

Questionnaire:



Client name:	United Utilities
Project name:	Social Tariffs Research
Job number:	9174
Methodology:	Online and CAPI
Version	9

Notes on this document

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

Questionnaire quality checklist

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

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

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

Initials		Date	
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Introduction

ONLINE

Thank you for taking part in this survey. This survey is being conducted by DJS Research on behalf of your local water and wastewater company.

We would really appreciate it if you could spare 15 minutes of your time to give us your feedback.

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 no sales or other contact resulting from completing 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.

CAPI

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

We are undertaking this survey on behalf of United Utilities. They are looking to consult a range of customers in order to understand their views about schemes to help people who are struggling to afford their water and wastewater bills; otherwise known as social tariffs.

The interview should take around 10 minutes and all of your answers will be treated in the strictest confidence. The information gathered in this survey will not be used for anything other than research purposes.

DJS Research is a member of the Market Research Society and complies fully with the Data Protection Act and the Market Research Society's code of conduct. This ensures that your contact details are never passed on to any third parties without your permission. All data is aggregated and treated as private and confidential.

Would you be willing to take part?

SCREENER QUESTIONS**S01.****Base: All respondents**

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

Please select all that apply.

CAPI: READ OUT.

MULTICODE

Code	Answer list	Scripting notes	Routing
1	Journalism		Screen out
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

S02.**Base: CAPI only**

How frequently do you access the internet?

SINGLECODE

Code	Answer list	Scripting notes	Routing
1	More than once a week		Screen out
2	Less than once a week		Continue
3	I don't use the internet at all		Continue
4	Don't know		Screen out

S03.**Base: All respondents**

Which company provides your water services?

Online: Please choose one answer only

CAPI: Do not read out

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Anglian Water		Screen out
2	Dŵr Cymru - Welsh Water		Screen out
3	Northern Ireland Water		Screen out
4	Northumbrian Water		Screen out

5	Scottish Water		Screen out
6	Severn Trent		Screen out
7	South Staffs Water		Screen out
8	South West Water		Screen out
9	Southern Water		Screen out
10	Thames Water		Screen out
11	United Utilities		
12	Wessex Water		Screen out
13	Yorkshire Water		Screen out
80	Don't know		Screen out
87	None of these		Screen out

S04.

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		
80	Other		Screen out
85	I'm not sure		Screen out

INFO1.

This survey is being carried out by DJS Research on behalf of United Utilities so it can better understand how to support its customers.

To ensure we speak to a good mix of customers, we would like to know a little more about you.

S05.**Base: All respondents**

How would you describe yourself?

Please select one option only.

CAPI: READ OUT.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Male		See quotas
2	Female		See quotas
3	I describe my gender in another way <i>(specify)</i>	OPEN	
87	Prefer not to say <i>(Do not read out)</i>	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

S06.**All respondents**

Which of the following age groups do you fall into?

Please select one option only.

CAPI: SHOW TABLET. SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	17 or under		Screen out
2	18-24		See quotas
3	25-34		See quotas
4	35-44		See quotas
5	45-54		See quotas
6	55-64		See quotas
7	65-74		See quotas
8	75-84		See quotas
9	85+		See quotas
87	Prefer not to say <i>(Do not read out)</i>	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

S07.**Base: All respondents**

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

Please select one option only.

CAPI: PROBE TO CODES. SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	See quotas
2	Intermediate managerial/professional/administrative (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	See quotas
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	See quotas
4	Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)	Code as C2	See quotas
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	See quotas
6	None – student	Code as 'C1'	See quotas
7	None – unemployed	Code as E	See quotas
87	Prefer not to say (<i>Do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	See quotas

S08.**Base: All respondents**

Which of the following best describes how responsible you are for paying the water bill in your household?

Please select one option only.

CAPI: SHOW TABLET. SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Solely responsible		Continue
2	Jointly responsible		Continue
3	Not responsible, but I do contribute towards the bill		Continue
4	Not responsible		Thank & close

S09.**Base: All respondents**

Do you have a water meter – i.e. is your water bill based on a meter reading?

Please select one option only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		See quotas
2	No		See quotas
85	Don't know (<i>Do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

S10.**Base: All respondents**

How much do you pay for your water and sewerage services? Please select per month or per year along with your amount.

Please enter your answer in the box below.

NUMERIC RESPONSE

Code	Answer list	Scripting notes	Routing
85	I'm not sure		
87	Prefer not to say		

Support for Struggling Customers

Q01.

Base: All respondents

What is a cross-subsidy?

In lots of areas of life, customers pay a little more for a service than it actually costs to provide. The extra money is used to provide services to other customers at a cheaper rate or for free. **This is called a cross-subsidy.**

Below are some examples of cross-subsidies. How acceptable or unacceptable do you find each of these?

Please select one option only for each statement.

CAPI: SINGLE CODE FOR EACH STATEMENT.

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very acceptable	-	
2	Acceptable	-	
3	Don't mind	-	
4	Unacceptable	-	
5	Very unacceptable		
85	Don't know <i>(do not read out)</i>	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

Statement number	Statement	Scripting notes	Routing
1	The price of a stamp is the same, regardless of the distance the letter needs to be transported		
2	Free bus travel for older people		
3	Free NHS prescriptions for certain groups		
4	Discounted prices at leisure venues for certain groups		
5	Discounted prices for students on some goods/services		

INFO 2

Base: All respondents

All water companies operate a cross-subsidy, known as a **social tariff scheme**, to **help customers who are struggling to afford their water bills.**

United Utilities are promoting awareness of this support and are working with partners such as Citizens Advice. This means that over 1500,000 customers in the North West receive financial support towards their water charges.

What is the impact of the social tariff scheme?

These schemes give customers a discount on their water bill and help customers avoid falling into debt because the money does not need to be paid back. For water companies, this helps to reduce the amount of 'bad debt' (that's debt that will never be repaid) that companies have to write off. This helps to keep bills low for all customers. It is up to each water company to decide how much discount customers can get, who is eligible, how people apply for the discount, and so on.

How are the discount schemes funded?

Social tariff schemes are funded through a small cross-subsidy on all customers' water bills and in some instances through direct contributions from water companies also.

Q02.

Base: All respondents

Social tariff schemes

United Utilities wants everyone's bill to be affordable and offer a number of social-tariff schemes to support vulnerable customers who are struggling to pay their bill. The following schemes are all paid for using a small cross-subsidy on all customers' water bills:

- **WaterSure** – giving households with high water usage caused by specific circumstances a reduction in their bill. To qualify, the high water usage must be due to essential medical needs or because of a large family size (providing they are on a water meter and are in receipt of a qualifying benefit). Average discount: £28 per month.
- **Back on Track** – for customers in debt or those who have been impacted by a recent life event and are in receipt of benefits/have a low household income, United Utilities may be able to give them a capped more affordable bill based on their income. Average discount: £17 per month.
- **Help to pay** – United Utilities can cap annual bills for customers in receipt of pension credit at a more affordable amount based on their income. Average discount: £16 per month.

Other schemes

United Utilities also offers the following schemes which are paid for entirely by the company:

- **Payment Matching** – a scheme for customers who are financially struggling and need support to clear debt. Users of this scheme will have arrears payments matched by United Utilities (e.g. for every £1 the struggling customer pays, it will match £1 and after 12 months it will match with £2).
- **Restart Grant** – United Utilities donates money each year to an independent trust fund offering customers a one-off restart grant to help clear their debts and start again.

Each of the above schemes has its own eligibility criteria, but the household factors typically considered are receipt of a means tested benefit, having a medical condition which requires higher water use, household size, household income, and level of debt.

Further information on exact eligibility criteria can be found using the link at the end of the survey.

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

CAPI: SINGLE CODE FOR EACH STATEMENT.

Please select one option only for each statement.

GRID. SINGLE CODE FOR EACH.

Code	Answer list	Scripting notes	Routing
1	Aware – I am currently on this scheme		
2	Aware – I have accessed this scheme in the past	-	
3	Aware – but I have never accessed this scheme		
4	Not aware	-	
86	Prefer not to say (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

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

Q03a.

Base: All respondents

And what do you think about these schemes? Please provide as much detail as possible.

CAPI: RECORD VERBATIM.

OPEN.

Code	Answer list	Scripting notes	Routing
85	Don't know (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

DP NOTE: Show on same page as Q03.

Q04.

Base: All respondents

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

For household customers, there is a small **cross-subsidy** on bills to pay for social tariff schemes, with the average household customer paying around 58p per month (1.7% of the average bill amount).

In addition to this, **United Utilities' shareholders have contributed a total of £140m** to support affordability schemes **between 2020-2025**.

For context, in **2021/22** United Utilities made underlying profits of £367m.

How do you feel about the amount that United Utilities' shareholders contribute?

CAPI: READ OUT. SINGLE CODE.

Please select one option only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	It's too high	-	
2	It's about right	-	
3	It's too low	-	
85	Don't know (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

Info 3

United Utilities has around 3 million household customers and will help approximately 150,000 vulnerable customers through affordability support. However, it is calculated through government and United Utilities data that around another 330,000 households (480,000 in total) could potentially be struggling to pay their water bills without help from United Utilities.

To help expand the support offered to vulnerable customers, United Utilities would like to know what additional amount, if any, that you would be willing to contribute in order to help expand this support. To help with this, United Utilities is currently proposing increasing its current shareholder contribution by £60m and providing at least £200m for the period 2025-2030.

Q05.

The average customer currently contributes around 58p per month towards social tariff schemes to help vulnerable customers.

Would you be willing to contribute **[INSERT RANDOM FIGURE HERE..... FROM STARTING POINTS SPREADSHEET]** extra **per month moving forward?**

Doing so would allow United Utilities to help an additional **XXX,XXX** vulnerable customers per year.

Every penny of additional funding would be used to help vulnerable United Utilities water customers who are struggling with their bills. Those who are on social tariff schemes would not see their bills increase.

Please note the following figures have been calculated to provide an estimation for this research of the number of customers and cost implications from the social tariff in the future. These numbers may change, as we receive more data on this.

Online: Please choose one answer only

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Yes		
2	No		

DP NOTE: IF 'YES' RESPONSE TO Q05, REPEAT QUESTION USING CONTINGENT VALUATION SPREADSHEET UNTIL RESPONDENT EITHER ANSWERS NO OR YES 3 TIMES.

IF 'NO' RESPONSE TO Q05, REPEAT QUESTION AND DECREASE IN xxp INCREMENTS UNTIL RESPONDENT ANSWERS YES OR NO 3 TIMES.

RANDOMISE STARTING POINT EVERY INTERVIEW

IF RESPONDENT SELECTS YES 3 TIMES, ASK THEM WHAT THE MAXIMUM THEY WOULD BE WILLING TO CONTRIBUTE PER YEAR IS: SEE Q06

IF RESPONDENT SAYS NO 3 TIMES OR SAYS NO TO [LOWEST AMOUNT], ASK THEM WHAT WOULD THE MAXIMUM YOU WOULD BE WILLING TO CONTRIBUTE PER MONTH BE, IF ANYTHING: SEE Q07

Q06.

Base: All respondents who reach a maximum or minimum in bidding process at Q05

What is the maximum additional amount **per month** you would be willing to contribute?

Your answer must be at least/less than [pull through last amount from Q5] based on your answer to the previous question.

Online: Please enter the amount you would be willing to pay in the box below.

CAPI: Get value from customer and enter in the box below.

OPEN TEXT RESPONSE WITH LOGIC FUNCIONS FOR MONETARY AMOUNTS.

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

Q07.

Base: All respondents who have not reached a maximum or minimum amount

What is the maximum additional amount **per month** you would be willing to contribute?

Your answer must be between [pull through last amount from Q5] and [pull through last amount said 'no' to] based on your answers to the previous questions.

Online: Please enter the additional amount you would be willing to pay in the box below.

CAPI: Get value from customer and enter in the box below.

OPEN TEXT RESPONSE WITH LOGIC FUNCIONS FOR MONETARY AMOUNTS.

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

Q08.

Base: All respondents who give valid numeric answer at Q06 or Q07 (Q06_1>=0 OR Q07_1>=0).

If zero: You said that you aren't willing to contribute anything towards the proposed changes to the social tariff. In as much detail as possible, please tell us why you say that.

If an amount is stated: You've said that you would be willing to contribute [insert stated amount] per month. In as much detail as possible, please tell us why you say that.

Online: Please include as much detail as possible.

CAPI: Probe fully.

OPEN TEXT RESPONSE.

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

qnRefCheck.

Base: Online only

If today is Monday, tomorrow must be...?

SINGLE RESPONSE, ORDERED. SCREEN OUT FOR QUALITY PURPOSES IF CODE 3 IS NOT SELECTED

Code	Answer list	Scripting notes	Routing
1	Sunday		SCREEN OUT
2	Friday		SCREEN OUT
3	Tuesday		PROCEED
4	Monday		SCREEN OUT
5	Wednesday		SCREEN OUT
6	Saturday		SCREEN OUT
7	Thursday		SCREEN OUT

Info4.

Thanks for your answers so far on your willingness/unwillingness to contribute to United Utilities' social tariff. The figures for the following question are separate from this and based on current United Utilities' projections. Therefore, these may change depending on the results of this research.

Q09.

Base: All respondents

Customers' bills will increase in the future due to two things:

1. Inflation (i.e. the rate of increase in prices of goods and services – click for more info).
(Hover over) [CAPI: IF NECESSARY]
Inflation is the increase in prices paid for goods and services over time.
Household incomes also change over time.
 - If your household income keeps up with inflation (i.e increases at the same rate), then you are likely to notice little difference in what you are paying for things.
 - If inflation increases by a faster rate than your household income, then you are likely to have less money to go around.
 - If your household income increases by a faster rate than inflation, then you are likely to have more money to go around.
The Bank of England aims to keep inflation at 2%, but it has recently been much higher than this.
2. Investment in service improvements (e.g., improving the sewer network, fixing leaks etc.).

Customers' social tariff contributions can either increase in line with **inflation only or in line with both**. This will affect the amount added to customer bills and the number of vulnerable customers who can be helped.

In principle, which of these two options is the most acceptable to you?

Online: Please choose one answer only

SINGLE CODE

Code	Answer list	Scripting Notes	Routing
1	Inflation only increase: this would mean the average customer pays 77p per month towards the social tariff by 2030 and 118,000 vulnerable customers would be helped		
2	Inflation and investment increase: this would mean that the average customer pays 94p per month towards the social tariff by 2030 and 153,000 vulnerable customers would be helped		
85	Don't know		

Q10

Base: All respondents

Before we move on, can we just check how easy or difficult it was to answer the question we've just asked on future social tariff rates?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very easy		
2	Easy		
3	Neither easy nor difficult		
4	Difficult		
5	Very difficult		
85	Don't know		

Q10a

Base: Those who found it (very) difficult (Q10/4-5)

What made it difficult? Please give as much detail as possible.

OPEN

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

Q012.**Base: all respondents**

Do you have any further comments about the ways in which United Utilities can help customers who are struggling to pay their bill?

CAPI: RECORD VERBATIM.

OPEN.

Code	Answer list	Scripting notes	Routing
87	None/Don't know		

Q013.**Base: All respondents**

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

CAPI: SINGLE CODE FOR EACH STATEMENT.

Please select one option only for each statement.

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Strongly agree	-	
2	Agree	-	
3	Neither agree nor disagree	-	
4	Disagree	-	
5	Strongly disagree		
85	Don't know (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

Statement number	Statement	Scripting notes	Routing
1	It's essential that United Utilities keeps bills affordable for everyone		
2	People who are genuinely struggling to pay their water bill should get a discount		
3	Bill discounts for customers who are struggling should not be funded by other customers		
4	I don't support the idea of helping people on low incomes to pay their water bills		
5	It's morally right for customers to help others who are struggling to pay their bills		
6	Only customers who have proved they are genuinely struggling to pay their water bills should be eligible for a bill discount		

Classification questions

C01.

Base: All respondents

Which of the following income bands does your total household income fall into? Please take into account earnings **before** tax and other deductions.

CAPI: SHOW TABLET. SINGLE CODE.

Please select one option only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Up to £10,499 a year/Up to £874 a month		
2	From £10,500 to £15,999 a year/From £875 to £1,334 a month		
3	From £16,000 to £20,999 a year/From £1,335 to £1,750 a month		
4	From £21,000 to £25,999 a year/From £1,751 to £2,164 a month		
5	From £26,000 to £35,999 a year/From £2,165 to £2,999 a month		
6	From £36,000 to £51,999 a year/From £3,000 to £4,334 a month		
7	From £52,000 to £72,999 a year/From £4,335 to £6,084 a month		
8	From £73,000 to £103,999 a year/From £6,085 to £8,664 a month		
9	£104,000 and above a year /£8,665 and above a month		
85	Don't know (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	
86	Prefer not to say (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

C02.

Base: All respondents

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

Online: Please choose all that apply

CAPI: SHOW TABLET. MULTI CODE.

MULTI CODE

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

C03.

Base: All respondents

And does your monthly household income...

CAPI: READ OUT. SINGLE CODE.

Please select one option only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Stay approximately the same each month	-	
2	Vary a little each month	-	
3	Vary a lot each month	-	
85	Don't know (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	
86	Prefer not to say (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

C04.**Base: All respondents**

Which of the following bands does your bill for water and sewerage services fall into? The monthly amounts assume that the bill is paid over a 12-month period, but some customers pay over a different number of months, fortnightly, weekly etc.

SHOW TABLET. SINGLE CODE.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £13 per month	£150 or less per year	
2	£13 - £16 per month	£151 - £200 per year	
3	£17 - £20 per month	£201 - £250 per year	
4	£21 - £25 per month	£251 - £300 per year	
5	£26 - £29 per month	£301 - £350 per year	
6	£30 - £33 per month	£351 - £400 per year	
7	£34 - £37 per month	£401 - £450 per year	
8	£38 - £41 per month	£451 - £500 per year	
9	£42 - £45 per month	£501 - £550 per year	
10	£46 - £50 per month	£551 - £600 per year	
11	£51 - £54 per month	£601 - £650 per year	
12	£55 - £58 per month	£651 - £700 per year	
13	£59 - £62 per month	£701 - £750 per year	
14	£63 - £66 per month	£751 - £800 per year	
15	Over £66 per month	Over £800 per year	
85	I'm not sure (<i>Do not read out</i>)		DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY
87	Prefer not to say (<i>Do not read out</i>)		DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY

C05.**Base: All respondents**

Which of the following statements best applies to your situation?

CAPI: SHOW TABLET. SINGLE CODE.

Please select one option only.

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	I never struggle to pay my water bill	-	
2	I sometimes struggle to pay my water bill, but I usually manage to keep on top of it	-	
3	I struggle to pay my water bill and I am often behind in my payments	-	
85	Don't know (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	
86	Prefer not to say (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

C06.**Base: All respondents**

Thinking about all the people in your household, including yourself, please indicate how many people there are in each of the following age groups:

Please select "None" if there are no people in your household in a given age band.

GRID

Code	Answer list	Scripting notes	Routing
1	Up to 5 years		
2	Between 5 – 15 years		
3	Between 16 – 64 years		
4	65+		

Code	Answer list	Scripting notes	Routing
0	None		
1	1		
2	2		
3	3		
4	4		
5	5		
6	6+		
86	Prefer not to say		

C07.**Base: All respondents**

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

CAPI: SHOW TABLET. SINGLE CODE.

Please select all that apply.

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	I or another member of my household is disabled or suffer(s) from a debilitating illness		
2	I or another member of my household have/has a learning difficulty	-	
3	I or another member of my household relies on water for medical reasons	-	
4	I or another member of my household is visually impaired (i.e. struggles to read even with glasses)		
5	I or another member of my household am/is over the age of 75 years old		
6	I or another member of my household speaks English as a second language		
7	I or another member of my household is deaf or hard of hearing		
8	I or another member of my household is a new parent		
87	None of the above	EXCLUSIVE	
86	Prefer not to say (<i>do not read out</i>)	DP NOTE: SUPPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY	

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 asks customers' views on these issues		
4	It has been good taking part in this research and sharing my views on this topic		

D02.**Base: All CAPI respondents**

a) We would like to collect your contact details for quality checking purposes. Are you happy to provide them for this purpose?

INTERVIEWER: YOU MUST OBTAIN TELEPHONE NUMBERS FOR AT LEAST 70% OF INTERVIEWS

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

Base: All CAPI respondents

b) Would it be OK if DJS Research recontacted you if we have a need to further clarify any of the responses you have given in this survey today?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	-	
2	No	-	

Base: All respondents

c) Depending on the results of this survey we may want to recontact some customers to conduct telephone interview lasting 30 minutes about some of their answers. We'd pay respondents £35. Would you be happy to be contacted?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	-	

Base: all who agreed to be recontacted for at least one reason.

Please provide your contact details using the form below.

*Quality checking: If collecting for **quality checking purposes** you **must** obtain the respondent's **name and phone number**.*

Code	Answer list	Scripting notes	Routing
1	Name	OPEN, FORCE ANSWER UNLESS REFUSED	
2	Email	OPEN	
3	Telephone number	OPEN, FORCE IF D02a=1 UNLESS REFUSED	
86	Refused	EXCLUSIVE	

END.

Thank you for taking part in the survey.

If you are struggling to pay your water bill you can find more information on: <https://www.unitedutilities.com/corporate/responsibility/customers/value-for-money/...>

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