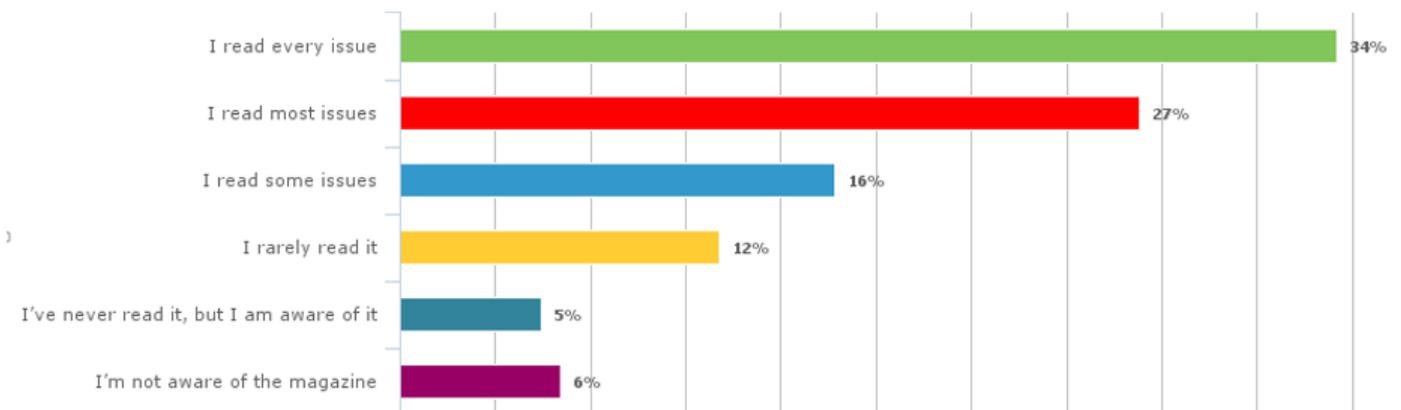


## Results Newsletter

Thank you to everyone who responded to our most recent survey on our magazine. We had just under 1,000 responses and the winner of the prize draw was Mr Hutson of Dorchester.

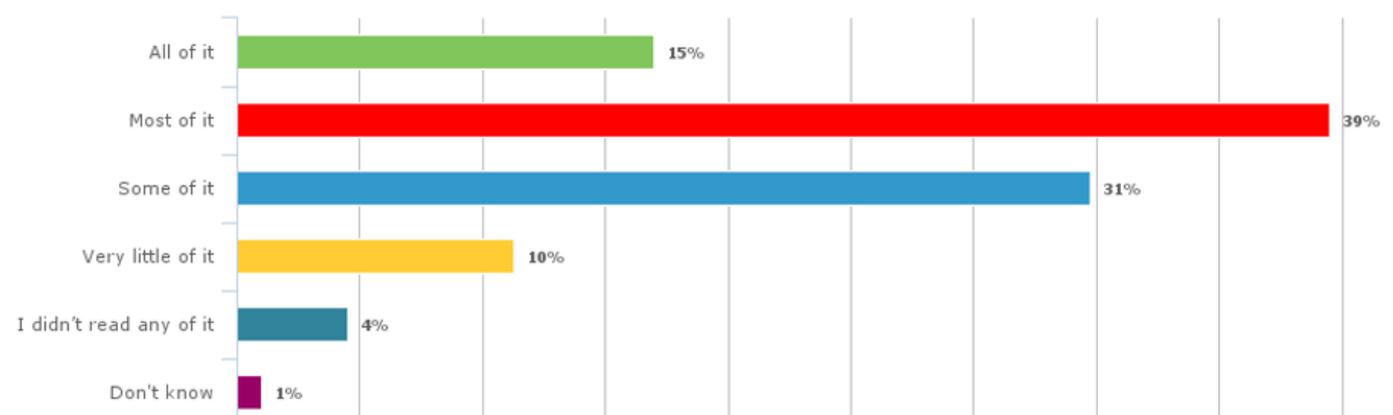
Here's how you answered.

### We asked you how often you read our magazine



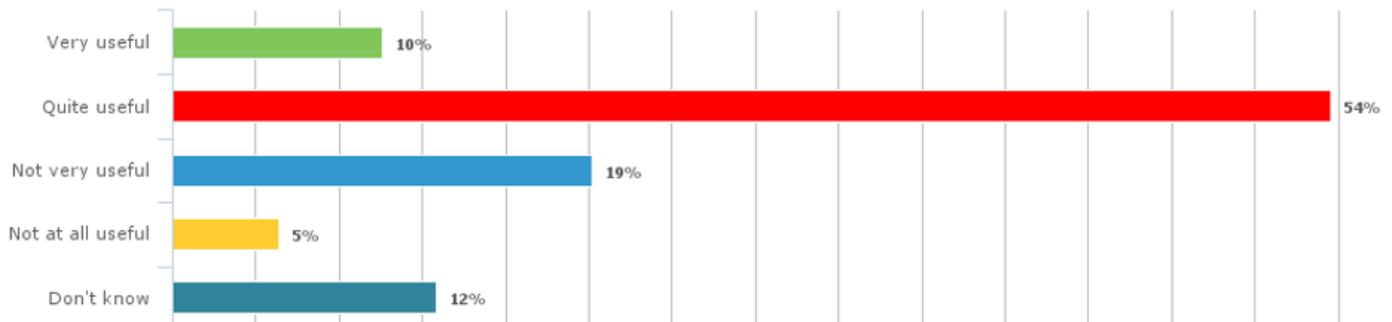
- The majority of you (61%) read every or most issues
- One in twenty of you (5%) never read it
- 6% are not aware of the magazine

### Of those of you who recalled receiving the most recent issue we asked you how much of the magazine you read.



- Over half of you (54%) read all or most of the most recent magazine
- Only 4% did not read any of it

**We then asked you how useful you found the magazine.**



- 64% found the magazine very or quite useful
- The main reasons that you found it useful were, interesting articles, it is informative, it provides water saving tips and information on Wessex Water and keeps you up to date
- The main reasons that you didn't find it useful were that some of you felt it was more interesting than useful, or you didn't feel the information was useful, or you had seen it elsewhere

**We asked you to think about what was most important to read in the magazine.**

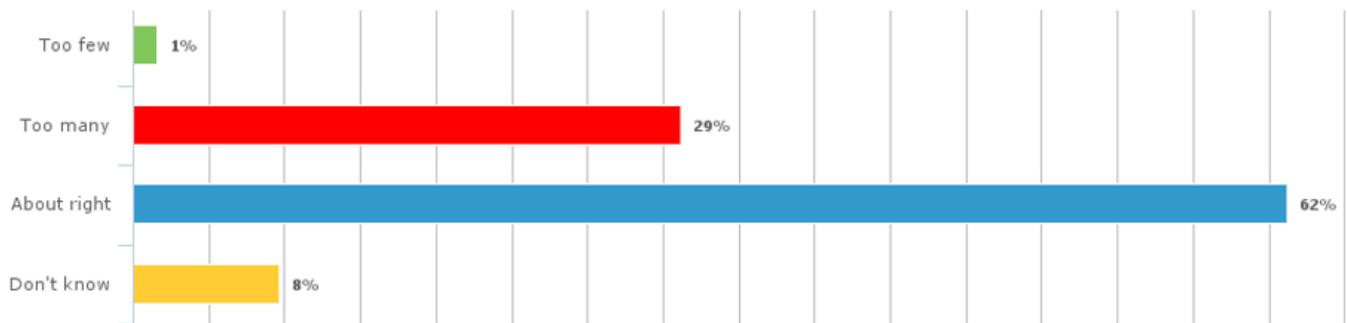
Your responses are ranked in the table below in descending order of importance.

Factors	Very and quite important
Ways to reduce your bill / save money	85%
Ways to save water	84%
How Wessex Water is investing in your area	78%
Wessex Water's services and what it does	76%
Environmental stories	70%
Information on what we do in the community	60%
General interest features	48%
Educational stories	47%
Competitions and offers	37%
Stories from customers / from other related organisations	33%
Charity stories	32%

- Ways to reduce the bill' and 'save water' are the most important

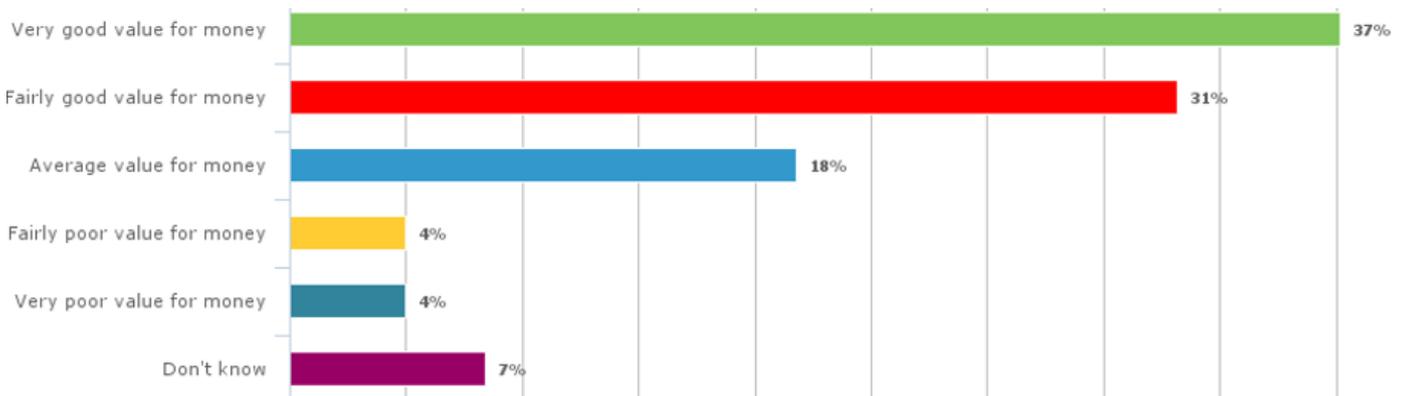
You also provided a large number of very helpful suggestions on other issues or stories that you would like to see in the magazine. We'll be using these suggestions when we start writing articles for next year's customer magazine.

**The magazine has currently 31 pages and we asked you if you thought this was too many or too little.**



- Most of you (62%) think the magazine has the right number of pages
- 29% think it has too many pages

**We then explained that the magazine costs us 14p per copy including delivery and asked if you thought this was good value for money.**



- Most of you (68%) think that the magazine is very good or fairly good value for money
- 8% think it is fairly poor or very poor value for money

**Currently the magazine is delivered to your home using the Royal Mail postal service and the delivery charge is included in the cost above. We asked that if we were to give you the choice, how you would prefer to receive it.**

Whilst 43% of you would prefer the magazine to be posted as is currently the case, 35% would prefer to receive it by email. We'll explore further the possibility of producing an email version of our magazine.

In the meantime, don't forget that you can always read our magazine online at

[www.wessexwater.co.uk/customermagazine](http://www.wessexwater.co.uk/customermagazine)

In addition, we include adverts in the magazine, which help subsidise the cost of producing it. We asked if you agreed or disagreed with the following statements.

Factor	Agree and agree strongly
I support the idea of including adverts to subsidise the cost of the magazine	78%
I would prefer the magazine not to have any adverts	10%
I would like to see more adverts in the magazine	10%

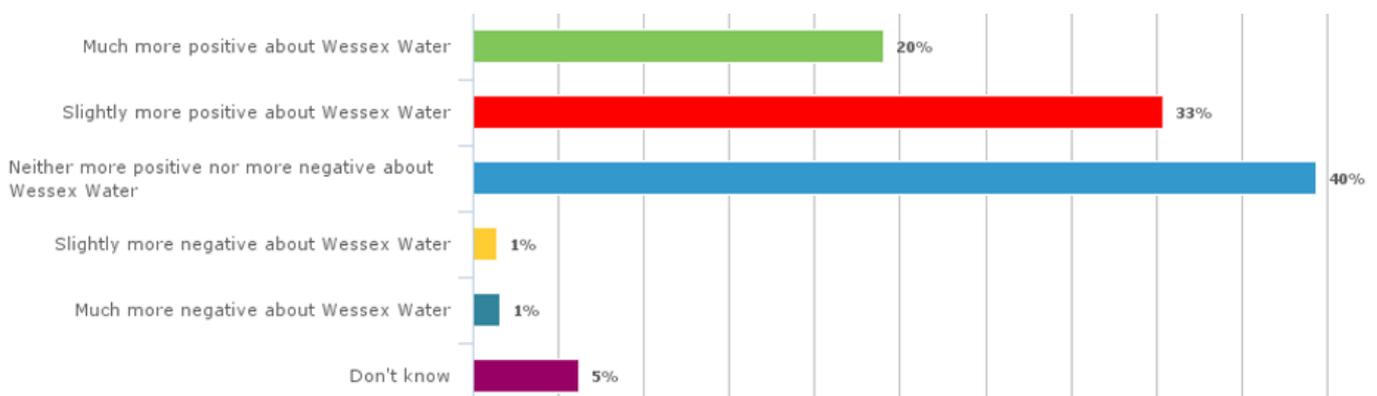
- Around three quarters of you (78%) agreed that the magazine should include adverts to subsidise the cost

The magazine is currently issued twice a year. We asked you how frequently you would like to receive the magazine.



- Most of you (68%) believe that the magazine should continue to be issued twice a year

We wanted to find out if the magazine made you feel more or less positive about Wessex Water.



- Around half of you (53%) say the magazine makes you feel more positive about Wessex Water
- The main reasons for this were that it shows you what is happening, keeps you up to date and involved, shows that we care about our customers and want to help you save money.

**Thank you for all your additional comments.**

We really value the extra information.

And thank you for taking the time to write some insightful and detailed responses to some of the questions.

We hope to use all this feedback to improve the magazine in the future.

**What next?**

Our next survey at the end of this month will be about how companies should best engage with customers and other organisations.

**Thank you once again for being a member of 'have your say'.**