**Chart

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**Activity Guide**

**Yorkshire Water**

**Billing Profile**

Markets:   
**UK**

**A picture containing person, dessert

Description automatically generated**Human8 Team:   
**Paige Blake** [PaigeB@wearehuman8.com](mailto:PaigeB@wearehuman8.com)

**Sarah Fixter** [SarahF@wearehuman8.com](mailto:SarahF@wearehuman8.com)

Client Stakeholders:   
**Donna Hildreth**

**Naveed Majid**

**Jenna Spence**

Date:   
**25/07/2023**

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**PROJECT DETAILS**

*Fill in information below.*

|  |  |
| --- | --- |
| **Research Approach** | |
| Data Collection Source(s): | **Your Water Community + Panel** |
| Questionnaire Length: | **5 - 10 minutes** |
| Project Type: | **Insight Generation** |
| Questionnaire Design: | **Cross sectional design** |
| **Markets, Languages & Translations** | |
| Markets & Languages per market: | **UK only** |
| **Sample Spec** |  |
| Total Sample |  |
| **SAMPLE GROUPS** | Community = max. quota 500 (send to whole community)  Panel = max. quota 400 |
| **Sample Screening** *(estimated incidence rate if known…%)* |  |
| Visual / Auditory Limitation allowed: | Yes |
| **Sample Quota(s)** |  |
| **APPLY TO PANEL ONLY (HV1=CODE 2)** |  |
| Age (Q2)   * 18-19 = 23 * 20-29 = 107 * 30-44= 110 * 45-59= 62 * 60-64 = 16 * 65+= 85 |  |
| Gender (HV3 Gender Combined)   * Female = 172 * Male = 228 |  |
| Region (HV4 Region Combined)   * West Yorkshire = 183 * South Yorkshire = 107 * East Yorkshire = 47 * North Yorkshire = 63 |  |
| SEG (HV5 SEG Combined)   * AB = 132 * C1 = 92 * C2 = 80 * DE = 96 |  |
| **Stimuli Overview** *(internal use only: stimuli requirements can be found here)* | |
| **LIST STIM USED IN AG** |  |
|  |  |
| **Mobile** | |
| The survey is drafted to be as: | **Mobile compatible** |
| **Other info** | |
|  |  |

**PROJECT OBJECTIVES AND BACKGROUND INFORMATION**

*Fill in information below.*

|  |  |  |
| --- | --- | --- |
| **Background Business Objective** *(i.e., why is the research being done, what decisions are being made on the back of it, what’s led to research being part of the solution & what’s the business need for the research?)* | | |
| Yorkshire Water need to understand which bill profile project is most suitable for their customers. | | |
| **Key Project Timings** | | |
| **Project Stage** | **Timings** | **Responsible** |
| Activity Guide Signed Off | **25/07/2023** | **Yorkshire Water** |
| Scripting | **26/07/2023** | **Human8** |
| Survey live | **27/07/2023** | **Human8** |
| Fieldwork | **27/07/2023 - 31/07/2023** | **Human8** |
| Analysis & reporting | **01/08/2023 - 04/08/2023** | **Human8** |
| Report shared | **04/08/2023** | **Human8** |
| **Project Cost** | | |
| **£7,500** | | |

**PROJECT INVITE**

|  |  |
| --- | --- |
| **Newsletter/Email Invite Copy** | |
| Subject: | **We need your feedback on billing options** |
| **Hi <USERNAME>,**  **Yorkshire Water are in the process of developing a 5-year plan for 2025-2030 as part of a regulatory process all water companies are currently undertaking. As a result of this work, there will be an impact on the amount customers are required to pay as part of their bill. Today, we’d like your feedback on which billing option you’d prefer.**  **<Click here to take part>**  **All those taking part will be entered into a draw to win a share of £500 Tremendous vouchers. You’ll also be entered into the usual monthly prize draw.**  **Thanks,**  **Paige & the Your Water team** | |
| Call to action button: | **Click here to take part** |
| **Paige & the Your Water team** | |

|  |  |
| --- | --- |
| **Activity Card** | |
| Card title: | **We need your feedback on billing options** |
| Card text: | Yorkshire Water would like your feedback on which billing options you’d prefer. |
| Image: | person using laptop computer |

**QUESTIONNAIRE**

*NB. Supporting text on all questions in the grey boxes is for internal use.*

**Hidden Question**: HV1 Sample Source

Page break: Yes

Title: HV1 Sample Source  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV1 Sample Source

Filter / routing information: Assign based on sample source

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Community | 1 | If Your Water community |  |
| Panel | 2 | If third party panel |  |

|  |
| --- |
| **SECTION 1: PROFILING** |

**Info Text:** Thanks for joining us. Today we’d like to talk to you about some billing options and understand which one you’d prefer.

IF HV1=2 PANEL: Before we get started, we just need to ask you a few questions about yourself…

Page break: Yes

Title: Info1

Question type: Info

Implementation QID: Info1

Filter / routing information: No

Other potential instructions: No

1. Question text: Firstly, please could you let us know whether you’re responsible for paying towards the water bill in your home?

Instruction text: Please select one

Page break: Yes

Title: Q1  
Question type: Single Select

Randomisation: None

Implementation QID: Q1

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I am | 1 |  |  |  |
| No, I am not | 2 |  |  |  |
| Unsure | 3 |  |  |  |

**Info Text:** Thanks for taking part in this survey. The rest of the questions are only relevant to those who pay towards their water bill, so we won’t take up anymore of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksBillPay

Question type: Info

Implementation QID: ClosingThanksBillPay

Filter / routing information: IF Q1=CODE 2 OR 3 (NON-BILL PAYER)

Other potential instructions: No

1. Question text: Which of the following age groups do you fall into?

Instruction text: Please select one

Page break: Yes

Title: Q2  
Question type: Single Select

Randomisation: None

Implementation QID: Q2

Filter / routing information:

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Under 18 | 1 |  |  |  |
| 18-19 | 2 |  |  |  |
| 20-29 | 3 |  |  |  |
| 30-44 | 4 |  |  |  |
| 45-59 | 5 |  |  |  |
| 60-64 | 6 |  |  |  |
| 65+ | 7 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately we’re looking for people aged 18 or above, so we won’t take up anymore of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksAge

Question type: Info

Implementation QID: ClosingThanksAge

Filter / routing information: IF Q2 = CODE 1 (UNDER 18)

Other potential instructions:

**Hidden Question**: HV2 Age NETS

Page break: Yes

Title: HV2 Age NETS  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV2 Age NETS

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| 18-29 | 1 | IF Q2 = CODE 2 OR 3 |  |
| 30-44 | 2 | IF Q2 = CODE 4 |  |
| 45-59 | 3 | IF Q2 = CODE 5 |  |
| 60+ | 4 | IF Q2 = CODE 6 OR 7 |  |

1. Question text: Which of the following do you identify as…?

Instruction text: Please select one

Page break: Yes

Title: Q3  
Question type: Single Select

Randomisation: None

Implementation QID: Q3

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Female | 1 |  |  |  |
| Male | 2 |  |  |  |
| I identify in another way | 3 |  |  |  |
| Prefer not to say | 4 |  |  |  |

**Hidden Question**: HV3 Gender Combined

Page break: Yes

Title: HV3 Gender Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV3 Gender Combined

Filter / routing information: Combine Q3 with community background variable “Gender”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Female | 1 | IF Q3 OR “GENDER” = CODE 1 |  |
| Male | 2 | IF Q3 OR “GENDER” = CODE 2 |  |
| Other | 3 | IF Q3 OR “GENDER” = CODE 3 |  |
| Prefer not to say | 4 | IF Q3 OR “GENDER” = CODE 4 |  |

1. Question text: Where do you live?

Instruction text: Please select one

Page break: Yes

Title: Q4  
Question type: Single Select

Randomisation: None

Implementation QID: Q4

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Greater London | 1 |  |  |  |
| South East | 2 |  |  |  |
| East Anglia | 3 |  |  |  |
| South West | 4 |  |  |  |
| West Midlands | 5 |  |  |  |
| East Midlands | 6 |  |  |  |
| North West | 7 |  |  |  |
| Yorkshire & Humberside | 8 |  |  |  |
| North East | 9 |  |  |  |
| Wales | 10 |  |  |  |
| Scotland | 11 |  |  |  |
| Northern Ireland | 12 |  |  |  |
| Outside of the UK | 13 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately we’re looking to speak to people from certain areas, so we won’t take up anymore of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksRegion

Question type: Info

Implementation QID: ClosingThanksRegion

Filter / routing information: IF Q4 ≠ CODE 8 (NOT BASED IN YORKSHIRE)

Other potential instructions:

1. Question text: In which area of Yorkshire do you live?

Instruction text: Please select one

Page break: Yes

Title: Q5  
Question type: Single Select

Randomisation: None

Implementation QID: Q5

Filter / routing information: ASK IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| West Yorkshire | 1 |  |  |  |
| South Yorkshire | 2 |  |  |  |
| East Riding of Yorkshire | 3 |  |  |  |
| North Yorkshire | 4 |  |  |  |

**Hidden Question**: HV4 Region Combined

Page break: Yes

Title: HV4 Region Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV4 Region Combined

Filter / routing information: Combine Q5 with community background variable “Region”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| West Yorkshire | 1 | IF Q5 OR “REGION” = CODE 1 |  |
| South Yorkshire | 2 | IF Q5 OR “REGION” = CODE 2 |  |
| East Riding of Yorkshire | 3 | IF Q5 OR “REGION” = CODE 3 |  |
| North Yorkshire | 4 | IF Q5 OR “REGION” = CODE 4 |  |

1. Question text: Does Yorkshire Water provide your water and wastewater services?

Instruction text: Please select one

Page break: Yes

Title: Q6  
Question type: Single Select

Randomisation: None

Implementation QID: Q6

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, they provide my **water and wastewater services** | 1 |  |  |  |
| They provide my **water** services | 2 |  |  |  |
| They provide my **wastewater** services | 3 |  |  |  |
| No, **they don’t provide** my water or wastewater services | 4 |  |  |  |
| I don’t know | 5 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately we’re looking to speak to specific Yorkshire Water customers, so wewon’t take up any more of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksWaterSupplier

Question type: Info

Implementation QID: ClosingThanksWaterSupplier

Filter / routing information: IF Q6≠1 (NON-YW CUSTOMER)

Other potential instructions:

1. Question text: Have you ever worked for a water or wastewater provider?

Instruction text: Please select one

Page break: Yes

Title: Q7  
Question type: Single Select

Randomisation: None

Implementation QID: Q7

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes – I currently work for a water or wastewater provider | 1 |  |  |  |
| Yes – I previously worked for a water or wastewater provider within the past year | 2 |  |  |  |
| Yes – I previously worked for a water or wastewater provider over a year ago | 3 |  |  |  |
| No – I’ve never worked for a water or wastewater provider | 4 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately we’re looking for people who don’t currently, or haven’t recently, worked for a water provider, so we won’t take up anymore of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksJob

Question type: Info

Implementation QID: ClosingThanksJob

Filter / routing information: IF Q7 = CODE 1 OR 2 (WORKED IN WATER INDUSTY)

Other potential instructions:

1. Question text: Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best. This could be you or someone else: the chief income earner is the person in your household with the largest income.

If the chief income earner is retired and has an occupational pension please answer for the occupation which was their main career.

If the chief income earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Instruction text: Please select one

Page break: Yes

Title: Q8  
Question type: Single Select

Randomisation: None

Implementation QID: Q8

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Higher managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people) | 1 |  |  |  |
| Intermediate managerial, administrative or professional e.g. teacher, manager, accountant | 2 |  |  |  |
| Supervisor, administrative or professional e.g. police officer, nurse, secretary, self-employed | 3 |  |  |  |
| Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver | 4 |  |  |  |
| Semi-skilled or unskilled manual work e.g. waiter, factory worker, receptionist, labourer | 5 |  |  |  |
| Housewife/ househusband | 6 |  |  |  |
| Unemployed | 7 |  |  |  |
| Student | 8 |  |  |  |
| Retired | 9 |  |  |  |

**Hidden Question**: HV5 SEG Combined

Page break: Yes

Title: HV5 SEG Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV5 SEG Combined

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| AB | 1 | IF Q8 = CODE 1 OR 2 |  |
| C1 | 2 | IF Q8 = CODE 3 OR 8 |  |
| C2 | 3 | IF Q8 = CODE 4 |  |
| DE | 4 | IF Q8 = CODE 5, 6, 7 or 9 |  |

1. Question text: Which of the following apply to you and your household?

Instruction text: Please select all that apply

Page break: Yes

Title: Q9  
Question type: Multi Select

Randomisation: None

Implementation QID: Q9

Filter / routing information: IF HV1= CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| I or another member of my household is disabled or suffer(s) from a debilitating illness | 1 |  |  |  |  |
| I or another member of my household have/has a learning difficulty | 2 |  |  |  |  |
| I or another member of my household relies on water for medical reasons | 3 |  |  |  |  |
| I or another member of my household is visually impaired (i.e. struggles to read even with glasses) | 4 |  |  |  |  |
| I or another member of my household am/is over the age of 75 years old | 5 |  |  |  |  |
| I or another member of my household speaks English as a second language | 6 |  |  |  |  |
| I/our household often struggle to afford household/utility bills | 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 | 9 |  |  |  |  |
| None of the above | 99 |  |  |  |  |

**Hidden Question**: HV6 Vulnerability Combined

Page break: Yes

Title: HV6 Vulnerability Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV6 Vulnerability Combined

Filter / routing information: Combine Q9 with community background variable “Customer Vulnerability”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Vulnerable customer | 1 | IF Q9 = CODE 1-7  OR  “Customer Vulnerability” = CODE 1 |  |
| Non-vulnerable customer | 2 | IF Q9 = CODE 99  OR  “Customer Vulnerability” = CODE 2 |  |

**Hidden Question**: HV7 Financial Vulnerability Combined

Page break: Yes

Title: HV7 Financial Vulnerability Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV7 Financial Vulnerability Combined

Filter / routing information: Combine Q9 with community background variable “Financial Vulnerability”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Financially vulnerable | 1 | IF Q9 = CODE 7  OR  “Financial Vulnerability” = CODE 1 |  |
| Non-financially vulnerable | 2 | IF Q9 ≠ CODE 7  OR  “Financial Vulnerability” = CODE 2 |  |

1. Question text: Thinking about your household finances in 2023, how would you describe your financial situation at the moment?

Instruction text: Please select the option below that best applies.

Page break: Yes

Title: Q10  
Question type: Single Select

Randomisation: None

Implementation QID: Q10

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| I can easily cover the basics, plus I have a good amount left for luxuries or to add to my savings each month | 1 |  |  |  |
| I can comfortably cover the basics, though I have only a limited amount left over | 2 |  |  |  |
| I’m making ends meet, but only just | 3 |  |  |  |
| I’m in danger of falling behind with bills or loan repayments | 4 |  |  |  |
| I’ve missed loan repayments or household bills | 5 |  |  |  |
| Prefer not to say | 6 |  |  |  |

1. Question text: Do you have a water meter?

Instruction text: Please select one

Page break: Yes

Title: Q11  
Question type: Single Select

Randomisation: None

Implementation QID: Q11

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes | 1 |  |  |  |
| No | 2 |  |  |  |
| Don’t know | 3 |  |  |  |

**Info Text:** Thanks for your input so far! We’re now going to ask for your feedback on some billing options.

Page break: Yes

Title: InfoPanel1

Question type: Info

Implementation QID: InfoPanel1

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |
| --- |
| **SECTION 2: BILLING OPTIONS** |

**Info Text:** Yorkshire Water is in the process of developing their 5-year plan (2025-2030). This is part of a regulatory process that all water companies are required to undertake. As part of this, they are considering all the work they need to carry out during that time period to meet their statutory requirements, and the impact this will have on customers’ bills.

Yorkshire Water and all other water companies are required to undertake a large volume of work over the next 5 -year planning period. This includes the biggest ever environmental improvement programme ever delivered. This is a mandatory government initiative and will cost Yorkshire Water around £3 billion from 2025-2030. This will have an impact on customers’ bills from 2025-2030.

Whilst bill increases are likely, Yorkshire Water are mindful that many customers are experiencing financial stress at the moment. Therefore, Yorkshire Water would like to support customers in managing these increases. Yorkshire Water will now show you 3 different bill options for managing charges across the next planning period 2025-2030.

Please be aware that Ofwat will have the final sign-off on what water companies charge their customers.

Page break: Yes

Title: InfoBill

Question type: Info

Implementation QID: InfoBill

Filter / routing information: No

Other potential instructions: No

1. Question text: Given the cost-of-living challenges faced by customers, Yorkshire Water would like to understand which bill option would be the most manageable for customers. The 3 options cover a 5-year period, they are as follows:

Option 1: spread the cost evenly over the 5-year period. This represents a step up in bills from 2025 but the bill remains the same beyond this up to 2030 (blue “average” line in illustration below).

Option 2: spread the cost to reflect the money that Yorkshire Water are spending on improvements during that time – this will be a slightly smaller step up in bills in 2025 and a slight increase across the 5-year period up to 2030 (yellow “natural” line in illustration below)

Option 3: Start with a much smaller increase to your water bill from 2025 and then have a rising bill which increases year on year up to 2030 (green “rising” line in illustration below).

Please note that the visual below is illustrative only – the ‘bill’ axis is not representative of the current cost of your bill or possible increases – these are still being worked on by Yorkshire Water.

Please also be aware that inflation is something that also needs to be considered, this will have an impact on customers bills, this is out of Yorkshire Waters control.

Click on the image to enlarge.

A graph with numbers and lines

Description automatically generated

Which of these options would you prefer, where rank 1 is the option you’d most prefer and rank 3 is the option you’d least prefer.

Instruction text: Click or drag each item into a rank position.

Page break: Yes

Title: Q12  
Question type: Rank Sort

Randomisation: None

Implementation QID: Q12

Filter / routing information: No

Other potential instructions: No

|  |  |  |
| --- | --- | --- |
| Answer options | Precodes | Fix |
| Option 1 – a step up in bills in 2025 but it remains consistent until 2030 (average) | 1 |  |
| Option 2 – the bill increases to reflect the costs that Yorkshire Water will incur during this time, a step up in bills in 2025 but a more gradual incline in bills (natural) | 2 |  |
| Option 3 – A small increase to your water bill in 2025 with a rising yearly bill to 2030 (rising) | 3 |  |

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| 1 | 1 |  |
| 2 | 2 |  |
| 3 | 3 |  |

1. Question text: You mentioned your preferred option is [INSERT RANK 1 FROM Q12].

Why is this your preferred option?

Instruction text:

Page break: Yes

Title: Q13  
Question type: Essay

Implementation QID: Q13

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

1. Question text: You mentioned your least preferred option is [INSERT RANK 3 FROM Q12].

Why is this a less favourable option?

Instruction text:

Page break: Yes

Title: Q14  
Question type: Essay

Implementation QID: Q14

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

**Info Text:** Thank you for taking part, that’s all we had to ask you today.

For your information:

If you are struggling to afford your bill or need additional support for a vulnerability you might be facing such as help with reading your bill or a medical condition that would become serious should a water outage happen in your area, please contact Yorkshire Water on 0345 124 2424 they are there to help and support you where they can.

Thank you again. Please click continue to close the survey and submit your answers.

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No