Engagement summary

PR24 Willingness to Pay Research

South West Water

Objectives

To gain quantitative insight into Household and Non-Household willingness to pay against key attributes. To gain a set of customer valuations.

Format	Customer survey online, telephone and face to face
Households (number)	588
Non households (number)	202
Vulnerable customers	170
Future customers	
Retailers	
Stakeholders	
South West Water	
Bournemouth Water	
Bristol Water	✓

Impact on our plan and ways of working

The research provided valuable information about willingness to pay measured against different attributes and fed into the overall research for PR24.

Date	December 2022
Supplier	ICS

Key messages – what matters most

What we did

- We surveyed 588 Household customers; 487 online and 101 CAPI face to face
- We also surveyed 202 Non-Household customers; 101 online and 101 CATI telephone recruited.

What matters most

- Respondents rated their most important attribute from a choice relative to their bill from pressure, discolouration, interruptions and leakage
- Leakage was voted as the most important attribute with low pressure as the least. This was consistent across Household and Non-Household
- In the second block of attributes relative to bill customer water use was voted as most important and customer complaints least. Again this was true across Household and Non Household
- Customers voted on a list of secondary attributes in relation to improving supply interruptions. Taste and smell improvements were more important than supply interruptions, with all other secondary attributes less important
- 45% of household customers felt their water bill was value for money, with 10% stating that their bill was poor or very poor value
- 49% of businesses felt their water bill was value for money. Only 9% felt their bill was poor or very poor value
- 1 in 5 Household customers reported experiencing a service issue in the last 5 years. This was double for Non-Household at 2 in 5.

Are there differing views?

- 60/40 split male to female. 29% report a disability in the home. 10% receive help with their bill
- The WTP of the AB socio-economic group was higher compared to other groups. AB made up 46.6% of the whole against 36.7% C1C2 and 16.7% DE.

Next steps

This research feeds into our PR24 business plan.