



**NORTH EAST WATER**



**Steven Taylor and Associates Pty Ltd**

**Suite 3 / 622 Macauley Street, Albury, NSW, 2640**

# The 2003 Water Conservation

## Market Research



**Research consultant**

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**The 2003 Water Conservation Survey**

**Methodology**

**Computer Added Telephone  
Interviewing (C.A.T.I)**

**Domestic residents**

**In Victoria's North East**

**400 domestic residents on the database**

**Achieved 400 community responses**



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# Introduction

This report provides the results and analysis for the 2003 North East Regional Water Authority 'Water Conservation Market Research'.

A total of 400 NERWA customers were interviewed by Stieven Taylor + Associates telephone interviewers during the month of August 2003 in the following areas.

Region	Contacts	%
Wodonga	320	80%
Ebden	16	4%
Kiewa	16	4%
Tangambalanga	16	4%
Baranduda	32	8%

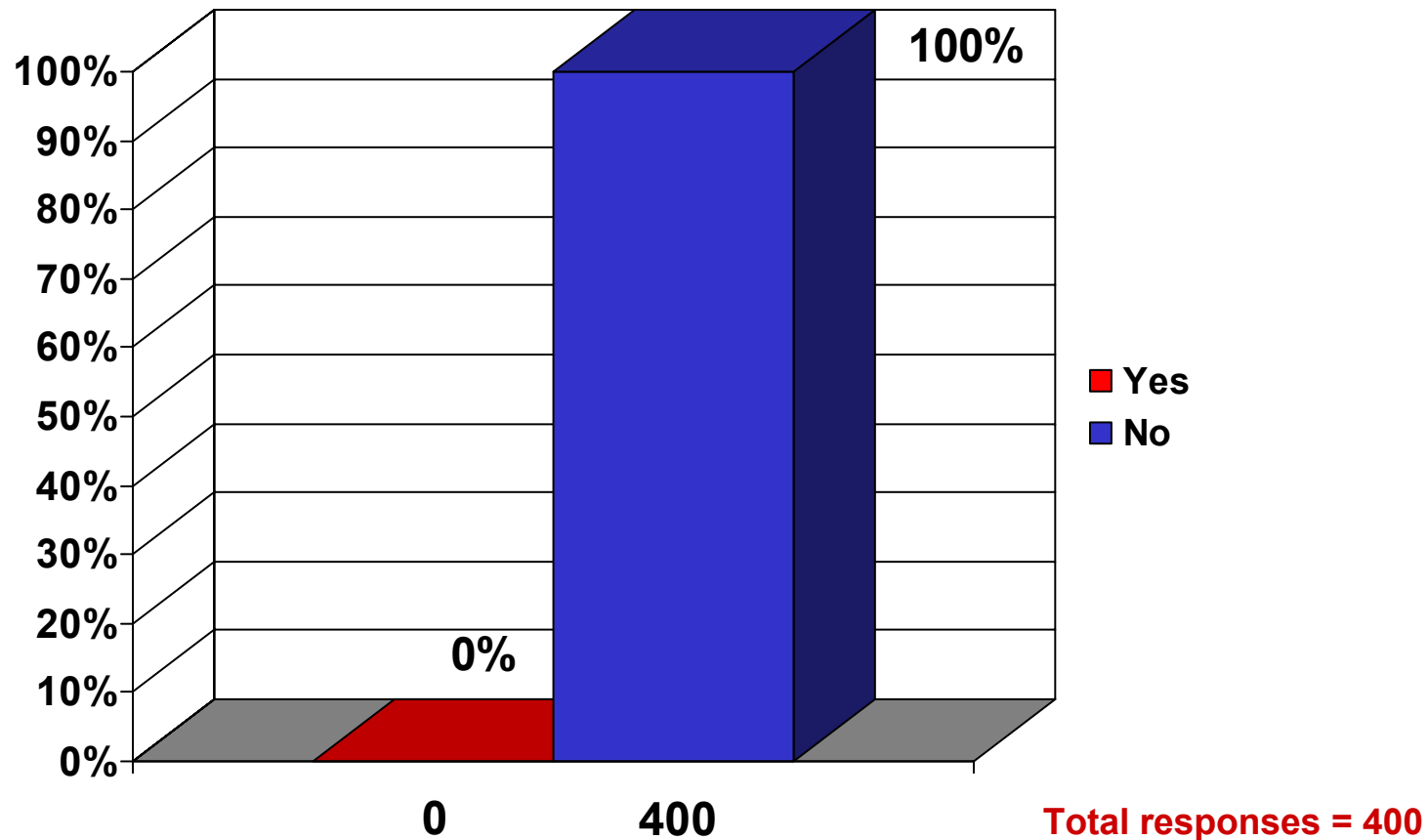
A minimum sample of 1% for each town was achieved.



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# Q1

## Are you an employee of North East Water?

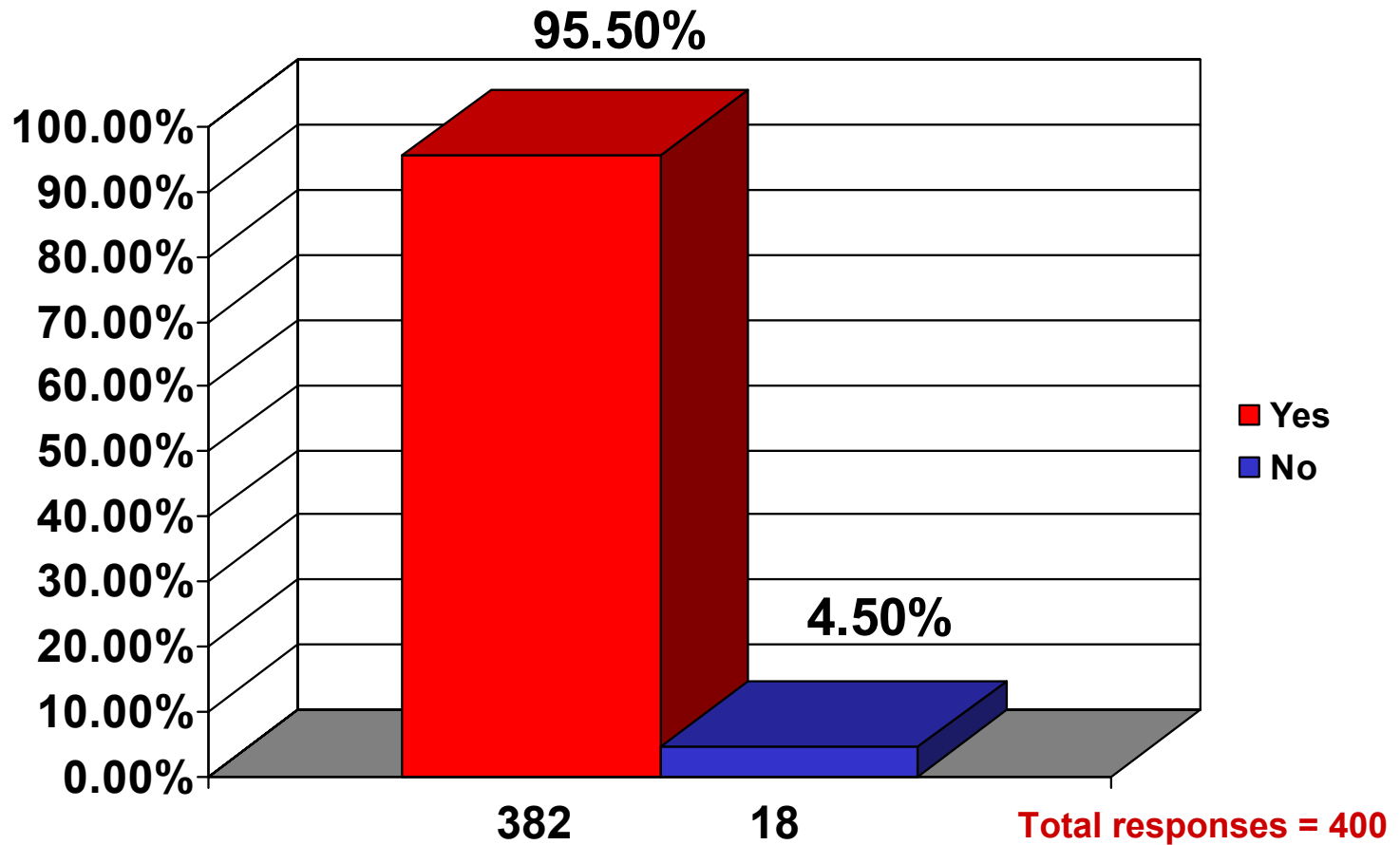


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This question was purely for screening purposes. If the telephone researcher encountered a person who worked for North East Water, the survey was terminated.

**Q2a**

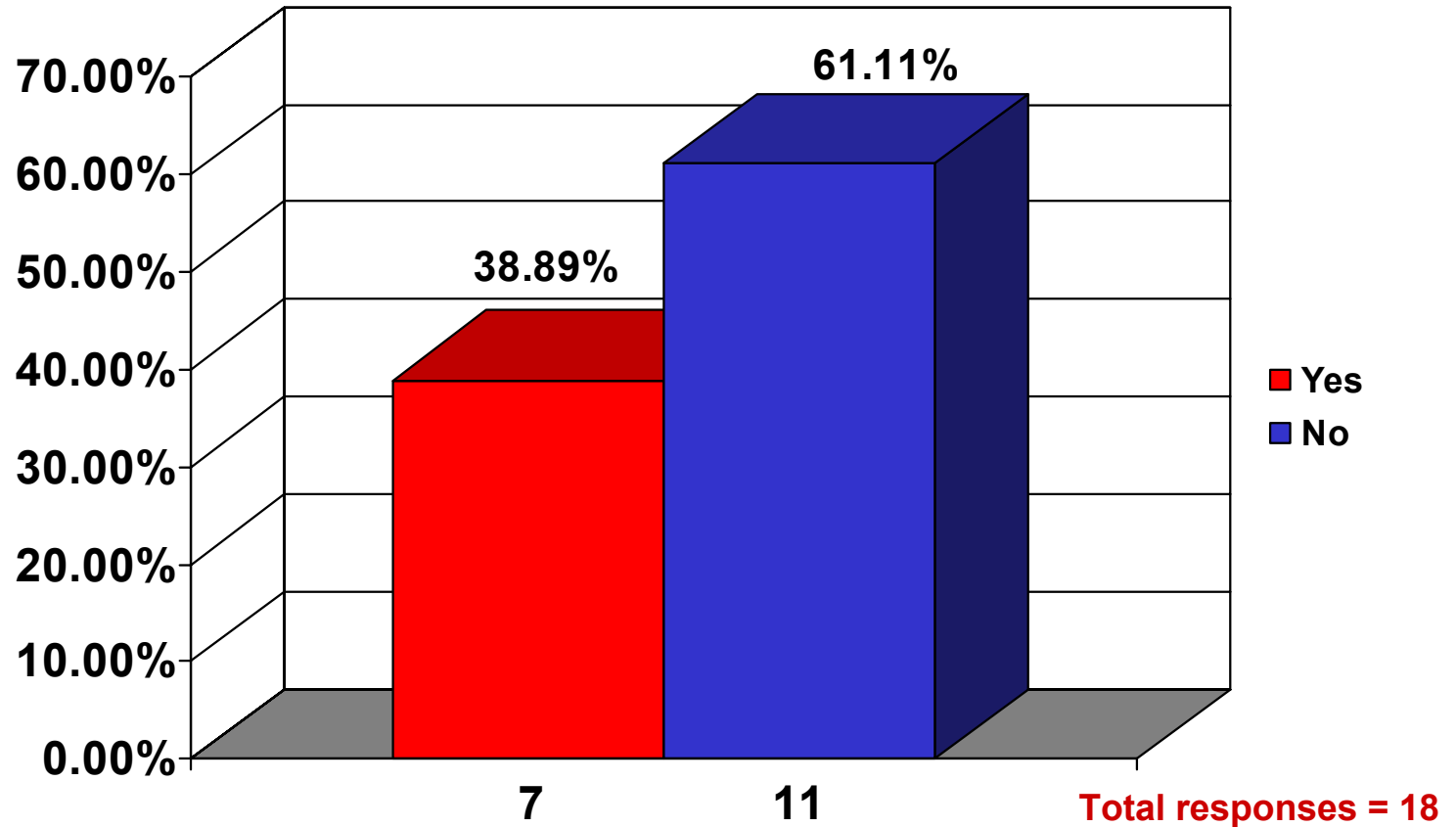
**Do you currently undertake water conservation practices?**



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## Q2b

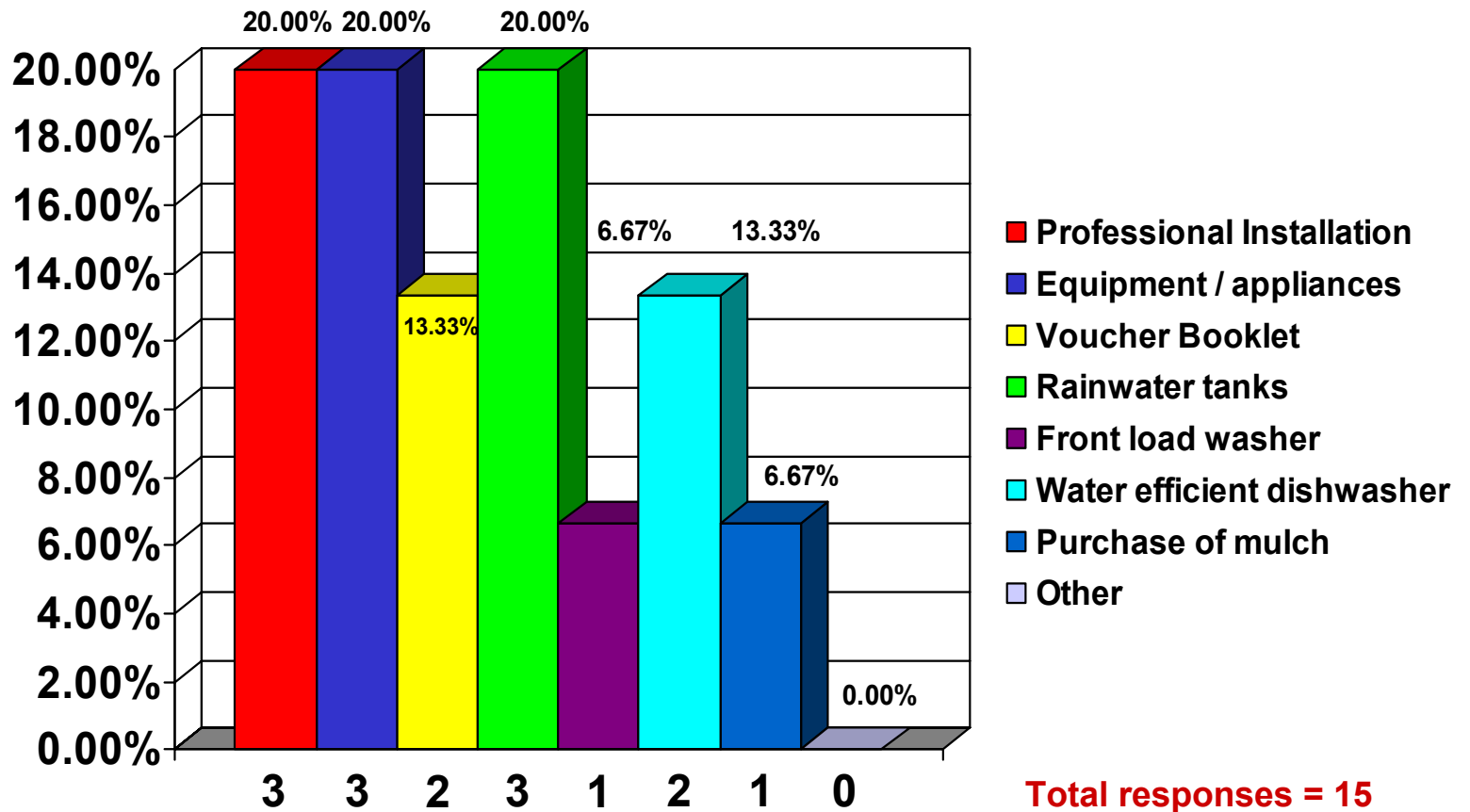
If no to 2a - Would rebates or other incentives entice you to install water conservation equipment or appliances?



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# Q2b1

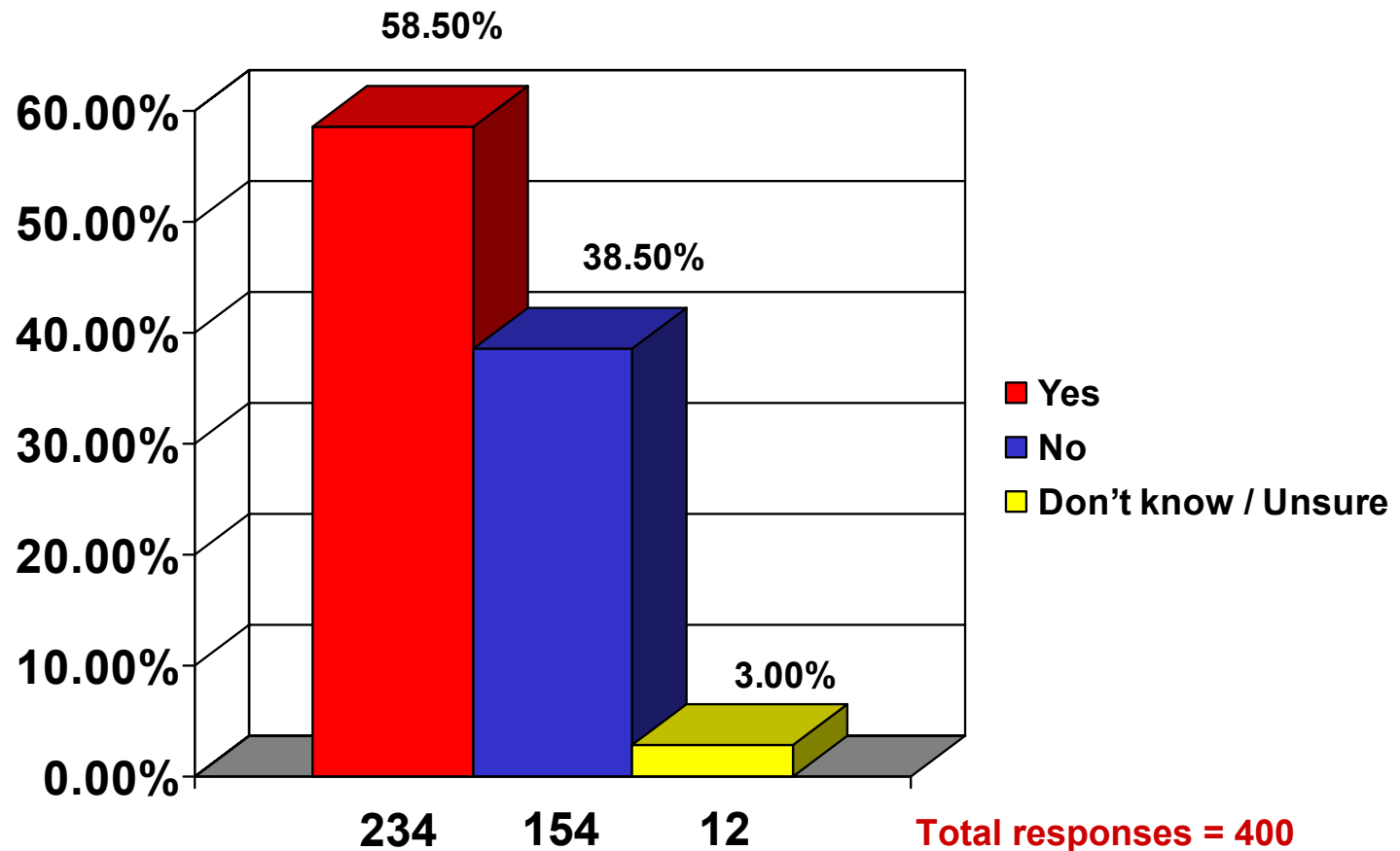
If yes to 2b - Of the following which rebates would encourage you to install or become more water conscious within your household?



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## Q2c

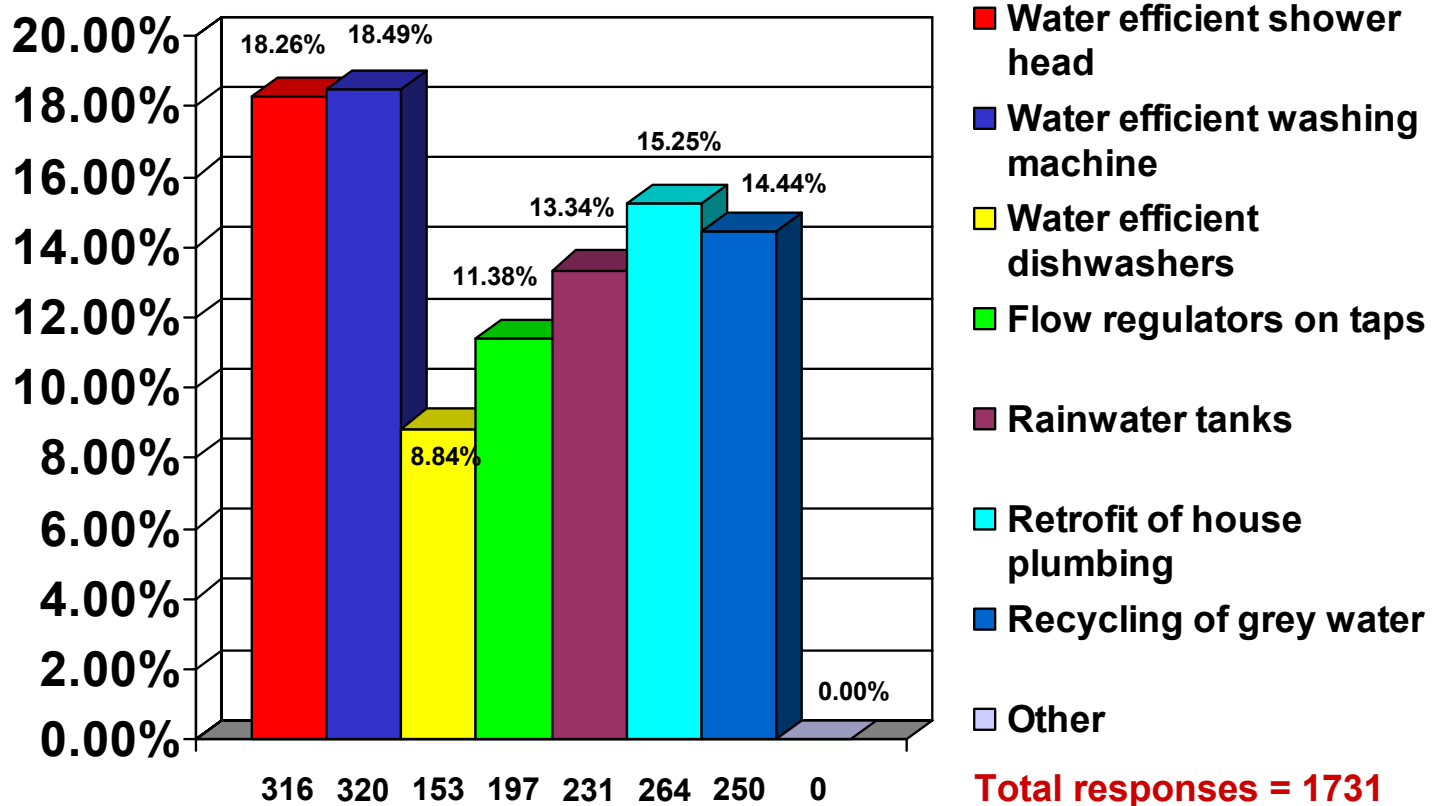
Are you aware that the Victorian Government offers various rebates?



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# Q2d

Of the following please state what you would be interested in and consider installing?



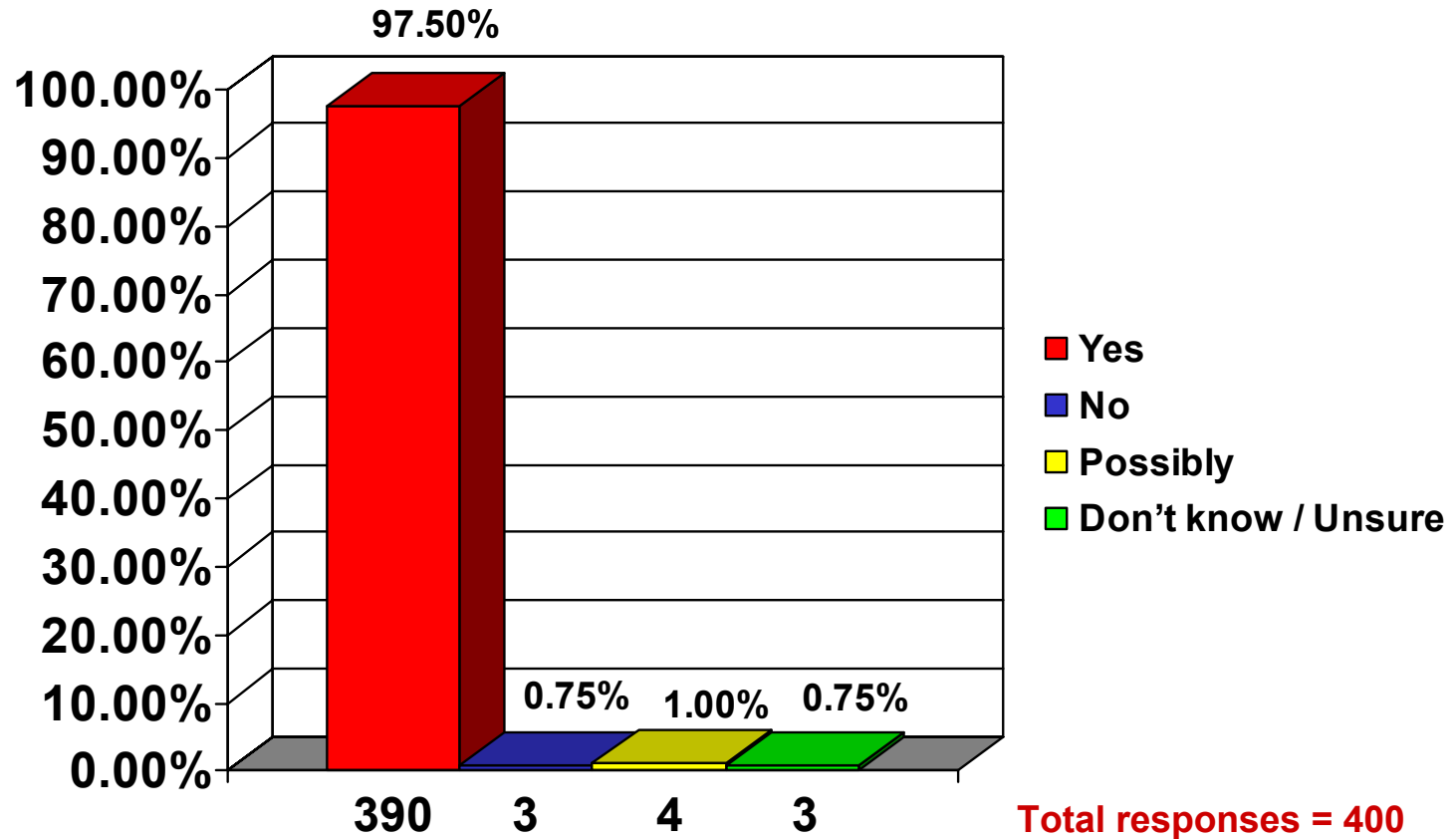
**Total responses = 1731**



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Q2e

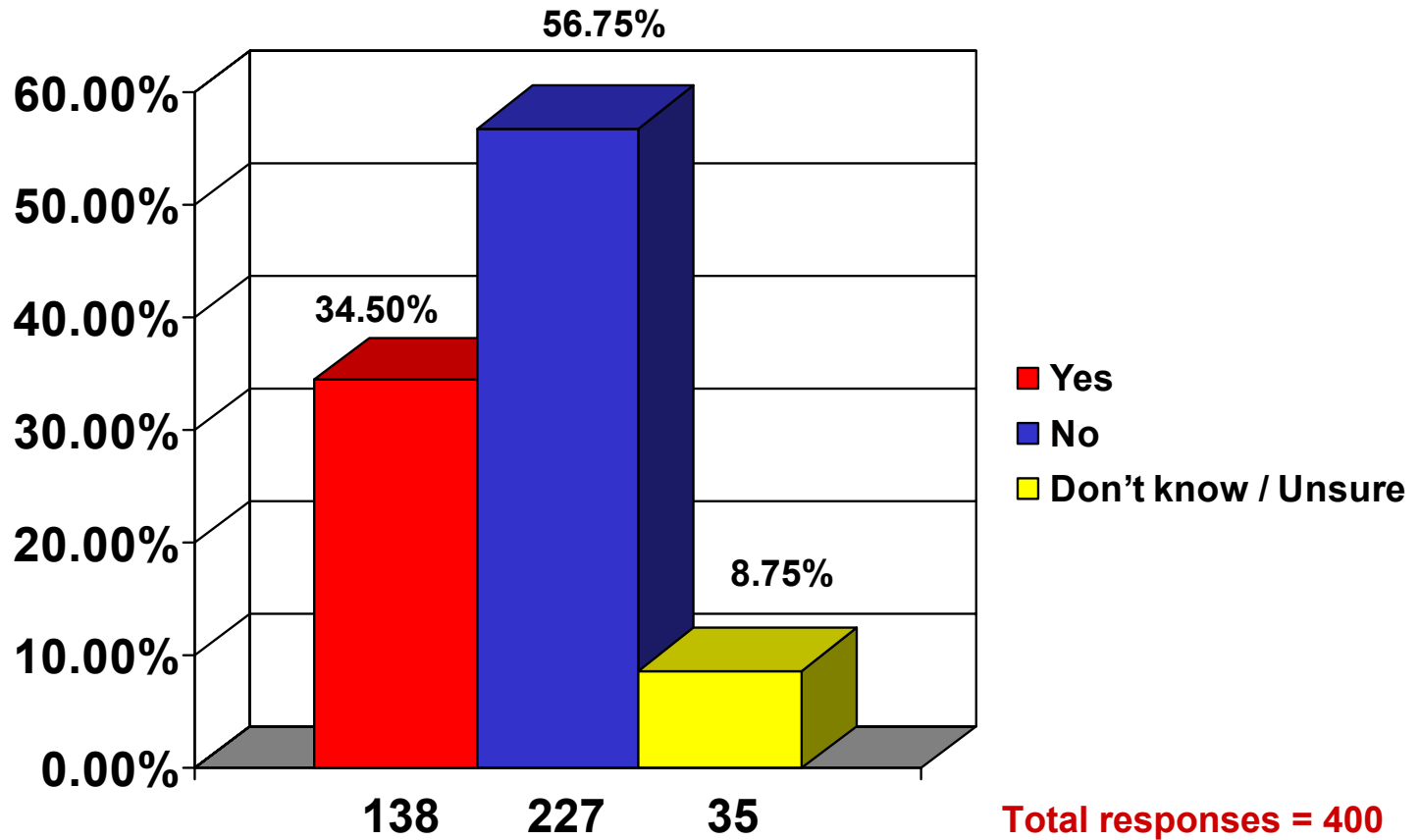
Do you believe the whole community should adopt water conservation practices?



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# Q2f

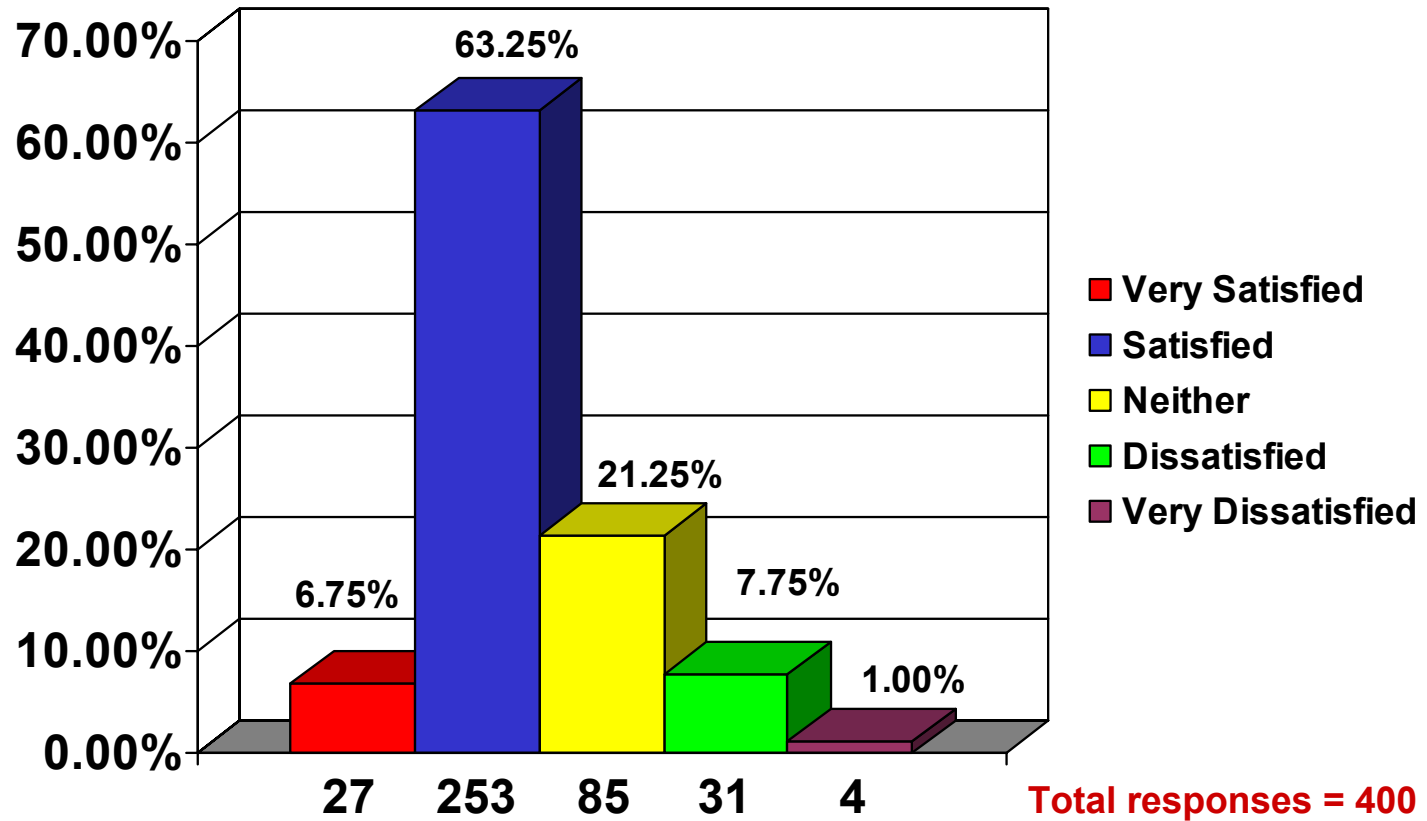
## Do you feel the community is sufficiently educated in relation to water conservation?



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# Q2g

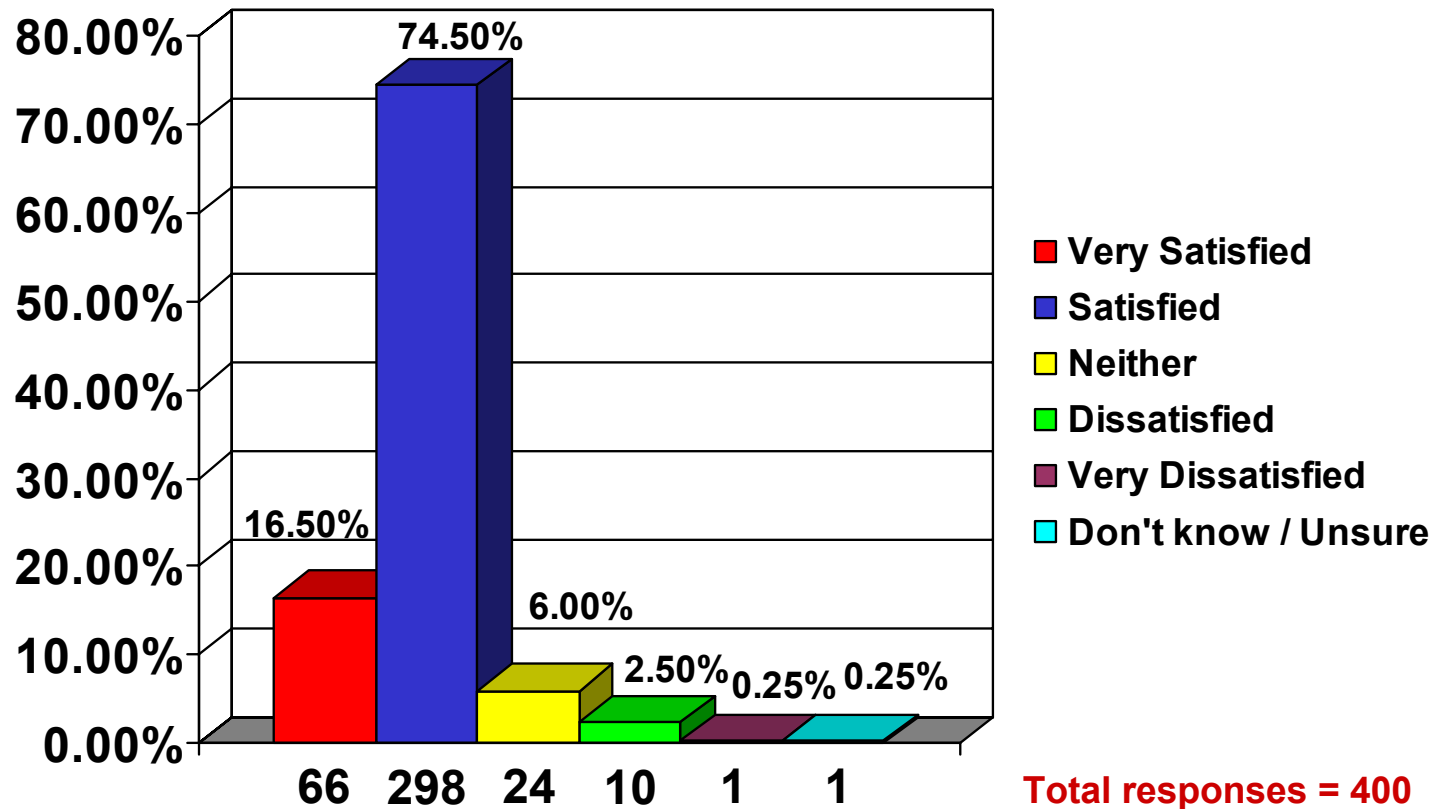
## How would you rate NERWA's current performance in educating, encouraging and influencing the community to conserve water?



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Q2h

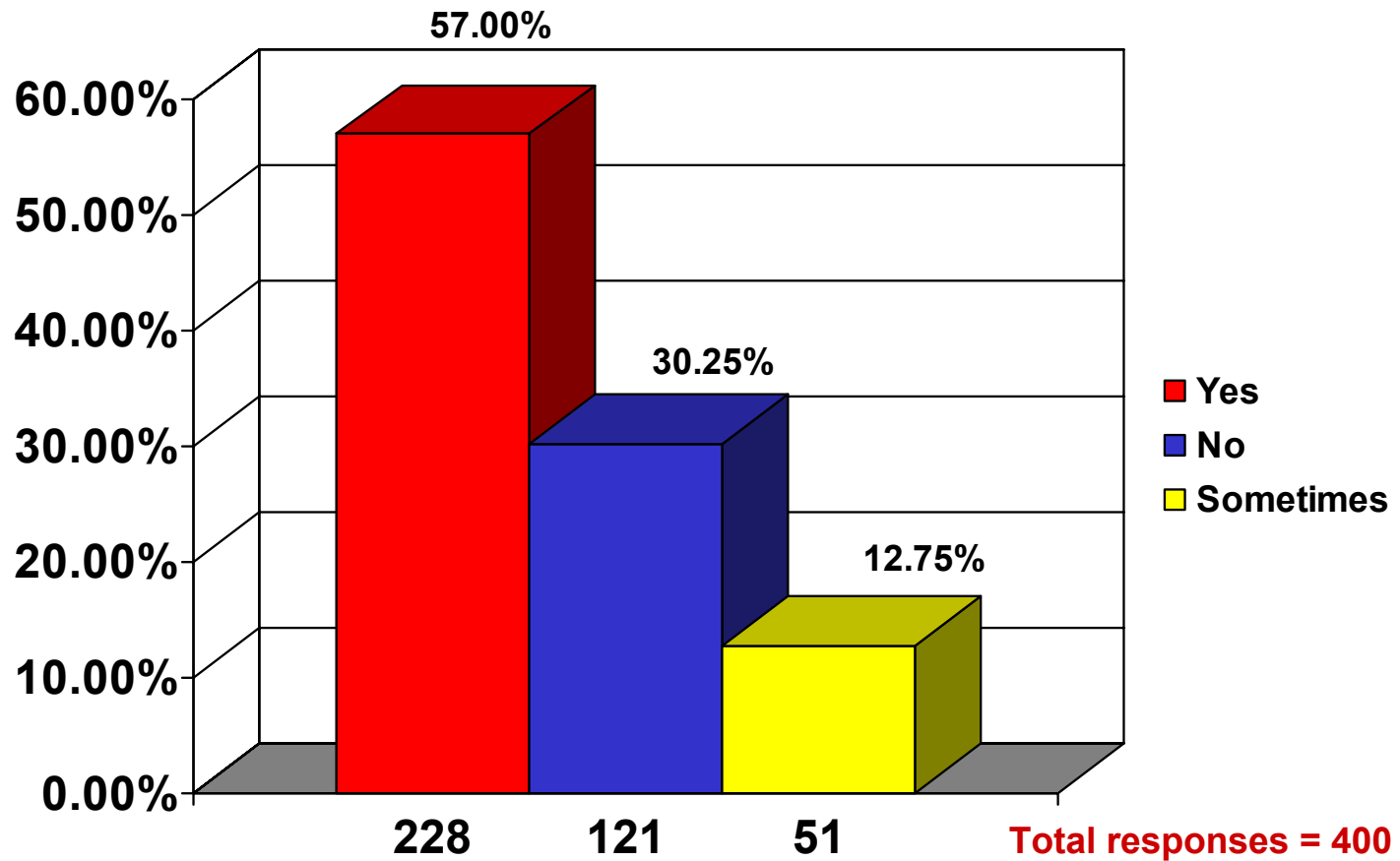
## How would you rate YOUR performance for conserving water?



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Q2i

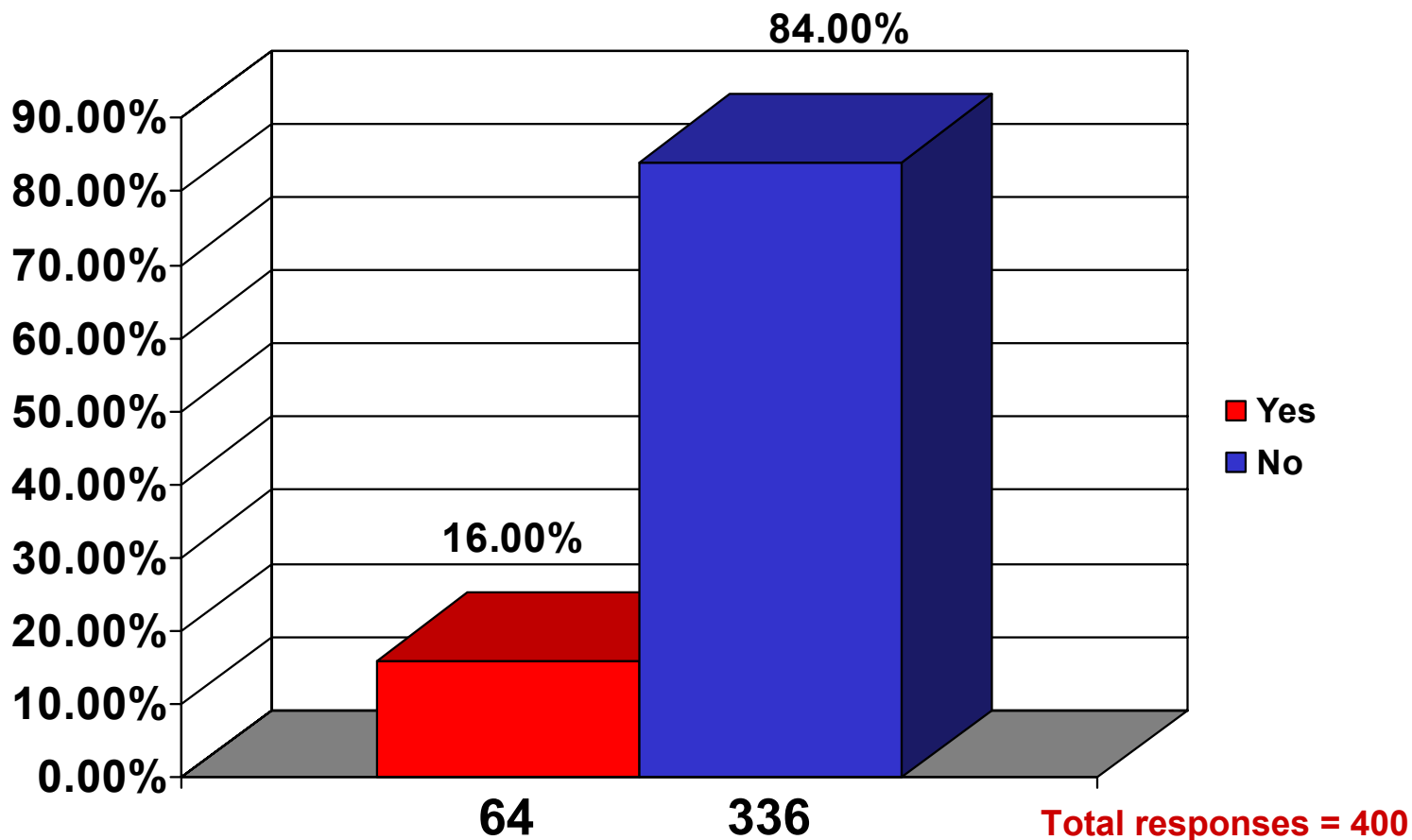
## Do you read the articles on water conservation in the NERWA newsletter?



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Q2j

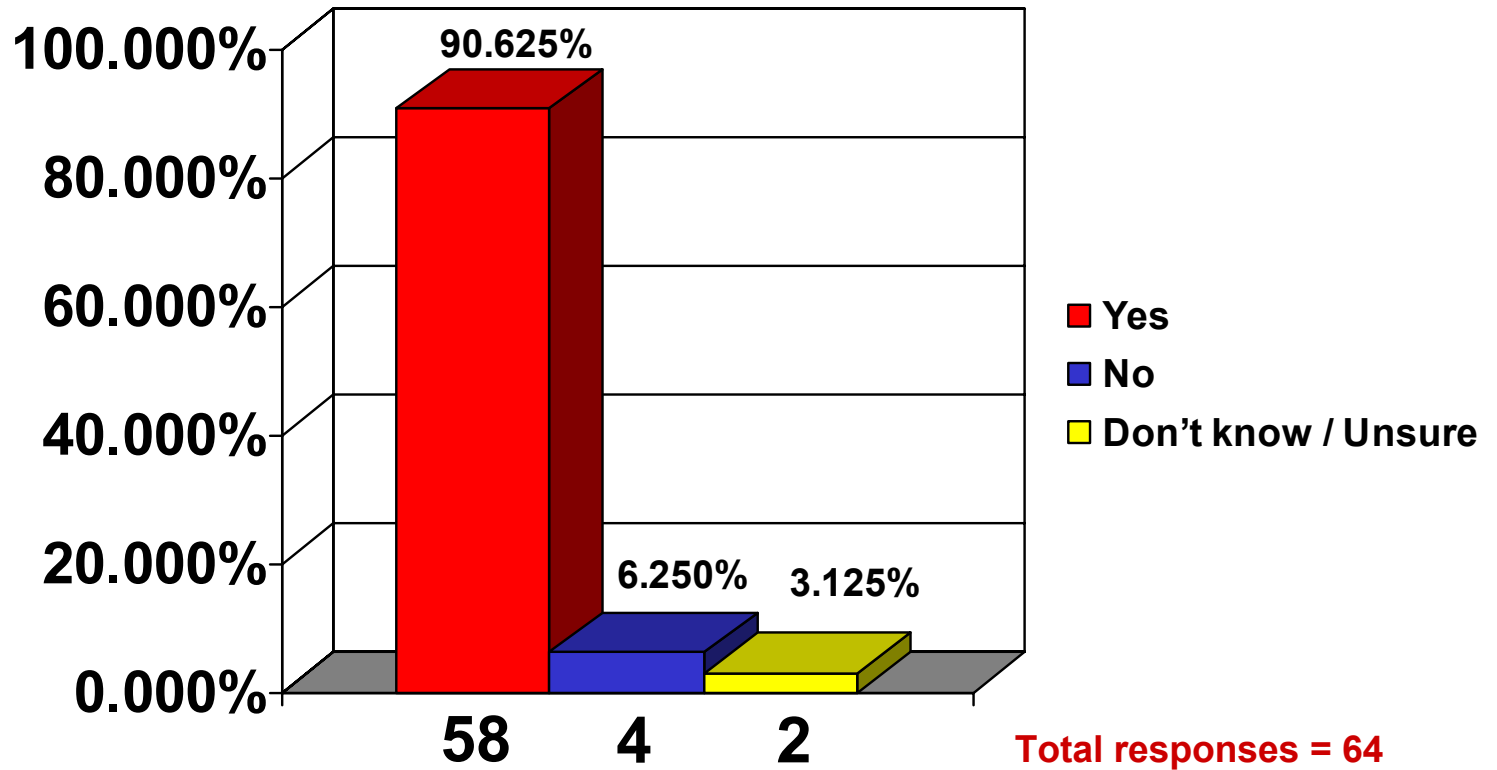
Did you read the newspaper article “Reduction in water expected”, which appeared in The Border Mail on the 12<sup>th</sup> of August?



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# Q2j-1

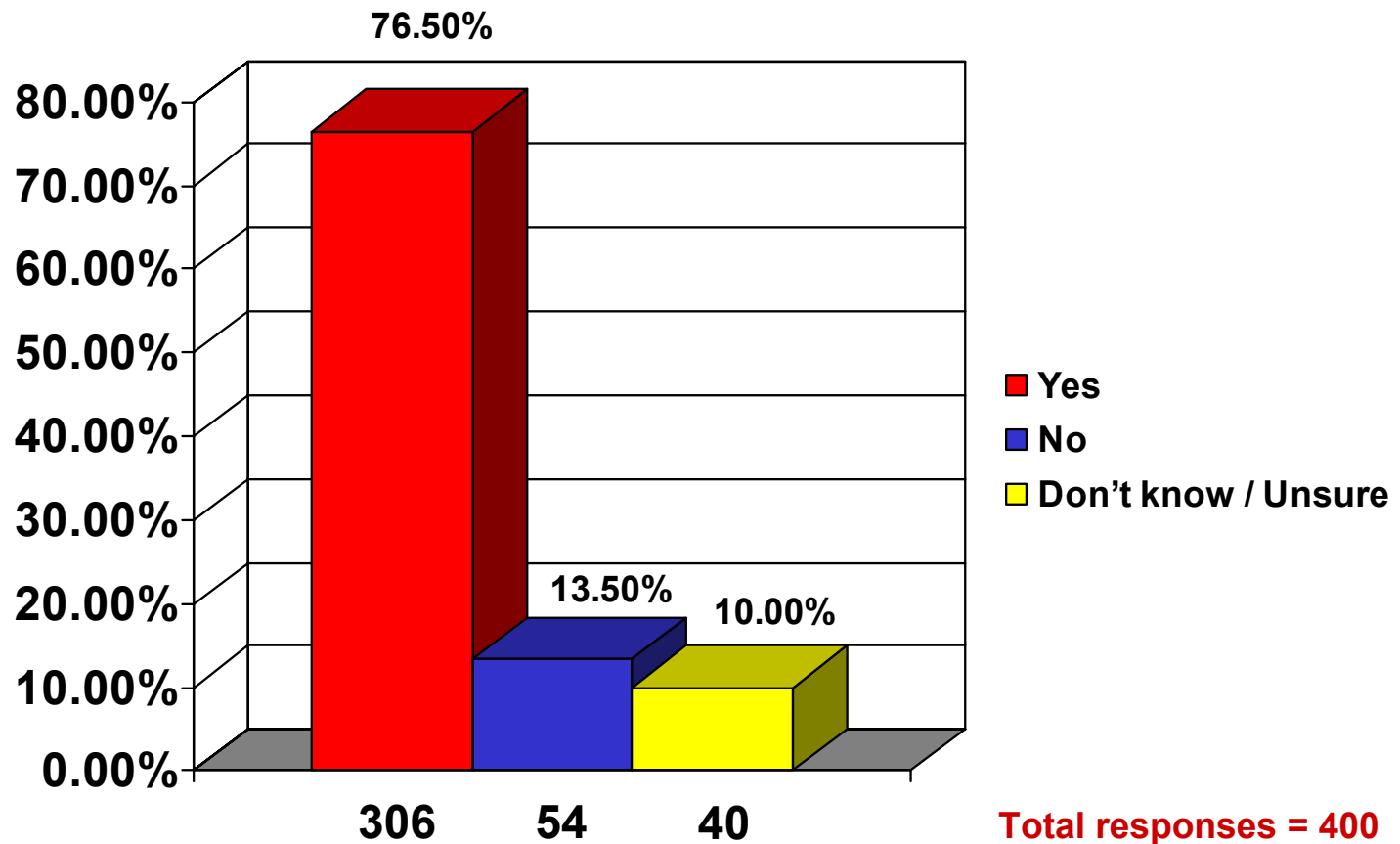
If yes, did you feel this information was useful to you?



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**Q2k**

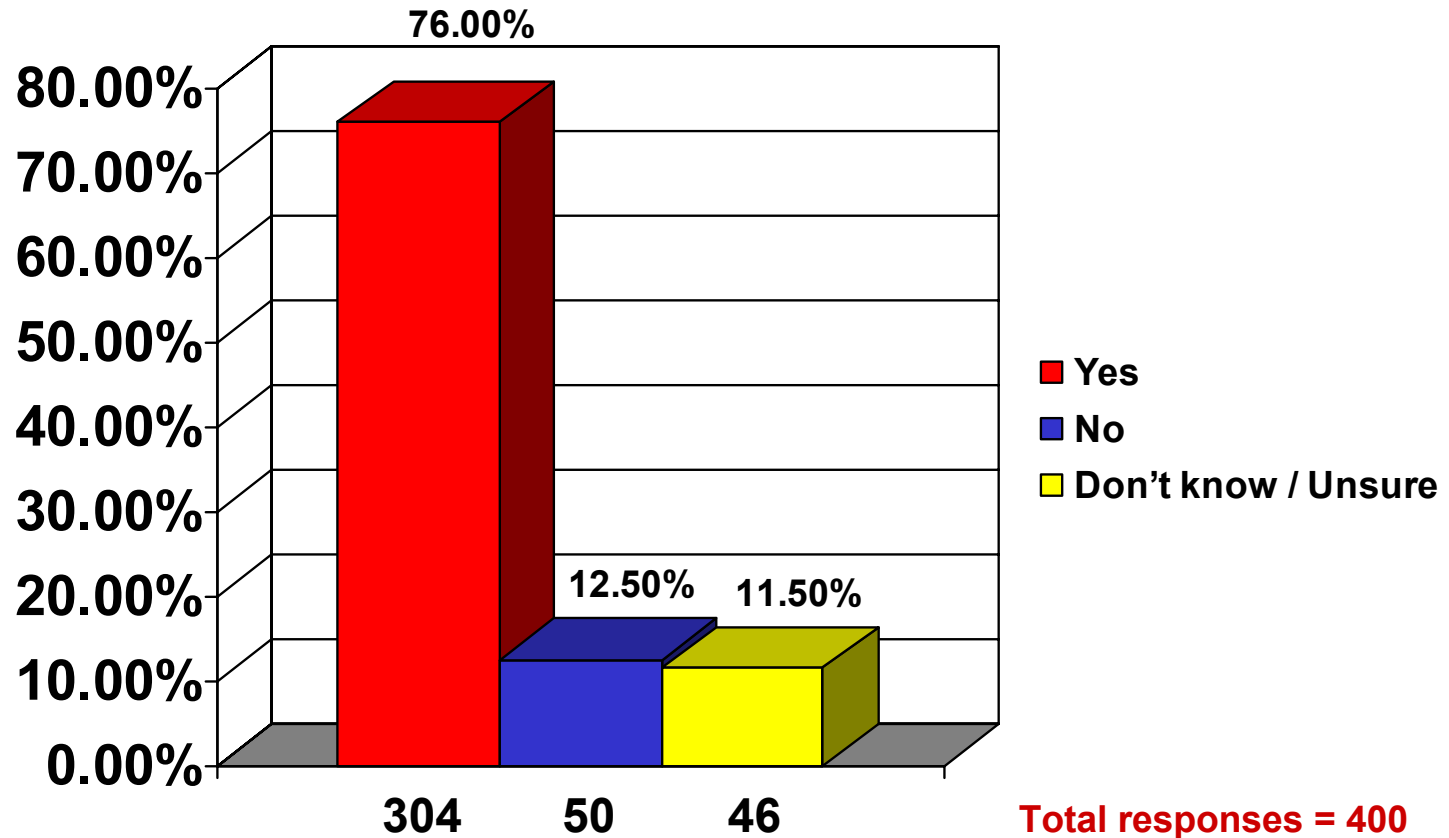
**With the current state of the drought and water storage levels, do you feel it is important to enforce penalties to encourage water conservation?**



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# Q2I

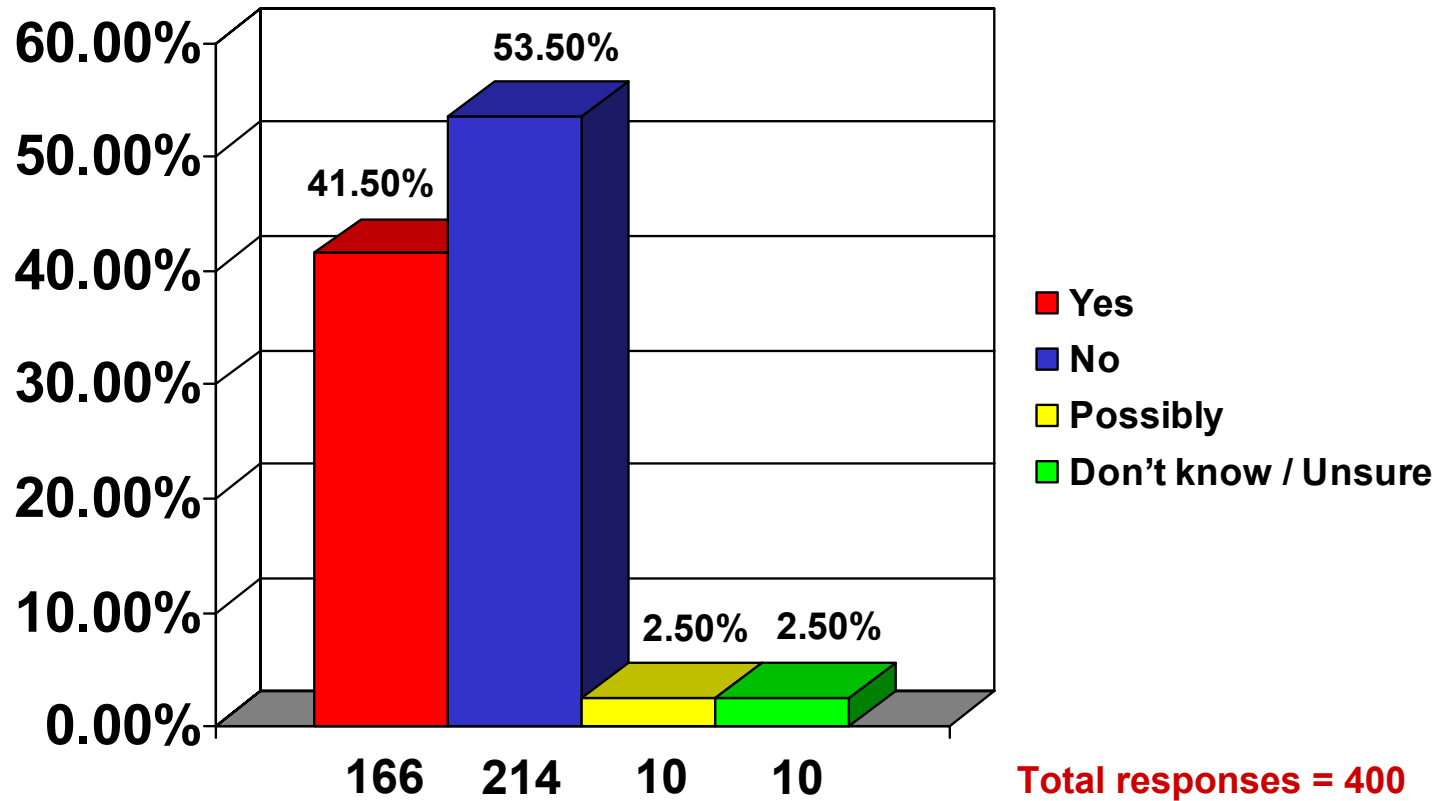
## Do you feel it is fair that people incur a financial penalty if they do not comply with water restrictions?



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# Q3a

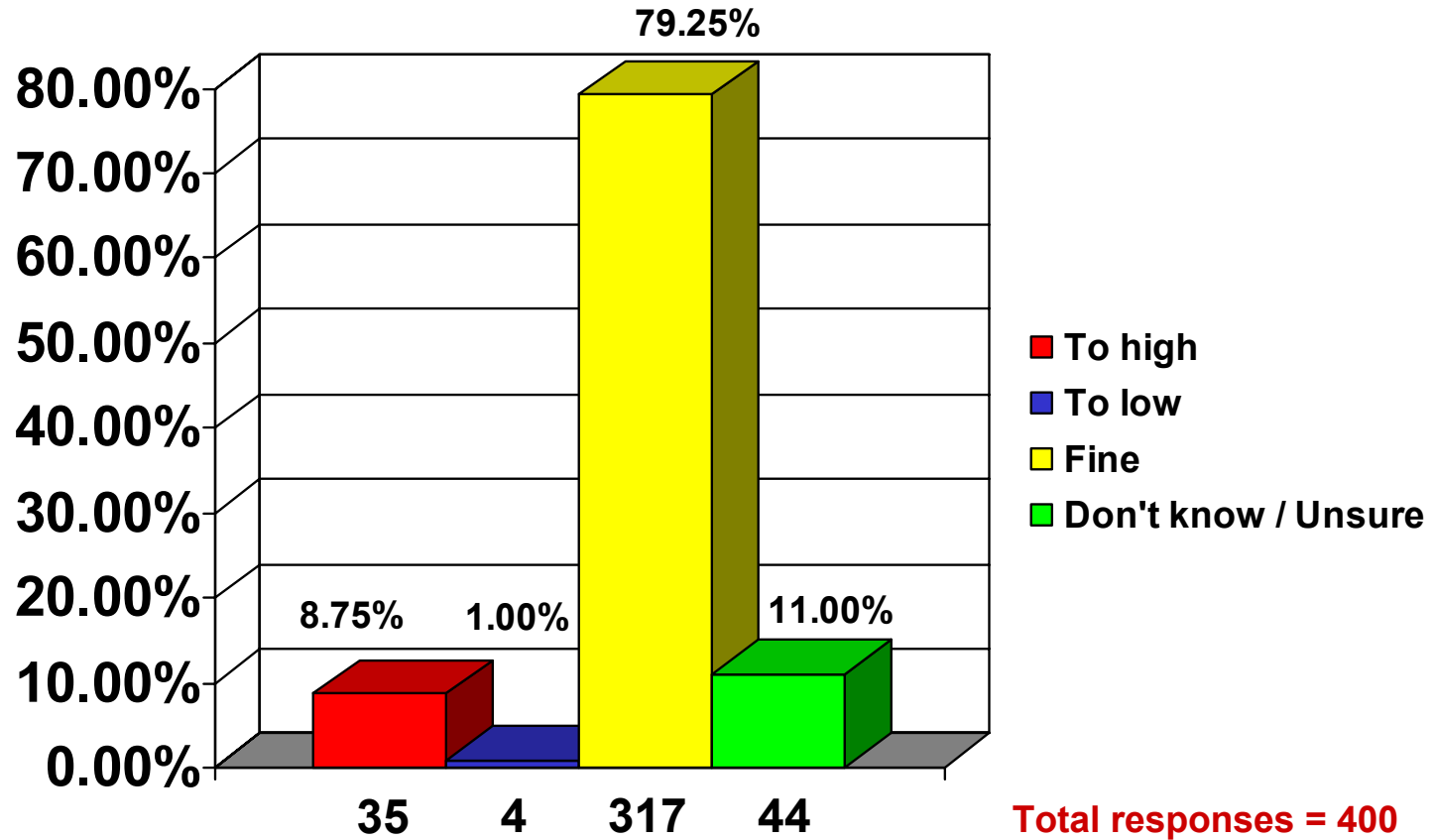
## Does price influence your water consumption usage?



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# Q3b

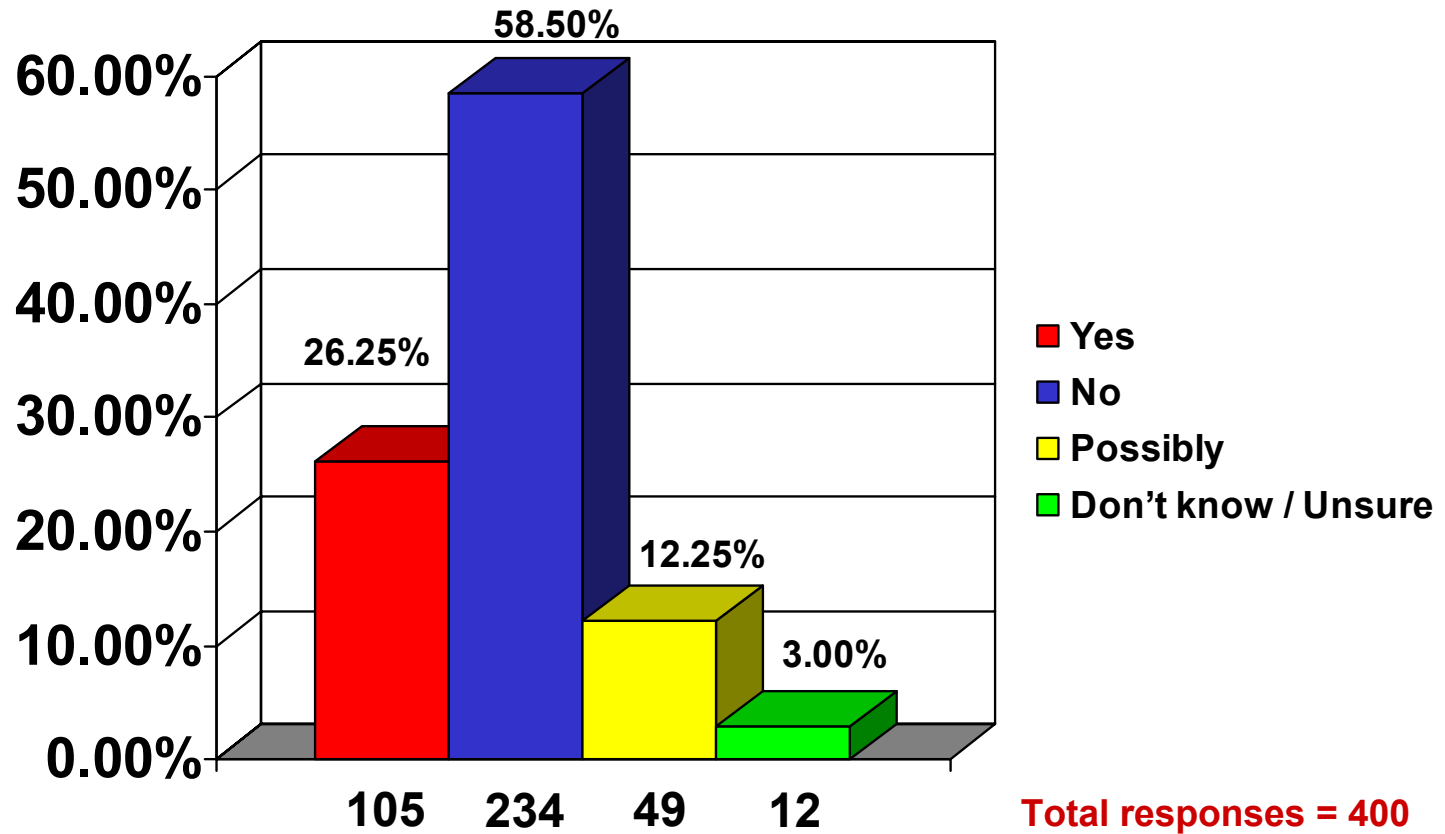
Do you feel the current water price of about .45c per kilolitre compared to Melbourne Water at .81c per kilolitre is?



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# Q3c

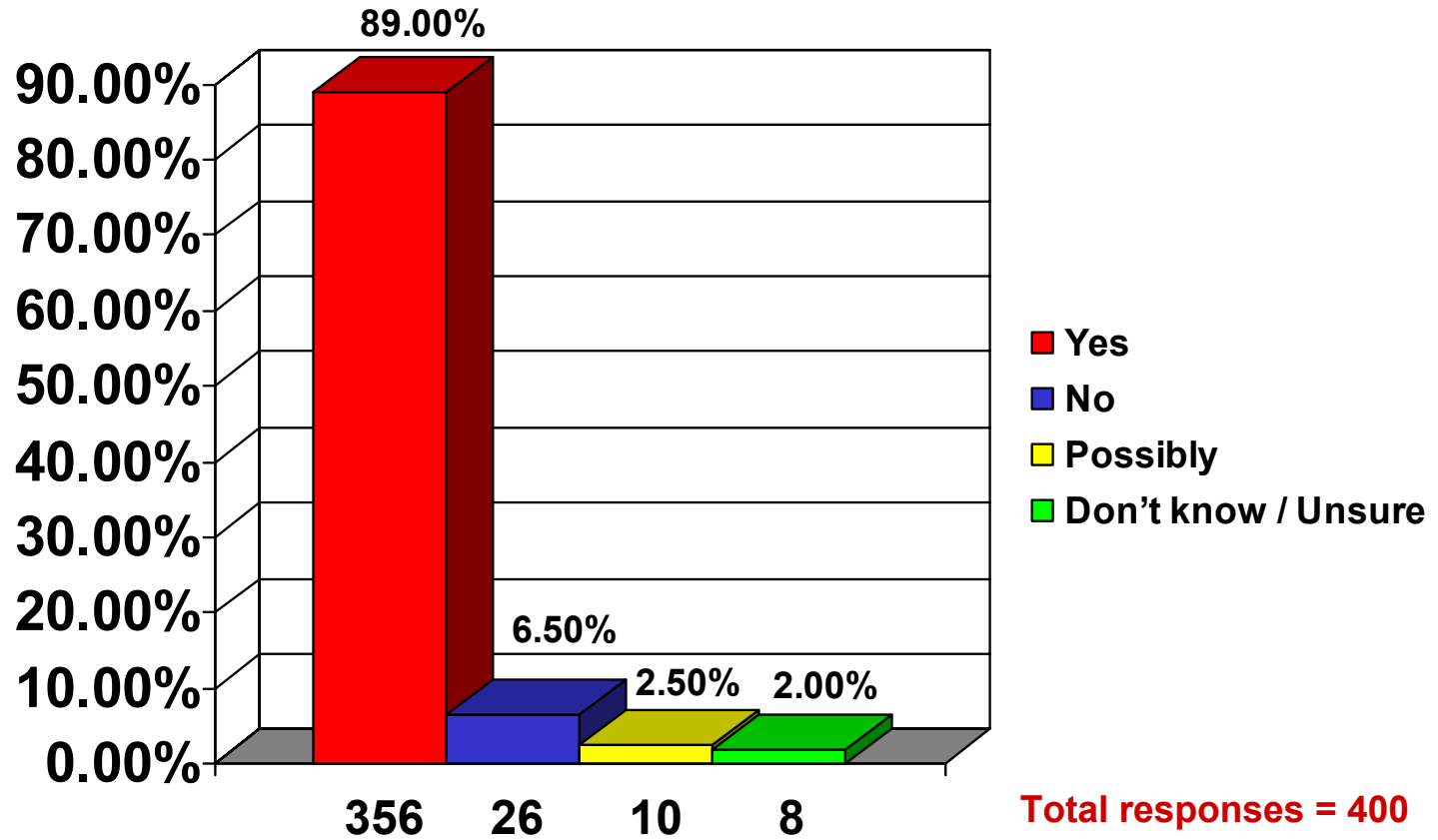
## Do you believe increasing the price of water would encourage people to become more water conscious?



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# Q4a

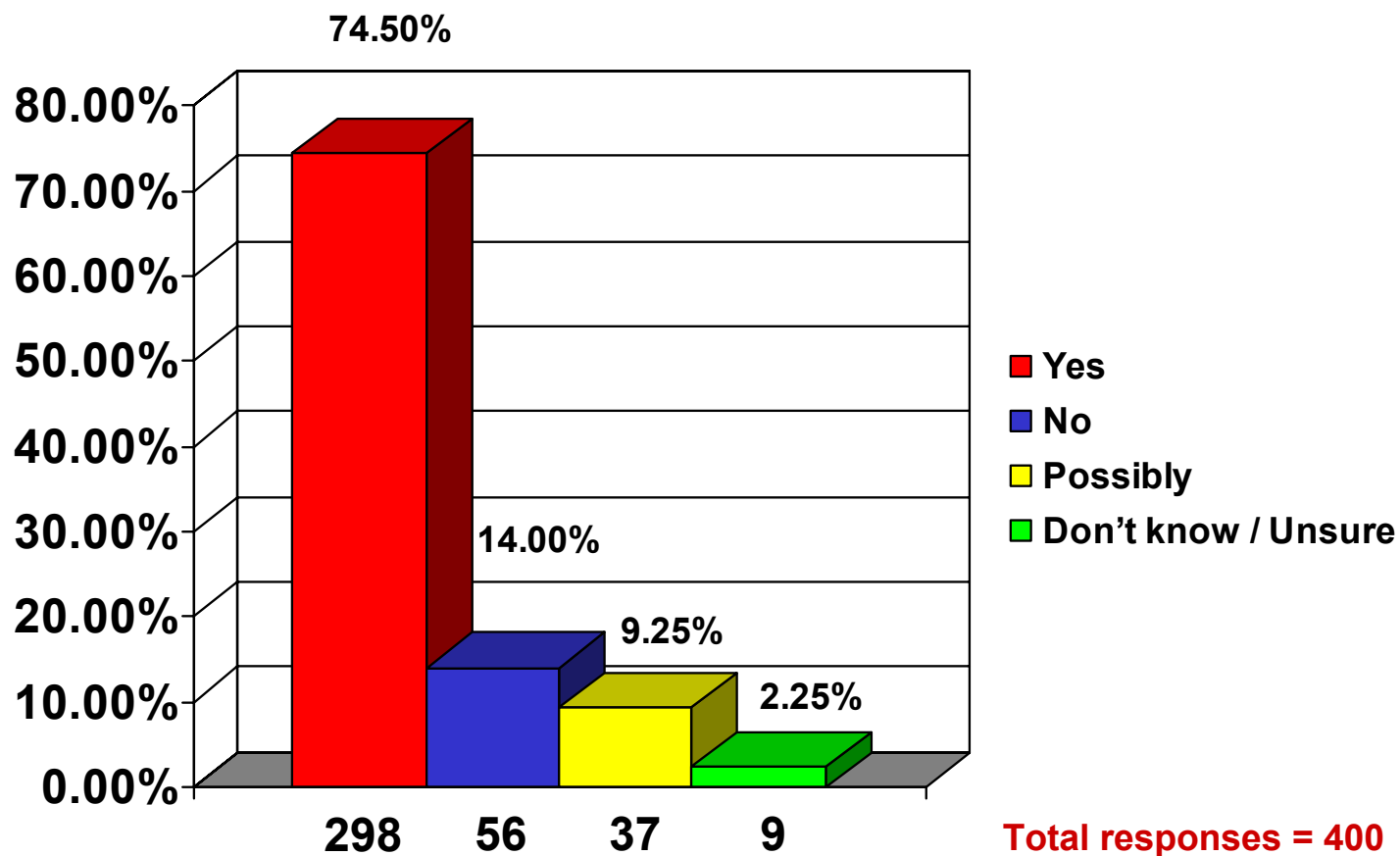
## Do you support any regulations being put in place to promote water conservation activities?



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## Q4b

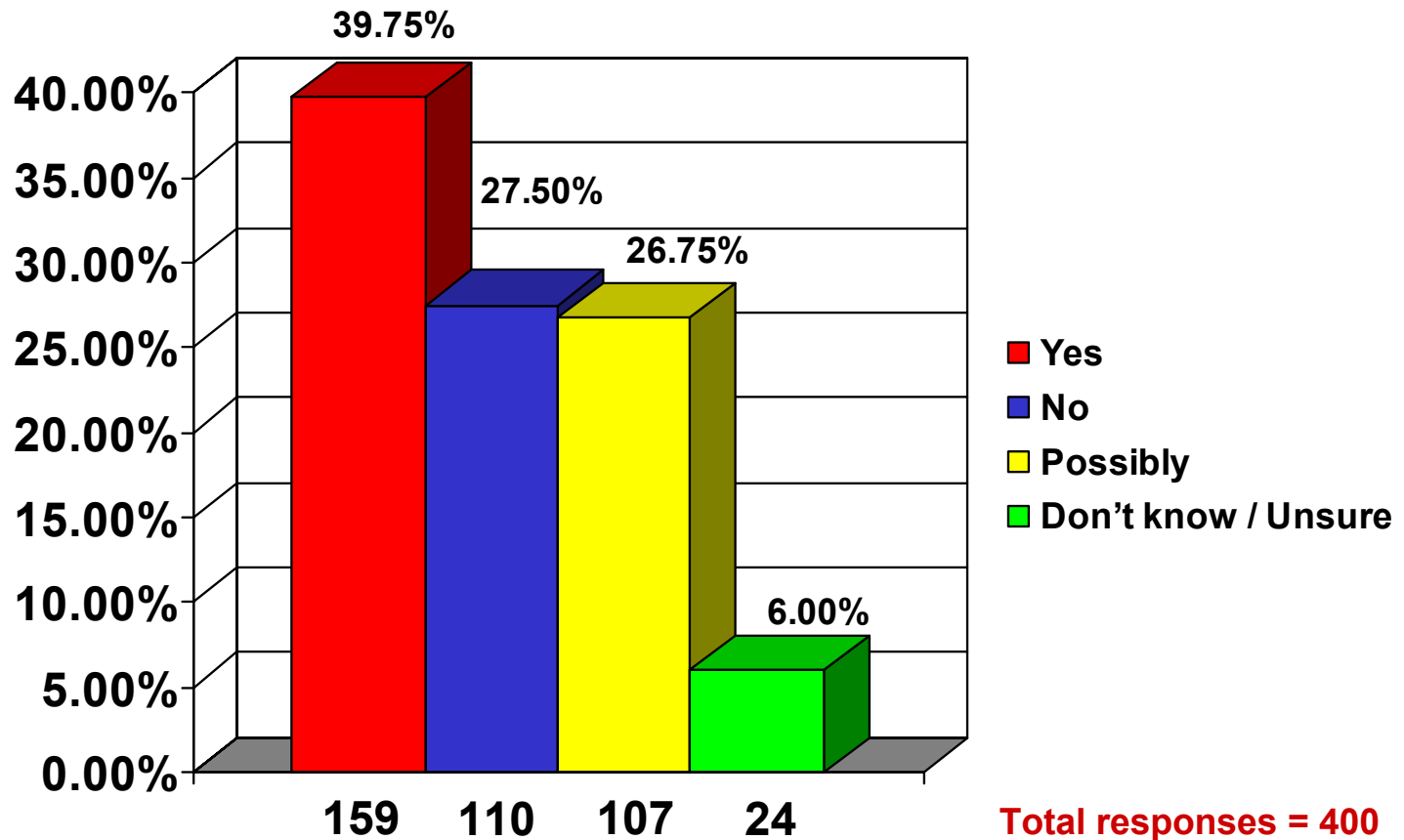
Would you support permanent level one water restrictions as everyday use for Wodonga and surrounding areas?



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# Q4c

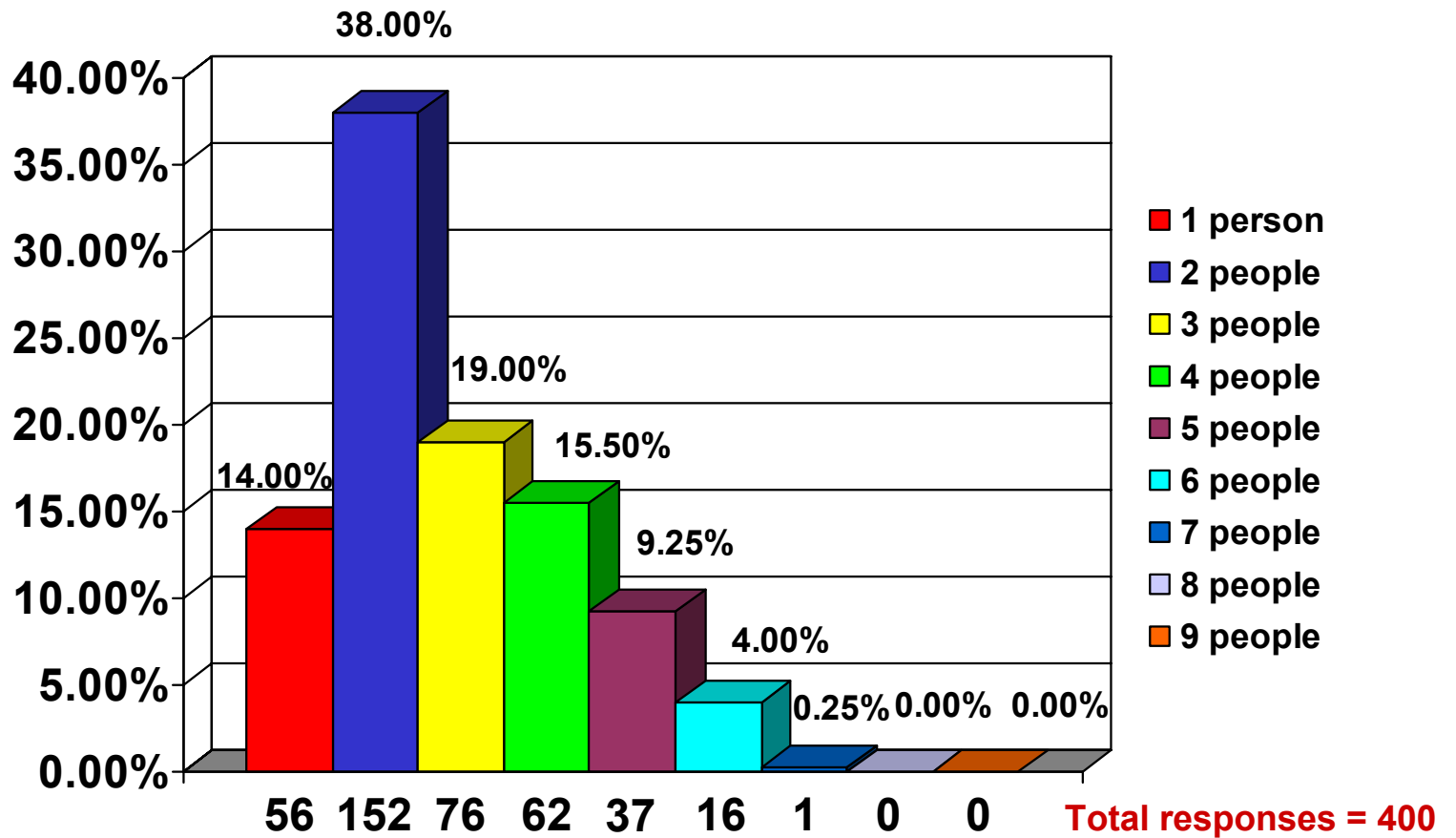
## Would you support more stringent permanent restrictions as everyday use for Wodonga and surrounding areas?



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# Q5a

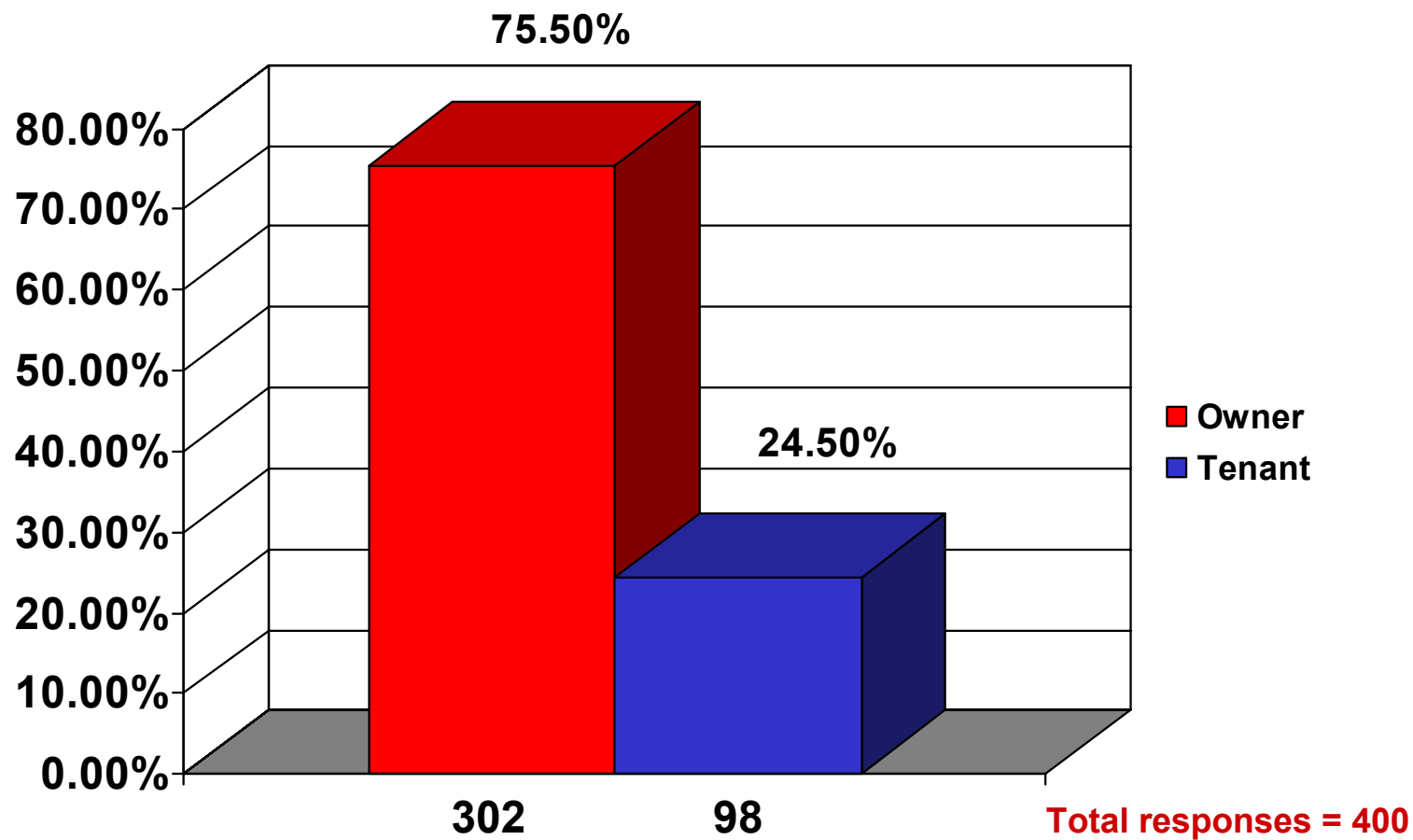
## The number of persons in your household?



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# Q5b

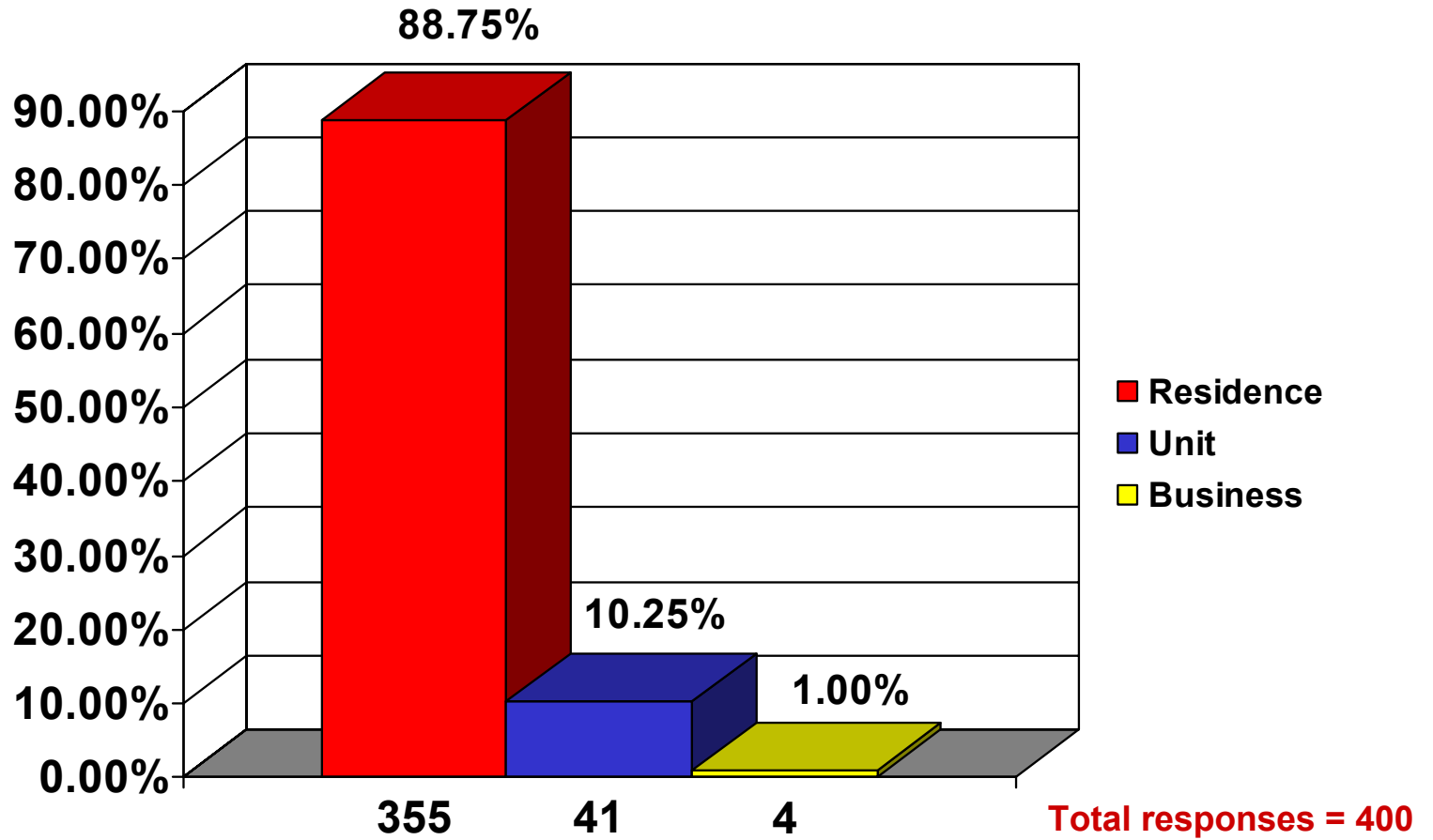
## Are you the owner or tenant?



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# Q5c

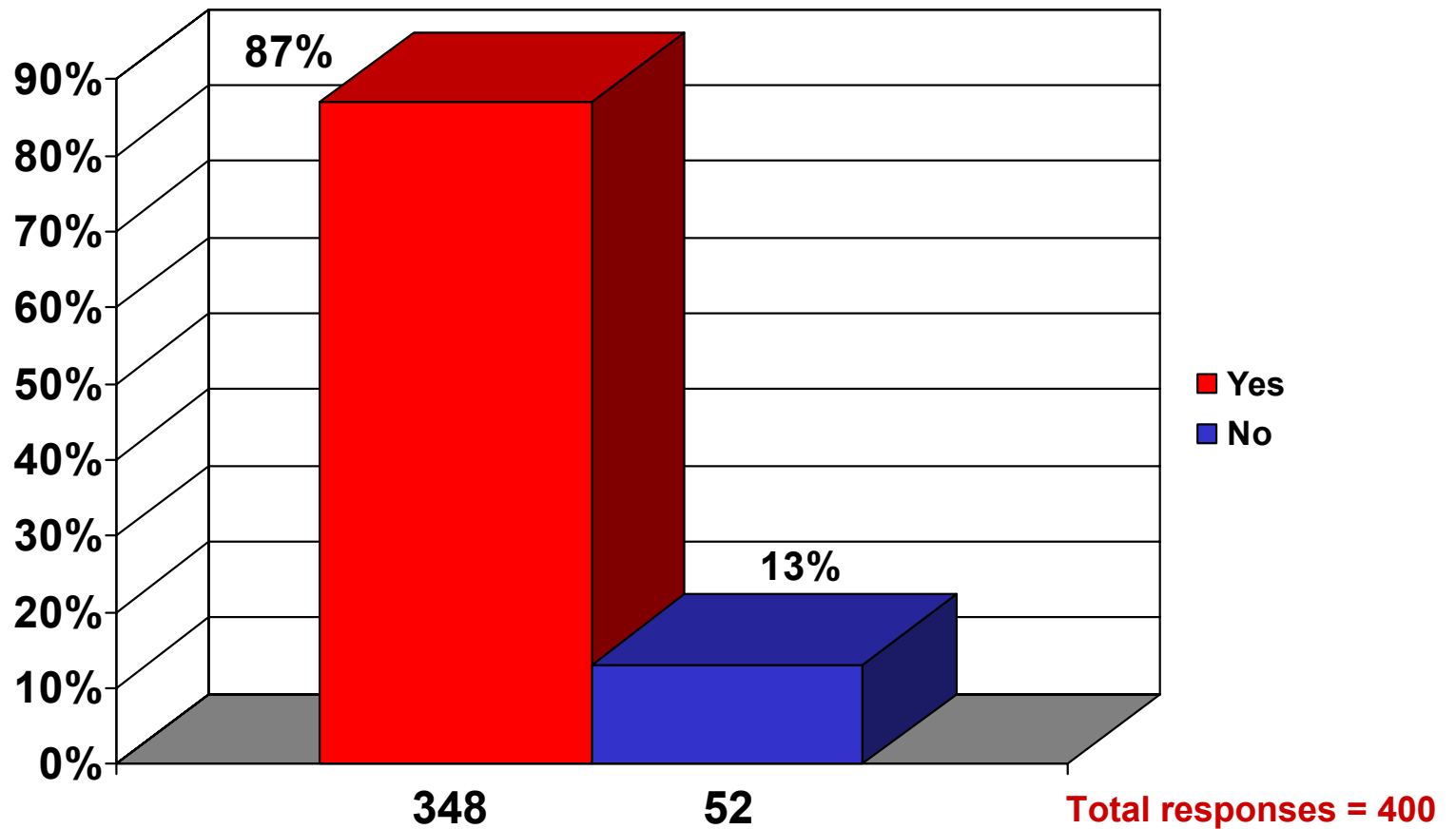
## Is this a residence, unit or business?



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# Q5d

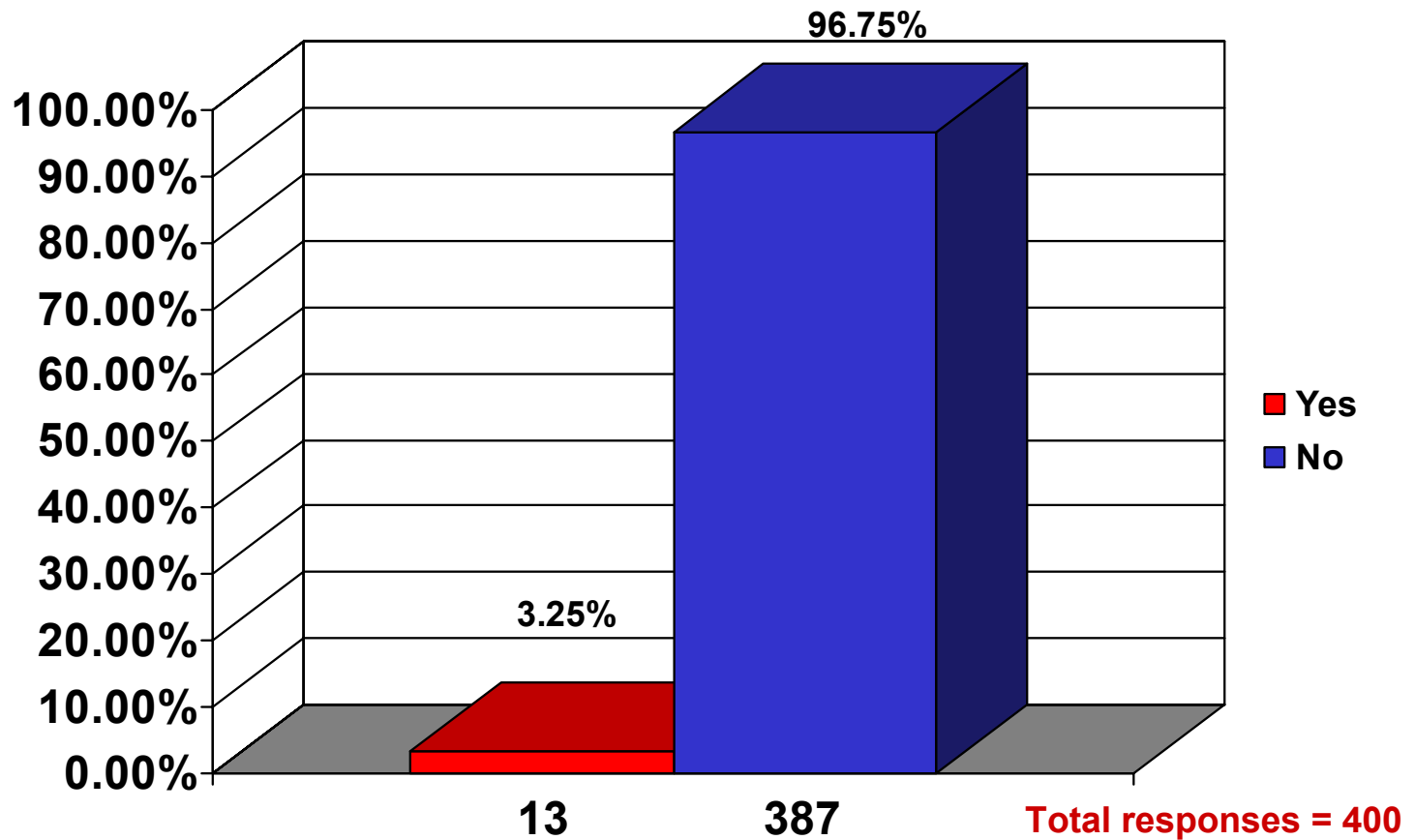
## Can we record your details for possible future or follow up surveys?



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# Q6

## Would you like a North East Water representative to contact you in respect to any point of this survey?



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Thank you for choosing



Stieven Taylor + Associates Pty Ltd



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