



Results for Yorkshire Water	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest	
Satisfaction with water a	Satisfaction with water and sewerage services			
Overall satisfaction with water supply (Sample size: 399) ²	95% 94%95%94%94% 92% 92%93% 15 16 17 18 19 20 21 22 23 24 Year	96% to 81% Average: 90%	Significantly higher than WaSC average	
Overall satisfaction with sewerage services (Sample size: 379)	92% 91% 89%88%90%85%84%83% _{66%66%} 15 16 17 18 19 20 21 22 23 24 Year	75% to 47% Average: 65%		
Satisfaction with value f	or money			
Satisfied with value for money of water services (Sample size: 398)	82% _{79%76%77%} 79% _{77%} 79%80% 70%71% 15 16 17 18 19 20 21 22 23 24 Year	74% to 55% Average: 65%	Significantly higher than WaSC average	
Satisfied with value for money of sewerage services (Sample size: 377)	83%82%79%79%80%79%83%83% 70% ^{74%} 15 16 17 18 19 20 21 22 23 24 Year	75% to 51% Average: 68%	Significantly higher than WaSC average	
Views on fairness and af	fordability of charges			
Agree charges are fair (Sample size: 392)	67% 71% 65% 69% 75% 72% 66% 67% 59% 60% 15 16 17 18 19 20 21 22 23 24 Year	65% to 42% Average: 54%	Significantly higher than WaSC average	
Agree water and sewerage charges are affordable (Sample size: 397)	83%82% _{79%77%} 78% _{76%} 15 16 17 18 19 20 21 22 23 24 Year	79% to 68% Average: 74%		
Care and trust				
Agree company cares about service given to customers (Sample size: 382)	75%72%74%76%75%76%71%65% _{54%} 57% 15 16 17 18 19 20 21 22 23 24 Year	68% to 37% Average: 53%		
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 399)	8.05 7.72 7.99 7.94 8.06 8.06 7.68 7.50 6.63 6.50 15 16 17 18 19 20 21 22 23 24 Year	7.02 to 5.12 Average: 6.23	Significantly higher than WaSC average	





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Awareness of consumer	rights and responsibilities		
Likely to contact company if worried about paying bill (Sample size: 389)	73% _{71%} 73% ^{77%} 75% _{72%70%} 72% ^{74%} 72% 15 16 17 18 19 20 21 22 23 24 Year	79% to 59% Average: 70%	
Aware of free meter option (Sample size: 133) ³	62%65%60%68% ⁷⁴ % ⁷³ %69%67%63%67% 15 16 17 18 19 20 21 22 23 24 Year	82% to 51% Average: 66%	
Aware of option to go back to rateable value charge within 24 months (Sample size: 133) ⁴	28% _{24%25%26%} 32%35% _{28%26%} 30%32% 15 16 17 18 19 20 21 22 23 24 Year	35% to 11% Average: 25%	
Aware of WaterSure tariff (Sample size: 400*) ⁴	20% _{16%} 5% 11% 8% 11% 7% 9% 11% 9% 15 16 17 18 19 20 21 22 23 24 Year	24% to 11% Average: 18%	
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 400*) ⁵	32%32% 15 16 17 18 19 20 21 22 23 24 Year	57% to 38% Average: 48%	
Aware of Priority services (Sample size: 400*) ⁵	47%48%45%47% _{42%43} %47%51%50% ^{59%} 15 16 17 18 19 20 21 22 23 24 Year	62% to 49% Average: 56%	Significant change since last year
Contact			
Contacted water company with query in last 12 months (Sample size: 395*)	18% 18% 20% 22% 22% 17% 15% 22% 24% 24% 15 16 17 18 19 20 21 22 23 24 Year	37% to 19% Average: 28%	
Reason for contacting water company was to complain (Sample size: 94 who made contact)	6% 7% 3% 2% 0% 15 16 17 18 19 20 21 22 23 24 Year	5% to 0% Average: 2%	





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Satisfaction with way query handled (Sample size: 94 who made contact)	93% 79% 85% 82% 79% 82% 79% 83% 81% 87% 15 16 17 18 19 20 21 22 23 24 Year	87% to 67% Average: 76%	Significantly higher than WaSC average
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 399)	95% 95%95% _{95%} 95% 94% 93% 93% 93% 15 16 17 18 19 20 21 22 23 24 Year	94% to 89% Average: 91%	Significantly higher than WaSC average
Satisfied with taste and smell (Sample size: 396)	92% 92% 91% 93% 93% 88% 89% 86% 88% 15 16 17 18 19 20 21 22 23 24 Year	90% to 75% Average: 83%	Significantly higher than WaSC average
Satisfied with hardness/softness (Sample size: 380)	85%85% _{78%} 81% 82%82% _{78%} 81% _{76%75%} 15 16 17 18 19 20 21 22 23 24 Year	90% to 41% Average: 66%	Significantly higher than WaSC average
Satisfied with safety (Sample size: 394)	98% 92% 94% 96% 96% 95% 94% 94% 92% 91% 15 16 17 18 19 20 21 22 23 24 Year	92% to 75% Average: 85%	Significantly higher than WaSC average
Satisfied with reliability of supply (Sample size: 400)	98% 99%97%98%98% _{97%} 97%97% 95% 15 16 17 18 19 20 21 22 23 24 Year	98% to 91% Average: 94%	
Satisfied with water pressure (Sample size: 400)	92% 89%90%88% 91% 89% 87% 90%90%89% 15 16 17 18 19 20 21 22 23 24 Year	96% to 79% Average: 86%	
A sewerage system that			
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 296)	82%75%75%84%85%80%77%77% 59%66% 15 16 17 18 19 20 21 22 23 24 Year	70% to 52% Average: 64%	





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Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 316)	87%81%82%85%85%84%80%78% _{65%65%} 15 16 17 18 19 20 21 22 23 24 Year	77% to 48% Average: 64%	
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 335)	15 16 17 18 19 20 21 22 23 24 Year	51% to 22% Average: 40%	
Satisfied with company actions to minimise sewer flooding (Sample size: 345)	85%79%82%83%83%78% _{68%64%} 49%43% 15 16 17 18 19 20 21 22 23 24 Year	57% to 30% Average: 48%	





Sample Profile

Regional sample profile for Yorkshire Water	(Sample size: 400*)	
Gender		
Male	44%	
Female	56%	
Age ⁶		
18-29	3%	
30-44	15%	
45-59	27%	
60-64	8%	
65-74	26%	
75+	20%	
SEC		
Higher managerial, administrative & professional occupations	52%	
Intermediate occupations	22%	
Routine & manual occupations	20%	
Never worked and long-term unemployed/Full-time students	5%	
Refused	1%	
Water Meter		
Proportion having a water meter	67%	

Statistical reliability on sample size of 400 is +/- 4.9%

¹ Average (mean) proportion for all WaSCs is 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 and not stated removed.

⁴ Question wording changed in 2024 to include "Yes, have enquired but not eligible"

⁵ Question changed to Yes/No option in 2021 so data not comparable with previous years.

⁶ Percentages do not add to 100% due to rounding.