

Wessex Water 'have your say'

Online survey number 31

Water Butts

November 2024

Prepared by Future Focus Research

Wessex Water

YTL GROUP



Methodology

- The objective of this survey was to gather views on water butts.
- 3,022 invitations were sent out to panel members on 9th October 2024.
- The first reminder was issued on the 11th October 2024.
- The second reminder was issued on the 14th October 2024.
- A third reminder was issued on the 18th October 2024
- A fourth reminder was issued on the 21st October 2024.
- A final reminder was issued on the 24th October 2024.
- The survey was closed at midnight on Monday 28th October 2024
- A total of 650 panel members completed the survey.
- The average time to complete the survey was 4 minutes.
- The breakdown by mode of completion was as follows:
 - Desktop/laptop 58%, Smartphone 38%, Tablet 2%

Executive Summary

Water Butts

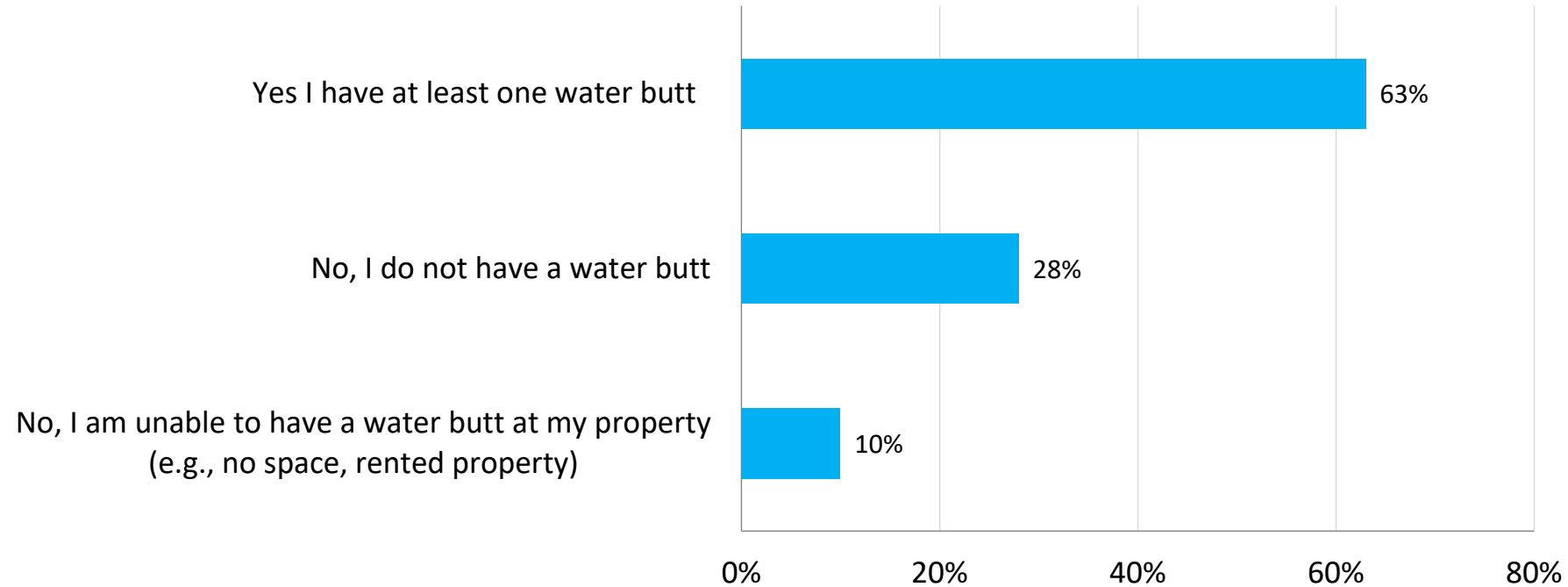
- The survey highlights a significant interest in water butts among property owners, with 63% already having at least one, and 74% of those without one considering future installation. The primary benefits identified are storing water for drought periods (88%) and saving on mains water costs (66%). However, the installation process (30%) and purchase cost (25%) are noted as the main barriers to adoption. The predominant use of water butts is for watering outdoor plants (93%) and, to a lesser extent, household plants (51%). These findings highlight the importance of addressing installation challenges and cost concerns to promote wider adoption and maximise the environmental and economic benefits of water butts.

Contact in the event of issues

- The survey results show a strong desire among residents to be promptly informed about any issues in their area, with 87% expressing the need for such notifications. The preferred method of communication is overwhelmingly email (77%), followed by SMS/text (52%). When seeking information, 75% of respondents would first check the Wessex Water website, while other sources like search engines, local community Facebook groups, and personal networks are also utilised. Despite these preferences, there is a clear opportunity for improvement, as the average rating for Wessex Water's effectiveness in keeping customers informed when they are issues is 6.2 out of 10.

WATER BUTTS

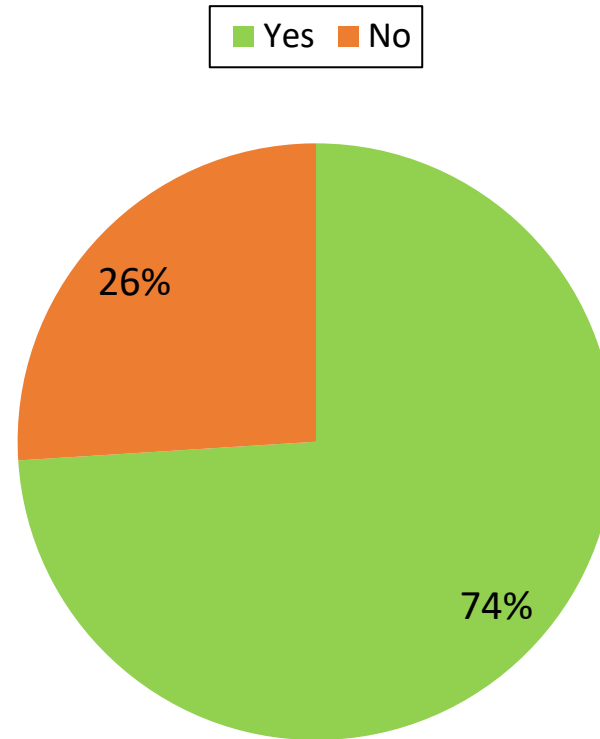
Q1a Do you have a water butt at your property?



- 63% said that they have at least one water butt at their property.
- Those aged 55+ are most likely to have a water butt (65%) compared to 52% of those aged 35-54 and just 25% of those aged 18-34s*.
- DEs are slightly less likely to have a water butt (51%).
- Those with a water meter are slightly more likely (65% compared to 57% of those without a meter).

*small base size

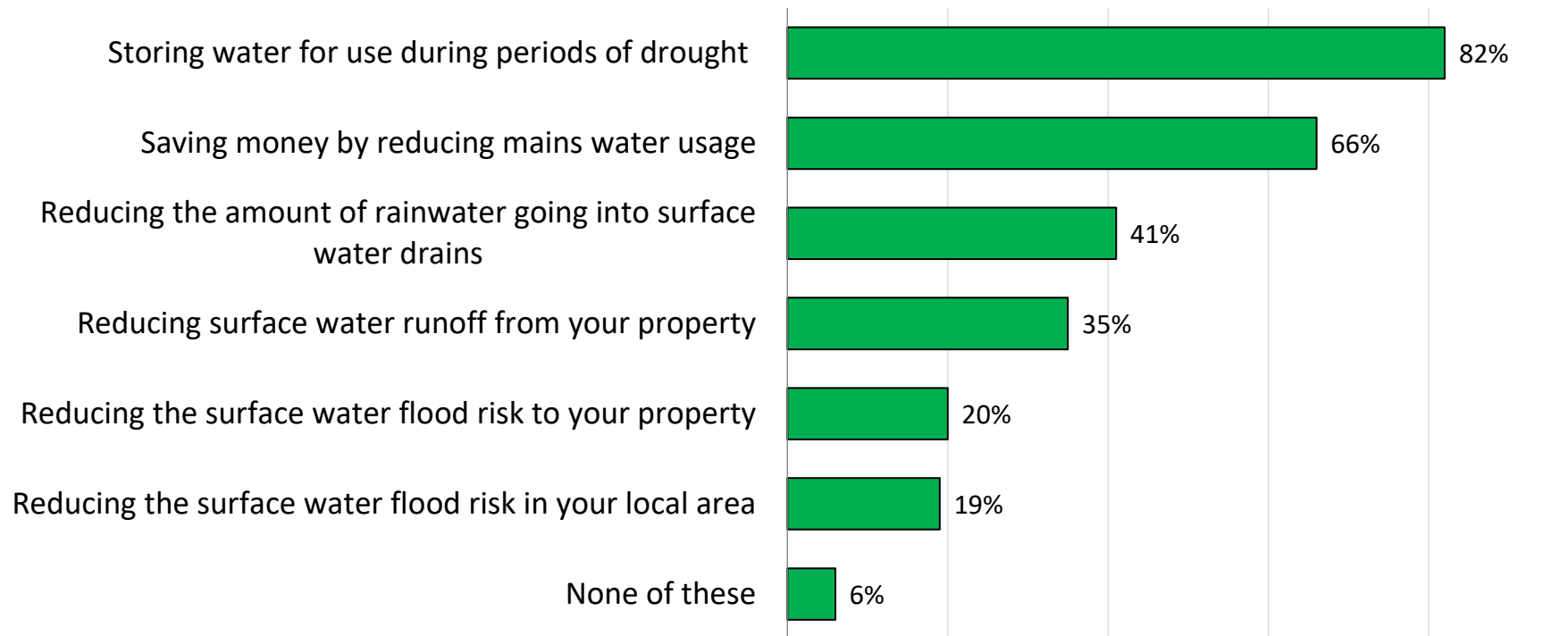
Q1b Would you consider having a water butt?



- Of those who didn't currently have a water butt, 74% said that they would consider having one.
- Men are more likely to say they would consider having one than women (80% compared to 68%), as are those without a water meter (85% compared to 71% of those with a meter).
- DEs are less likely to say they would have consider having one (63% compared to 76% of ABs and 72% of C1C2s).

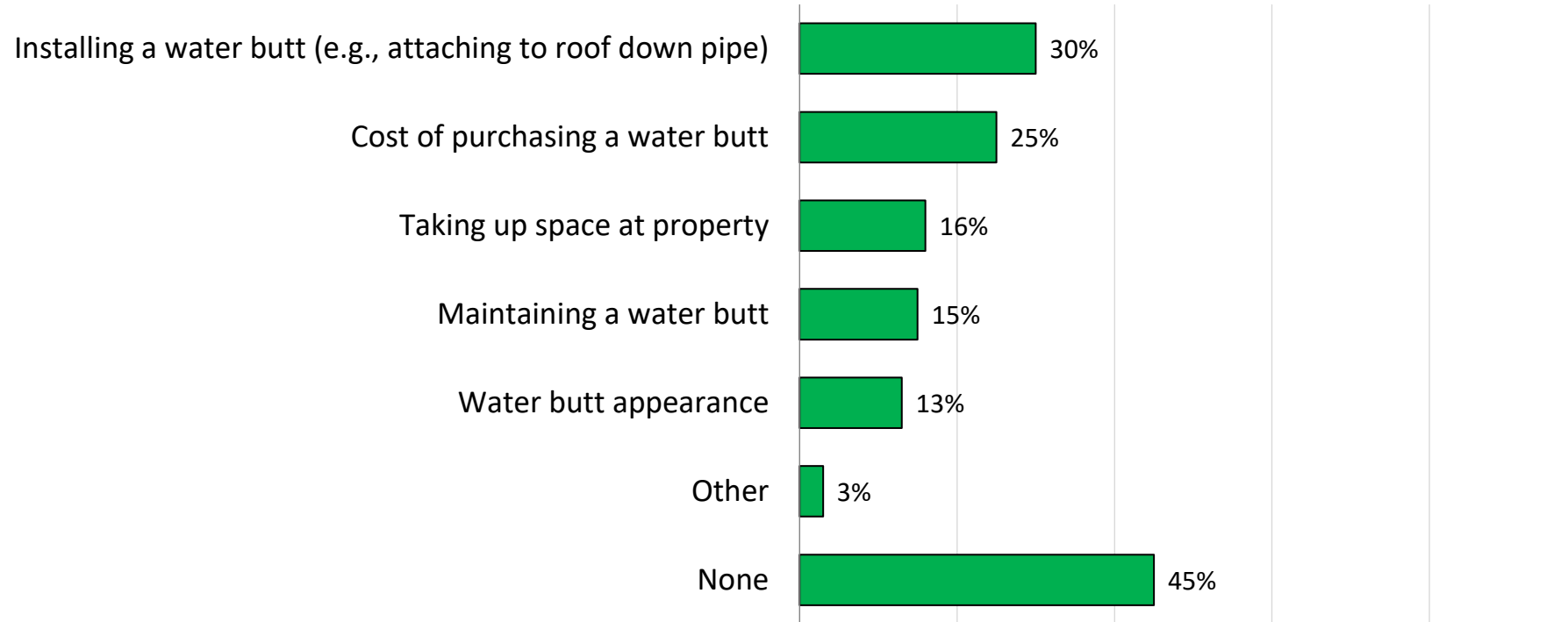
*small base size

Q1c Which of these benefits for having a water butt are most important to you or would motivate you to have a water:



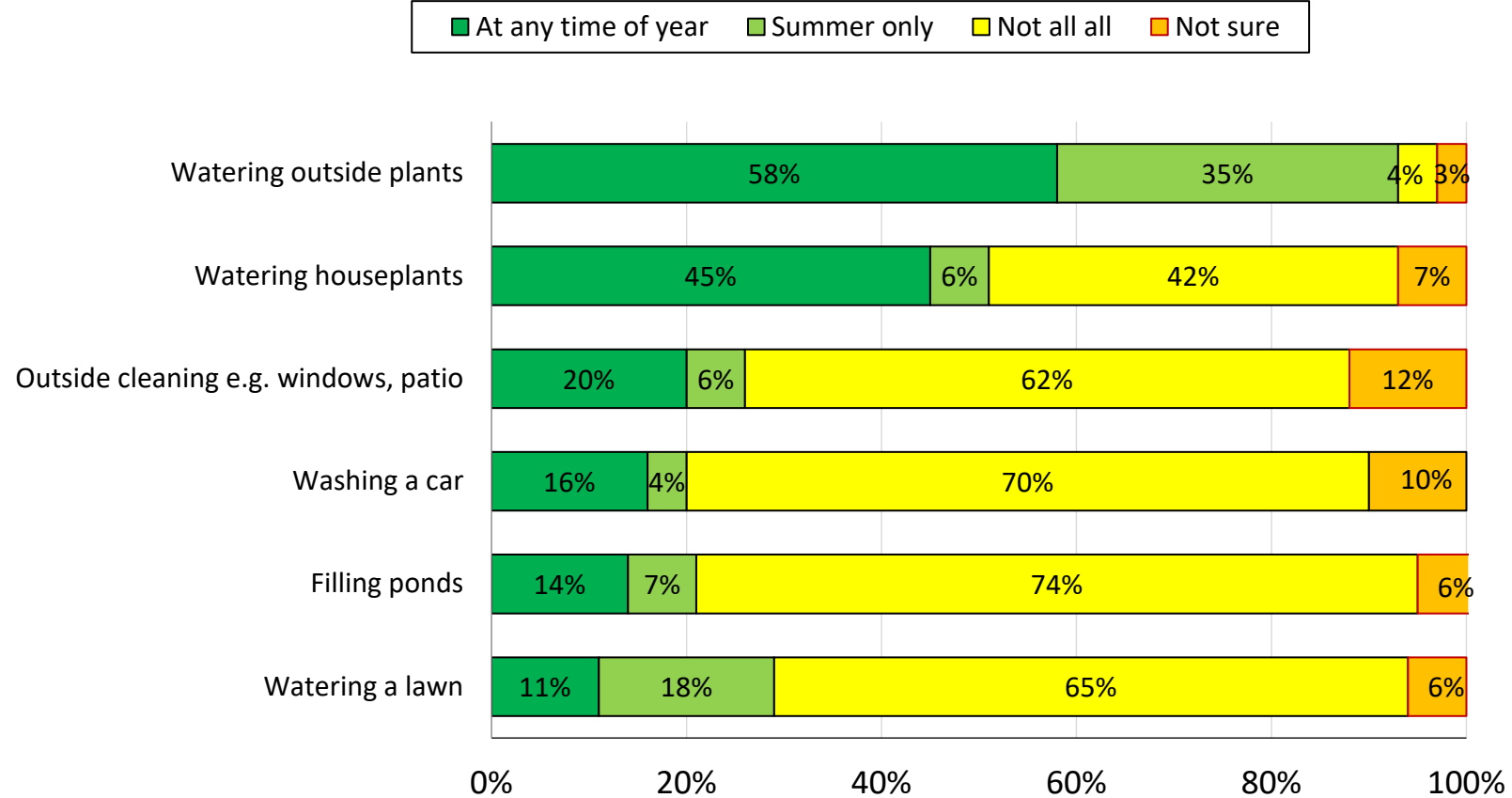
- The most important benefit for having a water butt is thought to be *storing water for use during periods of drought* (88%), followed by *saving money by reducing mains water usage* (66%)
 - DEs are most likely to not consider any of the benefits to be important (18%) as are those aged 18 – 34 (13%)
- *small base size

Q2. Which of these issues with having a water butt have you experienced or would deter you from having a water butt in the future?



- The biggest issue for having a water butt is the installation (30%), followed by the cost of purchasing one (25%).

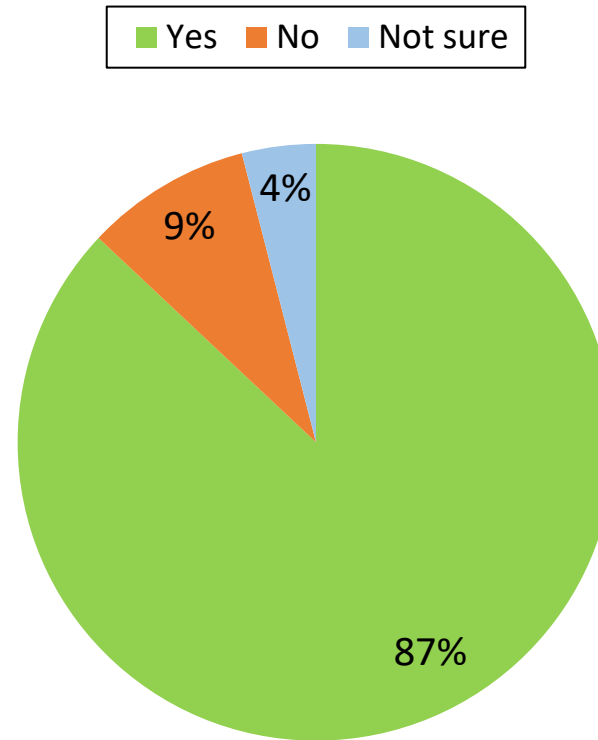
Q3a How do you use or would you plan to use the water you collect in your water butt?



- The most popular use for the water butt is for watering outside plans (with 93% using it at some time of the year for this purpose). This is also the most popular summer use for a water butt.
- This is followed by watering household plants (51% including summer only.)
- Other spontaneous uses included *cleaning patios/pavements/driveways, bird baths, greenhouses flushing the toilet.*

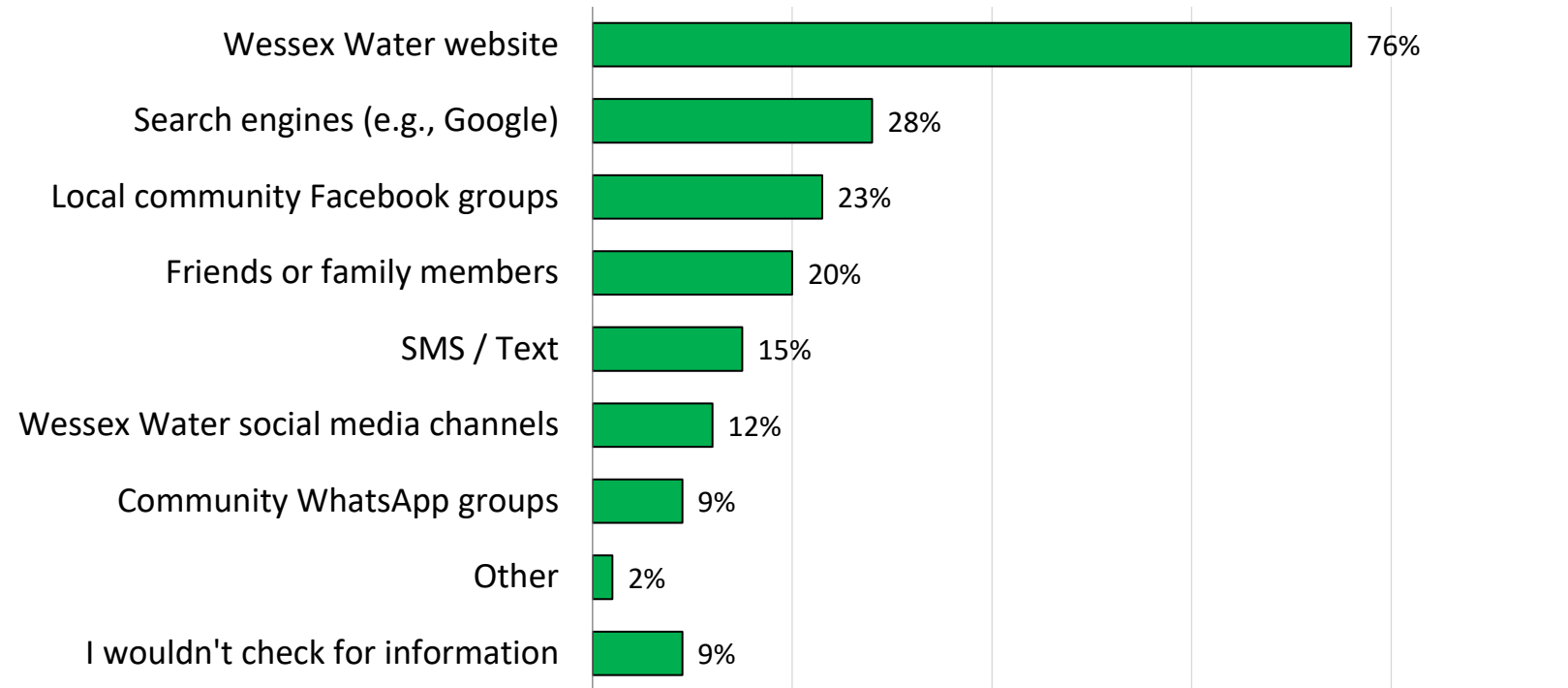
CONTACT FOR WATER SUPPLY ISSUES

Q4. Do you want us to contact you about issues in your area that might be affecting your water supply or sewerage services such as a burst water mains, low water pressure or no water in your area?



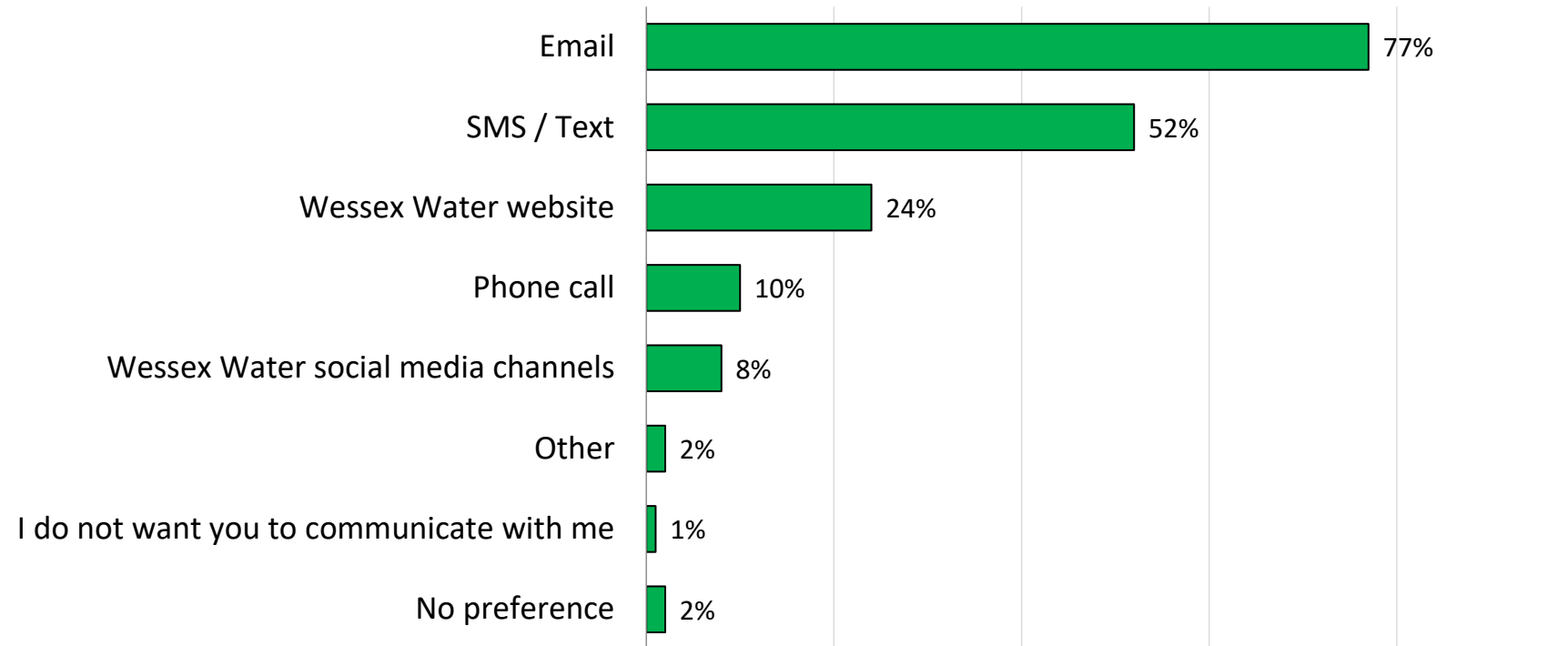
- Most (87%) want to be contacted about any water issues in their area.
 - DEs were most likely to not want any contact (15%)*.
- *small base size

Q5. Would you check any of the following information sources before contacting us about an issue like this?



- 75% said that they would check Wessex Water website before making contact about an issues.
- Other sources included search engines (28%), Local community Facebook groups (23%) and friends and family (20%).

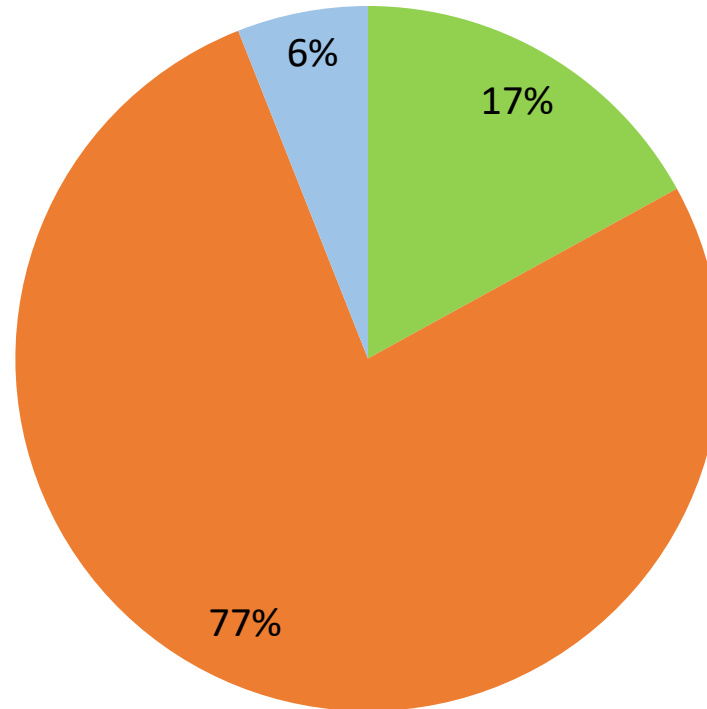
Q6. How would you like us to communicate with you when issues are affecting the services in your area?



- The most popular method of communication in the event of issues in the area is email (77%), followed by SMS/text (52%).

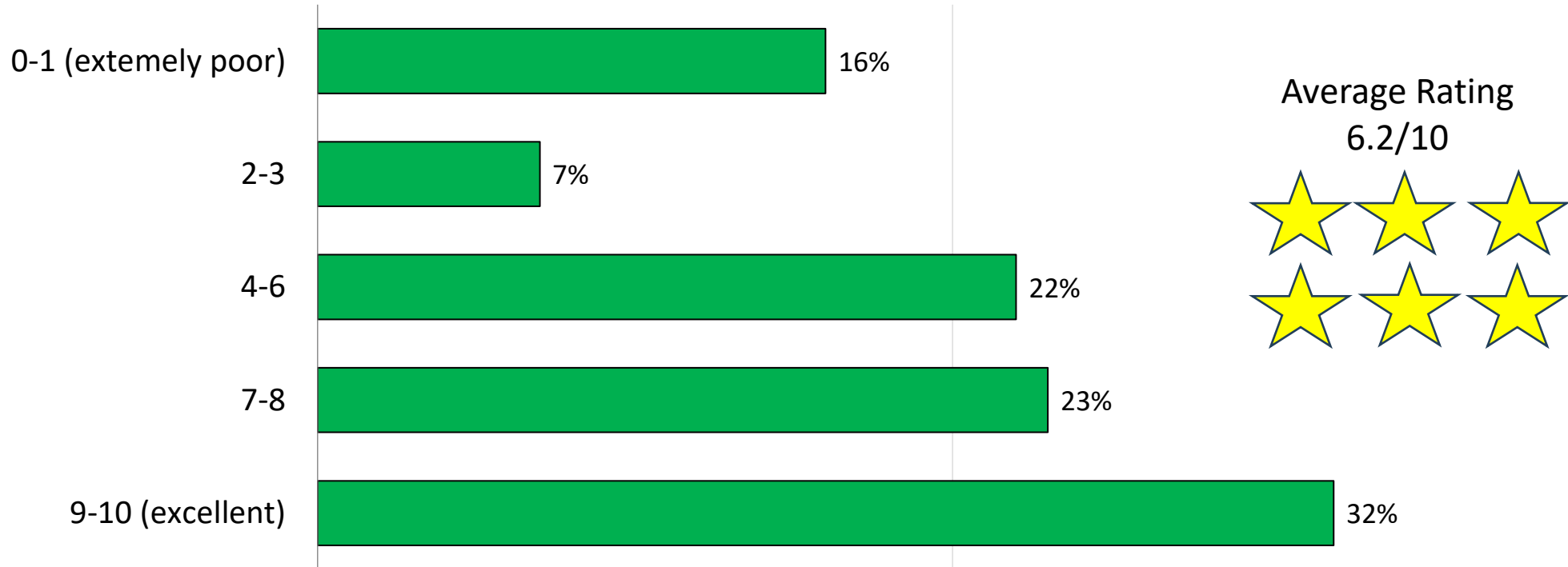
Q7a. In the past 12 months have you been affected by issues affecting your water supply or sewerage services? (e.g., a burst water main or maybe your area had no water, or the pressure was affected)

■ Yes ■ No ■ I can't remember



- Most (88%) want to be contacted about any issues in their area.

Q7b. How did we do at keeping you informed?
(With 0 being extremely poor and 10 being excellent)

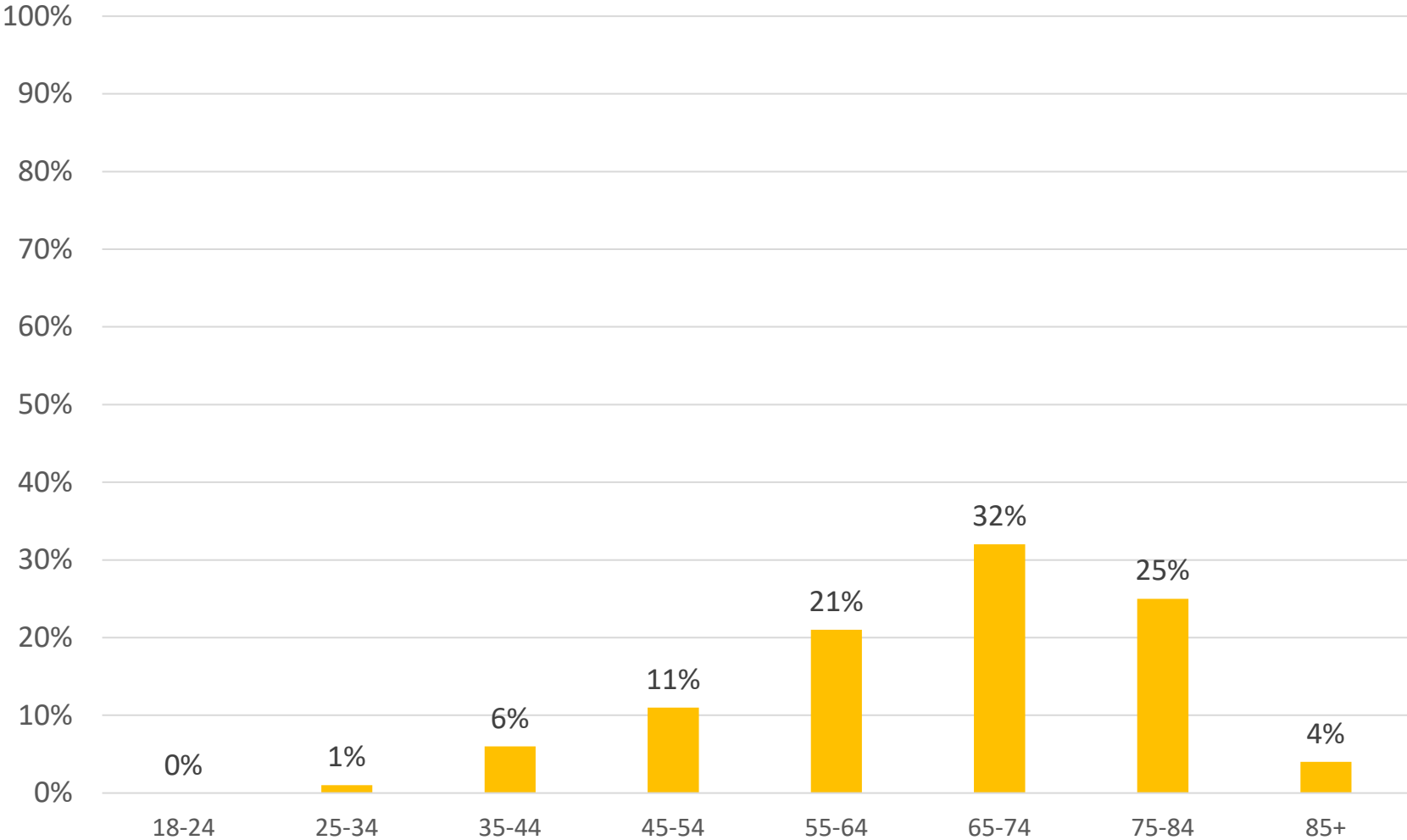


- When asked to rate out of 10 how Wessex Water did at keeping customers informed, responses were split across all scores, with the most popular being 10 (19%), followed by 8 (14%), 9 (13%), 5 and 0 (both 11%).
- The average rating is 6.2.

PROFILE

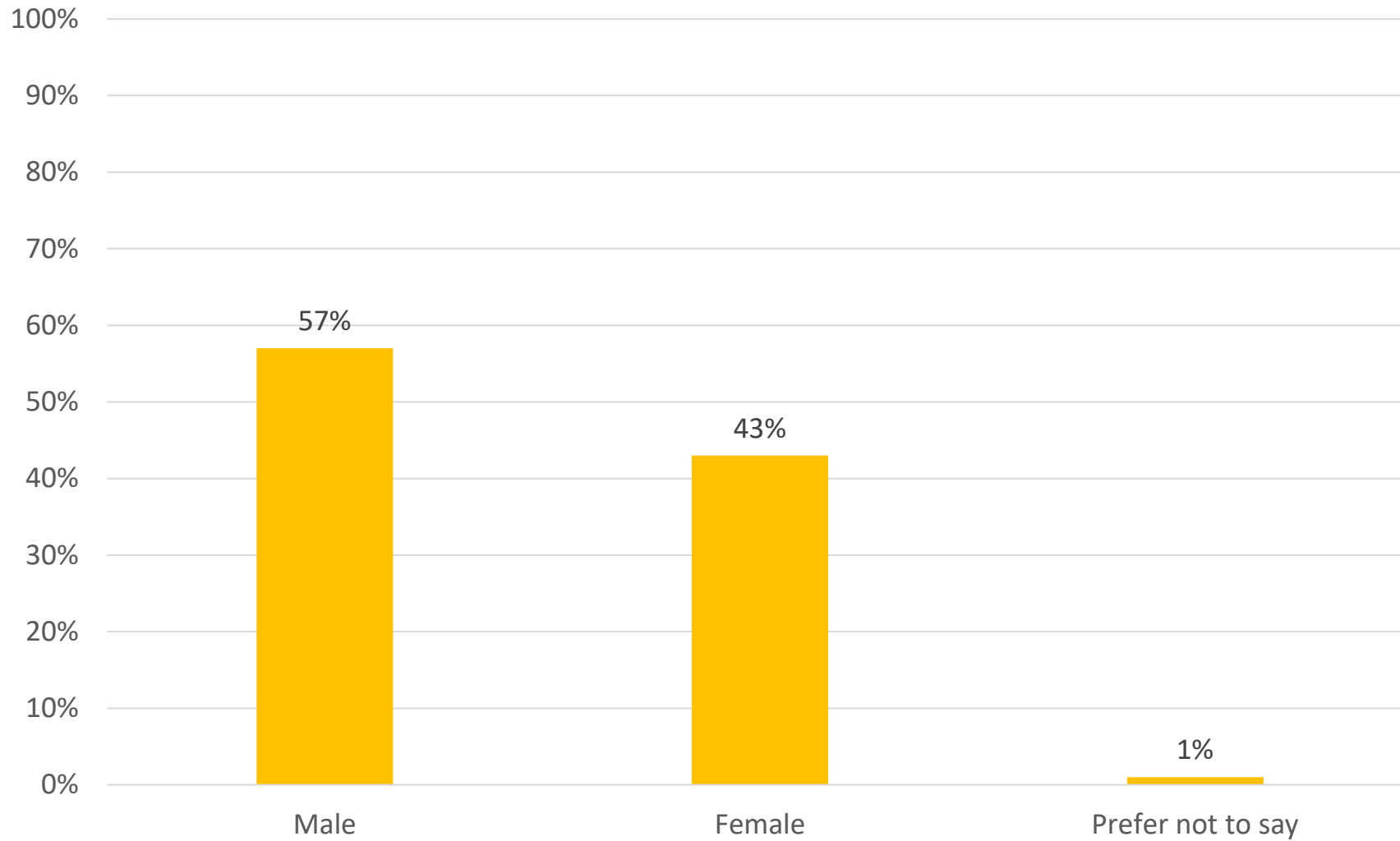
Age

% respondents



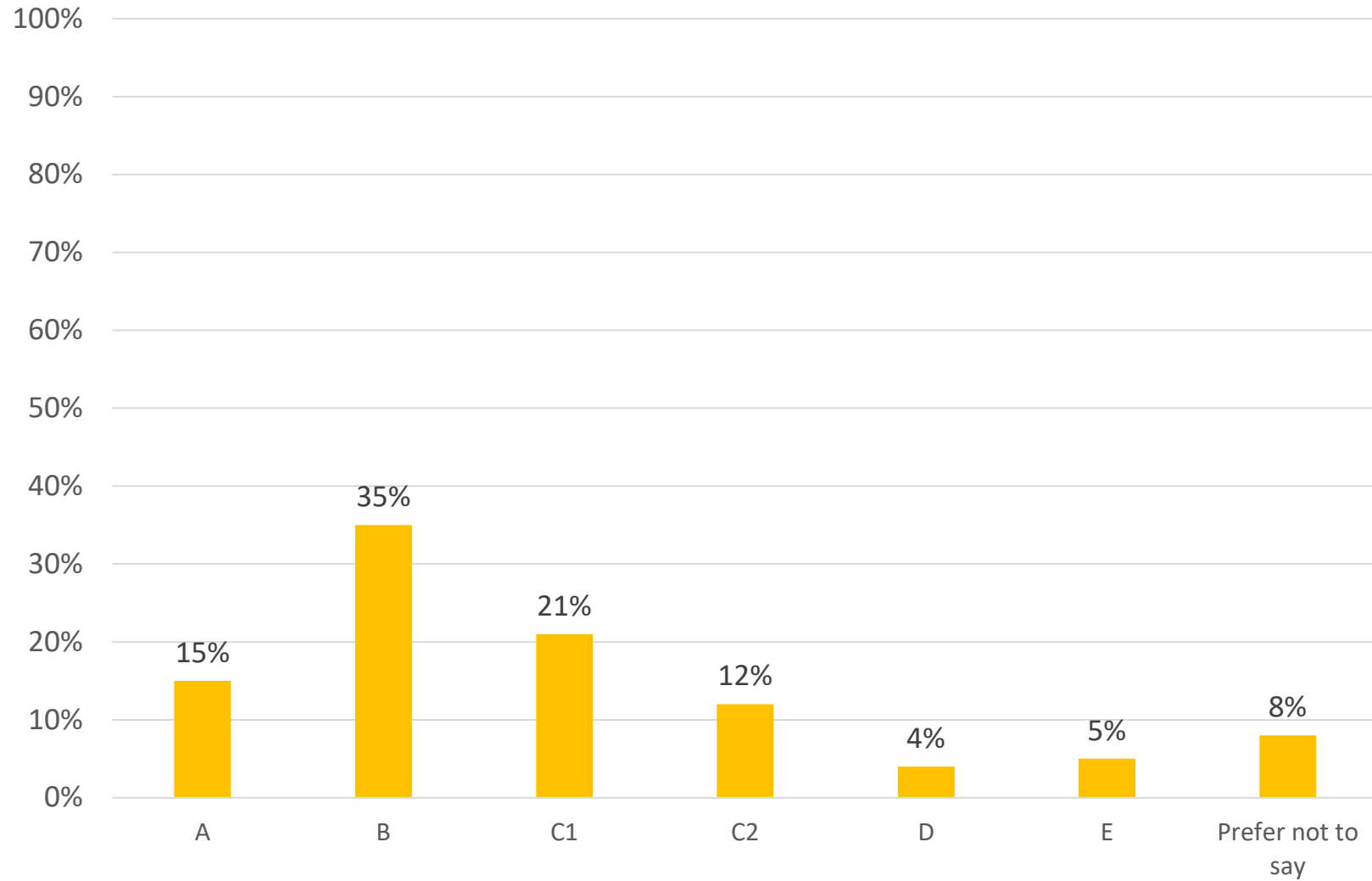
Gender

% respondents



SEG

% respondents



Summary of findings

Water Butts

- 63% said that they have at least one water butt at their property.
- Of those who didn't currently have a water butt, 74% said that they would consider having one.
- The most important benefit for having a water butt is thought to be *storing water for use during periods of drought* (88%), followed by *saving money by reducing mains water usage* (66%)
- The biggest issue for having a water butt is the installation (30%), followed by the cost of purchasing one (25%).
- The most popular use for the water butt is for watering outside plants (with 93% using it at some time of the year for this purpose). This is also the most popular summer use for a water butt. This is followed by watering household plants (51% including summer only.)

Summary of findings (Cont.)

Contact for Water Supply Issues

- Most (87%) want to be contacted about any issues in their area.
- 75% said that they would check Wessex Water website before making contact about an issues. Other sources included search engines (28%), local community Facebook groups (23%) and friends and family (20%).
- The most popular method of communication in the event of issues in the area is email (77%), followed by SMS/text (52%).
- Most (88%) want to be contacted about any issues in their area.
- When asked to rate out of 10 how Wessex Water did at keeping customers informed the average rating is 6.2 (out of 10 with 10 being excellent)