



## Questionnaire:



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Bioresources Enhanced Screening
<b>Job number:</b>	9246
<b>Methodology:</b>	Online
<b>Version</b>	1

### Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for telephone interviewers
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
  - Screener questions are labelled S01, S02, S03 etc.
  - Main survey questions are labelled Q01, Q02, Q03 etc.
  - Further demographic / classification questions are labelled C01, C02, C03 etc.
  - Number codes are included on each question for data processing purposes



## Questionnaire quality checklist

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

	Are quotas or sampling requirements clearly specified?	
Labelling	Is the script labelled with the client name, job, project code and version?	
	Do all questions have a unique number?	
	Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions?	
	Have all information pages been entered correctly as 'INFO1', 'INFO2'...	
	Have all notes to data (which aren't questions) been entered onto one line starting with 'DP NOTE: '?	
	Is each question to one of the specified question types? (See 'labelling_questionnaire.xls' in your project file if you aren't sure).	
	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
Routing, ordering	Does each question have a base description which begins 'Base: '?	
	Are routing instructions easy to understand, do they reference the correct questions earlier in the survey?	
	Are exclusive and fixed codes identified where necessary?	
	Are answer lists ordered or randomized appropriately?	
Language	Is the phrasing of each question complete, simple and easily read on screen and aloud?	
	Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)?	
	Do the answer codes of closed questions relate directly to the question?	
NR	Have options for 'other, don't know etc.' been deployed appropriately?	
	Do all sensitive or personal questions include 'Prefer not to say'?	
Code labels	Are answer options coded correctly (Unique, sequential order 1~79)	
	Are all DK/PNTS options coded correctly? (80~99) <ul style="list-style-type: none"> <li>• Other (80 - 82)</li> <li>• Don't know (85)</li> <li>• Prefer not to say / refused (86)</li> <li>• None of the above / not applicable (87)</li> <li>• Can't remember (88)</li> <li>• Not stated / not answered (89)</li> </ul>	
Quality	Does this survey require any of the following? Include if appropriate <ul style="list-style-type: none"> <li>• Contact collection for further research</li> <li>• Contact collection for interviewer validation</li> <li>• Attention or data quality check questions</li> </ul>	
<b>Have you proof-read the questionnaire for spelling and grammatical errors?</b>		

Please confirm that you have checked this script against these criteria:

<b>Initials</b>		<b>Date</b>	
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## Landing page - Introduction

Thank you for agreeing to take part in this survey. This survey is being conducted by DJS Research on behalf of your local water company. They would like to hear from customers to understand more about their views on how it can continue to improve the quality of the environment and society and what this may mean for the way they operate.

They are keen to hear your views and would appreciate it if you could spare 15 minutes of your time to fill in this questionnaire.

All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please [click here](#).

Please click 'next' to begin the survey.

## SCREENING

### INFO PAGE 1.

#### Base: All respondents

The first few questions are about you. This information is to ensure we speak to a range of people and will help us to analyse the responses to this survey.

#### S01.

#### Base: All respondents

Do you or anyone in your household work for a water company operating in the UK?

*Please select a single response.*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	No		
2	Yes		CLOSE

#### S02.

#### Base: All respondents

Are you?

*Please select a single response.*

#### SINGLE RESPONSE



Code	Answer list	Scripting notes	Routing
1	Male	QUOTA	
2	Female	QUOTA	
3	I identify in another way		
86	Prefer not to say		

### S03.

#### Base: All respondents

How old are you?

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Under 18		SCREEN OUT
2	18-24	QUOTA	
3	25-29	QUOTA	
4	30-39	QUOTA	
5	40-49	QUOTA	
6	50-59	QUOTA	
7	60-69	QUOTA	
8	70+	QUOTA	
86	Prefer not to say		

### S04.

#### Base: All respondents

Where in the UK do you live?

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	England - East Anglia		SCREEN OUT
2	England - East Midlands		SCREEN OUT
3	England - London		SCREEN OUT
4	England - North East		SCREEN OUT
5	England - North West		
6	England - South East		SCREEN OUT
7	England - South West		SCREEN OUT
8	England - West Midlands		SCREEN OUT
9	England - Yorkshire & Humberside		SCREEN OUT
10	Northern Ireland		SCREEN OUT
11	Scotland		SCREEN OUT



12	Wales		SCREEN OUT
87	I live outside the UK		SCREEN OUT

### S05.

#### Base: All respondents who live in the North West (S04/5)

Where in the North West do you live?

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Cheshire	QUOTA	
2	Lancashire	QUOTA	
3	Greater Manchester	QUOTA	
4	Merseyside	QUOTA	
5	Cumbria	QUOTA	
80	Other area in the Northwest ( <i>Specify</i> )	OPEN, FIXED	
87	None of these	FIXED, EXCLUSIVE	SCREEN OUT

### S06.

#### Base: All respondents

Would you describe where you live as:

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Urban	QUOTA	
2	Coastal	QUOTA	
3	Rural	QUOTA	

### S07.

#### Base: All respondents

Which of the following best describes your occupation? If you are now retired with a private pension please state your previous occupation.

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	Code as D	
2	Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber,	Code as C2	



	Painter, Bus/ Ambulance Driver, HGV driver, AA 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)	Code as C1	
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)	Code as B	
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)	Code as A	
6	Student	Code as 'C1'	
7	Casual worker – not in permanent employment	Code as E	
8	Housewife/ Homemaker	Code as E	
9	Retired and living on state pension	Code as E	
10	Unemployed or not working due to long-term sickness	Code as E	
11	Full-time carer of other household member	Code as E	
86	Prefer not to say	Code as 'Not Classified' FIXED	

## S010.

### Base: All respondents

Do you have any responsibility for the utility bills in your home?

*Please select a single response.*

### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	I have sole responsibility for paying the utility bills directly to the supplier		
2	I have joint responsibility for paying the utility bills directly to the supplier		
3	My utility bills are included as part of my rent or accommodation service arrangement (e.g., student accommodation)		If S03 = 2 or 3 classify as FBP,



			otherwise screen out
4	I have no responsibility for the utility bills to the supplier nor as part of my rent/accommodation service arrangement (e.g., paid for by someone else in the household)		If S03 = 2 or 3 classify as FBP, otherwise screen out

### S012.

#### Base: All respondents

Do you have a water meter in your home?

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	My home is metered	QUOTA	
2	My home is not metered	QUOTA	
85	I don't know		

## Awareness of and views towards United Utilities

### Q01.

#### Base: All respondents

Are you aware of who your water supplier is?

Please select a single response.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes ( <i>Specify</i> )		
2	No		
85	Not sure	FIXED, EXCLUSIVE	

### Q01a.

#### Base: All respondents

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

Please select a single response for each statement.

#### SINGLE RESPONSE FOR EACH. RANDOMISE ORDER

Code	Answer list	Scripting notes	Routing
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	I look to buy sustainably produced goods wherever possible		
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		

## GRID

Code	Answer list	Scripting notes	Routing
1	Strongly disagree		
2	Somewhat disagree		
3	Neither agree nor disagree		
4	Somewhat agree		
5	Strongly agree		
85	Don't know		

## Q01b.

### Base: All respondents

Which of the following would you expect companies to be doing as part of their standard operating procedures?

*Please select all that apply.*

### MULTI RESPONSE FOR EACH. RANDOMISE ORDER

Code	Answer list	Scripting notes	Routing
1	Monitoring the amount of carbon dioxide they produce		
2	Provide environmental training to staff		
4	Sustainable transport		
5	Minimising waste		
6	Minimising noise disturbance		
7	Using non-toxic products		
8	Reducing use of single-use plastics		
9	Reducing their impact on air pollution		
10	Protecting wildlife and biodiversity		
87	None of the above	FIXED	
85	Don't know	FIXED	





## INFO PAGE 2.

### Q02.

#### Base: All respondents

Based on your answers so far, United Utilities provides your water and wastewater services.

Next, you're going to see a number of different activities displayed on the screen.

Some are things that United Utilities does, others are things that United Utilities doesn't do.

For each we'd like you to tell us if you think United Utilities does or doesn't do this.

*Please select one option for each statement.*

**SINGLE GRID. CAROUSEL. RANDOMISE STATEMENTS. CORRECT STATEMENTS GREEN, INCORRECT RED**

Code	Answer list	Scripting notes	Routing
1	United Utilities <u>does</u> this		
2	United Utilities <u>doesn't do</u> this		
85	Don't know		

Code	Answer list	Scripting notes	Routing
1	Looking after water pipes		
2	Supplying water to homes & businesses		
3	Looking after sewers		
4	Collecting and treating wastewater / sewage		
5	Protecting wildlife in and around reservoirs		
6	Planting new woodland to encourage biodiversity		
7	Upkeep of the North West's beaches and coastlines		
8	Cleaning out litter from rivers in the North West		
9	Supporting customers who are struggling to pay their water bills		
10	Unblocking household drains		
11	Providing skills and training to people working in the North West		
12	Maintaining canals across the North West		
13	Managing non-sewer flooding in the North West		
14	Working to improve river health and supporting others to care for them		



## NEW SCREEN

Below are some services that United Utilities provide to customers. Please familiarise yourself with them before pressing next to continue with the survey.

**INSERT SERVICES - SLIDE 1**

### Q03.

#### Base: All respondents

Thinking about United Utilities and what they mean to you, please rate United Utilities out of 10 for the following factors (where 10 is a strong association with the factor and 1 no association):

*Please select one answer per row.*

#### SINGLE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	1 - No association		
2			
3			
4			
5			
6			
7			
8			
9			
10	10 - Strong association		
85	Don't know	FIXED, EXCLUSIVE	

Code	Statement list	Scripting notes	Routing
1	Trustworthy		
2	Socially responsible		
3	Innovative		
4	Good reputation		
5	Environmentally responsible		

## NEW SCREEN

A moment ago, you read how one of the services that United Utilities provides is to return cleaned wastewater safely back to rivers, lakes and the sea; this means they take the water that you flush down the loo, pour down the sink, and which goes down your drains and they treat it so that it can be returned, nice and clean, back to the environment.

To understand more about one of United Utilities' industrial processes, over the next few screens you are going to be shown some information describing United Utilities' current wastewater treatment process.

Please read it in detail as you are going to answer some questions relating to it.



## NEW SCREEN

### UNITED UTILITIES' CURRENT WASTEWATER TREATMENT PROCESS

Every single day, along with rainwater drained from streets, whenever you flush the loo and pour things down the sink, this wastewater is taken away and cleaned before it can be returned to lakes, rivers and the sea.

This process is shown in the image below:

**SHOW "HOW IS YOUR WASTEWATER TAKEN AWAY?" SLIDE 2**

Press next to continue.

## NEW SCREEN

As part of this process, United Utilities currently transports, treats and disposes of around 200,000 tonnes of a material called 'sludge' which is essentially customers' broken-down poo, and this is used to generate energy in the form of gas or to make fertiliser for farmers.

When used as a fertiliser, farmers can use sludge to plough their fields ready for them to grow their crops in. This is a low carbon alternative to non-organic fertiliser and benefits soil health by recycling carbon back to the soils.

**SHOW "HOW IS YOUR WASTEWATER TAKEN AWAY?" SLIDE 3**

## NEW SCREEN

Before sludge is turned into fertiliser, it currently undergoes a filtering process. This helps to remove things such as sanitary towels, crisp packets, sweet wrappers and large pebbles and stones etc, that come down the pipes after being flushed down the loo or which come down the drain. This rubbish is then sent to landfill.

**SHOW "HOW IS YOUR WASTEWATER TAKEN AWAY?" SLIDE 4 WITH SCREENING HIGHLIGHTED**

## NEW SCREEN

The current filter has a 6mm screen which is about the same size as the holes in a colander found in many people's kitchens and this catches the sanitary towels, crisp packets, sweet wrappers and large pebbles and stones etc.

Anything smaller than 6mm is still able to flow through the filter and gets mixed in with the sludge.

Because of this, when the sludge is made into fertiliser, there are very tiny bits of plastic (called microplastics) as well as grit, other rubbish and pollutants that end



up in the fertiliser that is used on farmland, which can then be eaten by farm animals.

Also, over time, these microplastics accumulate in the soil where they can then be washed off into streams and rivers by heavy rain, or blown by the wind into the rivers when it is very dry.

**IMAGE OF CURRENT FILTER WITH BITS GOING THROUGH TO BIORESOURCES CHAMBERS AND GOING TO FARMLAND – SLIDE 6**

## NEW SCREEN

### **What does the Government say?**

The UK Government currently considers the recycling of wastewater into sludge for use on farmland as the best practical environmental option available to wastewater companies.

For the period 2025 to 2030, the Environment Agency will support actions to change the way sludge is managed and to ensure that the fertiliser produced is of the highest possible quality.

Other than incineration or dumping in landfill, turning sludge into fertiliser is currently thought to be the only available option to get rid of it.

Dumping it in landfill sites would lead to those sites filling up very quickly and would likely lead to higher customer bills in the future.

In order to burn the sludge to get rid of it, incinerators would need to be built. This would take several years to complete and would also be expensive, as well as bad for increasing carbon emissions.

At the same time, if nothing is changed, then the microplastics and other rubbish and pollutants that are currently passing through the filtering process described earlier will continue going to farmland.

From previous research, United Utilities understands that customers are concerned about the presence of plastics and the impact on the environment, as well as advocating for farmers to receive a high-quality product.

**After taking on board customers' feedback, United Utilities has developed a proposal for sludge management in the future...**

## NEW SCREEN

United Utilities thinks that it is important to protect the environment and to continue with the practice of turning sludge into fertiliser to be used on farmland.

However, United Utilities want to take action to **lower the levels** of plastics and other rubbish in the sludge so that farms can get a higher quality fertiliser from it.

### **But how?**



United Utilities are proposing to introduce a process called **enhanced sludge screening**.

By introducing new filters, they will be able to screen the sludge at 0.6mm, which is about the size of a grain of sugar, rather than the current 6mm. This means they will be able to screen out debris that is about ten times smaller than the current process.

**IMAGE OF PROPOSED A FILTER WITH *LESS* BITS GOING THROUGH TO BIORESOURCES CHAMBERS AND GOING TO FARMLAND – SLIDE 6**

This means that United Utilities would be able to **remove approximately 23,000 tonnes a year more debris** and **create a more refined fertiliser**, lowering the risk of polluting farmland and local rivers. This is four times as much debris removed than is removed by the current filters.

#### Q04.

##### Base: All respondents

Below is a list of expected benefits from United Utilities adopting **enhanced sludge screening** in the North West.

We would like you to review the list and then tell us which you think would be the **biggest benefit, second biggest benefit, and third biggest benefit**, that adopting enhanced sludge screening would bring to the North West.

If you do not think that adopting enhanced sludge screening would bring any benefits to the North West, please select 'none of these'.

*Please select your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices.*

**MULTI CODE. TOP 3 RANK. RANDOMISE.**

Code	Answer list	Scripting notes	Routing
1	Removal of more microplastics and other rubbish and pollutants at a very small size		
2	United Utilities leading the industry in terms of filtering technology		
3	Avoiding over 23,000 tonnes of non-degradable material from being spread on farmland per year		
4	The new technology would be able to separate the waste into different sections, meaning that there will be more opportunities to reuse and recycle the waste materials (Rather than all of it going to landfill)		
5	Lower maintenance bills as machines will have to be		



	repaired and replaced less often		
6	The process generates more renewable gas which powers wastewater treatment centres and keeps fuel costs down		
7	Higher quality sludge fertiliser that means more farmers want to use it and use more of it		
9	More compatible with future technologies that may make even better use of wastewater	-	
10	Lower risk of rubbish entering the human food chain due to it not being eaten by livestock	-	
11	Lower risk to wildlife and waterways	-	
87	None of these	EXCLUSIVE. FIXED.	
85	Don't know	EXCLUSIVE. FIXED.	

## Q05.

### Base: All respondents

Below is a list of expected drawbacks from United Utilities adopting **enhanced sludge screening** in the North West.

This time, we would like you to review the list and then tell us which you think would be the **biggest drawback, second biggest drawback, and third biggest drawback**, that adopting enhanced sludge screening would bring to the North West.

If you do not think that adopting enhanced sludge screening would bring any drawbacks to the North West, please select 'none of these'.

*Please select your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choices.*

**MULTI CODE. TOP 3 RANK. RANDOMISE.**

Code	Answer list	Scripting notes	Routing
1	This technology still cannot reduce the amount of microplastics in the fertiliser to zero		
2	Separated material will need to go to landfill, which is expensive		
3	United Utilities cannot be certain that future technologies <i>will</i> emerge to		



	make better use of separated waste products		
4	The technology will be more expensive to install and operate		
87	None of these	EXCLUSIVE. FIXED.	
85	Don't know	EXCLUSIVE. FIXED.	

## Q06.

### Base: All respondents

In the previous question you said that the biggest benefits of United Utilities adopting **enhanced sludge screening** in the North West were:

- [1<sup>st</sup> from Q4]
- [2<sup>nd</sup> from Q4]
- [3<sup>rd</sup> from Q4]
- [IF Q4 = 87, 'None of those listed']
- [IF Q4 = 85, 'Don't know']

You also said that the biggest drawbacks of United Utilities adopting **enhanced sludge screening** in the North West were:

- [1<sup>st</sup> from Q5]
- [2<sup>nd</sup> from Q5]
- [3<sup>rd</sup> from Q5]
- [IF Q5 = 87, 'None of those listed']
- [IF Q5 = 85, 'Don't know']

You can review a list of all the other benefits and drawbacks by clicking [here](#).

Based on what you've read today, to what extent do you believe that it is a good or a bad idea for United Utilities to adopt **enhanced sludge screening** in the North West

*Please select a single response.*

### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Very good idea		
2	Quite a good idea		
3	Neither a good nor bad idea		
4	Quite a bad idea		
5	Very bad idea		
85	Don't know		

## Q07.

### Base: All respondents coding 1-5

Why do you say that?



Please provide as much detail as you can.

**OPEN RESPONSE**

**Q8.**

**Base: All respondents**

United Utilities could commit to introducing enhanced sludge screening in the North West, but this would require some increase in customer bills to help pay for the investment.

**How acceptable or unacceptable would you find an additional [PRICE] being added onto your annual water bill in order to fund the enhanced screening procedure?**

*Please note, the increase in water bill shown excludes the impact of any rises in costs to goods, services, and other bills (i.e. inflation). Also, this water bill increase is based on the information currently available to United Utilities and is subject to change in the future.*

*Please select one option only.*

**GABOR GRANGER. DP NOTES: SEE RACHEL'S INSTRUCTIONS**

Code	Answer list	Scripting notes	Routing
1	Very acceptable		
2	Acceptable		
3	Unacceptable		
4	Very unacceptable		
85	Don't know		

Code	Price	Image
p1	£0.25 extra per year	1
p2	£0.30 extra per year	2
p3	£0.50 extra per year	3
p4	£0.75 extra per year	4
p5	£1.00 extra per year	5
p6	£1.50 extra per year	6
p7	£2.00 extra per year	7
p8	£2.50 extra per year	8
p9	£3.00 extra per year	9
p10	£3.50 extra per year	10
p11	£4.00 extra per year	11
p12	£5.00 extra per year	12





**Q08a.**

**Base: Either 'No' to all options presented or 'Yes' to all options presented at Q8**

What is the highest amount that you feel would be acceptable to add to your annual water bill in order to fund the enhanced screening procedure?

*Please provide your answer in pounds and pence (i.e. £x.xx).*

**OPEN RESPONSE. Numeric.**



### Q010.

**Base: those who say that they would not be willing to contribute anything extra (Q8 = TBC)**

You said that nothing would make you want to pay more via your bill towards the enhanced screening procedure. Why is this?

*Please select all that apply.*

**MULTI CODE. RANDOMISE.**

Code	Answer list	Scripting notes	Routing
1	I don't want to pay more	-	
2	I can't afford to pay more	-	
3	I think United Utilities and/or its shareholders should pay for this	-	
4	I don't think United Utilities should be investing in enhanced sludge screening technology	-	
5	I don't want my bill to increase		
6	I don't want other customers' bills to increase, as many people are struggling		
80	Other ( <i>specify</i> )	OPEN. FIXED.	
86	Prefer not to say ( <i>do not read out</i> )	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY. FIXED.	

## Satisfaction with United Utilities

### Q0011.

**Base: All respondents**

Overall, how satisfied would you say you are with United Utilities, your water and wastewater service supplier?

*Please select a single response.*

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Very satisfied		
2	Satisfied		
3	Neither satisfied nor dissatisfied		
4	Dissatisfied		
5	Very dissatisfied		

### Q012.

**Base: All respondents**



You said that you were [Q11 answer] with United Utilities.

Why did you give this satisfaction rating?

**OPEN RESPONSE**

Code	Scale	Scripting notes	Routing
85	Don't know		

**Q013.**

**Base: All respondents**

I'd now like you to say if you've ever experienced or noticed any of the following situations whilst living in the North West of England?

**SINGLE GRID, RANDOMISE STATEMENTS**

Code	Answer list	Scripting notes	Routing
1	Yes, within the last year		
2	Yes, 1-3 years ago		
3	Yes, more than 3 years ago		
4	Never		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Discoloured water		
2	Poor water taste or odour		
3	Wastewater/sewage flooding inside your property		
4	Wastewater/sewage flooding outside but within your property boundary		
5	Wastewater/sewage flooding outside of your property boundary		
6	Low water pressure		
7	Restriction on how you can use water e.g. a hosepipe ban		
8	An instruction to boil your drinking water		
9	Interruptions to water supply		
10	Inconvenienced by limescale		
11	Wastewater/sewage in the sea/rivers you have visited		

**Q014.**

**Base: All respondents**

Which of these statements do you most agree with?

*Please select a single response.*

**SINGLE RESPONSE**



Code	Answer list	Scripting notes	Routing
1	I can always afford to pay for my water and Wastewater/sewage services		
2	I can usually afford to pay for my water and Wastewater/sewage services		
3	I sometimes struggle to pay for my water and Wastewater/sewage services		
4	I usually struggle to pay for my water and Wastewater/sewage services		
5	I always struggle to pay for my water and Wastewater/sewage services		

### United Utilities Perceptions & Attitudes

#### Q015.

#### Base: All respondents

Given everything you have read today, please, again, rate United Utilities out of 10 for the following factors (where 10 is a strong association with the factor and 1 no association):

#### PLEASE SELECT ONE ANSWER PER ROW

#### SINGLE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	1 – No association		
2			
3			
4			
5			
6			
7			
8			
9			
10	10 – Strong association		
85	Don't know	FIXED, EXCLUSIVE	

Code	Statement list	Scripting notes	Routing
1	Trustworthy		
2	Socially responsible		
3	Innovative		
4	Great customer service		
5	Good reputation		
6	Environmentally responsible		



## Water bills...

### Q016.

#### Base: All respondents

For this next question, we'd like you to think about your own household water bills.

How concerned are you about your household budget being able to cope with your current water bills?

*Please select a single response.*

#### SINGLE RESPONSE

Code	Scale	Scripting notes	Routing
1	1 – Not at all concerned		
2			
3			
4			
5	5 – Very concerned		

## About you...

### INFO PAGE 6.

#### Base: All respondents

These final few questions are about you. This information will help us to analyse the responses to this survey.

### C01.

#### Base: All respondents

What is your race or ethnic group?

*Please select a single response.*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
300	<b>Asian or Asian British:</b>		
11	Indian		
12	Pakistani		
13	Bangladeshi		
14	Chinese		
15	Any other Asian background		
400	<b>Black or Black British:</b>		
16	Caribbean		



17	African		
18	Any other Black background		
200	<b>Mixed:</b>		
7	White and Black: Caribbean		
8	White and Black: African		
9	White and Asian		
10	Any other mixed background		
100	<b>White:</b>		
1	British		
2	Irish		
3	Gypsy / Roma		
4	Eastern European		
5	Western European		
6	Any other white background		
500	<b>Other ethnic groups:</b>		
19	Arab		
20	Any other background		
86	Prefer not to say/Refused		

## C02.

### Base: All respondents

Do you consider yourself to have a disability or long-term health condition?

*Please select a single response.*

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		C03
2	No		C04
86	Prefer not to say		C04

## C03.

### Base: Respondents with a disability or long-term health condition (C02/1)

Which of these best describes the nature of your disability or long-term health condition?

*Please select all that apply.*

#### MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
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1	Registered blind or visual impairment not corrected by glasses		
2	Physical impairments		
3	Deaf/ Sign Language user		
4	Hard of hearing/ hearing loss		
5	Mental health issues		
6	Learning difficulties		
7	Neurodiverse (e.g. Autism or Dyslexia)		
8	Long-term health condition		
80	An impairment or medical condition that is not listed above	OPEN	
86	Prefer not to say	EXCLUSIVE	

#### C04.

##### Base: All respondents

Which of the following income bands does your total household income fall into?  
Please take into account earnings before tax and other deductions.

*Please select a single response.*

##### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £5,000		
2	£5,000 to £9,999		
3	£10,000 to £14,999		
4	£15,000 to £20,999		
5	£21,000 to £24,999		
6	£25,000 to £29,999		
7	£30,000 to £34,999		
8	£35,000 to £39,999		
9	£40,000 to £44,999		
10	£45,000 to £49,999		
11	£50,000 to £59,999		
12	£60,000 to £79,999		
13	£80,000 to £89,999		
14	£90,000 and over		
85	Don't know	FIXED, EXCLUSIVE	
86	Prefer not to say	FIXED, EXCLUSIVE	



## C05.

### Base: All respondents

Please can you provide the first half of the postcode of the property where you normally live?

For example, if your post code is 'M14 6AA', please enter 'M14' below.

*PLEASE BE ASSURED THAT THIS IS TO HELP WITH OUR ANALYSIS ONLY.*

### DP NOTE: THIS IS USED TO CONFIRM UU CUSTOMER STATUS

Code	Answer list	Scripting notes	Routing
		TEXT	
86	Prefer not to say		

## D01

### Base: All respondents

To finish, how much do you agree or disagree with the following 4 statements:

Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

**1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER.**

Code	Answer list	Scripting notes	Routing
1	1 – Strongly disagree		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Strongly agree		
85	I'm not sure		

Statement number	Statement	Scripting notes	Routing
1	I feel I understood the issue and the information presented to me		





2	It is difficult for customers to give informed opinions on these issues		
3	It is important that United Utilities asks customers' views on these issues		
4	It has been good taking part in this research and sharing my views on this topic		