

Key: **INTERVIEWER INSTRUCTIONS**
SCRIPTING INSTRUCTIONS
Respondent text/questionnaire wording

0498 Celsius Test Survey

INTERVIEWER READ BRIEFING PACK BEFORE SURVEY AND THEN READ OUT:

Thank you for agreeing to participate in this important market research. This interview should take around **20-25 minutes** to complete, depending on the answers you give us.

This is a genuine market research study and no sales calls will result from our contact with you. The interview will be carried out in strict accordance with the Market Research Society's Code of Conduct, which forbids us from using your information for any purposes other than research. Everything you tell me today will be kept strictly confidential.

READ OUT IF NECESSARY AND PROVIDE COVERING LETTER:

Freephone verification service

If you would like to check the validity of this research survey or seek reassurance that Impact Research is a responsible organisation that will keep the information you give it safe, you can do so by calling the Market Research Society UK Freephone verification service free* on 0500 39 69 99 or visiting <http://www.theresearchbuyersguide.com/freephone/alpha/all>

*Calls to Freephone made from mobile devices or outside the UK may incur charges.

INTERVIEWER TO FILL OUT THIS SECTION

INTERVIEWER NAME: _____

DATE: _____

DAY OF THE WEEK (MONDAY-SUNDAY): _____

TIME OF INTERVIEW: **[WILL BE SHOWN EST TIME AS PER SERVER]**

START: _____

POSTCODE SAMPLING REFERENCE: _____

INTERVIEWER TO SELECT THE POSTCODE OF THE SUBSTATION FROM A LIST

Cooling fan / heat exchange Ekkosense

M9 6FH
M33 3SP
M20 6UJ
M14 7SS
BL2 2EG
BL6 7LZ
OL10 1DA
M24 5JZ
OL11 2BL
OL12 6RP
OL9 6JB
SK2 5RW
PR1 7XT
PR2 6RH
PR5 4LJ
BB1 1RL
BB3 1EX
LA4 4SY

Cooling fan / heat exchange Passcomm

M25 0DJ
M8 8PX
M40 3QA
M16 8NU
M21 0RR
SK8 6RQ
M33 2LQ
WN5 8TF
WN4 9XQ
M29 8LY
WA3 4JF
BL1 4TB
OL5 0DX
PR3 3WD
PR7 5DH
BB1 6AT
LA23 3AJ
LA9 6RF

Cooling fan / heat exchange BOTH

M16 8LD

SK4 4AA

Vents & painted roof

M6 6FH

M50 2GL

M30 0QL

M14 5GB

WN4 0BH

BL4 0DZ

BL3 2JU

OL3 6BU

OL6 9RJ

SK17 7GA

PR6 0NF

Paint

M8 9TZ

SK13 6LB

OL6 6UZ

OL5 9BQ

BB7 9TY

LA15 8UE

CA12 5HD

CA14 3SJ

CA5 6HQ

LA4 5QT

Shading

M33 7YF

M21 0AY

SK2 7LH

PR5 4JL

PR2 5HZ

Vents only

M7 4SH

M8 8XF

M30 7AX

M30 9GT

M3 7FQ

M32 0GB

M32 9TF
M8 8YJ
M13 9TZ
M14 7WT
M12 6JS
M12 4NP
M16 8LT
WA15 9SW
WN5 7EQ
WN5 9QP
WN5 9PW
WN2 4DR
WA12 8LQ
M29 8FW
OL1 4LZ
SK15 2SS
OL3 7JU
SK15 1LE
PR25 3NB
PR7 3QH
PR7 7BD
CA14 2BJ
CA28 9BE
CA2 6SF

Data Privacy

Before proceeding we would like to ensure that you understand the purpose of this market research, which organisation is responsible for the research, what personal or sensitive data will be collected from you and who this data will be shared with. If you have any more questions please let us know, or refer to the customer research FAQ document.

Please now answer the following questions:

S ASK ALL

DP1 I am **satisfied with the information I have been given** about the data that will be collected from me and how it will be used in the future.

1. Yes
2. No

S ASK ALL

DP3 I am happy to have the feedback I give through participating in this market research attributed to me

so that **Electricity North West** are aware that I have taken part in this market research.

1. Yes
2. No

S ASK ALL

DP4 I am happy for my data to be passed to **Electricity North West** in order that they can discuss this specific piece of research with me.

1. Yes
2. No

S ASK ALL

DP5 I am happy for my data to be passed to **Electricity North West** in order that they can discuss with me any aspect of my **electricity supply** in the future?

1. Yes
2. No

IF NO TO DP1 THEN DISPLAY MESSAGE "INTERVIEWER TO DISCUSS CONCERNS UNTIL HAPPY TO AGREE. IF STILL NO, THEN INTERVIEW MUST CLOSE"

Information about you

QHIDSAMPLE INTERVIEWER TO SELECT

1= EDUCATED

2= NOT EDUCATED

3= NEWLY EDUCATED

QHIDTYPE INTERVIEWER TO SELECT

1= HOME

2= SME

QHIDSURVEY INTERVIEWER TO SELECT

1= PARTICIPATED IN BASELINE SURVEY

2= DID NOT PARTICIPATE IN BASELINE SURVEY

QHIDTECHNIQUE AUTOCODE BASED ON POSTCODE SELECTED

1= COOLING FAN/HEAT EXCHANGE PASSCOMM

2= COOLING FAN/HEAT EXCHANGE EKKOSENSE

3= COOLING FAN/HEAT EXCHANGE BOTH

4= VENTS & PAINTED ROOF

5= PAINT

6= SHADING

7= VENTS

INTERVIEWER TO READ OUT INTRODUCTION:

This survey is designed to help us understand more **about your QHIDTYPE=1 < household>**

QHIDTYPE=2 <place of work> and the way you use and perceive electricity services at the moment.

The more information you provide, the more it helps us to understand how electricity services are working and affecting different people, if at all. However, if there are any questions you would rather not answer then please just tell me and we can move on to the next one.

This first section will help us to ensure that we speak to a representative sample of customers across the region.

S ASK IF QHIDSURVEY=2

A1 What is your first name/name you would like to be referred to?

S ASK IF QHIDSURVEY=2

NOTE FOR INTERVIEWER: POSTCODE IS CASE SENSITIVE

A2 QHIDTYPE=1 What is your home address?

QHIDTYPE=1 What is your postcode? □□□□ □□□

QHIDTYPE=2 What is the address at your place of work?

QHIDTYPE=2 What is the postcode at your place of work? □□□□ □□□

S ASK IF QHIDSURVEY=2

A2a Which of the following best describes the area where **QHIDTYPE=1 <you live> QHIDTYPE=2** your organisation is?

1. Rural
2. Urban
3. Mixed/semi-rural
4. Don't know **INTERVIEWER TO FILL IN IF RESPONDENT UNSURE**

S ASK IF QHIDSURVEY=2

A3 INTERVIEWER Please record the respondent's gender below:

1. Male
2. Female

S ASK IF QHIDSURVEY=2

ADD VALIDATION RULE THAT NO YOUNGER THAN 16 AND UP TO 99 YEARS OLD

A4 Could you tell me which of the following age groups you fall into?

1. Under 18 **CLOSE**
2. 18-25
3. 26-35
4. 36-45
5. 46-55
6. 56-59
7. 60-64
8. 65-74
9. 75 or over
10. Prefer not to answer

M ASK IF QHIDSURVEY=2

A5 Do you, or anybody in your household, work in any of the following industries?
Please select all that apply

1. Electricity supply/distribution **CLOSE**
2. Marketing **CLOSE**
3. Market research **CLOSE**
4. Public relations **CLOSE**
5. None of the above (**exclusive answer**)

S ASK QHIDTYPE=1 (HOME) AND QHIDSURVEY=2

A6 What is your current living situation?

1. Own my house
2. Own my flat/apartment
3. Own other type of property (please specify)
4. Rent a house
5. Rent a flat/apartment
6. Rent another type of property (please specify)
7. Live with partner (don't pay rent or own the property)
8. Live with family (don't pay rent or own the property)
9. Other (please specify)

S ASK QHIDTYPE=1 (HOME) AND QHIDSURVEY=2

A6a Can you tell me how long you have lived at this property?

INTERVIEWER: ASK THE RESPONDENT TO ESTIMATE THE NUMBER OF YEARS THEY HAVE LIVED AT THE PROPERTY. ROUND UP E.G. 7 MONTHS = 1 YEAR.

Years

M ASK QHIDTYPE=1 (HOME) AND QHIDSURVEY=2

A7 Which of the following best describes **your** employment status? *Note this should include any paid work, including casual or temporary work.*

Please select all that apply

1. Self-employed or freelance
2. Employed 30 hours a week or more
3. Employed part time, fewer than 30 hours a week
4. On a government sponsored training scheme
5. Part/full-time student
6. Unemployed - seeking work
7. Unemployed - other
8. Looking after the home/children full time
9. Retired (*whether receiving a pension or not*)
10. Employed but currently off work due to illness
11. Doing any other paid work
12. Other (please specify)

S ASK QHIDTYPE=2 (SME) AND QHIDSURVEY=2

A7a Which of the following best describes the sector that you work in?

1. Leisure & entertainment
2. Automotive
3. Finance & Insurance
4. Food & drink
5. Health & medical
6. Home services (e.g. plumbing, decorating, etc.)
7. Business services (e.g. accountants, office cleaners, etc.)
8. Travel & transportation
9. Manufacturing
10. IT
11. Utilities
12. Retail
13. Creative (marketing, advertising, web design, blogger, writer)
14. Landlord/property developer
15. Other (please specify)

S ASK THOSE IN PAID EMPLOYMENT (A7 = 1, 2, 3 or 11) AND QHIDTYPE=2 (SME) AND QHIDSURVEY=2

A8 What is your full and specific job title?
For example, PRIMARY SCHOOL TEACHER, CAR MECHANIC

.....

Information about your electricity use/views on electricity supply

M ASK IF QHIDSURVEY=2

Q1 In the event of a power cut, which organisation would you contact?
OPTIONS TO BE RANDOMISED

Please select all that apply

1. Electricity North West
2. Norweb
3. United Utilities
4. EON
5. British Gas
6. Scottish Power
7. npower
8. Southern Electric (SSE)
9. EDF
10. SP Energy Networks
11. Northern Powergrid
12. Western Power Distribution
13. Scottish and Southern Energy
14. UK Power Networks
15. Other (please specify)
17. Electricity board, not sure of the name
18. Electricity supplier, not sure of the name
16. Don't know

INFO: Electricity North West is responsible for ensuring households and businesses in the North West have a **safe and reliable supply of electricity**, no matter which supplier customers pay their bills to.

INTERVIEWER: ENSURE THAT THE DIFFERENCE BETWEEN ELECTRICITY NORTH WEST AND ELECTRICITY SUPPLIERS IS UNDERSTOOD BEFORE PROCEEDING.

IF QHIDSAMPLE 1= EDUCATED OR 3 NEWLY EDUCATED

SHOW ENWL INFORMATION CARD ABOUT THE NATURE OF THE INDUSTRY AND WHAT ENWL IS RESPONSIBLE FOR

S ASK IF QHIDSURVEY=2

Q2 Before today had you heard of Electricity North West?

1. Yes, I had heard of Electricity North West
2. No, I had not heard of Electricity North West

S ASK ALL

Q3 Please think about Electricity North West; how much do you feel you know about them and the services that they are responsible for? Please use a scale of 1 to 10 where 1 is 'I know very little about them' and 10 is 'I am very familiar with them'.

I know very										I am very
-------------	--	--	--	--	--	--	--	--	--	-----------

little about them									familiar with them
1	2	3	4	5	6	7	8	9	10

S ASK THOSE THAT SAY Q2 = 1

Q4 QHIDTYPE=1 < Have you> QHIDTYPE=2 <Has your company> ever had reason to contact Electricity North West (i.e. regarding a power cut or any other matter)?

1. Yes
2. No
3. Don't know

M ASK THOSE THAT SAY YES AT Q4

Q5 What was/were the reason(s) why Electricity North West was contacted?
Please select all that apply

1. Power cut or infrastructure fault
2. An electricity connection (this could include: installing a brand-new service to a new building; moving the electricity meter and cables; upgrading an existing service to accommodate higher demand; permanently disconnecting/cutting a supply from Electricity North West's network)
6. Issues concerning a substation (please specify)
3. General enquiry or complaint (please specify)
4. Other (please specify)
5. Cannot remember (**exclusive answer**)

S ASK ALL

Q6 On a scale of 1-10 where 1 is 'completely dissatisfied' and 10 is 'completely satisfied', how satisfied are you with the service provided by Electricity North West?

INTERVIEWER: THIS QUESTION CAN BE ASKED TO EVERYONE. EVEN IF CUSTOMERS HAVE NOT CONTACTED ELECTRICITY NORTH WEST BEFORE, THEY STILL RECEIVE A SERVICE FROM THEM (i.e. A SAFE AND RELIABLE ELECTRICITY SUPPLY).

Completely Dissatisfied									Completely Satisfied
1	2	3	4	5	6	7	8	9	10

Electricity street furniture and substations

INFO: Substations form an integral part of the electricity network and its equipment at these sites that regulate voltage, to ensure customers receive a safe and reliable electricity supply. Local electricity substations are placed in strategic locations. In a typical urban area substation equipment is often located inside brick-built buildings or inside a metal/plastic structure, usually green or grey in colour. Sometimes equipment is visible within a fenced enclosure. Rural areas may be served by smaller substations that are attached to wooden poles; these are called pole-mounted transformers and resemble a grey metal box. Irrespective of the types of substation, all will have an identifying nameplate, with the name of the operator along with 'Danger of Death' signage to warn the public of the hazard posed by the equipment.

INSERT SUBSTATION SHOWCARDS – ENSURE THAT THE RESPONDENT KNOWS THE DIFFERENCE BETWEEN A SUBSTATION AND TELECOMS CABINET

S ASK IF QHIDSURVEY=2

Q7 Having reviewed the information on substations, is the substation/electricity equipment wholly or partially visible from your **QHIDTYPE=1** <home, i.e. from your garden or any upstairs or downstairs window>? **QHIDTYPE=2** <place of work, i.e. from outside or any window>?

1. Yes
2. No
3. Don't know, I am not sure where my nearest one is

OE ASK IF Q7 = 1

Q7a Approximately, how far away is the electricity substation from your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work>, in metres? Limit: 99999 each which is 100km/20miles

- Metres
 Feet if prefer to use this metric
 2. Don't know

S ASK THOSE THAT KNOW WHERE THEIR NEAREST SUBSTATION IS AT Q7 = 1 or 2 OR ASK IF QHIDSURVEY=1

Q8A Thinking about the substation nearest to your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work> (which might be a substation building, visible equipment that's located in a fenced compound or equipment on a wooden pole), have you noticed any changes to it in the last year?

1. Yes
2. No

M ASK IF Q8A=1

Q8B Which of following best describes the type of change(s) you noticed?

Please select all that apply

1. A change in the noise levels
2. A change in the colour of the substation
3. A change in the structure of the substation
4. Any other change in the appearance (e.g. new equipment outside or attached to the substation)

S ASK IF Q8A = 1

Q8C When the changes to the substation were made, how disruptive were the works?

1. Very disruptive
2. Somewhat disruptive
3. Little disruption
4. No disruption
5. Did not notice the works being carried out

QHIDCHANGE

1=NOISE IF Q8B=1

2=APPEARANCE IF Q8B=2,3 OR 4

S ASK IF QHIDCHANGE=1

Q8D Please describe, in your own words, the change you have noticed to the noise levels?

CAPTURE VERBATIM

S ASK IF QHIDCHANGE=1

Q8E Prior to any changes in the last year, did you ever notice a noise from your nearest substation?

1. Yes, I have always heard a noise from the nearby substation
2. No, I have never previously heard a noise from the nearby substation

S ASK IF Q8E=1

Q8F Which of the following best describes the noise levels from your nearest electricity substation, before you noticed the change?

1. Negligible
2. Limited
3. Moderate
4. Significant

S ASK IF QHIDCHANGE=1

Q8G Which of the following best describes the new noise levels you hear from the substation?

1. Negligible
2. Limited
3. Moderate
4. Significant

S ASK IF Q8E=1

Q8H Which of the following best describes the noise you heard before the substation changed?
Please select all that apply

1. Humming
2. Banging
3. Static
4. High-pitched
5. Crackling
6. Whirring
7. Low pitched/drone
8. Other (please specify)

S ASK IF QHIDCHANGE=1

Q8I Which of the following best describes the new noise you hear from the substation?
Please select all that apply

1. Humming
2. Banging
3. Static
4. High-pitched
5. Crackling
6. Whirring
7. Low pitched/drone
8. Other (please specify)

S ASK IF QHIDCHANGE=1

Q8J When did you first start noticing the change in noise?

1. Within the last three months
2. Within the last six months but not within the last three months
3. Within the last year but not within the last six months

S ASK IF QHIDCHANGE=1

Q8K Has the noise now stopped?

1. Yes
2. No

S ASK IF Q8K=1

Q8L Approximately how long did the noise last?

1. A few days
2. A few weeks
3. A few months
4. Longer than a few months

M ASK IF QHIDCHANGE=1

Q8M Which of the following best describes the noise?

Please select all that apply

1. It is a continuous noise – I hear it day and night
2. It only occurs during the day
3. It only occurs during the night
4. It's sporadic - I hear it most days
5. It's sporadic - I hear it most nights
6. It comes and goes
7. I hear it occasionally during the day
8. It comes and goes - I hear it occasionally during the night
9. It doesn't seem to follow a pattern
10. It seems to occur in certain weather (e.g. hot, rain, etc.) (please specify)
11. Other (please specify)

OE ASK IF Q8M=4,5 OR 9 SHOW AS ONE OE BOX

Q8N Please give more details about when you hear the noise?

INTERVIEWER TO PROMPT FOR THE FOLLOWING:

- **How long does the noise last for?**
- **When in the day/ night does it occur?**
- **Is the pattern consistent, e.g. every day or will it be on then stop for a day or two?**
- **Probe around timings – if a few hours, what does that equate to?**
- **Does it occur constantly for a period of time then nothing**

S ASK IF QHIDCHANGE=2

Q8O When did your first notice the change in appearance?

Please note if you have noticed a change in colour or structure of the substation, it will be referred to from now as a change in the appearance.

1. Within the last three months
2. Within the last six months but not within the last three months
3. Within the last year but not within the last six months

S ASK IF QHIDCHANGE=2

Q8P Which of the following best describes the changes you have noticed in appearance?

1. The substation/equipment has been painted white
2. A canopy has been installed over the substation
3. New equipment has been put in/around the substation
4. A small change to the structure of the substation e.g. a new door/vent or a change in the position of a door/vents (please specify)
5. Reflective materials installed on or around the substation
6. The substation has moved location
7. The substation has changed in size
8. Other (please specify)

S ASK IF QHIDCHANGE=2

Q8Q Has the substation since returned to its original appearance?

1. Yes, it was only a temporary change
2. No, it still looks different to what it did originally

S ASK IF Q8A=1

Q8R Overall do you feel the change(s) you have noticed to the substation nearest to your **QHIDTYPE=1 <home> QHIDTYPE=2 <place of work>** are:

1. An improvement
2. Make little or no difference
3. A deterioration
4. Don't know

O ASK IF QHIDCHANGE=2 SHOW AS ONE OE BOX

Q8S Do you have any further concerns following the change in appearance of the substation nearest to your **QHIDTYPE=1 <home> QHIDTYPE=2 <place of work>**?

INTERVIEWER: PLEASE PROBE, ARE THESE SHORT-TERM CONCERNS, LONG-TERM CONCERNS

S ASK IF Q8A=1

Q8T Have you taken any actions as a result of these changes?

1. Yes, I did immediately
2. Yes, I did but not straight away
3. No, but I plan to
4. No and I do not plan to

M ASK IF Q8T=1, 2 OR 3

Q8U What are the actions you have taken or plan to take?
Please select all that apply

1. Contact Electricity North West
2. Contact my energy supplier
3. Other (please specify)

M ASK IF Q8U=1 OR 2 AND Q8T=1 OR 2

Q8V Where you satisfied with the responses you got?

1. Yes
2. No

OE ASK IF Q8V=2

Q8W Please explain why you were not satisfied

CAPTURE VERBATIM

S ASK IF Q8A=1

Q8X Taking everything into account, how acceptable have you found the changes to the substation overall, where 1 is completely unacceptable and 10 is completely acceptable?

Completely Unacceptable									Completely Acceptable
1	2	3	4	5	6	7	8	9	10

S ASK IF Q8A=1

Q8Y Do you expect any further action to be taken?

1. Yes
2. No

O ASK IF Q8Y=1

Q8Z Please describe what further action you expect to be taken:

CAPTURE VERBATIM

S ASK IF Q8Y=1

Q8Z1 When would you expect further action to be taken?

1. Immediately
2. Within the next month
3. Within the next 6 months
4. Within the next year
5. Other (please specify)

OE ASK THOSE THAT KNOW WHERE THEIR NEAREST SUBSTATION IS Q7 = 1 or 2 OR ASK IF QHIDSURVEY=1

Q9 In your opinion, what, if anything, could be improved to the electricity substation near your **QHIDTYPE=1 <home> QHIDTYPE=2 <place of work>**?

CAPTURE VERBATIM

2. Nothing (no improvement required)
3. Don't know

G ASK IF QHIDSURVEY=1

Q9a How strongly do you agree or disagree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor	Somewhat agree	Strongly agree
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			disagree		
I would definitely notice changes to an electricity substation if the work caused local disruption and inconvenience to me (e.g. roads are dug up, roads are closed off)					
Electricity substations are normally hidden away from public view					
Electricity substations are unpleasant to look at					
I've never really given any thought to electricity substations					
I would definitely notice changes to an electricity substation if I disliked the new design/structure					
I would definitely notice changes to an electricity substation if it changed location					
I would definitely notice changes to an electricity substation if the noise volume significantly increased					

Education group

SHOW LOW CARBON CHALLENGE LEAFLET

INFO FOR QHIDSURVEY=2: You have just been shown information about the challenges faced by the operators of electricity networks. The traditional method used to upgrade the network, to meet the increasing electricity needs of customers, is called 'network reinforcement'.

INFO FOR QHIDSURVEY=1: You have just been shown information to remind you about the challenges faced by the operators of electricity networks. This is the same information you were shown during the previous survey. Just to remind you, the traditional method used to upgrade the network, to meet the increasing electricity needs of customers, is called 'network reinforcement'.

SHOW TRADITIONAL NETWORK REINFORCEMENT SHOWCARD

INFO FOR NEW EDUCATED GROUP ONLY (QHIDSAMPLE 1= EDUCATED AND QHIDSURVEY=2) OR IF QHIDSAMPLE=3: Electricity North West has developed a range of solutions to ensure that Great Britain is ready for the increase in electricity demand without having to resort to traditional network reinforcement as often. Some of these solutions are being tested as part of Project Celsius.

INFO FOR BASELINE EDUCATED GROUP ONLY (QHIDSAMPLE=1): You may recall that during the last survey, we explained that Electricity North West has developed a range of solutions to ensure that Great Britain is ready for the increase in electricity demand without having to resort to traditional network reinforcement as often. Some of these solutions are being tested as part of Project Celsius. Here is a reminder of those solutions.

INTERVIEWER: PLEASE CONFIRM THE SHOWCARD HAS BEEN SHOWN AND HAS BEEN UNDERSTOOD BY THE CONSUMER

1. Yes

SHOW PROJECT CELSIUS LEAFLET FOR EDUCATED GROUP ONLY (QHIDSAMPLE 1= EDUCATED OR 3 NEWLY EDUCATED) [This is a paper leaflet so please just include the interviewer instructions]

S ASK ALL

Q10 How acceptable would you find traditional network reinforcement as a technique for meeting increased demand on the network, if this kind of work was carried out near to your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work>? Please rank your answer on a scale of 1 to 10, where 1 is 'completely unacceptable' and 10 is 'completely acceptable'

Completely unacceptable									Completely acceptable
1	2	3	4	5	6	7	8	9	10

G ASK EDUCATED GROUP (QHIDSAMPLE 1= EDUCATED OR 3 NEWLY EDUCATED)

Q11 To what extent do you agree with the following regarding Project Celsius? Please rank your answer on a scale of 1 to 10, where 1 is 'completely disagree' and 10 is 'completely agree'

	1 - completely disagree	2	3	4	5	6	7	8	9	10 - completely agree
It will help to meet greater demand for electricity by making better use of existing substation equipment										
The benefits of the project are clear										
The solutions proposed are credible										
I believe what is being proposed is a good solution										
I believe the projections that we will all use more electricity in the future and that electric vehicles and solar panels will become commonplace										
Network operators need to find new solutions to meet future electricity demand and keep bills low										

Work completed

ALL

Read out:

I can confirm that work has been undertaken recently at the substation nearest to your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work> as part of the Celsius project. The substation is one of 100 selected across the North West, where a range of cooling techniques are being trialed.

S ASK ALL

TQ1 Were you informed that changes had or were going to be made to your local substation?

1. Yes
2. No
3. Not sure

M ASK IF TQ1=1

TQ2 How were you informed of these changes?

1. A leaflet through the letter box
2. Workmen on site
3. Other (please specify)

INTERVIEWERS TO HAVE LEAFLET TO HAND TO CLARIFY IF CUSTOMERS RECEIVED IT



ALL - Read out:

I would now like to share some information with you about the new innovative cooling technique that has been installed at the substation nearest to your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work>. I will give you some time to read this information.

- IF QHIDTECHNIQUE=1 SHOW FANS/HEAT EXCHANGE PA SHOWCARD**
- IF QHIDTECHNIQUE=2 SHOW FANS/HEAT EXCHANGE EK SHOWCARD**
- IF QHIDTECHNIQUE=3 SHOW FANS/HEAT EXCHANGE PASSCOMM SHOWCARD**
- IF QHIDTECHNIQUE=4 SHOW VENTS AND PAINTED ROOF SHOWCARD**
- IF QHIDTECHNIQUE=5 SHOW PAINT SHOWCARD**
- IF QHIDTECHNIQUE=6 SHOW SHADING CANOPY SHOWCARD**
- IF QHIDTECHNIQUE=7 SHOW VENTS ONLY SHOWCARD**

S ASK ALL

TQ3 How acceptable did you find this technique being carried out near to your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work> in order to meet increased demand on the network? Please rank your answer on a scale of 1 to 10, where 1 is 'completely unacceptable' and 10 is 'completely acceptable'

	Completely unacceptable										Completely acceptable	Don't know
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Technique	1	2	3	4	5	6	7	8	9	10	X
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OE ASK ALL WHO DO NOT GIVE A SCORE OF 10 AT TQ3

TQ4 Is there anything that Electricity North West could have done before, during or after the installation to have increased its acceptability to you?

INTERVIEWER PROBE FULLY TO UNDERSTAND THE SCORE. Could the technique have been modified to be more acceptable? Did the customer expect more communication? Any long-term concerns?

S ASK ALL

TQ5 Now you have been told the changes that have been made, do you have any concerns or require further information?

PROJECT CELSIUS LEAFLET MUST BE LEFT WITH EVERY RESPONDENT AT THE END OF THE SURVEY/ OR AT THIS POINT IF THEY WANT FURTHER INFORMATION, REGARDLESS IF THE EDUCATED OR UNEDUCATED SAMPLE

1. Yes (please specify what concerns you have or information you need) **PROVIDE AN OPEN TEXT BOX FOR THE RESPONDENT**
2. No

S ASK IF Q8U=1, 2 OR 3, OR IF Q8Z=1 OR 2, 3, 4 OR 5, OR IF TQ5 = 1

TQ6 Would you be happy for your details to be passed back to Electricity North West to contact you to discuss your concerns further?

1. Yes
2. No

OE ASK IF TQ6=1

TQ7 Please leave either your phone number and/or email address for Electricity North West to get in contact you with:

CAPTURE VERBATIM

S ASK ALL

TQ8 Finally, we would like to consider the challenges facing Electricity North West, the information we have shown you about the traditional reinforcement solution and the new cooling technique installed at the substation near your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work>. Taking everything into consideration, which approach do you think that Electricity North West should adopt to ensure it can meet the future increase in demand but keep costs low for customers?

For a reminder of traditional reinforcement please click here: [SHOWCARD](#)

For a reminder of the new cooling technique please click here: [SHOWCARD](#) [If QHIDTECHNIQUE - COOLING FAN/HEAT EXCHANGE BOTH, SHOW PASSCOM SHOWCARD]

To see the summary of techniques please click here: [SHOWCARD](#)

1. New cooling technique
2. Traditional reinforcement
3. A different cooling technique

4. **[DO NOT READ OUT]** Neither
5. **[DO NOT READ OUT]** Don't know

S ASK ALL

TQ9 Would your view be different if the substation was further away from your **QHIDTYPE=1** <home> **QHIDTYPE=2** <place of work>?

1. Yes
2. No

O ASK IF TQ9=1

TQ10 Please explain why your view would be different

INTERVIEWER PROBE TO UNDERSTAND IF THE CUSTOMER ONLY CARES IF THEY CAN SEE THE SUBSTATION/ NEAR THEIR OWN/WORK

S ASK ALL

F1 The payment for completing this interview is either an Amazon e-voucher or a charity donation. Which would you prefer?

Please note, it will not be possible to provide you with a cash alternative for participation

1. Amazon e-voucher
2. Charity donation

OE ASK IF E-VOUCHER AT F1 (F1=1)

ERROR MESSAGE APPEARS IF THE TWO ENTRIES DON'T MATCH

Please provide your email address below:

Please confirm your email address below:

M ASK IF THEY WOULD LIKE TO DONATE AT F1 (F1=2)

F2 Which of the following charities would you like us to donate your participation fee(s) to on your behalf (note that this is instead of you receiving the money)?

Please select all that apply

1. The Christie
2. British Heart Foundation
3. Macmillan Cancer Support
4. ChildLine
5. Oxfam
6. SolarAid

INTERVIEWER TO THANK THE RESPONDENT AND FINISH THE SURVEY

PROJECT CELSIUS LEAFLET MUST BE LEFT WITH EVERY RESPONDENT AT THE END OF THE SURVEY, REGARDLESS IF THE EDUCATED OR UNEDUCATED SAMPLE

INTERVIEWER TO CHECK ADDRESS IS CORRECT

Interviewer please can you verify that the address provided by the customer earlier on in the interview is correct:

QHIDTYPE=1 What is your home address?

QHIDTYPE=1 What is your postcode? □□□□ □□□

QHIDTYPE=2 What is the address at your place of work?

QHIDTYPE=2 What is the postcode at your place of work? □□□□ □□□

1. I can confirm that the address provided is correct
2. What is your home address?
2. What is your postcode?

TIME OF INTERVIEW:

FINISH: _____

Substation showcards

Electricity substation building
(brick or stone built)



Electricity equipment enclosed by a metal or wooden fence (outdoor substation)



Substation (metal or plastic housing)



Electricity equipment installed on a pole
(pole mounted transformer)



Metal cabinets/cubicles containing internet, telecoms or electric equipment

