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Serving all urban consumers - a marketing approach to water services in low- and middle-income countries: Book 2 - Guidance notes for managers

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11.1 Annex 1: Example consumer survey format

Questionnaire No:

Mombasa Customer Survey and Willingness-to-pay Questionnaire

TO THE ENUMERATOR: Please read the following statement to each customer/potential customer before you ask the questions.

My name is, and I am working for a Research Project being conducted The Researcher is investigating how urban water utilities such as the National Water Conservation and Pipeline Corporation (NWPC) can provide and maintain improved water services to existing and new customers in a financially sustainable manner.

We would like you to assist us by taking time to answer the following questions. If you do not wish to answer a particular question please leave it out. You have been chosen to take part in the survey on a purely random basis. Your name will not be indicated in this questionnaire and your answers will be treated confidentially.

We have received permission to conduct this study from the Permanent Secretary, Office of the President, Provincial Administration and Internal Security. Thank you for your co-operation.

The language used for the interview isSurvey date Time:.....

Section 1: General Details about where you live: (tick the appropriate box)

1a) Part of City where you live

- A) Mombasa Island
- B) Mombasa North Mainland
- C) Mombasa West Mainland
- D) Mombasa South Mainland

1b) Local name of Area:.....

1c) Type of dwelling (Enumerator to indicate here the Market segment of the household)

- A) Bungalows or Maisonettes -----
- B) Flats-----
- C) 1, 2, or 3 roomed house or Swahili house-----
- D) Dwelling in an informal settlement or slum----

1d) How long have you lived in this dwelling?

Section 2: Your current water supplies (for all water users)

2 a) **Where do you and other members of your household obtain water?**
 (Please tick all the water sources that you use)

- A) Your own (individual) piped water connection
- B) A shared water connection next to your dwelling
- C) We obtain water from the Water Kiosk
- D) We obtain water from the Hand Cart Water Vendors
- E) We obtain water from the Private water tanker
- F) We obtain water from a public bore-hole or well
- G) We obtain water from a private bore-hole or well
- H) We have our own Private bore-hole or well in our compound

2b) **What is your main source of water supply?**

- A) Your own (individual) piped water connection
- B) A shared water connection next to your dwelling
- C) Water purchased from a Water Kiosk
- D) Water purchased from hand-cart water vendors
- E) Private water tanker
- F) Water obtained from a public bore-hole or well
- G) Water obtained from a private bore-hole or well
- H) We have our own Private bore-hole or well in our compound

2c) **Do you use NWCPC water and also water from other sources?**

- A) YES B) NO

2d) **Water Storage:** What methods of water storage do your household use?

- A) Roof tank B) Underground or ground level tank outside the house
- C) Water tank in the house D) Small containers & jerricans

2e) **How many days can your water storage last when there is no water supply? (continued overleaf)**

- A) One day
- B) Two days
- C) Three days

D) Four days

E) Five days

F) More than five days

2f) **Piped connections:** Which of the following statements best describes your household's situation with regard to piped water connections?

A) We have our own individual house connection

B) We have a shared piped connection

C) We do not have any piped connection.

2g) Have you applied to NWCPC for a water connection?

A) Yes

B) No

2h) **To whom do you pay for water?** (More than one box can be ticked if applicable)

A) Water utility (NWCPC) B) water kiosk operator

C) Hand cart water vendors D) private water tanker

E) Landlord F) Buy from bore-hole or well

G) We have our own Borehole H) Obtain free water from Borehole or well

I) We do not pay for water

Section 3: Piped water received directly from NWCPC's pipelines:

If your household obtains water from NWCPC through taps in the house or from a yard tap (shared water connection)- please answer the following questions from 3.1 to 3.3

NOTE FOR ENUMERATOR: IF THE RESPONDENT DOES NOT RECEIVE NWCPC PIPED WATER PLEASE MOVE TO SECTION 4.

3.1 Water service levels provided by NWCPC

a) Supply frequency - On average how frequently do you receive piped water from NWCPC?

A) Once a day B) Twice a day C) Once in 2 or 3 days

D) Once a week E) Continuous F) Other (please state).....

b) Reliability: Does the water supply reliably arrive at the frequency you have stated?

A) Yes B) No C) Sometimes

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c) Supply duration - How many hours of water supply do you usually receive on average from NWPCPC each time the piped water arrives?

- A) Less than 2 hours B) 2 to 4 hours
C) More than 4 hours each time

d) Timing- At what times of the day do you usually receive piped water from NWPCPC?

- A) Mornings only B) Evenings only C) Both Mornings & Evenings .
D) All day E) All Night F) All day and Night

e) Are these times convenient for you?

- A) Yes B) No

f) If NWPCPC has to ration water to customers and supply water only once in a day for a few hours, at which of the following time would you wish to receive water?

- A) Mornings B) Evenings
C) Other (Please state).....

g) Water pressure: Does the water you receive from NWPCPC's connection have enough pressure to reach and enter a roof tank or elevated tank?

- A) Yes B) No C) Sometimes
D) I am not sure

h) Quantity: - Do you receive enough (sufficient) piped water from the water utility (NWPCPC) for your use?

- A) Yes B) No
C) Do not receive piped water from utility (NWPCPC) directly

i) Quality: - How would you generally rate the appearance of water supplied by NWPCPC?

- A) Good quality water (Clear and colourless) most of the time
B) Poor quality water (Muddy/brown) most of the time

j) Water Treatment: What type of water treatment do you carry out on the water from NWPCPC?

- A) Do not treat B) boil drinking water C) use water filter or purifier
D) Other

k) Overall are you satisfied with the piped water supply from NWCPC?

A) YES B) NO

l) Why? Indicate below

A) Inadequate quantity or pressure

B) Costly (too expensive)

C) Low in Quality (colour/turbidity etc)

3.2 Billing and payment of Water Charges (for NWCPC customers)

a) Do you receive a water bill from NWCPC?

A) Yes B) No

b) Do you have a water meter?

A) Yes B) No

c) How are you billed for water charges?

A) By flat rate charge because I have no water meter

B) Based on meter readings since I have a meter and it is read regularly

C) By meter reading estimate (because my meter is not read)

D) By meter reading estimate (because my meter does not work)

E) I do not know

d) How much do you pay to NWCPC for water on average each month?

e) How much did you pay for the piped connection charges?

f) How often do you receive a water bill from the water utility (NWCPC)?

A) Every month B) Once in 2 or 3 months or even more

C) I never receive water bills from NWCPC D) Other (Please state).....

g) How often do NWCPC meter readers read your water meter?

A) Every month B) Once in 2 months C) Once in 3 months

D) Once in 4 to 6 months E) Once a year F) Never read

h) How do you pay for your water bills?

- A) Cash or cheque to NWCPC's cashiers office B) cheque by post
 C) NWCPC officers collect the cheque D) I pay the meter reader
 E) I do not pay F) I pay the landlord.

i) Do you understand the water bills that are sent to you?

- A) Yes B) No

j) Is the water bill that you receive reasonable?

- A) Yes B) No

k) How often do you pay the water bills for your household?

- A) Every month B) Whenever I receive bills
 C) Once in 2 or 3 months D) Other (specify).....

l) Do you have any complaints about the present billing system?

- Yes No

3.3 Customer Services provided by NWCPC

a) When you find a problem with your water services do you make a complaint to NWCPC?

- A) Yes B) No

b) When you have a problem with your water supply or billing etc., who do you complain to?

- A) The local NWCPC area office B) The Regional NWCPC office
 C) Other, please specify.....

c) When you have a complaint or query with your water supply or billing etc., how do you contact NWCPC?

- A) Visit in person B) By post (letter) C) By telephone

d) How many times have you or a member of your household visited the NWCPC offices to make a request or complaint over the last one year?.....

e) Do you consider the NWCPC offices to be accessible (distance, opening times, friendly etc.) to you?

A) Yes B) No

f) How would you rate the customer services provided by NWCPC for the following aspects:
(Please tick the most appropriate box from good to poor)

	Good	average	poor
i) Process for obtaining a new water connection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii) Complaints on over billing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii) Complaints on irregular delivery of bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv) Complaints for service interruptions such as lack of water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

g) Overall, how would you rate the general customer service that the NWCPC representatives give you?

A) Good B) Average C) Poor

Section 4: Alternative Water Sources

4.1 CUSTOMERS WHO OBTAIN WATER DIRECTLY FROM WATER KIOSKS (either always or sometimes)

If you use water directly from Water Kiosks please answer the following questions:

a) Are the water kiosks, that you use, managed by

A) A private vendor B) the NWCPC C) A community group

b) Do you or members of your household collect water from the kiosk(s), or do you have it delivered to your house?

A) Collected by a member of your household B) Delivered to your house

C) Some delivered and some collected

If you ticked boxes A) or C) please answer questions c) and d) below

c) How far is the water kiosk (that you use) from your house?

A) Less than 100m B) Between 100 -200m C) more than 200m

d) How long does it usually take to collect water from the kiosk each time (one round trip)?.....

e) **Timing.** In general, can you obtain water from the kiosk at convenient times of the day?

A) Yes B) No

f) **Supply frequency** - If you wanted, are you able to obtain water from this water kiosk?

A) Continuous (all the time) B) Once a day C) Twice a day

D) Once in 2 or 3 days E) Once a week

g) **Reliability:** Does this water kiosk reliably provide water at the frequency you have stated?

A) Yes B) No

h) **Quantity:** - Do you receive enough (sufficient) water from the water kiosk for your use?

A) Yes B) No

i) How many (20 litre) containers does your household usually use from kiosks in a day?.....

j) **Quality:** - How would you generally rate the appearance of water you obtain from the water kiosk?

A) Good quality water (Clear and colourless) most of the time

B) Poor quality water (Muddy/brown) most of the time

k) **Water Treatment:** What type of water treatment do you carry out on the kiosk water ?

A) Do not treat B) Boil drinking water C) Use water filter or purifier

l) **Costs:** How much do you pay for a 20litre container of water obtained from the kiosk?

A) During normal time when there are no water shortages?.....

B) When there are water shortages?.....

m) Overall are you satisfied with the water supply from the water kiosk?

A) YES No

n) If not satisfied, why?

A) Inadequate quantity or pressure

B) Costly (too expensive)

C) Low in Quality (colour/turbidity etc)

o) Do you think NWCPC should provide more water kiosks in your area?

A) Yes B) No

4.2 Alternative Water Sources: *If you use water from other sources (other than NWCPC water and kiosks) such as boreholes, open wells or from water vendors, please answer the following questions:*

a) What alternative water sources do you use?

A) Boreholes B) Open well C) Rainwater

D) Hand cart water vendors E) Water tankers

F) Other (Please specify here).....

b) Is this water source that you use, managed by;

A) A private vendor B) the NWCPC C) A community group

D) Your household E) Other (Please specify here).....

c) Do you or members of your household collect water from this source, or do you have it delivered to your house?

A) Collected by a member of household B) Delivered to your house

If you ticked boxes i) or iii) please answer questions c) and d)

d) How far is the water source (that you use) from your house?

A) Less than 100m B) Between 100 -200m C) more than 200m

e) How long does it take to collect water from this source each time (round trip)?.....

f) **Timing.** In general, can you obtain water from this source at convenient times of the day?

A) Yes B) No

g) **Supply frequency** - If you wanted, are you able to obtain water from this source?

A) Continuous (all the time) B) Once a day C) Twice a day

D) Once in 2 or 3 days E) Once a week

F) Other (please describe).....

h) **Reliability:** Does this water source reliably provide water at the frequency you have stated?

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A) Yes B) No

i) **Quantity:** - Do you receive enough (sufficient) water from this source for your use?

A) Yes B) No

i) How many (20 litre) containers of water do you use from this source in a day?.....

k) **Quality:** - How would you generally rate the appearance of water from this source?

A) Good quality water (Clear and colourless) most of the time

B) Poor quality water (Muddy/brown) most of the time

C) Other (Please specify)

l) **Water Treatment:** What type of water treatment do you carry out on this water ?

A) Do not treat B) boil drinking water C) use water filter or purifier

D) Other (Please specify)

m) **Costs:** How much do you pay for a 20 litre container (jerrican) of water from this source

during normal time when there are no water shortages?.....

n) How much do you pay for a 20 litre container (jerrican) of water from this source

when there are water shortages?.....

o) Overall are you satisfied with the water supply from this source?

A) YES

B) NO

p) If not satisfied, Why?

A) Inadequate quantity or pressure B) Costly (too expensive)

C) Low in quality (colour, turbidity, etc) D) Opening times

E) Long queues F) Other (Please state).....

q) If NWCPC could provide more water kiosks near where you live, would you buy water from the NWCPC water kiosk instead of obtaining water from this source (source indicated in question "a" above)

A) Yes B) No

4.3 Water from Vendors: If you use water supplied by vendors (either sometimes or always), please answer the following questions:

a) Do you know the sources from which Hand-cart vendors obtain water?

A) Yes B) No

b) If you know, where does the water vendors who supply your household obtain water from?

A) Borehole B) Open well C) NWCPC Water kiosk
 D) Rainwater E) Streams/Springs F) NWCPC individual connection
 G) A combination of sources (please specify).....

c) How much do you pay for a **20** litre container of water brought to you by the Hand-cart water vendor during normal time when there are no water shortages?.....

d) How much do you pay for a **20**litre container of water brought to you by the Hand-cart water vendor during times when there are water shortages?.....

e) Why do you prefer to buy water from a water vendor instead of collecting the water directly from the sources where the vendor obtains water?

.....

f) Why do you obtain water from other sources instead of using NWCPC water?

A) I do not have a water connection
 B) I have a connection but NWCPC water is not enough
 C) NWCPC water is costly (too expensive) compared with other sources
 E) Other reasons (Please specify).....

d) If NWCPC could provide a water kiosk near your area with water available most of the time, would you buy water from the NWCPC water kiosk instead of buying water from vendors?

A) Yes B) No

Section 5 - Socio-Economic Aspects

5.1 Are you (the respondent)

A) Male B) Female

5.2 Are you (the respondent)

A) Head of household B) Spouse C) Other

5.3 Is the head of the Household

A) Male B) Female

5.4 Please give the total number of people (including children) who live in your household (dwelling).....

How many rooms does your dwelling have?.....

5.6 If renting, how much money is the rent for your dwelling per month?

5.7 What is the ownership status of the dwelling (premises) occupied by your household?

- A) Privately owned by my family
- B) Provided to family by Employer (e.g Government, Council or a Company)
- C) Privately rented to our family by a private landlord
- D) Other (please specify)

5.8 Do you have electricity in your dwelling?

A) Yes B) No

If the answer is “No”, then move to part B

If the answer is “Yes”, continue with questions 5.9 to 5.11 and then move to part B

5.9 How much is your monthly electricity bill? KSH.....

5.10 Do you consider your monthly electricity bill to be reasonable?

A) Yes B) No