**Househould Post Task Questionnaire:**

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

**Q01.**

Thinking about how your income may change in the future, how easy or difficult do you think it would be for you to afford these water and sewerage bills?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Very easy |
| 2 | Fairly easy |
| 3 | Neither easy nor difficult |
| 4 | Fairly difficult |
| 5 | Very difficult |

**GO TO Q02.**

**Q02.**

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

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Completely acceptable **(GO TO Q03b)** |
| 2 | Acceptable **(GO TO Q03b)** |
| 3 | Unacceptable **(GO TO Q03a)** |
| 4 | Completely unacceptable **(GO TO Q03a)** |
| 85 | Don’t know / can’t say **(GO TO Q04)** |

**Q03a.**

You said that the proposed business plan is completely unacceptable or unacceptable…Why do you say that?

*Please select the* ***TWO*** *main reasons from the list below or write in your own reason(s) if they are not displayed in this list.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Too expensive  |
| 2 | Yorkshire Water profit is too high  |
| 3 | The plan won’t improve things enough / improvements are too small  |
| 4 | Yorkshire Water should pay for more of these service improvements out of their profits  |
| 5 | The plan is poor value for money – it’s not doing enough for the cost  |
| 6 | The plan doesn’t focus on the right things  |
| 7 | I won’t be able to afford this  |
| 8 | I don’t trust Yorkshire Water to make these service improvements  |
| 9 | Plan isn’t good enough for future generations  |
| 10 | I don’t trust Yorkshire Water to do what’s best for their customers  |
| 11 | Plan is not environmentally friendly  |
| 80 | Other 1 – (*please specifiy)* ………………………………………………….………………………………………………………………………………………………. |
| 80 | Other 2 – (*please specifiy)* ………………………………………………….………………………………………………………………………………………………. |

**GO TO Q04.**

**Q03b.**

You said that the proposed business plan is completely acceptable or acceptable…Why do you say that?

*Please select the* ***TWO*** *main reasons from the list below or write in your own reason(s) if they are not displayed in this list.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | It’s not too expensive  |
| 2 | The plan is good value for money – it’s doing a lot for the cost  |
| 3 | Yorkshire Water plan focuses on the right things  |
| 4 | I trust Yorkshire Water to do what’s best for their customers  |
| 5 | The plan will make big / good improvements to things  |
| 6 | I trust Yorkshire Water to make these service improvements  |
| 7 | Plan is environmentally friendly  |
| 8 | I will be able to afford this  |
| 9 | Plan is good for future generations  |
| 80 | Other 1 – (*please specifiy)* ………………………………………………….………………………………………………………………………………………………. |
| 80 | Other 2 – (*please specifiy)* ………………………………………………….………………………………………………………………………………………………. |

**GO TO Q04.**

**Q04.**

Why do you say that?

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

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

**Q05.**

**Base: All respondents**

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

*Please select one answer only.*

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

**Q06.**

To what extent, if at all, do you trust Yorkshire Water to deliver their proposed plan by 2030?

*Please select one answer only.*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Trust Yorkshire Water to deliver it all |
| 2 | Trust Yorkshire Water to deliver some of it |
| 3 | Trust Yorkshire Water to deliver a little of it |
| 4 | Don’t trust Yorkshire Water to deliver it |

**Q07.**

Why do you say that?

*Please select the* ***TWO*** *main reasons from the list below*

|  |  |
| --- | --- |
| **Code** | **Answer list** |
| 1 | Yorkshire Water give me a good service  |
| 2 | Yorkshire Water services are good value for money  |
| 3 | Yorkshire Water keep their service promises to their customers  |
| 4 | Yorkshire Water don’t update their customers on how they are delivering  |
| 5 | Yorkshire Water don’t give me a good service  |
| 6 | Yorkshire Water services are poor value for money |
| 7 | Shareholders are more important to Yorkshire Waterthan customers  |
| 8 | Yorkshire Water will want to put their bills up by more than this  |
| 9 | Yorkshire Water customers are their top priority  |

**Q08.**

Given that this is the least cost plan provided by Yorkshire Water, was there anything missing from the plan that you would be willing to pay a little more for on your bill or anything you would be willing to pay more for to further improve/stretch Yorkshire Water’s performance in?

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

**THANK YOU FOR YOUR PARTICIPATION.**

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