**Chart

Description automatically generatedActivity Guide**

**‘Households’ and ‘Future Bill Payers’**

**Yorkshire Water Business Plan**

**Acceptability and Affordability**

Markets:   
**UK**

**A picture containing person, dessert

Description automatically generated**Human8 Team:   
**Paige Blake** [PaigeB@wearehuman8.com](mailto:PaigeB@wearehuman8.com)

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Client Stakeholders:   
**Donna Hildreth**

**Naveed Majid**

**Jenna Spence**

Date:   
**18 August 2023**

A picture containing background pattern

Description automatically generated

**PROJECT DETAILS**

*Fill in information below.*

|  |  |
| --- | --- |
| **Research Approach** | |
| Data Collection Source(s): | **Your Water Community + Panel** |
| Questionnaire Length: | **15 - 20 minutes** |
| Project Type: | **Insight Generation** |
| Questionnaire Design: | **Cross sectional design** |
| **Markets, Languages & Translations** | |
| Markets & Languages per market: | **UK only** |
| **Sample Spec** |  |
| Total Sample | c1,450 households (of which 50 are Future Bill Payers) |
| **SAMPLE GROUPS** | Community = no max. quota  (send to whole community)  Consumer Panel = max. quota 1,050 |
| **Sample Screening** *(estimated incidence rate if known…%)* |  |
| Visual / Auditory Limitation allowed: | Yes |
| **Sample Quota(s)** |  |
| **APPLY TO PANEL ONLY (HV1 = CODE 2) Max quota n=1,050**  **“Future bill payers” = 50**  **Main sample = 1000 - Quotas as per the below** |  |
|  |  |
| Age (Q2)   * 18-19 (N=41) * 20-29 (N=203) * 30-44 (N=253) * 45-59 (N=212) * 60-64 (N=64) * 65+ (N=227) |  |
| Gender (Q3)   * Male (N=522) * Female (N=478) |  |
| Region (Q5)   * West Yorkshire (N=460) * South Yorkshire (N=270) * North Yorkshire (N=160) * East Yorkshire (N=120) |  |
| SEG (HV5 SEG Combined)   * AB (N=330) * C1 (N=230) * C2 (N=200) * DE (N=240) |  |

|  |  |
| --- | --- |
| **Stimuli Overview** *(internal use only: stimuli requirements can be found here)* | |
|  |  |
| Video  One page summary  Performance commitments |  |
| **Mobile** | |
| The survey is drafted to be as: | **Mobile compatible** |

**PROJECT OBJECTIVES AND BACKGROUND INFORMATION**

|  |  |  |
| --- | --- | --- |
| **Background Business Objective** *(i.e., why is the research being done, what decisions are being made on the back of it, what’s led to research being part of the solution & what’s the business need for the research?)* | | |
| Yorkshire Water want to test the entirety of their business plan with customers to determine its acceptability and affordability across different customer groups. This includes all the investment they plan to make in the next 5 years as well as the impact it will have on customer’s bills. | | |
| **Research Objectives** *(i.e., what’s the research addressing, what behaviour is it hoping to understand in people, what decisions are being made on the back of the results that could not otherwise be made?)* | | |
| * How supportive are customers of our business plan overall? * What are customers thoughts on our vision and outcomes? * What do customers think of what our plan will achieve (the big performance improvement areas)   + How supportive are customers of these big performance improvement areas? Anything missing/not going far enough? * How supportive are customers of each individual Performance Commitment (PC) target? * How important are each of the PC targets to our customers? * Do they think we should be doing more in any areas? Which ones?   + What targets do should be aiming for?   + When should we aim to achieve them? * Is the bill affordable to customers? Why? / Why not? What would make it more acceptable to customers – e.g. more financial support for those struggling to afford their bill?   Is the plan acceptable? Why? / Why not? | | |
| **Key Project Timings** | | |
| **Project Stage** | **Timings** | **Responsible** |
| Activity Guide Signed Off | **22/08/23** | **Client** |
| Scripting | **23-25/08/23** | **Human8** |
| Live | **26/08/23** | **Human8** |
| Toplines shared | **08/09/23** | **Human8** |
| Report shared | **15/09/23** | **Human8** |
|  |  |  |
|  |  |  |
| **Project Cost** | | |
|  | | |

PROJECT INVITE (COMMUNITY)

|  |  |
| --- | --- |
| **Newsletter/Email Invite Copy** | |
| Subject: | Tell us your thoughts on Yorkshire Water’s Business Plan |
| Hi <USERNAME>,  Yorkshire Water have developed a Business Plan that sets out all they wish to accomplish over the next 5-year planning period, 2025-2030. This has been developed in line with Ofwat’s (the water industry regulator) guidance and includes the statutory requirements for all water companies, as well as where Yorkshire Water intend to go beyond this.  In today’s survey, we’d like you to share your thoughts on the business plan.  <Click here to take part>  All those taking part will receive a £5 Tremendous voucher as a thank you. You’ll also be entered into a draw to win a £250 Tremendous voucher, as well as our usual monthly prize draw.  Please note that if you recently took part in a survey about our Long-Term Delivery Strategy, you may notice some similarities. However, this survey focuses specifically on our **5- year plan.** This survey is an important part of the process we’re going through to develop and agree the plan.  Thanks,  Paige & the Your Water team | |
| Call to action button: | Click here to take part |

|  |  |
| --- | --- |
| **Activity Card** | |
| Card title: | **Tell us your thoughts on Yorkshire Water’s Business Plan** |
| Card text: | All those taking part will receive a £5 Tremendous voucher as a thank you. You’ll also be entered into a draw to win a £250 Tremendous voucher, as well as our usual monthly prize draw. |
| Image: | brown and green mountains under white sky during daytime |

**QUESTIONNAIRE**

*NB. Supporting text on all questions in the grey boxes is for internal use.*

**Hidden Question**: HV1 Sample Source

Page break: Yes

Title: HV1 Sample Source  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV1 Sample Source

Filter / routing information: Assign based on sample source

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Community | 1 | If Your Water community |  |
| Panel | 2 | If third party panel |  |

|  |
| --- |
| **SECTION 1: PROFILING** |

**Info Text:** Thanks for joining us. Today we’d like to talk to you about Yorkshire Water’s Business Plan.

Before we get started, we just need to ask you a few questions about yourself…

Page break: Yes

Title: Info1

Question type: Info

Implementation QID: Info1

Filter / routing information: No

Other potential instructions: No

1. Question text: Firstly, are you personally either solely or jointly responsible for paying towards the water bill in your household?

Instruction text: Please select the option below that best applies.

Page break: Yes

Title: Q1  
Question type: Single Select

Randomisation: None

Implementation QID: Q1

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I am solely or jointly responsible for paying towards the water bill | 1 |  |  |  |
| I am not responsible for paying directly towards the water bill as I live at home with parents | 2 |  |  |  |
| I live in student accommodation and don’t have direct involvement in paying towards the water bill | 3 |  |  |  |
| I am not responsible for paying towards the water bill for another reason | 4 |  |  |  |
| Unsure | 5 |  |  |  |

1. Question text: Which of the following age groups do you fall into?

Instruction text: Please select one

Page break: Yes

Title: Q2  
Question type: Single Select

Randomisation: None

Implementation QID: Q2

Filter / routing information:

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Under 16 | 1 |  |  |  |
| 16-17 | 2 |  |  |  |
| 18-24 | 3 |  |  |  |
| 25-34 | 4 |  |  |  |
| 35-44 | 5 |  |  |  |
| 45-54 | 6 |  |  |  |
| 55-64 | 7 |  |  |  |
| 65+ | 8 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately, we’re looking for people aged 16 or above, so we won’t take up any more of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksAge

Question type: Info

Implementation QID: ClosingThanksAge

Filter / routing information: IF Q2 = CODE 1 (UNDER 16)

Other potential instructions:

**Hidden Question**: HV2 Age NETS

Page break: Yes

Title: HV2 Age NETS  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV2 Age NETS

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| 16-34 | 1 | IF Q2 = CODE 2 / 3 / 4 |  |
| 35-44 | 2 | IF Q2 = CODE 5 |  |
| 45-54 | 3 | IF Q2 = CODE 6 |  |
| 55-64 | 4 | IF Q2 = CODE 7 |  |
| 65+ | 5 | If Q2 = 8 |  |

1. Question text: Which of the following do you identify as…?

Instruction text: Please select one

Page break: Yes

Title: Q3  
Question type: Single Select

Randomisation: None

Implementation QID: Q3

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Female | 1 |  |  |  |
| Male | 2 |  |  |  |
| I identify in another way | 3 |  |  |  |
| Prefer not to say | 4 |  |  |  |

**Hidden Question**: HV3 Gender Combined

Page break: Yes

Title: HV3 Gender Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV3 Gender Combined

Filter / routing information: Combine Q3 with community background variable “Gender”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Female | 1 | IF Q3 OR “GENDER” = CODE 1 |  |
| Male | 2 | IF Q3 OR “GENDER” = CODE 2 |  |
| Other | 3 | IF Q3 OR “GENDER” = CODE 3 |  |
| Prefer not to say | 4 | IF Q3 OR “GENDER” = CODE 4 |  |

1. Question text: Where do you live?

Instruction text: Please select one

Page break: Yes

Title: Q4  
Question type: Single Select

Randomisation: None

Implementation QID: Q4

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Greater London | 1 |  |  |  |
| South East | 2 |  |  |  |
| East Anglia | 3 |  |  |  |
| South West | 4 |  |  |  |
| West Midlands | 5 |  |  |  |
| East Midlands | 6 |  |  |  |
| North West | 7 |  |  |  |
| Yorkshire & Humberside | 8 |  |  |  |
| North East | 9 |  |  |  |
| Wales | 10 |  |  |  |
| Scotland | 11 |  |  |  |
| Northern Ireland | 12 |  |  |  |
| Outside of the UK | 13 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately we’re looking to speak to people from certain areas, so we won’t take up any more of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksRegion

Question type: Info

Implementation QID: ClosingThanksRegion

Filter / routing information: IF Q4 ≠ CODE 8 (NOT BASED IN YORKSHIRE & HUMBERSIDE)

Other potential instructions:

1. Question text: In which area of Yorkshire do you live?

Instruction text: Please select one

Page break: Yes

Title: Q5  
Question type: Single Select

Randomisation: None

Implementation QID: Q5

Filter / routing information: ASK IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| West Yorkshire | 1 |  |  |  |
| South Yorkshire | 2 |  |  |  |
| East Riding of Yorkshire | 3 |  |  |  |
| North Yorkshire | 4 |  |  |  |

**Hidden Question**: HV4 Region Combined

Page break: Yes

Title: HV4 Region Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV4 Region Combined

Filter / routing information: Combine Q5 with community background variable “Region”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| West Yorkshire | 1 | IF Q5 OR “REGION” = CODE 1 |  |
| South Yorkshire | 2 | IF Q5 OR “REGION” = CODE 2 |  |
| East Riding of Yorkshire | 3 | IF Q5 OR “REGION” = CODE 3 |  |
| North Yorkshire | 4 | IF Q5 OR “REGION” = CODE 4 |  |

1. Question text: Does Yorkshire Water provide your household’s water and wastewater services?

Instruction text: Please select the answer below that best applies

Page break: Yes

Title: Q6  
Question type: Single Select

Randomisation: None

Implementation QID: Q6

Filter / routing information: **Only ask main sample, not future bill payers**

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, they provide both my **water and wastewater services** | 1 |  |  |  |
| They provide just my **water** | 2 |  |  |  |
| They provide me with **wastewater services only** | 3 |  |  |  |
| No, **they don’t provide** my water or wastewater | 4 |  |  |  |
| I don’t know | 5 |  |  |  |

**Hidden Question**: HV10 Sample Group

Page break: Yes

Title: HV10 Sample Group  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV10 Sample Group

Filter / routing information:

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Household | 1 | IF Q1=1 AND Q2 = CODE 3/4/5/6/7/8 AND Q6 = 1  [responsible for household bills AND aged 18+ AND household has water in / out from YW |  |
| Future Bill Payer | 2 | IF Q1 = 2/3/4 AND Q2 = CODE 1  [don’t currently pay for water bill AND aged 16-34] |  |
| NEITHER SAMPLE | 3 | Not included in codes 1 or 2 |  |

**Info Text:** Thanks, but we’re only looking to certain groups of people today so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksSAMPLE

Question type: Info

Implementation QID: ClosingThanksSAMPLE

Filter / routing information: IF HV10 = CODE 3

Other potential instructions: No

1. Question text: Have you ever worked for a water or wastewater provider?

Instruction text: Please select one

Page break: Yes

Title: Q7  
Question type: Single Select

Randomisation: None

Implementation QID: Q7

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes – I currently work for a water or wastewater provider | 1 |  |  |  |
| Yes – I previously worked for a water or wastewater provider within the past year | 2 |  |  |  |
| Yes – I previously worked for a water or wastewater provider over a year ago | 3 |  |  |  |
| No – I’ve never worked for a water or wastewater provider | 4 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately we’re looking for people who don’t currently, or haven’t recently, worked for a water provider, so we won’t take up any more of your time today. Please click the ‘Finish Survey’ button to finish up.

Page break: Yes

Title: ClosingThanksJob

Question type: Info

Implementation QID: ClosingThanksJob

Filter / routing information: IF Q7 = CODE 1 OR 2 (WORKED IN WATER INDUSTY)

Other potential instructions:

1. Question text: Please indicate to which occupational group the chief income earner in your household belongs, or which group fits best. This could be you or someone else: the chief income earner is the person in your household with the largest income.

If the chief income earner is retired and has an occupational pension please answer for the occupation which was their main career.

If the chief income earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Instruction text: Please select one

Page break: Yes

Title: Q8  
Question type: Single Select

Randomisation: None

Implementation QID: Q8

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Higher managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people) | 1 |  |  |  |
| Intermediate managerial, administrative or professional e.g. teacher, manager, accountant | 2 |  |  |  |
| Supervisor, administrative or professional e.g. police officer, nurse, secretary, self-employed | 3 |  |  |  |
| Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver | 4 |  |  |  |
| Semi-skilled or unskilled manual work e.g. waiter, factory worker, receptionist, labourer | 5 |  |  |  |
| Housewife/ househusband | 6 |  |  |  |
| Unemployed | 7 |  |  |  |
| Student | 8 |  |  |  |
| Retired | 9 |  |  |  |

**Hidden Question**: HV5 SEG Combined

Page break: Yes

Title: HV5 SEG Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV5 SEG Combined

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| AB | 1 | IF Q8 = CODE 1 OR 2 |  |
| C1 | 2 | IF Q8 = CODE 3 OR 8 |  |
| C2 | 3 | IF Q8 = CODE 4 |  |
| DE | 4 | IF Q8 = CODE 5, 6, 7 or 9 |  |

1. Question text: Taking everything into account, how satisfied are you with Yorkshire Water? Please use a scale of 0 to 10 where 10 is equal to extremely satisfied and 0 is equal to extremely dissatisfied.

Instruction text: Please select one option

Page break: Yes

Title: Q9  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| 0 – extremely dissatisfied | 1 |  |  |  |
| 1 | 2 |  |  |  |
| 2 | 3 |  |  |  |
| 3 | 4 |  |  |  |
| 4 | 5 |  |  |  |
| 5 | 6 |  |  |  |
| 6 | 7 |  |  |  |
| 7 | 8 |  |  |  |
| 8 | 9 |  |  |  |
| 9 | 10 |  |  |  |
| 10 – extremely satisfied | 11 |  |  |  |

1. Question text:  How satisfied or dissatisfied are you with the value for money of the services you have received from Yorkshire Water, in your area? Please use a scale of 0 to 10 where 10 is equal to extremely satisfied and 0 is equal to extremely dissatisfied.

Instruction text: Select one

Page break: Yes

Title: Q10  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| 0 – extremely dissatisfied | 1 |  |  |  |
| 1 | 2 |  |  |  |
| 2 | 3 |  |  |  |
| 3 | 4 |  |  |  |
| 4 | 5 |  |  |  |
| 5 | 6 |  |  |  |
| 6 | 7 |  |  |  |
| 7 | 8 |  |  |  |
| 8 | 9 |  |  |  |
| 9 | 10 |  |  |  |
| 10 – extremely satisfied | 11 |  |  |  |

|  |
| --- |
| **SECTION 2: CONTEXT TO THE PLAN** |

**Info Text:** Thanks for your input so far.

As part of running their business, Yorkshire Water creates a 5-year Business Plan. This outlines all the investment Yorkshire Water plan to make in the next 5 years as well as the impact this investment will have on customer’s bills.

To start with, we have a little bit of information for you about how the process for developing the business plan and the type of things that Yorkshire Water need to consider. Once you have had chance to reflect on this information and answer a few questions, we will show you a video outlining the business plan itself.

Page break: Yes

Title: Info2

Question type: Info

Implementation QID: Info2

Filter / routing information: No

Other potential instructions: No

1. Question text:

The Price Review:

Every five years, water companies develop a ‘business plan’ that sets out their ambition for the services they provide, including the proposed cost to customers, Yorkshire Water is currently working on their 2025-2030 plan. Final plans and prices are finalised by Ofwat. Yorkshire Water must show Ofwat that our plan reflects what customers want.

How we engaged:

Yorkshire Water have had 45,000 quality conversations/consultations with customers over the past three years. This involved focus groups, surveys, door to door surveys and even sitting down with some of our most vulnerable customers in their homes.

Based on the information above, how do you feel about Yorkshire Water and the process they have been through to develop their plan?

Page break: Yes

Title: Q11  
Question type: Five point sliding scale

Randomisation: None

Implementation QID: Q11

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| Very positive | 1 |  |  |
| - | 2 |  |  |
| - | 3 |  |  |
| - | 4 |  |  |
| Very negative | 5 |  |  |

1. Question text: Please could you briefly share the main reasons for that rating below?

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: Yes

Title: Q12  
Question type: Essay

Implementation QID: Q12

Filter / routing information: No

Other potential instructions: No

|  |
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|  |

1. Question text:

Our performance:

While our performance has continued to improve, we understand that in some areas it isn’t where it needs to be. In 2021/22 we met 25 of our 44 performance commitments, failing in important commitments such as internal sewer flooding, pollution and the length of time customers are without water due to an unplanned disruption. The last few years have proven to be much tougher than we expected. We were slowed down by the pandemic and the challenges of increasingly volatile weather patterns, including Storm Arwen, the highest temperatures and worst drought in 15 years in 2022. However, we did excel in other priority areas including achieving our leakage targets, external sewer flooding and mains repairs.

Storm overflows:

We know water companies have featured in the media a lot recently, often in relation to the use of storm overflow spills into rivers. Storm overflows are designed to stop our customers’ properties and outdoor spaces from being flooded with sewage when heavy rain fills the system. However, population growth and changing weather patterns mean these are being used more often, and we know this is no longer acceptable.

To address this, Yorkshire Water shareholders have committed £100m to reduce spills to the environment from storm overflows. This is on top of investment Yorkshire Water has already committed to storm overflows by 2025.

Just so you know, when we fail to deliver the service we promised, a penalty is triggered in the form of a refund to customers. For internal sewer flooding alone, a penalty of £9.5 million was triggered - customers received a refund of £3.31 in their annual bill for 2022/23.

Based on the information above, how do you feel about Yorkshire Water and the process they have been through to develop their plan?

Page break: Yes

Title: Q13  
Question type: Five point sliding scale

Randomisation: None

Implementation QID: Q13

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| Very positive | 1 |  |  |
| - | 2 |  |  |
| - | 3 |  |  |
| - | 4 |  |  |
| Very negative | 5 |  |  |

1. Question text: Please could you briefly share the main reasons for that rating below?

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: No

Title: Q14  
Question type: Essay

Implementation QID: Q14

Filter / routing information: No

Other potential instructions: No

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|  |

1. Question text:

And now, here is the final piece of information that we need you to read about how we have developed our plan.

Statutory Drivers of our plan:

This business plan cycle is very different to past cycles. This is because Yorkshire Water and every water and wastewater company, must deliver the largest ever environmental programme of work - this has been mandated by the government.

This focuses on the need to protect our environment for the long-term by not taking too much water from the environment and it means we will need to change how we manage our water and improve the quality of the water we put back into the environment. The extent of this vast, but we know this aligns with our customers priorities. Meeting this programme of work is going to cost £1.7 billion.

As well as this, from 2025-2030 Yorkshire Water and every other wastewater company must significantly reduce the use of storm overflows by law. This is especially expensive in the Yorkshire region due to our Victorian heritage; we have more overflows than many other wastewater companies. Meeting these obligations is going to cost £700 million from 2025-2030.

In addition to this, customers supported us bringing forward our programme of work to tackle the reduction of storm overflows used on the coast from 2030-2035 to 2025-2030. Addressing these additional coastal storm overflows will cost £300 million.

Why we can’t do it all:

Whilst we’d love to ensure we never fail, with the creation and delivery of 1.2bn litres of safe clean drinking water to over 5 million customers and businesses and the capturing of and treating of 1 billion litres of litres of wastewater every day, there is an endless to-do list and one that we work hard on every single day. Achieving zero failures is impossible with the technology available today and would be prohibitively expensive for our customers, this is why we continue to innovate and will always strive to make improvements year on year despite the challenges posed by climate change and population growth.

Based on the information above, how do you feel about Yorkshire Water and the process they have been through to develop their plan?

Page break: Yes

Title: Q15  
Question type: Five point sliding scale

Randomisation: None

Implementation QID: Q15

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| Very positive | 1 |  |  |
| - | 2 |  |  |
| - | 3 |  |  |
| - | 4 |  |  |
| Very negative | 5 |  |  |

1. Question text: And again, please could you briefly share the main reasons for that rating here?

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: Yes

Title: Q16  
Question type: Essay

Implementation QID: Q16

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

|  |
| --- |
| **SECTION 3: THE PLAN** |

**Info Text:** Thanks for your input so far.

Now we are going to show you a short video summary of the progressive elements proposed in the Yorkshire Water Business Plan for 2025-2030. Please watch this and then answer some questions on how you feel about the plan.

Click here to watch the video through, it will take 4 minutes and you will need your sound turned on.

Please note that the video does not outline every specific initiative/target that Yorkshire Water are aiming towards. You will view Yorkshire Water's full list of commitments shortly.

Title: Info3

Question type: Info

Implementation QID: Info3

Filter / routing information: No

**<LINK TO BUSINESS PLAN VIDEO>**

1. Question text: Did you watch the whole video through and listen to the audio that accompanied it?

Page break: No

Title: Q17  
Question type: Single Code

Randomisation: None

Implementation QID: Q17

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| Yes | 1 |  |  |
| No, I had problems playing it / hearing it | 2 |  |  |

1. Question text:

Based on the video you have just seen, to what extent do you agree or disagree with the following statements about the Business Plan…?

If you were unable to watch the video you can click on the link below to view this information. Please read and consider this before answering the questions. You can also click here if you want to refresh your memory on the plan.

Insert link to video transcript here

Instruction text: Please click on the buttons to rate the statements

Page break: Yes

Title: Q18  
Question type: Rating Scale

Randomisation: Randomised

Implementation QID: Q18

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open |
| I like the overall vision; “a thriving Yorkshire; right for customers and right for the environment” | 1 |  |  |
| The plan reflects my priorities as a customer | 2 |  |  |
| The plan is clear | 3 |  |  |
| The goals and outcomes cover the main areas I would expect | 4 |  |  |
| The plan seems realistic and achievable | 5 |  |  |
| The plan will benefit Yorkshire | 6 |  |  |
| I trust Yorkshire Water to deliver this plan | 7 |  |  |
| I support this plan and what it hopes to achieve |  |  |  |

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| Strongly agree | 1 |  |
| Somewhat agree | 2 |  |
| Neither agree nor disagree/I don’t mind | 3 |  |
| Somewhat disagree | 4 |  |
| Strongly disagree | 5 |  |

1. Question text: Is there anything in particular that you like or dislike about the plan? If so, please could you tell us a little about this below.

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: Yes

Title: Q19  
Question type: Essay

Implementation QID: Q19

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

1. Question text: Is there anything missing from the plan that you would expect it to include?

(Please note that the video does not outline every specific initiative/target that Yorkshire Water are aiming towards. You can view Yorkshire Water's full list of performance commitments <here> if you wish; you will also be shown these later in the survey)

Insert link to performance commitments

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: Yes

Title: Q20  
Question type: Essay

Implementation QID: Q21

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

|  |
| --- |
| **SECTION 4: BILL IMPACT** |

1. Question text: Currently, how much is your household’s annual bill for water and wastewater? Even if you only have a rough idea then please enter your best estimate below, or you can select ‘no idea’ if you’re unable to estimate this.

Instruction text: Please enter a rough amount that you believe your household pays **over a year**

Page break: Yes

Title: Q21  
Question type: Number

Implementation QID: ID here

Filter / routing information: Show if HV10=1 (don’t ask future bill payers)

Other potential instructions: No

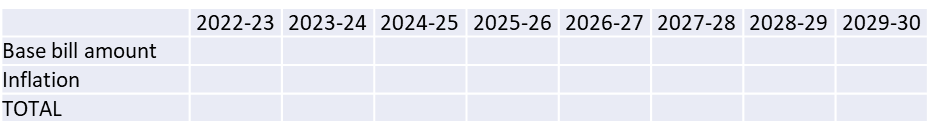
|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| I have no idea how much my household’s annual water bill is | 1 |  |  |

1. Question text:

Achieving all our targets and undertaking our biggest environmental programme yet from 2025-2030 will cost £8.6 billion overall. As a result, the average annual bill will increase from 2025-2030, a proportion of which will be due to inflation.

<Show if provided annual bill amount at Q21>

Below you can see an estimate of how much your annual bill is likely to be across those 5 years, based on the answer you gave to the last question.



<Show if didn’t provide annual bill amount at Q21>

As a result, the average annual bill will be £537 (£45 per month) from 2025-2030, an increase of 25% from the current average annual bill which is £426 (£36 per month).



<Show to all>

We have asked our customers the best and most manageable way to pay for the plan across the 5-year planning period and they have opted for a flat bill increase across the 5-year period (as opposed to a rising increase across the period).

You can find the detail of how your annual bill breaks down here (insert link to detailed bill breakdown). In summary, the average customer bill will rise from £429 (£36 per month) in 2024 to £537 (£45 per month) in 2025. This breaks down as follows:

• Costs to maintain and improve our services - £485.14 on average or 90% of the bill

• Enhancement, including new statutory requirements - £45.34 on average or 8% of the bill

• Customer-supported enhancements - £6.52 on average or 1% of the bill

• Total: £537/£45/month on average

The inflation rate is a guide provided by Ofwat and is likely to change, inflation is out of the control of Yorkshire Water. If you’d like to read more about inflation, please click here [INSERT LINK TO OFWAT EXPLANATION]

How easy or difficult do you think it would be for you to afford these water/sewerage bills in the future?

Instruction text: Please select one answer

Page break: Yes

Title: Q22  
Question type: Single Code

Randomisation: REVERSE ORDER OF CODES 1 TO 5 Randomised

Implementation QID: Q22

Filter / routing information: Show if HV10=1 (don’t ask future bill payers)

Other potential instructions: No

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| Very easy | 1 |  |
| Fairly easy | 2 |  |
| I don’t mind | 3 |  |
| Fairly difficult | 4 |  |
| Very difficult | 5 |  |
| Don’t know | 6 |  |

1. Question text: Why do you say that?

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: No

Title: Q23  
Question type: Essay

Implementation QID: Q23

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

1. Question text: 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?

Instruction text: Please select one answer

Page break: Yes

Title: Q24  
Question type: Single Code

Randomisation: Randomised

Implementation QID: Q24

Filter / routing information: No

Other potential instructions: No

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| An increase in bills starting sooner, spreading increases across different generations of bill-payers | 1 |  |
| An increase in bills starting later, putting more of the increases onto younger and future bill-payers | 2 |  |
| I don’t know enough at the moment to give an answer | 3 |  |

|  |
| --- |
| **SECTION 6: PERFORMANCE COMMITMENTS** |

**Info Text:** Thank you so much for all of your input so far. We just have one final section for you, on the specific performance commitments that we’re proposing for each of the 6 outcome areas.

**While we’d love you to read it all in detail, the main thing to focus on is the measures and targets as this is what the next questions will be about.**

Page break: Yes

Title: Info4

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

**Hidden Question**: HV Target Order

Page break: Yes

Title: HV Target Order  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV Target Order

Filter / routing information: Respondents to see all sections. Randomise order shown sections.

Other potential instructions: No

|  |  |
| --- | --- |
| Answer options | Precodes |
| Secure, safe clean water supplies (Q25, Q26 & Q27) | 1 |
| First class customer service (Q28, Q29 & Q30) | 2 |
| Bills everyone can afford (Q31 & Q32) | 3 |
| Modern and sustainable infrastructure (Q33, Q34 & Q35) | 4 |
| Net zero carbon emissions (Q36 & Q37) | 5 |
| A healthy, natural environment (Q38, Q39 & Q40) | 6 |

1. Question text: Here are the measures & performance commitments that Yorkshire Water are proposing relating to the outcome ‘Secure, safe clean water supplies’.

A screenshot of a computer

Description automatically generated

Click the image to enlarge or click here to open the image in a new window.

Based on what you have read, how supportive are you of the targets/performance commitments Yorkshire Water has set for this outcome overall?

Instruction text: Please select one

Page break: Yes

Title: Q25  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q25

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Very supportive | 1 |  |  |  |
| Fairly supportive | 2 |  |  |  |
| I don’t mind | 3 |  |  |  |
| Fairly unsupportive | 4 |  |  |  |
| Very unsupportive | 5 |  |  |  |
| I’m not sure | 6 |  |  |  |

1. Question text: Which of these targets in particular are you unsupportive of?

Click the image to enlarge or click here to open the image in a new window.

Instruction text: Please select all that apply

Page break: Yes

Title: Q26  
Question type: Multi Select

Randomisation: None

Implementation QID: Q26

Filter / routing information: If Q25 = 4 or 5

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| Water supply interruptions | 1 |  |  |  |  |
| Water quality | 2 |  |  |  |  |
| Per Capita Consumption | 3 |  |  |  |  |
| Leakage | 4 |  |  |  |  |
| Business demand | 5 |  |  |  |  |
| None specifically | 6 |  |  |  |  |
| Unsure/ I don’t know | 7 |  |  |  |  |

1. Question text: Please could you tell us a little bit here about why you are not supportive of the targets for this outcome?

Click the image to enlarge or click here to open the image in a new window

Page break: Yes

Title: Q27  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q25 = 4 or 5

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| No idea | 1 | Fix |  |

1. Question text: Here are the measures & performance commitments that Yorkshire Water are proposing relating to the outcome ‘First class customer service’.

Click the image to enlarge or click here to open the image in a new window.

A screenshot of a computer

Description automatically generated

Based on what you have read, how supportive are you of the targets/performance commitments Yorkshire Water has set for this outcome overall?

Instruction text: Please select one

Page break: Yes

Title: Q28  
Question type: Single Select

Randomisation: None

Implementation QID: Q28

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Very supportive | 1 |  |  |  |
| Fairly supportive | 2 |  |  |  |
| I don’t mind | 3 |  |  |  |
| Fairly unsupportive | 4 |  |  |  |
| Very unsupportive | 5 |  |  |  |
| I’m not sure | 6 |  |  |  |

1. Question text: Which of these targets in particular are you unsupportive of?

Click the image to enlarge or click here to open the image in a new window.

Instruction text: Please select all that apply

Page break: Yes

Title: Q29  
Question type: Multi Select

Randomisation: None

Implementation QID: Q29

Filter / routing information: If Q28 = 4 or 5

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| Improved customer experience | 1 |  |  |  |  |
| Improved retailer and business customer experience | 2 |  |  |  |  |
| Improved Developer Services offering | 3 |  |  |  |  |
| None specifically | 4 |  |  |  |  |
| Unsure/ I don’t know | 5 |  |  |  |  |

1. Question text: Please could you tell us a little bit here about why you are not supportive of the targets for this outcome?

Click the image to enlarge or click here to open the image in a new window

Page break: Yes

Title: Q30  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q28 = 4 or 5

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| No idea | 1 | Fix |  |

1. Question text: Here are the measures & performance commitments that Yorkshire Water are proposing relating to the outcome ‘Bills everyone can afford.

Click the image to enlarge or click here to open the image in a new window.

A screenshot of a computer

Description automatically generated

Based on what you have read, how supportive are you of the targets/performance commitments Yorkshire Water has set for this outcome overall?

Instruction text: Please select one

Page break: Yes

Title: Q31  
Question type: Single Select

Randomisation: None

Implementation QID: Q31

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Very supportive | 1 |  |  |  |
| Fairly supportive | 2 |  |  |  |
| I don’t mind | 3 |  |  |  |
| Fairly unsupportive | 4 |  |  |  |
| Very unsupportive | 5 |  |  |  |
| I’m not sure | 6 |  |  |  |

1. Question text: Please could you tell us a little bit here about why you are not supportive of the targets for this outcome?

Click the image to enlarge or click here to open the image in a new window

Page break: Yes

Title: Q32  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q31 = 4 or 5

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| No idea | 1 | Fix |  |

1. Question text: Here are the measures & performance commitments that Yorkshire Water are proposing relating to the outcome ‘Modern and sustainable infrastructure’.

Click the image to enlarge or click here to open the image in a new window.

A screenshot of a computer

Description automatically generated

Based on what you have read, how supportive are you of the targets/performance commitments Yorkshire Water has set for this outcome overall?

Instruction text: Please select one

Page break: Yes

Title: Q33  
Question type: Single Select

Randomisation: None

Implementation QID: Q33

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Very supportive | 1 |  |  |  |
| Fairly supportive | 2 |  |  |  |
| I don’t mind | 3 |  |  |  |
| Fairly unsupportive | 4 |  |  |  |
| Very unsupportive | 5 |  |  |  |
| I’m not sure | 6 |  |  |  |

1. Question text: Which of these targets in particular are you unsupportive of?

Click the image to enlarge or click here to open the image in a new window.

Instruction text: Please select all that apply

Page break: Yes

Title: Q34  
Question type: Multi Select

Randomisation: None

Implementation QID: Q34

Filter / routing information: If Q33 = 4 or 5

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| Mains repairs | 1 |  |  |  |  |
| Unplanned outages | 2 |  |  |  |  |
| Sewer collapses | 3 |  |  |  |  |
| Internal sewer flooding | 4 |  |  |  |  |
| External sewer flooding | 5 |  |  |  |  |
| None specifically | 6 |  |  |  |  |
| Unsure/ I don’t know | 7 |  |  |  |  |

1. Question text: Please could you tell us a little bit here about why you are not supportive of the targets for this outcome?

Click the image to enlarge or click here to open the image in a new window

Page break: Yes

Title: Q35  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q33 = 4 or 5

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| No idea | 1 | Fix |  |

1. Question text: Here are the measures & performance commitments that Yorkshire Water are proposing relating to the outcome ‘Net zero carbon emissions’.

A screenshot of a computer

Description automatically generated

Click the image to enlarge or click here to open the image in a new window.

Based on what you have read, how supportive are you of the targets/performance commitments Yorkshire Water has set for this outcome overall?

Instruction text: Please select one

Page break: Yes

Title: Q36  
Question type: Single Select

Randomisation: None

Implementation QID: Q36

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Very supportive | 1 |  |  |  |
| Fairly supportive | 2 |  |  |  |
| I don’t mind | 3 |  |  |  |
| Fairly unsupportive | 4 |  |  |  |
| Very unsupportive | 5 |  |  |  |
| I’m not sure | 6 |  |  |  |

1. Question text: Please could you tell us a little bit here about why you are not supportive of the targets for this outcome?

Click the image to enlarge or click here to open the image in a new window

Page break: Yes

Title: Q37  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q36 = 4 or 5

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| No idea | 1 | Fix |  |

1. Question text: Here are the measures & performance commitments that Yorkshire Water are proposing relating to the outcome ‘A healthy, natural environment’.

A screenshot of a computer

Description automatically generated

Click the image to enlarge or click here to open the image in a new window.

Based on what you have read, how supportive are you of the targets/performance commitments Yorkshire Water has set for this outcome overall?

Instruction text: Please select one

Page break: Yes

Title: Q38  
Question type: Single Select

Randomisation: None

Implementation QID: Q38

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Very supportive | 1 |  |  |  |
| Fairly supportive | 2 |  |  |  |
| I don’t mind | 3 |  |  |  |
| Fairly unsupportive | 4 |  |  |  |
| Very unsupportive | 5 |  |  |  |
| I’m not sure | 6 |  |  |  |

1. Question text: Which of these targets in particular are you unsupportive of?

Click the image to enlarge or click here to open the image in a new window.

Instruction text: Please select all that apply

Page break: Yes

Title: Q39  
Question type: Multi Select

Randomisation: None

Implementation QID: Q39

Filter / routing information: If Q38 = 4 or 5

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| River Water Quality | 1 |  |  |  |  |
| Biodiversity | 2 |  |  |  |  |
| Discharge permit compliance | 3 |  |  |  |  |
| Pollution incidents | 6 |  |  |  |  |
| Bathing water quality | 7 |  |  |  |  |
| Storm overflows | 8 |  |  |  |  |
| None specifically | 9 |  |  |  |  |
| Unsure/ I don’t know | 10 |  |  |  |  |

1. Question text: Please could you tell us a little bit here about why you are not supportive of the targets for this outcome?

Click the image to enlarge or click here to open the image in a new window

Page break: Yes

Title: Q40  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q38 = 4 or 5

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| No idea | 1 | Fix |  |

1. Question text: Now for the final verdict - Based on everything you have seen and read about Yorkshire Water’s proposed business plan, how acceptable or unacceptable is it to you?

Instruction text: Please select one answer

Page break: Yes

Title: Q41  
Question type: Single Code

Randomisation: REVERSE ORDER OF CODES 1 TO 5 None

Implementation QID: Q41

Filter / routing information: No

Other potential instructions: No

|  |  |  |
| --- | --- | --- |
| Scale options | Precodes | Fix |
| Completely acceptable | 1 |  |
| Acceptable | 2 |  |
| Unacceptable | 4 |  |
| Completely unacceptable | 5 |  |
| Don’t know / can’t say | 6 |  |

1. Question text: Why do you say that?

Instruction text: There are no right or wrong answers – please be as honest as possible!

Page break: Yes

Title: Q42  
Question type: Essay

Implementation QID: Q42

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

**Info Text:** Finally, we just have a couple of last questions about you and your household which will help us to understand how different types of customers feel about our business plan.

Page break: Yes

Title: Info5

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

1. Question text: Which of the following apply to you and your household?

Instruction text: Please select all that apply

Page break: Yes

Title: Q43  
Question type: Multi Select

Randomisation: None

Implementation QID: Q43

Filter / routing information: IF HV1= CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| I or another member of my household is disabled or suffer(s) from a debilitating illness | 1 |  |  |  |  |
| I or another member of my household have/has a learning difficulty | 2 |  |  |  |  |
| I or another member of my household relies on water for medical reasons | 3 |  |  |  |  |
| I or another member of my household is visually impaired (i.e. struggles to read even with glasses) | 4 |  |  |  |  |
| I or another member of my household am/is over the age of 75 years old | 5 |  |  |  |  |
| I or another member of my household speaks English as a second language | 6 |  |  |  |  |
| I/our household often struggle to afford household/utility bills | 7 |  |  |  |  |
| I or another member of my household is deaf or hard of hearing | 8 |  |  |  |  |
| I or another member of my household is a new parent | 9 |  |  |  |  |
| None of the above | 99 |  |  |  |  |

**Hidden Question**: HV6 Vulnerability Combined

Page break: Yes

Title: HV6 Vulnerability Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV6 Vulnerability Combined

Filter / routing information: Combine Q9 with community background variable “Customer Vulnerability”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Vulnerable customer | 1 | IF Q43 = CODE 1-9  OR  “Customer Vulnerability” = CODE 1 |  |
| Non-vulnerable customer | 2 | IF Q43 = CODE 99  OR  “Customer Vulnerability” = CODE 2 |  |

**Hidden Question**: HV7 Financial Vulnerability Combined

Page break: Yes

Title: HV7 Financial Vulnerability Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV7 Financial Vulnerability Combined

Filter / routing information: Combine Q9 with community background variable “Financial Vulnerability”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Financially vulnerable | 1 | IF Q43 = CODE 7  OR  “Financial Vulnerability” = CODE 1 |  |
| Non-financially vulnerable | 2 | IF Q43 ≠ CODE 7  OR  “Financial Vulnerability” = CODE 2 |  |

1. Question text: Thinking about your household finances in 2023, how would you describe your financial situation at the moment?

Instruction text: Please select the option below that best applies.

Page break: Yes

Title: Q44  
Question type: Single Select

Randomisation: None

Implementation QID: Q44

Filter / routing information: Only show if HV10 Sample Group ≠ 2

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| I can easily cover the basics, plus I have a good amount left for luxuries or to add to my savings each month | 1 |  |  |  |
| I can comfortably cover the basics, though I have only a limited amount left over | 2 |  |  |  |
| I’m making ends meet, but only just | 3 |  |  |  |
| I’m in danger of falling behind with bills or loan repayments | 4 |  |  |  |
| I’ve missed loan repayments or household bills | 5 |  |  |  |
| Prefer not to say | 6 |  |  |  |

1. Question text: Do you have a water meter?

Instruction text: Please select one

Page break: Yes

Title: Q45  
Question type: Single Select

Randomisation: None

Implementation QID: Q45

Filter / routing information: IF HV1 = CODE 2 (PANEL)

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes | 1 |  |  |  |
| No | 2 |  |  |  |
| Don’t know | 3 |  |  |  |

**Hidden Question**: HV8 Water Meter Combined

Page break: Yes

Title: HV8 Water Meter Combined  
Question type: Hidden Variable

Randomisation: None

Implementation QID: HV8 Water Meter Combined

Filter / routing information: Combine Q45 with community background variable “Metered/Non-metered customer”

Other potential instructions: No

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Clarification | Screen |
| Yes | 1 | IF Q45 OR “Metered/Non-metered customer” = CODE 1 |  |
| No | 2 | IF 45 OR “Metered/Non-metered customer” = CODE 2 |  |
| Don’t know | 3 | IF Q45 OR “Metered/Non-metered customer” = CODE 3 |  |

1. Question text: Thanks for all of your answers so far! Just one final question, please could you tell us, what is your post code?

*This will only be looked at on an aggregate level for analysis purposes. If you prefer not to share this information, please select the ‘Prefer not to say’ option.*

Instruction text: Please type your full postcode below

Page break: Yes

Title: Q46  
Question type: Essay

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| Answer options | Precodes | Fix | Screen |
| Prefer not to say | 1 | Fix |  |

**Info Text:** Thanks for taking part, that’s all we had to ask you today.

Please click continue to close the survey and submit your answers.

Are you struggling to afford your Yorkshire Water bill?

Yorkshire Water offers help to qualifying low-income households that are struggling to afford their water and wastewater bills. More information about this can be found here: https://www.yorkshirewater.com/bill-account/help-paying-your-bill/

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No