
Questionnaire: WRMP Acceptability Research



Client name:	United Utilities
Project name:	DWMP Acceptability HOUSEHOLD
Job number:	8764
Methodology:	V6

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).	
Routing, ordering	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
	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?	
Language	Are answer lists ordered or randomized appropriately?	
	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)?	
NR	Do the answer codes of closed questions relate directly to the question?	
	Have options for 'other, don't know etc.' been deployed appropriately?	
Code labels	Do all sensitive or personal questions include 'Prefer not to say'?	
	Are answer options coded correctly (Unique, sequential order 1~79)	
Quality	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) 	
	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 who provides water and wastewater services to the North West of England. They would like to hear from customers to understand more about their views on how best to manage wastewater in the future.

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' future 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>.

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

QUOTAS –TOTAL 800 INTERVIEWS

Quota breakdown available in questionnaire folder

Regions	Count	%
Cumbria	77	10%
Greater Manchester	289	36%
Lancashire	170	21%
Merseyside	136	17%
Cheshire	128	16%
Age	Count	%
18-34	128	16%
35-44	144	18%
45-54	160	20%
55-64	152	19%
65+	216	27%
Gender	Count	%
Male	392	49%
Female	408	51%

Commented [G1]: Will customer associate 'water supplier' with 'managing wastewater'?

Commented [FJ2R1]: Jamie – as discussed in the email can we change it to UU who provides water and wastewater services

SEG	Count	%
AB	176	22%
C1	248	31%
C2	168	21%
DE	208	26%
Metering	Count	%
Metered	376	47%
Unmetered	424	53%

Commented [AS3]: Amended as per comment on S09

SCREENER QUESTIONS

INFO1

To start with, we would like to find out a bit more about you so we can check you fit the criteria for the research.

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		Continue
2	Advertising		Continue
3	Market Research		Screen out
4	Public Relations		Continue
5	Water and wastewater industry		Screen out
87	None of the above		Continue

S01a.

Base: CAPI only

Approximately how many hours would you say you spent online in the last week?

This includes the time you are online at home, at your workplace, your place of education or anywhere else on any device.

SINGLECODE

Code	Answer list	Scripting notes	Routing
1	None		
2	1-4 hours		
3	5-9 hours		
4	10-19 hours		
5	20-29 hours		SCREEN OUT
6	30-39 hours		SCREEN OUT
7	40 hours or more		SCREEN OUT

IF SCREEN OUT:

United Utilities is interested in capturing the views of customers who are online and offline. We have already spoken to the required number of customers who spend 20+ hours online so we won't need to take up any more of your time. THANK & CLOSE.

Commented [G4]: Are prospective customers told they need to go through screener questions to see if they fit the specific criteria for the research etc?

Commented [FJ5R4]: Will they be notified in the recruitment stage?

Commented [FJ6R4]: DJS can you confirm this?

Commented [G7]: What are the reasons for the screen out routings in S01 and SO1a?

Commented [FJ8R7]: As discussed in email, can we have a generic response

Commented [FJ9R7]: We don't necessarily need to omit them, just explain why we do it?

Commented [FJ10]: Can we provide a generic response on why we ask and then screen out

S02

Base: All respondents

Do United Utilities provide your household water and sewerage services?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	United Utilities (both)		
2	United Utilities (water only)		Screen out
3	United Utilities (sewerage only)		
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

Base: All respondents

Would you describe where you live as?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	An inner-city area		
2	A suburban area		
3	A town		
4	A village		
5	Rural/countryside		

S05.

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

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, principle officer in civil service/local government, etc.)	Code as B	
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 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

Commented [G11]: Does this question not exclude the Future Bill Payers?

Commented [FJ12R11]: Good point – Jamie can we ensure FBP aren't routed out as this point? Perhaps change the base

Commented [AS13R11]: The FBP will have a different script and we're targeting them via a separate panel

4	I am jointly responsible but am not named on the bill		CONTINUE
5	I contribute but am not a named bill payer		CONTINUE
6	Not responsible		THANK & CLOSE

S09.

Base: All respondents

Do you have a water meter – i.e. is your water bill based on a meter reading?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		CONTINUE
2	No		CONTINUE
85	Don't know		THANK & CLOSE

Commented [G14]: Is the proportion of metered to non metered participants, the same as in the proposal, i.e. (37% metered, 63% unmetered?) If yes could you explain why this is split.

Commented [FJ15R14]: Same as WRMP we will be aiming for a sample of 47% metered as representative of NW region

S10.

Base: All respondents

How much do you pay for your water and sewerage services? Please select per month or per year along with your amount.

NUMERIC RESPONSE

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

S011.

Base: All respondents coding 85/87 at S10

Which of the following bands does your bill for water and sewerage services fall into? The monthly amounts assume that the bill is paid over a 12-month period, but some customers pay over a different number of months.

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 - £25 per month	£251 - £300 per year		
5	£26 - £29 per month	£301 - £350 per year		
6	£30 - £33 per month	£351 - £400 per year		
7	£34 - £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	£51 - £54 per month	£601 - £650 per year		
12	£55 - £58 per month	£651 - £700 per year		
13	£59 - £62 per month	£701 - £750 per year		
14	£63 - £66 per month	£751 - £800 per year		
15	Over £66 per month	Over £800 per year		
85	I'm not sure			
87	Prefer not to say			

UU NEW SCREEN - SHOW IF DON'T KNOW BILL AMOUNT AT S10 and S011

The average monthly bill for a United Utilities customer is £35.17.

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	1 - Not at all concerned		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 - Extremely concerned		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Reducing carbon emissions		
2	Flooding		
4	Food prices		
5	Pollution		
7	Future gas supplies and energy prices		
8	The availability of future water supplies		
9	Conservation / loss and creation of natural habitats		

Commented [G16]: Could there be a question re creation of new habitats here, linked to UU's key 'environment' area. This could be helpful re considering the design of future solutions.

Commented [FJ17R16]: Jamie can we change to conservation / loss and creation of natural habitats

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 outside but within your property boundary		
10	Sewer flooding outside of 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		
8	Interruptions to water supply		
9	Inconvenienced by limescale		

Commented [G18]: What about sewer flooding outside property boundary?

Commented [FJ19R18]: Jamie, please can we add

Q03 Base: All respondents

How frequently do you visit rivers, lakes, reservoirs or the sea in the North West of England for recreational purposes e.g. walking, fishing, swimming, canoeing or paddle boarding?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Most days		
2	A few times a week		
3	At least once a week		
4	Around once a fortnight		
5	Around once a month		
6	Between once a month and every 3 months		
7	Between every 3 months and once a year		
8	Less frequently than once a year		
87	I have never visited or used this type of outdoor space		
85	Don't know / can't remember		

Q04 Base: All respondents

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

Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER.

Code	Answer list	Scripting notes	Routing
1	1 – Strongly disagree		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Strongly agree		
85	I’m not sure		

Statement number	Statement	Scripting notes	Routing
1	Protecting lakes, rivers, reservoirs, fish and other aquatic plants and wildlife is really important to me		
2	I am concerned about the impact of climate change on the natural environment in the North West region		
5	I actively encourage family/friends/colleagues to be more environmentally conscious		

Commented [G20]: Is there an assumption here that someone who encourages friends/colleagues to be more environmentally conscious, are indeed environmentally conscious themselves?

Commented [FJ21R20]: Yes that is the assumption – Jamie is the question used in this manner?

Commented [AS22R20]: Yes Jenny and it assumes that they are more actively than passively environmentally conscious

INFO2**Base: All respondents**

Wastewater, whether it comes from flushing the toilet or from rain falling onto roofs and roads, needs to be collected, treated, and sent safely back to the environment.

However, going forward the North West faces the following challenges in how wastewater is managed:

- A changing climate – this is causing drier summers, which is affecting our water supplies, while the frequency of heavy rainfall and storms is also predicted to increase, which could result in more flooding and more spills from sewer overflows.
- More extreme weather events – more rainfall and drought will put extra pressure on the sewer system due to the fact that many of the sewers in England were built to carry both sewage and rainfall, which means that in periods of heavy or prolonged rainfall, sewers can overflow.
- A growing population – more people means there will be more wastewater to manage.
- Urban development – gardens and other green spaces are often built on or paved over increasing the amount and speed of rainwater running off roofs and roads into sewers. This can cause a higher frequency and volume of spills and flooding.
- Structural failures – sewers and pipes may collapse due to their state of repair, causing flooding and a disruption to service.
- Blockages – sewers can also become clogged up from flushing the wrong things down toilets and disposing of fats and oils down sinks and drains. Over time, these items can clump together and create fatbergs which block sewers.

To deal with these challenges, United Utilities is consulting experts, stakeholders and customers to develop a 25-year Drainage and Wastewater Management Plan (DWMP).

This plan assesses the effects of future pressures on our wastewater systems over the short, medium and long term, and what can be done to address these issues. The DWMP will play a big part in how United Utilities works in the coming years, as it will influence their future business plans to make sure that they are doing the right thing for the region both now and in the long term.

Commented [G23]: Consider stating that climate change is already causing drier summers etc, and the prediction is for this to continue. (The nation already spends billions on designing new flood alleviation systems to cope with forecasted increased flooding, and has done so arguably for decades now).

Commented [FJ24R23]: Can we change to climate change is already causing drier summers

Commented [SS25]: Say why

Commented [G26]: Is it can cause, or does cause?

Commented [FJ27R26]: I think we should keep as can, as it doesn't always 100% cause it

INFO2a

VIDEO

[Click here for a text explanation](#)

Have your say

In this next exercise you'll be shown five different ways United Utilities can manage wastewater and you will be able to choose your preferred level of investment for each area. To help inform your choices, you'll see how the different levels of investment combine to affect:

- Bill impact
- Internal flooding risk
- Pollution to water environment
- Carbon footprint
- Natural environment benefits

It is important to note that these impacts are based on all six areas of wastewater management added together. In the background, each area is set to United Utilities' proposed level of investment until you reach a page and make your own choice.

Please consider how important each of these factors are to you when selecting your preferred levels of investment. Also, please consider your household income and expenditure remembering that:

- Any money you pay for these improvements will not be available for you to spend elsewhere.
- Other household bills may go up or down affecting the amount of money you have to spend in general.
- Your water bill may also rise because of other factors and service improvements.
- Your household bills will also be affected by how much other costs increase each year.

Other things to be aware of

- Bill impact is based on the current average household bill which is £35.17 per month. If your bill is higher or lower than this, the bill impact will also be higher or lower.
- The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation).
- These bill impacts are based on the information currently available to United Utilities and is subject to change in the future.

[What is inflation?](#)

If respondent clicks on 'what is inflation' display following text

Inflation is the rate of increase in prices for goods and services. So if inflation is 9% higher than 12 months earlier, 4 pints of milk which was £1 twelve months

Commented [G28]: Consider putting the six different ways here.

Commented [FJ29R28]: May we add the list here?

Commented [AS30R28]: I'm not sure this will help as they won't mean much without the definitions. I'd suggest they wait until they've seen the slides.

Commented [FJ31]: Change to reflect swaps

Commented [JL32]: Please confirm whether this needs to change to "Environmental & social benefits"

Commented [FJ33R32]: We can keep as Natural Environment benefits

ago will now cost £1.09. Incomes and pensions can also rise in line with inflation which can offset the increase in cost of goods and services.

DP: TAKE RESPONDENT TO SLIDER GAME.

Q06a/07a/08a/09a/10a/11a

Base: All respondents

Which of these levels of service do you prefer?

Q06b/07b/08b/09b/10b/11b

Base: Those moving the slider away from UU's proposed level of investment

DP: RANDOMISE QUESTIONS TO WHICH RESPONDENT WILL SEE THE FOLLOW UP QUESTION. MAX 3.

What made you move the slider away from United Utilities' proposed level of investment?

Q06a_POST_INFO_PAGE

Base: All respondents

The impact of the choice you made for education will carry over to the next page.

For example, your choice meant the predicted change from the average monthly bill is £X.XX so it will start at this amount on the next page. This amount takes into account the choice you have just made and United Utilities' proposed choices for all the investment options you're yet to see.

Every time you make a decision, the impacts will update and carry over to the next page. Don't worry, you'll have the chance to review all of your choices at the end of this exercise and make changes.

LAND ON SLIDER SUMMARY PAGE

Here is your preferred plan and the impacts it will have. Below this, you can also see the impacts of United Utilities' proposed plan. If you are happy with your plan, click 'confirm' and then 'next'. If you want to change it, please use the drop-down menus. As you change your choices, the impacts will change.

DP: EXIT SLIDER GAME

Q13NEW



Base: Those with a final plan different to UU's proposed level plan

Your final plan is different from United Utilities' proposed plan. What main factors drove you to change your plan the way you did?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q13NEWa

Base: Those with the same final plan as UU's

What are the main reasons you chose the plan you did?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q13NEWb

Base: All respondents

And how acceptable do you think United Utilities' proposed plan is?

[IMAGE OF UU PLAN IMPACTS]
SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very acceptable		
2	Acceptable		
3	Unacceptable		
4	Very Unacceptable		
85	Don't know		

Q13NEWc

Base: respondents who think UU's plan is acceptable (Q13NEWb = 1 OR 2)

What is the main reason you think the proposed plan is acceptable?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q13NEWd

Base: respondents who think UU's plan is unacceptable (Q13NEWb = 3 OR 4)

What is the main reason you think the proposed plan is unacceptable?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q15NEW

Base: All respondents

Taking into account other bill increases you may have experienced recently (e.g. energy bills), how reasonable do you feel that the bill increases mentioned in the exercise were?

Single code

Code	Answer list	Scripting notes	Routing
1	Very reasonable		
2	Fairly reasonable		
3	Neutral		
4	Fairly unreasonable		
5	Very unreasonable		
85	Don't know		

Q14

Base: All respondents

Before we move on, can I just check how easy or difficult it was to do the exercise you've just completed on United Utilities' proposed plan?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very easy		
2	Easy		
3	Quite difficult		
4	Difficult		
5	Very difficult		
85	Don't know		

Q14b

Base: Those who found the exercise very-quite difficult (Q14/3-5)

What made the exercise difficult? Please give as much detail as possible.

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

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	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: MINORITY ETHNIC GROUP	
6	White & Black African		
7	White & Asian		
8	Other Mixed background		
300	Asian / Asian British	HEADER ONLY	
9	Indian	QUOTA: MINORITY ETHNIC GROUP	
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
400	Black/ African/Caribbean/Black British	HEADER ONLY	
14	African	QUOTA: MINORITY ETHNIC GROUP	
15	Caribbean		
16	Other Black/African/Caribbean background		
500	Other	HEADER ONLY	
17	Arab	QUOTA: MINORITY ETHNIC GROUP	

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	Up to £874 a month/Up to £10,499 a year		
2	From £875 to £1,334 a month/From £10,500 to £15,999 a year		
9	From £1,335 to £1,750 a month/From £16,000 to £20,999 a year		
10	From £1,751 to £2,164 a month/From £21,000 to £25,999 a year		
4	From £2,165 to £2,999 a month/From £26,000 to £35,999 a year		
5	From £3,000 to £4,334 a month/From £36,000 to £51,999 a year		
6	From £4,335 to £6,084 a month/From £52,000 to £72,999 a year		
7	From £6,085 to £8,664 a month/From £73,000 to £103,999 a year		
8	£8,665 and above a month/£104,000 and above a year		
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 or tax credits 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		

D01

Base: All respondents

To finish, how much do you agree or disagree with the following 4 statements:

Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER.

Code	Answer list	Scripting notes	Routing
1	1 – Strongly disagree		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Strongly agree		
85	I'm not sure		

Statement number	Statement	Scripting notes	Routing
1	I feel I understood the issue and the information presented to me		
2	It is difficult for customers to give informed opinions on these issues		
3	It is important that United Utilities ask customer's views on these issues		

4	It has been good taking part in this research and sharing my views on this topic		
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D02.

Base: All CAPI respondents

a) We would like to collect your contact details for quality checking purposes. Are you happy to provide them for this purpose?

INTERVIEWER: YOU MUST OBTAIN TELEPHONE NUMBERS FOR AT LEAST 70% OF INTERVIEWS

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

b) 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	-	

*Quality checking: If collecting for **quality checking purposes** you **must** obtain the respondent's **name and phone number**.*

Code	Answer list	Scripting notes	Routing
1	Name	OPEN, FORCE ANSWER UNLESS REFUSED	
2	Email	OPEN	
3	Telephone number	OPEN, FORCE IF D02a=1 UNLESS REFUSED	
86	Refused	EXCLUSIVE	