

Appendix 18b: Lifestyle Research

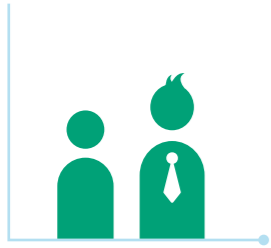


UNDERSTANDING OUR CUSTOMERS



YorkshireWater

5.29 MILLION
PEOPLE



8.2%
OF THE UK
POPULATION



YORKSHIRE

17%
OF YW
CUSTOMERS
ARE
'STARTING OUT'



2.24
MILLION
HOUSEHOLDS

YORKSHIRE WATER CUSTOMERS COME FROM ALL WALKS OF LIFE.



They're all ages, all races and all income groups. Understanding these differences will help us communicate better with our customers and make them feel Yorkshire Water is working for them.

We've carried out research with global information services provider Experian to look at all the households across the region, to creating usable customer groups that we should think about when starting any communications.

The diversity in our region means 'one size fits all' is not always the answer and people may be more receptive when communicated with in different ways.

The Yorkshire Water area contains 5.29 million people and 2.24 million households making up 8.2% of the UK population (2014 estimates).

There are areas of young, old, rural, urban, rich and poor populations and households. There are significant variations both by types of people and by the places they are concentrated in.

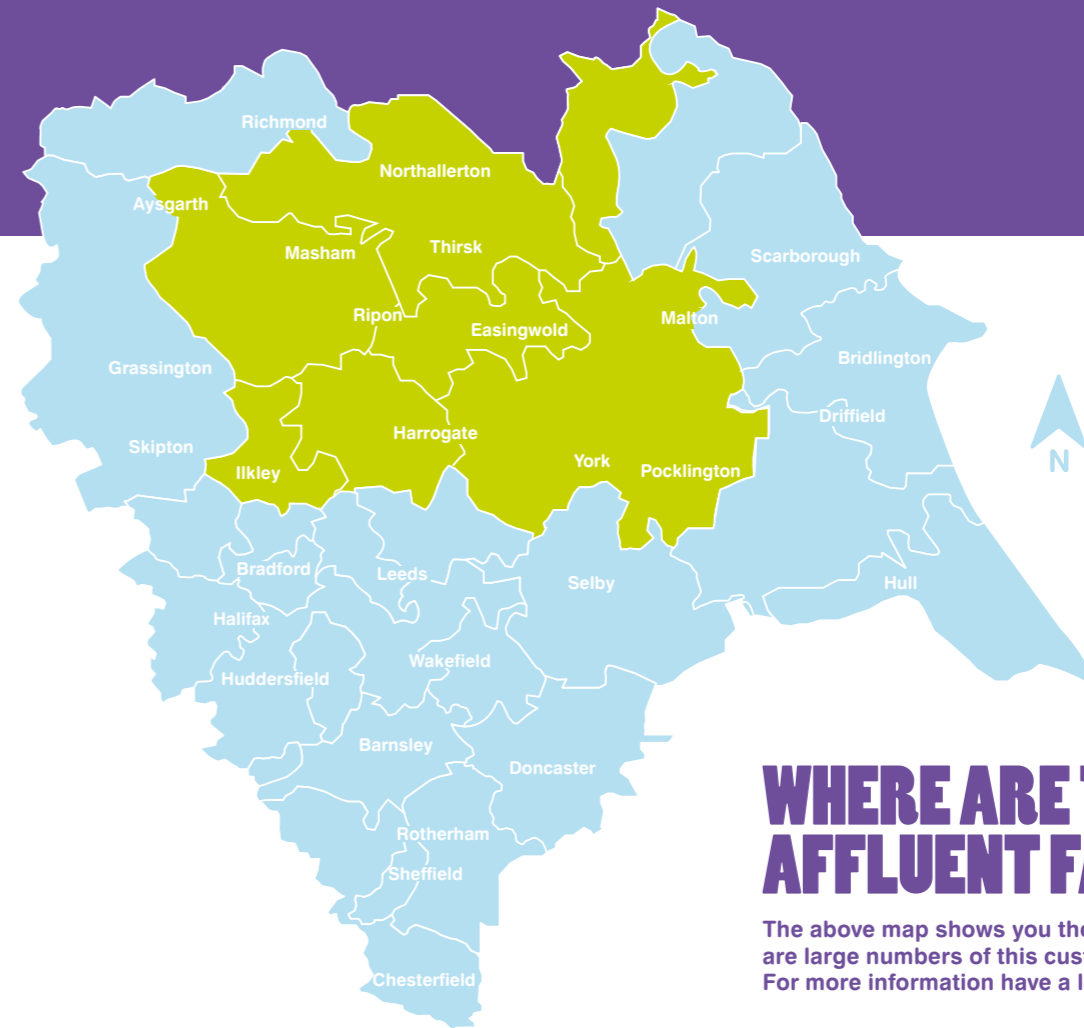
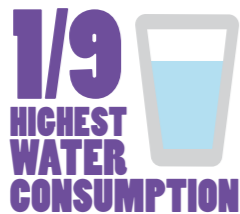
This booklet shows you what each of our customer groups are like, how they like to be communicated to and where the largest numbers of the groups live.

GROUP ONE AFFLUENT FAMILIES

12%
OF YORKSHIRE
WATER
HOUSEHOLDS



**AGED
BETWEEN
36 - 50**



WHERE ARE THE AFFLUENT FAMILIES?

The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit (page xx).

GROUP TWO SQUEEZED SINGLES

11%
OF YORKSHIRE
WATER
HOUSEHOLDS

**YOUNG
SINGLES
IN URBAN
LOCATIONS**

**LESS
AFFLUENT**

**NO
CHILDREN**

**VERY
ACTIVE
ONLINE**

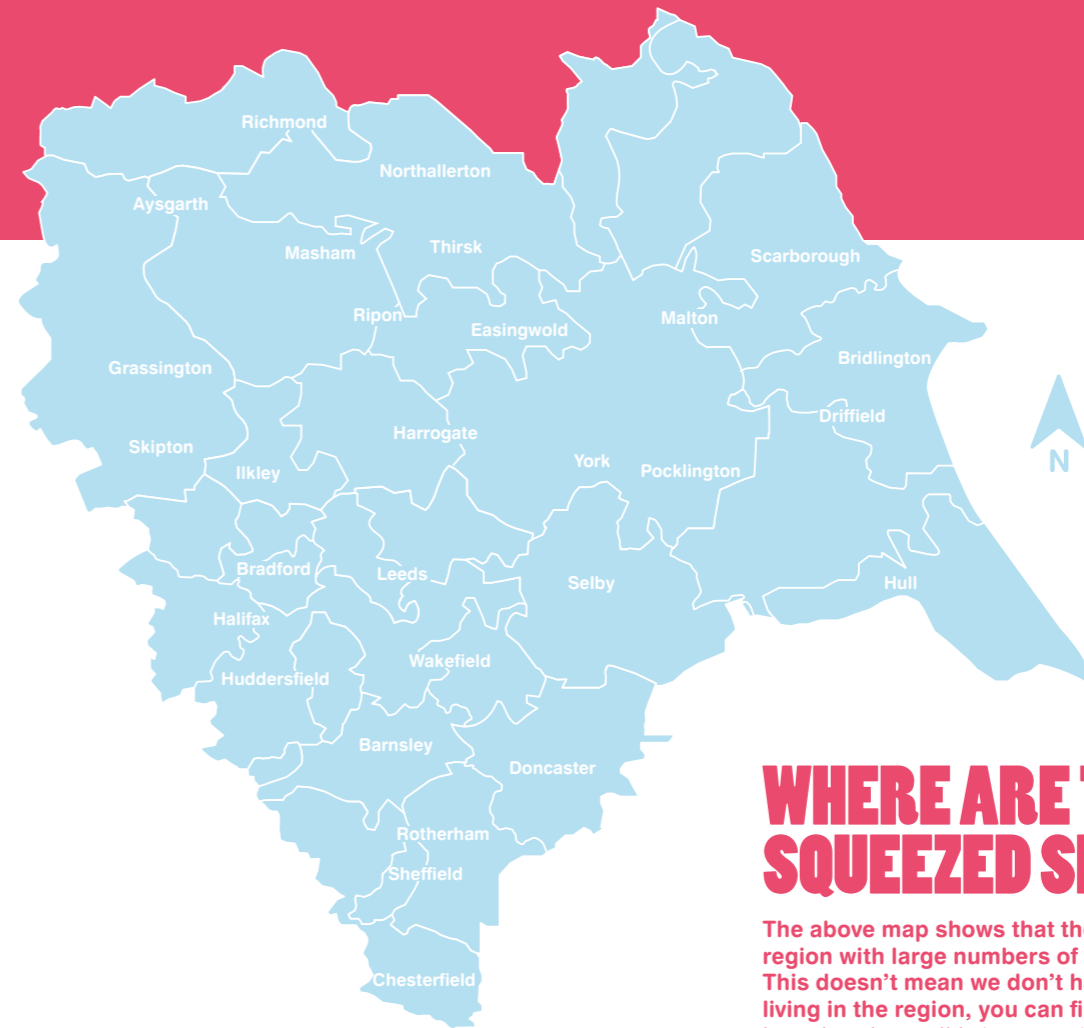
**1.6 ADULTS IN
HOUSEHOLD**

**8/9
LOW
WATER
CONSUMPTION**

**MORE
LIKELY
TO NEED
SUPPORT WITH
WATER BILLS**

**FLAT &
APARTMENT
PROPERTIES**

**BEST
CONTACTED
VIA SMS
MOBILE
PHONECALL
FACEBOOK**



WHERE ARE THE SQUEEZED SINGLES?

The above map shows that there are no areas in our region with large numbers of this customer group. This doesn't mean we don't have any of these customers living in the region, you can find out where they do live by using the toolkit (page xxx).

GROUP THREE URBAN FAMILIES

14%
OF YORKSHIRE
WATER
HOUSEHOLDS

OLDER
FAMILIES

LIKELY
TO HAVE
ADULT
CHILDREN

MIDDLING
AFFLUENCE

EARLY
ADOPTERS OF
TECHNOLOGY

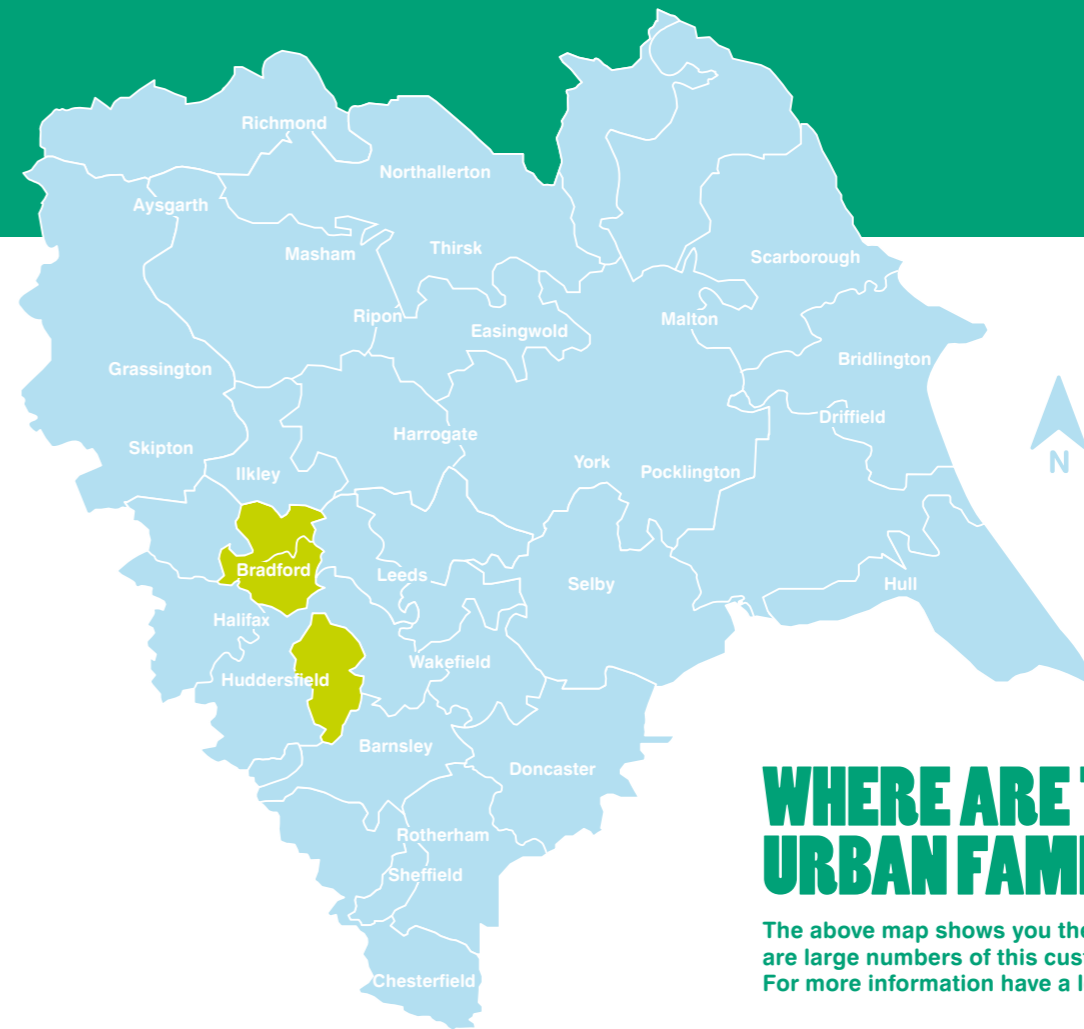
3 ADULTS IN
HOUSEHOLD

4/9
MEDIUM
WATER
CONSUMPTION

LONG
LENGTHS OF
RESIDENCY

SEMI-
DETACHED
& TERRACED
PROPERTIES

BEST
CONTACTED
VIA SMS
MOBILE
PHONECALL
& TWITTER



WHERE ARE THE URBAN FAMILIES?

The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit (page xx).

GROUP FOUR URBAN SINGLES

5%
OF YORKSHIRE
WATER
HOUSEHOLDS

**SINGLES
& HOME-SHARERS
IN CITY
& TOWN CENTRE
LOCATIONS**


**AGED
BETWEEN
18 - 35**

NO 
CHILDREN


**HEAVY
SOCIAL MEDIA
USERS**

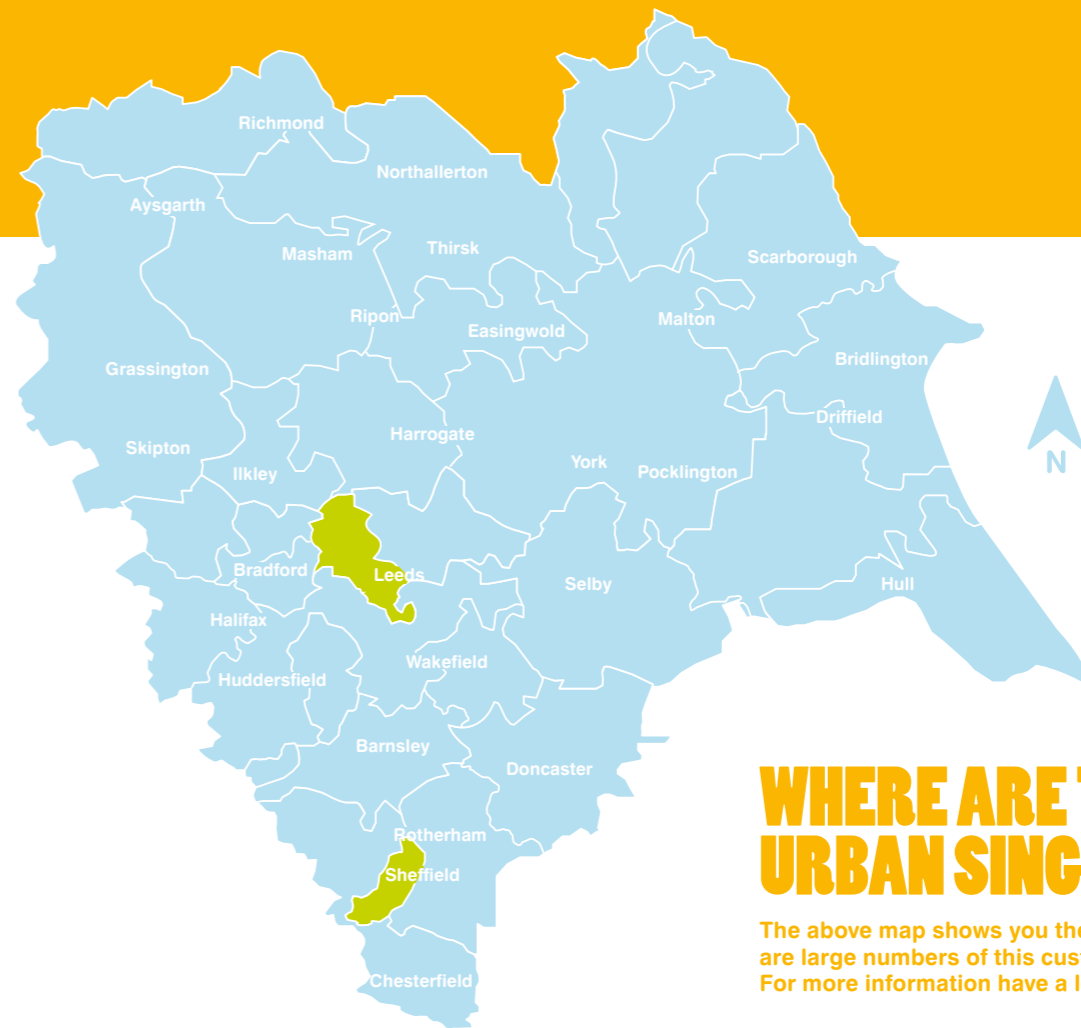

**BEST
CONTACTED
VIA SMS
MOBILE
PHONECALL
FACEBOOK**


**2 ADULTS IN
HOUSEHOLD**

6/9 
**MEDIUM
WATER
CONSUMPTION**

**WELL
EDUCATED** 

**FLAT &
APARTMENT
PROPERTIES**

WHERE ARE THE URBAN SINGLES?

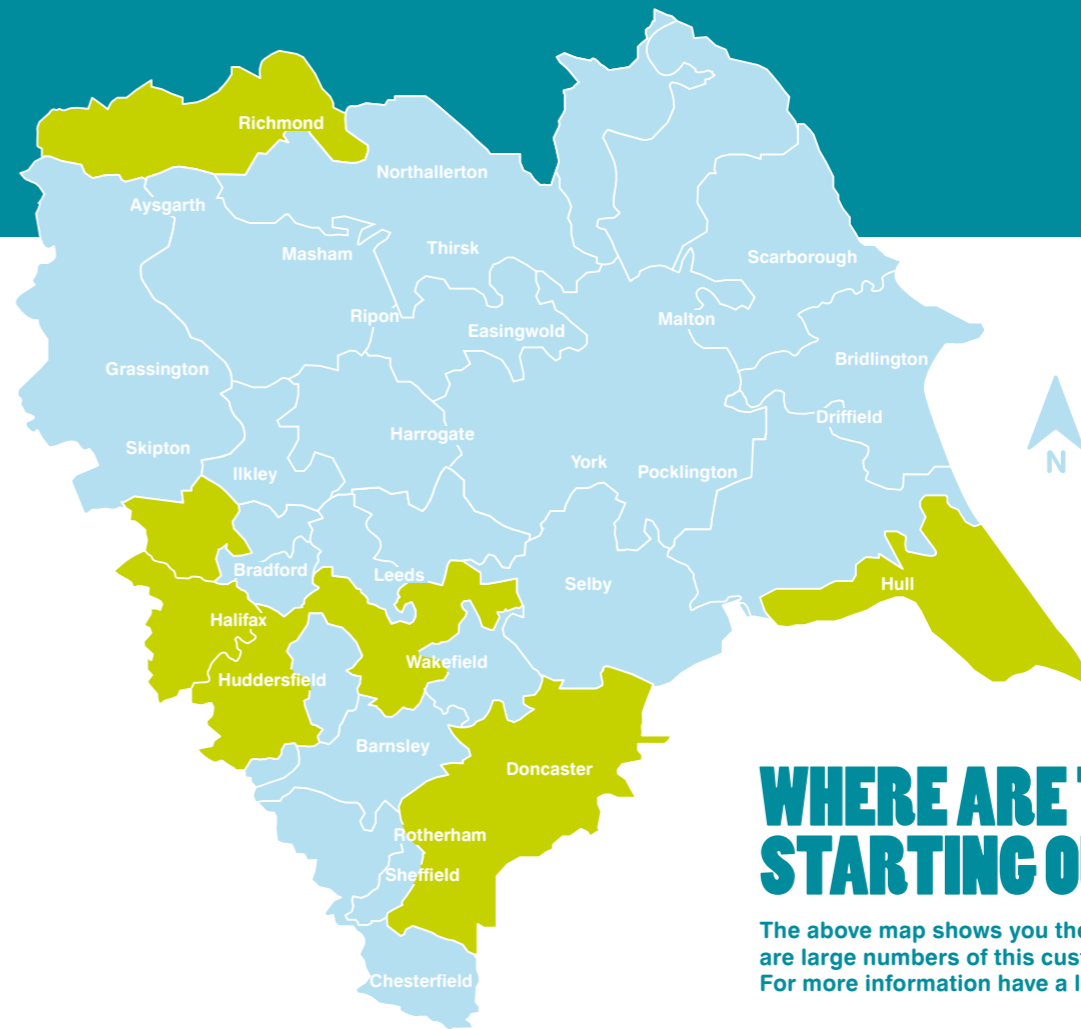
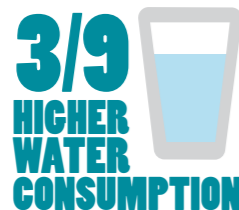
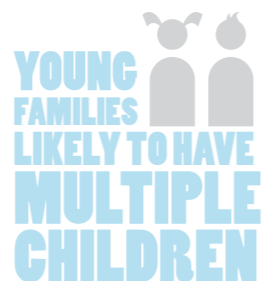
The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit (page xx).

GROUP FIVE STARTING OUT

17%
OF YORKSHIRE
WATER
HOUSEHOLDS



**AGED
BETWEEN
18 - 35**



WHERE ARE THE STARTING OUT?

The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit (page xx).

GROUP SIX RETIREMENT LIVING

15%
OF YORKSHIRE
WATER
HOUSEHOLDS



**ELDERLY
TYPICALLY SINGLE
OR MARRIED
RETIRES**



**NOT
ADAPTERS OF
TECHNOLOGY**

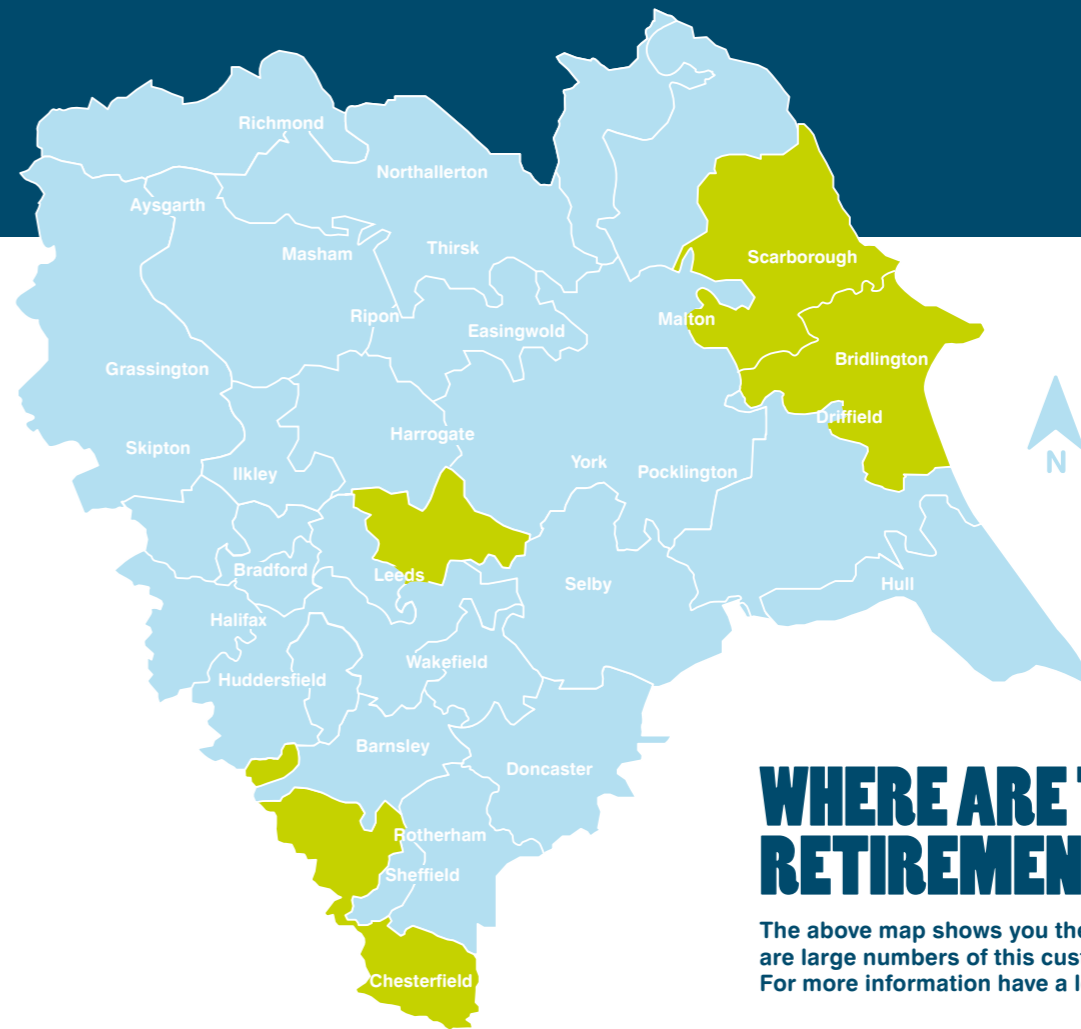
**1.5 ADULTS IN
HOUSEHOLD**

**7/9
LOWER
WATER
CONSUMPTION**

**LONG
LENGTHS OF
RESIDENCY**

**BUNGALOW
PROPERTIES**

**BEST
CONTACTED
VIA LANDLINE
OR POST**



WHERE ARE THE RETIREMENT LIVING?

The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit (page xx).

GROUP SEVEN EMPTY NESTERS

7%
OF YORKSHIRE
WATER
HOUSEHOLDS



OLDER
FAMILIES
CHILDREN HAVE LEFT HOME



EARLY
ADOPTERS OF
TECHNOLOGY

PREFER
NO
CONTACT BUT BEST
VIA EMAIL
OR FACEBOOK

1.6 ADULTS IN
HOUSEHOLD

5/9
MEDIUM
WATER
CONSUMPTION

LONG
LENGTHS OF
RESIDENCY

SEMI-
DETACHED
PROPERTIES

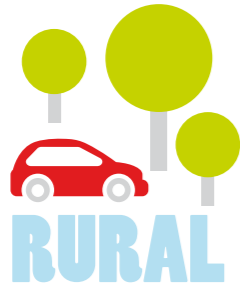


WHERE ARE THE EMPTY NESTERS?

The above map shows that there are no areas in our region with large numbers of this customer group. This doesn't mean we don't have any of these customers living in the region, you can find out where they do live by using the toolkit [\(page xxx\)](#).

GROUP EIGHT RURAL RETIREES

6%
OF YORKSHIRE
WATER
HOUSEHOLDS



TYPICALLY
AGED
60+

CHILDREN
HAVE
LEFT HOME

NOT
EARLY
ADOPTERS OF
TECHNOLOGY
INACTIVE ON SOCIAL MEDIA

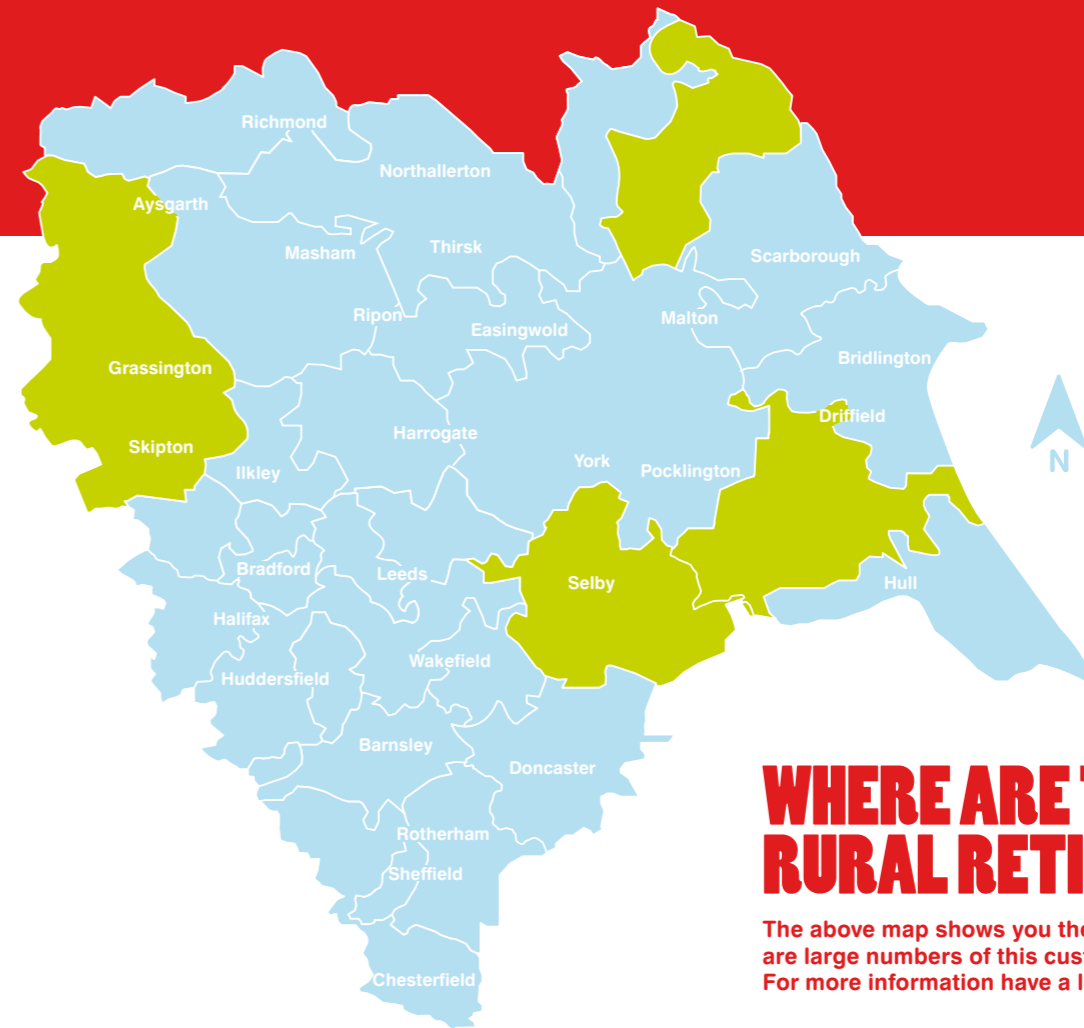
1.9 ADULTS IN
HOUSEHOLD

2/9
HIGH
WATER
CONSUMPTION

AFFLUENT
RETIREES

DETACHED
PROPERTIES

PREFER
NO
CONTACT
BUT BEST VIA
POST



WHERE ARE THE RURAL RETIREES?

The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit (page xx).

GROUP NINE GREY SINGLES

13%
OF YORKSHIRE
WATER
HOUSEHOLDS

THE OLDEST
ARE LIKELY TO BE IN
**SHARED
HOMES
OR FACILITIES**

**MIDDLE
AGED
& ELDERLY
SINGLES**


**VULNERABLE
DUE TO LIMITED
FINANCIAL RESOURCES**


**NOT
ADOPTERS OF
TECHNOLOGY**

 
**BEST
CONTACTED
VIA LANDLINE
FACEBOOK
OR POST**


**1.6 ADULTS IN
HOUSEHOLD**

9/9 
**LOWEST
WATER
CONSUMPTION**


**RECEIVE
BENEFITS**

**PURPOSE BUILT
FLAT &
APARTMENT
PROPERTIES**




WHERE ARE THE GREY SINGLES?

The above map shows you the areas where there are large numbers of this customer group living. For more information have a look at the toolkit [\(page xx\)](#).

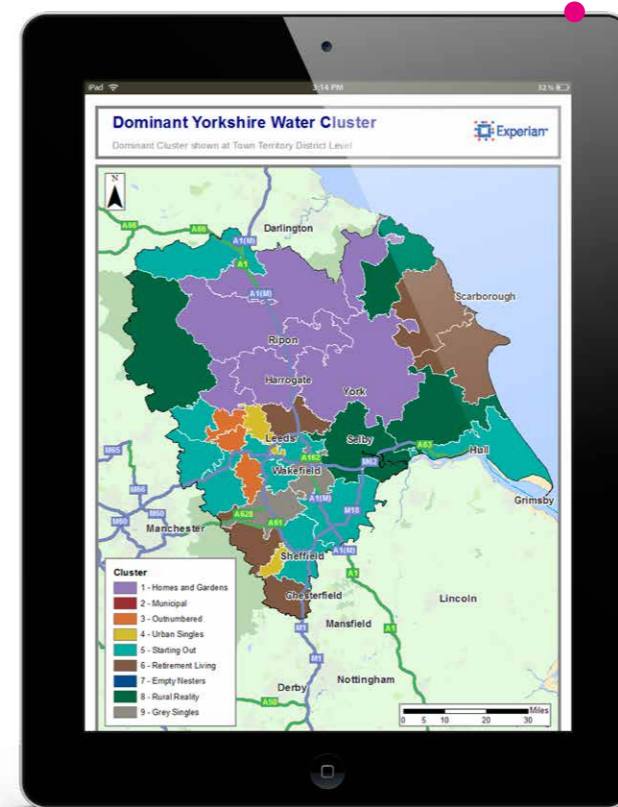
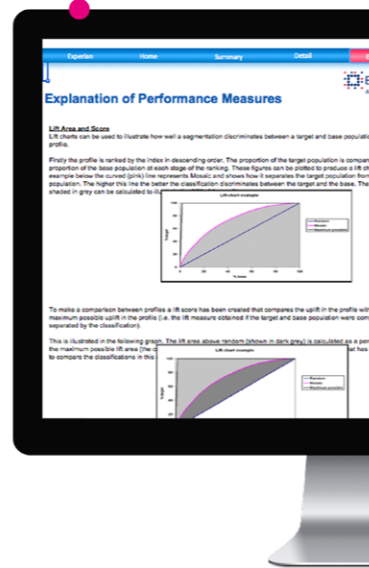
CUSTOMER CHANNEL FRAMEWORK

Use this diagram to show you in a snap shot which channel to consider using in which area.
Have a look at peoples environmental attitudes to see how you could shape your messages.

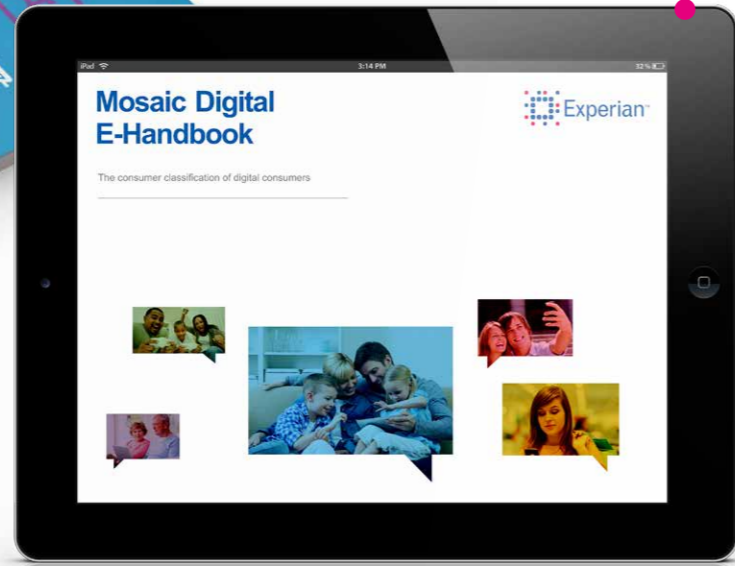
Customer Group	Channel								Location	Environmental Attitudes										
	SMS	Mobile Call	Landline	Email	Facebook	Twitter	Post	Not at all		There is too much concern with the environment	Pay more for environmentally-friendly products	People have a duty to recycle	Would make compromises to help environment	Take positive steps to reduce energy	Climate change is too far in future to care	Environmentally friendly If economical	Don't leave tap brushing whilst brushing teeth	Recycle	Cut down on water	
Affluent Families				x	x	x			14 - Harrogate 23 - Ripon 34 - York 12 - Gusbrough 21 - Northallerton 16 - Ilkley		x				x				x	x
Squeezed Singles	x	x			x	x									x					
Urban Families	x	x				x			10 - Dewsbury 4 - Bradford 29 - Shipley	x						x				
Urban Singles	x	x			x	x			27 - Sheffield Central 19 - Leeds Central		x		x							
Starting Out	x			x	x	x			18 - Kingston Upon Hull 11 - Doncaster 24 - Rotherham 32 - Waterthorpe Sheffield 7 - Castleford 1 - Batham Grove, Leeds 31 - Wakefield 17 - Keighley 13 - Halifax 15 - Huddersfield 9 - Darlington											
Retirement Living			x				x	x	5 - Bridlington 25 - Scarborough 20 - Leeds Cross Gates 28 - Sheffield Hillsborough 8 - Chesterfield						x	x			x	
Empty Nesters				x	x			x				x	x	x			x	x	x	x
Rural Retirees							x - note only if have to	x	3 - Beverley 26 - Selby 30 - Skipton 33 - Whitby											x
Grey Singles			x		x		x	x	2 - Barnsley 22 - Pontefract							x				

UNDERSTANDING OUR CUSTOMERS TOOLKIT

Use the interactive spreadsheet to find out loads more details about our customer groups and which other groups also need to be considered in an area.



Using our GIS system, you can select a specific area and see what is the dominant customer group living there. All you need to do is xxxxxxx



If you are just loving finding out more about our customers then check out these handy guides in the toolkit to give you even more detail.

WANT TO RUN A BESPOKE PROJECT?

If you think that you could benefit from understanding the customers in a specific area even more then please get in touch with the marketing, campaigns and media team who will be able to put you in touch with the right people. Just drop us an email at xxxx



YorkshireWater