

**PROJECT MANAGER:** [Click here for guidance on what to put in this section](#)

Pls tick methodology, and where applicable nominate “back checking questions” (AKA “BCQs”). These must include the demographic questions.

Online only	<input type="checkbox"/>				
CATI only	<input type="checkbox"/>	(DP: add QAX)			
CAPI/Tablet	<input type="checkbox"/>	(If yes <b>PM</b> Nominate 3*Backchecking Questions:	)QAZ2	Paper showcard? Y	<input type="checkbox"/> N <input type="checkbox"/>
CATI recruit for online/field	<input type="checkbox"/>	( <b>PM</b> pls. Nominate BCQs:	)QAZ3		
Field recruit for online/CATI	<input type="checkbox"/>	( <b>PM</b> pls. Nominate BCQs:	)QAZ1		
Recruit only (ie for qual)	<input type="checkbox"/>				



## Affordability and Acceptability Testing

Thank you very much for agreeing to complete this on-line survey which is being conducted by Accent, an independent research agency. This survey is designed to help United Utilities, your water and wastewater service provider, to understand your views on how affordable and acceptable their future plans are.

We will just ask you a couple of questions to check that you are eligible to take part in this research.

Any answer you give will be treated in confidence in accordance with the Code of Conduct of Market Research Society. If you would like to confirm Accent’s credentials type Accent in the search box at: <https://www.mrs.org.uk/researchbuyersguide>.

You do not have to answer any question you do not wish to and you may terminate the interview at any point.

**IF MOBILE DEVICE SHOW:** This survey is best undertaken on a tablet or a PC. If you do use a smartphone you can switch between desktop mode and mobile mode at any time by clicking the button at the bottom of the screen.

### Scoping questions

Q1. Any data collected over the course of this interview that could be used to identify you, such as your name, address, or other contact details, will be held securely and will not be shared with any third party unless you give permission (or unless we are legally required to do so). Our privacy statement is available at <https://www.accent-mr.com/privacy-policy/>.

Please do not include names, addresses, or other personal data in your responses to any questions, unless asked to do so.

Do you agree to proceeding with the interview on this basis?

Yes

No **THANK AND CLOSE**

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Q2. **IF HH:** Do you or any of your close family work in market research or for a water company?

Yes **THANK & CLOSE**

No

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Q3. **IF HH:** Which of the following age groups do you fall into?

Under 18 **THANK AND CLOSE**

18-24

25-34

35-44

45-54

55-64

65-74

75+

Prefer not to say **THANK AND CLOSE**

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Q4. **IF HH:** Are you the person in your household who is responsible, either solely or jointly, for paying for your water services bill?

Yes

No, I am not responsible for paying the bill **THANK AND CLOSE**

Don't know **THANK AND CLOSE**

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Q5. Are you currently charged for water through a water meter?

Yes

No

Don't know

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Q6. Is United Utilities responsible for your water/sewerage services?

Yes **GO TO MAIN QUESTIONNAIRE**

No **THANK AND CLOSE**

Don't know **THANK AND CLOSE**

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Q7. **IF NHH:** Are you solely or jointly responsible as the decision maker for your organisation's water and sewerage service at any of its premises?

Yes

No **THANK AND CLOSE**

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Q8. **IF NHH:** Is United Utilities responsible for the water/sewerage services at your organisation?

Yes

No **THANK AND CLOSE**

Don't know **THANK AND CLOSE**

## Main Questionnaire

Thank you, I can confirm you are in scope for the survey. The questionnaire will take about 15 minutes to complete.

For convenience you can stop and return to complete the questionnaire as many times as you wish, although once submitted you will not be able to enter again.

## Affordability

We are now going to ask you some questions about your **[IF HH]** household's/**[IF NHH]** organisation's financial situation.

Q9. Thinking about your finances over the last year, how often, if at all, **[IF HH]** have you struggled to pay at least one of your household bills? **[IF NHH]** Has your organisation struggled to pay at least one of its bills? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR PREFER NOT TO SAY**

- All of the time
- Most of the time
- Sometimes
- Rarely
- Never
- Prefer not to say

Q10. Overall, how well would you say **[IF HH]** you are/**[IF NHH]** your organisation is managing financially now? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR PREFER NOT TO SAY**

- [IF HH]** Living/**[IF NHH]** Operating comfortably
- Doing alright
- Just about getting by
- Finding it quite difficult
- Finding it very difficult
- Prefer not to say

Q11. Thinking about your **[IF HH]** household's/ **[IF NHH]** your organisation's financial situation over the next few years up to 2030, do you expect it to get: **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR PREFER NOT TO SAY**

- Please select one answer only*
- A lot worse
  - A bit worse
  - Stay the same
  - A bit better
  - A lot better
  - Prefer not to say
  - Don't know

Q12. How much are you currently paying for your water and sewerage services bill, each year?

- [Open-ended answer] **DP PLEASE ADD TEXT BOX**
- Don't know

Q13. **[IF HH]** Your current water and sewerage services bill is #insert from sample# **[all]** How easy or difficult is it for **[IF HH]** you **[IF NHH]** your company/organisation to afford to pay your current water and sewerage bill: **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR PREFER NOT TO SAY**

- Please select one answer only*
- Very easy

- Fairly easy
- Neither easy nor difficult
- Fairly difficult
- Very difficult
- Don't know

## Proposed changes to your water/sewerage bill for the years 2025-2030.

The next set of questions are about proposed changes to your water & sewerage bill for the years 2025-2030. The chart below shows these changes. It also shows how inflation may impact on your bill, based on the Bank of England's inflation forecasts.

### Water bills change each year in line with inflation.

*Inflation is the increase in prices paid for goods and services over time. Household incomes also change over time.*

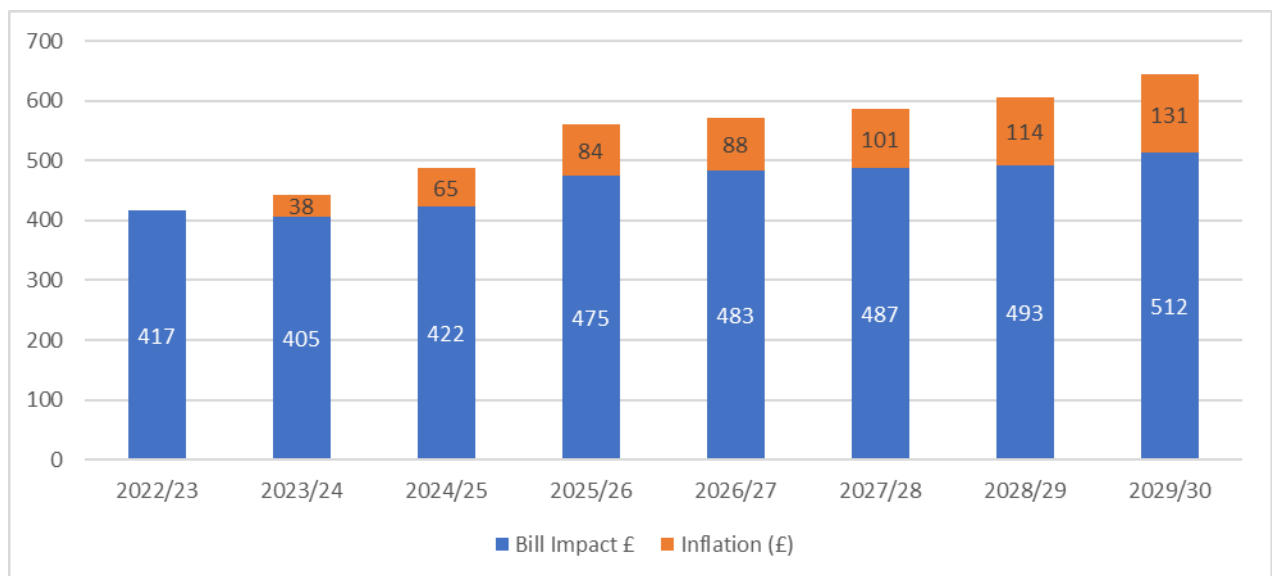
- *If your household income keeps up with inflation (ie. increases at the same rate), then you are likely to notice little difference in what you are paying for things.*

- *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. As well as changing by inflation each year, bills change by an amount set by Ofwat as part of their price review process every five years.*

*The proposed bills you will see from 2025 to 2030 include the Bank of England forecasts for inflation from 2025 to 2030, and proposed amounts to cover the investment in water and sewerage services needed over the next few years.*



(Placeholder – this graph will be tailored according to bill amounts) using

[\\accent-mr.com\accentdata\Projects\3606 UU A&AT\Project management\workings & analysis\UU Bill Increase Graph calculator v5.xlsx](#) using MAIN GRAPH HH & NHH on the “Quant” tab, cell L4

**IF Social Tariff Customer (from sample):** This bill profile is based on the financial support scheme you are currently on.

Q14. How easy or difficult do you think it would be for [IF HH] you [IF NHH] your company/organisation to afford these water/sewerage bills? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

Very easy  
Fairly easy  
Neither easy nor difficult **HH ONLY GO TO Q15**  
Fairly difficult **HH ONLY GO TO Q15**  
Very difficult **HH ONLY GO TO Q15**  
Don't know

---

Q15. **[IF HH ONLY] IF Q14= 3,4,5** Which of the following do you think you would need to do to pay for the increase in your water bills between 2025 and 2030 **MULTICODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

Shopping around more  
Spending less on food shopping and essentials  
Spending less on non-essentials  
Cutting back on non-essential journeys in my vehicle  
Eat out less  
Using less fuel such as gas or electricity in my home  
Using less water  
Using my savings  
Using credit more than usual, for example, credit cards, loans or overdrafts  
Ask family and friends for financial support  
Other, please specify [OPEN RESPONSE] **DP PLEASE ADD TEXT BOX**  
Don't know

## Acceptability

We are now going to ask you some questions about your views on your water company's business plan. Water companies are required to put together business plans for each five year period. The plan we are showing you is for 2025- 2030.

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Q16. Unplanned Water Supply Interruptions.

Water companies measured on the amount of water lost due to leaks from water mains and pipes.

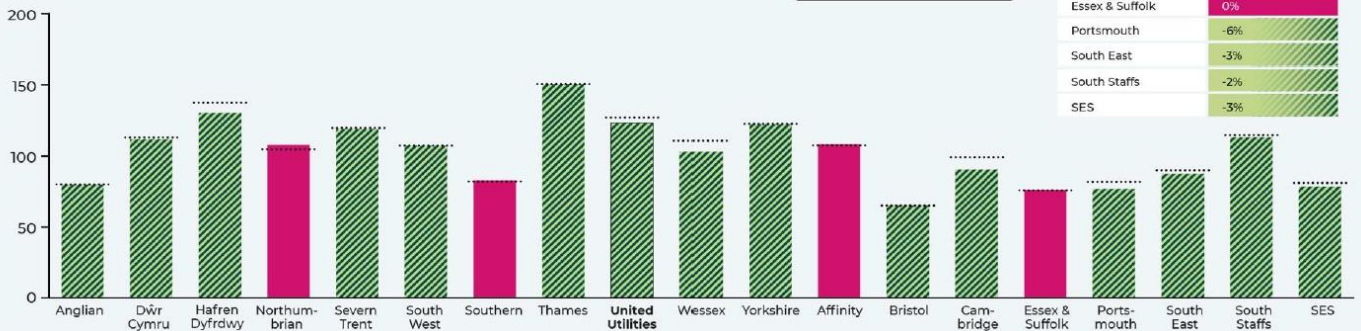
Number of mega-litres (a million litres) lost a day.  
(A lower number is better.)

Company performance against targets.  
(A lower percentage is better.)



This bar chart and table include information from United Utilities.

Company	Performance against target
Anglian	-1%
Dŵr Cymru	-1%
Hafren Dyfrdwy	-5%
Northumbrian	+3%
Severn Trent	-1%
South West	0%
Southern	+1%
Thames	0%
<b>United Utilities</b>	<b>-3%</b>
Wessex	-7%
Yorkshire	-1%
Affinity	+1%
Bristol	0%
Cambridge	-9%
Essex & Suffolk	0%
Portsmouth	-6%
South East	-3%
South Staffs	-2%
SES	-3%



## Reducing interruptions to your water supply



If a water supply is interrupted without warning for more than three hours, it will not be possible to draw water from the taps or flush the toilet; it may be necessary to buy bottled water.

Duration without water for more than 3 hours by minutes per property

7 mins 58 secs

4 mins 22 secs



45% improvement



Performance in 2021/22

Target for 2030

How do United Utilities say they will do this?

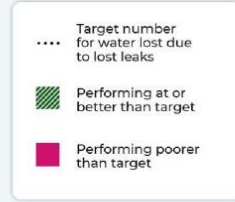
We are investing £150m in our pipes and pumps including upgrading 300km of water mains, improving our water treatment processes and installing innovative network monitoring technology. This will reduce the number of times your water supply is interrupted. We are also upgrading our power to reduce interruptions to service in the event of a storm or natural disaster.

Q17. Leakages

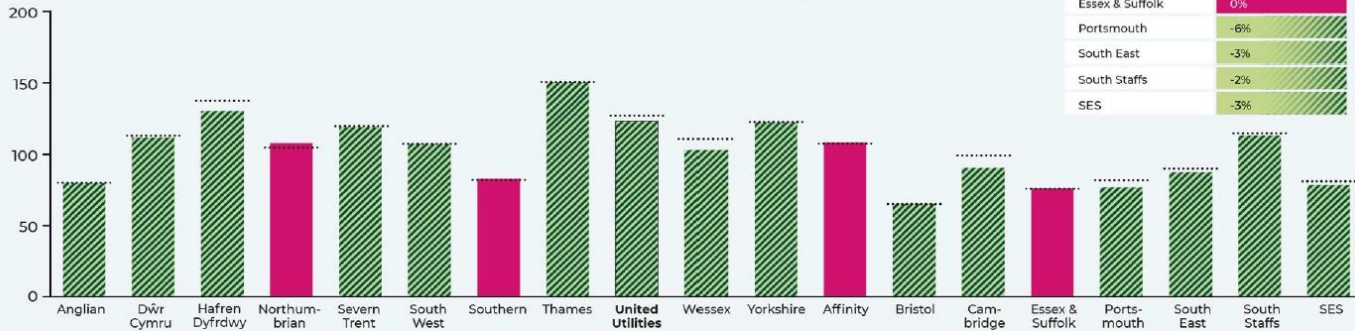
## Water companies measured on the amount of water lost due to leaks from water mains and pipes.

Number of mega-litres (a million litres) lost a day.  
(A lower number is better.)

Company performance against targets.  
(A lower percentage is better.)

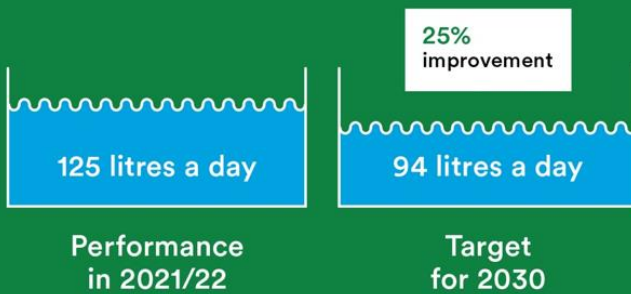


This bar chart and table include information from United Utilities.



## Reducing the amount of water leakage

Leaks can affect customers directly if their water supply is affected. They are sometimes unnoticed if underground. But leakage is often seen in the media and has a cost to people on their bills and a cost to the environment.



### How do United Utilities say they will do this?

We are investing £150m in our pipes and pumps including upgrading 300km of water mains to reduce the chances of pipes leaking.

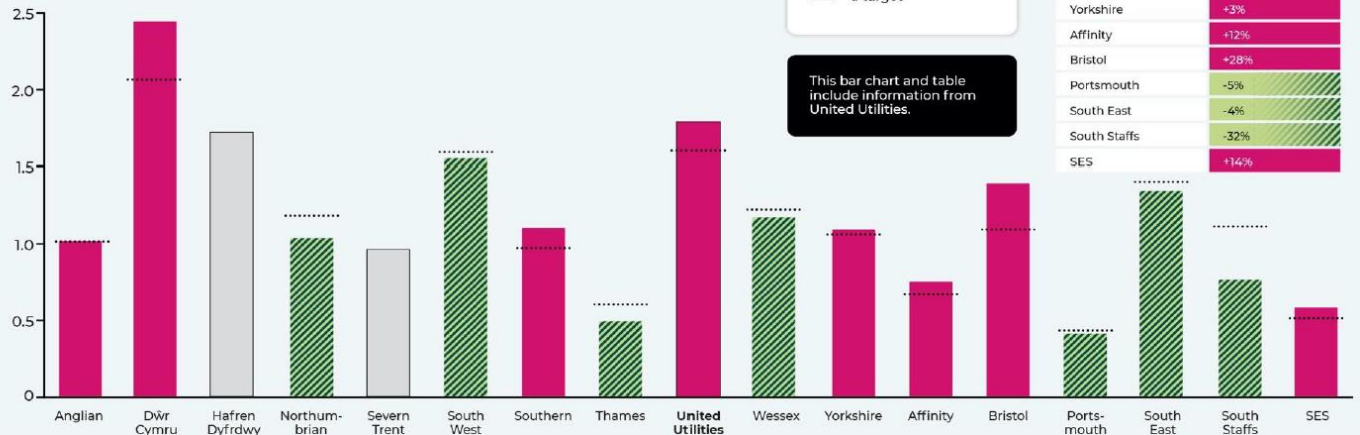
We are also investing in improved leakage monitoring technology and smart water meters to help spot leaks on our network and customers homes and businesses early.

Q18. Water Quality Contacts

Water companies measured on the number of customer contacts regarding the appearance, taste and smell of tap water.

Number of customer contacts received regarding incidents, per 1,000 properties. (A lower number is better.)

NB: Severn Trent and Hafren Dyfrdwy did not have comparable performance targets published.



## Reducing the number of water quality issues customers experience

Tap water may look discoloured or taste/smell different to usual. Although still safe to drink, people may prefer bottled water as a precaution until it returns to normal.

1.79 complaints per 1,000 properties



Performance in 2021/22

0.7 complaints per 1,000 properties



Target for 2030

61% improvement



### How do United Utilities say they will do this?

We are investing £150m in our pipes and pumps including upgrading 300km of water mains, improving our water treatment processes and installing innovative network monitoring technology.

This will prevent issues with taste, smell or appearance of drinking water and help United Utilities spot and fix issues before they occur.

Q19. Based on what you have just read, which of these three parts of the business plan is the most important to you? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

Please select one answer only

- Reducing the duration of water interruptions of longer than 3 hours
- Reducing leakage
- Preventing issues with taste/smell/appearance of tap water
- Don't know/can't say



Q20. Internal Sewer Flooding

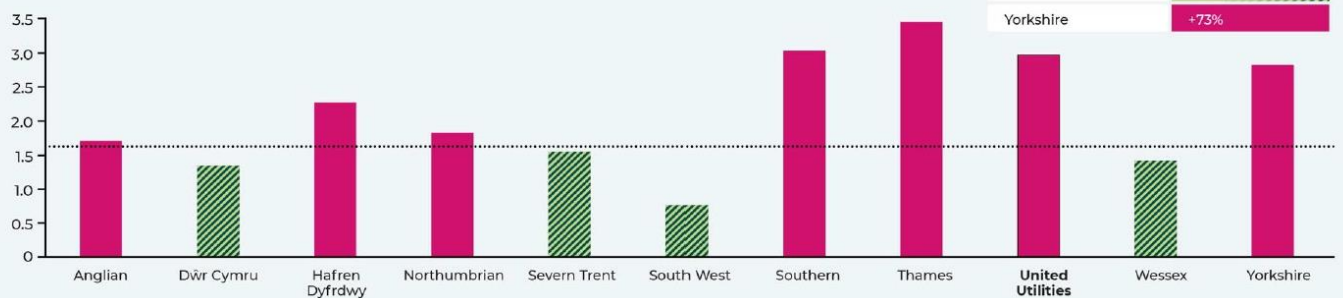
Water companies measured on the incidents of sewage flooding properties.

Number of properties affected, per 10,000. (A lower number is better.)



Company performance against targets. (A lower percentage is better.)

Company	Performance against target
Anglian	+5%
Dŵr Cymru	-17%
Hafren Dyfrdwy	+39%
Northumbrian	+12%
Severn Trent	-5%
South West	-53%
Southern	+86%
Thames	+11%
<b>United Utilities</b>	<b>+82%</b>
Wessex	-13%
Yorkshire	+73%



## Reducing the number of properties affected by sewer flooding inside their property

An escape of sewage inside properties is highly inconvenient, disruptive and a potential health risk. In bad cases, people need to move out of their properties while things are put right.

2.98 events per 1,000 properties

1.91 events per 1,000 properties



Performance in 2021/22

36% improvement



Target for 2030

How do United Utilities say they will do this?

We know having your property flooded with sewer flooding is unacceptable.

**We are investing to:**

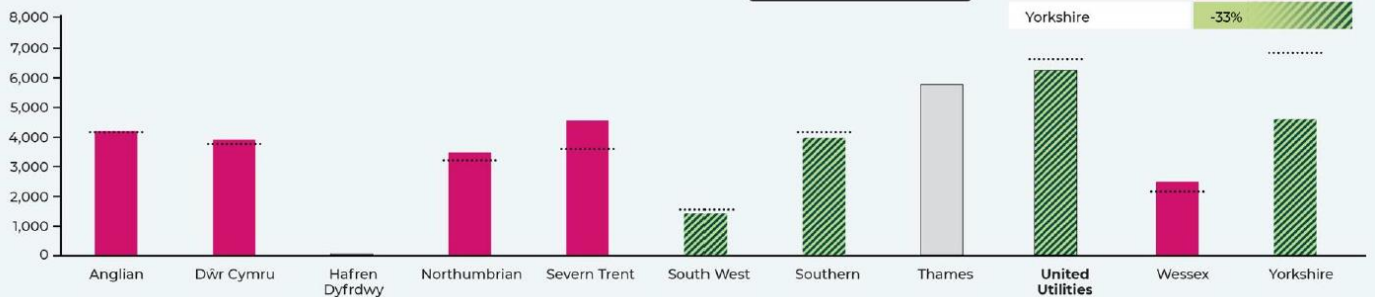
- Increase our sewer capacity and upgrading sewers so they are stronger and can hold more water and waste
- Deliver sustainable drainage solutions, as less rainfall entering sewers reduces the likelihood of them overflowing
- Install improved monitoring technology to identify and fix problems before they occur.



Q21. External Sewer Flooding

## Water companies measured on the incidents of sewage flooding gardens or outbuildings.

Number of properties affected, per 10,000.  
(A lower number is better.)



Company performance against targets.  
(A lower percentage is better.)

Company	Performance against target
Anglian	+1%
Dŵr Cymru	+4%
Hafren Dyfrdwy	N/A
Northumbrian	+8%
Severn Trent	+27%
South West	-8%
Southern	-5%
Thames	N/A
United Utilities	-6%
Wessex	+15%
Yorkshire	-33%



NB: external sewer flooding is not measured by all Water and Sewerage companies. Hafren Dyfrdwy and Thames do not include this as a performance measure.

This bar chart and table include information from United Utilities.

## Reducing the number of properties affected by sewer flooding outside their property

An escape of sewage into gardens or access points to peoples' properties is inconvenient and unpleasant and can restrict access.

18.71 events per 10,000 properties

13.67 events per 10,000 properties



Performance in 2021/22

27% improvement



Target for 2030

### How do United Utilities say they will do this?



We know having your garden and other outside areas flooded with sewer flooding is unacceptable.

### We are investing to:

- Increase our sewer capacity and upgrading sewers so they are stronger and can hold more water and waste
- Deliver sustainable drainage solutions, as less rainfall entering sewers reduces the likelihood of them overflowing
- Install improved monitoring technology to identify and fix problems before they occur.

Q22. Pollution Incidents

Water companies measured on the number of incidents of pollution of rivers and streams.

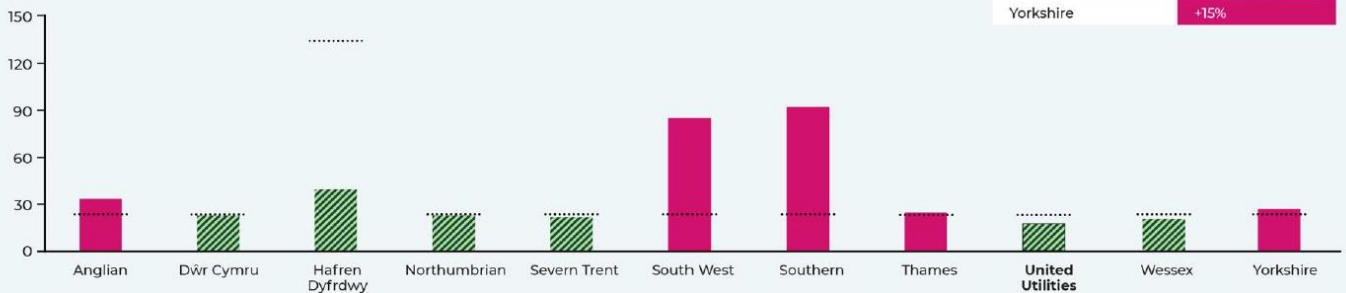
Number of incidents per 10,000km of sewer.  
(A lower bar / number is better.)



NB: Hafren Dyfrdwy does not have a common target in line with the other water companies due to the small size of its sewerage system.

Company performance against targets.  
(A lower percentage is better.)

Company	Performance against target
Anglian	+42%
Dŵr Cymru	-4%
Hafren Dyfrdwy	-71%
Northumbrian	-3%
Severn Trent	-8%
South West	+265%
Southern	+294%
Thames	+5%
<b>United Utilities</b>	<b>-25%</b>
Wessex	-13%
Yorkshire	+15%



## Reducing the number of pollution incidents

Discharges from sewage treatment or networks can affect rivers and bathing waters. This can have a minimal effect on the river ecology or a major effect depending on the scale.

17.71 per 10,000km of sewers



Performance in 2021/22

11.21 per 10,000km of sewers



Target for 2030

### How do United Utilities say they will do this?

Discharges from sewage treatment or networks can affect rivers and bathing waters and have an effect on river quality.

We plan to invest £3bn for better treatment of sewerage and to increase the capacity of our 49,000km sewer network to reduce the chances of pollution incidents occurring.

Q23. Based on what you have just read, which of these three parts of the business plan is the most important to you? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

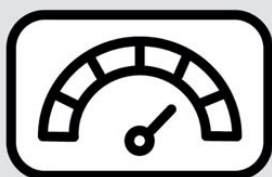
Please select one answer only

- Reducing sewer flooding **inside** properties
- Reducing sewer flooding **outside** properties
- Reducing the number of pollution incidents
- Don't know/can't say

Q24. Smart Metering

## Smart metering

Smart meters are water meters that give both you and United Utilities a live and accurate read-out of a property's water usage. This means you can see how much water you've been using, which can help customers to reduce their usage and lower bills.



**670,000**

new smart meters  
in homes and  
businesses

Target for 2030

### How do United Utilities say they will do this?

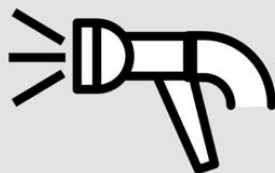
We are investing in replacing current meters with smart meters which can be remotely read. This enables homes and businesses to have greater visibility of their usage data, leading to reduced usage and reduced bills. Smart meters also help us detect leakage in the network, and proactively detect other network issues so they can be prevented before customers experience them. All of this contributes to reducing water wastage and protecting the environment and our natural resources.



Q25. Chance of experiencing a hosepipe ban every 5 years

## Halving the chance of experiencing a hosepipe ban between 2025-2030

Hose pipe bans are introduced when United Utilities' water reserves in reservoirs start to run low.



**Halving  
the  
chance**

Target for 2030

### How do United Utilities say they will do this?

We are investing in improving water treatment processes and investing in new sources water sources to help us be more resilient in times of dry weather. This will enable us to halve the chances a customer would experience a hosepipe ban or water restrictions now and in the future.



Q26. Carbon reduction

## Carbon reduction to improve the environment

This relates to the carbon emissions generated by United Utilities in the process of providing its services.

**40%**  
reduction  
Target for 2030



### How do United Utilities say they will do this?

£162m invested to improve treatment of sewerage to using processes with lower emissions and moving away from fossil fuels by increasing our renewable energy sources.

We will also create woodland through planting a million trees and ensure key peatland and ecosystems are restored to protect the environment.

## Q27. Affordability support

### Affordability support

Under the proposed plan, United Utilities would assign £500m towards a fund for struggling bill payers.



**£250**  
million

Performance  
in 2021/22



**£500**  
million

Target  
for 2030



### How do United Utilities say they will do this?

We are investing to ensure there is a support package of £500m to provide discounted bills to customers who are struggling to pay for their water.

This is the largest support package of any water company.

Q28. Based on what you have just read, which of these four parts of the business plan is the most important to you? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

*Please select one answer only*

Installing more smart meters  
Reducing the chance of a hose-pipe ban

Carbon reduction  
Affordability Support  
Don't know/can't say

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Q29. Based on everything you have seen and read about United Utilities's proposed business plan, how acceptable or unacceptable is it to you? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

*Please select one answer only*

Completely acceptable **GO TO Q31**  
Acceptable **GO TO Q31**  
Unacceptable **GO TO Q30**  
Completely unacceptable **GO TO Q30**  
Don't know/can't say

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Q30. **IF Q29=3 or 4** What are the two main reasons that you feel the proposals for your water services are unacceptable? **MAXIMUM 2 ANSWERS, RANDOMISE**

*Please choose up to two answers only*

The bill increases are too expensive  
Company profits are too high  
Companies should pay for service improvements  
I expect better service improvements  
The plan is poor value for money  
Compared to energy prices it is more expensive  
I am dissatisfied with current services  
The plans don't focus on the right services  
I won't be able to afford this  
I don't trust them to make these service improvements  
Other 1, please specify [OPEN RESPONSE] **DP PLEASE ADD TEXT BOX**  
Other 2, please specify [OPEN RESPONSE] **DP PLEASE ADD TEXT BOX**  
Don't know/ can't say

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Q31. **IF Q29=1 OR 2** What are the two main reasons that you feel the proposals for your water supply are acceptable? **MAXIMUM 2 ANSWERS, RANDOMISE**

*Please choose up to two answers only*

The plan is good value for money  
The plan is affordable  
Compared to energy prices it's cheaper  
Their plans seem to focus on the right services  
The company provides a good service now  
I support what they are trying to do in the long term  
The change to my bill is small  
I trust them to do what's best for customers  
I have been dissatisfied with the service recently but am pleased that they are making improvements  
Other 1, please specify [OPEN RESPONSE] **DP PLEASE ADD TEXT BOX**  
Other 2, please specify [OPEN RESPONSE] **DP PLEASE ADD TEXT BOX**  
Don't know/ can't say

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Q32. Long term investment by United Utilities will require an increase in customer bills. Bills could increase in different ways over time. For example, there could be increases now for current bill payers, or bigger increases in the long term for future generations. Which one of the following options would you prefer? **SINGLECODE**

Please select one answer only

An increase in bills starting sooner, spreading increases across different generations of bill-payers  
 An increase in bills starting later, putting more of the increases onto younger and future bill-payers  
 I don't know enough at the moment to give an answer

Q33. We would now like to ask you a few questions about you felt about both the business plan and this questionnaire.

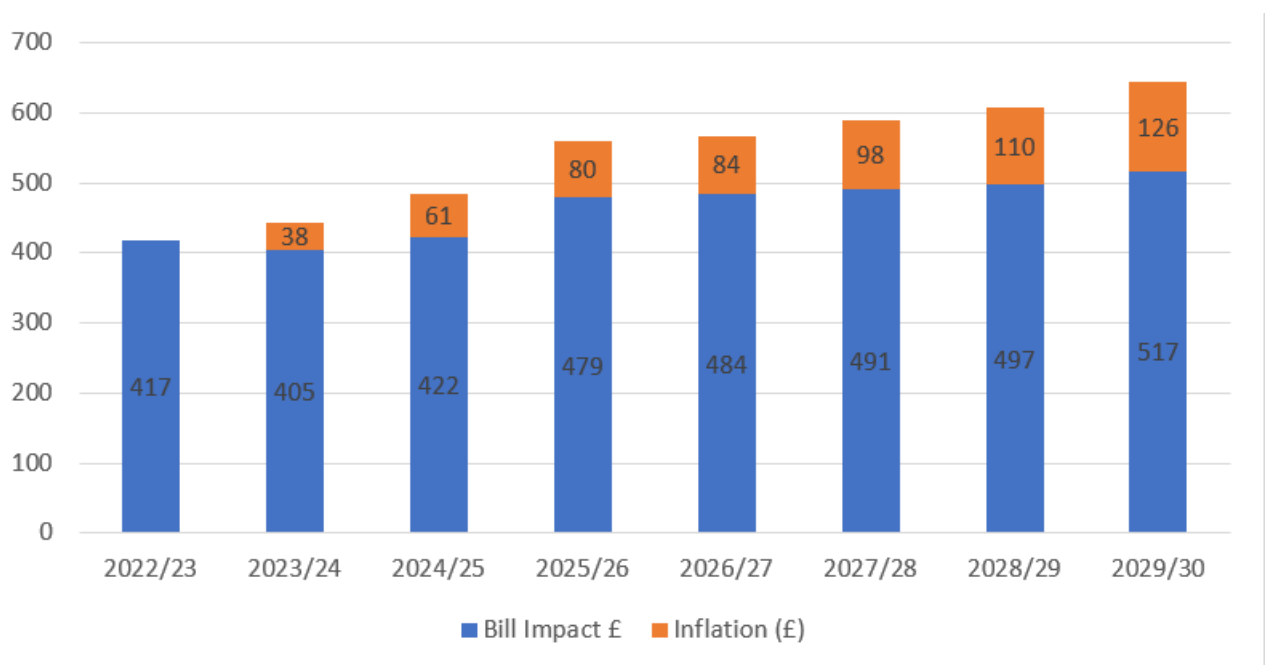
How strongly do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
I was able to understand the various parts of the business plan					
My responses were based on how much difference each part of the business plan would make to my [IF HH] household [IF NHH] organisation.					
My responses were based on how much the business plan would cost my [IF HH] household [IF NHH] organisation.					
I found it easy to choose which of the business plan components were most important to me					

Q34. ASK IF (Q9 = 4 or 5) AND (Q10 = 1 or 2) AND (Q14= 4 or 5) You were asked earlier whether you could afford these bill increases (and you responded saying they would be #insert answer to Q14# to afford). Was the reason...: MULTICODE

because of your household finance situation,  
 because felt you shouldn't *have to* afford them  
 because you couldn't feel confident answering without having more information  
 Anything else (please specify).....

Q35. At the start of this interview, you were shown the following prediction for bill increases, and you said it would be #insert answer from q14# to afford these increases.

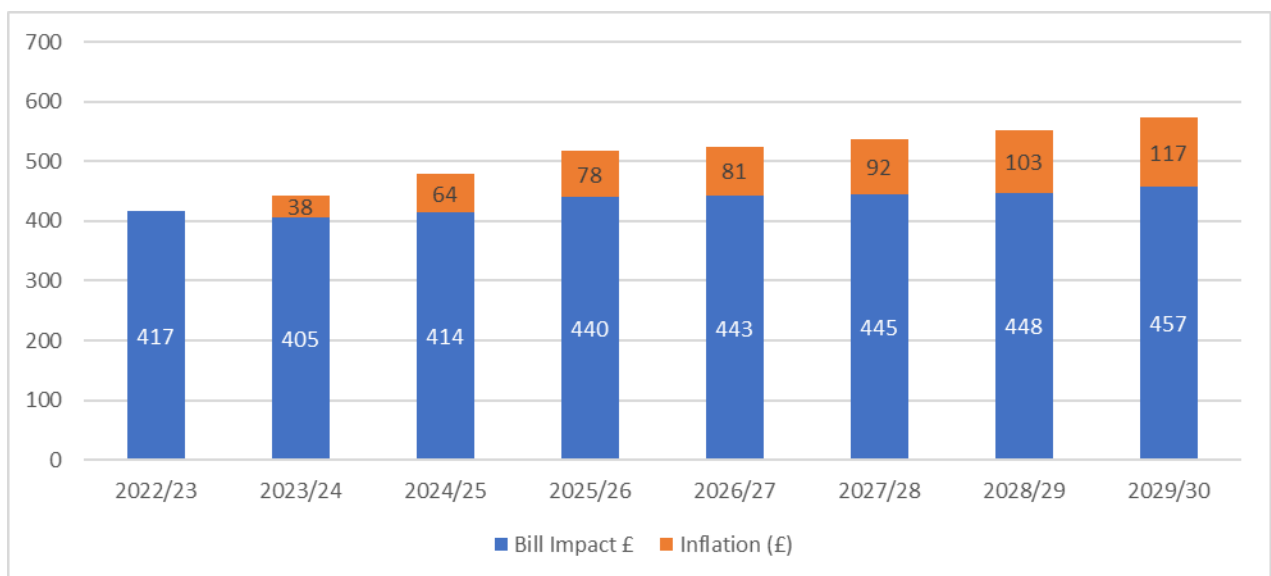


**DISPLAY SAME GRAPH AS before Q14, the first graph = [\\accent-mr.com\accentdata\Projects\3606 UU A&AT\Project management\workings & analysis\UU Bill Increase Graph calculator v5.xlsx](#) using MAIN GRAPH HH & NHH on the “Quant” tab, cell L4**

Knowing what you know now about how that money is intended to be used, how easy or difficult do you think it would be for [IF HH] you [IF NHH] your company/organisation to afford these water/sewerage bills? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

- Very easy
- Fairly easy
- Neither easy nor difficult **HH ONLY GO TO Q15**
- Fairly difficult **HH ONLY GO TO Q15**
- Very difficult **HH ONLY GO TO Q15**
- Don't know

Q36. ASK IF Q35 = 3 or 4 or 5 or 6: If the profile of the proposed changes to your water sewerage bill for the years 2025-2030 looked like this (which shows increases half as large as you saw before):



**[\\accent-mr.com\accentdata\Projects\3606 UU A&AT\Project management\workings & analysis\UU Bill Increase Graph calculator v5.xlsx](#) using HALF PRICE INCREASE GRAPH HH & NHH on the “Quant” tab, cell L21**

How easy or difficult do you think it would be for [IF HH] you [IF NHH] your company/organisation to afford *these* water/sewerage bills? **SINGLECODE, RANDOMISE WITH REVERSE ORDER EXCEPT FOR DON'T KNOW**

- Very easy
- Fairly easy
- Neither easy nor difficult
- Fairly difficult
- Very difficult
- Don't know



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Q37. United Utilities offers help to qualifying low-income households that are struggling to afford their water and wastewater bills. More information about this can be found here:  
<https://www.unitedutilities.com/my-account/your-bill/difficulty-paying-your-bill/how-we-can-help/>

OK

## HH ONLY: Household Demographic

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Q38. Thank you. Now just a few questions to check that we are speaking to people of all types.

In which of the following ways do you identify?

- Female
- Male
- I identify in another way
- Prefer not to say

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Q39. Please indicate which one of the following best describes the profession of the chief income earner in your household

**Higher managerial/ professional/ administrative** (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees), top level civil servant/public service employee)

**Intermediate managerial/ professional/ administrative** (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)

**Supervisory or clerical/ junior managerial/ professional/ administrative** (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)

**Skilled manual work** (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)

**Semi or unskilled manual work** (e.g. Manual worker, apprentice to skilled trade, Caretaker, Park keeper, non-HGV driver, shop assistant)

Housewife/Househusband

Unemployed

Retired **GO TO Q40**

Student

Prefer not to say

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Q40. **IF Q39=RETIRED ASK** Does the main income earner have a state pension, a private pension or both?

State only

Private only

Both

Prefer not to say

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Q41. **IF Q40= PRIVATE OR BOTH ASK:** How would you describe the main income earner's occupation type before retirement?

**Higher managerial/ professional/ administrative** (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees), top level civil servant/public service employee)

**Intermediate managerial/ professional/ administrative** (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)

**Supervisory or clerical/ junior managerial/ professional/ administrative** (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)

**Skilled manual work** (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)

**Semi or unskilled manual work.** (e.g. Manual worker, apprentice to skilled trade, Caretaker, Park keeper, non-HGV driver, shop assistant)

None of these

Prefer not to say

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Q42. Which of the following apply to you? We would like to collect this to ensure that a variety of particular needs are represented in the study, but you do not need to answer if you do not wish to. This information will not be shared with any third party and will be destroyed within 12 months of project completion. **MULTICODE**

*Please select all that apply*

I or another member of my household is disabled or suffer(s) from a debilitating illness **CODED AS MEDICAL VULNERABILITY**

I or another member of my household have/has a learning difficulty **CODED AS MEDICAL VULNERABILITY**

I or another member of my household relies on water for medical reasons **CODED AS MEDICAL VULNERABILITY**

I or another member of my household is visually impaired (ie struggles to read even with glasses) **CODED AS COMMUNICATIONS VULNERABILITY**

I or another member of my household am/is over the age of 75 years old **CODED AS LIFE STAGE VULNERABILITY**

I or another member of my household speaks English as a second language **CODED AS COMMUNICATIONS VULNERABILITY**

I or another member of my household is deaf or hard of hearing **CODED AS COMMUNICATIONS VULNERABILITY**

I or another member of my household is a new parent **CODED AS LIFE STAGE VULNERABILITY**

None of these apply to me

Prefer not to say

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Q43. What is your ethnic group? Choose one option that best describes your ethnic group or background **SINGLECODE**

*Please select one answer only*

**WHITE**

English, Welsh, Scottish, Northern Irish or British

Irish

Gypsy or Irish Traveller

Any other White background

**MIXED**

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed background

**ASIAN OR ASIAN BRITISH**

Indian

Pakistani

Bangladeshi

Chinese

Any other Asian background

**BLACK OR BLACK BRITISH**

Caribbean

African

Any other Black background

**OTHER ETHNIC GROUP**

Arab

Any other ethnic group

Prefer not to say

---

Q44. Which of the following bands does your household income fall into from all sources before tax and other deductions? **SINGLECODE**

Up to £199 a week/Up to £10,399 a year

From £200 to £299 a week/From £10,400 to £15,599 a year

From £300 to £499 a week/From £15,600 to £25,999 a year

From £500 to £699 a week/From £26,000 to £36,399 a year

From £700 to £999 a week/From £36,400 to £51,999 a year  
From £1,000 to £1,399 a week/From £52,000 to £72,799 a year  
From £1,400 to £1,999 a week/From £72,800 to £103,999 a year  
£2,000 and above a week/£104,000 and above a Year  
Don't know  
Prefer not to say  
**GO TO Q49**

## NHH only: Demographic Questions

Q45. How does your organisation mainly use water at its premises? **MULTICODE**

*Please select all that apply*

For the manufacturing process which is essential to the running of your organisation (eg to power machinery, agricultural production etc)

For the supply of services your organisation provides (eg cleaning services etc)

For an ingredient or part of the product or service your organisation provides (eg food or drink, chemical, cosmetics manufacturer etc)

For normal domestic use for your organisation's customers and employees (eg customer toilets, supply of drinking water)

None of the above

Don't Know

Q46. How many sites in the UK does your organisation operate from?

1

2

3

4

5-10

11-50

51-250

250

Prefer not to say

Q47. How many employees does your organisation have in the UK?

0 (sole trader)

1 to 9 employees (micro)

10 to 49 employees (small)

50 to 249 employees (medium)

250+ employees (large)

Prefer not to say

Q48. Which of the following best defines the core activity of your organisation?

Agriculture, forestry and fishing

Mining and quarrying

Energy or water service & supply

Manufacturing

Construction

Wholesale and retail trade (including motor vehicles repair)

Transport and storage

Hotels & catering

IT and Communication

Finance and insurance activities

Real estate activities

Professional, scientific and technical activities

Administrative and Support Service Activities

Public administration and defence

Education

- Human health and social work activities
- Arts, entertainment and recreation
- Other service activities
- Other (please specify)
- Prefer not to say

## Classification Questions

Q49. SKIP

Q50. Thank you. Would you be willing to be contacted again if we need to clarify any of the answers you have given today?

- Yes
- No

Thank you. This research was conducted under the terms of the MRS code of conduct and is completely confidential.

Q51. **CATI ONLY** Interviewer Confirmation

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

- Yes
- No

### SYSTEM INFORMATION

Time interview completed:

Grid style for mobiles: [click here for example](#)

- GM 1  to force mobiles to show grid (for small grids)
- GAR 1  to show vertical text for answer headings
- GAR 2  to show vertical text for answer headings on mobile devices only

Questionnaire Style (default is 7): [Click here for details](#)

Choose base format:

- Accis3
- Accis4
- Accis5
- Accis6
- Accis7
- Accis8

Choose variations:

- Question and answer fonts (full list: <https://fonts.google.com/>)
- Header font
- Tick box style (1-6)
- Next/previous button style (1-3)
- Font colour (use HEX code [http://html-color-codes.info/#HTML\\_Color\\_Picker](http://html-color-codes.info/#HTML_Color_Picker)) #

**Other colours:** Note that CLR1 and CLR6 change a number of different elements (to easily keep the colours consistent)

- CLR1 #  Progress bar border, progress colour, button colour
- CLR2 #  Progress bar background colour
- CLR3 #  Page background colour
- CLR4 #  Header background colour (if different from CLR1)
- CLR5 #  Header font colour
- CLR6 #  Border colour for selected checkbox and checkbox border colour when hovered over (if different from CLR1)
- CLR7 #  Background colour for selected checkbox (if different from CLR1)
- CLR8 #  Tick/circle colour for selected checkbox