

PR19 Customer Challenge Group – Research Methodology Sub-Group

Meeting number: 12

Meeting Date: 25th July 2018

Paper No: 5

Agenda No: 7

Title: Bill profile research

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Name of research:	Bill profile research
Purpose of research:	To understand customer views on bill profiles over five and 20 year periods. Would they prefer a flat bill profile or something more varied
High level approach:	Postal surveys were sent out at random to household customers
Audience/Representativeness:	25,000 surveys were sent out at random
Key research questions:	<p>Customers were asked to choose between three options for both a five year period and 20 year period.</p> <ul style="list-style-type: none"> ▪ A bill decrease in the first year (first five years) before an increase in the following four years (15 years) ▪ A bill increase in the first year (first five years) before a decrease in the following four years (15 years) ▪ Stable bills across the five years (20 years) <p>In each scenario, the total amount a customer would pay for their water will be no different over the five or 20 year period. Customers were shown the following graphics to help explain the options</p>
Next steps:	This will be reflected in our business plan
Action needed from the CCG:	Note the findings of this research.

Bill profile research debrief



Objectives and method

Objectives

To understand customer views on bill profiles over five and 20 year periods. Would they prefer a flat bill profile or something more varied

Method

- 25,000 postal surveys were sent out at random to household customers
- Customers had approximately two weeks within which to return the questionnaire
- 1,792 survey responses were received, a response rate of 7.2%
- Customers were incentivised to complete the research via entry to a prize draw
- Customers who have selected not selected an option or more than one answer for either question have been excluded from the final data set. This led to 345 records being removed leaving 1,447 customer records

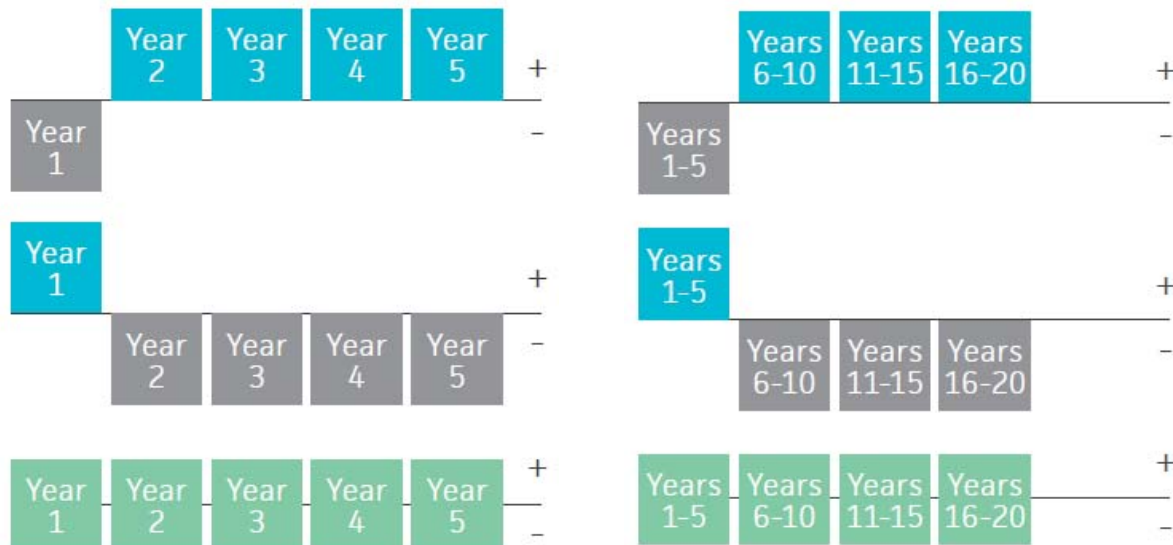
Survey question

Customers were asked to choose between three options for both a five year period and 20 year period.

- A bill decrease in the first year (first five years) before an increase in the following four years (15 years)
- A bill increase in the first year (first five years) before a decrease in the following four years (15 years)
- Stable bills across the five years (20 years)

In each scenario, the total amount a customer would pay for their water will be no different over the five or 20 year period.

Customers were shown the following graphics to help explain the options



Results

	Option A (decrease- increase)		Option B (increase- decrease)		Option C (stable)		Total	
5 years	39	3%	74	5%	1,334	92%	1,447	100%
20 years	118	8%	61	4%	1,268	88%	1,447	100%

Age group	5 year Option A	5 year Option B	5 year Option C
16-24	0	0	5
25-34	2	7	106
35-49	5	16	264
50-64	11	21	388
65-75	8	16	343
75+	12	14	223
N/A	1	0	5
Total	39	74	1334

Age group	20 year Option A	20 year Option B	20 year Option C
16-24	1	1	3
25-34	9	7	99
35-49	19	12	254
50-64	26	24	370
65-75	23	14	330
75+	39	3	207
N/A	1	0	5
Total	118	61	1268