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Research reinvented

Community Feedback on Water Forever: Directions for Our Water Future

(via online and printed surveys)

- Prepared For: Water Corporation
- Prepared By: Synovate
- Date: May 2009

water forever



Approach

- Simultaneous to the phone survey with community members, feedback was collected through **online** and **printed** surveys.
- Participation in the online and printed surveys was voluntary and thus respondents are more likely to be more involved and highly knowledgeable with respect to water issues. Participants are therefore referred to as 'stakeholders' for the purposes of these findings.
- A total of n=121 responses were collected, broken down as follows:
 - n=96 online responses
 - n=25 printed responses
- The data from the two sources has been collated to ensure a robust sample size for analysis.

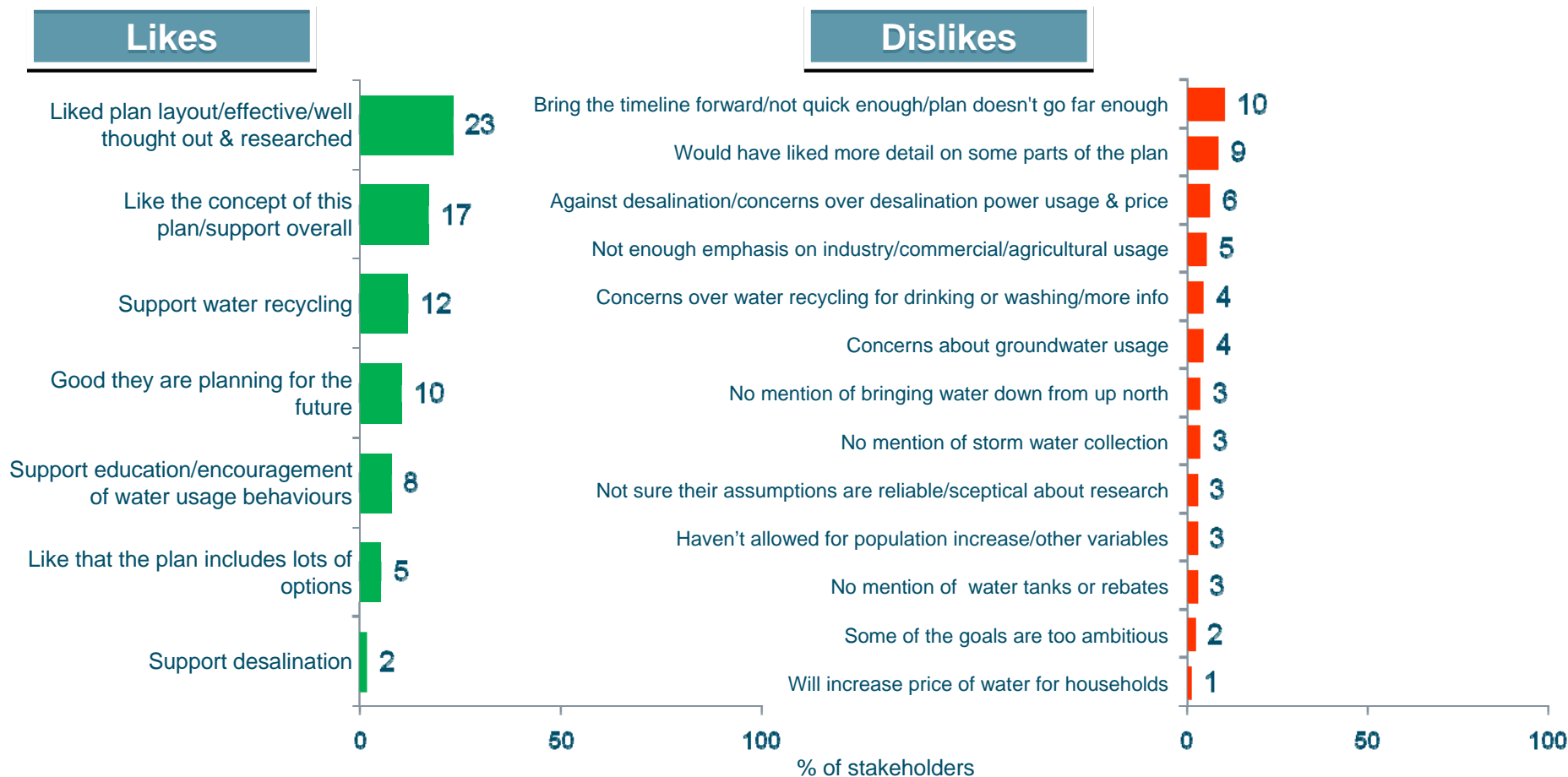
Key Findings

- Like the community, stakeholders are generally highly supportive of and confident in the Water Forever draft plan:
 - 78% of stakeholders support the overall plan
 - 87% of stakeholders are confident it will be successful
- However, due to higher involvement with and knowledge of water issues, stakeholders tend to be more critical than the general community and some differences in opinions of the plan are noted:
 - Lower overall support for the plan
 - Less impact on the Water Corporation's image due to the Water Forever plan
 - More concerns about water reduction initiatives and initiatives to develop new sources
 - Less confidence in Perth's long-term water supply due to knowing there are a range of water source options available
 - Higher importance placed on evolving Wastewater Treatment Plants into water recycling plants

Overall Level of Support for Water Forever

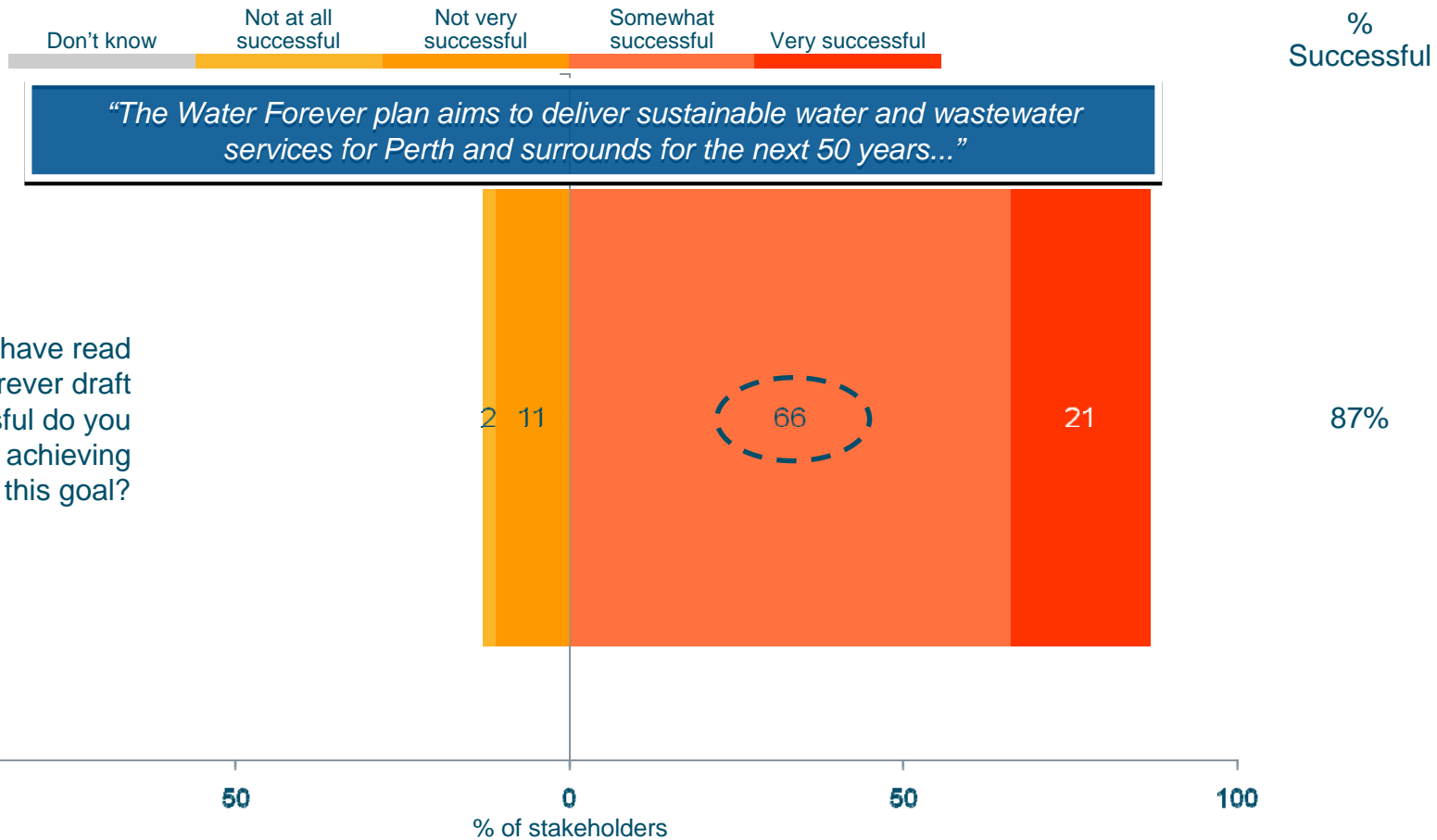
Similar to the general public, stakeholders are also generally favourable towards the plan and feel it is well-researched

Few stakeholders have negative feelings, with some suggesting the timeline should be brought forward and some would like more detail on some parts of the plan.

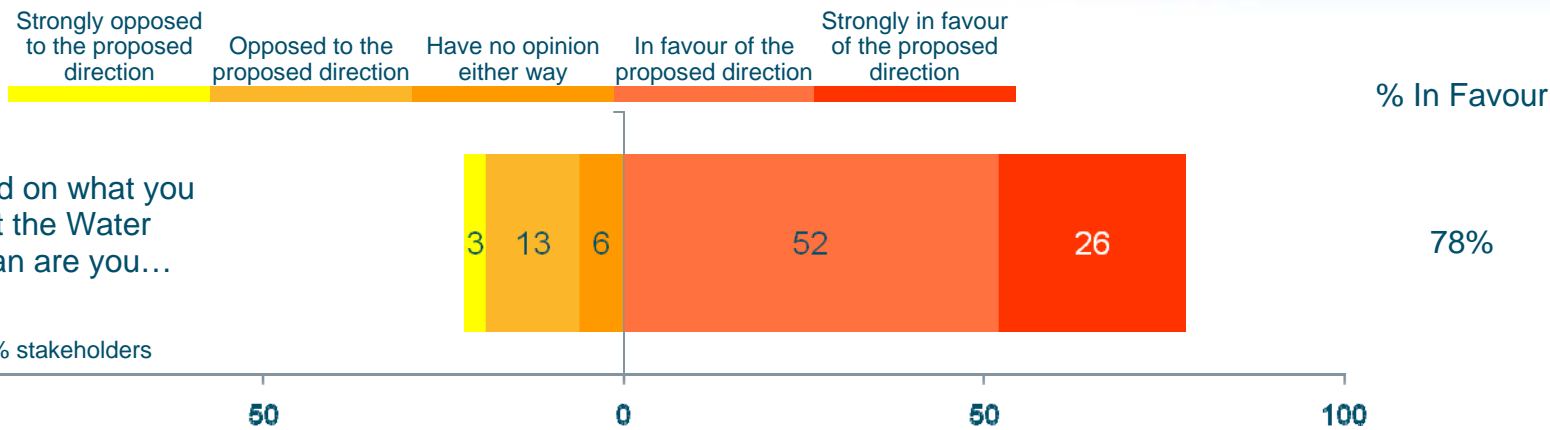


Like the community, most stakeholders believe the plan will be successful in delivering sustainable water and wastewater services

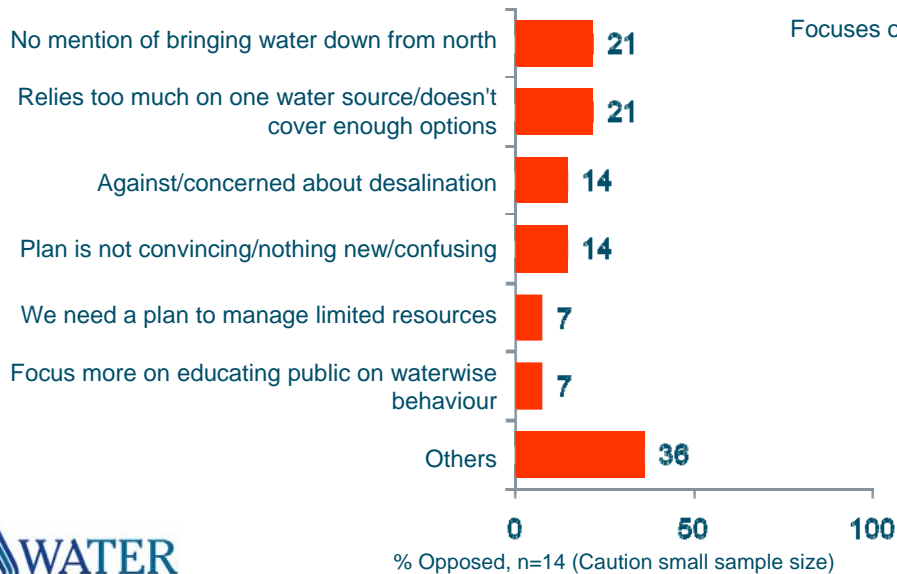
Two-thirds of stakeholders feel the plan will be 'somewhat successful', so similar to the general public, more can be done to convince stakeholders of the plan's success.



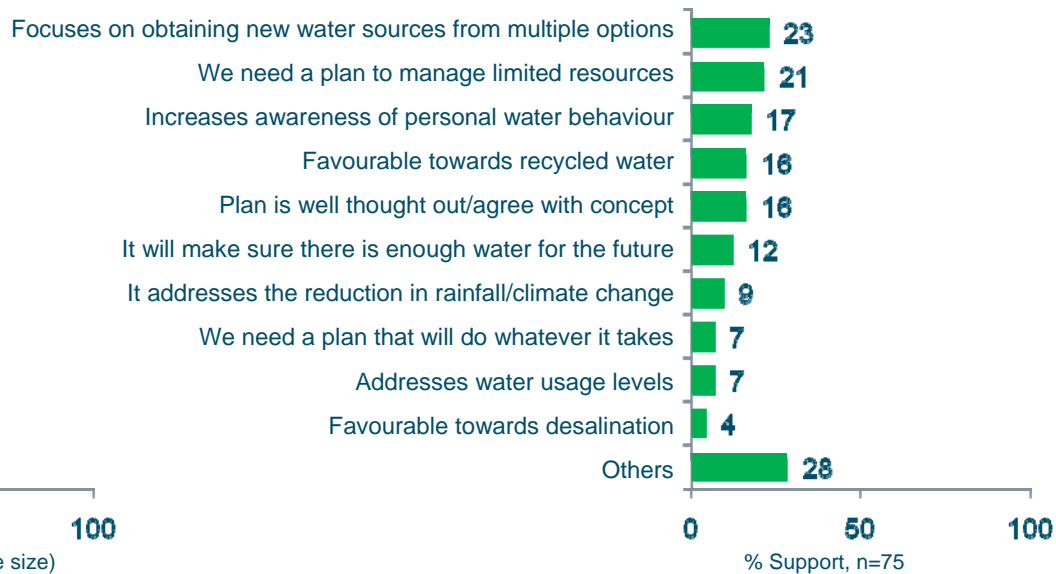
Stakeholders are less supportive of the Water Forever plan compared to the general public, likely due to their higher interest in water issues and thus greater depth of critique



Oppose

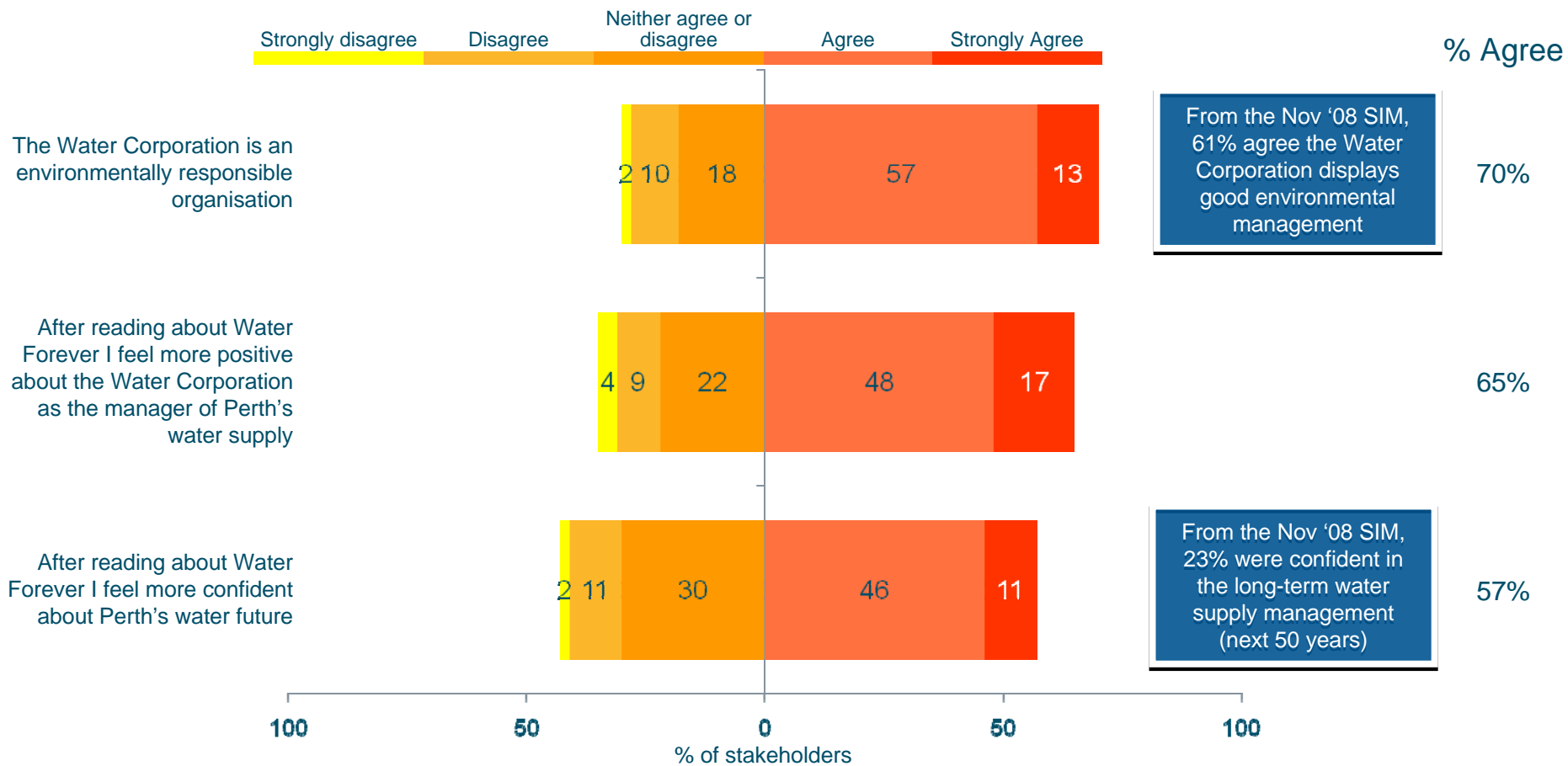


Support



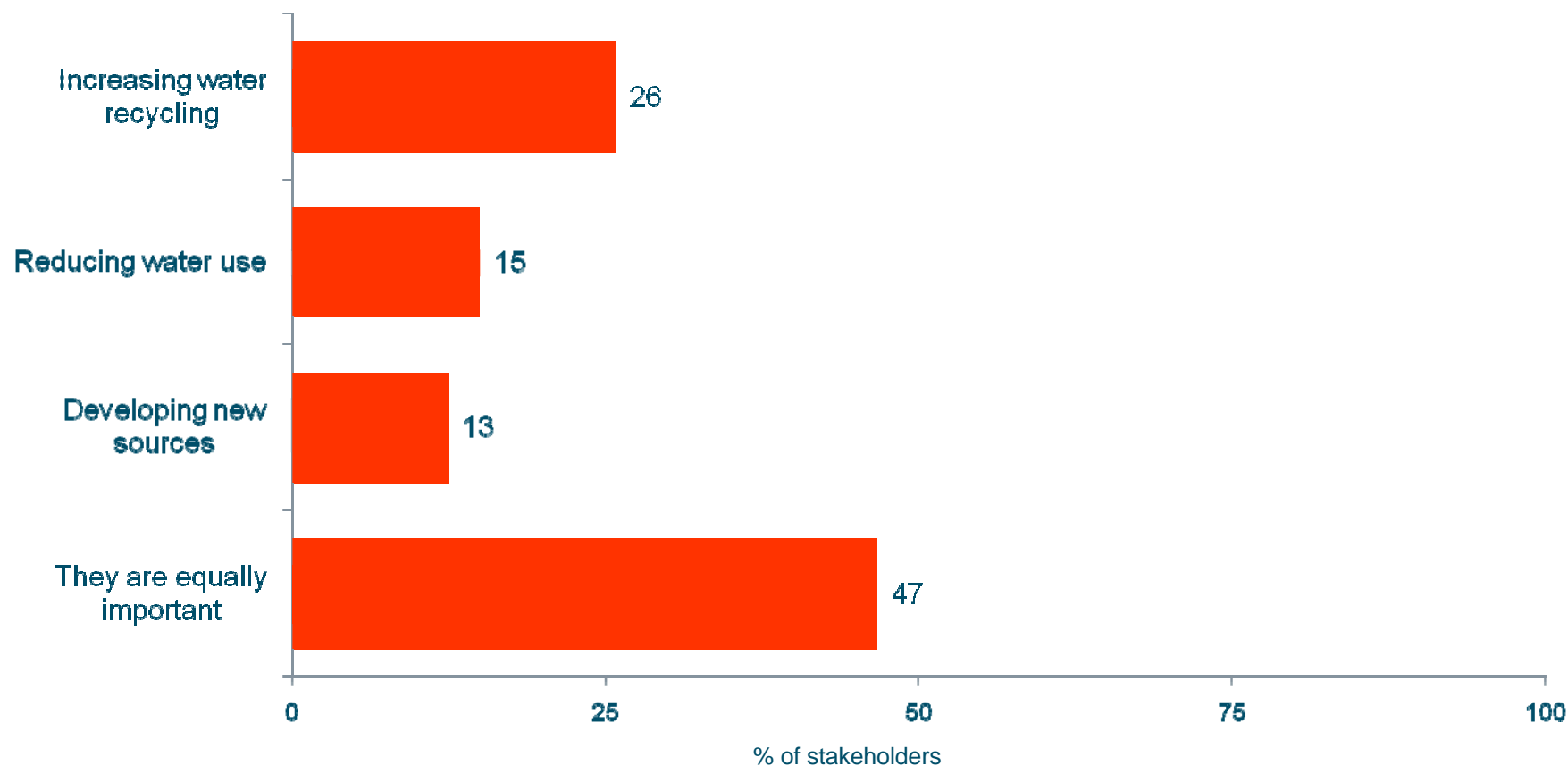
Compared to the community, stakeholders are less likely to agree the Water Forever plan positively impacts on the Water Corporation's image

However, this difference is due to more stakeholders having no opinion, rather than negative sentiment.



Stakeholders also recognise the importance of water recycling to ensure Perth is climate resilient

Stakeholders are more likely than the community to feel each initiative is equally important, which highlights their recognition that a comprehensive approach is necessary to guarantee Perth's water future.



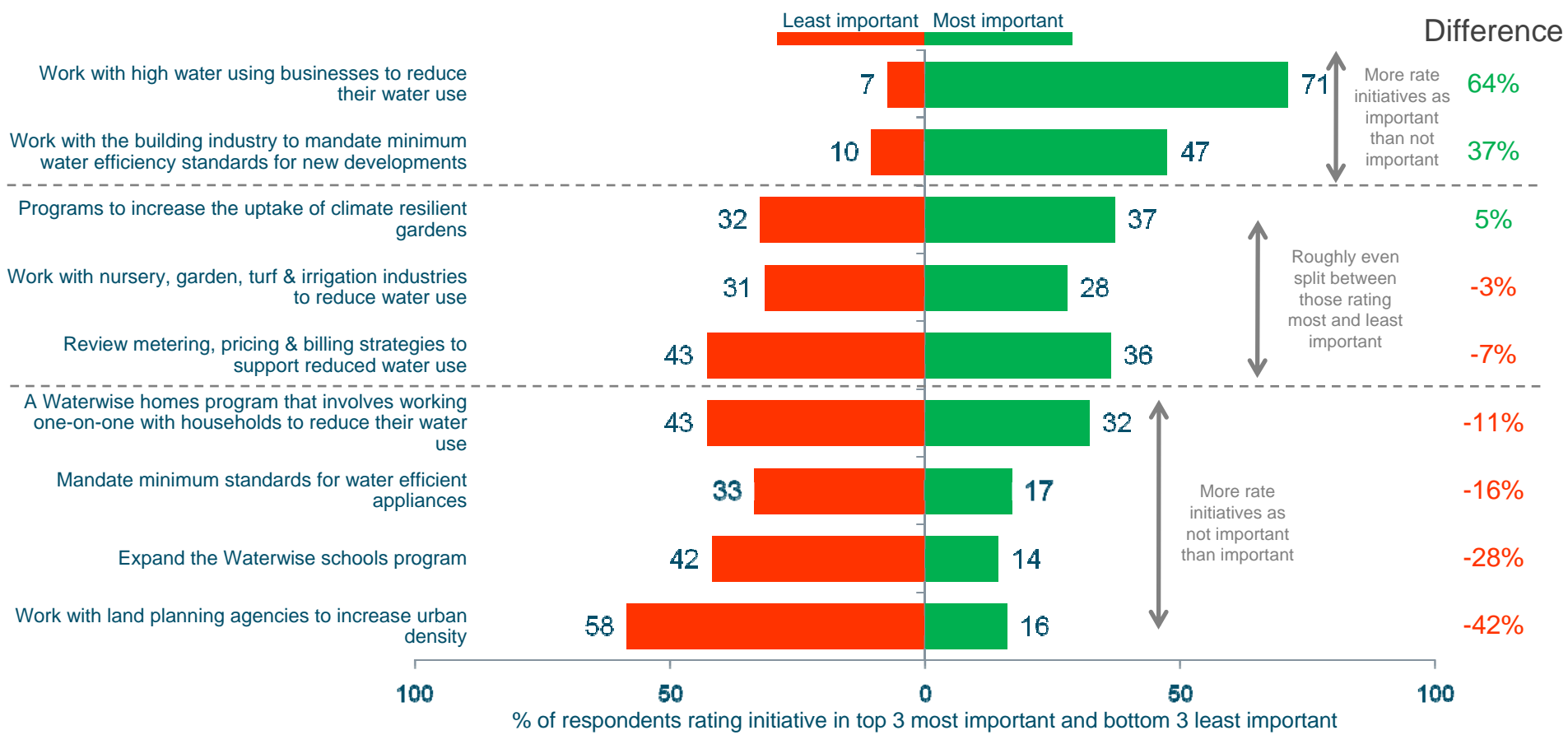
n=120

Q. Which of these do you think is the most important to ensure Perth becomes 'climate resilient'?

Reactions to Reducing Water Use

Identical to the community, stakeholders view reducing industrial use as critical to an overall reduction in Perth's water use

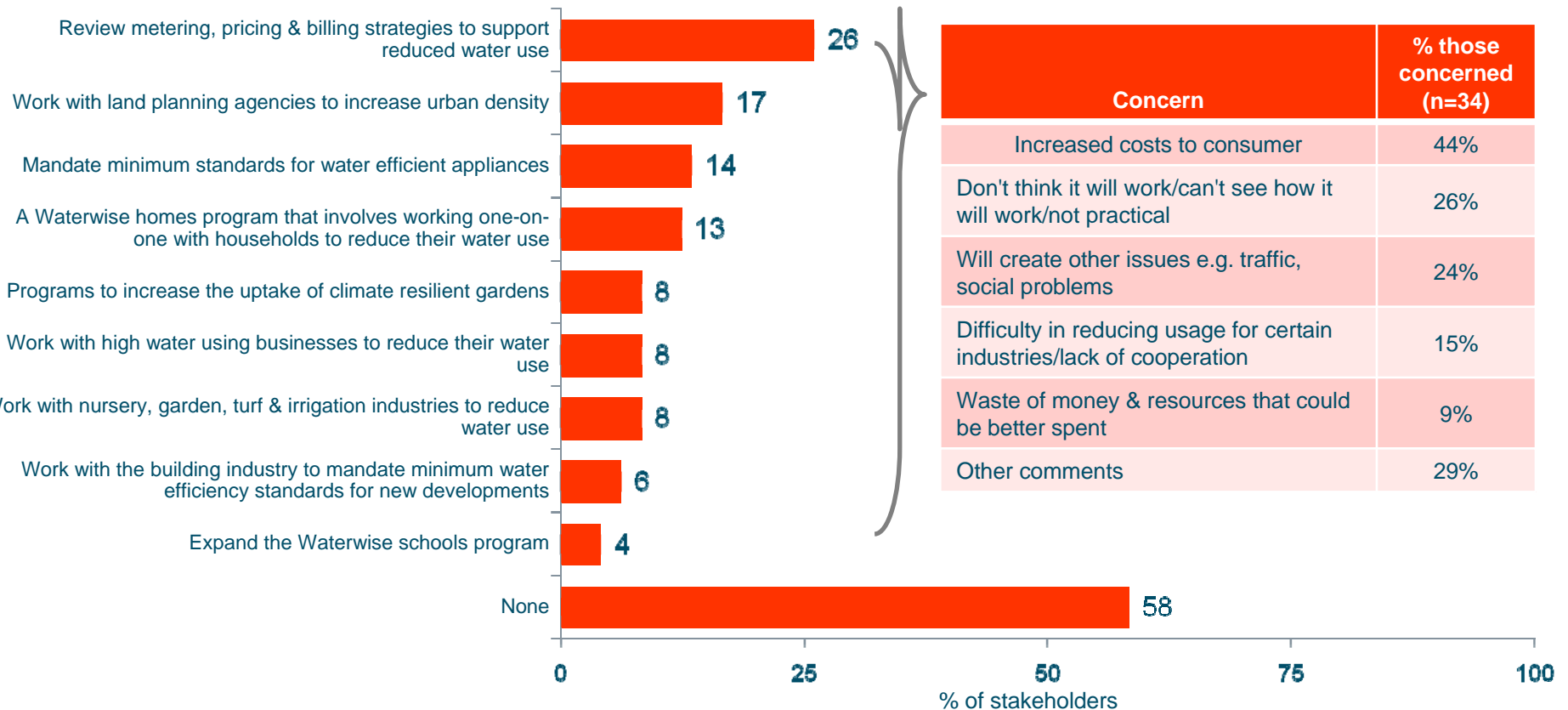
Stakeholders are also highly negative towards increasing urban density, but are more supportive of reviewing metering, pricing and billing strategies. Males are more supportive than females of reviewing pricing strategies.



Q. Which of the following initiatives do you think are the most important to reduce Perth's water use?
 Which initiatives do you think are the least important to reduce Perth's water use?
 Least important (n=96), Most important (n=118)

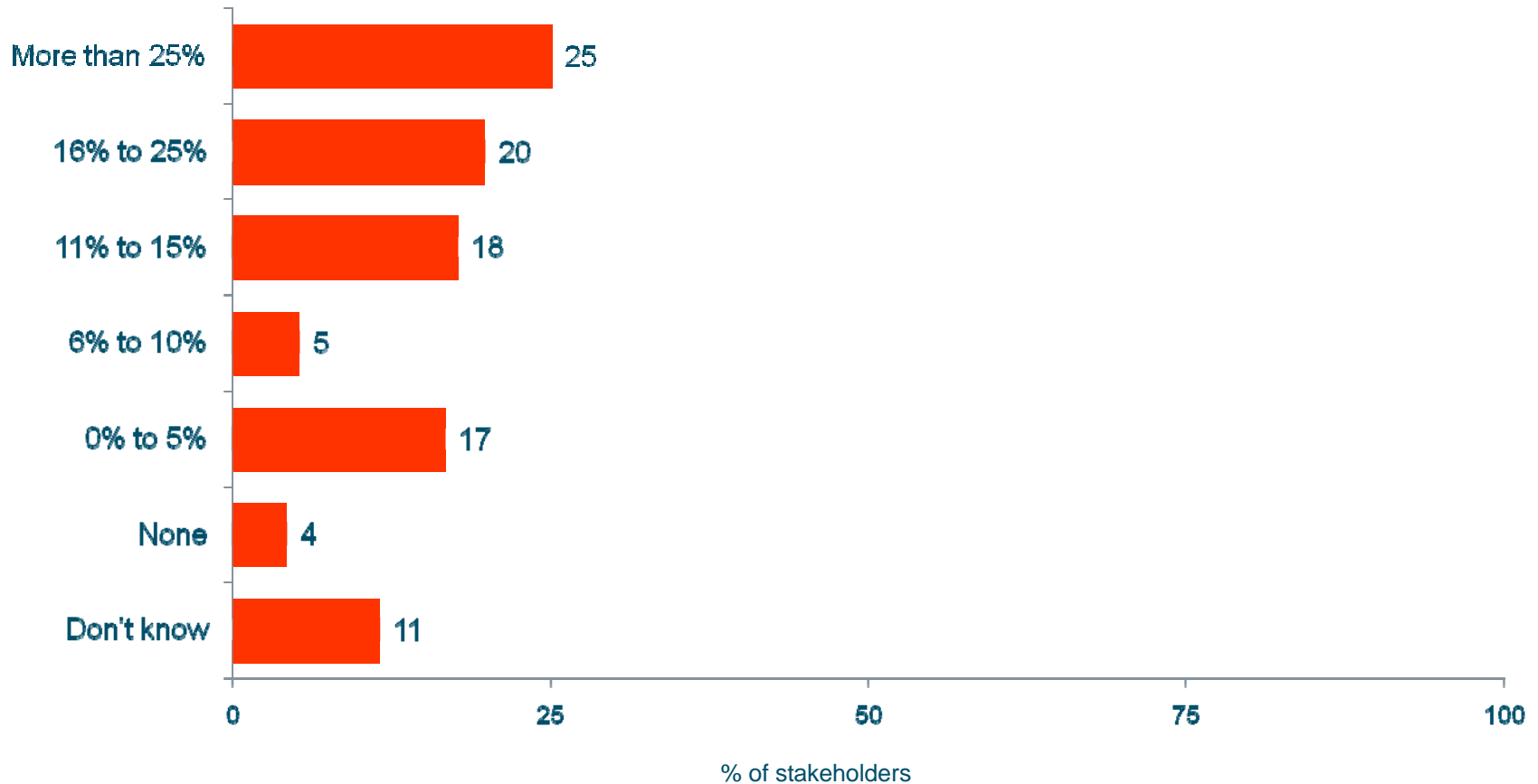
Just under half of stakeholders have some concern about a water reduction initiative, which is higher than the general public

Similar to the community, concern is highest for reviewing pricing strategies, mostly due to worry of increased costs to consumers.



Most stakeholders also believe they will reduce their personal water use by 15% before 2030

18 to 34 year olds are more ambitious than 35 to 54 year olds as they are more likely to feel they will reduce their use by over 25%.

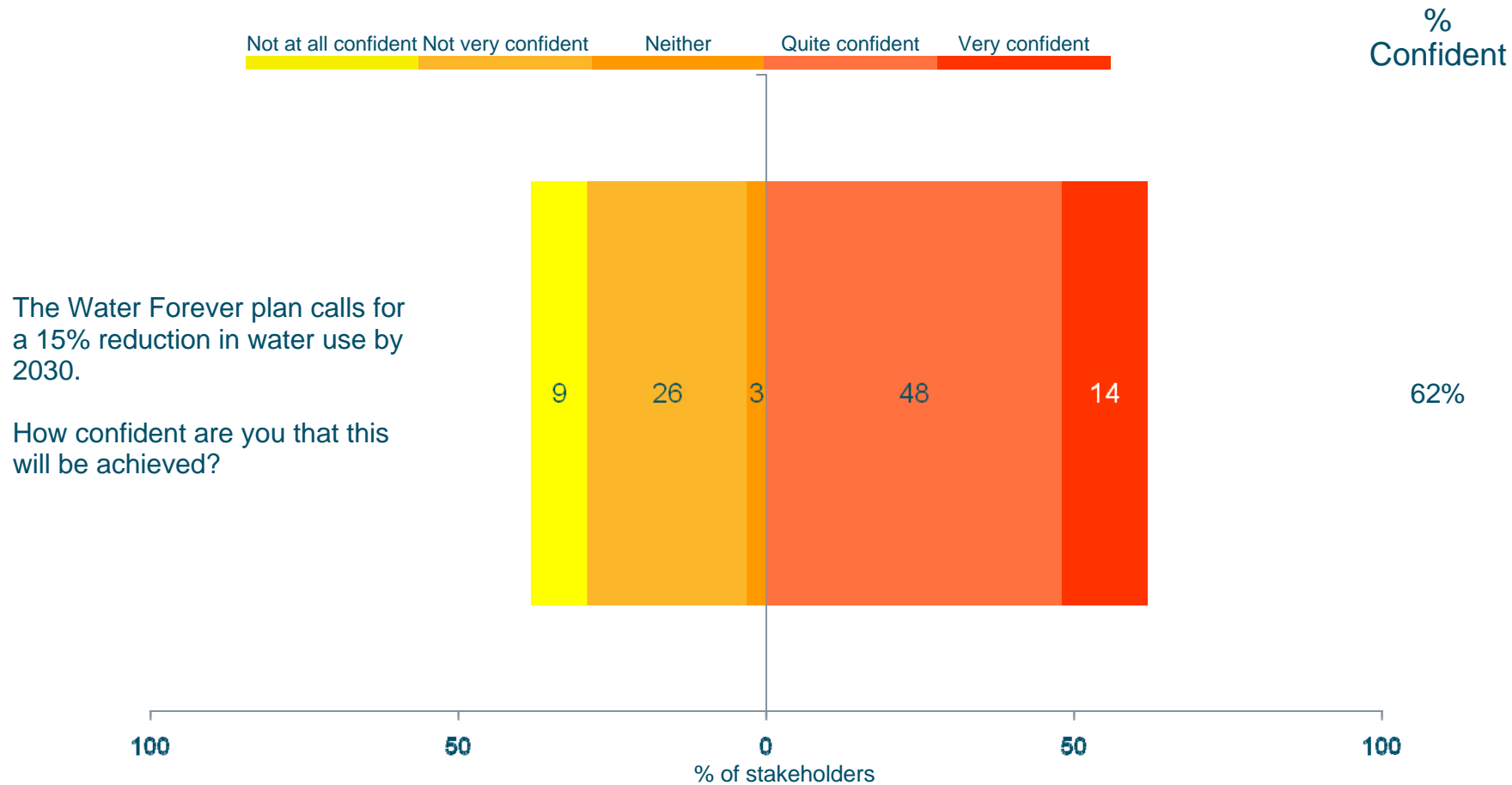


n=96

Q. With the help of the Water Corporation, how much water do you think you could save in your home by 2030?

Close to two-thirds of stakeholders are confident water use will be reduced by 15% before 2030

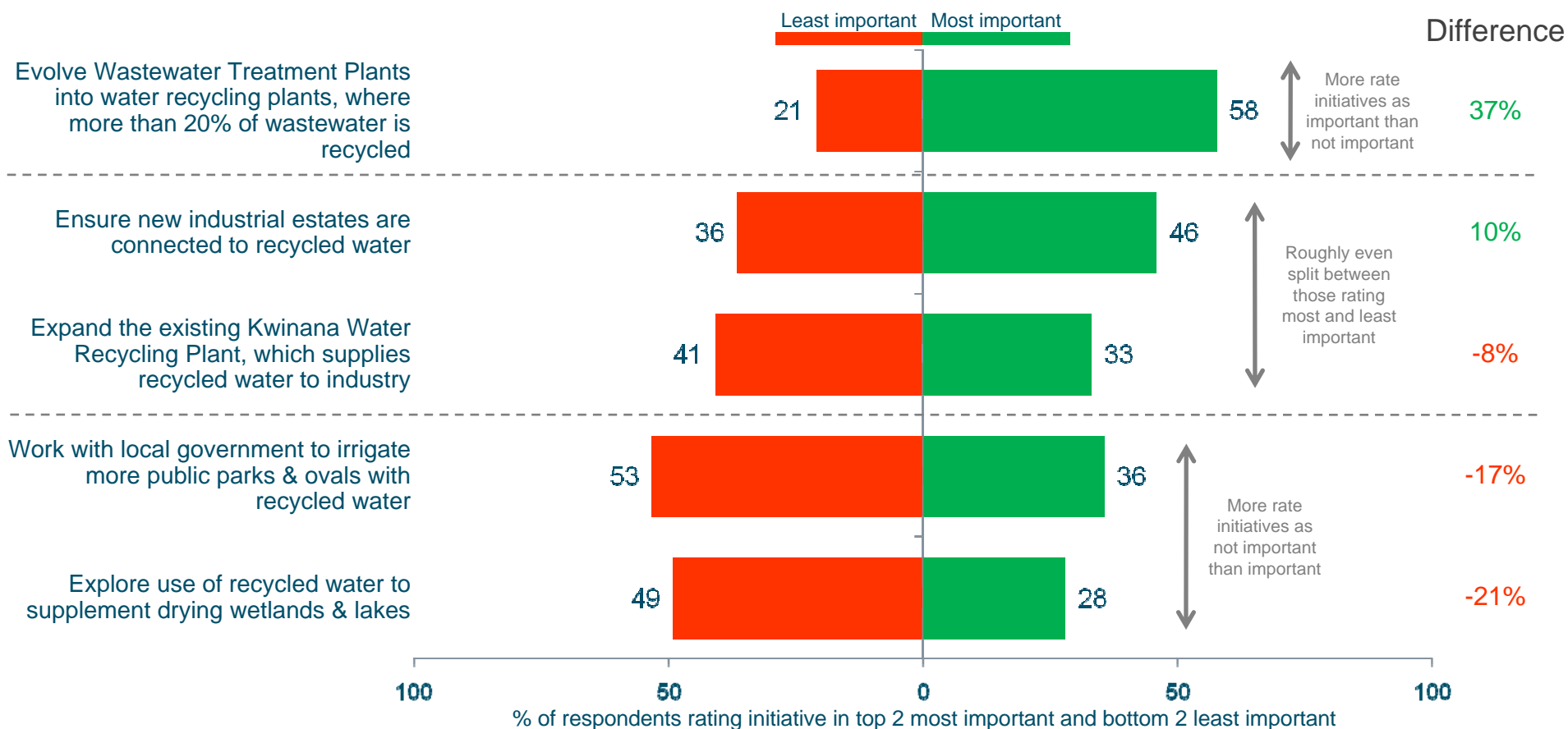
Stakeholders' confidence is similar to the general public's. 35 to 54 year olds are most sceptical this goal will be achieved which suggests this group requires more education to increase their confidence.



Reactions to Water Recycling

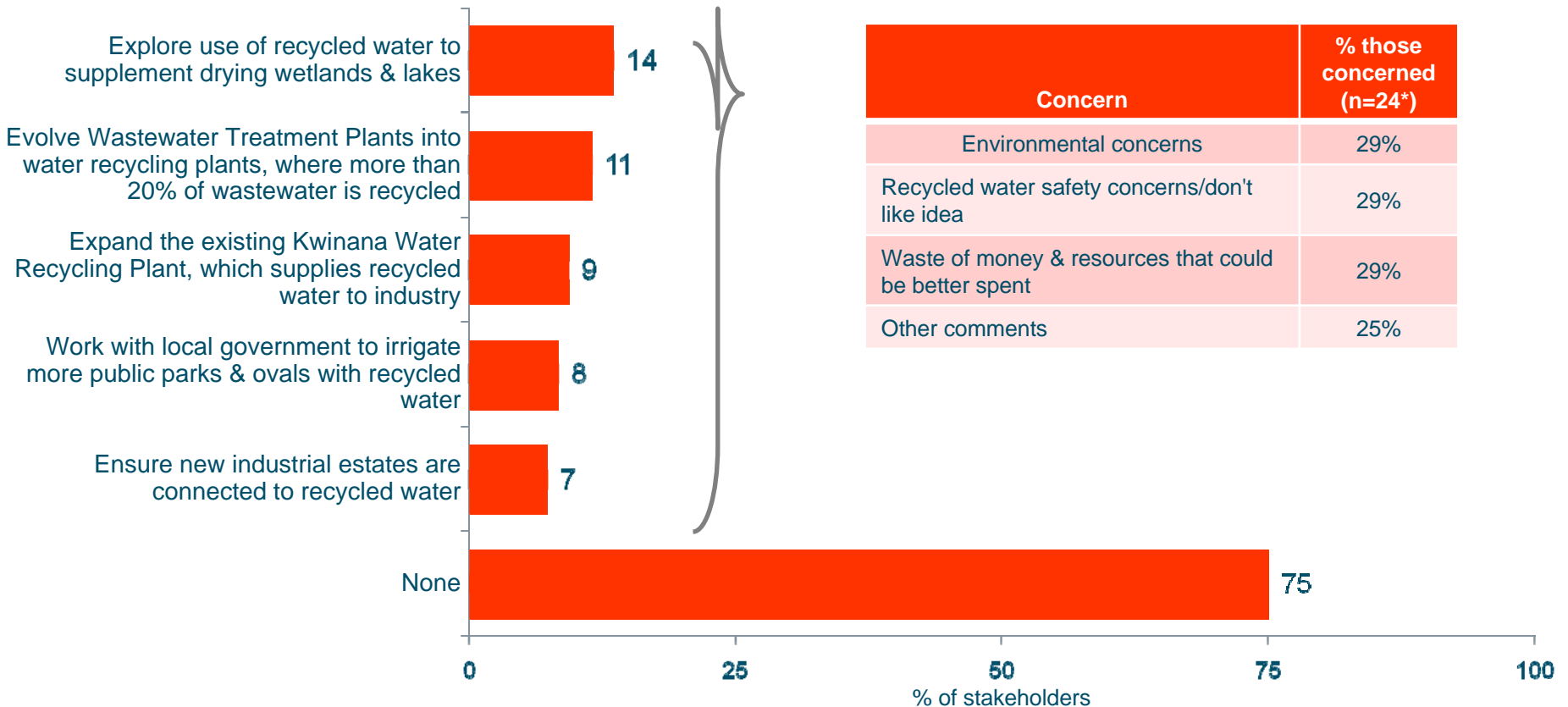
Unlike the community, stakeholders feel evolving WWTPs into water recycling plants is the most important amongst water recycling plans

18 to 34 year olds are more supportive of evolving wastewater treatment plants into water recycling plants than 35-54 year olds.



Stakeholders have minimal concerns with recycling initiatives, which is similar to the general public

No water recycling initiatives have strong opposition, but females are more likely than males to oppose expansion of the existing Kwinana Water Recycling Plant.



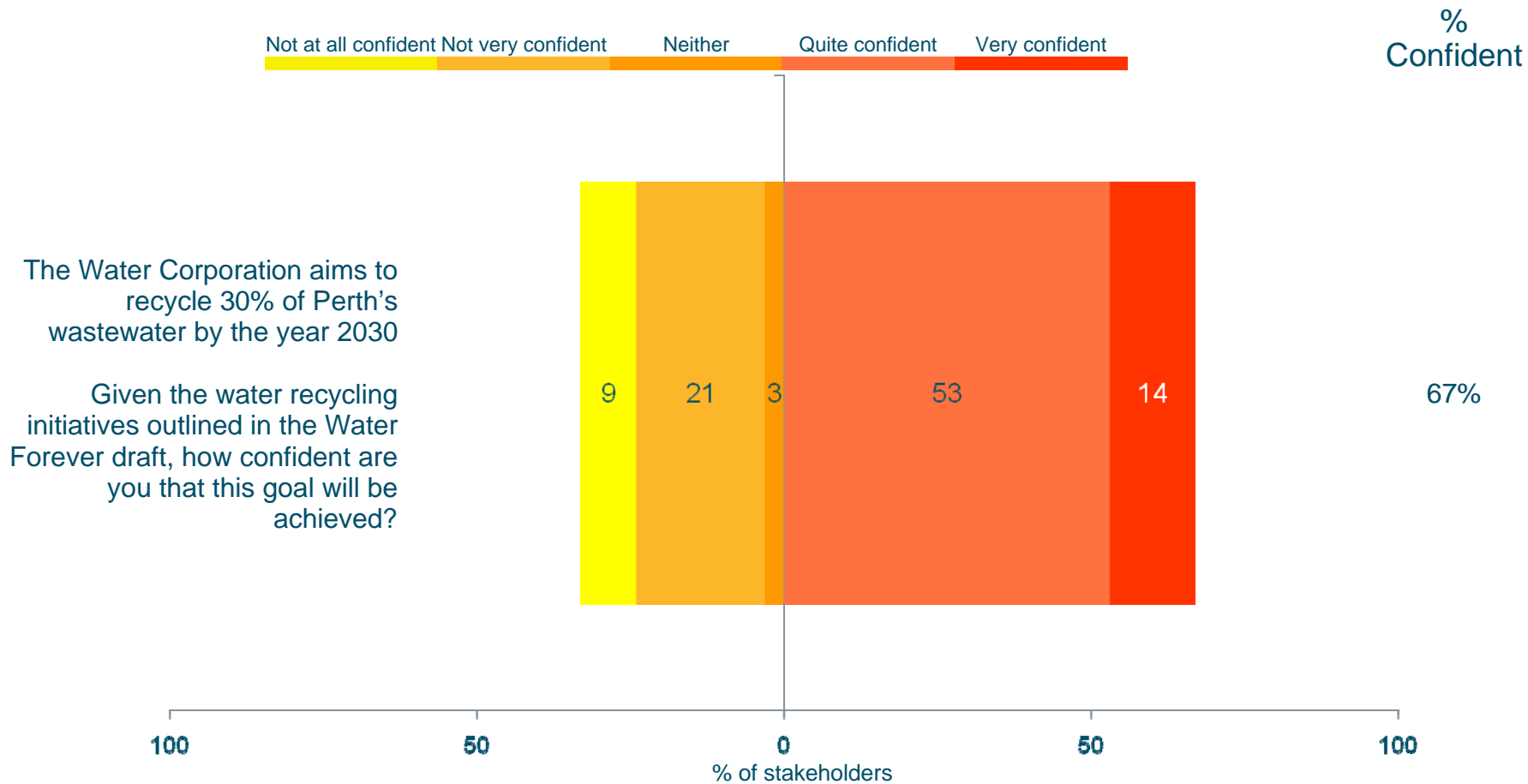
n=96

*Caution: small sample size

Q. Do you have any concerns with any of the initiatives outlined in this section of the plan?

Confidence in achieving the water recycling target is high amongst stakeholders and similar to confidence levels in the community

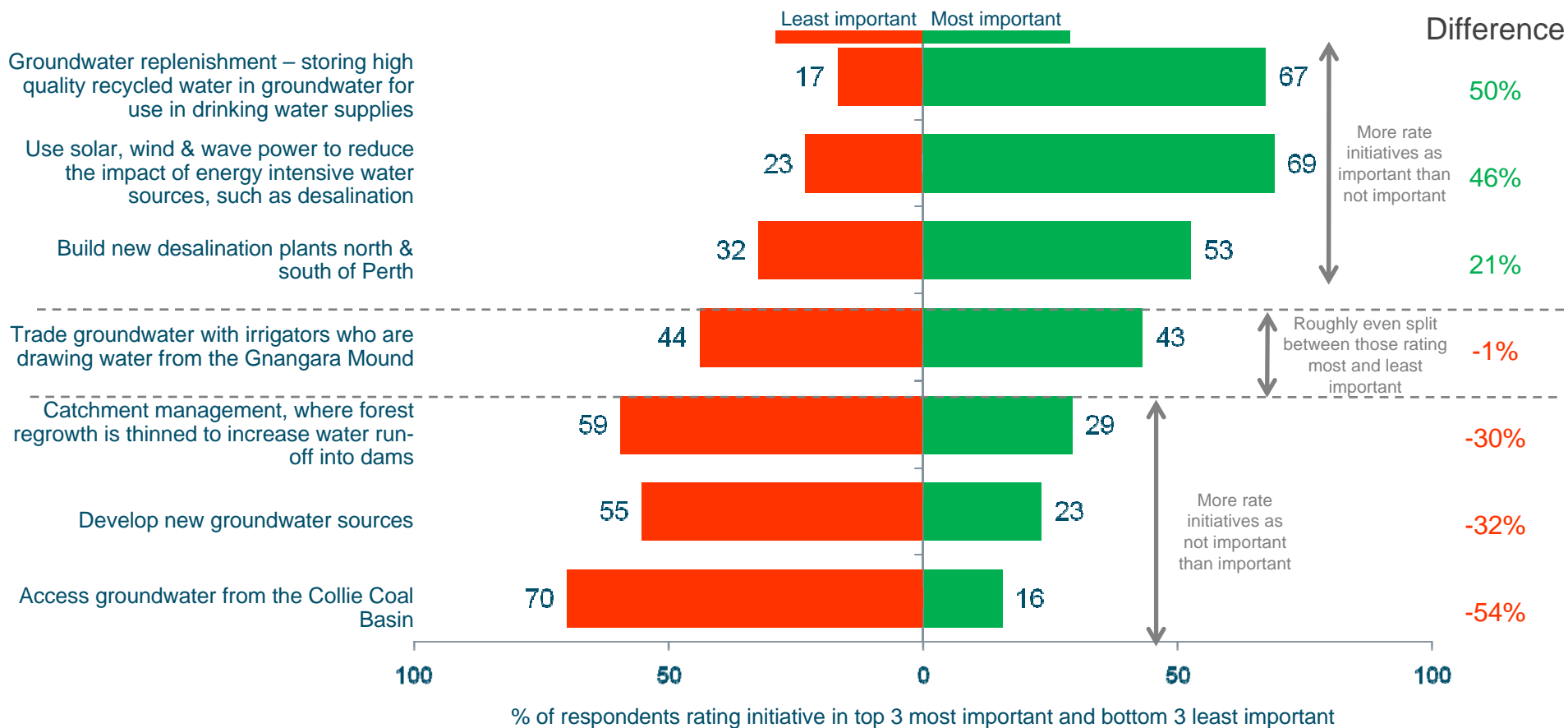
However, one-third of stakeholders are not very or not at all confident, so more can be done to educate them on how the goal will be achieved. Over 35 year olds are less likely to be confident the recycling target will be reached.



Reactions to Developing New Sources

The top three water source initiatives are the same amongst stakeholders as the community

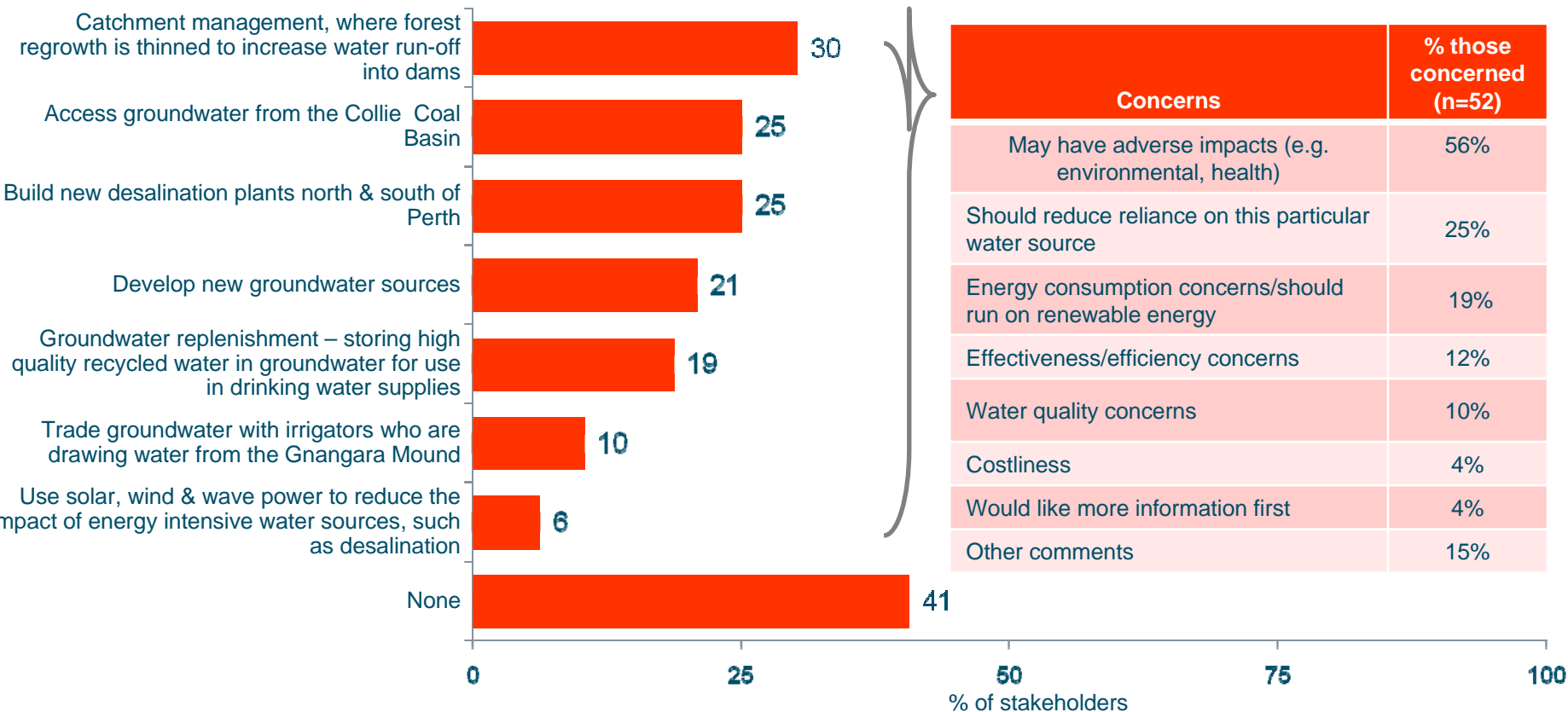
Also like the community, stakeholders recognise the use of groundwater will be limited in the future and view these initiatives as least important.



Q. Which of the following water source options are the most important to ensure Perth's water supply is climate resilient? Which are the least important to ensure Perth's water supply is climate resilient?
 Least important (n=96), Most important (n=116)

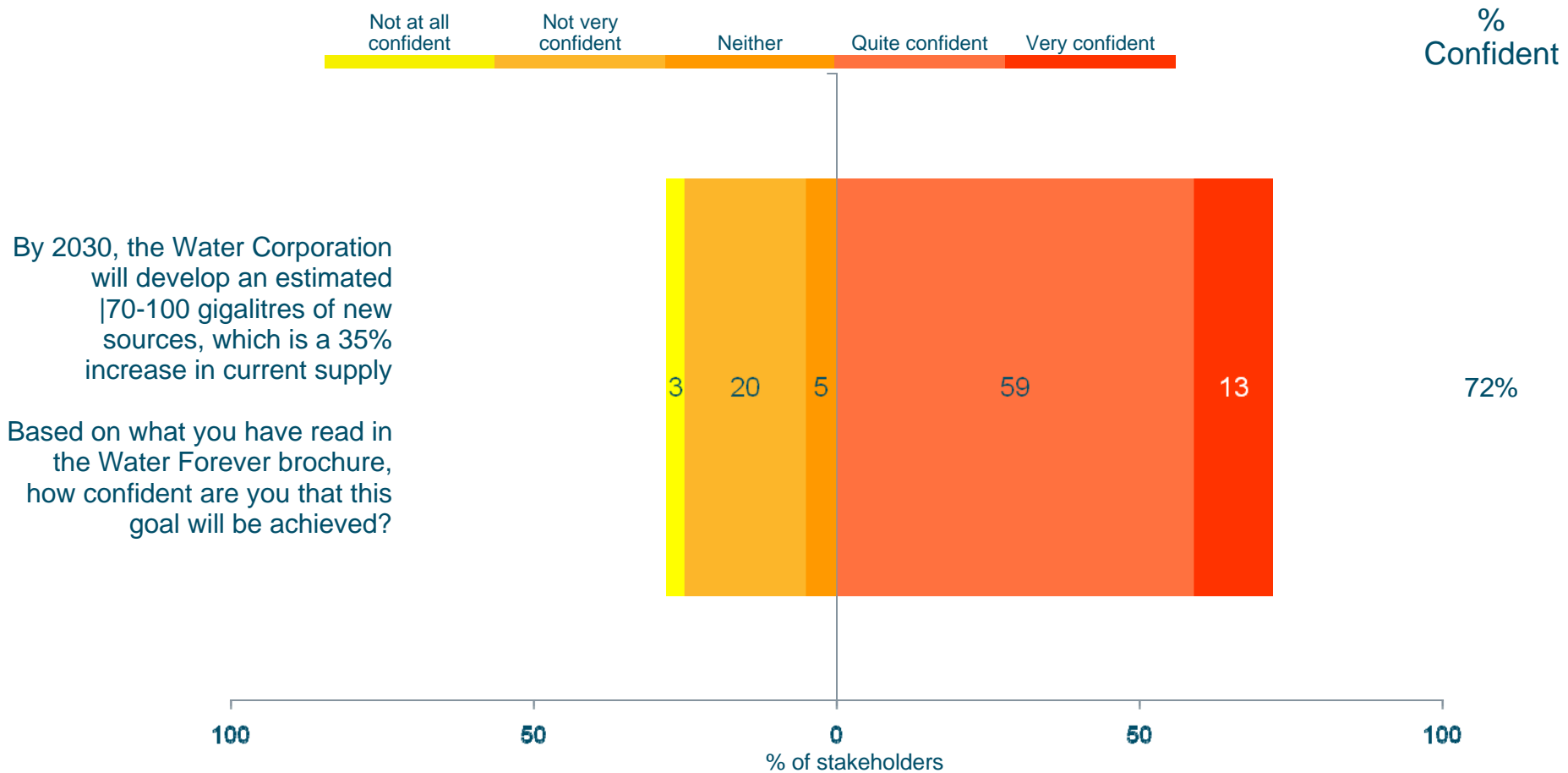
Concern over developing new sources is higher amongst stakeholders than the general public

Concern is highest for catchment management, use of groundwater, and construction of new desalination plants in Perth. The majority of concerns were due to apprehension about potential adverse impacts on the environment and the public's health.



Identical to the community, stakeholders are confident the Water Corporation will increase the water supply by 35% by 2030

Over 35 year olds are least confident this goal will be achieved, which reflects the sceptical nature of this group. Over 35 year olds are also most sceptical that the target of recycling 30% of Perth's wastewater by 2030 will be achieved.



Stakeholders are less likely than the community to feel more confident in Perth's long-term water supply due to knowing there are a range of water source options

This difference is likely due to the higher initial knowledge base possessed by stakeholders.

