



Questionnaire: WRMP Acceptability Research



Client name:	United Utilities
Project name:	WRMP Acceptability HOUSEHOLD
Job number:	8524
Methodology:	Online v5

Notes on this document

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



Questionnaire quality checklist

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

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

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

Initials		Date	
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Introduction

Thank you for agreeing to take part in this survey. This survey is being conducted by DJS Research on behalf of United Utilities, the water supplier for the North West of England. They would like to hear from customers to understand more about their views on future water supplies.

We would really appreciate it if you could spare 20 minutes of your time to give your feedback which will be used to inform United Utilities' future plans.

DJS Research is a Market Research Society partner and as such we operate in accordance with their Code of Conduct, which guarantees anonymity and there would be strictly no sales or other contact resulting from doing this survey.

If you have any concerns, you can check our credentials with The Market Research Society by calling 0500 396 999, and you can view our privacy statement on our website <http://www.djsresearch.co.uk/content/page/terms>.

To start the survey, please press 'next' below.

QUOTAS –TOTAL 900 INTERVIEWS

Quota breakdown available in questionnaire folder



SCREENER QUESTIONS

S01.

Base: All respondents

Do you or your close family work in any of the following occupations? Please tick all that apply.

MULTICODE

Code	Answer list	Scripting notes	Routing
1	Journalism		Screen out
2	Advertising		Screen out
3	Market Research		Screen out
4	Public Relations		Screen out
5	Water and wastewater industry		Screen out
87	None of the above		Continue

S02

Base: All respondents

Do United Utilities provide your household water and sewerage services?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	United Utilities (both)		
2	United Utilities (water only)		
3	United Utilities (sewerage only)		Screen out
85	I'm not sure		Screen out

S03

Base: All respondents

In which of part of the United Utilities region do you live?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Cumbria		
2	Merseyside		
3	Greater Manchester		
4	Lancashire		
5	Cheshire		
6	None of these		Screen out
85	I'm not sure		Screen out



S04

Base: All respondents

Would you describe where you live as?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Urban		
2	Suburban		
3	Rural		

S05.

All respondents

Which of the following age groups do you fall into?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Under 18		Screen out
2	18-24		See quotas
3	25-34		See quotas
4	35-44		See quotas
5	45-54		See quotas
6	55-64		See quotas
7	65+		See quotas
87	Prefer not to say		Screen out

S06.

Base: All respondents

How would you describe yourself?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	I describe my gender in another way		
87	Prefer not to say		

**S07.****Base: All respondents**

What is the occupation of the main income earner in the household? If they are retired, please provide their previous occupation.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	
2	Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)	Code as B	
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	
4	Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)	Code as C2	
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	
6	None – student	Code as 'C1'	
7	None – unemployed	Code as E	
87	Prefer not to say	Code as 'Not Classified' FIXED	

S08.**Base: All respondents**

Which of the following best describes how responsible you are for paying the water bill in your household?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I am the person most responsible and named on the bill		CONTINUE
2	I am the person most responsible but am not named on the bill		CONTINUE
3	I am jointly responsible and named on the bill		CONTINUE



4	I am jointly responsible but am not named on the bill		CONTINUE
5	I contribute but am not a named bill payer		CONTINUE
6	Not responsible		THANK & CLOSE

S09.

Base: All respondents

Do you have a water meter – i.e. is your water bill based on a meter reading?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		CONTINUE
2	No		CONTINUE
85	Don't know		THANK & CLOSE

S10.

Base: All respondents

How much do you pay for your water and sewerage services? Please select per month or per year along with your amount.

NUMERIC RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		
87	Prefer not to say		



S011.

Base: All respondents coding 85/87 at S10

Which of the following bands does your bill for water and sewerage services fall into? The monthly amounts assume that the bill is paid over a 12-month period, but some customers pay over a different number of months.

SINGLE CODE

Code	Answer list		Scripting notes	Routing
1	Less than £13 per month	Less than £150 per year		
2	£13 - £16 per month	£151 - £200 per year		
3	£17 - £20 per month	£201 - £250 per year		
4	£21 - £25 per month	£251 - £300 per year		
5	£26 - £29 per month	£301 - £350 per year		
6	£30 - £33 per month	£351 - £400 per year		
7	£34 - £37 per month	£401 - £450 per year		
8	£38 - £41 per month	£451 - £500 per year		
9	£42 - £45 per month	£501 - £550 per year		
10	£46 - £50 per month	£551 - £600 per year		
11	£51 - £54 per month	£601 - £650 per year		
12	£55 - £58 per month	£651 - £700 per year		
13	£59 - £62 per month	£701 - £750 per year		
14	£63 - £66 per month	£751 - £800 per year		
15	Over £66 per month	Over £800 per year		
85	I'm not sure			
87	Prefer not to say			

UU NEW SCREEN - SHOW IF DON'T KNOW BILL AMOUNT AT S10 and S011

The average annual bill for a United Utilities customer is £422.



MAIN QUESTIONNAIRE

Q01

Base: All respondents

On a scale of 1-10, where 1 is not at all concerned and 10 is extremely concerned, how concerned are you about the following?

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	1 - Not at all concerned		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 - Extremely concerned		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Reducing carbon emissions		
2	Flooding		
4	Food prices		
5	Pollution		
7	Future gas supplies and energy prices		
8	The availability of future water supplies		
9	Conservation / loss of natural habitats		

Q02. Base: All respondents

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

SINGLE GRID, RANDOMISE STATEMENTS

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



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

Q03 Base: All respondents

Have you visited rivers, lakes, reservoirs or the sea in the North West of England for recreational purposes e.g. walking, fishing, swimming, canoeing or paddle boarding?

SINGLE CODE

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



Q04 Base: All respondents

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

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

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

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

Statement number	Statement	Scripting notes	Routing
1	Protecting lakes, rivers, reservoirs, fish and other aquatic plants and wildlife is really important to me		
2	I am concerned about the impact of climate change on the natural environment in the North West region		
3	I do more to save energy than I do to save water		
4	We get a lot of rain around here, so I don’t worry about being short of water		
5	I actively encourage family/friends/colleagues to be more environmentally conscious		



WATER SUPPLY LEVELS OF SERVICE TRADE OFF

INFO2

Base: All respondents

United Utilities' plan

United Utilities supplies water every day to 7 million people. Part of United Utilities' role is to ensure that there is a sufficient supply of water to meet demand, and to take action to ensure that it maintains supplies during events such as extreme droughts.

At present United Utilities is able to maintain a balance of water supply and demand, but there are a number of future challenges that could threaten this balance including:

- Growing population increasing demand on the water supply
- Predicted climate change
- Changes to the law which restrict the amount of water United Utilities can take from the environment in order to prevent environmental damage.

United Utilities has written a Water Resources Management Plan which describes its approach to achieving a long-term, best value and sustainable plan for maintaining water supply and demand. United Utilities has consulted technical experts, stakeholders, local communities and customers when drafting its plan and now wants to test this plan with customers like yourself.



Have your say

In this next exercise you'll be shown seven different ways of ensuring that there's enough supply to meet demand, and you will be able to choose your preferred option from the different levels of service which United Utilities could action for each one. To help inform your choices, you'll also see how different service levels for each option impact:

- Customer bills
- Carbon footprint i.e. the amount of carbon emissions generated by United Utilities
- The environment
- Society (by this we mean people in the region)
- The balance of water supply and demand in the region (supply must exceed demand to prevent shortages).

Please consider how important each of these factors are to you when selecting your preferred levels of service. Also, please consider your household income and expenditure remembering that:

- Any money you pay for these improvements will not be available for you to spend elsewhere
- Other household bills may go up or down affecting the amount of money you have to spend in general
- Your household bills will also be affected by how much other costs increase each year.

Other stuff you should know

- The sliders start on United Utilities' proposed level (the level in their draft Water Resources Management Plan). You can choose to leave the slider there or move it.
- Bill impact is based on the current average household bill which is £422. If your bill is higher or lower than this, the bill impact will also be higher or lower.
- The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation).

What is inflation?

If respondent clicks on 'what is inflation' display following text

Inflation is the rate of increase in prices for goods and services. So if inflation is 9% higher than 12 months earlier, 4 pints of milk which was £1 twelve months ago will now cost £1.09. Incomes and pensions can also rise in line with inflation which can offset the increase in cost of goods and services.



DP: TAKE RESPONDENT TO SLIDER GAME.

Q06a/07a/08a/09a/10a/11a/12a

Base: All respondents

Which of these levels of service do you prefer?

The slider is positioned on United Utilities’ proposed level of service. Please move the slider up and down and decide which level of service and associated impacts (bill, carbon, environmental and social and water supply and demand) you want United Utilities to provide.

Q06b/07b/08b/09b/10b/11b/12b

Base: Those moving the slider away from UU’s proposed level of service

DP: RANDOMISE QUESTIONS TO WHICH RESPONDENT WILL SEE THE FOLLOW UP QUESTION. MAX 4.

What made you move the slider away from United Utilities’ proposed level of service?

LAND ON SLIDER SUMMARY PAGE

Here is your preferred plan and the total bill, carbon, environmental and social and supply and demand impacts. You can also see these impacts for United Utilities’ proposed plan. If you are happy with your plan, click ‘confirm’ and then ‘next’. If you want to change it, please use the drop-down menus. As you change your choices, the associated impacts will change. When you are happy with your plan, click ‘confirm’ and ‘next’

DP: EXIT SLIDER GAME

Q13NEW

Base: Those with a final plan different to UU’s proposed level plan

Your final plan is different from United Utilities’ proposed plan. What one factor drove you to change your plan the way you did?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don’t know		



Q14

Base: All respondents

Before we move on, can I just check how easy or difficult it was to do the exercise you've just completed on United Utilities' proposed plan?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very easy		
2	Easy		
3	Quite difficult		
4	Difficult		
5	Very difficult		
85	Don't know		

Q05

Base: All respondents

Which of these would you pick as a priority for maintaining water supplies in the region? Please rank your top 2 by clicking on the options.

Code	Answer list	Scripting notes	Routing
1	Water restrictions		
2	Take more water from underground		
3	Increase the size of reservoirs		
4	Take more water from rivers		
5	Reduce leakage		
6	Install more water meters		
7	Improve water efficiency		

Customer Side Leakage

INFO3.

As we have already seen, one of the ways in which United Utilities can manage leakage is to identify leaks.

Here is a diagram of the typical arrangement for underground water supply pipes. We would like you to think about who is responsible for the maintenance and repair of these pipes.

INSERT DIAGRAM SHOWING PIPES LABELLED A-D (SHOWCARD 4)



Q15

Base: All respondents

Who do you think is responsible for the maintenance and repair of each of the pipes identified in the diagram?

Please only choose one option per pipe

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	The water company		
2	The householder or landlord/council		
3	Both		
85	Don't know		

Code	Statement Number	Scripting notes	Routing
1	Pipe A (under pavement/road)		
2	Pipe B (underground but outside of your property boundary)		
3	Pipe C (underground but within your property boundary)		
4	Pipe D (inside your property up to internal stop tap but not including any other pipework inside your home/beyond the stop tap)		

Q16

Base: Householder responsible at Q15 code 2 or code 3 at Pipe B.

INSERT DIAGRAM SHOWING PIPES LABELLED A-D (SHOWCARD 4)

If you had a problem with pipe B what would you do?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Call the water company		
2	Call the plumber		
3	Call the landlord		
4	Call the insurance company		
5	Call the council		
6	Fix it myself		
7	Other		
85	Don't know		

Q17

Base: All respondents



If you had a problem with pipe B e.g. a leak, what do you think your water company would do about it, if anything?

INSERT DIAGRAM SHOWING PIPES LABELLED A-D (SHOWCARD 4)

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Nothing		
2	Advise you on who you could call to sort it out		
3	Come out and fix it - free of charge		
4	Come out and fix it – at a cost to you		
85	Don't know		

INFO4

Currently, the maintenance and repair of underground water pipes is split between the householder and the water supply company. Outside the property boundary, the pipes are usually owned by and the responsibility of the water company – inside the property boundary, the pipes are owned by and the responsibility of the householder.

INSERT DIAGRAM SHOWING PIPES LABELLED A-D (SHOWCARD 4)

Pipes A & B are the responsibility of the water company (you answered [DP NOTE: answer from Q15/1] for A and [DP NOTE: answer from Q15/2] for B)

Pipes C and D are the responsibility of householder or landlord/council [(you answered [DP NOTE: answer from Q15/1] for A and [DP NOTE: answer from Q15/2] for B)

INSERT SHOWCARD 5

In some situations, the underground supply pipe may serve several properties – in these situations the properties have joint responsibility for the shared section of pipe.

INSERT IMAGES SHOWING CURRENT SITUATION (SHOWCARDS 6)

Q18

Base: All respondents

How acceptable do you feel these supply pipe responsibility arrangements are?

SHOWCARD 5 & 6

SINGLE CODE

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

Q19

All respondents

Why do you say that? Please provide as much detail as you can

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

INFO5

United Utilities is currently looking into some alternative ways of managing household water supply pipe repairs.

INSERT IMAGE SHOWING LEAKAGE MANAGEMENT OPTIONS (SHOWCARD 7)

You will now be shown these options in different pairs and each time you simply need to tell us which of the two options you prefer.

	Option 1	Option 2
	We offer free supply pipe repairs for large leaks. We don't offer home audits for leaks inside homes.	We offer free supply pipe repairs for leaks in all circumstances. We offer free home audits where there is a leak inside a home.
Bill impact		

DP: ONCE FIRST PAIR HAS BEEN SHOWN, SHOW TEXT:

Which of these two options do you prefer?

CLASSIFICATION QUESTIONS

To finish the survey, please could you provide a little more information about yourself and your household. This information will be treated as confidential and help check that we have surveyed a wide range of customers across the United Utilities region



C01

All respondents

Thinking about all the people in your household, including yourself, please indicate how many people there in each of the following age groups:

GRID

Code	Answer list	Scripting notes	Routing
1	Up to 5 years		
2	Between 5 – 15 years		
3	Between 16 – 64 years		
4	65+		

Code	Answer list	Scripting notes	Routing
0	None		
1	1		
2	2		
3	3		
4	4		
5	5+		

C02

All respondents

What is the highest level of education you have achieved so far?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	No formal qualifications		
2	High school (e.g. GCSEs or equivalent)		
3	Further education (e.g. AS/A Level or equivalent)		
4	Higher education (e.g. degree or equivalent)		
5	Post graduate education (e.g. MBA)		
80	Other (<i>please specify</i>)		
86	Prefer not to say		

C03.

Base: All respondents

Do you or anyone in your household have a long-term illness, health problem or disability which limits your/their daily activities or the work you/they can do?

MULTI CODE



Code	Answer list	Scripting notes	Routing
1	Yes (self)		
2	Yes (other)		
3	No	Exclusive	
85	Don't know/ Prefer not to say	Exclusive	

C04.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
100	White	HEADER ONLY QUOTA: WHITE	CONTINUE
1	English/Welsh/Scottish/Northern Irish/British		
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
200	Mixed / multiple ethnic groups	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
5	White & Black Caribbean		
6	White & Black African		
7	White & Asian		
8	Other Mixed background		
300	Asian / Asian British	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
400	Black/ African/Caribbean/Black British	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
14	African		
15	Caribbean		
16	Other Black/African/Caribbean background		
500	Other	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
17	Arab		
80	Other ethnic group (please describe)	TEXT RESPONSE	
86	Prefer not to say		

C05

All respondents

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

SINGLE CODE

Code	Answer list	Scripting notes	Routing
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1	Up to £199 a week/Up to £10,399 a year		
2	From £200 to £299 a week/From £10,400 to £15,599 a year		
3	From £300 to £499 a week/From £15,600 to £25,999 a year		
4	From £500 to £699/From £26,000 to £36,399 a year		
5	From £700 to £999 a week/From £36,400 to £51,999 a year		
6	From £1,000 to £1,399 a week/From £52,000 to £72,799 a year		
7	From £1,400 to £1,999 a week/From £72,800 to £103,999 a year		
8	£2,000 and above a week/£104,000 and above a year		
85	Don't know		
86	Prefer not to say		

C05a

All respondents

Are you or anyone in your household in receipt of any means tested benefits or tax credits e.g. income support, job seekers allowance, universal credit or pension credit?

SINGLE CODE

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

C06

All respondents

Which of the following best describes your financial position?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I never struggle to pay my household bills		
2	I sometimes struggle to pay my household bills but I usually manage to keep on top of it		
3	I struggle to pay my household bills and I am often behind in my payments		
4	I always struggle to pay my household bills and I am often behind in my payments		
85	Don't know		
86	I would rather not say		



D01

Base: All respondents

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

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

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

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

Statement number	Statement	Scripting notes	Routing
1	I feel I understood the issue and the information presented to me		
2	It is difficult for customers to give informed opinions on these issues		
3	It is important that United Utilities ask customer's views on these issues		
4	It has been good taking part in this research and sharing my views on this topic		