* All questions, (including prompts for interviewers/respondents e.g. 'Tick all that apply') are formatted with the 'Question' style in blue.
* All responses are formatted using 'Response' style in red.
* Instructions (i.e. routing instructions) are formatted using the  
  'Instruction' style in black.

Yorkshire Water WTP Survey 2022 - (HH) Main Version

This survey is being conducted by Qa Research, an independent research company on behalf of Yorkshire Water.

Every 5 years, all water companies have to submit a business plan to Ofwat (the government regulator who oversees the water industry). The plan sets out targets for the various water and wastewater services you receive and outlines what the company can charge customers in their bills to help it meet these targets. This survey asks for your views on what level of service Yorkshire Water should provide and how much you’d be prepared to pay for this.

**The survey should take around 20 minutes.**

You can complete it on a smartphone and it works best in landscape.

This survey will be carried out according to the Market Research Society’s Code of Conduct and all the answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act and GDPR legislation

No personal information about you will be passed to Yorkshire Water at any stage or to any third party. You can read more about how your Personal Data is protected here ([*https://www.qaresearch.co.uk/privacy/*](https://www.qaresearch.co.uk/privacy/)*)*

Please click on the arrow to start the questionnaire.

*NEXT SCREEN*

To ensure we survey a representative spread of people across the region we would first like to ask some questions about you.

ASK ALL

S1. Do you, or any of the people you live with, work for Yorkshire Water?

SINGLECODE

Yes ***– THANK AND CLOSE***

No

**S2. Please tell us the first part of your postcode. For example, if your postcode is BD6 2LZ, please just write in BD6 below.**

**We will only use your postcode for analysis purposes to understand how customers in different areas answer and it will not be used to identify you.**

***WRITE IN***

**S3. Which local authority (local council) do you pay council tax to for your home?**

**If you don’t pay council tax, please tick the one you would pay if you did.**

**TICK ONE ONLY**

***SINGLECODE***

Barnsley

Bradford

Calderdale

Chesterfield

Craven

Doncaster

East Riding of Yorkshire

Hambleton

Harrogate

Hull

Kirklees

Leeds

Rotherham

Richmondshire

Ryedale

Selby

Scarborough

Sheffield

Wakefield

York

Don’t know

CHECK QUOTAS – YW REGION

S4. Which water company does your household pay its water and sewerage bill to?

NOTE: If you pay two companies, one for drinking water and one for sewerage, please select the 'Pay two water companies’ option below. TICK ONE ONLY

SINGLECODE

Anglian Water ***– THANK AND CLOSE***

Northumbrian Water ***– THANK AND CLOSE***

United Utilities ***– THANK AND CLOSE***

Yorkshire Water

Severn Trent ***– THANK AND CLOSE***

Another water company ***– THANK AND CLOSE***

Pay two water companies ***– THANK AND CLOSE***

Don’t know ***– THANK AND CLOSE***

***ASK ALL***

**S5. What gender do you identify with?**

SINGLECODE

Female

Male

In another way (Write in)  
Prefer not to say

CHECK QUOTAS – GENDER

S6. Which of the following age groups do you belong to?

SINGLECODE

Under 18 ***– THANK AND CLOSE***

18-24

25-34

35-44

45-54

55-64

65-74

75+

Prefer not to say

CHECK QUOTAS - AGE

**S7. Are you personally responsible for paying the water bill for your household?**

***SINGLECODE***

Yes – solely responsible

Yes – jointly responsible

Yes – included in your rent

No ***– THANK AND CLOSE***

***IF ‘No AT S7 AND NOT AGED 18-34 THANK & CLOSE***

***IF ‘Yes – solely responsible’ ‘Yes – jointly responsible’ OR ‘Yes – included in your rent’ AT S7, GO TO S9***

***IF ‘No’ AT S7 AND ’18-24’ OR ‘25-34’ AT S6, ASK S8***

**S8. Do you currently (or mainly) live with your parents in their home, or do you live somewhere else?**

SINGLECODE

Currently or mainly live with parents in Yorkshire

Somewhere else in Yorkshire (including student accommodation)

Somewhere else outside of Yorkshire ***– THANK AND CLOSE***

***CHECK FUTURE BILL PAYERS QUOTA***

***ASK ALL***

S9. What is the occupation of the main income earner within your household? TICK ONE ONLY

SINGLECODE

* If you share a house with others but have separate finances, do not include them at this question. Only consider those who have shared incomes / outgoings
* If main income earner has been unemployed for less than 6 months, don’t select ‘unemployed’ but indicate the last job that they held prior to becoming unemployed
* If the main income earner is retired and receiving a company pension, please indicate the last job they held before retirement

1. Housewife / house husband / looking after family ***(CODE AS E)***
2. Retired and only receiving state pension, not company pension ***(CODE AS E)***
3. Student ***(CODE AS C1)***
4. Casual worker without regular income, or unemployed for six months or longer ***(CODE AS E)***
5. Manual worker (e.g. Lorry driver, Holiday camp worker, Hotel Porter) ***(CODE AS D)***
6. Skilled manual worker (e.g. Silversmith, Plumber, Electrician) ***(CODE AS C2)***
7. Junior management or professional, or administrative (e.g. Most office workers, Accounts clerk, Secretary, Police Sergeant) ***(CODE AS C1)***
8. Intermediate management in large organisation, owner of small business, principal officer in civil service / local government ***(CODE AS B)***
9. Very senior management, top-level civil servant or professional (e.g. Surgeon, Partner in a law firm, Regional bank manager, Board Director of medium/large firm' ***(CODE AS A)***
10. Unemployed for 6 months or longer ***(CODE AS E)***
11. Prefer not to say

CHECK QUOTAS - SEG

**S10. In total, how many people live in your household? Please include both adults and children.**

***SINGLECODE***

1

2

3

4

5

6 or more

Prefer not to say

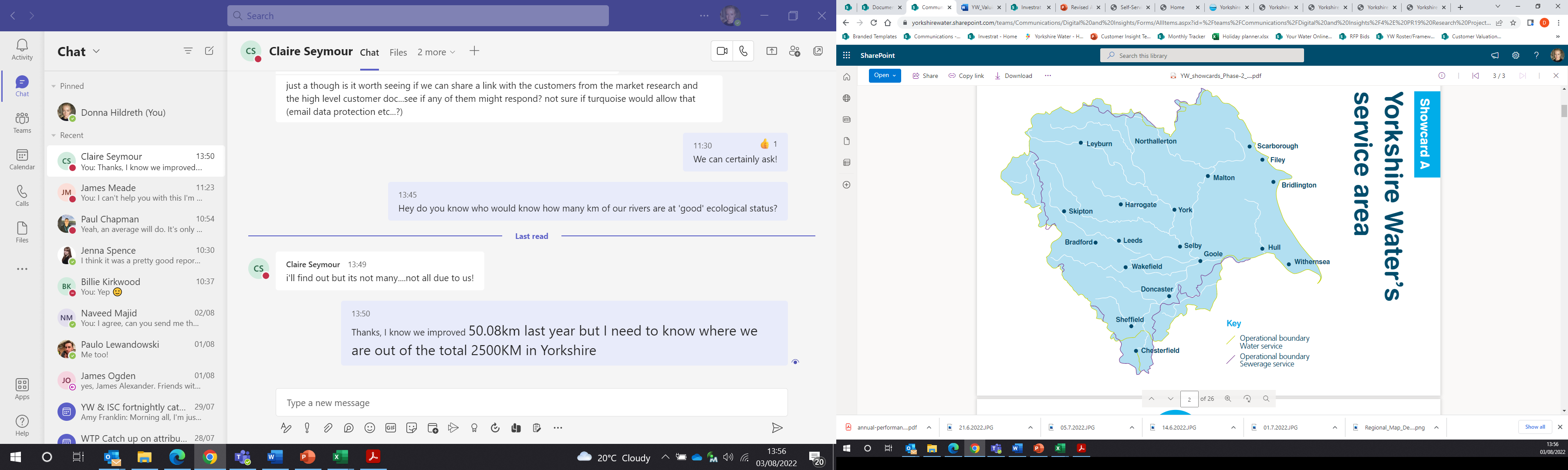
**S11. Does your home have a water meter?**

***SINGLECODE***

1. Yes
2. No
3. Don’t know

***NEW SCREEN***

|  |
| --- |
| **This survey is being carried out on behalf of Yorkshire Water, the company responsible for supplying water and wastewater services to homes and businesses in your area. The findings from this survey will help Yorkshire Water plan for the future.**  **We’ll ask for your opinions on some things taking place across the whole Yorkshire Water region.**  **You can see the whole region served by Yorkshire Water below;** |



***NEW SCREEN***

|  |
| --- |
| The next question is about your water bill.  Q1. To make sure we ask the questions in a way that reflects your water usage and how much you pay, please tell us how much your water bill usually is to the nearest pound.  Your best estimate is fine. Please do not enter decimal points or commas.  You can tell us the weekly, monthly, quarterly, 6-monthly or annual costs, whichever suits you.  £*NUMERIC RESPONSE* per Week - *CALCULATE ANNUAL COST (x52) – THIS is (£A)*  £*NUMERIC RESPONSE* per Month - *CALCULATE ANNUAL COST (x12) – THIS is (£A)*  *NUMERIC RESPONSE* per Quarter - *CALCULATE ANNUAL COST (x4) – THIS is (£A)*  £*NUMERIC RESPONSE* every 6 months - *CALCULATE ANNUAL COST (x2) – THIS is (£A)*  £*NUMERIC RESPONSE* per Year - *TAKE THIS AS THE ANNUAL COST – THIS is (£A)*  Don’t know  *IF ‘Don’t know’ GOTO Q2, OTHERS CONTINUE* |

*NEW SCREEN*

*IF ‘Don’t know’ AT Q1 CALCULATE THE TYPICAL WATER BILL AS FOLLOWS:*

*IF METERED AT S11 AND OCCUPANCY GIVEN AT S10 USE THE DATA AND TEXT BELOW;*

|  |  |
| --- | --- |
| *HOUSEHOLD OCCUPANCY* | *AVERAGE ANNUAL METERED CHARGE* |
| *1* | *£286* |
| *2* | *£417* |
| *3* | *£547* |
| *4* | *£677* |
| *5* | *£743* |
| *6 or more* | *£874* |

|  |
| --- |
| ***TEXT SUB IF WEEKLY/MONTHLY/QUARTERLY//6 MONTHLY AT Q1:* This means you spend around £*(£A)* per year on your water bill.**  ***TEXT SUB IF YEARLY AT Q1:* Thanks for confirming you spend £*(£A)* per year on your water bill.**  ***SHOW IF ANNUAL BILL IS MORE THAN £1,000 PER YEAR***  **Compared with other customers, that’s quite a high bill.**  **If this doesn’t look right you can go back and amend this figure by clicking on the PREVIOUS button below.**  ***IF ‘Don’t know’ AT Q1 - SHOW IF METERED AT S11 AND NOT ‘Prefer not to say’ AT S10***  **A typical annual water bill for a household customer in your area is currently around £*[TEXT SUB FROM TABLE ABOVE BASED ON S10]* per year.**  ***IF ‘Don’t know’ AT Q1 - SHOW IF METERED AT S11 AND ‘Prefer not to say’ AT S10***  **A typical annual water bill for an average sized household customer in your area is currently around £370 per year.**  *IF UNMETERED FROM S11 USE THE TEXT BELOW;*  **A typical annual water bill for a household customer in your area is currently around £492 per year.** |

*NOTE: £A IS THE VALUE OF EACH RESPODENT’S ANNUAL BILL, EITHER CALCULTED FORM THE BILL AMOUNT THEY HAVE PROVIDED OR USING AN AVERAGE BILL AMOUNT*

*NEW SCREEN*

|  |
| --- |
| **This survey is about your water bill in the period 2025-2030 and we’re going to ask you to make some choices to help decide how much bills might be.**  **Your water bill between 2025 and 2030 could be impacted by the choices we’re going to ask you to make about what Yorkshire Water could deliver.**  **We want you to consider 11 different aspects of service such as leakage, drinking water quality and sewer flooding and we’ll show you 11 different screens like the one below (this is just a picture and you can’t select anything).**  **On each screen, read the description in the red box and then decide which of the Options you prefer.**  **Each Option shows a different level of performance that Yorkshire Water could deliver for each aspect of service, along with a potential change to your annual water bill.**  **You can choose the level of performance you’d prefer Yorkshire Water to deliver.** |

**INSERT SCREENSHOT OF ONE OF THE ATTRIBUTE CARDS**

***NEW SCREEN***

|  |
| --- |
| **The bill changes we show are in today’s prices, which means they do not include the effects of inflation between today and 2030. Please be aware that the cost of providing water and wastewater services will change over time because of inflation**  **In addition to the effects of inflation, other factors may influence the cost of providing water and wastewater services like:**   * **Reductions in costs due to technological improvements; or** * **Increases in costs for other reasons such as the cost of energy.**   **This survey accounts for some, but not all, such factors.  This is why, for some aspects of service, you may see that all of the options available lead to a reduction in your bill or an increase in your bill.**  **Finally, remember that****your income and the cost of other household bills might go up or down, affecting the amount of money you have to spend.** |

***NEW SCREEN***

|  |
| --- |
| **After all 11 choices, we’ll show you a summary of the change to your bill, if any. You’ll have a chance to change your choices if you want to.** |

***NEW SCREEN***

***SHOW THE FOLLOWING FOR THE FIRST ATTRIBUTE CHOSEN AT RANDOM TO BE TESTED***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **This is choice 1 of 11**  **Below, you can see a description of the first aspect of service along with a description of the current situation and what could change in 2025-2030.**  **You’ll also see up to 5 Options showing different performance levels and the impact of each on your annual water bill.**  **Simply read the description and select the Option you’d prefer.**  *NAME FROM ASPECT OF SERVICE COLUMN IN TABLE 1:*  The issue: *FROM ISSUE COLUMN IN TABLE 1:*  Current situation: *FROM CURRENT SITUATION COLUMN IN TABLE 1:*  What could change in 2025-2030: *FROM WHAT COULD CHANGE COLUMN IN TABLE 1:*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 | | *RESPONSE DESCRIPTION TAKEN FROM TABLE 4* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | | Impact on Water Bill Per Year | TBC | TBC | TBC | TBC | TBC | | Your Choice TICK ONE ONLY | ☐ | ☐ | ☐ | ☐ | ☐ | |

***DELAY APPEARANCE OF ‘NEXT’ BUTTON FOR 10 SECONDS FOR Q2A-Q2K***

***TABLE 1: TEXT FOR CHOICE CARDS***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***ASPECT OF SERVICE*** | ***ISSUE*** | ***CURRENT SITUATION*** | ***WHAT COULD CHANGE*** |
| ***Q2A*** | Drinking water colour, taste and smell | Every year some customers experience an unexpected change in the colour (normally light brown or milky) and / or the taste or smell of their water supply (normally a chlorine smell) for a short period of time. The water is still safe to drink and can be used for bathing and in washing machines and dishwashers. | Each year around 11 in 10,000 households in the region contact Yorkshire Water about a change in the look, taste or smell of their drinking water. | More investment, for example, in extra maintenance of the network or upgrading the mains pipes, would help reduce the number of times customers experience these issues. |
| ***Q2B*** | Unplanned interruptions to the water supply | Every year a certain number of households in the Yorkshire Water region experience their water supply being cut-off for 3 to 6 hours due to unplanned interruptions such as burst pipes. | Last year 46,000 (or 2%) of properties experienced their water being cut-off for 3 to 6 hours due to an unplanned interruption. During an interruption Yorkshire Water delivers bottled water to vulnerable people. | More investment would enable Yorkshire Water to invest in extra technology to identify water bursts, repair bursts more quickly, and undertake more maintenance work to reduce the chances of any lengthy unplanned interruptions happening. |
| ***Q2C*** | Water lost through leaks | Millions of litres of clean treated water are lost from the Yorkshire Water network before it reaches customers’ taps. | Last year 23.6% of water was lost through leaks in the network, which is 283 million litres of water per day. This is the equivalent of supplying the population of Leeds and York each day. | More investment would allow Yorkshire Water to employ more people and invest in innovation and new technology to find and fix leaks sooner. |
| ***Q2D*** | Using less water | Ongoing challenges associated with climate change mean everyone needs to use less water for the sake of the environment and to ensure Yorkshire Water have enough water for everyone, all of the time. | The average amount of water each person uses in Yorkshire is 132 litres per day for drinking, cooking, washing, cleaning, flushing the toilet, watering plants etc. | More investment would allow Yorkshire Water to do more communications helping customers to save water, provide more free water saving devices, and offer more customers the option to have a water meter installed so they can better keep track of the water they use. |
| ***Q2E*** | Sewage flooding inside properties | Flooding from Yorkshire Water’s sewers can sometimes get inside homes and businesses. This can be distressing for those affected and harmful to the home environment. | Around 1 in 3,500 properties each year (which is 660 homes and businesses in Yorkshire) experience a sewer flood inside the property. | Investing more in extra sewerage capacity, technology to identify and respond to issues more quickly, and education (working with customers to reduce sewer blockages) will reduce the risk of sewage flooding. |
| ***Q2F*** | Sewage flooding outside properties | Some customers experience sewage escaping from the sewers into their garden or a local area such as a public park. This can be caused by a blocked or collapsed sewer, which can be harmful to the environment. | There were 4,600 outside sewer flooding incidents last year in Yorkshire. | Investing more in extra sewerage capacity, technology to identify and respond to issues more quickly, and education (working with customers to reduce sewer blockages) will reduce the risk of sewage flooding outside. |
| ***Q2G*** | River water quality | Discharges from Yorkshire Water’s wastewater treatment works, along with chemicals and fertilisers from agriculture, and pollution from industry can all impact on the quality of river water in the region. | The levels of damaging chemicals in some places are much higher than they should be. Last year Yorkshire Water completed several schemes which improved 50km of the rivers in Yorkshire, out of the 742km which need improving. | Although some of this is out of Yorkshire Water’s control, more investment would allow them to introduce more improvement schemes including working with partners to help improve river water quality. This would benefit nature and wildlife. |
| ***Q2H*** | Sea water quality at Yorkshire’s beaches | Sea water is not always rated as excellent, based on the tests regularly undertaken by the Environment Agency. Discharges from wastewater treatment works, along with chemicals and fertilisers from agriculture, and pollution from industry can all impact on the quality of sea water. | Out of the 18 beaches in Yorkshire the quality of the sea water was rated as being ‘excellent’ at 7 of them, ‘good’ at 9 and the minimum status of ‘sufficient’ at 2, with none rated ‘poor’. At a beach rated ‘sufficient’ you could still swim in the sea, but there would be a small increase in the chance that you might get ill if you swallowed some water. | Extra investment would help reduce pollution incidents from Yorkshire Water’s sewage treatment plants, and reduce the impacts caused by agriculture and industry, all of which would improve the quality of the sea water at Yorkshire’s beaches. |
| ***Q2I*** | Pollution of watercourses | Pollution happens when sewage unexpectedly escapes from Yorkshire Water’s sewerage system and spills into rivers, streams, reservoirs or the sea. This can cause environmental damage affecting not only the water it enters but also impacting on nature and wildlife which rely on that waterbody. | Last year there were 125 minor pollution incidents in Yorkshire caused by Yorkshire Water. This was an improvement on the previous year when there were 159 minor pollution incidents. Minor incidents have minimal impact or effect on the environment. | More investment would allow Yorkshire Water to employ more people to monitor and repair sewers, along with helping customers understand what not to put down the drain, which will help reduce the number of these incidents. |
| ***Q2J*** | Low water pressure | Every year Yorkshire Water invests to ensure households don’t experience problems with the force that water comes out of their taps. When water pressure is low, it comes out of the tap as a trickle. | Last year Yorkshire Water helped around 50 customers experiencing low pressure and spent approximately £1.5million on ensuring suitable pressure for all its customers. At the end of the year, Yorkshire Water had four (4) customers who experience chronic and ongoing low water pressure and prevented it for many other customers. | More investment would allow Yorkshire Water to prevent more customers from experiencing low pressure. It will improve pressure for those customers experiencing chronic, ongoing low pressure and support other customers day to day who may experience low pressure throughout the year. |
| ***Q2K*** | Creating a River Wharfe safe for swimming | Yorkshire has the first Environment Agency approved inland bathing waters, this is on a section of the river Wharfe in Ilkley, West Yorkshire. Approved swimming waters require additional investment by Yorkshire Water over and above traditional wastewater treatment to ensure they are safe to swim in for customers. | In order for this section of river in Ilkley to meet approved Environment Agency standards for swimming water quality, Yorkshire Water must invest £100 million pounds. | This investment would allow Yorkshire Water to improve the quality of the wastewater it returns to the river via improved treatment processes, similar to how wastewater is treated when returned to the sea. It would allow for improved handling of storm water and more support and education for customers to help them understand and lessen their impact on the river. |

***TABLE 2: PRICE LEVELS***

***(EQUATES TO THE ‘COST IMPACTS’ TABLE)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***QUESTION*** | ***AVG PRICE -2*** | ***AVG PRICE -1*** | ***NO CHANGE PRICE*** | ***AVG PRICE +1*** | ***AVG PRICE +2*** |
| ***Q2A*** | -2 | -0.5 | 0 | 1 | 3.1 |
| ***Q2B*** | -2.6 | -0.9 | 0 | 0.9 | 2.4 |
| ***Q2C*** | -4.5 | -0.5 | 0 | 1.3 | 6.9 |
| ***Q2D*** | N/A | -1.5 | 0 | 9.6 | 31.2 |
| ***Q2E*** | -31.7 | -6 | 0 | 3.9 | 16.1 |
| ***Q2F*** | -7.7 | -2.1 | 0 | 0.8 | 4.9 |
| ***Q2G*** | -16.8 | -5.6 | 0 | 4.4 | 26.7 |
| ***Q2H*** | -3.2 | -1.1 | 0 | 4 | N/A |
| ***Q2I*** | -3.8 | -1.7 | 0 | 2.2 | 5.3 |
| ***Q2J*** | -0.2 | -0.1 | 0 | 0.2 | 0.6 |
| ***Q2K*** | N/A | N/A | 0 | 9.7 | N/A |

***TO POPULATE THE CHOICE CARDS;***

* ***ASSIGN A RANDOM DRAW FIGURE BETWEEN -3 AND 4 FOR EACH ATTRIBUTE***
* ***INCLUDE A RANDOM DRAW OF 11X3 RANDOM VARIABLES, DRAWN FROM A UNIFORM DISTRIBUTION BETWEEN 0 AND 1***
* ***PRICE LEVELS TO BE SHOWN ON THE CARDS TO BE CALCULATED USING THE FORMULA OUTLINED BY NERA***

***TABLE 3: RESPONSE LEVELS TO BE SHOWN ON THE CHOICE CARDS***

***(EQUATES TO THE ‘SERVICE LEVELS’ TABLE)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***QUESTION*** | ***-2*** | ***-1*** | ***Status quo*** | ***+1*** | ***+2*** |
| ***Q2A***  ***(Drinking Water)*** | 13 contacts per 10,000 customers | 12 contacts per 10,000 customers | 11 contacts per 10,000 customers | 10 contacts per 10,000 customers | 9 contacts per 10,000 customers |
| ***Q2B***  ***(Unplanned interruptions)*** | 55,000 properties interrupted | 50,000 properties interrupted | 46,000 properties interrupted | 41,000 properties interrupted | 36,000 properties interrupted |
| ***Q2C***  ***(Leaks)*** | 315 million litres per day (26.3% of water supplied) | 290 million litres per day (24.2% of water supplied) | 283 million litres per day (23.6% of water supplied) | 268 million litres per day (22.3% of water supplied) | 239 million litres per day (19.9% of water supplied) |
| ***Q2D***  ***(Using less)*** | N/A | 133 litres per person per day | 132 litres per person per day | 125 litres per person per day | 117 litres per person per day |
| ***Q2E***  ***(Sewer - inside)*** | 1,120 properties flooded | 780 properties flooded | 660 properties flooded | 550 properties flooded | 310 properties flooded |
| ***Q2F***  ***(Sewer - outside)*** | 7,100 incidents outside properties | 5,000 incidents outside properties | 4,600 incidents outside properties | 4,400 incidents outside properties | 3,700 incidents outside properties |
| ***Q2G***  ***(River water)*** | 0km of 742km | 25km of 742km | 50km of 742km | 70km of 742km | 150km of 742km |
| ***Q2H***  ***(Sea water)*** | 12 out of 18 | 14 out of 18 | 16 out of 18 | 18 out of 18 | xx |
| ***Q2I***  ***(Pollution)*** | 175 incidents | 165 incidents | 125 incidents | 100 incidents | **85 incidents** |
| ***Q2J***  ***(Low pressure)*** | 14 properties affected | 9 properties affected | 4 properties affected | 2 properties affected | 0 properties affected |
| ***Q2K***  ***(River Wharfe)*** | N/A | N/A | No – do not make this investment | Yes – do make this investment | N/A |

***NEW SCREEN***

***TABLE 4: RESPONSE LEVELS DESCRIPTION FOR ALL CHOICE CARDS***

|  |  |  |
| --- | --- | --- |
| ***QUESTION*** | ***ASPECT OF SERVICE*** | ***RESPONSE DESCRIPTION*** |
| ***Q2A*** | Drinking water colour, taste and smell | Number of customers who contact Yorkshire Water due to the taste, smell or appearance of tap water (per 10,000 people) per year |
| ***Q2B*** | Unplanned interruptions to the water supply | Number of properties experiencing a 3-6 hour interruption per year |
| ***Q2C*** | Water lost through leaks | Millions of litres of water lost between treatment works and customers’ taps per day |
| ***Q2D*** | Using less water | Amount of water each person uses per day |
| ***Q2E*** | Sewage flooding inside properties | Number of properties experiencing sewer flooding inside the property per year |
| ***Q2F*** | Sewage flooding outside properties | Number of flooding incidents outside properties per year |
| ***Q2G*** | River water quality | Kilometres of river improved per year |
| ***Q2H*** | Sea water quality at Yorkshire’s beaches | **Number of bathing waters in Yorkshire at 'Good' or 'Excellent' standard** |
| ***Q2I*** | Pollution of watercourses | Number of minor pollution incidents per year |
| ***Q2J*** | Low water pressure | Number of properties experiencing chronic low pressure |
| ***Q2K*** | Creating a River Wharfe safe for swimming | Part of the River Wharfe in Ilkley to have "excellent" bathing water status |

***REPEAT Q2b-Q2k AT RANDOM FOR THE REMAINING TOPICS***

|  |
| --- |
| **This is choice *XX* of 11**  **Q2b-Q2k. Please read the following description and select your preferred option.** |

***NEW SCREEN***

***CALCULATE THE FOLLOWING;***

* ***(£Z) IS THE AGGREGATE OF THE IMPACT ON THE BILL OF ALL THE RESPONDENT’S CHOICES ACROSS THE 11 ATTRIBUTES***
* ***(£X) IS THEIR BILL (£A) PLUS THE IMPACT OF THEIR CHOICES (£Z)***

|  |
| --- |
| **Thanks for making your choices!**  **The next table summarises what you’ve chosen and the impact of all your choices on your overall water bill.** |

***NEW SCREEN***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q3. Here’s a summary of your choices.**  ***PUT THE FOLLLOWING IN A BOX WITH A RED BORDER***  **Your choices mean that your bill would *TEXT SUB BASED ON (£X) COMPARED WITH (£A):***  ***IF A DECREASE:* decrease from £*(£A)* per year to£*(£X)***  ***IF AN INCRAESE:* increase from £*(£A)* per year to£*(£X)***  ***IF NO CHANGE:* remain the same at £*(£A)* per year**  **If you’d like to change anything, just select it on the right-hand side and you can do that on the next screen.**  **If it all looks good, press 'I'm happy with my choices' at the bottom.**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Aspect of service** | **Your choice** | | **Impact on bill per year** | **Tick to change** | | ***Q2A*** | ***FROM TABLE 4*** | ***FROM Q2a*** | ***FROM Q2a*** | ☐ | | ***Q2B*** | ***FROM TABLE 4*** | ***FROM Q2b*** | ***FROM Q2b*** | ☐ | | ***Q2C*** | ***FROM TABLE 4*** | ***FROM Q2c*** | ***FROM Q2c*** | ☐ | | ***Q2D*** | ***FROM TABLE 4*** | ***FROM Q2d*** | ***FROM Q2d*** | ☐ | | ***Q2E*** | ***FROM TABLE 4*** | ***FROM Q2e*** | ***FROM Q2e*** | ☐ | | ***Q2F*** | ***FROM TABLE 4*** | ***FROM Q2f*** | ***FROM Q2f*** | ☐ | | ***Q2G*** | ***FROM TABLE 4*** | ***FROM Q2g*** | ***FROM Q2g*** | ☐ | | ***Q2H*** | ***FROM TABLE 4*** | ***FROM Q2h*** | ***FROM Q2h*** | ☐ | | ***Q2I*** | ***FROM TABLE 4*** | ***FROM Q2i*** | ***FROM Q2i*** | ☐ | | ***Q2J*** | ***FROM TABLE 4*** | ***FROM Q2j*** | ***FROM Q2j*** | ☐ | | ***Q2K*** | ***FROM TABLE 4*** | ***FROM Q2k*** | ***FROM Q2k*** | ☐ |   I am happy with my choices |

***IF NO TOPICS SELECTED TO BE AMENDED AT Q3, GOTO Q5***

***IF ANY TOPICS SELECTED TO BE AMENDED AT Q3 GOT TO Q4a-Q4k.***

***ONLY SHOW Q4a-Q4k FOR THE TOPICS SELECTED TO BE AMENDED AT Q3.***

***PRE-POPULATE WITH ORIGINAL CHOICE FROM Q2a-Q2k***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q4a. In the description below you can see your original choice. Please review the aspect of service and amend your choice if you’d like to.**  *NAME FROM INVESTMENT AREA COLUMN IN TABLE 1:*  The issue: *FROM ISSUE COLUMN IN TABLE 1:*  Current situation: *FROM CURRENT SITUATION COLUMN IN TABLE 1:*  What could change in 2025-2030: *FROM WHAT COULD CHANGE COLUMN IN TABLE 1:*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 | | *RESPONSE DESCRIPTION TAKEN FROM TABLE 4* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | | Impact on Water Bill Per Year | TBC | TBC | TBC | TBC | TBC | | Your Choice TICK ONE ONLY | ☐ | ☐ | ☐ | ☐ | ☐ | |

***NEW SCREEN***

***REPEAT Q4b-Q4k AT RANDOM FOR THE REMAINING TOPICS SELECTED AT Q3***

***ONCE ALL AMENDS HAVE BEEN MADE AT Q4a-Q4k RECALCULATE (£X)***

***RETURN TO Q3 AND REPEAT Q4a-Q4k AS REQUIRED UNTIL THE RESPONDENT IS HAPPY WITH Q3***

***ASK Q4b IF NO ATTRIBUTES SELECTED AT Q3 TO BE LOOKED AT AGAIN***

**Q4b. You didn’t select anything to change at the previous question, why was that?**

***CODES OPEN***

***ASK Q4c IF ‘No change’ LEVEL SELECTED FOR 6 OR MORE ATTRIBUTES AFTER Q3 HAS BEEN COMPLETED, OTEHRS GOT Q5***

**Q4c. We’ve noticed that you’ve selected to maintain the current level of service for more than half of the 11 aspects of service. Can you tell us a bit more about why that was?**

***CODES OPEN***

**We’re now going to ask you some questions about the choices you have just made.**

**Q5. Generally, how easy or difficult did you find it to work out the differences between the options you were shown?**

***SINGLECODE***

1 – Very difficult

2

3

4

5 – Very easy

Don’t know

***ASK Q6 IF SCORE 1-3 AT Q5, OTHERS GOTO Q7***

**Q6. Why do you say that?**

***CODES OPEN***

Don’t know

***ASK ALL***

**Q7. How well do you feel you understood the 11 aspects of service?**

***SINGLECODE***

Very well

Quite well

Not very well

Not at all well

Don’t know

***ASK Q8 IF ‘Not very well’ Or ‘Not at all well’ AT Q7, OTHERS GOTO Q9***

**Q8. Why do you say that?**

***CODES OPEN***

Don’t know

***ASK ALL***

Q9. We’d like to understand a little more about the choices you made for each of the 11 aspects of service that we’ve just asked you to consider.

In the red boxes below you can see the first 6 of these aspects. For each of these, please select which of the following statements best describes how you decided which Option to choose.

The remaining 5 will appear in the next question.

PICK ONE PER ASPECT OF SERVICE

***SINGLECODE - INVERT***

You want lower bills, even if this meant a worse performance than currently

~~You were happy to leave decisions about the aspect of service to Yorkshire Water~~

You want the performance to stay the same as it is now

You want to see improvement, even if this meant paying more on your bill

Other (Please write in)

Don’t know

*LOOP – SHOW THE FIRST 6 IN THE SAME ORDER AS Q2A-K*

1. Drinking water colour, taste and smell -

Number of customers who contact Yorkshire Water due to the taste, smell or appearance of tap water (per 10,000 people) per year

1. Unplanned interruptions to the water supply -

Number of properties experiencing a 3-6 hour interruption per year

1. Water lost through leaks -

Millions of litres of water lost between treatment works and customers’ taps per day

1. Using less water -

Amount of water each person uses per day

1. Sewage flooding inside properties –

Number of properties experiencing sewer flooding inside the property per year

1. Sewage flooding outside properties –

Number of flooding incidents outside properties per year

1. River water quality –

Kilometres of river improved per year

1. Sea water quality at Yorkshire’s beaches

Number of bathing waters in Yorkshire at 'Good' or 'Excellent' standard

1. Pollution of watercourses –

Number of minor pollution incidents per year

1. Low water pressure –

Number of properties experiencing chronic low pressure

1. Creating a River Wharfe safe for swimming –

Part of the River Wharfe in Ilkley to have "excellent" bathing water status

Q9a. In the red boxes below you can see the remaining 5 aspects of service.

Again, for each of these, please select which of the following statements best describes how you decided which Option to choose. PICK ONE PER ASPECT OF SERVICE

***SINGLECODE - INVERT***

You want lower bills, even if this meant a worse performance than currently

~~You were happy to leave decisions about the aspect of service to Yorkshire Water~~

You want the performance to stay the same as it is now

You want to see improvement, even if this meant paying more on your bill

Other (Please write in)

Don’t know

*LOOP – SHOW THE REMAINING 5 IN THE SAME ORDER AS Q2A-K*

Q9b. How far do you agree or disagree with the following statements? SELECT ONE FOR EACH STATEMENT

*SINGLECODE – INVERT*

Agree strongly

Agree

Neither agree nor disagree

Disagree

Disagree strongly

Don’t know

*LOOP - RANDOMISE*

* If Yorkshire Water invests more to provide a better performance to these 11 aspects of service then bills will need to increase
* If your water bill increases in order to fund service improvements, then you would trust Yorkshire Water to invest more and deliver the service improvements

Q10. How often, if ever, have you contacted Yorkshire Water due to problems with your water supply or the sewerage network?

***SINGLECODE***

Multiple times in the last year

Once within the last year

Within the last 1-2 years

More than 2 years ago

Never

Don’t know

**Q11. Thinking about your current financial situation more generally, how often, if at all, would you say you struggle to pay all your bills? TICK ONE ONLY**

***SINGLECODE***

Never

Rarely

Sometimes

Most of the time

All of the time

Prefer not to say

Don’t know

**Q12. How do you expect the financial situation of your household to change over the next 12 months?**

***SINGLECODE***

It will get a lot better

It will get a little better

It will stay the same

It will get a little worse

It will get a lot worse

Don’t know

**Q13. How strongly do you agree or disagree with each of the following statements, in terms of how well it describes your attitudes towards your water bill?**

***SINGLECODE - INVERT***

1 – Strongly disagree

2

3 – Neither agree nor disagree

4

5 – Strongly agree

Don’t know

Prefer not to say

***LOOP - RANDOMISE***

**I don’t really think about my water bill it’s just something I have to pay**

**I worry about not being able to afford my water bill**

**I already can’t afford my water bill**

Finally, we’d like to ask you a few questions about yourself to help us understand the views of different types of customers.

If you’d rather not answer any of these questions, please select ‘Prefer not to say’.

**D1. Do you rent or own your home?**

***SINGLECODE***

I rent my home from the local council (in social housing)

I rent my home from a private landlord (private rented)

I own my own home

Other

Prefer not to say

D2. Which of the following best describes your ethnic group or background?

SINGLECODE

Asian / Asian British

Bangladeshi

Chinese

Indian

Pakistani

Any other Asian background, please describe

Black / African / Caribbean / Black British

African

Caribbean

Any other Black / African / Caribbean background, please describe

Mixed / Multiple ethnic groups

White and Asian

White and Black African

White and Black Caribbean

Any other Mixed / Multiple ethnic background, please describe

Other ethnic group

Arab

Any other ethnic group, please describe

White

English / Welsh / Scottish / Northern Irish / British

Gypsy or Irish Traveller

Irish

Any other White background, please describe

Prefer not to say

D3. Is English your first language?

SINGLECODE

Yes

No

Prefer not to say

D4. Which of the following statements apply to the people living in your household?

MULTICODE

1. There are no children under the age of 18 living in the household
2. I have children, stepchildren or grandchildren aged 0-6 who live at home
3. I have children, stepchildren or grandchildren aged 7-11 who live at home
4. I have children, stepchildren or grandchildren aged 12-16 who live at home
5. I have children, stepchildren or grandchildren aged 17-18 who live at home
6. I have children, stepchildren or grandchildren or other adults aged over 18 who live at home
7. I have older children, stepchildren or grandchildren that no longer live at home
8. Prefer not to say

ASK ALL

**D5. Is anyone in your household registered disabled, or suffer from a severe medical condition?**

SINGLECODE

1. Yes – One person
2. Yes – Two people
3. Yes – Three people
4. Yes – Four people
5. Yes – More than four people
6. No
7. A person in my household has suffered from a severe medical condition/disability in the past but has returned to their normal health
8. Prefer not to say

ASK D6 IF ‘Yes…’ AT D5, OTHERS GOTO D7

**D6. Does this disability / do these medical conditions mean that your household needs to use more water than you would otherwise?**

SINGLECODE

1. Yes
2. No
3. Don’t know
4. Prefer not to say

***ASK ALL***

**D7. Do you currently receive any of the following benefits?**

MULTICODE

1. Housing benefit
2. Jobseekers allowance
3. Working family tax credits
4. Child tax credits
5. Incapacity benefit
6. Pension Credit
7. Universal Credit
8. Disability Living Allowance
9. No, I don’t receive any of these benefits
10. I used to receive a benefit like the above but I no longer do
11. Prefer not to say

**D8. Do you/did you receive help from Yorkshire Water to pay your water bill?**

***SINGLECODE***

* 1. Yes
  2. No
  3. I used to receive help, but I don’t any more
  4. Don’t know
  5. Prefer not to say

**D9. Which of the following would you or members of your household typically do in a normal year (i.e. without Covid-19 restrictions)?**

MULTICODE

Swim in a UK river (sometimes called wild swimming)

Canoe, kayak or paddle board (SUP) in a UK river

Go leisure boating in a UK river

Go fishing in a UK river

Go paddling (i.e. up to you knees) in a UK river

Allow your dog to swim/play in a UK river

Visit a UK river for recreation or a day out/holiday

None of the above

**D10. Any finally, which of the following would you or members of your household typically do in a normal year (i.e. without Covid-19 restrictions)?**

MULTICODE

Swim in a sea around the UK

Canoe, kayak or paddle board (SUP) in a sea around the UK

Go leisure boating in a sea around the UK

Go fishing in a sea around the UK

Go paddling (i.e. up to you knees) in a sea around the UK

Allow your dog to swim/play in a sea around the UK

Visit the UK seaside for recreation or a day out/holiday

None of the above

D11. Finally, if you’d like to make any comments about this survey please do so below.

WRITE IN

Thank you for taking the time to complete this survey.