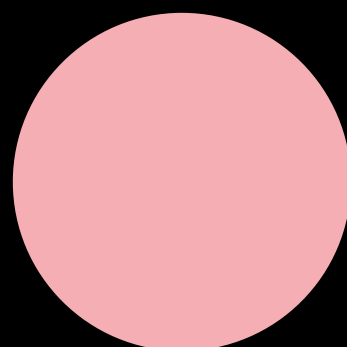
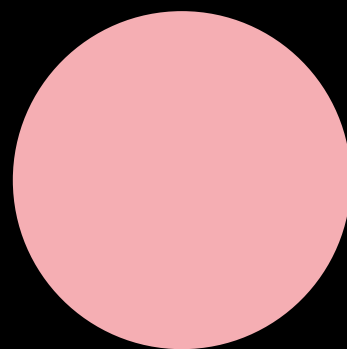


December 2023

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# CCW and Ofwat Customer Spotlight 2023



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## Online questionnaire

<b>PROGRAMMING GUIDELINES</b>	
<b>SURVEY NAME TO APPEAR ON URL</b>	Consumer research survey
<b>SAMPLE SOURCE</b>	Panel
<b>BRANDING</b>	Standard Savanta branding
<b>BACK BUTTON</b>	No (disabled)
<b>PROGRESS BAR</b>	Yes
<b>LANGUAGES</b>	English only
<b>QUOTAS</b>	Based on nationally representative sample in England and Wales, nationally representative quotas based on: Age Gender UK Region Occupation (social grade)
<b>ESTIMATED TOTAL COMPLETES</b>	<b>Online survey</b> N=2,000 representative of England - core sample N=300 representative of Wales - core sample
<b>IN-SURVEY REDIRECTS</b>	None
<b>SCREEN OUT REDIRECT</b>	Panel links
<b>END REDIRECT</b>	Panel links

## For the attention of the Operations team

Please divide the respondents into two groups. For one of the groups show the scale questions in their original orientation, as described in this questionnaire. For the second group please reverse the order. For example, for Q1 (shown below) one group will see 'Yes' followed by 'No' and the reverse is true for group two. Don't know will remain at the bottom for both groups.

We have already flipped the scales in this manner for the 10-point scale questions and would like this flipped orientation to apply to all the following scale questions in the survey listed below:

- LIVING\_STATUS
- Q1
- Q2
- Q3
- Q4
- Q5
- Q6
- Q10
- Q11
- Q12
- Q12b
- Q14
- Q15
- Q18
- Q19
- Q20
- Q22
- Q23
- Q24
- Q27
- Q29
- Q30
- Q33a
- Q33b
- Q34
- Q35
- Q36
- Q37
- ADULTS
- CHILDREN
- INCOME
- HEALTH

## Screening and profiling

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

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

ASK ALL

OCCUPATION. 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. police officer, 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 IF OCCUPATION = RETIRED [CODE 9]

OCCUPATIONRETIRED. Which of the following best describes the previous occupation of the chief income earner in your household before retirement?

*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	

### DUMMY VARIABLE

dSEG DUMMY SEG

.....

RECODE OCCUPATION INTO  
SINGLE CODE

A	1	OCCUPATION/OCCUPATIONRETIRED = 1
B	2	OCCUPATION/OCCUPATIONRETIRED = 2
C1	3	OCCUPATION/OCCUPATIONRETIRED = 3 or 8
C2	4	OCCUPATION/OCCUPATIONRETIRED = 4
D	5	OCCUPATION/OCCUPATIONRETIRED = 5
E	6	OCCUPATION/OCCUPATIONRETIRED = 6 or 7 or 9

ASK ALL

RURAL/URBAN. How would you describe the area you live in?

*Please select one option*

SINGLE CODE

Urban	1	
Suburban	2	
Rural	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

Q1. Does your property include access to a garden?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Don't know	3	FIX

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

Q2. 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 (Q2_1)
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	
I am not responsible for paying this bill	4	CODE AS NON-BILL PAYER FOR WATER (Q2_1)
Not applicable to my household	97	FIX

Water	1	
Gas	2	
Electricity	3	
Broadband	5	

Landline	7	
----------	---	--

ASK ALL

General\_Trap\_1. If today is Saturday, what day will it be tomorrow? Please type in what day it will be

*Type your answer below*

OPEN END

**SCREEN OUT IF 'SUNDAY' IS NOT THE RESPONSE**

--

## State of the nation

Click or tap here to enter text.

**NOTE TO OPS DO NOT CODE TEXT IN SQUARE BRACKETS**

ASK ALL BILL PAYERS - THOSE WHO CODE 1, 2 OR 3 FOR Q2

Q5. 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	
Prefer not to say	96	FIX

ASK ALL

Q6. 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	96	FIX

ASK IF Q5 = CODE 1-4

.....



Q7. Which of the following, if any, have you used to help pay your bills over the last 12 months.

*Please select all that apply*

MULTICODE

RANDOMISE

Credit card(s)	1	
Overdraft	2	
A loan	3	
Borrowed from friends and family	4	
I have put off paying my household bills	7	
Other (please specify)	98	FIX OE
None of these	99	FIX EXCLUSIVE

ASK ALL

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

*Please select all that apply*

MULTICODE

RANDOMISE

Water	1	
Electricity	2	
Gas	3	
Broadband	4	
Landline	6	
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 Q5 AND NOT 97 OR 99 AT Q8

Q9i. 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
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## Water usage

ASK ALL

Q10. How often, if at all, do you think about how much you use of the following?

*Please answer on a scale from 1 to 10 where 10 is 'every day' and 1 is 'never thought about it'.*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

10 – Every day	10	
9	9	
8	8	
7	7	
6	6	
5	5	
4	4	
3	3	
2	2	
1 – I have never thought about it	1	

Statements

Water	1	
Electricity	2	
Gas	3	
Petrol / diesel	4	
Single use plastics	5	

INFO SCREEN:

Thank you. The next set of questions will focus on your water usage. There are no right or wrong answers – please answer honestly about your views and situation.

ASK ALL

Q11. How often, if at all, do you yourself do the following?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

Every time	1	
Most of the time	2	
Some of the time	3	
Rarely	4	
Never	8	
Not applicable	9	FIX

Statements

Turn off the tap while brushing teeth	1	
Use a washing up bowl when washing up in the sink	2	
Flush a cotton bud down the toilet	3	
Flush a wipe down the toilet	4	
Pour cooking oil down the kitchen sink	5	
Do a half load in the washing machine	6	
Do a half load in the dishwasher	7	
Flush a tampon down the toilet	8	ONLY SHOW TO THOSE WHO CODE 2 (FEMALE) AT GENDER QUESTION AND THOSE AGED UP TO 54
Flush a sanitary towel down the toilet	9	
Reuse water from cooking or washing up	10	

ASK ALL

Q12. How often, if at all, have you yourself done the following in or around your home, over the last 12 months?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

Every day	1	
A few times a week	2	
A few times a month	3	
Every few months	4	
A few times a year	5	
Once a year	6	
Less than once a year	7	
Never	8	
Not applicable as I don't have one of these	9	FIX

Statements

Washed car using a hose	1	
Washed car using a bucket	2	
Filled a hot tub	8	
Used a pressure/jet washer	9	

ASK ALL WHO SELECTED CODE 1 'YES' FOR Q1

Q12b. How often, if at all, do you yourself do the following in or around your garden during the summer months?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

Every day	1	
-----------	---	--

A few times a week	2	
A few times a month	3	
Once or twice	4	
Never	5	
Not applicable as I don't have one of these	6	FIX

Statements

Watered the garden with a hosepipe	1	
Watered the garden with a watering can	2	
Watered the garden with sprinklers	3	
Watered the garden using water from a water butt	4	
Filled a paddling pool	5	

## Environment

### INFO SCREEN:

Thank you. The next set of questions will focus on the environment. There are no right or wrong answers – please answer honestly about your views and situation.

### ASK ALL

Q14. To what extent do you agree or disagree with the following statements about the environment.

*Please answer on a scale from 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree'.*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

10 – Strongly agree	10	
9	9	
8	8	
7	7	
6	6	
5	5	
4	4	
3	3	
2	2	
1 – Strongly disagree	1	

### Statements

We must act now to reduce the impact of climate change	1	
Individuals should make environmentally friendly choices, even if it costs them more	2	
Climate change is caused by human activity	3	
Environmental issues are best addressed by individuals taking personal responsibility to make changes in their lives	4	
Companies need to think less about profit and more about the environment	10	
The UK is vulnerable to water shortages	7	
We need to use less water in this country	8	
It is not possible to run out of water in this country	9	

### ASK ALL

Q15. Have you heard of the term Net Zero?

*Please select one option*

SINGLE CODE

Yes, I know a lot about the term	1	
Yes, I know a bit about the term	2	
I've heard of the term but I'm not sure what it means	3	
I've never heard of the term	4	
Don't know	97	FIX

ASK ALL WHO ANSWERED CODE 1 OR 2 FOR Q15

Q16a. When thinking about the term Net Zero, what comes to mind?

Type your answer below

OPEN END

ASK ALL WHO ANSWERED CODE 1 OR 2 FOR Q15

Q16. When thinking about achieving Net Zero targets, which of the following come to mind?

Please rank answer options in the order you associate them with Net Zero, where 1 is most strongly associated with Net Zero

RANKING MIN 1 NO MAX

RANDOMISE

Recycling more	1	
Travelling less with vehicles that use fossil fuels	2	
Using less electricity in the home	3	
Using less gas in the home	4	
Using less water in the home and garden	5	
Buying fewer clothes	6	
Eating less meat	7	
Flying less	8	
Switching to a green energy provider or tariff	9	
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL WHO ANSWERED CODE 3 OR 4 OR 97 FOR Q15

Q17a. When thinking about tackling climate change, what comes to mind?

Type your answer below

OPEN END

ASK ALL WHO ANSWERED CODE 3 OR 4 OR 97 FOR Q15

Q17. When thinking about tackling climate change, which of the following come to mind?

Please rank answer options in the order you associate them with tackling climate change, where 1 is most strongly associated with tackling climate change

RANKING MIN 1 NO MAX

RANDOMISE

Recycling more	1	
Travelling less with vehicles that use fossil fuels	2	
Using less electricity in the home	3	
Using less gas in the home	4	
Using less water in the home and garden	5	
Buying fewer clothes	6	
Eating less meat	7	

Flying less	8	
Switching to a green energy provider or tariff	10	
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL

Q18. Please select the response that most reflects your view for the following statements.

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

I don't want to do this	1	
I don't have the tools/equipment/knowledge to do this	2	
I do this already, but I could do it more	3	
I already do this as much as I can	4	
None of these	96	FIX

Statements

Recycling	1	
Using less water in the home	2	
Using less energy in the home	3	
Wasting less food	4	

## Providers

ASK ALL

Q20. To what extent do you agree or disagree with the following statements.

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

Strongly agree	5	
Agree	4	
Neither agree nor disagree	3	
Disagree	2	
Strongly disagree	1	
Don't know	97	FIX
Not applicable	99	FIX

Statements

I can change water company if I'm not happy with the service or cost	1	
The taste of tap water can be different across the country	2	
I know which company provides water to my home	3	
I know which company provides sewerage services to my home	4	
Water companies are doing more to find and fix leaks than they used to	5	

ASK ALL

Q21. Which of the following services do you think water companies provide?

*Please select all that apply*

MULTICODE

RANDOMISE

Provide clean, safe water to the property	1	
Remove dirty wastewater from the property	2	
Repair burst or damaged pipes in the neighbourhood	3	
Repair burst or damaged pipes or plumbing within the property	4	
Improve biodiversity in the water environment e.g., rivers	6	
Educate customers on how to use less water	7	
Find and fix water leaks	8	
Prevent rivers from flooding	9	
Pay for damage caused by sewage flooding in the home	10	
None of the above	99	FIX EXCLUSIVE
Don't know	97	FIX EXCLUSIVE
Other (please specify)	98	FIX OE

ASK ALL



Q22. To what extent do you agree or disagree with the following statements about **your water company or the services they provide** 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 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 <b>customers</b>	1	
They act in the interest of <b>the environment</b>	2	
They act in the interest of <b>my local area/community</b>	3	
They provide a good service	4	
The water I drink is clean and safe	5	
I am not happy with my water pressure	6	
They don't keep me up to date on local work which may affect me	7	
Their services offer value for money	8	
I trust them to fix a problem quickly	9	
I trust them to do what's right for the environment	10	
I trust them to keep me informed about service choices that could help me	11	
They are more interested in profits than providing a good service	12	
They don't keep me informed about my services	13	

ASK ALL

Q23. To what extent are you satisfied or dissatisfied with the following?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

10 - Extremely satisfied	10	
9	9	
8	8	
7	7	
6	6	

5	5	
4	4	
3	3	
2	2	
1 - Extremely dissatisfied	1	

Statements

The quality of <b>water</b> services you receive (e.g., drinking water, water for washing)	1	
The quality of the <b>wastewater and drainage</b> services you receive (e.g., removal and treatment of water that goes down sinks, toilets, and drains)	2	

ASK ALL

Q24. Would you recommend your provider for the services they provide to a family member or friend?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

Yes, I would definitely recommend	1	
Yes, I would probably recommend	2	
No, I would probably not recommend	3	
No, I would definitely not recommend	4	
Not applicable to me	5	FIX
Don't know	97	FIX

Statements

Your <b>water</b> provider	1	
Your <b>electricity</b> provider	2	
Your <b>gas</b> provider	3	
Your <b>broadband</b> provider	4	
Your <b>landline</b> provider	6	

ASK ALL WATER BILL PAYERS (Q2\_1 = 1 OR 2)

Q25. When you received your last household **water** bill, which, if any, of the following did you do?

*Please select all that apply*

MULTICODE

RANDOMISE

I checked to see how much it was	1	
I compared it to the previous bill	2	
I submitted a new meter reading	3	
I looked for alternative providers	4	
I contacted my provider about the bill	5	
I used the information in the bill to reduce my water usage	6	

Other (please specify)	98	FIX OE
I did not pay much attention to it	7	FIX EXCLUSIVE
Don't know	97	FIX

ASK ALL WHO SELECTED CODE 7 AT Q25

Q26. Why did you not pay much attention to your last water bill?

*Type your answer below*

OPEN END

--

ASK ALL

Q27. When was the last time you contacted your water company, if at all?

*Please select one answer*

SINGLE CODE

Answer Options

In the last 6 months	3	
In the last year	4	
In the last 3 years	5	
More than 3 years ago	6	
I have never contacted my provider	7	

ASK ALL WHO CODED 1-6 FOR Q27

Q28. Why did you contact your provider?

*Please select one answer*

SINGLE CODE

RANDOMISE

Answer Options

General billing enquiry	1	
To ask for support with paying a bill	2	
To ask for another type of support (not related to paying a bill)	3	
To make a complaint	4	
To make an enquiry relating to drought/water shortage	5	
To make an enquiry relating to flooding	6	
To make an enquiry about sewers and drains	7	
No supply/supply issue	8	
To ask for a water meter (your choice)	9	
Been told I will have to have a water meter (no choice)	10	
Water quality	11	
Water pressure	12	
To report a leak	13	
To report sewage flooding in your home or around your property	14	
To enquire about a hosepipe ban	15	
Other (please specify)	98	OE FIX

ASK ALL

Q29. Do you have a water meter?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Don't know	97	FIX

ASK ALL WHO CODE 1 FOR Q29

Q30. Was it your choice to have a water meter fitted?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Don't know	97	FIX

ASK ALL

Q31. 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 (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	
Through a friend, family member or colleague	8	
Radio	9	
Spotify or podcast	10	
Email	11	
Letter/leaflet	12	
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 Q31

Q32. 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	
What you can or can't flush down the toilet	6	
How to dispose of fats, oil or grease	7	
How to use less water	8	
Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

## Priority services

ASK ALL

Q33a. Do you yourself or anyone in your household need information in a specific format due to a visual impairment e.g., large print, braille or talking bills from your water company?

*Please select one option for each answer*

MULTICODE

Answer Options

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

ASK ALL AGED 18-34 WHO SELECTED CODE 1 AT Q33a

Q33c. Please provide further detail about the information format you require from your water company e.g., do you require large print, braille or talking bills?

*Type your answer below*

OPEN END

NON-MANDATORY QUESTION

--

ASK ALL

Q33b. Do you yourself or anyone in your household need a constant supply of water for medical reasons such as kidney dialysis, or the need to use extra water where a medical condition is helped by baths or showers?

*Please select all that apply*

MULTICODE

Answer Options

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

ASK ALL

Q34. Would you or someone in your household be able to collect bottled water (provided by your water company) from a collection point if your water supply was off for more than a few hours for some reason?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Don't know	97	FIX

ASK ALL

Q35. Before today, were you aware that your water company offers additional services which cover all of these things as part of its Priority Services register scheme?

*Please select one option*

.....

SINGLE CODE

Yes, and I'm on the register	1	
Yes, but I'm not on the register	2	
Yes, I can't remember if I'm on the register	3	
No, but I don't need these	4	
No, and I would like to register	5	
Prefer not to say	96	FIX

## Future

ASK ALL

Q36. Thinking about your water company and their focus over the next 10-20 years, please rate the following on a scale from 1 to 10 according to how important they are for you, with 10 being extremely important and 1 being not at all important.

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

RANDOMISE STATEMENTS

Answer Options

10 – Extremely important	10	
9	9	
8	8	
7	7	
6	6	
5	5	
4	4	
3	3	
2	2	
1 – Not at all important	1	

Statements

Provide clean, safe drinking water	1	
Keep bills low	2	
Fix leaks	3	
Prevent sewage entering people’s homes	4	
Provide good customer service	5	
Make sure there are no water shortages	6	
Prevent sewage entering rivers, streams, and the sea	7	
Ensuring services can meet the needs of future generations	8	
Reducing the amount of water taken from environmentally sensitive rivers	9	
Reduce their carbon footprint	10	
Please select number 4	11	SCREEN OUT IF RESPONDENT DOES NOT SELECT CODE 4

ASK ALL

Q36b. Now thinking about your water company and where their focus should be over the next 5 years, please rank the following in order of importance to you, where 1 = most important and 2 = second most important, and so on.

RANK

RANDOMISE, MIN RANK 3 NO MAX

Answer Options

Statements



Provide clean, safe drinking water	1	
Keep bills low	2	
Fix leaks	3	
Prevent sewage entering people's homes	4	
Provide good customer service	5	
Make sure there are no water shortages	6	
Prevent sewage entering rivers, streams, and the sea	7	
Ensuring services can meet the needs of future generations	8	
Reducing the amount of water taken from environmentally sensitive rivers	9	
Reduce their carbon footprint	10	
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

## 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

Q37. What type of property do you live in?

*Please select one option*

SINGLE CODE

A house	1	
A flat/apartment	2	
Other (please specify)	98	FIX OE

### ASK ALL

ADULTS. Including yourself, how many adults live in your household?

*Please select one option*

SINGLE CODE

1 (just me)	1	
2	2	
3	3	
4	4	
5	5	
More than 5	6	
Prefer not to say	96	FIX

ASK ALL  
 CHILDREN. Do you have any children living with you in your household?  
*Please select all that apply*  
 MULTICODE

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	FIX EXCLUSIVE

ASK ALL  
 INCOME. What is your annual household income before tax and deductions?  
*Please select one option*  
 SINGLE CODE

Less than £10,399	1	
From £10,400 to £15,599	2	
From £15,600 to £25,999	3	
From £26,000 to £36,399	4	
From £36,400 to £51,999	5	
£52,000 or more	6	
Prefer not to say	96	FIX

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\_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

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**