

## **Wessex Water Tracker 2025-26 QUESTIONNAIRE**

**RECORD TIME, DATE AND QUARTER OF INTERVIEW (Q1 Apr-Jun; Q2 Jul-Sep; Q3 Oct-Dec; Q4 Jan-Mar)**

### **INTRODUCTION - TELEPHONE VERSION**

#### **READ TO ALL**

Good morning/afternoon/evening. My name is \_\_\_\_\_ from Perspective Research, an independent market research company.

We're conducting a survey for Wessex Water to find out your views on a few general topics. The interview takes about 15 minutes. We follow the Market Research Society's rules so your answers will be confidential and only used for research purposes.

#### **ASK ALL**

**S1** Would you be willing to take part? **(SINGLE CODE)**

- |    |                      |                          |
|----|----------------------|--------------------------|
| 1. | Yes – will take part | <b>GO TO S2</b>          |
| 2. | No time now          | <b>ARRANGE CALL BACK</b> |
| 3. | Refused              | <b>THANK &amp; CLOSE</b> |

As a thank you for your time, you will be entered into a prize draw for a £100 Amazon voucher upon your permission. This will involve providing your name and email address or postal address so we can send you the voucher to you. This information will only be used for this purpose only.

#### **ASK ALL**

**S1\_2** Would you like to be entered into the prize draw and be able to provide your name and email address or postal address for the purpose of the prize draw? **(SINGLE CODE)**

- |    |  |                           |
|----|--|---------------------------|
| 1. | Yes – will take part                                 | <b>GO TO S2</b>           |
| 2. | Will take part in the survey, but not the prize draw | <b>GO TO S2, SKIP Q28</b> |
| 3. | <b>Refused</b>                                       | <b>THANK AND CLOSE</b>    |

#### **ASK ALL**

**S2** I just need to confirm that we won't share your answers with anyone else unless you tell us that's OK, and you can change your mind about us using the information you give us at any time. Can you confirm you're happy to go ahead on this basis?

- |    |     |                          |
|----|-----|--------------------------|
| 1. | Yes | <b>GO TO S3</b>          |
| 2. | No  | <b>THANK &amp; CLOSE</b> |

#### **ASK ALL**

**S3** Would you like further information on where to find details of Perspective's or Wessex Water's Privacy Policy before we start?

1. Yes PERSPECTIVE – **INTERVIEWER TO PROVIDE DETAILS OF WHERE TO FIND PERSPECTIVE PRIVACY POLICY**
2. Yes WESSEX WATER – **INTERVIEW TO PROVIDE DETAILS OF WHERE TO FIND WESSEX WATER PRIVACY POLICY**
3. No contact details required

**ASK ALL**

**S4** Postcode check question

**ASK ALL WHO SAY NOT THE CORRECT POSTCODE**

**S5** Ask postcode to check whether can proceed **AS PER EXISTING QUESTIONNAIRE**

**RECORD SUPPLY AREA BASED ON POSTCODE FROM SAMPLE OR ANSWER AT S5 AND CHECK SUPPLY AREA QUOTA**

BRISTOL 30%

BOURNEMOUTH 10%

WESSEX 60%

(NOTE THE THREE AREAS ARE DEFINED BY THE COMPANY THAT **SUPPLIES TAP WATER**. ALL THREE AREAS' SEWERAGE SERVICES ARE SUPPLIED BY WESSEX WATER)

**INTRODUCTION - ONLINE VERSION**

**DISPLAY TO ALL**

Welcome! This survey is on behalf of Wessex Water to find out your views on a few general topics. The interview takes about 15 minutes.

Before we start, we need to check you are happy with how we will use the information you share with us. The answers you give us will be used only for analysis purposes. Your answers will be handled according to GDPR data protection rules and no personally identifiable information will be passed on to your water company unless you explicitly give permission.

To view the Wessex Water privacy policy, [click here](#).

To view the PERSPECTIVE privacy policy, [click here](#).

Please confirm if you agree to the above and would like to continue, and then select 'Next' at the bottom of the screen.

1	Yes, continue	
2	No, do not continue	CLOSE GO TO SCREENOUT_PII

**S1\_2** As a thank you for your time, you will be entered into a prize draw for a £100 Amazon voucher upon your permission. This will involve providing your name and email address or postal address so we can send you the voucher to you. This information will only be used for this purpose only.

Would you like to be entered into the prize draw and be able to provide your name and email address or postal address at the end of the survey for the purpose of the prize draw? **(SINGLE CODE)**

- |    |  |                           |
|----|--|---------------------------|
| 4. | Yes – will take part                                 | <b>GO TO S2</b>           |
| 5. | Will take part in the survey, but not the prize draw | <b>GO TO S2, SKIP Q28</b> |
| 6. | <b>Refused</b>                                       | <b>THANK AND CLOSE</b>    |

**ASK ALL**

**S4** Postcode check question (based on postcode held on panel)

**ASK ALL WHO SAY NOT THE CORRECT POSTCODE**

**S5** Ask postcode to check whether can proceed

**RECORD SUPPLY AREA BASED ON POSTCODE FROM PANEL OR ANSWER AT S5 AND CHECK SUPPLY AREA QUOTA**

BRISTOL 30%

BOURNEMOUTH 10%

WESSEX 60%

(NOTE THE THREE AREAS ARE DEFINED BY THE COMPANY THAT **SUPPLIES TAP WATER**. ALL THREE AREAS' SEWERAGE SERVICES ARE SUPPLIED BY WESSEX WATER)

**SECTION 1 DEMOGRAPHICS**

**ASK ALL**

**Q1 Are you responsible for paying your household's water bill? (SINGLE CODE, FIX ORDER)**

**TELEPHONE VERSION: DO NOT READ OUT ANSWERS, PROBE IF NEEDED.**

1. Yes – just me
2. Yes - jointly
3. No

**CHECK QUOTAS ON BILL PAYER / NON**

BILL PAYER 80%

NON BILL PAYER 20%

(SOFT QUOTAS)

**ASK ALL**

**Q2 What is your gender? (SINGLE CODE. FIX ORDER OF LIST)**

**TELEPHONE VERSION: DO NOT PROMPT**

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

**CHECK QUOTAS ON GENDER**

GENDER QUOTA TBC

**ASK ALL**

**Q3 <TELEPHONE VERSION ONLY Can I ask> H(h)ow old are you?**

**WRITE IN YEARS. (ALLOW RANGE FROM 16 TO 110)**

99. Prefer not to answer

If prefer not to answer, read out age bands

18-24

25-34

35-44

45-54

55-64

65-74

75+

**IF AGED 17 OR BELOW THANK AND CLOSE**

**CHECK QUOTAS ON AGE**

AGE QUOTA TBC

## SECTION 2: BRAND HEALTH

### ASK ALL – BRAND SENTIMENT

**Q4 Now thinking about Wessex Water.** Please tell <us / me> how do you **feel** about them overall? <Tell me on a scale of 0 to 10 / Choose an answer from 0 to 10> where 10 is very positive, 5 is neutral, and 0 is very negative.

### ANSWER CODES – SINGLE CODE PER BRAND

0	1	2	3	4	5	6	7	8	9	10
Very negative				Neutral			Very positive			

99. Don't know / cannot say

### Q5 REMOVED

### ASK ALL - FAMILIARITY

**Q6** How much do you feel you know about Wessex Water and what they do? **(SINGLE CODE FIX ORDER)**

#### **TELEPHONE VERSION: READ OUT**

1. A lot
2. A fair amount
3. A little
4. Nothing at all
5. Don't know **TELEPHONE VERSION: DO NOT READ OUT**

## SECTION 3: PRIORITIES

### ASK ALL

**Q7** How important do you think it is for Wessex Water to focus on each of the following things?

**TELEPHONE ONLY:** Please use a scale from 0 to 10, where 10 is 'a top priority' and 0 is 'not a priority'.

### EXAMPLE LIST

#### **ISSUES (RANDOMISE ORDER)**

1. Preventing sewage entering rivers and the environment Ensuring the sewerage system working effectively
  2. Protecting and improving river/beach water quality
  3. Ensuring a reliable water supply
  4. Improving local habitats for plants and animals
  5. Reducing their own carbon emissions
  6. Giving great customer service
  7. Supporting customers who struggle to pay their bills
  8. Reducing the amount of water taken from local habitats
  9. Investing in infrastructure to support growing communities (e.g., new housing developments)
- Working together with communities on local activities

0	1	2	3	4	5	6	7	8	9	10
Not a priority							A top priority			

99. Don't know / cannot say

#### SECTION 4: BRAND IMAGERY

##### ASK ALL – IMAGE DIMENSIONS

**Q8** Thinking about your impressions of Wessex Water, how much would you agree or disagree with the following statements <**TELEPHONE ONLY:** on a scale of 0-10, where 10 is strongly agree and 0 is strongly disagree>? **TELEPHONE ONLY: READ OUT EACH STATEMENT**

##### STATEMENTS (RANDOMISE ORDER)

1. They are easy to contact
2. They are well regarded in your community
3. Care about you and your community
4. An open and transparent company
5. Care about the environment
6. Fix any problems quickly
7. A responsible and ethical company that does the right thing
8. Provide exceptional service

0	1	2	3	4	5	6	7	8	9	10
Strongly disagree								Strongly agree		

99. Don't know / cannot say

#### SECTION 5: SATISFACTION AND VALUE FOR MONEY

##### ASK ALL

**Q9** Can you tell <me/us> which company provides the **sewerage service** for your home? (**SINGLE CODE. RANDOMISE ORDER**)

##### **TELEPHONE ONLY: DO NOT PROMPT**

1. Wessex Water
2. Bristol Water
3. Bournemouth Water
4. Other (please specify) (**FIXED**)
5. Private sewerage supply e.g. septic tank (**FIXED**)
6. Don't Know (**FIXED**)

##### ASK ALL

**Q10** And which company **supplies water** to your home? (**SINGLE CODE. RANDOMISE ORDER**)

##### **TELEPHONE ONLY: DO NOT PROMPT**

1. Wessex Water
2. Bristol Water
3. Bournemouth Water
4. Other (please specify) (**FIXED**)
5. Don't Know (**FIXED**)

**DISPLAY / INTERVIEWER READ OUT:  
FOR BRISTOL SUPPLY AREA**

To confirm, most households in your area have sewerage services provided by Wessex Water, and tap water supplied by Bristol Water.

**FOR BOURNEMOUTH SUPPLY AREA**

To confirm, most households in your area have sewerage services provided by Wessex Water, and tap water supplied by Bournemouth Water.

**FOR WESSEX SUPPLY AREA**

To confirm, most households in your area have both sewerage services and tap water provided by Wessex Water.

**ASK ALL**

**Q11** <I/we> would now like you to think about your experience of Wessex Water. Taking everything into account how satisfied are you with Wessex Water? Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied? **(SINGLE CODE)**

0	1	2	3	4	5	6	7	8	9	10
Extremely dissatisfied				Neither nor			Extremely satisfied			

**THERE IS NO OPTION FOR DON'T KNOW**

**ASK ALL**

**Q12** Why did you say this? Please explain as fully as you can why you gave a satisfaction score of <SCORE AT Q11>. **TELEPHONE ONLY: PROBE FULLY**  
**OPEN END WRITE IN**

**ASK ALL – PERFORMANCE DIMENSIONS**

**Q13** How would you rate Wessex Water's performance in the following areas where 10 means excellent and 0 means very poor? **(SINGLE CODE FOR EACH STATEMENT)**

**TELEPHONE ONLY: READ OUT EACH STATEMENT**

**STATEMENTS (RANDOMISE ORDER)**

- ASK BILL PAYERS ONLY (CODE 1 OR 2 AT Q1)** Making it straightforward for you to pay your bill in the way you prefer.
- Keeping you informed during an incident, such as a water supply interruption
- Providing clear and easy to understand information
- Making it easy for you to deal with them through a range of contact methods
- Reliability of their services
- ASK THOSE IN WESSEX SUPPLY AREA ONLY** Helping you to save water
- Keeping you up to date with their work in your area
- Providing information about how your household can help to prevent sewer blockages

0	1	2	3	4	5	6	7	8	9	10
Very poor							Excellent			

99. Don't know / cannot say

**ASK ALL**

**Q14** Thinking of all the things that Wessex Water do and could do in future, what do you think it could do more of, or do better at?

**TELEPHONE ONLY: PROBE FULLY**

**OPEN END WRITE IN**

**ASK THOSE IN WESSEX SUPPLY AREA ONLY**

**QT1.** How much do you **trust** Wessex Water to provide a **reliable supply of good quality tap water?**

Please answer on a scale of 0 to 10 where 0 means 'you don't trust them at all' and 10 means 'you trust them completely'

0	1	2	3	4	5	6	7	8	9	10
Don't trust them at all							Trust them completely			

99. Don't know / cannot say

**ASK ALL (WESSEX, BRISTOL AND BOURNEMOUTH SUPPLY AREAS)**

**QT2.** How much do you **trust** Wessex Water to **take away wastewater and sewage and deal with it responsibly?** Please answer on a scale of 0 to 10 where 0 means 'you don't trust them at all' and 10 means 'you trust them completely'

0	1	2	3	4	5	6	7	8	9	10
Don't trust them at all							Trust them completely			

99. Don't know / cannot say

**READ OUT / DISPLAY TO ALL**

**Now a few questions about bills from Wessex Water.**

**ASK ALL RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT Q1)**

**Q15** How strongly do you agree or disagree with the statement 'I worry about being able to afford my water bill'? **TELEPHONE ONLY:** Please use a scale of 0 to 10 where 0 is strongly disagree and 10 is strongly agree.

0	1	2	3	4	5	6	7	8	9	10
Strongly disagree							Strongly agree			

99. Don't know / cannot say

**ASK ALL RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT Q1)**

**Q16** Thinking now about value for money, how satisfied or dissatisfied are you with the value for money of the water and sewerage services in your area? **(SINGLE CODE)**

**TELEPHONE ONLY: READ OUT**

**STATEMENTS (RANDOMISE ORDER)**

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied



4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

**ASK ALL RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT Q1) - OFWAT QUESTION TO RETAIN**

**Q17** How much do you agree or disagree that the total water and sewerage charges that you pay are **affordable to you?** (SINGLE CODE)

**TELEPHONE ONLY: READ OUT**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know **(NOT PROMPTED)**

**DISPLAY / READ OUT ONLY TO THOSE NOT RESPONSIBLE FOR PAYING BILL (CODE 3 AT Q1):**

**FOR WESSEX SUPPLY AREA:** "Currently the average bill from Wessex Water for customers' water and sewerage service is £56 per month or £669 per year".

**FOR BRISTOL SUPPLY AREA:** "Currently the average bill in your area for customers' water and sewerage service is £47 per month or £568 per year".

**FOR BOURNEMOUTH SUPPLY AREA:** "Currently the average bill in your area for customers' water and sewerage service is £44 per month or £525 per year"

**ASK ALL**

**Q19** Do you have a water meter in use at your home? (SINGLE CODE)

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

**ASK ALL**

**Q20** Are you aware of Wessex Water doing any of the following? (SINGLE CODE FOR EACH STATEMENT. RANDOMISE ORDER)

**TELEPHONE ONLY: IF NECESSARY PROMPT:** Tell me 'yes', 'no' or 'don't know' for each:

	1. Yes	2. No	3. DK
<b>FIXED STATEMENTS</b>			
Assisting customers who struggle to afford their water bill			
Providing priority services for customers who need them, such as braille or extra support during a supply interruption.			

## SECTION 6: AWARENESS AND CHANNELS OF INTERACTION

### ASK ALL

**Q23** Thinking about Wessex Water, in the last six months do you recall...? **(RANDOMISE ORDER)**  
**(SINGLE CODE FOR EACH). TELEPHONE ONLY: READ OUT EACH AND IF NECESSARY PROMPT:** Tell me  
 'yes' or 'no' for each I read out

	1. Yes	2. No
Making contact with them for any reason <b>(ALWAYS FIRST)</b>		
Using their website		
Receiving their magazine		
Seeing their social media posts		
Receiving a text message from them		
Seeing or hearing about them in the news		
Discussing them with family or friends		
Seeing their employees, vans or signage		
Receiving a letter from them <b>other than your bill</b>		
Seeing or hearing about them (for example local environmental projects, working with schools, or drop-in events)		
Seeing or hearing a Wessex Water TV or radio advert		
Seeing any other advertising for Wessex Water <b>(ALWAYS DISPLAY AFTER THE TWO ABOVE)</b>		

## SECTION 7: FLEXI SECTION

### ASK ALL –ATTITUDES TO WATER BEHAVIOUR

#### ASK ALL

**Q5b.** How much do you agree or disagree with the following statement? [SC]

2. Water companies should be doing more to look after the environment

#### COLUMNS

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say [ANCHOR]

**QF1** And how much would you agree or disagree with the following statements <**TELEPHONE ONLY:** on a scale of 0-10, where 10 is strongly agree and 0 is strongly disagree>? (SINGLE CODE FOR EACH)

**TELEPHONE ONLY: READ OUT EACH STATEMENT**

#### STATEMENTS (RANDOMISE ORDER)

1. I'd be interested in having more frequent updates on how much water I'm using and how much it is costing
2. **ONLY DISPLAY IF HAVE A WATER METER** : I make an effort to keep my water usage down
3. **REMOVED AT QUARTER 3**
4. **REMOVED AT QUARTER 3**
5. **REMOVED AT QUARTER 3**
6. **REMOVED AT QUARTER 3**
7. **REMOVED AT QUARTER 3**
8. **REMOVED AT QUARTER 4**
9. **REMOVED AT QUARTER 4**

0	1	2	3	4	5	6	7	8	9	10
Strongly disagree							Strongly agree			

99. Don't know / cannot say

#### ASK ALL

**QF1b** Thinking about rivers or the sea in your area – whichever you are most familiar with – what is your impression of the water quality? (SINGLE CODE) **TELEPHONE ONLY: READ OUT**

1. Good
2. Neither good nor poor
3. Poor
4. Don't know / can't say **TELEPHONE ONLY: DO NOT READ OUT**

**QNEW.** Please describe what you think happens to rainwater that falls on your property? (i.e. where does it flow/travel to after it hits your roof, driveway yard etc.?).

1. OPEN END
2. Don't know (**Do not prompt**)

**ASK ALL**

**QF1c** Have you heard anything about storm / sewer overflows into rivers or the sea before? (**SINGLE CODE**)

1. Yes
2. No
3. Not sure

**ASK IF QF1c = YES**

**QF1e** And where did you hear about this topic? (**MULTI CODE, RANDOMISE**)

1. Wessex Water website
2. Wessex Water magazine or email
3. Wessex water adverts such as radio or TV adverts, and social media posts
4. In person discussion with Wessex Water employee
5. In the news
6. Local publications (e.g. local magazines/newsletters/forums etc.)
7. Social media (NOT Wessex Water accounts)
8. Discussed among friends/family
9. Other (Please specify) (**OPEN END**)
10. Not sure/Can't remember (**EXCLUSIVE**)

**ASK ALL**

**QF1g.** Have you heard or seen any information about what Wessex Water is doing to reduce storm overflows into rivers or the sea? (**SINGLE CODE**)

1. Yes
2. No
3. Not sure/Can't remember

**ASK IF QF1g = YES**

**QF1h.** And where did you hear about this topic? (**MULTI CODE, RANDOMISE**)

11. Wessex Water website
12. Wessex Water magazine or email
13. Wessex water adverts such as radio or TV adverts, and social media posts
14. In person discussion with Wessex Water employee
15. In the news
16. Local publications (e.g., local magazines/newsletters/forums etc.)
17. Social media (NOT Wessex Water accounts)
18. Discussed among friends/family
19. Other (Please specify) (**OPEN END**)
20. Not sure/Can't remember (**EXCLUSIVE**)

**DISPLAY TO ALL**

In the future supplies may become reduced because of climate change or the need to take less water to protect wildlife.

**Q7\_G** Now thinking about washing/bathing habits, how much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS]**

**ROWS**

5. I try to save more water but end up going back to my normal habits
6. It's essential to have one shower or bath a day to be hygienic

**COLUMNS**

1. Strongly disagree
2. Somewhat disagree
3. Neither agree nor disagree
4. Somewhat agree
5. Strongly agree
6. Don't know / cannot say **[ANCHOR]**

**ASK ALL**

**(10b) SHOWER.** In the last week or so, how often have **you** used each of the following at home? **[SINGLE CODE, RANDOMISE ROWS]**

**ROWS**

1. Used a power shower (one that uses a pump to give more flow)
2. Used a standard shower

**COLUMNS**

1. More than once a day
2. Once a day
3. 2 or 3 times a week
4. Once a week
5. Less than once a week
6. I don't own one of these

**ASK ALL**

**QF2c1.** Please tell <me/us> which of these you are already doing, and which others, if any, you would be prepared to do, to reduce your use of water? **SC PER ROW TELEPHONE ONLY: READ OUT ANSWER**

**CODES AS NECESSARY**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already doing	Would be prepared to	Would not be prepared to	Not applicable to me / unable to	Don't know
	1	2	3	4	5
1. Not flushing the toilet after every use					
3Not having a shower or bath everyday					

**ASK ALL**

**QF2c2.** And please tell <me/us> which of these have you already done, and which others, if any, you would be prepared to do, to reduce your use of water? **SC PER ROW**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already done this	Would be prepared to	Would not be prepared to	Not applicable to me / unable to	Don't know
	1	2	3	4	5
1. Fit an eco flow shower head					
2. Install a water butt (a large barrel for storing rainwater)					
3. 4. Use a watering can in the garden					
4. Not washing clothes after every wear					
5. Not rinsing dishes before putting into the dishwasher					
6. Using a washing up bowl for hand washing and dishes					
7. Letting your lawn go brown instead of watering it					
8. showering for no more than 4 minutes					

**ASK ALL**

**QF2c.** And please tell <me/us> which of these have you already done, and which others, if any, you would be prepared to do, to reduce your use of water? **SC PER ROW**

**DISPLAY / READ OUT TO ALL**

In addition to providing water and sewerage services, Wessex Water is already involved in a variety of initiatives in the community to improve the environment and to provide general support to households. Instead of doing these things on their own, Wessex Water could try and work more closely with local community organisations (like local volunteer groups and local charities) on these initiatives.

**QF2d** How supportive are you of Wessex Water working more closely with local community organisations on each of the following initiatives? **<TELEPHONE ONLY: Use a scale of 0-10, where 10 is very supportive and 0 is not at all supportive>** **TELEPHONE ONLY: READ OUT EACH STATEMENT SINGLE CODE FOR EACH STATEMENT**

**STATEMENTS (RANDOMISE ORDER)**

1. Supporting people in need or in financial difficulty
2. Environmental initiatives like planting woodland and cleaning up beaches and rivers
3. Helping people install water-saving equipment and fix leaking toilets and taps in their homes
4. Helping businesses install water-saving equipment and fix leaking toilets and taps in their premises
5. Educating people about the importance of saving water
6. Raising awareness of how to prevent blocked drains

0	1	2	3	4	5	6	7	8	9	10
Not at all supportive							Very supportive			

99. Don't know / cannot say

**ASK ALL**

**QF3** And please tell <me/us> which, if any, of these apply to you? **(MULTICODE, RANDOMISE ORDER OF ANSWER LIST). TELEPHONE ONLY: READ OUT; IF NONE APPLY TICK 'NONE OF THESE'.**

1. I volunteer for a local organisation or local charity
2. I'm a member of an online group (like Facebook) for people living in my area
3. I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council
4. I often pick up litter near where I live
5. I have reported overflowing drains or leaking pipes in my neighbourhood
6. I have used or recommended companies because they do things for the local community like sponsoring a local team, or donating to a local charity
7. I'm more involved in my local community since Covid-19
8. None of these **TELEPHONE ONLY: DO NOT READ OUT (FIXED, EXCLUSIVE)**

**ASK ALL**

**Q3\_golden.** Thinking about your own social and environmental views, how much do you agree or disagree with the following statements? **[SC, RANDOMISE ROWS]**

**ROWS**

1. I am very concerned with environmental issues
2. Keeping my costs down is more important than being environmentally friendly
4. We must all do our bit to reduce the effects of climate change

**COLUMNS**

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

6. Don't know [ANCHOR]

**ASK ALL**

**QF4** Do any of the following apply to your household? (MULTICODE, RANDOMISE ORDER OF ANSWER LIST)

**TELEPHONE ONLY: READ OUT; IF NONE APPLY TICK 'NONE OF THESE'.**

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
3. Claiming pension credit (not just state pension)
4. The household does not own a car
5. The household is in a remote location
6. No Internet access at home
7. On a discounted water tariff like Assist or Water Sure
8. The household owns and uses a hosepipe
9. (None of these) **TELEPHONE ONLY: DO NOT READ OUT (FIXED, EXCLUSIVE)**

**ASK ALL**

**QF5** And, thinking about the current economic climate, do you expect your household to be better off, worse off or about the same in the next 12 months? (SINGLE CODE. FIX ORDER OF LIST)

**TELEPHONE ONLY: READ OUT ONLY IF NECESSARY**

1. Better off
2. The same
3. Worse off
4. Don't know / not sure **TELEPHONE ONLY: NOT PROMPTED**



**SECTION 8: CLASSIFICATION**

**ASK ALL**

**Q26** Please <tell me / indicate> the occupation of the main income earner in your household?

**TELEPHONE ONLY: WRITE IN; INTERVIEWER TO CODE SEG BASED ON HEAD OF HOUSEHOLD**

**OCCUPATION: (SINGLE CODE)**

**ONLINE ONLY: TO INCLUDE STANDARD SOCIAL GRADE ANSWER CODE LIST**

1. A
2. B
3. C1
4. C2
5. D
6. E
7. Refused

**ASK ALL**

**Q27** How many people live in your household?

Children (under 16) **WRITE IN NUMBER (ALLOW 0-10)**

Adults (16 and over) **WRITE IN NUMBER (ALLOW 1-10)**

**ASK ALL**

**Q28** Thank you for completing this survey. To be entered into the prize draw (£100 Amazon voucher), please provide your name and email address or postal address. Details you give us will be used solely for the purpose of issuing your voucher to you if you win. Your details will be held for 8 weeks following the close of the survey before being securely deleted.

Name **(Open end)**

Email address **(including postcode) (Open end, optional)**

Postal address **(including postcode) (Open end, optional)**

I do not wish to be entered into the prize draw **(EXCLUSIVE)**

**SCRIPTER NOTE: RESPONDENT MUST EITHER PUT IN EMAIL OR POSTAL ADDRESS**

**THANK & CLOSE**