



State of the Nation

(Wave 9)

September 2024

Background & Approach

Research objectives and approach

The 'state of the nation' looks at customers' general views and behaviours, and their concerns both at a national and regional level.

This is an opportunity for customers to tell us all about what's important to them.

This is the latest iteration of a regular tracking survey, which explores customer opinions twice a year.

The research sought to answer the following objectives:

1. Customers' key concerns and what's important to them
2. Their thoughts on the future, both at home and nationally
3. Household finances and concerns around meeting bill payments
4. Changes in water usage in the home
5. Environmental attitudes and behaviours

Certain aspects of the survey were previously run on WaterTalk; responses have been tracked where comparable.

What we did:



A 20-minute quantitative survey with 1,000 customers



Fieldwork took place 2nd September – 24th September 2024



Customers were recruited from the 'In the Flow' panel and from an external access panel.

- Data has been weighted to be representative of the United Utilities customer base.
- Details of the sample can be found in the appendix.

Questionnaire development for September 2024



To ensure the State of the Nation survey provides relevant and useful insight, the questionnaire was reviewed and updated for Wave 9. The following changes have been made and are highlighted through the report.



Further options were added to the sustainable activities question to include financially investing in sustainable companies, sustainable home improvements such as solar panels and using reusable products such as makeup wipes and period products.



A new question to explore water efficiency behaviours in the home.



A new question on bathroom bin ownership, to explore whether there are any links between bathroom bins and flushing behaviours.



New communication themes added to the existing question about types of communications, including United Utilities' financial position, smart metering, rainfall management, river water quality, what United Utilities is doing in local areas, sewer overflow performances and information on drinking water quality.



A new question to help understand recreation in proximity to water sources and impact on their responses.



Tampon and tampon applicator have been separated to explore differences between the two, in our existing flushing behaviours question.



Further option was added to the question regarding standard operating procedures, to explore investment in sustainable technologies.



A new question to understand what respondents would like to see at specific reactional sites in the North West.

What external factors occurred during fieldwork?

Fieldwork dates: 2nd September – 24th September 2024

Crime



Keir Starmer and Idris Elba launch project to tackle knife crime 'national crisis'

Global Conflict



Israel-Hamas war: Sky News was granted access by the IDF to enter Gaza - this is what we witnessed

International journalists cannot independently enter Gaza without an Israeli Defence Forces escort. Sky's Alistair Bunkall visited what remains of Rafah - a city once home to hundreds of thousands of people.

Political Climate



780,000 eligible pensioners to lose out on fuel payment - DWP

Economy



UK interest rates an outlier after decision to hold but Bank of England forecasts inflation rise to 2.5%

The decision to hold rates was not unanimous with one member of the Bank's rate-setting Monetary Policy Committee voting for a cut. Governor Andrew Bailey gave hints of further cuts - but forecast inflation will continue to rise.

Water Sector



Untreated sewage was continuously discharged into a Site of Special Scientific Interest for seven days.

Storm overflows at two water treatment plants in Cumbria have been discharging into sites that flow into Windermere since last Thursday, United Utilities figures show.

Immigration



The Home Office is spending £15m on returns partnerships with 11 countries to boost the number of deportations of small boat migrants, *The Independent* can reveal.

It comes after 12 people died on Tuesday, including six children and a pregnant woman, in an attempted crossing of the English Channel, the deadliest crossing attempt in the year to date.

Executive Summary

Executive Summary

Financial concerns remain the most important, with higher concern seen across all issues

- Issues relating to the country overall show gradual increases across all areas, with significant increases of crime and immigration & asylum since April 2024.
- Significantly fewer customers are indicating that they have less discretionary income, and more customers are stating they 'have more money left', correlating with the decrease in inflation.
- Those aged 60+ were significantly less likely to be worried at all about most options, indicating a sense of security amongst older respondents not seen in younger groups. This was evident in paying bills, paying for holidays, streaming subscriptions and others.
- North West specific concerns noted a significant 8% decrease in concern for the condition of roads.

Environmental concerns remain stable, but customers behaviours are more pro-green

- When asked to rank what United Utilities should prioritise tackling first, 'protecting drinking water quality' was the most common option to be ranked in the top 3, followed by keeping bills low.
- On an unprompted basis, the most common theme was 'stop sewage leakage/water pollution'. This was expressed by 27%, mirroring the main theme in April 2024.
- While overall concern of environmentalism was stable, environmental behaviour agreement remained the same of 'I try to recycle as much as I can' and showed a 6% increase of 'I look to buy sustainably produced goods wherever possible'.
- All environmental considerations saw reductions in importance for United Utilities to prioritise, as customers choose to protect drinking water quality first.

As discretionary income is improving, higher importance is seen with non-financial aspects such as lifestyle

- As household discretionary income improves, money saving behaviours have remained stable, with no significant changes across all options. Shopping around to get the best deals remains the most popular opinion, with 54% doing this more in the past 6 months.
- The improvement in discretionary income may relate to the reduction from previous waves for 'I'm already doing / will definitely do' budgeting and spending behaviours, as well as an increase in confidence across job security and ability to invest in the future.
- Paying utility bills remain a high area of worry, though many saw decreases since April 2024, apart from paying personal loan repayment, which showed a 4% increase.

Executive Summary

The reduction in financial concerns relates to environmental expectations of companies

- In line with reduced economic/financial concerns, expectations of companies saw significant uplifts for actions that are often associated with a cost to the consumer. For example, reducing the use of single-use plastic.
- Although environmental expectations of companies increased, important issues relating to the North West saw a minor reduction in the importance of climate change since April 2024, in contrast to a significant uplift in social issues.
- While the importance of preventing pollution to the environment has reduced by 6%, keeping bills low has reduced by 3%.

97% of customers were aware that flushing items, such as baby wipes, can lead to blockages

- Stable with the previous wave, 57% of United Utilities customers expressed that they have not disposed of any items down the toilet, drain or sink that they should not have. Options remained mostly consistent with those in April 2024.
- 97% of respondents can correctly identify the consequences of incorrectly disposing down toilet, sink or drains, which is an increase from 94% in April 2024. 71% of customers were aware of blockages to drainage systems being a key consequence.
- In line with April 2024, a minority of customers also mentioned flooding, fatbergs, waterway pollution, environmental damage and pipe damage as consequences of irresponsible disposal.

Customers want continued levels of communication from United Utilities across almost all options

- The types of communications customers wanted from United Utilities remained stable across most options.
- Information on drinking water quality, including where water comes from and how it's treated was the most desired form of communication.
- Although household discretionary income has gradually improved, 4% more customers felt that they wanted light relief communications to distract them from worries and 2% more wanted information on schemes for customers struggling to pay their bills.

Priorities & Finances

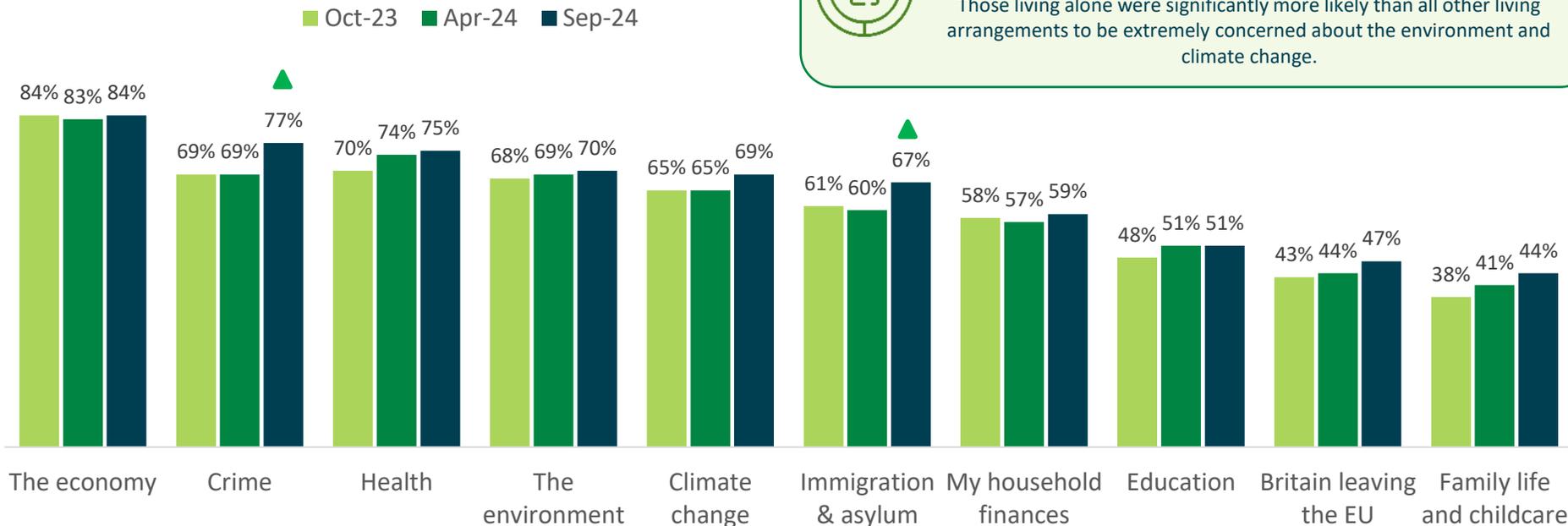
The majority of customers (84%), continue to be primarily concerned with the economy. Both crime and immigration and asylum showed significant increases this wave.

Current concerns (Very / quite concerned)

Those aged 18-49 were significantly more likely to be extremely concerned about their household finances.

Family life and childcare was significantly higher amongst those aged 30-39 compared to all older groups.

Those living alone were significantly more likely than all other living arrangements to be extremely concerned about the environment and climate change.



Q1. Thinking about the country as a whole, to what extent are you concerned about the following issues at this time?

Base: September 2024 (n= 1000)

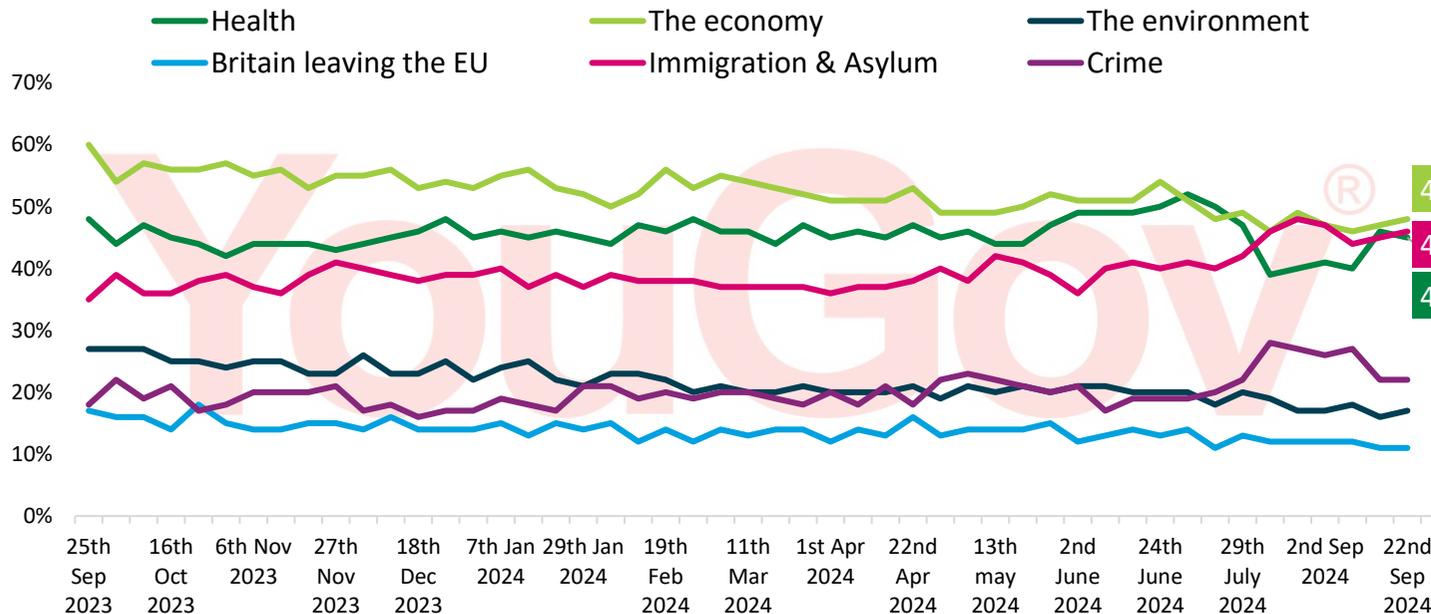
Source: State of the Nation (September 2024)

Source:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/averageweeklyearningsingreatbritain/october2023>

In external research, the economy, although still the most important issue, has seen a 3% decline since April 2024, while crime and immigration have seen increases in this period.

Important issues facing the country – YouGov data



Issues	Diff vs. Apr 2024
Economy	-3%
Health	0%
Environment	-3%
Immigration	+10%
Leaving EU	-1%
Crime	+2%

In the North West, social issues remain more important, specifically in relation to tackling poverty and inequality which has increased by 5%. Environmental and infrastructure concerns have decreased.

Current concerns – North West specifically

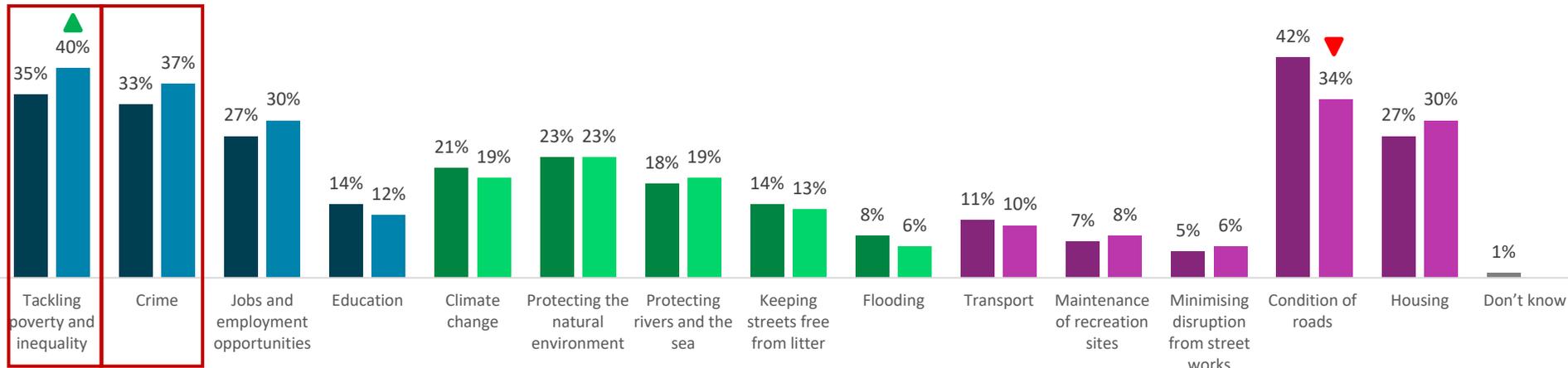


Customers in Cheshire were significantly more likely to be concerned about infrastructure issues than those from all other regions.
 Those aged 60+ were more likely to be concerned about environment issues than those from younger groups.
 Those living on their own with children under 18 were significantly more likely to be extremely concerned with education.
 Those who regularly spend time in or next to water were significantly more likely to be concerned about environmental issues at this time.

NET: 'Social issues': 78% [+4%]

NET: 'Environment': 61% [-1%]

NET: 'Infrastructure': 64% [-5%]



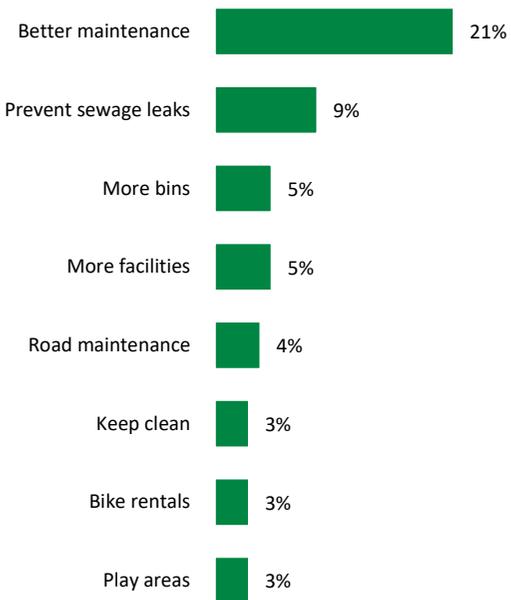
Darker bars are April 2024; Lighter bars are September 2024

Respondents who selected maintenance of recreation sites to the previous question, were then asked if there was anything in particular, they wanted to see at sites.



Better maintenance and preventing sewage leaks, were the top requests customers would like to see at specific recreational sites in the North West.

Additional requests for maintenance and amenities in the North West (coded themes from open-ended responses)

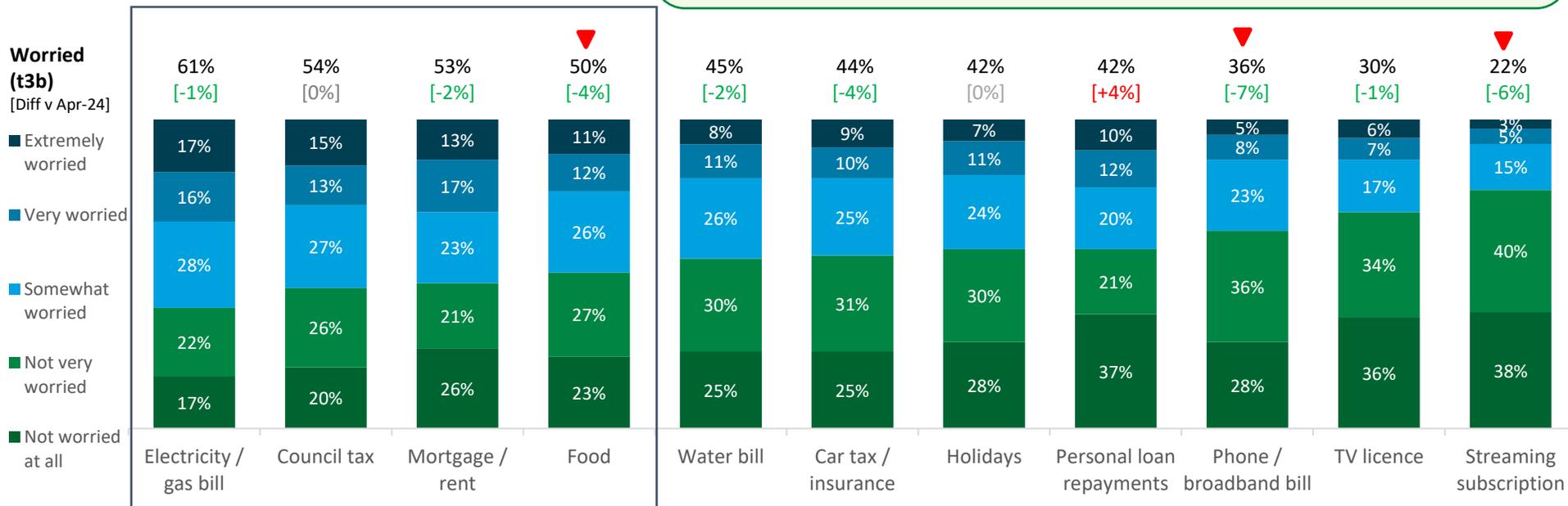


When asked about concern meeting household bills, utility bills remain the highest area of worry. Most areas of worry saw decreases since April 2024, however personal loan repayments showed an increase to 42%.

Concern about meeting household bills



Those aged 60+ were significantly less likely to be worried at all about most options, indicating a sense of security amongst older respondents not seen in younger groups. This was evident in paying bills, paying for holidays, streaming subscriptions and others. Those living with their partner or spouse without children were significantly more likely to be not worried about paying their mortgage/rent than those from other living arrangements other than those living with other adults that are non-family members.



Most bills show a continued trend of decline since their peaks in Sep-22. However, personal loan repayments indicate a 4% increase in wave on wave.

Concern for meeting bills (Net: Worried)

Concern for meeting bills (NET: Worried - T3B)	Apr-20	Mar-21	Sep-21	Apr-22	Sep-22	Apr-23	Oct-23	Apr-24	Sep-24	Diff vs Apr-24
Electricity / gas bills	21%	28%	56%	84%	88%	74%	65%	62%	61%	-1%
Food	21%	27%	38%	61%	72%	74%	57%	54%	49%	-5%
Council tax	N/A		36%	60%	60%	58%	50%	54%	54%	0%
Water bill	21%	21%	33%	52%	58%	46%	46%	47%	45%	-2%
Mortgage / rent	22%	19%	28%	50%	57%	52%	54%	55%	53%	-2%
Car tax / insurance	21%	18%	27%	45%	50%	45%	48%	48%	44%	-4%
Personal loan repayments	15%	22%	21%	43%	50%	44%	44%	38%	42%	+4%
Holidays	24%	21%	21%	42%	49%	43%	40%	42%	42%	0%
Phone / broadband bill	19%	20%	26%	44%	47%	45%	40%	43%	36%	-7%
TV licence	17%	14%	20%	32%	34%	35%	29%	31%	30%	-1%
Streaming subscription	11%	12%	13%	27%	33%	27%	31%	30%	22%	-7%

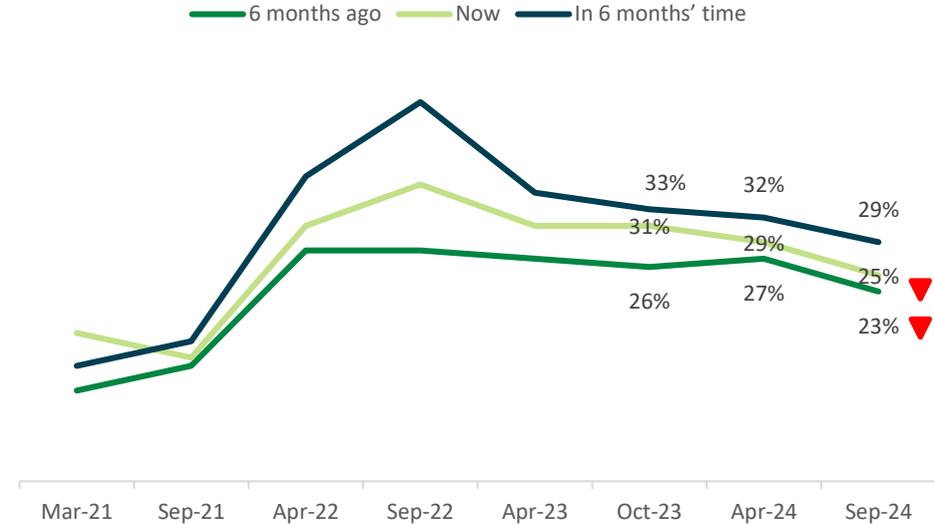
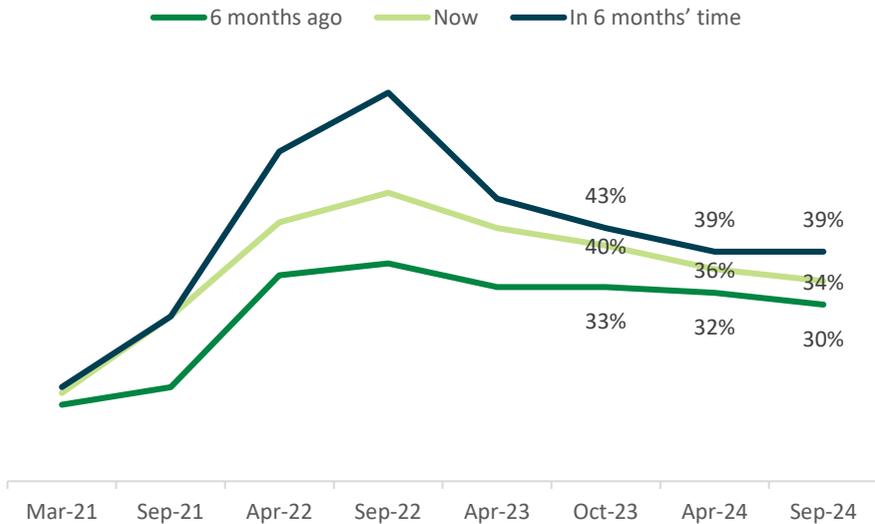
Customers are finding it less difficult to meet monthly bill payments and water bill payments, showing a steady decline in difficulty over the last two waves.



Difficulty with meeting monthly bill payments (general)



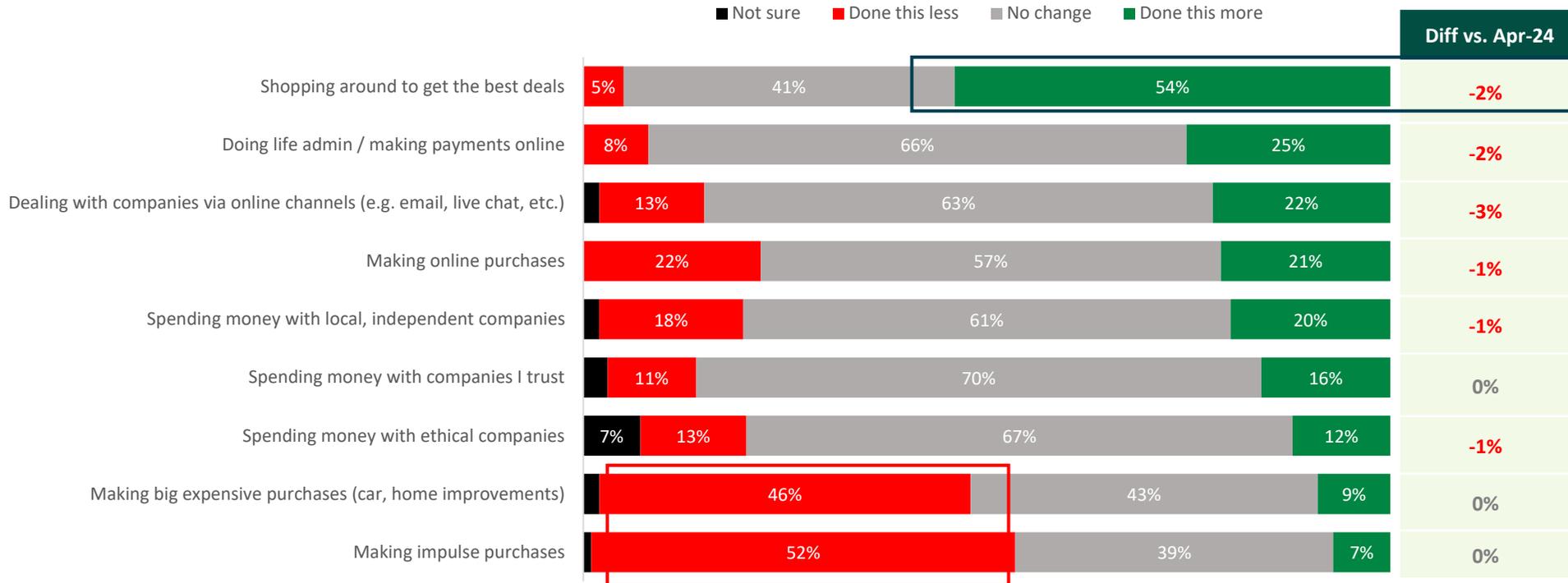
Difficulty with meeting monthly bill payments (water)



 Those aged 60+ and those with water meters were significantly more likely to suggest that they would find no difficulty at all in paying the monthly payments on their bills in six months' time.

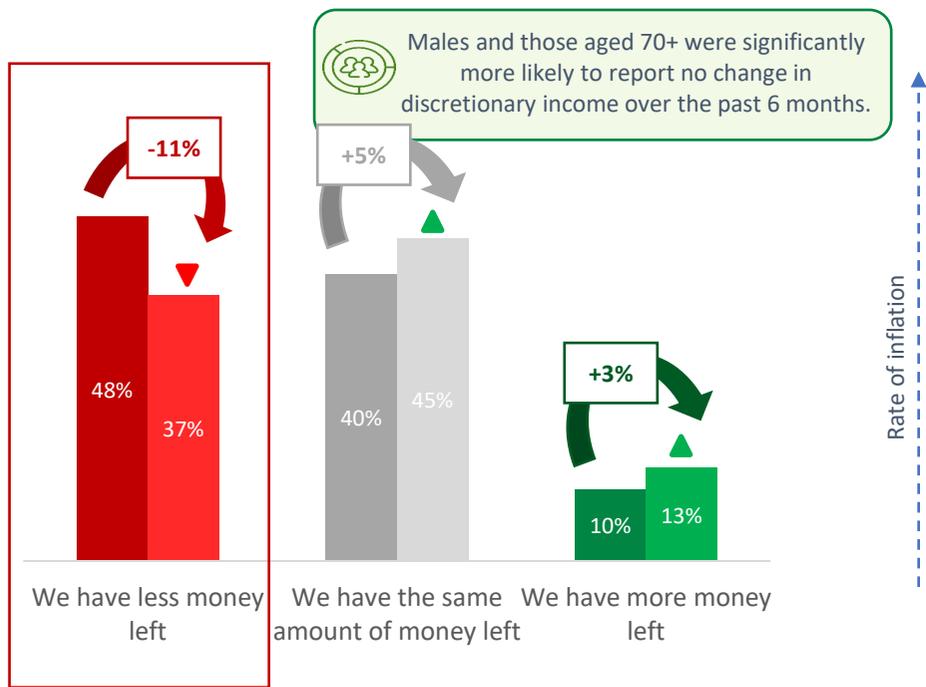
In the past 6 months, shopping behaviours have remained stable, with no significant changes across all options. Shopping around to get the best deals remains the most popular opinion, with 54% doing this more in the past 6 months.

Changes in shopping behaviour vs. 6 months ago



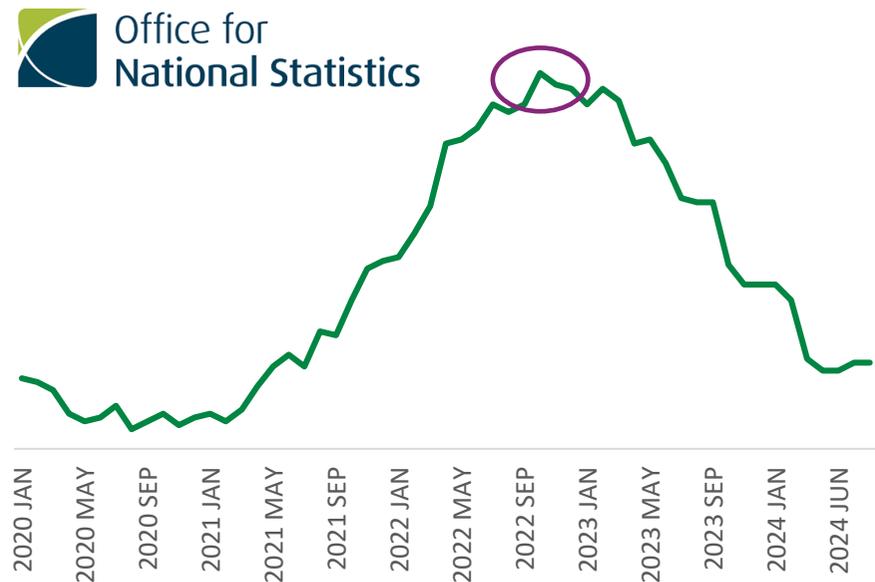
Significantly fewer customers are indicating that they have less discretionary income, and more customers are stating they 'have more money left', correlating with the decrease in inflation.

Household discretionary income



Darker bars are April 2024; Lighter bars are September 2024

The 'Consumer Price Index', an index of the variation in prices for a representative basket of retail goods and services, plateaued in the period following **April-2024**, returning the lowest score since July 2021.

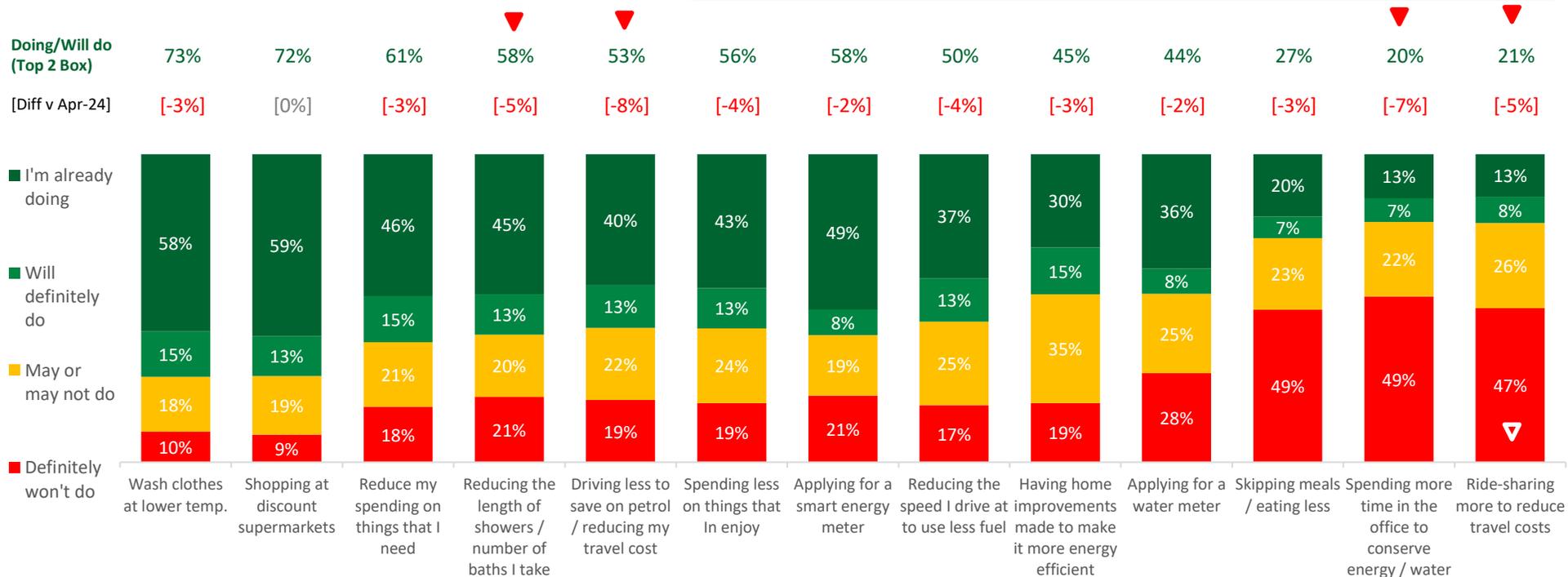


In relation to customer behaviours regarding budgeting and spending, doing/will do has seen decreases across most options. Driving less returned a significant decrease in customers responding 'I'm already doing this' since April 2024.

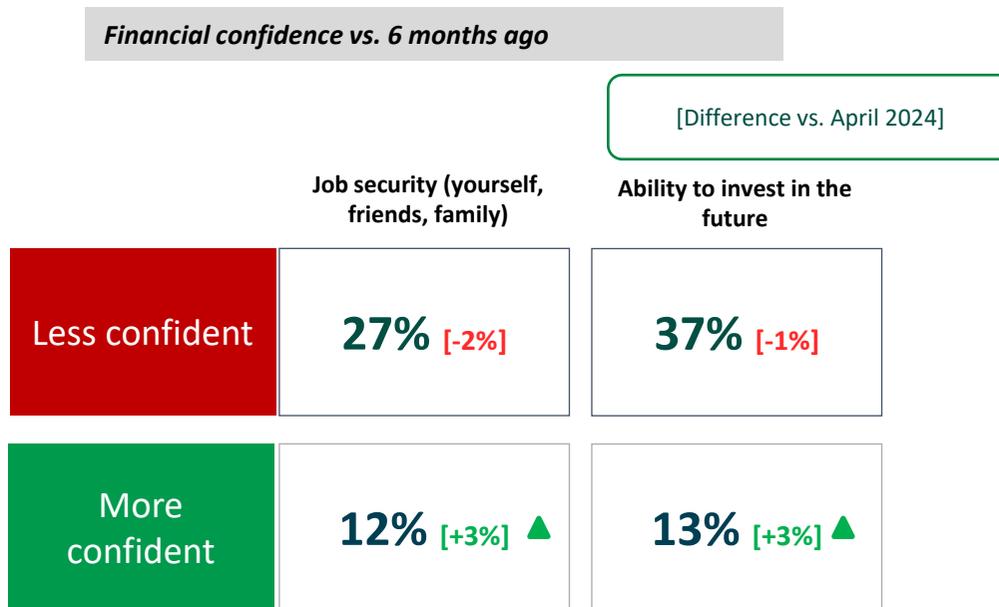
Behaviour change to save money



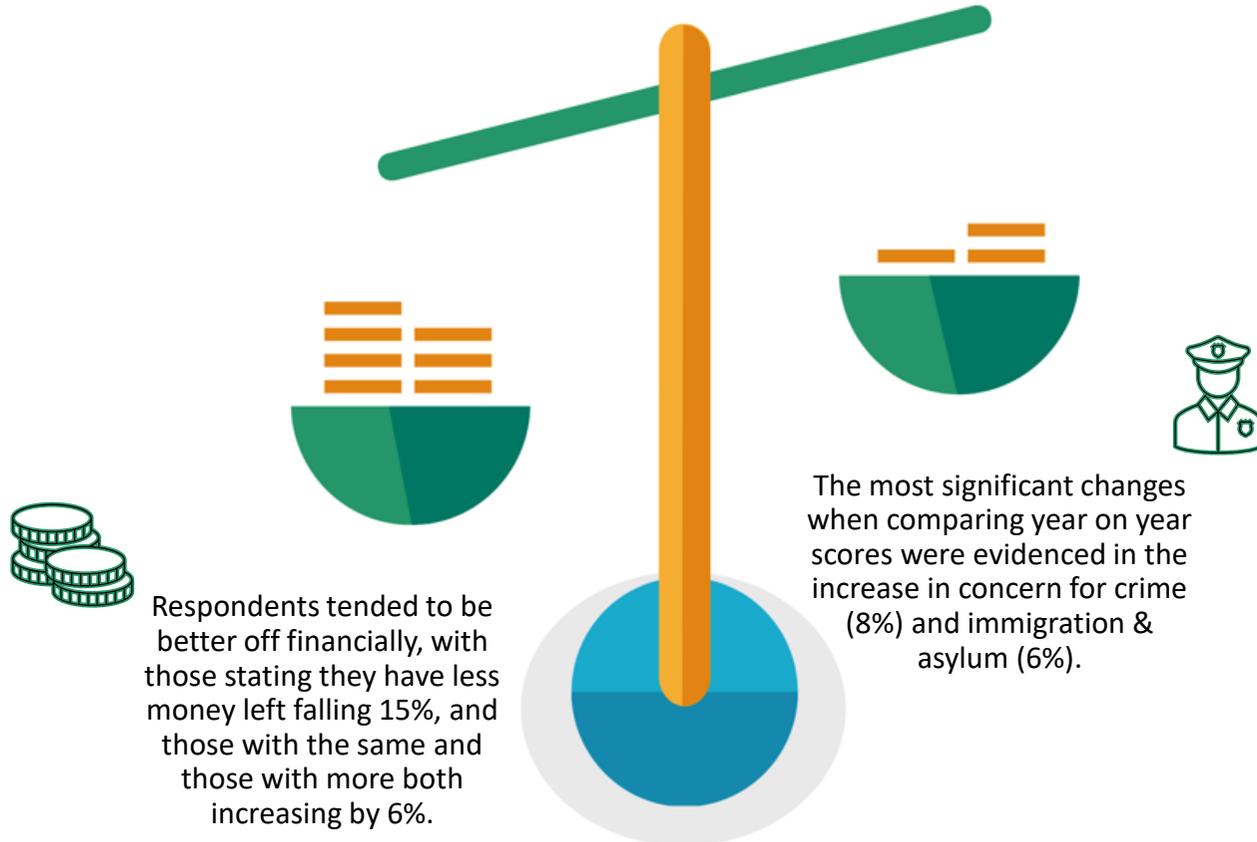
Those aged 18-39 were significantly more likely to already be washing clothes at lower temperatures, than those aged 40+. Those who did not have a garden but had a balcony/terrace with plants that get watered were significantly more likely to definitely apply for a water meter, than those with a garden that they actively maintain.



Being more confident in job security and ability to invest significantly increased this wave in comparison to April 2024.

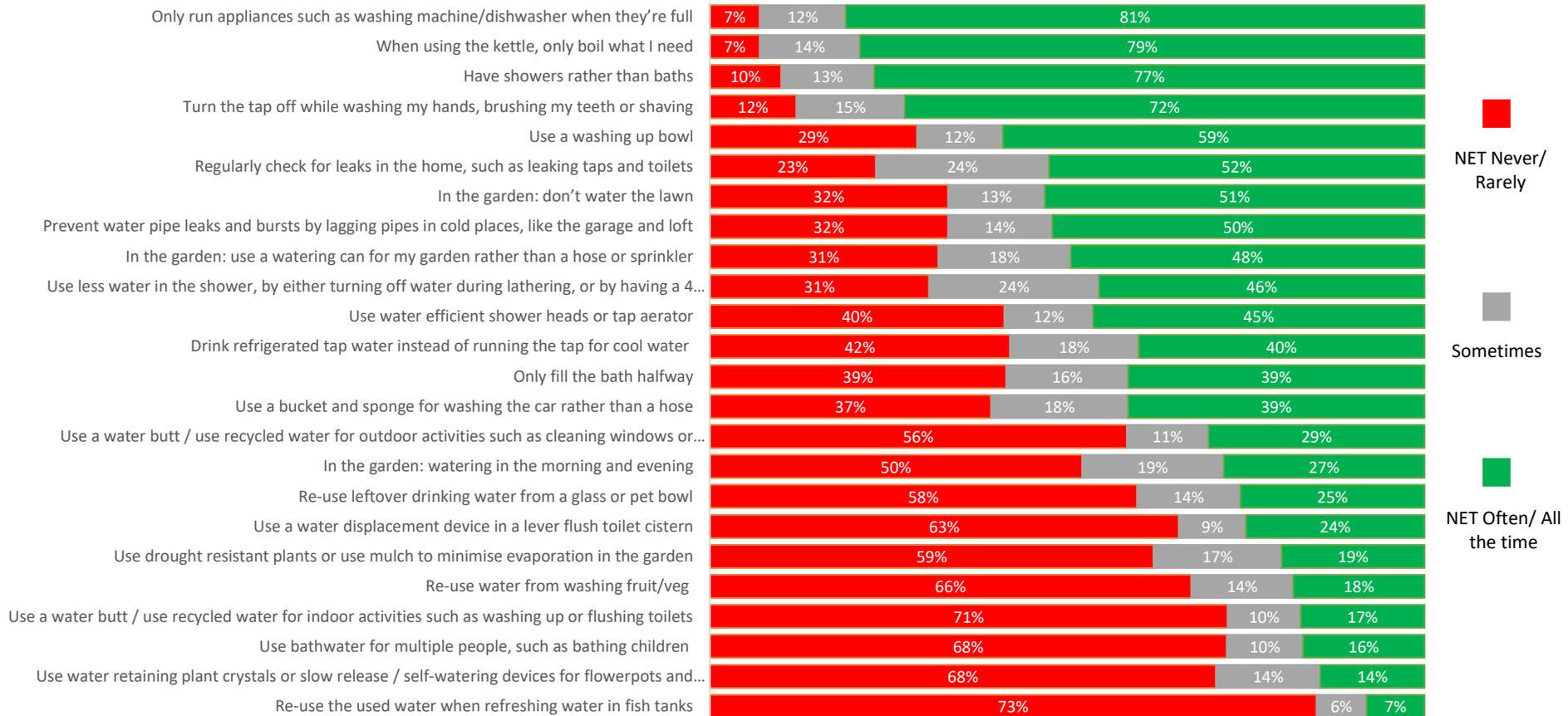


When looking back to this time last year to compare customer priorities, some significant changes were evidenced in crime and immigration & asylum concerns, and improved financial contexts of participants...



Water Efficiency & Flushing Behaviours

The majority of customers only run appliances such as a washing machine/dishwasher when they're full (81%) and only boil what they need in the kettle (79%).



Moist toilet tissue wipes remains the most common item flushed. We also saw marginal differences in items being flushed since April 2024.



Items disposed of down toilet, sink or drain in last 6 months

Hygiene / Personal care



		Difference vs. Apr 2024	
Moist toilet tissue wipes	15%	+1%	
Tissues (not toilet tissues)	13%	+1%	
Baby wipes	3%	0%	
Dental floss	3%	0%	
Cotton pads, cotton buds	3%	-1%	
Cigarettes	3%	+1%	
Make-up wipes	2%	0%	
Period pads / liners	2%	0%	
Condoms	3%	+1%	
Contact lenses	2%	+1%	
Plasters	1%	0%	
Nappies	1%	+1%	
Bladder weakness products	1%	+1%	
*Tampon applicator	1%	N/A	
*Tampon	4%	N/A	

Cleaning



Cleaning / disinfectant wipes	4%	+1%
Contents of vaccum cleaner	2%	+1%

Kitchen



Cooking fats / oils	7%	+1%
Food waste	7%	+1%
Kitchen towel	4%	0%

Pet

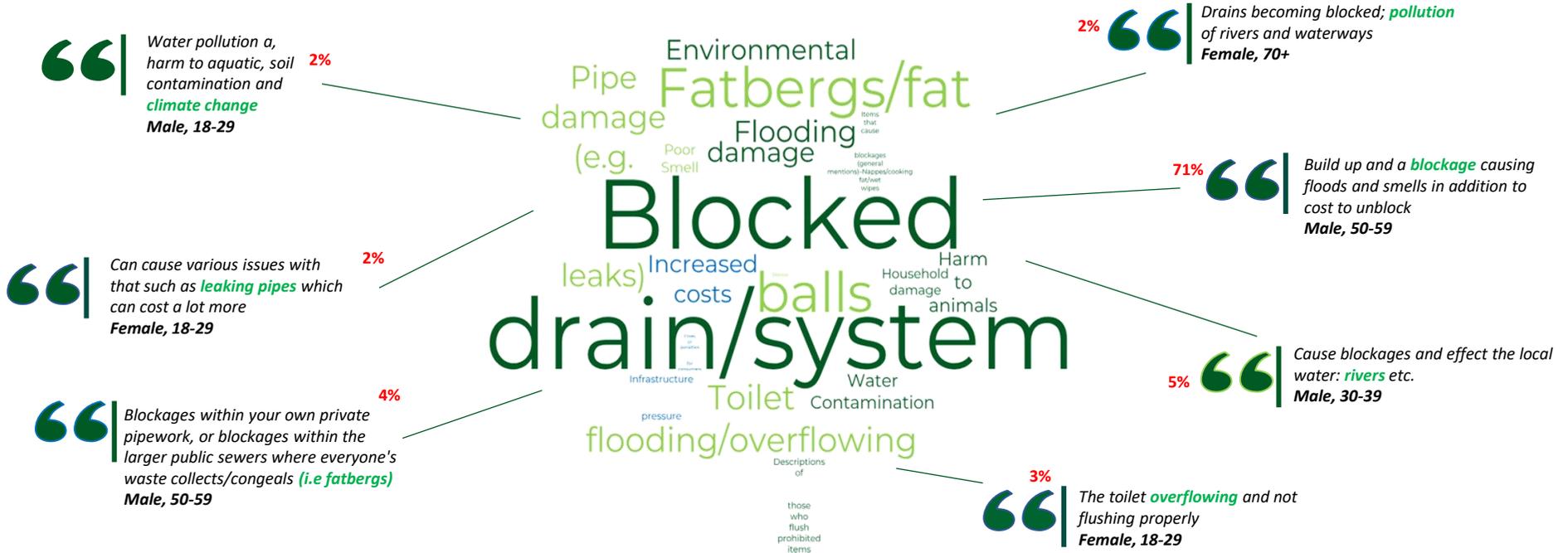


Pet hair / human hair	12%	0%
Pet mess	5%	0%
Pets that have passed away	1%	+1%

57% haven't disposed of any of the above via toilet, sink or drain in the last 6 months.

Encouragingly, 97% of respondents can correctly identify the consequences of incorrectly disposing down toilet, sink or drains. This is an increase from 94% in April 2024.

Consequences of disposing products down toilet, sink or drain (themes from open-ends)



Of the 15% of respondents who flushed moist toilet tissues, 82% already had a bathroom bin, indicating that ownership of bathroom bins did not dissuade respondents from flushing wipes. This was the case for almost all other options.



Bathroom bin x item disposal

Hygiene / Personal care



			Has a bin (785, 79%)	No bin (213, 21%)
Moist toilet tissue wipes	15%	82%	18%	
Tissues (not toilet tissues)	13%	82%	18%	
Baby wipes	3%	78%	22%	
Dental floss	3%	68%	32%	
Cotton pads, cotton buds	3%	78%	22%	
Cigarettes	3%	74%	26%	
Make-up wipes	2%	76%	24%	
Period pads / liners	2%	60%	40%	
Condoms	3%	75%	25%	
Contact lenses	2%	81%	19%	
Plasters	1%	75%	25%	
Nappies	1%	100%	0%	
Bladder weakness products	1%	90%	10%	
Tampon applicator	1%	88%	12%	
Tampon	4%	93%	7%	



Respondents with a bathroom bin were significantly more likely to flush tampons than those without.
 Additionally, those with a bathroom bin were significantly more likely to flush pet mess than those without, indicating that there is no relationship between owning a bathroom bin and flushing fewer items.

Cleaning



		Has a bin	No bin
Cleaning / disinfectant wipes	4%	73%	27%
Contents of vaccum cleaner	2%	70%	30%

Kitchen



Cooking fats / oils	7%	75%	25%
Food waste	7%	83%	17%
Kitchen towel	4%	71%	29%

Pet



Pet hair / human hair	12%	84%	16%
Pet mess	5%	96%	4%
Pets that have passed away	1%	80%	20%

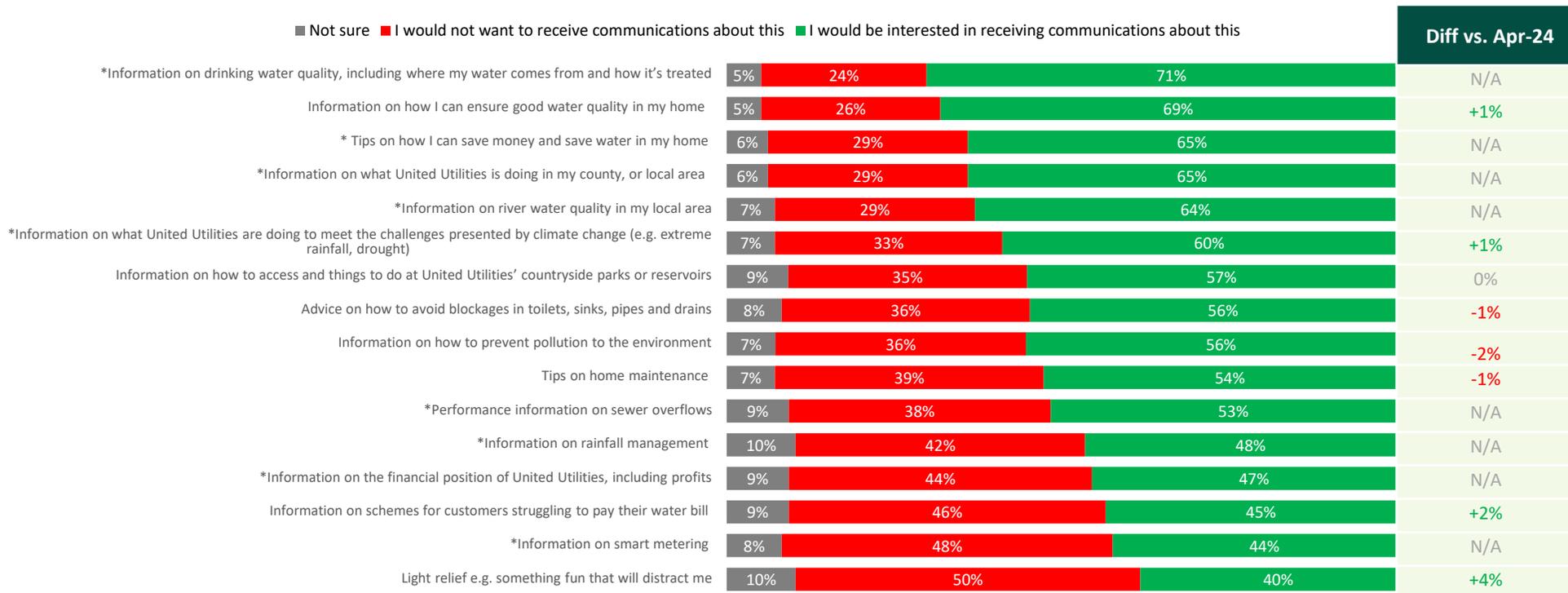
Customer Priorities for United Utilities

Information on drinking water quality, including where water comes from and how it's treated was the most desired. Communications to provide light relief saw an increase this wave.



Interest in receiving comms from United Utilities

Those with a water meter were significantly more likely to be interested in receiving information on drinking water quality, performance information on sewer overflows and information on what United Utilities are doing in the area, amongst others. Those who regularly spend time in or next to water are significantly more likely to be interested in seeing information about rainfall management.



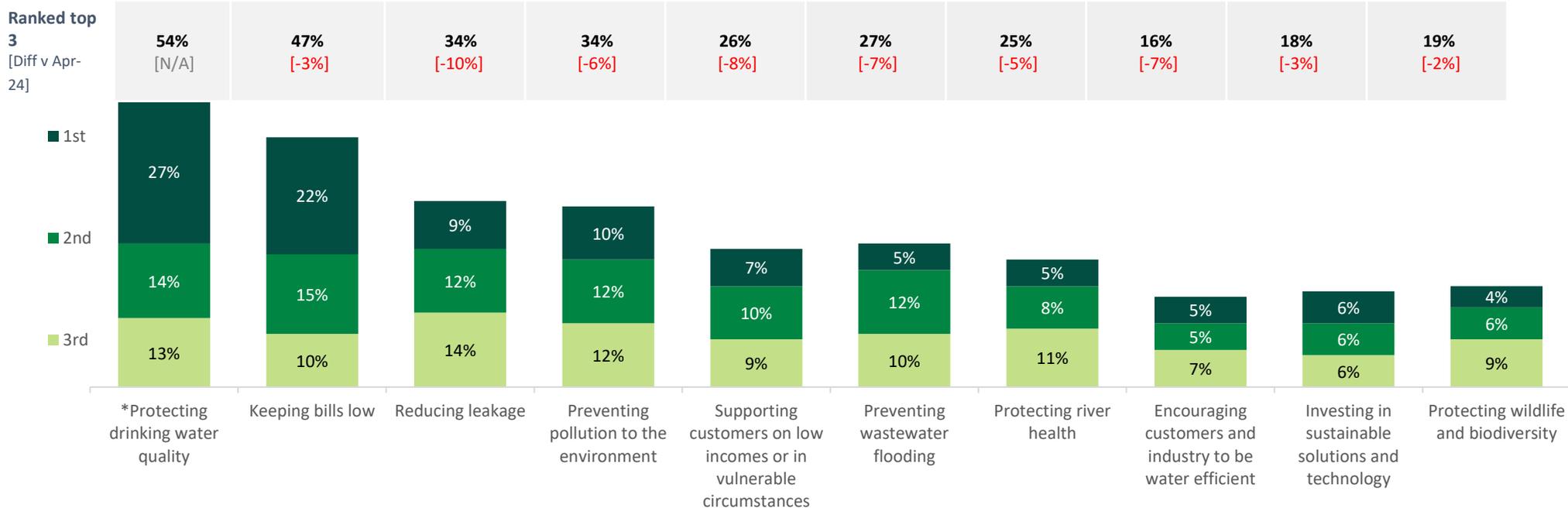
For important issues for United Utilities to be tackling, all saw reductions in importance, with customers choosing to protect drinking water quality, followed by keeping bills low and reducing leakage and pollution to the environment.



Important issues for United Utilities to be tackling

 Those who regularly spend time in rivers; the sea; the lakes or reservoirs such as swimming or paddle boarding were significantly more likely than those who do not regularly visit rivers; the sea; lakes or reservoirs to select preventing wastewater flooding as the issue United Utilities should tackle first.

Those who spend time on or near water were significantly more likely to select protecting river health as one of their top three issues for United Utilities to address.



Q16. Please rank the following issues in order of importance, where 1 = the issue United Utilities should prioritise tackling first.

Base: September 2024 (n= 1000)

Source: State of the Nation (September 2024)

* Refers to new options for September 2024.

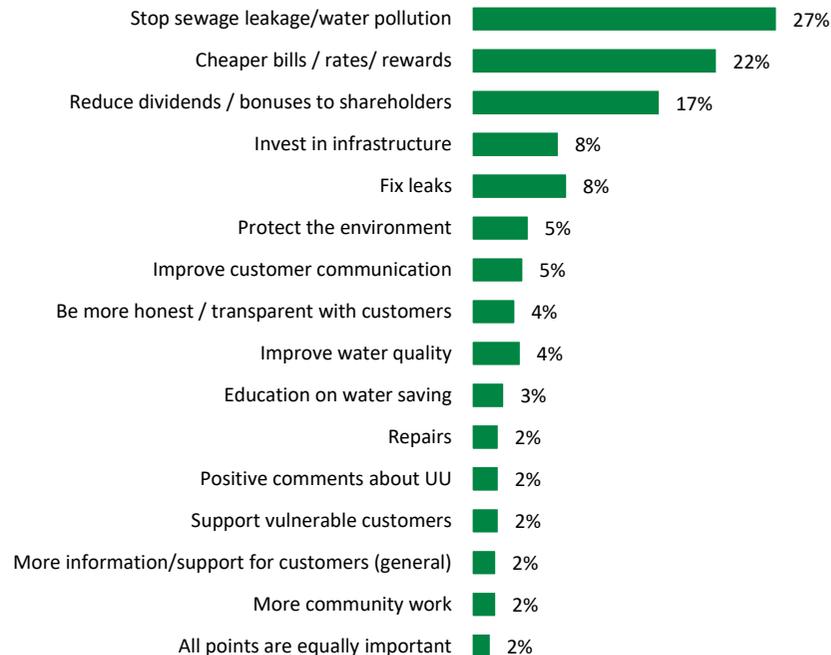
Customers spontaneously mentioned that they would like United Utilities to stop sewage pollution, followed by wanting cheaper bills, rates and rewards.

Additional requests of United Utilities (themes from open-ended responses)

Stop sewage leakage/water pollution (c.27%)	Cheaper bills / rates / rewards (c.22%)	Reduce dividends / bonuses to shareholders (c.17%)	Fix leaks (8%)
<p>“ More monitoring of overflows into rivers and lakes Female, 70+</p>	<p>“ Make the water more affordable Female, 40-49</p>	<p>“ Putting customers before shareholders and large bonuses for the CEOs Female, 50-59</p>	<p>“ Fix leaks as quickly as possible and clear roadworks ASAP Male, 60-69</p>
<p>“ Preventing water contamination Female, 70+</p>	<p>“ Just making sure the costs are down would help everyone a lot Female, 40-49</p>	<p>“ Putting the company's sustainability before the shareholders profits Female, 50-59</p>	<p>“ Taking responsibility for when there are severe leaks Female, 50-59</p>
<p>“ Being honest about the amount of sewage being released into the environment, and showing they are looking at ways to reduce this Female, 60-69</p>	<p>“ Lowering costs on low income and reduce costs for single dwellers Female, 50-59</p>	<p>“ Investing the profits and stop paying shareholder dividends, or the shareholders invest more into services Male, 60-69</p>	<p>“ Fixing leaks so as not to increase prices Female, 40-49</p>

Stopping sewage and water pollution is the top answer and has increased 8% since April 2024. Cheaper bills / rates/ rewards and reducing dividends/ bonuses to shareholders have remained consistent in second and third place.

Additional requests of United Utilities (coded themes from open-ended responses)



Q17. Is there anything else you'd like to see United Utilities doing more of?
Base: September 2024; Coded themes from n=1000 open-ended responses (Excluding nothing/don't know and 'N/A, base is n=416, % is based off this figure)
Source: State of the Nation (September 2024)
All codes 1% or less have been omitted

Environmental Attitudes & Behaviours

Over 9 in 10 customers try to recycle as much as they can. The majority of options noted significant increases this wave, with 'I look to buy sustainably produced goods wherever possible' increasing the most in this period.



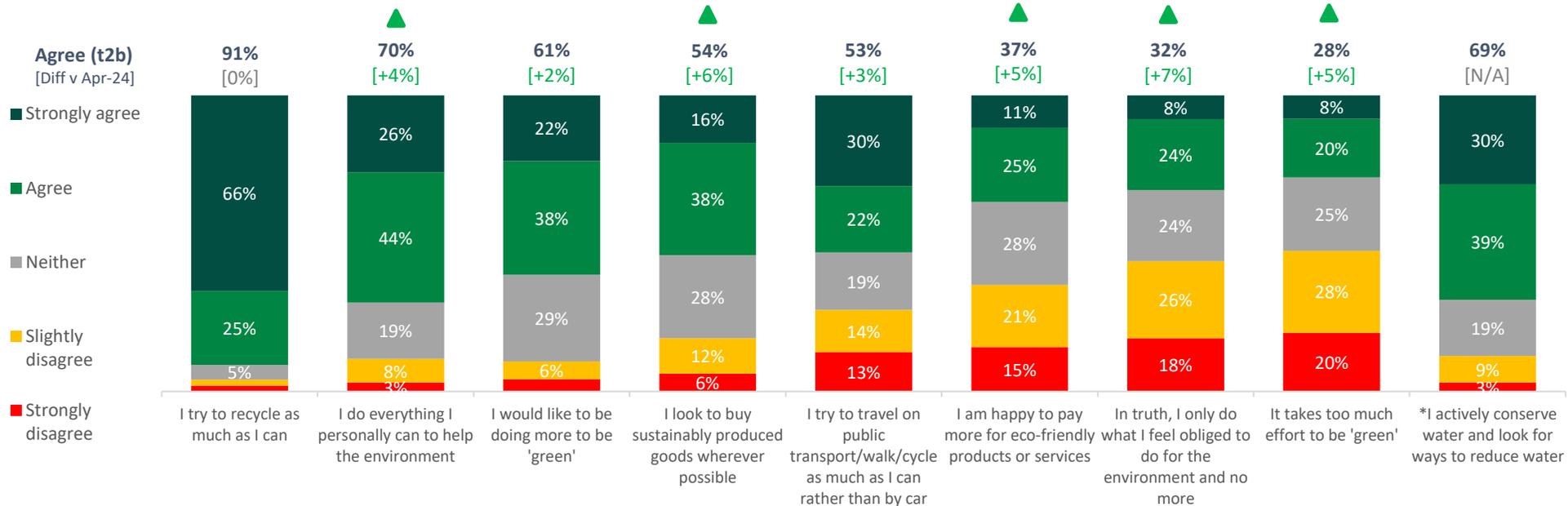
OPTIONS ADDED

Attitudes toward the environment



Those aged 18-39 were significantly more likely to agree that they only do what they feel obliged to do for the environment, that it takes too much effort to be green, yet they were also happy to pay more for eco-friendly services.

Those who regularly spend time in water were significantly more likely to strongly agree that they look to buy sustainability produced goods and would pay more for eco-friendly services.



Q18. How much do you agree or disagree with the following statements?

Base: September 2024 (n= 1000)

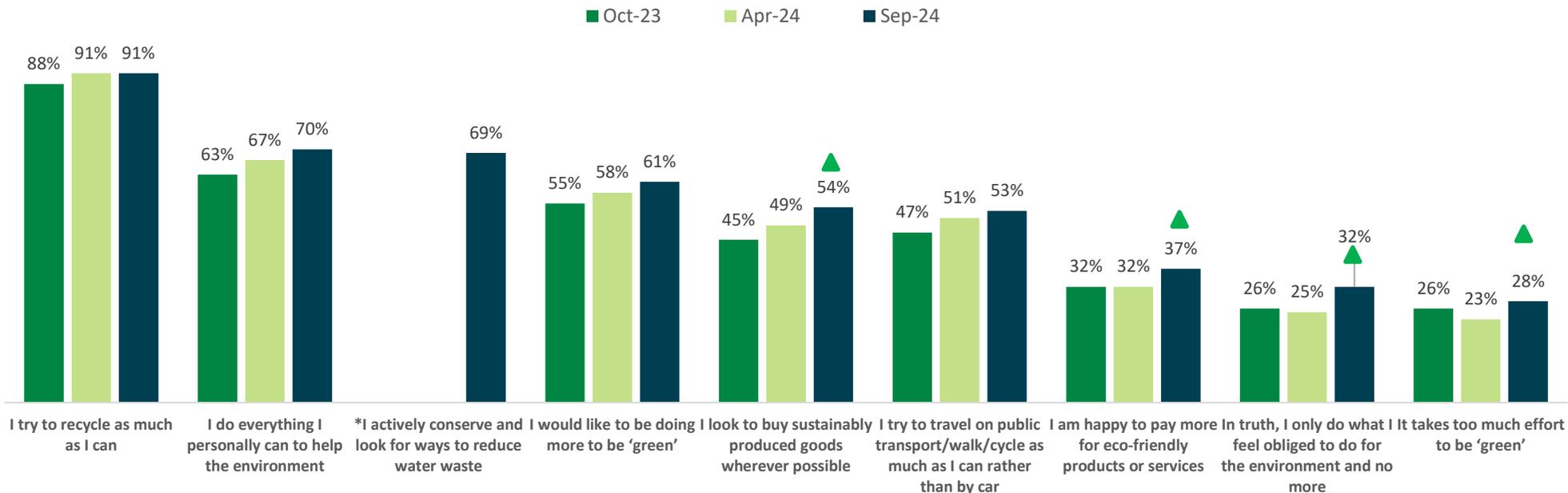
Source: State of the Nation (September 2024)

* Refers to new option for September 2024.

This wave we see more customers claiming to be more engaged with environmentally conscious behaviours, by recycling and actively conserving and looking for ways to reduce water waste.



Attitudes towards the environment (Strongly agree / somewhat agree)



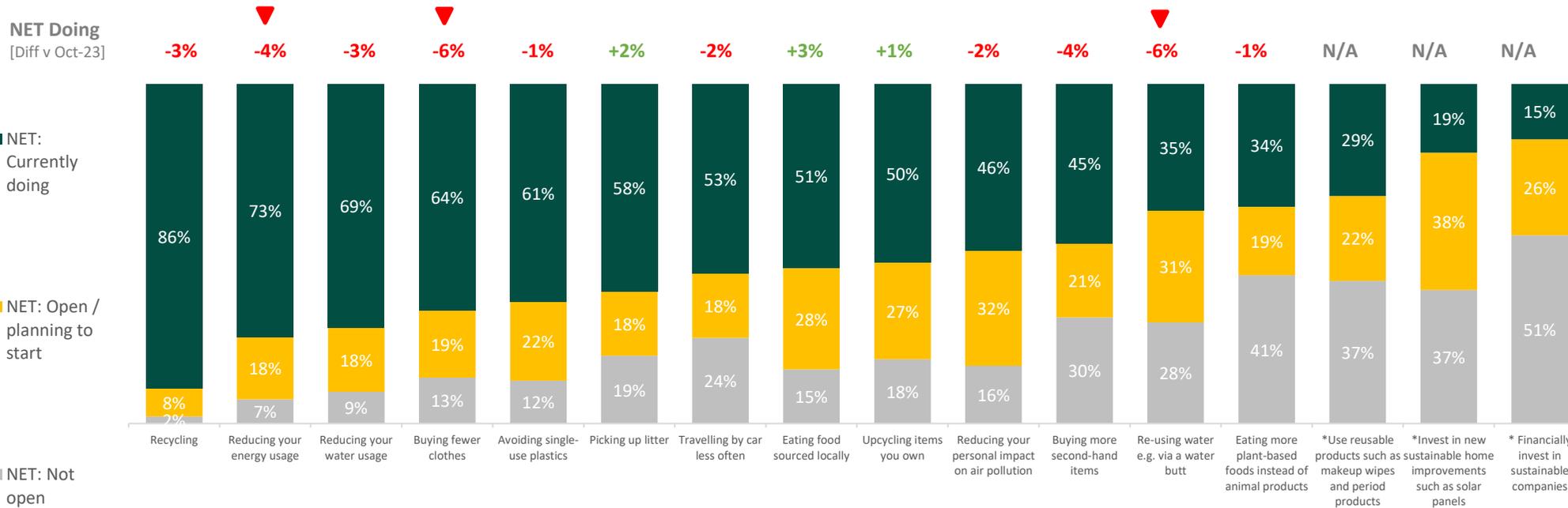
Recycling and reducing energy usage are still key green behaviours. Those aged 60+ are significantly more likely to recycle and try to reduce energy usage.



Engagement in pro-environmental behaviours



Those aged 60-69 were significantly more likely to already be buying fewer new clothes compared to those aged 18-59. Furthermore, those in Greater Manchester were significantly less likely to be recycling than those in other regions.



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 Q19. How would you describe your behaviour towards each of the following sustainable activities?
 Base: September 2024 (n= 1000)
 Source: State of the Nation (September 2024)
 *Refers to new options for September 2024

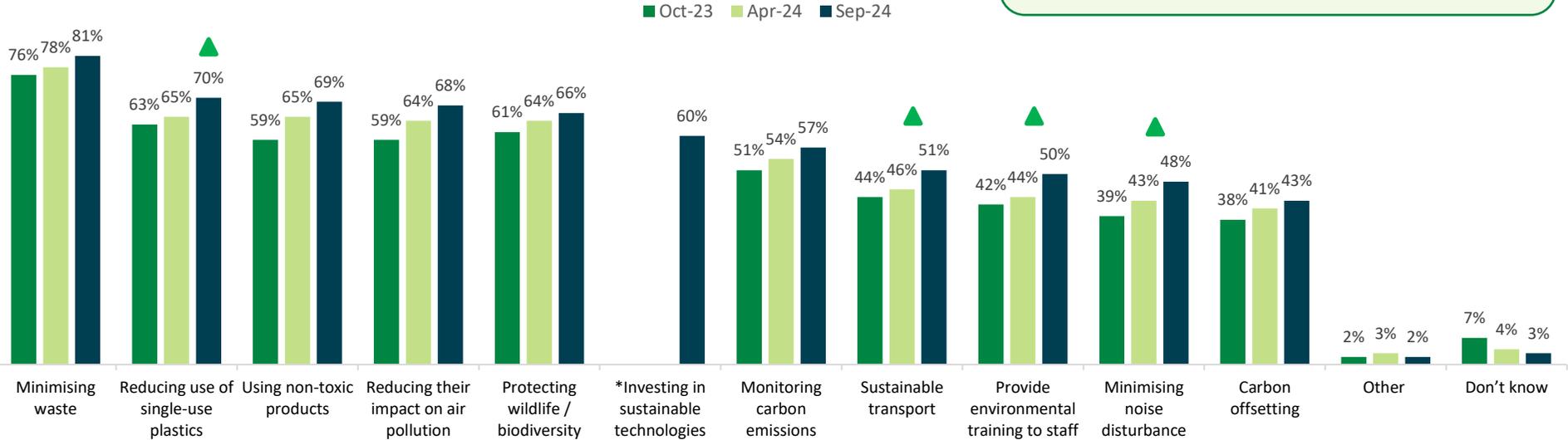
Customers' expectations of companies have seen increases across 'reducing the use of single-use plastics', 'using sustainable transport', 'providing environmental training to staff' and 'minimising noise disturbance'.



OPTIONS ADDED

Expectations of companies

Those aged 18-29 were significantly lower than other age groups on almost all the expectations for companies, yet lowest with carbon offsetting (37.8%).



Q20. Which of the following would you expect companies to be doing as part of their standard operating procedures?
 Base: September 2024 (n= 1000)
 Source: State of the Nation (September 2024)
 *Refers to new options for September 2024

Recap

Recap

Financial concerns remain the most important, with higher concern seen across all issues

Environmental concerns remain stable, but customers behaviours are more pro-green

As discretionary income is improving, higher importance is seen with non-financial aspects such as lifestyle

The reduction in financial concerns relates to environmental expectations of companies

97% of customers were aware that flushing items, such as baby wipes, can lead to blockages

Customers want continued levels of communication from United Utilities across almost all options

Appendix

Data statement

Note on analysis

There is a very small portion of In the Flow community members who do not have demographic information available due to missing profile data. These have been classified as 'prefer not to say' and 'other'.

In order for the sample to meet quotas on the external panel which are representative of United Utilities customers, this group has been down weighted to a miniscule amount, so that when figures are rounded to whole numbers, they equal zero. All other customers meet the quota and equal the proportions specified. As an effect of weighting, some subgroup base sizes may not equal the total base displayed, to a minor extent.

Some percentages may not add up to a sum of 100%. This is due to rounding of percentages to display a whole number, consistent with reporting formatting.

All data from external panel providers has been cleaned and vetted against rigid standards to remove those that flatline (select the first choice on all questions in order to complete the survey quicker), speeders (completion faster than 1/3 of the total LOI (15 minutes) and poor verbatim (gibberish, random characters and profanities).

All statistical significance has been calculated using a Z-Test between subgroups across all options.

Key differences in customer priorities

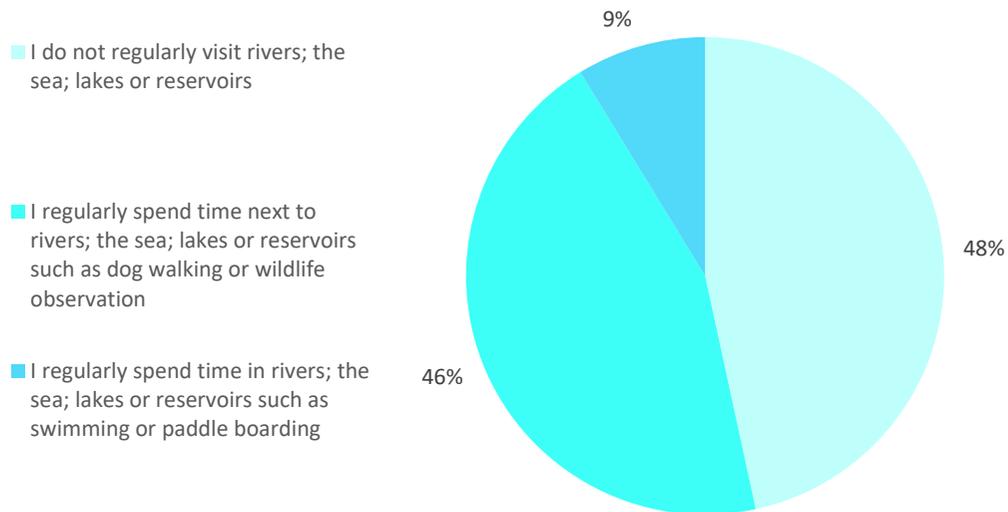
Total (year on year) Question / option	Weighted %	
	October 2023	September 2024
Thinking about the country as a whole, to what extent are you concerned about the following issues at this time?		
Health	70%	75% ▲
Crime	69%	77% ▲
Immigration & asylum	61%	67% ▲
Now thinking specifically about the North West, which of the following do you think are the most important issues at this time? NET		
Social issues	74%	78% ▲
Infrastructure	69%	64% ▼
How difficult would you say it is for your household to meet the monthly payments on your bills?		
Difficulty meeting monthly bill payments (water) now	31%	25% ▼
How much do you agree or disagree with the following statements?		
I try to recycle as much as I can	88%	91% ▲
Which of the following would you expect companies to be doing as part of their standard operating procedures?		
Minimising waste	76%	81% ▲
How have each of the following changed for you compared to 6 months ago?		
We have less money left	52%	37% ▼
We have the same amount of money	39%	45% ▲
We have more money	7%	13% ▲

Customers were fairly balanced between those who do and do not regularly visit rivers; the sea; lakes or reservoirs.



 Respondents in Cumbria were significantly more likely to regularly spend time next to rivers, the sea, lakes and reservoirs compared to other regions.

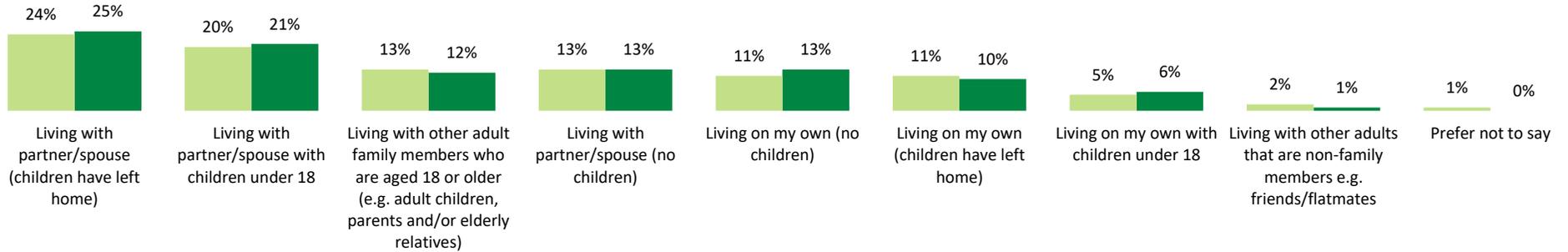
Use of rivers; the sea; lakes or reservoirs



Household status

Household status

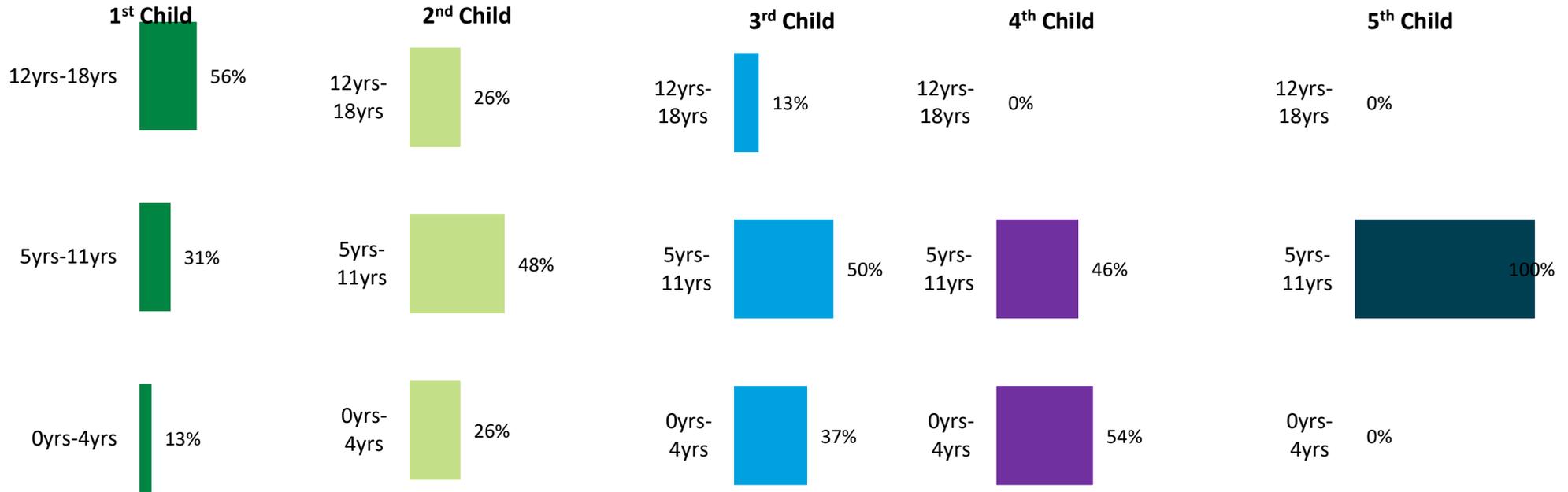
■ Sep-24 ■ Apr-24



▲ ▼ Significant difference at 95% CI

Children age breakdown (weighted)

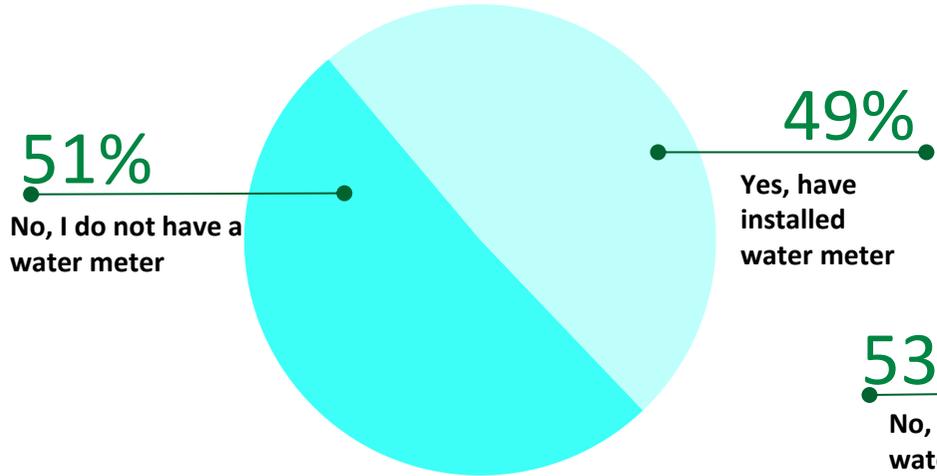
Children age breakdown (weighted)



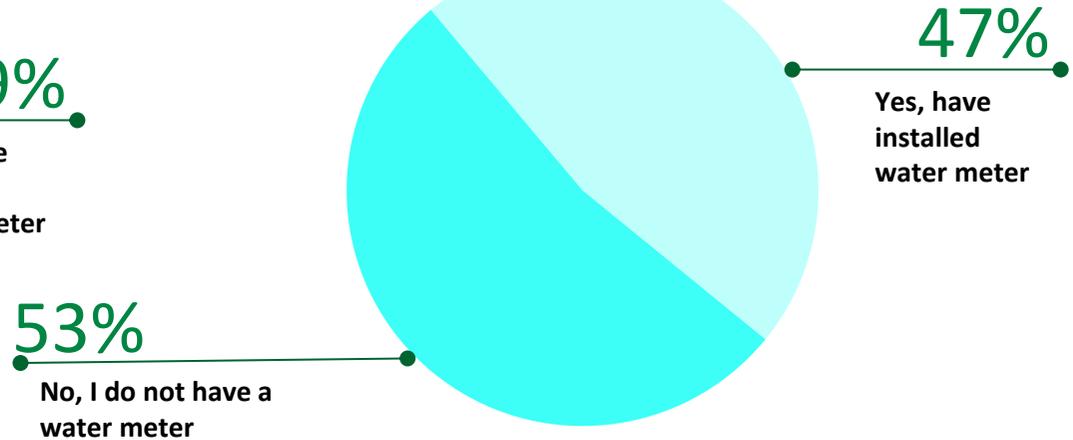
Metered vs. Unmetered

Metered vs. Unmetered

Unweighted

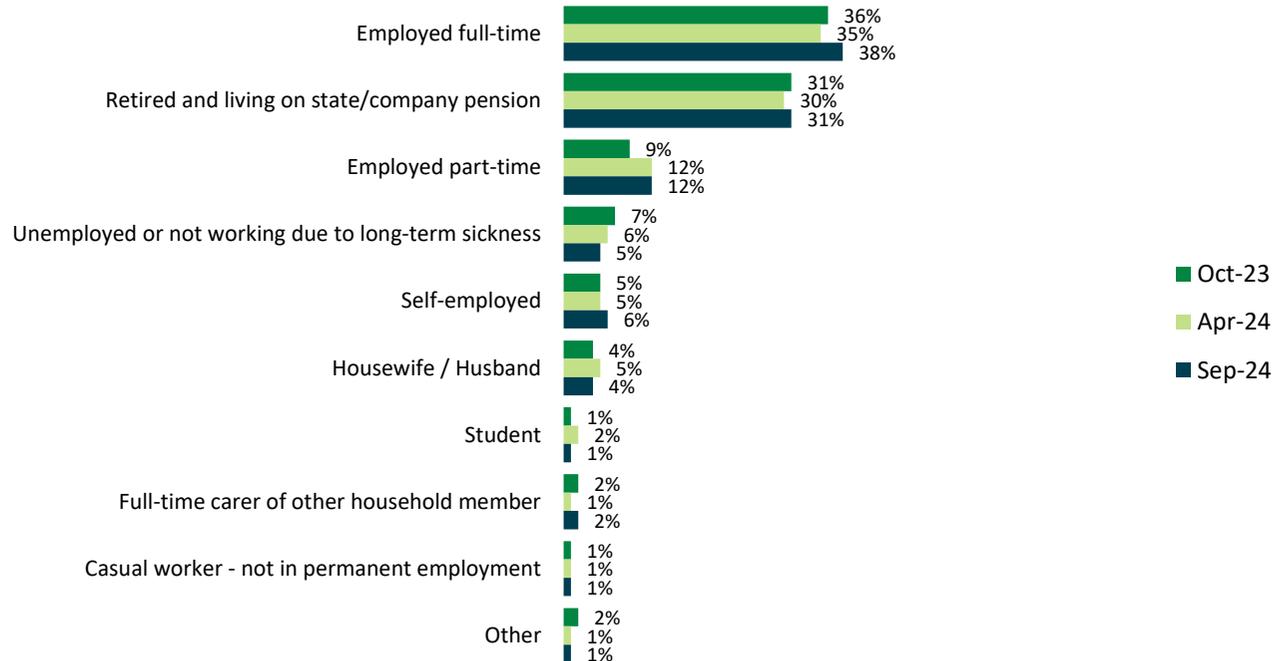


Weighted



Employment status

Employment status



Garden access

Garden access

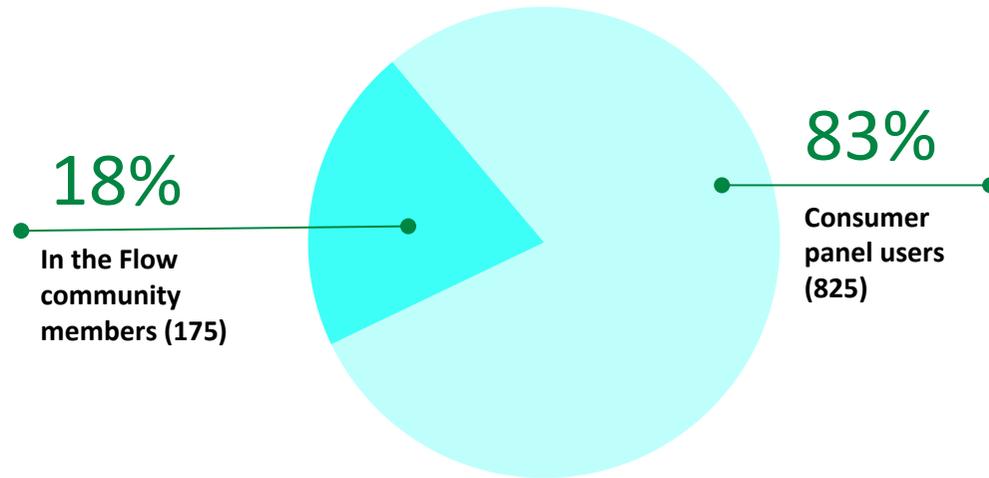
Total		
	Count	%
Garden access		
Yes, there is a garden that I/we actively maintain (e.g. that you regularly or occasionally water)	640	64%
Yes, there is a garden but I/we do not actively maintain it (e.g. you do not regularly or occasionally water it)	198	20%
No, there is not a garden BUT there is a balcony/terrace with plants that gets actively maintained	63	6%
No, I/we do not have a garden	99	10%

Sample profile

Total	Unweighted		Weighted	
	Count	%	Count	%
Gender				
Male	464	46%	490	49%
Female	533	53%	510	51%
Age				
18-29	81	8%	80	8%
30-39	151	15%	160	16%
40-49	168	17%	170	17%
50-59	193	19%	200	20%
60-69	169	17%	160	16%
70+	235	24%	230	23%
Region				
Cheshire	146	15%	140	14%
Cumbria	90	9%	90	9%
Greater Manchester	346	35%	370	37%
Lancashire	223	22%	200	20%
Merseyside	191	19%	200	20%

Fieldwork breakdown

Sample source breakdown (unweighted)



The 'In the Flow' community

In The Flow is our online research panel. It is an online community of over **1100** United Utilities customers who participate in research activities to help us understand what customers want and value.

There are lots of different ways we can engage with our customers, such as polls, discussion posts and surveys.

- Have you got an idea you want to test with real life customers?
- Do you have upcoming communications going out to customers that you want some feedback on?
- Do you want to gain some tailored customer insight on a subject before planning your next project?

To find out more about using the In the Flow community to meet your business needs, please contact:



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