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

Yorkshire Water WTP Survey 2022 - (NHH) Main Version

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

This survey is being carried out with decision makers in businesses and other organisations that have a premises in the Yorkshire Water area.

Every 5 years, all water companies have to submit a business plan to Ofwat (the government regulator who oversees the water industry). The plan sets out targets for the various water and wastewater services you receive and outlines what the company can charge household customers, and the wholesale charges it can set for businesses/organisations.

This survey asks for your views on what level of service Yorkshire Water should provide and how much you’d be prepared to pay for this through your organisation’s water bills.

**The survey should take around 20 minutes.**

**You can complete it on a smartphone, it works best in landscape.**

This survey will be carried out according to the Market Research Society’s Code of Conduct and the 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.

*NEXT SCREEN*

|  |
| --- |
| **S1. Firstly, are you able to answer on behalf of a business or other organisation in the Yorkshire region?** ***SINGLECODE***YesNo, I can’t answer on behalf of a business or other organisation ***– THANK AND CLOSE*** |

*NEXT SCREEN*

|  |
| --- |
| **We need to survey organisations that have premises in the Yorkshire Water service area.** **The survey can’t be completed by organisations that don’t have any premises and are completely home-based.****S2. Does your organisation have premises in the Yorkshire area on which it pays Business Rates?** ***SINGLECODE***Yes, my organisation pays Business Rates in the Yorkshire area No, we don’t pay Business Rates ***– THANK & CLOSE***  |

***NEW SCREEN***

|  |
| --- |
| **S3. Do you have at least some responsibility for making decisions about the water bill your business or organisation pays within the Yorkshire Water area?** ***SINGLECODE***Yes – solely responsible Yes – jointly responsible with othersNo ***– THANK AND CLOSE*** |

***NEW SCREEN***

|  |
| --- |
| **S4. Please tell us the postcode of your organisation’s premises in Yorkshire, so we can confirm that it’s in the Yorkshire Water area.****If it has more than one premises, please tell us about the main one.** **Do not provide your home postcode.** ***WRITE IN*** Prefer not to say ***IF ‘Prefer not to say’ SHOW THE FOLLOWING ON SAME PAGE AS S2;*****We need to confirm the postcode to ensure that your premises are in an area served by Yorkshire Water and also so that we ask you the right questions.** |

***MATCH POSTCODE TO YORKSHIRE WATER SERVED AREA POSTCODE LIST:***

* ***IF NOT IN YORKSHIRE WATER AREA THANK AND CLOSE***
* ***IF NO POSTCODE IS GIVEN THANK AND CLOSE***

***NEW SCREEN***

|  |
| --- |
| S5. Which of these best describes your organisation?***SINGLECODE***A private business A public sector organisation A social enterprise A voluntary or community organisation Other (Write in) |

***NEW SCREEN***

|  |
| --- |
| **S6. Including yourself, how many people does your organisation employ? If you have multiple sites then please tell us the total number across all sites in the UK.** **INCLUDE FULL AND PART TIME****INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF****INCLUDE OWNERS/PARTNERS AND OTHER DIRECTORS*****NUMERICAL RESPONSE – MINIMUM 1*** |

***NEW SCREEN***

|  |
| --- |
| **S7. Which of these categories would you say your organisation falls into? TICK ONE ONLY*****SINGLECODE***Agriculture, Forestry and FishingMining and QuarryingManufacturingElectricity, Gas, Steam and Air Conditioning SupplyWater Supply; Sewerage, Waste Management and Remediation ActivitiesConstructionWholesaleRetail TradeRepair of Motor Vehicles and MotorcyclesTransportation and StorageAccommodation and Food Service ActivitiesInformation and CommunicationFinancial and Insurance ActivitiesReal Estate ActivitiesProfessional, Scientific and Technical ActivitiesAdministrative and Support Service ActivitiesPublic Administration and Defence; Compulsory Social SecurityEducationHuman Health and Social Work ActivitiesArts, Entertainment and RecreationOther Service ActivitiesSomething else (Write in)  |

***NEW SCREEN***

|  |
| --- |
| S8. What does your organisation mainly do?***CODES OPEN*** |

***NEW SCREEN***

|  |
| --- |
| **This survey is being carried out on behalf of Yorkshire Water, the company responsible for supplying water and wastewater services to homes, businesses and other organisations in Yorkshire. The findings from this survey will help Yorkshire Water plan for the future.** **We’ll ask for your opinions on some things taking place across the whole Yorkshire Water region.** **You can see the whole region served by Yorkshire Water below;** |

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***NEW SCREEN***

|  |
| --- |
| The next question is about your organisation’s water bill. Q1. To make sure we ask the questions in a way that reflects how much the organisation pays for water and wastewater services, please tell us how much your water bill usually is to the nearest pound. It doesn’t matter who you pay your bill to.Your best estimate is fine. Please do not enter decimal points or commas.If you receive a separate bill for Trade Effluent then please ignore that charge and don’t include it. You can tell us the weekly, monthly, quarterly, 6-monthly or annual costs, whichever suits you.£*NUMERIC RESPONSE* per Week - *CALCULATE ANNUAL COST (x52) – THIS is (£A)*£*NUMERIC RESPONSE* per Month - *CALCULATE ANNUAL COST (x12) – THIS is (£A)**NUMERIC RESPONSE* per Quarter - *CALCULATE ANNUAL COST (x4) – THIS is (£A)*£*NUMERIC RESPONSE* every 6 months - *CALCULATE ANNUAL COST (x2) – THIS is (£A)*£*NUMERIC RESPONSE* per Year - *TAKE THIS AS THE ANNUAL COST – THIS is (£A)* Don’t know *IF ‘Don’t know’ GOTO Q1b, OTHERS CONTINUE* |

*NEW SCREEN*

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***ASK Q1b IF ‘Don’t know’ AT Q1*****Q1b. So we can ask you questions about your organisation’s water bill in the future, we’d like you to estimate from the table below how much it currently pays each year.** **The table shows some annual usage levels and how this compares to a typical household, along with the approximate bill for that level of use.** **All the figures cover both water and wastewater charges.** **Please look at the usage levels and select the bill value that you think is most likely to apply to your organisation.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Annual usage** | **Comparison with an average household** | **Approximate annual water bill** | **TICK ONE ONLY** |
| **100 m3** | **Equivalent to 1 household**  | **£375** | ☐ |
| **200 m3** | **Equivalent to 2 households** | **£700** | ☐ |
| **300 m3** | **Equivalent to 3 households** | **£1,025** | ☐ |
| **400 m3** | **Equivalent to 4 households** | **£1,350** | ☐ |
| **500 m3** | **Equivalent to 5 households** | **£1,725** | ☐ |
| **1,000 m3** | **Equivalent to 10 households** | **£3,395** | ☐ |
| **50,000 m3** | **Very high usage - equivalent to 500 households** | **£169,250** | ☐ |
| **250,000 m3** | **Very high usage - equivalent to more than 500 households** | **£841,200 or more** | ☐ |

 |

|  |
| --- |
| ***TEXT SUB IF WEEKLY/MONTHLY/QUARTERLY//6 MONTHLY AT Q1:* This means your organisation spends around £*(£A)* per year on its water bill.** ***TEXT SUB IF YEARLY AT Q1:* Thanks for confirming that your organisation spends £*(£A)* per year on its water bill.** ***TEXT SUB IF Q1b ANSWERED:* Thanks for confirming, we’ll use £*[TEXT SUB FROM Q1b]* per year as the water bill for your organisation for the rest of this survey.** **If this doesn’t look right you can go back and amend this figure by clicking on the PREVIOUS button below.** |

*NOTE: £A IS THE VALUE OF EACH RESPODENT’S ANNUAL BILL, EITHER CALCULATED FROM THE BILL AMOUNT THEY HAVE PROVIDED OR USING AN AVERAGE BILL AMOUNT*

*NEW SCREEN*

|  |
| --- |
| **This survey is about your organisation’s water bill in the period 2025-2030 and we’re going to ask you to make some choices to help decide how much bills might be.** **Even if your organisation receives a bill for water and wastewater services from another company, please answer as if you’re a customer of Yorkshire Water, as both wholesale water and wastewater services in the Yorkshire area are provided by Yorkshire Water.** **Your organisation’s water bill between 2025 and 2030 could be impacted by the choices we’re going to ask you to make about what Yorkshire Water could deliver.**  |

*NEW SCREEN*

|  |
| --- |
| **We want you to consider 11 different aspects of service such as leakage, drinking water quality and sewer flooding and we’ll show you 11 different screens like the one below (this is just a picture, you can’t select anything).****On each screen, read the description in the red box and then decide which of the Options you prefer.****Each Option shows a different level of performance that Yorkshire Water could deliver for each aspect of service, along with a potential change to your annual water bill.** **You can choose the level of performance you’d prefer Yorkshire Water to deliver.****INSERT SCREENSHOT OF ONE OF THE ATTRIBUTE CARDS** |

***NEW SCREEN***

|  |
| --- |
| **The bill changes we show are in today’s prices, which means they do not include the effects of inflation between today and 2030.** **In addition to the effects of inflation, other factors may influence the cost of providing water and wastewater services like:** * **Reductions in costs due to technological improvements; or**
* **Increases in costs for other reasons such as the cost of energy.**

**This survey accounts for some, but not all, such factors.  This is why, for some aspects of service, you may see that all of the options available lead to a reduction in your bill or an increase in your bill.****Finally, remember that****your organisation’s income and other business costs might go up or down, affecting the running costs of your organisation.** |

***NEW SCREEN***

|  |
| --- |
| **After all 11 choices, we’ll show you a summary of the change to your organisation’s bill, if any. You’ll have a chance to change your choices if you want to.** **Remember that the options you’ll be choosing from would be paid for by both household and business water and wastewater bills, even though some aspects of service may not benefit organisations like yours directly.**  |

***NEW SCREEN***

***SHOW THE FOLLOWING FOR THE FIRST ATTRIBUTE CHOSEN AT RANDOM TO BE TESTED***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **This is choice 1 of 11****Below, you can see a description of the first aspect of service along with a description of the current situation and what could change in 2025-2030.****You’ll also see up to 5 Options showing different performance levels and the impact of each on your organisation’s annual water bill.** **Simply read the description and select the Option you’d prefer.** *NAME FROM ASPECT OF SERVICE COLUMN IN TABLE 1:* The issue: *FROM ISSUE COLUMN IN TABLE 1:* Current situation: *FROM CURRENT SITUATION COLUMN IN TABLE 1:* What could change in 2025-2030: *FROM WHAT COULD CHANGE COLUMN IN TABLE 1:*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 |
| *RESPONSE DESCRIPTION TAKEN FROM TABLE 4* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* |
| Impact on Water Bill Per Year | TBC | TBC | TBC | TBC | TBC |
| Your Choice TICK ONE ONLY | ☐ | ☐ | ☐ | ☐ | ☐ |

 |

***DELAY APPEARANCE OF ‘NEXT’ BUTTON FOR 10 SECONDS FOR Q2A-Q2K***

***TABLE 1: TEXT FOR CHOICE CARDS***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | ***ASPECT OF SERVICE*** | ***ISSUE*** | ***CURRENT SITUATION*** | ***WHAT COULD CHANGE*** |
| ***Q2A*** | Drinking water colour, taste and smell | Every year some customers experience an unexpected change in the colour (normally light brown or milky) and / or the taste or smell of their water supply (normally a chlorine smell) for a short period of time. The water is still safe to drink and can be used for bathing and in washing machines and dishwashers. | Each year around 11 in 10,000 households in the region contact Yorkshire Water about a change in the look, taste or smell of their drinking water. | More investment, for example, in extra maintenance of the network or upgrading the mains pipes, would help reduce the number of times customers experience these issues. |
| ***Q2B*** | Unplanned interruptions to the water supply  | Every year a certain number of properties in the Yorkshire Water region experience their water supply being cut-off for 3 to 6 hours due to unplanned interruptions such as burst pipes.  | Last year 46,000 (or 2%) of properties experienced their water being cut-off for 3 to 6 hours due to an unplanned interruption. During an interruption Yorkshire Water delivers bottled water to vulnerable people. | More investment would enable Yorkshire Water to invest in extra technology to identify water bursts, repair bursts more quickly, and undertake more maintenance work to reduce the chances of any lengthy unplanned interruptions happening. |
| ***Q2C*** | Water lost through leaks  | Millions of litres of clean treated water are lost from the Yorkshire Water network before it reaches customers’ taps. | Last year 23.6% of water was lost through leaks in the network, which is 283 million litres of water per day. This is the equivalent of supplying the population of Leeds and York each day.  | More investment would allow Yorkshire Water to employ more people and invest in innovation and new technology to find and fix leaks sooner.  |
| ***Q2D*** | Using less water | Ongoing challenges associated with climate change mean everyone needs to use less water for the sake of the environment and to ensure Yorkshire Water have enough water for everyone, all of the time. | The average amount of water each person uses in Yorkshire is 132 litres per day for drinking, cooking, washing, cleaning, flushing the toilet, watering plants etc. | More investment would allow Yorkshire Water to do more communications helping customers to save water, provide more free water saving devices, and offer more customers the option to have a water meter installed so they can better keep track of the water they use. |
| ***Q2E*** | Sewage flooding inside properties | Flooding from Yorkshire Water’s sewers can sometimes get inside homes and businesses. This can be distressing for those affected and harmful to the home environment. | Around 1 in 3,500 properties each year (which is 660 homes and businesses in Yorkshire) experience a sewer flood inside the property. | Investing more in extra sewerage capacity, technology to identify and respond to issues more quickly, and education (working with customers to reduce sewer blockages) will reduce the risk of sewage flooding. |
| ***Q2F*** | Sewage flooding outside properties | Some customers experience sewage escaping from the sewers into their garden or a local area such as a public park. This can be caused by a blocked or collapsed sewer, which can be harmful to the environment.  | There were 4,600 outside sewer flooding incidents last year in Yorkshire. | Investing more in extra sewerage capacity, technology to identify and respond to issues more quickly, and education (working with customers to reduce sewer blockages) will reduce the risk of sewage flooding outside. |
| ***Q2G*** | River water quality   | Discharges from Yorkshire Water’s wastewater treatment works, along with chemicals and fertilisers from agriculture, and pollution from industry can all impact on the quality of river water in the region. | The levels of damaging chemicals in some places are much higher than they should be. Last year Yorkshire Water completed several schemes which improved 50km of the rivers in Yorkshire, out of the 742km which need improving. | Although some of this is out of Yorkshire Water’s control, more investment would allow them to introduce more improvement schemes including working with partners to help improve river water quality. This would benefit nature and wildlife. |
| ***Q2H*** | Sea water quality at Yorkshire’s beaches | Sea water is not always rated as excellent, based on the tests regularly undertaken by the Environment Agency. Discharges from wastewater treatment works, along with chemicals and fertilisers from agriculture, and pollution from industry can all impact on the quality of sea water. | Out of the 18 beaches in Yorkshire the quality of the sea water was rated as being ‘excellent’ at 7 of them, ‘good’ at 9 and the minimum status of ‘sufficient’ at 2, with none rated ‘poor’. At a beach rated ‘sufficient’ you could still swim in the sea, but there would be a small increase in the chance that you might get ill if you swallowed some water. | Extra investment would help reduce pollution incidents from Yorkshire Water’s sewage treatment plants, and reduce the impacts caused by agriculture and industry, all of which would improve the quality of the sea water at Yorkshire’s beaches. |
| ***Q2I*** | Pollution of watercourses | Pollution happens when sewage unexpectedly escapes from Yorkshire Water’s sewerage system and spills into rivers, streams, reservoirs or the sea. This can cause environmental damage affecting not only the water it enters but also impacting on nature and wildlife which rely on that waterbody. | Last year there were 125 minor pollution incidents in Yorkshire caused by Yorkshire Water. This was an improvement on the previous year when there were 159 minor pollution incidents. Minor incidents have minimal impact or effect on the environment. | More investment would allow Yorkshire Water to employ more people to monitor and repair sewers, along with helping customers understand what not to put down the drain, which will help reduce the number of these incidents. |
| ***Q2J*** | Low water pressure | Every year Yorkshire Water invests to ensure properties don’t experience problems with the force that water comes out of their taps. When water pressure is low, it comes out of the tap as a trickle. | Last year Yorkshire Water helped around 50 customers experiencing low pressure and spent approximately £1.5million on ensuring suitable pressure for all its customers. At the end of the year, Yorkshire Water had four (4) customers who experience chronic and ongoing low water pressure and prevented it for many other customers. | More investment would allow Yorkshire Water to prevent more customers from experiencing low pressure. It will improve pressure for those customers experiencing chronic, ongoing low pressure and support other customers day to day who may experience low pressure throughout the year.  |
| ***Q2K*** | Creating a River Wharfe safe for swimming  | Yorkshire has the first Environment Agency approved inland bathing waters, this is on a section of the river Wharfe in Ilkley, West Yorkshire. Approved swimming waters require additional investment by Yorkshire Water over and above traditional wastewater treatment to ensure they are safe to swim in.  | In order for this section of river in Ilkley to meet approved Environment Agency standards for swimming water quality, Yorkshire Water must invest £100 million pounds.  | This investment would allow Yorkshire Water to improve the quality of the wastewater it returns to the river via improved treatment processes, similar to how wastewater is treated when returned to the sea. It would allow for improved handling of storm water and more support and education for customers to help them understand and lessen their impact on the river. |

***TABLE 2: PRICE LEVELS***

***(EQUATES TO THE ‘COST IMPACTS’ TABLE)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***QUESTION*** | ***AVG PRICE -2*** | ***AVG PRICE -1*** | ***NO CHANGE PRICE*** | ***AVG PRICE +1*** | ***AVG PRICE +2*** |
| ***Q2A*** | -2 | -0.5 | 0 | 1 | 3.1 |
| ***Q2B*** | -2.6 | -0.9 | 0 | 0.9 | 2.4 |
| ***Q2C*** | -4.5 | -0.5 | 0 | 1.3 | 6.9 |
| ***Q2D*** | N/A | -1.5 | 0 | 9.6 | 31.2 |
| ***Q2E*** | -31.7 | -6 | 0 | 3.9 | 16.1 |
| ***Q2F*** | -7.7 | -2.1 | 0 | 0.8 | 4.9 |
| ***Q2G*** | -16.8 | -5.6 | 0 | 4.4 | 26.7 |
| ***Q2H*** | -3.2 | -1.1 | 0 | 4 | N/A |
| ***Q2I*** | -3.8 | -1.7 | 0 | 2.2 | 5.3 |
| ***Q2J*** | -0.2 | -0.1 | 0 | 0.2 | 0.6 |
| ***Q2K*** | N/A | N/A | 0 | 9.7 | N/A |

***TO POPULATE THE CHOICE CARDS;***

* ***ASSIGN A RANDOM DRAW FIGURE BETWEEN -3 AND 4 FOR EACH ATTRIBUTE***
* ***INCLUDE A RANDOM DRAW OF 11X3 RANDOM VARIABLES, DRAWN FROM A UNIFORM DISTRIBUTION BETWEEN 0 AND 1***
* ***PRICE LEVELS TO BE SHOWN ON THE CARDS TO BE CALCULATED USING THE FORMULA OUTLINED BY NERA***

***TABLE 3: RESPONSE LEVELS TO BE SHOWN ON THE CHOICE CARDS***

***(EQUATES TO THE ‘SERVICE LEVELS’ TABLE)***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***QUESTION*** | ***-2*** | ***-1*** | ***Status quo*** | ***+1*** | ***+2*** |
| ***Q2A*** | 13 contacts per 10,000 customers | 12 contacts per 10,000 customers | 11 contacts per 10,000 customers | 10 contacts per 10,000 customers | 9 contacts per 10,000 customers |
| ***Q2B*** |  55,000 properties interrupted  |  50,000 properties interrupted  |  46,000 properties interrupted  |  41,000 properties interrupted  |  36,000 properties interrupted  |
| ***Q2C*** | 315 million litres per day (26.3% of water supplied)  | 290 million litres per day (24.2% of water supplied)  | 283 million litres per day (23.6% of water supplied)  | 268 million litres per day (22.3% of water supplied)  | 239 million litres per day (19.9% of water supplied)  |
| ***Q2D*** | N/A | 133 litres per person per day | 132 litres per person per day | 125 litres per person per day | 117 litres per person per day |
| ***Q2E*** | 1,120 properties flooded | 780 properties flooded | 660 properties flooded | 550 properties flooded | 310 properties flooded |
| ***Q2F*** | 7,100 incidents outside properties | 5,000 incidents outside properties | 4,600 incidents outside properties  | 4,400 incidents outside properties | 3,700 incidents outside properties |
| ***Q2G*** | 0km of 742km | 25km of 742km | 50km of 742km | 70km of 742km | 150km of 742km |
| ***Q2H*** | 12 out of 18 | 14 out of 18 | 16 out of 18 | 18 out of 18 | N/A |
| ***Q2I*** | 175 incidents | 165 incidents | 125 incidents | 100 incidents | **85 incidents** |
| ***Q2J*** | 14 properties affected | 9 properties affected | 4 properties affected | 2 properties affected | 0 properties affected |
| ***Q2K*** | N/A | N/A | No – do not make this investment | Yes – do make this investment | N/A |

***NEW SCREEN***

***TABLE 4: RESPONSE LEVELS DESCRIPTION FOR ALL CHOICE CARDS***

|  |  |  |
| --- | --- | --- |
| ***QUESTION***  | ***ASPECT OF SERVICE*** | ***RESPONSE DESCRIPTION*** |
| ***Q2A*** | Drinking water colour, taste and smell | Number of customers who contact Yorkshire Water due to the taste, smell or appearance of tap water (per 10,000 people) per year |
| ***Q2B*** | Unplanned interruptions to the water supply  | Number of properties experiencing a 3-6 hour interruption per year |
| ***Q2C*** | Water lost through leaks  | Millions of litres of water lost between treatment works and customers’ taps per day |
| ***Q2D*** | Using less water | Amount of water each person uses per day |
| ***Q2E*** | Sewage flooding inside properties | Number of properties experiencing sewer flooding inside the property per year |
| ***Q2F*** | Sewage flooding outside properties | Number of flooding incidents outside properties per year |
| ***Q2G*** | River water quality   | Kilometres of river improved per year |
| ***Q2H*** | Sea water quality at Yorkshire’s beaches | **Number of bathing waters in Yorkshire at 'Good' or 'Excellent' standard** |
| ***Q2I*** | Pollution of watercourses | Number of minor pollution incidents per year |
| ***Q2J*** | Low water pressure | Number of properties experiencing chronic low pressure |
| ***Q2K*** | Creating a River Wharfe safe for swimming  | Part of the River Wharfe in Ilkley to have "excellent" bathing water status |

***REPEAT Q2b-Q2k AT RANDOM FOR THE REMAINING TOPICS***

|  |
| --- |
| **This is choice *XX* of 11****Q2b-Q2k. Please read the following description and select your preferred option.**  |

***NEW SCREEN***

***CALCULATE THE FOLLOWING;***

* ***(£Z) IS THE AGGREGATE OF THE IMPACT ON THE BILL OF ALL THE RESPONDENT’S CHOICES ACROSS THE 11 ATTRIBUTES***
* ***(£X) IS THEIR BILL (£A) PLUS THE IMPACT OF THEIR CHOICES (£Z)***

|  |
| --- |
| **Thanks for making your choices!****The next table summarises what you’ve chosen and the impact of all your choices on your organisation’s overall water and wastewater bill.**  |

***NEW SCREEN***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q3. Here’s a summary of your choices.*****PUT THE FOLLLOWING IN A BOX WITH A RED BORDER*****Your choices mean that your organisation’s bill would *TEXT SUB BASED ON (£X) COMPARED WITH (£A):******IF A DECREASE:* decrease from £*(£A)* per year to£*(£X)******IF AN INCRAESE:* increase from £*(£A)* per year to£*(£X)******IF NO CHANGE:* remain the same at £*(£A)* per year****If you’d like to change anything, just select it on the right-hand side and you can do that on the next screen.****If it all looks good, press 'I'm happy with my choices' at the bottom.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Aspect of service** | **Your choice** | **Impact on bill per year** | **Tick to change** |
| ***Q2A*** | ***FROM TABLE 4*** | ***FROM Q2a*** | ***FROM Q2a*** | ☐ |
| ***Q2B*** | ***FROM TABLE 4*** | ***FROM Q2b*** | ***FROM Q2b*** | ☐ |
| ***Q2C*** | ***FROM TABLE 4*** | ***FROM Q2c*** | ***FROM Q2c*** | ☐ |
| ***Q2D*** | ***FROM TABLE 4*** | ***FROM Q2d*** | ***FROM Q2d*** | ☐ |
| ***Q2E*** | ***FROM TABLE 4*** | ***FROM Q2e*** | ***FROM Q2e*** | ☐ |
| ***Q2F*** | ***FROM TABLE 4*** | ***FROM Q2f*** | ***FROM Q2f*** | ☐ |
| ***Q2G*** | ***FROM TABLE 4*** | ***FROM Q2g*** | ***FROM Q2g*** | ☐ |
| ***Q2H*** | ***FROM TABLE 4*** | ***FROM Q2h*** | ***FROM Q2h*** | ☐ |
| ***Q2I*** | ***FROM TABLE 4*** | ***FROM Q2i*** | ***FROM Q2i*** | ☐ |
| ***Q2J*** | ***FROM TABLE 4*** | ***FROM Q2j*** | ***FROM Q2j*** | ☐ |
| ***Q2K*** | ***FROM TABLE 4*** | ***FROM Q2k*** | ***FROM Q2k*** | ☐ |

I am happy with my choices |

***IF NO TOPICS SELECTED TO BE AMENDED AT Q3, GOTO Q5***

***IF ANY TOPICS SELECTED TO BE AMENDED AT Q3 GOT TO Q4a-Q4k.***

***ONLY SHOW Q4a-Q4k FOR THE TOPICS SELECTED TO BE AMENDED AT Q3.***

***PRE-POPULATE WITH ORIGINAL CHOICE FROM Q2a-Q2k***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q4a. In the description below you can see your original choice. Please review the aspect of service and amend your choice if you’d like to.** *NAME FROM INVESTMENT AREA COLUMN IN TABLE 1:* The issue: *FROM ISSUE COLUMN IN TABLE 1:* Current situation: *FROM CURRENT SITUATION COLUMN IN TABLE 1:* What could change in 2025-2030: *FROM WHAT COULD CHANGE COLUMN IN TABLE 1:*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 |
| *RESPONSE DESCRIPTION TAKEN FROM TABLE 4* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* | *RESPONSE LEVEL FROM TABLE 3* |
| Impact on Water Bill Per Year | TBC | TBC | TBC | TBC | TBC |
| Your Choice TICK ONE ONLY | ☐ | ☐ | ☐ | ☐ | ☐ |

 |

***NEW SCREEN***

***REPEAT Q4b-Q4k AT RANDOM FOR THE REMAINING TOPICS SELECTED AT Q3***

***ONCE ALL AMENDS HAVE BEEN MADE AT Q4a-Q4k RECALCULATE (£X)***

***RETURN TO Q3 AND REPEAT Q4a-Q4k AS REQUIRED UNTIL THE RESPONDENT IS HAPPY WITH Q3***

***ASK Q4b IF NO ATTRIBUTES SELECTED AT Q3 TO BE LOOKED AT AGAIN***

**Q4b. You didn’t select anything to change at the previous question, why was that?**

***CODES OPEN***

***ASK Q4c IF ‘No change’ LEVEL SELECTED FOR 6 OR MORE ATTRIBUTES AFTER Q3 HAS BEEN COMPLETED, OTEHRS GOT Q5***

**Q4c. We’ve noticed that you’ve selected to maintain the current level of service for more than half of the 11 aspects of service. Can you tell us a bit more about why that was?**

***CODES OPEN***

**We’re now going to ask you some questions about the choices you have just made.**

**Q5. Generally, how easy or difficult did you find it to work out the differences between the options you were shown?**

***SINGLECODE***

1 – Very difficult

2

3

4

5 – Very easy

Don’t know

***ASK Q6 IF SCORE 1-3 AT Q5, OTHERS GOTO Q7***

**Q6. Why do you say that?**

***CODES OPEN***

Don’t know

***ASK ALL***

**Q7. How well do you feel you understood the 11 aspects of service?**

***SINGLECODE***

Very well

Quite well

Not very well

Not at all well

Don’t know

***ASK Q8 IF ‘Not very well’ Or ‘Not at all well’ AT Q7, OTHERS GOTO Q9***

**Q8. Why do you say that?**

***CODES OPEN***

Don’t know

***ASK ALL***

Q9. We’d like to understand a little more about the choices you made for each of the 11 aspects of service that we’ve just asked you to consider.

In the red boxes below you can see the first 6 of these aspects. For each of these, please select which of the following statements best describes how you decided which Option to choose.

The remaining 5 will appear in the next question.

PICK ONE PER ASPECT OF SERVICE

***SINGLECODE - INVERT***

You want lower bills, even if this meant a worse performance than currently

You want the performance to stay the same as it is now

You want to see improvement, even if this meant paying more on your bill

Other (Please write in)

Don’t know

*LOOP – SHOW THE FIRST 6 IN THE SAME ORDER AS Q2A-K*

1. Drinking water colour, taste and smell -

Number of customers who contact Yorkshire Water due to the taste, smell or appearance of tap water (per 10,000 people) per year

1. Unplanned interruptions to the water supply -

Number of properties experiencing a 3-6 hour interruption per year

1. Water lost through leaks -

Millions of litres of water lost between treatment works and customers’ taps per day

1. Using less water -

Amount of water each person uses per day

1. Sewage flooding inside properties –

Number of properties experiencing sewer flooding inside the property per year

1. Sewage flooding outside properties – Number of flooding incidents outside properties per year
2. River water quality –

Kilometres of river improved per year

1. Sea water quality at Yorkshire’s beaches

Number of bathing waters in Yorkshire at 'Good' or 'Excellent' standard

1. Pollution of watercourses –

Number of minor pollution incidents per year

1. Low water pressure –

Number of properties experiencing chronic low pressure

1. Creating a River Wharfe safe for swimming –

Part of the River Wharfe in Ilkley to have "excellent" bathing water status

Q9a. In the red boxes below you can see the remaining 5 aspects of service.

Again, for each of these, please select which of the following statements best describes how you decided which Option to choose. PICK ONE PER ASPECT OF SERVICE

***SINGLECODE - INVERT***

You want lower bills, even if this meant a worse performance than currently

You want the performance to stay the same as it is now

You want to see improvement, even if this meant paying more on your bill

Other (Please write in)

Don’t know

*LOOP – SHOW THE REMAINIG 5 IN THE SAME ORDER AS Q2A-K*

Q9b. How far do you agree or disagree with the following statements? SELECT ONE FOR EACH STATEMENT

*SINGLECODE – INVERT*

Agree strongly

Agree

Neither agree nor disagree

Disagree

Disagree strongly

Don’t know

*LOOP - RANDOMISE*

* If Yorkshire Water invests more to provide a better performance for these 11 aspects of service then bills will need to increase
* If your water bill increases in order to fund service improvements, then you would trust Yorkshire Water to invest more and deliver the service improvements

Q10. How often, if ever, have you contacted the following due to problems with your water supply or the sewerage network?

***SINGLECODE***

Multiple times in the last year

Once within the last year

Within the last 1-2 years

More than 2 years ago

Never

Don’t know

Not applicable – ***SHOW FOR RETAILER ONLY***

*LOOP - RAN**DOMISE*

Yorkshire Water

Your retailer (the company you pay for your water and wastewater services)

|  |
| --- |
| Q11. On a scale of 1 to 10, how critical would you say water is to the running of your business? Where 10 is extremely critical, 1 is not at all critical. ***SINGLECODE***0 – Not at all critical12345 678910 – Extremely critical Don’t know |

**NEXT SCREEN**

|  |
| --- |
| Q12. Does water play a significant role in the production or delivery of the service and/or product provided by your business (e.g. food manufacturing, farming, hair dressers, coffee shop/restaurant or use in customer services)? Please note, an office where water is required for staff use, whilst critical to keeping staff on site, is deemed non-water dependent in this case. TICK ONE ONLY ***SINGLECODE***Yes, water plays a significant role in the production or delivery of the organisation’s service and/or product No, water does not play a significant role in the production or delivery of the organisation’s service and/or product Don’t know |

**NEXT SCREEN**

|  |
| --- |
| **Q13. Given the economic situation in the UK at the moment, would you mind telling us how current market conditions are in the markets in which you operate?** ***SINGLECODE***Business is great at the moment, we are experiencing no negative impactsBusiness is OK at the moment, we are experiencing some negative impacts but it’s not significantBusiness is being negatively impacted by the economic situation and its starting to become difficult Business is being negatively impacted by the economic situation, we are strugglingNot applicable – we are not a trading businessPrefer not to say Don’t know  |

**NEXT SCREEN**

|  |
| --- |
| **Q14. How do you expect the market conditions within your operating market to change over the next 12 months?*****SINGLECODE***It will get a lot betterIt will get a little betterIt will stay the sameIt will get a little worseIt will get a lot worseNot applicable Don’t know |

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

D1. Approximately what was the turnover of your organisation over the past year?

***SINGLECODE***

Less than £85,000 [VAT threshold]

£85,000–£250,000

£250,000–£0.5M

£0.5M–£1M

£1M–£5M

£5M–£10M

£10M–£25M

£25M+

Not applicable – organisation does not have a turnover

Don’t know

Prefer not to say

D2. How would you describe your organisation’s premises at *(TEXT SUB POSTCODE FROM S4)*?

***MULTICODE***

Office (not serviced)

Serviced office

Retail unit (e.g. shop, restaurant etc.)

Industrial unit

Manufacturing unit

Warehouse/storage

Lab or research facility

Undeveloped site/land

Something else (Please specify below)

Don’t know

D3. How does your organisation pay its water bill for its premises at *(TEXT SUB POSTCODE FROM S4)*?

***SINGLECODE***

Direct to a water supplier

As part of the rent

Within a service charge or similar for its premises

Another way (Write in)

Don’t know

Prefer not to say

D4. Finally, if you’d like to make any comments about this survey please do so below.

WRITE IN

Thank you for taking the time to complete this survey.