Table of Contents

Please record your ranking for each below by entering a number between 1 and 12. - . X-Ranking (1)

		1	2	3	4	5	6	7	8	9	10	11	12	NET	Aver-age	Base n
Leakage	%	20%↑	34%↑	17%↑	7%	9%	3%	1%	2%	5%	1%	0%	0%	**100%**	3.14↓	87
Public Water Supply (PWS) drought resilience	%	34%↑	8%	7%	8%	9%	6%	1%	6%	9%	6%	2%	3%	**100%**	4.45↓	87
Financial cost	%	17%↑	15%	17%↑	10%	5%	8%	7%	2%	6%	5%	5%	3%	**100%**	4.68↓	87
Non-drought resilience	%	5%	10%	5%	13%	13%	8%	13%	9%	5%	5%	10%	6%	**100%**	6.33	87
Human and social wellbeing	%	5%	3%	10%	14%	9%	10%	6%	11%	8%	8%	6%	9%	**100%**	6.64	87
Per Capita Consumption (PCC)	%	10%	7%	8%	9%	9%	17%↑	13%	9%	3%	8%	3%	1%	**100%**	5.66↓	86
Carbon	%	2%	3%	5%	16%	11%	9%	14%	11%	8%	9%	8%	2%	**100%**	6.69	87
Biodiversity net gain	%	2%	10%	13%	8%	5%	13%	15%	11%	7%	5%	5%	7%	**100%**	6.30	87
Natural capital	%	1%	7%	7%	5%	7%	14%	15%	10%	6%	14%	10%	5%	**100%**	7.17↑	87
Customer preferred option type	%	2%	2%	5%	1%	15%	6%	6%	9%	17%↑	16%	16%	5%	**100%**	7.97↑	87
Stakeholder preferred option type	%	0%	0%	2%	7%	2%	3%	5%	9%	13%	14%	16%	28%↑	**100%**	9.43↑	86
Option deliverability	%	0%	1%	3%	5%	5%	5%	6%	9%	12%	9%	16%	29%↑	**100%**	9.23↑	86

Total sample; Unweighted; base n = from 86 to 87; total n = 87; 1 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Thinking about the Metrics again we would like you to allocate points to them to show how important they are to you. You have a total of 100 points to give to the 12 Metrics, you can give as many points as you would like to each of the Metrics, you can give some to all of them or only choose to share the points out to a selection, it all depends on what you think is important (the more points given the more important it is) however the total must add up to 100. - . X- Number of points (1)

Tag - SUPPLIER

Average	Hartlepool Water	Northumbrian Water	Yorkshire Water	**NET**
SUM	**100.00**	**100.00**	**100.00**	**100.00**
Leakage	12.50	19.21	14.97	**16.66**
Financial cost	8.86	12.74	16.59	**14.22**
Public Water Supply (PWS) drought resilience	18.00	13.31	15.50	**14.83**
Human and social wellbeing	10.33	9.09	9.49	**9.38**
Non-drought resilience	21.71↑	7.16	8.19	**9.06**
Natural capital	10.63	7.38	6.33	**7.26**
Biodiversity net gain	12.22	9.83	8.53	**9.57**
Per Capita Consumption (PCC)	6.75	11.33	6.69	**8.79**
Carbon	8.13	8.40	8.11	**8.24**
Option deliverability	3.83	4.55	7.06	**5.72**
Customer preferred option type	2.83	6.13	5.69	**5.63**
Stakeholder preferred option type	1.60	5.14	4.83	**4.71**

Total sample; Unweighted; base n = from 58 to 86; total n = 87; 29 missing
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Is there anything missing from the list of metrics that you think companies should be considering?

Tag - SUPPLIER

Text	Hartlepool Water
Response 1	No
Response 2	No
Response 3	Yes. The inability of metric, key performance indicators or any other measuring to actually measure success in a future endeavour that's entirely novel. Rather than adding in a kind of meta-metric that keeps track of the other metrics here I simply wished to add a cautionary note that when we're dealing with unknown, sometimes unknowable, future events 30 or more years away metrics might be much less useful than we would naively imagine in presuming the future mirrors the past.
Response 4	Not that I can think of.
Response 5	Not that I can think of.
Response 6	No
Response 7	Not that comes to mind
Response 8	
Response 9	
Response 10	
Response 11	
Response 12	
Response 13	
Response 14	
Response 15	
Response 16	
Response 17	
Response 18	
Response 19	
Response 20	
Response 21	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?

Tag - SUPPLIER

Text	Northumbrian Water
Response 1	No
Response 2	No
Response 3	No, I think it covered the full scope
Response 4	Being a keen gardener I think saving rain water and grey water to use in the garden should be considered more.
Response 5	Analysing usage according to households and businesses with a view to fairer charges to the consumer. Educate people about water resources and usage. To provide incentives to people who follow guidelines to keep our water safe, clean, and flowing.
Response 6	Not sure
Response 7	Can't think of anything else
Response 8	I personally think making more awareness of how we can save on water usage on a daily basis would be extremely helpful.
Response 9	Would like to know more about who would the cost hit?
Response 10	No I think everything is covered.
Response 11	No
Response 12	Some form of education to all customers, like the App idea
Response 13	None
Response 14	None
Response 15	No
Response 16	for all regions to work together to distributer water fairly and evenly
Response 17	No
Response 18	Nothing that I can think of other than mandatory minimums levels of infrastructure investment so that places that start buying water don’t start being too dependent on others.
Response 19	no
Response 20	Not that I can think of
Response 21	Nothing I can think of

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	Yorkshire Water
Response 1	finding new sources of water or possibly reusing water
Response 2	No
Response 3	No
Response 4	Not as I can see
Response 5	No. Not at the moment
Response 6	No
Response 7	A performance indicator - A target to measure the number of blocked drain reduction due to intervention - Flooding the capacity to manage excessive rain precipitation a given volume of rain the drains can manage - I don't really understand the metric methodology and I suspect other monitoring systems will run in tandem and or alongside these, so these two could be considered superfluous
Response 8	we are an island, why do we not have water de-salination plants to eradicate anyshortage?
Response 9	No
Response 10	No
Response 11	n/a
Response 12	No
Response 13	No
Response 14	There needs to be a focus on how clean is our water and what is done to reduce all the chemicals and fluoride in water.
Response 15	I cannot think of anything
Response 16	I think that it is clear that companies are considering their impact. However I believe water companies should work with Environmental Agencies to put pressure on them to plant trees to prevent floods, rather than allow the burning of moors between Yorkshire and Lancashire for grouse shooting etc. Villages like Mytholmroyd and Todmorden are on the receiving end of this run off as the ground is unable to properly retain water. This is short sighted and the reactive measures such as flood defences are not taking into account some of the things that you asked in our questionnaire re net biodiversity gain, innovation etc. I understand that these are separate departments, however the expertise that the water industry would have in this area would help these processes long term and I think that it is a blind spot, whether that is deliberate or not is of contention.
Response 17	Not sure

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	NET
Response 1	**No**
Response 2	**No**
Response 3	**No**
Response 4	**finding new sources of water or possibly reusing water**
Response 5	**No**
Response 6	**No**
Response 7	**Not as I can see**
Response 8	**No. Not at the moment**
Response 9	**No**
Response 10	**No, I think it covered the full scope**
Response 11	**Yes. The inability of metric, key performance indicators or any other measuring to actually measure success in a future endeavour that's entirely novel. Rather than adding in a kind of meta-metric that keeps track of the other metrics here I simply wished to add a cautionary note that when we're dealing with unknown, sometimes unknowable, future events 30 or more years away metrics might be much less useful than we would naively imagine in presuming the future mirrors the past.**
Response 12	**Being a keen gardener I think saving rain water and grey water to use in the garden should be considered more.**
Response 13	**No**
Response 14	**A performance indicator - A target to measure the number of blocked drain reduction due to intervention - Flooding the capacity to manage excessive rain precipitation a given volume of rain the drains can manage - I don't really understand the metric methodology and I suspect other monitoring systems will run in tandem and or alongside these, so these two could be considered superfluous**
Response 15	**Analysing usage according to households and businesses with a view to fairer charges to the consumer. Educate people about water resources and usage. To provide incentives to people who follow guidelines to keep our water safe, clean, and flowing.**
Response 16	**we are an island, why do we not have water de-salination plants to eradicate anyshortage?**
Response 17	**Not sure**

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	Hartlepool Water
Response 18	
Response 19	
Response 20	
Response 21	
Response 22	
Response 23	
Response 24	
Response 25	
Response 26	
Response 27	
Response 28	
Response 29	
Response 30	
Response 31	
Response 32	
Response 33	
Response 34	
Response 35	
Response 36	
Response 37	
Response 38	
Response 39	
Response 40	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	Northumbrian Water
Response 18	Nothing that I can think of other than mandatory minimums levels of infrastructure investment so that places that start buying water don't start being too dependent on others.
Response 19	no
Response 20	Not that I can think of
Response 21	Nothing I can think of
Response 22	No
Response 23	n/a
Response 24	
Response 25	
Response 26	
Response 27	
Response 28	
Response 29	
Response 30	
Response 31	
Response 32	
Response 33	
Response 34	
Response 35	
Response 36	
Response 37	
Response 38	
Response 39	
Response 40	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?

Tag - SUPPLIER

Text	Yorkshire Water
Response 18	I think that companies should be considering metrics regarding financial cost of transferring water and the cost of ensuring the water is safe for human consumption. Potentially considering the costs to customers.
Response 19	You have already considered more than expected, I think up have it covered. I would say people generally want to know about the water quality, what's in the water, is it the cleanest, how many times is it processed before we drink it.
Response 20	Average cost of production - Year on Year. To show improvements, if any, in efficiency.
Response 21	No
Response 22	No
Response 23	N/A
Response 24	Investment in hydro-electric power generation
Response 25	Keeping customers informed about all the this more
Response 26	No
Response 27	
Response 28	
Response 29	
Response 30	
Response 31	
Response 32	
Response 33	
Response 34	
Response 35	
Response 36	
Response 37	
Response 38	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	NET
Response 18	**No**
Response 19	**No**
Response 20	**n/a**
Response 21	**No**
Response 22	**Can't think of anything else**
Response 23	**I personally think making more awareness of how we can save on water usage on a daily basis would be extremely helpful.**
Response 24	**No**
Response 25	**Would like to know more about who would the cost hit?**
Response 26	**There needs to be a focus on how clean is our water and what is done to reduce all the chemicals and fluoride in water.**
Response 27	**I cannot think of anything**
Response 28	**I think that it is clear that companies are considering their impact. However I believe water companies should work with Environmental Agencies to put pressure on them to plant trees to prevent floods, rather than allow the burning of moors between Yorkshire and Lancashire for grouse shooting etc. Villages like Mytholmroyd and Todmorden are on the receiving end of this run off as the ground is unable to properly retain water. This is short sighted and the reactive measures such as flood defences are not taking into account some of the things that you asked in our questionnaire re net biodiversity gain, innovation etc. I understand that these are separate departments, however the expertise that the water industry would have in this area would help these processes long term and I think that it is a blind spot, whether that is deliberate or not is of contention.**
Response 29	**Not sure**
Response 30	**No I think everything is covered.**
Response 31	**No**
Response 32	**I think that companies should be considering metrics regarding financial cost of transferring water and the cost of ensuring the water is safe for human consumption. Potentially considering the costs to customers.**
Response 33	**Some form of education to all customers, like the App idea**
Response 34	**None**
Response 35	**None**
Response 36	**No**

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	Hartlepool Water
Response 37	
Response 38	
Response 39	
Response 40	
Response 41	
Response 42	
Response 43	
Response 44	
Response 45	
Response 46	
Response 47	
Response 48	
Response 49	
Response 50	
Response 51	
Response 52	
Response 53	
Response 54	
Response 55	
Response 56	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	Northumbrian Water
Response 37	
Response 38	
Response 39	
Response 40	
Response 41	
Response 42	
Response 43	
Response 44	
Response 45	
Response 46	
Response 47	
Response 48	
Response 49	
Response 50	
Response 51	
Response 52	
Response 53	
Response 54	
Response 55	
Response 56	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	Yorkshire Water
Response 37	
Response 38	
Response 39	
Response 40	
Response 41	
Response 42	
Response 43	
Response 44	
Response 45	
Response 46	
Response 47	
Response 48	
Response 49	
Response 50	
Response 51	
Response 52	
Response 53	
Response 54	
Response 55	
Response 56	

Total sample; Unweighted; base n = 87

Is there anything missing from the list of metrics that you think companies should be considering?	Tag - SUPPLIER
Text	NET
Response 37	**You have already considered more than expected, I think up have it covered. I would say people generally want to know about the water quality, what's in the water, is it the cleanest, how many times is it processed before we drink it.**
Response 38	**for all regions to work together to distributer water fairly and evenly**
Response 39	**No**
Response 40	**Nothing that I can think of other than mandatory minimums levels of infrastructure investment so that places that start buying water don't start being too dependent on others.**
Response 41	**Not that I can think of.**
Response 42	**Average cost of production - Year on Year. To show improvements, if any, in efficiency.**
Response 43	**no**
Response 44	**No**
Response 45	**Not that I can think of**
Response 46	**No**
Response 47	**N/A**
Response 48	**Not that I can think of.**
Response 49	**Nothing I can think of**
Response 50	**Investment in hydro-electric power generation**
Response 51	**No**
Response 52	**Not that comes to mind**
Response 53	**Keeping customers informed about all the this more**
Response 54	**No**
Response 55	**No**
Response 56	**n/a**

Total sample; Unweighted; base n = 87

Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?		Tag - SUPPLIER			
		Hartl-epool Water	Nort... Water	Yorks-hire Water	**NET**
NET	% within column	**100%**	**100%**	**100%**	**100%**
	n	**9**	**39**	**39**	**87**
Demand Management options	% within column	56%	38%	36%	**39%**
	n	5	15	14	**34**
Resource Management options	% within column	33%	31%	36%	**33%**
	n	3	12	14	**29**
Distribution Management options	% within column	11%	31%	28%	**28%**
	n	1	12	11	**24**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	NET
Response 1	This method provides knowledge and understanding where water is involved. I belive should people be aware of all aspects of water they understand how they can make a difference and take it less for granted
Response 2	I think improvements in distribution will save money in the long term and allow other aspects to be improved as a result
Response 3	Growing population
Response 4	preventing leakages will prevent any unnecessary loss of water so companies have more if they need it.
Response 5	I can relate to this section and can contribute towards improvements in a domestic capacity
Response 6	Ensuring every area is covered
Response 7	Water is a very important supply to us and if meters are installed, pipes are replaced, customers would be more aware of how much water is being used.
Response 8	Would need yo know that it is well managed
Response 9	Without the resources the rest can't follow. Leakages follows this as we must have an efficient management of water from source to user. Once the ship is in order then demand can be managed effectively, without factoring in any loss of water and any damage or distribution that may come repairs. You would not treat gas or electricity in the same way, expecting an amount of loss from leakage. You would have an efficient approach to harvesting and retaining that resource. The same goes with water.
Response 10	I see this as the starting point for the others. Without sufficient water the rest is irrelevant
Response 11	It looks at increasing the overall available water supply which to me is the most important as going without water is something I cannot ever imagine happening. I like that there is thought going into treating sea water .
Response 12	Fix problems at source then follow through on the other options
Response 13	The most important water resource to me is leakage, I've seen a lot of news stories and images/videos about burst pipes and water leaks, how I see it is if we're able to stop it or make it less frequent I believe we should try and make it, less frequent. It is quite scary seeing how much water goes to waste when something like this happens, I find it to be a real eye-opener to see how bad a water leak can get/burst pipe.
Response 14	Without controlling demand we risk an ever consumptive world.
Response 15	I think metered customer do not waste much water and therefore use less of what is available
Response 16	Fix leak won't have to look els where fir water Why charge people for water on metre when they are wasting so much on leaks
Response 17	Resource management will increase the amount of water We have and be able to share with all the regions and hopefully avoid droughts
Response 18	This is one of these trick questions were all 3 are important and to ignore just 1 of them WOULD have a negative impact on the other 2. However you have challenged me to identify the one that I consider the most important. I've chosen Resource Management options because I suppose if this was kept in check then it could help to mitigate the impact of neglecting the other 2 options for a short time. I do take umbrage in forcing me to engage in supporting Yorkshire Water, in exploring whether they can move from an 'Holistic Approach' to that of a 'ad hoc' approach n managing our water supply.
Response 19	Leaking pipes is waste..in every business we try to eliminate waste.
Response 20	I think it's important to encourage consumers to be more aware of their usage and to put measures in place to prevent overuse.

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Demand Management options
Response 1	This method provides knowledge and understanding where water is involved. I belive should people be aware of all aspects of water they understand how they can make a difference and take it less for granted
Response 2	Growing population
Response 3	I can relate to this section and can contribute towards improvements in a domestic capacity
Response 4	Water is a very important supply to us and if meters are installed, pipes are replaced, customers would be more aware of how much water is being used.
Response 5	Would need yo know that it is well managed
Response 6	Without controlling demand we risk an ever consumptive world.
Response 7	I think metered customer do not waste much water and therefore use less of what is available
Response 8	I think it's important to encourage consumers to be more aware of their usage and to put measures in place to prevent overuse.
Response 9	For providing customers with information about reducing your water usage
Response 10	I feel that we should have water when we need it
Response 11	I can’t accurately choose because I don’t know how much water is lost or saved by these actions.
Response 12	decreasing demand means that less water is requires from the resources therefore they won't need as many adaptations and also could mean less issues in distributing the water since there would be less water that could leak.
Response 13	This option is most related to the consumers living in the area
Response 14	Because it helps people understand and control their water usage. Ultimately this will hopefully lead to an overall reduction in water consumption which is good. Furthermore, the help it offers with customers pipes on their own land could be extremely beneficial as it will help prevent and fix leaks that would otherwise go un noticed or go without being fixed.
Response 15	The water companies should be tackling leaks as Business as Usual but I feel customers being educated and encouraged to use less water should be a priority.
Response 16	Feel it would be the most beneficial option for us as consumers
Response 17	Saving water and using it wisely
Response 18	I think education would be key in the demand and would be efficient element of water usage/saving. I do however think all elements of water resource management are important
Response 19	All 3 options are important to me, however I think that educating people on wastage is a good start, having a water meter definitely made us as a family start to think about wasting water.
Response 20	Giving customers responsibility makes them more aware of their actions. this in return can reduce cost in finding issues as they will be reporting by those effected.

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Resource Management options
Response 1	Ensuring every area is covered
Response 2	Without the resources the rest can't follow. Leakages follows this as we must have an efficient management of water from source to user. Once the ship is in order then demand can be managed effectively, without factoring in any loss of water and any damage or distribution that may come repairs. You would not treat gas or electricity in the same way, expecting an amount of loss from leakage. You would have an efficient approach to harvesting and retaining that resource. The same goes with water.
Response 3	I see this as the starting point for the others. Without sufficient water the rest is irrelevant
Response 4	It looks at increasing the overall available water supply which to me is the most important as going without water is something I cannot ever imagine happening. I like that there is thought going into treating sea water .
Response 5	Resource management will increase the amount of water We have and be able to share with all the regions and hopefully avoid droughts
Response 6	This is one of these trick questions were all 3 are important and to ignore just 1 of them WOULD have a negative impact on the other 2. However you have challenged me to identify the one that I consider the most important. I've chosen Resource Management options because I suppose if this was kept in check then it could help to mitigate the impact of neglecting the other 2 options for a short time. I do take umbrage in forcing me to engage in supporting Yorkshire Water, in exploring whether they can move from an 'Holistic Approach' to that of a 'ad hoc' approach n managing our water supply.
Response 7	.
Response 8	Leakage is the mean on for me
Response 9	First off, it all begins with the availability which I believe is fundamental. i.e making water available for consumption and usage. Then we can divert to issues such as treating it in order to reduce diseases
Response 10	I would like to see more action being taken to secure more fresh water to allow for the whole of the UK to have clean water at their disposal. Increasing the water that can be stored and treated at one time. I also think that increasing the supply of areas we can take water from is good.
Response 11	As it's keeping And looking after the water for the future as well as the present it's making sure supplies are met
Response 12	The more water is available the more places you can help and the environment And is best for the future
Response 13	In our first session, there was a reference to water companies wanting to be bold and ambitious. Point one transfers responsibility from the company to the customer in general terms. Point two I believe should be a given and is important but point 3 represent the biggest and most ambitious initiatives that would result in measurable change.
Response 14	Without resource management we wouldn't have the supply to distribute or to meet demands so it is most important that it is managed most efficiently.
Response 15	Vital to continue to protect/enhance water supplies
Response 16	All the 3 sections are valid, I rank them as first Resource Management. We have resources let's use them to get more water. Get the improvements in what we already have such as increasing the water treatment works and Desalination and treat the water we can get to increase our water supply. Increasing the resources and dam heights of the reservoirs is my favourite as I see as an ecologically, natural friendly way to source more water. I'm thinking these resources will be a quicker fix at immediately increasing water and a cheaper option. Buying in more water is ok however I really think let's get our area in order first before we invest in that infrastructure.
Response 17	I feel being more resourceful would ensure a good water supply whilst we can be working to improve and improve the other management options.
Response 18	Because sourcing the water is the most important xx
Response 19	We live in a country with lots of rainfall and rivers and don't take full advantage of this. Better resource management will help us capture more water to cover times when it is needed and avoid things like metering for low income big families

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Distribution Management options
Response 1	I think improvements in distribution will save money in the long term and allow other aspects to be improved as a result
Response 2	preventing leakages will prevent any unnecessary loss of water so companies have more if they need it.
Response 3	Fix problems at source then follow through on the other options
Response 4	The most important water resource to me is leakage, I've seen a lot of news stories and images/videos about burst pipes and water leaks, how I see it is if we're able to stop it or make it less frequent I believe we should try and make it, less frequent. It is quite scary seeing how much water goes to waste when something like this happens, I find it to be a real eye-opener to see how bad a water leak can get/burst pipe.
Response 5	Fix leak won't have to look els where fir water Why charge people for water on metre when they are wasting so much on leaks
Response 6	Leaking pipes is waste..in every business we try to eliminate waste.
Response 7	Leakage and costs lots of mo0n ey to the consumer and water companies. Reducing water loss through water piesd will reduce overall longterm cost and be more wefficient.
Response 8	leakages cost money and disrupt supply
Response 9	Make sure pipes, are in good condition, so people get clean water,
Response 10	I belive if we can solve the lekeage problem then we can save a lot of water and stop from having less water to distribute
Response 11	If all leaks were solved then there wouldn't be no leakage meaning there would be more water to supply
Response 12	The more leakage there is the more water is lost and if there is a plan to replace old water pipes this will benefit all - population and Industry
Response 13	The less leakages the more water abs lowered costs
Response 14	By fixing the leeks we will safe money in the long run giving funds to invest in the future for a better service
Response 15	It seems like the one we can control Most and will limit damage to the environment and also will save money and water in the long run.
Response 16	If you can't repair/look after the pipes/lines effectively you will not achieve the desired results.
Response 17	Conserves existing water by fixing infrastructure; other two either impact on the environment (Res Mgmt Options) which I would rank #2, or feel more like "incremental" improvement (Water Demand Mgmt) which I would rank # 3
Response 18	If distribution management is controlled, followed by demand management, the stress is removed from resource management.
Response 19	There would be less water being wasted in leakage which would mean peoples bills may go down or the extra money the company receive they could spend it on ways to improve the water supply

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	NET
Response 20	**I think it's important to encourage consumers to be more aware of their usage and to put measures in place to prevent overuse.**
Response 21	**Leakage and costs lots of mo0n ey to the consumer and water companies. Reducing water loss through water piesd will reduce overall longterm cost and be more wefficient.**
Response 22	**leakages cost money and disrupt supply**
Response 23	**.**
Response 24	**For providing customers with information about reducing your water usage**
Response 25	**Make sure pipes, are in good condition, so people get clean water,**
Response 26	**I belive if we can solve the lekeage problem then we can save a lot of water and stop from having less water to distribute**
Response 27	**Leakage is the mean on for me**
Response 28	**First off, it all begins with the availability which I believe is fundamental. i.e making water available for consumption and usage. Then we can divert to issues such as treating it in order to reduce diseases**
Response 29	**I feel that we should have water when we need it**
Response 30	**I can't accurately choose because I don't know how much water is lost or saved by these actions.**
Response 31	**decreasing demand means that less water is requires from the resources therefore they won't need as many adaptations and also could mean less issues in distributing the water since there would be less water that could leak.**
Response 32	**If all leaks were solved then there wouldn't be no leakage meaning there would be more water to supply**
Response 33	**The more leakage there is the more water is lost and if there is a plan to replace old water pipes this will benefit all - population and Industry**
Response 34	**I would like to see more action being taken to secure more fresh water to allow for the whole of the UK to have clean water at their disposal. Increasing the water that can be stored and treated at one time. I also think that increasing the supply of areas we can take water from is good.**
Response 35	**This option is most related to the consumers living in the area**
Response 36	**Because it helps people understand and control their water usage. Ultimately this will hopefully lead to an overall reduction in water consumption which is good. Furthermore, the help it offers with customers pipes on their own land could be extremely beneficial as it will help prevent and fix leaks that would otherwise go un noticed or go without being fixed.**
Response 37	**The water companies should be tackling leaks as Business as Usual but I feel customers being educated and encouraged to use less water should be a priority.**
Response 38	**The less leakages the more water abs lowered costs**
Response 39	**Feel it would be the most beneficial option for us as consumers**
Response 40	**As it's keeping And looking after the water for the future as well as the present it's making sure supplies are met**
Response 41	**Saving water and using it wisely**
Response 42	**I think education would be key in the demand and would be efficient element of water usage/saving. I do however think all elements of water resource management are important**
Response 43	**The more water is available the more places you can help and the environment And is best for the future**

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Demand Management options
Response 20	Giving customers responsibility makes them more aware of their actions. this in return can reduce cost in finding issues as they will be reporting by those effected.
Response 21	If we control what we use better the supply won't be as bad and damaging
Response 22	Ensuring customers have control over their water supply/usage and giving them an insight into how this directly impacts costs would potentially make for more efficient usage and therefore less wasted water. Ensuring that demand for water is met, even though it is ever changing and growing - this ensures that areas of water deficit are receiving the fair amount of water that they should be entitled to.
Response 23	Makes supply of water more efficient and less impact on the environment
Response 24	this option seems the most fairest and econonomic
Response 25	This all relies on the customer therefore we need to be educated better to make sure we are all being efficient
Response 26	Most of the topics included are aimed at helping the customer understand and manage their water usage.
Response 27	It is less invasive on the environment and minimises wasting of water
Response 28	If Yorkshire water do not educate people demand will never recede. Water meters are an efficetive way to reduce demand, also handy tools, water saving equipment . Why don't YW help people with water butts etc any more so that more grey water can be used for the garden etc and excess surface water stored in gardens for later use.
Response 29	Making people aware is probably the biggest challenge that water companies face
Response 30	If everyone had a water meter they would be more aware of their usage as no one wants a high water bill
Response 31	A lot of people I know are on water meters they say this helps them to manage how much water they use and waste. this has a lot to do with costs as well people want to try and keep their bills as low as possible
Response 32	Due to the flowing demands of the public this will need to be monitored more then the others due to global warming playing a factor as well
Response 33	As this directly affects me as a customer
Response 34	I believe that by lowering the demand for water by implementing measures highlighted such as shower regulators and water flush management measures it wad create a more immediate effect which people can see. It will also have a very large impact if carried out nationwide
Response 35	
Response 36	
Response 37	
Response 38	
Response 39	
Response 40	
Response 41	
Response 42	
Response 43	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Resource Management options
Response 20	Because I believe we should increase the capacity to hold more water due to the amount of rain we get in the UK.
Response 21	without the correct resources the other 2 wouldn't work
Response 22	It will create a larger supply of water therefore it is less likely to run out
Response 23	I think because it’s planning for the future making sure we will always have enough water going into peoples homes
Response 24	If the resource of water is not looked after, it will directly effect distribution and demand.
Response 25	Protecting nature and natural resources continuing the cycle of all time
Response 26	
Response 27	
Response 28	
Response 29	
Response 30	
Response 31	
Response 32	
Response 33	
Response 34	
Response 35	
Response 36	
Response 37	
Response 38	
Response 39	
Response 40	
Response 41	
Response 42	
Response 43	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Distribution Management options
Response 20	We need to make sure water is not wasted due to bad pipes.
Response 21	Personally I feel this area is where the water companies will make the biggest savings and benefits to the environment in regards to resources. This can be passed to the consumer but in my opinion the current bills are acceptable and happy to pay current prices and for the future if the money can then be used to improve productivity.
Response 22	I have chosen this as I have experienced several water mains bursting close to my home which in turn as affected my water supply.
Response 23	
Response 24	
Response 25	
Response 26	
Response 27	
Response 28	
Response 29	
Response 30	
Response 31	
Response 32	
Response 33	
Response 34	
Response 35	
Response 36	
Response 37	
Response 38	
Response 39	
Response 40	
Response 41	
Response 42	
Response 43	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	NET
Response 44	All 3 options are important to me, however I think that educating people on wastage is a good start, having a water meter definitely made us as a family start to think about wasting water.
Response 45	In our first session, there was a reference to water companies wanting to be bold and ambitious. Point one transfers responsibility from the company to the customer in general terms. Point two I believe should be a given and is important but point 3 represent the biggest and most ambitious initiatives that would result in measurable change.
Response 46	Giving customers responsibility makes them more aware of their actions. this in return can reduce cost in finding issues as they will be reporting by those effected.
Response 47	Without resource management we wouldn't have the supply to distribute or to meet demands so it is most important that it is managed most efficiently.
Response 48	If we control what we use better the supply won't be as bad and damaging
Response 49	Ensuring customers have control over their water supply/usage and giving them an insight into how this directly impacts costs would potentially make for more efficient usage and therefore less wasted water. Ensuring that demand for water is met, even though it is ever changing and growing - this ensures that areas of water deficit are receiving the fair amount of water that they should be entitled to.
Response 50	Vital to continue to protect/enhance water supplies
Response 51	By fixing the leeks we will safe money in the long run giving funds to invest in the future for a better service
Response 52	Makes supply of water more efficient and less impact on the environment
Response 53	All the 3 sections are valid, I rank them as first Resource Management. We have resources let's use them to get more water. Get the improvements in what we already have such as increasing the water treatment works and Desalination and treat the water we can get to increase our water supply. Increasing the resources and dam heights of the reservoirs is my favourite as I see as an ecologically, natural friendly way to source more water. I'm thinking these resources will be a quicker fix at immediately increasing water and a cheaper option. Buying in more water is ok however I really think let's get our area in order first before we invest in that infrastructure.
Response 54	this option seems the most fairest and econonomic
Response 55	This all relies on the customer therefore we need to be educated better to make sure we are all being efficient
Response 56	I feel being more resourceful would ensure a good water supply whilst we can be working to improve and improve the other management options.
Response 57	Because sourcing the water is the most important xx
Response 58	It seems like the one we can control Most and will limit damage to the environment and also will save money and water in the long run.
Response 59	Most of the topics included are aimed at helping the customer understand and manage their water usage.
Response 60	It is less invasive on the environment and minimises wasting of water
Response 61	If Yorkshire water do not educate people demand will never recede. Water meters are an efficetive way to reduce demand, also handy tools, water saving equipment . Why don't YW help people with water butts etc any more so that more grey water can be used for the garden etc and excess surface water stored in gardens for later use.
Response 62	Making people aware is probably the biggest challenge that water companies face
Response 63	We live in a country with lots of rainfall and rivers and don't take full advantage of this. Better resource management will help us capture more water to cover times when it is needed and avoid things like metering for low income big families
Response 64	Because I believe we should increase the capacity to hold more water due to the amount of rain we get in the UK.
Response 65	without the correct resources the other 2 wouldn't work
Response 66	If everyone had a water meter they would be more aware of their usage as no one wants a high water bill

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Demand Management options
Response 44	
Response 45	
Response 46	
Response 47	
Response 48	
Response 49	
Response 50	
Response 51	
Response 52	
Response 53	
Response 54	
Response 55	
Response 56	
Response 57	
Response 58	
Response 59	
Response 60	
Response 61	
Response 62	
Response 63	
Response 64	
Response 65	
Response 66	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Resource Management options
Response 44	
Response 45	
Response 46	
Response 47	
Response 48	
Response 49	
Response 50	
Response 51	
Response 52	
Response 53	
Response 54	
Response 55	
Response 56	
Response 57	
Response 58	
Response 59	
Response 60	
Response 61	
Response 62	
Response 63	
Response 64	
Response 65	
Response 66	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Distribution Management options
Response 44	
Response 45	
Response 46	
Response 47	
Response 48	
Response 49	
Response 50	
Response 51	
Response 52	
Response 53	
Response 54	
Response 55	
Response 56	
Response 57	
Response 58	
Response 59	
Response 60	
Response 61	
Response 62	
Response 63	
Response 64	
Response 65	
Response 66	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	NET
Response 67	**It will create a larger supply of water therefore it is less likely to run out**
Response 68	**If you can't repair/look after the pipes/lines effectively you will not achieve the desired results.**
Response 69	**Conserves existing water by fixing infrastructure; other two either impact on the environment (Res Mgmt Options) which I would rank #2, or feel more like "incremental" improvement (Water Demand Mgmt) which I would rank # 3**
Response 70	**If distribution management is controlled, followed by demand management, the stress is removed from resource management.**
Response 71	**There would be less water being wasted in leakage which would mean peoples bills may go down or the extra money the company receive they could spend it on ways to improve the water supply**
Response 72	**I think because it's planning for the future making sure we will always have enough water going into peoples homes**
Response 73	**A lot of people I know are on water meters they say this helps them to manage how much water they use and waste. this has a lot to do with costs as well people want to try and keep their bills as low as possible**
Response 74	**If the resource of water is not looked after, it will directly effect distribution and demand.**
Response 75	**Protecting nature and natural resources continuing the cycle of all time**
Response 76	**Due to the flowing demands of the public this will need to be monitored more then the others due to global warming playing a factor as well**
Response 77	**We need to make sure water is not wasted due to bad pipes.**
Response 78	**As this directly affects me as a customer**
Response 79	**Personally I feel this area is where the water companies will make the biggest savings and benefits to the environment in regards to resources. This can be passed to the consumer but in my opinion the current bills are acceptable and happy to pay current prices and for the future if the money can then be used to improve productivity.**
Response 80	**I have chosen this as I have experienced several water mains bursting close to my home which in turn as affected my water supply.**
Response 81	**I believe that by lowering the demand for water by implementing measures highlighted such as shower regulators and water flush management measures it wad create a more immediate effect which people can see. It will also have a very large impact if carried out nationwide**

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Demand Management options
Response 67	
Response 68	
Response 69	
Response 70	
Response 71	
Response 72	
Response 73	
Response 74	
Response 75	
Response 76	
Response 77	
Response 78	
Response 79	
Response 80	
Response 81	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Resource Management options
Response 67	
Response 68	
Response 69	
Response 70	
Response 71	
Response 72	
Response 73	
Response 74	
Response 75	
Response 76	
Response 77	
Response 78	
Response 79	
Response 80	
Response 81	

Total sample; Unweighted; base n = 87

Why is that?	Having read the above options, at an overall level, can you tell me which area of water resource management is most important to you overall?
Text	Distribution Management options
Response 67	
Response 68	
Response 69	
Response 70	
Response 71	
Response 72	
Response 73	
Response 74	
Response 75	
Response 76	
Response 77	
Response 78	
Response 79	
Response 80	
Response 81	

Total sample; Unweighted; base n = 87

Considering all of these options please could you rank them in order of how you would prefer WReN (Water Resources North) approach the water supply demand balance where a ranking of 1/first is your most preferred option for meeting the water supply demand balance and a ranking of 14/fourteenth is your least preferred option. Please rank all of them and ensure you only select each option once

		Leakage	Water efficiency (providing water saving products)	Meter opta-nts	Water trans-fers	Consu-mption data	Meter-ing on change of occup-ancy	Supply pipe rene-wal	Exten-sion of exist-ing wa-ter treat-ment works	Reser-voir (dam or emb... raisi-ng)	Reser-voir desil-ting	Com... water effici-ency	Incre-ased abstra-ction	Mains replac-ement	Desali-nation	**NET**
First	% within row	37%↑	17%↑	10%	6%	5%	5%	5%	3%	3%	3%	2%	2%	1%	0%	**100%**
	n	32	15	9	5	4	4	4	3	3	3	2	2	1	0	**87**
Second	% within row	17%↑	11%	11%	3%	5%	7%	9%	6%	5%	2%	8%	1%	14%	0%	**100%**
	n	15	10	10	3	4	6	8	5	4	2	7	1	12	0	**87**
Third	% within row	13%	13%	7%	3%	8%	6%	17%↑	7%	6%	2%	6%	1%	6%	6%	**100%**
	n	11	11	6	3	7	5	15	6	5	2	5	1	5	5	**87**
Fourth	% within row	8%	9%	3%	7%	10%	7%	15%	2%	5%	8%	14%	1%	7%	3%	**100%**
	n	7	8	3	6	9	6	13	2	4	7	12	1	6	3	**87**
Fifth	% within row	10%	5%	13%	3%	7%	7%	13%	7%	7%	7%	8%	1%	8%	5%	**100%**
	n	9	4	11	3	6	6	11	6	6	6	7	1	7	4	**87**
Sixth	% within row	5%	9%	5%	8%	9%	6%	11%	10%	6%	2%	15%	3%	10%	0%	**100%**
	n	4	8	4	7	8	5	10	9	5	2	13	3	9	0	**87**
Seventh	% within row	5%	3%	6%	5%	6%	6%	6%	11%	6%	11%	13%	3%	11%	8%	**100%**
	n	4	3	5	4	5	5	5	10	5	10	11	3	10	7	**87**
Eighth	% within row	5%	3%	9%	6%	7%	9%	7%	8%	11%	6%	8%	6%	11%	3%	**100%**
	n	4	3	8	5	6	8	6	7	10	5	7	5	10	3	**87**
Ninth	% within row	1%	3%	6%	5%	10%	10%	2%	11%	8%	13%	5%	7%	9%	9%	**100%**
	n	1	3	5	4	9	9	2	10	7	11	4	6	8	8	**87**
Tenth	% within row	1%	7%	5%	5%	3%	5%	5%	6%	13%	15%	6%	11%	6%	14%	**100%**
	n	1	6	4	4	3	4	4	5	11	13	5	10	5	12	**87**
Eleventh	% within row	0%	1%	5%	6%	9%	6%	3%	9%	14%	13%	1%	22%↑	2%	9%	**100%**
	n	0	1	4	5	8	5	3	8	12	11	1	19	2	8	**87**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Considering all of these options please could you rank them in order of how you would prefer WReN (Water Resources North) approach the water supply demand balance where a ranking of 1/first is your most preferred option for meeting the water supply demand balance and a ranking of 14/fourteenth is your least preferred option. Please rank all of them and ensure you only select each option once

		Leak-age	Water effici-ency (provi-ding water saving produ-cts)	Meter opta-nts	Water trans-fers	Consu-mption data	Meter-ing on change of occup-ancy	Supply pipe rene-wal	Exten-sion of exist-ing wa-ter treat-ment works	Reser-voir (dam or emb... raisi-ng)	Reser-voir desil-ting	Com... water effici-ency	Incre-ased abstra-ction	Mains replac-ement	Desali-nation	**NET**
Twelfth	% within row	1%	3%	2%	13%	6%	7%	10%	11%	10%	8%	6%	11%	3%	7%	**100%**
	n	1	3	2	11	5	6	9	10	9	7	5	10	3	6	**87**
Thirteenth	% within row	1%	6%	6%	7%	9%	6%	3%	10%	6%	6%	2%	20%↑	1%	17%↑	**100%**
	n	1	5	5	6	8	5	3	9	5	5	2	17	1	15	**87**
Fourteenth	% within row	0%	0%	6%	22%↑	8%	11%	0%	5%	3%	7%	6%	15%	5%	13%	**100%**
	n	0	0	5	19	7	10	0	4	3	6	5	13	4	11	**87**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Part 2 of 2

Company Water Resources Management Plans (WRMP) also need to consider a Drainage Water Management Plan (DWMP). These plans look to improve drainage and, through doing so, environmental water quality. When wastewater (sewage) escapes from the sewer or other drainage networks, it can have a number of consequences which are shown below. We would like you to tell us which consequences you think water companies should work hardest to prevent. - X)		**Tag - SUPPLIER**			
		Hartl-epool Water	Nort... Water	Yorks-hire Water	**NET**
NET	% within column	**100%**	**100%**	**100%**	**100%**
	n	**9**	**39**	**39**	**87**
Flooding of infrastructure like major roads, hospitals	% within column	78%	74%	74%	**75%**
	n	7	29	29	**65**
Pollution leading to dead fish in rivers	% within column	33%	62%	67%	**61%**
	n	3	24	26	**53**
Litter in rivers and the sea	% within column	56%	62%	54%	**57%**
	n	5	24	21	**50**
Potential to make people and animals who go in river and sea water poorly	% within column	78%	51%	44%	**51%**
	n	7	20	17	**44**
Indoor flooding	% within column	33%	51%	41%	**45%**
	n	3	20	16	**39**
Slow drainage due to blocked drains	% within column	33%	41%	51%	**45%**
	n	3	16	20	**39**
Bad smells due to blocked drains	% within column	22%	36%	54%	**43%**
	n	2	14	21	**37**
Outdoor flooding	% within column	22%	33%	49%	**39%**
	n	2	13	19	**34**
Algae choking plant and wildlife	% within column	22%	33%	46%	**38%**
	n	2	13	18	**33**
Water company fines for pollution or poor river and bathing water quality	% within column	33%	36%	41%	**38%**
	n	3	14	16	**33**
Temporary loss of use of rivers and the sea for activities like swimming, surfing and paddling	% within column	11%	21%	21%	**20%**
	n	1	8	8	**17**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Considering all of these options, please could you rank them in order of the most important drainage issue to prevent to the least where a ranking of 1/first is your most preferred option for improving drainage and environmental water quality and a ranking of 11/eleventh is your least preferred option. Please rank all of them and ensure you only select each option once

		Flooding of infrastructure like major roads, hospitals	Indoor flooding	Pollution leading to dead fish in rivers	Potential to make people and animals who go in river and sea water poorly	Litter in rivers and the sea	Water company fines for pollution or poor river and bathing water quality	Bad smells due to blocked drains	Slow drainage due to blocked drains	Algae choking plant and wildlife	Outdoor flooding	Temporary loss of use of rivers and the sea for activities like swimming, surfing and paddling	**NET**
First	% within row	46%↑	14%	10%	10%	6%	6%	3%	2%	1%	1%	0%	**100%**
	n	40	12	9	9	5	5	3	2	1	1	0	**87**
Second	% within row	17%	20%↑	18%↑	18%	6%	5%	1%	3%	5%	6%	1%	**100%**
	n	15	17	16	16	5	4	1	3	4	5	1	**87**
Third	% within row	9%	17%	15%	7%	9%	6%	8%	8%	11%	8%	1%	**100%**
	n	8	15	13	6	8	5	7	7	10	7	1	**87**
Fourth	% within row	8%	11%	13%	16%	8%	6%	6%	9%	14%	8%	1%	**100%**
	n	7	10	11	14	7	5	5	8	12	7	1	**87**
Fifth	% within row	7%	6%	15%	13%	10%	10%	5%	9%	14%	9%	2%	**100%**
	n	6	5	13	11	9	9	4	8	12	8	2	**87**
Sixth	% within row	9%	8%	5%	8%	14%	8%	7%	14%	9%	13%	6%	**100%**
	n	8	7	4	7	12	7	6	12	8	11	5	**87**
Seventh	% within row	1%	7%	9%	7%	14%	8%	8%	16%	14%	10%	6%	**100%**
	n	1	6	8	6	12	7	7	14	12	9	5	**87**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Considering all of these options, please could you rank them in order of the most important drainage issue to prevent to the least where a ranking of 1/first is your most preferred option for improving drainage and environmental water quality and a ranking of 11/eleventh is your least preferred option. Please rank all of them and ensure you only select each option once

		Flooding of infrastructure like major roads, hospitals	Indoor flooding	Pollution leading to dead fish in rivers	Potential to make people and animals who go in river and sea water poorly	Litter in rivers and the sea	Water company fines for pollution or poor river and bathing water quality	Bad smells due to blocked drains	Slow drainage due to blocked drains	Algae choking plant and wildlife	Outdoor flooding	Temporary loss of use of rivers and the sea for activities like swimming, surfing and paddling	**NET**
Eighth	% within row	2%	2%	2%	9%	9%	8%	18%↑	14%	17%	11%	6%	**100%**
	n	2	2	2	8	8	7	16	12	15	10	5	**87**
Ninth	% within row	1%	2%	5%	8%	10%	13%	16%	15%	7%	15%	8%	**100%**
	n	1	2	4	7	9	11	14	13	6	13	7	**87**
Tenth	% within row	1%	8%	5%	2%	14%	15%	18%↑	13%	2%	7%	15%	**100%**
	n	1	7	4	2	12	13	16	11	2	6	13	**87**
Eleventh	% within row	1%	2%	2%	2%	5%	14%	8%	7%	9%	6%	44%↑	**100%**
	n	1	2	2	2	4	12	7	6	8	5	38	**87**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)

Part 2 of 2

Thinking about all of the Water Resources Options and the Drainage Water Options you've seen just now, we understand all of these services are important and will be a core focus of water company activity, however, out of interest if you had to prioritise one over which is most important to you?		Tag - SUPPLIER			
		Hartl-epool Water	Nort... Water	Yorks-hire Water	**NET**
NET	% within column	**100%**	**100%**	**100%**	**100%**
	n	**9**	**39**	**39**	**87**
Providing safe, clean, drinking water whilst protecting the environment	% within column	33%	62%	56%	**56%**
	n	3	24	22	**49**
I can't choose they are both important	% within column	56%	33%	38%	**38%**
	n	5	13	15	**33**
Removing and managing wastewater, treating it, and safely returning it back to the environment	% within column	11%	5%	5%	**6%**
	n	1	2	2	**5**

Total sample; Unweighted; base n = 87

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)