Willingness To Pay – Sustainable abstraction research materials

Recruitment criteria, screener, discussion guides and stimulus for the following elements of qualitative research:

- **Household customer workshops**
- **Household customer depths**
- **Non household customer workshops**
- **Vulnerable customer depths**

Quantitative survey invitation and survey

Business plan 2025-2030

Wessex Water
YTL GROUP

FOR YOU. FOR LIFE.

General household customers – focus groups:

General Criteria for ***all*** groups:

- 6 x 90 minute focus groups (7 to be recruited per group)
- All to be Wessex Water water supply customers – **EXCLUDING Bristol Water & Bournemouth Water regions.**
  (area map https://www.wessexwater.co.uk/corporate/the-company/about-us)
- All to have internet access, a computer, laptop or tablet with camera
- All comfortable to undertake group discussions with 5-7 other people via an online video call

Specific criteria for each focus groups

Group 1 – **ABC1 – Pre family lifestage -Tuesday 31st January - 6.15PM - 7.45PM**

- **ALL must** be aged 18-30 and have **no** children under 16 living at home
- **All** to live in city locations
- Min 3 males / Min 3 females
- Min 2 metered / Min 2 unmetered

Group 2 – ABC1 – Family lifestage - Wednesday 8th February - 6.15PM - 7:45PM

- **ALL must** be between 30 and 55 and **have at least one child** under the age of 16 living at home
- **All** to live in rural locations
- Min 3 males / Min 3 females
- Min 2 metered / Min 2 unmetered

Group 3 – ABC1 – Post-family lifestage - Wednesday 1st February - 6.15PM - 19.45PM

- **Must** be aged 55-75 and have **no** children under 16 living at home
- **All** to live in coastal locations
- Min 3 males / Min 3 females
- Min 2 metered / Min 2 unmetered

Group 4 – **C2DE – Pre family lifestage - Wednesday 1st February - 8.00PM - 9.30PM**

- **Must** be aged 18-30 and have **no** children under 16 living at home
- **All** to live in town locations
- Min 3 males / Min 3 females
- Min 2 metered / Min 2 unmetered

Group 5 – C2DE – Family lifestage - Tuesday 31st January - 8:00PM - 9.30PM

- **Must** be between 30 and 55 and **have at least one child** under the age of 16 living at home
- **All** to live in city locations
- Min 3 males / Min 3 females
- Min 2 metered / Min 2 unmetered

Group 6 – C2DE – Post-family lifestage - Tuesday 7th February - 6.15PM - 7.45PM

- **Must** be aged 55-75 and have **no** children under 16 living at home
- **All** to live in rural locations
- Min 3 males / Min 3 females
- Min 2 metered / Min 2 unmetered

Skill02-9215 – General Household Customers Workshop Recruitment Questionnaire

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting for a discussion group. We are looking for people to take part in research on behalf of Wessex Water.

The research is exploring customers preferences for different ways the water company can reduce the amount of water that is needed to be taken from rivers and the impacts and costs of different potential activities.

Could you spare a few minutes to answer a few questions?

1. **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for a water company?**

   Yes ❑ No ❑ *if yes, thank & close*

2. **Can I just check do you live within the Wessex Water area? (use map if needed)**

   NB: Customers must receive a water supply from Wessex Water. DO NOT INCLUDE customers who live within Bristol or Bournemouth Water's area and only get their wastewater services from Wessex Water – and their drinking water from Bristol or Bournemouth Water

   Yes ❑ No ❑ *if no, thank & close*

3. **Are you responsible for paying the water bill in your household?**

   Yes ❑
   No ❑ *if no, thank & close*

4. **Which best describes you?**

   I am aged 18-30 years and have no children ❑
   I am aged 30-55, am a parent with a child or children under 16 living at home ❑
   I am aged 55-75 years old and have no children under 16 living with me at home ❑

   Pre-family = aged 18-30 years old and have no children at home
   Family lifestage = aged 30 -55 and have at least one child aged under 16 living at home
   Post family/ empty nester = aged 55-75 years old and have no children under 16 at home

   See criteria for each group

5. **Could you tell me the occupation of the chief wage earner in your household? (if retired what was your / their occupation before retirement)**

……

(CODE) A B C1 C2 D E

See criteria for each group - either ABC1 or C2DE

6 **How would you describe where you live?**

City	❑
Town	❑
Rural (e.g. small village, hamlet, countryside)	❑
Coastal	❑

See criteria for each group for different sessions

7. Is your property on a water meter?

Yes, metered	❑	*(Recruit a min of 2 per group)*
No, unmetered	❑	*(Recruit a min of 2 per group)*
Don't know	❑	

8. Gender:

Male ❑ Female ❑ Other ❑ *recruit a mix*

<u>Technical questions</u>

9. **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in the online discussion group via Zoom?**

Yes	❑	
No	❑	*if no, thank & close*

Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small

10. **Do you have access to a good broadband connection at home?**

Yes	❑	
Sometimes	❑	*if sometimes, thank & close*
No	❑	*if no, thank & close*

11. **How confident are you in participating in a group discussion with 6-7 other people via an online video call on Zoom?**

Very nervous / unconfident	❑ *if unconfident thank & close*
Quite nervous / unconfident	❑ *if unconfident thank & close*
I can manage / relatively confident	❑
Quite comfortable / confident	❑
Very comfortable / confident	❑

We will be holding an online workshop discussion group lasting up to 90 minutes with **6-7** people on the ???? _____[day and time], to which you are invited to attend. As a thank you, you will be given **£50** for taking part.

The purpose of the discussion is to help Wessex Water understand customers' preferences for different ways the water company can reduce the amount of water that is needed to be taken from rivers and streams the impacts and costs of different potential activities.

12. **Would you like to attend?** Yes ❑ No ❑ *If 'No' Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation and details I will need to collect some personal details.

---

13. **Qa will contact you by telephone prior to the group to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes ❑ No ❑

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

---

14. **Personal details**

Title: _____First name: _____ Surname: _____

Address: _____ Postcode: _____

Home telephone number: _____ Work telephone number: _____

Email: _____

Convenient time to call: _____

Household Customers Qual Workshop discussion guide

NOTE

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction 5 mins

- Who I am and Qa

- Explain nature of research:
  - Confidential
  - No right or wrong answers
  - Recording the session – any objections?
  - Last up to 90 minutes
  - How Zoom will work during the session

- Each participant to introduce themselves:
  - Who's at home with you
  - Length of time lived in Wessex Water region
  - How perceive your level of water usage – high, average or low

Section 2 Background & warm-up – relationship with Wessex Water 5 mins

MODERATOR TO EXPLAIN THAT WESSEX WATER PROVIDE DRINKING WATER & SEWERAGE / WASTEWATER SERVICES TO HOUSEHOLDS ACROSS THE REGION

What words spring to mind when you see or hear the words Wessex Water?
- Explore what and why

Overall, how satisfied are you with the services you receive from Wessex Water?
- Explore reasons for answer

Has anyone had any reason to contact Wessex Water over the last few years?
- Explore what and why
- Satisfaction with the outcome

Do you know how much your current water bill is?
- Why / why not

MODERATOR TO EXPLAIN IF BILL IS UNKNOWN THAT AVERAGE DOMESTIC HOUSEHOLD BILL FOR WATER AND SEWERAGE IF UNMETERED IS £426 WHICH IS £35.50 PER MONTH. OR FOR THOSE ON A WATER METER THE BILL IS BASED ON INDIVIDUAL USAGE.

Would you describe your water bill as value for money?

- Explore why / why not
- Explore what making comparisons with

Section 3 Initial views on sustainable abstraction 20 mins

MODERATOR TO EXPLAIN PURPOSE OF THE RESEARCH & WHAT LOOKING TO ACHIEVE FROM THE SESSION …

Water companies are allowed to take a certain amount of water from the environment each year to provide water to their customers. This can be from natural lakes, man-made reservoirs, rivers and streams, and groundwater (water underground that is then pumped to the surface). This is known as 'water abstraction'.

The amount water companies are allowed to take is agreed (in a legal 'abstraction licence') with the regulator, the Environment Agency, for each individual water source.

After taking the water from the environment, it is then treated so that it is safe to drink and supplied through a series of pipes to the 1.3 million customers in the Wessex Water area.

With growing populations there are increased demands on water supply. Wessex Water needs to ensure there is a suitable supply of water for the future. However, there is also a need to reduce the amount of water taken out of certain rivers, streams and groundwater sources which could be done by either reducing the demand for water or increasing the amount supplied from other sources.

There are a range of habitats, wildlife and landscapes in the Wessex Water region, and some locations are more sensitive to having water taken out, than other locations. For example, fish numbers in a section of river might reduce if river flow levels are lowered because water has been 'abstracted' to supply it to people.

As understanding of the impacts of taking water from different sources increases, water companies are sometimes required to reduce the amount taken at certain sources to protect the environment more.

Wessex Water currently takes around 330 million litres of water from the environment every day. Wessex Water has been tasked with reducing the water taken by 20 million litres a day (about 6%) between 2025-2035 and by 50 million litres a day to 280 million litres a day (about 15%) by 2050.

The challenge is how this should be achieved.

Any option or options used will have impacts for customers.

The aim of this research is twofold – firstly to show you different approaches Wessex Water could take to help solve this issue and to understand your preferences AND secondly to explore if the ways the different possible options are explained to you makes sense. If they don't, we can change them before we design a short survey to capture the views of a larger sample of customers.

- Does anybody have any questions about what I've said?
- Anything not make sense?

Does the phrase water abstraction or sustainable abstraction make sense or is it jargon?

- Is there a better way to explain this
- What words would you use to clearly explain this?

Anyone previously aware of the need to take less water from rivers and groundwater?

- If so how and why aware

Before I show you various approaches being considered, do you have any ideas around how you could solve the challenge of reducing the amount of water that is needed to be taken out of rivers and groundwater sources?

- Why suggest this
- Expected impacts
- Reactions from others to suggestion
- Expected level of water saving (small, medium or large)

IF NOT ALREADY MENTIONED DISCUSS ANY OF THE POSSIBLE ACTIONS BELOW

LIST:

- REDUCING LEAKAGE
- IMPROVING HOUSEHOLDS WATER EFFICIENCY
- IMPROVING BUSINESSES WATER EFFICIENCY
- SWITCHING CUSTOMERS TO SMART METERING

- GOVERNMENT LEGISLATION OR INTERVENTION
- WATER EFFICIENCY LABELLING FOR NEW APPLIANCES
- BUILDING A NEW RESERVOIR

For each of the above:

- Reactions to suggestion
- Expected impacts
- Expected level of water saving (small, medium or large)

ONCE DISCUSSED AND REVIEWED ALL THE IDEAS

As Wessex Water need to reduce the water taken from the environment by 20Ml/d (about 6%) between 2025-2035 and by 50 million litres a day to 280 million litres a day by 2050 what would be the key 1, 2 or 3 things you would do to achieve this from the ideas just discussed?

- Explore what and why

Section 4 Review detailed descriptions 30 mins

USING **SHOWCARDS ON SCREEN** GO THROUGH EACH OF THE 6 DETAILED DESCRIPTIONS IN TURN USING SCREEN SHARE AND ASK FOR EACH ONE:

Review the information:

- Anything that is confusing?
- Any words or phrases that you think most people may struggle to understand?
- Is there a better way to explain it?
- How could the information be improved to make it easier to understand?
    - What to remove
    - What to change
    - What needs to be added

Reactions to the visual imagery used:

- Does it help or hinder
- How well does it relate to the issue
- Any changes or improvements to help clarity

Reactions to the numbers used:

- Are they clear or confusing

- Any changes or improvements to help clarity

What is the best way to communicate the impacts on carbon emissions? – explore why

- Just having a number expressed in tonnes
- Just having an equivalent – such as flying from London to New York x number of times or driving a petrol car x miles or somethings else
- Just having visuals showing if it would have a small, medium or large impact
- A combination – if so what

From what you have read how appealing would this option be?

- Explore why or why not
- What do you see as the positives of this possible action
- What do you see as the downsides of this possible action
- *moderator to note if the answers show an understanding of the activity or not and if respondents can make an informed opinion with the information given*

MODERATOR TO GO THROUGH THE NEXT DESCRIPTION USING THE SAME QUESTIONS

When reviewed all 6 Infographics what would be your advice to make things as clear as possible on:

- Position and size of any images
- 3, 5 or 10 point scale
- Position of how activity will be delivered
- Advantages, disadvantages or just points to consider
- Use bullet points or sentences
- Anything else

Section 5 Customer priorities 25 mins

HAVING LOOKED AT AND DISCUSSED ALL 6 POSSIBLE OPTIONS TO REDUCE THE AMOUNT OF WATER THAT IS NEEDED TO BE TAKEN OUT OF RIVERS AND GROUNDWATER SOURCES – ALONG WITH THE IMPACTS OF EACH OPTION, WE ARE INTERESTED TO KNOW WHICH OPTIONS YOU THINK WESSEX WATER SHOULD ADOPT TO ACHIEVE THE TARGET OF REDUCING THE AMOUNT OF WATER TAKEN BY ABSTRACTION BY 20ML/D (ABOUT 6%) BETWEEN 2025-2035 WESSEX WATER AND BY 50ML/D TO 280ML/D (ABOUT 15%) BY 2050.

Moderator to note if the answers given show an understanding of the different options or not and if respondents can make an informed opinion with the information given

Any options you would discount as being ineffective?

- Explore what and why

Any options that have strong appeal?

- Explore what and why

Any ideas missing which you feel Wessex Water should consider?

- Explore what and why

Should the focus be on increasing water supply or decreasing the demand for water?

- Explore what and why

Should the focus be on changing customer behaviours or building / engineering solutions?

- Explore what and why

Which factors should be most important when Wessex Water are looking to make a decision?

- Group into very important, quite important and less important
    - The amount of water it would save
    - The carbon impact involved
    - The time it would take to implement
    - The level of disruption involved in implementing it
    - The financial cost to customers
    - Something else

Section 6 Summary 5 mins

If you had to choose only 1 or 2 of the options discussed to achieve the water taken out of the environment targets – what would you do?

- Explore what and why

How easy or difficult was it to make your choices?

Any other advice to pass back to Wessex Water?

Thank and close

Reducing leakage from water supply pipes

How the activity would be delivered

- 15,000 leaks are repaired by Wessex Water every year and that current level of activity would continue to hold leakage at the current level
- If additional budget was available even more leaks could be found and repaired by a combination of investing in new data technology to find smaller leaks and employing more people to fix leaks more quickly this would ensure less water is lost through leakage

+ Advantages

- Reduces waste of water that has already been treated for consumption
- Compared to some of the other options, actions to repair more leaks could be started quickly and the benefits would grow through time as more leaks are fixed
- Will provide more jobs in the region

- Disadvantages

- Short term disruption from digging up roads to fix or replace leaking pipes
- Compared to other options, this type of work will lead to moderate level carbon emissions
- Because there are always new leaks, maintaining leakage at a lower level means a permanently higher operating cost (unlike some other options, where the cost is a one-off investment)

Supporting household customers to reduce the amount of water they use at home

How the activity would be delivered

- Free home visits to fit suitable water saving devices (e.g. eco-showerheads and offer tailored water saving tips)
- Free fixes of leaking toilets and taps found during the home visits
- Advertising campaigns highlighting the benefits of saving water and how to do this
- Fixing a single leaking toilet can save up to 400 litres of water a day and evidence suggests that 1 in 10 toilets leak

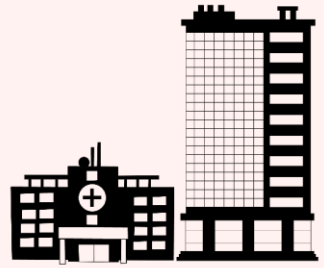
+ Advantages

- Generates a wider awareness of the benefits of water saving – helps customers to know how to manage their water bill
- Lower carbon emissions than some of the other options
- Compared to some of the other options, this work could be started quickly and the benefits would grow through time as more households take part

- Disadvantages

- A portion of the water savings will rely on customers changing their water use behaviours in the long term

Supporting businesses and other organisations to reduce the amount of water they use



How the activity would be delivered

- Water saving audits focusing on schools, hospitals, community and Council buildings that include fitting water saving devices and fixing leaking toilets and taps

+ Advantages

- These organisations are large users of water so being more water efficient and fixing leaking toilets can save considerable amounts of water being wasted
- Lower carbon emissions than some of the other options
- Compared to some of the other options, this work could be started quickly and the benefits would grow through time as Wessex Water engages with more businesses and organisations

- Disadvantages

- A portion of the water savings will rely on organisations changing their water usage behaviours in the long term

Switching customers to smart water meters

How the activity would be delivered

- Phased upgrades and roll out of smart water meters for all households and businesses that help spot water leaks sooner and provide information on their use to customers

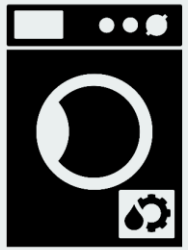
+ Advantages

- 70% of Wessex Water customers already have a standard meter and are used to paying for what they use
- Smart meters help encourage water saving by providing more information on how much is being used and when – evidence from other parts of England suggest smart meters help homes reduce use by 8%
- Smart meters can help find leaks more quickly – they can help to identify if there is a small continuous water leak
- Will create meter fitting and support staff jobs

- Disadvantages

- A portion of the water saved by smart meters relies on customers changing their behaviours in the long term
- Will take time to upgrade all properties to smart metering so the impact will not be immediate (but will increase over time)
- Compared to some of the other options, smart metering will lead to a moderate amount of carbon emissions

Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient



How the activity would be delivered

- Wessex Water will work with product manufacturers, house builders and Government bodies to support and promote new rules and incentives to support greater water efficiency
- This could include new rules requiring manufacturers and retailers to display water efficiency information for appliances, similar to energy appliances. This will help people to choose more water efficient appliances when they are buying them. Wessex Water can help inform customers how to choose the most water efficient products
- It could also include developing incentives for house builders to make new homes more water efficient

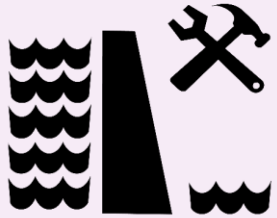
+ Advantages

- Can help lead to greater general awareness of the benefits of water saving which may have wider knock-on water saving benefits
- This is a relatively low carbon option

- Disadvantages

- Uptake of new water efficient products and new homes which are more water efficient will take time to have a significant impact
- Changing legislation (Government rules) can take time

Creating a new reservoir from a former quarry as a new source of water



How the activity would be delivered

- An existing quarry would be turned into a man-made reservoir to create a new source of water

+ Advantages

- Will provide construction jobs in the region
- A new reservoir will definitely reduce the need to take water from rivers and streams
- Reservoirs typically create new habitats for birds and other wildlife and recreational opportunities for people
- A new reservoir will provide the water needed now, as well as for a future growth in population

- Disadvantages

- There is a large carbon footprint from constructing a new reservoir compared to other options
- Construction and planning permissions are likely to take more than 10 years so a new reservoir will not be ready in time to help achieve the targets set for 2030

Non-household customers – focus groups

General Criteria for ***all*** groups:

- 2 x 90 minute focus groups (7 to be recruited per session)
- All to be Wessex Water customers.
- All to run a business within the Wessex Water area (**EXCLUDING** Bristol & Bournemouth Water regions)
  (area map https://www.wessexwater.co.uk/corporate/the-company/about-us)
- All to have internet access, a computer, laptop or tablet with camera
- All comfortable to undertake group discussion with others via an online video call

Specific criteria for each focus groups

Group 1 – **Mix of city / town based businesses**

- ALL to be decision makers within the business
- All to have business premise separate to their own home
- Maximum of 2 sole traders
- Mix of business types and size (Min X1 micro, Min X1 SME, Min X1 large)
- Mix of non-water dependent (e.g. (water does not play a significant role in production or delivery) and water dependent (e.g. (water plays a significant role in production or delivery)
- Mix of geographic locations within the Wessex Water area

Group 2 – Mix of rural / coastal based businesses

- ALL to be decision makers within the business
- All to have business premise separate to their own home
- Maximum of 2 sole traders
- Mix of business types and size (Min X1 micro, Min X1 SME, Min X1 large)
- Mix of non-water dependent (e.g. (water does not play a significant role in production or delivery) and water dependent (e.g. (water plays a significant role in production or delivery)
- Mix of geographic locations within the Wessex Water area

Skill02-9215 – Non Household Business Customers Workshop Recruitment Questionnaire

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting for a discussion group. We are looking for people to take part in research on behalf of Wessex Water.

The research is exploring customers preferences for different ways Wessex Water can reduce the amount of water that is needed to be taken from rivers and the impacts and costs of different potential activities.

Could you spare a few minutes to answer a few questions?

1. **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for an water company?**

   Yes ❑ No ❑ *if yes, thank & close*

2. **Is your business premise located within the Wessex Water area? (use map if needed)**

   NB: Customers must receive a water supply from Wessex Water. DO NOT INCLUDE customers who live within Bristol or Bournemouth area and only get their wastewater services from Wessex Water – and their drinking water from Bristol or Bournemouth Water

   Yes ❑ No ❑ *if no, thank & close*

3. **Which best describes your role and responsibilities within your business?**

Owner / CEO / Managing Director	❑	
Senior Management	❑	
Middle management	❑	*if yes, thank & close*
Employee	❑	*if yes, thank & close*

4. **Do you have at least some responsibility for making decisions about the water bill your business or organisation pays for its premises?**

Yes – solely responsible	❑	
Yes – jointly responsible with others	❑	
No	❑	*If no, thank & close*

5. **How many staff do you employ?**

None – sole trader	❑	*Sole trader - Maximum of 2 in each group*
1-10	❑	*Micro*
11-50	❑	Small
51-249	❑	*Medium*
250+	❑	*Large*

Recruit a mix of size based on number of employees

4a. *Only ask sole traders* **Do you work from home or is your business premise based elsewhere?**

Work from home – no other business premise	❑ *if yes, thank & close*
Have separate business premise from my home	❑

5. **How would you describe the location of your business premise?**

City	❑
Large town	❑
Small town	❑
Rural (e.g. small village, hamlet, countryside or coastal)	❑

Group 1 to all have business premise in a city or town
Group 2 to all have business premise in coastal or rural locations

6 **Where within the Wessex Water region is your business based?**

_____ *recruit a mix of geographic locations*

7. **Which type of business / organisation do you work for?**

Retailers	❑
Financial or legal services	❑
Transportation	❑
Farming, agriculture, fishing and forestry	❑
Manufacturing, construction and production	❑
Entertainment, heritage, attractions	❑
Health care	❑
Food production	❑
Other (please specify)	❑

_____

recruit a mix of different types of business

8. **Does water play a significant role in the production or delivery of the service and/or product provided by your business e.g. food manufacturing, farming or use in customer services?**

Yes	❑	*Yes = water dependent*
No	❑	*No = non-water dependent*
Don't know	❑	

Recruit a mix

Technical questions

9. **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in the online discussion group via Zoom?**

Yes ❑
No ❑ *if no, thank & close*

Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small

10. **Do you have access to a good broadband connection at home?**

Yes ❑
Sometimes ❑ *if sometimes, thank & close*
No ❑ *if no, thank & close*

11. **How confident are you in participating in a group discussions with 5-6 other people via an online video call on Zoom?**

Very nervous / unconfident ❑ *if unconfident thank & close*
Quite nervous / unconfident ❑ *if unconfident thank & close*
I can manage / relatively confident ❑
Quite comfortable / confident ❑
Very comfortable / confident ❑

We will be holding an online workshop discussion group lasting up to 3 hours with **5-7** people on _____ – starting at ??? pm and lasting up to 90 minutes (there will be a comfort break in the middle), to which you are invited to attend. As a thank you, you will be given **£80** for taking part.

The purpose of the discussion is to discuss and explore customers preferences for different ways Wessex Water can reduce the amount of water that is needed to be taken from rivers and streams and the impacts and costs of different potential activities.

12. **Would you like to attend?** Yes ❑ No ❑ *If 'No' Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation and details I will need to collect some personal details.

---

13. **Qa will contact you by telephone prior to the group to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes ❑ No ❑

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

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14. **Personal details**

Title: _____First name: _____ Surname: _____

Address: _____ Postcode: _____

Home telephone number: _____ Work telephone number: _____

Email: _____

Convenient time to call: _____

Non-Household Business Customers Qual Workshop discussion guide

NOTE

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction 5 mins

- Who I am and Qa

- Explain nature of research:
  - Confidential
  - No right or wrong answers
  - Recording the session – any objections?
  - Last up to 90 minutes
  - How Zoom will work during the session

- Each participant to introduce themselves:
  - Who work for and sector business is involved in
  - Role and responsibilities within the company
  - Size of company – number of staff
  - Single or multiple business premise
  - Length of time operated in Wessex Water region
  - How perceive your level of water usage – high, average or low

Section 2 Background & warm-up – relationship with Wessex Water 5 mins

SINCE 2017 BUSINESSES HAVE BEEN ABLE TO CHOOSE THE RETAILER TO BUY WATER FROM – THE RETAILERS ARE RESPONSIBLE FOR BILLING, ANY ENQUIRIES AND CUSTOMER SERVICE. THE PHYSICAL INFRASTRUCTURE AND PROCESSING OF WATER IN THE REGION AND ALL OF THE INVESTMENT IS THE RESPONSIBILITY OF THE WHOLESALER, WESSEX WATER.

SO WESSEX WATER PROVIDE AND MAINTAIN THE INFRASTRUCTURE TO DELIVER DRINKING WATER & SEWERAGE / WASTEWATER SERVICES ACROSS THE REGION.

What words spring to mind when you see or hear the words Wessex Water?

- Explore what and why

Overall, how satisfied are you with the services you receive from Wessex Water and / or your water retailer?

- Explore reasons for answer

Has anyone had any reason to contact their retailer or Wessex Water over the last few years?

- Explore what and why
- Satisfaction with the outcome

Do you know how much your businesses current water bill is?

- Why / why not

Would you describe your businesses water bill as value for money?

- Explore why / why not
- Explore what making comparisons with

Section 3 Initial views on sustainable abstraction 20 mins

MODERATOR TO EXPLAIN PURPOSE OF THE RESEARCH & WHAT LOOKING TO ACHIEVE FROM THE SESSION …

Water companies are allowed to take a certain amount of water from the environment each year to provide water to customers. This can be from natural lakes, man-made reservoirs, rivers and streams, and groundwater (water underground that is then pumped to the surface). This is known as 'water abstraction'.

The amount water companies are allowed to take is agreed (in a legal 'abstraction licence') with the regulator, the Environment Agency, for each individual water source.

After taking the water from the environment, it is then treated so that it is safe to drink and supplied through a series of pipes to the 1.3 million households and businesses in the Wessex Water area.

With growing populations there are increased demands on water supply. Wessex Water needs to ensure there is a suitable supply of water for the future. However, there is also a need to reduce the amount of water taken out of rivers, streams and groundwater sources which could be done either by reducing the demand for water or increasing the amount supplied from other sources.

Wessex Water currently takes around 330 million litres of water from the environment every day. Wessex Water has been tasked with reducing the water taken by 20 million litres a day (about 6%) between 2025-2035 and by 50 million litres a day to 280 million litres a day (about 15%) by 2050.

The challenge is how this should be achieved.

Any option or options used will have impacts for customers.

The aim of this research is twofold – firstly to show you different approaches Wessex Water could take to help solve this issue and to understand your preferences AND secondly to explore if the ways the different possible options are explained to you makes sense. If they don't, we can change them before we design a short survey to capture the views of a larger sample of customers.

- Does anybody have any questions about what I've said?
- Anything not make sense?

Does the phrase water abstraction or sustainable abstraction make sense or is it jargon?

- Is there a better way to explain this
- What words would you use to clearly explain this?

Anyone previously aware of the need to take less water from rivers and groundwater?

- If so how and why aware

Before I show you various approaches being considered, do you have any ideas around how you could you solve the challenge of reducing the amount of water that is needed to be taken out of rivers, streams and groundwater sources?

- Why suggest this
- Expected impacts
- Reactions from others to suggestion
- Expected level of water saving (small, medium or large)

IF NOT ALREADY MENTIONED DISCUSS ANY OF THE POSSIBLE ACTIONS BELOW

LIST:

- REDUCING LEAKAGE
- IMPROVING HOUSEHOLD WATER EFFICIENCY
- IMPROVING BUSINESSES WATER EFFICIENCY
- SWITCHING CUSTOMERS TO SMART METERING
- GOVERNMENT LEGISLATION OR INTERVENTION

- WATER EFFICIENCY LABELLING FOR NEW APPLIANCES
- BUILD A NEW RESERVOIR

For each of the above:

- Reactions to suggestion
- Expected impacts
- Expected level of water saving (small, medium or large)

ONCE DISCUSSED AND REVIEWED ALL THE IDEAS

As Wessex Water need to reduce the water taken from the environment by 20Ml/d (about 6%) between 2025-2035 and by 50 million litres a day to 280 million litres a day by 2050 what would be the key 1, 2 or 3 things you would do to achieve this from the ideas just discussed?

- Explore what and why `

Section 4 Review detailed descriptions 30 mins

USING **SHOWCARDS ON SCREEN** GO THROUGH EACH OF THE 6 DETAILED DESCRIPTIONS IN TURN USING SCREEN SHARE AND ASK FOR EACH ONE:

Review the information:

- Anything that is confusing?
- Any words or phrases that you think most people may struggle to understand?
- Is there a better way to explain it?
- How could the information be improved to make it easier to understand?
    - What to remove
    - What to change
    - What needs to be added

Reactions to the visual imagery used:

- Does it help or hinder
- How well does it relate to the issue
- Any changes or improvements to help clarity

Reactions to the numbers used:

- Are they clear or confusing
- Any changes or improvements to help clarity

What is the best way to communicate the impacts on carbon emissions? – explore why

- Just having a number expressed in tonnes
- Just having an equivalent – such as flying from London to New York x number of times or driving a petrol car x miles or somethings else
- Just having visuals showing if it would have a small, medium or large impact
- A combination – if so what

From what you have read how appealing would this option be?

- Explore why or why not
- What do you see as the positives of this possible action
- What do you see as the downsides of this possible action
- *moderator to note if the answers show an understanding of the activity or not and if respondents can make an informed opinion with the information given*

MODERATOR TO GO THROUGH THE NEXT DESCRIPTION USING THE SAME QUESTIONS

When reviewed all 6 Infographics what would be your advice to make things as clear as possible on:

- Position and size of any images
- 3, 5 or 10 point scale
- Position of how activity will be delivered
- Advantages, disadvantages or just points to consider
- Use bullet points or sentences
- Anything else

Section 5 Customer priorities 25 mins

HAVING LOOKED AT AND DISCUSSED ALL 6 POSSIBLE OPTIONS TO REDUCE THE AMOUNT OF WATER THAT IS NEEDED TO BE TAKEN OUT OF RIVERS AND GROUNDWATER SOURCES – ALONG WITH THE IMPACTS OF EACH OPTION, WE ARE INTERESTED TO KNOW WHICH OPTIONS YOU THINK WESSEX WATER SHOULD ADOPT TO ACHIEVE THE TARGET OF REDUCING THE AMOUNT OF WATER TAKEN BY ABSTRACTION BY 20ML/D (ABOUT 6%) BETWEEN 2025-2035 WESSEX WATER AND BY 50ML/D TO 280ML/D (ABOUT 15%) BY 2050.

Moderator to note if the answers given show an understanding of the different options or not and if respondents can make an informed opinion with the information given

Any options you would discount as being ineffective?

- Explore what and why

Any options that have strong appeal?

- Explore what and why

Any ideas missing which you feel Wessex Water should consider?

- Explore what and why

Should the focus be on increasing water supply or decreasing the demand for water?

- Explore what and why

Should the focus be on changing customer behaviours or building / engineering solutions?

- Explore what and why

Which factors should be most important when Wessex Water are looking to make a decision?

- Group into very important, quite important and less important
    - The amount of water it would save
    - The carbon impact involved
    - The time it would take to implement
    - The level of disruption involved in implementing it
    - The financial cost to customers
    - Something else

Section 6 Summary 5 mins

If you had to choose only 1 or 2 of the options discussed to achieve the water taken out of the environment targets – what would you do?

- Explore what and why

How easy or difficult was it to make your choices?

Any other advice to pass back to Wessex Water?

Thank and close

Vulnerable household - depth interviews

- 12 x up to one hour long in-depth interviews (IDIs) via zoom or phone
- Aim for 7x Zoom and 5x telephone with digitally excluded (i.e. they have very limited or no access to the internet for whatever reason)
- If recruited by telephone, recruiter will need to record home address. Recruiter will need to post out stimulus materials which will be discussed during the interview.
- All to be Wessex Water customers **EXLUDING** Bristol & Bournemouth water regions (area map https://www.wessexwater.co.uk/corporate/the-company/about-us)

- Mix of Min X4 male and Min X4 female

- **4x** Elderly (75+) living alone 2
- **4x** Long term health condition (including disability) 5
- **4x** regularly struggle to pay bill and have a very low income (household income under £20k) 5

Skill02-9215 – Vulnerable Household Customers
Individual Depth Interview Recruitment Questionnaire

Good morning/afternoon/evening I am working on behalf of Qa Research and we are recruiting participants to take part in a number of individual conversations and discussions on behalf of Wessex Water.

The research is exploring customers preferences for different ways the water company can reduce the amount of water that is needed to be taken from rivers and the impacts and costs of different potential activities.

Could you spare a few minutes to answer a few questions?

1. **First of all, do you work in any of the following: market research, marketing, public relations, journalism or for an water company?**

   Yes ❑ No ❑ *if yes, thank & close*

2. **Can I just check do you live within the Wessex Water area? (use map if needed)**

   NB: Customers must receive a water supply from Wessex Water. DO NOT INCLUDE customers who live within Bristol or Bournemouth area and only get their wastewater services from Wessex Water – and their drinking water from Bristol or Bournemouth Water

   Yes ❑ No ❑ *if no, thank & close*

3. **Are you responsible for paying the water bill in your household?**

   Yes ❑
   No ❑ *if no, thank & close*

4. **Which, if any of the following applies to you? (can tick more than one category)**

   a. I am disabled ❑ *fits long term health condition*
   b. I have a long-term health condition ❑ *fits long term health condition*
   c. I am aged 75 or older and live alone ❑ *fits elderly 75+*
   d. I am wholly dependent on state benefits for my income ❑ *fits very low income*
   e. It is a struggle to pay utility bills such as my water bill ❑ *fits very low income*
   f. I am on Universal Credit and or Income support ❑ *fits very low income*
   g. I regularly have to use a food bank ❑ *fits very low income*
   h. I struggle to afford the essentials such as food and heating ❑ *fits very low income*
   i. None of these apply to me ❑ *fits very low income*

5. **What access do you have to using the internet?**

None	❑	*fit digitally excluded*
Very limited	❑	*fit digitally excluded*
Occasional access – outside but not at home	❑	*fit digitally excluded*
Have access inside home but rarely use	❑	*fit digitally excluded*
Regular access – outside of my home	❑	
Regular access – at home	❑	

Recruit up to 5 participants who are classed as digitally excluded

6 **How would you describe where you live?**

City	❑
Town	❑
Rural (e.g. small village, hamlet, countryside or coastal)	❑

Recruit a mix

7. **Is your property on a water meter?**

Yes, metered	❑
No, unmetered	❑
Don't know	❑

Recruit a mix who are metered and unmetered

8. **Gender:**

Male ❑ Female ❑ Other ❑ *recruit a mix*

<u>Technical questions</u>

9. **Do you have a personal computer or laptop or tablet with a working webcam and high-speed internet access that you can use to participate in an online interview via Zoom?**

Yes ❑ *if yes, send them the invitation for a Zoom meeting*
No ❑

Recruiter NB – we will be showing visual stimulus and sharing information so a mobile phone screen will be too small

10. *If no to a laptop or table and internet access* **– can we post you information which we would want you to look at and talk about in the interview and would you be happy to do the discussion via the telephone?**

Yes ❑ *if yes, send them the invitation for a telephone interview along with the paper stimulus*
No ❑ *if no, thank & close*

We will be holding interviews lasting up to 60 minutes between Thursday 2nd February and Friday 18th February – these will be done during the day and evening for which you are invited to participate. As a thank you, you will receive **£40** for taking part.

The purpose is to discuss and help Wessex Water understand customers preferences for different ways the water company can reduce the amount of water that is needed to be taken from rivers and streams and the impacts and costs of different potential activities.

I just need to let you know that the interview would be recorded by the researcher. This is to make sure they can write accurate notes about the discussion. The recording is only used for that purpose and will never leave Qa's offices and will only be shared with the client for research purposes.

We will be showing some written materials and getting your reactions to the language used, to check if these are understandable and make sense. If you want or need, you can invite a friend or family to sit in the interview and assist (although they won't be paid anything for joining in).

11. **Would you like to take part?** Yes ❑ No ❑ *If 'No' Thank and Close*

Thank you for agreeing to participate. So that I can send you an invitation and details I will need to collect some personal details.

---

12. **Qa will contact you by telephone prior to the interview to check that you are still happy to attend and to validate the recruitment in accordance with our quality control procedures; can you confirm you are happy for us to do this?**

Yes ❑ No ❑

If no, explain to confirm attendance a contact telephone number is needed, if refused, thank and close.

---

13. **Personal details**

Title: _____First name: _____ Surname: _____

Address: _____ Postcode: _____

_____

Home telephone number: _____ Work telephone number: _____

Email: _____

Convenient time to call: _____

Vulnerable Household Customers Qual Depth discussion guide

NOTE

This script provides a guide for the research and wherever possible the moderator will seek to keep questions in order. However, feedback from the audience may require him to adjust the nature of the questions and the sequence of questioning.

Section 1 Introduction 5 mins

- Who I am and Qa

- Explain nature of research:
  - Confidential
  - No right or wrong answers
  - Recording the session – any objections?
  - Last up to 90 minutes
  - How Zoom will work during the session

- First we would like to find out a bit more about you:
  - Length of time lived in Wessex Water region
  - Type of property live in (e.g. flat, semi, detached)
  - Is your property metered or unmetered
  - Who if anyone lives at home with you
  - How perceive your level of water usage – high, average or low

Section 2 Background & warm-up – relationship with Wessex Water 5 mins

MODERATOR TO EXPLAIN THAT WESSEX WATER PROVIDE DRINKING WATER & SEWERAGE / WASTEWATER SERVICES TO HOUSEHOLDS ACROSS THE REGION

What words spring to mind when you see or hear the words Wessex Water?
- Explore what and why

Overall, how satisfied are you with the services you receive from Wessex Water?
- Explore reasons for answer

Have you had any reason to contact Wessex Water over the last few years?
- Explore what and why
- Satisfaction with the outcome

Do you know how much your current water bill is?

- Why / why not

MODERATOR TO EXPLAIN IF BILL IS UNKNOWN THAT AVERAGE DOMESTIC HOUSEHOLD BILL FOR WATER AND SEWERAGE IF UNMETERED IS £426 WHICH IS £35.50 PER MONTH. OR FOR THOSE ON A WATER METER THE BILL IS BASED ON INDIVIDUAL USAGE.

Would you describe your water bill as value for money?

- Explore why / why not
- Explore what making comparisons with

Section 3 Initial views on sustainable abstraction 10 mins

MODERATOR TO EXPLAIN PURPOSE OF THE RESEARCH & WHAT LOOKING TO ACHIEVE FROM THE SESSION …

Water companies are allowed to take a certain amount of water from the environment each year to provide water to their customers. This can be from natural lakes, man-made reservoirs, rivers and streams, and groundwater (water underground that is then pumped to the surface). This is known as 'water abstraction'.

The amount water companies are allowed to take is agreed (in a legal 'abstraction licence') with the regulator, the Environment Agency, for each individual water source.

After taking the water from the environment, it is then treated so that it is safe to drink and supplied through a series of pipes to the 1.3 million customers in the Wessex Water area.

With growing populations there are increased demands on water supply. Wessex Water needs to ensure there is a suitable supply of water for the future. However, there is also a need to reduce the amount of water taken out of rivers, streams and groundwater sources which could be done by either reducing the demand for water or increasing the amount supplied from other sources.

Wessex Water currently takes around 330 million litres of water from the environment every day. Wessex Water has been tasked with reducing the water taken by 20 million litres a day (about 6%) between 2025-2035 and by 50 million litres a day to 280 million litres a day (about 15%) by 2050.

The challenge is how this should be achieved.

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The aim of this research is twofold – firstly to show you different approaches Wessex Water could take to help solve this issue and to understand your preferences AND secondly to explore if the ways the different possible options are explained to you makes sense. If they don't, we can change them before we design a short survey to capture the views of a larger sample of customers.

- Any questions about what I've said?
- Anything not make sense?

Does the phrase water abstraction or sustainable abstraction make sense or is it jargon?

- Is there a better way to explain this
- What words would you use to clearly explain this?

Were you previously aware of the need to take less water from rivers and groundwater?

- If so how and why aware

Before I show you various approaches being considered, do you have any ideas around how you would you solve the challenge of reducing the amount of water that is needed to be taken out of rivers and groundwater sources?

- Why suggest this
- Expected impacts
- Expected level of water saving (small, medium or large)

IF NOT ALREADY MENTIONED DISCUSS ANY OF THE POSSIBLE ACTIONS BELOW

LIST:

- REDUCING LEAKAGE
- IMPROVING HOUSEHOLD WATER EFFICIENCY
- IMPROVING BUSINESSES WATER EFFICIENCY
- SWITCHING CUSTOMERS TO SMART METERING
- GOVERNMENT LEGISLATION OR INTERVENTION
- WATER EFFICIENCY LABELLING FOR NEW APPLIANCES
- BUILDING A NEW RESERVOIR

For each of the above:

- Reactions to suggestion
- Expected impacts
- Expected level of water saving (small, medium or large)

ONCE DISCUSSED AND REVIEWED ALL THE IDEAS

As Wessex Water need to reduce the water taken from the environment by 20Ml/d (about 6%) between 2025-2035 and by 50 million litres a day to 280 million litres a day by 2050 what would be the key 1, 2 or 3 things you would do to achieve this from the ideas just discussed?

- Explore what and why

Section 4 Review detailed descriptions 20 mins

USING **SHOWCARDS ON SCREEN** OR PAPER VERSION SENT OUT IF INTERVIEW ON TELEPHONE GO THROUGH EACH OF THE 6 DETAILED DESCRIPTIONS IN TURN USING SCREEN SHARE AND ASK FOR EACH ONE:

Review the information:

- Anything that is confusing?
- Any words or phrases that you think most people may struggle to understand?
- Is there a better way to explain it?
- How could the information be improved to make it easier to understand?
    - What to remove
    - What to change
    - What needs to be added

Reactions to the visual imagery used:

- Does it help or hinder
- How well does it relate to the issue
- Any changes or improvements to help clarity

Reactions to the numbers used:

- Are they clear or confusing
- Any changes or improvements to help clarity

What is the best way to communicate the impacts on carbon emissions? – explore why

- Just having a number expressed in tonnes
- Just having an equivalent – such as flying from London to New York x number of times or driving a petrol car x miles or somethings else
- Just having visuals showing if it would have a small, medium or large impact

- A combination – if so what

From what you have read how appealing would this option be?

- Explore why or why not
- What do you see as the positives of this possible action
- What do you see as the downsides of this possible action
- *moderator to note if the answers show an understanding of the activity or not and if respondents can make an informed opinion with the information given*

MODERATOR TO GO THROUGH THE NEXT DESCRIPTION USING THE SAME QUESTIONS

When reviewed all 6 Infographics what would be your advice to make things as clear as possible on:

- Position and size of any images
- 3, 5 or 10 point scale
- Position of how activity will be delivered
- Advantages, disadvantages or just points to consider
- Use bullet points or sentences
- Anything else

Section 5 Customer priorities 15 mins

HAVING LOOKED AT AND DISCUSSED ALL 6 POSSIBLE OPTIONS TO REDUCE THE AMOUNT OF WATER THAT IS NEEDED TO BE TAKEN OUT OF RIVERS AND GROUNDWATER SOURCES – ALONG WITH THE IMPACTS OF EACH OPTION, WE ARE INTERESTED TO KNOW WHICH OPTIONS YOU THINK WESSEX WATER SHOULD ADOPT TO ACHIEVE THE TARGET OF REDUCING THE AMOUNT OF WATER TAKEN BY ABSTRACTION BY 20ML/D (ABOUT 6%) BETWEEN 2025-2035 WESSEX WATER AND BY 50ML/D TO 280ML/D (ABOUT 15%) BY 2050.

Moderator to note if the answers given show an understanding of the different options or not and if respondents can make an informed opinion with the information given

Any options you would discount as being ineffective?

- Explore what and why

Any options that have strong appeal?

- Explore what and why

Any ideas missing which you feel Wessex Water should consider?

- Explore what and why

Should the focus be on increasing water supply or decreasing the demand for water?

- Explore what and why

Should the focus be on changing customer behaviours or building / engineering solutions?

- Explore what and why

Which factors should be most important when Wessex Water are looking to make a decision?

- Group into very important, quite important and less important
    - The amount of water it would save
    - The carbon impact involved
    - The time it would take to implement
    - The level of disruption involved in implementing it
    - The financial cost to customers
    - Something else

Section 6 Summary 5 mins

If you had to choose only 1 or 2 of the options discussed to achieve the water taken out of the environment targets – what would you do?

- Explore what and why

How easy or difficult was it to make your choices?

Any other advice to pass back to Wessex Water?

Thank and close

Wessex Water - SA Survey

HH Survey – Invitation email text

SUBJECT HEADER: Have your say on your future water bill.

Dear **(TEXT SUB FROM CONTACT DATABASE)**

Wessex Water provides water and sewerage services in your area and we've been commissioned by them to invite you to **take part in a survey**.

The survey will help Wessex Water shape the services it provides in the future and to decide how much it charges customers like you for your water services. You can read more about this in the attached letter.

Anyone who completes the survey will be entered into a prize draw where **you could win a cash prize of £500**.

To take part, simply click on the link below and complete the survey online – it should take around 20 minutes;
(INSERT LINK WITH EMBEDDED PASSWORD)

Please complete the survey by **Sunday 16 April**.

Qa Research Ltd is an independent research company and this survey is being carried out according to the Market Research Society's Code of Conduct. All your answers and information you provide will be treated as confidential in accordance with the Data Protection Act and GDPR legislation. If you'd like to contact us about this survey you can email WessexSurvey@Qaresearch.co.uk

Thanks for taking part – your opinions are very important.

Michael Fountain
Project Manager
Qa Research

For information about how your personal data is used by Wessex Water, please see their privacy notice available at https://wessexwater.co.uk/privacy-policy or call them on 0345 600 4 600* (Monday to Friday, 8am to 6pm).
*Calls to 0345 numbers from UK landlines cost no more than calls to standard UK landline numbers. If you're calling from a mobile please check with your service provider as sometimes calls can cost more. Calls may be recorded for quality, security and training purposes.

March 2023

Dear Customer

Thank you for your interest in our survey.

We have commissioned independent research company Qa Research Ltd to carry out this survey on our behalf and to contact customers like you to invite them to take part.

We provide water and sewerage services to properties in your area.

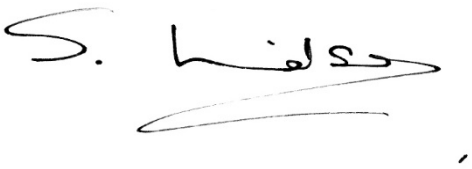
Every five years, all water companies have to submit a business plan to Ofwat (the government regulator who oversees the water industry). The plan sets out targets for various service areas and outlines what the company can charge customers in their bills to help it meet these targets.

This survey asks for your views on alternative ways we could meet one of these targets and how these choices could affect your water bill. The findings will be very important and will help us to agree with Ofwat what our service and charges will be between 2025 and 2030.

Please take the time to complete the survey.

If you'd like to talk to us about this survey, you can contact the Wessex Water Customer Services team on 0345 600 4 600 (Monday to Friday, 8am to 6pm).

Thank you for your interest in the survey.



Sue Lindsay
Customer Director
Wessex Water

Wessex Water
Claverton Down
Bath BA2 7WW
Tel 01225 526 000
Web wessexwater.co.uk

- All questions, (including prompts for interviewers/respondents e.g. 'Tick all that apply') are formatted with the 'Question' style in blue.
- All responses are formatted using 'Response' style in red.
- Instructions (i.e. routing instructions) are formatted using the 'Instruction' style in black.

Wessex Water Sustainable Abstraction Survey 2023 - Main Version

This survey is being conducted by Qa Research, an independent research company on behalf of Wessex Water.

Every 5 years, all water companies prepare a plan for their regulator Ofwat that sets out targets for various service areas and outlines what the company can charge customers in their bills to help it meet these targets. **This survey asks for your views on alternative ways Wessex Water can meet its targets and how these choices affect your water bill.**

The survey should take **around 20 minutes** and at the end you'll have the chance to be entered into a **prize draw where you could win £500**.

This survey will be carried out according to the Market Research Society's Code of Conduct and all your answers and information you provide will be treated as anonymous and confidential in accordance with the Data Protection Act. You can read more about how your Personal Data is protected here (www.wessexwater.co.uk/privacy-policy/)

Please click on the arrow to start the questionnaire.

NEXT

S1a. Firstly, we just need to confirm your postcode to ensure that we ask you the right questions for your area.

We have your home postcode as *(TEXT SUB FROM CONTACT DETAILS)*. Is this correct?
SINGLECODE
Yes
No

ASK S1b IF NO AT S1a, OTHERS CONTINUE
S1b. Please tell us your postcode below.
WRITE IN
Prefer not to say
IF 'Prefer not to say' SHOW THE FOLLOWING ON SAME PAGE AS S1b;
We need to confirm your postcode to ensure that people are asked the right questions for the area they live in, so please could you provide it.

MATCH POSTCODE TO WESSEX WATER CUSTOMER POSTCODE LIST:

- *THANK AND CLOSE IF;*
  - *NOT A WESSEX CUSTOMER*
  - *WASTE WATER ONLY CUSTOMER OF WESSEX*
  - *NO POSTCODE IS GIVEN.*

SHOW IF WESSEX <u>WATER SUPPLY AND WASTEWATER CUSTOMER</u>:
This survey is being carried out on behalf of Wessex Water, the company responsible for supplying water to homes and businesses and operating the sewerage network in your area. The findings from this survey will help Wessex Water plan for the future.

SHOW IF WESSEX <u>WATER SUPPLY ONLY CUSTOMER</u>:
This survey is being carried out on behalf of Wessex Water, the company responsible for supplying water to homes and businesses in your area. The findings from this survey will help Wessex Water plan for the future.

To ensure we survey a representative spread of people we would first like to ask some questions about you.

ASK ALL
S2. Do you, or any of the people you live with, work for Wessex Water?
SINGLECODE
Yes – *THANK AND CLOSE*
No

S3. Do you, or any of the people you live with, work in market research?
SINGLECODE
Yes – *THANK AND CLOSE*
No

S4. Are you personally responsible for paying the water bill for your household?
SINGLECODE
Yes – solely responsible
Yes – jointly responsible
Yes – included in your rent
No – *THANK AND CLOSE*

S5. In total, how many people live in your household? Please include both adults and children.
SINGLECODE
1
2
3
4
5
6 or more
Prefer not to say

SECTION 1: WATER BILL

The next question is about your water bill.

Q1. To make sure we ask the questions in a way that reflects your water usage and how much you pay, please tell us how much your water bill currently is. Please think about all the charges you pay, including both your water supply and waste water services.

TEXT SUB FROM SAMPLE FOR THOSE RECEIVING 2 BILLS: If you receive separate bills for your water and wastewater please think about the total amount you pay across both bills.

Your best estimate is fine. Please do not enter decimal points or commas.

You can tell us the weekly, monthly, 6-monthly or annual costs, whichever suits you.

£*NUMERIC RESPONSE* per Week - *CALCULATE ANNUAL COST (x52) – THIS is (£A)*
£*NUMERIC RESPONSE* per Month - *CALCULATE ANNUAL COST (x12) – THIS is (£A)*
£*NUMERIC RESPONSE* every 6 months - *CALCULATE ANNUAL COST (x2) – THIS is (£A)*
£*NUMERIC RESPONSE* per Year - *TAKE THIS AS THE ANNUAL COST – THIS is (£A)*
Don't know
IF 'Don't know' AT Q1 GOTO Q2, OTHERS CONTINUE

IF 'Don't know' AT Q1 CALCULATE THE TYPICAL WATER BILL AS FOLLOWS:

IF METERED FROM SAMPLE AND OCCUPANCY GIVEN AT S5 USE THE DATA AND TEXT BELOW;

HOUSEHOLD OCCUPANCY	*AVERAGE ANNUAL METERED CHARGE*
1	*£314*
2	*£470*
3	*£563*
4	*£665*
5	*£726*
6 or more	*£790*

TEXT SUB IF WEEKLY/MONTHLY/6 MONTHLY AT Q1: This means you spend around £*(£A)* per year on your water bill.

SHOW IF ANNUAL BILL IS MORE THAN £1,000 PER YEAR
Compared with other customers, that's quite a high bill.

If this doesn't look right you can go back and change it by clicking on the PREVIOUS button below.

TEXT SUB IF YEARLY AT Q1: Thanks for confirming you spend £*(£A)* per year on your water bill.

SHOW IF ANNUAL BILL IS MORE THAN £1,000 PER YEAR
Compared with other customers, that's quite a high bill.

If this doesn't look right you can go back and amend this figure by clicking on the PREVIOUS button below.

A typical annual water bill for a household customer in your area is currently around £*[TEXT SUB FROM TABLE ABOVE BASED ON S5]* per year.

IF METERED FROM SAMPLE AND 'Prefer not to say' AT S5 USE THE TEXT BELOW;
A typical annual water bill for an average sized household customer in your area is currently around £516 per year.

IF UNMETERED FROM SAMPLE USE THE TEXT BELOW;
A typical annual water bill for a household customer in your area is currently around £426 per year.

SECTION 2: PACKAGE BUILDING EXERCISES (UNINFORMED)

To provide water for people to use in homes and at work, Wessex Water takes water from man-made reservoirs, rivers and streams. They then clean it so it is safe to drink and pump it to homes and businesses across the region.

The amount of water that Wessex Water is allowed to take from each water source is set by the Environment Agency.

Taking too much water from rivers and streams can cause problems for nature and wildlife. For example, some fish, water insects like dragonflies and plants might suffer if river flow levels are lowered because too much water has been taken out.

Some rivers in the Wessex Water region are particularly precious. Chalk streams are very rare in the world, most occur in England and there are several in the Wessex Water region. The Environment Agency wants to protect nature and wildlife in these rivers more.

Q2. Have you thought about where the water you use comes from before today?
SINGLECODE
Yes
No
Don't know

NEXT SCREEN

There's currently enough water in the Wessex Water area to meet the needs of all homes and businesses. But demand for water may increase in the future due to;

- A growing population
- Climate change

In addition, **the amount of water that is currently taken from some rivers and streams needs to be reduced to lessen the impact on nature and wildlife** in these places.

To ensure there's enough water to meet the needs of everyone into the future, Wessex Water could invest in a mix of new methods that either;

- Reduce the demand for water

OR

- Increase the amount supplied from more sustainable sources.

Each of these alternative methods has different potential costs and advantages and disadvantages.

Q3. Before today, how familiar would you say you were with the need to reduce the amount of water taken from rivers and streams
SINGLECODE
I had no understanding at all
I was aware of it, but don't know much
I had a good understanding
Don't know

NEXT SCREEN

Every day, Wessex Water currently takes around 330 million litres of water from reservoirs, rivers and streams to supply homes and businesses.

They are aiming to **reduce the water taken by 10 million litres a day (about 3%) between 2025-2030.** This is equivalent to the amount of water in 20 normal sized public swimming pools.

This survey asks for your opinions on the best way to achieve this. We want to hear your opinions because it affects you: part of your water bills from 2025-2030 will be used to reduce the amount of water taken from rivers and streams.

We shorten million litres a day to ML/d.

NEXT SCREEN

Here are the different methods that Wessex Water could invest in to reduce the amount of water that is taken from local rivers and streams - please take a moment to read each one;

METHOD 1 Reducing leakage from water supply pipes
METHOD 2 Supporting household customers to reduce the amount of water they use at home
METHOD 3 Supporting businesses and other organisations to reduce the amount of water they use
METHOD 4 Switching customers to smart water meters.
METHOD 5 Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient
METHOD 6 Creating a new reservoir from a former quarry as a new source of water

NEXT SCREEN

All investments made by Wessex Water are ultimately paid for by you and other customers through your water bill.

Therefore, when we ask you to choose how to reduce the water taken by 10 million litres a day (ML/d) using these methods, you will also see that **there is an impact on your bill for choosing each method.**

Some methods cost more to do than others, so **this impact would increase or decrease depending on how many ML/d you allocate to each method.**

Be aware that other things will affect what your water bill is in 2025-30, apart from your choices;

- Bills will increase over time because of inflation
- Other household bills may also go up or down, affecting the amount of money you have to spend.

TABLE 1: RESPONDENT LEVEL VALUE FOR EXERCISES

The values below will be calculated for each individual respondent;

	EXERCISES 1-4		*VALUE FOR EXERCISE 5*					
			0 ML/d	*2 ML/d*	*4 ML/d*	*6 ML/d*	*8 ML/d*	*10 ML/d*
METHOD 1	*(£M1_E14)*		*(£M1_0)*	*(£M1_2)*	*(£M1_4)*	*(£M1_6)*	*(£M1_8)*	*(£M1_10)*
METHOD 2	*(£M2_E14)*		*(£M2_0)*	*(£M2_2)*	*(£M2_4)*	*(£M2_6)*	*(£M2_8)*	
METHOD 3	*(£M3_E14)*		*(£M3_0)*	*(£M3_2)*	*(£M3_4)*	*(£M3_6)*	*(£M3_8)*	
METHOD 4	*(£M4_E14)*		*(£M4_0)*	*(£M4_2)*	*(£M4_4)*	*(£M4_6)*	*(£M4_8)*	*(£M4_10)*
METHOD 5	*(£M5_E14)*		*(£M5_0)*	*(£M5_2)*	*(£M5_4)*			
METHOD 6	*(£M6_E14)*		*(£M6_0)*	*(£M6_2)*	*(£M6_4)*	*(£M6_6)*	*(£M6_8)*	*(£M6_10)*

EXERCISE 1 – 10ML/d REQUIRED (UNINFORMED)

We'd like to know how you'd prefer Wessex Water to use these methods to reduce the amount of water it takes from local rivers and streams by 10 ML/d (in the next exercise, you'll have the chance to suggest a higher or lower target).

In the table below, select how many ML/d should be allocated to each method to get to the target of 10 ML/d.

Some methods cost more to do than others – so the impact on your bill of saving one ML/d using each of these methods is different.

At the top, you can see the total impact of your choices on your bill. If your bill would increase, this would happen in 2025 and your bill would stay at this higher level for 2025-2030.
Remember;

- You can add whole numbers or numbers with up to 1 decimal place
- You can enter 0.0 for some methods if you want – you don't have to include them all
- **Make sure you're happy with the total impact on your bill of the choices you've made before you press NEXT**
- TEXT SUB IF WATER BILL ENTERED BY RESPONDENT: As a reminder, your annual water bill is (TEXT SUB (£A)) / TEXT SUB IF AVERAGE BILL AMOUNT RECORDED AT Q1: As a reminder, the average annual water bill for a household like yours is (TEXT SUB (£A))

CACLULATE THE TOTAL BILL IMPACT FOR EXERCISE 1 (£B) BASED ON THE CHOICES FROM THE TABLE BELOW.

MAKE SURE (£B) UPDATES AUTOMATICALLY AS EACH CHOICE IS MADE:

TO CALCULATE THE BILL IMPACT FOR EACH METHOD USE THIS FORMULA;

	EXERCISE 1
METHOD 1	*(£M1_E14) x 1EX1*
METHOD 2	*(£M2_E14) x 2EX1*
METHOD 3	*(£M3_E14) x 3EX1*
METHOD 4	*(£M4_E14) x 4EX1*
METHOD 5	*(£M5_E14) x 5EX1*
METHOD 6	*(£M6_E14) x 6EX1*

SHOW THE APPROPRIATE TEXT AND (£B) BELOW AND ENSURE THIS UPDATES AUTOMATICALLY AFTER EACH CHOICE;
Your choices mean that your water bill would (TEXT SUB: stay the same each year / increase by £(£B) per year).

Method	Cost of every 1 ML/d of water saved	Impact on your bill of your choice	ENTER THE NUMBER OF ML/d YOU'D LIKE TO SAVE USING EACH METHOD
Reducing leakage from water supply pipes	*(£M1_E14)*	*(£M1_E14 x 1EX1)*	*1EX1 ALLOWABLE RANGE 0-10*
Supporting household customers to reduce the amount of water they use at home	*(£M2_E14)*	*(£M2_E14 x 2EX1)*	*2EX1 ALLOWABLE RANGE 0-10*
Supporting businesses and other organisations to reduce the amount of water they use	*(£M3_E14)*	*(£M3_E14 x 3EX1)*	*3EX1 ALLOWABLE RANGE 0-10*
Switching customers to smart water meters.	*(£M4_E14)*	*(£M4_E14 x 4EX1)*	*4EX1 ALLOWABLE RANGE 0-10*
Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient	*(£M5_E14)*	*(£M5_E14 x 5EX1)*	*5EX1 ALLOWABLE RANGE 0-10*
Creating a new reservoir from a former quarry as a new source of water	*(£M6_E14)*	*(£M6_E14 x 6EX1)*	*6EX1 ALLOWABLE RANGE 0-10*

Number of ML/d you've selected (REQUIRED NUMBER IS 10)	SHOW RUNNING TOTAL AS EACH METHOD IS SELECTED (ALLOWABLE VALUE: 10)

NEXT SCREEN

EXERCISE 2 – 0-50 ML/d REQUIRED

Now we'd like you to do the same thing again, but **this time you can select any number of ML/d from 0 to 50.**

For example, you might decide that you're happy with the target of 10ML/d , or you might want this to be either lower or higher – it's up to you.

Remember;

- You can add whole numbers or numbers with up to 1 decimal place
- Your final total can be any amount between 0 and 50 ML/d
- You can leave some methods blank if you want
- Make sure you're happy with the total impact on your bill of the choices you've made before you press NEXT
- TEXT SUB IF WATER BILL ENTERED BY RESPONDENT: As a reminder, your annual water bill is (TEXT SUB (£A)) / TEXT SUB IF AVERAGE BILL AMOUNT RECORDED AT Q1: As a reminder, the average annual water bill for a household like yours is (TEXT SUB (£A))

CACLULATE THE TOTAL BILL IMPACT FOR EXERCISE 2 (£C) BASED ON THE CHOICES FROM THE TABLE BELOW.

MAKE SURE (£C) UPDATES AUTOMATICALLY AS EACH CHOICE IS MADE:

TO CALCULATE THE BILL IMPACT FOR EACH METHOD USE THIS FORMULA;

	EXERCISE 2
METHOD 1	*(£M1_E14) x 1EX2*
METHOD 2	*(£M2_E14) x 2EX2*
METHOD 3	*(£M3_E14) x 3EX2*
METHOD 4	*(£M4_E14) x 4EX2*
METHOD 5	*(£M5_E14) x 5EX2*
METHOD 6	*(£M6_E14) x 6EX2*

SHOW THE APPROPRIATE TEXT AND (£C) BELOW AND ENSURE THIS UPDATES AUTOMATICALLY AFTER EACH CHOICE;
Your choices mean that **your water bill would (TEXT SUB: stay the same each year / increase by £(£C) per year).**

Method	Cost of every 1 ML/d of water saved	Impact on your bill of your choice	ENTER THE NUMBER OF ML/d YOU'D LIKE TO SAVE USING EACH METHOD
Reducing leakage from water supply pipes	*(£M1_E14)*	*(£M1_E14 x 1EX1)*	*1EX1 ALLOWABLE RANGE 0-10*
Supporting household customers to reduce the amount of water they use at home	*(£M2_E14)*	*(£M2_E14 x 2EX1)*	*2EX1 ALLOWABLE RANGE 0-10*
Supporting businesses and other organisations to reduce the amount of water they use	*(£M3_E14)*	*(£M3_E14 x 3EX1)*	*3EX1 ALLOWABLE RANGE 0-10*
Switching customers to smart water meters.	*(£M4_E14)*	*(£M4_E14 x 4EX1)*	*4EX1 ALLOWABLE RANGE 0-10*
Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient	*(£M5_E14)*	*(£M5_E14 x 5EX1)*	*5EX1 ALLOWABLE RANGE 0-10*
Creating a new reservoir from a former quarry as a new source of water	*(£M6_E14)*	*(£M6_E14 x 6EX1)*	*6EX1 ALLOWABLE RANGE 0-10*

Number of ML/d you've selected: (YOU CAN SELECT UP TO 50)	SHOW RUNNING TOTAL AS EACH METHOD IS SELECTED (ALLOWABLE RANGE: 0-50)

SECTION 3: INFOGRAPHICS

Now we'd like to give you a bit more detail about the 6 methods that Wessex Water could use to reduce the amount of water it takes from rivers and streams in the region.

Please take a look at the following pictures and answer the question about each one. The purpose of the question is to check your understanding of the detail provided; the answer to the question can be found in the text of the picture.

RANDOMISE ORDER OF SHOWING EACH METHOD

METHOD 1: Reducing leakage from water supply pipes

Please read the following description;

ADD FINAL INFOGRAPHIC

Q4. Which of the following actions could Wessex Water take to reduce leakage?
SINGLECODE
Investing in new technology to find small leaks
Employing more people to fix leaks
Both of the above
Don't know

METHOD 2: Supporting household customers to reduce the amount of water they use at home

Please read the following description;

ADD FINAL INFOGRAPHIC

Q5. How many litres of water can be saved per day by fixing a single leaking toilet?
SINGLECODE
Four litres
Forty litres
Four hundred litres
Don't know

METHOD 3: Supporting businesses and other organisations to reduce the amount of water they use

Please read the following description;

ADD FINAL INFOGRAPHIC

Q6. Which of these two buildings would be eligible for a water saving audit under this scheme?
SINGLECODE
Council building
Private home
Both
Don’t know

METHOD 4: Switching customers to smart water meters

Please read the following description;

ADD FINAL INFOGRAPHIC

Q7. What percentage of Wessex Water customers already have a standard meter?
SINGLECODE
Seven per cent
Seventy per cent
Don’t know

METHOD 5: Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient

Please read the following description;

ADD FINAL INFOGRAPHIC

Q8. What would the proposed new rules require manufacturers and retailers to display?
SINGLECODE
Water efficiency information
Water temperature information
Don’t know

METHOD 6: Creating a new reservoir from a former quarry as a new source of water

Please read the following description;

ADD FINAL INFOGRAPHIC

Q9. What existing structure would be used to create the new reservoir?
SINGLECODE
A boatyard
A quarry
A railway tunnel
Don't know

SECTION 4: PACKAGE BUILDING EXERCISES (INFORMED)

EXERCISE 3 – 10 ML/d REQUIRED (INFORMED)

Now you've had a chance to learn a bit more about each method we're going to ask you to undertake both of the exercises again.

This is so we can understand if your choices have changed as a result of seeing more detail about each possible method for reducing the amount of water taken from rivers and streams.

Firstly, please tell us below how you'd prefer Wessex Water to use these methods to meet its original target of 10 ML/d. **As a start point, the table below is already filled with the choices you made earlier, which you can change if you want to.**

You can see the images again by clicking on the information symbol.

Remember;

- You can add whole numbers or numbers with up to 1 decimal place
- You can enter 0.0 for some methods if you want
- Make sure you're happy with the total impact on your bill of the choices you've made before you press NEXT
- TEXT SUB IF WATER BILL ENTERED BY RESPONDENT: As a reminder, your annual water bill is (TEXT SUB (£A)) / TEXT SUB IF AVERAGE BILL AMOUNT RECORDED AT Q1: As a reminder, the average annual water bill for a household like yours is (TEXT SUB (£A))

CACLULATE THE TOTAL BILL IMPACT FOR EXERCISE 3 (£D) BASED ON THE CHOICES FROM THE TABLE BELOW.

MAKE SURE (£D) UPDATES AUTOMATICALLY AS EACH CHOICE IS MADE:

TO CALCULATE THE BILL IMPACT FOR EACH METHOD USE THIS FORMULA;

	EXERCISE 3
METHOD 1	*(£M1_E14) x 1EX3*

METHOD 2	*(£M2_E14) x 2EX3*
METHOD 3	*(£M3_E14) x 3EX3*
METHOD 4	*(£M4_E14) x 4EX3*
METHOD 5	*(£M5_E14) x 5EX3*
METHOD 6	*(£M6_E14) x 6EX3*

SHOW THE APPROPRIATE TEXT AND (£D) BELOW AND ENSURE THIS UPDATES AUTOMATICALLY AFTER EACH CHOICE;
Your choices mean that your water bill would (TEXT SUB: stay the same each year / increase by £(£D) per year).

PRE-POPULATE THE TABLE BELOW WITH THE RESPONDENT'S RESPONSES TO EXERCISE 1

ALSO, IF THE RESPONDENT DOESN'T CHANGE ANYTHING AT THIS EXERCISE AND PRESSES NEXT SHOW THE TEXT BELOW IN A RED BANNER (THEY WOULD THEN HAVE TO PRESS NEXT AGAIN TO PROCEED)
You haven't made any change to your original choices, only press NEXT if you're sure you don't want to change anything

Method	Cost of every 1 ML/d of water saved	Impact on your bill of your choice	ENTER THE NUMBER OF ML/d YOU'D LIKE TO SAVE USING EACH METHOD
Reducing leakage from water supply pipes	*(£M1_E14)*	*(£M1_E14 x 1EX1)*	*1EX1 ALLOWABLE RANGE 0-10*
Supporting household customers to reduce the amount of water they use at home	*(£M2_E14)*	*(£M2_E14 x 2EX1)*	*2EX1 ALLOWABLE RANGE 0-10*
Supporting businesses and other organisations to reduce the amount of water they use	*(£M3_E14)*	*(£M3_E14 x 3EX1)*	*3EX1 ALLOWABLE RANGE 0-10*
Switching customers to smart water meters.	*(£M4_E14)*	*(£M4_E14 x 4EX1)*	*4EX1 ALLOWABLE RANGE 0-10*
Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient	*(£M5_E14)*	*(£M5_E14 x 5EX1)*	*5EX1 ALLOWABLE RANGE 0-10*
Creating a new reservoir from a former quarry as a new source of water	*(£M6_E14)*	*(£M6_E14 x 6EX1)*	*6EX1 ALLOWABLE RANGE 0-10*

Number of ML/d you've selected (REQUIRED NUMBER IS 10)	SHOW RUNNING TOTAL AS EACH METHOD IS SELECTED (ALLOWABLE VALUE: 10)

NEXT SCREEN

Q10. Thinking about the exercise you've just completed, which ONE of the following best explains how you made your choices for each method?
SINGLECODE - RANDOMISE
Cost – I want to keep my bills low
Environment – I chose the methods that I thought would be most helpful to the environment
Impact on me – I chose the methods that would be the least disruptive to me
Effectiveness – I chose the methods that I thought would be most effective and certain to reduce the amount of water taken from rivers and streams
Understanding – I chose the options I understood better or felt more familiar with
Wessex Water action - I chose methods that put the focus on Wessex Water, more than customers, to do as much as it can to reduce the amount of water taken from rivers and streams
Other
Don't know

EXERCISE 4 – 0-50 ML/d REQUIRED

This time **you can again select any number of ML/d from 0 to 50.**

For example, you might decide that you're happy with the target of 10 ML/d, or you might want this to be either lower or higher – it's up to you.

Again, the table below is already filled with the choices you made earlier, which you can change if you want to.

Remember;

- You can add whole numbers or numbers with up to 1 decimal place
- Your final total can be any amount between 0 and 50 ML/d
- You can leave some methods blank if you want
- Make sure you're happy with the total impact on your bill of the choices you've made before you press NEXT
- TEXT SUB IF WATER BILL ENTERED BY RESPONDENT: As a reminder, your annual water bill is (TEXT SUB (£A)) / TEXT SUB IF AVERAGE BILL AMOUNT RECORDED AT Q1: As a reminder, the average annual water bill for a household like yours is (TEXT SUB (£A))

CACLULATE THE TOTAL BILL IMPACT FOR EXERCISE 4 (£E) BASED ON THE CHOICES FROM THE TABLE BELOW.

MAKE SURE (£E) UPDATES AUTOMATICALLY AS EACH CHOICE IS MADE:

TO CALCULATE THE BILL IMPACT FOR EACH METHOD USE THIS FORMULA;

	EXERCISE 4
METHOD 1	*(£M1_E14) x 1EX4*
METHOD 2	*(£M2_E14) x 2EX4*
METHOD 3	*(£M3_E14) x 3EX4*
METHOD 4	*(£M4_E14) x 4EX4*
METHOD 5	*(£M5_E14) x 5EX4*
METHOD 6	*(£M6_E14) x 6EX4*

SHOW THE APPROPRIATE TEXT AND (£E) BELOW AND ENSURE THIS UPDATES AUTOMATICALLY AFTER EACH CHOICE;
Your choices mean that your water bill would (TEXT SUB: stay the same each year / increase by £(£E) per year).

PRE-POPULATE THE TABLE BELOW WITH THE RESPONDENT'S RESPONSES TO EXERCISE 2

ALSO, IF THE RESPONDENT DOESN'T CHANGE ANYTHING AT THIS EXERCISE AND PRESSES NEXT SHOW THE TEXT BELOW IN A RED BANNER (THEY WOULD THEN HAVE TO PRESS NEXT AGAIN TO PROCEED)
You haven't made any change to your original choices, only press NEXT if you're sure you don't want to change anything

Method	Cost of every 1 ML/d of water saved	Impact on your bill of your choice	ENTER THE NUMBER OF ML/d YOU'D LIKE TO SAVE USING EACH METHOD
Reducing leakage from water supply pipes	*(£M1_E14)*	*(£M1_E14 x 1EX1)*	*1EX1 ALLOWABLE RANGE 0-10*
Supporting household customers to reduce the amount of water they use at home	*(£M2_E14)*	*(£M2_E14 x 2EX1)*	*2EX1 ALLOWABLE RANGE 0-10*
Supporting businesses and other organisations to reduce the amount of water they use	*(£M3_E14)*	*(£M3_E14 x 3EX1)*	*3EX1 ALLOWABLE RANGE 0-10*
Switching customers to smart water meters.	*(£M4_E14)*	*(£M4_E14 x 4EX1)*	*4EX1 ALLOWABLE RANGE 0-10*
Seeking changes to laws and legislation to introduce water efficiency labelling for domestic appliances and make all new homes more water efficient	*(£M5_E14)*	*(£M5_E14 x 5EX1)*	*5EX1 ALLOWABLE RANGE 0-10*
Creating a new reservoir from a former quarry as a new source of water	*(£M6_E14)*	*(£M6_E14 x 6EX1)*	*6EX1 ALLOWABLE RANGE 0-10*

Number of ML/d you've selected: (YOU CAN SELECT UP TO 50)	SHOW RUNNING TOTAL AS EACH METHOD IS SELECTED (ALLOWABLE RANGE: 0-50)

Q11. Thinking about the exercise you've just completed, which ONE of the following best explains why you chose a total of *(TEXT SUB NUMBER OF TOTAL NUMBER OF ML/d SELECTED IN EXERCISE 4)* ML/d of water abstraction?
SINGLECODE
Cost – I want to keep my bills low
Sustainability – I want to improve sustainability
Consistency – I want to keep things as they currently are
Wessex target – I trust that Wessex's target amount is the right one
Other
Don't know

SECTION 5: DISCRETE CHOICE EXERCISE

We'd now like you to **tell us one last time how you'd reduce the amount of water taken from rivers and streams by Wessex Water's original target of 10 ML/d.**

The table on the next screen shows up to five levels for each method. Each level would make a different contribution to the target of 10 ML/d.

Simply pick the level you'd prefer for each method so that the total adds to 10 ML/d.

In this exercise, you might see different bill impacts for the methods than you saw in the previous exercise.

Bill impacts for each method can change (for example, due to general economic conditions) and Wessex Water wants to understand how your choices would be different if they changed.

NEXT SCREEN

This time, **select your preferred level for each method below.**

Remember;

- The total you choose must add up to 10 ML/d
- You can select 0.0 ML/d for some methods if you want – you don't have to include them all
- Make sure you're happy with the total impact on your bill of the choices you've made before you press NEXT
- TEXT SUB IF WATER BILL ENTERED BY RESPONDENT: As a reminder, your annual water bill is (TEXT SUB (£A)) / TEXT SUB IF AVERAGE BILL AMOUNT RECORDED AT Q1: As a reminder, the average annual water bill for a household like yours is (TEXT SUB (£A))

CACLULATE THE TOTAL BILL IMPACT FOR EXERCISE 5 (£F) BASED ON THE CHOICES FROM THE TABLE BELOW.

MAKE SURE (£F) UPDATES AUTOMATICALLY AS EACH CHOICE IS MADE:

TO CALCULATE THE BILL IMPACT FOR EACH METHOD USE THIS FORMULA;

	EXERCISE 5
METHOD 1	*'Bill impact' FIGURE FOR THE LEVEL CHOSEN*
METHOD 2	*'Bill impact' FIGURE FOR THE LEVEL CHOSEN*
METHOD 3	*'Bill impact' FIGURE FOR THE LEVEL CHOSEN*
METHOD 4	*'Bill impact' FIGURE FOR THE LEVEL CHOSEN*
METHOD 5	*'Bill impact' FIGURE FOR THE LEVEL CHOSEN*
METHOD 6	*'Bill impact' FIGURE FOR THE LEVEL CHOSEN*

SHOW THE APPROPRIATE TEXT AND (£F) BELOW AND ENSURE THIS UPDATES AUTOMATICALLY AFTER EACH CHOICE;
Your choices mean that your water bill would (TEXT SUB: stay the same each year / increase by £(£F) per year).

	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	Level 5	Level 6
RANDOMISE METHOD ORDER	0 ML/d	2 ML/d	4 ML/d	6 ML/d	8 ML/d	10 ML/d
METHOD 1: Reducing leakage from water supply pipes						
Bill impact:	*(£M1_0)*	*(£M1_2)*	*(£M1_4)*	*(£M1_6)*	*(£M1_8)*	*(£M1_10)*
YOUR CHOICE	○	○	○	○	○	○
METHOD 2: *Supporting household customers to reduce the amount of water they use at home*						
Bill impact:	*(£M2_0)*	*(£M2_2)*	*(£M2_4)*	*(£M2_6)*	*(£M2_8)*	
YOUR CHOICE	○	○	○	○	○	
METHOD 3: Supporting businesses and other organisations to reduce the amount of water they use						
Bill impact:	*(£M3_0)*	*(£M3_2)*	*(£M3_4)*	*(£M3_6)*	*(£M3_8)*	
YOUR CHOICE	○	○	○	○	○	
METHOD 4: Switching customers to smart water meters						
Bill impact:	*(£M4_0)*	*(£M4_2)*	*(£M4_4)*	*(£M4_6)*	*(£M4_8)*	*(£M4_10)*
YOUR CHOICE	○	○	○	○	○	○
METHOD 5: Seeking changes to laws and legislation to introduce water efficiency labelling for domestic						

appliances and make all new homes more water efficient						
Bill impact:	*(£M5_0)*	*(£M5_2)*	*(£M5_4)*			
YOUR CHOICE	○	○	○			
METHOD 6: *Creating a new reservoir from a former quarry as a new source of water*						
Bill impact:	*(£M6_0)*	*(£M6_2)*	*(£M6_4)*	*(£M6_6)*	*(£M6_8)*	*(£M6_10)*
YOUR CHOICE	○	○	○	○	○	○

Number of ML/d you've selected (REQUIRED NUMBER IS 10): CALCULATE AND SHOW THE TOTAL BASED ON THE RESPONDENT'S CHOICES IN THE TABLE ABOVE – MAKE SURE THIS TOTAL UPDATES AUTOMATICALLY EACH TIME A SLECTION IS MADE

SECTION 6: FOLLOW-UP QUESTIONS

We're now going to ask you some questions about the choices you have just made.

Q12. Generally, how easy or difficult did you find it to work out the differences between the options you were shown?
SINGLECODE
1 – Very difficult
2
3
4
5 – Very easy
Don't know

ASK Q13 IF SCORE 1-3 AT Q13, OTHERS GOTO Q14
Q13. Why do you say that?
CODES OPEN
Don't know

ASK ALL
Q14. How well do you feel you understood the 6 methods?
SINGLECODE
Very well
Quite well
Not very well
Not at all well
Don't know

ASK Q15 IF 'Not very well' Or 'Not at all well' AT Q14, OTHERS GOTO Q16
Q15. Why do you say that?
CODES OPEN
Don't know

ASK ALL
Q16. How far do you agree or disagree with the following statements?
SINGLECODE – INVERT
Agree strongly
Agree
Neither agree nor disagree
Disagree
Disagree strongly
Don't know

LOOP - RANDOMISE

- If Wessex Water invests more so it can reduce the amount of water it takes from rivers and streams then bills will need to increase
- If your water bill increases so that Wessex Water can invest more to reduce the amount of water is takes from rivers and streams, then you would trust them to use this money to reduce the amount it takes

Q17. How often, if ever, have you contacted Wessex Water due to problems with your water supply or the sewerage network?
SINGLECODE
Multiple times in the last year
Once within the last year
Within the last 1-2 years
More than 2 years ago
Never
Don't know

SECTION 7: DEMOGRAPHIC QUESTIONS

Finally, we'd like to ask you a few questions about yourself to help us understand the views of different types of customers.

If you'd rather not answer any of these questions, please select 'Prefer not to say'.

D1. How would you describe your gender?
SINGLECODE
Female
Male
In another way (Write in)
Prefer not to say

D2. Which of the following age groups do you belong to?
SINGLECODE
16-34
35-44
45-54
55-64
65-74
75+
Prefer not to say

D3. Thinking of the main income earner in your household (which might be you or somebody else in the household) which of these best describes their current employment status?
SINGLECODE
Homemaker/housewife/househusband
Student/Full time education

Retired
Unemployed/on benefits
Factory/manual worker
Crafts/tradesperson/skilled worker
Office/clerical/administration
Middle management
Senior management
Professional
Don't know/prefer not to say
CODES 1-5 C2DE, CODES 6-10 ABC1

D4. What is the highest level of qualification you have attained?
SINGLECODE
GCSE (D-G), CSE grade 2-5,
SCE O Grades D-E/Standard Grades 4-7,
Scottish National Qualifications (Access level),
SCOTVEC National Certificate Modules
NVQ (level 1), GNVQ (Foundn),
BTEC (Intro level)
GCSE (A-C)/GCE O-level passes, CSE grade 1
SCE O Grades A-C / Standard Grades 1-3,
Scottish National Qualifications (Intermediate),
School Certificate / Matriculation
NVQ (level 2), GNVQ (Intm), BTEC (1st level)
GCE 'A'-level, AS Level, SCE Higher Grades A-C,
Scottish National Qualifications (Higher)
NVQ (level 3), GNVQ (Adv), BTEC (National level)
First degree, eg BSc, BA, MA at first degree level
NVQ (level 4), BTEC (Prof level), HND/HNC
Higher degree, eg MSc, MA, MBA, PGCE, PhD
NVQ (level 5), BTEC (Adv prof level)
None of these/Not sure
Prefer not to say

D5. When it comes to paying your water bill, which of the following statements do you most agree with?
SINGLECODE
I regularly struggle with paying my water bill on time, as other payments have priority
I occasionally struggle with paying my water bill on time, when other payments have priority
I rarely struggle with paying my water bill on time
I never struggle with paying my water bill on time
Prefer not to say
Don’t know

D6. Can we just check, have you received financial help with your water bills from any of the following schemes in the last 12 months?
MULTICODE
None
WaterSure – this caps bills for customers with a water meter that are on benefits and have a health condition requiring extra use of water or have 3 or more children at home
Water Direct - where payments for water bills are taken directly from your benefits
Assist scheme - operated by Wessex Water and Bristol Water this offers discounted rates for those on a very low income
Pensioners discount - for low income pensioners
An instalment plan that allows you to make small, but frequent, payments
Another scheme (Write in)
Don't know
Prefer not to say

D7. Please select any of the following circumstances that you feel apply to your household, including yourself.
By long-term we mean it has lasted or is expected to last at least 12 months.
MULTICODE
Someone in my household has a long-term physical health condition
Someone in my household has a long-term mental health condition
None of the above
Prefer not to say

D8. What is your household's annual income before any deductions for National Insurance, Income Tax etc.? You should include all sources of income including wages, pensions, benefits, interest on savings, and rent paid to you.
SINGLECODE
£0 - £19,999
£20,000 - £39,999
£40,000 - £59,999
£60,000 - £79,999
£80,000 - £99,999
£100,000 - £119,999
£120,000 - £139,999
£140,000 or more
Don't know
Prefer not to say

C1. Finally, would you like to be entered into a free prize draw where you could win one of 3 cash prizes?
First prize is £500 and there are two others prizes of £250.
SINGLECODE
Yes
No

The draw will be administered by Qa Research and full Terms and Conditions are shown below and can also be viewed here:
https://www.qaresearch.co.uk/WessexPrizeDraw

Your name and contact details need to be provided so Qa can contact you if you win; your details will not be used for any other purpose. The winner will be drawn at random and notified by telephone/email.

Terms and Conditions of prize draw:
1) The closing date is Monday 17 April 2023. 2) Late entries will not be accepted. 3) There is one cash prize of £500 and two prizes of £250 each. The total prize fund is £1,000. 4) One entry per person. 5) Entries from a similar survey will also be included in this prize draw. 6) The winner will be drawn at random within one month of the closing date and notified by the contact details provided. 7) Qa will attempt to contact winners by phone three times and if on record, by email two times. If contact is not made within seven working days, Qa reserves the right to draw a new winner at random. 8) Winners will receive their prize within 3 weeks of the draw being held. 9) The decision of Qa Research is final and no correspondence will be entered into. 10) The draw is being administered by Qa Research.

C2. Qa Research may carry out some more research in future about the issues covered by this survey. Would you be willing to be contacted to take part in future research?

You would only be contacted to be invited to take part in further research and for no other reason.
SINGLECODE
Yes
No

ASK C3, IF 'Yes' AT C1 OR C2, OTHERS THANK & CLOSE
C3. Please provide the contact details below so you can be contacted *(TEXT SUB IF 'Yes' AT C1 ONLY:* if you win*).*
Name: <check against sample>
Phone: <check against sample>
Email: <check against sample>

Thank you for taking the time to complete this survey.