

# ACTIVITY GUIDE



InSites Consulting

CLIENT NAME: United Utilities

PROJECT NAME (P031240): Expectations of Service

Markets: UK

## INSITES CONSULTING:

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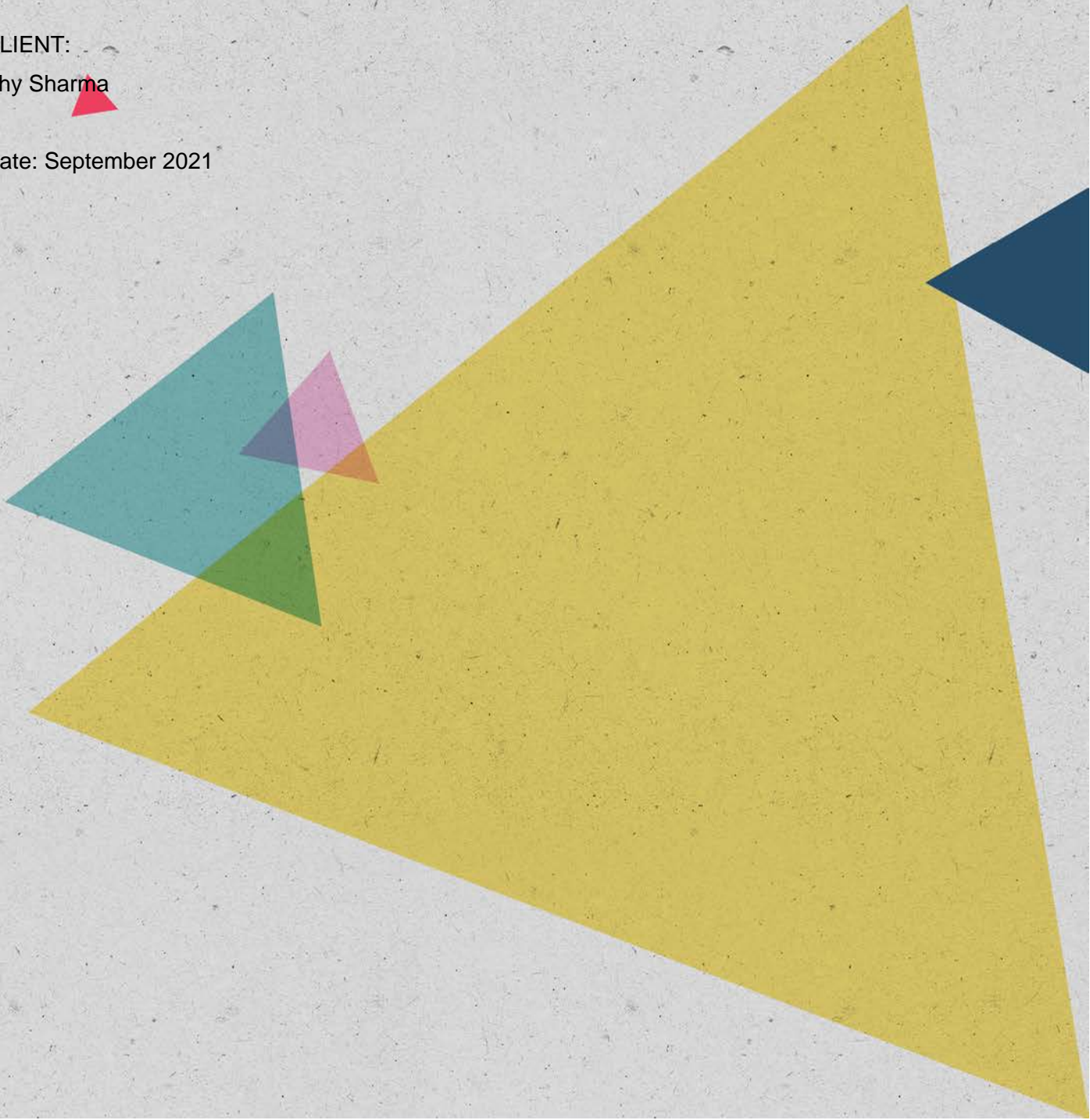
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## CLIENT:

Shy Sharma

Date: September 2021



## PROJECT DETAILS

### Method

- > Data collection source(s): Customer database
- > Questionnaire length: 10 - 15 minutes
- > Project type: U&A ad hoc

### Countries & languages

- > List of countries & languages per country: UK, English
- > Number of translations needed: N/A
- > Translation style: N/A
- > Reporting language: English
- >  Need for English translation for reporting? No

### Sample size

- > Total n = 1000-2000

### Sample quota(s)

- > Provisional overall cap n=5000 (as a safety net)

### List of stimuli (Internal use Only)

- > Overview of all stimuli used in the questionnaire:
  - >  Scenario images

### Mobile

- > The survey is drafted to be **Mobile compatible**

### Other info to share

- > Client-supplied sample with background variables to upload
- > – populate with unique links for client mailout
- > Data to be weighted

## SURVEY

### Question Text:

Thank you for taking part in our survey about how United Utilities respond to water supply and wastewater issues you might experience at your home.

To begin with, we just have a few questions about you and your household.

This is important for us to capture, as views may differ depending on people's circumstances.

Your answers will be treated in the strictest confidence.

Page break: Yes  
Title: Introduction  
Question type: Info  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

### 1. Question text: To begin with, we just need to confirm if you are responsible for paying utility bills in your household...

*Instruction text: Select one*

Page break: Yes  
Title: Q1  
Question type: Single Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Yes, solely responsible	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yes, jointly responsible	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No, I'm not	3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Screen out Text:**  
**Thank you for your interest in taking part.**

**Unfortunately, we're only looking to hear from people responsible for their household utility bills.**

**Please click below to finish the survey.**

Page break: Yes  
 Title: Introduction  
 Question type: Info  
 Implementation QID: ID here  
 Filter / routing information: IF Q1=3  
 Other potential instructions: SCREENOUT, REDIRECT TO <https://www.unitedutilities.com/>

## 2. Question text: What is your age?

*Instruction text: Please select one*

Page break: Yes  
 Title: Q2  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
16-24	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-39	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40-49	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50-59	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60-69	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70+	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Screen out Text:**  
**Thank you for your interest in taking part.**

**Unfortunately, we're only able to continue with people aged 18 or over.**

**Please click below to finish the survey.**

Page break: Yes  
 Title: Introduction  
 Question type: Info  
 Implementation QID: ID here  
 Filter / routing information: IF Q2=1  
 Other potential instructions: SCREENOUT, REDIRECT TO <https://www.unitedutilities.com/>

### 3. Question text: What gender do you identify with?

*Instruction text: Select one*

Page break: Yes  
 Title: Q3  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Male	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Female	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-binary	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another gender (please identify)	4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Prefer not to say	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 4. Question text: COUNTY (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q4

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'COUNTY' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Cheshire	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cumbria	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greater Manchester	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lancashire	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merseyside	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside North West	6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	7	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 5. Question text: Do you own or rent your main home?

*Instruction text: Please select one*

Page break: Yes  
 Title: Q5  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Own outright	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Own with a mortgage or loan	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part own and part rent (Shared ownership)	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent from private landlord / letting agent	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rent from council, housing association, housing co-operative, charitable trust etc.	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Occupy in another way	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6. Question text: Which of the following best describes your main home?

*Instruction text: Please select one*

Page break: Yes

Title: Q6

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Detached	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Semi-detached	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Terrace	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flat / apartment	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another kind of property (please let us know what)	5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



## 7. Question text: Apart from you, who else lives in your household?

*Instruction text: Please select all that apply*

Page break: Yes

Title: Q7

Question type: Multi Select

Randomisation: None

Implementation QID: Q8

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
Just me, I live by myself	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My partner	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Older children (aged 16+)	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Younger children (aged under 16)	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extended family members (e.g. parents, in-laws, grandparents)	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Someone else	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 8. Question text: Please let us know if any of the following apply to you...

*We're asking this is because it's important that we understand and take into account the views of people with different circumstances.*

*Instruction text: Please select any that apply*

Page break: Yes

Title: Q8

Question type: Multi Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
I or another member of my household is disabled or suffer(s) from a debilitating illness	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household have/has a learning difficulty	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household relies on water for medical reasons	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household is visually impaired (i.e. struggles to read even with glasses)	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household am/is over the age of 75 years old	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household speaks English as a second language	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I/our household often struggle to afford utility bills	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household is deaf or hard of hearing	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I or another member of my household is a new parent	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None of these apply to me	10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9. Question text: Do you have emergency Plumbing and Drainage Cover that covers issues with the water pipes and drains within your property boundary?**

*Instruction text: Please select one.*

Page break: Yes  
 Title: Q9  
 Question type: Single Select  
 Randomisation: None  
 Implementation QID: ID here  
 Filter / routing information: No  
 Other potential instructions: No

Answer options	Precodes	Fix	Screen
Yes, as part of my home insurance	1	<input type="checkbox"/>	<input type="checkbox"/>
Yes, a home cover plan (e.g. with British Gas, HomeServe, etc.)	2	<input type="checkbox"/>	<input type="checkbox"/>
No	3	<input type="checkbox"/>	<input type="checkbox"/>
I'm not sure	4	<input type="checkbox"/>	<input type="checkbox"/>

## 10. Question text: WATER METER (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q10

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'MEASURED / UNMEASURED' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Metered Customer	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unmetered Customer	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 11. Question text: CACI SEGMENT (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q11

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'CACI SEGMENT' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
Budget conscious elderly	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfortable mid-life established families	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Families getting by	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financially secure empty nesters	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard-pressed families	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indebted singles	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Struggling single pensioners	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology dependent young families	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 12. Question text: IMD (FROM SAMPLE)

*Instruction text: Select one*

Page break: Yes

Title: Q12

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: PULL THROUGH 'IMD' FROM SAMPLE

Answer options	Precodes	Fix	Open	Screen
1	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not recorded	11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Question Text:

**Thanks for answering those initial questions. Moving on to the main part of the survey...**

Page break: Yes

Title: Info

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: Insert Lite version of stim

13. Question text: If you phoned United Utilities customer services for help with your bill or water account, how long would you expect it to take to...?

[SHOW IMAGE]



Prefer to call us?

Instruction text: Please select one answer for each option

Page break: Yes  
Title: Q13  
Question type: Single Select Grid  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Screen
Under a minute	1	<input type="checkbox"/>	<input type="checkbox"/>
1-2 minutes	2	<input type="checkbox"/>	<input type="checkbox"/>
3-5 minutes	3	<input type="checkbox"/>	<input type="checkbox"/>
6-10 minutes	4	<input type="checkbox"/>	<input type="checkbox"/>
11-15 minutes	5	<input type="checkbox"/>	<input type="checkbox"/>
16-20 minutes	6	<input type="checkbox"/>	<input type="checkbox"/>
21-30 minutes	7	<input type="checkbox"/>	<input type="checkbox"/>
31-40 minutes	8	<input type="checkbox"/>	<input type="checkbox"/>
41-50 minutes	9	<input type="checkbox"/>	<input type="checkbox"/>
51-60 minutes	10	<input type="checkbox"/>	<input type="checkbox"/>
More than 60 minutes	11	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	12	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
Get through and speak to someone if you <b>waited on the line</b>	1	<input type="checkbox"/>
<b>Receive a call back</b> if you selected that option at the initial menu	2	<input type="checkbox"/>



14. Question text: If you emailed United Utilities customer services with a question about your bill or water account, how long would you expect it take to receive a response?

[SHOW IMAGE]



Send us an email

Instruction text: Please select one

Page break: Yes  
Title: Q14  
Question type: Single Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Screen
Less than 30 minutes	1	<input type="checkbox"/>	<input type="checkbox"/>
30-60 minutes	2	<input type="checkbox"/>	<input type="checkbox"/>
1-4 hours	3	<input type="checkbox"/>	<input type="checkbox"/>
4-12 hours	4	<input type="checkbox"/>	<input type="checkbox"/>
12-24 hours	5	<input type="checkbox"/>	<input type="checkbox"/>
1-2 days	6	<input type="checkbox"/>	<input type="checkbox"/>
3-5 days	7	<input type="checkbox"/>	<input type="checkbox"/>
6-10 days	8	<input type="checkbox"/>	<input type="checkbox"/>
More than 10 days	9	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	10	<input type="checkbox"/>	<input type="checkbox"/>

**15. Question text: If you were due a refund on your water bill, how long would you expect it to take from being notified of the refund/amount and it being paid into your bank account?**

*Instruction text: Please select one*

Page break: Yes  
Title: Q15  
Question type: Single Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Screen
Within a day	1	<input type="checkbox"/>	<input type="checkbox"/>
2-3 days	2	<input type="checkbox"/>	<input type="checkbox"/>
4-5 days	3	<input type="checkbox"/>	<input type="checkbox"/>
6-7 days	4	<input type="checkbox"/>	<input type="checkbox"/>
8-10 days	5	<input type="checkbox"/>	<input type="checkbox"/>
11-14 days	6	<input type="checkbox"/>	<input type="checkbox"/>
15-20 days	7	<input type="checkbox"/>	<input type="checkbox"/>
20-30 days	8	<input type="checkbox"/>	<input type="checkbox"/>
More than 30 days	9	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	10	<input type="checkbox"/>	<input type="checkbox"/>

**Question Text: This next section is about water supply and wastewater issues you might experience at your home and how they are resolved.**

Page break: Yes  
Title: Info  
Question type: Info  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

**16. Question text: Which (if any) of the following have you experienced at your main home in the last 3 years?**

*Instruction text: Please select all that apply. Please discount anything that was the result of home improvements or building/maintenance work you were undertaking.*

Page break: No  
Title: Q16  
Question type: Multi Select  
Randomisation: None  
Implementation QID: ID here  
Filter / routing information: No  
Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Screen
Flooding with water coming into the home	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flooding on your property that looked at risk of coming into the home	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flooding on your property in the garden, outbuildings, etc. (but outside the home itself)	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blocked pipes that resulted in a toilet overflowing or sinks backing up	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low water pressure over a period of time	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-off instances of low water pressure	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unexpectedly being completely without water to your home	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being completely without water to your home due to planned maintenance/repairs	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water from your taps looks discoloured or cloudy	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A water leak on your property that caused damage or resulted in the loss of water supply	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A small water leak on your property that didn't cause any damage or result in a loss of water supply	11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A water leak on public road or footpath in your area	12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I haven't experienced any of these	13	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## 17. Question text: HIDDEN VARIABLE: SCENARIO ALLOCATION FOR LOOP

### Scripting note:

- Questions 18- 33 in loop
- Participants see 2 scenarios with corresponding stimulus
- Allocate participants 1x wastewater scenario (1-4) and 1x water supply scenario (5-12)
- Always allocate scenarios participants select at Q16, then randomly allocate on a least full basis

Page break: No

Title: SCENARIOALLOCATION

Question type: Multi Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: See loop instructions above

Answer options	Precodes	Fix	Excl.	Screen
Flooding to your home	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Imminent flooding to your home	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flooding on your property in the garden, outbuildings, etc. (but outside the home itself)	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blocked pipes resulting in a toilet overflowing	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low water pressure over a period of time	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-off instances of low water pressure	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unexpectedly being completely without water to your home (unplanned)	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being completely without water to your home due to planned maintenance/repairs	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A change in how water tastes, smells or looks	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A water leak on your property causing damage or loss of supply	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A small water leak on your property	11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A water leak on a public road or footpath on your area	12	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Question Text: We would like to get your thoughts on two different water supply and wastewater issues you might experience at your home, how you might respond and what you would expect from United Utilities.**

**We'll go through each in turn with a few questions on each one.**

**Loop 1: Below you'll see the first scenario...**

**Please take a moment to read through before clicking to continue.**

**[SHOW STIMULUS FOR FIRST SCENARIO ALLOCATED AT Q17]**

**Loop 2: Below you'll see the second scenario...**

**Please take a moment to read through before clicking to continue.**

**[SHOW STIMULUS FOR SECOND SCENARIO ALLOCATED AT Q17]**

Page break: Yes

Title: Info

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

**18. Question text: Question text: How would you first contact United Utilities if you experienced this issue?**

[SHOW Q17 STIMULUS]

*Instruction text: Please select one*

Page break: Yes

Title: Q18

Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Open	Screen
Phone	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online 'report a problem' forms (via the website)	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online contact form (via the website or app)	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
By post	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use the 'Up my Street' tool on the website to check for any issues in your area	6	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Another way (please let us know how)	7	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Not sure	8	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**19. Question text: If you phoned United Utilities to report this issue, how long would you expect it take to...?**

[SHOW Q17 STIMULUS]

*Instruction text: Please select one answer for each option*

Page break: Yes

Title: Q19

Question type: Single Select Grid

Randomisation: None

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Open
I would expect to get through immediately	1	<input type="checkbox"/>	<input type="checkbox"/>
1-2 minutes	2	<input type="checkbox"/>	<input type="checkbox"/>
3-5 minutes	3	<input type="checkbox"/>	<input type="checkbox"/>
6-10 minutes	4	<input type="checkbox"/>	<input type="checkbox"/>
11-15 minutes	5	<input type="checkbox"/>	<input type="checkbox"/>
16-20 minutes	6	<input type="checkbox"/>	<input type="checkbox"/>
21-30 minutes	7	<input type="checkbox"/>	<input type="checkbox"/>
31-40 minutes	8	<input type="checkbox"/>	<input type="checkbox"/>
41-50 minutes	9	<input type="checkbox"/>	<input type="checkbox"/>
51-60 minutes	10	<input type="checkbox"/>	<input type="checkbox"/>
More than 60 minutes	11	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	12	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
Initially get through and speak to someone	1	<input type="checkbox"/>
Get through to an agent who can deal with this incident	2	<input type="checkbox"/>

**20. Question text: From the time of reporting, how long would you expect it to take for United Utilities to arrive at your home/the location to initially assess the situation?**

[SHOW Q17 STIMULUS]

*Instruction text: Please select one*

Page break: Yes

Title: Q20

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Screen
Less than 30 minutes	1	<input type="checkbox"/>	<input type="checkbox"/>
30-60 minutes	2	<input type="checkbox"/>	<input type="checkbox"/>
1-4 hours	3	<input type="checkbox"/>	<input type="checkbox"/>
4-8 hours	4	<input type="checkbox"/>	<input type="checkbox"/>
8-12 hours	5	<input type="checkbox"/>	<input type="checkbox"/>
12-24 hours	6	<input type="checkbox"/>	<input type="checkbox"/>
1-2 days	7	<input type="checkbox"/>	<input type="checkbox"/>
3-5 days	8	<input type="checkbox"/>	<input type="checkbox"/>
6-10 days	9	<input type="checkbox"/>	<input type="checkbox"/>
More than 10 days	10	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	11	<input type="checkbox"/>	<input type="checkbox"/>



**21. Question text: If it was an issue that was United Utilities' responsibility (as opposed to the homeowner's or the Environment Agency's)...**

**From the time of first reporting, how long would you expect it to take for United Utilities to fully resolve the situation?**

[SHOW Q17 STIMULUS]

*Instruction text: Please select one*

Page break: Yes

Title: Q21

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Screen
Less than 1 hour	1	<input type="checkbox"/>	<input type="checkbox"/>
1-3 hours	2	<input type="checkbox"/>	<input type="checkbox"/>
4-8 hours	3	<input type="checkbox"/>	<input type="checkbox"/>
9-12 hours	4	<input type="checkbox"/>	<input type="checkbox"/>
13-24 hours	5	<input type="checkbox"/>	<input type="checkbox"/>
1-2 days	6	<input type="checkbox"/>	<input type="checkbox"/>
3-5 days	7	<input type="checkbox"/>	<input type="checkbox"/>
6-10 days	8	<input type="checkbox"/>	<input type="checkbox"/>
More than 10 days	9	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	10	<input type="checkbox"/>	<input type="checkbox"/>

**22. Question text: After first reporting this issue, what would you want to receive in terms of updates from United Utilities in this situation?**

*This could include things such as the frequency of updates, what info they contain and how you receive them.*

[SHOW Q17 STIMULUS]

**Instruction text:**

Page break: Yes

Title: Q22

Question type: Essay

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: Unforce

**23. Question text: Once the issue has been reported, which of the following would you want to receive updates on in this situation?**

[SHOW Q17 STIMULUS]

*Instruction text: Please select all that apply*

Page break: Yes

Title: Q23

Question type: Multi Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Excl.	Open	Screen
What the issue is and any action you need to take	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cause of the issue	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular updates on work being carried out to resolve the issue	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any unforeseen issues or delays once work has begun	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How long it is likely to take to resolve	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What work is needed to resolve the issue and any disruption involved	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When any work to resolve the issue will take place	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How likely the issue is to happen again	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What can be done to avoid the issue happening again	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Who's responsibility the issue is	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something else (please let us know what)	11	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Not sure	12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**24. Question text: And what do you think would be the best way would be to share these updates in this situation?**

*Instruction text: Please select all that apply for each kind of update*

Page break: Yes  
 Title: Q24  
 Question type: Multi Select Grid  
 Randomisation: Randomised Cols  
 Implementation QID: ID here  
 Filter / routing information: [ALL SELECTING AT LEAST ONE UPDATE \(Q23=1-10\)](#)  
 Other potential instructions: [ONLY SHOW ANSWERS SELECTED AT Q23](#)

Answer options	Precodes	Fix	Open
What the issue is and any action you need to take	1	<input type="checkbox"/>	<input type="checkbox"/>
The cause of the issue	2	<input type="checkbox"/>	<input type="checkbox"/>
Regular updates on work being carried out to resolve the issue	3	<input type="checkbox"/>	<input type="checkbox"/>
Any unforeseen issues or delays once work has begun	4	<input type="checkbox"/>	<input type="checkbox"/>
How long it is likely to take to resolve	5	<input type="checkbox"/>	<input type="checkbox"/>
What work is needed to resolve the issue and any disruption involved	6	<input type="checkbox"/>	<input type="checkbox"/>
When any work to resolve the issue will take place	7	<input type="checkbox"/>	<input type="checkbox"/>
How likely the issue is to happen again	8	<input type="checkbox"/>	<input type="checkbox"/>
What can be done to avoid the issue happening again	9	<input type="checkbox"/>	<input type="checkbox"/>
Who's responsibility the issue is	10	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix	Excl.
Phone call	1	<input type="checkbox"/>	<input type="checkbox"/>
Email	2	<input type="checkbox"/>	<input type="checkbox"/>
Text message	3	<input type="checkbox"/>	<input type="checkbox"/>
App notifications	4	<input type="checkbox"/>	<input type="checkbox"/>
Letter	5	<input type="checkbox"/>	<input type="checkbox"/>
In-person visit from an engineer/representative	6	<input type="checkbox"/>	<input type="checkbox"/>
Via an online incident tracking tool (similar to order updates/parcel delivery tracking)	7	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	8	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**25. Question text: You mentioned that you would want to receive regular updates on work being carried out to resolve the issue in this scenario.**

**How often would you want to be updated?**

*Instruction text: Please select one.*

Page break: Yes

Title: Q25

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: [SHOW ALL SELECTING REGULAR UPDATES \(Q23=3\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Screen
At least daily	1	<input type="checkbox"/>	<input type="checkbox"/>
Every 1-2 days	2	<input type="checkbox"/>	<input type="checkbox"/>
Every 3-4 days	3	<input type="checkbox"/>	<input type="checkbox"/>
Every 5-7 days	4	<input type="checkbox"/>	<input type="checkbox"/>
Once a week	5	<input type="checkbox"/>	<input type="checkbox"/>
Once a fortnight	6	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	7	<input type="checkbox"/>	<input type="checkbox"/>

**26. Question text: There are different ways that United Utilities could handle wastewater incidents such as this.**

**Which of the following would be your preference in this scenario?**

[SHOW Q17 STIMULUS]

*Instruction text: Please select one*

Page break: Yes

Title: Q26

Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: [SHOW FOR WASTEWATER SCENARIOS ONLY \(Q17=1-4\)](#)

Other potential instructions: No

Answer options	Precodes	Fix
Get through on the phone quickly and have a 'first response' team sent out to the property/location as soon as possible to assess the situation, even if they don't have the correct equipment/expertise to resolve it themselves (and have to call out another team)	1	<input type="checkbox"/>
Wait to be transferred to a technician and have a longer initial call to properly diagnose the issue so the first team to attend have the equipment/expertise needed to fix the problem (even if this takes longer for someone from United Utilities to attend the scene)	2	<input type="checkbox"/>
Get through on the phone quickly to report the issue, then receive a callback from a technician (within 2 hours) to properly diagnose the issue before a team with the correct equipment/expertise needed to fix the problem is sent out to the property/location	3	<input type="checkbox"/>
Not sure	4	<input checked="" type="checkbox"/>

**27. Question text: And why do you think that would be the best way to handle things in this situation?**

*Instruction text:*

Page break: No

Title: Q27

Question type: Essay

Implementation QID: ID here

Filter / routing information: [SHOW FOR WASTEWATER SCENARIOS ONLY \(Q17=1-4\)](#)

Other potential instructions: Unforce

**28. Question text:**

You previously said that you would expect it to take **[INSERT Q20 RESPONSE]** for United Utilities to arrive at your home/the location to initially assess the situation (from the time of reporting).

Would you be willing to wait longer if it meant the first person from United Utilities to arrive was someone with the correct equipment/expertise needed to fix the problem (rather than a 'first response' team to assess the situation)?

And if so, how long would you be willing to wait for someone to arrive in this situation?

**[SHOW Q17 STIMULUS]**

*Instruction text: Please select one*

Page break: Yes

Title: Q28

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: [ASK ALL SELECTING ANSWERS 2-3 AT Q27](#)

Other potential instructions: [ONLY SHOW ANSWERS 1-10 THAT ARE THE SAME OR HIGHER THAN Q20 ANSWER \(e.g. IF Q20=3, SHOW ANSWERS 3-10 \(AND 0 AND 11\)\). SKIP QUESTION IF Q20=10-11](#)


Answer options	Precodes	Fix	Screen
I wouldn't be willing to wait any longer for someone from United Utilities to attend the scene	0	<input type="checkbox"/>	<input type="checkbox"/>
Less than 30 minutes	1	<input type="checkbox"/>	<input type="checkbox"/>
30-60 minutes	2	<input type="checkbox"/>	<input type="checkbox"/>
1-3 hours	3	<input type="checkbox"/>	<input type="checkbox"/>
4-8 hours	4	<input type="checkbox"/>	<input type="checkbox"/>
9-12 hours	5	<input type="checkbox"/>	<input type="checkbox"/>
13-24 hours	6	<input type="checkbox"/>	<input type="checkbox"/>
1-2 days	7	<input type="checkbox"/>	<input type="checkbox"/>
3-5 days	8	<input type="checkbox"/>	<input type="checkbox"/>
6-10 days	9	<input type="checkbox"/>	<input type="checkbox"/>
More than 10 days	10	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	11	<input type="checkbox"/>	<input type="checkbox"/>

**29. Question text:** In some instances, responsibility for fixing the issue might be the homeowners (rather than United Utilities), for example, if the cause of the issue is within the property boundary.

**When that's the case United Utilities could offer a service for fixing the issue (with an associated cost) – please take a moment to look at the image below that explains what this would cover.**

**At what price would you consider this service to be...?**

**[SHOW WW SERVICE STIMULUS]**



**Wastewater Drain Services (where the issue is the homeowner's responsibility)**

In instances where responsibility for fixing the issue is the homeowners (e.g. if the cause of the issue is within the property boundary), United Utilities offer a service for locating and clearing the blockage.

This would involve a one-off payment for an hour of labour carried out by United Utilities technicians while they're onsite. Depending on the nature of the issue, this could include:

- High pressure jetting to clear any blockage
- Cutting back tree/plant roots encroaching on pipes
- Desilting (cleaning pipes)
- A CCTV drainage survey using camera technology to look at the condition pipes and any structural defects, cracks, or potential problems with tree roots (NB. any subsequent repair work needed would not be included)
- Cleaning up the area once inspections and any work is completed

**Instruction text:** Please drag the slider to a price on the scale for each one.

Page break: Yes

Title: Q29

Question type: Slider Rating

Randomisation: None

Implementation QID: ID here

Filter / routing information: [SHOW FOR WASTEWATER SCENARIOS ONLY \(Q17=1-4\)](#)

Other potential instructions: No



Answer options	Precodes	Fix	Open
£40	1	<input type="checkbox"/>	<input type="checkbox"/>
£60	2	<input type="checkbox"/>	<input type="checkbox"/>
£80	3	<input type="checkbox"/>	<input type="checkbox"/>
£100	4	<input type="checkbox"/>	<input type="checkbox"/>
£120	5	<input type="checkbox"/>	<input type="checkbox"/>
£140	6	<input type="checkbox"/>	<input type="checkbox"/>
£160	7	<input type="checkbox"/>	<input type="checkbox"/>
£180	8	<input type="checkbox"/>	<input type="checkbox"/>
£200	9	<input type="checkbox"/>	<input type="checkbox"/>
£220	10	<input type="checkbox"/>	<input type="checkbox"/>
£240	11	<input type="checkbox"/>	<input type="checkbox"/>
£260	12	<input type="checkbox"/>	<input type="checkbox"/>
£280	13	<input type="checkbox"/>	<input type="checkbox"/>
£300	14	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
Cheap	1	<input type="checkbox"/>
Expensive	2	<input type="checkbox"/>
Too expensive to consider	3	<input type="checkbox"/>
So cheap you'd question the standard of work	4	<input type="checkbox"/>

**30. Question text: Assuming the issue was United Utilities' responsibility to resolve (as opposed to the homeowner's or the Environment Agency's)...**

**Overall, what would you prioritise in this situation?**

**Please rank the following, with the most important aspect first and the least important last.**

**[SHOW Q17 STIMULUS]**

*Instruction text: Click or drag each item into a rank position.*

Page break: Yes

Title: Q30

Question type: Rank Sort

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: [ASK FOR ALL EXCEPT PLANNED LOSS OF WATER \(Q17#8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix
How quickly you can first get through to United Utilities	1	<input type="checkbox"/>
How soon you can speak to someone at United Utilities who can correctly diagnose the problem	2	<input type="checkbox"/>
How quickly someone from United Utilities can first attend the scene (even if they don't have the equipment/expertise to resolve it themselves)	3	<input type="checkbox"/>
How quickly a team with the right equipment/expertise to fix the problem can first attend the scene	4	<input type="checkbox"/>
The overall amount of time it takes to resolve the issue	5	<input type="checkbox"/>
Resolving the issue with the least amount of disruption (e.g. to roads/pavements, noise from Alternative Water Supply Vehicles, etc.)	6	<input type="checkbox"/>
Resolving the issue in an environmentally friendly way (e.g. reducing carbon footprint, minimise impact on plant life, wildlife, etc.)	7	<input type="checkbox"/>

Scale options	Precodes	Fix
1	1	<input type="checkbox"/>
2	2	<input type="checkbox"/>
3	3	<input type="checkbox"/>
4	4	<input type="checkbox"/>
5	5	<input type="checkbox"/>
6	6	<input type="checkbox"/>
7	7	<input type="checkbox"/>

**31. Question text: There are different ways United Utilities can approach planned maintenance/repairs that involve turning off the water supply to people's homes.**

**Generally, what do you think should be prioritised when this kind of work takes place?**

**Please rank the following, with the most important aspect first and the least important last.**

**[SHOW Q17 STIMULUS]**

*Instruction text: Click or drag each item into a rank position.*

Page break: Yes

Title: Q31

Question type: Rank Sort

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: [SHOW FOR PLANNED LOSS OF WATER SCENARIO ONLY \(Q17=8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix
Completing the works cost-effectively	1	<input type="checkbox"/>
Completing the works in an environmentally friendly way (reducing carbon footprint, minimising the impact on plant life, wildlife, etc.)	2	<input type="checkbox"/>
Minimising the amount of time homes are without water	3	<input type="checkbox"/>
Minimising traffic disruption (e.g. the area coned off, temporary traffic lights, etc.)	4	<input type="checkbox"/>
Minimising noise disruption (e.g. from road/pavement digging and noise from Alternative Water Supply Vehicles)	5	<input type="checkbox"/>
Minimising the overall amount of time United Utilities engineers are on site	6	<input type="checkbox"/>

Scale options	Precodes	Fix
1	1	<input type="checkbox"/>
2	2	<input type="checkbox"/>
3	3	<input type="checkbox"/>
4	4	<input type="checkbox"/>
5	5	<input type="checkbox"/>
6	6	<input type="checkbox"/>

### 32. Question text:

For planned maintenance/repairs like this (that you're forewarned about and could be completed within a day)...

How long would you be prepared to be without water to your home?

[SHOW Q17 STIMULUS]

*Instruction text: Please select one*

Page break: Yes

Title: Q32

Question type: Single Select

Randomisation: None

Implementation QID: ID here

Filter / routing information: [SHOW FOR PLANNED LOSS OF WATER SCENARIO ONLY \(Q17=8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Screen
Less than 1 hour	1	<input type="checkbox"/>	<input type="checkbox"/>
1-2-hours	2	<input type="checkbox"/>	<input type="checkbox"/>
3-4 hours	3	<input type="checkbox"/>	<input type="checkbox"/>
5-6 hours	4	<input type="checkbox"/>	<input type="checkbox"/>
7-8 hours	5	<input type="checkbox"/>	<input type="checkbox"/>
9-12 hours	6	<input type="checkbox"/>	<input type="checkbox"/>
More than 12 hours	7	<input type="checkbox"/>	<input type="checkbox"/>
Not sure	8	<input type="checkbox"/>	<input type="checkbox"/>

### 33. Question text:

Using new technology, United Utilities could potentially complete planned works with less disruption and less impact on the environment – but it could take longer to complete the work.

Would you be willing to be without water to your home for longer to allow for any of the following?

[SHOW Q17 STIMULUS]

*Instruction text: Please select one for each approach*

Page break: Yes

Title: Q33

Question type: Single Select Grid

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: [SHOW FOR PLANNED LOSS OF WATER SCENARIO ONLY \(Q17=8\)](#)

Other potential instructions: No

Answer options	Precodes	Fix	Open
An approach that is more sustainable/environmentally friendly	1	<input type="checkbox"/>	<input type="checkbox"/>
An approach that reduces traffic disruption near your home	2	<input type="checkbox"/>	<input type="checkbox"/>
An approach that reduces noise disruption near your home	3	<input type="checkbox"/>	<input type="checkbox"/>

Scale options	Precodes	Fix
No – I wouldn't be willing to wait any longer for this	1	<input type="checkbox"/>
Yes – up to 1 hour longer	2	<input type="checkbox"/>
Yes – up to 2 hours longer	3	<input type="checkbox"/>
Yes – up to 3 hours longer	4	<input type="checkbox"/>
Yes – up to 4 hours longer	5	<input type="checkbox"/>
Yes – up to 5-6 hours longer	6	<input type="checkbox"/>
Yes – up to 7-8 hours longer	7	<input type="checkbox"/>
Yes – up to 9-12 hours longer	8	<input type="checkbox"/>
Yes – more than 12 hours longer	9	<input type="checkbox"/>

**Question Text: And that's all we wanted to cover today.**

**Thank you for taking part, your feedback is greatly appreciated.**

**Please click below to finish.**

Page break: Yes

Title: Close

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: REDIRECT TO <https://www.unitedutilities.com/>