

**P028949\_07 - United Utilities - In the Flow Structured task plan**

**q1: To begin with, it'd just be useful to get a sense of how much you knew about each of the following be**

**The water cycle**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
I had a very good understanding of this	21%	20%	24%	18%	21%
I had a fairly good understanding of this	49%	52%	46%	53%	49%
I didn't know much about this	22%	24%	19%	24%	22%
I knew nothing about this	8%	4%	11%	6%	8%
I'm not sure	0%	0%	0%	0%	0%

**How water is supplied to homes/businesses in the North West**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
I had a very good understanding of this	11%	12%	11%	6%	13%
I had a fairly good understanding of this	51%	52%	50%	59%	49%
I didn't know much about this	28%	32%	28%	35%	26%
I knew nothing about this	9%	4%	9%	0%	11%
I'm not sure	1%	0%	2%	0%	1%

**What happens to wastewater**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
I had a very good understanding of this	14%	12%	13%	12%	14%
I had a fairly good understanding of this	41%	56%	37%	53%	39%
I didn't know much about this	36%	24%	39%	35%	36%
I knew nothing about this	9%	8%	11%	0%	11%
I'm not sure	0%	0%	0%	0%	0%

**The role individuals have to play with water use/demand**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
I had a very good understanding of this	20%	20%	19%	18%	19%
I had a fairly good understanding of this	53%	48%	57%	59%	53%
I didn't know much about this	24%	32%	20%	24%	25%
I knew nothing about this	2%	0%	4%	0%	3%
I'm not sure	0%	0%	0%	0%	0%

**Who United Utilities are and what they do**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
I had a very good understanding of this	20%	16%	20%	24%	19%
I had a fairly good understanding of this	61%	64%	59%	65%	60%

I didn't know much about this	17%	20%	17%	12%	18%
I knew nothing about this	2%	0%	4%	0%	3%
I'm not sure	0%	0%	0%	0%	0%

### The long-term challenges for water in the region

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
I had a very good understanding of this	16%	24%	15%	24%	14%
I had a fairly good understanding of this	31%	20%	31%	35%	29%
I didn't know much about this	40%	44%	41%	35%	42%
I knew nothing about this	13%	12%	13%	6%	15%
I'm not sure	0%	0%	0%	0%	0%

q2: Below is a list of longer-term challenges that we're facing when it comes to water and wastewater. W

### Climate change / extreme weather

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	26%	20%	26%	41%	22%
2	16%	16%	15%	0%	19%
3	12%	12%	11%	12%	13%
4	12%	12%	13%	18%	11%
5	11%	16%	11%	6%	13%
6	14%	16%	15%	12%	15%
7	9%	8%	9%	12%	7%

### Population growth

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	31%	32%	33%	12%	35%
2	29%	24%	28%	41%	26%
3	16%	20%	15%	12%	17%
4	3%	4%	4%	0%	4%
5	8%	4%	9%	6%	8%
6	3%	0%	6%	18%	0%
7	10%	16%	6%	12%	10%

### The amount of water people use

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	19%	16%	20%	18%	19%
2	19%	32%	17%	24%	18%
3	24%	16%	28%	18%	25%
4	13%	12%	15%	18%	13%
5	10%	16%	9%	18%	8%

6	9%	8%	7%	0%	11%
7	6%	0%	4%	6%	6%

### Maintaining the network, minimising leakage

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	12%	20%	11%	18%	11%
2	17%	8%	22%	24%	15%
3	14%	12%	17%	12%	15%
4	18%	24%	17%	18%	18%
5	23%	24%	20%	24%	24%
6	7%	4%	4%	0%	7%
7	9%	8%	9%	6%	10%

### Dealing with sewer blockages

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	8%	4%	6%	12%	7%
2	2%	4%	0%	0%	1%
3	16%	12%	19%	35%	11%
4	18%	12%	20%	12%	19%
5	11%	20%	9%	6%	13%
6	27%	24%	30%	18%	29%
7	19%	24%	17%	18%	19%

### The removal and treatment of wastewater

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	2%	4%	2%	0%	3%
2	10%	8%	11%	12%	10%
3	9%	12%	6%	6%	10%
4	28%	20%	28%	29%	28%
5	16%	12%	17%	18%	14%
6	26%	32%	26%	29%	25%
7	10%	12%	11%	6%	11%

### Urbanisation and reduction of green spaces

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
1	2%	4%	2%	0%	3%
2	8%	8%	7%	0%	10%
3	9%	16%	6%	6%	10%
4	8%	16%	4%	6%	7%
5	21%	8%	24%	24%	21%
6	14%	16%	13%	24%	13%
7	38%	32%	44%	41%	38%

q3: The various initiatives we've been exploring fall into three broad categories: supply, demand, and capacity

**Mean Summary**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
Supply	35	34	34	32	35
Demand	31	34	29	30	30
Capacity	35	33	38	38	35

q4: Here is the list of all of the initiatives. Now we'd like to know whether you found each one clear & easy to understand

**Transferring water in from other areas**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	94%	92%	96%	100%	93%
No, it's not	6%	8%	4%	0%	7%

**Taking water from the sea**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	83%	84%	83%	94%	82%
No, it's not	17%	16%	17%	6%	18%

**Taking water from surface waters (rivers, reservoirs)**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	90%	96%	91%	88%	90%
No, it's not	10%	4%	9%	12%	10%

**Taking water from underground**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	82%	88%	81%	88%	81%
No, it's not	18%	12%	19%	12%	19%

**Managing the land to improve water quality**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	82%	76%	87%	82%	82%
No, it's not	18%	24%	13%	18%	18%

**Increasing capacity (increasing the amount of water that the treatment works can process)**

Area type                      Household?

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	91%	96%	94%	82%	94%
No, it's not	9%	4%	6%	18%	6%

#### Reusing water (treating to a higher standard rather than returning it to rivers and seas)

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	89%	88%	89%	88%	90%
No, it's not	11%	12%	11%	12%	10%

#### Drought permits and orders

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	73%	60%	80%	88%	71%
No, it's not	27%	40%	20%	12%	29%

#### License trading (buying or selling water abstraction licence rights)

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	57%	48%	65%	59%	57%
No, it's not	43%	52%	35%	41%	43%

#### Receiving alternative water supplies in drought

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	89%	80%	93%	88%	90%
No, it's not	11%	20%	7%	12%	10%

#### Leakage and water losses (reducing the amount of raw water that is lost)

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	96%	100%	96%	94%	97%
No, it's not	4%	0%	4%	6%	3%

#### Water Meters

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	96%	96%	98%	100%	96%
No, it's not	4%	4%	2%	0%	4%

#### Managing demand through Fees, Tariffs and charges

	Total (A)	Area type		Household?	
	Total (A)	Rural/Semi	Urban/Sub	Just me, I	Multi-person

<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	87%	88%	89%	82%	89%
No, it's not	13%	12%	11%	18%	11%

#### Promoting water efficiency (offering water saving devices)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	97%	100%	96%	100%	96%
No, it's not	3%	0%	4%	0%	4%

#### Increase capacity (sewers and wastewater treatment)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	97%	100%	94%	88%	99%
No, it's not	3%	0%	6%	12%	1%

#### Seasonal adaptation of wastewater treatment

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	83%	84%	85%	82%	83%
No, it's not	17%	16%	15%	18%	17%

#### Educating customers to change behaviour

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	96%	100%	94%	94%	96%
No, it's not	4%	0%	6%	6%	4%

#### Transferring sewage to other areas

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	84%	80%	83%	100%	81%
No, it's not	16%	20%	17%	0%	19%

#### Reducing stormwater from getting into the sewer

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	90%	92%	89%	82%	92%
No, it's not	10%	8%	11%	18%	8%

#### Using technology to control sewers and monitor for problems

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72

Yes, it's clear and easy to understand	92%	92%	93%	94%	92%
No, it's not	8%	8%	7%	6%	8%

#### Install sewer flooding protection at home

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	82%	84%	83%	88%	81%
No, it's not	18%	16%	17%	12%	19%

#### Working with other organisations to reduce demand for water and pressure on the sewer system

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes, it's clear and easy to understand	94%	96%	93%	88%	96%
No, it's not	6%	4%	7%	12%	4%

#### q6: Looking at all of the initiatives that relate to drainage and wastewater, what do you think the priorities are?

##### Increasing capacity (sewers and wastewater treatment)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	21%	18%	18%	14%	22%
2	15%	9%	18%	0%	19%
3	0%	0%	0%	0%	0%
4	8%	9%	9%	0%	9%
5	10%	18%	9%	0%	13%
6	21%	18%	18%	29%	19%
7	3%	0%	5%	0%	3%
8	5%	0%	9%	0%	6%
9	10%	18%	5%	14%	9%
10	3%	0%	5%	14%	0%
11	5%	9%	5%	29%	0%

##### Managing the land to improve water quality

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	13%	0%	23%	14%	13%
2	3%	0%	5%	0%	3%
3	10%	9%	9%	29%	6%
4	10%	0%	9%	0%	13%
5	8%	18%	5%	14%	6%
6	15%	18%	14%	29%	13%
7	13%	9%	18%	14%	13%
8	15%	27%	14%	0%	19%
9	3%	0%	0%	0%	3%
10	8%	18%	5%	0%	9%
11	3%	0%	0%	0%	3%

### Seasonal adaptation of wastewater treatment

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	0%	0%	0%	0%	0%
2	3%	0%	5%	0%	3%
3	5%	0%	9%	14%	3%
4	3%	9%	0%	0%	3%
5	10%	18%	9%	14%	9%
6	10%	9%	14%	14%	9%
7	18%	18%	23%	14%	19%
8	10%	9%	9%	14%	9%
9	21%	27%	18%	14%	22%
10	13%	9%	9%	14%	13%
11	8%	0%	5%	0%	9%

### Educating customers to change behaviour

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	31%	36%	27%	29%	31%
2	21%	36%	18%	29%	19%
3	5%	9%	0%	0%	6%
4	15%	9%	14%	14%	16%
5	3%	0%	5%	0%	3%
6	0%	0%	0%	0%	0%
7	3%	0%	0%	0%	3%
8	10%	9%	14%	0%	13%
9	5%	0%	9%	14%	3%
10	3%	0%	5%	0%	3%
11	5%	0%	9%	14%	3%

### Managing demand through Fees, Tariffs and charges

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I li	Multi-person
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	8%	18%	5%	0%	9%
2	5%	0%	9%	14%	3%
3	10%	9%	14%	0%	13%
4	8%	0%	9%	14%	6%
5	0%	0%	0%	0%	0%
6	5%	9%	5%	14%	3%
7	8%	9%	0%	0%	9%
8	15%	9%	18%	29%	13%
9	10%	9%	9%	14%	9%
10	13%	0%	23%	0%	16%
11	18%	36%	9%	14%	19%

### Promoting water efficiency (offering water saving devices)



	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	8%	18%	5%	14%	6%
2	21%	18%	14%	0%	25%
3	21%	36%	14%	29%	19%
4	10%	18%	9%	0%	13%
5	10%	0%	14%	29%	6%
6	5%	0%	9%	0%	6%
7	3%	0%	5%	0%	3%
8	5%	0%	5%	0%	6%
9	5%	0%	9%	14%	3%
10	8%	0%	14%	14%	6%
11	5%	9%	5%	0%	6%

### Transferring sewage to other areas

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
3	5%	0%	9%	14%	3%
4	0%	0%	0%	0%	0%
5	5%	0%	5%	0%	6%
6	3%	0%	5%	0%	3%
7	8%	0%	5%	14%	6%
8	8%	9%	5%	0%	9%
9	10%	18%	9%	0%	13%
10	23%	45%	18%	43%	19%
11	38%	27%	45%	29%	41%

### Reducing stormwater from getting into the sewer

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=44	N=12	N=25	N=8	N=36
1	5%	0%	5%	14%	3%
2	0%	0%	0%	0%	0%
3	5%	0%	9%	0%	6%
4	8%	9%	9%	29%	3%
5	15%	27%	9%	0%	19%
6	8%	0%	9%	0%	9%
7	18%	27%	18%	0%	22%
8	21%	9%	23%	29%	19%
9	10%	27%	5%	14%	9%
10	5%	0%	5%	14%	3%
11	5%	0%	9%	0%	6%

### Using technology to control sewers and monitor for problems

Total (A)	Area type		Household?	
	Rural/Sem	Urban/Sub	Just me, I	Multi-pers

Total	N=44	N=12	N=25	N=8	N=36
1	5%	9%	5%	14%	3%
2	18%	9%	23%	14%	19%
3	13%	9%	9%	0%	16%
4	18%	27%	18%	14%	19%
5	18%	9%	27%	29%	16%
6	5%	0%	0%	0%	6%
7	13%	27%	9%	29%	9%
8	0%	0%	0%	0%	0%
9	8%	0%	9%	0%	9%
10	3%	9%	0%	0%	3%
11	0%	0%	0%	0%	0%

### Installing sewer flooding protection at homes

Total	Total (A)	Area type			Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person	
	N=44	N=12	N=25	N=8	N=36	
1	3%	0%	5%	0%	3%	
2	5%	9%	5%	14%	3%	
3	13%	0%	23%	0%	16%	
4	3%	9%	0%	0%	3%	
5	8%	9%	0%	14%	6%	
6	8%	18%	5%	0%	9%	
7	15%	9%	18%	29%	13%	
8	8%	18%	5%	29%	3%	
9	13%	0%	18%	14%	13%	
10	15%	9%	14%	0%	19%	
11	10%	18%	9%	0%	13%	

### Working with other organisations to reduce demand for water and pressure on the sewer system

Total	Total (A)	Area type			Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person	
	N=44	N=12	N=25	N=8	N=36	
1	8%	0%	9%	0%	9%	
2	10%	18%	5%	29%	6%	
3	13%	27%	5%	14%	13%	
4	18%	9%	23%	29%	16%	
5	13%	0%	18%	0%	16%	
6	21%	27%	23%	14%	22%	
7	0%	0%	0%	0%	0%	
8	3%	9%	0%	0%	3%	
9	5%	0%	9%	0%	6%	
10	8%	9%	5%	0%	9%	
11	3%	0%	5%	14%	0%	

q8: Looking at all of the initiatives that relate to managing water resources, what do you think the priority

### Transferring water from other areas

Total (A)	Area type			Household?	
	Rural/Semi	Urban/Sub	Just me, I	Multi-person	

<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%
3	8%	0%	8%	0%	7%
4	6%	0%	8%	14%	4%
5	11%	13%	8%	0%	14%
6	3%	0%	4%	14%	0%
7	11%	0%	17%	0%	14%
8	6%	13%	4%	0%	7%
9	6%	25%	0%	0%	7%
10	8%	0%	13%	0%	11%
11	19%	13%	25%	43%	14%
12	6%	0%	4%	14%	4%
13	8%	25%	4%	0%	11%
14	8%	13%	4%	14%	7%

### Taking water from the sea

	<b>Total (A)</b>	<b>Area type</b>		<b>Household?</b>	
		<b>Rural/Semi</b>	<b>Urban/Sub</b>	<b>Just me, I</b>	<b>Multi-person</b>
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	3%	0%	4%	14%	0%
2	6%	13%	0%	0%	7%
3	3%	0%	4%	14%	0%
4	3%	13%	0%	0%	4%
5	0%	0%	0%	0%	0%
6	11%	0%	17%	0%	14%
7	3%	0%	4%	0%	4%
8	3%	0%	4%	0%	4%
9	8%	25%	4%	14%	7%
10	6%	0%	4%	14%	4%
11	8%	13%	4%	14%	7%
12	14%	13%	17%	14%	14%
13	8%	0%	8%	0%	7%
14	25%	25%	29%	14%	29%

### Taking water from surface waters (rivers, reservoirs)

	<b>Total (A)</b>	<b>Area type</b>		<b>Household?</b>	
		<b>Rural/Semi</b>	<b>Urban/Sub</b>	<b>Just me, I</b>	<b>Multi-person</b>
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	3%	13%	0%	0%	4%
2	0%	0%	0%	0%	0%
3	3%	0%	4%	0%	4%
4	14%	13%	13%	0%	18%
5	8%	13%	8%	0%	11%
6	11%	13%	8%	43%	4%
7	14%	13%	17%	14%	14%
8	8%	13%	4%	14%	7%
9	6%	0%	8%	14%	4%
10	8%	0%	13%	0%	11%
11	6%	0%	4%	0%	4%

12	8%	25%	4%	0%	11%
13	6%	0%	8%	0%	7%
14	6%	0%	8%	14%	4%

#### Taking water from underground

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I live here	Multi-person household
<b>Total</b>	N=36	N=8	N=24	N=7	N=28
1	0%	0%	0%	0%	0%
2	3%	13%	0%	0%	4%
3	3%	0%	4%	14%	0%
4	3%	0%	4%	0%	4%
5	6%	13%	0%	14%	4%
6	8%	13%	4%	14%	7%
7	25%	13%	29%	43%	21%
8	17%	13%	21%	14%	18%
9	8%	13%	8%	0%	11%
10	8%	13%	8%	0%	11%
11	6%	0%	8%	0%	7%
12	6%	0%	8%	0%	7%
13	3%	13%	0%	0%	4%
14	6%	0%	4%	0%	4%

#### Managing the land to improve water quality

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I live here	Multi-person household
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	6%	0%	8%	0%	7%
2	8%	0%	4%	14%	4%
3	3%	0%	4%	0%	4%
4	11%	25%	8%	29%	7%
5	25%	38%	25%	29%	25%
6	6%	13%	4%	0%	7%
7	0%	0%	0%	0%	0%
8	6%	0%	8%	0%	7%
9	8%	0%	13%	0%	11%
10	11%	0%	13%	0%	14%
11	8%	25%	4%	14%	7%
12	6%	0%	8%	0%	7%
13	0%	0%	0%	0%	0%
14	3%	0%	0%	14%	0%

#### Increasing capacity (increasing the amount of water that the treatment works can process)

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I live here	Multi-person household
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	6%	0%	8%	0%	7%
2	6%	0%	8%	0%	7%
3	14%	25%	13%	0%	18%
4	11%	13%	8%	0%	11%

5	11%	13%	8%	43%	4%
6	11%	25%	8%	0%	14%
7	8%	13%	8%	0%	11%
8	8%	0%	8%	0%	11%
9	14%	0%	17%	29%	11%
10	8%	13%	8%	29%	4%
11	0%	0%	0%	0%	0%
12	0%	0%	0%	0%	0%
13	3%	0%	4%	0%	4%
14	0%	0%	0%	0%	0%

**Reusing water (treating to a higher standard rather than returning it to rivers and seas)**

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	17%	25%	13%	0%	21%
2	8%	0%	13%	0%	11%
3	8%	0%	13%	14%	7%
4	6%	0%	8%	0%	7%
5	14%	13%	17%	0%	18%
6	8%	13%	4%	14%	7%
7	8%	13%	8%	14%	7%
8	3%	13%	0%	0%	4%
9	3%	0%	4%	0%	4%
10	3%	0%	4%	0%	4%
11	0%	0%	0%	0%	0%
12	11%	25%	4%	14%	7%
13	11%	0%	13%	43%	4%
14	0%	0%	0%	0%	0%

**Drought permits and orders**

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	3%	0%	0%	14%	0%
2	3%	0%	4%	0%	4%
3	6%	0%	4%	14%	4%
4	0%	0%	0%	0%	0%
5	3%	0%	4%	0%	4%
6	0%	0%	0%	0%	0%
7	6%	0%	8%	14%	4%
8	14%	25%	8%	14%	11%
9	14%	25%	13%	14%	14%
10	6%	25%	0%	0%	7%
11	14%	0%	21%	0%	18%
12	8%	0%	13%	14%	7%
13	25%	25%	25%	14%	29%
14	0%	0%	0%	0%	0%

**License trading (buying or selling water abstraction licence rights)**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	6%	0%	4%	0%	4%
2	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%
4	8%	0%	8%	29%	4%
5	0%	0%	0%	0%	0%
6	0%	0%	0%	0%	0%
7	0%	0%	0%	0%	0%
8	11%	0%	17%	29%	7%
9	8%	0%	8%	0%	11%
10	8%	25%	4%	0%	11%
11	11%	13%	8%	14%	11%
12	19%	13%	25%	0%	25%
13	6%	13%	4%	29%	0%
14	22%	38%	21%	0%	29%

#### Receiving alternative water supplies in drought

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	0%	0%	0%	0%	0%
2	3%	0%	4%	14%	0%
3	3%	0%	4%	0%	4%
4	0%	0%	0%	0%	0%
5	0%	0%	0%	0%	0%
6	22%	13%	29%	14%	25%
7	6%	25%	0%	0%	7%
8	8%	0%	13%	0%	11%
9	11%	13%	4%	14%	7%
10	22%	25%	21%	43%	18%
11	14%	13%	17%	0%	18%
12	6%	0%	4%	14%	4%
13	6%	13%	4%	0%	7%
14	0%	0%	0%	0%	0%

#### Leakage and water losses (reducing the amount of raw water that is lost)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	28%	50%	25%	14%	32%
2	6%	0%	8%	0%	7%
3	8%	13%	8%	14%	7%
4	22%	0%	29%	29%	21%
5	6%	0%	8%	0%	7%
6	8%	13%	8%	0%	11%
7	6%	13%	0%	0%	4%
8	8%	13%	4%	14%	7%
9	0%	0%	0%	0%	0%

10	3%	0%	4%	14%	0%
11	6%	0%	4%	14%	4%
12	0%	0%	0%	0%	0%
13	0%	0%	0%	0%	0%
14	0%	0%	0%	0%	0%

#### Water meters

	Total (A)	Area type		Household?	
		Rural/Sem Urban/Sub	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	8%	0%	13%	14%	7%
2	22%	50%	17%	29%	21%
3	25%	25%	25%	14%	29%
4	3%	0%	4%	0%	4%
5	0%	0%	0%	0%	0%
6	6%	0%	4%	0%	4%
7	8%	0%	4%	14%	7%
8	0%	0%	0%	0%	0%
9	3%	0%	4%	0%	4%
10	3%	0%	4%	0%	4%
11	0%	0%	0%	0%	0%
12	6%	13%	4%	14%	4%
13	6%	0%	8%	0%	7%
14	11%	13%	13%	14%	11%

#### Fees, Tariffs and charges

	Total (A)	Area type		Household?	
		Rural/Sem Urban/Sub	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	3%	0%	4%	0%	4%
2	6%	0%	8%	0%	7%
3	6%	13%	4%	0%	7%
4	6%	25%	0%	0%	7%
5	11%	0%	13%	14%	7%
6	0%	0%	0%	0%	0%
7	3%	13%	0%	0%	4%
8	6%	13%	4%	14%	4%
9	8%	0%	13%	14%	7%
10	0%	0%	0%	0%	0%
11	3%	0%	4%	0%	4%
12	11%	13%	8%	14%	11%
13	19%	13%	21%	14%	21%
14	19%	13%	21%	29%	18%

#### Promoting water efficiency (offering water saving devices)

	Total (A)	Area type		Household?	
		Rural/Sem Urban/Sub	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=46	N=10	N=31	N=9	N=36
1	19%	13%	21%	43%	14%
2	31%	25%	33%	43%	29%

3	11%	25%	4%	14%	11%
4	8%	13%	8%	0%	11%
5	6%	0%	8%	0%	7%
6	6%	0%	8%	0%	7%
7	3%	0%	4%	0%	4%
8	3%	0%	4%	0%	4%
9	3%	0%	4%	0%	4%
10	6%	0%	4%	0%	4%
11	6%	25%	0%	0%	7%
12	0%	0%	0%	0%	0%
13	0%	0%	0%	0%	0%
14	0%	0%	0%	0%	0%

q9: There are various things that people might consider when looking at the different initiatives and weigh

**The impact on me as an individual customer**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	46%	36%	48%	59%	43%
Fairly important	47%	56%	46%	41%	49%
Not very important	8%	8%	6%	0%	8%
Not important at all	0%	0%	0%	0%	0%
Not sure	0%	0%	0%	0%	0%

**The impact they'll have on the region as a whole**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	67%	68%	67%	76%	65%
Fairly important	30%	32%	31%	24%	32%
Not very important	3%	0%	2%	0%	3%
Not important at all	0%	0%	0%	0%	0%
Not sure	0%	0%	0%	0%	0%

**Ensuring value for money / cost effectiveness**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	63%	56%	69%	59%	65%
Fairly important	34%	44%	31%	41%	33%
Not very important	2%	0%	0%	0%	1%
Not important at all	0%	0%	0%	0%	0%
Not sure	0%	0%	0%	0%	0%

**Whether they are low carbon or have other environmental benefits**

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72



Very important	48%	40%	52%	59%	46%
Fairly important	40%	44%	37%	41%	40%
Not very important	9%	12%	7%	0%	10%
Not important at all	1%	4%	0%	0%	1%
Not sure	2%	0%	4%	0%	3%

#### Looking at ways to work with partner agencies (e.g. local authorities) to deliver benefits

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	50%	40%	57%	59%	49%
Fairly important	44%	52%	39%	41%	44%
Not very important	4%	8%	2%	0%	6%
Not important at all	0%	0%	0%	0%	0%
Not sure	1%	0%	2%	0%	1%

#### Fixing the root cause (vs. allowing things to happen and mitigate impact)

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	78%	84%	78%	65%	82%
Fairly important	21%	16%	20%	29%	18%
Not very important	0%	0%	0%	0%	0%
Not important at all	0%	0%	0%	0%	0%
Not sure	1%	0%	2%	6%	0%

#### Ways to help educate the public and change behaviour

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	68%	88%	61%	76%	67%
Fairly important	28%	4%	37%	24%	29%
Not very important	4%	8%	2%	0%	4%
Not important at all	0%	0%	0%	0%	0%
Not sure	0%	0%	0%	0%	0%

#### Using new technology to deliver benefits

	Total (A)	Area type		Household?	
		Rural/Sem	Urban/Sub	Just me, I	Multi-pers
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very important	47%	52%	48%	71%	42%
Fairly important	47%	44%	46%	24%	53%
Not very important	6%	4%	4%	0%	6%
Not important at all	1%	0%	2%	6%	0%
Not sure	0%	0%	0%	0%	0%

q10: To round things off, we'd like to get your final verdict on all of the initiatives we've looked at across b

#### Transferring water in from other areas

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	23%	28%	20%	24%	24%
Moderately acceptable (i.e. this is important, but not a priority)	58%	48%	65%	53%	60%
Unacceptable (i.e. this isn't important and should be avoided)	19%	24%	15%	24%	17%

#### Taking water from the sea

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	29%	20%	31%	41%	26%
Moderately acceptable (i.e. this is important, but not a priority)	46%	48%	44%	35%	49%
Unacceptable (i.e. this isn't important and should be avoided)	26%	32%	24%	24%	25%

#### Taking water from surface waters (rivers, reservoirs)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	38%	28%	43%	47%	36%
Moderately acceptable (i.e. this is important, but not a priority)	57%	72%	50%	53%	57%
Unacceptable (i.e. this isn't important and should be avoided)	6%	0%	7%	0%	7%

#### Taking water from underground

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	40%	48%	39%	53%	38%
Moderately acceptable (i.e. this is important, but not a priority)	50%	48%	48%	41%	53%
Unacceptable (i.e. this isn't important and should be avoided)	10%	4%	13%	6%	10%

#### Managing the land to improve water quality

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	60%	48%	69%	71%	58%
Moderately acceptable (i.e. this is important, but not a priority)	38%	52%	30%	29%	40%
Unacceptable (i.e. this isn't important and should be avoided)	2%	0%	2%	0%	1%

#### Increasing capacity (increasing the amount of water that the treatment works can process)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	58%	64%	57%	47%	61%
Moderately acceptable (i.e. this is important, but not a priority)	36%	32%	39%	35%	36%
Unacceptable (i.e. this isn't important and should be avoided)	7%	4%	4%	18%	3%

#### Reusing water (treating to a higher standard rather than returning it to rivers and seas)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person

<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	58%	56%	57%	53%	60%
Moderately acceptable (i.e. this is important, but not a priority)	38%	40%	37%	47%	35%
Unacceptable (i.e. this isn't important and should be avoided)	4%	4%	6%	0%	6%

### Drought permits and orders

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I & my family	Multi-person household
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	28%	32%	26%	29%	28%
Moderately acceptable (i.e. this is important, but not a priority)	61%	60%	61%	65%	60%
Unacceptable (i.e. this isn't important and should be avoided)	11%	8%	13%	6%	13%

### License trading (buying or selling water abstraction licence rights)

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I & my family	Multi-person household
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	12%	8%	13%	35%	7%
Moderately acceptable (i.e. this is important, but not a priority)	60%	56%	63%	41%	65%
Unacceptable (i.e. this isn't important and should be avoided)	28%	36%	24%	24%	28%

### Receiving alternative water supplies during droughts

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I & my family	Multi-person household
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	36%	28%	43%	24%	38%
Moderately acceptable (i.e. this is important, but not a priority)	57%	68%	48%	65%	56%
Unacceptable (i.e. this isn't important and should be avoided)	8%	4%	9%	12%	7%

### Leakage and water losses (reducing the amount of raw water that is lost)

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I & my family	Multi-person household
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	88%	92%	89%	94%	88%
Moderately acceptable (i.e. this is important, but not a priority)	11%	8%	11%	6%	13%
Unacceptable (i.e. this isn't important and should be avoided)	1%	0%	0%	0%	0%

### Water Meters

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I & my family	Multi-person household
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	58%	72%	56%	47%	61%
Moderately acceptable (i.e. this is important, but not a priority)	32%	16%	35%	53%	26%
Unacceptable (i.e. this isn't important and should be avoided)	10%	12%	9%	0%	13%

### Managing demand through Fees, Tariffs and charges

	Total (A)	Area type		Household?	
		Rural/Semi-urban	Urban/Suburban	Just me, I & my family	Multi-person household
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	31%	36%	30%	29%	32%

Moderately acceptable (i.e. this is important, but	42%	32%	43%	47%	40%
Unacceptable (i.e. this isn't important and should	27%	32%	28%	24%	28%

#### Promoting water efficiency (offering water saving devices)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future inv	76%	80%	76%	82%	75%
Moderately acceptable (i.e. this is important, but	22%	16%	22%	18%	22%
Unacceptable (i.e. this isn't important and should	2%	4%	2%	0%	3%

#### Increase capacity (sewers and wastewater treatment)

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future inv	64%	72%	69%	41%	71%
Moderately acceptable (i.e. this is important, but	31%	20%	30%	47%	28%
Unacceptable (i.e. this isn't important and should	4%	8%	2%	12%	1%

#### Seasonal adaptation of wastewater treatment

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future inv	38%	44%	35%	47%	36%
Moderately acceptable (i.e. this is important, but	48%	40%	52%	47%	49%
Unacceptable (i.e. this isn't important and should	14%	16%	13%	6%	15%

#### Educating customers to change behaviour

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future inv	80%	92%	72%	88%	78%
Moderately acceptable (i.e. this is important, but	20%	8%	28%	12%	22%
Unacceptable (i.e. this isn't important and should	0%	0%	0%	0%	0%

#### Transferring sewage to other areas

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future inv	17%	12%	17%	35%	13%
Moderately acceptable (i.e. this is important, but	54%	56%	56%	29%	60%
Unacceptable (i.e. this isn't important and should	29%	32%	28%	35%	28%

#### Reducing stormwater from getting into the sewer

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future inv	53%	64%	52%	53%	53%
Moderately acceptable (i.e. this is important, but	42%	32%	44%	47%	42%
Unacceptable (i.e. this isn't important and should	4%	4%	4%	0%	6%

### Using technology to control sewers and monitor for problems

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	62%	76%	54%	53%	64%
Moderately acceptable (i.e. this is important, but not a priority)	37%	24%	44%	47%	35%
Unacceptable (i.e. this isn't important and should not be done)	1%	0%	2%	0%	1%

### Installing sewer flooding protection at home

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	42%	40%	43%	47%	40%
Moderately acceptable (i.e. this is important, but not a priority)	49%	56%	46%	53%	49%
Unacceptable (i.e. this isn't important and should not be done)	9%	4%	11%	0%	11%

### Working with other organisations to reduce demand for water and pressure on the sewer system

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Very acceptable (i.e. this is a priority for future investment)	63%	64%	67%	59%	65%
Moderately acceptable (i.e. this is important, but not a priority)	33%	28%	33%	41%	32%
Unacceptable (i.e. this isn't important and should not be done)	3%	8%	0%	0%	3%

q12: That completes our final activity on the community, thank you again for sharing your views. Before

### It's been good taking part in this research and sharing my views on the various initiatives

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Strongly agree	82%	88%	85%	88%	82%
Slightly agree	17%	12%	15%	12%	18%
Slightly disagree	1%	0%	0%	0%	0%
Strongly disagree	0%	0%	0%	0%	0%

### It's important that United Utilities ask for customer's views on these issues

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Strongly agree	84%	88%	85%	94%	83%
Slightly agree	14%	12%	15%	6%	17%
Slightly disagree	1%	0%	0%	0%	0%
Strongly disagree	0%	0%	0%	0%	0%

### It's difficult for customers to give an informed opinion on these issues - its best leaving to the experts

	Total (A)	Area type		Household?	
		Rural/Semi	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Strongly agree	8%	0%	4%	24%	4%

Slightly agree	26%	28%	28%	12%	29%
Slightly disagree	40%	40%	41%	29%	42%
Strongly disagree	27%	32%	28%	35%	25%

**q13: Would you be interested in taking part in future research for United Utilities once their long-term plan is published?**

	Total (A)	Area type		Household?	
		Rural/Sem Urban/Sub	Urban/Sub	Just me, I	Multi-person
<b>Total</b>	N=90	N=25	N=54	N=17	N=72
Yes please	97%	96%	100%	94%	99%
No thanks	3%	4%	0%	6%	1%

fore taking part in this research project...

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
32%	15%	18%	0%	22%	30%	30%	29%	16%	
37%	59%	55%	50%	59%	48%	10%	38%	56%	
24%	17%	9%	38%	11%	17%	50%	25%	16%	
8%	10%	18%	13%	7%	4%	10%	8%	13%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
13%	10%	9%	0%	7%	17%	20%	4%	9%	
47%	54%	55%	63%	44%	52%	50%	50%	41%	
34%	24%	27%	25%	37%	26%	20%	33%	41%	
3%	12%	9%	13%	7%	4%	10%	8%	9%	
3%	0%	0%	0%	4%	0%	0%	4%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
24%	2%	0%	0%	19%	17%	10%	17%	9%	
34%	51%	45%	63%	41%	48%	20%	33%	41%	
34%	34%	36%	38%	33%	26%	50%	33%	38%	
8%	12%	18%	0%	7%	9%	20%	17%	13%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
24%	15%	18%	25%	15%	17%	30%	17%	19%	
47%	61%	55%	25%	63%	65%	30%	54%	53%	
29%	20%	18%	50%	22%	17%	30%	29%	22%	
0%	5%	9%	0%	0%	0%	10%	0%	6%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
26%	12%	9%	13%	22%	22%	20%	21%	16%	
55%	66%	55%	50%	67%	65%	50%	63%	50%	

16%	20%	36%	38%	4%	13%	30%	8%	34%
3%	2%	0%	0%	7%	0%	0%	8%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
26%	10%	9%	13%	15%	22%	30%	21%	16%
24%	32%	27%	38%	26%	26%	30%	21%	19%
39%	44%	55%	25%	44%	43%	30%	42%	47%
11%	15%	9%	25%	15%	9%	10%	17%	19%
0%	0%	0%	0%	0%	0%	0%	0%	0%

We'd like you to rank them to show which you think are the greatest problems/challenges.

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
18%	29%	27%	25%	22%	22%	30%	29%	22%
18%	12%	0%	13%	22%	22%	0%	17%	22%
16%	7%	18%	13%	7%	9%	20%	4%	19%
16%	10%	27%	0%	15%	9%	10%	17%	13%
11%	15%	18%	38%	7%	9%	10%	8%	13%
16%	15%	0%	0%	19%	22%	20%	8%	9%
5%	12%	9%	13%	7%	9%	10%	17%	3%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
24%	41%	27%	50%	22%	52%	10%	33%	28%
32%	22%	36%	25%	33%	17%	20%	25%	25%
24%	10%	9%	13%	22%	17%	10%	25%	9%
3%	5%	9%	0%	0%	0%	20%	0%	9%
8%	7%	9%	0%	11%	4%	10%	8%	13%
5%	2%	0%	0%	4%	4%	10%	8%	3%
5%	12%	9%	13%	7%	4%	20%	0%	13%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
32%	7%	18%	13%	22%	13%	30%	8%	28%
18%	24%	18%	25%	15%	30%	20%	29%	22%
26%	22%	9%	25%	22%	30%	30%	25%	22%
11%	17%	9%	25%	22%	4%	10%	17%	13%
5%	17%	18%	13%	11%	13%	0%	4%	6%



8%	7%	18%	0%	4%	9%	10%	13%	6%
0%	5%	9%	0%	4%	0%	0%	4%	3%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
13%	15%	0%	13%	19%	9%	30%	13%	19%
13%	22%	27%	25%	15%	13%	20%	13%	6%
21%	10%	9%	13%	19%	13%	20%	8%	25%
13%	24%	18%	13%	22%	22%	10%	13%	22%
21%	22%	36%	38%	15%	22%	10%	38%	16%
3%	5%	9%	0%	7%	0%	0%	13%	0%
16%	2%	0%	0%	4%	22%	10%	4%	13%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
5%	5%	9%	0%	11%	0%	0%	8%	3%
3%	0%	0%	0%	0%	0%	10%	0%	3%
13%	20%	9%	13%	19%	17%	20%	25%	9%
18%	17%	18%	13%	19%	13%	30%	25%	13%
18%	7%	9%	0%	7%	17%	30%	13%	13%
21%	34%	45%	25%	30%	30%	0%	21%	34%
21%	17%	9%	50%	15%	22%	10%	8%	25%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
3%	2%	9%	0%	4%	0%	0%	4%	0%
13%	7%	9%	0%	11%	4%	30%	4%	16%
0%	15%	18%	0%	4%	13%	0%	4%	9%
29%	22%	9%	38%	15%	43%	20%	29%	22%
16%	15%	0%	13%	26%	9%	20%	17%	16%
32%	24%	18%	38%	26%	30%	30%	25%	28%
8%	15%	36%	13%	15%	0%	0%	17%	9%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
5%	0%	9%	0%	0%	4%	0%	4%	0%
3%	12%	9%	13%	4%	13%	0%	13%	6%
0%	17%	27%	25%	7%	0%	0%	8%	6%
11%	5%	9%	13%	7%	9%	0%	0%	9%
21%	17%	9%	0%	22%	26%	20%	13%	25%
16%	12%	9%	38%	11%	4%	30%	13%	19%
45%	37%	27%	13%	48%	43%	50%	50%	34%

acity.[Q3\_Image.png]When it comes to initiatives that will have the most positive impact longer-term

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
35	32	33	32	32	35	37	32	33	
29	31	26	30	34	29	27	31	31	
35	37	40	38	33	37	37	37	35	

sy to understand. Swipe right if you did, left if you didn't. Again, you can remind yourself of each of th

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
97%	93%	100%	88%	93%	96%	100%	92%	97%	
3%	7%	0%	13%	7%	4%	0%	8%	3%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
87%	80%	64%	75%	89%	83%	100%	83%	91%	
13%	20%	36%	25%	11%	17%	0%	17%	9%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
92%	93%	100%	88%	93%	96%	80%	83%	97%	
8%	7%	0%	13%	7%	4%	20%	17%	3%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
87%	80%	91%	75%	85%	87%	70%	83%	81%	
13%	20%	9%	25%	15%	13%	30%	17%	19%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
76%	90%	91%	88%	74%	91%	80%	67%	88%	
24%	10%	9%	13%	26%	9%	20%	33%	13%	

Water meter Region Age

No (I)	Yes (J)	Region						Age	
		Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
100%	90%	100%	100%	96%	100%	70%	96%	94%	
0%	10%	0%	0%	4%	0%	30%	4%	6%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
89%	88%	91%	100%	81%	96%	80%	88%	88%	
11%	12%	9%	0%	19%	4%	20%	13%	13%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
84%	63%	73%	50%	81%	78%	60%	63%	78%	
16%	37%	27%	50%	19%	22%	40%	38%	22%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
66%	54%	73%	50%	70%	52%	40%	54%	53%	
34%	46%	27%	50%	30%	48%	60%	46%	47%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
89%	88%	82%	100%	89%	87%	90%	88%	94%	
11%	12%	18%	0%	11%	13%	10%	13%	6%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
95%	100%	100%	100%	93%	100%	100%	92%	100%	
5%	0%	0%	0%	7%	0%	0%	8%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
95%	100%	100%	100%	93%	100%	100%	92%	100%	
5%	0%	0%	0%	7%	0%	0%	8%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
95%	100%	100%	100%	93%	100%	100%	92%	100%	
5%	0%	0%	0%	7%	0%	0%	8%	0%	

N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
87%	90%	91%	100%	85%	87%	90%	79%	88%
13%	10%	9%	0%	15%	13%	10%	21%	13%

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
95%	100%	100%	100%	93%	100%	100%	96%	97%	
5%	0%	0%	0%	7%	0%	0%	4%	3%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
95%	98%	100%	100%	89%	100%	100%	96%	97%	
5%	2%	0%	0%	11%	0%	0%	4%	3%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
87%	83%	91%	88%	70%	96%	90%	79%	88%	
13%	17%	9%	13%	30%	4%	10%	21%	13%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
92%	100%	100%	88%	93%	100%	100%	92%	100%	
8%	0%	0%	13%	7%	0%	0%	8%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
87%	78%	82%	50%	85%	91%	80%	83%	91%	
13%	22%	18%	50%	15%	9%	20%	17%	9%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
95%	85%	100%	100%	89%	91%	70%	88%	91%	
5%	15%	0%	0%	11%	9%	30%	13%	9%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	



Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	6%	0%	0%	7%	0%	0%	0%	5%	
0%	12%	0%	0%	13%	0%	0%	0%	5%	
6%	0%	0%	0%	7%	0%	0%	0%	0%	
6%	18%	0%	20%	13%	17%	0%	0%	11%	
13%	12%	0%	20%	7%	33%	0%	13%	11%	
25%	18%	0%	20%	27%	17%	17%	38%	21%	
13%	6%	0%	20%	0%	17%	17%	0%	11%	
13%	29%	100%	20%	7%	0%	67%	25%	26%	
19%	0%	0%	0%	13%	17%	0%	25%	5%	
6%	0%	0%	0%	7%	0%	0%	0%	5%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
38%	24%	100%	0%	20%	33%	67%	63%	26%	
25%	24%	0%	80%	13%	33%	0%	13%	26%	
0%	6%	0%	0%	0%	17%	0%	0%	0%	
6%	18%	0%	0%	27%	0%	0%	0%	21%	
0%	6%	0%	0%	0%	17%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
19%	6%	0%	0%	27%	0%	0%	13%	11%	
0%	12%	0%	20%	7%	0%	0%	0%	5%	
0%	6%	0%	0%	0%	0%	17%	0%	5%	
13%	0%	0%	0%	7%	0%	17%	13%	5%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
0%	18%	0%	20%	7%	17%	0%	0%	16%	
6%	6%	0%	0%	0%	17%	17%	0%	11%	
19%	6%	0%	20%	13%	17%	0%	0%	21%	
6%	6%	100%	0%	7%	0%	0%	25%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	12%	0%	0%	7%	17%	0%	0%	5%	
0%	6%	0%	0%	0%	17%	0%	13%	0%	
13%	18%	0%	40%	7%	0%	33%	25%	5%	
19%	0%	0%	20%	13%	0%	0%	25%	5%	
25%	6%	0%	0%	13%	17%	33%	0%	16%	
13%	24%	0%	0%	33%	0%	17%	13%	21%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
19%	0%	0%	20%	7%	17%	0%	0%	11%	
19%	12%	100%	0%	20%	17%	0%	38%	11%	
13%	29%	0%	20%	27%	0%	33%	13%	26%	
13%	12%	0%	20%	7%	17%	17%	13%	16%	
6%	12%	0%	0%	7%	17%	17%	13%	11%	
0%	12%	0%	0%	7%	17%	0%	0%	5%	
6%	0%	0%	0%	7%	0%	0%	0%	5%	
0%	6%	0%	0%	0%	0%	17%	0%	5%	
13%	0%	0%	0%	7%	0%	17%	13%	5%	
6%	12%	0%	40%	7%	0%	0%	0%	5%	
6%	6%	0%	0%	7%	17%	0%	13%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
13%	0%	0%	0%	13%	0%	0%	13%	5%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
6%	0%	0%	0%	0%	0%	17%	0%	5%	
6%	0%	0%	0%	7%	0%	0%	13%	0%	
6%	0%	0%	0%	0%	17%	0%	0%	5%	
0%	12%	0%	20%	0%	0%	17%	0%	11%	
19%	6%	0%	20%	13%	17%	0%	0%	5%	
13%	41%	0%	40%	27%	33%	17%	50%	26%	
38%	41%	100%	20%	40%	33%	50%	25%	42%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
0%	6%	0%	0%	7%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
6%	6%	0%	0%	0%	17%	17%	0%	5%	
6%	12%	0%	40%	0%	0%	17%	13%	11%	
19%	12%	0%	0%	20%	17%	17%	50%	5%	
13%	0%	0%	0%	7%	0%	17%	0%	11%	
13%	29%	100%	0%	20%	17%	33%	13%	21%	
25%	12%	0%	20%	33%	0%	0%	13%	21%	
6%	18%	0%	0%	13%	33%	0%	0%	21%	
6%	0%	0%	0%	0%	17%	0%	0%	5%	
6%	6%	0%	40%	0%	0%	0%	13%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	

N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21
0%	12%	0%	0%	13%	0%	0%	0%	11%
25%	12%	0%	20%	27%	0%	17%	13%	16%
6%	12%	100%	0%	13%	0%	0%	25%	5%
19%	24%	0%	20%	7%	83%	0%	13%	16%
19%	24%	0%	20%	27%	17%	17%	25%	21%
0%	0%	0%	0%	0%	0%	0%	0%	0%
13%	18%	0%	40%	7%	0%	33%	25%	16%
0%	0%	0%	0%	0%	0%	0%	0%	0%
13%	0%	0%	0%	7%	0%	17%	0%	11%
6%	0%	0%	0%	0%	0%	17%	0%	5%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
6%	0%	0%	0%	0%	0%	17%	0%	5%	
0%	12%	0%	0%	0%	0%	33%	13%	5%	
25%	6%	0%	0%	20%	0%	33%	25%	11%	
6%	0%	0%	0%	0%	0%	17%	0%	5%	
6%	0%	0%	20%	0%	0%	0%	0%	5%	
13%	6%	0%	0%	20%	0%	0%	13%	5%	
19%	12%	0%	20%	20%	17%	0%	13%	11%	
6%	12%	0%	0%	7%	33%	0%	0%	11%	
0%	24%	0%	20%	13%	17%	0%	13%	11%	
13%	12%	100%	20%	13%	0%	0%	13%	16%	
6%	18%	0%	20%	7%	33%	0%	13%	16%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=18	N=19	N=1	N=6	N=17	N=7	N=7	N=9	N=21	
6%	6%	0%	0%	7%	17%	0%	0%	5%	
6%	12%	0%	0%	13%	17%	0%	13%	5%	
13%	12%	0%	40%	0%	33%	0%	13%	11%	
19%	18%	0%	0%	27%	0%	33%	13%	21%	
6%	18%	100%	20%	13%	0%	0%	13%	16%	
19%	29%	0%	40%	13%	0%	67%	38%	26%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
6%	0%	0%	0%	0%	17%	0%	0%	5%	
6%	6%	0%	0%	13%	0%	0%	0%	5%	
13%	0%	0%	0%	13%	0%	0%	13%	0%	
6%	0%	0%	0%	0%	17%	0%	0%	5%	

ies should be? Please click to rank the initiatives in order, from most to least important. Again, you ca

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	



N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%
13%	0%	0%	0%	17%	7%	0%	8%	8%
13%	0%	0%	0%	0%	14%	0%	15%	0%
6%	13%	13%	0%	17%	0%	33%	8%	8%
6%	0%	0%	0%	17%	0%	0%	8%	0%
6%	19%	50%	0%	0%	0%	0%	8%	25%
6%	6%	0%	0%	0%	14%	0%	8%	0%
13%	0%	0%	100%	0%	7%	0%	0%	17%
6%	13%	0%	0%	0%	14%	33%	8%	17%
13%	31%	13%	0%	33%	21%	33%	23%	8%
0%	6%	0%	0%	17%	0%	0%	8%	0%
13%	6%	25%	0%	0%	7%	0%	8%	8%
6%	6%	0%	0%	0%	14%	0%	0%	8%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15
6%	0%	0%	0%	17%	0%	0%	8%	0%
6%	0%	0%	0%	0%	7%	0%	0%	8%
6%	0%	0%	0%	0%	7%	0%	8%	0%
6%	0%	0%	100%	0%	0%	0%	0%	8%
0%	0%	0%	0%	0%	0%	0%	0%	0%
13%	13%	25%	0%	0%	14%	0%	8%	17%
6%	0%	0%	0%	0%	7%	0%	0%	8%
6%	0%	0%	0%	0%	7%	0%	8%	0%
6%	13%	13%	0%	0%	7%	33%	0%	17%
0%	6%	0%	0%	0%	7%	0%	0%	0%
0%	13%	13%	0%	0%	0%	33%	8%	0%
13%	19%	0%	0%	17%	21%	33%	15%	17%
6%	6%	0%	0%	17%	7%	0%	8%	8%
25%	31%	50%	0%	50%	14%	0%	38%	17%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15
0%	6%	13%	0%	0%	0%	0%	0%	8%
0%	0%	0%	0%	0%	0%	0%	0%	0%
6%	0%	13%	0%	0%	0%	0%	0%	8%
13%	13%	13%	0%	17%	14%	0%	8%	25%
13%	6%	13%	0%	0%	14%	0%	23%	0%
0%	19%	13%	0%	0%	7%	33%	0%	0%
13%	19%	13%	0%	33%	14%	0%	23%	0%
6%	6%	0%	0%	0%	7%	33%	8%	8%
6%	6%	0%	0%	33%	0%	0%	8%	0%
6%	13%	13%	0%	0%	14%	0%	0%	17%
6%	0%	0%	0%	0%	7%	0%	0%	8%

19%	0%	13%	100%	0%	7%	0%	8%	17%
6%	6%	0%	0%	17%	7%	0%	15%	0%
6%	6%	0%	0%	0%	7%	33%	8%	8%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=16	N=16	N=8	N=1	N=6	N=14	N=3	N=13	N=12
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	6%	13%	0%	0%	0%	0%	0%	8%
6%	0%	0%	0%	17%	0%	0%	8%	0%
0%	6%	0%	0%	0%	0%	33%	8%	0%
6%	0%	0%	0%	0%	7%	0%	0%	8%
13%	0%	0%	0%	0%	14%	0%	8%	8%
19%	31%	13%	0%	50%	29%	0%	38%	8%
13%	25%	25%	0%	33%	7%	33%	8%	17%
19%	0%	13%	0%	0%	14%	0%	15%	8%
13%	6%	25%	0%	0%	7%	0%	8%	17%
0%	13%	0%	0%	0%	7%	33%	0%	8%
6%	6%	13%	0%	0%	7%	0%	8%	8%
6%	0%	0%	100%	0%	0%	0%	0%	8%
0%	6%	0%	0%	0%	7%	0%	0%	0%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15
0%	13%	13%	0%	17%	0%	0%	0%	17%
0%	6%	0%	0%	0%	0%	33%	0%	8%
0%	6%	0%	0%	17%	0%	0%	8%	0%
6%	19%	13%	0%	0%	14%	33%	8%	0%
38%	19%	25%	0%	17%	43%	0%	38%	25%
13%	0%	0%	0%	0%	14%	0%	0%	17%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	13%	13%	0%	0%	7%	0%	0%	8%
0%	19%	13%	0%	0%	7%	33%	15%	0%
19%	0%	13%	0%	17%	7%	0%	15%	8%
13%	6%	13%	100%	17%	0%	0%	8%	17%
13%	0%	0%	0%	17%	7%	0%	8%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15
6%	6%	0%	0%	0%	14%	0%	8%	0%
13%	0%	13%	0%	0%	7%	0%	8%	8%
25%	6%	13%	0%	17%	21%	0%	23%	8%
19%	0%	0%	0%	0%	21%	0%	0%	25%





6%	0%	0%	0%	17%	0%	0%	8%	0%
6%	0%	0%	0%	0%	7%	0%	8%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M.	Lancashire	Merseyside	16-39 (P)	40-59 (Q)	
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15	
0%	19%	0%	0%	0%	14%	33%	8%	0%	
19%	31%	25%	100%	33%	21%	0%	23%	25%	
19%	31%	25%	0%	17%	29%	33%	15%	33%	
6%	0%	0%	0%	17%	0%	0%	8%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	6%	0%	0%	0%	0%	33%	0%	8%	
6%	0%	0%	0%	17%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
6%	0%	13%	0%	0%	0%	0%	8%	0%	
0%	6%	13%	0%	0%	0%	0%	8%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
6%	6%	13%	0%	0%	7%	0%	8%	8%	
13%	0%	13%	0%	0%	7%	0%	0%	17%	
25%	0%	0%	0%	17%	21%	0%	23%	8%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M.	Lancashire	Merseyside	16-39 (P)	40-59 (Q)	
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15	
6%	0%	0%	0%	17%	0%	0%	8%	0%	
6%	6%	25%	0%	0%	0%	0%	15%	0%	
6%	6%	0%	100%	0%	7%	0%	0%	8%	
6%	6%	13%	0%	0%	7%	0%	0%	8%	
13%	6%	0%	0%	17%	7%	33%	15%	8%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
6%	0%	0%	0%	0%	7%	0%	8%	0%	
0%	13%	13%	0%	0%	7%	0%	8%	0%	
6%	13%	13%	0%	17%	7%	0%	8%	17%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	6%	0%	0%	17%	0%	0%	8%	0%	
6%	13%	13%	0%	0%	14%	0%	0%	17%	
25%	13%	0%	0%	17%	29%	33%	23%	8%	
19%	19%	25%	0%	17%	14%	33%	8%	33%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M.	Lancashire	Merseyside	16-39 (P)	40-59 (Q)	
N=20	N=20	N=10	N=1	N=8	N=18	N=4	N=17	N=15	
25%	13%	13%	100%	50%	7%	0%	23%	17%	
19%	44%	25%	0%	33%	29%	67%	15%	33%	

6%	13%	13%	0%	0%	7%	33%	0%	17%
0%	19%	25%	0%	0%	7%	0%	8%	17%
6%	6%	0%	0%	17%	7%	0%	8%	0%
13%	0%	13%	0%	0%	7%	0%	15%	0%
6%	0%	0%	0%	0%	7%	0%	0%	8%
0%	6%	13%	0%	0%	0%	0%	8%	0%
6%	0%	0%	0%	0%	7%	0%	8%	0%
6%	0%	0%	0%	0%	7%	0%	8%	0%
13%	0%	0%	0%	0%	14%	0%	8%	8%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

ing up how much of a priority they should be. How important do you think each of the following are

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
58%	32%	36%	0%	44%	48%	80%	50%	44%
37%	61%	64%	88%	48%	43%	20%	46%	50%
5%	7%	0%	13%	7%	9%	0%	4%	6%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
74%	61%	64%	63%	70%	70%	60%	63%	59%
26%	37%	36%	38%	26%	30%	40%	38%	38%
0%	2%	0%	0%	4%	0%	0%	0%	3%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
68%	61%	55%	50%	63%	65%	90%	58%	63%
32%	39%	45%	50%	37%	35%	10%	42%	38%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%

Water meter		Region					Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32

61%	37%	36%	25%	56%	52%	50%	67%	44%
29%	49%	55%	50%	37%	30%	40%	25%	44%
11%	7%	0%	25%	7%	13%	0%	4%	9%
0%	2%	9%	0%	0%	0%	0%	0%	3%
0%	5%	0%	0%	0%	4%	10%	4%	0%

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
61%	44%	36%	38%	52%	61%	60%	38%	66%	
32%	54%	64%	50%	37%	39%	40%	63%	28%	
5%	2%	0%	13%	7%	0%	0%	0%	6%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
3%	0%	0%	0%	4%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
82%	78%	73%	88%	81%	83%	70%	67%	94%	
18%	20%	18%	13%	19%	17%	30%	33%	6%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	2%	9%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
71%	68%	64%	88%	67%	70%	70%	54%	72%	
24%	29%	36%	13%	26%	30%	20%	42%	25%	
5%	2%	0%	0%	7%	0%	10%	4%	3%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
47%	51%	36%	63%	48%	52%	50%	46%	50%	
47%	44%	55%	38%	48%	43%	40%	46%	47%	
5%	2%	9%	0%	4%	4%	0%	8%	3%	
0%	2%	0%	0%	0%	0%	10%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

both managing water resources and drainage/wastewater management. Please place each one into on

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
34%	12%	18%	25%	26%	22%	20%	29%	13%	
47%	71%	73%	50%	59%	61%	50%	63%	56%	
18%	17%	9%	25%	15%	17%	30%	8%	31%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
29%	27%	27%	13%	30%	26%	40%	25%	28%	
47%	44%	36%	38%	41%	57%	50%	46%	41%	
24%	29%	36%	50%	30%	17%	10%	29%	31%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
39%	37%	27%	38%	37%	35%	60%	29%	41%	
61%	54%	73%	50%	56%	65%	30%	67%	50%	
0%	10%	0%	13%	7%	0%	10%	4%	9%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
47%	37%	36%	38%	44%	39%	50%	33%	44%	
45%	51%	64%	38%	48%	52%	30%	63%	41%	
8%	12%	0%	25%	7%	9%	20%	4%	16%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
61%	63%	64%	63%	70%	43%	80%	63%	59%	
39%	34%	36%	38%	26%	57%	20%	38%	38%	
0%	2%	0%	0%	4%	0%	0%	0%	3%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
68%	51%	55%	50%	63%	65%	50%	46%	56%	
29%	44%	45%	38%	30%	35%	50%	54%	34%	
3%	5%	0%	13%	7%	0%	0%	0%	9%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	



N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
63%	51%	27%	50%	52%	83%	50%	46%	63%
34%	41%	64%	50%	41%	13%	50%	50%	34%
3%	7%	9%	0%	7%	4%	0%	4%	3%

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
26%	29%	27%	25%	30%	26%	30%	29%	31%	
63%	59%	64%	63%	59%	61%	60%	67%	56%	
11%	12%	9%	13%	11%	13%	10%	4%	13%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
5%	17%	0%	0%	19%	9%	20%	21%	13%	
63%	59%	82%	63%	56%	57%	60%	54%	56%	
32%	24%	18%	38%	26%	35%	20%	25%	31%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
47%	29%	18%	38%	52%	35%	30%	33%	34%	
45%	63%	82%	50%	41%	52%	70%	63%	50%	
8%	7%	0%	13%	7%	13%	0%	4%	16%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
89%	90%	91%	100%	85%	87%	100%	75%	97%	
11%	10%	9%	0%	15%	13%	0%	25%	3%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
45%	76%	55%	75%	56%	57%	80%	58%	59%	
39%	20%	36%	13%	37%	26%	20%	25%	34%	
16%	5%	9%	13%	7%	17%	0%	17%	6%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseyside:	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
39%	24%	9%	38%	33%	39%	30%	21%	47%	

24%	54%	73%	38%	37%	26%	40%	54%	19%
37%	22%	18%	25%	30%	35%	30%	25%	34%

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
76%	78%	64%	88%	85%	70%	80%	71%	81%	
21%	20%	27%	13%	11%	30%	20%	25%	19%	
3%	2%	9%	0%	4%	0%	0%	4%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
76%	63%	45%	63%	74%	74%	80%	58%	72%	
21%	32%	55%	25%	22%	22%	20%	38%	22%	
3%	5%	0%	13%	4%	4%	0%	4%	6%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
39%	37%	45%	50%	30%	39%	40%	38%	41%	
53%	44%	45%	38%	63%	35%	50%	50%	47%	
8%	20%	9%	13%	7%	26%	10%	13%	13%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
79%	78%	64%	88%	81%	74%	90%	75%	78%	
21%	22%	36%	13%	19%	26%	10%	25%	22%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
24%	7%	18%	0%	22%	4%	30%	21%	9%	
47%	63%	55%	75%	48%	74%	20%	58%	53%	
29%	29%	27%	25%	30%	22%	50%	21%	38%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
53%	59%	55%	63%	59%	43%	70%	50%	53%	
45%	37%	45%	25%	37%	52%	30%	46%	41%	
3%	5%	0%	13%	4%	4%	0%	4%	6%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
58%	63%	36%	63%	59%	65%	80%	46%	78%	
42%	34%	64%	38%	37%	35%	20%	54%	19%	
0%	2%	0%	0%	4%	0%	0%	0%	3%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
50%	34%	45%	38%	44%	26%	70%	42%	44%	
45%	54%	45%	50%	48%	65%	20%	46%	50%	
5%	12%	9%	13%	7%	9%	10%	13%	6%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
66%	66%	36%	50%	70%	70%	90%	67%	66%	
29%	34%	64%	50%	26%	26%	10%	33%	31%	
5%	0%	0%	0%	4%	4%	0%	0%	3%	

we finish, we're keen to hear how you've found taking part in this research and sharing your views on

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
82%	90%	82%	88%	81%	87%	100%	79%	94%	
18%	10%	18%	13%	19%	13%	0%	21%	6%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
84%	88%	91%	63%	85%	87%	100%	83%	100%	
16%	12%	9%	38%	15%	13%	0%	17%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	
0%	0%	0%	0%	0%	0%	0%	0%	0%	

Water meter		Region						Age	
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater Manchester (M)	Lancashire (N)	Merseyside (O)	16-39 (P)	40-59 (Q)	
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32	
5%	0%	0%	0%	4%	4%	0%	4%	3%	

21%	34%	36%	25%	19%	35%	30%	21%	25%
42%	39%	36%	50%	37%	39%	50%	46%	41%
32%	27%	27%	25%	41%	22%	20%	29%	31%

ans for water and wastewater in the region are more refined?We would simply keep a note of your pr

Water meter		Region						Age
No (I)	Yes (J)	Cheshire (K)	Cumbria (L)	Greater M:	Lancashire	Merseysid:	16-39 (P)	40-59 (Q)
N=38	N=41	N=11	N=8	N=27	N=23	N=10	N=24	N=32
97%	100%	100%	100%	96%	100%	100%	96%	100%
3%	0%	0%	0%	4%	0%	0%	4%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
26%	28%	0%	14%
48%	28%	55%	14%
22%	33%	36%	57%
4%	11%	9%	14%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
22%	17%	9%	14%
65%	56%	45%	14%
9%	11%	18%	43%
4%	11%	27%	29%
0%	6%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
13%	17%	18%	0%
57%	33%	27%	29%
30%	33%	45%	43%
0%	17%	9%	29%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
22%	17%	18%	29%
57%	50%	55%	29%
22%	33%	27%	43%
0%	0%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
22%	17%	27%	29%
74%	56%	55%	29%

4%	22%	18%	43%
0%	6%	0%	0%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
17%	11%	0%	14%
48%	33%	45%	14%
35%	44%	27%	43%
0%	11%	27%	29%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
22%	33%	45%	29%
4%	6%	18%	14%
9%	11%	18%	0%
9%	0%	9%	43%
17%	11%	0%	14%
30%	28%	9%	0%
9%	11%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
39%	33%	9%	14%
30%	11%	45%	29%
17%	11%	18%	43%
0%	6%	0%	0%
0%	11%	9%	0%
0%	11%	0%	0%
13%	17%	18%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
17%	0%	18%	29%
13%	28%	9%	29%
26%	17%	18%	14%
13%	11%	9%	14%
26%	28%	0%	14%

4%	17%	18%	0%
0%	0%	27%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=23	N=18	N=11	N=7
9%	17%	0%	14%
39%	33%	9%	14%
9%	11%	9%	14%
22%	17%	9%	0%
13%	11%	45%	57%
0%	0%	18%	0%
9%	11%	9%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=23	N=18	N=11	N=7
4%	11%	27%	14%
0%	0%	0%	14%
17%	39%	9%	0%
17%	17%	18%	0%
13%	6%	0%	0%
26%	17%	27%	57%
22%	11%	18%	14%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=23	N=18	N=11	N=7
4%	6%	0%	0%
9%	17%	9%	0%
9%	6%	18%	14%
26%	33%	55%	43%
13%	17%	9%	14%
30%	17%	9%	29%
9%	6%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=23	N=18	N=11	N=7
4%	0%	0%	0%
4%	6%	9%	0%
13%	6%	9%	14%
13%	17%	0%	0%
17%	17%	36%	0%
9%	11%	18%	14%
39%	44%	27%	71%

1, generally, where do you think the focus should be? Show us how important you think each of these :

**60+ (R) Vulnerable Bill payers Business (U)**

36	32	40	36
28	31	30	26
36	38	30	38

em here.

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	89%	82%	86%
4%	11%	18%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
74%	78%	91%	100%
26%	22%	9%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	94%	73%	100%
4%	6%	27%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
87%	83%	73%	71%
13%	17%	27%	29%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	89%	73%	86%
4%	11%	27%	14%



<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
96%	89%	73%	100%
4%	11%	27%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
91%	94%	100%	100%
9%	6%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
78%	72%	73%	57%
22%	28%	27%	43%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
74%	67%	36%	57%
26%	33%	64%	43%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
83%	94%	100%	100%
17%	6%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
100%	100%	91%	100%
0%	0%	9%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
100%	94%	91%	100%
0%	6%	9%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
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N=23	N=18	N=11	N=7
100%	89%	73%	86%
0%	11%	27%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
100%	94%	91%	100%
0%	6%	9%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	94%	100%	100%
4%	6%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
87%	94%	73%	100%
13%	6%	27%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	94%	91%	100%
4%	6%	9%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
70%	78%	100%	100%
30%	22%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
91%	83%	91%	100%
9%	17%	9%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
------	------	------	-----

91%	83%	91%	100%
9%	17%	9%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
83%	83%	73%	71%
17%	17%	27%	29%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	89%	100%	100%
4%	11%	0%	0%

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**60+ (R) Vulnerable Bill payers Business (U)**

N=7	N=8	N=7	N=3
50%	43%	33%	0%
17%	14%	17%	33%
0%	0%	0%	0%
0%	14%	0%	0%
0%	14%	0%	33%
17%	0%	33%	0%
17%	0%	0%	0%
0%	0%	0%	33%
0%	14%	17%	0%
0%	0%	0%	0%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=7	N=8	N=7	N=3
0%	0%	0%	0%
0%	0%	0%	33%
0%	14%	17%	33%
17%	0%	33%	0%
33%	14%	0%	33%
17%	14%	17%	0%
17%	29%	0%	0%
0%	0%	0%	0%
0%	0%	17%	0%
17%	29%	0%	0%
0%	0%	17%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=7	N=8	N=7	N=3
0%	0%	0%	0%
0%	0%	0%	0%
17%	0%	0%	0%
17%	14%	0%	0%
33%	14%	0%	0%
17%	14%	0%	0%
0%	0%	0%	0%
17%	29%	17%	0%
0%	14%	17%	67%
0%	14%	33%	33%
0%	0%	33%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=7	N=8	N=7	N=3
0%	43%	33%	67%
33%	0%	0%	33%
17%	14%	17%	0%
0%	0%	33%	0%
17%	14%	0%	0%
0%	0%	0%	0%
0%	0%	17%	0%
17%	14%	0%	0%
17%	0%	0%	0%
0%	0%	0%	0%
0%	14%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=7	N=8	N=7	N=3
0%	0%	0%	33%
0%	14%	0%	0%
0%	0%	0%	0%
0%	14%	17%	0%
0%	0%	0%	0%
17%	14%	0%	0%
0%	0%	33%	0%
33%	0%	17%	33%
0%	0%	17%	33%
33%	29%	0%	0%
17%	29%	17%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=7	N=8	N=7	N=3
17%	0%	0%	0%
0%	0%	50%	0%
17%	29%	17%	33%
0%	0%	0%	67%
0%	14%	17%	0%
17%	14%	0%	0%
0%	0%	0%	0%
0%	0%	17%	0%
0%	29%	0%	0%
33%	0%	0%	0%
17%	14%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=7	N=8	N=7	N=3
0%	0%	0%	0%
0%	0%	0%	0%
0%	14%	0%	0%
0%	0%	0%	0%
0%	0%	17%	0%
0%	0%	0%	0%
0%	14%	33%	0%
0%	14%	17%	0%
50%	29%	0%	0%
0%	0%	0%	0%
50%	29%	33%	100%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=7	N=8	N=7	N=3
17%	0%	17%	0%
0%	0%	0%	0%
17%	14%	0%	0%
0%	0%	0%	0%
0%	14%	17%	33%
0%	14%	17%	0%
33%	29%	0%	33%
17%	14%	33%	33%
0%	0%	0%	0%
0%	14%	17%	0%
17%	0%	0%	0%

**60+ (R)      Vulnerable Bill payers Business (U)**

N=7	N=8	N=7	N=3
0%	0%	0%	0%
33%	29%	17%	0%
0%	0%	33%	0%
50%	43%	0%	0%
17%	14%	0%	0%
0%	0%	33%	0%
0%	14%	0%	67%
0%	0%	0%	0%
0%	0%	17%	0%
0%	0%	0%	33%
0%	0%	0%	0%

**60+ (R)    Vulnerable Bill payers    Business (U)**

N=7	N=8	N=7	N=3
0%	0%	0%	0%
0%	14%	0%	0%
17%	14%	0%	33%
0%	0%	0%	33%
0%	0%	33%	0%
17%	14%	0%	0%
33%	14%	17%	0%
17%	29%	0%	0%
17%	14%	17%	0%
0%	0%	33%	33%
0%	0%	0%	0%

**60+ (R)    Vulnerable Bill payers    Business (U)**

N=7	N=8	N=7	N=3
17%	14%	17%	0%
17%	29%	17%	0%
17%	0%	17%	0%
17%	14%	17%	0%
0%	0%	17%	0%
0%	14%	0%	100%
0%	0%	0%	0%
0%	0%	0%	0%
17%	0%	0%	0%
17%	14%	17%	0%
0%	14%	0%	0%

n find the full version of each initiative here.

**60+ (R)    Vulnerable Bill payers    Business (U)**

N=9	N=9	N=5	N=4
0%	0%	0%	0%
0%	0%	0%	0%
0%	14%	0%	0%
0%	0%	0%	0%
14%	14%	25%	0%
0%	0%	0%	0%
0%	0%	0%	0%
14%	0%	0%	33%
0%	0%	0%	33%
0%	14%	25%	33%
43%	29%	0%	0%
0%	0%	25%	0%
14%	0%	0%	0%
14%	29%	25%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=9	N=9	N=5	N=4
0%	0%	0%	0%
0%	14%	25%	0%
0%	0%	0%	0%
0%	0%	0%	33%
0%	0%	0%	0%
14%	14%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
14%	14%	0%	0%
14%	14%	25%	0%
14%	0%	25%	0%
14%	0%	0%	0%
0%	0%	0%	0%
29%	43%	25%	67%

**60+ (R) Vulnerable Bill payers Business (U)**

N=9	N=9	N=5	N=4
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	25%	0%
0%	0%	0%	33%
43%	29%	25%	0%
29%	14%	0%	0%
0%	14%	25%	0%
14%	14%	0%	0%
14%	0%	0%	0%
0%	0%	0%	0%

0%	0%	0%	33%
0%	29%	25%	33%
0%	0%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=7	N=7	N=4	N=3
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	14%	25%	0%
0%	0%	25%	0%
29%	43%	50%	33%
43%	29%	0%	0%
0%	0%	0%	33%
0%	0%	0%	0%
14%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	33%
14%	14%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
0%	0%	0%	0%
0%	0%	25%	0%
0%	0%	0%	0%
43%	14%	0%	33%
14%	14%	25%	33%
0%	14%	0%	0%
0%	0%	0%	0%
14%	14%	0%	0%
14%	14%	0%	0%
0%	14%	25%	0%
0%	0%	0%	33%
14%	14%	0%	0%
0%	0%	0%	0%
0%	0%	25%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
14%	14%	0%	0%
0%	0%	0%	0%
14%	29%	25%	67%
0%	14%	0%	0%



29%	14%	25%	0%
14%	0%	0%	0%
0%	0%	0%	0%
14%	14%	25%	0%
14%	14%	25%	0%
0%	0%	0%	33%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
0%	0%	25%	33%
14%	29%	25%	33%
0%	0%	0%	0%
0%	0%	0%	0%
29%	29%	0%	33%
0%	14%	25%	0%
29%	29%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
29%	0%	0%	0%
0%	0%	25%	0%
0%	0%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
0%	0%	25%	0%
0%	14%	0%	0%
0%	0%	25%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	33%
29%	43%	25%	33%
14%	0%	0%	0%
29%	29%	0%	0%
14%	14%	0%	0%
14%	0%	25%	33%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=9	N=9	N=5	N=4
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
14%	14%	25%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	25%	0%
14%	29%	0%	0%
0%	0%	25%	0%
14%	43%	25%	67%
29%	14%	0%	0%
29%	0%	0%	33%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=9	N=9	N=5	N=4
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
29%	14%	0%	33%
0%	0%	0%	0%
0%	0%	0%	0%
14%	0%	25%	0%
43%	29%	25%	33%
0%	29%	25%	33%
0%	0%	25%	0%
14%	29%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=9	N=9	N=5	N=4
43%	14%	0%	0%
0%	0%	0%	0%
29%	29%	0%	0%
29%	29%	25%	0%
0%	0%	0%	0%
0%	14%	25%	67%
0%	0%	0%	33%
0%	14%	25%	0%
0%	0%	0%	0%

0%	0%	0%	0%
0%	0%	25%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
29%	43%	25%	33%
29%	0%	0%	67%
29%	29%	25%	0%
0%	14%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
14%	14%	50%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
0%	14%	0%	0%
0%	0%	0%	0%
14%	0%	0%	33%
14%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	33%
14%	14%	25%	33%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
14%	29%	25%	0%
29%	29%	25%	0%
14%	14%	25%	0%

**60+ (R)      Vulnerable Bill payers      Business (U)**

N=9	N=9	N=5	N=4
14%	14%	25%	33%
57%	43%	25%	0%

14%	0%	25%	0%
0%	14%	25%	33%
14%	14%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%
0%	14%	0%	33%
0%	0%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%

for considering these initiatives?

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
39%	28%	55%	43%
52%	67%	36%	43%
9%	6%	9%	14%
0%	0%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
83%	72%	73%	71%
17%	28%	18%	29%
0%	0%	9%	0%
0%	0%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
74%	67%	64%	71%
26%	33%	27%	29%
0%	0%	9%	0%
0%	0%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7

35%	28%	55%	57%
48%	50%	45%	43%
13%	17%	0%	0%
0%	0%	0%	0%
4%	6%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
48%	33%	45%	43%
43%	61%	45%	43%
4%	6%	9%	14%
0%	0%	0%	0%
4%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
74%	61%	64%	71%
22%	39%	36%	14%
0%	0%	0%	0%
0%	0%	0%	0%
4%	0%	0%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
83%	61%	55%	86%
13%	33%	45%	14%
4%	6%	0%	0%
0%	0%	0%	0%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
52%	61%	27%	57%
43%	28%	64%	43%
0%	6%	9%	0%
4%	6%	0%	0%
0%	0%	0%	0%

e of the following groups based on how you feel about them...Very acceptable (i.e. this is a priority for

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
30%	22%	27%	14%
61%	61%	55%	57%
9%	17%	18%	29%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
30%	28%	36%	43%
52%	61%	55%	29%
17%	11%	9%	29%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
43%	22%	36%	29%
57%	78%	55%	71%
0%	0%	9%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
48%	39%	27%	57%
43%	50%	73%	43%
9%	11%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
65%	50%	45%	43%
35%	50%	55%	57%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
N=23	N=18	N=11	N=7
78%	56%	45%	71%
22%	44%	36%	29%
0%	0%	18%	0%

<b>60+ (R)</b>	<b>Vulnerable Bill payers Business (U)</b>		
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N=23	N=18	N=11	N=7
61%	61%	64%	43%
30%	39%	36%	43%
9%	0%	0%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
22%	22%	36%	29%
61%	56%	55%	57%
17%	22%	9%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
0%	11%	27%	14%
74%	67%	55%	57%
26%	22%	18%	29%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
48%	39%	18%	57%
52%	56%	73%	29%
0%	6%	9%	14%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
96%	100%	82%	100%
4%	0%	18%	0%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
65%	67%	45%	100%
26%	28%	45%	0%
9%	6%	9%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
22%	17%	27%	57%

52%	28%	55%	14%
26%	56%	18%	29%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
78%	72%	64%	71%
17%	22%	36%	29%
4%	6%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
78%	78%	36%	57%
22%	22%	64%	43%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
35%	28%	36%	43%
48%	50%	45%	14%
17%	22%	18%	43%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
83%	83%	91%	100%
17%	17%	9%	0%
0%	0%	0%	0%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
17%	11%	27%	14%
57%	61%	45%	57%
26%	28%	27%	29%

**60+ (R) Vulnerable Bill payers Business (U)**

N=23	N=18	N=11	N=7
65%	56%	27%	43%
35%	44%	64%	43%
0%	0%	9%	14%



<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
52%	61%	64%	43%
48%	39%	36%	57%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
39%	39%	45%	57%
52%	44%	45%	43%
9%	17%	9%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
65%	67%	55%	71%
30%	28%	45%	29%
4%	6%	0%	0%

the various water/wastewater initiatives and what the long-term priorities should be. Let us know ho

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
83%	94%	64%	100%
17%	6%	36%	0%
0%	0%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
70%	78%	82%	100%
30%	22%	18%	0%
0%	0%	0%	0%
0%	0%	0%	0%

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
0%	11%	45%	0%

39%	33%	18%	29%
35%	33%	27%	43%
26%	22%	9%	29%

reference and contact you by email when the opportunity arises.

<b>60+ (R)</b>	<b>Vulnerable</b>	<b>Bill payers</b>	<b>Business (U)</b>
N=23	N=18	N=11	N=7
100%	100%	91%	100%
0%	0%	9%	0%







areas are, by allocating 100 points across them. The more points you give to an area, the more import





























· future investment from United Utilities) Moderately acceptable (i.e. this is important, but not as much







How much you agree or disagree with the following...











What do you think it is. You can spend zero or all the points on just one focus area.





























h of a priority) unacceptable (i.e. this isn't important and should not be a priority for United Utilities). 1















































Again, you can find the full version of each initiative here.