



<b>Client name:</b>	United Utilities
<b>Project name:</b>	Business Customer Research
<b>Job number:</b>	7334
<b>Methodology:</b>	Online
<b>Version</b>	FINAL

### Notes on this document

- Instructions in **CAPS** are for computer programming
- Instructions in *italics* are for participants
- **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

DJS Research are conducting research to understand organisations' needs from their water companies during and beyond the current COVID-19 pandemic.

Interviews are conducted under the Market Research Society Rules guaranteeing anonymity and there would be strictly no sales or other comeback from your participation.

Please be assured that all of your responses will remain confidential and will not be attributed to you or your firm.

We are very keen to understand the views of THE PERSON RESPONSIBLE FOR MANAGING UTILITY SUPPLIERS INCLUDING WATER IN YOUR ORGANISATION.

### QUOTAS –TOTAL 300 INTERVIEWS

BUSINESS SIZE	QUOTA LIMIT	TAKEN FROM WHERE?
0-49 employees	150 (100 0-9; 50 10-49 soft)	S06b
50-249 employees	90 (60 50-99; 30 100-249 soft)	S06b
250+ employees	60	S06b

SECTOR	QUOTA LIMIT	

Please click 'next' to start the survey.



## Screeners

### S01.

#### Base: All respondents

Are you the person responsible for managing utility suppliers, including water and wastewater, in your organisation?

*INT: Do not read out, tick one only*

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		CONTINUE
2	No		CLOSE

#### Screen out text (for all screening questions):

*Thank you for your answers. Unfortunately, you do not fit the criteria we require for this survey. Please click the 'Finish Survey' button to complete the survey.*

### S02

#### Base: All respondents

What is your job title and general role and responsibilities?

#### OPEN RESPONSE



### S03.

#### Base: All respondents

Is this business run from a business premises or from somewhere else, e.g. a home residence or a mobile business?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Business premises		
2	No fixed business premises (e.g. van / home residence)		THANK & CLOSE
85	Don't know		THANK & CLOSE

### S04

#### Base: All respondents

Which of the following counties does your organisation operate from (if you have more than one site, please select all which apply).

#### MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	Cumbria		
2	Merseyside		
3	Greater Manchester		
4	Lancashire		
5	Cheshire		
6	North Derbyshire		
7	None of these		CLOSE
85	Don't know		CLOSE

### S05a.

#### Base: All respondents

How many sites does your business have across these counties? Please type in a number (i.e. 2). If you are not sure, please give your best guess (INSERT IMAGE TO REFLECT THIS)

#### OPEN RESPONSE. NUMERIC BOX

Code	Answer list	Scripting notes	Routing
85	Don't know		



### S05b.

#### Base: All respondents

And how many sites does your business have in the UK?

OPEN RESPONSE. NUMERIC BOX

Code	Answer list	Scripting notes	Routing
85	Don't know		

### S06a.

#### Base: All respondents

How many employees are there in total in the business in the UK?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	1		
2	2-9		
3	10-49		
4	50-99		
5	100-249		
6	250-499		
7	More than 500		
85	Don't know		

### S06b.

#### Base: All respondents

Please give a rough estimate of the number of employees based in the North West of England including yourself. (SHOW IMAGE AGAIN)

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	1	CHECK QUOTAS	
2	2-9	CHECK QUOTAS	
3	10-49	CHECK QUOTAS	
4	50-99	CHECK QUOTAS	
5	100-249	CHECK QUOTAS	
6	250-499	CHECK QUOTAS	
7	More than 500	CHECK QUOTAS	
85	Don't know		CLOSE



## S07

### Base: All respondents

How does your organisation mainly use water? You can choose more than one answer

#### MULTI RESPONSE

Code	Answer list	Scripting notes	Routing
1	The manufacturing process which is essential to the running of your organisation (e.g. to power machinery, agricultural production etc.)		
2	The supply of services your organisation provides (e.g. cleaning services etc.)		
3	An ingredient or part of the product or service your organisation provides (e.g. food or drink, chemical, cosmetics manufacturer etc.)		
4	Normal domestic use for your organisation's customers and employees (e.g. customer toilets, supply of drinking water)		
87	None of the above	EXCLUSIVE	
85	Don't know	EXCLUSIVE	

## S08.

### Base: All respondents

Can you estimate how much you pay for your water and sewerage services in the North West each year?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Less than £500		
2	£500-£999		
3	£1,000-£1,999		
4	£2,000-£4,999		
5	£5,000-£9,999		
6	£10,000-£49,999		
7	£50,000-£99,999		
8	£100k-£249k		
9	£250k or more		
85	Don't know		

## S09.



## All respondents

Which of the following best describes the industry or sector that your company operates in?

### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Financial Services	CHECK QUOTAS	
2	IT / Communication services	CHECK QUOTAS	
3	Media / Publishing	CHECK QUOTAS	
4	Business Services	CHECK QUOTAS	
5	Other Services (e.g. Hairdresser/beauty)	CHECK QUOTAS	
6	Tourism – e.g. hotels, guest houses, campsites	CHECK QUOTAS	
7	Catering – e.g. restaurants, cafes, pubs	CHECK QUOTAS	
8	Transport / Distribution	CHECK QUOTAS	
9	Construction and Property Development (including Plumbing/ Heating/ Electrical)	CHECK QUOTAS	
10	Manufacturing	CHECK QUOTAS	
11	Engineering	CHECK QUOTAS	
12	Government/ Public Sector	CHECK QUOTAS	
13	Entertainment / Culture / Sport	CHECK QUOTAS	
14	Wholesale	CHECK QUOTAS	
15	Retail	CHECK QUOTAS	
16	Healthcare and Social work – public sector	CHECK QUOTAS	
17	Healthcare and Social work – private sector	CHECK QUOTAS	
18	Agriculture / Forestry / Fishing	CHECK QUOTAS	
19	Energy / Utilities	CHECK QUOTAS	
20	Education	CHECK QUOTAS	
80	Other (Please Specify)	CHECK QUOTAS	
86	I'd rather not say		<b>THANK &amp; CLOSE</b>
85	Don't know		<b>THANK &amp; CLOSE</b>

### INFO1.

#### Base: All respondents

Since April 2017, businesses, charities and public sector organisations in England have been able to change the company providing their water and sewerage retail services (as they are able to with energy), or negotiate a better deal with their existing service provider. Retailers provide bills, customer services and read any water meters at this site.

Please click 'next' to continue.





### Q01.

#### Base: All respondents

Were you aware of this prior to this survey?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
85	Don't know		

### Q02.

#### Base: All respondents

Which water company bills your business for water and sewerage services, provides customer services and reads any water meters at this site?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Advanced Demand Side Management (adsm)		
2	Affinity for Business (Retail)		
3	Business Stream		
4	Cambrian Utilities		
5	Castle Water		
6	Clear Business Water		
7	Everflow		
8	First Business Water		
9	Independent Water Networks (IWN)		
10	Olympos Water		
11	Pennon Water Services (Source for Business)		
12	Regent Utilities		
13	SES Business Water		
14	Smarta Water		
15	Source for Business (Pennon)		
16	SSE Water		
17	The Water Retail Company		
18	United Utilities		INFO2
19	Utility bidder		
20	Veolia		
21	Water 2 Business		
22	Water Plus		
23	Waterscan		
24	Wave		
25	Yü water		
26	Self supply retailer		
80	Other ( <i>specify</i> )	OPEN	
85	Don't know		



**INFO2. Base: United Utilities (18) or Don't Know (85) selected at Q02.**

In April 2017, all businesses who were customers of United Utilities were transferred over to Water Plus who took over the billing, metering and customer services for these customers. If you have not actively switched water supplier, you will be billed by Water Plus.

Please click 'next' to continue.

**Q03a.**

**Base: All respondents**

We are interested to know how the ongoing COVID-19 pandemic is affecting your business. Which of the following, if any, apply to your business?

You can choose more than one answer

**MULTI RESPONSE**

Code	Answer list	Scripting notes	Routing
1	We are currently closed		
2	We are closed but have plans to open in the next month or two		
2	We were closed but have re-opened		
3	We are partially closed/have altered our activity		
4	We are open but with reduced trade		
5	We are open but all staff are furloughed/working from home		
6	We are open and some staff are furloughed/working from home		
7	We are trading but closed to the public		
8	We have temporarily closed some sites		
9	We have been open throughout and are trading normally/have increased turnover		
80	Other (please specify)		
85	Don't know	<b>EXCLUSIVE</b>	



### Q03b.

#### Base: All respondents

How confident are you that your business has the financial resources to continue to operate throughout the COVID-19 pandemic?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Not at all confident		
2	Not very confident		
3	Quite confident		
4	Very confident		
85	Don't know		

### Q04

#### Base: All respondents

How well do you feel you have been supported in relation to your water and sewerage services (excluding bills and charges) in the pandemic?

#### SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Not at all well		Q04b
2	Not very well		Q04b
3	Quite well		Q04c
4	Very well		Q04c
85	Don't know		

### Q04b

#### Base: Ask if codes 1 or 2 at Q04a

Why have you not felt well supported? Please provide as full an answer as possible

#### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know		



### Q04c

#### Base: Ask if codes 3 or 4 at Q04a

Why have you felt well supported? Where did the support come from?

Please provide as full an answer as possible

#### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know		

### Q05b

#### Base: Ask all respondents

Have you received or sought out any information in relation to the pandemic and your water and sewerage services?

You can choose more than one answer

#### MULTI RESPONSE.

Code	Answer list	Scripting notes	Routing
1	I was sent it		
2	I sought it out		
3	I saw it online when I looking for something else		
80	Yes – via another source (please specify)	OPEN	
4	No	EXCLUSIVE	
88	Can't remember	EXCLUSIVE	

#### CODES 1 & 2 ASK Q5c onwards and Q6



### Q05c

**Base: Ask if code 1 at Q05b**

Who sent you the information?

You can choose more than one answer

**MULTI RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	PULL FROM Q02		
2	United Utilities		
3	Federation of Small Business		
4	Chambers of Commerce		
5	Drinking Water Inspectorate		
6	Consumer Council for Water		
7	Local Environmental Health Department		
8	A colleague		
80	Other (please specify)		
85	Don't know		
88	Can't remember		

### Q05d

**Base: Ask if code 1 at Q05b**

What was it about?

**MULTI RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	Preparing business premises for reopening		
2	Flushing water systems		
3	What to do if we need to call someone out during lockdown		
4	Advice on billing during the pandemic		
5	Other (please specify)	OPEN	
85	Don't know	EXCLUSIVE	
88	Can't remember	EXCLUSIVE	



### Q05e

**Base: Ask if code 1 at Q05b**

How useful was it?

**SINGLE RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	Not at all useful		
2	Not very useful		
3	Quite useful		
4	Very useful		
85	Don't know – I didn't read it		
88	Don't know – I can't remember		

### Q05f

**Base: Ask if code 1, 2, 80 or 85 at Q5b**

Is there any [other] [INSERT IF CODE 1 SELECTED AT Q5b] information you would have found useful in relation to the pandemic?

**OPEN RESPONSE**

Code	Answer list	Scripting notes	Routing
85	Don't know		

### Q06a

**Base: Ask if code 2 at Q05b**

How did you seek out the information you needed?

You can choose more than one answer

**MULTI RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	I called PULL FROM Q02		
2	I called United Utilities		
3	I looked on PULL FROM Q02's website		
4	I looked on United Utilities' website		
5	I used a search engine (please specify where you ended up)		
6	Other (please specify)		
85	Don't know		
88	Can't remember		



## Q06b

**Base: Ask if code 2 at Q05b**

What information were you looking for?

You can choose more than one answer

**MULTI RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	Preparing our business premises for reopening		
2	Flushing the water systems		
3	We needed to call someone out during lockdown		
4	I wanted billing advice because we were temporarily closing our premises		
5	I wanted billing advice because we were temporarily closing some sites but not others		
6	I wanted billing advice because we were operating at a reduced capacity		
7	Other (please specify)		
85	Don't know		
88	Can't remember		

## Q06c

**Base: Ask if code 2 at Q05b**

How useful was it?

**SINGLE RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	Not at all useful		
2	Not very useful		
3	Quite useful		
4	Very useful		
85	Don't know		
88	Can't remember		



### Q06d

#### Base: Ask if code 2 at Q05b

Is there any other information you would have found useful in relation to the pandemic?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know		

### Q07a

#### Base: All respondents

Looking at the list below, please select the type of support and advice you would find useful **during the Covid-19 pandemic?**

You can select more than one

MULTI RESPONSE.

Code	Answer list	Scripting notes	Routing
1	How to check for leaks		
2	Advice on closing your premises		
3	Water quality information		
4	Trade effluent/disposing of liquids into the sewer		
5	Water saving information		
6	How to flush out your water systems when your premises have been closed for a while		
87	None of these	EXCLUSIVE	

### Q07b

Looking at this list again, please select whether you'd expected (PULL THROUGH NAME FROM Q02. IF THEY CODED UU CODE 18 PLEASE PULL THROUGH 'YOUR WATER RETAILER') or United Utilities to provide this information

MULTI RESPONSE.

Code	Answer list	Scripting notes	Routing
1	PULL FROM Q02		
2	United Utilities		
85	Don't know		





Statement number	Statement	Scripting notes	Routing
1	How to check for leaks		
2	Advice on closing your premises		
3	Water quality information		
4	Trade effluent/disposing of liquids into the sewer		
5	Water saving information		
6	How to flush out your water systems when your premises have been closed for a while		

### Q08a

#### Base: All respondents

Thinking about your business needs going forward, **not around COVID-19, but more generally**, what further support or advice in relation to your water and sewerage services would you find useful?

#### OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know		

### Q08b

#### Base: All respondents

Looking at the list below, please select the type of support and advice you would find useful **not around COVID-19, but more generally**.

You can select more than one

#### MULTI RESPONSE.

Code	Answer list	Scripting notes	Routing
1	How to check for leaks		
2	Technical advice/guidance in relation to your businesses water use		
3	Water quality information		
4	Trade effluent/disposing of liquids into the sewer		
5	Water saving information		
6	How to flush out your water systems when your premises have been closed for a while		
7	Supply interruptions		
8	Information about water pressure		



9	Information about taste/smell/appearance of water on your premises		
10	How to prevent leaks		
11	How to prevent pipes freezing		
12	Information about the disposal of fats, oils and greases		
13	Water audit		
87	None of these	EXCLUSIVE	

### Q09

Looking at this list again, please select whether you'd expected (PULL THROUGH NAME FROM Q02. IF THEY CODED UU CODE 18 PLEASE PULL THROUGH 'YOUR WATER RETAILER') or United Utilities to provide this information

**MULTI RESPONSE.**

Code	Answer list	Scripting notes	Routing
1	PULL FROM Q02		
2	United Utilities		
85	Don't know		

	Statement list	Scripting notes	Routing
1	How to check for leaks		
2	Technical advice/guidance in relation to your businesses water use		
3	Water quality information		
4	Trade effluent/disposing of liquids into the sewer		
5	Water saving information		
6	How to flush out your water systems when your premises have been closed for a while		
7	Supply interruptions		
8	Information about water pressure		
9	Information about taste/smell/appearance of water on your premises		
10	How to prevent leaks		
11	How to prevent pipes freezing		
12	Information about the disposal of fats, oils and greases		
13	Water audit		

### INFO3

United Utilities provides support and guidance on matters relating to the quality or continuity of your water supply and sewerage services for example:

- Supply interruptions
- Water pressure being too low



- Using water wisely
- Water quality
- Disposal of trade effluent including fats oils and grease

Please click 'next' to continue.

## Q10

### Base: All respondents

This is the type of support and advice you could expect to receive from United Utilities. What is your preferred method for receiving each piece of information listed below

You can select more than one

### MULTI RESPONSE.

Code	Answer list	Scripting notes	Routing
1	United Utilities website		
2	Email from United Utilities		
3	Text from United Utilities		
4	Leaflet in the post		
5	Leaflet with my bill		
6	Letter from United Utilities		
7	Social media – LinkedIn		
8	Social media – Twitter		
9	Information from a third party organisation e.g. Federation of Small Businesses		
10	Telephone call		
11	On-site support		

### DATA PLEASE PULL THOSE SELECTED AT Q7A

	Statement list	Scripting notes	Routing
1	How to check leaks		
2	Advice on closing your premises		
3	Water quality information		
4	Trade effluent/disposing of liquids into the sewer		
5	Water saving information		
6	How to flush out your water systems when your premises have been closed for a while		

### DATA PLEASE PULL THOSE SELECTED AT Q8B



	<b>Statement list</b>	<b>Scripting notes</b>	<b>Routing</b>
1	How to check for leaks		
2	Technical advice/guidance in relation to your businesses water use		
3	Water quality information		
4	Trade effluent/disposing of liquids into the sewer		
5	Water saving information		
6	How to flush out your water systems when your premises have been closed for a while		
7	Supply interruptions		
8	Information about water pressure		
9	Information about taste/smell/appearance of water on your premises		
10	How to prevent leaks		
11	How to prevent pipes freezing		
12	Information about the disposal of fats, oils and greases		
13	Water audit		

Survey end.