

WaterTalk Questionnaire: 4151 Customer Priorities, May 2020

Invite text

Subject line Tell us what United Utilities' priorities should be

Dear [INSERT NAME]

Firstly, we hope that you and your loved ones are well just now.

United Utilities are beginning to look ahead to the future to invest in improvements to a number of our service areas.

Today we would like to hear your views on which aspects of its service United Utilities should be prioritising. Your feedback is important and will be really useful for United Utilities' decision-making in the future.

[\[CLICK HERE TO GET STARTED\]](#)

Having problems accessing the survey? Please click [here](#).

Survey details

Prize draw: Chance to win one of four £xx VEX vouchers in the prize draw

Closing date: 9.30am on Monday 25th May

Survey length: Less than 5 minutes

Please let us know if you have any questions by emailing [water talk](#)

Many thanks for your time and input,

The WaterTalk team

SURVEY INTRO:

Many thanks for taking part our short survey! The aim of this survey is to help United Utilities understand your thoughts on which service areas they should be prioritising.

Please click on the 'NEXT' button below to get started.

ASK ALL. RANKING EXERCISE. RANDOMISE

Q1. When thinking about the water and sewerage services that United Utilities provides, how important is it that United Utilities prioritises the following areas for improvement to ensure they can deliver those services now and in the future?

Please rank them in priority order, starting with the one you think should be given highest priority (1) and ending with the one you think should be given least priority (6).

1. Providing water that tastes and smells good, and is not discoloured
2. Preventing homes and businesses from being affected by sewer flooding
3. Preventing accidental pollution (e.g. sewage leaks) from United Utilities activities
4. Reducing the level of leakage of water from United Utilities' pipe network
5. Maintaining good and constant water pressure
6. Reducing unplanned interruptions to supply of water e.g. burst pipes leading to no water



Providing water that tastes and smells good, and is not discoloured

Issues may arise that mean the water in your tap does not meet water quality standards. United Utilities invests money in operations and treatment works **to provide drinking water that is free from unwanted taste or smell.** United Utilities undertakes hundreds of thousands of random water quality tested across the region every year to see whether tap water quality meets the required standards. United Utilities monitors its network and improves its operations to reduce the chance of your water failing to meet these standards.



Preventing homes and businesses from being affected by sewer flooding

Blocked or overloaded sewers can occasionally flood the inside of properties with sewage (e.g. from toilets or drains). This can be caused by failures in the sewer system (e.g. a collapsed sewer or blockage) or by heavy rainfall. **Customers who experience sewer flooding in their homes face unpleasant or foul smells, floors and walls that need to be cleaned, carpets that need replacing and damage to other possessions.** In severe cases, people who experience sewer flooding may need to move out of their homes while the damage is repaired. United Utilities can reduce the chance of sewer flooding to people's homes by cleaning the sewers; fixing sewers that have collapsed; replacing or refurbishing old sewers; and removing surface water when there is heavy rain.



Preventing accidental pollution (e.g. sewage leaks) from United Utilities activities

Pollution incidents occur when untreated sewage or chemical get into rivers or the wider environment. This may affect the quality of rivers and the wider environment. These incidents can be caused by equipment failures, blockages in the sewer system and by very heavy rain. United Utilities spends money to monitor its treatment works and network, and operate it in a way that reduces the number of pollution incidents that happen.



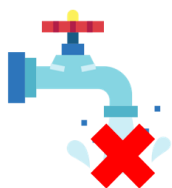
Reducing the level of leakage of water from United Utilities' pipe network

Pipes that deliver water to customers' homes can leak, meaning that a proportion of the water from reservoirs, rivers and underground sources escapes and can return back into the ground before reaching customers. United Utilities employs leakage detection teams and constantly monitors water flow and pressure across its pipe network to find and fix leaks to reduce the amount of leakage. Efforts to find and fix the smallest and most inaccessible leaks would reduce the volume of leakage further.



Maintaining good and constant water pressure

If water pressure is low, then it may take longer to fill a kettle or glass than you would like, or a shower might not work as well as you would want. If this is caused by problems with the water mains that bring water to your house, United Utilities can invest to improve the water mains network.



Reducing unplanned interruptions to supply of water e.g. burst pipes leading to no water

The most common cause of short term, unexpected interruptions to water supply is a burst pipe. **Homes that experience a short term interruption will typically be without water for around 6 hours** until the work is completed to restore the water supply. United Utilities invests to reduce the chance of this occurring by replacing old pipes and using new technologies to managed its network better.

ASK ALL. OPEN, FORCE RESPONSE

Q2. Why did you rank [INSERT 1st RANKED ANSWER FROM Q1] as the highest priority?

ASK ALL. OPEN, FORCE RESPONSE

Q3. Why did you rank [INSERT 6th RANKED ANSWER FROM Q1] as the lowest priority?

SHOW TEXT ON SEPARATE SCREEN BY ITSELF

Please take a look at the following statistics relating to the six service areas we showed you earlier.

Providing water that tastes and smells good, and is not discoloured

Currently around **40 in every 10,000 customers** contact us each year about problems with **taste, smell or discolouration of water**

Preventing homes and businesses from being affected by sewer flooding

Currently around **4 properties in every 10,000 customers' properties** are affected by **internal sewer flooding** each year

Preventing accidental pollution (e.g. sewage leaks) from United Utilities activities

Currently there are around **190 pollution incidents per year**

Reducing the level of leakage of water from United Utilities' pipe network

Currently around **130 litres of water per customer (the equivalent of one bath)** leak from the water network each day

Maintaining good and constant water pressure

Currently **less than one in every 10,000 customers** receive water pressure **below the guaranteed standard**

Reducing unplanned interruptions to supply of water e.g. burst pipes leading to no water

Currently **270 in every 10,000 customers** are affected each year by **water supply interruptions, lasting on average for 6 hours**

Click 'NEXT' when you've read through all the information.

ASK ALL. RANKING EXERCISE. RANDOMISE. IMAGES FROM Q1 TO BE SHOWN AGAIN AT Q4

Q4. Based on the information you've just seen, please rank the service areas again from the highest priority (1) to the one you think should be given least priority (6).

Click [here](#) to remind yourself of the information.

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ASK Q5 ONLY IF:

- A. AN ASPECT RANKED 5th OR 6th RANK AT Q1 IS NOW RANKED 1st OR 2nd AT Q4
OR**
- B. AN ASPECT RANKED 1st OR 2nd RANK AT Q1 IS NOW RANKED 5th OR 6th AT Q4**

IF RESPONDENT QUALIFIES FOR BOTH SCENARIO A AND B, PLEASE ALLOCATE ONE AT RANDOM.

OPEN, FORCE RESPONSE

Q5. You previously ranked [INSERT ANSWER FROM Q1] as one of the [SHOW 'bottom two' IF SCENARIO A / SHOW 'top two' IF SCENARIO B] priorities, but now you've ranked it as one of the [SHOW 'top two' IF SCENARIO A / SHOW 'bottom two' IF SCENARIO B] priorities, what made you change your mind?

END TEXT: Thanks for your time today, that's all the questions we have. We really appreciate your feedback!

MEMBER SATISFACTION QUESTIONS

TO BE ADDED TO ALL QUESTIONNAIRES (EXCLUDING SCREENERS AND QA24s)

ASK ALL, SLIDER SC

PH1. Thanks very much for taking part.

Your views are important to us and we would like to know your thoughts on the survey you just completed.

Overall, how would you rate this survey?

1 2 3 4 5
Very poor Excellent

ASK ALL, SC PER STATEMENT

PH2. Please tell us how much you agree or disagree with each statement below, regarding the survey you just completed.

TOPBREAKS

1. It was interesting
2. It was easy to answer
3. It was repetitive
4. It was relevant to me
5. It was too long