



## Questionnaire: United Utilities Water Quality Research



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Water Quality Research
<b>Job number:</b>	7306
<b>Methodology:</b>	CAPI
<b>Version</b>	FINAL

### Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for interviewers
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
  - Screener questions are labelled S01, S02, S03 etc.
  - Main survey questions are labelled Q01, Q02, Q03 etc.
  - Further demographic / classification questions are labelled C01, C02, C03 etc.
  - Number codes are included on each question for data processing purposes



## Questionnaire quality checklist

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

	Are quotas or sampling requirements clearly specified?	
Labelling	Is the script labelled with the client name, job, project code and version?	
	Do all questions have a unique number?	
	Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions?	
	Have all information pages been entered correctly as 'INFO1', 'INFO2'...	
	Have all notes to data (which aren't questions) been entered onto one line starting with 'DP NOTE: '?	
	Is each question to one of the specified question types? (See 'labelling_questionnaire.xls' in your project file if you aren't sure).	
	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
Routing, ordering	Does each question have a base description which begins 'Base: '?	
	Are routing instructions easy to understand, do they reference the correct questions earlier in the survey?	
	Are exclusive and fixed codes identified where necessary?	
	Are answer lists ordered or randomized appropriately?	
Language	Is the phrasing of each question complete, simple and easily read on screen and aloud?	
	Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)?	
	Do the answer codes of closed questions relate directly to the question?	
NR	Have options for 'other, don't know etc.' been deployed appropriately?	
	Do all sensitive or personal questions include 'Prefer not to say'?	
Code labels	Are answer options coded correctly (Unique, sequential order 1~79)	
	Are all DK/PNTS options coded correctly? (80~99) <ul style="list-style-type: none"> <li>• Other (80 - 82)</li> <li>• Don't know (85)</li> <li>• Prefer not to say / refused (86)</li> <li>• None of the above / not applicable (87)</li> <li>• Can't remember (88)</li> <li>• Not stated / not answered (89)</li> </ul>	
Quality	Does this survey require any of the following? Include if appropriate <ul style="list-style-type: none"> <li>• Contact collection for further research</li> <li>• Contact collection for interviewer validation</li> <li>• Attention or data quality check questions</li> </ul>	
<b>Have you proof-read the questionnaire for spelling and grammatical errors?</b>		

Please confirm that you have checked this script against these criteria:

<b>Initials</b>		<b>Date</b>	
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## Introduction

### All:

We are carrying out research on behalf of United Utilities, the company that supplies water and wastewater services to your home.

We would like to get your views on what you think of the water that is supplied to your home. The survey today will involve tasting a number of water samples and I will then ask you some questions around this. The survey should take approximately 20 minutes.

The survey is being conducted under the Market Research Society rules guaranteeing anonymity and there would be strictly no sales or other contact resulting from doing this survey.

Click next to continue

### Q00

#### Base: All respondents

Which location is the interview taking place at?

*Read out scale and each statement, tick one response for each statement.*

#### SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very dissatisfied	-	
2	Quite dissatisfied	-	
3	Neither	-	
4	Quite dissatisfied	-	
5	Very satisfied	-	
85	Don't know ( <i>do not read out</i> )	-	

### Q00

#### Base: All respondents

Which date is the interview taking place at?

*Read out scale and each statement, tick one response for each statement.*

#### SINGLE GRID, RANDOMISE STATEMENTS



Code	Answer list	Scripting notes	Routing
1	Very dissatisfied	-	
2	Quite dissatisfied	-	
3	Neither	-	
4	Quite dissatisfied	-	
5	Very satisfied		
85	Don't know ( <i>do not read out</i> )	-	

## OPINIONS OF CURRENT TAP WATER

### Q01.

#### Base: All respondents

Before I ask you to test a number of water samples that we have here today, I would first like to get your thoughts on the water currently supplied to your home.



When thinking of the tap water supplied to your home, what words or phrases would you use to describe it?

PROMPT IF NOT MENTIONED: *People often describe water has being 'hard' or 'soft', what would you say your supply is?*

### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

### Q02.

#### Base: All respondents

On a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, how satisfied would you say you are with the following aspects of your water:

*Read out scale and each statement, tick one response for each statement.*

### SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very dissatisfied	-	
2	Quite dissatisfied	-	
3	Neither	-	
4	Quite dissatisfied	-	
5	Very satisfied		
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	Taste		
2	Smell/Odour		
3	Appearance/Colour		
4	Lather (i.e. when washing hands or washing up)		
5	Overall quality		

### Q03.

#### Base: All respondents dissatisfied with statements at Q02

You said you were dissatisfied with:

- [INSERT ALL STATEMENTS CODED 1-2 AT Q01]

Please can you explain why you are dissatisfied with these aspects?



## OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

### Q04.

#### Base: All respondents

And now thinking about the water supplied to your home, on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree, to what extent do you agree or disagree with the following statements:

*Read out scale and each statement, tick one response for each statement.*

## SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Strongly disagree	-	
2	Disagree	-	
3	Neither	-	
4	Agree	-	
5	Strongly agree		
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	I care deeply about whether my home is supplied with hard or soft water		
2	I would call my water company if my water was cloudy		
3	It's important I know where my water is sourced from		

### Q05.

#### Base: All respondents

Do you know where the water supplied to your home is sourced from? If so, where?

## OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes (specify)	OPEN	



2	No		
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### **INFO 1:**

#### **Base: All respondents**

The water supplied to Crewe predominantly comes from the Oswestry Water Treatment Works in Shropshire. This water originates from Lake Vyrnwy in Wales.

The water supplied to Widnes...

The water supplied to Wythenshawe...

The water supplied to Hard Water Area TBC....

## **PERCEPTIONS OF WATER SAMPLES – TASTE**

For Scripting

Crewe

09/11/2021

Sample A1, B2, C3



Crewe  
10/11/2021  
Sample B2, C3, D4

Wythenshawe  
23/11/2021  
Sample A1, B2, C3

Wythenshawe  
24/11/2021  
Sample A1, C3, D4

Wythenshawe  
25/11/2021  
Sample A1, B2, D4

Hard Area (TBC)  
30/11/2021  
Sample TBC, TBC, TBC

Hard Area (TBC)  
01/11/2021  
Sample TBC, TBC, TBC

Hard Area (TBC)  
02/11/2021  
Sample TBC, TBC, TBC

Widnes  
07/11/2021  
Sample A1, B2, C3

Widnes  
08/11/2021  
Sample B2, C3, D4

Widnes  
09/11/2021  
Sample A1, B2, D4

**INFO 1:**

**Base: All respondents**





Thank you for your answers so far. I am now going to ask you to taste a number of water samples and ask you your opinions of each. They are all completely safe to drink, so don't worry about that!

In front of you there are three glasses. In a moment I am going to ask you to take a big sip from glass [INSERT A1, B2, C3, D4- ROTATE FOR EACH SESSION, ENSURING A MIX OF ORDERS], and when you do I want you to think about the taste, smell, appearance and anything else you notice when drinking it.

### Q06.

#### Base: All respondents

Please now take a big sip from glass [A / B / C/ D/ E].

What words or phrases would you use to describe it?

PROMPT IF NOT MENTIONED: *People often describe water has being 'hard' or 'soft', what would you say your supply is?*

#### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

### Q07.

#### Base: All respondents

On a scale of 1 to 5, where 1 is very poor and 5 is very good, how would rate the following aspects this water:

*Read out scale and each statement, tick one response for each statement.*

#### SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very poor	-	
2	Poor	-	
3	Neither	-	
4	Good	-	
5	Very good		
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	Taste		



2	Smell/Odour		
3	Appearance/Colour		
4	Overall quality		

### Q08.

#### Base: All respondents

How would you rate it this water overall compared to the water that is supplied to your home, in terms of its taste, odour and appearance? Is it..

*Read out.*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Significantly worse	-	
2	Somewhat worse	-	
3	About the same	-	
4	Somewhat better	-	
5	Significantly better		
85	Don't know ( <i>do not read out</i> )	-	

### Q09.

#### Base: All respondents

And finally, for this sample, how acceptable would you find this water if it was supplied to you home as daily drinking water?

*Read out.*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Perfectly acceptable	-	
2	Acceptable	-	
3	Unacceptable	-	
4	Completely unacceptable	-	
85	Don't know ( <i>do not read out</i> )	-	

### Q010.

#### Base: All respondents who would find unacceptable (code 3-4 at Q09)

Why would you find it [unacceptable / completely unacceptable]?



## OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

### INFO2:

#### Base: All respondents

Thank you for your answers so far. I am now going to ask you the same questions but for another sample.

*Repeat Questions INFO1 – Q010 for 2 further samples.*

**DP NOTE:** INFO 1 – Q010 TO BE REPEATED TWO FURTHER TIMES. ENSURE SAMPLE/GLASS VARIABLE IS CAPTURED FOR EACH ROUND OF QUESTIONING. (Q6-A, Q6-B, Q6-C, etc.)

## PERCEPTIONS OF WATER SAMPLES – HANDWASHING

### INFO3:

#### Base: All respondents

Thank you for your answers so far. The next thing I'd like you to do is wash your hands using soap in each sample and again I'll ask you a number of questions following each sample.

In front of you there are three washing up bowls, bowl A, bowl B and bowl C. In a moment I am going to ask you to pump a small amount of the soap provided into your hands and wash your hands as you normally would do.

**MODERATOR NOTE:** FOLLOW SAME SAMPLE ORDER AS Q06-Q09

### Q011.

#### Base: All respondents

Please now pump the soap into your hands and wash them in bowl [A / B / C]. Please try and use the same amount of soap as you would at home, and whilst you're doing it think about any differences from what you'd normally expect (e.g. Does the water react differently with the soap than it does at home, and if so, how). Please be aware that normally you'd be using a tap that would pour water over your hands so the experience might differ.



What words or phrases would you use to describe the experience?

PROMPT IF NOT MENTIONED: *How the soap lathers (foams) in their hands, how their hands feel?*

**OPEN RESPONSE**

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

**Q012.**

**Base: All respondents**

If you were to have this water coming through your taps at home, how satisfied would you be in using it for the following activities:

*Read out scale and each statement, tick one response for each statement.*

**SINGLE GRID, RANDOMISE STATEMENTS**

Code	Answer list	Scripting notes	Routing
1	Very dissatisfied	-	
2	Quite dissatisfied	-	
3	Neither	-	
4	Quite dissatisfied	-	
5	Very satisfied		
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	Washing dishes, clothes etc.		
2	Cleaning floors, windows etc.		
3	Bathing / showering		
4	Cooking		

**Q013.**

**Base: All respondents**

And on a scale of 1 to 5, where 1 is very poor and 5 is very good, how would rate the following aspects this water:

*Read out scale and each statement, tick one response for each statement.*



## SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very poor	-	
2	Poor	-	
3	Neither	-	
4	Good	-	
5	Very good		
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	Touch on the skin		
2	Lather (foaming of the soap)		
3	How my skin feels afterwards		
4	Overall quality		

### Q014.

#### Base: All respondents

How would you rate this water overall compared to the water that is supplied to your home? Is it..

*Read out.*

## SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Significantly worse	-	
2	Somewhat worse	-	
3	About the same	-	
4	Somewhat better	-	
5	Significantly better		
85	Don't know ( <i>do not read out</i> )	-	

### Q015.

#### Base: All respondents

And finally for this sample, how acceptable would you find this water if it was supplied to you home to use for washing, cooking, bathing etc?

*Read out.*



## SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Perfectly acceptable	-	
2	Acceptable	-	
3	Unacceptable	-	
4	Completely unacceptable	-	
85	Don't know ( <i>do not read out</i> )	-	

### Q016.

**Base: All respondents who would find unacceptable (code 3-4 at Q015)**

Why would you find it [unacceptable / completely unacceptable]?

## OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

### INFO4:

**Base: All respondents**

Thank you for your answers so far. I am now going to ask you the same questions but for another sample.

*Repeat Questions INFO3 – Q016 for 2 further samples.*

**DP NOTE:** INFO3 – Q016 TO BE REPEATED TWO FURTHER TIMES. ENSURE SAMPLE/GLASS VARIABLE IS CAPTURED FOR EACH ROUND OF QUESTIONING. (Q12-A, Q12-B, Q12-C, etc.)

## PERCEPTIONS OF WATER SAMPLES – BOILING

### INFO5:

**Base: All respondents**

Thank you for your answers so far. The final activity I would like you to do now for each sample of water is to boil the kettle using 800ml of water and to make a hot drink using the tea bags and milk provided.



When doing so, I'd like you to pay particular attention to the sound of the kettle as it's boiling in the kettle.

**MODERATOR NOTE: FOLLOW SAME SAMPLE ORDER AS PREVIOUS Q06-Q09**

**Q017.**

**Base: All respondents**

Please boil the kettle using the water from sample [A, B, C].

Did you notice anything different about the sound of the kettle as it was boiling? If so, what?

**OPEN RESPONSE**

*Ask question before participant has made the drink (after the kettle has finished boiling).*

Code	Answer list	Scripting notes	Routing
1	Yes (specify)	OPEN	
2	No		

**Q018.**

**Base: All respondents**

Please now make a cup of tea using the tea bag and milk provided. Please ensure you fill the mug close to the top, allowing room for a splash of milk. Don't worry if you don't drink tea, you don't have to try it if you don't wish to!

*MODERTOR: Allow 1 minute for tea bag to brew. Once tea has been made, ask the following question:*

Please now take a look at the cup of tea and tell describe to me how the drink looks. You might want to think about how it compares to a drink you would



make at home, but please don't focus on factors that are in your control, for example how strong/weak the tea is.

### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes (specify)	OPEN	
2	No		

### Q019.

#### Base: All respondents

And on a scale of 1 to 5, where 1 is very poor and 5 is very good, how would rate the following aspects of this water. If you would like to take a sip of the drink you can do, but this is optional.

*Read out scale and each statement, tick one response for each statement.*

### SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very poor	-	
2	Poor	-	
3	Neither	-	
4	Good	-	
5	Very good		
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	Appearance		
2	Taste (optional)	DOES NOT REQUIRE AN ANSWER	
3	Overall quality		

### Q020.

#### Base: All respondents

How would you rate this water overall compared to the water that is supplied to your home, in terms of how it appears and tastes (if applicable). Is it..

*Read out.*

### SINGLE RESPONSE





Code	Answer list	Scripting notes	Routing
1	Significantly worse	-	
2	Somewhat worse	-	
3	About the same	-	
4	Somewhat better	-	
5	Significantly better		
85	Don't know ( <i>do not read out</i> )	-	

### Q021.

#### Base: All respondents

And finally for this sample, how acceptable would you find this water if it was supplied to you home?

*Read out.*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Perfectly acceptable	-	
2	Acceptable	-	
3	Unacceptable	-	
4	Completely unacceptable	-	
85	Don't know ( <i>do not read out</i> )	-	

### Q022.

#### Base: All respondents who would find unacceptable (code 3-4 at Q022)

Why would you find it [*unacceptable / completely unacceptable*]?

#### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

**INFO6:****Base: All respondents**

Thank you for your answers so far. I am now going to ask you the same questions but for another sample.

*Repeat Questions INFO1 – Q010 for 2 further samples.*

**DP NOTE:** INFO5 – Q022 TO BE REPEATED TWO FURTHER TIMES. ENSURE SAMPLE/GLASS VARIABLE IS CAPTURED FOR EACH ROUND OF QUESTIONING. (Q22-A, Q22-B, Q22-C, etc.)

**Q023.****Base: All respondents**

And finally, thinking about the three samples you have tested today, overall which sample have you found the best in terms of its combined taste, appearance and smell?

*Read out.*

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Sample A	-	
2	Sample B	-	
3	Sample C	-	
85	Don't know ( <i>do not read out</i> )	-	

<b>REACTIONS TO CHANGE OF SUPPLY</b>
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**Q024.****Base: All respondents**

Thank your time so far. I just have a handful more questions to ask before we finish today.



Crewe - Earlier I explained that you water is sourced from the Oswestry Water Treatment Works in Shropshire and this water originates from Lake Vyrnwy in Wales.

Wythenshawe -

Widnes -

Hard Area TBC -

In some cases, in order to ensure there is sufficient supply to meet demand in our region, there may be a need to change the water source that people in an area receive their water from.

On a scale of 1 to 10, where 1 is not at all concerned and 10 is very concerned, how concerned would you be if United Utilities changed the source of the water in your area?

*Read out.*

### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	INSERT 1-10 SCALE	-	
85	Don't know ( <i>do not read out</i> )	-	

### Q025.

**Base: All respondents who rate 6-10 at Q024**

Why do say that? What would be your concerns?

### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know ( <i>do not read out</i> )		

**COMMUNICATING CHANGES**



### Q026.

#### Base: All respondents

In the scenario that United Utilities were to change the source of the water that supplies your home, would you want to be notified about this change?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	-	
2	No	-	
85	Don't know ( <i>do not read out</i> )	-	

### Q027.

#### Base: All respondents who want to be notified (Q26/1)

How would you want to be notified?

#### MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	Telephone	-	
2	Email	-	
3	Text	-	
4	Leaflet	-	
5	Letter		
7	Other ( <i>specify</i> )	OPEN	
85	Don't know ( <i>do not read out</i> )	EXCLUSIVE	

### Q028.

#### Base: All respondents who want to be notified (Q26/1)

How likely would you be to contact United Utilities in the event that you were notified that the source of the water for your home would be changing?

*Read out.*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Very likely	-	
2	Likely	-	



3	Unlikely	-	
4	Very unlikely	-	
85	Don't know ( <i>do not read out</i> )	-	

## Q029.

**Base: All respondents**

**There are a number of reasons why there could be a change to the blend of water supplied to your home.**

How acceptable would you find a change in water supplied to your home because of the following reasons?

*Read out.*

### SINGLE RESPONSE, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Perfectly acceptable	-	
2	Acceptable	-	
3	Unacceptable	-	
4	Completely unacceptable	-	
85	Don't know ( <i>do not read out</i> )	-	

Statement number	Statement	Scripting notes	Routing
1	An extended period of dry weather		
2	A burst water pipe		
3	A water quality issue in your area		
4	A need to transfer water from your area to another part of the North West i.e. within the United Utilities region		
5	A need to transfer water from the North West i.e. within the United Utilities region to another water stretched part of England		

## DEMOGRAPHICS

## INFO7.



**Base: All respondents**

Finally, I would just like to ask a few questions about you. This information will help us to analyse the responses to this survey.

Please click 'Next' to proceed.

**INFO PAGE**

**C01.**

**Base: All respondents**

GENDER (*do not read out*)

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Male		
2	Female		

**C02.**

**Base: All respondents**

Which of the following age brackets do you fall into?

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	18-34		
2	35-54		
3	55-74		
4	75+		
86	Prefer not to say ( <i>do not read out</i> )		

**C03.**

**Base: All respondents**

Do you have sole, joint or no responsibility for paying the household water bill?

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Sole		
2	Joint		



3	No responsibility		
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#### C04.

##### Base: All respondents

How many children under 18 are living in your home?

##### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	None		
2	1		
3	2		
4	3		
4	4		
5	5 or more		

#### C05.

##### Base: All respondents

Which of the following does your annual household income fall into?

##### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Under £20,000		
2	£20,000 - £39,999		
3	£40,000 - £59,999		
4	£60,000 - £79,999		
4	£80,000 - £99,999		
5	£100,000 or more		
86	Prefer not to say ( <i>do not read out</i> )		

#### C06.

##### Base: All respondents

Do you or anyone in your household have a long-term illness, health problem or disability which limits your/their daily activities or the work you/they can do?

##### MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Yes (self)		
2	Yes (other)		
3	No		
85	Don't know/ Prefer not to say		







## C07.

### Base: All respondents

Please could you indicate which, if any, of the following barriers or conditions you or someone in your household have?

#### MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Serious/chronic illness		
2	Poor mobility e.g. physical impairment, restricted movement		
3	Mental health issues		
4	Learning difficulties		
5	Temporarily recovering after being in hospital or having an operation		
6	Recovering after a traumatic event (e.g. divorce/separation, loss of job/serious financial difficulties, recent child birth)		
7	Blind/partially sighted/ have a hearing or speech difficulty		
8	Other (please specify)		
9	None of the above		
85	Prefer not to say		

## C08.

### Base: All respondents

Which of the following best describes your ethnicity?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
<b>100</b>	<b>White</b>	<b>HEADER ONLY</b>	<b>CONTINUE</b>
1	English/Welsh/Scottish/Northern Irish/British		
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
<b>200</b>	<b>Mixed / multiple ethnic groups</b>		
5	White & Black Caribbean		
6	White & Black African		
7	White and Asian		
8	Other Mixed background		
<b>300</b>	<b>Asian / Asian British</b>		
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
<b>400</b>	<b>Black/ African/Caribbean/Black British</b>	<b>HEADER ONLY</b>	
14	African		
15	Caribbean		



16	Other Black/African/Caribbean background		
<b>500</b>	<b>Other</b>		
17	Arab		
80	Other ethnic group (please describe)		
86	Prefer not to say		

### C09.

#### Base: All respondents

Could you tell me which religious faith you follow or practise?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Christianity		
2	Buddhism		
3	Hinduism		
4	Judaism		
5	Islam		
6	Sikhism		
7	Other (please specify)		
8	None		
86	Prefer not to say		

### C10

#### Base: All respondents

Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes ( <b>VERIFY CONTACT DETAILS</b> )	-	
2	No	-	
85	Don't know ( <i>do not read out</i> )	-	

### INFO8.

#### Base: All respondents

Thank you for your time today. We really appreciate your feedback.

*MODERATOR: Provide incentive and receipt form*

*Please click 'Next' to finish survey.*