

Key Findings



Customers are satisfied with the service provided by Portsmouth Water.

They are happy with current bill levels and believe they are getting value for money.

A majority of customers know their water services provider but few know how much they pay for their water services. Few have problems paying their bills but lower income households are more likely to pay their bills late.

Customers are willing to pay more for water quality improvements (£11 on average) than for environmental improvements (£5). Both are viewed as much more important than customer service improvements (£0).

Customers are willing to pay, on average, more than £3 to maintain the level of 'a reliable and continuous supply of water'; and a further £7-8 for improvements in water hardness (£2.50), leakage (£1.50), pressure (£1.50), planned interruptions (£1), unplanned interruptions (£1).

However, customers in a separate, more direct question indicated that £11 on average was the maximum they would be willing to pay on their current bill, even for a 'perfect' service. (it should be noted that this more direct question is open to policy-response bias – unlike the SP results above – where around one-third of customers have indicated they are not willing to have bills increase at all, even though they greatly value some service improvements). Scale-down the implied willingness to pay values accordingly, gives the more conservative willingness to pay values of £2.28 to maintain the level of a reliable and continuous supply of water; £1.70 to improve water hardness; £1.07 to improve water leakage; £1.02 to improve pressure; 81 pence to improve planned interruptions; and 78 pence to improve unplanned interruptions.

Low income/SEG customers are willing to pay less for water quality improvements (£8) than other customers; whilst metered (£20), rural (£20) and high SEG customers (£15) are willing to pay more for water quality improvements than other customers.

Improvements in leakage by Portsmouth Water would lead individuals to be more efficient (but customers do not believe this would increase efficiency in their neighbours, only themselves!).

Customers support a reservoir at Havant Thicket.

There is support for the government meeting the water bills of those who cannot afford to pay.

There is some support for metering, higher among currently metered customers, but most customers feel that metering should not be imposed on households. Non metered households are concerned that metering would lead to higher bills even whilst recognising that metering would make them more efficient in their water use.

Metered customers are less satisfied than customers overall, particularly in relation to leakage and hardness of water. Metered customers believe it is more important to improve these aspects of water services, than other customers and are prepared to pay more per year to see these improvements (see above).

1.1 Research Objectives

The objectives of the research were to understand customers':

- satisfaction with current service levels and price;
- priorities for maintaining and improving service aspects;
- willingness to pay for maintaining and improving services; and
- attitudes to Havant Thicket, metering and affordability issues.

1.2 Research Methodology

MVA Consultancy conducted a face-to-face interview survey with a representative sample of 200 Portsmouth Water customers. Booster samples were obtained for metered and low income customers via a separate postal survey.

The interview included a stated preference (SP) exercise asked respondents to rank different service options, each defined in terms of: water quality, customer service, environmental impacts and bill levels. The SP results give an overall willingness to pay value for each main service attribute.

The survey also asked respondents to rate the maintenance or improvement of different aspects of water quality in order of importance.

2.1 Satisfaction with Portsmouth Water

Portsmouth Water customers are satisfied with their water supply (93%). Low income customers (85%) and metered customers (74%) are a little less satisfied than customers overall with a fifth of metered customers saying they are very or fairly dissatisfied. Dissatisfaction among metered customers appears to emanate from concern about leakage. Metered customers are three times as likely (28%) as customers overall (9%) to be very or fairly dissatisfied with current service levels for water leakage, and much more likely to say that water leakage is fairly or extremely important (89%) compared to customers overall (62%).

2.2 Satisfaction with Aspects of Water Supply

Customers are most satisfied with Portsmouth Water's reliable and continuous supply of water (90%); planned (90%) and unplanned (88%) interruptions; and water pressure (83%). Customers are a little less satisfied with levels of leakage (71%), and least satisfied with the hardness of the water supply (58%).

There is significantly lower satisfaction with all aspects of service amongst low income and metered customers. Low income customers are significantly less satisfied with Portsmouth Water's planned interruptions (77%); reliable and continuous supply (69%); unplanned interruptions (65%); and leakage (54%). Metered customers are significantly less satisfied with Portsmouth Water's planned interruptions (78%); unplanned interruptions (60%); leakage (42%); and hardness (40%).

Among customers who are very or fairly dissatisfied with the hardness of the water supply it is problems with kettles, washing machines and other appliances that cause most dissatisfaction (85% of the 42 in the dissatisfied group). Tide marks on sinks, baths and toilets is mentioned by over half of this group (54%) and a chalky taste is mentioned by almost half (49%) of those dissatisfied with water hardness.

A little under two-thirds of customers who are dissatisfied with the hardness of the water supply are reassured to learn that there are softeners available.

2.3 Satisfaction with Value for Money

Customers are satisfied with the value for money of their water supply (78%).

2.4 Importance of Maintaining and Improving Aspects of Water Supply

More than 9 out of 10 customers say that maintaining a reliable supply into the future is very or fairly important (95%).

Improving the hardness of the water supply is very or fairly important to more than two thirds of customers (70%) with metered customers giving this a higher priority (84%).

Leakage is an improvement priority for more than three fifths of customers (62%). Metered customers give a very high priority to improving leakage (89%).

Over half of customers prioritise water pressure in the taps (53%) with metered customers giving this higher priority (67%) than customers overall.

Around half of customers would like to see an improvement in planned interruptions to water supply (51%) and slightly fewer customers would like an improvement in unplanned water supply interruptions (46%). Three quarters of metered customers prioritise improvements to both planned and unplanned water interruptions (75%).

2.5 Prioritising Water Quality, Environment and Customer Service Improvements

Customers were asked to rank two options: Option A offered improved water quality and environmental impacts and current level of customer service; and Option B offered customer service and current levels of water quality and environmental impacts. Most customers prefer to have improved water quality and environmental improvements (82%) rather than improvements to customer service (18%).

2.6 Willingness to Pay

Overall, customers value maintaining/improving water quality aspects, as follows:

- maintaining a reliable and continuous supply of water: £3.31
- improving water hardness: £2.48
- improving water leakage: £1.55
- improving water pressure: £1.48
- improving planned interruptions: £1.18
- improving unplanned interruptions: £1.13

These values represent the average value customers place on each service level, in isolation. If all levels were achieved then, from the SP results alone, we would conclude that customers are, on average, willing to pay the sum of these six values (i.e. approximately £11).

Customers were also asked to consider the maximum they would be willing to pay, on top of their existing bill, to secure improvements in these service aspects, and improvements in the environment and customer services. This more direct question is vulnerable to policy-response bias, and 29% of customers indicated that they are not willing to pay any more for their water service, even though they greatly value some service improvements. Overall, customers' mean maximum willingness to pay for all the improvements is £11. This is lower than the combined values of improvements in water quality and improvements in environment (£11 + £5 = £16) implied from the SP – that is not so vulnerable to policy-response bias.

A more conservative set of willingness to pay values for maintaining/improving each water quality aspects is as follows:

- maintaining a reliable and continuous supply of water: £2.28
- improving water hardness: £1.70
- improving water leakage: £1.07
- improving water pressure: £1.02
- improving planned interruptions: £0.81
- improving unplanned interruptions: £0.78

This ordering is consistent for most customer segments. The main exception being customers in rural areas where improvements in hardness and pressure are both valued more highly than the maintaining the reliable and continuous supply of water.

2.7 Havant Thicket

Customers prefer the option to build a reservoir (64%) rather than a desalination plant (21%) or the do nothing option (16%). Metered customers are least likely to opt for the do nothing option (9%).

2.8 Attitudes to Water Metering

Metered customers say their water usage is about the same or less than before they were metered (84%) but 16% do not know how metering has affected their water usage. Similarly bill levels are the same or unchanged since metering for the majority of metered customers (64%) but a third do not know how metering has affected their bill level. Just 2% say they have seen an increase in bill levels since being metered. Metered customers put their decreasing bill levels down to careful usage or being a low-volume user.

Three-quarters of un-metered customers say their water usage would be the same or increased if they had a meter installed. A fifth say they would use less water (21%). Two-thirds of currently un-metered customers think their bill levels would stay the same or increase if they were metered. Less than a fifth expect metering to lead to lower bill levels (18%).

A little under one-third of customers say they favour metering for all (30%). This proportion is slightly lower among lower income households but much higher in metered households (57%).

Customers are not in favour of imposing meters with almost three-fifths saying this should not happen (58%). There is some support for metering as many customers as possible (18%) or only metering those customers where it will have minimum impact (18%).

Metered customers are more than twice as likely to support metering as many houses as possible (44%) and less opposed to imposing meters (24%).

2.9 Leakage

Customers say they would be more efficient with water if Portsmouth Water reduced leakage (71%) but have less faith in their neighbours doing the same. Only one-third believe others would be more efficient with water if Portsmouth Water reduced leakage (31%) with metered customers more likely to think this may be the case (44%).

Customers saw the benefits of reduced leakage being: less waste of water; less chance of water restrictions in the future; and lower bills.

2.10 Awareness of Portsmouth Water as their Water Service Provider

Just under two-thirds of Portsmouth Water customers (64%) correctly identified their water services provider. Customers who are not aware who provides their water services are most likely to believe the provider is Southern Water (29%).

Low income households (69%) are a little more likely to correctly identify Portsmouth Water as their water services provider and metered customers are more likely to know (87%) or not know rather than specifying another company.

A little over one-quarter of bill payers are confident in their knowledge of their water bill (28%) with one-fifth admitting they do not know how much they pay for water (42%).

However half of low income households know the cost of their water bill (52%) as do a similar proportion of metered customers (48%). Just a fifth of low income (19%) and metered households (21%) do not know the amount of their water bill.

The largest group of customers pay their bills by direct debit (67%) with low income households more likely than other customers to pay at the Post Office or use another means of payment.

The majority of households pay their bill on time but low income households are more likely to only 'sometimes' pay their bill on time.

Customers who can afford to pay their bill but do not do so should pay their bills (56%) or the Government should pay through social services (19%).

Customers who cannot afford to pay their bills should have their bills paid for by the Government through social services (60%).

1. Awareness of Service Provision



Q1. First of all, can you say which company provides your water supply?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Portsmouth Water	64%	60%	68%	33%	73%	47%	63%	59%	74%	95%	67%	62%	56%	76%	88%	66%	55%	69%	87%
Southern Water	29%	32%	26%	50%	27%	36%	30%	41%	19%	5%	29%	32%	33%	20%	8%	27%	38%	28%	
Dont know	7%	8%	6%	17%		17%	7%		7%		4%	7%	11%	5%	4%	7%	8%	3%	13%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q2. And which company provides your sewerage services?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Portsmouth Water	17%	16%	18%	33%	20%	26%	15%	14%	11%	5%	22%	20%	15%	10%		14%	26%	25%	7%
Southern Water	71%	69%	72%	33%	77%	53%	80%	77%	74%	76%	64%	68%	76%	73%	83%	76%	60%	59%	60%
Dont know	13%	15%	10%	33%	3%	21%	4%	9%	15%	19%	13%	12%	9%	17%	10%	14%	16%	33%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q4. How sure the respondent was about the amount they pay for their water supply

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Sure	28%	16%	39%	50%	30%	13%	33%	32%	26%	33%	29%	27%	19%	39%	25%	24%	33%	52%	48%
Guessed	31%	37%	24%	17%	33%	34%	35%	41%	26%	10%	31%	32%	31%	27%	21%	35%	28%	30%	31%
Did not know	42%	46%	38%	33%	37%	53%	33%	27%	48%	57%	40%	42%	50%	34%	54%	41%	40%	19%	21%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

2. Satisfaction with Current Service Provision and Views on Value for Money



Q5. Can you tell me how satisfied you are with your water supply overall, on a scale from 1 to 5, where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Very dissatisfied	2%	1%	3%			4%		5%		5%		2%	2%	5%	8%	1%	1%	6%	13%
Fairly dissatisfied	2%	2%	2%				7%		4%			3%	2%	2%		3%	1%	2%	7%
Neither	3%	5%	1%		3%	4%			4%	10%		3%	4%	5%		3%	4%	8%	7%
Fairly satisfied	34%	33%	35%	67%	43%	38%	26%	27%	22%	38%	31%	32%	35%	39%	42%	35%	30%	28%	27%
Very satisfied	59%	59%	58%	33%	50%	53%	67%	68%	70%	48%	69%	60%	56%	49%	50%	57%	63%	57%	47%
Dont know/cant say	1%		1%		3%								2%				1%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.5	4.5	4.5	4.3	4.5	4.4	4.5	4.5	4.6	4.2	4.7	4.5	4.4	4.2	4.3	4.4	4.5	4.3	3.9
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q6a. Bearing in mind the current service level FOR "The Hardness of the Water" how satisfied are you with the current level of service provided by Portsmouth Water? Please respond on a scale of 1 to 5 where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Very dissatisfied	8%	5%	10%		7%	13%	9%	9%		5%	4%	10%	9%	5%	13%	9%	4%	11%	7%
Fairly dissatisfied	14%	14%	13%	17%	13%	11%	15%	18%	11%	14%	13%	20%	6%	15%	17%	14%	13%	25%	33%
Neither	22%	20%	24%	17%	17%	26%	26%	23%	19%	19%	20%	27%	20%	20%	25%	21%	23%	17%	18%
Fairly satisfied	29%	28%	29%	33%	37%	26%	24%	18%	33%	33%	27%	22%	30%	39%	8%	30%	33%	32%	27%
Very satisfied	29%	32%	25%	33%	27%	26%	26%	32%	37%	29%	36%	22%	35%	22%	38%	26%	29%	15%	13%
Don't know																			2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	3.6	3.7	3.5	3.8	3.6	3.4	3.4	3.5	4.0	3.7	3.8	3.3	3.8	3.6	3.4	3.5	3.7	3.2	3.1
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q6b. Bearing in mind the current service level FOR "water pressure in your tap" how satisfied are you with the current level of service provided by Portsmouth Water? Please respond on a scale of 1 to 5 where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Very dissatisfied	1%		1%			2%							2%				1%	2%	
Fairly dissatisfied	6%	3%	8%	33%	3%	6%	4%	9%	4%		7%	10%		5%	13%	4%	5%	5%	7%
Neither	12%	12%	11%	17%	6%	13%	14%	11%	14%	13%	15%	6%	12%	4%	10%	15%	12%	9%	
Fairly satisfied	29%	31%	26%	33%	23%	30%	27%	19%	38%	27%	30%	22%	37%	38%	24%	31%	32%	40%	
Very satisfied	54%	54%	54%	33%	57%	55%	52%	50%	67%	48%	53%	45%	70%	46%	46%	61%	48%	50%	44%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.3	4.4	4.2	3.7	4.3	4.3	4.3	4.2	4.5	4.3	4.3	4.1	4.6	4.2	4.2	4.4	4.2	4.2	4.2
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q6c. Bearing in mind the current service level FOR “planned supply interruptions” how satisfied are you with the current level of service provided by Portsmouth Water? Please respond on a scale of 1 to 5 where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Very dissatisfied								5%										2%	2%
Fairly dissatisfied	1%	1%											2%						
Neither	10%	12%	7%	17%	13%	13%	9%	5%	11%		18%	10%	8%	2%	4%	12%	9%	7%	13%
Fairly satisfied	26%	20%	32%	33%	13%	18%	33%	27%	30%	38%	24%	32%	19%	29%	25%	23%	30%	30%	40%
Very satisfied	64%	66%	61%	50%	73%	69%	59%	64%	59%	62%	58%	58%	72%	68%	71%	64%	61%	48%	38%
Don't know																		11%	7%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.5	4.5	4.5	4.3	4.6	4.6	4.5	4.5	4.5	4.6	4.4	4.5	4.6	4.7	4.7	4.5	4.5	4.3	4.2
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	27	45

Q6d. Bearing in mind the current service level FOR “unplanned supply interruptions” how satisfied are you with the current level of service provided by Portsmouth Water? Please respond on a scale of 1 to 5 where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Very dissatisfied																		2%	2%
Fairly dissatisfied	1%	1%	1%			2%	2%				2%		2%			1%	1%	3%	4%
Neither	11%	11%	11%	33%	10%	11%	9%	5%	15%	10%	7%	14%	11%	12%	4%	12%	13%	15%	22%
Fairly satisfied	24%	19%	28%	17%	17%	20%	28%	23%	30%	29%	24%	29%	15%	27%	21%	23%	25%	30%	22%
Very satisfied	64%	68%	60%	50%	73%	67%	61%	73%	56%	62%	67%	58%	72%	61%	75%	64%	61%	35%	38%
Don't know																		15%	11%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.5	4.6	4.5	4.2	4.6	4.5	4.5	4.7	4.4	4.5	4.6	4.4	4.6	4.5	4.7	4.5	4.5	4.1	4.0
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q6e. Bearing in mind the current service level FOR “water leakage” how satisfied are you with the current level of service provided by Portsmouth Water? Please respond on a scale of 1 to 5 where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Very dissatisfied	4%	5%	2%	17%	3%	2%	2%		7%	5%	4%	8%				1%	8%	8%	9%
Fairly dissatisfied	6%	7%	5%		3%	11%	9%		7%		2%	8%	7%	5%	4%	4%	9%	11%	18%
Neither	21%	18%	23%	17%	27%	23%	15%	23%	19%	14%	29%	23%	15%	15%	21%	22%	19%	14%	24%
Fairly satisfied	21%	18%	23%	33%	10%	11%	28%	36%	15%	29%	16%	20%	17%	32%	29%	26%	11%	21%	13%
Very satisfied	50%	52%	48%	33%	57%	53%	46%	41%	52%	52%	49%	40%	61%	49%	46%	47%	54%	33%	29%
Don't know																		14%	7%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.1	4.0	4.1	3.7	4.1	4.0	4.1	4.2	4.0	4.2	4.0	3.8	4.3	4.2	4.2	4.1	4.0	3.7	3.4
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q6f. Bearing in mind the current service level FOR "a reliable and continuous water supply of water into the future" how satisfied are you with the current level of service provided by Portsmouth Water? Please respond on a scale of 1 to 5 where 1 means 'very dissatisfied' and 5 means 'very satisfied'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Very dissatisfied																			2%
Neither	10%	8%	12%	17%	10%	15%	7%	14%	11%		13%	14%	6%	7%		17%	5%	11%	14%
Fairly satisfied	31%	30%	33%	33%	27%	30%	33%	27%	30%	40%	31%	36%	28%	29%	33%	29%	33%	31%	34%
Very satisfied	59%	62%	55%	50%	63%	55%	61%	59%	59%	60%	56%	51%	67%	63%	67%	54%	62%	48%	52%
Don't know																		8%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.5	4.5	4.4	4.3	4.5	4.4	4.5	4.5	4.5	4.6	4.4	4.4	4.6	4.6	4.7	4.4	4.6	4.4	4.4
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q7. The average bill for water services in your area is £85. This is the cheapest bill level in the country. How do you rate your water supply in terms of Value for Money, using a scale of 1 to 5 where 1 means 'poor value for money' and 5 means 'good value for money'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Very poor value for money																			2%
Fairly poor value for money	4%	4%	4%			2%	9%	5%	7%		2%	8%	2%	2%		3%	6%	2%	
Neither poor nor good value for money	13%	9%	16%	17%	10%	13%	11%	5%	7%	33%	16%	12%	7%	17%	17%	9%	15%	14%	9%
Fairly good value for money	36%	36%	35%	67%	47%	40%	33%	23%	26%	33%	42%	28%	35%	39%	38%	35%	35%	36%	40%
Very good value for money	43%	44%	41%	17%	30%	38%	43%	68%	56%	29%	31%	45%	52%	39%	46%	48%	35%	45%	42%
Dont know/cant say	6%	6%	5%		13%	6%	4%		4%	5%	9%	7%	4%	2%		4%	9%	2%	9%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.2	4.3	4.2	4.0	4.2	4.2	4.2	4.5	4.3	4.0	4.1	4.2	4.4	4.2	4.3	4.3	4.1	4.2	4.4
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

3. Priorities for Improvements



Q8a. How important would it be to you for 'the hardness of the water' to be improved to the specified level? Please respond on a scale of 1 to 5 where 1 means 'not at all important' and 5 means 'extremely important'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Not at all important	4%	8%		17%	3%	4%	7%		4%		4%	2%	7%	2%		3%	6%	5%	5%
Not very important	10%	11%	8%	17%	13%	15%	7%	5%	4%	10%	16%	8%	6%	10%		8%	14%	14%	7%
Neither important or not important	18%	17%	18%	33%	13%	6%	24%	9%	26%	24%	13%	12%	20%	27%		17%	24%	14%	5%
Fairly important	21%	16%	25%		27%	17%	17%	23%	15%	38%	22%	28%	20%	7%	17%	19%	24%	32%	44%
Extremely important	49%	47%	50%	33%	43%	57%	46%	64%	52%	29%	44%	50%	46%	54%	83%	53%	33%	35%	40%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	4.0	3.8	4.2	3.2	3.9	4.1	3.9	4.5	4.1	3.9	3.9	4.2	3.9	4.0	4.8	4.1	3.6	3.8	4.1
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q8b. How important would it be to you for 'water pressure in your tap' to be improved to the specified level? Please respond on a scale of 1 to 5 where 1 means 'not at all important' and 5 means 'extremely important'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Not at all important	12%	14%	9%	17%	17%	17%	13%		7%	5%	13%	15%	9%	7%		10%	16%	8%	2%
Not very important	10%	9%	10%		7%	9%	11%	18%	4%	14%	11%	8%	6%	15%		10%	11%	11%	5%
Neither important or not important	27%	27%	26%	33%	27%	19%	33%	27%	37%	14%	29%	17%	35%	27%		30%	30%	24%	26%
Fairly important	19%	18%	19%	33%	20%	17%	15%	14%	15%	29%	11%	23%	22%	15%	17%	17%	21%	35%	30%
Extremely important	34%	31%	37%	17%	30%	38%	28%	41%	37%	38%	36%	37%	28%	37%	83%	32%	21%	22%	37%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	3.5	3.4	3.6	3.3	3.4	3.5	3.3	3.8	3.7	3.8	3.4	3.6	3.5	3.6	4.8	3.5	3.2	3.5	4.0
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q8c. How important would it be to you for 'planned supply interruptions' to be improved to the specified level? Please respond on a scale of 1 to 5 where 1 means 'not at all important' and 5 means 'extremely important'

	TOTAL	Gender		Age group						Social class				Location of property			Low income households	Metered households	
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb			In a town or city
Not at all important	12%	15%	8%	17%	20%	11%	15%	5%	11%		18%	12%	9%	7%		10%	16%	6%	5%
Not very important	10%	11%	9%		7%	9%	13%	9%	4%	24%	9%	12%	9%	10%		7%	16%	8%	2%
Neither important or not important	28%	26%	30%	50%	23%	30%	28%	18%	37%	19%	16%	22%	43%	32%	4%	27%	36%	30%	18%
Fairly important	24%	23%	24%	17%	27%	21%	26%	36%	15%	19%	31%	28%	17%	17%	46%	26%	14%	25%	50%
Extremely important	27%	24%	30%	17%	23%	30%	17%	32%	33%	38%	27%	27%	22%	34%	50%	29%	18%	27%	25%
Don't know																		3%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Avg. rating	3.4	3.3	3.6	3.2	3.3	3.5	3.2	3.8	3.6	3.7	3.4	3.5	3.3	3.6	4.5	3.6	3.0	3.6	3.9
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q8d. How important would it be to you for 'unplanned supply interruptions' to be improved to the specified level? Please respond on a scale of 1 to 5 where 1 means 'not at all important' and 5 means 'extremely important'

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Not at all important	12%	15%	9%	17%	20%	9%	17%	5%	15%	18%	12%	11%	7%		11%	16%	5%	2%	
Not very important	11%	11%	11%		10%	11%	15%	9%	4%	13%	13%	7%	10%		10%	15%	10%	5%	
Neither important or not important	32%	30%	33%	50%	23%	30%	30%	32%	44%	20%	27%	44%	34%		33%	39%	33%	18%	
Fairly important	20%	19%	20%	17%	20%	19%	20%	36%	11%	27%	25%	15%	10%	46%	21%	10%	17%	43%	
Extremely important	26%	24%	28%	17%	27%	32%	17%	18%	26%	22%	23%	22%	39%	54%	24%	20%	32%	32%	
Don't know																	3%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Avg. rating	3.4	3.3	3.5	3.2	3.2	3.6	3.0	3.5	3.3	3.2	3.4	3.3	3.6	4.5	3.4	3.0	3.6	4.0	
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	

Q8e. How important would it be to you for 'water leakage' to be improved to the specified level? Please respond on a scale of 1 to 5 where 1 means 'not at all important' and 5 means 'extremely important'

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Not at all important	9%	13%	5%	17%	13%	9%	11%	5%	7%	13%	10%	7%	5%		6%	15%	6%	2%	
Not very important	9%	7%	11%		13%	11%	9%	5%	4%	11%	8%	7%	10%		7%	14%	6%		
Neither important or not important	21%	18%	23%	50%	10%	17%	22%	18%	26%	13%	10%	31%	29%		20%	28%	17%	9%	
Fairly important	18%	18%	18%	17%	20%	11%	17%	27%	26%	22%	27%	13%	7%	29%	20%	13%	13%	23%	
Extremely important	44%	43%	44%	17%	43%	53%	41%	45%	37%	40%	45%	41%	49%	71%	47%	31%	56%	66%	
Don't know																	2%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Avg. rating	3.8	3.7	3.8	3.2	3.7	3.9	3.7	4.0	3.8	3.6	3.9	3.7	3.9	4.7	3.9	3.3	4.1	4.5	
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	

Q8f. For 'continuous supply into the future' please say how important it would be to you for the service to be MAINTAINED rather than for a REDUCED service to be introduced?

	Total	Gender		Age group							class				property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Neither important or not important	6%	5%	6%	17%	7%	6%	7%		4%	5%	7%	2%	4%	12%		10%	1%	3%	
Fairly important	19%	18%	19%	17%	17%	15%	17%	36%	15%	18%	22%	20%	12%	42%	22%	8%	17%	22%	
Extremely important	76%	77%	75%	67%	77%	79%	76%	64%	81%	76%	77%	76%	76%	58%	68%	91%	79%	73%	
Don't know																	2%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Avg. rating	4.7	4.7	4.7	4.5	4.7	4.7	4.7	4.6	4.8	4.7	4.7	4.8	4.7	4.6	4.6	4.6	4.9	4.7	
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	

4. Stated Preference and Willingness to Pay



Q9. How much customers are willing to pay for new service levels

	TOTAL	Gender		Social class				Household income				Location of property			Low income households	Metered households
		Male	Female	AB	C1	C2	DE	<20k	40k	40k+	Don't know	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Water quality	£11	£10	£12	£15	£12	£11	£8	£9	£13	£15	£10	£20	£10	£11	£8	£20
Environmental Impacts	£4	£3	£5	£7	£4	£3	£3	£3	£2	£6	£6	£5	£3	£6	£4	£7
Customer Handling*	£0	£0	£0	£0			£0	£0	£0	£0	£0	£0	£3	£0	£0	£0

* Insignificantly different from zero at the 95% level (except for customers living in suburbs)

Q9 & Q8 Willingness to pay for maintaining/improving water quality

	TOTAL	Gender		Social class				Household income				Location of property			Low income households	Metered households
		Male	Female	AB	C1	C2	DE	<20k	40k	40k+	Don't know	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Maintain reliable supply*	£3.31	£3.25	£3.39	£4.84	£3.64	£3.35	£2.04	£2.98	£3.62	£6.52	£2.69	£3.00	£2.52	£4.62	£2.74	£6.09
Improved water hardness	£2.48	£2.35	£2.64	£3.13	£2.76	£2.54	£1.71	£1.90	£3.85	£3.07	£1.92	£4.71	£2.41	£1.90	£1.42	£3.69
Improved water leakage	£1.55	£1.41	£1.70	£1.99	£1.63	£1.50	£1.19	£1.22	£1.81	£2.69	£1.29	£2.79	£1.40	£1.39	£1.37	£3.14
Improved water pressure	£1.48	£1.33	£1.65	£2.28	£1.55	£1.42	£0.99	£0.81	£1.81	£1.54	£1.39	£4.29	£1.20	£1.08	£0.74	£2.95
Improved planned interruptions	£1.18	£1.03	£1.34	£1.71	£1.17	£1.08	£0.92	£0.95	£1.02	£0.77	£1.19	£2.57	£1.09	£0.89	£0.89	£2.03
Improve unplanned inter'ptions	£1.13	£1.03	£1.25	£1.42	£1.09	£1.00	£1.05	£0.81	£1.36	£0.77	£1.06	£2.79	£0.89	£1.01	£1.05	£2.58
Total	£11.13	£10.39	£11.97	£15.36	£11.85	£10.89	£7.90	£8.68	£13.48	£15.35	£9.55	£20.14	£9.51	£10.89	£8.21	£20.49

* A reliable and continuous supply of water into the future

Q10d. If all the improvements shown on SHOWCARD F were made what is the maximum additional amount that you would be willing to pay?

	TOTAL	Gender		Social class				Location of property				Low income households	Metered households
		Male	Female	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city			
£0	29%	37%	20%	19%	21%	46%	26%	8%	24%	41%	19%	25%	
£1 - £5	19%	14%	23%	17%	17%	15%	29%	17%	19%	19%	25%	28%	
£6 - £10	29%	28%	30%	40%	32%	15%	31%	58%	28%	21%	23%	13%	
£11 - £15	15%	14%	16%	14%	19%	15%	9%	13%	19%	10%	27%	25%	
more than £15	9%	7%	11%	10%	11%	8%	6%	4%	10%	9%	6%	10%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Avg. amount	£11	£12	£11	£11	£12	£12	£10	£10	£12	£10	£11	£14	
No. of respondents	200	99	101	45	60	54	41	24	96	80	66	45	

4. Havant Thicket



Q11. Portsmouth Water is aware that they need to plan in order to be able to provide a secure water supply in the future. They have been considering various ways to cope with the expected population growth in the area and the likely effects of climate change. Without any plans it is likely that in 15 years time the chance of having to impose water restriction will increase. These restrictions can range from hose pipe bans to stand pipes and water rationing, depending on the severity of the problem.

Unless action is taken, the risk of restrictions increases over time. There has not been a hose pipe ban in the Portsmouth Water area since 1976. Which of these three options would you prefer?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Do nothing	16%	13%	18%	50%	10%	15%	15%	5%	19%	38%	4%	12%	19%	29%	17%	11%	20%	12%	9%
Build a reservoir	64%	66%	61%	50%	77%	55%	59%	77%	73%	52%	67%	64%	65%	59%	46%	74%	57%	69%	73%
Another solution	21%	20%	21%	50%	13%	30%	26%	18%	8%	10%	29%	24%	17%	12%	38%	15%	23%	18%	18%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

4. Attitudes to Metering



Q12b. Do you think that you use more, less or the same amount of water now as you did before you had your water meter?

	TOTAL	Gender		Age group							Social class				Location of property		
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
About the same	53%	57%	50%		60%	71%	43%	25%	40%	63%	54%	78%	44%	55%	53%	53%	
Less	31%	29%	33%	100%			29%	75%	60%	31%	15%	22%	50%	27%	26%	40%	
Dont know/cant say	16%	14%	17%		40%	29%	29%			6%	31%		6%	18%	21%	7%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
No. of respondents	45	21	24	1	5	7	7	4	5	16	13	9	4	16	11	19	15

Q12c. Do you think that your water bills higher, lower or the same as before you had your water meter (allowing for inflation)?

	TOTAL	Gender		Age group							Social class				Location of property		
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
More	2%		4%							6%			6%			7%	
About the same	24%	24%	25%		40%	43%	14%			31%	31%	33%	25%	36%	21%	20%	
Less	40%	48%	33%			29%	43%	75%	60%	44%	23%	67%	50%	36%	37%	47%	
Dont know/cant say	33%	29%	38%	100%	60%	29%	43%	25%	40%	19%	46%		38%	27%	42%	27%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
No. of respondents	45	21	24	1	5	7	7	4	5	16	13	9	4	16	11	19	15

Q12d. Why is this? (Reasons why customers think bill is less now than before they had a meter)

	TOTAL	Gender		Age group					Social class				Location of property		
		Male	Female	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
Just charged for water used (low user)	44%	44%	43%	50%		33%	33%	80%		60%		50%	33%	67%	29%
More careful using water	63%	67%	57%	50%	100%	67%	67%	40%	100%	40%	100%	50%	100%	50%	57%
Don't Know	6%		14%					20%				25%			14%
No. of respondents	18	10	8	2	3	3	3	7	3	6	2	5	4	7	7

* Note: respondents were able to give more than one answer therefore percentages do not total 100%

Q12e. If you had a water meter installed, do you think that you would use more, less or the same amount of water than you do now?

	TOTAL	Gender		Age group							Social class				Location of property		
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
More	1%	1%	1%		4%	2%					3%		2%			2%	
About the same	74%	76%	71%	80%	63%	77%	74%	75%	76%	78%	73%	75%	75%	70%	72%	71%	77%
Less	21%	18%	24%	20%	19%	21%	26%	25%	16%	11%	23%	20%	21%	22%	28%	21%	20%
Dont know/cant say	4%	4%	4%		15%				8%	11%	3%	5%	2%	8%	7%	3%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	185	92	93	5	27	43	46	20	25	18	40	55	53	37	18	92	75

Q12f. Do you think that your water bills would be more, less or the same as now?

	TOTAL	Gender		Age group							Social class				Location of property		
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
More	25%	26%	25%	20%	22%	26%	33%	20%	24%	17%	30%	15%	40%	16%	6%	27%	28%
About the same	41%	45%	38%	40%	48%	47%	39%	45%	24%	44%	38%	40%	36%	54%	50%	45%	35%
Less	18%	20%	16%	40%	7%	14%	15%	20%	28%	28%	15%	29%	11%	14%	17%	15%	21%
Dont know/cant say	16%	10%	22%		22%	14%	13%	15%	24%	11%	18%	16%	13%	16%	28%	13%	16%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	185	92	93	5	27	43	46	20	25	18	40	55	53	37	18	92	75

Q12g. Why is this? (Reasons why customers think bill will be more if a meter is installed)

	TOTAL	Gender		Age group							Social class				Location of property		
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
A lot in household(high water usage)	18%	22%	14%		17%	36%	14%	25%			17%	33%	19%			13%	25%
If water metered - bill would be higher	64%	65%	64%	100%	67%	64%	71%	50%	60%	33%	67%	33%	71%	67%	100%	71%	55%
Don't realise how much water used unless metered	4%	9%							20%	33%		5%	17%			4%	5%
Use a lot of water	7%		14%		17%			25%		33%	8%	5%	17%			4%	10%
Would be worried about bill	29%	13%	45%		33%	27%	43%		20%		50%	17%	19%	33%	100%	25%	30%
Tariff would be higher	13%	17%	9%			21%	25%	20%	33%		33%	14%	17%			17%	10%
Would keep checking consumption	2%	4%				9%						5%				4%	
Would have to pay for rental of meter	16%	9%	23%	100%		18%	14%	25%	20%		8%	17%	19%	17%		21%	10%
Would need more staff to read meters	4%	9%					14%				17%					4%	5%
No. of respondents	47	24	23	1	6	11	15	4	6	3	12	8	21	6	1	25	21

* Note: respondents were able to give more than one answer therefore percentages do not total 100%

Q12g. Why is this? (Reasons why customers think bill will be less if a meter is installed)

	TOTAL	Gender		Age group							Social class				Location of property		
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city
Don't realise how much water used unless metered	22%	24%	20%	50%		33%	14%	25%	14%	25%	20%	25%	33%		67%	23%	13%
On my own - low usage	22%	18%	27%		50%	17%	14%	25%		75%	20%	13%	17%	60%		8%	38%
Below average consumption	28%	41%	13%	50%	50%	17%	43%	25%	14%	25%	40%	25%	33%	20%		23%	38%
Would be worried about bill	3%		7%				14%					6%					6%
Put on cheaper tariff	3%	6%				17%						6%				8%	
Bills would be lower	41%	47%	33%	50%		33%	71%		71%		40%	44%	50%	20%	33%	54%	31%
Would keep checking consumption	34%	24%	47%	50%		33%	14%	50%	57%	25%	40%	31%	50%	20%	100%	38%	19%
No. of respondents	33	18	15	2	2	6	7	4	7	5	6	16	6	5	3	14	16

* Note: respondents were able to give more than one answer therefore percentages do not total 100%

Q13a. Portsmouth Water are considering increasing the number of households with water meters, as metering is seen as a means of making people more efficient in their use of water. Portsmouth Water would increase the number of households with water meters only where they can do so with a minimum impact on bill payers. Do you think that Portsmouth Water should?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Meter as many customers as possible	14%	11%	17%		17%	21%	7%	23%	4%	19%	18%	20%	7%	10%	38%	7%	15%	18%	44%
Meter only those with a minimum impact on bill	16%	18%	13%	17%	20%	6%	20%	23%	19%	10%	16%	23%	9%	12%	13%	19%	13%	18%	24%
Not force meters on any customers	67%	68%	65%	83%	47%	70%	72%	55%	74%	71%	60%	55%	78%	76%	50%	69%	69%	58%	24%
Dont know/cant say	4%	3%	5%		17%	2%	2%		4%		7%	2%	6%	2%		5%	4%	6%	7%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q13b. Would you be supportive of Portsmouth Water metering all their customers?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Yes	30%	30%	29%	25%	39%	30%	24%	44%	23%	25%	32%	36%	18%	33%	52%	21%	35%	26%	57%
No	70%	70%	71%	75%	61%	70%	76%	56%	77%	75%	68%	64%	82%	67%	48%	79%	65%	64%	34%
Don't know																		10%	9%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

5. Water Leakage



Q14a. If Portsmouth Water made improvements to reduce the amount of water leakage do you think it would make you, personally more inclined to be efficient with water too?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Yes	71%	69%	73%	67%	67%	64%	76%	68%	85%	67%	64%	73%	72%	73%	75%	77%	63%	63%	60%
No	22%	23%	21%	17%	13%	30%	20%	32%	15%	24%	31%	20%	20%	17%	21%	17%	29%	18%	27%
Dont know/cant say	7%	8%	6%	17%	20%	6%	4%	10%	4%	7%	7%	7%	10%	4%	4%	9%	18%	13%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q14b. If Portsmouth Water made improvements to reduce the amount of water leakage do you think it would make customers generally more inclined to be efficient with water too?

	TOTAL	Gender		Age group							class				property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Yes	31%	26%	37%	50%	30%	24%	45%	29%	50%	14%	38%	19%	27%	45%		41%	30%	33%	44%
No	53%	61%	44%	50%	30%	65%	36%	71%	50%	71%	56%	69%	60%	18%	100%	41%	53%	29%	39%
Dont know/cant say	16%	13%	19%	100%	40%	12%	18%	14%	14%	6%	13%	13%	36%		18%	17%	38%	17%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q14c. Are there any other benefits if Portsmouth Water were to reduce the level of leakage?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Don't Know	31%	30%	31%	67%	46%	37%	18%	15%	19%	47%	24%	30%	22%	50%	32%	32%	29%	33%	16%
Cost savings/bill reduction	16%	19%	13%		13%	16%	11%	30%	19%	16%	18%	13%	20%	11%	23%	22%	7%	18%	22%
No	16%	12%	19%		13%	26%	11%	5%	19%	16%	18%	17%	11%	18%	14%	17%	7%	13%	
Saving of water/less wastage	28%	36%	22%	17%	17%	21%	36%	30%	50%	16%	27%	23%	43%	19%	23%	25%	34%	27%	31%
More water to go around/less droughts/hosepipe bans etc	22%	22%	22%	33%	25%	12%	27%	35%	23%	11%	22%	25%	24%	14%	23%	22%	21%	27%	31%
Wouldn't need to build reservoir	2%	3%	1%			2%	2%		4%	5%	2%	4%	2%			1%	4%	2%	3%
Helping environment/climate change	5%	3%	8%		8%	2%	11%	5%	5%	9%	6%	2%	6%			4%	9%	9%	16%
Water pressure would improve	1%	1%				2%					2%	2%					1%		6%
Wouldn't need meters	1%	1%					2%				2%					1%			
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

* Note: respondents were able to give more than one answer therefore percentages do not total 100%

5. Water Hardness



Q15a. What is it about the hardness of the water that you are dissatisfied about?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
The chalky taste	49%	39%	57%	100%	67%	50%	36%	33%	67%	50%	50%	39%	43%	75%	71%	41%	50%	59%	39%
Problems with kettles/washing machines	85%	94%	78%	100%	83%	80%	91%	100%	67%	75%	88%	83%	86%	88%	43%	91%	100%	86%	89%
Difficulty making soap etc lather	44%	44%	43%	100%	33%	30%	45%	67%	67%	25%	13%	61%	29%	50%	57%	45%	33%	27%	44%
Causes tide marks on sinks/baths/toilets	54%	56%	52%		100%	60%	45%	17%	67%	50%	63%	61%	71%	13%	29%	68%	42%	59%	67%
Health worries	15%	22%	9%		17%	30%	9%		25%			11%	29%	25%		18%	17%	23%	6%
Dont know/cant say																			
No. of respondents	42	19	23	1	6	11	11	6	3	4	8	18	8	8	7	22	13	23	18

* Note: respondents were able to give more than one answer therefore percentages do not total 100%

Q15b. Does it give you any reassurance to know that softeners are available that would counter-balance the hardness effect; and that there is evidence of less heart disease in hard water areas?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Yes	63%	56%	68%	100%	67%	50%	80%	50%	100%	100%	75%	50%	86%	57%	86%	57%	58%	68%	72%
No	38%	44%	32%		33%	50%	20%	50%	100%		25%	50%	14%	43%	14%	43%	42%	32%	28%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	42	19	23	1	6	11	11	6	3	4	8	18	8	8	7	22	13	23	18

5. Water Bill



Q16b. How do you pay your water bill?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
By direct debit	67%	72%	61%	33%	50%	70%	78%	77%	63%	57%	76%	72%	70%	44%	71%	70%	61%	45%	69%
By post	9%	10%	8%	17%	13%	6%	2%	9%	15%	14%	7%	12%	9%	7%	21%	8%	6%	6%	7%
Over the telephone	2%	1%	2%		7%		2%				2%	3%				1%	3%	2%	7%
In person at PW office	5%	4%	5%	17%	7%	2%	7%			10%		2%	6%	12%		5%	5%	17%	4%
Over the Internet	3%	3%	2%	17%	3%	2%	2%	5%			7%	3%				3%	3%		2%
Other	16%	9%	22%	17%	20%	17%	9%	9%	22%	19%	9%	8%	13%	37%	8%	13%	21%	31%	9%
Dont know/cant say	1%	1%				2%							2%				1%		2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q16c. How do you feel about paying your water bill?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
Always pay on time	92%	95%	89%	67%	80%	94%	93%	100%	100%	90%	89%	100%	93%	83%	96%	93%	90%	83%	96%
Sometimes pay on time	7%	5%	8%	33%	20%	4%	7%				11%		6%	12%		6%	9%	14%	2%
It is a challenge to pay my bill	2%		3%			2%				10%		2%	5%	4%	1%	1%	3%	2%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q16e. Currently bill payers pay for those customers that can afford to pay their water bill but don't . Who do you think should pay for this?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
The bill payer should	56%	59%	52%	50%	53%	60%	52%	38%	70%	57%	53%	54%	56%	61%	46%	54%	61%	45%	41%
Portsmouth Water	10%	6%	13%		10%	4%	15%	14%	11%	5%	13%	14%	7%	2%		12%	10%	5%	11%
The Government, through social services	19%	20%	17%	33%	20%	17%	22%	24%	4%	24%	20%	17%	20%	17%	42%	22%	8%	23%	25%
Dont know/cant say	16%	14%	18%	17%	17%	19%	11%	24%	15%	14%	13%	15%	17%	20%	13%	13%	21%	27%	23%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45

Q16f. Bill payers also currently pay for those customers that can't afford to pay their water bill. Who do you think should pay for this?

	TOTAL	Gender		Age group							Social class				Location of property			Low income households	Metered households
		Male	Female	18-24	25-34	35-44	45-54	55-59	60-64	65+	AB	C1	C2	DE	Rural/in a village	On the edge of town/in a suburb	In a town or city		
The bill payer should	28%	28%	27%	17%	23%	26%	22%	45%	33%	29%	27%	38%	25%	17%	42%	24%	28%	19%	20%
Portsmouth Water	8%	7%	9%		7%	13%	7%	5%	7%	10%	4%	12%	9%	5%	8%	9%	6%	8%	7%
The Government, through social services	60%	59%	61%	83%	67%	54%	70%	50%	52%	52%	67%	48%	58%	71%	50%	60%	63%	67%	67%
Dont know/cant say	5%	6%	3%		3%	7%	2%		7%	10%	2%	2%	8%	7%		6%	4%	6%	7%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No. of respondents	200	99	101	6	30	47	46	22	27	21	45	60	54	41	24	96	80	66	45