
Appendix:

**YKY10_Yorkshire Water
customer research as
specifically quoted in
Chapter 6**



YorkshireWater

Navigating this document



This Appendices document is separate to and supports the main business plan document.

Links outside of this report

Read more links

This icon can be clicked on to link to any further documents or resources outside of this report



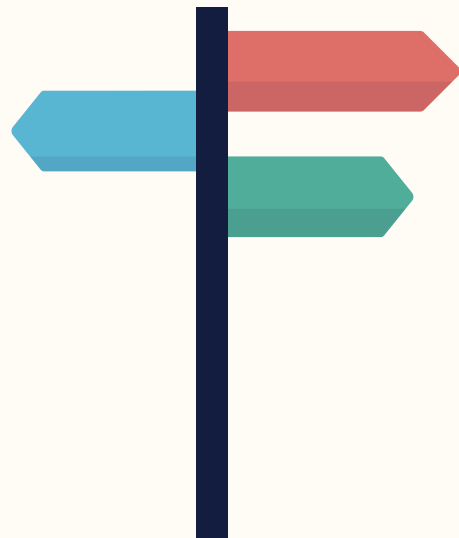
Read more about this at [websiteaddress.com](#) or link

Business plan links

This icon can be clicked on to go to the main Yorkshire Water Business Plan document where more information can be found.



More detail on this subject can be found in [Chapter 6: Customer and stakeholder engagement](#)



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1. Customer Research specifically quoted in Chapter 6

Throughout our 'customer and stakeholder engagement' chapter, we have referenced a number of key customer research studies. For ease of reference, links to all of these can be found here. For a full list of all our customer, community and stakeholder core and wider engagement carried out as part of this business planning process, including the Ofwat requested wider documentation of evidence to support each project please see our website repository of evidence:



Yorkshire Water customer research [evidence repository](#)

1.1 Valuing Water

[Valuing Water 2022 Report](#)

1.2 Yorkshire Water Channel Strategy

[PR24 - Channel Strategy Report](#)

1.3 WaterSupport Enhanced Contribution Report

[Watersupport Report](#)

1.4 Yorkshire Water BR-MeX Replica

[BR-MeX Report](#)

1.5 Willingness to pay: Estimating Customers' Willingness to Pay for Changes in Service at PR24

[PR24 Willingness to Pay Report](#)

[PR24 Benefits Transfer Report](#)

1.6 Exploring Trust

[Trust Report](#)

1.7 Impact of Covid Research Report

[Covid Impact Report](#)

1.8 Water Resources North regional customer engagement

[Water Resources North Research](#)

1.9 PSR Expert Evaluation | Inclusive Service

[PSR Evaluation 2023](#)

1.10 Customers views on Defra's Storm Overflows consultation

[Storm Overflows Consultation Research Report](#)

1.11 Drainage and Wastewater Management Plan (DWMP) Customer Research Report

[Drainage and wastewater management plan research report](#)

1.12 Affordability & Vulnerability

[Affordability & Vulnerability research report](#)

1.13 Ilkley engagement

[Ilkley Engagement Report](#)

1.14 Exploring customer views on Designated Bathing Water sites

[Designated Bathing Water Report](#)

1.15 Long-term delivery strategy research

[LTDS Report](#)

1.16 Bill Profile research

[Preferred Bill Profile Report](#)

1.17 NAVs – Ways of Working

[NAVs – Ways of Working Report](#)

1.18 Water Resources Management Plan Research

[Water Resources Management Plan Research Report](#)

1.19 Affordability and Acceptability - Ofwat

[Ofwat Affordability and Acceptability Research Report](#)

1.20 Affordability and Acceptability - Yorkshire

[Yorkshire Water Independent Affordability and Acceptability Report](#)

1.21 Ofwat/CCWater customer preferences research

[Ofwat/CCWater customer preferences research](#)

1.22 Ofwat cost of living research – wave 3

[Ofwat cost of living research - wave 3](#)

1.23 Ofwat PR24: Using collaborative customer research to set outcome delivery incentive rates

[Ofwat using collaborative customer research to set outcome delivery incentive rates](#)