

Annex B

Consumer research and insight

Background

The Rapid Evidence Assessment (REA) commissioned by Ofwat last year and referenced below, noted, a lack of publicly available evidence on the performance of water efficiency campaigns, ‘which makes it challenging to identify which approaches lead to meaningful change’.

It’s not unusual for a new campaign to have limited research at this stage. Developing robust insight and evidence, and potentially audience segmentation, will be key actions for the Delivery Body to consider once appointed, to help develop the best overall strategic approach.

This document shares links to Ofwat’s REA, and some additional reports found online.

This is a sample of some of the research available online and should not be relied on as a comprehensive summary of insight or as an endorsement of ways in.

Target audience

The draft target audiences are for illustrative purposes only and further insight work, segmentation and prioritisation may be required.

- **Consumers** - Household (HH)
- **Businesses/Retailers/Wholesalers** – Non-Household (NHH)

Links to research and insight

- The Rapid Evidence Assessment, Ofwat - September 2024 - [THINKS Ofwat: Water Efficiency Campaign Development – Full Report](#)

- CCW's annual Water Matters survey tracks the views of household customers on the services they receive from water companies in England and Wales – May 2024 - <https://www.ccw.org.uk/publication/water-matters-2024/>
- CCW Citizens Forum report: Customers' views on water campaigns – May 2023 - <https://www.ccw.org.uk/publication/citizens-forum-customers-views-on-water-campaigns/>
- CCRA Evidence Report – Summary of climate risks and opportunities for Wales - [CCRA-Evidence-Report-Wales-Summary-Final.pdf](#)
- CCW Desktop review of behaviour change campaigns April 2023 - [Desktop-review-of-behaviour-change-campaigns](#)
- CCW Drought messaging – August 2023 - [Citizens Forum Extension Wave 1 - Drought Message Testing](#)
- Citizens' Forum Extension Wave 2 Consistent Messaging – August 2023 - [Consistent Messaging](#)
- CCW Citizens Forum report: Customers' views on water campaigns – May 2023 - <https://www.ccw.org.uk/publication/citizens-forum-customers-views-on-water-campaigns/>
- Opportunities and Challenges for Behaviour Change via the Water Efficiency Fund: A scoping exercise, Artesia report – December 2023 - <https://www.ofwat.gov.uk/wp-content/uploads/2024/05/Opportunities-and-Challenges-for-Behaviour-Change-via-the-WEF.pdf>