

## Objectives

To understand how customers feel about where they might save water, what messages are likely to trigger positive behaviours and how messaging can be best targeted across the range of channels available.

Format	Focus groups
Households (number)	6 (n41)
Non households (number)	
Vulnerable customers	✓
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	

## Impact on our plan and ways of working

The findings from this research reinforce findings from previous research, in particular that customers prefer simple, strong messages especially water saving tips, the environment and saving money are key hooks, a mix of channels is required and clear images of the amount of water used (e.g. bottles) are the most likely to lead to action.

Date	May 2021
Supplier	ICS

## Key messages – what matters most

### What we did

- Four online focus groups were undertaken in April 2021 to test the effectiveness of messaging
- The first four groups tested materials that were used during the summer of 2020 alongside new example materials
- Following these groups, the materials were further revised based on customer feedback and suggestions. The latter two groups tested these new materials and potential communication channels.

### What matters most

- Discussions highlighted low levels of awareness suggesting that South West Water will have to work hard to convey their messages effectively, specifically:
  - Few customers recalled seeing any SWW adverts or water efficiency messaging
  - SWW newspaper was highlighted by some customers
  - None of the participants followed SWW on social media.
- Most customers recognised that they could use a little less water, indicating that campaigns that target smaller reductions may lead to increased engagement and successfully target some reduction in water usage
- Customers are drawn to money saving tips and messages that are relevant to them
- Environmental messages need to clearly show how saving water helps protect the environment
- Customers are more supportive of campaigns that target smaller reductions, particularly when the reduction is put into context of their overall usage.

### Are there differing views?

No differences noted.

### Next steps

The study has helped us to gain an understanding of the effectiveness of SWW water efficiency messaging to inform future campaigns, highlighting how best to reach customers.