

United Utilities State of the Nation

October 2025



Background and Approach

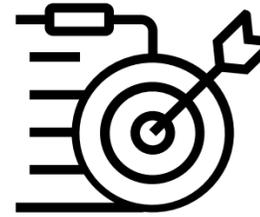


Research objectives and approach



Background

The 'state of the nation' looks at customers' general views and behaviours, and their concerns both at national and regional level. This is an opportunity for customers to tell United Utilities about what's important to them. This is the latest iteration of a regular tracking survey, which explores customer opinions twice a year.



Objectives

The research sought to answer the following objectives:

- Customers key concerns and what's important to them
- Thoughts on the future, both at home and nationally
- Household finances and concerns around meeting bill payments
- Changes in water usage at home
- Environmental attitudes and behaviours



Approach

A 20 - minute quantitative survey with 1000 customers.

Fieldwork took place from 29th September to 10th October 2025.

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



Data

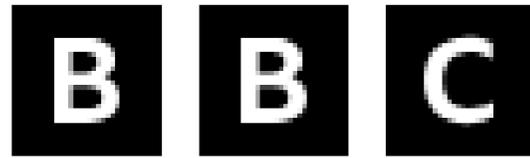
Data has been weighted to be representative of the United Utilities customer base.

Details of the sample can be found in the appendix.

What external factors occurred during fieldwork?

Fieldwork dates: 29th September to 10th October 2025

Global Conflict



**Israeli government approves
Gaza ceasefire and hostage deal**

Economy



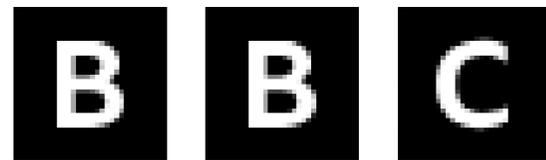
Food inflation at 18-month high
- and experts predict worse
to come

Political Climate



Reform UK membership surpasses
Tories, party says

Water



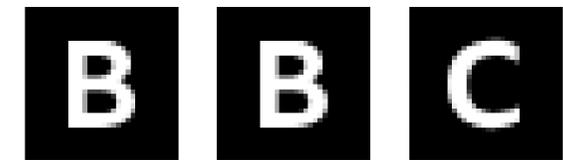
**Bathing water bid aims to reduce
river pollution**

Immigration



Starmer to end asylum 'golden ticket' of
resettlement and family reunion rights

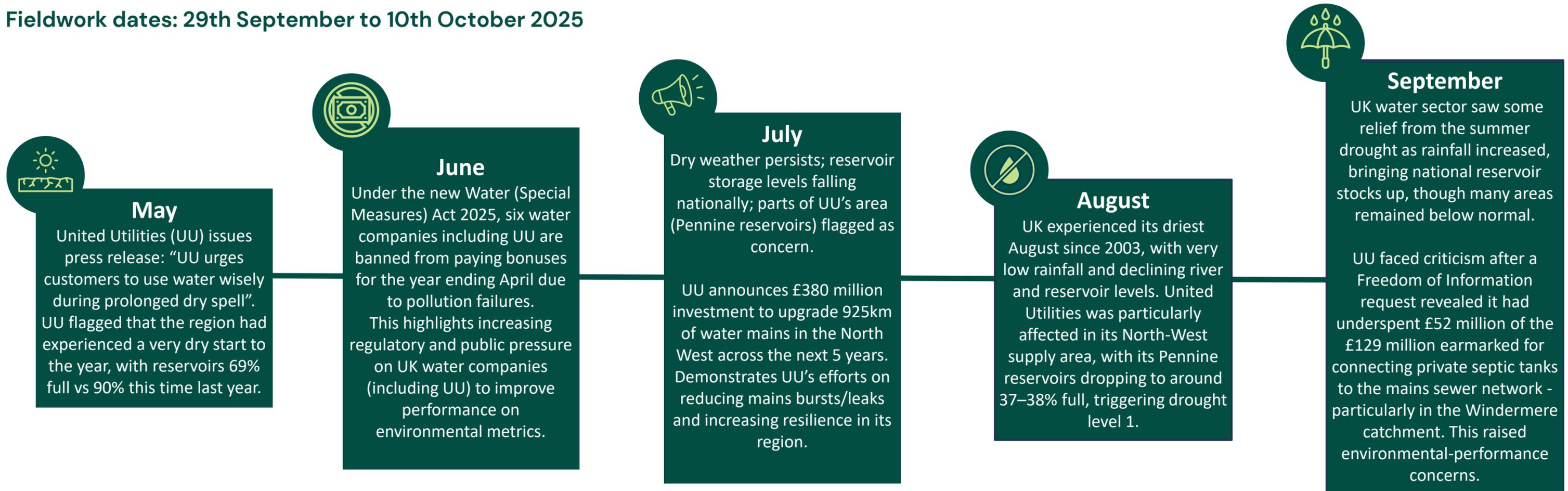
Economy



**Reeves warns of harder choices
to come as she hints at tax rises**

Industry context: What was happening in the lead up and around the time of the research?

Fieldwork dates: 29th September to 10th October 2025



Cumbria
UU started three storm-storage tank projects in West Cumbria worth £2m to reduce overflow operations in local watercourses by the planned completion of September 2025.

Lancashire
June 2025, UU began a £48 million upgrade at the Lancaster Wastewater Treatment Works to increase stormwater storage and reduce overflows in the River Lune and Morecambe Bay.

Merseyside
September 2025, video evidence showed sewage overflowing through a manhole cover in woodland near Upton on the Wirral, close to storm tanks operated by United Utilities.

Greater Manchester
A major burst water main in the Urmston area of Greater Manchester on 22 September 2025 led to roads closed (Flixton Road / Irlam Road) after water flooded the area.

Chester
June 2025 a water main burst on Ermine Road in Chester caused significant carriageway damage and road closure; the council noted the pipe burst caused severe damage to the road surface.

Key Findings



Key Findings



Economy continues to be the biggest concern facing the country, while immigration and asylum emerges as the biggest concern in the North West.

- Concerns of the country's economy remained consistent with previous wave at 87%.
- Specific to the North West, immigration emerged as the most pressing issue. Concern over social issues in general increased by 9%, while environmental and infrastructure issues saw a decline.

Respondents worried the most about their electricity/gas bill, with council tax and food bills emerging as a concern. Despite this, difficulty paying bills (general and water) saw a slight decline.

- 58% of respondents worry about paying their electricity/gas bill. Council tax and food bills emerged as following concerns, with over a half citing concern.
- There was a slight decline in difficulty meeting bills now (general -4%, water -3%) and projected difficulty in 6 months time (general -3%, water -1%)

Customers having the same amount of discretionary income left, compared to 6 months ago, has increased despite budgeting behaviours seeing an overall decline

- This wave saw an 8% increase in customers who have the same amount of discretionary income left over at the end of the month compared to 6 months ago (48%).
- An overall decline in budgeting behaviours was observed. Applying for a water meter (-8%)/smart energy meter (-5%); driving less to save on petrol/reducing travel cost (-6%); and spending less on the things I enjoy (-4%) saw the biggest shift. Despite this, washing clothes at a lower temperature and shopping at discounted supermarkets were done by over a half of respondents.

Environmental attitudes remain strong, with many putting effort in to help the environment. However, an increase in people found it 'too much effort to be green'.

- 89% of respondents try to recycle as much as they can. There was an increase (+4%) in people who buy sustainably produced goods, with over a half of respondents agreeing that they would like to be doing more to be 'green'. However, respondents who felt 'It takes too much effort to be 'green' also increase by 4%.

Some water efficiency habits remain strong. However, there was slight movement in flushing behaviours, with a decrease for toilet wipes, but a small increase in make up and baby wipes.

- In terms of water efficiency, similar to the previous wave, most customers only run appliances when they're full (78%) and boil what they need when using a kettle (77%).
- Flushing habits typically saw either no change or a slight decrease. While flushing of toilet tissues and other tissues was most common, make-up wipes and baby wipes saw an increase this wave. This could be explained by an increased availability of flushable/biodegradable wipes.

The focus of communications shifted slightly this wave, away from water quality and saving and towards information on UU; its sites; and, blockage advice and maintenance.

- Communication preferences changed slightly, with respondents opting for more information on reservoirs and parks; information on home maintenance; information on UU and their role in the local area. Information on smart metering saw a decline.

Priorities & Finances

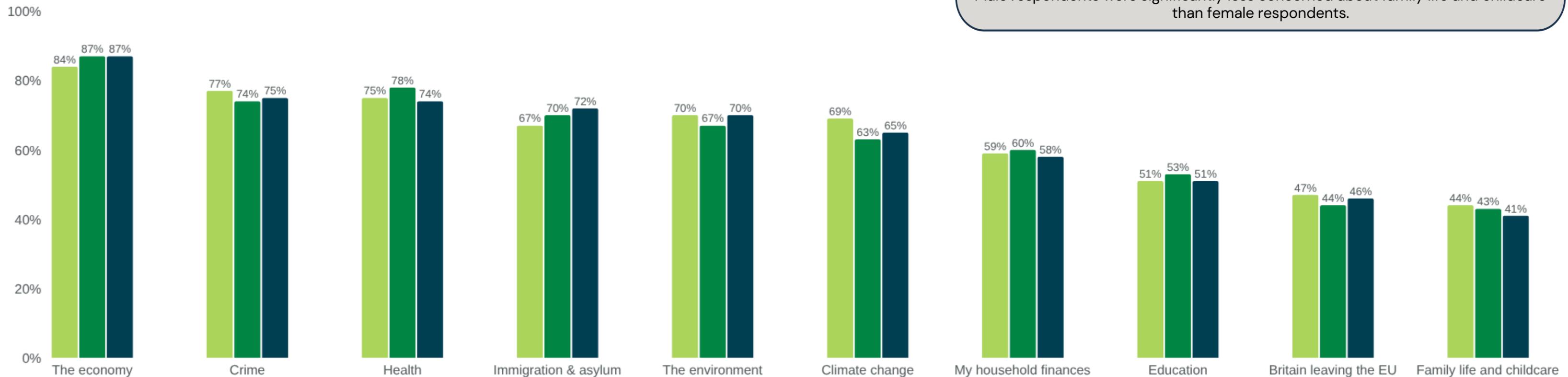


The economy continues to be the biggest concern at 87%. Crime overtook health with a 1% increase, while health saw the largest decline from the last wave (-4%). Immigration and asylum, the environment and climate change all emerged as greater concerns this wave, observing increases between 2-3%.

Current concerns (Very/quite concerned)

● Sep-24 ● Apr-25 ● Sept-25

Respondents aged 30-39 were significantly more concerned about the environment than those aged 40-49
 Those aged 70+ were significantly less concerned about household finances compared to all other age groups
 Those from Cumbria were significantly more concerned about Britain leaving the EU than those from Greater Manchester and Cheshire
 Respondents aged above 70 were significantly more concerned about immigration and asylum than all other age groups
 Male respondents were significantly less concerned about family life and childcare than female respondents.

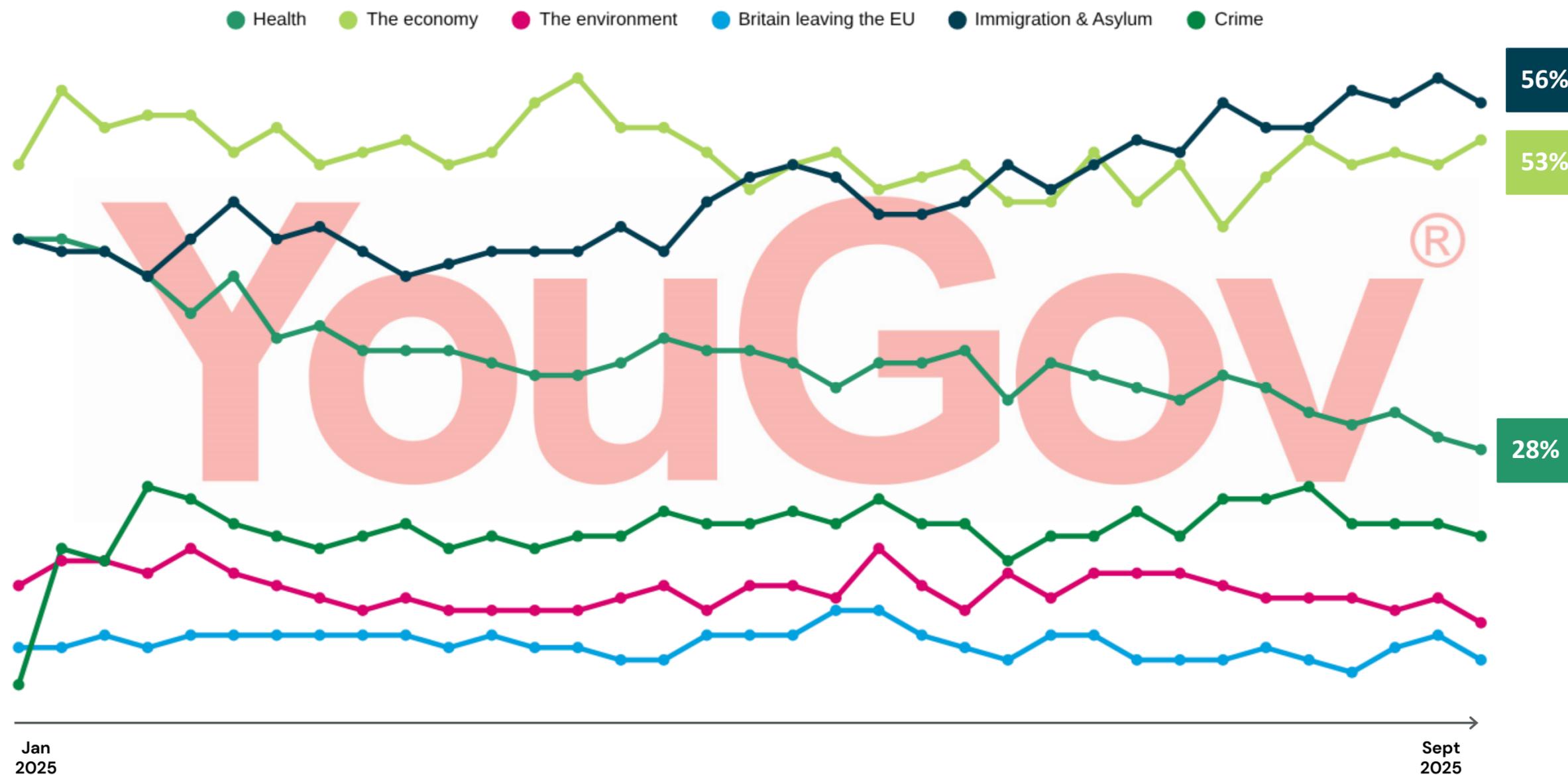


Q1. Thinking about the country as a whole, to what extent are you concerned about the following issues at this time?
 Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

External research shows that from April 2025, immigration and asylum began to rise as an emerging issue, rising by 8% and overtaking the economy as the most important issue facing the UK. All other issues, except the economy (5%), saw a slight decline from April 2025, with health seeing the largest overall (-8%)

Important issues facing the country – YouGov data



Issues	Diff vs. April 2025
Economy	+1%
Health	-8%
Environment	-1%
Immigration	+8%
Leaving EU	-2%
Crime	-1%

Overall, social issues within the North West remain the most important, seeing an increase of 9%. Immigration and asylum, and job opportunities presented the greatest concern. Infrastructure, on the other hand, saw a decrease of 10%, and the environment a decline of 7%.

Current concerns – North West specifically

Respondents from Cumbria were significantly less likely to view crime as a main concern, compared to those from Greater Manchester, Cheshire and Merseyside.

Those aged between 30-49 were significantly more likely to see tackling poverty as an important issue compared to those 60+

Cumbria were significantly more likely to view flooding as a main concern, compared to all other regions



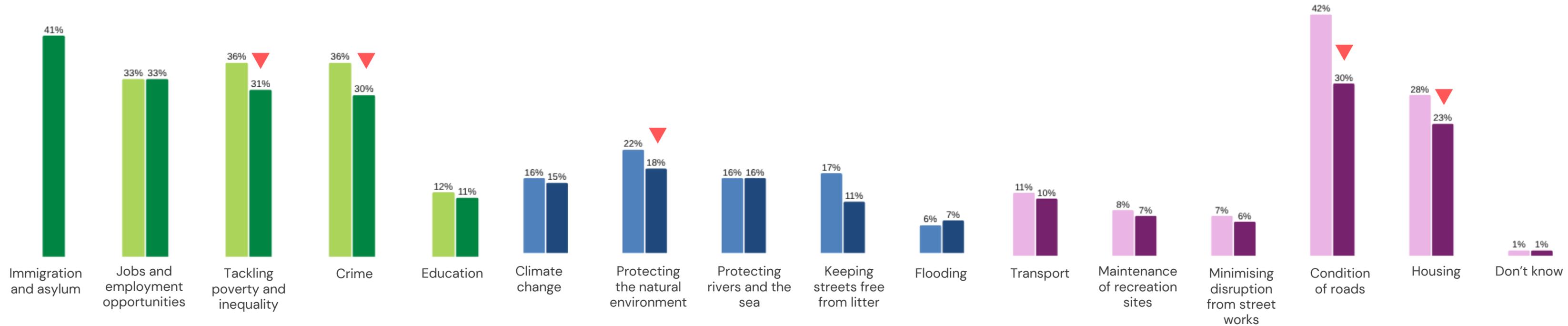
NET 'Social issues': 86% [+9%]



NET 'Environment': 53% [-7%]



NET 'Infrastructure': 59% [-10%]

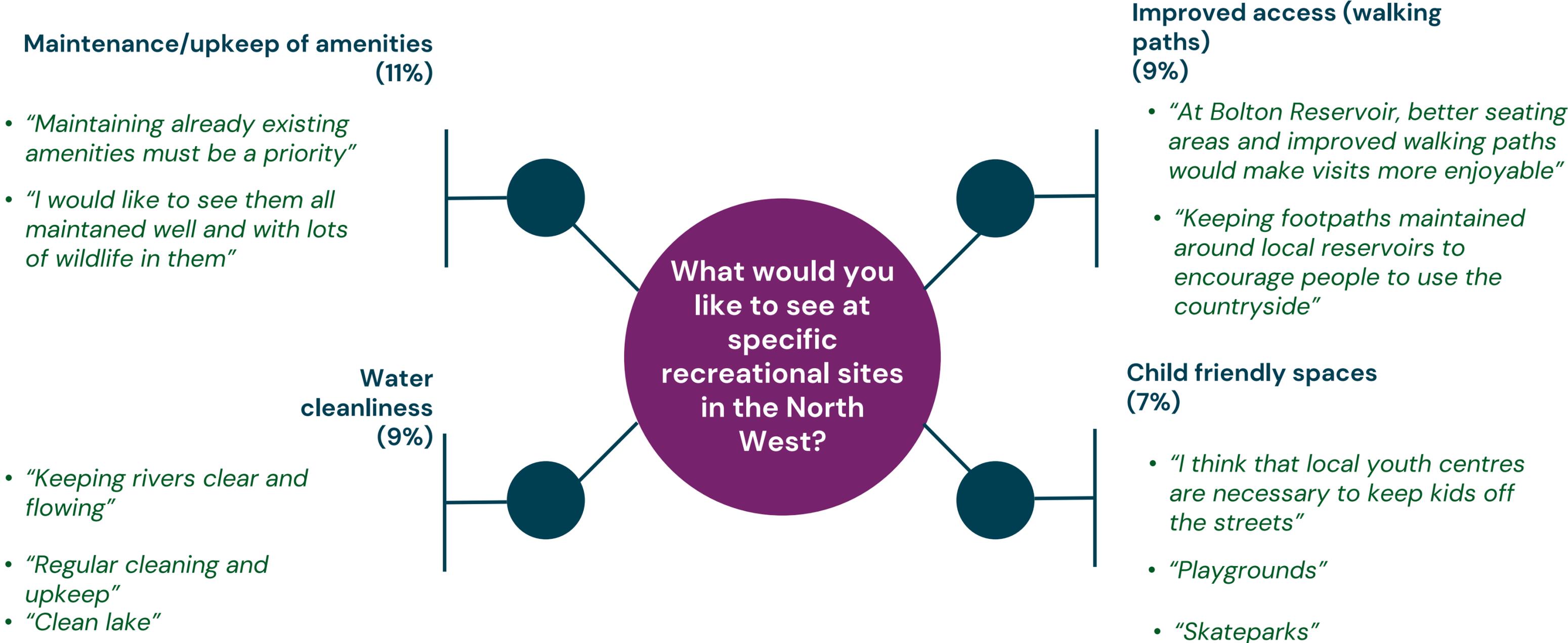


Darker bars are September 2025; Lighter bars are April 2025

▲ ▼ Significant difference at 95% CI

Q2. Now thinking specifically about the North West, which of the following do you think are the most important issues at this time? Please select up to three. Base: September 2025 (n=1000)

Those who selected maintenance of recreation sites in the previous question were asked if elaborate on the specifics. Many suggestions overlapped with the overarching theme being maintenance and upkeep of amenities; improved accessibility; and, water cleanliness.



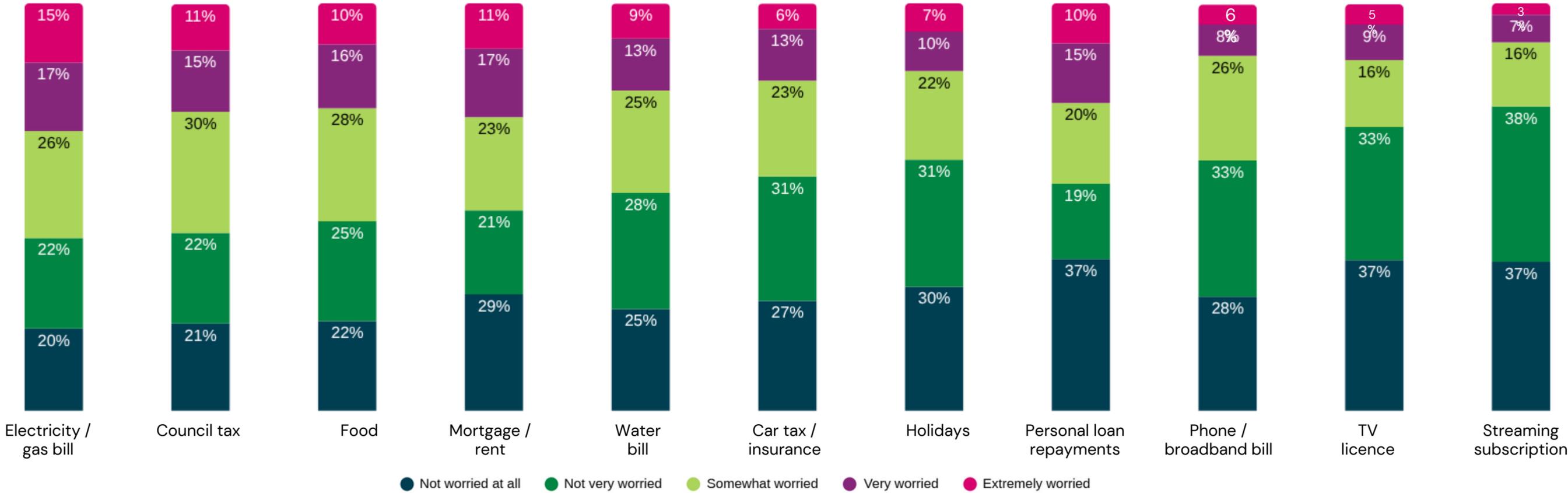
Q2a. Is there anything else you would like to see United Utilities do more of?
 Base: September 2025; Coded themes from n=1000 open responses (Excluding nothing/don't know and N/A, base is n=414. % is based off this figure)

Electricity and gas bills remained the bill respondents were most concerned about their ability to pay, despite seeing a decrease (-1%). Both mortgage and rent concerns and food bills increased by 2% this wave.

Concern about meeting household bills

Those aged 40-49 were significantly more likely to be very worried about mortgage/rent than those aged 50+
 Respondents with a water meter were significantly more likely to be not at all worried about their water bill, compared to those without a meter
 Respondents between the age 18-29 were significantly more likely to be very worried about their council tax bill, compared to those aged above 50

Worried (t3b) [Diff v Apr 2025]	58% [-1%]	56% [+1%]	54% [+2%]	51% [+2%]	47% [-1%]	42% [-1%]	39% [-1%]	45% [+0%]	39% [+2%]	30% [+1%]	26% [+0%]
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Q3. Which, if any, bills or costs are you worried about paying?
 Base: September 2025 (excluding those who said 'not applicable' - base varies per bill; n= 529-994)

Significant difference at 95% CI

Mortgage/rent payments saw the highest increase in concern this wave (+2%).

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	Apr-25	Sept-25	Diff vs Apr-25
Electricity / gas bills	21%	28%	56%	84%	88%	74%	65%	62%	61%	59%	58%	-1%
Food	21%	27%	38%	61%	72%	74%	57%	54%	49%	52%	54%	+1%
Council tax	N/A		36%	60%	60%	58%	50%	54%	54%	55%	56%	+1%
Water bill	21%	21%	33%	52%	58%	46%	46%	47%	45%	48%	47%	-1%
Mortgage / rent	22%	19%	28%	50%	57%	52%	54%	55%	53%	49%	51%	+2%
Car tax / insurance	21%	18%	27%	45%	50%	45%	48%	48%	44%	43%	42%	-1%
Personal loan repayments	15%	22%	21%	43%	50%	44%	44%	38%	42%	45%	44%	-1%
Holidays	24%	21%	21%	42%	49%	43%	40%	42%	42%	40%	38%	-2%
Phone / broadband bill	19%	20%	26%	44%	47%	45%	40%	43%	36%	37%	38%	+1%
TV licence	17%	14%	20%	32%	34%	35%	29%	31%	30%	29%	30%	-1%
Streaming subscription	11%	12%	13%	27%	33%	27%	31%	30%	22%	26%	25%	-1%

Q3. Which, if any, bills or costs are you worried about paying?
 Base: September 2025 (excluding those who said 'not applicable' - base varies per bill; n= 529-994)

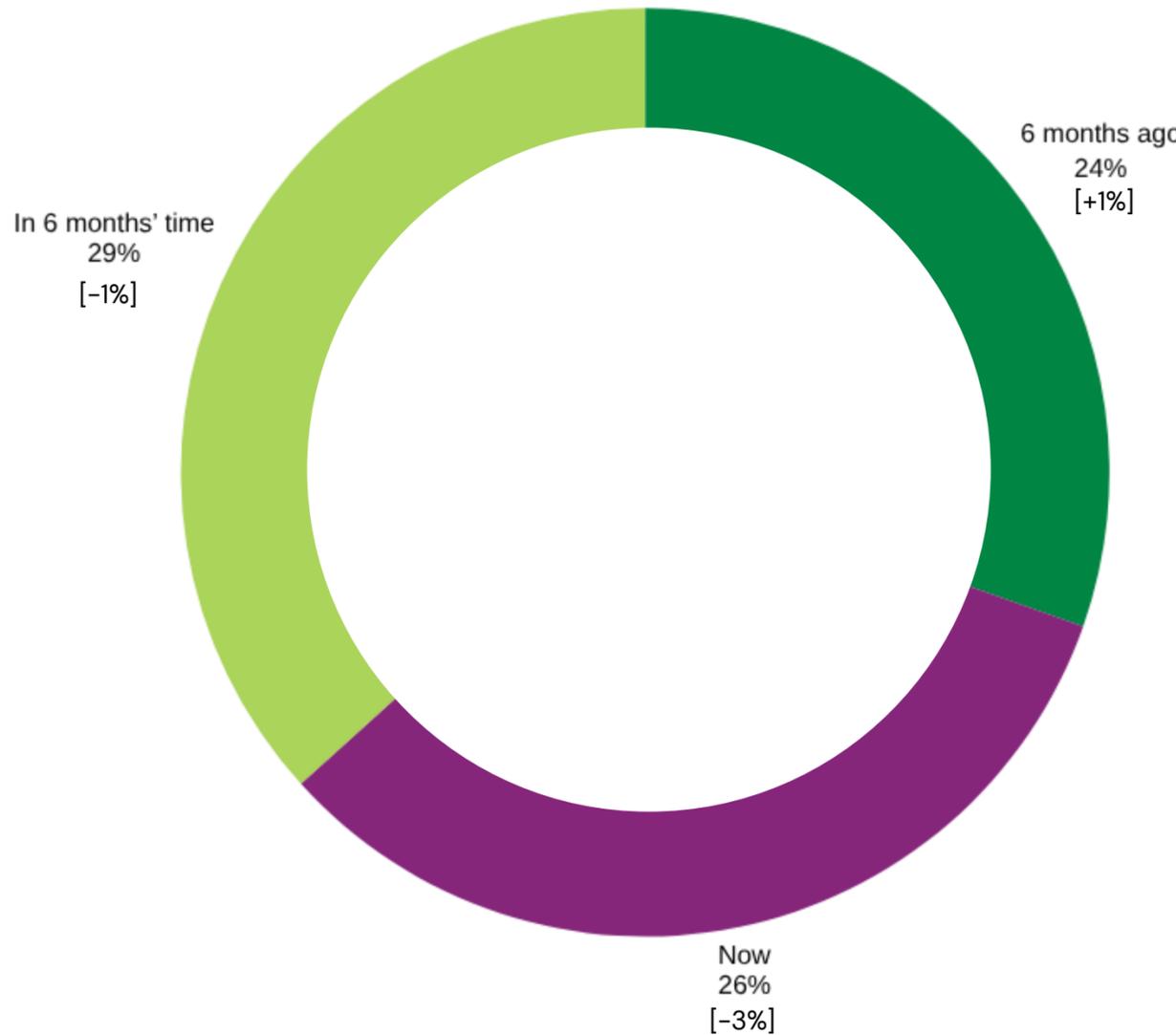
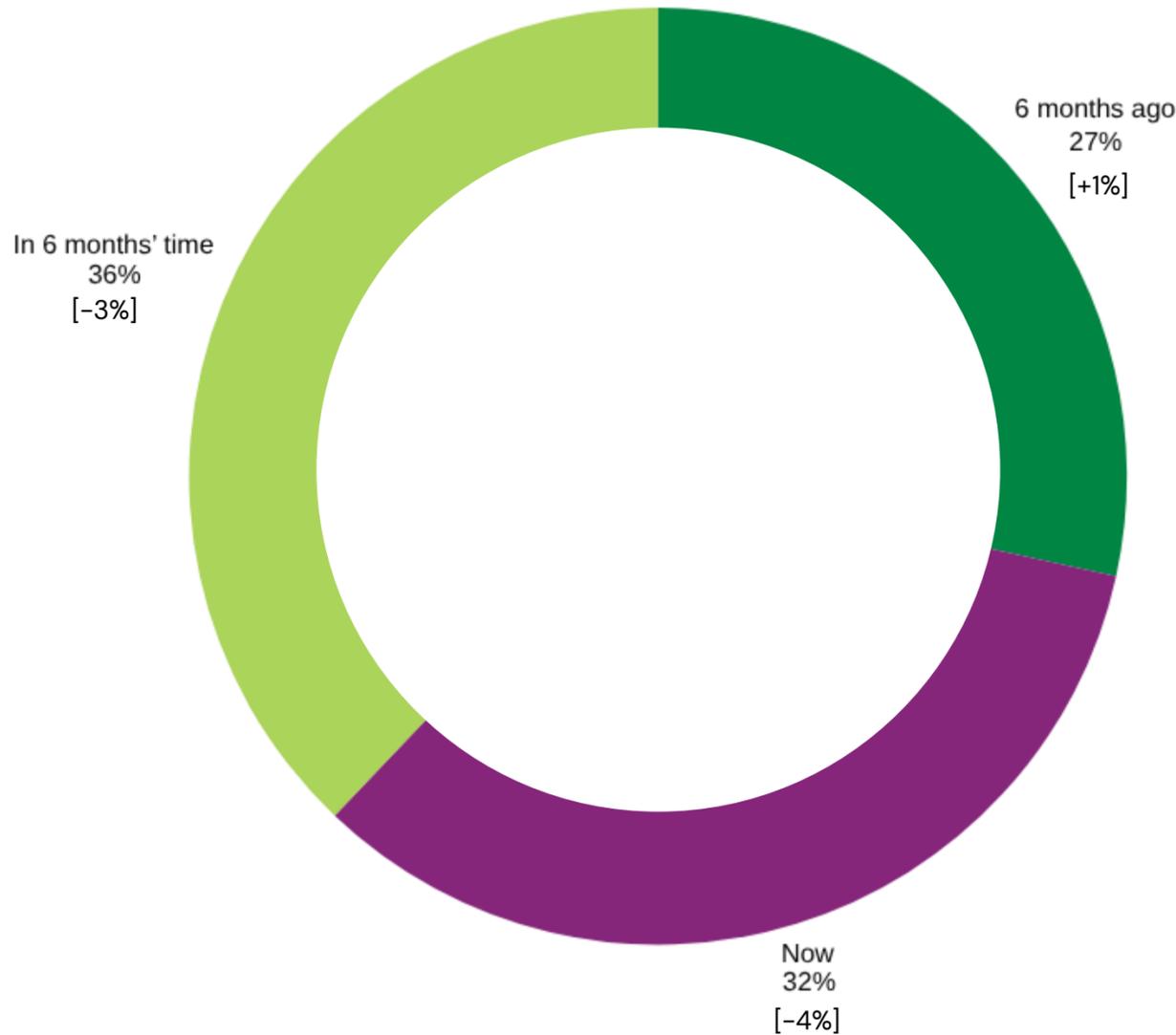
  Significant difference at 95% CI

Customers are finding it less difficult to pay their monthly bill payments than observed in the previous wave (-4% general, -3% water).

NET Difficult - Difficulty with meeting monthly bill payments (general)

NET Difficult - Difficulty with meeting monthly bill payments (water)

Females were significantly more likely to find it very difficult to meet monthly payments on bills generally and water bills than males.



[%] difference since April 2025

▲ ▼ Significant difference at 95% CI

Q4. How difficult would you say it is for your household to meet the monthly payments on your bill?
 Q5. And, specifically, how difficult would you say it is for your household to pay your water bill?
 Base: September 2025 (n=1000)

Reported changes in shopping behaviours reflected previous waves with shopping around to get the best deals most commonly highlighted as being “done more” in the last six months, despite a 1% decrease. Impulsive and expensive purchases remain the behaviours respondents were most likely to be doing less of.

Changes in shopping behaviour vs. 6 months ago

Those aged 40-49 were significantly more likely to shop around for best deals more than those aged 70+.
Females were significantly less likely to make impulsive purchases than males.

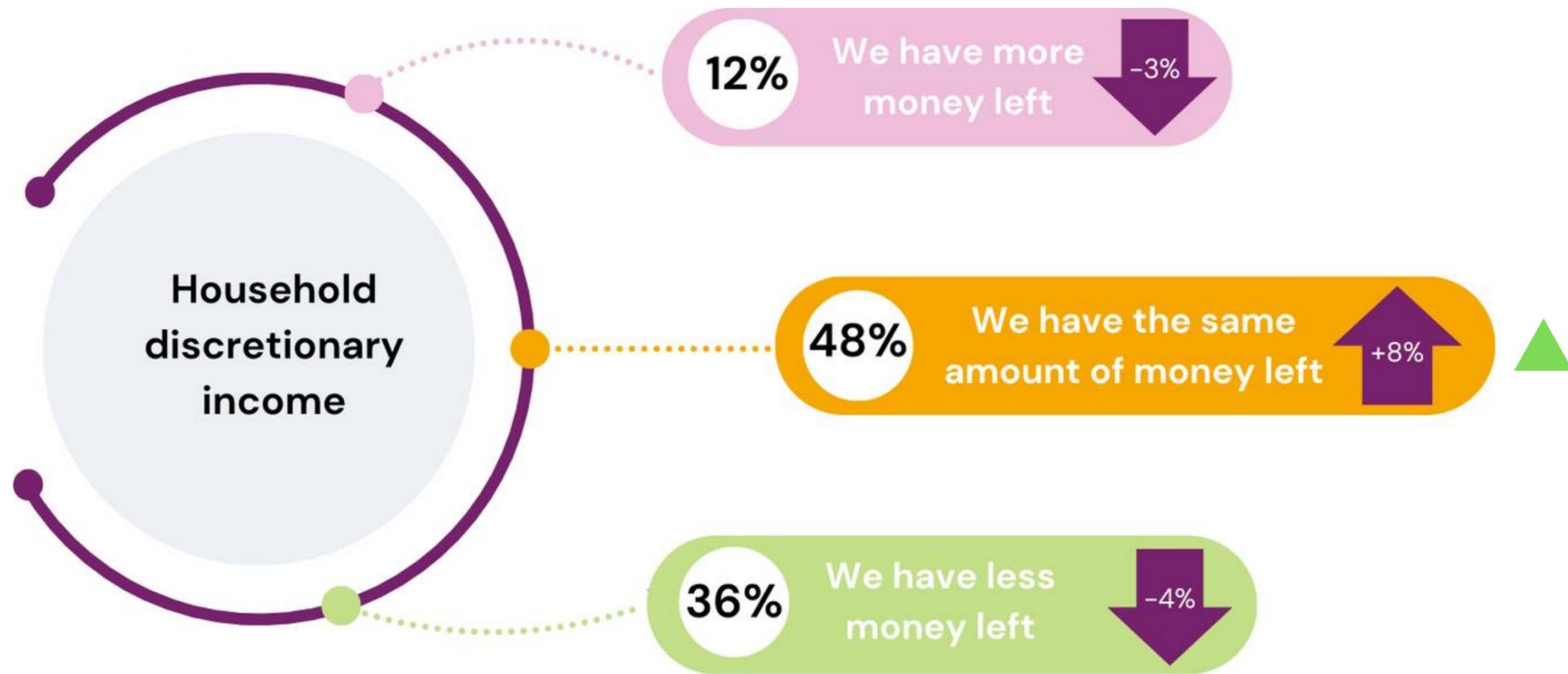


Q6. How have each of the following changed for you compared to 6 months ago?
Base: September 2025 (n=1000)

● Not sure ● Done this less ● No change ● Done this more

▲ ▼ Significant difference at 95% CI

This wave saw an increase in customers who agreed that they had the same amount of discretionary income compared to six months ago (48%). 36% agreed they had less discretionary income – a 4% decrease. A decline of 3%, saw just 12% of customers agree that they had more discretionary income left at the end of the month.



18-39 year olds were significantly more likely to have more discretionary income than those aged 40+.

Unmetered respondents were significantly more likely to have less household discretionary income than metered respondents.



Q6. How have each of the following changed for you compared to 6 months ago?

Base: September 2025 (n=1000)

Source: [Consumer price inflation, UK - Office for National Statistics](#)

[%] difference since April 2025

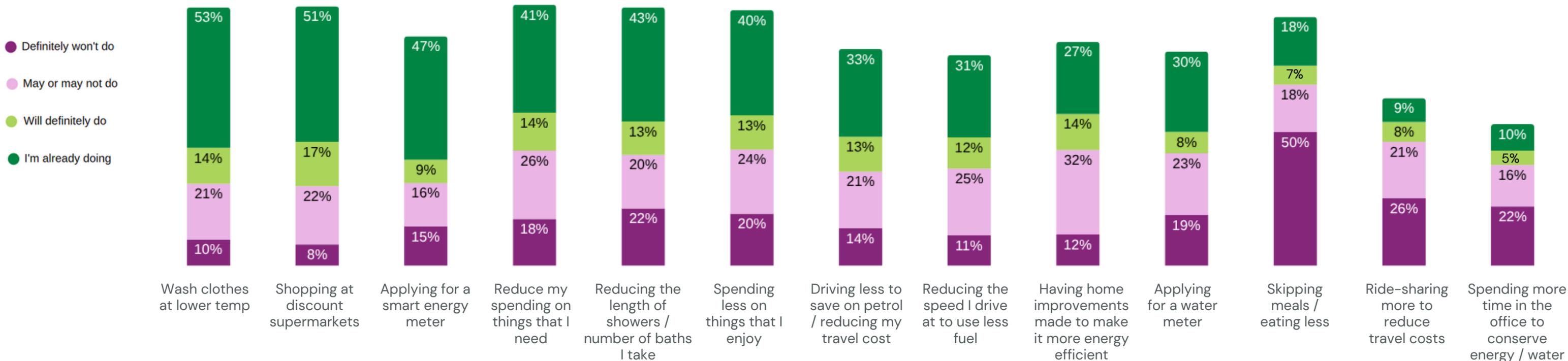
▲ ▼ Significant difference at 95% CI

Similar to the previous wave, when considering customer behaviours regarding budgeting and spending, washing clothes at a lower temp and shopping in discount stores were most common with respondents doing these already or planning to, despite seeing a percentage decline. Interestingly, applying for a water meter saw the largest decline (-8%).

Those aged 50+ are significantly more likely to already be washing clothes at a lower temperature, than those aged 18-39. Respondents aged 30-39 were most likely to be willing to do this in future, compared to those over the age of 50.
 Respondents living with their spouse and children under 18 were significantly more likely to be willing to shop at discount stores in future, compared to those living with spouse where children have left home.
 Males were significantly more likely not to reduce their spending on things they need, when compared to females.

Behaviour changes to save money

Doing/Will do (Top 2 Box)	67%	68%	56%	55%	56%	53%	46%	43%	41%	38%	26%	17%	15%
[Diff v Apr-2025]	[-3%]	[-2%]	[-5%]	[-3%]	[-1%]	[-4%]	[-6%]	[-5%]	[0%]	[-8%]	[0%]	[-4%]	[-4%]

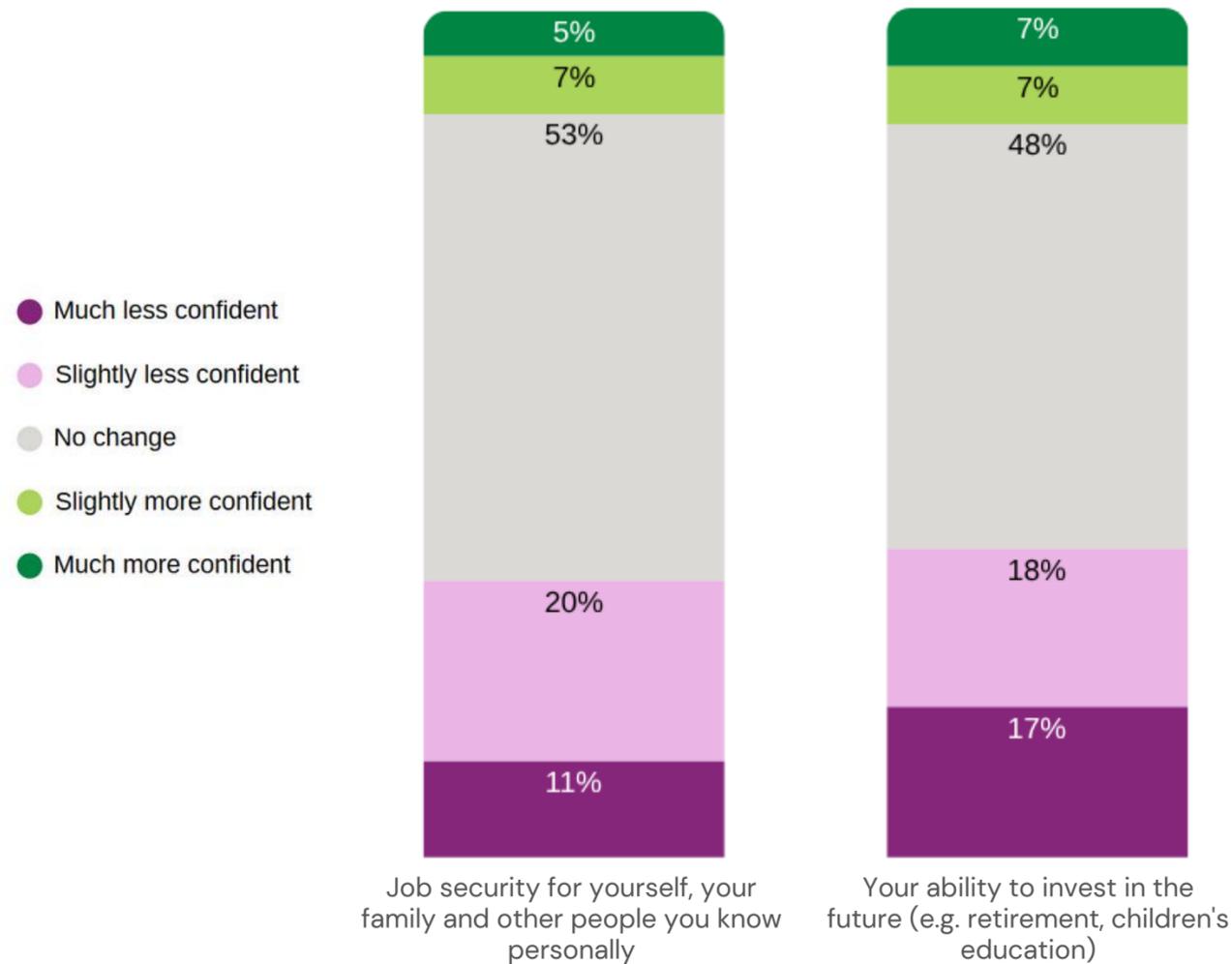


Q7. To what extent are you doing any of these this year in relation to your budgeting and spending?
 Base: September 2025 (n=1000)

▲ Significant difference at 95% CI

A higher proportion of respondents stated they felt less confident compared to six months ago in terms of both job security (31%) and the ability to invest in the future (35%).

Financial confidence vs. 6 months ago



Those from Cheshire were significantly (NET) less confident in job security than those from Cumbria.
 18-39 year olds were significantly (NET) more confident in their ability to invest in future than those 40+.
 Those living on their own with children under 18 were significantly more likely to be (NET) less confident in their ability to save, compared to those living with a spouse but no children/children have left home.

Job security (yourself, friends, family)

Ability to invest in the future



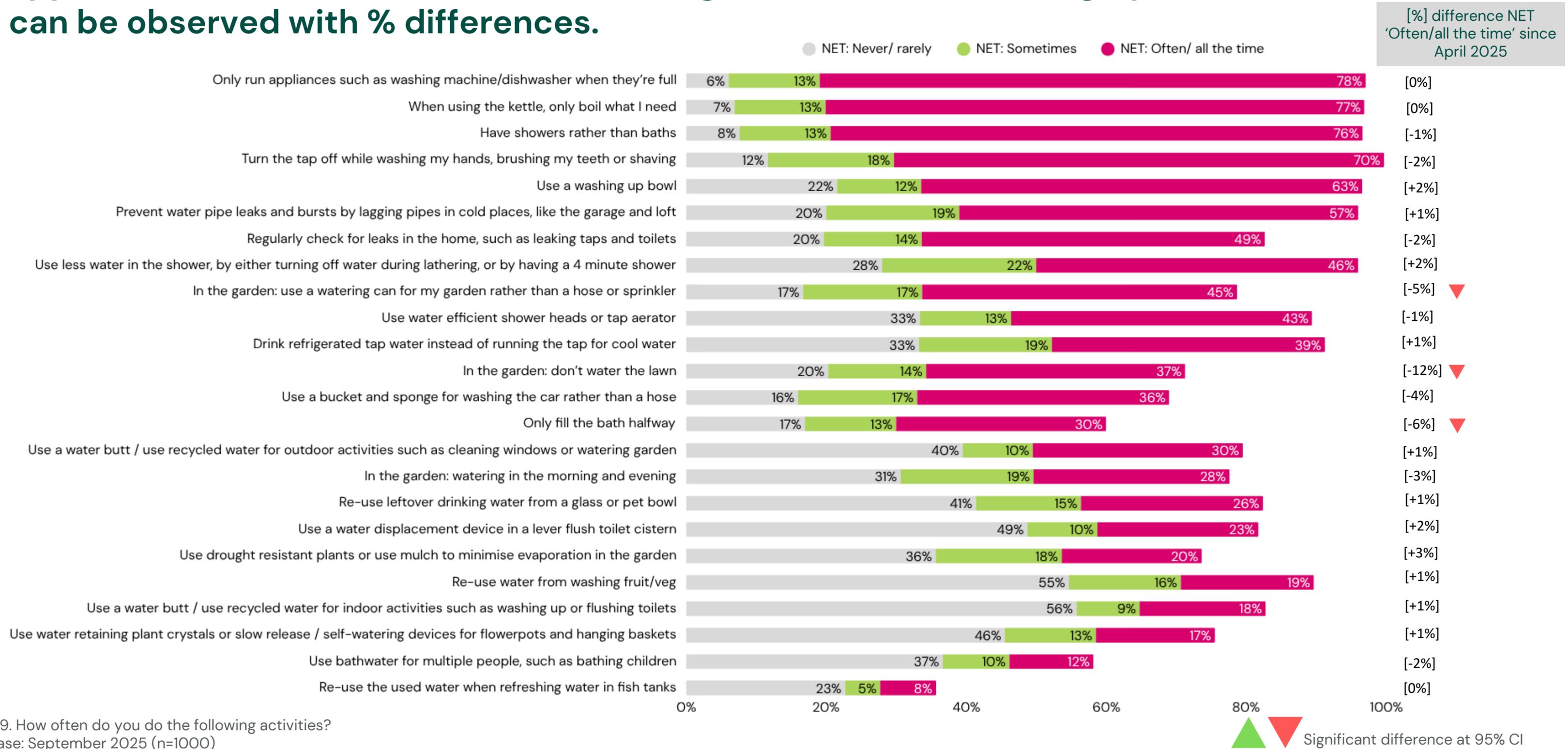
[%] difference since April 2025

▲ ▼ Significant difference at 95% CI

Water Efficiency & Flushing Behaviours



Consistent with the previous wave, most customers only run appliances when they're full; only boil the kettle with what is needed; or, have showers over baths. Please note, the option for 'Not applicable' was added into this wave, though it is excluded in this graph, some interferences can be observed with % differences.



Q9. How often do you do the following activities?
Base: September 2025 (n=1000)

▲ Significant difference at 95% CI
▼

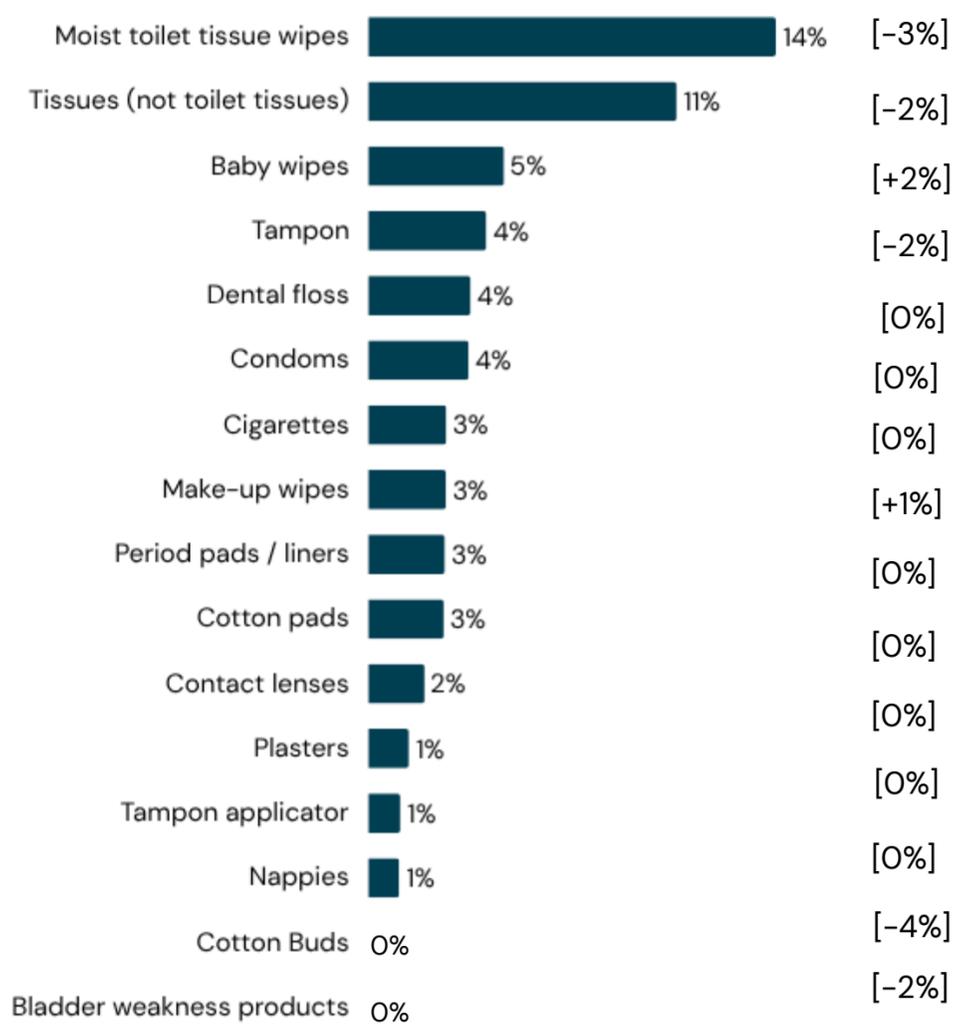
There was little change in flushing behaviour this wave. Moist toilet tissue wipes continued to be the most commonly flushed item (14%), despite a decrease of 3%. Baby wipes (+2%) and make-up wipes (+1%) saw a slight increase this wave.

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

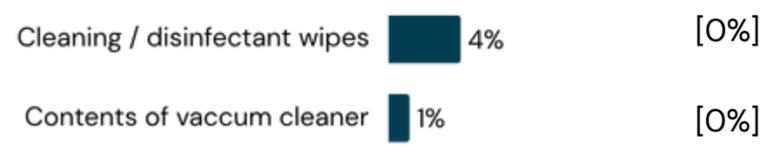
[%] difference since April 2025



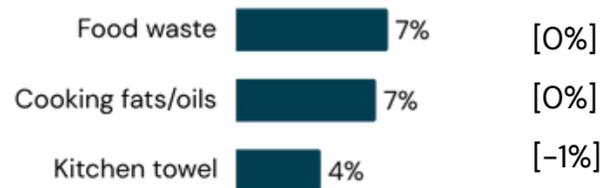
Hygiene/Personal care



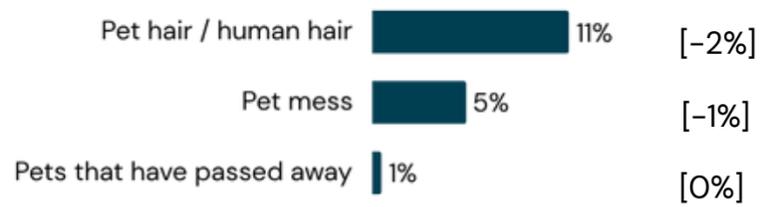
Cleaning



Kitchen



Pets



Those aged 18-29 were significantly more likely to have flushed baby wipes in the last 6 months than those aged 50+.
Those aged 18-29 were also significantly more likely to have flushed makeup wipes than those aged 40+.



57% (+2%) of customers had NOT disposed of any of the above via toilet, sink or drain in the last 6 months

Q10. Which, if any, of the following have you disposed of down the toilet or sink/drain in the past 6 months?
Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

96% identified consequences of disposing products down the toilet, sink or drain. This is a 2% decrease from the last wave.

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

"They can cause **blockages** in the underground pipes and cause waste pipes to either backup or burst" **88%**

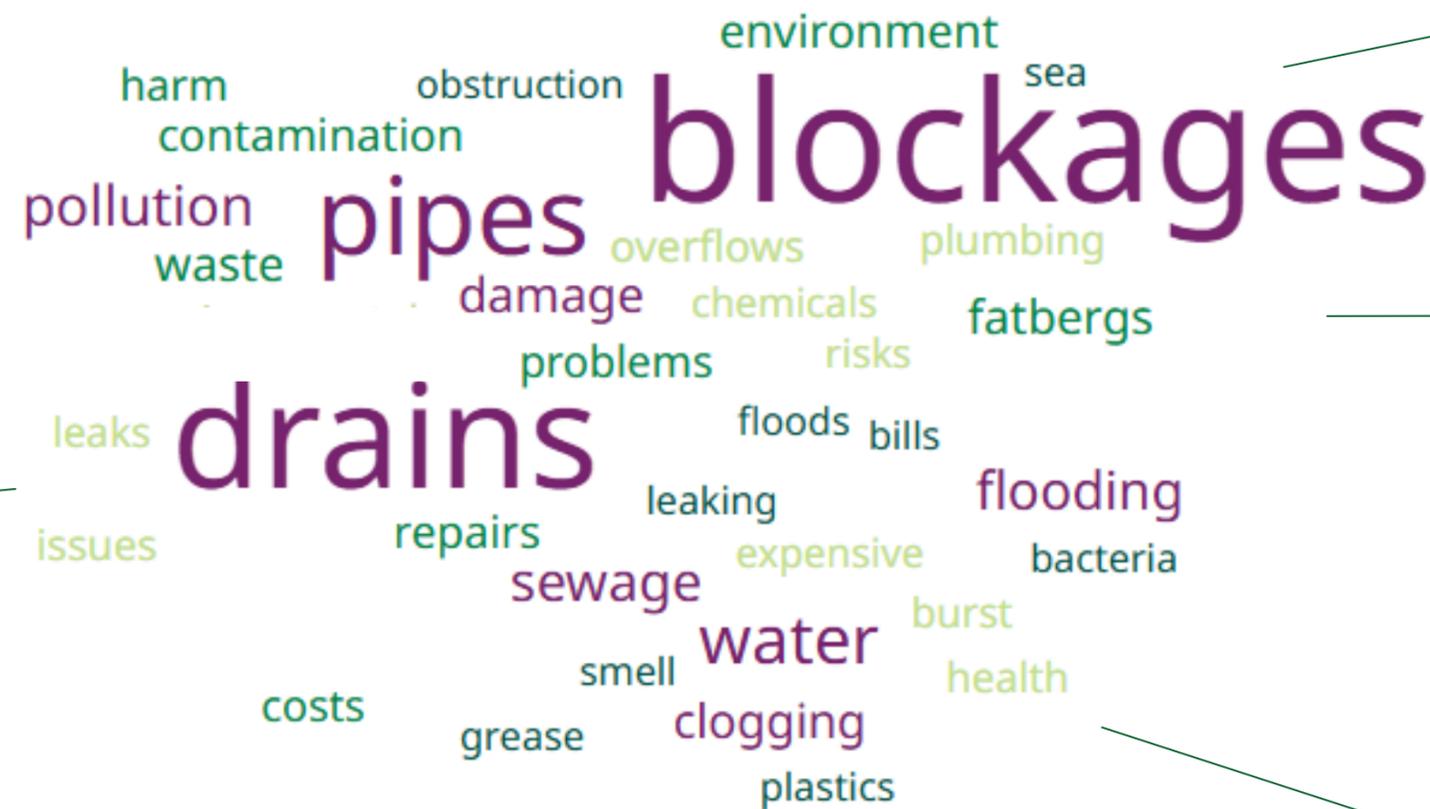
"This could block the pipes, leading to **flooding**" **2%**

"Damage to wildlife and the environment" **2%**

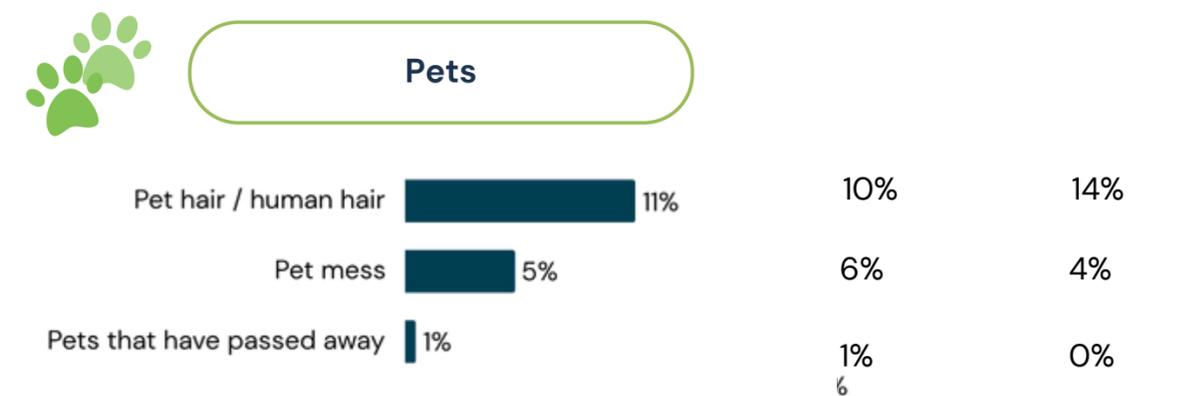
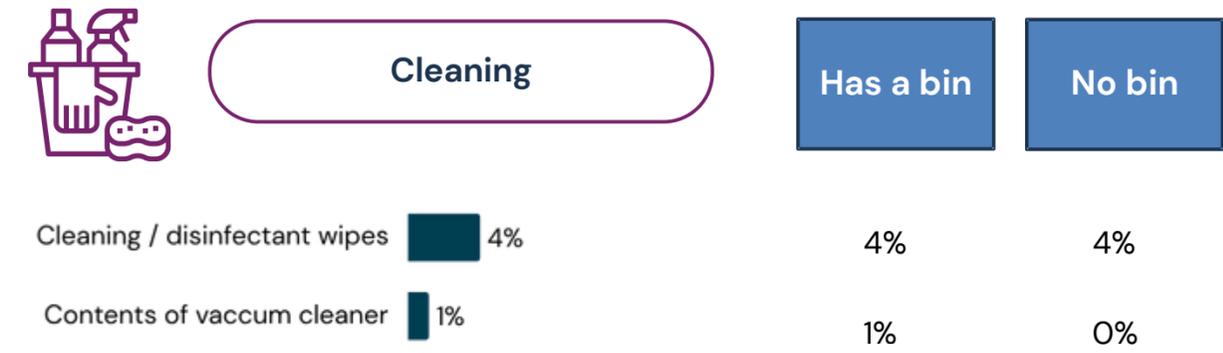
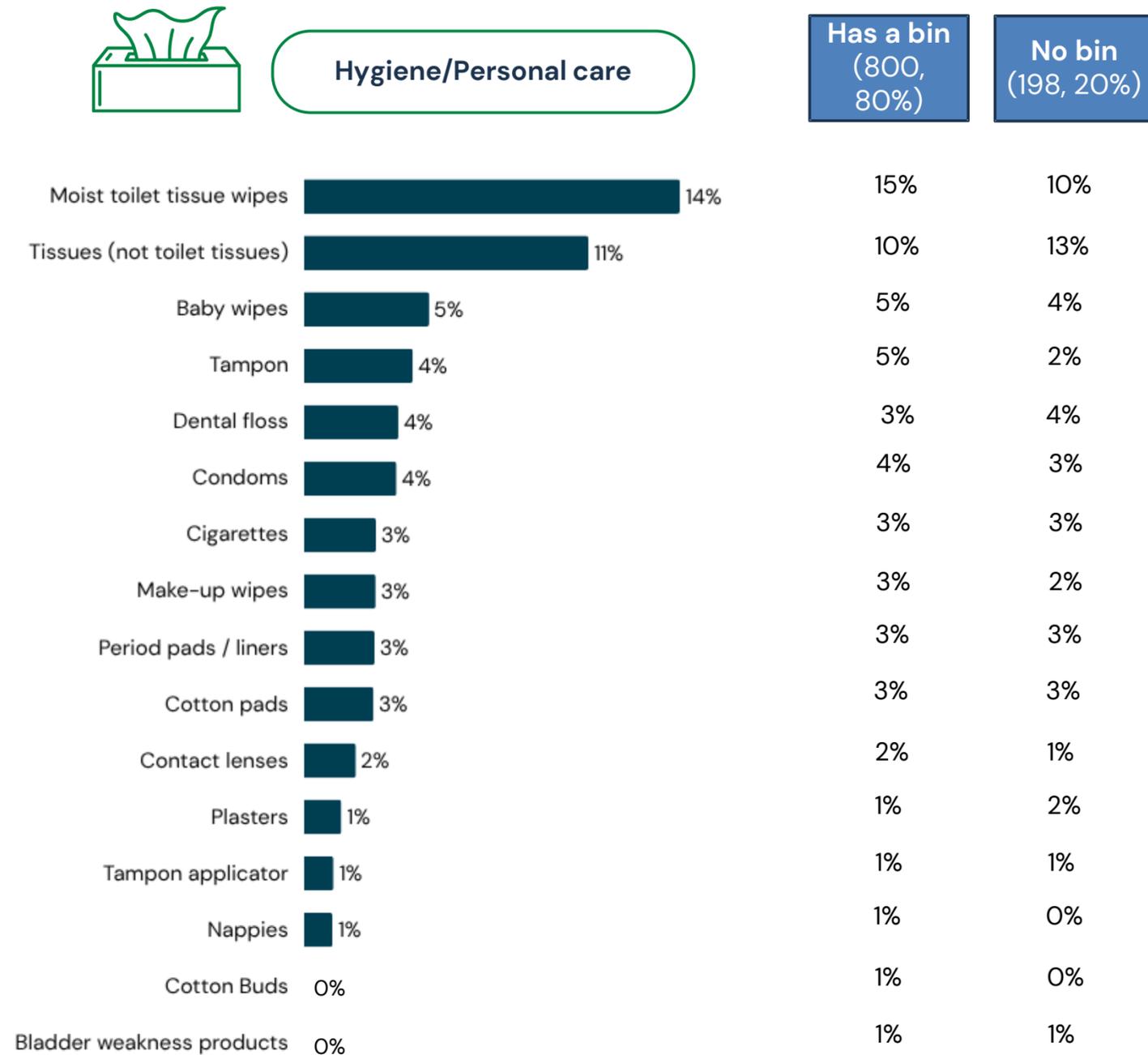
"Can cause clogging and **fatbergs**" **6%**

"It could **cause water pollution**, block the pipes and sewer and also cause public health risk" **1%**

"It can cause blockages and damage to plumbing systems, leading to **costly repairs**" **5%**



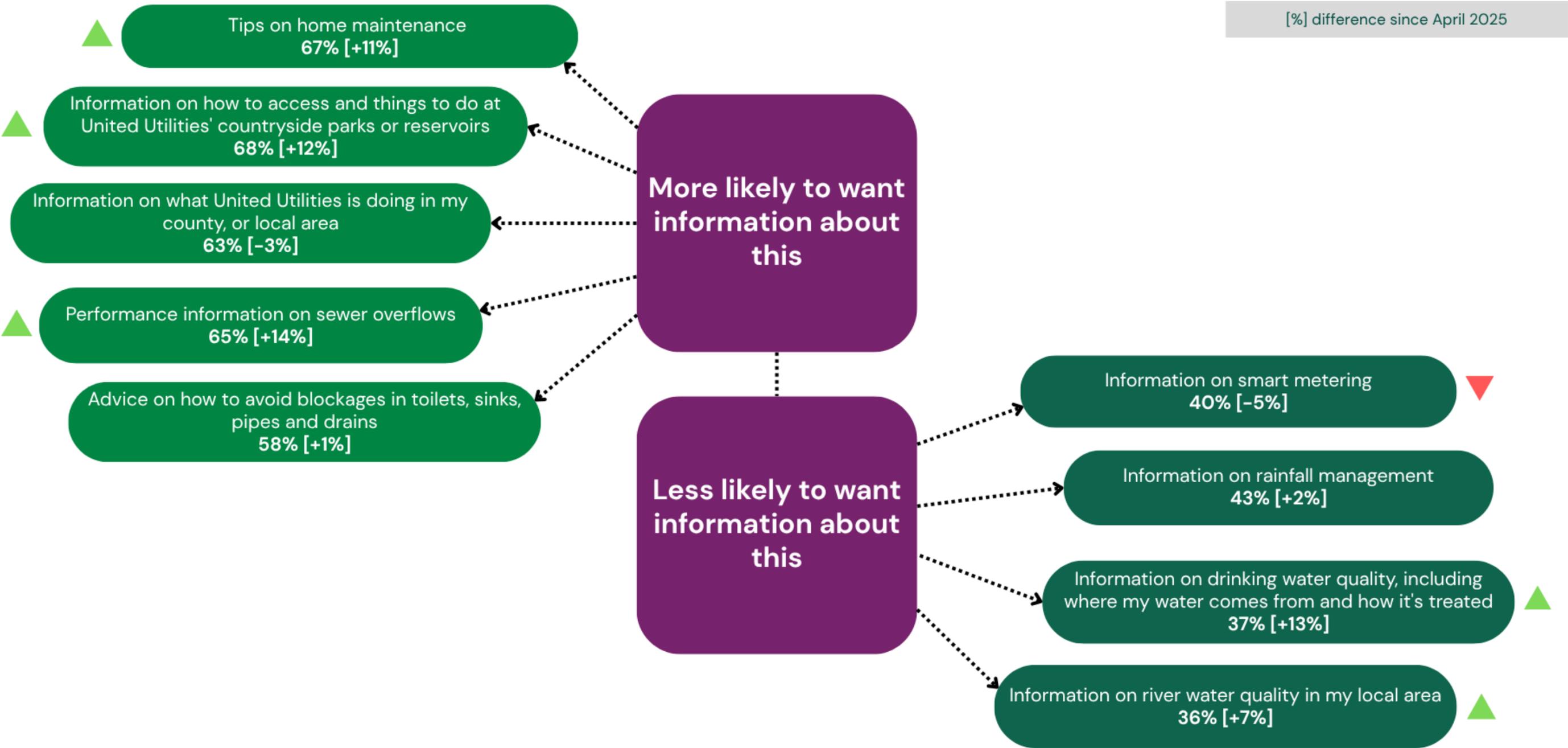
Whilst those without a bin were more likely to flush tissues (13%) and dental floss (4%). There was little correlation identified as those with a bin had the highest % for flushing moist toilet tissue wipes (15%), baby wipes (5%) and tampons (5%).



Customer Priorities for United Utilities



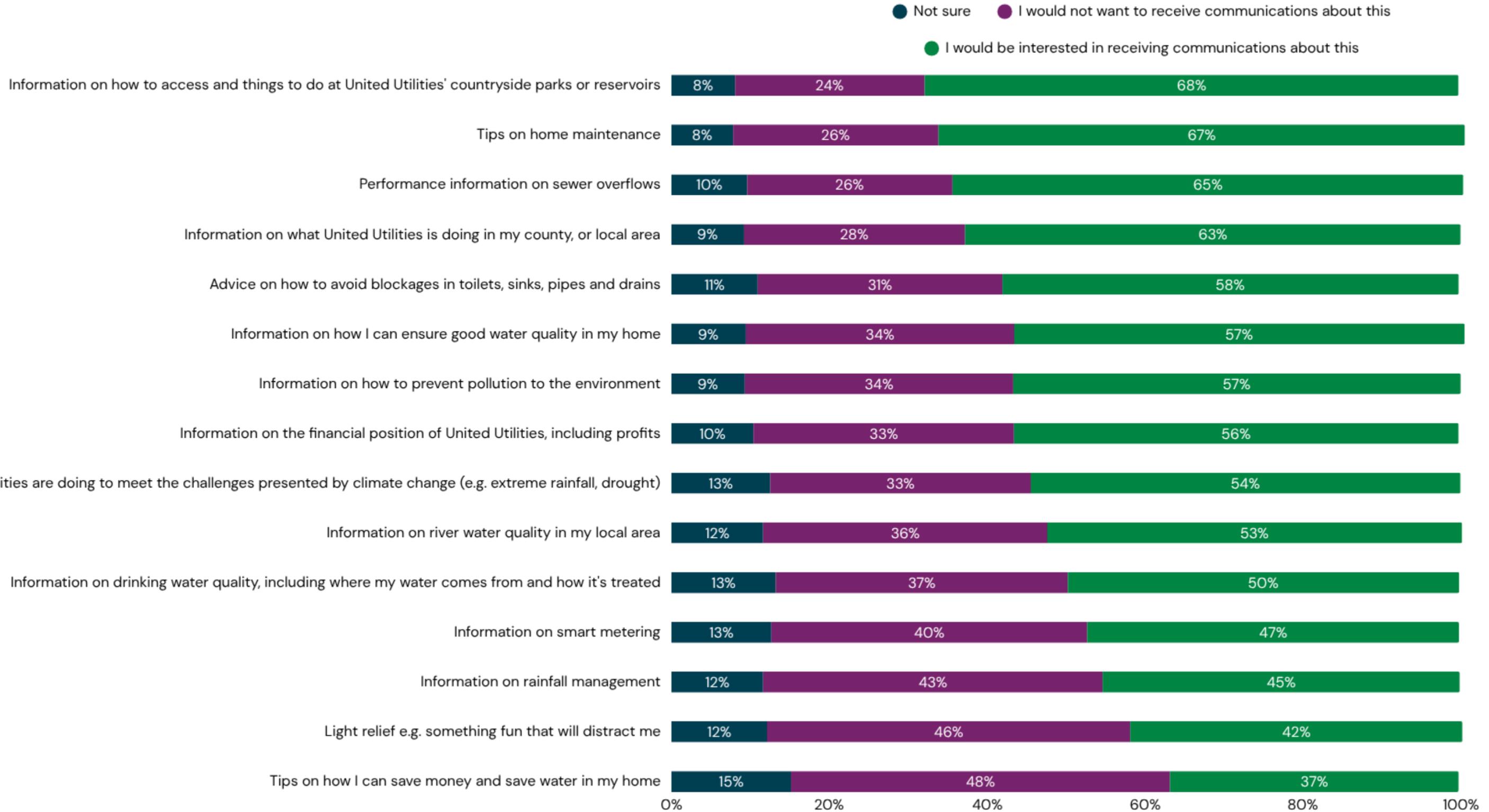
Respondents were interested in receiving a range of comms. Though differing to those interests observed in the last wave, this is an area United Utilities will continue to monitor.



Q13. Which of the following type of communication would you be open to receiving from United Utilities?
 Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

Interest in receiving comms from United Utilities



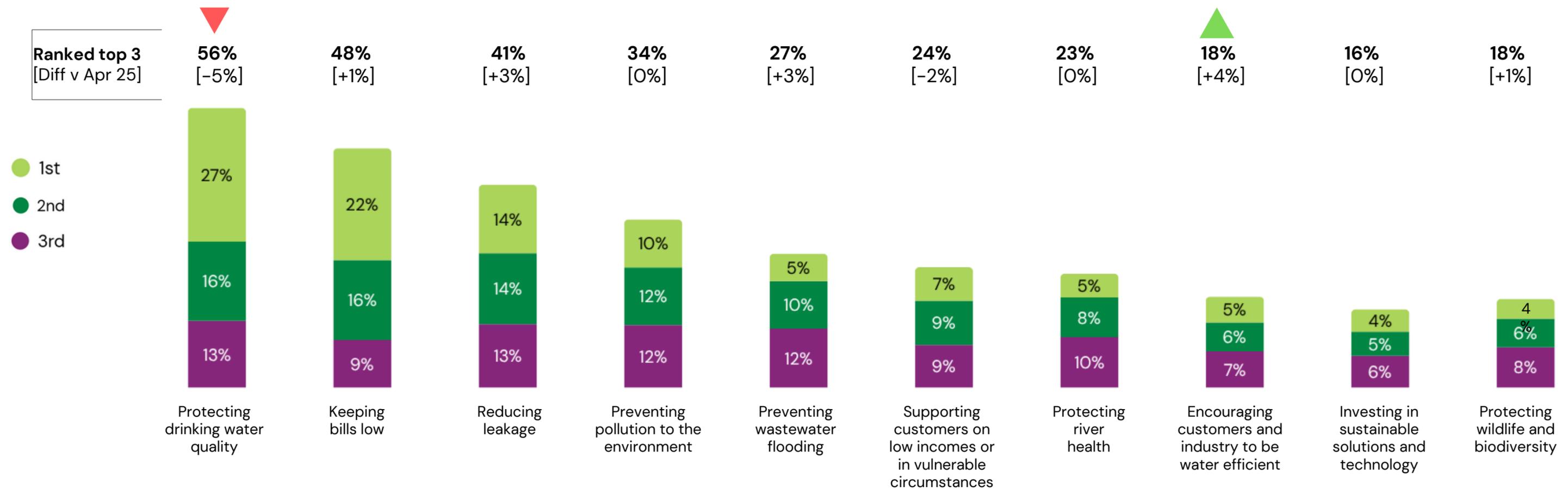
Q13. Which of the following type of communication would you be open to receiving from United Utilities?
 Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

When prioritising the issues United Utilities should tackle first, there was no change in the top three. Protecting drinking water was most commonly ranked 1st in order of importance, despite seeing the largest decrease overall (-5%). Reducing leakage (+3%) and keeping bills low (+1%) remained in the top 3 both achieving increase. Encouraging customers and industry to be water efficient saw the largest overall increase of 4% from the last wave.

Important issues for United Utilities to be tackling

Those aged 40-49 were significantly more likely to prioritise 'keeping bills low' compared to those in age groups 18-29 and 70+.
 Females were significantly more likely than males to rank 'protecting drinking water quality' in their top 3.
 Respondents from Lancashire and Greater Manchester were significantly more likely to rank 'reducing leakage' in their top three priorities, compared to those from Merseyside



Q14. Please rank the following issues in order of importance, where 1 = the issue United Utilities should prioritise tackling first.
 Base: September 2025 (n=1000)

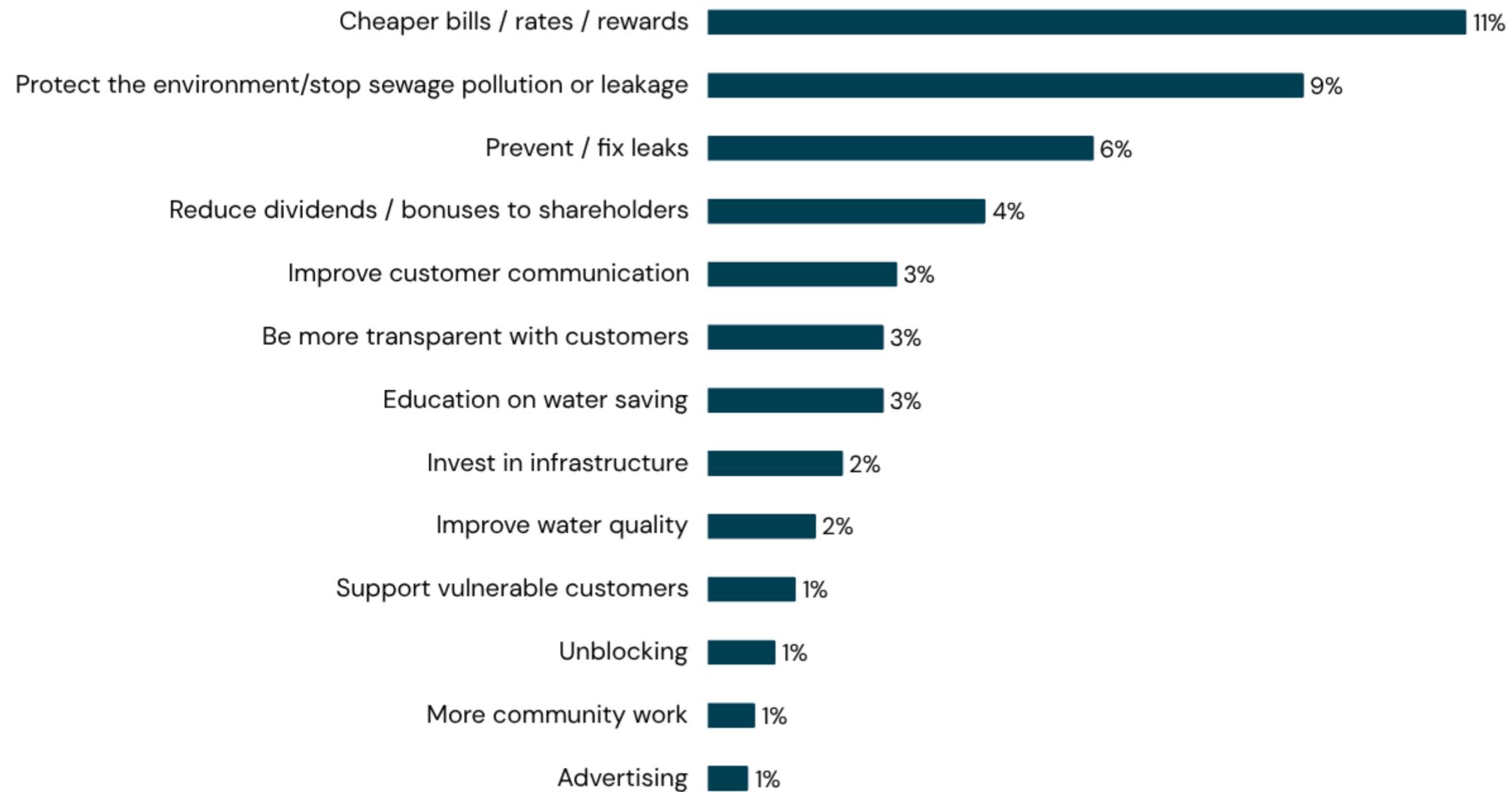
▲ ▼ Significant difference at 95% CI

Unprompted, customers were asked if there was anything they'd like to see United Utilities do more of. Reductions in bills; better care for the environment/stop sewage pollution; fixing leaks quickly; and, reduction of dividends were highlighted most often.



Despite observing a 14% decrease from April 2025, cheaper bills was most requested from customers (11%). Protecting the environment and preventing leaks followed with 9%.

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



Environmental Attitudes & Behaviours



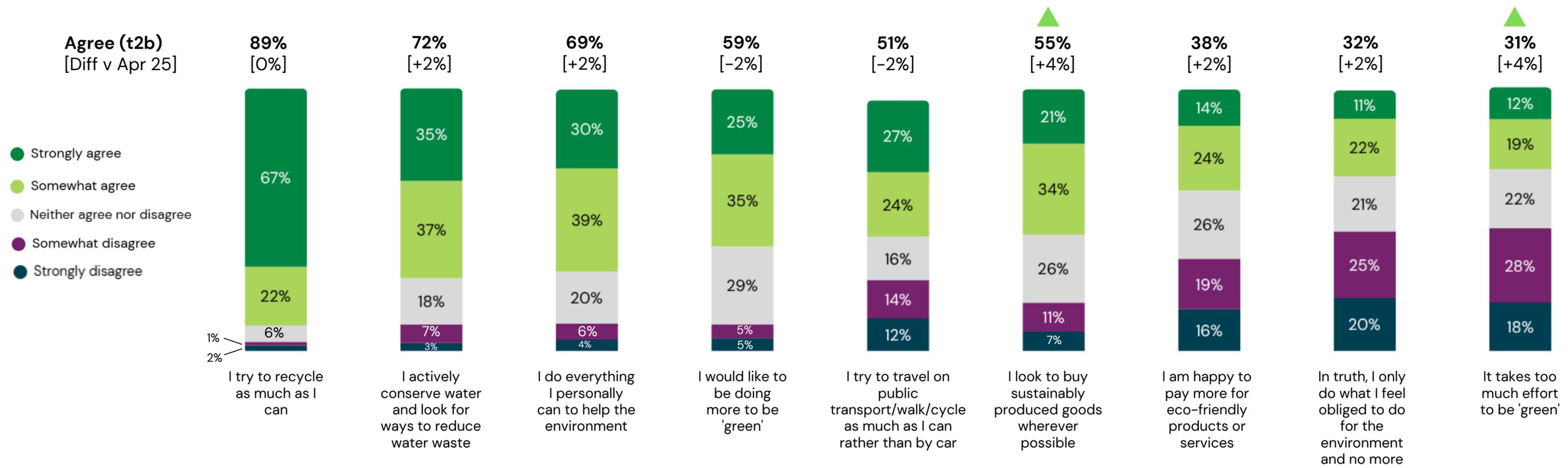
The highest increase of 4% was observed in those who look to buy sustainably produced goods. Nearly all other behaviours saw either a small increase or no change. 'I would like to be doing more to be green' saw a decrease of 2%, while 'it takes too much effort to be green' saw an increase of 4% – this may indicate a slight increase in apathy among customers.

Attitudes towards the environment

Retired respondents were significantly more likely to strongly agree that they try to recycle as much as they can compared to full-time employees, part-time employees, Housewives/husbands, Students, and those who were unemployed or not working due to long-term sickness

Respondents from Greater Manchester were significantly more likely to agree that they actively conserve water and look for ways to reduce water waste when compared to those from Merseyside.

Metered customers were significantly more likely to somewhat agree that they do everything to help the environment, compared to unmetered customers

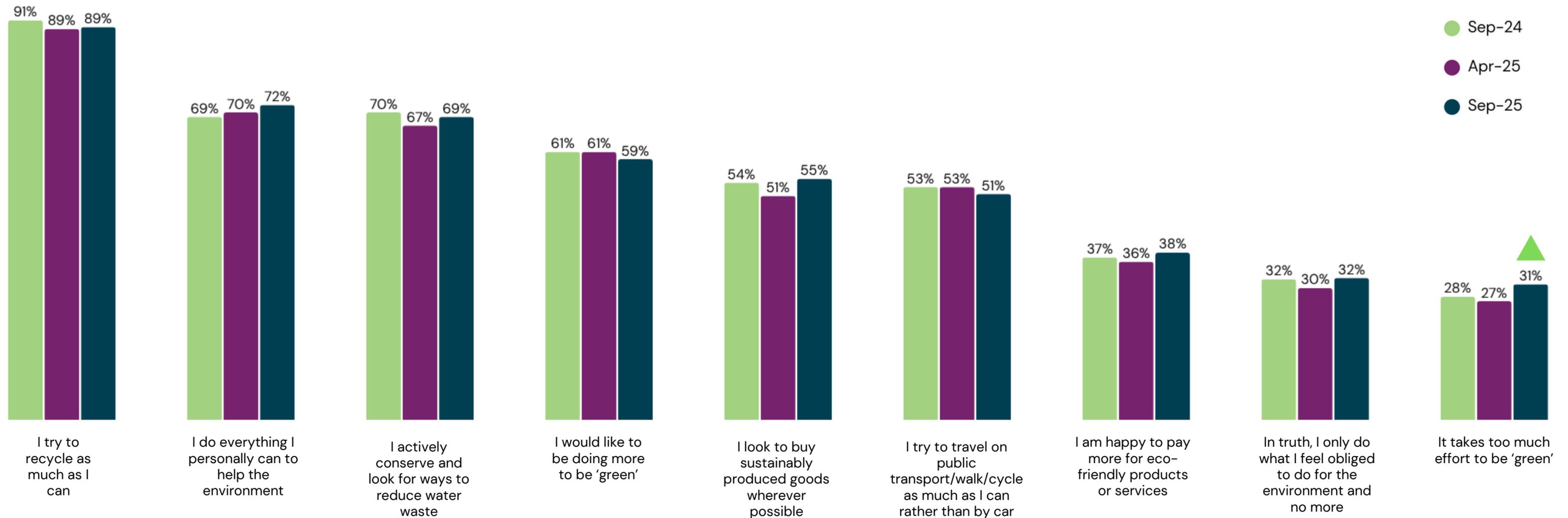


Q16. How much do you agree or disagree with the following statements?
Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

Those actively conserving or reducing their water usage increased in this wave. As well as this, those who look to buy sustainable products and those who are happy to pay more for eco-friendly products saw an increase. There was, however, also an increase in those who felt that 'it takes too much effort to be green' (+4%).

Attitudes towards the environment (Strongly agree / somewhat agree)



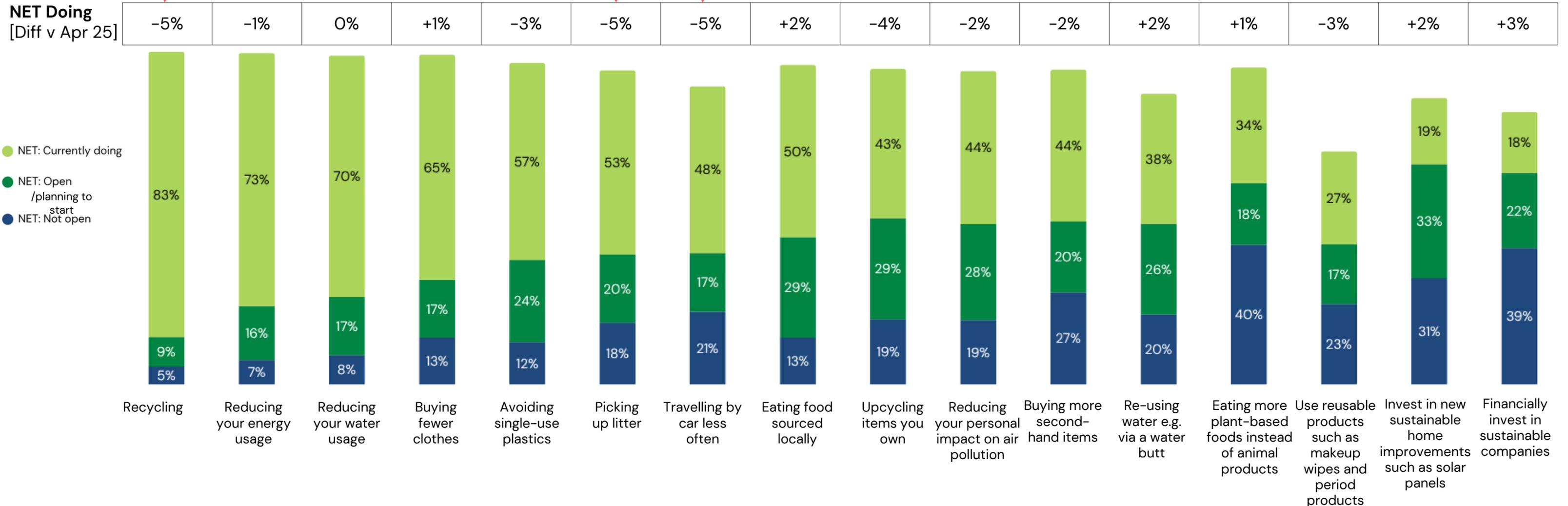
Q16. How much do you agree or disagree with the following statements?
Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

Despite a decrease of 5%, recycling continues to be the behaviour adopted by the majority (83%) of customers, followed by reducing energy usage (73%). Customers picking up litter and travelling by car less often also saw the largest decline of 5%.

Engaging in pro-environmental behaviours

Females were significantly more likely to be actively recycling, compared to male respondents.
 Those living alone with children who have left home were significantly less likely to be open/planning to start reducing their energy usage compared to all other living statuses with the exception of those living with partner/spouse who's children have left home
 Respondents who are retired or housewives/husbands were sig more likely to not consider eating more plant-based foods instead of animal products than full-time carers of other household member



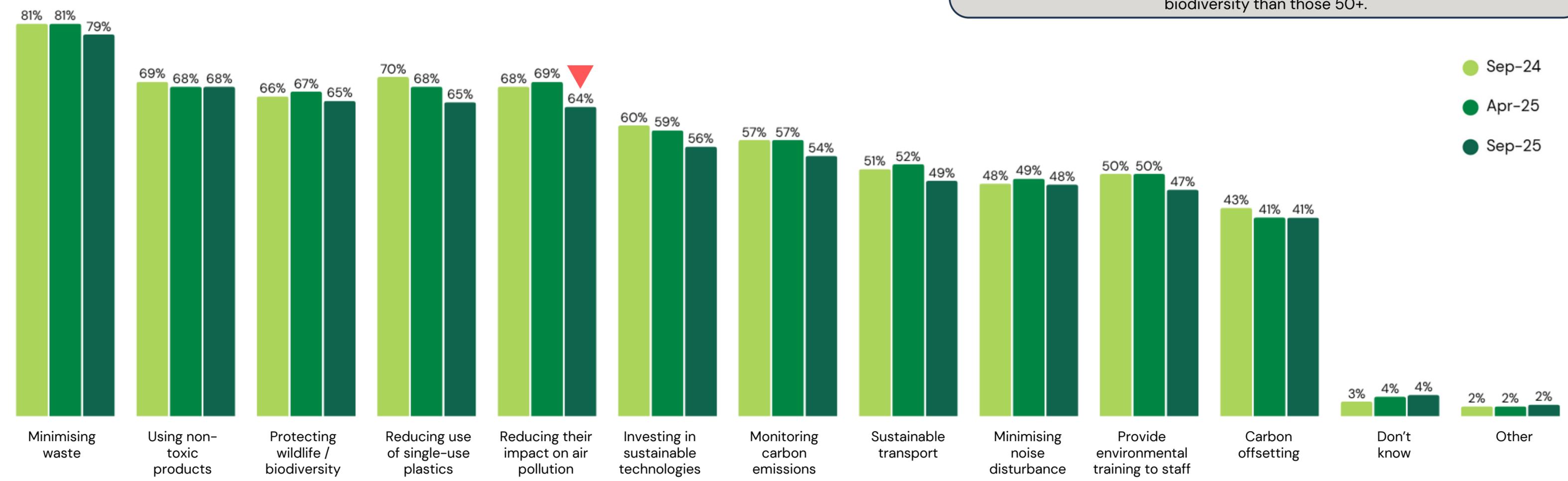
Q17. How would you describe your behaviours towards each of the following sustainable activities?
 Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

Minimising waste remained a key customer expectation of the actions of companies. This wave, using non toxic products and protecting wildlife/biodiversity continued to be important expectations. Reducing the impact on air pollution had the largest decrease (5%) this wave.

Expectations of companies

Those from Lancaster were significantly more likely to expect companies to protect wildlife and biodiversity, compared to those from Greater Manchester and Merseyside. Females were significantly more likely to expect companies to use non-toxic products than male respondents. 18-49 year olds were significantly less likely expect companies to protect wildlife and biodiversity than those 50+.



Q18. Which of the following would you expect companies to be doing as part of their standard operating procedures?
Base: September 2025 (n=1000)

▲ ▼ Significant difference at 95% CI

Recap



Recap

1

The economy, crime, and health remain the top 3 biggest concerns facing the country. Concerns over immigration and asylum grew further this wave, presenting as the most important social issue in the North West.

2

Respondents worried the most about their electricity/gas bill, with council tax and food bills emerging as a greater concern this wave. Despite this, difficulty paying bills (general and water) saw a slight decline.

3

Customers having the same amount of discretionary income left, compared to 6 months ago, has increased – although budgeting behaviours have seen an overall decline.

4

Environmental attitudes remain strong, with many putting effort in to help the environment. Over half of respondents recycle as much as they can. Though the percentage of those who felt being green requires too much effort increased.

5

Some water efficiency habits remain strong. However, there was slight movement in flushing behaviours, with a decrease for toilet wipes, but a small increase in make up and baby wipes. This is an area UU will continue to monitor.

6

The focus of communications shifted slightly this wave, away from water quality and saving and towards information on UU and its sites.



Appendix



Data statement

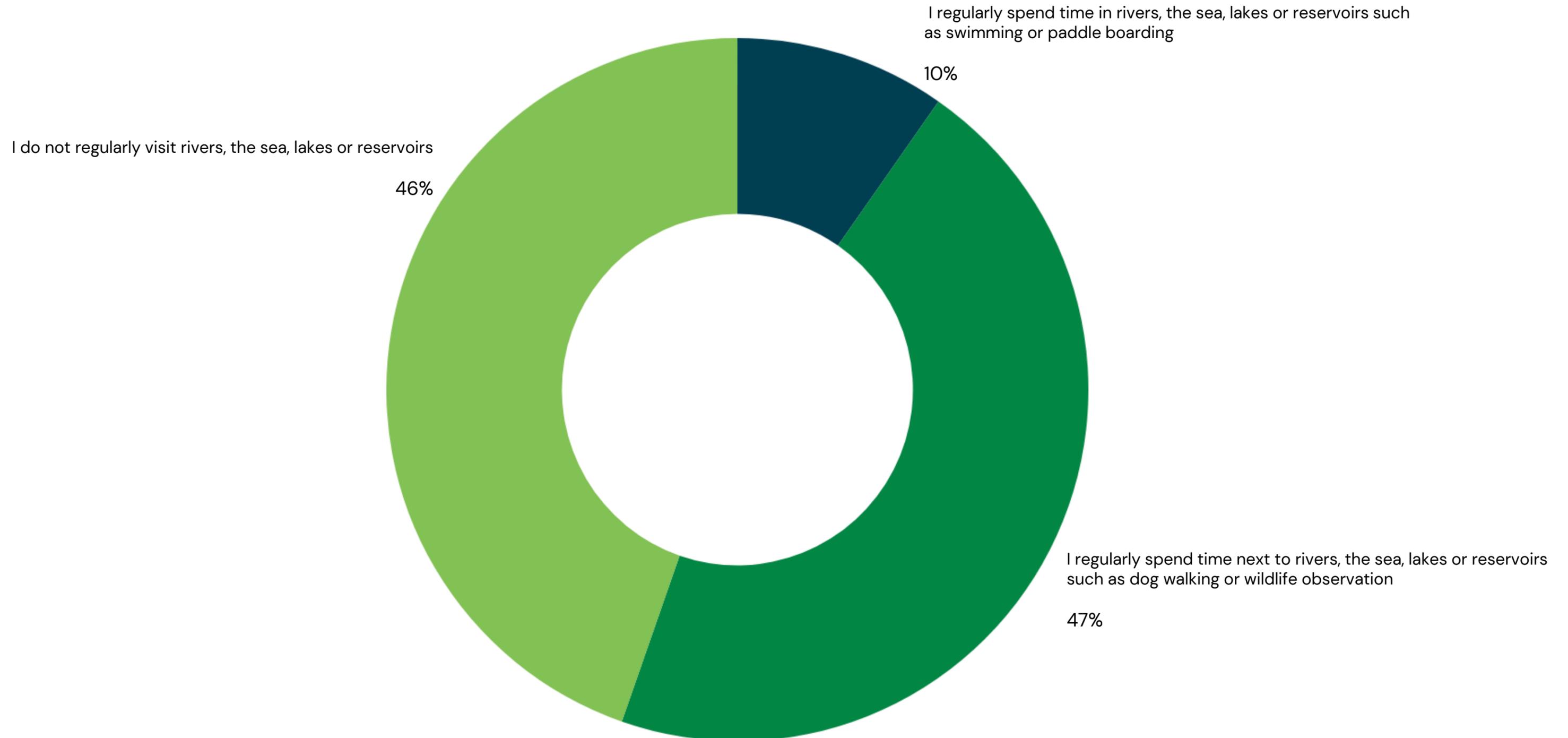
There is a very small proportion of In the Flow community members who do not have demographic information available due to missing profile data. These have been classified as 'prefer not to say' and 'other'. In order for the sample to meet quotas which are representative of United Utilities customers on the external panel, 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.

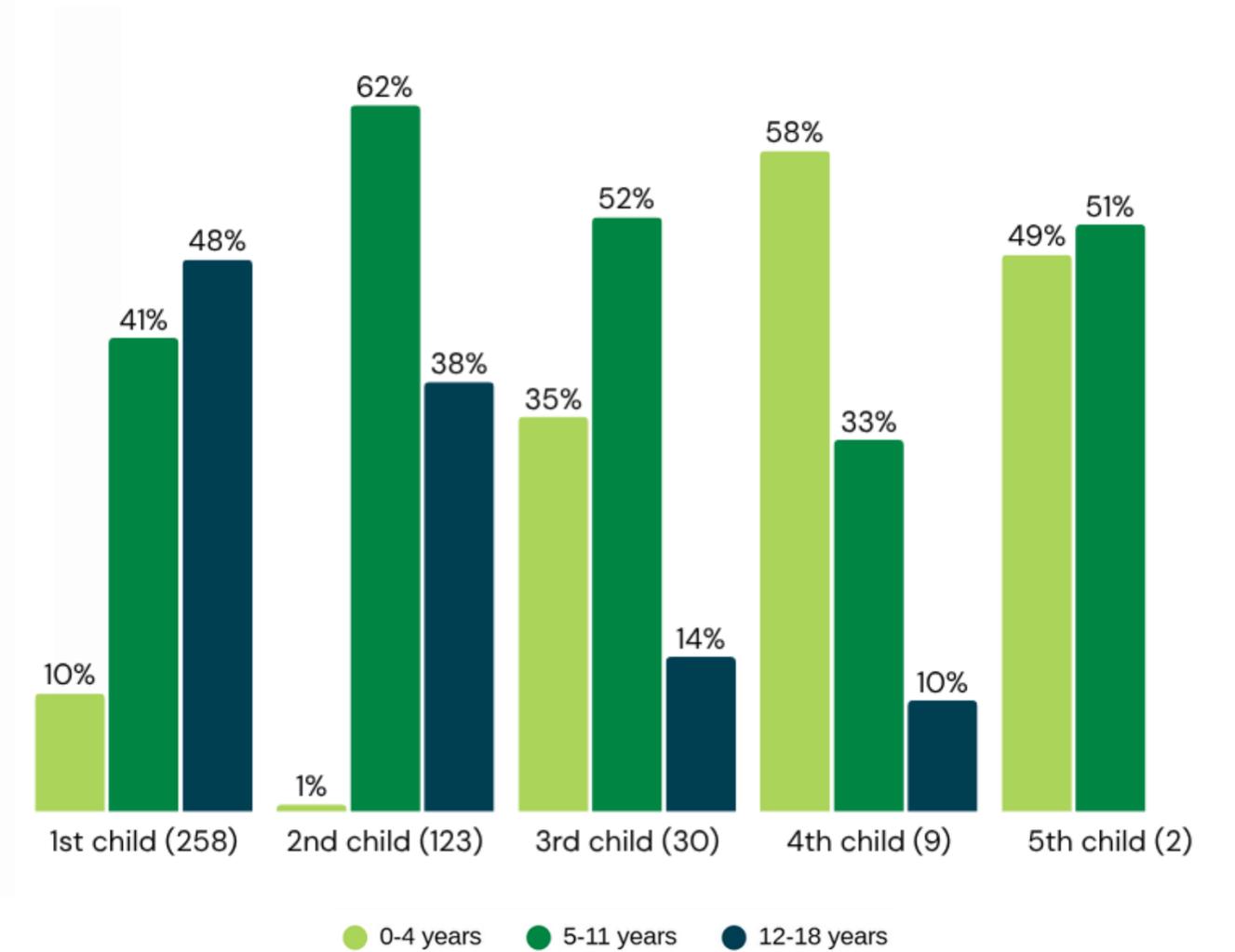
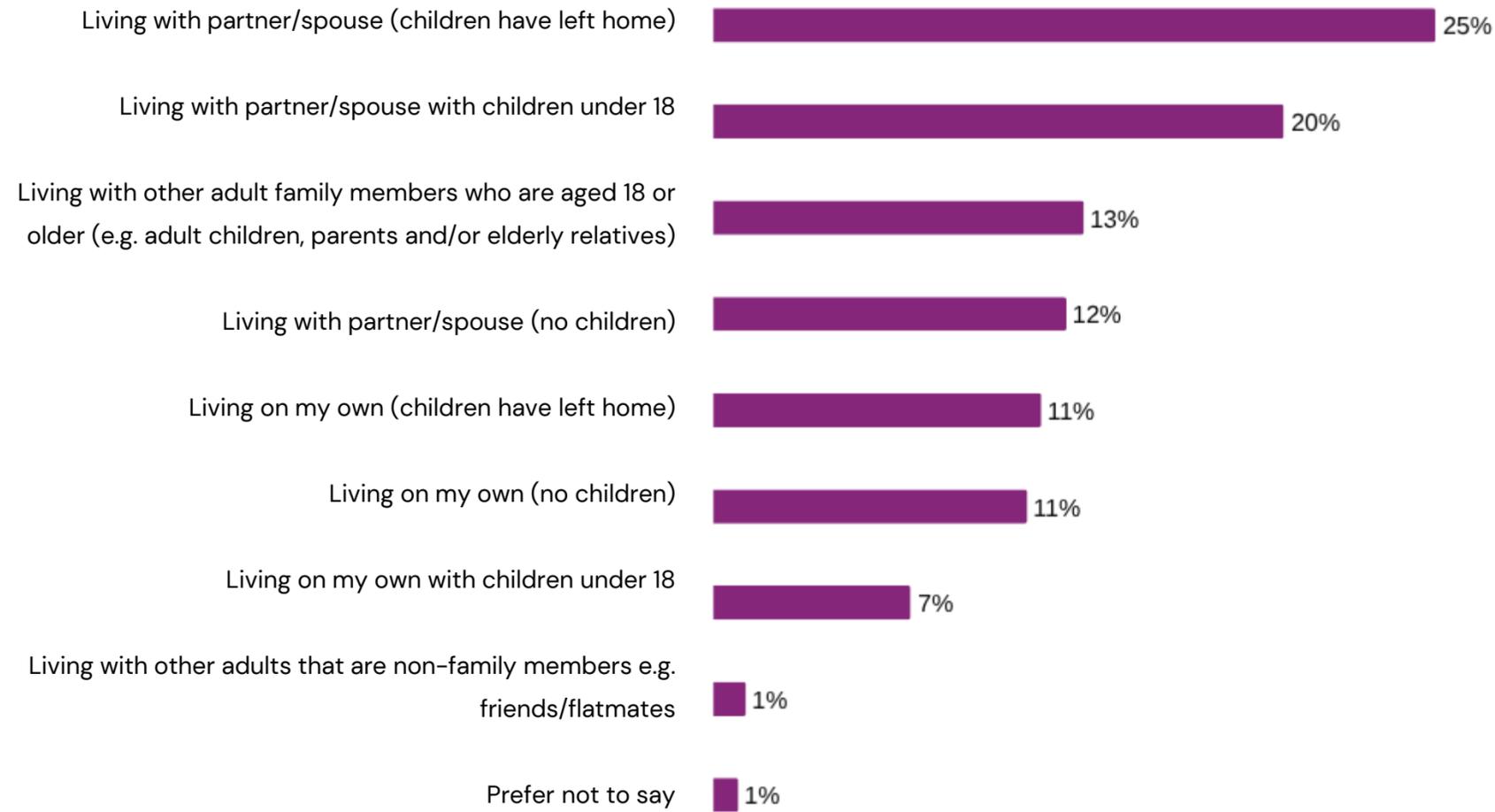
All data from external panel providers has been cleaned and vetted against rigid standards to remove those that flatline (select the first choice on all questions in order to complete the survey quicker), speeders (completion faster than $\frac{1}{3}$ of the total LOI (20 minutes) and poor verbatim (gibberish, random characters and profanities).

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

Use of rivers, the sea, lakes and reservoirs



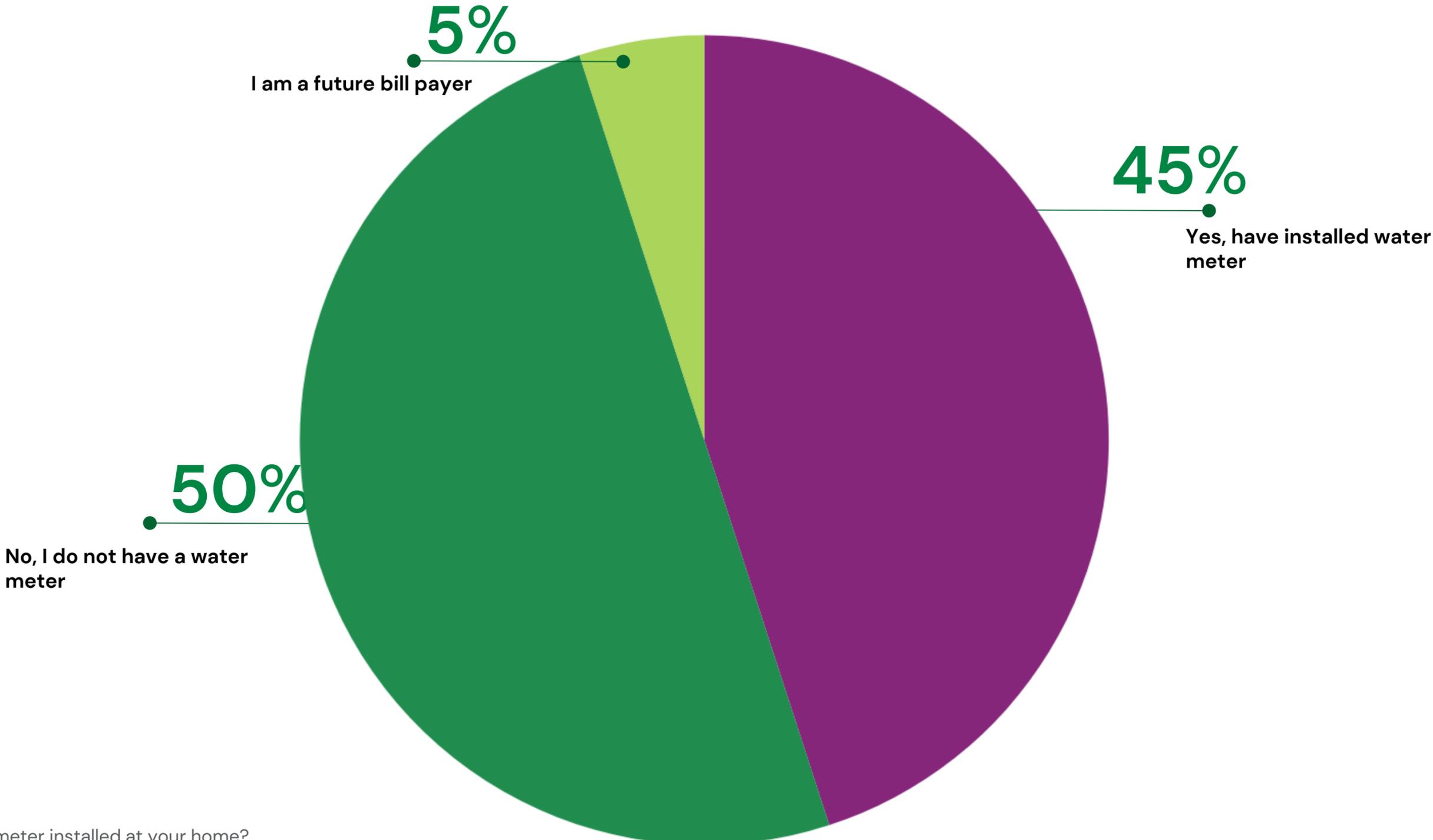
Household status



Q20. Please could you confirm which household situation best applies to you?
Base: September 2025 (n=1000)

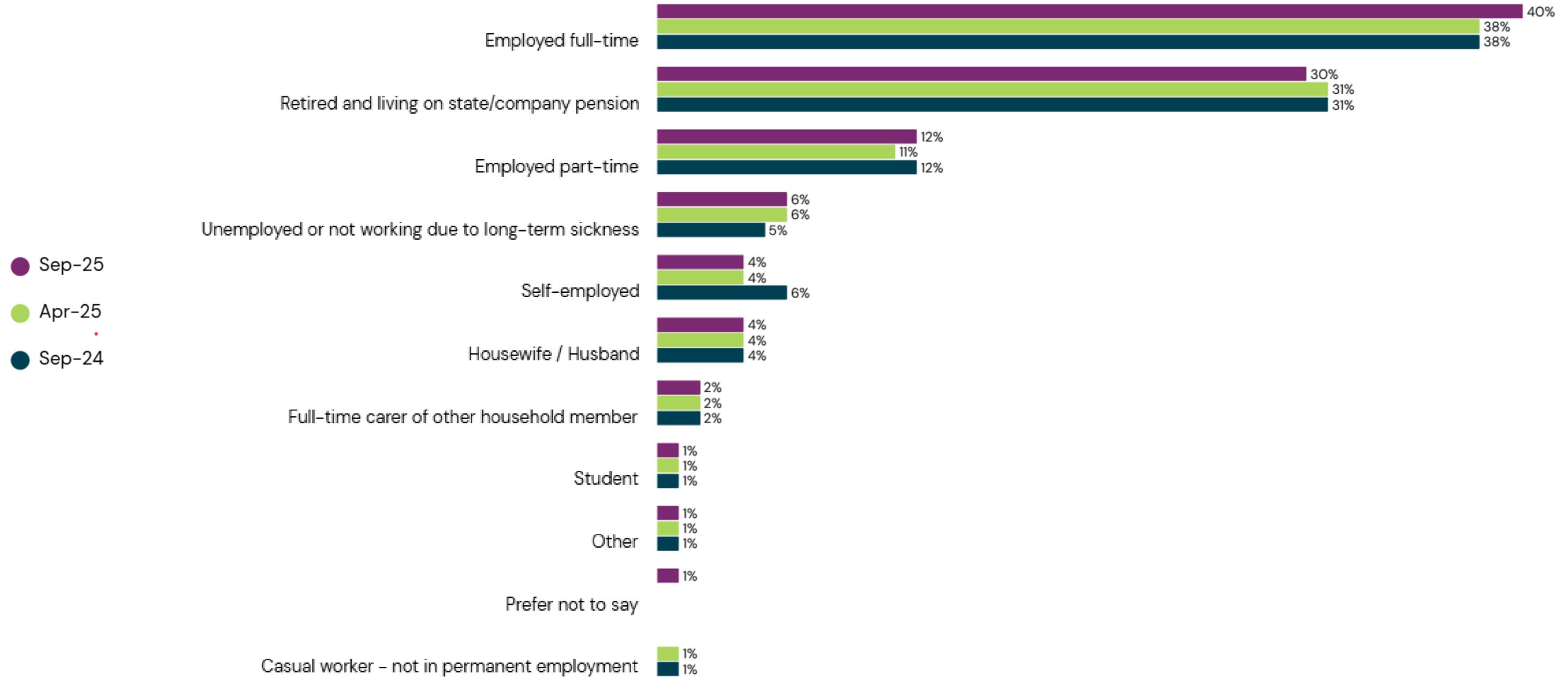
Q21. You said you have children under 18 living at home. In what year were each of your children who are under 18 born?
Base: September 2025 (n=258)

Metered vs. Unmetered weighted



Q22. Do you have a water meter installed at your home?
Base: September 2025 (n=1000)

Employment status

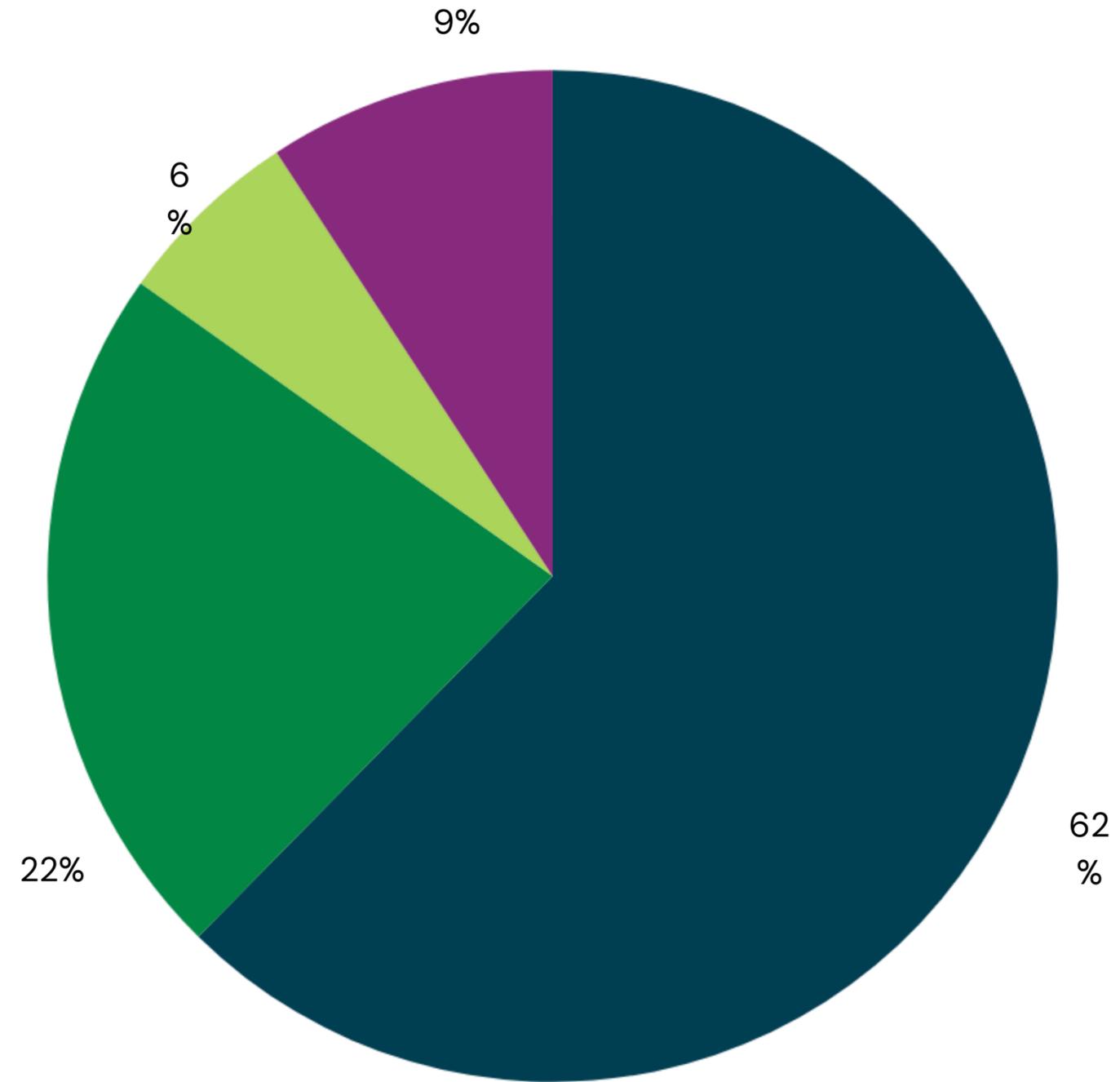


Q23. Which of the following applies to you?

Base: September 2025 (n=1000)

Garden access

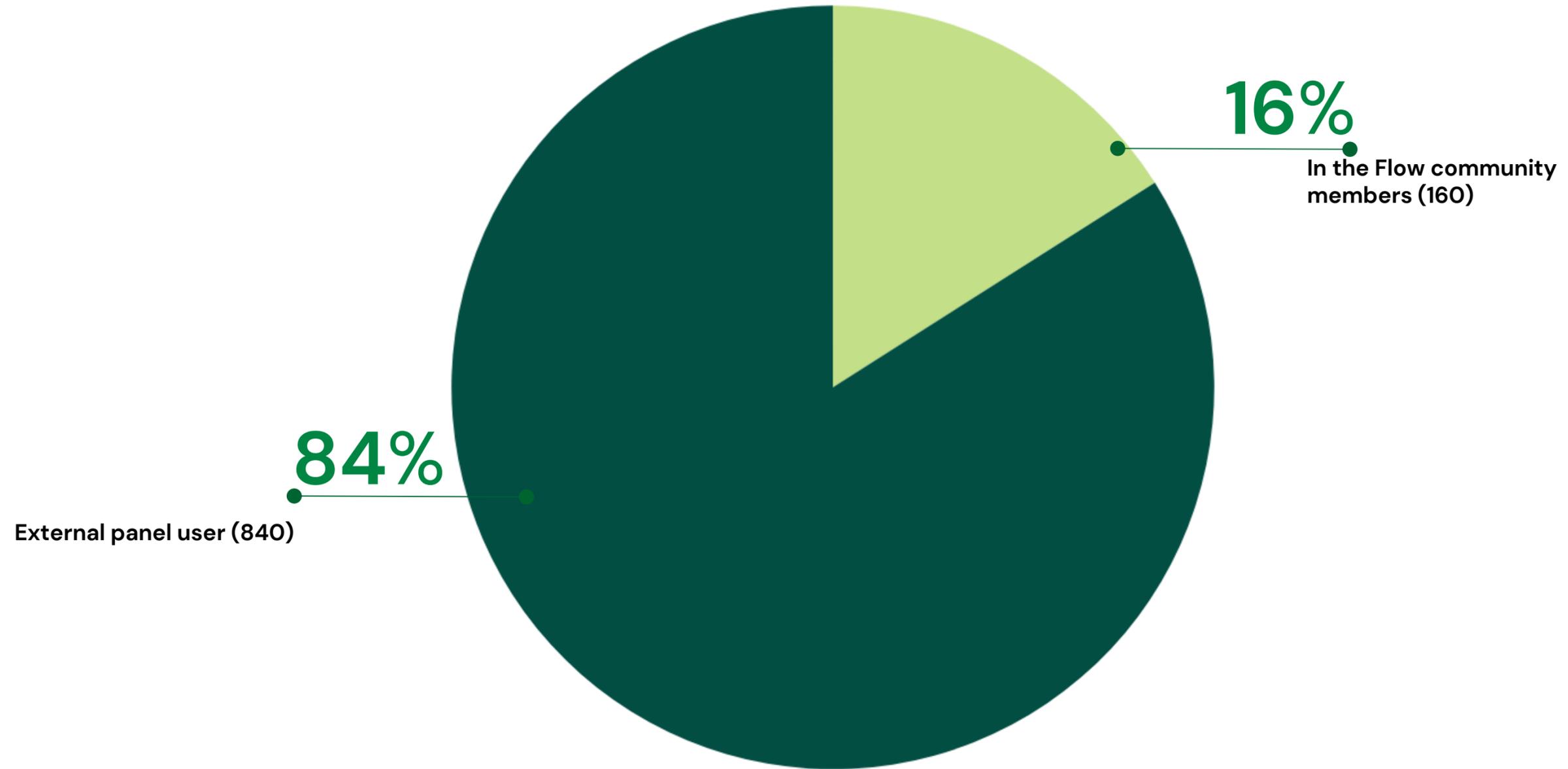
- Yes, there is a garden that I/we actively maintain (e.g., that you regularly or occasionally water)
- Yes, there is a garden but I/we do not actively maintain it (e.g., you do not regularly or occasionally water it)
- No, there is not a garden BUT there is a balcony/terrace with plants that gets actively maintained
- No, I/we do not have a garden



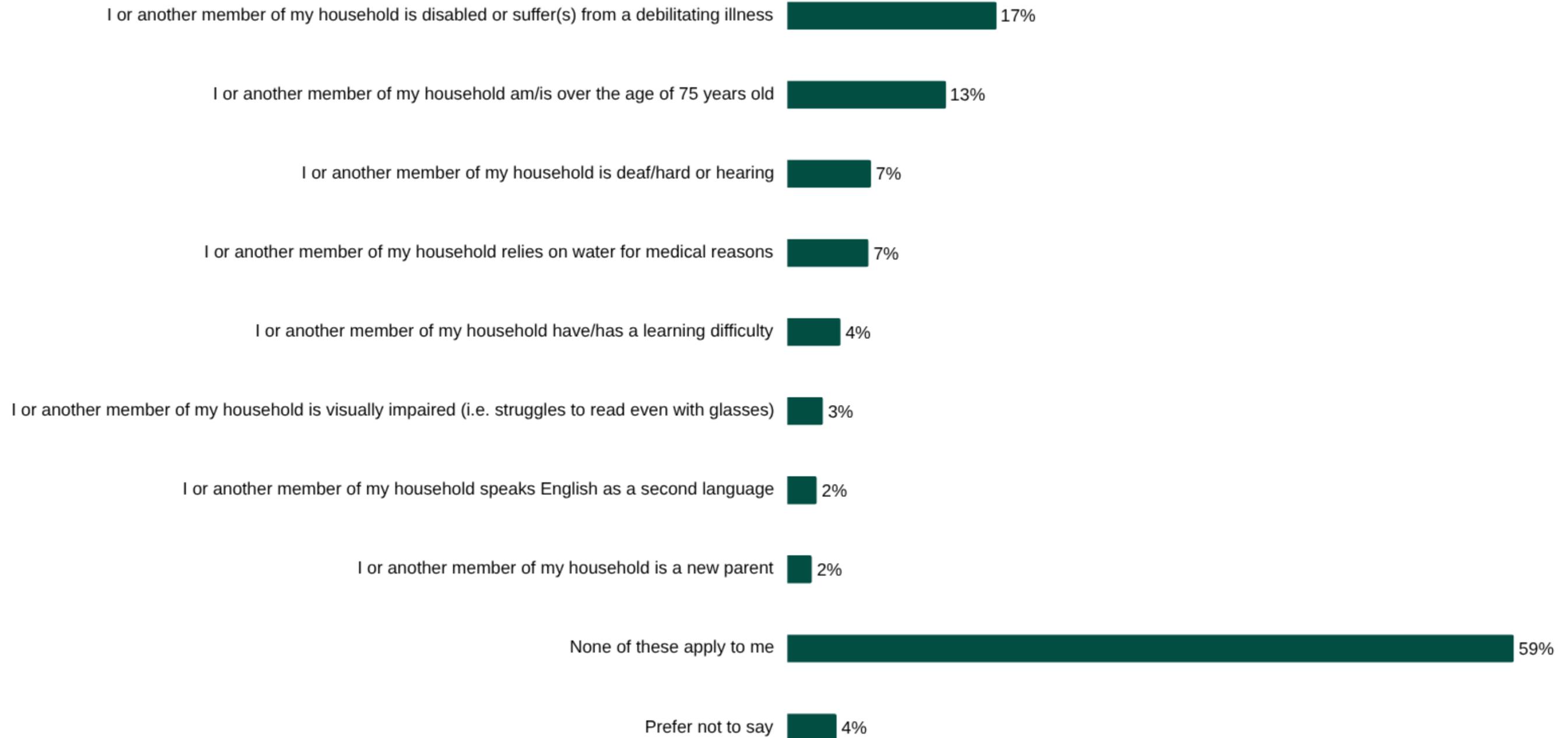
Sample profile

Total	Unweighted		Weighted	
	Count	%	Count	%
Gender				
Male	480	48%	490	49%
Female	518	52%	510	51%
Age				
18-29	80	8%	80	8%
30-39	173	17%	160	16%
40-49	163	16%	170	17%
50-59	180	18%	200	20%
60-69	165	17%	160	16%
70+	234	23%	230	23%
Region				
Cheshire	150	15%	140	14%
Cumbria	90	9%	90	9%
Greater Manchester	369	37%	370	37%
Lancashire	199	20%	200	20%
Merseyside	191	19%	200	20%

Fieldwork breakdown unweighted



Vulnerability



Author: Scarlet Morgan

Figure Check: Lewis

Greenacre

Final Sign off: Ross Palmer

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The 'In the Flow' community



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In the Flow is our online research panel. It is an online community of over **1300** 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 list 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?

