

Scripting specifications

Job code & Project	6044 Repeat Sewer Flooding		
Market & Languages	English		
Sample source	<input type="checkbox"/> Panel <input checked="" type="checkbox"/> Client List <input checked="" type="checkbox"/> External sample provider <input type="checkbox"/> Open link	If 'Client List', specify any variables client will provide for routing and/or analysis	TBC
Stimulus path			
Member Sat Qs	No		
Segmentation	<i>List segmentations to be shown</i>		

Hard Quota table – for 3rd party sample only.

Overall target	2,150 (2,000 nat rep + 150 future bill payers) external sample			
	Code name	Question	Target % (of 2000 nat rep completes)	Target
Gender	Male	S4 = 1	46%	920
	Female	S4 = 2	54%	1080
Age	18-29	QAGEGROUP = 1	8%	160
	30-39	QAGEGROUP = 2	16%	320
	40-49	QAGEGROUP = 3	17%	340
	50-59	QAGEGROUP = 4	20%	400
	60-69	QAGEGROUP = 5	16%	320
	70-79	QAGEGROUP = 6	14%	280
	80+	QAGEGROUP = 7	9%	180
Region	Cumbria	S1 = 1	8%	160
	Cheshire	S1 = 2	14%	280
	Greater Manchester	S1 = 3	38%	760
	Lancashire	S1 = 4	20%	400
	Merseyside	S1 = 5	20%	400
Water Meter	Metered	S5 = 1	46%	920
	Unmetered	S5 = 2	54%	1080
Future bill payers	Future bill payers	QAGEGROUP = 1 AND S3 = 4-6		150

3rd party re-directs – PM to add for external sample provider projects

Complete	
Screenout	
Quotafull	

Project timings:

Element	Who?	START	END
Draft questionnaire to UU	Verve	05/01/2022	05/01/2022
Initial feedback on questionnaire	UU	12/01/2022	12/01/2022
Questionnaire finalised	UU / Verve	17/01/2022	17/01/2022
Scripting and testing	Verve	18/01/2022	25/01/2022
Fieldwork	Verve	26/01/2022	13/02/2022
Analysis and reporting	Verve	14/02/2022	01/03/2022
Draft report to UU	Verve	02/03/2022	02/03/2022

Invite text for UU CRM sample

Subject line We'd like to hear your views on sewer flooding

Dear [INSERT NAME]

As a valued customer, United Utilities would like to understand more about your views on **sewer flooding**. If you've experienced this in or near your home, we're really keen to hear from you.

Your feedback is important and will be used to influence decisions that United Utilities makes for the future.

If you'd like to take part, please click on the button below to start the survey which will take you around 15 minutes to complete.

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

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

Survey details

Closing date: 9.30am on 13th February

Survey length: 15 minutes

Please let us know if you have any questions by emailing Claire@watertalkunitedutilities.com

Many thanks for your time and input,

United Utilities and Verve

This survey is hosted by our trusted partner Verve Partners, an independent market research agency. All information collected by Verve will be treated confidentially and stored securely. Verve's privacy policy can be found [here](#).

SURVEY INTRO:

Many thanks for taking part in our survey. The aim of this survey is to help United Utilities understand your thoughts on sewer flooding and how tackling different types of sewer flooding should be prioritised.

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

QUOTAS AND DEMOGRAPHIC PROFILING

ASK FOR CRM LIST ONLY. SINGLE CODE

S0. We (Verve Partners) are a trusted partner of United Utilities and will be conducting this research survey on their behalf. This means the answers to this survey will be saved onto our servers. The answers are analysed and provided back to United Utilities for their reporting at a combined level only.

Are you happy for your answers to be stored by Verve Partners for United Utilities research purposes only?

All individual responses will be treated anonymously

1. Yes, I am happy for Verve to store and use my survey answers for United Utilities research only
2. No, I am not happy for Verve to store my survey answers (this means you will not be able to participate in this survey) **SCREENOUT**

SCREENOUT TEXT: Thanks for your interest in this survey. However, to be able to participate it is necessary for Verve to store and use your survey answers for analysis purposes.

ASK ALL EXTERNAL. SINGLE CODE

S1. Where do you live?

1. Cumbria
2. Cheshire
3. Greater Manchester
4. Lancashire
5. Merseyside
6. Other / prefer not to say **SCREENOUT**

SCREENOUT TEXT: Thanks for your interest in this survey, however you don't quite fit the criteria we're looking for today.

ASK ALL EXTERNAL. OPEN NUMERIC

S2. How old are you?

[DESIGN NOTES; NUMERICAL BUT RESTRICT TO A MAXIMUM OF 100. PLEASE SCREENOUT AND SHOW SCREENOUT MESSAGE IF BELOW 18]

HIDDEN VARIABLE QAGEGROUP:

1. 18 – 29
2. 30 – 39
3. 40 – 49
4. 50 – 59

5. 60 – 69
6. 70 – 79
7. 80+
8. Prefer not to say **SCREENOUT**

SCREENOUT TEXT: Thanks for your interest in this survey, however you don't quite fit the criteria we're looking for today.

ASK ALL. SINGLE CODE

S3a. Are you responsible for paying the water bill in your household?

1. Yes, solely responsible
2. Yes, jointly responsible
3. No, I'm not

HIDDEN VARIABLE FUTURE BILL PAYERS: QAGEGROUP = 1 AND S3a = 3

ASK IF S3b = 3. SINGLE CODE. RANDOMISE

S3b. Who is responsible for paying the water bill where you live?

1. My parent(s) or guardian(s)
2. Landlord
3. University accommodation
4. Another household member
5. Someone else (please let us know who) **HOLD**
6. Not sure **HOLD**

ASK ALL. SINGLE CODE

S4. Are you...?

1. Male
2. Female
3. Other
4. Prefer not to say

ASK ALL EXTERNAL. SINGLE CODE

S5. Do you currently have a water meter installed at your home?

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

ASK ALL. MULTICODE

S6. Which of the following best describes the area that you live in?

You can click on more than one option, e.g. if you live in an urban location that is near the coast.

1. Urban (i.e. very close to a town centre)
2. Suburban (i.e. a residential area some way outside of a town or city centre)
3. Rural (i.e. the countryside)
4. Coastal (i.e. within 5 miles of the coast)
5. Near other bodies of open water (i.e. within 5 miles of a river or a lake)

ENVIRONMENTAL ATTITUDES AND BEHAVIOURS

ASK ALL. SINGLE CODE

Q1. How much do you agree or disagree with the following statements?

ROWS – RANDOMISE

1. I do everything I personally can to help the environment
2. In truth, I only do what I feel obliged to do for the environment and no more
3. I try to travel on public transport/walk/cycle as much as I can rather than by car
4. It's not worth doing things to help reduce climate change if others don't do the same
5. It takes too much effort to be 'green'
6. I try to recycle as much as I can
7. I would like to be doing more to be 'green'
8. I am happy to pay more for eco-friendly products or services
9. The media exaggerates the impacts of climate change
10. I have the ability to make changes in my life that could help reduce climate change

COLUMNS

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree

ASK ALL. GRID. MULTICODE. RANDOMISE

Q2. Now thinking about issues related to the services that United Utilities supplies...

Have you experienced any of the following? If you have experienced them on more than one occasion, please think about the most recent occurrence.

ROWS

1. Persistent low water pressure in your home
2. Water supply issues in your home due to United Utilities work that you were notified about
KEEP WITH CODE 3
3. Unexpected water supply issues in your home **KEEP WITH CODE 2**
4. Concern about the taste/odour/colour/hardness of tap water
5. Received a card or letter to boil tap water before drinking for health reasons
6. Unpleasant smell from sewage treatment works or pumping station
7. Sewer flooding outside in public places (not including roadside flooding or large puddles) **KEEP WITH CODE 8**
8. Sewer flooding at or near your home (not including roadside flooding or large puddles) **KEEP WITH CODE 7**
9. Problem with your water bill
10. A water leak in the street
11. Dissatisfaction with the way United Utilities repair work has been carried out

COLUMNS

1. Yes, within the last year
2. Yes, within the last 3 years
3. Yes, within the last 5 years
4. Yes, but more than 5 years ago
5. Never

ASK IF EXPERIENCED SEWER FLOODING AT OR NEAR HOME (Q2 = 8). SINGLE CODE

Q3. On how many separate occasions have you experienced sewer flooding at or near your home (not including roadside flooding or large puddles)?

1. One time
2. Two times
3. Three times
4. Four times
5. Five or more times

ASK IF EXPERIENCED SEWER FLOODING AT OR NEAR HOME (Q2 = 8). MULTICODE

Q4. In which of the following locations did you experience the sewer flooding (not including roadside flooding or large puddles)? If you have experienced sewer flooding on more than one occasion, please think about the most recent occurrence.

Please select all that apply.

1. Inside your home
2. In your garden or driveway
3. In your garage or another outbuilding at your home
4. On the street just outside your home
5. On the street in an area local to you
6. Elsewhere (please specify)

ASK ALL. OPEN TEXT WITH 'NOT SURE' OPTION

Q5. What do you think causes sewer flooding to occur?

ASK ALL. GRID. MULTI CODE. RANDOMISE

Q6. Below are some things that are commonly flushed down the toilet or poured down the sink/drain. Which, if any, of the following items have you disposed of down the toilet or sink/drains in the last year?

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

Please select all that apply.

1. Baby wipes
2. Toilet wipes
3. Cleaning / disinfectant wipes
4. Nappies
5. Sanitary towels / panty liners / incontinence pads
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 (not toilet paper)
20. None of these **HOLD. EXCLUSIVE**

ASK ALL WHO HAVE FLUSHED TOILET WIPES (Q6 = 2). SINGLE CODE

Q6a. You mentioned you have disposed of toilet wipes down the toilet in the last year – which of the following applies to you?

1. I only flush wipes labelled as 'fine to flush'
2. I only flush wipes labelled as 'flushable'
3. I only flush wipes labelled as 'biodegradable'
4. I only flush wipes labelled as 'environmentally friendly/ eco'
5. N/A I flush wipes regardless of the label
6. I don't know

DIRECT VALUATION OF SEWER FLOODING

SHOW ON SCREEN ON ITS OWN

We will now give you some context about sewer flooding, which is the subject of the rest of this survey.

There are different types of flooding, rainwater and foul flooding. Rainwater flooding is floodwater from sewers that is relatively clean, for example rainwater from roofs and roads. Foul water flooding is floodwater which is contaminated with sewage waste.

Sewers may back up causing sewage to flood highways, gardens or homes. While most sewer flooding is caused by blockages, it can also be caused by excessive rainfall.

Sewer flooding can have a significant impact:

- It can cause damage to properties and buildings and can result in customers having to move out of their homes for several months whilst repairs are carried out.
- Repairs can also be very expensive for customers or their insurance companies. If claiming on insurance, premiums are likely to increase and may make it more difficult to get insurance in the future. It may be more difficult to sell your house in the future.
- Personal possessions could be damaged or have to be replaced entirely.
- Sewer flooding can be distressing for those impacted by it. It may impact your health and wellbeing. A study with those who experienced flooding (all types, not just sewer flooding), showed those affected had a 50% higher chance of stress and depression than the rest of the population.

For most people, this occurs on an isolated, one-off basis. However, some properties are at risk of experiencing repeat sewer flooding, which could even mean being flooded several times per year.

In the next part of this survey, we will ask you questions relating to the impact of repeat sewer flooding, compared to one-off sewer flooding.

Once you have read through all the information above, please click 'NEXT' to continue with the survey.

ASK ALL.

ASK Q7 FOR EACH OF THE FOLLOWING CONSEQUENCES. RANDOMISE ORDER THEY ARE SHOWN:

1. flooding inside a school leading to it being closed
2. flooding inside a hospital or care home leading to it being closed
3. flooding of a living space inside the home
4. flooding of a garage or other outbuilding at the home
5. flooding outside the home in the front or back garden / driveway
6. flooding of a road, park or play area

Q7. You are going to be asked about 6 different potential consequences caused by sewer flooding now.

The [**first / second / third / fourth / fifth / final**] one we'd like you to think about is sewer flooding that specifically caused [**INSERT CONSEQUENCE**].

How bad would you say each of the following scenarios is?

ROWS – SHOW ALL ON THE SAME SCREEN. DO NOT RANDOMISE

1. A one-off incident
2. Repeat incidents
3. Repeat incidents caused by blockages due to people flushing things like wet wipes and make-up cotton pads or pouring fats, oils or grease down the sink
4. Repeat incidents caused by sewers overflowing because of heavy rainfall

SLIDING SCALE – SINGLE CODE

Not that bad at all									Extremely bad
1	2	3	4	5	6	7	8	9	10

Please click 'Next' once you have selected an answer on each of the sliding scales above.

CONJOINT EXERCISE

SHOW ON SCREEN ON ITS OWN

United Utilities, the water company serving the North West of England, spends a substantial amount of money every year to prevent sewer flooding.

We are now going to present you with some different scenarios across the following 12 screens and we would like to know which types of sewer flooding incidents you think are the most important to prevent, if you worked at United Utilities.

Each of the sewer flooding incidents will contain the following elements:

- The consequence / impact of the flooding
- The type of flooding
- The frequency of the flooding
- The cause of the flooding

A few things to note about some of the elements that you will see:

Type of flooding:

- By 'rainwater flooding' we mean that the floodwater from sewers that is relatively clean, for example rainwater from roofs and roads (not roadside flooding or large puddles)
- By 'foul water flooding' we mean that the floodwater is contaminated with sewage waste

Frequency of flooding:

- By 'once every 3 years' we mean that on average, you would likely be impacted by the flooding once over a 3-year period
- By 'once every 10 years' we mean that on average, you would likely be impacted by the flooding once over a 10-year period
- By 'a one-off incident' we mean you would likely only be impacted by the flooding once

Cause of flooding:

- By 'sewer blockages' we mean flooding due to people flushing things like wet wipes and make-up cotton pads or pouring fats, oils or grease down the sink
- By 'severe weather' we mean heavy rainfall or storms leading to sewers overflowing because they are full of rainwater
- By 'unspecified' we mean that the cause of the sewer flooding has not been specified.

Once you have read through all the information above, please click 'NEXT' to continue with the survey.

CONJOINT GRID

Attribute 1:

Consequence / impact

Levels:

1	Flooding inside a school leading to it being closed
2	Flooding inside a hospital or care home leading to it being closed
3	Flooding of a living space inside the home
4	Flooding of a garage or other outbuilding at the home
5	Flooding outside the home but in the garden / driveway
6	Flooding outside the home on open space / road

Attribute 2:

Type of flooding

Levels:

1	Rainwater flooding
2	Foul water flooding

Attribute 3:

Frequency of flooding

Levels:

1	One-off incident
2	Once every 3 years
3	Once every 10 years

Attribute 4:

Cause of flooding

Levels:

1	Sewer blockages
2	Severe weather
3	Unspecified

NOTE: ALWAYS SHOW 'NONE OF THESE' OPTION

In the following screens, you'll see 3 types of sewer flooding scenarios. On each screen, please consider all parts of the 3 options and select the one you personally think is the most important to prevent. There will be a total of 12 screens to go through for this exercise.

Some of the scenarios you see may be very similar to each other with just slight differences, so please look at each one carefully before selecting your answer.

**ASK ALL, SINGLE CODE
ON EACH TASK SCREEN, PLEASE ASK**

C1. Which one of the following sewer flooding scenarios do you personally think is the most important to prevent?

VIEWS ON RE-CHARGING

SHOW ON SCREEN ON ITS OWN

We would now like to get your views specifically on sewer blockages and what United Utilities could potentially do to prevent them from happening.

Sewers can become blocked with products that shouldn't be flushed such as rags, wipes and period products; or that shouldn't be poured down the drain such as fats, oils, grease and food waste. 50% of blockages are caused by customers repeatedly disposing of items that shouldn't be flushed or poured down the drain. There are a range of other causes behind blockages relating to the structure or the environment around the sewer.

These blockages mean there is less room in the sewer for rainfall and other wastewater, increasing the likelihood of sewer flooding.

Once you have read through all the information above, please click 'NEXT' to continue with the survey.

ASK ALL. SINGLE CODE

Q13. One way that United Utilities is considering to help prevent sewer blockages and sewer flooding from occurring is by potentially charging customers for the damage caused by blockages by flushing non-flushables, or even taking legal action against them if they are found to have done it repeatedly.

Please note that the action would not be taken without warning, and United Utilities would work with customers to resolve issues and try to persuade them to change their behaviour, but in some circumstances United Utilities may need to reinforce their position. This could include:

- Recovery of costs for repair work that United Utilities need to do
- Legal action including fines of up to a maximum of £50 per day while the offence continues, which would be set and enforced through the courts

To what extent do you support or oppose the idea of United Utilities...

ROWS

1. Charging customers who cause blockages by flushing non-flushables to recover costs
2. Taking legal action against repeat offenders including fines of £50 per day

COLUMNS

1. Strongly oppose
2. Slightly oppose
3. Neither support nor oppose
4. Slightly support
5. Strongly support

**ASK ALL. ASK HALF THE SAMPLE ABOUT RECHARGING AND HALF ABOUT TAKING LEGAL ACTION.
OPEN TEXT FORCE RESPONSE**

Q13b. Why do you say you [INSERT ANSWER FROM Q13] the idea of United Utilities [INSERT ACTION FROM Q13]? Please give as much detail as you can.

ADDITIONAL PROFILING

SHOW ON SCREEN ON ITS OWN

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

Please click 'Next' to continue.

ASK ALL. SINGLE CODE

Q14. 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

ASK ALL. SINGLE CODE, RANDOMISE

Q15. Do you own or rent the property that you currently live in?

1. Own property (either outright or have a mortgage)
2. Rent (privately)
3. Rent (through council/housing association)
4. Other, please specify **HOLD**

ASK ALL. SINGLE CODE

Q16. Please select the description that best represents the chief income earner in your household.

The chief income earner is the person in your household with the largest income and this could be you. If the chief income earner is retired or not in paid employment but out of work for less than 6 months, please answer for their most recent occupation.

1. Semi manual work (e.g. manual workers, all apprentices to be skilled trades, caretaker, park keeper, non-HGV driver, shop assistant)
2. Skilled manual worker (e.g. skilled bricklayer, carpenter, plumber, painter, bus/ambulance driver, HGV driver, patrolman, pub/bar worker etc.)
3. Supervisory or clerical/junior managerial/professional/administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc.)
4. Intermediate managerial/professional/administrative (e.g. newly qualified (under 3 years) doctor, solicitor, board director small organisation, middle manager in large organisation, principle officer in civil service/local government)
5. Higher managerial/professional/administrative (e.g. established doctor, solicitor, board director in a large organisation (200+ employees, top level civil servant/public service employee)
6. Student
7. Casual worker - not in permanent employment
8. Housewife / Homemaker
9. Retired and living on state pension
10. Unemployed or not working due to long-term sickness
11. Full-time carer of other household member
12. Other

NOTE TO SCRIPTER: RECODE SOCIAL GRADE

1 ABC1 - A = 5 / B = 4 / C1 = 3, 6

2 C2DE - C2 = 2 / D = 1 / E = 7, 8, 9,10,11,12

ASK ALL. MULTI CODE 1-8

Q17. Do you consider yourself to be officially disabled defined by the Equality Act 2010 as 'A physical or mental impairment which has a substantial and long-term adverse effect on a person's ability to carry out day-to-day activities'?

If yes, which of the following disabilities do you consider yourself to have?

Please select all that apply.

1. Visual disability
2. Hearing disability
3. Mobility disability
4. Learning disability
5. Mental health condition
6. Chronic illness
7. Disability requiring the use of at-home medical equipment (e.g. dialysis machines)
8. Other, please specify
9. I do not have any of these conditions or disabilities
10. Prefer not to say

ASK ALL. MULTICODE. RANDOMISE

Q18. How many, if any, of the following types of pet do you currently own?

1. Bird
2. Cat
3. Dog
4. Fish
5. Gerbil
6. Guinea Pig
7. Hamster
8. Lizard
9. Mouse
10. Rabbit
11. Snake
12. Other (please specify) **HOLD**
13. I don't have any pets **HOLD. EXCLUSIVE**

VIDEO QUESTION

ASK IF EXPERIENCED SEWER FLOODING (Q2 = 8). SINGLE CODE

Q19. And finally, we will be collecting some short videos of people talking about their answers today, to help bring these issues to life for United Utilities. Videos would be recorded via your mobile device or webcam and uploaded for us to see.

Any videos collected will only be used for market research purposes and will not be shared outside of Verve and United Utilities. Would you be willing to record a short video for us?

1. Yes, I'd be happy to
2. No, thanks **THANK AND CLOSE**

OVERALL TARGET 20 USABLE VIDEOS

SCRIPTING INSTRUCTIONS

PLEASE PIPE IN ADDITIONAL VARIABLES FROM IMPORTED DATA

INTRO TEXT 1. ASK IF Q19 = 1

We would love for you to record a short 60-120 second video response to a couple of questions. This video will be shared with the senior team at United Utilities, so this offers you the chance to get your views heard. Your video will not be linked to any other personally identifiable information or shared publicly but please note, we cannot control the filming of any information from your comments or from your location which could personally identify you when recording the video, so please bear this in mind.

Don't worry if you've never recorded a video before, our tool will automatically select the camera and walk you through how to do it.

Please click 'NEXT' if you still want to take part in the video task.

Q20. Please tell us in your own words what happened when you experienced sewer flooding at or near your home, and the impact that it had on you and your family.

Please also tell us how you think United Utilities should prioritise the prevention of sewer flooding.

Please provide as much detail as possible.

END TEXT: Thanks for your time today, that's all the questions we have. We really appreciate your feedback.