



## Questionnaire: Climate Change Research – B2C



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Climate Change Research – DOMESTIC
<b>Job number:</b>	7609
<b>Methodology:</b>	Online
<b>Version</b>	7

### 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"> <li>• Other (80 - 82)</li> <li>• Don't know (85)</li> <li>• Prefer not to say / refused (86)</li> <li>• None of the above / not applicable (87)</li> <li>• Can't remember (88)</li> <li>• Not stated / not answered (89)</li> </ul>	
Quality	Does this survey require any of the following? Include if appropriate <ul style="list-style-type: none"> <li>• Contact collection for further research</li> <li>• Contact collection for interviewer validation</li> <li>• Attention or data quality check questions</li> </ul>	
<b>Have you proof-read the questionnaire for spelling and grammatical errors?</b>		

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

<b>Initials</b>		<b>Date</b>	
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## Introduction

*Thank you for agreeing to take part in this survey. This survey is being conducted by DJS Research on behalf of United Utilities. United Utilities would like to hear from customers to understand more about your views on climate change in relation to water and wastewater services and what this may mean for United Utilities.*

*United Utilities is keen to hear your views and would appreciate it if you could spare 15 minutes of your time to fill in this questionnaire.*

*All your responses to the survey will be treated in the strictest confidence in accordance with the General Data Protection Regulation and Market Research Society Code of Conduct. To view our privacy policy please [click here](#).*

*Please click 'next' to begin the survey.*

## QUOTAS –TOTAL 1000 INTERVIEWS

Quota breakdown available in questionnaire folder

## SCREENER QUESTIONS

### 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		Screen out
2	Advertising		Screen out
3	Market Research		Screen out
4	Public Relations		Screen out
5	Water and wastewater		Screen out
87	None of the above		Continue



## S02.

### Base: All respondents

Which company provides your household water and sewerage services? Please click here [\[INSERT IMAGE 1\]](#) to view a map if you are unsure of the area that United Utilities covers.

### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	United Utilities (both)		
2	United Utilities (water only)		
3	United Utilities (sewerage only)		
4	Other company (please specify)		Screen out
85	I'm not sure		Screen out

## S03.

### 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	North Derbyshire		
7	None of these		Screen out
85	I'm not sure		Screen out

## S04.

### Base: All respondents

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

### SINGLE CODE

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



### S05.

#### All respondents

Which of the following age groups do you fall into?

#### SINGLE CODE

Response number	Code	Scripting notes	Routing
1	Under 18		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+		See quotas
87	Prefer not to say		Screen out

### S06.

#### 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		

### 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.

#### 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	Code as C1	



	professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)		
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	

## 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	INSERT SCALE 1-10		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Climate change in the UK	BANK WITH CODE 2	
2	Climate change in your region (North West)	BANK WITH CODE 1	
3	Brexit		
4	Covid-19 pandemic		
5	Global recession		
6	Poverty and inequality		
7	Crime		



## Q02.

### Base: All respondents

Please summarise the reasons behind the scores you have just given for how concerned you are about climate change. If your scores are different for UK vs the North West, please tell us why.

As a reminder they were:

In the UK = [INSERT SCORE FROM Q01 – CODE 1]

In the North West of England = [INSERT SCORE FROM Q01 – CODE 2]

Please type in your answer below

### OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

## Q03.

### Base: All respondents

Have any of the following events had an impact on how concerned you are about **climate change** – if so, have they made you more or less concerned?

### SINGLE GRID, RANDOMISE STATEMENT

Code	Answer list	Scripting notes	Routing
1	<b>More</b> concerned about the impact of climate change		
2	<b>Less</b> concerned about the impact of climate change		
3	No change on my views		

Code	Statement list	Scripting notes	Routing
1	Covid-19 pandemic		
2	Brexit		
3	Economic recession		
4	US election		



## INFO1.

### Base: All respondents

Please read the information below which summarises some of the impact climate change has had on the UK and then click 'next' once done.

[INSERT SLIDE 1 – CLIMATE CHANGE IN THE UK]

## Q04.

### Base: All respondents

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

To what extent do you agree or disagree that United Utilities has a responsibility for the following areas:

SINGLE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Strongly agree		
2	Agree		
3	Neither agree nor disagree		
4	Disagree		
5	Strongly disagree		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Provide water to that is safe to drink		
2	Ensure that there is enough water to meet demand now and, in the future		
3	Prevent homes, gardens and local areas from being affected by sewer flooding		
4	Encourage customers to not waste water and be water efficient		
5	Fix leaks		
6	Consider its impact on the environment		
7	Taking a proactive approach to the potential impact of climate change on our region		





### Q05.

#### Base: All respondents

What do you feel your role is in tackling climate change?

You might want to think about what things you can do to help with climate challenges.

#### OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure	EXCLUSIVE	

### Q06.

#### Base: All respondents

As a customer of United Utilities, what balance of responsibility do you feel there is between the actions taken by United Utilities to tackle climate change in the North West versus the actions taken by the customer.

Please give you answer as a percentage out of 100%. So, if you feel the customer and United Utilities have equal responsibility, please put 50% in each of the boxes provided below.

#### NUMERIC BOXES, MUST SUM 100

Code	Answer list	Scripting notes	Routing
1	Customer responsibility (%)	OPEN NUMERIC	
2	United Utilities responsibility (%)	OPEN NUMERIC	
85	I'm not sure	EXCLUSIVE	



### Q07.

#### Base: All respondents

What for you are the climate challenges that are most important for United Utilities to be addressing to protect against the impact of climate change?

#### OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

### Q08.

#### 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 climate challenges in our region?

#### SINGLE GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	<b>Drought</b> <i>(Extended periods of lower than average rainfall)</i>		
2	<b>Sewer flooding</b> <i>(Flooding of sewers causing an overflow into internal and external drains)</i>		
3	<b>Asset flooding</b> <i>(Flooding of water company infrastructure)</i>		
4	<b>Power cuts</b> <i>(Outages affecting water company processes and the public)</i>		
5	<b>Impact on the natural environment</b> <i>(Biodiversity loss, pollution, damage to ecosystems and land)</i>		
6	<b>Greenhouse gas emissions and fossil fuel use</b> <i>(Emissions of carbon dioxide and other climate change causing gases)</i>		
7	<b>Agriculture and food supply</b> <i>(Changing land conditions and their impact on food supply)</i>		



8	<b>Health and wellbeing</b> <i>(Impact of extreme hot and cold weather conditions on individuals)</i>		
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## INFO2.

### Base: All respondents

We are now going to explore 5 areas which United Utilities have identified as at risk of potential climate change in our region.

The first is **droughts**. Please read the information below and click 'next' once done.

[INSERT SLIDE 2 – WHAT IS A DROUGHT?]

## INFO3.

### Base: All respondents

A drought can impact United Utilities ability to provide water customers, and lead to temporary use bans such as hose pipe bans to help manage the region's water demands. On average, one drought is expected every 5-10 years, however the region has experienced two within the last three years alone (2018 and 2020).

This may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 3 – HOW A DROUGHT MAY AFFECT YOU]

## Q09.

### 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 potential impact of droughts in our region?

### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		



#### INFO4.

##### Base: All respondents

In response to tackling the risk of droughts, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 4 – WHAT ARE UNITED UTILITIES DOING ABOUT THE RISK OF DROUGHT]

#### Q010.

##### Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact droughts have on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of droughts.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Development of new sources of water, particularly boreholes		
2	Water sharing between different regions of the UK		
3	Identify and reduce leakage from pipes		
4	Encourage and inform customers about using less water		
5	Install more meters on domestic properties		
85	I'm not sure	FIXED, EXCLUSIVE	

#### INFO5.

##### Base: All respondents

The next area we are going to look at is **sewer flooding**.

Please read the information below and click 'next' once done.

[INSERT SLIDE 5 – WHAT IS SEWER FLOODING?]



### Q11.

#### Base: All respondents

It is important to note that sewer flooding is different to more general flooding. General flooding can often be caused by extreme weather conditions that cause sea levels to rise, river to burst their banks [or surface water flooding because the rain can't soak into the ground fast enough](#). Sewer flooding may result from a failure of the sewerage system. It may also happen when the sewer system does not have enough capacity to take water entering the system from heavy rainfall or river or highway flooding

Have you ever been personally affected by sewer flooding?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

### INFO6.

#### Base: All respondents

Increases in average rainfall levels and frequency of storms due to climate change will make this an ever more complex challenge in the future, and could lead to increased frequency of sewer flooding.

This may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 6 – HOW A SEWER FLOODING MAY AFFECT YOU]

### Q12.

#### 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 potential impact of sewer flooding in our region?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		



## INFO7.

### Base: All respondents

In response to tackling the risk of sewer flooding, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 7 – HOW IS UNITED UTILITIES TACKLING SEWER FLOODING?]

## Q13.

### Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact sewer flooding has on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of sewer flooding.

MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Increase sewer capacity and build storm water holding tanks		
2	Implement and encourage sustainable drainage solutions to slow the flow of rainwater into sewers (such as green roofs and permeable paving)		
3	Use technology to monitor and better control flows in the sewer system		
4	Install a 2 <sup>nd</sup> network to separate rainwater from the sewer system		
5	Install flood protection devices to at-risk properties		
85	I'm not sure	FIXED, EXCLUSIVE	

## INFO8.

### Base: All respondents

The next area we are going to look at is **the flooding of water company infrastructure**.

Please read the information below and click 'next' once done.

[INSERT SLIDE 8 – HOW CLIMATE CHANGE MAY CAUSE FLOODING OF INFRASTRUCTURE?]



## INFO9.

### Base: All respondents

Due to the effects of climate change it is expected that the frequency and severity of floods to increase. Mainly due to the increased frequency of storms and higher average rainfall.

This may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 9 – HOW A FLOODING OF INFRASTRUCUTRE MIGHT AFFECT YOU]

## Q14.

### 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 potential impact of the flooding of water company infrastructure in our region?

### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

## INFO10.

### Base: All respondents

In response to tackling the risk of the flooding of infrastructure, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 10 – HOW IS UNITED UTILITIES TACKLING THE FLOODING OF INFRASTRUCTURE?]



### Q15.

#### Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact flooding of infrastructure has on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of the flooding of infrastructure.

**MULTI CODE, MAX 3, RANDOMISE**

Code	Answer list	Scripting notes	Routing
1	Install permanent flood defences at flood prone sites		
2	Improve flood forecasting capabilities		
3	Build better network connectivity so that supplies can be maintained from elsewhere if a treatment works is flooded		
4	Invest to ensure sites can bounce back quickly once flooding subsides		
85	I'm not sure	<b>FIXED, EXCLUSIVE</b>	

### INFO11.

#### Base: All respondents

The next area we are going to look at is **power cuts**

Please read the information below and click 'next' once done.

[INSERT SLIDE 11 – POWER CUTS?]

### INFO12.

#### Base: All respondents

Power cuts may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 12 – HOW POWER CUTS MAY AFFECT UNITED UTILITIES SERVICES]





### Q16.

#### 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 potential impact of power cuts in our region?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

### INFO13.

#### Base: All respondents

In response to tackling the risk posed by power cuts, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 13 – HOW IS UNITED UTILITIES TACKLING THE POWER CUTS?]

### Q17.

#### Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact power cuts have on our region.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact of power cuts.

#### MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Install more permanent backup generators		
2	Coordinate with electricity distribution network operators to help them build a more robust network		
3	Generate more of our own renewable energy		
4	Be flexible in when and how we use electricity to help stabilise national supply		
5	Access to temporary generators to support in emergency situations		
85	I'm not sure	FIXED, EXCLUSIVE	



## INFO14.

### Base: All respondents

The final area we are going to look at is the impact of climate change on our **natural environment**.

United Utilities owns and is responsible for 56,000 hectares of land in the North West. This is the equivalent of 75,000 football pitches. Please read the information below and click 'next' once done.

[INSERT SLIDE 14 – THE IMPACT OF CLIMATE CHANGE ON OUR NATURAL ENVIRONMENT]

## INFO15.

### Base: All respondents

The impact climate change may have on the natural environment may then in turn affect customers in a number of ways. Please review the information below and click 'next' once done.

[INSERT SLIDE 15 – HOW CLIMATE CHANGE IMPACTS ON HOUSEHOLDS & BUSINESSES]

## Q18.

### 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 potential impact of climate change on the natural environment in our region?

### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	INSERT SCALE 1-10		
85	I'm not sure		

## INFO16.

### Base: All respondents

In response to tackling the risk posed by climate change on our natural environment, United Utilities are taking a number of actions, some of which have been summarised below. Please review the information below and click 'next' once done.

[INSERT SLIDE 16 – HOW IS UNITED UTILITIES TACKLING THE IMPACT ON OUR NATURAL ENVIRONMENT?]



### Q19.

#### Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact climate change has the regions natural environment.

Please select **up to 3** actions which you feel United Utilities should prioritise to tackle the impact climate change has on the region’s natural environment.

#### MULTI CODE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Use more `green` solutions (e.g. building wetlands to treat wastewater, rather than dosing with chemicals)		
2	Reduce our carbon footprint, <a href="#">by encouraging more efficient use of water,</a> using renewable energy and electric vehicles		
3	Provide net gains in biodiversity from our construction projects		
4	Directly restore peat land and woodland. (the peatland is an area in the region that stores a lot of water; 70% of the UK’s drinking water come from areas like this)		
5	Work in partnerships with farmers, the Environment Agency and others to improve rivers and lakes		
85	I’m not sure	<b>FIXED, EXCLUSIVE</b>	

### Q20.

#### Base: All respondents

Taking into account in the information you have seen regarding the 5 climate challenges, how satisfied are you with the approach United Utilities is currently taking for each?

If you need a reminder of the actions being taken, you can over the <sup>(i)</sup> icon for each area.

#### SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Very satisfied		
2	Quite satisfied		
3	Neither satisfied nor dissatisfied		
4	Quite dissatisfied		
5	Very dissatisfied		
85	I’m not sure		



Code	Statement list	Scripting notes	Routing
1	Droughts	ICON WITH SLIDE 4	
2	Sewer flooding	ICON WITH SLIDE 7	
3	Flooding of infrastructure	ICON WITH SLIDE 10	
4	Power cuts	ICON WITH SLIDE 13	
5	Impact on the natural environment	ICON WITH SLIDE 16	

## Q21.

### Base: All respondents

Which of the following areas are you interested in being kept up-to-date about in terms of the way United Utilities is tackling the impact on our climate?

Please select all that apply.

### MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Droughts		
2	Sewer flooding		
3	Flooding of infrastructure		
4	Power cuts		
5	Impact on the natural environment		
87	None of the above	FIXED, EXCLUSIVE	

## Q22.

### Base: All respondents

Are there any other areas you would like to be kept informed about?

### OPEN TEXT

Code	Answer list	Scripting notes	Routing
87	Nothing further		



### Q23.

**Base: All respondents interested in being kept up-to-date for at least one area (Q21 / all except code 87)**

How would you like to be kept informed?

Please select all that apply

#### MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Email		
2	Letter		
3	Leaflet with bill		
4	TV adverts		
5	Radio adverts		
6	Posters / billboards		
7	United Utilities website		
8	News / media items		
9	Social media		
10	Education via schools		
11	TV documentaries		
80	Something else (please specify)	OPEN	

### Q24.

**Base: All respondents**

Thinking now about the 5 climate change challenges that have been reviewed, please rank them based on the order in which you feel United Utilities should be prioritising investment moving forward.

#### RANK EXERCISE

Code	Answer list	Scripting notes	Routing
1	Drought		
2	Sewer flooding		
3	Flooding of infrastructure		
4	Power cuts		
5	Natural environment		



## Q25.

### Base: All respondents

Please can you summarise why you chosen [INSERT RANK 1 FROM Q024] as your number one priority for investment?

#### OPEN TEXT

Code	Answer list	Scripting notes	Routing
85	I'm not sure		

## Q26.

### Base: All respondents

Many of the assets that United Utilities manages are designed to last a very long time, providing they are well maintained. Investing to maintain these assets will provide a better service for current and future customers by being better able to cope with events caused by climate change such as droughts and sewer flooding.

United Utilities carries out regular maintenance of these assets, to keep them in working order. But there are also decisions to be made about when to replace them. The assets which are most likely to fail, and where the consequences would be greatest if they do fail, should be replaced first. This is like the decisions you make on your assets at home. For example, if you think your boiler might break down, you might replace it to avoid being without heating in winter. But you might leave a washing machine replacement until it actually fails, as the consequences may be less severe.

United Utilities has to decide carefully about when and how to invest, as this can affect the bills that different generations pay.

Which of the following options do you think United Utilities should choose?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	United Utilities should invest more in asset health now to tackle the impact of climate change, even it means you pay slightly higher water bills than future generations		
2	United Utilities should spread the investment in asset health over my generation and future generations, even if it means some delays to asset health improvements		
3	United Utilities should only charge customers in each generation for the asset health improvements they benefit from, even if it means some		



	delays to asset health improvement or that it therefore costs more in the long term to react to events as they happen		
85	I'm not sure		

## Q27.

### Base: All respondents

Which, if any, of the following areas are you interested in being consulted about for investment into climate challenges by United Utilities?

Please select all that apply.

### MULTI CODE

Code	Answer list	Scripting notes	Routing
1	I'm interested in being consulted about the <b>plans UU are considering taking</b> and <b>the impact on my bill</b>		
2	I'm interested in being consulted about the <b>type of solutions being adopted</b> , the <b>balance between quick fixes</b> and <b>investing now for long term benefit</b>		
3	I'm interested in the <b>specific projects</b> to address issues in <b>my local area</b>		
4	I don't want to be consulted	EXCLUSIVE	



## CLASSIFICATION QUESTIONS

### C01.

#### Base: All respondents

The final few questions are about you. This information will help us to analyse the responses to this survey.

Which of the following reflects your annual household income?

#### SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £10,000		
2	£10,000-£19,999		
3	£20,000-£29,999		
4	£30,000-£39,999		
5	£40,000-£49,999		
6	£50,000 or more		
87	Prefer not to say		

### C02.

#### 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	My partner		
3	My child/children		
4	Friends		
5	Extended family members (e.g. parents, in-laws, grandparents)		
6	Other (Please specify)		





### C03.

**Base: All respondents who coded 3 at C02**

How many children are in the household.

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	1		
2	2		
3	3		
4	4		
5	5		
6	6 or more		
87	No children/ not applicable		
86	Prefer not to say		

### C04.

**Base: All respondents**

Which of the following best describes your ethnicity?

#### SINGLE CODE

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

**C05.****Base: All respondents**

Could you tell me which religious faith you follow or practise?

**SINGLE RESPONSE**

Code	Answer list	Scripting notes	Routing
1	Christianity		
2	Buddhism		
3	Hinduism		
4	Judaism		
5	Islam		
6	Sikhism		
7	Other (please specify)		
8	None		
86	Prefer not to say		

**C06.****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	

**C07.****Base: All respondents**

Would it be OK if DJS Research re-contacted 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	-	