



**Vulnerable Depths Post Task Questionnaire:**



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Affordability and acceptability research
<b>Job number:</b>	9240



**Q01.**

Thinking about how your income may change in the future, how easy or difficult do you think it would be for you to afford these water and sewerage bills?

*Please select one answer only.*

<b>Code</b>	<b>Answer list</b>	
1	Very easy	<input type="checkbox"/>
2	Fairly easy	<input type="checkbox"/>
3	Neither easy nor difficult	<input type="checkbox"/>
4	Fairly difficult	<input type="checkbox"/>
5	Very difficult	<input type="checkbox"/>
85	Don't know	<input type="checkbox"/>

**GO TO Q02.**



### Q02.

Thinking about United Utilities proposals for supporting customers who may have additional needs or who need financial support, how acceptable or unacceptable are these to you?

*Please select one answer only.*

Code	Answer list	
1	Completely acceptable	<input type="checkbox"/>
2	Acceptable	<input type="checkbox"/>
3	Unacceptable	<input type="checkbox"/>
4	Completely unacceptable	<input type="checkbox"/>
85	Don't know / can't say	<input type="checkbox"/>

**GO TO Q03.**

### Q03.

Based on everything you have heard and read about United Utilities proposed business plan, how acceptable or unacceptable is it to you?

*Please select one answer only.*

Code	Answer list	
1	Completely acceptable ( <b>GO TO Q04b</b> )	<input type="checkbox"/>
2	Acceptable ( <b>GO TO Q04b</b> )	<input type="checkbox"/>
3	Unacceptable ( <b>GO TO Q04a</b> )	<input type="checkbox"/>
4	Completely unacceptable ( <b>GO TO Q04a</b> )	<input type="checkbox"/>
85	Don't know / can't say ( <b>GO TO Q05</b> )	<input type="checkbox"/>



**Q04a.**

You said that the proposed business plan is unacceptable...Why do you say that?

Please select the **TWO** main reasons from the list below or write in your own reason(s) if they are not displayed in this list.

Code	Answer list	
1	Too expensive	<input type="checkbox"/>
2	United Utilities profits too high	<input type="checkbox"/>
3	The plan won't improve things enough / improvements are too small	<input type="checkbox"/>
4	United Utilities should pay for more of these service improvements out of their profits	<input type="checkbox"/>
5	The plan is poor value for money – it's not doing enough for the cost	<input type="checkbox"/>
6	The plan doesn't focus on the right things	<input type="checkbox"/>
7	I won't be able to afford this	<input type="checkbox"/>
8	I don't trust United Utilities to make these service improvements	<input type="checkbox"/>
9	Plan isn't good enough for future generations	<input type="checkbox"/>
10	I don't trust United Utilities to do what's best for their customers	<input type="checkbox"/>
11	Plan is not environmentally friendly	<input type="checkbox"/>
80	Other 1 – (please specify) ..... .....	<input type="checkbox"/>
80	Other 2 – (please specify) ..... .....	<input type="checkbox"/>

**GO TO Q05.**



**Q04b.**

You said that the proposed business plan is acceptable...Why do you say that?

Please select the **TWO** main reasons from the list below or write in your own reason(s) if they are not displayed in this list.

Code	Answer list	
1	It's not too expensive	<input type="checkbox"/>
2	The plan is good value for money – it's doing a lot for the cost	<input type="checkbox"/>
3	United Utilities plan focuses on the right things	<input type="checkbox"/>
4	I trust United Utilities to do what's best for their customers	<input type="checkbox"/>
5	The plan will make big / good improvements to things	<input type="checkbox"/>
6	I trust United Utilities to make these service improvements	<input type="checkbox"/>
7	Plan is environmentally friendly	<input type="checkbox"/>
8	I will be able to afford this	<input type="checkbox"/>
9	Plan is good for future generations	<input type="checkbox"/>
80	Other 1 – (please specify) ..... .....	<input type="checkbox"/>
80	Other 2 – (please specify) ..... .....	<input type="checkbox"/>

**GO TO Q05.**



**Q05.**

Of the business plans you have seen today, which one do you prefer overall?

*Please select one answer only.*

<b>Code</b>	<b>Answer list</b>	
1	Proposed	<input type="checkbox"/>
2	Must do	<input type="checkbox"/>

**GO TO Q06.**

**Q06.**

To what extent, if at all, do you trust United Utilities to deliver their proposed plan by 2030?

*Please select one answer only.*

<b>Code</b>	<b>Answer list</b>	
1	Trust United Utilities to deliver it all	<input type="checkbox"/>
2	Trust United Utilities to deliver some of it	<input type="checkbox"/>
3	Trust United Utilities to deliver a little of it	<input type="checkbox"/>
4	Don't trust United Utilities to deliver it	<input type="checkbox"/>

**GO TO Q07.**



**Q07.**

Why do you say that?

Please select the **TWO** main reasons from the list below

Code	Answer list	
1	United Utilities give me a good service	<input type="checkbox"/>
2	United Utilities services are good value for money	<input type="checkbox"/>
3	United Utilities keep their service promises to their customers	<input type="checkbox"/>
4	United Utilities don't update their customers on how they are delivering	<input type="checkbox"/>
5	United Utilities don't give me a good service	<input type="checkbox"/>
6	IUnited Utilities services are poor value for money	<input type="checkbox"/>
7	Shareholders are more important to United Utilities than customers	<input type="checkbox"/>
8	United Utilities will want to put their bills up by more than this	<input type="checkbox"/>
9	United Utilities customers are their top priority	<input type="checkbox"/>

**GO TO Q08.**

**Q08.**

How easy, or otherwise, was it for you to decide which plan you preferred?

Please select one answer only.

Code	Answer list	
1	Very easy	<input type="checkbox"/>
2	Fairly easy	<input type="checkbox"/>
3	Neither easy nor difficult	<input type="checkbox"/>
4	Fairly difficult	<input type="checkbox"/>
5	Very difficult	<input type="checkbox"/>



**Q09.**

To what extent do you agree with the following statements...

*Please select one answer for each statement.*

<b>Code</b>	<b>Statement</b>	<b>1 – strongly disagree</b>	<b>2</b>	<b>3 - neutral</b>	<b>4</b>	<b>5 – strongly agree</b>
1	I was able to understand the various parts of the business plan.					
2	My responses were based on how much difference each part of the business plan would make to my household.					
3	My responses were based on how much the business plan would cost my household.					
4	I found it easy to choose which of the business plan components were most important to me.					
5	I found the session engaging and enjoyed participating.					

**THANK YOU FOR YOUR PARTICIPATION.  
PLEASE HAND YOUR COMPLETED SURVEY BACK TO THE MODERATOR.**