**Vulnerable Depths Post Task Questionnaire:**

|  |  |
| --- | --- |
| **Client name:** | Yorkshire Water |
| **Project name:** | Affordability and acceptability research |
| **Job number:** | 8941 |

**Q01.**

Thinking about how your income may change in the future, how easy or difficult do you think it would be for you to afford these water and sewerage bills?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very easy |
| 2 | Fairly easy |
| 3 | Neither easy nor difficult |
| 4 | Fairly difficult |
| 5 | Very difficult |
| 85 | Don’t know |

**GO TO Q02.**

**Q02.**

Thinking about Yorkshire Water proposals for supporting customers who may have additional needs or who need financial support, how acceptable or unacceptable are these to you?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Completely acceptable |
| 2 | Acceptable |
| 3 | Unacceptable |
| 4 | Completely unacceptable |
| 85 | Don’t know / can’t say |

**GO TO Q03.**

**Q03.**

Based on everything you have heard and read about Yorkshire Water proposed business plan, how acceptable or unacceptable is it to you?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Completely acceptable **(GO TO Q04b)** |
| 2 | Acceptable **(GO TO Q04b)** |
| 3 | Unacceptable **(GO TO Q04a)** |
| 4 | Completely unacceptable **(GO TO Q04a)** |
| 85 | Don’t know / can’t say **(GO TO Q05)** |

**Q04a.**

You said that the proposed business plan is completely unacceptable or unacceptable…Why do you say that?

*Please select the* ***TWO*** *main reasons from the list below or write in your own reason(s) if they are not displayed in this list.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Too expensive |
| 2 | Yorkshire Water profits too high |
| 3 | The plan won’t improve things enough /  improvements are too small |
| 4 | Yorkshire Water should pay for more of these  service improvements out of their profits |
| 5 | The plan is poor value for money –  it’s not doing enough for the cost |
| 6 | The plan doesn’t focus on the right things |
| 7 | I won’t be able to afford this |
| 8 | I don’t trust Yorkshire Water to make these service  improvements |
| 9 | Plan isn’t good enough for future generations |
| 10 | I don’t trust Yorkshire Water to do what’s best for  their customers |
| 11 | Plan is not environmentally friendly |
| 80 | Other 1 – (*please specifiy)* …………………………………………………. ………………………………………………………………………………………………. |
| 80 | Other 2 – (*please specifiy)* …………………………………………………. ………………………………………………………………………………………………. |

**GO TO Q05.**

**Q04b.**

You said that the proposed business plan is completely acceptable or acceptable…Why do you say that?

*Please select the* ***TWO*** *main reasons from the list below or write in your own reason(s) if they are not displayed in this list.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | It’s not too expensive |
| 2 | The plan is good value for money –  it’s doing a lot for the cost |
| 3 | Yorkshire Water plan focuses on the  right things |
| 4 | I trust Yorkshire Water to do what’s best for  their customers |
| 5 | The plan will make big / good improvements  to things |
| 6 | I trust Yorkshire Water to make these service  improvements |
| 7 | Plan is environmentally friendly |
| 8 | I will be able to afford this |
| 9 | Plan is good for future generations |
| 80 | Other 1 – (*please specifiy)* …………………………………………………. ………………………………………………………………………………………………. |
| 80 | Other 2 – (*please specifiy)* …………………………………………………. ………………………………………………………………………………………………. |

**GO TO Q05.**

**Q05.**

To what extent, if at all, do you trust Yorkshire Water to deliver their proposed plan by 2030?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Trust Yorkshire Water to deliver it all |
| 2 | Trust Yorkshire Water to deliver some of it |
| 3 | Trust Yorkshire Water to deliver a little of it |
| 4 | Don’t trust Yorkshire Water to deliver it |

**GO TO Q06.**

**Q06.**

Why do you say that?

*Please select the* ***TWO*** *main reasons from the list below*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Yorkshire Water give me a good service |
| 2 | Yorkshire Water services are good value for money |
| 3 | Yorkshire Water keep their service promises to their customers |
| 4 | Yorkshire Water don’t update their customers on how  they are delivering |
| 5 | Yorkshire Water don’t give me a good service |
| 6 | Yorkshire Water services are poor value for money |
| 7 | Shareholders are more important to Yorkshire Water than customers |
| 8 | Yorkshire Water will want to put their bills up  by more than this |
| 9 | Yorkshire Water customers are their top priority |

**Q07.**

Given that this is the least cost plan provided by Yorkshire Water, was there anything missing from the plan that you would be willing to pay a little more for on your bill or anything you would be willing to pay more for to further improve/stretch Yorkshire Water’s performance in?

|  |
| --- |
| **Answer** |
| …………………………………………………………………………………………………………………………………………  …………………………………………………………………………………………………………………………………………  …………………………………………………………………………………………………………………………………………  …………………………………………………………………………………………………………………………………………  ………………………………………………………………………………………………………………………………………… |

**THANK YOU FOR YOUR PARTICIPATION.**

**PLEASE HAND YOUR COMPLETED SURVEY BACK TO THE MODERATOR.**