

# ACTIVITY GUIDE



InSites Consulting

CLIENT NAME: United Utilities

PROJECT NAME (P030875): Social Tariffs

Markets: UK

## INSITES CONSULTING:

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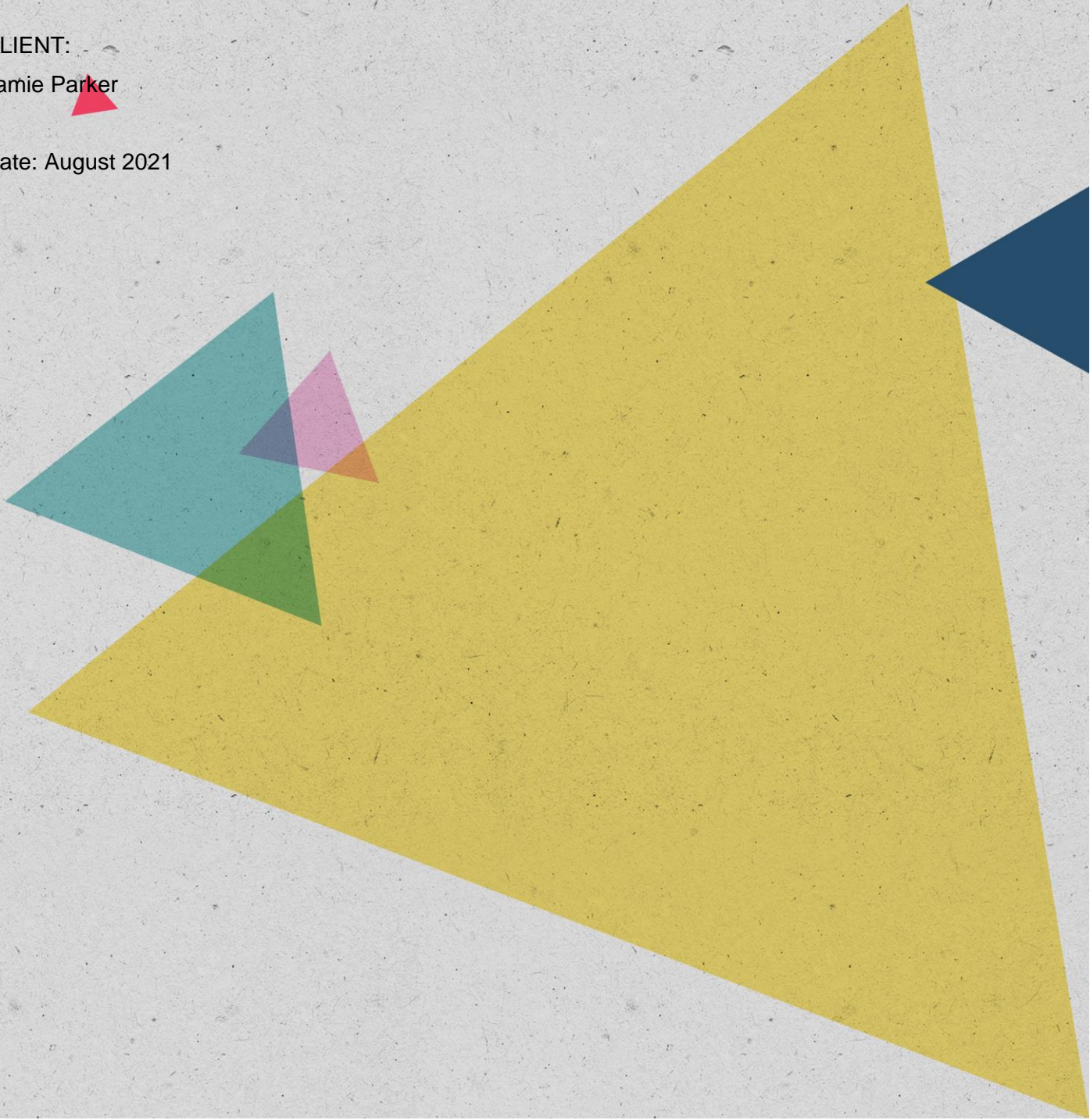
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## CLIENT:

Jamie Parker

Date: August 2021



## PROJECT DETAILS

### Method

- > Data collection source(s): Customer database
- > Questionnaire length: 10 - 15 minutes
- > Project type: U&A ad hoc

### Countries & languages

- > List of countries & languages per country: UK, English
- > Number of translations needed: N/A
- > Translation style: N/A
- > Reporting language: English
- >  Need for English translation for reporting? No

### Sample size

- > Total n = 2000-3000

### Sample quota(s)

- > Provisional overall cap n=5000 (as a safety net)

### List of stimuli (Internal use Only)

- > Overview of all stimuli used in the questionnaire (include link to the stimuli folder)
  - >  Concept – lite version
  - >  Concept – full version

### Mobile

- > The survey is drafted to be **Mobile compatible**

### Other info to share

- > Client-supplied sample with background variables to upload
- > – populate with unique links for client mailout
- > Data to be weighted

## SURVEY

### Question Text:

Thank you for taking part in our short survey about United Utilities' 'Back on Track' scheme.

To start with, we just have a few questions about you and your household.

This is important for us to capture, as views may differ depending on people's circumstances.

Your answers will be treated in the strictest confidence.

Page break: Yes  
Title: Introduction  
Question type: Info  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

### 1. Question text: To begin with, we just need to confirm if you are responsible for paying utility bills in your household...

*Instruction text: Select one*

Page break: Yes  
Title: Q1  
Question type: Single Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes, solely responsible	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes, jointly responsible	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No, I'm not	3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



**Screen out Text:**  
Thank you for your interest in taking part.

**Unfortunately, we're only looking to hear from people responsible for their household utility bills.**

**Please click below to finish the survey.**

Page break: Yes  
Title: Introduction  
Question type: Info  
Implementation QID: ID here  
Filter / routing information: IF Q1=3  
Other potential instructions: SCREENOUT, REDIRECT TO <https://www.unitedutilities.com/>

## 2. Question text: AGE (FROM SAMPLE)

*Instruction text: Please select one*

Page break: Yes  
Title: Q2  
Question type: Single Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: PULL THROUGH 'AGE' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
16-24	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-39	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40-49	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-59	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60-69	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70+	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Screen out Text:**  
Thank you for your interest in taking part.

Unfortunately, we're only able to continue with people aged 18 or over.

Please click below to finish the survey.

Page break: Yes  
Title: Introduction  
Question type: Info  
Implementation QID: ID here  
Filter / routing information: IF Q2=1  
Other potential instructions: SCREENOUT, REDIRECT TO <https://www.unitedutilities.com/>

### 3. Question text: What gender do you identify with?

*Instruction text: Select one*

Page break: Yes  
Title: Q3  
Question type: Single Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Male	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-binary	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another gender (please identify)	4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Prefer not to say	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 4. Question text: COUNTY (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q4

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'COUNTY' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Cheshire	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cumbria	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater Manchester	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lancashire	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merseyside	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside North West	6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	7	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. Question text: Do you own or rent your main home?

*Instruction text: Please select one*

Page break: Yes  
 Title: Q5  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Own outright	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Own with a mortgage or loan	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part own and part rent (Shared ownership)	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent from private landlord / letting agent	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent from council, housing association, housing co-operative, charitable trust etc.	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Occupy in another way	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6. Question text: Apart from you, who else lives your household?

*Instruction text: Please select all that apply*

Page break: Yes

Title: Q6

Question type: Multi Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
Just me, I live by myself	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My partner	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My child / children	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extended family members (e.g. parents, in-laws, grandparents)	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Someone else	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**7. Question text: Which of the following reflects your total annual household income (before tax)?**

**The reason we're asking this is because views of the scheme may differ depending on people's circumstances. All of your answers to this survey will be treated in the strictest confidence.**

*Instruction text: Please select one*

Page break: Yes  
 Title: Q7  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Less than £10,000	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£10,000 - £19,999	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£20,000 - £29,999	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£30,000 - £39,999	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£40,000 - £49,999	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£50,000 - £74,999	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£75,000 or more	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say	8	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 8. Question text: WATER METER (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q8

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'MEASURED / UNMEASURED' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Metered Customer	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unmetered Customer	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 9. Question text: CACI SEGMENT (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q9

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'CACI SEGMENT' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Budget conscious elderly	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable mid-life established families	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families getting by	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financially secure empty nesters	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard-pressed families	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indebted singles	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Struggling single pensioners	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology dependent young families	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 10. Question text: IMD (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q10

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'IMD' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
1	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 11. Question text: Priority Services Flag (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q11

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'PRIORITY SERVICES FLAG' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Yes	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 12. Question text: Back on Track Tariff (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q12

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'Back on Track Tariff' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Yes	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Question Text: Moving on to the main part of the survey...**

**Below you'll see an outline of the United Utilities 'Back on Track' scheme.**

**Please take a moment to read through before moving on.**

Page break: Yes

Title: Info

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Insert Lite version of stim

**13. Question text: What are your initial thoughts on this scheme?**

**[SHOW CLICKABLE/ENLARGABLE LITE VERSION STIM]**



### **United Utilities 'Back on Track'**

For those really struggling to pay their water bills, United Utilities offers the 'Back on Track' tariff.

Those that qualify\* for the tariff get (on average) a 50% bill reduction.

United Utilities put over £13m towards funding this tariff last year. This is an ongoing commitment as part of the £71m support to be provided over the **AMP**.

Customers also contribute up to £5 each through water bills (100% of which goes to the 'Back on Track' scheme) to help reduce over 70,000 low-income households' bills\*\*.

\*To be eligible for the reduced back on track tariff customers must provide evidence that they have a low income, for example receiving working tax credits or other government support.

Typically, qualifying customers will be on a low income (usually less than £16,000 a year).

\*\*In addition to this, customers also contribute £1.80 per annum to a separate 'Help to Pay' tariff aimed at customers who are in receipt of Pension Credit; those eligible for this will have their annual bill capped at a set amount.

*Instruction text: Please be as detailed as possible.*

Page break: Yes

Title: Q13

Question type: Essay

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Unforce

**14. Question text: Were you aware of the United Utilities 'Back on Track' scheme before today?**

*Instruction text: Please select one*

Page break: Yes  
 Title: Q14  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes – and I knew what it was	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes – I'd heard of it, but didn't know much about it	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Question Text: Below you'll find a bit more information about a decision United Utilities needs to make about the 'Back on Track' scheme (in the white box below).**

**Please take a moment to read through before moving on.**

### United Utilities 'Back on Track'

For those really struggling to pay their water bills, United Utilities offers the 'Back on Track' tariff.

Those that qualify\* for the tariff get (on average) a 50% bill reduction.

United Utilities put over £13m towards funding this tariff last year. This is an ongoing commitment as part of the £71m support to be provided over the AMP.

Customers also contribute up to £5 each through water bills (100% of which goes to the 'Back on Track' scheme) to help reduce over 70,000 low-income households' bills\*\*.

\*To be eligible for the reduced back on track tariff customers must provide evidence that they have a low income, for example receiving working tax credits or other government support. Typically, qualifying customers will be on a low income (usually less than £16,000 a year).

\*\*In addition to this, customers also contribute £1.80 per annum to a separate 'Help to Pay' tariff aimed at customers who are in receipt of Pension Credit; those eligible for this will have their annual bill capped at a set amount.

**In 2020 the eligibility for this tariff was extended to include customers who have been financially impacted by Covid-19 and who either receive benefits or have a household income of less than £21,000 a year.**

**The impact of extending the scheme resulted in an extra £5 per annum (42p a month)\* on water bills for all customers who do not qualify for the 'Back on Track' scheme, in addition to the funding United Utilities put towards the scheme. This enabled an additional 70,000 customers to receive a more affordable bill.**

**By extending the eligibility of this tariff, it highlighted the need for further support for customers on low incomes who were just about managing. Covid-19 was an example of an event that triggered a change in a customer circumstance impacting their ability to keep up with their household bills. Customers are required to regularly re-validate their eligibility for the scheme, ensuring help goes to those who need it the most.**

**The company would like to keep this extended support provision in order to provide lower bills for such customer in the future. However, we could revert back to the original eligibility criteria and reduce annual charges for all other customers by around £5 a year (42p a month)\*.**

\*This is around 1% of average water bills.

Page break: Yes

Title: Info

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Insert full version of stim

**15. Question text: Does seeing that additional information about the decision United Utilities needs to make change how you feel about the scheme?**

[SHOW CLICKABLE/ENLARGABLE FULL VERSION STIM]

**United Utilities 'Back on Track'**

For those really struggling to pay their water bills, United Utilities offers the 'Back on Track' tariff.

Those that qualify\* for the tariff get (on average) a 50% bill reduction.

United Utilities put over £13m towards funding this tariff last year. This is an ongoing commitment as part of the £71m support to be provided over the AMP.

Customers also contribute up to £5 each through water bills (100% of which goes to the 'Back on Track' scheme) to help reduce over 70,000 low-income households' bills\*\*.

\*To be eligible for the reduced back on track tariff customers must provide evidence that they have a low income, for example receiving working tax credits or other government support. Typically, qualifying customers will be on a low income (usually less than £16,000 a year).

\*\*In addition to this, customers also contribute £1.80 per annum to a separate 'Help to Pay' tariff aimed at customers who are in receipt of Pension Credit; those eligible for this will have their annual bill capped at a set amount.

**In 2020 the eligibility for this tariff was extended to include customers who have been financially impacted by Covid-19 and who either receive benefits or have a household income of less than £21,000 a year.**

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**By extending the eligibility of this tariff, it highlighted the need for further support for customers on low incomes who were just about managing. Covid-19 was an example of an event that triggered a change in a customer circumstance impacting their ability to keep up with their household bills. Customers are required to regularly re-validate their eligibility for the scheme, ensuring help goes to those who need it the most.**

**The company would like to keep this extended support provision in order to provide lower bills for such customer in the future. However, we could revert back to the original eligibility criteria and reduce annual charges for all other customers by around £5 a year (42p a month)\*.**

\*This is around 1% of average water bills.



*Instruction text: Please select one*

Page break: Yes

Title: Q15

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**16. Question text: If you said 'yes', please let us know why this extra information changes how you feel about the scheme...**

*Instruction text: If it doesn't change how you feel just click 'continue'.*

Page break: No

Title: Q16

Question type: Essay

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Unforce



## 17. Question text:

Taking everything into account, do you think United Utilities should continue to offer the 'Back on Track' scheme to over 70,000 low-income households or revert back to the original eligibility criteria and reduce annual charges for all other customers?

As a reminder, the original eligibility is evidence that they have a low income, e.g. receiving working tax credits or other government support. Typically, an income less than £16,000 per year.

[SHOW CLICKABLE/ENLARGABLE FULL VERSION STIM]

### United Utilities 'Back on Track'

For those really struggling to pay their water bills, United Utilities offers the 'Back on Track' tariff.

Those that qualify\* for the tariff get (on average) a 50% bill reduction.

United Utilities put over £13m towards funding this tariff last year. This is an ongoing commitment as part of the £71m support to be provided over the AMP.

Customers also contribute up to £5 each through water bills (100% of which goes to the 'Back on Track' scheme) to help reduce over 70,000 low-income households' bills\*\*.

\*To be eligible for the reduced back on track tariff customers must provide evidence that they have a low income, for example receiving working tax credits or other government support. Typically, qualifying customers will be on a low income (usually less than £16,000 a year).

\*\*In addition to this, customers also contribute £1.80 per annum to a separate 'Help to Pay' tariff aimed at customers who are in receipt of Pension Credit; those eligible for this will have their annual bill capped at a set amount.

In 2020 the eligibility for this tariff was extended to include customers who have been financially impacted by Covid-19 and who either receive benefits or have a household income of less than £21,000 a year.

The impact of extending the scheme resulted in an extra £5 per annum (42p a month)\* on water bills for all customers who do not qualify for the 'Back on Track' scheme, in addition to the funding United Utilities put towards the scheme. This enabled an additional 70,000 customers to receive a more affordable bill.

By extending the eligibility of this tariff, it highlighted the need for further support for customers on low incomes who were just about managing. Covid-19 was an example of an event that triggered a change in a customer circumstance impacting their ability to keep up with their household bills. Customers are required to regularly re-validate their eligibility for the scheme, ensuring help goes to those who need it the most.

The company would like to keep this extended support provision in order to provide lower bills for such customer in the future. However, we could revert back to the original eligibility criteria and reduce annual charges for all other customers by around £5 a year (42p a month)\*.

\*This is around 1% of average water bills.

Instruction text: Select one

Page break: No

Title: Q17

Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
United Utilities should continue to offer the 'Back on Track' scheme to over 70,000 low-income households	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
United Utilities should revert back to the original eligibility criteria and reduce annual charges for all other customers	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't mind either way	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18. Question text: Please use the space below to share the main reasons why you think [INSERT Q17 RESPONSE].**

*Instruction text:*

Page break: Yes

Title: Q18

Question type: Essay

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Unforce

**19. Question text: Which (if any) of the following describe the reasons why you think United Utilities should continue to offer the 'Back on Track' scheme to an additional 70,000 low-income**

households, compared to those who would qualify for support under the existing eligibility criteria?

*Instruction text: Please select all that apply*

Page break: Yes

Title: Q19

Question type: Multi Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: SHOW IF Q17=1

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
Its helping those most in need	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These unprecedented times have identified that people need to support each other	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
£5 a year is a small amount to pay to help others	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The scheme is well explained	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
United Utilities are being transparent about how the money is used	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am in a position to be able to afford this contribution	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
United Utilities are doing their part by contributing	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another reason (please let us know what)	8	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
None of the above	9	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**20. Question text: Which (if any) of the following describe the reasons why you think United Utilities should revert back to the original eligibility criteria and reduce annual charges for all other customers by £5 per annum (42p per month)?**

*Instruction text: Please select all that apply*

Page break: Yes

Title: Q20

Question type: Multi Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: SHOW IF Q17=2

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
Everyone has to be responsible for their own spending and outgoings	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
United Utilities should cover the cost, not customers	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The scheme hasn't been well explained	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm struggling financially myself	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It feels like it's being imposed on customers	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm not convinced the money will go to those who need it most	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was fine to support people when the pandemic first hit, but it shouldn't be in place permanently	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are other schemes/support already available for people struggling with water bills	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another reason (please let us know what)	9	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
None of the above	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	11	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**21. Question text: You said that United Utilities should revert back to the original eligibility criteria and reduce annual charges for all other customers, based on the £5 per annum increase.**

**If the increase to customers' bills was £3 per annum (25 per month) instead, would you support the continuation of the scheme?**

*Instruction text: Select one*

Page break: Yes

Title: Q21

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: Ask all who reject continuation of the additional £5 contribution (Q17=2)

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes, I'd support the continuation of the scheme if it was £3 per annum	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No, United Utilities should still revert back to the original eligibility criteria and reduce annual charges for all other customers	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**22. Question text: And what if the contribution was £1 per annum (8p per month), would you support the continuation of the scheme?**

*Instruction text: Select one*

Page break: Yes

Title: Q22

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: Ask all who reject continuation based on £3 contribution (Q21=2)

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes, I'd support the continuation of the scheme if it was £3 per annum	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No, United Utilities should still revert back to the original eligibility criteria and reduce annual charges for all other customers	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Question Text: And that's all we wanted to cover today.**

**Thank you for taking part, your feedback is greatly appreciated.**

**Please click below to finish.**

Page break: Yes

Title: Close

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: REDIRECT TO <https://www.unitedutilities.com/>