**Questionnaire: Channel Strategy Research**

**Online & CAPI**

|  |  |
| --- | --- |
| **Client name:** | Yorkshire Water |
| **Project name:** | Channel Strategy Research |
| **Job number:** | 8587 |
| **Methodology:** | Online & CAPI |
| **Version** | 2 |

**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

**Questionnaire quality checklist**

Please use this list to check your script before it is sent to data for set up. Speak to your PM if you are unsure about any of these checks.

|  |  |  |
| --- | --- | --- |
|  | Are quotas or sampling requirements clearly specified? |  |
| Labelling | Is the script labelled with the client name, job, project code and version? |  |
| Do all questions have a unique number? |  |
| Are all questions numbered consistently with proper conventions for screener (S0X) and classification (C0X) questions? |  |
| Have all information pages been entered correctly as ‘INFO1’, ‘INFO2’… |  |
| Have all notes to data (which aren’t questions) been entered onto one line starting with ’DP NOTE:’? |  |
| Is each question to one of the specified question types?  (See ‘labelling\_questionnaire.xls’ in your project file if you aren’t sure). |  |
| Have all grid questions been entered into separate tables with the grid label (column) first then a separate table for grid item (row)? |  |
| Routing, ordering | Does each question have a base description which begins ‘Base:’? |  |
| Are routing instructions easy to understand, do they reference the correct questions earlier in the survey? |  |
| Are exclusive and fixed codes identified where necessary? |  |
| Are answer lists ordered or randomized appropriately? |  |
| Language | Is the phrasing of each question complete, simple and easily read on screen and aloud? |  |
| Is the phrasing of each question appropriate for its delivery mode (self-completion or interviewer led)? |  |
| Do the answer codes of closed questions relate directly to the question? |  |
| NR | Have options for ‘other, don’t know etc.’ been deployed appropriately? |  |
| Do all sensitive or personal questions include ‘Prefer not to say’? |  |
| Code labels | Are answer options coded correctly (Unique, sequential order 1~79) |  |
| Are all DK/PNTS options coded correctly? (80~99)   * Other (80 - 82) * Don’t know (85) * Prefer not to say / refused (86) * None of the above / not applicable (87) * Can’t remember (88) * Not stated / not answered (89) |  |
| Quality | Does this survey require any of the following? Include if appropriate   * Contact collection for further research * Contact collection for interviewer validation * Attention or data quality check questions |  |
| **Have you proof-read the questionnaire for spelling and grammatical errors?** | |  |

Please confirm that you have checked this script against these criteria:

|  |  |  |  |
| --- | --- | --- | --- |
| **Initials** |  | **Date** |  |

**Introduction**

My name is........................, and I am calling from DJS Research Ltd, an independent research consultancy.

We are carrying out a survey for Yorkshire Water about the ways in which customers would like to be able to communicate with Yorkshire Water, and the ways in which you would like Yorkshire Water to communicate with you. This is a very important survey to help Yorkshire Water ensure it is meeting customer needs.

The survey will take approximately 15-20 minutes to complete.

The interview will be conducted under the Market Research Society Rules guaranteeing anonymity and there would be strictly no sales or other comeback from taking part. (CAPI only: Would you be willing to spare some time to take part?)

IF YES, CONTINUE

**QUOTAS –TOTAL 750 INTERVIEWS**

|  |  |  |
| --- | --- | --- |
| **AUDIENCE** | **QUOTA LIMIT** | **TAKEN FROM WHERE?** |
| CAPI | 50 |  |
| Online | 700 |  |
| Male / female | 336 / 350 | S02 |
| North Yorks / West Yorks / South Yorks / East Yorks | 112 / 315 / 189 / 84 | S03 |
| ABC1 / C2DE | 336 / 334 | S04 |
| 18-34 / 35-44 / 45-54 / 55-64 / 65+ | 126 / 119 / 140 / 119 / 196 | S05 |
| BME | 70 | S06 |
| Metered / unmetered | 350 / 350 | Q01 |

**SCREENER**

**S01.**

**Base: CAPI only**

How frequently do you access the internet?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | At least daily |  | Thank & Close |
| 2 | At least once every couple of days |  | Thank & Close |
| 3 | Around once a week |  | Thank & Close |
| 4 | A couple of times a month |  |  |
| 5 | Once a month or less |  |  |
| 6 | I don’t have the internet |  |  |
| 85 | Don’t know |  |  |

**S02.**

In which region of Yorkshire do you live? SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list - rows** | **Scripting notes** | **Routing** |
| 1 | North | SEE QUOTAS |  |
| 2 | South | SEE QUOTAS |  |
| 3 | West | SEE QUOTAS |  |
| 4 | East Riding | SEE QUOTAS |  |
| 5 | Other | SCREEN OUT |  |
| 87 | Prefer not to say | SEE QUOTAS |  |

**S03.**

**Base: Ask all**

Which of the following genders do you most identify with?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Male |  | Quotas |
| 2 | Female |  | Quotas |
| 3 | Trans |  | Quotas |
| 4 | Non-binary |  | Quotas |
| 5 | Intersex |  | Quotas |
| 87 | Prefer not to say |  |  |

**S04.**

**Base: Ask all**

Which of the following age bands do you fall in to?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Under 18 |  | CLOSE |
| 2 | 18-24 |  | Quotas |
| 3 | 25-34 |  | Quotas |
| 4 | 35-44 |  | Quotas |
| 5 | 45-54 |  | Quotas |
| 6 | 55-64 |  | Quotas |
| 7 | 65-74 |  | Quotas |
| 8 | 75+ |  | Quotas |
| 87 | Prefer not to say |  |  |

**S05.**

**Base: Ask all**

What is the main income earner’s occupation?

CAPI - IF THE RESPONDENT IS NOW RETIRED PLEASE ASK: Which ONE of the following categories best describes the employment status of the Chief Income Earner before they retired?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Higher managerial, administrative or professional |  | ABC1 - SEE QUOTAS |
| 2 | Intermediate managerial, administrative or professional |  | ABC1 - SEE QUOTAS |
| 3 | Supervisory or clerical and junior managerial, administrative or professional |  | ABC1 - SEE QUOTAS |
| 4 | Skilled manual worker |  | C2DE - SEE QUOTAS |
| 5 | Semi or unskilled manual worker |  | C2DE - SEE QUOTAS |
| 6 | Casual worker, pensioner or dependant on state welfare |  | C2DE - SEE QUOTAS |
| 87 | Prefer not to say |  |  |

**S06.**

**Base: Ask all**

In your household do you have responsibility for paying your water bill?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes, sole responsibility |  | QUOTAS |
| 2 | Yes, joint responsibility |  | QUOTAS |
| 3 | No |  | QUOTAS |
| 85 | Don’t know |  | Thank & Close |

**S06a.**

**Base: All code 3 at S06**

Who is responsible for paying for the water bill where you live?

SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Parent/s or guardian/s |  |  |
| 2 | Landlord |  |  |
| 3 | University accommodation |  |  |
| 80 | Other (please specify) | OPEN |  |

**S06b.**

**Base: All code 3 at S06**

Which of the following apply to you? Please select all that apply

MULTI RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Working full-time  (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement) |  |  |
| 2 | Working part-time  (including self-employed/freelance, voluntary or other unpaid work, developing a professional portfolio/creative practice or on an internship/placement) |  |  |
| 3 | Due to start a job in the next month |  |  |
| 4 | Engaged in full-time further study, training or research |  |  |
| 5 | Engaged in part-time further study, training or research |  |  |
| 6 | Taking time out in order to travel |  |  |
| 7 | Unemployed (and looking for work) |  |  |
| 8 | Looking after home or family |  |  |
| 9 | Something else (please specify) | OPEN |  |
| 87 | None of the above | EXCLUSIVE |  |

**S07.**

**Base: Ask all**

Which of the following best describes your ethnic background?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list – rows** | **Scripting notes** | **Routing** |
| 1 | White: British |  |  |
| 2 | White: Irish |  |  |
| 3 | White: Any other White background |  |  |
| 4 | Mixed: White and Black Caribbean | BME - SEE QUOTAS |  |
| 5 | Mixed: White and Black African | BME - SEE QUOTAS |  |
| 6 | Mixed: White and Asian | BME - SEE QUOTAS |  |
| 7 | Mixed: Any other Mixed background | BME - SEE QUOTAS |  |
| 8 | Asian or Asian British: Indian | BME - SEE QUOTAS |  |
| 9 | Asian or Asian British: Pakistani | BME - SEE QUOTAS |  |
| 10 | Asian or Asian British: Bangladeshi | BME - SEE QUOTAS |  |
| 11 | Asian or Asian British: Any other Asian background | BME - SEE QUOTAS |  |
| 12 | Black or Black British: Caribbean | BME - SEE QUOTAS |  |
| 13 | Black or Black British: African | BME - SEE QUOTAS |  |
| 14 | Black or Black British: Any other Black background | BME - SEE QUOTAS |  |
| 15 | Chinese | BME - SEE QUOTAS |  |
| 80 | Other | BME - SEE QUOTAS |  |
| 85 | Don’t know | Thank & Close |  |
| 86 | Refuse to say | Thank & Close |  |

**S08.**

**Base: Ask all**

Do you have a water meter on your property?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  | QUOTAS |
| 2 | No |  | QUOTAS |
| 85 | Don’t know |  | QUOTAS |

**Account management**

**Base: All respondents**

Thinking about companies or organisations where you have an ongoing account, how do you tend to manage or monitor your account(s)? Please select the main way this is done.

*CAPI: Read out each statement, tick one response for each statement.*

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Telephone | - |  |
| 2 | Bills/statements in the post |  |  |
| 3 | Email |  |  |
| 4 | Online – via the website | - |  |
| 5 | Using an app | - |  |
| 80 | Another way (specify) |  |  |
| 85 | Don’t know *(do not read out)* | - |  |
| 86 | Not applicable |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Bank accounts |  |  |
| 2 | Electricity supplier |  |  |
| 3 | Mobile phone provider |  |  |
| 4 | Yorkshire Water |  |  |
| 5 | Broadband |  |  |

**Base: ALL WHO DO NOT MANAGE ANY SERVICE ONLINE AT Q1 (none of codes 3-5)**

Why don’t you manage any of your services online?

*CAPI: Do not read out.*

MULTI RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | My internet access is not good enough |  |  |
| 2 | I am not confident in using online services |  |  |
| 3 | I prefer to deal with people not computers/phones |  |  |
| 4 | I prefer more traditional methods (e.g. paper bills/statements etc.) |  |  |
| 5 | I don’t trust online services |  |  |
| 6 | Too long winded |  |  |
| 7 | Just never looked into it/though about it |  |  |
| 8 | I don’t have internet access |  |  |
| 80 | Other (Specify) |  |  |
| 85 | Don’t know |  |  |

**Perceptions of Yorkshire Water**

**Base: All respondents except future bill payers (code 3 at S06)**

Overall, how satisfied or dissatisfied are you with the service you receive from Yorkshire Water? Using a scale of ‘0’ to ‘10’, where 0 is ‘very dissatisfied’ and 10 is ‘very satisfied’.

*CAPI: Do not read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 0 – Very dissatisfied |  |  |
| 2 | 1 |  |  |
| 3 | 2 |  |  |
| 4 | 3 |  |  |
| 5 | 4 |  |  |
| 6 | 5 |  |  |
| 7 | 6 |  |  |
| 8 | 7 |  |  |
| 9 | 8 |  |  |
| 10 | 9 |  |  |
| 11 | 10 – Very satisfied |  |  |
| 85 | Don’t know |  |  |

**Base: All respondents except future bill payers (code 3 at S06)**

I am going to read out some statements about Yorkshire Water. For each one, please tell me to what extent you agree or disagree?

*CAPI: Read out each statement*

SINGLE GRID, RANDOMISE STATEMENTS

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | They are a company I can trust |  |  |
| 2 | They are a company that cares about its customers |  |  |
| 3 | They are good at communicating with their customers |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 0 – Completely disagree |  |  |
| 2 | 1 |  |  |
| 3 | 2 |  |  |
| 4 | 3 |  |  |
| 5 | 4 |  |  |
| 6 | 5 |  |  |
| 7 | 6 |  |  |
| 8 | 7 |  |  |
| 9 | 8 |  |  |
| 10 | 9 |  |  |
| 11 | 10 – Completely agree |  |  |
| 85 | Don’t know |  |  |

**Contact with Yorkshire Water**

**Base: All respondents**

Have you contacted Yorkshire Water at all in the last 12 months?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes |  | Q06 |
| 2 | No |  |  |
| 85 | Don’t know |  |  |

**Base: All code 1 at Q05**

Would you describe what you contacted Yorkshire Water about as…? (If you contacted Yorkshire Water more than once, please think about the reason you contacted them in the first instance)

*CAPI: Read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | A general enquiry (non-emergency) |  |  |
| 2 | An emergency |  |  |
| 3 | A complaint |  |  |
| 85 | Don’t know |  |  |

**Base: All code 1 at Q05**

Which of the following best describes why you contacted Yorkshire Water?

*CAPI: Read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | A query about a bill |  |  |
| 2 | To change my address |  |  |
| 3 | I received a bill that was unexpectedly high |  |  |
| 4 | I was struggling to pay my bill |  |  |
| 5 | To enquire about financial support available to customers |  |  |
| 6 | To enquire about help available to support customers in vulnerable circumstances / additional needs |  |  |
| 7 | To report a leak on my property |  |  |
| 8 | To report a leak on the road |  |  |
| 9 | To report a sewerage leak on my property |  |  |
| 10 | About the behaviour of Yorkshire Water staff |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All code 1 at Q05**

And, how did you contact them about this issue? (Please think about the first time you contacted them)

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All code 1 at Q05**

Would you say the way in which you contacted them was: the way in which you wanted to contact them, or the only way you could find to contact them in that scenario?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | It was the way I wanted to contact them |  |  |
| 2 | It was the only way I could find to contact them |  |  |
| 85 | Don’t know |  |  |

**Base: All code 1 at Q05**

Overall, how satisfied or dissatisfied on a scale of 0-10 are you with the service you received from Yorkshire Water when you contacted them?

*CAPI: Do not read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | 0 – Very dissatisfied |  |  |
| 2 | 1 |  |  |
| 3 | 2 |  |  |
| 4 | 3 |  |  |
| 5 | 4 |  |  |
| 6 | 5 |  |  |
| 7 | 6 |  |  |
| 8 | 7 |  |  |
| 9 | 8 |  |  |
| 10 | 9 |  |  |
| 11 | 10 – Very satisfied |  |  |
| 85 | Don’t know |  |  |

**Channel preferences**

**Base: All respondents**

There are a number of different reasons why customers might need to contact Yorkshire Water, some of which are shown below. Looking at this list, please rank them from the situation you consider most urgent to the situation you consider least urgent?

*CAPI: SHOW CARD 1*

RANDOMISE STATEMENTS. RANKING FROM 1-7 (most urgent to least)

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | A general query about a bill |  |  |
| 2 | To request a water meter |  |  |
| 3 | A supply interruption (there is no running water when the taps are turned on) |  |  |
| 4 | A water leak on your property |  |  |
| 5 | A water leak on the road |  |  |
| 6 | A sewerage leak on the road |  |  |
| 7 | A sewerage leak on your property |  |  |
|  |  |  |  |
|  |  |  |  |

**Q11a**

**Base: All respondents**

Are there any **other** reasons to contact Yorkshire Water that you would deem to be an urgent situation?

OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 86 | There are no other reasons to contact Yorkshire Water that would be urgent |  |  |
| 85 | Don’t know |  |  |

**Base: All respondents**

You said [INSERT MOST URGENT RESPONSE FROM Q11] was the most urgent reason to contact Yorkshire Water. Thinking about that scenario, how would you want to contact Yorkshire Water about this?

*CAPI: SHOW CARD 2*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All respondents**

And, how quickly would you expect to receive a response?

*CAPI: SHOW CARD 3*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | In less than 5 minutes |  |  |
| 2 | Between 5 and 15 minutes |  |  |
| 3 | Up to half an hour |  |  |
| 4 | Up to an hour |  |  |
| 5 | Up to 6 hours |  |  |
| 6 | Up to 12 hours |  |  |
| 7 | Up to 24 hours |  |  |
| 8 | Within 2-3 days |  |  |
| 85 | Don’t know |  |  |

**Base: All code 1-80 at Q12 (excludes DK)**

Still thinking about [INSERT MOST URGENT RESPONSE FROM Q011]. You said that you would want to contact Yorkshire Water by [INSERT RESPONSE FROM Q12]. If your contact was out of usual operating hours e.g. late at night, what other contact methods, if any, would you be willing to use to contact Yorkshire Water?

*CAPI: SHOW CARD 2 AGAIN*

MULTI RESPONSE. SUPPRESS RESPONSE FROM Q10

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |
| 87 | None of these |  |  |

**Base: All code 1 at Q14**

You said that you would ideally want to contact Yorkshire Water by phone in this instance. What if you called and a recorded message said there was going to be a 30-minute wait time and suggested you use web chat instead. What would you do?

*CAPI: Read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Use web chat |  |  |
| 2 | Stay on hold |  |  |
| 3 | Call back again later |  |  |
| 4 | Use an alternative method of contacting them (specify) |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All code 1 at Q14**

And how would this make you feel?

OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list - rows** | **Scripting notes** | **Routing** |
| 85 | Don’t know |  |  |

**Base: All respondents**

Say, Yorkshire Water couldn’t respond to you there and then, how would you want them to contact you back about this?

*CAPI: SHOW CARD 4*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 11 | Text message |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All respondents**

You said [INSERT LEAST URGENT RESPONSE FROM Q11] was the least urgent reason to contact Yorkshire Water. Thinking about that scenario, how would you want to contact Yorkshire Water about this?

*CAPI: SHOW CARD 2 AGAIN*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All respondents**

And, how quickly would you expect to receive a response?

*CAPI: SHOW CARD 3 AGAIN*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | In less than 5 minutes |  |  |
| 2 | Between 5 and 15 minutes |  |  |
| 3 | Up to half an hour |  |  |
| 4 | Up to an hour |  |  |
| 5 | Up to 6 hours |  |  |
| 6 | Up to 12 hours |  |  |
| 7 | Up to 24 hours |  |  |
| 8 | Within 2-3 days |  |  |
| 85 | Don’t know |  |  |

**Base: All code 1-80 at Q16 (excludes don’t know)**

Still thinking about [INSERT LEAST URGENT RESPONSE FROM Q11]. You said that you would want to contact Yorkshire Water by [INSERT RESPONSE FROM Q16]. If your contact was out of usual operating hours (e.g. late at night), what other contact methods, if any, would you be willing to contact Yorkshire Water through?

*CAPI: SHOW CARD 2 AGAIN*

MULTI RESPONSE. SUPPRESS RESPONSE FROM Q16

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |
| 87 | None of these |  |  |

**Base: All code 1 at Q20**

You said that you would ideally want to contact Yorkshire Water by phone in this instance. What if you called and a recorded message said there was going to be a 30-minute wait time and suggested you use web chat instead. What would you do?

*CAPI: Read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Use web chat |  |  |
| 2 | Stay on hold |  |  |
| 3 | Call back again later |  |  |
| 4 | Use an alternative method of contacting them (specify) |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All respondents**

Say, Yorkshire Water couldn’t respond to you there and then, how would you want them to contact you back about this?

*CAPI: SHOW CARD 4 AGAIN*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 11 | Text message |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |

**Base: All respondents**

Thinking about queries which require less urgent responses, are there any customer contact methods from this list which you think Yorkshire Water could stop offering to customers?

*CAPI: SHOW CARD 2 AGAIN*

MULTI RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Phone |  |  |
| 2 | Livechat / webchat |  |  |
| 3 | Twitter |  |  |
| 4 | Facebook |  |  |
| 5 | WhatsApp |  |  |
| 6 | Email |  |  |
| 7 | Letter |  |  |
| 8 | Live messenger |  |  |
| 9 | Website form |  |  |
| 10 | Face to face |  |  |
| 80 | Other (specify) | OPEN |  |
| 85 | Don’t know |  |  |
| 87 | None of these |  |  |

**Base: All respondents**

Below are a number of different things people have said are important to them when contacting a company about a query or an issue. Looking at the list below, please rank them from the most important to least important to you

*CAPI: Ask respondent to rank their choices.*

RANDOMISE STATEMENTS. DRAG AND DROP FOR RANKING

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement number** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Speed (the speed with which you are able to resolve a query or issue) |  |  |
| 2 | Ease (the ease with which you are able to resolve a query or issue) |  |  |
| 3 | Convenience (being able to contact a company in a way that suits you) |  |  |
| 4 | Empathy (being dealt with in a way that is understanding of you and your needs) |  |  |

**INFO 1**

*CAPI: SHOW CARD 5*

Yorkshire Water’s current operating hours for non-urgent contacts are:

Telephone: Mon-Fri 8am-8pm; Sat 9-5pm

Online Live chat: Mon-Sat 6.30am-10pm; Sun 7.30-10pm

Emergency contact is 24/7

**Base: All respondents**

How acceptable is this to you?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very acceptable |  |  |
| 2 | Acceptable |  |  |
| 3 | Not very acceptable |  |  |
| 4 | Not at all acceptable |  |  |

**Base: Q25 codes 3/4**

What would be acceptable?

OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list – rows** | **Scripting notes** | **Routing** |
| 85 | Don’t know |  |  |

**INFO 2**

**The image below shows all the contact channels which Yorkshire Water have open to customers**

*CAPI: SHOW CARD 6*

**Base: All respondents**

Looking at this list, how confident are you that you could contact Yorkshire Water using a method which suits your needs?

*CAPI: Read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Very confident |  |  |
| 2 | Confident |  |  |
| 3 | Not very confident |  |  |
| 4 | Not at all confident |  |  |

**Base: Q27 codes 3/4**

Why do you say that? What is missing from the list?

OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list – rows** | **Scripting notes** | **Routing** |
| 85 | Don’t know |  |  |

**Base: All respondents**

How well do you think that Yorkshire Water compares to other companies you deal with in terms of the contact channels it offers?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Overall better than others |  |  |
| 2 | As good as others |  |  |
| 3 | Worse than others |  |  |

**Base: All respondents**

Which types of companies do you believe are known for offering a particularly good digital customer service? Select all that apply.

MULTICODE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statements** RANDOMISE | **Scripting notes** | **Routing** |
| 1 | Energy companies (Gas & electricity providers) |  |  |
| 3 | Supermarkets |  |  |
| 5 | Clothing retailers |  |  |
| 6 | Online distributors e.g. Amazon, ebay |  |  |
| 7 | Motor companies |  |  |
| 8 | Travel & holiday companies |  |  |
| 9 | Banks |  |  |
| 10 | Insurance companies |  |  |
| 10 | TV, landline & internet providers |  |  |
| 11 | Mobile/Telecoms providers |  |  |
| 80 | Other (SPECIFY) | OPEN |  |
| 85 | Don’t know | EXCLUSIVE |  |
| 87 | None of these | EXCLUSIVE |  |

**Q30b.**

**Base: Q30=ANY SELECTED**

What is it about the service that these types of companies provide that is particularly good?

OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list – rows** | **Scripting notes** | **Routing** |
| 85 | Don’t know |  |  |

**Base: All respondents**

Have you ever used artificial intelligence such as Siri or Alexa to contact a company?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** |  | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No |  |  |
| 3 | Can’t remember |  |  |

**Base: Q31 code 2/3**

Is this something you would consider?

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** |  | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No – I could do, but I don’t want to |  |  |
| 3 | No – I don’t have the means to do this |  |  |

**Base: All respondents**

If Yorkshire Water contacted you asking for the following details so they can provide you with e.g. text or email notifications, would you be happy to provide them with…

*CAPI: Do not read out.*

SINGLE GRID

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Your mobile phone number | - |  |
| 2 | Your email address |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list** | **Scripting notes** | **Routing** |
| 1 | Yes | - |  |
| 2 | No – I don’t feel comfortable sharing this |  |  |
| 3 | No - I don’t have a mobile / email address |  |  |
| 4 | No – I have a mobile / email address but I don’t know how to receive text messages / emails | - |  |
| 5 | No – Other |  |  |

**Base: All respondents**

Think back 10 years to 2012 and how the way you can contact companies and they can contact you has changed

Now thinking ahead to 2032, How will you want to contact and be contacted by companies? You can be as creative as you like (OPEN)

OPEN RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Answer list – rows** | **Scripting notes** | **Routing** |
| 85 | Don’t know |  |  |

**Demographics**

**INFO3.**

**Base: All respondents**

Finally, I would just like to ask a few questions about you. This information will help us to analyse the responses to this survey.

**D01.**

**Base: All respondents**

Is English your first language?

*INTERVIEWER: Do not read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No | Vulnerable |  |

**D02.**

**Base: All respondents**

Is anyone in your household registered disabled, or suffers from a severe medical condition?

*INTERVIEWER: Do not read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Yes |  |  |
| 2 | No |  |  |

**D03.**

**Base: All respondents**

Do you currently receive any of the following benefits?

*INTERVIEWER: showcard 6*

SINGLE RESPONSE, DO NOT RANDOMISE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Housing benefit | VULNERABLE |  |
| 2 | Jobseekers allowance | VULNERABLE |  |
| 3 | Working tax credits | VULNERABLE |  |
| 4 | Child tax credits | VULNERABLE |  |
| 5 | Employment and Support Allowance | VULNERABLE |  |
| 6 | Pension Credit | VULNERABLE |  |
| 7 | Universal Credit | VULNERABLE |  |
| 8 | Disability Living Allowance | VULNERABLE |  |
| 9 | No, I don’t receive any of these benefits |  |  |
| 10 | I used to receive a benefit like the above but I no longer do | VULNERABLE |  |

**D04.**

**Base: All respondents**

What is the highest level of education you have completed?

*INTERVIEWER: Showcard 7*

SINGLE CODE, DO NOT RANDOMISE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | No formal qualifications |  |  |
| 2 | GCSE / O Level (or equivalent, including NVQ Level 2, BTEC, City and Guilds qualifications etc) |  |  |
| 3 | A-Level / GCE (or equivalent, including NVQ level 3, GNVQ advanced, Trade Apprenticeship etc. |  |  |
| 4 | Degree or higher level education (including NVQ level 4, Teaching or Nursing qualification) |  |  |
| 5 | Post graduate qualification (Masters, PHD etc.) |  |  |
| 85 | Prefer not to say |  |  |

**D05.**

**Base: All respondents**

Which of the following reflects your annual household income?

*INTERVIEWER: Showcard 8*

SINGLE CODE, DO NOT RANDOMISE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Less than £10,000 |  |  |
| 2 | £10,000-£19,999 |  |  |
| 3 | £20,000-£29,999 |  |  |
| 4 | £30,000-£39,999 |  |  |
| 5 | £40,000-£49,999 |  |  |
| 6 | £50,000 or more |  |  |
| 85 | Prefer not to say/don’t know |  |  |

**D06.**

**Base: All respondents**

Do you or any of the adults in your household suffer from learning difficulties?

*INTERVIEWER: Do not read out*

SINGLE RESPONSE

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Yes | **Code as Learning difficulties**  **Vulnerability** |  |
| 2 | No |  |  |

**D07.**

**Base: All respondents**

Please tell us how strongly you agree or disagree with each of the following statements, where 5 is strongly agree and 1 is strongly disagree, in terms of how well it describes your attitudes towards your water bill.

*INTERVIEWER: Read out*

SINGLE RESPONSE, DO NOT RANDOMISE

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Statement Code** | | **Statement** | | **Scripting notes** | | **Routing** | |
| 1 | | I don’t really think about my water bill it’s just something I have to pay | |  | |  | |
| 2 | | I worry about not being able to afford my water bill | | Code 4 & 5 = Vulnerability | |  | |
| 3 | | I already can’t afford my water bill | | Code 4 & 5 = Vulnerability | |  | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Statement Code** | **Statement** | **Scripting notes** | **Routing** |
| 1 | Disagree strongly |  |  |
| 2 | Disagree slightly |  |  |
| 3 | Neither agree nor disagree |  |  |
| 4 | Agree slightly |  |  |
| 5 | Agree strongly |  |  |
| 85 | Don’t know |  |  |

**C01.**

**Base: All respondents**

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 **(VERIFY CONTACT DETAILS)** | - |  |
| 2 | No | - |  |
| 85 | Don’t know *(do not read out)* | - |  |