Questionnaire: DWMP Acceptability Research

Client name:	United Utilities
Project name:	DWMP Acceptability **NON–HOUSEHOLD**
Job number:	8928
Methodology:	V1

Notes on this document

- Instructions in CAPS are for computer programming
- Instructions in *italics* are for telephone interviewers
- **Bold** or underlined words are for emphasis within a question
- Different question types have different numbers:
    - Screener questions are labelled S01, S02, S03 etc.
    - Main survey questions are labelled Q01, Q02, Q03 etc.
    - Further demographic / classification questions are labelled C01, C02, C03 etc.
    - Number codes are included on each question for data processing purposes

Questionnaire quality checklist

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

	Are quotas or sampling requirements clearly specified?	
Labelling	Is the script labelled with the client name, job, project code and version?	
	Do all questions have a unique number?	
	Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions?	
	Have all information pages been entered correctly as 'INFO1', 'INFO2'…	
	Have all notes to data (which aren't questions) been entered onto one line starting with 'DP NOTE:'?	
	Is each question to one of the specified question types? (See 'labelling_questionnaire.xls' in your project file if you aren't sure).	
	Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)?	
Routing, ordering	Does each question have a base description which begins 'Base:'?	
	Are routing instructions easy to understand, do they reference the correct questions earlier in the survey?	
	Are exclusive and fixed codes identified where necessary?	
	Are answer lists ordered or randomized appropriately?	
Language	Is the phrasing of each question complete, simple and easily read on screen and aloud?	
	Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)?	
	Do the answer codes of closed questions relate directly to the question?	
NR	Have options for 'other, don't know etc.' been deployed appropriately?	
	Do all sensitive or personal questions include 'Prefer not to say'?	
Code labels	Are answer options coded correctly (Unique, sequential order 1~79)	
	Are all DK/PNTS options coded correctly? (80~99) • 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 • 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 who provides water and wastewater services to the North West of England. They would like to hear from customers to understand more about their views on how best to manage wastewater in the future.

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. United Utilities still works to ensure the quality and continuity of your water supply and sewerage services, so your business is still a customer of these services. We would really appreciate it if you could spare 20 minutes of your time to give your feedback which will be used to inform United Utilities' future plans.

DJS Research is a Market Research Society partner and as such we operate in accordance with their Code of Conduct, which guarantees anonymity and there would be strictly no sales or other contact resulting from doing this survey.

If you have any concerns, you can check our credentials with The Market Research Society by calling 0500 396 999, and you can view our privacy statement on our website http://www.djsresearch.co.uk/content/page/terms.

To start the survey, please press 'next' below.

QUOTAS –TOTAL 150 INTERVIEWS
Quota breakdown available in questionnaire folder

Regions	Count	%
Cumbria	15	10%
Greater Manchester	54	36%
Lancashire	32	21%
Merseyside	25	17%
Cheshire	24	16%
Size	**Count (disproportionate)**	**% (disproportionate)**
Micro (0-9 employees)	86	58%
Small (10-49 employees)	34	23%

Medium (50-249 employees)	15	10%
Large (250+ employees)	15	10%

SCREENER QUESTIONS

INFO1

To start with, we would like to find out a bit more about your business so we can check you fit the criteria for the research.

C04.

Base: All respondents

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

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Agriculture, Forestry and Fishing		
2	Mining and Quarrying		
3	Manufacturing		
4	Electricity, Gas, Steam and Air Conditioning Supply		
5	Water Supply, Sewerage, Waste Management and Remediation Activities		
6	Construction		
7	Wholesale and Retail Trade (mechanic, hairdresser, café etc.)		
8	Transportation and Storage		
9	Accommodation and Food Service Activities		
10	Information and Communication		
11	Financial and Insurance Activities		
12	Real Estate Activities		
13	Professional, Scientific and Technical Activities		
14	Administrative and Support Service Activities		
15	Public Administration & Defence, and Compulsory Social Security		
16	Education		
17	Human Health and Social Work Activities		
18	Arts, Entertainment and Recreation		
19	Other Service Activities		
20	Other / None of these		THANK AND CLOSE

S01.

Base: All respondents

Is your business run from 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

S02.

Base: All respondents

Are you responsible for selecting and/or managing utility suppliers, including water, and do you have sight of the company's water bills?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Yes		Continue
2	No		Screen out
3	Don't Know		Screen out

S07

All respondents

DP NOTE: Group S07 and S07b on same page

Please enter your EXACT job title in the space provided.
TEXT RESPONSE

Code	Answer list	Scripting notes	Routing
		OPEN	

S07b

All respondents

Please add a brief description of your involvement in making decisions regarding your business's water provider.
TEXT RESPONSE

Code	Answer list	Scripting notes	Routing
		OPEN	

S03

Base: All respondents

How many employees are there in total in the business?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	1-9 (Including yourself)		Continue
2	10-49		Continue
3	50-99		Continue
4	100-249		Continue
5	250-499		Continue
6	500+		Continue
7	Don't know		Continue

S05

Base: All respondents

In which of part of the United Utilities region are your premises located?

Please select all that apply

MULTI CODE

Code	Answer list	Scripting notes	Routing
1	Cumbria		
2	Merseyside		
3	Greater Manchester		
4	Lancashire		
5	Cheshire		
6	None of these		Screen out
85	I'm not sure		Screen out

S06

Base: All respondents

Approximately what is your business's average annual water and sewerage services bill?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Less than £500 per year		Continue
2	£500 to £1,499 per year		Continue
3	£1,500 to £2,999 per year		Continue
4	£3,000 to £9,999 per year		Continue
5	£10,000 to £14,999 per year		Continue
6	£15,000 to 29,999 per year		Continue

7	£30,000 to £49,999 per year		Continue
8	£50,000 or more per year		Continue
9	Don't know		Continue

Q01
Base: All respondents

On a scale of 1-10, where 1 is not at all concerned and 10 is extremely concerned, how concerned is your business you about the following?

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	1 - Not at all concerned		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 - Extremely concerned		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Reducing carbon emissions		
2	Flooding		
5	Pollution		
7	Future gas supplies and energy prices		
8	The availability of future water supplies		
9	Conservation / loss and creation of natural habitats		

Q02. Base: All respondents

I'd now like you to say if you've ever experienced or noticed any of the following situations at your premises?

SINGLE GRID, RANDOMISE STATEMENTS

Code	Answer list	Scripting notes	Routing
1	Yes, within the last year		
2	Yes, 1-3 years ago		
3	Yes, more than 3 years ago		
4	Never		
85	I'm not sure		

Code	Statement list	Scripting notes	Routing
1	Discoloured water		
2	Poor water taste or odour		
3	Sewer flooding inside your business		
4	Sewer flooding outside but within your business's property boundary		
10	Sewer flooding outside of your business's property boundary		
5	Low water pressure		
7	An instruction to boil your drinking water		
8	Interruptions to water supply		
9	Inconvenienced by limescale		

INFO2
Base: All respondents

Wastewater, whether it comes from flushing the toilet or from rain falling onto roofs and roads, needs to be collected, treated, and sent safely back to the environment.

However, going forward the North West faces the following challenges in how wastewater is managed:

- A changing climate – this is causing drier summers, which is affecting our water supplies, while the frequency of heavy rainfall and storms is also predicted to increase, which could result in more flooding and more spills from sewer overflows.
- More extreme weather events – more rainfall and drought will put extra pressure on the sewer system.
- A growing population – more people means there will be more wastewater to manage.
- Urban development – gardens and other green spaces are often built on or paved over increasing the amount and speed of rainwater running off roofs and roads into sewers. This can cause a higher frequency and volume of spills and flooding.
- Structural failures – sewers and pipes may collapse due to their state of repair, causing flooding and a disruption to service.
- Blockages – sewers can also become blocked from flushing the wrong things down toilets and disposing of fats and oils down sinks and drains.

To deal with these challenges, United Utilities is consulting experts, stakeholders and customers to develop a 25-year Drainage and Wastewater Management Plan (DWMP).

This plan assesses the effects of future pressures on our wastewater systems over the short, medium and long term, and what can be done to address these issues. The DWMP will play a big part in how United Utilities works in the coming years, as it will influence their future business plans to make sure that they are doing the right thing for the region both now and in the long term.

INFO2a

Have your say

United Utilities has already tested a draft version of its Drainage and Wastewater Management Plan (DWMP) with customers and stakeholders and has made improvements to it based on the feedback they received. Now, United Utilities would like to get your business's opinion on the updated plan and for your business to decide what level of investment it would prefer in areas of the plan that are not fixed by law. This covers the level of investment that United Utilities should put into things like:

- **Customer education** – raising awareness among customers and future generations about the challenges our wastewater systems face and how to change behaviours.
- **Intelligent sewers** – using real-time data and artificial intelligence to monitor 78,000km of sewers, to identify issues and blockages more quickly and be proactive in responding to issues before they occur.
- **Sewer upgrades** – repairing, upgrading, monitoring and replacing sewer pipes to prevent issues in the network.
- **Storage tanks** – making existing sewers bigger or creating large concrete tanks to store water in times of high rainfall to prevent sewer flowing or overflowing
- **Sustainable Drainage solutions** – providing areas which store water by mimicking nature, allowing more water to soak into the ground and taking pressure of the sewer system.

United Utilities has created a proposed plan based on the level of investment it thinks is best, as well as lower and higher investment options for your business to choose from.

To help inform your choices, you'll see how the different levels of investment affect:

- Water bill impact
- Inside home flooding risk
- Pollution to water environment
- United Utilities' carbon footprint
- Environmental & social benefits

Please consider how important each of these factors are to your business when selecting your preferred levels of investment. Also, please consider your business's income and expenditure remembering that:

- Any money your business pays for these improvements will not be available for you to spend elsewhere.
- Other bills may go up or down affecting the amount of money your business has to spend in general.
- Your business's water bill may also rise because of other factors and service improvements.
- Your business's bills will also be affected by how much other costs increase each year.

Other things to be aware of

- The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation).
- These bill impacts are based on the information currently available to United Utilities and is subject to change in the future.
- The bars showing the impacts are **relative** to what is achievable within the confines of variations of the plan.

The bill impact shown excludes the impact of any rises in costs to goods, services and other bills (i.e. inflation – please click here for an explanation)

If respondent clicks on 'what is inflation' display following text

Inflation is the rate of increase in prices for goods and services. So if inflation is 9% higher than 12 months earlier, 4 pints of milk which was £1 twelve months ago will now cost £1.09. Incomes and pensions can also rise in line with inflation which can offset the increase in cost of goods and services.

Q06a

Base: All respondents

Which level of investment do you prefer?

SINGLE CODE

DP NOTE: IMPACTS TO MOVE IN LINE WITH SPREADSHEET.

Code	Answer list	Scripting notes	Routing
1	Higher level of investment		
2	United Utilities' Proposed level of investment		
3	Lower level of investment		

Q06b

What made you choose this level of investment?

OPEN

Q13NEWb

Base: All respondents

And how acceptable do you think United Utilities' proposed plan is?

[IMAGE OF UU PLAN IMPACTS]

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very acceptable		
2	Acceptable		
3	Unacceptable		
4	Very Unacceptable		
85	Don't know		

Q13NEWC

Base: respondents who think UU's plan is acceptable (Q13NEWb = 1 OR 2)

What is the main reason you think the proposed plan is acceptable?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q13NEWD

Base: respondents who think UU's plan is unacceptable (Q13NEWb = 3 OR 4)

What is the main reason you think the proposed plan is unacceptable?

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q15NEW

Base: All respondents

Taking into account other bill increases you may have experienced recently (e.g. energy bills), how reasonable do you feel that the bill increases mentioned in the exercise were?

Single code

Code	Answer list	Scripting notes	Routing
1	Very reasonable		
2	Fairly reasonable		
3	Neutral		
4	Fairly unreasonable		
5	Very unreasonable		
85	Don't know		

Q14

Base: All respondents

Before we move on, can I just check how easy or difficult it was to do the exercise you've just completed on United Utilities' proposed plan?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	Very easy		
2	Easy		
3	Quite difficult		
4	Difficult		
5	Very difficult		
85	Don't know		

Q14b

Base: Those who found the exercise very-quite difficult (Q14/3-5)

What made the exercise difficult? Please give as much detail as possible.

Code	Answer list	Scripting notes	Routing
1	(OPEN RESPONSE)		
85	Don't know		

Q14b

Base: Those who found the exercise very-quite difficult (Q14/3-5)

To finish the survey, please could you provide a little more information about your business. This information will be treated as confidential and help check that we have surveyed a wide range of customers across the United Utilities region

C01
All respondents

How many sites does your business have?

SINGLE CODE

Code	Answer list	Scripting notes	Routing
1	One site		Continue
2	Multiple sites (specify)		Continue
3	Don't know		Continue

C02.

Base: All respondents

How does your organisation mainly use water? Please select all that apply.

MULTI CODE

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.)		Continue
2	The supply of services your organisation provides (e.g. cleaning services etc.)		Continue
3	An ingredient or part of the product or service your organisation provides (e.g. food or		Continue

	drink, chemical, cosmetics manufacturer etc.)		
4	Normal domestic use for your organisation's customers and employees (e.g. customer toilets, supply of drinking water)		Continue
5	None of the above		Continue
85	Don't Know		Continue

D01

Base: All respondents

To finish, how much do you agree or disagree with the following 4 statements:

Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

1-10 SCALE. 0 STRONGLY DISAGREE. 10 STRONGLY AGREE. ALLOW DK. RANDOMISE ORDER.

Code	Answer list	Scripting notes	Routing
1	1 – Strongly disagree		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10	10 – Strongly agree		
85	I'm not sure		

Statement number	Statement	Scripting notes	Routing
1	I feel I understood the issue and the information presented to me		
2	It is difficult for customers to give informed opinions on these issues		
3	It is important that United Utilities ask customer's views on these issues		

4	It has been good taking part in this research and sharing my views on this topic		

D02.

Base: All CAPI respondents

a) We would like to collect your contact details for quality checking purposes. Are you happy to provide them for this purpose?

INTERVIEWER: YOU MUST OBTAIN TELEPHONE NUMBERS FOR AT LEAST 70% OF INTERVIEWS

Code	Answer list	Scripting notes	Routing
1	Yes		
2	No		

b) Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

SINGLE RESPONSE

Code	Answer list	Scripting notes	Routing
1	Yes	-	
2	No	-	

*Quality checking: If collecting for **quality checking purposes** you **must** obtain the respondent's **name and phone number**.*

Code	Answer list	Scripting notes	Routing
1	Name	OPEN,FORCE ANSWER UNLESS REFUSED	
2	Email	OPEN	
3	Telephone number	OPEN, FORCE IF C02a=1 UNLESS REFUSED	
86	Refused	EXCLUSIVE	

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