



Questionnaire: WRMP24 Research – B2C



Client name:	United Utilities
Project name:	WRMP24 – HOUSEHOLD
Job number:	8209
Methodology:	Online

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 customers to understand more about your views on future water supplies and what this may mean for United Utilities.

We would really appreciate it if you could spare 20 minutes of your time to give your feedback which will be used to inform United Utilities' plans.

DJS Research is a Market Research Society partner and as such we operate in accordance with their Code of Conduct, which guarantees anonymity and there would be strictly no sales or other contact resulting from doing this survey.

If you have any concerns you can check our credentials with The Market Research Society by calling 0500 396 999, and you can view our privacy statement on our website <http://www.djsresearch.co.uk/content/page/terms>.

At the end of the survey, you will be given the chance to enter a free prize draw to win an iPad worth £330. Your survey response must be submitted by <date to be inserted> to be entered. The draw will take place within four weeks of the closing date and the winner will be notified via email or phone. DJS Research will administer the draw and the prize will be dispensed within four weeks of the draw taking place. Please note, the prize cannot be substituted for a cash alternative.

To start the survey, please press 'next' below.

**DP NOTE: Add United Utilities logo to intro page
Have CACI segments and Metered/unmetered as a hidden variables**

QUOTAS –TOTAL 600 INTERVIEWS

Quota breakdown available in questionnaire folder



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

S02.

Base: All respondents

Which company provides your household water and sewerage services? Please click here [\[INSERT SLIDE 1\]](#) to view a map if you are unsure of the area that United Utilities covers.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	United Utilities (both)		
2	United Utilities (water only)		
3	United Utilities (sewerage only)		Screen out
4	Other company (please specify)		Screen out
85	I'm not sure		Screen out

S03.

Base: All respondents

In which of part of the United Utilities region do you live?

SINGLE CODE

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



S04.

All respondents

Which of the following age groups do you fall into?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Under 18		Screen out
2	18-24		See quotas
3	25-34		See quotas
4	35-44		See quotas
5	45-54		See quotas
6	55-64		See quotas
7	65+		See quotas
87	Prefer not to say		Screen out

S05.

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		

S06.

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, principle officer in civil service/local government, etc.)	Code as B	
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office	Code as C1	



	worker, secretary, PA, foreman, salesperson, etc.)		
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	

S07.

Base: All respondents

Which of the following best describes how responsible you are for paying the water bill in your household?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I am the person most responsible and named on the bill		CONTINUE
2	I am the person most responsible but am not named on the bill		CONTINUE
3	I am jointly responsible and named on the bill		CONTINUE
4	I am jointly responsible but am not named on the bill		CONTINUE
5	I contribute but am not a named bill payer		CONTINUE IF ALSO CODING 2 AT S04
6	Not responsible		THANK & CLOSE



S08.

Base: All respondents

How much do you pay for your water/water and sewerage services?

NUMERIC RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		
87	Prefer not to say		

S08a.

Base: All respondents coding 85/87 at S08

Which of the following bands does your water/water and sewerage services fall into?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £13 per month	Less than £150 per year	
2	£13 - £16 per month	£151 - £200 per year	
3	£17 - £20 per month	£201 - £250 per year	
4	£21 - £24 per month	£251 - £300 per year	
5	£25 - £28 per month	£301 - £350 per year	
6	£29 - £32 per month	£351 - £400 per year	
7	£33 - £37 per month	£401 - £450 per year	
8	£38 - £41 per month	£451 - £500 per year	
9	£42 - £45 per month	£501 - £550 per year	
10	£46 - £50 per month	£551 - £600 per year	
11	£50 - £54 per month	£601 - £650 per year	
12	£55 - £59 per month	£651 - £700 per year	
13	£60 - £64 per month	£701 - £750 per year	
14	£65 - £69 per month	£751 - £800 per year	
15	Over £70 per month	Over £800 per year	
85	I'm not sure		
87	Prefer not to say		

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	Reducing carbon emissions		
2	Flooding		
3	Covid-19 pandemic		
4	Poverty and inequality		
5	Pollution		
6	Unemployment		
7	Future gas supplies and prices		
8	Future water supplies		

Q02.

Base: All respondents

I'd now like you to say if you've ever experienced or noticed any of the following situations whilst living in the North West of England

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Yes, within the last year		
2	Yes, 1-3 years ago		
3	Yes, more than 3 years ago		
4	Never		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Discoloured water		
2	Poor water taste or odour		
3	Sewer flooding inside your property		
4	Sewer flooding in outside but within your property boundary		
5	Low water pressure		
6	Restriction on how you can use water e.g. a hosepipe ban		
7	An instruction to boil your drinking water		



Q03.

Base: All respondents

Have you visited rivers, lakes, reservoirs, the sea in the North West of England for recreational purposes e.g. walking, fishing, swimming.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes, within the last year		
2	Yes, 1-3 years ago		
3	Yes, more than 3 years ago		
4	Never		
85	I'm not sure		

Q04.

Base: All respondents

How much do you agree or disagree with the following statements:

Please use a scale of 0 to 10 where 0 is Strongly disagree and 10 is Strongly agree.

0-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK.

RANDOMISE ORDER.

Statement number	Statement	Scripting notes	Routing
2	Protecting lakes, rivers, reservoirs, fish and other aquatic plants and wildlife is really important to me		
3	I am concerned about the impact of climate change on the natural environment in the North West		
4	I do more to save energy than I do to save water		
6	I worry about the amount of water available in my local area		
7	I don't think much about saving water, you just take it for granted really		

INFO1.

Base: All respondents

Please read the information below which provides some background on the water cycle and then click 'next' once done.

[INSERT SLIDE 2 - WATER CYCLE]



**PRIORITIES FOR INVESTMENT – WATER SUPPLY OPTIONS
PAIR WISE CHOICE EXPERIMENT**

Part of United Utilities’ role is to ensure that there is a sufficient supply of water to meet demand, and to take action to ensure that it maintains supplies during events such as extreme droughts.

Please read the information below which provides some background on 9 different options which United Utilities could consider in order to maintain the water supply for the North West. Please click ‘next’ once done.

Option 1: Catchment Management (UU)

UU can protect and enhance the water environment through managing the surrounding land through which water in any form (such as rain, melting snow or ice) drains into a body of water (i.e. a river, lake or reservoir).

Option 2: Recycle or “re-use” water indirectly (UU)

Treated wastewater from sewage treatment works would be recycled into a river or reservoir before it is treated to tap water standard and used for drinking water supply

Option 3: Take more water from under the ground (UU)

UU could increase the amount of water taken from under the ground by finding new groundwater sources. This water is naturally replaced when it rains.

Option 4: Increase the size of existing reservoirs (UU)

The size of reservoirs can be increased to store more water. This means that more water can be collected and stored when water is plentiful and used when it is not.

Option 5: Surface water (UU)

UU could increase the amount of water taken from rivers and lakes.

Option 6: Increase capacity of water treatment works (UU)

UU could increase the capacity of existing water treatment works. This would allow more water to be abstracted from existing sources.

Option 7: Transfer water from other regions (UU)

Use surplus water from other regions and transfer this into our region to help supply United Utilities customers.

Option 8: Reduce leakage

XXXXXXXXXXXXXXXXXXXX

Option 9: Install more water meters

XXXXXXXXXXXXXXXXXXXX



Q05.

Base: All respondents

Taking into account the various impacts of each of these options, which of these would you pick as a priority for maintaining water supplies in the North West?

Please rank your top 2.

Please type '1' into your first choice, '2' into your second.

DRAG AND DROP RANK EXERCISE

Code	Statement list	Scripting notes	Routing
1	Catchment Management		
2	Recycle or "re-use" water indirectly		
3	Take more water from under the ground		
4	Increase the size of existing reservoirs		
5	Surface water		
6	Increase capacity of water treatment works		
7	Transfer water from other regions		
8	Reduce leakage		
9	Install more water meters		

Q05a.

Base: All respondents

Why have you picked those as your top 2 choices? Please provide as much detail as possible.

OPEN RESPONSE

Code	Statement list	Scripting notes	Routing
85	Don't know		

Q06.

Base: All respondents

In this next exercise you'll be shown a pair of different options for managing water supplies, you simply need to tell us which of the two options you prefer.



	Option 1 (e.g. Catchment Management)	Option 2 (e.g. Increase capacity of water treatment works)
Relative cost	£	££
Carbon	No significant impact	Moderate increase equivalent to the emissions of around 75 households per year.
Flood risk	Moderate reduction	No significant impact
Human & social wellbeing	Moderate positive impact	No significant impact
Habitats for native wildlife and plants	Moderate positive impact	No significant impact
River flows and water quality	Moderate improvement	No significant impact
Bill impact		

Which option do you prefer?	Option 1	Option 2	Can't decide

REPEAT EXERCISE FOR REQUIRED NUMBER OF PAIRS AS STIPULATED BY PAUL

Q07.

Base: All respondents

After having gone through that exercise, did you feel able to make comparisons between the choices that were presented to you?

SINGLE CODE

Code	Statement list	Scripting notes	Routing
1	Yes		
2	No		

Q08.

Base: All respondents coding 2 (no) at Q07

Why weren't you able to make comparisons between the choices presented to you?

OPEN RESPONSE



Code	Statement list	Scripting notes	Routing
1			



PRIORITIES FOR INVESTMENT – TUBs and EXTREME MEASURES

INFO2.

Base: All respondents

Please read the information below which provides some background on an issue UU currently faces. This is an opportunity for you and other UU customers to influence how UU will potentially resolve this issue.

United Utilities supplies water every day to a population approaching seven million people and at present UU is able to maintain a balance of water supply and demand. However, there are a number of future challenges that could threaten this balance, or impact UU's resilience, including:

- Growing population
- Predicted climate change
- Environmental legislation which will restrict UU taking water from the environment, meaning that in the future there will be less water in the sources, such as lakes and rivers, that UU currently takes water from.

In the event of a drought, UU will do several things to ensure that customers' water supplies are affected as little as possible. This could include water restrictions to customers to help safeguard remaining supplies.

Please press 'next' to continue.

NEW SCREEN

In the next question we are going to talk about two types of customer restrictions and how often they could occur.

In dry conditions, when it appears as though a severe drought may develop, we will look to implement temporary use bans, or TUBs. Formerly known as hosepipe bans, TUBs restrict a number of domestic activities involving the use of a hosepipe, as well as other activities such as filling swimming and paddling pools. Currently, there is a 5% risk of temporary use bans happening each year, which translates to a 23% risk of happening at least once in the next 5 years.

INSERT SHOWCARD ON TUBs

Compared to other water companies this risk is at the higher end of the spectrum. The best performing nearby water company is South Staffordshire Water, with a risk of 12% over 5 years. In other parts of England this risk is as low as 5%. Through raising customer bills slightly we could invest to reduce the risk of TUBs to similar levels.

In the event of an extreme drought, if normal water sources became fully depleted, it could be difficult to supply water directly to customers' taps. As a result, much more serious emergency measures such as mobile water tanks, known as bowsers, could be brought in to provide customers with water. We could also implement standpipes, which are freestanding pipes with taps in the street, or rota cuts when water would only be available at certain times.

As these restrictions are more extreme there is therefore a smaller chance of them occurring. As a result of this, in this scenario we have provided the percentage chance of it happening at least once in the next 25 years. The government has recently introduced a new requirement that by 2039 we must reduce the chance of these emergency measures occurring at least once in 25 years to no more than 5%. However, through raising



customer bills slightly we could go further and invest to deliver this increased level of protection against emergency measures much sooner than 2039.

Q09a.

Base: All respondents

You will now be shown three different options for how frequently a TUBs restriction (hosepipe, swimming and paddling pools, etc.) could occur, along with an associated bill impact for achieving this. You simply need to tell us which of the three options you prefer.

	Option 1 – Current level of service	Option 2 – Aligned to best in Region	Option 3 – Aligned to best in England
TUBs	23% chance of happening at least once in the next 5 years	12% chance of happening at least once in the next 5 years	5% chance of happening at least once in the next 5 years
Bill impact	£0.00		

Which option do you prefer?	Option 1	Option 2	Option 3	Can't decide

Q09b.

Base: All respondents

Thank you. Now the different options indicate how quickly United Utilities could have preventative measures in place to reduce the likelihood of an extreme event meaning no water was available from household taps for a duration of at least one day.

The current risk of these restrictions taking place at least once in the next 25 years is 12%. With additional investment we can reduce this to 5%. A bill impact for achieving this level of resilience as soon as possible is also shown. You simply need to tell us which of the two options you prefer.

	Option 1	Option 2
	Wait until 2039 to have improved level of resilience in place (12% chance of emergency restrictions before 2039)	As soon as possible , have improved level of resilience in place (5% chance of emergency restrictions before 2039)
Bill impact	£0.00	



Which option do you prefer?	Option 1	Option 2	Can't decide
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CLASSIFICATION QUESTIONS

To finish the survey, please could you provide a little more information about yourself and your household. This information will be treated as confidential and help check that we have surveyed a wide range of customers across the United Utilities region.

C01

All respondents

Thinking about all the people in your household, including yourself, please indicate how many people there in each of the following age groups:

GRID

Code	Answer list	Scripting notes	Routing
1	Up to 5 years		
2	Between 5 – 15 years		
3	Between 16 – 64 years		
4	65+		

Code	Answer list	Scripting notes	Routing
0	None		
1	1		
2	2		
3	3		
4	4		
5	5+		

C02

All respondents

What is the highest level of education you have achieved so far?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	No formal qualifications		
2	High school (e.g. GCSEs or equivalent)		
3	Further education (e.g. AS/A Level or equivalent)		
4	Higher education (e.g. degree or equivalent)		
5	Post graduate education (e.g MBA)		
80	Other (<i>please specify</i>)		
86	Prefer not to say		



C03.

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	

C04.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
100	White	HEADER ONLY QUOTA: WHITE	CONTINUE
1	English/Welsh/Scottish/Northern Irish/British		
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
200	Mixed / multiple ethnic groups	HEADER ONLY QUOTA: BAME	
5	White & Black Caribbean		
6	White & Black African		
7	White and Asian		
8	Other Mixed background		
300	Asian / Asian British	HEADER ONLY QUOTA: BAME	
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
400	Black/ African/Caribbean/Black British	HEADER ONLY QUOTA: BAME	
14	African		
15	Caribbean		
16	Other Black/African/Caribbean background		
500	Other	HEADER ONLY QUOTA: BAME	
17	Arab		
80	Other ethnic group (please describe)	TEXT RESPONSE	
86	Prefer not to say		

C05

All respondents



Which of the following income bands does your total household income fall into?
Please take into account earnings before tax and other deductions.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £5,000		
2	£5,000 to £9,999		
3	£10,000 to £14,999		
4	£15,000 to £19,999		
5	£20,000 to £24,999		
6	£25,000 to £29,999		
7	£30,000 to £34,999		
8	£35,000 to £39,999		
9	£40,000 to £44,999		
10	£45,000 to £49,999		
11	£50,000 to £59,999		
12	£60,000 to £79,999		
13	£80,000 to £89,999		
14	£90,000 and over		
85	Don't know		
86	Prefer not to say		

C05a

All respondents

Are you or anyone in your household in receipt of any means tested benefits e.g. income support, job seekers allowance, universal credit or pension credit?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
86	Prefer not to say		

C06

All respondents

Which of the following best describes your financial position?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I never struggle to pay my household bills		
2	I sometimes struggle to pay my household bills but I usually manage to keep on top of it.		
3	I struggle to pay my household bills and I am often behind in my payments		
4	I always struggle to pay my household bills and I am often behind in my payments		



85	Don't know		
86	I would rather not say		

C07.

Base: All respondents

Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	-	
2	No	-	