



Results for Yorkshire Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest
Satisfaction with water and sewerage services			
Overall satisfaction with water supply (Sample size: 400) ²	95% 96% 95% 93% 94% 95% 94% 94% 92% 92% 13 14 15 16 17 18 19 20 21 22 Year	98% to 83% Average: 92%	Significantly higher than WaSC average.
Overall satisfaction with sewerage services (Sample size: 380)	91% 92% 91% 89% 88% 90% 85% 84% 83% 13 14 15 16 17 18 19 20 21 22 Year	87% to 62% Average: 80%	
Satisfaction with value for	money		
Satisfied with value for money of water services (Sample size: 399)	78% 82% 79% 76% 77% 79% 77% 79% 80% 73% 14 15 16 17 18 19 20 21 22 Year	86% to 67% Average: 75%	Significantly higher than WaSC average.
Satisfied with value for money of sewerage services (Sample size: 375)	82% 83% 82% 79% 79% 80% 79% 83% 83% 75% 83% 81	84% to 64% Average: 79%	
Views on fairness and affor	ordability of charges		<u> </u>
Agree water and sewerage charges are affordable (Sample size: 397)	80% 79% 77% 76% 76% 83% 82% 79% 77% 70% 13 14 15 16 17 18 19 20 21 22 Year	85% to 68% Average: 76%	
Agree charges are fair (Sample size: 385)	59% 71% 67% 71% 65% 69% 75% 72% 66% 67% 13 14 15 16 17 18 19 20 21 22 Year	76% to 53% Average: 65%	
Care and trust			
Agree company cares about service given to customers (Sample size: 388)	66% 80% 75% 72% 74% 76% 75% 76% 71% 65% 13 14 15 16 17 18 19 20 21 22 Year	76% to 49% Average: 66%	
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 397)	7.89 8.05 7.72 7.99 7.94 8.06 8.06 7.68 7.50 13 14 15 16 17 18 19 20 21 22 Year	7.81 to 6.26 Average: 7.27	Significantly higher than WaSC average
Awareness of consumer r			
Likely to contact company if worried about paying bill (Sample size: 392)	77% 73% 71% 73% 69% 13 14 15 16 17 18 19 20 21 22 Year	76% to 67% Average: 71%	





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Aware of free meter option (Sample size: 146*) ³	55% 51% 62% 65% 60% 68% 74% 73% 69% 67% 13 14 15 16 17 18 19 20 21 22 Year	76% to 47% Average: 64%	
Aware of option to go back to rateable value charge within 24 months (Sample size: 148*) ³	28% 27% 28% _{24% 25% 26%} ^{32% 35%} 28% 26% 13 14 15 16 17 18 19 20 21 22 Year	37% to 10% Average: 23%	
Aware of WaterSure tariff (Sample size: 400*)	9% 10% 11% 8% 11% 7% 9% 11% 9% 13 14 15 16 17 18 19 20 21 22 Year	17% to 9% Average: 12%	Significantly lower than WaSC average.
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 400*) ⁴	32% 32% 13 14 15 16 17 18 19 20 21 22 Year	50% to 32% Average: 37%	Significantly lower than WaSC average.
Aware of Priority Services. (Sample size:400*) ⁵	48% 47% 48% 45% 47% _{42% 43} % 47% 51% 13 14 15 16 17 18 19 20 21 22 Year	54% to 39% Average: 48%	
Contact			
Contacted water company with query in last 12 months (Sample size: 395*)	17% 15% 18% 18% 20% 22% 22% 17% 15% 17% 15% 22% 17% 15% 17% 15% 22% 17% 15% 17% 15% 17% 15% 22% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 15% 17% 17% 17% 17% 17% 17% 17% 17% 17% 17	26% to 15% Average: 23%	Significant change since last year.
Reason for contacting water company was to complain (Sample size: 87 who made contact)	8% 6% 7% 1% 3% 0% 13 14 15 16 17 18 19 20 21 22 Year	7% to 0% Average: 3%	
Satisfaction with way query handled (Sample size: 86 who made contact)	92% 93% 85% 79% 85% 82% 79% 82% 79% 83% 13 14 15 16 17 18 19 20 21 22 Year	93% to 65% Average: 77%	





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Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 399)	95% 95% 95% 95% 95% 95% 94% 94% 95% 93% 95% 94% 94% 94% 94% 93% 95% 95% 95% 95% 95% 95% 95% 95% 95% 95	97% to 90% Average: 93%	
Satisfied with taste and smell (Sample size: 397)	91% 92% 92% 92% 91% 93% 93% 88% 89% 88% 89% 88% Year	93% to 79% Average: 87%	Significantly higher than WaSC average. Significant change since last year
Satisfied with hardness/ softness (Sample size: 379)	86% 85% 85% 79% 78% 81% 82% 82% 78% 81% 13 14 15 16 17 18 19 20 21 22 Year	92% to 46% Average: 69%	Significantly higher than WaSC average
Satisfied with safety (Sample size: 394)	94% 96% 98% 92% 94% 96% 96% 95% 94% 94% 13 14 15 16 17 18 19 20 21 22 Year	95% to 84% Average: 91%	
Satisfied with reliability of supply (Sample size: 399)	97% 98% 98% 99% 97% 98% 98% 97% 97% 95% 13 14 15 16 17 18 19 20 21 22 Year	100% to 91% Average: 95%	
Satisfied with water pressure (Sample size: 399)	91% 93% 92% 89% 90% 88% 91% 89% 87% 90% 13 14 15 16 17 18 19 20 21 22 Year	96% to 84% Average: 88%	
A sewerage system that v			
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 307)	68% 84% 82% 75% 75% 84% 85% 80% 77% 77% 13 14 15 16 17 18 19 20 21 22 Year	82% to 64% Average: 74%	
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 326)	86% 87% 81% 82% 85% 85% 84% 80% 78% 74% 13 14 15 16 17 18 19 20 21 22 Year	81% to 61% Average: 75%	
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 303)	76% 89% 91% 79% 80% 87% 87% 78% 59% 57% 13 14 15 16 17 18 19 20 21 22 Year	69% to 32% Average: 57%	Significant change since last year





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Satisfied with company actions to minimise sewer flooding (Sample size: 320)	69% 82% 85% 79% 82% 83% 83% 78% 68% 64% 13 14 15 16 17 18 19 20 21 22 Year	73% to 47% Average: 63%	Significant change since last year

Sample Profile

Regional sample profile for Yorkshire Water	(Sample size: 400*)
Gender	
Male	43%
Female	58%
Age	·
18-29	3%
30-44	16%
45-59	33%
60-74	32%
75+	15%
SEC	
Higher managerial, administrative & professional occupations	48%
Intermediate occupations	24%
Routine & manual occupations	21%
Never worked and long-term unemployed/ Full-time students	7%
Refused	2%
Water meter	•
Proportion having a water meter	63%
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Statistical reliability on sample size of 400 is +/- 4.90%

¹ Average (mean) proportion for all WaSCs based on weighted data. All other data is unweighted

² Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *

³ Question filtered on unmetered households as per the main report.

⁴ Question changed to Yes/No option in 2021 so data not comparable with previous years.

⁵ Question wording changed in 2014.