



Online Survey Results

February 2008



What did we do?

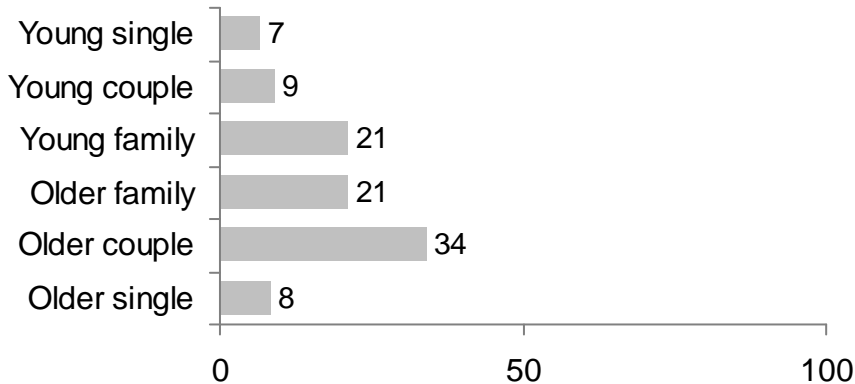
- Online survey offered to all participants who registered via the Water Forever website prior to 23 November 2007
- 227 responses received from more than 450 invited participants
- Survey coordination and analysis conducted by independent market research company

Survey Objectives

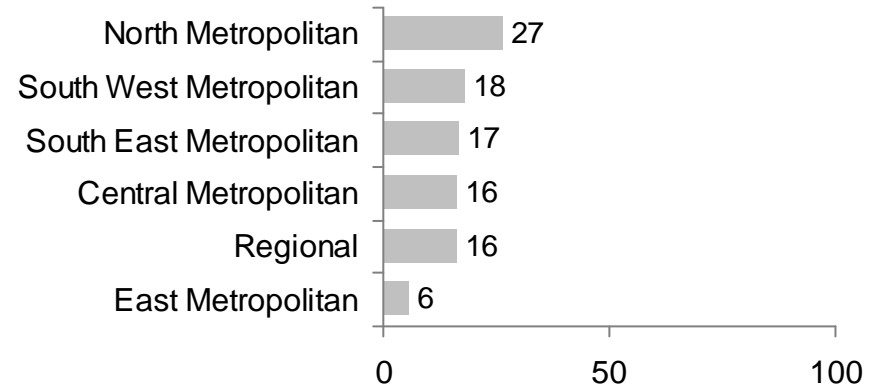
- Identify what issues people thought were important and should be addressed as part of Water Forever
- Test if communication methods were appropriate
- Obtain feedback on Water Forever website content and structure

Profile from Registered Participants' Responses

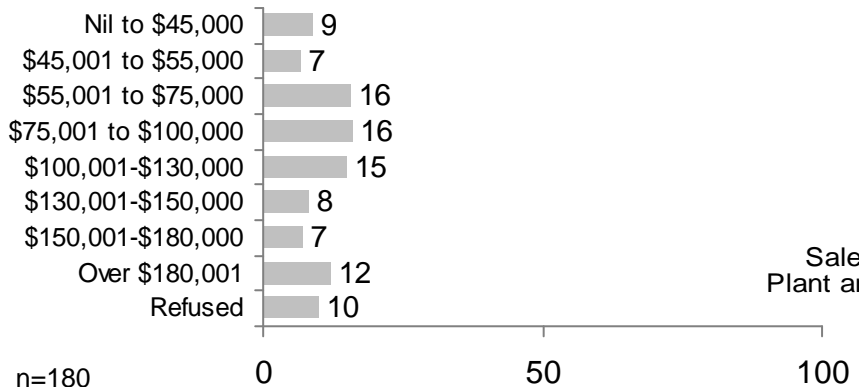
Household



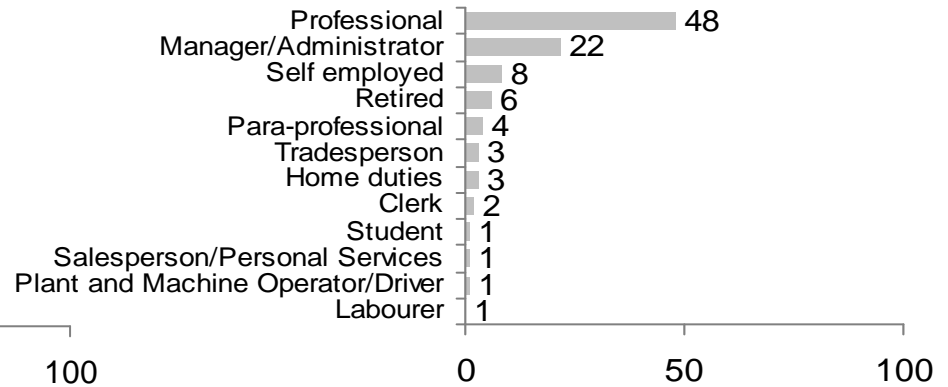
Location



Income



Occupation



n=180

% of individual the community

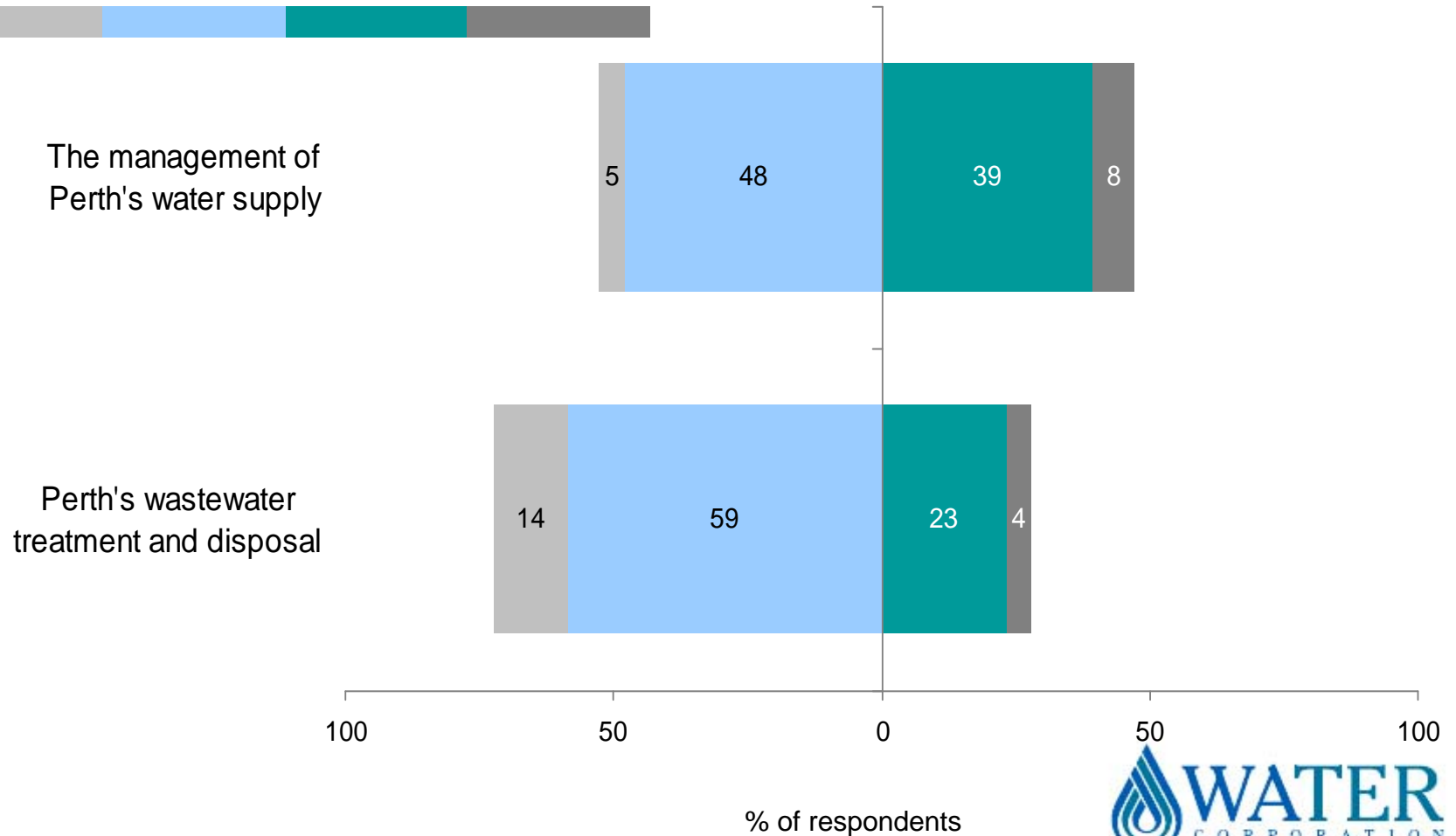
This profile is predominantly older professional, middle-high income earners



Knowledge of Water and Wastewater

Q: Which of the following best describes how much you know about ...?

I know **nothing** at all I know a **little** amount about it I know a **fair** amount about it I know a **lot** about it



What are people most interested in?

- Respondents were most interested in the following topics:
 - Environmental issues regarding water supply
 - Recycled water for industry and the home
 - Conserving water in the garden and home
- Respondents were least interested in:
 - Thinning trees in water catchments to improve water levels in dams



Some comments from respondents on what interested them...

Limiting the population in WA to a sustainable level with regard to water supply.

Dual plumbing of new houses to facilitate the use of grey water systems for toilet, laundry and gardens. The use of water tanks instead of soak wells .The use of grey water systems in communities for parklands.

Rain water tanks should be made available to all homes at a low cost.

I have a strong interest in exploring water sources and management plans for the future. This includes making sure the Water Corp and local government has their own house in order as well as requiring the general public to be water wise.

I am interested in water reduction ways around the house (not garden). New building regulations with regards to installing rain water tanks, grey water systems, water friendly toilet systems and showers in houses during the building process.

Source: Synovate, January 2008



Some comments from respondents on what interested them...

What is being done to ensure commercial users of water do not waste it? Many times in commercial building toilets/washrooms there are cisterns running or basin taps leaking.

The issue of new and existing residences using mains water for reticulation - the design or re-design of gardens to use less water.

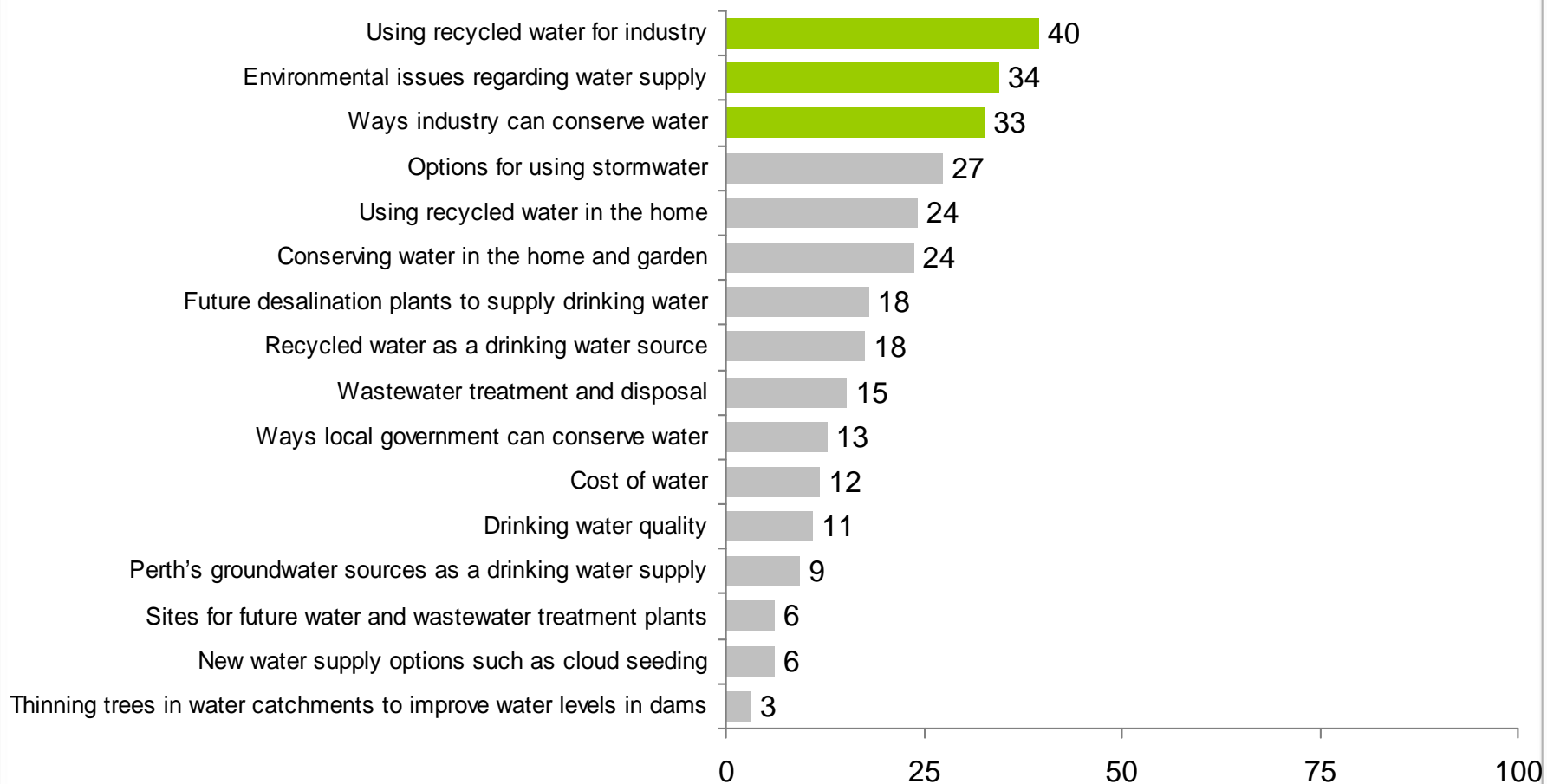
Local/subdivision scale wastewater treatment for irrigation. Reducing water transport. Nutrient levels in groundwater coming from the suburbs.

From an environmental perspective, interested in preventing damage to underground reservoirs and life they support (such as cave ecosystems). More emphasis needs to be placed on recycling and reducing water use.

Source: Synovate, January 2008



Top 3 topics respondents thought Water Forever should address



n=227

Source: Synovate, January 2008

Some other topics respondents thought Water Forever should address...

Re-use systems

Conserving water for Government, industry and residential

Ways to avoid using drinking quality water for flushing toilets etc where water quality is unimportant

Using recycled water for swimming pools and ornamental ponds

Alternative water supply options for the Goldfields

Encouraging water tanks

Bringing water from the North

Far more efficient water use in home, industry, government etc

Educating all social, economic, and recreational water users of the importance of sustainable use - water doesn't come from a tap it is provided by the environment and needs to be respected as an essential resource

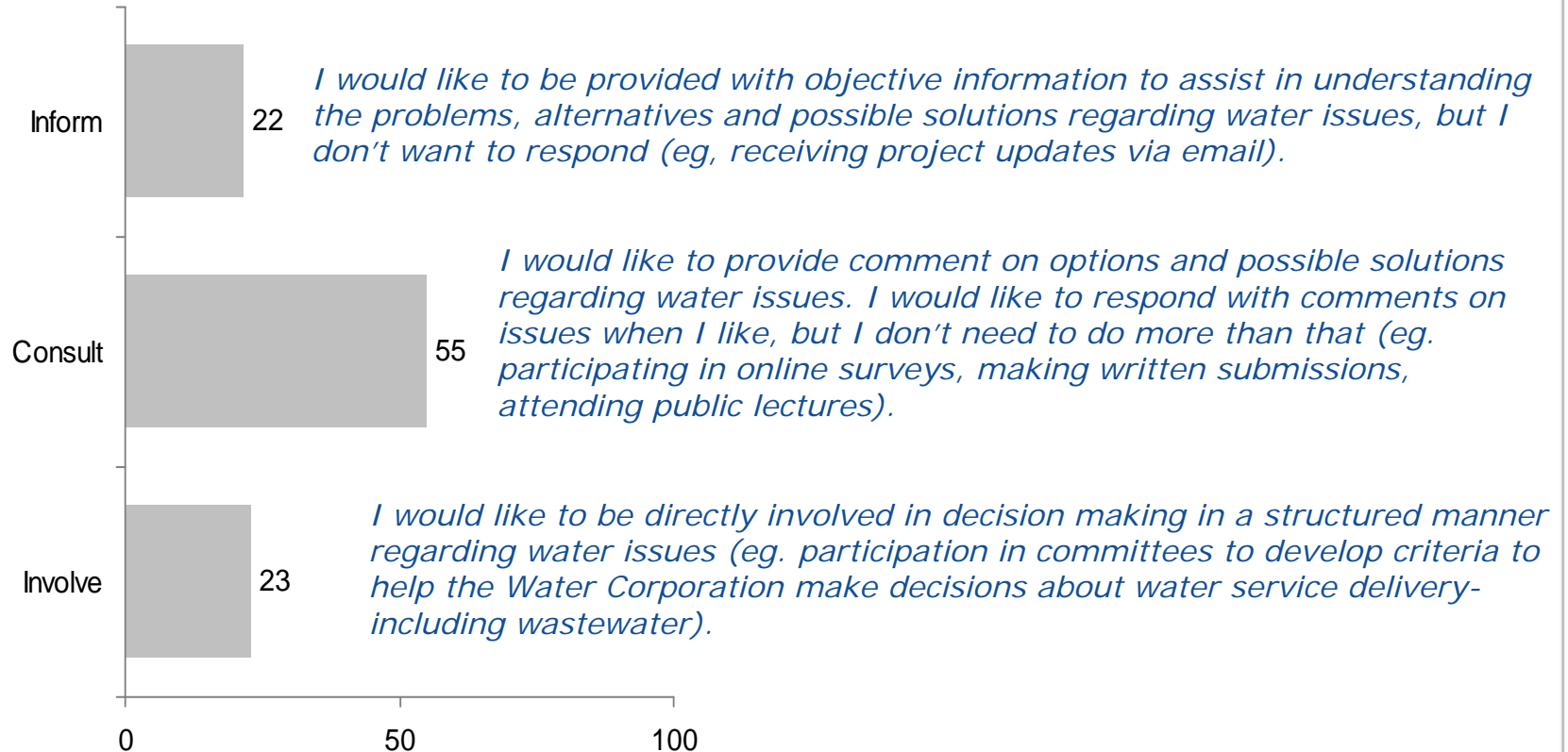
Source: Synovate, January 2008



Preferred Level of Community Engagement

Source: Synovate, January 2008

Q: There are ways in which you could be involved in the *Water Forever* program. Which of the following is the best fit to how you would like to be involved?



n=227

% of the community

% of employees

n=816

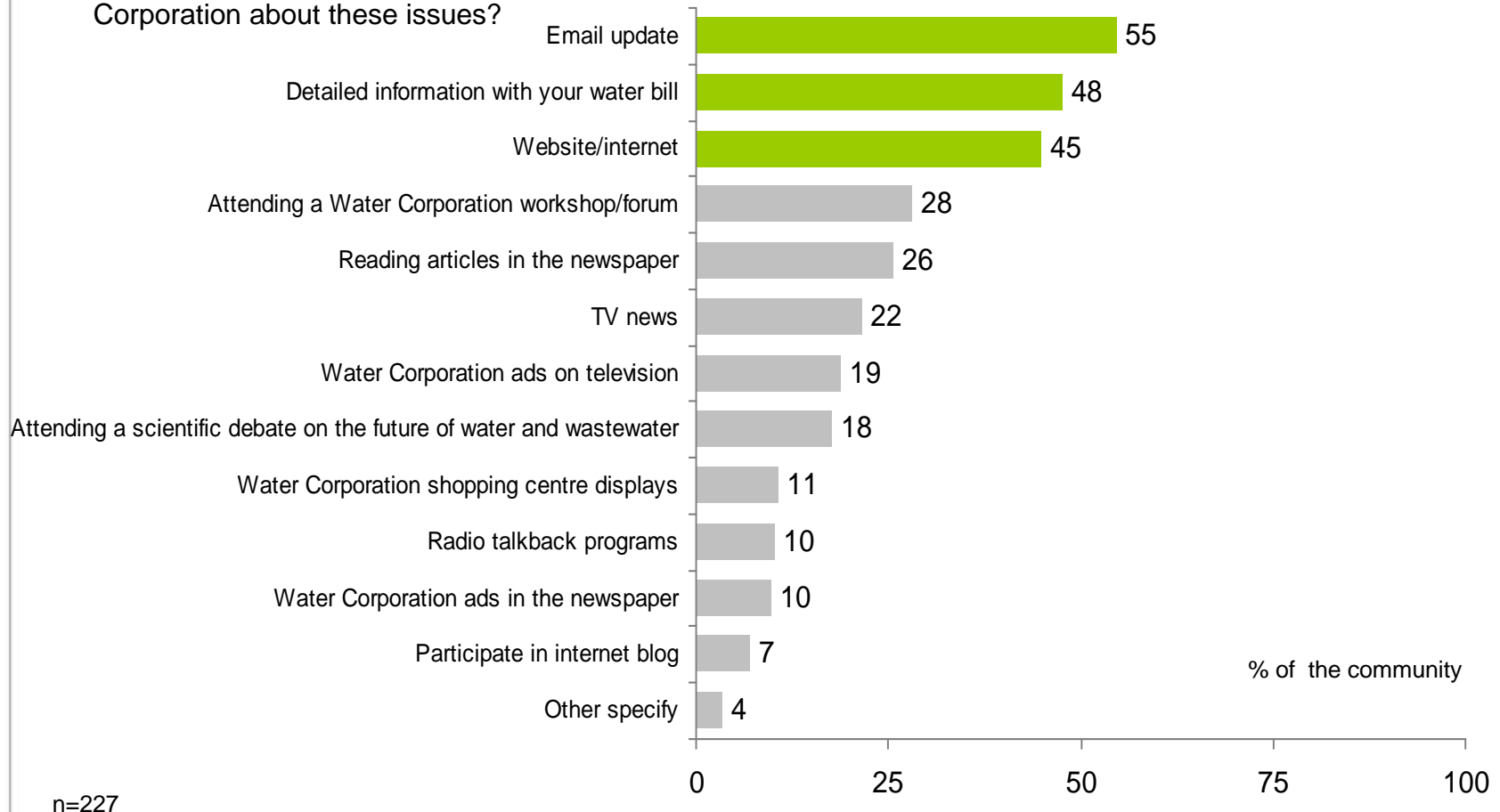
A majority of respondents stated involvement should be aimed at the "consult" level.



Preferred Communication Channels

Source: Synovate, January 2008

Q: The following are some different ways the Water Corporation can communicate with you about what is being done to manage Perth's water needs. What are your top three preferences for communication by the Water Corporation about these issues?



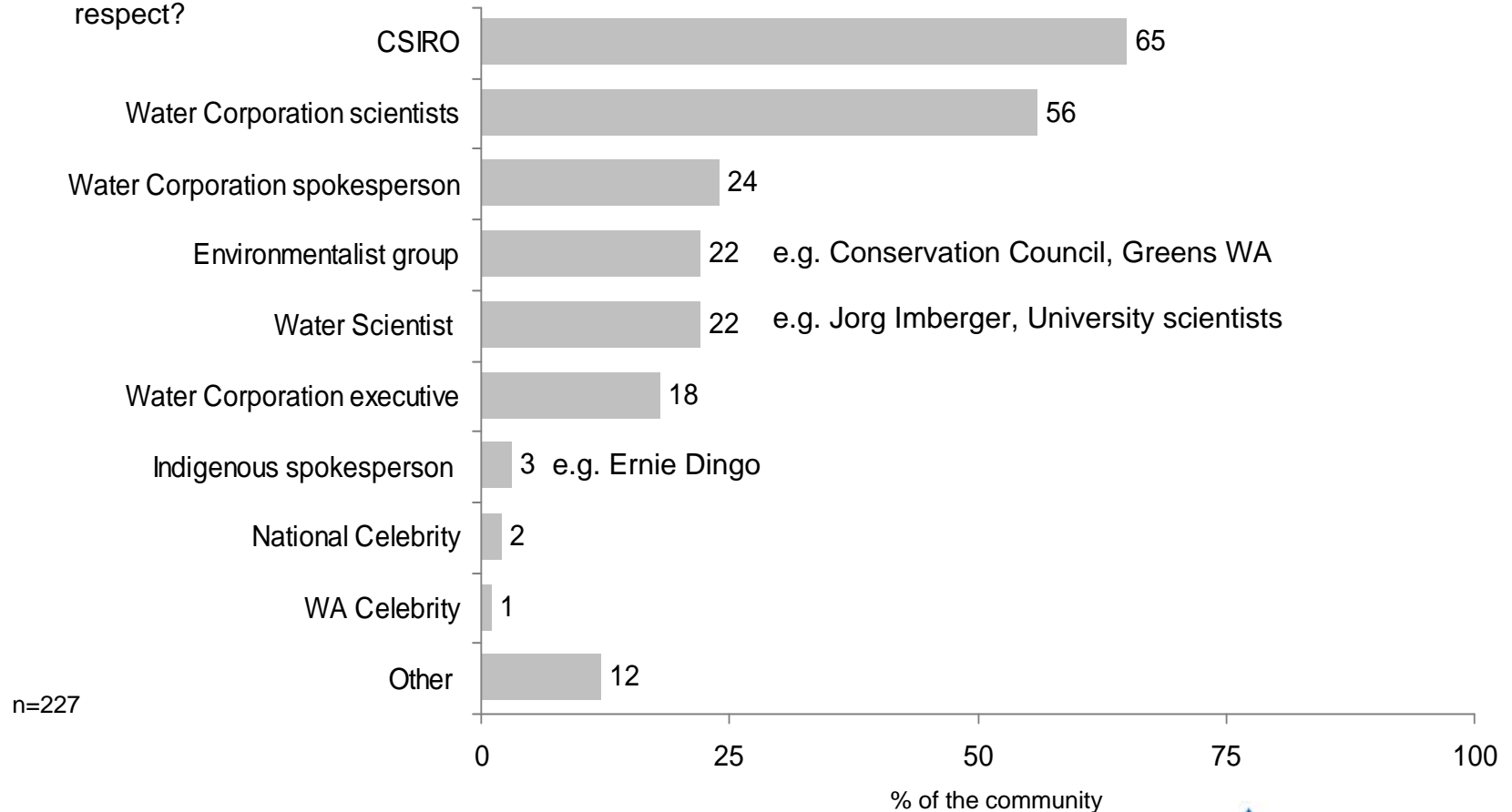
The internet forum through email updates and websites, as well as detailed information with the water bill, are the top ways respondents wanted to hear about the management of water.



Preferred Spokesperson for Water Issues - Participants

Source: Synovate, January 2008

Q: When hearing about water issues in WA, who would you consider a person whose opinion you would really respect?



The CSIRO and Water Corporation scientists are seen to be respectable spokespeople according to respondents.



Water Forever Website

Source: Synovate, January 2008

Q: Thinking about the *Water Forever* website, to what extent do you agree or disagree that the website is...

Easy to navigate around

85%

Contains basic information about Water Corporation business

41%

Informative for the general community

82%

Useful for the general community

83%

Likely to make the community more confident that the WC is effectively managing WA's water supply

44%

Contains information people would pass on

65%

Likely to make the community more interested in finding out more about Water Forever

73%

% agree or strongly agree

Generally, participants though the website was easy to navigate, informative and useful. More than half did not think that the site contained basic information about Water Corporation business or that it would increase community confidence.



Next steps...

- New information will be uploaded to the website in March, taking into account participants' areas of interest.
- Methods for communicating updates and progress will take into account preferred communication channels.
- Opportunities will be provided for participants to have their say (starting late March) at the *consult* and *involve* level.