



Client name:	United Utilities
Project name:	DWMP Acceptability HOUSEHOLD
Job number:	8928
Methodology:	V1

Notes on this document

- Instructions in CAPS are for computer programming
- Instructions in *italics* are for telephone interviewers
- **Bold** or <u>underlined</u> words are for emphasis within a question
- Different question types have different numbers:
 - o 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



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.

1A	re quotas or sampling requirements clearly specified?			
	s the script labelled with the client name, job, project code and			
Ve	ersion?			
D	o all questions have a unique number?			
	re all questions numbered consistently with proper conventions for			
	creener (SOX) and classification (COX) questions?			
II,	ave all information pages been entered correctly as 'INFO1', NFO2'			
Labe or	ave all notes to data (which aren't questions) been entered onto ne line starting with 'DP NOTE:'?			
Is	s each question to one of the specified question types?			
	See `labelling_questionnaire.xls' in your project file if you aren't ure).			
	ave all grid questions been entered into separate tables with the			
	rid label (column) first then a separate table for grid item (row)?			
D	oes each question have a base description which begins 'Base:'?			
	re routing instructions easy to understand, do they reference the			
rde rde	orrect questions earlier in the survey? re exclusive and fixed codes identified where necessary?			
A O AI	re answer lists ordered or randomized appropriately?			
	s the phrasing of each question complete, simple and easily read			
	n screen and aloud?			
Is (s)	the phrasing of each question appropriate for its delivery mode			
gu (s	self-completion or interviewer led)?			
1 10	o the answer codes of closed questions relate directly to the			
	uestion?			
Ha	ave options for 'other, don't know etc.' been deployed			
	ppropriately? o all sensitive or personal questions include 'Prefer not to say'?			
	re answer options coded correctly (Unique, sequential order 1~79)			
	re all DK/PNTS options coded correctly? (80~99)			
	Other (80 - 82)			
Code labels	Don't know (85)			
<u>0</u>	Prefer not to say / refused (86)			
Ö •	None of the above / not applicable (87)			
•	Can't remember (88)			
•	Not stated / not answered (89)			
≥ D	oes this survey require any of the following? Include if appropriate Contact collection for further research			
Quality	Contact collection for further research Contact collection for interviewer validation			
$\bar{\circ}$	Attention or data quality check questions			
Н	Have you proof-read the questionnaire for spelling and			
grammatical errors?				

Please confirm that you have checked this script against these criteria:

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 provide 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 550 INTERVIEWS

Quota breakdown available in questionnaire folder

Regions	Count	%
Cumbria	55	10%
Greater Manchester	198	36%
Lancashire	116	21%
Merseyside	93	17%
Cheshire	88	16%
Age	Count	%
18-34	88	16%
35-44	99	18%
45-54	110	20%
55-64	105	19%
65+	148	27%
Gender	Count	%
Male	270	49%
Female	280	51%

SEG	Count	%
АВ	121	22%
C1	171	31%
C2	115	21%
DE	143	26%
Metering	Count	%
Metered	247	47%
Unmetered	303	53%



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.

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?

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



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		



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?

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
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

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		



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 £34.75.



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		

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		

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?

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		

DRAINAGE INVESTMENT LEVELS TRADE OFF

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.
- 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 blocked from flushing the wrong things down toilets and disposing of fats and oils down sinks and drains.

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.



Have your say

United Utilities has already tested a draft version of its Drainage and Wastewater Management Plan (DWMP) with customers and stakeholders and has made improvements to it based on the feedback they received. Now, United Utilities would like to get your opinion on its updated plan and for you to decide what level of investment you would prefer in areas of the plan that are not fixed by law. This covers the level of investment that United Utilities should put into things like:

- Customer education raising awareness among customers and future generations about the challenges our wastewater systems face and how to change behaviours.
- **Intelligent sewers** using real-time data and artificial intelligence to monitor 78,000km of sewers, to identify issues and blockages more quickly and be proactive in responding to issues before they occur.
- **Sewer upgrades** repairing, upgrading, monitoring and replacing sewer pipes to prevent issues in the network.
- **Storage tanks** making existing sewers bigger or creating large concrete tanks to store water in times of high rainfall to prevent sewer flowing or overflowing
- **Sustainable Drainage solutions** providing areas which store water by mimicking nature, allowing more water to soak into the ground and taking pressure of the sewer system.

United Utilities has created a proposed plan based on the level of investment it thinks is best, as well as lower and higher investment options for you to choose from.

To help inform your choices, you'll see how the different levels of investment affect:

- Water bill impact
- Inside home flooding risk
- Pollution to water environment
- United Utilities' carbon footprint
- Environmental & social benefits

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.



- Water bill impact is based on the current average household water bill which is £34.75 per month. If your bill is above the average, the change that you would see in your bill would be higher. Likewise, if your bill is below the average the change in your bill would be 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.
- The bars showing the impacts are **relative** to what is achievable within the confines of variations of the plan.

The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation – please click here for an explanation)

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 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.

Q06a

Base: All respondents

Which level of investment do you prefer?

SINGLE CODE

DP NOTE: IMPACTS TO MOVE IN LINE WITH SPREADSHEET.

Code	Answer list	Scripting notes	Routing
1	Higher level of investment		
2	United Utilities' Proposed level of		
	investment		
3	Lower level of investment		

Q06b

What made you choose this level of investment? OPEN

Q13NEWb

Base: All respondents

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

[IMAGE OF UU PLAN IMPACTS]

Code	Answer list	Scripting notes	Routing
1	Very acceptable		
2	Acceptable		
3	Unacceptable		
4	Very Unacceptable		



85	Don't know	



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?

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



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 are in each of the following age groups:

Please select "None" if there are no people in your household in a given age band.

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?

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 (please specify)	
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?

Code	Answer list	Scripting notes	Routing
100	White	HEADER ONLY	CONTINUE
	English/Welsh/Scottish/Northern	QUOTA: WHITE	
1	Irish/British		
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
200	Mixed / multiple ethnic groups	HEADER ONLY	
5	White & Black Caribbean	QUOTA: MINORITY	
6	White & Black African	ETHNIC GROUP	
7	White & Asian		
8	Other Mixed background		
300	Asian / Asian British	HEADER ONLY	
9	Indian	QUOTA: MINORITY	
10	Pakistani	ETHNIC GROUP	
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
	Black/ African/Caribbean/Black	HEADER ONLY	
400	British		
14	African	QUOTA: MINORITY	
15	Caribbean	ETHNIC GROUP	
	Other Black/African/Caribbean		
16	background		
500	Other	HEADER ONLY	
		QUOTA: MINORITY	
17	Arab	ETHNIC GROUP	
80	Other ethnic group (please describe)	TEXT RESPONSE	

86	Prefer not to say		
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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?

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 always 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		

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	