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

***Yorkshire Water Valuing Water Survey (CAWI - NHH)***

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

Yorkshire Water would like to understand more about customers’ priorities for the services offered, and areas on which to focus, now and in the future. The survey is being carried out with decision makers in businesses and other organisations that have premises in the area covered by Yorkshire Water.

This survey should take no more than 15 minutes to complete.

This interview will be carried out according to the Market Research Society’s Code of Conduct and all your 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 and your organisation will not be identified to Yorkshire Water. 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.

**We need to survey organisations that have premises in Yorkshire and would like to confirm a few details about your organisation**

**S1. Who does your organisation pay its water and wastewater bill to?**

***SINGLECODE***

Yorkshire Water

A water and wastewater supplier/retailer (Please tell us which one)

It’s part of your service charge or rent

Paid in another way (Write in)

Don’t know

Prefer not to say

**S2a. Please tell us the full postcode of your main premises in Yorkshire, so we can confirm that it’s in the area that Yorkshire Water provides services to.**

**If your organisation is completely home-based, then please add your home postcode.**

***WRITE IN***

Prefer not to say

***IF ‘Prefer not to say’ SHOW THE FOLLOWING ON SAME PAGE AS S2;***

**In order to complete the survey we need to confirm this postcode to ensure that your organisation is in an area served by Yorkshire Water.**

***MATCH POSTCODE TO YORKSHIRE WATER OPERATING AREA POSTCODE LIST:***

* ***IF NOT IN YORKSHIRE AREA THANK AND CLOSE***
* ***IF NO POSTCODE IS GIVEN THANK AND CLOSE***

S2b. How many premises does your organisation operate in Yorkshire in total?

***NUMERIC RESPONSE***

None – completely home-based

Don’t know

**S3. Do you have at least some responsibility for making decisions about the water bill your business or organisation pays?**

***TEXT SUB IF ‘None – completely home-based’ AT S2b:*** **As a home-based organisation, this may simply be your home water bill.**

***SINGLECODE***

Yes – solely responsible

Yes – partly responsible with others

No ***– THANK AND CLOSE***

S4. Which of these best describes your organisation?

***SINGLECODE***

A private business

A public sector organisation

A social enterprise

A voluntary or community organisation

A charity

Other (Write in)

**S5. Including yourself, how many people does your organisation employ? If you have multiple sites then please tell us the total number across all sites in the UK.**

**INCLUDE FULL AND PART TIME**

**INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF**

**INCLUDE OWNERS/PARTNERS AND OTHER DIRECTORS**

***NUMERICAL RESPONSE – MINIMUM 1***

**S6. Which of these categories would you say your organisation falls into? TICK ONE ONLY**

***SINGLECODE***

Agriculture, Forestry and Fishing

Mining and Quarrying

Manufacturing

Electricity, Gas, Steam and Air Conditioning Supply

Water Supply; Sewerage, Waste Management and Remediation Activities

Construction

Wholesale

Retail Trade

Repair of Motor Vehicles and Motorcycles

Transportation and Storage

Accommodation and Food Service Activities

Information and Communication

Financial and Insurance Activities

Real Estate Activities

Professional, Scientific and Technical Activities

Administrative and Support Service Activities

Public Administration and Defence; Compulsory Social Security

Education

Human Health and Social Work Activities

Arts, Entertainment and Recreation

Other Service Activities

Something else (Write in)

S7. What does is your organisation mainly do?

***CODES OPEN***

Firstly, we’d like to understand a bit more about your organisations’ water use, and attitudes towards water and the environment.

Q1a. On a scale of 1 to 10, how critical would you say water is to the running of your business? Where 10 is extremely critical, 1 is not at all critical.

***SINGLECODE***

0 – Not at all critical

1

2

3

4

5

6

7

8

9

10 – Extremely critical

Don’t know

Q1b. Does water play a significant role in the production or delivery of the service and/or product provided by your business (e.g. food manufacturing, farming, hair dressers, coffee shop/restaurant or use in customer services)?

Please note, an office where water is required for staff use, whilst critical to keeping staff on site, is deemed non-water dependent in this case.

TICK ONE ONLY

***SINGLECODE***

Yes, water plays a significant role in the production or delivery of the organisation’s service and/or product

No, water does not play a significant role in the production or delivery of the organisation’s service and/or product

Don’t know

Q1c. To what extent do you agree or disagree with the following statements?

SINGLECODE - INVERT

1 – Strongly disagree

2

3 – Neither agree nor disagree

4

5 – Strongly agree

Don’t know

LOOP – RANDOMISE

1. My organisation’s water supply and sewage services are something we take for granted
2. My organisation tries to control how much water it uses
3. My organisation is concerned about the quality of drinking water
4. My organisation should do more to save water and reduce the amount of water it uses
5. My organisation is concerned about water becoming a scarcer resource in the future
6. My organisation is concerned about the impact we are having on the planet
7. My organisation takes action to minimise its impact on the planet

ASK Q1d IF ‘5 – Strongly agree’ AT Q1c for ‘My organisation tries to control how much water it uses’, OTHERS GOTO Q1e

Q1d. Which of the following best describes why your organisation tries to control how much water it uses? TICK ALL THAT APPLY

MULTICODE - RANDOMISE

To reduce our water costs

To reduce other associated costs (e.g. energy)

To support resilience to water scarcity

To develop flood resilience

To reduce our environmental impact

To respond to customer/investor expectations of increasing sustainability.

To comply with government policy and legislation on corporate sustainability surrounding water issues.

To meet consumer expectations for ethical consumption and environmental friendliness.

To respond to investor expectations for ethical consumption and environmental friendliness

To reduce carbon emissions by cutting energy costs of water treatment and the creation of less wastewater.

Another reason (Write in)

Don’t know

ASK Q1e IF SCORE ‘1 – Strongly disagree’ OR ‘2’ AT Q1c for ‘My organisation tries to control how much water it uses’, OTHERS GOTO Q2a

Q1e. Why does your organisation not try to control how much water it uses?

WRITE IN

We’re now going to focus on water and sewage services that your organisation receives from Yorkshire Water to understand your opinions of them.

**Q2a. Taking everything into account, how satisfied are you with the water and sewerage services your organisation receives from Yorkshire Water?**

**Please use a scale of 0-10, where 0 is extremely dissatisfied, 5 is neither satisfied nor dissatisfied and 10 is extremely satisfied.**

SINGLECODE

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

Don’t know

**Q2b. Please tell us the reasons why you rated your satisfaction in this way?**  
***WRITE IN***

***ASK Q2c IF ‘A water and wastewater supplier/retailer’ AT S1, OTHERS GOTO Q3a***

**Q2c. Taking everything into account, how satisfied are you with your water and wastewater supplier/retailer that you pay your bill to?**

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

Don’t know

**Q2d. Please tell us the reasons why you rated your satisfaction in this way?**  
***WRITE IN***

***ASK ALL***

**Q3a. How satisfied are you with the value for money you feel you get for the water and sewerage services your organisation receives?**

SINGLECODE

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

Don’t know/Unable to say

Q3b. Have you had any reason to contact Yorkshire Water directly in the last 12 months? This could have been via the post, email, on their website, social media or over the phone. TICK ALL THAT APPLY

MULTICODE (YES OPTIONS ONLY)

Yes, by phone

Yes, by post

Yes, by email

Yes, by social media

Yes, via a form on their website

Yes, via their web chat

No

Don’t know

ASK Q4 FOR EACH METHOD IF ‘Yes…’ AT Q3b, OTHERS GOTO Q5

Q4. How satisfied were you with your experience of contacting Yorkshire Water using the following methods…?

SINGLECODE - INVERT

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

Don’t know

LOOP - ONLY SHOW THOSE MENTIONED AT Q3b

By phone

By post

By email

By social media

Via a form on their website

Via their web chat

ASK ALL

Q5. Thinking about the future, what challenges do you think your organisation may face over the next year?

WRITE IN

We would now like to ask you more specifically about which areas of service you believe Yorkshire Water should prioritise to ensure it is focusing on what is most important to customers and businesses in Yorkshire.

Businesses in Yorkshire no longer pay Yorkshire Water directly but do still receive water and sewage services from Yorkshire Water. Therefore, it is important that Yorkshire Water understands your priorities for the water and sewage services it provides.

NEW SCREEN

You will see a series of screens that show a list of 4 different types of service that Yorkshire Water provides.

On each of the following screens please select the area of service that you feel should be the HIGHEST PRIORITY for Yorkshire Water and the area that should be the LOWEST PRIORITY.

Each set of 4 is different and don’t worry if you see the same type of service more than once on different screens.

You will see a total of 15 different screens.

NEW SCREEN

**Remember, that all of the types of service you’ll be choosing from would be paid for by revenue provided to Yorkshire Water from both household and business customers’ bills, even if your organisation might not benefit directly from that service.**

NEW SCREEN

Q6. How important is it that Yorkshire Water prioritises the following areas to ensure they can deliver water and sewage services now and in the future?

From the list below, please select the one area that you feel should be the HIGHEST PRIORITY for Yorkshire Water and the area that should be the LOWEST PRIORITY.

SHOW 15 MAXDIFF SCREENS

EACH SCREEN TO INCLUDE FOUR SERVICE ATTRIBUTES;

1. Providing a continuous supply of water that is safe to drink
2. Providing water that is aesthetically pleasing (clear and clean with no odour or unusual taste or colour)
3. Preventing sewage from entering homes and businesses
4. Preventing pollution of rivers or streams from sewage pipes
5. Preventing leaks from Yorkshire Water's pipe network
6. Providing appropriate sewer capacity and pumping capabilities to cope with widespread flood events
7. Preventing interruptions to the supply of water (e.g. planned works, burst pipes, leaks and outages) that cause problems ranging from low pressure to no water
8. Providing good and constant water pressure
9. Treating waste water to a high standard to ensure good quality water in Yorkshire's rivers and beaches
10. Providing financial help and support to those who are struggling to pay their water bill
11. Preventing sewage entering gardens and public spaces from pipe collapses or blockages
12. Providing a high level of customer service (e.g. resolving queries quickly)
13. Ensuring that land owned by Yorkshire Water is conserved or enhanced to improve quality of the water it collects and reduce flooding
14. Ensuring additional support is available to those who need it e.g. providing bills in braille, providing bottled water during times of interruptions for those who can't get to a shop (elderly, medical conditions etc.)
15. Supporting customers to reduce their water use and prevent blockages through education and provision of free tools/devices
16. Reducing the release of untreated sewage mixed with rain water into rivers and streams during times of heavy rainfall
17. Reduce and offset carbon emissions to achieve a 'net zero' position by 2030
18. Working with other organisations on common challenges (e.g. flooding) to share costs and expertise allowing for more and smarter investment to tackle problems
19. Preventing the likelihood of restrictions on water use, including hosepipe bans/non-essential business use, in a drought
20. Keeping bills affordable for all

NEW SCREEN

Thanks for completing that exercise and moving on…

NEW SCREEN

Q7. Still thinking about the services that Yorkshire Water provides, which of the areas listed are your highest priority for Yorkshire Water to focus on?

Please only select all the areas you feel it is essential for Yorkshire Water to prioritise from the list shown below rather than the nice to haves.

TICK ALL THAT APPLY

MULTICODE - RANDOMISE

1. Providing a continuous supply of water that is safe to drink
2. Providing water that is aesthetically pleasing (clear and clean with no odour or unusual taste or colour)
3. Preventing sewage from entering homes and businesses
4. Preventing pollution of rivers or streams from sewage pipes
5. Preventing leaks from Yorkshire Water's pipe network
6. Providing appropriate sewer capacity and pumping capabilities to cope with widespread flood events
7. Preventing interruptions to the supply of water (e.g. planned works, burst pipes, leaks and outages) that cause problems ranging from low pressure to no water
8. Providing good and constant water pressure
9. Treating waste water to a high standard to ensure good quality water in Yorkshire's rivers and beaches
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15. Supporting customers to reduce their water use and prevent blockages through education and provision of free tools/devices
16. Reducing the release of untreated sewage mixed with rain water into rivers and streams during times of heavy rainfall
17. Reduce and offset carbon emissions to achieve a 'net zero' position by 2030
18. Working with other organisations on common challenges (e.g. flooding) to share costs and expertise allowing for more and smarter investment to tackle problems
19. Preventing the likelihood of restrictions on water use, including hosepipe bans non-essential business use, in a drought
20. Keeping bills affordable for all

Q8. And which of the areas, if any, listed below would your organisation be willing to pay more to see Yorkshire Water make improvements? TICK ALL THAT APPLY

MULTICODE - RANDOMISE

1. Providing a continuous supply of water that is safe to drink
2. Providing water that is aesthetically pleasing (clear and clean with no odour or unusual taste or colour)
3. Preventing sewage from entering homes and businesses
4. Preventing pollution of rivers or streams from sewage pipes
5. Preventing leaks from Yorkshire Water's pipe network
6. Providing appropriate sewer capacity and pumping capabilities to cope with widespread flood events
7. Preventing interruptions to the supply of water (e.g. planned works, burst pipes, leaks and outages) that cause problems ranging from low pressure to no water
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11. Preventing sewage entering gardens and public spaces from pipe collapses or blockages
12. Providing a high level of customer service (e.g. resolving queries quickly)
13. Ensuring that land owned by Yorkshire Water is conserved or enhanced to improve quality of the water it collects and reduce flooding
14. Ensuring additional support is available to those who need it e.g. providing bills in braille, providing bottled water during times of interruptions for those who can't get to a shop (elderly, medical conditions etc.)
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17. Reduce and offset carbon emissions to achieve a 'net zero' position by 2030
18. Working with other organisations on common challenges (e.g. flooding) to share costs and expertise allowing for more and smarter investment to tackle problems
19. Preventing the likelihood of restrictions on water use, including hosepipe bans non-essential business use, in a drought
20. Keeping bills affordable for all

None of these

Don’t know

We are now going to ask you some questions about water bills. Remember, the wholesale charges that Yorkshire Water sets for business customers will be reflected in what your organisation is charged for water and sewage services.

ASK Q9a IF ‘Yorkshire Water’ OR ‘A water and wastewater supplier/retailer’ AT S1, OTHERS GOTO Q10a

Q9a Does your organisation normally pay its water bill on a weekly, monthly, quarterly, twice yearly or annual basis?

SINGLECODE

Weekly

Monthly

Quarterly

Biannually (i.e. twice a year)

Annual

Other

Don’t know

*IF ‘Don’t know’ AT Q9a GOTO Q10a, OTHERS CONTINUE*

Q9b. Typically, how much is the water bill each *(TEXT SUB FROM Q9a IF OTHER AT Q9a TEXT SUB WITH* year*)*?

Please insert a whole number to the nearest pound (e.g. if you pay £299.99 enter 300, if you pay £410.29 enter 410).

Don’t know

*ASK Q10a IF ‘Don’t know’ AT Q9a OR Q9b OR NOT ‘Yorkshire Water’ OR ‘A water and wastewater supplier/retailer’ AT S1, OTHERS GOTO Q11*

Q10a Which of these bands does your organisation’s annual water and sewage bill fall into?

*SINGLECODE*

Less than £23,000 per year

£23,000 to £232,999 per year

£233,000 or more per year

Don’t know

*ASK Q10b IF ‘Don’t know’ AT Q10a, OTHERS GOTO Q11*

Q10b. How much water does your organisation use per annum?

*SINGLECODE*

Up to 5 megalitres

Between 5 and 50 megalitres

More than 50 megalitres

Don’t know

*ASK ALL*

Q11. Would you say that for your organisation paying its water bill is more or less of a priority than paying these other business expenses?

***SINGLECODE – DO NOT INVERT***

Paying the water bill is a much higher priority

Paying the water bill is a little higher priority

Paying the water bill is the same priority

Paying the water bill is a little lower priority

Paying the water bill is a much lower priority

Not applicable

Don’t know

***LOOP - RANDOMISE***

Energy bills (Electricity / Gas)

Mortgage / rent

Business rates

Q12. Which of the following statements best reflects how you feel about the amount your organisation currently pays for water and sewage services for its premises in Yorkshire?

I feel that the amount we are charged for my water and sewage services is….

***SINGLECODE***

Very reasonable

Reasonable

Unreasonable

Very unreasonable

Don’t know

***USE RESPONSE TO Q9b TO CALCULATE THE FOLLOWING LEVEL FOR EACH RESPONDENT’S WATER BILL***

***CALCULATE FOR WEEKLY / MONTHLY / QUARTERLY / BIANNUALLY / ANNUAL TO MATCH RESPONDENT’S PAYMENT FREQUENCY AT Q9a***

***GOTO Q14 IF;***

* ***RESPONSE WAS NOT ‘Yorkshire Water’ OR ‘A water and wastewater supplier/retailer’ AT S1 (i.e. Q9a WASN’T ASKED)***
* ***IF ‘Don’t know’ AT Q9a***
* ***IF ‘Don’t know’ AT Q9b***

***LEVEL 1 – 2% OF WATER BILL AT Q9b***

***LEVEL 2 – 4% OF WATER BILL AT Q9b***

***LEVEL 3 – 6% OF WATER BILL AT Q9b***

***LEVEL 4 – 8% OF WATER BILL AT Q9b***

***LEVEL 5 – 10% OF WATER BILL AT Q9b***

***LEVEL 6 – 12% OF WATER BILL AT Q9b***

***LEVEL 7 – 14% OF WATER BILL AT Q9b***

**Q13. As a reminder, here are the areas you said earlier were the highest priority for Yorkshire Water to focus on;**

***SHOW ALL CHOSEN AT Q7***

**Thinking about all the areas that you’ve previously identified as important for Yorkshire Water to prioritise, if Yorkshire Water were looking to improve across all of these, how willing would your organisation be to pay *(INSERT CALCULATED LEVEL 3 PRICE)* on your *(TEXT SUB FROM Q9a)*** **water bill to help fund these improvements?**

***SINGLECODE***

1. Very unwilling
2. Unwilling
3. Neither willing nor unwilling
4. Willing
5. Very willing

* **IF CODES 3-5 AT LEVEL 3, REPEAT Q13 SHOWING LEVEL 7**
  + **IF CODES 3-5 AT LEVEL 7, RECORD FINAL Q13 VALUE AT LEVEL 7 VALUE**
  + **IF CODES 1-2 AT LEVEL 7, REPEAT Q13 SHOWING LEVEL 5**
    - **IF CODES 3-5 AT LEVEL 5, REPEAT Q13 SHOWING LEVEL 6**
      * **IF CODES 3-5 AT LEVEL 6, RECORD FINAL Q13 VALUE AT LEVEL 6 VALUE**
      * **IF CODES 1-2 AT LEVEL 6, RECORD FINAL Q13 VALUE AT LEVEL 5 VALUE**
    - **IF CODES 1-2 AT LEVEL 5, REPEAT Q13 SHOWING LEVEL 4**
      * **IF CODES 3-5 AT LEVEL 4 RECORD FINAL Q13 VALUE AT LEVEL 4 VALUE**
      * **IF CODES 1-2 AT LEVEL 4, RECORD FINAL Q13 VALUE AT LEVEL 3 VALUE**
* **IF CODES 1-2 AT LEVEL 3, REPEAT Q13 SHOWING LEVEL 1** 
  + **IF CODES 1-2 AT LEVEL 1, RECORD FINAL Q13 VALUE AS ZERO**
  + **IF CODES 3-5 AT LEVEL 1, REPEAT Q13 SHOWING LEVEL 2**
    - * **IF CODES 3-5 AT LEVEL 2, RECORD FINAL Q13 VALUE AT LEVEL 2 VALUE**
      * **IF CODES 1-2 AT LEVEL 2, RECORD FINAL Q13 VALUE AT LEVEL 1 VALUE**

***ASK ALL***

**Q14. Should Yorkshire Water need to increase its wholesale charges for business customers in the future to allow for additional investment to make improvements to its service, which of the following would describe your preference for when this should happen? TICK ONE ONLY**

SINGLECODE

I’d prefer to pay for all of the investment now, so that the next generation of bill payers don’t have to pay for this

I’d prefer to start paying for the investment now, but it should be spread across different generations of bill payers (both current and future customers)

I’d prefer not to pay for the investment now, so that the next generation of bill payers who use these services will pay for these improvements (I want future customers to pay)

Don’t know

**Q15. Given the economic situation in the UK at the moment, would you mind telling us how current market conditions are in the markets in which you operate?**

SINGLECODE

Business is great at the moment, we are experiencing no negative impacts

Business is OK at the moment, we are experiencing some negative impacts but it’s not significant

Business is being negatively impacted by the economic situation and its starting to become difficult

Business is being negatively impacted by the economic situation, we are struggling

Not applicable – we are not a trading business

Prefer not to say

Don’t know

**Q16. How do you expect the market conditions within your operating market 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

Not applicable

Don’t know

Finally, we’d like to find out a little more about your organisation to help us understand the views of different types of customers.

D1. Approximately what was the turnover of your organisation over the past year?

***SINGLECODE***

Less than £85,000 [VAT threshold]

£85,000–£250,000

£250,000–£0.5M

£0.5M–£1M

£1M–£5M

£5M–£10M

£10M–£25M

£25M+

Not applicable – organisation does not have a turnover

Don’t know

Prefer not to say

D2. How would you describe your organisation’s Yorkshire premises?

***MULTICODE***

Office (not serviced)

Serviced office

Retail unit (e.g. shop, restaurant etc.)

Industrial unit

Manufacturing unit

Warehouse/storage

Lab or research facility

Undeveloped site/land

Home-based

Something else (Please specify below)

Don’t know

Thank you for taking the time to complete this survey.

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