Client name:	United Utilities
Project name:	Household Customer Behaviour & Occupancy Survey 2020
Job number:	7535
Methodology:	CATI
Version	V1

Notes on this document

- Instructions in CAPS are for computer programming
- Instructions in *italics* are for telephone 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

Introduction

All respondents:

Good morning/afternoon/evening. My name is <INTERVIEWER NAME> and I am calling from DJS Research, on behalf of United Utilities, to conduct some research into water usage in the region. This will feed into the forecasts they use to predict how much water is needed in their area. Could you spare 5 minutes to answer some questions? We can assure you the survey is completely confidential and that our discussion will be undertaken under strict market research codes of conduct.

DJS Research abide by the Market Research Society Code of Conduct and I stress that no selling will be involved, and your details will not be passed to a third party.

Would it be possible to speak to you?

Yes	*Continue. If not able to continue, make an appointment to call back.*
No	*Thank and close*

CATI – INTERVIEWER READ OUT: All interviews will be recorded for training and quality purposes

Firstly, just to check we are speaking to the right person…

1. All respondents
What type of property do you live in?
SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Detached house		
2	Semi-detached house		
3	Bungalow		
4	Terraced house/mews		
5	Flat/maisonette		
6	Other (please specify)		

2. All respondents

Is this property owned or rented?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Owned		
2	Rented		
3	Other		

3. All respondents

And approximately when was your house built?

INT PROMPT: Do you think it's more or less than six years old?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Before 1989		
2	Between 1989 and 2010		
3	After 2010		

4. All respondents

Please can you tell me how many people in the following age ranges are living in your house all year round?

Write in number of residents next to each age group. If there are none, please use '0'.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	16 years or less		
2	17-29 years		
3	30-44 years		
4	45-64 years		
5	65 years and over	CHECK QUOTA	

DP: CALCULATE TOTAL NUMBER OF RESIDENTS

5. All respondents

Are there any other people who are not based at the property but stay for at least 6 weeks of the year (e.g. students)?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

6. All respondents who have temporary residents

In what age range are they?

Write in number of residents next to each age group. If there are none, please use '0'.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	16 years or less		
2	17-29 years		
3	30-44 years		
4	45-64 years		
5	65 years and over		

7. All respondents

Since the COVID-19 pandemic has the number of permanent people in your household changed?

SINGLE CODE, ORDERED

Code	Answer list	Scripting notes	Routing
1	Yes, there are more people in the household now		
2	Yes, there are less people in the household now		
3	No, but there were more people in our household for a short while when the pandemic first arrived		
4	No, but there were less people in our household for a short while when the pandemic first arrived		
5	No		

8. All respondents saying yes (codes 1 or 2 at Q7)

Please can you tell me how many people in the following age ranges were living in your house all year round before the pandemic?

Write in number of residents next to each age group. If there are none, please use '0'.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	16 years or less		
2	17-29 years		
3	30-44 years		
4	45-64 years		
5	65 years and over		

9. All respondents

When thinking about your current permanent residents, how many members of your household in the following age groups are normally home during working hours either because they work from home or are retired/do not work?

Write in number of residents next to each age group. If there are none, please use '0'.

Write in number of residents next to each response.

Code	Answer list	Scripting notes	Routing
1	16 years or less		
2	17-29 years		
3	30-44 years		
4	45-64 years		
5	65 years and over		

10. All respondents

Has this changed at all in the last 6 months due to the Covid-19 pandemic?

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

11. All respondents saying yes at Q10

How many permanent members of your household in the following age groups were normally home during working hours before the COvid-19 pandemic?

Write in number of residents next to each age group. If there are none, please use '0'.

Write in number of residents next to each response.

Code	Answer list	Scripting notes	Routing
1	16 years or less		
2	17-29 years		
3	30-44 years		
4	45-64 years		
5	65 years and over		

12. All respondents

What is the working status of the adult members of your household (i.e. aged 18+)

Write in number of residents next to each response.

Code	Answer list	Scripting notes	Routing
1	Work full time		
2	Work part time		
3	Student		
4	Not working		
5	Retired		

13.All respondents

Has this changed as a result of the Covid-19 pandemic?

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

14. All respondents saying yes at Q13

What was the working status of the adult members of your household (i.e. aged 18+) pre Covid-19?

Write in number of residents next to each response.

Code	Answer list	Scripting notes	Routing
1	Work full time		
2	Work part time		
3	Student		
4	Not working		
5	Retired		

Moving on to talk about the applicances in your household

15. All respondents

How many of the following do you have in your house?

INT: PROMPT FOR VEHICLE IF NECESSARY: Car, motor bike, caravan?

	None	1	2	3	4	5 or more	Don't know
Dishwasher							
Washing machine							
Bath							
Electric shower i.e. with an electricially heated flow							
Other shower							
Dual flush toilet							
Single flush toilet							
Sink waste disposal unit (macerator)							
Vehicle							

16. All respondents owning items at Q15

Approximately how many times a <u>week</u> does your household use . . . ?

SINGLE CODE FOR EACH OPTION

	0	1	2	3	4	5 or more	Don't know
Dishwasher							
Washing machine							
Bath							
Electric shower i.e. with an electricially heated flow							
Other shower							
Dual flush toilet							
Single flush toilet							
Sink waste disposal unit (macerator)							

17. All respondents

Finally, just so we can understand more about the people we have spoken to can we check your postcode, our records show that it is [insert from sample] is this correct?

Write in postcode if not correct

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No (code correct postcode)		