

**Channel Strategy survey**

Dear Resident

Yorkshire Water has commissioned DJS Research – an independent research agency – to carry out research among residents in your local area. This will help the company understand how people dispose of waste items within their home.

We do hope that you can spare around 10 minutes of your time to answer the survey. We can tell you who the survey is on behalf of during the interview.

We would like to stress that your views will remain strictly confidential to DJS Research, and that no names or other identifying details will be passed to the research sponsor (or any other organisation) unless you agree to be contacted in future.  
  
Thank you in advance for your help with this important research. If you have any queries or would like to be reassured about the nature of this research, please feel free to contact **Matt Prince, Associate Director at DJS Research**, [mprince@djsresearch.com](mailto:mprince@djsresearch.com), or call **The Market Research Society** on 02074904911.