



## Questionnaire:



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Northern Roots Research
<b>Job number:</b>	8342
<b>Methodology:</b>	CAPI
<b>Version</b>	2

### 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



## 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

*My name is....., and I am working for DJS Research Ltd, an independent research consultancy.*

*We are undertaking a survey regarding how people dispose of waste items on behalf of a local company. We can reveal the sponsor of the survey half way through the interview.*

*The interview should take around 10 minutes and all of your answers will be treated in the strictest confidence. The information gathered in this survey will not be used for anything other than research purposes.*

*DJS Research is a member of the Market Research Society and complies fully with the Data Protection Act and the Market Research Society's code of conduct. This ensures that your contact details are never passed on to any third parties without your permission. All data is aggregated and treated as private and confidential.*

*Would you be willing to take part?*

*IF YES, CONTINUE.*

INTERVIEWER: If necessary show respondent the authorisation letter

### QUOTAS –TOTAL 150 INTERVIEWS

AUDIENCE	QUOTA LIMIT	TAKEN FROM WHERE?
Xxxx	Xx	FROM SAMPLE
Xxxx	xx	FROM SAMPLE



## Screener questions

### 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?

*INTERVIEWER: Show showcard 1*

#### SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Under 16		Screen out
1	16-17		
1	18-24		
2	25-30		
3	31-35		
4	36-40		
5	41-45		
6	46-50		
7	51-55		
8	56-60		
9	61-65		
10	66-70		
11	71-75		
12	76+		
87	Prefer not to say (do not read out/display on showcard)		Screen out

### S02.

#### Base: All respondents

Please indicate the gender you most identify with.

*INTERVIEWER: Show showcard 2*

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	Transgender		
4	Non-binary		
80	Own term (please specify)	OPEN	
87	Prefer not to say (do not read out/display on showcard)		

### S03.

#### Base: All respondents

What is the occupation of the main income earner in the household? If they are retired please provide their previous occupation.

*INTERVIEWER: Show showcard 2*

#### SINGLE RESPONSE



Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	
2	Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)	Code as B	
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	
4	Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)	Code as C2	
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	
6	None – student	Code as 'C1'	
7	None – unemployed	Code as E	
87	Prefer not to say (do not read out/display on showcard)	Code as 'Not Classified' FIXED	

#### S04.

##### Base: All respondents

Are you...

*INTERVIEWER: Read out*

##### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	The homeowner (with or without a mortgage)		
2	A tenant		
3	Not the homeowner or tenant, but another type of resident (e.g. adult child still living with parents)		
4	Non-resident at the property (e.g. visiting family or friends or staying on holiday)		THANK & CLOSE
85	Don't know		THANK & CLOSE





**S05.**

**Base: All respondents**

Which of the following best describes your ethnicity?

*INTERVIEWER: Show showcard 3.*

**SINGLE CODE**

<b>Code</b>	<b>Answer list</b>	<b>Scripting notes</b>	<b>Routing</b>
	<b>Asian or Asian British</b>		
1	Indian		
2	Pakistani		
3	Bangladeshi		
4	Chinese		
80	Any other Asian background		
5	<b>Black, Black British, Caribbean or African</b>		
6	Caribbean		
7	African background		
80	Any other Black, Black British or Caribbean background		
	<b>Mixed or multiple ethnic groups</b>		
8	White and Black Caribbean		
9	White and Black African		
10	White and Asian		
80	Any other Mixed or Multiple background		
	<b>Other ethnic group</b>		
11	Arab		
80	Any other ethnic group		
	<b>White</b>		
12	English, Welsh, Scottish, Northern Irish or British		
13	Irish		
14	Gypsy or Irish Traveller		
15	Roma		
80	Any other White background		
86	<b>Prefer not to say</b>		

**S06.****Base: All respondents**

Which of the following best describes you?

*INTERVIEWER: Show showcard 4***SINGLE CODE**

Response number	Code	Scripting notes	Routing
1	I have lived in the UK all of my life		
2	I moved to the UK more than five years ago		
3	I moved to the UK in the last 5 years		
86	Prefer not to say (do not read out/display on showcard)		

**MAIN QUESTIONNAIRE****Q01.****Base: All respondents**

To begin with, I'd just like to check how responsible you feel for your local environment and green space?

*INTERVIEWER: Please select one option only. Show showcard 5***SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	I feel responsible for looking after the local environment and am currently involved in making a difference		
2	I feel responsible for looking after the local environment and would like to be involved in making a difference		
3	I feel responsible for the local environment and do what I can personally in my own space		
4	I feel responsible for the local environment but I don't think I can make a difference		
5	The local environment is important but I wouldn't put my time or money into it		
6	The environment is something other people should worry about		
7	I am not interested in my local environment		





## Q02.

### Base: All respondents

Now, I'd like to talk to you about how you dispose of certain items which people commonly dispose of down the sink, toilet or outside drain. Could you tell me how you have disposed of the following items in the last 6 months?

*INTERVIEWER: Show showcard 6*

### MULTIPLE CODE PER STATEMENT

Code	Answer list	Scripting notes	Routing
1	Cooking fats and oils		
2	Leftover food waste		
3	Tampons		
4	Tampon wrappers and/or applicators		
5	Sanitary towels/panty liners		
6	Dental floss		
7	Baby wipes/facial wipes		
8	Moist toilet wipes		
9	Household/antibacterial cleaning wipes		
10	Cotton buds		
11	Human hair		
12	Nappies/toddler training pants		
13	Contact lenses		

Response number	Code	Scripting notes	Routing
1	In the bin		
2	Down the sink or drain		
3	Down the toilet		
86	Not applicable (this activity doesn't apply to me)	EXCLUSIVE	
85	Don't know	EXCLUSIVE	

## Q02a.

### Base: All respondents

Is there anything else that you dispose of down your toilet, sink or drain?

### OPEN RESPONSE

Response number	Code	Scripting notes	Routing
87	No – there is nothing else		



### Q03.

**Base: All respondents who engage in some sewer unsafe behaviour (Q2/1-13=2-3)**

How often do you dispose of each of the following items down the sink, drain or toilet?

#### SINGLE CODE PER STATEMENT

Code	Answer list	Scripting notes	Routing
1	Cooking fats and oils	IF Q01/1=2 OR 3	
2	Leftover food waste	IF Q01/2=2 OR 3	
3	Tampons	IF Q01/3=2 OR 3	
4	Tampon wrappers and/or applicators	IF Q01/4=2 OR 3	
5	Sanitary towels/panty liners	IF Q01/5=2 OR 3	
6	Dental floss	IF Q01/6=2 OR 3	
7	Baby wipes/facial wipes	IF Q01/7=2 OR 3	
8	Moist toilet wipes	IF Q01/8=2 OR 3	
9	Household/antibacterial cleaning wipes	IF Q01/9=2 OR 3	
10	Cotton buds	IF Q01/10=2 OR 3	
11	Human hair	IF Q01/11=2 OR 3	
12	Nappies/toddler training pants	IF Q01/12=2 OR 3	
13	Contact lenses	IF Q01/13=2 OR 3	

Response number	Code	Scripting notes	Routing
1	Always		
2	Often		
3	Sometimes		
4	Occasionally		
5	Never		
86	Prefer not to say (do not read out/display on showcard)		



#### Q04.

##### Base: All respondents

Which of the items listed on this card do you think is okay to dispose of down either a drain, sink or toilet?

*INTERVIEWER: Show showcard 6*

##### SINGLE CODE PER STATEMENT

Code	Answer list	Scripting notes	Routing
1	Cooking fats and oils		
2	Leftover food waste		
3	Tampons		
4	Tampon wrappers and/or applicators		
5	Sanitary towels/panty liners		
6	Dental floss		
7	Baby wipes/ facial wipes		
8	Moist toilet wipes		
9	Household/antibacterial cleaning wipes		
10	Cotton buds		
11	Human hair		
12	Nappies/toddler training pants		
13	Contact lenses		

#### Q05.

##### Base: All respondents

Which of the following situations about flushing things down your toilet or putting things down the sink/drain apply to you? Please select all that apply

*INTERVIEWER: Show showcard 7*

##### MULTI CODE. RANDOMISE

Response number	Code	Scripting notes	Routing
1	I sometimes put things down the toilet/drains because my bins are full or because I don't have a bin in that room		
2	I sometimes put items down the toilet/drains because I don't think it makes any difference		
3	I sometimes put items down the toilet/drains because it's the same as putting it in the bin		
4	I sometimes put items down the toilet/drains because I think it's more hygienic		
5	I sometimes flush items (except pee, poo or paper) because the		



	product packaging says that it's flushable or biodegradable		
6	I sometimes put things down my toilet/drains because it is easy or more convenient		
7	I sometimes put things down the toilet/drain because I don't know where else to put them		
80	Something else (please specify)		
87	None of these have happened	EXCLUSIVE. FIXED.	
85	Don't know	EXCLUSIVE. FIXED.	

### Q06.

#### Base: All respondents

What do you think could happen if the wrong items are disposed of down the toilet/sink/drain?

*INTERVIEWER: Probe fully*

#### OPEN RESPONSE

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

### Q07.

#### Base: All respondents

To what extent do you agree or disagree with the following statements.

*INTERVIEWER: Show showcard 8*

#### SINGLE CODE, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Strongly agree		
2	Agree somewhat		
3	Neither agree nor disagree		
4	Disagree somewhat		
5	Strongly disagree		
85	I'm not sure		

Statement number	Statement	Scripting notes	Routing
1	I never think about what happens to the items I dispose of after I put things down my toilet, drains or sink		
2	I believe I have a good understanding of what I should and shouldn't flush down the toilet or put down the sink		



3	I understand what sewer blockages are and how to prevent them		
4	I worry about what other people in my neighbourhood put down the toilet, drains or sink		
5	It is my responsibility to help prevent sewer blockages by only putting things down the toilet, sink or drain that should go there		
6	Organisations responsible for sewer management and maintenance need to do more to prevent sewer blockages		
7	Blocked sewers can damage mine and other peoples homes and gardens and the surrounding environment		
8	Disposing of the wrong items down the toilet/drain/sink can negatively impact the local environment		

### Q08.

**Base: All respondents**

Have you experienced any of the following on your property?

*INTERVIEWER: Show showcard 9*

**GRID, SINGLE CODE PER ROW.**

Code	Answer list	Scripting notes	Routing
1	Yes – in the last two years		
2	Yes – longer than two years ago		
3	No, never		

Response number	statement	Scripting notes	Routing
1	Blocked drain or sewer		
2	Sewer flooding inside the house		
3	Sewer flooding outside the house e.g. in the garden		

### Q09.

**Base: All respondents**

Have you seen or heard anything in the media or in the local area about what should and should not be disposed of down toilets/sinks/drains?

*INTERVIEWER: Do not read out*

**SINGLE CODE**



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

### Q010.

#### Base: All code 1 at Q09

Do you remember which organisation(s) this communication(s) was from?

IF NECESSARY: By this, we don't mean where you saw the communication (e.g. the exact newspaper you saw it in) but rather the organisation responsible for the communication.

*INTERVIEWER: Do not read out.*

#### MULTI CODE

Response number	Code	Scripting notes	Routing
1	United Utilities		
2	The local council		
80	Other	OPEN	
87	N/A – it was not communication from an organisation	EXCLUSIVE	

### Q011.

#### Base: All code 1 at Q09

Where have you seen/heard/read this?

*INTERVIEWER: Do not read out. Prompt if necessary*

#### MULTICODE, ORDERED

Response number	Code	Scripting notes	Routing
1	Radio		
2	TV / Video on Demand		
3	Billboards / on the side of buses		
4	Letter/leaflet through the door		
5	Newspaper article		
6	Social media (please specify)	OPEN	
8	Information from a community source (e.g. a community group, nursery or sports club)		
9	Information from a local primary or secondary school		
10	Workforce in the road / vans / signs on roadworks		
11	Word of mouth		
80	Other (please specify)	FIXED, OPEN	



85	Don't know	FIXED, EXCLUSIVE	
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### Q012.

**Base: All code 1 at Q09**

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

*INTERVIEWER: Probe fully*

OPEN RESPONSE

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

### Q013.

**Base: All code 2 at Q09 OR <> code 1 at Q10**

More specifically, do you recall seeing any communications from United Utilities about what should and should not be disposed of down toilets/sinks/drains?

*INTERVIEWER: Do not read out.*

SINGLE CODE

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

### Q014.

**Base: All code 1 at Q13**

Where have you seen/heard/read this?

*INTERVIEWER: Do not read out. Prompt if necessary*

MULTICODE, ORDERED

Response number	Code	Scripting notes	Routing
1	Radio		
2	TV / Video on Demand		
3	Billboards / on the side of buses		
4	Letter/leaflet through the door		
5	Newspaper article		
6	Social media (please specify)	OPEN	
8	Information from a community source (e.g. a community group, nursery or sports club)		
9	Information from a local primary or secondary school		
10	Workforce in the road / vans / signs on roadworks		
11	Word of mouth		



80	Other (please specify)	FIXED, OPEN	
85	Don't know	FIXED, EXCLUSIVE	

### Q015.

#### Base: All code 1 at Q13

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

*INTERVIEWER: Probe fully*

#### OPEN RESPONSE

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





### Q016.

**Base: All respondents**

How likely are you to dispose of the following items down your toilet, sink or drain in the future?

*INTERVIEWER: Show showcard 10*

#### SINGLE CODE PER STATEMENT

Code	Answer list	Scripting notes	Routing
1	Cooking fats and oils		
2	Leftover food waste		
3	Tampons		
4	Tampon wrappers and/or applicators		
5	Sanitary towels/panty liners		
6	Dental floss		
7	Baby wipes/facial wipes		
8	Moist toilet wipes		
9	Household/antibacterial cleaning wipes		
10	Cotton buds		
11	Human hair		
12	Nappies/toddler training pants		
13	Contact lenses		

Response number	Code	Scripting notes	Routing
1	Very likely		
2	Fairly likely		
3	Quite unlikely		
4	Very unlikely		
5	Not applicable		
86	Prefer not to say (do not read out/display on showcard)		

### Q015.

**Base: All respondents who answered quite/very likely – Q16/1-2 for any of codes 1-13**

Why do you think you will continue to flush these items down the toilet or dispose of them down the sink/drain?

*INTERVIEWER: Probe fully*

#### OPEN RESPONSE

Response number	Code	Scripting notes	Routing
85	Don't know		

### CLASSIFICATION QUESTIONS



## INFOPAGE.

*INTERVIEWER: Read out*

This survey is being conducted on behalf of United Utilities. To finish up, we would like to understand a bit more about you and your household to help with our analysis.

### C01.

**Base: All respondents**

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

*INTERVIEWER: Do not read out*

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	Don't know		

### C02.

**Base: All respondents**

How many people in the following age ranges are currently living in your house all year round?

*INTERVIEWER: Show showcard 11. Please write in number of residents next to each age group. If there are none, please use '0'.*

#### NUMERIC CODE PER AGE GROUP

Code	Answer list	Scripting notes	Routing
1	16 years or less	NUMERIC	
2	17-29 years	NUMERIC	
3	30-44 years	NUMERIC	
4	45-64 years	NUMERIC	
5	65 years and over	NUMERIC	
86	Prefer not to say	EXCLUSICE (NOT NUMERIC)	

### C03.

**Base: All respondents with children under 16 in the household – C01/1**

How old are the children, under 16, living in the household?

#### SINGLE CODE, ORDERED

Code	Answer list	Scripting notes	Routing
1	0-3		
2	4-7		
3	8-11		
4	12-16		
86	Prefer not to say		

### C04.

**Base: All respondents with children between 0-7 – C03/1-2**



Are you currently toilet/potty training your child(ren)?

*INTERVIEWER: Do not read out*

**SINGLE CODE, ORDERED**

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
86	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.

*INTERVIEWER: Show showcard 12.*

**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 difficulty		
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 another 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 ( <i>please write in here in as much detail as you are comfortable supplying</i> )	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

We would like to collect your contact details for quality checking purposes. Are you happy to provide them for this purpose?

*INTERVIEWER: YOU MUST OBTAIN TELEPHONE NUMBERS FOR AT LEAST 70% OF INTERVIEWS*

Code	Answer list	Scripting notes	Routing
1	Name	OPEN, FORCE ANSWER	
2	Email	OPEN	
3	Telephone number	OPEN, FORCE IF C04i=1	
86	Refused	EXCLUSIVE	

### C06.

#### Base: All respondents

Finally, please can you provide me with your postcode?

Your postcode, like all the information you provide in this survey, will remain strictly confidential. This question is asked to understand location information on survey respondents collectively and will not be used to identify you individually in any way.

*INTERVIEWER: Collect details where permission given.*

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
86	Prefer not to say	EXCLUSIVE	