



Questionnaire: Climate Change Research - B2B



Client name:	United Utilities
Project name:	Climate Change Research - BUSINESS
Job number:	7609
Methodology:	ONLINE PANEL
Version	4

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?
	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?
Labelling	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?
	Is the phrasing of each question complete, simple and easily read on screen and aloud?
Language	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?
	Have options for 'other, don't know etc.' been deployed appropriately?
NR	Do all sensitive or personal questions include 'Prefer not to say'?
	Are answer options coded correctly (Unique, sequential order 1~79)
	Are all DK/PNTS options coded correctly? (80~99)
Code labels	<ul style="list-style-type: none"> • Other (80 - 82) • Don't know (85) • Prefer not to say / refused (86) • None of the above / not applicable (87) • Can't remember (88) • Not stated / not answered (89)
Quality	Does this survey require any of the following? Include if appropriate
	<ul style="list-style-type: none"> • Contact collection for further research • Contact collection for interviewer validation



- Attention or data quality check questions

Have you proof-read the questionnaire for spelling and grammatical errors?

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

Initials

Date

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 business customers to understand more about their 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.

We are very keen to understand the views of the person responsible for utility bills, including water in your organisation.

QUOTAS –TOTAL 100 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 responsible for selecting and/or managing utility suppliers, including water and do you know the size of your organisation's water bills?

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.

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



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.

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 & Engineering	CHECK QUOTAS	
11	Government/ Public Sector	CHECK QUOTAS	
12	Entertainment / Culture / Sport	CHECK QUOTAS	
13	Wholesale	CHECK QUOTAS	
14	Retail	CHECK QUOTAS	
15	Healthcare and Social work – public sector	CHECK QUOTAS	



16	Healthcare and Social work – private sector	CHECK QUOTAS	
17	Agriculture / Forestry / Fishing	CHECK QUOTAS	
18	Energy / Utilities	CHECK QUOTAS	
19	Education	CHECK QUOTAS	
80	Other (Please Specify)	CHECK QUOTAS	
86	I'd rather not say		CLOSE
85	Don't know		CLOSE

INFO-S1.

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. United Utilities is a wholesale water and wastewater company. Its responsibility is to ensure that safe clean water reaches your business and that wastewater is removed from business premises.

Please click 'next' to continue.

S10.

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		

INFO-S2. Base: United Utilities (18) or Don't Know (85) selected at S10.

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.



MAIN QUESTIONNAIRE

Q01.

Base: All respondents

On a scale of 1-10, where 1 is not at all concerned and 10 is extremely concerned, as a business, 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	More concerned about the impact of climate change		
2	Less 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, businesses, gardens and local areas from being affected by sewer flooding		
99	We're just checking that you're paying attention. Please select "Agree" on this row		CLOSE IF NOT "AGREE" ON THIS QUESTION.
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		

Q05b. BUSINESS ONLY

Base: All respondents

Have you thought about how climate change could impact your business?

How prepared do you feel your business is for the impacts of climate change?

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 you as a business.

Please give you answer as a percentage out of 100%. So, if you feel the business 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	Business (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 as a business 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	Drought <i>(Extended periods of lower than average rainfall)</i>		
2	Sewer flooding <i>(Flooding of sewers causing an overflow into internal and external drains)</i>		
3	Asset flooding <i>(Flooding of water company infrastructure)</i>		
4	Power cuts <i>(Outages affecting water company processes and the public)</i>		
5	Impact on the natural environment <i>(Biodiversity loss, pollution, damage to ecosystems and land)</i>		
6	Greenhouse gas emissions and fossil fuel use <i>(Emissions of carbon dioxide and other climate change causing gases)</i>		
7	Agriculture and food supply <i>(Changing land conditions and their impact on food supply)</i>		
8	Health and wellbeing <i>(Impact of extreme hot and cold weather conditions on individuals)</i>		



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

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 as a business 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]



Q10.

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 our 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, rivers 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

Has your business ever been affected by sewer flooding?

SINGLE CODE

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

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 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 as a business 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 is 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 is 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 nd 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 as a business 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 is 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 is 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	FIXED, EXCLUSIVE	

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 as a business 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 is 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 is 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 as a business 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?]

Q019.

Base: All respondents

Below is a list of actions United Utilities are taking to tackle the impact climate change has on the region's 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, by encouraging more efficient use of water, 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	FIXED, EXCLUSIVE	

Q020.

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 ⁽ⁱ⁾ 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 may make on your assets in your business.

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