Background, Objectives & Approach
East Gippsland Water (EGW) serves an area of 21,000 square kilometres in the far south east of Victoria, servicing around 25,000 customers.

All Victorian water corporations are required to submit an ESC Pricing Submission as part of their Statement of Obligations. East Gippsland Water is developing the next water plan, to take effect from July 2018. Customer engagement is critical for EGW’s long term planning to understand customer preferences and priorities that provide good value. To assist with its engagement strategy, East Gippsland Water asked Redhanded to undertake a quantitative survey to...

...Determine and strengthen customer responses to themes and feedback identified from earlier qualitative and quantitative engagement including preparedness to trade-off service levels for savings and willingness to pay. Identify where services can be added or improved to give better customer value.
Objectives

Overall Objective:
Determine and strengthen customer responses to themes and feedback identified from earlier qualitative and quantitative engagement including preparedness to trade-off service levels for savings and willingness to pay. Identify where services can be added or improved to give better customer value.

Four Specific Areas to Address:
• Customer Financial Assistance (Hardship)
• Service Levels
• Environmental Sustainability
• Liveability

Detail on these follows:
1. Service Levels

Focus on:
• Increase efficiencies or service improvements by restructuring account/billing arrangements.
• Reduce bill delivery costs and pass this saving onto customers.
• Increase efficiencies by providing online access for customer account/billing information.
• Improve ways customers are notified planned and unplanned service interruptions.
• Reduce demand for water by providing rebates for water efficient products.

2. Customer Financial Assistance - Hardship

Focus on:
• Increase the benefit for financial assistance to customers in need.
• Reduce the amount of bad debt and write offs.
3. Environmental Sustainability

Focus on:

• East Gippsland Water will be an environmental leader by investing in planting trees in the region.
• Increase products and incentives for customers that support reduced demand for water.
• Reducing greenhouse gasses, CO₂ emissions.

4. Liveability

Focus on:

• Increase liveability in our region by installing water fountains throughout the region, subject to community demand.
• Increase liveability in our region by protecting recreational areas.
• Increase liveability in our region by providing a rebate on the service charge for community groups.
Approach

Data was obtained using an online survey facilitated by:

1. Interviews at local community events including markets, school activities, town shows and community functions
2. Invitations to participate sent out via email
3. Door to door interviews in selected towns
4. Invitations to participate circulated through community groups
5. Invitations included in messaging inserts sent with customer bills
6. Neighbourhood houses were provided survey marketing material and advertising to inform customers about the survey and guidance to complete the survey online or in hard copy
7. EGW Staff, board, and customer committee were actively utilised to become survey ambassadors to encourage individual network of contacts to complete the survey
8. Customer calls to the office were informed about the survey and encouraged to participate
9. Customers that personally presented at the service desk where encouraged to complete the survey online or in hard copy
10. Major employers, Patties, Bairnsdale Regional Health Service and East Gippsland Shire were sent a link to pass on and a message encouraging all their staff to complete the survey
11. East Gippsland shared services group consisting of East Gippsland Catchment Management Authority, DELWP, East Gippsland Shire, Gippsland Ports, Parks Victoria were sent a link to pass onto their staff
12. Invitations to participate in the survey through Facebook and Twitter.

Sample Size: 457 Responses are reported.
Demographic Questions

Participants were asked a range of demographic questions. This enabled the results to be analysed by these to determine whether differences in results existed by variables such as age, gender, household size and so forth. Throughout the report results are shown by total sample and by these demographics.
Representativeness of Sample: Overall, the sample obtained for this research matches well with the demographic profile of East Gippsland residents. That is, the age profile and home ownership status obtained was very similar to the general population. The sample is however, skewed towards females compared with the general population (This survey 67% female versus 49% female in the general population.)
## Research Sample

Total sample; base n = 457. Note ATSI Q Base, n=348

<table>
<thead>
<tr>
<th>Household Status</th>
<th>Total Sample</th>
<th>Aboriginal &amp; Torres Straight Islander</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single - Kids at home</td>
<td>5%</td>
<td>77%</td>
</tr>
<tr>
<td>Single - no kids at home</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Married / defacto - Kids at home</td>
<td>39%</td>
<td>3%</td>
</tr>
<tr>
<td>Married / defacto - Kids left home</td>
<td>32%</td>
<td>8%</td>
</tr>
<tr>
<td>Other (share house etc.)</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Live comfortably</td>
<td>35%</td>
<td>3%</td>
</tr>
<tr>
<td>Live simply</td>
<td>42%</td>
<td>3%</td>
</tr>
<tr>
<td>Struggle</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Yes</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>No</td>
<td>20%</td>
<td>2%</td>
</tr>
<tr>
<td>No answer</td>
<td>77%</td>
<td>77%</td>
</tr>
</tbody>
</table>

Around 19% of the sample was single while 71% were in a relationship. Over three quarters (77%) lived simply or comfortably. Three percent of the sample identified as an Aboriginal or Torres Straight Islander (which matched with ABS incidence).
Main Findings
Q4 Customer Financial Assistance (Hardship)

East Gippsland Water will continue to assist customers experiencing genuine financial hardship. They will do this by increasing the benefits for customers experiencing financial hardship and in turn reduce the amount of bad debt in the community.

Which of the following would be your preferred option?

- **Choice 1**: We will continue with our current financial assistance program to customers in genuine financial need - capped up to $500 per annum. = *No change to your bill*
- **Choice 2**: We will increase the value of assistance available to customers in genuine financial need to a greater level - capped up to $750 per annum. = *Additional $1.10 on your bill per year*
- **Choice 3**: We will increase the value of assistance available to customers in genuine financial need to a maximum level - capped at $1,000 per annum. = *Additional $2.20 on your bill per year*

Hardship Support

- 65%
- 20%
- 15%

Total sample; base n = 456; 1 missing

Hardship support by Age

- 18-34 years: 17% (Choice 1), 11% (Choice 2), 17% (Choice 3)
- 35-54 years: 67% (Choice 1), 70% (Choice 2), 59% (Choice 3)
- 55+ years: 15% (Choice 1), 19% (Choice 2), 23% (Choice 3)

Total sample; base n = 452; 5 missing

35% of respondents were happy to pay more but 65% of respondents did not want to pay extra (Choice 1)

Strong support for current arrangements across all age groups
Q4 Customer Financial Assistance (Hardship)

Hardship Support by Gender

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue with current financial assistance</td>
<td>72%</td>
<td>61%</td>
</tr>
<tr>
<td>Increase the value of assistance up to $750 (+$1.10)</td>
<td>13%</td>
<td>24%</td>
</tr>
<tr>
<td>Increase the value of assistance up to $1,000 (+$2.20)</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Total sample; base n = 454; 3 missing
Q4 Customer Financial Assistance (Hardship)

Hardship Support by Home Ownership

<table>
<thead>
<tr>
<th>Home Owner</th>
<th>Renter</th>
<th>Prefer not to say</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>57%</td>
<td>70%</td>
</tr>
<tr>
<td>21%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>13%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

Total sample; base n = 454; 3 missing

Increase the value of assistance up to $1,000 (+$2.20) CHOICE 3
Increase the value of assistance up to $750 (+$1.10) CHOICE 2
Continue with current financial assistance CHOICE 1

Hardship Support by Household Earnings

<table>
<thead>
<tr>
<th>Live comfortably</th>
<th>Live simply</th>
<th>Struggle</th>
<th>Prefer not to say</th>
</tr>
</thead>
<tbody>
<tr>
<td>66%</td>
<td>65%</td>
<td>61%</td>
<td>70%</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>15%</td>
<td>14%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>15%</td>
<td>14%</td>
<td>22%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Total sample; base n = 452; 5 missing
Q5 Customer Financial Assistance (Hardship)

Q5: In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s commitment to increasing financial help to customers in genuine need.

Overall, 110 (24%) responses to this question, typically, falling into three clear categories:

1. **Only support those in “Genuine Need”**
   - “I believe those with genuine hardship do need some assistance.”
   - “More organisation need to consider the financial hardship some people experience. Communities supporting families and the financially disadvantaged is encouraging but who determines the hardship?”

2. **EGW should leave welfare to existing organisations**
   - “Focus on keeping up the great water and sewerage services and leave the welfare support to the government. Otherwise you just become another hidden taxation arm of government.”
   - “No financial assistance, people have to pay their way in life.”

3. **Happy with the way it is**
   - “What you already offer is good.”
   - “Financial aid offered already is very generous.”
   - “Very helpful in supporting customers in financial need.”
Q6 Service Levels

East Gippsland Water is committed to increasing efficiency. They will do this by restructuring their account/billing arrangements to increase efficiency to you, their customers.

Which of the following would be your preferred option?

Please select one option.

Choice 1
- We will only send a final notice to customers who have not paid their account by the due date, rather than a reminder and a final notice. = Saving of $0.50 cents on your bill per year

Choice 2
- We will maintain our current account/bill processes with both a reminder and a final notice being sent. = No change to your bill

Preferred Billing Approach

Customer preference for no change (Choice 2)

Total sample; base n = 455; 2 missing

Preferred Accounting/Billing Practices by Gender

No Bill Reminder sent (-$0.50) CHOICE 1
Maintain Current Process. Reminder and Final Notice sent CHOICE 2

Total sample; base n = 453; 4 missing
Q6 Service Levels

Bill Reminder by Home Ownership

- Home Owner: 46% (No Bill Reminder sent (-$0.50) CHOICE 1), 54% (Maintain Current Process. Reminder and Final Notice sent CHOICE 2)
- Renter: 38% (No Bill Reminder sent (-$0.50) CHOICE 1), 62% (Maintain Current Process. Reminder and Final Notice sent CHOICE 2)
- Prefer not to say: 30% (No Bill Reminder sent (-$0.50) CHOICE 1), 70% (Maintain Current Process. Reminder and Final Notice sent CHOICE 2)

Total sample; base n = 454; 3 missing
Q6 Service Levels

Bill Reminder by Household Earnings

Total sample; base n = 454; 3 missing

- Prefer not to say: 38% No Bill Reminder sent, 62% Maintain Current Process.

No Bill Reminder sent (-$0.50) CHOICE 1
Maintain Current Process. Reminder and Final Notice sent CHOICE 2
Q7 Service Levels

East Gippsland Water is committed to increase efficiency and/or service improvements. They will do this by restructuring their account/billing arrangements to improve their services and increase efficiency to you the customers.

Which of the following would be your preferred option?

Please select one option.

**Choice 1**
If you chose to receive your bill by email (starting 1 July 2018), you will not be charged postage fees - paper bills will still be available.
= Saving of $7.60 on your bill per year

**Choice 2**
Maintain current account/bill processes - bills currently sent via paper or email.
= No change to your bill

**Choice 3**
We will introduce monthly billing with account/bill being sent via email only.
= Additional $21.90 on your bill per year

**Choice 4**
We will introduce monthly billing with account/bill being sent via post.
= Additional $29.50 on your bill per year

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**Bill Delivery Preference**

- Current system via email (-$7.60) CHOICE 1
- Current system via post or email CHOICE 2
- Monthly billing via email (+$21.90) CHOICE 3
- Monthly billing via post (+29.50) CHOICE 4

Total sample; base n = 456; 1 missing

Receiving bill via email most preferred (58%) (Choice 1)
Q7 Service Levels

Bill Delivery by Home Ownership

<table>
<thead>
<tr>
<th>Home Owner</th>
<th>Renter</th>
<th>Prefer not to say</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>58%</td>
<td>43%</td>
</tr>
<tr>
<td>38%</td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>1%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>1%</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Total sample; base n = 454; 3 missing

Preferred Method of Bill Receival by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Current system via email (-$7.60) CHOICE 1</th>
<th>Current system via post or email CHOICE 2</th>
<th>Monthly billing via email (+$21.90) CHOICE 3</th>
<th>Monthly billing via post (+$29.50) CHOICE 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 years</td>
<td>74%</td>
<td>38%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>35-54 years</td>
<td>22%</td>
<td>38%</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>55+ years</td>
<td>22%</td>
<td>38%</td>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Total sample; base n = 344; 4 missing
Q7 Service Levels

Bill Delivery by Gender

Total sample; base n = 454; 3 missing

- Bill delivery via email (-$7.60)
- Current system via post or email
- Monthly billing via email (+$21.90)
- Monthly billing via post (+$29.50)

Male
- Current system via email (-$7.60) CHOICE 1
- Monthly billing via email (+$21.90) CHOICE 3

Female
- Current system via post or email CHOICE 2
- Monthly billing via post (+$29.50) CHOICE 4
Q7 Service Levels

Bill Delivery by Household Earnings

Current system via email most preferred among those who are more financial

Total sample; base n = 452; 5 missing

- Current system via email (-$7.60) CHOICE 1
- Current system via post or email CHOICE 2
- Monthly billing via email (+$21.90) CHOICE 3
- Monthly billing via post (+29.50) CHOICE 4
Q8 Service Levels

East Gippsland Water will improve the ways they communicate with you. To do this they will increase their online customer access to your account/bill information, which will reduce costs in the longer term.

Which of the following would be your preferred option?
Please select one option.

Choice 1
- Maintain current procedure where forms for changes to account details and general information enquiries are completed online and emailed to staff for action.
- No change to your bill

Choice 2
- A customer service portal to be available via our website which will provide details for customer billing, change of ownership information, change of tenancy details including payment arrangements, extensions and concession registration. The portal will also include the development of an app to allow for direct communication with customers.
- Additional $2.80 on your bill per year

Online Account Access as Percentage of Total

Total sample; base n = 456; 1 missing

Online Account Access by Age

- 68% of 18-34 years
- 83% of 35-54 years
- 85% of 55+ years

Total sample; base n = 454; 3 missing

- Majority support current procedure (Choice 1)

- Majority of over 35’s want current system retained

Maintain current procedure CHOICE 1
Customer service portal (+$2.80) CHOICE 2
Q8 Service Levels

Online Account Access by Gender

- Male: 82% (18% missing)
- Female: 80% (20% missing)

Total sample; base n = 454; 3 missing

Online Account Access by Home Ownership

- Home Owner: 81% (19% missing)
- Renter: 78% (22% missing)
- Prefer not to say: 87% (13% missing)

Total sample; base n = 454; 3 missing

- Maintain current procedure CHOICE 1
- Customer service portal (+$2.80) CHOICE 2
Q8 Service Levels

Online Account Access by Household Earnings

- Live comfortably: 81% (19% missed)
- Live simply: 78% (22% missed)
- Struggle: 84% (16% missed)
- Prefer not to say: 89% (11% missed)

Total sample; base n = 454; 3 missing

- Maintain current procedure CHOICE 1
- Customer service portal (+$2.80) CHOICE 2
Q9 Service Levels

East Gippsland Water will improve the ways they notify you of planned and unplanned service interruptions to both the sewer and water network.

Which of the following would be your preferred option?

Choice 1
- Notification in writing (via mail). For planned water or wastewater works we will notify affected customers at least 2 business days in advance. We will also publish planned and unplanned outages on our social media channels and the East Gippsland Water website. = No change to your bill

Choice 2
- Plus SMS/Text message sent to the mobile phone number registered against the property for planned and unplanned water and sewer works. = Additional $0.70 on your bill per year

Less interest in SMS notification for those over 35

Service Interruptions Notification

Majority support no change to bill (Choice 1)

Service Interruptions Notification by Age

Total sample; base n = 455; 2 missing

- In writing CHOICE 1
- In writing plus SMS (+$0.70) CHOICE 2
Q9 Service Levels

Service Interruptions Notification by Gender

- Male: 73%, 27%
- Female: 68%, 32%

Total sample; base n = 451; 6 missing

Service Interruptions Notifications by Home Ownership

- Home Owner: 29%, 71%
- Renter: 36%, 64%
- Prefer not to say: 33%, 67%

Total sample; base n = 452; 6 missing

Legend:
- Green: In writing CHOICE 1
- Blue: In writing plus SMS (+$0.70) CHOICE 2
Q10 Service Levels

Q10: In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s Service Level commitments.

Overall, 82 responses (14% of survey respondents) to this question, typically, falling into three main categories:

1. **Why should customers pay extra for technology and infrastructure that lowers costs in the future**
   
   “I believe that a customer service portal on the EGW website should be added at no additional cost to customers. It is an expectation that any major company/service provider be consistently progressive and in touch with technology and use environmentally sound ways to manage billing and communications without excessive or unnecessary paper usage.”

   “Planning for the future water needs is paramount and it is pleasing to be a water consumer where there has been appropriate past planning to ensure very few and/or limited water restrictions.”

   “Not everybody has Internet access.”

   “Do not assume that all customers have computers or know how to use one. I don’t.”

2. **EGW should improve efficiency so customers get the lowest charge possible**

   “Reduce staffing possibly to create efficiencies.”

   “Try and make water cheaper for your customers.”

3. **Happy with the way it is**

   “No problems at all. Can’t see anything broken from my end so why try and fix it?”

   “Service levels are excellent.”
East Gippsland Water will commit to being an environmental leader in our local area. They will do this by investing in more native vegetation planting within the region.

Which of the following would be your preferred option?

Please select one option.

**Choice 1**
We will continue to plant small pockets of native vegetation around our water and wastewater treatment plants.

- [ ] No change to your bill

**Choice 2**
We will offer grants to local schools and community groups to support native vegetation plantings and habitat creation throughout the region.

- [ ] Additional $3.80 on your bill per year

**Choice 3**
We will create 50 hectares of habitat and plant 1,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 140 tonnes of greenhouse gases for every 1,000 trees we plant. Planning and on-ground works will be undertaken in partnership with local schools and community groups.

- [ ] Additional $3.70 on your bill per year

**Choice 4**
We will create 100 hectares of habitat and plant 2,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 285 tonnes of greenhouse gases for every 2,000 trees we plant. Planning and on-ground works will be undertaken in partnership with local schools and community groups.

- [ ] Additional $7.30 on your bill per year

**Choice 5**
We will offer grants to local schools and community groups to support native vegetation plantings and habitat creation throughout the region as well as create 100 hectares of habitat and plant 2,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 285 tonnes of greenhouses gases for every 2,000 trees we plant. Planning and on-ground works will be undertaken in partnership with local schools and community groups.

- [ ] Additional $10.90 on your bill per year
Q11 Environmental Sustainability

Vegetation Planting Scheme as Percentage of Total

- 50% willing to pay more for vegetation investment
- 50% of respondents were prepared to pay at least an extra $3.60 more p.a. for grants to plant trees for local groups. (Choices 2, 3, 4, & 5).
- 50% of respondents wanted to pay nothing extra (Choice 1).

- Continued planting of vegetation around water treatment plants CHOICE 1
- Grants offered to local schools and community groups (+$3.60) CHOICE 2
- Creation of 50ha of habitat and planting of 1,000 trees (+$3.70) CHOICE 3
- Creation of 100ha of habitat and planting of 2,000 trees (+$7.30) CHOICE 4
- Grants to local schools & community groups plus the creation of 100ha of habitat & planting of 2,000 trees (+$10.90) CHOICE 5

Total sample; base n = 455; 2 missing
Q11 Environmental Sustainability

18-34 show most support for grants and planting.

Good support across all economic groups for increased vegetation planting and community group involvement.

Vegetation Planting Scheme by Age

Total sample; base n = 452; 5 missing

- Current planting: 56% 18-34 years, 15% 35-54 years, 11% 55+ years
- Grants offered to local groups (+$3.60): 49% 18-34 years, 14% 35-54 years, 10% 55+ years
- Creation of 50ha of habitat and planting of 1,000 trees (+$3.70): 21% 18-34 years, 6% 35-54 years, 7% 55+ years
- Creation of 100ha of habitat + 2,000 trees (+$7.30): 6% 18-34 years, 15% 35-54 years, 29% 55+ years
- Grants offered to local groups + 100ha of habitat + 2,000 trees (+$10.90): 11% 18-34 years, 11% 35-54 years, 15% 55+ years

Vegetation Planting Scheme by Household Earnings

Total sample; base n = 452; 5 missing

- Current planting: 65% Live comfortably, 19% Live simply, 5% Struggle, 3% Prefer not to say
- Grants offered to local groups (+$3.60): 64% Live comfortably, 12% Live simply, 13% Struggle, 7% Prefer not to say
- Creation of 50ha of habitat and planting of 1,000 trees (+$3.70): 49% Live comfortably, 10% Live simply, 18% Struggle, 6% Prefer not to say
- Creation of 100ha of habitat + 2,000 trees (+$7.30): 45% Live comfortably, 15% Live simply, 13% Struggle, 9% Prefer not to say
- Grants offered to local groups + 100ha of habitat + 2,000 trees (+$10.90): 14% Live comfortably, 17% Live simply, 18% Struggle, 14% Prefer not to say

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Vegetation Planting Scheme by Household Earnings

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Q11 Environmental Sustainability

18-34 show most support for grants and planting.

Good support across all economic groups for increased vegetation planting and community group involvement.

Vegetation Planting Scheme by Age

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- Current planting: 56% 18-34 years, 15% 35-54 years, 11% 55+ years
- Grants offered to local groups (+$3.60): 49% 18-34 years, 14% 35-54 years, 10% 55+ years
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Vegetation Planting Scheme by Household Earnings

Total sample; base n = 452; 5 missing

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Q11 Environmental Sustainability

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Good support across all economic groups for increased vegetation planting and community group involvement.

Vegetation Planting Scheme by Age

Total sample; base n = 452; 5 missing

- Current planting: 56% 18-34 years, 15% 35-54 years, 11% 55+ years
- Grants offered to local groups (+$3.60): 49% 18-34 years, 14% 35-54 years, 10% 55+ years
- Creation of 50ha of habitat and planting of 1,000 trees (+$3.70): 21% 18-34 years, 6% 35-54 years, 7% 55+ years
- Creation of 100ha of habitat + 2,000 trees (+$7.30): 6% 18-34 years, 15% 35-54 years, 29% 55+ years
- Grants offered to local groups + 100ha of habitat + 2,000 trees (+$10.90): 11% 18-34 years, 11% 35-54 years, 15% 55+ years

Vegetation Planting Scheme by Household Earnings

Total sample; base n = 452; 5 missing

- Current planting: 65% Live comfortably, 19% Live simply, 5% Struggle, 3% Prefer not to say
- Grants offered to local groups (+$3.60): 64% Live comfortably, 12% Live simply, 13% Struggle, 7% Prefer not to say
- Creation of 50ha of habitat and planting of 1,000 trees (+$3.70): 49% Live comfortably, 10% Live simply, 18% Struggle, 6% Prefer not to say
- Creation of 100ha of habitat + 2,000 trees (+$7.30): 45% Live comfortably, 15% Live simply, 13% Struggle, 9% Prefer not to say
- Grants offered to local groups + 100ha of habitat + 2,000 trees (+$10.90): 14% Live comfortably, 17% Live simply, 18% Struggle, 14% Prefer not to say
Q11 Environmental Sustainability

Similar support from both female and males for grants and creation of habitat.

Vegetation Planting Scheme by Home Ownership

<table>
<thead>
<tr>
<th>Home Owner</th>
<th>Renter</th>
<th>Prefer not to say</th>
</tr>
</thead>
<tbody>
<tr>
<td>57%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>43%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>50%</td>
<td>12%</td>
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<tr>
<td>10%</td>
<td>10%</td>
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</tbody>
</table>

Current planting

Grants offered to local groups (+$3.60)

Creation of 50ha of habitat and planting of 1,000 trees (+$3.70)

Creation of 100ha of habitat + 2,000 trees (+$7.30)

Grants offered to local groups + 100ha of habitat + 2,000 trees (+$10.90)

Vegetation Planting Scheme by Gender

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
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<td>12%</td>
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<td>11%</td>
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<tr>
<td>7%</td>
<td>7%</td>
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<tr>
<td>16%</td>
<td>17%</td>
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</tbody>
</table>

Current planting

Grants offered to local groups (+$3.60)

Creation of 50ha of habitat and planting of 1,000 trees (+$3.70)

Creation of 100ha of habitat + 2,000 trees (+$7.30)

Grants offered to local groups + 100ha of habitat + 2,000 trees (+$10.90)

Total sample; base n = 452; 5 missing

Total sample; base n = 454; 3 missing
Q12 Environmental Sustainability

East Gippsland Water will provide increased availability of products that support a reduction in water use and incentives for customers.

Which of the following would be your preferred option?

Please select one option.

Choice 1
We will provide information and education about water efficient products and water efficiency measures at current levels.

- No change to your bill

Choice 2
We will provide rebates of up to $500 for community groups who install water efficient products such as water tanks, dual flush toilets or water efficient washing machines or dishwashers at their site. The $500 rebate can only be applied for once during the period 2018-2023.

- Additional $1.00 on your bill per year

Choice 3
We will provide rebates of up to $500 for customers who install water efficient products such as water tanks, dual flush toilets or water efficient washing machines or dishwashers. The $500 rebate can only be applied for once during the period 2018-2023.

- Additional $18.00 on your bill per year

Water Use Reduction Incentive as Percentage of total.

59% support for remaining at current information and education levels (Choice 1)

Total sample; base n = 455; 2 missing

Similar support from both males and females for information at current levels.

Water Use Reduction Incentive by Gender

Total sample; base n = 346; 2 missing

<table>
<thead>
<tr>
<th>Choice</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Continue current incentives</td>
<td>55%</td>
<td>59%</td>
</tr>
<tr>
<td>Community group rebates up to $500 (+$1.00)</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>Customer rebate up to $500 (+$18.00)</td>
<td>19%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Q12 Environmental Sustainability

Water Use Reduction Incentive by Home Ownership

- Home Owner:
  - 10% prefer not to say
  - 31% Live comfortably
  - 59% Live simply

- Renter:
  - 18% prefer not to say
  - 30% Live comfortably
  - 53% Live simply

- Prefer not to say:
  - 13% Live comfortably
  - 17% Live simply
  - 70% Struggle

Total sample; base n = 452; 5 missing

Water Use Reduction Incentive by Household Earnings

- Live comfortably:
  - 13% prefer not to say
  - 27% Live well
  - 59% Struggle

- Live simply:
  - 10% prefer not to say
  - 34% Live well
  - 56% Struggle

- Struggle:
  - 13% prefer not to say
  - 29% Live well
  - 58% Struggle

- Prefer not to say:
  - 11% prefer not to say
  - 19% Live well
  - 70% Struggle

Total sample; base n = 452; 5 missing

- Continue current levels of information and education CHOICE 1
- Community group rebates up to $500 (+$1.00) CHOICE 2
- Customer rebates up to $500 (+18.00) CHOICE 3
Q12 Environmental Sustainability

Water Use Reduction Incentive by Age

- 18-34 years: 14% 29% 57%
- 35-54 years: 14% 30% 56%
- 55+ years: 9% 30% 62%

Total sample; base n = 451; 6 missing

- Continue current levels of information and education CHOICE 1
- Community group rebates up to $500 (+$1.00) CHOICE 2
- Customer rebates up to $500 (+18.00) CHOICE 3
Q13 Environmental Sustainability

East Gippsland Water is committed to reducing their greenhouse gas emissions in line with the Victorian State Government Policy. The baseline information being used is an average emissions figure between 2011/12-2015/16 as regulated by the Victorian Government.

Which of the following would be your preferred option?

Please select one option.

- Choice 1: We will do this by reducing our emissions by 21% by 2025. This will be completed in the cheapest way possible by implementing efficiency improvements in electricity consumption, local investment in renewable energy, investment in tree planting initiatives and other opportunities with regional and water industry partners. = No change to your bill

- Choice 2: In addition to the above, we will invest in additional emissions reduction initiatives to go beyond East Gippsland Water's pledge of a reduction of 21% by 2025, increasing our target to 30% by 2025. = Additional $7.80 on your bill per year

Emissions Target as Percentage of Total

Most customers are happy with existing emissions plan (Choice 1)

Total sample; base n = 455; 2 missing

Emissions Target by Age

Above 35s had most support to stick with current target of reducing emissions by 21% (Choice 1)

Total sample; base n = 451; 6 missing

- Reduce emissions by 21% by 2025 CHOICE 1
- Reduce emissions by 30% by 2025 (+$7.80) CHOICE 2
Q13 Environmental Sustainability

Emissions Target by Gender
- Male: 88% (13% prefer not to say)
- Female: 86% (14% prefer not to say)

Emissions Target by Home Ownership
- Home Owner: 88% (12% prefer not to say)
- Renter: 77% (23% prefer not to say)
- Prefer not to say: 93%

Total sample; base n = 454; 3 missing

Total sample; base n = 452; 5 missing

- Reduce emissions by 21% by 2025 CHOICE 1
- Reduce emissions by 30% by 2025 (+$7.80) CHOICE 2
Q14 Environmental Sustainability Comments

Q14: In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s Sustainability and Environmental commitments.

Overall, 56 (10% of survey respondents) responses to this question, typically, falling into three clear categories:

1. **Why should customers pay extra to EGW when they already support these through taxation?**
   
   “Happy as long as proposals come out of existing funds paid to EGW.”
   
   “The community already pay taxes why are you pushing to increase the costs by introducing sustainable and environmental commitments on to rate payers?”

2. **EGW should increase commitment to environment, especially utilising community groups.**
   
   “I think you do a good job but could plant a few trees with school children and the people in the justice system (but not at the same time).”
   
   “Our environment should be protected and suggested target is a good start.”
   
   “I think it would be fantastic for East Gippsland to drive innovation in this space. If we can pay a small amount to help this happen, the outcomes will be valuable to our whole community.”

3. **Happy with the way it is**
   
   “No problems at all. Can’t see any thing broken from my end so why try and fix it?”
Q15 Liveability

East Gippsland Water will work to increase liveability in our region. They will do this by providing rebates to community run not for profit recreational groups (community groups). The rebate will be based on the water and wastewater service charges for the property. This rebate would be in addition to the State Revenue Office water and sewerage rebate program.

Which of the following would be your preferred option?

Please select one option.

Choice 1
- We will continue with our current program - no rebates for community groups.
- No change to your bill

Choice 2
- We will introduce a rebate of 15% of the fixed charges on the bill for community groups, after the grant has been applied.
- Additional $0.25 on your bill per year

Choice 3
- We will introduce a rebate of 30% of the fixed charges on the bill for community groups, after the grant has been applied.
- Additional $0.45 on your bill per year

Choice 4
- We will introduce a rebate of 50% of the fixed charges on the bill for community groups, after the grant has been applied.
- Additional $0.75 on your bill per year

Preferred Community Group Rebate by Age

Total sample; base n = 451; 6 missing

Community Group Rebate as Percentage of Total

Total sample; base n = 455; 2 missing

- 53% support a rebate to community groups on water (Choice 2,3,& 4).

35-54 age group least support for providing community group rebates.
Q15 Liveability

Preferred Community Group Rebate by Gender

- No community group rebate: 54% Male, 44% Female
- Community group rebate of 15% (+$0.25): 14% Male, 20% Female
- Community group rebate of 30% (+$0.45): 7% Male, 13% Female
- Community group rebate of 50% (+$0.75): 26% Male, 24% Female

Total sample; base n = 454; 3 missing

Preferred Community Group Rebate by Home Ownership

- No community group rebate: 60% Home Owner, 10% Renter, 10% Prefer not to say
- Community group rebate of 15% (+$0.25): 50% Home Owner, 18% Renter, 7% Prefer not to say
- Community group rebate of 30% (+$0.45): 45% Home Owner, 19% Renter, 12% Prefer not to say
- Community group rebate of 50% (+$0.75): 20% Home Owner, 26% Renter, 25% Prefer not to say

Total sample; base n = 452; 5 missing
Q16 Liveability

East Gippsland Water will work to increase liveability in our region. They will do this by working with communities to provide drinking water fountains across the region.

Which of the following would be your preferred option?

Please select one option.

Choice 1
We will reduce the amount of fountains installed to two (2) fountains per year, each year between 2018-2023.
= Saving of $0.50 cents on your bill per year

Choice 2
We will continue to install three (3) fountains each year between 2018-2023.
= No change to your bill

Choice 3
We will increase the amount of fountains installed to six (6) fountains per year, each year between 2018-2023.
= Additional $1.00 on your bill per year

Choice 4
We will increase the amount of fountains installed to eight (8) fountains per year each year between 2018-2023.
= Additional $1.50 on your bill per year

Total sample; base n = 455; 2 missing

- 85% support maintaining or increasing installations
- 58% of respondents happy to maintain current rate of three installations per year at no change to their bill
Q16 Liveability

Preference for Drinking Fountain Installations by Household Income

- Live comfortably: 14% prefer to install 2 per year, 17% prefer 3 per year, 57% prefer 6 per year, 12% prefer more.
- Live simply: 11% prefer to install 2 per year, 15% prefer 3 per year, 60% prefer 6 per year, 14% prefer more.
- Struggle: 16% prefer to install 2 per year, 10% prefer 3 per year, 51% prefer 6 per year, 23% prefer more.
- Prefer not to say: 5% prefer to install 2 per year, 14% prefer 3 per year, 62% prefer 6 per year, 19% prefer more.

Total sample: base n = 452; 5 missing

Reduce installations to 2 per year (-$0.50) CHOICE 1
Continue installing 3 per year CHOICE 2
Increase installations to 6 per year (+$1.00) CHOICE 3
Increase installations to 8 per year (+$1.50) CHOICE 4
Q16 Liveability

Preference for Drinking Fountain Installations by Household Makeup

Total sample; base n = 452; 5 missing
Q17: In a few words please type in the box below any comments or suggestions you'd like to make about East Gippsland Water's commitments to improving the area's liveability.

Overall, 48 (8%) responses to this question, typically, falling into three main categories:

1. **Help make the community healthier.**
   - “I think it is important to make fresh drinking water available to the general public to promote water as the drink of choice.”
   - “People might improve Health... a) drink more water  b) drink less sugary drinks.”

2. **The quantity of drinking fountains should be increased.**
   - “Eight fountains a year? Across your whole region? Hope I don’t get thirsty! Surely you can do better than that!”
   - “More water fountains please. The ones installed are great.”
   - “More than adequate.”
   - “There needs to be more access to water Fountains across east gippsland and water bottle refill stations.”

3. **EGW should retain focus on providing lowest cost water to residents.**
   - “Your major concern should be to provide water at the lowest possible cost, not doing works etc that have nothing to do with providing water.”
   - “As a customer I feel the cost for our water rates have increased significantly and I do not want to see any extra charges added to our bills.”
   - “Reduce our bills.”
Q18: All your chosen options either add or subtract the following amount to your yearly bill. Are you happy to pay?

RESPONSES
• 86% of respondents were happy to pay their first nominated change to their bill. Only 13 respondents wanted to review their original responses to adjust the final bill charge.
• The average yearly amount the sample indicated preparedness to pay was within the range - $8.60 to +$74).
Observations
Observations and Conclusions

1. Customer Financial Assistance (Hardship)
   • Observation
     • Preference for status quo and strong desire to establish “need for genuine financial assistance hardship”.
       • The results indicate a resistance for customers to pay extra to increase support of those in need of genuine financial assistance (hardship). Respondents expressed need for clarity of definition and process to have confidence that they were not going to subsidise those that “chose” not to pay their water bill.
       • The 35-54 year age group are less interested in financially subsidising the less advantaged than either the over 55 or the 18-34 age groups.
   • Conclusion
     • EGW should retain status quo on level of hardship assistance, eg up to $500 pa.
     • EGW should clearly document the guidelines for defining hardship and work closely with key community support organisations.
     • Communicate to the community that this assistance is available for “genuine hardship”.

redhanded
Observations and Conclusions

2. Service Levels

- Observations
  - Preference for status quo and unwillingness to pay for future benefit:
    - The results indicate a resistance for customers to pay extra for services they do not see value in. Even more clear is the reluctance to pay more now for some long term promised cost reduction i.e. The online customer portal.
    - There was little support to change billing arrangements or customer communication methods for increased charges. Even nominal charges faced resistance by the majority of respondents.
    - The 18-34 year age group are far more accepting of using technology for electronic billing, supply notification and account payment.
  
- Conclusions
  - 56% of respondents were satisfied with the current practice of sending a bill reminder then a separate final notice. 44% were willing to accept no reminder if there was a corresponding reduction in costs. 58% of respondents would accept bills by email with a reduction in charges. This was supported more strongly in the 18-34 year olds (74%). 39% of respondents wanted to retain the status quo, of billing by either post or email. With further research it may be possible to determine what proportion of the 39% would choose email bills in preference to mailed bills. The research indicates that EGW still needs to provide conventional forms of communication, particularly for the over 55 year age group.
  
- The research strongly rejects the concept of an online account portal if the cost is to be borne by the customers.
Observations and Conclusions

3. Environmental Sustainability

• Observations
  • Moderate support for environmental improvement as long as customers are not double paying through state and federal tax as well as water rates:

• Conclusions
  • Had 50:50 support level.
  • Rate payers have a moderate to strong willingness to support investment in revegetation, particularly working with community groups. EGW public relations should include this area as a key focus. It seems an emotive issue and alignment with the rate payers' values here suggests that any commitment to sustainability could be supported and valued by customers.
Observations and Conclusions

4. Liveability

• Observations
  • Moderate support for community groups and support of status quo on drinking fountains installation:
    • Customers generally content with EGW current water fountain installation rate but not wanting to pay more to increase the rate.

• Conclusions
  • EGW should continue supporting community groups and installing water fountains at the current rate of 3 per year. Extra effort should be made to communicate the existing and proposed locations to the rate payers. A strong PR campaign could gain extra recognition for EGW’s current level of investment in the community which will build stronger relationships with rate payers.

5. General Behaviour:

• The percentage of respondents to the open ended questions dropped dramatically from the start of the survey (Q5 32%) down to Q17 (12%). This may have been due to survey fatigue, particularly as the sustainability, environmental and liveability commitment questions appeared to have the most emotional connection with the respondents which should have attracted more comments.
## Appendix 1, Data Collection Details

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Details</th>
<th>Surveys complete / evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday</td>
<td>Mar 11</td>
<td>Metung Market</td>
<td>6am - 3pm 23</td>
</tr>
<tr>
<td>Sunday</td>
<td>Mar 12</td>
<td>Paynesville Market</td>
<td>6am - 3pm 28</td>
</tr>
<tr>
<td>Monday</td>
<td>Mar 13</td>
<td>Orbost Show</td>
<td>6am - 5pm 60</td>
</tr>
<tr>
<td>Saturday</td>
<td>Mar 18</td>
<td>Bruthen Market</td>
<td>6am - 2pm 13</td>
</tr>
<tr>
<td>Thursday</td>
<td>Mar 23</td>
<td>Survey link to Exec, Staff, plan trips to depots re staff participation. Posters around office and depots. Survey link to customer Ctee, Board members. Link to BHRS to Therese, Call Bree re GEGAC, arrange resourcing for Sunday</td>
<td>Completed CC - DOC/17/13472, Staff / Board - DOC/17/13477, Customers - DOC/17/13499, Posters DOC/17/13739, DOC/17/13742, BRHS - DOC/17/13521</td>
</tr>
<tr>
<td>Friday</td>
<td>Mar 24</td>
<td>Approach Patties to undertake surveys, CMA, Shire Pick up all 60 first round, from list. Surveys out to neighbourhood houses. Parks, Delwp, Ports. Omeo and Orbost hospitals</td>
<td>Completed Manual drop of boxes + 8 mates DELWP B’dale - DOC/17/13532</td>
</tr>
<tr>
<td>Sunday</td>
<td>Mar 26</td>
<td>Howitt Park Bairnsdale</td>
<td>6am - 3pm 65</td>
</tr>
<tr>
<td>Monday</td>
<td>Mar 27</td>
<td>Approach Large employers EGSC email Groups invited to complete survey, Birdlife East Gippsland, Westdale kinder</td>
<td>Completed EGSC - DOC/17/13687, Westdale kinder - DOC/17/13683, Birdlife – surveys left with the group to complete</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Mar 28</td>
<td>Play in the park – activities with children 10-1</td>
<td>Work day 15</td>
</tr>
<tr>
<td>Friday</td>
<td>Mar 31</td>
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### Appendix 1, Data Collection details (continued)

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<th>Surveys complete / evidence</th>
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<tr>
<td>Saturday</td>
<td>Apr-01</td>
<td>Swifts Creek 10 – 2pm at secondary campus at school 6am – 3pm</td>
<td>16</td>
</tr>
<tr>
<td>Sunday</td>
<td>Apr-02</td>
<td>Lakes Entrance market not water café 6.30am – 2pm</td>
<td>62</td>
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<td>Tuesday</td>
<td>Apr-04</td>
<td>Media Release</td>
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<td>Wednesday</td>
<td>Apr-05</td>
<td>Chase up reminder</td>
<td>Staff and Board - DOC/17/14978 CC - DOC/17/14979</td>
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<tr>
<td>Thursday</td>
<td>Apr-06</td>
<td>Mallacoota Collect surveys from neighbourhood houses</td>
<td>M’coota advice DOC/17/15422 13 surveys completed in town</td>
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<tr>
<td>Friday</td>
<td>Apr-07</td>
<td>Collect surveys from neighbourhood houses</td>
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<td>Apr-09</td>
<td>Survey Closes</td>
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</tr>
<tr>
<td>Monday</td>
<td>Apr-10</td>
<td>Complete surveys online for paper versions</td>
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<table>
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<tr>
<th>Neighbourhood / Community Houses - surveys completed</th>
<th>Head office - 14</th>
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<tbody>
<tr>
<td>Bairnsdale - 0</td>
<td>Buchan - 0</td>
</tr>
<tr>
<td>East Bairnsdale - 1</td>
<td>Cann River - 0</td>
</tr>
<tr>
<td>Bemm River - 1</td>
<td>Lakes Entrance - 2</td>
</tr>
<tr>
<td>Mallacoota - 3</td>
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</tr>
<tr>
<td>Paynesville - 6</td>
<td></td>
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<tr>
<td>Orbost - 2</td>
<td></td>
</tr>
<tr>
<td>Swifts Creek - 1</td>
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</tbody>
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Appendix 2 - Survey Questions. Two survey platforms

Two very similar questionnaires were administered to participants. The first series of questions were delivered using Survey Monkey Platform 1 (P1) before a second (slightly more sophisticated data collection approach was used Platform 2 (P2) where n=348 responses were collected). What follows are the questions used in both platforms. Survey P1 was very similar to P2 except that P2 allowed for the cumulative tallying of participants responses to questions and calculation of a ‘final’ cost that participants were shown and asked to assess whether they would be prepared to pay.

Q1. Are you an East Gippsland Water customer? Please select one option.
  ○ Yes
  ○ No

Q2. Are you...? Please select one option.
  ○ Male
  ○ Female
  ○ Prefer not to say

Q3. Which of the following age groups do you fall into? Please select one option.
  ○ Under 18
  ○ 18-24 years
  ○ 25-34 years
  ○ 35-44 years
  ○ 45-54 years
  ○ 55 years and over
  ○ Prefer not to say
Q4 Customer Financial Assistance (Hardship)

East Gippsland Water will continue to assist customers experiencing genuine financial hardship. They will do this by increasing the benefits for customers experiencing financial hardship and in turn reduce the amount of bad debt in the community.

Which of the following would be your preferred option?

Please select one option.

**Choice 1**
We will continue with our current financial assistance program to customers in genuine financial need - capped up to $500 per annum.
= No change to your bill

**Choice 2**
We will increase the value of assistance available to customers in genuine financial need to a greater level - capped up to $750 per annum.
= Additional $1.10 on your bill per year

**Choice 3**
We will increase the value of assistance available to customers in genuine financial need to a maximum level - capped at $1,000 per annum.
= Additional $2.20 on your bill per year

Q5 Customer Financial Assistance (Hardship)

In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s commitment to increasing financial help to customers in genuine need.
Q6 Service Levels

East Gippsland Water is committed to increasing efficiency. They will do this by restructuring their account/billing arrangements to increase efficiency to you, their customers.

Which of the following would be your preferred option?

Please select one option.

Choice 1
- We will only send a final notice to customers who have not paid their account by the due date, rather than a reminder and a final notice.
  = Saving of $0.50 cents on your bill per year

Choice 2
- We will maintain our current account/bill processes with both a reminder and a final notice being sent.
  = No change to your bill

Q7 Service Levels

East Gippsland Water is committed to increasing efficiency and/or service improvements. They will do this by restructuring their account/billing arrangements to improve their services and increase efficiency to you, the customers.

Which of the following would be your preferred option?

Please select one option.

Choice 1
- If you chose to receive your bill by email (starting 1 July 2018), you will not be charged postage fees - paper bills will still be available.
  = Saving of $7.50 on your bill per year

Choice 2
- Maintain current account/bill processes - bills currently sent via paper or email.
  = No change to your bill

Choice 3
- We will introduce monthly billing with account/bill being sent via email only.
  = Additional $21.90 on your bill per year

Choice 4
- We will introduce monthly billing with account/bill being sent via post.
  = Additional $29.50 on your bill per year
Q8 Service Levels

East Gippsland Water will improve the ways they communicate with you. To do this they will increase their online customer access to your account/bill information, which will reduce costs in the longer term.

Which of the following would be your preferred option?

Please select one option.

Choice 1
Maintain current procedure where forms for changes to account details and general information enquiries are completed online and emailed to staff for action.
= No change to your bill

Choice 2
A customer service portal to be available via our website which will provide details for customer billing, change of ownership information, change of tenancy details including payment arrangements, extensions and concession registration. The portal will also include the development of an app to allow for direct communication with customers.
= Additional $2.80 on your bill per year

Q9 Service Levels

East Gippsland Water will improve the ways they notify you of planned and unplanned service interruptions to both the sewer and water network.

Which of the following would be your preferred option?

Please select one option.

Choice 1
Notification in writing (via mail). For planned water or wastewater works we will notify affected customers at least 2 business days in advance. We will also publish planned and unplanned outages on our social media channels and the East Gippsland Water website.
= No change to your bill

Choice 2
Plus SMS/Text message sent to the mobile phone number registered against the property for planned and unplanned water and sewer works.
= Additional $0.70 on your bill per year
Q10 Service Levels

Q10: In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s Service Level commitments.

Q11 Environmental Sustainability

East Gippsland Water will commit to being an environmental leader in our local area. They will do this by investing in more native vegetation planting within the region.

Which of the following would be your preferred option?

Please select one option.

Choice 1
We will continue to plant small pockets of native vegetation around our water and wastewater treatment plants.
= No change to your bill

Choice 2
We will offer grants to local schools and community groups to support native vegetation plantings and habitat creation throughout the region.
= Additional $3.60 on your bill per year

Choice 3
We will create 50 hectares of habitat and plant 1,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 140 tonnes of greenhouse gases for every 1,000 trees we plant. Planning and on ground works will be undertaken in partnership with local schools and community groups.
= Additional $3.70 on your bill per year

Choice 4
We will create 100 hectares of habitat and plant 2,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 285 tonnes of greenhouse gases for every 2,000 trees we plant. Planning and on ground works will be undertaken in partnership with local schools and community groups.
= Additional $7.30 on your bill per year

Choice 5
We will offer grants to local schools and community groups to support native vegetation plantings and habitat creation throughout the region as well as create 100 hectares of habitat and plant 2,000 carbon offset approved trees on our own land every year over the five years, between 2018-2023. This will offset 285 tonnes of greenhouse gases for every 2,000 trees we plant. Planning and on ground works will be undertaken in partnership with local schools and community groups.
= Additional $10.90 on your bill per year
Q12 Environmental Sustainability

East Gippsland Water will provide increased availability of products that support a reduction in water use and incentives for customers.

Which of the following would be your preferred option?

Please select one option:

**Choice 1**
We will provide information and education about water efficient products and water efficiency measures at current levels.
= No change to your bill

**Choice 2**
We will provide rebates of up to $500 for community groups who install water efficient products such as water tanks, dual flush toilets or water efficient washing machines or dishwashers at their site. The $500 rebate can only be applied for once during the period 2018-2023.
= Additional $1.00 on your bill per year

**Choice 3**
We will provide rebates of up to $500 for customers who install water efficient products such as water tanks, dual flush toilets or water efficient washing machines or dishwashers.
The $500 rebate can only be applied for once during the period 2018-2023.
= Additional $18.00 on your bill per year

Q13 Environmental Sustainability

East Gippsland Water is committed to reducing their greenhouse gas emissions in line with the Victorian State Government Policy. The baseline information being used is an average emissions figure between 2011/12-2015/16 as regulated by the Victorian Government.

Which of the following would be your preferred option?

Please select one option:

**Choice 1**
We will do this by reducing our emissions by 21% by 2025. This will be completed in the cheapest way possible by implementing efficiency improvements in electricity consumption, local investment in renewable energy, investment in tree planting initiatives and other opportunities with regional and water industry partners.
= No change to your bill

**Choice 2**
In addition to the above, we will invest in additional emissions reduction initiatives to go beyond East Gippsland Water’s pledge of a reduction of 21% by 2025, increasing our target to 30% by 2025.
= Additional $7.80 on your bill per year
Q14: In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s Sustainability and Environmental commitments.

**Q15 Liveability**

East Gippsland Water will work to increase liveability in our region. They will do this by providing rebates to community run *not for profit* recreational groups (community groups). The rebate will be based on the water and wastewater service charges for the property. This rebate would be in addition to the State Revenue Office water and sewerage rebate program.

Which of the following would be your preferred option?

Please select one option.

- **Choice 1**: We will continue with our current program - no rebates for community groups.  
  - *No change to your bill*

- **Choice 2**: We will introduce a rebate of 15% of the fixed charges on the bill for community groups, after the grant has been applied.  
  - *Additional $0.25 on your bill per year*

- **Choice 3**: We will introduce a rebate of 30% of the fixed charges on the bill for community groups, after the grant has been applied.  
  - *Additional $0.45 on your bill per year*

- **Choice 4**: We will introduce a rebate of 50% of the fixed charges on the bill for community groups, after the grant has been applied.  
  - *Additional $0.75 on your bill per year*
Q16 Liveability

East Gippsland Water will work to increase liveability in our region. They will do this by working with communities to provide drinking water fountains across the region.

Which of the following would be your preferred option?

Please select one option.

Choice 1
We will reduce the amount of fountains installed to two (2) fountains per year, each year between 2018-2023.
= Saving of $0.50 cents on your bill per year

Choice 2
We will continue to install three (3) fountains each year between 2018-2023.
= No change to your bill

Choice 3
We will increase the amount of fountains installed to six (6) fountains per year, each year between 2018-2023.
= Additional $1.00 on your bill per year

Choice 4
We will increase the amount of fountains installed to eight (8) fountains per year each year between 2018-2023.
= Additional $1.50 on your bill per year

Q17 Liveability

Q17: In a few words please type in the box below any comments or suggestions you’d like to make about East Gippsland Water’s commitments to improving the area’s liveability.
Q18: All your chosen options either add or subtract the following amount to your yearly bill. Are you happy to pay?
Q19 Which best describes your living situation?

- I own the property I live in
- I rent the property I live in
- Prefer not to say

Q20 Which best describes your household?

- Single, with children at home
- Single, with no children at home
- Married / in a relationship with children at home
- Married / in a relationship, with no children or children have left home
- Other (share house or other arrangement)
- Prefer not to say
Q21 Which best describes your financial situation?

- Live comfortably
- Meet basic expenses with a little left over for extras
- Just meet basic expenses
- Don't have enough to meet basic expenses
- Prefer not to say

Q21a Do you identify as Aboriginal or Torres Strait Islander?

- Yes
- No
- Prefer not to say
Q22 What is the postcode where you currently live in East Gippsland

Q23 Would you like to be entered into the prize draw?

☐ Yes

☐ No
Appendix 3 Survey Monkey- Questions and Result summary Wave Platform 1

For Wave 1 of data gathering a Survey Monkey questionnaire was used. A total of n=109 responses were collected this way. This questionnaire was very similar to the subsequent data collection except approach except that the subsequent approach allowed for the cumulative tallying of participants responses to questions and calculation of a ‘final’ cost that participants were shown and asked to assess whether they would be prepared to pay. What follows is a summary of the Survey Monkey questions and raw data.
Q1: Are you an East Gippsland Water customer?

- Answered: 109  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>96.33%</td>
</tr>
<tr>
<td></td>
<td>105</td>
</tr>
<tr>
<td>No</td>
<td>3.67%</td>
</tr>
<tr>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>109</td>
</tr>
</tbody>
</table>
Q2: Are you..?

• Answered: 109    Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30.28%</td>
</tr>
<tr>
<td>Female</td>
<td>69.72%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.00%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q3: Which of the following age groups do you fall into?

- Answered: 109  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>0.92%</td>
</tr>
<tr>
<td>18-24 years</td>
<td>0.00%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>15.60%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>19.27%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>16.51%</td>
</tr>
<tr>
<td>55 years and over</td>
<td>46.79%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>0.02%</td>
</tr>
</tbody>
</table>

Total: 109
**Q4:** From the following, please select your preferred option.

- Answered: 108  Skipped: 1

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. We will continue with our current financial assistance program to customers in genuine financial need - capped up to $500 per annum = No change to your bill</td>
<td>67.59% 73</td>
</tr>
<tr>
<td>Choice 2. We will increase the value of assistance available to individual hardship customers to a greater level - capped up to $750 per annum. = Additional $1.10 on your bill per year</td>
<td>17.59% 19</td>
</tr>
<tr>
<td>Choice 3. We will increase the value of assistance available to individual hardship customers to a maximum level - capped at $1,000 per annum. = Additional $2.20 on your bill per year</td>
<td>14.81% 16</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>108</strong></td>
</tr>
</tbody>
</table>
Q6: Service Levels Commitment One: East Gippsland Water is committed to increasing efficiency. East Gippsland Water will do this by restructuring their account/billing arrangements to increase efficiency to you, their customers. Which of the following would be your preferred option?

- Answered: 107    Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. We will only send a final notice to customers who have not paid their account by the due date, rather than a reminder and a final notice. = Saving of $0.50 cents on your bill per year</td>
<td>51.40% 55</td>
</tr>
<tr>
<td>Choice 2. We will maintain our current account/bill processes with both reminder and final notices being sent. = No change to your bill</td>
<td>48.60% 52</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107</strong></td>
</tr>
</tbody>
</table>
Q7: Service Levels Commitment Two: East Gippsland Water is committed to increase efficiency and/or service improvements. They will do this by restructuring their account/billing arrangements to improve their services and increase efficiency to you the customers. Which of the following would be your preferred option?

- Answered: 107  Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. If you chose to receive your bill by email (starting 1 July 2018), you will not be charged postage fees - paper bills still available. = Saving of $7.60 on your bill per year</td>
<td>60.75% 65</td>
</tr>
<tr>
<td>Choice 2. Maintain current account/bill processes - bills currently sent via paper or email. = No change to your bill</td>
<td>35.51% 38</td>
</tr>
<tr>
<td>Choice 3. We will introduce monthly billing with account/bill being sent via email only. = Additional $21.90 on your bill per year</td>
<td>2.80% 3</td>
</tr>
<tr>
<td>Choice 4. We will introduce monthly billing with account/bill being sent via post. = Additional $29.50 on your bill per year</td>
<td>0.93% 1</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
</tr>
</tbody>
</table>
Q8: Service Levels Commitment Three: East Gippsland Water will improve the ways they communicate with you. To do this East Gippsland will increase their online customer access to your account/bill information which will reduce costs in the longer term. Which of the following would be your preferred option?

- Answered: 107    Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. Maintain current procedure where forms for changes to account details and general information enquiries are completed online and emailed to staff for action. = No change to your bill</td>
<td>82.4%</td>
</tr>
<tr>
<td></td>
<td>88</td>
</tr>
<tr>
<td>Choice 2. Customer service portal to be available via our website which will provide details for customer billing, change of ownership information, change of tenancy details including payment arrangements, extensions and concession registration. The portal will also include the development of an app to allow for direct communication with customers. = Additional $2.80 on your bill per year</td>
<td>17.76%</td>
</tr>
<tr>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
</tr>
</tbody>
</table>
Q9: Service Levels Commitment Four: East Gippsland Water will improve the ways they notify you of planned and unplanned service interruptions to both the sewer and water network. Which of the following is your preferred option?

- Answered: 107   Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. Notification in writing (via mail). For planned water or wastewater works we will notify affected customers at least 2 business days in advance. We will also publish planned and unplanned outages on our social media channels and the East Gippsland Water website. = No change to your bill</td>
<td>77.57% 83</td>
</tr>
<tr>
<td>Choice 2. Plus SMS/Text message sent to the mobile phone number registered against the property for planned and unplanned water and sewer works. = Additional $0.70 on your bill per year</td>
<td>22.43% 24</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107</strong></td>
</tr>
</tbody>
</table>
Q11: Environmental Commitment One East Gippsland Water will commit to being an environmental leader in our local areas. They will do this by investing in more native vegetation planting within the region. Which of the following would be your preferred option?

- Answered: 107   Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. We will continue to plant small pockets of native vegetation around our water and wastewater treatment plants. No change to your bill.</td>
<td>59.81% 64</td>
</tr>
<tr>
<td>Choice 2. We will offer grants to local schools and community groups to support native vegetation planting and habitat creation throughout the region. Additional $3.60 on your bill per year.</td>
<td>13.08% 14</td>
</tr>
<tr>
<td>Choice 3. We will create 70 hectares of habitat and plant 1,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 1.40 tonnes of greenhouse gases for every 1,000 trees we plant. Planning and on-ground works will be undertaken in partnership with local schools and community groups. Additional $3.70 on your bill per year.</td>
<td>14.03% 15</td>
</tr>
<tr>
<td>Choice 4. We will create 150 hectares of habitat and plant 2,000 carbon offset approved trees on our own land every year over the next five years, between 2018-2023. This will offset 2.85 tonnes of greenhouse gases for every 2,000 trees we plant. Planning and on-ground works will be undertaken in partnership with local schools and community groups. Additional $7.50 on your bill per year.</td>
<td>4.87% 5</td>
</tr>
<tr>
<td>Choice 5. We will offer grants to local schools and community groups to support native vegetation planting and habitat creation throughout the region as well as create 100 hectares of habitat and plant 2,000 carbon offset approved trees on our own land every year over the five years, between 2018-2023. This will offset 2.05 tonnes of greenhouse gases for every 2,000 trees we plant. Planning and on-ground works will be undertaken in partnership with local schools and community groups. Additional $10.35 on your bill per year.</td>
<td>8.41% 9</td>
</tr>
<tr>
<td>Total</td>
<td>107</td>
</tr>
</tbody>
</table>
Q12: Environmental Commitment Two East Gippsland Water will provide increased availability of products that support a reduction in water use and incentives for customers. Which of the following would be your preferred option?

- Answered: 107    Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Choice 1.</strong> We will provide information and education about water efficient products and water efficiency measures at current levels. = No change to your bill</td>
<td>62.62%</td>
</tr>
<tr>
<td><strong>Choice 2.</strong> We will provide rebates of up to $500 for community groups who install water efficient products such as water tanks, dual flush toilets or water efficient washing machines or dishwashers at their site. The $500 rebate can only be applied for once during the period 2018-2023. = Additional $1.00 on your bill per year</td>
<td>28.04%</td>
</tr>
<tr>
<td><strong>Choice 3.</strong> We will provide rebates of up to $500 for customers who install water efficient products such as water tanks, dual flush toilets or water efficient washing machines or dishwashers. The $500 rebate can only be applied for once during the period 2018-2023. = Additional $18.00 on your bill per year</td>
<td>9.35%</td>
</tr>
</tbody>
</table>

**Total**                                                                                          107
Q13: Environmental Commitment Three East Gippsland Water is committed to reducing our greenhouse gas emissions in line with Victorian State Government Policy. The baseline information being used is an average emissions figure between 2011/12-2015/16 as regulated by the Victorian Government. Which of the following is your preferred option?

- Answered: 107    Skipped: 2

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. We will do this by reducing our emissions by 21% by 2025. This will be completed in the cheapest way possible by implementing efficiency improvements in electricity consumption, local investment in renewable energy, investment in tree planting initiatives and other opportunities with regional and water industry partners. = No change to your bill.</td>
<td>87.85%</td>
</tr>
<tr>
<td>Choice 2. In addition to the above, we will invest in additional emissions reduction initiatives to go beyond East Gippsland Water’s pledge of a reduction of 21% by 2025, increasing our target to 30% by 2025. = Additional $7.80 on your bill per year</td>
<td>12.15%</td>
</tr>
</tbody>
</table>

Total: 107
Q15: Liveability Commitment One East Gippsland Water will work to increase liveability in our region. They will do this by providing rebates to community run not for profit recreational groups. The rebate will be based on the water and wastewater service charges for the property. This rebate would be in addition to the State Revenue Office water and sewerage rebate program. Which of the following is your preferred option?
• Answered: 106   Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. We will continue with our current program - no rebates for community groups. = No change to your bill</td>
<td>57.55%   61</td>
</tr>
<tr>
<td>Choice 2. We will introduce a rebate of 15% of the fixed charges on the bill for community groups, after the grant has been applied. = Additional $0.25 on your bill per year</td>
<td>18.87%   20</td>
</tr>
<tr>
<td>Choice 3. We will introduce a rebate of 30% of the fixed charges on the bill for community groups, after the grant has been applied. = Additional $0.45 on your bill per year</td>
<td>7.55%    8</td>
</tr>
<tr>
<td>Choice 4. We will introduce a rebate of 50% of the fixed charges on the bill for community groups, after the grant has been applied. = Additional $0.75 on your bill per year</td>
<td>16.04%   17</td>
</tr>
</tbody>
</table>
Q16: Liveability Commitment TwoEast Gippsland Water will work to increase liveability in our region. They will do this by working with communities to provide drinking water fountains across the region. Which of the following is your preferred option?

- Answered: 106  Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1. We will reduce the amount of fountains installed to two (2) per year, each year, between 2018-2023. Saving of $0.50 cents on your bill per year</td>
<td>17.92% 19</td>
</tr>
<tr>
<td>Choice 2. We will continue to install three (3) fountains each year between 2018-2023. = No change to your bill</td>
<td>56.60% 60</td>
</tr>
<tr>
<td>Choice 3. We will increase the amount of fountains installed to six (6) fountains each year, between 2018-2023. = Additional $1.00 on your bill per year</td>
<td>15.09% 16</td>
</tr>
<tr>
<td>Choice 4. We will increase the amount of fountains installed to eight (8) fountains each year, between 2018-2023. = Additional $1.50 on your bill per year</td>
<td>10.38% 11</td>
</tr>
<tr>
<td>Total</td>
<td>106</td>
</tr>
</tbody>
</table>
Q18: We would like to get an approximate idea of how much more or less you would be prepared to pay on top of your annual bill. Based on the options you have selected, how much are you prepared to pay?

- Answered: 106    Skipped: 3

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prefer to save up to $10</td>
<td>22.64%</td>
</tr>
<tr>
<td>$0</td>
<td>16.04%</td>
</tr>
<tr>
<td>$1-$10</td>
<td>27.36%</td>
</tr>
<tr>
<td>$11-$20</td>
<td>24.53%</td>
</tr>
<tr>
<td>$21-$30</td>
<td>3.77%</td>
</tr>
<tr>
<td>$31-$40</td>
<td>0.94%</td>
</tr>
<tr>
<td>$41-$50</td>
<td>1.89%</td>
</tr>
<tr>
<td>More than $50</td>
<td>2.83%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Q19: Which best describes your living situation?

- Answered: 104  Skipped: 5

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I own the property I live in</td>
<td>86.54%</td>
</tr>
<tr>
<td>I rent the property I live in</td>
<td>10.58%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>2.88%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q20: Which best describes your household?

- Answered: 104  Skipped: 5

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single, with children at home</td>
<td>5.77%</td>
</tr>
<tr>
<td>Single, with no children at home</td>
<td>10.58%</td>
</tr>
<tr>
<td>Married / in a relationship with children at home</td>
<td>50.96%</td>
</tr>
<tr>
<td>Married / in a relationship, with no children or children have left home</td>
<td>25.96%</td>
</tr>
<tr>
<td>Other (share house or other arrangement)</td>
<td>4.81%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>1.92%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
Q21: Which of the following best describes your financial situation?

- Answered: 104   Skipped: 5

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live comfortably</td>
<td>45.19%</td>
</tr>
<tr>
<td>Meet basic expenses with a little left over for extras</td>
<td>35.58%</td>
</tr>
<tr>
<td>Just meet basic expenses</td>
<td>12.50%</td>
</tr>
<tr>
<td>Don't have enough to meet basic expenses</td>
<td>0.96%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>5.77%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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### Q22: What is the postcode where you currently live?

- **Answered:** 104  **Skipped:** 5

<table>
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<tr>
<th>Postcode</th>
<th>Date/Time</th>
<th>View respondent's answers</th>
<th>Categorize as...</th>
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<td>3/13/2017 5:44 AM</td>
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</table>
Q23: Would you like to be entered into the prize draw?

- Answered: 104  Skipped: 5

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<th>Answer Choices</th>
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<td></td>
<td>80</td>
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<tr>
<td>No</td>
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<tr>
<td>Total</td>
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