

Questionnaire 01 November 2022 Draft V5.2 CLEAN

Note: This is adapted from The PW Social Tariff Draft Questionnaire from Accent

MODULE 1: RECRUITMENT

Good morning/afternoon/evening. My name is **[INSERT NAME]** from Teamsearch, an independent market research company. We're conducting a survey for Portsmouth Water to find out your views on the water bill and how to help customers who are struggling to afford it. The interview takes about 15 minutes, and we follow the Market Research Society's rules so your answers will be confidential and only used for research purposes. You do not have to answer any questions you do not wish to, and you can end the interview at any point.

ASK ALL, SINGLECODE

S1 Would you be willing to take part?

1. Yes **(GO TO S2)**
2. No time now **(ARRANGE CALL BACK)**
3. Refused **(THANK & CLOSE)**

NB: IF THEY REQUEST NOT TO BE CONTACTED AGAIN FOR RESEARCH PURPOSES, THIS NEEDS TO BE RECORDED AND DETAILS PASSED BACK TO CLIENT

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 **(GO TO S3)**
2. No **(THANK & CLOSE)**

ASK ALL, SINGLE CODE

S3. Would you like further information on where to find details of Portsmouth Water's Privacy Notice before we start?

1. Yes – **(PROVIDE DETAILS OF WHERE TO FIND PRIVACY NOTICE)**
2. No details required

NB: IF RESPONDENT WISHES, AT ANY POINT, TO CHECK CREDENTIALS WITH PORTSMOUTH WATER GIVE THEM THE FOLLOWING NUMBER 02392 499888 AND ASK THAT THEY CALL BETWEEN 8.30AM AND 4.30PM MONDAY TO FRIDAY. ARRANGE CALL BACK.

ASK ALL, SINGLE CODE

Q1. Are you the person in your household who is responsible – either solely or jointly – for paying your household's water and sewerage bills?

1. Yes
2. No **(ASK TO SPEAK WITH PERSON RESPONSIBLE AND REPEAT INTRODUCTION SECTION)**

ASK ALL, SINGLE CODE, DO NOT PROMPT

Q2a. Can you tell me who provides the sewerage service for your home?

1. Portsmouth Water
2. Southern Water
3. Other (please specify) **WRITE IN**
4. Private sewerage supply e.g., septic tank
5. Don't Know

ASK ALL, SINGLE CODE, DO NOT PROMPT

Q2b And who supplies tap water to your home?

1. Portsmouth Water
2. Southern Water
3. Other (please specify) **WRITE IN**
4. Private supply
5. Don't Know

CLOSE IF CODE 2, 3 or 4 at Q2b.

IF CODE 1,3 OR 5 AT Q2a, OR CODE 5 AT Q2b READ OUT: Thank you. Just to let you know that the majority of people living in your area have tap water provided by Portsmouth Water and their sewerage service by Southern Water, Portsmouth Water only supply tap water, and do not provide sewerage services.

ASK ALL, SINGLECODE

Q3. Do you have a water meter?

1. Yes
2. No

Q4 REMOVED

Q5 (SOCIAL GRADE) MOVED TO THE BACK OF THE QUESTIONNAIRE AS IT WILL NOT BE USED FOR QUOTAS

ASK ALL, SINGLE CODE, READ OUT 1-5

Q6. Which of the following age groups do you fall into?

1. 18-24
2. 25-34
3. 35-49
4. 50-64
5. 65-74
6. 75 and over
7. Refused (**DO NOT READ**)

DO NOT ASK BUT RECORD, SINGLE CODE

Q7. Gender

1. Male
2. Female

Q8,9 REMOVED

MODULE 2: MAIN QUESTIONNAIRE

ASK ALL, SINGLE CODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q10. How much do you agree or disagree that the total water and sewerage charges that you pay now are **affordable to you?** (SC)

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know / don't pay bill (**DO NOT READ**)

READ OUT: Now I'd like you to think just about the service you receive from Portsmouth Water. Please remember that Portsmouth Water supplies tap water, while sewerage services in the area are provided by Southern Water, a completely separate company.

ASK ALL, SINGLE CODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q11. How do you rate the service you receive from Portsmouth Water in terms of value for money?

1. Very poor value for money
2. Poor value for money
3. Neither poor nor good value for money
4. Good value for money
5. Very good value for money
6. Don't know (**DO NOT READ**)

Q12 removed

ASK ALL, SINGLE CODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q13. Currently the average water supply bill from Portsmouth Water is £109 per year (or £9.08 per month). This is the lowest water supply bill of all water companies in England, which is on average £200 per year. Due to inflation, the average Portsmouth Water bill for next year will increase to £118 per year (or £9.83 per month) but will remain the lowest water supply bill in the country. Based on this information, how do you rate the value for money that Portsmouth Water will offer **next year**?

1. Very poor value for money
2. Poor value for money
3. Neither poor nor good value for money
4. Good value for money
5. Very good value for money
6. Don't know (**DO NOT READ**)

ASK ALL, SINGLE CODE

Q14. Given the current economic climate in the country there are an increasing number of households who genuinely struggle to afford their water bills. Are you aware of any schemes that Portsmouth Water offers to help customers in financial difficulty?

1. Yes
2. No **SKIP TO Q16**

NB: IF RESPONDENT PROACTIVELY ASK ABOUT WHAT BILL SUPPORT IS AVAILABLE, PLEASE READ OUT THE FOLLOWING: I can either provide you with a web address, or I can ask someone from Portsmouth Water to call you to discuss this. Please be assured that nothing other than your contact details will be shared with Portsmouth Water if you do request a call-back. All of your answers to this survey will remain confidential.

1. Requested web address

Please visit www.portsmouthwater.co.uk and search for 'Help with my bills'

2. Requested call back

Name_____

First line of address_____

Postcode_____

Q15 removed

OPEN END WRITE IN ANSWER. PROBE.

ASK ALL, SINGLE CODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q16. Portsmouth Water offers a reduced water supply bill to low-income households and those receiving certain income-related benefits like Universal Credit. How acceptable do you think it is for Portsmouth Water to offer a reduced bill to help customers on limited incomes?

1. Perfectly acceptable
2. Acceptable
3. Unacceptable
4. Completely unacceptable
5. Don't mind (**READ OUT: "This means your response will be recorded that you find this acceptable"**)
6. Don't know **WILL NOT BE INCLUDED IN SUPPORT OR OPPOSITION CALCULATIONS**

ASK ALL, SINGLE CODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q17. The scheme to offer a reduced water bill to low-income households is funded by other customers. This means all customers **not** on low incomes or specified benefits pay a small amount extra on their bill to help those in financial difficulties. How acceptable do you find this as a way of funding this scheme?

1. Perfectly acceptable
2. Acceptable
3. Unacceptable
4. Completely unacceptable
5. Don't mind (**READ OUT: "This means your response will be recorded that you find this acceptable"**)
6. Don't know **WILL NOT BE INCLUDED IN SUPPORT OR OPPOSITION CALCULATIONS**

ASK ALL, SINGLE CODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q18. Currently, to qualify for a reduced water supply bill from Portsmouth Water, you need to have a household income below the HMRC 'low-income threshold' or receive certain income-related benefits such as Universal Credit. Customers need to apply for the reduced

bill, and their application is assessed by a specialist team at Portsmouth Water. How acceptable is it that Portsmouth Water identifies those who should receive a lower bill in this way?

1. Perfectly acceptable
2. Acceptable
3. Unacceptable
4. Completely unacceptable
5. Don't mind **(READ OUT: "This means your response will be recorded that you find the introduction acceptable")**
6. Don't know **WILL NOT BE INCLUDED IN SUPPORT OR OPPOSITION CALCULATIONS**

ASK ALL, SINGLECODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q19. I'd now like to give you some more detail about Portsmouth Water's scheme to reduce water bills for households on limited incomes, and ask your views:

The scheme currently helps just over 10,000 households which is about 3% of all Portsmouth Water customers.

The annual water supply bill for these households is reduced by just over a quarter (26%). So next year, with an average annual water supply bill of £118, this will be an average reduction of £31 per year.

How acceptable is it that Portsmouth Water provide a scheme where around 3% of their customers on limited incomes receive an average £31 reduction in their annual water bill?

1. Perfectly acceptable
2. Acceptable
3. Unacceptable
4. Completely unacceptable
5. Don't mind **(READ OUT: "This means your response will be recorded that you find it acceptable")**
6. Don't know **WILL NOT BE INCLUDED IN SUPPORT OR OPPOSITION CALCULATIONS**

READ OUT

I would now like to ask about some possible future options for Portsmouth Water's scheme for reduced bills. These options would be in place from July 2023 to at least April 2025. (Please note that the bill payments I read out will be in today's prices, and so will exclude inflation).

ASK ALL, SINGLECODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q20. The first option is that customers who contribute towards the scheme would pay **£2** a year, so that **19,000** lower income households receive a 26% discount on their water supply bill. All administration costs for the scheme will be paid for by Portsmouth Water. Please tell me how acceptable this scheme is to you?

1. Perfectly acceptable **GO TO Q22**
2. Acceptable **GO TO Q22.**
3. Unacceptable **GO TO Q21a**
4. Completely unacceptable **GO TO Q21a**
5. Don't mind **(READ OUT: "This means your response will be recorded that you find it acceptable") GO TO Q22**
6. Don't know **GO TO Q21a**

ASK IF CODE 3,4,6 @ Q20, SINGLECODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q21a. Another option is that customers who contribute towards the scheme would pay **£1** a year. so that **13,000** households would receive a 26% discount. Please tell me how acceptable this scheme is to you?

1. Perfectly acceptable **GO TO Q23**
2. Acceptable **GO TO Q23**
3. Unacceptable **GO TO Q21b**
4. Completely unacceptable **GO TO Q21b**
5. Don't mind (**READ OUT: "This means your response will be recorded that you find it acceptable"**) **GO TO Q23**
6. Don't know **GO TO Q21b**

ASK IF CODE 3,4,6 @ Q21a, SINGLECODE. READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q21b. Another option is that customers who contribute towards the scheme would pay **50p** a year. so that **6,500** households would receive a 26% discount. Please tell me how acceptable this scheme is to you?

1. Perfectly acceptable **GO TO Q23**
2. Acceptable **GO TO Q23**
3. Unacceptable **GO TO Q23**
4. Completely unacceptable **GO TO Q23**
5. Don't mind (**READ OUT: "This means your response will be recorded that you find it acceptable"**) **GO TO Q23**
6. Don't know **GO TO Q23**

ASK IF CODE 1,2 OR 5 @ Q20, SINGLECODE, READ OUT OPTIONS 1-5 ONLY. FLIP ANSWER SCALE FOR HALF SAMPLE

Q22. Another option is that customers who contribute towards the scheme would pay **£3** a year. so that **28,500** households would receive a 26% discount. Please tell me how acceptable this scheme is to you?

1. Perfectly acceptable
2. Acceptable
3. Unacceptable
4. Completely unacceptable
5. Don't mind (**READ OUT: "This means your response will be recorded that you find it acceptable"**)
6. Don't know

ASK ALL, SINGLECODE, RANDOMISE ORDER

Q23. In the options I've given you, the bill discount has been **26%** for lower income households. Alternatively, there could be a smaller discount for a larger number of customers, or a bigger discount for a smaller number of customers. Which of the following would you prefer...?

1. A 26% discount as described in the options mentioned
2. A bigger reduction than 26% given to fewer customers
3. A smaller reduction than 26% given to more customers
4. No preference / don't know (**FIXED, DO NOT READ OUT**)

Q24 REMOVED

Before we finish there are a few more questions to ensure we speak with a range of different types of water customers. Your answers will be used for analysis purposes only and are confidential so will not be passed back to Portsmouth Water or any other organisation. Just tell me if you do not wish to answer any question.

ASK ALL, SINGLECODE, DO NOT READ OUT, BACKCODE ACCORDING TO BELOW LIST

Q25a. How would you describe the profession of the chief income earner in your household?

1. High managerial, administrative or professional e.g., doctor, lawyer, medium / large company director (50+ people A standard monthly discount that does not vary)
2. Intermediate managerial, administrative or professional e.g., teacher, manager, accountant, small business owner, engineer)
3. Supervisor, administrative or professional e.g., police officer, nurse, secretary, civil servant, sales executive, customer service, youth worker, self-employed.
4. Skilled manual worker e.g., mechanic, plumber, electrician, lorry driver, train driver, nurse, seamstress, construction worker, site manager.
5. Semi-skilled or unskilled manual worker e.g., waiter, factory worker, receptionist, labourer, cleaner, supermarket worker
6. House-wife / house-husband
7. Unemployed
8. Student
9. Retired
10. Other, please write in **(OPEN END)**
11. Not stated/Refuse to answer

ASK IF CODE 9 (RETIRED) AT Q25a, SINGLECODE, DO NOT READ OUT, BACKCODE ACCORDING TO BELOW LIST

Q25b. And how would you describe the previous occupation of the chief income earner in your household before retirement?

1. High managerial, administrative or professional e.g., doctor, lawyer, medium / large company director (50+ people A standard monthly discount that does not vary)
2. Intermediate managerial, administrative or professional e.g., teacher, manager, accountant, small business owner, engineer)
3. Supervisor, administrative or professional e.g., police officer, nurse, secretary, civil servant, sales executive, customer service, youth worker, self-employed.
4. Skilled manual worker e.g., mechanic, plumber, electrician, lorry driver, train driver, nurse, seamstress, construction worker, site manager.
5. Semi-skilled or unskilled manual worker e.g., waiter, factory worker, receptionist, labourer, cleaner, supermarket worker
6. House-wife / house-husband
7. Unemployed
8. Student
9. Other, please write in **(OPEN END)**
10. Not stated/Refuse to answer

Q26 REMOVED, REPLACED WITH Q26a

ASK ALL, DO NOT READ OUT, BACKCODE ACCORDING TO BELOW LIST

Q26. How many people, including children of under 16 years old, currently live in your household? **(SC)**

1. 1 – just me
2. 2
3. 3

4. 4
5. 5 or more
6. Prefer not to answer

ASK ALL, SINGLE CODE

Q27. Please could you indicate your annual household income before tax and deductions?
This is only for analysis purposes and is completely confidential.

1. Less than £10,000
2. £10,000 - £12,999
3. £13,000 - £16,999
4. £17,000 - £20,999
5. £21,000 - £29,999
6. £30,000 - £39,999
7. £40,000 - £49,999
8. £50,000 - £69,999
9. £70,000 - £89,999
10. £90,000 or more
11. Prefer not to answer

ASK ALL, MULTICODE, ONLY PROMPT IF NEEDED.

Q28. Do you receive any benefits or allowances? **IF YES:** Can you tell me which?

1. Attendance Allowance
2. Child Tax Credit
3. Council Tax Benefit
4. Disability Living Allowance
5. Housing Benefit
6. Income Support (or similar)
7. Jobseeker's Allowance
8. Mortgage interest Benefit
9. Pension credit
10. Personal Independent Credit
11. Universal Credit
12. Working tax credit
13. Other **(OPEN END, WRITE IN)**
14. None of these **(EXCLUSIVE)**
15. Prefer not to answer this **(DO NOT READ OUT) (EXCLUSIVE)**

ASK ALL, MULTICODE

Q29. Do any of the following apply to your household?

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
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
8. None of these **(DO NOT READ OUT) (EXCLUSIVE)**
9. Prefer not to answer this **(DO NOT READ OUT) (EXCLUSIVE)**

ASK ALL, SINGLE CODE

Q30. Is there anything else you'd like to add regarding Portsmouth Water and/or the subject we've been discussing today?

1. Yes **(PROBE AND WRITE IN):**
2. No

NB: IF RESPONDENT PROACTIVELY ASK ABOUT WHAT BILL SUPPORT IS AVAILABLE, PLEASE READ OUT THE FOLLOWING: I can either provide you with a web address, or I can ask someone from Portsmouth Water to call you to discuss this. Please be assured that nothing other than your contact details will be shared with Portsmouth Water if you do request a call-back. All of your answers to this survey will remain confidential.

1. Requested web address

Please visit www.portsmouthwater.co.uk and search for 'Help with my bills'

2. Requested call back

Name_____

First line of address_____

Postcode_____

Thank you for your help in this research