

1266 UU CUSTOMER PRIORITIES	ONLINE SCRIPT DRAFT 07/10/21	HALA OSMAN CHRIS RALPH SOPHIE COOK DAVID PEARMAIN
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INTRODUCTION TO THE RESEARCH AND ADHERENCE TO MRS CODE OF CONDUCT AND GDPR

Thank you for agreeing to participate in this market research. The survey should take no more than 20 minutes to complete, depending on the answers you give us.

The aim of the study is to collect customers opinions about United Utilities' future investments priorities, and your opinions and judgement are very important to us.

This is a genuine market research study and no sales call will result from our contact with you. The interview will be carried out in strict accordance with the Market Research Society's Code of Conduct and GDPR.

If you require any further information about how we store and use the data you provide, please see our privacy policy on our website: <https://www.impactmr.com/privacy-statement-research>

IF ONLINE By clicking the button, you confirm that you agree to participate in this survey

Start survey

Screeners

Ensure that that they are customers of UU and classify according to key quotas on demographics and location, including vulnerable customers and future customers.

SHOW ALL

First of all, we would like to ask you a few questions about yourself.

SC ASK ALL

IF CODE 1-5 CLOSE

S1 Do you, or anybody in your household, work in any of the following industries?

1. Advertising
2. Journalism
3. Water supply
4. Marketing
5. Market Research
6. None of the above

SINGLE CODE

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S ASK ALL

S2 Are you in paid employment?

1. Yes
2. No **SKIP TO S5**

S ASK IF S5=1

S3 In your current role, how much involvement do you have in choosing and managing the water supply/bills for your organisation?

1. I solely or jointly make decisions to do with our water supply
2. I don't make the decisions but I am involved in managing the water supply including paying the bills
3. I don't have any involvement in the water supply / bills for the organisation **SKIP TO S5**

S ASK IF S3=1 OR 2

S4 How many employees does your organisation have?

1. 10 or fewer
2. 11 to 20
3. 21 to 50
4. 51 to 99
5. 100 to 250
6. More than 250

QHIDSAMPLE:

SME: IF S4=1-5

DOMESTIC: IF ANY OF THE FOLLOWING CONDITIONS ARE MET

- **S2=2**
- **S3=3**
- **S4=6**

M ASK ALL

S5 Which County is your [**DOMESTIC:** home /**SME:** place of work] in?

SME SELECT ALL THAT APPLY

1. Cheshire
2. Cumbria
3. Greater Manchester
4. Lancashire
5. Merseyside
6. None of the above **CLOSE**

M ASK IF DOMESTIC

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S6a Who is your current water supplier at your home? *If you get water services and wastewater (sewerage) services from two different suppliers, please tell me both.*

CLOSE IF 17. UNITED UTILITIES IS NOT SELECTED

1. Affinity Water (including East and Southeast region)
2. Anglian Water (including Hartlepool)
3. Bristol Water
4. Cholderton & District Water
5. Dee Valley
6. Dwr Cymru
7. Northumbrian Water (including Essex & Suffolk)
8. Portsmouth
9. Sembcorp Bournemouth Water
10. Severn Trent Water
11. South East Water
12. Southern Water
13. South Staffordshire Water
14. South West Water
15. Sutton & East Surrey
16. Thames Water
17. United Utilities
18. Wessex Water
19. Yorkshire Water
20. Don't know

M ASK IF SME

S6b Who is your current water and waste water wholesaler at your place of work? *If you get water services and wastewater (sewerage) services from two different suppliers, please tell me both.*

This is the company which is responsible for supplying clean water, taking away waste water and maintaining the pipes and sewers, not your water retailer who buys the water supply services from your wholesaler and deals more with the day-to-day customer service and billing.

1. Affinity Water
2. Anglian Water (including Hartlepool)
3. Bristol Water
4. Cholderton & District Water Company Ltd
5. Dee Valley Water
6. Dwr Cymru
7. Northumbrian Water
8. Portsmouth Water
9. Sembcorp Bournemouth Water
10. Severn Trent Water Ltd
11. SSE Water
12. South East Water
13. Southern Water
14. South Staffs Water

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15. South West Water
16. Sutton and East Surrey Water
17. Thames Water Utilities Ltd
18. United Utilities
19. Wessex Water
20. Yorkshire Water
21. Don't know

S ASK ALL

S7A Does your [DOMESTIC: home /SME: place of work] have a water meter?

1. Yes (I am charged based on [DOMESTIC: my /SME: my organisation's] water usage)
2. No (I am charged a standard amount, regardless of my [DOMESTIC: my /SME: my organisation's] water usage)
3. Don't know

M ASK ALL

S7B Is your [DOMESTIC: home /SME: place of work] near any of the following:

1. Reservoir / water works
2. Wastewater treatment works

S ASK IF DOMESTIC

S8 What is your gender?

1. Male
2. Female
3. Other (please specify)
4. Prefer not to say

S ASK IF DOMESTIC

S9 What is your age?

1. Under 18 years old **CLOSE**
2. 18-28 years old
3. 29-34 years old
4. 35-44 years old
5. 45-54 years old
6. 55-64 years old
7. 65-79 years old
8. 80 years old or over
9. Prefer not say **CLOSE**

S ASK IF DOMESTIC

S10A Which of the following categories best describes the employment status of the highest income earner in your household?

1. Semi or unskilled manual worker (e.g. caretaker, non-HGV driver, shop assistant, etc.)
2. Skilled manual worker (e.g. bricklayer, carpenter, plumber, painter, bus driver, HGV driver, pub/bar worker, etc.)
3. Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. office worker, salesperson, etc.)
4. Intermediate managerial/ professional/ administrative (e.g. newly qualified (under 3 years) doctor or solicitor, middle manager in large organisation, principle officer in civil service/local government, etc.)
5. Higher managerial/ professional/ administrative (e.g. doctor, solicitor, board director in a large organisation, top level civil servant/public service employee, etc.)
6. Student
7. Casual worker – not in permanent employment
8. Housewife/ Homemaker
9. Retired and living on state pension
10. Retired and not living on state pension
11. Unemployed or not working due to long-term sickness
12. Full-time carer of other household member
13. Would rather not say

S ASK IF CODE 9 OR 10 AT S10A

S10B Which ONE of the following categories best describes the employment status of the Chief Income Earner *before* they retired?

SHOW THE SAME LIST AS S9A, EXCLUDING CODE 10

AUTOMATICALLY CODES S10A AND S10b INTO SOCIAL ECONOMIC GRADE AS FOLLOWS:

CODE 1	D
CODE 2	C2
CODE 3 OR 6	C1
CODE 4	B
CODE 5	A
CODE 7 OR 8 OR 9 OR 10 OR 11 OR 12	E

S ASK IF DOMESTIC

S11 Are you the person responsible for paying and managing the water bills in your household, or are you jointly responsible with someone else?

1. Complete responsibility for payment
2. Share responsibility for payment with others in household
3. No responsibility for payment
4. Other (i.e. included in my rent)
5. Prefer not to say

IF CODES 3-5 AND AGED OVER 28 AT S14 CLOSE

QHIDCUSTOMERTYPE:

- 1 FUTURE customer if S9=2 AND S11=3-5**
- 2 CURRENT customer if S9≠2, OR S14=2 AND S11=1 OR 2**

SHOW DOMESTIC

The following information will only be used to check that we have surveyed a mixture of different customers. We will not analyse any particular individual in the data collected.

G ASK IF DOMESTIC

S12 There are a wide range of factors that could mean anyone might need extra help or support.

Do you feel that any of the following factors apply to you or anyone in your household at the moment that might mean you need extra support or help during a loss of your water supply?

	S12i You	S12ii Others in household
1. Chronic/serious illness		
2. Medically Dependant Equipment		
3. Oxygen use		
4. Physical Impairment		
5. Unable to answer door		
6. Restricted hand movement		
7. Pensionable Age		
8. Young children aged 5 or under		
9. Blind		
10. Partially sighted		
11. Hearing /speech difficulties (including deaf)		
12. Unable to communicate in English		
13. Dementia		
14. Developmental condition		
15. Mental Health		
16. Temporary life change for example post hospital recovery, unemployment, infant in the house		
17. None of the above EXCLUSIVE		
18. Prefer not to say		EXCLUSIVE

QHIDVULNERABLE:

- 1 VULNERABLE - IF CODE 1-16 AT S12i or S12ii OR AGED 65+ AT S9**
- 2 NOT CURRENTLY VULNERABLE – IF CODE 17 or 18 AT S12i AND S12ii, AND AGED UNDER 65 AT S9**

S ASK ALL DOMESTIC CUSTOMERS

S13 Is anyone in your household registered as a Priority Service Member?

The Priority Services Membership is for water customers who may need extra support or additional services when there is a loss of water supply

- 1) Yes
- 2) No
- 3) Prefer not to say
- 4) Don't know

QHIDVULNERABLE: VULNERABLE IF SELECT CODE 17 OR 18 AT S12i AND S12ii AND AGED UNDER 65 AT S9 AND CODE 1 AT S13

S ASK IF DOMESTIC

S14 What is your total household income before tax and other deductions, either per month or per year?

	PER MONTH	PER YEAR	
1	Up to £539	Up to £6,499	QHIDINCOME= low
2	£540 - £789	£6,500 - £9,499	
3	£790 - £1333	£9,500 - £15,999	
4	£1334 - £2079	£16,000 - £19,999	
5	£2080 - £2916	£20,000 - £29,999	QHIDINCOME= medium
6	£2917 - £4167	£30,000 - £49,999	
7	£4148 - £5415	£50,000 - £64,999	QHIDINCOME= high
8	£5416 - £7499	£70,000 - £89,999	
9	£7500 and over	£90,000 and over	
98	Don't know	Don't know	
99	Prefer not to say	Prefer not to say	

S ASK IF DOMESTIC

S15 How much do you spend on your combined water and wastewater supply each year?

	PER YEAR
1	Up to £300
2	£301-500
3	£501-700
4	£701-900
5	£901-1,100
6	£1,101-1,300
7	£1,301-£1,500
8	£1,501 or more
98	Don't know
99	Prefer not to say

S ASK IF SME

S16 How much does your organisation spend on your combined water and wastewater supply each year? *If your organisation works across multiple sites, please answer in relation to the main site where you work.*

	PER YEAR
1	Up to £500
2	£501-1000
3	£1,001-1,500
4	£1,501-2,000
5	£2,001-2,500
6	£2,501-3,000
7	£3,001-3,501
8	£3,501-4,000
9	£4,001-4,500
10	£4,501-5,000
11	£5,001-5,500
12	£5,501-6,000
13	£6,001-6,500
14	£6,501-7,000
15	£7,001-7,500
16	£7,501-8,000
17	£8,001 or more
98	Don't know
99	Prefer not to say

S ASK DOMESTIC

S17 We would like to understand a little more about how your household's financial situation is affected by your bills.

Which of the following statements best describes your situation?

- 1) I/ my household never struggle to pay my/our bills
- 2) I/ my household sometimes struggle to pay my bills but I/we usually manage to keep on top of them
- 3) I/ my household struggle to pay my bills and I/we am often behind in my payments
- 4) I/ my household always struggle to pay my bills and I/we am nearly always behind in my payments
- 5) I would rather not say

M ASK ALL

S18 Have you ever experienced any of the following at **[DOMESTIC home /SME your place of work]**?

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- a. Flooding inside your [DOMESTIC home /SME your place of work]
 - b. Flooding in your [DOMESTIC garden or garage /SME outside space of your place of work e.g. carpark?
 - c. Poor water pressure
 - d. Water that is cloudy
 - e. Water that has unpleasant smell
 - f. Interruption to supply of water
-
1. Yes
 2. No
 3. Don't Know

FOR S18 AND S19 FOR EACH OPTION SELECTED AT S17 ON REPEAT

S

S19 How long ago did you last experience [insert from S17]?

1. Less than a year ago
2. Less than 5 years ago
3. Less than 10 years ago
4. More than 20 years ago

OE ASK ALL

S20 What was the cause of [insert from S17]?

99. Don't know

Main Survey

Setting the context
The purpose of this section is to set out the context and role of United Utilities

INFO 1:

United Utilities manages the water and wastewater network in the North West of England, providing services to around 7 million people and 200,000 businesses.

SME ONLY

They are not your water retailer, they are in charge of ensuring you receive clean water, taking away waste water and maintaining the pipes and sewers. They sell this service to your water retailer who you receive your bill from.

S ASK ALL

Q1a Before today, have you ever contacted or been contacted by United Utilities?

This includes any type of information you have received from them by post or email, or any personal contact you have had, for example phoning them or attending an event.

1. Yes, I have had contact
2. No, I have not had contact
3. Don't know

OE ASK IF Q1a=1

Q1b What was the main reason you last contacted United Utilities?

ASK IF CODE 1 AT Q1

Q2 Thinking about your previous contact with United Utilities, how satisfied were you with the customer service that you received?

Please use a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied.

1	Not at all	2	3	4	5	6	7	8	9	10	Very satisfied
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INFO 2:



S ASK ALL

Q3 Thinking about United Utilities overall, how satisfied are you with the services you receive?

Please use a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied.

1 Not at all satisfied	2	3	4	5	6	7	8	9	10 Very satisfied
------------------------	---	---	---	---	---	---	---	---	-------------------

United Utilities is currently in the process of developing its business plan which will lay out which areas the business will be focusing on during the period 2025-2030. They want to ensure they are investing in the areas which are most important to all their customers, households and businesses across North West England.

Ranking

Ranking
A ranking of the most to least important mandatory priorities

In this section we would like you to review the various initiatives that United Utilities are considering for investment, to meet the needs of customers in the period 2025-2030.

You will be shown 6 screens containing initiatives. In each case, please rank them from the most to the least important *to you*.

R1 MANDATORY PRIORITIES

Please rank the following initiatives in the order of 1, the most important and (7), the least important to you.

RANDOMISE INITIATIVES

		Rank
--	--	------

	Providing water that is safe to drink	<input type="checkbox"/>
	Providing water that tastes, smells and looks good	<input type="checkbox"/>
	Maintaining good and constant water pressure in your home	<input type="checkbox"/>
	Reducing leakage	<input type="checkbox"/>
	Taking water out of rivers and lakes in a way that doesn't harm wildlife or the environment	<input type="checkbox"/>
	Protecting the environment and wildlife by treating sewage before returning water to waterways	<input type="checkbox"/>
	Returning treated sewage back into the environment in a way that protects lakes and beaches that people use for leisure (e.g. swimming, bathing, watersports)	<input type="checkbox"/>

RANDOMISE R2-R5

R2 WATER PRIORITIES

Please rank the following initiatives in the order of 1, the most important and (3), the least important to you.

RANDOMISE INITIATIVES

		Rank
	Reducing how often your supply of water is interrupted, and for how long e.g. there is no water when you turn on the tap	<input type="checkbox"/>
	Ensuring we have enough water to meet demand and reduce the need for hosepipe bans (or similar)	<input type="checkbox"/>
	Encouraging customers to be water efficient by providing help and advice on saving water in homes, schools and businesses	<input type="checkbox"/>

R3 WASTEWATER PRIORITIES

Please rank the following initiatives in the order of 1, the most important and (6), the least important to you.

RANDOMISE INITIATIVES

		Rank
	Reducing the amount of rainwater going into sewers, to prevent sewers overflowing and causing flooding	<input type="checkbox"/>
	Encouraging customers to only flush pee, poo and paper, and avoid pouring fats and oils from cooking down the sink to reduce sewer blockages	<input type="checkbox"/>
	Investing more now to prevent sewers collapsing or failing (risking flooding) or needing to be repaired in the future	<input type="checkbox"/>
	Ensuring our sewer network protects homes and businesses from sewer flooding	<input type="checkbox"/>
	Ensuring our sewer network protects private gardens and public spaces from sewer flooding	<input type="checkbox"/>

	Improve the way we manage sludge (i.e. the residue left when cleaning sewage) to better protect the environment	<input type="checkbox"/>
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R4 CUSTOMER SERVICE PRIORITIES

Please rank the following initiatives in the order of 1, the most important and (5), the least important to you.

RANDOMISE INITIATIVES

		Rank
	Avoiding disruption to travel by responding quickly to flooding and bursts on public roads	<input type="checkbox"/>
	Installing smart water meters to support customers in reducing their water usage and help identify leaks	<input type="checkbox"/>
	Provide additional affordability support to those who are struggling to pay their water bill	<input type="checkbox"/>
	Provide extra customer service support to those with additional needs (e.g. disabilities, learning difficulties, medical conditions etc.)	<input type="checkbox"/>
	Improving our website and mobile app services for a better digital customer experience	<input type="checkbox"/>

R5 ENVIRONMENTAL PRIORITIES

Please rank the following initiatives in the order of 1, the most important and (6), the least important to you.

RANDOMISE INITIATIVES

		Rank
	Preventing pollution due to United Utilities activities (e.g. chemical / sewage leaks into streets and rivers)	<input type="checkbox"/>
	Limiting the odour, flies and noise caused by United Utilities operations	<input type="checkbox"/>
	Ensure that land owned by United Utilities (e.g. reservoirs and surrounding areas) is environmentally protected, open to the public (e.g. walks, cycling) and promotes nature and wildlife recovery	<input type="checkbox"/>
	Reducing spills from sewer overflows (diluted sewage spilling into rivers/ sea in heavy rainfall) to reduce harm to the environment and enhance the cleanliness of our rivers	<input type="checkbox"/>
	Meet future challenges such as climate change and population growth, by investing in sustainable solutions	<input type="checkbox"/>
	Play our part in protecting the environment (e.g. reducing carbon footprint, air pollution and use of plastics)	<input type="checkbox"/>

MAX-DIFF

Trade-off exercise (Max Diff)

A relative ranking of the most to least important themes. Follow-up questions to provide depth of understanding of why customers made these choices

MD1 (SCRIPTER INSTRUCTIONS TBC)

We would now like you to consider which areas of investment are the highest and lowest priority for United Utilities to deliver. Please give your answers thinking about the period 2025-2030, as the United Utilities business plan does not come into effect until then.

You will be presented with 10 screens, each with a short list of options and be asked to select which one from that particular list is the highest priority and which is the lowest priority for you.

Please indicate which of the following is for you the highest priority and which is the lowest priority?	Highest priority	Lowest priority
Outcome	<input type="checkbox"/>	<input type="checkbox"/>
Outcome	<input type="checkbox"/>	<input type="checkbox"/>
Outcome	<input type="checkbox"/>	<input type="checkbox"/>
Outcome	<input type="checkbox"/>	<input type="checkbox"/>
Outcome	<input type="checkbox"/>	<input type="checkbox"/>

F1-F2 ASK FOR TOP 3 MOST IMPORTANT OUTCOMES PLUS 1 RANDOM, EXCLUDING THE 7 MANDATORY ITEMS

S ASK ALL

F1 How would you classify [OUTCOME X]

1. Essential
2. Important
3. Nice to have
4. Not important

M ASK ALL

F2 Why do you say [OUTCOME X] is [F1]

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Please select all that apply

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1. I care about future generations
2. I care about the environment
3. It's what's best for me as a customer
4. It's what's best for my community
5. It will help me and/or others save water
6. It will help me and/or others save money
7. It only affects a few people in a few places – **SHOW IF F1=2-4**
8. It is too expensive for any benefit it might offer – **SHOW IF F1=2-4**
9. I don't think this is a problem that needs solving – **SHOW IF F1=2-4**
10. Other (please specify)

Value of priorities

A high-level indication of the value customers place on priorities.

SHOW ALL PRIORITIES

DOMESTIC: I'd now like you to think about the investment initiatives you have been shown today. How likely would you be to support all these investments if your annual bill was to increase by **<RANDOMLY SELECT VALUE FROM TABLE BELOW FROM ITEMS 4 TO 6>%?**

SME: I'd now like you to think about the investment initiatives you have been shown today. How likely would you be to support all these investments if your annual bill was to increase by **<RANDOMLY SELECT VALUE FROM TABLE BELOW FROM ITEMS 4 TO 6>%?**

1. Very unlikely
2. Fairly unlikely
3. Neither likely nor unlikely
4. Fairly likely
5. Very unlikely

IF RESPONSE IS CODE 1 OR 2, SHOW INCREMENTAL COST INCREASE AND REPEAT. CONTINUE UNTIL RESPONSE CHANGES TO CODE 3-5

IF RESPONSE IF CODE 3-5, SHOW DECREMENTAL COST DECREASE AND REPEAT. CONTINUE UNTIL RESPONSE CHANGES TO CODE 1-2

Use values from the following table:

ITEM	DOMESTIC VALUE	SME VALUE
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1	+£2	+1%
2	+£3	+2%
3	+£5	+3%
4	+£7	+4%
5	+£10	+5%
6	+£20	+6%
7	+£30	+8%
8	+£40	+10%
9	+£50	+15%

S ASK ALL

Q4 The following are initiatives that United Utilities looked at five years ago.

Looking at the list below to what extent do you agree that your water company should be focused on each of these areas, where 1 is strongly disagree and 10 is strongly agree.

1 Strongly disagree	2	3	4	5	6	7	8	9	10 Strongly Agree
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RANDOMISE

- Providing safe drinking water that is of good quality
- Providing a reliable, continuous supply of water
- Providing reliable and continuous sewerage removal and processing services
- Taking good care of the land and reservoirs that they own and manage
- Providing good quality customer service
- Working hard to keep the cost of water as affordable as possible
- Ensuring that the water needs of customers in vulnerable circumstances are met
- Making sure the impact of the operation on the environment is kept to a minimum
- Keeping people informed about the way water is provided and recycled
- Supporting communities (e.g. access to recreational land, partnerships with community)
- Providing recreational activities that could take place on the land and reservoirs they own

Final Details and Life Segmentation

An understanding of priorities for different customer groups by demographics and attitudes towards the environment

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Classification

ADD TIME STAMP

S ASK DOMESTIC AND SME

C1 Finally, please can you confirm which, if any, of the following apply to you?

		Yes	No
a	DOMESTIC <I have lost income as a result of COVID> SME <My business has lost income as a result of COVID>		
b	DOMESTIC <I have been furloughed (at any point) over the past few months > SME <My business has furloughed staff (at any point) over the past year>		
c	DOMESTIC ONLY <I have caring responsibilities (either for children under 18, those over 70 or those who meet shielding criteria), whether or not they live in the same house or not>		
d	DOMESTIC ONLY <I met the shielding criteria or have been advised to shield at any point >		

SCRIPTER: USE HOVER TEXT: Anyone identified as 'clinically extremely vulnerable' was advised by the Government to stay at home as much as possible and to keep interactions outside to a minimum because they were at high risk of serious illness if they caught COVID-19. This was called 'shielding' and this officially ended in April 2021, it may be introduced in future if COVID-19 becomes more prevalent in society

S ASK ALL

C2 Which of the following best describes the area where you live [**DOMESTIC**] / work [**SME**]?



1. City location
2. Other urban location
3. Semi-rural
4. Rural

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- 5. Coastal
- 6. Don't know

QHIDLOCATION:

S18=1 OR 2, QHIDLOCATION=1 URBAN

S18=3 OR 4, QHIDLOCATION=2 RURAL

S18=5, QHIDLOCATION = 3 COASTAL

S ASK IF SME

C3 Which of the following best describes your organisation?

- 4. Public sector
- 5. Private sector
- 6. Charity / third sector
- 7. Other

M ASK IF SME

C4 What industry does your organisation operate in?

1.	Financial Services
2.	IT / Communication services
3.	Media / Publishing
4.	Business Services
5.	Other Services (e.g. Hairdresser/beauty)
6.	Tourism – e.g. hotels, guest houses, campsites
7.	Catering – e.g. restaurants, cafes, pubs
8.	Transport / Distribution
9.	Construction and Property Development (including Plumbing/ Heating/ Electrical)
10.	Manufacturing & Engineering
11.	Government/ Public Sector
12.	Entertainment / Culture / Sport
13.	Wholesale
14.	Retail
15.	Healthcare and Social work – public sector
16.	Healthcare and Social work – private sector
17.	Agriculture / Forestry / Fishing
18.	Energy / Utilities
19.	Education
20.	Other (Please Specify)
21.	I'd rather not say
22.	Don't know

M ASK IF SME

C5 How does your organisation mainly use water? *Please select all that apply*

1. The manufacturing process which is essential to the running of your organisation (e.g. to power machinery, agricultural production etc.)
2. The supply of services your organisation provides (e.g. cleaning services etc.)
3. An ingredient or part of the product or service your organisation provides (e.g. food or drink, chemical, cosmetics manufacturer etc.)
4. Normal domestic use for your organisation's customers and employees (e.g. customer toilets, supply of drinking water)
5. None of the above (EXCLUSIVE)
6. Don't Know (EXCLUSIVE)

LIFE SEGMENTS

S ASK ALL

C6 Finally, we would like to ask you some questions about your attitudes towards the environment and climate change.

On a scale of 1 to 7 where 1 is strongly agree and 7 is strongly disagree, how much do you agree with the following statements?

1. The use of plastic in packaging should be banned
2. I make lifestyle compromises to benefit the environment
3. I don't really think about the amount of packaging on the products I buy
4. The environment is low priority for me compared to a lot of other things in my life
5. The effects of climate change are too far in the future to really worry me
6. It's not worth me doing things to help the environment if others don't do the same
7. I'm willing to pay more for products from companies committed to the environment
8. The government need to do more to help the environment
9. I actively look for information about the environment and climate change
10. Companies need to do more to help the environment

SURVEY DESIGN

D1 Would you be happy for Impact Research to get in touch with you again in the future to discuss the results you have given in this survey?

- 1) Yes, I'm happy to be contacted again to discuss my answers
- 2) No, I do not want you to get in touch again to discuss my answers

SHOW ALL Finally, we are very interested in hearing your views on this survey.

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G ASK ALL

D2 On a scale of 5, where 5 is strongly agree and 1 is strongly disagree, to what extent do you agree with the following statements about this survey:

	1 Strongly disagree	2	3	4	5 Strongly agree
I understood what the purpose of the survey was					
It is important that the public can take part in surveys like this					
The survey was a sensible and manageable length					
The survey was easy to complete					
I was able to express my true opinion					
Overall, I was satisfied with the survey I completed					

G ASK ALL

U1 On a scale of 5, where 5 is strongly agree and 1 is strongly disagree, to what extent do you agree with the following statements about taking part in this research:

	1 Strongly disagree	2	3	4	5 Strongly agree
I feel it was easier to understand what United Utilities needs to do once it was explained more					
I feel I know a lot more about what United Utilities does now					
It has been good taking part in this research and sharing my views on this topic					
It is important that United Utilities ask customer's views on these issues					
I was able to express my true opinion					
It is difficult for customers to give informed opinions on these issues					

I feel I understood the issue and the information presented to me					
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If you have any additional feedback, please enter your comments here:

S **ASK ALL**

D3 Have you experienced any technical difficulties while taking the survey?

- 1) No
- 2) Yes (Please specify)