Appendix 1.1.T - Image tracking research

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		

Contents

Image Tracker 2017-18

Presentation of research findings

8th May 2018

Presentation Plan

- Wider context & affordability
- Satisfaction & VFM
- Contact
- Attitudes
- Billing & comms
- Moving forwards

Objectives

- Gauge awareness of water and sewerage provider across Wessex/Wessex, Bristol and Bournemouth regions
- Measure domestic customer views in relation to service, value for money and satisfaction
- Identify and monitor imagery of Wessex Water and attitudes towards it
- Track awareness and use of Wessex Water communications
- Understand how Wessex Water can continue to improve perceptions of VFM amongst customers
- Provide quantitative read on ‘hot topics’ including future bill preferences

Method

1,000 telephone interviews

The 2017-18 survey continues a second year with continuous interviewing through the year

Random sample of domestic customers

All respondents responsible for paying water bill. Quotas consistent with previous years on region and age

Data weighted at analysis

Data is weighted to gender, age and area to ensure consistency with previous years. Weighting applied within each Quarter

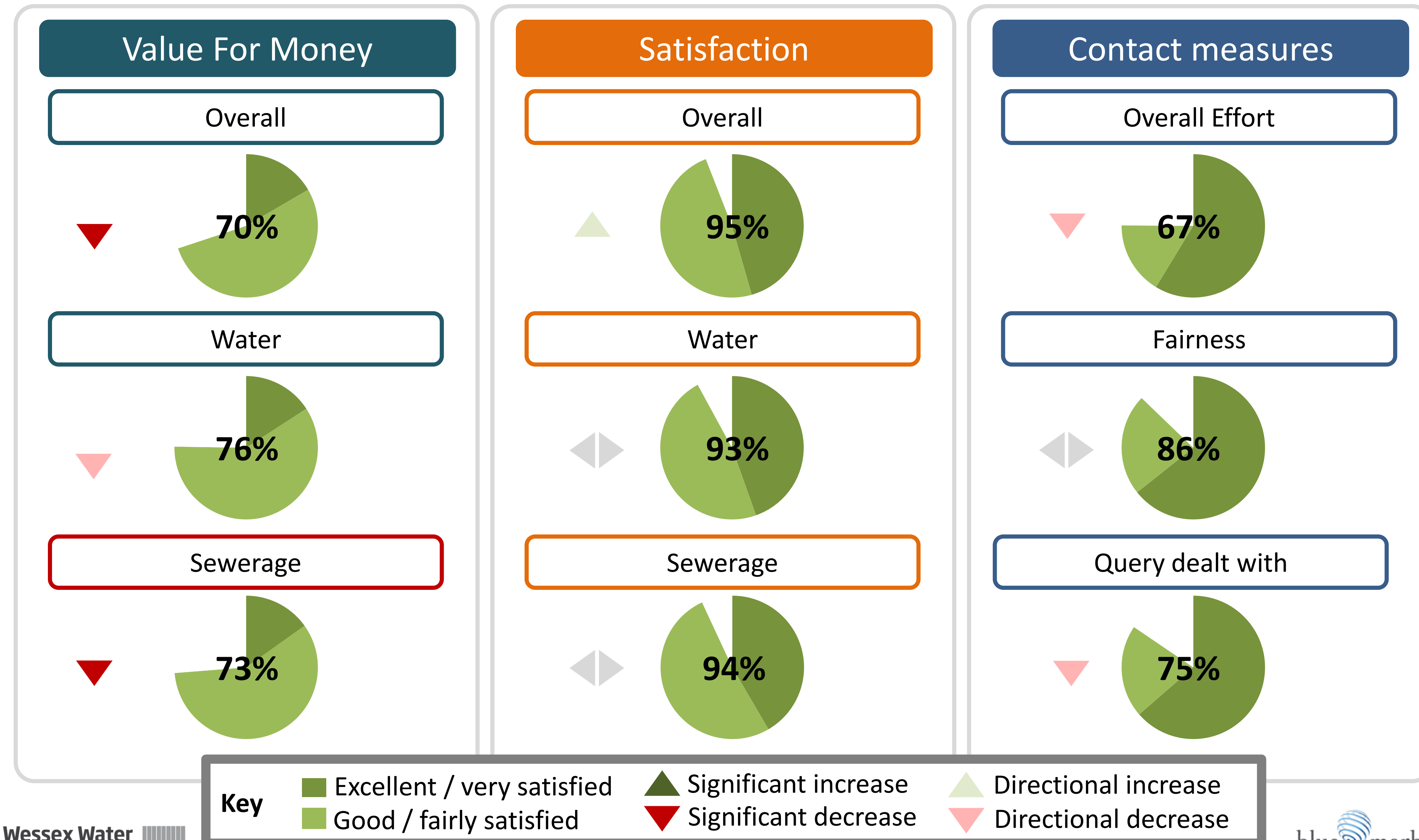
Fieldwork April 2017 to March 2018

Q1 interviewing Apr – June '17
Q2 interviewing July – Sept '17
Q3 interviewing Oct – Dec '17
Q4 interviewing Jan '17 – Mar '18

Headline Numbers

Headline Dashboard

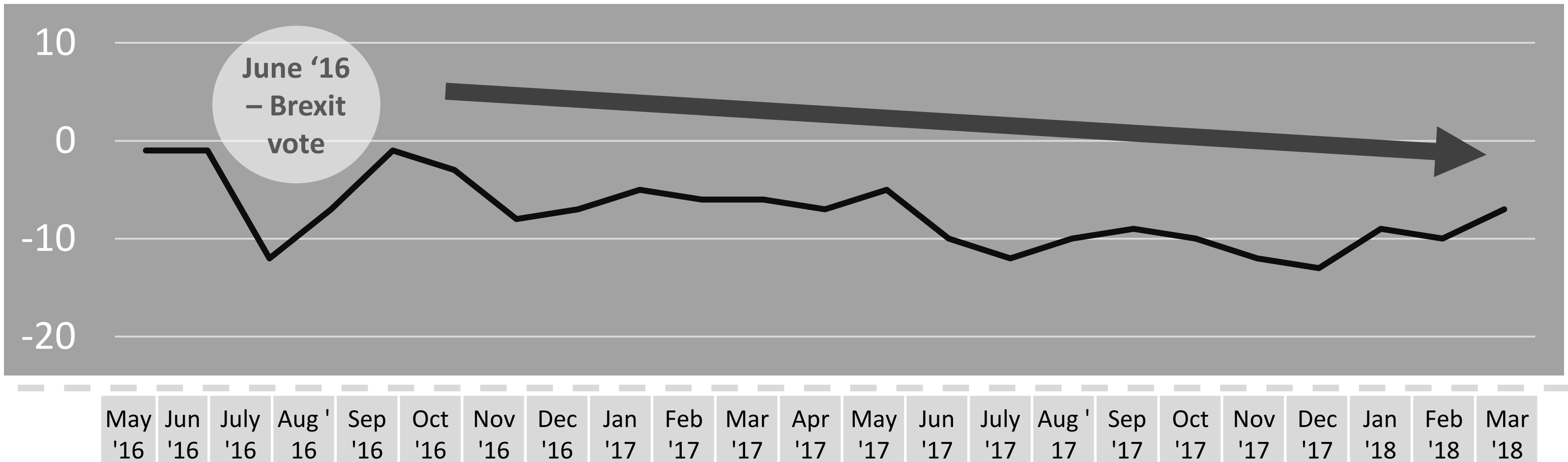
- Satisfaction remains very strong, but declining value for money perceptions since the high point last year
- Signs of a downturn in contact measures, but these are directional changes only (based on those who have had contact with Wessex)



Wider context and affordability

Consumer confidence nationwide continues an underlying downward trend since Brexit. Meanwhile in 2017 and 2018 there have been some challenging times for the water industry.

UK Consumer Confidence Index (Source GfK NOP)



Water industry key news events

1. **Labour manifesto** includes nationalising utilities
2. **Fatberg** hits the headlines
3. **Labour conference** water nationalisation plans back in the headlines
4. **Labour promises** cost-free nationalisation of water industry
5. **Cold weather** causes widespread **water supply interruptions**

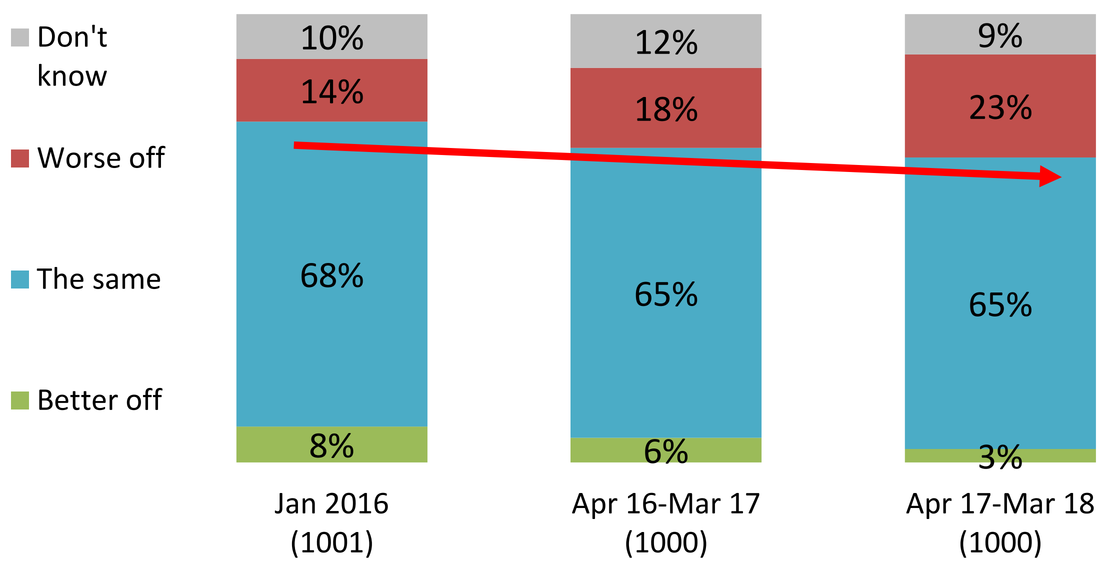
Weather watch

- 2017 was warmer than average, with a hot spell in June. A dry Spring was followed by a wetter Autumn, with rainfall overall being close to average
- Early 2018 saw unusually cold weather with widespread heavy snow

Financial outlook

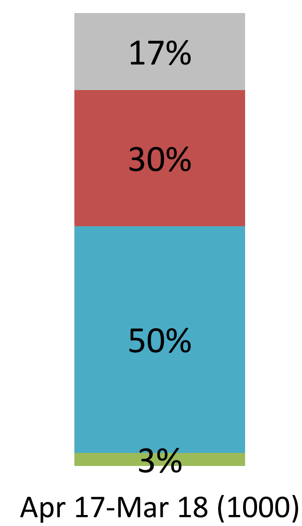
This year has seen the most pessimistic economic outlook so far for Wessex Water customers - reflecting the national trend in consumer confidence

Q11 Do you expect your <u>household</u> to be better off, worse off or about the same in the next 12 months? (Base: All)



Most negative view to date was Jan-March 2018: 28% saying 'worse off'

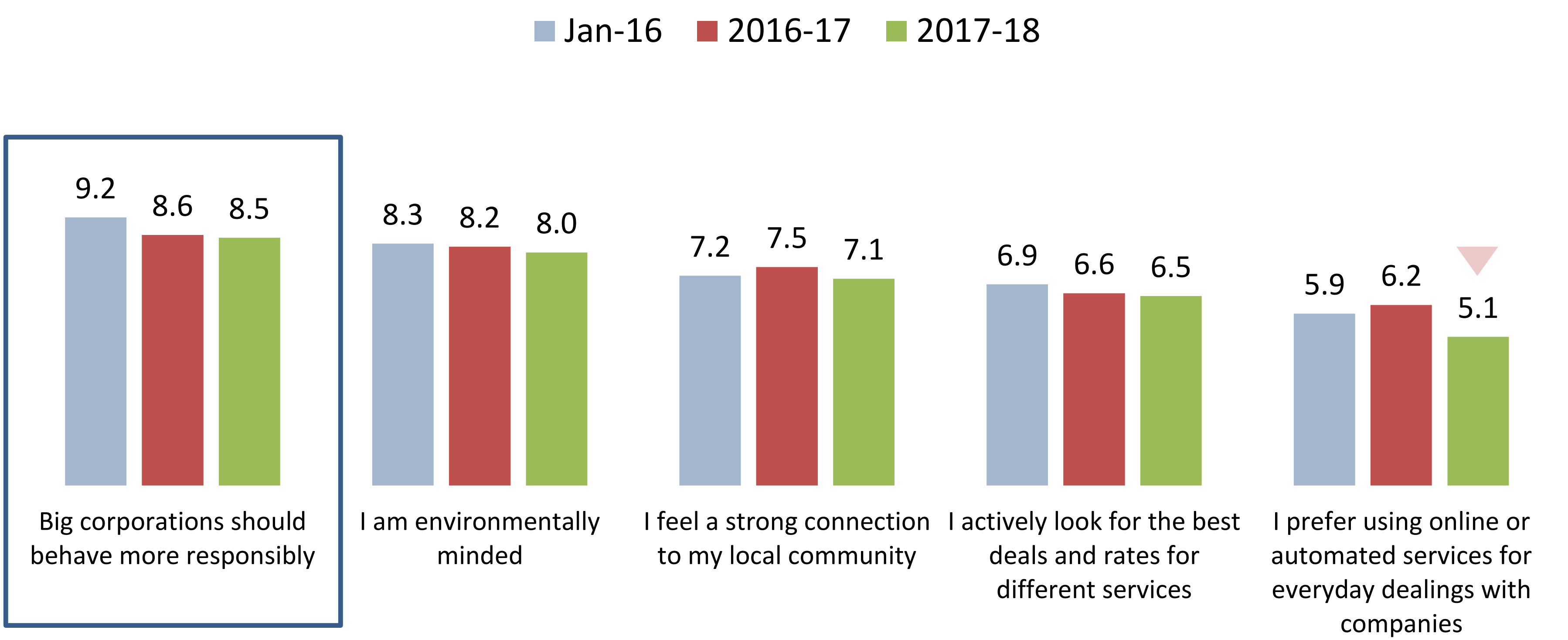
Q11b Thinking about the <u>UK nationally</u>, do you expect the economic climate to be better, worse or about the same in the next 12 months? (Base: All)



External factors

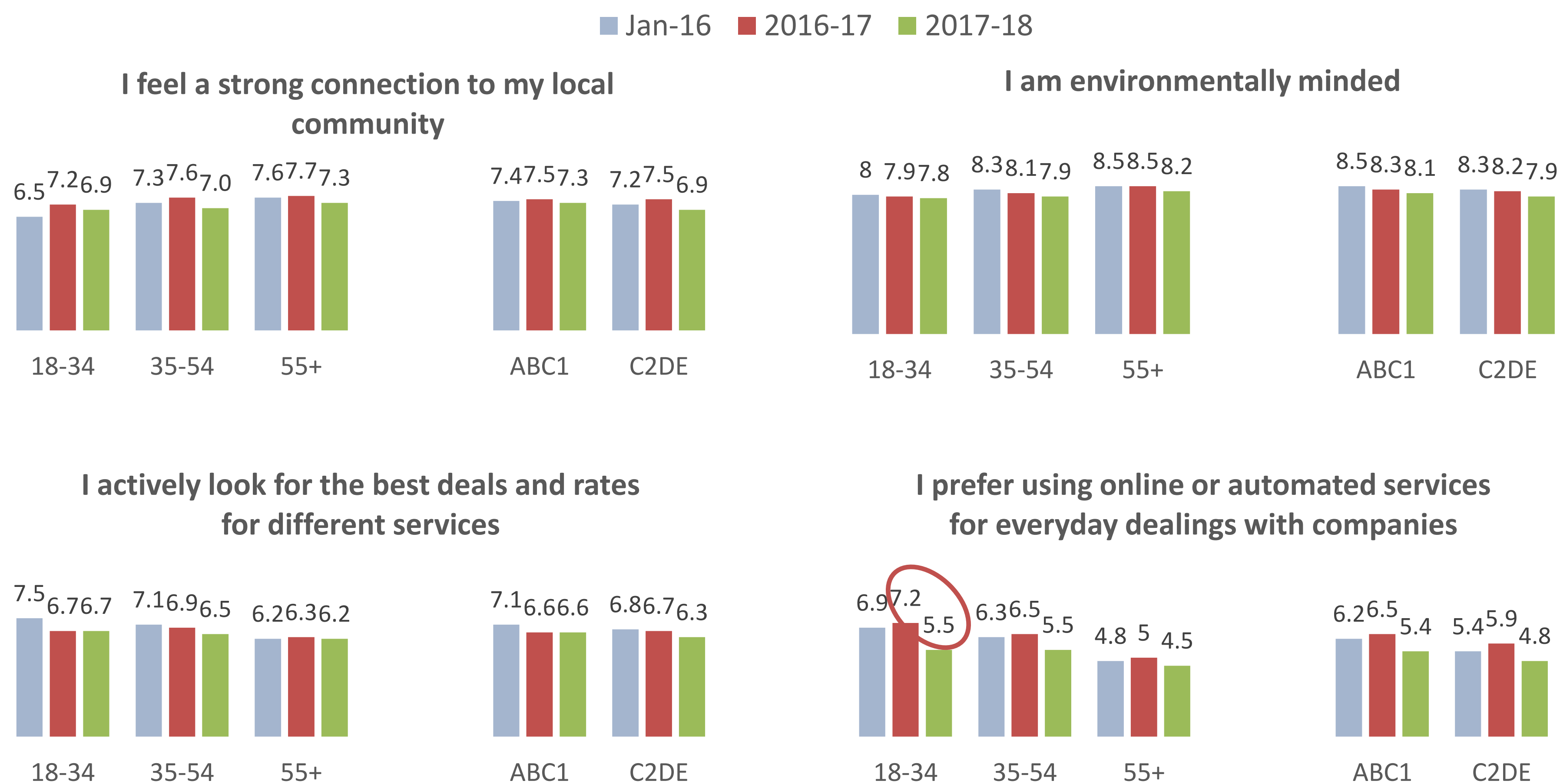
- Wessex Water customers still feel strongly that big companies should act responsibly; as we embark upon rebranding to YTL, Wessex need to consider how to respond to this expectation
- There seems to be some ‘cooling down’ in attitudes towards using online or automated services this year – could this reflect increasing public awareness over use of data?

Q36 How strongly do you agree or disagree with the following statements? (Mean out of 10) Base: All



External factors

- The drop in preference for online services is more evident amongst the youngest age group than others, as consumers both young and old may be growing more aware of data privacy and data use
- This underlines the need to give customers a **full range** of options on how to interact with Wessex Water

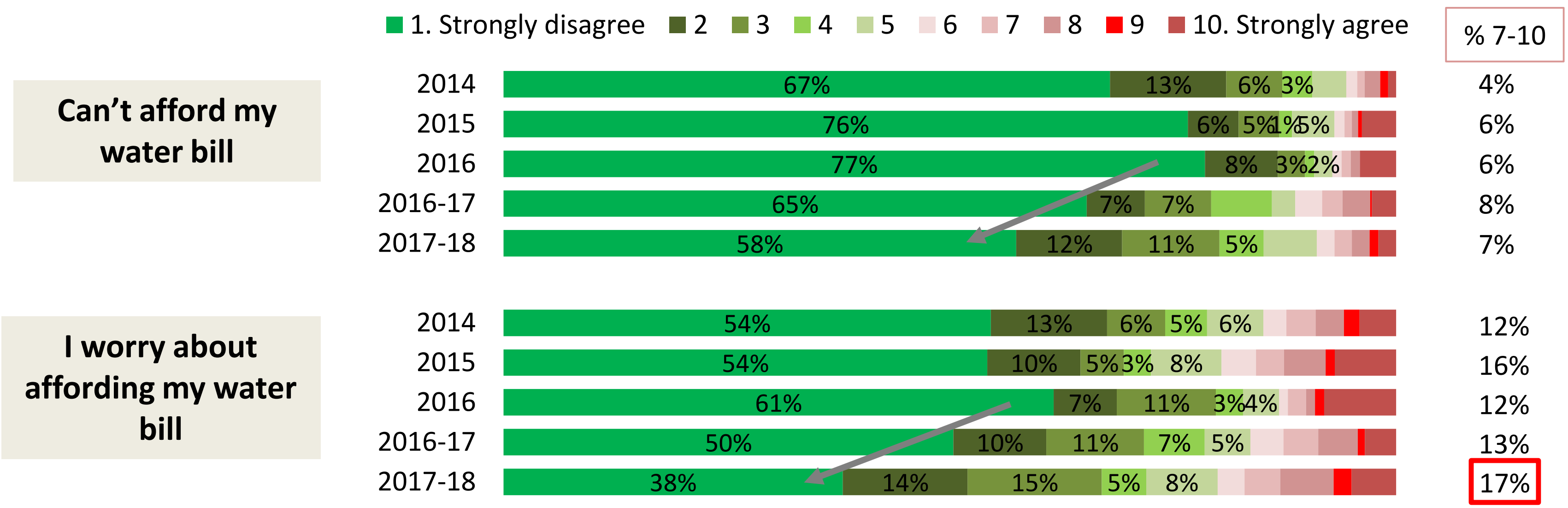


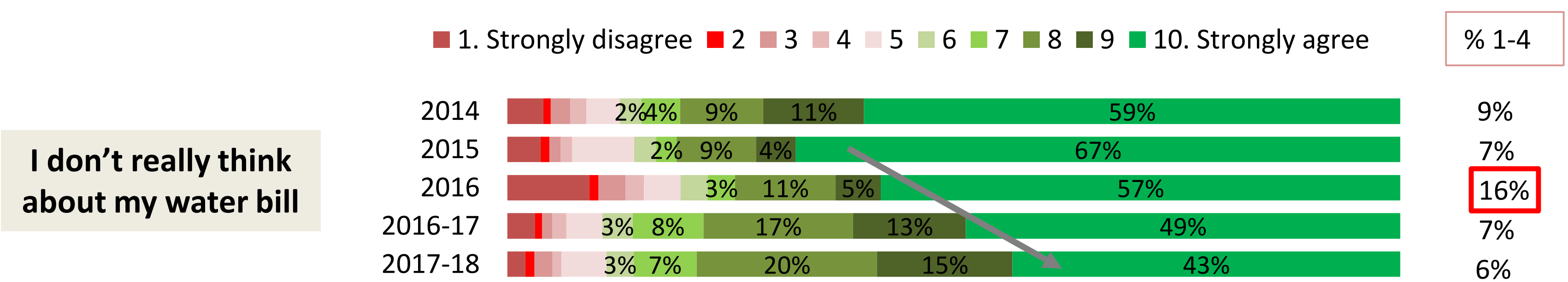
Wessex Water YTL GROUP Q36 How strongly do you agree or disagree with the following statements? (Mean out of 10) blue marble

Affordability

- While bill affordability is still not a big concern for most, there's slightly less comfort around affordability, and signs of increasing anxiety
  - Plus signs of slightly more consideration being given to water bills (in light of national-level debate?)

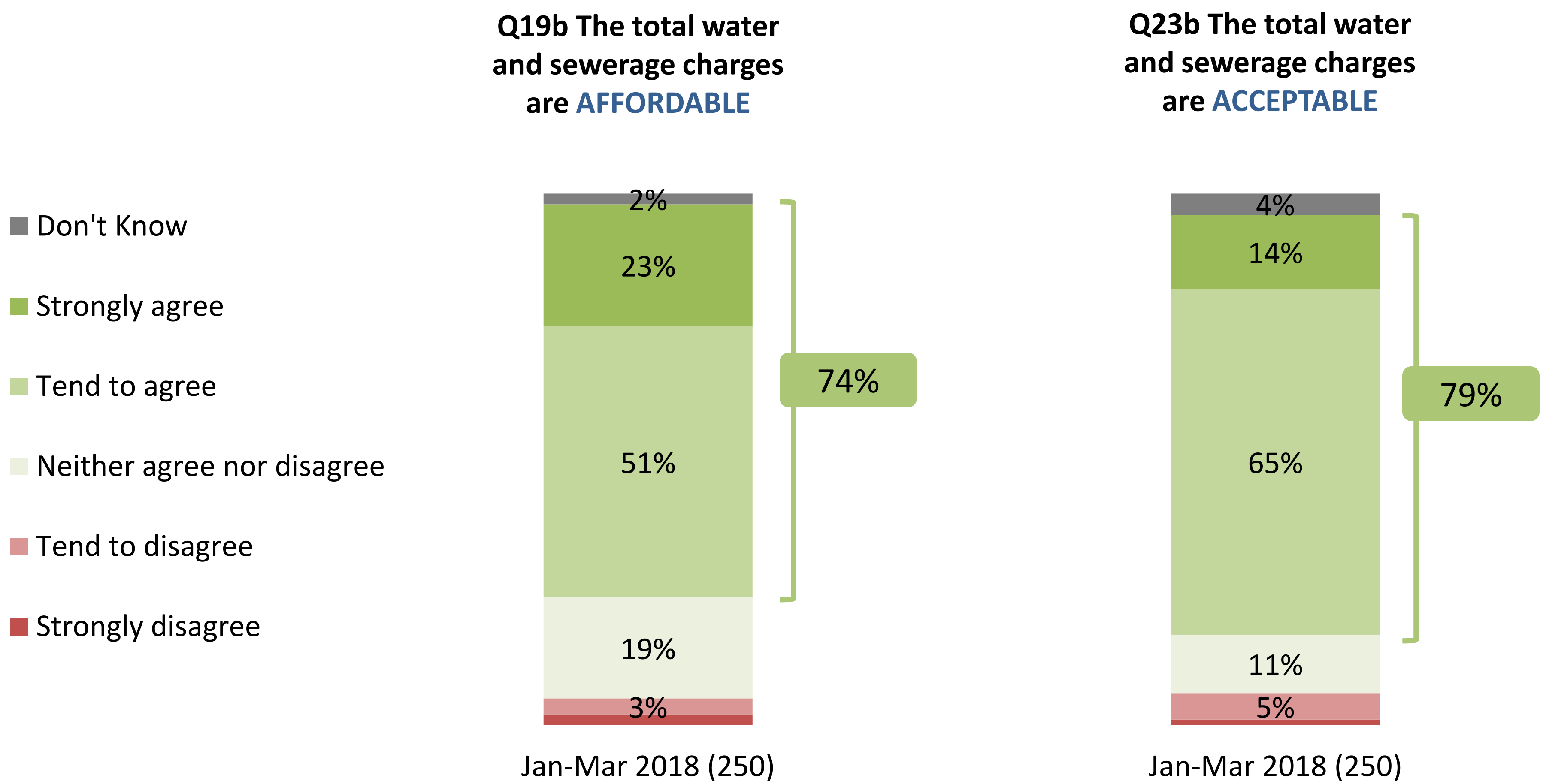
Q19(18b) How strongly do you agree or disagree? (Base: All)





Affordability vs. Acceptability

- New measures introduced in the latest Quarter suggest the large majority of customers find their total supply and sewerage bill affordable (identical to the 2016 CCWater Industry Average)
- …while nearly 8 in 10 find it acceptable (so even some who do not find it affordable are accepting of it)



CCWater 'Water Matters' 2016 'Agree': 74%

Affordability - awareness of assistance measures

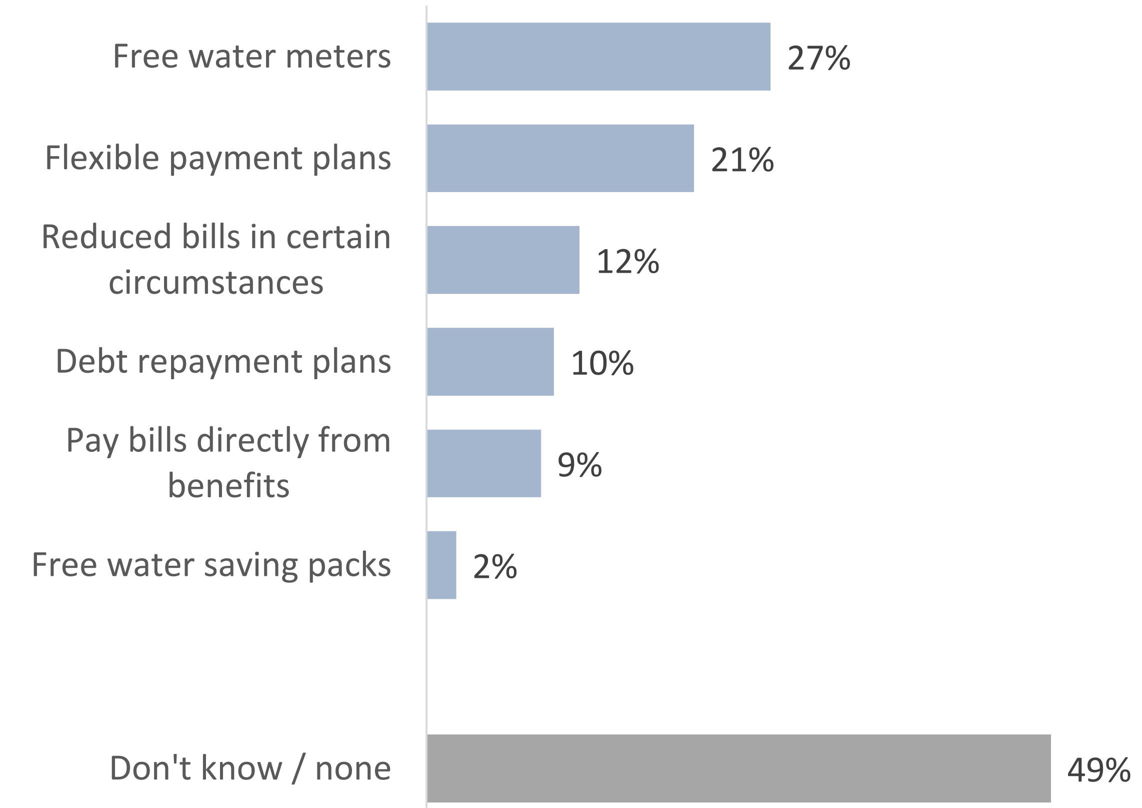
- From the latest Quarter of tracking (Jan-March 2018) indications are that nearly 1 in 5 customers are aware of some form of assistance for those who struggle to pay their water bill
- Building awareness further could have positive reputational effects, as well as reducing anxiety over bills

18%
Aware of any assistance for those who **struggle to afford** bill

16%
Aware of any Priority Services

Base: All respondents Jan-Mar 2018 (250)

QF11. Which, if any, of these are you aware of that Wessex Water offers for customers who struggle to afford their water bill?
Base: All respondents aware of assistance (49*)



Questions added in Q4 2017-18

Context - summary

2017 saw the water industry hit the headlines as a political hot potato, and again in 2018 as cold weather prompted highly-publicised supply failures in some regions

Meanwhile as the country moves closer to Brexit we see the most pessimistic personal economic outlook in the Wessex Water region so far

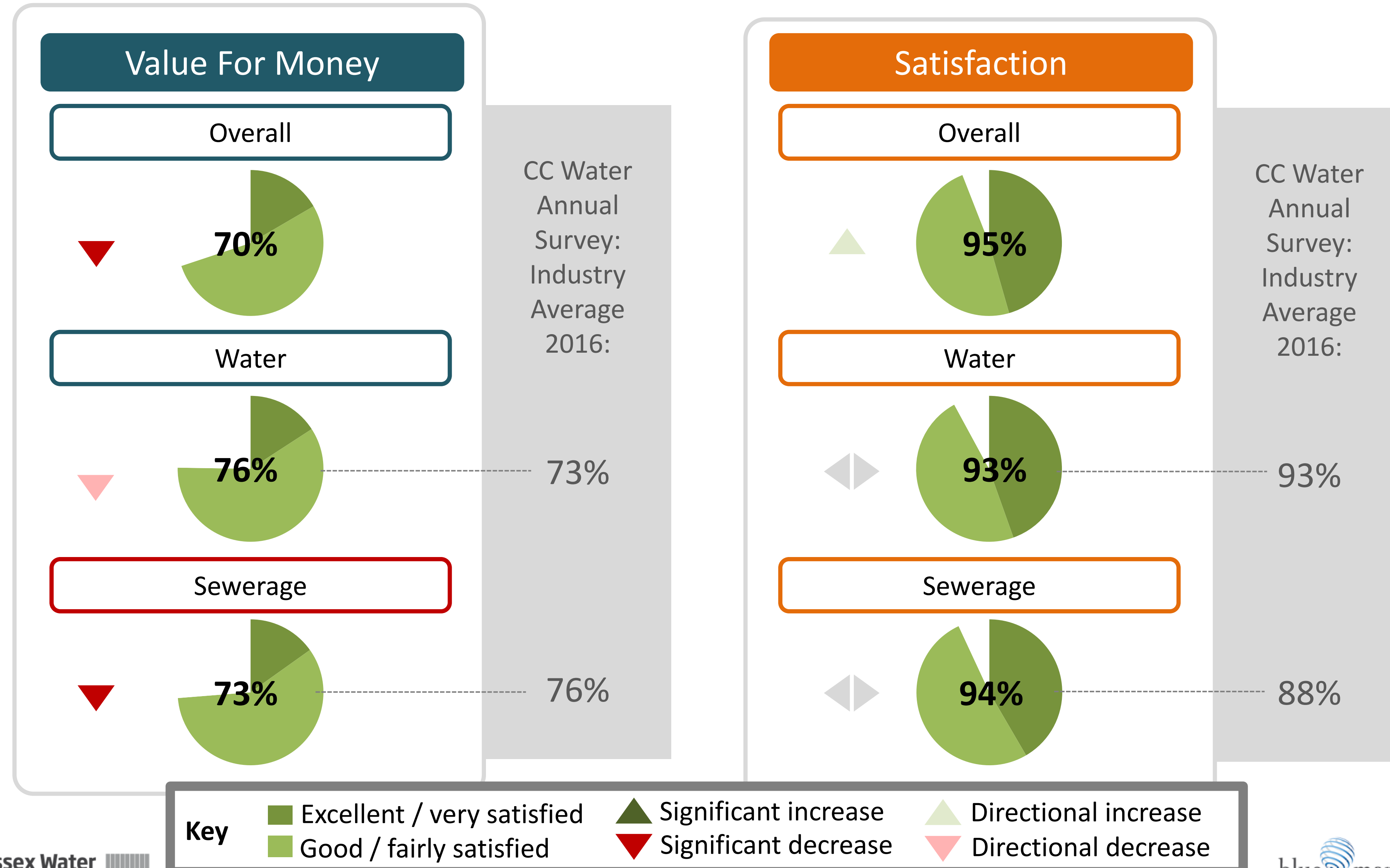
In light of this, there's evidence that customers who previously didn't give their water bill any thought at all are considering it slightly more – greater price sensitivity?

There's also further growth in bill anxiety, although the majority of Wessex Water customers still find their bill affordable

Awareness of measures to help those who struggle to afford their bill is limited - building awareness further could have positive reputational effects, plus reduce anxiety over bills

Value for Money and Satisfaction

VFM has declined since last year, but this is from the very high level set in 2016-17. Meanwhile satisfaction remains extremely high and has little scope to improve; Wessex remains broadly on a par with the industry overall (which saw signs of slight decline to 2016-17).



Wessex Water YTL GROUP

blue marble

Dashboard – Key Drivers of VFM

Since last year the biggest change in any of the positive key drivers is the reduction in 'inform about spending'; there have also been reductions in magazine awareness (from a high last year) and advocacy.

Positive Drivers

If these go **up**, this will have a positive impact on VFM

Cares about customers (% strongly or tend to agree)	65%	Directional increase
Satisfaction with billing (% very or fairly satisfied)	93%	Directional decrease
Inform about spending (% strongly or tend to agree)	56%	Significant decrease
Would recommend Wessex (% rating 9 or 10 out of 10)	41%	Directional decrease
Recall Wessex Water magazine	54%	Significant decrease

Negative Drivers

If these go **down**, this will have a positive impact on VFM

Have a meter	41%	
Have contacted Wessex	12%	Directional increase
Worried about paying bill (% rating 7 to 10 out of 10)	16%	Directional increase

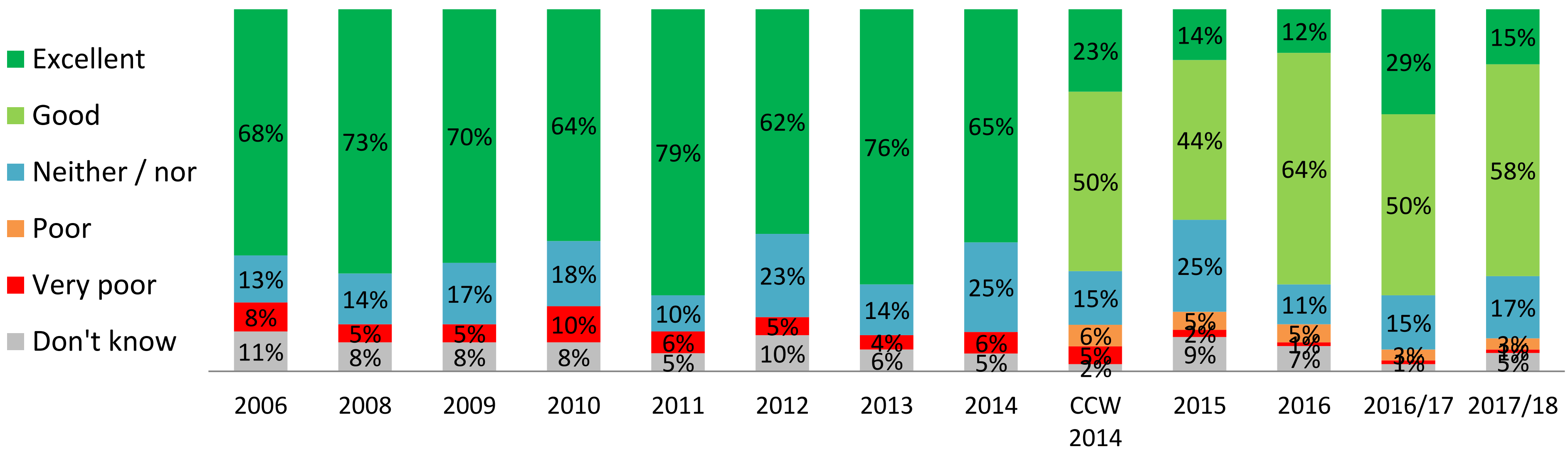
Key
- ▲ Significant increase
- ▼ Significant decrease
- △ Directional increase
- ▽ Directional decrease

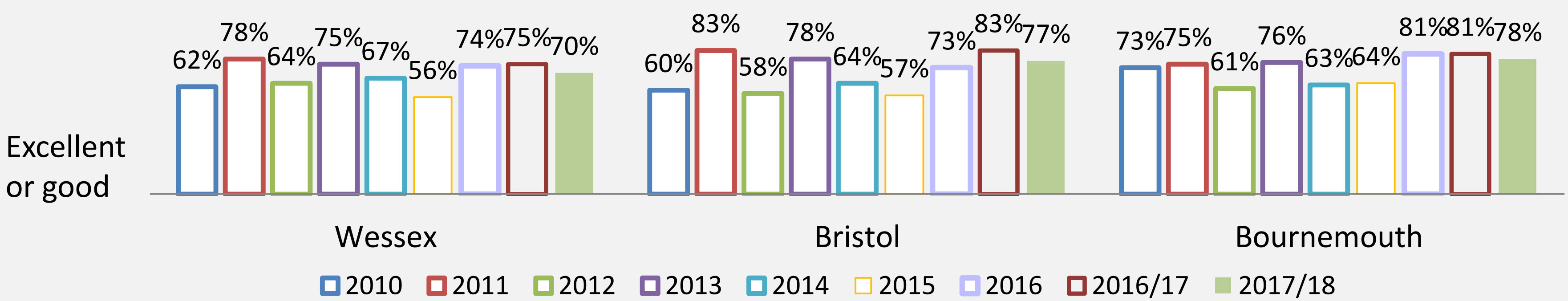
Uninformed value for money of water supply

- There's been a decrease in uninformed value for money of **water supply** from the high point last year, although this year's score of 73% is still slightly above the average since 2006 (71%).
- There is a similar trend across all three areas.

Q2(Q6d) How would you rate the drinking water supplies you receive from your water company in terms of value for money? (Base: All)

	2006	2008	2009	2010	2011	2012	2013	2014	CCW 2014	2015	2016	2016/17	2017/18
Excellent / good	68%	78%	70%	64%	79%	62%	76%	65%	73%	58%	76%	79%	73%



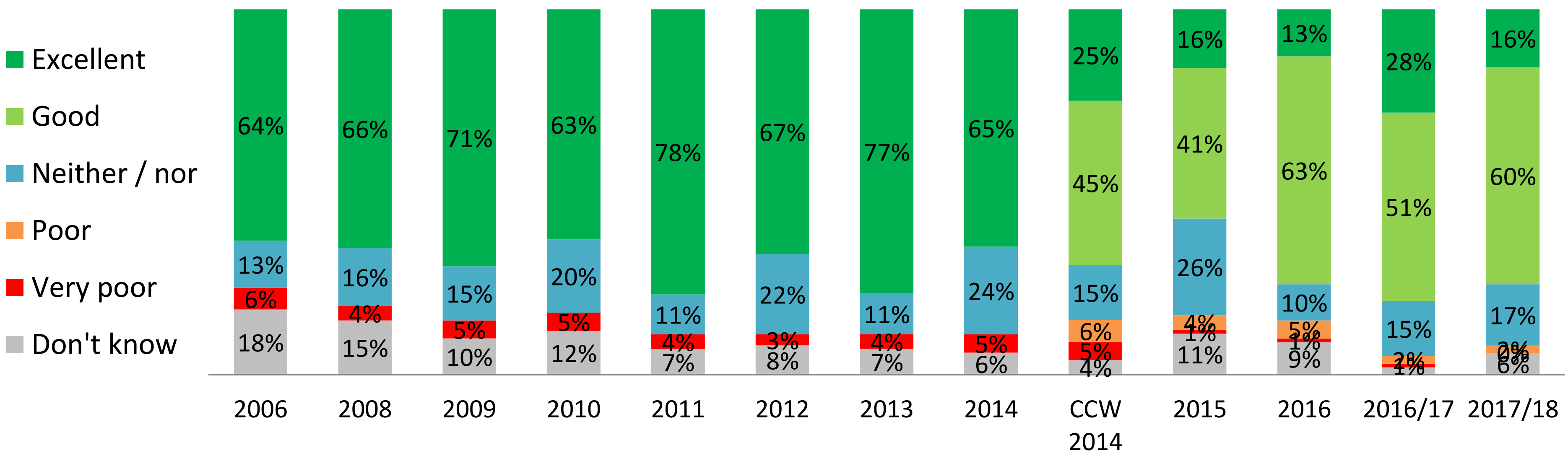


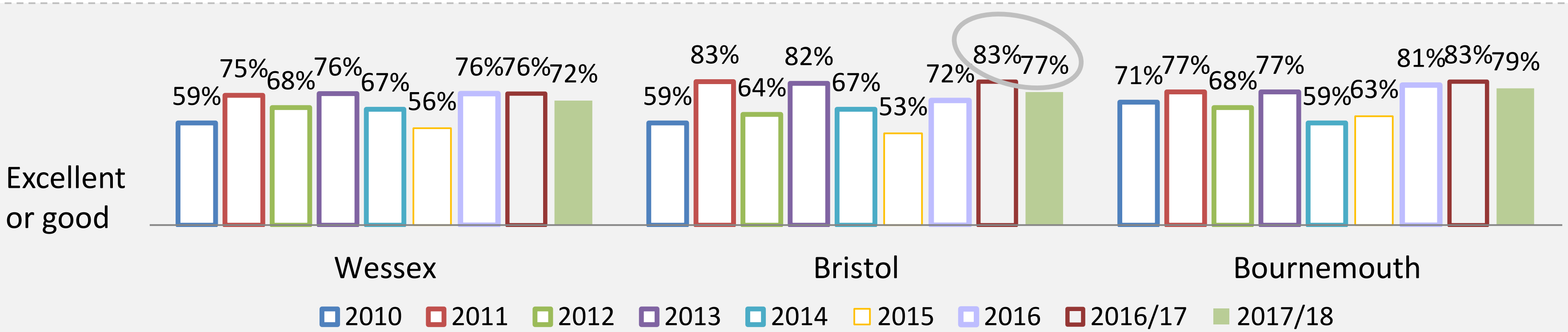
Uninformed value for money of sewerage services

- Small directional decrease in uninformed value for money of **sewerage services** being ‘good’ or ‘excellent’, although it remains at a good level in the historical context
- Again, no one area in particular is driving the decline

Q4 (Q7d) How would you rate the sewerage service you receive from Wessex Water in terms of value for money? (Base: Not private supply (919))

Excellent / good	64%	66%	71%	63%	78%	67%	77%	65%	70%	57%	76%	79%	76%



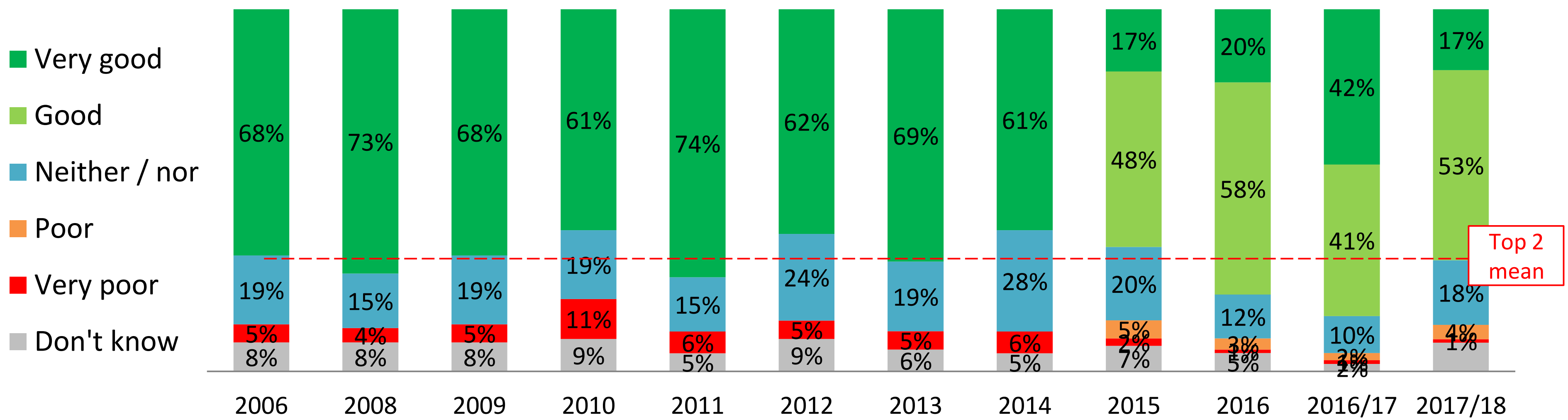


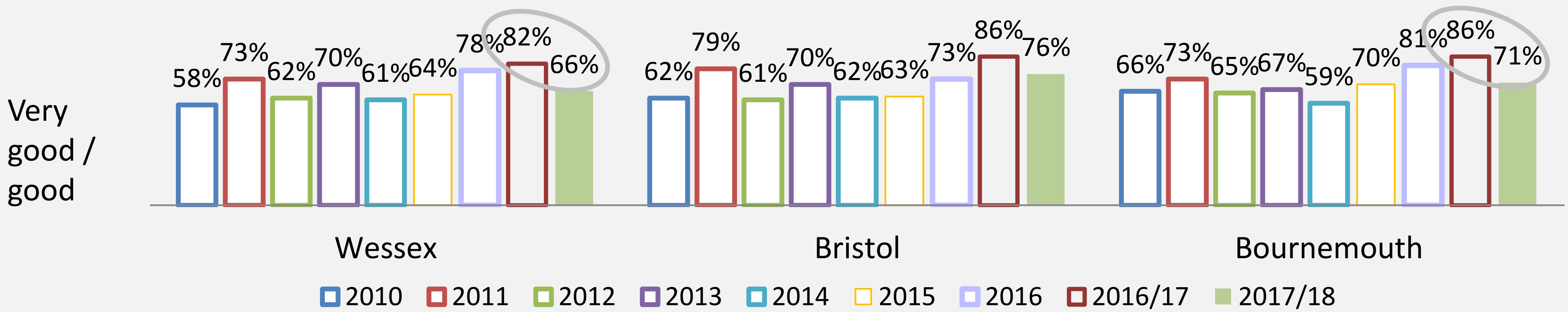
Overall (informed) value for money

Overall, 70% of customers feel their water and sewerage service represents good or very good value for money, which is a significant decrease after last year's record high point, but slightly above the historic average; It's the Wessex/Wessex area where we see the biggest drop since last year.

Q22 (Q5) How would you rate the drinking water supplies and the sewerage service you receive in your area in terms of value for money? (Base: All)

Top 2:	68%	73%	68%	61%	74%	62%	69%	61%	65%	78%	84%	70%

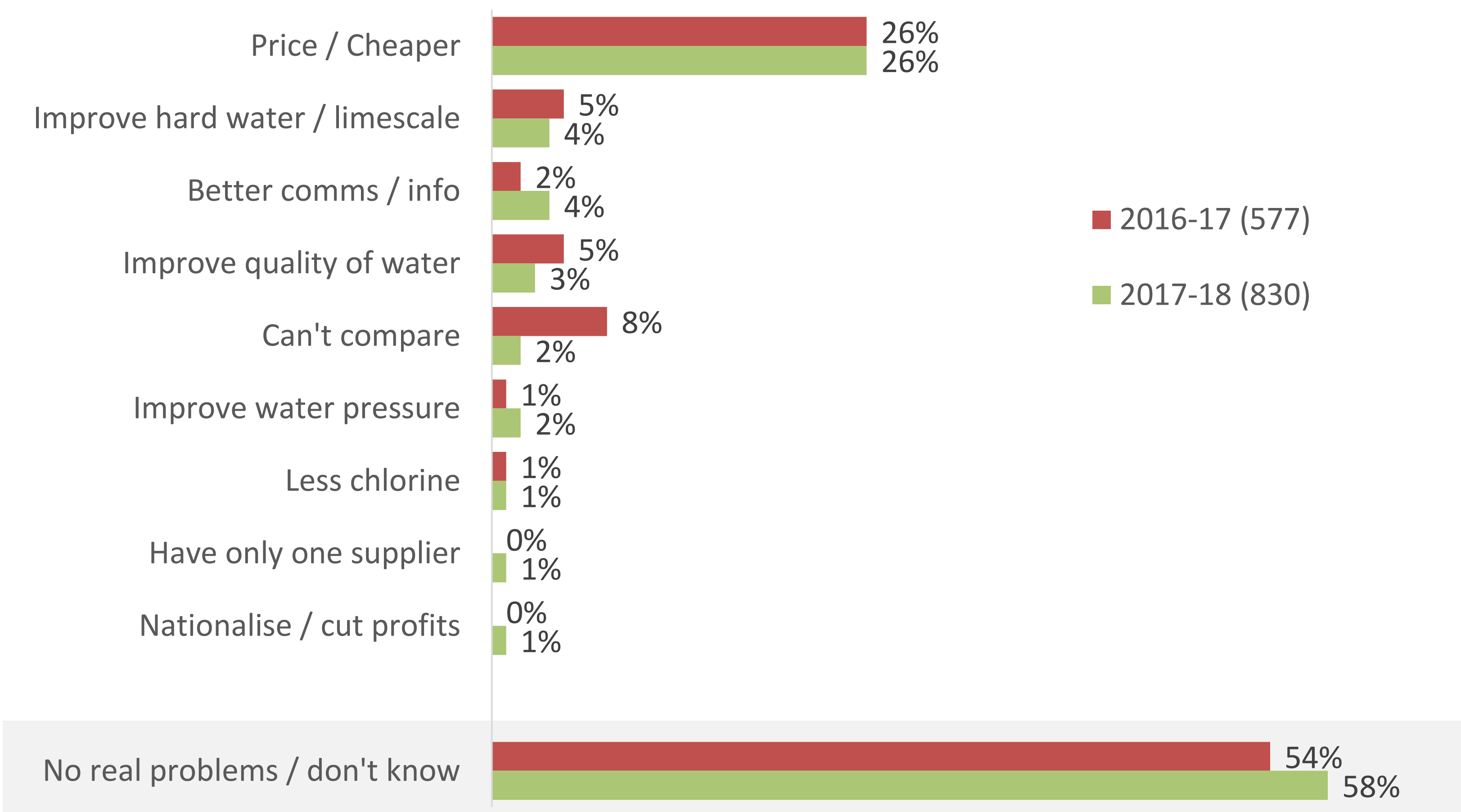




Increasing VFM…

- When thinking about how to improve value for money, the majority of customers 'do not know' – reinforcing a general lack of involvement with their water company.
- The main improvement given is simply around reducing prices, although we have seen a small growth in spontaneous mentions of nationalising / cutting profits in the last 6 months.

Q23. Can you say in your own words what would improve your view on value for money?
(Base: All who do not say 'Very good value for money')



Wessex Water YTL GROUP

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How to improve VFM - In their words…

What is driving the decline in VFM?

The decline is not about customers saying ‘poor’ value, but rather moving to a **neutral position or saying they don’t know**. Has the national debate on the water industry brought doubt, making customers **question the value status quo**?

The decline was driven by lower scores in the second half of the year (**October 2017 to March 2018**) coinciding with the **heightening debate over nationalisation**, and some water companies failing customers in cold weather

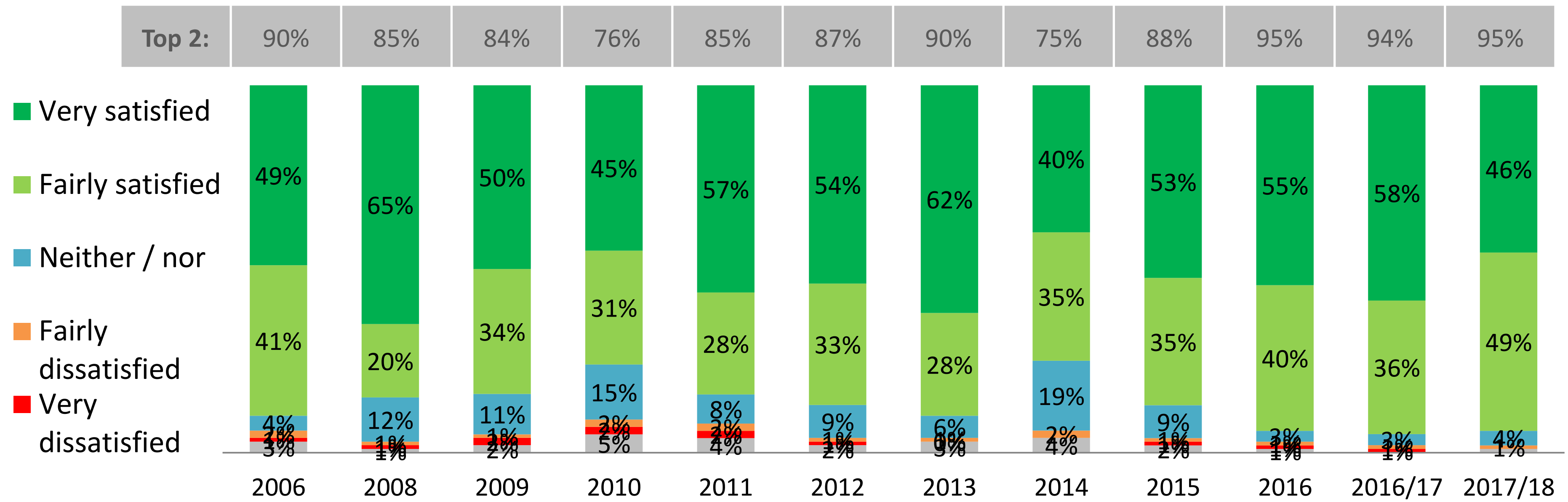
Broadly the profile of those who do not think the bill is good VFM is similar to last year; there is a slight move to a more male C2DE profile, but there is no demographic really driving the fall in VFM since last time

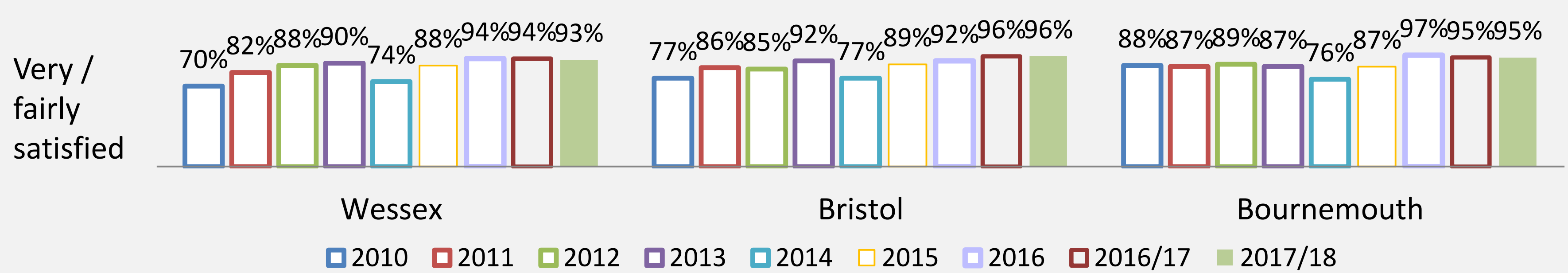
The conscious reasons around how VFM could be improved remain largely the same (with a small, but growing, minority citing nationalisation and reduced bonuses / contribution to shareholders).

Overall satisfaction levels

- While VFM shows signs of falling back, **overall satisfaction** remains very high for the third year in a row
- However, there are fewer delighted customers ("very satisfied" is now 46% vs 58% last year.)
- Customers in all three regions remain similarly satisfied

Q15(Q8)How satisfied are you with the overall service you have received from Wessex Water over the last 12 months? (Base: All)

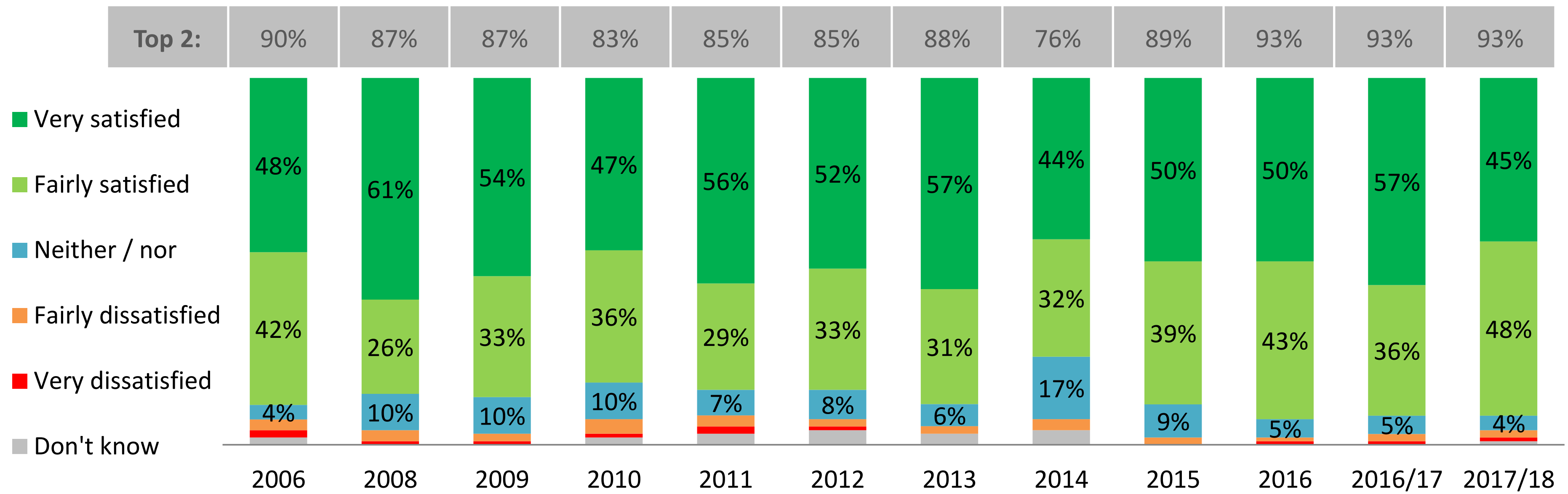


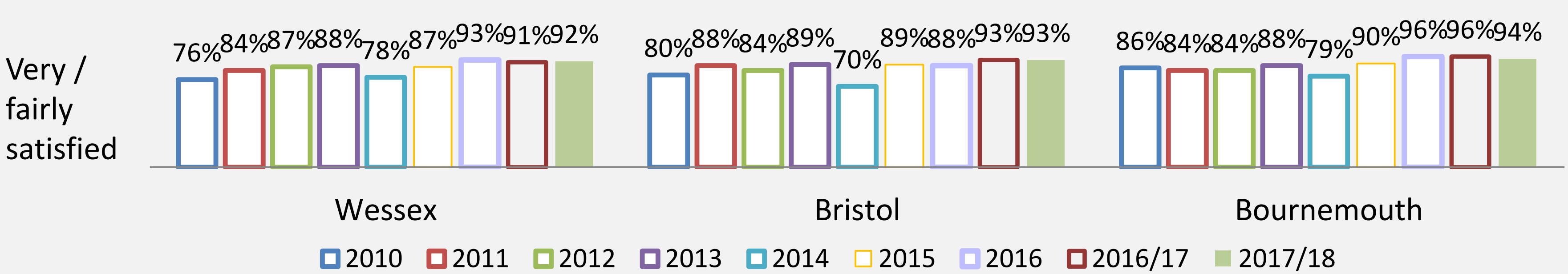


Satisfaction with water supply

- Satisfaction specifically with **water supply** has remained at 93% for the third consecutive year - maintaining the highest level since tracking began
- However, it is worth noting that those who are ‘very satisfied’ are down by 12% points this year

Q12(6a) How satisfied are you with the water supply you have received from your water company? (Base: All)

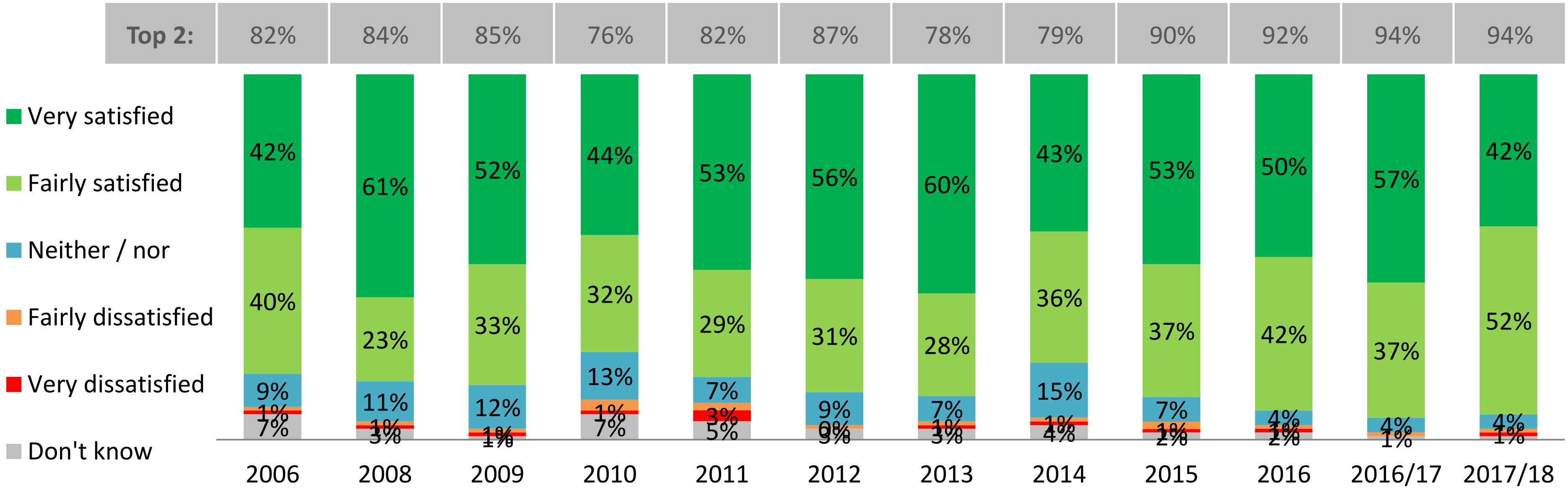


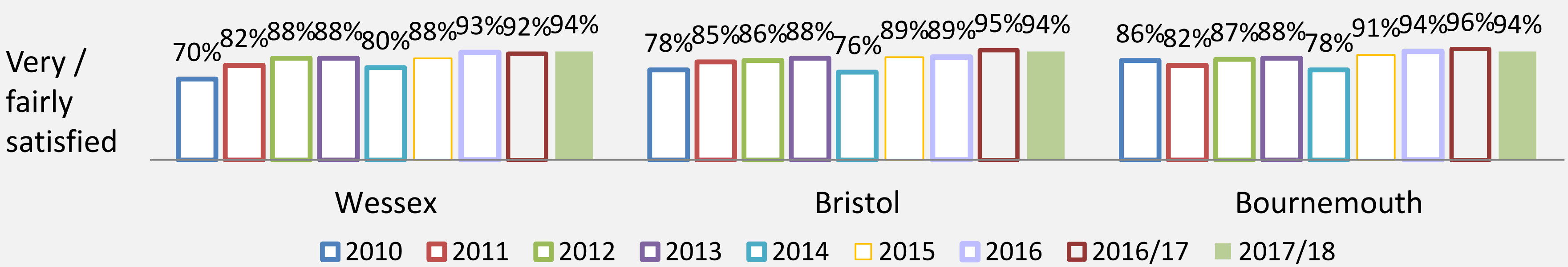


Satisfaction with sewerage services

- Net satisfaction with **sewerage services** remains very strong at 94% for the second year - the highest recorded score to date
- Again though we see a decline in 'very satisfied' since the last few years

Q13(Q7a) How satisfied are you with the sewerage service you have received from Wessex Water over the last 12 months? (Base: Not private supply, 932)





VFM and satisfaction - summary

There has been more uncertainty in customers' appraisal of VFM this year and VFM metrics have fallen from the peak seen in 2016-17 (although still remain on par with historic and industry norms)

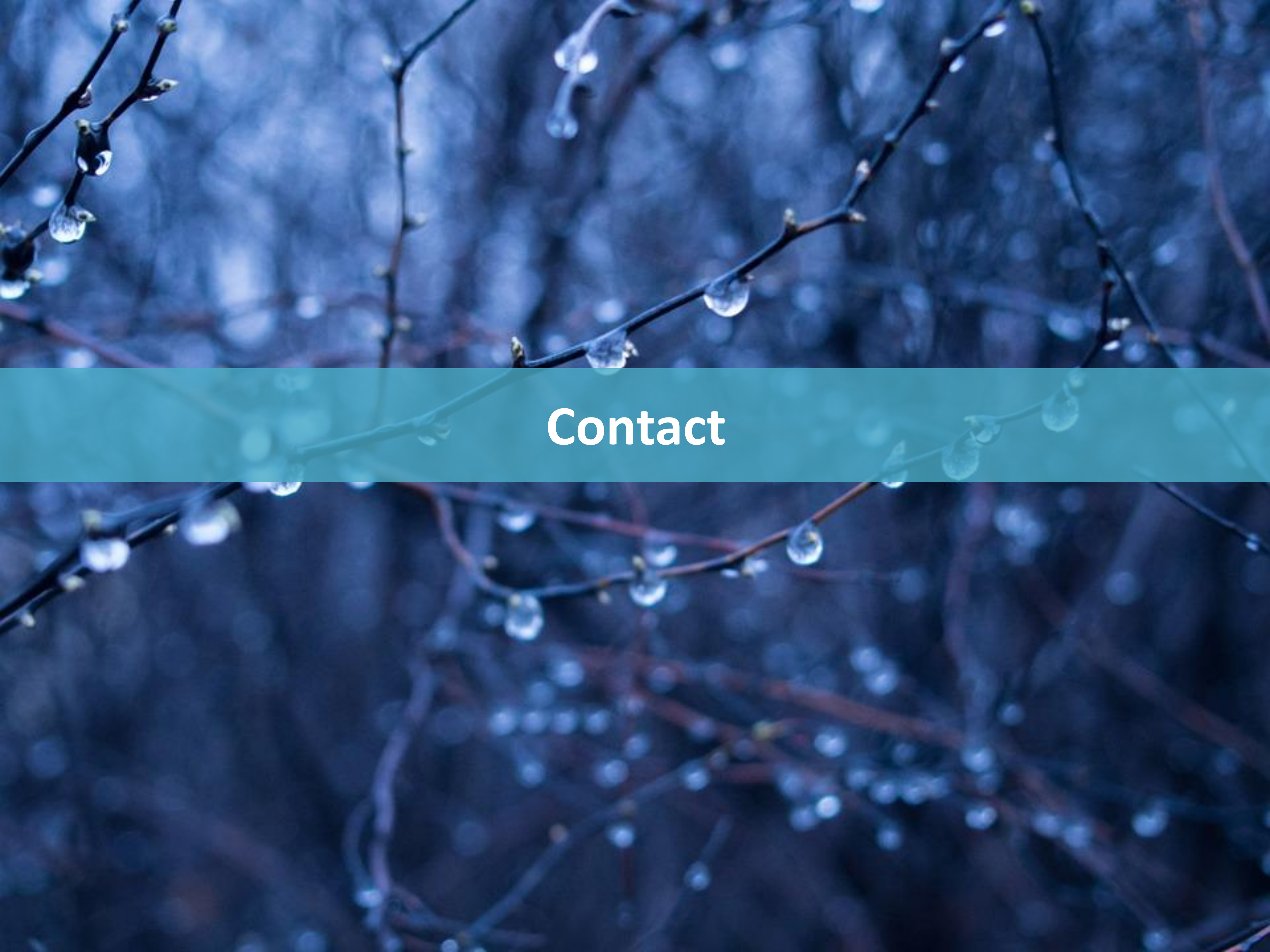
This increased uncertainty may be related to external factors – no specific groups within the Wessex base appear to be driving the change, and there's no obvious shift in what people are consciously looking for

The decrease in VFM coincides with a notable decrease in perceptions over transparency in what is happening to customers' money; it's important to be open and clear in communicating this

Meanwhile satisfaction remains very strong, consistent with the last two years of tracking

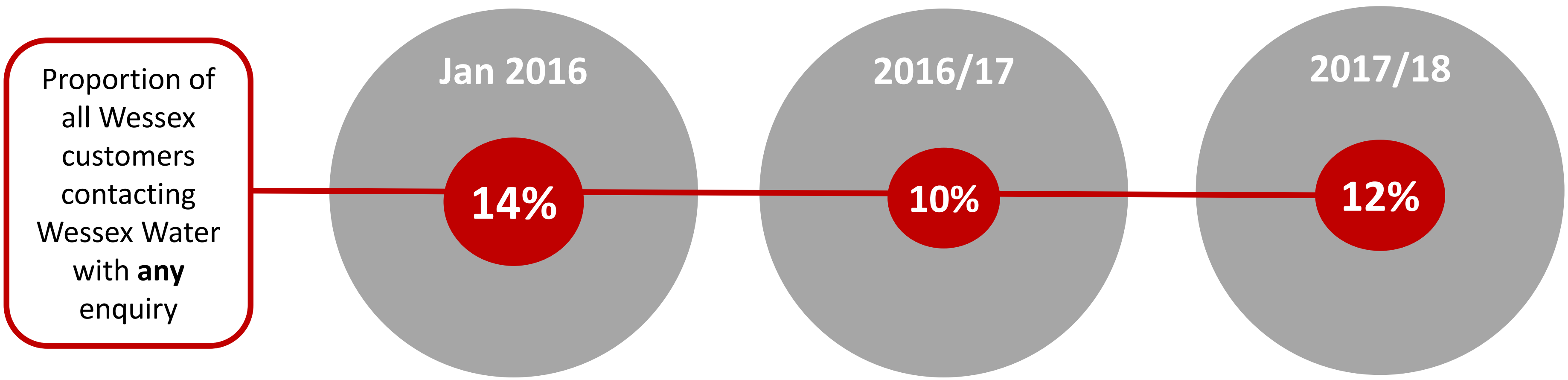
When it comes to satisfaction, customers generally have no reason to be anything other than satisfied; the task remains now to maintain very high satisfaction, rather than growing any further

Contact



Claimed volume of contacts

- Just over one in ten customers have had any reason to contact Wessex Water in the last 12 months
- Direct experience of Wessex Water customer services will only affect the perceptions of a small minority of customers



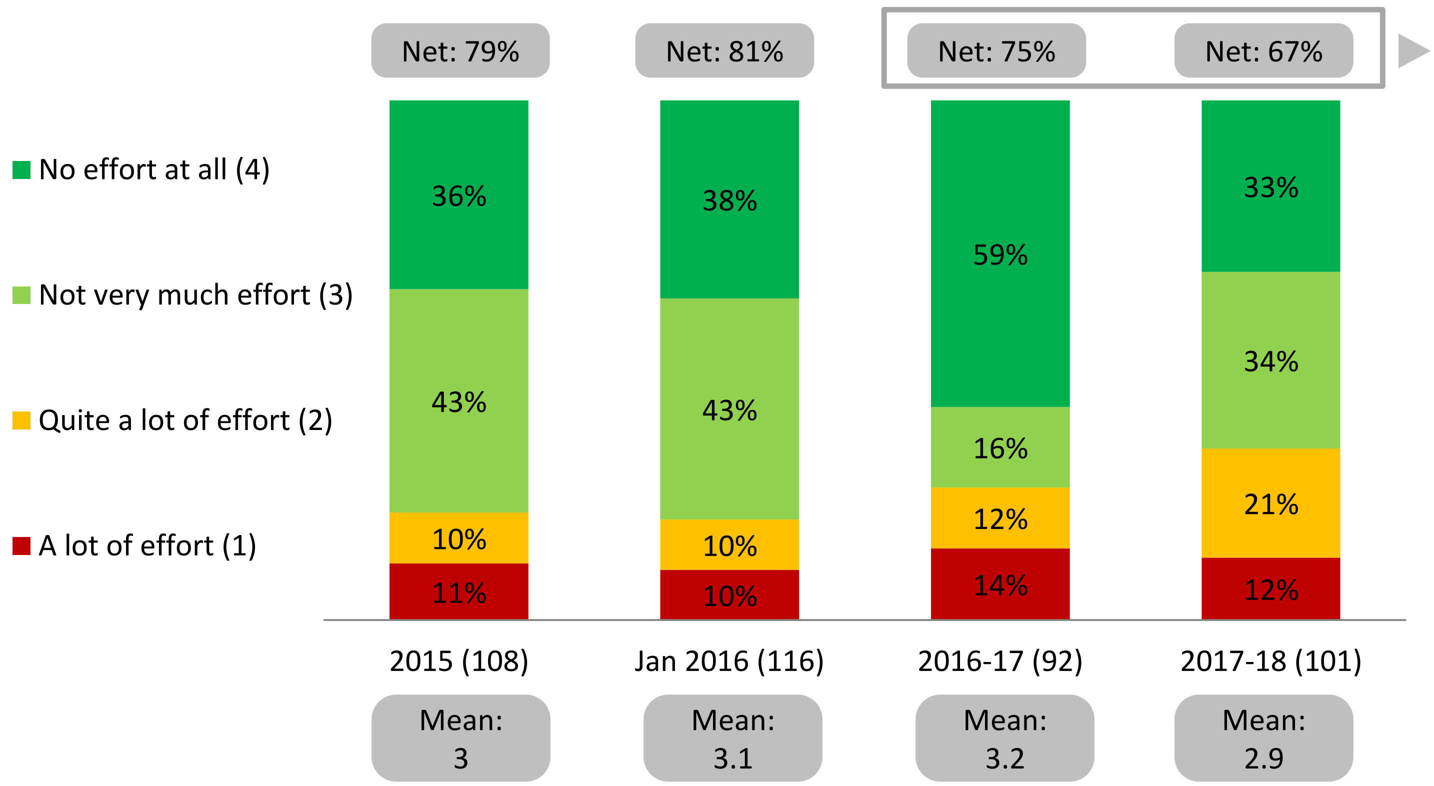
Base: Total sample

Q5. Have you contacted Wessex Water for any reason in the last 12 months?

Effort - dealing with queries

- Of those who had a need to contact Wessex Water, the rating for 'effort' is 67%
- This is a slight decrease from the 75% last year, but given the base sizes here it is **not a significant change** from the previous year; however, it is a significant downturn from the previous two years

Base: Contacted Wessex with a query relevant to Wessex



Reduces, but **not a significant change**; to be significant on this base it would need to reduce by 13 percentage points to 62%.

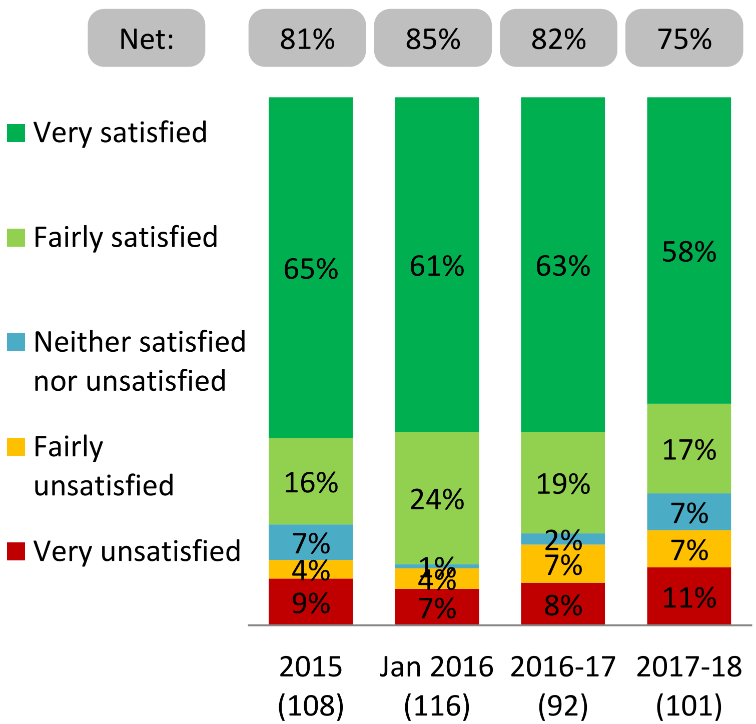
Comparing the latest period with Jan 2015 and Jan 2016 *is* a significant change

Q7(2c) Taking everything into consideration, how much effort did it take you to resolve your query with Wessex Water?

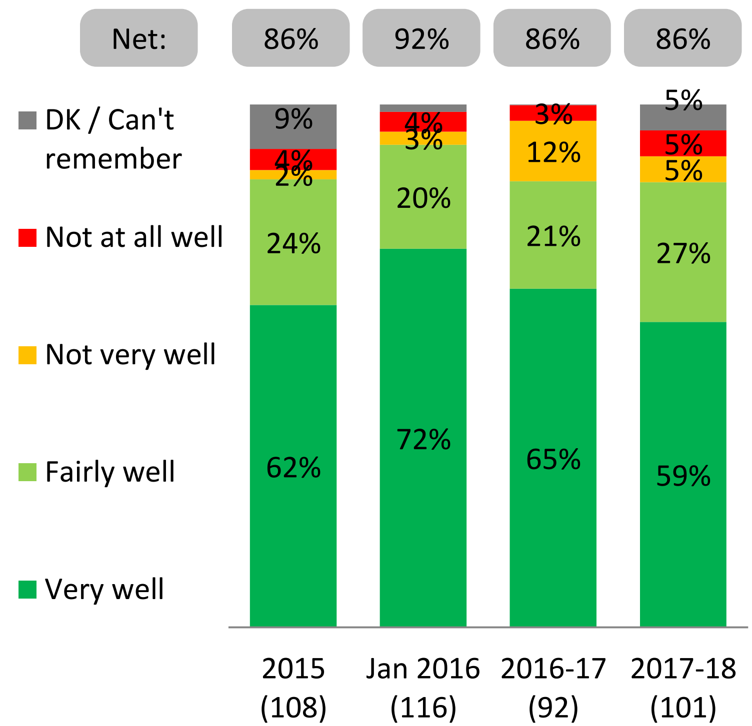
Satisfaction and fair treatment - dealing with queries

- Satisfaction with how queries were dealt with has reduced directionally this year, but this is not a statistically significant change from previous years.
- There's no significant change in perception of fairness – over 8 in 10 rate Wessex as performing well for fair treatment

Base: Contacted Wessex with a query relevant to Wessex



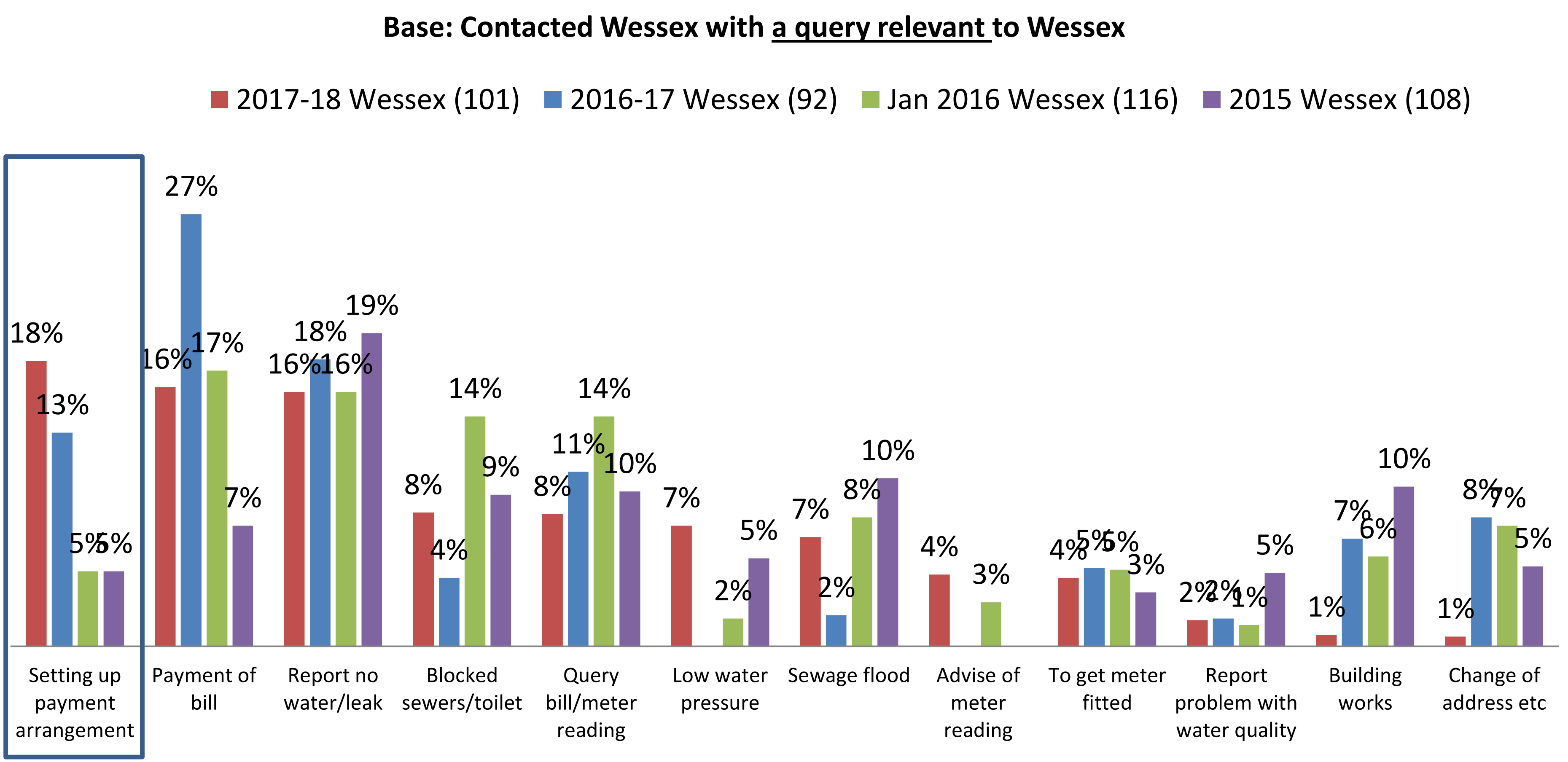
Q8(2d) And overall, how satisfied were you with the way your query was dealt with by Wessex Water?



Q9a (Q3c) Thinking back to the contact you've had with your water company in the last 12 months, how well do you think they have performed in terms of treating you fairly?

Contact over time - Wessex

- Amongst those who have contacted Wessex Water with a relevant query, this year there's slightly more focus on more complex / serious issues than last year:
  - More setting up payments, but less simple payment of bills
  - A little more evidence of low pressure and sewage flooding than last year
- This change in profile in the nature of contacts may affect the 'effort' score

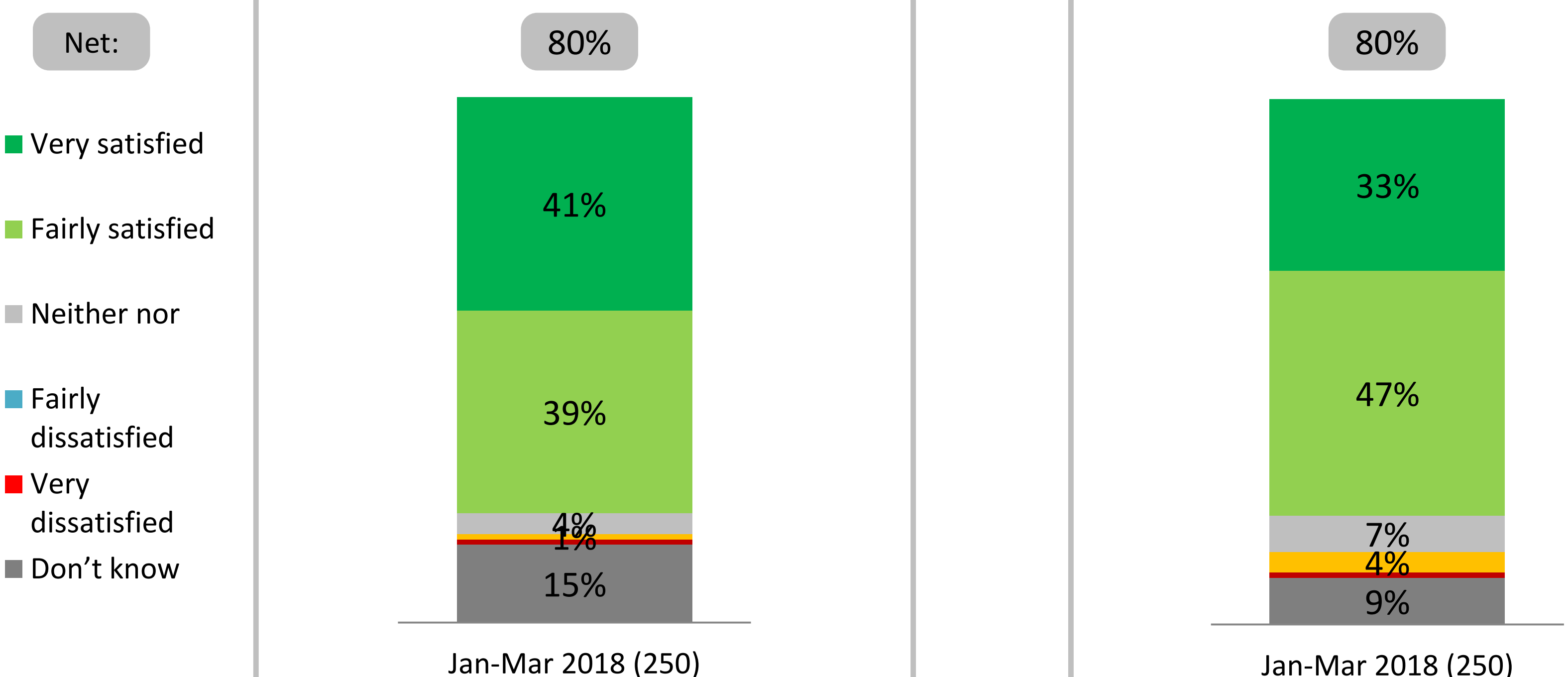


Q6 (2b) What was the main reason for your contact?

Satisfaction with accessibility

- Accessibility is a multi-faceted area: Both the breadth of channels by which customers can access Wessex Water's services, and the ease of understanding these services, need to be considered
- Most customers are broadly happy with accessibility, although a reasonable proportion say they 'don't know' about the methods of contacting Wessex – many will have had limited need to do so

Base: All respondents Jan-Mar 2018 (250)



Q17C_4. How would you rate Wessex Water's performance in - The range of methods through which you can contact them?

Q17C_5. How would you rate Wessex Water's performance on - They make information about their services clear and easy to understand ?

Contact - summary

It's still only a small minority of Wessex customers who are making contact.

There are some signs that customers may be having to make a little more effort when contacting– although it is not *significantly* different to last year.

Of this year's contacts, there's more focus than ever on setting up payment arrangements (indicatively higher effort) – impetus for improving systems behind this?

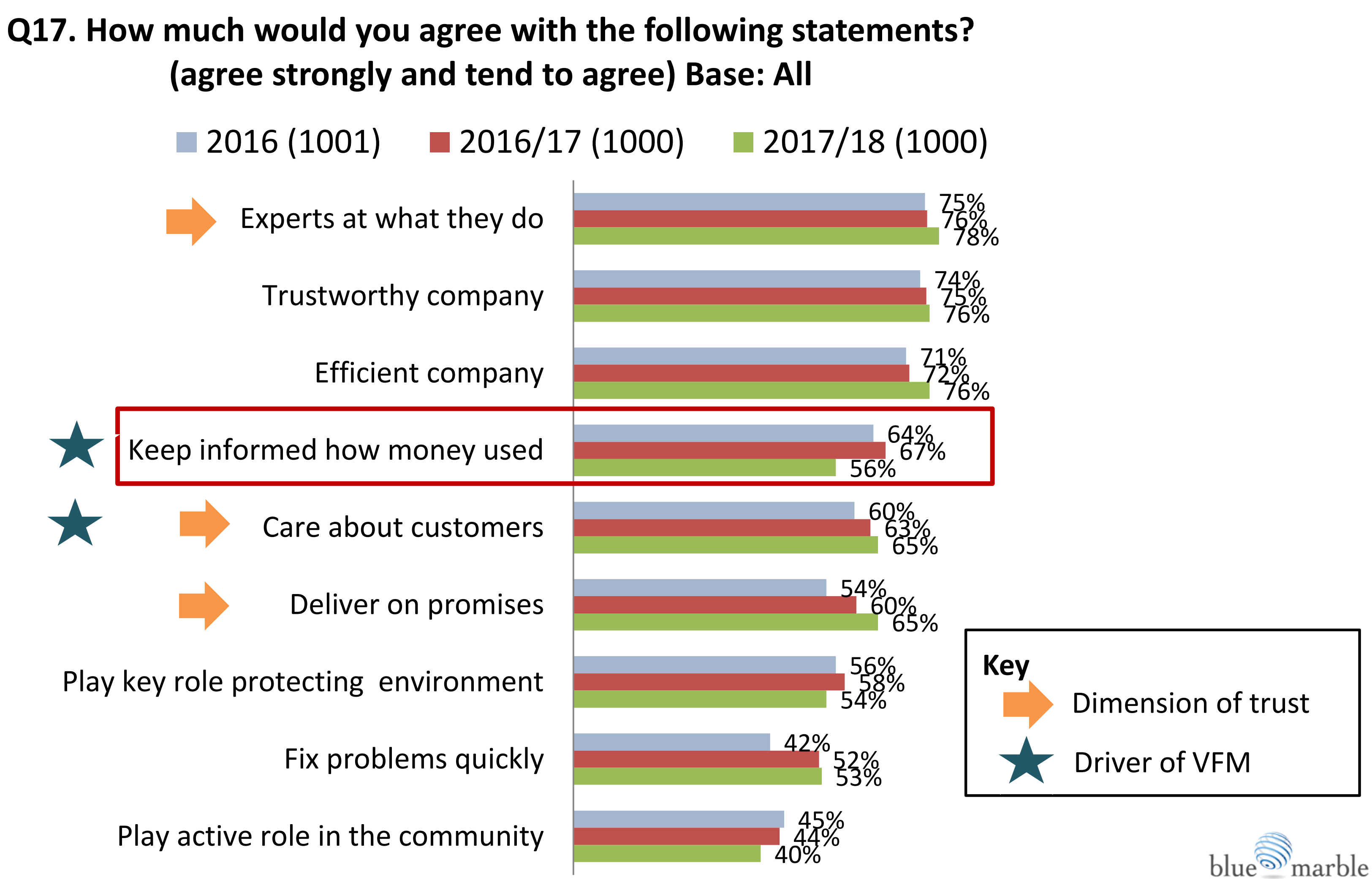
There are no significant changes in satisfaction with query resolution or 'fairness' of customer handling, but slight directional declines; is this impacted by the overarching public outlook?

An early read on broader accessibility suggests positive perceptions on both *how* customers can contact, and the *clarity* of information available, although a notable minority simply 'don't know'

Attitudes to Wessex Water

Image of Wessex Water

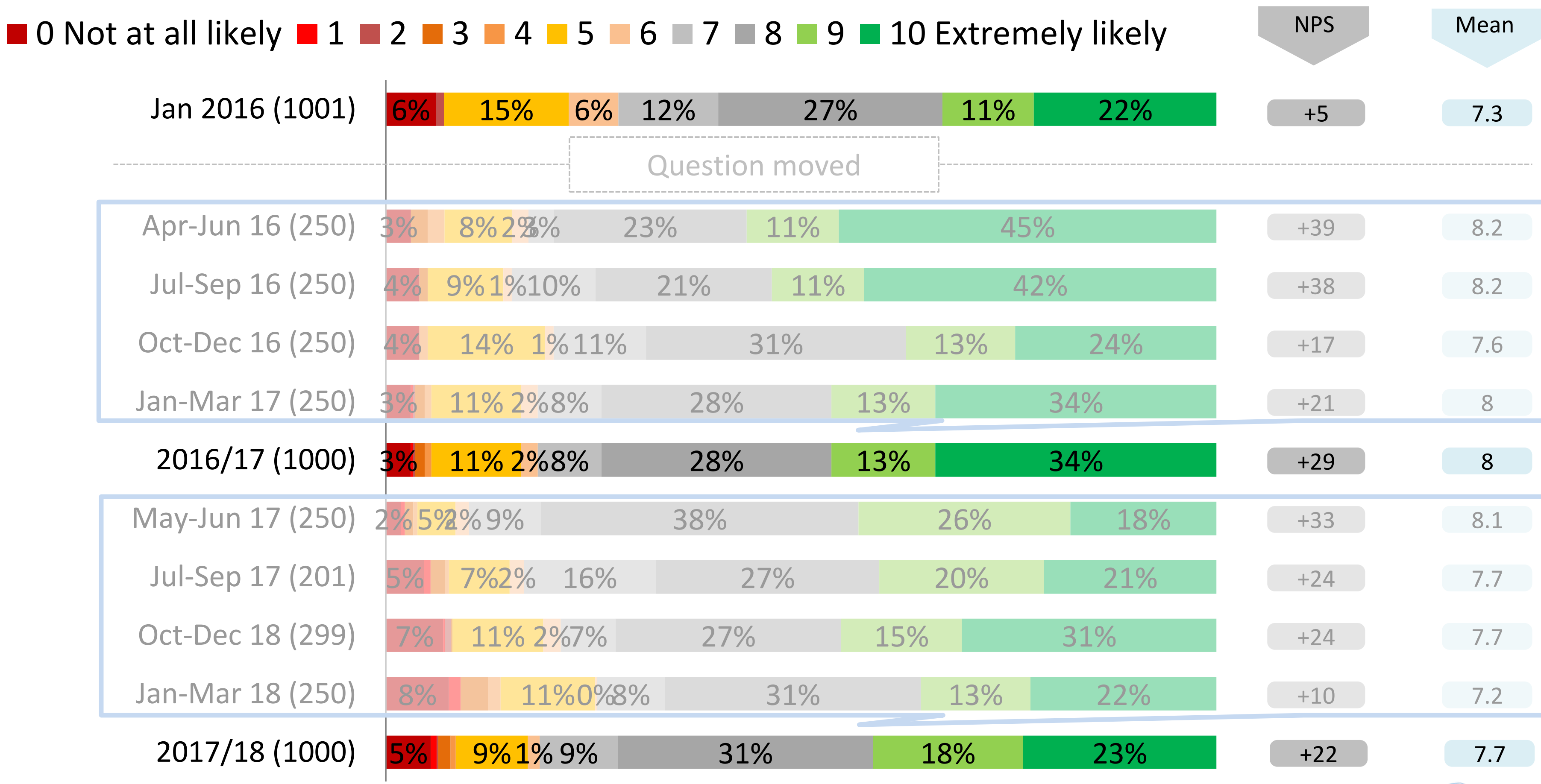
- An enduring part of Wessex Water's image remains the perception that it is 'expert' (competence)
- It's less associated with 'caring' (benevolence) and 'delivering on promises' (integrity) – although delivering on promises is up significantly (60% to 65%)
- There's a decline for 'keep informed how money used' – which is linked to VFM



Net promoter score

The net promoter score, which can be a volatile measure, has dropped in the last Quarter. This slight 'cooling down' may coincide with debate at the national level about water companies.

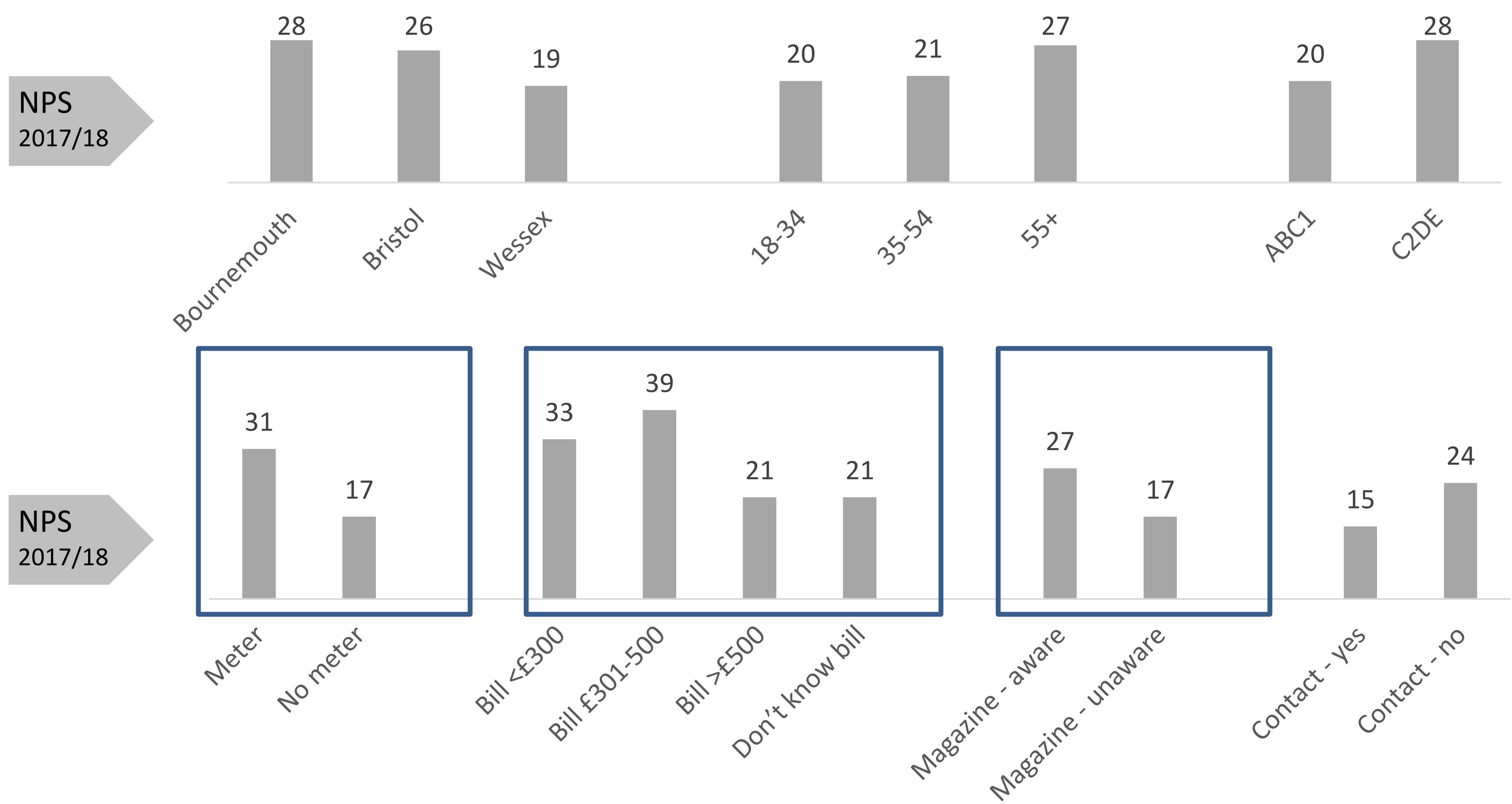
New Q33 If you were able to choose your water and sewerage provider, how likely would you be to recommend Wessex Water to a friend or colleague? *(Base: all respondents)*



Net promoter score

- The NPS rating is particularly influenced by having a water meter – those customers who do are more likely to be advocates. Lower bill sizes also prompt a higher NPS score
- Furthermore, those aware of the Wessex Water magazine are more likely to be more positive

Q33 If you were able to choose your water and sewerage provider, how likely would you be to recommend Wessex Water to a friend or colleague? (Base: All)



Net promoter score

- Reasons for the level of recommendation are consistent with last year.
- Underlines that the key salient issues are 'having no problems' and price!

- **Had no problems – 33%** (38%)
- I'm satisfied/ happy – 17% (12%)
- I get good service – 12% (11%)

Never had any problems and everything seems to be covered in the way they treat customers and what they do for the community

I've never had any problems, they're the local water company and it works.

A good service if you have problems paying your bill they give you longer.

- **Have not been able to compare – 18%** (23%)

No choice

Hard to say without comparing but no problems.

- **Price issue - 3%** (3%)
- Water quality / pressure issue – 3% (3%)
- Had a problem (unspecific) – 2% (2%)
- Wouldn't recommend a water company – 2% (1%)

The issues with pressure still not resolved.

Well they are expensive

The water quality could be better

It's a monopoly

(Figures in brackets are for 2017)

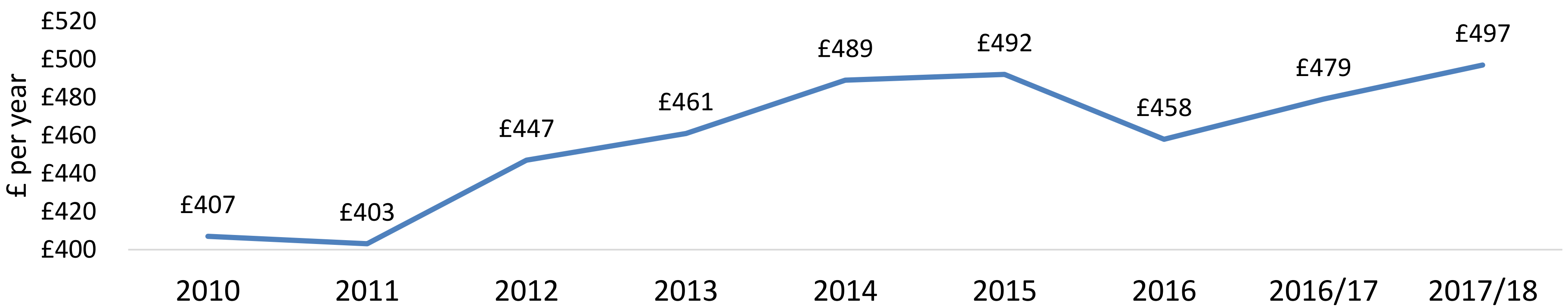
Billing and Communication

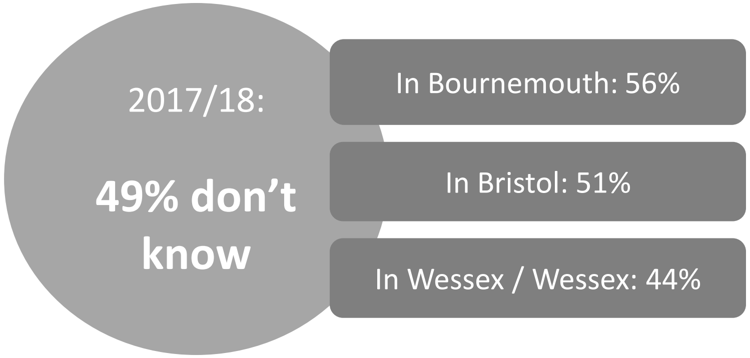
Perceived bill size

- The average perceived bill price is up this year – the highest figure to date
- However, over half of customers either cannot give an estimation of their bill size or say that it's 'just a guess' – there is greater uncertainty this year than last

Q14 Roughly how much do you think you currently pay?

Average perceived bill price (Base: All giving estimate, 515)



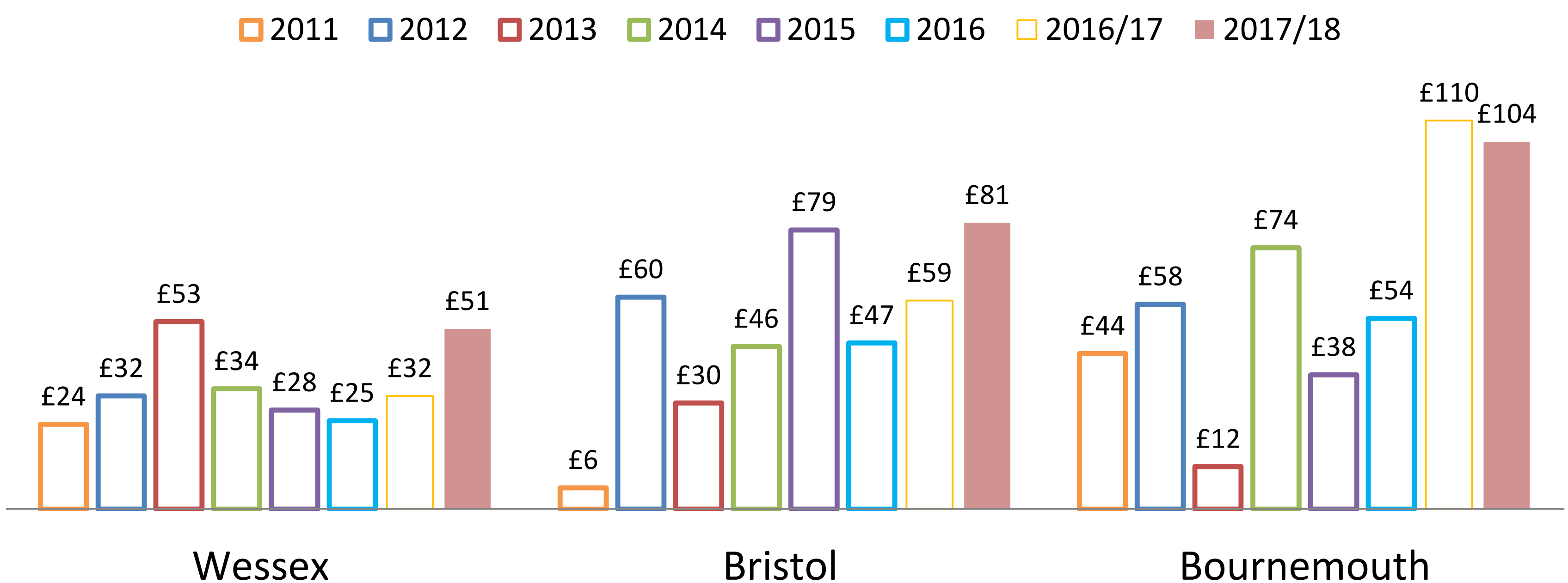


N.B. of those who do give a figure, 26% say it is 'just a guess'

Perceived bill size - overestimation

- Customers across all three regions continue to overestimate their bill price
- Bristol customers, and particularly Bournemouth customers - over-estimate more than Wessex/Wessex customers; is this related to the different bill branding / format?

Q20 (4a) Roughly how much do you think you currently pay, combining your water supply and sewage service? (Base: All those who can estimate bill, 515)

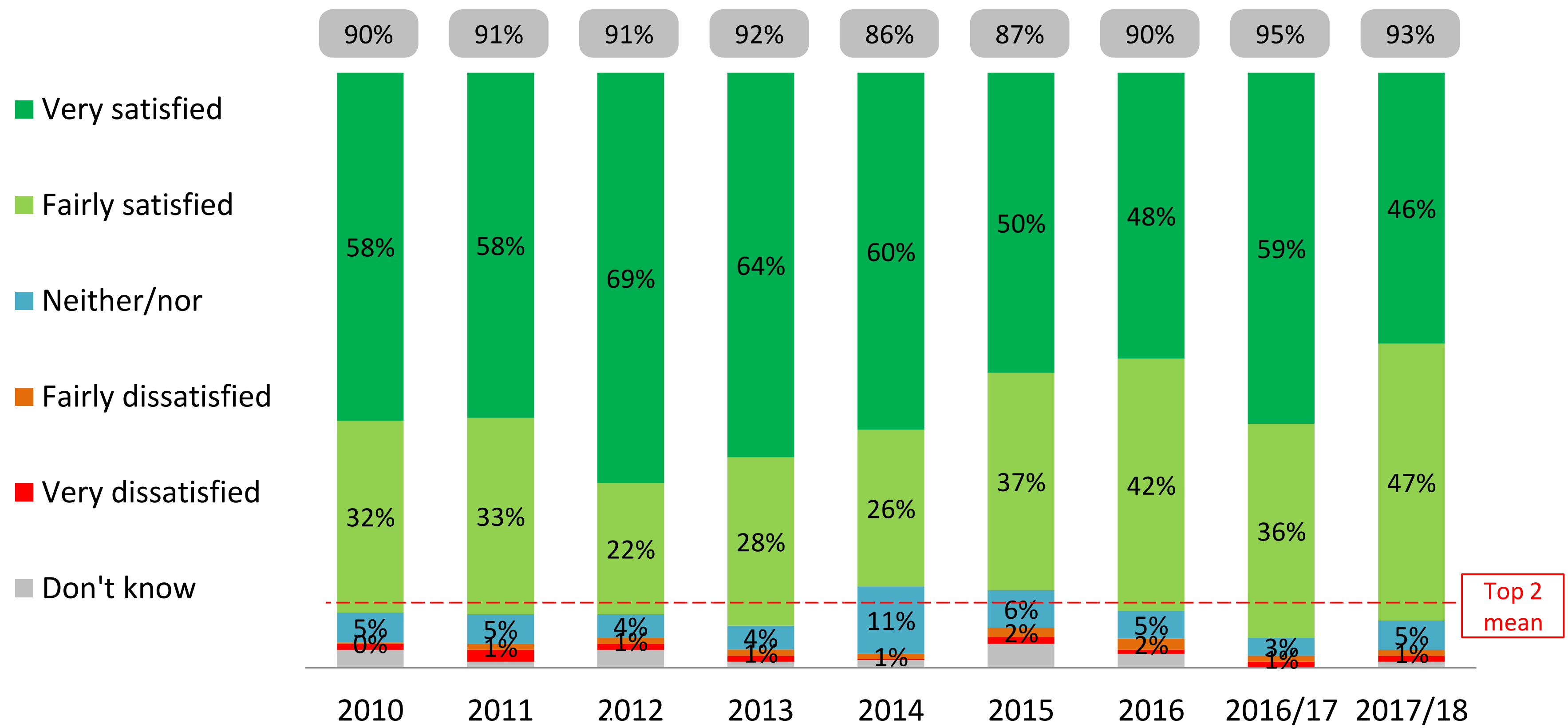


Wessex	Bristol	Bournemouth
Actual £462	Actual £392	Actual £378
Perceived £513	Perceived £473	Perceived £482

Satisfaction with billing

- Customers continue to be very satisfied with their billing by Wessex Water – a key driver for VFM
- Overall satisfaction with billing is at 93% this year
- The number saying 'very satisfied' has diminished this year after picking up last year

Q14 (Q14a) Thinking now about your billing, how satisfied are you with the way Wessex Water has handled your billing over the last 12 months? Base: All



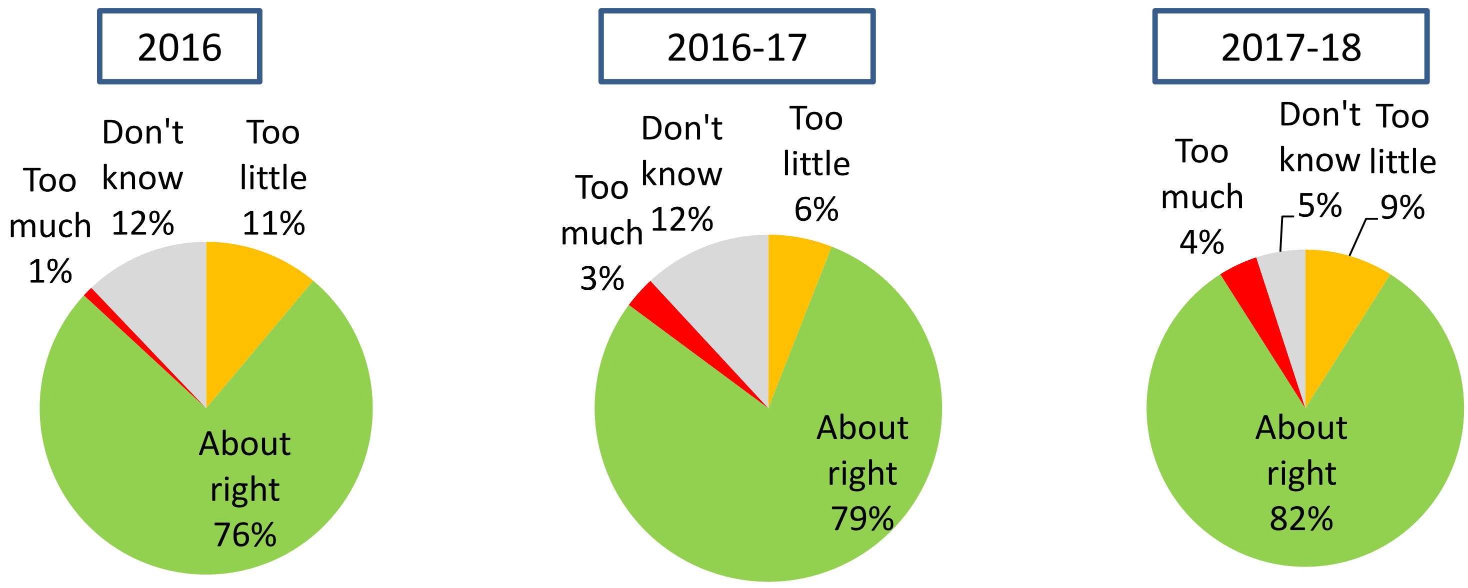
★ Satisfaction with billing is a key driver of VFM

NB: question wording altered in 2016
2010-2015: Overall how satisfied are you with the way Wessex Water handles your billing?
2016: Thinking now about your billing, how satisfied are you with the way Wessex Water has handled your billing over the last 12 months?

Meeting information needs?

- 82% of customers think Wessex Water provides customers with the right amount of information compared to 79% in 2016/17
- The low level of people saying 'too much' suggests Wessex Water have tacit permission to communicate more

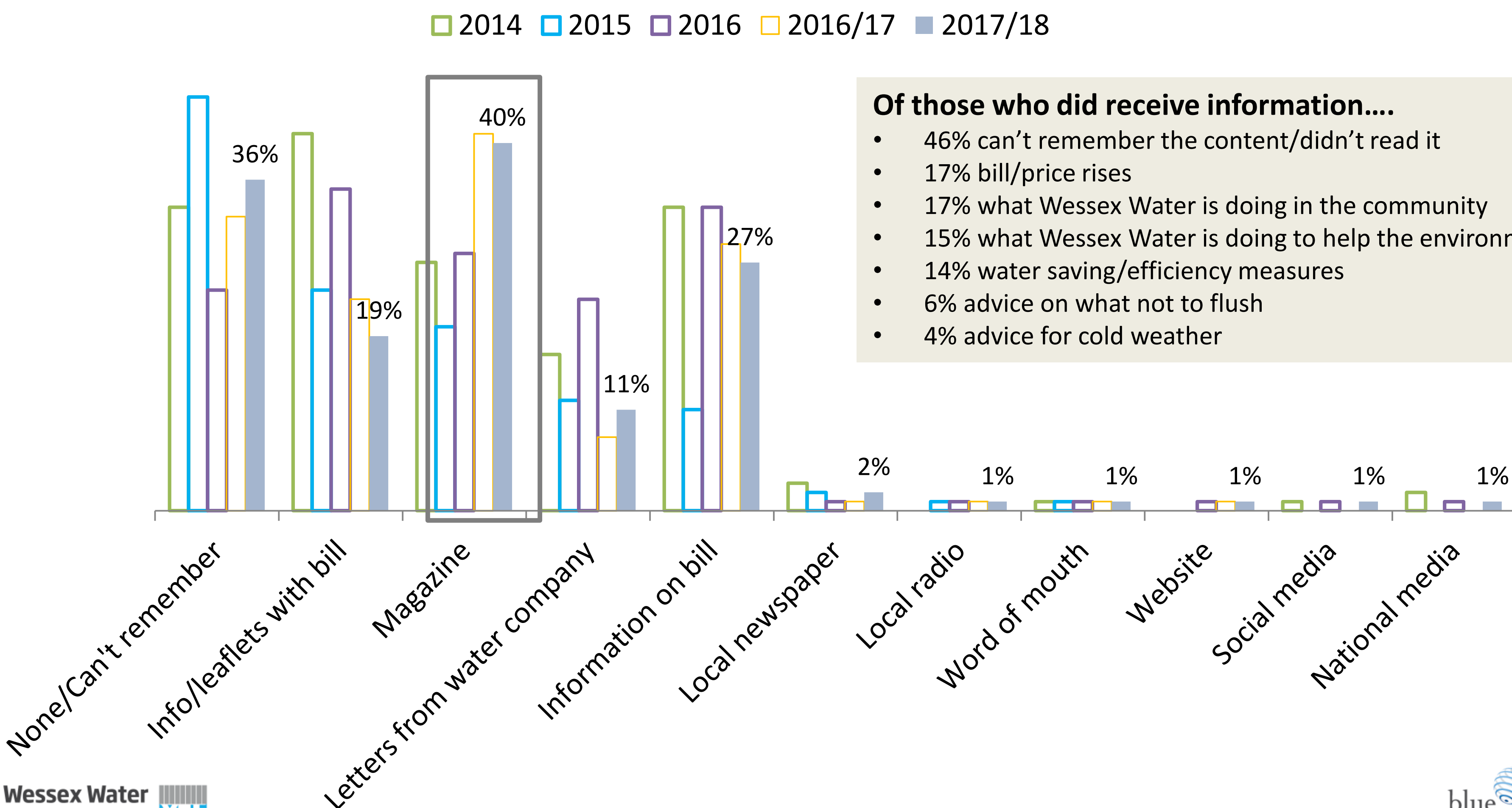
Q26 (24)Overall do you think Wessex Water provide their customers with too little, too much or about the right amount of information? (Base: All)



Recall of recent communications

- There's been a sustained increase since 2016 in recall of having received information via the **magazine,** but just over 1 in 3 still cannot remember any communication at all
- Customers remember hearing about bill increases, action for community & environment, and water saving

Q24(19) Please can you tell me all the different ways that you have received information from your company or heard about your water company in the last year? (Base: All)



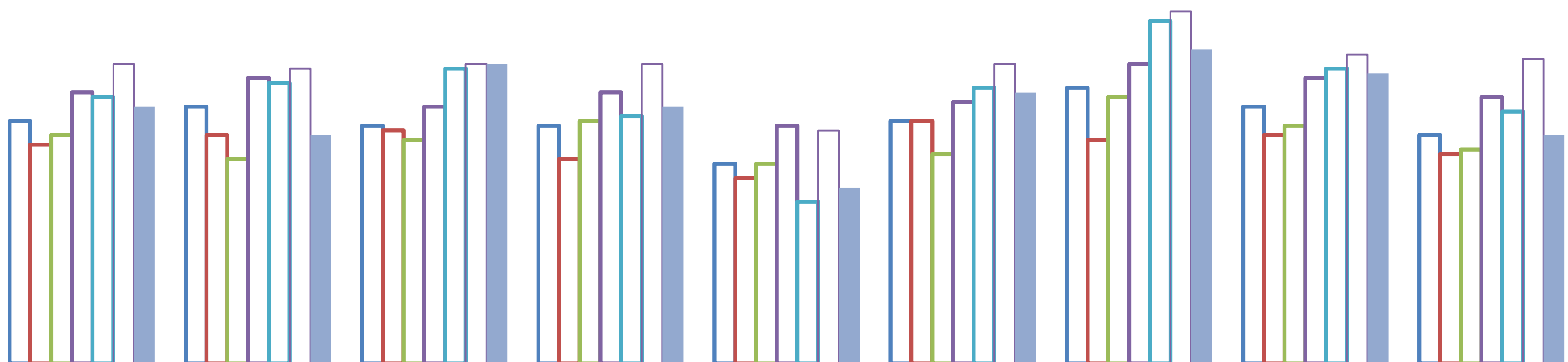
Of those who did receive information….

- 46% can't remember the content/didn't read it
- 17% bill/price rises
- 17% what Wessex Water is doing in the community
- 15% what Wessex Water is doing to help the environment
- 14% water saving/efficiency measures
- 6% advice on what not to flush
- 4% advice for cold weather

Prompted magazine recall

Magazine recall has fallen from last year's high of 63% to 54% There have been decreases particularly Bournemouth customers, the 16-34 age group (falling from a relatively low start point) and C2DEs.

Q27. Wessex Water publishes a magazine. Do you recall receiving this newsletter last autumn / in the last year? (wording changed) (Base: all)

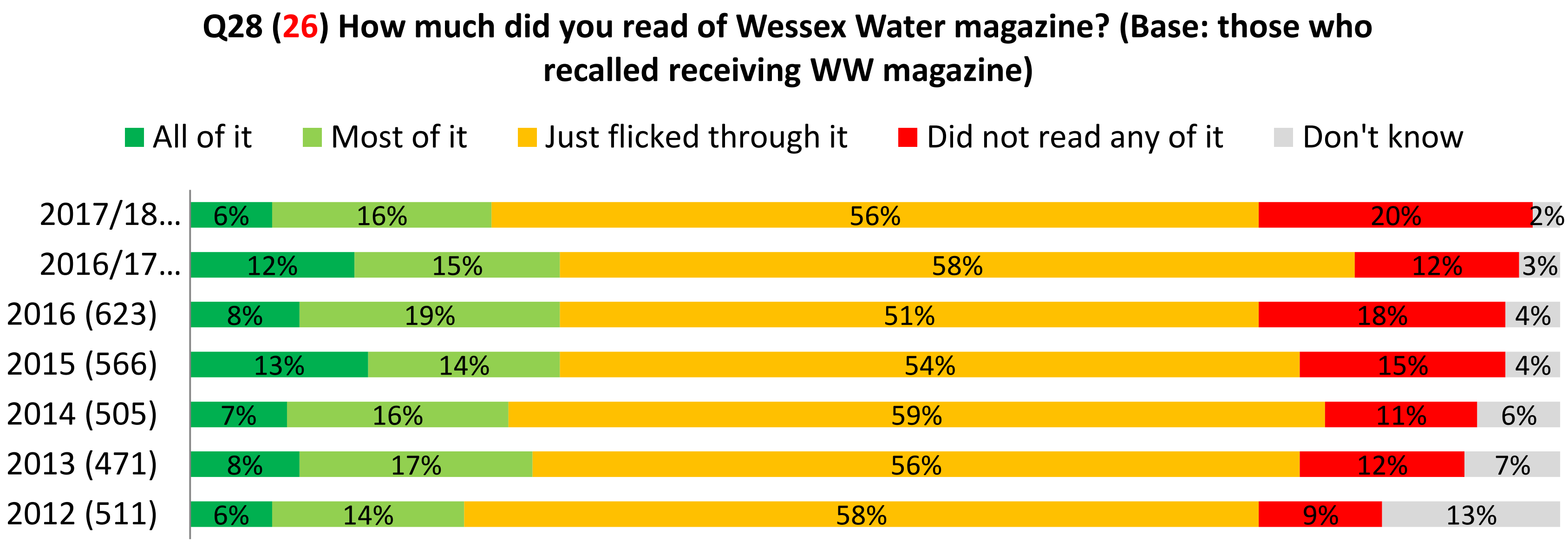


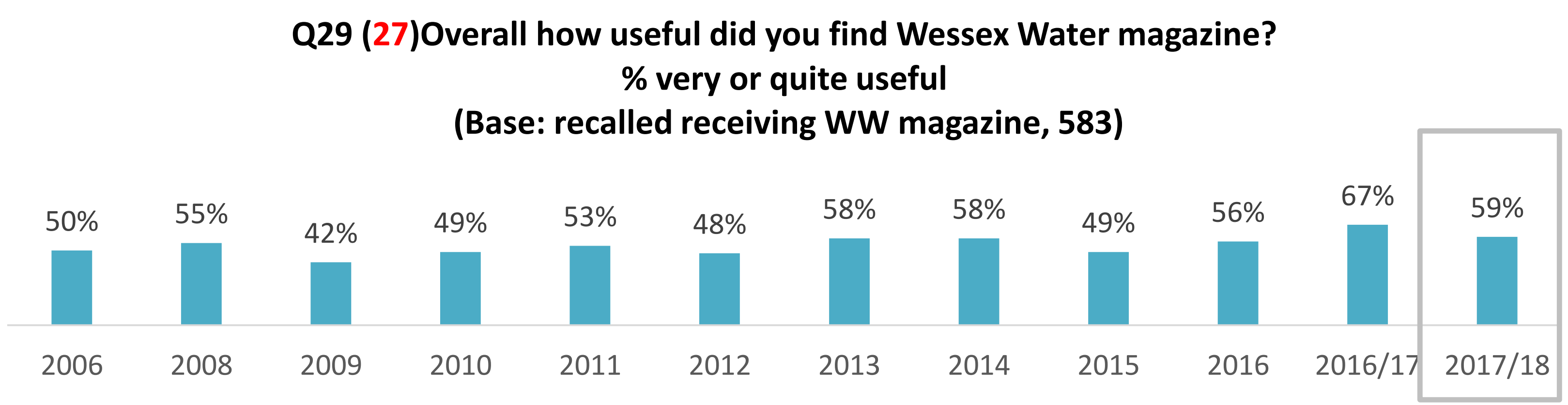
	Total	B/mouth	Bristol	Wessex	16-34yrs	35-54 yrs	55+ yrs	ABC1	C2DE
2012	51%	54%	50%	50%	42%	51%	58%	54%	48%
2013	46%	48%	49%	43%	39%	51%	47%	48%	44%
2014	48%	43%	47%	51%	42%	44%	56%	50%	45%
2015	57%	60%	54%	57%	50%	55%	63%	60%	56%
2016	56%	59%	62%	52%	34%	58%	72%	62%	53%
2016/17	63%	62%	63%	63%	49%	63%	74%	65%	64%
2017/18	54%	48%	63%	54%	37%	57%	66%	61%	48%

★ Magazine recall is a key driver of VFM

Magazine readership

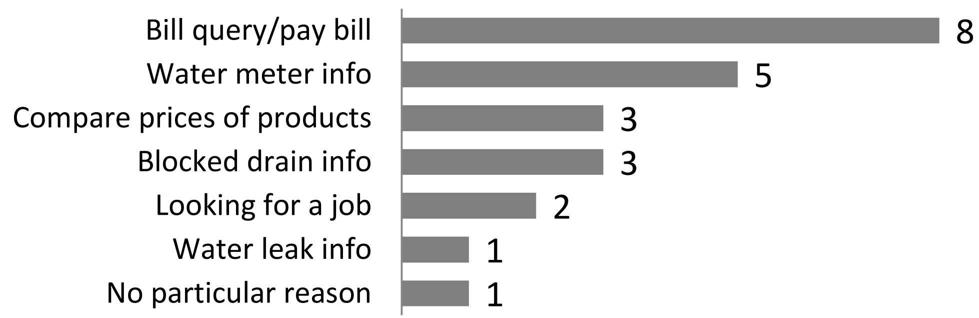
- Quality of magazine readership has fallen slightly this year, although the majority who recall receiving it still at least have a flick through; important communications need to be salient to grab attention
- Usefulness has fallen slightly to 59% from last year's all time high of 67%, but remains a good level





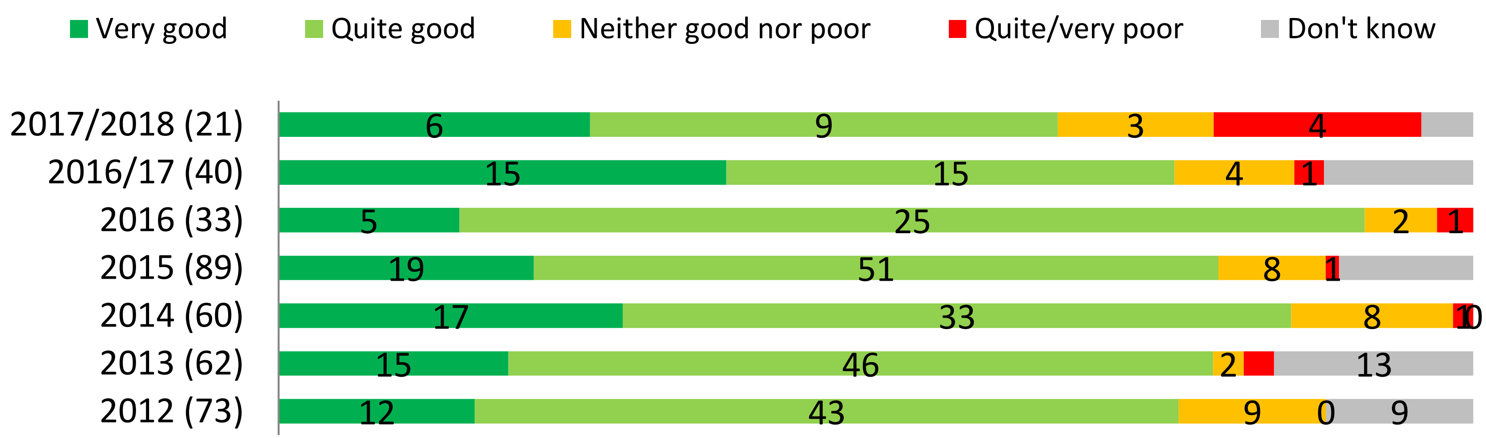
Only 2% have visited the website
(4% in 2016/17)

Q31 Why did you visit the Wessex Water website? (Base: all who visited website, 21). Actual numbers



The majority who visit the website rate it as ‘good’. Numbers of visitors are too low to make firm conclusions on whether this is improving.

Q31 Overall how would you rate Wessex Water’s website? (Base: all who visited website, 21). Actual numbers



Wessex Water continues to major on having an ‘expert’, ‘authoritative’ image, but less one which customers are warm towards. Care needed as YTL ‘large corporation’ overtones could further distance from ‘softer’ values

Another element influencing image and VFM is perceived bill size – this year bills are perceived to be at the highest level to date, and there is plenty of evidence of a sense that bills are going up – even if this is not really the case

While customers are still very satisfied with the **process** of billing, are there ways in which the communication of the bill price could be better displayed (as customers particularly in Bournemouth over-estimate cost)

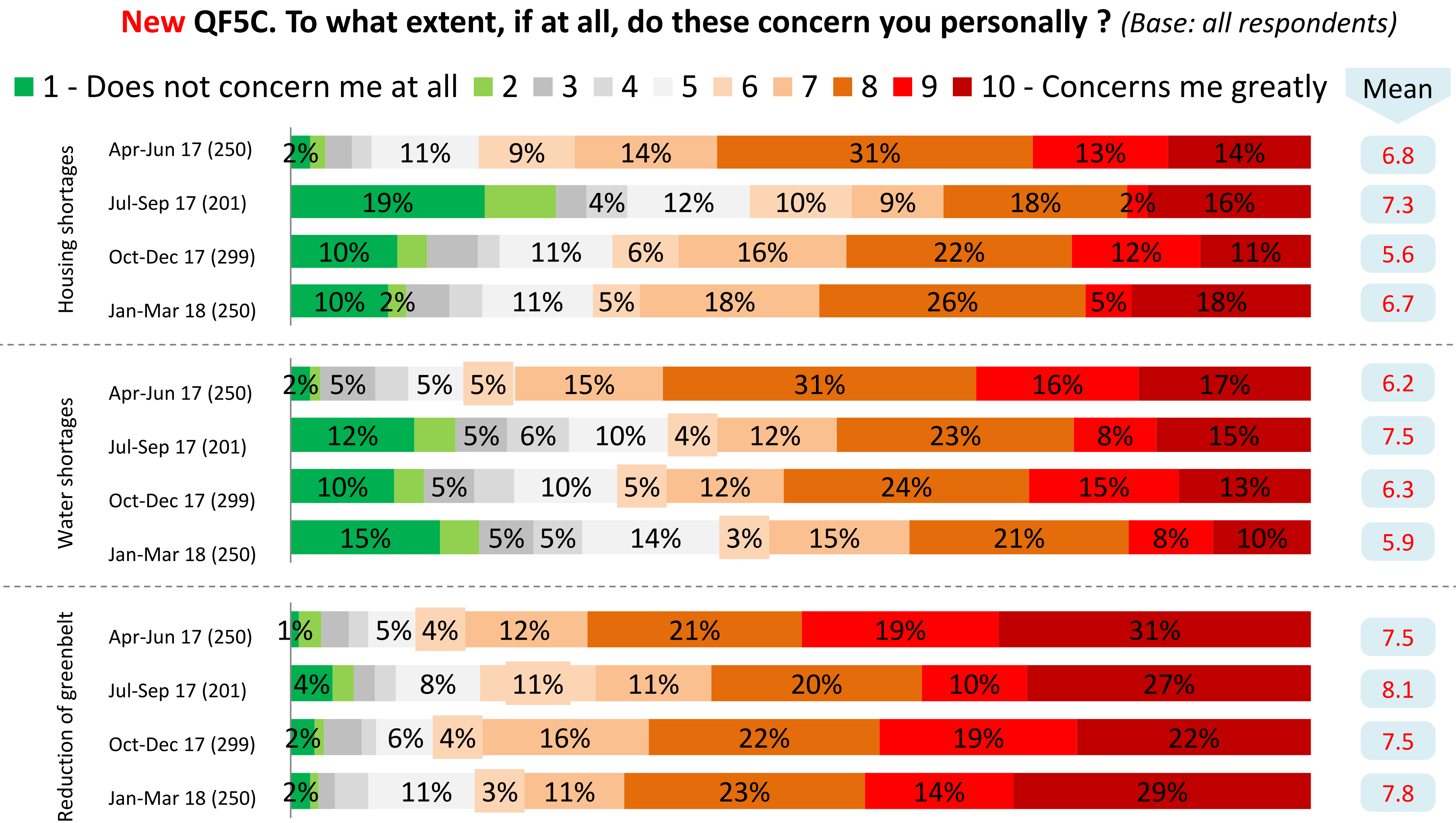
The magazine continues to have widespread recall, if not quite at the peak of last year; however, despite good levels of readership, VFM has faded in the second half of the year – revisit the primary messages put across?

The website is till an under-used resource; even though there seems to be a little more reticence around automated services this year, it remains an important mode of contacting certain customer types


Wider attitudes

Personal concerns

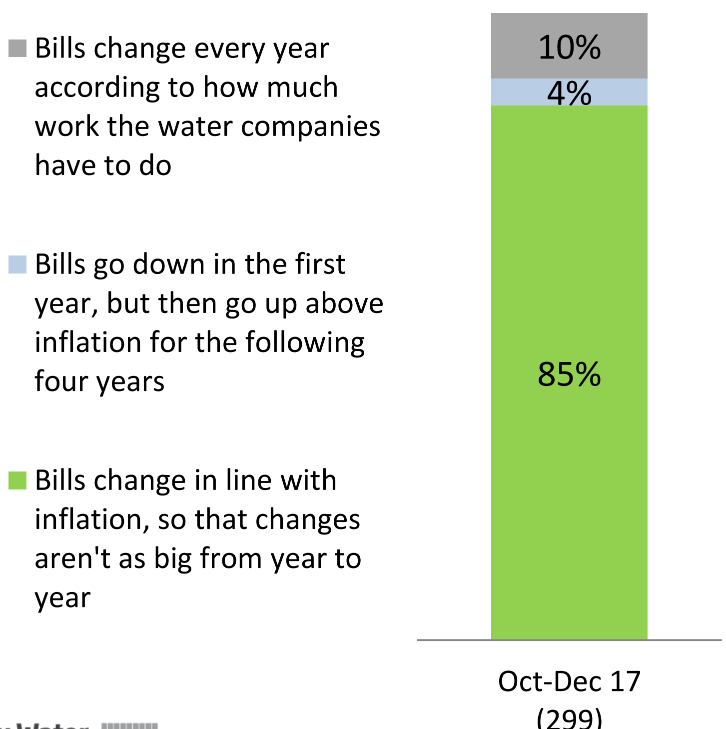
Despite well publicised issues with water supply in some regions of the UK, Wessex customers do not seem so concerned about possible shortages as we move into the early part of 2018.



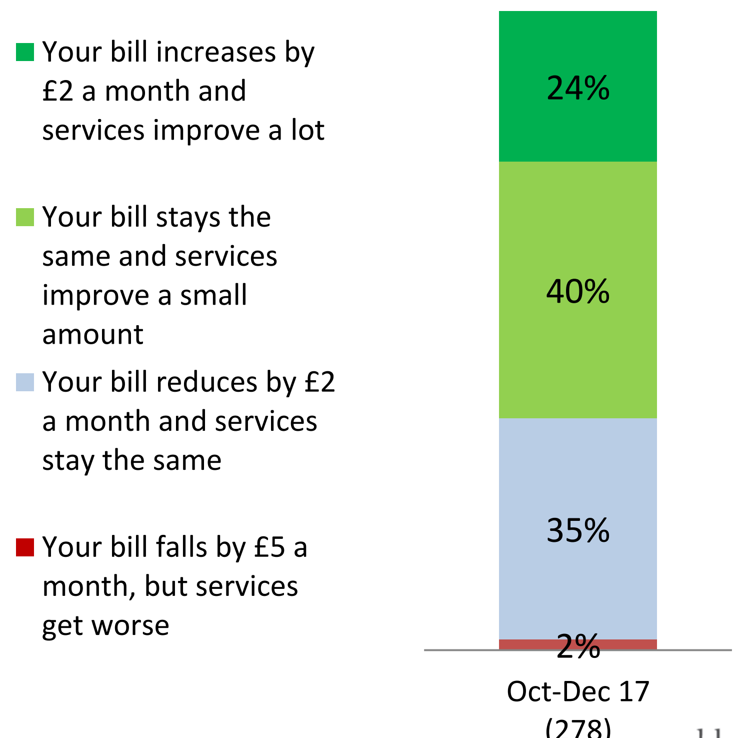
Attitudes towards future bills

When asked about attitudes to bills in future, the message from customers is that they want **consistent, low bills**, without risking services getting worse.

QF6 There are three possible options for what could happen to your bill over the coming 6 years. If you had to choose, which of the following options would you prefer? *(Base: all respondents)*



QF7 Which one of these options would you prefer in future? *(Base: all respondents*



Wessex Water YTL GROUP

blue marble

Looking ahead

Summary

- This year, we have seen the most pessimistic view of household and national economic outlook to date amongst Wessex Water customers
- In this context, there appears to be some growing sensitivity around value for money
- VFM ratings suffered particularly in the October 17-March 18 period when the water industry was hitting the headlines (…and not for the right reasons)
  - A combination of economic pessimism and water companies being featured in the news and in political debate, may be creating uncertainty as to whether Wessex Water offers good value for money
- There's also reduced endorsement across the latest year of tracking that Wessex Water 'make it clear how money is being used'; this decline may also be related to water companies featuring prominently in the media
- However, putting aside the 'cooling down' in value for money perceptions, satisfaction with water supply, sewerage services, and service overall, remain very strong
- Satisfaction with billing also remains consistently high
- Awareness of the magazine has not quite matched the very high level of last year, but remains good
- Across the year, there's been a directional deterioration in the measure for effort needed when contacting Wessex Water – while this is not a significant change since last year, it is lower than we saw in 2016

Looking ahead

Water in the news: Increasing awareness / sensitivity to how water companies work and how they justify their billing

Increasing economic pessimism and anxiety

Developing more sensitive brand & comms strategy to respond

?

Wessex Water Transition to YTL-led brand (with potential associations of ‘large corporation’, ‘profits going abroad’)

Limited opportunities to talk to customers; are there avenues for more ‘fine tuning’ of customer experience and communications based on their needs…?
Community engagement initiatives have an important role for the brand

Developing a customer segmentation

Wessex Water Test Segments

Profiling 2017-18

Segment Summary

Segments are defined using three questions in the tracker

Dimension	Question
Water saving	**(FLEXI SECTION)** **QFLEX1a** How much effort do you make at home to save water? **SINGLE CODE** • A great deal • A fair amount • Some effort • Not much effort • None
Participation / community contribution	**(FLEXI SECTION)** **QFLEX3** Please tell me which, if any, of these apply to you? **MULTICODE, ROTATE** • I volunteer for a local organisation or a local charity • I'm a member of an online group (like facebook) for people living in my area • I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council • I often pick up litter near where I live • I report overflowing drains or leaking pipes in my neighbourhood • I choose to use or recommend companies because they do things for the local community like sponsoring a local team, or donating to a local charity' • (None of these)
Bill affordability	**(MAIN QUESTIONNAIRE)** **Q19 (18b)** How strongly do you agree or disagree with the following statements about your water bill? Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree. • I worry about being able to afford my water bill

Segment	Definition	Size	Summary
1. Engaged comfortable	• Conserve • Participate • Comfortable	26%	Slightly more male, older, and higher than average signs of vulnerability. They have strongest satisfaction with Wessex Water and good engagement with communications - recalling the magazine and noticing info with the bill. Likely to be service (not price) driven customers. There's potential to use magazine and bill information to reinforce 'brand'. They're also the most 'environmentally minded' segment; may be opportunities for environment-related engagement initiatives.
2. Engaged stretched	• Conserve • Participate • Less comfortable	20%	Older, highest signs of vulnerability, reasonable satisfaction with Wessex (but not so much trust!), and worried about future circumstances. High recall of magazine, they're often supporters of local companies and part of local action groups. They're most likely to contact Wessex, but can question 'care' and value for money –can be 'higher maintenance' customers needing a human face/soft voice. Potential strategy includes communicating support (PSR) and ways to save (metering) via magazine.
3. Potentially receptive	• Don't conserve • Participate	19%	Busy families: Water conservation is not their main focus – at least for now. Rate Wessex as broadly good for VFM and no real issues. They do notice **c**urrent Wessex comms including magazine and might read info on the bill, so a need to ensure magazine and bill messaging are relevant to this segment. Potential to increase brand relevance through online strategy. May be opportunities for community engagement initiatives, if they can find the time and are motivated by the cause.
4. Settled unengaged	• Conserve • Don't participate • Comfortable	10%	Spread of ages, average demographics, a little less likely to have a meter. Rate VFM positively, with little concern about the bill, but less *strongly* satisfied than average. Low contact, not engaging with magazine, few touchpoints - and they are not fans of automation. Build positive associations via wider brand activity?
5. Transactional unengaged	• Don't conserve • Don't participate • Comfortable	6%	The youngest segment, notably more male, and over indexing on C2 social grade; average VFM and slightly weaker than average satisfaction, but no major issues. Minimal contact with Wessex; low magazine recall but might respond to information on the bill (rational, transactional profile). Strongest potential for engagement with online / automated services.
6. Cost sensitive unengaged	• Don't participate • Less comfortable	20%	Younger, more female, and least likely to be high social grade. Low VFM and most evidence of being discontent with Wessex. They are generally not engaged with any existing communications from Wessex (lowest awareness of the magazine), and not fans of an online approach or automation. A segment for priority 'human-touch' attention to raise VFM ratings, potentially via assistance programmes.

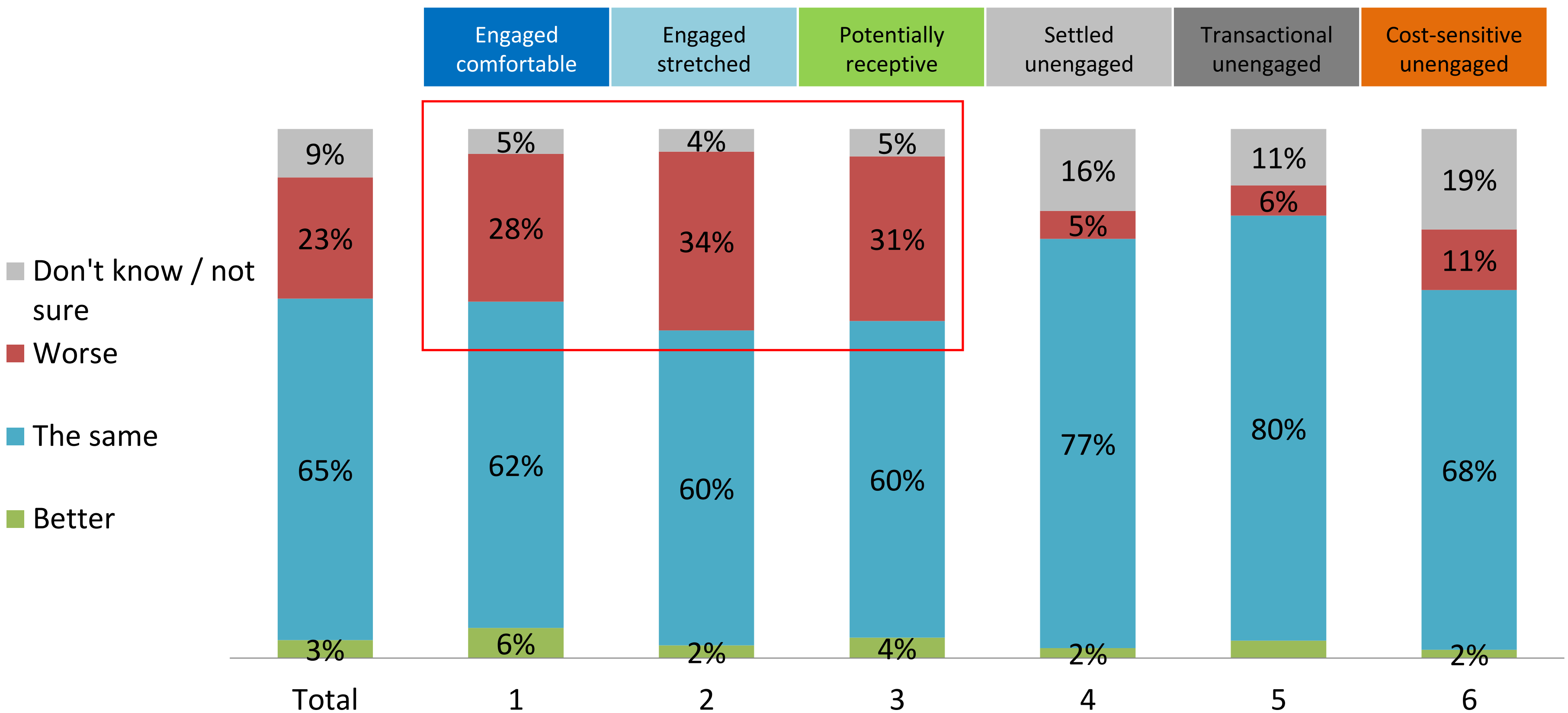
		1. Engaged comfortable	2. Engaged stretched	3. Potentially receptive	4. Settled unengaged	5. Transactional unengaged	6. Cost-sensitive unengaged
HOW DEFINED?	Water saving	HIGH	HIGH	LOW	HIGH	LOW	HIGH OR LOW
	Community	HIGH	HIGH	HIGH	LOW	LOW	LOW
	Bill affordability	HIGH	LOW	HIGH OR LOW	HIGH	HIGH	LOW
SIZE	Proportion of Wessex Water bill payers	26%	20%	19%	10%	6%	20%
DEMOGRAPHICS	Age (above average for)	55+ oldest	55+	35-54	Average	16-34 youngest	16-34
	Gender Female: Male	51:49	67:33	59:41	64:36	36:64	70:30
	Social Grade (above average for)	Average	Average	Average	Average	C2	C1 (NOT AB)
PROFILING	Vulnerability	31%	39% (highest)	26%	18%	10% (lowest)	11%
	'Active citizens'	41%	50% (highest)	45%	0%	0%	0%
	Have meter	42%	51% (highest)	42%	33% (lowest)	40%	35%
RELATIONSHIP WITH WESSEX	VFM	73%	66% ⚠	78%	84% 👍	73%	57% ⚠
	Very satisfied	61% 👍	55%	56%	29%	29%	19% ⚠
	Recall magazine	70% (high)	68% (high)	71% (high)	35% (low)	41% (low)	21% (very low)
	Contact	14%	22% (highest)	12%	2% (very low)	3% (very low)	7%
WIDER ATTITUDES	Environmentally minded (9 or 10)	56% (highest)	44%	33%	34%	6% (lowest)	18%
	Prefer online	37%	34%	36%	24%-	43% (highest)	19% (lowest)

Profiling - Broad Attitudes

Financial context

Customers who tend to ‘participate’ in their community are also those who seem to be more anxious about their own economic fortunes; those who are less engaged are more ambivalent about what the next 12 months has in store. Economic outlook is NOT strongly driven by current perceived affordability of bill.

Q11 Do you expect your household to be better off, worse off or about the same in the next 12 months?

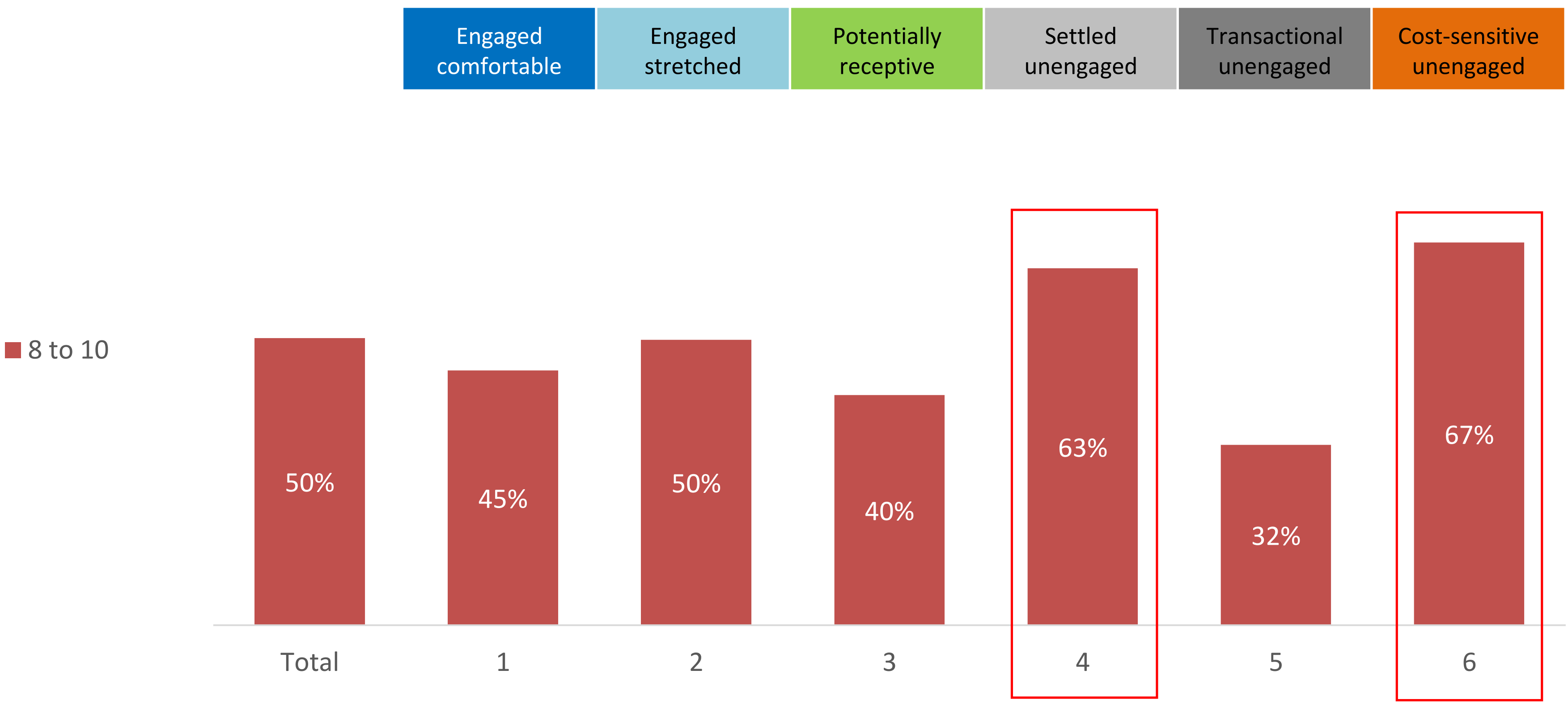


Q11 added in 2016.

Concern about water shortages

Varying concern about water shortage by segment may be based on different motivations. Those segments who don't conserve water and who are comfortable about their bill size are least likely to worry.

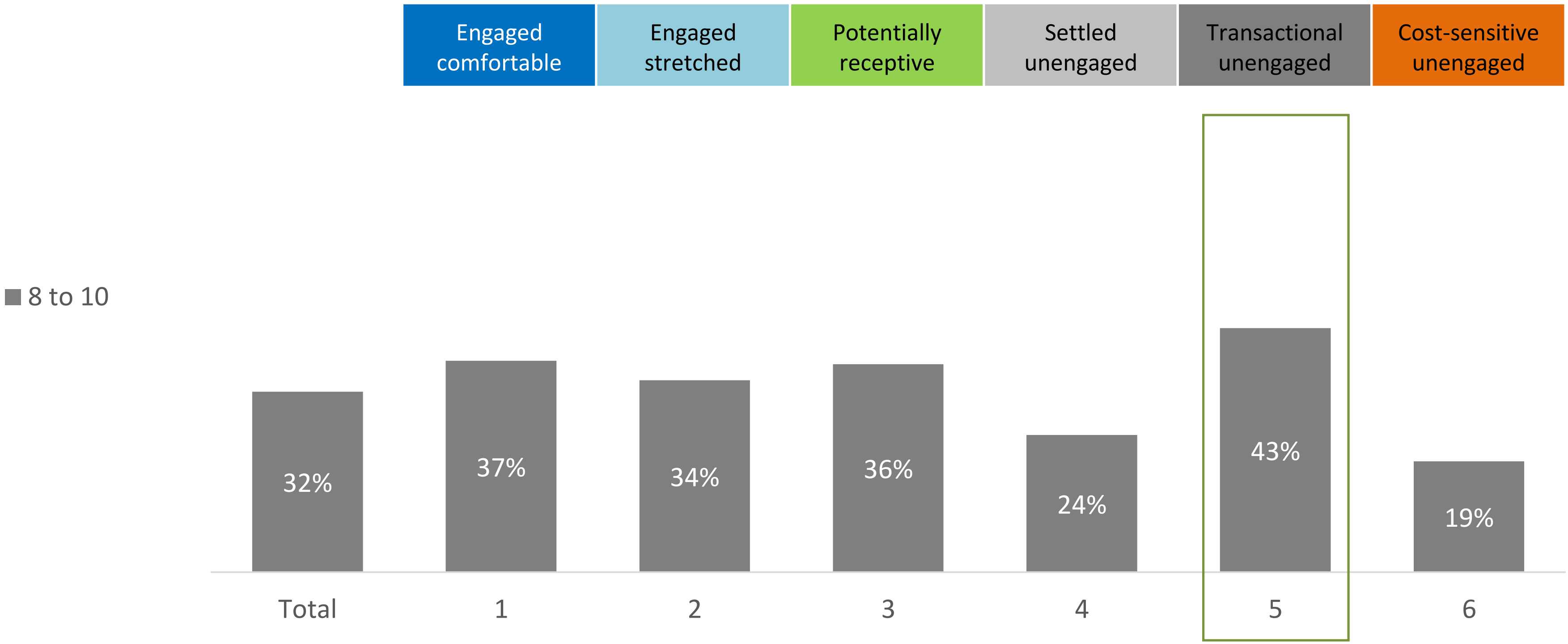
QF5B. To what extent, if at all, does - Water shortages - concern you personally ? SCORING 8 TO 10 WHERE 10 = Concerns me greatly



Preference in dealing with online / automated services

Segment 6 - where we need to do the most work to improve value perceptions and satisfaction - do not respond to automation (a need to present them with a human face / voice?) Meanwhile segment 5 are potentially most responsive to online / automated solutions – just want things to work.

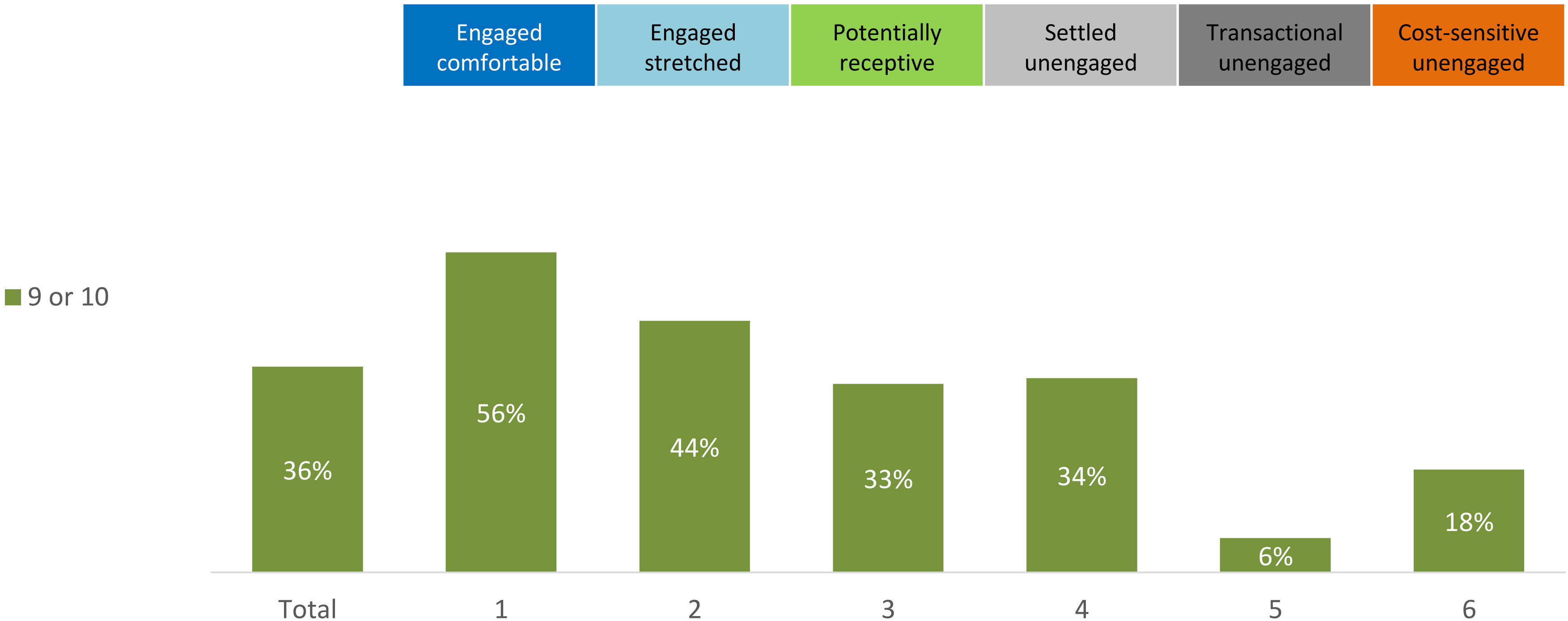
Q36D. How strongly do you agree or disagree with - I prefer using online or automated services for everyday dealings with companies? SCORING 8 TO 10 WHERE 10 = Strongly agree



‘I am environmentally minded’

The segments vary markedly in terms of feeling strongly that they are ‘environmentally minded’. Segments 1 and 2 are above average, while segments 6, and particularly segment 5, don’t regard themselves as so ‘green’.

Q36D. How strongly do you agree or disagree with - I am environmentally minded? SCORING 9 TO 10 WHERE 10 = Strongly agree

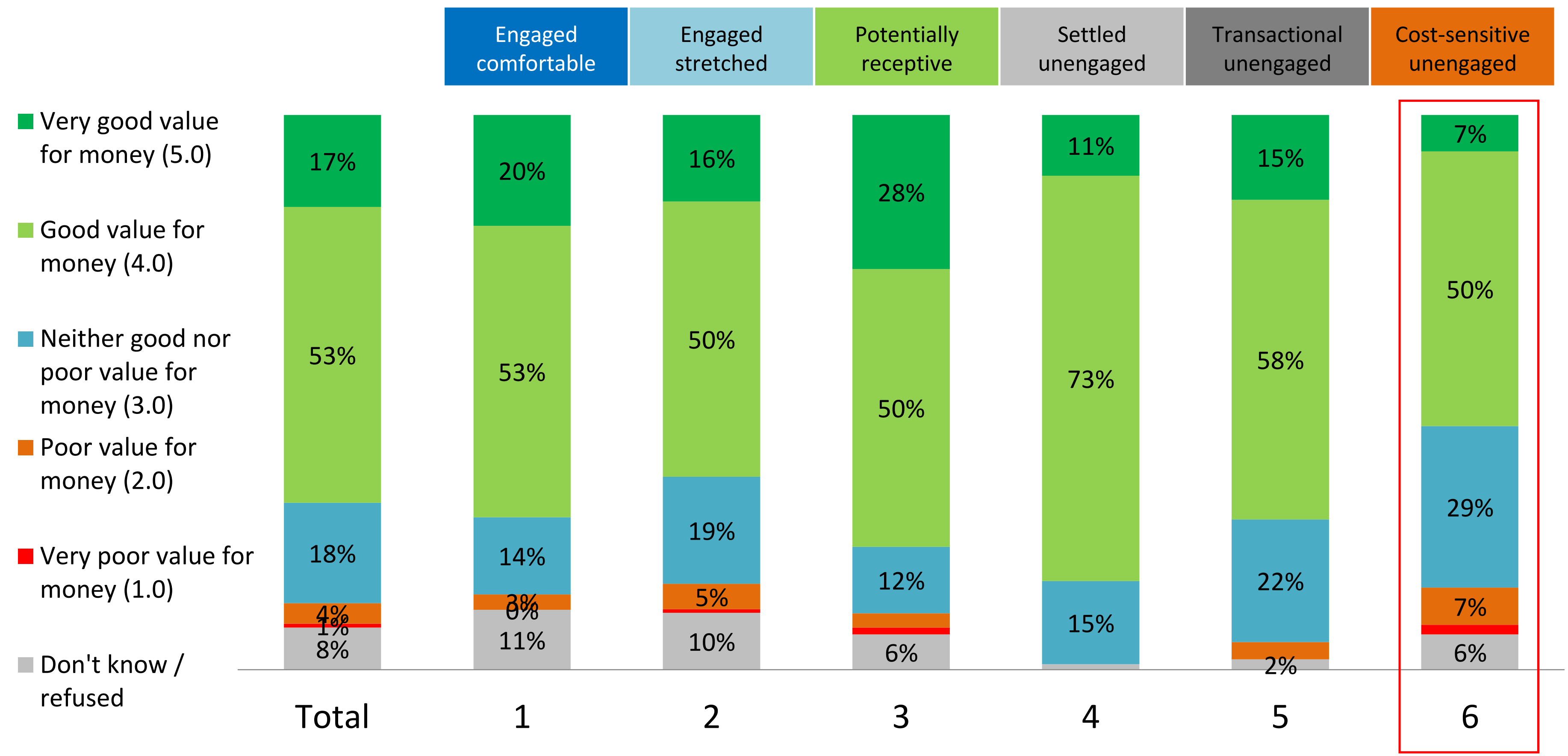



Profiling - Key Wessex Water Metrics

Overall (informed) value for money

Segments who participate more, with an 'outward facing' community mentality, tend to already think that Wessex offers good overall value for money. Segment 6 is the highest priority for attention when it comes to improving VFM perception. ***Implication for improving value for money metrics.***

Q22 (Q5) How would you rate the drinking water supplies and the sewerage service you receive in your area in terms of value for money?



Desired improvements

Segment 6 have the most 'active' issues with VFM – they are more likely than the rest to want to see the cost of the service reduced and / or improvements to the water. Segment 4, and particularly segment 5 (both 'comfortable' with the bill) are less likely to make any specific calls for improvement.

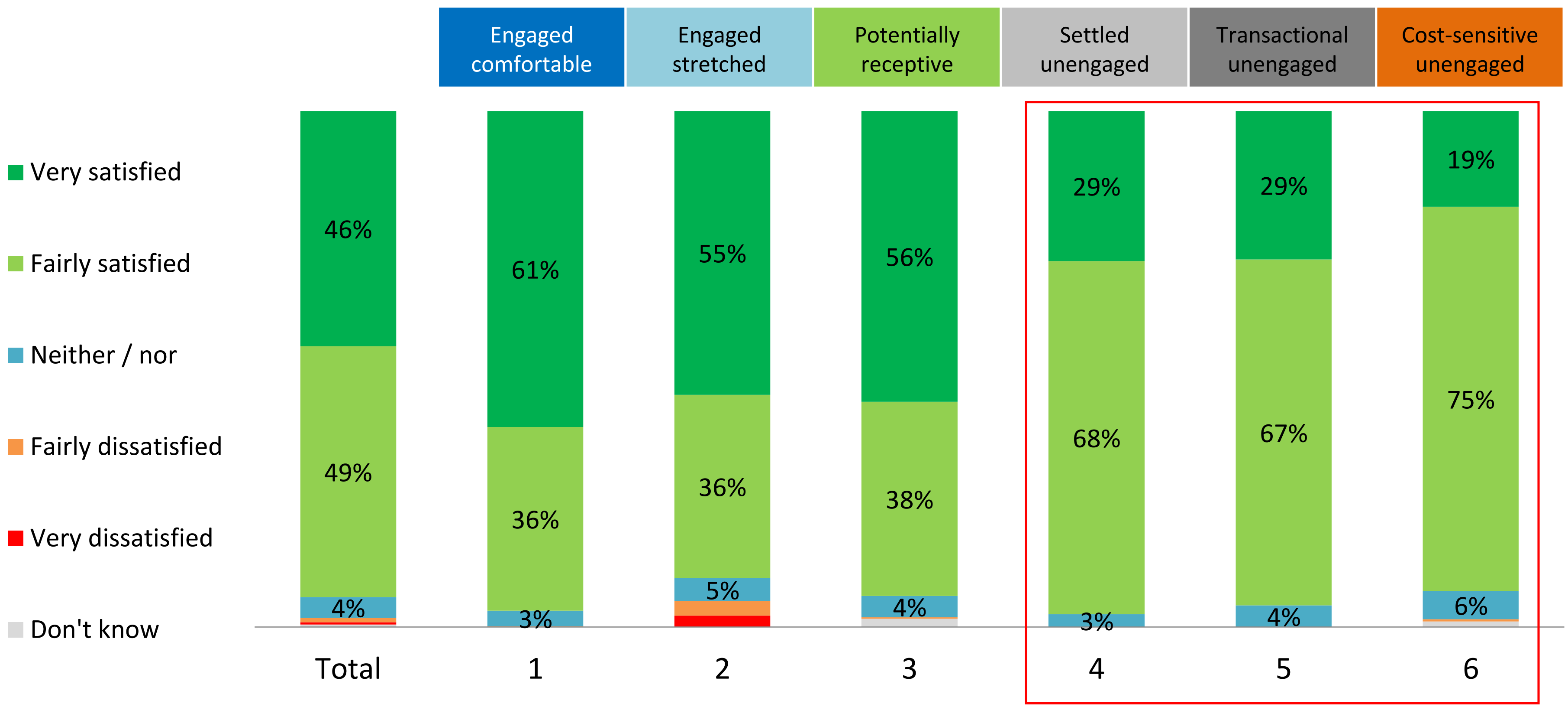
Q23V. In the previous question you said … Can you say in your own words what would improve your view on value for money? Base: All not saying very good value for money

		Engaged comfortable	Engaged stretched	Potentially receptive	Settled unengaged	Transactional unengaged	Cost-sensitive unengaged
Reduce price / cheaper service	26%	24%	26%	22%	24%	10%	37%
Hard water / Limescale improvements	4%	4%	2%	3%	0%	8%	7%
Improve quality of water	3%	2%	3%	2%	2%	4%	6%
Improve water pressure	2%	1%	3%	2%	0%	2%	1%
Cannot compare with other water companies	2%	2%	3%	2%	0%	9%	1%
Don't know / Can't think of anything / no problems	50%	51%	45%	56%	62%	66%	42%
	Total	**1**	**2**	**3**	**4**	**5**	**6**

Overall satisfaction levels

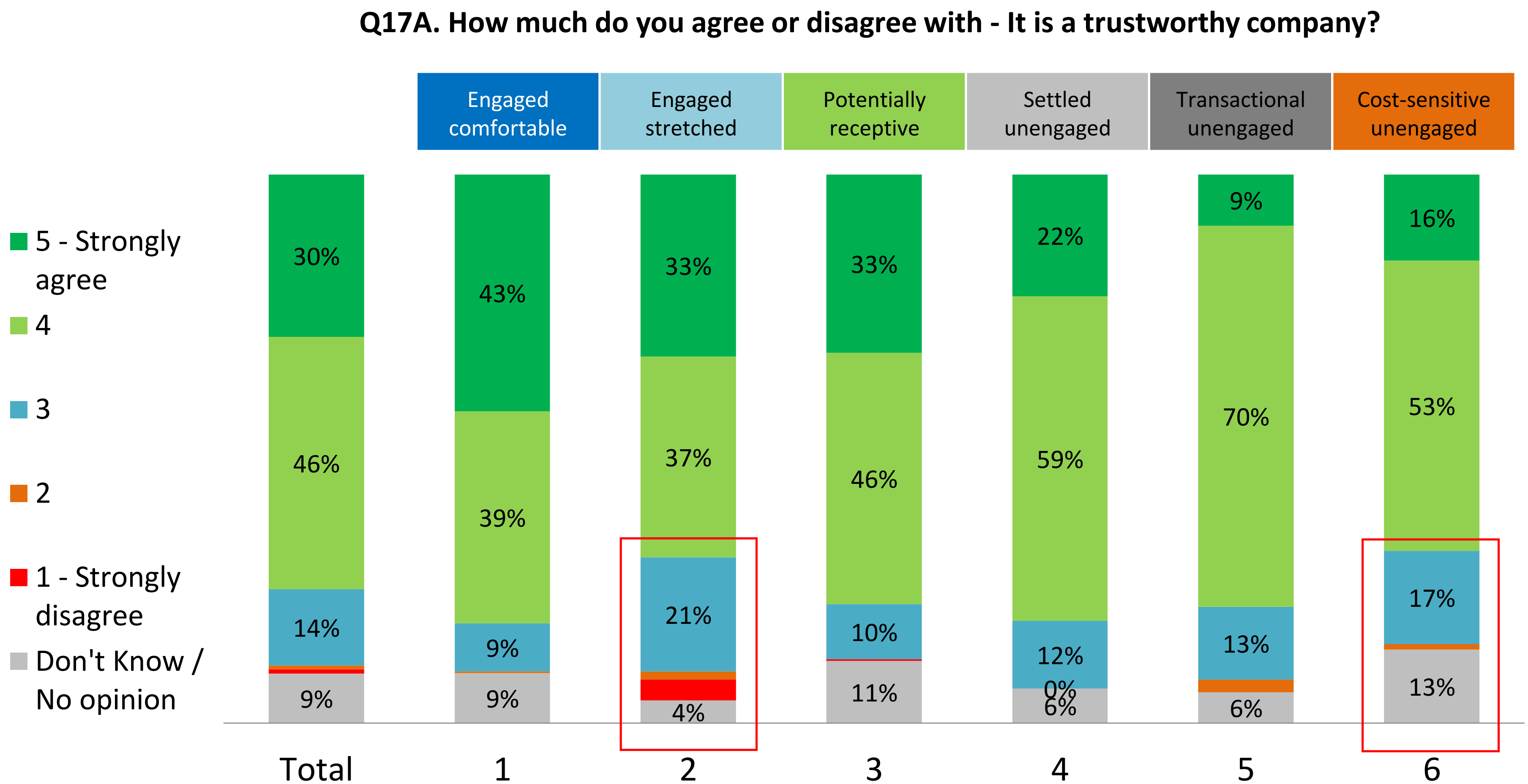
Clear pattern that segments who have greater proactivity / participation potential are also the customers who endorse satisfaction with real conviction; Those who are more ‘unengaged’ and those who are most cost-sensitive are more lukewarm in their satisfaction. ***Implication for improving satisfaction metrics.***

Q15(Q8) How satisfied are you with the overall service you have received from Wessex Water over the last 12 months?



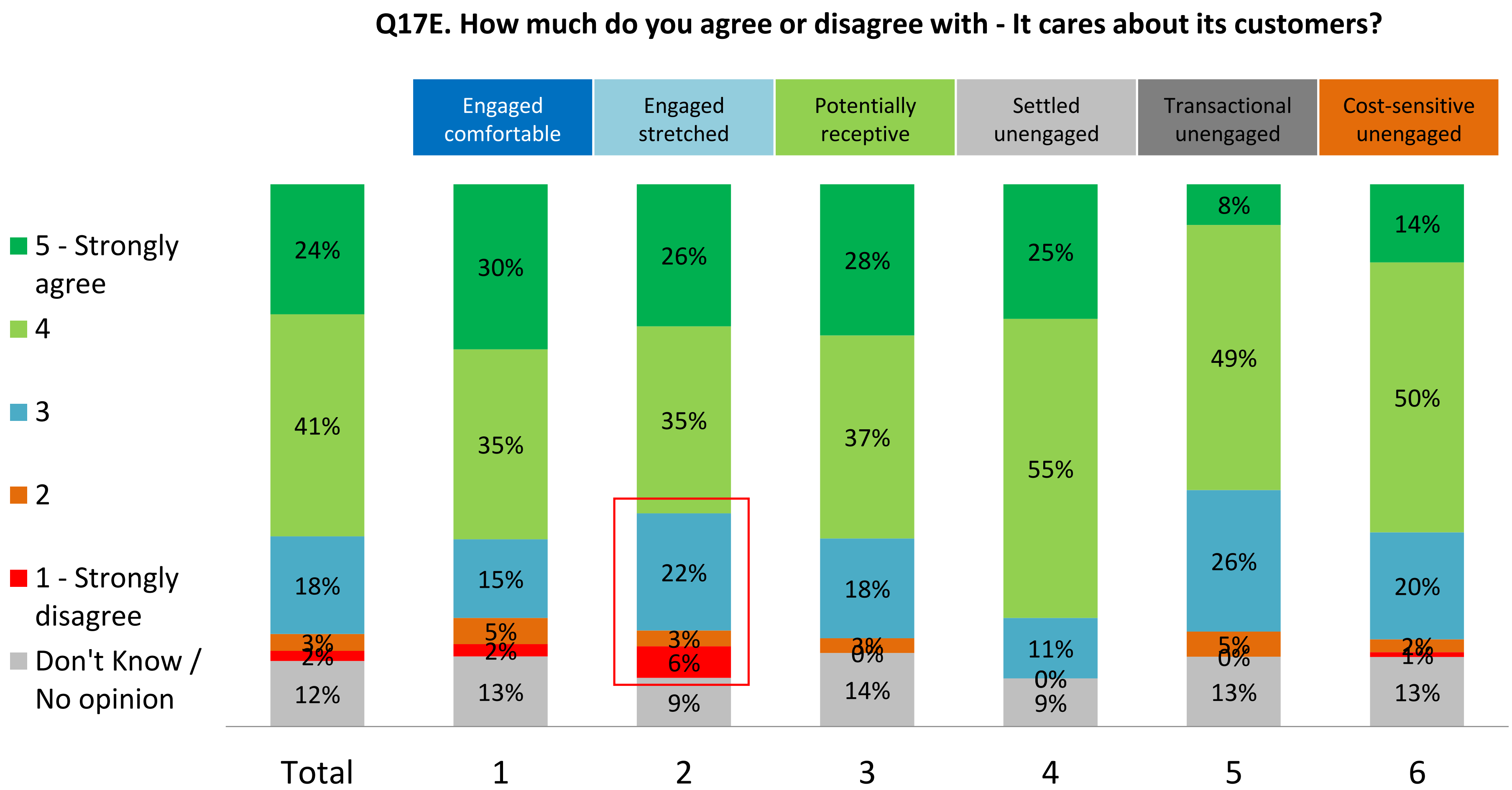
‘Trustworthy’ rating

There is evidence that it is the more ‘stretched’ segments, particularly segments 2 and 6, are priority to address when it comes to building a firm impression of ‘trustworthiness’. ***Implications for affordability strategy.***



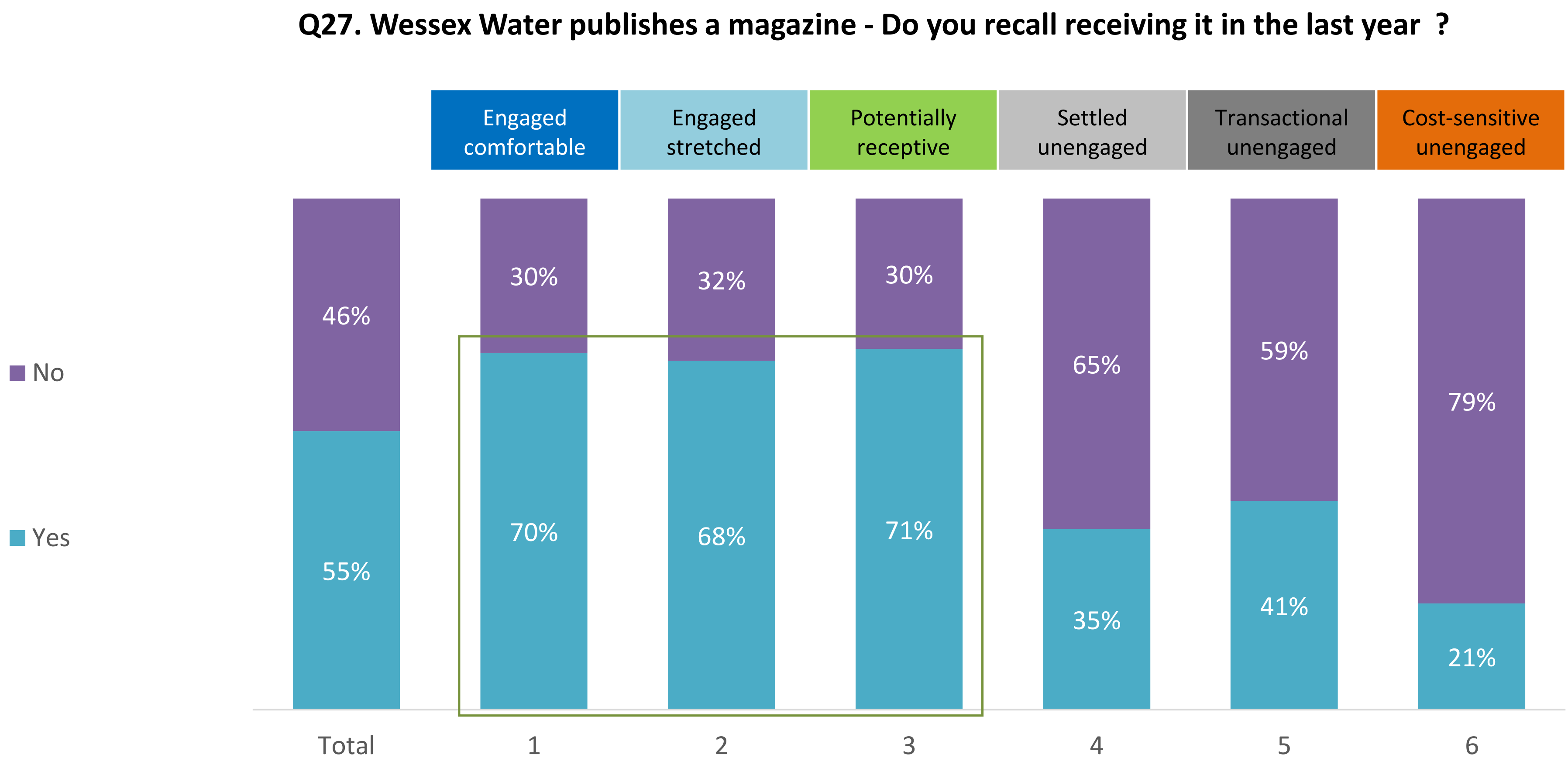
Cares about customers

Less clear-cut differentiation by segment on 'customer care' – is this down to specific customer care experiences? Segment 2 shows most active disagreement on 'care' – as an engaged group who are more stretched on affordability, do they expect more help?



Recall magazine

There are large variations by segment in magazine recall; The segmentation looks to be highly predictive of how receptive customers are to this type of communication. Those who tend to get more involved in community matters are much more likely to have registered the magazine. A virtuous circle between magazine messaging and customer outlook? ***Implications for communication strategy.***



Recalled information sources about your water company

Aside from the magazine, information on the bill has most potential to reach customers, and this extends to segment 5, who are not so responsive to the magazine. Currently it is segments 4 and 6 who are the most blinkered - generally not noticing any communications at all.

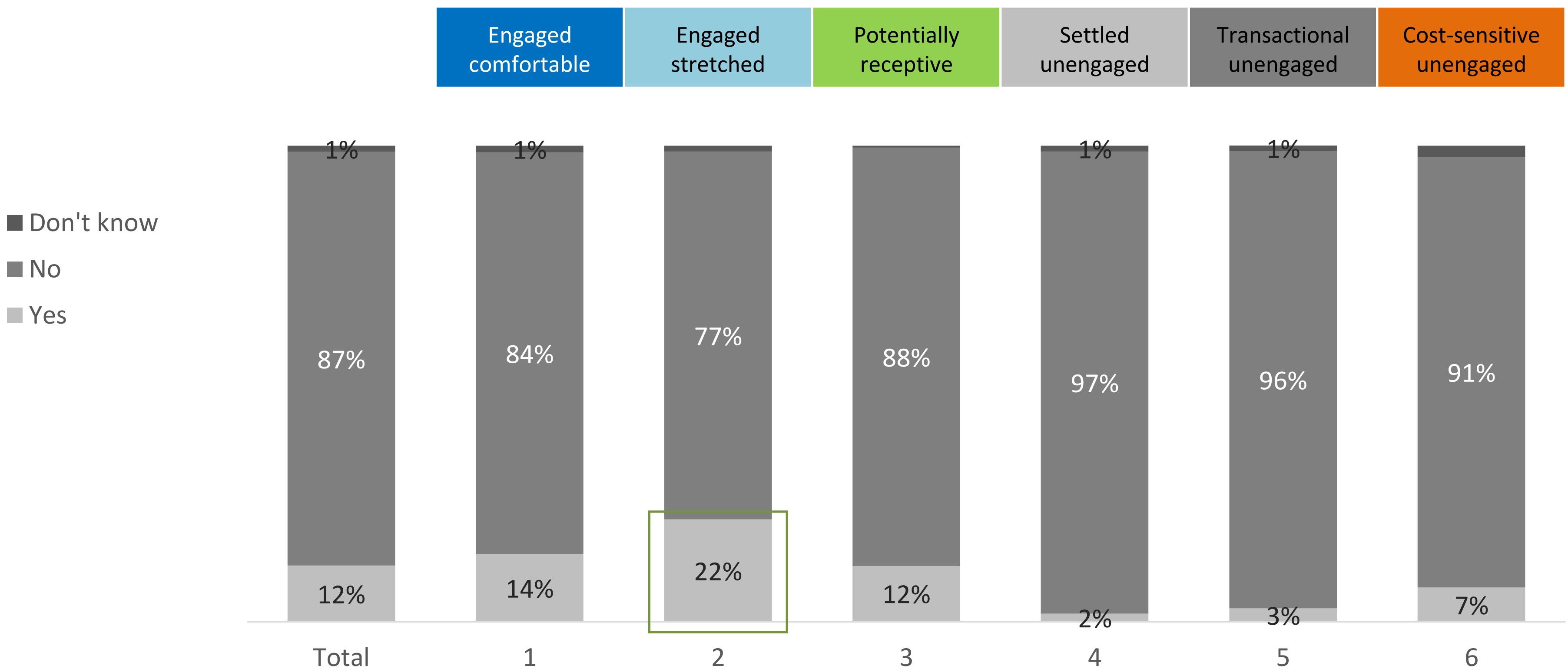
Q24. Please can you tell me all the different ways that you have heard about your water company or received information about your water company in the last year ?

		Engaged comfortable	Engaged stretched	Potentially receptive	Settled unengaged	Transactional unengaged	Cost-sensitive unengaged
Magazine from the water company	40%	50%	53%	49%	26%	35%	17%
Information on the bill itself	27%	25%	31%	39%	17%	39%	16%
Information or leaflets included with the bill	19%	30%	15%	21%	15%	12%	11%
Letters from the water company	11%	10%	12%	15%	12%	10%	7%
Local newspaper	2%	3%	2%	2%	0%	0%	0%
TV	2%	3%	2%	3%	0%	0%	0%
Word of mouth (family & friends)	1%	3%	1%	0%	0%	0%	0%
Advertisements on the van	2%	3%	4%	2%	1%	0%	0%
From visiting their website	1%	1%	1%	1%	1%	0%	0%
Local radio	1%	1%	1%	0%	1%	5%	0%
None / Can't remember	36%	22%	23%	23%	59%	38%	68%
	Total	**1**	**2**	**3**	**4**	**5**	**6**

Contact with Wessex Water

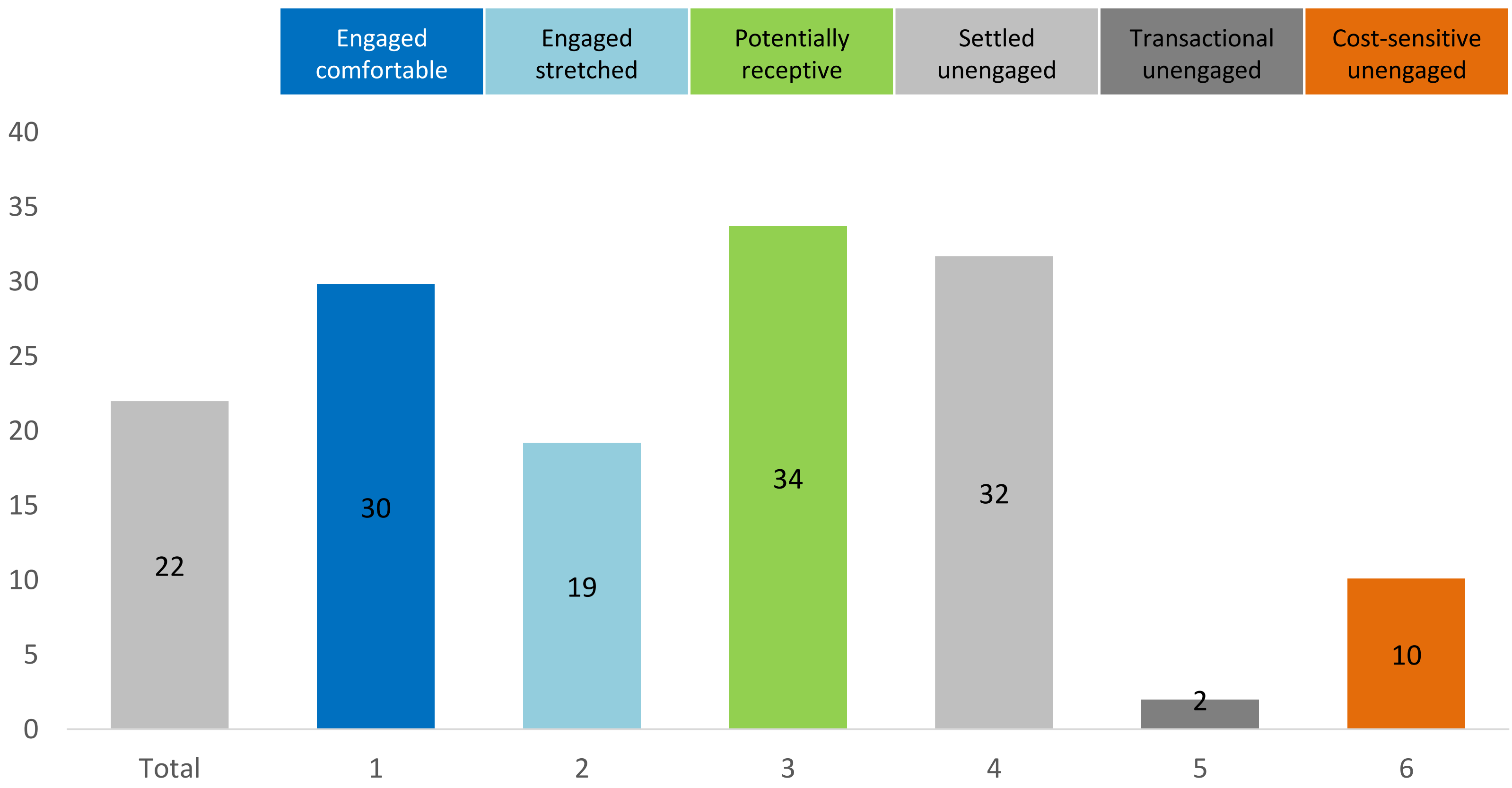
Reasonably consistent (low) levels of contact with Wessex across the segments, although segment 2 (more 'involved / active' segment who are also stretched) are most likely to have contacted; segments 4 and 5 have had barely any contact at all – their general lack of being proactive may mean they don't take the initiative.

Q5. Have you contacted Wessex Water for any reason in the last 12 months?



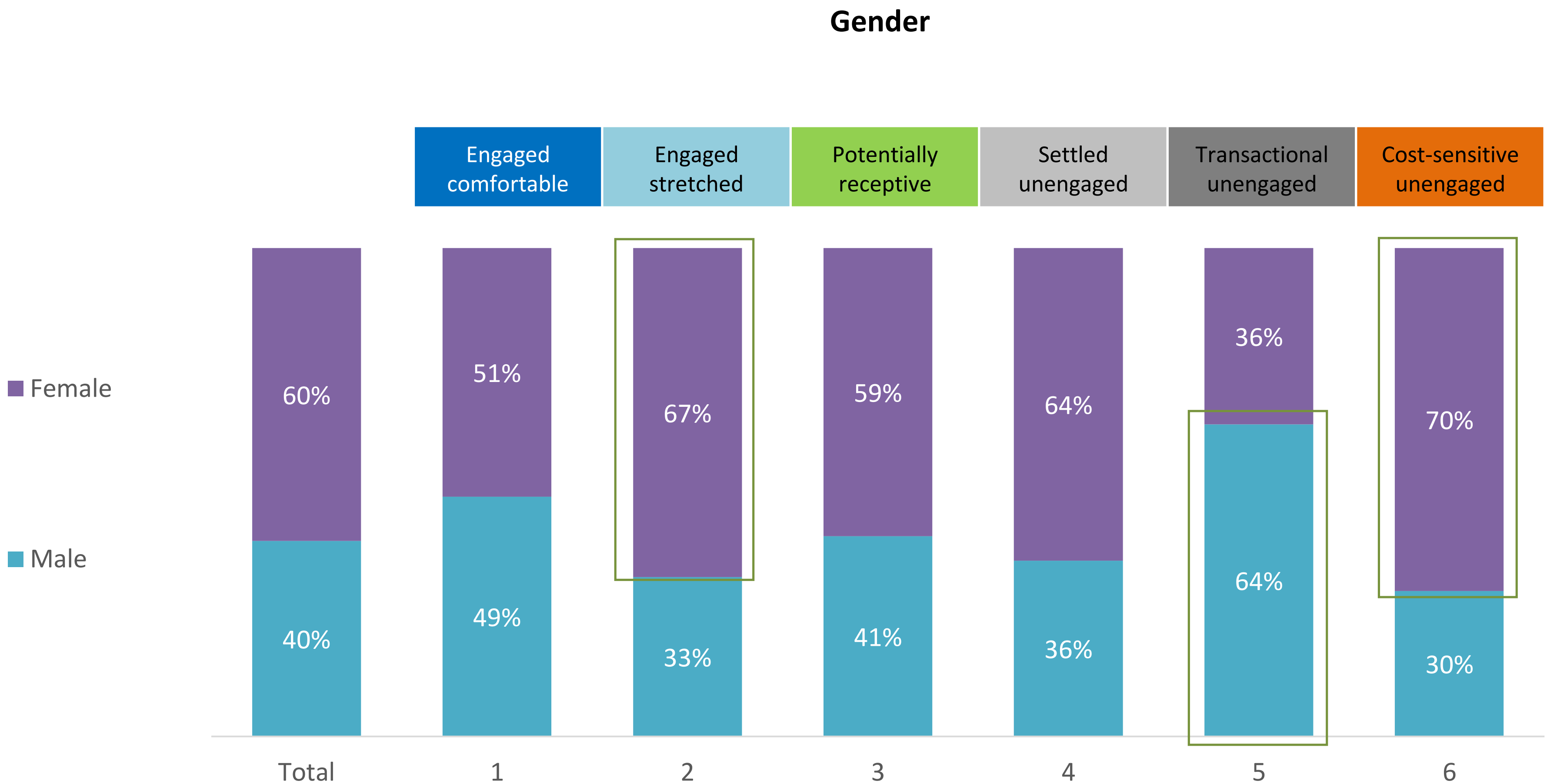
While we know the NPS can be volatile, there is a gradient on NPS, with segments 5 and 6 being notably lower on the scale.

Q33. If you were able to choose your water and sewerage provider, how likely would you be to recommend Wessex Water to a friend or colleague? Please use a scale of 0-10, where 0 is not at all likely and 10 is extremely likely.



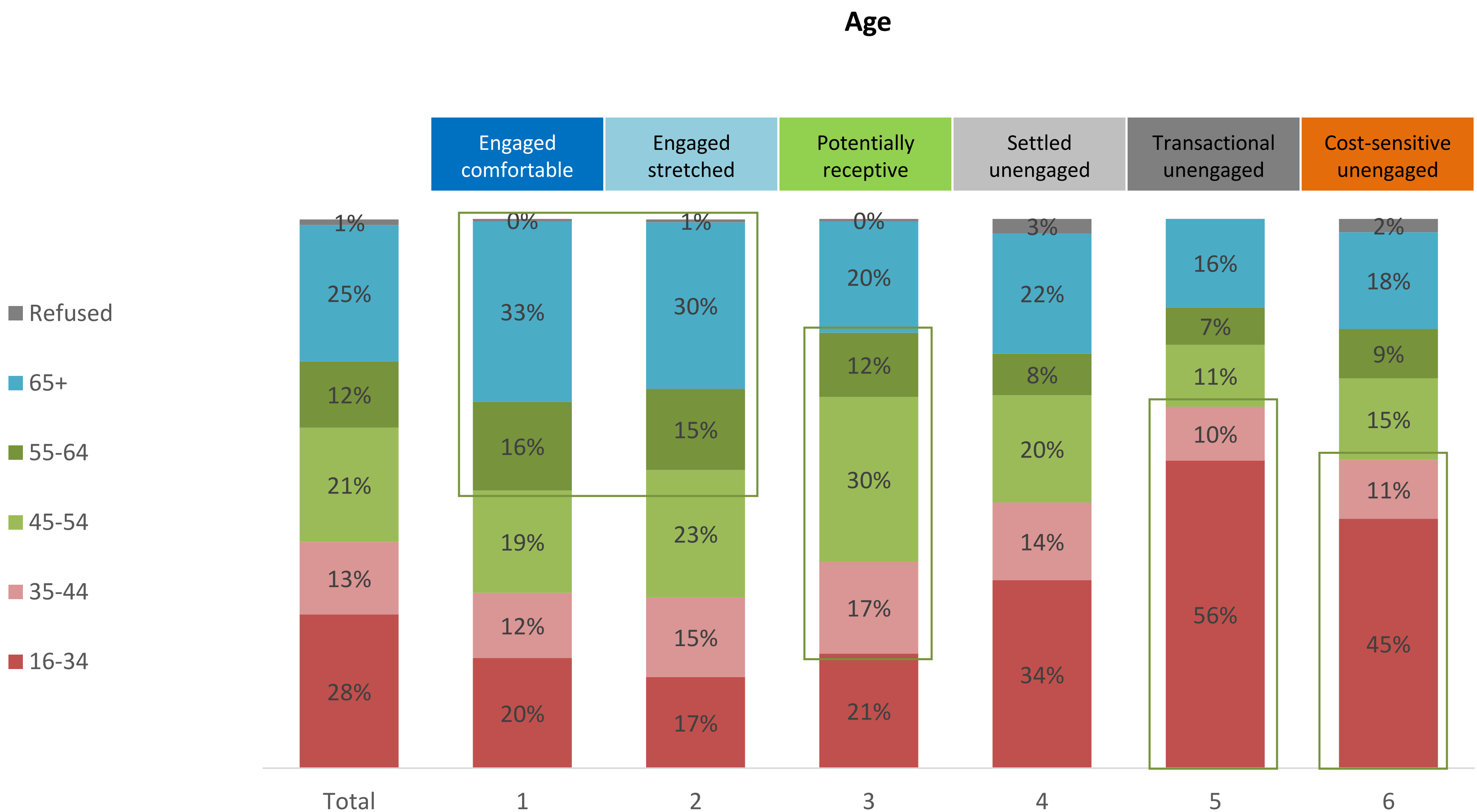
Profiling - Demographics

Segment 5 ‘Transactional unengaged’ is decisively the most male in profile, while segments 3 and 6, the segments who are most worried about bill affordability, are most female-skewed.



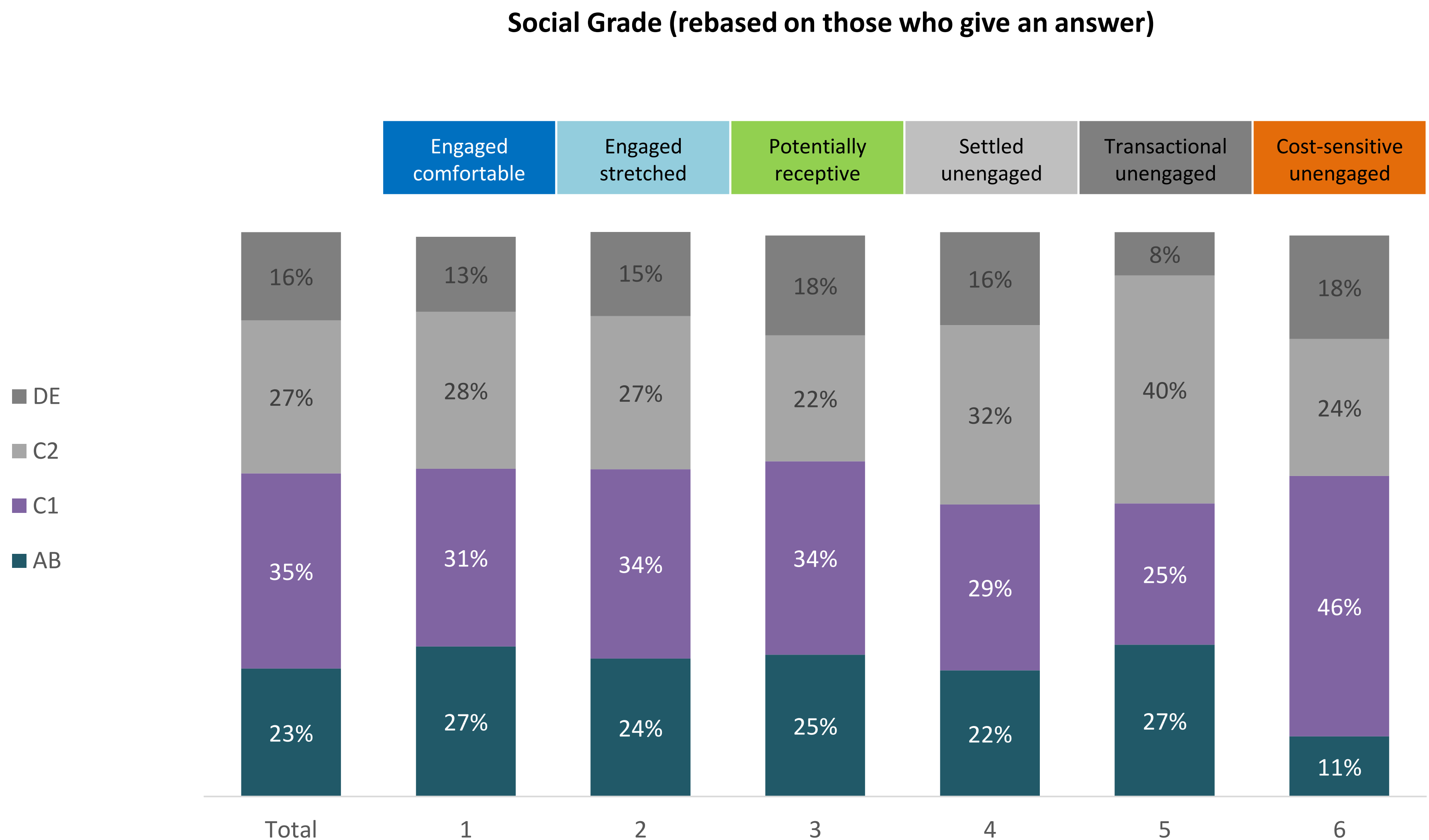
Profiling - Age

Segment 1 and 2 are slightly older segments, with segment 3 being more 'family age', and segments 5 and 6 the youngest.



Profiling – Social Grade

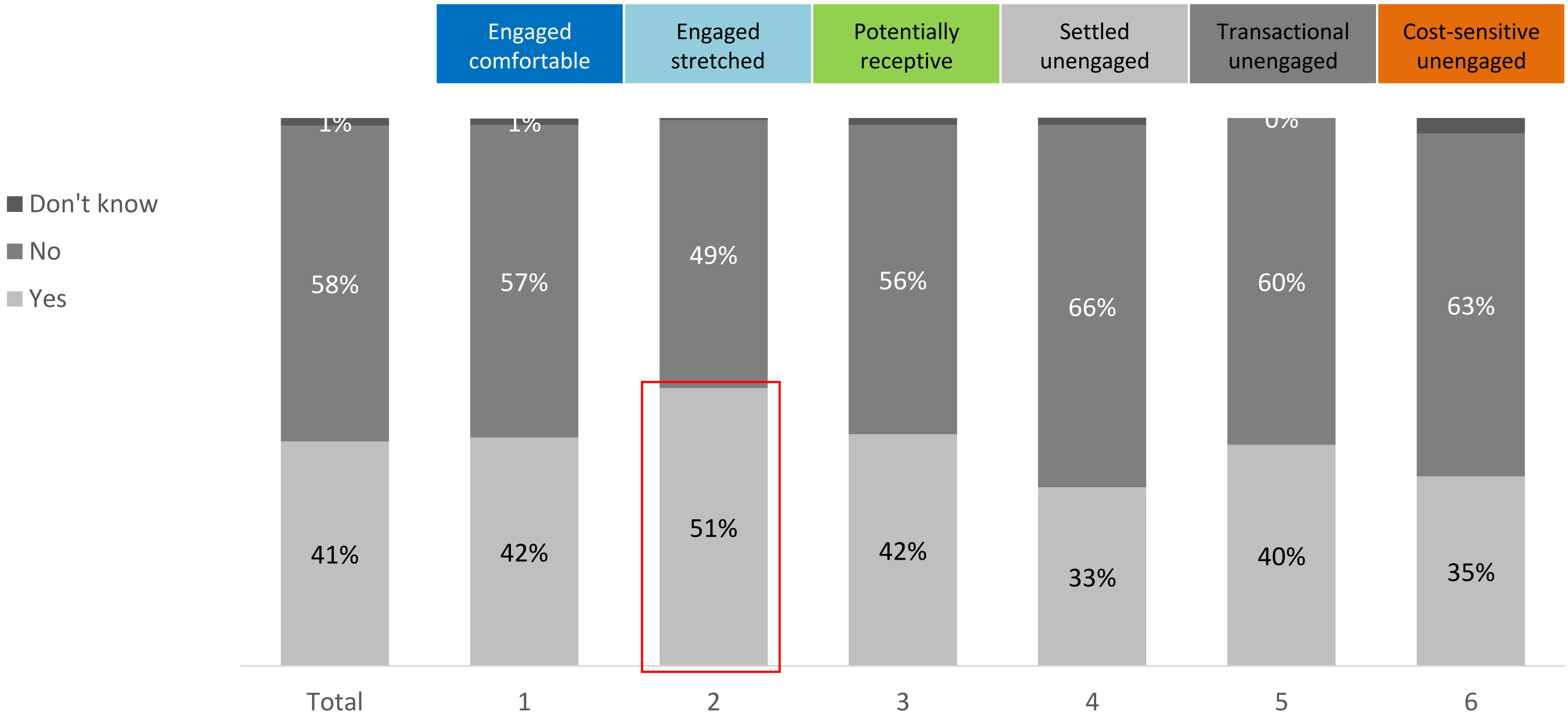
The segmentation is not very differentiated on social grade, although segment 6 – cost sensitive unengaged – are notably less likely to be in the highest social grades



Profiling - Meter

There does not appear to be a strong relationship between the segments and having a water meter, although indications that segment 2 are most likely to have one – (potentially as they are more engaged yet also more stretched, so have requested to have one installed).

Q10. Do you currently have a water meter in use at your property?



Profiling – Indicators of vulnerability

The two eldest segments (1 and 2) are most likely to exhibit one or more indicators of vulnerability, while the younger segments (5 and 6) tend to have far fewer indicators of vulnerability; vulnerability and affordability are not necessarily connected.

QF4. And do any of the following apply to your household?

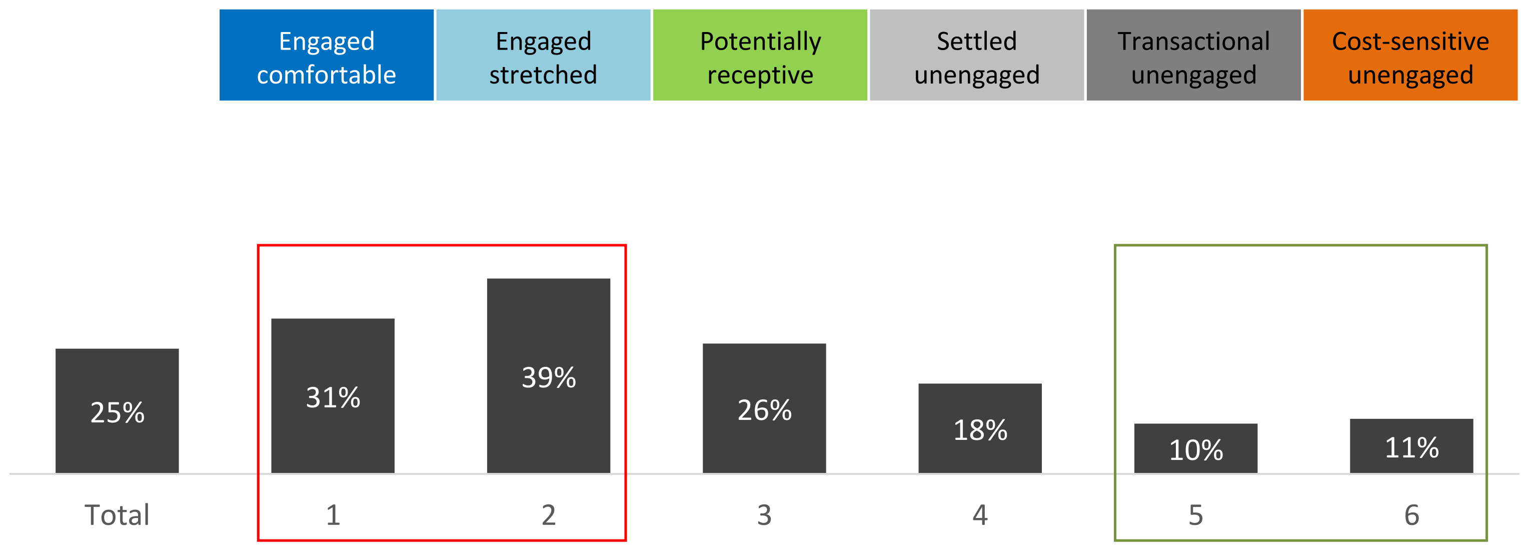
		Engaged comfortable	Engaged stretched	Potentially receptive	Settled unengaged	Transactional unengaged	Cost-sensitive unengaged
Someone in your household has a long term disability or chronic illness	15%	24%	26%	12%	9%	5%	4%
Living in social or council housing	5%	6%	8%	7%	4%	0%	2%
Claiming pension tax credit (not just state pension)	2%	3%	4%	3%	1%	1%	0%
The household does not own a car	4%	7%	6%	4%	1%	0%	2%
The household is in a remote location	8%	15%	11%	7%	6%	8%	0%
No Internet access at home	4%	5%	5%	3%	4%	4%	2%
On a special water tariff like Water Assist or Water Sure	1%	0%	3%	3%	0%	0%	0%
Disabled on benefits	2%	0%	3%	2%	2%	0%	2%
Medically retired	1%	2%	1%	0%	1%	0%	0%
Social grade E	3%	1%	2%	5%	7%	0%	3%
Cannot afford bill	2%	0%	4%	3%	0%	0%	2%
	Total	**1**	**2**	**3**	**4**	**5**	**6**

Profiling – potentially vulnerable

Around **1 in 4** customers can be seen as potentially vulnerable. The segments with greatest potential vulnerability tend to be those with an older age profile – the most potentially vulnerable are 'engaged stretched' who are both older and more concerned about bill affordability. 'Cost sensitive unengaged' may have anxiety over the bill, but are relatively young in profile and so overall less likely to be vulnerable than most other segments.

Working definition for 'potentially vulnerable':
ANY OF
Someone in household has long term disability/chronic illness; living in social or council housing; claiming pension tax credit; no Internet access at home; on a special water tariff; disabled on benefits; medically retired; social grade E; strongly agree cannot afford bill; no car AND live in remote location

% who can be classed as 'potentially vulnerable' (working definition)



Profiling – Community Contribution

Breaking out the six factors of 'community contribution', we see the more widespread activities are everyday actions like taking the initiative to report overflowing drains and picking up litter locally. Volunteering and membership of local groups is less widespread; 'Engaged stretched' are most likely to be a member of a local action group, like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council.

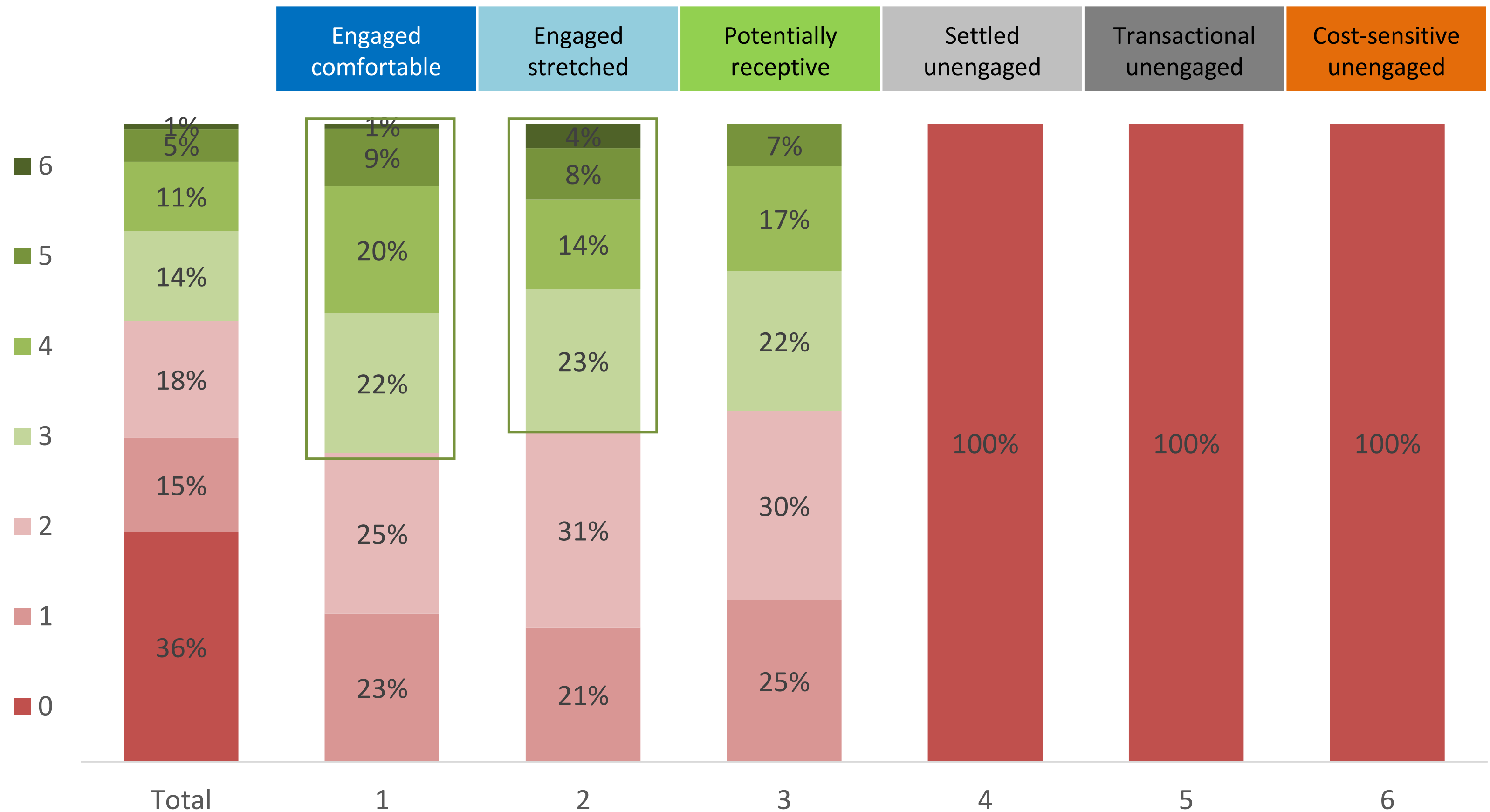
QF3. And please tell me which, if any, of these apply to you?

		Engaged comfortable	Engaged stretched	Potentially receptive	Settled unengaged	Transactional unengaged	Cost-sensitive unengaged
I report overflowing drains or leaking pipes in my neighbourhood	47%	77%	73%	70%	0%	0%	0%
I often pick up litter near where I live	43%	73%	62%	65%	0%	0%	0%
I choose to use or recommend companies because they do things for the local community	27%	42%	47%	36%	0%	0%	0%
I volunteer for a local organisation / charity	21%	33%	34%	32%	0%	0%	0%
I'm a member of an online group (like facebook) for people living in my area	17%	27%	25%	27%	0%	0%	0%
I'm a member of a local action group	14%	18%	27%	21%	0%	0%	0%
(None of these)	36%	0%	0%	0%	100%	100%	100%
	Total	**1**	**2**	**3**	**4**	**5**	**6**

Profiling – Number of Community-focused activities

Overall, on average, Wessex Water customers claim to participate in 1.7 of the 6 community-focused activities listed. The segments most involved in the community are 'Engaged Comfortable' and 'Engaged Stretched', both going slightly more (on average) than 'Potentially Receptive'

QF3. Number of community-focused activities



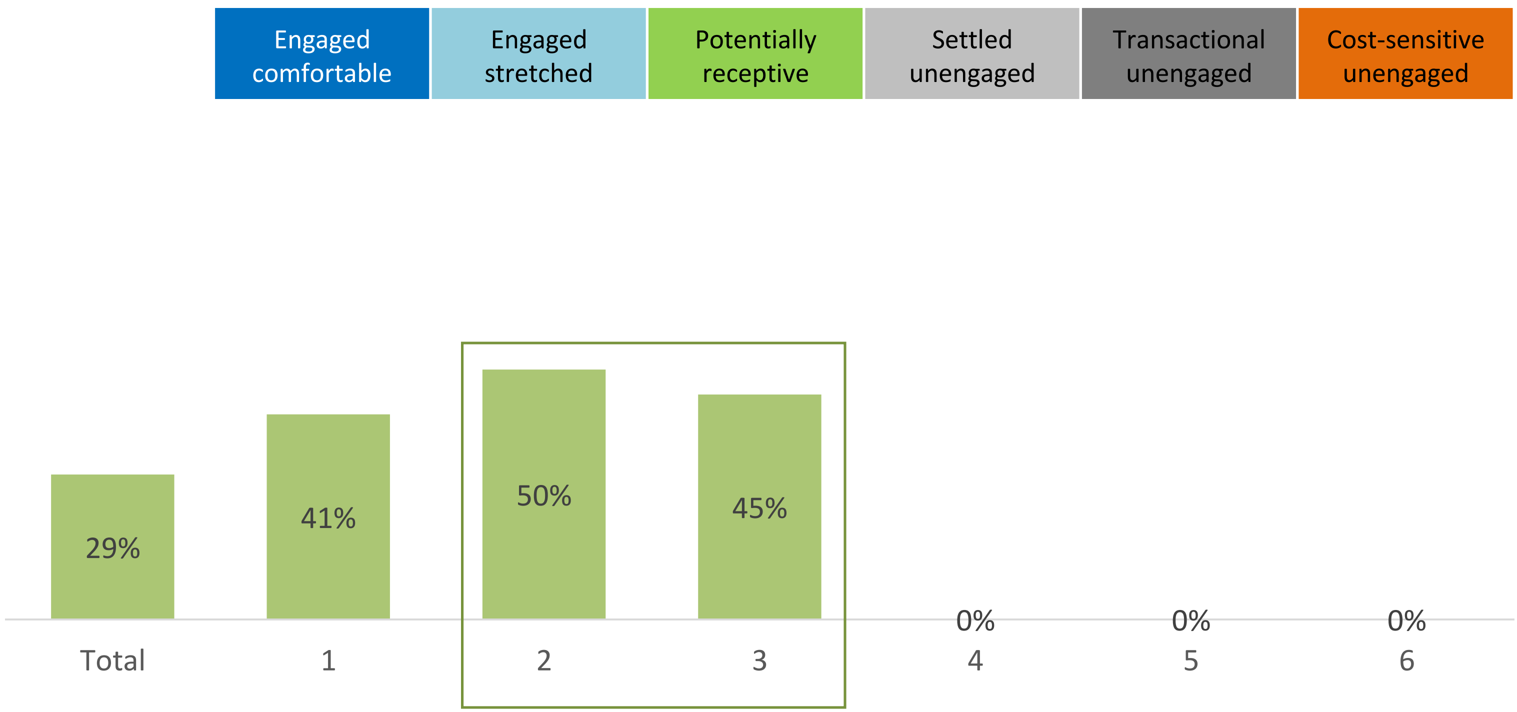
Average:	1.7	2.7	2.7	2.5	0	0	0

Active Citizens – Initial definition

Based on our initial working definition for a 'citizen' who actively participate, we see that overall just under 3 in 10 Wessex Water customers might be considered 'citizens' – i.e. active participants in a local capacity. 'Engaged Stretched' and 'Potentially Receptive' may be the core segments to target for Wessex to approach with community-related initiatives.

Working definition for 'citizens': 'I volunteer for a local organisation or a local charity' OR 'I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council'

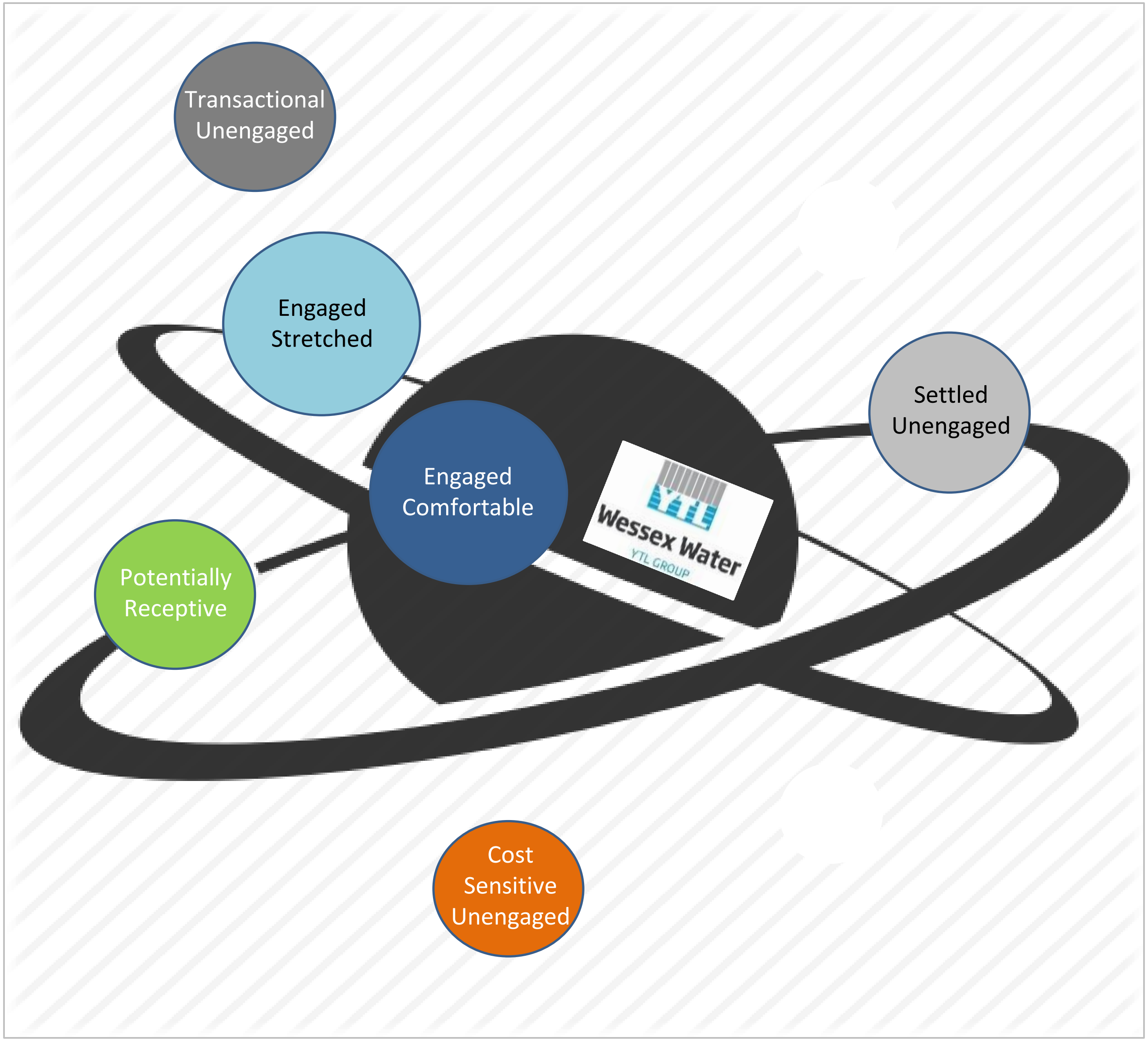
QF3. % who can be classed as 'active citizens' (working definition)



Moving forwards

Using the segmentation in business planning & service delivery

- Segmentation reflects level of engagement with Wessex Water: some segments 'closer' than others
- Opportunities to apply to: digital/self service strategy; affordability strategy; behaviour change (participation) strategies



Applying the segmentation

The two most engaged customer segments are:

- Water conservers
- Community participators
- The oldest in profile
- The most likely to have vulnerability indicators
- Giving the magazine most attention

Engaged Comfortable

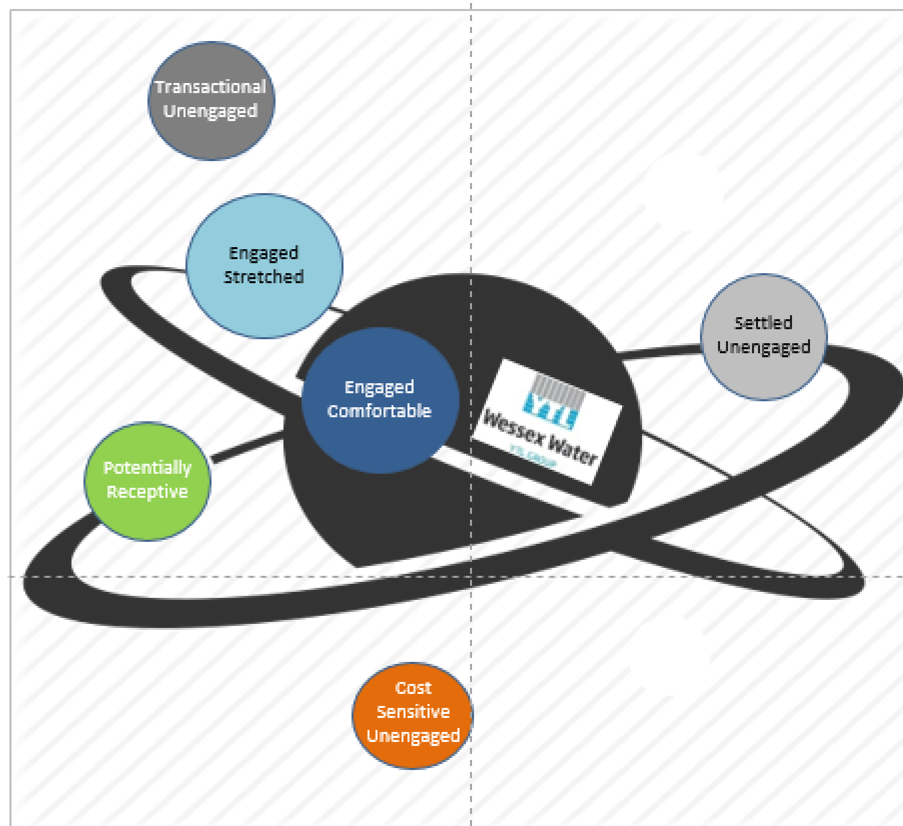
Strategy: ***maintain***

- These are promoters
- Likely to be service (not price) driven
- Use magazine and bill information to reinforce ‘brand’
- Opportunities for community engagement initiatives (relating to environment?)

Engaged Stretched

Strategy: ***build trust to reinforce value***

- Level of engagement probably relates to higher contact experience
- Questioning ‘care’ and value for money
- Potentially ‘higher maintenance’ customers: human face/soft voice
- Communicate support (PSR) and ways to save (metering) via magazine



Applying the segmentation

The moderately engaged segments are in many ways different:

Potentially Receptive

Strategy: ***optimise goodwill***

- Younger busy families: water conservation is not their main focus – at least for now
- But appear to value Wessex: high vfm and NPS scores; high magazine recall
- Potential to increase brand relevance through online strategy
- Ensure magazine and bills messaging relevant to this segment

Settled Unengaged

Strategy: ***long term thinking to convert the neutral/ambivalent***

- Average demographic profile
- No concerns about bill but less strongly satisfied than average
- Low contact, not engaging with magazine: few touchpoints
- Not fans of automation…
- Building positive associations via brand building (because service strategy not enough – esp. in world of CMEX)

Applying the segmentation

The two least engaged customer segments are:

- Not community participators
- Less likely to conserve water
- The youngest in profile
- In other respects very different

Transactional Unengaged

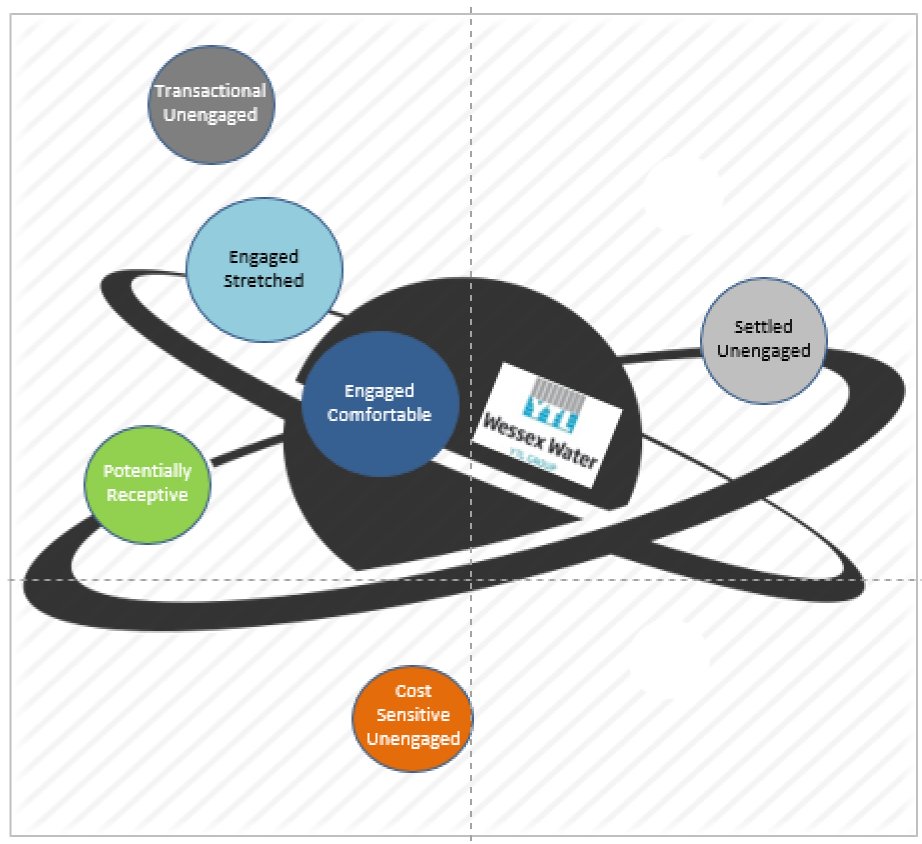
Strategy: ***high quality (IT driven) service***

- Strongly male
- Not concerned about bill but give average VFM, slightly below average satisfaction (but no major issues)
- Minimal contact with Wessex, but might respond to information on the bill (rational, transactional profile)
- Strongest potential for engagement with online / automated services

Cost Sensitive Unengaged

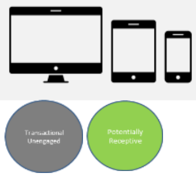
Strategy: ***urgent action to improve overall customer ratings. Use assistance programmes and community engagement to build positive associations***

- More likely female, less likely to be high social grade
- Least strong satisfaction and lowest VFM
- Low recall of Wessex touchpoints – low recall of any WW comms
- Appear very disengaged



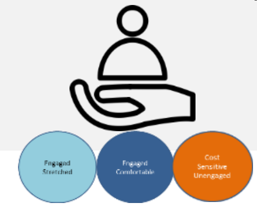
Applying the segmentation

Digital strategy: online billing and communication

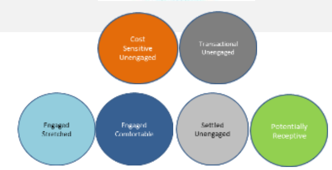


Behaviour change: water efficiency; meter uptake

Affordability and Assistance schemes (customer welfare):



Long term brand building:



How do we both validate and bring these segments to life?

- Need qualitative underpinning to test the usefulness of this analysis
- Require a screening criteria/algorithm
- Identify needs and beliefs that would enable implementation of segment-specific strategies
- Identify messages and channels that will work for each

Truth.

"We'd like to confirm, from the crew of Apollo 17, that the world is round."
Eugene Cernan, Commander

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Wessex Water YTL GROUP

Appendix

Statistical reliability

Statistical Confidence: with a sample size of 1,000 interviews where 30% give a particular answer we can be confident that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 2.8 percentage points from the sample results.

	Confidence Intervals at or near these percentage levels (at 95% level)		
Total sample size	**10% or 90%**	**30% or 70%**	**50%**
1,000 interviews	**±1.9%**	**±2.8%**	**±3.1%**
500 interviews	**±2.6%**	**±4.0%**	**± 4.4%**
250 interviews	**±3.7%**	**±5.7%**	**±6.1%**
100 interviews	**±5.9%**	**±9.0%**	**±9.8%**

Sub-group comparisons/comparisons over time: we could conclude that the survey results of say 75% in 2013 and 80% in 2014 would almost certainly be statistically significantly different when based on the full sample of 1,000 customers, but would almost certainly not be significant based on sample sizes of 250 each (e.g. Bristol area).

	Differences required for significant at or near these percentage levels (95% confidence limits)		
Size of samples compared	**10% or 90%**	**30% or 70%**	**50%**
1,000 and 1,000	**±2.6%**	**±4.0%**	**±4.4%**
500 and 500	**±3.7%**	**± 5.7%**	**± 6.2%**
250 and 250	**±5.4%**	**±8.2%**	**±9.0%**
100 interviews	**±8.3%**	**±12.7%**	**±13.9%**

Segment	Definition	Size	Summary
1. Engaged comfortable	• Conserve • Participate • Comfortable	26%	Slightly more male, older, and higher than average signs of vulnerability. They have strongest satisfaction with Wessex Water and good engagement with communications - recalling the magazine and noticing info with the bill. Likely to be service (not price) driven customers. There's potential to use magazine and bill information to reinforce 'brand'. They're also the most 'environmentally minded' segment; may be opportunities for environment-related engagement initiatives.
2. Engaged stretched	• Conserve • Participate • Less comfortable	20%	Older, highest signs of vulnerability, reasonable satisfaction with Wessex (but not so much trust!), and worried about future circumstances. High recall of magazine, they're often supporters of local companies and part of local action groups. They're most likely to contact Wessex, but can question 'care' and value for money –can be 'higher maintenance' customers needing a human face/soft voice. Potential strategy includes communicating support (PSR) and ways to save (metering) via magazine.
3. Potentially receptive	• Don't conserve • Participate	19%	Busy families: Water conservation is not their main focus – at least for now. Rate Wessex as broadly good for VFM and no real issues. They do notice current Wessex comms including magazine and might read info on the bill, so a need to ensure magazine and bill messaging are relevant to this segment. Potential to increase brand relevance through online strategy. May be opportunities for community engagement initiatives, if they can find the time and are motivated by the cause.
4. Settled unengaged	• Conserve • Don't participate • Comfortable	10%	Spread of ages, average demographics, a little less likely to have a meter. Rate VFM positively, with little concern about the bill, but less *strongly* satisfied than average. Low contact, not engaging with magazine, few touchpoints - and they are not fans of automation. Build positive associations via wider brand activity?
5. Transactional unengaged	• Don't conserve • Don't participate • Comfortable	6%	The youngest segment, notably more male, and over indexing on C2 social grade; average VFM and slightly weaker than average satisfaction, but no major issues. Minimal contact with Wessex; low magazine recall but might respond to information on the bill (rational, transactional profile). Strongest potential for engagement with online / automated services.
6. Cost sensitive unengaged	• Don't participate • Less comfortable	20%	Younger, more female, and least likely to be high social grade. Low VFM and most evidence of being discontent with Wessex. They are generally not engaged with any existing communications from Wessex (lowest awareness of the magazine), and not fans of an online approach or automation. A segment for priority 'human-touch' attention to raise VFM ratings, potentially via assistance programmes.

		1. Engaged comfortable	2. Engaged stretched	3. Potentially receptive	4. Settled unengaged	5. Transactional unengaged	6. Cost-sensitive unengaged
HOW DEFINED?	Water saving	HIGH	HIGH	LOW	HIGH	LOW	HIGH OR LOW
	Community	HIGH	HIGH	HIGH	LOW	LOW	LOW
	Bill affordability	HIGH	LOW	HIGH OR LOW	HIGH	HIGH	LOW
SIZE	Proportion of Wessex Water bill payers	26%	20%	19%	10%	6%	20%
DEMOGRAPHICS	Age (above average for)	55+ oldest	55+	35-54	Average	16-34 youngest	16-34
	Gender Female: Male	51:49	67:33	59:41	64:36	36:64	70:30
	Social Grade (above average for)	Average	Average	Average	Average	C2	C1 (NOT AB)
PROFILING	Vulnerability	31%	39% (highest)	26%	18%	10% (lowest)	11%
	'Active citizens'	41%	50% (highest)	45%	0%	0%	0%
	Have meter	42%	51% (highest)	42%	33% (lowest)	40%	35%
RELATIONSHIP WITH WESSEX	VFM	73%	66%	78%	84%	73%	57%
	Very satisfied	61%	55%	56%	29%	29%	19%
	Recall magazine	70% (high)	68% (high)	71% (high)	35% (low)	41% (low)	21% (very low)
	Contact	14%	22% (highest)	12%	2% (very low)	3% (very low)	7%
WIDER ATTITUDES	Environmentally minded (9 or 10)	56% (highest)	44%	33%	34%	6% (lowest)	18%
	Prefer online	37%	34%	36%	24%-	43% (highest)	19% (lowest)

Image Tracker 2016-18

Flexi Section Appendix

18th June 2018


2016-17 Quarters 1 & 2

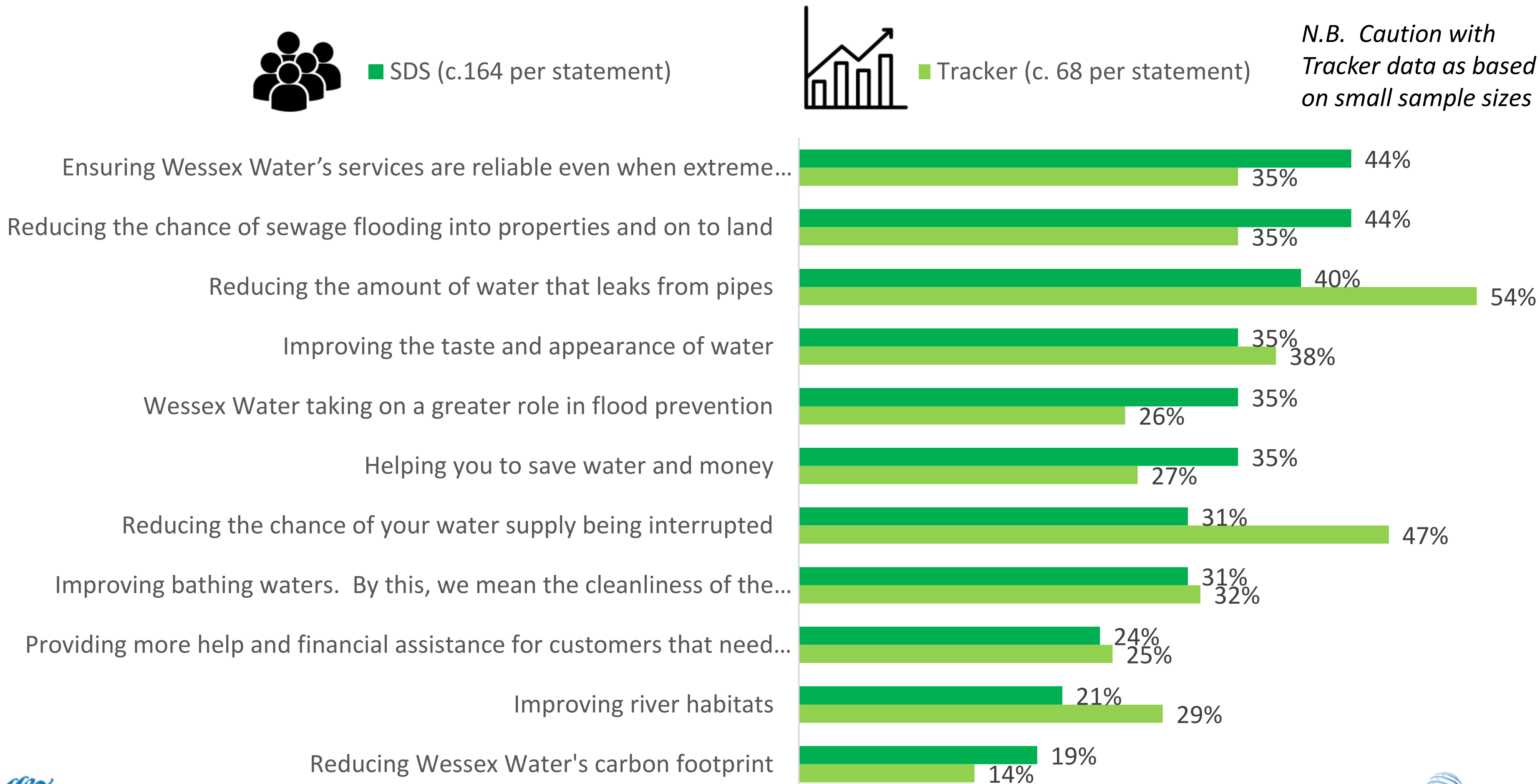
Questions: 2016-17 (Quarter 1 & 2)

		Sample size
QF1	Wessex Water develops long term plans which have to balance the needs of customers today, while making sure water and waste services meet the needs of future generations of customers. I am going to read out 3 of the areas they have to consider. Please prioritise these issues in terms of their importance to you… most important, 2nd most important and 3rd most important.	500 (Q1-Q2) c.68 per statement
	Improving the taste and appearance of water	
	Helping you to save water and money	
	Reducing the chance of your water supply being interrupted	
	Reducing the amount of water that leaks from pipes	
	Reducing Wessex Water's carbon footprint	
	Improving bathing waters. By this, we mean the cleanliness of the sea on popular coastal beaches	
	Improving river habitats	
	Providing more help and financial assistance for customers that need it most	
	Reducing the chance of sewage flooding into properties and on to land	
	Wessex Water taking on a greater role in flood prevention	
	Ensuring Wessex Water's services are reliable even when extreme weather events occur	
QF2	The following are all of the different areas Wessex Water has to consider. For each we'd like know if you are happy with the service as it is; or if you think there is room for improvement	500 (Q1-Q2)
	Statements as for QFLEX1 above	
QF3	Wessex Water is planning to take a more sustainable approach to its business by trying different solutions which might be less proven but are less expensive and use less energy than the more tried and tested approaches. For instance, incentivising farmers to reduce pollutants getting into streams and rivers rather than spending more time and money cleaning polluted water. How much do you support or oppose this idea?	500 (Q1-Q2)
QF4	Wessex Water is also planning to focus more on helping customers to use less water rather than opting for expensive and energy intensive building, such as new reservoirs. How much do you support or oppose this idea?	500 (Q1-Q2)
QF5	If it was down to you, which of the following options do you think Wessex Water should adopt?	500 (Q1-Q2)
	Spend a larger proportion of your household budget on water to provide a better service (for instance quicker response times, improved maintenance and less chance of burst pipes or flooding)	
	Spend the same proportion of your household budget on water to get the same service	
	Spend a smaller proportion of your household budget on water but get a reduced service (for instance slower response times, reduced maintenance and a higher chance of burst pipes or flooding)	

- **Data shown here is both for the SDS study and the tracking study**
- When asked to prioritise, customers are most likely to want Wessex Water to focus on *reliability in face of extreme weather, reducing sewage flooding* and *reducing leakage*.

QF1. Wessex Water develops long term plans which have to balance the needs of customers today, while making sure water and waste services meet the needs of future generations of customers. I am going to read out 3 of the areas they have to consider. Please prioritise these issues in terms of their importance to you. % ranked first

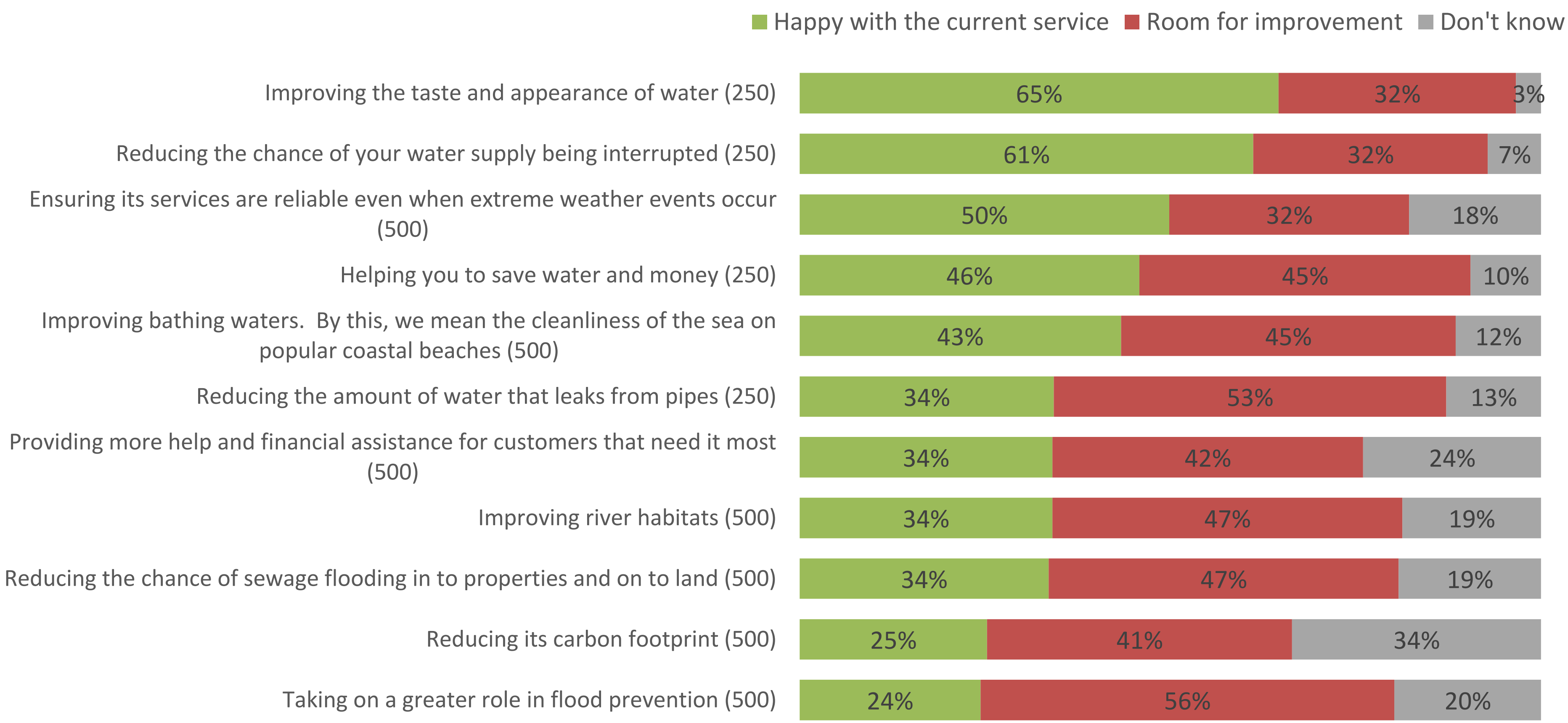
N.B. Caution with Tracker data as based on small sample sizes



Service Review | Evaluation of Wessex Water's current services

- More than two third of customers are happy with current service regarding water quality
- More than half are unhappy with current actions on flood prevention and water leaks
- Carbon footprint is the area where more communication is needed, currently one third could not answer

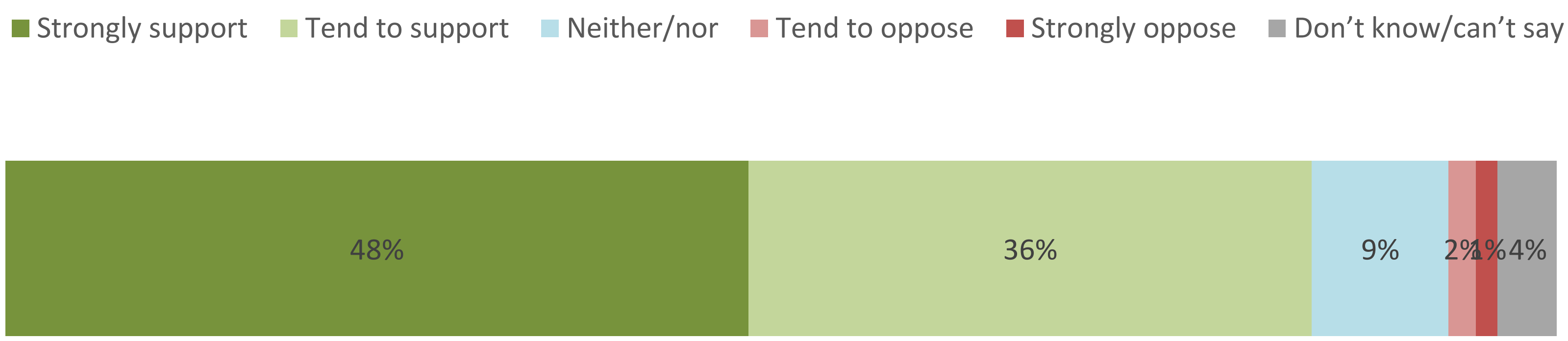
QF2. The following are all of the different areas Wessex Water has to consider. For each we'd like know if you are happy with the service as it is; or if you think there is room for improvement
Base: All respondents (500) / All Wessex/Wessex customers (250)



Sustainable approach

- Vast majority of customers support Wessex Water's sustainable approach.

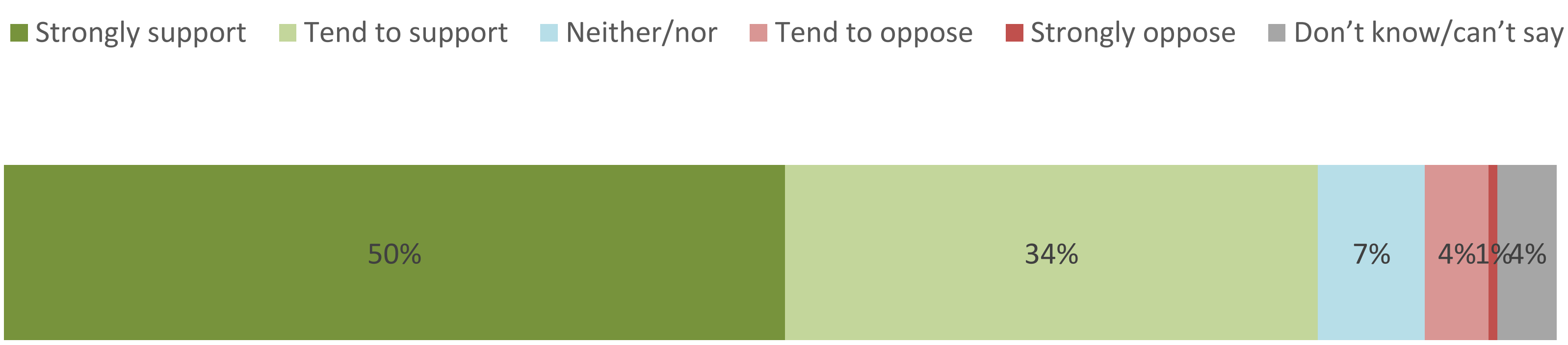
QF3. Wessex Water is planning to take a more sustainable approach to its business by trying different solutions which might be less proven but are less expensive and use less energy than the more tried and tested approaches.
How much do you support or oppose this idea?
Base: all respondents (500)



Help on water saving

- The vast majority of customers also support Wessex Water's plan to focus more on helping customers to use less water.

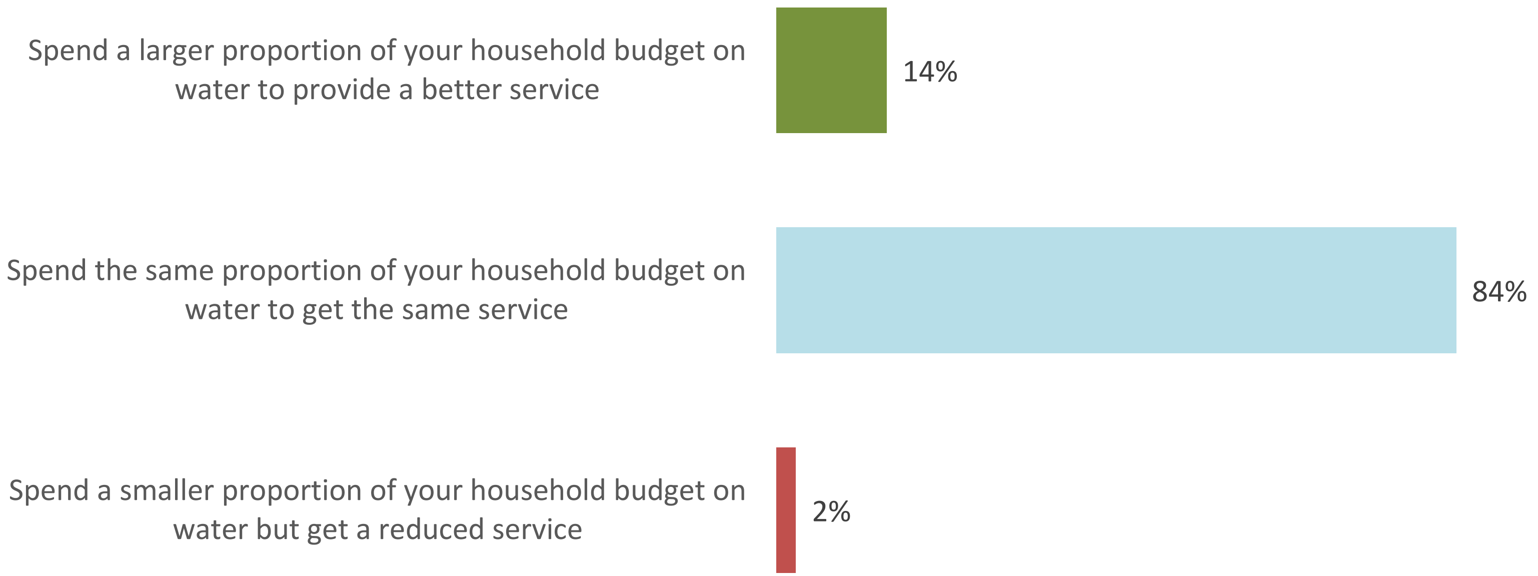
QF4. Wessex Water is also planning to focus more on helping customers to use less water rather than opting for expensive and energy intensive building, such as new reservoirs. How much do you support or oppose this idea?
Base: all respondents (500)



Expectation of service level

- The great majority of customers would prefer to continue the status quo in terms of spend and service

QF5. If it was down to you, which of the following options do you think Wessex Water should adopt?
Base: all respondents (500)



2016-17 Quarters 3 & 4

Questions: 2016-17 (Quarter 3 & 4)		Sample size
3QF1	Many businesses make plans for the future. Looking at the following types of organisation, how far in to the future should they be considering their long term strategy and business plans?	500 (Q3-Q4)
3QF2	To what extent, if at all, do the following issues concern you personally? Please use a scale from 1 to 10, where 1 is 'concerns me greatly' and 10 is 'does not concern me at all'	500 (Q3-Q4)
	Housing shortages	
	Water shortages	
	Reduction of greenbelt/countryside	
	Job shortages	
	Crime	
	Energy shortages	
	Population growth	
	Immigration	
3QF3a	To what extent, if at all, do you consider the following issues to pose a threat to water/ sewerage supplies in the future?	500 (Q3-Q4)
	Extreme weather events	
	Climate change	
	Deteriorating infrastructure (e.g. pipes, treatment works)	
	New housing developments	
	Population growth	
3QF3b	I'm going to read out the issues you selected as posing a threat to water/ sewerage supplies. Do you think [STATEMENT] poses a long term / medium term / short term threat…?	500 (Q3-Q4) c.300 per statement
	Statements as for previous question 3QF3a	

Questions : 2016-17 (Quarter 3 & 4 continued)

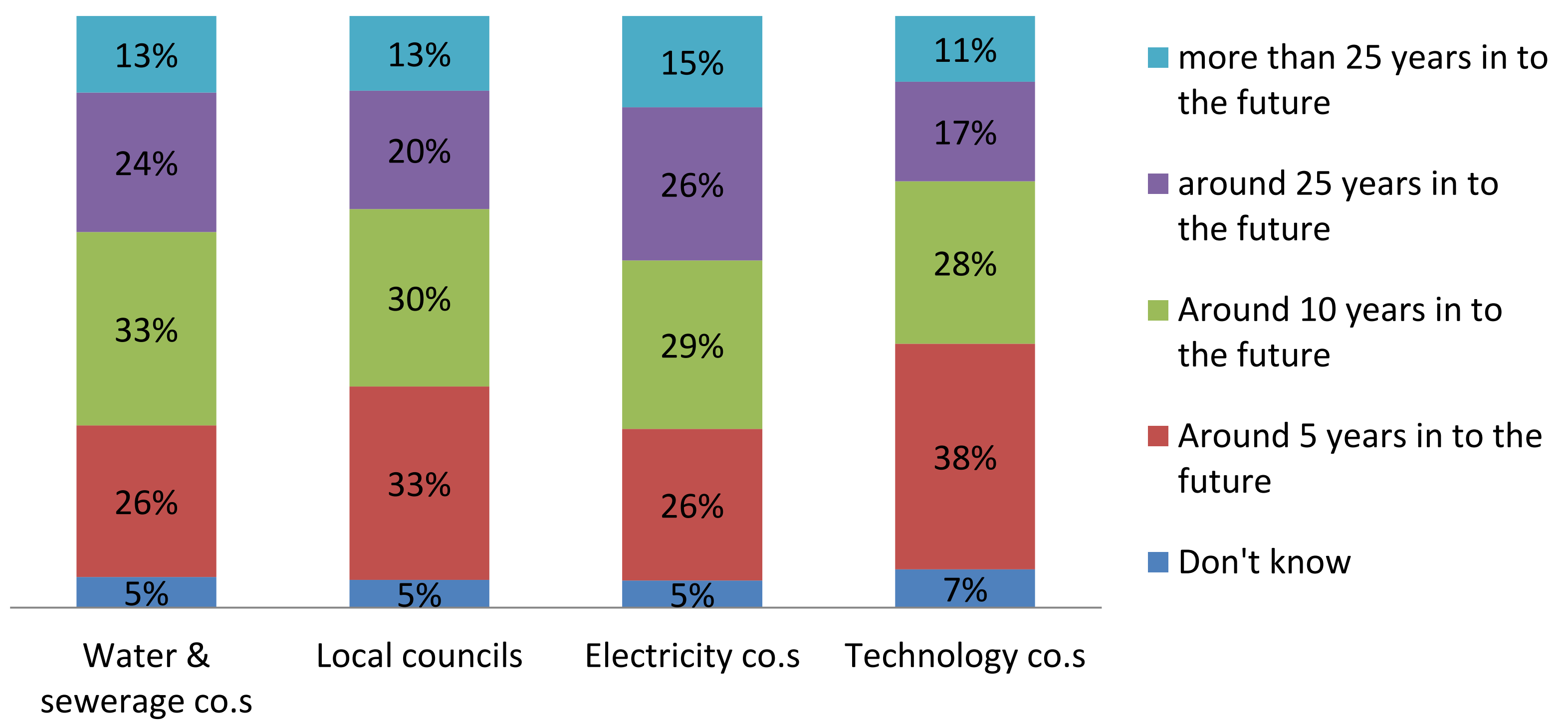
		Sample size
3QF4a	If your water and sewerage supplies were threatened (please don't be alarmed…this is all hypothetical!) how likely or unlikely do you expect the following impacts would be…?	500 (Q3-Q4)
	Deterioration of natural habitats	
	More unexpected supply interruptions	
	More planned supply interruptions	
	More restrictions on hosepipe/sprinkler/jetwash usage	
	Reduced pressure of water	
	Increase in water bill	
	More leaks	
	More pollution	
3QF4b	And if any of these things were to impact you personally, how easy or difficult would you find it to tolerate?	500 (Q3-Q4)
	Statements as for previous question 3QF4a	
3QF6a	Which of the following statements best represents your view	500 (Q3-Q4)
	I believe today's customers should pay a little more so that we can invest and be more certain that water services are reliable for future generations.	
	I believe we should keep investment and bills to a minimum now, even if this means future generations might have to pay more to keep their services reliable.	
	Neither/ Don't know	
3QF6b	And would you say you agree slightly or agree strongly with this statement?	500 (Q3-Q4)
	Statement selected at previous question QFLEX6a	

Views on long term strategic planning

- There's a spread of views about how far into the future organisations should plan
- The average planning timeframe is thought to be a little longer for utilities

3QF1. How far in to the future should they be considering their strategy and business plans?
Base: All in Oct '16 to Mar '17 research (500)

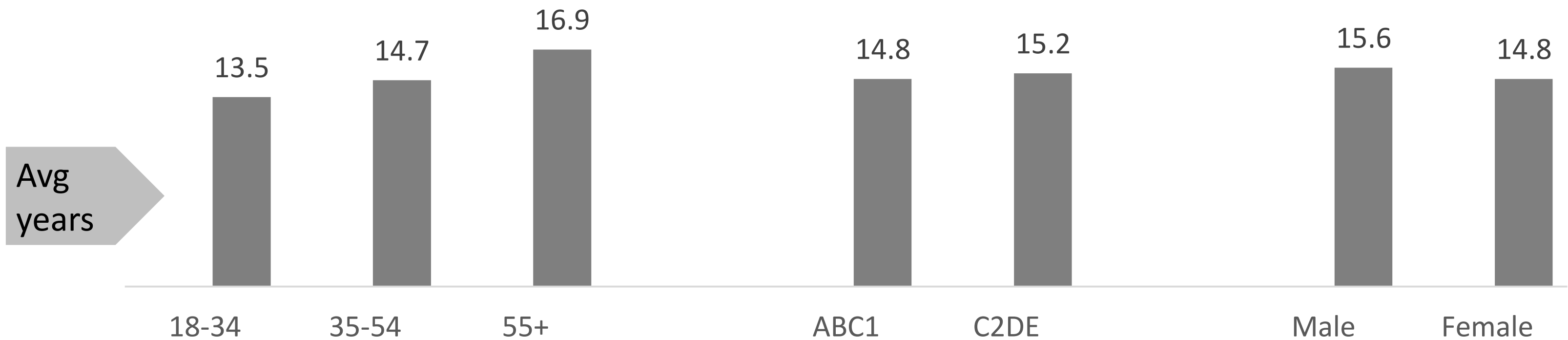
Avg (years)	15.1	14.1	15.9	13.0

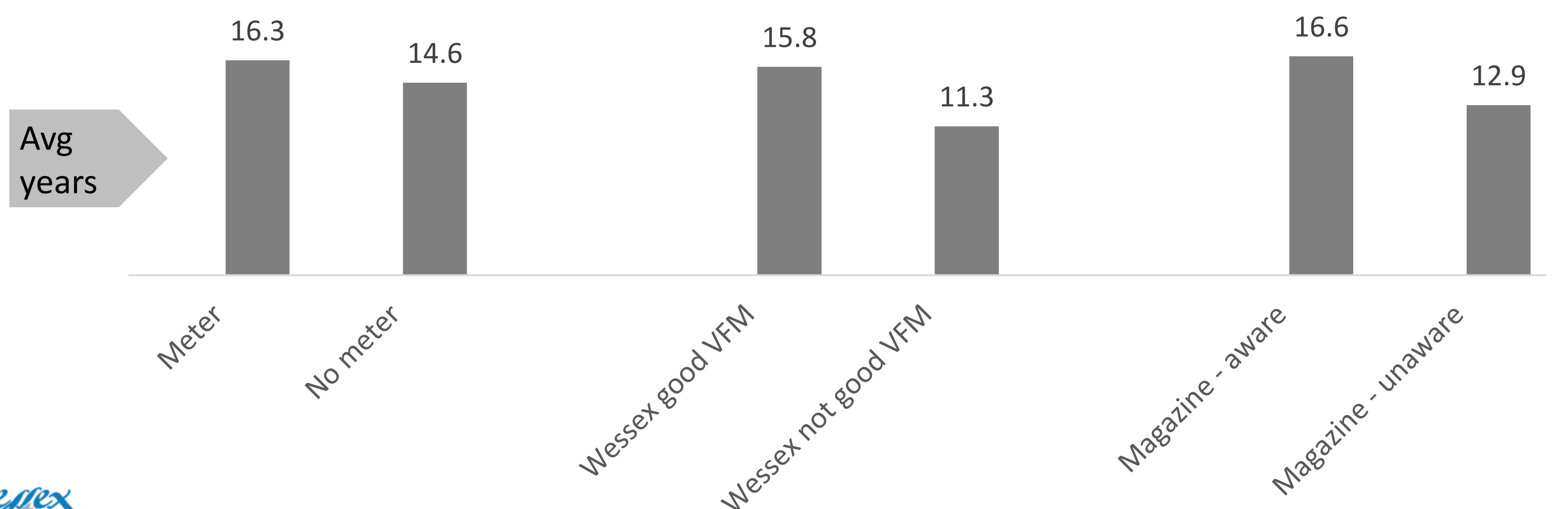


Views on long term strategic planning – water companies

- Older customers are more likely to advocate longer planning perspectives for water companies
- There's also a more long-termist view amongst those with meters, those who feel Wessex is good VFM, and those aware of the magazine (so broadly those who exhibit more involvement in the category)

3QF1. How far in to the future should they be considering their strategy and business plans? Water and sewerage companies. Base: All in Oct '16 to Mar '17 research (500)

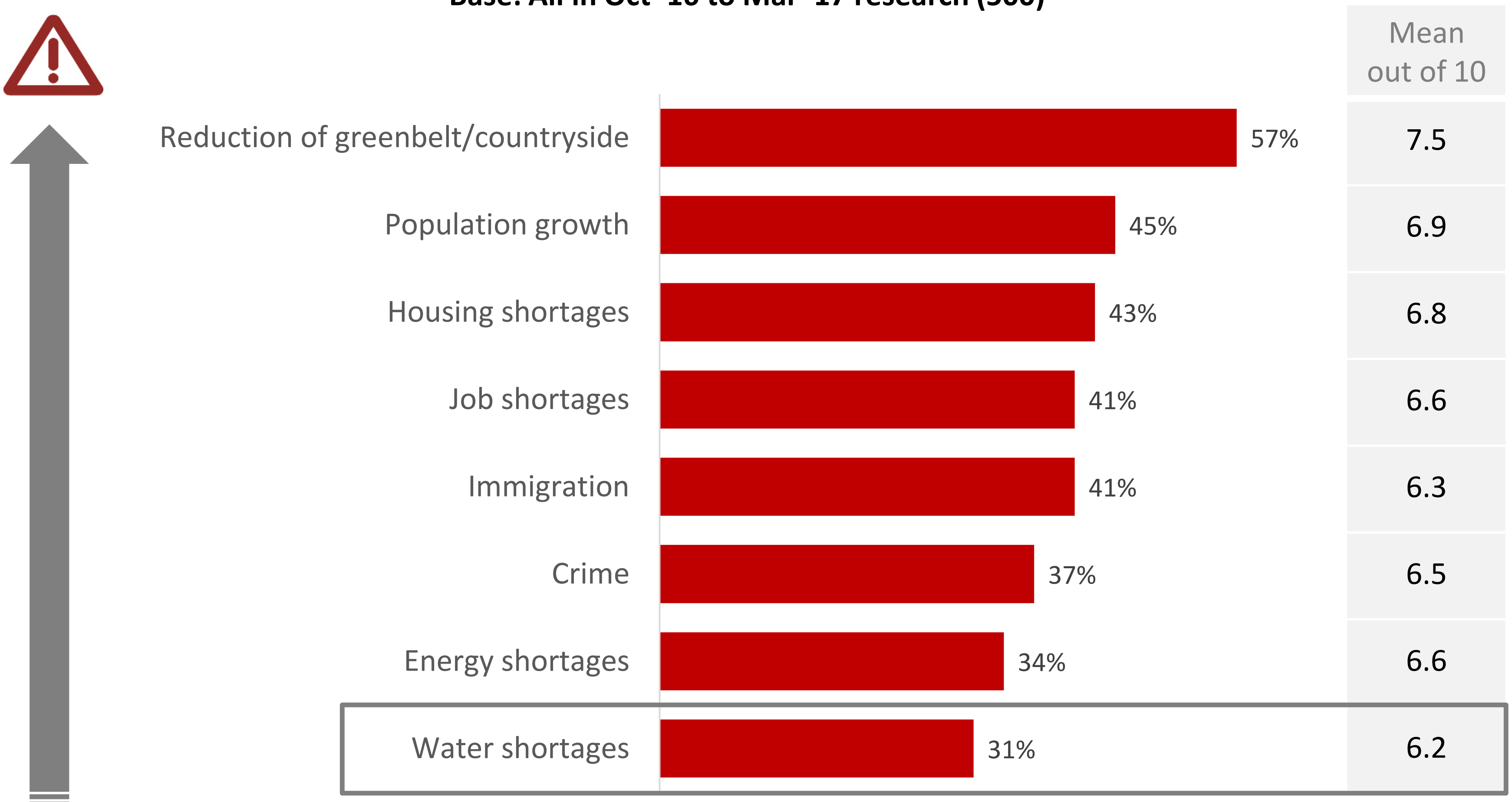




Concerns for the future – wider context

- Water shortages are bottom of the list for customers concerns
- This may reflect a sense that this is not truly a threat within the Wessex region

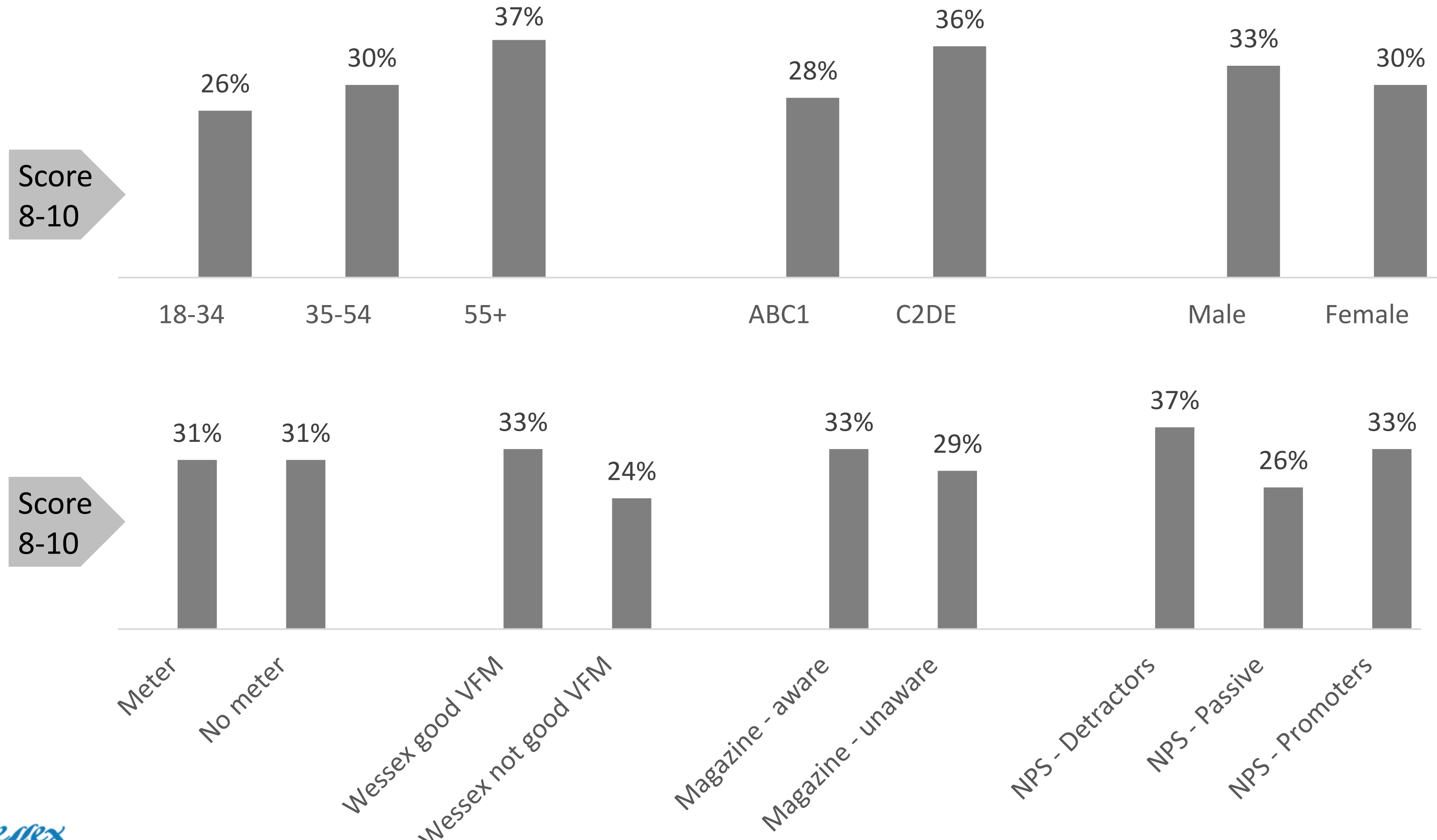
3QF2. How concerned are you with…? % scoring 8-10
Base: All in Oct ‘16 to Mar ‘17 research (500)



Level of concern over water shortages

- Older customers are more likely to be concerned about water shortages
- Those with more of an appreciation of Wessex value for money, and those with more of an opinion on whether they'd recommend (promoters or detractors) are also more concerned; engagement = appreciation of the issues

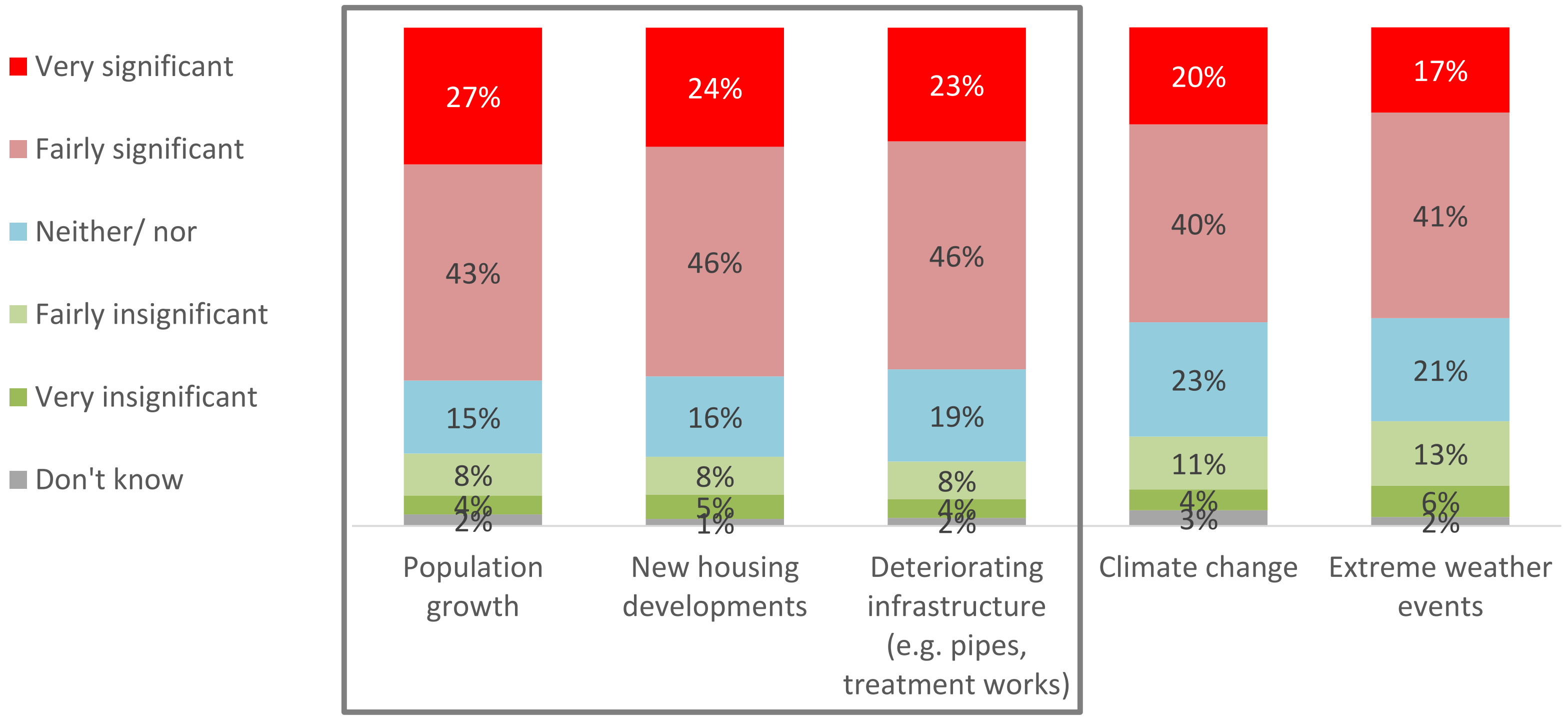
3QF2. How concerned are you with water shortages? Score 8-10
(Base: All in Oct '16 to Mar '17 research)



Perceived threat of different issues to water / sewerage supply

- There's little differentiation on what constitutes a threat to water / sewerage supplies
- Population growth, new housing developments and deteriorating infrastructure are jointly seen as the 'big three', with climate change and extreme weather seen as less threatening

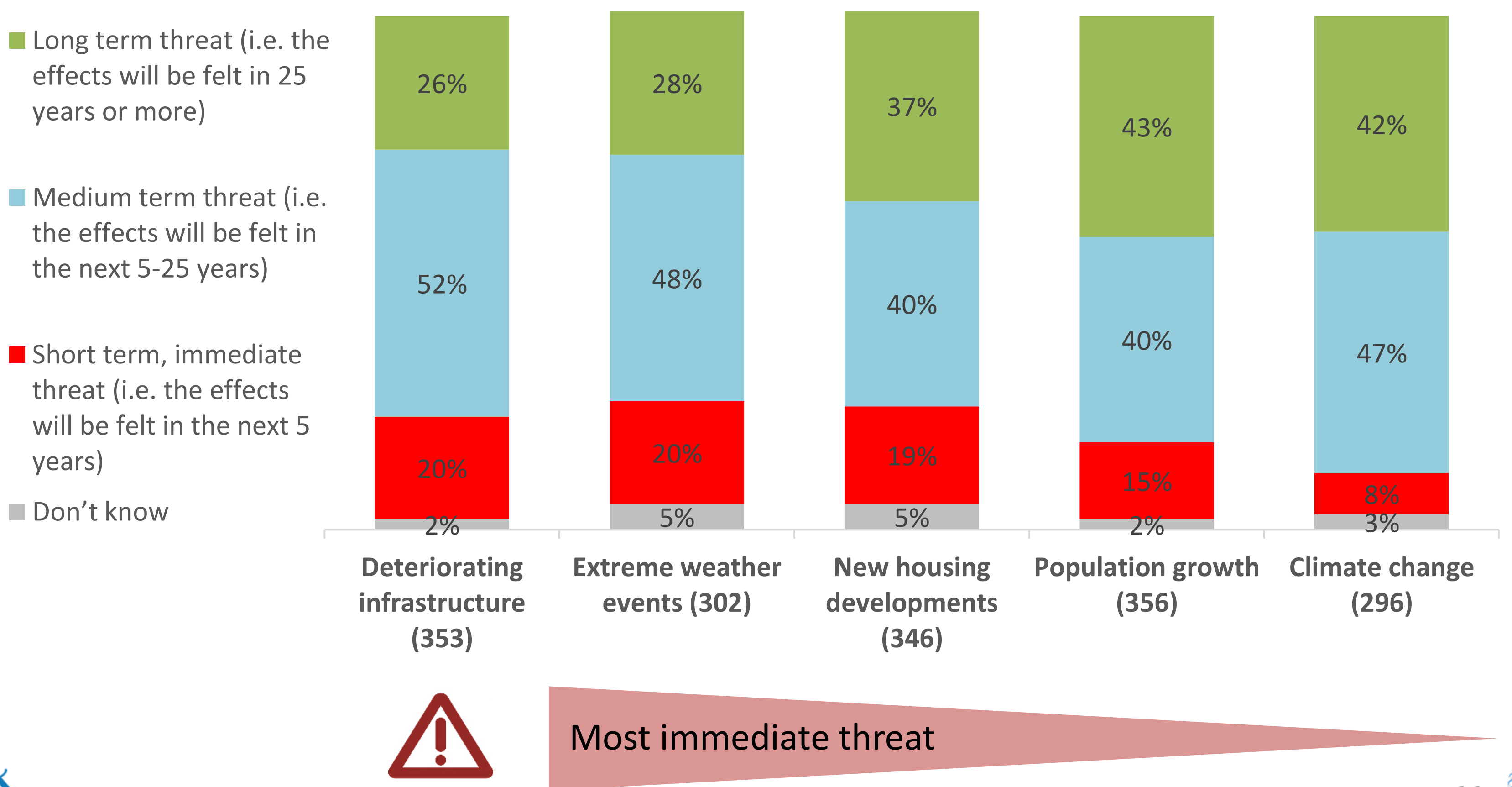
3QF3a. To what extent, if at all, do you consider the following issues to pose a threat to water/ sewerage supplies in the future? Base: All in Oct '16 to Mar '17 research (500)



Immediacy of threat

- Deteriorating infrastructure, extreme weather and new housing developments are seen as the more immediate threats
- Population growth and climate change seem more a concern for future generations

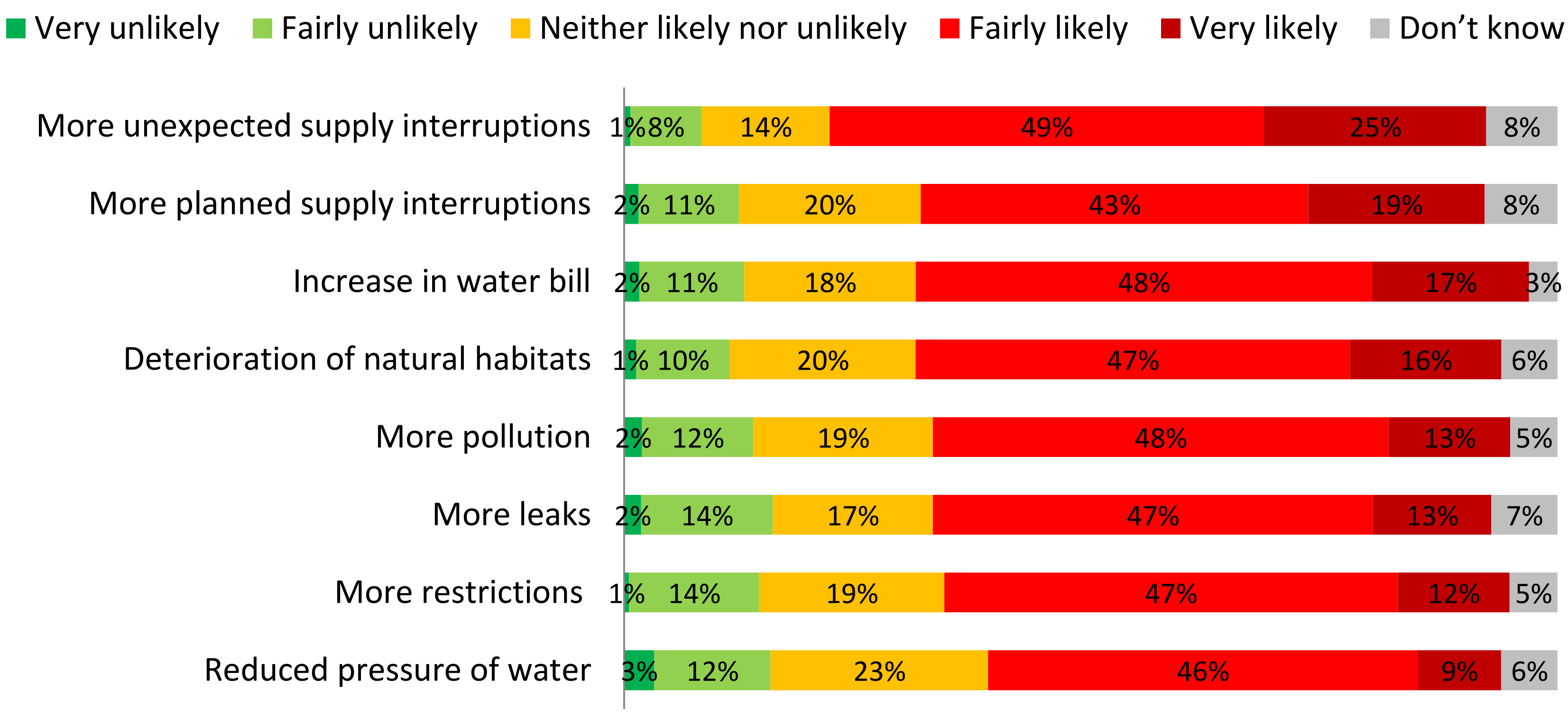
3QF3b. I'm going to read out the issues you selected as posing a threat to water/ sewerage supplies. Do you think [STATEMENT] poses a...?
Base: All selecting each issue as a threat to water / sewerage supplies



Perceived impact of different threats

- More supply interruptions (both unexpected and expected) are the most likely perceived impacts of a threat to water and sewerage supplies
- But nearly as likely would be more universal impacts like deterioration of habitats and pollution

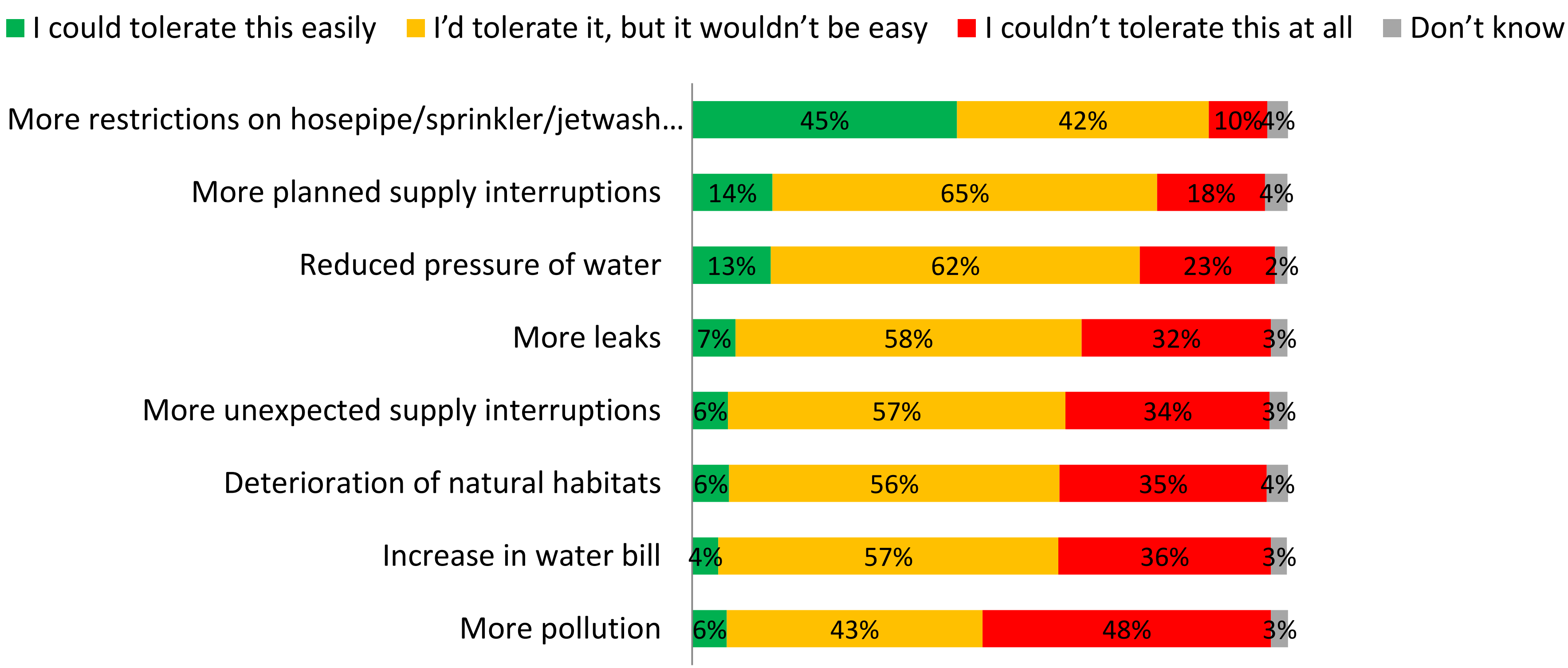
3QF4a. If your water and sewerage supplies were threatened (please don't be alarmed…this is all hypothetical!) how likely or unlikely do you expect the following impacts would be…?
Base: All in Oct '16 to Mar '17 research (500)



Tolerance to different impacts

- Most easily tolerated would be hosepipe restrictions
- The hardest side-effect to handle would be more pollution
- Increased bills are also a side effect very few would tolerate easily

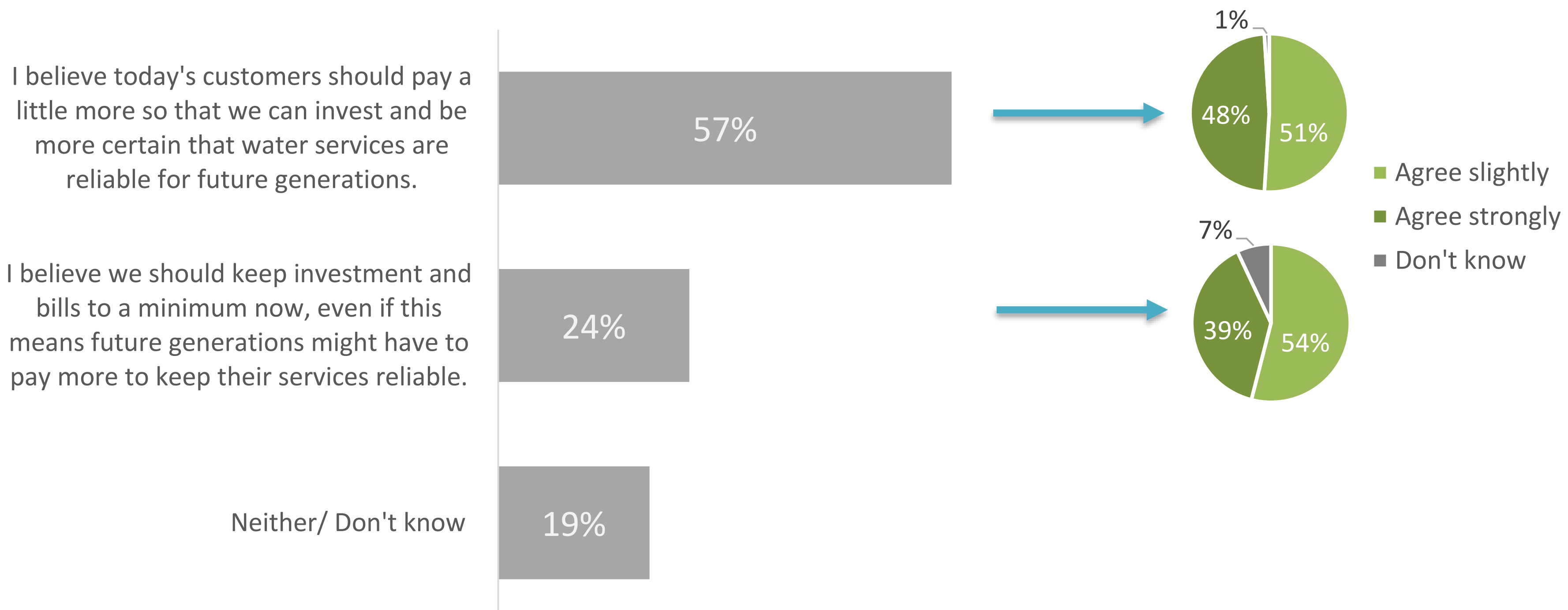
3QF4b. And if any of these things were to impact you personally, how easy or difficult would you find it to tolerate? Base: All in Oct '16 to Mar '17 research (500)



Attitudes to paying for resilience measures

- From an 'uninformed' viewpoint, the majority think customers today should pay more to ensure a reliable service for future generations

3QF6a. It is possible that future generations may have to pay more to replace a larger proportion of water and sewerage pipe work to keep services running reliably. Which of the following statements best represents your view?
QFLEX6b. And would you say you agree slightly or agree strongly with this statement?
Base: All in Oct '16 to Mar '17 research (500)

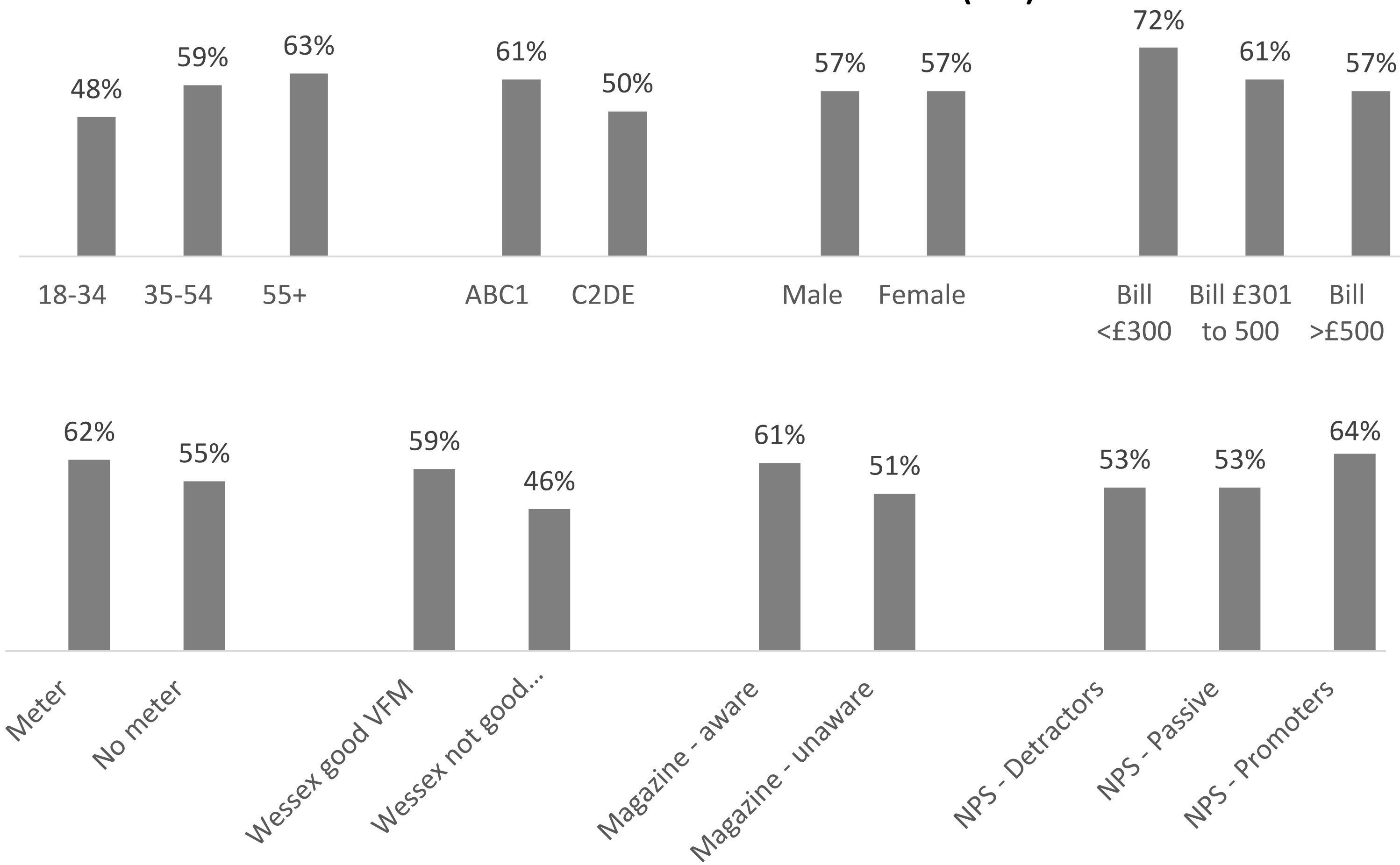


However - when we triangulate with Qualitative work (where bill impacts of future-proofing strategies are shown) customers are frequently choosing the short-term, low cost options

Attitudes to paying for resilience measures

- Older people, and those paying less for water at the moment, are more altruistic when it comes to paying more for future generations' water security
- Those who are currently happier with Wessex (and its value) are also more amenable to this

3QF6a. % choosing 'I believe today's customers should pay a little more so that we can invest and be more certain that water services are reliable for future generations'.
Base: All in Oct '16 to Mar '17 research (500)



2017-18

	Questions 2017-18	Sample size
QF1a	How much effort do you make at home to save water?	1000 (Q1-4)
QF1b	Thinking about what you buy, how you travel and how you live your day to day life, which of these best describes you?	382 (Q1-2*)
	I don't tend to think about my impact on the environment	
	It's a bonus if what I'm doing is environmentally friendly, but it's not a big issue for me	
	I think about my impact on the environment and try to make a difference without spending too much time or money	
	I'm very concerned about my impact on the environment and I spend considerable time or money to reduce it	
QF2	Please tell me which, if any, of these apply to you?	382 (Q1-2*)
	I work in a trade related to engineering or plumbing	
	I have attempted practical plumbing tasks at home	
	I take an active interest in how utility suppliers like water companies actually work	
	I have a qualification in a subject related to the water industry like engineering or geology	
QF3	And please tell me which, if any, of these apply to you?	1000 (Q1-4)
	I volunteer for a local organisation or a local charity	
	I'm a member of an online group (like facebook) for people living in my area	
	I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council	
	I often pick up litter near where I live	
	I report overflowing drains or leaking pipes in my neighbourhood	
	I choose to use or recommend companies because they do things for the local community like sponsoring a local team, or donating to a local charity'	
QF4	And do any of the following apply to your household?	1000 (Q1-4)
	Someone in your household has a long term disability or chronic illness	
	Living in social or council housing	
	Claiming pension tax credit (not just state pension)	
	The household does not own a car	
	The household is in a remote location	
	No Internet access at home	
	On a special water tariff like Water Assist or Water Sure	
QF4b	Are you aware that people receiving pension credit can receive a 20% discount on their water bill?	16** (Q3-4)

* Data collection quality issue identified; not all interviews in Quarter 2 included this question

** Caution – very low base size; question only asked to those claiming pension tax credit

Questions 2017-18 (continued)		Sample size
QF5	To what extent, if at all, do the following issues concern you personally? Please use a scale from 1 to 10, where 10 is ‘concerns me greatly’ and 1 is ‘does not concern me at all’	1000 (Q1-4)
	Housing shortages	
	Water shortages	
	Reduction of greenbelt/countryside	
QF6	Now I’d like you to think about your water and sewerage bill. There are three possible options for what could happen to your bill over the coming 6 years. You would pay the same overall amount across the six years, whichever option was chosen. If you had to choose, which of the following options would you prefer?	278 (Q3*)
	Bills change every year according to how much work the water companies have to do. So bills might go up one year and down the next	
	Bills go down in the first year, but then go up above inflation for the following four years	
	Bills change in line with inflation, so that changes aren’t as big from year to year	
QF7	Some of the money you pay on your water bill is used to make improvements in services provided by your water company such as quicker response times or less chance of burst pipes or flooding. Which one of these options would you prefer in future?	278 (Q3*)
	Your bill stays the same and services improve a small amount	
	Your bill reduces by £2 a month and services stay the same	
	Your bill increases by £2 a month and services improve a lot	
	Your bill falls by £5 a month, but services get worse	
QF8	You just mentioned that you would prefer to see services provided by your water company improve. What do you think your water company should focus most on improving?	188 (Q3)
	Better quality water	
	More reliable water supply	
	Fewer leaks	
	Reduce flooding	
	Reduce sewerage flooding	
	Better customer service if you have a problem	
	Better website / online service	
QF10	Are you aware of any kind of assistance that Wessex Water offers for customers who struggle to afford their water bill?	250 (Q4)
	Yes – aware but do not receive any assistance	
	Yes – aware and receive some form of assistance	
	No – not aware	
	Don’t know	

* Data collection quality issue identified; not all interviews in Quarter 3 included this question

Questions 2017-18 (continued)

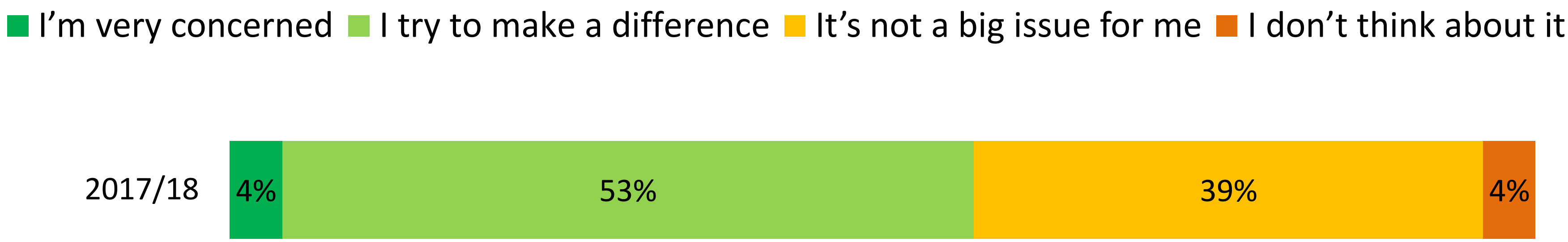
		Sample size
QF11	Which, if any, of these are you aware of that Wessex Water offers for customers who struggle to afford their water bill?	46 (Q4)
	Flexible payment plans	
	Ability to pay bill directly from benefits	
	Reduced bills for customers in certain circumstances, such as low income or with certain medical conditions	
	Debt repayment plans	
	Free water saving packs	
	Free water meters, so you only pay for what you use	
	Something else	
	None of these	
	Don't know	
QF12	Are you aware of any additional services offered by Wessex Water, such as large print or braille for people who need them, passwords to check company callers are genuine, or liaison with customers on dialysis who need a constant supply of water? These are also known as Priority Services.	250 (Q4)
	Yes – but I am not registered	
	Yes – and I am registered	
	No	
	Don't know	

Environmental perspective

- There's a reasonably even split between people who are 'more concerned' and 'less concerned' about the environment. Just over two thirds claim to make some degree of effort to save water at home.

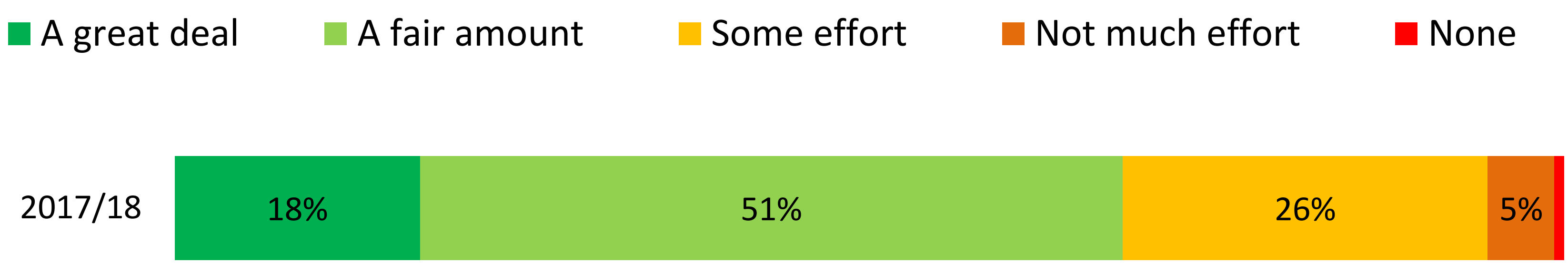
Flex QF1B. Environmental consciousness: Thinking about what you buy, how you travel and how you live your day to day life, which of these best describes you?

(Base: all respondents - 382)



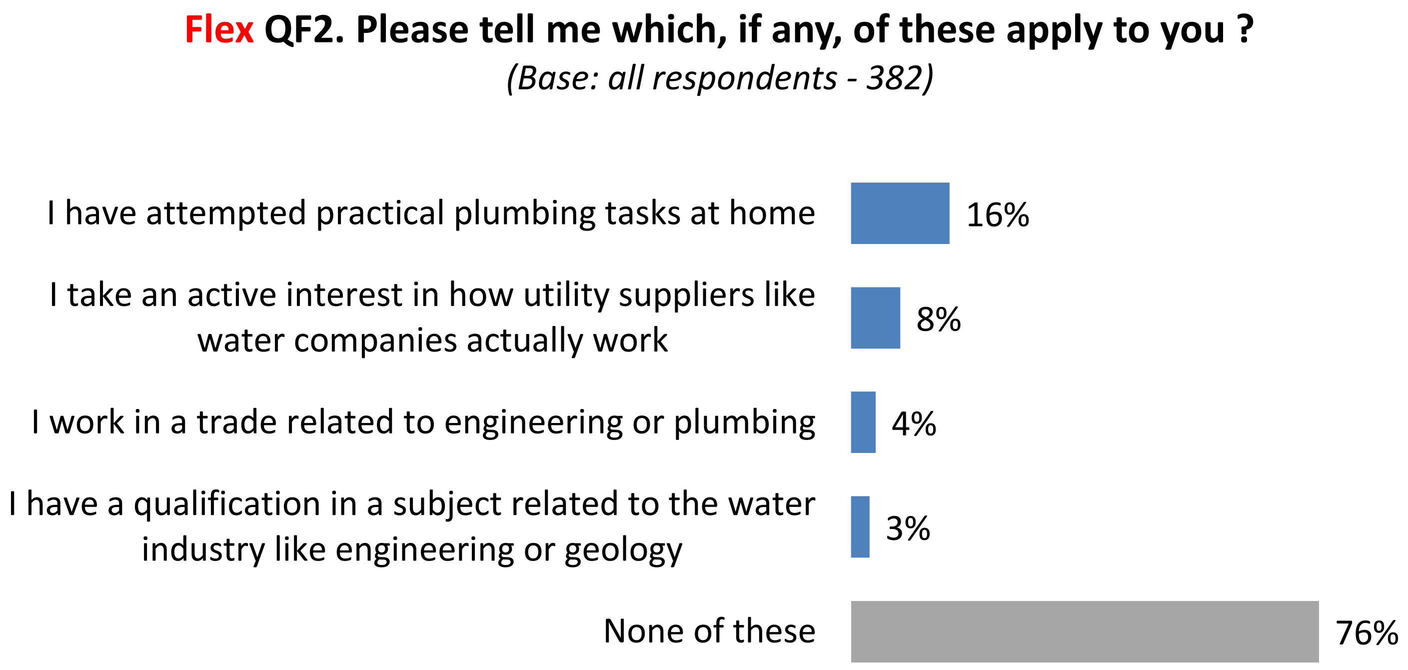
Flex QF1A. How much effort do you make at home to save water?

(Base: all respondents - 1000)



Technical appreciation

- We have identified through qualitative research that a group of customers often have a greater understanding and appreciation of the water industry and its challenges
- Based on the question below, we see around 1 in 4 customers may fall into this segment

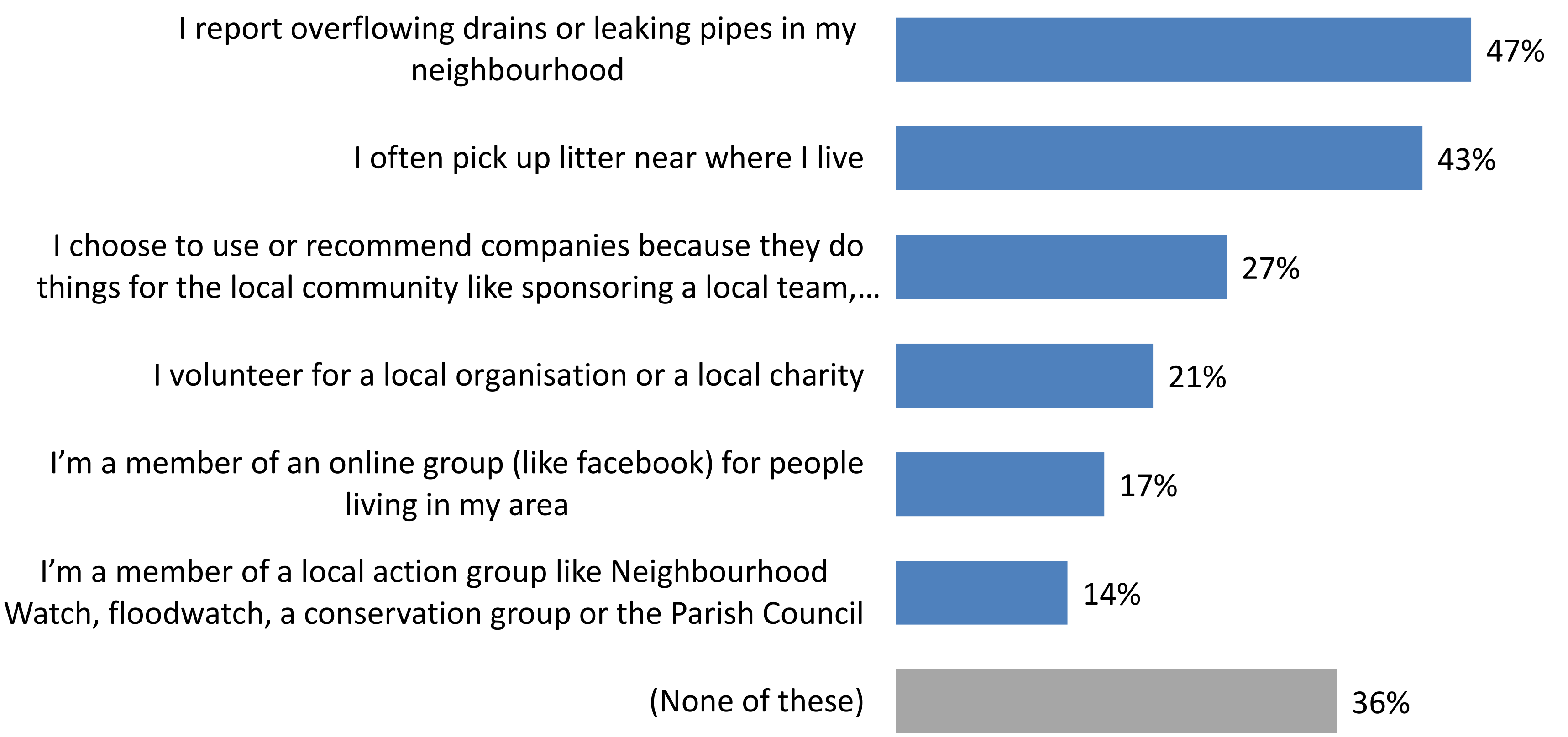


Participation potential

- Given the increasing momentum towards the idea of participation, we are looking to understand the complexion of customers' participation potential
- Around 1 in 7 consumers show signs of being proactive in this respect (14% a member of an action group, 21% do some volunteer work) with as many as two thirds having some level of potential

Flex QF3. And please tell me which, if any, of these apply to you?

Base: all respondents Q1-Q4 (1,000)

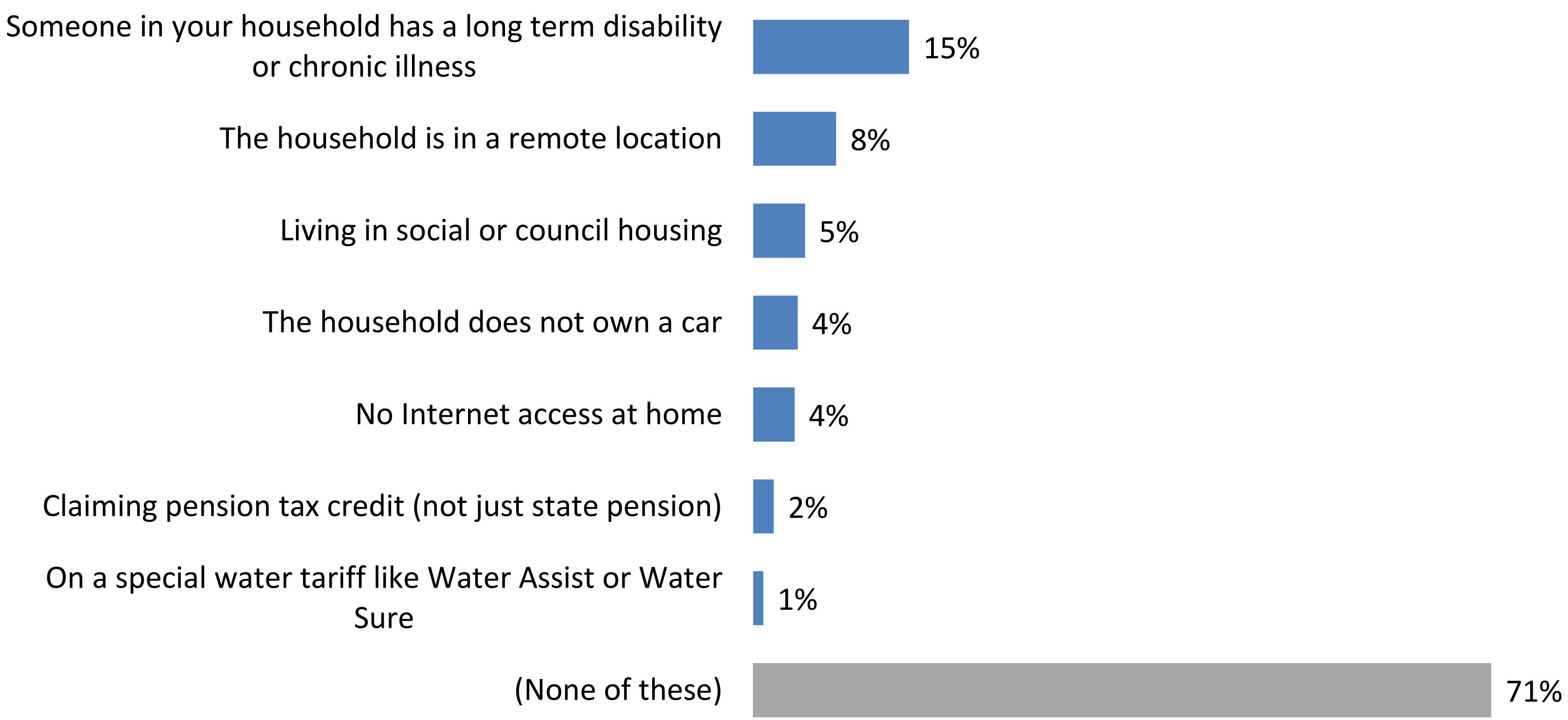


Vulnerability

- Nearly 3 in 10 customers interviewed exhibited at least one potential indicator of vulnerability in their household
- Most commonly a long term disability or chronic illness

Flex QF4. And do any of the following apply to your household?

Base: all respondents (1,000)

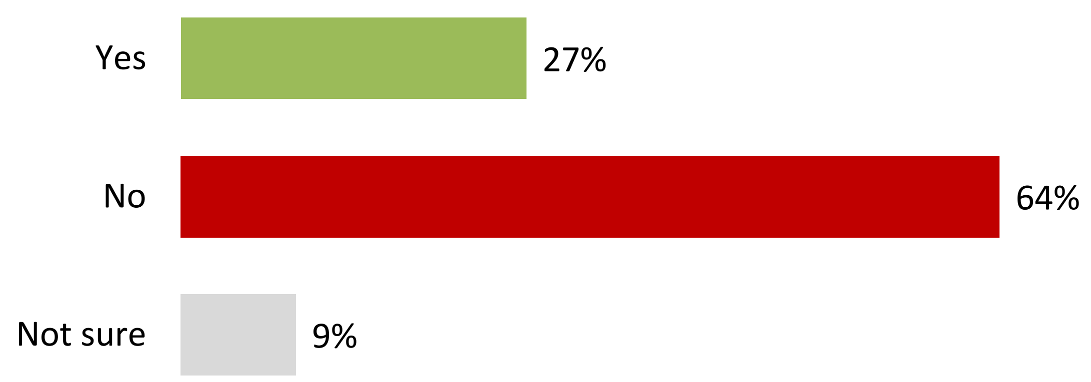


Awareness of discount for those receiving pension credit

- Of the very small minority of customers who claim pension tax credit (not just state pension), the majority are not aware that they can receive a 20% discount on their water bill.
- *N.B. this is a very low base size and must be treated with caution*

Flex QF4b. Are you aware that people receiving pension credit can receive a 20% discount on their water bill?

*(Base: All claiming pension tax credit n=16**)*

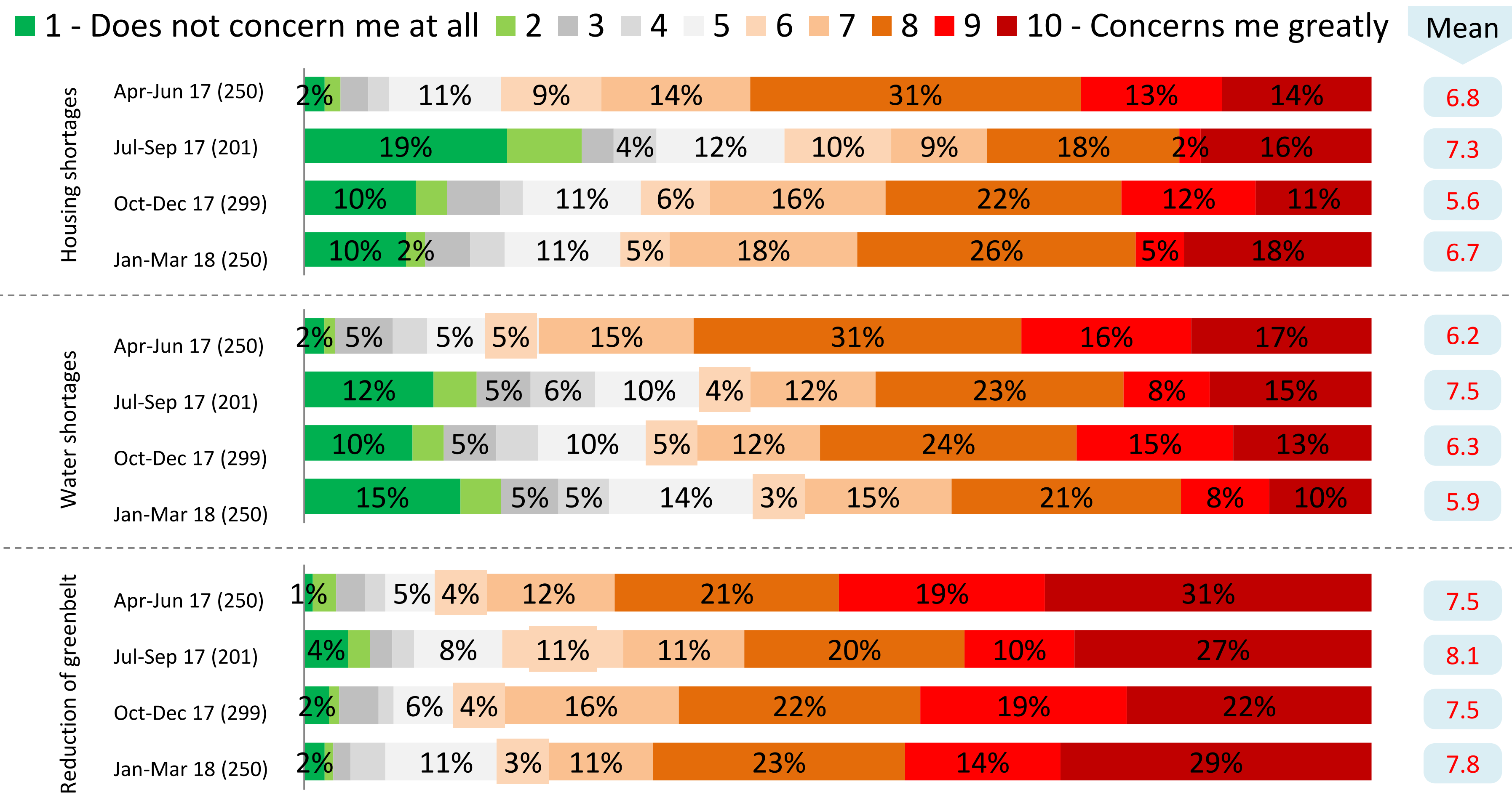


****N.B. Very low base size – caution required**

Personal concerns

Despite well publicised issues with water supply in some regions of the UK, Wessex customers do not seem so concerned about possible shortages as we move into the early part of 2018.

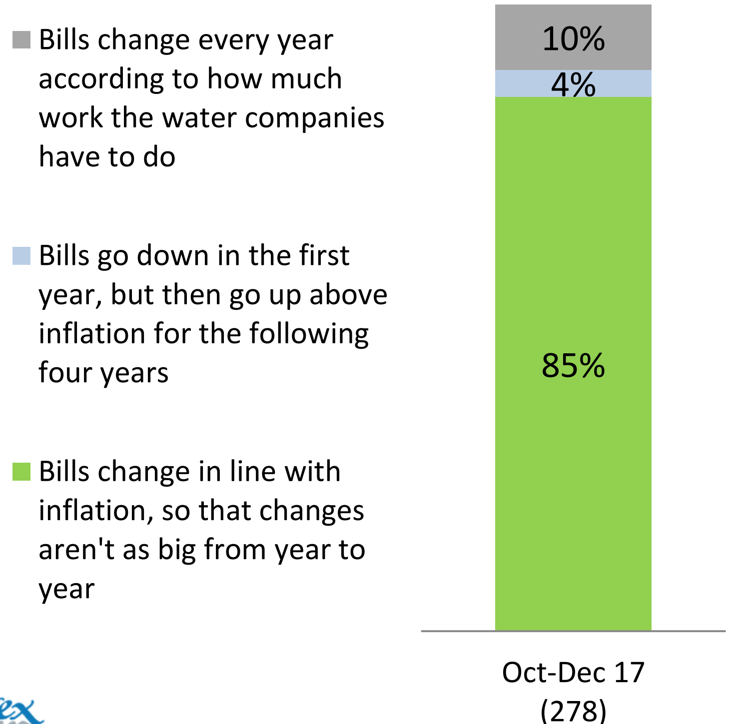
New QF5C. To what extent, if at all, does ... - concern you personally ? *(Base: all respondents)*



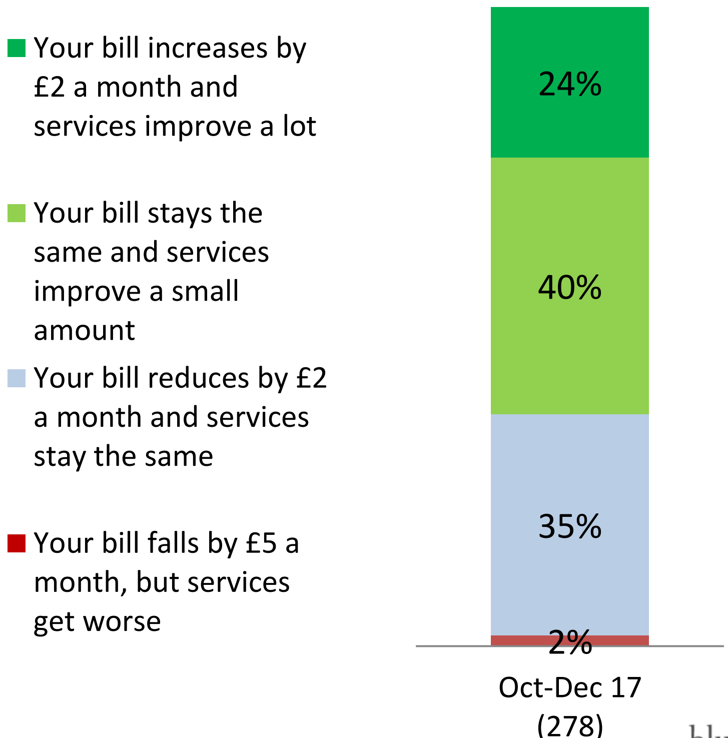
Attitudes towards future bills

When asked about attitudes to bills in future, the message from customers is that they want **consistent, low bills**, without risking services getting worse.

QF6 There are three possible options for what could happen to your bill over the coming 6 years. If you had to choose, which of the following options would you prefer? *(Base: all respondents)*



QF7 Which one of these options would you prefer in future? *(Base: all respondents*

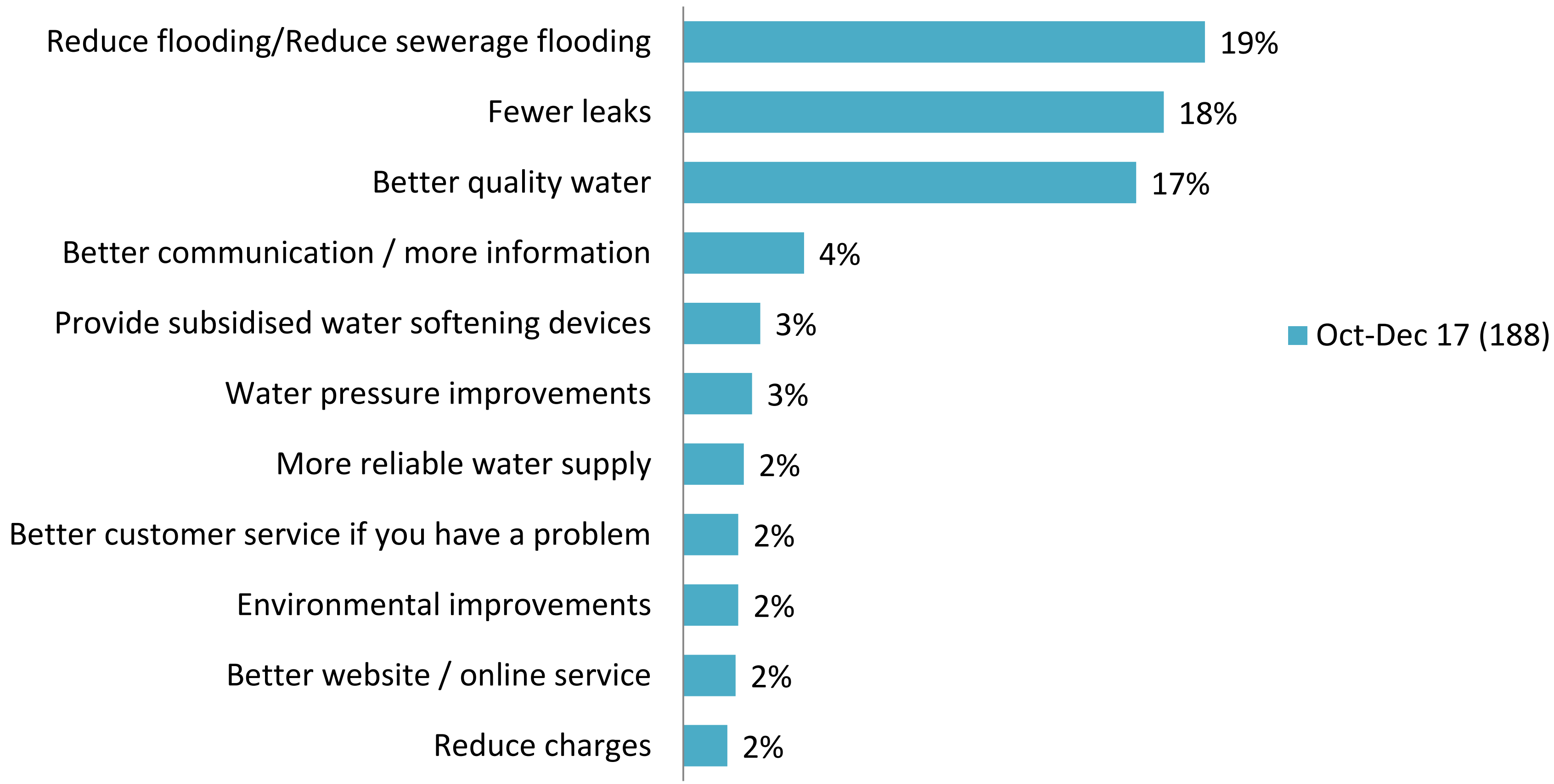


Priorities for service improvements

Amongst customers who would prefer to see an improvement in services, top of mind improvements are: Reducing flooding, reducing leaks, and better water quality.

QF8. What do you think your water company should focus most on improving?

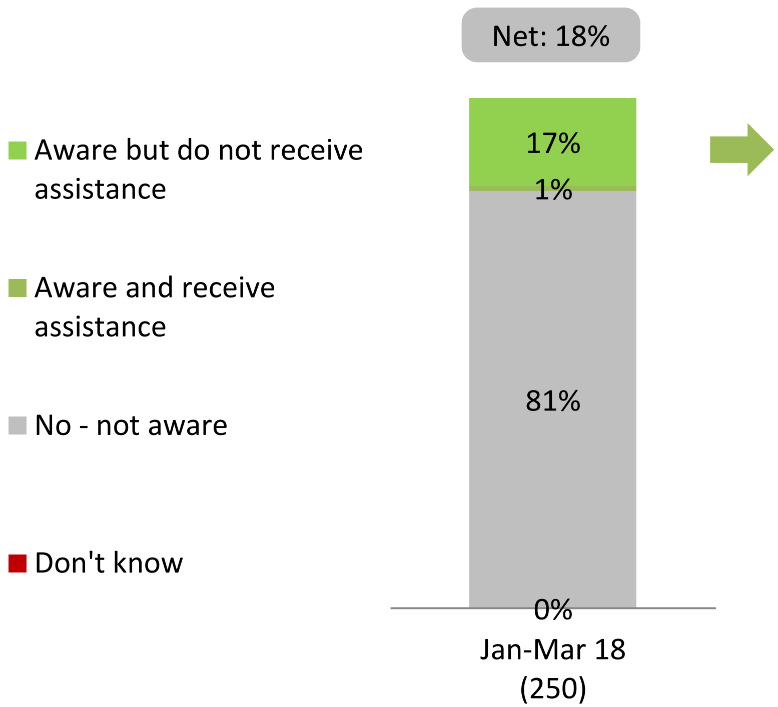
(Base: All respondents who would prefer to see their water services improve) [UNPROMPTED]



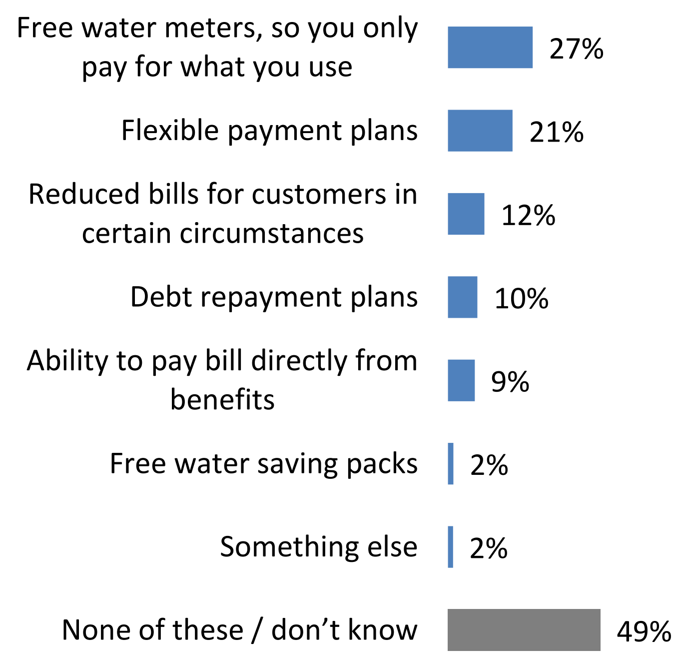
Awareness of assistance

Nearly 2 in 10 customers claim to be aware of Wessex Water offering assistance for customers who struggle to afford their bill, but of these only half have an idea of specific measures.

QF10 Are you aware of any kind of assistance that Wessex Water offers for customers who struggle to afford their water bill?
(Base: all respondents n=250)



QF11 Which, if any, of these are you aware of that Wessex Water offers for customers who struggle to afford their water bill??
(Base: all aware of any kind of assistance n=46)*



Awareness of Priority Services

16% of customers claimed to be aware of Priority Services in the period January to March 2018

QF12 Are you aware of any additional services offered by Wessex Water, such as large print or braille for people who need them, passwords to check company callers are genuine, or liaison with customers on dialysis who need a constant supply of water? These are also known as Priority Services? *(Base: all respondents)*

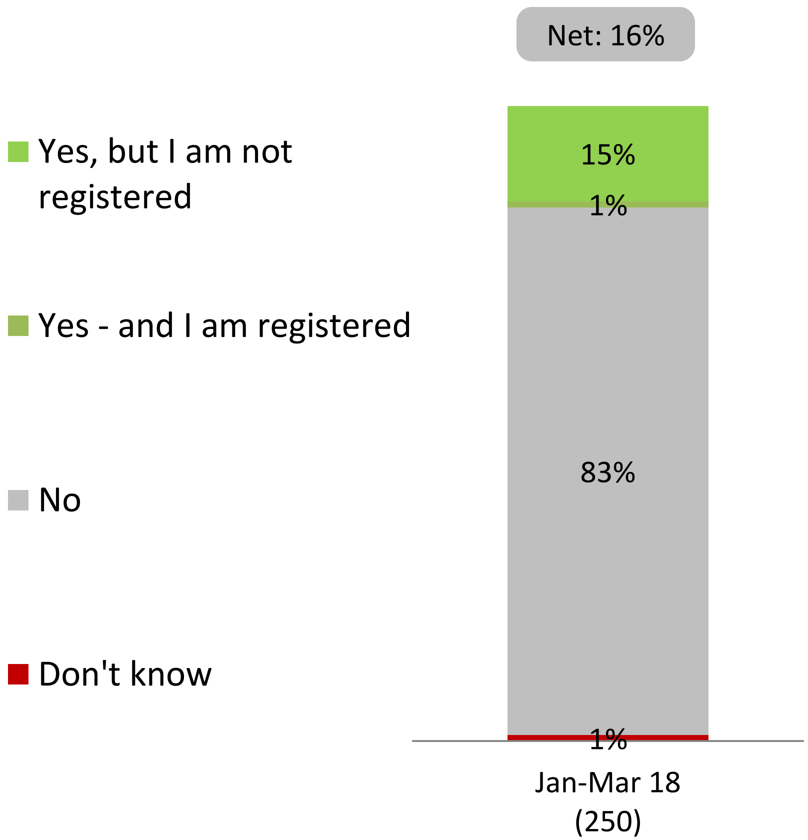


Image Tracker 2016-18

Flexi Section Appendix

18th June 2018

Wessex Water Tracker
2018-19 Q2 (July-September)

SAMPLE

BRISTOL
BOURNEMOUTH
REMAINDER

SCREENING (ALL)

S1 Good morning/afternoon/evening. My name is________________________ from Hill Taylor, calling on behalf of Blue Marble Research, an independent market research company.

We are carrying out a survey on behalf of your water company to find out what customers would like from their water and sewerage supplier.

The interview takes about 15-20 minutes. We follow the Market Research Society's rules so your answers will be confidential and will only be used for research purposes. Would you be willing to take part?

Yes	**S1a**
No Time Now	**Arrange call back**
Refused	**Thank & Close**

S1a Now I just need to confirm that you understand your answers will only be used for research purposes, that we won't share your personal data with anyone else unless you explicitly tell us that's OK, and that you can change your mind about us using this data at any time, by contacting either Hill Taylor or Blue Marble. Can you confirm that you are happy to go ahead on this basis?

Yes	**S1b**
No	**Thank & Close**

S1b Just one more thing before we get started: If you want further information on Hill Taylor or Blue Marble and our Privacy Policies I can give you our contact details now if you would like?

Hill Taylor www.hilltaylor.co.uk 01392 757375 enquiries@hilltaylor.co.uk
Blue Marble www.bluemarbleresearch.co.uk 01761 239329 enquiries@bluemarbleresearch.co.uk
No contact details required

S2 Can I first check whether you or anyone in your household is employed in any of the following industries? **(READ OUT. CAN MULITCODE)**

Advertising

Journalism	
Market research	
Marketing	
Public relations	
Water companies	**Thank & Close**
None of these	**S3**

S3 And can I just confirm that you are the person in your household who is responsible for dealing with your water company - that includes being the one who pays for bills?

Yes	**Q1**
No	**Ask for relevant individual & re-interview**

No bill received in household
e.g. water services paid through rent to council/housing association/landlord

SECTION 1: AWARENESS

Q1 (1a) Can you tell me the name of the water company that provides you with your drinking water supplies? **(DO NOT PROMPT. SINGLE CODE)**

Wessex Water
Bristol Water
Bournemouth Water
Bournemouth and Hants
Sembcorp
Thames Water
Southern Water
Severn Trent
South West Water
Private water supply
Don't Know **(NOT PROMPTED)**
Other (please specify) ____________________

Q2 (6d) How would you rate the drinking water supplies you receive in terms of value for money? **(READ OUT)**

Excellent value for money
Good value for money
Neither good nor poor value for money
Poor value for money
Very poor value for money
Don't know **(NOT PROMPTED)**

Q3 (1b) And can you tell me the name of the water company that provides you with your sewerage services? **(DO NOT PROMPT. SINGLE CODE)**

Wessex Water
Bristol Water
Bournemouth Water
Bournemouth and Hants
Sembcorp
Thames Water
Southern Water
Severn Trent
South West Water
Private sewerage supply e.g. septic tank
Don't Know **(NOT PROMPTED)**
Other (please specify) ____________________

Q4 (7d) How would you rate the sewerage service you receive in terms of value for money? **(READ OUT)**

Excellent value for money
Good value for money
Neither good nor poor value for money
Poor value for money
Very poor value for money
Don't know **(NOT PROMPTED)**

Q11 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?

Better
The same
Worse
Don't know / not sure **(NOT PROMPTED)**

Q11b Thinking about the UK nationally, do you expect the economic climate to be better, worse or about the same in the next 12 months?

Better
The same
Worse
Don't know / not sure **(NOT PROMPTED)**

SECTION 3: SATISFACTION

INTERVIEWER READ OUT:

I can now tell you that this survey is on behalf of Wessex Water.

To provide you with a supply of water, your water company first takes water from rivers, reservoirs or from underground. It then purifies this water to strict standards. Finally it pumps the purified water through its pipes until it arrives at your house.

Meanwhile, the dirty water from sinks, baths, showers and the toilet goes down your drains and into Wessex Water's sewers. Wessex Water maintains the sewers and operates the sewage works that disposes of this waste.

ASK ALL

Q12 (6a) Thinking now just about your water supply service**,** how satisfied are you with the water supply you have received from your water company over the last 12 months? **(READ OUT)**

Very Dissatisfied
Fairly dissatisfied
Neither Satisfied nor dissatisfied
Fairly satisfied
Very satisfied
Don't Know **(NOT PROMPTED)**

ASK ALL

THOSE WITH PRIVATE SEWERAGE AT Q3 GO TO Q14

Q13 (7a) **Thinking now just about your sewerage service,** How satisfied are you with the sewerage service you have received from Wessex Water over the last 12 months? **(READ OUT)**

Very dissatisfied
Fairly dissatisfied
Neither satisfied nor dissatisfied
Fairly satisfied
Very satisfied
Don't Know **(NOT PROMPTED)**

Q14 (14a) **Thinking now about your billing,** how satisfied are you with the way Wessex Water has handled your billing over the last 12 months? **(READ OUT)**

Very Dissatisfied
Fairly dissatisfied
Neither Satisfied nor dissatisfied
Fairly satisfied
Very satisfied

Don't Know **(NOT PROMPTED)**

Q15 (8) How satisfied are you with the **overall service** you have received from Wessex Water over the last 12 months? **(READ OUT)**

Very Dissatisfied
Fairly dissatisfied
Neither Satisfied nor dissatisfied
Fairly satisfied
Very satisfied
Don't Know **(NOT PROMPTED)**

Q16 **ASK ALL EXCEPT THOSE 'VERY SATISFIED' AT Q12 AND Q13 (IF ASKED) AND Q14 (IF ASKED) AND Q15**
In the previous questions you have said that you are [CATI PROGRAMME TO INSERT ANSWER AT Q12] with water services, [CATI PROGRAMME TO INSERT ANSWER AT Q13 (WHERE RELEVANT)] with sewerage services, [CATI PROGRAMME TO INSERT ANSWER AT Q14 (WHERE RELEVANT)] with billing services and [CATI PROGRAMME TO INSERT ANSWER AT Q15] overall. Can you say in your own words what would increase your satisfaction in any of these areas?

OPEN. PROBE FULLY

ASK ALL
Q17 Thinking about your overall image of Wessex Water, how much would you agree or disagree with the following statements on a scale of 1-5, where 5 is strongly agree and 1 is strongly disagree?

RANDOMISE ORDER	Strongly disagree	Tend to disagree	Neither/ nor	Tend to agree	Strongly agree	DK /no opinion
It is a trustworthy company						
It is an efficient company						
It is an expert at what it does						
It plays an active role in the community						
It cares about its customers						
It keeps customers informed of how its money is used						
It plays a key role in protecting the environment						
It delivers on its promises						
It fixes any problems quickly						

ASK ALL

Q17c How would you rate Wessex Water's performance in the following areas? For each one please tell me if you are very satisfied, fairly satisfied, neither satisfied nor dissatisfied, fairly dissatisfied or very dissatisfied?

READ OUT EACH STATEMENT, RANDOMISE ORDER. SINGLE CODE FOR EACH

RANDOMISE ORDER	Very dissatisfied	Fairly dissatisfied	Neither /nor	Fairly satisfied	Very satisfied	DK /no opinion
Providing safe and healthy drinking water						
Safely taking away, treating and disposing of waste water and sewage from your home						
They make it straightforward for customers to pay their bill in the way they prefer.						
The range of methods through which you can contact them						
They make information about their services clear and easy to understand						

SECTION 7: Net Promoter Score – ALL NEW QUESTIONS

Q33 If you were able to choose your water and sewerage provider, how likely would you be to recommend Wessex Water to a friend or colleague? Please use a scale of 0-10, where 0 is not at all likely and 10 is extremely likely.

0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**

Q34 Why do you say that? **OPEN.**

Q36. And how strongly do you agree or disagree with the following statements? Please use a scale from 1 to 10, where 1 is 'strongly disagree and 10 is 'strongly agree'

RANDOMISE ORDER OF STATEMENTS	**1 Strongly disagree**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10 Strongly Agree**	
I feel a strong connection to my local community											
I am environmentally minded											
I actively look for the best deals and rates for different services											
I prefer using online or automated services for everyday dealings with companies											
I get good value for money from my electricity provider											
Big corporations should behave more responsibly											

SECTION 4: VALUE FOR MONEY

IF NO BILL RECEIVED IN HOUSEHOLD (AT S3) SKIP TO Q25

I'm now going to ask a few questions about your bills from Wessex Water.

Q19 **(18b)** How strongly do you agree or disagree with the following statements about your water bill? Please use a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

		1 Strongly disagree	2	3	4	5	6	7	8	9	10 Strongly Agree	DK
A	I don't really think about my water bill, it's just something that I have to pay											
B	I worry about being able to afford my water bill											
C	I already can't afford my water bill											

Q19b How much do you agree or disagree that the total water and sewerage charges that you pay are **affordable to you**?
READ OUT. SINGLE CODE
Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know **(NOT PROMPTED)**

Q20 **(4a)** Roughly how much do you think you currently pay, combining your water supply and sewerage service? Please tell me this as a monthly or annual figure – whichever is easier for you to remember

DO NOT PROMPT

Annual Figure: **WRITE IN:** £____________________

Monthly Figure: **WRITE IN:** £____________________ **THEN ASK Q21**

IF APPROPRIATE PROBE: this doesn't have to be to the nearest pound – you can give me a figure to the nearest £5 per month or £50 per year

Don't know/refused **GO TO ****

Q21 **(4b)** And can you tell me are you very or fairly confident that this approximation is accurate or is it just a guess.

Very confident – I know what I pay
Fairly confident – I'm fairly sure I know what I pay
Just a guess – I'm not very sure of what I pay **GO TO Q22**

****FOR THOSE WHO SAY DON'T KNOW/REFUSED AT Q4a, INTERVIEWER READ OUT**

FOR WESSEX/WESSEX SAMPLE

"Currently the average bill from Wessex Water for customers' water and sewerage service is £40 per month or £479 per year".

FOR WESSEX/BRISTOL SAMPLE

"Currently the average bill in your area for customers' water and sewerage service is £35 per month or £424 per year".

FOR WESSEX/BOURNEMOUTH & HANTS SAMPLE

"Currently the average bill in your area for customers' water and sewerage service is £32 per month or £380 per year".

ASK ALL

Q22 (5) How would you rate the drinking water supplies and the sewerage service you receive in your area in terms of value for money? **READ OUT**

Very poor value for money
Poor value for money
Neither good nor poor value for money
Good value for money
Very good value for money
Don't know / refused

ASK ALL EXCEPT THOSE 'VERY GOOD VALUE FOR MONEY"

Q23 In the previous question you gave a rating of [CATI PROGRAMME TO INSERT ANSWER AT Q22]. Can you say in your own words what would improve your view on value for money?
OPEN. PROBE FULLY

ASK ALL

Q23b Considering the water supply and sewerage services you receive, how much do you agree or disagree that the total water and sewerage charges that you pay are **acceptable**?
READ OUT. SINGLE CODE

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree
Don't know **(NOT PROMPTED)**

SECTION 5: CUSTOMER INFORMATION

Q24 **(19)** Please can you tell me all the different ways that you have heard about your water company or received information about your water company in the last year?
(DO NOT PROMPT, BUT PROBE FULLY, CODE ALL THAT APPLY)

Information on the bill itself
Information or leaflets included with the bill
Letters from the water company
Magazine from the water company
From visiting their website
Social media: twitter, facebook etc
Local radio
Local newspaper
Word of mouth (family & friends)
National media (newspapers, radio)
TV
Other (please specify) ____
None / can't remember THEN GO TO Q26

Q25 **(20)** And what did you hear about Wessex Water or what was the subject of that information?
(DO NOT PROMPT, BUT PROBE FULLY, CODE ALL THAT APPLY)

Advice on what not to flush
Bill rises / price rises (or reductions)
Water saving / efficiency messages
Advice for cold weather
What Wessex Water is doing in the community
What Wessex Water is doing to help the environment
Giving support to customers in financial difficulty
About potential water shortages
Advice on how to deal with oils/fats
How they are reducing leaks
Fitting of water meters

Can't remember/ didn't read it/ don't know
Other (please specify) ________________________________

Q26 **(24)** Overall do you think Wessex Water provide their customers with too little, too much or about the right amount of information?

Too little
About right
Too much
Don't know

Q27 **(25)** Wessex Water publishes a magazine. Do you recall receiving it in the last year?

Yes	**Q28**
No	**Q30**

Q28 **(26)** How much did you read from Wessex Water Magazine? **(READ OUT)**

All of it from cover to cover
Most of it
Just flicked through it
Did not read any of it
Don't know/can't remember

Q29 **(27)** Overall how useful did you find the Wessex Water Magazine? **(READ OUT)**

Not at all useful
Not useful
Neither/nor
Quite useful
Very useful
Don't know

Q30 Have you visited Wessex Water's website in the last 6 months?

Yes	**Q31**
No	**Section 6**

Q31 **(30)** What was the reason why you visited the Wessex Water website? **(OPEN QUESTION)**

____

____

Q32 **(31)** Overall how would you rate Wessex Water's website? **(READ OUT)**

Very poor
Quite poor
Neither good nor poor
Quite good
Very good
Don't know

NEW SECTION – CONTACT AND EVENTS

Q5 (2a) Have you contacted Wessex Water for any reason in the last 12 months?

Yes	ASK Q6
No	GO TO Q10
Don't know/can't remember	

Q6 (2b) What was the main reason for your contact? DO NOT PROMPT. RECORD AS MANY AS APPLY

Payment of bill
Setting up payment arrangement
Querying bill/meter reading
Change of address/name/details
Advise of meter reading
To get a water meter fitted
Report 'no water'/leak/burst pipe
Report problem with water quality
Sewage flooding in home or garden
Blocked sewers or toilets
Other (please specify________________________)

Q7 (2c) Taking everything into consideration, how much effort did it take you to resolve your query with Wessex Water? READ OUT

A lot of effort
Quite a lot of effort
Not very much effort
No effort at all

Q8 (2d) And overall, how satisfied were you with the way your query was dealt with by Wessex Water? READ OUT

Very satisfied
Fairly satisfied
Neither satisfied nor unsatisfied
Fairly unsatisfied
Very unsatisfied
Don't know **(NOT PROMPTED)**

Q9a (3c) As a company, Wessex Water is committed to treating all customers fairly. Thinking back to the contact you've had with your water company in the last 12 months, how well do you think they have performed in terms of treating you fairly?

Very well

Fairly well GO TO 10
Not very well ASK Q9b
Not at all well
DK/Can't remember

Q9b (3c2) Why do you think they have not performed well in treating you fairly?

____
____

ASK ALL
Q10 (3e) And can I just check, do you currently have a water meter in use at your property – a meter is a device connected to your supply pipes which means you pay for the exact amount of water you use?

Yes
No
Don't Know **(NOT PROMPTED)**

SECTION 6: Flexible section

ASK ALL

QFLEX10 Are you aware of any kind of assistance that Wessex Water offers for customers who struggle to afford their water bill? (**IF YES** Do you receive any kind of assistance?)
READ OUT ANSWERS IF NECESSARY. SINGLE CODE

Yes – aware but **do not** receive any assistance
Yes – aware and receive some form of assistance
No – not aware
Don't know **(NOT PROMPTED)**

ASK WHO CODE 1 OR 2 AT QD (AWARE OF SCHEMES THAT OFFER ASSISTANCE)

QFLEX11 Which, if any, of these are you aware of that Wessex Water offers for customers who struggle to afford their water bill?
READ OUT. MULTICODE

Flexible payment plans
Ability to pay bill directly from benefits
Reduced bills for customers in certain circumstances, such as low income or with certain medical conditions
Debt repayment plans
Free water saving packs
Free water meters, so you only pay for what you use
Something else **(WRITE IN)**
None of these **(SINGLE CODE, FIXED)**
Don't know **(NOT PROMPTED)** **(SINGLE CODE, FIXED)**

ASK ALL

QFLEX12 Are you aware of any additional services offered by Wessex Water, such as large print or braille for people who need them, passwords to check company callers are genuine, or liaison with customers on dialysis who need a constant supply of water? These are also known as Priority Services. (**IF YES**: Are you Registered for Priority Services?)
SINGLE CODE. READ OUT IF NECESSARY

1. Yes – but I am not registered
2. Yes – and I am registered
3. No
4. Don't know **(NOT PROMPTED)**

QFLEX1a How much effort do you make at home to save water? **SINGLE CODE**

A great deal
A fair amount
Some effort
Not much effort

None

QFLEX3 And please tell me which, if any, of these apply to you? **MULTICODE, ROTATE**

I volunteer for a local organisation or a local charity
I'm a member of an online group (like facebook) for people living in my area
I'm a member of a local action group like Neighbourhood Watch, floodwatch, a conservation group or the Parish Council
I often pick up litter near where I live
I report overflowing drains or leaking pipes in my neighbourhood
I choose to use or recommend companies because they do things for the local community like sponsoring a local team, or donating to a local charity'
(None of these)

QFLEX4 And do any of the following apply to your household? **MULTICODE, ROTATE**

Someone in your household has a long term disability or chronic illness
Living in social or council housing
Claiming pension tax credit (not just state pension)*
The household does not own a car
The household is in a remote location
No Internet access at home
On a special water tariff like Water Assist or Water Sure
(None of the above)

ASK IF CODE 'Claiming pension tax credit' AT QFLEX4

QFLEX4b Are you aware that people receiving pension credit can receive a 20% discount on their water bill? **SINGLE CODE**

Yes
No
Not sure

QFLEX5 To what extent, if at all, do the following issues concern you personally? Please use a scale from 1 to 10, where 10 is 'concerns me greatly' and 1 is 'does not concern me at all'

ALLOW DK (BUT DO NOT PROMPT)

RANDOMISE ORDER

Housing shortages
Water shortages
Reduction of greenbelt/countryside

SECTION 8: CLASSIFICATION

Finally, I'm going to ask a few questions about you. Your answers to these questions are entirely confidential and are used for analysis purposes only.

Q37 Gender **(INTERVIEWER DO NOT ASK):**
Male
Female

Q38 Which of the following age bands do you fit into? **(READ OUT)**
16 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 to 74
75 to 84
85 and above
Refused

Q39 Which of the following best describes your situation? (READ OUT)

In paid employment (employee or self-employed)
In unpaid employment (e.g. voluntary, working in family business)
Looking after the family or home
Retired
In full-time education
Registered unemployed
Disabled (on benefits)
Medically retired
Maternity leave
Off sick
Compassionate leave
Private means
Full time carer (foster carer, disabled child)
Refused
Other (please specify) ____________________

Q40 SEG

A
B
C1
C2
D
E

Q41 What is your ethnic group? **(READ OUT)**

White
Asian
Black
Chinese
Mixed background
Refused
Other ethnic group (please specify) ______________________________

Q42 How many people live in your household?

Children (under 16)
Adults (16 and over)

Q43 And which of these best describes your home? **(READ OUT)**

Flat/Maisonette
Semi-detached house
Detached house
Terraced house
Bungalow
Mobile home/ park home
Other (please specify) ______________________________

Q44 And finally, would you be willing to take part in future Wessex Water research in relation to their services and can we pass on your name, address and telephone number to Wessex Water for this purpose only (no other sales or marketing use would be made of your personal data only genuine research)?

Yes
No **THANK & CLOSE**

Q45 **Please may I take your name and address?**

(INTERVIEWER: READ ADDRESS BACK TO RESPONDENT TO VERIFY COMPLETENESS/ACCURACY) THANK & CLOSE

Wessex Water

a YTL company

2016 Image Tracker

Proposals for research

Revised 10th December 2015

blue marble

Considerations for 2016 Tracker

Review of existing tracker

- The existing tracker is well established and provides robust data each year
- However, the fieldwork has become more challenging in very recent years with a lower strike rate and therefore greater pressure completing the interviews within the timeframe (determined by bill despatch)
- Additionally, the average questionnaire length, calculated by the CATI programme at the end of 2015 fieldwork, was 23 minutes – a full 5 minutes longer than the 18 minutes originally budgeted for. This has significant time and cost implications when multiplied over 1000 interviews therefore we need to rebalance the length of the questionnaire (or increase the costs).

Considerations for 2016 Tracker design

- *Questionnaire review:* we met recently and discussed our recommendations for both improving and reducing the length of the survey. This will involve:
  - Including new questions with a view to gaining a better understanding of the drivers of satisfaction and value for money; a new NPS and a new trust score
  - Removing questions which show minimal movement year on year (with a view to including these one or twice per AMP, rather than each year)
  - Keeping the flexible section shorter (approx 5 questions)
- *Review of fieldwork approach:* we have also considered the merits of moving from an annual survey to gathering image perceptions via continuous fieldwork running throughout the year. Our rationale for raising this is threefold:
  - Both OFWAT in its recent industry guidance and UKWIR's review of PR14 Customer Engagement indicate that 'ongoing' engagement reflects good practice.
  - Continuous fieldwork enables the opportunity to amend the flexible section at points throughout the year, with more regular reporting. Both aspects may have benefits to the business planning process
  - At a practical level, continuous fieldwork alleviates the pressures of a set timeframe of interviewing. It offers respondents the option to participate at a later date and there are quality benefits as a smaller interviewing team can work on the project throughout the year

Fieldwork options

Summarising the pros and cons of the status quo vs. continuous fieldwork

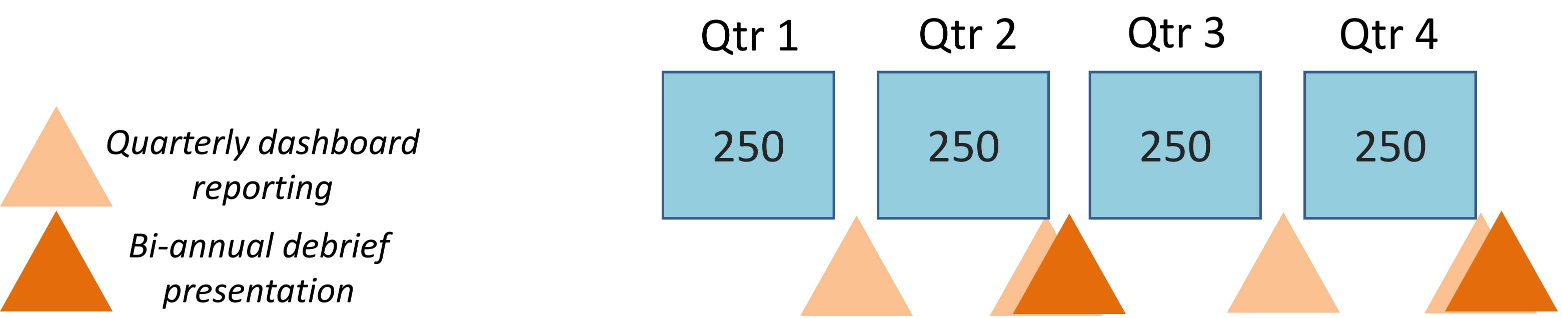
- The grid shows that there are numerous advantages to moving to a continuous fieldwork approach however this would disrupt the consistency of the tracker which is an important consideration
- Should Wessex Water wish to move to a continuous approach, now would be a good time because a) we are making other changes to the questionnaire so there is already an element of disruption and b) this is the first year in the new AMP.

Option	Pros	Cons
Status quo: 1000 regionally representative interviews conducted in Jan/Feb and reported in March	• Consistency with previous years (fieldwork period ahead of bill despatch) – this is a key requirement of a tracker survey	• Fluctuation in annual year on year scores are often not easily explained • Not able to measure impact of communication campaigns, seasonal factors • 3-4 week fieldwork 'window' does not allow flexibility for respondents to choose to do the interview later
Continuous: 1000 regionally representative interviews evenly spread throughout the year. Quotas managed quarterly i.e. 250 interviews conducted each quarter to enable interim reporting and changing flexible section	• Fit with UKWIR's Customer Engagement good practice principles • Monthly trend line more likely to show prevailing direction - and iron out fluctuations • Able to measure impact of communication campaigns and seasonal context • Much more flexible management of fieldwork and ability to use small team of interviewers all year: this consistency of the interviewing team is a quality driver • More dynamic survey e.g. able to report more frequently e.g. quarterly headlines; opportunity to change flexible section at agreed intervals; opportunity to boost sample size e.g. for 1 quarter only if larger sample required for flexible section	• Lose methodological consistency • Additional management time required

How would the continuous approach work in practice?

- The tracking data is collected on a continuous basis – with quarterly quota requirements. This means we can provide a quarterly dashboard paper of the key metrics, based on a regionally representative sample

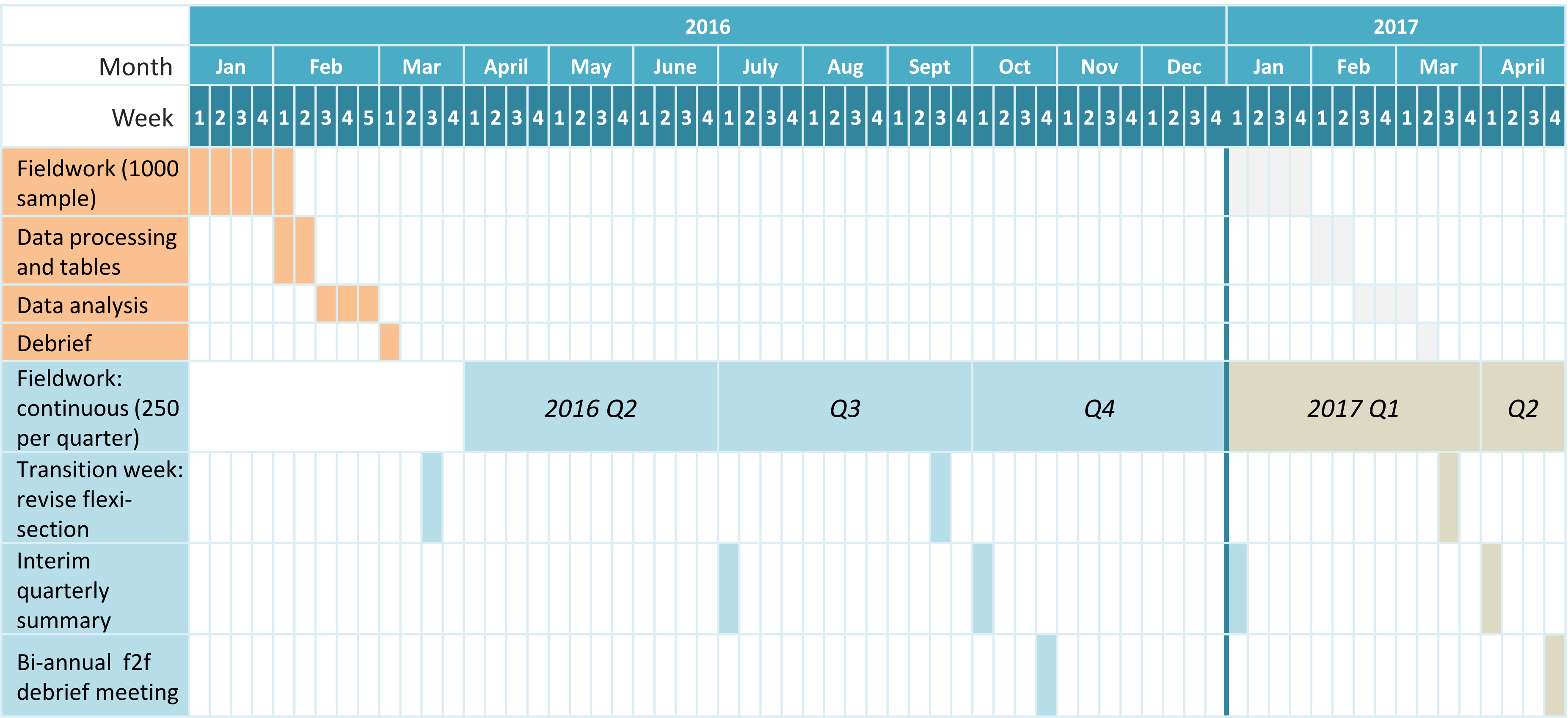
- We will timetable two points in the year at which changes to the flexible section can be agreed. We are happy to help in this process, giving our suggestions for new questions, however the likelihood is that the impetus for changing the flexible section will come from within the business.



- We have provided costs for a interim summaries at each quarter showing the annual rolling view via a dashboard-style summary (emailed document) with a face to face meeting to review the full data bi-annually.
- Quarterly reporting will provide greater precision in the trends observed. Indeed, it will enable us to understand whether an observed dip or peak in a given year is indeed a trend (or not), thus enabling Wessex Water to take more informed decisions about whether a trend requires intervention.

Proposed approach: evolve from annual to continuous

- The plan for 2016 is to conduct the annual survey of a representative sample of 1000 customers to retain the trend analysis which is important for key performance measures (orange shading).
- From April 1st, we will move to a continuous survey design (blue shading).
- This timetable also shows how the research will continue into 2017 (including repeating the annual 1000 sample survey (pale grey) if required.



The costs provided are for 2016 only.

Blue Marble has a standardised approach to project management applied across all projects to ensure quality and consistency in the project management process and delivery of insight.

Project direction: A core team of researchers takes overall responsibility for all projects to ensure continuity and consistency in both process and outcomes. Each project is led by a Project Director who takes overall responsibility, setting the strategic vision for the project within the client objectives and ensuring the project team delivers against these. S/he is responsible for ensuring the quality of outputs (progress reports, research instruments, reports, etc.) and inputs (i.e. scrutiny of transcripts and analysis) and for supervising the Project Manager. We also include a second Director on the team to act as a quality assurer, reviewing research materials and proof reading report drafts.

We only employ experienced, highly qualified and senior level researchers always working in teams as this allows knowledge sharing as well as providing a second fully briefed point of contact in case of absence. We recognise the importance of continuity in service delivery and provide a stable team. In the rare event that it is necessary, clients are formally notified of any changes to the account management structure.

Project monitoring: all project processes are determined by our adherence to the MRS Code of Conduct and internal quality policy. Our monitoring ensures services are delivered accurately in accordance with client requirements.

Project processes are designed to ensure continual improvements and unexpected issues are dealt with swiftly without compromising timing or quality. Weekly project update meetings ensure all staff are familiar with live and potential projects, issues are resolved and resources in place.

Completion rates are monitored regularly through on-going communication with our fieldwork providers and Director level overview ensures projects progress smoothly.

Post project review: The Project Director will review performance with the client against agreed measures as part of our approach to continuous improvement. This would be confirmed in writing (including details of any action subsequently taken). Performance indicators usually include whether or not the process and outputs were:

- Effective;
- Delivered on time;
- To the required standard;
- Within budget;
- To the client's overall satisfaction.

Risk assessments: we conduct an internal risk assessment at the start of each project & ensure measures are in place to mitigate risks (and contingency plans in place). For larger scale projects these can be shared with the client.

Analysis and reporting: a complete system of checks is in place for our analysis procedures. All quantitative data is analysed in-house, and all tables and figures are checked thoroughly by members of the team.

All analysis of qualitative interviews is fully labelled so that direct quotes and findings arising from them can be traced back to specific audio recordings. Where appropriate, we use a gridding system for our qualitative analysis to categorise themes arising and identify clear patterns in the findings.

Our reports are carefully planned, with substantial levels of Director level time provided for preparation.

Fieldwork assumptions & project management

Method assumptions: Survey length of 18 minutes

Sample assumptions:

- all responsible (solely or jointly) for paying the household water bill
- quotas applied for gender and age to reflect the demographic profile of each region (Wessex only, Bournemouth and Bristol)

Fieldwork services and piloting

Hill Taylor
Research & Fieldwork Services
since 1989

For this study, we propose using Hill Taylor Research & Fieldwork Services to undertake the CATI interviewing.

Blue Marble has worked in partnership with Hill Taylor since 2007 for much of its public sector and water industry work involving CATI. They have a strong track record of interviewing within the water sector and conducted the fieldwork for the previous social tariff surveys. They are a member of the Market Research Society (MRS) and all research conducted is therefore fully compliant with the MRS Code of Conduct. All interviewers will be fully briefed on the aims and objectives of the research and given time to ensure they are familiar with the script and routing before interviewing commences.

We will pilot the first 10-15 questionnaires administered to ensure that the revised questionnaire wording and routing is working as intended. We work very closely with Hill Taylor and will ensure any questionnaire amendments are discussed with the client team before the interviewing starts in earnest.

Quality Assurance

As a Company member of the Market Research Society we abide by the industry Code of Conduct. All research is conducted within the MRS Code of Conduct and quality is assured across the project process. Because much of our work is conducted for public sector and clients in regulated sectors, Blue Marble Research also ensures that all research projects are carried out according to the Government Social Research Code and the GSR Ethical guidelines. Our focus on quality and continuous improvement leads to a 'right first time' approach throughout. Our quality management system mirrors ISO20252 and is based on our experience of systems whilst employees of large agencies e.g. Ipsos MORI and Synovate.

We are a close knit team, committed to providing outstanding account management. We encourage face-to-face contact with our clients where feasible and practical, but also make use of telephone and online conferencing where applicable. A weekly staff meeting ensures a thorough evaluation of all live projects and allows idea sharing. A project specification document is maintained by the Project Manager with objectives, dates and responsibilities and is updated as appropriate. Daily operational monitoring and Director level overview also ensures projects progress smoothly.

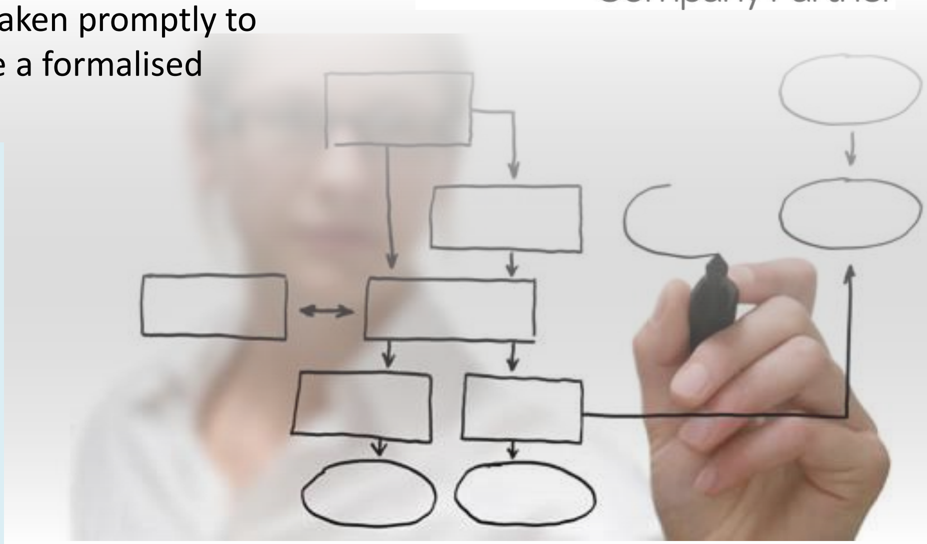
Keeping clients informed

Clients are kept regularly updated regarding project process and format and frequency of updates can be agreed in advance. Clients are asked to sign off key documents by agreed dates (e.g. sampling strategy, questionnaire content, discussion guides). Projects will not proceed to the next stage without this approval. Clients are informed immediately should there be any issues with appropriate steps taken promptly to address and rectify. In the unlikely event of a complaint, we have a formalised complaints procedure, which can be provided upon request.

MRS Evidence Matters™
Company Partner

Policy checklist: all security policies which have been developed to adhere to the Government's Market Research Framework, are available on request:

✓Data Protection
✓Physical Access & Security
✓Records Policy
✓Acceptable Usage Policy
✓Security Incident Management
✓Disaster Continuity & Business Continuity
✓Technical Infrastructure Security



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2017-18 Image Tracker

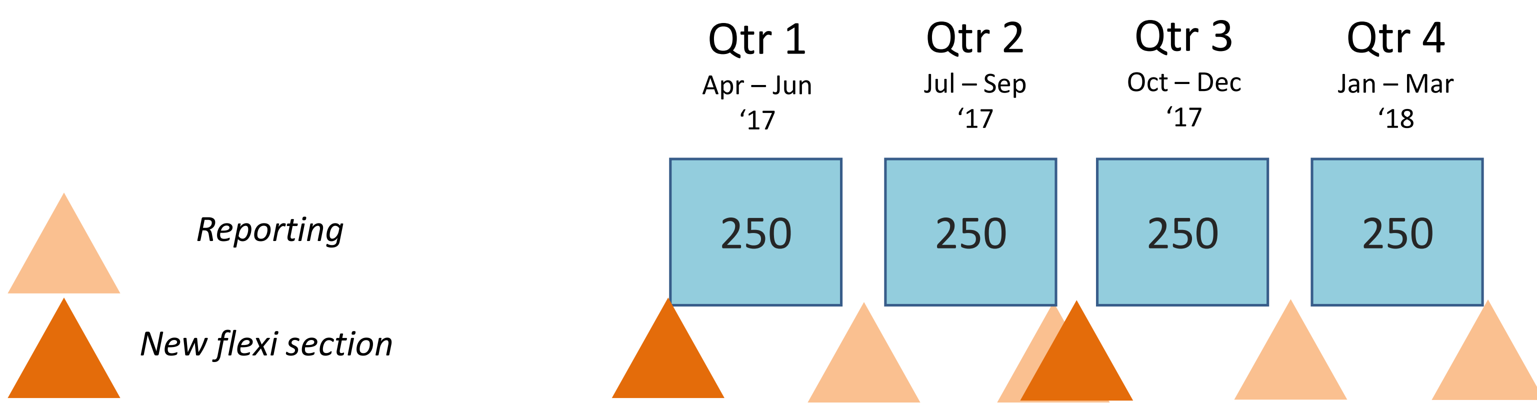
Proposals for research

7th April 2017

Background

- We have now completed the first full year of continuous tracking
- This approach has retained the ability to look at key metrics comparatively with previous research 'dips' while also offering the following advantages:
    - Responding to the guidance of both OFWAT and UKWIR's that 'ongoing' engagement reflects good practice
    - The implementation of a flexible questionnaire section at different points in the year
    - More regular updates
    - Alleviating the pressures of interviewing over a short timeframe, with practical benefits in reaching consumers (i.e. we can recontact people at their convenience) with a consistent, dedicated and experienced interviewing team

- On this basis we recommend the continuation of this approach to interviewing for 2017-18:



Challenges

As we have discussed, across the market research industry it is increasingly challenging to achieve telephone interviews - especially for longer duration surveys

- Consumers are busier than ever and harder to get hold of
- Less tolerance of unsolicited calls (jaded by PPI, 'hard sell' charity calls etc.)
- People are increasingly refusing or dropping out when faced with longer interviews
- There's an increasing proportion of people who don't have landline phones (c. 15%). These mobile-only users are harder to reach and even less likely to take part or spend a long time on the telephone

The net result of this is that we have recently seen a notable **reduction of interviews per hour achieved**. Over the past few years we have been able to absorb upward cost pressure, but in 2017 the situation is more challenging than ever and we are at a point where we will need to pass on increased supplier costs. In light of this, we have reviewed a number of elements of the tracking to inform our suggested approach for 2017-18:

1) Questionnaire content and length (particularly the flexi section)
2) Sample size and sourcing
3) Interviews people on mobile phones
4) Reporting format and frequency

Questionnaire content and length

The Tracker questionnaire is currently running at an average of 22.5 minutes long. While this is shorter than we have seen at some points in the past, it remains a very long time to keep someone talking on the telephone and is well above the 18 minute length costed for. A large part of this is the latest flexi section – which is taking some customers more than 10 minutes to complete!

To both ensure we get co-operation from a broadly representative set of customers, and to avoid excessive fatigue amongst customers who agree to take part, it's a clear priority to shorten the questionnaire. The primary area where there is scope to do this is the **flexi section**.

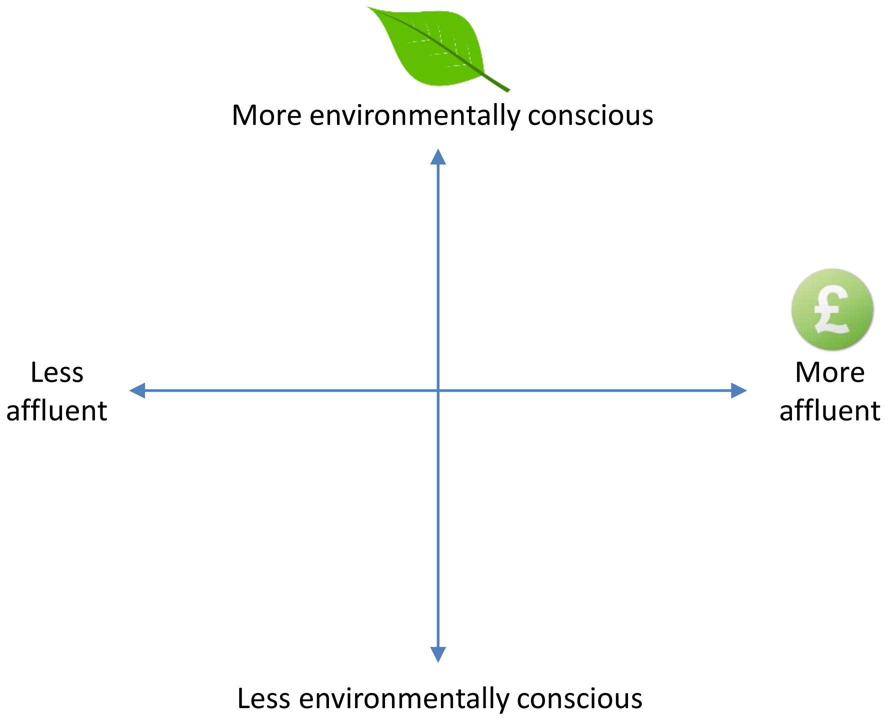
In light of the ongoing Resilience work, we have drafted a much shorter, tightly focused flexi-section to replace the existing questions. This will be much quicker to administer yet also provide a valuable way of segmenting customers. It will include three key questions:

- **Environmental consciousness (based on a question Blue Marble has successfully used in the past to segment consumers)**
- **Water supply threat risk assessment: Perceived likelihood of suffering issues with water supply over next 25 years (informed by our current work on resilience)**
- **Anticipated future initiatives to improve resilience (again, informed by our current work)**

The new flexi-section

New flexi section of 3 minutes will enable us to…

1 **Create a simple yet discriminating segmentation**



2 **Cross-reference the segments with attitudinal underpinning to ‘resilience’**

Rather than posing questions to consumers that are essentially strategic questions in corporate language, we’ll dig into relevant consumer attitudes, in consumers’ language, that reflect how they would potentially think about ‘resilience’

Sample size and sourcing

Sample size

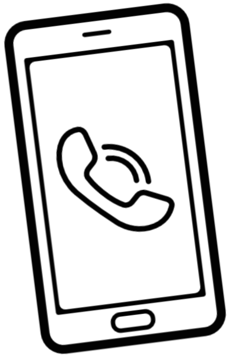
- We currently employ a sample of n=1,000 per year (250 per Quarter, with interviews spread across each Quarter)
- While reducing sample size would be a clear option for counteracting the increased per interview cost, we understand that we need to continue to interview a minimum of 1,000 customers for each wave of the Tracker
- Therefore our cost options assume that we will retain n=1,000 per year to provide a robust and 'quotable' base size for key performance measures

Sample source

- We currently source sample based on postcode regions
- Our costs are inclusive of getting this sample from a third-party sample provider
  - This is predominantly landline sample, but does include a portion of mobile numbers
- We appreciate that at the current time there would be some internal sensitivities in Wessex Water providing Blue Marble with customer landline / mobile telephone numbers, and for the time being we will need to continue sourcing sample via the list provider
- Should cost saving be required, however, this does remain an option for future research

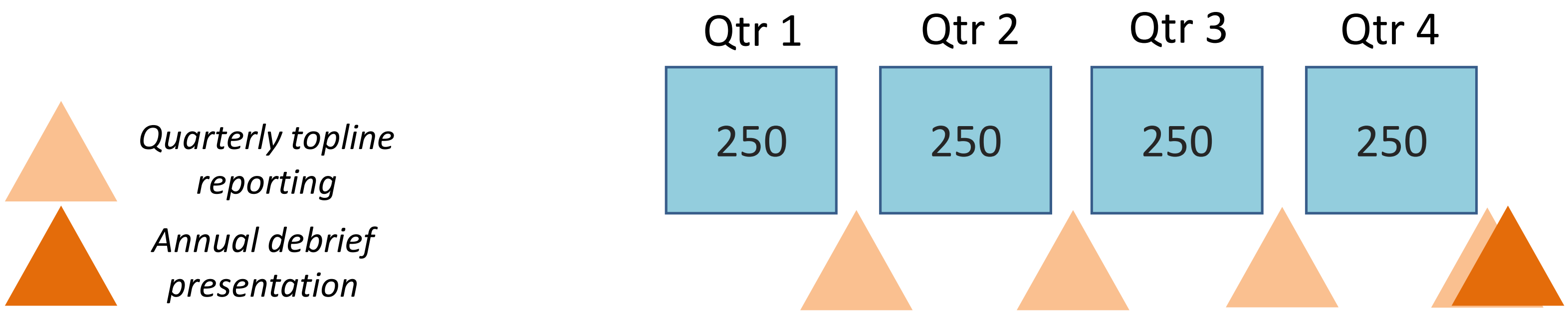
Mobile numbers

- We give an option for boosting the proportion of interviews we conduct on mobile phones by 15% of the total sample
- This reflects the proportion of people in the customer base who will be in ‘Mobile only’ homes
- We would target mobile numbers to be ‘mobile only’ customers on a best endeavours basis – but cannot guarantee to achieve a high number of mobile only, as telephone number databases do not have hugely reliable information on this (often landlines are in place for Broadband services, but no landline phone is connected)
- Given the interview length will remain upwards of 15 minutes, mobile phones will have a lower strike rate than landline, as people are generally less responsive to a telephone interview on a mobile phone. Given that mobiles also have slightly higher calling fees, mobile sample will be a higher cost per interview than landline



Reporting format and frequency

- As part of our cost we include:
  - Quarterly topline update reports (standardised abbreviated Powerpoint deck with key trends)
  - One end of year full report and debrief
  - Data tables and ad hoc analysis available on request



- We will look at reviewing the format of reporting to keep it as clear and visually appealing as possible, so you get the key information you need in a simple and accessible format
- We will be on hand to provide simple ‘top level’ data runs based on ad hoc requests from the business
- We’re happy to look at developing the Excel-based dashboard if this would be a useful ongoing deliverable for Wessex

Timetable

- Key measure topline report at each quarter, with full reporting at the end of Q4 (April 2018)
- Opportunity to make alterations to flexi-section each quarter, if required

	2017									2018			
Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April
Week	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Fieldwork: continuous (250 per quarter)		*Q1*			*Q2*			*Q3*			*Q4*		*2018/19 Q1…*
Plan revisions to flexi-section													
Interim quarterly summary													
Annual F2F debrief meeting													

Terms and Conditions

- *We propose to invoice in 4 equal instalments (25% April 2017, 25% July 2017, 25% October 2017 and 25% January 2018. Terms of payment: 30 days from the date of the invoice*

- *Fees are valid for 3 months from the date of the proposal, and apply only to the project design outlined in this proposal. Changes in design will involve re-costing and retiming the project. These costs will be subject to inflationary increases when re-costed each year*

- *Cancellation and postponement fees levied by our sub-contractors and suppliers (e.g. field agencies and viewing facilities) will be passed on to client as they incurred, according to the terms & conditions of those suppliers*

- *Should the client cancel or postpone the project once commissioned, we reserve the right to charge the client as follows:*
    - *all incidental expenses incurred to date will be passed on to the client (plus a 15% handling charge)*
    - *cancellation once fieldwork has begun: up to 100% of fees*
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- *We are not responsible for delays caused by weather, transport difficulties or other circumstances outside our control*

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Project direction: A core team of researchers takes overall responsibility for all projects to ensure continuity and consistency in both process and outcomes. Each project is led by a Project Director who takes overall responsibility, setting the strategic vision for the project within the client objectives and ensuring the project team delivers against these. S/he is responsible for ensuring the quality of outputs (progress reports, research instruments, reports, etc.) and inputs (i.e. scrutiny of transcripts and analysis) and for supervising the Project Manager. We also include a second Director on the team to act as a quality assurer, reviewing research materials and proof reading report drafts.

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Project monitoring: all project processes are determined by our adherence to the MRS Code of Conduct and internal quality policy. Our monitoring ensures services are delivered accurately in accordance with client requirements.

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Completion rates are monitored regularly through on-going communication with our fieldwork providers and Director level overview ensures projects progress smoothly.

Post project review: The Project Director will review performance with the client against agreed measures as part of our approach to continuous improvement. This would be confirmed in writing (including details of any action subsequently taken). Performance indicators usually include whether or not the process and outputs were:

- Effective;
- Delivered on time;
- To the required standard;
- Within budget;
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All analysis of qualitative interviews is fully labelled so that direct quotes and findings arising from them can be traced back to specific audio recordings. Where appropriate, we use a gridding system for our qualitative analysis to categorise themes arising and identify clear patterns in the findings.

Our reports are carefully planned, with substantial levels of Director level time provided for preparation.

Fieldwork assumptions & project management

Method assumptions: Survey length of 18 minutes

Sample assumptions:
- all responsible (solely or jointly) for paying the household water bill
- quotas applied for gender and age to reflect the demographic profile of each region (Wessex only, Bournemouth and Bristol)

Fieldwork services and piloting

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We will pilot the first 10-15 questionnaires administered to ensure that the revised questionnaire wording and routing is working as intended. We work very closely with Hill Taylor and will ensure any questionnaire amendments are discussed with the client team before the interviewing starts in earnest.

Quality Assurance

As a Company member of the Market Research Society we abide by the industry Code of Conduct. All research is conducted within the MRS Code of Conduct and quality is assured across the project process. Because much of our work is conducted for public sector and clients in regulated sectors, Blue Marble Research also ensures that all research projects are carried out according to the Government Social Research Code and the GSR Ethical guidelines. Our focus on quality and continuous improvement leads to a ‘right first time’ approach throughout. Our quality management system mirrors ISO20252 and is based on our experience of systems whilst employees of large agencies e.g. Ipsos MORI and Synovate.

We are a close knit team, committed to providing outstanding account management. We encourage face-to-face contact with our clients where feasible and practical, but also make use of telephone and online conferencing where applicable. A weekly staff meeting ensures a thorough evaluation of all live projects and allows idea sharing. A project specification document is maintained by the Project Manager with objectives, dates and responsibilities and is updated as appropriate. Daily operational monitoring and Director level overview also ensures projects progress smoothly.

Keeping clients informed

MRS Evidence Matters™ Company Partner

Clients are kept regularly updated regarding project process and format and frequency of updates can be agreed in advance. Clients are asked to sign off key documents by agreed dates (e.g. sampling strategy, questionnaire content, discussion guides). Projects will not proceed to the next stage without this approval. Clients are informed immediately should there be any issues with appropriate steps taken promptly to address and rectify. In the unlikely event of a complaint, we have a formalised complaints procedure, which can be provided upon request.

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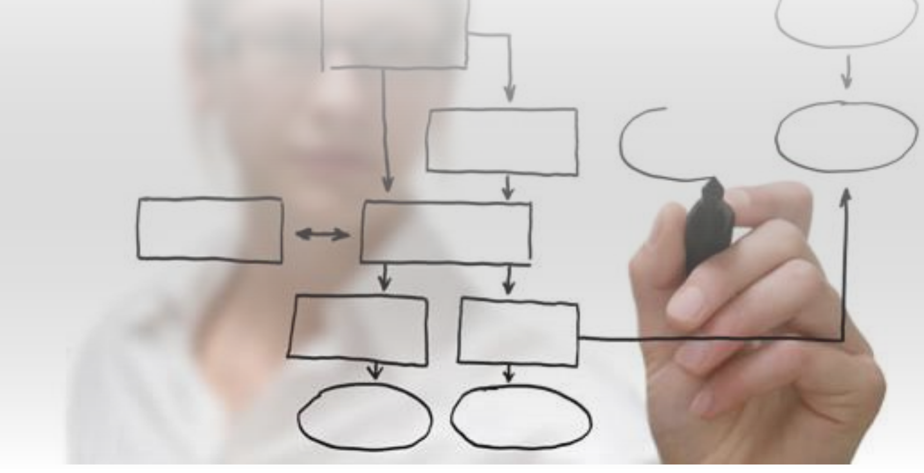

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Wessex Water
YTL GROUP

2018-19 Image Tracker

Proposals for research

26th March 2018

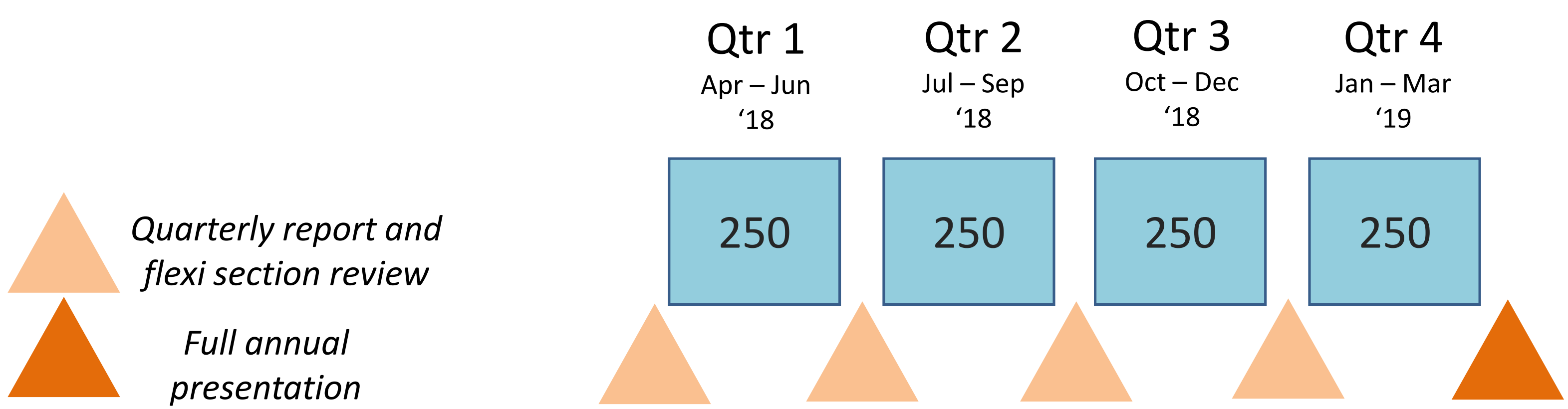



blue marble

Background

- We have now completed two full years of continuous tracking
- This approach has retained the ability to look at key metrics comparatively with historic trends while also offering the following advantages:
  - Responding to the guidance of both OFWAT and UKWIR that ‘ongoing’ engagement reflects good practice
  - The implementation of a flexible questionnaire section at different points in the year
  - More regular updates
  - Alleviating the pressures of interviewing over a short timeframe, with practical benefits in reaching consumers (i.e. we can recontact people at their convenience) with a consistent, dedicated and experienced interviewing team

- On this basis we recommend the continuation of this approach to interviewing for 2018-19:



Questionnaire length, sample size and sourcing

Questionnaire length

- Following a questionnaire review in 2017, we have been able to reduce the average length of the survey to the target duration of 15 minutes, with a much more streamlined flexi-section
- Maintaining this shorter length is key to ensure we get co-operation from a broadly representative set of customers, and to avoid excessive fatigue
- Our costs assume there will be no increase in the overall questionnaire length over the course of the 2018-19 tracker. Any increases in duration are likely to have cost implications

Sample size

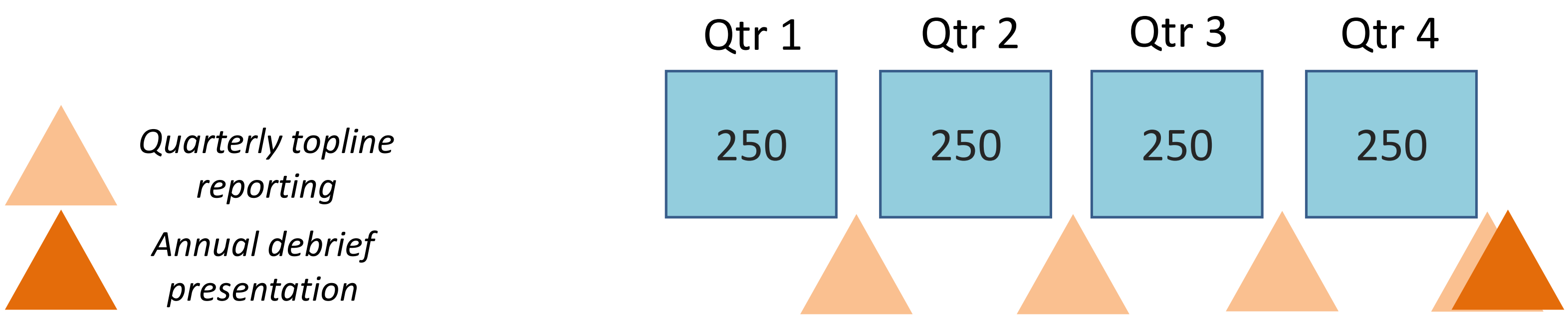
- Our cost assumes that we will retain n=1,000 sample size per year (250 per Quarter) to provide a robust and ‘quotable’ base size for key performance measures

Sample source

- We currently source sample based on postcode regions, obtaining sample from a third-party sample provider
- Our costs are inclusive of continuing sampling on this basis
- Should cost saving be required, Wessex Water providing Blue Marble with customer landline / mobile telephone numbers does remain an option for future research

Reporting format and frequency

- As part of our cost we include:
  - Quarterly topline update reports (standardised abbreviated Powerpoint deck with key trends)
  - One end of year full report and debrief
  - Data tables and ad hoc analysis available on request



- We will continue to develop the format of reporting to keep it as clear and visually appealing as possible, so you get the key information you need in a simple and accessible format
- We will be on hand to provide simple ‘top level’ data runs based on ad hoc requests from the business

Timetable

- Key measure topline report at each quarter, with full reporting at the end of Q4 (April 2018)
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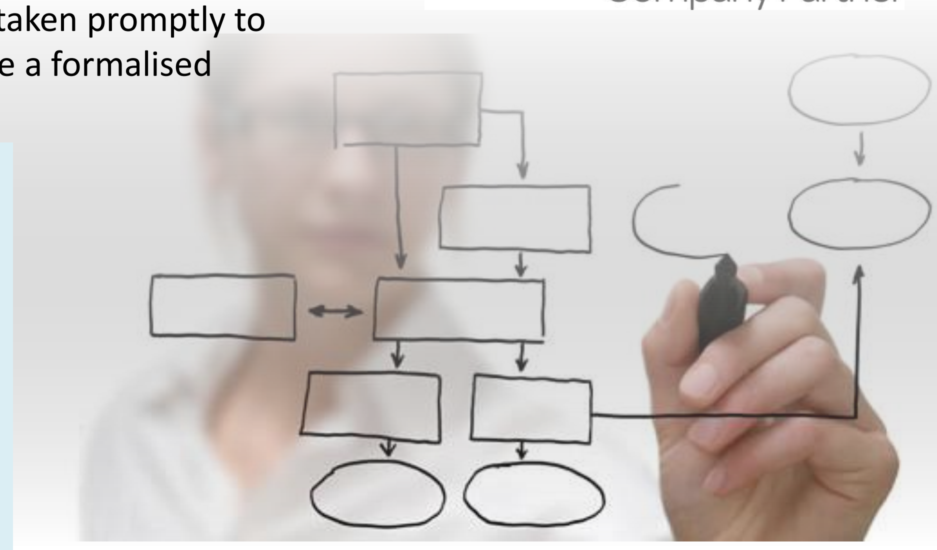

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