**QUESTIONNAIRE**

**UNITED UTILITIES WEBSITE TAXONOMY TESTING**

**SAMPLE**

1. 300 UU customers
2. Mix of completion on desktop and mobile completion

All to…:

- Be in the UU areas
- Be the bill payer
- Natural fall out of demogs

## SCREENING QUESTIONS

**SECTION INTRO, SHOW ALL**

**First, we would like to ask you a few general questions about you and your household..**

|  | **ASK ALL** |  |
| --- | --- | --- |
| **S1** | **Are you….** |  |
|  | Male | 1 |
|  | Female | 2 |
|  | Other (Please specify) | 3 |
|  | Prefer not to say | 4 |

|  | **AUTO-ALLOCATE RESPONSE AT S2**<br>**DO NOT SHOW** |  |
| --- | --- | --- |
| **S2** | What is your age |  |
|  | Under 18 **THANK AND CLOSE** | 1 |
|  | 18-24 | 2 |
|  | 25-34 | 3 |
|  | 35-44 | 4 |
|  | 45-54 | 5 |
|  | 55-64 | 6 |
|  | 65-74 | 7 |
|  | 75+ | 8 |
|  | Prefer not to say | 9 |

|  | **ASK ALL**<br>**SINGLE CODE, ORDERED** |  |
| --- | --- | --- |
| **S3** | Please tell us the county in which you live? |  |
|  | Cheshire | 1 |
|  | Cumbria | 2 |
|  | Greater Manchester | 3 |
|  | Lancashire | 4 |
|  | Merseyside | 5 |
|  | Other **THANK AND CLOSE** | 6 |

|  | **ASK ALL**<br>**MULTICODE, RANDOMISED ORDER, DO NOT SHOW GREYED OUT OPTIONS** |  |
| --- | --- | --- |
| **S4** | **Which company provides your water and sewerage (sometimes also called wastewater) services?**<br>**DESCRIPTION TO APPEAR ON SCREEN IN SMALLER FONT BENETH THE QUESTION BUT ABOVE THE ANSWERS**<br>*By sewerage services (sometimes also called wastewater services) we mean the system of carrying away any dirty water and sewage from houses, businesses and other properties through a network of sewer pipes and drains, treating the water to clean it and safely returning it to rivers or to the sea.* |  |
|  | United Utilities (both) | 1 |
|  | United Utilities (water only) **THANK AND CLOSE** | 2 |
|  | United Utilities (sewerage only) **THANK AND CLOSE** | 3 |
|  | Other company e.g. Yorkshire Water, Severn Trent **THANK AND CLOSE** | 4 |
|  | Not connected to either mains water or sewerage or both **THANK AND CLOSE** | 5 |
|  | Don't know **THANK AND CLOSE** | 6 |

| | | |
|---|---|---|
| | **ASK ALL**<br>**MULTICODE, RANDOMISED ORDER,**<br>**INSERT RETAILERS SELECTED AT S4**<br>**REFER TO RETAILER GRID TO DETERMINE VALID CHANNELS FOR EACH** | |
| **S5** | **Are you the person responsible for paying the utilities bills (such as water, electricity or gas) in your household, or are you jointly responsible with someone else?** | |
| | Solely responsible | 1 |
| | Jointly responsible | 2 |
| | Not responsible **THANK AND CLOSE** | 3 |
| | Don't know **THANK AND CLOSE** | 4 |

| | | |
|---|---|---|
| | **ASK ALL**<br>**SINGLE CODE, ORDERED** | |
| **S6** | **Do you have a water meter?** | |
| | Yes | 1 |
| | No | 2 |

**SECTION A – TREE TESTING**

**SECTION INTRO, SHOW ALL**

Thank you for your answers so far. We would now like to show you a new website being developed by United Utilities. We are going to set you five simple tasks to understand how you navigate the new site.

**TASK LIST**

**Billing**
1. I want to make a payment
2. I'm struggling to pay my water bill, what should I do?
3. I want to tell you that we are moving home?
4. I want to submit a meter reading
5. How could a water meter save me money?

**Water and Wastewater**
6. I have discoloured water, is it safe to use?
7. I have a leak in my property, what should I do?
8. I have no water, neither do my neighbours, are UU aware of the issue?
9. I want to find out about the quality of my water?
10. How can I save water to reduce my bills?

**EACH RESPONDENT TO SEE 5 TASKS EACH. THEY SHOULD BE A MIX OF BILLING & WATER AND WASTECOLOUR TASK SPLIT 2 FROM ONE SECTION AND 3 FROM THE OTHER ON A LEAST FILL BASIS**

**PLEASE TIME THE TASK FROM THE FIRST CLICK, THROUGH TO POINT THEY REACH AND CLICK ON THE FINAL STEP**

**INTRO FOR TASK 1**

In this first task, we would like you to use the website to answer the following query: **<INSERT TASK>**
When you reach the answer, please make sure to click on the final stage to register you have answered the question.

**INSERT WEBSITE AT THE HOMEPAGE AND START RECORDING FROM FIRST CLICK, RECORD PAGES VISITED AND STOP TIMER WHEN FINAL POINT IS REACHED**

**AFTER EACH TASK HAS BEEN COMPLETED BY THE RESPONDENT, PLEASE SHOW THE FOLLOWING QUESTIONS BEFORE LOOPING TO THE NEXT TASK**

|  | **ASK ALL, SINGLE CODE, ORDERED** |  |
|---|---|---|
| **A1.1** | **You have answered the question <INSERT TASK>. How easy or difficult was it to find the information on the website?** |  |
|  | Very easy | 1 |
|  | Quite easy | 2 |
|  | Neither easy or difficult | 3 |
|  | Quite difficult | 4 |
|  | Very difficult | 5 |

|  | **ASK ALL, OPEN END** |  |
|---|---|---|
| **A2.1** | **Please let us know if you have any other comments or feedback on your experience of finding the information for the task you've just done** |  |

**INTRO FOR TASK 2**

Next, we would like you to use the website to answer the following query: **<INSERT TASK>**

As before, you reach the answer, please make sure to click on the final stage to register you have answered the question.

**INSERT WEBSITE AT THE HOMEPAGE AND START RECORDING FROM FIRST CLICK, RECORD PAGES VISITED AND STOP TIMER WHEN FINAL POINT IS REACHED**

**AFTER EACH TASK HAS BEEN COMPLETED BY THE RESPONDENT, PLEASE SHOW THE FOLLOWING QUESTIONS BEFORE LOOPING TO THE NEXT TASK**

|  | **ASK ALL,**<br>**SINGLE CODE, ORDERED** |  |
|---|---|---|
| **A1.2** | **You have answered the question <INSERT TASK>.**<br>**How easy or difficult was it to find the information on the website?** |  |
|  | Very easy | 1 |
|  | Quite easy | 2 |
|  | Neither easy or difficult | 3 |
|  | Quite difficult | 4 |
|  | Very difficult | 5 |

|  | **ASK ALL,**<br>**OPEN END** |  |
|---|---|---|
| **A2.2** | **Please let us know if you have any other comments or feedback on your experience of finding the information for the task you've just done** |  |

**INTRO FOR TASK 3**

This time, please use the website to answer the following query: **<INSERT TASK>**

Please make sure to click on the final stage to register you have answered the question.

**INSERT WEBSITE AT THE HOMEPAGE AND START RECORDING FROM FIRST CLICK, RECORD PAGES VISITED AND STOP TIMER WHEN FINAL POINT IS REACHED**

**AFTER EACH TASK HAS BEEN COMPLETED BY THE RESPONDENT, PLEASE SHOW THE FOLLOWING QUESTIONS BEFORE LOOPING TO THE NEXT TASK**

|  | **ASK ALL,**<br>**SINGLE CODE, ORDERED** |  |
|---|---|---|
| **A1.3** | **You have answered the question <INSERT TASK>.**<br>**How easy or difficult was it to find the information on the website?** |  |
|  | Very easy | 1 |
|  | Quite easy | 2 |
|  | Neither easy or difficult | 3 |
|  | Quite difficult | 4 |
|  | Very difficult | 5 |

|  | **ASK ALL,**<br>**OPEN END** |  |
|---|---|---|
| **A2.3** | **Please let us know if you have any other comments or feedback on your experience of finding the information for the task you've just done** |  |

**INTRO FOR TASK 4**

Nearly done! Please use the website to answer the following query: **<INSERT TASK>**

As always, please make sure to click on the final stage to register you have answered the question.

**INSERT WEBSITE AT THE HOMEPAGE AND START RECORDING FROM FIRST CLICK, RECORD PAGES VISITED AND STOP TIMER WHEN FINAL POINT IS REACHED**

| | ASK ALL, SINGLE CODE, ORDERED | |
|---|---|---|
| A1.4 | **You have answered the question &lt;INSERT TASK&gt;.** <br> **How easy or difficult was it to find the information on the website?** | |
| | Very easy | 1 |
| | Quite easy | 2 |
| | Neither easy or difficult | 3 |
| | Quite difficult | 4 |
| | Very difficult | 5 |

| | ASK ALL, OPEN END | |
|---|---|---|
| A2.4 | **Please let us know if you have any other comments or feedback on your experience of finding the information for the task you've just done** | |

**INTRO FOR TASK 5**

Last one! For your final task, please use the website to answer the following query: **&lt;INSERT TASK&gt;**
Please make sure to click on the final stage to register you have answered the question.

**INSERT WEBSITE AT THE HOMEPAGE AND START RECORDING FROM FIRST CLICK, RECORD PAGES VISITED AND STOP TIMER WHEN FINAL POINT IS REACHED**

**AFTER EACH TASK HAS BEEN COMPLETED BY THE RESPONDENT, PLEASE SHOW THE FOLLOWING QUESTIONS BEFORE LOOPING TO THE NEXT TASK**

| | ASK ALL, SINGLE CODE, ORDERED | |
|---|---|---|
| A1.5 | **You have answered the question &lt;INSERT TASK&gt;.** <br> **How easy or difficult was it to find the information on the website?** | |
| | Very easy | 1 |
| | Quite easy | 2 |
| | Neither easy or difficult | 3 |
| | Quite difficult | 4 |
| | Very difficult | 5 |

| | ASK ALL, OPEN END | |
|---|---|---|
| A2.5 | **Please let us know if you have any other comments or feedback on your experience of finding the information for the task you've just done** | |

**SECTION B – ADDITIONAL PROFILING QUESTIONS**

**SECTION INTRO, SHOW ALL**

Thank you for your answers so far. We just have a few more questions to finish with. These questions are to understand a bit more about you and so we can put the survey results into context. Please remember that this information is only for analysis purposes and you will remain anonymous.

| | **ASK ALL** <br> **SINGLE CODE, ORDERED** | |
|---|---|---|
| **D1** | **Which best describes your household make up** | |
| | House Sharers (Not a couple/Married but a household with more than one adult) | 1 |
| | Single (1 person household) | 2 |
| | Married/Couple (2 people living together) | 3 |
| | Single Parent (1 person with one or more children at home) | 4 |
| | Family with Younger Kids (Eldest Child under 10) | 5 |
| | Family with Older Kids (Eldest Child aged 10 years or older) | 6 |

| | **ASK ALL** <br> **SINGLE CODE** | |
|---|---|---|
| **D2** | **Please can you tell us which occupational group the Chief Income Earner in your household belongs, or which group fits best.** <br> **This could be you: the Chief Income Earner is the person in your household with the largest income.** <br> **If the Chief Income Earner is retired and has an occupational pension please answer for the occupation which was their main career.** <br> **If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.** | |
| | High managerial, administrative or professional - e.g. doctor, lawyer, company director (50+ people), judge, surgeon, school headmaster etc. | 1 |
| | Intermediate managerial, administrative or professional - e.g. school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc. | 2 |
| | Supervisor, clerical, junior managerial, administrative or professional - e.g. policeman, nurse, secretary, clerk, self-employed (5+ people) etc. | 3 |
| | Skilled manual worker - e.g. mechanic, plumber, electrician, lorry driver, train driver etc. | 4 |
| | Semi-skilled or unskilled manual worker - e.g. baggage handler, waiter, factory worker, receptionist, labourer, gardener etc. | 5 |
| | Housewife/househusband | 6 |
| | Unemployed | 7 |
| | Student | 8 |
| | Retired and on state pension (If retired but not on state pension, please indicate the occupation just before retirement) | 9 |

| | AUTO-ALLOCATE RESPONSE AT D2 DO NOT SHOW | |
|---|---|---|
| D2.1 | SEG | CODE AS |
| | 1 | A |
| | 2 | B |
| | 3 | C1 |
| | 4 | C2 |
| | 5 | D |
| | 6 | E |
| | 7 | E |
| | 8 | C1 |
| | 9 | E |

| | ASK ALL SINGLE CODE, ORDERED | |
|---|---|---|
| D3 | Which of the following best describes how often you use the internet? | |
| | Several times a day | 1 |
| | Daily | 2 |
| | Every 2-3 days | 3 |
| | Once a week | 4 |
| | Less often | 5 |

| | ASK ALL SINGLE CODE, ORDERED | |
|---|---|---|
| D4 | How would you describe your ability for using the internet? | |
| | Beginner | 1 |
| | Intermediate | 2 |
| | Advanced | 3 |