Questionnaire: United Utilities

Client name:	United Utilities
Project name:	Leaky Loo Research
Job number:	7907
Methodology:	Online
Version	V3

Introduction

Thank you for agreeing to take part in this survey. This survey is being conducted by DJS Research on behalf of United Utilities.

*We are keen to hear your views and would appreciate it if you could spare 7-8 minutes of your time to fill in this quick questionnaire. As a thank you to participants you can enter a prize draw to win an **Apple iPad** at the end of this survey.*

All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please click here.

Please click 'next' to begin the survey. Please remain on the survey for the duration and not visit any other websites.

SCREENING

S01. All respondents

To begin with we just have a few questions to help make sure that we speak to a range of different people in the area.

Which of the following age groups do you fall into?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Under 18		Screen out
1	18-24		See quotas
2	25-34		See quotas
3	35-44		See quotas
4	45-54		See quotas
5	55-64		See quotas
6	65+		See quotas
87	Prefer not to say		Screen out

S02.
Base: All respondents
Are you?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	I describe my gender in another way		
87	Prefer not to say		

S03.

Base: All respondents

Are you responsible for paying your household water bill either jointly or solely?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		CONTINUE
2	No		SCREEN

S04.

Base: All respondents

Where do you live?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Cumbria		See quotas
2	Lancashire		See quotas
3	Greater Manchester		See quotas
4	Merseyside		See quotas
5	Cheshire		See quotas
6	North Derbyshire		See quotas
7	None of these		Screen out

SEGMENTATION

A01.

Base: All respondents

Which of the following best describes **you personally**?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I have never really thought about saving water, and don't plan to		
2	I have never really thought about saving water before, but would be open to doing so in the next 6 months		
3	I am just starting to do more to save water		
4	I have been actively saving water for more than 6 months		
5	I have been actively saving water for many years		

Q01.

Base: All respondents

Have you come across the term **leaky loo** used anywhere recently?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

Q02.

ASK IF Q1=1

What is your understanding of the term **leaky loo**?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Toilet is leaking externally (on the wall / floor)		
2	Toilet is leaking internally (into the toilet bowl)		
3	Both of the above		
80	Other (please specify)	OPEN	

Q03.

Base: All respondents

*A **leaky loo** is when cisterns overflow into the toilet bowl rather than through a pipe in the wall, making leaks difficult to spot.*

Have you seen or heard anything in the media about **leaky loos** recently?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes (Please specify where/what you've seen)	OPEN	
2	No		
85	I'm not sure		

Q04. All respondents

More specifically, have you seen or heard anything from *United Utilities* about this?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q05. ASK IF Q04=1

Where have you seen/heard/read this?

MULTI CODE, RANDOMISE

Response number	Code	Scripting notes	Routing
1	United Utilities website		
2	Online		
3	Email from United Utilities		
4	Newspaper (please specify)	OPEN, FIXED	
5	Leaflet through my door from United Utilities		
6	Radio	OPEN, FIXED	
7	Facebook		
8	Instagram		
9	Twitter		
10	You Tube		
80	Other (please specify)	OPEN, FIXED	
85	I'm not sure / Can't remember	FIXED, EXCLUSIVE	

Q06. ASK IF Q04b=1

You have said you recall seeing or hearing something from *United Utilities* with regards to *leaky loos.*

What can you remember about this communication? Can you recall any key points or messages?

OPEN RESPONSE

Response number	Code	Scripting notes	Routing
85	I'm not sure / Can't remember		

Q07. ASK IF Q03=1 and/or Q04=1

Can you recall any of the following key points or messages?

MULTI CODE, RANDOMISE

Response number	Code	Scripting notes	Routing
1	Saving water by fixing the loo can be good for the environment		
2	Engage with your loo – it could be wasting water and money		
3	Recognise the signs of a leaky loo		
4	Your loo could be leaking 400 litres of water a day		
5	Trickling, rippling or flowing between flushes can be a sign of a leaky loo		
6	A faint hissing sound of the cistern is constantly refilling can be a sign of a leaky loo		
7	Free leaky loo strips can be ordered from United Utilities to help detect a leaky loo		
8	A piece of toilet paper placed on the back of a dry bowl can be used to help detect a leaky loo		
9	Faulty parts in the flushing system can cause a leaky loo		
10	Don't let a leaky loo cost you £400 a year		
11	Leaky loos are usually a straight forward fix that plumbers can do on first visit		
85	I'm not sure / Can't remember	FIXED, EXCLUSIVE	
87	Nothing	FIXED, EXCLUSIVE	

Q08. ASK IF Q03=1 and/or Q04=1

After seeing this communication have you or do you plan to…

SINGLE CODE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	I have		
2	I plan to		
3	Neither		

Statement No	Statement	Scripting notes	Routing
1	Visually check your toilet for signs of a leaky loo		
2	Use a piece of toilet paper to check for signs of a leaky loo		
3	Order a leaky loo strip online		
4	Use a leaky loo strip to check for signs of a leaky loo		
5	Mention it to friends / family		
6	Make a conscious effort to save more water		

Q09. ASK IF CODE 3 TO ALL STATEMENTS 1-6 AT Q08

Why haven't you done or do you not plan to do any of these things?

OPEN RESPONSE

Response number	Code	Scripting notes	Routing
85	I'm not sure / Can't remember		

Q10a

Base: All respondents

Do you recall seeing any of the following in the last 2 months?

[INSERT IMAGE 1 – EMAIL)

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q10b.

Base: All respondents

[INSERT IMAGE 2 – NEWSPAPER INSERT

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q10c

Base: All respondents

[INSERT IMAGE 4 – SOCIAL MEDIA CAMPAIGN]

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q10d

Base: All respondents

[INSERT AUDIO OF RADIO AD]

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Yes		
2	No		
85	I'm not sure		

Q11a ASK IF Q05 code 3 or Q10 code 1

You said you received an email from United Utilities about leaky loos

What did you do on receiving the email?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I opened it and read it		
2	I opened it but didn't read it		
3	I didn't open it		
85	Can't remember		

Q11b.   ASK IF Q11a = 2 or 3

Why didn't you open/read the email?

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	I never open/read emails from United Utilities		
2	I was too busy to read it		
3	It went into my junk mail		
4	I didn't think it was important		
80	Other *(please specify)*	OPEN	

Q12a   ASK IF not coded 3 at Q05 and/or Q10 code 2

You said you didn't receive an email from United Utilities about this. Do you ever receive emails from United Utilities?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
3	Not sure		

Q12b   ASK IF Q12a code 2

Would you like to start receiving emails from United Utilities about saving water and saving money?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

ADDITIONAL CLASSIFICATION QUESTIONS

INFO1.

Finally, we would like to understand a bit more about you and your household. Please click 'Next' to proceed.

C01. Base: All respondents

How many toilets do you have in your home?
SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	One		
2	Two		
3	Three		
4	Four or more		

C02. Base: All respondents

You mentioned that you have [C01] toilets in your home, how many have a dual flush i.e. two flush buttons
SINGLE CODE

Code	Answer list	Scripting notes	Routing
1		OPEN	
85	I'm not sure		

C03. Base: All respondents

Including yourself, please can you tell me how many adults and children under 18 are living in your house **all year round**?

2 X DROP DOWN – ADULTS & CHILDREN

Code	Statement list	Scripting notes	Routing
1	Adults		
2	Children under 18		

Code	Answer list	Scripting notes	Routing
1	0	ONLY SHOW FOR CHILDREN DROP DOWN	
2	1		
3	2		
4	3		
5	4		
6	5		
7	6 or more		

87	Prefer not to say		

C04. Base: All respondents

Could you please state which, if any, of the following disabilities, conditions or life events you or someone in your household may be experiencing? Please choose as many as apply.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Serious / Chronic Illness		
2	Poor mobility e.g. physical impairment, restricted movement		
3	Blind/partially sighted/ have a hearing difficulties		
4	Communication/speech difficulties		
5	Have dementia, cognitive impairment, loss of mental capacity (due to injury or illness) or a developmental condition		
6	Have a mental health condition/mental disability or chronic anxiety/depression		
7	Temporarily recovering after being in hospital or having an operation		
8	Recovering after a traumatic event (e.g a bereavement, recent child birth, divorce, loss of job or other stressful event)		
9	Recovering after an accident, injury or serious illness		
10	Living with an alcohol or substance addition/abuse		
11	High water use due to a medical condition (e.g. kidney dialysis, skin conditions etc)		
80	Other (*please write in here in as much detail as you are comfortable supplying*)	OPEN	
12	Do not suffer with any disabilities	EXCLUSIVE	
85	I'm not sure	EXCLUSIVE	
87	Prefer not to say	EXCLUSIVE	

C05 Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	White British		
2	White Irish		
3	White Polish		
4	White other European		
5	White other (write in)	OPEN	
6	Asian Chinese		
7	Asian Indian		
8	Asian Pakistani		
9	Asian Bangladeshi		
10	Asian other (write in)	OPEN	
11	Black African		
12	Black Caribbean		
13	Black other (write in)	OPEN	
14	Mixed ethnicity		
80	Other (specify)	OPEN	
87	Prefer not to say		

C06

Base: All respondents

Which of the following reflects your annual household income?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £10,000		
2	£10,000-£19,999		
3	£20,000-£29,999		
4	£30,000-£39,999		
5	£40,000-£49,999		
6	£50,000 or more		
87	Prefer not to say		

Q11. ASK IF Q08=3 or 4

You mentioned that you have or you plan to use a leaky loo strip in the future, would you be willing to take part in further [paid] research, at a later date, about this?

SINGLE CODE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

C07.
Base: All respondents

If you would you like to enter the prize draw for a chance to win an Apple iPad please enter your details below.

Your details will not be shared with any 3rd parties. To view the prize draw T&C's, please click here. [INSERT LINK]

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Name	OPEN	
2	Email address	OPEN	
3	Phone number	OPEN	
4	I do not wish to enter the prize draw	EXCLUSIVE	

C08.
Base: Q12b code 1
Please enter your details if you'd like to start receiving emails from United Utilities

Your details will not be shared with any 3rd parties.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Name	OPEN	
2	Email address	OPEN	
3	I do not wish to receive emails	EXCLUSIVE	

Thank you for taking the time to complete this survey. Your answers have been saved and you may now close this page.