

WaterTalk Questionnaire: 4146 Leak Repair Incentives, July 2020

Scripting specifications	
Job code & Project	4146 Leak Repair Incentives
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

Project timings:

Draft questionnaire	Friday 10 th July
Questionnaire signed off	Tuesday 21st July
Scripting and testing	Wednesday 22nd to Monday 27th July
Fieldwork	Tuesday 28th July to Monday 3 rd August
Draft report to UU	Friday 14 th August

Invite text

Subject line Your views on water leaks in the home

Dear [INSERT NAME]

Today we would like to hear about your experiences of water leaks in the home and how United Utilities could help you if this happens in the future. Your feedback is important and will be used to influence decisions that United Utilities makes for the future.

Please click on the button below to answer our latest survey. 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.

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

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 Monday 3rd August

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,
The WaterTalk team

SURVEY INTRO:

Many thanks for taking part in our survey. The aim of this survey is to help United Utilities understand your thoughts on water leaks in the home.

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

SECTION 1: CUSTOMER EXPERIENCE OF LEAKS

ASK ALL. SINGLE CODE

Q1. Do you currently have a water meter installed at your home?

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

ASK ALL. RANKING QUESTION. RANDOMISE

Q2. Here are some issues that can happen in the home from time to time. Please rank them in priority order, starting with the one you would look to resolve as top priority (1) and ending with the one you would consider the lowest priority (8).

1. Gas leak
2. Power cut
3. Broken boiler
4. Damaged roof
5. Blocked drain
6. Leaking pipe that you knew about (e.g. it was visible)
7. Leaking pipe that you didn't know about (e.g. someone else told you about it)
8. A dripping tap / showerhead / toilet cistern

ASK ALL. MULTI CODE. RANDOMISE

Q3. Have any of these issues ever happened to you at your home?

Please select all that apply.

1. Gas leak
2. Power cut
3. Broken boiler
4. Damaged roof
5. Blocked drain
6. Leaking pipe that you knew about (e.g. it was visible)
7. Leaking pipe that you didn't know about (e.g. someone else told you about it)
8. A dripping tap / showerhead / toilet cistern

ASK IF HAD WATER LEAK BEFORE (Q3=6-8). MULTI CODE DOWNBREAKS.

Q4. You said you've had a water leak at your home before, how did you become aware of it?

Please select all that apply.

TOP BREAKS – SHOW THOSE SELECTED AT Q3

1. Leaking pipe that you knew about (e.g. it was visible)
2. Leaking pipe that you didn't know about (e.g. someone else told you about it)
3. A dripping tap / showerhead / toilet cistern

DOWNBREAKS – RANDOMISE

1. The leak was visible (e.g. pool of standing water in the garden, a dripping tap, etc.)
2. Unusually large bill (**SHOW ONLY IF Q1 = 1**)
3. United Utilities notified you about it
4. A plumber / tradesperson notified me
5. Your water pressure was lower than usual
6. Other (please specify) **HOLD**

ASK ALL. SINGLE CODE. RANDOMISE. SHOW Q5 STIMULUS

Q5. Who do you think is responsible for repairing leaks that occur within the boundary of a customer's property?

1. The property owner
2. United Utilities
3. The local council
4. Social housing association
5. Home insurance company
6. Other (please specify) **HOLD**
7. Not sure **HOLD**

ASK ALL. SINGLE CODE. RANDOMISE TOP BREAKS

Q6. Imagine you had a water leak at home, how likely would you be to have it fixed within 30 days?

TOPBREAK

1. Leaking pipe that you knew about (e.g. it was visible)
2. Leaking pipe that you didn't know about (e.g. someone else told you about it)
3. A dripping tap / showerhead / toilet cistern

DOWNBREAK

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

ASK ALL. OPEN FORCE RESPONSE

Q7. What would help to encourage you to repair a leak at your home quickly? By 'quickly' we mean within 30 days of identifying the leak.

ASK ALL. SINGLE CODE. RANDOMISE TOP BREAKS

Q8. Of the following steps United Utilities could take to help customers, how likely or unlikely would each be to prompt you to have a water leak fixed within 30 days?

TOPBREAK

1. Providing advice on reputable local plumbers
2. Offering a water efficiency home audit (a review of water usage in the home, including United Utilities fixing small leaks for free)
3. Sending technicians out to fix larger leaks for a fee
4. Understanding what effect the leak will have on my water bill
5. Setting a time limit on qualifying for a leak allowance **<SHOW IF CODE 1 AT Q1>**
6. Reminding you of your legal responsibility to maintain adequate water fittings
7. Providing leak isolation advice
8. If the cost of repairing the water leak was at an appropriate price
9. Understanding how much water would be wasted if you didn't fix the leak
10. Understanding how much higher your bill would be if you didn't fix the leak **<SHOW IF CODE 1 AT Q1>**

DOWNBREAK

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

NOTE TO SCRIPTER:

INCLUDE HOVER FOR MORE INFORMATION ON CODE 2 FOR 'LEAK ALLOWANCE':

You may be entitled to make a leak allowance claim to cover the cost of the escaped water on your bill if the leak is fixed within a set timeframe.

AND FOR CODE 4 FOR 'LEAK ISOLATION ADVICE': United Utilities would give you tips on how to detect a water leak in the home e.g. what to look for etc.

ASK ALL METERED CUSTOMERS (Q1=1). SINGLE CODE. FLY-IN STATEMENTS. DO NOT RANDOMISE

Q9. Imagine you had a leaking pipe at your property that someone else had made you aware of, how likely would you be to have it fixed within 30 days if you knew that the escaped water was costing you...?

TOPBREAK

1. £50 per year
2. £100 per year
3. £200 per year

DOWNBREAK

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

SECTION 2: PRICING CONTINGENCY EXERCISE

INTRO SHOW ALL (NOTE MAKE TEXT LARGE SO EASILY LEGIBLE). SHOW 'RESPONSIBILITY' STIMULUS ON SCREEN

Please take a look at the image below and read the information carefully. We will then ask you some questions about it.

When leaks occur within the boundary of your property, it is your responsibility as the homeowner to rectify the issue. This ranges from small leaks from dripping taps to larger leaks on your underground supply pipe.

Water lost via leaks on all United Utilities customers' properties from supply pipes and from water using appliances located within customer properties (leaking toilets, dripping taps etc.) amounts to the equivalent of 56 Olympic size swimming pools of water being lost every day.

There are several ways you could look to get a leak repaired, such as speaking to your insurer to check if you're covered for leaks or by contacting a local plumber.

The cost to repair leaks can vary depending on the size and type of leak:

- Small leak (e.g. A dripping tap / showerhead / toilet cistern) – between £50-£150
- Leaking pipe that you didn't know about (e.g. someone else told you about it) – between £400-£700

If leaks are covered as part of your home insurance, then you would typically just need to pay the excess amount.

United Utilities would like to encourage customers to fix leaks on their property quickly in order to reduce leakage.

Please click 'next' to continue.

ROTATE ORDER OF Q10 AND Q11

ASK ALL. SINGLE CODE

Q10. If you had a small water leak at your property (e.g. a dripping tap / showerhead / toilet cistern), how likely would you be to have it repaired within 30 days if United Utilities offered you a voucher to help with repair costs to the value of...?

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

THEN REPEAT Q10 USING GABOR GRANGER TECHNIQUE TO DECIDE ON INCENTIVE AMOUNT SHOWN AT THE NEXT QUESTION, I.E.

**ALL RESPONDENTS TO START BY SEEING RANDOM INCENTIVE AMOUNT (£) AT Q10
IF Q10=CODE 1-3 THEN SHOW HIGHER INCENTIVE AMOUNT FROM OPTIONS BELOW
IF Q10=CODE 4-5 THEN SHOW LOWER INCENTIVE AMOUNT FROM OPTIONS BELOW
QUESTIONING WILL CONTINUE UNTIL RESPONDENT REACHES THE HIGHEST OR LOWEST POINT OF THE OPTIONS BELOW:**

- £25
- £50
- £75
- £100

ASK ALL. SINGLE CODE

Q11. If you had a large water leak at your property (e.g. a leaking pipe that you didn't know about, and someone else told you about it), how likely would you be to have it repaired within 30 days if United Utilities offered you a voucher to help with repair costs to the value of...?

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

THEN REPEAT Q11 USING GABOR GRANGER TECHNIQUE TO DECIDE ON INCENTIVE AMOUNT SHOWN AT THE NEXT QUESTION, I.E.

**ALL RESPONDENTS TO START BY SEEING RANDOM INCENTIVE AMOUNT (£) AT Q11
IF Q11=CODE 1-3 THEN SHOW HIGHER INCENTIVE AMOUNT FROM OPTIONS BELOW
IF Q11=CODE 4-5 THEN SHOW LOWER INCENTIVE AMOUNT FROM OPTIONS BELOW
QUESTIONING WILL CONTINUE UNTIL RESPONDENT REACHES THE HIGHEST OR LOWEST POINT OF THE OPTIONS BELOW:**

- £100
- £200
- £300
- £400
- £500
- £600

SECTION 3: POTENTIAL IMPACT OF INCENTIVES

ASK ALL. RANKING QUESTION. RANDOMISE

Q12. Considering that you could receive a voucher to help with the cost of repairing water leaks within 30 days, please rank these issues again, starting with the one you would look to resolve as top priority (1) and ending with the one you would consider the lowest priority (8).

1. Gas leak
2. Power cut
3. Broken boiler
4. Damaged roof
5. Blocked drain
6. Leaking pipe that you knew about (e.g. it was visible)
7. Leaking pipe that you didn't know about (e.g. someone else told you about it)
8. A dripping tap / showerhead / toilet cistern

ASK Q13 ONLY IF:

A. 'LEAKING PIPE THAT YOU DIDN'T KNOW ABOUT' (CODE 7) IS RANKED DIFFERENTLY AT Q2 AND Q12

OR

B. 'A DRIPPING TAP / SHOWERHEAD / TOILET CISTERN' (CODE 8) IS RANKED DIFFERENTLY AT Q12 THAN AT Q2

IF RESPONDENT QUALIFIES FOR BOTH SCENARIO A AND B, PLEASE ALLOCATE ONE AT RANDOM.

OPEN FORCE RESPONSE

Q13.

SHOW IF 'LEAKING PIPE THAT YOU DIDN'T KNOW ABOUT' (CODE 7) RANKED LOWER AT Q12 THAN AT Q2

You previously ranked fixing a leaking pipe that you didn't know about as [INSERT RANK FROM Q2] priority but now it's your [INSERT RANK FROM Q12], why is it less of a priority to you now?

SHOW IF 'LEAKING PIPE THAT YOU DIDN'T KNOW ABOUT' (CODE 7) RANKED HIGHER AT Q12 THAN AT Q2

You previously ranked fixing a leaking pipe that you didn't know about as [INSERT RANK FROM Q2] priority but now it's your [INSERT RANK FROM Q12], why is it more of a priority to you now?

SHOW IF 'A DRIPPING TAP / SHOWERHEAD / TOILET CISTERN' (CODE 8) RANKED LOWER AT Q12 THAN AT Q2

You previously ranked fixing a dripping tap / showerhead / toilet cistern as [INSERT RANK FROM Q2] priority but now it's your [INSERT RANK FROM Q12], why is it less of a priority to you now?

SHOW IF 'A DRIPPING TAP / SHOWERHEAD / TOILET CISTERN' (CODE 8) RANKED HIGHER AT Q12 THAN AT Q2

You previously ranked fixing a dripping tap / showerhead / toilet cistern as [INSERT RANK FROM Q2] priority but now it's your [INSERT RANK FROM Q12], why is it more of a priority to you now?

ASK ALL UNMEASURED CUSTOMERS (Q1 = 2). SINGLE CODE

Q14. You mentioned earlier that you do not have a water meter. If a leak has been identified by United Utilities in a customer's property, they would need to confirm that customers had fixed the leak within the required period in order to offer a bursary or incentive payment. This would be done by fitting a water consumption meter at your property until the leak has been fixed. The consumption meter would typically be installed under the footpath outside your property.

- A water meter allows us to measure flows of water and can help identify leaks. Once a leak is identified, we would install the meter and record the flow of water through the meter. After the leak is fixed, United Utilities will be able to confirm this by looking at the metered data. The meter also helps United Utilities to better understand the use of water and helps with targeting leaks on our network.
- The water consumption meter will not affect your bill (i.e. your property won't be classed as a metered property). The meter will continue to measure water use after the leak is fixed, however, you will not be charged based on this usage data.
- Based on your water usage, United Utilities may contact you to inform you if you could save money on your bill by switching to a water meter. However, you will not be switched to a meter or charged on your water usage unless you tell United Utilities that you'd like to be.

If a leak had been identified at your property, would you be prepared to have a water consumption meter installed in order to offer a bursary or incentive payment?

1. Definitely not
2. Probably not
3. Maybe
4. Probably
5. Definitely

ASK ALL. OPEN FORCE RESPONSE

Q15. Why do you say you would [**INSERT ANSWER FROM Q14**] be prepared to have a water consumption meter installed if a leak had been identified at your property?

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