

United Utilities – Affordability support

webpage testing (Route A and B)

Online survey

Introduction

Show to all

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

United Utilities has multiple pages on its website designed to provide customers with information on support available for their bill. United Utilities would like your feedback on the information provided, as well as the language used on the webpages.

Throughout this survey, you will be shown different sections of webpages and asked to provide your feedback. Please give as much detail as possible throughout the survey, as your feedback will influence decisions United Utilities makes in the future.

Privacy policies

Show to In the Flow members

Members who participate in surveys on In the Flow are given the option at the end of the survey to enter a prize draw for a chance to win 1 of 4 £25 Love2Shop vouchers. If they win a prize, entrants will be contacted by email by a member of the Explain team.

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

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

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

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

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

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

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

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

Show to panel respondents

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

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

Eligibility and profile screener

Ask to panel respondents

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

Screen out all other than 4

1. South East
2. South West
3. West Midlands
4. North West
5. North East
6. Yorkshire and Humber
7. East Midlands
8. East England
9. Scotland
10. Northern Ireland
11. Wales
12. London
13. Don't know

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

Quotas set on all

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

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

Quotas set on all. Screen out on 1

1. Under 18

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

SQ4. What is your ethnicity?

1. Asian – Bangladeshi
2. Asian – Indian
3. Black or Black British – African
4. Black or Black British – Caribbean
5. Mixed – Any other mixed background
6. Mixed – White and Asian
7. White – Any other white background
8. White – English/Welsh/Scottish/Northern Irish/British

SQ5. Do you currently have a water meter installed at your home? We need to know this to ensure you are provided with relevant areas of the website.

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

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

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

Quotas set on all. Screen out DK

Ask to all panel and community members

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

SQ6. How would you describe yourself?

Quotas set on all

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

SQ7. How would you rate your technical ability when it comes to using online tools?

Ask to all panel and community members

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

SQ8: Can you confirm which of these applies to you?

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

SQ9. Do any of the following apply to you? We would like to collect this information to ensure that a variety of needs is represented in the study, but you do not need to answer if you do not wish to. Please select all that apply.

Ask to all panel and community members

1. I or another member of my household is disabled or has a debilitating illness
2. I or another member of my household 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 is over 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

[Show to all](#)

Thank you for taking part in our survey. This survey is being conducted by Explain Research. It should take approximately 10–15 minutes to complete.

United Utilities has multiple pages on its website designed to provide customers with information and support when they are having difficulty paying their water bills. United Utilities would like your feedback on the information provided, as well as the language used on the webpages.

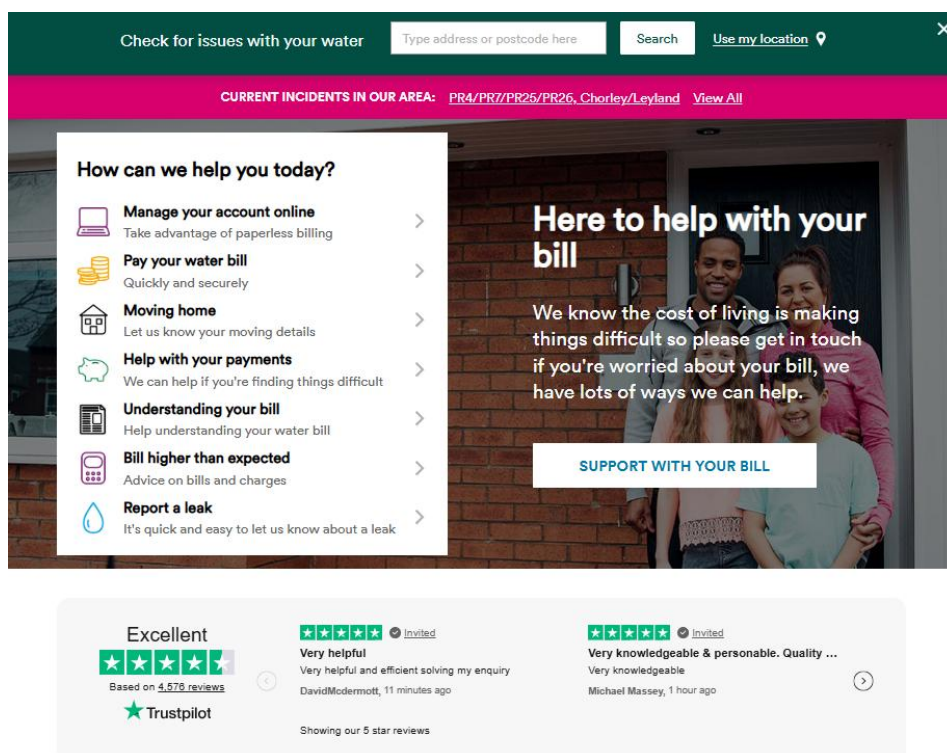
Throughout this survey, you will be shown different sections of a webpage and asked to provide your feedback. Please give as much detail as possible throughout the survey, as your feedback will influence future decisions.

Show to all

United Utilities - Water for the North West

Below is the landing page you would be presented with as you look for more information on your bill and financial support.

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



Building a stronger, greener and healthier North West

We're delivering the North West's biggest upgrade to water services in over a century - supporting communities across Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside who live, work, and play here.

See how £13 billion is being invested in your area to modernise pipes and treatment works, cut storm overflows, improve water quality, reduce leakage, and protect and enhance local rivers and bathing waters.

PLANNED UPGRADES

Our BIG North West Upgrade





Save water, energy & money

Our free water saving gadgets can knock pounds off your water AND energy bills!

START SAVING



Register for Priority Services

Priority Services is free and allows us to help our customers who need additional support.

REGISTER NOW



Cheaper with a meter

Our lowest bill guarantee means it's easier than ever to reduce your bill with a meter.

APPLY NOW



Understanding your bill

Let us explain how we calculate the cost of your water and wastewater services. Jargon not included!

YOUR BILL EXPLAINED

2. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements?
 - The language is easy to understand
 - The tone of the language is just right
 - It provides the right level of context to understand the information on the webpage
 - It provides the right amount of information to direct me to the billing information I need

3. Do you feel there is any content missing from this section of the webpage?
 - Yes
 - No
 - Unsure

- 3a. [If yes to Q3] What content do you think should be included?
 - Open

Route A

[All about your bill | United Utilities](#)

Below is the webpage you would be presented if you were looking for more information on your water bill.

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

[Home](#) | [My Account](#) | Your bill

Your Bill

We think it's a good thing to know exactly what you pay for in life and your water bill is no exception. In this section we've included an explanation of your bill, the services you pay for and the different ways you can pay your bill.



Don't forget to download our handy guide on how to save money on your bills as well as information about the services you pay for. There's a version [if you don't have a water meter \(PDF 2.80 MB opens in new window\)](#) and one if you [have a water meter \(PDF 3.20 MB opens in new window\)](#).

Understanding your bill

Let us explain how we calculate the cost of your water and wastewater services.

[YOUR BILL EXPLAINED](#)

Bill higher than expected

If you have a water meter and your bill is higher than normal, click here to find out why.

[ADVICE HERE](#)

Difficulty paying your bill

If you're having trouble paying your bill, get in touch and find out how we can support you.

[STRUGGLING TO PAY](#)

Our 2026/27 charges explained

Household charges for metered and unmetered customers for 2026/27.

[OUR CHARGES 2026/27](#)

Our 2025/26 charges explained

Household charges for metered and unmetered customers for 2025/26.

[OUR CHARGES 2025/26](#)

Our previous charges explained

You can find a list of our household charges for previous years here.

[PREVIOUS CHARGES](#)

Ways to pay your water bill

Find out more about all the ways you can pay your water bill by clicking the link below.

[WAYS TO PAY](#)

Apply for a water meter

We're pleased you're interested in applying for a water meter, they're a great way to save money.

[APPLY NOW](#)

Rateable value explained

If you don't have a water meter, we use your home's rateable value to calculate your bill.

[FIND OUT MORE](#)

You might also be interested in...



Set up a Direct Debit

Setting up a Direct Debit allows you to spread your water bill payments over the year rather than paying one lump sum. We'll even knock £5 off your annual bill.



Got a question about your bill?

If you have a question about your bill, click there to view our frequently asked questions.

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

- The language is easy to understand
- The tone of the language is just right
- It provides the right level of context to understand the information on the webpage
- It provides the right amount of information to direct me to the billing information I need

6. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

6a. [If yes to Q6] What content do you think should be included?

- Open

[Difficulty paying your bill | United Utilities](#)

7. You then navigate to a page for more information when having trouble paying bills. Click on the below image of the webpage selecting which parts you like or dislike and when prompted, please tell us why, being as specific as possible. Please provide as much detail as possible when answering the questions and take into consideration the tone of the language, how easy it is to understand, the layout and how useful the information provided would be if you were looking for support with your bill.

[Home](#) | [My Account](#) | [Your bill](#) | Difficulty paying your bill?

Difficulty paying your bill?

We know it's a difficult time for many households due to the cost of living and we're all feeling the pinch. We really don't want you to worry about your water bill so please get in touch if you're having payment difficulties so we are aware of this and can provide the right support.



Find the support that's right for you

Everyone needs a little help sometimes and we offer lots of different support options to those struggling with their bills. Click the button below and we'll make sure you're on the best support scheme for you.

[Apply for support](#)

If you'd prefer to speak to someone, please call us on [0800 072 6765](#). Our friendly advisors are ready to discuss the support available to help lower your bill and make your water payments more affordable.

Support with your water bill

We are already helping more than 380,000 customers with their water bills so you're not alone. Our video explains more about the help we can provide.

The best way to apply for support is to complete our online form using the link below or call us on **0800 072 6765**.

[APPLY FOR SUPPORT](#)

Struggling to pay your water bill British Sign Language Interpreter

United Utilities



Watch on [YouTube](#)

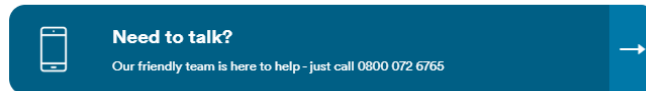
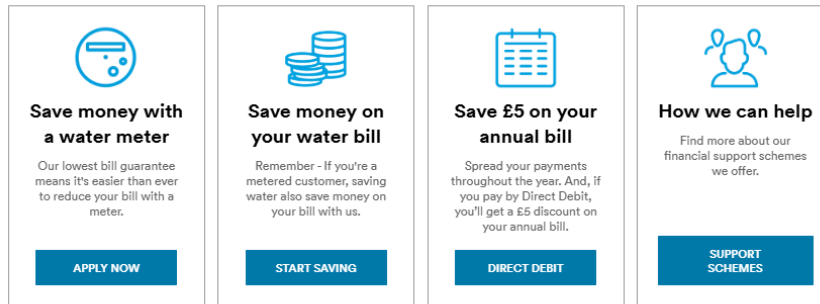
 [Visit the Hardship Hub for details on support services offered by organisations across the North West.](#) [→](#)

Other ways to save money on your water bill

Help managing your money

We've included information below on FREE independent support available to help tackle your debts, useful information on how to keep your credit score healthy.

[Money management advice](#)



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

- The language is easy to understand
- The tone of the language is just right
- It provides the right level of context to understand the information on the webpage
- It provides the right amount of information to direct me to the information I need

9. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

9a. [If yes to Q9] What content do you think should be included?

- Open

Payment breaks explanation

You will now be shown a webpage that you would be presented if you were looking to apply for support with your payments.

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

Payment break

Financial support for life's surprises

There can be times when it's a struggle to make ends meet. This is often due to losing your job, not being able to work because of illness or you need to pay out for an unexpected household emergency.

At United Utilities, we understand that some of what life throws at you can make paying your household bills a real problem. That's why we introduced our 'Payment Break' scheme to support customers who need our help when they're struggling to pay their bills.



It works by us delaying your water bill payments for a set period of time which we agree in advance. Then, when you're ready to start paying your water bills again, we spread your delayed payments over a longer period to help you catch up and not fall into debt with your water bill.

It's specifically aimed at our customers who are on means-tested benefits or whose combined annual household income is below £22,500. The eligibility criteria is shown below.

How to apply

To apply for a Payment Break please call us on [0800 072 6765](tel:0800 072 6765). Please make sure you meet our eligibility rules (shown below) before applying.

Eligibility rules

Our Payment Break scheme is aimed at customers with a combined household income of less than £22,500 or who receive one of the following means-tested benefits:

- Council tax reduction (but not single person discount)
- Housing Benefit
- Income Support/Income Based Job Seekers Allowance
- Pension Credit
- Income related Employment Support Allowance
- Working tax credits
- Universal Credit

Examples of significant life events

There are many reasons for additional pressure being placed on household income - we've outlined some of the main reasons here but our advice would be to call us so that we can understand your specific circumstances:

- A temporary drop in income, for example a gap between jobs, maternity leave, transitioning onto Universal Credit or as a result of benefit sanctions
 - An unexpected expense such as a boiler breakdown, mechanical failure or unplanned large bill
 - A personal illness or injury that prevents you from working for a period of time
 - A personal life event such as a family bereavement, divorce or family illness
- The scheme is not suitable if you're already behind with your water bill payments. If you're already in arrears, you may be eligible for other financial support which could include us reducing your water bill, please call us on [0800 072 6765](tel:0800 072 6765) to discuss this.

11. Using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements?
- The language is easy to understand
 - The tone of the language is just right

- It provides the right level of context to understand the information on the webpage
- It provides the right amount of information to direct me to the bill support information I need

12. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

12a. [If yes to Q12] What content do you think should be included?

- Open

20. Taking all into account, using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

- The language used is easy to understand
- The tone of the language is 'just right'
- The layout makes it easy to access the relevant information
- It provides the correct level of information to help me navigate to the relevant parts of the webpage
- It provides all the relevant information I would need if I was experiencing difficulty paying my water bill

21. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

21a. [If yes to Q21] What content do you think should be included?

- Open

22. Is there anything on this webpage that you did not understand?

- Yes
- No
- Unsure

22a. [If yes to Q22] Please specify which aspects of the webpage you found difficult to understand.

- Open

22b. [If yes to Q22] Where might you go to find any missing information?

- Look further into the website
- Call United Utilities
- Search elsewhere online

Other (Please specify)

Route B

[Help with managing your money | United Utilities](#)

You will now be shown a page that would be presented to you if you were looking for information on support with payments.

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

[Home](#) | [My Account](#) | [Your bill](#) | [Difficulty paying your bill?](#) | [Help with managing your money](#)

Help managing your money

If you're struggling with your household bills and finding yourself behind with payments, please don't panic. There are lots of organisations out there who can provide free independent advice to give you a helping hand out of debt. We've provided details below – please check out their websites so you can see how they can help.



 Visit the Hardship Hub for details on support services offered by organisations across the North West. 

Free debt advice is only a click away

If you're worried about money or finding it difficult to keep up with bills, **there's free and confidential debt advice available across the UK.**

 Money Helper MoneyHelper's free debt advice tool connects you with trusted, government-backed advice services. SUPPORT HERE	 Money Wellness Money Wellness offers confidential guidance and debt-solution support online and by phone. ADVICE HERE	 National Debtline A long-established charity providing free, independent debt advice via phone, webchat and online tools. FIND OUT MORE	 Citizens Advice Offers in-person support across England, Wales and Scotland, alongside telephone and online help. SUPPORT HERE
 StepChange StepChange provides free, expert advice to help you out of debt. Their online Debt Remedy tool provides tailored debt advice in around 20 mins. FIND OUT MORE	 PayPlan PayPlan have spent over 20 years helping people out of debt. Not only will they help you become debt free but will deal with creditors on your behalf. ADVICE HERE	 Turn2Us Turn2Us offers free tools to help you get back on track. Their benefits calculator and grant search let you check what support, benefits or grants you could claim. SUPPORT HERE	 Ofgem If you're struggling with gas or electricity bills, their website explains what support is available to help with payments. FIND OUT MORE

Find the support that's right for you

Everyone needs a little help sometimes and we offer lots of different support options to those struggling with their bills. Click the button below and we'll make sure you're on the best support scheme for you.

 [Apply for support](#) 

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

- The language is easy to understand
- The tone of the language is just right
- It provides the right level of context to understand the information on the webpage
- It provides the right amount of information to direct me to the financial support information I need

15. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

15a. [If yes to Q15] What content do you think should be included?

- Open

[How we can help with your bill | United Utilities](#)

This page offers information on how to get support paying your bill.

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

[Home](#) | [My Account](#) | [Your bill](#) | [Difficulty paying your bill?](#) | [How we can help](#)

Financial support with your bills

If you're having difficulties paying your water bill, please let us know. We really don't want you to worry about your bill and we have lots of ways we can make your payments more affordable. We've included details below about the financial support schemes we have available.





Back on track

If you're finding it difficult to pay your bill and you're either receiving benefits or on a low income following a recent change in financial circumstances, we can help.

[BACK ON TRACK](#)



Bill cap – WaterSure and WaterSure Plus

If you have a water meter and receive benefits, and use a lot of water due to ill health or having a large family, our WaterSure scheme caps your annual bill, regardless of how much water you use.

[WATERSURE](#)



Low income pensioner discount

Our Help to Pay scheme provides a bill discount for low income pensioners receiving Pension Credit.

[HELP TO PAY](#)



Low Income Water Discount

Our Low Income Water Discount provides an annual discount for customers with a low household income to help make their water bills more affordable.

LOW INCOME DISCOUNT



Debt support – Payment Matching

If you need debt support, our Payment Matching scheme means that for every £1 you pay, we'll match it with £1 too, with our contribution increasing to £2 if you continue to make payments until your debt is cleared.

APPLY ONLINE



Financial Hardship Trust Fund

If you're experiencing financial hardship, you may be eligible for a one-off payment from our independent Trust Fund to help clear your debts and give you a fresh start.

VISIT THE TRUST



Switching to Universal Credit?

We can help with your water bill payments when transferring to Universal Credit.

UNIVERSAL CREDIT



Payment break

There can be times when it's a struggle to make ends meet. This is often due to losing your job, not being able to work because of illness or you need to pay out for an unexpected household emergency.

PAYMENT BREAK



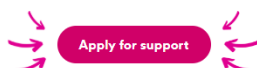
Payments that fit around your life... with PayAsUGo

Not everyone is lucky enough to be paid regularly. Some people would rather have more control over the amounts they pay and when, so it better reflects their particular circumstances.

PAY AS U GO

Find the support that's right for you

Everyone needs a little help sometimes and we offer lots of different support options to those struggling with their bills. Click the button below and we'll make sure you're on the best support scheme for you.



If you'd prefer to speak to someone, please call us on [0800 072 6765](tel:0800 072 6765). Our friendly advisors are ready to discuss the support available to help lower your bill and make your water payments more affordable.



You might also want to look at...

Free Independent Advice Information for organisations that can help you get out of debt. FREE ADVICE HERE	Improve your credit score Help and tips to improve your credit score YOUR CREDIT SCORE	How we have helped others Read about how we have helped people like you CASE STUDIES	Cheaper with a meter See how much you can save with a water meter APPLY FOR A METER
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Water without worry

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

- The language is easy to understand
- The tone of the language is just right

- It provides the right level of context to understand the information on the webpage
- It provides the right amount of information to direct me to the financial support information I need

18. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

18a. [If yes to Q18] What content do you think should be included?

- Open

23. Taking all into account, using a scale of 1-5, where 1 is strongly disagree and 5 is strongly agree, how much do you agree or disagree with the following statements after reviewing this section of the webpage?

- The language used is easy to understand
- The tone of the language is 'just right'
- The layout makes it easy to access the relevant information
- It provides the correct level of information to help me navigate to the relevant parts of the webpage
- It provides all the relevant information I would need if I was looking for support with my water bill payments

24. Do you feel there is any content missing from this section of the webpage?

- Yes
- No
- Unsure

24a. [If yes to Q24] What content do you think should be included?

- Open

25. Is there anything on this webpage that you did not understand?

- Yes
- No
- Unsure

25a. [If yes to Q25] Please specify which aspects of the webpage you found difficult to understand.

- Open

25b. [If yes to Q25] Where might you go to find any missing information?

- Look further into the website
- Call United Utilities
- Search elsewhere online
- Other (Please specify)

Outro

For ITF:

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

For panel:

Thank you for taking part in our survey. This research is hugely important to United Utilities and will help shape the information used on the 'United Utilities' website.

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

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