

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 1

Q.1 Which of the following best describes your role in relation to utilities for your organisation...?

Paying or processing utility bills

Base: All respondents

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
I am solely responsible	296	142	154	75	35	32	209	21	14	6	18	142	154	10	50	68	71	65	32
	59%	46%	79%	60%	44%	31%	79%	54%	44%	40%	53%	60%	58%	77%	59%	56%	56%	57%	78%
		e	acd	ade			ghj												nopq
I have some responsibility	79	65	14	24	15	26	24	10	8	3	9	37	42	-	17	24	16	18	4
	16%	21%	7%	19%	19%	25%	9%	26%	25%	20%	26%	16%	16%	-	20%	20%	13%	16%	10%
		b		b	b	b		f	f		f								
I am not directly responsible but have some influence	34	29	5	7	7	15	8	2	5	1	2	14	20	2	6	8	10	4	4
	7%	9%	3%	6%	9%	15%	3%	5%	16%	7%	6%	6%	8%	15%	7%	7%	8%	3%	10%
		bc			b	abc			f										
I do not hold any responsibility or influence	93	71	22	20	22	29	25	6	5	5	5	44	49	1	12	21	30	28	1
	19%	23%	11%	16%	28%	28%	9%	15%	16%	33%	15%	19%	18%	8%	14%	17%	24%	24%	2%
		bc			bc	bc									r	r	r	r	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 2  
**Q.1 Which of the following best describes your role in relation to utilities for your organisation...?**  
**Paying or processing utility bills**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
I am solely responsible	296	22	41	26	27	17	40	50	44	29	109	42	28	33	27	21	18
	59%	69%	64%	55%	64%	37%	69%	56%	55%	67%	78%	71%	65%	62%	54%	42%	39%
		e	e		e		e	e		e	nop	pq	pq	pq			
											q						
I have some responsibility	79	2	11	8	6	10	8	19	11	4	11	7	6	7	8	12	14
	16%	6%	17%	17%	14%	22%	14%	21%	14%	9%	8%	12%	14%	13%	16%	24%	30%
																k	kl
I am not directly responsible but have some influence	34	3	5	2	1	3	4	7	5	4	3	5	3	5	5	4	6
	7%	9%	8%	4%	2%	7%	7%	8%	6%	9%	2%	8%	7%	9%	10%	8%	13%
												k		k	k		k
I do not hold any responsibility or influence	93	5	7	11	8	16	6	14	20	6	16	5	6	8	10	13	8
	19%	16%	11%	23%	19%	35%	10%	16%	25%	14%	12%	8%	14%	15%	20%	26%	17%
						bfgi			bf							kl	

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 3  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
Paying or processing utility bills  
Base: All respondents

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
I am solely responsible	296	3	1	15	-	3	7	25	10	10	21	12	8	44	8	1	24	10	33	15	46
	59%	50%	50%	41%	-	100%	78%	64%	63%	71%	66%	60%	62%	53%	40%	100%	44%	53%	80%	63%	70%
I have some responsibility								c			c								cmp		cmp
	79	3	1	10	-	-	2	8	1	1	4	2	2	15	8	-	9	2	5	2	4
	16%	50%	50%	27%	-	-	22%	21%	6%	7%	13%	10%	15%	18%	40%	-	16%	11%	12%	8%	6%
I am not directly responsible but have some influence				t				t						t							
	34	-	-	5	2	-	-	2	3	-	3	1	2	6	1	-	1	5	1	2	-
	7%	-	-	14%	100%	-	-	5%	19%	-	9%	5%	15%	7%	5%	-	2%	26%	2%	8%	-
I do not hold any responsibility or influence				pt							t			t							
	93	-	-	7	-	-	-	4	2	3	4	5	1	18	3	-	21	2	2	5	16
	19%	-	-	19%	-	-	-	10%	13%	21%	13%	25%	8%	22%	15%	-	38%	11%	5%	21%	24%
														r			gjm				r
																	r				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 4  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
Paying or processing utility bills  
Base: All respondents

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
I am solely responsible	296	296	-	-	-	269	16	5	6	296	16	5	-	86	203	93	30	63	91	132	53	79	84	169
	59%	100%	-	-	-	94%	19%	14%	6%	94%	15%	10%	-	65%	58%	61%	64%	59%	63%	60%	60%	59%	67%	65%
		bcd				fgh	h			jkl	l													
I have some responsibility	79	-	79	-	-	12	59	5	3	12	79	5	-	23	50	34	10	24	13	48	22	26	8	47
	16%	-	100%	-	-	4%	70%	14%	3%	4%	76%	10%	-	17%	14%	22%	21%	23%	9%	22%	25%	20%	6%	18%
			acd				egh	eh			ikl	il				r	r	r		v	v	v		z
I am not directly responsible but have some influence	34	-	-	34	-	5	6	21	2	5	6	34	-	7	26	14	3	11	7	18	8	10	5	21
	7%	-	-	100%	-	2%	7%	60%	2%	2%	6%	71%	-	5%	7%	9%	6%	10%	5%	8%	9%	8%	4%	8%
				abd			e	efh			il	ijl												
I do not hold any responsibility or influence	93	-	-	-	93	1	3	4	85	1	3	4	85	16	71	12	4	8	33	23	5	18	29	25
	19%	-	-	-	100%	*	4%	11%	89%	*	3%	8%	100%	12%	20%	8%	9%	8%	23%	10%	6%	14%	23%	10%
				abc			e	e	efg		i	i	ijk		m				opq				stu	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 5  
**Q.1 Which of the following best describes your role in relation to utilities for your organisation...?**  
**Paying or processing utility bills**  
**Base: All respondents**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
I am solely responsible	296	68	26	50	57	22	44	29
	59%	64%	55%	56%	55%	69%	55%	67%
I have some responsibility	79	17	8	19	18	2	11	4
	16%	16%	17%	21%	17%	6%	14%	9%
I am not directly responsible but have some influence	34	6	2	7	7	3	5	4
	7%	6%	4%	8%	7%	9%	6%	9%
I do not hold any responsibility or influence	93	15	11	14	22	5	20	6
	19%	14%	23%	16%	21%	16%	25%	14%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 6  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
Managing utility suppliers in my organisation  
Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
I am solely responsible	287	135	152	72	31	32	208	22	15	4	13	138	149	11	50	65	66	67	28
	57%	44%	78%	57%	39%	31%	78%	56%	47%	27%	38%	58%	56%	85%	59%	54%	52%	58%	68%
		e	acd	ade			ghj												
I have some responsibility	84	70	14	25	18	27	22	8	9	3	12	39	45	1	11	29	21	16	6
	17%	23%	7%	20%	23%	26%	8%	21%	28%	20%	35%	16%	17%	8%	13%	24%	17%	14%	15%
		b		b	b	b		f	f		f								
I am not directly responsible but have some influence	35	29	6	6	9	14	8	3	3	2	2	15	20	-	10	6	11	4	4
	7%	9%	3%	5%	11%	14%	3%	8%	9%	13%	6%	6%	8%	-	12%	5%	9%	3%	10%
		bc			b	bc									q				
I do not hold any responsibility or influence	96	73	23	23	21	29	28	6	5	6	7	45	51	1	14	21	29	28	3
	19%	24%	12%	18%	27%	28%	11%	15%	16%	40%	21%	19%	19%	8%	16%	17%	23%	24%	7%
		b			b	b											r	r	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 7  
**Q.1 Which of the following best describes your role in relation to utilities for your organisation...?**  
**Managing utility suppliers in my organisation**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
I am solely responsible	287	20	40	22	25	19	42	50	42	27	108	40	29	31	26	20	16
	57%	63%	63%	47%	60%	41%	72%	56%	53%	63%	78%	68%	67%	58%	52%	40%	35%
			e				cegh			e	nop	pq	pq	q			
											q						
I have some responsibility	84	2	12	11	7	9	8	18	12	5	10	6	3	8	12	16	15
	17%	6%	19%	23%	17%	20%	14%	20%	15%	12%	7%	10%	7%	15%	24%	32%	33%
				a											km	klm	klmn
															n		
I am not directly responsible but have some influence	35	4	3	3	3	4	2	6	7	3	3	7	5	5	3	2	5
	7%	13%	5%	6%	7%	9%	3%	7%	9%	7%	2%	12%	12%	9%	6%	4%	11%
												k	k	k			k
I do not hold any responsibility or influence	96	6	9	11	7	14	6	16	19	8	18	6	6	9	9	12	10
	19%	19%	14%	23%	17%	30%	10%	18%	24%	19%	13%	10%	14%	17%	18%	24%	22%
						bf			f								

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 8  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
Managing utility suppliers in my organisation  
Base: All respondents

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
I am solely responsible	287	2	-	17	-	3	6	25	10	9	21	11	7	42	8	1	25	9	32	16	43
	57%	33%	-	46%	-	100%	67%	64%	63%	64%	66%	55%	54%	51%	40%	100%	45%	47%	78%	67%	65%
I have some responsibility	84	2	-	9	1	-	2	6	2	3	5	2	1	16	8	-	7	5	6	3	6
	17%	33%	-	24%	50%	-	22%	15%	13%	21%	16%	10%	8%	19%	40%	-	13%	26%	15%	13%	9%
I am not directly responsible but have some influence	35	2	-	3	1	-	-	4	1	-	2	2	4	6	1	-	3	3	1	-	2
	7%	33%	-	8%	50%	-	-	10%	6%	-	6%	10%	31%	7%	5%	-	5%	16%	2%	-	3%
I do not hold any responsibility or influence	96	-	2	8	-	-	1	4	3	2	4	5	1	19	3	-	20	2	2	5	15
	19%	-	100%	22%	-	-	11%	10%	19%	14%	13%	25%	8%	23%	15%	-	36%	11%	5%	21%	23%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 9  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
Managing utility suppliers in my organisation  
Base: All respondents

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
I am solely responsible	287	269	12	5	1	287	-	-	-	287	12	5	-	88	193	95	29	66	85	130	55	75	80	164
	57%	91%	15%	15%	1%	100%	-	-	-	91%	12%	10%	-	67%	55%	62%	62%	62%	59%	59%	63%	56%	63%	63%
		bcd	d	d		fgh				jkl	l	l		n										
I have some responsibility	84	16	59	6	3	-	84	-	-	16	84	6	-	19	58	32	8	24	16	48	16	32	10	51
	17%	5%	75%	18%	3%	-	100%	-	-	5%	81%	13%	-	14%	17%	21%	17%	23%	11%	22%	18%	24%	8%	19%
			acd	ad			egh			l	ikl	il				r		r		v	v	v		z
I am not directly responsible but have some influence	35	5	5	21	4	-	-	35	-	5	5	35	-	7	27	12	3	9	7	19	7	12	4	21
	7%	2%	6%	62%	4%	-	-	100%	-	2%	5%	73%	-	5%	8%	8%	6%	8%	5%	9%	8%	9%	3%	8%
			a	abd				efh			l	ijl												
I do not hold any responsibility or influence	96	6	3	2	85	-	-	-	96	6	3	2	85	18	72	14	7	7	36	24	10	14	32	26
	19%	2%	4%	6%	91%	-	-	-	100%	2%	3%	4%	100%	14%	21%	9%	15%	7%	25%	11%	11%	11%	25%	10%
				abc				efg				ijk						oq				stu		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 10  
**Q.1 Which of the following best describes your role in relation to utilities for your organisation...?**  
**Managing utility suppliers in my organisation**  
**Base: All respondents**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
I am solely responsible	287	65	22	50	61	20	42	27
	57%	61%	47%	56%	59%	63%	53%	63%
I have some responsibility	84	19	11	18	17	2	12	5
	17%	18%	23%	20%	16%	6%	15%	12%
			e					
I am not directly responsible but have some influence	35	6	3	6	6	4	7	3
	7%	6%	6%	7%	6%	13%	9%	7%
I do not hold any responsibility or influence	96	16	11	16	20	6	19	8
	19%	15%	23%	18%	19%	19%	24%	19%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 11  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
NET: Paying or processing utility bills/ Managing utility suppliers in my organisation  
Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
I am solely responsible	314	157	157	79	38	40	218	24	16	6	18	153	161	11	55	73	73	70	32
	63%	51%	81%	63%	48%	39%	82%	62%	50%	40%	53%	65%	61%	85%	65%	60%	57%	61%	78%
		e	acd	ade			ghj												opq
I have some responsibility	104	88	16	28	24	36	28	12	10	5	13	49	55	1	20	32	24	21	6
	21%	29%	8%	22%	30%	35%	11%	31%	31%	33%	38%	21%	21%	8%	24%	26%	19%	18%	15%
		bc		b	b	bc		f	f		f								
I am not directly responsible but have some influence	48	42	6	9	12	21	11	3	5	2	3	20	28	2	10	11	15	6	4
	10%	14%	3%	7%	15%	21%	4%	8%	16%	13%	9%	8%	11%	15%	12%	9%	12%	5%	10%
		bc			b	abc			f										
I do not hold any responsibility or influence	85	65	20	20	19	26	23	5	5	5	5	38	47	1	11	19	27	26	1
	17%	21%	10%	16%	24%	25%	9%	13%	16%	33%	15%	16%	18%	8%	13%	16%	21%	23%	2%
		b			b	b										r	r	r	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 12  
**Q.1 Which of the following best describes your role in relation to utilities for your organisation...?**  
**NET: Paying or processing utility bills/ Managing utility suppliers in my organisation**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
I am solely responsible	314	22	45	26	28	20	45	54	45	29	112	42	30	34	29	25	23
	63%	69%	70%	55%	67%	43%	78%	60%	56%	67%	81%	71%	70%	64%	58%	50%	50%
		e	e		e		cegh			e	nop	pq					
											q						
I have some responsibility	104	3	15	12	9	10	11	24	14	6	12	8	6	10	14	19	20
	21%	9%	23%	26%	21%	22%	19%	27%	18%	14%	9%	14%	14%	19%	28%	38%	43%
								a						k	k	klm	klmn
																n	
I am not directly responsible but have some influence	48	5	6	4	3	5	5	9	7	4	4	8	6	6	5	5	8
	10%	16%	9%	9%	7%	11%	9%	10%	9%	9%	3%	14%	14%	11%	10%	10%	17%
												k	k	k	k	k	k
I do not hold any responsibility or influence	85	5	7	9	7	14	6	12	19	6	14	4	6	8	9	12	7
	17%	16%	11%	19%	17%	30%	10%	13%	24%	14%	10%	7%	14%	15%	18%	24%	15%
						bfg			bf							kl	

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 13  
**Q.1 Which of the following best describes your role in relation to utilities for your organisation...?**  
**NET: Paying or processing utility bills/ Managing utility suppliers in my organisation**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
I am solely responsible	314	3	1	18	-	3	7	27	11	10	23	12	9	46	8	1	27	10	33	16	49
	63%	50%	50%	49%	-	100%	78%	69%	69%	71%	72%	60%	69%	55%	40%	100%	49%	53%	80%	67%	74%
I have some responsibility	104	4	1	12	1	-	2	8	2	3	6	3	3	18	8	-	11	5	6	3	8
	21%	67%	50%	32%	50%	-	22%	21%	13%	21%	19%	15%	23%	22%	40%	-	20%	26%	15%	13%	12%
I am not directly responsible but have some influence	48	2	-	7	2	-	-	4	3	-	3	2	4	7	1	-	3	5	1	2	2
	10%	33%	-	19%	100%	-	-	10%	19%	-	9%	10%	31%	8%	5%	-	5%	26%	2%	8%	3%
I do not hold any responsibility or influence	85	-	-	7	-	-	-	4	2	2	3	5	-	16	3	-	20	2	2	5	14
	17%	-	-	19%	-	-	-	10%	13%	14%	9%	25%	-	19%	15%	-	36%	11%	5%	21%	21%
														r			gjm				r
																	r				

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 14  
Q.1 Which of the following best describes your role in relation to utilities for your organisation...?  
NET: Paying or processing utility bills/ Managing utility suppliers in my organisation  
Base: All respondents

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
I am solely responsible	314	296	12	5	1	287	16	5	6	314	28	10	-	96	211	103	32	71	93	147	62	85	85	182
	63%	100%	15%	15%	1%	100%	19%	14%	6%	100%	27%	21%	-	73%	60%	67%	68%	67%	65%	67%	70%	64%	67%	69%
		bcd	d	d		fgh	h			jkl	l	l		n										
I have some responsibility	104	16	79	6	3	12	84	5	3	28	104	11	-	32	65	43	13	30	19	64	27	37	12	64
	21%	5%	100%	18%	3%	4%	100%	14%	3%	9%	100%	23%	-	24%	19%	28%	28%	28%	13%	29%	31%	28%	10%	24%
			acd	ad			egh	eh		l	ikl	il				r	r	r		v	v	v		z
I am not directly responsible but have some influence	48	5	5	34	4	5	6	35	2	10	11	48	-	11	36	19	5	14	10	28	12	16	6	31
	10%	2%	6%	100%	4%	2%	7%	100%	2%	3%	11%	100%	-	8%	10%	12%	11%	13%	7%	13%	14%	12%	5%	12%
			a	abd			e	efh			il	ijl								v	v	v		
I do not hold any responsibility or influence	85	-	-	-	85	-	-	-	85	-	-	-	85	14	65	10	3	7	30	19	5	14	28	22
	17%	-	-	-	91%	-	-	-	89%	-	-	-	100%	11%	19%	7%	6%	7%	21%	9%	6%	11%	22%	8%
				abc				efg				ijk		m				opq				stu		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 15

Q.1 Which of the following best describes your role in relation to utilities for your organisation...?

NET: Paying or processing utility bills/ Managing utility suppliers in my organisation

Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
I am solely responsible	314	73	26	54	65	22	45	29
	63%	69%	55%	60%	63%	69%	56%	67%
I have some responsibility	104	24	12	24	21	3	14	6
	21%	23%	26%	27%	20%	9%	18%	14%
				e				
I am not directly responsible but have some influence	48	9	4	9	10	5	7	4
	10%	8%	9%	10%	10%	16%	9%	9%
I do not hold any responsibility or influence	85	14	9	12	20	5	19	6
	17%	13%	19%	13%	19%	16%	24%	14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 16  
**Q.2 Do you think it is possible or not possible to switch the following service providers for your organisation?**  
**Base: All respondents**

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
<b><u>Water</u></b>																			
Possible	215	142	73	49	40	53	114	19	15	6	18	109	106	6	42	58	47	45	17
	43%	46%	37%	39%	51%	52%	43%	49%	47%	40%	53%	46%	40%	46%	49%	48%	37%	39%	41%
		c			b	b													
Not possible	215	117	98	58	27	32	124	14	13	7	12	92	123	5	28	45	63	53	21
	43%	38%	50%	46%	34%	31%	47%	36%	41%	47%	35%	39%	46%	38%	33%	37%	50%	46%	51%
			ade	ae													n		
Don't know	72	48	24	19	12	17	28	6	4	2	4	36	36	2	15	18	17	17	3
	14%	16%	12%	15%	15%	17%	11%	15%	13%	13%	12%	15%	14%	15%	18%	15%	13%	15%	7%
<b><u>Energy (e.g. gas or electricity)</u></b>																			
Possible	380	229	151	93	58	78	219	28	28	9	25	185	195	11	62	86	98	86	37
	76%	75%	77%	74%	73%	76%	82%	72%	88%	60%	74%	78%	74%	85%	73%	71%	77%	75%	90%
																			noq
Not possible	76	46	30	24	12	10	34	7	2	5	5	32	44	1	14	19	16	22	4
	15%	15%	15%	19%	15%	10%	13%	18%	6%	33%	15%	14%	17%	8%	16%	16%	13%	19%	10%
Don't know	46	32	14	9	9	14	13	4	2	1	4	20	26	1	9	16	13	7	-
	9%	10%	7%	7%	11%	14%	5%	10%	6%	7%	12%	8%	10%	8%	11%	13%	10%	6%	-
															r	r	r		
<b><u>Telecoms (e.g. broadband or landline telephone)</u></b>																			
Possible	409	245	164	103	62	80	231	34	31	11	27	203	206	9	64	95	107	96	38
	81%	80%	84%	82%	78%	78%	87%	87%	97%	73%	79%	86%	78%	69%	75%	79%	84%	83%	93%
									j			l							no
Not possible	53	34	19	14	9	11	24	3	-	2	3	18	35	2	14	14	6	14	3
	11%	11%	10%	11%	11%	11%	9%	8%	-	13%	9%	8%	13%	15%	16%	12%	5%	12%	7%
													k		p	p		p	
Don't know	40	28	12	9	8	11	11	2	1	2	4	16	24	2	7	12	14	5	-
	8%	9%	6%	7%	10%	11%	4%	5%	3%	13%	12%	7%	9%	15%	8%	10%	11%	4%	-
																r	r		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 17

Q.2 Do you think it is possible or not possible to switch the following service providers for your organisation?

Base: All respondents

	Region										Turnover							
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)	
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*	
<u>Water</u>																		
Possible	215	10	29	24	22	17	29	46	22	16	44	30	23	23	20	27	27	
	43%	31%	45%	51%	52%	37%	50%	51%	28%	37%	32%	51%	53%	43%	40%	54%	59%	
			h	h	h		h	h				k	k			k	k	
Not possible	215	18	28	19	12	20	19	31	44	24	74	22	19	23	23	15	14	
	43%	56%	44%	40%	29%	43%	33%	34%	55%	56%	53%	37%	44%	43%	46%	30%	30%	
		dfg							dfg	dfg	lpq							
Don't know	72	4	7	4	8	9	10	13	14	3	21	7	1	7	7	8	5	
	14%	13%	11%	9%	19%	20%	17%	14%	18%	7%	15%	12%	2%	13%	14%	16%	11%	
											m				m	m		
<u>Energy (e.g. gas or electricity)</u>																		
Possible	380	21	50	40	33	30	47	69	57	33	105	49	33	39	39	40	39	
	76%	66%	78%	85%	79%	65%	81%	77%	71%	77%	76%	83%	77%	74%	78%	80%	85%	
				ae														
Not possible	76	7	12	4	6	8	7	13	12	7	23	5	10	11	5	3	4	
	15%	22%	19%	9%	14%	17%	12%	14%	15%	16%	17%	8%	23%	21%	10%	6%	9%	
													lp	p				
Don't know	46	4	2	3	3	8	4	8	11	3	11	5	-	3	6	7	3	
	9%	13%	3%	6%	7%	17%	7%	9%	14%	7%	8%	8%	-	6%	12%	14%	7%	
						b			b						m	m		
<u>Telecoms (e.g. broadband or landline telephone)</u>																		
Possible	409	23	54	42	37	34	50	71	61	37	115	51	36	44	38	44	38	
	81%	72%	84%	89%	88%	74%	86%	79%	76%	86%	83%	86%	84%	83%	76%	88%	83%	
Not possible	53	5	8	3	2	5	5	13	7	5	15	4	6	6	7	1	4	
	11%	16%	13%	6%	5%	11%	9%	14%	9%	12%	11%	7%	14%	11%	14%	2%	9%	
													p		p			
Don't know	40	4	2	2	3	7	3	6	12	1	9	4	1	3	5	5	4	
	8%	13%	3%	4%	7%	15%	5%	7%	15%	2%	6%	7%	2%	6%	10%	10%	9%	
						bi			bi									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 18  
**Q.2 Do you think it is possible or not possible to switch the following service providers for your organisation?**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
<b><u>Water</u></b>																					
Possible	215	3	2	14	-	2	4	17	10	9	13	12	4	29	9	1	24	8	18	7	29
	43%	50%	100%	38%	-	67%	44%	44%	63%	64%	41%	60%	31%	35%	45%	100%	44%	42%	44%	29%	44%
Not possible	215	1	-	17	1	1	4	19	4	4	14	4	8	44	8	-	22	10	15	13	26
	43%	17%	-	46%	50%	33%	44%	49%	25%	29%	44%	20%	62%	53%	40%	-	40%	53%	37%	54%	39%
Don't know	72	2	-	6	1	-	1	3	2	1	5	4	1	10	3	-	9	1	8	4	11
	14%	33%	-	16%	50%	-	11%	8%	13%	7%	16%	20%	8%	12%	15%	-	16%	5%	20%	17%	17%
<b><u>Energy (e.g. gas or electricity)</u></b>																					
Possible	380	6	1	31	1	3	8	31	14	12	24	14	12	64	15	1	33	14	31	20	45
	76%	100%	50%	84%	50%	100%	89%	79%	88%	86%	75%	70%	92%	77%	75%	100%	60%	74%	76%	83%	68%
				p				p						p							
Not possible	76	-	1	2	1	-	1	6	1	2	4	3	1	11	4	-	14	3	6	2	14
	15%	-	50%	5%	50%	-	11%	15%	6%	14%	13%	15%	8%	13%	20%	-	25%	16%	15%	8%	21%
																	c			c	
Don't know	46	-	-	4	-	-	-	2	1	-	4	3	-	8	1	-	8	2	4	2	7
	9%	-	-	11%	-	-	-	5%	6%	-	13%	15%	-	10%	5%	-	15%	11%	10%	8%	11%
<b><u>Telecoms (e.g. broadband or landline telephone)</u></b>																					
Possible	409	5	2	30	2	3	9	33	15	11	26	15	12	71	17	1	37	13	35	20	52
	81%	83%	100%	81%	100%	100%	100%	85%	94%	79%	81%	75%	92%	86%	85%	100%	67%	68%	85%	83%	79%
														p					p		
Not possible	53	1	-	4	-	-	-	4	-	2	4	2	1	7	2	-	12	4	3	1	6
	11%	17%	-	11%	-	-	-	10%	-	14%	13%	10%	8%	8%	10%	-	22%	21%	7%	4%	9%
																	m				
Don't know	40	-	-	3	-	-	-	2	1	1	2	3	-	5	1	-	6	2	3	3	8
	8%	-	-	8%	-	-	-	5%	6%	7%	6%	15%	-	6%	5%	-	11%	11%	7%	13%	12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 19  
**Q.2 Do you think it is possible or not possible to switch the following service providers for your organisation?**  
**Base: All respondents**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
<b><u>Water</u></b>																								
Possible	215	146	37	13	19	149	30	13	23	159	45	18	17	94	111	96	31	65	47	126	51	75	41	138
	43%	49%	47%	38%	20%	52%	36%	37%	24%	51%	43%	38%	20%	71%	32%	63%	66%	61%	33%	57%	58%	56%	33%	53%
		d	d	d		fh				l	l	l		n		r	r	r		v	v	v		z
Not possible	215	128	31	14	42	117	41	15	42	130	43	19	39	27	183	46	13	33	81	76	29	47	71	103
	43%	43%	39%	41%	45%	41%	49%	43%	44%	41%	41%	40%	46%	20%	52%	30%	28%	31%	56%	34%	33%	35%	56%	39%
														m					opq				stu	
Don't know	72	22	11	7	32	21	13	7	31	25	16	11	29	11	56	11	3	8	16	19	8	11	14	21
	14%	7%	14%	21%	34%	7%	15%	20%	32%	8%	15%	23%	34%	8%	16%	7%	6%	8%	11%	9%	9%	8%	11%	8%
				a	ab		e	e	ef		i	i	ij		m									
<b><u>Energy (e.g. gas or electricity)</u></b>																								
Possible	380	259	61	26	34	254	63	24	39	273	78	35	32	105	262	140	45	95	103	200	83	117	88	231
	76%	88%	77%	76%	37%	89%	75%	69%	41%	87%	75%	73%	38%	80%	75%	92%	96%	90%	72%	90%	94%	88%	70%	88%
		bd	d	d		fgh	h	h		jkl	l	l				r	r	r		v	v	v		z
Not possible	76	29	11	6	30	26	15	7	28	32	18	8	26	20	51	11	1	10	30	17	4	13	30	24
	15%	10%	14%	18%	32%	9%	18%	20%	29%	10%	17%	17%	31%	15%	15%	7%	2%	9%	21%	8%	5%	10%	24%	9%
					ab		e	e	e		i		ij						opq				stu	
Don't know	46	8	7	2	29	7	6	4	29	9	8	5	27	7	37	2	1	1	11	4	1	3	8	7
	9%	3%	9%	6%	31%	2%	7%	11%	30%	3%	8%	10%	32%	5%	11%	1%	2%	1%	8%	2%	1%	2%	6%	3%
			a		abc		e	e	efg		i	i	ijk						oq				s	
<b><u>Telecoms (e.g. broadband or landline telephone)</u></b>																								
Possible	409	269	63	28	49	262	68	28	51	282	82	39	42	108	287	142	45	97	113	206	81	125	98	238
	81%	91%	80%	82%	53%	91%	81%	80%	53%	90%	79%	81%	49%	82%	82%	93%	96%	92%	78%	93%	92%	94%	78%	91%
		bd	d	d		fgh	h	h		jl	l	l				r	r	r		v	v	v		z
Not possible	53	19	10	6	18	21	8	6	18	24	13	8	17	17	31	8	1	7	20	11	5	6	19	18
	11%	6%	13%	18%	19%	7%	10%	17%	19%	8%	13%	17%	20%	13%	9%	5%	2%	7%	14%	5%	6%	5%	15%	7%
				a	a		e	e	e		i	i							op				stu	
Don't know	40	8	6	-	26	4	8	1	27	8	9	1	26	7	32	3	1	2	11	4	2	2	9	6
	8%	3%	8%	-	28%	1%	10%	3%	28%	3%	9%	2%	31%	5%	9%	2%	2%	2%	8%	2%	2%	2%	7%	2%
			a		abc		e		efg		i		ijk						oq				su	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 20

Q.2 Do you think it is possible or not possible to switch the following service providers for your organisation?

Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
<u>Water</u>								
Possible	215	51	24	46	46	10	22	16
	43%	48%	51%	51%	44%	31%	28%	37%
		f	f	f	f			
Not possible	215	40	19	31	39	18	44	24
	43%	38%	40%	34%	38%	56%	55%	56%
						c	acd	acd
Don't know	72	15	4	13	19	4	14	3
	14%	14%	9%	14%	18%	13%	18%	7%
<u>Energy (e.g. gas or electricity)</u>								
Possible	380	83	40	69	77	21	57	33
	76%	78%	85%	77%	74%	66%	71%	77%
			e					
Not possible	76	18	4	13	15	7	12	7
	15%	17%	9%	14%	14%	22%	15%	16%
Don't know	46	5	3	8	12	4	11	3
	9%	5%	6%	9%	12%	13%	14%	7%
							a	
<u>Telecoms (e.g. broadband or landline telephone)</u>								
Possible	409	91	42	71	84	23	61	37
	81%	86%	89%	79%	81%	72%	76%	86%
Not possible	53	10	3	13	10	5	7	5
	11%	9%	6%	14%	10%	16%	9%	12%
Don't know	40	5	2	6	10	4	12	1
	8%	5%	4%	7%	10%	13%	15%	2%
							ag	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 21  
**Q.3 Do you think it is possible or not possible to negotiate a better deal with the following existing service providers for your organisation?**  
**Base: All respondents**

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
<b><u>Water</u></b>																			
Possible	161	116	45	34	32	50	75	18	9	5	14	84	77	6	40	44	27	32	12
	32%	38%	23%	27%	41%	49%	28%	46%	28%	33%	41%	35%	29%	46%	47%	36%	21%	28%	29%
		bc			bc	abc		f							pq	p			
Not possible	221	124	97	61	30	33	128	13	15	7	13	97	124	2	31	47	58	60	23
	44%	40%	50%	48%	38%	32%	48%	33%	47%	47%	38%	41%	47%	15%	36%	39%	46%	52%	56%
		e	ae	ae														no	n
Don't know	120	67	53	31	17	19	63	8	8	3	7	56	64	5	14	30	42	23	6
	24%	22%	27%	25%	22%	19%	24%	21%	25%	20%	21%	24%	24%	38%	16%	25%	33%	20%	15%
																	nqr		
<b><u>Energy (e.g. gas or electricity)</u></b>																			
Possible	322	206	116	79	52	75	171	27	23	10	22	154	168	9	60	70	76	75	32
	64%	67%	59%	63%	66%	74%	64%	69%	72%	67%	65%	65%	63%	69%	71%	58%	60%	65%	78%
						b													op
Not possible	87	48	39	23	15	10	49	5	3	4	6	42	45	1	11	24	19	24	8
	17%	16%	20%	18%	19%	10%	18%	13%	9%	27%	18%	18%	17%	8%	13%	20%	15%	21%	20%
		e	e																
Don't know	93	53	40	24	12	17	46	7	6	1	6	41	52	3	14	27	32	16	1
	19%	17%	21%	19%	15%	17%	17%	18%	19%	7%	18%	17%	20%	23%	16%	22%	25%	14%	2%
															r	r	qr	r	
<b><u>Telecoms (e.g. broadband or landline telephone)</u></b>																			
Possible	331	206	125	82	52	72	176	30	22	13	23	157	174	8	57	76	78	80	32
	66%	67%	64%	65%	66%	71%	66%	77%	69%	87%	68%	66%	66%	62%	67%	63%	61%	70%	78%
Not possible	86	54	32	26	13	15	48	4	6	2	3	44	42	1	15	24	18	20	8
	17%	18%	16%	21%	16%	15%	18%	10%	19%	13%	9%	19%	16%	8%	18%	20%	14%	17%	20%
Don't know	85	47	38	18	14	15	42	5	4	-	8	36	49	4	13	21	31	15	1
	17%	15%	19%	14%	18%	15%	16%	13%	13%	-	24%	15%	18%	31%	15%	17%	24%	13%	2%
															r	r	qr		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 22  
**Q.3 Do you think it is possible or not possible to negotiate a better deal with the following existing service providers for your organisation?**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
<u>Water</u>																	
Possible	161	7	19	14	16	14	19	44	18	10	30	21	14	18	15	24	23
	32%	22%	30%	30%	38%	30%	33%	49%	23%	23%	22%	36%	33%	34%	30%	48%	50%
								abceh				k				k	ko
								i									
Not possible	221	19	30	22	12	19	25	30	39	25	68	30	19	24	22	15	17
	44%	59%	47%	47%	29%	41%	43%	33%	49%	58%	49%	51%	44%	45%	44%	30%	37%
		dg							dg	dg	p	p					
Don't know	120	6	15	11	14	13	14	16	23	8	41	8	10	11	13	11	6
	24%	19%	23%	23%	33%	28%	24%	18%	29%	19%	29%	14%	23%	21%	26%	22%	13%
					g						lq						
<u>Energy (e.g. gas or electricity)</u>																	
Possible	322	19	42	28	25	27	40	62	51	28	86	38	26	31	35	36	37
	64%	59%	66%	60%	60%	59%	69%	69%	64%	65%	62%	64%	60%	58%	70%	72%	80%
																	kmn
Not possible	87	6	13	9	6	9	9	14	12	9	26	9	9	13	5	7	4
	17%	19%	20%	19%	14%	20%	16%	16%	15%	21%	19%	15%	21%	25%	10%	14%	9%
														q			
Don't know	93	7	9	10	11	10	9	14	17	6	27	12	8	9	10	7	5
	19%	22%	14%	21%	26%	22%	16%	16%	21%	14%	19%	20%	19%	17%	20%	14%	11%
<u>Telecoms (e.g. broadband or landline telephone)</u>																	
Possible	331	21	42	28	24	26	42	66	52	30	87	41	26	35	31	37	39
	66%	66%	66%	60%	57%	57%	72%	73%	65%	70%	63%	69%	60%	66%	62%	74%	85%
																	kmno
Not possible	86	6	14	12	6	13	7	13	7	8	27	7	8	14	8	6	2
	17%	19%	22%	26%	14%	28%	12%	14%	9%	19%	19%	12%	19%	26%	16%	12%	4%
			h	h		fh					q		q	q			
Don't know	85	5	8	7	12	7	9	11	21	5	25	11	9	4	11	7	5
	17%	16%	13%	15%	29%	15%	16%	12%	26%	12%	18%	19%	21%	8%	22%	14%	11%
					bg				bg						n		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 23  
**Q.3 Do you think it is possible or not possible to negotiate a better deal with the following existing service providers for your organisation?**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
<u>Water</u>																					
Possible	161	2	2	13	-	2	3	12	8	4	11	12	4	19	8	1	15	8	13	2	22
	32%	33%	100%	35%	-	67%	33%	31%	50%	29%	34%	60%	31%	23%	40%	100%	27%	42%	32%	8%	33%
Not possible	221	2	-	17	1	1	4	20	5	6	15	5	8	44	7	-	27	8	14	14	23
	44%	33%	-	46%	50%	33%	44%	51%	31%	43%	47%	25%	62%	53%	35%	-	49%	42%	34%	58%	35%
														t							
Don't know	120	2	-	7	1	-	2	7	3	4	6	3	1	20	5	-	13	3	14	8	21
	24%	33%	-	19%	50%	-	22%	18%	19%	29%	19%	15%	8%	24%	25%	-	24%	16%	34%	33%	32%
<u>Energy (e.g. gas or electricity)</u>																					
Possible	322	5	2	29	2	3	7	25	12	9	22	15	11	45	13	1	30	13	24	15	39
	64%	83%	100%	78%	100%	100%	78%	64%	75%	64%	69%	75%	85%	54%	65%	100%	55%	68%	59%	63%	59%
				mp																	
Not possible	87	-	-	3	-	-	1	7	1	4	6	3	1	20	3	-	12	3	7	4	12
	17%	-	-	8%	-	-	11%	18%	6%	29%	19%	15%	8%	24%	15%	-	22%	16%	17%	17%	18%
														c							
Don't know	93	1	-	5	-	-	1	7	3	1	4	2	1	18	4	-	13	3	10	5	15
	19%	17%	-	14%	-	-	11%	18%	19%	7%	13%	10%	8%	22%	20%	-	24%	16%	24%	21%	23%
<u>Telecoms (e.g. broadband or landline telephone)</u>																					
Possible	331	5	1	26	1	2	6	26	12	10	22	18	9	49	14	1	29	12	28	17	43
	66%	83%	50%	70%	50%	67%	67%	67%	75%	71%	69%	90%	69%	59%	70%	100%	53%	63%	68%	71%	65%
Not possible	86	-	-	5	1	1	1	6	-	2	7	1	3	19	3	-	16	4	5	4	8
	17%	-	-	14%	50%	33%	11%	15%	-	14%	22%	5%	23%	23%	15%	-	29%	21%	12%	17%	12%
														t							
Don't know	85	1	1	6	-	-	2	7	4	2	3	1	1	15	3	-	10	3	8	3	15
	17%	17%	50%	16%	-	-	22%	18%	25%	14%	9%	5%	8%	18%	15%	-	18%	16%	20%	13%	23%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 24  
**Q.3 Do you think it is possible or not possible to negotiate a better deal with the following existing service providers for your organisation?**  
**Base: All respondents**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
<u>Water</u>																								
Possible	161	104	33	9	15	108	24	10	19	114	37	14	13	81	73	80	26	54	23	100	43	57	23	107
	32%	35%	42%	26%	16%	38%	29%	29%	20%	36%	36%	29%	15%	61%	21%	52%	55%	51%	16%	45%	49%	43%	18%	41%
		d	d			h				l	l			n		r	r	r		v	v	v		z
Not possible	221	129	33	17	42	119	41	18	43	133	46	23	40	31	185	56	16	40	90	89	38	51	76	113
	44%	44%	42%	50%	45%	41%	49%	51%	45%	42%	44%	48%	47%	23%	53%	37%	34%	38%	63%	40%	43%	38%	60%	43%
														m					opq				stu	
Don't know	120	63	13	8	36	60	19	7	34	67	21	11	32	20	92	17	5	12	31	32	7	25	27	42
	24%	21%	16%	24%	39%	21%	23%	20%	35%	21%	20%	23%	38%	15%	26%	11%	11%	11%	22%	14%	8%	19%	21%	16%
				ab					e				ij		m				oq			t	t	
<u>Energy (e.g. gas or electricity)</u>																								
Possible	322	210	58	26	28	206	60	22	34	224	75	34	26	98	214	134	42	92	71	188	81	107	58	210
	64%	71%	73%	76%	30%	72%	71%	63%	35%	71%	72%	71%	31%	74%	61%	88%	89%	87%	49%	85%	92%	80%	46%	80%
		d	d	d		h	h	h		l	l	l		n		r	r	r		v	uv	v		z
Not possible	87	40	10	4	33	36	14	6	31	41	15	6	30	17	67	11	3	8	48	16	6	10	44	25
	17%	14%	13%	12%	35%	13%	17%	17%	32%	13%	14%	13%	35%	13%	19%	7%	6%	8%	33%	7%	7%	8%	35%	10%
					abc				ef				ijk						opq				stu	
Don't know	93	46	11	4	32	45	10	7	31	49	14	8	29	17	69	8	2	6	25	17	1	16	24	27
	19%	16%	14%	12%	34%	16%	12%	20%	32%	16%	13%	17%	34%	13%	20%	5%	4%	6%	17%	8%	1%	12%	19%	10%
				abc					ef				ijk						opq			t	st	
<u>Telecoms (e.g. broadband or landline telephone)</u>																								
Possible	331	215	54	26	36	207	57	23	44	225	68	33	35	92	226	133	39	94	75	186	76	110	64	209
	66%	73%	68%	76%	39%	72%	68%	66%	46%	72%	65%	69%	41%	70%	65%	87%	83%	89%	52%	84%	86%	83%	51%	80%
		d	d	d		h	h	h		l	l	l				r	r	r		v	v	v		z
Not possible	86	36	14	5	31	41	14	6	25	43	19	8	25	23	61	13	4	9	45	19	9	10	40	29
	17%	12%	18%	15%	33%	14%	17%	17%	26%	14%	18%	17%	29%	17%	17%	8%	9%	8%	31%	9%	10%	8%	32%	11%
					abc				e				i						opq				stu	
Don't know	85	45	11	3	26	39	13	6	27	46	17	7	25	17	63	7	4	3	24	16	3	13	22	24
	17%	15%	14%	9%	28%	14%	15%	17%	28%	15%	16%	15%	29%	13%	18%	5%	9%	3%	17%	7%	3%	10%	17%	9%
				abc					ef				ij						oq				st	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus



SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 25

**Q.3 Do you think it is possible or not possible to negotiate a better deal with the following existing service providers for your organisation?**

**Base: All respondents**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
<u>Water</u>								
Possible	161	35	14	44	33	7	18	10
	32%	33%	30%	49%	32%	22%	23%	23%
				abdefg				
Not possible	221	42	22	30	44	19	39	25
	44%	40%	47%	33%	42%	59%	49%	58%
						c	c	ac
Don't know	120	29	11	16	27	6	23	8
	24%	27%	23%	18%	26%	19%	29%	19%
<u>Energy (e.g. gas or electricity)</u>								
Possible	322	67	28	62	67	19	51	28
	64%	63%	60%	69%	64%	59%	64%	65%
Not possible	87	19	9	14	18	6	12	9
	17%	18%	19%	16%	17%	19%	15%	21%
Don't know	93	20	10	14	19	7	17	6
	19%	19%	21%	16%	18%	22%	21%	14%
<u>Telecoms (e.g. broadband or landline telephone)</u>								
Possible	331	66	28	66	68	21	52	30
	66%	62%	60%	73%	65%	66%	65%	70%
Not possible	86	20	12	13	20	6	7	8
	17%	19%	26%	14%	19%	19%	9%	19%
			f		f			
Don't know	85	20	7	11	16	5	21	5
	17%	19%	15%	12%	15%	16%	26%	12%
							c	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 26  
**Q.4 Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service). Retail services include billing, meter reading and handling customer service queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?**  
**Base: All respondents**

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
		(a)																	
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Yes	132	101	31	40	27	34	63	20	12	6	9	64	68	5	28	30	29	27	13
	26%	33%	16%	32%	34%	33%	24%	51%	38%	40%	26%	27%	26%	38%	33%	25%	23%	23%	32%
		b		b	b	b		fj											
No	350	192	158	79	51	62	195	17	20	9	22	166	184	8	54	84	92	85	27
	70%	63%	81%	63%	65%	61%	73%	44%	63%	60%	65%	70%	69%	62%	64%	69%	72%	74%	66%
			acd				g												
			e																
Don't know	20	14	6	7	1	6	8	2	-	-	3	7	13	-	3	7	6	3	1
	4%	5%	3%	6%	1%	6%	3%	5%	-	-	9%	3%	5%	-	4%	6%	5%	3%	2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 27  
**Q.4 Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service). Retail services include billing, meter reading and handling customer service queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Yes	132	8	17	15	14	6	14	33	16	9	18	14	23	14	20	13	22
	26%	25%	27%	32% e	33% e	13%	24%	37% eh	20%	21%	13%	24%	53% kln p	26% k	40% k	26% k	48% klnp
No	350	24	44	30	26	38	42	51	63	32	120	40	20	37	29	37	22
	70%	75%	69%	64%	62%	83% cdg	72%	57%	79% dg	74%	86% lmn opq	68% mq	47%	70% mq	58%	74% mq	48%
Don't know	20	-	3	2	2	2	2	6	1	2	1	5	-	2	1	-	2
	4%	-	5%	4%	5%	4%	3%	7%	1%	5%	1%	8% kp	-	4%	2%	-	4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 28  
**Q.4 Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service). Retail services include billing, meter reading and handling customer service queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?**  
**Base: All respondents**

Principal Activity																					
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Yes	132	3	2	12	1	2	3	12	9	8	6	8	4	18	5	1	13	4	5	4	12
	26%	50%	100%	32%	50%	67%	33%	31%	56%	57%	19%	40%	31%	22%	25%	100%	24%	21%	12%	17%	18%
No	350	3	-	22	1	1	6	27	7	6	23	11	9	64	12	-	38	15	34	19	52
	70%	50%	-	59%	50%	33%	67%	69%	44%	43%	72%	55%	69%	77%	60%	-	69%	79%	83%	79%	79%
Don't know	20	-	-	3	-	-	-	-	-	-	3	1	-	1	3	-	4	-	2	1	2
	4%	-	-	8%	-	-	-	-	-	-	9%	5%	-	1%	15%	-	7%	-	5%	4%	3%

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 29  
**Q.4 Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service). Retail services include billing, meter reading and handling customer service queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?**  
**Base: All respondents**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Yes	132	86	23	7	16	88	19	7	18	96	32	11	14	132	-	62	27	35	31	77	41	36	28	79
	26%	29%	29%	21%	17%	31%	23%	20%	19%	31%	31%	23%	16%	100%	-	41%	57%	33%	22%	35%	47%	27%	22%	30%
		d				h				l	l			n		r	qr	r		v	uv			
No	350	203	50	26	71	193	58	27	72	211	65	36	65	-	350	88	20	68	109	138	47	91	94	175
	70%	69%	63%	76%	76%	67%	69%	77%	75%	67%	63%	75%	76%	-	100%	58%	43%	64%	76%	62%	53%	68%	75%	67%
												j			m			p	opq			t	st	
Don't know	20	7	6	1	6	6	7	1	6	7	7	1	6	-	-	3	-	3	4	6	-	6	4	8
	4%	2%	8%	3%	6%	2%	8%	3%	6%	2%	7%	2%	7%	-	-	2%	-	3%	3%	3%	-	5%	3%	3%
			a				e		e		i		i									t		

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 30  
**Q.4 Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service). Retail services include billing, meter reading and handling customer service queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?**  
**Base: All respondents**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Yes	132	31	15	33	20	8	16	9
	26%	29%	32%	37%	19%	25%	20%	21%
				df				
No	350	70	30	51	80	24	63	32
	70%	66%	64%	57%	77%	75%	79%	74%
					c		c	
Don't know	20	5	2	6	4	-	1	2
	4%	5%	4%	7%	4%	-	1%	5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 31  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	132	101	31*	40*	27**	34*	63*	20**	12**	6**	9**	64*	68*	5**	28**	30*	29**	27**	13**
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																			
Yes	32	30	2	6	9	15	11	11	2	2	2	17	15	2	13	10	2	3	2
	24%	30%	6%	15%	33%	44%	17%	55%	17%	33%	22%	27%	22%	40%	46%	33%	7%	11%	15%
		bc				abc													
No	93	65	28	32	14	19	50	9	9	3	6	45	48	2	15	18	25	22	11
	70%	64%	90%	80%	52%	56%	79%	45%	75%	50%	67%	70%	71%	40%	54%	60%	86%	81%	85%
			ae	ae															
Don't know	7	6	1	2	4	-	2	-	1	1	1	2	5	1	-	2	2	2	-
	5%	6%	3%	5%	15%	-	3%	-	8%	17%	11%	3%	7%	20%	-	7%	7%	7%	-
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																			
Yes	46	42	4	9	11	22	16	11	4	3	3	27	19	4	16	14	4	5	3
	35%	42%	13%	23%	41%	65%	25%	55%	33%	50%	33%	42%	28%	80%	57%	47%	14%	19%	23%
		bc				abc													
No	77	51	26	30	12	9	46	8	7	2	4	34	43	1	11	15	22	18	10
	58%	50%	84%	75%	44%	26%	73%	40%	58%	33%	44%	53%	63%	20%	39%	50%	76%	67%	77%
		e	ae	ae															
Don't know	9	8	1	1	4	3	1	1	1	1	2	3	6	-	1	1	3	4	-
	7%	8%	3%	3%	15%	9%	2%	5%	8%	17%	22%	5%	9%	-	4%	3%	10%	15%	-
<b><u>Tried to find out more about the choices your organisation has</u></b>																			
Yes	58	51	7	13	14	24	24	12	5	4	3	31	27	2	15	15	10	9	7
	44%	50%	23%	33%	52%	71%	38%	60%	42%	67%	33%	48%	40%	40%	54%	50%	34%	33%	54%
		bc				abc													
No	64	41	23	26	8	7	38	7	6	1	3	31	33	3	10	12	17	16	6
	48%	41%	74%	65%	30%	21%	60%	35%	50%	17%	33%	48%	49%	60%	36%	40%	59%	59%	46%
		e	ae	ae															
Don't know	10	9	1	1	5	3	1	1	1	1	3	2	8	-	3	3	2	2	-
	8%	9%	3%	3%	19%	9%	2%	5%	8%	17%	33%	3%	12%	-	11%	10%	7%	7%	-
		c																	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 32  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change

	Region										Turnover							
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)	
Base	132	8**	17**	15**	14**	6**	14**	33*	16**	9**	18**	14**	23**	14**	20**	13**	22**	
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																		
Yes	32	2	2	5	2	-	3	13	4	1	2	4	3	1	7	6	8	
	24%	25%	12%	33%	14%	-	21%	39%	25%	11%	11%	29%	13%	7%	35%	46%	36%	
No	93	6	15	9	12	5	11	18	10	7	16	10	18	13	12	7	13	
	70%	75%	88%	60%	86%	83%	79%	55%	63%	78%	89%	71%	78%	93%	60%	54%	59%	
Don't know	7	-	-	1	-	1	-	2	2	1	-	-	2	-	1	-	1	
	5%	-	-	7%	-	17%	-	6%	13%	11%	-	-	9%	-	5%	-	5%	
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																		
Yes	46	2	4	5	4	3	3	17	6	2	3	4	6	3	9	7	12	
	35%	25%	24%	33%	29%	50%	21%	52%	38%	22%	17%	29%	26%	21%	45%	54%	55%	
No	77	6	13	9	9	3	10	12	9	6	15	10	16	11	10	4	7	
	58%	75%	76%	60%	64%	50%	71%	36%	56%	67%	83%	71%	70%	79%	50%	31%	32%	
Don't know	9	-	-	1	1	-	1	4	1	1	-	-	1	-	1	2	3	
	7%	-	-	7%	7%	-	7%	12%	6%	11%	-	-	4%	-	5%	15%	14%	
<b><u>Tried to find out more about the choices your organisation has</u></b>																		
Yes	58	4	6	6	6	1	4	22	4	5	7	5	9	3	9	8	15	
	44%	50%	35%	40%	43%	17%	29%	67%	25%	56%	39%	36%	39%	21%	45%	62%	68%	
No	64	4	10	7	8	5	9	8	10	3	11	8	13	11	10	3	5	
	48%	50%	59%	47%	57%	83%	64%	24%	63%	33%	61%	57%	57%	79%	50%	23%	23%	
Don't know	10	-	1	2	-	-	1	3	2	1	-	1	1	-	1	2	2	
	8%	-	6%	13%	-	-	7%	9%	13%	11%	-	7%	4%	-	5%	15%	9%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 33  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	132	3**	2**	12**	1**	2**	3**	12**	9**	8**	6**	8**	4**	18**	5**	1**	13**	4**	5**	4**	12**
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																					
Yes	32	2	2	2	-	1	2	3	3	1	-	4	-	4	-	-	4	-	-	-	4
	24%	67%	100%	17%	-	50%	67%	25%	33%	13%	-	50%	-	22%	-	-	31%	-	-	-	33%
No	93	1	-	9	1	1	1	9	6	6	6	4	3	13	5	1	8	4	5	3	7
	70%	33%	-	75%	100%	50%	33%	75%	67%	75%	100%	50%	75%	72%	100%	100%	62%	100%	100%	75%	58%
Don't know	7	-	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	1	1
	5%	-	-	8%	-	-	-	-	-	13%	-	-	25%	6%	-	-	8%	-	-	25%	8%
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																					
Yes	46	2	1	4	1	1	2	4	4	-	1	5	1	7	-	1	3	2	2	-	5
	35%	67%	50%	33%	100%	50%	67%	33%	44%	-	17%	63%	25%	39%	-	100%	23%	50%	40%	-	42%
No	77	1	1	8	-	1	1	8	5	6	5	3	2	8	5	-	8	2	3	3	7
	58%	33%	50%	67%	-	50%	33%	67%	56%	75%	83%	38%	50%	44%	100%	-	62%	50%	60%	75%	58%
Don't know	9	-	-	-	-	-	-	-	-	2	-	-	1	3	-	-	2	-	-	1	-
	7%	-	-	-	-	-	-	-	-	25%	-	-	25%	17%	-	-	15%	-	-	25%	-
<b><u>Tried to find out more about the choices your organisation has</u></b>																					
Yes	58	3	1	5	-	1	2	4	6	3	2	6	1	9	-	1	7	2	1	1	3
	44%	100%	50%	42%	-	50%	67%	33%	67%	38%	33%	75%	25%	50%	-	100%	54%	50%	20%	25%	25%
No	64	-	-	6	1	1	1	8	3	4	4	2	2	7	5	-	5	2	4	2	7
	48%	-	-	50%	100%	50%	33%	67%	33%	50%	67%	25%	50%	39%	100%	-	38%	50%	80%	50%	58%
Don't know	10	-	1	1	-	-	-	-	-	1	-	-	1	2	-	-	1	-	-	1	2
	8%	-	50%	8%	-	-	-	-	-	13%	-	-	25%	11%	-	-	8%	-	-	25%	17%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 34  
**Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?**  
**Base: All respondents who were aware of the change**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Try to find out more about the choices your organisation has	
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)	
Base	132	86*	23**	7**	16**	88*	19**	7**	18**	96*	32*	11**	14**	132	-**	62*	27**	35*	31*	77*	41*	36*	28**	79*	
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																									
Yes	32	18	10	1	3	19	6	3	4	22	14	4	1	32	-	25	15	10	3	25	17	8	3	23	
	24%	21%	43%	14%	19%	22%	32%	43%	22%	23%	44%	36%	7%	24%	-	40%	56%	29%	10%	32%	41%	22%	11%	29%	
No	93	66	11	5	11	66	12	4	11	71	16	6	11	93	-	36	12	24	27	51	23	28	23	54	
	70%	77%	48%	71%	69%	75%	63%	57%	61%	74%	50%	55%	79%	70%	-	58%	44%	69%	87%	66%	56%	78%	82%	68%	
Don't know	7	2	2	1	2	3	1	-	3	3	2	1	2	7	-	1	-	1	1	1	1	-	2	2	
	5%	2%	9%	14%	13%	3%	5%	-	17%	3%	6%	9%	14%	5%	-	2%	-	3%	3%	1%	2%	-	7%	3%	
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																									
Yes	46	27	12	6	1	30	8	5	3	34	16	9	1	46	-	33	16	17	7	37	25	12	5	37	
	35%	31%	52%	86%	6%	34%	42%	71%	17%	35%	50%	82%	7%	35%	-	53%	59%	49%	23%	48%	61%	33%	18%	47%	
No	77	58	9	1	9	57	8	2	10	61	12	2	9	77	-	28	10	18	23	39	16	23	22	41	
	58%	67%	39%	14%	56%	65%	42%	29%	56%	64%	38%	18%	64%	58%	-	45%	37%	51%	74%	51%	39%	64%	79%	52%	
Don't know	9	1	2	-	6	1	3	-	5	1	4	-	4	9	-	1	1	-	1	1	-	1	1	1	
	7%	1%	9%	-	38%	1%	16%	-	28%	1%	13%	-	29%	7%	-	2%	4%	-	3%	1%	-	3%	4%	1%	
<b><u>Tried to find out more about the choices your organisation has</u></b>																									
Yes	58	38	12	4	4	38	10	6	4	43	18	7	2	58	-	38	20	18	6	46	28	18	4	48	
	44%	44%	52%	57%	25%	43%	53%	86%	22%	45%	56%	64%	14%	44%	-	61%	74%	51%	19%	60%	68%	50%	14%	61%	
No	64	46	6	3	9	46	8	1	9	49	9	4	9	64	-	21	6	15	24	28	11	17	22	29	
	48%	53%	26%	43%	56%	52%	42%	14%	50%	51%	28%	36%	64%	48%	-	34%	22%	43%	77%	36%	27%	47%	79%	37%	
Don't know	10	2	5	-	3	4	1	-	5	4	5	-	3	10	-	3	1	2	1	3	2	1	2	2	
	8%	2%	22%	-	19%	5%	5%	-	28%	4%	16%	-	21%	8%	-	5%	4%	6%	3%	4%	5%	3%	7%	3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 35  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	132	31*	15**	33*	20**	8**	16**	9**
<u>Switched your organisation's water and waste water retail service provider</u>								
Yes	32	4	5	13	3	2	4	1
	24%	13%	33%	39%	15%	25%	25%	11%
				a				
No	93	27	9	18	16	6	10	7
	70%	87%	60%	55%	80%	75%	63%	78%
		c						
Don't know	7	-	1	2	1	-	2	1
	5%	-	7%	6%	5%	-	13%	11%
<u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u>								
Yes	46	8	5	17	6	2	6	2
	35%	26%	33%	52%	30%	25%	38%	22%
				a				
No	77	22	9	12	13	6	9	6
	58%	71%	60%	36%	65%	75%	56%	67%
		c						
Don't know	9	1	1	4	1	-	1	1
	7%	3%	7%	12%	5%	-	6%	11%
<u>Tried to find out more about the choices your organisation has</u>								
Yes	58	12	6	22	5	4	4	5
	44%	39%	40%	67%	25%	50%	25%	56%
				a				
No	64	18	7	8	14	4	10	3
	48%	58%	47%	24%	70%	50%	63%	33%
		c						
Don't know	10	1	2	3	1	-	2	1
	8%	3%	13%	9%	5%	-	13%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 36  
**Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?**  
**Base: All respondents who were aware of the change (Excl DK)**

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	132	101	31*	40*	27**	34*	63*	20**	12**	6**	9**	64*	68*	5**	28**	30*	29**	27**	13**
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																			
Base: Excl DK	125	95*	30*	38*	23**	34*	61*	20**	11**	5**	8**	62*	63*	4**	28**	28**	27**	25**	13**
Yes	32	30	2	6	9	15	11	11	2	2	2	17	15	2	13	10	2	3	2
	26%	32%	7%	16%	39%	44%	18%	55%	18%	40%	25%	27%	24%	50%	46%	36%	7%	12%	15%
		bc				bc													
No	93	65	28	32	14	19	50	9	9	3	6	45	48	2	15	18	25	22	11
	74%	68%	93%	84%	61%	56%	82%	45%	82%	60%	75%	73%	76%	50%	54%	64%	93%	88%	85%
			ae	ae															
Don't know	7	6	1	2	4	-	2	-	1	1	1	2	5	1	-	2	2	2	-
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																			
Base: Excl DK	123	93*	30*	39*	23**	31*	62*	19**	11**	5**	7**	61*	62*	5**	27**	29**	26**	23**	13**
Yes	46	42	4	9	11	22	16	11	4	3	3	27	19	4	16	14	4	5	3
	37%	45%	13%	23%	48%	71%	26%	58%	36%	60%	43%	44%	31%	80%	59%	48%	15%	22%	23%
		bc				abc													
No	77	51	26	30	12	9	46	8	7	2	4	34	43	1	11	15	22	18	10
	63%	55%	87%	77%	52%	29%	74%	42%	64%	40%	57%	56%	69%	20%	41%	52%	85%	78%	77%
		e	ae	ae															
Don't know	9	8	1	1	4	3	1	1	1	1	2	3	6	-	1	1	3	4	-
<b><u>Tried to find out more about the choices your organisation has</u></b>																			
Base: Excl DK	122	92*	30*	39*	22**	31*	62*	19**	11**	5**	6**	62*	60*	5**	25**	27**	27**	25**	13**
Yes	58	51	7	13	14	24	24	12	5	4	3	31	27	2	15	15	10	9	7
	48%	55%	23%	33%	64%	77%	39%	63%	45%	80%	50%	50%	45%	40%	60%	56%	37%	36%	54%
		bc				abc													
No	64	41	23	26	8	7	38	7	6	1	3	31	33	3	10	12	17	16	6
	52%	45%	77%	67%	36%	23%	61%	37%	55%	20%	50%	50%	55%	60%	40%	44%	63%	64%	46%
		e	ae	ae															

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 36  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change (Excl DK)

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
		(a)																	
Base: Excl DK	122	92*	30*	39*	22**	31*	62*	19**	11**	5**	6**	62*	60*	5**	25**	27**	27**	25**	13**
Don't know	10	9	1	1	5	3	1	1	1	1	3	2	8	-	3	3	2	2	-
		c											k						

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 37  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change (Excl DK)

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	132	8**	17**	15**	14**	6**	14**	33*	16**	9**	18**	14**	23**	14**	20**	13**	22**
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																	
Base: Excl DK	125	8**	17**	14**	14**	5**	14**	31*	14**	8**	18**	14**	21**	14**	19**	13**	21**
Yes	32	2	2	5	2	-	3	13	4	1	2	4	3	1	7	6	8
	26%	25%	12%	36%	14%	-	21%	42%	29%	13%	11%	29%	14%	7%	37%	46%	38%
No	93	6	15	9	12	5	11	18	10	7	16	10	18	13	12	7	13
	74%	75%	88%	64%	86%	100%	79%	58%	71%	88%	89%	71%	86%	93%	63%	54%	62%
Don't know	7	-	-	1	-	1	-	2	2	1	-	-	2	-	1	-	1
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																	
Base: Excl DK	123	8**	17**	14**	13**	6**	13**	29**	15**	8**	18**	14**	22**	14**	19**	11**	19**
Yes	46	2	4	5	4	3	3	17	6	2	3	4	6	3	9	7	12
	37%	25%	24%	36%	31%	50%	23%	59%	40%	25%	17%	29%	27%	21%	47%	64%	63%
No	77	6	13	9	9	3	10	12	9	6	15	10	16	11	10	4	7
	63%	75%	76%	64%	69%	50%	77%	41%	60%	75%	83%	71%	73%	79%	53%	36%	37%
Don't know	9	-	-	1	1	-	1	4	1	1	-	-	1	-	1	2	3
<b><u>Tried to find out more about the choices your organisation has</u></b>																	
Base: Excl DK	122	8**	16**	13**	14**	6**	13**	30*	14**	8**	18**	13**	22**	14**	19**	11**	20**
Yes	58	4	6	6	6	1	4	22	4	5	7	5	9	3	9	8	15
	48%	50%	38%	46%	43%	17%	31%	73%	29%	63%	39%	38%	41%	21%	47%	73%	75%
No	64	4	10	7	8	5	9	8	10	3	11	8	13	11	10	3	5
	52%	50%	63%	54%	57%	83%	69%	27%	71%	38%	61%	62%	59%	79%	53%	27%	25%
Don't know	10	-	1	2	-	-	1	3	2	1	-	1	1	-	1	2	2

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 38  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change (Excl DK)

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	132	3**	2**	12**	1**	2**	3**	12**	9**	8**	6**	8**	4**	18**	5**	1**	13**	4**	5**	4**	12**
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																					
Base: Excl DK	125	3**	2**	11**	1**	2**	3**	12**	9**	7**	6**	8**	3**	17**	5**	1**	12**	4**	5**	3**	11**
Yes	32	2	2	2	-	1	2	3	3	1	-	4	-	4	-	-	4	-	-	-	4
	26%	67%	100%	18%	-	50%	67%	25%	33%	14%	-	50%	-	24%	-	-	33%	-	-	-	36%
No	93	1	-	9	1	1	1	9	6	6	6	4	3	13	5	1	8	4	5	3	7
	74%	33%	-	82%	100%	50%	33%	75%	67%	86%	100%	50%	100%	76%	100%	100%	67%	100%	100%	100%	64%
Don't know	7	-	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	1	1
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																					
Base: Excl DK	123	3**	2**	12**	1**	2**	3**	12**	9**	6**	6**	8**	3**	15**	5**	1**	11**	4**	5**	3**	12**
Yes	46	2	1	4	1	1	2	4	4	-	1	5	1	7	-	1	3	2	2	-	5
	37%	67%	50%	33%	100%	50%	67%	33%	44%	-	17%	63%	33%	47%	-	100%	27%	50%	40%	-	42%
No	77	1	1	8	-	1	1	8	5	6	5	3	2	8	5	-	8	2	3	3	7
	63%	33%	50%	67%	-	50%	33%	67%	56%	100%	83%	38%	67%	53%	100%	-	73%	50%	60%	100%	58%
Don't know	9	-	-	-	-	-	-	-	-	2	-	-	1	3	-	-	2	-	-	1	-
<b><u>Tried to find out more about the choices your organisation has</u></b>																					
Base: Excl DK	122	3**	1**	11**	1**	2**	3**	12**	9**	7**	6**	8**	3**	16**	5**	1**	12**	4**	5**	3**	10**
Yes	58	3	1	5	-	1	2	4	6	3	2	6	1	9	-	1	7	2	1	1	3
	48%	100%	100%	45%	-	50%	67%	33%	67%	43%	33%	75%	33%	56%	-	100%	58%	50%	20%	33%	30%
No	64	-	-	6	1	1	1	8	3	4	4	2	2	7	5	-	5	2	4	2	7
	52%	-	-	55%	100%	50%	33%	67%	33%	57%	67%	25%	67%	44%	100%	-	42%	50%	80%	67%	70%
Don't know	10	-	1	1	-	-	-	-	-	1	-	-	1	2	-	-	1	-	-	1	2

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 39  
**Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?**  
**Base: All respondents who were aware of the change (Excl DK)**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)	
Base	132	86*	23**	7**	16**	88*	19**	7**	18**	96*	32*	11**	14**	132	-**	62*	27**	35*	31*	77*	41*	36*	28**	79*	
<b><u>Switched your organisation's water and waste water retail service provider</u></b>																									
Base: Excl DK	125	84*	21**	6**	14**	85*	18**	7**	15**	93*	30*	10**	12**	125	-**	61*	27**	34*	30*	76*	40*	36*	26**	77*	
Yes	32	18	10	1	3	19	6	3	4	22	14	4	1	32	-	25	15	10	3	25	17	8	3	23	
	26%	21%	48%	17%	21%	22%	33%	43%	27%	24%	47%	40%	8%	26%	-	41%	56%	29%	10%	33%	43%	22%	12%	30%	
											i					r									
No	93	66	11	5	11	66	12	4	11	71	16	6	11	93	-	36	12	24	27	51	23	28	23	54	
	74%	79%	52%	83%	79%	78%	67%	57%	73%	76%	53%	60%	92%	74%	-	59%	44%	71%	90%	67%	58%	78%	88%	70%	
										j						o									
Don't know	7	2	2	1	2	3	1	-	3	3	2	1	2	7	-	1	-	1	1	1	1	-	2	2	
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>																									
Base: Excl DK	123	85*	21**	7**	10**	87*	16**	7**	13**	95*	28**	11**	10**	123	-**	61*	26**	35*	30*	76*	41*	35*	27**	78*	
Yes	46	27	12	6	1	30	8	5	3	34	16	9	1	46	-	33	16	17	7	37	25	12	5	37	
	37%	32%	57%	86%	10%	34%	50%	71%	23%	36%	57%	82%	10%	37%	-	54%	62%	49%	23%	49%	61%	34%	19%	47%	
																r		r			u				
No	77	58	9	1	9	57	8	2	10	61	12	2	9	77	-	28	10	18	23	39	16	23	22	41	
	63%	68%	43%	14%	90%	66%	50%	29%	77%	64%	43%	18%	90%	63%	-	46%	38%	51%	77%	51%	39%	66%	81%	53%	
																		oq			t				
Don't know	9	1	2	-	6	1	3	-	5	1	4	-	4	9	-	1	1	-	1	1	-	1	1	1	
<b><u>Tried to find out more about the choices your organisation has</u></b>																									
Base: Excl DK	122	84*	18**	7**	13**	84*	18**	7**	13**	92*	27**	11**	11**	122	-**	59*	26**	33*	30*	74*	39*	35*	26**	77*	
Yes	58	38	12	4	4	38	10	6	4	43	18	7	2	58	-	38	20	18	6	46	28	18	4	48	
	48%	45%	67%	57%	31%	45%	56%	86%	31%	47%	67%	64%	18%	48%	-	64%	77%	55%	20%	62%	72%	51%	15%	62%	
																r		r							
No	64	46	6	3	9	46	8	1	9	49	9	4	9	64	-	21	6	15	24	28	11	17	22	29	
	52%	55%	33%	43%	69%	55%	44%	14%	69%	53%	33%	36%	82%	52%	-	36%	23%	45%	80%	38%	28%	49%	85%	38%	
																		oq							
Don't know	10	2	5	-	3	4	1	-	5	4	5	-	3	10	-	3	1	2	1	3	2	1	2	2	

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 40  
Q.5 Since learning about this change to the water market, have you or someone else at your organisation...?  
Base: All respondents who were aware of the change (Excl DK)

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	132	31*	15**	33*	20**	8**	16**	9**
<b><u>Switched your organisation's water and waste water retail service provider</u></b>								
Base: Excl DK	125	31*	14**	31*	19**	8**	14**	8**
Yes	32	4	5	13	3	2	4	1
	26%	13%	36%	42%	16%	25%	29%	13%
				a				
No	93	27	9	18	16	6	10	7
	74%	87%	64%	58%	84%	75%	71%	88%
		c						
Don't know	7	-	1	2	1	-	2	1
<b><u>Contacted your existing water and waste water retail service provider to negotiate a better deal for your organisation</u></b>								
Base: Excl DK	123	30*	14**	29**	19**	8**	15**	8**
Yes	46	8	5	17	6	2	6	2
	37%	27%	36%	59%	32%	25%	40%	25%
No	77	22	9	12	13	6	9	6
	63%	73%	64%	41%	68%	75%	60%	75%
Don't know	9	1	1	4	1	-	1	1
<b><u>Tried to find out more about the choices your organisation has</u></b>								
Base: Excl DK	122	30*	13**	30*	19**	8**	14**	8**
Yes	58	12	6	22	5	4	4	5
	48%	40%	46%	73%	26%	50%	29%	63%
				a				
No	64	18	7	8	14	4	10	3
	52%	60%	54%	27%	74%	50%	71%	38%
		c						
Don't know	10	1	2	3	1	-	2	1

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 41  
Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?

Summary

Base: All respondents

		Actions		
		Switch your organisation's water and waste water retail service provider	Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation	Try to find out more about the choices your organisation has
Base		502	502	502
NET: Likely		153	221	262
		30%	44%	52%
Very likely	(+2)	47	88	124
		9%	18%	25%
Quite likely	(+1)	106	133	138
		21%	26%	27%
Neither likely nor unlikely	(0)	144	100	79
		29%	20%	16%
Quite unlikely	(-1)	42	38	40
		8%	8%	8%
Very unlikely	(-2)	102	88	76
		20%	18%	15%
NET: Unlikely		144	126	116
		29%	25%	23%
Don't know		61	55	45
		12%	11%	9%
Mean		-0.1	0.21	0.42
Standard deviation	Standard error	1.3	1.38	1.4
		0.06	0.07	0.07

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 42  
Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?

Summary

Base: All respondents (Excl DK)

		Actions		
		Switch your organisation's water and waste water retail service provider	Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation	Try to find out more about the choices your organisation has
Base		502	502	502
Base: Excl DK		441	447	457
NET: Likely		153	221	262
		35%	49%	57%
Very likely	(+2)	47	88	124
		11%	20%	27%
Quite likely	(+1)	106	133	138
		24%	30%	30%
Neither likely nor unlikely	(0)	144	100	79
		33%	22%	17%
Quite unlikely	(-1)	42	38	40
		10%	9%	9%
Very unlikely	(-2)	102	88	76
		23%	20%	17%
NET: Unlikely		144	126	116
		33%	28%	25%
Don't know		61	55	45
Mean		-0.1	0.21	0.42
Standard deviation	Standard error	1.3	1.38	1.4
		0.06	0.07	0.07

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 43  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents**

		Size of Company					Seniority					Gender		Age						
		Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base		502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
NET: Likely		153	122	31	40	35	47	64	18	13	6	15	77	76	2	36	47	29	29	10
		30%	40%	16%	32%	44%	46%	24%	46%	41%	40%	44%	32%	29%	15%	42%	39%	23%	25%	24%
			bc		b	b	bc		f	f		f				pq	pq			
Very likely	(+2)	47	40	7	11	14	15	23	3	7	2	5	26	21	-	11	10	11	10	5
		9%	13%	4%	9%	18%	15%	9%	8%	22%	13%	15%	11%	8%	-	13%	8%	9%	9%	12%
			b			b	b			f										
Quite likely	(+1)	106	82	24	29	21	32	41	15	6	4	10	51	55	2	25	37	18	19	5
		21%	27%	12%	23%	27%	31%	15%	38%	19%	27%	29%	22%	21%	15%	29%	31%	14%	17%	12%
			b		b	b	b		f			f				pqr	pqr			
Neither likely nor	(0) unlikely	144	92	52	37	22	33	72	12	8	2	11	73	71	2	20	38	44	31	9
		29%	30%	27%	29%	28%	32%	27%	31%	25%	13%	32%	31%	27%	15%	24%	31%	35%	27%	22%
Quite unlikely	(-1)	42	20	22	9	6	5	26	2	5	1	1	22	20	3	5	7	7	13	7
		8%	7%	11%	7%	8%	5%	10%	5%	16%	7%	3%	9%	8%	23%	6%	6%	6%	11%	17%
																				nop
Very unlikely	(-2)	102	37	65	21	9	7	74	4	5	3	3	40	62	2	15	18	23	30	14
		20%	12%	33%	17%	11%	7%	28%	10%	16%	20%	9%	17%	23%	15%	18%	15%	18%	26%	34%
			e	acd	ae			gj												o
NET: Unlikely																				
		144	57	87	30	15	12	100	6	10	4	4	62	82	5	20	25	30	43	21
	29%	19%	45%	24%	19%	12%	38%	15%	31%	27%	12%	26%	31%	38%	24%	21%	24%	37%	51%	
			e	acd	e		gj												nop	nop
Don't know		61	36	25	19	7	10	30	3	1	3	4	25	36	4	9	11	24	12	1
	12%	12%	13%	15%	9%	10%	11%	8%	3%	20%	12%	11%	14%	31%	11%	9%	19%	10%	2%	
																	or			
Mean		-0.1	0.25b c	-0.67	0.00b	0.35b	0.47a bc	-0.37	0.31f	0.16f	0.08	0.43f	*	-0.21	-0.56	0.16qr	0.13q r	-0.13	-0.33	-0.5
Standard deviation	Standard error	1.3	1.21	1.23	1.25	1.25	1.07	1.34	1.09	1.39	1.51	1.14	1.26	1.32	1.13	1.33	1.19	1.25	1.33	1.41
		0.06	0.07	0.09	0.12	0.15	0.11	0.09	0.18	0.25	0.43	0.21	0.09	0.09	0.38	0.15	0.11	0.12	0.13	0.22

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 44  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents**

		Region										Turnover						
		Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base		502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
NET: Likely		153	16	20	13	12	10	12	38	22	10	19	15	13	17	24	21	26
		30%	50%	31%	28%	29%	22%	21%	42%	28%	23%	14%	25%	30%	32%	48%	42%	57%
			cefh						efhi				k	k	k	kl	k	klmn
Very likely	(+2)	47	3	6	7	4	3	1	13	6	4	6	5	4	5	6	9	8
		9%	9%	9%	15%	10%	7%	2%	14%	8%	9%	4%	8%	9%	9%	12%	18%	17%
					f				f								k	k
Quite likely	(+1)	106	13	14	6	8	7	11	25	16	6	13	10	9	12	18	12	18
		21%	41%	22%	13%	19%	15%	19%	28%	20%	14%	9%	17%	21%	23%	36%	24%	39%
			cdefh						c					k	k	kl	k	kl
			i															
Neither likely nor	(0) unlikely	144	10	19	12	14	16	17	26	19	11	34	22	10	18	13	19	13
		29%	31%	30%	26%	33%	35%	29%	29%	24%	26%	24%	37%	23%	34%	26%	38%	28%
Quite unlikely	(-1)	42	-	5	6	3	3	10	7	4	4	19	6	5	3	4	2	1
		8%	-	8%	13%	7%	7%	17%	8%	5%	9%	14%	10%	12%	6%	8%	4%	2%
					a			ah				q						
Very unlikely	(-2)	102	2	11	14	7	10	12	13	23	10	47	10	11	9	6	5	2
		20%	6%	17%	30%	17%	22%	21%	14%	29%	23%	34%	17%	26%	17%	12%	10%	4%
					ag					ag		lno	q	q	q			
												pq						
NET: Unlikely		144	2	16	20	10	13	22	20	27	14	66	16	16	12	10	7	3
		29%	6%	25%	43%	24%	28%	38%	22%	34%	33%	47%	27%	37%	23%	20%	14%	7%
				a	ag	a	a	ag	a	a	a	lno	q	pq	q			
												pq						
Don't know		61	4	9	2	6	7	7	6	12	8	20	6	4	6	3	3	4
		12%	13%	14%	4%	14%	15%	12%	7%	15%	19%	14%	10%	9%	11%	6%	6%	9%
											cg							
Mean		-0.1	0.54	-0.02	-0.31	-0.03	-0.26	-0.41	0.21cfh	-0.32	-0.29	-0.74	-0.11k	-0.26k	0.02k	0.30km	0.38kl	0.69klmn
																	m	
Standard deviation	Standard error	1.3	0.96	1.27	1.44	1.25	1.25	1.13	1.26	1.39	1.36	1.23	1.2	1.37	1.24	1.2	1.17	0.98
		0.06	0.18	0.17	0.22	0.21	0.2	0.16	0.14	0.17	0.23	0.11	0.17	0.22	0.18	0.17	0.17	0.15

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
**Overlap formulae used.** \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 45  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents**

		Principal Activity																				
		Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base		502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
NET: Likely		153	2	2	15	-	2	5	14	8	3	11	8	4	24	3	-	19	8	8	6	11
		30%	33%	100%	41%	-	67%	56%	36%	50%	21%	34%	40%	31%	29%	15%	-	35%	42%	20%	25%	17%
					rt				t									t				
Very likely (+2)		47	1	2	6	-	-	2	4	4	2	2	3	3	5	1	-	6	2	3	-	1
		9%	17%	100%	16%	-	-	22%	10%	25%	14%	6%	15%	23%	6%	5%	-	11%	11%	7%	-	2%
					t				t									t				
Quite likely (+1)		106	1	-	9	-	2	3	10	4	1	9	5	1	19	2	-	13	6	5	6	10
		21%	17%	-	24%	-	67%	33%	26%	25%	7%	28%	25%	8%	23%	10%	-	24%	32%	12%	25%	15%
Neither likely nor (0) unlikely		144	3	-	17	1	-	2	8	5	2	8	3	3	24	7	-	15	5	14	5	22
		29%	50%	-	46%	50%	-	22%	21%	31%	14%	25%	15%	23%	29%	35%	-	27%	26%	34%	21%	33%
					g																	
Quite unlikely (-1)		42	1	-	1	1	1	-	4	-	3	1	4	1	6	1	-	3	2	7	2	4
		8%	17%	-	3%	50%	33%	-	10%	-	21%	3%	20%	8%	7%	5%	-	5%	11%	17%	8%	6%
																			c			
Very unlikely (-2)		102	-	-	3	-	-	2	12	2	3	8	3	4	18	6	1	8	4	8	8	12
		20%	-	-	8%	-	-	22%	31%	13%	21%	25%	15%	31%	22%	30%	100%	15%	21%	20%	33%	18%
									c													
NET: Unlikely		144	1	-	4	1	1	2	16	2	6	9	7	5	24	7	1	11	6	15	10	16
		29%	17%	-	11%	50%	33%	22%	41%	13%	43%	28%	35%	38%	29%	35%	100%	20%	32%	37%	42%	24%
									cp					c					c			
Don't know		61	-	-	1	-	-	-	1	1	3	4	2	1	11	3	-	10	-	4	3	17
		12%	-	-	3%	-	-	-	3%	6%	21%	13%	10%	8%	13%	15%	-	18%	-	10%	13%	26%
																	cgr				cgr	
Mean		-0.1	0.33	2	0.39g	-0.5	0.33	0.33	-0.26	0.53	-0.36	-0.14	0.06	-0.17	-0.18	-0.53	-2	0.13	0	-0.32	-0.57	-0.33
					mrt																	
Standard deviation	Standard error	1.3	1.03	0	1.08	0.71	1.15	1.5	1.43	1.3	1.5	1.35	1.39	1.64	1.27	1.28	-	1.27	1.33	1.2	1.29	1.13
		0.06	0.42	0	0.18	0.5	0.67	0.5	0.23	0.34	0.45	0.26	0.33	0.47	0.15	0.31	-	0.19	0.31	0.2	0.28	0.16

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

## SME Awareness of NHH Retail Water Market Choices Survey

### ONLINE Fieldwork: 11th-18th July 2017

Table 46

**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**

### Switch your organisation's water and waste water retail service provider

**Base: All respondents**

		Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base		502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
NET: Likely		153	93	34	14	12	95	32	12	14	103	43	19	10	62	88	153	47	106	-	146	69	77	2	144
		30%	31%	43%	41%	13%	33%	38%	34%	15%	33%	41%	40%	12%	47%	25%	100%	100%	100%	-	66%	78%	58%	2%	55%
			d	d	d		h	h	h		l	l	l		n		r	r	r		v	uv	v		z
Very likely	(+2)	47	30	10	3	4	29	8	3	7	32	13	5	3	27	20	47	47	-	-	46	41	5	1	45
		9%	10%	13%	9%	4%	10%	10%	9%	7%	10%	13%	10%	4%	20%	6%	31%	100%	-	-	21%	47%	4%	1%	17%
				d								l			n		r	qr			v	uv			z
Quite likely	(+1)	106	63	24	11	8	66	24	9	7	71	30	14	7	35	68	106	-	106	-	100	28	72	1	99
		21%	21%	30%	32%	9%	23%	29%	26%	7%	23%	29%	29%	8%	27%	19%	69%	-	100%	-	45%	32%	54%	1%	38%
			d	d	d		h	h	h		l	l	l				r		pr		v	v	tv		z
Neither likely nor	(0) unlikely	144	84	25	11	24	78	30	13	23	88	34	16	22	30	105	-	-	-	-	56	13	43	5	86
		29%	28%	32%	32%	26%	27%	36%	37%	24%	28%	33%	33%	26%	23%	30%	-	-	-	-	25%	15%	32%	4%	33%
																					v	v	tv		z
Quite unlikely	(-1)	42	32	3	2	5	29	6	1	6	32	7	3	4	13	29	-	-	-	42	6	2	4	28	6
		8%	11%	4%	6%	5%	10%	7%	3%	6%	10%	7%	6%	5%	10%	8%	-	-	-	29%	3%	2%	3%	22%	2%
																					opq			stu	
Very unlikely	(-2)	102	59	10	5	28	56	10	6	30	61	12	7	26	18	80	-	-	-	102	4	2	2	91	8
		20%	20%	13%	15%	30%	20%	12%	17%	31%	19%	12%	15%	31%	14%	23%	-	-	-	71%	2%	2%	2%	72%	3%
						ab					j									opq				stu	
NET: Unlikely		144	91	13	7	33	85	16	7	36	93	19	10	30	31	109	-	-	-	144	10	4	6	119	14
		29%	31%	16%	21%	35%	30%	19%	20%	38%	30%	18%	21%	35%	23%	31%	-	-	-	100%	5%	5%	5%	94%	5%
			b			b				f	j			j						opq				stu	
Don't know		61	28	7	2	24	29	6	3	23	30	8	3	23	9	48	-	-	-	-	9	2	7	-	18
		12%	9%	9%	6%	26%	10%	7%	9%	24%	10%	8%	6%	27%	7%	14%	-	-	-	-	4%	2%	5%	-	7%
						abc				ef				ijk		m					v		v		z
Mean		-0.1	-0.10d	0.29ad	0.16d	-0.65	-0.07h	0.18h	0.06h	-0.62	-0.07l	0.26il	0.16l	-0.69	0.33n	-0.27	1.31r	2.00r	1.00r	-1.71	0.84v	1.21uv	0.59v	-1.64	0.68z
Standard deviation	Standard error	1.3	1.3	1.19	1.19	1.28	1.3	1.14	1.22	1.36	1.29	1.17	1.21	1.26	1.33	1.26	0.46	0	0	0.46	0.86	0.95	0.7	0.67	0.91
		0.06	0.08	0.14	0.21	0.15	0.08	0.13	0.22	0.16	0.08	0.12	0.18	0.16	0.12	0.07	0.04	0	0	0.04	0.06	0.1	0.06	0.06	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 47  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents**

		Region II							
		Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base		502	106	47*	90*	104	32*	80*	43*
NET: Likely		153	32	13	38	22	16	22	10
		30%	30%	28%	42%	21%	50%	28%	23%
					dfg		abdfg		
Very likely	(+2)	47	10	7	13	4	3	6	4
		9%	9%	15%	14%	4%	9%	8%	9%
				d	d				
Quite likely	(+1)	106	22	6	25	18	13	16	6
		21%	21%	13%	28%	17%	41%	20%	14%
					b		abdfg		
Neither likely nor	(0) unlikely	144	33	12	26	33	10	19	11
		29%	31%	26%	29%	32%	31%	24%	26%
Quite unlikely	(-1)	42	8	6	7	13	-	4	4
		8%	8%	13%	8%	13%	-	5%	9%
				e		e			
Very unlikely	(-2)	102	18	14	13	22	2	23	10
		20%	17%	30%	14%	21%	6%	29%	23%
				ce				ce	
NET: Unlikely		144	26	20	20	35	2	27	14
		29%	25%	43%	22%	34%	6%	34%	33%
			e	ace	e	e		e	e
Don't know		61	15	2	6	14	4	12	8
		12%	14%	4%	7%	13%	13%	15%	19%
									bc
Mean		-0.1	-0.02	-0.31	0.21bdf	-0.34	0.54	-0.32	-0.29
Standard deviation	Standard error	1.3	1.26	1.44	1.26	1.18	0.96	1.39	1.36
		0.06	0.13	0.22	0.14	0.12	0.18	0.17	0.23

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
**Overlap formulae** used. \* small base  
**Prepared by** Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 48  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents (Excl DK)**

		Size of Company					Seniority					Gender		Age						
		Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base		502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Base: Excl DK		441	271	170	107	72*	92*	236	36*	31*	12**	30*	212	229	9**	76*	110	103	103	40*
NET: Likely		153	122	31	40	35	47	64	18	13	6	15	77	76	2	36	47	29	29	10
		35%	45%	18%	37%	49%	51%	27%	50%	42%	50%	50%	36%	33%	22%	47%	43%	28%	28%	25%
			bc		b	b	b		f			f				pqr	pq			
Very likely	(+2)	47	40	7	11	14	15	23	3	7	2	5	26	21	-	11	10	11	10	5
		11%	15%	4%	10%	19%	16%	10%	8%	23%	17%	17%	12%	9%	-	14%	9%	11%	10%	13%
			b		b	b	b			f			f							
Quite likely	(+1)	106	82	24	29	21	32	41	15	6	4	10	51	55	2	25	37	18	19	5
		24%	30%	14%	27%	29%	35%	17%	42%	19%	33%	33%	24%	24%	22%	33%	34%	17%	18%	13%
			b		b	b	b		f			f				pqr	pqr			
Neither likely nor	(0) unlikely	144	92	52	37	22	33	72	12	8	2	11	73	71	2	20	38	44	31	9
		33%	34%	31%	35%	31%	36%	31%	33%	26%	17%	37%	34%	31%	22%	26%	35%	43%	30%	23%
																		nr		
Quite unlikely	(-1)	42	20	22	9	6	5	26	2	5	1	1	22	20	3	5	7	7	13	7
		10%	7%	13%	8%	8%	5%	11%	6%	16%	8%	3%	10%	9%	33%	7%	6%	7%	13%	18%
																				o
Very unlikely	(-2)	102	37	65	21	9	7	74	4	5	3	3	40	62	2	15	18	23	30	14
		23%	14%	38%	20%	13%	8%	31%	11%	16%	25%	10%	19%	27%	22%	20%	16%	22%	29%	35%
			e		acd	ae			gj					k					o	o
			e																	
NET: Unlikely		144	57	87	30	15	12	100	6	10	4	4	62	82	5	20	25	30	43	21
		33%	21%	51%	28%	21%	13%	42%	17%	32%	33%	13%	29%	36%	56%	26%	23%	29%	42%	53%
			e		acd	ae			gj										no	nop
			e																	
Don't know		61	36	25	19	7	10	30	3	1	3	4	25	36	4	9	11	24oqr	12	1
Mean		-0.1	0.25b	-0.67	0.00b	0.35b	0.47a	-0.37	0.31f	0.16f	0.08	0.43f	*	-0.21	-0.56	0.16qr	0.13q	-0.13	-0.33	-0.5
			c				bc										r			
Standard deviation		1.3	1.21	1.23	1.25	1.25	1.07	1.34	1.09	1.39	1.51	1.14	1.26	1.32	1.13	1.33	1.19	1.25	1.33	1.41
Standard error		0.06	0.07	0.09	0.12	0.15	0.11	0.09	0.18	0.25	0.43	0.21	0.09	0.09	0.38	0.15	0.11	0.12	0.13	0.22

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 49  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents (Excl DK)**

		Region										Turnover						
		Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base		502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Base: Excl DK		441	28**	55*	45*	36*	39*	51*	84*	68*	35*	119	53*	39*	47*	47*	47*	42*
NET: Likely		153	16	20	13	12	10	12	38	22	10	19	15	13	17	24	21	26
		35%	57%	36%	29%	33%	26%	24%	45%	32%	29%	16%	28%	33%	36%	51%	45%	62%
									ef					k	k	kl	k	klmn
Very likely	(+2)	47	3	6	7	4	3	1	13	6	4	6	5	4	5	6	9	8
		11%	11%	11%	16%	11%	8%	2%	15%	9%	11%	5%	9%	10%	11%	13%	19%	19%
					f				f								k	k
Quite likely	(+1)	106	13	14	6	8	7	11	25	16	6	13	10	9	12	18	12	18
		24%	46%	25%	13%	22%	18%	22%	30%	24%	17%	11%	19%	23%	26%	38%	26%	43%
									c						k	kl	k	kl
Neither likely nor	(0) unlikely	144	10	19	12	14	16	17	26	19	11	34	22	10	18	13	19	13
		33%	36%	35%	27%	39%	41%	33%	31%	28%	31%	29%	42%	26%	38%	28%	40%	31%
Quite unlikely	(-1)	42	-	5	6	3	3	10	7	4	4	19	6	5	3	4	2	1
		10%	-	9%	13%	8%	8%	20%	8%	6%	11%	16%	11%	13%	6%	9%	4%	2%
								h				pq						
Very unlikely	(-2)	102	2	11	14	7	10	12	13	23	10	47	10	11	9	6	5	2
		23%	7%	20%	31%	19%	26%	24%	15%	34%	29%	39%	19%	28%	19%	13%	11%	5%
					g					g		lno	q	pq	q			
												pq						
NET: Unlikely		144	2	16	20	10	13	22	20	27	14	66	16	16	12	10	7	3
		33%	7%	29%	44%	28%	33%	43%	24%	40%	40%	55%	30%	41%	26%	21%	15%	7%
					g			g		g		lno	q	pq	q			
												pq						
Don't know		61	4	9	2	6	7	7	6	12cg	8cg	20	6	4	6	3	3	4
Mean		-0.1	0.54	-0.02	-0.31	-0.03	-0.26	-0.41	0.21cfh	-0.32	-0.29	-0.74	-0.11k	-0.26k	0.02k	0.30km	0.38kl	0.69klmn
																m		
Standard deviation	Standard error	1.3	0.96	1.27	1.44	1.25	1.25	1.13	1.26	1.39	1.36	1.23	1.2	1.37	1.24	1.2	1.17	0.98
		0.06	0.18	0.17	0.22	0.21	0.2	0.16	0.14	0.17	0.23	0.11	0.17	0.22	0.18	0.17	0.17	0.15

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 50  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents (Excl DK)**

Principal Activity																					
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Base: Excl DK	441	6**	2**	36*	2**	3**	9**	38*	15**	11**	28**	18**	12**	72*	17**	1**	45*	19**	37*	21**	49*
NET: Likely	153	2	2	15	-	2	5	14	8	3	11	8	4	24	3	-	19	8	8	6	11
	35%	33%	100%	42%	-	67%	56%	37%	53%	27%	39%	44%	33%	33%	18%	-	42%	42%	22%	29%	22%
Very likely (+2)	47	1	2	6	-	-	2	4	4	2	2	3	3	5	1	-	t	2	3	-	1
	11%	17%	100%	17%	-	-	22%	11%	27%	18%	7%	17%	25%	7%	6%	-	13%	11%	8%	-	2%
Quite likely (+1)	106	1	-	9	-	2	3	10	4	1	9	5	1	19	2	-	t	6	5	6	10
	24%	17%	-	25%	-	67%	33%	26%	27%	9%	32%	28%	8%	26%	12%	-	29%	32%	14%	29%	20%
Neither likely nor (0) unlikely	144	3	-	17	1	-	2	8	5	2	8	3	3	24	7	-	15	5	14	5	22
	33%	50%	-	47%	50%	-	22%	21%	33%	18%	29%	17%	25%	33%	41%	-	33%	26%	38%	24%	45%
Quite unlikely (-1)	42	1	-	1	1	1	-	4	-	3	1	4	1	6	1	-	g	2	7	2	4
	10%	17%	-	3%	50%	33%	-	11%	-	27%	4%	22%	8%	8%	6%	-	7%	11%	19%	10%	8%
Very unlikely (-2)	102	-	-	3	-	-	2	12	2	3	8	3	4	18	6	1	c	4	8	8	12
	23%	-	-	8%	-	-	22%	32%	13%	27%	29%	17%	33%	25%	35%	100%	18%	21%	22%	38%	24%
NET: Unlikely	144	1	-	4	1	1	2	16	2	6	9	7	5	24	7	1	c	6	15	10	16
	33%	17%	-	11%	50%	33%	22%	42%	13%	55%	32%	39%	42%	33%	41%	100%	24%	32%	41%	48%	33%
Don't know	61	-	-	1	-	-	-	1	1	3	4	2	1	11g	3	-	c	-	4	3	17cgm
Mean	-0.1	0.33	2	0.39g	-0.5	0.33	0.33	-0.26	0.53	-0.36	-0.14	0.06	-0.17	-0.18	-0.53	-2	0.13	0	-0.32	-0.57	-0.33
Standard deviation Standard error	1.3	1.03	0	1.08	0.71	1.15	1.5	1.43	1.3	1.5	1.35	1.39	1.64	1.27	1.28	-	1.27	1.33	1.2	1.29	1.13
	0.06	0.42	0	0.18	0.5	0.67	0.5	0.23	0.34	0.45	0.26	0.33	0.47	0.15	0.31	-	0.19	0.31	0.2	0.28	0.16

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 51  
Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?  
Switch your organisation's water and waste water retail service provider  
Base: All respondents (Excl DK)

		Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base		502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Base: Excl DK		441	268	72*	32*	69*	258	78*	32*	73*	284	96*	45*	62*	123	302	153	47*	106	144	212	86*	126	126	244
NET: Likely		153	93	34	14	12	95	32	12	14	103	43	19	10	62	88	153	47	106	-	146	69	77	2	144
		35%	35%	47%	44%	17%	37%	41%	38%	19%	36%	45%	42%	16%	50%	29%	100%	100%	100%	-	69%	80%	61%	2%	59%
			d	d	d		h	h	h		l	l	l		n		r	r	r		v	uv	v		z
Very likely	(+2)	47	30	10	3	4	29	8	3	7	32	13	5	3	27	20	47	47	-	-	46	41	5	1	45
		11%	11%	14%	9%	6%	11%	10%	9%	10%	11%	14%	11%	5%	22%	7%	31%	100%	-	-	22%	48%	4%	1%	18%
															n		r	qr			v	uv			z
Quite likely	(+1)	106	63	24	11	8	66	24	9	7	71	30	14	7	35	68	106	-	106	-	100	28	72	1	99
		24%	24%	33%	34%	12%	26%	31%	28%	10%	25%	31%	31%	11%	28%	23%	69%	-	100%	-	47%	33%	57%	1%	41%
			d	d	d		h	h	h		l	l	l				r		pr		v	v	tv		z
Neither likely nor	(0) unlikely	144	84	25	11	24	78	30	13	23	88	34	16	22	30	105	-	-	-	-	56	13	43	5	86
		33%	31%	35%	34%	35%	30%	38%	41%	32%	31%	35%	36%	35%	24%	35%	-	-	-	-	26%	15%	34%	4%	35%
																m					v	v	tv		z
Quite unlikely	(-1)	42	32	3	2	5	29	6	1	6	32	7	3	4	13	29	-	-	-	42	6	2	4	28	6
		10%	12%	4%	6%	7%	11%	8%	3%	8%	11%	7%	7%	6%	11%	10%	-	-	-	29%	3%	2%	3%	22%	2%
																					opq			stu	
Very unlikely	(-2)	102	59	10	5	28	56	10	6	30	61	12	7	26	18	80	-	-	-	102	4	2	2	91	8
		23%	22%	14%	16%	41%	22%	13%	19%	41%	21%	13%	16%	42%	15%	26%	-	-	-	71%	2%	2%	2%	72%	3%
					abc					efg	j			ijk		m				opq				stu	
NET: Unlikely		144	91	13	7	33	85	16	7	36	93	19	10	30	31	109	-	-	-	144	10	4	6	119	14
		33%	34%	18%	22%	48%	33%	21%	22%	49%	33%	20%	22%	48%	25%	36%	-	-	-	100%	5%	5%	5%	94%	6%
			b			abc	f			efg	j			ijk		m				opq				stu	
Don't know		61	28	7	2	24abc	29	6	3	23efg	30	8	3	23ijk	9	48m	-	-	-	-	9v	2	7v	-	18z
Mean		-0.1	-0.10d	0.29ad	0.16d	-0.65	-0.07h	0.18h	0.06h	-0.62	-0.07l	0.26il	0.16l	-0.69	0.33n	-0.27	1.31r	2.00r	1.00r	-1.71	0.84v	1.21uv	0.59v	-1.64	0.68z
Standard deviation	Standard error	1.3	1.3	1.19	1.19	1.28	1.3	1.14	1.22	1.36	1.29	1.17	1.21	1.26	1.33	1.26	0.46	0	0	0.46	0.86	0.95	0.7	0.67	0.91
		0.06	0.08	0.14	0.21	0.15	0.08	0.13	0.22	0.16	0.08	0.12	0.18	0.16	0.12	0.07	0.04	0	0	0.04	0.06	0.1	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 52  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Switch your organisation's water and waste water retail service provider**  
**Base: All respondents (Excl DK)**

		Region II							
		Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base		502	106	47*	90*	104	32*	80*	43*
Base: Excl DK		441	91*	45*	84*	90*	28**	68*	35*
NET: Likely		153	32	13	38	22	16	22	10
		35%	35%	29%	45%	24%	57%	32%	29%
				d					
Very likely	(+2)	47	10	7	13	4	3	6	4
		11%	11%	16%	15%	4%	11%	9%	11%
				d	d				
Quite likely	(+1)	106	22	6	25	18	13	16	6
		24%	24%	13%	30%	20%	46%	24%	17%
				b					
Neither likely nor (0) unlikely		144	33	12	26	33	10	19	11
		33%	36%	27%	31%	37%	36%	28%	31%
Quite unlikely	(-1)	42	8	6	7	13	-	4	4
		10%	9%	13%	8%	14%	-	6%	11%
Very unlikely	(-2)	102	18	14	13	22	2	23	10
		23%	20%	31%	15%	24%	7%	34%	29%
				c				ac	
NET: Unlikely		144	26	20	20	35	2	27	14
		33%	29%	44%	24%	39%	7%	40%	40%
				c		c		c	
Don't know		61	15b	2	6	14	4	12bc	8bc
Mean		-0.1	-0.02	-0.31	0.21bdf	-0.34	0.54	-0.32	-0.29
Standard deviation	Standard error	1.3	1.26	1.44	1.26	1.18	0.96	1.39	1.36
		0.06	0.13	0.22	0.14	0.12	0.18	0.17	0.23

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
**Overlap formulae used.** \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 53  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents**

		Size of Company					Seniority					Gender		Age						
		Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base		502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
NET: Likely		221	170	51	60	44	66	95	24	18	7	21	107	114	3	44	54	54	49	17
		44%	55%	26%	48%	56%	65%	36%	62%	56%	47%	62%	45%	43%	23%	52%	45%	43%	43%	41%
			bc		b	b	abc		f	f		f								
Very likely	(+2)	88	76	12	26	18	32	42	9	10	5	9	47	41	1	21	17	20	21	8
		18%	25%	6%	21%	23%	31%	16%	23%	31%	33%	26%	20%	15%	8%	25%	14%	16%	18%	20%
			b		b	b	b			f		f								
Quite likely	(+1)	133	94	39	34	26	34	53	15	8	2	12	60	73	2	23	37	34	28	9
		26%	31%	20%	27%	33%	33%	20%	38%	25%	13%	35%	25%	28%	15%	27%	31%	27%	24%	22%
			b		b	b	b		f			f								
Neither likely nor	(0) unlikely	100	61	39	26	16	19	52	7	5	2	6	53	47	3	13	32	23	20	9
		20%	20%	20%	21%	20%	19%	20%	18%	16%	13%	18%	22%	18%	23%	15%	26%	18%	17%	22%
Quite unlikely	(-1)	38	14	24	8	4	2	28	1	4	1	-	20	18	2	7	8	5	11	5
		8%	5%	12%	6%	5%	2%	11%	3%	13%	7%	-	8%	7%	15%	8%	7%	4%	10%	12%
				ae				j		j										
Very unlikely	(-2)	88	29	59	16	8	5	66	4	4	1	3	36	52	2	11	16	23	27	9
		18%	9%	30%	13%	10%	5%	25%	10%	13%	7%	9%	15%	20%	15%	13%	13%	18%	23%	22%
			e	acd	e			gj											o	
NET: Unlikely		126	43	83	24	12	7	94	5	8	2	3	56	70	4	18	24	28	38	14
		25%	14%	43%	19%	15%	7%	35%	13%	25%	13%	9%	24%	26%	31%	21%	20%	22%	33%	34%
			e	acd	ae			gj											o	
Don't know		55	33	22	16	7	10	25	3	1	4	4	21	34	3	10	11	22	8	1
		11%	11%	11%	13%	9%	10%	9%	8%	3%	27%	12%	9%	13%	23%	12%	9%	17%	7%	2%
																		qr		
Mean		0.21	0.64b	-0.46	0.42b	0.58b	0.93a	-0.1	0.67f	0.52f	0.82	0.80f	0.29	0.14	-0.2	0.48q	0.28	0.22	0.05	0.05
			c				bc													
Standard deviation	Standard error	1.38	1.24	1.34	1.32	1.24	1.07	1.46	1.22	1.41	1.4	1.19	1.35	1.41	1.32	1.38	1.24	1.41	1.48	1.45
		0.07	0.07	0.1	0.13	0.15	0.11	0.09	0.2	0.25	0.42	0.22	0.09	0.09	0.42	0.16	0.12	0.14	0.14	0.23

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 54  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents**

		Region									Turnover							
		Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base		502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
NET: Likely		221	17	34	17	20	16	23	49	28	17	34	26	17	26	30	33	33
		44%	53%	53%	36%	48%	35%	40%	54%	35%	40%	24%	44%	40%	49%	60%	66%	72%
				h					ceh				k		k	k	klm	klmn
Very likely	(+2)	88	7	17	7	6	6	5	22	11	7	11	7	6	13	10	18	17
		18%	22%	27%	15%	14%	13%	9%	24%	14%	16%	8%	12%	14%	25%	20%	36%	37%
				f					f						k	k	klm	klm
Quite likely	(+1)	133	10	17	10	14	10	18	27	17	10	23	19	11	13	20	15	16
		26%	31%	27%	21%	33%	22%	31%	30%	21%	23%	17%	32%	26%	25%	40%	30%	35%
													k			k	k	k
Neither likely nor	(0) unlikely	100	8	11	12	9	14	9	13	17	7	25	17	10	11	11	7	8
		20%	25%	17%	26%	21%	30%	16%	14%	21%	16%	18%	29%	23%	21%	22%	14%	17%
							g											
Quite unlikely	(-1)	38	2	3	5	2	-	10	6	6	4	21	6	3	2	2	2	1
		8%	6%	5%	11%	5%	-	17%	7%	8%	9%	15%	10%	7%	4%	4%	4%	2%
				e				beg			e	nop						
												q						
Very unlikely	(-2)	88	1	10	11	6	9	9	14	19	9	43	5	9	9	5	5	-
		18%	3%	16%	23%	14%	20%	16%	16%	24%	21%	31%	8%	21%	17%	10%	10%	-
					a		a			a	a	lopq	q	q	q	q	q	
NET: Unlikely		126	3	13	16	8	9	19	20	25	13	64	11	12	11	7	7	1
		25%	9%	20%	34%	19%	20%	33%	22%	31%	30%	46%	19%	28%	21%	14%	14%	2%
					a			a		a	a	lmn	q	q	q	q	q	
												opq						
Don't know		55	4	6	2	5	7	7	8	10	6	16	5	4	5	2	3	4
		11%	13%	9%	4%	12%	15%	12%	9%	13%	14%	12%	8%	9%	9%	4%	6%	9%
Mean		0.21	0.71	0.48	-0.07	0.32	0.1	0	0.45	-0.07	0.05	-0.5	0.31	0.05	0.4	0.58	0.83	1.17
				h					ch				k	k	k	k	kl	klmno
																	m	
Standard deviation	Standard error	1.38	1.05	1.42	1.4	1.29	1.35	1.3	1.41	1.44	1.47	1.37	1.13	1.39	1.43	1.18	1.29	0.82
		0.07	0.2	0.19	0.21	0.21	0.22	0.18	0.16	0.17	0.24	0.12	0.15	0.22	0.21	0.17	0.19	0.13

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
**Overlap formulae used.** \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 55  
Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?  
Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation  
Base: All respondents

		Principal Activity																				
		Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base		502	6**	2**	37**	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
NET: Likely		221	4	2	25	-	2	6	15	11	8	15	9	7	37	5	1	29	7	8	8	22
		44%	67%	100%	68%	-	67%	67%	38%	69%	57%	47%	45%	54%	45%	25%	100%	53%	37%	20%	33%	33%
Very likely (+2)		88	2	2	14	-	1	2	7	5	6	5	3	3	12	2	-	10	3	3	2	6
		18%	33%	100%	38%	-	33%	22%	18%	31%	43%	16%	15%	23%	14%	10%	-	18%	16%	7%	8%	9%
Quite likely (+1)		133	2	-	11	-	1	4	8	6	2	10	6	4	25	3	1	19	4	5	6	16
		26%	33%	-	30%	-	33%	44%	21%	38%	14%	31%	30%	31%	30%	15%	100%	35%	21%	12%	25%	24%
Neither likely nor (0) unlikely		100	2	-	8	1	1	1	7	3	3	5	3	-	14	5	-	10	6	12	5	14
		20%	33%	-	22%	50%	33%	11%	18%	19%	21%	16%	15%	-	17%	25%	-	18%	32%	29%	21%	21%
Quite unlikely (-1)		38	-	-	1	-	-	-	4	-	1	2	3	1	10	1	-	1	3	7	1	3
		8%	-	-	3%	-	-	-	10%	-	7%	6%	15%	8%	12%	5%	-	2%	16%	17%	4%	5%
Very unlikely (-2)		88	-	-	2	1	-	2	11	1	1	7	3	4	14	5	-	6	3	8	7	13
		18%	-	-	5%	50%	-	22%	28%	6%	7%	22%	15%	31%	17%	25%	-	11%	16%	20%	29%	20%
NET: Unlikely		126	-	-	3	1	-	2	15	1	2	9	6	5	24	6	-	7	6	15	8	16
		25%	-	-	8%	50%	-	22%	38%	6%	14%	28%	30%	38%	29%	30%	-	13%	32%	37%	33%	24%
Don't know		55	-	-	1	-	-	-	2	1	1	3	2	1	8	4	-	9	-	6	3	14
		11%	-	-	3%	-	-	-	5%	6%	7%	9%	10%	8%	10%	20%	-	16%	-	15%	13%	21%
Mean		0.21	1	2	0.94g	-1	1	0.44	-0.11	0.93	0.85	0.14	0.17	0.08	0.15	-0.25	1	0.57gr	0.05	-0.34	-0.24	-0.02
Standard deviation		1.38	0.89	0	1.12	1.41	1	1.51	1.52	1.1	1.34	1.46	1.38	1.73	1.36	1.44	-	1.24	1.31	1.24	1.45	1.36
Standard error		0.07	0.37	0	0.19	1	0.58	0.5	0.25	0.28	0.37	0.27	0.33	0.5	0.16	0.36	-	0.18	0.3	0.21	0.32	0.19

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 56

**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**

**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**

**Base: All respondents**

		Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base		502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
NET: Likely		221	132	48	18	23	130	48	19	24	147	64	28	19	77	138	146	46	100	10	221	88	133	-	208
		44%	45%	61%	53%	25%	45%	57%	54%	25%	47%	62%	58%	22%	58%	39%	95%	98%	94%	7%	100%	100%	100%	-	79%
			d	ad	d		h	h	h		l	il	l		n		r	r	r		v	v	v		z
Very likely	(+2)	88	53	22	8	5	55	16	7	10	62	27	12	5	41	47	69	41	28	4	88	88	-	-	83
		18%	18%	28%	24%	5%	19%	19%	20%	10%	20%	26%	25%	6%	31%	13%	45%	87%	26%	3%	40%	100%	-	-	32%
			d	d	d		h				l	l	l		n		r	qr	r		v	uv			z
Quite likely	(+1)	133	79	26	10	18	75	32	12	14	85	37	16	14	36	91	77	5	72	6	133	-	133	-	125
		26%	27%	33%	29%	19%	26%	38%	34%	15%	27%	36%	33%	16%	27%	26%	50%	11%	68%	4%	60%	-	100%	-	48%
				d			h	eh	h		l	l	l				r		pr		v		tv		z
Neither likely nor	(0) unlikely	100	57	17	9	17	53	21	9	17	58	22	11	15	19	75	4	-	4	14	-	-	-	-	35
		20%	19%	22%	26%	18%	18%	25%	26%	18%	18%	21%	23%	18%	14%	21%	3%	-	4%	10%	-	-	-	-	13%
																									z
Quite unlikely	(-1)	38	31	3	2	2	28	4	1	5	31	5	2	2	10	28	1	1	-	32	-	-	-	38	7
		8%	10%	4%	6%	2%	10%	5%	3%	5%	10%	5%	4%	2%	8%	8%	1%	2%	-	22%	-	-	-	30%	3%
			d								l														
Very unlikely	(-2)	88	53	5	3	27	52	6	3	27	54	7	4	26	18	66	1	-	1	87	-	-	-	88	2
		18%	18%	6%	9%	29%	18%	7%	9%	28%	17%	7%	8%	31%	14%	19%	1%	-	1%	60%	-	-	-	70%	1%
			b			abc	f			efg	j		ijk							opq				stu	
NET: Unlikely		126	84	8	5	29	80	10	4	32	85	12	6	28	28	94	2	1	1	119	-	-	-	126	9
		25%	28%	10%	15%	31%	28%	12%	11%	33%	27%	12%	13%	33%	21%	27%	1%	2%	1%	83%	-	-	-	100%	3%
			b			b	fg			fg	jk		jk							opq				stu	
Don't know		55	23	6	2	24	24	5	3	23	24	6	3	23	8	43	1	-	1	1	-	-	-	-	10
		11%	8%	8%	6%	26%	8%	6%	9%	24%	8%	6%	6%	27%	6%	12%	1%	-	1%	1%	-	-	-	-	4%
					abc					ef			ijk		m										z
Mean		0.21	0.18d	0.78ad	0.56d	-0.41	0.20h	0.61eh	0.59h	-0.34	0.24l	0.73il	0.67i	-0.48	0.58n	0.08	1.39r	1.83qr	1.20r	-1.34	1.40v	2.00v	1.00v	-1.7	1.11z
													l												
Standard deviation	Standard error	1.38	1.39	1.13	1.22	1.42	1.41	1.1	1.16	1.48	1.4	1.14	1.19	1.43	1.4	1.36	0.64	0.52	0.59	1.01	0.49	0	0	0.46	0.8
		0.07	0.08	0.13	0.22	0.17	0.09	0.12	0.21	0.17	0.08	0.11	0.18	0.18	0.13	0.08	0.05	0.08	0.06	0.08	0.03	0	0	0.04	0.05

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 57  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents**

		Region II							
		Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base		502	106	47*	90*	104	32*	80*	43*
NET: Likely		221	54	17	49	39	17	28	17
		44%	51%	36%	54%	38%	53%	35%	40%
			f		bdf				
Very likely	(+2)	88	23	7	22	11	7	11	7
		18%	22%	15%	24%	11%	22%	14%	16%
			d		d				
Quite likely	(+1)	133	31	10	27	28	10	17	10
		26%	29%	21%	30%	27%	31%	21%	23%
Neither likely nor	(0) unlikely	100	20	12	13	23	8	17	7
		20%	19%	26%	14%	22%	25%	21%	16%
Quite unlikely	(-1)	38	5	5	6	10	2	6	4
		8%	5%	11%	7%	10%	6%	8%	9%
Very unlikely	(-2)	88	16	11	14	18	1	19	9
		18%	15%	23%	16%	17%	3%	24%	21%
				e		e		e	e
NET: Unlikely		126	21	16	20	28	3	25	13
		25%	20%	34%	22%	27%	9%	31%	30%
				e		e		e	e
Don't know		55	11	2	8	14	4	10	6
		11%	10%	4%	9%	13%	13%	13%	14%
Mean		0.21	0.42	-0.07	0.45	0.04	0.71	-0.07	0.05
			f		bf				
Standard deviation	Standard error	1.38	1.37	1.4	1.41	1.31	1.05	1.44	1.47
		0.07	0.14	0.21	0.16	0.14	0.2	0.17	0.24

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 58  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents (Excl DK)**

		Size of Company					Seniority					Gender		Age						
		Total	Total Excl Sole Traders	Sole Traders	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
			(a)	(b)																
Base		502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Base: Excl DK		447	274	173	110	72*	92*	241	36*	31*	11**	30*	216	231	10**	75*	110	105	107	40*
NET: Likely		221	170	51	60	44	66	95	24	18	7	21	107	114	3	44	54	54	49	17
		49%	62%	29%	55%	61%	72%	39%	67%	58%	64%	70%	50%	49%	30%	59%	49%	51%	46%	43%
			bc		b	b	abc		f	f		f								
Very likely	(+2)	88	76	12	26	18	32	42	9	10	5	9	47	41	1	21	17	20	21	8
		20%	28%	7%	24%	25%	35%	17%	25%	32%	45%	30%	22%	18%	10%	28%	15%	19%	20%	20%
			b		b	b	b			f						o				
Quite likely	(+1)	133	94	39	34	26	34	53	15	8	2	12	60	73	2	23	37	34	28	9
		30%	34%	23%	31%	36%	37%	22%	42%	26%	18%	40%	28%	32%	20%	31%	34%	32%	26%	23%
			b		b	b	b		f			f								
Neither likely nor (0) unlikely		100	61	39	26	16	19	52	7	5	2	6	53	47	3	13	32	23	20	9
		22%	22%	23%	24%	22%	21%	22%	19%	16%	18%	20%	25%	20%	30%	17%	29%	22%	19%	23%
Quite unlikely	(-1)	38	14	24	8	4	2	28	1	4	1	-	20	18	2	7	8	5	11	5
		9%	5%	14%	7%	6%	2%	12%	3%	13%	9%	-	9%	8%	20%	9%	7%	5%	10%	13%
				ae						j										
Very unlikely	(-2)	88	29	59	16	8	5	66	4	4	1	3	36	52	2	11	16	23	27	9
		20%	11%	34%	15%	11%	5%	27%	11%	13%	9%	10%	17%	23%	20%	15%	15%	22%	25%	23%
			e	acd	e			gj												
				e																
NET: Unlikely		126	43	83	24	12	7	94	5	8	2	3	56	70	4	18	24	28	38	14
		28%	16%	48%	22%	17%	8%	39%	14%	26%	18%	10%	26%	30%	40%	24%	22%	27%	36%	35%
			e	acd	ae			gj											o	
				e																
Don't know		55	33	22	16	7	10	25	3	1	4	4	21	34	3	10	11	22oqr	8	1
Mean		0.21	0.64b	-0.46	0.42b	0.58b	0.93a	-0.1	0.67f	0.52f	0.82	0.80f	0.29	0.14	-0.2	0.48q	0.28	0.22	0.05	0.05
			c				bc													
Standard deviation		1.38	1.24	1.34	1.32	1.24	1.07	1.46	1.22	1.41	1.4	1.19	1.35	1.41	1.32	1.38	1.24	1.41	1.48	1.45
Standard error		0.07	0.07	0.1	0.13	0.15	0.11	0.09	0.2	0.25	0.42	0.22	0.09	0.09	0.42	0.16	0.12	0.14	0.14	0.23

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 59  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents (Excl DK)**

		Region									Turnover							
		Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base		502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Base: Excl DK		447	28**	58*	45*	37*	39*	51*	82*	70*	37*	123	54*	39*	48*	48*	47*	42*
NET: Likely		221	17	34	17	20	16	23	49	28	17	34	26	17	26	30	33	33
		49%	61%	59%	38%	54%	41%	45%	60%	40%	46%	28%	48%	44%	54%	63%	70%	79%
				ch					ch				k		k	k	klm	klmn
Very likely	(+2)	88	7	17	7	6	6	5	22	11	7	11	7	6	13	10	18	17
		20%	25%	29%	16%	16%	15%	10%	27%	16%	19%	9%	13%	15%	27%	21%	38%	40%
				f					f						k	k	klm	klmo
Quite likely	(+1)	133	10	17	10	14	10	18	27	17	10	23	19	11	13	20	15	16
		30%	36%	29%	22%	38%	26%	35%	33%	24%	27%	19%	35%	28%	27%	42%	32%	38%
													k			k		k
Neither likely nor	(0) unlikely	100	8	11	12	9	14	9	13	17	7	25	17	10	11	11	7	8
		22%	29%	19%	27%	24%	36%	18%	16%	24%	19%	20%	31%	26%	23%	23%	15%	19%
							g											
Quite unlikely	(-1)	38	2	3	5	2	-	10	6	6	4	21	6	3	2	2	2	1
		9%	7%	5%	11%	5%	-	20%	7%	9%	11%	17%	11%	8%	4%	4%	4%	2%
				e				beg			e	nop						
												q						
Very unlikely	(-2)	88	1	10	11	6	9	9	14	19	9	43	5	9	9	5	5	-
		20%	4%	17%	24%	16%	23%	18%	17%	27%	24%	35%	9%	23%	19%	10%	11%	-
												lnop	q	q	q	q	q	
												q						
NET: Unlikely		126	3	13	16	8	9	19	20	25	13	64	11	12	11	7	7	1
		28%	11%	22%	36%	22%	23%	37%	24%	36%	35%	52%	20%	31%	23%	15%	15%	2%
												lmn	q	q	q	q	q	
												opq						
Don't know		55	4	6	2	5	7	7	8	10	6	16	5	4	5	2	3	4
Mean		0.21	0.71	0.48	-0.07	0.32	0.1	0	0.45	-0.07	0.05	-0.5	0.31	0.05	0.4	0.58	0.83	1.17
				h					ch				k	k	k	k	kl	klmno
																	m	
Standard deviation	Standard error	1.38	1.05	1.42	1.4	1.29	1.35	1.3	1.41	1.44	1.47	1.37	1.13	1.39	1.43	1.18	1.29	0.82
		0.07	0.2	0.19	0.21	0.21	0.22	0.18	0.16	0.17	0.24	0.12	0.15	0.22	0.21	0.17	0.19	0.13

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
**Overlap formulae used.** \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 60  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents (Excl DK)**

		Principal Activity																			
		Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Base: Excl DK	447	6**	2**	36*	2**	3**	9**	37*	15**	13**	29**	18**	12**	75*	16**	1**	46*	19**	35*	21**	52*
NET: Likely	221	4	2	25	-	2	6	15	11	8	15	9	7	37	5	1	29	7	8	8	22
	49%	67%	100%	69%	-	67%	67%	41%	73%	62%	52%	50%	58%	49%	31%	100%	63%	37%	23%	38%	42%
Very likely (+2)				gmrt										r			grt				
	88	2	2	14	-	1	2	7	5	6	5	3	3	12	2	-	10	3	3	2	6
	20%	33%	100%	39%	-	33%	22%	19%	33%	46%	17%	17%	25%	16%	13%	-	22%	16%	9%	10%	12%
Quite likely (+1)				mrt																	
	133	2	-	11	-	1	4	8	6	2	10	6	4	25	3	1	19	4	5	6	16
	30%	33%	-	31%	-	33%	44%	22%	40%	15%	34%	33%	33%	33%	19%	100%	41%	21%	14%	29%	31%
Neither likely nor (0) unlikely														r			r				
	100	2	-	8	1	1	1	7	3	3	5	3	-	14	5	-	10	6	12	5	14
	22%	33%	-	22%	50%	33%	11%	19%	20%	23%	17%	17%	-	19%	31%	-	22%	32%	34%	24%	27%
Quite unlikely (-1)																					
	38	-	-	1	-	-	-	4	-	1	2	3	1	10	1	-	1	3	7	1	3
	9%	-	-	3%	-	-	-	11%	-	8%	7%	17%	8%	13%	6%	-	2%	16%	20%	5%	6%
Very unlikely (-2)														p					cpt		
	88	-	-	2	1	-	2	11	1	1	7	3	4	14	5	-	6	3	8	7	13
	20%	-	-	6%	50%	-	22%	30%	7%	8%	24%	17%	33%	19%	31%	-	13%	16%	23%	33%	25%
NET: Unlikely																					
	126	-	-	3	1	-	2	15	1	2	9	6	5	24	6	-	7	6	15	8	16
	28%	-	-	8%	50%	-	22%	41%	7%	15%	31%	33%	42%	32%	38%	-	15%	32%	43%	38%	31%
Don't know														cp					cp		
	55	-	-	1	-	-	-	2	1	1	3	2	1	8	4	-	9c	-	6c	3	14cgm
Mean	0.21	1	2	0.94g	-1	1	0.44	-0.11	0.93	0.85	0.14	0.17	0.08	0.15	-0.25	1	0.57gr	0.05	-0.34	-0.24	-0.02
Standard deviation Standard error				mrt													t				
	1.38	0.89	0	1.12	1.41	1	1.51	1.52	1.1	1.34	1.46	1.38	1.73	1.36	1.44	-	1.24	1.31	1.24	1.45	1.36
	0.07	0.37	0	0.19	1	0.58	0.5	0.25	0.28	0.37	0.27	0.33	0.5	0.16	0.36	-	0.18	0.3	0.21	0.32	0.19

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 61  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents (Excl DK)**

		Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base		502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Base: Excl DK		447	273	73*	32*	69*	263	79*	32*	73*	290	98*	45*	62*	124	307	152	47*	105	143	221	88*	133	126	252
NET: Likely		221	132	48	18	23	130	48	19	24	147	64	28	19	77	138	146	46	100	10	221	88	133	-	208
		49%	48%	66%	56%	33%	49%	61%	59%	33%	51%	65%	62%	31%	62%	45%	96%	98%	95%	7%	100%	100%	100%	-	83%
			d	ad	d		h	h	h		l	il	l		n		r	r	r		v	v	v		z
Very likely	(+2)	88	53	22	8	5	55	16	7	10	62	27	12	5	41	47	69	41	28	4	88	88	-	-	83
		20%	19%	30%	25%	7%	21%	20%	22%	14%	21%	28%	27%	8%	33%	15%	45%	87%	27%	3%	40%	100%	-	-	33%
			d	ad	d						l	l	l		n		r	qr	r		v	uv			z
Quite likely	(+1)	133	79	26	10	18	75	32	12	14	85	37	16	14	36	91	77	5	72	6	133	-	133	-	125
		30%	29%	36%	31%	26%	29%	41%	38%	19%	29%	38%	36%	23%	29%	30%	51%	11%	69%	4%	60%	-	100%	-	50%
								eh	h			l					r		pr		v		tv		z
Neither likely nor	(0) unlikely	100	57	17	9	17	53	21	9	17	58	22	11	15	19	75	4	-	4	14	-	-	-	-	35
		22%	21%	23%	28%	25%	20%	27%	28%	23%	20%	22%	24%	24%	15%	24%	3%	-	4%	10%	-	-	-	-	14%
																m				op					z
Quite unlikely	(-1)	38	31	3	2	2	28	4	1	5	31	5	2	2	10	28	1	1	-	32	-	-	-	38	7
		9%	11%	4%	6%	3%	11%	5%	3%	7%	11%	5%	4%	3%	8%	9%	1%	2%	-	22%	-	-	-	30%	3%
			d																	opq				stu	
Very unlikely	(-2)	88	53	5	3	27	52	6	3	27	54	7	4	26	18	66	1	-	1	87	-	-	-	88	2
		20%	19%	7%	9%	39%	20%	8%	9%	37%	19%	7%	9%	42%	15%	21%	1%	-	1%	61%	-	-	-	70%	1%
			b			abc	f			efg	j		ijk							opq				stu	
NET: Unlikely		126	84	8	5	29	80	10	4	32	85	12	6	28	28	94	2	1	1	119	-	-	-	126	9
		28%	31%	11%	16%	42%	30%	13%	13%	44%	29%	12%	13%	45%	23%	31%	1%	2%	1%	83%	-	-	-	100%	4%
			b			bc	fg			efg	jk		ijk							opq				stu	
Don't know		55	23	6	2	24abc	24	5	3	23efg	24	6	3	23ijk	8	43m	1	-	1	1	-	-	-	-	10z
Mean		0.21	0.18d	0.78ad	0.56d	-0.41	0.20h	0.61eh	0.59h	-0.34	0.24l	0.73il	0.67i	-0.48	0.58n	0.08	1.39r	1.83qr	1.20r	-1.34	1.40v	2.00v	1.00v	-1.7	1.11z
													l												
Standard deviation	Standard error	1.38	1.39	1.13	1.22	1.42	1.41	1.1	1.16	1.48	1.4	1.14	1.19	1.43	1.4	1.36	0.64	0.52	0.59	1.01	0.49	0	0	0.46	0.8
		0.07	0.08	0.13	0.22	0.17	0.09	0.12	0.21	0.17	0.08	0.11	0.18	0.18	0.13	0.08	0.05	0.08	0.06	0.08	0.03	0	0	0.04	0.05

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
**Overlap formulae used.** \* small base  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 62  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation**  
**Base: All respondents (Excl DK)**

		Region II							
		Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base		502	106	47*	90*	104	32*	80*	43*
Base: Excl DK		447	95*	45*	82*	90*	28**	70*	37*
NET: Likely		221	54	17	49	39	17	28	17
		49%	57%	38%	60%	43%	61%	40%	46%
			bf		bdf				
Very likely	(+2)	88	23	7	22	11	7	11	7
		20%	24%	16%	27%	12%	25%	16%	19%
			d		d				
Quite likely	(+1)	133	31	10	27	28	10	17	10
		30%	33%	22%	33%	31%	36%	24%	27%
Neither likely nor	(0) unlikely	100	20	12	13	23	8	17	7
		22%	21%	27%	16%	26%	29%	24%	19%
Quite unlikely	(-1)	38	5	5	6	10	2	6	4
		9%	5%	11%	7%	11%	7%	9%	11%
Very unlikely	(-2)	88	16	11	14	18	1	19	9
		20%	17%	24%	17%	20%	4%	27%	24%
NET: Unlikely		126	21	16	20	28	3	25	13
		28%	22%	36%	24%	31%	11%	36%	35%
Don't know		55	11	2	8	14	4	10	6
Mean		0.21	0.42	-0.07	0.45	0.04	0.71	-0.07	0.05
			f		bf				
Standard deviation	Standard error	1.38	1.37	1.4	1.41	1.31	1.05	1.44	1.47
		0.07	0.14	0.21	0.16	0.14	0.2	0.17	0.24

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
**Overlap formulae** used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by** Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 63  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents**

		Size of Company					Seniority					Gender		Age						
		Total	Total Excl Sole Traders	Sole Traders	Micro	Small	Medium	Owner or proprietor	Managing Director or Managing Partner	Board level Director or partner	Director not board level	Senior managemen t	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Base		502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
NET: Likely		262	187	75	69	49	69	126	23	20	9	21	129	133	5	47	66	64	60	20
		52%	61%	38%	55%	62%	68%	47%	59%	63%	60%	62%	54%	50%	38%	55%	55%	50%	52%	49%
			b		b	b	bc													
Very likely	(+2)	124	94	30	32	23	39	63	11	13	5	10	67	57	-	24	28	35	27	10
		25%	31%	15%	25%	29%	38%	24%	28%	41%	33%	29%	28%	22%	-	28%	23%	28%	23%	24%
			b		b	b	abc			f										
Quite likely	(+1)	138	93	45	37	26	30	63	12	7	4	11	62	76	5	23	38	29	33	10
		27%	30%	23%	29%	33%	29%	24%	31%	22%	27%	32%	26%	29%	38%	27%	31%	23%	29%	24%
Neither likely nor	(0) unlikely	79	43	36	23	10	10	43	8	6	-	4	37	42	2	15	21	21	16	4
		16%	14%	18%	18%	13%	10%	16%	21%	19%	-	12%	16%	16%	15%	18%	17%	17%	14%	10%
		40	23	17	11	7	5	24	2	1	2	2	20	20	1	7	9	4	11	8
Quite unlikely	(-1)	8%	7%	9%	9%	9%	5%	9%	5%	3%	13%	6%	8%	8%	8%	8%	7%	3%	10%	20%
																		p	op	
		76	25	51	11	7	7	56	4	4	1	2	33	43	2	9	14	21	22	8
Very unlikely	(-2)	15%	8%	26%	9%	9%	7%	21%	10%	13%	7%	6%	14%	16%	15%	11%	12%	17%	19%	20%
				acde				j												
		116	48	68	22	14	12	80	6	5	3	4	53	63	3	16	23	25	33	16
NET: Unlikely		23%	16%	35%	17%	18%	12%	30%	15%	16%	20%	12%	22%	24%	23%	19%	19%	20%	29%	39%
				acd				j												nop
				e																
Don't know		45	29	16	12	6	11	17	2	1	3	5	18	27	3	7	11	17	6	1
		9%	9%	8%	10%	8%	11%	6%	5%	3%	20%	15%	8%	10%	23%	8%	9%	13%	5%	2%
Mean																	q			
		0.42	0.75b	-0.08	0.60b	0.70b	0.98ab	0.21	0.65	0.77f	0.83	0.86	0.5	0.35	0	0.59	0.52	0.48	0.29	0.15
							c													
Standard deviation	Standard error	1.4	1.26	1.47	1.26	1.28	1.21	1.49	1.27	1.38	1.4	1.19	1.4	1.4	1.25	1.32	1.3	1.46	1.46	1.51
		0.07	0.08	0.11	0.12	0.15	0.13	0.09	0.21	0.25	0.41	0.22	0.09	0.09	0.39	0.15	0.12	0.14	0.14	0.24

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 64  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents**

		Region									Turnover							
		Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base		502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
NET: Likely		262	23	36	17	23	20	31	54	35	23	50	35	18	32	30	35	35
		52%	72%	56%	36%	55%	43%	53%	60%	44%	53%	36%	59%	42%	60%	60%	70%	76%
			ceh	c					ch				k		k	k	km	km
Very likely	(+2)	124	9	19	9	11	8	12	26	20	10	21	14	8	18	17	18	18
		25%	28%	30%	19%	26%	17%	21%	29%	25%	23%	15%	24%	19%	34%	34%	36%	39%
															k	k	k	km
Quite likely	(+1)	138	14	17	8	12	12	19	28	15	13	29	21	10	14	13	17	17
		27%	44%	27%	17%	29%	26%	33%	31%	19%	30%	21%	36%	23%	26%	26%	34%	37%
			ch										k					k
Neither likely nor	(0) unlikely	79	4	12	11	6	7	8	10	16	5	26	9	8	8	8	6	6
		16%	13%	19%	23%	14%	15%	14%	11%	20%	12%	19%	15%	19%	15%	16%	12%	13%
Quite unlikely	(-1)	40	-	6	5	3	2	9	9	5	1	17	7	4	1	4	3	1
		8%	-	9%	11%	7%	4%	16%	10%	6%	2%	12%	12%	9%	2%	8%	6%	2%
								ai				nq	n					
Very unlikely	(-2)	76	1	7	10	6	10	5	11	17	9	35	4	10	8	6	4	-
		15%	3%	11%	21%	14%	22%	9%	12%	21%	21%	25%	7%	23%	15%	12%	8%	-
					a		a			af	a	lpq		lpq	q	q		
NET: Unlikely		116	1	13	15	9	12	14	20	22	10	52	11	14	9	10	7	1
		23%	3%	20%	32%	21%	26%	24%	22%	28%	23%	37%	19%	33%	17%	20%	14%	2%
				a	a	a	a	a	a	a	a	lno	q	pq	q	q	q	
												pq						
Don't know		45	4	3	4	4	7	5	6	7	5	11	4	3	4	2	2	4
		9%	13%	5%	9%	10%	15%	9%	7%	9%	12%	8%	7%	7%	8%	4%	4%	9%
Mean		0.42	1.07	0.57	0.02	0.5	0.15	0.45	0.58	0.22	0.37	-0.13	0.62	0.05	0.67	0.65	0.88	1.24
				c					c				km		km	k	km	klmno
Standard deviation	Standard error	1.4	0.9	1.33	1.46	1.41	1.5	1.28	1.37	1.51	1.51	1.45	1.21	1.48	1.42	1.38	1.23	0.79
		0.07	0.17	0.17	0.22	0.23	0.24	0.18	0.15	0.18	0.25	0.13	0.16	0.23	0.2	0.2	0.18	0.12

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 65  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents**

		Principal Activity																				
		Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base		502	6**	2**	37**	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
NET: Likely		262	3	1	27	-	2	6	21	13	9	19	8	7	44	7	-	31	11	14	11	28
		52%	50%	50%	73%	-	67%	67%	54%	81%	64%	59%	40%	54%	53%	35%	-	56%	58%	34%	46%	42%
Very likely	(+2)	124	2	1	13	-	-	4	10	8	7	8	6	4	20	3	-	12	5	6	6	9
		25%	33%	50%	35%	-	-	44%	26%	50%	50%	25%	30%	31%	24%	15%	-	22%	26%	15%	25%	14%
Quite likely	(+1)	138	1	-	14	-	2	2	11	5	2	11	2	3	24	4	-	19	6	8	5	19
		27%	17%	-	38%	-	67%	22%	28%	31%	14%	34%	10%	23%	29%	20%	-	35%	32%	20%	21%	29%
Neither likely nor	(0) unlikely	79	3	-	4	1	1	1	7	-	1	4	2	-	13	4	-	5	3	13	3	14
		16%	50%	-	11%	50%	33%	11%	18%	-	7%	13%	10%	-	16%	20%	-	9%	16%	32%	13%	21%
Quite unlikely	(-1)	40	-	1	2	1	-	-	4	-	2	-	4	1	7	3	-	4	2	4	1	4
		8%	-	50%	5%	50%	-	-	10%	-	14%	-	20%	8%	8%	15%	-	7%	11%	10%	4%	6%
Very unlikely	(-2)	76	-	-	2	-	-	2	6	2	1	7	3	4	12	3	1	6	3	8	6	10
		15%	-	-	5%	-	-	22%	15%	13%	7%	22%	15%	31%	14%	15%	100%	11%	16%	20%	25%	15%
NET: Unlikely		116	-	1	4	1	-	2	10	2	3	7	7	5	19	6	1	10	5	12	7	14
		23%	-	50%	11%	50%	-	22%	26%	13%	21%	22%	35%	38%	23%	30%	100%	18%	26%	29%	29%	21%
Don't know		45	-	-	2	-	-	-	1	1	1	2	3	1	7	3	-	9	-	2	3	10
		9%	-	-	5%	-	-	-	3%	6%	7%	6%	15%	8%	8%	15%	-	16%	-	5%	13%	15%
Mean		0.42	0.83	0.5	0.97m	-0.5	0.67	0.67	0.39	1.13	0.92	0.43	0.24	0.17	0.43	0.06	-2	0.59r	0.42	0	0.19	0.23
Standard deviation		1.4	0.98	2.12	1.12	0.71	0.58	1.66	1.41	1.36	1.44	1.5	1.6	1.8	1.39	1.39	-	1.33	1.43	1.34	1.63	1.32
Standard error		0.07	0.4	1.5	0.19	0.5	0.33	0.55	0.23	0.35	0.4	0.27	0.39	0.52	0.16	0.34	-	0.2	0.33	0.21	0.36	0.18

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 66  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents**

		Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Total	Solely resp.	Some resp.	Some influence (c)	None (d)	Solely resp.	Some resp.	Some influence (g)	None (h)	Solely resp.	Some resp.	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely	Very likely	Quite likely	NET: Unlikely (r)	NET: Likely	Very likely	Quite likely	NET: Unlikely (v)	NET: Likely
			(a)	(b)			(e)	(f)	(g)		(i)	(j)	(k)	(l)			(o)	(p)	(q)		(s)	(t)	(u)		(w)
Base		502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
NET: Likely		262	169	47	21	25	164	51	21	26	182	64	31	22	79	175	144	45	99	14	208	83	125	9	262
		52%	57%	59%	62%	27%	57%	61%	60%	27%	58%	62%	65%	26%	60%	50%	94%	96%	93%	10%	94%	94%	94%	7%	100%
			d	d	d		h	h	h		l	l	l				r	r	r		v	v	v		z
Very likely (+2)		124	86	24	7	7	83	23	8	10	93	32	11	7	47	74	82	42	40	4	114	70	44	2	124
		25%	29%	30%	21%	8%	29%	27%	23%	10%	30%	31%	23%	8%	36%	21%	54%	89%	38%	3%	52%	80%	33%	2%	47%
			d	d	d		h	h			l	l	l		n		r	qr	r		v	uv	v		z
Quite likely (+1)		138	83	23	14	18	81	28	13	16	89	32	20	15	32	101	62	3	59	10	94	13	81	7	138
		27%	28%	29%	41%	19%	28%	33%	37%	17%	28%	31%	42%	18%	24%	29%	41%	6%	56%	7%	43%	15%	61%	6%	53%
					d		h	h	h		l	l	l				r		pr		v	v	tv		z
Neither likely nor (0) unlikely		79	42	18	7	12	41	20	6	12	44	22	7	11	16	58	4	-	4	19	5	1	4	15	-
		16%	14%	23%	21%	13%	14%	24%	17%	13%	14%	21%	15%	13%	12%	17%	3%	-	4%	13%	2%	1%	3%	12%	-
								eh																stu	
Quite unlikely (-1)		40	29	5	2	4	26	5	1	8	30	8	3	3	12	28	2	1	1	37	4	3	1	30	-
		8%	10%	6%	6%	4%	9%	6%	3%	8%	10%	8%	6%	4%	9%	8%	1%	2%	1%	26%	2%	3%	1%	24%	-
																								stu	
Very unlikely (-2)		76	41	5	2	28	40	5	4	27	42	6	4	26	17	56	2	-	2	74	3	-	3	72	-
		15%	14%	6%	6%	30%	14%	6%	11%	28%	13%	6%	8%	31%	13%	16%	1%	-	2%	51%	1%	-	2%	57%	-
						abc	f			efg	j		ijk							opq				stu	
NET: Unlikely		116	70	10	4	32	66	10	5	35	72	14	7	29	29	84	4	1	3	111	7	3	4	102	-
		23%	24%	13%	12%	34%	23%	12%	14%	36%	23%	13%	15%	34%	22%	24%	3%	2%	3%	77%	3%	3%	3%	81%	-
			b			abc	f			efg	j		ijk							opq				stu	
Don't know		45	15	4	2	24	16	3	3	23	16	4	3	23	8	33	1	1	-	-	1	1	-	-	-
		9%	5%	5%	6%	26%	6%	4%	9%	24%	5%	4%	6%	27%	6%	9%	1%	2%	-	-	*	1%	-	-	-
						abc				ef			ijk												
Mean		0.42	0.51d	0.75d	0.69d	-0.41	0.52h	0.73h	0.63h	-0.36	0.54l	0.76l	0.69l	-0.42	0.65n	0.34	1.45r	1.87qr	1.26r	-1.16	1.42v	1.72uv	1.22v	-1.29	1.47z
Standard deviation	Standard error	1.4	1.4	1.18	1.09	1.49	1.4	1.13	1.26	1.5	1.39	1.16	1.18	1.51	1.42	1.39	0.74	0.5	0.75	1.08	0.75	0.66	0.74	0.99	0.5
		0.07	0.08	0.14	0.19	0.18	0.08	0.13	0.22	0.18	0.08	0.12	0.18	0.19	0.13	0.08	0.06	0.07	0.07	0.09	0.05	0.07	0.06	0.09	0.03

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
**Overlap formulae used.** \* small base  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 67

**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**

**Try to find out more about the choices your organisation has**

**Base: All respondents**

		Region II							
		Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base		502	106	47*	90*	104	32*	80*	43*
NET: Likely		262	59	17	54	51	23	35	23
		52%	56%	36%	60%	49%	72%	44%	53%
			b		bf		bdf		
Very likely	(+2)	124	30	9	26	20	9	20	10
		25%	28%	19%	29%	19%	28%	25%	23%
Quite likely	(+1)	138	29	8	28	31	14	15	13
		27%	27%	17%	31%	30%	44%	19%	30%
							bf		
Neither likely nor	(0) unlikely	79	18	11	10	15	4	16	5
		16%	17%	23%	11%	14%	13%	20%	12%
Quite unlikely	(-1)	40	9	5	9	11	-	5	1
		8%	8%	11%	10%	11%	-	6%	2%
Very unlikely	(-2)	76	13	10	11	15	1	17	9
		15%	12%	21%	12%	14%	3%	21%	21%
				e				e	e
NET: Unlikely		116	22	15	20	26	1	22	10
		23%	21%	32%	22%	25%	3%	28%	23%
			e	e	e	e		e	e
Don't know		45	7	4	6	12	4	7	5
		9%	7%	9%	7%	12%	13%	9%	12%
Mean		0.42	0.55	0.02	0.58	0.33	1.07	0.22	0.37
			b		b				
Standard deviation	Standard error	1.4	1.36	1.46	1.37	1.38	0.9	1.51	1.51
		0.07	0.14	0.22	0.15	0.14	0.17	0.18	0.25

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 68  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents (Excl DK)**

		Size of Company					Seniority					Gender		Age						
		Total	Total Excl Sole Traders	Sole Traders	Micro	Small	Medium	Owner or proprietor	Managing Director or Managing Partner	Board level Director or partner	Director not board level	Senior managemen t	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
			(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Base		502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Base: Excl DK		457	278	179	114	73*	91*	249	37*	31*	12**	29**	219	238	10**	78*	110	110	109	40*
NET: Likely		262	187	75	69	49	69	126	23	20	9	21	129	133	5	47	66	64	60	20
		57%	67%	42%	61%	67%	76%	51%	62%	65%	75%	72%	59%	56%	50%	60%	60%	58%	55%	50%
			b		b	b	abc													
Very likely	(+2)	124	94	30	32	23	39	63	11	13	5	10	67	57	-	24	28	35	27	10
		27%	34%	17%	28%	32%	43%	25%	30%	42%	42%	34%	31%	24%	-	31%	25%	32%	25%	25%
			b		b	b	abc													
Quite likely	(+1)	138	93	45	37	26	30	63	12	7	4	11	62	76	5	23	38	29	33	10
		30%	33%	25%	32%	36%	33%	25%	32%	23%	33%	38%	28%	32%	50%	29%	35%	26%	30%	25%
Neither likely nor	(0) unlikely	79	43	36	23	10	10	43	8	6	-	4	37	42	2	15	21	21	16	4
		17%	15%	20%	20%	14%	11%	17%	22%	19%	-	14%	17%	18%	20%	19%	19%	19%	15%	10%
Quite unlikely	(-1)	40	23	17	11	7	5	24	2	1	2	2	20	20	1	7	9	4	11	8
		9%	8%	9%	10%	10%	5%	10%	5%	3%	17%	7%	9%	8%	10%	9%	8%	4%	10%	20%
																				op
Very unlikely	(-2)	76	25	51	11	7	7	56	4	4	1	2	33	43	2	9	14	21	22	8
		17%	9%	28%	10%	10%	8%	22%	11%	13%	8%	7%	15%	18%	20%	12%	13%	19%	20%	20%
				acd																
				e																
NET: Unlikely		116	48	68	22	14	12	80	6	5	3	4	53	63	3	16	23	25	33	16
		25%	17%	38%	19%	19%	13%	32%	16%	16%	25%	14%	24%	26%	30%	21%	21%	23%	30%	40%
				acd																nop
				e																
Don't know		45	29	16	12	6	11	17	2	1	3	5	18	27	3	7	11	17qr	6	1
Mean		0.42	0.75b	-0.08	0.60b	0.70b	0.98ab	0.21	0.65	0.77f	0.83	0.86	0.5	0.35	0	0.59	0.52	0.48	0.29	0.15
							c													
Standard deviation	Standard error	1.4	1.26	1.47	1.26	1.28	1.21	1.49	1.27	1.38	1.4	1.19	1.4	1.4	1.25	1.32	1.3	1.46	1.46	1.51
		0.07	0.08	0.11	0.12	0.15	0.13	0.09	0.21	0.25	0.41	0.22	0.09	0.09	0.39	0.15	0.12	0.14	0.14	0.24

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 69  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents (Excl DK)**

		Region										Turnover						
		Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base		502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Base: Excl DK		457	28**	61*	43*	38*	39*	53*	84*	73*	38*	128	55*	40*	49*	48*	48*	42*
NET: Likely		262	23	36	17	23	20	31	54	35	23	50	35	18	32	30	35	35
		57%	82%	59%	40%	61%	51%	58%	64%	48%	61%	39%	64%	45%	65%	63%	73%	83%
									ch				k		k	k	km	klmo
Very likely	(+2)	124	9	19	9	11	8	12	26	20	10	21	14	8	18	17	18	18
		27%	32%	31%	21%	29%	21%	23%	31%	27%	26%	16%	25%	20%	37%	35%	38%	43%
															k	k	k	km
Quite likely	(+1)	138	14	17	8	12	12	19	28	15	13	29	21	10	14	13	17	17
		30%	50%	28%	19%	32%	31%	36%	33%	21%	34%	23%	38%	25%	29%	27%	35%	40%
													k					k
Neither likely nor	(0) unlikely	79	4	12	11	6	7	8	10	16	5	26	9	8	8	8	6	6
		17%	14%	20%	26%	16%	18%	15%	12%	22%	13%	20%	16%	20%	16%	17%	13%	14%
Quite unlikely	(-1)	40	-	6	5	3	2	9	9	5	1	17	7	4	1	4	3	1
		9%	-	10%	12%	8%	5%	17%	11%	7%	3%	13%	13%	10%	2%	8%	6%	2%
								i				nq	n					
Very unlikely	(-2)	76	1	7	10	6	10	5	11	17	9	35	4	10	8	6	4	-
		17%	4%	11%	23%	16%	26%	9%	13%	23%	24%	27%	7%	25%	16%	13%	8%	-
							f			f		lopq		lpq	q	q		
NET: Unlikely		116	1	13	15	9	12	14	20	22	10	52	11	14	9	10	7	1
		25%	4%	21%	35%	24%	31%	26%	24%	30%	26%	41%	20%	35%	18%	21%	15%	2%
												lno	q	pq	q	q	q	
												pq						
Don't know		45	4	3	4	4	7b	5	6	7	5	11	4	3	4	2	2	4
Mean		0.42	1.07	0.57c	0.02	0.5	0.15	0.45	0.58c	0.22	0.37	-0.13	0.62km	0.05	0.67km	0.65k	0.88km	1.24klmno
Standard deviation	Standard error	1.4	0.9	1.33	1.46	1.41	1.5	1.28	1.37	1.51	1.51	1.45	1.21	1.48	1.42	1.38	1.23	0.79
		0.07	0.17	0.17	0.22	0.23	0.24	0.18	0.15	0.18	0.25	0.13	0.16	0.23	0.2	0.2	0.18	0.12

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 70  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents (Excl DK)**

Principal Activity																					
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Base: Excl DK	457	6**	2**	35*	2**	3**	9**	38*	15**	13**	30*	17**	12**	76*	17**	1**	46*	19**	39*	21**	56*
NET: Likely	262	3	1	27	-	2	6	21	13	9	19	8	7	44	7	-	31	11	14	11	28
	57%	50%	50%	77%	-	67%	67%	55%	87%	69%	63%	47%	58%	58%	41%	-	67%	58%	36%	52%	50%
Very likely (+2)	124	2	1	13	-	-	4	10	8	7	8	6	4	20	3	-	12	5	6	6	9
	27%	33%	50%	37%	-	-	44%	26%	53%	54%	27%	35%	33%	26%	18%	-	26%	26%	15%	29%	16%
Quite likely (+1)	138	1	-	14	-	2	2	11	5	2	11	2	3	24	4	-	19	6	8	5	19
	30%	17%	-	40%	-	67%	22%	29%	33%	15%	37%	12%	25%	32%	24%	-	41%	32%	21%	24%	34%
Neither likely nor (0) unlikely	79	3	-	4	1	1	1	7	-	1	4	2	-	13	4	-	5	3	13	3	14
	17%	50%	-	11%	50%	33%	11%	18%	-	8%	13%	12%	-	17%	24%	-	11%	16%	33%	14%	25%
Quite unlikely (-1)	40	-	1	2	1	-	-	4	-	2	-	4	1	7	3	-	4	2	4	1	4
	9%	-	50%	6%	50%	-	-	11%	-	15%	-	24%	8%	9%	18%	-	9%	11%	10%	5%	7%
Very unlikely (-2)	76	-	-	2	-	-	2	6	2	1	7	3	4	12	3	1	6	3	8	6	10
	17%	-	-	6%	-	-	22%	16%	13%	8%	23%	18%	33%	16%	18%	100%	13%	16%	21%	29%	18%
NET: Unlikely	116	-	1	4	1	-	2	10	2	3	7	7	5	19	6	1	10	5	12	7	14
	25%	-	50%	11%	50%	-	22%	26%	13%	23%	23%	41%	42%	25%	35%	100%	22%	26%	31%	33%	25%
Don't know	45	-	-	2	-	-	-	1	1	1	2	3	1	7	3	-	9g	-	2	3	10g
Mean	0.42	0.83	0.5	0.97m	-0.5	0.67	0.67	0.39	1.13	0.92	0.43	0.24	0.17	0.43	0.06	-2	0.59r	0.42	0	0.19	0.23
Standard deviation	1.4	0.98	2.12	1.12	0.71	0.58	1.66	1.41	1.36	1.44	1.5	1.6	1.8	1.39	1.39	-	1.33	1.43	1.34	1.63	1.32
Standard error	0.07	0.4	1.5	0.19	0.5	0.33	0.55	0.23	0.35	0.4	0.27	0.39	0.52	0.16	0.34	-	0.2	0.33	0.21	0.36	0.18

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 71  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents (Excl DK)**

		Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
		Total	Solely resp.	Some resp.	Some influence (c)	None (d)	Solely resp.	Some resp.	Some influence (g)	None (h)	Solely resp.	Some resp.	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely	Very likely	Quite likely	NET:	NET: Likely	Very likely	Quite likely	NET:	NET: Likely
			(a)	(b)			(e)	(f)	(g)		(i)	(j)	(k)	(l)			(o)	(p)	(q)	Unlikely (r)	(s)	(t)	(u)	Unlikely (v)	(w)
Base		502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Base: Excl DK		457	281	75*	32*	69*	271	81*	32*	73*	298	100	45*	62*	124	317	152	46*	106	144	220	87*	133	126	262
NET: Likely		262	169	47	21	25	164	51	21	26	182	64	31	22	79	175	144	45	99	14	208	83	125	9	262
		57%	60%	63%	66%	36%	61%	63%	66%	36%	61%	64%	69%	35%	64%	55%	95%	98%	93%	10%	95%	95%	94%	7%	100%
			d	d	d		h	h	h		l	l	l				r	r	r		v	v	v		z
Very likely	(+2)	124	86	24	7	7	83	23	8	10	93	32	11	7	47	74	82	42	40	4	114	70	44	2	124
		27%	31%	32%	22%	10%	31%	28%	25%	14%	31%	32%	24%	11%	38%	23%	54%	91%	38%	3%	52%	80%	33%	2%	47%
			d	d			h	h			l	l			n		r	qr	r		v	uv	v		z
Quite likely	(+1)	138	83	23	14	18	81	28	13	16	89	32	20	15	32	101	62	3	59	10	94	13	81	7	138
		30%	30%	31%	44%	26%	30%	35%	41%	22%	30%	32%	44%	24%	26%	32%	41%	7%	56%	7%	43%	15%	61%	6%	53%
													il				r		pr		v	v	tv		z
Neither likely nor	(0) unlikely	79	42	18	7	12	41	20	6	12	44	22	7	11	16	58	4	-	4	19	5	1	4	15	-
		17%	15%	24%	22%	17%	15%	25%	19%	16%	15%	22%	16%	18%	13%	18%	3%	-	4%	13%	2%	1%	3%	12%	-
								e																stu	
Quite unlikely	(-1)	40	29	5	2	4	26	5	1	8	30	8	3	3	12	28	2	1	1	37	4	3	1	30	-
		9%	10%	7%	6%	6%	10%	6%	3%	11%	10%	8%	7%	5%	10%	9%	1%	2%	1%	26%	2%	3%	1%	24%	-
																								stu	
Very unlikely	(-2)	76	41	5	2	28	40	5	4	27	42	6	4	26	17	56	2	-	2	74	3	-	3	72	-
		17%	15%	7%	6%	41%	15%	6%	13%	37%	14%	6%	9%	42%	14%	18%	1%	-	2%	51%	1%	-	2%	57%	-
					abc		f			efg	j		ijk							opq				stu	
NET: Unlikely		116	70	10	4	32	66	10	5	35	72	14	7	29	29	84	4	1	3	111	7	3	4	102	-
		25%	25%	13%	13%	46%	24%	12%	16%	48%	24%	14%	16%	47%	23%	26%	3%	2%	3%	77%	3%	3%	3%	81%	-
			b		abc		f			efg	j		ijk							opq				stu	
Don't know		45	15	4	2	24abc	16	3	3	23efg	16	4	3	23ijk	8	33	1	1	-	-	1	1	-	-	-
Mean		0.42	0.51d	0.75d	0.69d	-0.41	0.52h	0.73h	0.63h	-0.36	0.54l	0.76l	0.69l	-0.42	0.65n	0.34	1.45r	1.87qr	1.26r	-1.16	1.42v	1.72uv	1.22v	-1.29	1.47z
Standard deviation	Standard error	1.4	1.4	1.18	1.09	1.49	1.4	1.13	1.26	1.5	1.39	1.16	1.18	1.51	1.42	1.39	0.74	0.5	0.75	1.08	0.75	0.66	0.74	0.99	0.5
		0.07	0.08	0.14	0.19	0.18	0.08	0.13	0.22	0.18	0.08	0.12	0.18	0.19	0.13	0.08	0.06	0.07	0.07	0.09	0.05	0.07	0.06	0.09	0.03

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
**Overlap formulae used.** \* small base  
**Prepared by** Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 72  
**Q.6 Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months?**  
**Try to find out more about the choices your organisation has**  
**Base: All respondents (Excl DK)**

		Region II							
		Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base		502	106	47*	90*	104	32*	80*	43*
Base: Excl DK		457	99*	43*	84*	92*	28**	73*	38*
NET: Likely		262	59	17	54	51	23	35	23
		57%	60%	40%	64%	55%	82%	48%	61%
			b		bf				
Very likely	(+2)	124	30	9	26	20	9	20	10
		27%	30%	21%	31%	22%	32%	27%	26%
Quite likely	(+1)	138	29	8	28	31	14	15	13
		30%	29%	19%	33%	34%	50%	21%	34%
Neither likely nor (0) unlikely		79	18	11	10	15	4	16	5
		17%	18%	26%	12%	16%	14%	22%	13%
Quite unlikely	(-1)	40	9	5	9	11	-	5	1
		9%	9%	12%	11%	12%	-	7%	3%
Very unlikely	(-2)	76	13	10	11	15	1	17	9
		17%	13%	23%	13%	16%	4%	23%	24%
NET: Unlikely		116	22	15	20	26	1	22	10
		25%	22%	35%	24%	28%	4%	30%	26%
Don't know		45	7	4	6	12	4	7	5
Mean		0.42	0.55	0.02	0.58	0.33	1.07	0.22	0.37
			b		b				
Standard deviation		1.4	1.36	1.46	1.37	1.38	0.9	1.51	1.51
Standard error		0.07	0.14	0.22	0.15	0.14	0.17	0.18	0.25

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
**Overlap formulae used.** \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 73  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	151	60*	91*	32*	16**	12**	105	6**	10**	4**	4**	66*	85*	5**	21**	29**	31*	43*	22**
My organisation doesn't use much water so wouldn't save enough money																			
	59	26	33	14	9	3	41	2	7	3	-	29	30	1	7	10	11	20	10
	39%	43%	36%	44%	56%	25%	39%	33%	70%	75%	-	44%	35%	20%	33%	34%	35%	47%	45%
I'm satisfied with the price my organisation pays my existing service provider																			
	33	12	21	7	4	1	24	-	3	1	2	13	20	2	5	5	6	10	5
	22%	20%	23%	22%	25%	8%	23%	-	30%	25%	50%	20%	24%	40%	24%	17%	19%	23%	23%
I'm satisfied with the service my organisation receives from my existing service provider																			
	22	7	15	3	2	2	15	-	1	-	2	5	17	1	5	5	3	6	2
	15%	12%	16%	9%	13%	17%	14%	-	10%	-	50%	8%	20%	20%	24%	17%	10%	14%	9%
The savings on offer in the water market won't be worth the effort																			
	22	12	10	9	1	2	17	-	1	-	-	10	12	-	3	3	4	8	4
	15%	20%	11%	28%	6%	17%	16%	-	10%	-	-	15%	14%	-	14%	10%	13%	19%	18%
I don't have enough time to look into switching or negotiating																			
	16	7	9	3	3	1	11	1	1	-	-	11	5	-	2	5	4	4	1
	11%	12%	10%	9%	19%	8%	10%	17%	10%	-	-	17%	6%	-	10%	17%	13%	9%	5%
Other operating costs at my organisation are a higher priority than water																			
	16	10	6	5	3	2	9	-	1	-	2	6	10	1	2	3	6	4	-
	11%	17%	7%	16%	19%	17%	9%	-	10%	-	50%	9%	12%	20%	10%	10%	19%	9%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 73  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	151	60*	91*	32*	16**	12**	105	6**	10**	4**	4**	66*	85*	5**	21**	29**	31*	43*	22**
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	16	6	10	3	3	-	13	1	1	-	-	9	7	1	-	4	4	5	2
	11%	10%	11%	9%	19%	-	12%	17%	10%	-	-	14%	8%	20%	-	14%	13%	12%	9%
I'd prefer to stay with my existing service provider because I'm familiar with them	16	5	11	3	1	1	14	-	-	-	-	6	10	2	2	1	5	4	2
	11%	8%	12%	9%	6%	8%	13%	-	-	-	-	9%	12%	40%	10%	3%	16%	9%	9%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	6	4	5	1	-	4	1	2	1	1	4	6	1	2	-	3	2	2
	7%	10%	4%	16%	6%	-	4%	17%	20%	25%	25%	6%	7%	20%	10%	-	10%	5%	9%
				b															
I'd need help understanding the water market or where to look for prospective service providers	8	7	1	5	1	1	3	1	1	-	1	2	6	1	1	1	1	2	2
	5%	12%	1%	16%	6%	8%	3%	17%	10%	-	25%	3%	7%	20%	5%	3%	3%	5%	9%
		b		b															
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	4	3	1	-	2	1	1	-	-	-	-	2	2	-	1	2	-	-	1
	3%	5%	1%	-	13%	8%	1%	-	-	-	-	3%	2%	-	5%	7%	-	-	5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 73  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	151	60*	91*	32*	16**	12**	105	6**	10**	4**	4**	66*	85*	5**	21**	29**	31*	43*	22**
Other	35	10	25	6	3	1	27	3	2	1	-	13	22	-	4	4	10	10	7
	23%	17%	27%	19%	19%	8%	26%	50%	20%	25%	-	20%	26%	-	19%	14%	32%	23%	32%
Don't know	6	1	5	1	-	-	5	-	-	-	-	1	5	-	1	1	2	2	-
	4%	2%	5%	3%	-	-	5%	-	-	-	-	2%	6%	-	5%	3%	6%	5%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 74  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	151	4**	16**	20**	10**	13**	23**	20**	29**	16**	69*	18**	16**	12**	10**	7**	3**
My organisation doesn't use much water so wouldn't save enough money	59	1	9	10	2	3	8	8	14	4	27	9	4	3	6	2	2
	39%	25%	56%	50%	20%	23%	35%	40%	48%	25%	39%	50%	25%	25%	60%	29%	67%
I'm satisfied with the price my organisation pays my existing service provider	33	1	4	4	2	2	8	5	7	-	20	4	2	3	1	1	1
	22%	25%	25%	20%	20%	15%	35%	25%	24%	-	29%	22%	13%	25%	10%	14%	33%
I'm satisfied with the service my organisation receives from my existing service provider	22	1	4	2	1	2	6	2	4	-	8	6	1	3	-	1	1
	15%	25%	25%	10%	10%	15%	26%	10%	14%	-	12%	33%	6%	25%	-	14%	33%
The savings on offer in the water market won't be worth the effort	22	-	3	6	-	3	3	2	2	3	7	5	3	3	1	-	-
	15%	-	19%	30%	-	23%	13%	10%	7%	19%	10%	28%	19%	25%	10%	-	-
I don't have enough time to look into switching or negotiating	16	-	2	1	2	2	3	2	1	3	5	2	3	2	2	-	-
	11%	-	13%	5%	20%	15%	13%	10%	3%	19%	7%	11%	19%	17%	20%	-	-
Other operating costs at my organisation are a higher priority than water	16	1	2	1	1	1	2	2	4	2	3	3	2	2	1	-	1
	11%	25%	13%	5%	10%	8%	9%	10%	14%	13%	4%	17%	13%	17%	10%	-	33%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	16	-	-	2	1	-	1	2	5	5	5	4	2	1	2	-	-
	11%	-	-	10%	10%	-	4%	10%	17%	31%	7%	22%	13%	8%	20%	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 74  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Region										Turnover							
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)	
Base	151	4**	16**	20**	10**	13**	23**	20**	29**	16**	69*	18**	16**	12**	10**	7**	3**	
I'd prefer to stay with my existing service provider because I'm familiar with them	16	-	2	2	1	-	4	1	5	1	7	3	4	-	1	1	-	
	11%	-	13%	10%	10%	-	17%	5%	17%	6%	10%	17%	25%	-	10%	14%	-	
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	-	1	2	-	-	3	1	2	1	2	2	3	2	-	-	-	
	7%	-	6%	10%	-	-	13%	5%	7%	6%	3%	11%	19%	17%	-	-	-	
I'd need help understanding the water market or where to look for prospective service providers	8	-	1	1	1	-	-	2	2	1	2	1	3	-	-	-	-	
	5%	-	6%	5%	10%	-	-	10%	7%	6%	3%	6%	19%	-	-	-	-	
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	4	-	-	1	-	-	-	1	2	-	1	-	-	-	1	1	-	
	3%	-	-	5%	-	-	-	5%	7%	-	1%	-	-	-	10%	14%	-	
Other	35	2	3	5	4	3	2	7	5	4	21	-	6	2	2	2	-	
	23%	50%	19%	25%	40%	23%	9%	35%	17%	25%	30%	-	38%	17%	20%	29%	-	
Don't know	6	-	-	1	-	-	1	1	2	1	4	1	-	-	1	-	-	
	4%	-	-	5%	-	-	4%	5%	7%	6%	6%	6%	-	-	10%	-	-	

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 75  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?  
Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	151	1**	-**	4**	1**	1**	2**	16**	2**	6**	10**	8**	5**	26**	7**	1**	11**	6**	16**	10**	18**
My organisation doesn't use much water so wouldn't save enough money	59	-	-	2	-	1	-	8	1	1	6	1	4	12	2	-	5	1	7	4	4
	39%	-	-	50%	-	100%	-	50%	50%	17%	60%	13%	80%	46%	29%	-	45%	17%	44%	40%	22%
I'm satisfied with the price my organisation pays my existing service provider	33	-	-	2	-	-	-	2	2	1	2	2	-	7	3	-	1	1	3	2	5
	22%	-	-	50%	-	-	-	13%	100%	17%	20%	25%	-	27%	43%	-	9%	17%	19%	20%	28%
I'm satisfied with the service my organisation receives from my existing service provider	22	-	-	1	-	-	-	1	1	1	2	-	-	6	3	-	1	1	2	2	1
	15%	-	-	25%	-	-	-	6%	50%	17%	20%	-	-	23%	43%	-	9%	17%	13%	20%	6%
The savings on offer in the water market won't be worth the effort	22	-	-	-	1	1	1	3	-	2	1	1	1	4	2	-	1	1	-	-	3
	15%	-	-	-	100%	100%	50%	19%	-	33%	10%	13%	20%	15%	29%	-	9%	17%	-	-	17%
I don't have enough time to look into switching or negotiating	16	1	-	1	-	-	-	-	-	-	2	-	-	4	-	-	3	-	2	1	2
	11%	100%	-	25%	-	-	-	-	-	-	20%	-	-	15%	-	-	27%	-	13%	10%	11%
Other operating costs at my organisation are a higher priority than water	16	-	-	3	1	-	-	1	1	-	1	-	-	3	-	-	1	-	3	1	1
	11%	-	-	75%	100%	-	-	6%	50%	-	10%	-	-	12%	-	-	9%	-	19%	10%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 75  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	151	1**	-**	4**	1**	1**	2**	16**	2**	6**	10**	8**	5**	26**	7**	1**	11**	6**	16**	10**	18**
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	16	-	-	1	-	1	-	-	-	-	1	-	-	5	-	-	2	1	1	2	2
	11%	-	-	25%	-	100%	-	-	-	-	10%	-	-	19%	-	-	18%	17%	6%	20%	11%
I'd prefer to stay with my existing service provider because I'm familiar with them	16	-	-	-	-	-	1	2	-	1	1	1	1	1	1	-	1	1	3	1	1
	11%	-	-	-	-	-	50%	13%	-	17%	10%	13%	20%	4%	14%	-	9%	17%	19%	10%	6%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	1	-	1	-	-	-	1	-	1	-	-	-	2	-	-	1	-	2	1	-
	7%	100%	-	25%	-	-	-	6%	-	17%	-	-	-	8%	-	-	9%	-	13%	10%	-
I'd need help understanding the water market or where to look for prospective service providers	8	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	1	2
	5%	100%	-	-	-	-	-	6%	-	17%	-	-	-	-	-	100%	9%	-	-	10%	11%
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	4	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	2
	3%	-	-	-	-	-	-	-	-	17%	-	13%	-	-	-	-	-	-	-	-	11%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 75  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	151	1**	-**	4**	1**	1**	2**	16**	2**	6**	10**	8**	5**	26**	7**	1**	11**	6**	16**	10**	18**
Other	35	-	-	1	-	-	-	2	-	-	2	2	1	7	2	-	3	1	5	3	6
	23%	-	-	25%	-	-	-	13%	-	-	20%	25%	20%	27%	29%	-	27%	17%	31%	30%	33%
Don't know	6	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	1	1	-	1
	4%	-	-	-	-	-	-	6%	-	17%	-	-	-	-	-	-	9%	17%	6%	-	6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 76  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?  
Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	151	97*	14**	7**	33*	91*	17**	7**	36*	99*	20**	10**	30*	33*	114	2**	1**	1**	144	10**	4**	6**	126	19**
My organisation doesn't use much water so wouldn't save enough money	59	43	7	3	6	39	6	4	10	44	8	4	6	11	47	-	-	-	58	4	2	2	48	9
	39%	44%	50%	43%	18%	43%	35%	57%	28%	44%	40%	40%	20%	33%	41%	-	-	-	40%	40%	50%	33%	38%	47%
I'm satisfied with the price my organisation pays my existing service provider	33	24	3	2	4	22	4	-	7	24	4	2	4	7	26	1	-	1	32	3	1	2	29	5
	22%	25%	21%	29%	12%	24%	24%	-	19%	24%	20%	20%	13%	21%	23%	50%	-	100%	22%	30%	25%	33%	23%	26%
I'm satisfied with the service my organisation receives from my existing service provider	22	12	3	3	4	10	5	1	6	12	5	3	4	4	18	-	-	-	21	2	1	1	18	3
	15%	12%	21%	43%	12%	11%	29%	14%	17%	12%	25%	30%	13%	12%	16%	-	-	-	15%	20%	25%	17%	14%	16%
The savings on offer in the water market won't be worth the effort	22	17	3	1	1	16	3	1	2	18	4	2	1	6	16	-	-	-	20	2	2	-	16	4
	15%	18%	21%	14%	3%	18%	18%	14%	6%	18%	20%	20%	3%	18%	14%	-	-	-	14%	20%	50%	-	13%	21%
I don't have enough time to look into switching or negotiating	16	12	2	-	2	11	2	2	1	13	3	2	-	1	14	-	-	-	16	3	1	2	12	1
	11%	12%	14%	-	6%	12%	12%	29%	3%	13%	15%	20%	-	3%	12%	-	-	-	11%	30%	25%	33%	10%	5%
Other operating costs at my organisation are a higher priority than water	16	9	1	3	3	8	4	1	3	9	4	4	2	4	11	-	-	-	15	1	-	1	12	4
	11%	9%	7%	43%	9%	9%	24%	14%	8%	9%	20%	40%	7%	12%	10%	-	-	-	10%	10%	-	17%	10%	21%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 76  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?  
Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	151	97*	14**	7**	33*	91*	17**	7**	36*	99*	20**	10**	30*	33*	114	2**	1**	1**	144	10**	4**	6**	126	19**
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	16	14	1	1	-	14	1	1	-	14	1	1	-	1	14	1	-	1	13	-	-	-	14	3
	11%	14%	7%	14%	-	15%	6%	14%	-	14%	5%	10%	-	3%	12%	50%	-	100%	9%	-	-	-	11%	16%
		d				h				l														
I'd prefer to stay with my existing service provider because I'm familiar with them	16	11	2	1	2	9	3	2	2	11	3	2	2	2	14	-	-	-	16	2	-	2	11	2
	11%	11%	14%	14%	6%	10%	18%	29%	6%	11%	15%	20%	7%	6%	12%	-	-	-	11%	20%	-	33%	9%	11%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	6	3	-	1	6	3	-	1	6	3	-	1	3	7	-	-	-	10	2	-	2	5	2
	7%	6%	21%	-	3%	7%	18%	-	3%	6%	15%	-	3%	9%	6%	-	-	-	7%	20%	-	33%	4%	11%
I'd need help understanding the water market or where to look for prospective service providers	8	5	2	-	1	5	2	-	1	5	2	-	1	2	6	-	-	-	7	2	-	2	3	1
	5%	5%	14%	-	3%	5%	12%	-	3%	5%	10%	-	3%	6%	5%	-	-	-	5%	20%	-	33%	2%	5%
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	4	4	-	-	-	3	1	-	-	4	1	-	-	2	2	1	-	1	3	-	-	-	3	1
	3%	4%	-	-	-	3%	6%	-	-	4%	5%	-	-	6%	2%	50%	-	100%	2%	-	-	-	2%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 76  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?  
Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	151	97*	14**	7**	33*	91*	17**	7**	36*	99*	20**	10**	30*	33*	114	2**	1**	1**	144	10**	4**	6**	126	19**
Other	35	17	2	-	16	16	3	-	16	17	3	-	15	8	25	1	1	-	34	-	-	-	35	1
	23%	18%	14%	-	48%	18%	18%	-	44%	17%	15%	-	50%	24%	22%	50%	100%	-	24%	-	-	-	28%	5%
				a					e				i											
Don't know	6	3	-	-	3	3	-	-	3	3	-	-	3	3	3	-	-	-	6	-	-	-	6	-
	4%	3%	-	-	9%	3%	-	-	8%	3%	-	-	10%	9%	3%	-	-	-	4%	-	-	-	5%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 77  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	151	26**	20**	20**	36*	4**	29**	16**
My organisation doesn't use much water so wouldn't save enough money	59	11	10	8	11	1	14	4
	39%	42%	50%	40%	31%	25%	48%	25%
I'm satisfied with the price my organisation pays my existing service provider	33	6	4	5	10	1	7	-
	22%	23%	20%	25%	28%	25%	24%	-
I'm satisfied with the service my organisation receives from my existing service provider	22	5	2	2	8	1	4	-
	15%	19%	10%	10%	22%	25%	14%	-
The savings on offer in the water market won't be worth the effort	22	3	6	2	6	-	2	3
	15%	12%	30%	10%	17%	-	7%	19%
I don't have enough time to look into switching or negotiating	16	4	1	2	5	-	1	3
	11%	15%	5%	10%	14%	-	3%	19%
Other operating costs at my organisation are a higher priority than water	16	3	1	2	3	1	4	2
	11%	12%	5%	10%	8%	25%	14%	13%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	16	1	2	2	1	-	5	5
	11%	4%	10%	10%	3%	-	17%	31%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 77  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**  
**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	151	26**	20**	20**	36*	4**	29**	16**
I'd prefer to stay with my existing service provider because I'm familiar with them	16	3	2	1	4	-	5	1
	11%	12%	10%	5%	11%	-	17%	6%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	1	2	1	3	-	2	1
	7%	4%	10%	5%	8%	-	7%	6%
I'd need help understanding the water market or where to look for prospective service providers	8	2	1	2	-	-	2	1
	5%	8%	5%	10%	-	-	7%	6%
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	4	-	1	1	-	-	2	-
	3%	-	5%	5%	-	-	7%	-
Other	35	7	5	7	5	2	5	4
	23%	27%	25%	35%	14%	50%	17%	25%
Don't know	6	-	1	1	1	-	2	1
	4%	-	5%	5%	3%	-	7%	6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 78  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	144	57*	87*	30*	15**	12**	100	6**	10**	4**	4**	62*	82*	5**	20**	25**	30*	43*	21**
My organisation doesn't use much water so wouldn't save enough money	58	26	32	14	9	3	40	2	7	3	-	29	29	1	7	9	11	20	10
	40%	46%	37%	47%	60%	25%	40%	33%	70%	75%	-	47%	35%	20%	35%	36%	37%	47%	48%
I'm satisfied with the price my organisation pays my existing service provider	32	11	21	7	3	1	24	-	3	1	2	13	19	2	5	4	6	10	5
	22%	19%	24%	23%	20%	8%	24%	-	30%	25%	50%	21%	23%	40%	25%	16%	20%	23%	24%
I'm satisfied with the service my organisation receives from my existing service provider	21	7	14	3	2	2	14	-	1	-	2	4	17	1	5	4	3	6	2
	15%	12%	16%	10%	13%	17%	14%	-	10%	-	50%	6%	21% k	20%	25%	16%	10%	14%	10%
The savings on offer in the water market won't be worth the effort	20	11	9	8	1	2	15	-	1	-	-	8	12	-	3	1	4	8	4
	14%	19%	10%	27% b	7%	17%	15%	-	10%	-	-	13%	15%	-	15%	4%	13%	19%	19%
I don't have enough time to look into switching or negotiating	16	7	9	3	3	1	11	1	1	-	-	11	5	-	2	5	4	4	1
	11%	12%	10%	10%	20%	8%	11%	17%	10%	-	-	18% l	6%	-	10%	20%	13%	9%	5%
I'd prefer to stay with my existing service provider because I'm familiar with them	16	5	11	3	1	1	14	-	-	-	-	6	10	2	2	1	5	4	2
	11%	9%	13%	10%	7%	8%	14%	-	-	-	-	10%	12%	40%	10%	4%	17%	9%	10%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 78  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?

Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	144	57*	87*	30*	15**	12**	100	6**	10**	4**	4**	62*	82*	5**	20**	25**	30*	43*	21**
Other operating costs at my organisation are a higher priority than water	15	9	6	4	3	2	9	-	1	-	2	6	9	1	1	3	6	4	-
	10%	16%	7%	13%	20%	17%	9%	-	10%	-	50%	10%	11%	20%	5%	12%	20%	9%	-
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	13	4	9	2	2	-	11	1	1	-	-	7	6	1	-	2	3	5	2
	9%	7%	10%	7%	13%	-	11%	17%	10%	-	-	11%	7%	20%	-	8%	10%	12%	10%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	6	4	5	1	-	4	1	2	1	1	4	6	1	2	-	3	2	2
	7%	11%	5%	17%	7%	-	4%	17%	20%	25%	25%	6%	7%	20%	10%	-	10%	5%	10%
				b															
I'd need help understanding the water market or where to look for prospective service providers	7	6	1	4	1	1	2	1	1	-	1	1	6	1	1	-	1	2	2
	5%	11%	1%	13%	7%	8%	2%	17%	10%	-	25%	2%	7%	20%	5%	-	3%	5%	10%
		b		b															

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 78  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	144	57*	87*	30*	15**	12**	100	6**	10**	4**	4**	62*	82*	5**	20**	25**	30*	43*	21**
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	2	1	-	1	1	1	-	-	-	-	2	1	-	1	1	-	-	1
	2%	4%	1%	-	7%	8%	1%	-	-	-	-	3%	1%	-	5%	4%	-	-	5%
Other	34	10	24	6	3	1	26	3	2	1	-	12	22	-	4	4	10	10	6
	24%	18%	28%	20%	20%	8%	26%	50%	20%	25%	-	19%	27%	-	20%	16%	33%	23%	29%
Don't know	6	1	5	1	-	-	5	-	-	-	-	1	5	-	1	1	2	2	-
	4%	2%	6%	3%	-	-	5%	-	-	-	-	2%	6%	-	5%	4%	7%	5%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 79  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	144	2**	16**	20**	10**	13**	22**	20**	27**	14**	66*	16**	16**	12**	10**	7**	3**
My organisation doesn't use much water so wouldn't save enough money	58	-	9	10	2	3	8	8	14	4	26	9	4	3	6	2	2
	40%	-	56%	50%	20%	23%	36%	40%	52%	29%	39%	56%	25%	25%	60%	29%	67%
I'm satisfied with the price my organisation pays my existing service provider	32	1	4	4	2	2	8	5	6	-	20	4	2	3	1	1	1
	22%	50%	25%	20%	20%	15%	36%	25%	22%	-	30%	25%	13%	25%	10%	14%	33%
I'm satisfied with the service my organisation receives from my existing service provider	21	1	4	2	1	2	5	2	4	-	8	5	1	3	-	1	1
	15%	50%	25%	10%	10%	15%	23%	10%	15%	-	12%	31%	6%	25%	-	14%	33%
The savings on offer in the water market won't be worth the effort	20	-	3	6	-	3	2	2	1	3	7	3	3	3	1	-	-
	14%	-	19%	30%	-	23%	9%	10%	4%	21%	11%	19%	19%	25%	10%	-	-
I don't have enough time to look into switching or negotiating	16	-	2	1	2	2	3	2	1	3	5	2	3	2	2	-	-
	11%	-	13%	5%	20%	15%	14%	10%	4%	21%	8%	13%	19%	17%	20%	-	-
I'd prefer to stay with my existing service provider because I'm familiar with them	16	-	2	2	1	-	4	1	5	1	7	3	4	-	1	1	-
	11%	-	13%	10%	10%	-	18%	5%	19%	7%	11%	19%	25%	-	10%	14%	-
Other operating costs at my organisation are a higher priority than water	15	1	2	1	1	1	2	2	4	1	3	3	2	2	1	-	1
	10%	50%	13%	5%	10%	8%	9%	10%	15%	7%	5%	19%	13%	17%	10%	-	33%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 79  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	144	2**	16**	20**	10**	13**	22**	20**	27**	14**	66*	16**	16**	12**	10**	7**	3**
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	13	-	-	2	1	-	1	2	3	4	4	3	2	1	2	-	-
	9%	-	-	10%	10%	-	5%	10%	11%	29%	6%	19%	13%	8%	20%	-	-
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	-	1	2	-	-	3	1	2	1	2	2	3	2	-	-	-
	7%	-	6%	10%	-	-	14%	5%	7%	7%	3%	13%	19%	17%	-	-	-
I'd need help understanding the water market or where to look for prospective service providers	7	-	1	1	1	-	-	2	1	1	2	-	3	-	-	-	-
	5%	-	6%	5%	10%	-	-	10%	4%	7%	3%	-	19%	-	-	-	-
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	-	-	1	-	-	-	1	1	-	1	-	-	-	1	1	-
	2%	-	-	5%	-	-	-	5%	4%	-	2%	-	-	-	10%	14%	-
Other	34	1	3	5	4	3	2	7	5	4	20	-	6	2	2	2	-
	24%	50%	19%	25%	40%	23%	9%	35%	19%	29%	30%	-	38%	17%	20%	29%	-
Don't know	6	-	-	1	-	-	1	1	2	1	4	1	-	-	1	-	-
	4%	-	-	5%	-	-	5%	5%	7%	7%	6%	6%	-	-	10%	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 80  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

		Principal Activity																			
		Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	144	1**	-**	4**	1**	1**	2**	16**	2**	6**	9**	7**	5**	24**	7**	1**	11**	6**	15**	10**	16**
My organisation doesn't use much water so wouldn't save enough money	58	-	-	2	-	1	-	8	1	1	6	1	4	12	2	-	5	1	6	4	4
	40%	-	-	50%	-	100%	-	50%	50%	17%	67%	14%	80%	50%	29%	-	45%	17%	40%	40%	25%
I'm satisfied with the price my organisation pays my existing service provider	32	-	-	2	-	-	-	2	2	1	2	2	-	7	3	-	1	1	3	2	4
	22%	-	-	50%	-	-	-	13%	100%	17%	22%	29%	-	29%	43%	-	9%	17%	20%	20%	25%
I'm satisfied with the service my organisation receives from my existing service provider	21	-	-	1	-	-	-	1	1	1	1	-	-	6	3	-	1	1	2	2	1
	15%	-	-	25%	-	-	-	6%	50%	17%	11%	-	-	25%	43%	-	9%	17%	13%	20%	6%
The savings on offer in the water market won't be worth the effort	20	-	-	-	1	1	1	3	-	2	-	1	1	4	2	-	1	1	-	-	2
	14%	-	-	-	100%	100%	50%	19%	-	33%	-	14%	20%	17%	29%	-	9%	17%	-	-	13%
I don't have enough time to look into switching or negotiating	16	1	-	1	-	-	-	-	-	-	2	-	-	4	-	-	3	-	2	1	2
	11%	100%	-	25%	-	-	-	-	-	-	22%	-	-	17%	-	-	27%	-	13%	10%	13%
I'd prefer to stay with my existing service provider because I'm familiar with them	16	-	-	-	-	-	1	2	-	1	1	1	1	1	1	-	1	1	3	1	1
	11%	-	-	-	-	-	50%	13%	-	17%	11%	14%	20%	4%	14%	-	9%	17%	20%	10%	6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 80

**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

		Principal Activity																			
		Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	Total	144	1**	-**	4**	1**	1**	16**	2**	6**	9**	7**	5**	24**	7**	1**	11**	6**	15**	10**	16**
Other operating costs at my organisation are a higher priority than water	15	-	-	3	1	-	-	1	1	-	1	-	-	2	-	-	1	-	3	1	1
	10%	-	-	75%	100%	-	-	6%	50%	-	11%	-	-	8%	-	-	9%	-	20%	10%	6%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	13	-	-	1	-	1	-	-	-	-	1	-	-	4	-	-	2	1	1	2	-
	9%	-	-	25%	-	100%	-	-	-	-	11%	-	-	17%	-	-	18%	17%	7%	20%	-
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	1	-	1	-	-	-	1	-	1	-	-	-	2	-	-	1	-	2	1	-
	7%	100%	-	25%	-	-	-	6%	-	17%	-	-	-	8%	-	-	9%	-	13%	10%	-
I'd need help understanding the water market or where to look for prospective service providers	7	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	1	1
	5%	100%	-	-	-	-	-	6%	-	17%	-	-	-	-	-	100%	9%	-	-	10%	6%
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1
	2%	-	-	-	-	-	-	-	-	17%	-	14%	-	-	-	-	-	-	-	-	6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 80  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	144	1**	-.**	4**	1**	1**	2**	16**	2**	6**	9**	7**	5**	24**	7**	1**	11**	6**	15**	10**	16**
Other	34	-	-	1	-	-	-	2	-	-	2	1	1	7	2	-	3	1	5	3	6
	24%	-	-	25%	-	-	-	13%	-	-	22%	14%	20%	29%	29%	-	27%	17%	33%	30%	38%
Don't know	6	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	1	1	-	1
	4%	-	-	-	-	-	-	6%	-	17%	-	-	-	-	-	-	9%	17%	7%	-	6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 81  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?

Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	144	91*	13**	7**	33*	85*	16**	7**	36*	93*	19**	10**	30*	31*	109	-**	-**	-**	144	10**	4**	6**	119	14**
My organisation doesn't use much water so wouldn't save enough money	58	42	7	3	6	38	6	4	10	43	8	4	6	11	46	-	-	-	58	4	2	2	47	8
	40%	46%	54%	43%	18%	45%	38%	57%	28%	46%	42%	40%	20%	35%	42%	-	-	-	40%	40%	50%	33%	39%	57%
I'm satisfied with the price my organisation pays my existing service provider	32	23	3	2	4	21	4	-	7	23	4	2	4	6	26	-	-	-	32	3	1	2	28	4
	22%	25%	23%	29%	12%	25%	25%	-	19%	25%	21%	20%	13%	19%	24%	-	-	-	22%	30%	25%	33%	24%	29%
I'm satisfied with the service my organisation receives from my existing service provider	21	11	3	3	4	9	5	1	6	11	5	3	4	4	17	-	-	-	21	2	1	1	17	2
	15%	12%	23%	43%	12%	11%	31%	14%	17%	12%	26%	30%	13%	13%	16%	-	-	-	15%	20%	25%	17%	14%	14%
The savings on offer in the water market won't be worth the effort	20	15	3	1	1	14	3	1	2	16	4	2	1	6	14	-	-	-	20	2	2	-	14	3
	14%	16%	23%	14%	3%	16%	19%	14%	6%	17%	21%	20%	3%	19%	13%	-	-	-	14%	20%	50%	-	12%	21%
I don't have enough time to look into switching or negotiating	16	12	2	-	2	11	2	2	1	13	3	2	-	1	14	-	-	-	16	3	1	2	12	1
	11%	13%	15%	-	6%	13%	13%	29%	3%	14%	16%	20%	-	3%	13%	-	-	-	11%	30%	25%	33%	10%	7%
I'd prefer to stay with my existing service provider because I'm familiar with them	16	11	2	1	2	9	3	2	2	11	3	2	2	2	14	-	-	-	16	2	-	2	11	2
	11%	12%	15%	14%	6%	11%	19%	29%	6%	12%	16%	20%	7%	6%	13%	-	-	-	11%	20%	-	33%	9%	14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 81  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?

Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	144	91*	13**	7**	33*	85*	16**	7**	36*	93*	19**	10**	30*	31*	109	-**	-**	-**	144	10**	4**	6**	119	14**
Other operating costs at my organisation are a higher priority than water	15	9	-	3	3	8	3	1	3	9	3	4	2	4	10	-	-	-	15	1	-	1	11	4
	10%	10%	-	43%	9%	9%	19%	14%	8%	10%	16%	40%	7%	13%	9%	-	-	-	10%	10%	-	17%	9%	29%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	13	11	1	1	-	11	1	1	-	11	1	1	-	-	12	-	-	-	13	-	-	-	11	1
	9%	12%	8%	14%	-	13%	6%	14%	-	12%	5%	10%	-	-	11%	-	-	-	9%	-	-	-	9%	7%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	6	3	-	1	6	3	-	1	6	3	-	1	3	7	-	-	-	10	2	-	2	5	2
	7%	7%	23%	-	3%	7%	19%	-	3%	6%	16%	-	3%	10%	6%	-	-	-	7%	20%	-	33%	4%	14%
I'd need help understanding the water market or where to look for prospective service providers	7	4	2	-	1	4	2	-	1	4	2	-	1	2	5	-	-	-	7	2	-	2	2	1
	5%	4%	15%	-	3%	5%	13%	-	3%	4%	11%	-	3%	6%	5%	-	-	-	5%	20%	-	33%	2%	7%
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	3	-	-	-	2	1	-	-	3	1	-	-	1	2	-	-	-	3	-	-	-	2	-
	2%	3%	-	-	-	2%	6%	-	-	3%	5%	-	-	3%	2%	-	-	-	2%	-	-	-	2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 81  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	144	91*	13**	7**	33*	85*	16**	7**	36*	93*	19**	10**	30*	31*	109	-**	-**	-**	144	10**	4**	6**	119	14**
Other	34	16	2	-	16	15	3	-	16	16	3	-	15	7	25	-	-	-	34	-	-	-	34	-
	24%	18%	15%	-	48%	18%	19%	-	44%	17%	16%	-	50%	23%	23%	-	-	-	24%	-	-	-	29%	-
				a					e				i											
Don't know	6	3	-	-	3	3	-	-	3	3	-	-	3	3	3	-	-	-	6	-	-	-	6	-
	4%	3%	-	-	9%	4%	-	-	8%	3%	-	-	10%	10%	3%	-	-	-	4%	-	-	-	5%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**

**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 82  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	144	26**	20**	20**	35*	2**	27**	14**
My organisation doesn't use much water so wouldn't save enough money	58	11	10	8	11	-	14	4
	40%	42%	50%	40%	31%	-	52%	29%
I'm satisfied with the price my organisation pays my existing service provider	32	6	4	5	10	1	6	-
	22%	23%	20%	25%	29%	50%	22%	-
I'm satisfied with the service my organisation receives from my existing service provider	21	5	2	2	7	1	4	-
	15%	19%	10%	10%	20%	50%	15%	-
The savings on offer in the water market won't be worth the effort	20	3	6	2	5	-	1	3
	14%	12%	30%	10%	14%	-	4%	21%
I don't have enough time to look into switching or negotiating	16	4	1	2	5	-	1	3
	11%	15%	5%	10%	14%	-	4%	21%
I'd prefer to stay with my existing service provider because I'm familiar with them	16	3	2	1	4	-	5	1
	11%	12%	10%	5%	11%	-	19%	7%
Other operating costs at my organisation are a higher priority than water	15	3	1	2	3	1	4	1
	10%	12%	5%	10%	9%	50%	15%	7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 82  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely to switch their organisation's water and waste water retail service provider

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	144	26**	20**	20**	35*	2**	27**	14**
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	13	1	2	2	1	-	3	4
	9%	4%	10%	10%	3%	-	11%	29%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	10	1	2	1	3	-	2	1
	7%	4%	10%	5%	9%	-	7%	7%
I'd need help understanding the water market or where to look for prospective service providers	7	2	1	2	-	-	1	1
	5%	8%	5%	10%	-	-	4%	7%
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	-	1	1	-	-	1	-
	2%	-	5%	5%	-	-	4%	-
Other	34	7	5	7	5	1	5	4
	24%	27%	25%	35%	14%	50%	19%	29%
Don't know	6	-	1	1	1	-	2	1
	4%	-	5%	5%	3%	-	7%	7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 83  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	126	43*	83*	24**	12**	7**	94*	5**	8**	2**	3**	56*	70*	4**	18**	24**	28**	38*	14**
My organisation doesn't use much water so wouldn't save enough money	48	19	29	10	8	1	36	2	5	1	-	25	23	1	7	8	11	16	5
	38%	44%	35%	42%	67%	14%	38%	40%	63%	50%	-	45%	33%	25%	39%	33%	39%	42%	36%
I'm satisfied with the price my organisation pays my existing service provider	29	10	19	6	4	-	22	-	3	-	1	11	18	2	5	5	5	9	3
	23%	23%	23%	25%	33%	-	23%	-	38%	-	33%	20%	26%	50%	28%	21%	18%	24%	21%
I'm satisfied with the service my organisation receives from my existing service provider	18	5	13	2	2	1	13	-	1	-	1	4	14	1	4	5	2	5	1
	14%	12%	16%	8%	17%	14%	14%	-	13%	-	33%	7%	20%	25%	22%	21%	7%	13%	7%
The savings on offer in the water market won't be worth the effort	16	8	8	6	-	2	14	-	-	-	-	8	8	-	2	3	3	5	3
	13%	19%	10%	25%	-	29%	15%	-	-	-	-	14%	11%	-	11%	13%	11%	13%	21%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	14	5	9	3	2	-	12	1	-	-	-	7	7	1	-	4	4	4	1
	11%	12%	11%	13%	17%	-	13%	20%	-	-	-	13%	10%	25%	-	17%	14%	11%	7%
I don't have enough time to look into switching or negotiating	12	3	9	1	2	-	11	-	1	-	-	10	2	-	1	3	3	4	1
	10%	7%	11%	4%	17%	-	12%	-	13%	-	-	18%	3%	-	6%	13%	11%	11%	7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 83  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	126	43*	83*	24**	12**	7**	94*	5**	8**	2**	3**	56*	70*	4**	18**	24**	28**	38*	14**
Other operating costs at my organisation are a higher priority than water	12	8	4	5	2	1	7	-	1	-	1	5	7	1	1	2	5	3	-
	10%	19%	5%	21%	17%	14%	7%	-	13%	-	33%	9%	10%	25%	6%	8%	18%	8%	-
		b																	
I'd prefer to stay with my existing service provider because I'm familiar with them	11	3	8	2	-	1	10	-	-	-	-	4	7	1	1	1	5	3	-
	9%	7%	10%	8%	-	14%	11%	-	-	-	-	7%	10%	25%	6%	4%	18%	8%	-
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	5	3	2	3	-	-	2	-	2	-	1	2	3	-	2	-	2	1	-
	4%	7%	2%	13%	-	-	2%	-	25%	-	33%	4%	4%	-	11%	-	7%	3%	-
I'd need help understanding the water market or where to look for prospective service providers	3	3	-	3	-	-	1	-	1	-	1	2	1	-	-	1	-	1	1
	2%	7%	-	13%	-	-	1%	-	13%	-	33%	4%	1%	-	-	4%	-	3%	7%
		b																	
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	2	1	-	1	1	1	-	-	-	-	1	2	-	1	1	-	-	1
	2%	5%	1%	-	8%	14%	1%	-	-	-	-	2%	3%	-	6%	4%	-	-	7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 83  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	126	43*	83*	24**	12**	7**	94*	5**	8**	2**	3**	56*	70*	4**	18**	24**	28**	38*	14**
Other	35	10	25	6	3	1	27	3	2	1	-	13	22	-	4	4	10	10	7
	28%	23%	30%	25%	25%	14%	29%	60%	25%	50%	-	23%	31%	-	22%	17%	36%	26%	50%
Don't know	6	1	5	1	-	-	5	-	-	-	-	1	5	-	1	1	2	2	-
	5%	2%	6%	4%	-	-	5%	-	-	-	-	2%	7%	-	6%	4%	7%	5%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 84

**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Total	Region									Turnover						
		North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	126	3**	13**	16**	8**	9**	19**	20**	25**	13**	64*	11**	12**	11**	7**	7**	1**
My organisation doesn't use much water so wouldn't save enough money	48	1	6	8	2	1	6	8	13	3	26	4	3	3	5	2	1
	38%	33%	46%	50%	25%	11%	32%	40%	52%	23%	41%	36%	25%	27%	71%	29%	100%
I'm satisfied with the price my organisation pays my existing service provider	29	-	2	4	2	2	7	5	7	-	19	3	1	3	1	1	-
	23%	-	15%	25%	25%	22%	37%	25%	28%	-	30%	27%	8%	27%	14%	14%	-
I'm satisfied with the service my organisation receives from my existing service provider	18	-	3	1	1	2	5	2	4	-	6	5	1	3	-	1	-
	14%	-	23%	6%	13%	22%	26%	10%	16%	-	9%	45%	8%	27%	-	14%	-
The savings on offer in the water market won't be worth the effort	16	-	3	3	-	2	2	2	2	2	5	3	3	2	-	-	-
	13%	-	23%	19%	-	22%	11%	10%	8%	15%	8%	27%	25%	18%	-	-	-
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	14	-	-	1	1	-	1	2	4	5	4	4	2	1	1	-	-
	11%	-	-	6%	13%	-	5%	10%	16%	38%	6%	36%	17%	9%	14%	-	-
I don't have enough time to look into switching or negotiating	12	-	2	1	2	-	3	2	-	2	5	1	2	1	2	-	-
	10%	-	15%	6%	25%	-	16%	10%	-	15%	8%	9%	17%	9%	29%	-	-
Other operating costs at my organisation are a higher priority than water	12	-	2	1	1	1	-	2	3	2	2	2	2	2	1	-	-
	10%	-	15%	6%	13%	11%	-	10%	12%	15%	3%	18%	17%	18%	14%	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 84  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	126	3**	13**	16**	8**	9**	19**	20**	25**	13**	64*	11**	12**	11**	7**	7**	1**
I'd prefer to stay with my existing service provider because I'm familiar with them	11	-	1	2	-	-	3	1	3	1	5	2	3	-	-	1	-
	9%	-	8%	13%	-	-	16%	5%	12%	8%	8%	18%	25%	-	-	14%	-
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	5	-	1	2	-	-	1	1	-	-	1	1	-	2	-	-	-
	4%	-	8%	13%	-	-	5%	5%	-	-	2%	9%	-	18%	-	-	-
I'd need help understanding the water market or where to look for prospective service providers	3	-	-	-	-	-	-	2	1	-	1	1	-	-	-	-	-
	2%	-	-	-	-	-	-	10%	4%	-	2%	9%	-	-	-	-	-
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	-	-	-	-	-	-	1	2	-	1	-	-	-	-	1	-
	2%	-	-	-	-	-	-	5%	8%	-	2%	-	-	-	-	14%	-
Other	35	2	3	5	4	3	2	7	5	4	21	-	6	2	2	2	-
	28%	67%	23%	31%	50%	33%	11%	35%	20%	31%	33%	-	50%	18%	29%	29%	-
Don't know	6	-	-	1	-	-	1	1	2	1	4	1	-	-	1	-	-
	5%	-	-	6%	-	-	5%	5%	8%	8%	6%	9%	-	-	14%	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 85  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Total	Principal Activity																			
		Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	126	-**	-**	3**	1**	-**	2**	15**	1**	2**	9**	6**	5**	24**	6**	-**	7**	6**	15**	8**	16**
My organisation doesn't use much water so wouldn't save enough money	48	-	-	1	-	-	-	7	1	1	5	-	4	11	1	-	4	1	7	2	3
	38%	-	-	33%	-	-	-	47%	100%	50%	56%	-	80%	46%	17%	-	57%	17%	47%	25%	19%
I'm satisfied with the price my organisation pays my existing service provider	29	-	-	1	-	-	-	2	1	1	2	2	-	7	3	-	1	1	3	1	4
	23%	-	-	33%	-	-	-	13%	100%	50%	22%	33%	-	29%	50%	-	14%	17%	20%	13%	25%
I'm satisfied with the service my organisation receives from my existing service provider	18	-	-	1	-	-	-	1	-	1	2	-	-	6	2	-	1	1	1	2	-
	14%	-	-	33%	-	-	-	7%	-	50%	22%	-	-	25%	33%	-	14%	17%	7%	25%	-
The savings on offer in the water market won't be worth the effort	16	-	-	-	1	-	1	3	-	-	1	1	1	4	1	-	-	1	-	-	2
	13%	-	-	-	100%	-	50%	20%	-	-	11%	17%	20%	17%	17%	-	-	17%	-	-	13%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	14	-	-	1	-	-	-	-	-	-	1	-	-	5	-	-	1	1	1	2	2
	11%	-	-	33%	-	-	-	-	-	-	11%	-	-	21%	-	-	14%	17%	7%	25%	13%
I don't have enough time to look into switching or negotiating	12	-	-	1	-	-	-	-	-	-	2	-	-	3	-	-	1	-	2	1	2
	10%	-	-	33%	-	-	-	-	-	-	22%	-	-	13%	-	-	14%	-	13%	13%	13%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 85  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

		Principal Activity																				
		Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)	
Base	Total	126	-**	-**	3**	1**	-**	2**	15**	1**	2**	9**	6**	5**	24**	6**	-**	7**	6**	15**	8**	16**
Other operating costs at my organisation are a higher priority than water	12	-	-	3	1	-	-	-	1	-	-	1	-	-	2	-	-	-	-	2	1	1
	10%	-	-	100%	100%	-	-	-	7%	-	-	11%	-	-	8%	-	-	-	-	13%	13%	6%
I'd prefer to stay with my existing service provider because I'm familiar with them	11	-	-	-	-	-	1	2	-	-	1	-	1	1	1	-	-	1	2	-	1	
	9%	-	-	-	-	-	50%	13%	-	-	11%	-	20%	4%	17%	-	-	17%	13%	-	6%	
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	5	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	2	1	-	
	4%	-	-	-	-	-	-	7%	-	-	-	-	-	4%	-	-	-	-	13%	13%	-	
I'd need help understanding the water market or where to look for prospective service providers	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	-	-	13%	6%	
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	2	
	2%	-	-	-	-	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	13%	
Other	35	-	-	1	-	-	-	2	-	-	2	2	1	7	2	-	3	1	5	3	6	
	28%	-	-	33%	-	-	-	13%	-	-	22%	33%	20%	29%	33%	-	43%	17%	33%	38%	38%	

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
**Overlap formulae used. \*\*** very small base (under 30) ineligible for sig testing  
**Prepared by** Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 85  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?

Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	126	..**	..**	3**	1**	..**	2**	15**	1**	2**	9**	6**	5**	24**	6**	..**	7**	6**	15**	8**	16**
Don't know	6	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	1	1	-	1
	5%	-	-	-	-	-	-	7%	-	50%	-	-	-	-	-	-	14%	17%	7%	-	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 86  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	126	84*	8**	5**	29**	80*	10**	4**	32*	85*	12**	6**	28**	28**	94*	2**	1**	1**	119	-**	-**	-**	126	9**
My organisation doesn't use much water so wouldn't save enough money	48	37	4	2	5	34	3	3	8	38	5	3	5	9	38	-	-	-	47	-	-	-	48	4
	38%	44%	50%	40%	17%	43%	30%	75%	25%	45%	42%	50%	18%	32%	40%	-	-	-	39%	-	-	-	38%	44%
I'm satisfied with the price my organisation pays my existing service provider	29	22	2	1	4	21	3	-	5	22	3	1	4	7	22	1	-	1	28	-	-	-	29	3
	23%	26%	25%	20%	14%	26%	30%	-	16%	26%	25%	17%	14%	25%	23%	50%	-	100%	24%	-	-	-	23%	33%
I'm satisfied with the service my organisation receives from my existing service provider	18	10	2	2	4	10	3	1	4	10	3	2	4	4	14	-	-	-	17	-	-	-	18	1
	14%	12%	25%	40%	14%	13%	30%	25%	13%	12%	25%	33%	14%	14%	15%	-	-	-	14%	-	-	-	14%	11%
The savings on offer in the water market won't be worth the effort	16	13	1	1	1	11	2	1	2	13	2	2	1	5	11	-	-	-	14	-	-	-	16	1
	13%	15%	13%	20%	3%	14%	20%	25%	6%	15%	17%	33%	4%	18%	12%	-	-	-	12%	-	-	-	13%	11%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	14	13	-	1	-	13	-	1	-	13	-	1	-	1	12	1	-	1	11	-	-	-	14	3
	11%	15%	-	20%	-	16%	-	25%	-	15%	-	17%	-	4%	13%	50%	-	100%	9%	-	-	-	11%	33%
I don't have enough time to look into switching or negotiating	12	12	-	-	-	10	1	-	1	12	1	-	-	1	10	-	-	-	12	-	-	-	12	-
	10%	14%	-	-	-	13%	10%	-	3%	14%	8%	-	-	4%	11%	-	-	-	10%	-	-	-	10%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 86  
Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?

Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	126	84*	8**	5**	29**	80*	10**	4**	32*	85*	12**	6**	28**	28**	94*	2**	1**	1**	119	-**	-**	-**	126	9**
Other operating costs at my organisation are a higher priority than water	12	7	1	2	2	7	3	-	2	7	3	2	2	4	7	-	-	-	11	-	-	-	12	1
	10%	8%	13%	40%	7%	9%	30%	-	6%	8%	25%	33%	7%	14%	7%	-	-	-	9%	-	-	-	10%	11%
I'd prefer to stay with my existing service provider because I'm familiar with them	11	8	1	1	1	7	1	2	1	8	1	2	1	1	10	-	-	-	11	-	-	-	11	-
	9%	10%	13%	20%	3%	9%	10%	50%	3%	9%	8%	33%	4%	4%	11%	-	-	-	9%	-	-	-	9%	-
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	5	5	-	-	-	5	-	-	-	5	-	-	-	3	2	-	-	-	5	-	-	-	5	1
	4%	6%	-	-	-	6%	-	-	-	6%	-	-	-	11%	2%	-	-	-	4%	-	-	-	4%	11%
I'd need help understanding the water market or where to look for prospective service providers	3	3	-	-	-	3	-	-	-	3	-	-	-	1	2	-	-	-	2	-	-	-	3	-
	2%	4%	-	-	-	4%	-	-	-	4%	-	-	-	4%	2%	-	-	-	2%	-	-	-	2%	-
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	3	-	-	-	3	-	-	-	3	-	-	-	2	1	1	-	1	2	-	-	-	3	1
	2%	4%	-	-	-	4%	-	-	-	4%	-	-	-	7%	1%	50%	-	100%	2%	-	-	-	2%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 86  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	126	84*	8**	5**	29**	80*	10**	4**	32*	85*	12**	6**	28**	28**	94*	2**	1**	1**	119	-**	-**	-**	126	9**
Other	35	17	2	-	16	16	3	-	16	17	3	-	15	8	25	1	1	-	34	-	-	-	35	1
	28%	20%	25%	-	55%	20%	30%	-	50%	20%	25%	-	54%	29%	27%	50%	100%	-	29%	-	-	-	28%	11%
								e																
Don't know	6	3	-	-	3	3	-	-	3	3	-	-	3	3	3	-	-	-	6	-	-	-	6	-
	5%	4%	-	-	10%	4%	-	-	9%	4%	-	-	11%	11%	3%	-	-	-	5%	-	-	-	5%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 87  
**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	126	21**	16**	20**	28**	3**	25**	13**
My organisation doesn't use much water so wouldn't save enough money	48	8	8	8	7	1	13	3
	38%	38%	50%	40%	25%	33%	52%	23%
I'm satisfied with the price my organisation pays my existing service provider	29	4	4	5	9	-	7	-
	23%	19%	25%	25%	32%	-	28%	-
I'm satisfied with the service my organisation receives from my existing service provider	18	4	1	2	7	-	4	-
	14%	19%	6%	10%	25%	-	16%	-
The savings on offer in the water market won't be worth the effort	16	3	3	2	4	-	2	2
	13%	14%	19%	10%	14%	-	8%	15%
The switching process or contacting my existing service provider to negotiate a better deal will be too much hassle	14	1	1	2	1	-	4	5
	11%	5%	6%	10%	4%	-	16%	38%
I don't have enough time to look into switching or negotiating	12	4	1	2	3	-	-	2
	10%	19%	6%	10%	11%	-	-	15%
Other operating costs at my organisation are a higher priority than water	12	3	1	2	1	-	3	2
	10%	14%	6%	10%	4%	-	12%	15%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 87

**Q.7 You said you or someone else at your organisation are unlikely to switch your organisation's water and waste water retail service provider and/or contact your existing water and waste water retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this?**

**Base: All respondents unlikely to switch their organisation's water and waste water retail service provider and/or contact their existing water and waste water retail service provider to negotiate a better deal for their organisation**

FILTER: All unlikely contact their existing water and waste water retail service provider to negotiate a better deal for their organisation

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	126	21**	16**	20**	28**	3**	25**	13**
I'd prefer to stay with my existing service provider because I'm familiar with them	11	1	2	1	3	-	3	1
	9%	5%	13%	5%	11%	-	12%	8%
I'd need to find out more about prospective service providers before switching or before contacting my existing service provider to negotiate a better deal	5	1	2	1	1	-	-	-
	4%	5%	13%	5%	4%	-	-	-
I'd need help understanding the water market or where to look for prospective service providers	3	-	-	2	-	-	1	-
	2%	-	-	10%	-	-	4%	-
I've had or heard about poor switching or negotiating experiences in other utilities like energy and telecoms	3	-	-	1	-	-	2	-
	2%	-	-	5%	-	-	8%	-
Other	35	7	5	7	5	2	5	4
	28%	33%	31%	35%	18%	67%	20%	31%
Don't know	6	-	1	1	1	-	2	1
	5%	-	6%	5%	4%	-	8%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 88  
**Q.8 Where would you or someone else at your organisation go to find out more about this change to the water market or the choices your organisation has?**  
Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Internet search	340	198	142	84	54	60	192	22	27	12	19	162	178	10	52	78	86	83	31
	68%	64%	73%	67%	68%	59%	72%	56%	84%	80%	56%	68%	67%	77%	61%	64%	68%	72%	76%
			e				g		gl										
Existing service provider	184	124	60	51	37	36	86	18	12	6	15	82	102	4	27	44	48	41	20
	37%	40%	31%	40%	47%	35%	32%	46%	38%	40%	44%	35%	38%	31%	32%	36%	38%	36%	49%
		b			b														
Prospective service provider	121	83	38	27	20	36	55	9	12	6	7	66	55	1	22	23	36	28	11
	24%	27%	19%	21%	25%	35%	21%	23%	38%	40%	21%	28%	21%	8%	26%	19%	28%	24%	27%
					abc				f										
Utility broker or consultant	83	67	16	22	18	27	29	10	7	6	10	45	38	5	17	24	16	18	3
	17%	22%	8%	17%	23%	26%	11%	26%	22%	40%	29%	19%	14%	38%	20%	20%	13%	16%	7%
		b		b	b	b		f			f								
National media	53	40	13	14	9	17	19	7	3	1	8	27	26	2	14	15	12	7	3
	11%	13%	7%	11%	11%	17%	7%	18%	9%	7%	24%	11%	10%	15%	16%	12%	9%	6%	7%
		b				b		f			f				q				
Business colleague	46	42	4	14	8	20	11	6	4	4	3	33	13	3	9	13	12	7	2
	9%	14%	2%	11%	10%	20%	4%	15%	13%	27%	9%	14%	5%	23%	11%	11%	9%	6%	5%
		b		b	b	ab		f	f			l							
Consumer body	11	6	5	2	3	1	8	-	-	-	1	4	7	-	-	-	3	5	3
	2%	2%	3%	2%	4%	1%	3%	-	-	-	3%	2%	3%	-	-	-	2%	4%	7%
																	o	no	
Regulator	10	4	6	3	1	-	7	1	-	-	1	4	6	2	1	-	2	3	2
	2%	1%	3%	2%	1%	-	3%	3%	-	-	3%	2%	2%	15%	1%	-	2%	3%	5%
																		o	
Trade body	4	3	1	2	1	-	2	1	-	1	-	3	1	-	-	1	1	1	1
	1%	1%	1%	2%	1%	-	1%	3%	-	7%	-	1%	*	-	-	1%	1%	1%	2%
Other	9	2	7	1	1	-	7	2	-	-	-	4	5	-	1	1	2	2	3
	2%	1%	4%	1%	1%	-	3%	5%	-	-	-	2%	2%	-	1%	1%	2%	2%	7%
			a															o	
Don't know	55	28	27	14	6	8	33	3	-	-	3	23	32	-	9	16	16	11	3
	11%	9%	14%	11%	8%	8%	12%	8%	-	-	9%	10%	12%	-	11%	13%	13%	10%	7%
							h												

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 89  
**Q.8 Where would you or someone else at your organisation go to find out more about this change to the water market or the choices your organisation has?**  
**Base: All respondents**

	Region										Turnover							
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)	
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*	
Internet search	340	23	42	34	26	24	39	61	59	32	97	45	33	36	32	29	30	
	68%	72%	66%	72%	62%	52%	67%	68%	74%	74%	70%	76%	77%	68%	64%	58%	65%	
				e					e	e		p						
Existing service provider	184	12	28	12	16	11	22	34	36	13	48	20	14	17	23	23	18	
	37%	38%	44%	26%	38%	24%	38%	38%	45%	30%	35%	34%	33%	32%	46%	46%	39%	
			e						ce									
Prospective service provider	121	6	18	9	10	5	19	25	21	8	25	14	5	16	18	16	15	
	24%	19%	28%	19%	24%	11%	33%	28%	26%	19%	18%	24%	12%	30%	36%	32%	33%	
			e				e	e	e					m	km	km	km	
Utility broker or consultant	83	6	10	9	9	6	7	12	15	9	12	8	9	5	16	12	11	
	17%	19%	16%	19%	21%	13%	12%	13%	19%	21%	9%	14%	21%	9%	32%	24%	24%	
													k		kl	k	k	
National media	53	2	7	4	5	3	5	20	3	4	11	6	3	11	6	7	6	
	11%	6%	11%	9%	12%	7%	9%	22%	4%	9%	8%	10%	7%	21%	12%	14%	13%	
								acefh						k				
Business colleague	46	2	7	2	5	6	3	15	4	2	4	3	4	8	8	6	10	
	9%	6%	11%	4%	12%	13%	5%	17%	5%	5%	3%	5%	9%	15%	16%	12%	22%	
								cfh						k	k	k	kl	
Consumer body	11	-	1	4	-	1	1	3	-	1	3	1	2	2	1	1	-	
	2%	-	2%	9%	-	2%	2%	3%	-	2%	2%	2%	5%	4%	2%	2%	-	
				h														
Regulator	10	1	1	2	1	-	-	2	2	1	4	2	1	2	1	-	-	
	2%	3%	2%	4%	2%	-	-	2%	3%	2%	3%	3%	2%	4%	2%	-	-	
Trade body	4	1	1	1	-	-	-	-	1	-	1	-	-	1	-	-	1	
	1%	3%	2%	2%	-	-	-	-	1%	-	1%	-	-	2%	-	-	2%	
Other	9	1	-	-	1	1	1	2	1	2	3	1	2	2	-	-	1	
	2%	3%	-	-	2%	2%	2%	2%	1%	5%	2%	2%	5%	4%	-	-	2%	
Don't know	55	3	7	4	5	9	6	5	13	3	23	2	2	4	7	4	1	
	11%	9%	11%	9%	12%	20%	10%	6%	16%	7%	17%	3%	5%	8%	14%	8%	2%	
						g			g		lmq				lq			

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 90  
**Q.8 Where would you or someone else at your organisation go to find out more about this change to the water market or the choices your organisation has?**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Internet search	340	4	1	24	-	3	6	30	11	8	25	13	11	61	17	1	31	9	31	16	38
	68%	67%	50%	65%	-	100%	67%	77%	69%	57%	78%	65%	85%	73%	85%	100%	56%	47%	76%	67%	58%
								pt			p			pt							
Existing service provider	184	3	-	17	1	3	3	15	7	9	7	7	7	34	5	-	19	6	12	8	21
	37%	50%	-	46%	50%	100%	33%	38%	44%	64%	22%	35%	54%	41%	25%	-	35%	32%	29%	33%	32%
				j																	
Prospective service provider	121	1	-	13	2	1	3	11	5	5	8	4	4	23	2	-	15	3	7	1	13
	24%	17%	-	35%	100%	33%	33%	28%	31%	36%	25%	20%	31%	28%	10%	-	27%	16%	17%	4%	20%
Utility broker or consultant	83	1	1	10	-	1	2	5	4	2	4	7	1	10	1	-	9	4	3	3	15
	17%	17%	50%	27%	-	33%	22%	13%	25%	14%	13%	35%	8%	12%	5%	-	16%	21%	7%	13%	23%
				mr																r	
National media	53	-	1	3	1	1	2	3	2	1	3	-	1	11	-	-	6	1	9	1	7
	11%	-	50%	8%	50%	33%	22%	8%	13%	7%	9%	-	8%	13%	-	-	11%	5%	22%	4%	11%
Business colleague	46	-	-	3	1	-	1	2	2	2	2	4	1	13	1	-	5	1	3	-	5
	9%	-	-	8%	50%	-	11%	5%	13%	14%	6%	20%	8%	16%	5%	-	9%	5%	7%	-	8%
Consumer body	11	-	-	-	-	-	-	-	-	1	1	-	1	4	-	-	-	1	-	-	3
	2%	-	-	-	-	-	-	-	-	7%	3%	-	8%	5%	-	-	-	5%	-	-	5%
Regulator	10	-	-	1	-	-	-	1	-	-	1	-	-	4	-	-	2	-	-	-	1
	2%	-	-	3%	-	-	-	3%	-	-	3%	-	-	5%	-	-	4%	-	-	-	2%
Trade body	4	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2
	1%	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%
				m																	
Other	9	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2	1	1	1	2
	2%	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	4%	5%	2%	4%	3%
Don't know	55	-	-	5	-	-	-	2	-	-	4	2	-	5	2	-	9	4	5	5	12
	11%	-	-	14%	-	-	-	5%	-	-	13%	10%	-	6%	10%	-	16%	21%	12%	21%	18%
																				m	

**Proportions/Mean**s: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
**Overlap formulae** used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
**Prepared by** Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 91  
**Q.8 Where would you or someone else at your organisation go to find out more about this change to the water market or the choices your organisation has?**  
**Base: All respondents**

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Internet search	340	216	53	25	46	214	51	25	50	229	64	33	43	89	244	111	39	72	96	161	67	94	83	194
	68%	73%	67%	74%	49%	75%	61%	71%	52%	73%	62%	69%	51%	67%	70%	73%	83%	68%	67%	73%	76%	71%	66%	74%
		d	d	d		fh				jl		l					r							z
Existing service provider	184	111	34	14	25	103	40	15	26	117	46	21	23	51	128	67	17	50	30	112	43	69	24	128
	37%	38%	43%	41%	27%	36%	48%	43%	27%	37%	44%	44%	27%	39%	37%	44%	36%	47%	21%	51%	49%	52%	19%	49%
			d				h				l					r	r	r		v	v	v		z
Prospective service provider	121	73	17	12	19	63	25	11	22	76	28	15	19	36	83	44	12	32	26	75	28	47	20	81
	24%	25%	22%	35%	20%	22%	30%	31%	23%	24%	27%	31%	22%	27%	24%	29%	26%	30%	18%	34%	32%	35%	16%	31%
																r		r		v	v	v		z
Utility broker or consultant	83	49	15	8	11	50	16	6	11	55	22	11	9	34	46	42	19	23	10	52	23	29	9	57
	17%	17%	19%	24%	12%	17%	19%	17%	11%	18%	21%	23%	11%	26%	13%	27%	40%	22%	7%	24%	26%	22%	7%	22%
										n						r	qr	r		v	v	v		z
National media	53	29	11	6	7	32	9	4	8	36	15	7	5	21	31	21	5	16	10	29	13	16	11	30
	11%	10%	14%	18%	8%	11%	11%	11%	8%	11%	14%	15%	6%	16%	9%	14%	11%	15%	7%	13%	15%	12%	9%	11%
										n								r						
Business colleague	46	24	6	3	13	19	12	4	11	24	13	5	10	17	25	17	5	12	5	22	6	16	4	27
	9%	8%	8%	9%	14%	7%	14%	11%	11%	8%	13%	10%	12%	13%	7%	11%	11%	11%	3%	10%	7%	12%	3%	10%
							e							n		r		r		v		v		z
Consumer body	11	8	1	1	1	6	1	2	2	8	1	2	1	2	9	1	1	-	5	5	2	3	4	6
	2%	3%	1%	3%	1%	2%	1%	6%	2%	3%	1%	4%	1%	2%	3%	1%	2%	-	3%	2%	2%	2%	3%	2%
Regulator	10	9	1	-	-	8	2	-	-	9	2	-	-	2	7	3	-	3	4	6	3	3	2	7
	2%	3%	1%	-	-	3%	2%	-	-	3%	2%	-	-	2%	2%	2%	-	3%	3%	3%	3%	2%	2%	3%
Trade body	4	3	1	-	-	2	2	-	-	3	2	-	-	3	1	2	1	1	1	3	3	-	-	3
	1%	1%	1%	-	-	1%	2%	-	-	1%	2%	-	-	2%	*	1%	2%	1%	1%	1%	3%	-	-	1%
										n											uv			
Other	9	8	-	-	1	8	-	-	1	8	-	-	1	2	7	1	-	1	6	1	-	1	6	3
	2%	3%	-	-	1%	3%	-	-	1%	3%	-	-	1%	2%	2%	1%	-	1%	4%	*	-	1%	5%	1%
																			o				stu	
Don't know	55	23	5	-	27	22	6	1	26	23	7	1	26	6	43	3	-	3	23	2	-	2	24	5
	11%	8%	6%	-	29%	8%	7%	3%	27%	7%	7%	2%	31%	5%	12%	2%	-	3%	16%	1%	-	2%	19%	2%
					abc				efg				ijk		m				opq				stu	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 92  
Q.8 Where would you or someone else at your organisation go to find out more about this change to the water market or the choices your organisation has?  
Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Internet search	340	68	34	61	63	23	59	32
	68%	64%	72%	68%	61%	72%	74%	74%
Existing service provider	184	44	12	34	33	12	36	13
	37%	42%	26%	38%	32%	38%	45%	30%
							b	
Prospective service provider	121	28	9	25	24	6	21	8
	24%	26%	19%	28%	23%	19%	26%	19%
Utility broker or consultant	83	19	9	12	13	6	15	9
	17%	18%	19%	13%	13%	19%	19%	21%
National media	53	12	4	20	8	2	3	4
	11%	11%	9%	22%	8%	6%	4%	9%
				abdef				
Business colleague	46	12	2	15	9	2	4	2
	9%	11%	4%	17%	9%	6%	5%	5%
				bf				
Consumer body	11	1	4	3	2	-	-	1
	2%	1%	9%	3%	2%	-	-	2%
			af					
Regulator	10	2	2	2	-	1	2	1
	2%	2%	4%	2%	-	3%	3%	2%
			d					
Trade body	4	1	1	-	-	1	1	-
	1%	1%	2%	-	-	3%	1%	-
Other	9	1	-	2	2	1	1	2
	2%	1%	-	2%	2%	3%	1%	5%
Don't know	55	12	4	5	15	3	13	3
	11%	11%	9%	6%	14%	9%	16%	7%
					c		c	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
Overlap formulae used. \* small base  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 93  
What level of seniority are you within the organisation you work for?  
Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Owner or proprietor	266	85	181	64	14	7	266	-	-	-	-	125	141	8	33	51	71	74	29
	53%	28%	93%	51%	18%	7%	100%	-	-	-	-	53%	53%	62%	39%	42%	56%	64%	71%
		de	acd	ade	e		ghj										no	no	no
Managing Director or Managing Partner	39	35	4	15	10	10	-	39	-	-	-	17	22	-	9	9	8	9	4
	8%	11%	2%	12%	13%	10%	-	100%	-	-	-	7%	8%	-	11%	7%	6%	8%	10%
Board level Director or partner		b		b	b	b		fhj											
	32	31	1	11	13	7	-	-	32	-	-	18	14	-	4	12	9	5	2
	6%	10%	1%	9%	16%	7%	-	-	100%	-	-	8%	5%	-	5%	10%	7%	4%	5%
Director - not board level		b		b	abe	b			fgj										
	15	14	1	6	1	7	-	-	-	15	-	11	4	-	3	3	2	5	2
	3%	5%	1%	5%	1%	7%	-	-	-	100%	-	5%	2%	-	4%	2%	2%	4%	5%
Senior management		b		b	b	b						l							
	34	32	2	6	10	16	-	-	-	-	34	19	15	-	6	15	9	3	1
	7%	10%	1%	5%	13%	16%	-	-	-	-	100%	8%	6%	-	7%	12%	7%	3%	2%
Middle management		bc		b	bc	abc					fgh					q			
	72	68	4	13	20	35	-	-	-	-	-	32	40	5	23	17	14	12	1
	14%	22%	2%	10%	25%	34%	-	-	-	-	-	14%	15%	38%	27%	14%	11%	10%	2%
Management		bc		b	bc	abc									opq	r			
															r				
	44	42	2	11	11	20	-	-	-	-	-	15	29	-	7	14	14	7	2
	9%	14%	1%	9%	14%	20%	-	-	-	-	-	6%	11%	-	8%	12%	11%	6%	5%
		bc		b	b	abc													

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 94

What level of seniority are you within the organisation you work for?

Base: All respondents

	Total	Region									Turnover						
		North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Owner or proprietor	266	19	41	24	18	22	38	36	40	28	124	40	25	26	16	6	5
	53%	59%	64%	51%	43%	48%	66%	40%	50%	65%	89%	68%	58%	49%	32%	12%	11%
			dg				dg			dg	lmn	nop	opq	pq			
											opq	q					
Managing Director or Managing Partner	39	2	4	2	3	3	3	11	8	3	4	4	5	3	6	6	7
	8%	6%	6%	4%	7%	7%	5%	12%	10%	7%	3%	7%	12%	6%	12%	12%	15%
													k		k	k	k
Board level Director or partner	32	1	2	5	4	2	4	8	4	2	3	-	3	5	9	6	5
	6%	3%	3%	11%	10%	4%	7%	9%	5%	5%	2%	-	7%	9%	18%	12%	11%
													l	kl	kl	kl	kl
Director - not board level	15	1	1	-	1	-	2	3	4	3	-	1	3	3	-	-	7
	3%	3%	2%	-	2%	-	3%	3%	5%	7%	-	2%	7%	6%	-	-	15%
													k	k			klop
Senior management	34	2	3	5	5	2	5	9	2	1	2	1	1	4	5	8	10
	7%	6%	5%	11%	12%	4%	9%	10%	3%	2%	1%	2%	2%	8%	10%	16%	22%
					h			h						k	k	klm	klmn
Middle management	72	3	10	6	8	12	4	13	13	3	5	8	5	8	7	15	9
	14%	9%	16%	13%	19%	26%	7%	14%	16%	7%	4%	14%	12%	15%	14%	30%	20%
						fi						k	k	k	k	klm	k
Management	44	4	3	5	3	5	2	10	9	3	1	5	1	4	7	9	3
	9%	13%	5%	11%	7%	11%	3%	11%	11%	7%	1%	8%	2%	8%	14%	18%	7%
												k		k	km	km	k

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 95

What level of seniority are you within the organisation you work for?

Base: All respondents

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Owner or proprietor	266	3	-	11	-	-	4	29	6	10	20	7	8	41	15	-	23	9	27	17	36
	53%	50%	-	30%	-	-	44%	74%	38%	71%	63%	35%	62%	49%	75%	-	42%	47%	66%	71%	55%
								cmp t			c			c					cp		c
Managing Director or Managing Partner	39	2	1	4	1	1	1	2	2	-	-	3	-	8	1	-	2	-	2	2	7
	8%	33%	50%	11%	50%	33%	11%	5%	13%	-	-	15%	-	10%	5%	-	4%	-	5%	8%	11%
Board level Director or partner	32	1	-	3	-	1	2	3	1	-	4	2	1	7	-	-	1	1	2	1	2
	6%	17%	-	8%	-	33%	22%	8%	6%	-	13%	10%	8%	8%	-	-	2%	5%	5%	4%	3%
Director - not board level	15	-	-	3	-	-	-	1	-	-	-	1	1	3	-	-	2	-	2	1	1
	3%	-	-	8%	-	-	-	3%	-	-	-	5%	8%	4%	-	-	4%	-	5%	4%	2%
Senior management	34	-	1	2	-	-	1	-	2	-	2	2	-	9	-	-	3	2	3	1	6
	7%	-	50%	5%	-	-	11%	-	13%	-	6%	10%	-	11%	-	-	5%	11%	7%	4%	9%
														g							
Middle management	72	-	-	10	1	-	1	1	3	2	6	4	3	7	3	1	17	2	3	-	8
	14%	-	-	27%	50%	-	11%	3%	19%	14%	19%	20%	23%	8%	15%	100%	31%	11%	7%	-	12%
				gmr							g						gmr t				
Management	44	-	-	4	-	1	-	3	2	2	-	1	-	8	1	-	7	5	2	2	6
	9%	-	-	11%	-	33%	-	8%	13%	14%	-	5%	-	10%	5%	-	13%	26%	5%	8%	9%
																	j				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 96  
**What level of seniority are you within the organisation you work for?**  
**Base: All respondents**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Owner or proprietor	266	209	24	8	25	208	22	8	28	218	28	11	23	63	195	64	23	41	100	95	42	53	94	126
	53%	71%	30%	24%	27%	72%	26%	23%	29%	69%	27%	23%	27%	48%	56%	42%	49%	39%	69%	43%	48%	40%	75%	48%
		bcd				fgh				ijkl									opq				stu	
Managing Director or Managing Partner	39	21	10	2	6	22	8	3	6	24	12	3	5	20	17	18	3	15	6	24	9	15	5	23
	8%	7%	13%	6%	6%	8%	10%	9%	6%	8%	12%	6%	6%	15%	5%	12%	6%	14%	4%	11%	10%	11%	4%	9%
										n						r		r	v			v		
	32	14	8	5	5	15	9	3	5	16	10	5	5	12	20	13	7	6	10	18	10	8	8	20
	6%	5%	10%	15%	5%	5%	11%	9%	5%	5%	10%	10%	6%	9%	6%	8%	15%	6%	7%	8%	11%	6%	6%	8%
				a																				
	15	6	3	1	5	4	3	2	6	6	5	2	5	6	9	6	2	4	4	7	5	2	2	9
	3%	2%	4%	3%	5%	1%	4%	6%	6%	2%	5%	4%	6%	5%	3%	4%	4%	4%	3%	3%	6%	2%	2%	3%
									e				i											
	34	18	9	2	5	13	12	2	7	18	13	3	5	9	22	15	5	10	4	21	9	12	3	21
	7%	6%	11%	6%	5%	5%	14%	6%	7%	6%	13%	6%	6%	7%	6%	10%	11%	9%	3%	10%	10%	9%	2%	8%
						e				i						r	r	r	v	v	v	v		
	72	20	19	8	25	19	21	10	22	23	25	14	22	15	53	24	2	22	15	35	9	26	12	41
	14%	7%	24%	24%	27%	7%	25%	29%	23%	7%	24%	29%	26%	11%	15%	16%	4%	21%	10%	16%	10%	20%	10%	16%
			a	a	a		e	e	e		i	i	i					pr				v		
	44	8	6	8	22	6	9	7	22	9	11	10	20	7	34	13	5	8	5	21	4	17	2	22
	9%	3%	8%	24%	24%	2%	11%	20%	23%	3%	11%	21%	24%	5%	10%	8%	11%	8%	3%	10%	5%	13%	2%	8%
			a	ab	ab		e	e	ef		i	i	ij						v			tv		

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 97

What level of seniority are you within the organisation you work for?

Base: All respondents

Region II								
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Owner or proprietor	266	59	24	36	60	19	40	28
	53%	56%	51%	40%	58%	59%	50%	65%
		c			c			c
Managing Director or Managing Partner	39	7	2	11	6	2	8	3
	8%	7%	4%	12%	6%	6%	10%	7%
Board level Director or partner	32	6	5	8	6	1	4	2
	6%	6%	11%	9%	6%	3%	5%	5%
Director - not board level	15	2	-	3	2	1	4	3
	3%	2%	-	3%	2%	3%	5%	7%
Senior management	34	8	5	9	7	2	2	1
	7%	8%	11%	10%	7%	6%	3%	2%
				f				
Middle management	72	18	6	13	16	3	13	3
	14%	17%	13%	14%	15%	9%	16%	7%
Management	44	6	5	10	7	4	9	3
	9%	6%	11%	11%	7%	13%	11%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 98  
**What size company or organisation do you currently work for?**  
**Base: All respondents**

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
NET: Sole Traders	195	-	195	-	-	-	181	4	1	1	2	82	113	8	24	33	49	59	22
	39%	-	100%	-	-	-	68%	10%	3%	7%	6%	35%	43%	62%	28%	27%	39%	51%	54%
			acde				ghj											nop	no
NET: Micro	126	126	-	126	-	-	64	15	11	6	6	57	69	1	19	26	40	25	15
	25%	41%	-	100%	-	-	24%	38%	34%	40%	18%	24%	26%	8%	22%	21%	31%	22%	37%
			bde			abde													
NET: Small	79	79	-	-	79	-	14	10	13	1	10	40	39	3	14	24	14	20	4
	16%	26%	-	-	100%	-	5%	26%	41%	7%	29%	17%	15%	23%	16%	20%	11%	17%	10%
			bce			abce		f	f		f								
NET: Medium	102	102	-	-	-	102	7	10	7	7	16	58	44	1	28	38	24	11	-
	20%	33%	-	-	-	100%	3%	26%	22%	47%	47%	24%	17%	8%	33%	31%	19%	10%	-
			bcd			abcd		f	f		fh				pqr	pqr	qr	r	
0 - only myself/ selfemployed	195	-	195	-	-	-	181	4	1	1	2	82	113	8	24	33	49	59	22
	39%	-	100%	-	-	-	68%	10%	3%	7%	6%	35%	43%	62%	28%	27%	39%	51%	54%
			acde				ghj											nop	no
1-5 employees	99	99	-	99	-	-	56	13	9	5	3	45	54	-	13	21	31	20	14
	20%	32%	-	79%	-	-	21%	33%	28%	33%	9%	19%	20%	-	15%	17%	24%	17%	34%
			bde			abde		j	j										noq
6-9 employees	27	27	-	27	-	-	8	2	2	1	3	12	15	1	6	5	9	5	1
	5%	9%	-	21%	-	-	3%	5%	6%	7%	9%	5%	6%	8%	7%	4%	7%	4%	2%
			bde			abde													
10-49 employees	79	79	-	-	79	-	14	10	13	1	10	40	39	3	14	24	14	20	4
	16%	26%	-	-	100%	-	5%	26%	41%	7%	29%	17%	15%	23%	16%	20%	11%	17%	10%
			bce			abce		f	f		f								
50-99 employees	44	44	-	-	-	44	4	5	3	4	5	20	24	-	13	15	14	2	-
	9%	14%	-	-	-	43%	2%	13%	9%	27%	15%	8%	9%	-	15%	12%	11%	2%	-
			bcd			abcd		f	f		f				qr	qr	qr		
100-249 employees	58	58	-	-	-	58	3	5	4	3	11	38	20	1	15	23	10	9	-
	12%	19%	-	-	-	57%	1%	13%	13%	20%	32%	16%	8%	8%	18%	19%	8%	8%	-
			bcd			abcd		f	f		fg				pqr	pqr			

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 99  
**What size company or organisation do you currently work for?**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
NET: Sole Traders	195	14	30	18	11	18	31	24	29	20	122	33	15	5	2	-	2
	39%	44%	47%	38%	26%	39%	53%	27%	36%	47%	88%	56%	35%	9%	4%	-	4%
			dg				dgh			g	lmn	mno	nopq	p			
											opq	pq					
NET: Micro	126	7	17	9	14	10	10	19	24	16	16	15	22	31	17	1	5
	25%	22%	27%	19%	33%	22%	17%	21%	30%	37%	12%	25%	51%	58%	34%	2%	11%
										f	p	kp	klp	klo	kpq		
													q	pq			
NET: Small	79	7	5	9	6	8	6	18	18	2	1	6	3	11	22	21	6
	16%	22%	8%	19%	14%	17%	10%	20%	23%	5%	1%	10%	7%	21%	44%	42%	13%
		i		i				bi	bi			k	k	k	klm	klm	k
															nq	nq	
NET: Medium	102	4	12	11	11	10	11	29	9	5	-	5	3	6	9	28	33
	20%	13%	19%	23%	26%	22%	19%	32%	11%	12%	-	8%	7%	11%	18%	56%	72%
					h			ahi				k	k	k	k	klm	klmno
																no	
0 - only myself/ selfemployed	195	14	30	18	11	18	31	24	29	20	122	33	15	5	2	-	2
	39%	44%	47%	38%	26%	39%	53%	27%	36%	47%	88%	56%	35%	9%	4%	-	4%
			dg				dgh			g	lmn	mno	nopq	p			
											opq	pq					
1-5 employees	99	3	15	7	13	7	9	12	18	15	15	14	19	25	11	1	1
	20%	9%	23%	15%	31%	15%	16%	13%	23%	35%	11%	24%	44%	47%	22%	2%	2%
					ag					ace		kpq	klo	klo	pq		
										fg			pq	pq			
6-9 employees	27	4	2	2	1	3	1	7	6	1	1	1	3	6	6	-	4
	5%	13%	3%	4%	2%	7%	2%	8%	8%	2%	1%	2%	7%	11%	12%	-	9%
		f											k	klp	klp		kp
10-49 employees	79	7	5	9	6	8	6	18	18	2	1	6	3	11	22	21	6
	16%	22%	8%	19%	14%	17%	10%	20%	23%	5%	1%	10%	7%	21%	44%	42%	13%
		i		i				bi	bi			k	k	k	klm	klm	k
															nq	nq	
50-99 employees	44	-	6	5	2	5	3	14	5	4	-	1	2	5	1	10	13
	9%	-	9%	11%	5%	11%	5%	16%	6%	9%	-	2%	5%	9%	2%	20%	28%
								a					k	k		klm	klmno
																o	
100-249 employees	58	4	6	6	9	5	8	15	4	1	-	4	1	1	8	18	20
	12%	13%	9%	13%	21%	11%	14%	17%	5%	2%	-	7%	2%	2%	16%	36%	43%
					hi		i	hi				k			kmn	klm	klmno
																no	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 100  
**What size company or organisation do you currently work for?**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
NET: Sole Traders	195	1	-	5	-	-	3	20	1	5	13	6	4	24	12	-	22	9	25	12	33
	39%	17%	-	14%	-	-	33%	51%	6%	36%	41%	30%	31%	29%	60%	-	40%	47%	61%	50%	50%
								cm			c						c		cmp		cm
NET: Micro	126	3	-	10	1	-	2	10	2	5	8	5	4	32	6	-	7	-	9	8	14
	25%	50%	-	27%	50%	-	22%	26%	13%	36%	25%	25%	31%	39%	30%	-	13%	-	22%	33%	21%
														pt							
NET: Small	79	1	1	6	-	2	3	5	7	3	6	2	3	13	1	-	7	4	2	2	11
	16%	17%	50%	16%	-	67%	33%	13%	44%	21%	19%	10%	23%	16%	5%	-	13%	21%	5%	8%	17%
NET: Medium	102	1	1	16	1	1	1	4	6	1	5	7	2	14	1	1	19	6	5	2	8
	20%	17%	50%	43%	50%	33%	11%	10%	38%	7%	16%	35%	15%	17%	5%	100%	35%	32%	12%	8%	12%
				gjm													gmr				
				rt													t				
0 - only myself/ selfemployed	195	1	-	5	-	-	3	20	1	5	13	6	4	24	12	-	22	9	25	12	33
	39%	17%	-	14%	-	-	33%	51%	6%	36%	41%	30%	31%	29%	60%	-	40%	47%	61%	50%	50%
								cm			c						c		cmp		cm
1-5 employees	99	3	-	7	1	-	1	9	-	4	8	5	3	27	5	-	5	-	6	4	11
	20%	50%	-	19%	50%	-	11%	23%	-	29%	25%	25%	23%	33%	25%	-	9%	-	15%	17%	17%
											p			prt							
6-9 employees	27	-	-	3	-	-	1	1	2	1	-	-	1	5	1	-	2	-	3	4	3
	5%	-	-	8%	-	-	11%	3%	13%	7%	-	-	8%	6%	5%	-	4%	-	7%	17%	5%
10-49 employees	79	1	1	6	-	2	3	5	7	3	6	2	3	13	1	-	7	4	2	2	11
	16%	17%	50%	16%	-	67%	33%	13%	44%	21%	19%	10%	23%	16%	5%	-	13%	21%	5%	8%	17%
50-99 employees	44	1	1	8	-	1	1	3	3	1	1	2	1	2	-	-	8	2	4	1	4
	9%	17%	50%	22%	-	33%	11%	8%	19%	7%	3%	10%	8%	2%	-	-	15%	11%	10%	4%	6%
				jmt													m				
100-249 employees	58	-	-	8	1	-	-	1	3	-	4	5	1	12	1	1	11	4	1	1	4
	12%	-	-	22%	50%	-	-	3%	19%	-	13%	25%	8%	14%	5%	100%	20%	21%	2%	4%	6%
				grt										r			grt				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 101  
**What size company or organisation do you currently work for?**  
**Base: All respondents**

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp.	Some resp.	Some influence (c)	None (d)	Solely resp.	Some resp.	Some influence (g)	None (h)	Solely resp.	Some resp.	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
		(a)	(b)			(e)	(f)	(g)		(i)	(j)	(k)	(l)											
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
NET: Sole Traders	195	154	14	5	22	152	14	6	23	157	16	6	20	31	158	31	7	24	87	51	12	39	83	75
	39%	52%	18%	15%	24%	53%	17%	17%	24%	50%	15%	13%	24%	23%	45%	20%	15%	23%	60%	23%	14%	29%	66%	29%
		bcd				fgh					jkl				m			opq			t	stu		
NET: Micro	126	75	24	7	20	72	25	6	23	79	28	9	20	40	79	40	11	29	30	60	26	34	24	69
	25%	25%	30%	21%	22%	25%	30%	17%	24%	25%	27%	19%	24%	30%	23%	26%	23%	27%	21%	27%	30%	26%	19%	26%
NET: Small	79	35	15	7	22	31	18	9	21	38	24	12	19	27	51	35	14	21	15	44	18	26	12	49
	16%	12%	19%	21%	24%	11%	21%	26%	22%	12%	23%	25%	22%	20%	15%	23%	30%	20%	10%	20%	20%	20%	10%	19%
				a			e	e	e		i	i	i			r	r	r	v	v	v	v		
NET: Medium	102	32	26	15	29	32	27	14	29	40	36	21	26	34	62	47	15	32	12	66	32	34	7	69
	20%	11%	33%	44%	31%	11%	32%	40%	30%	13%	35%	44%	31%	26%	18%	31%	32%	30%	8%	30%	36%	26%	6%	26%
			a	a	a		e	e	e		i	i	i	n		r	r	r	v	v	v	v	z	
0 - only myself/ selfemployed	195	154	14	5	22	152	14	6	23	157	16	6	20	31	158	31	7	24	87	51	12	39	83	75
	39%	52%	18%	15%	24%	53%	17%	17%	24%	50%	15%	13%	24%	23%	45%	20%	15%	23%	60%	23%	14%	29%	66%	29%
		bcd				fgh				jkl					m			opq			t	stu		
1-5 employees	99	61	19	4	15	58	19	5	17	62	21	6	15	28	66	27	8	19	24	43	17	26	19	53
	20%	21%	24%	12%	16%	20%	23%	14%	18%	20%	20%	13%	18%	21%	19%	18%	17%	18%	17%	19%	19%	20%	15%	20%
6-9 employees	27	14	5	3	5	14	6	1	6	17	7	3	5	12	13	13	3	10	6	17	9	8	5	16
	5%	5%	6%	9%	5%	5%	7%	3%	6%	5%	7%	6%	6%	9%	4%	8%	6%	9%	4%	8%	10%	6%	4%	6%
														n										
10-49 employees	79	35	15	7	22	31	18	9	21	38	24	12	19	27	51	35	14	21	15	44	18	26	12	49
	16%	12%	19%	21%	24%	11%	21%	26%	22%	12%	23%	25%	22%	20%	15%	23%	30%	20%	10%	20%	20%	20%	10%	19%
				a			e	e	e		i	i	i			r	r	r	v	v	v	v		
50-99 employees	44	13	15	5	11	13	11	9	11	18	18	10	9	14	26	19	8	11	2	26	17	9	1	31
	9%	4%	19%	15%	12%	5%	13%	26%	11%	6%	17%	21%	11%	11%	7%	12%	17%	10%	1%	12%	19%	7%	1%	12%
			a	a	a		e	eh	e		i	i				r	r	r	v	uv	v	v	z	
100-249 employees	58	19	11	10	18	19	16	5	18	22	18	11	17	20	36	28	7	21	10	40	15	25	6	38
	12%	6%	14%	29%	19%	7%	19%	14%	19%	7%	17%	23%	20%	15%	10%	18%	15%	20%	7%	18%	17%	19%	5%	15%
			a	a	a		e		e		i	i	i			r		r	v	v	v	v		

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 102

What size company or organisation do you currently work for?

Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
NET: Sole Traders	195	41	18	24	49	14	29	20
	39%	39%	38%	27%	47%	44%	36%	47%
					c			c
NET: Micro	126	31	9	19	20	7	24	16
	25%	29%	19%	21%	19%	22%	30%	37%
								d
NET: Small	79	11	9	18	14	7	18	2
	16%	10%	19%	20%	13%	22%	23%	5%
			g	g		g	ag	
NET: Medium	102	23	11	29	21	4	9	5
	20%	22%	23%	32%	20%	13%	11%	12%
				efg				
0 - only myself/ selfemployed	195	41	18	24	49	14	29	20
	39%	39%	38%	27%	47%	44%	36%	47%
					c			c
1-5 employees	99	28	7	12	16	3	18	15
	20%	26%	15%	13%	15%	9%	23%	35%
		ce						bcde
6-9 employees	27	3	2	7	4	4	6	1
	5%	3%	4%	8%	4%	13%	8%	2%
					a			
10-49 employees	79	11	9	18	14	7	18	2
	16%	10%	19%	20%	13%	22%	23%	5%
			g	g		g	ag	
50-99 employees	44	8	5	14	8	-	5	4
	9%	8%	11%	16%	8%	-	6%	9%
				e				
100-249 employees	58	15	6	15	13	4	4	1
	12%	14%	13%	17%	13%	13%	5%	2%
		fg		fg				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 103

Age

Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
		(a)																	
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
18 to 24	13	5	8	1	3	1	8	-	-	-	-	3	10	13	-	-	-	-	-
	3%	2%	4%	1%	4%	1%	3%	-	-	-	-	1%	4%	100%	-	-	-	-	-
25 to 34	85	61	24	19	14	28	33	9	4	3	6	31	54	-	85	-	-	-	-
	17%	20%	12%	15%	18%	27%	12%	23%	13%	20%	18%	13%	20%	-	100%	-	-	-	-
35 to 44		b				abc							k		opqr				
	121	88	33	26	24	38	51	9	12	3	15	51	70	-	-	121	-	-	-
	24%	29%	17%	21%	30%	37%	19%	23%	38%	20%	44%	22%	26%	-	-	100%	-	-	-
45 to 54		bc			b	abc			f		f					npqr			
	127	78	49	40	14	24	71	8	9	2	9	62	65	-	-	-	127	-	-
	25%	25%	25%	32%	18%	24%	27%	21%	28%	13%	26%	26%	25%	-	-	-	100%	-	-
55 to 64				ad													noqr		
	115	56	59	25	20	11	74	9	5	5	3	67	48	-	-	-	-	115	-
	23%	18%	30%	20%	25%	11%	28%	23%	16%	33%	9%	28%	18%	-	-	-	-	100%	-
65 or older		e	ace		e		j					l						nopr	
	41	19	22	15	4	-	29	4	2	2	1	23	18	-	-	-	-	-	41
	8%	6%	11%	12%	5%	-	11%	10%	6%	13%	3%	10%	7%	-	-	-	-	-	100%
		e	ae	ae	e														nopq

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus



SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 104

Age

Base: All respondents

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
18 to 24	13	1	1	2	1	1	1	1	3	2	7	2	2	1	-	-	1
	3%	3%	2%	4%	2%	2%	2%	1%	4%	5%	5%	3%	5%	2%	-	-	2%
25 to 34	85	7	10	7	10	6	5	24	13	3	26	11	4	10	10	5	10
	17%	22%	16%	15%	24%	13%	9%	27%	16%	7%	19%	19%	9%	19%	20%	10%	22%
					fi			fi									
35 to 44	121	9	15	11	12	11	20	23	15	5	25	8	6	12	18	14	20
	24%	28%	23%	23%	29%	24%	34%	26%	19%	12%	18%	14%	14%	23%	36%	28%	43%
							hi								klm		klmn
45 to 54	127	5	15	13	9	16	12	18	25	14	32	16	11	17	11	15	6
	25%	16%	23%	28%	21%	35%	21%	20%	31%	33%	23%	27%	26%	32%	22%	30%	13%
														q		q	
55 to 64	115	8	16	10	8	10	14	17	17	15	38	14	14	9	8	14	8
	23%	25%	25%	21%	19%	22%	24%	19%	21%	35%	27%	24%	33%	17%	16%	28%	17%
									g								
65 or older	41	2	7	4	2	2	6	7	7	4	11	8	6	4	3	2	1
	8%	6%	11%	9%	5%	4%	10%	8%	9%	9%	8%	14%	14%	8%	6%	4%	2%
											q		q				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 105  
**Age**  
**Base: All respondents**

Principal Activity																					
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
18 to 24	13	-	-	2	-	-	-	2	-	1	-	-	-	1	-	-	-	-	3	2	2
	3%	-	-	5%	-	-	-	5%	-	7%	-	-	-	1%	-	-	-	-	7%	8%	3%
25 to 34	85	1	2	5	-	-	3	8	3	-	6	7	2	7	4	1	11	2	10	2	11
	17%	17%	100%	14%	-	-	33%	21%	19%	-	19%	35%	15%	8%	20%	100%	20%	11%	24%	8%	17%
35 to 44	121	1	-	7	1	1	3	7	6	2	9	4	1	21	3	-	14	8	13	5	15
	24%	17%	-	19%	50%	33%	33%	18%	38%	14%	28%	20%	8%	25%	15%	-	25%	42%	32%	21%	23%
45 to 54	127	2	-	13	1	1	1	10	3	3	5	3	6	26	3	-	16	3	10	3	18
	25%	33%	-	35%	50%	33%	11%	26%	19%	21%	16%	15%	46%	31%	15%	-	29%	16%	24%	13%	27%
55 to 64	115	-	-	7	-	1	2	8	3	5	12	2	4	22	10	-	10	3	4	9	13
	23%	-	-	19%	-	33%	22%	21%	19%	36%	38%	10%	31%	27%	50%	-	18%	16%	10%	38%	20%
65 or older	41	2	-	3	-	-	-	4	1	3	-	4	-	6	-	-	4	3	1	3	7
	8%	33%	-	8%	-	-	-	10%	6%	21%	-	20%	-	7%	-	-	7%	16%	2%	13%	11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 106

Age

Base: All respondents

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp.	Some resp.	Some influence (c)	None (d)	Solely resp.	Some resp.	Some influence (g)	None (h)	Solely resp.	Some resp.	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely	Very likely	Quite likely	NET: Unlikely (r)	NET: Likely	Very likely	Quite likely	NET: Unlikely (v)	NET: Likely
		(a)	(b)			(e)	(f)			(i)	(j)					(o)	(p)	(q)		(s)	(t)	(u)		(w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
18 to 24	13	10	-	2	1	11	1	-	1	11	1	2	1	5	8	2	-	2	5	3	1	2	4	5
	3%	3%	-	6%	1%	4%	1%	-	1%	4%	1%	4%	1%	4%	2%	1%	-	2%	3%	1%	1%	2%	3%	2%
				b																				
25 to 34	85	50	17	6	12	50	11	10	14	55	20	10	11	28	54	36	11	25	20	44	21	23	18	47
	17%	17%	22%	18%	13%	17%	13%	29%	15%	18%	19%	21%	13%	21%	15%	24%	23%	24%	14%	20%	24%	17%	14%	18%
				f												r								
35 to 44	121	68	24	8	21	65	29	6	21	73	32	11	19	30	84	47	10	37	25	54	17	37	24	66
	24%	23%	30%	24%	23%	23%	35%	17%	22%	23%	31%	23%	22%	23%	24%	31%	21%	35%	17%	24%	19%	28%	19%	25%
				e												r		r						
45 to 54	127	71	16	10	30	66	21	11	29	73	24	15	27	29	92	29	11	18	30	54	20	34	28	64
	25%	24%	20%	29%	32%	23%	25%	31%	30%	23%	23%	31%	32%	22%	26%	19%	23%	17%	21%	24%	23%	26%	22%	24%
55 to 64	115	65	18	4	28	67	16	4	28	70	21	6	26	27	85	29	10	19	43	49	21	28	38	60
	23%	22%	23%	12%	30%	23%	19%	11%	29%	22%	20%	13%	31%	20%	24%	19%	21%	18%	30%	22%	24%	21%	30%	23%
				c					g				k						oq					
65 or older	41	32	4	4	1	28	6	4	3	32	6	4	1	13	27	10	5	5	21	17	8	9	14	20
	8%	11%	5%	12%	1%	10%	7%	11%	3%	10%	6%	8%	1%	10%	8%	7%	11%	5%	15%	8%	9%	7%	11%	8%
		d		d		h				l		l							oq					

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z

Overlap formulae used. \* small base

Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 107

Age

Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
18 to 24	13	2	2	1	2	1	3	2
	3%	2%	4%	1%	2%	3%	4%	5%
25 to 34	85	20	7	24	11	7	13	3
	17%	19%	15%	27%	11%	22%	16%	7%
				dg				
35 to 44	121	27	11	23	31	9	15	5
	24%	25%	23%	26%	30%	28%	19%	12%
				g				
45 to 54	127	24	13	18	28	5	25	14
	25%	23%	28%	20%	27%	16%	31%	33%
55 to 64	115	24	10	17	24	8	17	15
	23%	23%	21%	19%	23%	25%	21%	35%
								c
65 or older	41	9	4	7	8	2	7	4
	8%	8%	9%	8%	8%	6%	9%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 108  
**Gender**  
**Base: All respondents**

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Male	237	155	82	57	40	58	125	17	18	11	19	237	-	3	31	51	62	67	23
	47%	50%	42%	45%	51%	57%	47%	44%	56%	73%	56%	100%	-	23%	36%	42%	49%	58%	56%
						b						l						no	n
Female	265	152	113	69	39	44	141	22	14	4	15	-	265	10	54	70	65	48	18
	53%	50%	58%	55%	49%	43%	53%	56%	44%	27%	44%	-	100%	77%	64%	58%	51%	42%	44%
			e										k		qr	q			

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 109  
Gender  
Base: All respondents

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Male	237	17	33	24	22	24	25	41	35	16	47	25	22	31	25	35	28
	47%	53%	52%	51%	52%	52%	43%	46%	44%	37%	34%	42%	51%	58%	50%	70%	61%
													k	k	k	klo	k
Female	265	15	31	23	20	22	33	49	45	27	92	34	21	22	25	15	18
	53%	47%	48%	49%	48%	48%	57%	54%	56%	63%	66%	58%	49%	42%	50%	30%	39%
											mno	p			p		
											pq						

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 110  
**Gender**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Male	237	1	1	23	1	1	5	19	11	3	24	16	8	47	8	-	18	6	18	4	23
	47%	17%	50%	62%	50%	33%	56%	49%	69%	21%	75%	80%	62%	57%	40%	-	33%	32%	44%	17%	35%
				pt							gpr t			pt							
Female	265	5	1	14	1	2	4	20	5	11	8	4	5	36	12	1	37	13	23	20	43
	53%	83%	50%	38%	50%	67%	44%	51%	31%	79%	25%	20%	38%	43%	60%	100%	67%	68%	56%	83%	65%
								j									cjm		j		cjm

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 111

Gender

Base: All respondents

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Male	237	142	37	14	44	138	39	15	45	153	49	20	38	64	166	77	26	51	62	107	47	60	56	129
	47%	48%	47%	41%	47%	48%	46%	43%	47%	49%	47%	42%	45%	48%	47%	50%	55%	48%	43%	48%	53%	45%	44%	49%
Female	265	154	42	20	49	149	45	20	51	161	55	28	47	68	184	76	21	55	82	114	41	73	70	133
	53%	52%	53%	59%	53%	52%	54%	57%	53%	51%	53%	58%	55%	52%	53%	50%	45%	52%	57%	52%	47%	55%	56%	51%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z

Overlap formulae used. \* small base

Prepared by Populus



SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 112  
Gender  
Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Male	237	55	24	41	49	17	35	16
	47%	52%	51%	46%	47%	53%	44%	37%
Female	265	51	23	49	55	15	45	27
	53%	48%	49%	54%	53%	47%	56%	63%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
Overlap formulae used. \* small base  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 113

Where in the UK do you live?

Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
		(a)																	
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
North East	32	18	14	7	7	4	19	2	1	1	2	17	15	1	7	9	5	8	2
	6%	6%	7%	6%	9%	4%	7%	5%	3%	7%	6%	7%	6%	8%	8%	7%	4%	7%	5%
North West	64	34	30	17	5	12	41	4	2	1	3	33	31	1	10	15	15	16	7
	13%	11%	15%	13%	6%	12%	15%	10%	6%	7%	9%	14%	12%	8%	12%	12%	12%	14%	17%
			d																
Yorkshire & Humberside	47	29	18	9	9	11	24	2	5	-	5	24	23	2	7	11	13	10	4
	9%	9%	9%	7%	11%	11%	9%	5%	16%	-	15%	10%	9%	15%	8%	9%	10%	9%	10%
West Midlands	42	31	11	14	6	11	18	3	4	1	5	22	20	1	10	12	9	8	2
	8%	10%	6%	11%	8%	11%	7%	8%	13%	7%	15%	9%	8%	8%	12%	10%	7%	7%	5%
East Midlands	46	28	18	10	8	10	22	3	2	-	2	24	22	1	6	11	16	10	2
	9%	9%	9%	8%	10%	10%	8%	8%	6%	-	6%	10%	8%	8%	7%	9%	13%	9%	5%
East of England	58	27	31	10	6	11	38	3	4	2	5	25	33	1	5	20	12	14	6
	12%	9%	16%	8%	8%	11%	14%	8%	13%	13%	15%	11%	12%	8%	6%	17%	9%	12%	15%
			ac													n			
London	90	66	24	19	18	29	36	11	8	3	9	41	49	1	24	23	18	17	7
	18%	21%	12%	15%	23%	28%	14%	28%	25%	20%	26%	17%	18%	8%	28%	19%	14%	15%	17%
			bc		b	abc		f			f				pq				
South East	80	51	29	24	18	9	40	8	4	4	2	35	45	3	13	15	25	17	7
	16%	17%	15%	19%	23%	9%	15%	21%	13%	27%	6%	15%	17%	23%	15%	12%	20%	15%	17%
		e		e	e														
South West	43	23	20	16	2	5	28	3	2	3	1	16	27	2	3	5	14	15	4
	9%	7%	10%	13%	3%	5%	11%	8%	6%	20%	3%	7%	10%	15%	4%	4%	11%	13%	10%
		d	d	ade													o	no	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 114  
**Where in the UK do you live?**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
North East	32	32	-	-	-	-	-	-	-	-	10	5	1	2	4	2	4
	6%	100%	-	-	-	-	-	-	-	-	7%	8%	2%	4%	8%	4%	9%
		bcdefg															
		hi															
North West	64	-	64	-	-	-	-	-	-	-	20	9	5	8	3	8	2
	13%	-	100%	-	-	-	-	-	-	-	14%	15%	12%	15%	6%	16%	4%
			acdefg														
			hi														
Yorkshire & Humberside	47	-	-	47	-	-	-	-	-	-	12	7	3	5	7	4	2
	9%	-	-	100%	-	-	-	-	-	-	9%	12%	7%	9%	14%	8%	4%
				abdefg													
				hi													
West Midlands	42	-	-	-	42	-	-	-	-	-	9	3	5	4	4	7	4
	8%	-	-	-	100%	-	-	-	-	-	6%	5%	12%	8%	8%	14%	9%
					abcefg												
					hi												
East Midlands	46	-	-	-	-	46	-	-	-	-	12	6	5	7	4	4	3
	9%	-	-	-	-	100%	-	-	-	-	9%	10%	12%	13%	8%	8%	7%
						abcdfg											
						hi											
East of England	58	-	-	-	-	-	58	-	-	-	20	7	4	5	2	8	5
	12%	-	-	-	-	-	100%	-	-	-	14%	12%	9%	9%	4%	16%	11%
							abcdeg									o	
							hi										
London	90	-	-	-	-	-	-	90	-	-	15	11	5	10	11	11	19
	18%	-	-	-	-	-	-	100%	-	-	11%	19%	12%	19%	22%	22%	41%
								abcdef									klmnop
								hi									
South East	80	-	-	-	-	-	-	-	80	-	25	8	6	9	12	5	6
	16%	-	-	-	-	-	-	-	100%	-	18%	14%	14%	17%	24%	10%	13%
									abcdef								
									gi								
South West	43	-	-	-	-	-	-	-	-	43	16	3	9	3	3	1	1
	9%	-	-	-	-	-	-	-	-	100%	12%	5%	21%	6%	6%	2%	2%
										abc	p		lnop				
										defgh			q				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 115  
**Where in the UK do you live?**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
North East	32	1	-	1	-	-	-	3	3	-	2	1	-	2	-	-	3	-	6	3	7
	6%	17%	-	3%	-	-	-	8%	19%	-	6%	5%	-	2%	-	-	5%	-	15%	13%	11%
North West	64	1	-	6	1	-	-	10	2	2	5	1	2	8	2	-	7	1	3	2	11
	13%	17%	-	16%	50%	-	-	26%	13%	14%	16%	5%	15%	10%	10%	-	13%	5%	7%	8%	17%
Yorkshire & Humberside	47	-	1	4	-	1	-	3	1	1	3	2	1	6	3	-	6	3	4	2	6
	9%	-	50%	11%	-	33%	-	8%	6%	7%	9%	10%	8%	7%	15%	-	11%	16%	10%	8%	9%
West Midlands	42	-	-	5	-	-	2	5	1	-	-	3	-	10	4	1	4	-	2	1	4
	8%	-	-	14%	-	-	22%	13%	6%	-	-	15%	-	12%	20%	100%	7%	-	5%	4%	6%
East Midlands	46	-	-	4	-	-	1	5	1	-	2	1	-	10	2	-	5	3	3	-	9
	9%	-	-	11%	-	-	11%	13%	6%	-	6%	5%	-	12%	10%	-	9%	16%	7%	-	14%
East of England	58	-	-	3	1	1	1	2	2	1	6	1	1	8	2	-	5	4	7	4	9
	12%	-	-	8%	50%	33%	11%	5%	13%	7%	19%	5%	8%	10%	10%	-	9%	21%	17%	17%	14%
London	90	1	1	4	-	1	2	3	3	5	4	6	7	17	4	-	13	2	7	4	6
	18%	17%	50%	11%	-	33%	22%	8%	19%	36%	13%	30%	54%	20%	20%	-	24%	11%	17%	17%	9%
South East	80	-	-	8	-	-	2	6	3	2	5	4	1	13	2	-	11	3	6	2	12
	16%	-	-	22%	-	-	22%	15%	19%	14%	16%	20%	8%	16%	10%	-	20%	16%	15%	8%	18%
South West	43	3	-	2	-	-	1	2	-	3	5	1	1	9	1	-	1	3	3	6	2
	9%	50%	-	5%	-	-	11%	5%	-	21%	16%	5%	8%	11%	5%	-	2%	16%	7%	25%	3%
										pt				p							

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 116  
**Where in the UK do you live?**  
**Base: All respondents**

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
North East	32	22	2	3	5	20	2	4	6	22	3	5	5	8	24	16	3	13	2	17	7	10	3	23
	6%	7%	3%	9%	5%	7%	2%	11%	6%	7%	3%	10%	6%	6%	7%	10%	6%	12%	1%	8%	8%	8%	2%	9%
								f				j				r		r		v				z
North West	64	41	11	5	7	40	12	3	9	45	15	6	7	17	44	20	6	14	16	34	17	17	13	36
	13%	14%	14%	15%	8%	14%	14%	9%	9%	14%	14%	13%	8%	13%	13%	13%	13%	13%	11%	15%	19%	13%	10%	14%
Yorkshire & Humberside	47	26	8	2	11	22	11	3	11	26	12	4	9	15	30	13	7	6	20	17	7	10	16	17
	9%	9%	10%	6%	12%	8%	13%	9%	11%	8%	12%	8%	11%	11%	9%	8%	15%	6%	14%	8%	8%	8%	13%	6%
																			q					
West Midlands	42	27	6	1	8	25	7	3	7	28	9	3	7	14	26	12	4	8	10	20	6	14	8	23
	8%	9%	8%	3%	9%	9%	8%	9%	7%	9%	9%	6%	8%	11%	7%	8%	9%	8%	7%	9%	7%	11%	6%	9%
East Midlands	46	17	10	3	16	19	9	4	14	20	10	5	14	6	38	10	3	7	13	16	6	10	9	20
	9%	6%	13%	9%	17%	7%	11%	11%	15%	6%	10%	10%	16%	5%	11%	7%	6%	7%	9%	7%	7%	8%	7%	8%
			a		a				e			i			m									
East of England	58	40	8	4	6	42	8	2	6	45	11	5	6	14	42	12	1	11	22	23	5	18	19	31
	12%	14%	10%	12%	6%	15%	10%	6%	6%	14%	11%	10%	7%	11%	12%	8%	2%	10%	15%	10%	6%	14%	15%	12%
						h													op				t	
London	90	50	19	7	14	50	18	6	16	54	24	9	12	33	51	38	13	25	20	49	22	27	20	54
	18%	17%	24%	21%	15%	17%	21%	17%	17%	17%	23%	19%	14%	25%	15%	25%	28%	24%	14%	22%	25%	20%	16%	21%
														n		r	r							
South East	80	44	11	5	20	42	12	7	19	45	14	7	19	16	63	22	6	16	27	28	11	17	25	35
	16%	15%	14%	15%	22%	15%	14%	20%	20%	14%	13%	15%	22%	12%	18%	14%	13%	15%	19%	13%	13%	13%	20%	13%
South West	43	29	4	4	6	27	5	3	8	29	6	4	6	9	32	10	4	6	14	17	7	10	13	23
	9%	10%	5%	12%	6%	9%	6%	9%	8%	9%	6%	8%	7%	7%	9%	7%	9%	6%	10%	8%	8%	8%	10%	9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 117

Where in the UK do you live?

Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
North East	32	-	-	-	-	32	-	-
	6%	-	-	-	-	100%	-	-
North West						abdcdfg		
	64	64	-	-	-	-	-	-
	13%	60%	-	-	-	-	-	-
Yorkshire & Humberside		bcdefg						
	47	-	47	-	-	-	-	-
	9%	-	100%	-	-	-	-	-
West Midlands			acdefg					
	42	42	-	-	-	-	-	-
	8%	40%	-	-	-	-	-	-
East Midlands		bcdefg						
	46	-	-	-	46	-	-	-
	9%	-	-	-	44%	-	-	-
East of England					abcefg			
	58	-	-	-	58	-	-	-
	12%	-	-	-	56%	-	-	-
London					abcefg			
	90	-	-	90	-	-	-	-
	18%	-	-	100%	-	-	-	-
South East				abdefg				
	80	-	-	-	-	-	80	-
	16%	-	-	-	-	-	100%	-
South West							abcdeg	
	43	-	-	-	-	-	-	43
	9%	-	-	-	-	-	-	100%
								abcdef

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 118  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Size of Company						Seniority					Gender		Age						
	Total	Total Excl Sole Traders	Sole Traders	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)	
		(a)	(b)																	
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*	
Less than £25,000	139	17	122	16	1	-	124	4	3	-	2	47	92	7	26	25	32	38	11	
	28%	6%	63%	13%	1%	-	47%	10%	9%	-	6%	20%	35%	54%	31%	21%	25%	33%	27%	
		de	acd	ade			ghj						k					o		
£25,001 to £50,000	59	26	33	15	6	5	40	4	-	1	1	25	34	2	11	8	16	14	8	
	12%	8%	17%	12%	8%	5%	15%	10%	-	7%	3%	11%	13%	15%	13%	7%	13%	12%	20%	
			ade				h												o	
£50,001 to £100,000	43	28	15	22	3	3	25	5	3	3	1	22	21	2	4	6	11	14	6	
	9%	9%	8%	17%	4%	3%	9%	13%	9%	20%	3%	9%	8%	15%	5%	5%	9%	12%	15%	
		de		abde														o	o	
£100,001 to £200,000	32	27	5	18	6	3	20	1	3	2	3	19	13	-	5	8	11	6	2	
	6%	9%	3%	14%	8%	3%	8%	3%	9%	13%	9%	8%	5%	-	6%	7%	9%	5%	5%	
		be		abe																
£200,001 to £300,000	21	21	-	13	5	3	6	2	2	1	1	12	9	1	5	4	6	3	2	
	4%	7%	-	10%	6%	3%	2%	5%	6%	7%	3%	5%	3%	8%	6%	3%	5%	3%	5%	
		be		be	b	b														
£300,001 to £500,000	14	13	1	7	4	2	7	1	2	-	1	7	7	-	2	6	1	3	2	
	3%	4%	1%	6%	5%	2%	3%	3%	6%	-	3%	3%	3%	-	2%	5%	1%	3%	5%	
		b		b	b											p				
£500,001 to £1,000,000	16	15	1	7	8	-	6	3	2	-	-	10	6	-	4	2	5	4	1	
	3%	5%	1%	6%	10%	-	2%	8%	6%	-	-	4%	2%	-	5%	2%	4%	3%	2%	
		be		be	abe															
£1,000,001 to £2,000,000	20	20	-	3	10	7	3	2	5	-	4	8	12	-	4	10	5	1	-	
	4%	7%	-	2%	13%	7%	1%	5%	16%	-	12%	3%	5%	-	5%	8%	4%	1%	-	
		bc		b	abc	b			f		f					q				
£2,000,001 to £3,000,000	16	16	-	1	10	5	2	4	2	-	2	12	4	-	1	5	5	4	1	
	3%	5%	-	1%	13%	5%	1%	10%	6%	-	6%	5%	2%	-	1%	4%	4%	3%	2%	
		bc			abc	b		f	f		f	l								
£3,000,001 to £4,000,000	5	5	-	-	1	4	-	-	1	-	2	2	3	-	1	3	1	-	-	
	1%	2%	-	-	1%	4%	-	-	3%	-	6%	1%	1%	-	1%	2%	1%	-	-	
						bc			f		f									
£4,000,001 to £5,000,000	10	10	-	-	4	6	2	2	-	-	2	7	3	-	1	2	3	3	1	
	2%	3%	-	-	5%	6%	1%	5%	-	-	6%	3%	1%	-	1%	2%	2%	3%	2%	
		bc			bc	bc		f			f									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 118  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
£5,000,001 to £10,000,000	19	19	-	-	6	13	2	-	3	-	2	14	5	-	2	4	6	7	-
	4%	6%	-	-	8%	13%	1%	-	9%	-	6%	6%	2%	-	2%	3%	5%	6%	-
		bc			bc	abc			f		f	l							
£10,000,001 to £15,000,000	13	13	-	1	1	11	2	-	-	3	3	9	4	1	2	7	2	1	-
	3%	4%	-	1%	1%	11%	1%	-	-	20%	9%	4%	2%	8%	2%	6%	2%	1%	-
		bc				abcd					f					q			
£15,000,001 to £20,000,000	10	10	-	-	2	8	-	2	3	3	2	6	4	-	1	5	-	3	1
	2%	3%	-	-	3%	8%	-	5%	9%	20%	6%	3%	2%	-	1%	4%	-	3%	2%
		bc			b	abc		f	f		f					p			
£20,000,001 to £30,000,000	6	5	1	1	-	4	1	1	-	-	4	3	3	-	2	2	2	-	-
	1%	2%	1%	1%	-	4%	*	3%	-	-	12%	1%	1%	-	2%	2%	2%	-	-
						b					f								
£30,000,001 to £40,000,000	3	3	-	-	1	2	1	-	-	-	-	3	-	-	-	-	-	3	-
	1%	1%	-	-	1%	2%	*	-	-	-	-	1%	-	-	-	-	-	3%	-
£40,000,001 to £50,000,000	3	3	-	1	-	2	1	-	-	1	1	2	1	-	-	3	-	-	-
	1%	1%	-	1%	-	2%	*	-	-	7%	3%	1%	*	-	-	2%	-	-	-
More than £50,000,000	11	10	1	2	2	6	-	4	2	-	-	5	6	-	5	3	2	1	-
	2%	3%	1%	2%	3%	6%	-	10%	6%	-	-	2%	2%	-	6%	2%	2%	1%	-
		b				b		f	f						q				
Refused/ prefer not to say/ don't know	62	46	16	19	9	18	24	4	1	1	3	24	38	-	9	18	19	10	6
	12%	15%	8%	15%	11%	18%	9%	10%	3%	7%	9%	10%	14%	-	11%	15%	15%	9%	15%
		b				b													

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 119  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Less than £25,000	139	10	20	12	9	12	20	15	25	16	139	-	-	-	-	-	-
	28%	31%	31%	26%	21%	26%	34%	17%	31%	37%	100%	-	-	-	-	-	-
			g				g		g	g	lmno						
											pq						
£25,001 to £50,000	59	5	9	7	3	6	7	11	8	3	-	59	-	-	-	-	-
	12%	16%	14%	15%	7%	13%	12%	12%	10%	7%	-	100%	-	-	-	-	-
												kmno					
												pq					
£50,001 to £100,000	43	1	5	3	5	5	4	5	6	9	-	-	43	-	-	-	-
	9%	3%	8%	6%	12%	11%	7%	6%	8%	21%	-	-	100%	-	-	-	-
										acfg			klno				
										h			pq				
£100,001 to £200,000	32	1	4	3	3	4	4	5	6	2	-	-	-	32	-	-	-
	6%	3%	6%	6%	7%	9%	7%	6%	8%	5%	-	-	-	60%	-	-	-
														klmo			
														pq			
£200,001 to £300,000	21	1	4	2	1	3	1	5	3	1	-	-	-	21	-	-	-
	4%	3%	6%	4%	2%	7%	2%	6%	4%	2%	-	-	-	40%	-	-	-
														klmo			
														pq			
£300,001 to £500,000	14	-	3	3	4	1	-	1	2	-	-	-	-	-	14	-	-
	3%	-	5%	6%	10%	2%	-	1%	3%	-	-	-	-	-	28%	-	-
					fgi										klmn		
															pq		
£500,001 to £1,000,000	16	4	-	3	-	2	-	2	4	1	-	-	-	-	16	-	-
	3%	13%	-	6%	-	4%	-	2%	5%	2%	-	-	-	-	32%	-	-
		bdfg		b											klmn		
															pq		
£1,000,001 to £2,000,000	20	-	-	1	-	1	2	8	6	2	-	-	-	-	20	-	-
	4%	-	-	2%	-	2%	3%	9%	8%	5%	-	-	-	-	40%	-	-
								bd	b						klmn		
															pq		
£2,000,001 to £3,000,000	16	1	1	-	5	2	3	2	2	-	-	-	-	-	-	16	-
	3%	3%	2%	-	12%	4%	5%	2%	3%	-	-	-	-	-	-	32%	-
					bcghi											klmn	
																oq	
£3,000,001 to £4,000,000	5	-	2	-	1	-	1	1	-	-	-	-	-	-	-	5	-
	1%	-	3%	-	2%	-	2%	1%	-	-	-	-	-	-	-	10%	-
																klmn	
																oq	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 119  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Region										Turnover							
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)	
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*	
£4,000,001 to £5,000,000	10	-	1	1	1	-	2	3	1	1	-	-	-	-	-	10	-	
	2%	-	2%	2%	2%	-	3%	3%	1%	2%	-	-	-	-	-	20%	-	
																klmn		
																oq		
£5,000,001 to £10,000,000	19	1	4	3	-	2	2	5	2	-	-	-	-	-	-	19	-	
	4%	3%	6%	6%	-	4%	3%	6%	3%	-	-	-	-	-	-	38%	-	
																klmn		
																oq		
£10,000,001 to £15,000,000	13	1	-	2	-	-	2	6	2	-	-	-	-	-	-	-	13	
	3%	3%	-	4%	-	-	3%	7%	3%	-	-	-	-	-	-	-	28%	
								b								klmnop		
£15,000,001 to £20,000,000	10	-	-	-	2	-	1	4	2	1	-	-	-	-	-	-	10	
	2%	-	-	-	5%	-	2%	4%	3%	2%	-	-	-	-	-	-	22%	
																klmnop		
£20,000,001 to £30,000,000	6	1	1	-	1	-	-	3	-	-	-	-	-	-	-	-	6	
	1%	3%	2%	-	2%	-	-	3%	-	-	-	-	-	-	-	-	13%	
																klmnop		
£30,000,001 to £40,000,000	3	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	3	
	1%	3%	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-	7%	
																k		
£40,000,001 to £50,000,000	3	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	3	
	1%	3%	2%	-	-	-	-	1%	-	-	-	-	-	-	-	-	7%	
																k		
More than £50,000,000	11	-	-	-	1	2	2	4	2	-	-	-	-	-	-	-	11	
	2%	-	-	-	2%	4%	3%	4%	3%	-	-	-	-	-	-	-	24%	
																klmnop		
Refused/ prefer not to say/ don't know	62	4	9	7	6	5	7	8	9	7	-	-	-	-	-	-	-	
	12%	13%	14%	15%	14%	11%	12%	9%	11%	16%	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 120  
**Please indicate the level of turnover for your main business for the last financial year.**  
**Base: All respondents**

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Less than £25,000	139	2	-	4	-	-	-	14	1	3	7	1	4	17	10	-	14	5	18	8	31
	28%	33%	-	11%	-	-	-	36%	6%	21%	22%	5%	31%	20%	50%	-	25%	26%	44%	33%	47%
								c										cm		cjmp	
£25,001 to £50,000	59	1	1	2	-	-	1	5	1	3	2	-	1	10	7	-	11	2	6	4	2
	12%	17%	50%	5%	-	-	11%	13%	6%	21%	6%	-	8%	12%	35%	-	20%	11%	15%	17%	3%
														t			t		t		
£50,001 to £100,000	43	1	-	3	-	-	1	2	1	2	5	3	2	12	-	1	2	2	1	1	4
	9%	17%	-	8%	-	-	11%	5%	6%	14%	16%	15%	15%	14%	-	100%	4%	11%	2%	4%	6%
											r			pr							
£100,001 to £200,000	32	-	1	1	-	-	-	2	2	1	3	1	1	6	1	-	2	1	5	2	3
	6%	-	50%	3%	-	-	-	5%	13%	7%	9%	5%	8%	7%	5%	-	4%	5%	12%	8%	5%
£200,001 to £300,000	21	-	-	2	1	-	1	2	-	1	-	2	-	7	-	-	1	1	2	-	1
	4%	-	-	5%	50%	-	11%	5%	-	7%	-	10%	-	8%	-	-	2%	5%	5%	-	2%
£300,001 to £500,000	14	-	-	2	-	-	-	2	-	2	1	1	-	3	1	-	1	-	-	-	1
	3%	-	-	5%	-	-	-	5%	-	14%	3%	5%	-	4%	5%	-	2%	-	-	-	2%
£500,001 to £1,000,000	16	-	-	4	-	1	-	1	1	-	3	-	-	2	-	-	-	-	-	1	3
	3%	-	-	11%	-	33%	-	3%	6%	-	9%	-	-	2%	-	-	-	-	-	4%	5%
				pr							p										
£1,000,001 to £2,000,000	20	-	-	2	-	-	1	-	2	-	-	1	2	5	-	-	-	4	1	-	2
	4%	-	-	5%	-	-	11%	-	13%	-	-	5%	15%	6%	-	-	-	21%	2%	-	3%
£2,000,001 to £3,000,000	16	-	-	2	-	-	1	2	2	-	1	-	-	4	-	-	1	-	-	1	2
	3%	-	-	5%	-	-	11%	5%	13%	-	3%	-	-	5%	-	-	2%	-	-	4%	3%
£3,000,001 to £4,000,000	5	-	-	-	-	-	1	1	-	-	-	-	-	2	-	-	-	1	-	-	-
	1%	-	-	-	-	-	11%	3%	-	-	-	-	-	2%	-	-	-	5%	-	-	-
£4,000,001 to £5,000,000	10	-	-	1	-	1	-	-	1	1	-	2	-	-	-	-	3	-	-	-	1
	2%	-	-	3%	-	33%	-	-	6%	7%	-	10%	-	-	-	-	5%	-	-	-	2%
																	m				
£5,000,001 to £10,000,000	19	-	-	3	-	-	-	1	1	-	2	1	1	1	-	-	2	2	1	1	3
	4%	-	-	8%	-	-	-	3%	6%	-	6%	5%	8%	1%	-	-	4%	11%	2%	4%	5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 120

Please indicate the level of turnover for your main business for the last financial year.

Base: All respondents

	Principal Activity																				
		Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
	Total																				
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
£10,000,001 to £15,000,000	13	-	-	2	-	-	-	-	-	-	2	1	-	3	-	-	3	-	1	-	1
	3%	-	-	5%	-	-	-	-	-	-	6%	5%	-	4%	-	-	5%	-	2%	-	2%
£15,000,001 to £20,000,000	10	-	-	2	-	-	-	-	-	-	1	-	1	3	-	-	-	-	2	-	1
	2%	-	-	5%	-	-	-	-	-	-	3%	-	8%	4%	-	-	-	-	5%	-	2%
£20,000,001 to £30,000,000	6	-	-	1	-	1	1	-	1	-	-	1	-	1	-	-	-	-	-	-	-
	1%	-	-	3%	-	33%	11%	-	6%	-	-	5%	-	1%	-	-	-	-	-	-	-
£30,000,001 to £40,000,000	3	-	-	-	-	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	3%	6%	-	-	-	-	1%	-	-	-	-	-	-	-
£40,000,001 to £50,000,000	3	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	3%	-	-	-	-	-	2%	-	-	-	2%
More than £50,000,000	11	1	-	1	-	-	-	1	2	1	1	3	-	1	-	-	-	-	-	-	-
	2%	17%	-	3%	-	-	-	3%	13%	7%	3%	15%	-	1%	-	-	-	-	-	-	-
Refused/ prefer not to say/ don't know	62	1	-	5	1	-	2	5	-	-	3	3	1	5	1	-	14	1	4	6	10
	12%	17%	-	14%	50%	-	22%	13%	-	-	9%	15%	8%	6%	5%	-	25%	5%	10%	25%	15%
																	m				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 121  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp.	Some resp.	Some influence (c)	None (d)	Solely resp.	Some resp.	Some influence (g)	None (h)	Solely resp.	Some resp.	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely	Very likely	Quite likely	NET: Unlikely (r)	NET: Likely	Very likely	Quite likely	NET: Unlikely (v)	NET: Likely
		(a)	(b)			(e)	(f)	(g)		(i)	(j)	(k)	(l)			(o)	(p)	(q)		(s)	(t)	(u)		(w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Less than £25,000	139	109	11	3	16	108	10	3	18	112	12	4	14	18	120	19	6	13	66	34	11	23	64	50
	28%	37%	14%	9%	17%	38%	12%	9%	19%	36%	12%	8%	16%	14%	34%	12%	13%	12%	46%	15%	13%	17%	51%	19%
		bcd				fgh				jkl					m			opq				stu		
£25,001 to £50,000	59	42	7	5	5	40	6	7	6	42	8	8	4	14	40	15	5	10	16	26	7	19	11	35
	12%	14%	9%	15%	5%	14%	7%	20%	6%	13%	8%	17%	5%	11%	11%	10%	11%	9%	11%	12%	8%	14%	9%	13%
		d				h		fh		l		l												
£50,001 to £100,000	43	28	6	3	6	29	3	5	6	30	6	6	6	23	20	13	4	9	16	17	6	11	12	18
	9%	9%	8%	9%	6%	10%	4%	14%	6%	10%	6%	13%	7%	17%	6%	8%	9%	8%	11%	8%	7%	8%	10%	7%
								f						n										
£100,001 to £200,000	32	25	1	2	4	22	3	2	5	25	3	2	4	11	20	10	4	6	8	17	7	10	8	20
	6%	8%	1%	6%	4%	8%	4%	6%	5%	8%	3%	4%	5%	8%	6%	7%	9%	6%	6%	8%	8%	8%	6%	8%
		b																						
£200,001 to £300,000	21	8	6	3	4	9	5	3	4	9	7	4	4	3	17	7	1	6	4	9	6	3	3	12
	4%	3%	8%	9%	4%	3%	6%	9%	4%	3%	7%	8%	5%	2%	5%	5%	2%	6%	3%	4%	7%	2%	2%	5%
			a																					
£300,001 to £500,000	14	9	3	-	2	8	4	-	2	10	5	-	2	6	8	7	-	7	5	8	4	4	3	6
	3%	3%	4%	-	2%	3%	5%	-	2%	3%	5%	-	2%	5%	2%	5%	-	7%	3%	4%	5%	3%	2%	2%
£500,001 to £1,000,000	16	9	-	2	5	8	2	2	4	9	2	2	4	5	10	4	1	3	3	7	-	7	2	8
	3%	3%	-	6%	5%	3%	2%	6%	4%	3%	2%	4%	5%	4%	3%	3%	2%	3%	2%	3%	-	5%	2%	3%
				b	b																t			
£1,000,001 to £2,000,000	20	9	5	3	3	10	6	1	3	10	7	3	3	9	11	13	5	8	2	15	6	9	2	16
	4%	3%	6%	9%	3%	3%	7%	3%	3%	3%	7%	6%	4%	7%	3%	8%	11%	8%	1%	7%	7%	7%	2%	6%
																r	r	r		v	v	v		
£2,000,001 to £3,000,000	16	5	5	1	5	7	4	1	4	7	6	1	4	4	12	7	3	4	2	9	3	6	2	9
	3%	2%	6%	3%	5%	2%	5%	3%	4%	2%	6%	2%	5%	3%	3%	5%	6%	4%	1%	4%	3%	5%	2%	3%
			a																					
£3,000,001 to £4,000,000	5	5	-	-	-	3	1	1	-	5	1	1	-	1	4	2	1	1	1	3	1	2	1	3
	1%	2%	-	-	-	1%	1%	3%	-	2%	1%	2%	-	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
£4,000,001 to £5,000,000	10	6	-	1	3	6	1	-	3	7	1	1	3	5	5	4	2	2	2	6	5	1	2	7
	2%	2%	-	3%	3%	2%	1%	-	3%	2%	1%	2%	4%	4%	1%	3%	4%	2%	1%	3%	6%	1%	2%	3%
																					u			
£5,000,001 to £10,000,000	19	5	7	2	5	4	10	-	5	6	11	2	5	3	16	8	3	5	2	15	9	6	2	16
	4%	2%	9%	6%	5%	1%	12%	-	5%	2%	11%	4%	6%	2%	5%	5%	6%	5%	1%	7%	10%	5%	2%	6%
			a				eg		e		i		i						v	v				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 121

Please indicate the level of turnover for your main business for the last financial year.

Base: All respondents

	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr	
	Total	Solely resp.	Some resp.	Some influence (c)	None (d)	Solely resp.	Some resp.	Some influence (g)	None (h)	Solely resp.	Some resp.	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely	Very likely	Quite likely	NET: Unlikely (r)	NET: Likely	Very likely	Quite likely	NET: Unlikely (v)	NET: Likely
		(a)	(b)			(e)	(f)	(g)		(i)	(j)	(k)	(l)			(o)	(p)	(q)		(s)	(t)	(u)		(w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
£10,000,001 to £15,000,000	13	6	4	1	2	5	5	1	2	8	7	1	2	5	6	7	1	6	-	9	3	6	-	10
	3%	2%	5%	3%	2%	2%	6%	3%	2%	3%	7%	2%	2%	4%	2%	5%	2%	6%	-	4%	3%	5%	-	4%
							e				i					r		r		v	v	v		z
£15,000,001 to £20,000,000	10	4	4	1	1	4	3	1	2	4	4	1	1	8	2	6	3	3	2	7	5	2	1	7
	2%	1%	5%	3%	1%	1%	4%	3%	2%	1%	4%	2%	1%	6%	1%	4%	6%	3%	1%	3%	6%	2%	1%	3%
			a													n					v			
£20,000,001 to £30,000,000	6	4	-	1	1	2	-	1	3	4	-	2	1	3	3	3	1	2	1	4	3	1	-	5
	1%	1%	-	3%	1%	1%	-	3%	3%	1%	-	4%	1%	2%	1%	2%	2%	2%	1%	2%	3%	1%	-	2%
											j										v			
£30,000,001 to £40,000,000	3	-	2	-	1	-	2	-	1	-	2	-	1	1	2	1	1	-	-	3	2	1	-	3
	1%	-	3%	-	1%	-	2%	-	1%	-	2%	-	1%	1%	1%	1%	2%	-	-	1%	2%	1%	-	1%
			a				e				i													
£40,000,001 to £50,000,000	3	3	-	-	-	2	1	-	-	3	1	-	-	1	2	2	1	1	-	2	2	-	-	3
	1%	1%	-	-	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%	2%	1%	-	1%	2%	-	-	1%
More than £50,000,000	11	1	4	3	3	3	4	2	2	4	6	4	2	4	7	7	1	6	-	8	2	6	-	7
	2%	*	5%	9%	3%	1%	5%	6%	2%	1%	6%	8%	2%	3%	2%	5%	2%	6%	-	4%	2%	5%	-	3%
			a	a	a		e	e			i	i				r		r		v		v		
Refused/ prefer not to say/ don't know	62	18	14	3	27	17	14	5	26	19	15	6	25	8	45	18	4	14	14	22	6	16	13	27
	12%	6%	18%	9%	29%	6%	17%	14%	27%	6%	14%	13%	29%	6%	13%	12%	9%	13%	10%	10%	7%	12%	10%	10%
					a		e		e		i	ijk			m									

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z

Overlap formulae used. \* small base

Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 122  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Less than £25,000	139	29	12	15	32	10	25	16
	28%	27%	26%	17%	31%	31%	31%	37%
					c		c	c
£25,001 to £50,000	59	12	7	11	13	5	8	3
	12%	11%	15%	12%	13%	16%	10%	7%
£50,001 to £100,000	43	10	3	5	9	1	6	9
	9%	9%	6%	6%	9%	3%	8%	21%
								bcdef
£100,001 to £200,000	32	7	3	5	8	1	6	2
	6%	7%	6%	6%	8%	3%	8%	5%
£200,001 to £300,000	21	5	2	5	4	1	3	1
	4%	5%	4%	6%	4%	3%	4%	2%
£300,001 to £500,000	14	7	3	1	1	-	2	-
	3%	7%	6%	1%	1%	-	3%	-
		d						
£500,001 to £1,000,000	16	-	3	2	2	4	4	1
	3%	-	6%	2%	2%	13%	5%	2%
			a			acd	a	
£1,000,001 to £2,000,000	20	-	1	8	3	-	6	2
	4%	-	2%	9%	3%	-	8%	5%
				a			a	a
£2,000,001 to £3,000,000	16	6	-	2	5	1	2	-
	3%	6%	-	2%	5%	3%	3%	-
£3,000,001 to £4,000,000	5	3	-	1	1	-	-	-
	1%	3%	-	1%	1%	-	-	-
£4,000,001 to £5,000,000	10	2	1	3	2	-	1	1
	2%	2%	2%	3%	2%	-	1%	2%
£5,000,001 to £10,000,000	19	4	3	5	4	1	2	-
	4%	4%	6%	6%	4%	3%	3%	-
£10,000,001 to £15,000,000	13	-	2	6	2	1	2	-
	3%	-	4%	7%	2%	3%	3%	-
			a	a				
£15,000,001 to £20,000,000	10	2	-	4	1	-	2	1
	2%	2%	-	4%	1%	-	3%	2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
Overlap formulae used. \* small base  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 122  
Please indicate the level of turnover for your main business for the last financial year.  
Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
£20,000,001 to £30,000,000	6	2	-	3	-	1	-	-
	1%	2%	-	3%	-	3%	-	-
£30,000,001 to £40,000,000	3	-	-	1	1	1	-	-
	1%	-	-	1%	1%	3%	-	-
£40,000,001 to £50,000,000	3	1	-	1	-	1	-	-
	1%	1%	-	1%	-	3%	-	-
More than £50,000,000	11	1	-	4	4	-	2	-
	2%	1%	-	4%	4%	-	3%	-
Refused/ prefer not to say/ don't know	62	15	7	8	12	4	9	7
	12%	14%	15%	9%	12%	13%	11%	16%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g  
Overlap formulae used. \* small base  
Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 123  
**What is the principal activity of your organisation?**  
**Base: All respondents**

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders (a)	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Agriculture, Forestry and Fishing	6	5	1	3	1	1	3	2	1	-	-	1	5	-	1	1	2	-	2
	1%	2%	1%	2%	1%	1%	1%	5%	3%	-	-	*	2%	-	1%	1%	2%	-	5%
																			q
Mining and Quarrying	2	2	-	-	1	1	-	1	-	-	1	1	1	-	2	-	-	-	-
	*	1%	-	-	1%	1%	-	3%	-	-	3%	*	*	-	2%	-	-	-	-
								f			f								
Manufacturing	37	32	5	10	6	16	11	4	3	3	2	23	14	2	5	7	13	7	3
	7%	10%	3%	8%	8%	16%	4%	10%	9%	20%	6%	10%	5%	15%	6%	6%	10%	6%	7%
		b		b		ab													
Electricity, Gas, Steam and Air Conditioning Supply	2	2	-	1	-	1	-	1	-	-	-	1	1	-	-	1	1	-	-
	*	1%	-	1%	-	1%	-	3%	-	-	-	*	*	-	-	1%	1%	-	-
								f											
Water Supply, Sewerage, waste management and remediation activities	3	3	-	-	2	1	-	1	1	-	-	1	2	-	-	1	1	1	-
	1%	1%	-	-	3%	1%	-	3%	3%	-	-	*	1%	-	-	1%	1%	1%	-
					b			f	f										
Construction	9	6	3	2	3	1	4	1	2	-	1	5	4	-	3	3	1	2	-
	2%	2%	2%	2%	4%	1%	2%	3%	6%	-	3%	2%	2%	-	4%	2%	1%	2%	-
Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	39	19	20	10	5	4	29	2	3	1	-	19	20	2	8	7	10	8	4
	8%	6%	10%	8%	6%	4%	11%	5%	9%	7%	-	8%	8%	15%	9%	6%	8%	7%	10%
							j												
Transport & Storage	16	15	1	2	7	6	6	2	1	-	2	11	5	-	3	6	3	3	1
	3%	5%	1%	2%	9%	6%	2%	5%	3%	-	6%	5%	2%	-	4%	5%	2%	3%	2%
		bc			bc	b													
Accommodation & food services activities	14	9	5	5	3	1	10	-	-	-	-	3	11	1	-	2	3	5	3
	3%	3%	3%	4%	4%	1%	4%	-	-	-	-	1%	4%	8%	-	2%	2%	4%	7%
																			n
Information & Communication	32	19	13	8	6	5	20	-	4	-	2	24	8	-	6	9	5	12	-
	6%	6%	7%	6%	8%	5%	8%	-	13%	-	6%	10%	3%	-	7%	7%	4%	10%	-
								g				l						pr	

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 123

What is the principal activity of your organisation?

Base: All respondents

	Size of Company						Seniority					Gender		Age					
	Total	Total Excl Sole Traders	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
		(a)																	
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
Financial and insurance activities	20	14	6	5	2	7	7	3	2	1	2	16	4	-	7	4	3	2	4
	4%	5%	3%	4%	3%	7%	3%	8%	6%	7%	6%	7%	2%	-	8%	3%	2%	2%	10%
												l			pq				pq
Real Estate Activities	13	9	4	4	3	2	8	-	1	1	-	8	5	-	2	1	6	4	-
	3%	3%	2%	3%	4%	2%	3%	-	3%	7%	-	3%	2%	-	2%	1%	5%	3%	-
Professional, Scientific and Technical activities	83	59	24	32	13	14	41	8	7	3	9	47	36	1	7	21	26	22	6
	17%	19%	12%	25%	16%	14%	15%	21%	22%	20%	26%	20%	14%	8%	8%	17%	20%	19%	15%
		b		abe													n	n	
Administrative and Support Services	20	8	12	6	1	1	15	1	-	-	-	8	12	-	4	3	3	10	-
	4%	3%	6%	5%	1%	1%	6%	3%	-	-	-	3%	5%	-	5%	2%	2%	9%	-
			ae															op	
Public administration and defence	1	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	*	-	1%	-	-	-	-
Education	55	33	22	7	7	19	23	2	1	2	3	18	37	-	11	14	16	10	4
	11%	11%	11%	6%	9%	19%	9%	5%	3%	13%	9%	8%	14%	-	13%	12%	13%	9%	10%
		c				ac							k						
Human health and Social Work	19	10	9	-	4	6	9	-	1	-	2	6	13	-	2	8	3	3	3
	4%	3%	5%	-	5%	6%	3%	-	3%	-	6%	3%	5%	-	2%	7%	2%	3%	7%
		c	c		c	c													
Arts, entertainment & recreation	41	16	25	9	2	5	27	2	2	2	3	18	23	3	10	13	10	4	1
	8%	5%	13%	7%	3%	5%	10%	5%	6%	13%	9%	8%	9%	23%	12%	11%	8%	3%	2%
			ade												q	q			
Other service activities	24	12	12	8	2	2	17	2	1	1	1	4	20	2	2	5	3	9	3
	5%	4%	6%	6%	3%	2%	6%	5%	3%	7%	3%	2%	8%	15%	2%	4%	2%	8%	7%
													k						
Other	66	33	33	14	11	8	36	7	2	1	6	23	43	2	11	15	18	13	7
	13%	11%	17%	11%	14%	8%	14%	18%	6%	7%	18%	10%	16%	15%	13%	12%	14%	11%	17%
			ae										k						
NET: Professional/ financial/ administrative	155	100	55	51	22	27	83	12	13	4	13	95	60	1	24	37	37	46	10
	31%	33%	28%	40%	28%	26%	31%	31%	41%	27%	38%	40%	23%	8%	28%	31%	29%	40%	24%
				abe								l							

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 123

What is the principal activity of your organisation?

Base: All respondents

	Size of Company					Seniority					Gender		Age						
	Total	Total Excl Sole Traders	Sole Traders (b)	Micro (c)	Small (d)	Medium (e)	Owner or proprietor (f)	Managing Director or Managing Partner (g)	Board level Director or partner (h)	Director not board level (i)	Senior managemen t (j)	Male (k)	Female (l)	Under 25 (m)	25-34 (n)	35-44 (o)	45-54 (p)	55-64 (q)	65+ (r)
		(a)																	
Base	502	307	195	126	79*	102	266	39*	32*	15**	34*	237	265	13**	85*	121	127	115	41*
NET: Real Estate/ Construction	22	15	7	6	6	3	12	1	3	1	1	13	9	-	5	4	7	6	-
	4%	5%	4%	5%	8%	3%	5%	3%	9%	7%	3%	5%	3%	-	6%	3%	6%	5%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j - k/l - m/n/o/p/q/r

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 124  
**What is the principal activity of your organisation?**  
**Base: All respondents**

	Region										Turnover							
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)	
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*	
Agriculture, Forestry and Fishing	6	1	1	-	-	-	-	1	-	3	2	1	1	-	-	-	1	
	1%	3%	2%	-	-	-	-	1%	-	7%	1%	2%	2%	-	-	-	2%	
										fh								
Mining and Quarrying	2	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	
	*	-	-	2%	-	-	-	1%	-	-	-	2%	-	2%	-	-	-	
Manufacturing	37	1	6	4	5	4	3	4	8	2	4	2	3	3	8	6	6	
	7%	3%	9%	9%	12%	9%	5%	4%	10%	5%	3%	3%	7%	6%	16%	12%	13%	
															kl	k	k	
Electricity, Gas, Steam and Air Conditioning Supply	2	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	
	*	-	2%	-	-	-	2%	-	-	-	-	-	-	2%	-	-	-	
Water Supply, Sewerage, waste management and remediation activities	3	-	-	1	-	-	1	1	-	-	-	-	-	-	1	1	1	
	1%	-	-	2%	-	-	2%	1%	-	-	-	-	-	-	2%	2%	2%	
Construction	9	-	-	-	2	1	1	2	2	1	-	1	1	1	1	2	1	
	2%	-	-	-	5%	2%	2%	2%	3%	2%	-	2%	2%	2%	2%	4%	2%	
																k		
Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	39	3	10	3	5	5	2	3	6	2	14	5	2	4	3	4	2	
	8%	9%	16%	6%	12%	11%	3%	3%	8%	5%	10%	8%	5%	8%	6%	8%	4%	
			fg															
Transport & Storage	16	3	2	1	1	1	2	3	3	-	1	1	1	2	3	4	4	
	3%	9%	3%	2%	2%	2%	3%	3%	4%	-	1%	2%	2%	4%	6%	8%	9%	
		i													k	k	k	
Accommodation & food services activities	14	-	2	1	-	-	1	5	2	3	3	3	2	2	2	1	1	
	3%	-	3%	2%	-	-	2%	6%	3%	7%	2%	5%	5%	4%	4%	2%	2%	
Information & Communication	32	2	5	3	-	2	6	4	5	5	7	2	5	3	4	3	5	
	6%	6%	8%	6%	-	4%	10%	4%	6%	12%	5%	3%	12%	6%	8%	6%	11%	
							d			d								
Financial and insurance activities	20	1	1	2	3	1	1	6	4	1	1	-	3	3	2	3	5	
	4%	3%	2%	4%	7%	2%	2%	7%	5%	2%	1%	-	7%	6%	4%	6%	11%	
												kl	k			k	kl	
Real Estate Activities	13	-	2	1	-	-	1	7	1	1	4	1	2	1	2	1	1	
	3%	-	3%	2%	-	-	2%	8%	1%	2%	3%	2%	5%	2%	4%	2%	2%	
								h										

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 124  
**What is the principal activity of your organisation?**  
**Base: All respondents**

	Region										Turnover						
	Total	North East (a)	North West (b)	Yorkshire & Humberside (c)	West Midlands (d)	East Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Less than £25k (k)	£25k-£50k (l)	£50k-£100k (m)	£100k £300k (n)	£300k £2m (o)	£2m-£10m (p)	£10m (q)
Base	502	32*	64*	47*	42*	46*	58*	90*	80*	43*	139	59*	43*	53*	50*	50*	46*
Professional, Scientific and Technical activities	83	2	8	6	10	10	8	17	13	9	17	10	12	13	10	7	9
	17%	6%	13%	13%	24%	22%	14%	19%	16%	21%	12%	17%	28%	25%	20%	14%	20%
					a								k	k			
Administrative and Support Services	20	-	2	3	4	2	2	4	2	1	10	7	-	1	1	-	-
	4%	-	3%	6%	10%	4%	3%	4%	3%	2%	7%	12%	-	2%	2%	-	-
												mn	q				
Public administration and defence	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	2%	-	-	-	-	-	-	-	2%	-	-	-	-
Education	55	3	7	6	4	5	5	13	11	1	14	11	2	3	1	6	4
	11%	9%	11%	13%	10%	11%	9%	14%	14%	2%	10%	19%	5%	6%	2%	12%	9%
								i	i				mno				
Human health and Social Work	19	-	1	3	-	3	4	2	3	3	5	2	2	2	4	3	-
	4%	-	2%	6%	-	7%	7%	2%	4%	7%	4%	3%	5%	4%	8%	6%	-
Arts, entertainment & recreation	41	6	3	4	2	3	7	7	6	3	18	6	1	7	1	1	3
	8%	19%	5%	9%	5%	7%	12%	8%	8%	7%	13%	10%	2%	13%	2%	2%	7%
		b									mop			op			
Other service activities	24	3	2	2	1	-	4	4	2	6	8	4	1	2	1	2	-
	5%	9%	3%	4%	2%	-	7%	4%	3%	14%	6%	7%	2%	4%	2%	4%	-
		e								beh							
Other	66	7	11	6	4	9	9	6	12	2	31	2	4	4	6	6	3
	13%	22%	17%	13%	10%	20%	16%	7%	15%	5%	22%	3%	9%	8%	12%	12%	7%
		gi	g			gi					lnq						
NET: Professional/ financial/ administrative	155	5	16	14	17	15	17	31	24	16	35	19	20	20	17	13	19
	31%	16%	25%	30%	40%	33%	29%	34%	30%	37%	25%	32%	47%	38%	34%	26%	41%
					a			a		a			kp				k
NET: Real Estate/ Construction	22	-	2	1	2	1	2	9	3	2	4	2	3	2	3	3	2
	4%	-	3%	2%	5%	2%	3%	10%	4%	5%	3%	3%	7%	4%	6%	6%	4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p/q**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 125

What is the principal activity of your organisation?

Base: All respondents

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Agriculture, Forestry and Fishing	6	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mining and Quarrying	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manufacturing	37	-	-	37	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				gjmp rt																	
Electricity, Gas, Steam and Air Conditioning Supply	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Water Supply, Sewerage, waste management and remediation activities	3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Construction	9	-	-	-	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	39	-	-	-	-	-	-	39	-	-	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
								cjmp rt													
Transport & Storage	16	-	-	-	-	-	-	-	16	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
Accommodation & food services activities	14	-	-	-	-	-	-	-	-	14	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Information & Communication	32	-	-	-	-	-	-	-	-	-	32	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
											cgmp rt										
Financial and insurance activities	20	-	-	-	-	-	-	-	-	-	-	20	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 125  
**What is the principal activity of your organisation?**  
Base: All respondents

	Principal Activity																				
	Total	Agri., Forestry and Fishing (a)	Mining and Quarrying (b)	Manufacturi ng (c)	Elect, Gas, Steam and Air Con. Supply (d)	Water Supply, Sewerage etc (e)	Construction (f)	Wholesale and Retail (g)	Transport & Storage (h)	Accommoda tion & food services (i)	Info. & Comms (j)	Financial and insurance (k)	Real Estate Activities (l)	Prof., Scientific and Technical (m)	Admin. & Support (n)	Public admin. and defence (o)	Education (p)	Human health and Social Work (q)	Arts, entertainme nt & recreation (r)	Other service (s)	Other (t)
Base	502	6**	2**	37*	2**	3**	9**	39*	16**	14**	32*	20**	13**	83*	20**	1**	55*	19**	41*	24**	66*
Real Estate Activities	13	-	-	-	-	-	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Professional, Scientific and Technical activities	83	-	-	-	-	-	-	-	-	-	-	-	-	83	-	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
														cgjpp rt							
Administrative and Support Services	20	-	-	-	-	-	-	-	-	-	-	-	-	-	20	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-
Public administration and defence	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-
Education	55	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55	-	-	-	-
	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-
																	cgjmm rt				
Human health and Social Work	19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Arts, entertainment & recreation	41	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-
																			cgjmm pt		
Other service activities	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-
Other	66	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	66
	13%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%
																				cgjmmpr	
NET: Professional/ financial/ administrative	155	-	-	-	-	-	-	-	-	-	32	20	-	83	20	-	-	-	-	-	-
	31%	-	-	-	-	-	-	-	-	-	100%	100%	-	100%	100%	-	-	-	-	-	-
											cg prt			cg prt							
NET: Real Estate/ Construction	22	-	-	-	-	-	9	-	-	-	-	-	13	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by Populus

**SME Awareness of NHH Retail Water Market Choices Survey**

ONLINE Fieldwork: 11th-18th July 2017

Table 126  
**What is the principal activity of your organisation?**  
**Base: All respondents**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Agriculture, Forestry and Fishing	6	3	3	-	-	2	2	2	-	3	4	2	-	3	3	2	1	1	1	4	2	2	-	3
	1%	1%	4%	-	-	1%	2%	6%	-	1%	4%	4%	-	2%	1%	1%	2%	1%	1%	2%	2%	2%	-	1%
								eh			i													
Mining and Quarrying	2	1	1	-	-	-	-	-	2	1	1	-	-	2	-	2	2	-	-	2	2	-	-	1
	*	*	1%	-	-	-	-	-	2%	*	1%	-	-	2%	-	1%	4%	-	-	1%	2%	-	-	*
								e						n			qr							
Manufacturing	37	15	10	5	7	17	9	3	8	18	12	7	7	12	22	15	6	9	4	25	14	11	3	27
	7%	5%	13%	15%	8%	6%	11%	9%	8%	6%	12%	15%	8%	9%	6%	10%	13%	8%	3%	11%	16%	8%	2%	10%
			a	a							i	i				r	r	r		v	v	v		z
Electricity, Gas, Steam and Air Conditioning Supply	2	-	-	2	-	-	1	1	-	-	1	2	-	1	1	-	-	-	1	-	-	-	1	-
	*	-	-	6%	-	-	1%	3%	-	-	1%	4%	-	1%	*	-	-	-	1%	-	-	-	1%	-
				abd				e				i												
Water Supply, Sewerage, waste management and remediation activities	3	3	-	-	-	3	-	-	-	3	-	-	-	2	1	2	-	2	1	2	1	1	-	2
	1%	1%	-	-	-	1%	-	-	-	1%	-	-	-	2%	*	1%	-	2%	1%	1%	1%	1%	-	1%
Construction	9	7	2	-	-	6	2	-	1	7	2	-	-	3	6	5	2	3	2	6	2	4	2	6
	2%	2%	3%	-	-	2%	2%	-	1%	2%	2%	-	-	2%	2%	3%	4%	3%	1%	3%	2%	3%	2%	2%
Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	39	25	8	2	4	25	6	4	4	27	8	4	4	12	27	14	4	10	16	15	7	8	15	21
	8%	8%	10%	6%	4%	9%	7%	11%	4%	9%	8%	8%	5%	9%	8%	9%	9%	9%	11%	7%	8%	6%	12%	8%
Transport & Storage	16	10	1	3	2	10	2	1	3	11	2	3	2	9	7	8	4	4	2	11	5	6	1	13
	3%	3%	1%	9%	2%	3%	2%	3%	3%	4%	2%	6%	2%	7%	2%	5%	9%	4%	1%	5%	6%	5%	1%	5%
				b										n			r			v	v			
Accommodation & food services activities	14	10	1	-	3	9	3	-	2	10	3	-	2	8	6	3	2	1	6	8	6	2	2	9
	3%	3%	1%	-	3%	3%	4%	-	2%	3%	3%	-	2%	6%	2%	2%	4%	1%	4%	4%	7%	2%	2%	3%
														n							uv			
Information & Communication	32	21	4	3	4	21	5	2	4	23	6	3	3	6	23	11	2	9	9	15	5	10	9	19
	6%	7%	5%	9%	4%	7%	6%	6%	4%	7%	6%	6%	4%	5%	7%	7%	4%	8%	6%	7%	6%	8%	7%	7%
Financial and insurance activities	20	12	2	1	5	11	2	2	5	12	3	2	5	8	11	8	3	5	7	9	3	6	6	8
	4%	4%	3%	3%	5%	4%	2%	6%	5%	4%	3%	4%	6%	6%	3%	5%	6%	5%	5%	4%	3%	5%	5%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z  
Overlap formulae used. \* small base  
Prepared by Populus



**SME Awareness of NHH Retail Water Market Choices Survey**  
**ONLINE Fieldwork: 11th-18th July 2017**

Table 126  
**What is the principal activity of your organisation?**  
**Base: All respondents**

	Total	Utility Role:- Paying or processing utility bills				Utility Role:- Managing utility suppliers in my organisation				Utility Role:- NET: Paying or processing utility bills/ Managing utility suppliers in my organisation				Aware of Change to Water Market		Actions:- Switch your organisation's water and waste water retail service provider				Actions:- Contact your existing water and waste water retail service provider to negotiate a better deal for your organisation				Actions:- Tr
		Solely resp. (a)	Some resp. (b)	Some influence (c)	None (d)	Solely resp. (e)	Some resp. (f)	Some influence (g)	None (h)	Solely resp. (i)	Some resp. (j)	Some influence (k)	None (l)	Yes (m)	No (n)	NET: Likely (o)	Very likely (p)	Quite likely (q)	NET: Unlikely (r)	NET: Likely (s)	Very likely (t)	Quite likely (u)	NET: Unlikely (v)	NET: Likely (w)
Base	502	296	79*	34*	93*	287	84*	35*	96*	314	104	48*	85*	132	350	153	47*	106	144	221	88*	133	126	262
Real Estate Activities	13	8	2	2	1	7	1	4	1	9	3	4	-	4	9	4	3	1	5	7	3	4	5	7
	3%	3%	3%	6%	1%	2%	1%	11%	1%	3%	3%	8%	-	3%	3%	3%	6%	1%	3%	3%	3%	3%	4%	3%
								efh				l												
Professional, Scientific and Technical activities	83	44	15	6	18	42	16	6	19	46	18	7	16	18	64	24	5	19	24	37	12	25	24	44
	17%	15%	19%	18%	19%	15%	19%	17%	20%	15%	17%	15%	19%	14%	18%	16%	11%	18%	17%	17%	14%	19%	19%	17%
Administrative and Support Services	20	8	8	1	3	8	8	1	3	8	8	1	3	5	12	3	1	2	7	5	2	3	6	7
	4%	3%	10%	3%	3%	3%	10%	3%	3%	3%	8%	2%	4%	4%	3%	2%	2%	2%	5%	2%	2%	2%	5%	3%
			a				e				i													
Public administration and defence	1	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1	1	-	1	-	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	1%	-	-	-	-	1%	*	-	1%	-	-
Education	55	24	9	1	21	25	7	3	20	27	11	3	20	13	38	19	6	13	11	29	10	19	7	31
	11%	8%	11%	3%	23%	9%	8%	9%	21%	9%	11%	6%	24%	10%	11%	12%	13%	12%	8%	13%	11%	14%	6%	12%
					ac				ef			ijk							v		v			
Human health and Social Work	19	10	2	5	2	9	5	3	2	10	5	5	2	4	15	8	2	6	6	7	3	4	6	11
	4%	3%	3%	15%	2%	3%	6%	9%	2%	3%	5%	10%	2%	3%	4%	5%	4%	6%	4%	3%	3%	3%	5%	4%
				abd								il												
Arts, entertainment & recreation	41	33	5	1	2	32	6	1	2	33	6	1	2	5	34	8	3	5	15	8	3	5	15	14
	8%	11%	6%	3%	2%	11%	7%	3%	2%	11%	6%	2%	2%	4%	10%	5%	6%	5%	10%	4%	3%	4%	12%	5%
			d			h				l					m							stu		
Other service activities	24	15	2	2	5	16	3	-	5	16	3	2	5	4	19	6	-	6	10	8	2	6	8	11
	5%	5%	3%	6%	5%	6%	4%	-	5%	5%	3%	4%	6%	3%	5%	4%	-	6%	7%	4%	2%	5%	6%	4%
Other	66	46	4	-	16	43	6	2	15	49	8	2	14	12	52	11	1	10	16	22	6	16	16	28
	13%	16%	5%	-	17%	15%	7%	6%	16%	16%	8%	4%	16%	9%	15%	7%	2%	9%	11%	10%	7%	12%	13%	11%
		bc			bc					jk		k												
NET: Professional/ financial/ administrative	155	85	29	11	30	82	31	11	31	89	35	13	27	37	110	46	11	35	47	66	22	44	45	78
	31%	29%	37%	32%	32%	29%	37%	31%	32%	28%	34%	27%	32%	28%	31%	30%	23%	33%	33%	30%	25%	33%	36%	30%
NET: Real Estate/ Construction	22	15	4	2	1	13	3	4	2	16	5	4	-	7	15	9	5	4	7	13	5	8	7	13
	4%	5%	5%	6%	1%	5%	4%	11%	2%	5%	5%	8%	-	5%	4%	6%	11%	4%	5%	6%	6%	6%	6%	5%
								h		l	l	l												

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f/g/h - i/j/k/l - m/n - o/r - p/q/r - s/v - t/u/v - w/z - x/y/z**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

**SME Awareness of NHH Retail Water Market Choices Survey**  
ONLINE Fieldwork: 11th-18th July 2017

Table 127  
**What is the principal activity of your organisation?**  
**Base: All respondents**

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Agriculture, Forestry and Fishing	6	1	-	1	-	1	-	3
	1%	1%	-	1%	-	3%	-	7%
								adf
Mining and Quarrying	2	-	1	1	-	-	-	-
	*	-	2%	1%	-	-	-	-
Manufacturing	37	11	4	4	7	1	8	2
	7%	10%	9%	4%	7%	3%	10%	5%
Electricity, Gas, Steam and Air Conditioning Supply	2	1	-	-	1	-	-	-
	*	1%	-	-	1%	-	-	-
Water Supply, Sewerage, waste management and remediation activities	3	-	1	1	1	-	-	-
	1%	-	2%	1%	1%	-	-	-
Construction	9	2	-	2	2	-	2	1
	2%	2%	-	2%	2%	-	3%	2%
Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	39	15	3	3	7	3	6	2
	8%	14%	6%	3%	7%	9%	8%	5%
		c						
Transport & Storage	16	3	1	3	3	3	3	-
	3%	3%	2%	3%	3%	9%	4%	-
						g		
Accommodation & food services activities	14	2	1	5	1	-	2	3
	3%	2%	2%	6%	1%	-	3%	7%
								d
Information & Communication	32	5	3	4	8	2	5	5
	6%	5%	6%	4%	8%	6%	6%	12%
Financial and insurance activities	20	4	2	6	2	1	4	1
	4%	4%	4%	7%	2%	3%	5%	2%
Real Estate Activities	13	2	1	7	1	-	1	1
	3%	2%	2%	8%	1%	-	1%	2%
				df				
Professional, Scientific and Technical activities	83	18	6	17	18	2	13	9
	17%	17%	13%	19%	17%	6%	16%	21%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base**  
**Prepared by Populus**

SME Awareness of NHH Retail Water Market Choices Survey

ONLINE Fieldwork: 11th-18th July 2017

Table 127

What is the principal activity of your organisation?

Base: All respondents

	Region II							
	Total	WaterPlus (a)	Yorkshire Water Business (b)	Castle (c)	Anglian Water Business (d)	NWG Business (e)	Business Stream (f)	Pennon Group (g)
Base	502	106	47*	90*	104	32*	80*	43*
Administrative and Support Services	20	6	3	4	4	-	2	1
	4%		6%	4%	4%	-	3%	2%
Public administration and defence	1	1	-	-	-	-	-	-
	*	1%	-	-	-	-	-	-
Education	55	11	6	13	10	3	11	1
	11%	10%	13%	14%	10%	9%	14%	2%
				g			g	
Human health and Social Work	19	1	3	2	7	-	3	3
	4%	1%	6%	2%	7%	-	4%	7%
					a			a
Arts, entertainment & recreation	41	5	4	7	10	6	6	3
	8%	5%	9%	8%	10%	19%	8%	7%
						a		
Other service activities	24	3	2	4	4	3	2	6
	5%	3%	4%	4%	4%	9%	3%	14%
								adf
Other	66	15	6	6	18	7	12	2
	13%	14%	13%	7%	17%	22%	15%	5%
					cg	cg		
NET: Professional/ financial/ administrative	155	33	14	31	32	5	24	16
	31%	31%	30%	34%	31%	16%	30%	37%
				e				e
NET: Real Estate/ Construction	22	4	1	9	3	-	3	2
	4%	4%	2%	10%	3%	-	4%	5%
				d				

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g

Overlap formulae used. \* small base

Prepared by Populus

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
86	83	70
69%	60%	60%
24	23	10
19%	17%	9%
z		
7	14	4
6%	10%	3%
	z	
7	18	32
6%	13%	28%
	x	wxy

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
83	81	66
67%	59%	57%
23	28	10
19%	20%	9%
z	z	
8	13	5
6%	9%	4%
10	16	35
8%	12%	30%
		wxy

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
93	89	72
75%	64%	62%
z		
32	32	14
26%	23%	12%
z	z	
11	20	7
9%	14%	6%
	z	
7	15	29
6%	11%	25%
		wxy

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
67	71	40
54%	51%	34%
z	z	
49	54	63
40%	39%	54%
		wxy
8	13	13
6%	9%	11%
116	115	77
94%	83%	66%
yz	z	
6	18	28
5%	13%	24%
	x	wxy
2	5	11
2%	4%	9%
		wx
119	119	86
96%	86%	74%
yz	z	
4	14	20
3%	10%	17%
	x	wx
1	5	10
1%	4%	9%
		wx

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
53	54	26
43%	39%	22%
z	z	
51	62	65
41%	45%	56%
		wx
20	22	25
16%	16%	22%
108	102	53
87%	74%	46%
yz	z	
7	18	41
6%	13%	35%
	x	wxy
9	18	22
7%	13%	19%
		wx
106	103	55
85%	75%	47%
yz	z	
10	19	39
8%	14%	34%
		wxy
8	16	22
6%	12%	19%
		wx

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
47	32	29
38%	23%	25%
yz		
74	101	84
60%	73%	72%
	x	x
3	5	3
2%	4%	3%



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
47*	32*	29**
15	8	5
32%	25%	17%
31	23	23
66%	72%	79%
1	1	1
2%	3%	3%
23	14	5
49%	44%	17%
24	17	23
51%	53%	79%
-	1	1
-	3%	3%
32	16	5
68%	50%	17%
13	16	22
28%	50%	76%
	x	
2	-	2
4%	-	7%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
47*	32*	29**
46*	31*	28**
15	8	5
33%	26%	18%
31	23	23
67%	74%	82%
1	1	1
47*	31*	28**
23	14	5
49%	45%	18%
24	17	23
51%	55%	82%
-	1	1
45*	32*	27**
32	16	5
71%	50%	19%
13	16	22
29%	50%	81%
2	-	2

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has

Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
82	62	4
66%	45%	3%
yz	z	
42	3	1
34%	2%	1%
yz		
40	59	3
32%	43%	3%
z	z	
31	55	1
25%	40%	1%
z	xz	
3	3	27
2%	2%	23%
		wxy
1	7	84
1%	5%	72%
	x	wxy
4	10	111
3%	7%	96%
		wxy
7	11	-
6%	8%	-
z	z	
1.02yz	0.38z	-1.64
0.9	0.82	0.72
0.08	0.07	0.07

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has

Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
117	127	116
82	62	4
70%	49%	3%
yz	z	
42	3	1
36%	2%	1%
yz		
40	59	3
34%	46%	3%
z	z	
31	55	1
26%	43%	1%
z	xz	
3	3	27
3%	2%	23%
		wxy
1	7	84
1%	6%	72%
	x	wxy
4	10	111
3%	8%	96%
		wxy
7z	11z	-
1.02yz	0.38z	-1.64
0.9	0.82	0.72
0.08	0.07	0.07

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
114	94	7
92%	68%	6%
yz	z	
70	13	3
56%	9%	3%
yz	z	
44	81	4
35%	59%	3%
z	xz	
5	30	7
4%	22%	6%
	xz	
1	6	24
1%	4%	21%
		wxy
1	1	78
1%	1%	67%
		wxy
2	7	102
2%	5%	88%
		wxy
3	7	-
2%	5%	-
	z	
1.50yz	0.76z	-1.47
0.7	0.72	0.95
0.06	0.06	0.09

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
121	131	116
114	94	7
94%	72%	6%
yz	z	
70	13	3
58%	10%	3%
yz	z	
44	81	4
36%	62%	3%
z	xz	
5	30	7
4%	23%	6%
	xz	
1	6	24
1%	5%	21%
		wxy
1	1	78
1%	1%	67%
		wxy
2	7	102
2%	5%	88%
		wxy
3	7z	-
1.50yz	0.76z	-1.47
0.7	0.72	0.95
0.06	0.06	0.09

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has

Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
124	138	-
100%	100%	-
z	z	
124	-	-
100%	-	-
yz		
-	138	-
-	100%	-
	xz	
-	-	-
-	-	-
-	-	40
-	-	34%
		wxy
-	-	76
-	-	66%
		wxy
-	-	116
-	-	100%
		wxy
-	-	-
-	-	-
2.00z	1.00z	-1.66
0	0	0.48
0	0	0.04

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has

Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
124	138	116
124	138	-
100%	100%	-
z	z	
124	-	-
100%	-	-
yz		
-	138	-
-	100%	-
	xz	
-	-	-
-	-	-
-	-	40
-	-	34%
		wxy
-	-	76
-	-	66%
		wxy
-	-	116
-	-	100%
		wxy
-	-	-
2.00z	1.00z	-1.66
0	0	0.48
0	0	0.04

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
6**	13**	112
2	7	42
33%	54%	38%
2	3	22
33%	23%	20%
1	2	13
17%	15%	12%
1	3	15
17%	23%	13%
-	1	12
-	8%	11%
1	3	10
17%	23%	9%

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
6**	13**	112
1	2	9
17%	15%	8%
2	-	11
33%	-	10%
-	2	2
-	15%	2%
-	1	4
-	8%	4%
1	-	3
17%	-	3%

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
6**	13**	112
1	-	32
17%	-	29%
-	-	6
-	-	5%

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
4**	10**	111
2	6	42
50%	60%	38%
1	3	22
25%	30%	20%
1	1	13
25%	10%	12%
1	2	14
25%	20%	13%
-	1	12
-	10%	11%
2	-	11
50%	-	10%

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
4**	10**	111
1	3	10
25%	30%	9%
-	1	8
-	10%	7%
-	2	2
-	20%	2%
-	1	3
-	10%	3%
-	-	3
-	-	3%

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
4**	10**	111
-	-	32
-	-	29%
-	-	6
-	-	5%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
2**	7**	102
-	4	37
-	57%	36%
1	2	20
50%	29%	20%
-	1	11
-	14%	11%
-	1	14
-	14%	14%
1	2	9
50%	29%	9%
-	-	10
-	-	10%

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
2**	7**	102
-	1	9
-	14%	9%
-	-	10
-	-	10%
-	1	1
-	14%	1%
-	-	3
-	-	3%
1	-	2
50%	-	2%



Absolutes/col percents

y to find out more about the choices your organisation has

Very likely (x)	Quite likely (y)	NET: Unlikely (z)
2**	7**	102
1	-	32
50%	-	31%
-	-	6
-	-	6%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
99	95	68
80%	69%	59%
yz		
63	65	18
51%	47%	16%
z	z	
36	45	15
29%	33%	13%
z	z	
31	26	6
25%	19%	5%
z	z	
14	16	8
11%	12%	7%
13	14	3
10%	10%	3%
z	z	
4	2	3
3%	1%	3%
4	3	1
3%	2%	1%
2	1	-
2%	1%	-
1	2	6
1%	1%	5%
		wx
1	4	24
1%	3%	21%
		wxy

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
63	63	80
51%	46%	69%
		wxy
11	12	6
9%	9%	5%
13	7	5
10%	5%	4%
5	4	3
4%	3%	3%
10	11	4
8%	8%	3%
14	27	13
11%	20%	11%
8	14	5
6%	10%	4%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
30	45	68
24%	33%	59%
		wxy
32	37	22
26%	27%	19%
23	26	14
19%	19%	12%
39	30	12
31%	22%	10%
z	z	
30	45	68
24%	33%	59%
		wxy
26	27	19
21%	20%	16%
6	10	3
5%	7%	3%
23	26	14
19%	19%	12%
20	11	2
16%	8%	2%
yz	z	
19	19	10
15%	14%	9%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
-	5	3
-	4%	3%
	x	
24	23	16
19%	17%	14%
28	38	23
23%	28%	20%
35	29	25
28%	21%	22%
27	33	33
22%	24%	28%
10	10	16
8%	7%	14%

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
67	62	53
54%	45%	46%
57	76	63
46%	55%	54%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
9	14	1
7%	10%	1%
z	z	
19	17	13
15%	12%	11%
9	8	15
7%	6%	13%
		wy
11	12	9
9%	9%	8%
8	12	12
6%	9%	10%
12	19	14
10%	14%	12%
26	28	20
21%	20%	17%
20	15	22
16%	11%	19%
10	13	10
8%	9%	9%



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
21	29	52
17%	21%	45%
		wxy
14	21	11
11%	15%	9%
8	10	14
6%	7%	12%
12	8	6
10%	6%	5%
6	6	3
5%	4%	3%
4	2	6
3%	1%	5%
3	5	2
2%	4%	2%
10	6	2
8%	4%	2%
z		
4	5	2
3%	4%	2%
1	2	1
1%	1%	1%
3	4	2
2%	3%	2%
10	6	2
8%	4%	2%
z		



Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
5	5	-
4%	4%	-
z	z	
6	1	1
5%	1%	1%
y		
2	3	-
2%	2%	-
2	1	-
2%	1%	-
1	2	-
1%	1%	-
2	5	-
2%	4%	-
	z	
10	17	12
8%	12%	10%

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

Absolutes/col percents



Absolutes/col percents

Absolutes/col percents

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
2	1	-
2%	1%	-
1	-	1
1%	-	1%
13	14	4
10%	10%	3%
z	z	
-	-	1
-	-	1%
-	2	-
-	1%	-
4	2	2
3%	1%	2%
10	11	10
8%	8%	9%
8	5	2
6%	4%	2%
7	2	3
6%	1%	3%
8	11	7
6%	8%	6%
6	2	7
5%	1%	6%

Absolutes/col percents

y to find out more about the choices your organisation has		
Very likely (x)	Quite likely (y)	NET: Unlikely (z)
124	138	116
4	3	5
3%	2%	4%
20	24	19
16%	17%	16%
3	4	6
2%	3%	5%
-	-	1
-	-	1%
12	19	10
10%	14%	9%
5	6	5
4%	4%	4%
6	8	12
5%	6%	10%
6	5	7
5%	4%	6%
9	19	14
7%	14%	12%
37	41	39
30%	30%	34%
8	5	7
6%	4%	6%

Absolutes/col percents

Absolutes/col percents