



Questionnaire: DWMP Acceptability Research



Client name:	United Utilities
Project name:	DWMP Acceptability FUTURE BILL PAYERS
Job number:	8928
Methodology:	V1

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	
-----------------	--	-------------	--



Introduction

Thank you for agreeing to take part in this survey. This survey is being conducted by DJS Research on behalf of United Utilities, the water supplier for the North West of England. They would like to hear from future customers to understand more about their views on how best to manage wastewater in the future.

We would really appreciate it if you could spare 20 minutes of your time to give your feedback which will be used to inform United Utilities' future plans.

DJS Research is a Market Research Society partner and as such we operate in accordance with their Code of Conduct, which guarantees anonymity and there would be strictly no sales or other contact resulting from doing this survey.

If you have any concerns, you can check our credentials with The Market Research Society by calling 0500 396 999, and you can view our privacy statement on our website <http://www.djsresearch.co.uk/content/page/terms>.

To start the survey, please press 'next' below.

QUOTAS –TOTAL 100 INTERVIEWS

Male 50

Female 50



SCREENER QUESTIONS

INFO1

To start with, we would like to find out a bit more about you so we can check you fit the criteria for the research.

S01.

Base: All respondents

Do you or your close family work in any of the following occupations? Please tick all that apply.

MULTICODE

Code	Answer list	Scripting notes	Routing
1	Journalism		Continue
2	Advertising		Continue
3	Market Research		Screen out
4	Public Relations		Continue
5	Water and wastewater industry		Screen out
87	None of the above		Continue

S01a.

Base: All respondents

How would you describe yourself?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	I describe my gender in another way		
87	Prefer not to say		

S02

Base: All respondents

In which of part of the United Utilities region do you live?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Cumbria		
2	Merseyside		
3	Greater Manchester		
4	Lancashire		
5	Cheshire		
6	None of these		Screen out
85	I'm not sure		Screen out



S03

Base: All respondents

Would you describe where you live as?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	An inner-city area		
2	A suburban area		
3	A town		
4	A village		
5	Rural/countryside		

S04

All respondents

Which of the following age groups do you fall into?

SINGLE CODE

Response number	Code	Scripting notes	Routing
1	16-19		Continue
2	20-24		Continue
3	25-29		Continue
4	30-34		Screen out
5	35-39		Screen out
6	40-49		Screen out
7	50-59		Screen out
8	60+		Screen out
87	Prefer not to say		Screen out

S05.

Base: All respondents

Are you responsible for paying your household water bill either jointly or solely?

If your rent includes your water bill, please select "No".

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		Screen out
2	No		



S06.

Base: All respondents

Who is responsible for paying for the water bill where you live?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Parent/s or guardian/s		
2	Landlord		
3	University accommodation		
80	Other (please specify)	OPEN	

S08.

Base: All respondents

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

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	
2	Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)	Code as B	
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	
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	
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	
6	None – student	Code as 'C1'	
7	None – unemployed	Code as E	
87	Prefer not to say	Code as 'Not Classified' FIXED	

S08b.

Base: All respondents



Which of the following apply to you? Please select all that apply

MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	Working full-time (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement)		
2	Working part-time (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement)		
3	Due to start a job in the next month		
4	Engaged in full-time further study, training or research		
5	Engaged in part-time further study, training or research		
6	Taking time out in order to travel		
7	Unemployed (and looking for work)		
8	Looking after home or family		
9	Something else (please specify)	OPEN	
87	None of the above	EXCLUSIVE	



MAIN QUESTIONNAIRE

Q01

Base: All respondents

On a scale of 1-10, where 1 is not at all concerned and 10 is extremely concerned, how concerned are you about the following?

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	1 - Not at all concerned		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 - Extremely concerned		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Reducing carbon emissions		
2	Flooding		
4	Food prices		
5	Pollution		
7	Future gas supplies and energy prices		
8	The availability of future water supplies		
9	Conservation / loss and creation of natural habitats		

Q02. Base: All respondents

I'd now like you to say if you've ever experienced or noticed any of the following situations whilst living in the North West of England?

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Yes, within the last year		
2	Yes, 1-3 years ago		
3	Yes, more than 3 years ago		
4	Never		
85	I'm not sure		



Code	Statement list	Scripting notes	Routing
1	Discoloured water		
2	Poor water taste or odour		
3	Sewer flooding inside your property		
4	Sewer flooding outside but within your property boundary		
10	Sewer flooding outside of your property boundary		
5	Low water pressure		
6	Restriction on how you can use water e.g. a hosepipe ban		
7	An instruction to boil your drinking water		
8	Interruptions to water supply		
9	Inconvenienced by limescale		

Q03 Base: All respondents

How frequently do you visit rivers, lakes, reservoirs or the sea in the North West of England for recreational purposes e.g. walking, fishing, swimming, canoeing or paddle boarding?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Most days		
2	A few times a week		
3	At least once a week		
4	Around once a fortnight		
5	Around once a month		
6	Between once a month and every 3 months		
7	Between every 3 months and once a year		
8	Less frequently than once a year		
87	I have never visited or used this type of outdoor space		
85	Don't know / can't remember		



Q04 Base: All respondents

How much do you agree or disagree with the following statements:

Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK.
RANDOMISE ORDER.

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		

Statement number	Statement	Scripting notes	Routing
1	Protecting lakes, rivers, reservoirs, fish and other aquatic plants and wildlife is really important to me		
2	I am concerned about the impact of climate change on the natural environment in the North West region		
5	I actively encourage family/friends/colleagues to be more environmentally conscious		



DRAINAGE INVESTMENT LEVELS TRADE OFF

INFO2

Base: All respondents

Wastewater, whether it comes from flushing the toilet or from rain falling onto roofs and roads, needs to be collected, treated, and sent safely back to the environment.

However, going forward the North West faces the following challenges in how wastewater is managed:

- **A changing climate** – this is causing drier summers, which is affecting our water supplies, while the frequency of heavy rainfall and storms is also predicted to increase, which could result in more flooding and more spills from sewer overflows.
- **More extreme weather events** – more rainfall and drought will put extra pressure on the sewer system.
- **A growing population** – more people means there will be more wastewater to manage.
- **Urban development** – gardens and other green spaces are often built on or paved over increasing the amount and speed of rainwater running off roofs and roads into sewers. This can cause a higher frequency and volume of spills and flooding.
- **Structural failures** – sewers and pipes may collapse due to their state of repair, causing flooding and a disruption to service.
- **Blockages** – sewers can also become blocked from flushing the wrong things down toilets and disposing of fats and oils down sinks and drains.

To deal with these challenges, United Utilities is consulting experts, stakeholders and both present and future customers to develop a 25-year Drainage and Wastewater Management Plan (DWMP).

This plan assesses the effects of future pressures on our wastewater systems over the short, medium and long term, and what can be done to address these issues. The DWMP will play a big part in how United Utilities works in the coming years, as it will influence their future business plans to make sure that they are doing the right thing for the region both now and in the long term.



INFO2a

Have your say

United Utilities has already tested a draft version of its Drainage and Wastewater Management Plan (DWMP) with customers and stakeholders and has made improvements to it based on the feedback they received. Now, United Utilities would like to get your opinion on its updated plan and for you to decide what level of investment you would prefer in areas of the plan that are not fixed by law. This covers the level of investment that United Utilities should put into things like:

- **Customer education** – raising awareness among customers and future generations about the challenges our wastewater systems face and how to change behaviours.
- **Intelligent sewers** – using real-time data and artificial intelligence to monitor 78,000km of sewers, to identify issues and blockages more quickly and be proactive in responding to issues before they occur.
- **Sewer upgrades** – repairing, upgrading, monitoring and replacing sewer pipes to prevent issues in the network.
- **Storage tanks** – making existing sewers bigger or creating large concrete tanks to store water in times of high rainfall to prevent sewer flowing or overflowing
- **Sustainable Drainage solutions** – providing areas which store water by mimicking nature, allowing more water to soak into the ground and taking pressure of the sewer system.

United Utilities has created a proposed plan based on the level of investment it thinks is best, as well as lower and higher investment options for you to choose from.

To help inform your choices, you'll see how the different levels of investment affect:

- Water bill impact
- Inside home flooding risk
- Pollution to water environment
- United Utilities' carbon footprint
- Environmental & social benefits

Please consider how important each of these factors are to you when selecting your preferred levels of investment. We realise that you're not currently responsible for paying the water bills but because this plan is looking at the next 25 years, you may be responsible for this in future so we would really appreciate your feedback. Please consider your household income and expenditure remembering that:

- Any money you pay for these improvements will not be available for you to spend elsewhere.
- Other household bills may go up or down affecting the amount of money you have to spend in general.
- Your water bill may also rise because of other factors and service improvements.



- Your household bills will also be affected by how much other costs increase each year.

Other things to be aware of

- Water bill impact is based on the current average household water bill which is £34.75 per month. If your bill is above the average, the change that you would see in your bill would be higher. Likewise, if your bill is below the average the change in your bill would be lower.
- The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation).
- These bill impacts are based on the information currently available to United Utilities and is subject to change in the future.
- The bars showing the impacts are **relative** to what is achievable within the confines of variations of the plan.

The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation – please click here for an explanation)

If respondent clicks on 'what is inflation' display following text

Inflation is the rate of increase in prices for goods and services. So if inflation is 9% higher than 12 months earlier, 4 pints of milk which was £1 twelve months ago will now cost £1.09. Incomes and pensions can also rise in line with inflation which can offset the increase in cost of goods and services.

Q06a

Base: All respondents

Which level of investment do you prefer?

SINGLE CODE

DP NOTE: IMPACTS TO MOVE IN LINE WITH SPREADSHEET.

Code	Answer list	Scripting notes	Routing
1	Higher level of investment		
2	United Utilities' Proposed level of investment		
3	Lower level of investment		

Q06b

What made you choose this level of investment?

OPEN

Q13NEWb

Base: All respondents

And how acceptable do you think United Utilities' proposed plan is?

[IMAGE OF UU PLAN IMPACTS]

SINGLE CODE



Code	Answer list	Scripting notes	Routing
1	Very acceptable		
2	Acceptable		
3	Unacceptable		
4	Very Unacceptable		
85	Don't know		

Q13NEWC

Base: respondents who think UU's plan is acceptable (Q13NEWb = 1 OR 2)

What is the main reason you think the proposed plan is acceptable?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q13NEWD

Base: respondents who think UU's plan is unacceptable (Q13NEWb = 3 OR 4)

What is the main reason you think the proposed plan is unacceptable?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q15NEW

Base: All respondents

Taking into account other bill increases you may have experienced recently (e.g. energy bills), how reasonable do you feel that the bill increases mentioned in the exercise were?

Single code

Code	Answer list	Scripting notes	Routing
1	Very reasonable		
2	Fairly reasonable		
3	Neutral		
4	Fairly unreasonable		
5	Very unreasonable		
85	Don't know		

Q14

Base: All respondents

Before we move on, can I just check how easy or difficult it was to do the exercise you've just completed on United Utilities' proposed plan?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
------	-------------	-----------------	---------



1	Very easy		
2	Easy		
3	Quite difficult		
4	Difficult		
5	Very difficult		
85	Don't know		

Q14b

Base: Those who found the exercise very-quite difficult (Q14/3-5)

What made the exercise difficult? Please give as much detail as possible.

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		



CLASSIFICATION QUESTIONS

To finish the survey, please could you provide a little more information about yourself and your household. This information will be treated as confidential and help check that we have surveyed a wide range of customers across the United Utilities region

C01.

Base: All respondents

Apart from you, who else lives in your household?

MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	Just me, I live by myself	Exclusive	
2	Parent/s or guardian/s		
3	Siblings		
4	My partner		
5	My child/children		
6	Friends		
7	Extended family members (e.g. in-laws, grandparents)		
80	Other (Please specify)		

C02

All respondents

What is the highest level of education you have achieved so far?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	No formal qualifications		
2	High school (e.g. GCSEs or equivalent)		
3	Further education (e.g. AS/A Level or equivalent)		
4	Higher education (e.g. degree or equivalent)		
5	Post graduate education (e.g. MBA)		
80	Other (<i>please specify</i>)		
86	Prefer not to say		



C03.

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?

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Yes (self)		
2	Yes (other)		
3	No	Exclusive	
85	Don't know/ Prefer not to say	Exclusive	

C04.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
100	White	HEADER ONLY QUOTA: WHITE	CONTINUE
1	English/Welsh/Scottish/Northern Irish/British		
2	Irish		
3	Gypsy or Irish Traveller		
4	Other White background		
200	Mixed / multiple ethnic groups	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
5	White & Black Caribbean		
6	White & Black African		
7	White & Asian		
8	Other Mixed background		
300	Asian / Asian British	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
9	Indian		
10	Pakistani		
11	Bangladeshi		
12	Chinese		
13	Other Asian background		
400	Black/ African/Caribbean/Black British	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
14	African		
15	Caribbean		
16	Other Black/African/Caribbean background		
500	Other	HEADER ONLY QUOTA: MINORITY ETHNIC GROUP	
17	Arab		
80	Other ethnic group (please describe)	TEXT RESPONSE	
86	Prefer not to say		



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.

1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK.
RANDOMISE ORDER.

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		

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		