Questionnaire: Diversity and Inclusivity Research

Client name:	United Utilities
Project name:	Diversity and Inclusivity Research
Job number:	7442
Methodology:	Online
Version	FINAL

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 thoughts of them as a company.

United Utilities is keen to hear your views and would appreciate it if you could spare 10 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 2000 INTERVIEWS

AUDIENCE	QUOTA LIMIT	TAKEN FROM WHERE?
Male	TBC – upon final version of q'nnaire	S07/1
Female		S07/2
Household disability		S10/1+2
No disability		S10/3

White		S09/1-4
BAME		S09/5-17+80
18-24		S06/2
25-34		S06/3
35-44		S06/4
45-54		S06/5
55-64		S06/6
65+		S06/7
A		S08/1
B		S08/2
C1		S08/3
C2		S08/4
D		S08/5
E		S08/7
Student		S08/6
Unclassified		S08/87
Cumbria		S03a/1
Merseyside		S03a/2
Greater Manchester		S03a/3
Lancashire		S03a/4
Cheshire		S03a/5
North Derbyshire		S03a/6

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		Screen out
87	None of the above		Continue

2

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)		Continue
2	United Utilities (water only)		Continue
3	United Utilities (sewerage only)		Screen out
4	Other company (please specify)		Screen out
85	I'm not sure		Screen out

S03a.

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

S03b.

Base: All respondents who live in Merseyside, Greater Manchester, Lancashire or Cheshire– S03a/2-5

Do you live in any of the following areas?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Bolton	Show only to those who said Greater Manchester or Lancashire at S03a/3 or 4	Continue
2	Lancaster	Show only to those who said Lancashire at S03a/4	Continue

3	Liverpool	Show only to those who said Merseyside at S03a/2	Continue
4	Manchester	Show only to those who said Greater Manchester at S03a/3	Continue
5	Warrington	Show only to those who said Cheshire at S03a/5	Continue
6	Preston	Show only to those who said Lancashire at S03a/4	Continue
7	No		Continue
87	Prefer not to say		Continue

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		

S05a.

Base: All respondents

Which of the following interactions, if any, have you had with United Utilities in the last 18 months?

MULTI CODE, RANDOMISED

Code	Answer list	Scripting notes	Routing
1	A home visit		
2	I called their call centre		
3	United Utilities called me		
4	I applied for a job with them		
5	They have conducted roadworks on my street		
6	I have seen their van and employees conducting works		
7	I have visited their website		
8	Accessed my account online or via app		
9	Paid a bill online or via app		
10	Paid a bill by phone		
11	Contacted through social media		
87	None of the above	FIXED, EXCLUSIVE	CLOSE

S05ab.

Base: All respondents who had more than one interaction (code more than one at S05a)

What was the most recent interaction you had?

MULTI CODE, RANDOMISED

Code	Answer list	Scripting notes	Routing
1	INSERT CODE FROM S05a		

S05b.

Base: All respondents who had interaction with UU – S05a if coded one, or S05b

When did this happen?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	In the last month		
2	1 - 3 months ago		
3	4 - 6 months ago		
4	7 – 12 months ago		
5	12 – 18 months ago		
6	More than 18 months ago	CLOSE	

S06. 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

S07.

Base: All respondents
How would you describe yourself?

SINGLE CODE

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

S08.

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

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation)	Code as A	
2	Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.)	Code as B	
3	Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.)	Code as C1	
4	Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.)	Code as C2	
5	Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.)	Code as D	
6	None - student	Code as 'C1'	
7	None - unemployed	Code as E	
87	Prefer not to say	Code as 'Not Classified' FIXED	

S09.

Base: All respondents

Which of the following best describes your ethnicity?

SINGLE CODE

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

S10.

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)		See quotas
2	Yes (other)		See quotas
3	No	Exclusive	See quotas
85	Don't know/ Prefer not to say	Exclusive	

MAIN QUESTIONNAIRE – Perceptions of UU

INFOPAGE1: We'd like to start by asking you what you think about when using a product or a service for the first time

Q01a.
Base: All respondents

When using a product or a service from an organisation for the first time, how often do you take into account any of the following?
Please select all that apply.
GRID, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Always		
2	Sometimes		
3	Rarely		
4	Never		
85	Don't know		

Code	Answer list	Scripting notes	Routing
1	The customer service they provide to their customers		
2	Their commitment to providing a supportive and inclusive environment for all of their **customers**		
3	How they value diversity and ensure that **customers** feel valued regardless of their gender, age, race, disability, sexual orientation or social background		
4	Their commitment to providing a supportive and inclusive environment for all of their **employees**		
5	How they value diversity and ensure that **employees** feel valued regardless of their gender, age, race, disability, sexual orientation or social background		
6	They care about their customers		
7	They are a company you can trust		
8	They communicate well with their customers		
9	They are a responsible company		
10	Their environmental policy		

Now we'd like to ask about your perceptions of United Utilities as an organisation

Q03.

Base: All respondents

Which word/term below best describes your overall feeling towards United Utilities? Please select only one answer.

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Love		
2	Like		
3	Appreciate		
4	Neutral		
5	Don't care		
6	Irritated		
7	Hate		

Q02.

Base: All respondents

Using a scale from 1 to 5, where 1 is strongly agree, and 5 is strongly disagree, to what extent do you agree or disagree with the following statements about United Utilities?

SINGLE GRID, RANDOMISE ANSWER LIST

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		

Code	Answer list	Scripting notes	Routing
1	United Utilities provides a good service to their customers		
2	United Utilities is a company I can trust		
3	United Utilities is a company that communicates well with their customers		
4	United Utilities is a responsible company		
5	United Utilities cares about its customers		
6	United Utilities values diversity and ensures that customers feel valued		

	regardless of their gender, age, race, disability, sexual orientation or social background			
7	United Utilities is committed to providing a supportive and inclusive environment for all of their customers			

Q03b.

Base: All respondents who agree or disagree that UU values diversity (code 1/2 OR 4/5 for statement 6 at Q02)

Why do you [agree / disagree] that United Utilities values diversity and ensures that customers feel valued regardless of their gender, age, race, disability, sexual orientation or social background.

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	No opinion/ don't know		

MAIN QUESTIONNAIRE – Inclusivity of customer experience

Base: All customers who had a home visit/called their call centre/been called by UU (code 1-3 at S05a)

INFOPAGE2: Now we'd like to ask some questions on your experience of your interaction with United Utilities.

Q04.

Base: All customers who had a home visit/called their call centre/been called by UU (code 1-3 at S05a)

You mentioned that you have **[had a home visit / called the United Utilities call centre / been called by United Utilities]**

DP NOTE: only one code to be asked. Prioritise code 1, then code 2, then code 3.

Based on this interaction you had with United Utilities, and using a scale from 1 to 5, where 1 is strongly agree, and 5 is strongly disagree, to what extent do you agree or disagree with the following statements about United Utilities? If they do not apply to you then please tick 'Not applicable'

SINGLE GRID, RANDOMISE ANSWER LIST

Code	Answer list	Scripting notes	Routing
1	Strongly agree		

10

Code	Answer list	Scripting notes	Routing
2	Agree		
3	Neither agree/nor disagree		
4	Disagree		
5	Strongly disagree		
85	Don't know / Can't remember		
87	Not applicable		

Code	Answer list	Scripting notes	Routing
1	The customer service was good		
2	They were helpful and knowledgeable		
3	They treated me with respect		
4	They responded to my situation with understanding		
5	They dealt with my problem quickly and efficiently		
6	They adapted their approach to account for my personal needs		

Main questionnaire – UU as an employer

INFOPAGE3: Now, we'd like you to think about United Utilities as an employer.

Q05.

Base: All respondents

What is your opinion of United Utilities as an employer, based on what you have seen, read or heard?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	No opinion/ don't know		

Q05a.

Base: All respondents exc code 85 at Q5

How has this opinion been formed? Please select all that apply.

MULTI CODE, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Articles I have read		
2	Communication I have received from United Utilities		
3	A direct interaction with the United Utilities call centre		
4	A direct interaction with a United Utilities employee in my home / street		
5	From my friends / family / colleagues		

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6	From an employee at United Utilities		
7	Via a visit to the website		
8	Social media posts from United Utilities		
80	Somewhere else (please specify)	OPEN, FIXED	
85	No opinion/ don't know	FIXED, EXCLUSIVE	

Q06

Base: All respondents

Based on your opinion of United Utilities as an employer, using a scale from 1 to 5, where 1 is strongly agree, and 5 is strongly disagree, to what extent do you agree or disagree with the following statements about United Utilities?

SINGLE GRID, RANDOMISE ANSWER LIST

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		

Code	Answer list	Scripting notes	Routing
1	They are committed to providing a supportive and inclusive working environment for all of their employees		
2	They value diversity and ensure that employees feel valued regardless of their gender, age, race, disability, sexual orientation or social background		
3	They care about their employees		
4	They communicate well with their employees		
5	They are a responsible company		
6	People like me work for them		
7	It looks like a good place to work		
8	They are a fair company to work for		
9	I would be happy working for them		
99	We just want to check you are engaging with the survey, please select 'Strongly Agree'	FIXED	
10	They seem a trustworthy company to work for		
11	They seem to reflect the diversity of the customers they serve in their workforce		

12

12	They seem to cater for a diverse customer base in the customer service they provide		

Q06b.

Base: All respondents who disagree with code 3, 6 OR 7 at Q06

Why do you disagree that:

INSERT CODE 3 IF CODE 4/5 AT Q06:
- They care about their employees

INSERT CODE 6 IF CODE 4/5 AT Q06:
- People like me work for them

INSERT CODE 7 IF CODE 4/5 AT Q06:
- It looks like a good place to work

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	No opinion/ don't know		

Q06c.

Base: All respondents who disagree with code 1, 2 OR 11 at Q06

Why do you disagree that:

INSERT CODE 1 IF CODE 4/5 AT Q06:
- They are committed to providing a supportive and inclusive working environment for all of their employees

INSERT CODE 2 IF CODE 4/5 AT Q06:
- They value diversity and ensure that employees feel valued regardless of their gender, age, race, disability, sexual orientation or social background

INSERT CODE 11 IF CODE 4/5 AT Q06:
- They seem to reflect the diversity of the customers they serve in their workforce

OPEN RESPONSE

13

Code	Answer list	Scripting notes	Routing
85	No opinion/ don't know		

Q09a.

Base: All respondents

How do you think United Utilities compares to other employers in the North West in terms of diversity and inclusion? When answering this question please think about gender, age, race, disability, sexual orientation or social background.

SINGLE RESPONSE, UNPROMPTED

Code	Answer list	Scripting notes	Routing
1	Much better		
2	About the same		
3	Much worse		
85	Don't know		

Q09b.

Base: All respondents

Why do you say that?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know		

Q10a.

Base: All respondents

Now, just thinking about diversity and inclusivity, can you think of any large companies in the UK who you perceive to be diverse and inclusive?

By large companies we mean those who employ more than 500 people. We'd like you to think about gender, age, race, disability, sexual orientation or social background.

We have provided boxes for up to 5 companies, please put one company name in each box

OPEN TEXT BOX X 5

Code	Answer list	Scripting notes	Routing
85	Don't know		

Q10b.

Base: All respondents

Below is a list of large companies based in the North West. Now, please select up to 3 companies who you perceive to be diverse and inclusive. If you have used any of these as an example from the previous question then please exclude these from your considerations.

MULTI RESPONSE, MAX 3, RANDOMISE

Code	Answer list	Scripting notes	Routing
1	Betfred		
2	Iceland		
3	Warburtons		
4	Bentley Motors		
5	Crown Paints		
6	M&S Financial Services		
7	Adidas		
8	Unilever		
9	Redrow Homes		
10	Manchester United		
11	United Utilities		
12	Boohoo.com UK		
85	Don't know		

Q11a.

Base: All respondents who answered Q10a OR Q10/1-12

What made you select:

- (PULL THROUGH TEXT FROM 10a AND CODES FROM Q10b)

What makes you think they are diverse and inclusive?

OPEN RESPONSE
DP NOTE: TO BE CODED

Code	Answer list	Scripting notes	Routing
85	Don't know		

Q11b.

Base: All respondents

Can you provide any examples of companies who you **do not** perceive to be diverse and inclusive? These don't have to be based in the North West. Please provide as much detail as you can on your reasons.

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DP NOTE: TO BE CODED

Code	Answer list	Scripting notes	Routing
85	Don't know		

Q12.
Base: All respondents

Have you seen, heard or read anything in the media recently (either good or bad) to do with inclusion or diversity in the workplace? If so, please explain what it was and what was your opinion of it?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
87	I haven't seen, heard or read anything recently about this		

Q13.
Base: All respondents

Finally, what do you think United Utilities should do more of to communicate they are a diverse and inclusive employer and service provider?

OPEN RESPONSE

Code	Answer list	Scripting notes	Routing
85	Don't know		

CLASSIFICATION QUESTIONS

INFOPAGE4: Finally, we'd just like to ask some questions about you. This will help us to analyse the results of the survey. We recognise that some of these questions are sensitive in nature and would like to reassure you that your answers will be kept confidential and not shared with anyone.

C01.

Base: All respondents

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

Could you describe your sexuality?
SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Bisexual		
2	Gay or lesbian		
3	Heterosexual or straight		
4	Other sexual orientation (please specify)		
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		

Thank & close