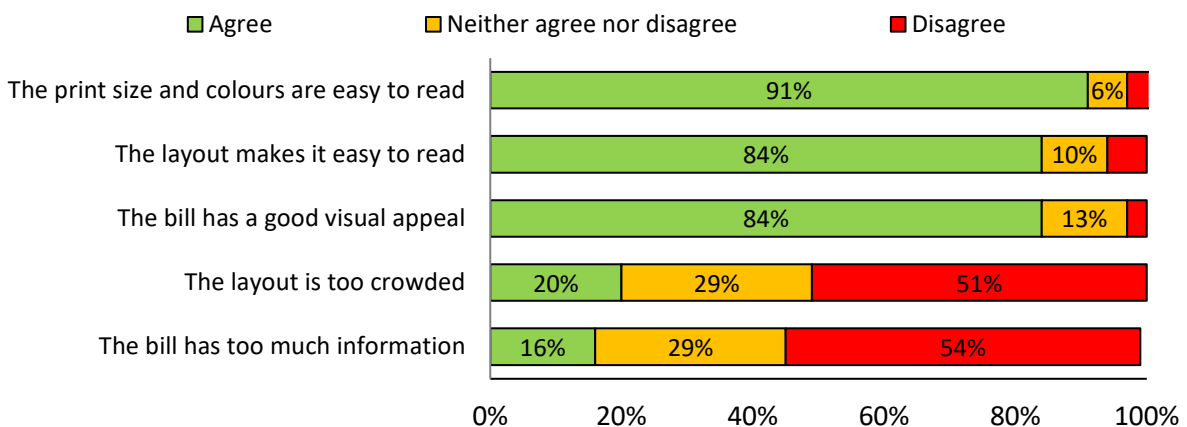


Thank you for taking part in our latest survey - we received 768 responses! Congratulations John Woolmington, the winner of the £200 prize draw.

The objective of this survey was to gather views on the design of our bills, below is a summary of what you told us.

**Overall look of our bill**

Most think that our bills are easy to understand (89%). The graph below shows your initial impressions of the layout and design:



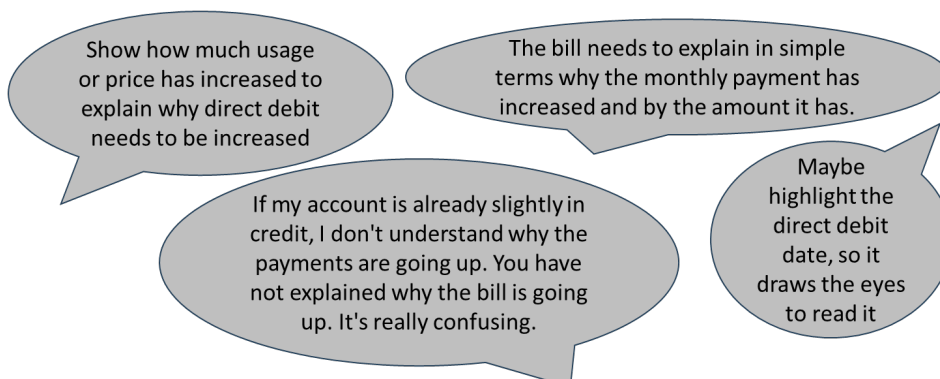
**Information on the bill**

The vast majority think that the information in the first section of our bill about the 'amount due' is easy to understand (92%).

We asked about your understanding of terms such as 'amount brought forward' and the abbreviations CR and DR. We are pleased that most customers (over 78%) correctly understand these terms. A few however shared that in places we could use simpler words to ensure our bills are easy to read.

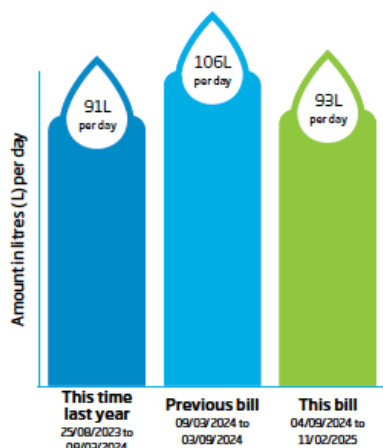
For customers who pay by direct debit, we showed you an example direct debit plan. 90% think that the way this information is presented is easy to understand.

The example direct debit plan showed an increase in future payments. Although most thought that the reason for this increase was clear, 1 in 5 customers did not and shared ideas about how we could make this information more easy to understand:

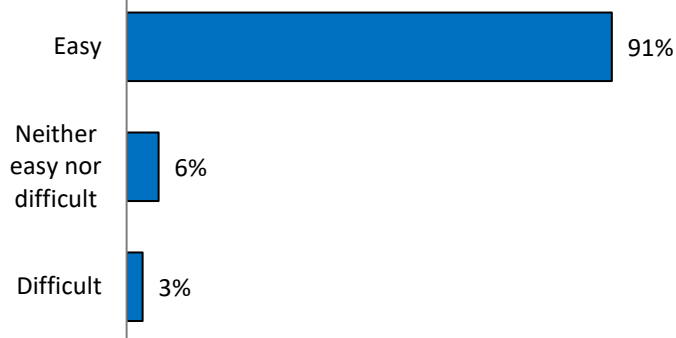


For customers who have a water meter, your bill includes a graph of your daily water use (example below). The majority of you think that this graph as well as the general information provided about the average household water usage is easy to understand.

### How much water are you using?



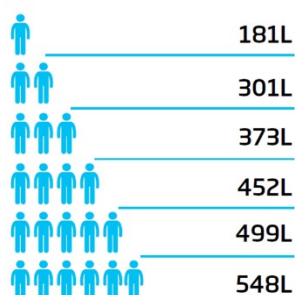
### How easy or difficult is the graph on daily water use to understand?



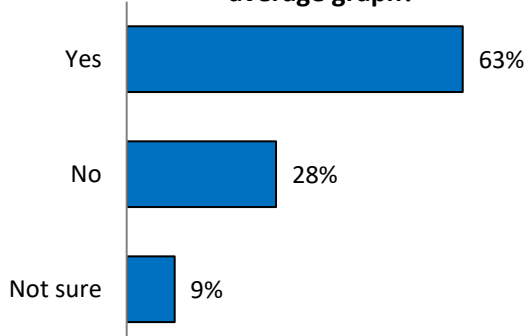
Around two-thirds told us that you compare your own water usage with the graph included in the bill showing the national average (shown below). A similar proportion said that you would be motivated to reduce your water consumption if it was higher than the national average.

### How do you compare to the national average?

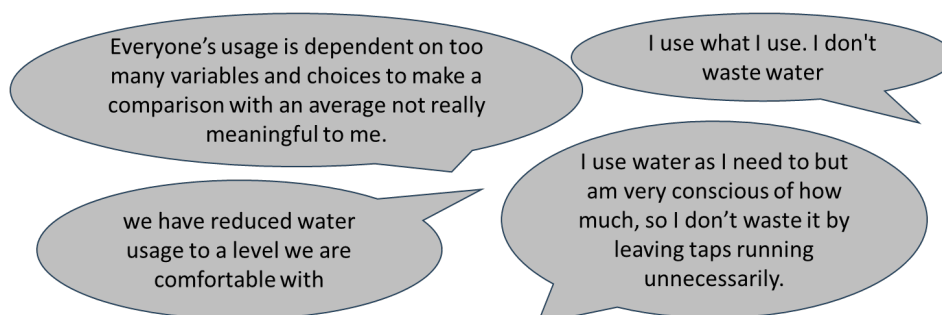
Your average daily use is 0 litres per day.



### Do you (or would you if a billpayer) compare your own water usage to the national average graph?



The main reasons customers gave for not being motivated to reduce their water consumption was that you are already careful with your water consumption (33%) or only use what you need (25%). A few examples of what you told us are shown below:



For those of you not on a water meter, your bill presents information to explain how your water and sewerage charges are calculated. We are pleased that 75% of you think that the information is useful.

On unmetered bills we also share information to help you decide if you should switch to having a water meter (shown below). 64% of you think that this information is useful, however, only 15% of said that this information would persuade you to switch to having a water meter, compared to 54% who said that it would not.

## 6 Could you benefit from a water meter?

### Most customers save money with a meter

Take control of your bill with a meter, nearly three quarters of customers now have a water meter and only pay for what they use. 9 out of 10 customers that switch to a meter save over £125 a year.

You can try out a meter for two years and with our Money Back Guarantee you won't end up paying more. You can go back at any time during the first two years but must keep the meter for the full two years to be eligible for the Money Back Guarantee.

### Do you use a sprinkler?

If you use a sprinkler you need to apply for a meter.

### How to apply for a meter

To find out more or apply visit: [wessexwater.co.uk/meter](http://wessexwater.co.uk/meter) or call us.

The main reasons customers provided for not being persuaded to switch to a water meter by the information presented was because you needed further information to inform your decision (25%) or that you think switching to a water meter would not be financially beneficial for you. You can find more information about water meters here: [Switch to a water meter](#)

## **Ranking of bill sections**

Finally, we asked you to rank the bill sections in order of importance to you, overwhelmingly the most important sections are about the amount due, your payment options, and information explaining your water use and how charges are calculated. The good news is that the order that you placed these in, and the other sections in between, reflects how we currently present your bill.

## **What next?**

We will use your feedback to inform our review of bill designs and supporting information as we want to ensure that our bills are easy to understand and helpful for all customers. You can find more information to help you understand your bill here: [Help understanding your bill](#)

You can also find the full survey results as well as more information about our recent customer research here: [Customer research documents](#)

If you know anyone who would like to receive these surveys for an opportunity to share their views, then please share this registration link: [Customer panel](#)

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

Sue Lindsay

Customer Director

Wessex Water