

Questionnaire:



Client name:	United Utilities
Project name:	Affordability Research
Job number:	9178
Methodology:	CAPI Hall Tests
Version	9

Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for telephone interviewers
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
 - Screener questions are labelled S01, S02, S03 etc.
 - Main survey questions are labelled Q01, Q02, Q03 etc.
 - Further demographic / classification questions are labelled C01, C02, C03 etc.
 - Number codes are included on each question for data processing purposes

Questionnaire quality checklist

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

	Are quotas or sampling requirements clearly specified?	
Labelling	Is the script labelled with the client name, job, project code and version?	
	Do all questions have a unique number?	
	Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions?	
	Have all information pages been entered correctly as 'INFO1', 'INFO2'...	
	Have all notes to data (which aren't questions) been entered onto one line starting with 'DP NOTE: '?	
	Is each question to one of the specified question types? (See 'labelling_questionnaire.xls' in your project file if you aren't sure).	
	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
Routing, ordering	Does each question have a base description which begins 'Base: '?	
	Are routing instructions easy to understand, do they reference the correct questions earlier in the survey?	
	Are exclusive and fixed codes identified where necessary?	
	Are answer lists ordered or randomized appropriately?	
Language	Is the phrasing of each question complete, simple and easily read on screen and aloud?	
	Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)?	
	Do the answer codes of closed questions relate directly to the question?	
NR	Have options for 'other, don't know etc.' been deployed appropriately?	
	Do all sensitive or personal questions include 'Prefer not to say'?	
Code labels	Are answer options coded correctly (Unique, sequential order 1~79)	
	Are all DK/PNTS options coded correctly? (80~99) <ul style="list-style-type: none"> • Other (80 - 82) • Don't know (85) • Prefer not to say / refused (86) • None of the above / not applicable (87) • Can't remember (88) • Not stated / not answered (89) 	
Quality	Does this survey require any of the following? Include if appropriate <ul style="list-style-type: none"> • Contact collection for further research • Contact collection for interviewer validation • Attention or data quality check questions 	
Have you proof-read the questionnaire for spelling and grammatical errors?		

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

Initials		Date	
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Introduction

CAPI

My name is....., and I am working for DJS Research Ltd, an independent research consultancy.

We are undertaking this survey on behalf of United Utilities. They are looking to consult a range of customers in order to understand customer views on some of their support schemes such as social tariffs and other financial support.

The interview should take around 10-15 minutes and all of your answers will be treated in the strictest confidence. The information gathered in this survey will not be used for anything other than research purposes and everything you do say will be fully anonymised prior to DJS sharing any findings with United Utilities.

DJS Research is a member of the Market Research Society and complies fully with the Data Protection Act and the Market Research Society's code of conduct. This ensures that your contact details are never passed on to any third parties without your permission. All data is aggregated and treated as private and confidential. Your answers will be used to help inform the way United Utilities delivers its affordability support in the future.

Would you be willing to take part?

SCREENER QUESTIONS

S01.

Base: All respondents

Hall test location:

INTERVIEWER: PLEASE SELECT WHICH REGION YOU ARE AT TODAY.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Cumbria		
2	Merseyside		
3	Greater Manchester		
4	Lancashire		
5	Cheshire		

INFO1.

INTERVIEWER: READ OUT

Thank you for expressing interest in taking part in the research, these first few questions will help us determine if you meet the criteria for the research.

S02.

Base: All respondents

Do you or your close family work in any of the following occupations?

INTERVIEWER: READ OUT AND CODE ALL THAT APPLY.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Journalism		SCREEN OUT
2	Advertising		S03
3	Market Research		SCREEN OUT
4	Public Relations		S03
5	Water and Wastewater industry		SCREEN OUT
87	None of the above		S03

S03.

Base: All respondents

Which of the following age groups do you fall into?

INTERVIEWER: SHOW TABLET AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Under 18		SCREEN OUT
2	18-24		S04
3	25-34		S04
4	35-44		S04
5	45-54		S04

6	55-64		S04
7	65-74		S04
8	75-84		S04
9	85+		S04
86	Prefer not to say (<i>do not read out</i>)		S04

S04.

Base: All respondents

Do you have any responsibility for the utility bills in your home?

INTERVIEWER: READ OUT AND SINGLE CODE.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	I have sole responsibility for the utility bills		S05
2	I have joint responsibility for the utility bills		S05
3	I have no responsibility for the utility bills		SCREEN OUT

DP NOTE: CUSTOMERS CAN BE CATEGORISED INTO 3 CATEGORIES:

- 1. SOCIAL TARIFF CUSTOMERS** - SOCIAL TARIFF CUSTOMERS CAN BE CATEGORISED AS ALL THOSE ON A SOCIAL TARIFF (**CODING S011/1**)
- 2. POTENTIAL SOCIAL TARIFF QUALIFIERS** - POTENTIAL SOCIAL TARIFF QUALIFIERS CAN BE CATEGORISED AS THOSE FROM LOW INCOME BACKGROUNDS (**CODING S06/1-3**) **AND** HAVE A DISABILITY (**CODING S011/1-2**) **AND** RECEIVE SOME FORM OF BENEFIT (**CODING S012/1-11**)
- 3. JAM CUSTOMER (JUST ABOUT MANAGING)** - JAM CUSTOMERS CAN BE CATEGORISED AS ANYONE NOT ON A TARIFF (**CODING S011/2**) **AND** CODING A MINIMUM OF 4 'RISK FACTOR' CODES (**SEE SCRIPTING NOTES ON INDIVIDUAL QUESTIONS**)

S05.

Base: All respondents

How would you describe your household composition?

INTERVIEWER: READ OUT AND SINGLE CODE.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Single e.g., living alone as the only adult in the household	DP NOTE: INCOME LEVEL 'SINGLE'	
2	Couple e.g., living with another adult	DP NOTE: INCOME LEVEL 'COUPLE'	
3	Family with at least one dependent child e.g., a child under 18 years	DP NOTE: INCOME LEVEL 'FAMILY OR OTHER'	

4	Family with all children aged 18+ years e.g., all children are grown up	DP NOTE: INCOME LEVEL 'FAMILY OR OTHER'	
80	Other	DP NOTE: INCOME LEVEL 'FAMILY OR OTHER'	

S06.

Base: 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.

INTERVIEWER: SHOW TABLET AND SINGLE CODE.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Up to £874 a month/Up to £10,499 a year	DP NOTE: POTENTIAL RISK FACTOR FOR 'SINGLE' OR 'COUPLE' OR 'FAMILY / OTHER'	
2	From £875 to £1,334 a month/From £10,500 to £15,999 a year	DP NOTE: POTENTIAL RISK FACTOR FOR 'SINGLE' OR 'COUPLE' OR 'FAMILY / OTHER'	
3	From £1,335 to £1,750 a month/From £16,000 to £20,999 a year	DP NOTE: POTENTIAL RISK FACTOR FOR 'SINGLE' OR 'COUPLE' OR 'FAMILY / OTHER'	
4	From £1,751 to £2,164 a month/From £21,000 to £25,999 a year	DP NOTE: POTENTIAL RISK FACTOR FOR 'SINGLE' OR 'COUPLE' OR 'FAMILY / OTHER'	
5	From £2,165 to £2,999 a month/From £26,000 to £35,999 a year	DP NOTE: POTENTIAL RISK FACTOR FOR 'COUPLE' OR 'FAMILY / OTHER'	
6	From £3,000 to £4,334 a month/From £36,000 to £51,999 a year	DP NOTE: POTENTIAL RISK FACTOR FOR 'FAMILY / OTHER'	
7	From £4,335 to £6,084 a month/From £52,000 to £72,999 a year		
8	From £6,085 to £8,664 a month/From £73,000 to £103,999 a year		
9	£8,665 and above a month/£104,000 and above a year		
85	Don't know	FIXED, EXCLUSIVE	
86	Prefer not to say	FIXED, EXCLUSIVE	

S07.**Base: All respondents**

Overall, how easy or difficult would you say that you are finding it to manage financially just now?

INTERVIEWER: READ OUT AND SINGLE CODE USING SCALE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very difficult	DP NOTE: POTENTIAL RISK FACTOR	
2	Quite difficult	DP NOTE: POTENTIAL RISK FACTOR	
3	Neither easy nor difficult		
4	Quite easy		
5	Very easy		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

S08.**Base: All respondents**

Which of the following statements best applies to your situation?

INTERVIEWER: SHOW TABLET AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I never struggle to pay my household bills		
2	I sometimes struggle to pay my household bills but I usually manage to keep on top of it		
3	I struggle to pay my household bills and I am often behind in my payments	DP NOTE: POTENTIAL RISK FACTOR	
4	I always struggle to pay my household bills and I am always behind in my payments	DP NOTE: POTENTIAL RISK FACTOR	
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	
86	Prefer not to say (<i>do not read out</i>)	FIXED, EXCLUSIVE	

S09.**Base: All respondents**

In the last 6 months have you done any of the following?

INTERVIEWER: SHOW TABLET AND CODE ALL THAT APPLY.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Borrowed money/used credit card to pay utility bills	DP NOTE: POTENTIAL RISK FACTOR	

2	Missed a payment to utilities company	DP NOTE: POTENTIAL RISK FACTOR	
3	Made a payment late for utility bill	DP NOTE: POTENTIAL RISK FACTOR	
4	Switch from automatic/direct debit payment for utility bills to another method	DP NOTE: POTENTIAL RISK FACTOR	
5	Contacted your utility provider to ask for help with paying bill (e.g. payment plan, reduced tariff, switching to meter etc)	DP NOTE: POTENTIAL RISK FACTOR	
87	None of these		

S010.

Base: All respondents

And do you think your financial situation will be better or worse this time next year?

INTERVIEWER: READ OUT AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I think my financial situation will be much worse	DP NOTE: POTENTIAL RISK FACTOR	
2	I think my financial situation will be a bit worse		
3	I think my financial situation will stay the same		
4	I think my financial situation will be a bit better		
5	I think my financial situation will be much better		
85	Don't know / unsure		
86	Prefer not to say		

S011.

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?

We would like to collect this to ensure that a variety of needs is represented in the study, but you do not need to answer if you do not wish to.

CAP: SHOW TABLET. SINGLE CODE.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Yes (self)		
2	Yes (other household member)		
87	None of the above	FIXED, EXCLUSIVE	
86	Prefer not to say (<i>do not read out</i>)	FIXED, EXCLUSIVE	

S012.**Base: All respondents**

Does anyone in your household currently receive any of the following benefits?

INTERVIEWER: SHOW TABLET AND CODE ALL THAT APPLY.

MULTI CODE

Code	Answer list	Scripting Notes	Routing
1	Housing benefit		
2	Jobseekers allowance		
3	Working tax credits		
4	Child tax credits		
5	Employment and Support Allowance/Incapacity benefit		
6	Pension Credit		
7	Universal Credit		
8	Disability living allowance/Personal Independence Payments		
9	Income support		
10	Attendance allowance		
11	Carers allowance		
87	None of these	EXCLUSIVE	
85	Don't know	EXCLUSIVE	
86	Prefer not to say	EXCLUSIVE	

S013.**Base: All respondents**

Do you or anyone in your household receive any support from United Utilities to help with your water bills? E.g., a reduced tariff.

INTERVIEWER: SINGLE CODE.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	DP NOTE: CLASSIFY RESPONDENT AS ' SOCIAL TARIFF CUSTOMER '	S014
2	No	DP NOTE1: IF THE RESPONDENT CODES 2 AT S013 BUT CODES S06/1-3 AND S011/1-2 AND S012/1-11 CLASSIFY AS ' POTENTIAL SOCIAL TARIFF QUALIFIER ' DP NOTE2: IF THE RESPONDENT CODES 2 AT S013 BUT CODES A MINIMUM OF	'SOCIAL TARIFF CUSTOMER', 'POTENTIAL SOCIAL TARIFF QUALIFIERS' & 'JAM CUSTOMER' GO TO INFO2b ANYONE WHO DOES

		4 'AT RISK' CODES (ANY 4 CODE COMBINATION FROM S06/1-6, S07/1-2, S08/3-4, S09/1-5, S010/1) CLASSIFY AS ' JAM CUSTOMER '	NOT FIT INTO THE 3 CATEGORIES GO TO INFO2a
85	Don't know / unsure	DP NOTE1: IF THE RESPONDENT CODES 2 AT S013 BUT CODES S06/1-3 AND S011/1-2 AND S012/1-11 CLASSIFY AS ' POTENTIAL SOCIAL TARIFF QUALIFIER ' DP NOTE2: IF THE RESPONDENT CODES 2 AT S013 BUT CODES A MINIMUM OF 4 'AT RISK' CODES (ANY 4 CODE COMBINATION FROM S06/1-6, S07/1-2, S08/3-4, S09/1-5, S010/1) CLASSIFY AS ' JAM CUSTOMER '	'SOCIAL TARIFF CUSTOMER', 'POTENTIAL SOCIAL TARIFF QUALIFIERS' & 'JAM CUSTOMER' GO TO INFO2b ANYONE WHO DOES NOT FIT INTO THE 3 CATEGORIES GO TO INFO2a

S014.

Base: All respondents who say they receive support (S013/1)

You said that you receive support from United Utilities to pay for your water bills... Do you know the name of the support scheme you receive?

INTERVIEWER: CODE SCHEME UNPROMPTED IF RESPONDENT CANNOT NAME THE SCHEME CODE AS DK.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	WaterSure		INFO2b
2	Payment matching		INFO2b
3	Back on Track		INFO2b
4	United Utilities Restart Grant		INFO2b
5	Help to Pay		INFO2b
85	Don't know		INFO2b

INFO2a.

Base: All respondents do not fit into one of the three prescribed categories (ARE NOT on a tariff S013/2 AND DO NOT meet the 4 code requirement at S06, S07, S08, S09 or S010) OR (ARE NOT potential tariff qualifiers S06/4-9, S011/87 and S012/87)

INTERVIEWER: READ OUT.

Thank you for answering those questions, unfortunately you do not meet the criteria to take part in the research but thank you for your time today.

INFO2b.

Base: All respondents who are either on a tariff (S013/1) OR may qualify for a tariff (coding S013/2 AND S06/1-3 AND S011/1-2 AND S012/1-11) OR are classified as a 'jam customer' (ANY 4 CODE COMBINATION FROM S06/1-6, S07/1-2, S08/3-4, S09/1-5, S010/1)

INTERVIEWER: READ OUT THE BELOW INFORMATION TO THE CUSTOMER.

Thank you for answering those questions, I can confirm you are eligible to take part.

CLICK NEXT TO CONTINUE

INFO3.

Base: All respondents who are either on a tariff (S013/1) OR may qualify for a tariff (coding S013/2 AND S06/1-3 AND S011/1-2 AND S012/1-11) OR are classified as a 'jam customer' (ANY 4 CODE COMBINATION FROM S06/1-6, S07/1-2, S08/3-4, S09/1-5, S010/1)

INTERVIEWER: ONLY READ OUT IF THE RESPONDENT MAY BE ELIGIBLE FOR AN IN DEPTH INTERVIEW AND MEETS THE QUOTA REQUIREMENTS.

If you have a bit more time today, there is an option to take part in a longer interview with one of our researchers. This will last about 30 minutes and you will receive £25 for your time. Is this something that you would be interested in?

DP NOTE: HAVE INFO3 AND S015 ON THE SAME PAGE

S015.

INTERVIEWER: IF THE RESPONDENT SAYS YES TAKE THEM INSIDE THE VENUE TO A MODERATOR, IF THE RESPONDENT SAYS NO TAKE THEM TO A CAPI INTERVIEWER.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes – recruit as in-depth interview		INFO4a
2	No – recruit as CAPI interview		INFO4b

INFO4a.

Base: All respondents who are completing the depth interview (S013/1)

INTERVIEWER: PLEASE TAKE THE TIME TO LOOK AT THEIR SCREENING INFORMATION TO SEE WHICH AUDIENCE THEY REPRESENT: 1) THOSE WHO ARE SUPPORTED BY A TARIFF OR MAY QUALIFY. 2) THOSE WHO DO NOT QUALIFY FOR A TARIFF BUT ARE AT RISK. PLEASE KEEP THIS INFORMATION IN MIND THROUGHOUT THE INTERVIEW.

DP NOTE: PULL THROUGH BELOW WHICH CATEGORY THE RESPONDENT FITS INTO E.G., SOCIAL TARIFF OR AT RISK CUSTOMER.

INTERVIEWER: YOU ARE SPEAKING TO A [CUSTOMER CATEGORY] CUSTOMER

INFO4b.

Base: All respondents who are completing the CAPI interview (S013/2)

INTERVIEWER: PLEASE TAKE THE TIME TO LOOK AT THEIR SCREENING INFORMATION TO SEE WHICH AUDIENCE THEY REPRESENT: 1) THOSE WHO ARE SUPPORTED BY A TARIFF OR MAY QUALIFY. 2) THOSE WHO DO NOT QUALIFY FOR A TARIFF BUT ARE AT RISK. PLEASE KEEP THIS INFORMATION IN MIND THROUGHOUT THE INTERVIEW.

DP NOTE: PULL THROUGH BELOW WHICH CATEGORY THE RESPONDENT FITS INTO E.G., SOCIAL TARIFF OR AT RISK CUSTOMER.

INTERVIEWER: YOU ARE SPEAKING TO A [CUSTOMER CATEGORY] CUSTOMER

INTERVIEWER: READ OUT THE INFORMATION BELOW.

To ensure we speak to a range of customers, we would first like to ask you a few more questions about yourself.

S016.

Base: All respondents

How would you describe yourself?

INTERVIEWER: READ OUT AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	I describe my gender in another way (specify)	OPEN	
86	Prefer not to say (Do not read out)		

S017.

Base: All respondents

What is the occupation of the main income earner in the household? If they are retired, please provide their previous occupation.

INTERVIEWER: PROBE TO CODES AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	See quotas
2	Intermediate managerial/professional/administrative	Code as B	See quotas

	(e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)		
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	See quotas
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	See quotas
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	See quotas
6	None – student	Code as 'C1'	See quotas
7	None – unemployed	Code as E	See quotas
87	Prefer not to say (<i>Do not read out</i>)		See quotas

S018.

Base: All respondents

Do you have a water meter – i.e., is your water bill based on a meter reading?
INTERVIEWER: SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		See quotas
2	No		See quotas
85	Don't know (<i>Do not read out</i>)		

Current Financial Situation

INFO5.

INTERVIEWER: READ OUT

These next few questions are about your current financial situation, please answer the following questions as open and honestly as you can. Please be assured that everything you do say will be kept in the strictest confidence.

Q01.

Base: All respondents

Which of the following best describes how confident you feel in being able to afford the following bills over the next 12 months?

INTERVIEWER: READ OUT EACH BILL TYPE AND CODE A SINGLE ANSWER FOR EACH BILL TYPE.

SINGLE CODE PER STATEMENT. ROTATE STATEMENT LIST

Code	Answer list	Scripting Notes	Routing
1	Not at all confident		
2	Not very confident		
3	Quite confident		
5	Very confident		
87	Not applicable (<i>do not read out</i>)	FIXED, EXCLUSIVE	
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Code	Statement list	Scripting Notes	Routing
1	Water bill		
2	Energy bill (gas and electric)		
3	Council tax		
4	Mortgage / rent		
5	Food		
6	Other household bills		

Q02.

Base: All respondents

Which of the following statements best applies to your situation?

INTERVIEWER: SHOW TABLET AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I never struggle to pay my water bill		
2	I sometimes struggle to pay my water bill, but I usually manage to keep on top of it		
3	I often struggle to pay my water bill or find myself behind on my payments		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	
86	Prefer not to say (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Feelings towards United Utilities

INFO6.

INTERVIEWER: READ OUT

These next few questions are about your feelings towards United Utilities, please answer the following questions as open and honestly as you can.

Q03.

Base: All respondents

Overall, how satisfied would you say you are with United Utilities, your water and waste water service supplier?

Please answer on a scale of 1-5 where 1 is very dissatisfied and 5 is very satisfied.

INTERVIEWER: SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	1 - Very dissatisfied		
2	2 - Quite dissatisfied		
3	3 - Neither dissatisfied nor satisfied		
4	4 - Quite satisfied		
5	5 - Very satisfied		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Q04.

Base: All respondents

What one word would you use to describe your water provider, United Utilities?

INTERVIEWER: RECORD ONE WORD ONLY IN THE BOX BELOW.

OPEN. MAX 30 CHARACTERS.

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)		

Q05.

Base: All respondents

To what extent do you agree or disagree with the following statements?

INTERVIEWER: READ OUT EACH STATEMENT AND SINGLE CODE.

ALLOW DK. RANDOMISE ORDER FOR STATEMENTS.

Code	Answer list	Scripting notes	Routing
1	Strongly disagree		
2	Slightly disagree		
3	Neither agree nor disagree		
4	Slightly agree		
5	Strongly agree		
85	I'm not sure (<i>Do not read out</i>)		

Statement number	Statement	Scripting notes	Routing
1	United Utilities is a company I trust		
2	United Utilities offers value for money		
3	United Utilities is a company I can rely on		
4	United Utilities supports customers who are struggling to pay their water bills		
5	United Utilities cares about its customers		

Unprompted Awareness

Q06.

Base: All respondents

United Utilities provides a number of support schemes, such as social tariffs and other financial support, to customers who may find themselves struggling to afford their bills.

From memory, which, if any, of these support schemes are you aware of?

INTERVIEWER: DO NOT READ OUT, CODE ALL THAT APPLY, IF ABLE TO DESCRIBE THEN USE THE SCHEME INFORMATION CARD TO CODE THE CORRECT RESPONSE.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	WaterSure		
2	Payment Matching		
3	Back on Track		
4	Restart Grant		
5	Help to Pay		
6	Free water meters		
7	Water meter lowest bill guarantee		
8	Water efficiency devices and in home visits		
9	Variety of payment methods – Pay as you go (PAYG) & payment breaks		
10	Variety of payment methods – flexible payment plans		
80	Other (<i>specify</i>)	FIXED	
85	Don't know	FIXED, EXCLUSIVE	
87	None of these	FIXED, EXCLUSIVE	

Q07.

Base: All those who selected a support scheme (Q06/1-5). If more than two answers are selected, randomise to ask only two.

How did you come to be aware of [Q6 answer]?

OPEN

85	Don't know (<i>do not read out</i>)		
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D.P NOTE: Repeat for max 2 answers.

Prompted Awareness

INFO7

Base: All respondents

DP NOTE: INSERT SLIDE 1 – FINANCIAL SUPPORT FOR UU CUSTOMERS (SUPPORT SCHEMES)

INTERVIEWER: SHOW TABLET OR LAMINATED PRINT OUT. READ OUT INFORMATION ABOUT EACH SCHEME.

Q08.

Base: All respondents

United Utilities offers a number of discounted charges to help more customers to be able to afford their water bills:

- **WaterSure** – giving households with high water usage due to essential medical needs (e.g. flake skin disease, Crohn’s disease etc.) or because of a large family size (providing they are on a water meter and are in receipt of a qualifying benefit) a reduction on their bill. The average bill discount is £335 per year.
- **Back on Track** – for customers in debt or those who have been impacted by a recent life event who are in receipt of benefits or low household income, United Utilities may be able to give them a capped more affordable bill based on their income. The average bill discount is £202 per year.
- **Restart Grant** – United Utilities donates money each year to an independent trust fund offering customers a one-off restart grant to help clear their debts and start again. The current year’s donation stands at £3.5 million.
- **Payment matching** – a scheme for customers who are financially struggling and need support to clear arrears. Users of this scheme will have arrears payments matched by United Utilities (e.g. for every £1 the struggling customer pays, it will match £1 and after 12 months it will match with £2).
- **Help to pay** – United Utilities can cap annual bills for customers in receipt of pension credit at a more affordable amount based on their income. The average bill discount is £189 per year.

Having now heard a bit of information about each of the schemes provided by United Utilities to support customers who may struggle to pay for their water bills...

Which of these schemes, if any, were you aware of or have you accessed before today?

CAPI: SINGLE CODE FOR EACH STATEMENT.

DP NOTE: IF RESPONDENT HAS SELECTED A SUPPORT SCHEME AT THE PREVIOUS QUESTION SUSPEND NOT AWARE CODE.

GRID. SINGLE CODE FOR EACH.

Code	Answer list	Scripting notes	Routing
1	Aware – I am currently on this scheme		
2	Aware – I have accessed this scheme in the past		
3	Aware – but I have never accessed this scheme		
4	Not aware		
86	Prefer not to say (<i>do not read out</i>)		

Statement number	Statement	Scripting notes	Routing
1	WaterSure		
2	Back on Track		
3	Help to pay		
4	Payment Matching		
5	Restart Grant		

Q09.**Base: All respondents who have accessed a support scheme (Q08/1-2)**

Next, for each of United Utilities support schemes you've used, we'd like to know how effective, or otherwise, it is, or was, in making your water bills more affordable.

INTERVIEWER: READ OUT EACH SCHEME AND THE ANSWER LIST THEN SINGLE CODE.

SINGLE GRID, RANDOMISE SCHEMES

Code	Answer list	Scripting notes	Routing
1	Not at all effective		
2	Somewhat effective		
3	Quite effective		
4	Very effective		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Code	Statement list	Scripting notes	Routing
1	WaterSure	DISPLAY IF Q08/1-2	
2	Payment Matching	DISPLAY IF Q08/1-2	
3	Back on Track	DISPLAY IF Q08/1-2	
4	Restart Grant	DISPLAY IF Q08/1-2	
5	Help to Pay	DISPLAY IF Q08/1-2	

Q010.**Base: All respondents**

For the next question, please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

To what extent do you agree or disagree that the support schemes we have discussed...

INTERVIEWER: READ OUT EACH STATEMENT AND SINGLE CODE.

DP NOTE: 1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER FOR STATEMENTS.

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 (Do not read)		

Statement number	Statement	Scripting notes	Routing
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1	...are necessary for United Utilities to provide		
2	...are sufficient to help people who may struggle with their bills		
3	...are fair		
4	...provide support to the people who need it most		
5	...are a responsible use of bill payers' money		

INFO8.

Base: All respondents

DP NOTE: INSERT SLIDE 2 – FINANCIAL SUPPORT FOR UU CUSTOMERS (SUPPORT OUTSIDE OF SCHEMES)

INTERVIEWER: SHOW TABLET OR LAMINATED PRINT OUT. READ OUT INFORMATION ABOUT EACH METHOD OF SUPPORT.

Q011.

Base: All respondents

Not all customers will meet the criteria to receive a social tariff or financial support. However, United Utilities have other ways in which they can help customers, this includes:

- **Free water meters** – United Utilities will fit water meters for free of charge to customers who want them. There may be instances where it is not possible to fit a water meter i.e., if you share your water supply with other properties or if your landlord does not agree.
- **Water meter lowest bill guarantee** – This means that customers won't be worse off during their two-year trial and if they don't make a saving, they can switch back to their fixed bill.
- **Water efficiency devices and in home visits** – United Utilities can provide customers with water efficiency devices and online tools to help them save water. They can also send an expert to customers' homes to offer you free advice on how to save water.
- **Variety of payment methods** – Includes Pay As You Go (PAYG), payment breaks which are aimed at customers with low to middle household incomes (less than £21k per year). Customers from low-income households who are free from debt can ask for PAYG or payment breaks.
- **Variety of payment methods** – Flexible payment plans that flex around you. All customers can ask for flexible payment plans.
- **£50 discount** - Based on North West income deprivation data, we estimate that 16% of households in the United Utilities region are income deprived and struggle to pay their water bill. United Utilities recognises that there are some customers in this situation, who may not qualify for our existing social tariff and affordability schemes due to not meeting the eligibility criteria or the preferred tariff is fully subscribed. United Utilities will work with organisations like the Department for Work and Pensions (DWP) to proactively identify customers who are income deprived, but don't currently qualify for bill discounts, to offer additional support of at least £50 per year off their bill.

Next, for each of these other ways United Utilities can support its customers, we'd like to know how effective or ineffective you think each method would be at making your water bills more affordable.

INTERVIEWER: READ OUT EACH SCHEME AND ANSWER LIST THEN SINGLE CODE.

SINGLE GRID, RANDOMISE SCHEMES

Code	Answer list	Scripting notes	Routing
1	Not at all effective		
2	Somewhat effective		
3	Quite effective		
4	Very effective		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Code	Statement list	Scripting notes	Routing
1	Free water meters		
2	Water meter lowest bill guarantee		
3	Water efficiency devices and in home visits		
4	Variety of payment methods		

Q012.

Base: All respondents

Based on what you now know about these other ways in which United Utilities can help customers, how likely or unlikely do you think it is that you would apply for each of the support methods in the future?

INTERVIEWER: READ OUT EACH SCHEME AND ANSWER LIST THEN SINGLE CODE.

SINGLE GRID, RANDOMISE SCHEMES

Code	Answer list	Scripting notes	Routing
1	Not at all likely		
2	Somewhat unlikely		
3	Quite likely		
4	Very likely		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Code	Statement list	Scripting notes	Routing
1	Free water meters		
2	Water meter lowest bill guarantee		
3	Water efficiency devices and in home visits		
4	Variety of payment methods		

Q013.

Base: All respondents

For the next question, please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

To what extent do you agree or disagree that the additional support we have just discussed...

INTERVIEWER: READ OUT EACH STATEMENT AND SINGLE CODE.

DP NOTE: 1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER FOR STATEMENTS.

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 (Do not read)		

Statement number	Statement	Scripting notes	Routing
1	...are necessary for United Utilities to provide		
2	...are fair		
3	...provide support to the people who need it most		
4	...would make water bills more affordable for those who are struggling		

Q014.

Base: All respondents

We understand that many customers will not be that familiar with the way in which United Utilities funds its affordability schemes. So, for this next question, we would like you to give your best guess if needed.

In terms of covering the cost of funding the support schemes that we have discussed today, which of the following do you believe United Utilities will use to cover this cost?

Please choose as many as apply.

INTERVIEWER: READ OUT. CODE ALL THAT ARE MENTIONED

MULTI CODE . RANDOMISE.

Code	Answer list	Scripting notes	Routing
1	Increasing customer bills		
2	Seeking more investment from shareholders		
3	Cutting shareholder profits		
4	Seeking charitable funding		
5	Seeking government funding		
6	Taking money from United Utilities' reserves		

80	Other (<i>specify</i>)	OPEN	
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Q015.

Base: All respondents

The previously mentioned schemes are funded through a combination of customer bills and contributions from United Utilities.

For **household customers**, there is a small cross-subsidy added on to each customer's bill to pay for schemes. When considering all United Utilities customers together, this equates to a contribution of £140m from household customers. In addition to this, **United Utilities' shareholders** will contribute a minimum of £140m to support affordability schemes.

To what extent do you think this is a fair or unfair way to pay for the support schemes?

Please answer on a scale of 1-5 where 1 is very unfair and 5 is very fair.

INTERVIEWER: SINGLE CODE USING SCALE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	1 - Very unfair		
2	2 - Quite unfair		
3	3 - Neither/ nor		
4	4 - Quite fair		
5	5 - Very fair		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Q016.

Base: All respondents

Overall, thinking about the schemes and other support United Utilities can offer customers, what do you think about United Utilities overall support package?

Please provide as much detail as possible.

INTERVIEWER: RECORD RESPONDENTS RESPONSE IN THE BOX BELOW.

OPEN

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)		

Bill impact

INFO9.

Base: All respondents

INTERVIEWER: READ OUT.

United Utilities understands that the current economic climate and cost of living crisis is putting a lot of pressure upon its customers, but it also needs to ensure that it can continue to support customers most at need whilst still providing an efficient, reliable, and high-quality service to all customers.

DP NOTE: INSERT SLIDE 3 – PROPOSED PLAN

INTERVIEWER: SHOW TABLET OR LAMINATED PRINT OUT. READ OUT INFORMATION ABOUT EACH THE PLAN.

All of these investments from 2025 to 2030 are expected to deliver significant improvements to many of the day-to-day services that United Utilities' customers rely on. In support of this wider vision, United Utilities intends to commit to ten specific improvements to its service that affect its customers' everyday lives.

The first six of these ten are improvements that the water regulator, Ofwat, says water companies must include in their business plans. The last four, are voluntary targets that United Utilities wants to set itself, but these aren't required by Ofwat.

- **Reducing the amount of water leakage** – 24% improvement
- **Reducing interruptions to your water supply** – 45% improvement
- **Reducing the number of water quality issues customers experience** – 55% improvement
- **Reducing the number of pollution incidents** – 32% improvement
- **Reducing the number of properties affected by sewer flooding inside their property** – 31% improvement
- **Reducing the number of properties affected by sewer flooding outside their property** – 25% improvement
- **900,000 new smart meters to help reduce usage and lower bills**
- **Halving the chance of a hosepipe ban**
- **Carbon reduction to improve the environment** – 42% reduction
- **£500 million towards affordability support**

Q017.

Base: All respondents

In order to deliver on its ambitions for the North West, which includes additional help for those who need it most, United Utilities will need to increase customers bills. This means that your average water bill may go up by 65% by 2030. This increase includes the projected inflation as set out by the Bank of England and as an example a household that currently pays £200 per year would pay just over £300 by 2030. A household that currently pays £500 a year would pay just over £750 by 2030.

INTERVIEWER: IF RESPONDENT ASKS 'WHAT IS INFLATION' CLICK THE LINK AND READ OUT THE TEXT.

What is inflation?

DP NOTE: If 'what is inflation' is clicked display following text

Water bills change each in year in line with inflation. Inflation is the increase in prices paid for goods and services over time. Household incomes also change over time.

- If your household income keeps up with inflation (i. increases at the same rate), then you are likely to notice little difference in what you are paying for things.
- If inflation increases by a faster rate than your household income, then you are likely to have less money to go around.
- If your household income increases by a faster rate than inflation, then you are likely to have more money to go around.

The Bank of England aims to keep inflation at 2%, but it has recently been much higher than this.

The proposed bills you will see from 2025 to 2030 include the Bank of England forecasts for inflation from 2025 to 2030, and proposed amounts to cover the investment in water and sewerage services needed over the next few years.

Based on this information regarding how your bill is due to rise by 2030...

How easy or difficult do you expect it to be to afford your water bill after this rise?

INTERVIEWER: SINGLE CODE USING SCALE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very difficult		
2	Quite difficult		
3	Neither easy nor difficult		
4	Quite easy		
5	Very easy		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Q018.

Base: All respondents

In light of the proposed increase to your water bill by 2030, how acceptable do you find United Utilities affordability package?

To remind you, the affordability package includes social tariffs, financial help and other support for those struggling to pay their water bills.

INTERVIEWER: READ OUT AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Completely acceptable		
2	Somewhat acceptable		
3	Somewhat unacceptable		
4	Completely unacceptable		
85	Don't know (<i>do not read out</i>)	FIXED, EXCLUSIVE	

Views on UU revisited

Q019.

Base: All respondents

Based on what you have heard today, has your perception of United Utilities changed?

INTERVIEWER: READ OUT AND SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes - Positively		Q023
2	Yes - Negatively		Q024
3	No - I still feel the same		Q025
85	Don't know (<i>do not read out</i>)		Q025

Q020.

Base: Respondents whose opinion of United Utilities has positively changed (Q019/1)

Why do you say that?

INTERVIEWER: TYPE IN RESPONSE.

OPEN

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)		

Q021.

Base: Respondents whose opinion of United Utilities has negatively changed (Q019/2)

Why do you say that?

INTERVIEWER: TYPE IN RESPONSE.

OPEN

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)		

Classification questions

INFO10.

INTERVIEWER: READ OUT

These next few questions are for analysis purposes only, please answer the following questions as open and honestly as you can.

C01.

Base: All respondents

How many people in the following age ranges are currently living in your house all year round?

INTERVIEWER: PLEASE WRITE IN NUMBER OF RESIDENTS NEXT TO EACH AGE GROUP. IF THERE ARE NONE, PLEASE USE '0'.

NUMERIC CODE PER AGE GROUP

Code	Answer list	Scripting notes	Routing
1	16 years or less	NUMERIC	
2	17-29 years	NUMERIC	
3	30-44 years	NUMERIC	
4	45-64 years	NUMERIC	
5	65 years and over	NUMERIC	
86	Prefer not to say	EXCLUSICE (NOT NUMERIC)	

C02.

Base: All respondents

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	C03	
2	No		

C03

Base: All respondents who are happy to provide their contact information (C02/1)

INTERVIEWER: FILL IN RESPONDENT DETAILS BELOW.

Code	Answer list	Scripting notes	Routing
1	Name	OPEN, FORCE ANSWER UNLESS REFUSED	
2	Email	OPEN	
3	Telephone number	OPEN, FORCE IF C09=1 UNLESS REFUSED	
86	Refused	EXCLUSIVE	

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.

INTERVIEWER: READ OUT EACH STATEMENT AND SINGLE CODE.

DP NOTE: 1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER FOR STATEMENTS.

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 (Do not read)		

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		

END.

Thank you for taking part in the survey.

If you are struggling to pay your water bill you can find more information on <https://www.unitedutilities.com/corporate/responsibility/customers/value-for-money/...>
Alternatively you can contact United Utilities customer contact centre on 0800 072 6765

This interview is part of a market research survey being carried out by DJS Research who adhere to the Market Research Society Code of Conduct. If you want to verify that we are a bona fide consultancy, please contact the Market Research Society's freephone number on +44 (0) 800 975 9596.