

2016 - Attitudes towards Tap Water and Using Water Wisely

Screeners Section

Base = All

Country

Which country do you live in?

1. England
2. Scotland CLOSE
3. Wales
4. Northern Ireland CLOSE
5. Outside the UK (Screen Out)

ProvidePostcode

This survey requires respondents to give their full postcode.

Are you happy to provide this?

This information helps us to analyse the results by specific areas, such as Local Authority, Constituency and Government areas. All answers will be treated confidentially and will be entirely anonymous. Postcode information will not be used for any other purposes.

1. Yes
2. No (Screen out)

BASE = Yes to Provide Postcode

Postcode

Could you please provide your full UK postcode?

Please type in below

(If not valid screen out)

Section 1 - Demographic Questions

A little about you...

Base = All

Gender

What is your gender?

1. Male
2. Female

Base = All

Age

Which of the following age brackets do you fit into?

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. 75+

Base = All

Ethnicity

Which of the following categories would best describe your ethnicity?

1. White - English/Welsh/Scottish/Northern Irish/British
2. White - Irish
3. White - Other
4. Mixed/Multiple - White and Black Caribbean
5. Mixed/Multiple - White and Black African
6. Mixed/Multiple - White and Asian
7. Mixed/Multiple - Other
8. Asian or Asian British - Indian
9. Asian or Asian British - Pakistani
10. Asian or Asian British - Bangladeshi
11. Asian or Asian British - Chinese
12. Asian or Asian British - Other
13. Black or Black British - Caribbean
14. Black or Black British - African
15. Black or Black British - Other
16. Other - Arab
17. Any other (Please Specify)
18. Prefer not to say

Base = All

Country of Birth

Where were you born? DROPDOWN LIST OF ALL COUNTRIES WITH UK AND ROI AT TOP

1. United Kingdom
2. Republic of Ireland
3. Outside of the United Kingdom

Base = [IF OUTSIDE OF UNITED KINGDOM]

Where spent childhood years

Where did you spend the majority of your childhood years? By childhood we mean below the age of 18

DROPDOWN LIST OF ALL COUNTRIES

Base = [IF OUTSIDE OF UNITED KINGDOM AND LIVED OUTSIDE OF UK BELOW AGE 18]

Length of time outside UK

For how many years was this?

DROPDOWN LIST 0-20+ YEARS THEN CAN CODE UP BEST BRACKETS TO USE

Base = All

Disability

Do you have any long-standing physical or mental impairment, illness or disability? By long-standing I mean anything that has affected you over a period of at least 12 months or that is likely to affect you over a period of at least 12 months?

1. Yes
2. No

Base = All

Main Income Earner

Are you the main income earner in your household?

1. Yes - I am the main income earner
2. No - Another member of the household is the main income earner
3. Don't know

Employment Status

Base = [IF YES OR DON'T KNOW]

What is your employment status?

1. Full time paid job
2. Part time paid job
3. Self employed
4. Student
5. Unemployed (6 months or less)
6. Unemployed (more than 6 months)
7. Home maker (Housewife/Homemaker)
8. Retired
9. Prefer not to say

Employment Status

Base = [IF NO]

What is the employment status of the main income earner?

1. Full time paid job
2. Part time paid job
3. Self employed
4. Student
5. Unemployed (6 months or less)
6. Unemployed (more than 6 months)
7. Home maker (Housewife/Homemaker)
8. Retired
9. Prefer not to say

Socio-Economic Grade

Base = ALL

Thinking about the occupation of the Main Income Earner in your household. Which of the following categories best describes their occupation?

1. Higher managerial, administrative or professional in large company (over 250 employees)
2. Intermediate managerial, administrative or professional or Higher management in a company with less than 250 employees
3. Supervisory or clerical and junior managerial, administrative or professional, Students
4. Skilled manual workers
5. Semi skilled manual workers
6. Unskilled manual workers
7. Never worked
8. Prefer not to say

Occupational Sector

Base = [IF EMPLOYED]

Which occupational sector do you work in?

1. Skilled construction and building trades (e.g. steel erectors, bricklayers, roofers, carpenters, glaziers, plasterers, tillers, painters)
2. Skilled metal, electrical and electronic trades (e.g. smiths and forge workers, sheet metal workers, welding trades, pipe fitters)
3. Health professionals (e.g. doctors, pharmacists, dentists, nurses, veterinarians)
4. Science, research, engineering and technology professionals (e.g. scientists, engineering professionals, IT professionals)
5. Elementary administration and service occupations (e.g. street cleaners, window cleaners, refuse collectors, vehicle cleaners, security guards, shelf fillers, hospital porters, waiters, bar staff, park attendant)
6. Skilled agricultural and related trades (e.g. farmers, horticultural trades, fishing trades (skilled only), groundsmen)
7. Teaching and educational professionals (e.g. teachers and FE professionals)
8. Sales and customers service occupations (e.g. sales assistant, cashiers, debt collectors, vehicle sales advisors, pharmacy dispensing assistant sales related occupations)
9. Other managers and proprietors professionals (e.g. agriculture managers/proprietors, hotel managers/proprietors, estate agents, publicans and owners of licensed premises, shopkeepers)
10. Science, engineering and technology associate professionals (e.g. laboratory technicians, engineering technicians, draughtsperson, IT operators and technical support)
11. Elementary trades and related occupations (e.g. farm workers (unskilled), forestry workers, fishing (unskilled) and other elementary occupations)
12. Caring personal service occupations (e.g. nursery assistants, childminders, teaching assistants, veterinary nurses, pest control, care workers, dental nurses)
13. Protective service occupations (e.g. police officers, firemen, prison officers, police community support officers)
14. Leisure, travel and related personal service occupations (e.g. hairdressing/barbers, air hostess, rail hostess, beauticians, housekeepers, caretakers)
15. Corporate managers and directors
16. Business, media and public service professionals (e.g. barristers, solicitors, accountants, chartered surveyors, social workers, librarians, business and research related professionals)

17. Health and social care associate professionals (e.g. paramedics, dispensing opticians, dental technicians, community workers, counsellors, housing association officers)
18. Culture, media and sports occupations (e.g. artists, authors, actors, dancers, graphic designers. product/clothing designers, fitness instructors and sports players)
19. Textiles, printing and other skilled trades (e.g. weavers, knitters, upholsters, leather workers, printers, cooks, chefs, florists, furniture and craft workers)
20. Business and public service associate professionals (e.g. air traffic controllers, pilots, ship officers, brokers, insurance underwriters, finance analysts, taxation experts, business professionals, conservation/environmental officers, marketing professionals, sales executives)
21. Administrative occupations (e.g. government administrative occupations, credit controllers, bank clerks, HR administrative occupations)
22. Secretarial and related occupations (e.g. secretaries, personal assistants and receptionists)
23. Transport and mobile machine drivers and operatives (e.g. van drivers, fork-lift truck drivers, agricultural machine drivers, train/tram drivers, air transport operatives, HGV drivers)
24. Process, plant and machine operatives (e.g. food and drink operatives, production operatives, machine operatives, quarry workers, coal miners, rail construction and maintenance workers, road construction operatives, tyre and windscreen fitters)

Employment Sector

Base = [IF FT OR PT]

Thinking about the occupation of the Main Income Earner in your household. Which of the following categories best describes their occupation?

1. Public, i.e. government, local council, emergency services, armed services, etc
2. Private, i.e. a company set up to make a profit
3. Third sector, i.e. a charity or non-profit organisation (like a housing association)
4. Don't know/Prefer not to say

Employment Sector

Base = [IF RETIRED]

Thinking about the occupation of the Main Income Earner BEFORE THEY WERE RETIRED. Which of the following categories best describes their occupation?

1. Public, i.e. government, local council, emergency services, armed services, etc
2. Private, i.e. a company set up to make a profit
3. Third sector, i.e. a charity or non-profit organisation (like a housing association)
4. Don't know/Prefer not to say

Education

Base = ALL

What is the highest level of educational qualifications you've obtained? Please click all that apply

University Higher Degree (e.g. MSc, PhD)
First degree level qualification including foundation degrees, graduate membership of a professional Institute, PGCE
Diploma in higher education
Teaching qualification (excluding PGCE)
Nursing or other medical qualification not yet mentioned
A Level
Welsh Baccaulaureate
International Baccaulaureate
AS Level
Higher Grade/Advanced Higher (Scotland)
Certificate of sixth year studies
GCSE/O Level
CSE
Standard/Ordinary (O) Grade / Lower (Scotland)
Other school (inc. school leaving exam certificate or matriculation)
No qualifications
None of the above

Base = All

Household Size

How many people live in your household, including yourself?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10
11. 11
12. 12
13. 13
14. 14
15. 15 or more

Base = All

Children

Are there any dependent children living in your household? Note: Dependent children are those aged under 18 living in your household

1. Yes
2. No

Base = [IF YES]

Children In Household

How many children aged 18 or under in the household?

- 1. 0
- 2. 1
- 3. 2
- 4. 3
- 5. 4
- 6. 5 or more

Base = All

Water using appliances

How often do you use each of the following appliances in your household?

	I do not have one of these	Everyday	A few times a week	1 or 2 times a month	Rarely
Bath					
Shower					
Washing Machine					
Dishwasher					
Kettle					
Coffee Machine					
Handheld Hosepipe (this includes hose guns)					
Water sprinkler					

Base = [If have shower]

Do you use...?

- 1. An electric shower - this uses electricity to instantly heat water as it passes through the unit

2. A power shower - is a shower that has a built-in pump and combines water from the hot and cold supplies.
3. Mixer shower - this draws on both hot and cold water supplies and mixes them together without using a pump
4. Removable showerhead - this is a removable, handheld showerhead that traditionally fits on to the tap (basin or bath).
5. Other - please specify
6. Don't know

Base = All

Tenure

Which of the following best describes your current accommodation?

1. Homeowner (without homeowner loan/mortgage)
2. Homeowner (with homeowner loan/mortgage)
3. Private tenant
4. Tenant (social housing)
5. Living with parents/extended family
6. Residential/Care Home
7. Other (please specify)

Base = All

HHIncome

Which of the following income brackets, best represents your household income, before deductions for income tax, National Insurance etc?

1. Less than £14,999
2. £15,000 - £24,999
3. £25,000 - £34,999
4. £35,000 - £49,999
5. £50,000 - £69,999
6. £70,000 - £100,000
7. More than £100,000
8. Prefer not to say

Base = All

Waterbillpayer

Are you the water bill payer in your household?

[Single response - Randomise direction - Keep order]

1. Yes, solely
2. Yes, jointly
3. No, I am not

Base = All

WaterMeter

Does your household have a water meter?

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

Social Media Use

Base = ALL

How often do you use any of the following social media sites?

	Daily	Several times per week	A few times per month	Less frequently	Never
Facebook	1	2	3	4	5
Twitter	1	2	3	4	5
YouTube	1	2	3	4	5
Pinterest	1	2	3	4	5
LinkedIn	1	2	3	4	5
Google+	1	2	3	4	5
Instagram	1	2	3	4	5

Section 2 - Attitudes to tap water

Base = all who have a water meter

[Q1] Which of the following explains how your property came to have a water meter? Click one answer only

Your property already had a meter when you moved in

You / your household asked for a meter to be fitted

You / your household had to have a meter fitted because your water company is metering all households in your area

Other [Q1_open] {open}

Don't know

Base = all who asked for water meter to be fitted

[Q2] What was the main reason you asked to have a water meter fitted? Click one answer only

To save money

To encourage me/my household to use less water - for the good of the environment

It's fair to pay for what you use

Other [Q2_open] {open}

Base = All

[Q3] Thinking about drinking tap water or still bottled water at various different places, would you say that you usually drink tap water or still bottled water...? Click one answer only

RANDOMISE ORDER

- At HOME
- At WORK
- In CAFES AND RESTAURANTS
- OUT AND ABOUT ON THE MOVE

Usually drink tap water

Usually drink still bottled water

It varies too much to say

I don't tend to drink water by itself (I drink other things such as tea, coffee, soft drinks etc)

Base = if drink still bottled water at home

[Q4] You said that you usually drink still bottled water rather than tap water at HOME_, which of the following reasons, if any, explain why? Please choose up to 3 reasons that are the most important factors.

Tap water is poor quality - taste/smell

Tap water is poor quality - appearance

Unsure about safety of tap water

Tap water might contain things in it that I don't want to drink

Bottled still water is healthier than tap water

Bottled still water is more convenient than tap water

The lifestyle branding of still bottled water is appealing

Social acceptability - everyone does this

Just a habit - no particular reason

Other - specify

Base = if drink still bottled water at home

[Q4a MAX DIFF] Please indicate which of the following criteria you feel is the *most motivating* factor, *and* which you feel is the *least* motivating factor in deciding why you usually drink still bottled water rather than tap water at home.

Please note: You must choose one as the most and one as the least important factor.

Tap water has a poor taste/smell

Tap water has a poor appearance

Unsure about safety of tap water as it might contain things in it that I don't want to drink

Bottled still water is healthier than tap water

Bottled still water is more convenient than tap water

The lifestyle branding of still bottled water is appealing

Social acceptability - everyone does this

Base = if drink tap water at home

[Q5] You said that you usually drink tap water rather than still bottled water at HOME, which of the following reasons, if any, explain why? Please choose up to 3 reasons that are the most important factors.

Tap water is healthier than bottled still water

- Unsure about safety of bottled still water
- Bottled water might contain things in it that I don't want to drink
- Tap water is more convenient than bottled still water
- I can't afford to drink still bottled water at home but otherwise I would drink bottled water at home
- Concern about the environmental impact of bottled still water
- Tap water is good quality - taste/smell
- Tap water is good quality - appearance
- Tap water is cheaper and better value than still bottled water
- Social acceptability - everyone does this
- Just a habit - no particular reason
- Other - specify

Base = if drink tap water at home

[Q5a MAX DIFF] Please indicate which of the following criteria you feel is the *most motivating* factor, *and* which you feel is the *least* motivating factor in deciding why you usually drink tap water rather than still bottled water at home.

Please note: You must choose one as the most and one as the least important factor.

- Tap water is more convenient than bottled still water
- Concern about the environmental impact of bottled still water
- Tap water has a good taste/smell
- Tap water has a good appearance
- Tap water is cheaper and better value than still bottled water
- Tap water is healthier than bottled still water

Base = if usually drink tap water at home, but varies elsewhere

SHOULD ONLY SHOW OPTIONS BASED ON Q3

[Q6] You said that you usually drink tap water at home, but not necessarily in other places. Which of the following reasons, if any, explain why? Please choose up to 3 reasons that are the most important factors.

All locations

Bottled still water is healthier than tap water

Bottled still water is more convenient than tap water

The lifestyle branding of tap water is appealing

Don't drink tap water at all as prefer other drinks - tea, coffee, soft drinks, sparkling water etc.

Social acceptability - everyone does this

Just a habit - no particular reason

I can't be sure that drinking water taps in shared areas are clean

I trust bottled still water more than tap water when I'm not at home

Out and about

I don't have easy access to drinking water taps or fountains when out and about

Refilling water bottles with tap water is unhygienic - I can't be sure they are clean

I can't quite get organised to carry tap water around with me in a reusable bottle

Work

My employer provides free bottled still water to employees

Café/Restaurant

Because most people drink bottled still water in cafes or restaurants

I never think of asking for tap water in cafes and restaurants

I didn't know that licenced premises were obliged to provide free tap water to their customer when requested

I am usually offered bottled water but not tap water

I don't think that cafes and restaurants have to provide tap water, even if asked

I would feel a bit awkward asking for tap water in a café/restaurant

Base = All

[Q6a] Do you think the following statements are true or false? Click one answer only

- Licenced premises (i.e. restaurants and pubs that serve alcohol) by law have to provide free tap water to their customers when asked

<1>True

<2>False

Base = All

[Q7] How easy or difficult do you think it is to access free tap water at the following places? Click one answer per place

- [Q7_1] At work
- [Q7_2] At cafes and restaurants
- [Q7_3] When out and about on the move

Very easy

Easy

Neither easy nor difficult

Difficult

Very difficult

Don't know

Base = If lived outside the UK below the age of 18

[Q7a] How would you describe the water supply available to you when you were growing up? Click one answer only

I drank water straight from the tap

I had to boil tap water before drinking it

I always drank bottled water

Section 3 - Attitudes towards using water wisely

We are now going to ask you some questions about your water use at home please take your time and read each question carefully.

Base = All

[Q8] If you have made a conscious decision to use less water in the last three years, which of the following are reasons why? Pick as many as apply

I have not made a conscious decision to use less water over the past three years

To save money on my water bill

For environmental reasons - to take less water out of rivers etc. and help wildlife

As a result of receiving information from water company about saving water

As a result of receiving information from elsewhere about saving water

It just seems like common sense /normal behaviour to me

Seems like the right thing to do

Other (specify)

Don't know

Base = Made a conscious decision to use less water

[Q8a MAX DIFF] Please indicate which of the following criteria you feel is the *most important* factor, *and* which you feel is the *least* important factor in motivating you to use less water in the last 3 years.

Please note: You must choose one as the most and one as the least important factor.

To save money on my water bill

For environmental reasons - to take less water out of rivers etc. and help wildlife

As a result of receiving information from water company about saving water

As a result of receiving information from elsewhere about saving water

It just seems like common sense /normal behaviour to me

Base = All

[Q9b] Which of the following are things that you do, or things that you have in your home? Click as many as apply

Things that you do - only pick things that you do (Select all that apply)

Take showers instead of baths

Turn off tap when brushing teeth

Wait until full load for washing machine / dishwasher

Only put required amount of water in the kettle

Reusing water e.g. bath water and sink water

Share shower/bath

Spending less time in shower

Use a shower timer to make sure don't spend too long in the shower

Have fixed drips/turn off taps properly so they don't drip

Do not flush toilet as often

Collect/use rainwater

Do not use hosepipe (as much)

Do not wash car (as much)

Only do washing up once a day

Use washing machine/dishwasher sparingly/weekly

Buy/use bottled water

Things in your home

Water efficient shower/shower-head

Water efficient dishwasher

Water efficient washing machine

Trigger device fitted to hosepipe

Hippo/Save A Flush device in toilet cistern

Lagging on pipes to protect against bursting

Water butts in garden

Had a water audit - someone visited our home to advise how we could use less water

None of these

Base = All

[Q10] To what extent do you think that saving water has any effect on your energy bills? Click one answer only

A great effect

Quite a bit of an effect

Somewhat of an effect

Very little effect

No effect at all

Don't know

Base = All

[Q12] What would you be willing to do to save water? Click one answer per row

	I do not currently do this to save water, but I would be willing to do this	I already do this/ have this	I would not be willing to do this	I do not have enough information/ would need more information to make a decision	It is not my decision
Have a water meter installed					
Taking showers instead of baths					
Fit a water efficient shower/shower-head					
Fit a water efficient dishwasher					
Fit a water efficient washing machine					
Use a trigger device fitted to hosepipe					
Hippo/Save A Flush device in toilet cistern					
Lag water pipes to protect against bursting					
Install rainwater butts in garden					
Turn off tap when brushing teeth					
Wait until full load for washing machine					
Wait until full load for dishwasher					
Only put required amount of water in kettle					

Re-use water e.g. bath water					
Use a bowl to do the washing up					
Share shower/bath					
Spend less time in shower					
Use a shower timer to make sure don't spend too long in the shower					
Have a water audit - someone could visit you at home to offer advice on how to use less water					

Base = those who made a conscious decision to use less water

[Q13] How did you find out how to reduce your use of water? Click as many as apply

Water company website

Ofwat - regulator of the water industry

CCWater - Consumer Council for Water

Used a search engine / general internet search

A specific website - please specify

Information with water bill

Information in local/national press

Information in other literature

Saw something on TV

Heard something on the radio

It is common sense to me - didn't need to find out

Family/friends

Other (please specify)

Don't know

Base = All

[Q14] If you wanted to, how would you find out more or new information on how to reduce your use of water? Click as many as apply

Visit my water company's website

Telephone the water company

- Use a search engine / general internet search
- Use a specific website - please specify
- Look for information on our water bill
- Look for information in local/national press
- Look for information in other literature
- Watch consumer shows on TV
- Listen to consumer shows on the radio
- It is common sense to me - I wouldn't need to find out
- Family/friends
- Don't know
- Other (please specify)

Base = All

[Q15a] Which of the following, if any, are ways in which you have been made aware of using water wisely through any campaigns or publicity in the past 12 months? Click as many as apply

BUT ONLY ONE CODE IF SELECT NOT AWARE

Not aware of any campaigns to use water wisely

Television

Billboards

Radio

Leaflets

Mail through the post

Emails

Newspapers/magazines

Children learning about it at school

Information from the internet

Social media - twitter

Social media - other

Word of mouth

Information on water bills

Other (please specify)

Don't know

Base = all who have been made aware of using water wisely

[Q15b] And from which of the following sources were you made aware of using water wisely in the past 12 months? Click as many as apply

Water company

WaterWise

Ofwat - regulator

Consumer Council for Water - CCWater

Local school (s)

Other [Q15b_open]

Don't know

Base = All

[Q17] In the PAST YEAR, have you been aware of anything that might affect the reliability of water supplies in the UK? Click one only

Yes definitely

Yes maybe

No I haven't

Base = all who said Yes definitely and Yes maybe

[Q17b] What was it that you had been made aware of that might affect the reliability of water supplies in the UK? Please explain below.

Section 3 - Recycling behaviours

Base = All

[Q18] Do you or your household recycle any of the following regularly? Click as many as apply

I do not recycle/do not do the recycling in our household

Plastics e.g. plastic milk bottles, drinks bottles, yoghurt/ice cream/margarine tubs

Glass e.g. wine bottles, jam jars

Tins and cans e.g. fizzy drink cans, baked bean tins, pet food tins

Paper/cardboard e.g. newspapers, cereal boxes, empty kitchen rolls

Food waste

Garden waste

Tetra packs e.g. paper based cartons (juice cartons, soy milk, soup, long-life milk)

Other (please specify)

Base = Anyone who recycles plastics, glass, tins/cans

[Q19] Do you prepare plastics/glass/tins and cans for recycling? Click one only

I do not prepare any of my recycling - it is separated and then goes straight in the recycling bin/tub as it is

I prepare it before separating to go into the recycling bin/tub

Base = Anyone who prepares plastics, glass or tins/cans to go into the recycling bin/tub

[Q19a] You said that you prepare your plastics/glass/tins and cans for recycling, do you do any of the following...?

[Multicode]

I wash/rinse them in used washing up water

I wash/rinse them under the cold water tap

I wash/rinse them under the hot water tap

I do not wash/rinse them

Please use the space below to describe further how you use water to prepare your plastics, glass or tins/cans for recycling.

Base = All

[Q20] To which of the following companies do you pay your water bill? If you are not sure, please pick don't know at the end of the list. Click one only

Anglian Water
Bristol Water
Cambridge Water
Dee Valley Water
Dwr Cymru (Welsh Water)
Essex and Suffolk Water
Hartlepool Water
Northern Ireland Water (screen out)
Northumbrian Water
Portsmouth Water
Scottish Water (screen out)
Sembcorp Bournemouth Water
Severn Trent Water
South East Water
South Staffordshire Water
South West Water
Southern Water
Sutton and East Surrey Water
Thames Water
United Utilities
Affinity Water Central (Veolia Central/Three Valleys)
Affinity Water East (Veolia East/(Tendring Hundred)
Affinity Water Southeast (Veolia Water Southeast/Folkestone & Dover)
Wessex Water
Yorkshire Water
Other company
Not connected to mains water
Don't know

Base = all who selected 'other company' at Q20

[Q21] You ticked that you pay your bills to a water company not listed, please type in the company.

OPEN