

1613 ENWL CoolDown	Online script FV 07/11/2024	Chris Ralph Alice Broomhall Emma Gray
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## INTRODUCTION TO THE RESEARCH AND ADHERENCE TO MRS CODE OF CONDUCT AND GDPR

Thank you for agreeing to participate in this market research. The survey should take no more than 15 minutes to complete, depending on the answers you give us.

We are doing some research on behalf of an electricity network operator. These are the organisations that own and maintain the underground cables, overhead lines and equipment that provide homes and businesses with electricity. They're responsible for keeping the electricity on and dealing with power cuts though they are not an electricity supplier - they don't send electricity bills or deal with billing or metering problems.

The research aims to explore attitudes towards home electricity usage and changes that could be made in order to become more energy efficient.

This is a genuine market research study and no sales call 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.

If you require any further information about how we store and use the data you provide, please see our privacy policy on our website: <https://www.impactmr.com/privacy-statement-research>

By clicking the button, you confirm that you agree to participate in this survey

Start survey

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## SECTION S - SCREENER:

### SHOW ALL

First of all, we would like to ask you a few questions about yourself and your home.

*If you have more than one home in the UK, please answer about the home you spend the most time in currently.*

MC ASK ALL

IF CODE 1-5 CLOSE

S1 Do you, or anybody in your household, work in any of the following industries?

1. Advertising
2. Journalism
3. Electricity Distribution
4. Marketing
5. Market Research
6. None of the above SINGLE CODE

SC ASK ALL. ENSURE A MIX OF REGIONS INCLUDING NORTH WEST

S2 Please can you confirm where you live?

1. London/ Greater London
2. South East
3. South West
4. East of England
5. East Midlands
6. West Midlands
7. Wales
8. Yorkshire & the Humber
9. North East
10. North West
11. Scotland
12. Northern Ireland
13. Other CLOSE

QHIDREGION

AUTOMATICALLY CODE S4 INTO THE FOLLOWING REGIONS (HIDDEN VARIABLE)

1. South England (S4=1-3)
2. Midlands (S4=4-6)
3. North England (S4=8-10)
4. Wales (S4=7)
5. Scotland (S4=11)
6. Northern Ireland (S4=12)

SC ASK ALL

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**S3** Are you responsible for paying the energy bills for your household?

1. Yes – I have sole responsibility
2. Yes – I have joint responsibility with someone else
3. No **CLOSE**
4. Don't know **CLOSE**

**S** **ASK ALL. ENSURE A MIX**

**S5** What is your age?

1. Under 18 years old **CLOSE**
2. 18-24 years old
3. 25-34 years old
4. 35-44 years old
5. 45-54 years old
6. 55-64 years old
7. 65-79 years old
8. 80 years old or over
9. Prefer not say

**S** **ASK ALL. ENSURE A MIX**

**S6** Please select your gender.

1. Male
2. Female
3. Non-binary
4. Other
5. Prefer not to say

**MC** **RANDOMISE**

**S7** Which of the following do you have at home?

1. Gas boiler
2. Oil boiler
3. Electric boiler, heaters or storage heaters
4. Heat pump
5. Solar panels with a battery
6. Solar panels without a battery
7. Other low carbon generation e.g. wind turbine
8. Other (please specify)

**SC** **ASK IF HAS SOLAR (S7 = 5 OR 6)**

**S7a** How many solar panels do you have?

1. 6 or fewer

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2. 7 to 12
3. 13 or more
4. Don't know

**SC ASK IF NO SOLAR (S7 IS NOT 5 AND 6)**

**S7b** How likely are you to install solar panels on your home in the next 2 years?

1. Very unlikely
2. Fairly unlikely
3. Fairly likely
4. Very likely
5. Don't know

**MC ASK ALL. RANDOMISE BUT KEEP AIRCON TOGETHER**

**S8** And which, if any, of the following do you use to cool your home when it is hot?

1. Portable plug in electric fans
2. Ceiling fan or other non-portable fan
3. Portable air conditioning unit **AIR CON USER**
4. Fixed air conditioning in one or more rooms **AIR CON USER**
5. A 'reverse' heat pump connected to blowers / vents in the home and used for air cooling (currently unusual in the UK) **AIR CON USER**
6. Opening windows and doors
7. Using curtains or blinds to block sunlight and heat
8. Solar reflective window tints
9. Other (please specify)
10. None of these **EXCLUSIVE**

**QHIDUSER:**

**1 = Air con user (S8 = 3 or 4)**

**2 = Air con user with reverse heat pump (S8 = 5 and S8 IS NOT 3 OR 4)**

**OE ASK IF S8 = 3, 4 OR 5. USE FOR SCREENING QUALITY CHECKS**

**S9** You said you have a fixed or portable air conditioning unit or air to air heat pump at home. Please state why you chose to have air con and what type of unit/s you have?

**MC DO NOT ASK AIR CON USERS. RANDOMISE BUT KEEP AIRCON TOGETHER. HIDE SELECTED AT S8**

**S10** Are you planning to buy any of the following in the next 2 years to cool your home when it gets hot?

1. Portable plug in electric fans

2. Ceiling fan or other non-portable fan
3. Portable air conditioning unit **AIR CON CONSIDERER**
4. Fixed air conditioning in one or more rooms **AIR CON CONSIDERER**
5. A 'reverse' air to air heat pump used for air cooling / air con
6. Replacement windows with better trickle or full ventilation
7. Replacement curtains or blinds to block sunlight and heat
8. Solar reflective window tints
9. Other (please specify)
10. None of these **EXCLUSIVE**

**OE** **ASK IF S10 = 3 OR 4. USE FOR SCREENING QUALITY CHECKS**

**S11** You said you were thinking about buying a fixed or portable air conditioning unit for your home. ~~How~~ **will you decide what to buy?** Why do you want to get air con?

## Section A – Air Con Usage

This survey is all about [QHIDUSER=1: cooling your home with air conditioning] [QHIDUSER = 2: cooling your home with a reverse air-to-air heat pump] and how electricity companies will manage the demand for electricity for air conditioning in the future.

### SC ASK AIR CON USERS

**A1** Using the below scale, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with your current [QHIDUSER=1: air conditioning unit/s] [QHIDUSER = 2: reverse air-to-air heat pump]?

Very Dissatisfied									Very Satisfied	DK
1	2	3	4	5	6	7	8	9	10	99

### OE ASK IF A1 = 1-10

**A2** Why do you say that?

### SC ASK AIR CON USERS

**A3** For how long have you had [QHIDUSER=1: air conditioning] [QHIDUSER = 2: a reverse air-to-air heat pump] at your home?

1. A year or less
2. Two or three years
3. Four or five years
4. More than 5 years

### MC RANDOMISE. ASK AIR CON USERS

**A4** Why did you decide to get [QHIDUSER=1: air conditioning] [QHIDUSER = 2: a reverse air-to-air heat pump] for your home?

*Please select all that apply*

1. I moved into a home that already had air conditioning
2. To make the home more comfortable in hot weather
3. To make it easier to sleep in hot weather
4. To make my child / children more comfortable
5. For medical reasons e.g. respiratory issues, heat sensitivity, allergies
6. To make it easier to work from home in hot weather
7. To make my home more energy efficient (e.g. as part of a wider home renovation)
8. To manage humidity in my home which could cause air quality and mould issues
9. As part of a replacement or upgrade of home heating system
10. Other (please specify)

**MC** **RANDOMISE. ASK AIR CON USERS**

**A5** Which factors were important to you when choosing which type, brand and model of air [QHIDUSER=1: air conditioning] [QHIDUSER = 2: reverse air-to-air heat pump] to buy for your home?  
*Please select all that apply*

1. Good value for money to buy
2. Low cost to run
3. Easy to install
4. Easy to use
5. From a reliable brand
6. From a trusted retailer
7. Low energy use / good efficiency rating
8. Durability (will last a long time)
9. The different features available
10. Someone recommended it to me
11. Reviews or recommendations (e.g. on a website, in a newspaper, or leaflet)
12. Size of the unit
13. Quiet operation
14. Availability of engineers for installation and maintenance
15. Other (please specify)

**SC** **ASK AIR CON USERS - MOVE THIS Q FROM AFTER A7**

**A8** Does your [QHIDUSER=1: air conditioning] [QHIDUSER = 2: reverse air-to-air heat pump] have a thermostat to control the temperature or is it a simple on or off?

1. Yes, the actual unit has a thermostat
2. Yes, I have a smart heating / cooling thermostat for the whole house
3. No, it is just on or off
4. Don't know

**MC** **ASK AIR CON USERS**

**A6** How do you decide when to turn your [QHIDUSER=1: air conditioning] [QHIDUSER = 2: reverse air-to-air heat pump] on or turn your air con thermostat down?  
*Please select all that apply*

1. When the weather forecast tells me it will be above a certain temperature
2. When my room thermometer or thermostat tells me it is above a certain temperature
3. When I feel too hot
4. When someone else in my household complains about being too hot
5. I set a permanent temperature schedule so it never needs manual intervention
6. Other (specify)

**SC** **ASK AIR CON USERS**

**A7** At what **room air temperature** do you tend to turn on your [QHIDUSER=1: air conditioning] [QHIDUSER = 2: reverse air-to-air heat pump]? If it starts cooling automatically using a thermostat, at what temperature does it turn on?  
*i.e. how warm does it have to be for your air con to turn on (on average)?*

1. 20°C – 21°C or above
2. 22°C – 23°C or above
3. 24°C – 25°C or above
4. 26°C – 27°C or above
5. 28°C – 29°C or above
6. 30°C – 31°C or above
7. 32°C – 33°C or above
8. 34°C or above
9. I don't decide based on a specific temperature
10. Don't know

**SC** **ASK IF A8 = 1 - 2**

**A9** What is your preferred temperature to set your [QHIDUSER=1: air conditioning] [QHIDUSER = 2: reverse air-to-air heat pump] **thermostat** to during the day when it is hot?  
*i.e. What temperature do you want your room to be once the air con has cooled it (on average)?*

1. 18 degrees or cooler
2. 19 to 22 degrees
3. 23 to 26 degrees
4. Higher than 26 degrees
5. It varies a lot
6. Don't know

**SC** **ASK AIR CON USERS**

**A10** During a typical hot week in the summer, how do you use your [QHIDUSER=1: air conditioning] [QHIDUSER = 2: reverse air-to-air heat pump]?  
**SHOW IF HAS THERMOSTAT (A8 = 1 OR 2):** Please choose the option that best describes how long you leave your air cooling switched on for during each time of day / night even if it is controlled by the thermostat during that time.  
**SHOW IF NO THERMOSTAT (A8 = 3 OR 4):** Please choose the option that best describes how long you leave your air cooling switched on for during each time of day / night.

	I don't use it	On for short bursts (1-2 hours)	On for several hours (3-6 hours)	On all or most of the time (7+ hours)
Daytime at home (morning to early evening, when I'm at home)	1	2	3	4
Daytime not at home (morning to early evening, when my home is empty, to cool the house)	1	2	3	4

Night (when I'm getting ready for bed and going to sleep)	1	2	3	4
Night (while I'm sleeping)	1	2	3	4

## MC ASK AIR CON USERS

- A11 ASK FIXED AIR CON USERS S8=4:** Which room or rooms do you have air conditioning units in?  
**ASK PORTABLE AIR CON USERS S8=3:** Which room or rooms do you tend to use your portable air conditioning unit/s in?  
**ASK REVERSE HEAT PUMP USERS S8=5:** Which room or rooms do have blowers / outlets for your reverse air-to-air heat pump in?

1. Every room in the house - **EXCLUSIVE**
2. Living room
3. Adult bedroom/s
4. Kid bedroom/s
5. Kitchen
6. Dining room
7. Office
8. Playroom
9. Conservatory / orangery
10. Other (please specify)

## SC ASK QHIDUSER = 1

- A12** Are you planning to change the number of air conditioning units you have in the next two years?  
*By "units" we mean number of individual plug in portable units or rooms with fixed units in them that you have.*

1. I am planning to buy more air con units or upgrade what I already have
2. No, I'm not planning to change the number of air con units I have
3. I am planning to reduce the number of units I have
4. I am planning to get rid of my air con
5. I don't know

## SC ASK AIR CON USERS

- A13** How often do you expect to use your air conditioning / air cooling next summer?  
Please assume the temperatures will be similar to recent warm summers.

1. More than this year
2. About the same as this year
3. Less than this year
4. I won't have air conditioning next year
5. Don't know

## Section B – Air Con Considerers

This survey is all about cooling your home with air conditioning and how electricity companies will manage the demand for electricity for air conditioning in the future.

### SC ASK AIR CON CONSIDERERS

**B1** Using the below scale, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with how you currently cool your home when it's hot?

Very Dissatisfied									Very Satisfied	DK
1	2	3	4	5	6	7	8	9	10	99

### OE ASK IF B1 = 1-10

**B2** Why do you say that?

### MC RANDOMISE. ASK AIR CON CONSIDERERS

**B3** Why are you considering getting air conditioning for your home?  
*Please select all that apply*

1. I'm moving into a home that already has air conditioning
2. To make the home more comfortable in hot weather
3. To make it easier to sleep in hot weather
4. To make my child / children more comfortable
5. For medical reasons e.g. respiratory issues, heat sensitivity, allergies
6. To make it easier to work from home in hot weather
7. To make my home more energy efficient (e.g. as part of a wider home renovation)
8. To manage humidity in my home which could cause air quality and mould issues
9. As part of a replacement or upgrade of home heating system
10. Other (please specify)

### SC ASK AIR CON CONSIDERERS

**B4** When do you think you will get air conditioning for your home?

1. Within the next 6 months
2. In the next 6 – 12 months
3. In 1 to 2 years
4. More than 2 years in the future
5. Don't know

### MC RANDOMISE. ASK ALL THAT ARE ACTIVELY BUYING AIR CON B3 DOES NOT = 1

**B5** Which factors will be most important when choosing which type, make and model of air conditioning unit to buy for your home?  
*Please select all that apply*

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1. Good value for money to buy
2. Low cost to run
3. Easy to install
4. Easy to use
5. From a reliable brand
6. From a trusted retailer
7. Low energy use / good efficiency rating
8. Durability (will last a long time)
9. The different features available
10. Someone recommended it to me
11. Reviews or recommendations (e.g. on a website, in a newspaper, or leaflet)
12. Size of the unit
13. Quiet operation
14. Availability of engineers for installation and maintenance
15. Other (please specify)

## MC ASK AIR CON CONSIDERERS

**B6** Which room or rooms are you planning to have air conditioning units in?

1. Every room in my home - **EXCLUSIVE**
2. Living room
3. Main bedroom
4. Kid bedroom/s
5. Spare bedroom
6. Kitchen
7. Dining room
8. Office
9. Playroom
10. Conservatory / orangery
11. Other (please specify)
12. Don't know

## Section C – Future energy use

### SC ASK ALL. RANDOMISE STATEMENT ORDER

**C1** Here are some different things that people say about home air conditioning. How strongly do you personally agree or disagree with each of these statements?

	Strongly disagree	Slightly disagree	Neutral	Slightly agree	Strongly agree	Don't know
Air conditioning is becoming a necessary addition to UK homes due to	1	2	3	4	5	99

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rising summer temperatures caused by climate change						
Using air conditioning at home is bad for the environment and increases carbon emissions even with more energy-efficient models	1	2	3	4	5	99
Installing air conditioning at home contributes significantly to household energy consumption and increases electricity bills	1	2	3	4	5	99
Modern air conditioning units with high energy efficiency ratings are an environmentally responsible choice for cooling UK homes	1	2	3	4	5	99

**SHOW EACH TEXT SCREEN WITH 6 SECOND DELAY TO ENSURE RESPONDENTS READ THE INFO:**

**SCREEN 1:**

In the future, it is predicted that more homes will in the UK will have air conditioning due to environmental reasons such as climate change. This will increase the demand for electricity during hot weather.

The electricity network operators will need to manage this extra demand for electricity to ensure households have the electricity they want. The network operators may need to make small changes to the amount of electricity you can use for air conditioning to make sure that all households energy needs are met.

To make small changes to your air conditioning power usage, you would need to opt-in to this service. This would not happen without your permission.

**SCREEN 2:**

In this section, we are going to ask you how acceptable it would be for your energy supplier to ask you to change the way you use electricity on hot days on behalf of the electricity network operator.

This could mean you turning off your air con or turning up your thermostat higher than you normally would for 1-4 hours at a time. This wouldn't happen all the time but might be needed at times of particularly high electricity demand or to address unexpected network outages.

**SHOW TO THOSE WITH OR CONSIDERING SOLAR PV (S7=5 OR 6 / S7B = 3 OR 4):** If you use solar panels to power air conditioning units, you would still be asked to reduce your air con usage as above, but you may benefit from selling more of this unused power back to the grid depending on your tariff.

The purpose of this survey is to gather views to understand whether this approach would be acceptable to customers in the future and what could make you more likely to participate.

Please answer the following questions with the warmer summer months in mind, i.e., the time when you are most likely to want to turn air conditioning on, typically June to September.

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**SHOW TO CONSIDERERS:** Although you don't currently have air conditioning, please answer the following questions imagining you do have air conditioning in your home.

**SC ASK ALL**

**C2** How acceptable is it to you that your energy supplier could ask you to change the way you use electricity on hot days on behalf of the electricity network operator.

This could mean you turning off your air con or turning up your thermostat higher than you normally would for 1-4 hours at a time. This wouldn't happen all the time but might be needed at times of particularly high electricity demand or to address unexpected network outages.

Not at all acceptable									Very acceptable	DK
1	2	3	4	5	6	7	8	9	10	99

**SC ASK IF C2=4-10**

**C3** What is the maximum duration you think would be acceptable for your electricity supplier to ask you to reduce the amount of power you can use on a hot day, including for air con?

1. Less than an hour
2. 1 or 2 hours
3. 3 or 4 hours
4. 5 or 6 hours
5. All day
6. Don't know

Now, we would like to ask if any of the following would make you **more willing** to allow small changes to the power available for your air conditioning / cooling.

**MC ASK ALL. RANDOMISE**

**C4** Which of the following would make you more willing to allow your energy supplier to ask you to change the way you use electricity and air con on hot days on behalf of the electricity network operator?

*Please select all that would have an influence on you personally*

1. A rebate (payment) made to you each time you use less electricity than usual on hot days
2. A tariff that gives you a reduction on your electricity bill if you agree to use less electricity than usual on hot days
3. Increased energy from my solar panels sold back to the grid **[ONLY SHOW TO THOSE WITH OR CONSIDERING SOLAR PV (S7=5 OR 6 / S7B = 3 OR 4)]**
4. Knowing I was doing the right thing for the environment
5. Knowing the electricity network company needed me to help them manage electricity demand

6. Helping those that need air conditioning more, such as those that are elderly, homes with children etc
7. Knowing I was helping to ensure key buildings like hospitals had enough supply
8. Knowing other people in my area were accepting it
9. Assurance that my comfort levels won't be compromised too much
10. The ability to opt out at any time if I needed to (e.g. if my circumstances changed)
11. None of the above
12. Other (please specify)
13. Don't know

## SECTION P – Profiling:

Finally, we would like to ask you some questions to make sure we have spoken to mixture of people.

**SC** **ASK ALL**

**P1** Which of the following best describes the area where you live?

1. City location
2. Other urban location
3. Semi-rural
4. Rural
5. Other (specify)

**SC** **ASK ALL**

**P2** What type of property do you live in?

1. Detached house
2. Semi-Detached house
3. Terrace House
4. Flat
5. Other (Please specify)

**SC** **ASK ALL**

**P3** Which of the following best describes your living situation?

1. I own my own home
2. I rent my home privately
3. I live in socially rented housing
4. I live at home (i.e., with parents)
5. Other (please specify)

**SC** **ASK ALL**

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**P4** Which of the following categories best describes the employment status of the highest income earner in your household?

*If you are retired, please select the type of employment you were in before retirement*

1. Semi or unskilled manual worker (e.g. caretaker, non-HGV driver, shop assistant, etc.)
2. Skilled manual worker (e.g. bricklayer, carpenter, plumber, painter, bus driver, HGV driver, pub/bar worker, etc.)
3. Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. office worker, salesperson, etc.)
4. Intermediate managerial/ professional/ administrative (e.g. newly qualified (under 3 years) doctor or solicitor, middle manager in large organisation, principle officer in civil service/local government, etc.)
5. Higher managerial/ professional/ administrative (e.g. doctor, solicitor, board director in a large organisation, top level civil servant/public service employee, etc.)
6. Student
7. Casual worker – not in permanent employment
8. Retired
9. Unemployed
10. Prefer not to say

## QHIDSEG

CODE 1	D
CODE 2	C2
CODE 3 OR 6	C1
CODE 4	B
CODE 5	A
CODE 7 OR 8 OR 9 OR 10	E

## THEN RECODE ABC1 AND C2DE

## SC ASK ALL

**P5** We would like to understand a little more about how your household's financial situation is affected by your energy bills.

Which of the following statements best describes your situation?

1. I/ my household never struggle to pay my/our energy bills
2. I/ my household sometimes struggle to pay my energy bills but I/we usually manage to keep on top of them
3. I/ my household struggle to pay my energy bills and I/we am often behind in my payments
4. I/ my household always struggle to pay my energy bills and I/we am nearly always behind in my payments
5. I/ my household would rather not say

## QHIDFUELPOOR:

**1** FUELPOOR - IF SELECT CODE 3 AND 4

**2** NOT CURRENTLY FUEL POOR – IF SELECTED CODE 1, 2 AND 5

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**S ASK ALL**

**P6** There are a wide range of factors that could mean anyone might need extra help or support from their electricity supplier during a power cut or loss of heating supply.

Do you feel that any of the following factors apply to you or anyone in your household at the moment that might mean you need extra support or help during a power cut?

*Please select at least one option (or “none of the above”) in each column*

	P6a You	P6b Others in household
1. Chronic/serious illness		
2. Medically Dependant Equipment		
3. Oxygen use		
4. Poor sense of smell		
5. Physical Impairment		
6. Unable to answer door		
7. Restricted hand movement		
8. Pensionable Age		
9. Young children aged 5 or under		
10. Blind		
11. Partially sighted		
12. Hearing /speech difficulties (including deaf)		
13. Unable to communicate in English		
14. Dementia		
15. Developmental condition		
16. Mental Health issues e.g. anxiety		
17. Not comfortable with male engineer in home without additional female presence		
18. Temporary - life change for example post hospital recovery, unemployment, infant in the house		
19. None of the above	EXCLUSIVE	EXCLUSIVE
20. Prefer not to say	EXCLUSIVE	EXCLUSIVE

**QHIDVULNERABLE:**

**1** **VULNERABLE - IF SELECT CODES 1-18 AT C7 OR AGED 65+ AT S5 OR QHIDFUELPOOR=1.**

**2** **NOT CURRENTLY VULNERABLE – IF SELECT CODE 19 at C7 AND AGED LESS THAN 65 AT S5 AND QHIDFUELPOOR=2.**

**SC ASK ALL**

**P6** Are you, or anyone in your household, registered on the ‘Extra Care Register’ or ‘Priority Service Register’ or similar? These are registers held by electricity companies that anyone can sign up to if they might need extra support in the event of a power cut or if there is disruption due to work on the electricity network.

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

We are very interested in hearing your views on our survey design.

**SC**     **ASK ALL. RANDOMISE ORDER OF STATEMENTS**

**D1**     Using the rating please let us know how you would rate each of the following:

	1 Very Bad	2	3	4	5 Very Good
Length of survey					
Ease of completion					
Ability to express my true opinion					
Overall experience					

If you have any additional feedback, please enter your comments here:

**SC**     **ASK ALL**

**D2**     Have you experienced any technical difficulties while taking the survey?

1. No
2. Yes (Please specify)

## INFO

Thank you, you have reached the end of this questionnaire, your feedback has been greatly appreciated!

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