



Non-Household Post Task Questionnaire:



Client name:	United Utilities
Project name:	Affordability and acceptability research
Job number:	9240



Q01.

Thinking about how your organisation's income may change in the future, how easy or difficult do you think it would be for you to afford these water and sewerage bills?

Please select one answer only.

Code	Answer list	
1	Very easy	<input type="checkbox"/>
2	Fairly easy	<input type="checkbox"/>
3	Neither easy nor difficult	<input type="checkbox"/>
4	Fairly difficult	<input type="checkbox"/>
5	Very difficult	<input type="checkbox"/>

GO TO Q02.



Q02.

Based on everything you have heard and read about United Utilities proposed business plan, how acceptable or unacceptable is it to you?

Please select one answer only.

Code	Answer list	
1	Completely acceptable (GO TO Q03b)	<input type="checkbox"/>
2	Acceptable (GO TO Q03b)	<input type="checkbox"/>
3	Unacceptable (GO TO Q03a)	<input type="checkbox"/>
4	Completely unacceptable (GO TO Q03a)	<input type="checkbox"/>
85	Don't know / can't say (GO TO Q04)	<input type="checkbox"/>



Q03a.

You said that the proposed business plan is unacceptable...Why do you say that?

Please select the **TWO** main reasons from the list below or write in your own reason(s) if they are not displayed in this list.

Code	Answer list	
1	Too expensive	<input type="checkbox"/>
2	United Utilities profits too high	<input type="checkbox"/>
3	The plan won't improve things enough / improvements are too small	<input type="checkbox"/>
4	United Utilities should pay for more of these service improvements out of their profits	<input type="checkbox"/>
5	The plan is poor value for money – it's not doing enough for the cost	<input type="checkbox"/>
6	The plan doesn't focus on the right things	<input type="checkbox"/>
7	I won't be able to afford this	<input type="checkbox"/>
8	I don't trust United Utilities to make these service improvements	<input type="checkbox"/>
9	Plan isn't good enough for future generations	<input type="checkbox"/>
10	I don't trust United Utilities to do what's best for their customers	<input type="checkbox"/>
11	Plan is not environmentally friendly	<input type="checkbox"/>
80	Other 1 – (please specify)	<input type="checkbox"/>
80	Other 2 – (please specify)	<input type="checkbox"/>

GO TO Q04.



Q03b.

You said that the proposed business plan is acceptable...Why do you say that?

Please select the **TWO** main reasons from the list below or write in your own reason(s) if they are not displayed in this list.

Code	Answer list	
1	It's not too expensive	<input type="checkbox"/>
2	The plan is good value for money – it's doing a lot for the cost	<input type="checkbox"/>
3	United Utilities plan focuses on the right things	<input type="checkbox"/>
4	I trust United Utilities to do what's best for their customers	<input type="checkbox"/>
5	The plan will make big / good improvements to things	<input type="checkbox"/>
6	I trust United Utilities to make these service improvements	<input type="checkbox"/>
7	Plan is environmentally friendly	<input type="checkbox"/>
8	I will be able to afford this	<input type="checkbox"/>
9	Plan is good for future generations	<input type="checkbox"/>
80	Other 1 – (please specify)	<input type="checkbox"/>
80	Other 2 – (please specify)	<input type="checkbox"/>

GO TO Q04.



Q04.

Of the business plans you have seen today, which one do you prefer overall?

Please select one answer only.

Code	Answer list	
1	Proposed	<input type="checkbox"/>
2	Must do	<input type="checkbox"/>

GO TO Q05.

Q05.

Why do you say that?

Please write a few words explaining the reasons for your decision.

Answer
.....
.....
.....
.....
.....

GO TO Q06.



Q06.

Base: All respondents

Long term investment by United Utilities will require an increase in customer bills. Bills could increase in different way over time. For example, there could be increases now for current bill payers, or bigger increases in the long term for future generations. Which one of the following options would you prefer?
Please select one answer only.

Code	Answer list	
1	An increase in bills starting sooner, spreading increases across different generations of bill payers	<input type="checkbox"/>
2	An increase in bills starting later, putting more of the increases onto younger and future bill payers	<input type="checkbox"/>
85	Idon't know enough at the moment to give an answer	<input type="checkbox"/>

GO TO Q07.

Q07.

To what extent, if at all, do you trust United Utilities to deliver their proposed plan by 2030?
Please select one answer only.

Code	Answer list	
1	Trust United Utilities to deliver it all	<input type="checkbox"/>
2	Trust United Utilities to deliver some of it	<input type="checkbox"/>
3	Trust United Utilities to deliver a little of it	<input type="checkbox"/>
4	Don't trust United Utilities to deliver it	<input type="checkbox"/>

GO TO Q08.



Q08.

Why do you say that?

Please select the **TWO** main reasons from the list below

Code	Answer list	
1	United Utilities give me a good service	<input type="checkbox"/>
2	United Utilities services are good value for money	<input type="checkbox"/>
3	United Utilities keep their service promises to their customers	<input type="checkbox"/>
4	United Utilities don't update their customers on how they are delivering	<input type="checkbox"/>
5	United Utilities don't give me a good service	<input type="checkbox"/>
6	IUnited Utilities services are poor value for money	<input type="checkbox"/>
7	Shareholders are more important to United Utilities than customers	<input type="checkbox"/>
8	United Utilities will want to put their bills up by more than this	<input type="checkbox"/>
9	United Utilities customers are their top priority	<input type="checkbox"/>

GO TO Q09.

**Q09.**

How easy, or otherwise, was it for you to decide which plan you preferred?

Please select one answer only.

Code	Answer list	
1	Very easy	<input type="checkbox"/>
2	Fairly easy	<input type="checkbox"/>
3	Neither easy nor difficult	<input type="checkbox"/>
4	Fairly difficult	<input type="checkbox"/>
5	Very difficult	<input type="checkbox"/>

Q010.

To what extent do you agree with the following statements...

Please select one answer for each statement.

Code	Statement	1 – strongly disagree	2	3 – neutral	4	5 – strongly agree
1	I was able to understand the various parts of the business plan.					
2	My responses were based on how much difference each part of the business plan would make to my organisation.					
3	My responses were based on how much the business plan would cost my organisation.					
4	I found it easy to choose which of the business plan components were most important to me.					
5	I found the session engaging and enjoyed participating.					



**THANK YOU FOR YOUR PARTICIPATION.
PLEASE HAND YOUR COMPLETED SURVEY BACK TO THE MODERATOR.**