**Water Support Enhancement Research**

|  |  |
| --- | --- |
| **Client name:** | Yorkshire Water  |
| **Project name:** | Water Support Enhancement Research |
| **Job number:** | 9438 |
| **Methodology:** | Online/CAPI |
| **Version** | 3 |

**Notes on this document**

* Instructions in CAPS are for computer programming
* Instructions in *italics* are for telephone interviewers
* **Bold** or underlined words are for emphasis within a question
* Different question types have different numbers:
	+ Screener questions are labelled S01, S02, S03 etc.
	+ Main survey questions are labelled Q01, Q02, Q03 etc.
	+ Further demographic / classification questions are labelled C01, C02, C03 etc.
	+ Number codes are included on each question for data processing purposes

**Quotas**

**Online (100):**

**Age 18 to 24 (S05=2): 39**

**Age 25 to 34 (S05=3): 127**

**Age 35 to 49 (S05=4): 261**

**Age 50 to 64 (S05=5): 238**

**Age 65 to 74 (S05=6): 114**

**Age 75 and over (S05=7): 121**

**Male (S04=1): Min.432**

**Female (S04=2): Min.459**

**ABC1 (S06=1,2,3,6): 432**

**C2DE (S06=4,5,7): 468**

**North Yorkshire (S03=1): 144**

**West Yorkshire (S03=2): 405**

**South Yorkshire (S03=3): 243**

**East Riding (S03=4): 108**

**Metered (S08=1): 432**

**Unmetered (S08=2): 468**

**CAPI (100):**

**Offline (S01a=4/5/6/7/8): 100**

**North Yorkshire (S03=1): 20**

**West Yorkshire (S03=2): 35**

**South Yorkshire (S03=3): 30**

**East Riding (S03=4): 15**

**SURVEY INTRODUCTION**

Thank you for taking part in this survey. This survey is being conducted by DJS Research on behalf of your local water company.

We would really appreciate it if you could spare 15 minutes of your time to give us your feedback.

DJS Research is a Market Research Society Partner and as such we operate in accordance with their code of conduct, which guarantees anonymity and there would be no sales or other contact resulting from completing this survey.

If you have any concerns you can check our credentials with The Market Research Society by calling 0500 396 999, and you can view our privacy statement on our website <http://www.djsresearch.co.uk/content/page/terms>.

To start the survey, please press ‘next’ below.

**SCREENER QUESTIONS**

**S01.**

**Base: All respondents**

Do you or your close family work in any of the following occupations? Please tick all that apply.

*Please select all that apply.*

*CAPI: READ OUT.*

MULTICODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Journalism |  | Continue |
| 2 | Advertising |  | Continue |
| 3 | Market Research |   | Screen out |
| 4 | Public Relations |  |  Continue |
| 5 | Water and Wastewater industry |  | Screen out |
| 87 | None of the above |  | Continue |

**S01a.**

**Base: CAPI only**

How often do you typically access the internet (either for work or personal use)?

*CAPI: DO NOT READ OUT.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Several times per day |  | SCREEN OUT |
| 2 | Once or twice per day |  | SCREEN OUT |
| 3 | A few times per week |  | SCREEN OUT |
| 4 | About once a week |  |  |
| 5 | Once or twice a month |  |  |
| 6 | Rarely |  |  |
| 7 | If I need the internet, I ask a friend or family member to help me / do it for me |  |  |
| 8 | I have no access to the internet  |  |  |

**S02.**

**Base: All respondents**

Which company provides your water services?

*Please select one option only.*

*CAPI: DO NOT READ OUT.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Anglian Water |  | Screen out |
| 2 | Dŵr Cymru - Welsh Water |  | Screen out |
| 3 | Northern Ireland Water |  | Screen out |
| 4 | Northumbrian Water |  | Screen out |
| 5 | Scottish Water |  | Screen out |
| 6 | Severn Trent  |  | Screen out |
| 7 | South Staffs Water  |  | Screen out |
| 8 | South West Water |   | Screen out |
| 9 | Southern Water |  | Screen out |
| 10 | Thames Water |  | Screen out |
| 11 | United Utilities |  | Screen out |
| 12 | Wessex Water |  | Screen out |
| 13 | Yorkshire Water |  | CONTINUE |
| 80 | Don’t know |  | Screen out |
| 87 | None of these |  | Screen out |

**S03.**

**Base: All respondents**

In which of part of the Yorkshire Water region do you live?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | North Yorkshire |  |  |
| 2 | West Yorkshire |  |  |
| 3 | South Yorkshire |   |  |
| 4 | East Riding |  |  |
| 85 | I’m not sure |  | Screen out |

**INFO1.**

This survey is being carried out by DJS Research on behalf of Yorkshire Water so it can better understand how to support its customers.

To ensure we speak to a good mix of customers, we would like to know a little more about you.

**S04.**

**Base: All respondents**

How would you describe yourself?

*Please select one option only.*

*CAPI: READ OUT.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 |  Male  |  | See quotas |
| 2 | Female |  | See quotas |
| 3 | I describe my gender in another way *(specify)* | OPEN |  |
| 87 | Prefer not to say *(Do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**S05.**

**All respondents**

Which of the following age groups do you fall into?

*Please select one option only.*

*CAPI: SHOW TABLET. SINGLE CODE.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Age 17 or under |  | Screen out |
| 2 | Age 18 to 24  |  | See quotas |
| 3 | Age 25 to 34  |  | See quotas |
| 4  | Age 35 to 49  |  | See quotas |
| 5 | Age 50 to 64  |  | See quotas |
| 6 | Age 65 to 74  |  | See quotas |
| 7 | Age 75 and over  |  | See quotas |
| 87 | Prefer not to say *(Do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**S06.**

**Base: All respondents**

What is the occupation of the main income earner in the household? If they are retired, please provide their previous occupation.

*Please select one option only.*

*CAPI: PROBE TO CODES. SINGLE CODE.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Higher managerial/professional (e.g. established doctor, solicitor, board director in large organisation) | Code as A | See quotas |
| 2 | Intermediate managerial/professional/administrative (e.g. newly qualified doctor, solicitor, board director of small organisation, middle manager in large organisation, principle officer in civil service/local government, etc.) | Code as B | See quotas |
| 3 | Supervisory or clerical/junior managerial/junior professional/administrative (e.g. office worker, secretary, PA, foreman, salesperson, etc.) | Code as C1 | See quotas |
| 4 | Skilled manual worker (e.g. skilled bricklayer, builder, carpenter, plumber, painter, bus/ambulance driver, HGV driver, AA patrolman, pub/bar worker, etc.) | Code as C2 | See quotas |
| 5 | Semi and unskilled manual worker (e.g. manual worker, apprentice to skilled trades, caretaker, park-keeper, driver, shop assistant, etc.) | Code as D | See quotas |
| 6 | None – student | Code as ‘C1’ | See quotas |
| 7 | None – unemployed | Code as E | See quotas |
| 87 | Prefer not to say *(Do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY | See quotas |

**S07.**

**Base: All respondents**

Which of the following best describes how responsible you are for paying the water bill in your household?

*Please select one option only.*

*CAPI: SHOW TABLET. SINGLE CODE.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Solely responsible |  | CONTINUE |
| 2 | Jointly responsible |  | CONTINUE |
| 3 | Not responsible, but I do contribute towards the bill |  | THANK AND CLOSE |
| 4 | Not responsible |  | THANK & CLOSE |

**S08.**

**Base: All respondents**

Do you have a water meter – i.e. is your water bill based on a meter reading?

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  | See quotas |
| 2 | No |  | See quotas |
| 85 | Don’t know *(Do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**S09.**

**Base: All respondents**

How much do you pay for your water and sewerage services? Please select per month or per year along with your amount.

*Please enter your answer in the box below.*

NUMERIC RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
|  |  |  |  |
| 85 | I’m not sure |  |  |  |
| 87  | Prefer not to say |  |  |  |

**S10.**

**Base: All respondents coding 85/87 at S09**

Which of the following bands does your bill for water and sewerage services fall into? The monthly amounts assume that the bill is paid over a 12-month period, but some customers pay over a different number of months, fortnightly, weekly etc.

*SHOW TABLET. SINGLE CODE.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Less than £13 per month | £150 or less per year |  |  |
| 2 | £13 - £16 per month | £151 - £200 per year |  |  |
| 3 | £17 - £20 per month | £201 - £250 per year |  |  |
| 4 | £21 - £25 per month | £251 - £300 per year |  |  |
| 5 | £26 - £29 per month | £301 - £350 per year |  |  |
| 6 | £30 - £33 per month | £351 - £400 per year |  |  |
| 7 | £34 - £37 per month | £401 - £450 per year |  |  |
| 8 | £38 - £41 per month | £451 - £500 per year |  |  |
| 9 | £42 - £45 per month | £501 - £550 per year |  |  |
| 10 | £46 - £50 per month | £551 - £600 per year |  |  |
| 11 | £51 - £54 per month | £601 - £650 per year |  |  |
| 12 | £55 - £58 per month | £651 - £700 per year |  |  |
| 13 | £59 - £62 per month | £701 - £750 per year |  |  |
| 14 | £63 - £66 per month | £751 - £800 per year |  |  |
| 15 | Over £66 per month  | Over £800 per year |  |  |
| 85 | I’m not sure *(Do not read out)* |  | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |
| 87 | Prefer not to say *(Do not read out)* |  | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Support for Struggling Customers**

**Base: All respondents**

CAPI: SHOWCARD 1 AND READ OUT TEXT.

Yorkshire Water wants everyone’s bill to be affordable. They have a number of ways to help people who are struggling to pay their bill:

* **WaterSure –** A bill cap scheme for customers who have a water meter, claim an income-based benefit and need to use extra water because they have a medical condition or three or more children. Customers save on average £450 per year.
* **WaterSupport –** A bill cap scheme for customers who have a low household income and their annual water bill is more than £350. Customers save on average £232 per year.
* **Community Trust –** A debt support scheme for customers who have arrears with Yorkshire Water between £50 and £2000 and at least one other priority debt.
* **Water Direct -** A debt support scheme for customers who receive a deductible income-based benefit. They can take payments directly from benefits.
* **Resolve -** A debt support scheme for customers who are in arrears with their water bill. Their Resolve scheme provides payment matching to support customers becoming debt free.

Yorkshire Water directs customers to this affordability help via information on bills and via its website, advertising campaigns and outreach work in the community. There is a freephone number that customers can call too.

**What do you think about these schemes? Please provide as much detail as possible.**

CAPI: RECORD VERBATIM.

OPEN

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 85 | Don’t know say *(Do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

**What is a cross-subsidy?**

In lots of areas of life, customers pay a little more for a service than it actually costs to provide. The extra money is used to provide services to other customers at a cheaper rate or for free. **This is a called a cross-subsidy.**

Below are some examples of cross-subsides. How acceptable or unacceptable do you find each of these?

*Please select one option only for each statement.*

CAPI: SINGLE CODE FOR EACH STATEMENT.

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very acceptable | - |  |
| 2 | Acceptable | - |  |
| 3 | Don’t mind | - |  |
| 4 | Unacceptable  | - |  |
| 5 | Very unacceptable |  |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | The price of a stamp is the same, regardless of the distance the letter needs to be transported |  |  |
| 2 | Free bus travel for older people |  |  |
| 3 | Free NHS prescriptions for certain groups |  |  |
| 4 | Discounted prices at leisure venues for certain groups |  |  |
| 5 | Discounted prices for students on some goods/services |  |  |

**Base: All respondents**

Do you have any comments about any of these cross-subsidies?

CAPI: RECORD VERBATIM.

OPEN

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 85 | None/Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

DP NOTE: DIPSLAY Q04 ON SAME PAGE AS Q03.

**Base: All respondents**

The majority of your water bill is used by Yorkshire Water to treat your tap water so it meets drinking water standards and to take your wastewater away safely.

However, a small amount of the money you pay for your water bill is used to cross-subsidise things.

Below is an example of a cross-subsidy that Yorkshire Water operates. How acceptable or unacceptable do you find this?

CAPI: SINGLE CODE FOR EACH STATEMENT.

*Please select one option only.*

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very acceptable | - |  |
| 2 | Acceptable | - |  |
| 3 | Don’t mind | - |  |
| 4 | Unacceptable  | - |  |
| 5 | Very unacceptable |  |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Ensuring that customers in rural areas don’t pay higher bills, despite it costing more to serve them |  |  |
| 2 | Providing customers in vulnerable circumstances with additional services to ensure a fair service – e.g. bills in braille and other alternative formats for customers who need them  |  |  |

**Base: All respondents**

Do you have any comments about this cross-subsidy?

CAPI: RECORD VERBATIM.

OPEN

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

DP NOTE: DIPSLAY Q06 ON SAME PAGE AS Q05.

**INFO2.**

**Introduction**

All water companies have a **social tariff scheme** to **help customers who are struggling to afford their water bills**.

These schemes give customers a discount on their water bill. It is up to each water company to decide how much discount customers can get, who is eligible, how people apply for the discount, and so on.

**What is the impact of the discount scheme?**

These discounts make water bills more affordable and help customers from falling into debt.

As well as helping customers directly, these schemes also help to reduce the amount of ‘bad debt’ (that’s debt that will never be repaid) that companies have to write off. This helps to keep bills low for all customers.

**How are the discount schemes funded?**

Most water companies fund the discount scheme through a **cross-subsidy** on all customers’ water bills.

**Base: All respondents**

**WaterSupport**

**Yorkshire Water’s discount scheme is called “WaterSupport”.** WaterSupport helps customers on lower incomes pay water charges. If you’re on a low household income and your annual water bill this year is more than £350 then you may be eligible for help from WaterSupport to reduce the amount you pay. Customers need to provide evidence of their income and let Yorkshire Water know how many people live in their household to apply.

From 1 April 2023, anyone whose household income is less than £18,000 per year is eligible for the scheme. The income threshold may be higher for bigger households.

The scheme is funded through a small **cross-subsidy** on all customers’ water bills. In 2023/24**, £0.50 per month or around £6 per year,** that’s 1.3% of the average bill of £446, goes towards funding the scheme.

**Q07.**What **one word** would you use to describe Yorkshire Water’s WaterSupport scheme?

CAPI: RECORD ONE WORD ONLY.

OPEN. MAX ONE WORD.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Q07a.**

**Base: All respondents**

Yorkshire Water is one of a few water companies that also contributes to their social tariff. Yorkshire Water is providing funding of £10million towards WaterSupport between 2020-2025. This is part of the wider support provided by the company of over £115m in bill reductions and debt support during this time period.

In addition, to help with the cost of living crisis impacting customers, in 2022 Yorkshire Water pledged an additional £15 million to help customers up to 2025, this will provide support to more than 125,000 customers each year.

How do you feel about Yorkshire Water’s contribution towards the scheme?

CAPI: READ OUT. SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It’s too high | - |  |
| 2 | It’s about right | - |  |
| 3 | It’s too low | - |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**DP NOTE: Show Q07 and Q07a on the same page.**

**INFO3.**

Yorkshire Water has around 2.4 million household customers and will help approximately 160,000 customers in vulnerable circumstances with affordability support. However, it is calculated through government and Yorkshire Water data that around another 160,000 households (320,000 in total) could potentially be struggling to pay their water bills without help from Yorkshire Water.

To help expand the support offered to customers who need help, Yorkshire Water would like to know if you would be willing to contribute something extra in order to help expand this support starting in 2025. To help with this, Yorkshire Water is proposing to increase its current shareholder contribution to WaterSupport by a further £500,000 per year and providing at least £12.5million for the period 2025-2030.

**INFO4.**

On the following pages we will show you some different options for increasing the number of struggling people WaterSupport can help through adding a different amount to everyone’s bill. We would like you to tell us how acceptable or unacceptable this is to you.

It is important to note that every penny of extra WaterSupport funding would be spent on water bill discounts for Yorkshire Water’s most financially vulnerable customers. This money could not be spent on other things and could not be diverted to shareholder dividends or executive pay.

CAPI: HAND TABLET TO RESPONDENT.

**Base: All respondents**

If customers were each willing to contribute an extra **[PRICE]** via their water bill Yorkshire Water could help an additional **[NUMBER OF CUSTOMERS]** who are struggling per year.

Please remember that every penny of this extra WaterSupport funding would be spent on water bill discounts for Yorkshire Water’s most financially vulnerable customers.

**How acceptable or unacceptable would you find the cross-subsidy at this level?**

[IMAGE FROM TABLE]

*Please select one option only.*

GABOR GRANGER. DP NOTES: SEE RACHEL’S INSTRUCTIONS

|  |  |  |  |
| --- | --- | --- | --- |
|  **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very acceptable |  |  |
| 2 | Acceptable |  |  |
| 3 | Don’t mind |  |  |
| 4 | Unacceptable  |  |  |
| 5 | Very unacceptable |  |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |
| **Code** | **Price**  | **Number of customers** | **Image** |
| 1 | 16 pence extra per month (£2 extra per year) | 13,000  | 1 |
| 2 | 33 pence extra per month (£4 extra per year) | 26,000  | 2 |
| 3 | 50 pence extra per month (£6 extra per year) | 39,000  | 3 |
| 4 | 66 pence extra per month (£8 extra per year) | 52,000  | 4 |
| 5 | 83 pence extra per month (£10 extra per year) | 65,000  | 5 |
| 6 | 1 pound extra per month (£12 extra per year) | 78,000  | 6 |
| 7 | £1.16 extra per month (£14 extra per year) | 91,000  | 7 |
| 8 | £1.33 extra per month (£16 extra per year) | 104,000  | 8 |
| 9 | £1.50 extra per month (£18 extra per year) | 117,000  | 9 |
| 10 | £1.66 extra per month (£20 extra per year) | 130,000 | 10 |
| 11 | £1.83 extra per month (£22 extra per year) | 143,000 | 11 |
| 12 | £2 extra per month (£24 extra per year) | 156,000 | 12 |
| 13 | £2.16 extra per month (£26 extra per year) | 166,000 | 13 |

**INF05.**

**Base: CAPI ONLY**

Thank you. Please hand the tablet back to the interviewer.

**Base: All respondents**

What is themaximum **extra** amount **per month** you’d find acceptable to pay to increase the number of customers who benefit from WaterSupport?

CAPI: RECORD NUMBER. IF DECIMAL PLACE BUTTON IS NOT SHOWING ON THE KEYBOARD, PRESS THE “\*+#” KEY.

*Please enter your answer in the box below. If you wish to enter a value less than £1.00, please enter this as “0.XX”. For example, 50p should entered as 0.50.*

NUMERIC.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
|  |  | ABSOLUTE MAX 50. OTHERWISE BASE MAX/MIN ON ANSWERS TO Q08/Q09A |  |

**Base: All respondents**

What, if anything, would make you more willing to contribute more via your bill towards WaterSupport?

CAPI: SHOW TABLET. CODE ALL THAT APPLY.

*Please select all that apply.*

MULTI CODE. RANDOMISE.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | If my income increased | - |  |
| 2 | If Yorkshire Water told customers about the difference the WaterSupport makes to people | - |  |
| 3 | If Yorkshire Water promoted WaterSupport more, including how to access it | - |  |
| 4 | If Yorkshire Water contributed more funds to WaterSupport | - |  |
| 80 | Other *(specify)* | OPEN. FIXED. |  |
| 87 | Nothing *(do not read out)* | EXCLUSIVE. FIXED. DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Q10.**

**Base: those who say that they would not be willing to contribute anything extra (Q08=0) AND nothing would make them more willing to contribute (Q09=87)**

You said that nothing would make you want to pay more via your bill towards WaterSupport. Why is this?

CAPI: SHOW TABLET. CODE ALL THAT APPLY.

*Please select all that apply.*

MULTI CODE. RANDOMISE.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | I don’t want to pay more | - |  |
| 2 | I can’t afford to pay more | - |  |
| 3 | I don’t think it’s fair that customers should subsidise the water bills of other customers | - |  |
| 4 | I don’t think the scheme helps the right people | - |  |
| 5 | I don’t want my bill to increase |  |  |
| 6 | I don’t want other customers’ bills to increase, as many people are struggling |  |  |
| 80 | Other *(specify)* | OPEN. FIXED. |  |
| 86  | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY. FIXED. |  |

**Q11.**

**Base: all respondents**

Do you have any further comments about the ways in which Yorkshire Water can help customers who are struggling to pay their bill?

CAPI: RECORD VERBATIM.

OPEN.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 87 | None/Don’t know |  |  |

**Q12.**

**Base: all respondents**

And do you have any suggestions for other ways that Yorkshire Water could let customers know about the ways in which it can help customers struggling to pay their bill?

CAPI: RECORD VERBATIM.

OPEN.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 87 | None/Don’t know |  |  |

**Q13.**

**Base: All respondents**

To what extent do you agree or disagree with the following statements?

CAPI: SINGLE CODE FOR EACH STATEMENT.

*Please select one option only for each statement.*

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly agree | - |  |
| 2 | Agree | - |  |
| 3 | Neither agree nor disagree | - |  |
| 4 | Disagree | - |  |
| 5 | Strongly disagree |  |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | It’s essential that Yorkshire Water keeps bills affordable for everyone |  |  |
| 2 | People who are genuinely struggling to pay their water bill should get a discount |  |  |
| 3 | Bill discounts for customers who are struggling should not be funded by other customers |  |  |
| 4 | I don’t support the idea of helping people on low incomes to pay their water bills |  |  |
| 5 | It’s morally right for customers to help others who are struggling to pay their bills |  |  |
| 6 | Only customers who have proved they are genuinely struggling to pay their water bills should be eligible for a bill discount |  |  |
| 7 | Yorkshire Water should **automatically register** low-income customers onto WaterSupport |  |  |

**Q14.**

**Base: All respondents**

How much do you agree or disagree with each of the following statements?

CAPI: SINGLE CODE FOR EACH STATEMENT.

*Please select one option only for each statement.*

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Strongly agree | - |  |
| 2 | Agree | - |  |
| 3 | Neither agree nor disagree | - |  |
| 4 | Disagree | - |  |
| 5 | Strongly disagree |  |  |
| 85 | Don’t know *(do not read out)* | - |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | I usually trust what people say |  |  |
| 2 | I believe in human goodness |  |  |
| 3 | I am concerned about the needs of others |  |  |
| 4 | I like to help other people when I can |  |  |
| 5 | I donate to charitable causes |  |  |
| 6 | I feel sympathy for those worse off than myself |  |  |
| 7 | I believe people should be responsible for their own finances |  |  |
| 8 | I am too worried about my own finances to think about other people’s finances |  |  |

**Classification questions**

**Base: All respondents**
Which of the following income bands does your total household income fall into? Please take into account earnings **before** tax and other deductions.

CAPI: SHOW TABLET. SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Up to £10,499 a year/Up to £874 a month |  |  |
| 2 | From £10,500 to £15,999 a year/From £875 to £1,334 a month |  |  |
| 3 | From £16,000 to £20,999 a year/From £1,335 to £1,750 a month |  |  |
| 4 | From £21,000 to £25,999 a year/From £1,751 to £2,164 a month |  |  |
| 5 | From £26,000 to £35,999 a year/From £2,165 to £2,999 a month |  |  |
| 6 | From £36,000 to £51,999 a year/From £3,000 to £4,334 a month |  |  |
| 7 | From £52,000 to £72,999 a year/From £4,335 to £6,084 a month |  |  |
| 8 | From £73,000 to £103,999 a year/From £6,085 to £8,664 a month |  |  |
| 9 | £104,000 and above a year /£8,665 and above a month |  |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

And does your monthly household income…

CAPI: READ OUT. SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Stay approximately the same each month | - |  |
| 2 | Vary a little each month | - |  |
| 3 | Vary a lot each month | - |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

Which of the following statements best applies to your situation?

CAPI: SHOW TABLET. SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | I never struggle to pay my household bills | - |  |
| 2 | I sometimes struggle to pay my household bills, but I usually manage to keep on top of it | - |  |
| 3 | I struggle to pay my household bills and I am often behind in my payments | - |  |
| 85 | Don’t know *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

Overall, how well would you say you are managing financially?

CAPI: SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Living comfortably | - |  |
| 2 | Doing alright  | - |  |
| 3 | Just about getting by | - |  |
| 4 | Finding it quite difficult |  |  |
| 5 | Finding it very difficult |  |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

Are you on the WaterSupport Scheme?

CAPI: READ OUT. SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes, I am currently on the scheme | - |  |
| 2 | No, but I have been previously | - |  |
| 3 | No, never | - |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

Who else lives in your household?

CAPI: DO NOT READ OUT. SINGLE CODE.

*Please select all that apply.*

MULTI CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | I live alone | EXCLUSIVE |  |
| 2 | My spouse/partner | - |  |
| 3 | Friends / housemates aged 18 or more | - |  |
| 4 | Children aged **under 18** |  |  |
| 5 | Children aged **18 or over** |  |  |
| 6 | My parents |  |  |
| 6 | Other family members |  |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: Those who have children in the household (C06=4)**

How many children **under the age of 18** live in your household?

*CAPI: ENTER NUMBER.*

*Please enter your answer in the box below.*

NUMERIC

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 |  | MAX 20. |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: All respondents**

Do any of the following apply to you? We would like to collect this to ensure that a variety of needs is represented in the study, but you do not need to answer if you do not wish to.

CAPI: SHOW TABLET. SINGLE CODE.

*Please select all that apply.*

MULTI CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | I or another member of my household is disabled or suffer(s) from a debilitating illness | EXCLUSIVE |  |
| 2 | I or another member of my household have/has a learning difficulty | - |  |
| 3 | I or another member of my household relies on water for medical reasons | - |  |
| 4 | I or another member of my household is visually impaired (i.e. struggles to read even with glasses) |  |  |
| 5 | I or another member of my household am/is over the age of 75 years old |  |  |
| 6 | I or another member of my household speaks English as a second language |  |  |
| 7 | I or another member of my household is deaf or hard of hearing |  |  |
| 8 | I or another member of my household is a new parent  |  |  |
| 87 | None of the above | EXCLUSIVE |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: Pilot only**

And finally, how easy or difficult did you find the survey to understand?

CAPI: SINGLE CODE.

*Please select one option only.*

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very easy | - |  |
| 2 | Easy | - |  |
| 3 | Neither easy nor difficult | - |  |
| 4 | Difficult |  |  |
| 5 | Very difficult |  |  |
| 86 | Prefer not to say *(do not read out)* | DP NOTE: SUPRESS INTERVIEWER INSTRUCTION IN THE ONLINE SURVEY |  |

**Base: those who found the survey difficult to understand (C09=4-5)**

What did you find difficult to understand about the survey?

CAPI: RECORD VERBATIM.

OPEN.

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 87 | None/Don’t know |  |  |

**C012.**

**Base: All CAPI respondents**

a) We would like to collect your contact details for quality checking purposes. Are you happy to provide them for this purpose?

*INTERVIEWER: YOU MUST OBTAIN TELEPHONE NUMBERS FOR AT LEAST 70% OF INTERVIEWS*

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No |  |  |

b) Would it be OK if DJS Research re-contacted you if we have a need to further clarify any of the responses you have given in this survey today?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes | - |  |
| 2 | No | - |  |

*Quality checking: If collecting for* ***quality checking purposes*** *you* ***must*** *obtain**the respondent’s* ***name and phone number****.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Name | OPEN,FORCE ANSWER UNLESS REFUSED |  |
| 2 | Email | OPEN |  |
| 3 | Telephone number | OPEN, FORCE IF D02a=1 UNLESS REFUSED |  |
| 86 | Refused | EXCLUSIVE |  |

**END.**

Thank you for taking part in the survey.

If you are struggling to pay your water bill you can find more information on affordability help by calling Yorkshire Water on 0345 124 2424 (local rate), or via their website:

<https://www.yorkshirewater.com/>

This interview is part of a market research survey being carried out by DJS Research who adhere to the Market Research Society Code of Conduct. If you want to verify that we are a bona fide consultancy, please contact the Marker Research Society’s freephone number on +44 (0) 800 975 9596.