



Smart Metering

QUESTIONNAIRE (HOUSEHOLDERS AND FUTURE BILL
PAYERS)
V6

VERVE
Energising Insight

9 FEBRUARY 2023

Sample Definition

Sample definition

- n=2,000 HH customers (from UU CRM database)
- n=100 Future Bill Payers (external sample)

Scripting specifications

Job code	6466	Smart Metering	
Market and Languages	UK		
Sample source	<input checked="" type="checkbox"/> Panel <input checked="" type="checkbox"/> Client List <input checked="" type="checkbox"/> 3rd Party <input type="checkbox"/> Open link	If 'Client List', specify pipe ins	
Stimulus path			
Scripting tools			
Member Sat Qs (delete as appropriate)	Yes		

Hard Quota table:

Code name	Question	Target %	Target
Male		46%	920
Female		54%	1080
18-29		8%	160
30-39		16%	320
40-49		17%	340
50-59		20%	400
60-69		16%	320

70+		23%	460
Cumbria		8%	160
Cheshire		14%	280
Greater Manchester		38%	760
Lancashire		20%	400
Merseyside		20%	400
Metered		47%	920
Unmetered		53%	1080
Future bill payers	QAGEGROUP = 1 AND S5 ≠ 1		100

Project timings:

Element	Who	Timings
Draft questionnaires shared	Verve	Monday 12 th September
Questionnaires signed off	UU	Friday 30 th September
Scripting and testing	Verve	Monday 3 rd to Friday 7 th October
Fieldwork	Verve	Monday 10 th to Monday 17 th October
Draft report to UU	Verve	Monday 31 st October
Debrief	UU / Verve	TBC

Invite:

INVITE TEXT FOR UU CRM SAMPLE

SUBJECT LINE We'd like to hear your views on the future of water meters

Hi [first name],

As a valued customer, we are looking to understand more about water consumption and your views on the future of water meters in the North West Region.

We are interested in your views regardless of whether you have a water meter or not.

Your feedback is important and will be used to help inform decisions and future planning that United Utilities makes for the future.

If you'd like to take part, please click on the button below to start the survey which will take you around 15 minutes to complete.

[CLICK HERE TO GET STARTED]

Survey details

Closing date: 17 October

Survey length: 15 minutes

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

Many thanks for your time and input,

United Utilities and Verve.

This survey is hosted by our trusted partner Verve Partners, an independent market research agency. All information collected by Verve will be treated confidentially and stored securely. Verve's privacy policy can be found [here](#).

REMINDER TEXT FOR UU CRM SAMPLE

SUBJECT LINE There is still time to share your views on the future of water meters

Hi [first name],

You can still take part in this survey and help us understand more about water consumption and share your views on the future of water meters in the North West Region.

We are interested in your views regardless of whether you have a water meter or not.

Your feedback is important and will be used to inform decisions that United Utilities makes for the future.

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INVITE TEXT FOR WATERTALK PANEL

SUBJECT LINE We'd like to hear your views on the future of water meters

Hi [first name],

United Utilities is looking to understand more about water consumption and your views on the future of water meters in the North West Region.

We are interested in your views regardless of whether you have a water meter or not.

Your feedback is important and will be used to inform decisions that United Utilities makes for the future. You will not only ensure that your opinions get heard, but we'll also enter you into our prize draw to win one of four **£25** prizes.

If you'd like to take part, please click on the button below to start the survey which will take you around 15 minutes to complete.

[CLICK HERE TO GET STARTED]

Survey details

Prize draw: chance to win one of £25 prizes

Closing date: 17 October

Survey length: 15 minutes

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

Many thanks for your time and input,

Claire and the WaterTalk team.

REMINDER TEXT FOR WATERTALK PANEL

SUBJECT LINE There is still time to share your views on the future of water meters

Hi [first name],

You can still take part in this survey and help us understand more about water consumption and your views on the future of water meters in the North West Region.

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Survey details

Prize draw: chance to win one of £25 prizes

Closing date: 17 October

Survey length: 15 minutes

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

Many thanks for your time and input,
Claire and the WaterTalk team.

Intro:

Many thanks for taking part in our survey.

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

Section A: Screening and profiling

ASK FOR CRM LIST ONLY. SINGLE CODE

S0. We (Verve Partners) are a trusted partner of United Utilities and will be conducting this research survey on their behalf. This means the answers to this survey will be saved onto our servers. The answers are analysed and provided back to United Utilities for their reporting.

Are you happy for your answers to be stored by Verve Partners for United Utilities research purposes only?

All individual responses will be treated anonymously.

1. Yes, I am happy for Verve to store and use my survey answers for United Utilities research only
2. No, I am not happy for Verve to store my survey answers (this means you will not be able to participate in this survey) **SCREENOUT**

SCREENOUT TEXT: Thanks for your interest in this survey. However, to be able to participate it is necessary for Verve to store and use your survey answers for analysis purposes.

ASK ALL EXTERNAL. SINGLE CODE. SCREENOUT IF CODE 4 NOT SELECTED

S1a. Please confirm which region you live in.

1. South East
2. South West
3. West Midlands
4. North West
5. North East
6. Yorkshire and Humber
7. East Midlands
8. East England
9. Scotland
10. Northern Ireland
11. Wales
12. London
13. Don't know

SCREENOUT TEXT: Thanks for your interest in this survey, however you don't quite fit the criteria we're looking for today.

ASK ALL EXTERNAL. SINGLE CODE

S1b. Which part of the North West do you live in?

1. Cumbria
2. Cheshire
3. Greater Manchester
4. Lancashire
5. Merseyside

ASK EXTERNAL. OPEN NUMERIC

S2. How old are you?

[DESIGN NOTES; NUMERICAL BUT RESTRICT TO A MAXIMUM OF 100. PLEASE SCREENOUT AND SHOW SCREENOUT MESSAGE IF BELOW 18. SCREENOUT IF NOT 18-29]

HIDDEN VARIABLE QAGEGROUP:

1. 18 – 29
2. 30 – 39
3. 40 – 49
4. 50 – 59
5. 60 – 69
6. 70 – 79
7. 80+
8. Prefer not to say

ASK ALL EXTERNAL AND CRM LIST. SINGLE CODE

S3. Are you...?

1. Male
2. Female
3. Other
4. Prefer not to say

ASK ALL. SINGLE CODE

S4. Do you own your own property or do you rent?

1. Own property (either outright or have a mortgage)
2. Rent (privately)
3. Rent (through council/housing association)
4. Other, please specify **ANCHOR**

ASK ALL EXTERNAL. SINGLE CODE. RANDOMISE

S5. Who is responsible for paying the water bill where you live?

1. Me
2. My parent(s) or guardian(s)
3. Landlord
4. University accommodation
5. It's included in my rent
6. Another household member
7. Someone else (please let us know who) **HOLD**
8. Not sure **HOLD**

SCREENOUT IF 18-29 AND S5 = 1

SCREENOUT TEXT: Thanks for your interest in this survey, however you don't quite fit the criteria we're looking for today

ASK ALL. SINGLE CODE

S6. Do you currently have a water meter installed at your home?

1. Yes
2. No
3. I don't know

ASK IF S6=1. SINGLE CODE

S7. When did you have your water meter installed?

1. In the last month
2. In the last 6 months
3. In the last 1 - 2 years
4. In the last 3 - 4 years
5. 5 years ago or longer
6. Can't say / Don't know

ASK IF S7=1-5. SINGLE CODE. RANDOMISE

S8. And what was the main reason for having a water meter installed?

1. To keep track of my water use
2. To only pay for the water I use
3. To lower my water bill
4. To help me with my budgeting
5. It was convenient to have it installed
6. The option was presented to me and there were no disadvantages
7. I wanted to be able to monitor my usage more easily
8. I didn't have an option, it was the decision of my **landlord**
9. I didn't have an option, it was enforced by my **water supplier**
10. I didn't have an option, it was the decision of **a family member / friend**
11. Other (please specify). **HOLD**
12. I do not recall the main reason for having the water meter installed. **HOLD.**

ASK IF S6=1. SINGLE CODE

S9. Do you pay your water bill through your meter?

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

ASK IF S6=1. SINGLE CODE

S10. And which of the following apply since installing your meter?

1. My water consumption has increased
2. My water consumption has stayed the same
3. My water consumption has decreased

Section B: Water usage in the home

SHOW TEXT

INTRO_1. Over the next few questions, we'd like to understand a little more about water consumption in your home.

ASK ALL. GRID. SINGLE CODE PER ROW. RANDOMISE ROWS

Q1. Thinking about water consumption, how strongly do you agree or disagree with the following statements?

ROWS

1. It's not worth me doing things to save water if others don't do the same
2. I actively try to save as much water as possible at home
3. I would like to be doing more to save water at home
4. There's plenty of water available, I don't need to make the effort to reduce my usage
5. I've got more important things to think about than saving water
6. I try to get my friends and family to save more water
7. We all share responsibility for saving water
8. Using less water is good for the environment
9. Water companies should implement restrictions such as hosepipe bans when water supplies are low
10. I pay for water so I am entitled to use as much as I want
11. I struggle to find ways to reduce my water consumption
12. I am not able to reduce my water consumption, despite having tried in the past
13. There isn't much we can do to save water, it's needed for everyday living

COLUMNS

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

ASK ALL. MULTI CODE. RANDOMISE

**Q2. Which of these water saving devices or appliances do you have in your home, if any?
Please select all that apply.**

Hover your cursor over the term in **blue** and the definition will appear.

1. Water-efficient taps or shower heads
2. Leak detection devices
3. Water efficient appliances e.g. dishwasher, washing machine
4. Water butt
5. Low flow toilets
6. Shower timer
7. Other (please specify). **HOLD**
8. I do not have any of water saving devices in my home **HOLD. EXCLUSIVE**

ASK ALL. SINGLE CODE

Q3. How much water do you think your household uses?

1. Far too much for the size of my household
2. Too much
3. About the right amount
4. Less than other households of similar size
5. A lot less than other households of a similar size to mine
6. Don't know / Not sure

Section C: Water Metering

SHOW TEXT

INTRO_2. We'd now like to understand how open you would be to doing things differently in your household, including using water at different times of the day or installing certain devices in efforts to reduce your household's water consumption.

ASK IF S6=2 (UNMETERED). SINGLE CODE. RANDOMISE

Q4. Firstly, what would you say are the main reasons for not having a water meter installed in your home? Please select all that apply.

1. It is not up to me to have a water meter installed
2. It is too much hassle to have a meter installed
3. Installing a meter will increase my water bill
4. I am not sure of the process of installing a meter
5. There are no benefits to having a water meter installed
6. My bill will be inaccurate with a meter
7. I have been told I cannot have a water meter
8. I have not thought about having a water meter installed
9. Other (Please specify) **HOLD**

ASK IF S6=2 (UNMETERED). SELECT UP TO 2. RANDOMISE

**Q5. Which of the following would encourage you to install a water meter in your home?
Please note the installation of the water meter would be free. Please select up to two reasons.**

1. A guarantee that my bill wouldn't increase
2. No disruption to my property
3. No interruption to my weekly schedule, for example impacting work or school attendance
4. Potential to detect leaks in my household that could cause expensive damage
5. Having access to my household's water consumption data
6. Other (please specify) **HOLD**
7. There is nothing that will encourage me to install a water meter **HOLD. EXCLUSIVE**

ASK IF S6=2 (UNMETERED). SINGLE CODE

Q6. Before today, had you heard of the lowest bill guarantee from United Utilities?

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

ASK IF S6=2 (UNMETERED) AND Q6=1 (HEARD OF LOWEST BILL GUARANTEE). OPEN FORCE RESPONSE

Q7. In your own words, what is your understanding of the lowest bill guarantee?

SHOW IF S6=2 (UNMETERED)

INTRO_3. With its lowest bill guarantee, United Utilities promises customers who switch to a meter that they'll always pay the lowest bill.

How it works: every time United Utilities send you a bill, they compare your meter charges against what you would have paid on your old rateable value bill and always charge you the lower amount.

The lowest bill guarantee lasts for two years and if you have not made a saving in that time, you can switch back to the old, fixed bill.

Section D: Introduction to Smart Meters

ASK ALL. MUTLI CODE. RANDOMISE

**Q11. Which, if any, of the following smart technology products do you have in your home?
By 'smart' we mean electronic devices that can connect to the internet, a local network or an app using wired or wireless technology. Please select all that apply.**

1. Smart thermostat
2. Smart lighting
3. Smart fridge
4. Smart oven
5. Smart speakers
6. Smart home security system (e.g. security cameras)
7. Smart TV
8. Smart energy meter
9. Other (please specify). **HOLD**
10. None of the above. **HOLD. EXCLUSIVE**

ASK IF DON'T HAVE A SMART ENERGY METER (Q11 ≠ 8), MULTICODE, RANDOMISE

Q12. Which of the following, if any, describe why you do not have a smart energy meter installed in your home? Please select all that apply.

1. I have concerns about how my energy data would be used
2. I have concerns about smart technology impacting my health negatively
3. I have not found a convenient time for an engineer to come and install the smart meter
4. I am concerned about having a stranger in my house to install the meter
5. I do not think having a smart meter will save me any money on my energy bill
6. I do not understand how having a smart meter will help tackle climate change
7. I am concerned that installing a smart meter will put a strain on my Wi-Fi / mobile signal
8. I rent my property and it is my landlords' decision **SHOW IF S4 = 2-3**
9. I rent my property and wasn't sure if I could agree to have it installed **SHOW IF S4 = 2-3**
10. I am concerned I will not be able to switch energy providers once I have one installed
11. I am already careful with my energy use and don't need a smart meter to help me
12. I cannot have a smart meter (my property is not compatible / I do not meet the requirements)
13. Other (please specify) **HOLD, OPEN**
14. No particular reason **HOLD, EXCLUSIVE**

SHOW TO ALL

INTRO_4. Now we'd like you to have a look at this image, which shows you details about smart water meters compared to regular water meters.

[INSERT STIMULUS]

Traditional water meter

- Meter readings are obtained visually i.e. someone looks at the meter and writes down the reading
- This can either be done by yourselves or by one of our meter reading team
- This data can be used to make sure that the amount you are paying is in line with the amount of water you are using



Digitally-read water meter

- Digital meters can send a read via a fixed communication network, much like your mobile phone
- Data can be read more frequently, e.g. every hour or even every 15 minutes
- This data can be used for bills
- It can also be used to;
 - Detect potential leaks in your property and within property boundary depending on location of meter
 - See how many litres of water you are using a day
 - Help us understand our network and identify where there may be potential leaks



ASK ALL. SINGLE CODE

Q14. How likely are you to install a smart water meter in the future for your home? This would be free to install.

1. Very likely
2. Quite likely
3. Neither likely nor unlikely
4. Quite unlikely
5. Very unlikely

ASK IF LIKELY TO HAVE A SMART WATER METER INSTALLED (Q14=1,2). MULTI CODE

Q15. Why are you [PIPE IN CODE 1,2, FROM Q14] to have a smart water meter installed in your home? Please select all that apply.

1. To keep track of my household's water consumption
2. To detect potential leaks in my house
3. To help United Utilities manage the water network
4. To help United Utilities detect water leaks on the water network
5. To reduce water wastage
6. To keep up to date with technology
7. To reduce water usage in order to save money on my water bill
8. To understand more about my water use overall
9. It would be better for the environment
10. Receive incentives for reduced water usage
11. Other (Please specify). **HOLD**

ASK IF UNLIKELY TO HAVE A SMART WATER METER INSTALLED (Q14=4,5). MULTI CODE. RANDOMISE

Q16. Why are you [PIPE IN CODE 4,5 FROM Q14] to have a smart water meter installed in your home? Please select all that apply.

1. I'm worried about inaccurate billing
2. I'm worried about an increased water bill
3. I do not have time to manage the process of having a meter installed
4. I do not see the benefits
5. My current meter is adequate for my needs [**SHOW IF S6=1**]
6. I do not want anyone having access to my water consumption data
7. I'm already careful with my water use and don't need a meter to help me
8. I have concerns about having smart technology in the home
9. I rent my property and it is my landlords' decision **SHOW IF S4 = 2-3**
10. My property is not eligible
11. Other (Please specify). **HOLD**

ASK ALL. RANKING. RANDOMISE

Q17. A smart water meter includes different features and benefits, one of which is having easily accessible water usage data, more readily available. This water usage data can be helpful in a number of ways as listed.

Please rank them in order of appeal, with 1 being the most appealing.

1. Help identify leaks more quickly within the home, to prevent additional cost and damage to property
2. Help to reduce water usage, which may also help to reduce your energy bill (much of the water that is wasted in a home is heated water)
3. Help to reduce water use which will reduce your carbon footprint through the reduced use of water and energy
4. Helps you to understand your water usage so you can be more in control and more aware of how much you use and spend on water
5. Smart tariffs (e.g. cheaper tariff offered at off peak hours to encourage water use when demand is low)

ASK ALL. SINGLE CODE

Q18. A smart water meter provides an increased frequency of reads on water consumption.

This data may help you keep tabs of how much water you're using, but also helps identify how much water is actually reaching you. There may be water leaks in the network, and having a smart water meter will help United Utilities identify water wastage as a result of leakage.

Taking this into consideration, and thinking specifically about the level of detail related to your water use, how often would you be comfortable sharing your household's water consumption data with United Utilities?

1. Every 15 minutes
2. Every 30 minutes
3. Every hour
4. Every 2 – 3 hours
5. Every 4 to 5 hours
6. I would not want to share my water consumption data with United Utilities

ASK IF Q18 ≠ 6. MULTI CODE

Q19. By sharing your water consumption data, you could make it possible for United Utilities to share with you tailored information that is to your benefit.

Which of the following, if any, would you be interested in receiving from United Utilities?

Please select all that apply.

1. Tips on how to save water
2. Your households' water consumption data via an interactive app or smart device
3. Anonymised comparative data to other households' on water consumption
4. Rewards for reduced water use
5. Inform me of potential leaks affecting my household
6. Other (please specify). **HOLD**

ASK ALL. MULTI CODE. RANDOMISE

Q20. How would you want United Utilities to support you on potential small leaks in your home? Please select all that apply. E.g. leaky loos

1. Find and fix the leak for a small fee
2. Provide a list of certified plumbers who could fix the leak at your own cost
3. Make me aware of the leak, but let me decide how best to tackle it
4. Provide tips on how to detect leaks myself in the home
5. Educate me on why leaks occur in the first place
6. Educate me on ways I can fix leaks myself in the home
7. Other (please specify) **HOLD**

SHOW TEXT

INTRO_5. There are several considerations that are important in terms of where a water meter can be positioned within the network, including within customers' homes. Please have a look at the image and answer the questions to follow.

**Inside a property
(a cupboard in this case)**



**Outside a property
(under the pavement in this case)**



- Pros
 - It's cheaper for us to install meters internally, so we can keep bills lower for customers
 - Above ground, we get a better signal strength to communicate and read your meter
 - It will be possible to detect a leak in your property
- Cons
 - The meter will require some space in your home and probably needs to be hidden in some way (see image)
 - An appointment will be required to have the meter fitted or for any maintenance or replacements
 - We may require some minimal pipework to be reconfigured to accommodate the meter

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- Pros
 - We can get easy access to install the meter and to check it when ever we need to, without disturbing you
 - As well as being able to detect any leaks in your property, we can also detect leaks on your supply pipe (the pipe that goes from the street to your home)
- Cons
 - It costs us more to install meters like this meaning the number of meters we can install for a given investment is less
 - We will need to dig multiple holes in your street which could require street works and potential inconvenience
 - In some cases this option is not possible – for example you have a shared supply pipe or live in a flat
 - Some meter pits can be very deep, leading to communication issues meaning we can't always read the meter

ASK ALL. SINGLE CODE.

Q21. Imagine you were going to have a smart water meter installed, where would you prefer it to go?

1. Inside my home
2. Outside the home
3. No preference

ASK IF Q22=1 OR 2. OPEN FORCED

Q22. Why do you prefer the [SHOW "inside" IF Q22=1, SHOW "outside" IF Q22=2] of your home for a water meter?

Section E: Rolling out smart water metres

SHOW TEXT

INTRO_6.

United Utilities are planning to deliver 500k new smart water meters, and replace 250k old meters with smart meters in homes across the North West Region.

This will help to solve issues with water wastage & leakage, and ultimately contribute positively to the environment.

This will not be a universal / compulsory rollout but will aim to increase the number of households with a water meter from 52% to 70%.

The installation of the smart water meter itself would be free, consistent with current Policy, with just a small amount added to all bills to fund the overall investment.



ASK ALL. SINGLE CODE

Q23. To what extent do you support or oppose the idea of United Utilities rolling out smart water meters in the North West region?

1. Strongly support
2. Slightly support
3. Neither support nor oppose
4. Slightly oppose
5. Strongly oppose

ASK ALL, OPEN FORCED

Q24. Why do you [INSERT ANSWER FROM Q23] this initiative?

ASK ALL. MULTI CODE. RANDOMISE

Q25. Which of the following do you think are the most effective ways for United Utilities to communicate this initiative to customers?

1. Website and social media
2. Emails
3. Posters/leaflets in doctors' surgeries, dentists, and hospitals
4. Leafleting directly to homes
5. Face to face (e.g., stalls in shopping centres, door knocking)
6. Included within bill statements
7. Text message
8. Other (please specify) **HOLD**

ASK ALL. SINGLE CODE

Q26. Has United Utilities contacted you in the past regarding installing a water meter?

1. Yes
2. No
3. Don't know / Can't remember

Section F: Additional profiling

SHOW TEXT ON SEPARATE SCREEN BY ITSELF

Finally, just a few more questions to help us put your answers into context.

ASK ALL. SINGLE CODE

Q27. What is your highest level of education you have completed?

1. Primary school
2. Secondary school up to 16 years
3. Higher or secondary or further education (A-levels, BTEC, etc.)
4. College or university
5. Post-graduate degree
6. Prefer not to say

ASK ALL. SINGLE CODE

Q28. Which of these best describes the occupation of the main wage earner in your household?

If they / you are retired, just answer for the occupation you or they had when last employed. If they are not in paid employment but have been out of work for less than 6 months, please answer for their most recent occupation.

1. Manual worker without vocational qualification (e.g. manual worker, apprentice, caretaker, park keeper, non-HGV driver, shop assistant, etc.) **[Code as social Grade D]**
2. Skilled manual worker (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.) **[Code as social Grade C2]**
3. Supervisory or clerical / junior managerial / professional / administrative (e.g. office worker, student doctor, foreman with 25+ employees, salesperson, etc.) **[Code as social Grade C1]**
4. Intermediate managerial / professional / administrative (e.g. newly qualified (under 3 years) doctor, solicitor, board director of a small organisation, middle manager in large organisation, principle officer in civil service / local government) **[Code as social Grade B]**
5. Higher managerial / professional / administrative (200+ employees, top level civil servant / public service employee) **[Code as social Grade A]**
6. Student **[Code as social Grade C1]**
7. Casual worker - not in permanent employment **[Code as social Grade E]**
8. Housewife / Homemaker **[Code as social Grade E]**
9. Retired and living on a state pension **[Code as social Grade E]**
10. Unemployed or not working due to long-term sickness **[Code as social Grade E]**
11. Full-time carer of other household member **[Code as social Grade E]**
12. Other **[Code as social Grade E]**

HIDDEN VARIABLE - SEG:

A/B/C1/C2/D/E

ASK ALL. SINGLE CODE

Q29. Please could you confirm which household situation best applies to you?

1. Living on my own (children have left home)
2. Living on my own (no children)
3. Living on my own with children under 18
4. Living with partner/spouse (children have left home)
5. Living with partner/spouse (no children)
6. Living with partner/spouse with children under 18
7. Living with other adult family members that are aged 18 or older (e.g. adult children, parents and/or elderly relatives)
8. Living with other adults that are non-family members e.g. friends/flatmates

ASK ALL. SINGLE CODE

Q30. What type of property do you live in?

1. Semi-detached bungalow
2. Detached bungalow
3. Detached house
4. Semi-detached house
5. House End-Terrace
6. House Mid-Terrace
7. Flat
8. Other

ASK ALL. SINGLE CODE

Q31. How many bedrooms does your home have?

1. 1
2. 2
3. 3
4. 4
5. 5+

ASK ALL. SINGLE CODE

Q32. What is your religion?

1. No religion
2. Christian
3. Buddhist
4. Hindu
5. Jewish
6. Muslim
7. Sikh
8. Any other religion (Please specify)
9. Prefer not to say

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

Closing text

That's all for today! Thank you so much for taking the time to complete this survey, we appreciate your feedback.

SHOW TO PANEL: Claire and the WaterTalk team.

Panel health – ONLY SHOW TO PANEL

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

DOWNBREAKS

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

ASK ALL, OPEN END TEXT BOX

PH3. Do you have any other feedback or suggestions you would like to give us?