

# Water efficiency and smart metering – research materials

## Phase 1 materials:

- Recruitment screener
- Interview 1
- Interim tasks
- Workshop guide
- Workshop stimulus

## Phase 2 survey

## Phase 3 materials:

- Interviews 1, 2 & 3

Business plan  
2025-2030



**Wessex Water**  
YTL GROUP

FOR YOU. FOR LIFE.

**PROJECT SCREENER****Project Number: 2233-0019****Project Name: Wessex Water****Project Contact: Kay Middleton****Client: Blue Marble - Sonali****RESEARCH OVERVIEW:**

STAGE 1: 20 of 20 households:

- Week 1 - Initial 45-minute online interview (Zoom)
- Week 1-4 – to take part in a weekly task (20-30 minutes) on an online platform (Incling). This will include trialling some water saving behaviours or tools (so will need to be comfortable carrying these out and having things delivered to their home).
- Week 5 – Follow up 60-minute online interview

STAGE2: 10 of 20 households: (CLIENT TO SELECT)

- Week 7 – take part in 90-minute workshop (tbd if online or in person)

STAGE 3: 8 of 20 households: (CLIENT TO SELECT)

- To take part in extended study running until end of September involve 3 further interviews every 6 weeks between April and October. They will be given additional water saving behaviours or tools to trial over the period.

**Incentive:**

- STAGE 1: £150 (via bacs OR Amazon Voucher)
- STAGE 2: £50 (via bacs OR Amazon Voucher)
- STAGE 3: £200 staggered incentive £50, £50, £100 (via bacs OR Amazon Voucher)

**Sample structure:**

	Recruitment Criteria		
1	1 person Household Aged under 40	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
2	1 person Household Aged under 40		
3	1 person Household Aged 40-65	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
4	1 person Household Aged 40-65		
5	1 person Household Aged 65+	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
6	1 person Household Aged 65+		
7	Couple with no children household Aged under 40	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
8	Couple with no children household Aged under 40		

9	Couple with no children household Aged 40-65	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
10	Couple with no children household Aged 40-65	Must have water meter	
11	Couple with no children household Aged 65+	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
12	Couple with no children household Aged 65+	Must have water meter	
13	Families: couples or lone parent Dependent children aged 0-11	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
14	Families: couples or lone parent Dependent children aged 0-11	Must have water meter	
15	Families: couples or lone parent Dependent children aged 0-11	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
16	Families: couples or lone parent Dependent children aged 12-18	Must have water meter	
17	Families: couples or lone parent Dependent children aged 12-18	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
18	Families: couples or lone parent Dependent children aged 12-18	Must have water meter	
19	Student house	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
20	Shared house	Must have water meter	

- Representation of each of Wessex Water's segments (minimum 2 HHs per segment)
- 12x homeowners; 8x renters
- At least 3x households to be non-white British/non-UK religious/cultural lifestyle
- 4x households to include someone with long-term health issues/disability (vulnerable)
- All must be comfortable with Zoom, have laptop/tablet/desktop AND smartphone, have good internet connection



**SCREENER START:**

Hello, my name is \_\_\_\_\_ and I am from \_\_\_\_\_, a market research company.

We are looking for people to take part in an exciting project on behalf of your water company, Wessex Water. They're looking to talk to a selection of customers who all use a water meter.

We're looking for participants who are happy to take part in up to 3-stages of research for this project

**Stage 1:**

**w/c 14<sup>th</sup> March for interview, 21<sup>st</sup> March – 10<sup>th</sup> April for platform**

INCENTIVE: £150

- 45-minute interview on Zoom with a research moderator
- 4x 20-30 minute tasks over 4 weeks using an online platform called Incling. The tasks will involve you trialing some water-saving behaviours or tools over this time, so you'll need to commit to the tasks and be willing to take deliveries of equipment.
- 60-minute interview on Zoom with a research moderator

10 respondents will then be selected to take part in stage 2 of the research:

**w/c 11<sup>th</sup> April**

INCENTIVE: £50

- Attend a 90-minute focus group – this may in-person or via Zoom (TBC)

8 respondents will then be selected to take part in stage 3 of the research:

**April-October**

INCENTIVE: £200 (STAGGERED OVER 3 MONTHS £50, £50, £100)

- You will be given additional water saving behaviours or tools to trial over the period.
- Undertake 3 further interviews every 6 weeks between April and October.

Are you interested in taking part?

 No (THANK & CLOSE) 

 Yes (CONTINUE) 

**Firstly**, our discussions with you will be held via an online platform, some of the tasks will be easier for you to view on larger devices.

**ASK ALL:**
**S1A:** Please tell us which devices you have available to you

1	I have a laptop computer		<b>ALL MUST HAVE 1 OF THESE DEVICES</b>
2	I have a desktop computer		
3	I have a tablet		
4	I have a smart phone		<b>ALL MUST HAVE A SMART PHONE</b>

**ASK ALL:**
**S1B:** Do your device and smartphone BOTH have a working microphone and camera?

 No (THANK & CLOSE) 

 Yes (CONTINUE) 
**ALL MUST CODE YES**
**ASK ALL:**
**S1C:** How do you feel about using your device to join a Zoom call, join an online platform (Incling) and record and upload images and videos?

1	VERY PROFICIENT		<b>CONTINUE</b>
2	PROFICIENT		<b>CONTINUE</b>
3	NEED SOME ASSISTANCE:		<b>CLOSE</b>

**ALL MUST CODE 1 OR 2.**

**ASK ALL:**

**S1D:** On a scale of 1-10 (where 10 means it's excellent, consistently super-fast with zero connection problems and 1 means it's always dropping off or causing problems), how would you describe your home internet / Wi-Fi / broadband?

1	2	3	4	5	6	7	8	9	10
<b>Close</b>						<b>Continue</b>			

**ALL RESPONDENTS SHOULD CODE 7+**

**ASK ALL:**

**Q1:** Contact details

a) Respondent Name:	
b) Respondent Mobile Number:	
c) Respondent Email Address:	
d) Respondent Postal Address:	

**RECORD ALL FOR INFO**

**ENSURE RESPONDENTS ADDRESS IS WITHIN BLUE SHADED AREAS ON MAP.**

**ASK ALL:**

**Q2:** Please can I ask you to confirm which gender you identify as?

Male	
Female	
Prefer to self-describe	
Prefer not to say	

**PLEASE RECRUIT AN EQUAL MIX OF GENDERS ACROSS THE SAMPLE**

**ASK ALL:**

**Q3A:** Age: .....

- RECRUITS 1,2,7,8 MUST ALL BE UNDER 40 YEARS OLD.**
- RECRUITS 3,4,9,10 MUST ALL BE AGED 40-65 YEARS OLD**
- RECRUITS 5,6,11,12 MUST ALL BE AGED 65 YEARS OR OVER**
- RECRUITS 13-20: RECRUIT A SPREAD OF AGES**

**ASK ALL:**

**Q3B:** Which of the following best describes your household makeup?

I am single/separated/divorced/widowed and live alone	1	<b>RECRUIT FOR RESPONDENTS 1,2,3,4,5,6</b>
I am single/separated/divorced/widowed and in a shared house with others in a similar situation	2	<b>RECRUIT FOR RESPONDENT 20</b>
I live with my partner/spouse, but we have no children	3	<b>RECRUIT FOR RESPONDENTS 7,8,9,10,11,12</b>
I live with my partner/spouse, but our children no longer live with us	4	<b>RECRUIT FOR RESPONDENTS 7,8,9,10,11,12</b>
I'm single/divorced/separated/widowed and live with children aged 0-11 years old	5	<b>RECRUIT FOR RESPONDENTS 13,14,15</b>
I'm single/divorced/separated/widowed and live with children aged 12-18 years old	6	<b>RECRUIT FOR RESPONDENTS 16,17,18</b>
I live with my partner/spouse and children aged 0-11 years old	7	<b>RECRUIT FOR RESPONDENTS 13,14,15</b>
I live with my partner/spouse and children aged 12-18 years old	8	<b>RECRUIT FOR RESPONDENTS 16,17,18</b>
I'm a student and I live with other students in a shared house	9	<b>RECRUIT FOR RESPONDENT 19</b>
I live in another scenario not listed – please state	10	<b>CHECK WITH BEAM</b>

**ASK ALL:****Q4:** How would you describe your ethnicity?

White	<b>English/Welsh/Scottish/Northern Irish/British</b>	1
	<b>Irish</b>	2
	<b>Gypsy or Irish Traveller</b>	3
Mixed / Multiple ethnic groups	<b>White and Black Caribbean</b>	4
	<b>White and Black African</b>	5
	<b>White and Asian</b>	6
Asian /Asian British	<b>Indian</b>	7
	<b>Pakistani</b>	8
	<b>Bangladeshi</b>	9
	<b>Chinese</b>	10
Black / African / Caribbean / Black British	<b>African</b>	11
	<b>Caribbean</b>	12
Other Ethnic group	<b>Arab</b>	13
	<b>Any other ethnic group</b>	14
Don't know / prefer not to state		15

**AT LEAST 3X HOUSEHOLDS TO BE NON-WHITE BRITISH/NON-UK RELIGIOUS/CULTURAL LIFESTYLES****ASK ALL:****Q5A:** For classification purposes, which of the following best describes the profession of the person in your household with the largest income.

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director)	1	A
Intermediate managerial/ professional/ administrative (e.g. trainee Doctor or Solicitor, Director of small company, middle management)	2	B
Supervisory / junior managerial/ professional/ administrative (e.g. Office worker, Foreman, Salesperson)	3	C1
Student	4	C1
Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker)	5	C2
Semi or unskilled manual work (e.g. Manual workers, apprentice, Caretaker, van driver, shop assistant)	6	D
Casual worker – not in permanent employment	7	E
Housewife/ Homemaker	8	E
Retired and living on state pension	9	E
Unemployed or not working due to long-term sickness	10	E
Full-time carer of other household member	11	E

**10X RECRUITS MUST CODE ABC1**

**10X RECRUITS MUST CODE C2DE**

**ASK ALL:**

**Q5B:** Do you or does anyone in your household work for any of the following, or have worked at the following within the past 5 years?

	Yes	No
Advertising/Marketing/Branding	CLOSE	
Public Relations or Sales Promotion	CLOSE	
Market Research	CLOSE	
T.V./Radio Station/Media	CLOSE	
Newspaper/Magazine/Journalism	CLOSE	
Any utilities service provider (e.g. electricity, gas or water company or any of its affiliates e.g. Ofwat, Defra, CCW, DWI, EA or NRW in Wales)	CLOSE	
None of the above	CONTINUE	

**ASK ALL:**

**Q5C:** What is your occupation and what industry does it operate in?

.....

**MUST NOT BE ASSOCIATED WITH A HOUSEHOLD UTILITIES PROVIDER E.G. WATER COMPANY OR ANY OF ITS AFFILIATES (OFWAT, DEFRA, CCW, DWI, EA OR NRW IN WALES)**



**ASK ALL:****Q6A:** When was the last time you participated in market research of any kind?

\_\_\_\_\_

**CLOSE IF TAKEN PART IN THE LAST 3 MONTHS**

*Note to recruiter: we are happy to include some respondents who have taken part in research before if you think they would be ideal for this type of project. Across the sample, no more than 1/3 to have taken part in past research.*

**ASK ALL:****Q6B:** How many times have you ever participated in market research of any kind?

\_\_\_\_\_

**CLOSE IF THREE OR MORE TIMES.****ASK ALL:****Q6C:** I'd like to know which, if any, of the following topics have been discussed during the research in which you have participated. Was the topic about...

Automobiles		<b>CONTINUE</b>
Household renovations		
Food/beverages		
Cooking habits		
Household utilities e.g., gas/electric/water		<b>CLOSE</b>

**CLOSE IF PREVIOUS RESEARCH INVOLVES UTILITY PROVIDERS****ASK ALL:****Q7A:** Can you tell me if you own or rent your home, and how you rent?

1	Own home (mortgage or outright owned)		<b>CONTINUE</b>
2	Rent through a private landlord		<b>CONTINUE</b>
3	Rent through social housing		<b>CONTINUE</b>
4	Other type of ownership/renting		<b>CLOSE</b>

**RECRUIT 12X HOMEOWNERS; 8X RENTERS****ASK ALL:****Q7B:** And how long have you lived in your property?

1	Less than 6 months		<b>CLOSE</b>
2	6-12 months		<b>CONTINUE</b>
3	12 months or more		<b>CONTINUE</b>

**ASK ALL:****Q7C:** Which of the following does your home have?

<b>A water meter</b>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>MUST CODE YES</b>
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An energy smart meter	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>
A smart thermostat (e.g. HIVE)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>
An Alexa device, or equivalent	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>

**ALL MUST HAVE A WATER METER**

**ASK ALL:**

**Q7D:** Which of the following bills are you responsible for paying?

	I am solely responsible for paying this bill	I am jointly responsible for paying this bill	I do not pay this bill. It is the responsibility of someone else in the household (parent/the home owner)	I do not pay - this is paid through rent/landlord/partner or other way
Electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ALL MUST BE SOLELY OR JOINTLY RESPONSIBLE FOR PAYING FOR THEIR WATER BILL**

**ASK ALL:**

**Q7E:** And which company supplies the following utilities to your household?

Electricity	
Broadband	
Water	

**ALL MUST CODE WESSEX WATER FOR WATER SUPPLY.**

**ASK ALL:**

**Q8A:** Can you tell me...

	<b>1: A great deal</b>	<b>2: A fair amount</b>	<b>3: Some effort</b>	<b>4: Not much effort</b>	<b>5: No effort</b>
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How much effort do you make at home to save water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**CODE 1 OR 2 = HIGH ; CODE 3 OR 4 OR 5 = LOW**

**ASK ALL:**

**Q8B:** Please tell me which, if any, of these apply to you? (MULTICODE)

1	I volunteer for a local organisation or a local charity	<input type="checkbox"/>
2	I'm a member of an online group (like Facebook) for people living in my area	<input checked="" type="checkbox"/>
3	I'm a member of a local action group like Neighbourhood Watch, Floodwatch, a conservation group or the Parish Council	<input type="checkbox"/>
4	I often pick up litter near where I live	<input type="checkbox"/>
5	I report overflowing drains or leaking pipes in my neighbourhood	<input type="checkbox"/>
6	I choose or recommend companies because they do things for the local community like sponsoring a local team, or donating to a local charity	<input type="checkbox"/>
7	None of these	<input type="checkbox"/>

**CODE 1 OR MORE ACTIVITIES = HIGH ; NO ACTIVITIES = LOW**

**ASK ALL:**

**Q8C:** On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how strongly agree with the following statement?

***"I worry about not being able to afford my water bill"***

**CODE 1 OR 2 = HIGH ; CODE 3 -10 = LOW**

	Responsible Citizens	My World & Cost Conscious	Family Focus	Closed World View	Young Disconnected	Stretched & Struggling
Water saving effort	HIGH	HIGH	LOW	HIGH	LOW	HIGH OR LOW
Community focus	HIGH	HIGH	HIGH	LOW	LOW	LOW
Bill affordability	HIGH	LOW	HIGH OR LOW	HIGH	HIGH	LOW
Age	50-70	50-70	35-54	40-60	Under 40	Under 40

**RESPONDENT SEGMENTATION:** .....

**AT LEAST 2 RESPONDENTS ACROSS SAMPLE TO CODE IN EACH OF THE SEGMENTS OUTLINED ABOVE**

**ASK ALL:**

**Q9:** We are looking to include people who may need additional help and support. I'm going to read out a list of different circumstances which may or may not relate to you or someone in your household. Please can you tell me which if any of the following apply – and I will stress again, this is all in confidence.

**Ongoing circumstances:**

1. Health conditions that impact daily living e.g. the ability to work, the need for either daily care; or the need for targeted support to carry out tasks associated with normal living (shopping, cleaning, getting around)
2. A mental health condition that sometimes or always impacts daily living in terms of working or managing certain tasks/situations
3. A physical disability affecting daily living e.g. sight loss, hearing loss, limited mobility

**Recent circumstances (last 2 years):**

4. Sudden loss of household income: redundancy, contract termination, inability to work
5. Short term health issue: injury, surgery/post op recovery or serious illness that is temporarily impacting the ability to carry on with life in the normal way
6. Bereavement of partner, parent, close family member in the last year
7. Relationship breakdown: divorce, or separation from partner (where living together, sharing financial responsibilities.) in the last year

**4 RESPONDENTS ACROSS THE SAMPLE MUST CODE YES TO STATEMENTS 1,2 OR 3**

**ASK ALL:**

**Q10A:** As part of the research, we will require you to capture and share video and images of you and others within your household if applicable. Please can you verify that you are comfortable and willing to do so:

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK THOSE IN A MULTI-PERSON HOUSEHOLD:**

**Q10B:** As the lead respondent, are you happy to gain consent from the others in your household to their permission to participate in the research study?:

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK ALL:**

**Q10C:** As part of the research, Wessex Water will need access historic and current data from your water meter. Are you happy for Wessex Water to do so?

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

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*Thank you so much for answering my questions, you meet all the eligibility requirements so it would be great if you could take part.*

*The answers to the questions I've just been through with you will now be shared with BEAM Fieldwork who will share these with the Research Agency. BEAM Fieldwork will be in touch to confirm you for the research via email, chat to you further about the research on the phone and schedule in your ZOOM meetings with Blue Marble.*

**Recruiter Declaration**

*I confirm that this recruitment screener has been carried out with the respondent named, and that it was done in accordance with the instructions of BEAM Fieldwork and the Code of Conduct of the Market Research Society.*

**Recruiter Name:**

**Recruiter Signature:**

**Date:**

## Wessex Water\_Water saving and smart meters Discussion Guide – Interview 1

**Introduce self and Blue Marble** – independent market research company who run research on behalf of organisations.

**This project is on behalf of Wessex Water** – they want to learn about their customers, so you and your household and your day-to-day behaviours.

**Data protection** – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes

### Introduction (10 mins)

Let's start with a quick introduction:

- Name
- Age
- Where you live
- Who else is at home?
  - If other household members are present ask them to introduce themselves, and their relationship to the lead respondent
- What keeps you all busy? What do you all do for work and for fun?

Great to meet you. Can you tell me a bit about your household:

- What is your home like? Talk me through it.
  - Probe: number of bedrooms/bathrooms, flat/house, owning/renting
- How would you describe your lifestyle?
- How much time do you spend at home? Does anyone in your household work from home regularly?
- What's it like living together? What are the kinds of things you do as a household vs. do independently?
- For couples: are there any household habits or ways of living you've adopted from each other?
  - Moderator to probe on specific habits related to running the household e.g. chores, and listen out for habits related to water use

At the moment, everyone is going through some difficult times, coming out of COVID and now with the energy crisis

- How is your household coping?
- Is it something that worries you?
- Has it affected your day-to-day life in any way?
- Are there any habits or behaviours you've adopted to try and keep costs down in the house?
  - Where did you learn these behaviours?
  - Are these things you do solely to keep the bills down or are there any other benefits?
- Do you currently have any smart meters installed in your home for your energy usage?
  - If so, what for?
  - If not, are you aware of smart meters? Would you be interested in getting a smart meter for energy or water? How do you think you could use it / it would help you? If not interested, why not?

### Attitudes towards the environment and water usage (5 mins)

*I now want to move on to talk about the environment*

- How environmentally conscious would you say you are as a household? Does this differ between individuals?
- What are the main environmental issues that you are most conscious of?
- How is that reflected in your everyday lifestyle/behaviours?
  - What are the kinds of things you try to do, buy or not buy to be more environmentally conscious?
  - Do you use eco settings on appliances?
- When purchasing appliances such as washing machines or dishwashers, do you take environmental factors into consideration?
  - *Probe on energy efficiency and water consumption*
- *For couples: again, are there any habits or ways of living you've adopted from each other?*
- *Who or what from outside your household influences your take on environmental issues and your habits?*

### **Water usage (10 mins)**

- Where does water usage fit into things?
  - How conscious are you of your water usage?
    - As a household
    - As an individual
- Are there any behaviours or routines you do to try and reduce the amount of water you use?
- To what extent is it important to be conscious of your water usage?
  - Why is it important?
  - What are the key motivations to be more water conscious for you personally?
  - *Probe: is it about cost/environment/wastage?*
- Do you think your household or any individuals in your household have any bad habits when it comes to water usage?
  - What's bad about them?
  - Why is it tricky to squash these bad habits, do you think?
  - Are any individuals in the household more guilty of these than others?
- Do you tend to pay much attention to your water bills?
  - Does your bill amount ever affect your behaviours?
  - If so, how? And does it affect everyone in the household's behaviour or just some individuals?
  - How does this compare with energy bills?
- And how about water usage outside your home?
  - Do you regularly shower at a gym for example? Or regularly take your car to a car wash?
  - And do your habits change when you're not at home – i.e. do you spend more time showering at the gym or when on holiday because you're not paying for how much you use?

### **Get water fit (10 mins)**

*I now am going to ask you to take an online 'quiz' called Get Water Fit. I'll send you a link and we'll work through the questions together.*

*Moderator to send participant a link to the quiz and ask them to share quiz. Allow participant to go through quiz independently, but all the while probing or listening out for:*

- *How easy/difficult it is to give an answer to each question*
- *How clear the questions are*

- Any moments of shame/embarrassment/surprise i.e. at volumes used by different appliances or with different habits

At the end of the quiz, encourage participants to browse water saving devices and choose the ones they're interested in. Then go on to explore:

- Why have you chosen these devices?
- Why are they interesting to you?
- Do you think they'll help you to reduce your water usage?

Note to moderator: depending on answers, may not be offered a large choice of products

Moderator to explain that we'll set a task asking them to use their devices in week commencing 28<sup>th</sup> March.

### **Set tasks (10 mins)**

Lastly, I'd like to talk you through your first set of tasks that we're going to ask you to start doing at the beginning of next week.

We'd like your household to reduce their water usage by adopting the following behaviours:

- Halving the amount of water you use when you shower
  - This could be either having half the number of showers you typically do, or halving the amount of time you take in the shower
  - You could even try what's called the 5:2 shower diet, which involves having five 'normal' length showers and two super-speedy ones throughout the week.
  - You might even consider swapping out some showers for a flannel wash
- Flushing the loo half as much as you normally would
  - There's a saying that originated in Australia to encourage people to flush toilets less often, 'If it's yellow let it mellow, if it's brown flush it down' – if you're only using the toilet for a wee, try to only flush every other time the toilet is used
- Try to reuse water where you can
  - For example, when you run the tap until the water gets hot or cold, you could collect that water and use it somewhere else

**Moderator: note any spontaneous reactions to the tasks.**

We'll provide a written summary of the tasks which will be posted on the online platform. We'd like you to keep an online 'diary' of how you're finding the tasks, posting regularly to tell us:

- How easy/difficult you're finding it
- Any members of the household who are finding it more/easy difficult, and why?
- Anything you've noticed
- How different this feels to your typical habits

You can do this as either a written or video response on the platform – but we recommend video as it's easier to share your thoughts.

### **Thanks and close**

**Lastly, whilst I'm speaking to you it would be great to schedule in your next interview to take place in about 4 weeks' time on w/c 11<sup>th</sup> April. This interview will be a very similar format to this one but will last 1 hour.**



*That's everything from me, thanks so much for agreeing to take part in our research. If you have any questions at all, please get in touch – I'll be your point of contact throughout the entire research project. (Give option of email, phone, or online platform and provide details).*

## **Wessex Water – Interim tasks**

**Interim tasks: Online community with 20 households**

## Week 1: Welcome and first tasks

**Audience:** All respondents

**Share settings:** unbiased

**Moderator notes and probes:**

Hi everyone and welcome to our online community on Water Saving.

You will have had an initial call with one of our team (Sonali, Emma or Oscar) last week who will have had a chat with you to get to know your household a little bit better.

At the end of the call, we outlined a few tasks we'd like you to try and do over the next 3 weeks. We'd like you to post in this diary task 3 x per week (beginning, middle and end) every week to tell us how you're getting on.

You can tell us how you're getting on via video or in writing, whichever you'd prefer. If you choose video, there are some basic instructions attached that may help.

In your posts, please tell us:

- How you are finding each of the tasks
- How 'doable' is it?
- What is challenging about these tasks, if anything? And why?
- Are any household members struggling to do it more than others? Why?

We'll send regular reminders to keep the diary updated.

## Week 1 tasks:

We'd like your household to reduce their water usage by adopting the following behaviours:

**Halving the amount of water you use when you shower**



*This could be either having half the number of showers you typically do, or halving the amount of time you take in the shower*

**Flushing the loo half as much as you normally would**



*There's a saying that originated in Australia to encourage people to flush toilets less often, 'If it's yellow, let it mellow' – if you're only using the toilet for a wee, try to only flush every other time the toilet is used*

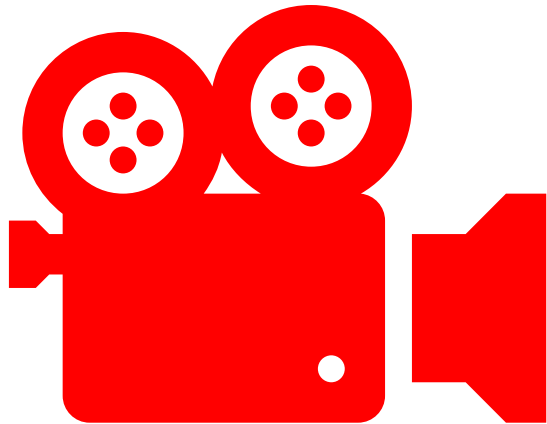
**Try to reuse water where you can**



*For example, when you run the tap until the water gets hot or cold, you could collect that water and use it somewhere else*

# Video tips

Where you'd like you to complete a task or answer a question on video, you can record it on your mobile and upload it to the Recollective platform – get in touch with us if you're having any problems. Here are some tips to make your videos look amazing:



- **Orientation:** film in landscape, i.e. turn your phone sideways, with the longer edge at the top and bottom
- **Lighting:** please record somewhere with good lighting – this doesn't have to be staged in any way, just make sure we can clearly see your face, so no strong light source behind you!
- **Sound:** take your video somewhere quiet and try to avoid background noise if you can

## Week 2: Get Water Fit

**Audience:** All respondents

**Share settings:** unbiased

**Moderator notes  
and probes:**

Hello everyone!

We've got another diary task for you to tell us about this week. During our first interview, we went through the 'Get Water Fit' online questionnaire and asked you to order some products.

Hopefully the box has arrived by now and when it does we want you complete the following:

- Remind us of what you chose to order from the Get Water Fit pack and why?
- Install the devices in your house (if needed) and tell us how the installation process was?
- What are your first thoughts on the items you received?

Throughout the following 2 weeks, we want you to post on the diary task regularly and tell us:

- How is it going using the devices?
- Which are you using regularly and why?
- Which are you using less regularly or not at all, and why?
- How much effort is it to use each product?

We'll send regular reminders to keep the diary updated.

Thanks!

## Wessex Water\_Water Saving and Smart meters

### Workshop discussion guide

#### INTRODUCTION (10 mins)

- Introduction from Blue Marble
  - Recap on first phase and thank participants for joining
  - Explain audio and video recording
- Introduction from participants
  - Name
  - Household set up
  - One thing they learned about themselves/their household during the first phase of the research
- Introduction from Wessex Water team members
  - Name
  - Something personal about them – who's at home or where they're from
- How this will work
  - This session will take place as a group discussion
  - I want to hear from each participant relatively equally
  - If Wessex Water attendees have any questions to add, please put your virtual hand up and I'll leave time for those

#### UNDERSTANDING WATER VOLUME (15 mins)

We're going to dive straight in and talk about different volumes of water. As you know, this research is all about water usage in your household. I'm going to show you some figures for water volumes i.e. how much water is used to do various things around the house – let me know what you think.

*Moderator to present each household behaviour and how much water is used and discuss:*

- Is this surprising?
- Is it more or less than you were expecting?
- Does it make you feel differently about how you do things in your household?
- Would it motivate you to change your behaviour in any way?

[STIM] Present customers with different household behaviours and how much water people use on average

- Flushing the loo
- A full bath
- A half-filled bath
- 10 minute shower
- 4 minute shower
- Letting the tap run for 10 seconds
- Putting on a washing machine
- Putting on the dishwasher

We've looked at the various behaviours in terms of water volume, but I now want to look at them in terms of cost saving.

*Moderator to present each household behaviour and how much it costs and discuss:*

- Is this surprising?
- Is it more or less than you were expecting?
- Does it make you feel differently about how you do things in your household?
- Would it motivate you to change your behaviour in any way?

**[STIM] Show activities as above but with costs attached.**

- What do you think about this?
- Are there any bits that are shocking or surprising?
- How impactful is this – does it make you think more, want to change behaviour etc.

### **PRESENTING THE WATER RESOURCE CHALLENGE (20 mins)**

We've spent a lot of time discussing how you can save water in your household, and how much water you can save. We've now also discussed the benefits to you as a household in terms of cost saving.

I now want to have a look at water saving in a broader context, which is the water resource challenge.

**[STIM] Show a one pager covering the different elements of the water resource challenge. Show each element one by one and capture initial reaction**

- What are your initial thoughts about this?
- Were you aware of this challenge and how it relates to water resource?

**Once all 5 have been revealed**

- *Moderator to lead an open discussion on the water resource challenge and encourage Wessex Water to dive in with questions*

Discussion all 5 elements:

- Which point here do you think captures your attention the most? Why?
- Which do you think is most likely to make you change your behaviours or pay more attention to how much water you're using?
- Which do you think is most important to communicate? Why?
- Which of these are providing you with new information that you weren't aware of previously?

### **SHOWERING BEHAVIOUR (15 mins)**

Let's move on to talk about showering.

- First of all, let's talk about how showering fits into your life... what function does it serve for you?



- *Probe: is it functional, emotional*
- *Probe: being clean vs. feeling clean*
- *Probe: time to yourself*

As part of the wider agenda to reduce water usage amongst customers, Wessex Water want to help customers to reduce the amount of water they use when they shower.

- Do you have any ideas of what they could say or do to encourage customers to reduce their water usage?
- Is it about offering products/devices?
  - What kinds of products work best?
  - *Probe: fit and forget vs. ongoing usage*
- Is it about giving information?
  - On water volume?
  - On cost saving? *Probe: on water bill vs. energy bill*
- Any other advice on what they should talk about?

[STIM] Show a number of different behaviours that people can adopt:

- 4 minute shower timer
- Taking a shorter shower generally
- Swapping baths for showers
- Reducing number of showers you take overall
- Swapping some full length showers for shorter showers (5:2 diet)
- Offering a branded flannel to encourage flannel washing

We asked you to adopt some of these behaviours during the first phase of research. To summarise:

- Which of these do you think would be the easiest thing to adopt?
- Which do you think would be the most impactful?
- Are there any things here you'd adopt now that you know about the water resource challenge that you were hesitant to adopt before?

### **SMART METERING (15 mins)**

I now want to move onto something slightly different, which is smart meters for your water usage. Water companies are considering providing smart meters for their customers.

- If Wessex Water installed a smart meter in your household, what data would you expect the smart meter to give you?
  - What would you like to see and why would it be useful to you?
  - *Probe: litres used, cost spent, daily vs. weekly*
- To what extent do you think you'd pay attention to what the smart meter is telling you?

We have some examples of here of what a smart meter might be able to tell you. These are all indicative and just examples pulled from various places so don't worry too much about style.

[STIM] Show some examples of different graphs or screenshots of information that could be given

- What are your initial thoughts – anything here you like the look of?
- How do you think you would look at this information?
  - Would you want Wessex Water to give you a prompt to check in on your water usage? If so, how often?
- Would you want a nudge to tell you if your water usage has gone up or down? If so, how often?

### **INCENTIVES (5 mins)**

*Moderator to summarise what has come out as the most motivating thing for customers to reduce their water usage.*

Alongside this, Wessex Water could offer some incentives to help to motivate customers to reduce their usage.

[STIM] Show some examples of different incentives they could offer:

- Earning points towards a charitable donation if you save water
- Reducing water usage to receive vouchers
- Reducing water usage to be given a flat discount
- Would any of these motivate you to use less water? Which?
- *Moderator to expand on each and understand details of how they'd want this to work*

### **Extra questions - thanks and close (10 mins)**

Thank you so much for all of your time so far. I wanted to open up the floor to the attendees from Wessex Water to ask any additional questions they may have?

*Moderator to close workshop and end meeting once all questions have been asked/time has run out.*

# Water Volumes and Water Behaviours



**80 litres per full bath**



**40 litres per half-full bath**



**10 mins**

**120 litres per 10 minute shower**



**4 mins**

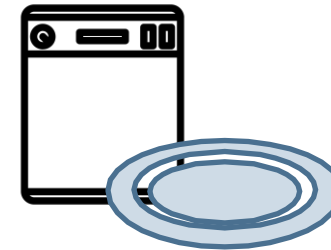
**48 litres per 4 minute shower**



**5 litres per flush**



**50 litres per wash**

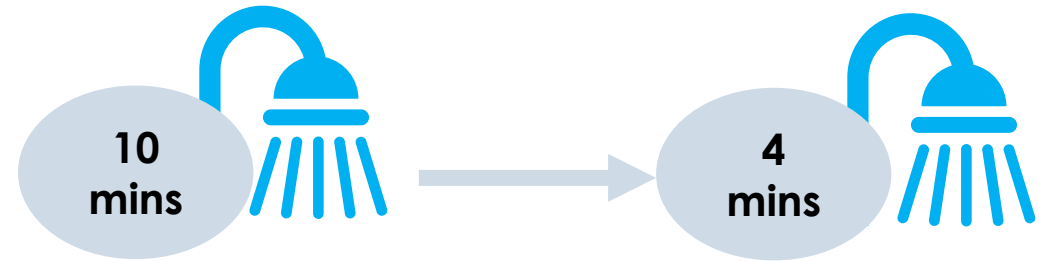


**12 litres per wash**

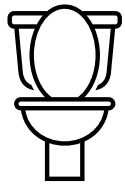
# Water Usage and Cost



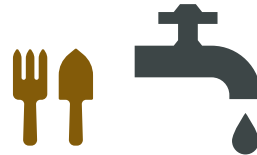
If one person swapped a **daily full bath** for a **daily half full bath**, they could save **£81 a year (gas heated)** or **£217 (electricity heated)**.



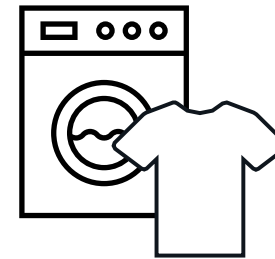
If a 4-person **household** swapped their daily showers from **10 mins to 4 mins** they could save **£920 a year (gas heated)** or **£1900 a year (electricity heated)**.



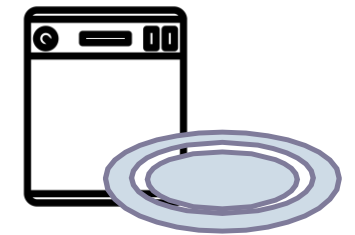
Flushing toilet **1 less time per day** would save **£6.75 over the year**



Running garden hose for 1 hour costs **£2**

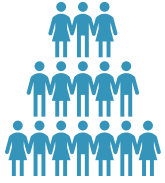


Using your washing machine **one less time per week** would save **£50 a year** (in terms of energy and water)



Using your dishwasher **one less time per week** would save **£11 a year** (in terms of energy and water)

## Water Resource Challenge: In planning future water supply, there are several challenges that we need to consider:



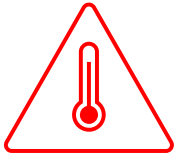
**Population growth:** Between 2020 and 2050 population in the region is expected to grow by around 13%. Supplying the higher population will place additional pressure on the region's water resources



**Climate change:** The latest forecasts of the likely impact of climate change suggest that in the future we'll experience much lower levels of summer rainfall. This means that we'll have to plan to ensure we have sufficient supply available through these drier periods



**Environmental needs:** A changing climate and growing population will place greater stress on the environment. We need to ensure that we plan to minimise or reduce the environmental impact of our activities

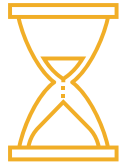


**Resilience:** The potential impact of drought on water users is high. We need to plan to meet water needs in more extreme future droughts

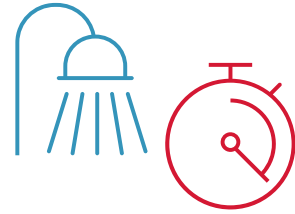


**Uncertainty:** Forecasting decades into the future is fraught with uncertainty. That means we have to plan in a flexible way that ensures that we're able to meet our aims whatever the future holds

# Potential Water Saving Behaviours



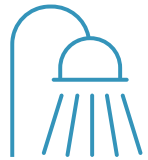
**Using a 4 minute shower timer**



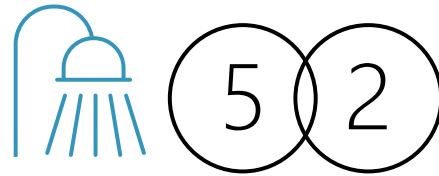
**Taking a shorter shower generally**



**Swapping baths for showers**



**Reducing the number of showers you take overall**

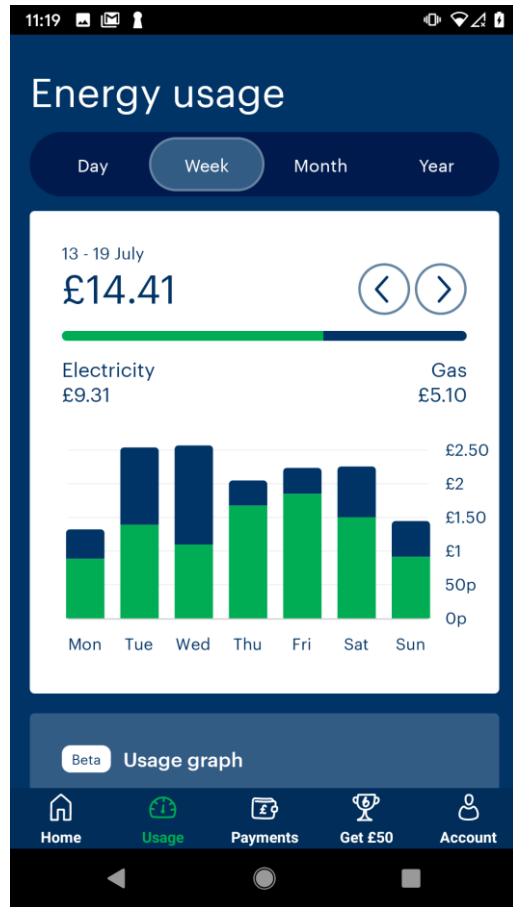
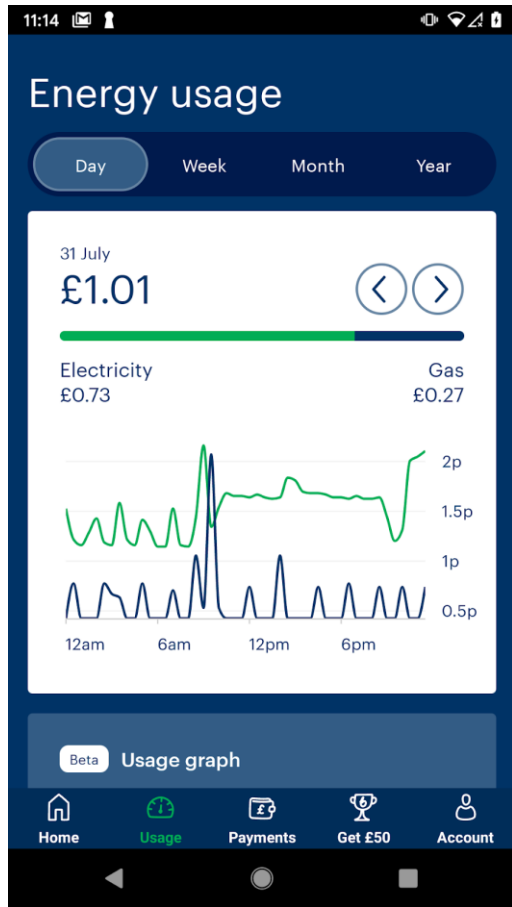


**Swapping some full length showers for shorter showers (5:2 diet)**

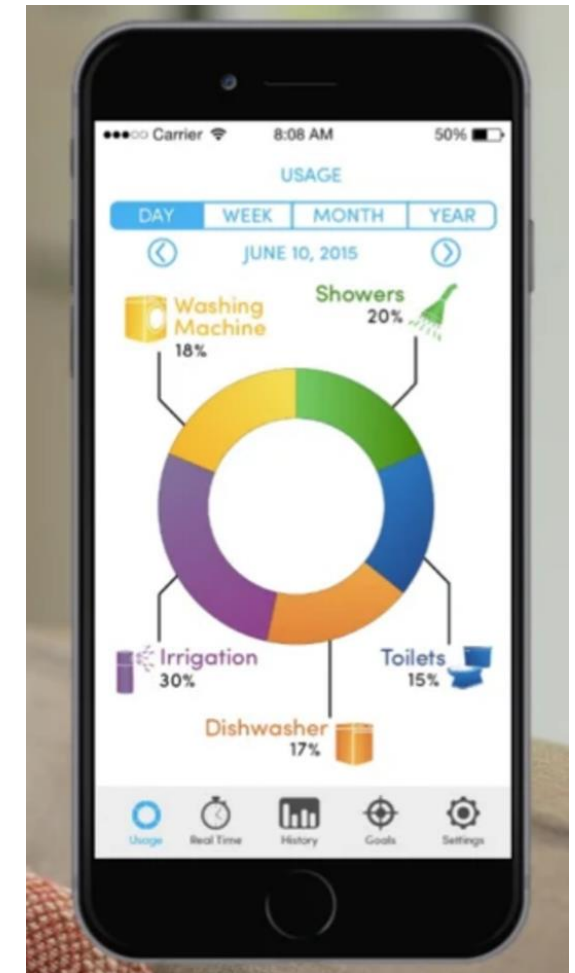
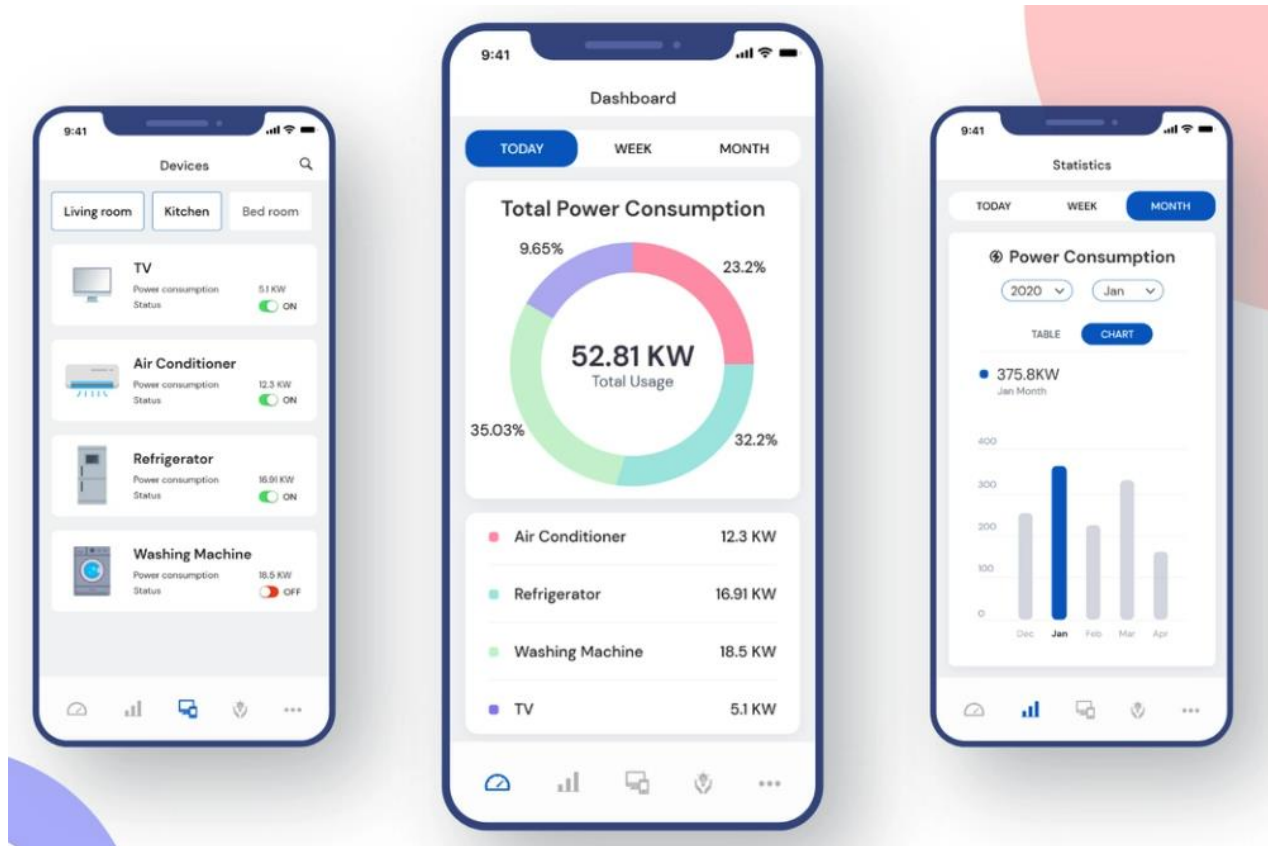


**Offering a Wessex Water branded flannel to encourage flannel washing**

# Smart metering Data Examples



# Smart metering Data Examples

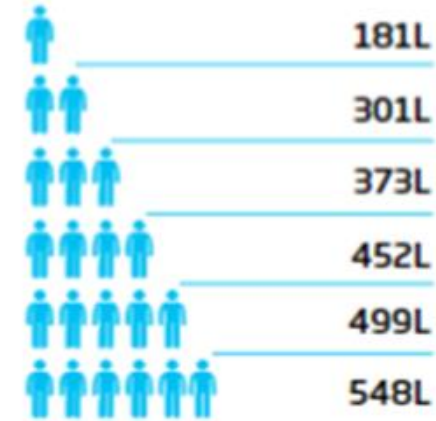






## How do you compare to the national average?

Your average daily use is 195 litres per day.



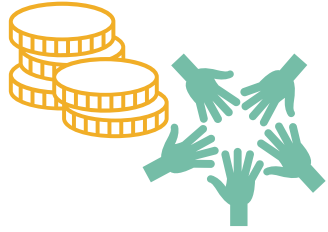
Using less water may help you reduce your water and energy bills.

If you're using more than this national average it might be due to extra people in your home, the season, using new appliances or a leak. For water saving advice visit:

[wessexwater.co.uk/savingwater](https://www.wessexwater.co.uk/savingwater)

Current info on Wessex paper bills

# Incentives to Use Less Water



1

**Earning charitable donation points if you save a certain amount of water**



2

**Receiving vouchers as you save water**

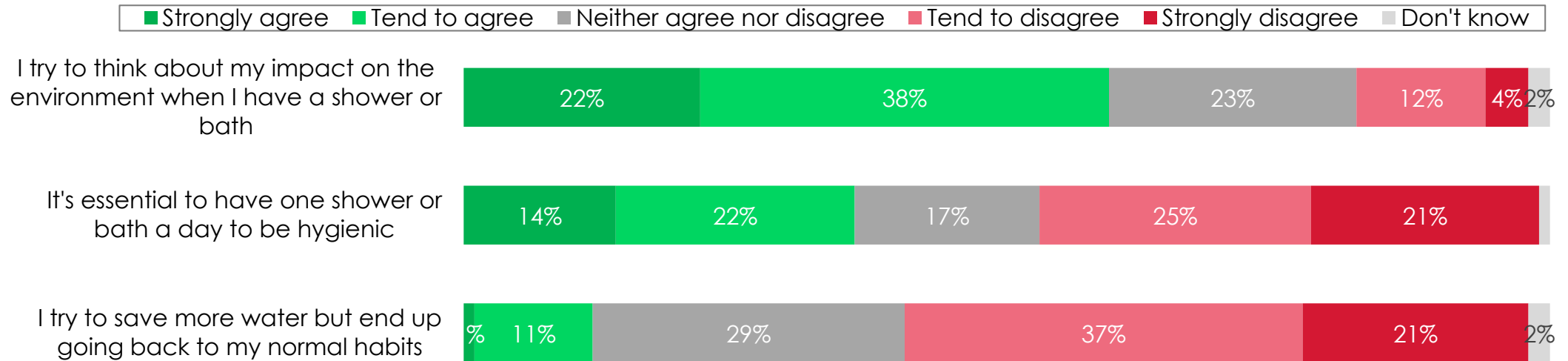


3

**Receiving a discount on your water bill if you save a certain amount**

# Attitudes to water use and water saving

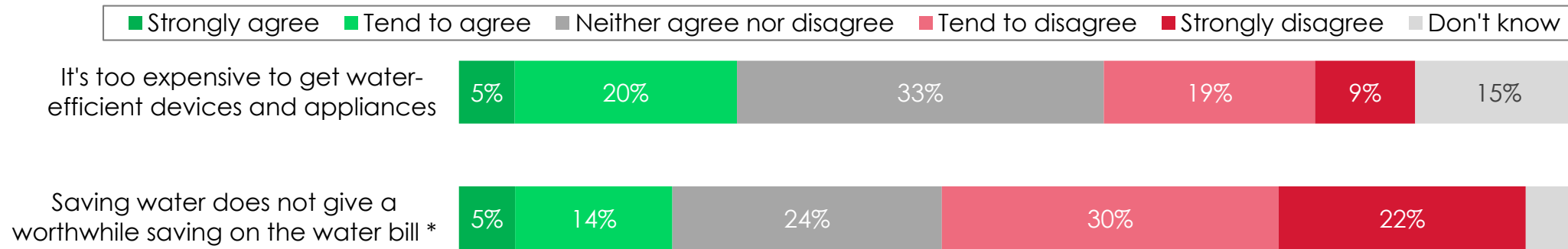
The biggest potential attitudinal barriers to using less water are that it is seen as essential to either shower or bathe daily to be hygienic and that it's important to relax / enjoy the shower. Encouragingly, the majority disagree that saving water doesn't give a worthwhile saving on the water bill, underpinning that financial savings are motivating.



**Q12.** How much would you agree or disagree with the following statements?

Base: All panelists (824) \* 'Saving water does not give a worthwhile saving on the water bill' Base: those with a water meter (688)

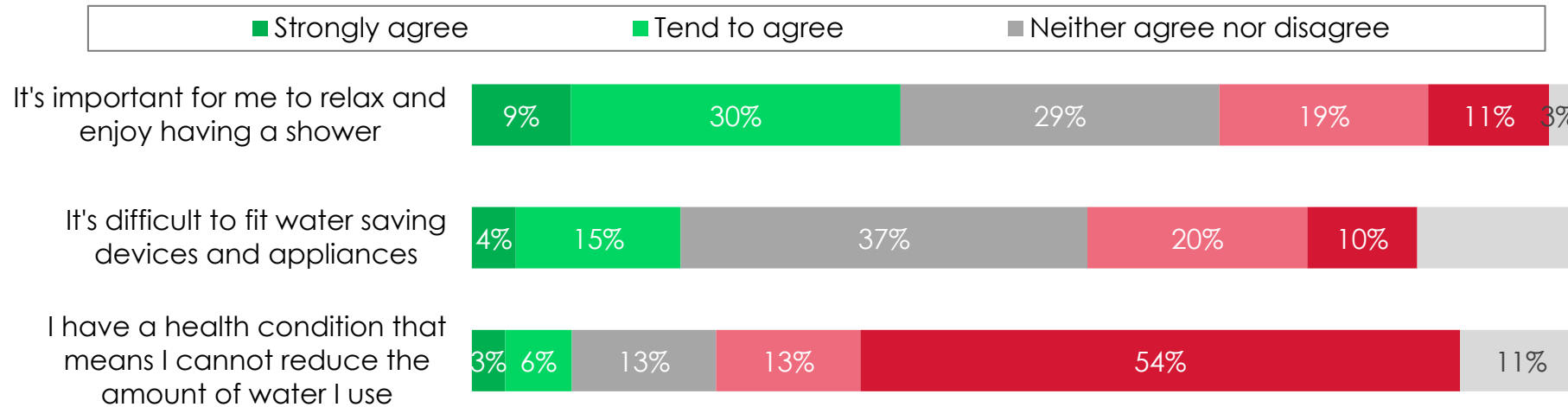
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## WESSEX WATER – WATER EFFICIENCY AND SMART METERING

### FINAL QUESTIONNAIRE FOR PANEL – v5.0 14/04/22

#### ASK ALL

**Q1.** Firstly, can we confirm if your household is on a water meter? **(SINGLE CODE).**

1. Yes
2. No
3. Don't know

#### ASK ALL

**Q2.** How many people, including yourself, live in your household? **(SINGLE CODE).**

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 or more

#### ASK ALL

**Q3.** What kind of outdoor space, if any, do you have? **(MULTI CODE, FIXED ORDER)**

1. A garden
2. A patio, yard or balcony with plants
3. A patio, yard or balcony without plants
4. Other (write in)
5. No outdoor space **(EXCLUSIVE)**

#### ASK ALL WITH A GARDEN (CODE 1 AT Q3)

**Q3b.** Which, if any, of these do you have in your garden? **(MULTI CODE, RANDOMISE ORDER)**

1. A lawn
2. Borders or flower beds
3. A greenhouse
4. A vegetable patch
5. None of these **(ANCHORED, EXCLUSIVE)**

#### ASK ALL

**Q4a.** About how often do you personally do each of the following? **(RANDOMISE, SINGLE CODE FOR EACH)**

- A. Have a shower at home
- B. Have a shower other than at home (at work, gym etc)
- C. Have a bath
- D. Wash at the sink with a flannel

1. More than once a day
2. Once a day
3. Most days
4. 2 or 3 times a week
5. Once a week
6. Once a fortnight
7. Once a month
8. Less often
9. Never / not applicable to me

**ASK ALL**

**Q4b.** About how often does your household (you or anyone else in your home) do the following? **(RANDOMISE, SINGLE CODE FOR EACH)**

- A. Use the washing machine
- B. Use the dishwasher
- C. Wash the car
- D. Water your garden / outdoor plants **(ONLY SHOW IF CODE 1 OR 2 AT Q3 - HAVE OUTDOOR SPACE WITH PLANTS)**

- 1. More than once a day
- 2. Once a day
- 3. Most days
- 4. 2 or 3 times a week
- 5. Once a week
- 6. Once a fortnight
- 7. Once a month
- 8. Less often
- 9. Never / not applicable to me

**ASK ALL**

**Q5.** How much effort do you personally make to save water? **(SINGLE CODE).**

- 1. A great deal
- 2. A fair amount
- 3. Some effort
- 4. Not much effort
- 5. None

**ASK ALL WHO CODE 1 AT Q5**

**Q6a.** Why do you make a great deal of effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 2 AT Q5**

**Q6b.** Why do you make a fair amount effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 3 AT Q5**

**Q6c.** Why do you make some effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 4 OR 5 AT Q5**

**Q6d.** Why do you make not much or no effort to save water? Please explain as much as possible.

**OPEN END.**

**ASK ALL**

**Q7.** The water supplied to homes and businesses comes from the rainwater in natural underground stores, reservoirs and rivers. These water sources are also essential for wildlife and the local environment. How plentiful or limited do you think these sources of water are in your region? **(SINGLE CODE).**

1. Very plentiful
2. Quite plentiful
3. Neither plentiful nor limited
4. Quite limited
5. Very limited
6. Don't know

**ASK ALL**

**Q8.** How much would you agree or disagree with the following statements? **(SINGLE CODE FOR EACH)**

**STATEMENTS (RANDOMISE ORDER)**

- A. I'd be interested in having a smart water meter (a meter that lets you see your household's water use on a regular basis)
- B. One or more other members of my household tend to use **more** water than me **(ONLY SHOW IF CODE 2-6 AT Q2 – MORE THAN ONE PERSON IN HOUSEHOLD)**
- C. One or more other members of my household tend to use **less** water than me **(ONLY SHOW IF CODE 2-6 AT Q2 – MORE THAN ONE PERSON IN HOUSEHOLD)**
- D. I don't remember Wessex Water telling me much about how to save water
- E. I feel that other households make **less** effort to save water than mine
- F. I'm the sort of person who hates wasting anything
- G. I am keen to find new ways to save money on utility bills
- H. I often look for new ways to reduce my impact on the environment
- I. The amount of water taken from natural sources is damaging local environments and wildlife

**ANSWER CODES**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know / cannot say



**ASK ALL WHO CODE 1 or 2 AT Q8(A) – THOSE INTERESTED IN HAVING A SMART WATER METER**

**Q9a.** You mentioned just now that you might be interested in having a smart water meter. Please tell us what you think the benefits would be?

**OPEN END.**

**ASK ALL WHO CODE 4 or 5 AT Q8(A) – THOSE NOT INTERESTED IN HAVING A SMART WATER METER**

**Q9b.** You mentioned just now that you would not be interested in having a smart water meter. Please tell us why?

**OPEN END.**

**ASK ALL WHO CODE 3 AT Q8(A) – THOSE NEUTRAL ABOUT HAVING A SMART WATER METER**

**Q9c.** You mentioned just now that you neither agree or disagree you are interested in having a smart water meter. Please tell us why you said this?

**OPEN END.**

**ASK ALL**

**Q10.** Please tell us which of these you are already doing, and which others, if any, you would be prepared to do, to reduce your use of water? **(SINGLE CODE FOR EACH)**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already doing	Would be prepared to	Would not be prepared to	Not applicable to me / unable to	Don't know
	1	2	3	4	5
1. Spending no more than four minutes in the shower					
2. Not having a shower every day					
3. Having very short showers some days					
4. Not flushing the toilet after every use					
5. Reusing water used in the kitchen for plants					
6. Not washing clothes after every wear					
7. Not rinsing washing up under a running tap					
8. Only using washing machines and dishwashers with a full load					
9. Letting your lawn go brown instead of watering it <b>(ONLY DISPLAY IF HAVE LAWN CODE 1 AT Q3b)</b>					
10. Turning off the shower while lathering / shampooing / shaving legs					
11. Using a flannel or sponge to wash at the sink instead of having a shower / bath					

12. Turn off the tap while brushing teeth					
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**ASK ALL**

**Q11.** And please tell us which of these have you already done, and which, if any, you are intending to do or might do in future? **(SINGLE CODE FOR EACH)**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already done this	Intending to do this	Might do this in future	Unlikely to do this in future	Don't know
	1	2	3	4	5
1. Install a water-efficient washing machine or dishwasher					
2. Fit an eco shower head with a lower flow rate					
3. Install a water butt (a large barrel for storing rainwater that you can then use in your garden) <b>(ONLY DISPLAY IF HAVE OUTDOOR SPACE AT Q3)</b>					
4. Install a rainwater harvesting system (a large underground tank that captures rainwater for non-drinking uses like toilet flushing and watering the garden)					
5. Have your water company visit your home for free to fit devices and advise how you can save water					
6. Use the online water saving calculator GetWaterFit					

**ASK ALL**

**Q12.** How much would you agree or disagree with the following statements **(SINGLE CODE FOR EACH)**

**STATEMENTS (RANDOMISE ORDER)**

- A. It's important for me to relax and enjoy having a shower
- B. I have a health condition that means I cannot reduce the amount of water I use
- C. It's **too** expensive to get water-efficient devices and appliances
- D. It's difficult to fit water-saving devices and appliances
- E. I try to save more water but end up going back to my normal habits
- F. It's essential to have one shower or bath a day to be hygienic
- G. Saving water does not give a worthwhile saving on the water bill **(DISPLAY TO THOSE WITH METER ONLY – CODE 1 AT Q1)**
- H. I try to think about my impact on the environment when I have a shower or bath

**ANSWER CODES**

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know / cannot say

**DISPLAY TO ALL**

Smart water meters collect water usage information for households regularly (hourly, daily, weekly, or monthly). The information is visible to customers through an app, website or an in-home device so they can see how much water they are using and any changes in the usage. This can help to find ways to save water, manage bills more accurately and spot leaks.

**ASK ALL**

**Q13.** Having read this, how much would you agree or disagree with the statement 'I'd be interested in having a smart water meter' **(SINGLE CODE)**

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know

**ASK ALL**

**Q14.** Which one of the following would be your preferred way of seeing information about your household's water use? **(RANDOMISE. SINGLE CODE)**

- 1. From a device you could position in your kitchen / living room
- 2. Through an app on your mobile phone
- 3. Online/website using your computer or tablet
- 4. Emails
- 5. Another way **(ANCHORED. WRITE IN)**
- 6. Don't know **(ANCHORED)**

**ASK ALL**

**Q15.** With a smart water meter, you could have texts or notifications on your mobile phone to prompt you to have a look at your water use information. How often would you want to be prompted? **(SINGLE CODE)**

1. Daily
2. Every few days
3. Weekly
4. Every 2-3 weeks
5. Monthly
6. Every 2-3 months
7. Only when there is a change in my water use
8. Never
9. Don't know

**ASK ALL**

**Q16.** Which, if any, of the below would motivate you to read a smart meter display to help manage your water use? Please **choose up to three that would most motivate you.**

**(MULTICODE. RANDOMISE ORDER)**

- A. Saving money on your water bill
- B. Identifying leaks within your property (e.g. a leaking toilet or slow dripping tap)
- C. Conserving natural resources
- D. Helping the local environment and biodiversity
- E. Helping reduce energy use and CO2 emissions
- F. Playing your part to make sure there is enough water for everyone in future
- G. Seeing how your water use compares to other similar households in your area
- H. Gaining rewards for reducing your water use or continued low water use
- I. Saving money on your energy bill by reducing hot water use
- J. None of these **(ANCHORED, EXCLUSIVE)**

**ASK ALL**

**Q17.** What is the **minimum** annual saving on your water bill that would make it worthwhile for you to read a smart water meter display to help manage your water use? **(SINGLE CODE)**

1. No saving needed – I would be motivated by other reasons
2. £1-5
3. £6-10
4. £11-20
5. £21-30
6. £31-50
7. £51-75
8. More than £75
9. Don't know

**ASK ALL**

**Q18.** How strongly do you agree or disagree with the statement 'I worry about being able to afford my water bill'? Please use a scale of 0 to 10 where 0 is strongly disagree and 10 is strongly agree.

0	1	2	3	4		5	6	7	8	9	10
Strongly disagree										Strongly agree	

99. Don't know / cannot say

**ASK ALL**

**Q19.** And please tell us which, if any, of these apply to you? **(MULTICODE, RANDOMISE ORDER).**

1. I volunteer for a local organisation or local charity
2. I'm a member of an online group (like facebook) for people living in my area
3. I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council
4. I often pick up litter near where I live
5. I have reported overflowing drains or leaking pipes in my neighbourhood
6. I have used or recommended companies because they do things for the local community like sponsoring a local team, or donating to a local charity
7. None of these **(ANCHORED, EXCLUSIVE)**

**ASK ALL**

**Q20.** Do any of the following apply to your household? **(MULTICODE, RANDOMISE ORDER OF ANSWER LIST)**

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
3. Claiming pension credit (not just state pension)
4. The household does not own a car
5. Live in a remote location
6. No Internet access at home
7. On a discounted water tariff like Assist or Water Sure
8. None of these **(ANCHORED, EXCLUSIVE)**
9. Prefer not to answer **(ANCHORED, EXCLUSIVE)**

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 1 (30 mins)

**Introduce self and welcome them back to the next stage of the research.**

**Remind them that this project is on behalf of Wessex Water** – this phase of the research is a follow up to the previous phase and we'll give you an overview of what to expect over the coming months.

**Data protection** – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

### Introduction (2 mins)

Welcome back and thank you so much for agreeing to take part in this exciting next stage of research.

- First of all, tell me how you've been?
- Have there been any significant changes in your life since we last spoke?

### Introduce next steps (3 mins)

Let me tell you a little more about what this phase of research will entail.

- **Today** - this is the start of this phase of research – the briefing interview. This is essentially just to recap on some of the things you've been thinking about in the past few months with regards to water usage. We'll then set tasks for the next 2 months until we speak again.
- **On w/c 8<sup>th</sup> August**, we'll have our interim interview. This will be a recap of the previous few months, summarising your reflections. During this time, we'll brief you on the next 2 months
- **On w/c 10<sup>th</sup> October** we'll have a final interview with you, reflecting on the previous 2 months but also the project as a whole
- **Throughout** – this research project is slightly different, in that our main point of contact with you will be via WhatsApp. I'll send you a message on WhatsApp and check in with you around once per week to gather your thoughts on how you've been getting on with the 'tasks' we've set.

### Recap on phase 1 (10 mins)

Let's have a chat about the first phase of research...

- Did the project make you think or behave any differently in general?
- How did you find the behaviour changes we asked you to try?
  - What behaviours did you particularly enjoy trying and why?
  - What behaviours didn't enjoy trying and why?
  - Have you adopted any new habits that we didn't suggest?
- Have you maintained any behaviour changes that you adopted during the research?
  - Which ones?
  - Why?
  - Is this true for all the family?
- Have you had any discussions with others (family/friends) around water usage?

### Brief on next 2 months (10 mins)

**(For moderator reference)**

**Behaviour changes:**

- **Shower**

- Cutting down on time in shower
- Cutting down water in the bath
- Cutting out showers
- Switching to flannel washes
- Fewer baths
- **Loo**
  - Yellow mellow
  - Cistern bag
  - Using the single flush
- **Reusing water**
  - From tumble dryer
  - From running tap
  - From rain water
- **Outside water use (depending on circumstances of household and weather)**
  - Fun in the sun – children and paddling pools, slip and slides, water pistols (fun, but use less water than a paddling pool)
  - (Temporary) hot tubs
  - Garden watering – pots, borders, lawns – can people be selective in what they water to reduce reliance on hosepipes and use watering cans instead? How much acceptance for letting lawns go brown?
  - Outside space cleaning habits – pressure washing patios, cleaning cars, wheelie bins

Over the next few months we want you to set some goals of things you're going to try and implement into your life.

We're going to take some meter reads now, and again in 2 months time before our next interview. Before, we calculated that your average daily consumption was xxx litres.

- We want you to set a target and cut that down over the next 2 months
  - What target do you think is realistic?

We'll give some guidance on how to do this:

- Firstly, we want you to continue with some of the behaviours you found quite easy to adopt
  - Can you tell me what these are?
- Secondly, we want you to try and implement some of the behaviours you found difficult to adopt.
  - Can you tell me what these are?
  - If you can't implement them to the full, what will you try and do?
- Which behaviours do you think will have the most impact here?
- Are there any other behaviours not mentioned above that you think you'll be able to adopt?

### A few quick questions

- Do you have any outdoor space?
  - If so:
    - What does it consist of e.g. lawn, patio, approximate size
    - And do you have an outdoor tap? If so, what do you tend to use it for?
- Do you use water outdoors?
  - If so, for what?
- Have you looked into getting a water butt at all?
  - If so, why?
  - If not, why not?
  - (If it seems practical and they have space) As part of the research we may send water butts to a few participants – is this something you'd be interested in?

**Next steps (5 mins)**

*As I mentioned before, we're going to be keeping in touch via WhatsApp – we'll check in once per week and ask something along the lines of the following:*

- Has anything changed this week? E.g. been away, had visitors, been out a lot
- How did you find the behaviour changes?
- Was there anything that was particularly easy/difficult?

*You can also use WhatsApp to ask any questions you might have. If you want any more information or have something on your mind, feel free to ask and either us or Wessex Water can come back with a response.*

*You can either type your responses, voice note or send us a video!*

*Do you have any questions at this stage?*

**Thanks and close**



## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 2 (30 mins)

### Welcome and check in

**Data protection** – remind that this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

### Recap on past few weeks (10 mins)

It's great to speak with you again and thank you so much for all of your communications over the past month or so.

Let's recap quickly on what we spoke about last time:

- What were the key behaviours you were trying to maintain over the past month or so?
  - How has that gone overall?
- Which behaviours did you manage to maintain?
  - What was the key reason you managed to keep them up, do you think?
    - Probe: motivated to save water, cost, new habit, other
- Which behaviours did you find particularly difficult to maintain?
  - What were the reasons for this?

And let's also talk about the periods of hot weather we've had recently:

- Did you notice any differences in your behaviours when the weather was particularly hot?
  - What were they?
  - Why did the hot weather change things?
  - At what point do things start to change weatherwise e.g. after a certain temp, or when it's solid sun/no breeze
  - For those with kids: did the kid's outdoor behaviours change at all?
- How did you feel about maintaining the water saving behaviours you had set yourself?
- Were there any water saving behaviours that were harder to maintain in the hot weather?
- Did you find you were using more water for anything?
  - What was it and why? Probe: outside vs. inside
- Moderator to try and tease out at which point the weather becomes too much and motivation to save water dwindles...
- For those with gardens
  - How do you feel about the grass going dry/yellow/brown?
  - With temperatures rising, do you think you'll take this into account when gardening and deciding what to plant?

### Shower product assessment (5 mins)

#### For those who received the combined shower head and timer

- Following discussions on WhatsApp, could you summarise for me how you found the overall experience of using the showerhead, including:
  - Installation and set up
    - Was it easy enough to attach to your shower?
    - Any difficulties?
  - Water flow
    - Did you notice any change in water flow...
      - ...compared to your original shower?
      - ...compared to the showerhead you got in the GetWaterFit kit?

- If flow was different – did this reduce your enjoyment of your shower or impact on functionality at all?
- *Timer*
  - Did you find yourself using the timer?
  - What did you like about it?
  - Was there anything you were less keen on?
- *Traffic light system*
  - Were you clear on how this worked and what each colour meant?
  - Did you find this useful?
  - How does it compare to the egg timer you had previously?
- Do you think it changed your shower behaviour at all?
  - If so, in what ways?
  - If not, why not?

### **For those who received the digital shower timer**

- Following discussions on WhatsApp, could you summarise for me how you found the overall experience of using the digital shower timer:
  - Was it easy to use?
  - How did it compare to the egg timer?
  - Does using it make a difference to the way you shower?
  - Anything that could be improved?

### **Meter reads (5 mins)**

*Let's recap on the targets you set at the beginning of this part of the project:*

- Remind me what was your reduction target?
  - *Moderator to prompt from notes if they've forgotten*
  - *If no target, ask how they think they've done?*
- How successful do you think you've been as a household in reaching your target?
  - Why?
- I can tell you that between April and June your daily average was XX...
  - Do you have any idea what your daily average was between June and now?
  - I can reveal that it is XXX
- What do you think about this result?
  - Are you surprised?
  - Are you pleased/disappointed?

*If meter readings show usage has gone up*

- Does seeing this make you more motivated to try and save water?
- Why/why not?

*If calculated, talk about this from a financial perspective*

### **Bills and communications (5 mins)**

*I want to talk about something slightly different now, that we haven't really covered yet. I want to ask you a few general questions about your water bill:*

- Before being part of this project, did you pay much attention to your water bill?
  - Why/why not?
- Now that you're taking part in this research, have you paid any more attention to your water bill?
  - If so, what has motivated you to do that?

- Can you recall the contents of what is included in your water bill?
  - Is there anything in there that is particularly helpful?
  - Is there anything in there that you tend to skip past?
- Have you noticed any other communications about water usage:
  - ...from any sources?
  - ...from your water company in particular?
- For each piece of comms:
  - Where did you see it?
  - What was the content/message?
  - How much attention did you pay?
  - Did it make you think or behave any differently?

### **Additional tasks (5 mins)**

I want to ask a few questions about how you use your appliances:

- Do you currently use the eco settings on your washing machine or dishwasher?
  - If not, why not? *Moderator to explore barriers*
  - If so, why do you do that?

*For those who aren't currently using the eco settings:*

- Is this something you'd be willing to try and adopt for the remainder of this project?
- Do you think you'll struggle to maintain this behaviour over the next few months?

### **Collapsible buckets and home check**

Thanks for going through all of that with me. For the next part of the project we are going to send you some more products to trial.

The first of these are some collapsible buckets. These are buckets that collapse down into flatpack for easy storage. The idea behind these is you can use them to collect water from running taps, tumble driers, dehumidifiers, paddling pools... really anywhere that has excess water. You can then use the water for other uses such as watering plants, cleaning things etc.

- Do you have any initial thoughts about this product?
- Do you think you'll find it useful/helpful?

The second thing we'd like to ask you to trial is a Wessex Water Home Check.

*This is a free service that involves a technician coming to your home and assessing it to see if there are any water saving changes you could make. It takes 30-45 minutes and the technician would:*

- *check for leaks and arrange for any found to be fixed for free if possible*
- *identify ways you can save water and energy to reduce your bills*
- *fit free water-saving devices*
- *provide water-saving advice to fit into your lifestyle.*

*Would you be willing for us to arrange a Home Check at a time that suits you? (This would require us passing on your phone number to Wessex who will phone you to arrange it).*

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 3 (30 mins)

### Welcome and check in

**Data protection** – remind that this session is being audio/video recorded but everything they say will remain confidential and we only use these for internal research purposes.

Thank respondent for being part of the project and for their contributions over the past 7-8 months. Explain that this interview will summarise some of the key things we explored in the research.

### Water saving behaviours and products (15 mins)

This project has been all about water saving and introducing some new behaviours into your day to day lives. We're going to talk specifically about products in a little bit, but focusing first on behaviours...

- Let's start with the behaviours that you managed to maintain...
  - Talk me through each behaviour and tell me:
    - How did you find it at first?
    - Did you have to make any adaptations to your behaviours or routines to accommodate the behaviour?
    - Were there any periods over the past 8 months that made it more challenging to maintain or perhaps where you slipped up on those behaviours?
    - How much of a conscious effort do you have to put in to maintain this behaviour?
    - How much of an impact do you think it has on your water usage?
    - How have the rest of your household found maintaining this behaviour?
  
- Now let's talk about those behaviours that were harder to maintain....
  - Talk me through each behaviour and tell me:
    - What do you think was the main issue with keeping this up?
    - At what point did you 'give up' on keeping this behaviour?
    - Is there anything that you can think of that could help make this behaviour easier to maintain?

#### (For moderator reference)

##### Behaviour changes:

- **Shower**
  - Cutting down on time in shower
  - Cutting down water in the bath
  - Cutting out showers
  - Switching to flannel washes
  - Fewer baths
- **Loo**
  - Yellow mellow
  - Cistern bag
  - Using the single flush
- **Reusing water**
  - From tumble dryer
  - From running tap
  - From rain water
- **Outside water use (depending on circumstances of household and weather)**
  - Fun in the sun – children and paddling pools, slip and slides, water pistols (fun, but use less water than a paddling pool)
  - (Temporary) hot tubs

- Garden watering – pots, borders, lawns – can people be selective in what they water to reduce reliance on hosepipes and use watering cans instead?
- Outside space cleaning habits – pressure washing patios, cleaning cars, wheelie bins

**Products:**

- Eco showerhead
- ShowerBob
- Digital shower timer
- Manual shower timer
- Cistern bags
- Tap inserts
- Collapsible buckets
- Water butts

Now let's talk about some of the products you trialled...

- Overall, which product that you trialled do you think was the **easiest to use** for saving water, and why?
- Overall, which product that you trialled do you think was the **most effective** in saving water, and why?
- What about the product that was the **hardest to use**?
  - Why do you think that is?
  - Is there anything that could be improved upon to change this?
- What about the product that was **least effective**?
  - Why do you think that is?
  - Is there anything that could be improved upon to change this?

Taking into account all the behaviours and products you trialled...

- Which do you think you will maintain in the long term?
- To what extent did you find you were having to make sacrifices to adopt water saving behaviours/products?

**Hot weather (5 mins)**

We've had an unusually hot and dry summer this year. We talked about a lot of this over the course of the project but could you summarise:

- How did the hot weather affect you, overall?
- How did it change your behaviours?
  - Specifically, how did it change your behaviours when it comes to water usage?
- Assuming hot summers like this become more and more frequent, do you think your day-to-day life or routines will change in any way?

Thinking back over your summer this year...

- How do you think you'd have been affected if the hosepipe ban was implemented in your region?
- What would you have had to do differently?
- What would it have stopped you from doing?
- Do you think you'd have to have adopted any new behaviours in place of things you couldn't do?
- To what extent do you think you'd be able to follow the rules of the ban?

**Meter reads (5 mins)**

Finally, let's take a look at your most up to date meter reads.

Moderator to recap reads for the following periods:

- *Historic average*
- *1 month trial (Mar-Apr 2022)*
- *Break period (Apr-Jun 2022)*
- *First half of trial (Jun-Aug 2022)*
  
- What do you anticipate your average will be for the second half of the trial (from August until now)
- I can tell you that between August and now your daily average was XX...
- What do you think about this result?
  - Are you surprised?
  - Are you pleased/disappointed?
- Do you think this figure is something you will maintain in the long term?

**Summary questions (5 mins)**

- What do you think are the key things you'll take away from being part of this research project?
- *Summarise your knowledge and attitudes towards saving water overall.*
  - How has it changed since starting this project?
  - What has been the biggest influence on your attitudes to water usage?
- Do you have any advice for Wessex Water when it comes to helping or guiding customers with being more water efficient?

**PROJECT SCREENER****Project Number: 2233-0019****Project Name: Wessex Water****Project Contact: Kay Middleton****Client: Blue Marble - Sonali****RESEARCH OVERVIEW:**

STAGE 1: 20 of 20 households:

- Week 1 - Initial 45-minute online interview (Zoom)
- Week 1-4 – to take part in a weekly task (20-30 minutes) on an online platform (Incling). This will include trialling some water saving behaviours or tools (so will need to be comfortable carrying these out and having things delivered to their home).
- Week 5 – Follow up 60-minute online interview

STAGE2: 10 of 20 households: (CLIENT TO SELECT)

- Week 7 – take part in 90-minute workshop (tbd if online or in person)

STAGE 3: 8 of 20 households: (CLIENT TO SELECT)

- To take part in extended study running until end of September involve 3 further interviews every 6 weeks between April and October. They will be given additional water saving behaviours or tools to trial over the period.

**Incentive:**

- STAGE 1: £150 (via bacs OR Amazon Voucher)
- STAGE 2: £50 (via bacs OR Amazon Voucher)
- STAGE 3: £200 staggered incentive £50, £50, £100 (via bacs OR Amazon Voucher)

**Sample structure:**

	Recruitment Criteria		
1	1 person Household Aged under 40	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
2	1 person Household Aged under 40		
3	1 person Household Aged 40-65	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
4	1 person Household Aged 40-65		
5	1 person Household Aged 65+	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
6	1 person Household Aged 65+		
7	Couple with no children household Aged under 40	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
8	Couple with no children household Aged under 40		

9	Couple with no children household Aged 40-65	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
10	Couple with no children household Aged 40-65	Must have water meter	
11	Couple with no children household Aged 65+	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
12	Couple with no children household Aged 65+	Must have water meter	
13	Families: couples or lone parent Dependent children aged 0-11	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
14	Families: couples or lone parent Dependent children aged 0-11	Must have water meter	
15	Families: couples or lone parent Dependent children aged 0-11	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
16	Families: couples or lone parent Dependent children aged 12-18	Must have water meter	
17	Families: couples or lone parent Dependent children aged 12-18	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
18	Families: couples or lone parent Dependent children aged 12-18	Must have water meter	
19	Student house	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
20	Shared house	Must have water meter	

- Representation of each of Wessex Water's segments (minimum 2 HHs per segment)
- 12x homeowners; 8x renters
- At least 3x households to be non-white British/non-UK religious/cultural lifestyle
- 4x households to include someone with long-term health issues/disability (vulnerable)
- All must be comfortable with Zoom, have laptop/tablet/desktop AND smartphone, have good internet connection





**SCREENER START:**

Hello, my name is \_\_\_\_\_ and I am from \_\_\_\_\_, a market research company.

We are looking for people to take part in an exciting project on behalf of your water company, Wessex Water. They're looking to talk to a selection of customers who all use a water meter.

We're looking for participants who are happy to take part in up to 3-stages of research for this project

**Stage 1:**

**w/c 14<sup>th</sup> March for interview, 21<sup>st</sup> March – 10<sup>th</sup> April for platform**

INCENTIVE: £150

- 45-minute interview on Zoom with a research moderator
- 4x 20-30 minute tasks over 4 weeks using an online platform called Incling. The tasks will involve you trialing some water-saving behaviours or tools over this time, so you'll need to commit to the tasks and be willing to take deliveries of equipment.
- 60-minute interview on Zoom with a research moderator

10 respondents will then be selected to take part in stage 2 of the research:

**w/c 11<sup>th</sup> April**

INCENTIVE: £50

- Attend a 90-minute focus group – this may in-person or via Zoom (TBC)

8 respondents will then be selected to take part in stage 3 of the research:

**April-October**

INCENTIVE: £200 (STAGGERED OVER 3 MONTHS £50, £50, £100)

- You will be given additional water saving behaviours or tools to trial over the period.
- Undertake 3 further interviews every 6 weeks between April and October.

Are you interested in taking part?

No (THANK & CLOSE)

Yes (CONTINUE)

**Firstly**, our discussions with you will be held via an online platform, some of the tasks will be easier for you to view on larger devices.

**ASK ALL:**

**S1A:** Please tell us which devices you have available to you

1	I have a laptop computer		<b>ALL MUST HAVE 1 OF THESE DEVICES</b>
2	I have a desktop computer		
3	I have a tablet		
4	I have a smart phone		<b>ALL MUST HAVE A SMART PHONE</b>

**ASK ALL:**

**S1B:** Do your device and smartphone BOTH have a working microphone and camera?

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK ALL:**

**S1C:** How do you feel about using your device to join a Zoom call, join an online platform (Incling) and record and upload images and videos?

1	VERY PROFICIENT		<b>CONTINUE</b>
2	PROFICIENT		<b>CONTINUE</b>
3	NEED SOME ASSISTANCE:		<b>CLOSE</b>

**ALL MUST CODE 1 OR 2.**

**ASK ALL:**

**S1D:** On a scale of 1-10 (where 10 means it's excellent, consistently super-fast with zero connection problems and 1 means it's always dropping off or causing problems), how would you describe your home internet / Wi-Fi / broadband?

1	2	3	4	5	6	7	8	9	10
<b>Close</b>						<b>Continue</b>			

**ALL RESPONDENTS SHOULD CODE 7+**

**ASK ALL:**

**Q1:** Contact details

a) Respondent Name:	
b) Respondent Mobile Number:	
c) Respondent Email Address:	
d) Respondent Postal Address:	

**RECORD ALL FOR INFO**

**ENSURE RESPONDENTS ADDRESS IS WITHIN BLUE SHADED AREAS ON MAP.**

**ASK ALL:**

**Q2:** Please can I ask you to confirm which gender you identify as?

Male	
Female	
Prefer to self-describe	
Prefer not to say	

**PLEASE RECRUIT AN EQUAL MIX OF GENDERS ACROSS THE SAMPLE**

**ASK ALL:**

**Q3A:** Age: .....

- RECRUITS 1,2,7,8 MUST ALL BE UNDER 40 YEARS OLD.**
- RECRUITS 3,4,9,10 MUST ALL BE AGED 40-65 YEARS OLD**
- RECRUITS 5,6,11,12 MUST ALL BE AGED 65 YEARS OR OVER**
- RECRUITS 13-20: RECRUIT A SPREAD OF AGES**

**ASK ALL:**

**Q3B:** Which of the following best describes your household makeup?

I am single/separated/divorced/widowed and live alone	1	<b>RECRUIT FOR RESPONDENTS 1,2,3,4,5,6</b>
I am single/separated/divorced/widowed and in a shared house with others in a similar situation	2	<b>RECRUIT FOR RESPONDENT 20</b>
I live with my partner/spouse, but we have no children	3	<b>RECRUIT FOR RESPONDENTS 7,8,9,10,11,12</b>
I live with my partner/spouse, but our children no longer live with us	4	<b>RECRUIT FOR RESPONDENTS 7,8,9,10,11,12</b>
I'm single/divorced/separated/widowed and live with children aged 0-11 years old	5	<b>RECRUIT FOR RESPONDENTS 13,14,15</b>
I'm single/divorced/separated/widowed and live with children aged 12-18 years old	6	<b>RECRUIT FOR RESPONDENTS 16,17,18</b>
I live with my partner/spouse and children aged 0-11 years old	7	<b>RECRUIT FOR RESPONDENTS 13,14,15</b>
I live with my partner/spouse and children aged 12-18 years old	8	<b>RECRUIT FOR RESPONDENTS 16,17,18</b>
I'm a student and I live with other students in a shared house	9	<b>RECRUIT FOR RESPONDENT 19</b>
I live in another scenario not listed – please state	10	<b>CHECK WITH BEAM</b>

**ASK ALL:****Q4:** How would you describe your ethnicity?

White	<b>English/Welsh/Scottish/Northern Irish/British</b>	1
	<b>Irish</b>	2
	<b>Gypsy or Irish Traveller</b>	3
Mixed / Multiple ethnic groups	<b>White and Black Caribbean</b>	4
	<b>White and Black African</b>	5
	<b>White and Asian</b>	6
Asian /Asian British	<b>Indian</b>	7
	<b>Pakistani</b>	8
	<b>Bangladeshi</b>	9
	<b>Chinese</b>	10
Black / African / Caribbean / Black British	<b>African</b>	11
	<b>Caribbean</b>	12
Other Ethnic group	<b>Arab</b>	13
	<b>Any other ethnic group</b>	14
Don't know / prefer not to state		15

**AT LEAST 3X HOUSEHOLDS TO BE NON-WHITE BRITISH/NON-UK RELIGIOUS/CULTURAL LIFESTYLES****ASK ALL:****Q5A:** For classification purposes, which of the following best describes the profession of the person in your household with the largest income.

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director)	1	A
Intermediate managerial/ professional/ administrative (e.g. trainee Doctor or Solicitor, Director of small company, middle management)	2	B
Supervisory / junior managerial/ professional/ administrative (e.g. Office worker, Foreman, Salesperson)	3	C1
Student	4	C1
Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker)	5	C2
Semi or unskilled manual work (e.g. Manual workers, apprentice, Caretaker, van driver, shop assistant)	6	D
Casual worker – not in permanent employment	7	E
Housewife/ Homemaker	8	E
Retired and living on state pension	9	E
Unemployed or not working due to long-term sickness	10	E
Full-time carer of other household member	11	E

**10X RECRUITS MUST CODE ABC1**

**10X RECRUITS MUST CODE C2DE**

**ASK ALL:**

**Q5B:** Do you or does anyone in your household work for any of the following, or have worked at the following within the past 5 years?

	Yes	No
Advertising/Marketing/Branding	CLOSE	
Public Relations or Sales Promotion	CLOSE	
Market Research	CLOSE	
T.V./Radio Station/Media	CLOSE	
Newspaper/Magazine/Journalism	CLOSE	
Any utilities service provider (e.g. electricity, gas or water company or any of its affiliates e.g. Ofwat, Defra, CCW, DWI, EA or NRW in Wales)	CLOSE	
None of the above	CONTINUE	

**ASK ALL:**

**Q5C:** What is your occupation and what industry does it operate in?

.....

**MUST NOT BE ASSOCIATED WITH A HOUSEHOLD UTILITIES PROVIDER E.G. WATER COMPANY OR ANY OF ITS AFFILIATES (OFWAT, DEFRA, CCW, DWI, EA OR NRW IN WALES)**

**ASK ALL:****Q6A:** When was the last time you participated in market research of any kind?

\_\_\_\_\_

**CLOSE IF TAKEN PART IN THE LAST 3 MONTHS**

*Note to recruiter: we are happy to include some respondents who have taken part in research before if you think they would be ideal for this type of project. Across the sample, no more than 1/3 to have taken part in past research.*

**ASK ALL:****Q6B:** How many times have you ever participated in market research of any kind?

\_\_\_\_\_

**CLOSE IF THREE OR MORE TIMES.****ASK ALL:****Q6C:** I'd like to know which, if any, of the following topics have been discussed during the research in which you have participated. Was the topic about...

Automobiles		<b>CONTINUE</b>
Household renovations		
Food/beverages		
Cooking habits		
Household utilities e.g., gas/electric/water		<b>CLOSE</b>

**CLOSE IF PREVIOUS RESEARCH INVOLVES UTILITY PROVIDERS****ASK ALL:****Q7A:** Can you tell me if you own or rent your home, and how you rent?

1	Own home (mortgage or outright owned)		<b>CONTINUE</b>
2	Rent through a private landlord		<b>CONTINUE</b>
3	Rent through social housing		<b>CONTINUE</b>
4	Other type of ownership/renting		<b>CLOSE</b>

**RECRUIT 12X HOMEOWNERS; 8X RENTERS****ASK ALL:****Q7B:** And how long have you lived in your property?

1	Less than 6 months		<b>CLOSE</b>
2	6-12 months		<b>CONTINUE</b>
3	12 months or more		<b>CONTINUE</b>

**ASK ALL:****Q7C:** Which of the following does your home have?

<b>A water meter</b>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>MUST CODE YES</b>
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An energy smart meter	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>
A smart thermostat (e.g. HIVE)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>
An Alexa device, or equivalent	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>

**ALL MUST HAVE A WATER METER**

**ASK ALL:**

**Q7D:** Which of the following bills are you responsible for paying?

	I am solely responsible for paying this bill	I am jointly responsible for paying this bill	I do not pay this bill. It is the responsibility of someone else in the household (parent/the home owner)	I do not pay - this is paid through rent/landlord/partner or other way
Electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ALL MUST BE SOLELY OR JOINTLY RESPONSIBLE FOR PAYING FOR THEIR WATER BILL**

**ASK ALL:**

**Q7E:** And which company supplies the following utilities to your household?

Electricity	
Broadband	
Water	

**ALL MUST CODE WESSEX WATER FOR WATER SUPPLY.**

**ASK ALL:**

**Q8A:** Can you tell me...

	<b>1: A great deal</b>	<b>2: A fair amount</b>	<b>3: Some effort</b>	<b>4: Not much effort</b>	<b>5: No effort</b>
--	----------------------------	-----------------------------	---------------------------	-------------------------------	-------------------------

How much effort do you make at home to save water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**CODE 1 OR 2 = HIGH ; CODE 3 OR 4 OR 5 = LOW**

**ASK ALL:**

**Q8B:** Please tell me which, if any, of these apply to you? (MULTICODE)

1	I volunteer for a local organisation or a local charity	<input type="checkbox"/>
2	I'm a member of an online group (like Facebook) for people living in my area	<input checked="" type="checkbox"/>
3	I'm a member of a local action group like Neighbourhood Watch, Floodwatch, a conservation group or the Parish Council	<input type="checkbox"/>
4	I often pick up litter near where I live	<input type="checkbox"/>
5	I report overflowing drains or leaking pipes in my neighbourhood	<input type="checkbox"/>
6	I choose or recommend companies because they do things for the local community like sponsoring a local team, or donating to a local charity	<input type="checkbox"/>
7	None of these	<input type="checkbox"/>

**CODE 1 OR MORE ACTIVITIES = HIGH ; NO ACTIVITIES = LOW**

**ASK ALL:**

**Q8C:** On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how strongly agree with the following statement?

*"I worry about not being able to afford my water bill"*

**CODE 1 OR 2 = HIGH ; CODE 3 -10 = LOW**

	Responsible Citizens	My World & Cost Conscious	Family Focus	Closed World View	Young Disconnected	Stretched & Struggling
Water saving effort	HIGH	HIGH	LOW	HIGH	LOW	HIGH OR LOW
Community focus	HIGH	HIGH	HIGH	LOW	LOW	LOW
Bill affordability	HIGH	LOW	HIGH OR LOW	HIGH	HIGH	LOW
Age	50-70	50-70	35-54	40-60	Under 40	Under 40

**RESPONDENT SEGMENTATION:** .....



**AT LEAST 2 RESPONDENTS ACROSS SAMPLE TO CODE IN EACH OF THE SEGMENTS OUTLINED ABOVE**

**ASK ALL:**

**Q9:** We are looking to include people who may need additional help and support. I'm going to read out a list of different circumstances which may or may not relate to you or someone in your household. Please can you tell me which if any of the following apply – and I will stress again, this is all in confidence.

**Ongoing circumstances:**

1. Health conditions that impact daily living e.g. the ability to work, the need for either daily care; or the need for targeted support to carry out tasks associated with normal living (shopping, cleaning, getting around)
2. A mental health condition that sometimes or always impacts daily living in terms of working or managing certain tasks/situations
3. A physical disability affecting daily living e.g. sight loss, hearing loss, limited mobility

**Recent circumstances (last 2 years):**

4. Sudden loss of household income: redundancy, contract termination, inability to work
5. Short term health issue: injury, surgery/post op recovery or serious illness that is temporarily impacting the ability to carry on with life in the normal way
6. Bereavement of partner, parent, close family member in the last year
7. Relationship breakdown: divorce, or separation from partner (where living together, sharing financial responsibilities.) in the last year

**4 RESPONDENTS ACROSS THE SAMPLE MUST CODE YES TO STATEMENTS 1,2 OR 3**

**ASK ALL:**

**Q10A:** As part of the research, we will require you to capture and share video and images of you and others within your household if applicable. Please can you verify that you are comfortable and willing to do so:

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK THOSE IN A MULTI-PERSON HOUSEHOLD:**

**Q10B:** As the lead respondent, are you happy to gain consent from the others in your household to their permission to participate in the research study?:

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK ALL:**

**Q10C:** As part of the research, Wessex Water will need access historic and current data from your water meter. Are you happy for Wessex Water to do so?

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

---

*Thank you so much for answering my questions, you meet all the eligibility requirements so it would be great if you could take part.*

*The answers to the questions I've just been through with you will now be shared with BEAM Fieldwork who will share these with the Research Agency. BEAM Fieldwork will be in touch to confirm you for the research via email, chat to you further about the research on the phone and schedule in your ZOOM meetings with Blue Marble.*

**Recruiter Declaration**

*I confirm that this recruitment screener has been carried out with the respondent named, and that it was done in accordance with the instructions of BEAM Fieldwork and the Code of Conduct of the Market Research Society.*

**Recruiter Name:**

**Recruiter Signature:**

**Date:**

## Wessex Water\_Water saving and smart meters Discussion Guide – Interview 1

**Introduce self and Blue Marble** – independent market research company who run research on behalf of organisations.

**This project is on behalf of Wessex Water** – they want to learn about their customers, so you and your household and your day-to-day behaviours.

**Data protection** – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes

### Introduction (10 mins)

Let's start with a quick introduction:

- Name
- Age
- Where you live
- Who else is at home?
  - If other household members are present ask them to introduce themselves, and their relationship to the lead respondent
- What keeps you all busy? What do you all do for work and for fun?

Great to meet you. Can you tell me a bit about your household:

- What is your home like? Talk me through it.
  - Probe: number of bedrooms/bathrooms, flat/house, owning/renting
- How would you describe your lifestyle?
- How much time do you spend at home? Does anyone in your household work from home regularly?
- What's it like living together? What are the kinds of things you do as a household vs. do independently?
- For couples: are there any household habits or ways of living you've adopted from each other?
  - Moderator to probe on specific habits related to running the household e.g. chores, and listen out for habits related to water use

At the moment, everyone is going through some difficult times, coming out of COVID and now with the energy crisis

- How is your household coping?
- Is it something that worries you?
- Has it affected your day-to-day life in any way?
- Are there any habits or behaviours you've adopted to try and keep costs down in the house?
  - Where did you learn these behaviours?
  - Are these things you do solely to keep the bills down or are there any other benefits?
- Do you currently have any smart meters installed in your home for your energy usage?
  - If so, what for?
  - If not, are you aware of smart meters? Would you be interested in getting a smart meter for energy or water? How do you think you could use it / it would help you? If not interested, why not?

### Attitudes towards the environment and water usage (5 mins)

*I now want to move on to talk about the environment*

- How environmentally conscious would you say you are as a household? Does this differ between individuals?
- What are the main environmental issues that you are most conscious of?
- How is that reflected in your everyday lifestyle/behaviours?
  - What are the kinds of things you try to do, buy or not buy to be more environmentally conscious?
  - Do you use eco settings on appliances?
- When purchasing appliances such as washing machines or dishwashers, do you take environmental factors into consideration?
  - *Probe on energy efficiency and water consumption*
- *For couples: again, are there any habits or ways of living you've adopted from each other?*
- *Who or what from outside your household influences your take on environmental issues and your habits?*

### **Water usage (10 mins)**

- Where does water usage fit into things?
  - How conscious are you of your water usage?
    - As a household
    - As an individual
- Are there any behaviours or routines you do to try and reduce the amount of water you use?
- To what extent is it important to be conscious of your water usage?
  - Why is it important?
  - What are the key motivations to be more water conscious for you personally?
  - *Probe: is it about cost/environment/wastage?*
- Do you think your household or any individuals in your household have any bad habits when it comes to water usage?
  - What's bad about them?
  - Why is it tricky to squash these bad habits, do you think?
  - Are any individuals in the household more guilty of these than others?
- Do you tend to pay much attention to your water bills?
  - Does your bill amount ever affect your behaviours?
  - If so, how? And does it affect everyone in the household's behaviour or just some individuals?
  - How does this compare with energy bills?
- And how about water usage outside your home?
  - Do you regularly shower at a gym for example? Or regularly take your car to a car wash?
  - And do your habits change when you're not at home – i.e. do you spend more time showering at the gym or when on holiday because you're not paying for how much you use?

### **Get water fit (10 mins)**

*I now am going to ask you to take an online 'quiz' called Get Water Fit. I'll send you a link and we'll work through the questions together.*

*Moderator to send participant a link to the quiz and ask them to share quiz. Allow participant to go through quiz independently, but all the while probing or listening out for:*

- *How easy/difficult it is to give an answer to each question*
- *How clear the questions are*

- Any moments of shame/embarrassment/surprise i.e. at volumes used by different appliances or with different habits

At the end of the quiz, encourage participants to browse water saving devices and choose the ones they're interested in. Then go on to explore:

- Why have you chosen these devices?
- Why are they interesting to you?
- Do you think they'll help you to reduce your water usage?

Note to moderator: depending on answers, may not be offered a large choice of products

Moderator to explain that we'll set a task asking them to use their devices in week commencing 28<sup>th</sup> March.

### **Set tasks (10 mins)**

Lastly, I'd like to talk you through your first set of tasks that we're going to ask you to start doing at the beginning of next week.

We'd like your household to reduce their water usage by adopting the following behaviours:

- Halving the amount of water you use when you shower
  - This could be either having half the number of showers you typically do, or halving the amount of time you take in the shower
  - You could even try what's called the 5:2 shower diet, which involves having five 'normal' length showers and two super-speedy ones throughout the week.
  - You might even consider swapping out some showers for a flannel wash
- Flushing the loo half as much as you normally would
  - There's a saying that originated in Australia to encourage people to flush toilets less often, 'If it's yellow let it mellow, if it's brown flush it down' – if you're only using the toilet for a wee, try to only flush every other time the toilet is used
- Try to reuse water where you can
  - For example, when you run the tap until the water gets hot or cold, you could collect that water and use it somewhere else

**Moderator: note any spontaneous reactions to the tasks.**

We'll provide a written summary of the tasks which will be posted on the online platform. We'd like you to keep an online 'diary' of how you're finding the tasks, posting regularly to tell us:

- How easy/difficult you're finding it
- Any members of the household who are finding it more/easy difficult, and why?
- Anything you've noticed
- How different this feels to your typical habits

You can do this as either a written or video response on the platform – but we recommend video as it's easier to share your thoughts.

### **Thanks and close**

**Lastly, whilst I'm speaking to you it would be great to schedule in your next interview to take place in about 4 weeks' time on w/c 11<sup>th</sup> April. This interview will be a very similar format to this one but will last 1 hour.**

*That's everything from me, thanks so much for agreeing to take part in our research. If you have any questions at all, please get in touch – I'll be your point of contact throughout the entire research project. (Give option of email, phone, or online platform and provide details).*

## Wessex Water – Interim tasks

**Interim tasks: Online community with 20 households**

## Week 1: Welcome and first tasks

**Audience:** All respondents

**Share settings:** unbiased

**Moderator notes  
and probes:**

Hi everyone and welcome to our online community on Water Saving.

You will have had an initial call with one of our team (Sonali, Emma or Oscar) last week who will have had a chat with you to get to know your household a little bit better.

At the end of the call, we outlined a few tasks we'd like you to try and do over the next 3 weeks. We'd like you to post in this diary task 3 x per week (beginning, middle and end) every week to tell us how you're getting on.

You can tell us how you're getting on via video or in writing, whichever you'd prefer. If you choose video, there are some basic instructions attached that may help.

In your posts, please tell us:

- How you are finding each of the tasks
- How 'doable' is it?
- What is challenging about these tasks, if anything? And why?
- Are any household members struggling to do it more than others? Why?

We'll send regular reminders to keep the diary updated.



## Week 1 tasks:

We'd like your household to reduce their water usage by adopting the following behaviours:

**Halving the amount of water you use when you shower**



*This could be either having half the number of showers you typically do, or halving the amount of time you take in the shower*

**Flushing the loo half as much as you normally would**



*There's a saying that originated in Australia to encourage people to flush toilets less often, 'If it's yellow, let it mellow' – if you're only using the toilet for a wee, try to only flush every other time the toilet is used*

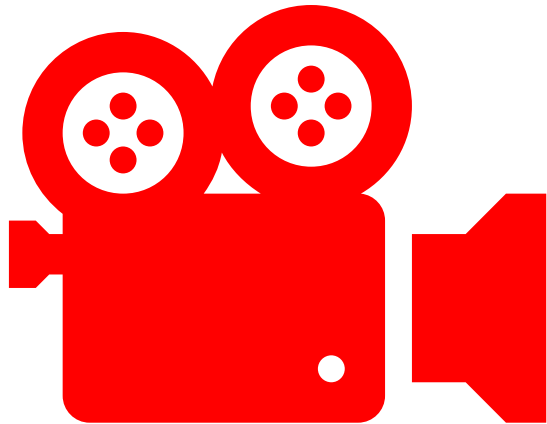
**Try to reuse water where you can**



*For example, when you run the tap until the water gets hot or cold, you could collect that water and use it somewhere else*

# Video tips

Where you'd like you to complete a task or answer a question on video, you can record it on your mobile and upload it to the Recollective platform – get in touch with us if you're having any problems. Here are some tips to make your videos look amazing:



- **Orientation:** film in landscape, i.e. turn your phone sideways, with the longer edge at the top and bottom
- **Lighting:** please record somewhere with good lighting – this doesn't have to be staged in any way, just make sure we can clearly see your face, so no strong light source behind you!
- **Sound:** take your video somewhere quiet and try to avoid background noise if you can

## Week 2: Get Water Fit

**Audience:** All respondents

**Share settings:** unbiased

**Moderator notes  
and probes:**

Hello everyone!

We've got another diary task for you to tell us about this week. During our first interview, we went through the 'Get Water Fit' online questionnaire and asked you to order some products.

Hopefully the box has arrived by now and when it does we want you complete the following:

- Remind us of what you chose to order from the Get Water Fit pack and why?
- Install the devices in your house (if needed) and tell us how the installation process was?
- What are your first thoughts on the items you received?

Throughout the following 2 weeks, we want you to post on the diary task regularly and tell us:

- How is it going using the devices?
- Which are you using regularly and why?
- Which are you using less regularly or not at all, and why?
- How much effort is it to use each product?

We'll send regular reminders to keep the diary updated.

Thanks!

## Wessex Water\_Water Saving and Smart meters

### Workshop discussion guide

#### INTRODUCTION (10 mins)

- Introduction from Blue Marble
  - Recap on first phase and thank participants for joining
  - Explain audio and video recording
- Introduction from participants
  - Name
  - Household set up
  - One thing they learned about themselves/their household during the first phase of the research
- Introduction from Wessex Water team members
  - Name
  - Something personal about them – who's at home or where they're from
- How this will work
  - This session will take place as a group discussion
  - I want to hear from each participant relatively equally
  - If Wessex Water attendees have any questions to add, please put your virtual hand up and I'll leave time for those

#### UNDERSTANDING WATER VOLUME (15 mins)

We're going to dive straight in and talk about different volumes of water. As you know, this research is all about water usage in your household. I'm going to show you some figures for water volumes i.e. how much water is used to do various things around the house – let me know what you think.

*Moderator to present each household behaviour and how much water is used and discuss:*

- Is this surprising?
- Is it more or less than you were expecting?
- Does it make you feel differently about how you do things in your household?
- Would it motivate you to change your behaviour in any way?

[STIM] Present customers with different household behaviours and how much water people use on average

- Flushing the loo
- A full bath
- A half-filled bath
- 10 minute shower
- 4 minute shower
- Letting the tap run for 10 seconds
- Putting on a washing machine
- Putting on the dishwasher

We've looked at the various behaviours in terms of water volume, but I now want to look at them in terms of cost saving.

*Moderator to present each household behaviour and how much it costs and discuss:*

- Is this surprising?
- Is it more or less than you were expecting?
- Does it make you feel differently about how you do things in your household?
- Would it motivate you to change your behaviour in any way?

**[STIM] Show activities as above but with costs attached.**

- What do you think about this?
- Are there any bits that are shocking or surprising?
- How impactful is this – does it make you think more, want to change behaviour etc.

### **PRESENTING THE WATER RESOURCE CHALLENGE (20 mins)**

We've spent a lot of time discussing how you can save water in your household, and how much water you can save. We've now also discussed the benefits to you as a household in terms of cost saving.

I now want to have a look at water saving in a broader context, which is the water resource challenge.

**[STIM] Show a one pager covering the different elements of the water resource challenge. Show each element one by one and capture initial reaction**

- What are your initial thoughts about this?
- Were you aware of this challenge and how it relates to water resource?

*Once all 5 have been revealed*

- *Moderator to lead an open discussion on the water resource challenge and encourage Wessex Water to dive in with questions*

Discussion all 5 elements:

- Which point here do you think captures your attention the most? Why?
- Which do you think is most likely to make you change your behaviours or pay more attention to how much water you're using?
- Which do you think is most important to communicate? Why?
- Which of these are providing you with new information that you weren't aware of previously?

### **SHOWERING BEHAVIOUR (15 mins)**

Let's move on to talk about showering.

- First of all, let's talk about how showering fits into your life... what function does it serve for you?

- *Probe: is it functional, emotional*
- *Probe: being clean vs. feeling clean*
- *Probe: time to yourself*

As part of the wider agenda to reduce water usage amongst customers, Wessex Water want to help customers to reduce the amount of water they use when they shower.

- Do you have any ideas of what they could say or do to encourage customers to reduce their water usage?
- Is it about offering products/devices?
  - What kinds of products work best?
  - *Probe: fit and forget vs. ongoing usage*
- Is it about giving information?
  - On water volume?
  - On cost saving? *Probe: on water bill vs. energy bill*
- Any other advice on what they should talk about?

[STIM] Show a number of different behaviours that people can adopt:

- 4 minute shower timer
- Taking a shorter shower generally
- Swapping baths for showers
- Reducing number of showers you take overall
- Swapping some full length showers for shorter showers (5:2 diet)
- Offering a branded flannel to encourage flannel washing

We asked you to adopt some of these behaviours during the first phase of research. To summarise:

- Which of these do you think would be the easiest thing to adopt?
- Which do you think would be the most impactful?
- Are there any things here you'd adopt now that you know about the water resource challenge that you were hesitant to adopt before?

### **SMART METERING (15 mins)**

I now want to move onto something slightly different, which is smart meters for your water usage. Water companies are considering providing smart meters for their customers.

- If Wessex Water installed a smart meter in your household, what data would you expect the smart meter to give you?
  - What would you like to see and why would it be useful to you?
  - *Probe: litres used, cost spent, daily vs. weekly*
- To what extent do you think you'd pay attention to what the smart meter is telling you?

We have some examples of here of what a smart meter might be able to tell you. These are all indicative and just examples pulled from various places so don't worry too much about style.

[STIM] Show some examples of different graphs or screenshots of information that could be given

- What are your initial thoughts – anything here you like the look of?
- How do you think you would look at this information?
  - Would you want Wessex Water to give you a prompt to check in on your water usage? If so, how often?
- Would you want a nudge to tell you if your water usage has gone up or down? If so, how often?

### **INCENTIVES (5 mins)**

*Moderator to summarise what has come out as the most motivating thing for customers to reduce their water usage.*

Alongside this, Wessex Water could offer some incentives to help to motivate customers to reduce their usage.

[STIM] Show some examples of different incentives they could offer:

- Earning points towards a charitable donation if you save water
- Reducing water usage to receive vouchers
- Reducing water usage to be given a flat discount
- Would any of these motivate you to use less water? Which?
- *Moderator to expand on each and understand details of how they'd want this to work*

### **Extra questions - thanks and close (10 mins)**

Thank you so much for all of your time so far. I wanted to open up the floor to the attendees from Wessex Water to ask any additional questions they may have?

*Moderator to close workshop and end meeting once all questions have been asked/time has run out.*

# Water Volumes and Water Behaviours



80 litres per full bath



40 litres per half-full bath



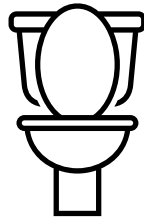
10 mins

120 litres per 10 minute shower



4 mins

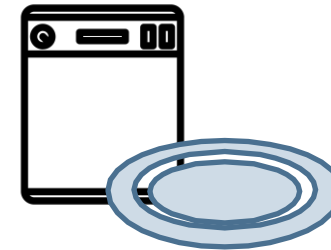
48 litres per 4 minute shower



5 litres per flush



50 litres per wash



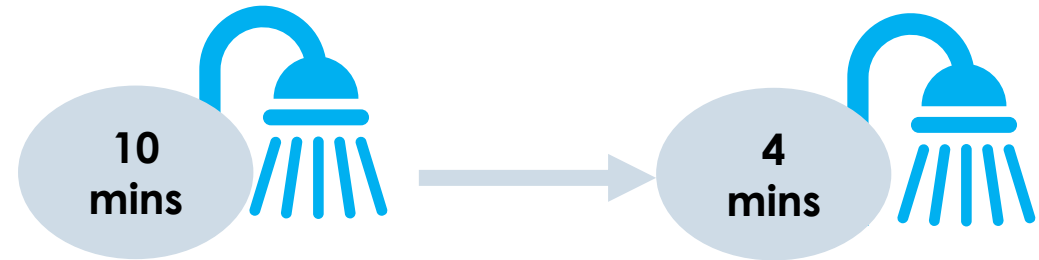
12 litres per wash



# Water Usage and Cost



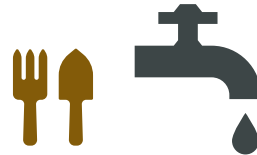
If one person swapped a **daily full bath** for a **daily half full bath**, they could save **£81 a year (gas heated)** or **£217 (electricity heated)**.



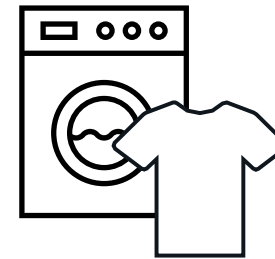
If a 4-person **household** swapped their daily showers from **10 mins to 4 mins** they could save **£920 a year (gas heated)** or **£1900 a year (electricity heated)**.



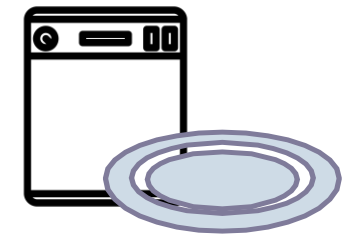
Flushing toilet **1 less time per day** would save **£6.75 over the year**



Running garden hose for 1 hour costs **£2**

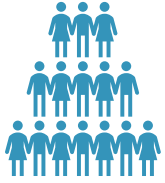


Using your washing machine **one less time per week** would save **£50 a year** (in terms of energy and water)



Using your dishwasher **one less time per week** would save **£11 a year** (in terms of energy and water)

## Water Resource Challenge: In planning future water supply, there are several challenges that we need to consider:



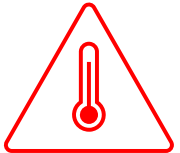
**Population growth:** Between 2020 and 2050 population in the region is expected to grow by around 13%. Supplying the higher population will place additional pressure on the region's water resources



**Climate change:** The latest forecasts of the likely impact of climate change suggest that in the future we'll experience much lower levels of summer rainfall. This means that we'll have to plan to ensure we have sufficient supply available through these drier periods



**Environmental needs:** A changing climate and growing population will place greater stress on the environment. We need to ensure that we plan to minimise or reduce the environmental impact of our activities

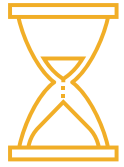


**Resilience:** The potential impact of drought on water users is high. We need to plan to meet water needs in more extreme future droughts

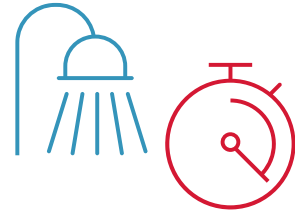


**Uncertainty:** Forecasting decades into the future is fraught with uncertainty. That means we have to plan in a flexible way that ensures that we're able to meet our aims whatever the future holds

# Potential Water Saving Behaviours



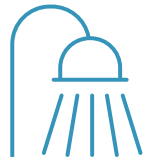
**Using a 4 minute shower timer**



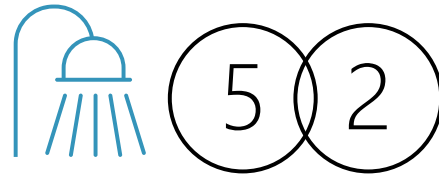
**Taking a shorter shower generally**



**Swapping baths for showers**



**Reducing the number of showers you take overall**

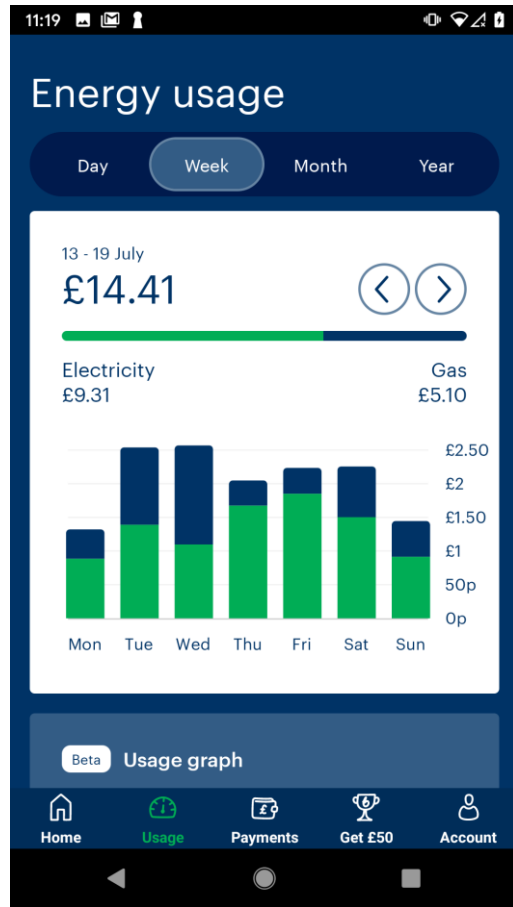


**Swapping some full length showers for shorter showers (5:2 diet)**

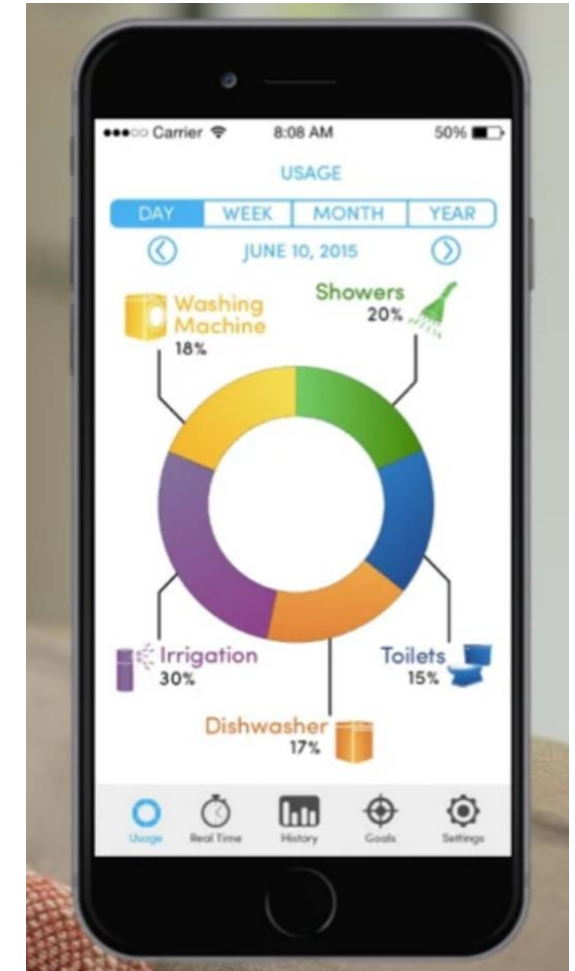
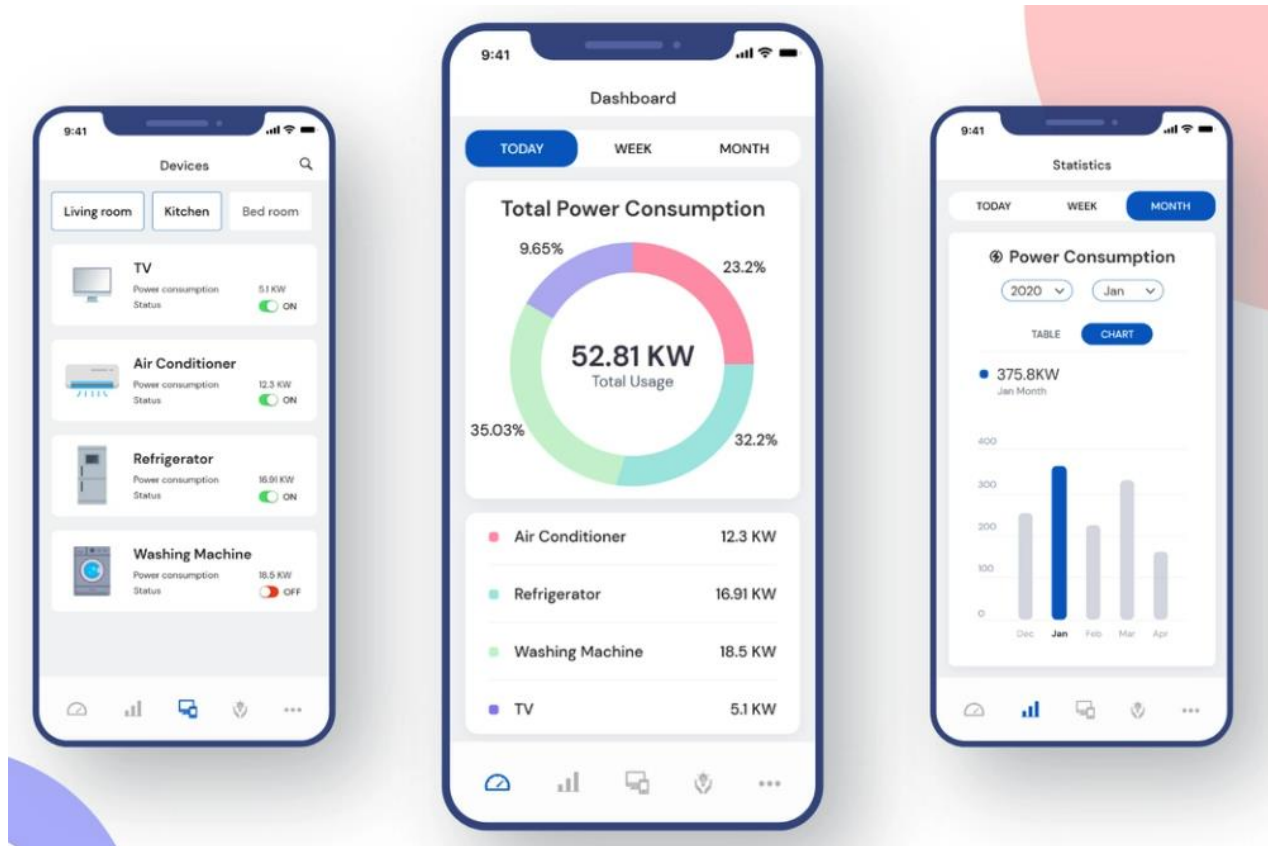


**Offering a Wessex Water branded flannel to encourage flannel washing**

# Smart metering Data Examples



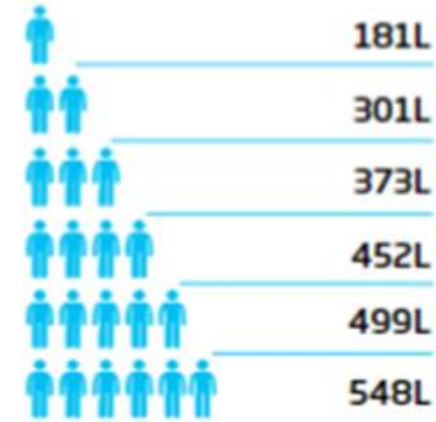
# Smart metering Data Examples





## How do you compare to the national average?

Your average daily use is 195 litres per day.



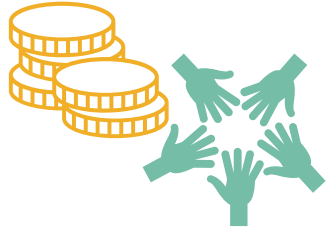
Using less water may help you reduce your water and energy bills.

If you're using more than this national average it might be due to extra people in your home, the season, using new appliances or a leak. For water saving advice visit:

[wessexwater.co.uk/savingwater](https://www.wessexwater.co.uk/savingwater)

Current info on Wessex paper bills

# Incentives to Use Less Water



1

**Earning charitable donation points if you save a certain amount of water**



2

**Receiving vouchers as you save water**

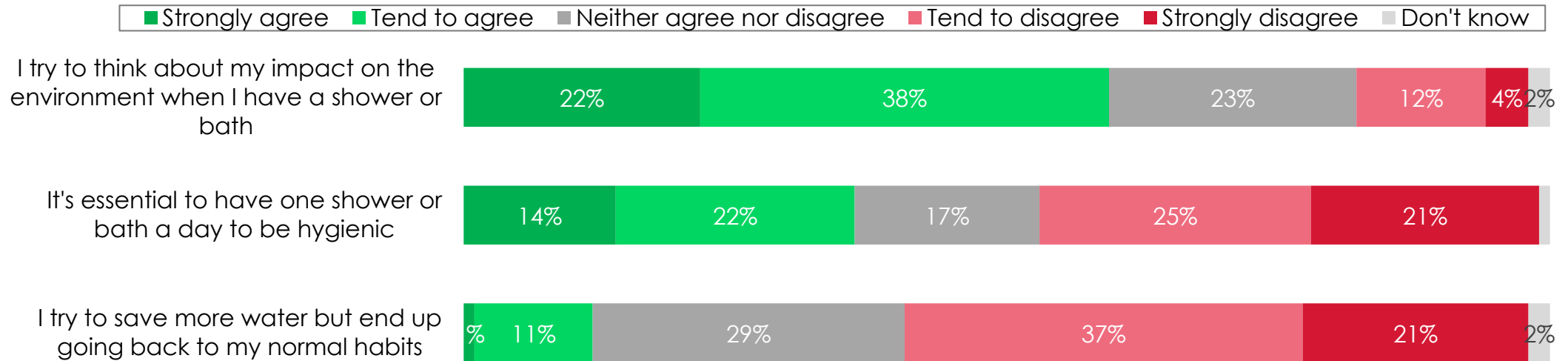


3

**Receiving a discount on your water bill if you save a certain amount**

# Attitudes to water use and water saving

The biggest potential attitudinal barriers to using less water are that it is seen as essential to either shower or bathe daily to be hygienic and that it's important to relax / enjoy the shower. Encouragingly, the majority disagree that saving water doesn't give a worthwhile saving on the water bill, underpinning that financial savings are motivating.

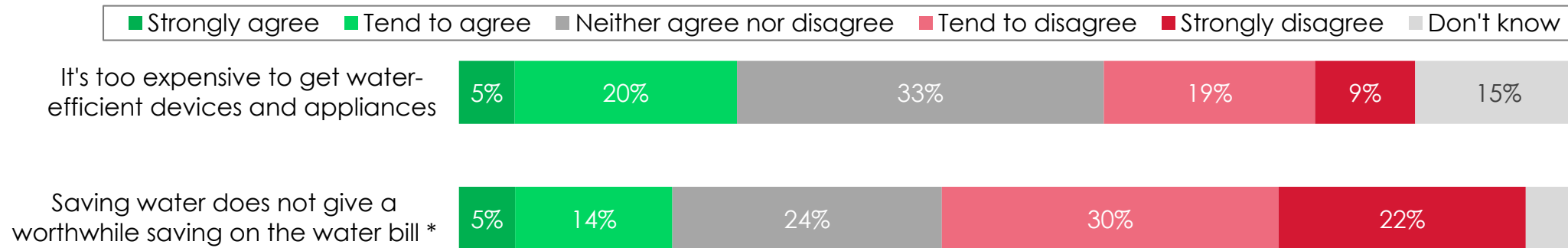


**Q12.** How much would you agree or disagree with the following statements?

Base: All panelists (824) \* 'Saving water does not give a worthwhile saving on the water bill' Base: those with a water meter (688)



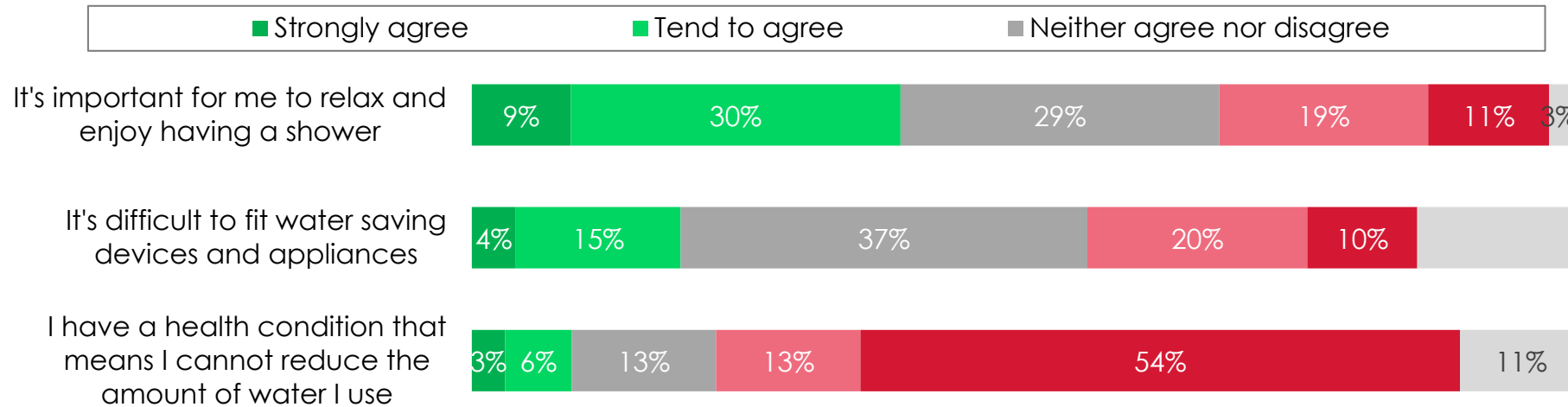
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## WESSEX WATER – WATER EFFICIENCY AND SMART METERING

### FINAL QUESTIONNAIRE FOR PANEL – v5.0 14/04/22

#### ASK ALL

**Q1.** Firstly, can we confirm if your household is on a water meter? **(SINGLE CODE).**

1. Yes
2. No
3. Don't know

#### ASK ALL

**Q2.** How many people, including yourself, live in your household? **(SINGLE CODE).**

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 or more

#### ASK ALL

**Q3.** What kind of outdoor space, if any, do you have? **(MULTI CODE, FIXED ORDER)**

1. A garden
2. A patio, yard or balcony with plants
3. A patio, yard or balcony without plants
4. Other (write in)
5. No outdoor space **(EXCLUSIVE)**

#### ASK ALL WITH A GARDEN (CODE 1 AT Q3)

**Q3b.** Which, if any, of these do you have in your garden? **(MULTI CODE, RANDOMISE ORDER)**

1. A lawn
2. Borders or flower beds
3. A greenhouse
4. A vegetable patch
5. None of these **(ANCHORED, EXCLUSIVE)**

#### ASK ALL

**Q4a.** About how often do you personally do each of the following? **(RANDOMISE, SINGLE CODE FOR EACH)**

- A. Have a shower at home
- B. Have a shower other than at home (at work, gym etc)
- C. Have a bath
- D. Wash at the sink with a flannel

1. More than once a day
2. Once a day
3. Most days
4. 2 or 3 times a week
5. Once a week
6. Once a fortnight
7. Once a month
8. Less often
9. Never / not applicable to me

**ASK ALL**

**Q4b.** About how often does your household (you or anyone else in your home) do the following? **(RANDOMISE, SINGLE CODE FOR EACH)**

- A. Use the washing machine
- B. Use the dishwasher
- C. Wash the car
- D. Water your garden / outdoor plants **(ONLY SHOW IF CODE 1 OR 2 AT Q3 - HAVE OUTDOOR SPACE WITH PLANTS)**

- 1. More than once a day
- 2. Once a day
- 3. Most days
- 4. 2 or 3 times a week
- 5. Once a week
- 6. Once a fortnight
- 7. Once a month
- 8. Less often
- 9. Never / not applicable to me

**ASK ALL**

**Q5.** How much effort do you personally make to save water? **(SINGLE CODE).**

- 1. A great deal
- 2. A fair amount
- 3. Some effort
- 4. Not much effort
- 5. None

**ASK ALL WHO CODE 1 AT Q5**

**Q6a.** Why do you make a great deal of effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 2 AT Q5**

**Q6b.** Why do you make a fair amount effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 3 AT Q5**

**Q6c.** Why do you make some effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 4 OR 5 AT Q5**

**Q6d.** Why do you make not much or no effort to save water? Please explain as much as possible.

**OPEN END.**

**ASK ALL**

**Q7.** The water supplied to homes and businesses comes from the rainwater in natural underground stores, reservoirs and rivers. These water sources are also essential for wildlife and the local environment. How plentiful or limited do you think these sources of water are in your region? **(SINGLE CODE).**

1. Very plentiful
2. Quite plentiful
3. Neither plentiful nor limited
4. Quite limited
5. Very limited
6. Don't know

**ASK ALL**

**Q8.** How much would you agree or disagree with the following statements? **(SINGLE CODE FOR EACH)**

**STATEMENTS (RANDOMISE ORDER)**

- A. I'd be interested in having a smart water meter (a meter that lets you see your household's water use on a regular basis)
- B. One or more other members of my household tend to use **more** water than me **(ONLY SHOW IF CODE 2-6 AT Q2 – MORE THAN ONE PERSON IN HOUSEHOLD)**
- C. One or more other members of my household tend to use **less** water than me **(ONLY SHOW IF CODE 2-6 AT Q2 – MORE THAN ONE PERSON IN HOUSEHOLD)**
- D. I don't remember Wessex Water telling me much about how to save water
- E. I feel that other households make **less** effort to save water than mine
- F. I'm the sort of person who hates wasting anything
- G. I am keen to find new ways to save money on utility bills
- H. I often look for new ways to reduce my impact on the environment
- I. The amount of water taken from natural sources is damaging local environments and wildlife

**ANSWER CODES**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know / cannot say

**ASK ALL WHO CODE 1 or 2 AT Q8(A) – THOSE INTERESTED IN HAVING A SMART WATER METER**

**Q9a.** You mentioned just now that you might be interested in having a smart water meter. Please tell us what you think the benefits would be?

**OPEN END.**

**ASK ALL WHO CODE 4 or 5 AT Q8(A) – THOSE NOT INTERESTED IN HAVING A SMART WATER METER**

**Q9b.** You mentioned just now that you would not be interested in having a smart water meter. Please tell us why?

**OPEN END.**

**ASK ALL WHO CODE 3 AT Q8(A) – THOSE NEUTRAL ABOUT HAVING A SMART WATER METER**

**Q9c.** You mentioned just now that you neither agree or disagree you are interested in having a smart water meter. Please tell us why you said this?

**OPEN END.**

**ASK ALL**

**Q10.** Please tell us which of these you are already doing, and which others, if any, you would be prepared to do, to reduce your use of water? **(SINGLE CODE FOR EACH)**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already doing	Would be prepared to	Would not be prepared to	Not applicable to me / unable to	Don't know
	1	2	3	4	5
1. Spending no more than four minutes in the shower					
2. Not having a shower every day					
3. Having very short showers some days					
4. Not flushing the toilet after every use					
5. Reusing water used in the kitchen for plants					
6. Not washing clothes after every wear					
7. Not rinsing washing up under a running tap					
8. Only using washing machines and dishwashers with a full load					
9. Letting your lawn go brown instead of watering it <b>(ONLY DISPLAY IF HAVE LAWN CODE 1 AT Q3b)</b>					
10. Turning off the shower while lathering / shampooing / shaving legs					
11. Using a flannel or sponge to wash at the sink instead of having a shower / bath					

12. Turn off the tap while brushing teeth					
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**ASK ALL**

**Q11.** And please tell us which of these have you already done, and which, if any, you are intending to do or might do in future? **(SINGLE CODE FOR EACH)**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already done this	Intending to do this	Might do this in future	Unlikely to do this in future	Don't know
	1	2	3	4	5
1. Install a water-efficient washing machine or dishwasher					
2. Fit an eco shower head with a lower flow rate					
3. Install a water butt (a large barrel for storing rainwater that you can then use in your garden) <b>(ONLY DISPLAY IF HAVE OUTDOOR SPACE AT Q3)</b>					
4. Install a rainwater harvesting system (a large underground tank that captures rainwater for non-drinking uses like toilet flushing and watering the garden)					
5. Have your water company visit your home for free to fit devices and advise how you can save water					
6. Use the online water saving calculator GetWaterFit					

**ASK ALL**

**Q12.** How much would you agree or disagree with the following statements **(SINGLE CODE FOR EACH)**

**STATEMENTS (RANDOMISE ORDER)**

- A. It's important for me to relax and enjoy having a shower
- B. I have a health condition that means I cannot reduce the amount of water I use
- C. It's **too** expensive to get water-efficient devices and appliances
- D. It's difficult to fit water-saving devices and appliances
- E. I try to save more water but end up going back to my normal habits
- F. It's essential to have one shower or bath a day to be hygienic
- G. Saving water does not give a worthwhile saving on the water bill **(DISPLAY TO THOSE WITH METER ONLY – CODE 1 AT Q1)**
- H. I try to think about my impact on the environment when I have a shower or bath

**ANSWER CODES**

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know / cannot say

**DISPLAY TO ALL**

Smart water meters collect water usage information for households regularly (hourly, daily, weekly, or monthly). The information is visible to customers through an app, website or an in-home device so they can see how much water they are using and any changes in the usage. This can help to find ways to save water, manage bills more accurately and spot leaks.

**ASK ALL**

**Q13.** Having read this, how much would you agree or disagree with the statement 'I'd be interested in having a smart water meter' **(SINGLE CODE)**

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know

**ASK ALL**

**Q14.** Which one of the following would be your preferred way of seeing information about your household's water use? **(RANDOMISE. SINGLE CODE)**

- 1. From a device you could position in your kitchen / living room
- 2. Through an app on your mobile phone
- 3. Online/website using your computer or tablet
- 4. Emails
- 5. Another way **(ANCHORED. WRITE IN)**
- 6. Don't know **(ANCHORED)**



**ASK ALL**

**Q15.** With a smart water meter, you could have texts or notifications on your mobile phone to prompt you to have a look at your water use information. How often would you want to be prompted? **(SINGLE CODE)**

1. Daily
2. Every few days
3. Weekly
4. Every 2-3 weeks
5. Monthly
6. Every 2-3 months
7. Only when there is a change in my water use
8. Never
9. Don't know

**ASK ALL**

**Q16.** Which, if any, of the below would motivate you to read a smart meter display to help manage your water use? Please **choose up to three that would most motivate you.**

**(MULTICODE. RANDOMISE ORDER)**

- A. Saving money on your water bill
- B. Identifying leaks within your property (e.g. a leaking toilet or slow dripping tap)
- C. Conserving natural resources
- D. Helping the local environment and biodiversity
- E. Helping reduce energy use and CO2 emissions
- F. Playing your part to make sure there is enough water for everyone in future
- G. Seeing how your water use compares to other similar households in your area
- H. Gaining rewards for reducing your water use or continued low water use
- I. Saving money on your energy bill by reducing hot water use
- J. None of these **(ANCHORED, EXCLUSIVE)**

**ASK ALL**

**Q17.** What is the **minimum** annual saving on your water bill that would make it worthwhile for you to read a smart water meter display to help manage your water use? **(SINGLE CODE)**

1. No saving needed – I would be motivated by other reasons
2. £1-5
3. £6-10
4. £11-20
5. £21-30
6. £31-50
7. £51-75
8. More than £75
9. Don't know

**ASK ALL**

**Q18.** How strongly do you agree or disagree with the statement 'I worry about being able to afford my water bill'? Please use a scale of 0 to 10 where 0 is strongly disagree and 10 is strongly agree.

0	1	2	3	4		5	6	7	8	9	10
Strongly disagree										Strongly agree	

99. Don't know / cannot say

**ASK ALL**

**Q19.** And please tell us which, if any, of these apply to you? **(MULTICODE, RANDOMISE ORDER).**

1. I volunteer for a local organisation or local charity
2. I'm a member of an online group (like facebook) for people living in my area
3. I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council
4. I often pick up litter near where I live
5. I have reported overflowing drains or leaking pipes in my neighbourhood
6. I have used or recommended companies because they do things for the local community like sponsoring a local team, or donating to a local charity
7. None of these **(ANCHORED, EXCLUSIVE)**

**ASK ALL**

**Q20.** Do any of the following apply to your household? **(MULTICODE, RANDOMISE ORDER OF ANSWER LIST)**

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
3. Claiming pension credit (not just state pension)
4. The household does not own a car
5. Live in a remote location
6. No Internet access at home
7. On a discounted water tariff like Assist or Water Sure
8. None of these **(ANCHORED, EXCLUSIVE)**
9. Prefer not to answer **(ANCHORED, EXCLUSIVE)**

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 1 (30 mins)

**Introduce self and welcome them back to the next stage of the research.**

**Remind them that this project is on behalf of Wessex Water** – this phase of the research is a follow up to the previous phase and we'll give you an overview of what to expect over the coming months.

**Data protection** – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

### Introduction (2 mins)

Welcome back and thank you so much for agreeing to take part in this exciting next stage of research.

- First of all, tell me how you've been?
- Have there been any significant changes in your life since we last spoke?

### Introduce next steps (3 mins)

Let me tell you a little more about what this phase of research will entail.

- **Today** - this is the start of this phase of research – the briefing interview. This is essentially just to recap on some of the things you've been thinking about in the past few months with regards to water usage. We'll then set tasks for the next 2 months until we speak again.
- **On w/c 8<sup>th</sup> August**, we'll have our interim interview. This will be a recap of the previous few months, summarising your reflections. During this time, we'll brief you on the next 2 months
- **On w/c 10<sup>th</sup> October** we'll have a final interview with you, reflecting on the previous 2 months but also the project as a whole
- **Throughout** – this research project is slightly different, in that our main point of contact with you will be via WhatsApp. I'll send you a message on WhatsApp and check in with you around once per week to gather your thoughts on how you've been getting on with the 'tasks' we've set.

### Recap on phase 1 (10 mins)

Let's have a chat about the first phase of research...

- Did the project make you think or behave any differently in general?
- How did you find the behaviour changes we asked you to try?
  - What behaviours did you particularly enjoy trying and why?
  - What behaviours didn't enjoy trying and why?
  - Have you adopted any new habits that we didn't suggest?
- Have you maintained any behaviour changes that you adopted during the research?
  - Which ones?
  - Why?
  - Is this true for all the family?
- Have you had any discussions with others (family/friends) around water usage?

### Brief on next 2 months (10 mins)

**(For moderator reference)**

**Behaviour changes:**

- **Shower**

- Cutting down on time in shower
- Cutting down water in the bath
- Cutting out showers
- Switching to flannel washes
- Fewer baths
- **Loo**
  - Yellow mellow
  - Cistern bag
  - Using the single flush
- **Reusing water**
  - From tumble dryer
  - From running tap
  - From rain water
- **Outside water use (depending on circumstances of household and weather)**
  - Fun in the sun – children and paddling pools, slip and slides, water pistols (fun, but use less water than a paddling pool)
  - (Temporary) hot tubs
  - Garden watering – pots, borders, lawns – can people be selective in what they water to reduce reliance on hosepipes and use watering cans instead? How much acceptance for letting lawns go brown?
  - Outside space cleaning habits – pressure washing patios, cleaning cars, wheelie bins

Over the next few months we want you to set some goals of things you're going to try and implement into your life.

We're going to take some meter reads now, and again in 2 months time before our next interview. Before, we calculated that your average daily consumption was xxx litres.

- We want you to set a target and cut that down over the next 2 months
  - What target do you think is realistic?

We'll give some guidance on how to do this:

- Firstly, we want you to continue with some of the behaviours you found quite easy to adopt
  - Can you tell me what these are?
- Secondly, we want you to try and implement some of the behaviours you found difficult to adopt.
  - Can you tell me what these are?
  - If you can't implement them to the full, what will you try and do?
- Which behaviours do you think will have the most impact here?
- Are there any other behaviours not mentioned above that you think you'll be able to adopt?

### A few quick questions

- Do you have any outdoor space?
  - If so:
    - What does it consist of e.g. lawn, patio, approximate size
    - And do you have an outdoor tap? If so, what do you tend to use it for?
- Do you use water outdoors?
  - If so, for what?
- Have you looked into getting a water butt at all?
  - If so, why?
  - If not, why not?
  - (If it seems practical and they have space) As part of the research we may send water butts to a few participants – is this something you'd be interested in?

**Next steps (5 mins)**

*As I mentioned before, we're going to be keeping in touch via WhatsApp – we'll check in once per week and ask something along the lines of the following:*

- Has anything changed this week? E.g. been away, had visitors, been out a lot
- How did you find the behaviour changes?
- Was there anything that was particularly easy/difficult?

*You can also use WhatsApp to ask any questions you might have. If you want any more information or have something on your mind, feel free to ask and either us or Wessex Water can come back with a response.*

*You can either type your responses, voice note or send us a video!*

*Do you have any questions at this stage?*

**Thanks and close**

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 2 (30 mins)

### Welcome and check in

**Data protection** – remind that this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

### Recap on past few weeks (10 mins)

It's great to speak with you again and thank you so much for all of your communications over the past month or so.

Let's recap quickly on what we spoke about last time:

- What were the key behaviours you were trying to maintain over the past month or so?
  - How has that gone overall?
- Which behaviours did you manage to maintain?
  - What was the key reason you managed to keep them up, do you think?
    - Probe: motivated to save water, cost, new habit, other
- Which behaviours did you find particularly difficult to maintain?
  - What were the reasons for this?

And let's also talk about the periods of hot weather we've had recently:

- Did you notice any differences in your behaviours when the weather was particularly hot?
  - What were they?
  - Why did the hot weather change things?
  - At what point do things start to change weatherwise e.g. after a certain temp, or when it's solid sun/no breeze
  - For those with kids: did the kid's outdoor behaviours change at all?
- How did you feel about maintaining the water saving behaviours you had set yourself?
- Were there any water saving behaviours that were harder to maintain in the hot weather?
- Did you find you were using more water for anything?
  - What was it and why? Probe: outside vs. inside
- Moderator to try and tease out at which point the weather becomes too much and motivation to save water dwindles...
- For those with gardens
  - How do you feel about the grass going dry/yellow/brown?
  - With temperatures rising, do you think you'll take this into account when gardening and deciding what to plant?

### Shower product assessment (5 mins)

#### For those who received the combined shower head and timer

- Following discussions on WhatsApp, could you summarise for me how you found the overall experience of using the showerhead, including:
  - Installation and set up
    - Was it easy enough to attach to your shower?
    - Any difficulties?
  - Water flow
    - Did you notice any change in water flow...
      - ...compared to your original shower?
      - ...compared to the showerhead you got in the GetWaterFit kit?

- If flow was different – did this reduce your enjoyment of your shower or impact on functionality at all?
- *Timer*
  - Did you find yourself using the timer?
  - What did you like about it?
  - Was there anything you were less keen on?
- *Traffic light system*
  - Were you clear on how this worked and what each colour meant?
  - Did you find this useful?
  - How does it compare to the egg timer you had previously?
- Do you think it changed your shower behaviour at all?
  - If so, in what ways?
  - If not, why not?

### **For those who received the digital shower timer**

- Following discussions on WhatsApp, could you summarise for me how you found the overall experience of using the digital shower timer:
  - Was it easy to use?
  - How did it compare to the egg timer?
  - Does using it make a difference to the way you shower?
  - Anything that could be improved?

### **Meter reads (5 mins)**

*Let's recap on the targets you set at the beginning of this part of the project:*

- Remind me what was your reduction target?
  - *Moderator to prompt from notes if they've forgotten*
  - *If no target, ask how they think they've done?*
- How successful do you think you've been as a household in reaching your target?
  - Why?
- I can tell you that between April and June your daily average was XX...
  - Do you have any idea what your daily average was between June and now?
  - I can reveal that it is XXX
- What do you think about this result?
  - Are you surprised?
  - Are you pleased/disappointed?

*If meter readings show usage has gone up*

- Does seeing this make you more motivated to try and save water?
- Why/why not?

*If calculated, talk about this from a financial perspective*

### **Bills and communications (5 mins)**

*I want to talk about something slightly different now, that we haven't really covered yet. I want to ask you a few general questions about your water bill:*

- Before being part of this project, did you pay much attention to your water bill?
  - Why/why not?
- Now that you're taking part in this research, have you paid any more attention to your water bill?
  - If so, what has motivated you to do that?

- Can you recall the contents of what is included in your water bill?
  - Is there anything in there that is particularly helpful?
  - Is there anything in there that you tend to skip past?
- Have you noticed any other communications about water usage:
  - ...from any sources?
  - ...from your water company in particular?
- For each piece of comms:
  - Where did you see it?
  - What was the content/message?
  - How much attention did you pay?
  - Did it make you think or behave any differently?

### **Additional tasks (5 mins)**

I want to ask a few questions about how you use your appliances:

- Do you currently use the eco settings on your washing machine or dishwasher?
  - If not, why not? *Moderator to explore barriers*
  - If so, why do you do that?

*For those who aren't currently using the eco settings:*

- Is this something you'd be willing to try and adopt for the remainder of this project?
- Do you think you'll struggle to maintain this behaviour over the next few months?

### **Collapsible buckets and home check**

Thanks for going through all of that with me. For the next part of the project we are going to send you some more products to trial.

The first of these are some collapsible buckets. These are buckets that collapse down into flatpack for easy storage. The idea behind these is you can use them to collect water from running taps, tumble driers, dehumidifiers, paddling pools... really anywhere that has excess water. You can then use the water for other uses such as watering plants, cleaning things etc.

- Do you have any initial thoughts about this product?
- Do you think you'll find it useful/helpful?

The second thing we'd like to ask you to trial is a Wessex Water Home Check.

*This is a free service that involves a technician coming to your home and assessing it to see if there are any water saving changes you could make. It takes 30-45 minutes and the technician would:*

- *check for leaks and arrange for any found to be fixed for free if possible*
- *identify ways you can save water and energy to reduce your bills*
- *fit free water-saving devices*
- *provide water-saving advice to fit into your lifestyle.*

*Would you be willing for us to arrange a Home Check at a time that suits you? (This would require us passing on your phone number to Wessex who will phone you to arrange it).*



## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 3 (30 mins)

### Welcome and check in

**Data protection** – remind that this session is being audio/video recorded but everything they say will remain confidential and we only use these for internal research purposes.

Thank respondent for being part of the project and for their contributions over the past 7-8 months. Explain that this interview will summarise some of the key things we explored in the research.

### Water saving behaviours and products (15 mins)

This project has been all about water saving and introducing some new behaviours into your day to day lives. We're going to talk specifically about products in a little bit, but focusing first on behaviours...

- Let's start with the behaviours that you managed to maintain...
  - Talk me through each behaviour and tell me:
    - How did you find it at first?
    - Did you have to make any adaptations to your behaviours or routines to accommodate the behaviour?
    - Were there any periods over the past 8 months that made it more challenging to maintain or perhaps where you slipped up on those behaviours?
    - How much of a conscious effort do you have to put in to maintain this behaviour?
    - How much of an impact do you think it has on your water usage?
    - How have the rest of your household found maintaining this behaviour?
  
- Now let's talk about those behaviours that were harder to maintain....
  - Talk me through each behaviour and tell me:
    - What do you think was the main issue with keeping this up?
    - At what point did you 'give up' on keeping this behaviour?
    - Is there anything that you can think of that could help make this behaviour easier to maintain?

#### (For moderator reference)

##### Behaviour changes:

- **Shower**
  - Cutting down on time in shower
  - Cutting down water in the bath
  - Cutting out showers
  - Switching to flannel washes
  - Fewer baths
- **Loo**
  - Yellow mellow
  - Cistern bag
  - Using the single flush
- **Reusing water**
  - From tumble dryer
  - From running tap
  - From rain water
- **Outside water use (depending on circumstances of household and weather)**
  - Fun in the sun – children and paddling pools, slip and slides, water pistols (fun, but use less water than a paddling pool)
  - (Temporary) hot tubs

- Garden watering – pots, borders, lawns – can people be selective in what they water to reduce reliance on hosepipes and use watering cans instead?
- Outside space cleaning habits – pressure washing patios, cleaning cars, wheelie bins

**Products:**

- Eco showerhead
- ShowerBob
- Digital shower timer
- Manual shower timer
- Cistern bags
- Tap inserts
- Collapsible buckets
- Water butts

Now let's talk about some of the products you trialled...

- Overall, which product that you trialled do you think was the **easiest to use** for saving water, and why?
- Overall, which product that you trialled do you think was the **most effective** in saving water, and why?
- What about the product that was the **hardest to use**?
  - Why do you think that is?
  - Is there anything that could be improved upon to change this?
- What about the product that was **least effective**?
  - Why do you think that is?
  - Is there anything that could be improved upon to change this?

Taking into account all the behaviours and products you trialled...

- Which do you think you will maintain in the long term?
- To what extent did you find you were having to make sacrifices to adopt water saving behaviours/products?

**Hot weather (5 mins)**

We've had an unusually hot and dry summer this year. We talked about a lot of this over the course of the project but could you summarise:

- How did the hot weather affect you, overall?
- How did it change your behaviours?
  - Specifically, how did it change your behaviours when it comes to water usage?
- Assuming hot summers like this become more and more frequent, do you think your day-to-day life or routines will change in any way?

Thinking back over your summer this year...

- How do you think you'd have been affected if the hosepipe ban was implemented in your region?
- What would you have had to do differently?
- What would it have stopped you from doing?
- Do you think you'd have to have adopted any new behaviours in place of things you couldn't do?
- To what extent do you think you'd be able to follow the rules of the ban?

**Meter reads (5 mins)**

Finally, let's take a look at your most up to date meter reads.

Moderator to recap reads for the following periods:

- *Historic average*
- *1 month trial (Mar-Apr 2022)*
- *Break period (Apr-Jun 2022)*
- *First half of trial (Jun-Aug 2022)*
  
- What do you anticipate your average will be for the second half of the trial (from August until now)
- I can tell you that between August and now your daily average was XX...
- What do you think about this result?
  - Are you surprised?
  - Are you pleased/disappointed?
- Do you think this figure is something you will maintain in the long term?

**Summary questions (5 mins)**

- What do you think are the key things you'll take away from being part of this research project?
- *Summarise your knowledge and attitudes towards saving water overall.*
  - How has it changed since starting this project?
  - What has been the biggest influence on your attitudes to water usage?
- Do you have any advice for Wessex Water when it comes to helping or guiding customers with being more water efficient?

**PROJECT SCREENER****Project Number: 2233-0019****Project Name: Wessex Water****Project Contact: Kay Middleton****Client: Blue Marble - Sonali****RESEARCH OVERVIEW:**

STAGE 1: 20 of 20 households:

- Week 1 - Initial 45-minute online interview (Zoom)
- Week 1-4 – to take part in a weekly task (20-30 minutes) on an online platform (Incling). This will include trialling some water saving behaviours or tools (so will need to be comfortable carrying these out and having things delivered to their home).
- Week 5 – Follow up 60-minute online interview

STAGE2: 10 of 20 households: (CLIENT TO SELECT)

- Week 7 – take part in 90-minute workshop (tbd if online or in person)

STAGE 3: 8 of 20 households: (CLIENT TO SELECT)

- To take part in extended study running until end of September involve 3 further interviews every 6 weeks between April and October. They will be given additional water saving behaviours or tools to trial over the period.

**Incentive:**

- STAGE 1: £150 (via bacs OR Amazon Voucher)
- STAGE 2: £50 (via bacs OR Amazon Voucher)
- STAGE 3: £200 staggered incentive £50, £50, £100 (via bacs OR Amazon Voucher)

**Sample structure:**

	Recruitment Criteria		
1	1 person Household Aged under 40	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
2	1 person Household Aged under 40		
3	1 person Household Aged 40-65	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
4	1 person Household Aged 40-65		
5	1 person Household Aged 65+	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
6	1 person Household Aged 65+		
7	Couple with no children household Aged under 40	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female Must have water meter	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
8	Couple with no children household Aged under 40		

9	Couple with no children household Aged 40-65	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
10	Couple with no children household Aged 40-65	Must have water meter	
11	Couple with no children household Aged 65+	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
12	Couple with no children household Aged 65+	Must have water meter	
13	Families: couples or lone parent Dependent children aged 0-11	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
14	Families: couples or lone parent Dependent children aged 0-11	Must have water meter	
15	Families: couples or lone parent Dependent children aged 0-11	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
16	Families: couples or lone parent Dependent children aged 12-18	Must have water meter	
17	Families: couples or lone parent Dependent children aged 12-18	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
18	Families: couples or lone parent Dependent children aged 12-18	Must have water meter	
19	Student house	Seg: 1x ABC1; 1x C2DE Lead gender: 1x male; 1x female	Must agree for Wessex Water to access water meter data Happy to capture and share video/photos
20	Shared house	Must have water meter	

- Representation of each of Wessex Water's segments (minimum 2 HHs per segment)
- 12x homeowners; 8x renters
- At least 3x households to be non-white British/non-UK religious/cultural lifestyle
- 4x households to include someone with long-term health issues/disability (vulnerable)
- All must be comfortable with Zoom, have laptop/tablet/desktop AND smartphone, have good internet connection



**SCREENER START:**

Hello, my name is \_\_\_\_\_ and I am from \_\_\_\_\_, a market research company.

We are looking for people to take part in an exciting project on behalf of your water company, Wessex Water. They're looking to talk to a selection of customers who all use a water meter.

We're looking for participants who are happy to take part in up to 3-stages of research for this project

**Stage 1:**

**w/c 14<sup>th</sup> March for interview, 21<sup>st</sup> March – 10<sup>th</sup> April for platform**

INCENTIVE: £150

- 45-minute interview on Zoom with a research moderator
- 4x 20-30 minute tasks over 4 weeks using an online platform called Incling. The tasks will involve you trialing some water-saving behaviours or tools over this time, so you'll need to commit to the tasks and be willing to take deliveries of equipment.
- 60-minute interview on Zoom with a research moderator

10 respondents will then be selected to take part in stage 2 of the research:

**w/c 11<sup>th</sup> April**

INCENTIVE: £50

- Attend a 90-minute focus group – this may in-person or via Zoom (TBC)

8 respondents will then be selected to take part in stage 3 of the research:

**April-October**

INCENTIVE: £200 (STAGGERED OVER 3 MONTHS £50, £50, £100)

- You will be given additional water saving behaviours or tools to trial over the period.
- Undertake 3 further interviews every 6 weeks between April and October.

Are you interested in taking part?

No (THANK & CLOSE)

Yes (CONTINUE)

**Firstly**, our discussions with you will be held via an online platform, some of the tasks will be easier for you to view on larger devices.

**ASK ALL:**

**S1A:** Please tell us which devices you have available to you

1	I have a laptop computer		<b>ALL MUST HAVE 1 OF THESE DEVICES</b>
2	I have a desktop computer		
3	I have a tablet		
4	I have a smart phone		<b>ALL MUST HAVE A SMART PHONE</b>

**ASK ALL:**

**S1B:** Do your device and smartphone BOTH have a working microphone and camera?

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK ALL:**

**S1C:** How do you feel about using your device to join a Zoom call, join an online platform (Incling) and record and upload images and videos?

1	VERY PROFICIENT		<b>CONTINUE</b>
2	PROFICIENT		<b>CONTINUE</b>
3	NEED SOME ASSISTANCE:		<b>CLOSE</b>

**ALL MUST CODE 1 OR 2.**

**ASK ALL:**

**S1D:** On a scale of 1-10 (where 10 means it's excellent, consistently super-fast with zero connection problems and 1 means it's always dropping off or causing problems), how would you describe your home internet / Wi-Fi / broadband?

1	2	3	4	5	6	7	8	9	10
<b>Close</b>						<b>Continue</b>			

**ALL RESPONDENTS SHOULD CODE 7+**

**ASK ALL:**

**Q1:** Contact details

a) Respondent Name:	
b) Respondent Mobile Number:	
c) Respondent Email Address:	
d) Respondent Postal Address:	

**RECORD ALL FOR INFO**

**ENSURE RESPONDENTS ADDRESS IS WITHIN BLUE SHADED AREAS ON MAP.**

**ASK ALL:**

**Q2:** Please can I ask you to confirm which gender you identify as?

Male	
Female	
Prefer to self-describe	
Prefer not to say	

**PLEASE RECRUIT AN EQUAL MIX OF GENDERS ACROSS THE SAMPLE**

**ASK ALL:**

**Q3A:** Age: .....

- RECRUITS 1,2,7,8 MUST ALL BE UNDER 40 YEARS OLD.**
- RECRUITS 3,4,9,10 MUST ALL BE AGED 40-65 YEARS OLD**
- RECRUITS 5,6,11,12 MUST ALL BE AGED 65 YEARS OR OVER**
- RECRUITS 13-20: RECRUIT A SPREAD OF AGES**

**ASK ALL:**

**Q3B:** Which of the following best describes your household makeup?



I am single/separated/divorced/widowed and live alone	1	<b>RECRUIT FOR RESPONDENTS 1,2,3,4,5,6</b>
I am single/separated/divorced/widowed and in a shared house with others in a similar situation	2	<b>RECRUIT FOR RESPONDENT 20</b>
I live with my partner/spouse, but we have no children	3	<b>RECRUIT FOR RESPONDENTS 7,8,9,10,11,12</b>
I live with my partner/spouse, but our children no longer live with us	4	<b>RECRUIT FOR RESPONDENTS 7,8,9,10,11,12</b>
I'm single/divorced/separated/widowed and live with children aged 0-11 years old	5	<b>RECRUIT FOR RESPONDENTS 13,14,15</b>
I'm single/divorced/separated/widowed and live with children aged 12-18 years old	6	<b>RECRUIT FOR RESPONDENTS 16,17,18</b>
I live with my partner/spouse and children aged 0-11 years old	7	<b>RECRUIT FOR RESPONDENTS 13,14,15</b>
I live with my partner/spouse and children aged 12-18 years old	8	<b>RECRUIT FOR RESPONDENTS 16,17,18</b>
I'm a student and I live with other students in a shared house	9	<b>RECRUIT FOR RESPONDENT 19</b>
I live in another scenario not listed – please state	10	<b>CHECK WITH BEAM</b>

**ASK ALL:****Q4:** How would you describe your ethnicity?

White	<b>English/Welsh/Scottish/Northern Irish/British</b>	1
	<b>Irish</b>	2
	<b>Gypsy or Irish Traveller</b>	3
Mixed / Multiple ethnic groups	<b>White and Black Caribbean</b>	4
	<b>White and Black African</b>	5
	<b>White and Asian</b>	6
Asian /Asian British	<b>Indian</b>	7
	<b>Pakistani</b>	8
	<b>Bangladeshi</b>	9
	<b>Chinese</b>	10
Black / African / Caribbean / Black British	<b>African</b>	11
	<b>Caribbean</b>	12
Other Ethnic group	<b>Arab</b>	13
	<b>Any other ethnic group</b>	14
Don't know / prefer not to state		15

**AT LEAST 3X HOUSEHOLDS TO BE NON-WHITE BRITISH/NON-UK RELIGIOUS/CULTURAL LIFESTYLES****ASK ALL:****Q5A:** For classification purposes, which of the following best describes the profession of the person in your household with the largest income.

Higher managerial/ professional/ administrative (e.g. Doctor, Solicitor, Board Director)	1	A
Intermediate managerial/ professional/ administrative (e.g. trainee Doctor or Solicitor, Director of small company, middle management)	2	B
Supervisory / junior managerial/ professional/ administrative (e.g. Office worker, Foreman, Salesperson)	3	C1
Student	4	C1
Skilled manual worker (e.g. Bricklayer, Carpenter, Plumber, Painter, HGV/Bus driver, pub/bar worker)	5	C2
Semi or unskilled manual work (e.g. Manual workers, apprentice, Caretaker, van driver, shop assistant)	6	D
Casual worker – not in permanent employment	7	E
Housewife/ Homemaker	8	E
Retired and living on state pension	9	E
Unemployed or not working due to long-term sickness	10	E
Full-time carer of other household member	11	E

**10X RECRUITS MUST CODE ABC1**

**10X RECRUITS MUST CODE C2DE**

**ASK ALL:**

**Q5B:** Do you or does anyone in your household work for any of the following, or have worked at the following within the past 5 years?

	Yes	No
Advertising/Marketing/Branding	CLOSE	
Public Relations or Sales Promotion	CLOSE	
Market Research	CLOSE	
T.V./Radio Station/Media	CLOSE	
Newspaper/Magazine/Journalism	CLOSE	
Any utilities service provider (e.g. electricity, gas or water company or any of its affiliates e.g. Ofwat, Defra, CCW, DWI, EA or NRW in Wales)	CLOSE	
None of the above	CONTINUE	

**ASK ALL:**

**Q5C:** What is your occupation and what industry does it operate in?

.....

**MUST NOT BE ASSOCIATED WITH A HOUSEHOLD UTILITIES PROVIDER E.G. WATER COMPANY OR ANY OF ITS AFFILIATES (OFWAT, DEFRA, CCW, DWI, EA OR NRW IN WALES)**

**ASK ALL:****Q6A:** When was the last time you participated in market research of any kind?

\_\_\_\_\_

**CLOSE IF TAKEN PART IN THE LAST 3 MONTHS**

*Note to recruiter: we are happy to include some respondents who have taken part in research before if you think they would be ideal for this type of project. Across the sample, no more than 1/3 to have taken part in past research.*

**ASK ALL:****Q6B:** How many times have you ever participated in market research of any kind?

\_\_\_\_\_

**CLOSE IF THREE OR MORE TIMES.****ASK ALL:****Q6C:** I'd like to know which, if any, of the following topics have been discussed during the research in which you have participated. Was the topic about...

Automobiles		<b>CONTINUE</b>
Household renovations		
Food/beverages		
Cooking habits		
Household utilities e.g., gas/electric/water		<b>CLOSE</b>

**CLOSE IF PREVIOUS RESEARCH INVOLVES UTILITY PROVIDERS****ASK ALL:****Q7A:** Can you tell me if you own or rent your home, and how you rent?

1	Own home (mortgage or outright owned)		<b>CONTINUE</b>
2	Rent through a private landlord		<b>CONTINUE</b>
3	Rent through social housing		<b>CONTINUE</b>
4	Other type of ownership/renting		<b>CLOSE</b>

**RECRUIT 12X HOMEOWNERS; 8X RENTERS****ASK ALL:****Q7B:** And how long have you lived in your property?

1	Less than 6 months		<b>CLOSE</b>
2	6-12 months		<b>CONTINUE</b>
3	12 months or more		<b>CONTINUE</b>

**ASK ALL:****Q7C:** Which of the following does your home have?

<b>A water meter</b>	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>MUST CODE YES</b>
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An energy smart meter	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>
A smart thermostat (e.g. HIVE)	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>
An Alexa device, or equivalent	YES <input type="checkbox"/>	NO <input type="checkbox"/>	UNSURE <input type="checkbox"/>	<b>NO QUOTA</b>

**ALL MUST HAVE A WATER METER**

**ASK ALL:**

**Q7D:** Which of the following bills are you responsible for paying?

	I am solely responsible for paying this bill	I am jointly responsible for paying this bill	I do not pay this bill. It is the responsibility of someone else in the household (parent/the home owner)	I do not pay - this is paid through rent/landlord/partner or other way
Electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadband	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Groceries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**ALL MUST BE SOLELY OR JOINTLY RESPONSIBLE FOR PAYING FOR THEIR WATER BILL**

**ASK ALL:**

**Q7E:** And which company supplies the following utilities to your household?

Electricity	
Broadband	
Water	

**ALL MUST CODE WESSEX WATER FOR WATER SUPPLY.**

**ASK ALL:**

**Q8A:** Can you tell me...

	<b>1: A great deal</b>	<b>2: A fair amount</b>	<b>3: Some effort</b>	<b>4: Not much effort</b>	<b>5: No effort</b>
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How much effort do you make at home to save water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**CODE 1 OR 2 = HIGH ; CODE 3 OR 4 OR 5 = LOW**

**ASK ALL:**

**Q8B:** Please tell me which, if any, of these apply to you? (MULTICODE)

1	I volunteer for a local organisation or a local charity	<input type="checkbox"/>
2	I'm a member of an online group (like Facebook) for people living in my area	<input checked="" type="checkbox"/>
3	I'm a member of a local action group like Neighbourhood Watch, Floodwatch, a conservation group or the Parish Council	<input type="checkbox"/>
4	I often pick up litter near where I live	<input type="checkbox"/>
5	I report overflowing drains or leaking pipes in my neighbourhood	<input type="checkbox"/>
6	I choose or recommend companies because they do things for the local community like sponsoring a local team, or donating to a local charity	<input type="checkbox"/>
7	None of these	<input type="checkbox"/>

**CODE 1 OR MORE ACTIVITIES = HIGH ; NO ACTIVITIES = LOW**

**ASK ALL:**

**Q8C:** On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how strongly agree with the following statement?

***"I worry about not being able to afford my water bill"***

**CODE 1 OR 2 = HIGH ; CODE 3 -10 = LOW**

	Responsible Citizens	My World & Cost Conscious	Family Focus	Closed World View	Young Disconnected	Stretched & Struggling
Water saving effort	HIGH	HIGH	LOW	HIGH	LOW	HIGH OR LOW
Community focus	HIGH	HIGH	HIGH	LOW	LOW	LOW
Bill affordability	HIGH	LOW	HIGH OR LOW	HIGH	HIGH	LOW
Age	50-70	50-70	35-54	40-60	Under 40	Under 40

**RESPONDENT SEGMENTATION:** .....

**AT LEAST 2 RESPONDENTS ACROSS SAMPLE TO CODE IN EACH OF THE SEGMENTS OUTLINED ABOVE**

**ASK ALL:**

**Q9:** We are looking to include people who may need additional help and support. I'm going to read out a list of different circumstances which may or may not relate to you or someone in your household. Please can you tell me which if any of the following apply – and I will stress again, this is all in confidence.

**Ongoing circumstances:**

1. Health conditions that impact daily living e.g. the ability to work, the need for either daily care; or the need for targeted support to carry out tasks associated with normal living (shopping, cleaning, getting around)
2. A mental health condition that sometimes or always impacts daily living in terms of working or managing certain tasks/situations
3. A physical disability affecting daily living e.g. sight loss, hearing loss, limited mobility

**Recent circumstances (last 2 years):**

4. Sudden loss of household income: redundancy, contract termination, inability to work
5. Short term health issue: injury, surgery/post op recovery or serious illness that is temporarily impacting the ability to carry on with life in the normal way
6. Bereavement of partner, parent, close family member in the last year
7. Relationship breakdown: divorce, or separation from partner (where living together, sharing financial responsibilities.) in the last year

**4 RESPONDENTS ACROSS THE SAMPLE MUST CODE YES TO STATEMENTS 1,2 OR 3**

**ASK ALL:**

**Q10A:** As part of the research, we will require you to capture and share video and images of you and others within your household if applicable. Please can you verify that you are comfortable and willing to do so:

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK THOSE IN A MULTI-PERSON HOUSEHOLD:**

**Q10B:** As the lead respondent, are you happy to gain consent from the others in your household to their permission to participate in the research study?:

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

**ASK ALL:**

**Q10C:** As part of the research, Wessex Water will need access historic and current data from your water meter. Are you happy for Wessex Water to do so?

No (THANK & CLOSE)

Yes (CONTINUE)

**ALL MUST CODE YES**

---

*Thank you so much for answering my questions, you meet all the eligibility requirements so it would be great if you could take part.*

*The answers to the questions I've just been through with you will now be shared with BEAM Fieldwork who will share these with the Research Agency. BEAM Fieldwork will be in touch to confirm you for the research via email, chat to you further about the research on the phone and schedule in your ZOOM meetings with Blue Marble.*

**Recruiter Declaration**

*I confirm that this recruitment screener has been carried out with the respondent named, and that it was done in accordance with the instructions of BEAM Fieldwork and the Code of Conduct of the Market Research Society.*

**Recruiter Name:**

**Recruiter Signature:**

**Date:**

## Wessex Water\_Water saving and smart meters Discussion Guide – Interview 1

**Introduce self and Blue Marble** – independent market research company who run research on behalf of organisations.

**This project is on behalf of Wessex Water** – they want to learn about their customers, so you and your household and your day-to-day behaviours.

**Data protection** – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes

### Introduction (10 mins)

Let's start with a quick introduction:

- Name
- Age
- Where you live
- Who else is at home?
  - If other household members are present ask them to introduce themselves, and their relationship to the lead respondent
- What keeps you all busy? What do you all do for work and for fun?

Great to meet you. Can you tell me a bit about your household:

- What is your home like? Talk me through it.
  - Probe: number of bedrooms/bathrooms, flat/house, owning/renting
- How would you describe your lifestyle?
- How much time do you spend at home? Does anyone in your household work from home regularly?
- What's it like living together? What are the kinds of things you do as a household vs. do independently?
- For couples: are there any household habits or ways of living you've adopted from each other?
  - Moderator to probe on specific habits related to running the household e.g. chores, and listen out for habits related to water use

At the moment, everyone is going through some difficult times, coming out of COVID and now with the energy crisis

- How is your household coping?
- Is it something that worries you?
- Has it affected your day-to-day life in any way?
- Are there any habits or behaviours you've adopted to try and keep costs down in the house?
  - Where did you learn these behaviours?
  - Are these things you do solely to keep the bills down or are there any other benefits?
- Do you currently have any smart meters installed in your home for your energy usage?
  - If so, what for?
  - If not, are you aware of smart meters? Would you be interested in getting a smart meter for energy or water? How do you think you could use it / it would help you? If not interested, why not?

### Attitudes towards the environment and water usage (5 mins)



*I now want to move on to talk about the environment*

- How environmentally conscious would you say you are as a household? Does this differ between individuals?
- What are the main environmental issues that you are most conscious of?
- How is that reflected in your everyday lifestyle/behaviours?
  - What are the kinds of things you try to do, buy or not buy to be more environmentally conscious?
  - Do you use eco settings on appliances?
- When purchasing appliances such as washing machines or dishwashers, do you take environmental factors into consideration?
  - *Probe on energy efficiency and water consumption*
- *For couples: again, are there any habits or ways of living you've adopted from each other?*
- *Who or what from outside your household influences your take on environmental issues and your habits?*

### **Water usage (10 mins)**

- Where does water usage fit into things?
  - How conscious are you of your water usage?
    - As a household
    - As an individual
- Are there any behaviours or routines you do to try and reduce the amount of water you use?
- To what extent is it important to be conscious of your water usage?
  - Why is it important?
  - What are the key motivations to be more water conscious for you personally?
  - *Probe: is it about cost/environment/wastage?*
- Do you think your household or any individuals in your household have any bad habits when it comes to water usage?
  - What's bad about them?
  - Why is it tricky to squash these bad habits, do you think?
  - Are any individuals in the household more guilty of these than others?
- Do you tend to pay much attention to your water bills?
  - Does your bill amount ever affect your behaviours?
  - If so, how? And does it affect everyone in the household's behaviour or just some individuals?
  - How does this compare with energy bills?
- And how about water usage outside your home?
  - Do you regularly shower at a gym for example? Or regularly take your car to a car wash?
  - And do your habits change when you're not at home – i.e. do you spend more time showering at the gym or when on holiday because you're not paying for how much you use?

### **Get water fit (10 mins)**

*I now am going to ask you to take an online 'quiz' called Get Water Fit. I'll send you a link and we'll work through the questions together.*

*Moderator to send participant a link to the quiz and ask them to share quiz. Allow participant to go through quiz independently, but all the while probing or listening out for:*

- *How easy/difficult it is to give an answer to each question*
- *How clear the questions are*

- Any moments of shame/embarrassment/surprise i.e. at volumes used by different appliances or with different habits

At the end of the quiz, encourage participants to browse water saving devices and choose the ones they're interested in. Then go on to explore:

- Why have you chosen these devices?
- Why are they interesting to you?
- Do you think they'll help you to reduce your water usage?

Note to moderator: depending on answers, may not be offered a large choice of products

Moderator to explain that we'll set a task asking them to use their devices in week commencing 28<sup>th</sup> March.

### **Set tasks (10 mins)**

Lastly, I'd like to talk you through your first set of tasks that we're going to ask you to start doing at the beginning of next week.

We'd like your household to reduce their water usage by adopting the following behaviours:

- Halving the amount of water you use when you shower
  - This could be either having half the number of showers you typically do, or halving the amount of time you take in the shower
  - You could even try what's called the 5:2 shower diet, which involves having five 'normal' length showers and two super-speedy ones throughout the week.
  - You might even consider swapping out some showers for a flannel wash
- Flushing the loo half as much as you normally would
  - There's a saying that originated in Australia to encourage people to flush toilets less often, 'If it's yellow let it mellow, if it's brown flush it down' – if you're only using the toilet for a wee, try to only flush every other time the toilet is used
- Try to reuse water where you can
  - For example, when you run the tap until the water gets hot or cold, you could collect that water and use it somewhere else

**Moderator: note any spontaneous reactions to the tasks.**

We'll provide a written summary of the tasks which will be posted on the online platform. We'd like you to keep an online 'diary' of how you're finding the tasks, posting regularly to tell us:

- How easy/difficult you're finding it
- Any members of the household who are finding it more/easy difficult, and why?
- Anything you've noticed
- How different this feels to your typical habits

You can do this as either a written or video response on the platform – but we recommend video as it's easier to share your thoughts.

### **Thanks and close**

**Lastly, whilst I'm speaking to you it would be great to schedule in your next interview to take place in about 4 weeks' time on w/c 11<sup>th</sup> April. This interview will be a very similar format to this one but will last 1 hour.**

*That's everything from me, thanks so much for agreeing to take part in our research. If you have any questions at all, please get in touch – I'll be your point of contact throughout the entire research project. (Give option of email, phone, or online platform and provide details).*

## **Wessex Water – Interim tasks**

**Interim tasks: Online community with 20 households**

## Week 1: Welcome and first tasks

**Audience:** All respondents

**Share settings:** unbiased

**Moderator notes and probes:**

Hi everyone and welcome to our online community on Water Saving.

You will have had an initial call with one of our team (Sonali, Emma or Oscar) last week who will have had a chat with you to get to know your household a little bit better.

At the end of the call, we outlined a few tasks we'd like you to try and do over the next 3 weeks. We'd like you to post in this diary task 3 x per week (beginning, middle and end) every week to tell us how you're getting on.

You can tell us how you're getting on via video or in writing, whichever you'd prefer. If you choose video, there are some basic instructions attached that may help.

In your posts, please tell us:

- How you are finding each of the tasks
- How 'doable' is it?
- What is challenging about these tasks, if anything? And why?
- Are any household members struggling to do it more than others? Why?

We'll send regular reminders to keep the diary updated.

## Week 1 tasks:

We'd like your household to reduce their water usage by adopting the following behaviours:

**Halving the amount of water you use when you shower**



*This could be either having half the number of showers you typically do, or halving the amount of time you take in the shower*

**Flushing the loo half as much as you normally would**



*There's a saying that originated in Australia to encourage people to flush toilets less often, 'If it's yellow, let it mellow' – if you're only using the toilet for a wee, try to only flush every other time the toilet is used*

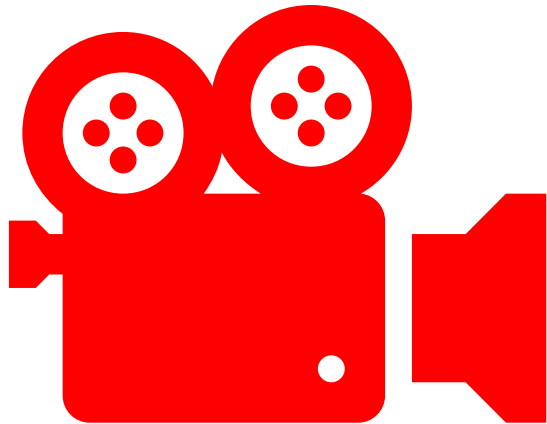
**Try to reuse water where you can**



*For example, when you run the tap until the water gets hot or cold, you could collect that water and use it somewhere else*

# Video tips

Where you'd like you to complete a task or answer a question on video, you can record it on your mobile and upload it to the Recollective platform – get in touch with us if you're having any problems. Here are some tips to make your videos look amazing:



- **Orientation:** film in landscape, i.e. turn your phone sideways, with the longer edge at the top and bottom
- **Lighting:** please record somewhere with good lighting – this doesn't have to be staged in any way, just make sure we can clearly see your face, so no strong light source behind you!
- **Sound:** take your video somewhere quiet and try to avoid background noise if you can

## Week 2: Get Water Fit

**Audience:** All respondents

**Share settings:** unbiased

**Moderator notes  
and probes:**

Hello everyone!

We've got another diary task for you to tell us about this week. During our first interview, we went through the 'Get Water Fit' online questionnaire and asked you to order some products.

Hopefully the box has arrived by now and when it does we want you complete the following:

- Remind us of what you chose to order from the Get Water Fit pack and why?
- Install the devices in your house (if needed) and tell us how the installation process was?
- What are your first thoughts on the items you received?

Throughout the following 2 weeks, we want you to post on the diary task regularly and tell us:

- How is it going using the devices?
- Which are you using regularly and why?
- Which are you using less regularly or not at all, and why?
- How much effort is it to use each product?

We'll send regular reminders to keep the diary updated.

Thanks!



## Wessex Water\_Water Saving and Smart meters

### Workshop discussion guide

#### INTRODUCTION (10 mins)

- Introduction from Blue Marble
  - Recap on first phase and thank participants for joining
  - Explain audio and video recording
- Introduction from participants
  - Name
  - Household set up
  - One thing they learned about themselves/their household during the first phase of the research
- Introduction from Wessex Water team members
  - Name
  - Something personal about them – who's at home or where they're from
- How this will work
  - This session will take place as a group discussion
  - I want to hear from each participant relatively equally
  - If Wessex Water attendees have any questions to add, please put your virtual hand up and I'll leave time for those

#### UNDERSTANDING WATER VOLUME (15 mins)

We're going to dive straight in and talk about different volumes of water. As you know, this research is all about water usage in your household. I'm going to show you some figures for water volumes i.e. how much water is used to do various things around the house – let me know what you think.

*Moderator to present each household behaviour and how much water is used and discuss:*

- Is this surprising?
- Is it more or less than you were expecting?
- Does it make you feel differently about how you do things in your household?
- Would it motivate you to change your behaviour in any way?

[STIM] Present customers with different household behaviours and how much water people use on average

- Flushing the loo
- A full bath
- A half-filled bath
- 10 minute shower
- 4 minute shower
- Letting the tap run for 10 seconds
- Putting on a washing machine
- Putting on the dishwasher

We've looked at the various behaviours in terms of water volume, but I now want to look at them in terms of cost saving.

*Moderator to present each household behaviour and how much it costs and discuss:*

- Is this surprising?
- Is it more or less than you were expecting?
- Does it make you feel differently about how you do things in your household?
- Would it motivate you to change your behaviour in any way?

**[STIM] Show activities as above but with costs attached.**

- What do you think about this?
- Are there any bits that are shocking or surprising?
- How impactful is this – does it make you think more, want to change behaviour etc.

### **PRESENTING THE WATER RESOURCE CHALLENGE (20 mins)**

We've spent a lot of time discussing how you can save water in your household, and how much water you can save. We've now also discussed the benefits to you as a household in terms of cost saving.

I now want to have a look at water saving in a broader context, which is the water resource challenge.

**[STIM] Show a one pager covering the different elements of the water resource challenge. Show each element one by one and capture initial reaction**

- What are your initial thoughts about this?
- Were you aware of this challenge and how it relates to water resource?

*Once all 5 have been revealed*

- *Moderator to lead an open discussion on the water resource challenge and encourage Wessex Water to dive in with questions*

Discussion all 5 elements:

- Which point here do you think captures your attention the most? Why?
- Which do you think is most likely to make you change your behaviours or pay more attention to how much water you're using?
- Which do you think is most important to communicate? Why?
- Which of these are providing you with new information that you weren't aware of previously?

### **SHOWERING BEHAVIOUR (15 mins)**

Let's move on to talk about showering.

- First of all, let's talk about how showering fits into your life... what function does it serve for you?

- *Probe: is it functional, emotional*
- *Probe: being clean vs. feeling clean*
- *Probe: time to yourself*

As part of the wider agenda to reduce water usage amongst customers, Wessex Water want to help customers to reduce the amount of water they use when they shower.

- Do you have any ideas of what they could say or do to encourage customers to reduce their water usage?
- Is it about offering products/devices?
  - What kinds of products work best?
  - *Probe: fit and forget vs. ongoing usage*
- Is it about giving information?
  - On water volume?
  - On cost saving? *Probe: on water bill vs. energy bill*
- Any other advice on what they should talk about?

[STIM] Show a number of different behaviours that people can adopt:

- 4 minute shower timer
- Taking a shorter shower generally
- Swapping baths for showers
- Reducing number of showers you take overall
- Swapping some full length showers for shorter showers (5:2 diet)
- Offering a branded flannel to encourage flannel washing

We asked you to adopt some of these behaviours during the first phase of research. To summarise:

- Which of these do you think would be the easiest thing to adopt?
- Which do you think would be the most impactful?
- Are there any things here you'd adopt now that you know about the water resource challenge that you were hesitant to adopt before?

### **SMART METERING (15 mins)**

I now want to move onto something slightly different, which is smart meters for your water usage. Water companies are considering providing smart meters for their customers.

- If Wessex Water installed a smart meter in your household, what data would you expect the smart meter to give you?
  - What would you like to see and why would it be useful to you?
  - *Probe: litres used, cost spent, daily vs. weekly*
- To what extent do you think you'd pay attention to what the smart meter is telling you?

We have some examples of here of what a smart meter might be able to tell you. These are all indicative and just examples pulled from various places so don't worry too much about style.

[STIM] Show some examples of different graphs or screenshots of information that could be given

- What are your initial thoughts – anything here you like the look of?
- How do you think you would look at this information?
  - Would you want Wessex Water to give you a prompt to check in on your water usage? If so, how often?
- Would you want a nudge to tell you if your water usage has gone up or down? If so, how often?

### **INCENTIVES (5 mins)**

*Moderator to summarise what has come out as the most motivating thing for customers to reduce their water usage.*

Alongside this, Wessex Water could offer some incentives to help to motivate customers to reduce their usage.

[STIM] Show some examples of different incentives they could offer:

- Earning points towards a charitable donation if you save water
- Reducing water usage to receive vouchers
- Reducing water usage to be given a flat discount
- Would any of these motivate you to use less water? Which?
- *Moderator to expand on each and understand details of how they'd want this to work*

### **Extra questions - thanks and close (10 mins)**

Thank you so much for all of your time so far. I wanted to open up the floor to the attendees from Wessex Water to ask any additional questions they may have?

*Moderator to close workshop and end meeting once all questions have been asked/time has run out.*

# Water Volumes and Water Behaviours



**80 litres per full bath**



**40 litres per half-full bath**



**10 mins**

**120 litres per 10 minute shower**

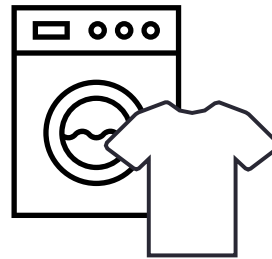


**4 mins**

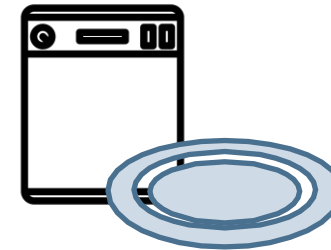
**48 litres per 4 minute shower**



**5 litres per flush**



**50 litres per wash**

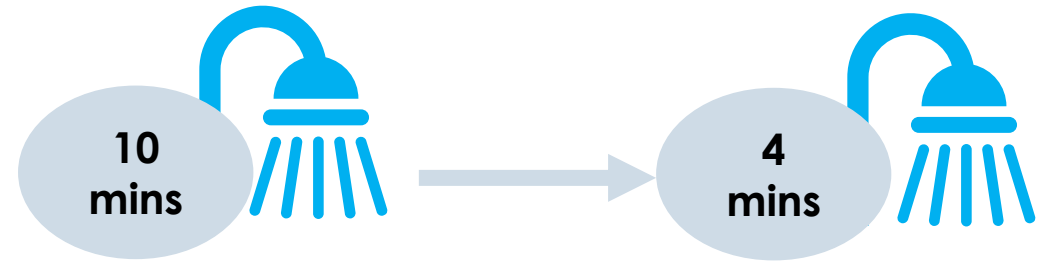


**12 litres per wash**

# Water Usage and Cost



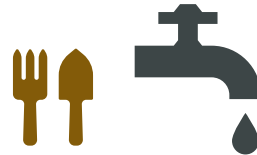
If one person swapped a **daily full bath** for a **daily half full bath**, they could save **£81 a year (gas heated)** or **£217 (electricity heated)**.



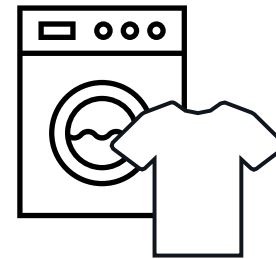
If a 4-person **household** swapped their daily showers from **10 mins to 4 mins** they could save **£920 a year (gas heated)** or **£1900 a year (electricity heated)**.



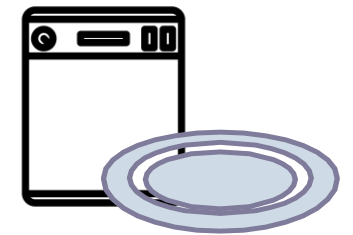
Flushing toilet **1 less time per day** would save **£6.75 over the year**



Running garden hose for 1 hour costs **£2**

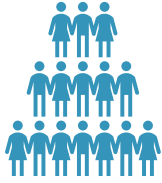


Using your washing machine **one less time per week** would save **£50 a year** (in terms of energy and water)



Using your dishwasher **one less time per week** would save **£11 a year** (in terms of energy and water)

## Water Resource Challenge: In planning future water supply, there are several challenges that we need to consider:



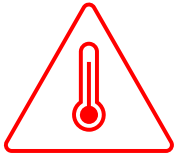
**Population growth:** Between 2020 and 2050 population in the region is expected to grow by around 13%. Supplying the higher population will place additional pressure on the region's water resources



**Climate change:** The latest forecasts of the likely impact of climate change suggest that in the future we'll experience much lower levels of summer rainfall. This means that we'll have to plan to ensure we have sufficient supply available through these drier periods



**Environmental needs:** A changing climate and growing population will place greater stress on the environment. We need to ensure that we plan to minimise or reduce the environmental impact of our activities

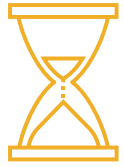


**Resilience:** The potential impact of drought on water users is high. We need to plan to meet water needs in more extreme future droughts

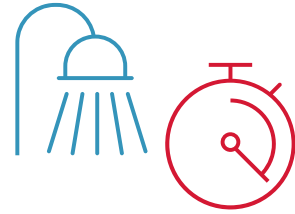


**Uncertainty:** Forecasting decades into the future is fraught with uncertainty. That means we have to plan in a flexible way that ensures that we're able to meet our aims whatever the future holds

# Potential Water Saving Behaviours



**Using a 4 minute shower timer**



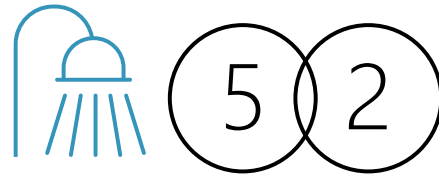
**Taking a shorter shower generally**



**Swapping baths for showers**



**Reducing the number of showers you take overall**



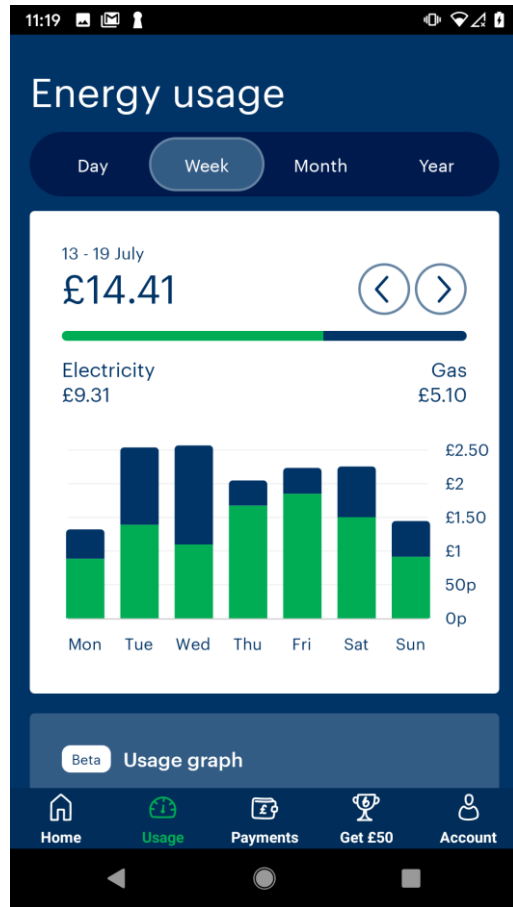
**Swapping some full length showers for shorter showers (5:2 diet)**



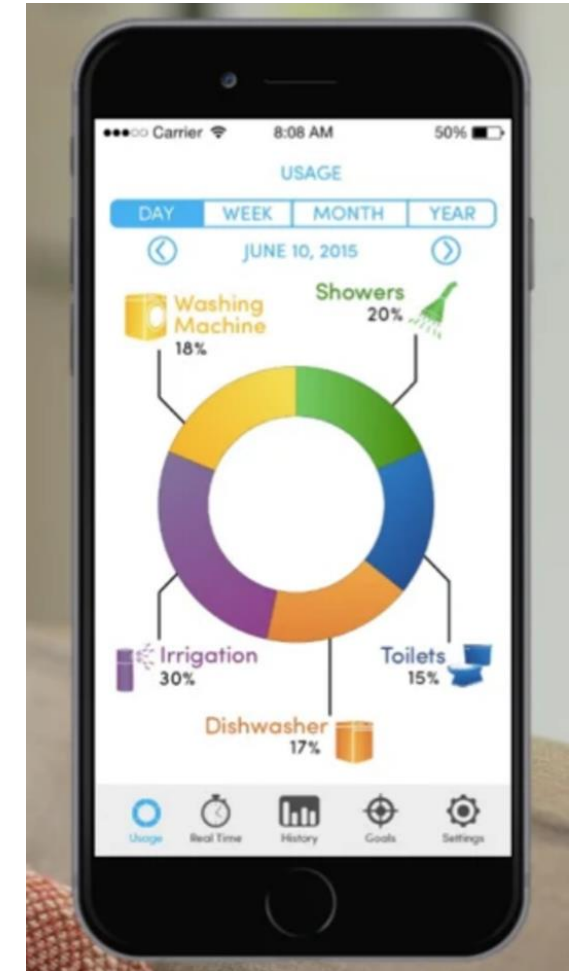
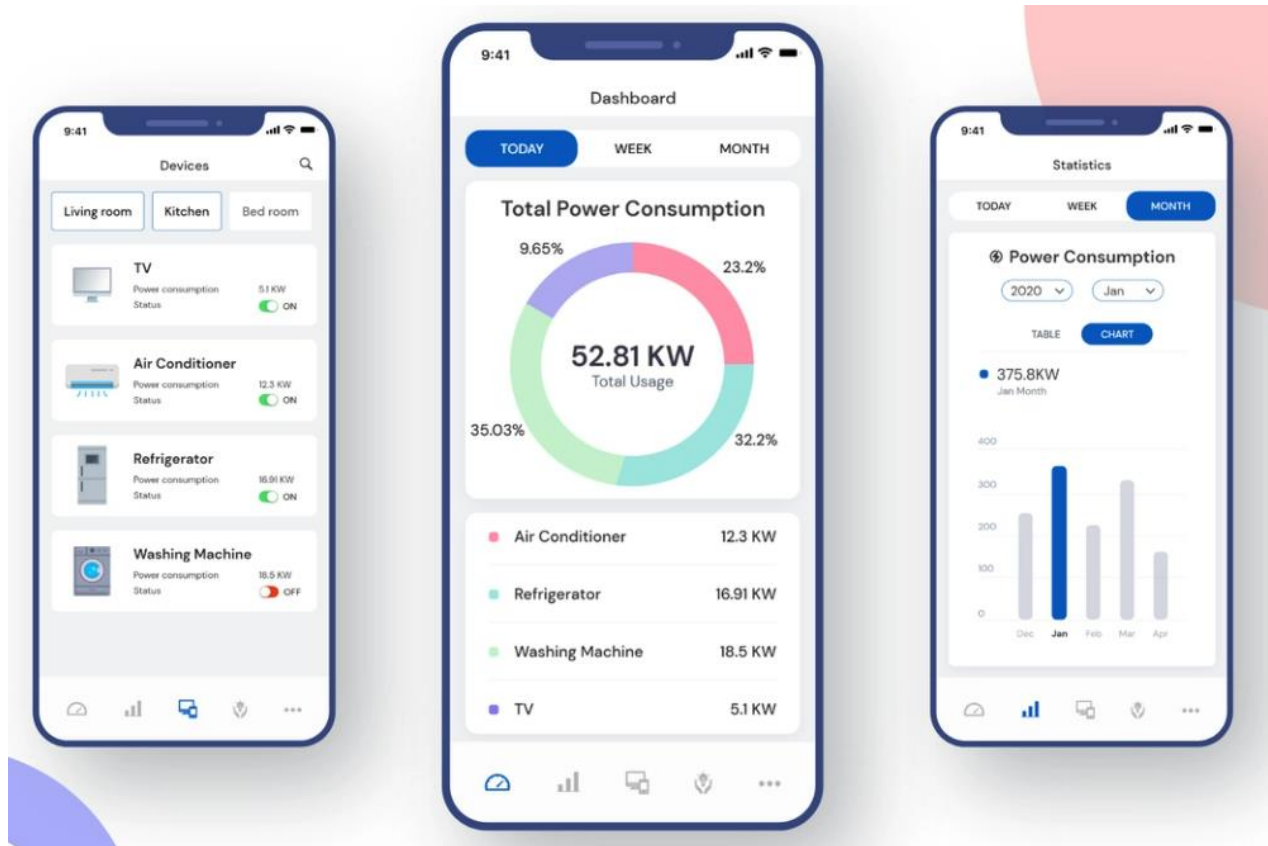
**Offering a Wessex Water branded flannel to encourage flannel washing**



# Smart metering Data Examples



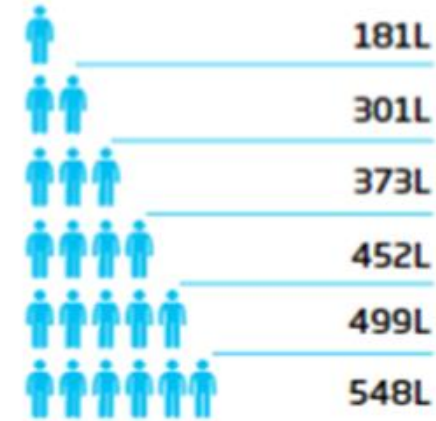
# Smart metering Data Examples





## How do you compare to the national average?

Your average daily use is 195 litres per day.



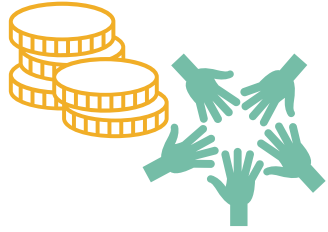
Using less water may help you reduce your water and energy bills.

If you're using more than this national average it might be due to extra people in your home, the season, using new appliances or a leak. For water saving advice visit:

[wessexwater.co.uk/savingwater](https://www.wessexwater.co.uk/savingwater)

Current info on Wessex paper bills

# Incentives to Use Less Water



1

**Earning charitable donation points if you save a certain amount of water**



2

**Receiving vouchers as you save water**

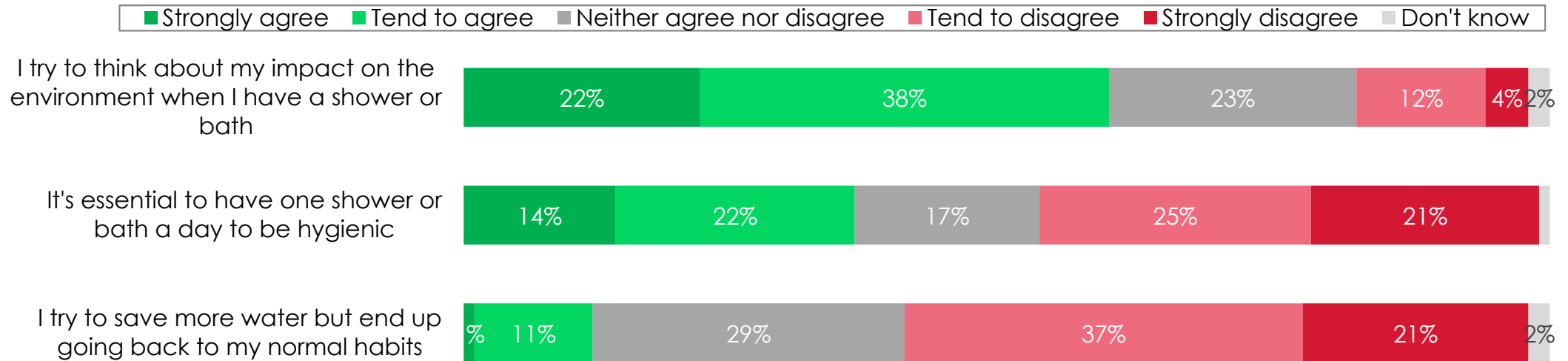


3

**Receiving a discount on your water bill if you save a certain amount**

# Attitudes to water use and water saving

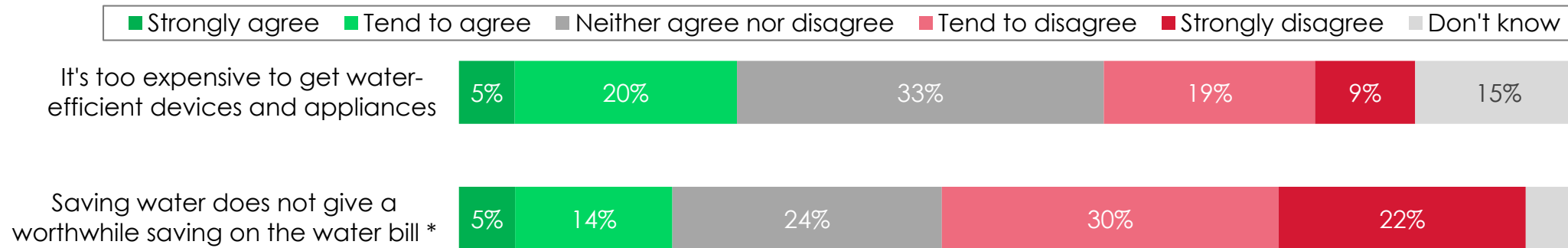
The biggest potential attitudinal barriers to using less water are that it is seen as essential to either shower or bathe daily to be hygienic and that it's important to relax / enjoy the shower. Encouragingly, the majority disagree that saving water doesn't give a worthwhile saving on the water bill, underpinning that financial savings are motivating.



**Q12.** How much would you agree or disagree with the following statements?

Base: All panelists (824) \* 'Saving water does not give a worthwhile saving on the water bill' Base: those with a water meter (688)

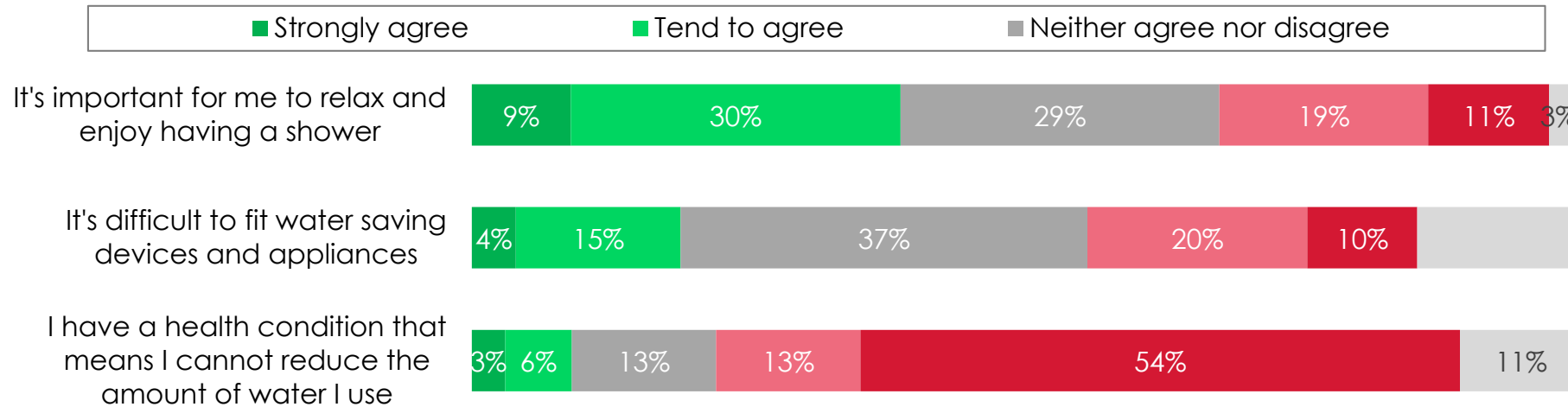
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## WESSEX WATER – WATER EFFICIENCY AND SMART METERING

### FINAL QUESTIONNAIRE FOR PANEL – v5.0 14/04/22

#### ASK ALL

**Q1.** Firstly, can we confirm if your household is on a water meter? **(SINGLE CODE).**

1. Yes
2. No
3. Don't know

#### ASK ALL

**Q2.** How many people, including yourself, live in your household? **(SINGLE CODE).**

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 or more

#### ASK ALL

**Q3.** What kind of outdoor space, if any, do you have? **(MULTI CODE, FIXED ORDER)**

1. A garden
2. A patio, yard or balcony with plants
3. A patio, yard or balcony without plants
4. Other (write in)
5. No outdoor space **(EXCLUSIVE)**

#### ASK ALL WITH A GARDEN (CODE 1 AT Q3)

**Q3b.** Which, if any, of these do you have in your garden? **(MULTI CODE, RANDOMISE ORDER)**

1. A lawn
2. Borders or flower beds
3. A greenhouse
4. A vegetable patch
5. None of these **(ANCHORED, EXCLUSIVE)**

#### ASK ALL

**Q4a.** About how often do you personally do each of the following? **(RANDOMISE, SINGLE CODE FOR EACH)**

- A. Have a shower at home
- B. Have a shower other than at home (at work, gym etc)
- C. Have a bath
- D. Wash at the sink with a flannel

1. More than once a day
2. Once a day
3. Most days
4. 2 or 3 times a week
5. Once a week
6. Once a fortnight
7. Once a month
8. Less often
9. Never / not applicable to me



**ASK ALL**

**Q4b.** About how often does your household (you or anyone else in your home) do the following? **(RANDOMISE, SINGLE CODE FOR EACH)**

- A. Use the washing machine
- B. Use the dishwasher
- C. Wash the car
- D. Water your garden / outdoor plants **(ONLY SHOW IF CODE 1 OR 2 AT Q3 - HAVE OUTDOOR SPACE WITH PLANTS)**

- 1. More than once a day
- 2. Once a day
- 3. Most days
- 4. 2 or 3 times a week
- 5. Once a week
- 6. Once a fortnight
- 7. Once a month
- 8. Less often
- 9. Never / not applicable to me

**ASK ALL**

**Q5.** How much effort do you personally make to save water? **(SINGLE CODE).**

- 1. A great deal
- 2. A fair amount
- 3. Some effort
- 4. Not much effort
- 5. None

**ASK ALL WHO CODE 1 AT Q5**

**Q6a.** Why do you make a great deal of effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 2 AT Q5**

**Q6b.** Why do you make a fair amount effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 3 AT Q5**

**Q6c.** Why do you make some effort to save water? Please explain the reasons as much as possible.

**OPEN END.**

**ASK ALL WHO CODE 4 OR 5 AT Q5**

**Q6d.** Why do you make not much or no effort to save water? Please explain as much as possible.

**OPEN END.**

**ASK ALL**

**Q7.** The water supplied to homes and businesses comes from the rainwater in natural underground stores, reservoirs and rivers. These water sources are also essential for wildlife and the local environment. How plentiful or limited do you think these sources of water are in your region? **(SINGLE CODE).**

1. Very plentiful
2. Quite plentiful
3. Neither plentiful nor limited
4. Quite limited
5. Very limited
6. Don't know

**ASK ALL**

**Q8.** How much would you agree or disagree with the following statements? **(SINGLE CODE FOR EACH)**

**STATEMENTS (RANDOMISE ORDER)**

- A. I'd be interested in having a smart water meter (a meter that lets you see your household's water use on a regular basis)
- B. One or more other members of my household tend to use **more** water than me **(ONLY SHOW IF CODE 2-6 AT Q2 – MORE THAN ONE PERSON IN HOUSEHOLD)**
- C. One or more other members of my household tend to use **less** water than me **(ONLY SHOW IF CODE 2-6 AT Q2 – MORE THAN ONE PERSON IN HOUSEHOLD)**
- D. I don't remember Wessex Water telling me much about how to save water
- E. I feel that other households make **less** effort to save water than mine
- F. I'm the sort of person who hates wasting anything
- G. I am keen to find new ways to save money on utility bills
- H. I often look for new ways to reduce my impact on the environment
- I. The amount of water taken from natural sources is damaging local environments and wildlife

**ANSWER CODES**

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know / cannot say

**ASK ALL WHO CODE 1 or 2 AT Q8(A) – THOSE INTERESTED IN HAVING A SMART WATER METER**

**Q9a.** You mentioned just now that you might be interested in having a smart water meter. Please tell us what you think the benefits would be?

**OPEN END.**

**ASK ALL WHO CODE 4 or 5 AT Q8(A) – THOSE NOT INTERESTED IN HAVING A SMART WATER METER**

**Q9b.** You mentioned just now that you would not be interested in having a smart water meter. Please tell us why?

**OPEN END.**

**ASK ALL WHO CODE 3 AT Q8(A) – THOSE NEUTRAL ABOUT HAVING A SMART WATER METER**

**Q9c.** You mentioned just now that you neither agree or disagree you are interested in having a smart water meter. Please tell us why you said this?

**OPEN END.**

**ASK ALL**

**Q10.** Please tell us which of these you are already doing, and which others, if any, you would be prepared to do, to reduce your use of water? **(SINGLE CODE FOR EACH)**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already doing	Would be prepared to	Would not be prepared to	Not applicable to me / unable to	Don't know
	1	2	3	4	5
1. Spending no more than four minutes in the shower					
2. Not having a shower every day					
3. Having very short showers some days					
4. Not flushing the toilet after every use					
5. Reusing water used in the kitchen for plants					
6. Not washing clothes after every wear					
7. Not rinsing washing up under a running tap					
8. Only using washing machines and dishwashers with a full load					
9. Letting your lawn go brown instead of watering it <b>(ONLY DISPLAY IF HAVE LAWN CODE 1 AT Q3b)</b>					
10. Turning off the shower while lathering / shampooing / shaving legs					
11. Using a flannel or sponge to wash at the sink instead of having a shower / bath					

12. Turn off the tap while brushing teeth					
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**ASK ALL**

**Q11.** And please tell us which of these have you already done, and which, if any, you are intending to do or might do in future? **(SINGLE CODE FOR EACH)**

<b>RANDOMISE ORDER OF STATEMENTS</b>	Already done this	Intending to do this	Might do this in future	Unlikely to do this in future	Don't know
	1	2	3	4	5
1. Install a water-efficient washing machine or dishwasher					
2. Fit an eco shower head with a lower flow rate					
3. Install a water butt (a large barrel for storing rainwater that you can then use in your garden) <b>(ONLY DISPLAY IF HAVE OUTDOOR SPACE AT Q3)</b>					
4. Install a rainwater harvesting system (a large underground tank that captures rainwater for non-drinking uses like toilet flushing and watering the garden)					
5. Have your water company visit your home for free to fit devices and advise how you can save water					
6. Use the online water saving calculator GetWaterFit					

**ASK ALL**

**Q12.** How much would you agree or disagree with the following statements **(SINGLE CODE FOR EACH)**

**STATEMENTS (RANDOMISE ORDER)**

- A. It's important for me to relax and enjoy having a shower
- B. I have a health condition that means I cannot reduce the amount of water I use
- C. It's **too** expensive to get water-efficient devices and appliances
- D. It's difficult to fit water-saving devices and appliances
- E. I try to save more water but end up going back to my normal habits
- F. It's essential to have one shower or bath a day to be hygienic
- G. Saving water does not give a worthwhile saving on the water bill **(DISPLAY TO THOSE WITH METER ONLY – CODE 1 AT Q1)**
- H. I try to think about my impact on the environment when I have a shower or bath

**ANSWER CODES**

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know / cannot say

**DISPLAY TO ALL**

Smart water meters collect water usage information for households regularly (hourly, daily, weekly, or monthly). The information is visible to customers through an app, website or an in-home device so they can see how much water they are using and any changes in the usage. This can help to find ways to save water, manage bills more accurately and spot leaks.

**ASK ALL**

**Q13.** Having read this, how much would you agree or disagree with the statement 'I'd be interested in having a smart water meter' **(SINGLE CODE)**

- 1. Strongly agree
- 2. Tend to agree
- 3. Neither agree nor disagree
- 4. Tend to disagree
- 5. Strongly disagree
- 6. Don't know

**ASK ALL**

**Q14.** Which one of the following would be your preferred way of seeing information about your household's water use? **(RANDOMISE. SINGLE CODE)**

- 1. From a device you could position in your kitchen / living room
- 2. Through an app on your mobile phone
- 3. Online/website using your computer or tablet
- 4. Emails
- 5. Another way **(ANCHORED. WRITE IN)**
- 6. Don't know **(ANCHORED)**

**ASK ALL**

**Q15.** With a smart water meter, you could have texts or notifications on your mobile phone to prompt you to have a look at your water use information. How often would you want to be prompted? **(SINGLE CODE)**

1. Daily
2. Every few days
3. Weekly
4. Every 2-3 weeks
5. Monthly
6. Every 2-3 months
7. Only when there is a change in my water use
8. Never
9. Don't know

**ASK ALL**

**Q16.** Which, if any, of the below would motivate you to read a smart meter display to help manage your water use? Please **choose up to three that would most motivate you.**

**(MULTICODE. RANDOMISE ORDER)**

- A. Saving money on your water bill
- B. Identifying leaks within your property (e.g. a leaking toilet or slow dripping tap)
- C. Conserving natural resources
- D. Helping the local environment and biodiversity
- E. Helping reduce energy use and CO2 emissions
- F. Playing your part to make sure there is enough water for everyone in future
- G. Seeing how your water use compares to other similar households in your area
- H. Gaining rewards for reducing your water use or continued low water use
- I. Saving money on your energy bill by reducing hot water use
- J. None of these **(ANCHORED, EXCLUSIVE)**

**ASK ALL**

**Q17.** What is the **minimum** annual saving on your water bill that would make it worthwhile for you to read a smart water meter display to help manage your water use? **(SINGLE CODE)**

1. No saving needed – I would be motivated by other reasons
2. £1-5
3. £6-10
4. £11-20
5. £21-30
6. £31-50
7. £51-75
8. More than £75
9. Don't know

**ASK ALL**

**Q18.** How strongly do you agree or disagree with the statement 'I worry about being able to afford my water bill'? Please use a scale of 0 to 10 where 0 is strongly disagree and 10 is strongly agree.

0	1	2	3	4		5	6	7	8	9	10
Strongly disagree										Strongly agree	

99. Don't know / cannot say

**ASK ALL**

**Q19.** And please tell us which, if any, of these apply to you? **(MULTICODE, RANDOMISE ORDER).**

1. I volunteer for a local organisation or local charity
2. I'm a member of an online group (like facebook) for people living in my area
3. I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council
4. I often pick up litter near where I live
5. I have reported overflowing drains or leaking pipes in my neighbourhood
6. I have used or recommended companies because they do things for the local community like sponsoring a local team, or donating to a local charity
7. None of these **(ANCHORED, EXCLUSIVE)**

**ASK ALL**

**Q20.** Do any of the following apply to your household? **(MULTICODE, RANDOMISE ORDER OF ANSWER LIST)**

1. Someone in your household has a long-term disability or chronic illness
2. Living in social or council housing
3. Claiming pension credit (not just state pension)
4. The household does not own a car
5. Live in a remote location
6. No Internet access at home
7. On a discounted water tariff like Assist or Water Sure
8. None of these **(ANCHORED, EXCLUSIVE)**
9. Prefer not to answer **(ANCHORED, EXCLUSIVE)**

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 1 (30 mins)

**Introduce self and welcome them back to the next stage of the research.**

**Remind them that this project is on behalf of Wessex Water** – this phase of the research is a follow up to the previous phase and we'll give you an overview of what to expect over the coming months.

**Data protection** – this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

### Introduction (2 mins)

Welcome back and thank you so much for agreeing to take part in this exciting next stage of research.

- First of all, tell me how you've been?
- Have there been any significant changes in your life since we last spoke?

### Introduce next steps (3 mins)

Let me tell you a little more about what this phase of research will entail.

- **Today** - this is the start of this phase of research – the briefing interview. This is essentially just to recap on some of the things you've been thinking about in the past few months with regards to water usage. We'll then set tasks for the next 2 months until we speak again.
- **On w/c 8<sup>th</sup> August**, we'll have our interim interview. This will be a recap of the previous few months, summarising your reflections. During this time, we'll brief you on the next 2 months
- **On w/c 10<sup>th</sup> October** we'll have a final interview with you, reflecting on the previous 2 months but also the project as a whole
- **Throughout** – this research project is slightly different, in that our main point of contact with you will be via WhatsApp. I'll send you a message on WhatsApp and check in with you around once per week to gather your thoughts on how you've been getting on with the 'tasks' we've set.

### Recap on phase 1 (10 mins)

Let's have a chat about the first phase of research...

- Did the project make you think or behave any differently in general?
- How did you find the behaviour changes we asked you to try?
  - What behaviours did you particularly enjoy trying and why?
  - What behaviours didn't enjoy trying and why?
  - Have you adopted any new habits that we didn't suggest?
- Have you maintained any behaviour changes that you adopted during the research?
  - Which ones?
  - Why?
  - Is this true for all the family?
- Have you had any discussions with others (family/friends) around water usage?

### Brief on next 2 months (10 mins)

**(For moderator reference)**

**Behaviour changes:**

- **Shower**



- Cutting down on time in shower
- Cutting down water in the bath
- Cutting out showers
- Switching to flannel washes
- Fewer baths
- **Loo**
  - Yellow mellow
  - Cistern bag
  - Using the single flush
- **Reusing water**
  - From tumble dryer
  - From running tap
  - From rain water
- **Outside water use (depending on circumstances of household and weather)**
  - Fun in the sun – children and paddling pools, slip and slides, water pistols (fun, but use less water than a paddling pool)
  - (Temporary) hot tubs
  - Garden watering – pots, borders, lawns – can people be selective in what they water to reduce reliance on hosepipes and use watering cans instead? How much acceptance for letting lawns go brown?
  - Outside space cleaning habits – pressure washing patios, cleaning cars, wheelie bins

Over the next few months we want you to set some goals of things you're going to try and implement into your life.

We're going to take some meter reads now, and again in 2 months time before our next interview. Before, we calculated that your average daily consumption was xxx litres.

- We want you to set a target and cut that down over the next 2 months
  - What target do you think is realistic?

We'll give some guidance on how to do this:

- Firstly, we want you to continue with some of the behaviours you found quite easy to adopt
  - Can you tell me what these are?
- Secondly, we want you to try and implement some of the behaviours you found difficult to adopt.
  - Can you tell me what these are?
  - If you can't implement them to the full, what will you try and do?
- Which behaviours do you think will have the most impact here?
- Are there any other behaviours not mentioned above that you think you'll be able to adopt?

### A few quick questions

- Do you have any outdoor space?
  - If so:
    - What does it consist of e.g. lawn, patio, approximate size
    - And do you have an outdoor tap? If so, what do you tend to use it for?
- Do you use water outdoors?
  - If so, for what?
- Have you looked into getting a water butt at all?
  - If so, why?
  - If not, why not?
  - (If it seems practical and they have space) As part of the research we may send water butts to a few participants – is this something you'd be interested in?

**Next steps (5 mins)**

*As I mentioned before, we're going to be keeping in touch via WhatsApp – we'll check in once per week and ask something along the lines of the following:*

- Has anything changed this week? E.g. been away, had visitors, been out a lot
- How did you find the behaviour changes?
- Was there anything that was particularly easy/difficult?

*You can also use WhatsApp to ask any questions you might have. If you want any more information or have something on your mind, feel free to ask and either us or Wessex Water can come back with a response.*

*You can either type your responses, voice note or send us a video!*

*Do you have any questions at this stage?*

**Thanks and close**

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 2 (30 mins)

### Welcome and check in

**Data protection** – remind that this session is being audio/video recorded but everything you say will remain confidential and we only use these for internal research purposes.

### Recap on past few weeks (10 mins)

It's great to speak with you again and thank you so much for all of your communications over the past month or so.

Let's recap quickly on what we spoke about last time:

- What were the key behaviours you were trying to maintain over the past month or so?
  - How has that gone overall?
- Which behaviours did you manage to maintain?
  - What was the key reason you managed to keep them up, do you think?
    - Probe: motivated to save water, cost, new habit, other
- Which behaviours did you find particularly difficult to maintain?
  - What were the reasons for this?

And let's also talk about the periods of hot weather we've had recently:

- Did you notice any differences in your behaviours when the weather was particularly hot?
  - What were they?
  - Why did the hot weather change things?
  - At what point do things start to change weatherwise e.g. after a certain temp, or when it's solid sun/no breeze
  - For those with kids: did the kid's outdoor behaviours change at all?
- How did you feel about maintaining the water saving behaviours you had set yourself?
- Were there any water saving behaviours that were harder to maintain in the hot weather?
- Did you find you were using more water for anything?
  - What was it and why? Probe: outside vs. inside
- Moderator to try and tease out at which point the weather becomes too much and motivation to save water dwindles...
- For those with gardens
  - How do you feel about the grass going dry/yellow/brown?
  - With temperatures rising, do you think you'll take this into account when gardening and deciding what to plant?

### Shower product assessment (5 mins)

#### For those who received the combined shower head and timer

- Following discussions on WhatsApp, could you summarise for me how you found the overall experience of using the showerhead, including:
  - Installation and set up
    - Was it easy enough to attach to your shower?
    - Any difficulties?
  - Water flow
    - Did you notice any change in water flow...
      - ...compared to your original shower?
      - ...compared to the showerhead you got in the GetWaterFit kit?

- If flow was different – did this reduce your enjoyment of your shower or impact on functionality at all?
- *Timer*
  - Did you find yourself using the timer?
  - What did you like about it?
  - Was there anything you were less keen on?
- *Traffic light system*
  - Were you clear on how this worked and what each colour meant?
  - Did you find this useful?
  - How does it compare to the egg timer you had previously?
- Do you think it changed your shower behaviour at all?
  - If so, in what ways?
  - If not, why not?

### **For those who received the digital shower timer**

- Following discussions on WhatsApp, could you summarise for me how you found the overall experience of using the digital shower timer:
  - Was it easy to use?
  - How did it compare to the egg timer?
  - Does using it make a difference to the way you shower?
  - Anything that could be improved?

### **Meter reads (5 mins)**

*Let's recap on the targets you set at the beginning of this part of the project:*

- Remind me what was your reduction target?
  - *Moderator to prompt from notes if they've forgotten*
  - *If no target, ask how they think they've done?*
- How successful do you think you've been as a household in reaching your target?
  - Why?
- I can tell you that between April and June your daily average was XX...
  - Do you have any idea what your daily average was between June and now?
  - I can reveal that it is XXX
- What do you think about this result?
  - Are you surprised?
  - Are you pleased/disappointed?

*If meter readings show usage has gone up*

- Does seeing this make you more motivated to try and save water?
- Why/why not?

*If calculated, talk about this from a financial perspective*

### **Bills and communications (5 mins)**

*I want to talk about something slightly different now, that we haven't really covered yet. I want to ask you a few general questions about your water bill:*

- Before being part of this project, did you pay much attention to your water bill?
  - Why/why not?
- Now that you're taking part in this research, have you paid any more attention to your water bill?
  - If so, what has motivated you to do that?

- Can you recall the contents of what is included in your water bill?
  - Is there anything in there that is particularly helpful?
  - Is there anything in there that you tend to skip past?
- Have you noticed any other communications about water usage:
  - ...from any sources?
  - ...from your water company in particular?
- For each piece of comms:
  - Where did you see it?
  - What was the content/message?
  - How much attention did you pay?
  - Did it make you think or behave any differently?

### **Additional tasks (5 mins)**

I want to ask a few questions about how you use your appliances:

- Do you currently use the eco settings on your washing machine or dishwasher?
  - If not, why not? *Moderator to explore barriers*
  - If so, why do you do that?

*For those who aren't currently using the eco settings:*

- Is this something you'd be willing to try and adopt for the remainder of this project?
- Do you think you'll struggle to maintain this behaviour over the next few months?

### **Collapsible buckets and home check**

Thanks for going through all of that with me. For the next part of the project we are going to send you some more products to trial.

The first of these are some collapsible buckets. These are buckets that collapse down into flatpack for easy storage. The idea behind these is you can use them to collect water from running taps, tumble driers, dehumidifiers, paddling pools... really anywhere that has excess water. You can then use the water for other uses such as watering plants, cleaning things etc.

- Do you have any initial thoughts about this product?
- Do you think you'll find it useful/helpful?

The second thing we'd like to ask you to trial is a Wessex Water Home Check.

*This is a free service that involves a technician coming to your home and assessing it to see if there are any water saving changes you could make. It takes 30-45 minutes and the technician would:*

- *check for leaks and arrange for any found to be fixed for free if possible*
- *identify ways you can save water and energy to reduce your bills*
- *fit free water-saving devices*
- *provide water-saving advice to fit into your lifestyle.*

*Would you be willing for us to arrange a Home Check at a time that suits you? (This would require us passing on your phone number to Wessex who will phone you to arrange it).*

## Wessex Water\_Water saving and smart meters Discussion Guide – Phase 3 Interview 3 (30 mins)

### Welcome and check in

**Data protection** – remind that this session is being audio/video recorded but everything they say will remain confidential and we only use these for internal research purposes.

Thank respondent for being part of the project and for their contributions over the past 7-8 months. Explain that this interview will summarise some of the key things we explored in the research.

### Water saving behaviours and products (15 mins)

This project has been all about water saving and introducing some new behaviours into your day to day lives. We're going to talk specifically about products in a little bit, but focusing first on behaviours...

- Let's start with the behaviours that you managed to maintain...
  - Talk me through each behaviour and tell me:
    - How did you find it at first?
    - Did you have to make any adaptations to your behaviours or routines to accommodate the behaviour?
    - Were there any periods over the past 8 months that made it more challenging to maintain or perhaps where you slipped up on those behaviours?
    - How much of a conscious effort do you have to put in to maintain this behaviour?
    - How much of an impact do you think it has on your water usage?
    - How have the rest of your household found maintaining this behaviour?
- Now let's talk about those behaviours that were harder to maintain....
  - Talk me through each behaviour and tell me:
    - What do you think was the main issue with keeping this up?
    - At what point did you 'give up' on keeping this behaviour?
    - Is there anything that you can think of that could help make this behaviour easier to maintain?

#### **(For moderator reference)**

##### **Behaviour changes:**

- **Shower**
  - Cutting down on time in shower
  - Cutting down water in the bath
  - Cutting out showers
  - Switching to flannel washes
  - Fewer baths
- **Loo**
  - Yellow mellow
  - Cistern bag
  - Using the single flush
- **Reusing water**
  - From tumble dryer
  - From running tap
  - From rain water
- **Outside water use (depending on circumstances of household and weather)**
  - Fun in the sun – children and paddling pools, slip and slides, water pistols (fun, but use less water than a paddling pool)
  - (Temporary) hot tubs

- Garden watering – pots, borders, lawns – can people be selective in what they water to reduce reliance on hosepipes and use watering cans instead?
- Outside space cleaning habits – pressure washing patios, cleaning cars, wheelie bins

**Products:**

- Eco showerhead
- ShowerBob
- Digital shower timer
- Manual shower timer
- Cistern bags
- Tap inserts
- Collapsible buckets
- Water butts

Now let's talk about some of the products you trialled...

- Overall, which product that you trialled do you think was the **easiest to use** for saving water, and why?
- Overall, which product that you trialled do you think was the **most effective** in saving water, and why?
- What about the product that was the **hardest to use**?
  - Why do you think that is?
  - Is there anything that could be improved upon to change this?
- What about the product that was **least effective**?
  - Why do you think that is?
  - Is there anything that could be improved upon to change this?

Taking into account all the behaviours and products you trialled...

- Which do you think you will maintain in the long term?
- To what extent did you find you were having to make sacrifices to adopt water saving behaviours/products?

**Hot weather (5 mins)**

We've had an unusually hot and dry summer this year. We talked about a lot of this over the course of the project but could you summarise:

- How did the hot weather affect you, overall?
- How did it change your behaviours?
  - Specifically, how did it change your behaviours when it comes to water usage?
- Assuming hot summers like this become more and more frequent, do you think your day-to-day life or routines will change in any way?

Thinking back over your summer this year...

- How do you think you'd have been affected if the hosepipe ban was implemented in your region?
- What would you have had to do differently?
- What would it have stopped you from doing?
- Do you think you'd have to have adopted any new behaviours in place of things you couldn't do?
- To what extent do you think you'd be able to follow the rules of the ban?

**Meter reads (5 mins)**

Finally, let's take a look at your most up to date meter reads.

Moderator to recap reads for the following periods:

- *Historic average*
- *1 month trial (Mar-Apr 2022)*
- *Break period (Apr-Jun 2022)*
- *First half of trial (Jun-Aug 2022)*
  
- What do you anticipate your average will be for the second half of the trial (from August until now)
- I can tell you that between August and now your daily average was XX...
- What do you think about this result?
  - Are you surprised?
  - Are you pleased/disappointed?
- Do you think this figure is something you will maintain in the long term?

**Summary questions (5 mins)**

- What do you think are the key things you'll take away from being part of this research project?
- *Summarise your knowledge and attitudes towards saving water overall.*
  - How has it changed since starting this project?
  - What has been the biggest influence on your attitudes to water usage?
- Do you have any advice for Wessex Water when it comes to helping or guiding customers with being more water efficient?