

# United Utilities – Lead Pipe Webpage

## Testing

### Online survey

#### Introduction

Thank you for taking part in our survey. This survey is being conducted by Explain Research on behalf of United Utilities.

You will be asked to follow two links to review the information provided on webpages within United Utilities website on the topic of lead and lead pipe replacement, once you have reviewed the webpages, the survey itself should take you approximately 5 minutes to complete.

#### Privacy policies

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

## Profiling

**PQ1.** How would you rate your technical ability when it comes to using online tools?

1. Very confident
2. Somewhat confident
3. Neither confident nor unconfident
4. Somewhat unconfident
5. Very unconfident
6. Prefer not to say

**PQ2.** 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.

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**

## Feedback introduction

Lead was historically used a lot in petrol, paint and water pipes prior to the government ban of use in water pipes in 1970. United Utilities understand how much of a concern lead pipes can be to customers and the health impacts that exposure can have on some, and so they have a dedicated area of their website that aims to provide customers with more information on lead pipes, where lead pipes could be found, how to identify them and ways to minimise risks. They also have a webpage highlighting the Lead Pipe Replacement Scheme.

The two lead pipe webpages have recently been updated and United Utilities would like to get your feedback on them.

In this survey, we will ask you to review the two webpages individually and while reading the content consider the tone of the language, how easy it is to understand and how useful the information provided would be to customers.

Please click NEXT to continue

## Lead pipes and lead in your water feedback

Please click the following link and take the time to read through both webpages before clicking 'next'

Information about lead pipes: [Information about lead pipes | United Utilities](#)

'NEXT'

Q1. In as much detail as possible, please tell us your initial thoughts on the 'Information on lead pipes' webpage.

- Open response

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

1 (strongly disagree) 2 3 4 5 (strongly agree) D/K

- A. The language used is easy to understand
- B. The tone of the language is 'just right'
- C. The webpage provides the right level of information on how to identify lead pipes
- D. The webpage provides me with a clear understanding of how to reduce the risk of lead pipes

Q3. [If 1 or 2 to Q2A] How could United Utilities make the information easier to understand?

- Open response

Q4. [If 1 or 2 to Q2B] How could United Utilities create a more suitable tone on the lead pipes webpage?

- Open response

Q5. [If 1 or 2 to Q2C] What do you feel is missing from the lead pipes webpage?

- Open response

Q6. [If 1 or 2 to Q2D] What do you feel needs to be included to provide a better understanding of reducing the risks?

- Open response

Q7. Overall, how customer friendly do you feel the lead pipes webpage is? Using a scale of 1-5, where 1 is not at all customer friendly' and 5 is 'extremely customer friendly'

## Lead Pipe Replacement Scheme

Please click the following link and take the time to read through both webpages before clicking 'next'

Lead Pipe Replacement Scheme: [Lead and Common Supply Pipe Scheme | United Utilities](#)

Q8. In as much detail as possible, please tell us your initial thoughts on the 'Lead Pipe Replacement Scheme' information page.

- Open response

Q9. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree on the following statements?

1 (strongly disagree) 2 3 4 5 (strongly agree) D/K

- A. The language used is easy to understand
- B. The tone of the language is 'just right'
- C. The webpage provides the right level of information on the Lead Pipe Replacement Scheme
- D. The steps highlighting the process of lead pipe replacements are clear and easy to understand

Q10. [If 1 or 2 to Q8A] How could United Utilities make the information easier to understand?

- Open response

Q11. [If 1 or 2 to Q8B] How could United Utilities create a more suitable tone on the Lead Pipe Replacement Scheme webpage?

- Open response

Q12. [If 1 or 2 to Q8C] What do you feel is missing from the Lead Pipe Replacement Scheme webpage?

- Open response

Q13. [If 1 or 2 to Q8D] What in particular could be easier to follow within the 7 steps?

- Open response

Q14. Overall, how customer friendly do you feel the Lead Pipe Replacement Scheme webpage is?  
Using a scale of 1-5, where 1 is not at all customer friendly' and 5 is 'extremely customer friendly'

## Thank and close

Thank you for taking part in our survey – to enter into the prize draw to win 1 of 4 £25 Love2Shop Vouchers, please enter your email below and click submit!

1. Open