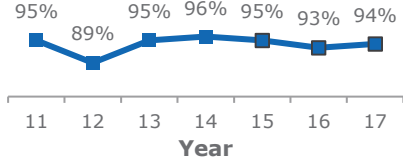
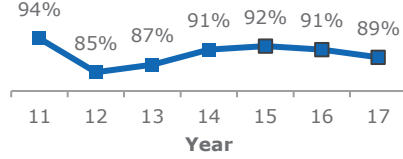
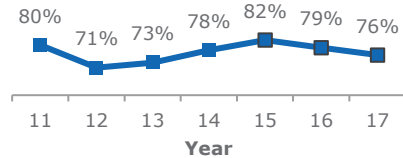
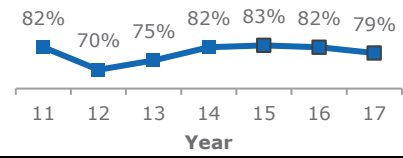
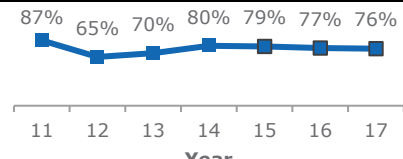
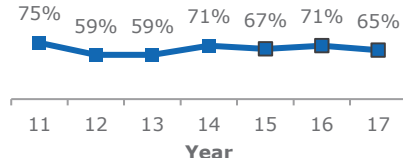
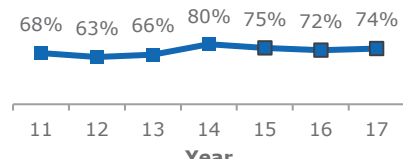

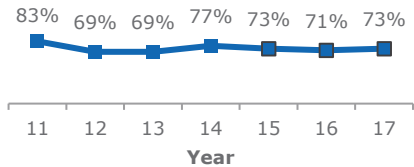
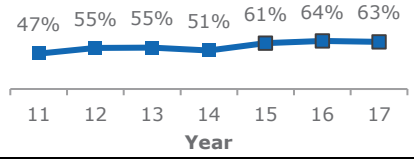
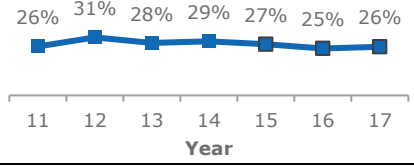
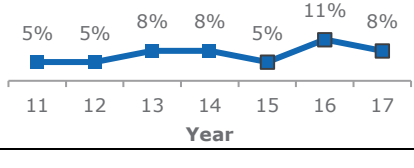
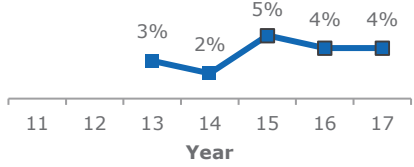
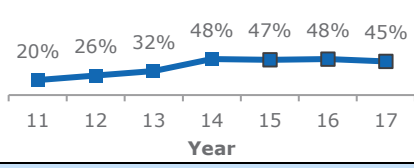
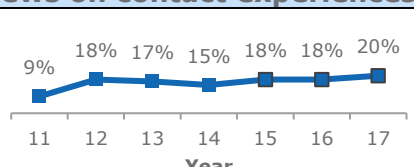
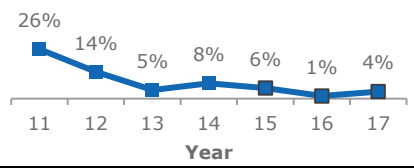
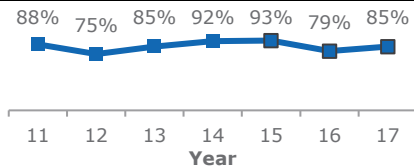
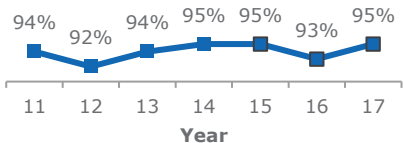
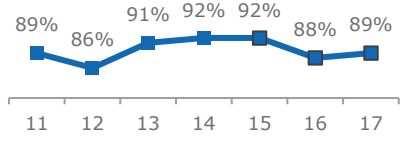
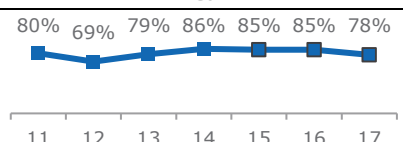
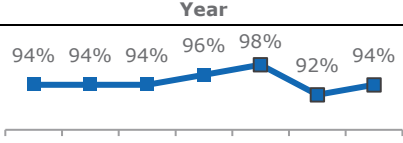
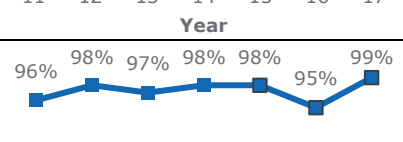
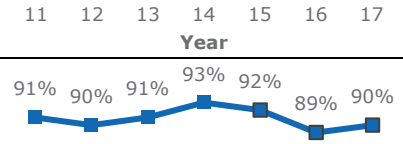
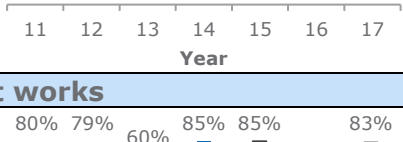
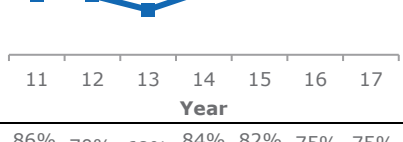
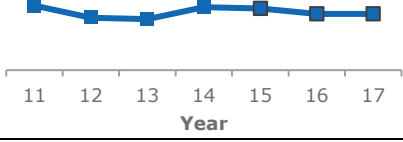
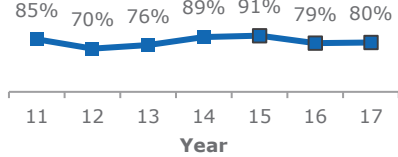
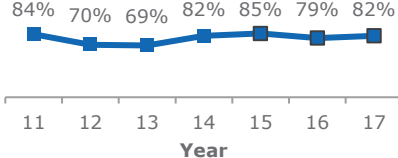
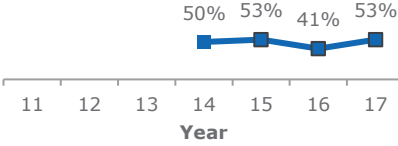


Appendix 7d: WaterSupport Customer Survey Results

Results for Yorkshire Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																
Satisfaction with water and sewerage services																			
Overall satisfaction with water supply (Sample size: 400) ²	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>95%</td><td>89%</td><td>95%</td><td>96%</td><td>95%</td><td>93%</td><td>94%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	95%	89%	95%	96%	95%	93%	94%	86% to 96% Average: 91%	
Year	11	12	13	14	15	16	17												
Percentage	95%	89%	95%	96%	95%	93%	94%												
Overall satisfaction with sewerage services (Sample size: 377)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>94%</td><td>85%</td><td>87%</td><td>91%</td><td>92%</td><td>91%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	94%	85%	87%	91%	92%	91%	89%	82% to 92% Average: 87%	
Year	11	12	13	14	15	16	17												
Percentage	94%	85%	87%	91%	92%	91%	89%												
Satisfaction with value for money																			
Satisfied with value for money of water services (Sample size: 389)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>80%</td><td>71%</td><td>73%</td><td>78%</td><td>82%</td><td>79%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	80%	71%	73%	78%	82%	79%	76%	54% to 82% Average: 72%	
Year	11	12	13	14	15	16	17												
Percentage	80%	71%	73%	78%	82%	79%	76%												
Satisfied with value for money of sewerage services (Sample size: 369)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>82%</td><td>70%</td><td>75%</td><td>82%</td><td>83%</td><td>82%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	82%	70%	75%	82%	83%	82%	79%	58% to 84% Average: 75%	
Year	11	12	13	14	15	16	17												
Percentage	82%	70%	75%	82%	83%	82%	79%												
Views on fairness and affordability of charges																			
Agree water and sewerage charges are affordable (Sample size: 396)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>87%</td><td>65%</td><td>70%</td><td>80%</td><td>79%</td><td>77%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	87%	65%	70%	80%	79%	77%	76%	61% to 81% Average: 74%	
Year	11	12	13	14	15	16	17												
Percentage	87%	65%	70%	80%	79%	77%	76%												
Agree charges are fair (Sample size: 380)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>75%</td><td>59%</td><td>59%</td><td>71%</td><td>67%</td><td>71%</td><td>65%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	75%	59%	59%	71%	67%	71%	65%	39% to 67% Average: 61%	
Year	11	12	13	14	15	16	17												
Percentage	75%	59%	59%	71%	67%	71%	65%												
Integrity																			
Agree company cares about service given to customers (Sample size: 372)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>68%</td><td>63%</td><td>66%</td><td>80%</td><td>75%</td><td>72%</td><td>74%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	68%	63%	66%	80%	75%	72%	74%	61% to 79% Average: 69%	
Year	11	12	13	14	15	16	17												
Percentage	68%	63%	66%	80%	75%	72%	74%												
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 396)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Score</th><td>7.39</td><td>7.28</td><td>7.45</td><td>7.89</td><td>8.05</td><td>7.72</td><td>7.99</td></tr> </table>	Year	11	12	13	14	15	16	17	Score	7.39	7.28	7.45	7.89	8.05	7.72	7.99	7.17 to 8.15 Average: 7.67	Upward 7-year trend
Year	11	12	13	14	15	16	17												
Score	7.39	7.28	7.45	7.89	8.05	7.72	7.99												

Results for Yorkshire Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																
Awareness of consumer rights and responsibilities																			
Likely to contact company if worried about paying bill (Sample size: 385)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>83%</td><td>69%</td><td>69%</td><td>77%</td><td>73%</td><td>71%</td><td>73%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	83%	69%	69%	77%	73%	71%	73%	65% to 80% Average: 72%	Downward 7-year trend
Year	11	12	13	14	15	16	17												
Percentage	83%	69%	69%	77%	73%	71%	73%												
Aware of free meter option (Sample size: 164*) ³	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>47%</td><td>55%</td><td>55%</td><td>51%</td><td>61%</td><td>64%</td><td>63%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	47%	55%	55%	51%	61%	64%	63%	63% to 80% Average: 69%	Upward 7-year trend
Year	11	12	13	14	15	16	17												
Percentage	47%	55%	55%	51%	61%	64%	63%												
Aware of option to go back to rateable value charge within 12 months (Sample size: 164*) ³	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>26%</td><td>31%</td><td>28%</td><td>29%</td><td>27%</td><td>25%</td><td>26%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	26%	31%	28%	29%	27%	25%	26%	20% to 37% Average: 28%	
Year	11	12	13	14	15	16	17												
Percentage	26%	31%	28%	29%	27%	25%	26%												
Aware of WaterSure tariff (Sample size: 400*)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>5%</td><td>5%</td><td>8%</td><td>8%</td><td>5%</td><td>11%</td><td>8%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	5%	5%	8%	8%	5%	11%	8%	5% to 18% Average: 9%	Upward 7-year trend
Year	11	12	13	14	15	16	17												
Percentage	5%	5%	8%	8%	5%	11%	8%												
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 400*) ⁴	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>3%</td><td>2%</td><td>5%</td><td>4%</td><td>4%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	3%	2%	5%	4%	4%			3% to 7% Average: 5%	
Year	11	12	13	14	15	16	17												
Percentage	3%	2%	5%	4%	4%														
Aware of Priority Services. (Sample size: 400*) ⁵	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>20%</td><td>26%</td><td>32%</td><td>48%</td><td>47%</td><td>48%</td><td>45%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	20%	26%	32%	48%	47%	48%	45%	37% to 52% Average: 43%	Upward 7-year trend
Year	11	12	13	14	15	16	17												
Percentage	20%	26%	32%	48%	47%	48%	45%												
Satisfaction with and views on contact experiences																			
Contacted water company with query in last 12 months (Sample size: 400*)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>9%</td><td>18%</td><td>17%</td><td>15%</td><td>18%</td><td>18%</td><td>20%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	9%	18%	17%	15%	18%	18%	20%	14% to 20% Average: 18%	Upward 7-year trend
Year	11	12	13	14	15	16	17												
Percentage	9%	18%	17%	15%	18%	18%	20%												
Reason for contacting water company was to complain (Sample size: 80 who made contact)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>26%</td><td>14%</td><td>5%</td><td>8%</td><td>6%</td><td>1%</td><td>4%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	26%	14%	5%	8%	6%	1%	4%	0% to 11% Average: 4%	Downward 7-year trend
Year	11	12	13	14	15	16	17												
Percentage	26%	14%	5%	8%	6%	1%	4%												
Satisfaction with way query handled (Sample size: 80 who made contact)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><th>Percentage</th><td>88%</td><td>75%</td><td>85%</td><td>92%</td><td>93%</td><td>79%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	Percentage	88%	75%	85%	92%	93%	79%	85%	70% to 90% Average: 81%	
Year	11	12	13	14	15	16	17												
Percentage	88%	75%	85%	92%	93%	79%	85%												

Results for Yorkshire Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 398)		86% to 95% Average: 92%	
Satisfied with taste and smell (Sample size: 393)		81% to 93% Average: 87%	
Satisfied with hardness/softness (Sample size: 381)		45% to 92% Average: 69%	Significant decrease between 2016 and 2017
Satisfied with safety (Sample size: 390)		86% to 97% Average: 92%	
Satisfied with reliability of supply (Sample size: 400)		94% to 99% Average: 97%	Significant increase from 2016 to 2017
Satisfied with water pressure (Sample size: 400)		81% to 91% Average: 87%	
A sewerage system that works			
Correctly identify items that should not be disposed of down the toilet, sink or drain (Sample size: 400*) ⁶		82% to 90% Average: 84%	
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 310)		70% to 82% Average: 77%	
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 323)		73% to 87% Average: 81%	

Results for Yorkshire Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 391)	 <table border="1"> <caption>Satisfaction with waste water cleaning</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>85%</td></tr> <tr><td>12</td><td>70%</td></tr> <tr><td>13</td><td>76%</td></tr> <tr><td>14</td><td>89%</td></tr> <tr><td>15</td><td>91%</td></tr> <tr><td>16</td><td>79%</td></tr> <tr><td>17</td><td>80%</td></tr> </tbody> </table>	Year	Percentage	11	85%	12	70%	13	76%	14	89%	15	91%	16	79%	17	80%	67% to 85% Average: 79%	
Year	Percentage																		
11	85%																		
12	70%																		
13	76%																		
14	89%																		
15	91%																		
16	79%																		
17	80%																		
Satisfied with company actions to minimise sewer flooding (Sample size: 302)	 <table border="1"> <caption>Satisfaction with sewer flooding actions</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>84%</td></tr> <tr><td>12</td><td>70%</td></tr> <tr><td>13</td><td>69%</td></tr> <tr><td>14</td><td>82%</td></tr> <tr><td>15</td><td>85%</td></tr> <tr><td>16</td><td>79%</td></tr> <tr><td>17</td><td>82%</td></tr> </tbody> </table>	Year	Percentage	11	84%	12	70%	13	69%	14	82%	15	85%	16	79%	17	82%	67% to 85% Average: 79%	
Year	Percentage																		
11	84%																		
12	70%																		
13	69%																		
14	82%																		
15	85%																		
16	79%																		
17	82%																		
Likelihood to recommend as a provider of water and sewerage services																			
Extremely likely to recommend the company to friends and family as a provider (Sample size: 388) ^{4,7}	 <table border="1"> <caption>Likelihood to recommend the company</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>14</td><td>50%</td></tr> <tr><td>15</td><td>53%</td></tr> <tr><td>16</td><td>41%</td></tr> <tr><td>17</td><td>53%</td></tr> </tbody> </table>	Year	Percentage	14	50%	15	53%	16	41%	17	53%	30% to 55% Average: 43%	Significant increase between 2016 and 2017						
Year	Percentage																		
14	50%																		
15	53%																		
16	41%																		
17	53%																		

Regional sample profile for Yorkshire Water	(Sample size: 400*)
Gender	
Male	47%
Female	53%
Age	
18-29	4%
30-44	22%
45-59	35%
60-74	26%
75+	14%
SEC	
Higher managerial, administrative & professional occupations	39%
Intermediate occupations	23%
Routine & manual occupations	25%
Never worked and long-term unemployed/ Full-time students	13%
Water meter	
Proportion having a water meter	55%

- Statistical reliability on sample size of 400 is $\pm 2.94\%$ at 10%/90%, $\pm 4.49\%$ at 30%/70% and $\pm 4.90\%$ at 50%.

¹ Average (mean) proportion for all WaSCs based on weighted data. All other data is unweighted

² Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *

³ Question filtered on unmetered households as per the main report.

⁴ Question not asked in all years.

⁵ Question wording changed in 2014.

⁶ Tissues (eg. Kleenex) removed from the prompted list in 2015. Previous years' results have been recalculated based on respondents *only* mentioning tissues and nothing else being reallocated as none of these.

⁷ Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.