



Results for Yorkshire Water	Percentage of household customers	Range and average for all WaSCs <sup>1</sup>	Comments or points of interest
Satisfaction with water a	and sewerage services		
Overall satisfaction with water supply (Sample size: 399) <sup>2</sup>	96% <sub>95%</sub> 94% <sub>95%<sub>94</sub>%<sub>94</sub>%<sub>92</sub> 96% 93% 92% 92% 14 15 16 17 18 19 20 21 22 23 Year</sub>	96% to 82% Average: 89%	
Overall satisfaction with sewerage services (Sample size: 375)	91% 92% 91% 89%88%90%85%84%83% <sub>66%</sub> 14 15 16 17 18 19 20 21 22 23 Year	74% to 45% Average: 66%	Significant change since last year
Satisfaction with value f	or money		
Satisfied with value for money of water services (Sample size: 396)	78% <sup>82%</sup> 79% <sub>76%</sub> 77% <sup>79%</sup> 79% <sup>79%</sup> 80% 70% 14 15 16 17 18 19 20 21 22 23 <b>Year</b>	77% to 60% Average: 69%	Significant change since last year
Satisfied with value for money of sewerage services (Sample size: 373)	82%83%82% <sub>79%79%</sub> 80% <sub>79%</sub> 83%83% 14 15 16 17 18 19 20 21 22 23 Year	78% to 52% Average: 71%	Significant change since last year
Views on fairness and af	fordability of charges		
Agree charges are fair (Sample size: 390)	71% 67% 71% 65% 69% 75% 72% 66% 67% 59% 14 15 16 17 18 19 20 21 22 23 Year	64% to 42% Average: 55%	Significant change since last year
Agree water and sewerage charges are affordable (Sample size: 398)	83%82% 79%77%78% 14 15 16 17 18 19 20 21 22 23 Year	81% to 63% Average: 72%	Significantly higher than WaSC average
Care and trust			
Agree company cares about service given to customers (Sample size: 385)	80%75%72%74%76%75%76%71%65% <sub>54%</sub> 14 15 16 17 18 19 20 21 22 23  Year	62% to 37% Average: 51%	Significant change since last year
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 399)	7.89 8.05 7.72 7.99 7.94 8.06 8.06 7.68 7.50 6.63 14 15 16 17 18 19 20 21 22 23 Year	6.94 to 5.44 Average: 6.38	Significant change since last year





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Awareness of consumer	Awareness of consumer rights and responsibilities			
Likely to contact company if worried about paying bill (Sample size: 393)	77% <sub>73%<sub>71%</sub></sub> 73% <sup>77%</sup> 75% <sub>72%<sub>70%</sub>72%<sup>74%</sup> 14 15 16 17 18 19 20 21 22 23 Year</sub>	74% to 64% Average: 68%	Significantly higher than WaSC average	
Aware of free meter option (Sample size: 153) <sup>3</sup>	14 15 16 17 18 19 20 21 22 23 Year	74% to 54% Average: 66%		
Aware of option to go back to rateable value charge within 24 months (Sample size: 150) <sup>4</sup>	27%28% <sub>24%25%</sub> 26% <sup>32%35%</sup> 28%26% <sup>30%</sup> 14 15 16 17 18 19 20 21 22 23  Year	35% to 12% Average: 27%		
Aware of WaterSure tariff (Sample size: 400*)	10% 5% 11% 8% 11% 7% 9% 11% 9% 14 15 16 17 18 19 20 21 22 23 Year	20% to 14% Average: 17%	Significant change since last year	
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 400*) <sup>4</sup>	32%32% 14 15 16 17 18 19 20 21 22 23 Year	52% to 39% Average: 45%	Significantly lower than WaSC average. Significant change since last year	
Aware of Priority services (Sample size: 400*)	48%47%48%45%47% <sub>42%43%</sub> 47%51%50%  14 15 16 17 18 19 20 21 22 23  Year	57% to 40% Average: 49%		
Contact				
Contacted water company with query in last 12 months (Sample size: 399*)	14 15 16 17 18 19 20 21 22 23 Year	33% to 16% Average: 25%		
Reason for contacting water company was to complain (Sample size: 94 who made contact)	8% 6% 7% 1% 3% 2% 14 15 16 17 18 19 20 21 22 23 Year	8% to 0% Average: 3%		





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Satisfaction with way query handled (Sample size: 94 who made contact)	92%93% 79% 85% 82%79% 82%79% 83% 81% 14 15 16 17 18 19 20 21 22 23 Year	94% to 52% Average: 74%		
Water on tap	Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 399)	95%95% 95%95% <sub>95%</sub> 94%94% 93% 14 15 16 17 18 19 20 21 22 23 Year	94% to 85% Average: 91%		
Satisfied with taste and smell (Sample size: 396)	92%92% 92% 91% 93% 93% 88% 86% 86% 14 15 16 17 18 19 20 21 22 23 Year	90% to 79% Average: 84%	Significant change since last year	
Satisfied with hardness/softness (Sample size: 381)	86%85%85% 78% 81% 82%82% 78% 81% 76% 14 15 16 17 18 19 20 21 22 23 Year	87% to 40% Average: 64%	Significantly higher than WaSC average	
Satisfied with safety (Sample size: 391)	96%98% 92% 92% 14 15 16 17 18 19 20 21 22 23 Year	95% to 81% Average: 88%	Significantly higher than WaSC average	
Satisfied with reliability of supply (Sample size: 400)	98%98% 99%97%98%98% <sub>97%97%97%</sub> 95%  14 15 16 17 18 19 20 21 22 23  Year	97% to 91% Average: 94%		
Satisfied with water pressure (Sample size: 400)	93%92% 89%90%88% 91%89% <sub>87%</sub> 90%90% 14 15 16 17 18 19 20 21 22 23 Year	94% to 75% Average: 85%	Significantly higher than WaSC average	
A sewerage system that works				
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 309)	84%82%75%75%84%85%80%77%77% 59% 14 15 16 17 18 19 20 21 22 23 Year	65% to 46% Average: 60%	Significant change since last year	





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Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 318)	86%87%81%82%85%85%84%80%78% <sub>65%</sub> 14 15 16 17 18 19 20 21 22 23  Year	69% to 42% Average: 61%	Significant change since last year
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 323)	89%91%79%80%87%87%78% 59%57% 40%	46% to 18% Average: 36%	Significant change since last year
Satisfied with company actions to minimise sewer flooding (Sample size: 332)	82%85%79%82%83%83%78%68%64% 49% 14 15 16 17 18 19 20 21 22 23 Year	54% to 29% Average: 44%	Significant change since last year





# **Sample Profile**

Regional sample profile for Yorkshire Water	(Sample size: 400*)	
Gender		
Male	43%	
Female	56%	
Age		
18-29	3%	
30-44	17%	
45-59	31%	
60-74	32%	
75+	16%	
SEC		
Higher managerial, administrative & professional occupations	44%	
Intermediate occupations	24%	
Routine & manual occupations	22%	
Never worked and long-term unemployed/Full-time students	8%	
Refused	2%	
Water Meter		
Proportion having a water meter	62%	

Statistical reliability on sample size of 400 is +/- 4.7%

<sup>&</sup>lt;sup>1</sup> Average (mean) proportion for all WaSCs is based on weighted data. All other data is unweighted.

<sup>&</sup>lt;sup>2</sup> Sample size is shown in brackets and excludes don't knows unless followed by an asterisk \*.

<sup>&</sup>lt;sup>3</sup> Question filtered on unmetered households as per the main report and not stated removed.

<sup>&</sup>lt;sup>4</sup> Question changed to Yes/No option in 2021 so data not comparable with previous years.