# Appendix 7k: Understanding our Customers









#### 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.

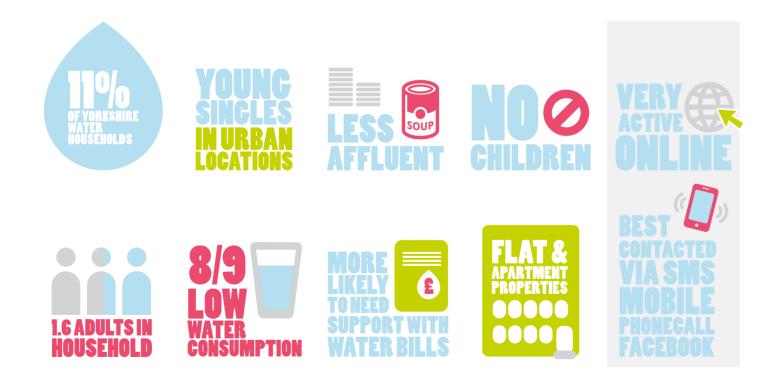
#### **CROUP ONE**





#### WHERE ARE THE **AFFLUENT FAMILIES?**

# **CROUP TWO**





#### 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).

## **CROUP THREE** RRAN FAMILIES





#### WHERE ARE THE **URBAN FAMILIES?**

# **CROUP FOUR RBANSINGLES**





# LY\_

# **GROUP FIVE STARTING OUT**





#### WHERE ARE THE **STARTING OUT?**

# **CROUP SIX** EMENT LIVING







#### WHERE ARE THE **RETIREMENT LIVING?**

# **CROUP SEVEN MPTY NESTERS**

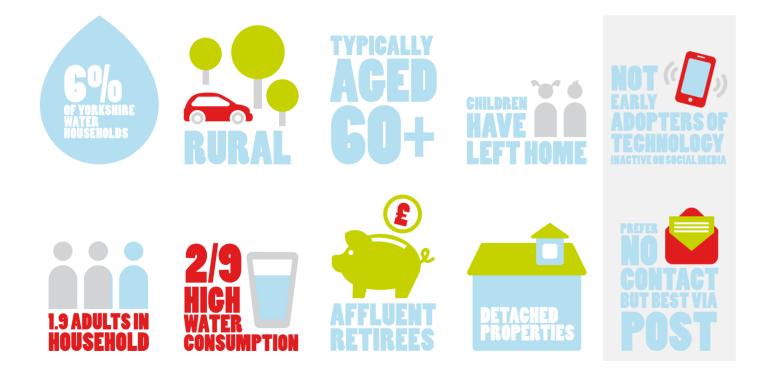




#### WHERE ARE THE **EMPTY NESTERS?**

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).

# **CROUP EICHT** URAL RETIRES





#### WHERE ARE THE **RURAL RETIREES?**

# **CROUP NINE** EVSINGLES





#### WHERE ARE THE **GREY SINGLES?**

### **CUSTOMER CHANNEL FRAMEWORK**

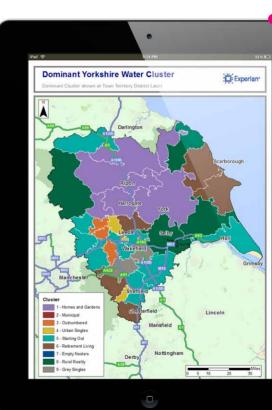
Customer Group	Channel								Location	Environmental Attitudes								
	SMS	Mobile Call	Landline	Email	Facebook	Twitter	Post	Not at all		There is too much concern with the environment	Pay more for environmentally- friendly products	People have a duty to recycle	Would make compromises to help environment	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 - Gusiborough 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
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

Target					1499 C
UK	Yorkshire Water		0	Variable Performance	Experia
Deperies		Home		Summary Detail	Explanations
Variable Name	TWD	Lift Area		Variable Descri	ption
Mosaic UK Type (H)	28	64%	28%	Mosaic UK Type	
Property Council Taxation (H)		65%	20%	Property Council Taxation is a boundhold level segmentation based on actual council to	a bands for the wast majority of residencial properties in England, Wal
Affuence v2 (H)	22	60%	20%	The person level some is taken from above and somed into percentiles (100 hands), the 20 head value.	
Residence Type 2011 (H)	10.00	57%			perty is terraced, semi-detached, detached, a flat or a bungelow
Green Segments (H)	14	56%	1767	neventer appente a neventeren ever universite versitet universitet werden werden appen GeeenAware provides a portfolio of actionable consumer segmentation that gives a con- stitudes.	plete picture of every UK household's carbon floriprint, behaviour an
Household Income 2011 - Band (H)	54	56%		Roughold Income identifies the likely incuchold morme at an address.	
Property Type 2011-040	14	59%	115	Property Type is a hexaehold level variable that identifies the type of helding of an ad-	ires
Number of Adults in Household (H)		53%	7%	The number of adults within the household.	
Outstanding Motigage 2011 (H)	7	53%	75	Outstanding Mortgage identifies the value of the outstanding mortgage at an address	
Property Age (h)	9 00	53%	45	Property Age is a bearehold level variable that identifies when a property was built.	
Water Poverty Flag (H)		52%		Water powerty Flag. Derived from water consumption, representative unit prices and is	
Housenold Composition - Coarse (H)	5	52%	4%	Reusehold Composition is a bousehold level demographic variable that identifies the ty	pe of family living at an address
No Full Time Earner in Household (H)	5	51%	- 65	This variable was developed as part of the FSS variable build. This variable was produced by identifying these bouseholds which had no full time car	
Servere 2011 (H)	5	51%	3%	ferure is a household level demographic variable that identifies whether a property is a	where occupied, council bousing association or privately rented
Unestage (H)	- 4 -	52%	3%	ifestage is a boushold level demographic segmentation that shows the combined stag	er of life and family status.
Number of Bedrooms (H)	5	51%	2%	Number of Bedworns is a household level variable which estimates the number of bed movy to avoid in the assessment of the vise of a moments.	soms in any given property. Number of Bedrooms also provides a co-
Family Lifestage 2011 (H)	5	51%	35	family Lifestage is a household level demostraphic segmentation that shows the combi-	red stage of life and family status, including children
Age (P)	4	51%			
Presence of children 12-17 2011 (H)	4	51%	2%	Presence of Children is a set of household level demographic variables that identifies p	resence of children in a household. This variable identifies if children
Presence of Young Person (H)	3	51%	2%	gen i zw. v. ywer zwe in sie oboordine. Province of Young Person at address is a yes / no flag which identifies bouseholds whe scremi who set as head of household.	re it is possible to identify a young adult living with other adults (poss
Lendh of Residency - Ceanse (H)	- 3	51%	2	At branchold level. Length of Revidency identifies the length of time that the longest ru	roling head of household has been at the same address
Households with children 2011 (H)	2	51%	25	Prevence of Children is a set of household level demographic variables that identifies p whether there are likely to be children (aged 0-17 years) in the household.	resence of children in a boundhold. Howebolds with Children identifi
Number of children 2011 (H)	2	51%	1%	whether there are 18672 to be children (aged 0–17 years) in the household. Presence of Children is a set of household level demographic variables that identifies p Refy number of children in the household (us to 4 olica).	resence of children in a bouschold. Number of Children identifies the
Presence of children 0-4 2011 (H)	2	50%	1%	anty number of estimates in the boostness (up to 4 pixe). Presence of Children is a set of household level demographic variables that identifies p and 0 to 6 years. The in the boosthold.	resence of children in a broachold. This variable identifies if children
Presence of Elderly Parent (H)		50%		Presence of Edderly Parent at address is a yes / no flag which identifies households whe as brief of household.	
Presence of children 5-11 2011 (H)	0	50%	0%	Description of the second s	resence of children in a boundhold. This variable identifies if children
Lone Parent (H)		50%	25	get 7 is its years (we in the inductions. Long Parent at address is a ves / no flag which identifies bousdelide containing a single	r nemi vilo deletra.
Mosaic UK Group (H)		0%		Monais UK Geoup	
12		_		1	
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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.



Exp

Explanation of Performance Measures

It did not not the second seco

To make a comparison hences purples a lit score has been reased that compares the up/lit in the purple with the reasonable comparison hences purples (a.f. the lit measure obtained if the larged and base poculation were compared to the purple comparison of the larged and base poculation were compared.

This is illustrated in the following graph. The lift area above random (shown in dark grey) is calculated as a po the maximum neechie III area (the of the state of the state

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

