# Questionnaire

Ofwat: Cost of Living W3

Classified: Private

(2023)

|  |
| --- |
| **PROGRAMMING GUIDELINES** |
| **SURVEY NAME TO APPEAR ON URL** | Cost of Living Survey 2023 |
| **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=2000300 boost for Wales300 boost for ethnic minorities Routed off Q UK\_REGION |
| **IN-SURVEY REDIRECTS** | None |
| **SCREEN OUT REDIRECT** | Panel links |
| **END REDIRECT** | Client’s website |

## 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.

Note: Where questions were asked in wave 1 or 2, they will have the same question number in this wave 3 questionnaire for continuity. This means question numbers may appear out of order in this questionnaire. The order of the questions in this document is the order they appeared in the survey.

# Screening and profiling

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 |
| 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 | SCREEN OUT ON WATER |
| Not applicable to my household | 97 | FIX SCREEN OUT ON WATER |

|  |  |  |
| --- | --- | --- |
| Water | 1 |  |
| Gas/Heating | 2 |  |
| Electricity | 3 |  |
| Broadband | 5 |  |
| Phone bill (mobile) | 7 |  |
| Phone bill (landline) | 8 |  |

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

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

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

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

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

FINANCIAL SUPPORT. Do you, or someone in your household, receive benefits or universal credit, inclusive ofe disabled, informal carers, working and non-working benefits but *excluding* child benefit?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No  | 2 |  |
| Don’t know | 97 |  |

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

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

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 provider

ASK ALL

Q1. Are you aware of who your current water provider is?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes  | 1 |  |
| No  | 2 |  |

ASK ALL WHO CODE 1 AT Q1

Q2. 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 |

Some of the questions in this survey ask about sensitive financial matters such as debt. We want to reassure you again that the survey will be completely anonymous.

Cost of Living

ASK ALL

Q3. Thinking about your finances over the last year, how often, if at all, have you struggled to pay at least one of your household bills?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| All of the time | 1 |  |
| Most of the time | 2 |  |
| Sometimes  | 3 |  |
| Rarely | 4 |  |
| Never | 5 |  |

ASK ALL WHO CODE 1 - 4 AT Q3

Q4. Which of the below bill or bills did you struggle to pay in the past year?

Please select all that apply

MULTICODE. RANDOMISE.

|  |  |  |
| --- | --- | --- |
| Electricity bill | 1 |  |
| Gas/ Heating bill | 2 |  |
| Water bill | 3 |  |
| Petrol bill/ travel costs | 4 |  |
| Credit card bills | 5 |  |
| Short term (also known as ‘payday’) loans  | 6 |  |
| Payment plans (e.g. Klarna and rent-to-own schemes) | 7 |  |
| Council Tax | 8 |  |
| Food bill  | 9 |  |
| Broadband bill  | 10 |  |
| Mortgage/rent | 11 |  |
| Other (please specify) | 98 | FIX OE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL WHO CODE 1 – 4 AT Q3

Q5. Which, if any, of the following statements apply to you when thinking about the past 12 months?

Please select all that apply

MULTICODE

|  |  |  |
| --- | --- | --- |
|  I have asked family/friends to borrow money | 1 |  |
|  I have taken out a short-term loan | 2 |  |
| I have taken out more on an existing loan  | 3 |  |
|  I have used food banks | 4 |  |
|  I have spoken to the companies I pay bills to about financial help | 5 |  |
| I have cut back on non essential spending (e.g. holiday travel, entertainment subscriptions, etc.) | 6 |  |
| I have fallen behind on rent/mortgage payments | 7 |  |
| I have fallen behind on my loan payments  | 8 |  |
| I have fallen behind on utility bills | 9 |  |
| I have used credit cards to pay bills | 10 |  |
| I have used my overdraft to pay bills | 11 |  |
| I have used debt charities for financial help (e.g. National Debt Line, Stepchange, etc.) | 12 |  |
| I have received another type of financial help | 13 |  |
| Other (please specify) | 98 | FIX OE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL

Q6. Thinking about your financial situation **now**, how does it compare to about a year ago

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Better now | 1 |  |
| About the same  | 2 |  |
| Worse off  | 3 |  |
| Unsure/ don’t know  | 4 |  |

ASK ALL

Q8 To the best of your knowledge which of the following utilities, if any, offer financial support or reduced tariffs to those struggling to pay their bills?

Please select as many as apply

MULTICODE

RANDOMISE

|  |  |  |
| --- | --- | --- |
| Water | 1 |  |
| Electricity  | 2 |  |
| Gas/Heating | 3 |  |
| Broadband | 4 |  |
| Phone (mobile) | 5 |  |
| Phone (landline) | 6 |  |
| Council Tax | 7 |  |
| Other (please specify) | 98 | FIX OE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL WHO CODE 1, 2, 3, 4 at Q3 AND NOT 97 OR 99 AT Q8

Q9. You stated you struggled to pay one or more of your bills over the past 12 months. Did you receive financial support from any utility companies, if so please select from the below list.

Please select all that apply

MULTICODE

RANDOMISE

|  |  |  |
| --- | --- | --- |
| Electricity  | 1 |  |
| Gas/ Heating  | 2 |  |
| Water  | 3 |  |
| Council Tax  | 4 |  |
| Broadband | 5 |  |
| Phone (mobile) | 6 |  |
| Phone (Landline) | 7 |  |
| Have not received financial support  | 8 | FIX |
| Other (please specify) | 98 | FIX OE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL WHO CODE 3 AT Q9

Q10. You said you received financial support for your water bill, what specific support did you receive?

Type your answer below

OPEN END

|  |
| --- |
|  |

Ask All

Q11. Are you currently struggling to pay any of the following bills?

Please select one option for each answer

SINGLE CODE. RANDOMISE.

CAROUSEL

Answer Options

|  |  |  |
| --- | --- | --- |
| Yes, I am struggling to pay  | 1 |  |
| No, I am not struggling to pay  | 2 |  |
| Prefer not to say  | 3 |  |
| Don’t Know  | 97 |  |

Statements

|  |  |  |
| --- | --- | --- |
| Water  | 1 |  |
| Electricity  | 2 |  |
| Gas/ Heating | 3 |  |
| Mortgage/ Rent  | 4 |  |
| Phone (mobile) | 5 |  |
| Phone (landline) | 6 |  |
| Broadband  | 7 |  |
| Food shop | 8 |  |
| Council tax | 9 |  |
| Petrol/ Travel | 10 |  |

Click or tap here to enter text.

ASK ALL WHO CODE 1 AT Q11

Q12. How often, if at all, have you had to choose between expenses so you can afford to pay bills? (*e.g. Choosing the water bill over broadband, or choosing to pay rent over paying your phone bill?*)

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Very often | 5 |  |
| Quite often | 4 |  |
| Not very often | 3 |  |
| Not often at all  | 2 |  |
| Never | 1 |  |
| Don't know | 97 |  |

ASK ALL

Q13. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Water]**

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL

Q13a. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Electricity]**

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL

Q13b. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Gas/ Heating]**

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

Click or tap here to enter text.

ASK ALL

[Insert Entry Text]

Q13c. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Petrol/ travel costs]**

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL

Q13d. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Broadband]**

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL

Q28. Thinking about your financial situation over the next year, do you expect it to get:

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| A lot worse | 1 |  |
| A bit worse  | 2 |  |
| Stay the same  | 3 |  |
| A bit better  | 4 |  |
| A lot better  | 5 |  |
| Prefer not to say  | 6 |  |

ASK ALL

Q14. How likely or unlikely do you believe it is that you will struggle to pay a utility bill within the next year?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Very likely | 4 |  |
| Quite likely | 3 |  |
| Not very likely | 2 |  |
| Not at all likely | 1 |  |
| Don't know | 97 |  |

ASK ALL

Q15. Can you please explain why it is that you say you are likely or unlikely to struggle to pay a utility bill within the next year?

Type your answer below

OPEN END

|  |
| --- |
|  |

ASK ALL

Q30. How concerned, if at all, would you be if there was a **monthly** increase in your household’s costs of…

SINGLE CODE, FLIP SCALE

CAROUSEL. RANDOMISE

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

|  |  |  |
| --- | --- | --- |
| £10 | 1 |  |
| £25 | 2 |  |
| £50 | 3 |  |
| £100 | 4 |  |
| £250 | 5 |  |
| £500 | 6 |  |

Cost of living: Water

ASK ALL

Q16. To what extent, if at all, do you trust your water company to do the following:

Please select one option for each answerSINGLE CODE, FLIP SCALE

CAROUSEL. RANDOMISE

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

Q17. If you could pick what water and sewerage company you used, what would be the most important factors that would influence your decision? The water company…

Please select your top 2 in order where 1 = the greatest priority and 2 = the second-greatest priority.

MULTICODE, RANKING, MIN 1, MAX 2

|  |  |  |
| --- | --- | --- |
| Provides a reliable service | 1 |  |
| Ensures good quality drinking water | 2 |  |
| Fixes water pipe leaks in public areas (e.g. in roads, not in the home) | 3 |  |
| Takes away wastewater (from toilets, bathrooms and kitchens) and sewage and deals with it responsibly | 4 |  |
| Provides good value for money to customers | 5 |  |
| Act in the interests of the environment | 6 |  |
| Invests sufficient money into the water network | 7 |  |
| Other (please specify) | 98 | FIX OE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL

Q18. Do you currently have a water meter fitted?

Please select one option

SINGLE CODE

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

ASK ALL

Q19. Do you have a prepayment meter for gas or electricity? *Prepayment meters require you to pay for energy use in advance – either by topping up prepayment online (if you have a smart meter) or via a key or card which you can buy credit for.*

Please select one option

SINGLE CODE

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

ASK ALL

Q20. Thinking back over the last year, have you cut down on water use at any point because you are worried about bills?

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| Yes, I have cut down on my water usage  | 1 |  |
| No, I haven’t cut down on my water usage  | 2 |  |
| Prefer not to say | 3 |  |

ASK ALL

Q21. On average how much is your total water bill annually? *This includes the cost of water and wastewater services if you are billed separately*. *(If you are not sure, please answer 'don't know')*

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| £200 or under | 1 |  |
| £201-£300 | 2 |  |
| £301-£400 | 3 |  |
| £401-£500 | 4 |  |
| £501-£600 | 5 |  |
| £601 or more | 6 |  |
| Don’t Know  | 8 |  |

Water company Value

ASK ALL

Q22. On a scale of 1 to 10 (where 1 is no value for money at all and 10 is extremely good value for money) how much value for money do you feel your water provider gives you?

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

Well being

*Finally, we'd just like to ask some questions about your overall mood/ feelings in life at the moment.*

ASK ALL

Q23. Which of the following emotions best describe how you’re feeling towards day-to-day life?

Please select all that apply

MULTICODE

|  |  |  |
| --- | --- | --- |
| Happy | 1 |  |
| Depressed | 2 |  |
| Stressed | 3 |  |
| Optimistic | 4 |  |
| Positive | 5 |  |
| Worried | 6 |  |
| Energetic | 7 |  |
| Tired  | 8 |  |
| Other (please specify) | 98 | FIX OE |
| Prefer not to say | 96 | FIX EXCLUSIVE |
| Don't know | 97 | FIX EXCLUSIVE |
| None of these | 99 | FIX EXCLUSIVE |

ASK ALL

Q24. Thinking about how the last year compares to previous years, do you think your mental health has been:

Please select one option

SINGLE CODE

|  |  |  |
| --- | --- | --- |
| A lot worse | 1 |  |
| A little worse | 2 |  |
| About the same | 3 |  |
| A little better | 4 |  |
| A lot better | 5 |  |
| Prefer not to say | 99  |  |
| Don’t Know  | 97 |  |

ASK ALL

Q25. Based on what you know about mental health, to what extent do you agree or disagree with the following statements?

Please select one option for each answer

SINGLE CODE

CAROUSEL

Answer Options

|  |  |  |
| --- | --- | --- |
| Strongly agree | 5 |  |
| Agree | 4 |  |
| Neither agree nor disagree | 3 |  |
| Disagree | 2 |  |
| Strongly disagree | 1 |  |
| Prefer not to say | 99 |  |
| Don't know | 97 |  |

Statements

|  |  |  |
| --- | --- | --- |
| Struggling with mental health makes it harder to ask for help with bills | 1 |  |
| I know who to ask for help if I am struggling with bills and it is affecting my mental health  | 2 |  |
| I avoid or delay opening bills when I am struggling with my mental health | 3 |  |

ASK ALL

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

Please select all that apply

MULTICODE

|  |  |  |
| --- | --- | --- |
| Yes (myself) | 1 |  |
| Yes (someone else in the household) | 2 |  |
| No | 3 |  |
| Prefer not to say | 96 | FIX EXCLUSIVE |

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 |