

WaterTalk Questionnaire: DWMP Website Testing

Scripting specifications	
Job code & Project	DMWP Website Testing
Market & Languages	
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> External sample provider <input type="checkbox"/> Open link
	If 'Client List', specify any variables client will provide for routing and/or analysis
Stimulus path	
Member Sat Qs	Yes / No
Segmentation	N/A

Project timings:

Draft questionnaire	2 nd November
Questionnaire signed off	5 th November
Scripting and testing	6 th – 10 th November
Fieldwork starts	10 th November
Fieldwork ends	13 th November

Invite text

Subject line Help United Utilities improve information about important work in your local area

Dear [INSERT NAME]

We'd like to hear your views about what's important to you when United Utilities communicates information about drainage and wastewater improvements in your local area. Your feedback is important and will be used to influence decisions that United Utilities makes for the future.

There are two activities that we would like your help with:

- A short survey, which will take around 8 minutes to complete
- An online community, which will run from Tuesday 17th to Wednesday 18th November and would require around 30 minutes of your time each day. As part of this we'll be showing you some new ideas about communicating information to customers to get your feedback. **If you are selected to take part and complete all the activities, you will receive £30 in VEX vouchers as a thank you for your time.**

Please click the link below to take part in the survey, and to register your interest in our online community.

Even if you aren't interested in the online community, by completing the short survey you'll still be entered into our prize draw to win one of four £25 prizes.

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

Survey details

Prize draw: Chance to win one of four £25 VEX vouchers in the prize draw

Closing date: 9.30am on Friday 13th November

Survey length: 8 minutes

Please let us know if you have any questions by emailing @watertalkunitedutilities.com

Many thanks for your time and input,

The WaterTalk team

SURVEY INTRO:

Many thanks for taking part in our short survey. The aim of this survey is to help United Utilities understand your thoughts on how we communicate important information about drainage and wastewater issues and improvements in your local area.

Please click on the 'NEXT' button below to get started.

ASK ALL. MULTICODE. RANDOMISE

Q1. Which of these activities, if any, have you done in the last 12 months?

Please select all that apply.

1. Walking
2. Cycling
3. Running
4. Sailing / yachting
5. Fishing
6. Bird watching
7. Wild swimming (i.e. in lakes, rivers, or the sea)
8. Surfing
9. None of these **HOLD. EXCLUSIVE**

ASK ALL. FLY-IN. SINGLE CODE

Q2. To what extent do you agree or disagree with these statements?

Please select one answer.

TOP BREAKS – RANDOMISE

1. I really value my local natural environment
2. I often make use of green spaces / countryside in my local area
3. I spend time volunteering to conserve and protect my local area
4. I like spending time close to the water, such as the sea, rivers, lakes and reservoirs
5. I think it's essential that United Utilities do everything they can to take good care of the natural environment they operate in

DOWNBREAKS

1. Strongly disagree
2. Slightly disagree
3. Neither agree nor disagree
4. Slightly agree
5. Strongly agree

ASK ALL. MULTICODE. RANDOMISE 1-6

Q3. Which, if any, of these drainage and wastewater management issues have you ever personally been affected by?

Please select all that apply.

1. Flooding in streets and public areas **KEEP WITH 2**
2. Flooding in the home or garden **KEEP WITH 1**
3. Poor drainage in streets / public areas
4. Polluted bodies of water (i.e. the sea, rivers, lakes or reservoirs)
5. Other (please specify) **OPEN**
6. None of the above
7. Not sure

ASK ALL CODE 1 OR 2 AT Q3

Q3b. Was the flooding that you were personally affected by related to...?

TOPBREAK.

1. Flooding in streets and public areas
2. Flooding in the home or garden

DOWNBREAK. SINGLECODE

1. Sewer flooding
2. Non-sewer flooding
3. Both sewer *and* non-sewer flooding
4. Don't know

ASK ALL. SINGLE CODE

Q4. Overall, how much would you say you know about drainage and wastewater management in your local area? By this we mean how United Utilities works to minimise the flooding, drainage and pollution risks mentioned in the previous question.

1. A lot
2. A little
3. Nothing

SHOW ON SEPARATE SCREEN ON ITS OWN

The water you use, whether that's from your toilet flushing or from rain that comes off roofs and roads needs to be collected, treated and sent safely back to the environment. A growing population and more extreme weather present challenges for how we manage your used water over the long term.

We are planning for this through our Drainage and Wastewater Management Plan. We're working together with other organisations to make plans which manage the risks to drainage and environmental water quality in your area.

The plan will set out how United Utilities intend to keep drainage and wastewater systems across the North West resilient to changes over the next 30 years and achieve the best outcome in the long run for the environment and customers.



Please click 'NEXT' to continue.

ASK ALL. SINGLE CODE

Q5. Before today, were you aware that United Utilities have a long-term plan for assessing the risks and improvements of drainage and wastewater systems in your local area?

1. Yes, I know that they have a long-term plan in place for this
2. No, but I would expect them to have a plan in place for this
3. No, I did not know they had a plan in place for this
4. Don't know

ASK ALL. SINGLE CODE

Q6. Knowing now that United Utilities is creating a Drainage and Wastewater Management Plan (DWMP) for improving and maintaining drainage and wastewater systems in your local area, how does this affect your opinion of them, if at all?

1. Much less positive
2. Somewhat less positive
3. No different
4. Somewhat more positive
5. Much more positive

ASK ALL. OPEN FORCE RESPONSE

Q7. Are there any specific issues relating to environmental water quality and the management of drainage and wastewater in your local area that is important to you and that you would want to be informed about? *Please give as much detail as you can.*

ASK ALL. FLY-IN.

Q8. Which of the following drainage and wastewater management issues in your local area would you be interested in hearing more from United Utilities about?

TOP BREAKS – RANDOMISE

1. Preventing sewer flooding
2. Preventing pollution and environmental harm in rivers and the sea
3. Ensuring we are able to manage increasing volumes of wastewater
4. Partnerships with charities, environmental bodies and businesses to collaborate on ways to reduce pollution, flooding and drainage issues
5. Investing in and enhancing natural ecosystems – in our rivers, lakes, the sea and on land
6. Understanding how we ensure the network is resilient and can cope against risks such as increasing demand, extreme weather and other external factors, both now and in the future

DOWNBREAKS

1. Yes
2. No
3. Don't know

ASK ALL. RANKING. RANDOMISE

Q9. Which of the following drainage and wastewater management issues should United Utilities prioritise in your local area? Please rank the issues where 1 = the issue that should be given highest priority (1) and 6 = the lowest priority (6).

1. Preventing sewer flooding
2. Preventing pollution and environmental harm in rivers and the sea
3. Ensuring we are able to manage increasing volumes of wastewater
4. Partnerships with charities, environmental bodies and businesses to collaborate on ways to reduce pollution, flooding and drainage issues
5. Investing in and enhancing natural ecosystems – in our rivers, lakes, the sea and on land
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ASK ALL. OPEN WITH 'DON'T KNOW / CAN'T SAY' OPTION

Q10. You said that United Utilities should prioritise [INSERT TOP CODE FROM Q10] in your local area. What type of information would you like to receive from United Utilities on this issue? Please give as much detail as you can.

ASK ALL. MULTI CODE

Q11. How likely would you be to visit a United Utilities website to find out about the drainage, wastewater and environmental risks and improvements in your local area?

1. Not at all likely
2. Not very likely
3. Quite likely
4. Very likely
5. Don't know / Can't say

ASK IF Q11 = 1-4. OPEN WITH 'DON'T KNOW / CAN'T SAY' OPTION

Q12. Why do you say you would be [INSERT ANSWER FROM Qx] to visit a website to find out about the drainage, wastewater and environmental risks and improvements in your local area? Please give as much detail as you can.

ASK IF LIKELY TO VISIT WEBSITE (Q11 = 3-4). OPEN WITH 'DON'T KNOW / CAN'T SAY' OPTION

Q13. What would prompt you to visit a website to find out about the drainage, wastewater and environmental risks and improvements in your local area? Please give as much detail as you can.

ASK IF LIKELY TO VISIT WEBSITE (Q11 = 3-4). MULTI CODE. RANDOMISE

Q14. How would you expect to be directed to a website providing information about the drainage, wastewater and environmental risks and improvements in your local area?

1. From a search engine (e.g. Google, Bing)
2. From the United Utilities website **KEEP WITH 3**
3. Other UU communications (e.g. your bill, an email or a leaflet from United Utilities) **KEEP WITH 2**
4. From my local council's website
5. From the Ofwat website
6. From the CCW (Consumer Council for Water) website
7. From a local neighbourhood website (e.g. nextdoor.co.uk, ourwatch.org.uk)
8. From social media sites
9. An email from United Utilities
10. From an environmental charity (e.g. The Rivers Trust)
11. Other (please specify) **HOLD**
12. I don't want to be directed to this type of information **HOLD. EXCLUSIVE**

ASK ALL. MULTI CODE. RANDOMISE

Q15. If United Utilities were going to provide more information about drainage and wastewater management for local areas on their website, how do you think this should be displayed? Please select all that apply.

1. Video
2. A short paragraph / news summary
3. As part of the website FAQs
4. A dedicated webpage visible on the United Utilities site
5. Infographics / diagrams (e.g. as a downloadable PDF)
6. A dedicated report (e.g. a downloadable PDF)
7. Interactive maps
8. Other (please specify) **HOLD**

ASK ALL. SINGLE CODE

A1. We would like to invite you to take part in a 2-day online WaterTalk community to explore the subject of how United Utilities communicates planning around drainage and wastewater management in more detail. The community takes place from Tuesday 17th to Wednesday 18th November.

If selected, you will be required to complete around 30 minutes of tasks per day, at a time and place that suits you, and to respond to follow-up questions sent by our moderators. These tasks will include individual activities and group discussions, some of which will require uploading photos and videos that will be used only for research reporting.

Those who are selected and complete all the activities will receive **£30 of VEX vouchers** for their time.

Please note that completing this application does not necessarily mean you will be selected to take part in the online community.

Are you willing and available to take part?

1. Yes, I am free and I'd like to take part
2. No, I cannot take part **GO TO END TEXT**

ASK ALL INTERESTED IN POP-UP COMMUNITY (A1=1). SINGLE CODE

A2. The online discussion community will be hosted by Verve via our trusted third-party supplier, a market research company called *Further*.

Please note, your email address will be shared with Further, in order for you to be invited to join the community. Comments, activity results, videos and images you choose to upload/share during the community will be held on the Further platform. To read Further's privacy policy please click [here](https://www.go-further.co/privacy) [https://www.go-further.co/privacy].

We may also share comments, videos and images with United Utilities for internal purposes only.

Are you happy for us to share your details with Further and in addition share any video and image content you share with United Utilities for research purposes only?

1. Yes, I am happy for you to share my details and any comment / video / image contact I upload
2. No, I am not willing for you to share my details and any comment / video / image contact I upload **GO TO END TEXT**

SHOW IF A2=1

We will be selecting those to participate in the online community over the next few days. If you have not received an email invitation by Monday 16th November, then unfortunately you have not been selected this time. If that's the case, please make sure you look out for future emails as there will be plenty of activities to get involved with in the future.

SHOW TO ALL

END TEXT: Thanks for your time today, that's all the questions we have. We really appreciate your feedback!



Water for the North West



MEMBER SATISFACTION QUESTIONS

TO BE ADDED TO ALL QUESTIONNAIRES (EXCLUDING SCREENERS AND QA24s)

ASK ALL, SLIDER SC

PH1. Thanks very much for taking part.

Your views are important to us and we would like to know your thoughts on the survey you just completed.

Overall, how would you rate this survey?

1 2 3 4 5

Very poor Excellent

ASK ALL, SC PER STATEMENT

PH2. Please tell us how much you agree or disagree with each statement below, regarding the survey you just completed.

TOPBREAKS

1. It was interesting
2. It was easy to answer
3. It was repetitive
4. It was relevant to me
5. It was too long