



The voice for water consumers
Llais defnyddwyr dŵr

Water Affordability Support Scheme Name Testing

Summary Report
March 2022



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Executive summary



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Executive summary



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Overall

- **Water Bill Assistance** and **Water Bill Support** lead as the most popular names
- All names make it clear that the scheme offers financial help with water bills of some kind, although understanding of the purpose of the scheme varied across the names
 - The top guess for **Water Bill Assistance** was '*offering help with paying water bills*' (42%)
 - The top guess for **Water Bill Support** was '*offering help with water bills for those struggling financially*' (39%)
- On a general level, there were no significant differences between Wales and England

How well the name fits

- Almost 9 in 10 felt that the **Water Bill Assistance** name (87%) was a good fit, followed by 8 in 10 for the **Water Bill Support** name (82%)- both significantly higher than any other name
 - Those aged 65 and over were more likely (91%) to rate the **Water Bill Support** name as a good fit
- Almost 1 in 5 felt that the **Water Discount** name was a poor fit (18%)

Executive summary



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Attributes for most and least popular names

- **Water Bill Assistance** was ranked first for appropriateness (85%), clarity (81%), credibility (76%), memorability (64%), and trustworthiness (63%). This name had the highest positive word associations (41%), for being simple (73%) and informative (55%)
- **Water Bill Support** was ranked second for 7 out of 10 attributes and had the second most positive mentions (40%) associated with being clear (61%)
- Although **Water Bill Discount** was not the most popular name, 7 in 10 wanted to find out more (71%) and felt it caught their attention (70%), 3 in 5 ranked this name first for being interesting (62%) and appealing (61%), and 2 in 5 thought it was the most relevant (42%)
- On the other hand, **Water Discount** was ranked last for credibility (54%), memorability (54%), trustworthiness (42%), appeal (49%) and relevance (37%). It also had the highest negative word associations (15%), for being misleading (21%), ambiguous (21%) and having a forgettable name (12%)

Preference

- **Water Bill Support** (31%) was ranked first as having a name that best describes the scheme
 - Those in England also ranked **Water Bill Support** as the best descriptor (32%) but those in Wales preferred **Water Bill Assistance** more (26%) than **Water Bill Support** (25%)

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Reasons for preference

- Clarity was the top reason for liking each name and although 1 in 3 thought this of **Water Bill Support** (34%) and 1 in 4 for **Water Bill Assistance** (42%) (the most popular names), it was **Water Bill Discount** that had the most mentions for clarity (49%).
- However, the second reason for liking **Water Bill Support** and **Water Bill Assistance**, was that it sounded supportive, 32% and 33% respectively, an attribute not mentioned as one of the top 5 reasons for **Water Bill Discount** or **Water Discount**.
- 'It covers eligibility' was also in the top 5 mentions for **Water Bill Support** (18%), **Water Bill Assistance** (14%) and **Affordable Water Discount** (12%)
- Confusion and lack of information are the main reasons why names were disliked

Interest in scheme and sources of information

- Respondents are receptive to receiving assistance (62%) with their water bills with more than a quarter (26%) stating the reason for their interest is because they're on a low income
 - Interest in the scheme was higher amongst women (66%) and those in the C2DE* social grade (64%), England and Wales are not significantly different in this regard
 - The likelihood of looking into a scheme was highest for those who were originally shown the name **Water Bill Discount** (72%)
- The Internet (55%) is the top place where people would look for information on the scheme, with the water company's website specified by nearly 1 in 3 (29%) respondents likely to look into the scheme
- Questions around eligibility (20%) would have to be resolved to increase the respondents' likelihood of looking into such a scheme

A large, stylized, light blue 'CCW' logo is positioned in the background on the right side of the slide. It is rendered in a thick, rounded, cursive font that overlaps itself, creating a sense of depth and movement.

ccw

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Background, objectives and methodology

Background and objectives



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CCW's key recommendation of a single social tariff scheme is currently being explored. The research sought views on five different name options for a potential scheme that would offer reduced water charges to low-income households, who would otherwise struggle to pay their water bills. This research assessed the perceptions of each name by people in England and Wales, with a specific focus on how likely people from low-income households would be to explore such any such scheme. It aimed to fulfil the following objectives:

1

To test and identify preferences for the names

2

To assess how well each name conveys what the scheme does at a glance

3

To understand how preferences play out with different customer segments

Methodology



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Overview



Online survey of 2,000 adults (aged 18+) in England and Wales



Fieldwork conducted 31st January – 1st February 2022



The full sample has been weighted to be representative of England and Wales combined based upon the 2011 Census profile. The boost sample has been weighted down to be representative of Wales

Approach

CCW commissioned Yonder Consulting to undertake an online omnibus survey in England and Wales.

Yonder own and manage a highly engaged online panel of 180,000 UK adults and this resource was used as the primary source of sample for the online survey.

Yonder conducted 2,000 online interviews with consumers in England and Wales. Boost interviews were conducted among consumers in Wales to allow for robust analysis and weighted back into the overall sample at the correct proportions.

The first question in the survey identified responsibility for paying water bills. All respondents with responsibility, were asked all questions in the survey. 46% pay for their water bill solely and 54% pay for it jointly.

Sampling

A stratified sampling technique was employed using multiple demographic groupings to select respondents randomly from Yonder Consulting's online panel. This approach helps to minimise selection bias and ensure certain segments of the population are not over- or under-represented.

Quotas were set on age, gender, region and social grade. The data was then weighted based upon the 2011 Census profile of England and Wales combined. Rim weighting was applied for age, gender, government office region, social grade, taken a foreign holiday in the last 3 years, number of cars in the household, and working status. Tenure was weighted based upon the England and Wales profile as individual nations. The boost sample was weighted down to match the 2011 Census profile of Wales.

Scope and limitations of this report



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Scope

This report aims to establish attitudes and behaviours of the overall England and Wales population and highlights results at an overall level as well as by the key sub-groups as outlined in the Table 1. It provides a robust sample to be able to analyse the data on this basis.

The statistical reliability of the data at 95% confidence level is outlined in Table 1

In addition to highlighting key subgroups significantly different to the total, results are also charted for other sub-group categories of interest when data is significantly different to the total. For the questions where the question was asked per name shown, the total means the combined percentage for all of the names.

In order to best assess the names and their suitability, the results are also assessed with regard to the statistically significant differences between each name. To help focus on the key differences in views across the names, only significant differences compared to 3 or more names have been highlighted in this report. This does not change the overall findings regarding the preferences for names and the reasons for this.

Statistical differences legend (at 95% confidence)

- ↑ Statistically **higher** than the **total**
- ↓ Statistically **lower** than the **total**
- ★ Statistically **higher** than **other names**
- ☆ Statistically **lower** than **other names**
- ⊕ Statistically **higher** than all other categories **within the subgroup**
- ⊖ Statistically **lower** than all other categories **within the subgroup**

Table 1	Key subgroups	Sample Size	Margin of Error for response of 50%
	Total sample	2,000	+/- 2.2%
Region	England	1,581	+/- 2.5%
	Wales	419	+/- 4.8%
Social grade	ABC1	1,114	+/- 2.9%
	C2DE	886	+/- 3.3%
Names	Affordable Water Discount	399	+/- 4.9%
	Water Discount	404	+/- 4.8%
	Water Bill Discount	399	+/- 4.9%
	Water Bill Support	404	+/- 4.8%
	Water Bill Assistance	394	+/- 4.9%

Limitations

This research was completed online. In general, online respondents are more technically knowledgeable and are more likely to be early adopters of new technology products and services.

Online survey respondents are also incentivised to complete surveys. To counter this, rigorous quality control procedures were implemented to maximise the attention paid by respondents when participating in the survey and avoid 'happy clicking' or rushing through surveys to reach the reward at the end.

The logo for CCW (Consumer Council for Water) is written in a light blue, cursive, handwritten-style font.

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Respondent profile

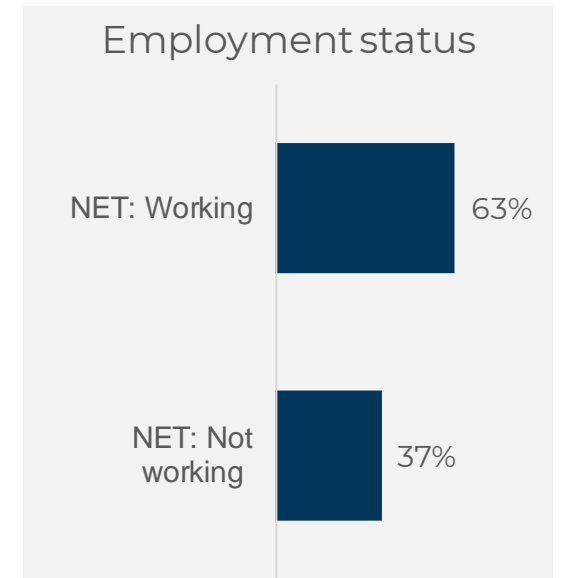
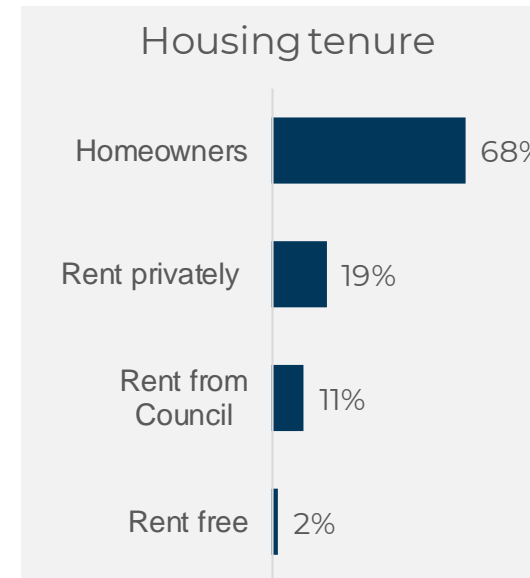
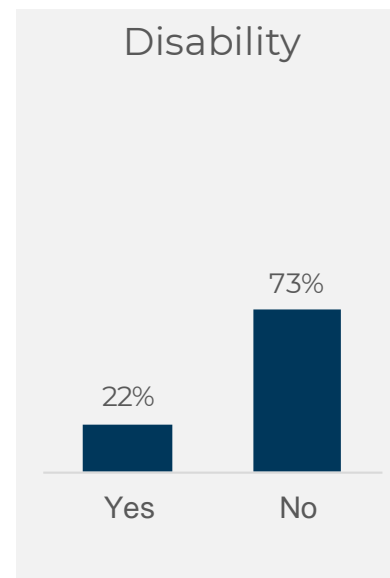
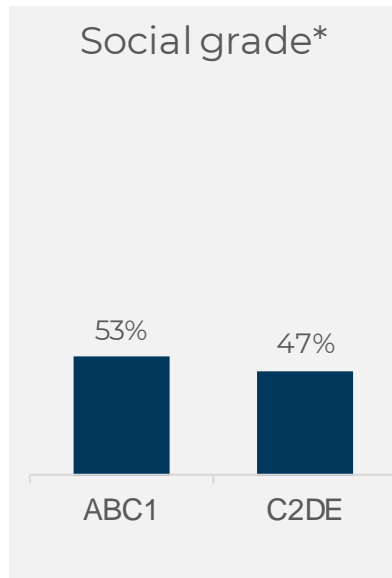
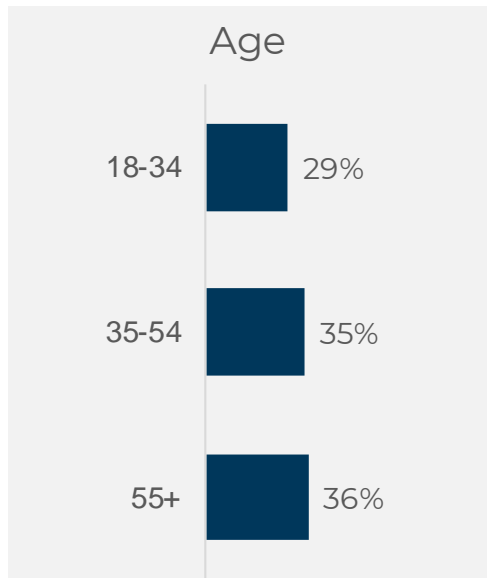
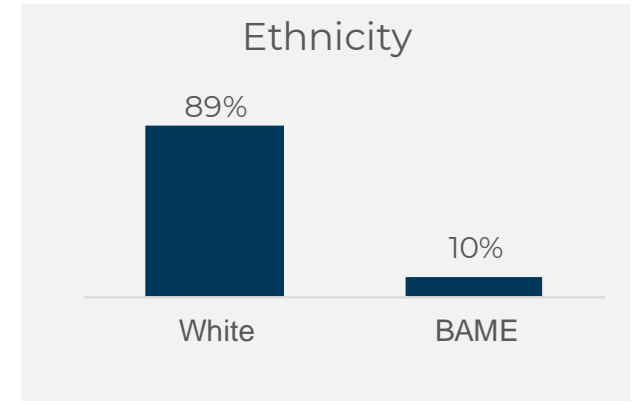
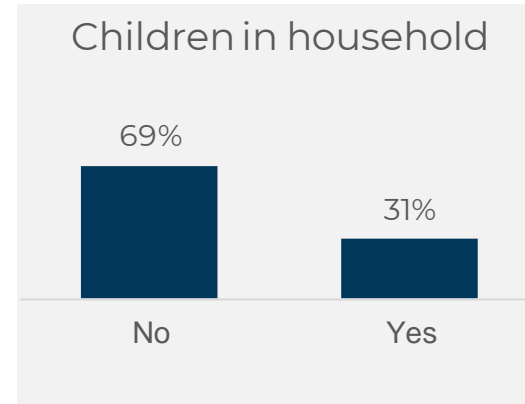
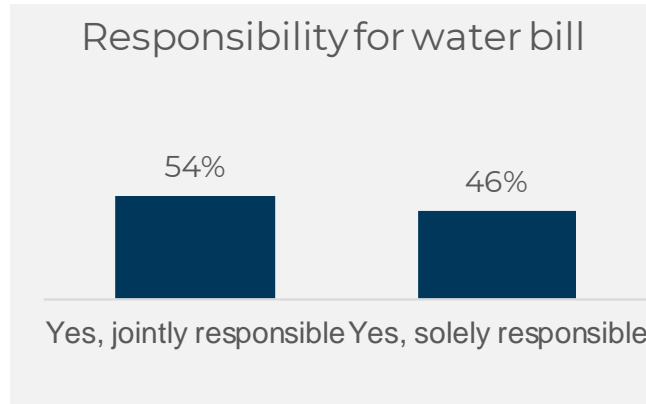
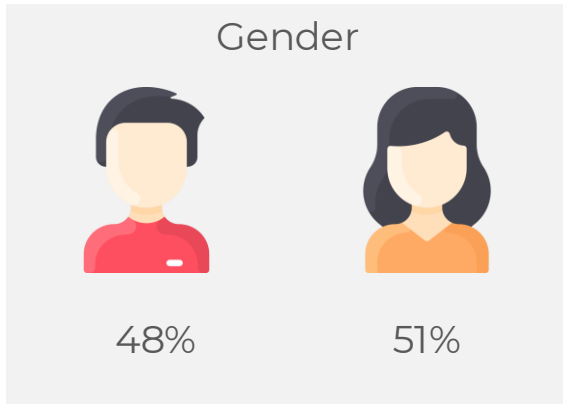


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Respondent profile



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Detailed findings



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All names make it clear that the scheme offers financial help with water bills of some kind, although understanding of the purpose of the scheme varied across the names

Top 5 guesses of scheme purpose based on name "A scheme ..."



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↑ Statistically higher than the total ★ Statistically higher than the other names
↓ Statistically lower than the total ☆ Statistically lower than the other names



'Water Bill Assistance' (WBA)

- Offering help with paying water bills **42%** ★↑
- Offering help with water bills for those struggling financially **38%** ★↑
- Offering help with water bills for those on a low income **8%**
- Offering a discount on water bills **3%**
- Offering a discount on water bills for those claiming benefits **3%**



'Water Bill Support' (WBS)

- Offering help with water bills for those struggling financially **39%** ★↑
- Offering help with paying water bills **36%** ★↑
- Offering help with water bills for those on a low income **11%**
- Rewarding saving water **3%** ↓
- Offering a discount on water bills **2%**



'Water Bill Discount' (WBD)

- Offering a discount on water bills **61%** ★↑
- Offering a discount on water bills for those who qualify **9%** ★↑
- Offering help with paying water bills **6%**
- Rewarding saving water **5%**
- Offering a discount on water bills for those on a low income **4%**



'Affordable Water Discount' (AWD)

- Offering a discount on water bills **40%** ↑
- Offering help with water bills for those struggling financially **17%**
- Offering a discount on water bills for those on a low income **12%** ★↑
- Rewarding saving water **7%**
- Offering a discount on water bills for those claiming benefits **5%** ↑



'Water Discount' (WD)

- Offering a discount on water bills **63%** ★↑
- Rewarding saving water **16%** ★↑
- Offering a discount on water bills for those on a low income **7%**
- Offering a discount on water bills for those who qualify **5%**
- Providing water meters to help with usage **4%** ↑

Water Bill Assistance and Water Bill Support are seen as the best fitting names for the scheme

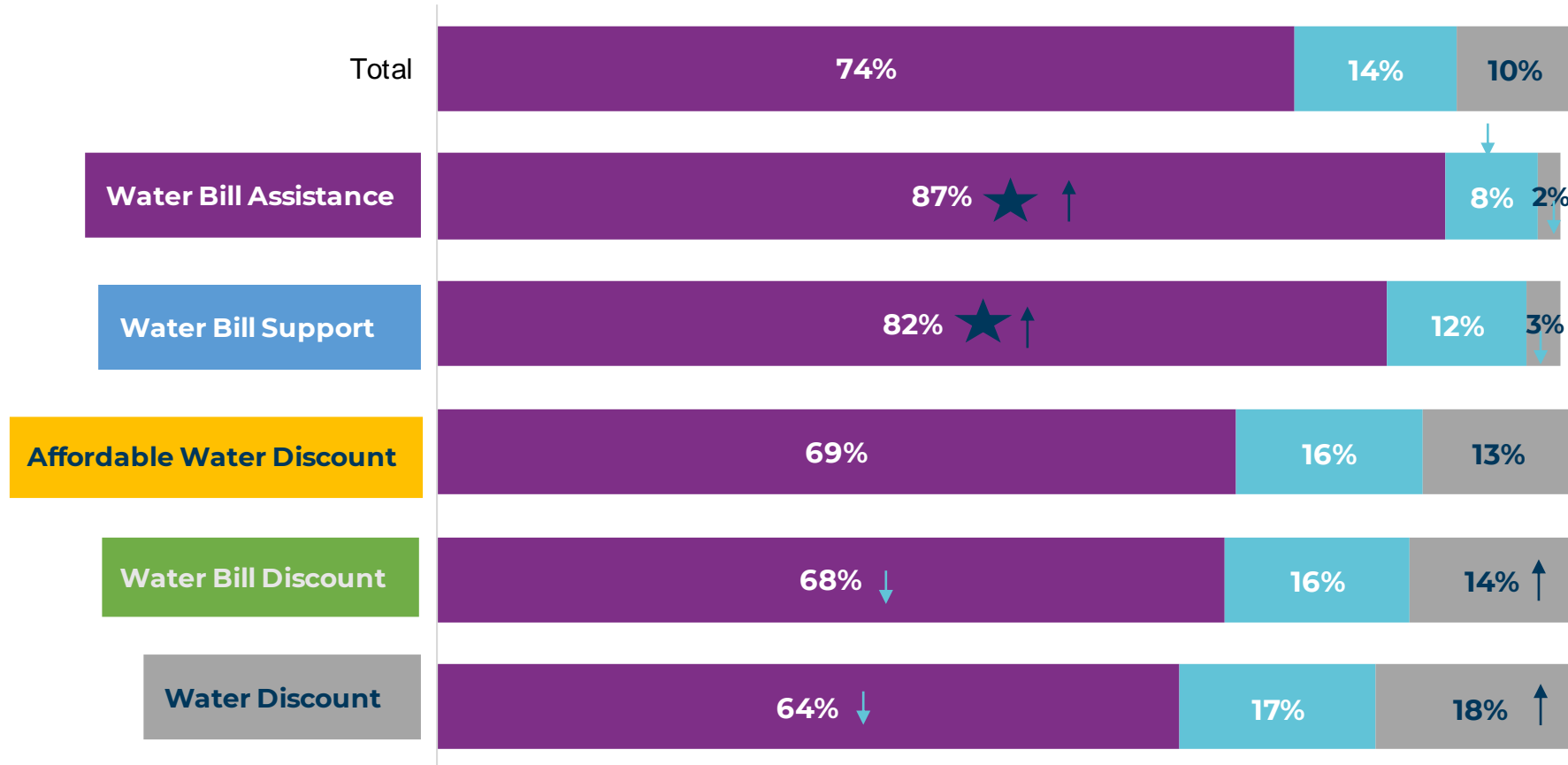
Net: Good and Net: Poor fit %'s of each name



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★ Statistically higher than the other names
☆ Statistically lower than the other names
↑ Statistically higher than the total
↓ Statistically lower than the total

■ Good fit ■ Neutral ■ Poor fit



Top groups of support per name

- WBA: No significant demographic difference
- WBS: 65+ (91%)
- AWD: Renters (80%)
- WBD: 18-34 (82%); Urban (71%); Renters (77%)
- WD: Women (70%); 18-34 (75%); Renters (74%)

Q.3 This name is for a scheme that would offer reduced water charges to low-income households who would otherwise struggle to pay their bill. To what extent do you believe is a good fit for this scheme? 15
Base: All respondents (2,000); Affordable Water Discount (399); Water Discount (404); Water Bill Discount (399); Water Bill Support (404); Water Bill Assistance (394)

On average across statements, Water Bill Assistance is the most popular name followed by Water Bill Support. However, Water Bill Discount is more likely to gauge interest to find out more

Net: Agree for each statement and name ranked



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↑ Statistically higher than the total
↓ Statistically lower than the total

★ Statistically higher than the other names
★ Statistically lower than the other names

Highest per row

	Water Bill Assistance	Water Bill Support	Water Bill Discount	Affordable Water Discount	Water Discount
Most appropriate	1 st 85% ★↑	2 nd 81% ★↑	3 rd 70%	4 th 66% ↓	4 th 66% ↓
Clearest	1 st 81% ★↑	2 nd 80% ★↑	3 rd 63% ↓	3 rd 63% ↓	4 th 57% ↓
Most credible	1 st 76% ★↑	2 nd 72% ★↑	3 rd 60%	4 th 57% ↓	5 th 54% ↓
Makes me want to find out more the most	2 nd 59%	3 rd 57%	1 st 71% ★↑	4 th 56%	4 th 56%
Most attention-catching	2 nd 64%	4 th 57%	1 st 70% ★↑	4 th 57%	3 rd 59%
Most memorable	1 st 64%	2 nd 63%	3 rd 61%	4 th 57%	5 th 54% ↓
Most trustworthy	1 st 63% ★↑	2 nd 59% ★↑	3 rd 50%	4 th 49%	5 th 42% ↓
Most interesting	2 nd 56%	3 rd 51%	1 st 62% ↑	2 nd 56%	4 th 50%
Most appealing	3 rd 57%	2 nd 58%	1 st 61% ↑	4 th 52%	5 th 49% ↓
Most relevant	3 rd 40%	2 nd 41%	1 st 43%	4 th 39%	5 th 37%
	Mean: 64%	Mean: 62%	Mean: 61%	Mean: 55%	Mean: 53%

Who is most likely to support top 2 names of Water Bill Assistance and Water Bill Support and why

Net: Agree for each statement that is significantly higher within the demographic subgroup



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Water Bill Assistance



Renters are more likely to find the name **relevant**, and **appealing**



Those living in urban **areas** are the most likely to find the names **trustworthy**



35–44-year olds* are more likely to find the name **relevant**



Those with sole responsibility for **water bills** are the most likely to find the name **relevant**, **appropriate**, and to want to find out more



Those in the DE social **grade*** are the most likely to find the name **relevant**, **appealing**, and to want to find out more

Water Bill Support



Renters are more likely to find the name **relevant**, and to want to find out more



Those living in urban **areas** are the most likely to find the names **trustworthy**



18–34 year olds* are more likely to find the name **clear**
25–34-year olds* are more likely to find the name **relevant**, **appealing**, and **trustworthy**
35–44-year olds* are more likely to find the name **memorable**



Residents of London* are the most likely to find the name **appealing**, **memorable**, and **credible**



Those in the DE social **grade*** are the most likely to find the name **relevant**, and **interesting**, and to want to find out more
Those in the C2DE social **grade** are the most likely to find the name **appealing**, **attention-catching**

*Social grade is a demographic classification based on the occupation of a household's chief income earner. See slide 12 for a full description

Q.4 Thinking specifically about the name that you have just seen, to what extent do you agree or disagree with the following statements?

Base: All respondents (2,000); Water Bill Assistance (394); Water Bill Support (404) 17

* Caution of low base

Water Bill Assistance has the strongest positive word associations, with Water Bill Support closely following

% of respondents who selected each adjective per name ranked



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	Water Bill Assistance	Water Bill Support	Water Bill Discount	Affordable Water Discount	Water Discount
Positive					
Simple	1 st 73% ★↑	2 nd 72%↑	3 rd 64%	5 th 54% ↓	4 th 59%
Clear	2 nd 60% ★↑	1 st 61% ★↑	5 th 42% ↓	3 rd 46%	4 th 44% ↓
Informative	1 st 55% ★↑	2 nd 51% ★↑	4 th 35% ↓	3 rd 38%	5 th 27% ↓
Memorable	2 nd 26%	3 rd 25%	1 st 29%	5 th 21%	4 th 24%
Interesting	3 rd 20%	3 rd 20%	1 st 26%	2 nd 25%	2 nd 25%
Eye-catching	2 nd 13%	3 rd 12%	1 st 21% ★↑	3 rd 12%	4 th 11%

Negative

Complicated	5 th 1% ↓	3 rd 3%	4 th 2% ↓	1 st 13% ★↑	2 nd 4%
Misleading	4 th 3% ↓	5 th 2% ↓	2 nd 13%	3 rd 11%	1 st 21% ★↑
Confusing	5 th 4% ↓	4 th 5% ↓	3 rd 12%	1 st 18%↑	2 nd 16%↑
Ambiguous	5 th 5%	4 th 8%	2 nd 20%↑	3 rd 18%	1 st 21%↑
Forgettable	3 rd 6%	2 nd 9%	2 nd 9%	2 nd 9%	1 st 12%

Highest per row

↑ Statistically higher than the total
↓ Statistically lower than the total

★ Statistically higher than the other names

☆ Statistically lower than the other names

* Respondents were asked to select 3 words to best describe each name from a list containing both positive and negative words. The mean word score was derived by subtracting the average of negative words from the average of the positive words

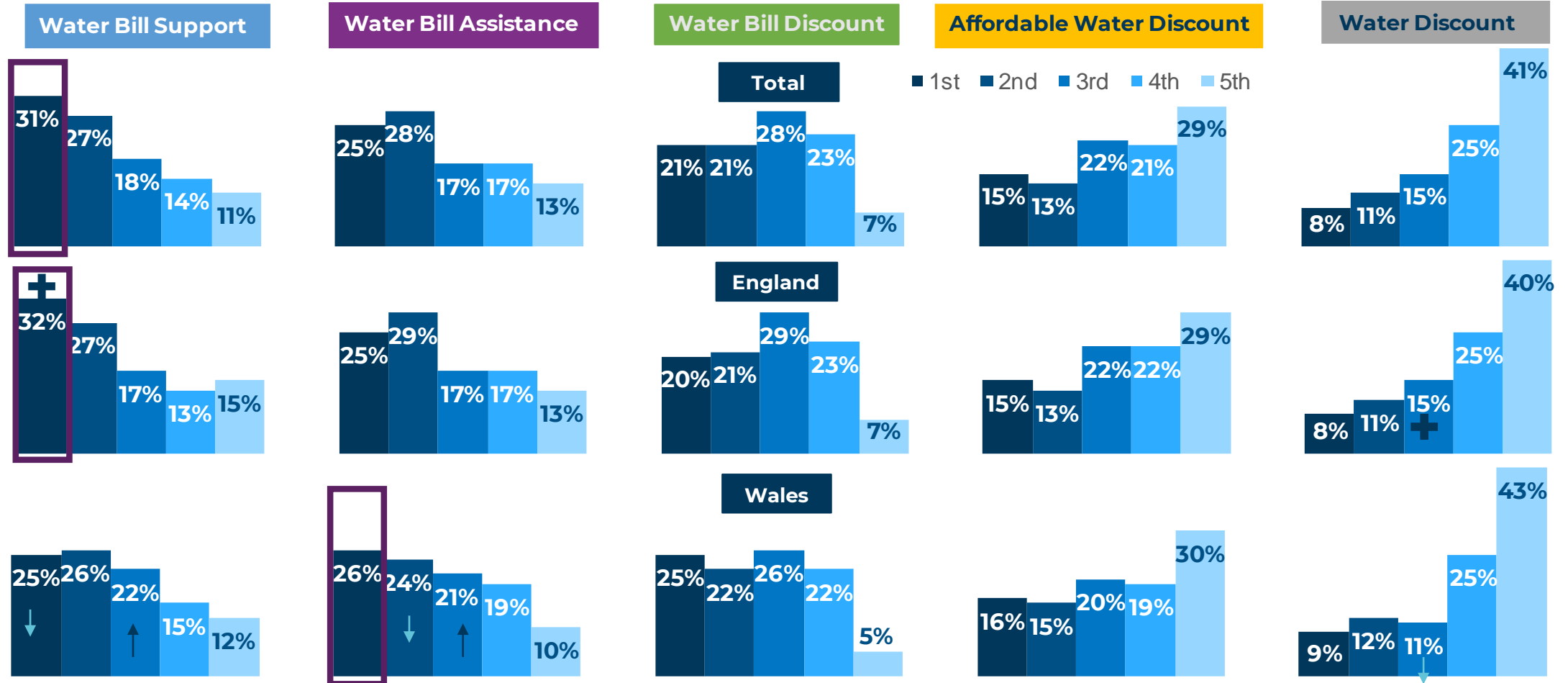
Word scores*					
	WBA	WBS	WBD	AWD	WD
Mean NET: +	41%	40%	36%	33%	32%
Mean NET: -	4%	5%	11%	14%	15%
Mean word score:	37%	35%	25%	19%	17%

Water Bill Support is the most popular name when asked to rank all of the names based on how well they describe the scheme; slight variations in name preference between England and Wales



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% of respondents per ranking of each name



Denotes the top name ranked 1st

+ Statistically higher than all other categories within the subgroup
- Statistically lower than all other categories within the subgroup
↑ Statistically higher than the total
↓ Statistically lower than the total

Clarity around support is the key factor influencing popularity

Top 5 reasons for liking a particular name - in order of preference (ranked 1st)



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↑ Statistically higher than the total
↓ Statistically lower than the total
★ Statistically higher than the other names
☆ Statistically lower than the other names

1st 'Water Bill Support' (Most liked)

It is clear **34%** ↓
It is supportive **32%** ★↑
It is descriptive **29%**
It covers eligibility **18%** ★↑
It is simple **13%**

"It gives a better insight into that this is a scheme for those who are struggling, as they would need support"

"It emphasises that this is about targeted support rather than just a random discount"

2nd 'Water Bill Assistance'

It is clear **42%**
It is supportive **33%**
It is descriptive **27%**
It covers eligibility **14%**
The wording is good **8%**

"I think it's a clear and simple name that showcases that they are happy to 'assist' those people who are struggling, and it's also evident that it's to do with the water bill"

"It sounds better than support or assistance as it makes the low-income earners see it more as a discount rather than having to keep getting support to help them get by"

3rd 'Water Bill Discount'

It is clear **49%** ↑
It is descriptive **35%** ↑
It is simple **15%**
It is direct **15%** ★↑
The wording is good **8%**

"It is more clear as to what it offers and why. Makes it more clear the purpose is to make water bills more affordable and therefore suggests it is for people on low incomes"

4th 'Affordable Water Discount'

It is clear **38%**
It is descriptive **30%** ↓
It is supportive **13%** ↓
It covers eligibility **12%**
It is simple **10%**

"Short and snappy and gets the idea across"

5th 'Water Discount' (Least liked)

It is clear **39%**
It is simple **36%** ★↑
It is descriptive **19%** ↓
It is direct **16%** ★↑
It is short **12%** ★↑

Confusion and lack of information are the main reasons why names were disliked

Top 5 reasons for disliking a particular name - in order of preference (ranked 5th)



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↑ Statistically higher than the total
↓ Statistically lower than the total
★ Statistically higher than the other names
☆ Statistically lower than the other names

'Water Discount' (Most disliked)

- It is not clear **18%** ↑
- It does not give sufficient information **16%** ★ ↑
- It is ambiguous **14%** ★ ↑
- It implies the scheme is available to everyone **12%** ★ ↑
- It does not make clear who the scheme is for **5%** ↑

"Affordable and discount make it confusing. Are you getting affordable water and a discount?"

'Affordable Water Discount'

- It is confusing **20%** ★ ↑
- It is too long winded **13%** ↑
- It is not clear **12%** ↑
- I do not like it **10%**
- It is ambiguous **6%**

"Could apply to anyone, not really clear what the purpose is. Could be like companies selling things dear then putting them "50% off"

'Water Bill Assistance'

- It is not clear **13%**
- It does not sound like it is offering financial assistance **11%**
- It is too long winded **11%**
- I do not like it **8%**
- I preferred the other examples **6%**

"This doesn't mean a cheaper bill to me I'd think it could mean help with understanding your bill"

"I think that the word support could mean a number of things"

'Water Bill Support'

- It is not clear **12%**
- It does not give sufficient information **7%**
- It is ambiguous **7%**
- I prefer the other examples **7%**
- It does not sound like it is offering financial assistance **7%**

"This sounds like it's a promotion which would make me think it's for everyone and for a limited time"

'Water Bill Discount' (Least disliked)

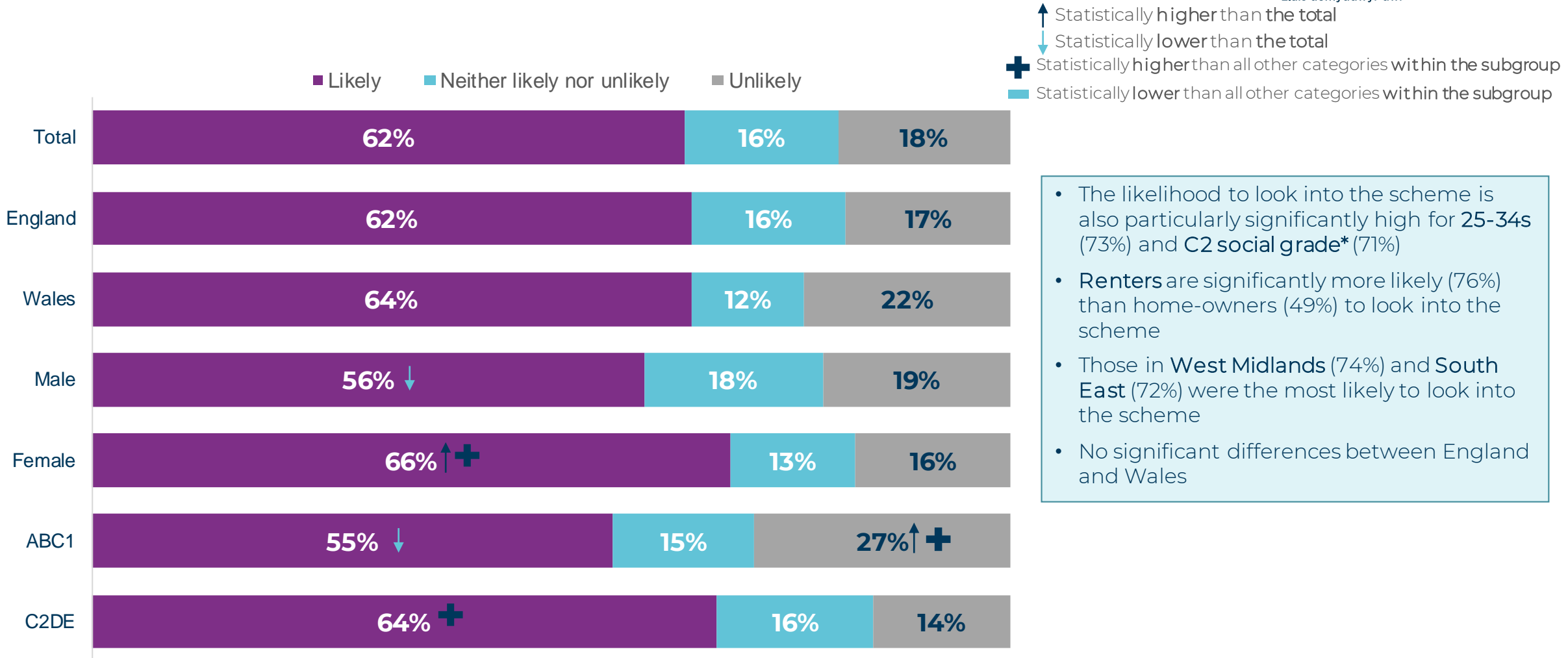
- It implies the scheme is available to everyone **10%** ★ ↑
- It is too long winded **8%**
- It implies the scheme is exclusive **6%**
- It is misleading **5%** ↓
- It is not clear **5%** ↓

Interest in a scheme higher amongst women and those in the C2DE social grade; England and Wales are not significantly different



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Likelihood (NET) of looking into such a scheme amongst low income respondents



- The likelihood to look into the scheme is also particularly significantly high for 25-34s (73%) and C2 social grade* (71%)
- Renters are significantly more likely (76%) than home-owners (49%) to look into the scheme
- Those in West Midlands (74%) and South East (72%) were the most likely to look into the scheme
- No significant differences between England and Wales

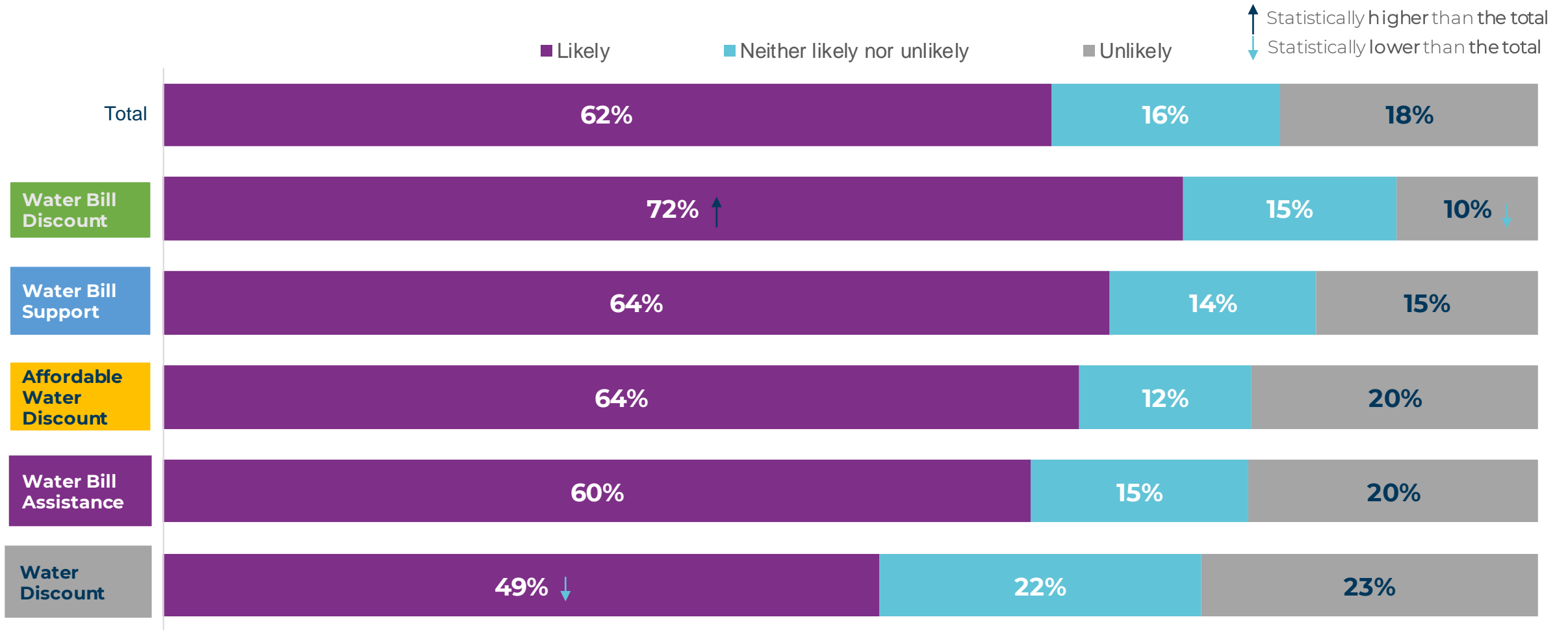
*Social grade is a demographic classification based on the occupation of a household's chief income earner. See slide 14 for a full description

Q.9 How likely, if at all, are you to look into such a scheme when it becomes available? 22

Base: All low-income respondents (818); Male (373); Female (441); England (663); Wales (155); ABC1 (257); C2DE (561)

Those on a low income are most likely to look into a scheme named 'Water Bill Discount'

Likelihood (NET) of looking into the scheme amongst low-income respondents by name shown

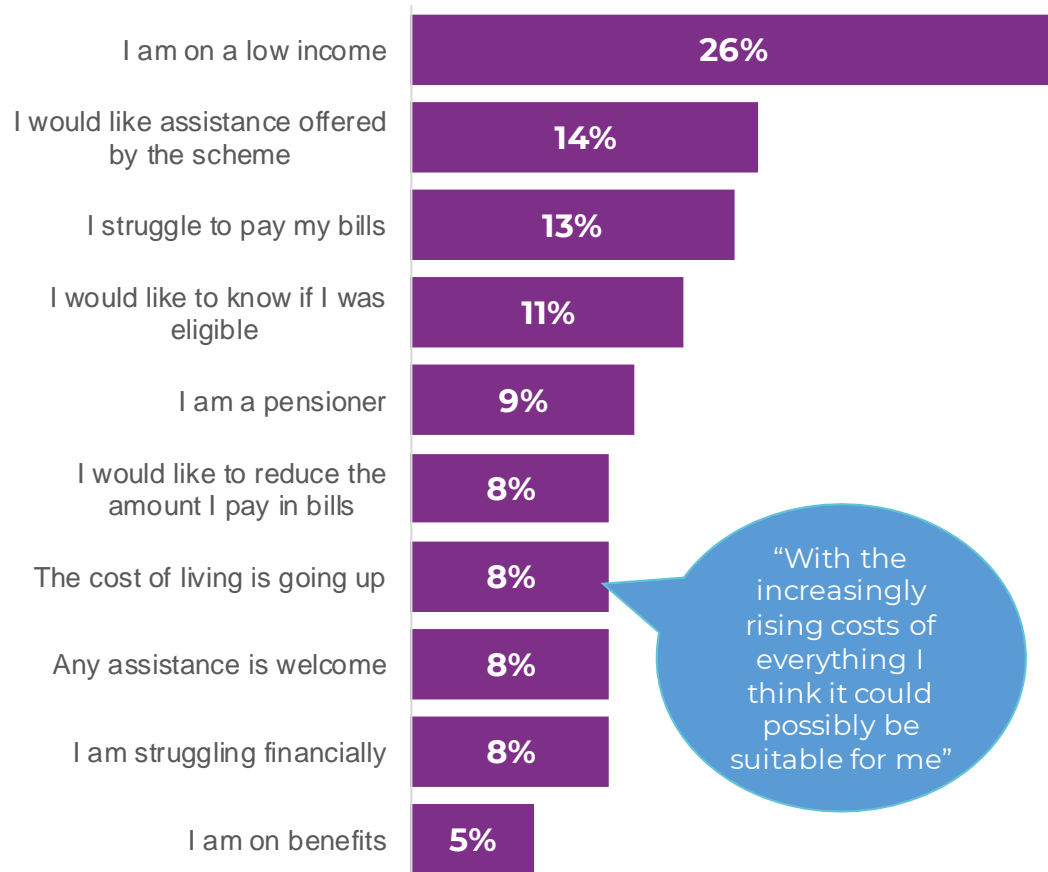


Respondents are receptive to receiving assistance with their water bills and they would look online for details

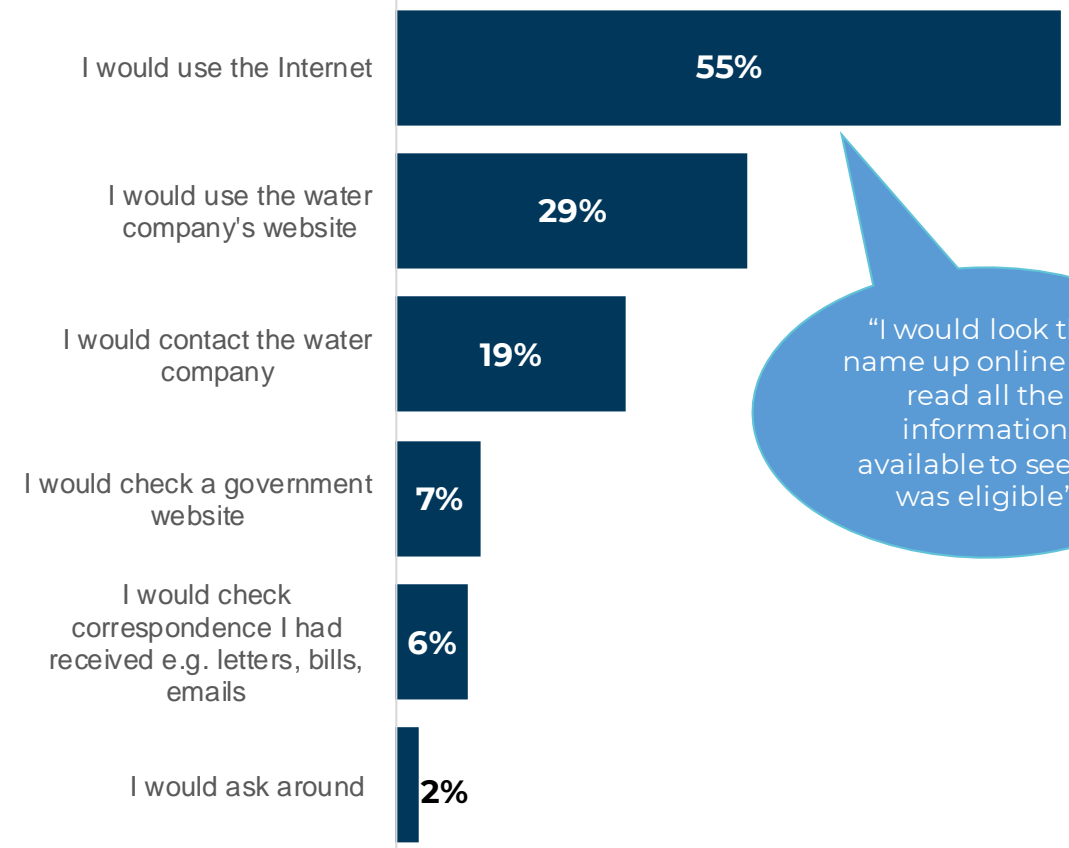


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Top reasons why people would be likely to look into the scheme and where they would look



"With the increasingly rising costs of everything I think it could possibly be suitable for me"



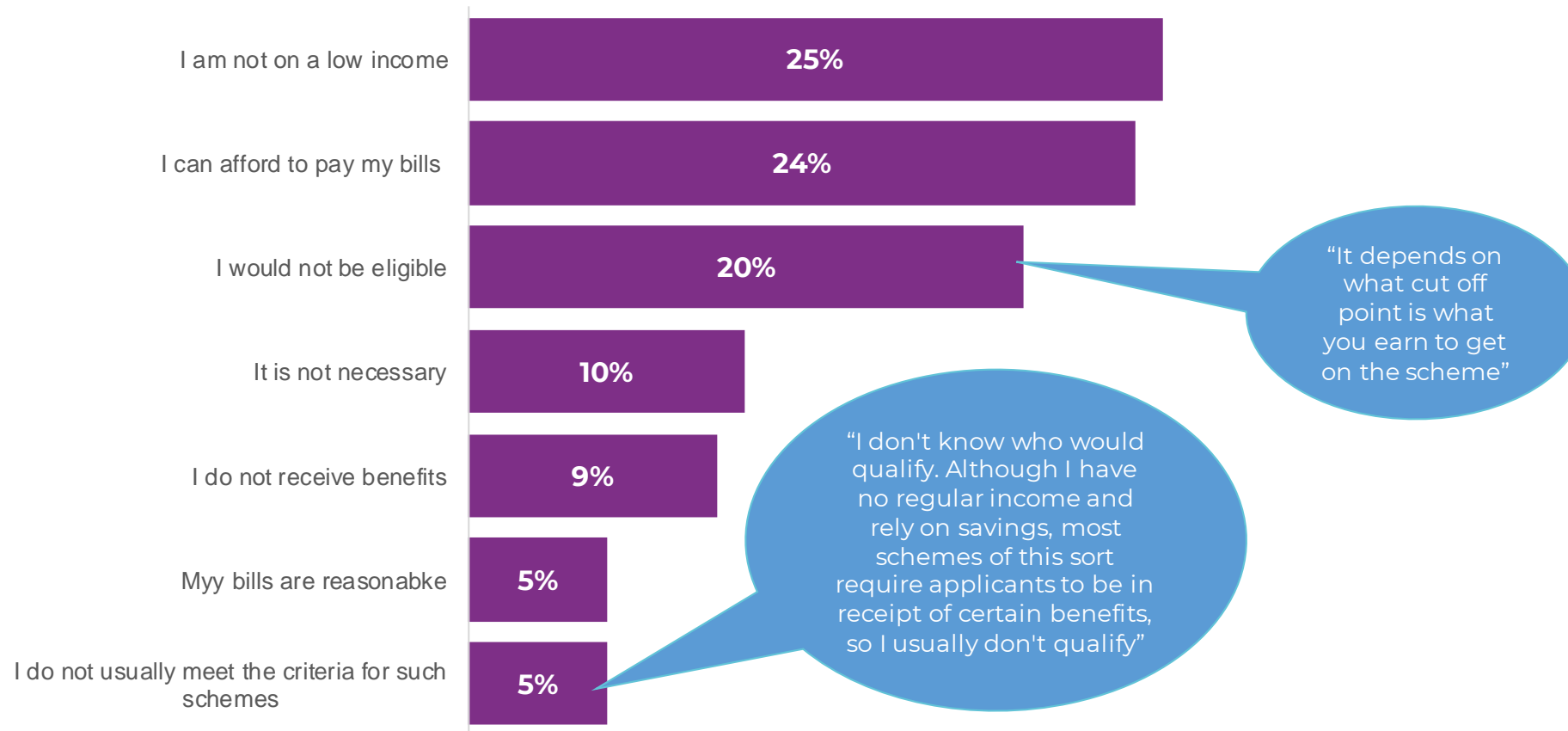
"I would look the name up online and read all the information available to see if I was eligible"

More clarity about eligibility would increase likelihood of looking into such a scheme

Top reasons why people would be unlikely to look into the scheme



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Most popular name



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Water Bill Assistance and Water Bill Support lead as the most popular names across a number of key metrics



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Top names summary

'Water Bill Assistance'

Top guess: Offering help with paying water bills **42%**

Good fit: **82%**

Mean statement score*: **64%**

Mean word score**: **37%**

- Most simple (**73%**) and informative (**55%**)
- Least complicated (**1%**), confusing (**4%**) and ambiguous (**5%**)

Second highest number 1 ranking in how well the name best

'Water Bill Support'

Top guess: Offering help with water bills for those struggling financially: **39%**

Good fit: **82%**

Mean statement score*: **62%**

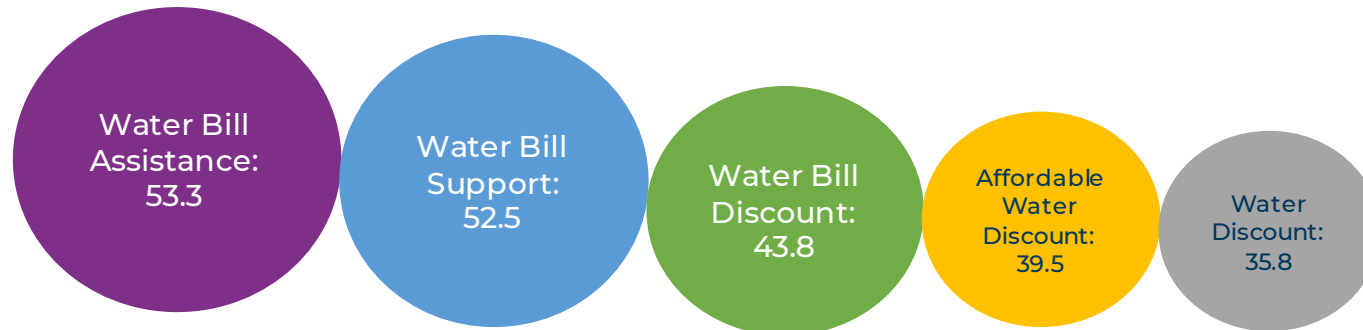
Mean word score**: **35%**

- Most clear: **61%**
- Least misleading: **2%**

Highest number 1 ranking in how well the name best describes the scheme: **31%**

Metric score per name

The metric is an indicative measure to provide direction on the most popular names



The metric was worked out by working out the net good fit (GF), mean statement score*, mean word score**, and the first rank percentage divided by the number of variables

$$\text{Metric} = \frac{GF\% + \text{StatementScore} + \text{Wordscore} + \text{1st rank}}{4}$$

*Respondents were asked to rate the following statements on 5-point agreement scale for each name: Is relevant to me, is appealing to me, is memorable, catches my attention, makes me want to find out more, is clear, is credible, is interesting, is trustworthy, the name is appropriate. The mean statement score is the average of the sum of these statements

** Respondents were asked to select 3 words to best describe each name from a list containing both positive and negative words. The mean word score was derived by subtracting the average of negative words from the average of the positive words.

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