

Wessex Water Tracker 2023-4 QUARTER 1 QUESTIONNAIRE v2.0 FINAL

RECORD TIME, DATE AND QUARTER OF INTERVIEW (Q1 Apr-Jun; Q2 Jul-Sep; Q3 Oct-Dec; Q4 Jan-Mar)

INTRODUCTION - TELEPHONE VERSION

READ TO ALL

Good morning/afternoon/evening. My name is _____ from Perspective Research, an independent market research company.

We're conducting a survey for Wessex Water to find out your views on a few general topics. The interview takes about 15 minutes. We follow the Market Research Society's rules so your answers will be confidential and only used for research purposes.

ASK ALL

S1 Would you be willing to take part? **(SINGLE CODE)**

- | | | |
|----|----------------------|--------------------------|
| 1. | Yes – will take part | GO TO S2 |
| 2. | No time now | ARRANGE CALL BACK |
| 3. | Refused | THANK & CLOSE |

ASK ALL

S2 I just need to confirm that we won't share your answers with anyone else unless you tell us that's OK, and you can change your mind about us using the information you give us at any time. Can you confirm you're happy to go ahead on this basis?

- | | | |
|----|-----|--------------------------|
| 1. | Yes | GO TO S3 |
| 2. | No | THANK & CLOSE |

ASK ALL

S3 Would you like further information on where to find details of our Privacy Policy before we start?

- | | |
|----|---|
| 1. | Yes – INTERVIEWER TO PROVIDE DETAILS OF WHERE TO FIND PERSPECTIVE PRIVACY POLICY |
| 2. | No contact details required |

ASK ALL**S4** Postcode check question**ASK ALL WHO SAY NOT THE CORRECT POSTCODE****S5** Ask postcode to check whether can proceed **AS PER EXISTING QUESTIONNAIRE****RECORD SUPPLY AREA BASED ON POSTCODE FROM SAMPLE OR ANSWER AT S5 AND CHECK SUPPLY AREA QUOTA**

BRISTOL 30%

BOURNEMOUTH 10%

WESSEX 60%

(NOTE THE THREE AREAS ARE DEFINED BY THE COMPANY THAT **SUPPLIES TAP WATER**. ALL THREE AREAS' SEWERAGE SERVICES ARE SUPPLIED BY WESSEX WATER)

INTRODUCTION - ONLINE VERSION**DISPLAY TO ALL**

Welcome! This survey is on behalf of Wessex Water to find out your views on a few general topics . The interview takes about 15 minutes.

ASK ALL**S4** Postcode check question (based on postcode held on panel)**ASK ALL WHO SAY NOT THE CORRECT POSTCODE****S5** Ask postcode to check whether can proceed**RECORD SUPPLY AREA BASED ON POSTCODE FROM PANEL OR ANSWER AT S5 AND CHECK SUPPLY AREA QUOTA**

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SECTION 1 DEMOGRAPHICS

ASK ALL

Q1 Firstly, are you responsible for paying your household's water bill? **(SINGLE CODE, FIX ORDER)**

TELEPHONE VERSION: DO NOT READ OUT ANSWERS, PROBE IF NEEDED.

1. Yes – just me
2. Yes - jointly
3. No

CHECK QUOTAS ON BILL PAYER / NON

BILL PAYER 80%

NON BILL PAYER 20%

(SOFT QUOTAS)

ASK ALL

Q2 What is your gender? **(SINGLE CODE. FIX ORDER OF LIST)**

TELEPHONE VERSION: DO NOT PROMPT

1. Male
2. Female
3. Other
4. Prefer not to answer

CHECK QUOTAS ON GENDER

GENDER QUOTA TBC

ASK ALL

Q3 *<TELEPHONE VERSION ONLY* Can I ask> H(h)ow old are you?

WRITE IN YEARS. (ALLOW RANGE FROM 16 TO 110)

99. Prefer not to answer

If prefer not to answer, read out age bands

18-24

25-34

35-44

45-54

55-64

65-74

75+

IF AGED 17 OR BELOW THANK AND CLOSE

CHECK QUOTAS ON AGE

AGE QUOTA TBC

SECTION 2: BRAND HEALTH

ASK ALL – BRAND SENTIMENT

Q4 Now thinking about Wessex Water. Please tell <us / me> how do you **feel** about them overall? <Tell me on a scale of 0 to 10 / Choose an answer from 0 to 10> where 10 is very positive, 5 is neutral, and 0 is very negative.

ANSWER CODES – SINGLE CODE PER BRAND

0	1	2	3	4	5	6	7	8	9	10
Very negative				Neutral			Very positive			

99. Don't know / cannot say

Q5 REMOVED

ASK ALL - FAMILIARITY

Q6 How much do you feel you know about Wessex Water and what they do? **(SINGLE CODE FIX ORDER)**

TELEPHONE VERSION: READ OUT

1. A lot
2. A fair amount
3. A little
4. Nothing at all
5. Don't know **TELEPHONE VERSION: DO NOT READ OUT**

SECTION 3: PRIORITIES

ASK ALL

Q7 How important do you think it is for Wessex Water to focus on each of the following things?

TELEPHONE ONLY: Please use a scale from 0 to 10, where 10 is 'a top priority' and 0 is 'not a priority'.

EXAMPLE LIST

ISSUES (RANDOMISE ORDER)

1. Preventing sewage entering rivers and the environment
2. Ensuring a reliable water supply
3. Improving local habitats for plants and animals
4. Reducing their own carbon emissions
5. Giving great customer service
6. Supporting customers who struggle to pay their bills
7. Investing to address future extremes in weather like drought and flooding
8. Working in communities - for example volunteering to help community support groups
9. Promoting social equality and equal opportunities
10. Being innovative and quick to launch new technologies

0	1	2	3	4	5	6	7	8	9	10
Not a priority							A top priority			

99. Don't know / cannot say

SECTION 4: BRAND IMAGERY

ASK ALL – IMAGE DIMENSIONS

Q8 Thinking about your impressions of Wessex Water, how much would you agree or disagree with the following statements <**TELEPHONE ONLY:** on a scale of 0-10, where 10 is strongly agree and 0 is strongly disagree>? **TELEPHONE ONLY: READ OUT EACH STATEMENT**

STATEMENTS (RANDOMISE ORDER)

1. They are easy to contact
2. They are well regarded in your community
3. Care about you and your community
4. An open and transparent company
5. Care about the environment
6. Fix any problems quickly
7. A responsible and ethical company that does the right thing
8. Innovative and technologically advanced
9. Provide exceptional service

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

99. Don't know / cannot say

SECTION 5: SATISFACTION AND VALUE FOR MONEY

ASK ALL

Q9 Can you tell <me/us> which company provides the **sewerage service** for your home? (**SINGLE CODE. RANDOMISE ORDER**)

TELEPHONE ONLY: DO NOT PROMPT

1. Wessex Water
2. Bristol Water
3. Bournemouth Water
4. Other (please specify) (**FIXED**)
5. Private sewerage supply e.g. septic tank (**FIXED**)
6. Don't Know (**FIXED**)

ASK ALL

Q10 And which company **supplies water** to your home? **(SINGLE CODE. RANDOMISE ORDER)**

TELEPHONE ONLY: DO NOT PROMPT

1. Wessex Water
2. Bristol Water
3. Bournemouth Water
4. Other (please specify) **(FIXED)**
5. Don't Know **(FIXED)**

DISPLAY / INTERVIEWER READ OUT:

FOR BRISTOL SUPPLY AREA

To confirm, most households in your area have sewerage services provided by Wessex Water, and tap water supplied by Bristol Water.

FOR BOURNEMOUTH SUPPLY AREA

To confirm, most households in your area have sewerage services provided by Wessex Water, and tap water supplied by Bournemouth Water.

FOR WESSEX SUPPLY AREA

To confirm, most households in your area have both sewerage services and tap water provided by Wessex Water.

ASK ALL

Q11 <l/we> would now like you to think about your experience of Wessex Water. Taking everything into account how satisfied are you with Wessex Water? Please use a scale of 0-10, where 0 = extremely dissatisfied, 5 = neither satisfied nor dissatisfied and 10 = extremely satisfied? **(SINGLE CODE)**

0	1	2	3	4	5	6	7	8	9	10
Extremely dissatisfied				Neither nor			Extremely satisfied			

THERE IS NO OPTION FOR DON'T KNOW

ASK ALL

Q12 Why did you say this? Please explain as fully as you can why you gave a satisfaction score of <SCORE AT Q11>. **TELEPHONE ONLY: PROBE FULLY**

OPEN END WRITE IN

ASK ALL – PERFORMANCE DIMENSIONS

Q13 How would you rate Wessex Water's performance in the following areas where 10 means excellent and 0 means very poor? **(SINGLE CODE FOR EACH STATEMENT)**

TELEPHONE ONLY: READ OUT EACH STATEMENT

STATEMENTS (RANDOMISE ORDER)

1. **ASK BILL PAYERS ONLY (CODE 1 OR 2 AT Q1)** Making it straightforward for you to pay your bill in the way you prefer.

2. The range of methods through which you can contact them
3. Providing clear and easy to understand information
4. Making it easy for you to deal with them
5. Reliability of their services
6. **ASK THOSE IN WESSEX SUPPLY AREA ONLY** Helping you to save water
7. Keeping you up to date with their work in your area
8. Helping you to prevent sewer blockages

0	1	2	3	4	5	6	7	8	9	10
Very poor							Excellent			

99. Don't know / cannot say

ASK ALL

Q14 Thinking of all the things that Wessex Water do and could do in future, what do you think it could do more of, or do better at?

TELEPHONE ONLY: PROBE FULLY

OPEN END WRITE IN

ASK THOSE IN WESSEX SUPPLY AREA ONLY

QT1. How much do you **trust** Wessex Water to provide a **reliable supply of good quality tap water**?

Please answer on a scale of 0 to 10 where 0 means 'you don't trust them at all' and 10 means 'you trust them completely'

0	1	2	3	4	5	6	7	8	9	10
Don't trust them at all							Trust them completely			

99. Don't know / cannot say

ASK ALL (WESSEX, BRISTOL AND BOURNEMOUTH SUPPLY AREAS)

QT2. How much do you **trust** Wessex Water to **take away wastewater and sewage and deal with it responsibly**? Please answer on a scale of 0 to 10 where 0 means 'you don't trust them at all' and 10 means 'you trust them completely'

0	1	2	3	4	5	6	7	8	9	10
Don't trust them at all							Trust them completely			

99. Don't know / cannot say

READ OUT / DISPLAY TO ALL

Now a few questions about bills from Wessex Water.

ASK ALL RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT Q1)

Q15 How strongly do you agree or disagree with the statement 'I worry about being able to afford my water bill'? **TELEPHONE ONLY:** 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
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99. Don't know / cannot say

ASK ALL RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT Q1)

Q16 Thinking now about value for money, how satisfied or dissatisfied are you with the value for money of the water and sewerage services in your area? **(SINGLE CODE)**

TELEPHONE ONLY: READ OUT

STATEMENTS (RANDOMISE ORDER)

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

ASK ALL RESPONSIBLE FOR PAYING BILL (CODE 1 OR 2 AT Q1) - OFWAT QUESTION TO RETAIN

Q17 How much do you agree or disagree that the total water and sewerage charges that you pay are **affordable to you?** (SINGLE CODE)

TELEPHONE ONLY: READ OUT

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know **(NOT PROMPTED)**

DISPLAY / READ OUT ONLY TO THOSE NOT RESPONSIBLE FOR PAYING BILL (CODE 3 AT Q1):

FOR WESSEX SUPPLY AREA: "Currently the average bill from Wessex Water for customers' water and sewerage service is £43 per month or £513 per year.

FOR BRISTOL SUPPLY AREA: "Currently the average bill in your area for customers' water and sewerage service is £38 per month or £461 per year.

FOR BOURNEMOUTH SUPPLY AREA: "Currently the average bill in your area for customers' water and sewerage service is £32 per month or £388 per year.

ASK ALL

Q18 Considering the water supply and sewerage services you receive, how much do you agree or disagree that the total water and sewerage charges are **acceptable?** (SINGLE CODE)

TELEPHONE ONLY: READ OUT

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know **(DO NOT PROMPT)**

ASK ALL

Q19 Do you have a water meter in use at your home? (SINGLE CODE)

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

ASK ALL

Q20 Are you aware of Wessex Water doing any of the following? (SINGLE CODE FOR EACH STATEMENT. RANDOMISE ORDER)

TELEPHONE ONLY: IF NECESSARY PROMPT: Tell me 'yes', 'no' or 'don't know' for each:

	1. Yes	2. No	3. DK
FIXED STATEMENTS			
Assisting customers who struggle to afford their water bill			
Providing priority services for customers who need them, such as braille or extra support during a supply interruption.			

SECTION 6: AWARENESS AND CHANNELS OF INTERACTION

Q21 REMOVED FOR 2022-3

Q22 REMOVED FOR 2022-3

ASK ALL

Q23 Thinking about Wessex Water, in the last six months do you recall...? **(RANDOMISE ORDER)**
(SINGLE CODE FOR EACH). TELEPHONE ONLY: READ OUT EACH AND IF NECESSARY PROMPT: Tell me
 'yes' or 'no' for each I read out

	1. Yes	2. No
Making contact with them for any reason (ALWAYS FIRST)		
Using their website		
Receiving their magazine		
Receiving their community email newsletter (ALWAYS DISPLAY DIRECTLY AFTER MAGAZINE)		
Seeing them on social media		
Receiving a text message from them		
Seeing or hearing about them in the news		
Discussing them with family or friends		
Seeing their employees, vans or signage		
Receiving a letter from them other than your bill		
Seeing or hearing about them being active in your community (for example local environmental projects, working with schools, or at events)		
Seeing a Wessex Water TV advert		
Hearing a Wessex Water radio advert		
Seeing any other advertising for Wessex Water (ALWAYS DISPLAY AFTER THE TWO ABOVE)		

Q24 REMOVED FOR 2022-3

SECTION 7: FLEXI SECTION

ASK ALL –ATTITUDES TO WATER BEHAVIOUR

QF1 And how much would you agree or disagree with the following statements <**TELEPHONE ONLY:** on a scale of 0-10, where 10 is strongly agree and 0 is strongly disagree>? **(SINGLE CODE FOR EACH)**

TELEPHONE ONLY: READ OUT EACH STATEMENT

STATEMENTS (RANDOMISE ORDER)

1. I'd be interested in having more frequent updates on how much water I'm using and how much it is costing
2. **ONLY DISPLAY IF HAVE A WATER METER** : I manage my water use to keep my water bill down
3. **REMOVED AT QUARTER 3**
4. I'm not sure how I can reduce my household's water use
5. **REMOVED AT QUARTER 3**
6. **REMOVED AT QUARTER 3**
7. **REMOVED AT QUARTER 3**
8. **REMOVED AT QUARTER 4**
9. **REMOVED AT QUARTER 4**

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

99. Don't know / cannot say

ASK ALL

QF1b Thinking about rivers or the sea in your area – whichever you are most familiar with – what is your impression of the water quality? **(SINGLE CODE) TELEPHONE ONLY: READ OUT**

1. Good
2. Neither good nor poor
3. Poor
4. Don't know / can't say **TELEPHONE ONLY: DO NOT READ OUT**

ASK ALL

QF1c Have you heard anything about releases from storm overflows or CSOs into rivers or the sea before? **(SINGLE CODE)**

1. Yes
2. No
3. Not sure

ASK ALL – SEWER OVERFLOW

QF1d After heavy rainfall storm overflows may operate to prevent properties from flooding. When storm overflows operate they release mostly rainwater with small amounts of heavily diluted sewage into rivers or the sea. This has no or a minimal and temporary impact on the environment. Based on this information, how acceptable do you think storm overflows are? **(SINGLE CODE) TELEPHONE ONLY:**

READ OUT

1. Very acceptable
2. Quite acceptable
3. Neither acceptable nor unacceptable

- 4. Quite unacceptable
- 5. Very unacceptable
- 6. Don't know **TELEPHONE ONLY: DO NOT READ OUT**

ASK ALL

QF2 How much effort do you make at home to save water? **(SINGLE CODE. FIX ORDER OF LIST)**

TELEPHONE ONLY: READ OUT

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

ASK ALL

QF2b The water supplied to homes and businesses comes from rainwater that ends up in rivers, reservoirs and natural underground stores. 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

DISPLAY TO ALL

In the future supplies may become reduced because of climate change or the need to take less water to protect wildlife.

ASK ALL

QF2c. Please tell <me/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? **SC PER ROW TELEPHONE ONLY: READ OUT ANSWER CODES AS NECESSARY**

RANDOMISE ORDER OF STATEMENTS	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 4 minutes in the shower					
2. Not having a shower or bath every day					
3. Not flushing the toilet after every use					
4. Reusing water used in the kitchen for plants					
5. Not washing clothes after every wear					

6. Not rinsing washing up under a running tap					
7. Letting your lawn go brown instead of watering it					

ASK ALL

QF2c. And please tell <me/us> which of these have you already done, and which others, if any, you would be prepared to do, to reduce your use of water? **SC PER ROW**

RANDOMISE ORDER OF STATEMENTS	Already done this	Would be prepared to	Would not be prepared to	Not applicable to me / unable to	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)					

DISPLAY / READ OUT TO ALL

In addition to providing water and sewerage services, Wessex Water is already involved in a variety of initiatives in the community to improve the environment and to provide general support to households. Instead of doing these things on their own, Wessex Water could try and work more closely with local community organisations (like local volunteer groups and local charities) on these initiatives.

QF2d How supportive are you of Wessex Water working more closely with local community organisations on each of the following initiatives? **<TELEPHONE ONLY: Use a scale of 0-10, where 10 is very supportive and 0 is not at all supportive>? TELEPHONE ONLY: READ OUT EACH STATEMENT SINGLE CODE FOR EACH STATEMENT**

STATEMENTS (RANDOMISE ORDER)

1. Supporting people in need or in financial difficulty
2. Environmental initiatives like planting woodland and cleaning up beaches and rivers
3. Helping people install water-saving equipment and fix leaking toilets and taps in their homes
4. Helping businesses install water-saving equipment and fix leaking toilets and taps in their premises
5. Educating people about the importance of saving water
6. Raising awareness of how to prevent blocked drains

0	1	2	3	4	5	6	7	8	9	10
Not at all supportive						Very supportive				

99. Don't know / cannot say

ASK ALL

QF3 And please tell <me/us> which, if any, of these apply to you? **(MULTICODE, RANDOMISE ORDER OF ANSWER LIST). TELEPHONE ONLY: READ OUT; IF NONE APPLY TICK 'NONE OF THESE'.**

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. I'm more involved in my local community since Covid-19
8. None of these **TELEPHONE ONLY: DO NOT READ OUT (FIXED, EXCLUSIVE)**

ASK ALL

QF4 Do any of the following apply to your household? **(MULTICODE, RANDOMISE ORDER OF ANSWER LIST) TELEPHONE ONLY: READ OUT; IF NONE APPLY TICK 'NONE OF THESE'.**

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. The household is in a remote location
6. No Internet access at home
7. On a discounted water tariff like Assist or Water Sure
8. The household owns and uses a hosepipe
9. (None of these) **TELEPHONE ONLY: DO NOT READ OUT (FIXED, EXCLUSIVE)**

ASK ALL

QF5 And, thinking about the current economic climate, do you expect your household to be better off, worse off or about the same in the next 12 months? **(SINGLE CODE. FIX ORDER OF LIST)**

TELEPHONE ONLY: READ OUT ONLY IF NECESSARY

1. Better off
2. The same
3. Worse off
4. Don't know / not sure **TELEPHONE ONLY: NOT PROMPTED**

SECTION 8: CLASSIFICATION

ASK ALL

Q26 Please <tell me / indicate> the occupation of the main income earner in your household?

TELEPHONE ONLY: WRITE IN; INTERVIEWER TO CODE SEG BASED ON HEAD OF HOUSEHOLD OCCUPATION: (SINGLE CODE)

ONLINE ONLY: TO INCLUDE STANDARD SOCIAL GRADE ANSWER CODE LIST

1. A
2. B

- 3. C1
- 4. C2
- 5. D
- 6. E
- 7. Refused

ASK ALL

Q27 How many people live in your household?

Children (under 16) **WRITE IN NUMBER (ALLOW 0-10)**

Adults (16 and over) **WRITE IN NUMBER (ALLOW 1-10)**

THANK & CLOSE