

## WaterTalk Questionnaire: COVID-19 Impact re-run

Scripting specifications	
Job code & Project	COVID-19 Impact re-run
Market & Languages	
Sample source	<input checked="" type="checkbox"/> Panel <input type="checkbox"/> Client List <input type="checkbox"/> External sample provider <input type="checkbox"/> Open link
	If 'Client List', specify any variables client will provide for routing and/or analysis
Stimulus path	
Member Sat Qs	Yes / No
Segmentation	N/A

### Project timings:

Questionnaire finalised	Wednesday 10 <sup>th</sup> March
Scripting and testing	Thursday 11 <sup>th</sup> – Monday 15 <sup>th</sup> March
Fieldwork	Monday 15 <sup>th</sup> to Monday 22 <sup>nd</sup> March
Draft report to UU	Wednesday 31 <sup>st</sup> March

### Invite text

Subject line Your thoughts on the current situation

Dear [INSERT NAME]

Last April we checked in with you to see how you and your loved ones were adapting to life in lockdown.

Now we'd appreciate it if you can take part in our survey help us understand how your situation may have changed and your views as we move towards the relaxation of restrictions on social contact.

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

### Survey details

**Prize draw:** Chance to win one of four £25 VEX vouchers in the prize draw

**Closing date:** 9.30am on TBC

**Survey length:** 12 minutes

Please let us know if you have any questions by emailing [@watertalkunitedutilities.com](mailto:@watertalkunitedutilities.com)

Many thanks for your time and input,

The WaterTalk team

### **SURVEY INTRO:**

Many thanks for taking part in our short survey. We'd like to hear about your thoughts on how your situation may have changed over the past year and your views as we move towards the relaxation of restrictions on social contact.

Please click on the 'NEXT' button below to get started.

### **ASK ALL. SINGLE CODE PER DOWNBREAK. FLY-IN STATEMENTS**

Q1. We will show you a series of statements and will ask you the extent to which you are concerned about each of them. We will ask you to indicate this by clicking on the 'concerned' or 'not concerned' buttons for each statement.

### **TOP BREAKS – RANDOMISE**

1. The economy **KEEP WITH CODES 2, 3, 4, 5**
2. My personal/ family day to day finances **KEEP WITH CODES 1, 3, 4, 5**
3. My personal/ family investments and savings for the future **KEEP WITH CODES 1, 2, 4, 5**
4. Ability to earn a wage **KEEP WITH CODES 1, 2, 3, 5**
5. Ability to purchase the products I/my family need **KEEP WITH CODES 1, 2, 3, 4**
6. Having enough food to eat
7. Maintaining public order in society **KEEP WITH CODE 8**
8. The ability of government to function effectively **KEEP WITH CODE 7**
9. My mental health (e.g. stress, anxiety) **KEEP WITH CODES 10, 11, 12**
10. My family's mental health (e.g. stress, anxiety) **KEEP WITH CODES 9, 11, 12**
11. My physical health **KEEP WITH CODES 9, 10, 12**
12. My family's physical health **KEEP WITH CODES 9, 10, 11**
13. Having safe drinking water
14. Children's education

### **DOWNBREAKS**

1. Concerned
2. Not concerned

**ASK ALL. MULTI CODE. RANDOMISE**

**Q2. Related to the coronavirus outbreak, which, if any, of the following apply to you personally or someone in your household?**

*Please select all that apply.*

1. I / a member of my household is a keyworker (e.g. NHS, emergency services, utilities employee, etc.)
2. Lost my / their job, due to the coronavirus outbreak and still unemployed now
3. Lost my / their job, due to the coronavirus outbreak and took early retirement as a result
4. Lost my / their job, due to the coronavirus outbreak but got a new job in the same sector
5. Lost my / their job, due to the coronavirus outbreak but got a new job in a different sector
6. Furloughed by employer and received a reduced income as a result
7. Applied for Universal Credit
8. Taken out a personal loan
9. Took unpaid sick leave
10. Took unpaid leave to look after kids or other family members
11. Self-employed and income has reduced significantly/ completely
12. In a high-risk category so currently self-isolating
13. Usually use cash to manage money, and struggling to do so now
14. Something else (please specify)
15. None of the above (**FIXED. EXCLUSIVE**)

**ASK ALL. GRID. SINGLE CODE PER ROW. RANDOMISE ROWS**

**Q3. Over the last year, would you say the following aspects have become any more or less important to you?**

**ROWS**

1. Saving water / being water efficient
2. Protecting the environment
3. Keeping on top of maintenance for my home
4. Keeping up with personal hygiene
5. Supporting the community and those that are vulnerable
6. Staying in touch with friends and family
7. Keeping on top of my finances
8. Making sure I eat a healthy, balanced diet
9. Making sure I get enough exercise

**COLUMNS**

1. Far less important
2. Slightly less important
3. No change
4. Slightly more important
5. Far more important

**ASK ALL. GRID. SINGLE CODE PER ROW. RANDOMISE**

**Q4. Which, if any, bills or costs are you worried about paying?**

**ROWS – RANDOMISE**

1. Mortgage
2. Rent
3. Phone / broadband bill
4. Water bill
5. Electricity / gas bill
6. Council tax
7. Personal loan repayments
8. TV licence
9. Holidays
10. Streaming subscription (e.g. Spotify, Netflix, Amazon Prime, etc.)
11. Car tax / insurance

**COLUMNS**

1. Not worried at all
2. Not very worried
3. Somewhat worried
4. Very worried
5. Extremely worried
6. Not applicable

**ASK ALL. SINGLE CODE PER DOWNBREAK. FLY-IN STATEMENTS**

**Q5. How difficult would you say it is for your household to meet the monthly payments on your bills?**

**TOP BREAKS – DO NOT RANDOMISE**

1. Before the coronavirus outbreak
2. 6 months ago
3. Now
4. In the coming months

**DOWNBREAKS**

1. Extremely difficult
2. Very difficult
3. Somewhat difficult
4. Slightly difficult
5. Not difficult at all

**ASK ALL. SINGLE CODE PER DOWNBREAK. FLY-IN STATEMENTS**

**Q6. And, specifically, how difficult would you say it is for your household to pay your water bill?**

**TOP BREAKS – DO NOT RANDOMISE**

1. Before the coronavirus outbreak
2. 6 months ago
3. Now
4. In the coming months

**DOWNBREAKS**

1. Extremely difficult
2. Very difficult
3. Somewhat difficult
4. Slightly difficult
5. Not difficult at all

**ASK ALL. SINGLE CODE PER DOWNBREAK**

**Q26. How have your spending habits changed during the COVID-19 pandemic?**

**TOP BREAKS – RANDOMISE**

1. I've bought more online
2. I've thought more carefully about what I spend my money on
3. I've tried to reduce what I'm spending – so that I can save more
4. I've tried to reduce what I'm spending – because I have less to spend
5. I've made fewer impulse purchases
6. I've shopped around to make sure I'm getting the best deals
7. I've chosen to spend money with local, independent companies
8. I've chosen to spend money with companies I trust
9. I've avoided making big expensive purchases (car, home improvements)
10. I've chosen to spend more with ethical companies
11. I've been dealing with companies via online channels more (e.g. email, live chat, etc.)
12. I've been doing life admin / making payments online

**DOWNBREAKS – DO NOT RANDOMISE**

1. I've done this more during the COVID-19 pandemic
2. I've done this less during the COVID-19 pandemic
3. No change compared to before the COVID-19 pandemic
4. Not sure

**ASK ALL. SINGLE CODE PER DOWNBREAK**

**Q27. Which of these do you expect to do more of over the next year'?**

**TOP BREAKS – RANDOMISE**

1. Make purchases online
2. Think more carefully about what I spend my money on
3. Reduce what I'm spending – so that I can save more
4. Reduce what I'm spending – because I have less to spend
5. Make fewer impulse purchases
6. Shop around to make sure I'm getting the best deals
7. Choose to spend money with local, independent companies
8. Choose to spend money with companies I trust
9. Avoid making big expensive purchases (car, home improvements)
10. Choose to spend more with ethical companies
11. Deal with companies via online channels more (e.g. email, live chat, etc.)
12. Do life admin / make payments online

**DOWNBREAKS – DO NOT RANDOMISE**

1. Yes
2. No
3. Not sure

**ASK ALL. SINGLE CODE**

**Q28. Thinking about the coronavirus outbreak, has this had an impact on your household's discretionary income? By '*discretionary income*' we mean the amount of money you have left from your income after taking away money spent on ongoing housing costs, bills, taxes and other necessary living expenses.**

1. Yes, we have more money left
2. No, we have about the same amount of money left
3. Yes, we have less money left
4. Don't know / Can't say

**ASK THOSE WITH MORE MONEY LEFT (Q28 = 1). MULTI CODE. RANDOMISE**

**Q29. What have you been doing with this extra discretionary income?**

*Please select all that apply.*

1. Putting more savings aside
2. Spending more on takeaway food and drinks
3. Home improvements
4. Paying off debts e.g. credit cards, loans
5. Buying clothes
6. Buying fitness clothing / equipment
7. Buying outdoor plants / flowers
8. Buying indoor plants / flowers
9. Entertainment subscriptions (e.g. Netflix, Amazon Prime, Disney+, Spotify)
10. Alcohol delivery / subscriptions
11. Food delivery / subscriptions
12. Gardening equipment (e.g. lawnmower, power washer)
13. Home and garden furniture
14. Home accessories
15. Holidays in the UK
16. Holidays abroad
17. Other (please specify) **HOLD**

**ASK ALL. SINGLE CODE**

**Q7. United Utilities has some schemes available for customers who are struggling to pay their water bills. Are you aware of any of these?**

1. Yes
2. No

**ASK IF AWARE OF SCHEMES (Q7 = 1). FORCED OPEN TEXT BOX**

**Q8. What schemes are you aware of for customers struggling to pay their water bills?**

*Please list all that you can think of.*

**SHOW TEXT ON SEPARATE SCREEN BY ITSELF**

**In the next few questions, we'd like to understand a little more about how your day to day activities may have changed over the past year.**

**ASK ALL. MULTI CODE. RANDOMISE**

**Q9. Which of the following have you been spending more time doing or doing more often over the past year (than before the coronavirus outbreak)?**

*Please select all that apply.*

1. Watching TV / playing video games
2. Working **KEEP WITH CODE 3**
3. Working from home **KEEP WITH CODE 2**
4. Going for walks
5. Exercising
6. Washing my hands
7. Showering **KEEP WITH CODE 8**
8. Taking baths **KEEP WITH CODE 7**
9. Using the toilet
10. Watering my plants **KEEP WITH CODE 11**
11. Gardening **KEEP WITH CODE 10**
12. Washing the car
13. Mopping the floor
14. Wiping down surfaces
15. General cleaning / tidying
16. Doing laundry
17. Cooking or baking
18. Ordering takeaways
19. Drinking water **KEEP WITH CODE 20**
20. Making cups of tea / coffee **KEEP WITH CODE 19**
21. Shopping for food online **KEEP WITH CODE 22**
22. Shopping for food in-store **KEEP WITH CODE 21**
23. Socialising with friends using technology – social media, chat facilities
24. Something else (please tell us) (**FIXED**)
25. I'm not spending more time on any of these (**FIXED. EXCLUSIVE**)

**ASK ALL WATERING PLANTS MORE NOW (Q9=10). MULTI CODE**

**Q10. You said you have been spending more time watering your plants or doing so more often than before – have you been using...**

1. A hose
2. A watering can
3. A sprinkler
4. Other (please specify)

**ASK ALL WASHING CAR MORE NOW (Q9=12). MULTI CODE**

**Q11. You said you have been spending more time washing the car or doing so more often than before – have you been using...**

1. A hose
2. A jet wash
3. Buckets of water



4. Other (please specify)

**ASK ALL. MULTI CODE. RANDOMISE**

**Q9a. And when restrictions on social contact are expected to be lifted (21<sup>st</sup> June 2021), which of the following do you expect to spend more time doing or doing more often than you do now?**

***Please select all that apply.***

1. Watching TV / playing video games
2. Working from home
3. Going for walks / exercising
4. Personal hygiene e.g. washing hands, showering, taking baths
5. Gardening / watering plants
6. Cleaning
7. Cooking or baking
8. Ordering takeaways
9. Shopping online
10. Shopping in-store
11. Socialising with friends / family using technology – social media, chat facilities
12. Socialising with friends / family in-person
13. Visiting areas of natural beauty in the north west
14. Holidaying in the north west
15. Holidaying in other parts of the UK
16. Holidaying abroad
17. Going to restaurants / cafes / pubs / bars
18. Something else (please tell us) (**FIXED**)
19. I don't expect to spend more time on any of these (**FIXED. EXCLUSIVE**)

**ASK ALL. GRID. SINGLE CODE PER ROW.**

**Q13. How frequently do you put the following items down the toilet or the sink/drains?**

**Please be assured that all of your responses will be kept fully anonymous and won't be attributed to you or your details.**

**ROWS**

1. Baby wipes
2. Toilet wipes
3. Cleaning / disinfectant wipes
4. Nappies
5. Sanitary towels / panty liners
6. Tampons
7. Food waste
8. Pet mess
9. Cigarettes
10. Pets that have passed away
11. Pet hair / human hair
12. Cotton pads, cotton buds
13. Make-up wipes
14. The contents of your vacuum cleaner
15. Condoms
16. Dental floss
17. Kitchen towel
18. Cooking fats / oils
19. Tissues

**COLUMNS**

1. Every day
2. Once a week
3. Once a month
4. A few times a year
5. Less than once a year
6. Only done it once / no longer do it
7. Never
8. Don't know

**ASK ALL. GRID. SINGLE CODE PER ROW.**

**Q14. Would you say this is more often, less often or the same frequency as before the coronavirus outbreak?**

**Please be assured that all of your responses will be kept fully anonymous and won't be attributed to you or your details.**

**ROWS – ONLY SHOW THOSE CODED 1-6 AT Q13**

1. Baby wipes
2. Toilet wipes
3. Cleaning / disinfectant wipes
4. Nappies
5. Sanitary towels / panty liners
6. Tampons
7. Food waste
8. Pet mess
9. Cigarettes
10. Pets that have passed away
11. Pet hair / human hair
12. Cotton pads, cotton buds
13. Make-up wipes
14. The contents of your vacuum cleaner
15. Condoms
16. Dental floss
17. Kitchen towel
18. Cooking fats / oils
19. Tissues

**COLUMNS**

1. Less often than before
2. The same frequency as before
3. More often than before
4. Not sure

**SHOW TEXT ON SEPARATE SCREEN BY ITSELF**

**In the next few questions, we'd like to understand a little more about your views on how brands and retailers have been doing over the past year.**

**ASK ALL. FLY-IN STATEMENTS. SINGLE CODE PER DOWNBREAK**

**Q15a. As we're approaching the end of lockdown, how important are each of the following factors to you when dealing with brands?**

**ROWS – RANDOMISE**

1. They are trustworthy
2. They are open and transparent
3. They are straightforward to deal with
4. They care about the environment
5. They have reliable products and services
6. They care about their customers
7. They offer low prices
8. They deliver a seamless and easy online experience
9. They are responsible and ethical
10. They know what they stand for
11. They treat me as an individual
12. They are innovative
13. They communicate to customers with empathy and talk to me like a human
14. They provide the option to speak to a real person, not just online options

**COLUMNS**

1. Not at all important
2. Not very important
3. Quite important
4. Very important

**Q16 AND Q17 TO BE SHOWN ON SAME PAGE.**

**ASK ALL.**

**Q16. Which brands would you say are doing a good job in their response to the current climate in the country, and why?**

**OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' TICK-BOX**

**Q17. And which brands would you say aren't doing a good job in their response to the current climate in the country, and why?**

**OPEN TEXT BOX WITH 'DON'T KNOW / CAN'T SAY' TICK-BOX**

**ASK ALL. SINGLE CODE**

**Q18. Overall, how well do you think United Utilities responded to the challenges presented by the coronavirus?**

1. Very badly
2. Quite badly
3. Neither well nor badly
4. Quite well
5. Very well
6. Don't know

**ASK IF Q18 = 1-5. FORCED OPEN TEXT BOX**

**Q19. Why do you think that United Utilities responded [INSERT ANSWER FROM Q18]?**

**ASK ALL. GRID. SINGLE CODE PER ROW.**

**Q20. Which of the following types of communications would you be open to receiving from United Utilities during this time?**

**Please be assured that this is just to gauge your interest, you aren't opting in to receiving anything from United Utilities.**

**ROWS – RANDOMISE**

1. Information on what they are doing to help this crisis
2. Information on schemes for customers struggling to pay their water bill
3. Light relief during the crisis e.g. something fun that will distract me
4. Information (reassurance) about safety of water in relation to COVID-19
5. Tips on how I can save water in my home
6. Tips on how to save money
7. Tips on what items not to put down the toilet or sink / drain
8. Tips on home maintenance
9. Information on how I can ensure good water quality in my home
10. Information on what United Utilities are doing to support their staff / employees during the crisis
11. Information on how United Utilities are supporting the environment
12. Information on how to access and things to do at United Utilities' recreation sites
13. Updates on what United Utilities are doing as a company
14. Information on what United Utilities are doing in my local area and community

**COLUMNS**

1. I would be interested in receiving communications about this
2. I would not want to receive communications about this
3. Not sure

**ASK ALL. FORCED OPEN TEXT BOX**

**Q21. Is there anything else you'd like to see United Utilities doing more of?**

**SHOW TEXT ON SEPARATE SCREEN BY ITSELF**

Finally, just a few more questions to help us put your answers into context.

**ASK ALL. SINGLE CODE**

**Q22. Please could you confirm which household situation best applies to you?**

1. Living on my own (children have left home)
2. Living on my own (no children)
3. Living on my own with children under 18
4. Living with partner/spouse (children have left home)
5. Living with partner/spouse (no children)
6. Living with partner/spouse with children under 18
7. Living with other adult family members that are aged 18 or older (e.g. adult children, parents and/or elderly relatives)
8. Living with other adults that are non-family members e.g. friends/flatmates
9. Prefer not to say

**ASK IF HAVE CHILDREN UNDER 18 LIVING AT HOME [Q22=3 OR 6]**

**Q23. You said you have children under 18 living at home. In what year were each of your children who are under 18 born?**

**DROP DOWN LIST YEAR FOR EACH CHILD**

1. 1<sup>st</sup> Child **FORCED**
2. 2<sup>nd</sup> Child
3. 3<sup>rd</sup> Child
4. 4<sup>th</sup> Child
5. 5<sup>th</sup> Child

**ASK ALL. SINGLE CODE**

**Q24. Do you currently have a water meter installed at your home?**

1. Yes
2. No
3. Don't know

**ASK ALL. SINGLE CODE**

**Q25. Which of the following applies to you?**

1. Employed full-time
2. Employed part-time
3. Self-employed
4. Housewife / Husband
5. Student
6. Casual worker - not in permanent employment
7. Retired and living on state/company pension
8. Unemployed or not working due to long-term sickness
9. Full-time carer of other household member
10. Other, please specify
11. Prefer not to say

**ASK ALL. SINGLE CODE**

**Q. Does the property you live in have a garden?**

1. Yes, there is a garden that I/we actively maintain (e.g. that you regularly or occasionally water)
2. Yes, there is a garden but I/we do not actively maintain it (e.g. you do **not** regularly or occasionally water it)
3. No, there is not a garden **BUT** there is a balcony/terrace with plants that gets actively maintained
4. No, I/we do not have a garden

**END TEXT:** Thanks for your time today, that's all the questions we have. We really appreciate your feedback and helping us to understand more about your current situation.

**MEMBER SATISFACTION QUESTIONS**

**TO BE ADDED TO ALL QUESTIONNAIRES (EXCLUDING SCREENERS AND QA24s)**

**ASK ALL, SLIDER SC**

PH1. Thanks very much for taking part.

Your views are important to us and we would like to know your thoughts on the survey you just completed.

Overall, how would you rate this survey?

1      2      3      4      5  
Very poor                      Excellent

**ASK ALL, SC PER STATEMENT**

PH2. Please tell us how much you agree or disagree with each statement below, regarding the survey you just completed.

**TOPBREAKS**

1. It was interesting
2. It was easy to answer
3. It was repetitive
4. It was relevant to me
5. It was too long