



have your say... Results newsletter

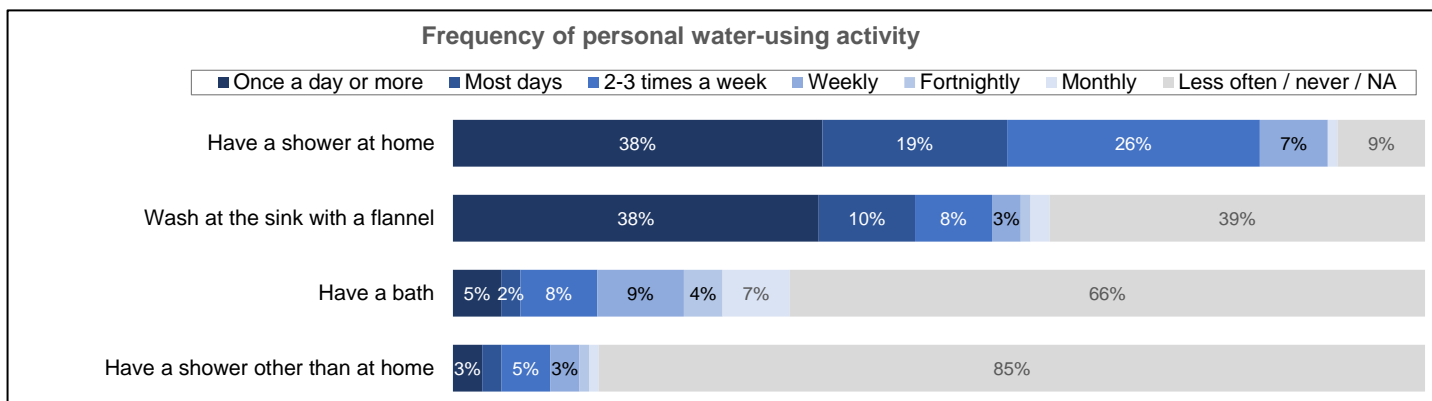
Thank you for taking part in our latest survey. We had a great response with 824 of you completing the survey. The winner of the prize draw for £200 was Kristia Wheatstone of North Somerset – congratulations Kristia!

The purpose of this survey was to gather your views on water efficiency and smart water metering.

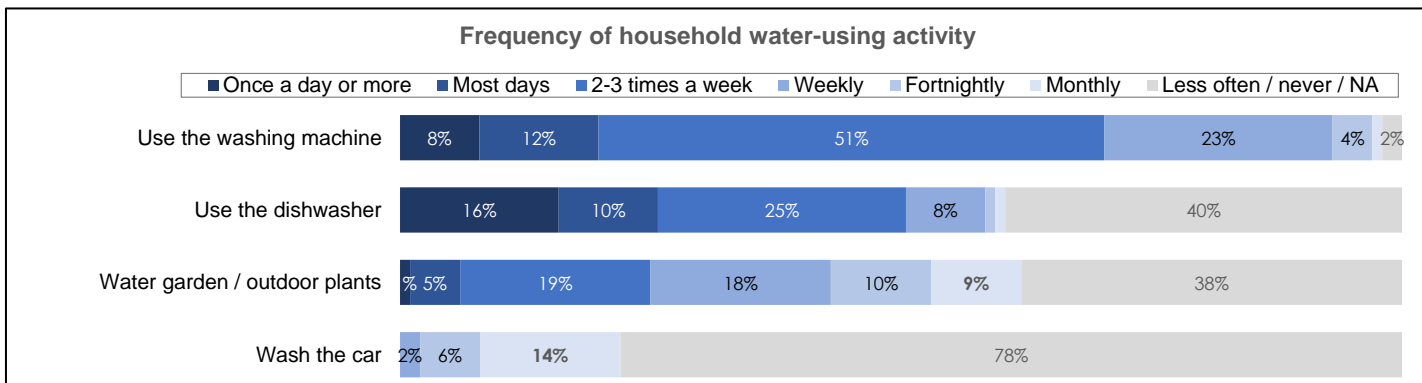
Here's how you answered.

Current Water Use and Attitudes

The first part of the survey was to understand how you use water in your home. We started by asking you about personal washing activities. The most common washing method is showering, with nearly all of you (90%) showering at home weekly or more, and around 4 in 10 showering daily. Many of you have regular flannel washes, however taking daily baths isn't so common.

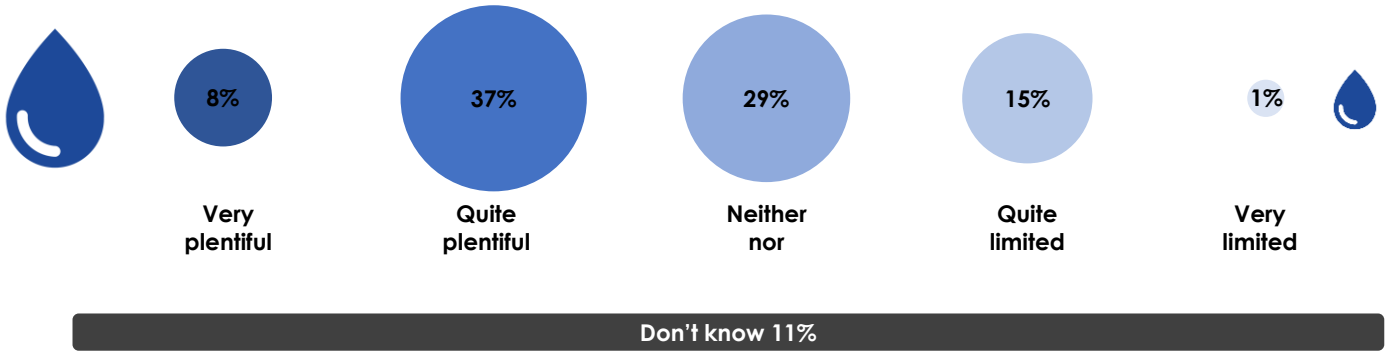


We then asked you about other use of water in your home. Washing machines are used by almost everyone, with over 7 in 10 of you (71%) doing at least 2-3 loads a week. Not so many of you use a dishwasher, but those who do use them frequently. Newer washing machine and dishwasher models can be very water efficient, but its best you check the user manual to make sure you're using them on the best setting.



We then wanted to understand your views on water availability. We asked you how plentiful or limited you think water supplies are in the Wessex region. A large proportion of you (4 in 10) weren't sure (neither/nor). Of those who gave a view, more of you think there is a plentiful supply of water (45% very or quite plentiful) and only around 1 in 6 of you think water supplies are limited (16% very or quite limited). This mixture of views is fairly typical of opinions from across the UK. The situation in the Wessex Water region is that there is enough water to meet everyone's needs today, but that resources are likely to be more stretched in the future with population growth and climate change. We're likely therefore to need to find new ways to help customers be more efficient in their use of water alongside schemes to increase supplies to make sure there's enough for everyone when we need it.

Impression of water resource in the region

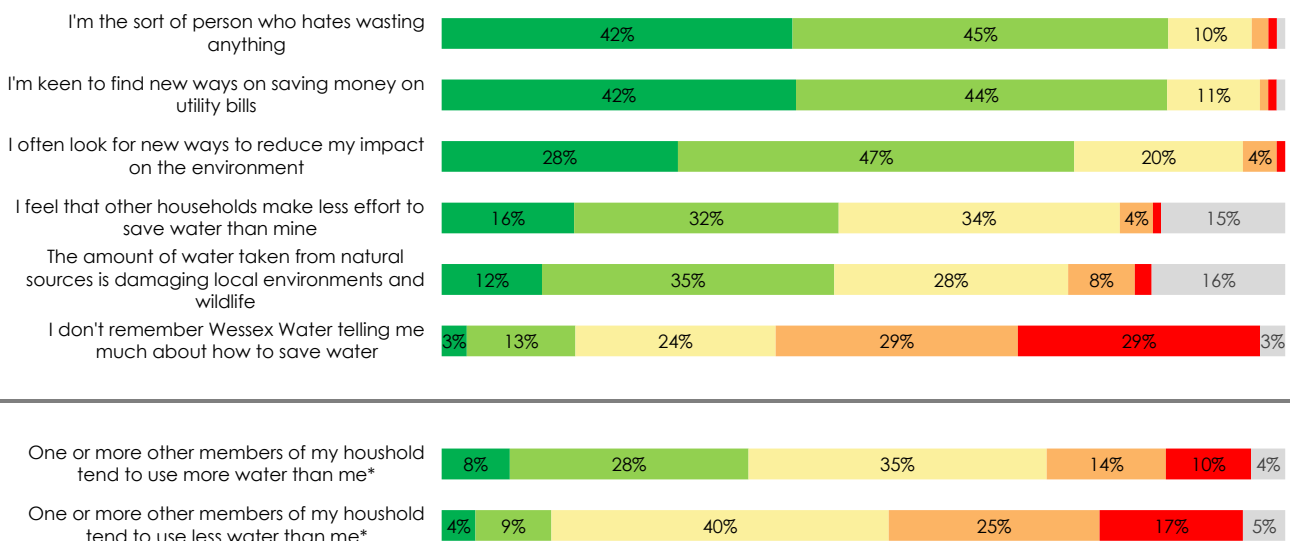


Next we gave you a list of statements and asked how much you agreed with each one. It is good to hear that you dislike wastage and are looking for ways to reduce your bills and your impact on the environment. It is also good to hear that the majority of you have seen our advice on how to save water. For those of you who haven't seen our advice, you can find some water saving tips [here](#)

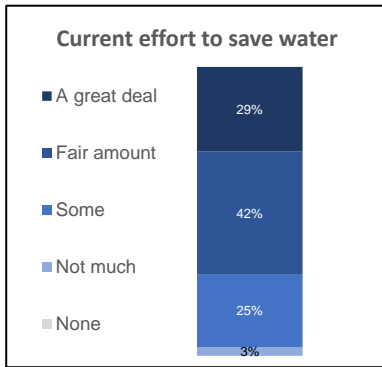
- 87% of you agree that *you are the sort of person who hates wasting anything*
- 86% of you agree that *you are keen to find new ways of saving money on utility bills*
- 75% of you agree that *you often look for new ways to reduce your impact on the environment*
- 48% of you think that *other households make less effort to save water than yours*
- 47% of you believe that *the amount of water taken from natural sources is damaging local environments and wildlife*
- Just 16% agree that *you don't remember Wessex Water telling you much about how to save water*

Underlying motives

■ Strongly agree
 ■ Tend to agree
 ■ Neither agree nor disagree
 ■ Tend to disagree
 ■ Strongly disagree
 ■ Don't know



Current Effort to Save Water



We asked you how much effort you make to save water, and encouragingly, almost all of you (96%), said that you make at least some effort. Almost 3 in 10 of you (29%) said that you make a great deal of effort.

Your main reasons for making an effort to save water were:

- *to save money*
- *water is a limited/scarce resource*
- *concerns for the environment*

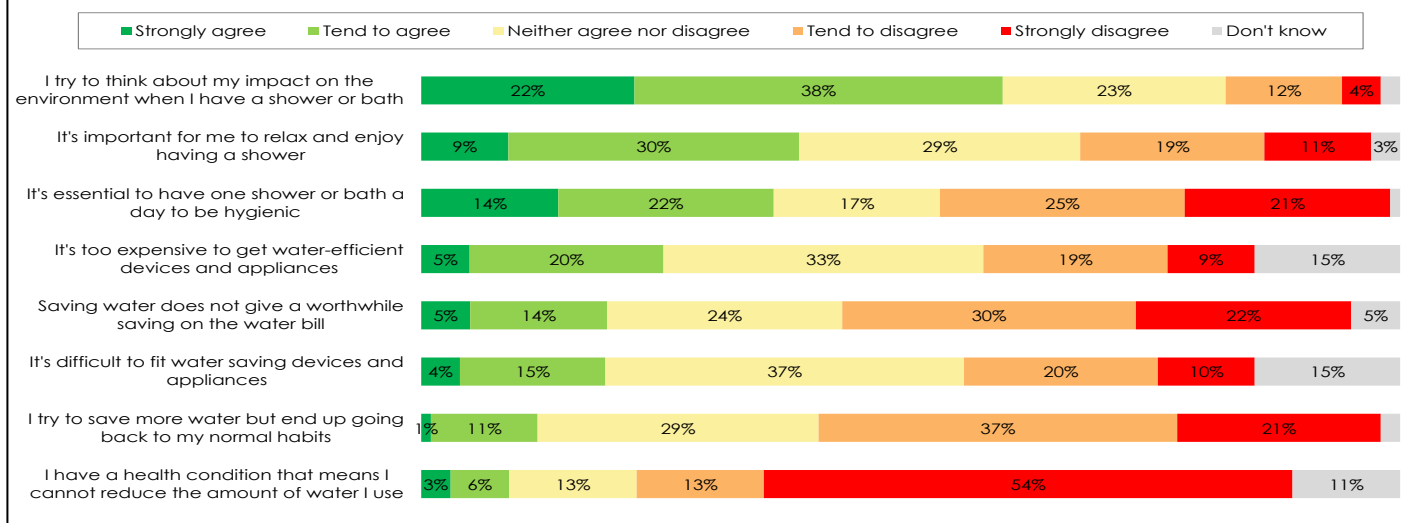
Water Saving Attitudes and Behaviours

We wanted to understand a bit about your attitudes to water saving so we gave you list of statements and asked how much you agreed with each one. We were pleased to hear that the majority of you try to think about the environment when washing. We know that showering is an important activity to many – daily showers are considered essential for personal hygiene by over a third of you and nearly 4 in 10 value showering as a wellbeing activity. Heating water for activities like showering and bathing is likely to account for a significant proportion of your household energy bill so if you're looking for ways to save, reducing time in the shower or turning down the flow rate or temperature if you can might be something you want to consider.

Encouragingly, the majority of you (81%) believe that saving water gives a worthwhile saving on your water bill. With rising energy costs, any hot water savings you're able to make will also reduce your energy bill.

- 60% of you agree that *you try to think about your impact on the environment when you have a shower or bath*
- 39% of you think it's *important for you to relax and enjoy having a shower*
- 36% of you think it's *essential to have one shower or bath a day to be hygienic*
- 25% of you believe that *it's too expensive to get water-efficient devices and appliances*
- Just 19% of you agree that *saving water does not give you a worthwhile saving on your water bill*
- 19% of you agree that it's *difficult to fit water saving devices and appliances*
- 12% of you agree that you *try to save more water but end up going back to your normal habit*
- 9% of you said that *due to a health condition you cannot reduce the amount of water that you use*

Attitudes to Water Use and Water Saving



We asked you what you are already doing to reduce your water use, what you would be prepared to do and what you wouldn't be prepared to do.

It's great to hear that many of you already have some good water use habits, including:

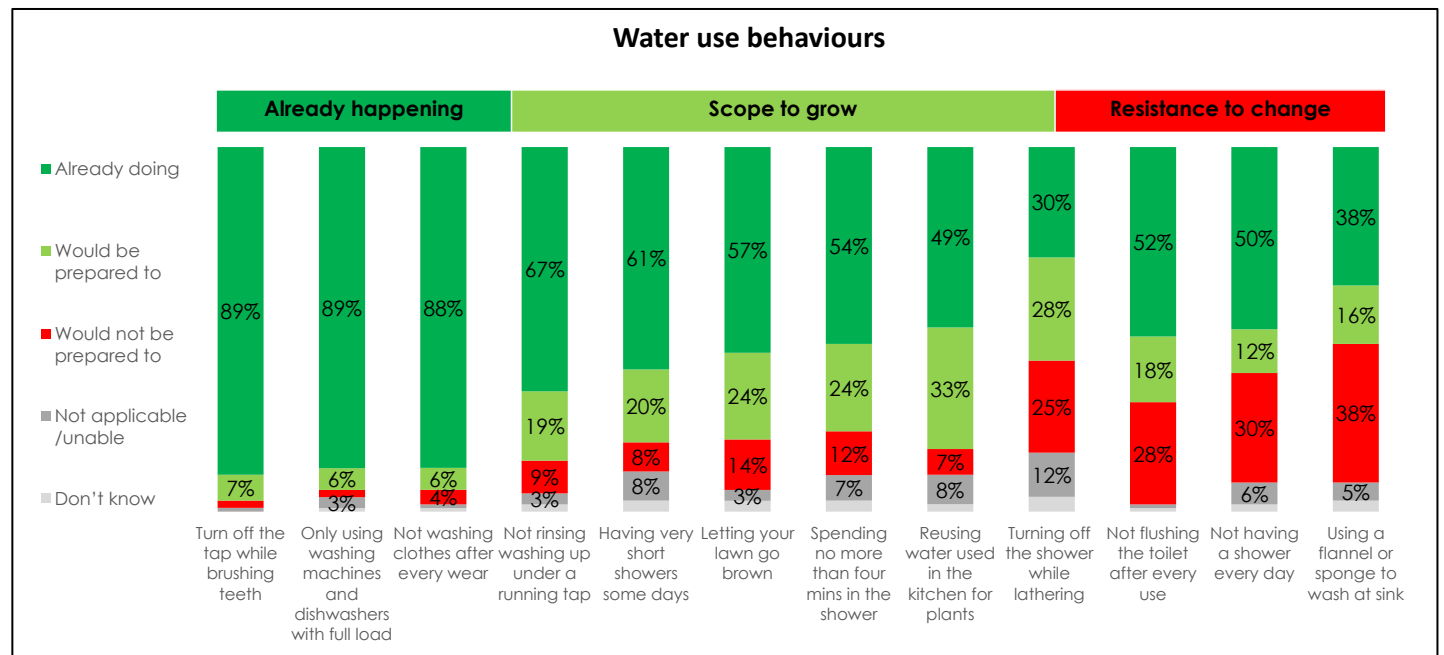
- *turning off the tap while brushing teeth* (89% of you)
- *only using washing machine and dishwashers with full load* (89%)
- *not washing clothes after every wear* (88%)

The behaviours you are most prepared to change in the future are:

- *reusing water used in the kitchen for plants* (49% already doing and a further 33% would be prepared to)
- *spending no more than 4 minutes in the shower* (54% already doing and a further 24% would be prepared to)
- *letting your lawn go brown* (57% already doing and a further 24% would be prepared to)
- *having very short showers some days* (61% already doing and a further 20% would be prepared to)
- *not rinsing washing up under a running tap* (67% already doing and a further 19% would be prepared to)

The behaviours you are more reluctant to adopt are:

- *using a flannel or sponge to wash at the sink* (38% would not be prepared to)
- *not having a shower every day* (30% would not be prepared to)
- *not flushing the toilet after every use* (28% would not be prepared to)
- *turning the shower off while lathering* (25% would not be prepared to, although 28% were prepared to give it a try)



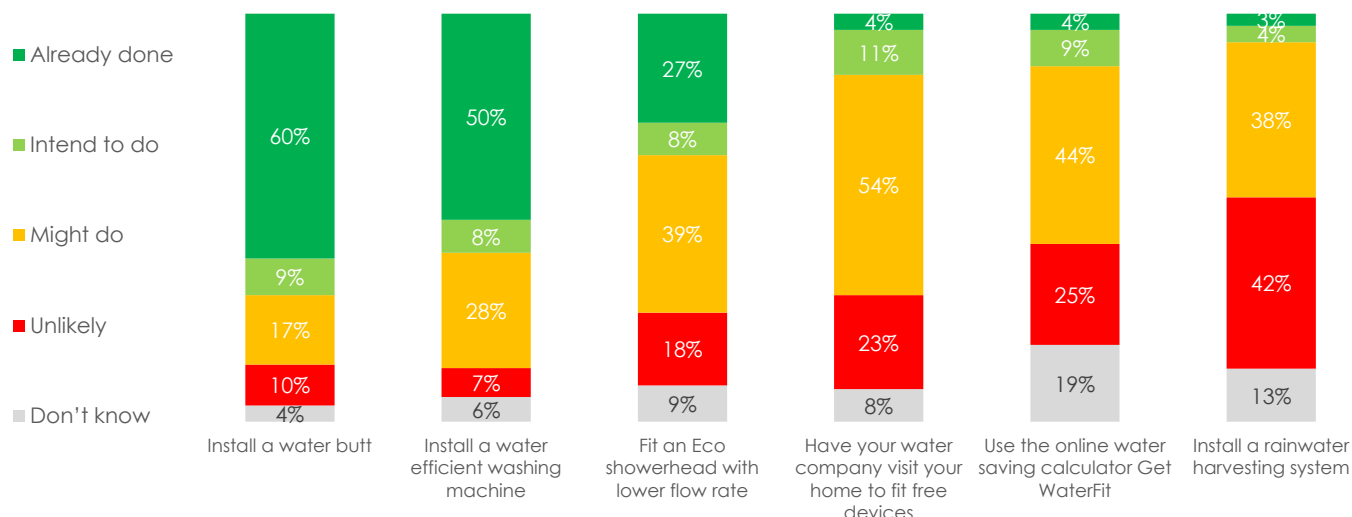
We know some behaviour changes aren't possible for everyone to do. This information is very useful to us as it helps us to focus our messages around actions that people aren't already doing, or would be prepared to do rather than those our customers are already doing.

We then asked you what water saving actions you had already done to save water, what you intended to do, might do or are unlikely to do.

While many of you had already taken some actions, particularly *install a water butt* (60%) and *install a water efficient washing machine* (50%), lots of you were also open to the idea of many of the other suggested actions, which is great to hear:

- *have your water company visit your home to fit free devices* (11% intend to and 54% might do)
- *use the online water saving calculator Get WaterFit* (9% intend to and 44% might do)
- *fit an Eco showerhead with lower flow rate* (8% intend to and 39% might do).

Water saving actions



Smart Water Meters

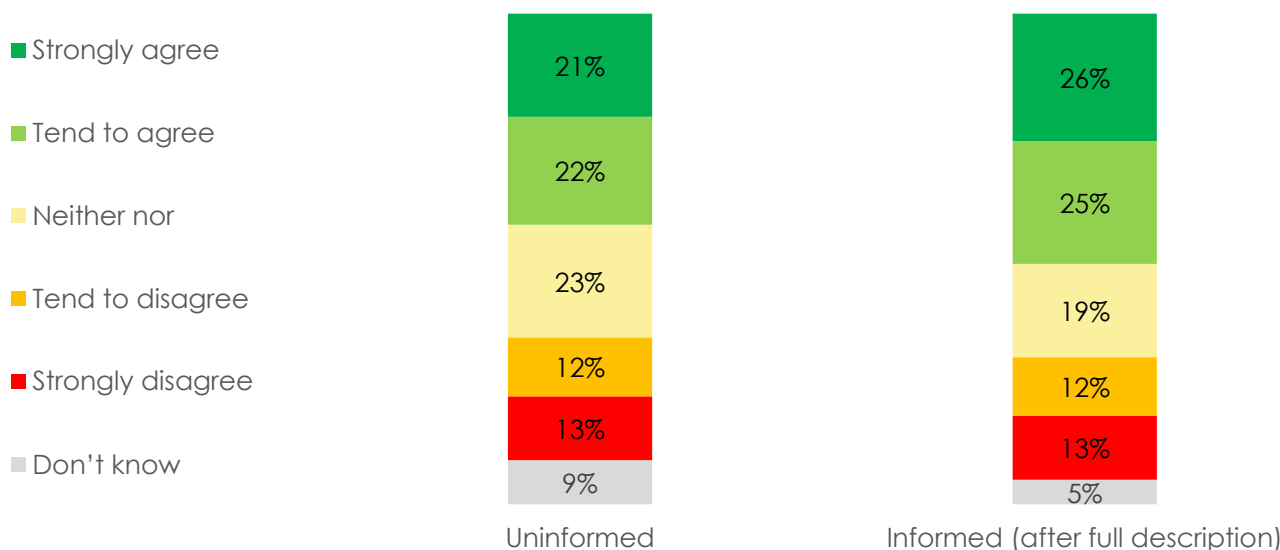
We then wanted to hear your views on smart water meters. We asked whether you would be interested in having a smart meter, and 43% of you agreed to some extent that you would be interested.

The main reasons for an interest in a water meter were *to monitor usage* and *to reduce usage/waste*.

The main reasons for lack of interest were *it will bring no benefit/it will not reduce water usage and can manage consumption without it*.

Later on in the survey, we gave you more information about what having a smart meter would mean, and then asked the same question. At this time, with more information, 51% agreed that you would be interested.

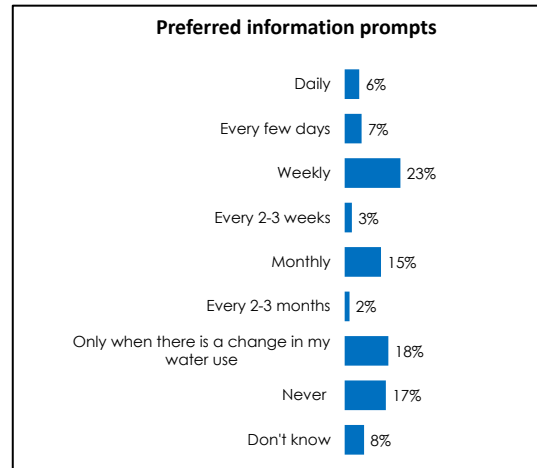
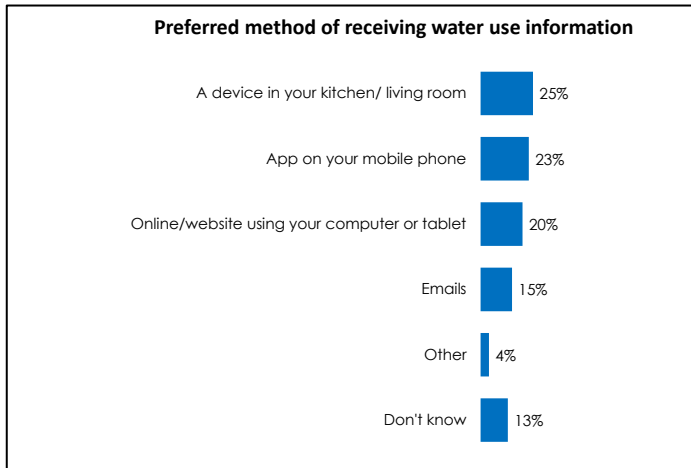
How much do you agree or disagree? – I would be interested in having a smart meter



When we asked about your preferred method for receiving water use information, you gave mixed views:

- on a device in your kitchen/living room (25%)
- through an app on your mobile phone (23%)
- online/website using your computer or tablet (20%)
- by email (15%)

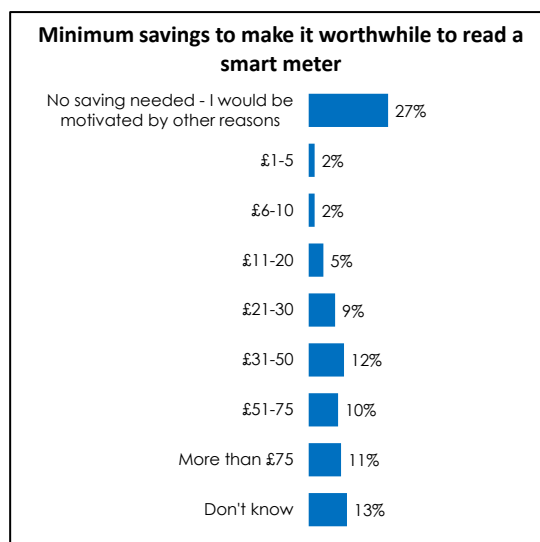
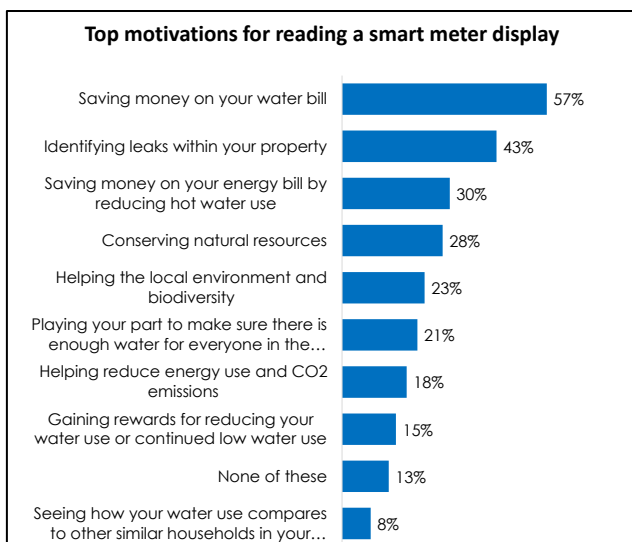
We told you that with a smart water meter, you could have texts or notifications on your mobile phone to prompt you to have a look at your water use information and then asked you how often you would want to be prompted. Over 1 in 3 of you (36%) would want to be prompted weekly or more often.



We asked you what would motivate you to read a smart water meter to help manage your water use. The main motivations were:

- saving money on your water bill (57%)
- identifying leaks within your property (43%)

Finally, we asked you what annual financial saving would make it worthwhile to regularly read a smart water meter display. Over 1 in 4 of you (27%), said that *no saving would be needed as you would be motivated by other reasons*. 1 in 3 of you (33%) would be looking for a saving of £30 or more, and 1 in 10 would want over £75.



What next?

The views you expressed in this survey are being used to help shape our future services in relation to supporting customers to become more water efficient at home and a potential roll out of smart metering. Other customer research is underway on these topics and on the wider development of our next investment plan to be launched in 2025.

Thank you once again for being a member of 'have your say' and for taking part!

Sue Lindsay
Director of Customer Policy and Engagement
Wessex Water