**Chart

Description automatically generatedActivity Guide**

**‘Non-household Customers’**

**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)

**Sarah Fixter** [SarahF@wearehuman8.com](mailto:SarahF@wearehuman8.com)

Client Stakeholders:   
**Donna Hildreth**

**Naveed Majid**

**Jenna Spence**

Date:   
**18 August 2023**

A picture containing background pattern

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**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 | 300 businesses |
| **SAMPLE GROUPS** | Business Panel = max. quota 300 |
| **Sample Screening** *(estimated incidence rate if known…%)* |  |
| Visual / Auditory Limitation allowed: | Yes |
| **Sample Quota(s)** |  |
| **PANEL ONLY**  **Max quota n=300** |  |
| **X`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 year business planning period 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 | **21/08/23** | **Client** |
| Scripting | **22/08/23** | **Human8** |
| Live | **24/08/23** | **Human8** |
| Toplines shared | **08/09/23** | **Human8** |
| Report shared | **15/09/23** | **Human8** |
|  |  |  |
|  |  |  |
|  | | |
|  | | |

QUESTIONNAIRE

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

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

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

Before we get started, we just need to ask you a few questions about you and your employer…

Page break: Yes

Title: Info1

Question type: Info

Implementation QID: Info1

Filter / routing information: No

Other potential instructions: No

1. Question text: Firstly, please could you let us know, is your business run from business premises or from somewhere else, e.g. a home residence or a mobile business?

Instruction text: Select all that apply

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 | Excl. | Open | Screen |
| Business premises | 1 |  |  |  |  |
| No fixed business premises (e.g. van / home residence) | 2 |  |  |  |  |
| Don’t know | 3 |  |  |  |  |

**Info Text:** We’re only looking to speak organisations with business premises today, so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksPremises

Question type: Info

Implementation QID: ClosingThanksPremises

Filter / routing information: if Q1 does not = precode 1

Other potential instructions: No

1. Question text: Does your company currently have a premises in the Yorkshire Water Region?

Instruction text: Select all that apply

Page break: Yes

Title: Q2  
Question type: Single Select

Randomisation: None

Implementation QID: Q2

Filter / routing information: No

Other potential instructions: No

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

**Info Text:** We’re only looking to speak organisations based in Yorkshire today, so we won’t take up any more of your time.

Page break: Yes

Title: ClosingThanksRegion

Question type: Info

Implementation QID: ClosingThanksRegion

Filter / routing information: if Q2 does not = precode 1

Other potential instructions: No

1. Question text: Which parts of the Yorkshire Water region does your company have premises in?

Instruction text: Select all that apply

Page break: Yes

Title: Q3  
Question type: Multi Select

Randomisation: None

Implementation QID: Q3

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Excl. | Open | Screen |
| North Yorkshire | 1 |  |  |  |  |
| West Yorkshire | 2 |  |  |  |  |
| South Yorkshire | 3 |  |  |  |  |
| East Riding | 4 |  |  |  |  |
| I’m not sure | 6 |  |  |  |  |

1. Question text: Are you solely or jointly responsible as the decision maker for your organisation’s water and sewerage service at any of its premises in Yorkshire?

Instruction text: Please select one

Page break: Yes

Title: Q4  
Question type: Single Select

Randomisation: None

Implementation QID: Q4

Filter / routing information: No

Other potential instructions: **Screen out those not involved in water bill**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Yes, I am | 1 |  |  |  |
| No, I am not | 2 |  |  |  |
| Unsure | 3 |  |  |  |

**Info Text:** We’re only looking to speak to those who handle the company’s water bill, so we won’t take up any more of your time today.

Page break: Yes

Title: ClosingThanksBillPay

Question type: Info

Implementation QID: ClosingThanksBillPay

Filter / routing information: IF Q4=CODE 2 OR 3 (NOT BILL HANDLER)

Other potential instructions: No

1. Question text: Approximately how many employees does your organisation have working in the Yorkshire region?

Instruction text: Please select one.

Page break: Yes

Title: Q5  
Question type: Single Select

Randomisation: None

Implementation QID: Q5

Filter / routing information: No

Other potential instructions:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| 1-9 employee | 1 |  |  |  |
| 10-49 employees | 2 |  |  |  |
| 50-99 employees | 3 |  |  |  |
| 100-249 employees | 4 |  |  |  |
| 250+ employees | 5 |  |  |  |
| Don’t know | 6 |  |  |  |

1. Question text: And what is the main industry of your business working in the Yorkshire region?

Instruction text: Please select one.

Page break: Yes

Title: Q6  
Question type: Single Select

Randomisation: None

Implementation QID: Q6

Filter / routing information: No

Other potential instructions: **Screen out people working in the water industry (Q4=5)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Agriculture, Forestry and Fishing | 1 |  |  |  |
| Mining and Quarrying | 2 |  |  |  |
| Manufacturing | 3 |  |  |  |
| Electricity, gas, steam and air conditioning supply | 4 |  |  |  |
| Water supply, sewerage, waste management and remediation activities | 5 |  |  |  |
| Construction | 6 |  |  |  |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 7 |  |  |  |
| Transportation and storage | 8 |  |  |  |
| Accommodation and food service activities | 9 |  |  |  |
| Information and communication | 10 |  |  |  |
| Financial and insurance activities | 11 |  |  |  |
| Real estate activities | 12 |  |  |  |
| Professional, scientific and technical activities | 13 |  |  |  |
| Administrative and support service activities | 14 |  |  |  |
| Public administration and defence; compulsory social security | 15 |  |  |  |
| Education | 16 |  |  |  |
| Human health and social work activities | 17 |  |  |  |
| Arts, entertainment and recreation | 18 |  |  |  |
| Other service activities (Please Specify) | 19 |  |  |  |

**Info Text:** We’re only looking to speak to who work in certain industry sectors today, so we won’t take up any more of your time today.

Page break: Yes

Title: ClosingThanksBillPay

Question type: Info

Implementation QID: ClosingThanksBillPay

Filter / routing information: IF Q6=CODE 5 (work in water industry)

Other potential instructions: No

1. Question text: Which of the following best describes your role within the organisation?

Instruction text: Select one

Page break: Yes

Title: Q7  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q7

Filter / routing information: No

Other potential instructions: No

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Answer options | Precodes | Fix | Open | Screen |
| Business owner | 1 |  |  |  |
| Senior management | 2 |  |  |  |
| Middle management | 3 |  |  |  |
| Lower management | 4 |  |  |  |
| Other | 5 |  |  |  |

**Info Text:** Thanks for taking part in this survey. Unfortunately, we’re looking for people aged 18 or above, so we won’t take up anymore 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 Q8 = CODE 1 (UNDER 18)

Other potential instructions:

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

Instruction text: Please select one

Page break: Yes

Title: Q8  
Question type: Single Select

Randomisation: None

Implementation QID: Q8

Filter / routing information: Ask all

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 |  |  |  |

1. Question text: Taking everything into account, how satisfied are you with Yorkshire Water as a supplier to your business? 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 your business receives from 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: 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 |  |  |  |

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| **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

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| **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.

As a reminder, please think about Yorkshire Water as a provider to your business when you are viewing the plan and answering the questions that follow.

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 business 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: Q20

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

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| --- |
| **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: Q21  
Question type: Single Select

Randomisation: Randomised Rows

Implementation QID: Q21

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: Q22  
Question type: Multi Select

Randomisation: None

Implementation QID: Q22

Filter / routing information: If Q21 = 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: Q23  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q21 = 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: Q24  
Question type: Single Select

Randomisation: None

Implementation QID: Q24

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: Q25  
Question type: Multi Select

Randomisation: None

Implementation QID: Q25

Filter / routing information: If Q24 = 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: Q26  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q24 = 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: Q27  
Question type: Single Select

Randomisation: None

Implementation QID: Q27

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: Q28  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q27 = 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: Q29  
Question type: Single Select

Randomisation: None

Implementation QID: Q34

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: Q30  
Question type: Multi Select

Randomisation: None

Implementation QID: Q30

Filter / routing information: If Q29 = 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: Q31  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q29 = 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: Q32  
Question type: Single Select

Randomisation: None

Implementation QID: Q32

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: Q33  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q32 = 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: Q34  
Question type: Single Select

Randomisation: None

Implementation QID: Q39

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: Q35  
Question type: Multi Select

Randomisation: None

Implementation QID: Q40

Filter / routing information: If Q34 = 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: Q36  
Question type: Text

Implementation QID: ID here

Filter / routing information: If Q34= 4 or 5

Other potential instructions: No

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

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

1. Question text: Currently, how much is your business’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 business pays **over a year**

Page break: Yes

Title: Q37  
Question type: Number

Implementation QID: ID here Q22

Filter / routing information:

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 Q37>

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.

A white rectangular object with black text

Description automatically generated

<Show if didn’t provide annual bill amount at Q37>

As a result, the average annual bill will increase by 25% from the current average bill across 2025-2030. In addition to this there will be an inflationary increase to your business’s bill, which is out of the control of Yorkshire Water, a forecasted inflation has been provided by Ofwat, this is added to your bill above. 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]

<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 business customer bill from 2025-2030 will incorporate the following:

• Costs to maintain and improve our services - 90% of the bill

• Enhancement, including new statutory requirements - 8% of the bill

• Customer-supported enhancements - 1% of the bill

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: Q38  
Question type: Single Code

Randomisation: REVERSE ORDER OF CODES 1 TO 5 Randomised

Implementation QID: Q38

Filter / routing information:

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: Q39  
Question type: Essay

Implementation QID: Q39

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: Q40  
Question type: Single Code

Randomisation: Randomised

Implementation QID: Q40

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 |  |

1. Question text: Why do you say that?

Instruction text: Please tell us a little bit about this below.

Page break: No

Title: Q41  
Question type: Essay

Implementation QID: Q41

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

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: Q42  
Question type: Single Code

Randomisation: REVERSE ORDER OF CODES 1 TO 5 None

Implementation QID: Q42

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: Q43  
Question type: Essay

Implementation QID: Q43

Filter / routing information: No

Other potential instructions: No

|  |
| --- |
|  |

**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.

Page break: Yes

Title: ClosingThanks

Question type: Info

Implementation QID: ID here

Filter / routing information: No

Other potential instructions: No