

**CUSTOMER SATISFACTION 2007 SURVEY
- COMBINED -**

Q1 Please can you tell me how many times your household uses a washing machine in a week?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
1	Count	68	26	42
	Col %	7%	10%	6%
2-3	Count	488	147	341
	Col %	49%	54%	47%
4-5	Count	217	45	172
	Col %	22%	17%	24%
6-10	Count	167	40	127
	Col %	17%	15%	17%
11-15	Count	32	5	27
	Col %	3%	2%	4%
21+	Count	5	0	5
	Col %	1%	0%	1%
Dont have one	Count	19	6	13
	Col %	2%	2%	2%
Dont know	Count	4	1	3
	Col %	0%	0%	0%
Mean		4.11	3.62	4.29

Base: All respondents

Q2 Please can you tell me how many times your household uses a dishwasher in a week?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
1	Count	18	8	10
	Col %	2%	3%	1%
2-3	Count	165	53	112
	Col %	17%	20%	15%
4-5	Count	72	21	51
	Col %	7%	8%	7%
6-10	Count	187	57	130
	Col %	19%	21%	18%
11-15	Count	2	0	2
	Col %	0%	0%	0%
Dont have one	Count	555	131	424
	Col %	56%	49%	58%
Dont know	Count	1	0	1
	Col %	0%	0%	0%
Mean		4.80	4.66	4.86

Base: All respondents

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Q3 For the whole household, can you tell me the total number of baths taken in a week?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
1-5	Count	349	95	254
	Col %	35%	35%	35%
6-10	Count	189	36	153
	Col %	19%	13%	21%
11-15	Count	35	9	26
	Col %	4%	3%	4%
16-20	Count	8	2	6
	Col %	1%	1%	1%
21-25	Count	7	1	6
	Col %	1%	0%	1%
26-30	Count	10	2	8
	Col %	1%	1%	1%
Dont have one	Count	392	121	271
	Col %	39%	45%	37%
Dont know	Count	10	4	6
	Col %	1%	1%	1%
Mean		5.44	4.90	5.62

Base: All respondents

Q3 For the whole household, can you tell me the total number of showers taken in a week?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
1-5	Count	193	54	139
	Col %	19%	20%	19%
6-10	Count	266	92	174
	Col %	27%	34%	24%
11-15	Count	254	60	194
	Col %	25%	22%	27%
16-20	Count	43	10	33
	Col %	4%	4%	5%
21-25	Count	47	10	37
	Col %	5%	4%	5%
26-30	Count	25	6	19
	Col %	3%	2%	3%
31-35	Count	9	2	7
	Col %	1%	1%	1%
36-40	Count	2	0	2
	Col %	0%	0%	0%
41+	Count	4	1	3
	Col %	0%	0%	0%
Dont have one	Count	151	32	119
	Col %	15%	12%	16%
Dont know	Count	6	3	3
	Col %	1%	1%	0%
Mean		11.05	10.13	11.41

Base: All respondents

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Q4 Do you have an external tap in the garage or garden?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
Yes	Count	692	204	488
	Col %	69%	76%	67%
No	Count	308	66	242
	Col %	31%	24%	33%

Base: All respondents

Q4a Do you use your external tap when?

		meter		
		Total	Yes	No
Total	Count	692	204	488
	Col %	100%	100%	100%
Washing the car	Count	296	93	203
	Col %	43%	46%	42%
Watering the garden with a watering can	Count	360	106	254
	Col %	52%	52%	52%
Watering the garden with a hosepipe	Count	207	58	149
	Col %	30%	28%	31%
Watering the garden with a sprinkler	Count	32	13	19
	Col %	5%	6%	4%
Using your automated irrigation system	Count	5	4	1
	Col %	1%	2%	0%
For leisure purposes (e.g. filling up the paddling pool, playing children's water games, water slides etc)	Count	35	6	29
	Col %	5%	3%	6%
Don't know	Count	2	1	1
	Col %	0%	0%	0%
None of the above	Count	95	33	62
	Col %	14%	16%	13%
Watering cattle/filling up pond or fish tank/washing or feeding pets	Count	7	1	6
	Col %	1%	0%	1%
Cleaning purposes/odd jobs	Count	2	2	0
	Col %	0%	1%	0%
Don't use it all all/only sometimes	Count	3	1	2
	Col %	0%	0%	0%
Wash windows	Count	1	0	1
	Col %	0%	0%	0%

Base: Respondents who have an external tap at Q4

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Q4b How long have you used the external tap over the last two weeks?

		meter		
		Total	Yes	No
Total	Count	692	204	488
	Col %	100%	100%	100%
Zero	Count	565	165	400
	Col %	82%	81%	82%
Under 10 minutes	Count	18	11	7
	Col %	3%	5%	1%
15 mins	Count	57	15	42
	Col %	8%	7%	9%
30 mins	Count	18	6	12
	Col %	3%	3%	2%
45 mins	Count	13	2	11
	Col %	2%	1%	2%
1 hour	Count	18	5	13
	Col %	3%	2%	3%
1 hour 30 mins	Count	1	0	1
	Col %	0%	0%	0%
Don't know	Count	2	0	2
	Col %	0%	0%	0%
Mean		25.92	21.79	27.79

Base: Respondents who have an external tap at Q4

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Q4c How long per week is the external tap used on average during the summer (June/July/August)?

		meter		
		Total	Yes	No
Total	Count	692	204	488
	Col %	100%	100%	100%
Zero	Count	54	17	37
	Col %	8%	8%	8%
Under 10 minutes	Count	42	9	33
	Col %	6%	4%	7%
15 mins	Count	199	68	131
	Col %	29%	33%	27%
30 mins	Count	132	34	98
	Col %	19%	17%	20%
45 mins	Count	51	14	37
	Col %	7%	7%	8%
1 hour	Count	68	19	49
	Col %	10%	9%	10%
1 hour 15 mins	Count	6	1	5
	Col %	1%	0%	1%
1 hour 30 mins	Count	11	1	10
	Col %	2%	0%	2%
1 hour 45 mins	Count	2	0	2
	Col %	0%	0%	0%
2 hours	Count	28	8	20
	Col %	4%	4%	4%
2 hours 15 mins	Count	1	1	0
	Col %	0%	0%	0%
2 hours 30 mins	Count	1	0	1
	Col %	0%	0%	0%
3 hours	Count	11	2	9
	Col %	2%	1%	2%
3 hours 30 mins	Count	1	0	1
	Col %	0%	0%	0%
3 hours 45 mins	Count	1	0	1
	Col %	0%	0%	0%
4 hours	Count	1	0	1
	Col %	0%	0%	0%
Don't know	Count	83	30	53
	Col %	12%	15%	11%
Mean		38.70	34.87	40.21

Base: Respondents who have an external tap at Q4

**CUSTOMER SATISFACTION 2007 SURVEY
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Q5a How many toilets do you have in your home?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
One	Count	487	92	395
	Col %	49%	34%	54%
Two	Count	398	114	284
	Col %	40%	42%	39%
Three	Count	100	55	45
	Col %	10%	20%	6%
Four	Count	13	8	5
	Col %	1%	3%	1%
Five+	Count	2	1	1
	Col %	0%	0%	0%

Base: All respondents

Q5b How many of these toilets are dual flush/low volume?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
None	Count	487	127	360
	Col %	49%	47%	49%
One	Count	255	57	198
	Col %	26%	21%	27%
Two	Count	165	45	120
	Col %	17%	17%	16%
Three	Count	29	17	12
	Col %	3%	6%	2%
Four	Count	5	4	1
	Col %	1%	1%	0%
Don't know	Count	59	20	39
	Col %	6%	7%	5%

Base: All respondents

Q5c How many of these toilets have your replaced within the last 3 years?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
None	Count	741	202	539
	Col %	74%	75%	74%
One	Count	208	54	154
	Col %	21%	20%	21%
Two	Count	30	5	25
	Col %	3%	2%	3%
Three	Count	13	5	8
	Col %	1%	2%	1%
Four	Count	2	1	1
	Col %	0%	0%	0%
Don't know	Count	6	3	3
	Col %	1%	1%	0%

Base: All respondents

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Q5d Have you ever used a cistern device in the toilet(s) in your home?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
Yes	Count	126	33	93
	Col %	13%	12%	13%
No	Count	859	232	627
	Col %	86%	86%	86%
Don't Know	Count	15	5	10
	Col %	2%	2%	1%

Base: All respondents

Q5e Have you ever removed a cistern device?

		meter		
		Total	Yes	No
Total	Count	126	33	93
	Col %	100%	100%	100%
Yes	Count	27	5	22
	Col %	21%	15%	24%
No	Count	98	28	70
	Col %	78%	85%	75%
Don't know	Count	1	0	1
	Col %	1%	0%	1%

Base: All who have used a cistern device (Q5d)

Q5f When did you remove it?

		meter		
		Total	Yes	No
Total	Count	27	5	22
	Col %	100%	100%	100%
Don't know/ can't remember	Count	8	2	6
	Col %	30%	40%	27%
1,970	Count	1	0	1
	Col %	4%	0%	5%
1,997	Count	1	0	1
	Col %	4%	0%	5%
1,998	Count	1	0	1
	Col %	4%	0%	5%
2,004	Count	1	0	1
	Col %	4%	0%	5%
2,005	Count	3	1	2
	Col %	11%	20%	9%
2,006	Count	12	2	10
	Col %	44%	40%	45%

Base: All who have had the device removed (Q5e)

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Q5g Why did you remove it?

		meter		
		Total	Yes	No
Total	Count	27	5	22
	Col %	100%	100%	100%
Not working	Count	9	3	6
	Col %	33%	60%	27%
Didn't like it	Count	4	1	3
	Col %	15%	20%	14%
Don't know	Count	2	0	2
	Col %	7%	0%	9%
Putting new toilet in/bathroom/system	Count	9	1	8
	Col %	33%	20%	36%
Drought was over	Count	2	0	2
	Col %	7%	0%	9%
Didn't need it	Count	2	1	1
	Col %	7%	20%	5%

Base: All who have had the device removed (Q5e)

Q6 Which of the following water devices do you use?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
Pump assisted shower	Count	193	56	137
	Col %	19%	21%	19%
Water butt	Count	292	89	203
	Col %	29%	33%	28%
Low volume spray taps	Count	59	21	38
	Col %	6%	8%	5%
Low volume shower head	Count	146	44	102
	Col %	15%	16%	14%
Water efficient washing machine and/ or dishwasher	Count	424	97	327
	Col %	42%	36%	45%
Trigger action hose spray gun	Count	162	51	111
	Col %	16%	19%	15%
Pressure washer	Count	88	29	59
	Col %	9%	11%	8%
Don't know	Count	24	4	20
	Col %	2%	1%	3%
None of the above	Count	233	63	170
	Col %	23%	23%	23%
Dual Flush	Count	1	0	1
	Col %	0%	0%	0%

Base: All respondents

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Q6a When buying a new appliance is its water efficiency rating efficiency rating a consideration?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
Yes	Count	761	214	547
	Col %	76%	79%	75%
No	Count	199	46	153
	Col %	20%	17%	21%
Maybe	Count	22	2	20
	Col %	2%	1%	3%
Don't know	Count	18	8	10
	Col %	2%	3%	1%

Base: All respondents

Q6b How would you rate your water efficiency awareness?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
Very good	Count	287	89	198
	Col %	29%	33%	27%
Fairly good	Count	593	156	437
	Col %	59%	58%	60%
Neither good nor poor	Count	78	17	61
	Col %	8%	6%	8%
Fairly poor	Count	33	7	26
	Col %	3%	3%	4%
Very poor	Count	1	0	1
	Col %	0%	0%	0%
Don't know	Count	8	1	7
	Col %	1%	0%	1%
Net Total Good	Count	880	245	635
	Col %	88%	91%	87%
Net Total Poor	Count	34	7	27
	Col %	3%	3%	4%
Mean		4.14	4.22	4.11

Base: All respondents

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Q6c How would you rate your water efficiency behaviour?

		meter		
		Total	Yes	No
Total	Count	1,000	270	730
	Col %	100%	100%	100%
Very good	Count	274	96	178
	Col %	27%	36%	24%
Fairly good	Count	614	146	468
	Col %	61%	54%	64%
Neither good nor poor	Count	77	19	58
	Col %	8%	7%	8%
Fairly poor	Count	28	6	22
	Col %	3%	2%	3%
Very poor	Count	2	1	1
	Col %	0%	0%	0%
Don't know	Count	5	2	3
	Col %	1%	1%	0%
Net Total Good	Count	888	242	646
	Col %	89%	90%	88%
Net Total Poor	Count	30	7	23
	Col %	3%	3%	3%
Mean		4.14	4.23	4.10

Base: All respondents