**Future Bill Payers Post Task Questionnaire:**

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

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

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Completely acceptable **(GO TO Q02b)** |
| 2 | Acceptable **(GO TO Q02b)** |
| 3 | Unacceptable **(GO TO Q02a)** |
| 4 | Completely unacceptable **(GO TO Q02a)** |
| 85 | Don’t know / can’t say **(GO TO Q03)** |

**Q02a.**

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 Q03.**

**Q02b.**

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 Q03.**

**Q03.**

Why do you say that?

*Please write a few words explaining the reasons for your decision.*

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

**Q04.**

**Base: All respondents**

Long term investment by Yorkshire Water will require an increase in customer bills. Bills could increase in different way over time. For example, there could be increases now for current bill payers, or bigger increases in the long term for future generations. Which one of the following options would you prefer?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | An increase in bills starting sooner, spreading increases  across different generations of bill payers |
| 2 | An increase in bills starting later, putting more of the increases  onto younger and future bill payers |
| 85 | Idon’t know enough at the moment to give an answer |

**Q05.**

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?

*Please write a few words explaining the reasons for your decision.*

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

**THANK YOU FOR YOUR PARTICIPATION.**

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