



Questionnaire: Climate Change Research – Future bill payers



Client name:	United Utilities
Project name:	Climate Change Research – FUTURE BILL PAYERS
Job number:	7609
Methodology:	ONLINE PANEL
Version	3

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. United Utilities would like to hear from people to understand more about their views on climate change.

United Utilities is keen to hear your views and would appreciate it if you could spare 15 minutes of your time to fill in this questionnaire.

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](#).

Please click 'next' to begin the survey.

TOTAL 100 INTERVIEWS

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		Screen out
87	None of the above		Continue



S03.

Base: All respondents

In which of the following regions do you live?

SINGLE CODE

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

S04.

Base: All respondents

Are you responsible for paying your household water bill either jointly or solely?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		Screen out
2	No		

S05.

Base: All respondents

Who is responsible for paying for the water bill where you live?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Parent/s or guardian/s		
2	Landlord		
3	University accommodation		
80	Other (please specify)	OPEN	



S06.

All respondents

Which of the following age groups do you fall into?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Under 16		Screen out
2	16-19		
3	20-29		
4	30-39		Screen out
5	40-49		Screen out
6	50-59		Screen out
7	60-64		Screen out
8	65+		Screen out
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,	Code as B	



	principle officer in civil service/local government, etc.)		
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 apply to you? Please select all that apply

MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	Working full-time (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement)		
2	Working part-time (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement)		
3	Due to start a job in the next month		
4	Engaged in full-time further study, training or research		
5	Engaged in part-time further study, training or research		
6	Taking time out in order to travel		
7	Unemployed (and looking for work)		
8	Looking after home or family		
9	Something else (please specify)	OPEN	



87	None of the above	EXCLUSIVE	
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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	INSERT SCALE 1-10		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Climate change in the UK	BANK WITH CODE 2	
2	Climate change in your region (North West)	BANK WITH CODE 1	
3	Brexit		
4	Covid-19 pandemic		
5	Global recession		
6	Poverty and inequality		
7	Crime		

Q02.

Base: All respondents

Please summarise the reasons behind the scores you have just given for how concerned you are about climate change. If your scores are different for UK vs the North West, please tell us why.

As a reminder they were:

In the UK = [INSERT SCORE FROM Q01 – CODE 1]

In the North West of England = [INSERT SCORE FROM Q01 – CODE 2]



Please type in your answer below

OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

Q03.

Base: All respondents

Have any of the following events had an impact on how concerned you are about **climate change** – if so, have they made you more or less concerned?

SINGLE GRID, RANDOMISE STATEMENT

Code	Answer list	Scripting notes	Routing
1	More concerned about the impact of climate change		
2	Less concerned about the impact of climate change		
3	No change on my views		

Code	Statement list	Scripting notes	Routing
1	Covid-19 pandemic		
2	Brexit		
3	Economic recession		
4	US election		

INFO1.

Base: All respondents

Please read the information below which summarises some of the impact climate change has had on the UK and then click 'next' once done.

[INSERT SLIDE 1 – CLIMATE CHANGE IN THE UK]



Q04.

Base: All respondents

United Utilities manages the water and wastewater network in the North West of England, providing services to around 7 million people and businesses.

To what extent do you agree or disagree that United Utilities has a responsibility for the following areas:

SINGLE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Strongly agree		
2	Agree		
3	Neither agree nor disagree		
4	Disagree		
5	Strongly disagree		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Provide water to that is safe to drink		
2	Ensure that there is enough water to meet demand now and, in the future		
3	Prevent homes, gardens and local areas from being affected by sewer flooding		
4	Encourage customers to not waste water and be water efficient		
5	Fix leaks		
6	Consider its impact on the environment		
7	Taking a proactive approach to the potential impact of climate change on our region		

Q05.

Base: All respondents

What do you feel your role is in tackling climate change?

You might want to think about what things you can do to help with climate challenges.

OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure	EXCLUSIVE	



Q06.

Base: All respondents

What balance of responsibility do you feel there is between the actions taken by United Utilities to tackle climate change in the North West versus the actions of people in the community?

Please give you answer as a percentage out of 100%. So, if you feel the community and United Utilities have equal responsibility, please put 50% in each of the boxes provided below.

NUMERIC BOXES, MUST SUM 100

Code	Answer list	Scripting notes	Routing
1	Community responsibility (%)	OPEN NUMERIC	
2	United Utilities responsibility (%)	OPEN NUMERIC	
85	I'm not sure	EXCLUSIVE	

Q07.

Base: All respondents

What for you are the climate challenges that are most important for United Utilities to be addressing to protect against the impact of climate change?

OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

Q08.

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 climate challenges in our region?

SINGLE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		



85	I'm not sure		
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Code	Statement list	Scripting notes	Routing
1	Drought <i>(Extended periods of lower than average rainfall)</i>		
2	Sewer flooding <i>(Flooding of sewers causing an overflow into internal and external drains)</i>		
3	Asset flooding <i>(Flooding of water company infrastructure)</i>		
4	Power cuts <i>(Outages affecting water company processes and the public)</i>		
5	Impact on the natural environment <i>(Biodiversity loss, pollution, damage to ecosystems and land)</i>		
6	Greenhouse gas emissions and fossil fuel use <i>(Emissions of carbon dioxide and other climate change causing gases)</i>		
7	Agriculture and food supply <i>(Changing land conditions and their impact on food supply)</i>		
8	Health and wellbeing <i>(Impact of extreme hot and cold weather conditions on individuals)</i>		

INFO2.

Base: All respondents

We are now going to explore 5 areas which United Utilities have identified as at risk of potential climate change in our region.

The first is **droughts**. Please read the information below and click 'next' once done.

[INSERT SLIDE 2 – WHAT IS A DROUGHT?]



INFO3.

Base: All respondents

A drought can impact United Utilities ability to provide water customers, and lead to temporary use bans such as hose pipe bans to help manage the region’s water demands. On average, one drought is expected every 5-10 years, however the region has experienced two within the last three years alone (2018 and 2020).

This may then in turn affect customers in a number of ways. Please review the information below and click ‘next’ once done.

[INSERT SLIDE 3 – HOW A DROUGHT MAY AFFECT YOU]

Q09.

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 potential impact of droughts in our region?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I’m not sure		

INFO4.

Base: All respondents

In response to tackling the risk of droughts, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click ‘next’ once done.

[INSERT SLIDE 4 – WHAT ARE UNITED UTILITIES DOING ABOUT THE RISK OF DROUGHT]



Q010.

Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact droughts have on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of droughts.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Development of new sources of water, particularly boreholes		
2	Water sharing between different regions of the UK		
3	Identify and reduce leakage from pipes		
4	Encourage and inform customers about using less water		
5	Install more meters on domestic properties		
85	I'm not sure	FIXED, EXCLUSIVE	

INFO5.

Base: All respondents

The next area we are going to look at is **sewer flooding**.

Please read the information below and click 'next' once done.

[INSERT SLIDE 5 – WHAT IS SEWER FLOODING?]

Q011.

Base: All respondents

It is important to note that sewer flooding is different to more general flooding. General flooding can often be caused by extreme weather conditions that cause sea levels to rise, river to burst their banks. Sewer flooding may result from a failure of the sewerage system. It may also happen when the sewer system does not have enough capacity to take water entering the system from heavy rainfall or river or highway flooding

Have you ever been personally affected by sewer flooding?

SINGLE CODE



Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

INFO6.

Base: All respondents

Increases in average rainfall levels and frequency of storms due to climate change will make this an ever more complex challenge in the future, and could lead to increased frequency of sewer flooding.

This may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 6 – HOW A SEWER FLOODING MAY AFFECT YOU]

Q012.

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 potential impact of sewer flooding in our region?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

INFO7.

Base: All respondents

In response to tackling the risk of sewer flooding, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 7 – HOW IS UNITED UTILITIES TACKLING SEWER FLOODING?]



Q013.

Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact sewer flooding has on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of sewer flooding.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Increase sewer capacity and build storm water holding tanks		
2	Implement and encourage sustainable drainage solutions to slow the flow of rainwater into sewers (such as green roofs and permeable paving)		
3	Use technology to monitor and better control flows in the sewer system		
4	Install a 2 nd network to separate rainwater from the sewer system		
5	Install flood protection devices to at-risk properties		
85	I'm not sure	FIXED, EXCLUSIVE	

INFO8.

Base: All respondents

The next area we are going to look at is **the flooding of water company infrastructure**.

Please read the information below and click 'next' once done.

[INSERT SLIDE 8 – HOW CLIMATE CHANGE MAY CAUSE FLOODING OF INFRASTRUCTURE?]

INFO9.

Base: All respondents

Due to the effects of climate change it is expected that the frequency and severity of floods to increase. Mainly due to the increased frequency of storms and higher average rainfall.

This may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 9 – HOW A FLOODING OF INFRASTRUCUTRE MIGHT AFFECT YOU]



Q014.

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 potential impact of the flooding of water company infrastructure in our region?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

INFO10.

Base: All respondents

In response to tackling the risk of the flooding of infrastructure, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 10 – HOW IS UNITED UTILITIES TACKLING THE FLOODING OF INFRASTRUCTURE?]

Q015.

Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact flooding of infrastructure has on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of the flooding of infrastructure.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Install permanent flood defences at flood prone sites		
2	Improve flood forecasting capabilities		
3	Build better network connectivity so that supplies can be maintained from elsewhere if a treatment works is flooded		
4	Invest to ensure sites can bounce back quickly once flooding subsides		
85	I'm not sure	FIXED, EXCLUSIVE	



INFO11.

Base: All respondents

The next area we are going to look at is **power cuts**

Please read the information below and click 'next' once done.

[INSERT SLIDE 11 – POWER CUTS?]

INFO12.

Base: All respondents

Power cuts may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 12 – HOW POWER CUTS MAY AFFECT UNITED UTILITIES SERVICES]

Q016.

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 potential impact of power cuts in our region?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

INFO13.

Base: All respondents

In response to tackling the risk posed by power cuts, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 13 – HOW IS UNITED UTILITIES TACKLING THE POWER CUTS?]



Q017.

Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact power cuts have on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of power cuts.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Install more permanent backup generators		
2	Coordinate with electricity distribution network operators to help them build a more robust network		
3	Generate more of our own renewable energy		
4	Be flexible in when and how we use electricity to help stabilise national supply		
5	Access to temporary generators to support in emergency situations		
85	I'm not sure	FIXED, EXCLUSIVE	

INFO14.

Base: All respondents

The final area we are going to look at is the impact of climate change on our **natural environment**.

United Utilities owns and is responsible for 56,000 hectares of land in the North West. This is the equivalent of 75,000 football pitches. Please read the information below and click 'next' once done.

[INSERT SLIDE 14 – THE IMPACT OF CLIMATE CHANGE ON OUR NATURAL ENVIRONMENT]

INFO15.

Base: All respondents

The impact climate change may have on the natural environment may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 15 – HOW CLIMATE CHANGE IMPACTS ON HOUSEHOLDS & BUSINESSES]



Q018.

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 potential impact of climate change on the natural environment in our region?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

INFO16.

Base: All respondents

In response to tackling the risk posed by climate change on our natural environment, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 16 – HOW IS UNITED UTILITIES TACKLING THE IMPACT ON OUR NATURAL ENVIRONMENT?]

Q019.

Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact climate change has on the region's natural environment.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact climate change has on the region's natural environment.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Use more 'green' solutions (e.g. building wetlands to treat wastewater, rather than dosing with chemicals)		
2	Reduce our carbon footprint, using renewable energy and electric vehicles		
3	Provide net gains in biodiversity from our construction projects		
4	Directly restore peat land and woodland. (the peatland is an area in the region that stores a lot of water; 70% of the UK's drinking water come from areas like this)		



5	Work in partnerships with farmers, the Environment Agency and others to improve rivers and lakes		
85	I'm not sure	FIXED, EXCLUSIVE	

Q020.

Base: All respondents

Taking into account in the information you have seen regarding the 5 climate challenges, how satisfied are you with the approach United Utilities is taking for each?

If you need a reminder of the actions being taken, you can over the ⁽ⁱ⁾ icon for each area.

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very satisfied		
2	Quite satisfied		
3	Neither satisfied nor dissatisfied		
4	Quite dissatisfied		
5	Very dissatisfied		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Droughts	ICON WITH SLIDE 4	
2	Sewer flooding	ICON WITH SLIDE 7	
3	Flooding of infrastructure	ICON WITH SLIDE 10	
4	Power cuts	ICON WITH SLIDE 13	
5	Impact on the natural environment	ICON WITH SLIDE 16	



Q021.

Base: All respondents

Which of the following areas are you interested in being kept up-to-date about in terms of the way United Utilities is tackling the impact on our climate?

Please select all that apply.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Droughts		
2	Sewer flooding		
3	Flooding of infrastructure		
4	Power cuts		
5	Impact on the natural environment		
87	None of the above	FIXED, EXCLUSIVE	

Q022.

Base: All respondents

Are there any other areas you would like to be kept informed about?

OPEN TEXT

Code	Answer list	Scripting notes	Routing
87	Nothing further		



Q23.

Base: All respondents interested in being kept up-to-date for at least one area (Q021 / all except code 87)

How would you like to be kept informed?

Please select all that apply

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	TV adverts		
2	Radio adverts		
3	Posters / billboards		
4	United Utilities website		
5	News / media items		
6	Social media		
7	Education via schools		
8	TV documentaries		
80	Something else (please specify)	OPEN	

Q024.

Base: All respondents

Thinking now about the 5 climate change challenges that have been reviewed, please rank them based on the order in which you feel United Utilities should be prioritising investment moving forward.

RANK EXERCISE

Code	Answer list	Scripting notes	Routing
1	Drought		
2	Sewer flooding		
3	Flooding of infrastructure		
4	Power cuts		
5	Natural environment		



Q025.

Base: All respondents

Please can you summarise why you chosen [INSERT RANK 1 FROM Q024] as your number one priority for investment?

OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

Q026.

Base: All respondents

Many of the assets that United Utilities manages are designed to last a very long time, providing they are well maintained. Investing to maintain these assets will provide a better service for current and future customers by being better able to cope with events caused by climate change such as droughts and sewer flooding.

United Utilities carries out regular maintenance of these assets, to keep them in working order. But there are also decisions to be made about when to replace them. The assets which are most likely to fail, and where the consequences would be greatest if they do fail, should be replaced first. This is like the decisions you make on your assets that you own. For example, if you think your mobile phone might stop working, you might replace it to avoid being without one. But you might leave replacing a pair of trainers until they are completely worn out, as the consequences may be less severe.

United Utilities has to decide carefully about when and how to invest, as this can affect the bills that different generations pay.

Which of the following options do you think United Utilities should choose?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	United Utilities should invest more in asset health now to tackle the impact of climate change, meaning current bill payers will pay slightly higher water bills than future generations		
2	United Utilities should spread the investment in asset health over current bill payers and future bill payers, even if it means some delays to asset health improvements		
3	United Utilities should only charge customers in each generation for the asset health improvements they benefit from, even if it means some		



	delays to asset health improvement or that it therefore costs more in the long term to react to events as they happen		
85	I'm not sure		

Q027.

Base: All respondents

Would you want to be consulted in the future regarding decisions made for investment into climate challenges by United Utilities?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes - before I become a paying water customer		
2	Yes - but only when I become a paying water customer		
3	No		
85	I'm not sure		

Q028. FBP QUESTION ONLY

Base: All respondents who would like to be consulted (Q27 / 1-2)

Which, if any, of the following areas are you interested in being consulted about for investment into climate challenges by United Utilities?

Please select all that apply.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	I'm interested in being consulted about the plans UU are considering taking and the impact on my bill		
2	I'm interested in being consulted about the type of solutions being adopted, the balance between quick fixes and investing now for long term benefit		
3	I'm interested in the specific projects to address issues in my local area		
87	None of the above	EXCLUSIVE	



CLASSIFICATION QUESTIONS

C01.

Base: All respondents

Apart from you, who else lives in your household?

MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	Just me, I live by myself	Exclusive	
2	Parent/s or guardian/s		
3	Siblings		
4	My partner		
5	My child/children		
6	Friends		
7	Extended family members (e.g, in-laws, grandparents)		
80	Other (Please specify)		

C02.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
100	White	HEADER ONLY	CONTINUE
1	English/Welsh/Scottish/Northern Irish/British	QUOTA: WHITE	
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
200	Mixed / multiple ethnic groups	HEADER ONLY	
5	White & Black Caribbean	QUOTA:BAME	
6	White & Black African		
7	White and Asian		
8	Other Mixed background		
300	Asian / Asian British	HEADER ONLY	
9	Indian	QUOTA:BAME	



10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
400	Black/ African/Caribbean/Black British	HEADER ONLY	
14	African	QUOTA:BAME	
15	Caribbean		
16	Other Black/African/Caribbean background		
500	Other	HEADER ONLY	
17	Arab	QUOTA:BAME	
80	Other ethnic group (please describe)	TEXT RESPONSE	
86	Prefer not to say		

C03.

Base: All respondents

Could you tell me which religious faith you follow or practise?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Christianity		
2	Buddhism		
3	Hinduism		
4	Judaism		
5	Islam		
6	Sikhism		
7	Other (please specify)		
8	None		
86	Prefer not to say		

C04.

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	