

**Consumer Council for Water
Hull Flooding Research**

**Report
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Prepared For:



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1. Background & Methodology

Introduction

The Consumer Council for Water and Yorkshire Water commissioned **mrug** to carry out a piece of research into customer experiences of the flooding that occurred in Hull in June 2007. The objectives of the research were as follows:

- To understand the impact that the flooding had on customers and the level of inconvenience they experienced
- To explore and understand how customers got their information during the flooding crisis
- To test customer awareness and understanding of the factors that led to the flooding. Who or what was responsible? What are the responsibilities of the various organisations involved?
- To explore customers' perceptions of Yorkshire Water's performance during and after the incident
- To explore customers' perceptions of how Yorkshire Water communicated with them during the event
- To explore what customers want to see change as a result of the flooding and the impact on their homes and the affected areas.
- To explore what customers think the multi-agencies (including Yorkshire Water) should do to reduce the potential of future flooding on a similar scale.
- To test customers' willingness to pay for increased levels of flood protection.
- To test whether, following last year's floods, customers in Hull and the surrounding areas have taken action to better prepare themselves
- What level and quantity of communication would customers want and expect should a flood of this nature recur.

Methodology – Telephone Survey

1000 Computer Aided Telephone Interviews (CATI) interviews were conducted between 24th October and 6th November 2008.

Sample was provided by **mruk** and the mean length of time taken to complete an interview was 11 minutes and 4 seconds.

42% of interviews were conducted in the day time (before 4pm), 50% between 4.00pm and 7.59pm and 8% at 8pm or later.

Respondents were screened to make sure they were responsible or partially responsible for paying the water bill in their household.

Throughout the report, don't know or refused responses are removed where appropriate.

Methodology – Face-to-Face Depth Interviews

In addition, during this period 6 face-to-face household interviews were conducted with vulnerable residents within East Riding. These vulnerable residents were on Yorkshire Water's "Helping Hands" database which is for customers who have a special need or requirement relating to water services. Findings from the depths are outlined separately in a chapter towards the end of this document.

3 respondents were interviewed in each of Kingston-upon-Hull and East Riding local authority areas.

2. Key Findings

Personal impacts of flooding

- Half of respondents were inconvenienced by the flooding with a slightly higher proportion of East Riding residents being inconvenienced than Hull residents.
- Elderly residents, males and those who were working were more likely to say they were not inconvenienced than any other group. This was also reflected in the findings of the depth interviews with vulnerable residents.
- Respondents were more likely to say that the flooding had affected them emotionally rather than in financial or in insurance terms.
- Retired residents were more likely to feel that they had been affected emotionally compared to working residents.
- Unsurprisingly those who were directly affected by the flooding were more likely than others to say it had affected them emotionally, financially and in relation to insurance.

Awareness of responsibilities for flood management activities

- Respondents were most likely to say they knew who was responsible for road drains or gullies and least likely to know who was responsible for land drains and drainage ditches.
- Overall those directly affected by the flooding were more likely to say they knew who was responsible for the various activities relating to flood management compared to those indirectly or not affected.
- Younger respondents were least likely to know which organisations were responsible for the various activities relating to flood management.
- The vast majority of respondents who said they knew who was responsible for road drains or gullies correctly said that the Council was responsible.
- With regard to who was responsible for sewers, half of respondents incorrectly thought that the Council was again responsible.
- Again, most residents who said they knew who was responsible thought that their Council was responsible for land drains and ditches. These respondents were in fact incorrect in saying this.
- With regard to pumping stations, of those respondents who said they knew who was responsible for these, most correctly said Yorkshire Water.

In general terms, the local authority is responsible for road drains and gullies, Yorkshire water are responsible for the sewers and pumping stations and the Environment Agency are responsible for land drains.

Factors contributing to the flooding

- Respondents were most likely to mention blocked land drains as a contributing factor to the flooding. Blocked gullies (road drains) and the level of rainfall were also frequently mentioned.

Information provision

- Only one in five respondents felt well informed at the time of the flooding, with around half of respondents feeling poorly informed.
- Interestingly, East Riding residents interviewed were more likely to feel poorly informed as were younger respondents and those who were directly affected by the flooding were also more likely to feel poorly informed.
- Just over two thirds of respondents said they did not remember receiving any information at the time of the flood.
- Of those that did remember receiving information the most common way in which the information was communicated to them was through hearing / seeing news in the media about the people and places affected.
- Among respondents who remembered information, the local or national media was the most likely source of this information. East Riding respondents were far more likely to give this response whereas Hull residents were far more likely to say they remembered receiving information from the Council.

Role of organisations

- Of the organisations discussed (Local Council, Emergency Services, Environment Agency and Yorkshire Water) respondents were most likely to feel that the emergency services had performed well during the floods.
- Less than one in five thought that Yorkshire Water had performed well at the time and just over half of respondents thought that Yorkshire Water could have done more.
- Respondents who were not affected by the floods were most likely to rate the organisations as performing well.
- Respondents were most likely to feel that the emergency services did as much as they could and felt their Local Council could have done more.
- Most respondents thought that their local Council should take the lead in the future where similar situations occur. Around a third of respondents thought that the Environment Agency should take the lead, and a similar proportion felt it was the responsibility of Yorkshire Water.
- In total around half of respondents felt that Yorkshire Water should be involved in some way however the local authority was the body that respondents were most likely to feel should either take the lead, or be involved.
- The majority of respondents interviewed felt that Yorkshire Water communicated poorly with them. Again, younger respondents were more likely to rate the communication from Yorkshire Water as poor compared to older respondents.
- This said, the majority of respondents (in both local authority areas) felt that their views of Yorkshire Water have not changed as a result of the flooding.

- Overall those respondents who were directly affected by the flooding were more likely to say their opinion of Yorkshire Water had changed for the worse.

Actions since the flooding

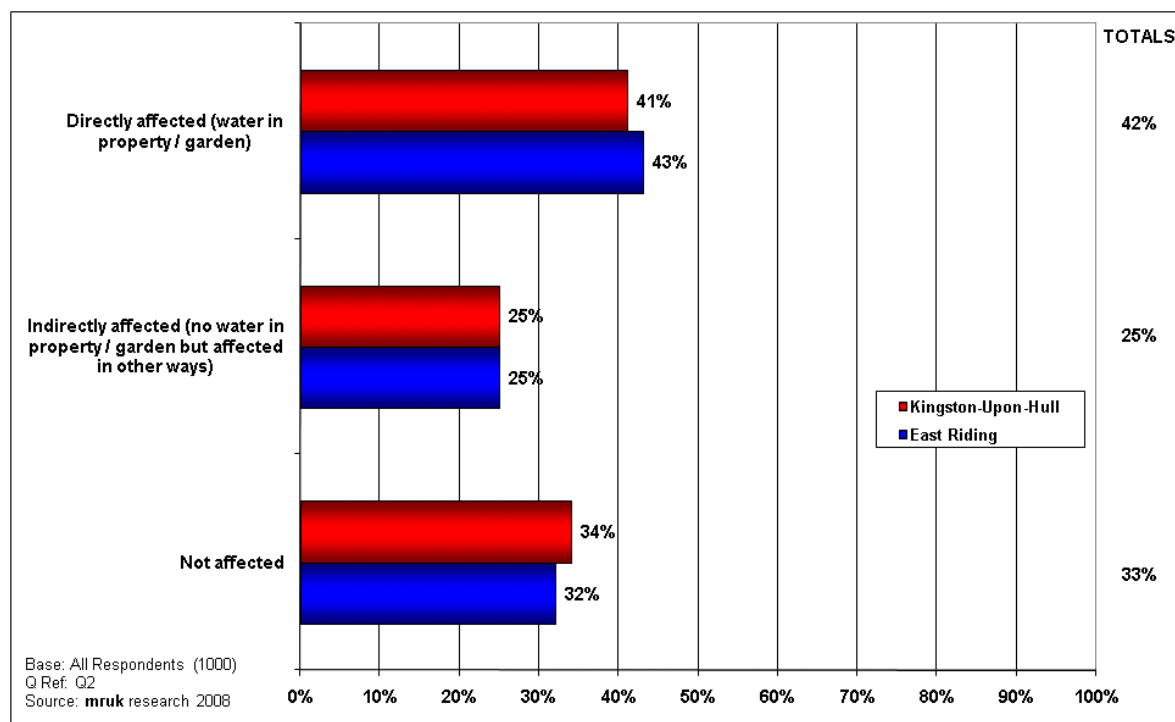
- Respondents were most likely to feel that nothing had been done since the flooding to reduce the risk of it happening in future. However a third of respondents thought that drains and gullies were being cleaned / unblocked.
- The majority of respondents said they had not heard anything from Yorkshire Water or the Environment Agency since the flooding.
- Around one in five however mentioned they had seen / heard information from their Local Council in relation to the cleaning and unblocking of drains, ditches and gullies.

The future

- In terms of funding of measures to reduce the risk of flooding, respondents were most likely to say that either their local Council or (Central) Government should be responsible with Hull residents slightly more likely to mention Central Government and younger respondents more likely to say Local Council.
- Overall those directly affected by the flooding were more likely to feel the Council should be responsible for funding compared to those not affected. Overall, funding was generally felt to be a joint effort between all parties.
- Respondents were most likely to feel that improving the sewer system would have a significant impact on reducing flood risk especially those respondents who were directly affected by the flooding.
- The majority of respondents said they had not changed their opinion about living in the area since the flooding.
- Those in East Riding were most likely to say they had not changed their opinion. However just over one in four felt less positive about living in the area with Hull residents more likely to give this response than those from East Riding. Younger respondents were also more likely to feel less positive.
- Less than a third of those interviewed said they were aware of things they could do in the future to prepare themselves better for flooding. When asked what they would do the most common response was to use sand bags, and moving things upstairs.
- Interestingly, in a similar situation, most respondents felt that they were no better or no worse prepared. Hull residents were more likely than those from East Riding to feel that they were better prepared as were younger respondents and those directly affected by the floods.
- Most respondents did not have any advice for Yorkshire Water but unblocking / keeping clear all drainage systems and sewers was mentioned as was maintenance of pumping stations.

3. Quota Information

Figure 1: Q2: Remembering the June 2007 flooding in Hull and East Riding, were you affected by this at all? Would you say you were...?



Quotas were used on this question to ensure that the majority of respondents included in the survey were directly affected by the flooding in Hull and East Riding. In total, 42% of respondents were directly affected. One in four (25%) were indirectly affected and a third of those interviewed said they were not affected at all.

Responses were similar in both local authority areas of Hull and East Riding.

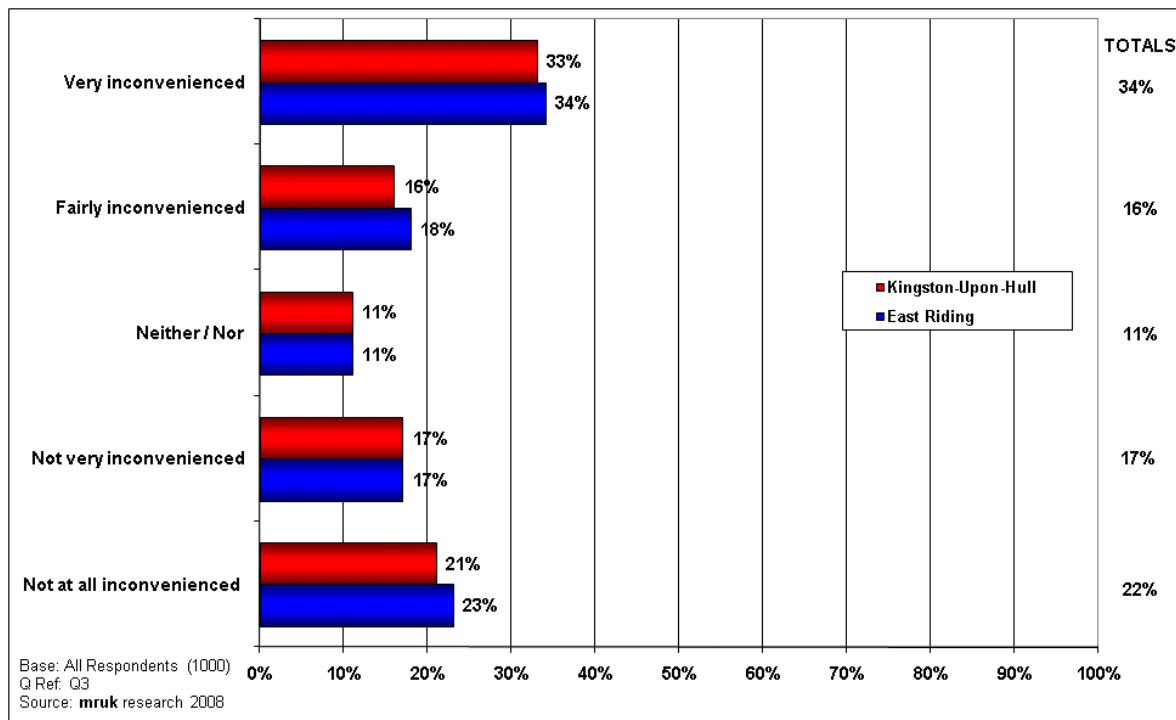
Younger respondents were more likely to say they were directly affected. 45% of 16 to 29 year olds gave this response, but only 37% of those aged 65+ years. Working respondents were also slightly more likely than retired residents to say they were directly affected (45% compared to 37% of those who were retired).

Results were similar by gender, those with or without disability and socio economic grouping.

Before this quantitative part of the research qualitative research had been undertaken in the form of three focus groups, the first with 5 directly affected residents of Hull, the second with 8 indirectly affected residents of Hull and the third with 8 residents of Beverley who were either indirectly affected or not affected at all.

4. Recall of the Flooding

Figure 2: Q3: On a scale of one to five where one is not at all inconvenienced and five is very inconvenienced, how inconvenienced were you at the time of the flooding?



Overall, half of respondents said they were inconvenienced by the flooding (50%). A slightly higher proportion of East Riding residents interviewed gave this response, when compared to Hull. Just under 40% of all respondents interviewed said they were not inconvenienced.

Elderly residents (those aged 65+ years) were more likely to say they were not inconvenienced than any other age group. 51% of this age group said they were not inconvenienced.

Male respondents were more likely than females to feel they were inconvenienced (52% and 47% respectively). Working respondents were also more likely than retired residents interviewed to feel inconvenienced (51% and 43% respectively).

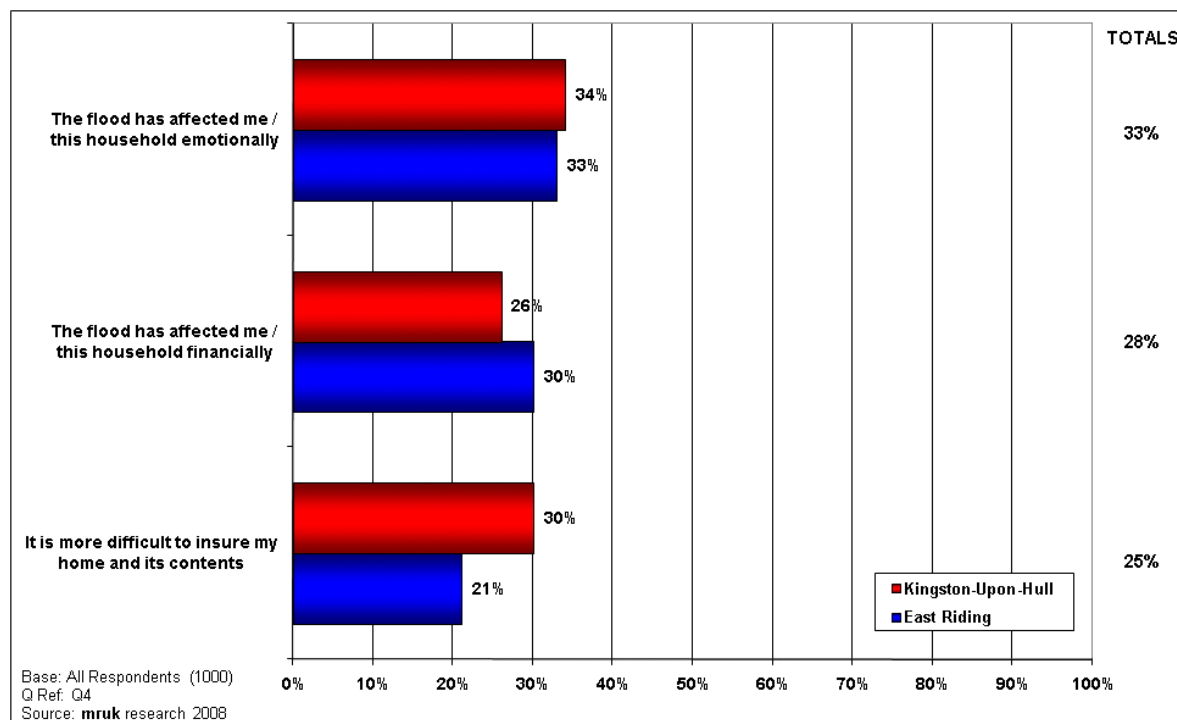
There was no notable difference in response among those with or without a disability or long term illness.

All respondents in the focus groups were asked to rate on the same scale how inconvenienced they were by the flooding, all respondents except three felt they had been inconvenienced.

Overall 76% of those who were directly affected by the flooding said they had been inconvenienced, 47% of respondents indirectly affected felt they were inconvenienced and even 18% who were not affected said they were inconvenienced in some way.

There were no significant differences in responses by area.

Figure 3: Q4: And how strongly would you agree with the following statements on a one to five scale, where one is strongly disagree and five is strongly agree? (TOTAL AGREE)



Of the three statements discussed in the survey, respondents were most likely to say that the flooding had affected them emotionally. One in three respondents interviewed gave this response. Similar emotional opinions were expressed in focus groups conducted with one participant saying:

“Talking about it still brings back sad memories. It was awful; I just can’t describe the feeling”

Just over one in four respondents agreed that they had been affected financially (28%). East Riding residents were slightly more likely than Hull residents to agree with this statement.

In contrast, Hull residents were more likely to feel that it was more difficult to insure their home and its contents. Overall, one in four respondents interviewed agreed with this statement.

Working respondents were more likely than retired residents interviewed to feel that they had been affected financially. 31% of this group gave this response, compared to 23% of retired residents. In contrast, retired residents were more likely to feel that they had been affected emotionally when compared to working residents (37% and 32% respectively). Working respondents were also more likely to feel that it was more difficult to insure their home and its contents (27% agreeing, compared to only 17% of those who were retired).

Respondents aged 65+ years were least likely to feel that they had been affected financially. Only 22% of this age group agreed with this statement.

Respondents with a disability or long term illness were far more likely than those without to feel that the flooding had affected them emotionally (45% and 31% respectively). 50 to 64 year olds (41%) and females (36%) were also more likely to agree with this statement.

Younger respondents were most likely to agree that it had become more difficult to insure their home and its contents. 37% of 16 to 29 year olds agreed with this statement, compared to only 18% of those aged 65+ years.

Unsurprisingly those who were directly affected by the flooding were more likely to say it had affected them emotionally (58%), financially (52%) and in relation to insurance (35%).

One in five respondents (20%) who were not affected by the flooding in Kingston-Upon-Hull still found it more difficult to insure their home and its contents. Just 7% of those in East Riding who were not affected gave the same answer.

Figure 4: Q5: % of respondents who said they know which organisations are responsible for the following...

	Kingston-Upon-Hull	East Riding	TOTALS
Road drains or gullies	63%	60%	61%
Sewers	60%	59%	59%
Pumping Stations	54%	48%	51%
Land drains and drainage ditches	49%	49%	49%

Base: All Respondents (1000)
Q Ref: Q5
Source: mruk research 2008

Respondents were asked if they knew who was responsible for a range of activities relating to flood management.

In general terms, the local authority is responsible for road drains and gullies, Yorkshire Water are responsible for the sewers and pumping stations and the Environment Agency are responsible for land drains, such as the holderness drain.

Respondents were most likely to say they knew who was responsible for road drains or gullies (61%) and least likely to know who was responsible for land drains and drainage ditches (49%). There was little difference in response by local authority area.

Younger respondents (aged 16 to 29) were least likely to know which organisations were responsible for the activities relating to flood management. 53% were unaware who was responsible for road drains or gullies compared to seven in ten (70%) aged 50 to 64 who were aware.

Three in five interviewed (60%) in Kingston-Upon-Hull who were directly affected by the flooding knew which organisations were responsible for the pumping stations; just 49% directly affected in East Riding new this.

Overall those directly affected by the flooding were more likely to know who was responsible for the various activities compared to those indirectly or not affected.

Those respondents who said they knew which organisation(s) were responsible those mentioned at Q5 were then asked...

Figure 5: Q5AA to Q5DD: Which organisation(s) do you think are responsible for ...? (TOTALS)

	Q5AA. Road Drains or Gullies (Base 614)	Q5BB. Sewers (Base 593)	Q5CC. Land Drains and Drainage Ditches (Base 490)	Q5DD. Pumping Stations (Base 510)
Council / Local Authority	91%	53%	54%	30%
Yorkshire Water	5%	36%	19%	46%
Water Board	3%	12%	9%	21%
Environment Agency	1%	1%	14%	4%
Land Owners / Owners of Property	N/A	N/A	3%	N/A
Farmers	N/A	N/A	1%	N/A
Drainage Board / Authority	N/A	N/A	1%	N/A
Beck Board etc.	N/A	N/A	1%	N/A
Highways Agency	1%	N/A	N/A	N/A

*N/A is used in the table above where the organisation wasn't given as an option for respondents to choose.

Road Drains or Gullies

The vast majority of respondents who said they knew who was responsible for road drains or gullies said that the Council was responsible. 91% of respondents gave this answer. One in twenty of this group (5%) thought that Yorkshire Water was responsible. Similar views were expressed in focus groups conducted where one respondent said:

"I put it down to the Council and Yorkshire Water; someone has got to take responsibility"

100% of those aged 16 to 29 thought the Council was responsible for road drains or gullies. 7% of those aged 30 to 49 thought Yorkshire Water to be responsible for this.

88% of those in SEG¹ ABC1 thought the Council was responsible as did 93% in socio economic grouping C2DE.

No significant differences were found in responses by area or whether or not affected by the flooding.

Sewers

Compared to road drains, opinion was less consistent with regard to who was responsible for sewers. Half of respondents thought that the Council was responsible (53%).

A total of 48% of respondents mentioned Yorkshire Water or their Water board (12% mentioning the latter, and 36% saying Yorkshire Water). East Riding residents were most likely to refer to their Water board, rather than Yorkshire Water.

A third (32%) of those aged 16 to 29 mentioned Yorkshire Water as being responsible for sewers compared to just a quarter (25%) of those aged 65 and over.

¹ A – Upper middle class, B – middle class, C1 – lower middle class, C2 – skilled working class, D – working class, E – those at lowest level of subsistence.

Those aged 65 and over were slightly more likely to mention the Water Board / Authority (16%) than those aged 16 to 29 (8%).

13% of those directly affected in East Riding thought the Water Board / Authority were responsible for the sewers compared to just 8% directly affected in Kingston-Upon-Hull.

Land Drains and Drainage Ditches

Again, most residents who said they knew who was responsible thought that their Council was responsible for land drains and ditches. 54% of respondents gave this response, including equal proportions of residents in both local authority areas.

One in five respondents (19%) said that Yorkshire Water was responsible for land drains and ditches and a further 9% said the Water board (28% in total). 14% thought that the Environment Agency was responsible.

Around three in five (61%) females interviewed thought the Council was responsible for land drains and drainage ditches compared to 49% of male respondents.

Again younger respondents aged 16 to 29 were more likely to think that the Council was responsible for land drains and drainage ditches (82%) when compared to older respondents aged 50 to 64 (44%).

18% of those interviewed who were aged 30 to 49 thought the Environment Agency were responsible for this flood management activity compared to just 3% aged 16 to 29.

Almost a quarter of those interviewed (23%) in Kingston-Upon-Hull who were directly affected by the flooding thought Yorkshire Water were responsible for land drains and drainage ditches. Just 14% directly affected in East Riding thought this.

24% indirectly affected in East Riding felt the Environment Agency was responsible compared to just 15% directly affected and 10% who were not affected in East Riding.

One in ten respondents not affected by the flooding in Kingston-Upon-Hull believed the land owner / owner of the property to be responsible for land drains and drainage ditches. No respondents who were directly affected by the flooding in Kingston-Upon-Hull gave this response.

Pumping Stations

With regard to pumping stations, of those respondents who said they knew who was responsible for these, most said Yorkshire Water (46%). Views were similar by local authority area. A further one in five (21%) mentioned the Water board (67% in total).

Just under a third (30%) said that their Council was responsible – with a slightly higher proportion in Hull when compared to East Riding.

Only 4% thought that the Environment Agency was responsible for this aspect.

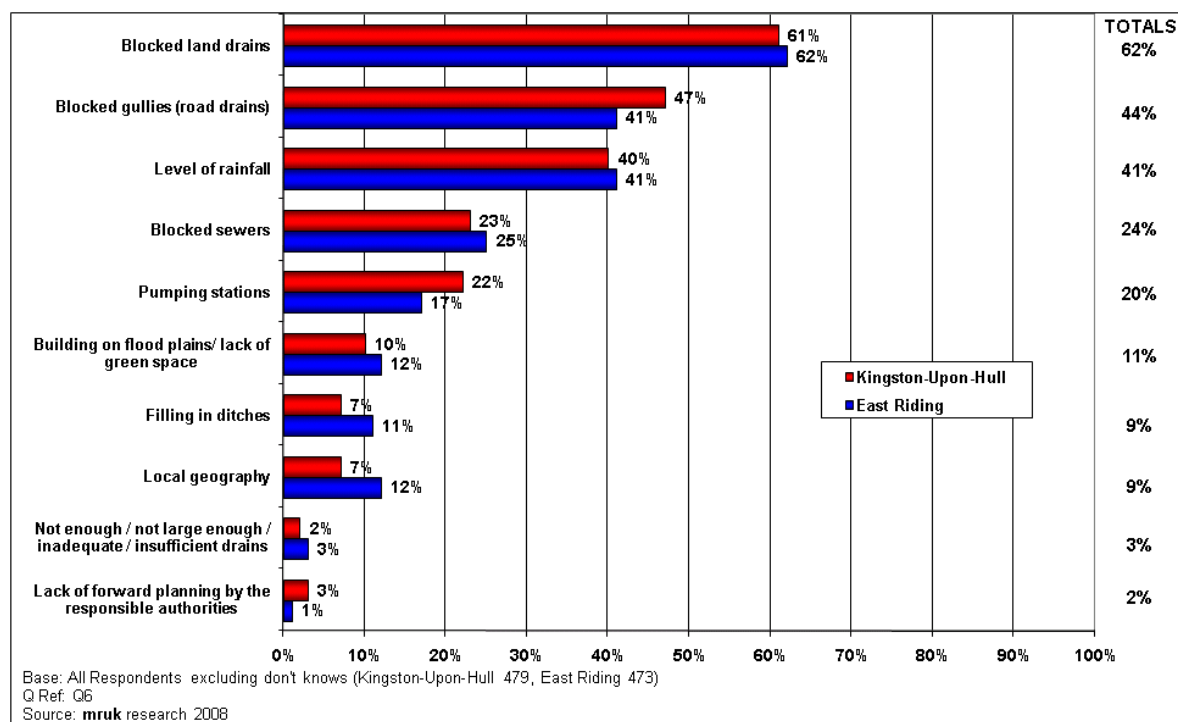
42% aged 16 to 29 thought the Council to be responsible for pumping stations. Just 24% aged 30 to 49 gave the same answer.

Almost half (48%) of working respondents thought Yorkshire Water to be responsible compared to 36% of those who were retired.

Those interviewed in Hull who were not affected by the flooding were most likely to think the Council was responsible for the pumping stations (42%) whereas those directly or indirectly affected were most likely to think Yorkshire Water was responsible.

Of those directly affected, two in five interviewed (40%) in East Riding mentioned the Council / Local Authority, compared to just 27% of those directly affected in Hull.

**Figure 6: Q6: What factors do you feel contributed most to the flooding?
(MULTICODE)**



Respondents were asked (unprompted) what they felt contributed to the flooding. Blocked land drains was the most common response – mentioned by just under two thirds of residents interviewed in both local authority areas.

Just over one in four respondents (44%) mentioned blocked gullies (road drains) and a similar proportion (41%) mentioned the level of rainfall.

One in four respondents mentioned blocked sewers (24%) and one in five thought that pumping stations were responsible (20%). 11% mentioned building on flood plains and a similar proportion (9%) mentioned ditches being filled in.

“There is nowhere for the water to go anymore”

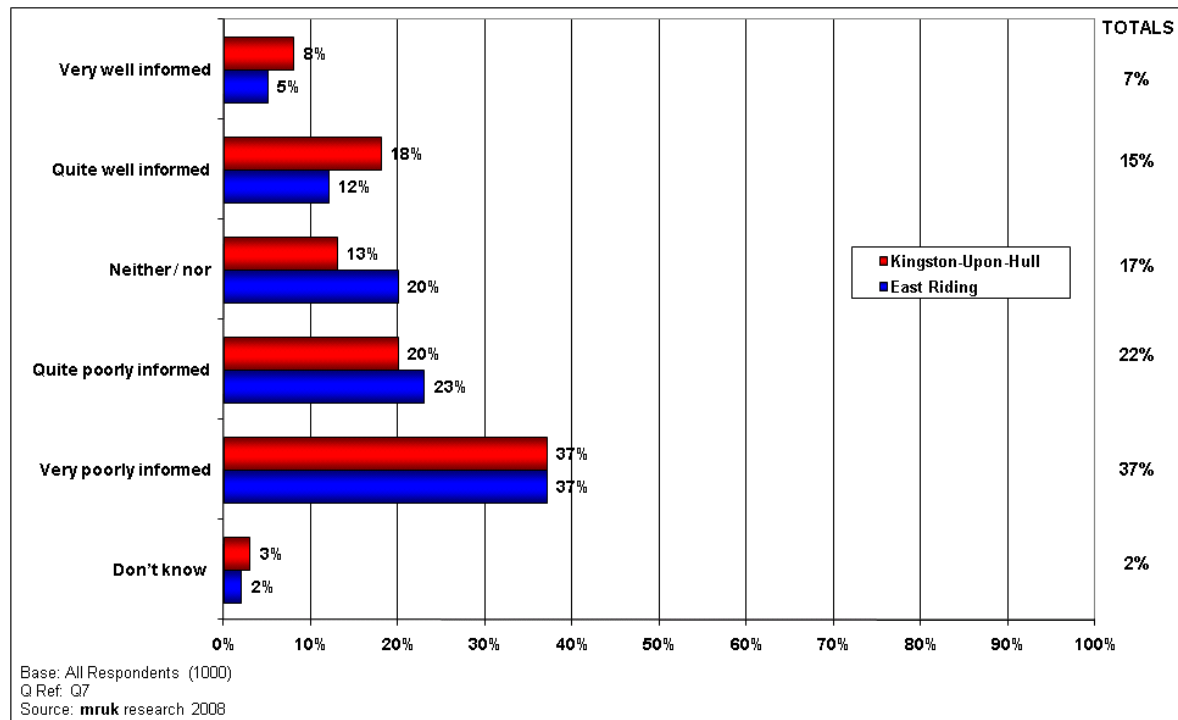
No significant differences were found by age, working status or SEG.

Those interviewed in Hull who were directly affected by the flooding were more likely than those directly affected respondents in East Riding to think that blocked gullies (road drains) contributed to the flooding (51% and 39% respectively).

28% of those directly affected in East Riding mentioned blocked sewers as a contributing factor. Just 16% in Hull who were directly affected mentioned this factor.

5. Information Provision

Figure 7: Q7: How well informed did you feel you were at the time of the flood on a one to five scale where one is very poorly informed and five is very well informed?



In the focus groups, it was apparent that on the day of the flooding peoples' immediate concerns were trying to minimise damage and save their possessions. This meant that they were unable to proactively look for information which might help them.

This is underlined by the finding that only one in five respondents (22%) said they felt well informed at the time of the flooding. Interestingly, Hull residents interviewed were more likely than East Riding residents to give this response (26%, compared with 17%).

More than half of respondents felt poorly informed (59%). Responses were similar by local authority area.

64% of those interviewed aged 50 to 64 said they were poorly informed at the time of the flooding (47% very poorly informed and 17% quite poorly informed), Just 51% of respondents aged 65 and over felt poorly informed.

A third of respondents with a disability (33%) felt they were well informed at the time of the flooding compared to 20% without a disability.

71% of those interviewed who were directly affected in Hull felt they were poorly informed as did 76% in East Riding.

Of those respondents who were indirectly affected in Hull almost a third (31%) felt well informed at the time of the flooding, although just 17% in East Riding felt the same.

74% of directly affected respondents overall felt they were poorly informed at the time of the flooding, compared to just 46% of those who were not affected.

Figure 8: Q8: What types of information do you remember receiving at the time of the flood? (Top Ten Answers)

	Kingston- Upon-Hull	East Riding	TOTALS
Nothing	66%	70%	68%
General news in/on the media , about the flood and people and places effected by it	16%	16%	16%
Weather forecasts / Flood warning	4%	5%	5%
General news in leaflets and newsletters put through the door, about the flood and people and places effected by it	4%	5%	5%
Areas flooded and at risk of flooding	5%	3%	4%
General health and safety advice	4%	2%	3%
Information on where to seek help i.e. helpline numbers etc	3%	1%	2%
General news information by word of mouth, about the flood and people and places effected by it	1%	2%	1%
Help and advice from council staff visiting	2%	N/A	1%
Turn off the water	1%	N/A	0%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 464, East Riding 436)

Q Ref: Q8

Source: mruk research 2008

When asked (unprompted) about what information respondents remember receiving at the time of the flooding, more than two thirds (68%) said they didn't remember any information. Responses were similar by local authority area.

One respondent in the focus groups commented:

"We didn't really know where to go for any information"

The most common response among those that remember information was hearing / seeing news in the media about the people and places affected. 16% of residents (in both local authority areas) gave this response.

Only 5% of respondents said they remembered news in leaflets or newsletters put through the door.

22% of those in socio economic grouping ABC1 remembered general news in/on the media about the flood and people and places it affected. Just 12% of C2DEs remembered this type of information. Those in socio economic grouping C2DE were most likely to say they did not remember any information (77%).

Of those respondents who had been directly affected, (75%) in East Riding did not remember receiving any information at the time of the flooding compared to 63% in Kingston-Upon-Hull.

Those respondents not affected by the flooding were slightly more likely to remember general information on the news or in the media about the flood and people and places affected by it, when compared to those directly affected or indirectly affected (22% not affected remembered, 11% directly affected and 17% indirectly affected).

Those respondents who said they remembered receiving information at the time of the flood were then asked...

Figure 9: Q9: And who provided this information? (Top Ten Answers)

	Kingston- Upon-Hull	East Riding	TOTALS
Local and national media	62%	82%	70%
Council / local authority	21%	10%	16%
Word of mouth from family, friends etc	8%	9%	8%
Floodwatch group	8%	2%	5%
Internet	1%	9%	4%
Yorkshire water	1%	1%	1%
Emergency services i.e. police, fire, ambulance etc	1%	N/A	1%
Environment Agency	1%	N/A	1%
Phone book	1%	N/A	N/A
Rainbow Drainage	1%	N/A	N/A

Base: All respondents who remembered receiving information excluding don't knows (Kingston-Upon-Hull 146, East Riding 103)

Q Ref: Q8

Source: mruk research 2008

In the focus groups, it was agreed by most respondents that at the time of the flooding the only information that was received was by either news bulletins on the local Radio station (Radio Humberside, and Viking FM), or word of mouth from neighbours. People were out in the streets and there was a lot of general discussion between residents who may not have normally talked to each other.

It was mentioned in the Hull groups that the Council were in touch with local radio stations, and one respondent recalled the local Council employing people to carry out a door knock in the west areas, another respondent also recalled this, although this did not appear to be a uniform action, and not all respondents were aware that it had happened.

These findings are supported by the survey which found that among respondents who remembered information, the local or national media was the most likely source of this information. This was the case among 70% of this group. Interestingly, East Riding respondents were far more likely than Hull residents to give this response (82%, compared with 62%).

It was Hull residents who were far more likely to say they remembered receiving information from the Council (21%, compared to 10% for East Riding). This is likely to be a significant contributory factor regarding why Hull residents were more likely to feel informed than those from East Riding.

5% of respondents said they remember information from Floodwatch group but only 1% said they remember receiving any information from Yorkshire Water.

18% of respondents aged 16 to 29 who remembered receiving information said this information came via word of mouth from family, friends etc. No respondents aged 65 and over remembered receiving information in this way.

Of those respondents directly affected in Hull who recalled receiving information at the time of the floods, just over a third (36%) said the information was provided by their Council / Local Authority. Just 5% indirectly affected in Hull and 8% not affected in Hull gave the same answer. Interestingly, those directly affected in East Riding were not more likely than those who were not affected to remember information from the Council.

One in five respondents (21%) in East Riding who were indirectly affected remembered receiving information through word of mouth from family and friends compared to 3% in Hull.

The internet provided information for 22% of respondents in East Riding who were directly affected by the flooding.

6. Role of Organisations

Figure 10: Q10: On a scale of one to five where one is very poor and five is very well, how well do you feel the following organisations performed during the floods? (TOTAL WELL)

	Kingston-Upon-Hull	East Riding	TOTALS
Emergency Services	72%	67%	69%
Local Council	24%	23%	23%
Environment Agency	17%	16%	17%
Yorkshire Water Services	17%	12%	14%

Base: All Respondents (1000)
 Q Ref: Q10
 Source: mruk research 2008

Of the organisations discussed, respondents were most likely to feel that the emergency services had performed well during the floods. More than two thirds of residents interviewed (in both local authority areas) gave this response (69%).

Only one in four respondents (23%) thought that their local authority had performed well and views were similar in both local authority areas.

Less than one in five (17%) said that the Environment Agency had performed well and even fewer (14%) thought that Yorkshire Water had performed well at the time. Hull residents were slightly more likely than East Riding residents to give this response.

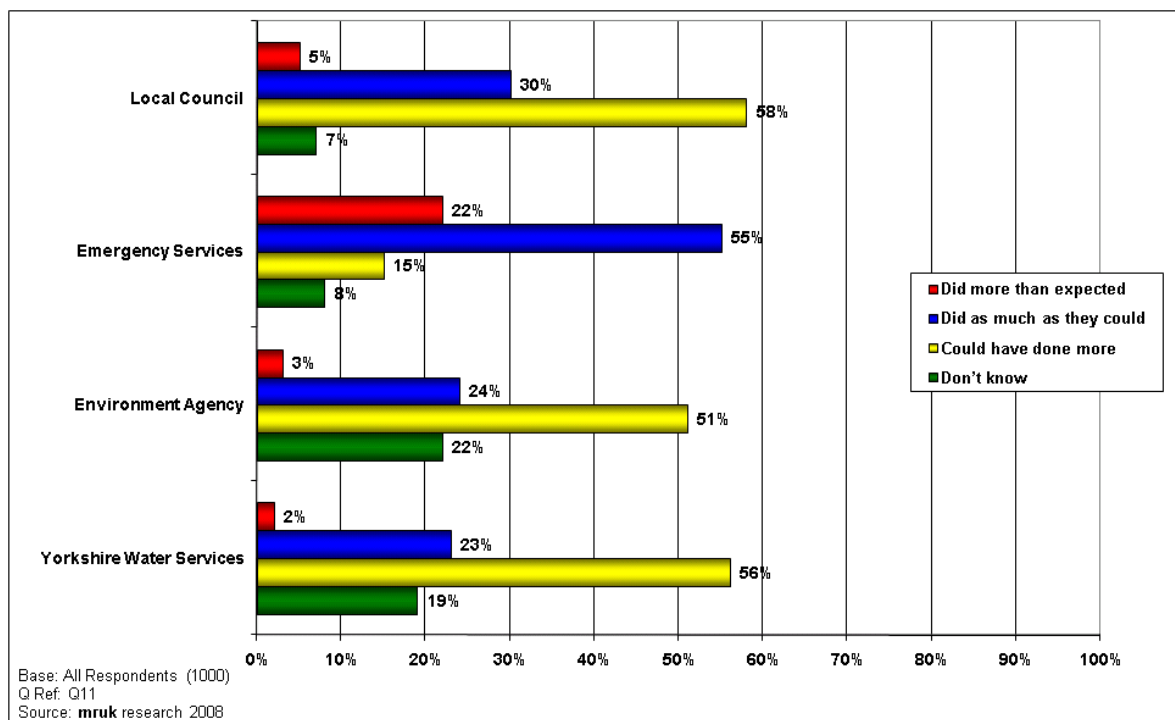
Younger respondents aged 16 to 29 were more likely to rate the local Council as poor (56%) than older respondents aged 65 and over (34%).

Older respondents aged 65 and over were more likely to rate Yorkshire Water as performing well (29%) than respondents aged 30 to 49 years (10%).

Those interviewed who were directly affected by the flooding in Hull were slightly more likely to feel their Council / Local Authority performed well at the time (24%) than those directly affected in East Riding (14%).

Overall, respondents who were not affected were most likely to feel that organisations had performed well - Council / Local Authority (30%), The Environment Agency (25%) and Yorkshire Water Services (21%).

Figure 11: Q11: Generally speaking do you think the following organisations did more than expected, as much as they could or could have done more...?



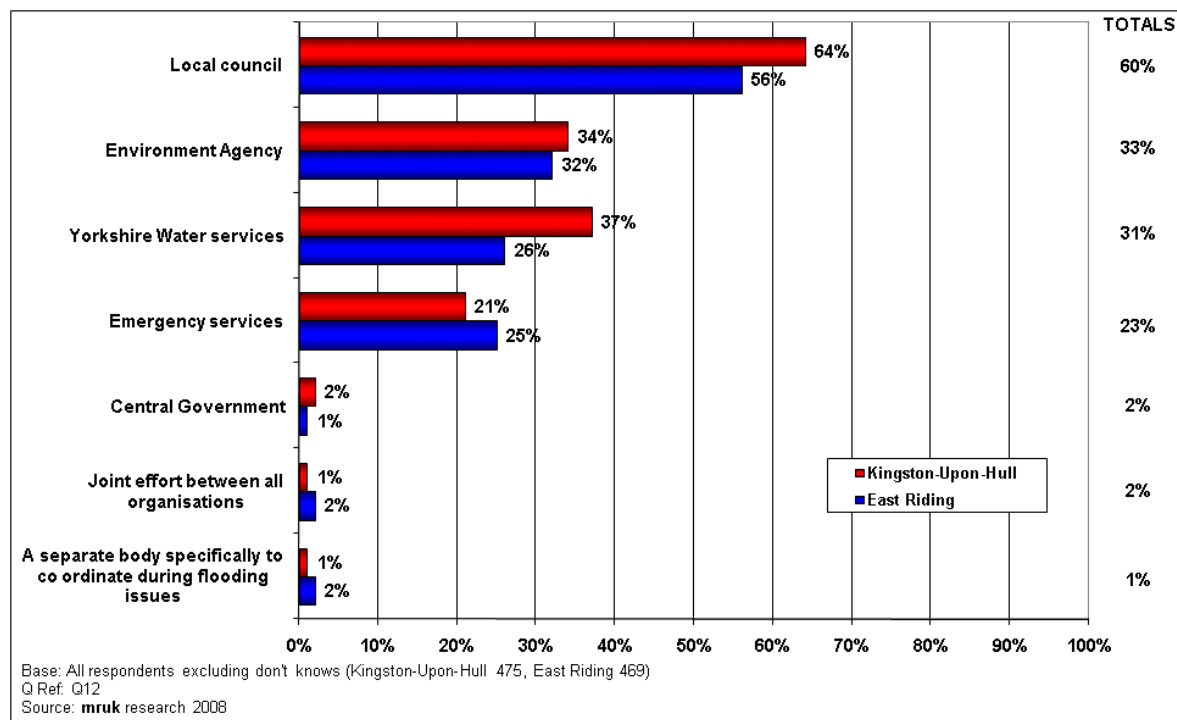
Respondents were most likely to feel that the emergency services did as much as they could (55%) and only 15% of residents interviewed thought that they could have done more. In contrast, 58% thought that their local Council could have done more.

56% of respondents thought that Yorkshire Water could have done more and 51% thought that the Environment Agency could have done more.

Almost two in five (39%) of respondents aged 65 and over felt the Local Council did as much as they could compared to just over one in five respondents (21%) aged 16 to 29.

Again younger respondents aged 16 to 29 felt Yorkshire Water could have done more (61%) at the time of the flooding. Only 41% of those aged 65 and over gave this response.

Figure 12: Q12: Which organisation(s) do you feel should take the lead in situations such as the flooding which occurred last year? (MULTICODE)



In such situations, most respondents thought that their local Council should take the lead. 60% of respondents gave this response overall and those in Hull were slightly more likely to take this view.

Around a third of respondents (33%) thought that the Environment Agency should take the lead, while a similar proportion (31%) felt it was the responsibility of Yorkshire Water.

Approximately one in four residents interviewed thought that the emergency services should take the lead in such situations (23%).

Just over a third (34%) of those interviewed aged 16 to 29 thought the emergency services should take the lead in situations such as flooding compared to just 14% of those aged 50 to 64.

One participant in a focus group made the following comment:

"Should Yorkshire Water and all these big organisations, should they not all talk to each other"

Three in ten respondents who were directly affected in East Riding thought the emergency services should take the lead in situations such as flooding, just 18% directly affected in Hull gave this response.

Of those indirectly affected in East Riding, just 45% mentioned the Council compared to 69% indirectly affected in Hull.

In relation to future communications concerning flooding, participants in the focus groups felt the Council the most central and likely source of advice for such emergencies.

When asked what communication they would have liked at the time respondents mentioned leaflets / information letters from the Council. Also local radio stations were mentioned, such as Humberside, Viking and KCFM. In relation to what sort of information they would have like it was said that travel updates would have been useful for clarifying which roads etc were closed and alternative routes to take.

Figure 13: Q13: Are there any other organisations that you feel should be involved?

	Kingston- Upon-Hull	East Riding	TOTALS
None	56%	51%	54%
Yorkshire Water services	19%	24%	22%
Local council	18%	20%	19%
Emergency services	16%	16%	16%
Environment Agency	16%	13%	15%
Central Government	2%	2%	2%
Joint effort between all organisations	1%	N/A	1%
Social services	1%	N/A	1%
A separate body specifically to co ordinate during flooding issues	1%	N/A	N/A

Base: All respondents excluding don't knows (Kingston-Upon-Hull 491, East Riding 491)

Q Ref: Q13

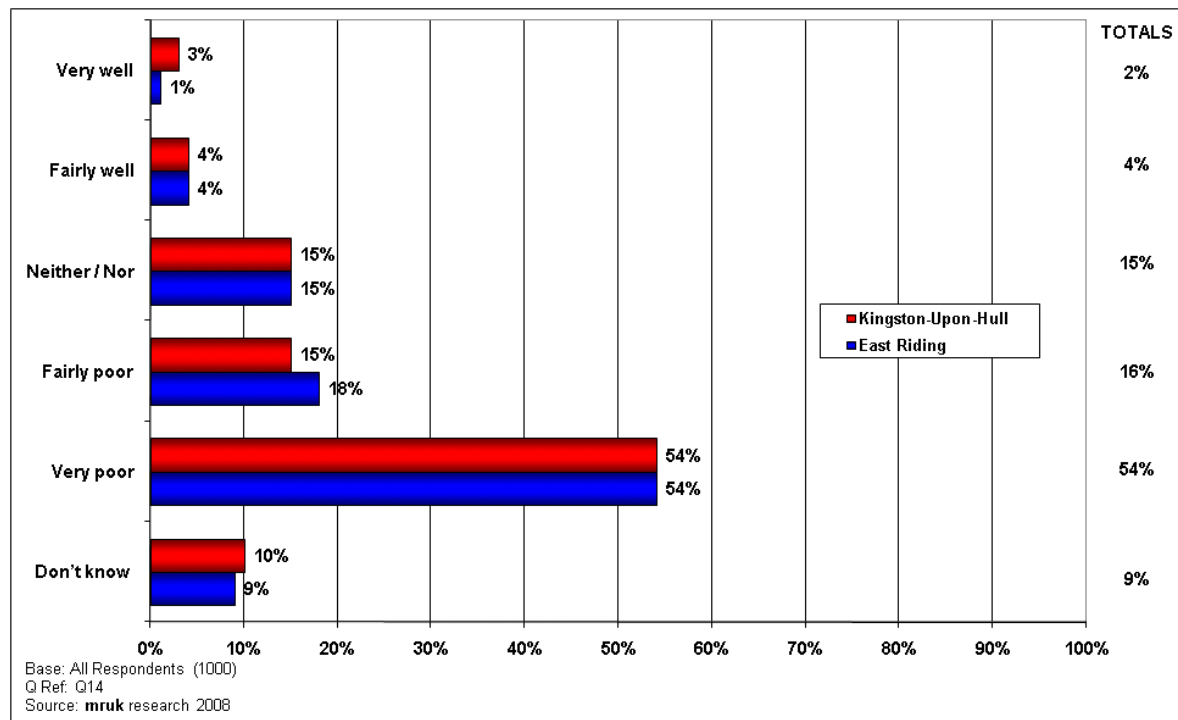
Source: mruk research 2008

When asked which other organisations they felt should have been involved 22% overall mentioned Yorkshire Water Services, 19% mentioned the Local Council and 16% the Emergency Services.

There were no significant differences in responses between those in Kingston-Upon-Hull and those in East Riding.

Other organisations mentioned were the Local Media, The Red Cross, The Salvation Army and Community Groups.

Figure 14: Q14: On a scale of one to five where one is very poor and five is very well, how well do you feel Yorkshire Water communicated with you at the time of the flooding?



Only 6% of respondents felt that Yorkshire Water communicated with them well at the time of the flooding. Views were similar by local authority area.

70% of respondents interviewed felt that Yorkshire Water communicated poorly with them – with 54% saying that communication was “very poor”. Again, responses were similar by local authority area.

In the focus groups respondents stated that they didn’t see anyone from the Water Company in evidence on the day of the flooding, and have not seen anyone in the local area since.

“There was no sight nor sound of them”

Younger respondents were more likely to rate the communication from Yorkshire Water as poor (74% aged 16 to 29) compared to older respondents (57% aged 65 or over).

Overall respondents directly affected by the flooding were more likely to rate communication from Yorkshire Water as poor (80%), compared to those respondents who were not affected (54%).

Figure 15: Q15: As a result of your experience, would you say your views of Yorkshire Water have...?

	Kingston- Upon-Hull	East Riding	TOTALS
Changed for the better	4%	3%	3%
Changed for the worse	24%	25%	25%
Not changed	65%	68%	67%
Don't know	7%	4%	5%

Base: All Respondents (1000)
 Q Ref: Q15
 Source: mruk research 2008

The majority of respondents in both local authority areas felt that their views of Yorkshire Water have not changed as a result of the flooding. Two thirds (67%) gave this response. However, one in four respondents (25%) said their opinion had changed for the worse.

Responses were similar in both East Riding and Hull local authority areas.

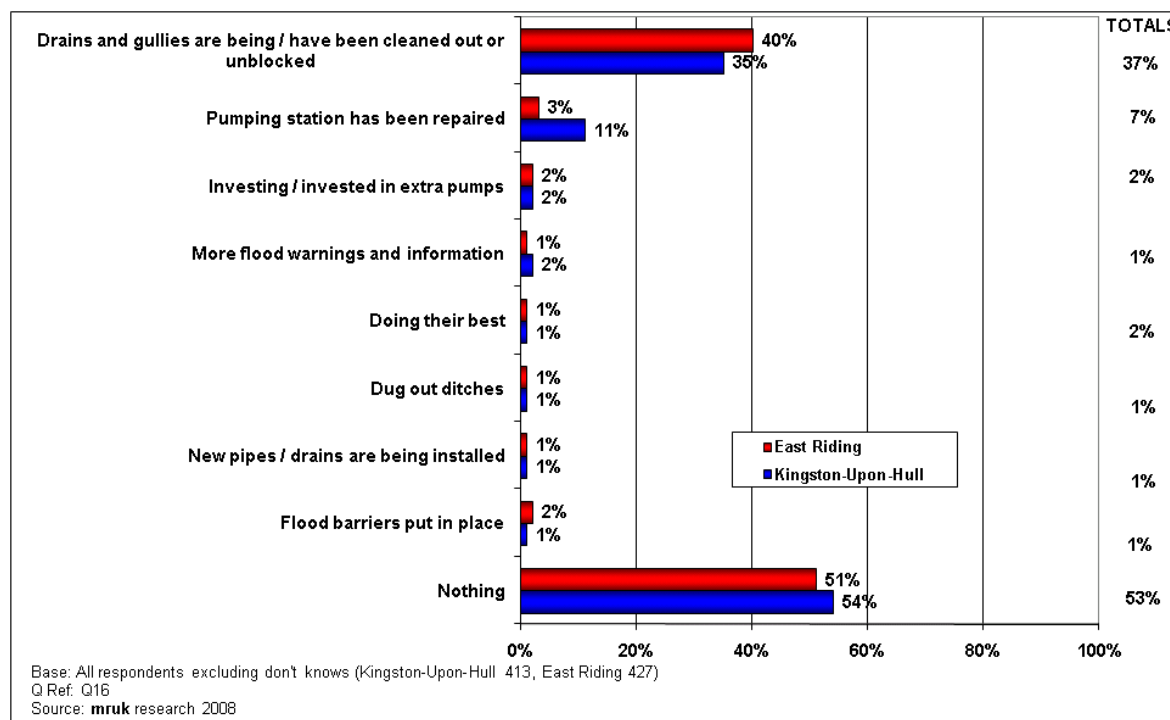
Respondents aged 50 to 64 were more likely to say their opinion of Yorkshire Water had changed for the worse (33%) than those aged 65 or over (15%).

No significant differences were found by gender, working status, disability or SEG.

Unsurprisingly, overall those respondents who were directly affected by the flooding were more likely to say their opinion of Yorkshire Water had changed for the worse (34%) than those indirectly affected (24%) or not affected (13%).

7. Actions since the Flooding

Figure 16: Q16: Since the flooding happened, what do you think has been done to reduce the chances of it happening again?



The general consensus amongst respondents was that future flooding was inevitable, and that there was little that they could do individually to prevent further future hardship that might result from flooding. One respondent in the focus groups commented that she had become very good at “packing essential items up quickly and running upstairs with it all”. In practical terms they all felt that without clear guidance and support from local agencies, they could not do anything to be better prepared in future.

Respondents were most likely to feel that nothing had been done since the flooding to reduce the risk of it happening in future. Half of respondents (53%) gave this response with those aged 16 to 29 most likely to say this (61%). A third of respondents (37%) said that since the flooding, drains and gullies were now being cleaned / unblocked. Respondents in East Riding were slightly more likely to give this response.

7% of respondents mentioned that pumping stations had been repaired. Hull residents interviewed were the most likely to give this response (11%). Those respondents who were indirectly affected in Hull were slightly more likely to say that nothing has been done to reduce the chances of flooding happening again (66%) compared to those directly affected (48%). Those directly affected in Hull were more likely to say that the drains and gullies have / are being cleaned or unblocked (42%) compared to those indirectly affected (25%) or not affected (30%).

Q17: And what have you seen / heard about the following organisations in terms of their activities since the flooding...?

Yorkshire water

- 83% of respondents said they had seen / heard nothing from Yorkshire Water since the flooding in June / July 2007.
- One in twenty overall (5%) mentioned they had seen or heard of repairs / improvements to the pumping stations.
- 4% mentioned cleaned / unblocked drains, ditches and gullies.
- 3% said they had heard of a new pumping station.
- 3% received a flyer / letter or had read about what Yorkshire Water in the media.
- 1% mentioned they had heard Yorkshire Water were putting their prices up.
- 2% said they had heard of consultations / meetings / studies trying to prevent flooding happening again.

Local Council

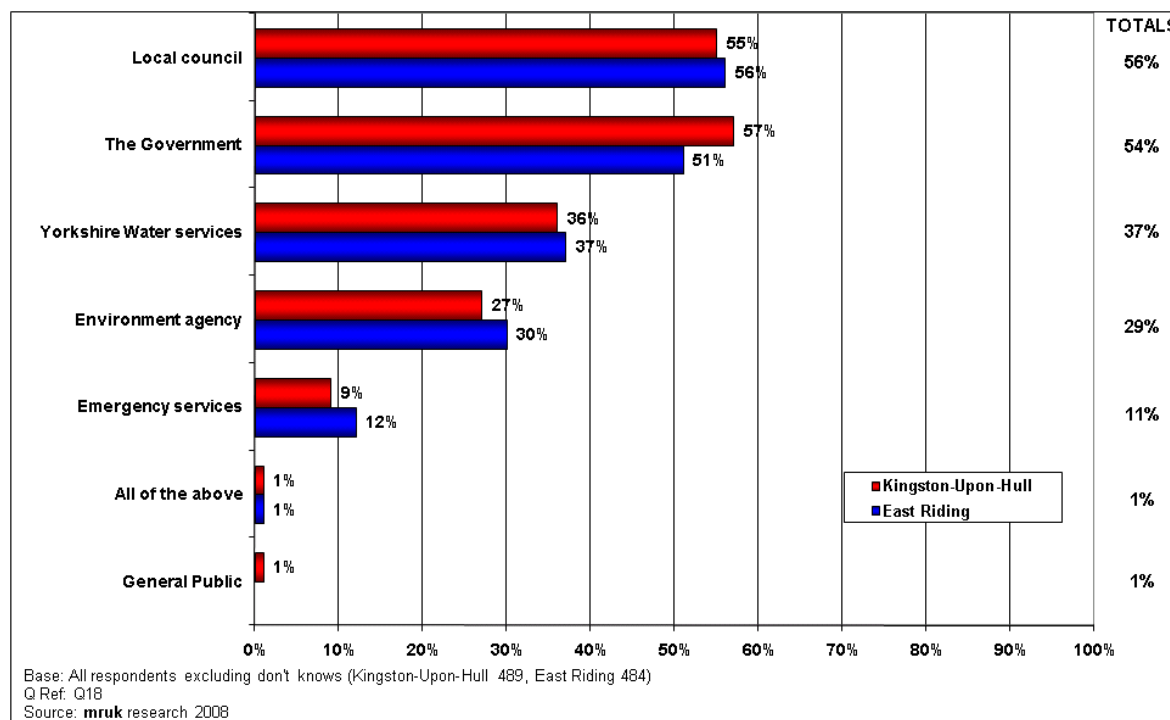
- Around three in five respondents (63%) said they had heard nothing more from their Council / Local Authority since the flooding.
- 22% mentioned that they had seen / heard of the cleaning / unblocked drains, ditches and gullies.
- 5% received a flyer / letter or heard information from the Local Council in the media.
- 3% had heard of consultations / meetings / studies to prevent future flood occurrence.
- 2% said they had heard of emergency flood plans being put into place by their Local Authority.
- 1% heard of repairs to flood damaged properties.
- 1% mentioned the Council visiting and helping out those in affected areas.
- 1% heard of repairs / improvements to the pumping station through their Council.
- And 1% said they had heard very little or not much at all from the Council.

The Environment Agency

- The vast majority of respondents (90%) said they had heard nothing from the Environment Agency since the flooding in June / July 2007.
- 3% had heard of consultations / meetings / studies to prevent future flood occurrence.
- 3% said they had heard of the cleaning / unblocking of drains from the Environment Agency.
- 2% mentioned they had received a flyer / letter or heard information from the Environment Agency or heard about what they are going to do in the media.
- 1% of respondents had heard of flood barriers or defences put into place by the Environment Agency.
- 1% mentioned information regarding dredging the river from the Environment Agency.
- And 1% mentioned they had heard of emergency plans put into place in case of future flooding.

8. The Future

Figure 17: Q18: Which organisations would you say should be funding any measures to reduce the risk of flood prevention? (MULTICODE)



In terms of funding of measures to reduce the risk of flooding, respondents were most likely to say that either their local Council or (Central) Government should be responsible. More than half of respondents gave these responses (56% and 54% respectively). Hull residents were slightly more likely than those from East Riding to mention Central Government. Younger respondents aged 16 to 29 were more likely to say Local Council should be funding measures to reduce the risk of flooding (68%) compared to those aged 65 and over (46%).

In total, a third of respondents (37%) said that Yorkshire Water should fund measures, with those aged 50 to 64 more likely to say this (43%) than younger respondents aged 16 to 29 (27%).

Just over one in four (29%) said the Environment Agency. Responses were similar in both local authority areas.

It was said by one participant of a focus group:

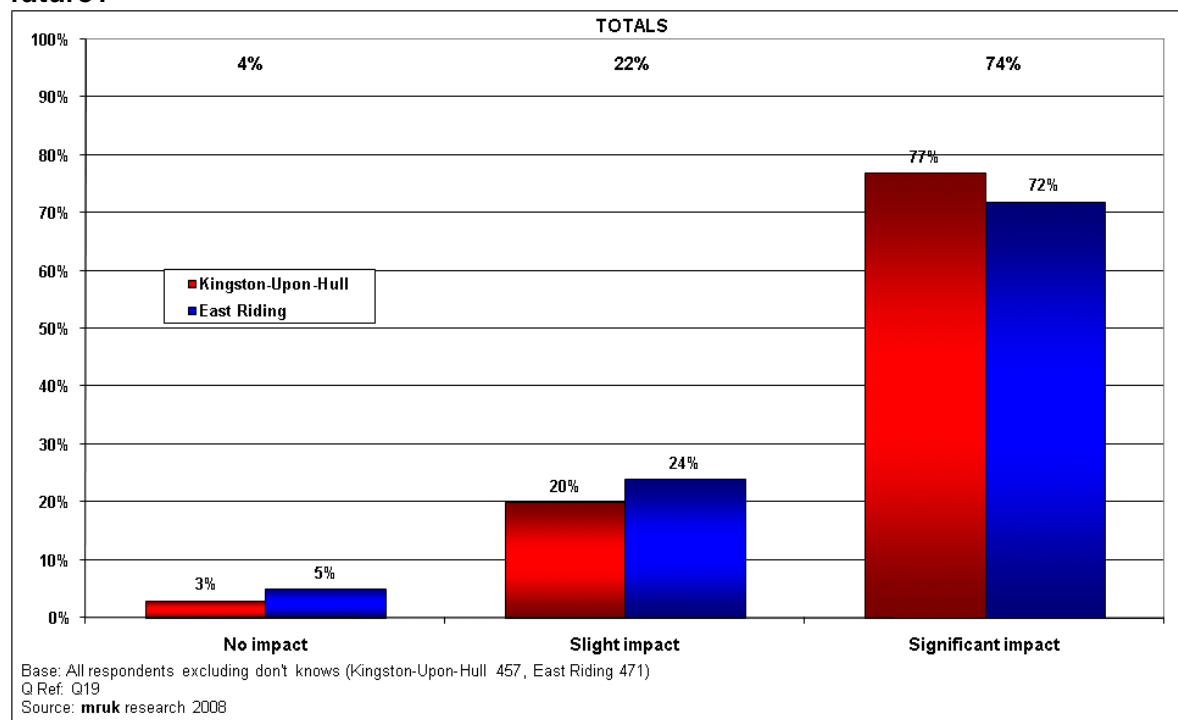
"I don't actually know who looks after what"

Overall, those who were directly affected by the flooding were more likely to feel the Council should be responsible for funding measures to prevent future flooding (60%) than those not affected.

Of those respondents indirectly affected in East Riding almost half (46%) felt the Environment Agency should be responsible for funding compared to just 29% indirectly affected in Hull giving the same answer.

In the focus groups carried out an exercise was undertaken with participants whereby they were asked to consider various services currently supplied by Yorkshire Water, and order them in terms of priorities. Maintaining supply pipes and sewer/drainage system were mentioned as priorities in all groups. Services also ranking high in importance were maintenance of sewer and drainage systems and ensuring continuity of water supply.

Figure 18: Q19: How much impact would you feel that improvement of the sewer system, including pumping stations, would have on reducing the risk of floods in future?



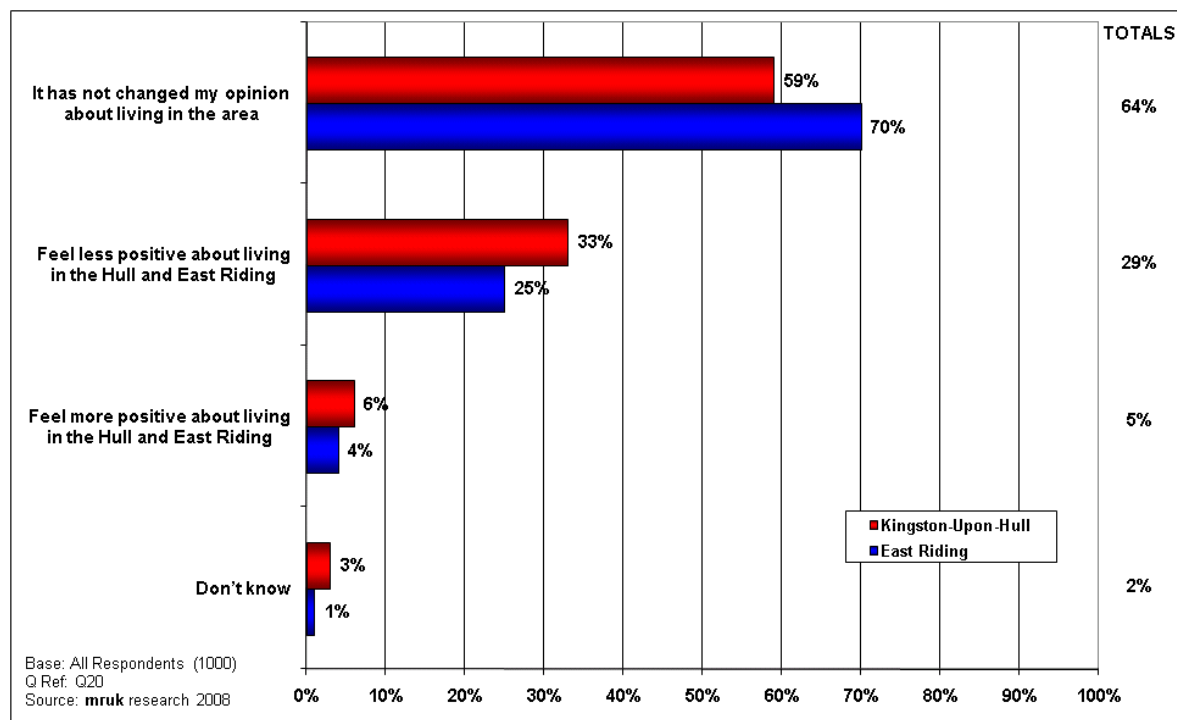
Respondents were most likely to feel that improving the sewer system would have a significant impact on reducing flood risk. 74% of respondents gave this response – including a slightly higher proportion of Hull residents interviewed.

Only 4% thought that this measure would have no impact, while the remaining proportion (22%) felt that it would have a slight impact.

Responses were similar by age, gender, working status, disability and SEG.

Overall those respondents who were directly affected by the flooding were more likely to believe the improvement of the sewer system including pumping stations would have a significant impact on reducing the risk of flooding in the future (80%) compared to those indirectly affected (69%) or not affected (71%).

Figure 19: Q20: How has the flooding affected the way you feel about living in the areas?



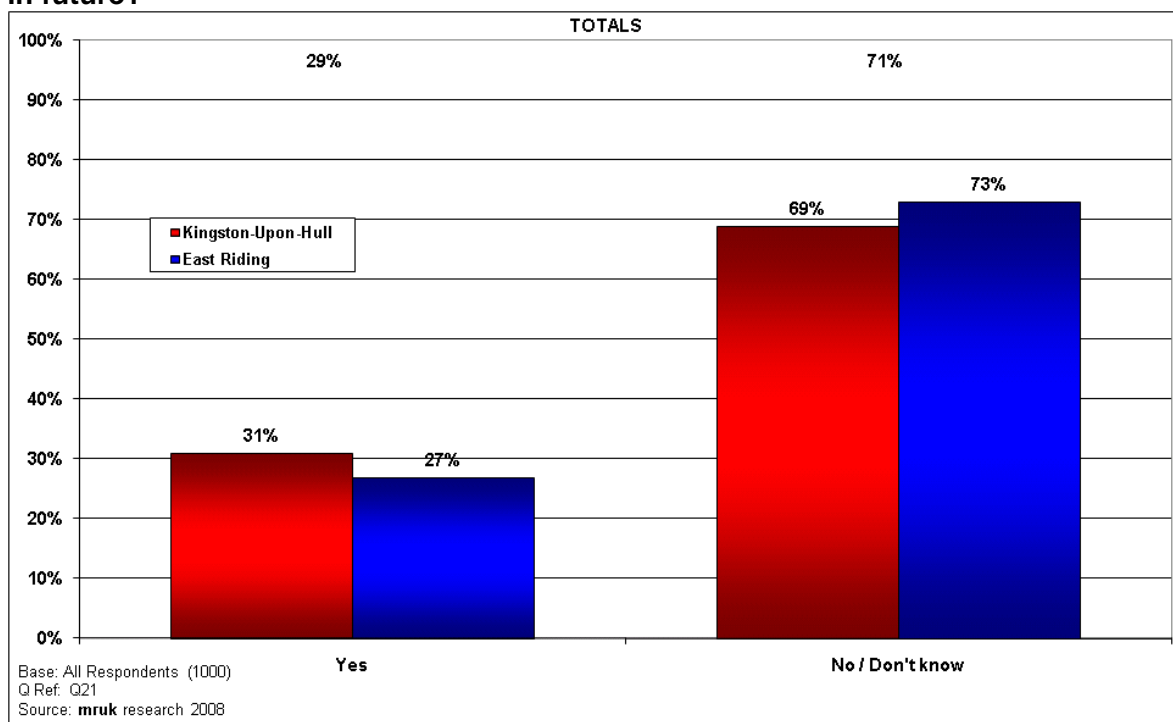
The majority of respondents (64%) said they had not changed their opinion about living in the area, since the flooding. East Riding residents were most likely to give this response.

This said, more than one in four interviewed (29%) said they felt less positive about living in the area. Hull residents were notably more likely to give this response than those from East Riding. Younger respondents aged 16 to 29 were also more likely to feel less positive (50%) compared to those aged 65 and over (22%).

No significant differences in opinion were found by gender, working status, disability or SEG.

Predictably those respondents affected either directly or indirectly were more likely to say they feel less positive about living in the area (35% and 30% respectively) compared to those not affected (20%).

Figure 20: Q21: Are you aware of anything you can do to prepare yourselves better in future?



When asked if there was anything that residents could do to prepare themselves better, less than a third of those interviewed (29%) said they were aware of things they could do.

No significant differences were found by age, gender, working status, disability or SEG.

Overall those directly affected tended to say they were aware of future preparation more than those not affected (38% and 24% respectively).

Those respondents who said they were aware of things they could do to prepare themselves better in the future were then asked...

Figure 21: Q22: What would you do to prepare yourself better? (Top Ten Answers)

	Kingston-Upon-Hull	East Riding	TOTALS
Use sand bags	59%	39%	50%
Move everything upstairs	11%	13%	12%
Buy / use pumps	4%	8%	6%
Buy / use air bricks / air brick covers	4%	8%	6%
Follow strategies and advice given by council / Yorkshire water etc	4%	8%	6%
Build slope into garden / patio / dig a ditch etc	6%	4%	5%
Keep an emergency pack, i.e. supply of tinned foods, flashlight, kangos etc	7%	3%	5%
Look out for information in / on media and online	5%	5%	5%
Flood gates	4%	3%	4%
Take preventative measures	3%	5%	4%

Base: All respondents aware of how to prepare themselves better in future (Kingston-Upon-Hull 130, East Riding 114)

Q Ref: Q22

Source: mrug research 2008

Among those aware of things they could do to prepare themselves better, the most common response was to use sand bags. 50% of this group gave this response; in particular those living in Hull local authority area. Younger respondents aged 16 to 29 were also more likely to mention using sandbags (58%) than older respondents aged 50 to 64 (34%).

Just over one in ten (12%) said they could move things upstairs, again younger respondents were more likely to say this than older respondents (22% aged 16 to 29 compared to just 7% aged 50 to 64).

6% mentioned following advice from organisations such as the Council and Yorkshire Water. Socio economic grouping ABC1 were more likely to mention this compared to socio economic grouping C2DE (10% versus 3%).

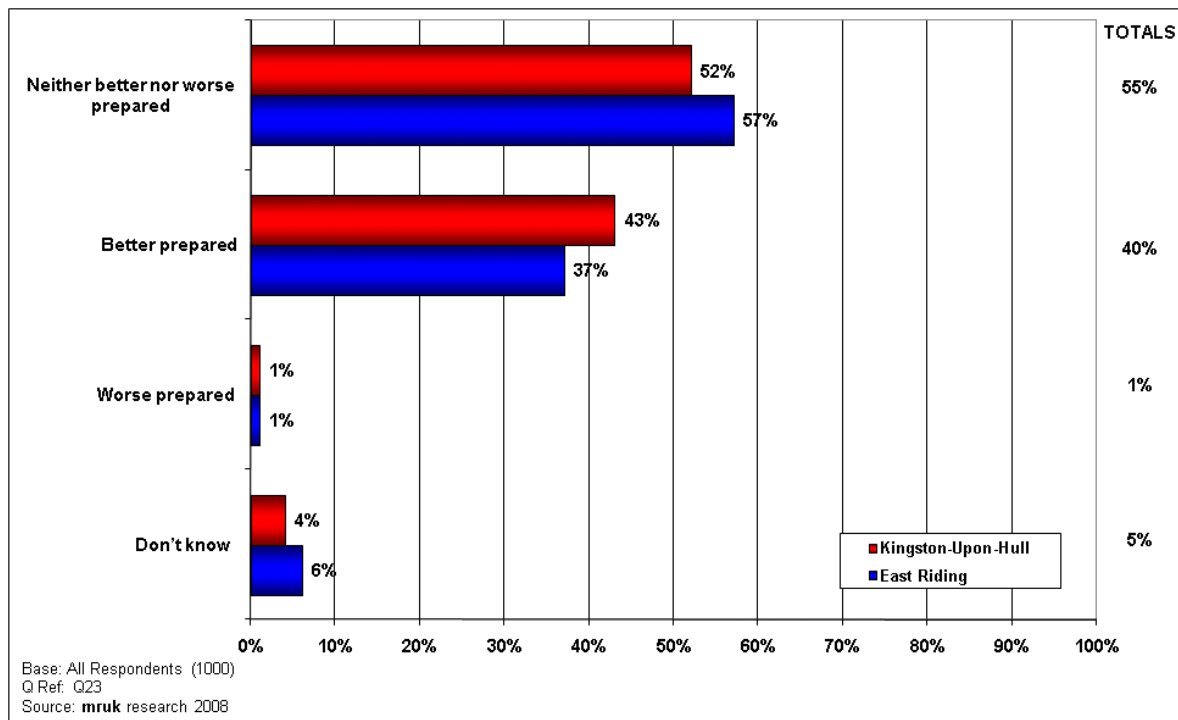
The same proportions (6%) also mentioned covering air bricks and using pumps.

One in five (20%) in the East Riding area who were not affected by the flooding mentioned following strategies and advice from organisations such as the Council or Yorkshire Water. Just 8% not affected in Hull gave the same response.

A further one in five (20%) in East Riding who were indirectly affected said they would look out for information in the media or online in the future.

11% directly affected by the flooding in Hull mentioned keeping an emergency pack in the future. Just 1% directly affected in East Riding mentioned this.

Figure 22: Q23: If a similar situation was to happen in future would you say that you are...?



Most respondents (55%) felt that they were no better or no worse prepared for future floods. East Riding residents were most likely to give this response.

When those in the focus groups were discussing the future and preparations one respondent commented:

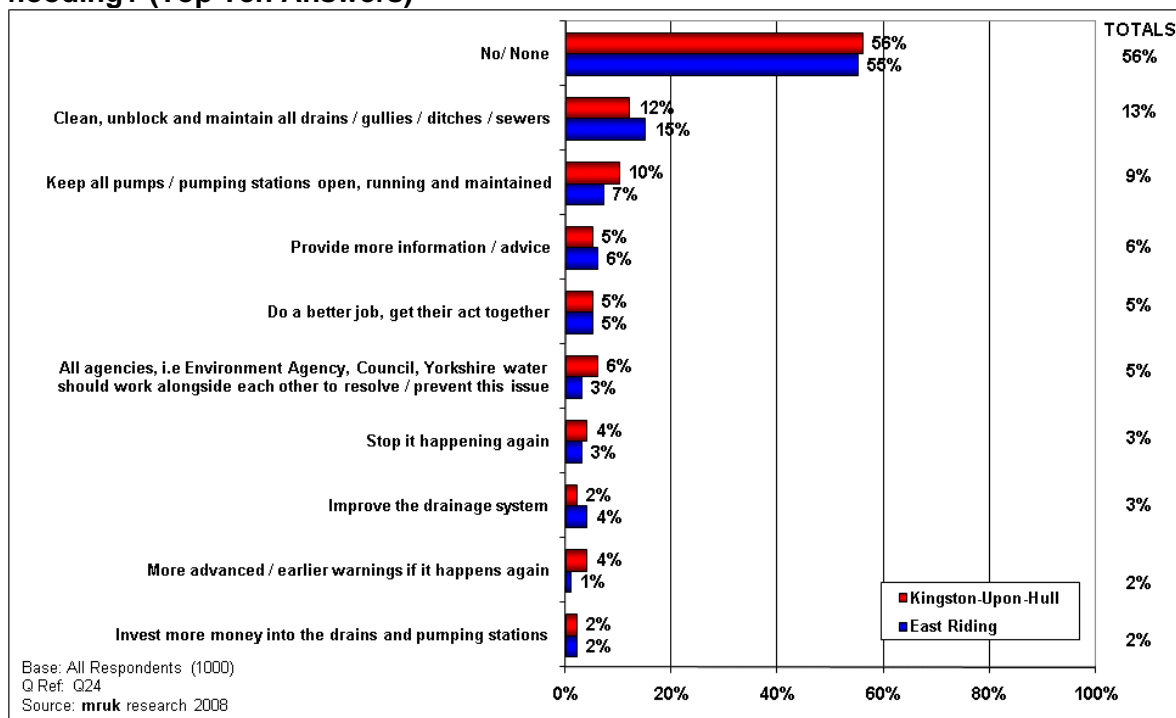
"There's nothing you can do, that's the worst thing, if it happens it happens, we pay people to make sure the houses are safe and to make sure enough is done to make sure as much can be done to prevent it, and it hasn't be done".

Hull residents and younger respondents were more likely to feel that they were better prepared for future floods than other groups.

Responses were similar by gender, working status, disability and SEG.

Those directly affected by the flooding were slightly more likely to say they would be better prepared if a similar situation occurred in the future (45%) compared to those indirectly affected (33%) and those not affected (39%).

Figure 23: Q24: Do you have any advice for Yorkshire Water with regard to the flooding? (Top Ten Answers)



In the last question, respondents were asked (unprompted) if they had any advice for Yorkshire Water regarding the flooding. Most respondents (56%) did not have any advice but 13% mentioned unblocking / keeping clean all drainage systems and sewers.

Around one in ten (9%) mentioned maintenance of pumping stations.

Respondents not affected by the flooding were most likely to say they had no further comments / advice for Yorkshire Water (56% and 63% respectively).

Around one in five (18%) of those respondents who were directly affected in the Hull area mentioned cleaning / unblocking and maintaining drains / gullies / ditches and sewers as did 14% directly affected in East Riding.

9. Demographic Information

Figure 24: Q25: Which age bracket do you fall into?

	Kingston-Upon-Hull	East Riding	TOTALS
AGE:			
16 to 24 years	18%	13%	15%
25 to 29 years	9%	6%	7%
30 to 39 years	19%	17%	18%
40 to 59 years	16%	17%	16%
60 to 64 years	6%	7%	6%
65 to 70 years	6%	6%	6%
70 years +	14%	16%	15%
GENDER:			
Male	48%	48%	48%
Female	52%	52%	52%
WORKING STATUS:			
In full time employment	34%	38%	36%
Retired	24%	31%	28%
In part time employment	16%	16%	16%
Looking after the home	5%	5%	5%
Unemployed and looking for work	8%	2%	5%
In full time education	5%	2%	3%
Self employed, no employees	2%	4%	3%
Permanently sick / disabled	4%	1%	2%
Self employed, with employees	1%	2%	1%
Refused	1%	1%	1%
DISABILITY / LONG TERM ILLNESS:			
Disabled / long term ill	19%	13%	16%
No disability / long term illness	81%	86%	84%
ETHNICITY:			
Non BME	98%	97%	98%
BME	2%	3%	2%
HOUSEHOLD:			
2 parent family with children	29%	34%	31%
Two adults	22%	18%	20%
Pensioner couple household	9%	12%	11%
Single person household	10%	10%	10%
Three or more adults	7%	8%	8%
1 parent family with children	5%	5%	5%
Live alone	6%	2%	4%
Other	9%	7%	8%
Refused	2%	4%	3%
SEG:			
AB	7%	15%	11%
C1	24%	27%	26%
C2	22%	26%	24%
DE	46%	31%	39%

22% of respondents overall were aged between 16 and 29 years, half of respondents (50%) were aged between 30 and 59 and the remaining 27% were aged 60 years or over.

48% of respondents were male and 52% female with the same amount in each Local Authority area.

Just over half of respondents (52%) were employed either full time (36%) or part time (16%).

Just over a quarter of those interviewed (28%) were retired from work and 5% were looking after the home.

The vast majority of respondents (98%) were of White ethnicity, three quarters (75%) White British, 20% White English, 1% White Irish, 1% White Scottish and 1% of Other White background.

1% overall were Pakistani, and the remaining 1% Chinese.

The majority of respondents (84%) did not have a long-term illness, health problem or disability. This said, one in six (16%) did have an illness or disability.

31% overall described their household as a 2 parent family with children under the age of 16, 20% as a household containing 2 adults both aged between 16 and 59 years and 11% described their household as a pensioner couple household.

Around two in five respondents overall (39%) were in socio economic grouping DE, with respondents in Hull slightly more likely to be in this group than those in East Riding.

26% were in socio economic grouping C1 and a similar proportion in grouping C2.

11% of respondents were in socio economic grouping AB with those in East Riding more likely to be in this group than those in Hull (15% and 7% respectively).

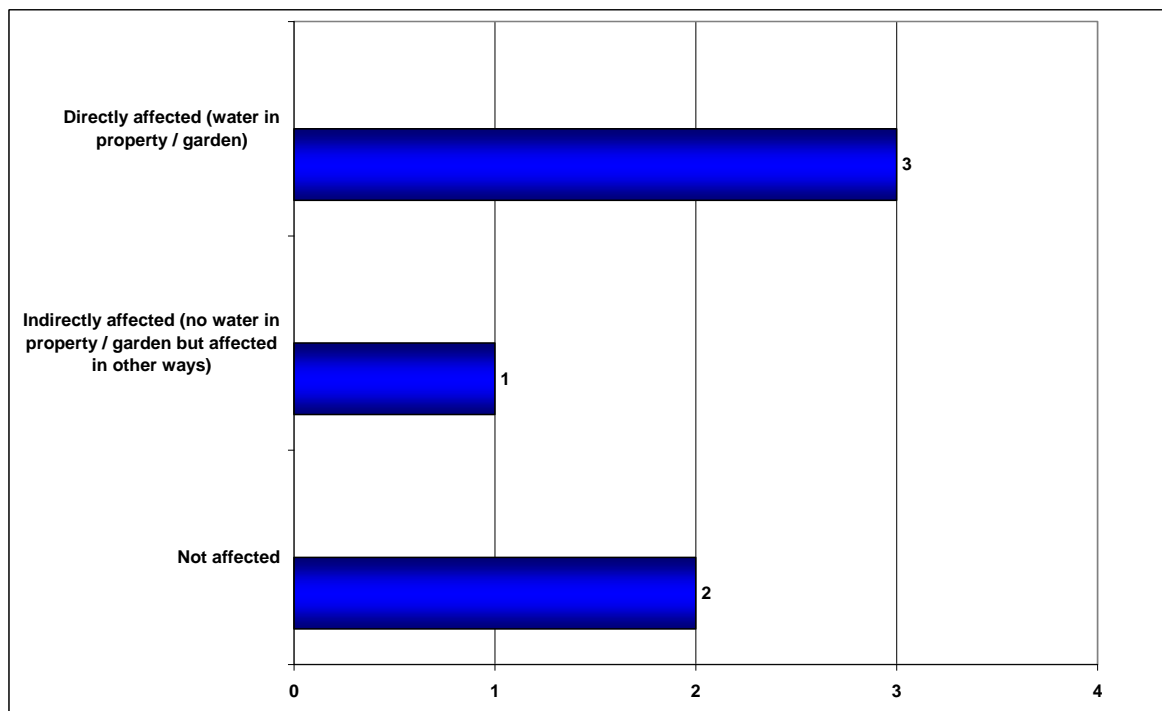
10. Depth Interviews

In addition to the telephone interviews conducted 6 face-to-face household interviews were conducted with vulnerable residents within East Riding. These vulnerable residents were on Yorkshire Water's "Helping Hands" database which is for customers who have a special need or requirement relating to water services.

3 respondents were interviewed in each of Kingston-upon-Hull and East Riding local authority areas.

Throughout this section, charts show number of respondents rather than percentages, given base sizes.

Figure 25: Q1b: Remembering the June 2007 flooding in Hull and East Riding, were you affected by this at all? Would you say you were...?



Number of Respondents: 6

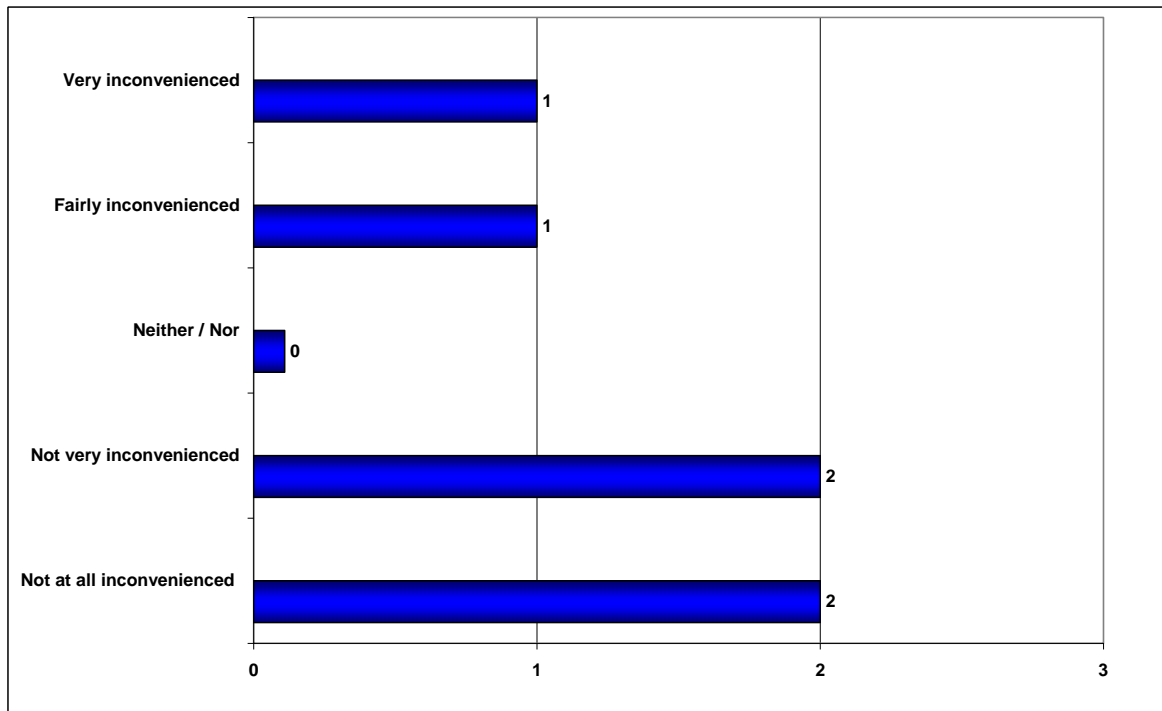
Respondents included a mix of those affected and not affected by the flooding. Those directly affected had water entering their premises, and were in both Hull and East Riding.

"My ceiling fell through and the electrics were affected." Hull resident

"Water came in through the porch and it flooded." Hull resident

"The flooding came in through the garage." East Riding resident

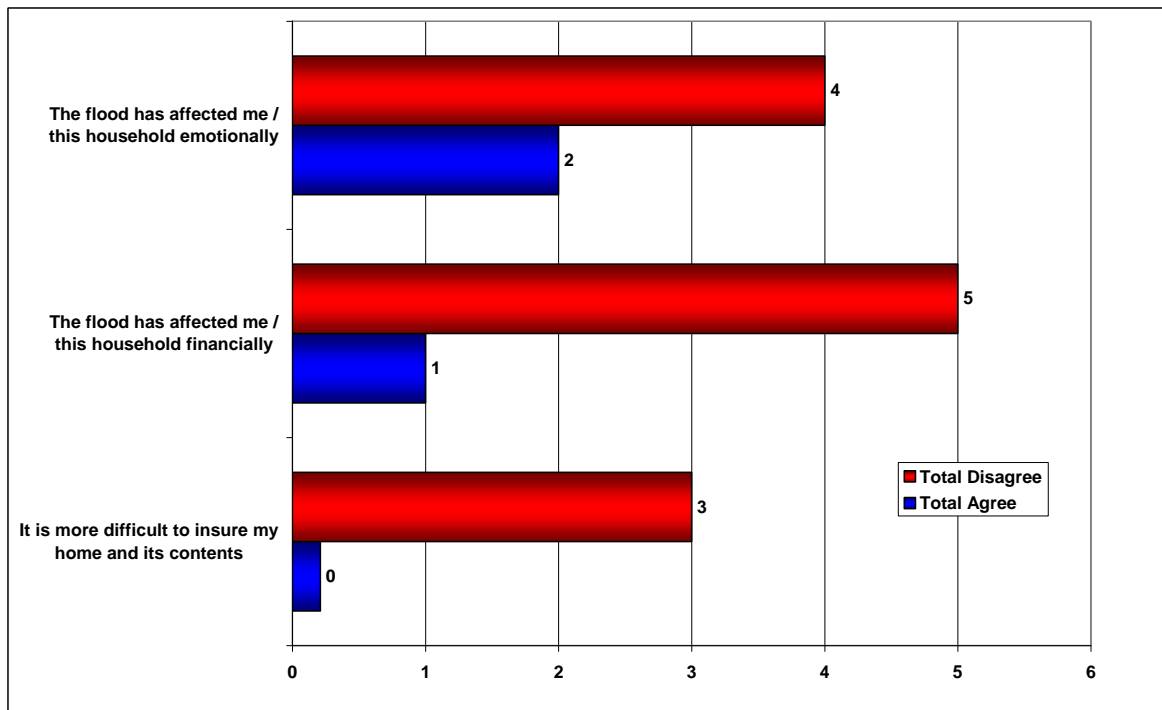
Figure 26: Q2: On a scale of one to five where one is not at all inconvenienced and five is very inconvenienced, how inconvenienced were you at the time of the flooding?



Number of Respondents: 6

Interestingly, most respondents did not feel inconvenienced.

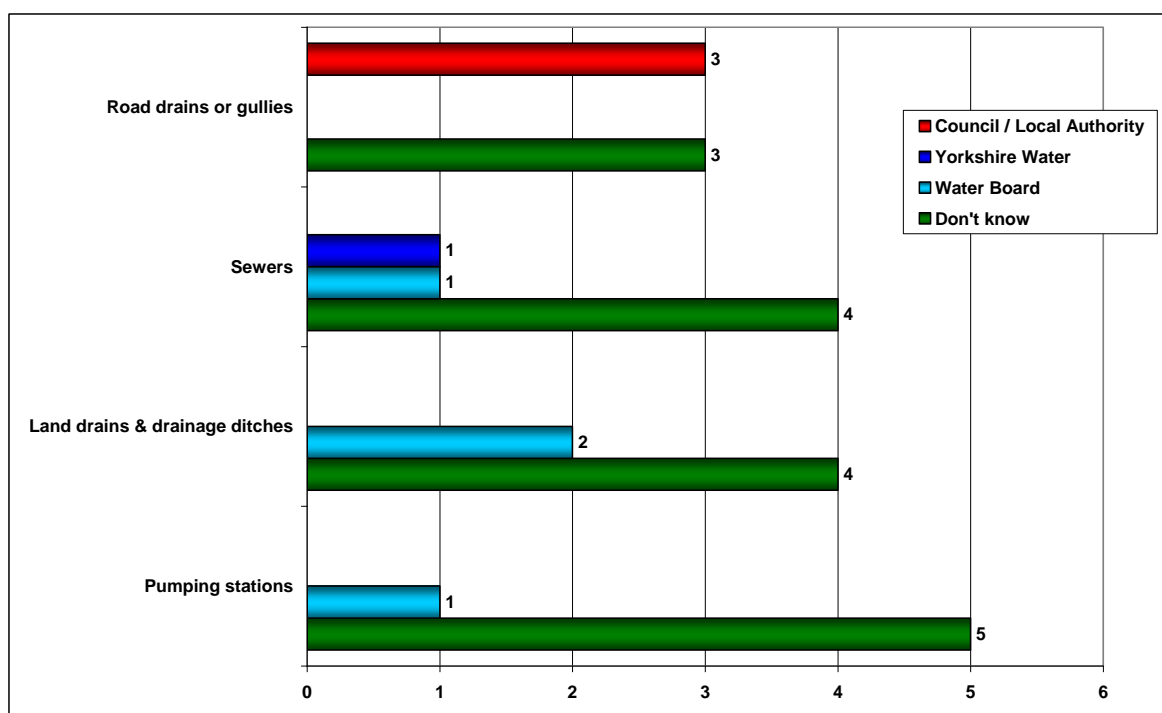
Figure 27: Q3: And how strongly would you agree with the following statements on a one to five scale, where one is strongly disagree and five is strongly agree?



Number of Respondents: 6

Respondents were most likely to feel they were affected financially rather than emotionally. This is in line with the profile of vulnerable residents from the telephone survey interviewed – as most were in the older age groups.

Figure 28: Q4: Do you know which organisations are responsible for the following...?



Number of Respondents: 6

Vulnerable respondents interviewed were most likely to say they knew who was responsible for road drains and gullies. Among this group, most said their local authority.

Respondents were also asked what factors they felt contributed to the flooding.

Most felt that blocked drains were responsible, although rainfall and blocked ditches were also mentioned.

“There was too much rain and the drains were blocked. Speed bumps were built near the drains and rain could not escape fast enough.” East Riding resident

“There was a lack of drainage and the drains were blocked. Most of the drains were blocked and could not take the excess water.” Hull resident

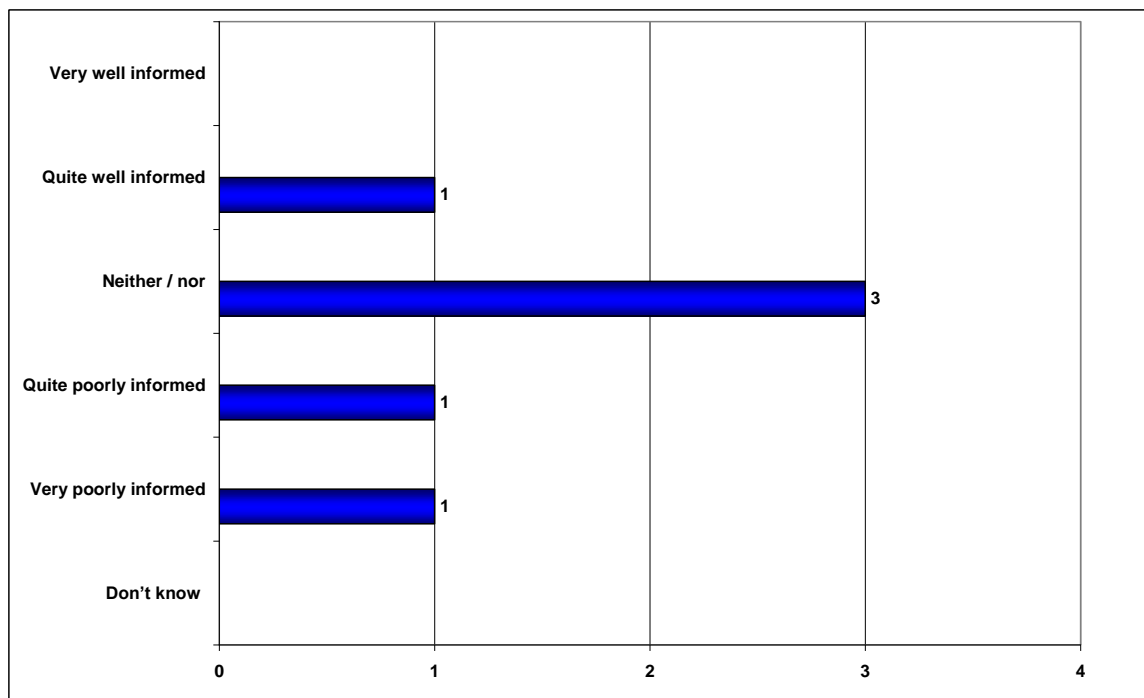
“Blocked ditches and drains were responsible. The blocked drains didn’t allow the water to escape quick enough.” East Riding resident

“The drains were blocked. They’d not been cleared for far too long.” East Riding resident

“It was poor drainage and blocked drains. The water couldn’t escape quick enough.” Hull resident

“The drains being blocked caused the surface water to stay on the roads.” Hull resident

Figure 29: Q6a: How well informed did you feel you were at the time of the flood on a one to five scale where one is very poorly informed and five is very well informed?



Number of Respondents: 6

Most vulnerable residents felt relatively indifferent in terms of how well they felt they were informed. However two respondents did feel poorly informed – both in Hull.

“They did not give us information quick enough.” Hull resident

“I only got news from the TV, but this was not specific enough to my area.” Hull resident.

Respondents were then asked what types of information they remembered receiving and who it was provided by.

Both East Riding and Hull residents did not remember any information and relied on the local media for updates.

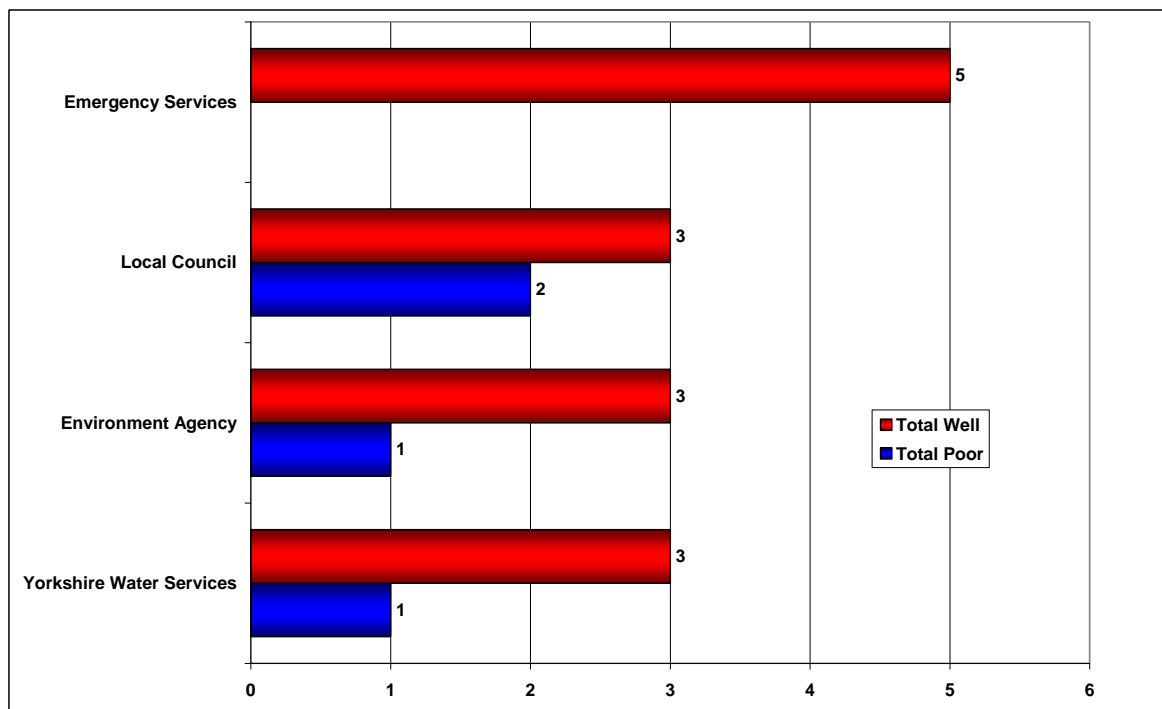
“I was given no information. I used the TV, radio and newspapers for my information.” Hull resident

“I was given no direct information about the flood. I used the TV, local newspapers and radio.” Hull resident

“I only used the papers and TV for information as there was no information sent out directly to my house.” East Riding resident

“I only had the TV and papers to rely on. I had no direct information supplied.” East Riding resident

Figure 30: Q9a: On a scale of one to five where one is very poor and five is very well, how well do you feel the following organisations performed during the floods?

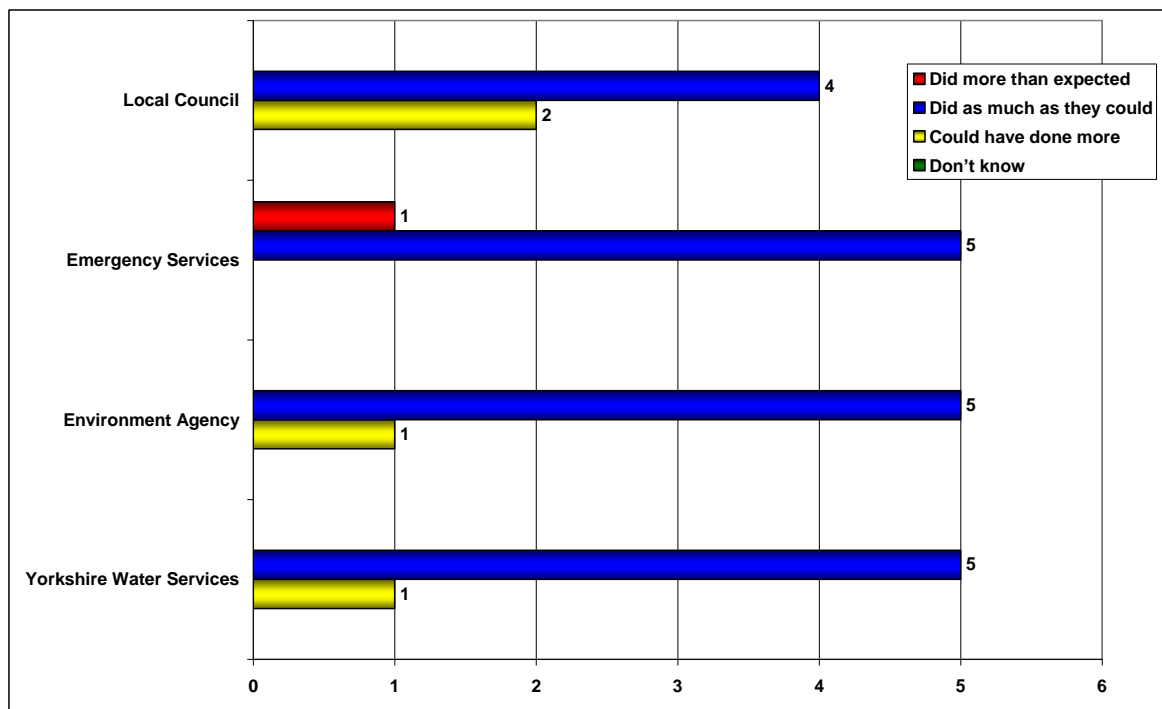


Number of Respondents: 6

Respondents were most likely to feel that emergency services performed well. The local Council received the most “poor” ratings – in both cases, from Hull residents. Poor ratings are due to a perceived lack of visibility.

“They did nothing. There were no vans about from Yorkshire Water in the area.” Hull resident

Figure 31: Q10a: Generally speaking do you think the following organisations did more than expected, as much as they could or could have done more...?



Number of Respondents: 6

Most respondents felt that organisations did as much as they could although some felt that their local Council, the Environment Agency and Yorkshire Water could have done more.

“The Council could have made sure the drains were unblocked and the Environment Agency could have pumped the water out quicker. Yorkshire Water could have had more people on site.” Hull resident

“The Council could have acted quicker to stop the flooding in the first place.” Hull resident

Respondents were then asked who they felt should take the lead in such situations and whether any other organisations should be involved.

All Hull respondents felt that the Council should take the lead.

"The local Council have the man power to lead the task force." Hull resident

"The local Council should be out at the front giving out information." Hull resident

"The Council should take the lead as they have the experience and staff to cope with major flooding. The police and army could also be involved if needed." Hull resident

This was also the case in East Riding, where most felt the Council should take the lead, although one respondent mentioned Yorkshire Water.

"I think Yorkshire Water should take the lead as they have the experience to deal with flooding." East Riding resident

"The Council could co-ordinate as they have the man power." East Riding resident

"The Local Council should take the lead as they have more direct responsibility for some of the housing." East Riding resident

Respondents were also asked about what they felt had been done to reduce the risk of the event happening again.

All respondents said they didn't feel any activity had happened.

"Very little has been done. There's been a lot of talking but no action." Hull resident

"A lot has been spoken about but I guess not much has been put in place." East Riding resident

Respondents felt that the Government, their local authority and Yorkshire Water should all be responsible for funding measures to reduce flood risk.

"The Government, local authority and Yorkshire Water should all be working together." Hull resident

"The Government, local authority and Yorkshire Water all have a responsibility and should contribute." Hull resident

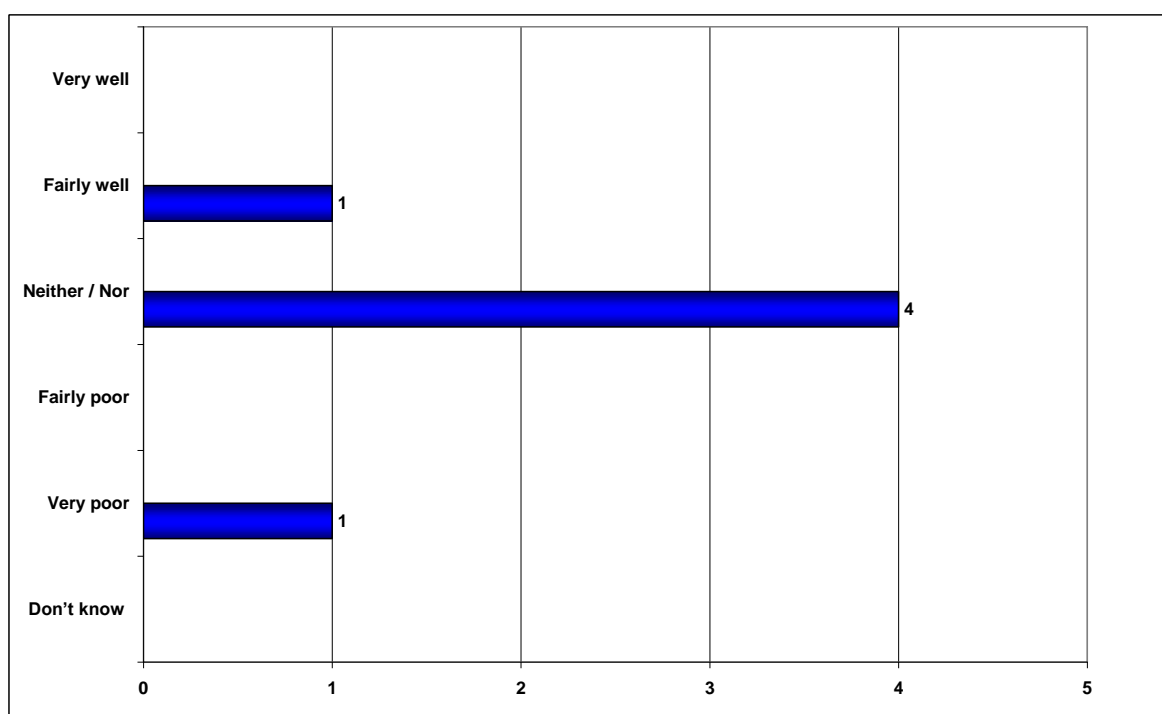
"The Government and Yorkshire Water. They have the money to make the improvements." East Riding resident

Respondents were also asked whether they had seen or heard information from Yorkshire Water, the Council or the Environment Agency since the flooding relating to their activities.

No respondent from Hull local authority area had heard or seen anything with regard to this from any of these organisations.

This was also the case in East Riding – although two respondents said that they had heard a lot from the Council in terms of what had been said, but felt there had been little or no action.

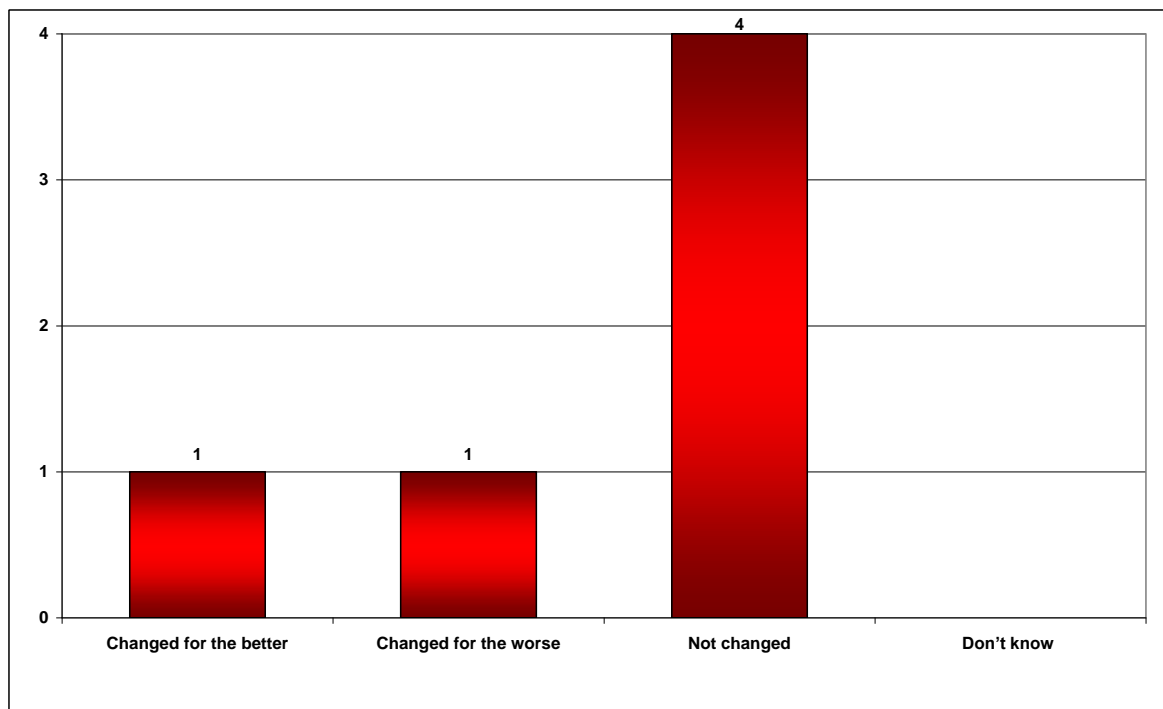
Figure 32: Q13: On a scale of one to five where one is very poor and five is very well, how well do you feel Yorkshire Water communicated with you at the time of the flooding?



Number of Respondents: 6

Most respondents felt that Yorkshire Water performed neither well nor poorly with regard to its communication activity.

Figure 33: Q14: As a result of your experience, would you say your views of Yorkshire Water have...?



Number of Respondents: 6

In most cases respondents felt that the experience had not changed their perceptions of Yorkshire Water.

When asked if they had any final advice for Yorkshire Water regarding the flooding, most mentioned increasing flood prevention methods.

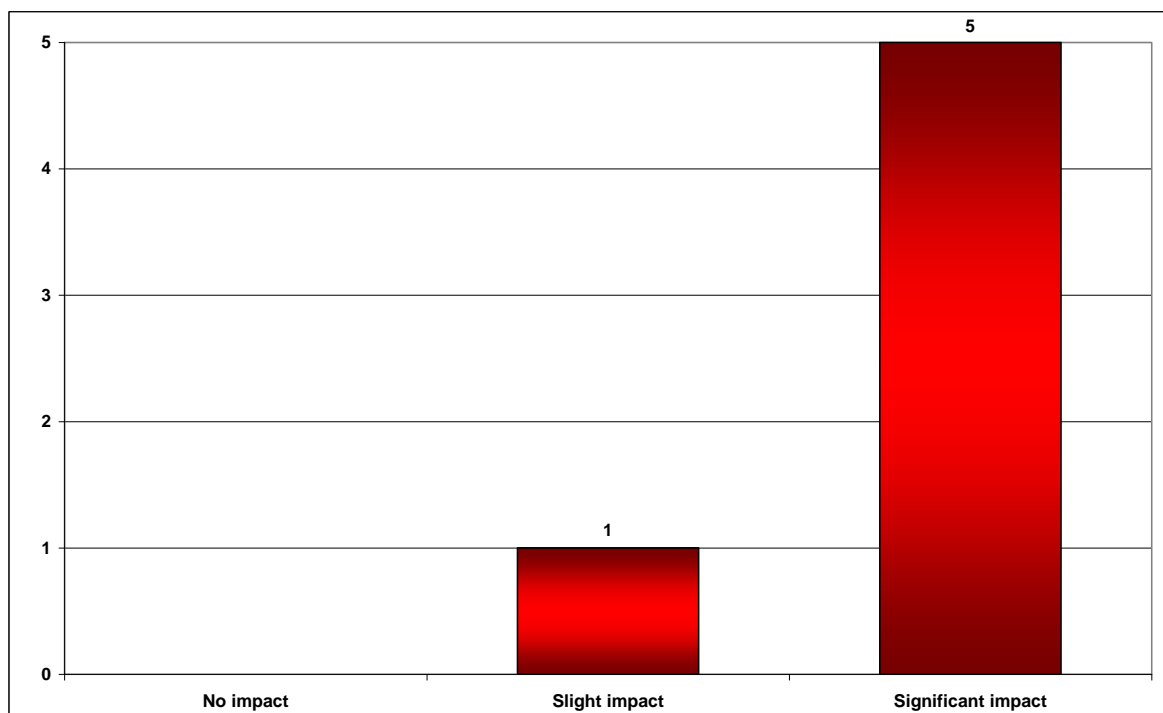
"Make sure they introduce preventative measures before the floods come." East Riding resident

"Because it's happened before we now have some experience of what is needed to be done." Hull resident

"More presence of staff on site when it floods." Hull resident

"More flood prevention measures put into place as quickly as possible and not to leave it too late." East Riding resident

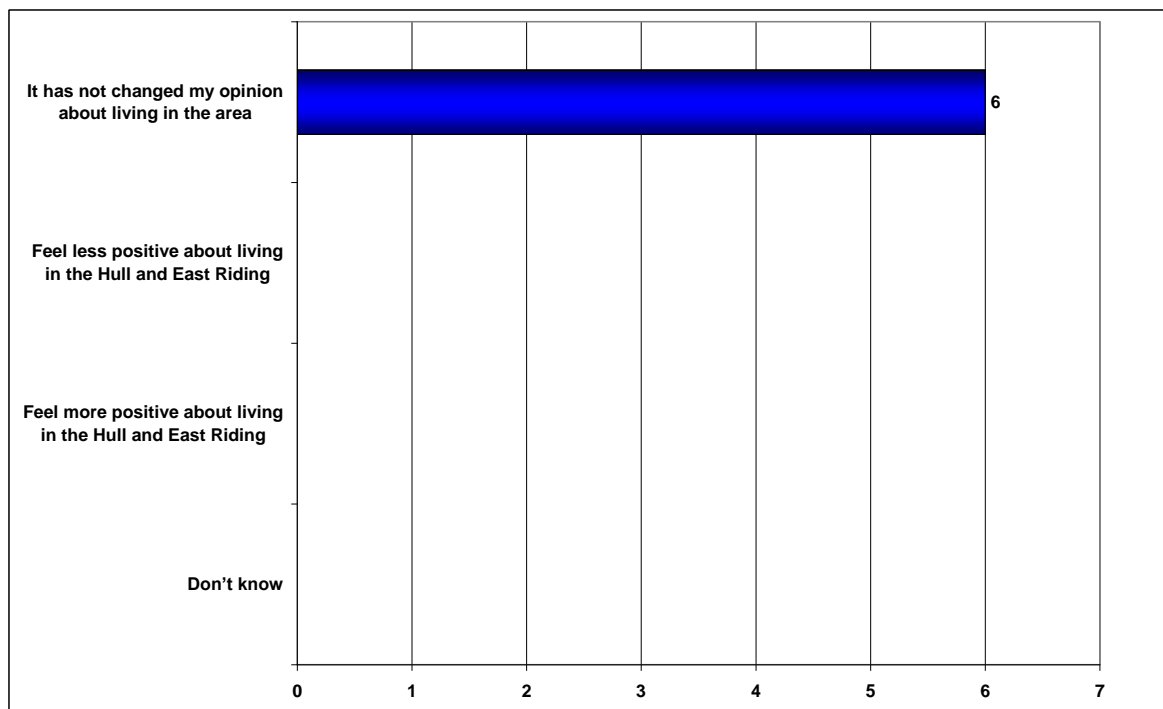
Figure 34: Q18: How much impact would you feel that improvement of the sewer system, including pumping stations, would have on reducing the risk of floods in future?



Number of Respondents: 6

Most respondents felt that improving the sewer system would have a significant impact on flood risk.

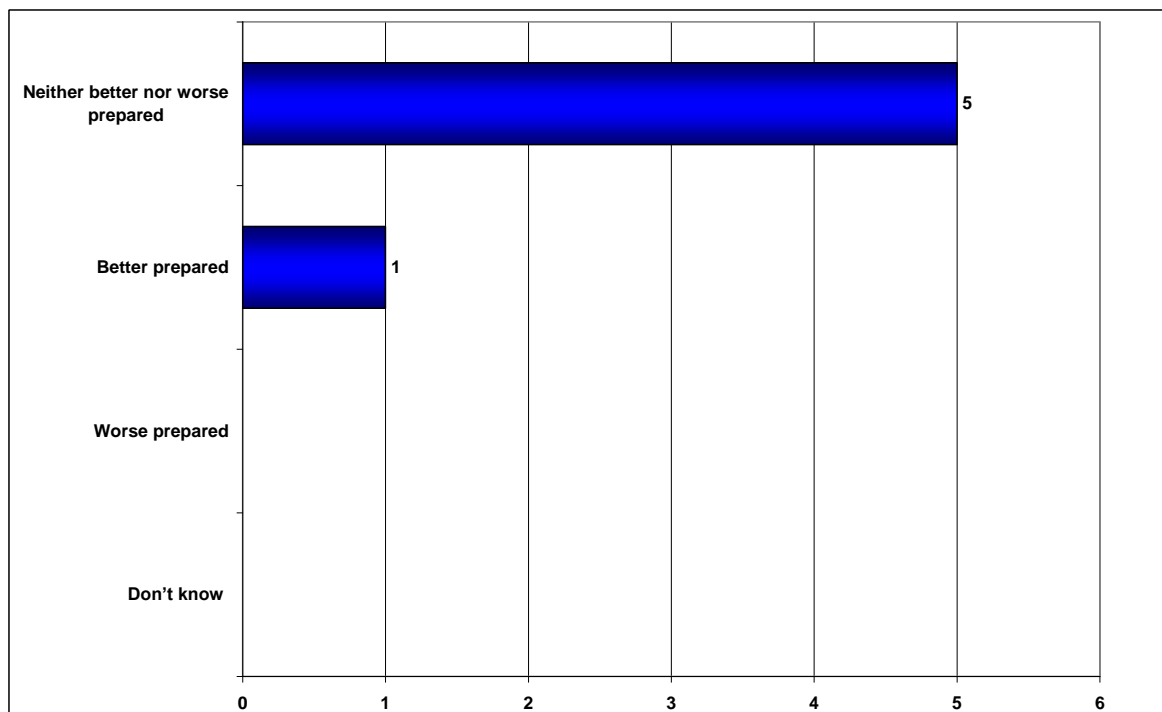
Figure 35: Q19: How have the floods affected the way you feel about living in the area?



Number of Respondents: 6

All respondents said they had not changed their opinion regarding living in the area.

Figure 36: Q21: If a similar situation was to happen in future would you say that you are...?



Number of Respondents: 6

Most respondents felt that they were neither better nor worse prepared. Encouragingly no respondents said they were worse prepared.

When asked about measures respondents could take to prepare themselves better, most mentioned the use of sandbags. Those who were not at risk did not mention any measures as they did not feel they would be affected.

"Sandbags is all I can think of." Hull resident

"Only sandbags. But it would have to be a very bad flood to affect my house." East Riding resident

"I don't think I'm at any high risk so I don't feel under threat of flooding." Hull resident

Appendix A Tables

The tables below show results by area (Kingston-Upon-Hull / East Riding) and by how affected the respondent was by the flooding (directly / indirectly / not affected).

Table 1: Q3: On a scale of one to five where one is not at all inconvenienced and five is very inconvenienced, how inconvenienced were you at the time of the flooding?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Not at all	3%	12%	50%	4%	5%	61%	3%	9%	55%
Not very	14%	24%	16%	10%	28%	16%	12%	26%	16%
Neither / Nor	6%	18%	13%	10%	17%	8%	8%	17%	10%
Fairly inconvenienced	16%	24%	12%	14%	26%	9%	15%	25%	10%
Very inconvenienced	61%	22%	10%	62%	23%	5%	61%	22%	8%
Don't know	0%	1%	0%	0%	0%	1%	0%	0%	0%

Base: All Respondents (1000)

Q Ref: Q3

Source: mruk research 2008

Table 2: Q4: And how strongly would you agree with the following statements on a one to five scale, where one is strongly disagree and five is strongly agree? (TOTAL AGREE)

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
The flood has affected me / this household emotionally?	59%	23%	12%	57%	25%	7%	58%	24%	10%
The flood has affected me / this household financially?	51%	12%	6%	53%	23%	7%	52%	18%	6%
It is more difficult to insure my home and its contents?	39%	29%	20%	31%	21%	7%	35%	25%	14%

Base: All Respondents (1000)

Q Ref: Q4

Source: mruk research 2008

Table 3: Q5: % of respondents who said they know which organisations are responsible for the following...

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Road drains or gullies	66%	64%	60%	63%	55%	58%	65%	59%	59%
Sewers	66%	60%	52%	61%	52%	61%	64%	56%	56%
Pumping Stations	60%	54%	45%	49%	43%	51%	55%	49%	48%
Land drains and drainage ditches	55%	44%	46%	49%	48%	50%	52%	46%	48%

Base: All Respondents (1000)

Q Ref: Q5

Source: mruk research 2008

Table 4: Q5AA: Which organisation(s) do you think are responsible for road drains or gullies?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Council / Local authority	91%	89%	96%	93%	92%	87%	92%	91%	91%
Yorkshire Water	5%	7%	4%	4%	4%	8%	5%	6%	6%
Water board / water	2%	2%	4%	1%	0%	4%	2%	1%	4%
Environment agency	1%	2%	0%	1%	1%	1%	1%	2%	1%
Highways Agency	1%	0%	0%	0%	4%	2%	0%	2%	1%

Base: All respondents who know which organisation is responsible for road drains or gullies (Kingston-Upon-Hull 316, East Riding 298)

Q Ref: Q5AA

Source: mrug research 2008

Table 5: Q5BB: Which organisation(s) do you think are responsible for the sewers?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Council / Local Authority	48%	61%	65%	45%	49%	57%	46%	56%	61%
Yorkshire Water	44%	29%	27%	43%	35%	32%	43%	32%	29%
Water board / Water authority	8%	10%	10%	13%	13%	17%	10%	11%	13%
Environment Agency	1%	0%	0%	0%	1%	2%	1%	1%	1%
Highways	1%	0%	0%	0%	1%	0%	0%	1%	0%
Land Owner / owners of property	0%	0%	0%	0%	0%	1%	0%	0%	0%

Base: All respondents who know which organisation is responsible for sewers (Kingston-Upon-Hull 300, East Riding 293)

Q Ref: Q5BB

Source: mrug research 2008

Table 6: Q5CC: Which organisation(s) do you think are responsible for the land drains and drainage ditches?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Council / Local authority	56%	46%	58%	60%	43%	57%	58%	44%	57%
Yorkshire Water	23%	27%	19%	14%	17%	16%	18%	22%	18%
Environment agency	16%	16%	5%	15%	24%	10%	16%	20%	8%
Water board / water authority	9%	9%	12%	6%	12%	6%	8%	11%	9%
Land owner / owners of property	0%	1%	10%	2%	2%	3%	1%	2%	6%
Farmers	0%	0%	1%	1%	1%	5%	0%	0%	3%
Drainage board / authority	0%	0%	0%	2%	1%	2%	1%	1%	1%
Beck board	0%	1%	0%	1%	0%	2%	0%	0%	1%
It is a national thing	0%	0%	0%	0%	2%	1%	0%	1%	0%
Depends on where they are	1%	0%	0%	0%	0%	0%	1%	0%	0%
Plumbing companies	1%	0%	0%	0%	0%	0%	0%	0%	0%
Highways Agency	0%	0%	0%	0%	1%	0%	0%	0%	0%
River authorities	0%	0%	0%	1%	0%	1%	0%	0%	0%

Base: All respondents who know which organisation is responsible for land drains and drainage ditches (Kingston-Upon-Hull 245, East Riding 245)

Q Ref: Q5CC

Source: mrug research 2008

Table 7: Q5DD: Which organisation(s) do you think are responsible for the pumping stations?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Yorkshire Water	53%	52%	28%	37%	48%	57%	46%	50%	43%
Council / Local authority	27%	29%	42%	40%	12%	20%	33%	22%	31%
Water board/ water authority	17%	19%	30%	18%	27%	18%	18%	23%	24%
Environment agency	4%	1%	2%	4%	11%	2%	4%	6%	2%
Drainage board/authority	0%	0%	0%	1%	0%	1%	1%	0%	0%
Land owner/ Owners of property	0%	0%	0%	0%	1%	0%	0%	1%	0%
They should have their own people to deal with that	0%	0%	0%	0%	0%	1%	0%	0%	1%
River authorities	0%	0%	0%	1%	0%	0%	0%	0%	0%
Sewage department	0%	0%	0%	0%	0%	1%	0%	0%	0%

Base: All respondents who know which organisation is responsible for pumping stations
(Kingston-Upon-Hull 268, East Riding 242)

Q Ref: Q5DD

Source: mrak research 2008

**Table 8: Q6: What factors do you feel contributed most to the flooding?
(MULTICODE)**

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Blocked land drains	65%	65%	53%	63%	72%	52%	64%	68%	52%
Blocked gullies (road drains)	51%	49%	40%	39%	49%	38%	45%	49%	39%
Level of rainfall	39%	49%	34%	45%	42%	37%	42%	45%	35%
Blocked sewers	16%	30%	27%	28%	27%	17%	22%	29%	23%
Pumping stations	30%	20%	14%	22%	21%	6%	26%	21%	10%
Building on flood plains/ lack of green space	12%	11%	6%	15%	9%	10%	13%	10%	8%
Local geography	4%	11%	6%	17%	8%	8%	11%	9%	7%
Filling in ditches	6%	9%	7%	15%	10%	6%	10%	9%	7%
Not enough / not large enough / inadequate / insufficient drains	4%	1%	2%	4%	2%	3%	4%	2%	2%
Lack of forward planning by the responsible authorities	4%	6%	0%	1%	1%	2%	3%	3%	1%
Lack of public information / knowledge about flood prevention	3%	0%	0%	0%	1%	0%	1%	0%	0%
No one / nothing	0%	0%	1%	0%	1%	0%	0%	1%	0%
Inadequate warnings	0%	0%	1%	0%	0%	0%	0%	0%	0%
Too many gardens have been slabbed / mono blocked/ concreted	0%	0%	1%	0%	0%	0%	0%	0%	0%
Burst and broken pipes	0%	0%	0%	0%	1%	0%	0%	0%	0%

Base: All Respondents excluding don't knows (Kingston-Upon-Hull 479, East Riding 473)

Q Ref: Q6

Source: mrak research 2008

Table 9: Q7: How well informed did you feel you were at the time of the flood on a one to five scale where one is very poorly informed and five is very well informed?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Very well informed	8%	6%	10%	2%	4%	10%	5%	5%	10%
Quite well informed	10%	25%	23%	8%	13%	18%	9%	19%	21%
Neither / nor	9%	19%	14%	12%	26%	26%	10%	23%	20%
Quite poorly informed	20%	12%	26%	26%	23%	20%	23%	17%	23%
Very poorly informed	51%	36%	22%	50%	32%	24%	51%	34%	23%
Don't know	1%	3%	5%	2%	2%	2%	2%	2%	3%

Base: All Respondents (1000)

Q Ref: Q7

Source: mruk research 2008

Table 10: Q8: What types of information do you remember receiving at the time of the flood?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Nothing	63%	68%	68%	75%	71%	62%	69%	70%	65%
General news in/on the media, about the flood and people and places effected by it	13%	16%	19%	9%	18%	25%	11%	17%	22%
General news in leaflets and newsletters put through the door, about the flood and people and places effected by it	6%	3%	3%	9%	2%	2%	8%	2%	3%
Weather forecasts / Flood warning	4%	5%	5%	6%	4%	4%	5%	4%	4%
Areas flooded and at risk of flooding	8%	2%	4%	1%	2%	9%	4%	2%	6%
General health and safety advice	7%	2%	1%	1%	1%	4%	4%	2%	2%
Information on where to seek help i.e. helpline numbers etc	4%	2%	2%	0%	1%	1%	2%	1%	1%
General news information by word of mouth, about the flood and people and places effected by it	1%	2%	1%	0%	5%	0%	1%	4%	1%
Help and advice from council staff visiting	4%	1%	0%	0%	0%	0%	2%	1%	0%
Turn off the water	0%	4%	0%	0%	0%	0%	0%	2%	0%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 464, East Riding 436)

Q Ref: Q8

Source: mruk research 2008

Table 11: Q9: And who provided this information?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Local and national media	50%	92%	63%	89%	76%	80%	62%	84%	72%
Council / local authority	36%	5%	8%	7%	2%	16%	28%	4%	12%
Word of mouth from family, friends etc	4%	3%	16%	5%	21%	5%	4%	12%	11%
Floodwatch group	10%	0%	10%	7%	0%	0%	9%	0%	5%
Internet	0%	3%	0%	22%	3%	4%	7%	3%	2%
Yorkshire water	0%	3%	2%	0%	0%	2%	0%	2%	2%
Emergency services i.e. police, fire, ambulance etc	1%	0%	2%	0%	0%	0%	1%	0%	1%
Leaflets in the post	0%	0%	1%	0%	0%	2%	0%	0%	2%
Insurance company	0%	0%	0%	4%	0%	0%	1%	0%	0%
Phone book	1%	0%	0%	0%	0%	0%	1%	0%	0%
Environment agency	1%	0%	0%	0%	0%	0%	1%	0%	0%
Rainbow Drainage	1%	0%	0%	0%	0%	0%	1%	0%	0%
Telephone number 300300	0%	2%	0%	0%	0%	0%	0%	1%	0%
Area team	1%	0%	0%	0%	0%	0%	0%	0%	0%

Base: All respondents who remembered receiving information excluding don't knows
(Kingston-Upon-Hull 146, East Riding 103)

Q Ref: Q8

Source: mrug research 2008

Table 12: Q10: On a scale of one to five where one is very poor and five is very well, how well do you feel the following organisations performed during the floods? (TOTAL WELL)

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Emergency Services	66%	71%	78%	62%	77%	64%	64%	74%	71%
Local Council	24%	21%	27%	14%	24%	33%	19%	23%	30%
Environment Agency	13%	14%	24%	12%	13%	25%	12%	13%	25%
Yorkshire Water Services	14%	13%	23%	6%	13%	19%	10%	13%	21%

Base: All Respondents (1000)

Q Ref: Q10

Source: mrug research 2008

Table 13: Q11: Generally speaking do you think the following organisations did more than expected, as much as they could or could have done more...?

	Kingston-Upon-Hull				East Riding			
	Did more than expected	Did as much as they could	Could have done more	Don't know	Did more than expected	Did as much as they could	Could have done more	Don't know
Local Council	3%	29%	62%	6%	6%	30%	55%	8%
Emergency Services	24%	54%	14%	7%	20%	56%	16%	8%
Environment Agency	1%	25%	50%	24%	4%	23%	52%	21%
Yorkshire Water Services	0%	24%	56%	19%	4%	22%	56%	18%

Base: All Respondents (1000)

Q Ref: Q11

Source: mrug research 2008

Table 14: Q12: Which organisation(s) do you feel should take the lead in situations such as the flooding which occurred last year? (MULTICODE)

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Local council	65%	69%	60%	61%	45%	58%	63%	57%	59%
Environment Agency	27%	39%	38%	32%	38%	26%	30%	38%	32%
Yorkshire Water services	37%	41%	33%	29%	32%	16%	33%	36%	25%
Emergency services	18%	23%	23%	30%	14%	26%	24%	18%	24%
Central Government	2%	1%	2%	1%	2%	1%	2%	2%	2%
Joint effort between all organisations	2%	1%	1%	2%	2%	0%	2%	2%	1%
A separate body specifically to co ordinate during flooding issues	1%	1%	0%	1%	2%	1%	1%	2%	1%
Local people	0%	0%	0%	0%	0%	1%	0%	0%	0%
Army	0%	0%	0%	0%	0%	1%	0%	0%	0%
None	0%	1%	1%	0%	0%	1%	0%	0%	1%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 475, East Riding 469)

Q Ref: Q12

Source: mrk research 2008

Table 15: Q13: Are there any other organisations that you feel should be involved?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
None	51%	55%	63%	59%	40%	50%	55%	48%	56%
Yorkshire Water services	20%	24%	15%	23%	25%	23%	22%	24%	19%
Local council	20%	13%	19%	13%	35%	17%	17%	24%	18%
Emergency services	19%	20%	10%	12%	26%	14%	15%	23%	12%
Environment Agency	20%	14%	13%	12%	21%	9%	16%	18%	11%
Central Government	1%	2%	3%	1%	3%	2%	1%	3%	3%
Social services	2%	1%	0%	0%	1%	0%	1%	1%	0%
Joint effort between all organisations	1%	0%	1%	1%	0%	0%	1%	0%	0%
A separate body specifically to co ordinate during flooding issues	1%	1%	0%	1%	0%	0%	1%	1%	0%
Anyone who can advise on how to prevent it happening again	0%	0%	1%	0%	0%	1%	0%	0%	1%
Local media	0%	1%	0%	0%	0%	1%	0%	0%	1%
The Red Cross	0%	0%	1%	0%	1%	0%	0%	1%	0%
Salvation army	1%	0%	0%	0%	0%	1%	0%	0%	0%
Telecoms companies	0%	1%	0%	0%	0%	0%	0%	0%	0%
Communities groups	0%	0%	0%	0%	1%	0%	0%	0%	0%
Highways department	0%	0%	0%	0%	1%	0%	0%	0%	0%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 491, East Riding 491)

Q Ref: Q13

Source: mrk research 2008

Table 16: Q14: On a scale of one to five where one is very poor and five is very well, how well do you feel Yorkshire Water communicated with you at the time of the flooding?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Very well	1%	2%	5%	0%	1%	2%	1%	1%	4%
Fairly well	3%	5%	3%	1%	3%	9%	2%	4%	6%
Neither / Nor	7%	15%	24%	15%	12%	17%	11%	14%	20%
Fairly poor	16%	13%	15%	19%	26%	10%	18%	20%	12%
Very poor	66%	60%	36%	58%	52%	49%	62%	56%	42%
Don't know	6%	5%	17%	6%	6%	14%	6%	6%	15%

Base: All Respondents (1000)

Q Ref: Q14

Source: mruk research 2008

Table 17: Q15: As a result of your experience, would you say your views of Yorkshire Water have...?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Changed for the	3%	5%	4%	2%	4%	3%	3%	4%	4%
Changed for the	35%	22%	13%	33%	25%	14%	34%	24%	13%
Not changed	53%	71%	75%	60%	68%	79%	57%	70%	77%
Don't know	9%	2%	8%	5%	3%	4%	7%	3%	6%

Base: All Respondents (1000)

Q Ref: Q15

Source: mruk research 2008

Table 18: Q16: Since the flooding happened, what do you think has been done to reduce the chances of it happening again?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Nothing	48%	66%	53%	53%	52%	48%	51%	59%	50%
Drains and gullies are being / have been cleaned out or unblocked	42%	25%	30%	36%	42%	45%	39%	34%	37%
Pumping station has been repaired	14%	7%	9%	4%	3%	3%	9%	5%	6%
Investing / invested in extra pumps	4%	1%	1%	3%	1%	1%	3%	1%	1%
More flood warnings and information	1%	0%	5%	1%	1%	1%	1%	1%	3%
Doing their best	1%	1%	2%	1%	2%	1%	1%	1%	2%
Better prepared for it happening again	0%	1%	0%	3%	1%	1%	2%	1%	1%
Flood barriers put in place	0%	1%	1%	1%	1%	4%	0%	1%	3%
Dug out ditches	1%	0%	2%	1%	0%	2%	1%	0%	2%
New pipes / drains are being installed	0%	1%	2%	2%	0%	0%	1%	1%	1%
Developing flood plains	1%	0%	0%	0%	0%	1%	1%	0%	0%
Consultations / meetings / studies / t	0%	0%	1%	0%	1%	0%	0%	0%	0%
Better sea defences	0%	0%	0%	0%	1%	0%	0%	0%	0%
Carrying out more maintenance	0%	0%	0%	0%	0%	1%	0%	0%	0%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 413, East Riding 427)

Q Ref: Q16

Source: mrug research 2008

Table 19: Q18: Which organisations would you say should be funding any measures to reduce the risk of flood prevention? (MULTICODE)

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Local council	57%	51%	56%	64%	59%	44%	60%	55%	50%
The Government	55%	69%	51%	49%	54%	52%	52%	61%	51%
Yorkshire Water services	37%	48%	27%	37%	39%	36%	37%	44%	31%
Environment agency	32%	29%	21%	25%	46%	24%	28%	37%	23%
Emergency services	13%	9%	5%	11%	16%	10%	12%	12%	7%
All of the above	1%	0%	0%	1%	1%	2%	1%	1%	1%
General public	3%	0%	0%	0%	0%	0%	2%	0%	0%
Builders	0%	0%	0%	0%	1%	0%	0%	1%	0%
Insurance companies	0%	0%	1%	1%	1%	0%	0%	0%	0%
Builders	0%	0%	0%	0%	1%	0%	0%	0%	0%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 489, East Riding 484)

Q Ref: Q18

Source: mrug research 2008

Table 20: Q19: How much impact would you feel that improvement of the sewer system, including pumping stations, would have on reducing the risk of floods in future?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
No impact	3%	2%	3%	5%	4%	6%	4%	3%	4%
Slight impact	15%	30%	19%	18%	25%	30%	17%	28%	24%
Significant	82%	68%	78%	77%	71%	64%	80%	69%	71%

Base: All respondents excluding don't knows (Kingston-Upon-Hull 457, East Riding 471)

Q Ref: Q19

Source: mrak research 2008

Table 21: Q20: How has the flooding affected the way you feel about living in the areas?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
It has not changed my opinion about living in the area	57%	54%	64%	63%	72%	77%	60%	63%	70%
Feel less positive about living in the Hull and East Riding	37%	38%	24%	32%	23%	16%	35%	31%	20%
Feel more positive about living in the Hull and East Riding	4%	6%	8%	3%	4%	6%	3%	5%	7%
Don't know	2%	1%	4%	2%	1%	1%	2%	1%	2%

Base: All Respondents (1000)

Q Ref: Q20

Source: mrak research 2008

Table 22: Q21: Are you aware of anything you can do to prepare yourselves better in future?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Yes	41%	23%	26%	35%	21%	23%	38%	22%	24%
No / Don't	59%	77%	74%	65%	79%	77%	62%	78%	76%

Base: All Respondents (1000)

Q Ref: Q21

Source: mrak research 2008

Table 23: Q22: What would you do to prepare yourself better?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Use sand bags	58%	73%	50%	41%	37%	38%	51%	55%	44%
Move everything upstairs	8%	21%	9%	16%	7%	12%	12%	14%	11%
Buy / use air bricks / air brick covers	5%	4%	4%	10%	5%	8%	7%	4%	6%
Follow strategies and advice given by council / Yorkshire water etc	4%	0%	8%	5%	0%	20%	5%	0%	14%
Buy / use pumps	2%	4%	7%	13%	6%	0%	7%	5%	4%
Keep an emergency pack, i.e. supply of tinned foods, flashlight, kangos etc	11%	3%	4%	1%	5%	4%	6%	4%	4%
Build slope into garden / patio / dig a ditch etc	8%	2%	5%	2%	10%	3%	5%	6%	4%
Look out for information in / on media and online	6%	3%	3%	1%	20%	0%	4%	12%	2%
Flood gates	3%	11%	3%	3%	1%	3%	3%	6%	3%
Take preventative measures	5%	0%	0%	4%	6%	5%	5%	3%	2%

Base: All respondents aware of how to prepare themselves better in future (Kingston-Upon-Hull 130, East Riding 114)

Q Ref: Q22

Source: mrk research 2008

Table 24: Q23: If a similar situation was to happen in future would you say that you are...?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
Neither better nor worse	46%	62%	53%	53%	65%	55%	50%	63%	54%
Better prepared	52%	33%	39%	38%	32%	39%	45%	33%	39%
Worse prepared	0%	1%	1%	2%	0%	0%	1%	1%	1%
Don't know	1%	4%	7%	7%	3%	6%	4%	3%	7%

Base: All Respondents (1000)

Q Ref: Q23

Source: mrk research 2008

Table 25: Q24: Do you have any advice for Yorkshire Water with regard to the flooding?

	KINGSTON-UPON-HULL			EAST RIDING			TOTALS		
	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected	Directly affected	Indirectly affected	Not affected
No/ None	46%	60%	65%	52%	52%	62%	49%	56%	63%
Clean, unblock and maintain all drains / gullies / ditches / sewers	18%	6%	9%	14%	17%	13%	16%	12%	11%
Keep all pumps / pumping stations open, running and maintained	14%	9%	5%	10%	6%	6%	12%	7%	5%
Provide more information / advice	4%	7%	5%	8%	10%	2%	6%	9%	4%
Do a better job, get their act together	5%	5%	4%	2%	4%	7%	4%	5%	6%
All agencies, i.e Environment Agency, Council, Yorkshire water should work alongside each other to resolve / prevent this issue	7%	6%	5%	5%	3%	1%	6%	4%	3%
Stop it happening again	6%	5%	1%	4%	2%	1%	5%	3%	1%
Improve the drainage system	2%	1%	4%	4%	5%	2%	3%	3%	3%
More advanced / earlier warnings if it happens again	5%	6%	0%	1%	1%	1%	3%	4%	1%
Invest more money into the drains and pumping stations	2%	3%	1%	1%	2%	2%	2%	2%	1%

Base: All Respondents (1000)

Q Ref: Q24

Source: mrk research 2008

Appendix B Questionnaire

APPROVED BY:	Executive		Field		Analysis		Client		DATE FINAL APPROVED:	
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RC20978

CCWATER / YORKSHIRE WATER

HULL FLOODING RESEARCH

PART 2

TELEPHONE

OFFICE USE

Serial Number

Introduction

Good morning/afternoon/evening. My name is _____ from **mruk** research limited. We have been asked to conduct an independent survey on behalf of the Consumer Council for Water to find out what your recollection and views are on the flooding that occurred in Hull and East Riding in June last year (2007). It should take approximately 10 minutes, and all the answers you give will be kept completely confidential.

RE-ASSURE FURTHER IF NECESSARY:

We operate within the Market Research Society Guidelines. This guarantees your anonymity. You will not be approached to buy anything as a result of taking part in this research. It is only your opinion we want to understand.

All the answers you give will be added with 1000 others and only presented in statistical format.

1. Yes I can help / proceed with interview
2. I'll put you through (repeat introduction)
3. Not willing / refusal to participate
4. Wrong Number
5. Named person not known / moved
6. Named person deceased (Apologise for contact)
7. Inconvenient / Arrange time to call back

QUOTA INFORMATION

POSTCODE – TO BE TAKEN FROM SAMPLE

ASK ALL

Q1. Q1 Can I just check that you are responsible / partially responsible for paying the water bill in your household?

*single response

0 Yes

Q2

0 No

THANK & CLOSE

ASK IF CODED 1 AT Q1

Q2. Q2 Remembering the June 2007 flooding in Hull and East Riding, were you affected by this at all? Would you say you were...?

READ OUT

INTERVIEWER PLEASE CLARIFY DIRECTLY / INDIRECTLY AFFECTED

*single response

0 Directly affected (water in property / garden)

Q3

0 Indirectly affected (no water in property / garden but affected in other ways)

0 Not affected

RECALL OF THE FLOODING

ASK ALL

Q3. Q3 On a scale of one to five where one is not at all inconvenienced and five is very inconvenienced, how inconvenienced were you at the time of the flooding?

READ OUT

*single response

0 Not at all inconvenienced

Q4

0 Not very inconvenienced

0 Neither / Nor

0 Fairly inconvenienced

0 Very inconvenienced

0 Don't know (try to avoid)

ASK ALL

Q4. Q4 And how strongly would you agree with the following statements on a one to five scale, where one is strongly disagree and five is strongly agree?

READ OUT

*items popup

Q5

	Strongly Disagree	Fairly Disagree	Neither / Nor	Fairly Agree	Strongly Agree	Don't know
0 The flood has affected me / this household financially						
0 The flood has affected me / this household emotionally						
0 It is more difficult to insure my home and its contents						

ASK ALL

Q5. Q5 Do you know which organisations are responsible for the following...

READ OUT

*items popup

		Yes	No
A	0 Road drains or gullies		
B	0 Sewers		
C	0 Land drains and drainage ditches		
D	0 Pumping Stations		

ASK IF CODED YES AT Q5A

Q5AA -oth. Q5AA Which organisation(s) do you think are responsible for the road drains or gullies?

CODE ALL MENTIONS

– maximum number of answers 99

*open

ASK IF CODED YES AT Q5B

Q5BB -oth. Q5BB Which organisation(s) do you think are responsible for the sewers?

CODE ALL MENTIONS

– maximum number of answers 99

*open

ASK IF CODED YES AT Q5C

Q5CC -oth. Q5CC Which organisation(s) do you think are responsible for the land drains and drainage ditches?

CODE ALL MENTIONS

– maximum number of answers 99

*open

ASK IF CODED YES AT Q5D

Q5DD -oth. Q5DD Which organisation(s) do you think are responsible for the pumping stations?

CODE ALL MENTIONS

– maximum number of answers 99

*open

INTERVIEWER READ OUT: IN GENERAL TERMS, THE LOCAL AUTHORITY IS RESPONSIBLE FOR ROAD DRAINS AND GULLIES, YORKSHIRE WATER ARE RESPONSIBLE FOR THE SEWERS AND PUMPING STATIONS, AND THE ENVIRONMENT AGENCY ARE RESPONSIBLE FOR LAND DRAINS, SUCH AS THE HOLDERNESS DRAIN.

ASK ALL

Q6. Q6 What factors do you feel contributed most to the flooding?

DON'T READ OUT

CODE ALL MENTIONS

*multi response

Q7

0 Local geography (e.g. the landscape)

0 Blocked land drains

0 Blocked sewers

0 Blocked gullies (road drains)

0 Pumping stations

0 Level of rainfall

0 Building on flood plains / lack of green space

0 Filling in ditches

0 Don't know (try to avoid)

0 Other (Please Specify)

- max number of answers 99

INFORMATION PROVISION

ASK ALL

Q7. Q7 How well informed did you feel you were at the time of the flood on a one to five scale where one is very poorly informed and five is very well informed?

READ OUT

*single response

Q8

0 Very poorly informed

0 Quite poorly informed

0 Neither / nor

0 Quite well informed

0 Very well informed

0 Don't know (try to avoid)

ASK ALL

Q8. Q8 What types of information do you remember receiving at the time of the flood?

CODE ALL MENTIONS

– maximum number of answers 99

*open

Q10

0 Nothing

0 Don't know / can't remember

Q9

ASK IF RECALL INFORMATION AT Q8

Q9. Q9 And who provided this information?

CODE ALL MENTIONS

– maximum number of answers 99

*open

Q10

0 Don't know / can't remember

ROLE OF ORGANISATIONS

ASK ALL

Q10. Q10 On a scale of one to five where one is very poor and five is very well, how well do you feel the following organisations performed during the floods?

READ OUT

*items popup

Q11

	Very Poor	Fairly Poor	Neither / Nor	Fairly Well	Very Well	Don't know
0 Local Council						
0 Emergency Services						
0 Environment Agency						
0 Yorkshire Water Services						

ASK ALL

Q11. Q11 Generally speaking do you think the following organisations did more than expected, as much as they could or could have done more...?

READ OUT

*items popup

Q12

	Did more than expected	Did as much as they could	Could have done more	Don't know
0 Local Council				
0 Emergency Services				
0 Environment Agency				
0 Yorkshire Water Services				

ASK ALL

Q12. Q12 Which organisation(s) do you feel should take the lead in situations such as the flooding which occurred last year?

DON'T READ OUT

CODE ALL MENTIONS

*multi response

0 Local Council

0 Emergency Services

0 Environment Agency

0 Yorkshire Water Services

0 Other (Please Specify)

- max number of answers 99

Q13

ASK ALL

Q13. Q13 Are there any other organisations that you feel should be involved?

DON'T READ OUT

CODE ALL MENTIONS

*multi response

0 Local Council

0 Emergency Services

0 Environment Agency

0 Yorkshire Water Services

0 Other (Please Specify)

- max number of answers 99

Q14

ASK ALL

Q14. Q14 On a scale of one to five where one is very poor and five is very well, how well do you feel Yorkshire Water communicated with you at the time of the flooding?

READ OUT

*single response

0 Very poor

0 Fairly poor

0 Neither / Nor

0 Fairly well

0 Very well

0 Don't know (try to avoid)

Q15

ASK ALL

Q15. Q15 As a result of your experience, would you say your views of Yorkshire Water have...

READ OUT

*single response

0 Changed for the better

0 Changed for the worse

0 Not changed

0 Don't know (try to avoid)

Q16

ACTIONS SINCE THE FLOODING

ASK ALL

Q16. Q16 Since the flooding happened, what do you think has been done to reduce the chances of it happening again?

CODE ALL MENTIONS

– maximum number of answers 99

*open

0 Nothing

0 Don't know / can't remember

Q17

ASK ALL

Q17. Q17 And what have you seen / heard about the following organisations in terms of their activities since the flooding...?

A Yorkshire water...

CODE ALL MENTIONS

– maximum number of answers 99

*open

0 Nothing

0 Don't know / can't remember

B Your Local Council...

CODE ALL MENTIONS

– maximum number of answers 99

*open

0 Nothing

0 Don't know / can't remember

Q18

C The Environment Agency...

CODE ALL MENTIONS

– maximum number of answers 99

*open

0 Nothing

0 Don't know / can't remember

THE FUTURE

ASK ALL

Q18. Q18 Which organisations would you say should be funding any measures to reduce the risk of flood prevention?

DON'T READ OUT

CODE ALL MENTIONS

*multi response

0 Local Council

0 The Government

0 Emergency Services

0 Environment Agency

0 Yorkshire Water Services

0 Other (Please Specify)

- max number of answers 99

Q19

ASK ALL

Q19. Q19 How much impact would you feel that improvement of the sewer system, including pumping stations, would have on reducing the risk of floods in future?

READ OUT

*single response

0 No impact

0 Slight impact

0 Significant impact

0 Don't know (try to avoid)

Q20

ASK ALL

Q20. Q20 As a result of the flooding, would you say you...

READ OUT

*single response

0 Feel more positive about living in the Hull and East Riding area

0 Feel less positive about living in the Hull and East Riding area

0 It has not changed my opinion about living in the area

0 Don't know (try to avoid)

Q21

ASK ALL

Q21. Q21 Are you aware of anything you can do to prepare yourselves better in future?

DON'T READ OUT

*single response

0 Yes

0 No

0 Don't know (try to avoid)

Q22

Q23

ASK IF CODED 1 AT Q21

Q22. Q22 What would you do to prepare yourself better?

CODE ALL MENTIONS

– maximum number of answers 99

*open

0 Don't know

Q23

ASK ALL

Q23. Q23 If a similar situation was to happen in future would you say that you are...?

READ OUT

*single response

0 Better prepared

0 Worse prepared

0 Neither better nor worse prepared

0 Don't know (try to avoid)

Q24

ASK ALL

Q24. Q24 Do you have any advice for Yorkshire Water with regard to the flooding?

CODE ALL MENTIONS

– maximum number of answers 99

*open

Q25

0 No / None

DEMOGRAPHIC INFORMATION

ASK ALL

Q25. Q25 Which age bracket do you fall into?

READ OUT

*single response

0 16 – 24 years

0 25 – 29 years

0 30 – 39 years

0 40 – 49 years

0 50 – 59 years

0 60 – 64 years

0 65 – 70 years

0 Over 70

0 Refused (try to avoid)

Q26

ASK ALL

Q26. Q26 Interviewer code gender:

READ OUT

*single response

0 Male

0 Female

Q27

ASK ALL

Q27. Q27 What is your current working status?

READ OUT

*single response

0 In full time employment (30+ hours per week)

0 In part time employment (10 to 29 hours per week)

0 Self Employed, with employees

0 Self Employed, no employees

0 On government training scheme

0 In full time education

0 Unemployed and looking for work

0 Permanently sick/ disabled

0 Retired

0 Looking after the home

0 Refused (try to avoid)

Q28

ASK ALL

Q28. Q28 To which of these groups do you consider you belong...?

READ OUT

*single response

- ☐ British
 - ☐ English
 - ☐ Scottish
 - ☐ Welsh
 - ☐ Irish
 - ☐ Any other White background
 - ☐ White & Black Caribbean
 - ☐ White & Black African
 - ☐ White & Asian
 - ☐ Any other mixed background
 - ☐ Indian
 - ☐ Pakistani
 - ☐ Bangladeshi
 - ☐ Any other Asian background
 - ☐ Caribbean
 - ☐ African
 - ☐ Any other Black background
 - ☐ Chinese
 - ☐ Refused (try to avoid)
 - ☐ Other (Please Specify)
- max number of answers 99

Q29

ASK ALL

Q29. Q29 Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do?

READ OUT

INCLUDE PROBLEMS DUE TO OLD AGE

*single response

- ☐ Yes
- ☐ No
- ☐ Refused (try to avoid)

Q30

ASK ALL

Q30. Q30 Which of the following describes the composition of your household?

READ OUT

*single response

- ☐ Live alone
- ☐ 2 parent family with children (children aged under 16)
- ☐ 1 parent family with children (children aged under 16)
- ☐ Single Pensioner household (aged over 60 years of age)
- ☐ Pensioner couple household (2 adults with one person age over 60 years of age)
- ☐ Two adults (both aged between 16- 59)
- ☐ Three or more adults (all aged over 16)
- ☐ Refused (try to avoid)
- ☐ Other

Q31

ASK ALL

Q31. Q31 Interviewer code SEG:

READ OUT

*single response

0 AB

END

0 C1

0 C2

0 DE

**THANK YOU FOR YOUR TIME, MAY I JUST REMIND YOU THAT MY NAME IS _____
FROM MRUK RESEARCH LTD, OUR COMPANY FREEPHONE NUMBER IS 0800 073 2607
AND THE MARKET RESEARCH SOCIETY NUMBER IS 0500 39 69 99, SHOULD YOU HAVE
ANY QUERIES ON OUR COMPANY OR WITH REGARDS TO THIS RESEARCH.**