

## Objectives

To understand customer attitudes and perceptions of our current plans to achieve Net Zero, in light of the cost of living crisis and new environmental standards

Format	Focus Groups
Households (number)	61 (n8)
Non households (number)	
Vulnerable customers	
Future customers	
Retailers	
Stakeholders	
South West Water	✓
Bournemouth Water	✓
Bristol Water	✓

## Impact on our plan and ways of working

With the large scale of investment required for PR24 to meet strict new targets for environmental improvements and the current cost of living crisis, SWW was able to test through this research if these plans are supported by customers.

### Topics

Storm overflow	Drinking water quality	
Water resources	Net zero/ climate change	✓
Nature ✓	Affordability	✓

## Key messages – what matters most

### What we did

- Eight online focus groups were conducted via zoom .
- The participants were a mix segment from across three companies.
- Each session lasted for 90 minutes and were conducted across four days in March.

### What matters most

- Customers agreed with the Net Zero ambition and that SWW should have ambitious targets with regard to the environment.
- Across all groups, the priority for SWW was stated as 'address its own emissions through sustainable/low carbon operations'.
- Most customers felt that all three key areas of the Net Zero Plans should be progressed concurrently if possible.
- When shown Information about the WINEP environmental programme, most customers agreed with the programme, despite Its Increase In carbon.
- **Are there differing views?**
- Most age groups prioritised 'sustainable low carbon operations' over both 'renewing/storing carbon' and 'creating renewables', however younger BW customers showed marginal preference for 'creating renewables'.
- Some customers mentioned they became more aware of the environment over last few years due to media coverage while others felt it can be more expensive to be greener in daily lives.

### Next steps

- This has been used to inform our PR24 business plan.

Date March 2023 Supplier Turquoise

**Reference: SWW Net Zero Research - Summary Report**