

Appendix 1.1.G - Willingness to pay research 4 - Populus

Wessex Water

September 2018

Business plan section	Supporting document
Board vision and executive summary	
1 Engaging customers	1.1 Summary of research findings
	1.2 Communications strategy
	1.3 Customer participation and behavioural engagement strategy
2 Addressing affordability and vulnerability	
3 Delivering outcomes for customers	
4 Securing long term resilience	
5 Markets & innovation: wholesale	
6 Markets & innovation: open systems & DPC	
7 Markets & innovation: retail	
8 Securing cost efficiency	
9 Aligning risk and return	
10 Financeability	
11 Accounting for past delivery	
12 Securing trust, confidence and assurance	
13 Data tables and supporting commentaries	

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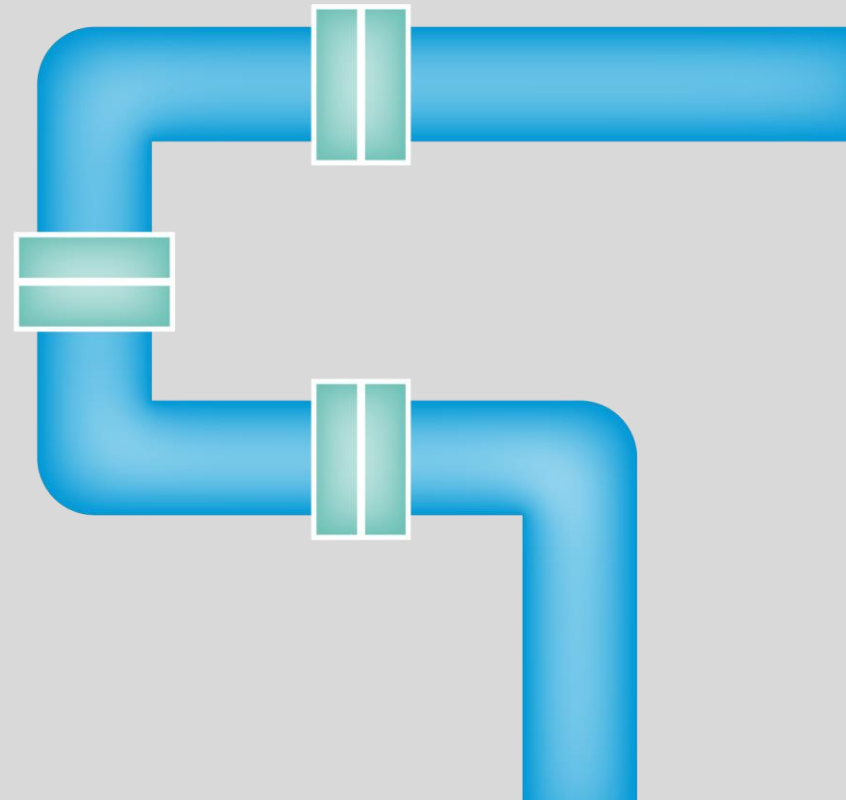


Wessex Water

Willingness to Pay Report – Second wave

JANUARY 2018

Populus



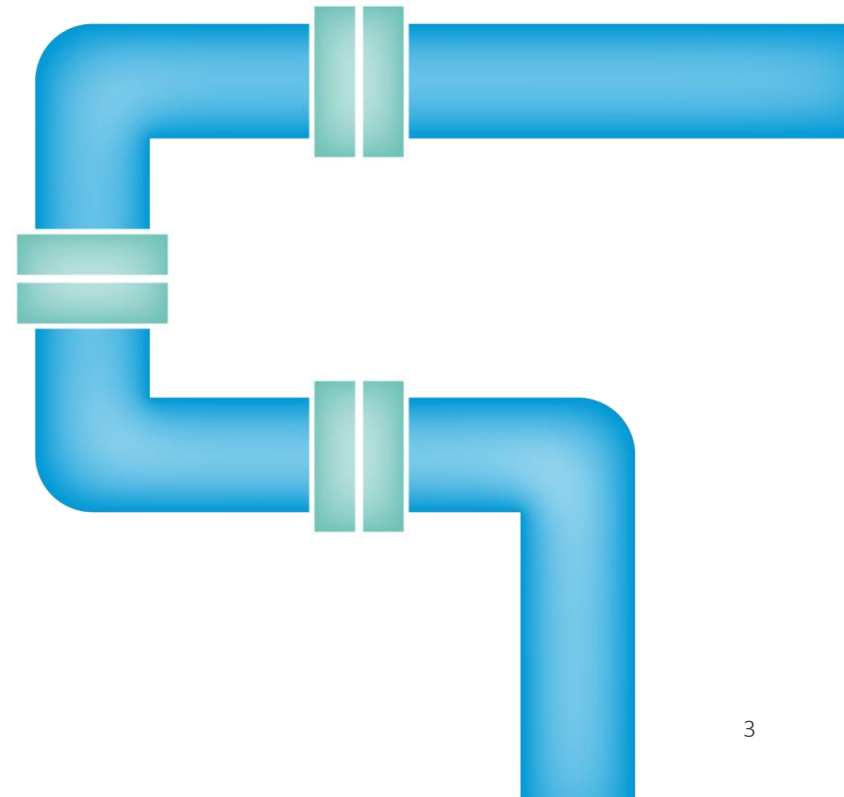
Agenda

1 Objectives and Approach

2 Respondent profile

3 Overview

Objectives and Approach



Objectives, Methodology and Survey design

Objectives



1. Understand customer priorities for investment areas
2. Explore customer willingness to pay for improvements
3. Identify any differences in priorities by customer type

Methodology



1. Populus conducted 204 online interviews with Wessex Water customers in January 2018
2. All respondents were sourced via Populus' proprietary panel
3. The dataset was weighted to be representative of the Wessex Water customer profile

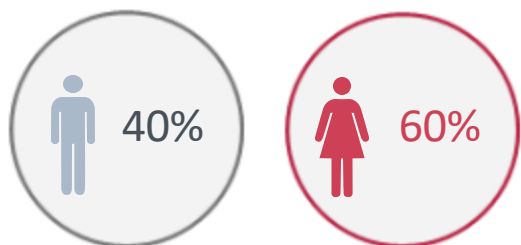
Survey design



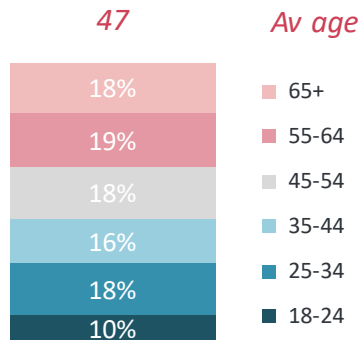
1. Respondents were presented with 12 separate investment areas and asked to select their preferred level of investment in each area
2. Once priorities had been selected, participants were shown the final impact on their bill and asked if they would like to change their selections
3. Full details on the survey design are shown overleaf

Respondent profile

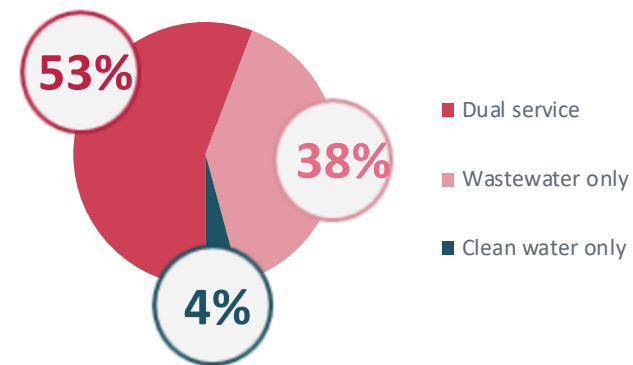
Gender



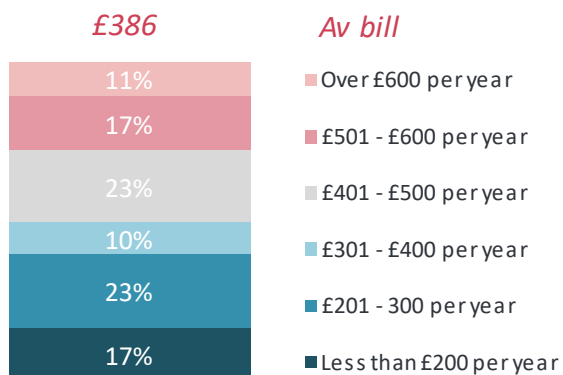
Age



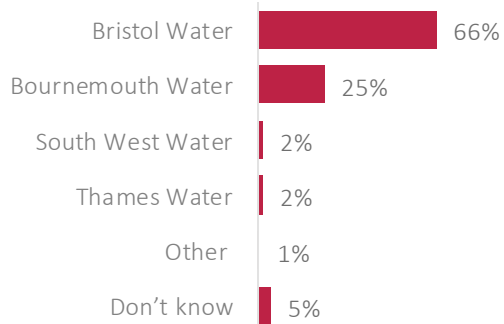
Customer type



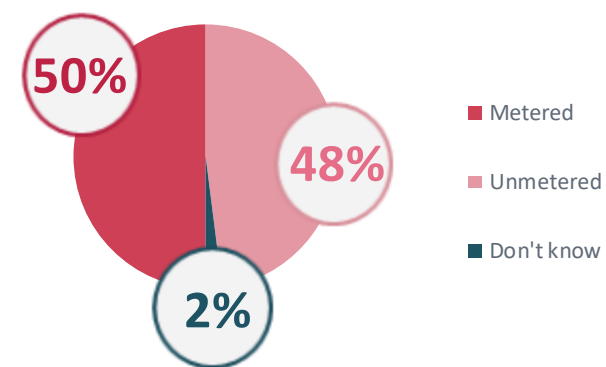
Bill size



Water provider (wastewater only customers)



Meter



Survey design (1)

Respondents were first introduced to the purpose of the exercise:



We'd like to understand how you think Wessex Water should be investing in the services it provides. For each area of service we'll ask you to select your preferred option and we'll show you the impact this would have on your bill.

The investment areas covered will be:

- Reliability of your water supply
- Saving water
- Environmental impact
- Sewer flooding

When you have made your choices we'll show you the impact on your annual bill from 2020.

Please select >> to continue

Survey design (2)

Customers were presented with each of the attributes and given information about the levels of investment associated with 'Lowest', 'Low', 'Medium', 'High' and 'Highest'. For example:

For each area of service please tell us what you think Wessex Water's level of investment should be.

You can choose from five levels of investment. You can see the impact your decision will have by hovering your cursor over each option.

Your choices will increase/decrease your annual bill by: **£ 0.00**

Investment decisions relating to:

Sewer flooding

Sewer flooding near your property

Flooding from the sewer gets close to people's properties or gets into their gardens. Currently 3,700 properties (0.63% of total) in the Wessex Water area are affected by this in any year. That's out of a total of 1,200,000 wastewater properties.

<u>Levels of investment</u>					<u>Your choice</u>
Lowest	Low	Medium	High	Highest	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
					<div style="border: 1px solid black; padding: 5px;">Sewage near to 3,330 properties per year (↑ +£5.03)</div>

Survey design (3)

After rating all attributes, customers were shown the impact of their choices on their water bill and told that they could adjust their choices if preferred:

Having seen the impact of your choices on your bill, if there are any areas that you would now like to change, please click on the 'Edit' arrow → next to them and make any adjustments by moving the sliders which appear.
You may edit as many categories as you like.

Once you are happy with your entire bill, please click on the '>>' button at the bottom of your screen.

Wessex Water
a YTL company

Your water services bill
For the period 1 April 2020 to 30 March 2021

Current bill	£275.00
Your annual bill based on your investment choices	Impact on your annual bill
→ Reliability of your water supply	£0.00
→ Saving Water	+£4.55
→ Environmental impact	+£37.18
→ Sewer flooding	£0.00
New bill	£316.73

Attribute wording (1)



The full wording of each attribute is set out below:

Environmental impact

Improved biodiversity	Wessex Water works with land owners to improve both the quality of the water in rivers (e.g. reducing levels of fertilizer running off land into rivers when it rains) and variety of plants and animals. Currently, 70% of Wessex Water land has been assessed for its biodiversity value and condition.
Bathing waters of 'less than good' quality	The cleanliness and quality of coastal bathing water and beaches in your area is classified according to the European Bathing Water Directive. Currently, 4% of bathing waters in the Wessex Water region are classified as 'less than good'.
Pollution incidents impacting on river water quality	Occasionally dilute sewage can discharge into rivers and beaches which may impact water quality. These spills can occur when the sewerage system is blocked or there are pipe bursts. Also spills from overflows can happen when the system is overloaded due to heavy rainfall. There are currently 70 such spills per year.
Miles of river of 'less than good' quality	Some stretches of rivers are classified as 'less than good quality', this means that animal and plant life is affected (e.g. some species may be missing) and there may be some pollution or murky water. Currently, around 600 miles of river out of a total of 2,429 miles in the Wessex Water area (25% of total) is classified as 'less than good'.
Miles of river with less than ideal flow	The flow rates of rivers within in the Wessex Water area depend on the amount of water taken from the environment to supply customers. A river with 'low flow' may have had some water taken from it to supply customers – it may be less suitable for activities such as fishing, and there may be some damage to habitats for plants and wildlife. Currently, there are 17 miles of river with less than ideal flow, out of a total of 2429 miles of river in the Wessex Water area.

Attribute wording (2)



The full wording of each attribute is set out below:

Reliability of your water supply

Unexpected interruptions to your water supply	Sometimes your water supply can be interrupted unexpectedly. This means that you may have no water for a period of time or your supply may be intermittent. This could be due to burst pipes which can happen at any time. 90% interruptions last less than 12 hours. Currently, the number of properties affected by unexpected interruptions of three hours or more in any year is around 9,000 out of a total 590,000 water supply properties in the Wessex Water area (1.5%)
Planned interruptions to your water supply	The water supply at your property can be interrupted due to planned maintenance, in which case you would be given at least 48 hours' notice. All of these interruptions last less than 12 hours. Currently the number of properties affected by this in any year is around 15,000 out of a total 590,000 water supply properties in the Wessex Water area (2.5%).

Sewer flooding

Sewer flooding inside property	Flooding from the sewer gets inside properties, causing damage to property. When this happens, substantial clean up and repair of flooring and walls may be needed. Currently the number of properties affected by this in any year is 180 out of a total 1,200,000 properties (0.03%) for which Wessex Water provides a sewerage service
Sewer flooding near your property	Flooding from the sewer gets close to people's properties or gets into their gardens. Currently 3,700 properties (0.63% of total) in the Wessex Water area are affected by this in any year. That's out of a total of 1,200,000 wastewater properties

Attribute wording (3)

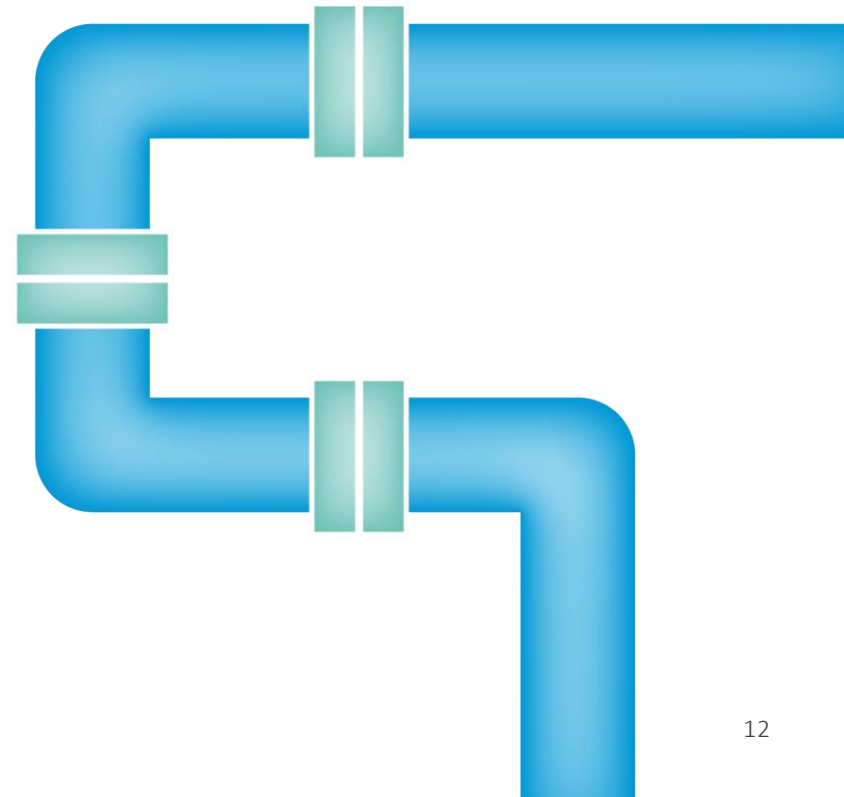


The full wording of each attribute is set out below:

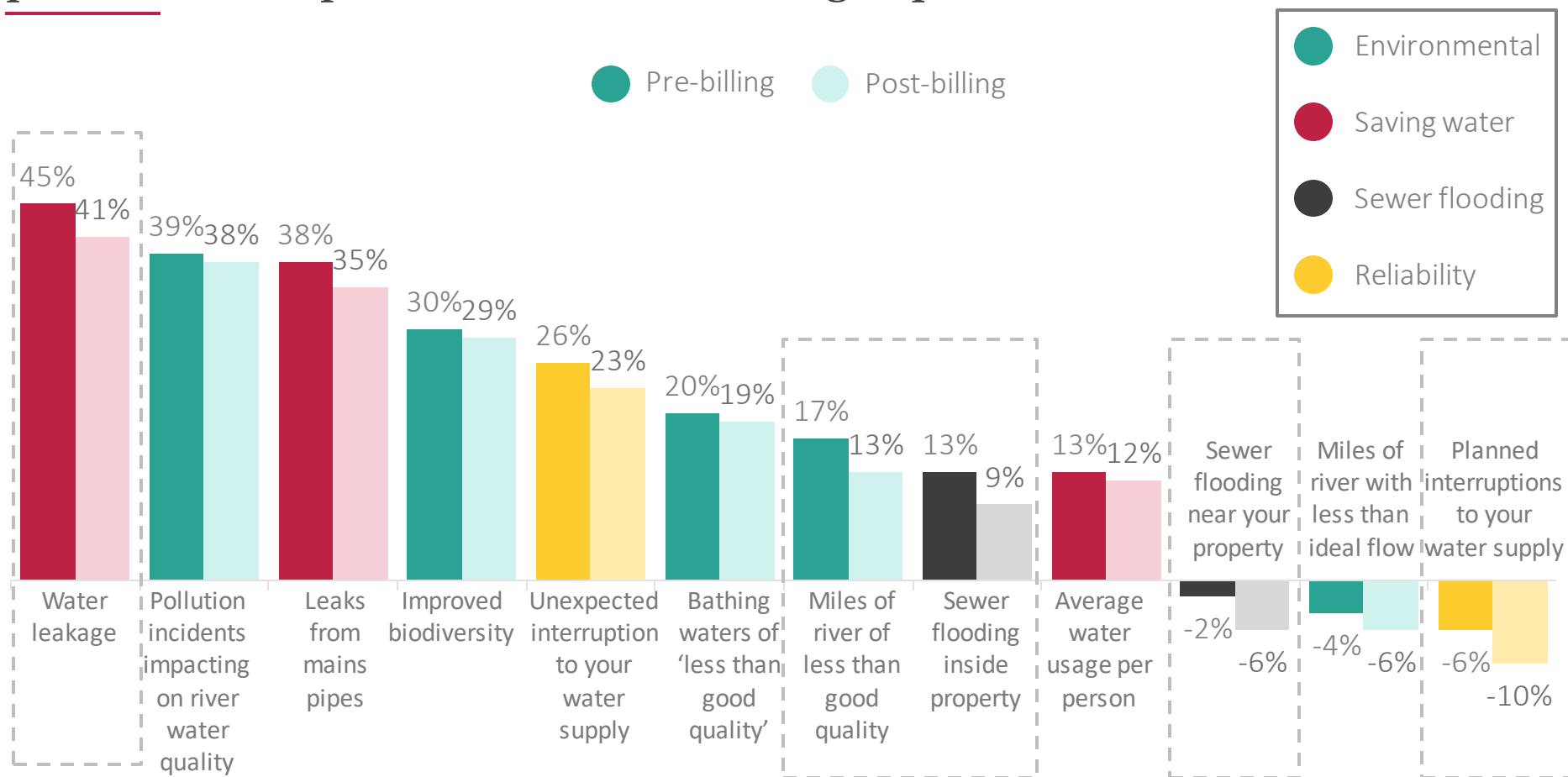
Saving water

Leaks from mains pipes	Occasionally water mains burst causing a visible leak. Where these are reported to them by customers, Wessex Water aims to get them fixed promptly. Wessex Water measures its performance by showing the percentage of mains leaks that they respond to by fixing them within a day of their happening. Currently, 90% of reported mains leaks are fixed within a day.
Water leakage	Water can leak from Wessex Water's extensive network of pipes. Wessex Water can proactively detect and repair leaks, and replace or refurbish sections of pipework to reduce the extent of leakage. Currently 21% of the water that is treated by Wessex Water gets lost due to leakage.
Average water usage per person	Wessex Water can reduce the amount of water used per person each day by investing in fitting more meters and providing water efficiency devices and advice. Reducing the average water usage will help safeguard our water resources in the future and leave more water in the environment. Currently, the average person in the Wessex Water supply area uses 131 litres per day.

Overview



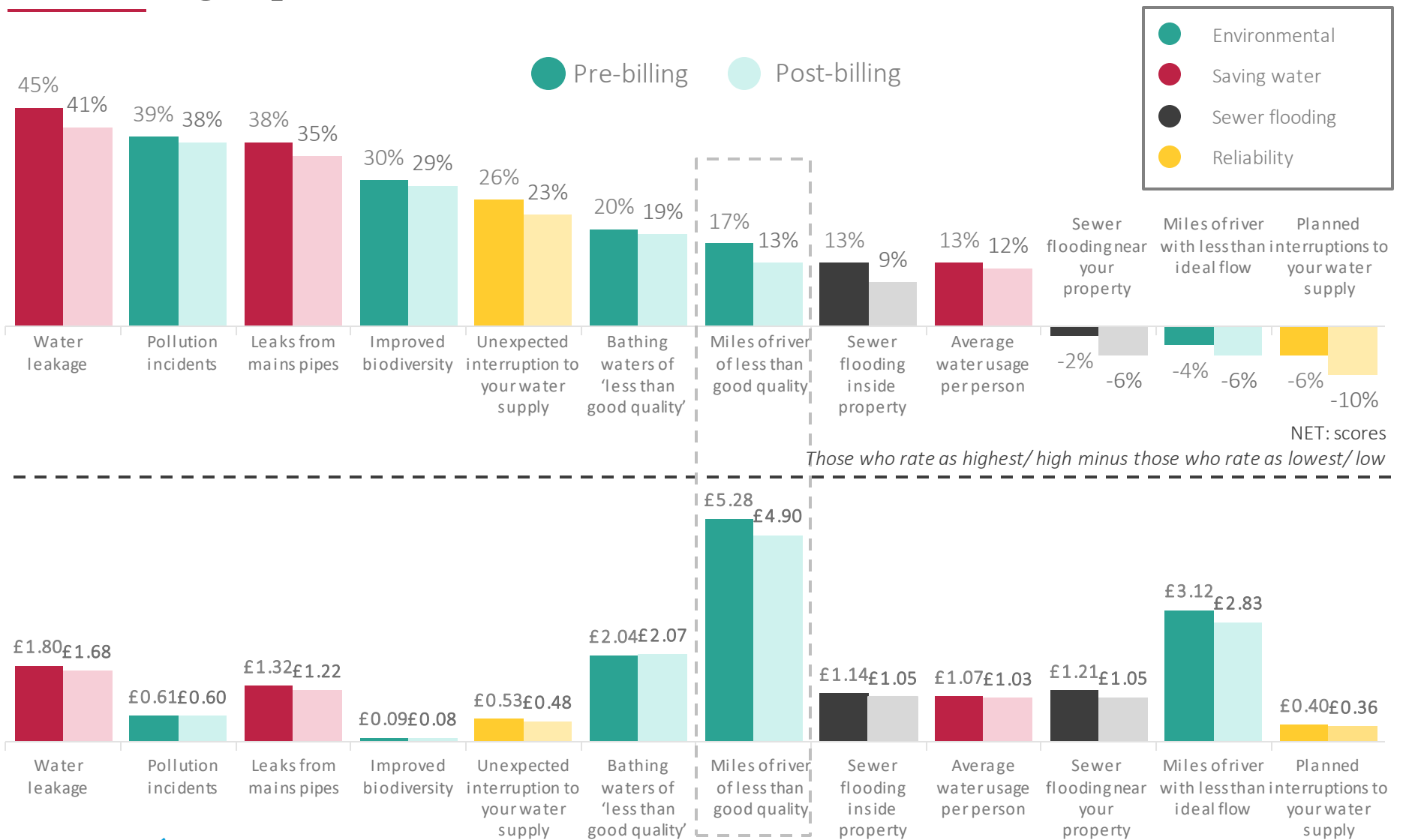
The importance of water leakage, good quality rivers, sewer flooding and planned interruptions reduces once billing impact is taken into account



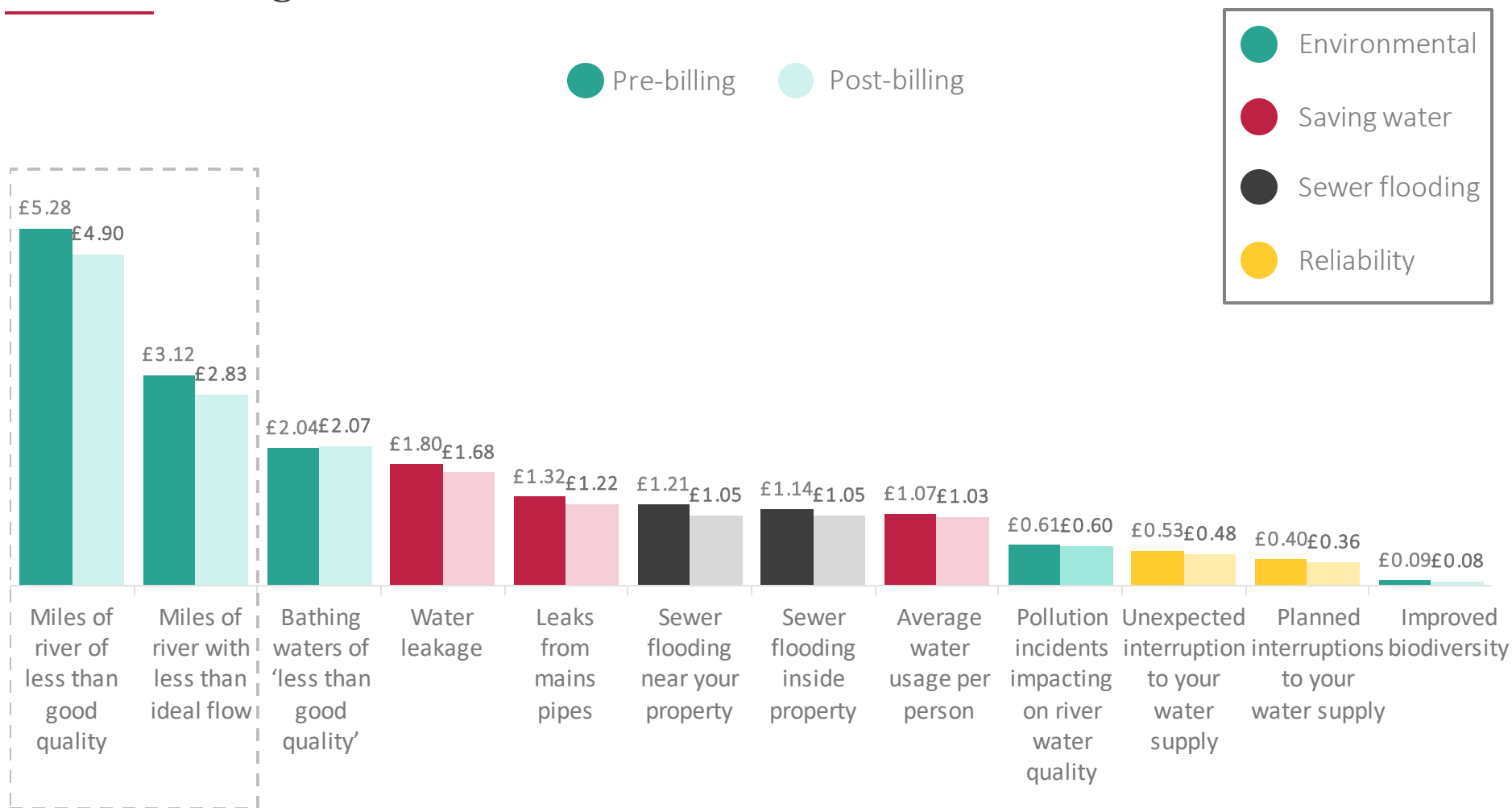
NET: scores

Those who rate as highest/high minus those who rate as lowest/low

Investment in river quality – the most expensive to implement – decreases once billing impact is taken into account



Despite decreases after the total bill has been shown, river quality and river flow attract higher levels of investment than other attributes



After seeing the impact of improvements on their bill, customers are willing to pay £17 extra per year to cover the cost



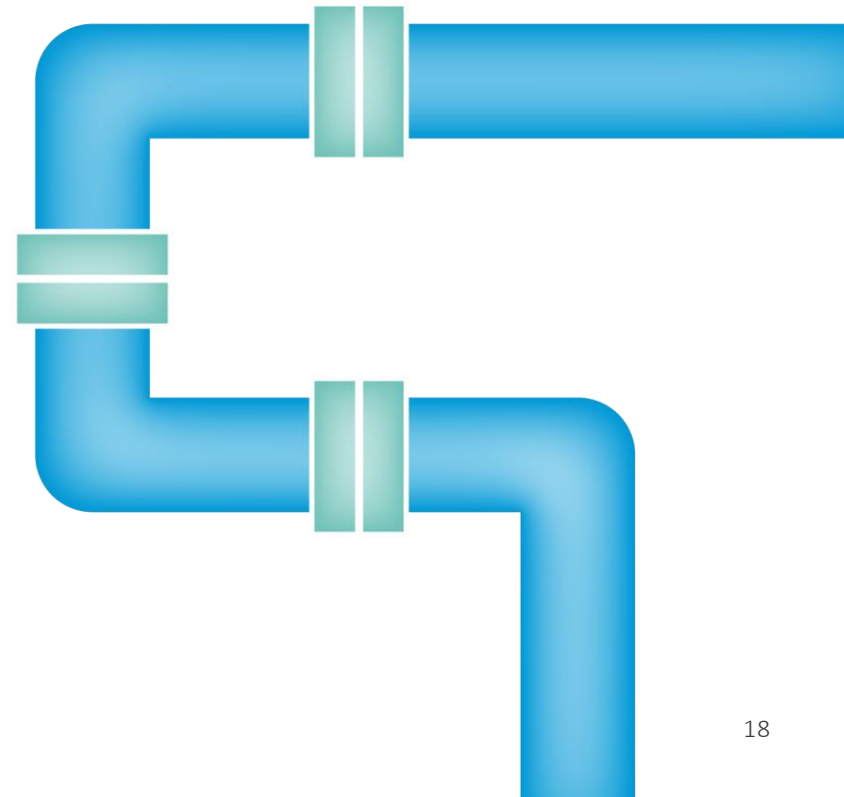
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Populus

Appendix



Attribute scorecard (post-bill edit)

	Lowest	Low	Medium	High	Highest	NET
Water leakage	5%	9%	33%	40%	15%	41%
Pollution incidents impacting on river water quality	4%	6%	41%	31%	18%	38%
Leaks from mains pipes	4%	9%	40%	39%	9%	35%
Improved biodiversity	5%	8%	46%	27%	14%	29%
Unexpected interruptions to your water supply	5%	12%	42%	26%	14%	23%
Bathing waters of 'less than good' quality	7%	11%	45%	30%	7%	19%
Miles of river of 'less than good' quality	4%	11%	57%	22%	6%	13%
Average water usage per person	5%	15%	47%	25%	8%	12%
Sewer flooding inside property	12%	13%	40%	22%	12%	9%
Miles of river with less than ideal flow	9%	15%	58%	13%	5%	-6%
Sewer flooding near your property	11%	18%	48%	18%	6%	-6%
Planned interruptions to your water supply	9%	24%	43%	18%	6%	-10%

Attribute scoring (1)



Environmental impact	Lowest	Low	Medium	High	Highest
Improved biodiversity	60% of land has a plan to conserve or enhance biodiversity -£0.02	65% of land has a plan to conserve or enhance biodiversity -£0.01	70% of land has a plan to conserve or enhance biodiversity £0	80% of land has a plan to conserve or enhance biodiversity +£0.15	95% of land has a plan to conserve or enhance biodiversity +£0.31
Bathing waters of 'less than good' quality	12% of bathing waters classified as less than good -£0.25	10% of bathing waters classified as less than good -£0.13	8% of bathing waters classified as less than good £0	3% of bathing waters classified as less than good +£3.80	0% of bathing waters classified as less than good +£13.95
Pollution incidents impacting on river water quality	88 spills per year -£0.09	79 spills per year -£0.05	70 spills per year £0	63 spills per year +£0.59	53 spills per year +£2.35
Miles of river of 'less than good' quality	990 river miles classified as less than good (41%) -£1.89	795 river miles classified as less than good (33%) -£0.95	600 river miles classified as less than good (25%) £0	369 river miles classified as less than good (15%) +£15.22	0 river miles classified as less than good +£30.48
Miles of river with less than ideal flow	31 miles of river with less than ideal flow -£0.50	24 miles of river classified as less than good -£0.25	17 miles of river classified as less than good £0	1 mile of river classified as less than good +£15.18	0 miles of river classified as less than good +£18.83

Attribute scoring (2)



Reliability of your water supply	Lowest	Low	Medium	High	Highest
Unexpected interruptions to your water supply	11,500 properties affected for 3 hours or more (1.9%) -£0.10	10,250 properties affected for 3 hours or more (1.7%) -£0.05	9,000 properties affected for 3 hours or more (1.5%) £0	6,000 properties affected for 3 hours or more (1%) +£0.60	3,500 properties affected for 3 hours or more (0.6%) +£2.41
Planned interruptions to your water supply	19,000 properties affected by planned interruptions (3.2%) -£0.10	17,000 properties affected by planned interruptions (2.9%) -£0.05	15,000 properties affected by planned interruptions (2.5%) £0	9,000 properties affected by planned interruptions (1.5%) +£1.10	3,000 properties affected by planned interruptions (0.5%) +£3.26
Sewer flooding	Lowest	Low	Medium	High	Highest
Sewer flooding inside property	198 properties per year affected by sewer flooding -£1.32	189 properties per year affected by sewer flooding -£0.66	180 properties per year affected by sewer flooding £0	162 properties per year affected by sewer flooding +£2.45	135 properties per year affected by sewer flooding +£6.15
Sewer flooding near your property	Sewage near to 4,070 properties per year -£2.72	Sewage near to 3,885 properties per year -£1.36	Sewage near to 3,700 properties per year £0	Sewage near to 3,330 properties per year +£5.03	Sewage near to 2,780 properties per year +£12.62

Attribute scoring (3)



Saving water	Lowest	Low	Medium	High	Highest
Leaks from mains pipes	66% of mains leaks fixed within a day -£0.10	78% of mains leaks fixed within a day -£0.05	90% of mains leaks fixed within a day £0	95% of mains leaks fixed within a day +£2.01	99% of mains leaks fixed within a day +£5.11
Water leakage	24% of water lost due to leakage -£0.99	23.5% of water lost due to leakage -£0.50	23% of water lost due to leakage £0	22% of water lost due to leakage +£1.84	21% of water lost due to leakage +£7.08
Average water usage per person	134 litres per person per day -£0.55	132.5 litres per person per day -£0.28	131 litres per person per day £0	128 litres per person per day +£2.54	124 litres per person per day +£6.11

Willingness to pay

January 2018

Wessex Water

Willingness to pay

204 respondents sourced by Populus.

Online

10 minutes

Demographics

Sub-heading

SINGLE CODE

1. Are you...?

- a. Male
- b. Female

SINGLE CODE

2. Please enter your age in the text box below

[NUMERIC BOX]

SINGLE CODE

3. Please enter your full postcode in the text box below

[OPEN TEXT BOX] - CLOSE IF NOT WESSEX WATER POST CODE

SINGLE CODE

Questionnaire

4. Are you the person responsible for paying your water and sewerage bill (this may be included in your rent)?

Please select the most relevant option.

- a. Yes, solely responsible
- b. Yes, jointly responsible
- c. Not responsible **[CLOSE]**

5. What is the occupation of the Chief Income Earner? **USE GRADER** [Or if retired on a Private Pension] What was the PREVIOUS occupation of the Chief Income Earner? **USE GRADER**

SINGLE CODE – SHOW MAP BELOW

- 6A Does Wessex Water provide either your water supply or sewerage services?

Please refer this map to help you if you are unsure **SHOW MAP**

- a. Yes, Wessex Water supplies both my water supply and sewerage services
- b. Yes, Wessex Water supplies only my sewerage services (but not my water supply)
- c. Yes, Wessex Water supplies my water only (but not my sewerage services)
- d. No - **CLOSE**
- e. Don't know – **CLOSE**

SINGLE CODE – ASK ALL CODING B ABOVE

- 6B who provides your water supply?

- a. Bournemouth Water
- b. Bristol Water
- c. Cholderton and District Water
- d. Portsmouth Water
- e. Severn Trent Water
- f. South West Water
- g. Southern Water
- h. Sutton and East Surrey Water
- i. Thames Water
- j. Veolia Water Projects
- k. Wessex Water
- l. Other (Please specify)
- m. Don't know

SINGLE CODE – ASK ALL CODING B ABOVE

Questionnaire

6C Who provides your sewage services?

- a. Bournemouth Water
- b. Bristol Water
- c. Cholderton and District Water
- d. Portsmouth Water
- e. Severn Trent Water
- f. South West Water
- g. Southern Water
- h. Sutton and East Surrey Water
- i. Thames Water
- j. Veolia Water Projects
- k. Wessex Water
- l. Other (Please specify)
- m. Don't know

CLOSE IF WESSEX WATER NOT CODED AT Q6/7

ASK ALL

6. Approximately how much do you pay for your water and sewerage bill? Please do not include any arrears or debt repayments you may be making to your water and sewerage company.

Enter either the exact amount you pay per year, or choose from one of the options below.

Exact amount per year (£) [NUMERIC BOX]

OR

Questionnaire

- | | |
|-------------------------------|-------------------------|
| a. Less than £12.99 per month | Less than £150 per year |
| b. £13 - £16.99 per month | £151 - £200 per year |
| c. £17 - £20.99 per month | £201 - £250 per year |
| d. £21 - £24.99 per month | £251 - £300 per year |
| e. £25 - £28.99 per month | £301 - £350 per year |
| f. £29 - £32.99 per month | £351 - £400 per year |
| g. £33 - £37.99 per month | £401 - £450 per year |
| h. £38 - £41.99 per month | £451 - £500 per year |
| i. £42 - £45.99 per month | £501 - £550 per year |
| j. £46 - £49.99 per month | £551 - £600 per year |
| k. Over £50 per month | Over £600 per year |
| l. Don't know | Don't know |

SINGLE CODE

7. Are you charged for your water on a metered basis where you pay for what you use?
- Metered (pay for what I use)
 - Not metered (pay a fixed amount)
 - Don't know

Sliders

Intro screen

We'd like to understand how you think Wessex Water should be investing in the services it provides. For each area of service we'll give you some information about our current service levels and some options for change. We'll then ask you to select your preferred option and we'll show you the impact this would have on your bill.

The investment areas covered will be:

- Reliability of your water supply
- Saving water
- Environmental impact

Questionnaire

- Sewer flooding

When you have made your choices we'll show you the impact on your bill from 2020. At this point you will be able to review and change your views on how Wessex Water should invest.

AREAS DIVIDED INTO FOUR TOPICS (1 SCREEN PER TOPIC) – TOPIC SCREENS TO BE RANDOMISED

7 -

Slider screens

For each area of service please tell us what you think our Wessex Water's level of investment should be.

You can choose from five levels of investment. You can see the impact your decision will have by hovering your cursor over each option.

Reliability of your water supply

1. Unexpected interruptions to your water supply

Sometimes your water supply can be interrupted unexpectedly. This means that you may have no water for a period of time or your supply may be intermittent. This could be due to burst pipes which can happen at any time. 90% interruptions last are less than 12 hours. Currently, the number of properties affected by unexpected interruptions of three hours or more in any year is around 9,000 out of a total 590,000 water supply properties in the Wessex Water area (1.5%).

Investment level	Lowest	Low	Medium	High	Highest
Text	11,500 properties affected for 3 hours or more (1.9%)	10,250 properties affected for 3 hours or more (1.7%)	9,000 properties affected for 3 hours or more (1.5%)	6,000 properties affected for 3 hours or more (1%)	3,500 properties affected for 3 hours or more (0.6%)
Billing impact (£)	-0.10	-0.05	No change to bill	+0.60	+2.21

2. Planned interruptions to your water supply

Questionnaire

The water supply at your property can be interrupted due to planned maintenance, in which case you would be given at least 48 hours' notice. All of these interruptions last less than 12 hours. Currently the number of properties affected by this in any year is around 15,000 out of a total 590,000 water supply properties in the Wessex Water area (2.5%).

Investment level	Lowest	Low	Medium	High	Highest
Text	19,000 properties affected by planned interruptions (3.2%)	17,000 properties affected by planned interruptions (2.9%)	15,000 properties affected by planned interruptions (2.5%)	9,000 properties affected by planned interruptions (1.5%)	3,000 properties affected by planned interruptions (0.5%)
Billing impact (£)	-0.10	-0.05	No change to bill	+1.10	+3.26

Saving Water

3. Leaks from mains pipes

Occasionally water mains burst causing a visible leak. Where these are reported to them by customers, Wessex Water aims to get them fixed promptly. Wessex Water measures its performance by showing the percentage of mains leaks that they respond to by fixing them within a day of their happening. Currently, 90% of reported mains leaks are fixed within a day.

Investment level	Lowest	Low	Medium	High	Highest
Text	66% of mains leaks fixed within a day	78% of mains leaks fixed within a day	90% of mains leaks fixed within a day	95% of mains leaks fixed within a day	99% of mains leaks fixed within a day
Billing impact (£)	-0.10	-0.05	No change to bill	+2.01	+5.11

4. Water leakage

Water can leak from Wessex Water's extensive network of pipes. Wessex Water can proactively detect and repair leaks, and replace or refurbish sections of pipework to reduce the extent of leakage. Currently 21% of the water that is treated by Wessex Water gets lost due to leakage.

Investment level	Lowest	Low	Medium	High	Highest
Text	24% of water lost due to leakage	23.5% of water lost due to leakage	23% of water lost due to leakage	22% of water lost due to leakage	21% of water lost due to leakage
Billing impact (£)	-0.99	-0.50	No change to bill	+1.84	+7.08

Questionnaire

5. Average water usage per person

Wessex Water can reduce the amount of water used per person each day by investing in fitting more meters and providing water efficiency devices and advice. Reducing the average water usage will help safeguard our water resources in the future and leave more water in the environment. Currently, the average person in the Wessex Water supply area uses 131 litres per day.

Investment level	Lowest	Low	Medium	High	Highest
Text	134 litres per person per day	132.5 litres per person per day	131 litres per person per day	128 litres per person per day	124 litres per person per day
Billing impact (£)	-0.55	-0.28	No change to bill	+2.54	+6.11

Environmental impact

6. Miles of river with less than ideal flow

The flow rates of rivers within in the Wessex Water Area depend on the amount of water taken from the environment to supply customers. A river with 'low flow' may have had some water taken from it to supply customers – it may be less suitable for activities such as fishing, and there may be some damage to habitats for plants and wildlife. Currently, there are 17 miles of river with less than ideal flow, out of a total of 2429 miles of river in the Wessex Water area

Investment level	Lowest	Low	Medium	High	Highest
Text	31 miles of river with less than ideal flow	24 miles of river classified as less than good	17 miles of river classified as less than good	1 mile of river classified as less than good	0 miles of river classified as less than good
Billing impact (£)	-0.50	-0.25	No change to bill	+£15.18	+18.83

7. Improved biodiversity

Wessex Water works with land owners to improve the quality of the water in rivers (e.g. reducing levels of fertilizer running off land into rivers when it rains), and also help the variety of plants and animals. Currently, 70% of Wessex Water land has been assessed for its biodiversity value and condition.

Investment level	Lowest	Low	Medium	High	Highest
Text	60% of land has a plan to conserve or enhance biodiversity	65% of land has a plan to conserve or enhance biodiversity	70% of land has a plan to conserve or enhance biodiversity	80% of land has a plan to conserve or enhance biodiversity	95% of land has a plan to conserve or enhance biodiversity
Billing impact (£)	-0.02	-0.01	No change to bill	+0.15	+0.31

Questionnaire

8. Pollution incidents impacting on river water quality

Occasionally dilute sewage can discharge into rivers and beaches which may impact water quality. These spills can occur when the sewerage system is blocked or there are pipe bursts. Also spills from overflows can happen when the system is overloaded due to heavy rainfall. There are currently 70 such spills per year.

Investment level	Lowest	Low	Medium	High	Highest
Text	88 spills per year	79 spills per year	70 spills per year	63 spills per year	53 spills per year
Billing impact (£)	-0.09	-0.05	0	+0.59	+2.35

9. Bathing waters of 'less than good quality'

The cleanliness and quality of coastal bathing water and beaches in your area is classified according to the chances of getting an infection such as an upset stomach, an ear infection or a sore throat after bathing in the sea. Currently, 4% of bathing waters in the Wessex Water wastewater area are classified as 'less than good'. This means that 8 or more people out of 100 have a chance of getting an infection after bathing in waters classified as 'less than good' in them.

Investment level	Lowest	Low	Medium	High	Highest
Text	12% of bathing waters classified as less than good	10% of bathing waters classified as less than good	8% of bathing waters classified as less than good	3% of bathing waters classified as less than good	0% of bathing waters classified as less than good
Billing impact (£)	-0.25	-0.13	No change to bill	+3.80	+13.95

10. Miles of river of 'less than good' quality

Some stretches of rivers are classified as 'less than good quality', this means that animal and plant life is affected (e.g. some species may be missing) and there may be some pollution or murky water. Currently, around 600 miles of river out of a total of 2,429 miles in the Wessex Water area (25% of total) is classified as 'less than good'.

Investment level	Lowest	Low	Medium	High	Highest
Text	990 river miles classified as less than good (41%)	795 river miles classified as less than good (33%)	600 river miles classified as less than good (25%)	369 river miles classified as less than good (15%)	0 river miles classified as less than good

Questionnaire

Billing impact (£)	-1.89	-0.95	No change to bill	+15.22	+30.48
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Sewer flooding

11. Sewer flooding inside property

Flooding from the sewer gets inside properties, causing damage to property. When this happens, substantial clean up and repair of flooring and walls may be needed. Currently the number properties affected by this in any year is 180 out of a total 1,200,000 properties (0.03%) for which Wessex Water provides a sewage service.

Investment level	Lowest	Low	Medium	High	Highest
Text	198 properties per year affected by sewer flooding	189 properties per year affected by sewer flooding	180 properties per year affected by sewer flooding	162 properties per year affected by sewer flooding	135 properties per year affected by sewer flooding
Billing impact (£)	-1.32	-0.66	No change to bill	+2.45	+6.15

12. Sewer flooding near your property

Flooding from the sewer gets close to people's properties or gets into their gardens. Currently 3,700 properties (0.63% of total) in the Wessex Water area are affected by this in any year. That's out of a total of 1,200,000 wastewater properties.

Investment level	Lowest	Low	Medium	High	Highest
Text	Sewage near to 4,070 properties per year	Sewage near to 3,885 properties per year	Sewage near to 3,700 properties per year	Sewage near to 3,330 properties per year	Sewage near to 2,780 properties per year
Billing impact (£)	-2.72	-1.36	No change to bill	+5.03	+12.62

First billing screen

This is an illustration of your bill based on all of the choices that you have made in the different areas of service. After you have read your bill, please click on the '>>' button on the bottom of your screen.

SHOW BILL – INITIAL BILL VALUE PIPED IN FROM Q8 (IF CODED ANSWER, TAKE MID-POINT IF DK, INSERT £470)

IF DK AT Q8 SHOW: This is an illustration of your bill based on all of the choices that you have made in the different areas of service. After you have read your bill, please click on the '>>' button on the bottom of your screen.

Questionnaire

(You said before that you didn't know how much your bill was so we have set it to the average annual bill which is £470)

Second billing screen

Having seen the impact of your choices on your bill, if there are any areas that you would now like to change, please click on the 'Edit' arrow next to them and make any adjustments by moving the sliders which appear.

You may edit as many categories as you like.

Once you are happy with your entire bill, please click on the '>>' button at the bottom of your screen.

SHOW BILL

FINAL SCREEN – THANK YOU FOR TAKING PART