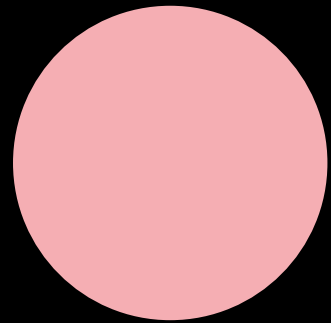
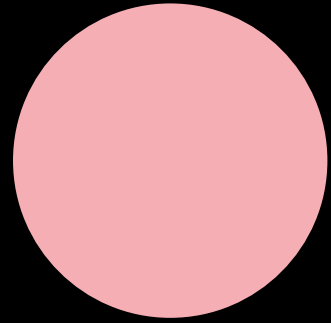


March 2022

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# Ofwat: Cost of Living (2022)



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## Questionnaire

Make better decisions

Savanta:

<b>PROGRAMMING GUIDELINES</b>	
<b>SURVEY NAME TO APPEAR ON URL</b>	Cost of Living Survey 2022
<b>SAMPLE SOURCE</b>	England and Wales, Nat Rep
<b>BRANDING</b>	Standard Savanta branding
<b>BACK BUTTON</b>	No (disabled)
<b>PROGRESS BAR</b>	Yes
<b>LANGUAGES</b>	English
<b>QUOTAS</b>	N/A
<b>ESTIMATED TOTAL COMPLETES</b>	N=2000 300 boost for Wales 300 boost for ethnic minorities  Routed off Q UK_REGION
<b>IN-SURVEY REDIRECTS</b>	None
<b>SCREEN OUT REDIRECT</b>	Panel links
<b>END REDIRECT</b>	Client's website

## BOOSTS

- 300 from Wales – all those who select Wales (code 6) at the Region question
- 300 ethnic minority - all those who code the following at the Ethnicity question:

	Code	Minority ethnic group	Boost
Mixed White and Black Caribbean	5	'Mixed'	<b>100</b>
Mixed White and Black African	6		
Mixed White and Asian	7		
Any other mixed/multiple ethnic background	8		
Indian	9	'Asian'	<b>100</b>
Pakistani	10		
Bangladeshi	11		
Chinese	12		
Any other Asian background	13		
Black African	14	'Black'	<b>100</b>
Black Caribbean	15		
Black British or any other Black background	16		

N.B. please keep the two quotas separate, there shouldn't be crossover of respondents in both quotas. If there is a situation where a respondent from Wales is also selecting an ethnic minority, please place this respondent in the ethnic minority quota.

## Screening and profiling

ASK ALL

BILL PAYMENT. When it comes to paying each of these types of bills for your home, which of the following best describes you?

*Please select one option*

SINGLE CODE. RANDOMISE.

CAROUSEL.

Answer Options

I am the sole bill payer	1	CODE AS BILL PAYER FOR WATER
I am a joint bill payer	2	
I don't pay this bill directly, but I contribute towards it (e.g., as part of rent)	3	CODE AS INDIRECT BILL PAYER FOR WATER
I am not responsible for paying this bill	4	SCREEN OUT ON WATER
Not applicable to my household	97	FIX SCREEN OUT ON WATER

Water	1	
Gas	2	
Electricity	3	
Broadband	5	
Phone bill (mobile)	7	
Phone bill (landline)	8	

ASK ALL

QC1. What colour is the grass typically?

*Please select one option*

SINGLE CODE

Green	1	
Purple	2	Screen out
Orange	3	Screen out
Blue	4	Screen out

ASK ALL

EMP\_STATUS. Which of the following best describes your current working status?

*Please select one option*

SINGLE CODE

Working full time (hired/ self-employed) - working 30 hours per week or more	1	
Working part-time (hired/ self-employed) - working up to 29 hours per week	2	
Not working but seeking work or temporarily unemployed or sick	3	
Not working and not seeking work	4	
Student	5	

Retired on a state pension only	6	
Retired with a private pension	7	
House-wife / house-husband	8	
Full-time carer	9	

ASK ALL

ETHNICITY. How would you describe your ethnic origin?

*Please select one option*

SINGLE CODE

White English / Welsh / Scottish / Northern Irish / British	1	Code 'white'
White Irish	2	
Gypsy or Irish Traveller	3	
Any other White background	4	
Mixed White and Black Caribbean	5	Code 'mixed'
Mixed White and Black African	6	
Mixed White and Asian	7	
Any other mixed/multiple ethnic background	8	
Indian	9	Code 'asian'
Pakistani	10	
Bangladeshi	11	
Chinese	12	
Any other Asian background	13	
Black African	14	Code 'black'
Black Caribbean	15	
Black British or any other Black background	16	
Arab	17	Code 'other'
Any other ethnic group (please specify)	98	OE Code 'other'
Prefer not to say	96	

ASK ALL

INCOME. What is your annual household income, before tax and deductions?

*Please select one option*

SINGLE CODE

Less than £20,000	1	
£20,000 - £29,999	2	
£30,000 - £39,999	3	
£40,000 - £49,999	4	
£50,000 - £59,999	5	
£60,000 - £69,999	6	
£70,000 - £79,999	7	
£80,000 or more	8	

Prefer not to say	96	
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ASK ALL

Financial Support. Do you, or someone in your household, receive benefits or universal credit, inclusive of the disabled, informal carers, working and non-working but *excluding* child benefit?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Don't know	97	

ASK ALL

LIVING\_STATUS. Which of the following best describes your current living situation in the UK?

*Please select one option*

SINGLE CODE

Homeowner (with a mortgage)	1	
Homeowner (without a mortgage)	2	
Living at home with parents	3	
Tenant (in private housing)	4	
Tenant (living in social / council housing)	5	
Other (please specify)	98	FIX OE

ASK ALL

CHILDREN. Do you have any children living in your household?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Prefer not to say	96	

ASK IF CODE 1 FOR CHILDREN

CHILDREN\_AGE. Which of the following age groups do your children living in the household fall into?

*Please select all that apply*

MULTICODE

between 0-3 years old	1	
between 4-11 years old	2	
between 12-15 years old	3	
between 16-17 years old	4	
18+ years old	5	

Prefer not to say	96	FIX EXCLUSIVE
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ASK ALL  
 UK\_REGION. Where do you live?  
*Please select one option*  
 SINGLE CODE

Northern Ireland	1	SCREEN OUT
Scotland	2	SCREEN OUT
North-West	3	
North-East	4	
Yorkshire & Humberside	5	
Wales	6	
West Midlands	7	
East Midlands	8	
South-West	9	
South-East	10	
Eastern	11	
London	12	
Channel Islands	13	SCREEN OUT
Outside the UK	14	SCREEN OUT

ASK ALL  
 Q1. Are you aware of who your current water provider is?  
*Please select one option*  
 SINGLE CODE

Yes	1	
No	2	

ASK ALL WHO CODE 1 AT Q1  
 Q2. Please select your water provider from the list below, or write in your provider if it is not shown on the list.  
*Please select one option*  
 SINGLE CODE

Affinity Water	1	
Anglian Water	2	
Bristol Water	3	
Dŵr Cymru / Welsh Water	4	
Hafren Dyfrdwy	5	
Northumbrian Water	6	
Portsmouth Water	7	

Severn Trent Water	8	
SES Water	9	
South East Water	10	
South West Water	11	
South Staffs Water	12	
Southern Water	13	
Thames Water	14	
United Utilities Water	15	
Wessex Water	16	
Yorkshire Water	17	
Other (please specify)	98	FIX OE
Don't know	97	FIX
None of these	99	FIX

## Cost of Living

ASK ALL

Q3. Thinking about your finances over the last year, how often, if at all, have you struggled to pay at least one of your household bills?

*Please select one option*

SINGLE CODE

All of the time	1	
Most of the time	2	
Sometimes	3	
Rarely	4	
Never	5	

ASK ALL WHO CODE 1 - 4 AT Q3

Q4. Which of the below bill or bills did you struggle to pay in the past year?

*Please select all that apply*

MULTICODE

Electricity bill	1	
Gas/ Heating bill	2	
Water bill	3	
Petrol bill/ travel costs	4	
Credit card bills	5	
Short term (also known as 'payday') loans	6	
Payment plans (e.g. Klarna and rent-to-own schemes)	7	
Council Tax	8	
Food bill	9	
Broadband bill	10	

Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL WHO CODE 1 – 4 AT Q3

Q5. Which, if any, of the following statements apply to you when thinking about the past 12 months?

*Please select all that apply*

MULTICODE

I have asked family/friends to borrow money	1	
I have taken out a short-term loan	2	
I have taken out more on an existing loan	3	
I have used food banks	4	
I have spoken to the companies I pay bills to about financial help	5	
I have cut back on non essential spending (e.g. holiday travel, entertainment subscriptions, etc.)	6	
I have fallen behind on rent/mortgage payments	7	
I have fallen behind on my loan payments	8	
I have fallen behind on utility bills	9	
I have used credit cards to pay bills	10	
I have used my overdraft to pay bills	11	
I have used debt charities for financial help (e.g. National Debt Line, Stepchange, etc.)	12	
I have received another type of financial help	13	
Other (please specify)	98	FIX OE
None of these	99	FIX EXCLUSIVE

ASK ALL

Q6. Thinking about your financial situation **now**, how does it compare to about a year ago

*Please select one option*

SINGLE CODE

Better now	1	
About the same	2	
Worse off	3	
Unsure/ don't know	4	

ASK ALL

Q7. Thinking about your financial situation over the next year, do you expect it to get:

*Please select one option*

SINGLE CODE

A lot worse	1	
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A bit worse	2	
Stay the same	3	
A bit better	4	
A lot better	5	
Prefer not to say	6	

ASK ALL

Q8. To the best of your knowledge which of the following utilities, if any, offer financial support to those struggling to pay their bills?

*Please select as many as apply*

MULTICODE

RANDOMISE

Water	1	
Electricity	2	
Gas	3	
Broadband	4	
Phone (mobile)	5	
Phone (landline)	6	
Council Tax	7	
Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL WHO CODE 1, 2, 3, 4 at Q3 AND NOT 97 AT Q8

Q9. You stated you struggled to pay one or more of your bills over the past 12 months. Did you receive financial support from any utility companies, if so please select from the below list.

*Please select all that apply*

MULTICODE

RANDOMISE

Electricity	1	
Gas/ Heating	2	
Water	3	
Council Tax	4	
Broadband	5	
Phone (mobile)	6	
Phone (Landline)	7	
Have not received financial support	8	FIX
Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL WHO CODE 3 AT Q9

Q10. You said you received financial support for your water bill, what specific support did you receive?

.....  
8 : Cost of living questionnaire- Final.docxCost of living questionnaire- Final.docx

Type your answer below  
OPEN END

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Ask All

Q11. Are you currently struggling to pay any of the following bills?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

Answer Options

Yes, I am struggling to pay	1	
No, I am not struggling to pay	2	
Prefer not to say	3	
Don't Know	97	

Statements

Water	1	
Electricity	2	
Gas/ Heating	3	
Mortgage/ Rent	4	
Phone (mobile)	5	
Phone (landline)	6	
Broadband	7	
Food shop	8	
Council tax	9	
Petrol/ Travel	19	

Click or tap here to enter text.

ASK ALL WHO CODE 1 AT Q11

Q12. How often, if at all, have you had to choose between expenses so you can afford to pay bills? (e.g. Choosing the water bill over broadband, or choosing to pay rent over paying your phone bill?)

*Please select one option*

SINGLE CODE

Very often	4	
Quite often	3	
Not very often	2	
Not often at all	1	
Don't know	97	

ASK ALL WHO CODE 1, 2, 3 at BILL PAYMENT

Q13 Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Water]**

*Please move the slider until it shows the correct number in the box on the left.*

9 : Cost of living questionnaire- Final.docxCost of living questionnaire- Final.docx

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL WHO CODE 1, 2, 3 at BILL PAYMENT

Q13a. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Electricity]**

*Please move the slider until it shows the correct number in the box on the left.*

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL WHO CODE 1, 2, 3 at BILL PAYMENT [Insert Entry Text]

Q13b. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Gas/ Heating]**

*Please move the slider until it shows the correct number in the box on the left.*

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

Click or tap here to enter text.

ASK ALL WHO CODE 1, 2, 3 at BILL PAYMENT

[Insert Entry Text]

Q13d. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Petrol/ travel costs]**

*Please move the slider until it shows the correct number in the box on the left.*

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL WHO CODE 1, 2, 3 at BILL PAYMENT

Q13e. Can you rank on a scale of 1 to 10 (1 being not concerned at all and 10 being extremely concerned) how concerned you are with the cost of **[Broadband]**

*Please move the slider until it shows the correct number in the box on the left.*

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

ASK ALL

Q14. How likely or unlikely do you believe it is that you will struggle to pay a utility bill within the next year?

*Please select one option*

SINGLE CODE

Very likely	4	
Quite likely	3	
Not very likely	2	
Not at all likely	1	
Don't know	97	

ASK ALL

Q15. Can you please explain why it is that you say you likely or unlikely to struggle to pay a utility bill within the next year?

*Type your answer below*

OPEN END

--

## Cost of living: Water

Click or tap here to enter text.

ASK ALL

Q16. To what extent, if at all, do you trust your water company to do the following:

*Please select one option for each answer*

SINGLE CODE, FLIP SCALE

CAROUSEL

Answer Options

Strongly trust	5	
Trust	4	
Neither trust nor distrust	3	
Distrust	2	
Strongly distrust	1	
Don't know	97	

Statements

Provide a reliable service	1	
Ensure good quality of water	2	
Fix water pipe leaks in public areas (e.g. in roads, not in the home)	3	
Take away wastewater and sewage and deal with it responsibly	4	
Provide good value for money to customers	5	
Invest sufficient money into the water network	6	

ASK ALL

Q17. If you could pick what water and sewerage company you used, what would be the most important factors that would influence your decision? The water company...

*Please select your top 2 in order where 1 = the greatest priority and 2 = the second-greatest priority.*

MULTICODE, RANKING, MIN 1, MAX 2, RANDOMISE

Provides a reliable service	1	
Ensures good quality drinking water	2	

Fixes water pipe leaks in public areas (e.g. in roads, not in the home)	3	
Takes away wastewater (from toilets, bathrooms and kitchens) and sewage and deals with it responsibly	4	
Provides good value for money to customers	5	
Invests sufficient money into the water network	6	
Other (please specify)	98	FIX OE
Don't know	97	FIX EXCLUSIVE
None of these	99	FIX EXCLUSIVE

ASK ALL

Q18. Do you currently have a water meter fitted?

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Unsure	3	

ASK ALL

Q19. Do you have a prepayment meter for gas or electricity? *Prepayment meters require you to pay for energy use in advance – either by topping up prepayment online (if you have a smart meter) or via a key or card which you can buy credit for.*

*Please select one option*

SINGLE CODE

Yes	1	
No	2	
Unsure	3	

ASK ALL

Q20. Thinking back over the last year, have you cut down on water use at any point because you are worried about bills?

*Please select one option*

SINGLE CODE

Yes, I have cut down on my water usage	1	
No, I haven't cut down on my water usage	2	
Prefer not to say	3	

ASK ALL

Q21. On average how much is your total water bill annually? *This includes the cost of water and wastewater services if you are billed separately. (If you are not sure, please answer 'don't know')*

.....  
12 : Cost of living questionnaire- Final.docxCost of living questionnaire-

Please select one option  
SINGLE CODE

£200 or under	1	
£201-£300	2	
£301-£400	3	
£401-£500	4	
£501-£600	5	
£601 or more	6	
Don't Know	8	

## Water company Value

ASK ALL

Q22. On a scale of 1 to 10 (where 1 is no value for money at all and 10 is extremely good value for money) how much value for money do you feel your water provider gives you?

Please move the slider until it shows the correct number in the box on the left.

NUMERIC SLIDER

Min 1 ---- || ---- Max 10

## Well being

Finally, we'd just like to ask some questions about your overall mood/ feelings in life at the moment.

ASK ALL

Q23. Which of the following emotions best describe how you're feeling towards day-to-day life?

Please select all that apply

MULTICODE

Happy	1	
Depressed	2	
Stressed	3	
Optimistic	4	
Positive	5	
Worried	6	
Energetic	7	
Tired	8	
Other (please specify)	98	FIX OE
Prefer not to say	96	FIX EXCLUSIVE
Don't know	97	FIX EXCLUSIVE

None of these	99	FIX EXCLUSIVE
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ASK ALL

Q24. Thinking about how the last year compares to previous years, do you think your mental health has been:

*Please select one option*

SINGLE CODE

A lot worse	1	
A little worse	2	
About the same	3	
A little better	4	
A lot better	5	
Prefer not to say	99	
Don't Know	97	

ASK ALL

Q25. Based on what you know about mental health, to what extent do you agree or disagree with the following statements?

*Please select one option for each answer*

SINGLE CODE

CAROUSEL

Answer Options

Strongly agree	5	
Agree	4	
Neither agree nor disagree	3	
Disagree	2	
Strongly disagree	1	
Prefer not to say	99	
Don't know	97	

Statements

Struggling with mental health makes it harder to ask for help with bills	1	
I know who to ask for help if I am struggling with bills and it is affecting my mental health	2	
I avoid or delay opening bills when I am struggling with my mental health	3	

ASK ALL

UK\_REGION. Where do you live?

*Please select one option*

SINGLE CODE

Northern Ireland	1	SCREEN OUT
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Scotland	2	SCREEN OUT
North-West	3	
North-East	4	
Yorkshire & Humberside	5	
Wales	6	
West Midlands	7	
East Midlands	8	
South-West	9	
South-East	10	
Eastern	11	
London	12	
Channel Islands	13	SCREEN OUT
Outside the UK	14	SCREEN OUT