# Questionnaire

Trust and perceptions survey

Classified: Private

|  |  |  |
| --- | --- | --- |
| **PROGRAMMING GUIDELINES** | | |
| **SURVEY NAME TO APPEAR ON URL** | Water survey |
| **SAMPLE SOURCE** | England and Wales, Nat Rep |
| **BRANDING** | Standard Savanta branding |
| **BACK BUTTON** | No (disabled) |
| **PROGRESS BAR** | Yes |
| **LANGUAGES** | English |
| **QUOTAS** | N/A |
| **ESTIMATED TOTAL COMPLETES** | N=2000  300 boost for Wales  300 boost for ethnic minorities  Routed off Q UK\_REGION |
| **IN-SURVEY REDIRECTS** | None |
| **SCREEN OUT REDIRECT** | Panel links |
| **END REDIRECT** | Panel links |

## BOOSTS

* 300 from Wales – all those who select Wales (code 6) at the Region question
* 300 ethnic minority - all those who code the following at the Ethnicity question:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Code | Minority ethnic group | **Boost** |
| Mixed White and Black Caribbean | 5 | ‘Mixed’ | **100** |
| Mixed White and Black African | 6 |
| Mixed White and Asian | 7 |
| Any other mixed/multiple ethnic background | 8 |
| Indian | 9 | ‘Asian’ | **100** |
| Pakistani | 10 |
| Bangladeshi | 11 |
| Chinese | 12 |
| Any other Asian background | 13 |
| Black African | 14 | ‘Black’ | **100** |
| Black Caribbean | 15 |
| Black British or any other Black background | 16 |

N.B. please keep the two quotas separate, there shouldn't be crossover of respondents in both quotas. If there is a situation where a respondent from Wales is also selecting an ethnic minority, please place this respondent in the ethnic minority quota.

Shape

Description automatically generated with medium confidence

Welcome! Thank you for taking part in this survey.

This survey is completely confidential and all data is collected and processed in compliance with all data protection laws and the Market Research Society Professional Code of Conduct.  
  
For authentication and quality purposes, cookies may be used to collect your personal data during the course of the survey. See our [cookie policy](https://www.savanta.com/cookies) and [privacy policy](https://savanta.com/privacy-policy) for additional details.  
  
Providing information to these questions is entirely voluntary and the answers that you provide will be presented in aggregate form, and not be linked back to you in any way.

# Screening and profiling

ASK ALL

QC1. What colour is the grass typically?

Please select one option

SINGLE CODE, RANDOMISE

|  |  |  |
| --- | --- | --- |
| Green | 1 |  |
| Purple | 2 | Screen out |
| Orange | 3 | Screen out |
| Blue | 4 | Screen out |

ASK ALL

GENDER. In which of the following ways do you identify?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Female | 2 |  |
| Male | 1 |  |
| I identify in another way | 3 | FIX |
| Prefer not to say | 96 | FIX |

ASK ALL

AGE. How old are you?

Please move the slider until it shows your age in the box on the left.

SLIDER

Min 0 ---- || ---- Max 100

Terminate if < 18

**DUMMY VARIABLE**

dAGE.

Dummy Age Bands

RECODE AGE INTO...

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| 18-24 | 1 |  |
| 25-34 | 2 |  |
| 35-44 | 3 |  |
| 45-54 | 4 |  |
| 55-64 | 5 |  |
| 65+ | 6 |  |

ASK ALL

BILL PAYMENT. When it comes to paying each of these types of bills for your home, which of the following best describes you?

Please select one option

SINGLE CODE. RANDOMISE.

CAROUSEL.

Answer Options

|  |  |  |
| --- | --- | --- |
| I am the sole bill payer | 1 | CODE AS BILL PAYER FOR WATER |
| I am a joint bill payer | 2 | CODE AS BILL PAYER FOR WATER |
| I don’t pay this bill directly, but I contribute towards it (e.g., as part of rent) | 3 | CODE AS INDIRECT BILL PAYER FOR WATER |
| I am not responsible for paying this bill | 4 | CODE AS NON BILL PAYER FOR WATER |
| Not applicable to my household | 97 |  |

|  |  |  |
| --- | --- | --- |
| Water | 1 |  |
| Gas/Heating | 2 |  |
| Electricity | 3 |  |

ASK ALL

EMP\_STATUS. Which of the following best describes your current working status?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Working full time (hired/ self-employed) - working 30 hours per week or more | 1 |  |
| Working part-time (hired/ self-employed) - working up to 29 hours per week | 2 |  |
| Not working but seeking work or temporarily unemployed or sick | 3 |  |
| Not working and not seeking work | 4 |  |
| Student | 5 |  |
| Retired on a state pension only | 6 |  |
| Retired with a private pension | 7 |  |
| House-wife / house-husband | 8 |  |
| Full-time carer | 9 |  |

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

UK\_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 |  |
| Channel Islands | 13 | SCREEN OUT |
| Outside the UK | 14 | SCREEN OUT |

## Water sector perceptions

INFO SCREEN: Firstly, we’d like to ask for your views on four sectors.

SCRIPTING NOTE: Please randomise the order of Q1&2/3&4/5&6/7&8.

ASK ALL

Q1. To what extent do you agree or disagree with the following statements about **water companies** on a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Please select one option for each answer

SINGLE CODE

CAROUSEL. RANDOMISE FLIP.

RANDOMISE STATEMENTS

Answer Options

|  |  |  |
| --- | --- | --- |
| 10 – Completely agree | 1 |  |
| 9 | 2 |  |
| 8 | 3 |  |
| 7 | 4 |  |
| 6 | 5 |  |
| 5 | 6 |  |
| 4 | 7 |  |
| 3 | 8 |  |
| 2 | 9 |  |
| 1 – Completely disagree | 10 |  |

Statements

|  |  |  |
| --- | --- | --- |
| They act in the interest of **customers** | 1 |  |
| They act in the interest of **the** **environment** | 2 |  |
| They act in the interest of **my local area/community** | 3 |  |
| They act in the interest of **society** | 4 |  |
| They put the interests of **their shareholders/owners** first | 5 |  |
| They understand what **customers** need | 6 |  |

Q2. Based on your overall impression of **water companies**, which of the following words would you use to describe them?

Please select all the words that you think apply

MULTICODE, RANDOMISE

Answer options

|  |  |
| --- | --- |
| Ambitious | 1 |
| Environmentally conscious | 2 |
| Competent | 3 |
| Helpful | 4 |
| Transparent | 5 |
| Trustworthy | 6 |
| Responsible | 7 |
| Complacent | 8 |
| Faceless | 9 |
| Out of touch | 10 |
| Profit first | 11 |
| Incompetent | 12 |
| Untrustworthy | 13 |
| None of the above | 99 – FIX EXCLUSIVE |

ADD HIDDEN VARIABLE “Q2\_CHECK”. CODE AS 0 IF Q2=6 AND 13, OR 3 AND 12. OTHERWISE, CODE AS 1.

ASK ALL

Q3. To what extent do you agree or disagree with the following statements about **energy companies** on a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Please select one option for each answer

SINGLE CODE

CAROUSEL. RANDOMISE FLIP.

RANDOMISE STATEMENTS

Answer Options

|  |  |  |
| --- | --- | --- |
| 10 – Completely agree | 1 |  |
| 9 | 2 |  |
| 8 | 3 |  |
| 7 | 4 |  |
| 6 | 5 |  |
| 5 | 6 |  |
| 4 | 7 |  |
| 3 | 8 |  |
| 2 | 9 |  |
| 1 – Completely disagree | 10 |  |

Statements

|  |  |  |
| --- | --- | --- |
| They act in the interest of **customers** | 1 |  |
| They act in the interest of **the** **environment** | 2 |  |
| They act in the interest of **my local area/community** | 3 |  |
| They act in the interest of **society** | 4 |  |
| They put the interests of **their shareholders/owners** first | 5 |  |
| They understand what **customers** need | 6 |  |

Q4. Based on your overall impression of **energy companies**, which of the following words would you use to describe them?

Please select all the words that you think apply

MULTICODE, RANDOMISE

Answer options

|  |  |
| --- | --- |
| Ambitious | 1 |
| Environmentally conscious | 2 |
| Competent | 3 |
| Helpful | 4 |
| Transparent | 5 |
| Trustworthy | 6 |
| Responsible | 7 |
| Complacent | 8 |
| Faceless | 9 |
| Out of touch | 10 |
| Profit first | 11 |
| Incompetent | 12 |
| Untrustworthy | 13 |
| None of the above | 99 – FIX EXCLUSIVE |

ADD HIDDEN VARIABLE “Q4\_CHECK”. CODE AS 0 IF Q4=6 AND 13, OR 3 AND 12. OTHERWISE, CODE AS 1.

ASK ALL

Q5. To what extent do you agree or disagree with the following statements about **supermarkets** on a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Please select one option for each answer

SINGLE CODE

CAROUSEL. RANDOMISE FLIP.

RANDOMISE STATEMENTS

Answer Options

|  |  |  |
| --- | --- | --- |
| 10 – Completely agree | 1 |  |
| 9 | 2 |  |
| 8 | 3 |  |
| 7 | 4 |  |
| 6 | 5 |  |
| 5 | 6 |  |
| 4 | 7 |  |
| 3 | 8 |  |
| 2 | 9 |  |
| 1 – Completely disagree | 10 |  |

Statements

|  |  |  |
| --- | --- | --- |
| They act in the interest of **customers** | 1 |  |
| They act in the interest of **the** **environment** | 2 |  |
| They act in the interest of **my local area/community** | 3 |  |
| They act in the interest of **society** | 4 |  |
| They put the interests of **their shareholders/owners** first | 5 |  |
| They understand what **customers** need | 6 |  |

Q6. Based on your overall impression of **supermarkets**, which of the following words would you use to describe them?

Please select all the words that you think apply

MULTICODE, RANDOMISE

Answer options

|  |  |
| --- | --- |
| Ambitious | 1 |
| Environmentally conscious | 2 |
| Competent | 3 |
| Helpful | 4 |
| Transparent | 5 |
| Trustworthy | 6 |
| Responsible | 7 |
| Complacent | 8 |
| Faceless | 9 |
| Out of touch | 10 |
| Profit first | 11 |
| Incompetent | 12 |
| Untrustworthy | 13 |
| None of the above | 99 – FIX EXCLUSIVE |

ADD HIDDEN VARIABLE “Q6\_CHECK”. CODE AS 0 IF Q6=6 AND 13, OR 3 AND 12. OTHERWISE, CODE AS 1.

DUMMY VARIABLE

|  |  |
| --- | --- |
| MATCHING |  |
|  |  |

ASK ALL

Q7. To what extent do you agree or disagree with the following statements about **banks** on a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Please select one option for each answer

SINGLE CODE

CAROUSEL. RANDOMISE FLIP.

RANDOMISE STATEMENTS

Answer Options

|  |  |  |
| --- | --- | --- |
| 10 – Completely agree | 1 |  |
| 9 | 2 |  |
| 8 | 3 |  |
| 7 | 4 |  |
| 6 | 5 |  |
| 5 | 6 |  |
| 4 | 7 |  |
| 3 | 8 |  |
| 2 | 9 |  |
| 1 – Completely disagree | 10 |  |

Statements

|  |  |  |
| --- | --- | --- |
| They act in the interest of **customers** | 1 |  |
| They act in the interest of **the** **environment** | 2 |  |
| They act in the interest of **my local area/community** | 3 |  |
| They act in the interest of **society** | 4 |  |
| They put the interests of **their shareholders/owners** first | 5 |  |
| They understand what **customers** need | 6 |  |

Q8. Based on your overall impression of **banks**, which of the following words would you use to describe them?

Please select all the words that you think apply

MULTICODE, RANDOMISE

Answer options

|  |  |
| --- | --- |
| Ambitious | 1 |
| Environmentally conscious | 2 |
| Competent | 3 |
| Helpful | 4 |
| Transparent | 5 |
| Trustworthy | 6 |
| Responsible | 7 |
| Complacent | 8 |
| Faceless | 9 |
| Out of touch | 10 |
| Profit first | 11 |
| Incompetent | 12 |
| Untrustworthy | 13 |
| None of the above | 99 – FIX EXCLUSIVE |

ADD HIDDEN VARIABLE “Q8\_CHECK”. CODE AS IF Q8=6 AND 13, OR 3 AND 12. OTHERWISE, CODE AS 1.

Water provider perceptions

ASK ALL

Q9. Please select your water provider from the list below, or write in your provider if it is not shown on the list.

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| 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) | 98 | FIX OE |
| Don’t know | 97 | FIX |
| None of these | 99 | FIX |

ASK ALL NOT 97 OR 99 @Q9

Q10. Which words and phrases come to mind when you think of your water provider?

Type your answer below

OPEN END

|  |
| --- |
|  |

ASK ALL NOT 97 OR 99 @Q9

Q11. To what extent do you agree or disagree with the following statements about **your** **water provider** on a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Please select one option for each answer

SINGLE CODE

CAROUSEL. RANDOMISE FLIP.

RANDOMISE STATEMENTS

Answer Options

|  |  |  |
| --- | --- | --- |
| 10 – Completely agree | 1 |  |
| 9 | 2 |  |
| 8 | 3 |  |
| 7 | 4 |  |
| 6 | 5 |  |
| 5 | 6 |  |
| 4 | 7 |  |
| 3 | 8 |  |
| 2 | 9 |  |
| 1 – Completely disagree | 10 |  |

Statements

|  |  |  |
| --- | --- | --- |
| They act in the interest of **customers** | 1 |  |
| They act in the interest of **the** **environment** | 2 |  |
| They act in the interest of **my local area/community** | 3 |  |
| They act in the interest of **society** | 4 |  |
| They put the interests of **their shareholders/owners** first | 5 |  |
| They understand what **customers** need | 6 |  |

ASK ALL NOT 97 OR 99 @Q9

Q12. Based on your overall impression of your water provider, which of the following words would you use to describe them?

Please select all the words that you think apply

MULTICODE, RANDOMISE

Answer options

|  |  |
| --- | --- |
| Ambitious | 1 |
| Environmentally conscious | 2 |
| Competent | 3 |
| Helpful | 4 |
| Transparent | 5 |
| Trustworthy | 6 |
| Responsible | 7 |
| Complacent | 8 |
| Faceless | 9 |
| Out of touch | 10 |
| Profit first | 11 |
| Incompetent | 12 |
| Untrustworthy | 13 |
| None of the above | 99 – FIX EXCLUSIVE |

ADD HIDDEN VARIABLE “Q12\_CHECK”. CODE AS 0 IF Q12=6 AND 13, OR 3 AND 12. OTHERWISE, CODE AS 1.

ASK ALL

Q13. To what extent, if at all, do you trust your water provider to do the following:

Please select one option for each answer  
SINGLE CODE, FLIP SCALE

CAROUSEL

Answer Options

|  |  |  |
| --- | --- | --- |
| Strongly trust | 5 |  |
| Trust | 4 |  |
| Neither trust nor distrust | 3 |  |
| Distrust | 2 |  |
| Strongly distrust | 1 |  |
| Don’t know | 97 |  |

Statements

|  |  |  |
| --- | --- | --- |
| Provide a reliable service | 1 |  |
| Ensure good quality of water | 2 |  |
| Fix water pipe leaks in public areas (e.g. in roads, not in the home) | 3 |  |
| Take away wastewater and sewage and deal with it responsibly | 4 |  |
| Provide good value for money to customers | 5 |  |
| Act in the interests of the environment | 6 |  |
| Invest sufficient money into the water network | 7 |  |
| Prevent sewage from entering rivers or seas | 8 |  |
| Do no harm to biodiversity in the water environment e.g., rivers | 9 |  |
| Inform customers about important problems in their area | 10 |  |
| Keep customers informed about service choices that could help them | 11 |  |

ASK ALL NOT 97 OR 99 @Q9  
Q14. Through which of the following have you seen or heard from your water company in the last 12 months?

Please select all that apply

MULTICODE

RANDOMISE

|  |  |  |
| --- | --- | --- |
| Online advert | 1 |  |
| Online article or blog | 2 |  |
| Social media post (e.g., Facebook, Instagram, Twitter etc.) | 3 |  |
| YouTube | 4 |  |
| TV | 5 |  |
| Printed magazine/newspaper | 6 |  |
| Billboard/outdoor posters/poster on train, bus, or tube | 7 |  |
| Radio | 8 |  |
| Spotify or podcast | 9 |  |
| Email | 10 |  |
| Letter/bill through the post | 11 |  |
| Text message | 12 |  |
| Leaflet | 13 |  |
| Other (please specify) | 98 | FIX OE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL WHO DID NOT CODE 97 OR 99 TO Q14

Q15. Can you recall any mention of the following in the communication you saw or heard?

Please select all that apply

MULTICODE

RANDOMISE

|  |  |  |
| --- | --- | --- |
| Water problems in the area | 1 |  |
| Changes to your bill | 2 |  |
| The importance of saving water | 3 |  |
| Additional services for those who need them | 4 |  |
| Support available for those struggling to pay their bill | 5 |  |
| Plans to improve river water quality | 6 |  |
| Other (please specify) | 98 | FIX OE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

## Water quality and the environment

INFO SCREEN: Thank you. We’re now going to ask you some questions about river water quality.

ASK ALL

Q16. Which of the following do you think you could currently do safely in a river in England / Wales? [SHOW ‘England’ OR ‘Wales’ BASED ON REGION Q]

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

Q17. Which of the following do you think you should be able to do safely in a river in England / Wales? [SHOW ‘England’ OR ‘Wales’ BASED ON REGION Q]

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

Q18. 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 3, 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

Q19. How confident, if at all, are you that your water company is taking action to improve river water quality?

Please select one option

SINGLE CODE.

|  |  |  |
| --- | --- | --- |
| I **am very confident** that my water company has been working on this | 1 |  |
| I **am fairly confident** that my water company has been working on this | 2 |  |
| I **am neither confident nor unconfident** that my water company has been working on this | 3 |  |
| I **am** **not very confident** that my water company has been working on this | 4 |  |
| I **am not at all confident** that my water company has been working on this | 5 |  |
| Don’t know | 97 |  |

ASK ALL

Q20. Would you like to hear more, less or as much as you do now from your water company on steps they are taking to improve river quality?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| I’d like to hear **more** from my water company on steps they are taking | 1 |  |
| I’d like to hear **as much as I do now** from my water company on steps they are taking | 2 |  |
| I’d like to hear **less** from my water company on steps they are taking | 3 |  |
| Don’t know | 97 |  |

ASK ALL

Q21. Do you know whether or not your water company is encouraging people in your area to reduce the amount of water they use?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| I **know** that my water company has been encouraging people to do this | 1 |  |
| I **think** that my water company has been encouraging people to do this | 2 |  |
| I **don’t think** that my water company has been encouraging people to do this | 3 |  |
| I **don’t know** if my water company has been encouraging people to do this | 97 |  |

ASK ALL

Q22. Would you like to hear more, less or as much as you do now from your water company on how to save water?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| I’d like to hear **more** from my water company on this | 1 |  |
| I’d like to hear **as much as I do now** from my water company on this | 2 |  |
| I’d like to hear **less** from my water company on this | 3 |  |
| Don’t know | 97 |  |

## Impact of press articles

INFO SCREEN: We are now going to show you a series of headlines from recent press articles. You will then be asked some questions about them.

INSERT PRESS ARTICLE STIMULUS (compilation of 3 or 4)

ASK ALL

Q23. How familiar, or otherwise, are these sorts of press articles to you?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Very familiar | 1 |  |
| Fairly familiar | 2 |  |
| Not very familiar | 3 |  |
| Not at all familiar | 4 |  |
| Don’t know | 97 |  |

ASK ALL

Q24. Thinking about the issues covered in these press articles – what, if anything, do you feel?

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 ALL

Q25. To what extent, if at all, do they impact on how much trust you have in the water sector?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| They make me trust it **more** | 1 |  |
| They **do not impact** on how much I trust it | 2 |  |
| They make me trust it **less** | 3 |  |
| Don’t know | 97 |  |

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

METER. Do you currently have a water meter fitted?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Unsure | 3 |  |

ASK ALL

LIVING\_STATUS. Which of the following best describes your current living situation in the UK?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Homeowner (with a mortgage) | 1 |  |
| Homeowner (without a mortgage) | 2 |  |
| Living at home with parents | 3 |  |
| Tenant (in private housing) | 4 |  |
| Tenant (living in social / council housing) | 5 |  |
| Other (please specify) | 98 | FIX OE |

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

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

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Prefer not to say | 96 |  |

ASK IF CODE 1 FOR CHILDREN

CHILDREN\_AGE. Which of the following age groups do your children living in the household fall into?

Please select all that apply

MULTICODE

|  |  |  |
| --- | --- | --- |
| between 0-3 years old | 1 |  |
| between 4-11 years old | 2 |  |
| between 12-15 years old | 3 |  |
| between 16-17 years old | 4 |  |
| 18+ years old | 5 |  |
| Prefer not to say | 96 | FIX EXCLUSIVE |

ASK ALL

HEALTH. Do you or anyone in your household have a long-term illness, health problem or disability which limits your daily activities or the work you can do?

Please select all that apply

MULTICODE

|  |  |  |
| --- | --- | --- |
| Yes (myself) | 1 |  |
| Yes (another person in household) | 2 |  |
| No | 3 | EXCLUSIVE |
| Prefer not to say | 96 | FIX EXCLUSIVE |

ASK ALL

UK\_REGION2. 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 |  |
| Channel Islands | 13 | SCREEN OUT |
| Outside the UK | 14 | SCREEN OUT |

ADD HIDDEN VARIABLE “UK\_REGION CHECK”. CODE AS o IF NOT MATCHING RESPONSE AT UK REGION1 OR CODE 1,2,13,14. OTHERWISE, CODE AS 1.

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

# Closing Screen

Thank you!

Please click on the “Finish” button.

Many thanks for completing this survey, your views are extremely important to us.

If you have any further comments or feedback, please use the box below.

|  |
| --- |
| <Please type here> |