

United Utilities – Charging and Bills

Webpage Testing (Route A)

Online survey

Introduction

Show to all

Thank you for taking part in our survey. This survey is being conducted by Explain Research on behalf of United Utilities, it should take you approximately X to complete.

United Utilities have multiple pages of their website designed to provide customers with as much information and support they may need on the topic of charges and bills. These webpages have recently been updated and United Utilities would like your feedback on the information provided as well as the language used on the webpage.

Throughout this survey, you will be presented with different sections of webpages that are relevant to you individually and asked to provide your feedback. Please give as much detail as possible throughout the survey, your feedback will influence decisions United Utilities make in the future.

Privacy policies

Show to In the Flow members

Members who participate in surveys on In the Flow are provided with an option at the end of the survey to enter a prize draw with a chance of winning 1 of 4 £25 Love2Shop vouchers. In the event of winning a prize, entrants will be contacted via a notification email from a member of the Explain team to their email address.

For further information about incentives, click [here](#).

To view the community privacy policy, click [here](#).

To view the Explain privacy policy, click [here](#).

To view the community terms and conditions, click [here](#).

Further details on how we process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>

All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please click [here](#). Further details on how Explain process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>.

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

Show to panel respondents

All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please click [here](#). Further details on how Explain process your data can be found here:

<https://www.explainresearch.co.uk/privacy-policy/>.

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

Eligibility and profile screener

Ask to panel respondents

SQ1. Please confirm which region of the UK you live in.

Screen out all other than 4

1. South East
2. South West
3. West Midlands
4. North West
5. North East
6. Yorkshire and Humber
7. East Midlands
8. East England
9. Scotland
10. Northern Ireland
11. Wales

12. London
13. Don't know

SQ2. Which part of the North West do you live in?

Quotas set on all

1. Cumbria
2. Cheshire
3. Greater Manchester
4. Lancashire
5. Merseyside

SQ3. Which of the following age bands do you fall into?

Quotas set on all. Screen out on 1

1. Under 18
2. 18-29
3. 30-39
4. 40-49
5. 50-59
6. 60-69
7. 70+

SQ4. Do you currently have a water meter installed at your home? We need to know this to ensure you are provided with relevant areas of the website.

A water meter is a device that measures how much water you use. It is similar to your gas or electricity meter. Your supplier uses readings from the meter to calculate how much to charge you for your water and sewerage services.

If you are unsure, please click the following link as we need to know this information to continue the survey:

<https://www.unitedutilities.com/my-account/all-about-water-meters/i-have-a-water-meter/information-about-meters/#:~:text=You'll%20usually%20find%20your,a%20small%20round%20plastic%20lid>

Quotas set on all. Screen out DK

Ask to all panel and community members

1. Yes
2. No
3. Don't know

SQ5. How would you describe yourself?

Quotas set on all

1. Male
2. Female
3. I describe my gender in another way (please specify) – **Open response**
4. Prefer not to say

SQ6. How would you rate your technical ability when it comes to using online tools?

Ask to all panel and community members

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Very unconfident

SQ7: Can you confirm which of these applies to you?

1. I am the main account holder and I am responsible for paying the water bills
2. I am not the main account holder but I am jointly responsible for paying the water bills
3. I am not the main account holder and don't currently have any responsibility towards paying the water bills but may do in the future
4. Prefer not to say

SQ7. Do any of the following apply to you? We would like to collect this to ensure that a variety of needs is represented in the study, but you do not need to answer if you do not wish to. Please select all that apply.

Ask to all panel and community members

1. I or another member of my household is disabled or suffer(s) from a debilitating illness
2. I or another member of my household have/has a learning difficulty
3. I or another member of my household relies on water for medical reasons
4. I or another member of my household is visually impaired (i.e. struggles to read even with glasses)
5. I or another member of my household am/is over the age of 75 years old
6. I or another member of my household speaks English as a second language
7. I or another member of my household is deaf or hard of hearing
8. I or another member of my household is a new parent
9. None of the above – **Single code**
10. Prefer not to say – **Single code**

Route A (400 metered customers and 400 unmetered customers)

Show to all

The webpage that we would like you to review covers United Utilities charges for 2025/26.

You will be presented with different sections of the webpage individually, with an opportunity to comment on the whole webpage. If you wish, you can view the full webpage here: [Our household charges 2025/2026 | United Utilities](#), however there will be images of the webpage throughout to refer to.

Imagine you have visited United Utilities website to understand your household water charges, and you arrive at the webpage below. For this first section, we'd like you to look at the introduction to the webpage which is situated at the top of the page.

Banner feedback

Ask to all

Q1. Click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why, being as specific as possible. Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were looking to understand your household water charges.

Our charges for 2025/26

Our household charges scheme relates to the period starting from 1st April 2025 to 31st March 2026. Below is a summary of our tariffs that form part of our charges scheme for 2025/2026. You can also click the button below for our full charges scheme document.

[CHARGES SCHEME 2025/26](#)

How can we support you?

Over the next five years, we have committed to delivering a £525m package of affordability support, helping customers who may be struggling to pay their bills.

[Click here for details about all the ways we can support you if you're having difficulties with your payments.](#)

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

[Ask to all](#)

Q2. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements?

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used is easy to understand
- The tone of the language is 'just right'
- The information provides the right level of context to what I can find on the webpage

Services you pay feedback

Following the introduction at the top of the page, you would be presented with an overview of the services you pay for. Again, please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were looking to understand your household water charges.

[Ask to all](#)

Q3. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

Services you pay for



Collecting, storing, treating and supplying fresh water to your home.



Taking away all your used water (which we call wastewater), cleaning it and returning it to rivers and the sea.



Taking away rainwater that falls on your home and the roads.



A standing charge for essential things such as bills, dealing with enquiries, and reading your water meter if you have one.

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q4. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

Ask to all

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used is easy to understand
- The tone of the language is 'just right'
- The layout makes it easy to access the relevant information
- It provides the appropriate level of information I would need to understand my household charges.
- It gives me confidence in the charges I pay to United Utilities for my water and sewage services.

Charges explained feedback – metered customers only

The next area allows you to read more information on how you are charged as a customer based on whether you are metered or unmetered.

Charges explained

Select the charges for how you're billed to see what's changed

Metered charges 2025/26

Our metered charges for 2025/2026

METERED CHARGES

Unmetered charges 2025/26

Our unmetered charges for 2025/2026

UNMETERED CHARGES

Assessed charges 2025/26

Assessed charges for when we can't fit a water meter

ASSESSED CHARGES

Support option charges 2025/26

WaterSure, WaterSure Plus, Help to Pay, Support Tariff

SUPPORT OPTION CHARGES

Ask to metered only

You will now be shown the webpage you would be presented with if you were to follow 'Metered charges 2025/26'. Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were looking to understand your household water charges.

Q5. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

How am I charged?

Metered bills are made up of a fixed standing charge and a volumetric charge. The volumetric charge depends on the amount of water that you use. You are charged for each cubic metre of water you use.

1m³ (a cubic metre) = 1,000 litres, which is the equivalent of 3,300 cups of tea or 28 showers.

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q6. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

How household bills with a meter are changing			
Water			
Charge	2024/25	2025/26	Change (£)
Water standing charge This is a fixed annual charge associated with the costs of providing our services.	£23.99	£24.46	£0.47
Water charge per 1m³ The cost of the clean water we supply to your home, based on your meter readings.	£2.164	£2.733	£0.569
Sewerage			
Charge	2024/25	2025/26	Change (£)
Sewerage standing charge This is a fixed annual charge associated with the costs of providing our services.	£5.15	£4.07	-£1.08
Sewerage volume charge per 1m³ The charge is based on your meter reading.	£1.485	£2.014	£0.529
Surface water drainage A fixed charge for collecting rain water that drains from your home cleaning it and returning it to the environment.	£82.37	£100.49	£18.12
Highway drainage A fixed charge for collecting rain water that drains from public highways cleaning it and returning it to the environment.	£38.21	£45.49	£7.28

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q7. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

What does this mean for you and your bill?



Example charges for households with a water meter

Usage m ³	2024/25	2025/26	Change
30	£259	£317	£58
100	£515	£649	£134
164	£749	£954	£205
254	£1,077	£1,380	£303

The table below shows the typical measured bill of £649 (2025/2026 prices) and how it is shared across the services we provide.

	Charge	% of total bill
Water Standing Charge	£24.46	4%
Water Volumetric Charge	£273.30	42%
Sewerage Standing Charge	£4.07	1%
Highways Drainage	£45.49	7%
Surface Water Drainage	£100.49	15%
Foul Sewerage Volumetric Charge	£201.40	31%

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q8. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

How can I reduce my bills?

[Save water, save energy and save money – see our top tips here.](#)

Using less water will help you save money on your water bill if you have a water meter. Saving hot water can substantially reduce your energy bill too. It may surprise you to learn that 12% of your energy bill comes from heating water, and we have some great tips to reduce the water you heat and help bring those energy bills down.

Spreading your payments over the year can really help to make your water bill more affordable.

Our payment plans flex around your life, so you can choose to pay weekly, fortnightly, monthly - whatever suits you. If you have a bank account, the easiest way to pay is to set up a Direct Debit so that your payments are taken from your account automatically. We will also give you a £5 annual discount when you pay by Direct Debit.

[You can set up a Direct Debit online by logging in to My Account.](#)

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q9. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

How can I track my usage?

You can see how much water you use easily online by [logging on to My Account](#). My Account will display average water usage and you can easily display your bills and compare your water usage to the average.

Water usage overview 2024 - 2025

litres per day

Month	Usage (litres per day)
Feb	200
Mar	200
Apr	200
May	200
Jun	180
Jul	180
Aug	180
Sep	180
Oct	180
Nov	180
Dec	180
Jan	180

Your average water usage per day
for 2 people living in your property
200 litres

Your charges are based on the water you use. Use our [water calculator](#) for a view of the saving you could make based on how much water you currently use.

[Submit a meter reading](#)

[View meter details](#)

How does my water usage compare to others?

This chart shows how much water other households like yours typically use each day, based on the number of people living there.

Household Size	Typical Usage (litres)
1 person	149 litres
2 people	276 litres
3 people	367 litres
4 people	450 litres
5 people	523 litres
6 people	592 litres

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q10. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used is easy to understand
- The tone of the language is 'just right'
- The layout makes it easy to access the relevant information
- It provides the appropriate level of information I would need to understand my household charges.
- It provides the appropriate answers to questions I would have if I wanted to understand my household charges.
- It gives me confidence in the charges I pay to United Utilities for my water and sewage services..

Q11. Do you feel there's any content missing from this section of the webpage?

1. Yes
2. No

Q12. What content do you think should be included? Please be as specific as possible

Ask to those who answered 1 on Q11.

- Open response

Q13. Do you feel there are any improvements that can be made to the 'metered charges 2025/26' webpage? If so, please let us know in as much detail as possible.

- Open response

Charges explained feedback – unmetered customers only

The next area allows you to read more information on how you are charged as a customer based on whether you are metered or unmetered.

Charges explained

Select the charges for how you're billed to see what's changed

<p>Metered charges 2025/26</p> <p>Our metered charges for 2025/2026</p> <p>METERED CHARGES</p>	<p>Unmetered charges 2025/26</p> <p>Our unmetered charges for 2025/2026</p> <p>UNMETERED CHARGES</p>
<p>Assessed charges 2025/26</p> <p>Assessed charges for when we can't fit a water meter</p> <p>ASSESSED CHARGES</p>	<p>Support option charges 2025/26</p> <p>WaterSure, WaterSure Plus, Help to Pay, Support Tariff</p> <p>SUPPORT OPTION CHARGES</p>

Ask to unmetered only

You will now be shown the webpage you would be presented with if you were to follow 'Unmetered charges 2025/26'. Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were looking to understand your household water charges.

Q5. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

What is rateable value (RV)?

Rateable values (RV) were set by the Inland Revenue prior to 31 March 1990 and were based on factors such as the size, condition and location of your home. The Valuation Office no longer changes rateable values. They cannot be changed by water companies and cannot be appealed by the customer. We work out your bills by multiplying your home's rateable value with a charge for each of our services and your standing charge is a fixed charge for the year and isn't based on your rateable value.

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q6. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible.

How bills for households without a meter are changing			
	2024/25	2025/26	Change £
Water standing charge Covers basic services e.g sending bills and customer enquires.	£80.22	£101.48	£21.26
Water charge per RV The cost of the clean water we supply to your home.	£1.329	£1.668	£0.339
Sewerage charge per RV Taking away all your used water (which we call wastewater), cleaning it and returning it to rivers and the sea.	£2.070	£2.669	£0.599

The table below shows the typical unmeasured bill of £762 (2025/2026 prices) and how it is shared across the services we provide.

	Charge	% of total bill
Water fixed charge	£101.48	14%
Water RV charge	£250.20	33%
Foul sewerage	£247.35	33%
Surface water drainage	£104.85	14%
Highways drainage	£48.15	6%

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q7. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

Can I change the way my bills are calculated?

We would encourage you to check if you could reduce your bills with a water meter as most customers who switch to a water meter save at least £100 a year. We also offer a lowest bill guarantee for the first two years which means you will not be charged more than you would have been without a meter.

[Visit here to find out more and to see how much you could save by being in control of your water usage.](#)

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q8. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

Not sure what Rateable Value you're billed by?

Check the 'Your charges' section on page 2 of your latest bill. Your rateable value is the £ value displayed for your water and wastewater. It's then multiplied by the rate shown to calculate the cost of your charges for the year.

Example charges for households without a water meter

Example rateable value	2024/25 (£)	2025/26 (£)	Change (£)
30	£182	£232	£50
65	£301	£383	£82
100	£420	£535	£115
150	£590	£752	£162
300	£1,100	£1,403	£303
400	£1,440	£1,836	£396
600	£2,120	£2,704	£584

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q9. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

Save money by only paying for what you use

Most customers who switch to a meter save at least £100 a year.

We fit meters for free, and with our Lowest Bill Guarantee you won't pay more.

[WATER METERS](#)

Supporting you with your bill

Visit here for details about all the ways we can support you if you are having difficulties with your payments, including all of our support schemes and independent organisations who provide free advice to help you tackle your household debts.

[SUPPORT WITH YOUR BILL](#)

Make payments more manageable by setting up a Direct Debit

Spread your payments over the year when you set up a Direct Debit and we'll give you a £5 annual discount.

[DIRECT DEBIT](#)

Register for Priority Services

Priority Services is free and allows us to help our customers who need additional support due to age, ill health, disability, mental health problems, financial worries or language barriers

[REGISTER NOW](#)

Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q10. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used is easy to understand
- The tone of the language is 'just right'
- The layout makes it easy to access the relevant information
- It provides the appropriate level of information I would need to understand my household charges.
- It provides the appropriate answers to questions I would have if I wanted to understand my household charges.
- It gives me confidence in the charges I pay to United Utilities for my water and sewage services..

Q11. Do you feel there's any content missing from this section of the webpage?

1. Yes
2. No

Q12. What content do you think should be included? Please be as specific as possible

Ask to those who answered 1 on Q11.

- Open response

Q13. Do you feel there are any improvements that can be made to the 'unmetered charges 2025/26' webpage? If so, please let us know in as much detail as possible.

- Open response

Why are bills going up feedback

The next section covers why bills are going up.

Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were looking to understand your household water charges.

Ask to all

Q14. Please click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why being as specific as possible

Why are bills going up?

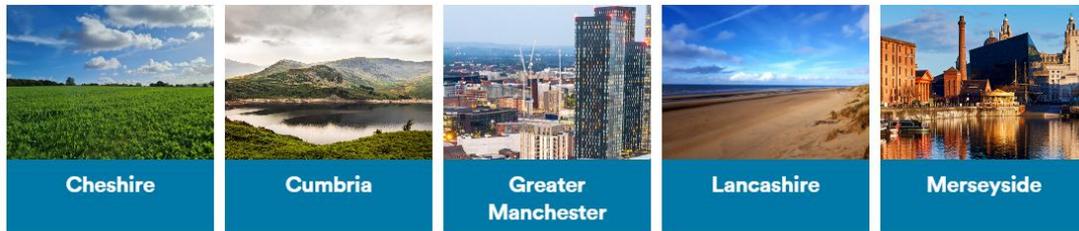
We've been listening to customers and communities right across the North West's five counties to understand what really matters to develop plans that are more relatable to the communities we serve. That's why we are delivering the largest investment in water and wastewater infrastructure in over 100 years, with more than £13 billion planned between 2025 and 2030 to build a stronger, greener and healthier North West for everyone.

The scale of our five-year investment plan means that unfortunately bills will need to increase to ensure that the services we provide are resilient to climate change, meet the demands of our growing population and address the priorities of our customers

It's a hugely ambitious plan that will support 30,000 jobs across the region, and we've engaged with 95,000 people in Cumbria, Lancashire, Merseyside, Greater Manchester and Cheshire, to make sure we get it right, shaping our plans for each county to address the things that you've told us matter most.

Our 2025-2030 plan includes:

- Improve water quality for 1.4 million customers
- Invest in a programme to build a network fit for the future, fixing leaks and replacing old pipes and mains.
- Improve the quality of our rivers by reducing storm overflow spills by 60% over the decade to 2030.
- Help to protect and enhance over 500km of rivers and improve the North West's bathing waters.
- Strengthen our sewer network against increased rainfall to reduce flooding of homes and businesses.
- Deliver a £525 million package of support to help one in six households who may struggle to pay their bills.
- Our five-year investment plan will support 30,000 jobs and attract investment into the North West to help us deliver our improvements.



Heatmapping (respondents choose part of image and are prompted to choose 'like' or dislike' followed by open response)

Q15. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used is easy to understand
- The tone of the language is 'just right'
- The layout makes it easy to access the relevant information
- It provides the appropriate level of information I would need to understand my household charges.
- It gives me confidence in the charges I pay to United Utilities for my water and sewage services..

Overall feedback

We'd now like your feedback on the 'our household charges 2025/26' webpage as a whole. If you would like to view the webpage in a new window please click here [Our household charges 2025/2026 | United Utilities](#).

Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were experiencing an interruption to your water supply.

Q16. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used on the webpage is easy to understand
- The tone of the language on the webpage is 'just right'
- The layout of the webpage makes it easy to access the relevant information
- The webpage provides the appropriate level of information I would need to understand my household charges.
- The webpage gives me confidence in the charges I pay to United Utilities for my water and sewage services..

Q17. Do you feel there are any improvements that can be made to the webpage? If so, please let us know in as much detail as possible.

- Open response

Q18. Overall, how customer friendly do you feel the webpage is? Using a scale of 1-5, where 1 is 'not at all customer friendly' and 5 is 'extremely customer friendly'

Is your bill higher than expected feedback – metered

Finally, we would like you to imagine that you have received a bill higher than expected and have gone to the following webpage for more information.

Please take a few minutes to follow the link here [Is your water bill higher than you expected? | United Utilities](#), (note this will take you to a new window). Please select that you are a **metered customers**

and select a few of the options navigating through the webpage, while doing so, please keep in mind the tone of the language, how easy it is to understand, the layout and the information provided.

Once you have looked at the webpage, please return to the survey to answer a few more short questions.

Q19. In as much detail as possible, what were your initial thoughts on the ‘is your bill higher than expected webpage’?

- Open response

Q20. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1. 1 (strongly disagree) 2 3 4 5 (strongly agree)
- The language used on the webpage is easy to understand
 - The tone of the language on the webpage is ‘just right’
 - The layout of the webpage makes it easy to access the relevant information
 - The webpage provides the appropriate level of information to understand why my bill may be higher than expected
 - The webpage gives me confidence in the charges in the next steps I need to take.

Q21. What if anything, could be improved on this webpage?

- Open response

Is your bill higher than expected feedback – unmetered

Finally, we would like you to imagine that you have received a bill higher than expected and have gone to the following webpage for more information.

Please take a few minutes to follow the link here [Is your water bill higher than you expected? | United Utilities](#), (note this will take you to a new window). Please select that you are **an unmetered customer** and select a few of the options navigating through the webpage, while doing so, please keep in mind the tone of the language, how easy it is to understand, the layout and the information provided.

Once you have looked at the webpage, please return to the survey to answer a few more short questions.

Q19. In as much detail as possible, what were your initial thoughts on the ‘is your bill higher than expected webpage’?

- Open response

Q20. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

1 (strongly disagree) 2 3 4 5 (strongly agree)

- The language used on the webpage is easy to understand
- The tone of the language on the webpage is 'just right'
- The layout of the webpage makes it easy to access the relevant information
- The webpage provides the appropriate level of information to understand why my bill may be higher than expected
- The webpage gives me confidence in the charges in the next steps I need to take.

Q21. What if anything, could be improved on this webpage?

- Open response

Thank and close

Thank you for taking part in our survey. This research is hugely important to United Utilities and the feedback you have provided will help them enhance their website to continue to improve the customer experience.

Show to panel respondents

If you are interested in learning more about United Utilities or participating in further research, please consider visiting the following link:

[In The Flow | United Utilities - Corporate](#)

Show to In the Flow members

To enter into a prize draw to win 1 of 4 £25 Love2Shop vouchers, please enter your email below and click submit!