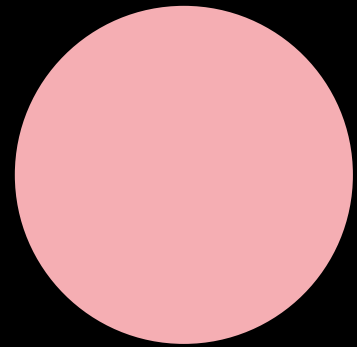
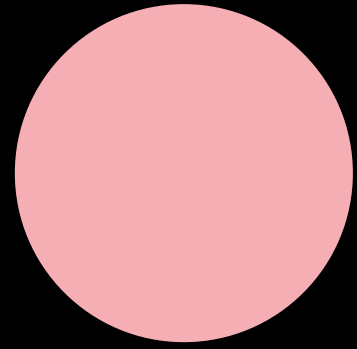


March 2022

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# Ofwat – River water quality survey



Classified: Private

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## Final Questionnaire

<b>PROGRAMMING GUIDELINES</b>	
<b>SURVEY NAME TO APPEAR ON URL</b>	River water quality survey March 2022
<b>SAMPLE SOURCE</b>	England and Wales, Nat rep
<b>BRANDING</b>	Standard Savanta branding
<b>BACK BUTTON</b>	No (disabled)
<b>PROGRESS BAR</b>	Yes
<b>LANGUAGES</b>	N/A
<b>QUOTAS</b>	N/A
<b>ESTIMATED TOTAL COMPLETES</b>	N=2000
<b>IN-SURVEY REDIRECTS</b>	None
<b>SCREEN OUT REDIRECT</b>	
<b>END REDIRECT</b>	

## Screening and profiling

ASK ALL

AGE. How old are you?

*Please select one option*

SINGLE CODE

ASK ALL

GENDER. How do you identify?

*Please select one option*

SINGLE CODE

Female	1
Male	2
Prefer to self-describe (please specify)	FIX OE
Prefer not to say	3

ASK ALL

REGION Where do you live?

*Please select one option*

SINGLE CODE

Northern Ireland	1	SCREEN OUT
Scotland	2	SCREEN OUT
North-West	3	
North-East	4	
Yorkshire & Humberside	5	
Wales	6	
West Midlands	7	
East Midlands	8	
South-West	9	
South-East	10	
Eastern	11	
London	12	
Other	13	SCREEN OUT

ASK ALL

OCCUPATION/SEG. Please indicate which one of the following best describes the profession of the chief income earner in your household.

*Please select one option*

SINGLE CODE

High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	1
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	2
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	3
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	4
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	5
House-wife / house-husband	6
Unemployed	7
Student	8
Retired	9

ASK ALL

HOUSING. Which of the following best describes your current living situation?

*Please select one option*

SINGLE CODE

Homeowner ( <b>with</b> a mortgage or loan)	1	
Homeowner ( <b>without</b> a mortgage)	2	
Living at home with parents	3	
Tenant (in private housing)	4	
Tenant (living in social / council housing)	5	
Tenant (rent free)	6	
Other (please specify)	98	FIX OE

ASK ALL

CHILDREN. Do you have any children living with you in your household?

*Please select all that apply*

MULTICODE, FIX

No	1	EXCLUSIVE
Yes, between 0-3 years old	2	
Yes, between 4-11 years old	3	
Yes, between 12-15 years old	4	
Yes, between 16-17 years old	5	

Yes, 18+ years old	6	
Prefer not to say	96	EXCLUSIVE

ASK ALL

ETHNICITY. How would you describe your ethnic origin?

*Please select one option*

SINGLE CODE

White English / Welsh / Scottish / Northern Irish / British	1	Code 'White'
White Irish	2	
Gypsy or Irish Traveller	3	
Any other White background	4	
Mixed White and Black Caribbean	5	Code 'Mixed'
Mixed White and Black African	6	
Mixed White and Asian	7	
Any other mixed/multiple ethnic background	8	
Indian	9	Code 'Asian'
Pakistani	10	
Bangladeshi	11	
Chinese	12	
Any other Asian background	13	
Black African	14	Code 'Black'
Black Caribbean	15	
Black British or any other Black background	16	
Arab	17	Code 'other'
Any other ethnic group (please specify)	98	OE Code 'other'
Prefer not to say	96	

ASK ALL

INCOME. What is your annual household income, before tax and deductions?

*Please select one option*

SINGLE CODE

Less than £20,000	1	
£20,000 - £29,999	2	
£30,000 - £39,999	3	
£40,000 - £49,999	4	
£50,000 - £59,999	5	
£60,000 - £69,999	6	
£70,000 - £79,999	7	
£80,000 or more	8	
Prefer not to say	96	

ASK ALL

QC. What colour is grass typically? Please select Green below.

SINGLE CODE, RANDOMISE

Purple	1	SCREEN OUT
Pink	2	SCREEN OUT
Orange	3	SCREEN OUT
Green	4	CONTINUE

ASK ALL

D1. Which, if any, of the following **types of payment is your household currently in arrears for?** And by arrears we mean any **BILLS** that you have fallen behind on.

*Please select all that apply*

MULTICODE, RANDOMISE

Rent	1	SHOW IF HOUSING=4,5,6
Council tax	2	
Fees or fines owed to my local authority/council	3	
Outstanding tax due to under or overpayments (including tax credit repayments)	4	
Electricity	5	
Water	6	
Internet	7	
Phone	8	
Gas	9	
Other bills (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these / <b>I am not in any arrears</b>	99	FIX EXCLUSIVE

ASK ALL

D2. Do you live near...?

*Please all that apply*

MULTI CODE, RANDOMISE 1-4

A river	1	
A lake	2	
A canal	3	
The sea	4	
Other body of water (please specify)	5	FIXED
None of the above	6	FIXED, EXCLUSIVE

Don't know	97	FIXED, EXCLUSIVE
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ASK ALL

D3. Who is your water supplier?

*Please select one option*

SINGLE CODE, FIX

Affinity Water	1	
Anglian Water	2	
Bristol Water	3	
Dŵr Cymru / Welsh Water	4	
Hafren Dyfrdwy	5	
Northumbrian Water	6	
Portsmouth Water	7	
Severn Trent Water	8	
SES Water	9	
South East Water	10	
South West Water	11	
South Staffs Water	12	
Southern Water	13	
Thames Water	14	
United Utilities Water	15	
Wessex Water	16	
Yorkshire Water	17	
Other (please specify)	18	
Don't know	97	

## Water companies

ASK ALL

Q1. Thinking about your local area, what do you see as having the most negative impact on the environment?

*Please select your top 3 in order where 1 = the most negative impact, 2 = the second most negative impact and so on.*

MULTICODE, RANKING, MAX 3, RANDOMISE

General waste/litter/fly-tipping	1	
Food waste	2	
Water pollution (e.g. sewage, microplastics, farm waste) of rivers and seas	3	
Air pollution	4	
Single-use plastics	5	
Flooding	6	
Drought and water scarcity	7	
Habitat loss/deforestation	8	
Energy production (e.g. fossil fuels) and usage	9	

Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL

Q2. Thinking about your local area, which of these are you most concerned or worried about?

*Please select your top 3 in order where 1 = biggest concern, 2 = second-biggest concern and so on.*

MULTICODE, RANKING, MAX 3, RANDOMISE

General waste/litter/fly-tipping	1	
Food waste	2	
Water pollution (e.g. sewage, microplastics, farm waste) of rivers and seas	3	
Air pollution	4	
Single-use plastics	5	
Flooding	6	
Drought and water scarcity	7	
Habitat loss/deforestation	8	
Energy production (e.g. fossil fuels) and usage	9	
Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

## River health

ASK ALL

Q3. What do you think your water provider should prioritise?

*Please select one option*

SINGLE CODE, RANDOMISE

<b>Keeping water bills low</b> , even if this were to have a negative impact on the quality and cleanliness of rivers in England and Wales	1	
<b>Improving the quality and cleanliness of rivers in England and Wales</b> , even if this were to increase the price of my water bill	2	
Don't know / I have no preference	3	FIX

ASK Q3=1

Q4. Why do you think your water provider should prioritise **keeping water bills low**, even if this were to have a negative impact on the quality and cleanliness of rivers in England and Wales?

OPEN TEXTBOX

Don't know	97	FIX
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ASK Q3=2



Q5. Why do you think your water provider should prioritise **improving the quality and cleanliness of rivers in England and Wales**, even if this were to increase the price of my water bill?

OPEN TEXTBOX

Don't know	97	FIX
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ASK ALL

Q6. Which of the following do you think you could currently do safely in a river in England / Wales?

*Please select all that apply*

MULTICODE, RANDOMISE

Go fishing	1	
Dip my toes in it	2	
Use a paddleboard or canoe in it	3	
Let a dog swim in it	4	
Go swimming in it	5	
Let children play in it	6	
Dip my head under water	7	
Drink from it	8	
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL

Q7. Which of the following do you think you should be able to do safely in a river in England / Wales?

*Please select all that apply*

MULTICODE, RANDOMISE

Go fishing	1	
Dip my toes in it	2	
Use a paddleboard or canoe in it	3	
Let a dog swim in it	4	
Go swimming in it	5	
Let children play in it	6	
Dip my head under water	7	
Drink from it	8	
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL

Q8. Which of these do you think have the most negative impact on water quality of rivers in England and Wales?

*Please select your top 3 in order where 1 = the most negative impact, 2 = the second most negative impact and so on.*

MULTICODE, RANKING, MIN 1, MAX 2, RANDOMISE

Litter and fly tipping	1	
Business or pharmaceutical waste, e.g. chemicals or medicine	2	
Untreated sewage from water companies	3	
Farm waste	4	
Silted up river channels (sand or soil that may cause a blockage in the river)	5	
Non-flushable household items e.g. wet wipes, sanitary products, nappies, oils and grease	6	
Microplastics e.g. microbeads found in cleansers or microfibres in clothing	7	
Road surface runoff (rainwater that washes off a road includes the pollutants found on the road e.g. exhaust fumes, rubber particles from tyres, etc.)	8	
Other (please specify)	98	FIX
Don't know	97	FIX EXCLUSIVE

ASK ALL

Q9. Which of the following groups, if any, would you say has the biggest responsibility for keeping England and Wales' rivers clean i.e. preventing pollutants entering waterways ?  
*Please rank the following in order where 1 = the biggest responsibility, 2 = the second biggest responsibility and so on.*

MULTICODE, RANDOMISE, MIN 1

Agriculture / farming industry	1	
Water companies	2	
Government	3	
The Environment Agency	4	
Charities championing water quality of rivers and seas	5	
Businesses / pharmaceutical companies	6	
The public	7	
Highways England	8	
Ofwat	9	
Other	10	FIX
Don't know	98	FIX EXCLUSIVE
None of the above	99	FIX EXCLUSIVE

## Awareness of Storm overflows

ASK ALL

Q11. Before today, were you aware that water companies sometimes release sewage into rivers and seas?

*Please select one option*

SINGLE CODE

Yes, I was aware of this	1	
No, I was not aware of this	2	

ASK ALL

Q12. Before today, had you heard of storm overflows (sometimes called 'combined sewer overflows')?

*Please select one option*

SINGLE CODE

Yes, I had heard of storm overflows before today	1	
No, I had not heard of storm overflows before today	2	

ASK Q12=1

Q13. How much, if anything, do you know about storm overflows?

*Please select one option*

SINGLE CODE

Know <b>a lot</b> about storm overflows	1	
Know <b>a little</b> about storm overflows	2	
Know <b>very little</b> about storm overflows	3	
Know <b>nothing</b> about storm overflows	4	

ASK Q12=1

Q14. Where did you hear about storm overflows?

*Please select all that apply*

MULTICODE, RANDOMISE

Facebook	1	RANDOMISE IN THIS BLOCK
Twitter	2	
Instagram	3	
TikTok	4	
Other social media	5	ALWAYS AFTER 1-4
Local news	6	
National news	7	
From my water company	8	
Another (not my) water company	9	ALWAYS AFTER 8
A friend or family member	10	
Work colleague	11	
The Environment Agency	12	
Ofwat	13	
Local community	14	
Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK Q12=1 Q15. Please select all the statements you think are **true**.

*Please select all that apply*

MULTICODE, RANDOMISE

Water companies use storm overflows to release sewage into rivers or seas <b>only</b> when it has been raining	1	EXCLUSIVE OF 2  [SHOULD BE TRUE, CURRENTLY FALSE]
Water companies sometimes use storm overflows to release sewage into rivers and seas when <b>it hasn't</b> been raining	2	EXCLUSIVE OF 1  [TRUE]
Certain behaviours can have an impact on the sewerage system e.g. flushing wet wipes down the loo	3	[TRUE]
If a sewerage system becomes overwhelmed, there is a danger of water/sewage backing up into people's homes	4	[TRUE]
Don't know	97	FIX EXCLUSIVE
None of the above	99	FIX EXCLUSIVE

ASK ALL

Q16. Storm overflows act as relief valves for the sewerage system. This means water companies sometimes use storm overflows to release sewage and extra rainwater into rivers or seas. How concerned, if at all, are you about the following...

*Please select one option*

SINGLE CODE, RANDOMISE STATEMENTS

Answer options, FIX

Very concerned	5	
Fairly concerned	4	
Neither concerned nor unconcerned	3	
Not very concerned	2	
Not at all concerned	1	
Don't know	97	

Statements

Storm overflows being used to release sewage into rivers and seas as a last resort because of unusually heavy rainfall	1	
Storm overflows being used to release sewage into rivers and seas fairly regularly when it rains	2	
Storm overflows being used to release sewage into rivers and seas regularly, including when it <b>hasn't</b> rained	3	

ASK ALL

Q17. Thinking about the release of sewage into river or seas, which of the following, if any, best describes your feelings towards this?

*Please select all that apply*

MULTICODE, RANDOMISE

Angry	1	EXCLUSIVE OF 6, 7
Surprised	2	EXCLUSIVE OF 6, 7
Anxious	3	EXCLUSIVE OF 6, 7
Confused	4	EXCLUSIVE OF 6, 7
Upset	5	EXCLUSIVE OF 6, 7
Not bothered	6	EXCLUSIVE OF 1-5
Uninterested	7	EXCLUSIVE OF 1-5

Other (please specify)	8	FIX
None of the above	99	FIX, EXCLUSIVE
Don't know	97	FIX, EXCLUSIVE

ASK Q17=1-8

Q18. Please tell us why you feel this way when thinking about the release of sewage into rivers or seas.

OPEN TEXTBOX

Don't know	97	FIX
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ASK ALL

Q19. What responsibilities, if any, do the following organisations have when it comes to regulating rivers and seas in the UK?

*Please select all options that you think apply*

MULTICODE, RANDOMISE STATEMENTS AND ANSWER OPTIONS

CAROUSEL

Answer Options

Regulate the use of storm overflows	1	
Monitor drinking water quality	2	
Monitor river water quality	3	
Reduce the impacts of climate change	4	
Reduce the impacts of pollution	5	
Regulate water companies	6	
None of the above	7	FIX, EXCLUSIVE
Don't know	97	FIX, EXCLUSIVE
Not heard of this organisation	99	FIX, EXCLUSIVE

Statements

The Environment Agency	1	
Ofwat	2	
Natural Resources Wales	3	
Drinking Water Inspectorate	4	
Defra (Department for Environment, Food and Rural Affairs)	5	

## Demographics

INFO SCREEN:

Thank you. We'd like to finally ask you a few questions about your personal situation to better understand your answers so far.

ASK ALL

PROPERTY. Which of the following best describes to your current living situation?

*Please select one option*

SINGLE CODE

Homeowner	1	
Tenant (in rented accommodation)	2	
Other	98	FIX OE

ASK ALL

UK\_REGION. Where do you live?

*Please select one option*

SINGLE CODE

North-West	1
North-East	2
Yorkshire & Humberside	3
Wales	4
West Midlands	5
East Midlands	6
South-West	7
South-East	8
Eastern	9
London	10

ASK ALL

BIRTHYEAR. Please enter the year you were born below:

*Type your answer below*

OPEN END

**NOTE: IF AGE IS MORE THAN ONE YEAR DIFFERENT FROM ORIGINAL AGE ENTERED IN AGE QUESTION THEN REMOVE RESPONDENT DURING QC CHECK**