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

Yorkshire Water Valuing Water Survey (CAWI - HH)

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

**Yorkshire Water would like to understand more about customers’ priorities for the services offered, and areas on which to focus, now and in the future.**

This survey should take no more than 20 minutes to complete.

This interview will be carried out according to the Market Research Society’s Code of Conduct and all your answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act and GDPR legislation.

No personal information about you will be passed to Yorkshire Water at any stage or to any third party. You can read more about how your Personal Data is protected here ([*https://www.qaresearch.co.uk/privacy/*](https://www.qaresearch.co.uk/privacy/)*)*

Please click on the arrow to start the questionnaire.

To ensure we survey a representative spread of people across the region we would first like to ask some questions about you.

S1. Do you, or any of the people you live with, work for Yorkshire Water?

SINGLECODE

Yes ***– THANK AND CLOSE***

No

Don’t know

**S2. Do you rent or own your home?**

***SINGLECODE***

I rent my home from the local council (in social housing)

I rent my home from a private landlord (private rented)

I own my own home

Other

Prefer not to say

**S3. Are you personally responsible for paying the water bill for your household?**

***SINGLECODE***

Yes – solely responsible

Yes – jointly responsible

Yes – included in your rent

No

**S4. Please tell us the first part of your postcode. For example, if your postcode is BD6 2LZ, please just write in BD6 below.**

**We will only use your postcode for analysis purposes to understand how customers in different areas answer and it will not be used to identify you.**

***WRITE IN***

**S5. Is your home near the coast?**

***SINGLECODE***

Yes

No

**S6. Which local authority (local council) do you pay council tax to for your home?**

**If you don’t pay council tax, please tick the one you would pay if you did.**

**TICK ONE ONLY**

***SINGLECODE***

Barnsley

Bradford

Calderdale

Chesterfield

Craven

Doncaster

East Riding of Yorkshire

Hambleton

Harrogate

Hull

Kirklees

Leeds

Rotherham

Richmondshire

Ryedale

Selby

Scarborough

Sheffield

Wakefield

York

Don’t know

CHECK QUOTAS – YW REGION

S7. Which water company does your household pay its water and sewerage bill to?

NOTE: If you pay two companies, one for drinking water and one for sewerage, please select the 'Pay two water companies’ option below. TICK ONE ONLY

SINGLECODE

Anglian Water ***– THANK AND CLOSE***

Northumbrian Water ***– THANK AND CLOSE***

United Utilities ***– THANK AND CLOSE***

Yorkshire Water

Severn Trent ***– THANK AND CLOSE***

Another water company ***– THANK AND CLOSE***

Pay two water companies ***– THANK AND CLOSE***

Don’t know

S8. Which of the following age groups do you belong to?

SINGLECODE

Under 18 ***– THANK AND CLOSE***

18-24

25-34

35-44

45-54

55-64

65-74

75+

Prefer not to say

CHECK QUOTAS - AGE

***IF ‘Yes – solely responsible’ ‘Yes – jointly responsible’ OR ‘Yes – included in your rent’*** ***AT S3 GOTO S10***

***IF ‘No’ AT S3 AND ’18-34’ AT S8, ASK S9***

**S9. Do you currently (or mainly) live with your parents in their home, or do you live somewhere else?**

SINGLECODE

Currently or mainly live with parents in Yorkshire

Somewhere else in Yorkshire (including student accommodation)

Somewhere else outside of Yorkshire ***– THANK AND CLOSE***

***CHECK FUTURE BILL PAYERS QUOTA***

***ASK ALL***

**S10. What gender do you identify with?**

SINGLECODE

Female

Male

In another way (Write in)  
Prefer not to say

CHECK QUOTAS - GENDER

S11. What is the occupation of the main income earner within your household?

* If you share a house with others but have separate finances, do not include them at this question. Only consider those who have shared incomes / outgoings
* If main income earner has been unemployed for less than 6 months, don’t code ‘unemployed’ but indicate the last job that they held prior to becoming unemployed
* If the main income earner is retired and receiving a company pension, please indicate the last job they held before retirement

1. Housewife / house husband / looking after family ***(CODE AS E)***
2. Retired and only receiving state pension, not company pension ***(CODE AS E)***
3. Student ***(CODE AS C1)***
4. Casual worker without regular income, or unemployed for six months or longer ***(CODE AS E)***
5. Manual worker (e.g. Lorry driver, Holiday camp worker, Hotel Porter) ***(CODE AS D)***
6. Skilled manual worker (e.g. Silversmith, Plumber, Electrician) ***(CODE AS C2)***
7. Junior management or professional, or administrative (e.g. Most office workers, Accounts clerk, Secretary, Police Sergeant) ***(CODE AS C1)***
8. Intermediate management in large organisation, owner of small business, principal officer in civil service / local government ***(CODE AS B)***
9. Very senior management, top-level civil servant or professional (e.g. Surgeon, Partner in a law firm, Regional bank manager, Board Director of medium/large firm' ***(CODE AS A)***
10. Unemployed for 6 months or longer ***(CODE AS E)***
11. Prefer not to say

CHECK QUOTAS - SEG

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

Q1a. To what extent do you agree or disagree with the following statements?

SINGLECODE - INVERT

1 – Strongly disagree

2

3 – Neither agree nor disagree

4

5 – Strongly agree

Don’t know

LOOP – RANDOMISE

1. My water supply and sewage services are something I take for granted
2. I try to control how much water I use
3. I am concerned about the quality of the drinking water I get at home
4. I should do more to save water and reduce the amount of water I use
5. I am concerned about water becoming a scarcer resource in the future
6. I am concerned about the impact we are having on the planet
7. I actively change my behaviours to minimise my impact on the planet

ASK Q1b-Q1c IF ‘5 – Strongly agree’ AT Q1a for ‘I try to control how much water I use’, OTHERS GOTO Q1d

Q1b. Which of the below best describes why you try to control how much water you use?

SINGLECODE

I am doing my bit for the environment

I am trying to save money/minimise my spend on water

A mixture of doing my bit for the environment and reducing my spend on water

Another reason (Please tell us what)

Don’t know

Q1c. What do you think has influenced your decision to control how much water you use?

MULTICODE

Friends or family influenced my decision

Media articles influenced my decision

My own beliefs

Something else (Please tell us what)

Don’t know

ASK Q1d IF SCORE ‘1 – Strongly disagree’ OR ‘2’ AT Q1a for ‘I try to control how much water I use’, OTHERS GOTO Q2a

Q1d. Why do you not try to control how much water you use?

WRITE IN

We’re now going to focus on water and sewage services that Yorkshire Water provides to understand your opinions of them and what their priorities should be in more detail.

**Q2a. We would now like you to think about your experience of Yorkshire Water. Taking everything into account, how satisfied are you with Yorkshire Water?**

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

SINGLECODE

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

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

**Q3a. How satisfied are you with the value for money you feel you get from Yorkshire Water?**

SINGLECODE

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

Don’t know

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

MULTICODE (YES OPTIONS ONLY)

Yes, by phone

Yes, by post

Yes, by email

Yes, by social media

Yes, via a form on their website

Yes, via their web chat

No

Don’t know

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

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

SINGLECODE - INVERT

0 – Extremely dissatisfied

1

2

3

4

5 – Neither satisfied nor dissatisfied

6

7

8

9

10 – Extremely satisfied

Don’t know

LOOP - ONLY SHOW THOSE MENTIONED AT Q3b

By phone

By post

By email

By social media

Via a form on their website

Via their web chat

ASK ALL

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

WRITE IN

NEW SCREEN

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

NEW SCREEN

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

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

NEW SCREEN

You will see a total of 15 different screens, each showing 4 different types of service.

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

NEW SCREEN

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

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

This is screen xx of 15.

SHOW 15 MAXDIFF SCREENS

EACH SCREEN TO INCLUDE FOUR SERVICE ATTRIBUTES;

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

NEW SCREEN

Thanks for completing that exercise and moving on…

NEW SCREEN

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

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

TICK ALL THAT APPLY

MULTICODE - RANDOMISE

Providing a continuous supply of water that is safe to drink

Providing water that is aesthetically pleasing (clear and clean with no odour or unusual taste or colour)

Preventing sewage from entering homes and businesses

Preventing pollution of rivers or streams from sewage pipes

Preventing leaks from Yorkshire Water's pipe network

Providing appropriate sewer capacity and pumping capabilities to cope with widespread flood events

Preventing interruptions to the supply of water (e.g. planned works, burst pipes, leaks and outages) that cause problems ranging from low pressure to no water

Providing good and constant water pressure

Treating wastewater to a high standard to ensure good quality water in Yorkshire's rivers and beaches

Providing financial help and support to those who are struggling to pay their water bill

Preventing sewage entering gardens and public spaces from pipe collapses or blockages

Providing a high level of customer service (e.g. resolving queries quickly)

Ensuring that land owned by Yorkshire Water is conserved or enhanced to improve quality of the water it collects and reduce flooding

Ensuring services are easily accessible to those who may require additional support (e.g. people with disabilities or medical conditions)

Supporting customers to reduce their water use and prevent blockages through education and provision of free tools/devices

Reducing the release of untreated sewage mixed with rain water into rivers and streams during times of heavy rainfall

Reduce and offset carbon emissions to achieve a 'net zero' position by 2030

Working with other organisations on common challenges (e.g. flooding) to share costs and expertise allowing for more and smarter investment to tackle problems

Preventing the likelihood of restrictions on water use, including hosepipe bans, in a drought

Keeping bills affordable for all

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

MULTICODE - RANDOMISE

Providing a continuous supply of water that is safe to drink

Providing water that is aesthetically pleasing (clear and clean with no odour or unusual taste or colour)

Preventing sewage from entering homes and businesses

Preventing pollution of rivers or streams from sewage pipes

Preventing leaks from Yorkshire Water's pipe network

Providing appropriate sewer capacity and pumping capabilities to cope with widespread flood events

Preventing interruptions to the supply of water (e.g. planned works, burst pipes, leaks and outages) that cause problems ranging from low pressure to no water

Providing good and constant water pressure

Treating wastewater to a high standard to ensure good quality water in Yorkshire's rivers and beaches

Providing financial help and support to those who are struggling to pay their water bill

Preventing sewage entering gardens and public spaces from pipe collapses or blockages

Providing a high level of customer service (e.g. resolving queries quickly)

Ensuring that land owned by Yorkshire Water is conserved or enhanced to improve quality of the water it collects and reduce flooding

Ensuring services are easily accessible to those who may require additional support (e.g. people with disabilities or medical conditions)

Supporting customers to reduce their water use and prevent blockages through education and provision of free tools/devices

Reducing the release of untreated sewage mixed with rain water into rivers and streams during times of heavy rainfall

Reduce and offset carbon emissions to achieve a 'net zero' position by 2030

Working with other organisations on common challenges (e.g. flooding) to share costs and expertise allowing for more and smarter investment to tackle problems

Preventing the likelihood of restrictions on water use, including hosepipe bans, in a drought

Keeping bills affordable for all

None of these

Don’t know

We are now going to ask you some questions about water bills.

ASK Q9-10 IF A BILL PAYER AT S3, OTHERS GOTO Q11

Q9. Do you normally pay your water bill on a weekly, monthly, quarterly, twice yearly or annual basis?

SINGLECODE

Weekly

Monthly

Quarterly

Biannually (i.e. twice a year)

Annual

Don’t know

*IF ‘Don’t know’ AT Q9 GOTO Q11, OTHERS CONTINUE*

Q10. Typically, how much is your water bill each *(TEXT SUB FROM Q9)*?

Please insert a whole number to the nearest pound (e.g. if you pay £29.99 enter 30, if you pay £41.29 enter 41).

***NUMERIC RESPONSE: RANGE 1-1,000***

Don’t know

***ASK ALL***

Q11. Would you say that paying a water bill is more or less of a priority than paying these other household bills?

***SINGLECODE – DO NOT INVERT***

Paying a water bill is a much higher priority

Paying a water bill is a little higher priority

Paying a water bill is the same priority

Paying a water bill is a little lower priority

Paying a water bill is a much lower priority

Not applicable

Don’t know

***LOOP - RANDOMISE***

Energy bills (Electricity / Gas)

Home phone and broadband

Mortgage / rent

Pay TV (e.g. Sky) / Entertainment services (e.g. Netflix)

Council tax

Mobile phone bill

Food bill

ASK Q12 IF A BILL PAYER AT S3, OTHERS GOTO Q14

Q12. Which of the following statements best reflects how you feel about the amount you currently pay Yorkshire Water for your water and sewage services?

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

***SINGLECODE***

Very reasonable

Reasonable

Unreasonable

Very unreasonable

Don’t know

***USE RESPONSE TO Q10 TO CALCULATE THE FOLLOWING LEVEL FOR EACH RESPONDENT’S WATER BILL***

***CALCULATE FOR WEEKLY / MONTHLY / QUARTERLY / BIANNUALLY / ANNUAL TO MATCH RESPONDENT’S PAYMENT FREQUENCY AT Q9***

***IF ‘Don’t know’ AT Q10, USE AVERAGE ANNUAL HH WATER BILL OF £419 AND PAYMENT FREQUENCY AS ‘ANNUAL’.***

***LEVEL 1 – 2% OF WATER BILL AT Q10***

***LEVEL 2 – 4% OF WATER BILL AT Q10***

***LEVEL 3 – 6% OF WATER BILL AT Q10***

***LEVEL 4 – 8% OF WATER BILL AT Q10***

***LEVEL 5 – 10% OF WATER BILL AT Q10***

***LEVEL 6 – 12% OF WATER BILL AT Q10***

***LEVEL 7 – 14% OF WATER BILL AT Q10***

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

***SHOW ALL CHOSEN AT Q7***

**Thinking about all the areas that you’ve previously identified as important for Yorkshire Water to prioritise, if Yorkshire Water were looking to improve across all of these, how willing would you be to pay *(INSERT CALCULATED LEVEL 3 PRICE)* on your *(TEXT SUB FROM Q9)*** **water bill to help fund these improvements?**

***SINGLECODE***

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

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

ASK ALL

**Q14. Thinking about your current financial situation more generally, how often, if at all, would you say you struggle to pay all your bills?**

***SINGLECODE***

Never

Rarely

Sometimes

Most of the time

All of the time

Prefer not to say

Don’t know

**Q15. How do you expect the financial situation of your household to change over the next 12 months?**

***SINGLECODE***

It will get a lot better

It will get a little better

It will stay the same

It will get a little worse

It will get a lot worse

Don’t know

***ASK Q16-Q17 IF A BILL PAYER AT S3, OTHERS GOTO Q18***

**Q16. How strongly do you agree or disagree with each of the following statements, in terms of how well it describes your attitudes towards your water bill?**

***SINGLECODE - INVERT***

1 – Strongly disagree

2

3 – Neither agree nor disagree

4

5 – Strongly agree

Don’t know

Prefer not to say

***LOOP - RANDOMISE***

**I don’t really think about my water bill it’s just something I have to pay**

**I worry about not being able to afford my water bill**

**I already can’t afford my water bill**

**Q17. Do you/did you receive help to pay your water bill?**

***SINGLECODE***

1. Yes
2. No
3. I used to receive help, but I don’t any more
4. Don’t know
5. Prefer not to say

***ASK ALL***

**Q18. Should a bill increase be needed in the future to allow for additional investment to make improvements to Yorkshire Water’s service, which of the following would describe your preference for when this should happen?**

SINGLECODE

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

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

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

Don’t know

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

D1. Which of the following best describes your ethnic group or background?

SINGLECODE

Asian / Asian British

Bangladeshi

Chinese

Indian

Pakistani

Any other Asian background, please describe

Black / African / Caribbean / Black British

African

Caribbean

Any other Black / African / Caribbean background, please describe

Mixed / Multiple ethnic groups

White and Asian

White and Black African

White and Black Caribbean

Any other Mixed / Multiple ethnic background, please describe

Other ethnic group

Arab

Any other ethnic group, please describe

White

English / Welsh / Scottish / Northern Irish / British

Gypsy or Irish Traveller

Irish

Any other White background, please describe

Prefer not to say

D2. Is English your first language?

SINGLECODE

Yes

No

Prefer not to say

D3. Which of the following statements apply to the people living in your household?

MULTICODE

1. There are no children under the age of 18 living in the household
2. I have children, stepchildren or grandchildren aged 0-6 who live at home
3. I have children, stepchildren or grandchildren aged 7-11 who live at home
4. I have children, stepchildren or grandchildren aged 12-16 who live at home
5. I have children, stepchildren or grandchildren aged 17-18 who live at home
6. I have children, stepchildren or grandchildren or other adults aged over 18 who live at home
7. I have older children, stepchildren or grandchildren that no longer live at home
8. Prefer not to say

D4a. Including yourself, how many people aged 18 years old or older live in your household?

ENTER NUMBER

Prefer not to say

ASK IF CODES 2-5 AT D3

D4b. How many people aged under 18 live in your household?

ENTER NUMBER

Prefer not to say

ASK ALL

**D5. Is anyone in your household registered disabled, or suffer from a severe medical condition?**

SINGLECODE

1. Yes – One person
2. Yes – Two people
3. Yes – Three people
4. Yes – Four people
5. Yes – More than four people
6. No
7. A person in my household has suffered from a severe medical condition/disability in the past but has returned to their normal health
8. Prefer not to say

ASK D6 IF ‘Yes…’ AT D5, OTHERS GOTO D7

**D6. Does this disability / do these medical conditions mean that your household needs to use more water than you would otherwise?**

SINGLECODE

1. Yes
2. No
3. Don’t know
4. Prefer not to say

***ASK ALL***

**D7. Do you currently receive any of the following benefits?**

MULTICODE

1. Housing benefit
2. Jobseekers allowance
3. Working family tax credits
4. Child tax credits
5. Incapacity benefit
6. Pension Credit
7. Universal Credit
8. Disability Living Allowance
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
11. Prefer not to say

**D8. Does your home have a water meter?**

***SINGLECODE***

1. Yes
2. No
3. Don’t know

Thank you for taking the time to complete this survey.

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