



## QUALITATIVE QUESTIONNAIRE: NON-HOUSEHOLD

Case No (office use only)					Project Title : United Utilities LTDS Customer Ambitions
PwC Research Interviewer No:					Job No : Q Date :
Interview Date : (must be completed)	dd/mm/yy				Attended : <span style="float: right;">Yes <span style="margin-left: 100px;">No</span></span>
					Interview length (must complete) <span style="float: right;">[ ] [ ] [ ] [ ]</span>

**PLEASE COMPLETE ADDRESS DETAILS ON BACK PAGE**

<p>D1 GENDER (QUOTA)</p> <table style="width: 100%; border: none;"> <tr><td style="text-align: right;">Male</td><td style="text-align: right;">1</td></tr> <tr><td style="text-align: right;">Female</td><td style="text-align: right;">2</td></tr> <tr><td style="text-align: right;">Other</td><td style="text-align: right;">3</td></tr> <tr><td style="text-align: right;">Prefer not to say</td><td style="text-align: right;">4</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">RECRUIT A MIX</p> <p>D2 JOB TITLE OF RESPONDENT</p> <hr style="border: 0.5px solid black; margin: 5px 0;"/> <p>D3 Which industry would you classify your business as working in? (write in and code below)</p> <p>-----</p> <table style="width: 100%; border: none;"> <tr><td>1. HOTELS/RESTAURANTS</td><td style="text-align: right;">1</td></tr> <tr><td>2. BUSINESS SERVICES</td><td style="text-align: right;">2</td></tr> <tr><td>3. TECHNOLOGY</td><td style="text-align: right;">3</td></tr> <tr><td>4. PROPERTY</td><td style="text-align: right;">4</td></tr> <tr><td>5. FOOD &amp; BEVERAGES</td><td style="text-align: right;">5</td></tr> <tr><td>6. TRAVEL &amp; LEISURE</td><td style="text-align: right;">6</td></tr> <tr><td>7. MANUFACTURING</td><td style="text-align: right;">7</td></tr> <tr><td>8. EDUCATION</td><td style="text-align: right;">8</td></tr> <tr><td>9. RETAIL</td><td style="text-align: right;">9</td></tr> <tr><td>10. TRANSPORT</td><td style="text-align: right;">10</td></tr> <tr><td>11. WHOLESALE</td><td style="text-align: right;">11</td></tr> <tr><td>12. RETAIL</td><td style="text-align: right;">12</td></tr> <tr><td>13. OTHER</td><td style="text-align: right;">13</td></tr> <tr><td>14. PUBLIC SECTOR</td><td style="text-align: right;">14</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">RECRUIT MIX OF SECTORS / INDUSTRIES</p>	Male	1	Female	2	Other	3	Prefer not to say	4	1. HOTELS/RESTAURANTS	1	2. BUSINESS SERVICES	2	3. TECHNOLOGY	3	4. PROPERTY	4	5. FOOD & BEVERAGES	5	6. TRAVEL & LEISURE	6	7. MANUFACTURING	7	8. EDUCATION	8	9. RETAIL	9	10. TRANSPORT	10	11. WHOLESALE	11	12. RETAIL	12	13. OTHER	13	14. PUBLIC SECTOR	14		<p>D4 How many employees are there within your business?</p> <table style="width: 100%; border: none;"> <tr><td style="text-align: right;">Less than 10 employees</td><td style="text-align: right;">1</td></tr> <tr><td colspan="2" style="text-align: center;">-----</td></tr> <tr><td style="text-align: right;">11-24 employees</td><td style="text-align: right;">2</td></tr> <tr><td style="text-align: right;">25-49 employees</td><td style="text-align: right;">3</td></tr> <tr><td style="text-align: right;">50-99 employees</td><td style="text-align: right;">4</td></tr> <tr><td style="text-align: right;">100 - 149 employees</td><td style="text-align: right;">5</td></tr> <tr><td style="text-align: right;">150-199 employees</td><td style="text-align: right;">6</td></tr> <tr><td style="text-align: right;">200-249 employees</td><td style="text-align: right;">7</td></tr> <tr><td style="text-align: right;">250-499 employees</td><td style="text-align: right;">8</td></tr> <tr><td style="text-align: right;">500-1000 employees</td><td style="text-align: right;">9</td></tr> <tr><td style="text-align: right;">1000 + employees</td><td style="text-align: right;">10</td></tr> <tr><td style="text-align: right;">Don't know</td><td style="text-align: right;">11</td></tr> </table> <p style="color: red; font-weight: bold; margin-top: 10px;">RECRUIT A MIX OF SMALL/MEDIUM/LARGE BUSINESSES</p> <p style="color: red; font-weight: bold; margin-top: 10px;">SMALL BUSINESSES = 11-49 EMPLOYEES (CODES 2-3)</p> <p style="color: red; font-weight: bold; margin-top: 10px;">MEDIUM BUSINESS = 50-249 EMPLOYEES (CODES 4, 5, 6, 7)</p> <p style="color: red; font-weight: bold; margin-top: 10px;">LARGE BUSINESS = 250+ EMPLOYEES (CODES 8, 9, 10)</p>	Less than 10 employees	1	-----		11-24 employees	2	25-49 employees	3	50-99 employees	4	100 - 149 employees	5	150-199 employees	6	200-249 employees	7	250-499 employees	8	500-1000 employees	9	1000 + employees	10	Don't know	11
Male	1																																																													
Female	2																																																													
Other	3																																																													
Prefer not to say	4																																																													
1. HOTELS/RESTAURANTS	1																																																													
2. BUSINESS SERVICES	2																																																													
3. TECHNOLOGY	3																																																													
4. PROPERTY	4																																																													
5. FOOD & BEVERAGES	5																																																													
6. TRAVEL & LEISURE	6																																																													
7. MANUFACTURING	7																																																													
8. EDUCATION	8																																																													
9. RETAIL	9																																																													
10. TRANSPORT	10																																																													
11. WHOLESALE	11																																																													
12. RETAIL	12																																																													
13. OTHER	13																																																													
14. PUBLIC SECTOR	14																																																													
Less than 10 employees	1																																																													
-----																																																														
11-24 employees	2																																																													
25-49 employees	3																																																													
50-99 employees	4																																																													
100 - 149 employees	5																																																													
150-199 employees	6																																																													
200-249 employees	7																																																													
250-499 employees	8																																																													
500-1000 employees	9																																																													
1000 + employees	10																																																													
Don't know	11																																																													

DATE OF DEPTH/GROUP :	TIME OF DEPTH/GROUP :	TYPE :	LOCATION :
-----------------------	-----------------------	--------	------------



**INTRODUCTION:** Good morning/afternoon/evening, my name is .... from PwC Research. We are conducting some research for United Utilities, a local water and wastewater provider, to understand customer views, long term priorities, and expectations.

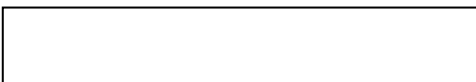
The research will involve a 90 minute online group with a trained researcher. Following this, you may be asked to take part in a further stage of the research, which would consist of a 15 minute follow up interview. You will receive £XX as a thank you for taking part.

The interview will be conducted in English - you will need to speak and write fluent English - are you interested in taking part?

Q0	<p>Before we can proceed, I need to let you know that the details you provide to us will be used for this specific research project and for no other purpose.</p>		
	<p><b>READ OUT TO ALL:</b></p>		
	<p>Your participation in this research is optional. By agreeing to take part, your personal details (including any audio, video and typed up transcripts of interviews) will be held securely on our systems for 12 months. After this point, your personal data will be permanently deleted from our systems.</p>		
	<p>For more information on how we store and use your personal data, please see our Privacy Statement: <a href="https://www.pwcresearch.com/uc/privacystatement/">https://www.pwcresearch.com/uc/privacystatement/</a></p>		
	<p>If you wish to speak to someone in relation to this study, please contact <b>Katie Jones</b> - <a href="mailto:katie.x.jones@pwc.com">katie.x.jones@pwc.com</a> (+44 7967 707174)</p>		
	<p>Are you happy for us to proceed and therefore happy for us to process your personal data for the purposes of this research as further described in the Privacy Statement and key information above?</p>		
	<p style="text-align: right;">Yes -----</p>		
	<p style="text-align: right;">No ----- No and I do not want to be contacted again, please remove my details</p>	<p>(S) 1</p>	<p>Q1 ----</p>
	<p style="text-align: right;">----- I'm not sure – I need more information</p>	<p>2 3</p>	<p>----- T&amp;C ----</p>
	<p><b>IF CODE 2 OR 3, THANK AND CLOSE. IF CODE 3, RECRUITER TO FLAG WITH PROJECT MANAGER</b></p>	<p>4</p>	<p>----- Provide link</p>
Q1	<p>Firstly, can I just check if you or any members of your family or friends work or have ever worked in any of the following industries?</p>		



			(M)	
		Marketing	1	
		Market Research	2	
		Journalism	3	
		Utilities (water and energy providers)	4	
		Utility regulators (eg, Ofgem, Ofwat)	5	T&C
		-----	----	----
		None of these	6	Q2
	<p><b>T&amp;C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO WORKS IN THAT PARTICULAR INDUSTRY</b></p>			
Q2	And have you attended any discussions for the purpose of market research during the past 6 months?			
		Yes	(S)	
		-----	1	T&C
		No	----	----
			2	Q3
	<p><b>T&amp;C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO HAS ATTENDED ANY DISCUSSIONS FOR THE PURPOSE OF RESEARCH DURING THE PAST 6 MONTHS</b></p>			
Q3	And can I just confirm that you have business premises (ie, you don't work solely from home)?			
		Yes, we <u>have</u> business premises	1	Q4
		-----	----	----
		No, we <u>don't</u> have business premises	2	T&C
	<p><b>T&amp;C – THANK YOU FOR HELP SO FAR BUT UNFORTUNATELY WE CAN ONLY INTERVIEW PEOPLE HAVE WHO HAVE A BUSINESS PREMISE ON THIS OCCASION</b></p>			
Q4	Which county in the UK do you have your business premises in / are you based?			
			(S)	
		Cheshire	1	
		Cumbria	2	
		Greater Manchester	3	
		Lancashire	4	Q5
		Merseyside	5	
		-----	---	
		None of the above	6	T&C





<p><b>NOTE - RECRUITER TO ASK FOR TOWN AND POSTCODE.</b></p> <p><b>RECRUIT AT LEAST ONE PARTICIPANT PER COUNTY ACROSS THE TWO GROUPS. NO MORE THAN ONE PARTICIPANT PER COUNTY AREA PER GROUP.</b></p> <p><b>T&amp;C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO PLANS TO LIVE IN THE UK FOR LESS THAN A YEAR</b></p>		
Q5	<p>What involvement, if any, do you have in dealing with your organisations / company's water supplier and paying your organisations / company's water bill?</p> <p style="text-align: right;">I am solely responsible I have joint responsibility --- I don't have any involvement</p> <p><b>ALL TO CODE 1 OR 2</b></p> <p><b>T&amp;C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO IS NOT INVOLVED IN DECISIONS FOR THEIR HOUSEHOLD UTILITIES</b></p>	<p>(S)</p> <p>1 2 — 3</p> <p>Q6 — T&amp;C</p>
Q6	<p>Who is your current water supplier?</p> <p style="text-align: right;">United Utilities Other</p> <p><b>ALL TO BE A UNITED UTILITIES CUSTOMER</b></p> <p><b>T&amp;C – THANK YOU FOR YOUR HELP SO FAR BUT UNFORTUNATELY ON THIS OCCASION I AM NOT ALLOWED TO INTERVIEW ANYONE WHO IS NOT A SOUTHERN WATER CUSTOMER</b></p>	<p>(S)</p> <p>1 2</p> <p>Q7 T&amp;C</p>
Q7	<p>Which of the following options apply to you, in relation to the supply of water to your organisation? Water is vital for...</p> <p>...the manufacturing process which is essential to the running of our organisation (eg, to power machinery, agricultural production, etc)</p> <p>-----</p> <p>... the supply of services our organisation provides (eg, cleaning services, hospitals, hotels)</p> <p>-----</p> <p>...an ingredient or part of the product or service your organisation provides (eg, food or drink, chemical, cosmetics, manufacturer, etc)</p>	<p>(S)</p> <p>1 ----- 2 ----- 3</p> <p>Q8</p>



----- ...normal domestic use for our customers and employees (ie, toilets, supply of drinking water) -----	4	
None of the above	5	
<p><b>HIGH USAGE = CODE 1</b>  <b>MEDIUM - LOW USAGE = CODES 2-5</b></p>		

**FOR THE PURPOSE OF MARKET RESEARCH**  
 We are conducting some research about your views and expectations of United Utilities long term priorities and would like to invite you to take part. This will involve a 90 minute online group video interview with a trained researcher. There will also be the possibility of a short follow up interview.  
 You will receive £XX as a thank you for taking part. Would you be interested in taking part?

Q9	<p><b>MUST BE ASKED OF ALL</b></p> <p>There will be a follow up stage to this research involving a proportion of respondents to take part in a 15 minute telephone interview.</p> <p>Would you be happy for us to re-contact you again in the future about taking part in further stages of this research project?</p> <p style="text-align: right;">Yes (S) 1 No 2</p> <p><b>RECORD ALL RESPONSES (NOT A CONDITION FOR RECRUITMENT)</b></p>	Q10
Q10	<p><b>MUST BE ASKED OF ALL -</b></p> <p>We will be video recording the discussion.</p> <p>This is for market research purposes only and will not be put into the public domain i.e. it will not be shared with the media or on social media.</p> <p>It may be shared with the sponsor of the research but they will only use the footage internally and they will not use it for marketing or share it externally.</p> <p style="text-align: right;">(S)</p>	



	I am happy for the discussion to be recorded ----- I am not happy for the discussion to be recorded	1 2	Q11 T&C
Q11	Do you have internet access at home?  <b>NOTE - WE WILL SEEK TO ACCOMMODATE THOSE WITHOUT INTERNET ACCESS</b>	(S) Yes 1 No 2	Q12
Q12	We will need to share some information with you on the screen during the interview, so you will need to join the call using a tablet or laptop ideally - What device will you be completing the interview on?  <b>NOTE- WE WILL POST STIMULUS TO ANY PARTICIPANTS COMPLETING ON A SMARTPHONE</b>	Laptop (S) Tablet 1 Smartphone 2 3	
Q13	The market research project has been classified as highly confidential. I understand the confidential nature of the information I may receive as part of the market research and I agree not to disclose or discuss such information with anyone outside of the research session  <b>ALL MUST AGREE NOT TO DISCLOSE OR DISCUSS THE RESEARCH OUTSIDE OF THE RESEARCH SESSION</b>	Agree (S) 1 Disagree 2	T&C

**Thank and close – inform respondent that they may be contacted as part of our quality control procedure to check that this interview has been carried out in accordance with the MRS Code of Conduct.**

Was this interview supervised/accompanied?	Yes 1 No 2	
<b>Supervisor Signature :</b>		
<b>Supervisor print name :</b>		



I DECLARE THAT THIS INTERVIEW WAS CONDUCTED ACCORDING TO THE INSTRUCTIONS GIVEN, AND THE MRS CODE OF CONDUCT, WITH A PERSON WHO WAS NOT KNOWN TO ME.

Signed :

Print :

PLEASE CHECK YOU HAVE PUT YOUR INTERVIEWER NUMBER ON THE TOP AND THE INTERVIEW DATE

PLEASE COMPLETE THE NAME AND ADDRESS SECTION ON THE FOLLOWING PAGE. FOR DATA PROTECTION PURPOSES THIS WILL BE REMOVED ONCE THE RESEARCH IS COMPLETE

PLEASE COMPLETE ADDRESS DETAILS IN BLOCK CAPITALS

NAME :

ADDRESS :

POST CODE (*Please collect this as minimum*) : .....

CONTACT NO :

EMAIL ADDRESS :