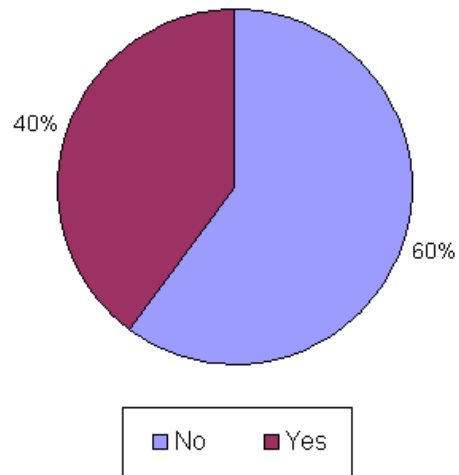
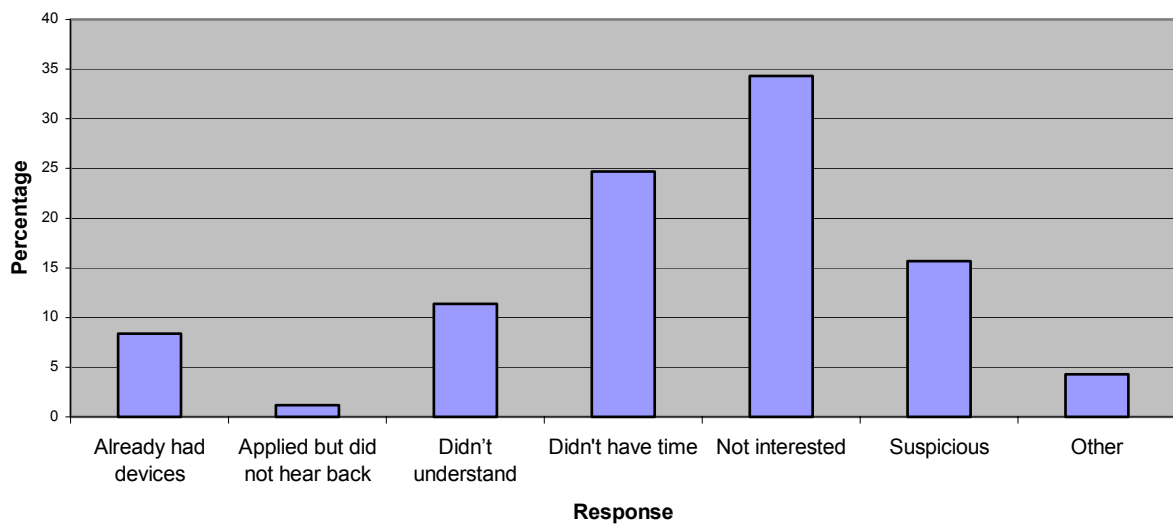


Appendix 4. Questionnaire Results Graphs

Do you remember receiving this letter from Bournemouth & West Hampshire Water?
300 responses

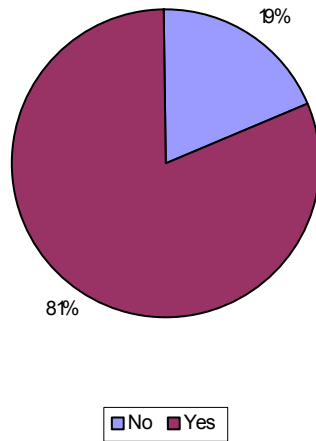


What was your reason for not taking up the offer?
166 responses



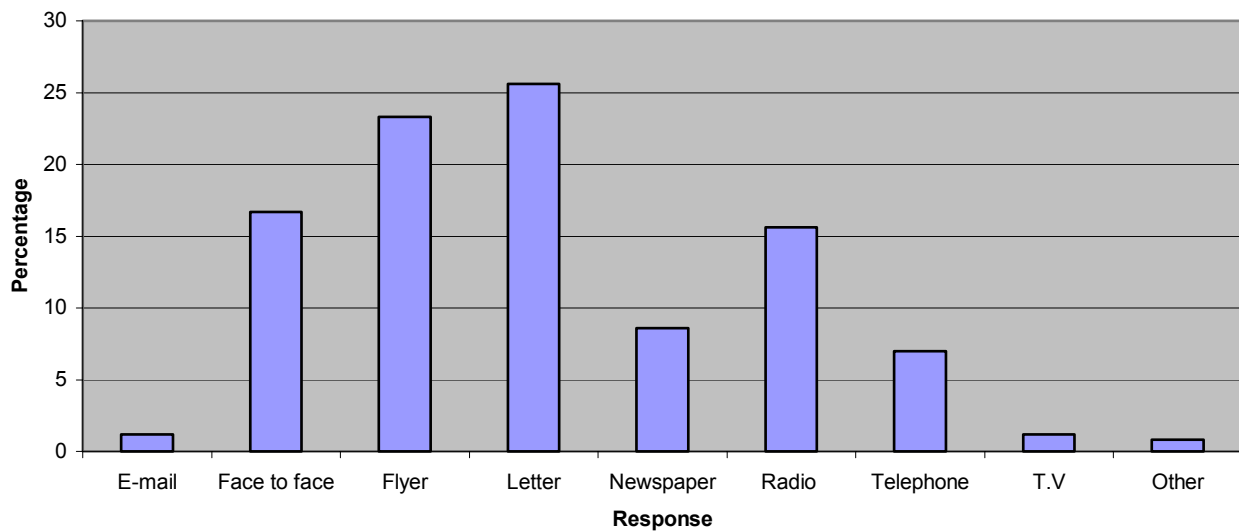
Do you think that using these water saving measures would have a noticeably positive effect on the environment?

294 Responses



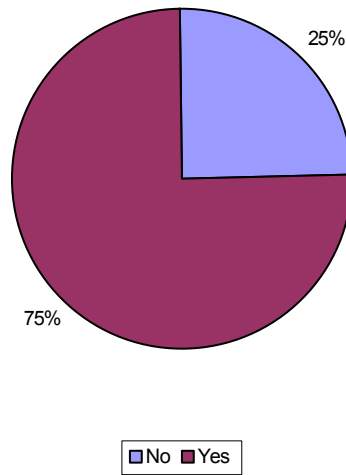
How would you prefer to be informed of these genuine offers, if there was a similar project in the future?

257 Responses

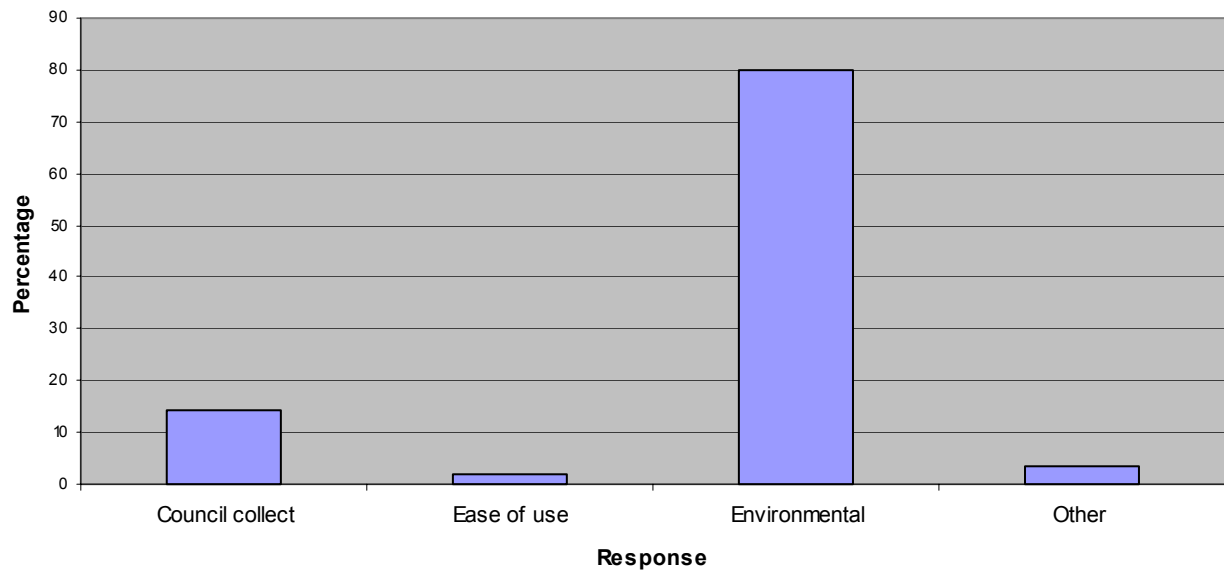


Do you recycle?

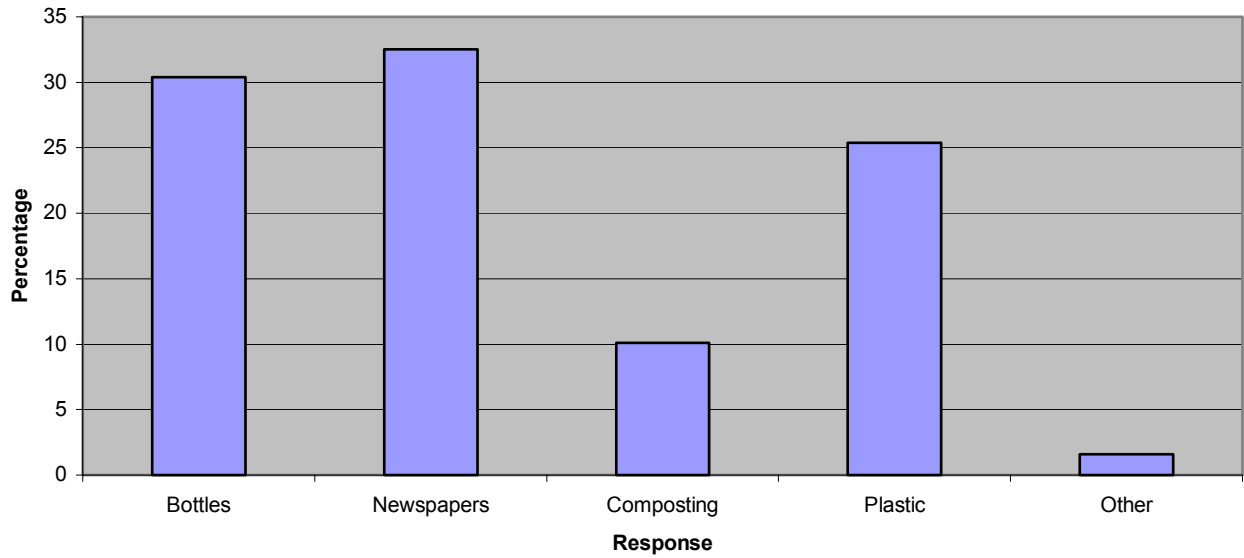
299 Responses



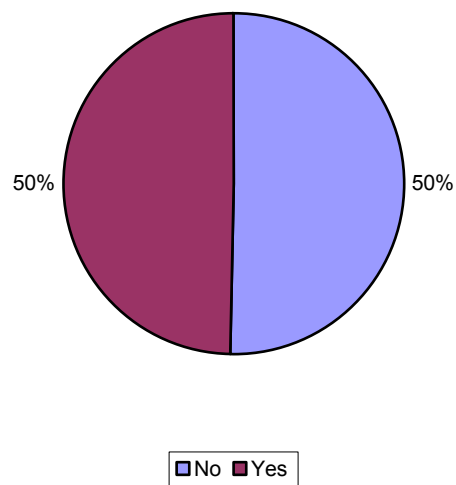
Why do you recycle?



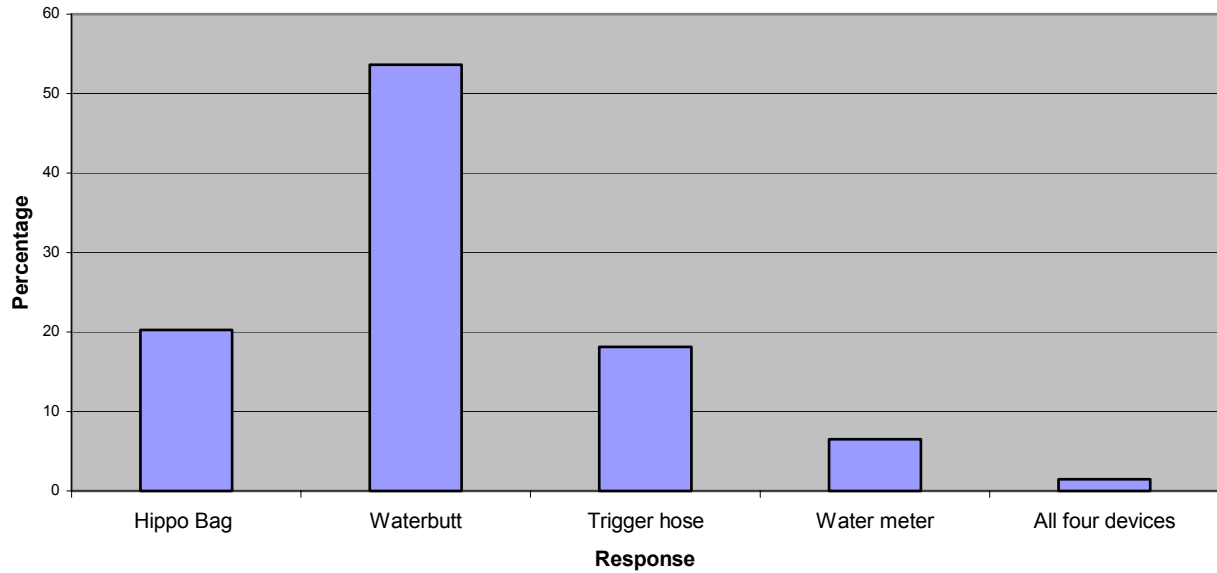
What do you recycle?
575 Responses



Do you already have some form of water saving device in your home or garden?
293 Responses

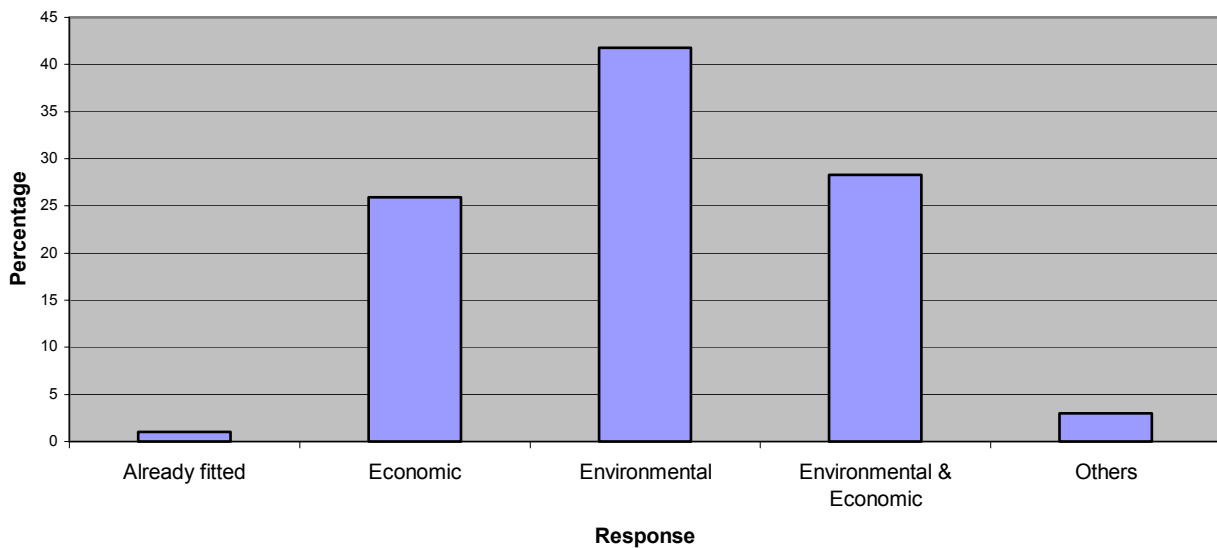


What form of water saving device do you have in your home or garden?



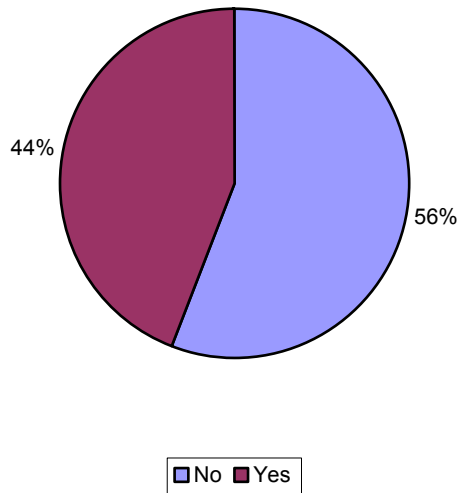
What is your main motivation for using water saving devices?

201 Responses



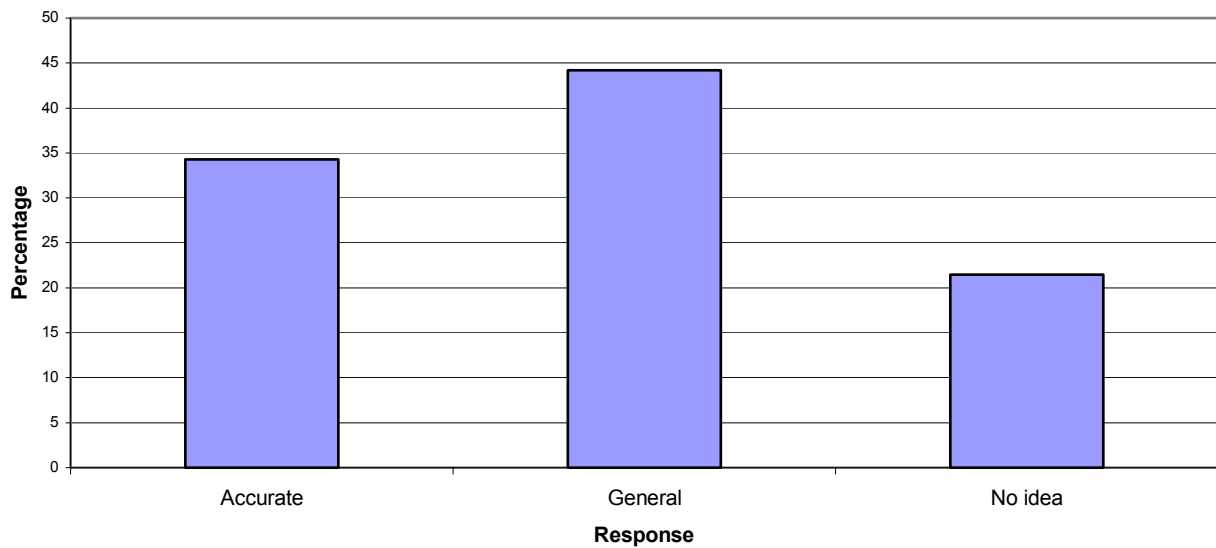
Have you ever heard of the Bourne Stream Partnership?

297 Responses



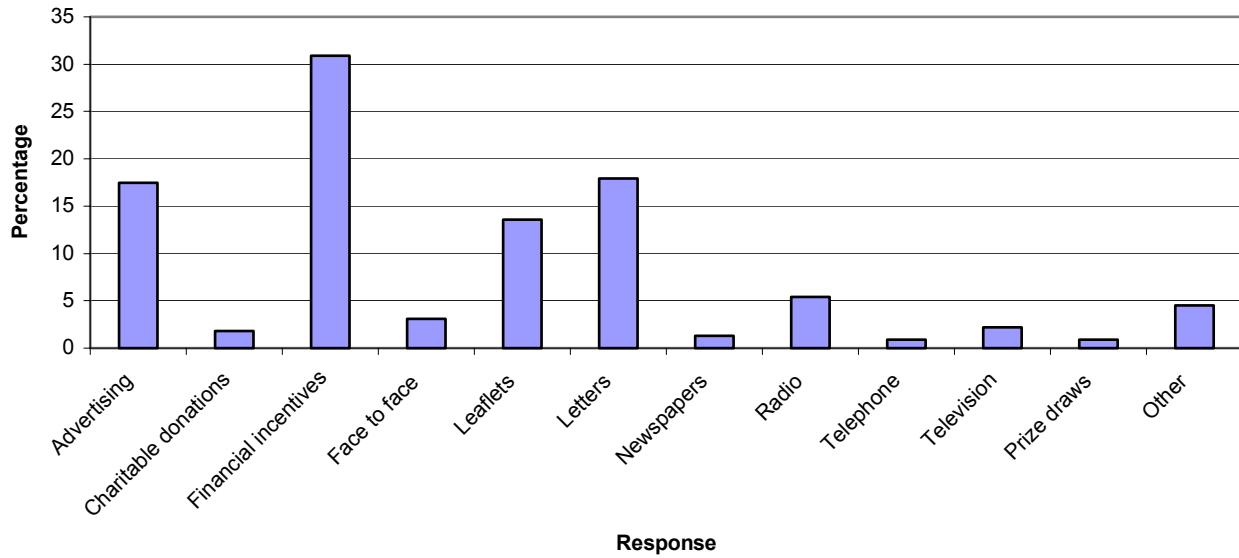
Can you indicate where the Bourne Stream runs through this map?

297 Responses



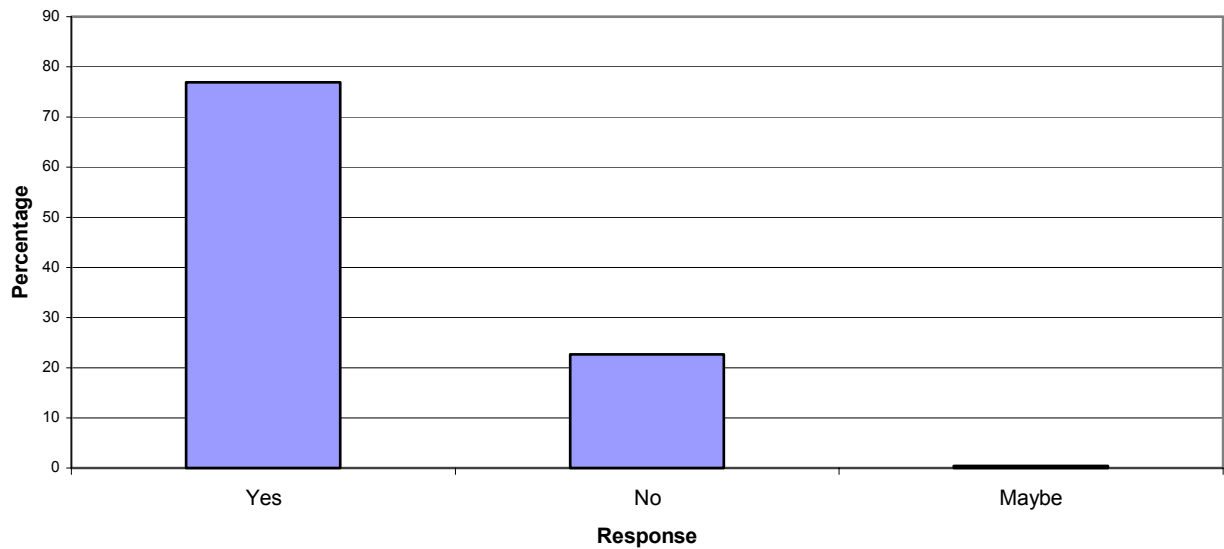
How could your attention be grabbed by any future campaign?

223 Responses

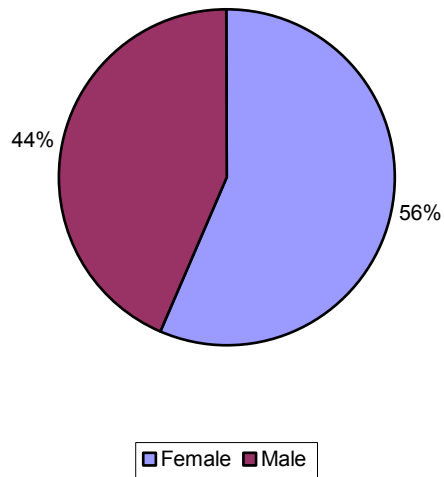


Would you like to be informed of any similar project, which may arise in the future?

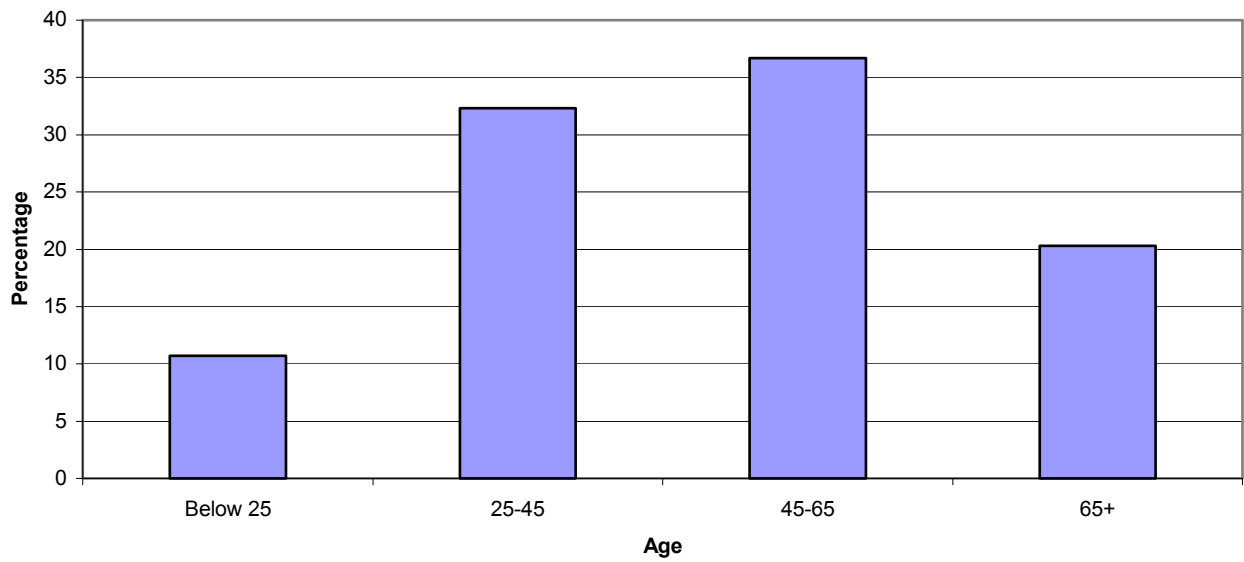
295 Responses

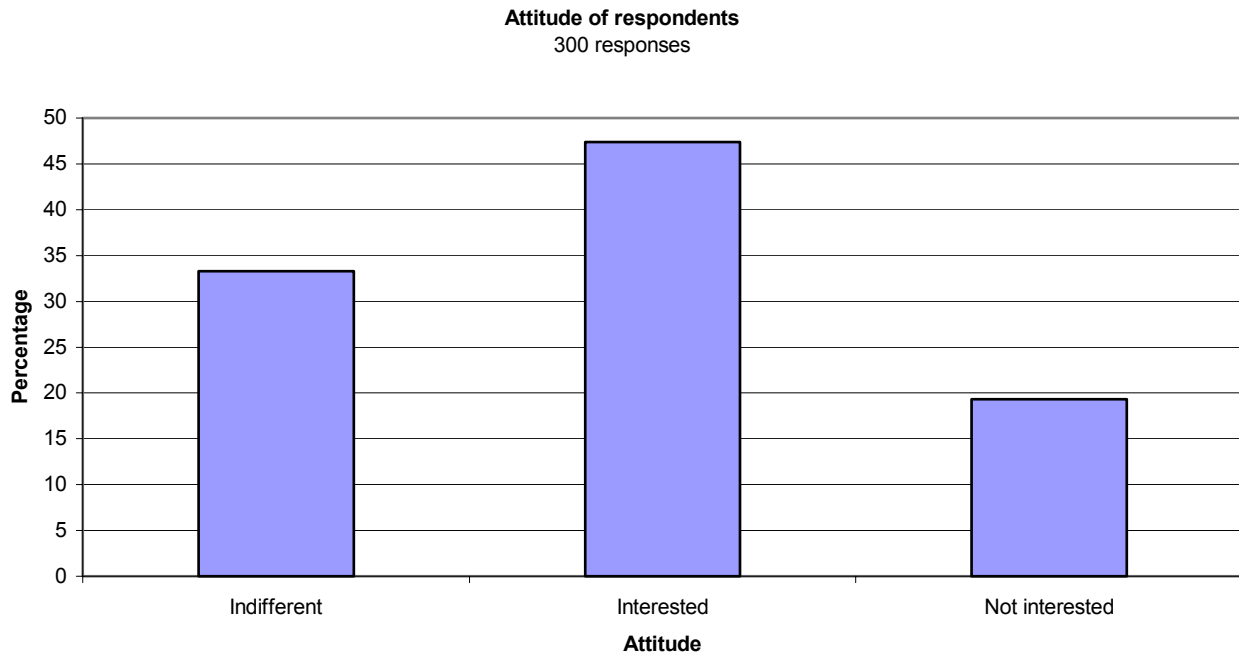


Sex of respondents
300 Responses



Age of respondents
300 Responses

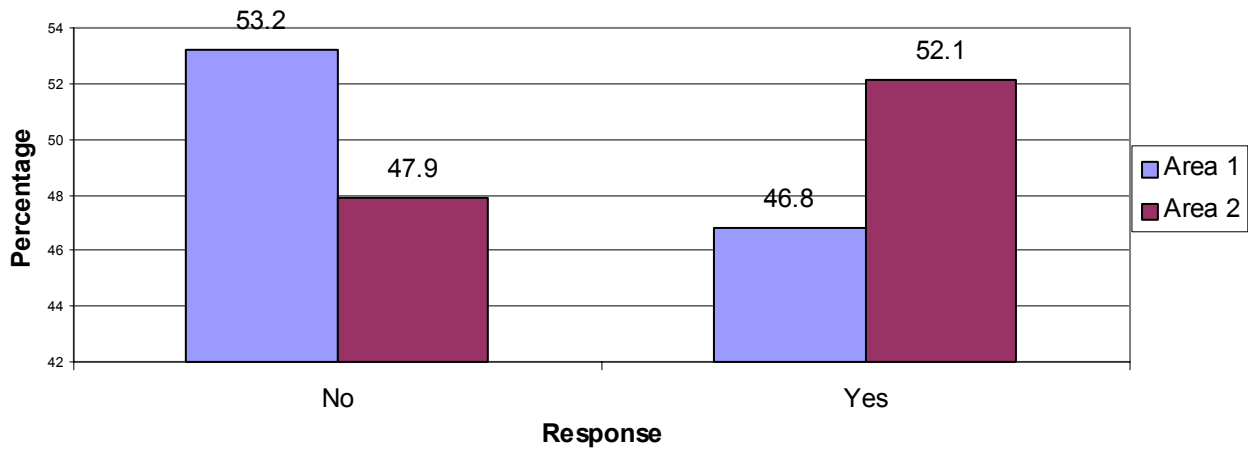




Appendix 6. Area 1 / Area 2 graphs

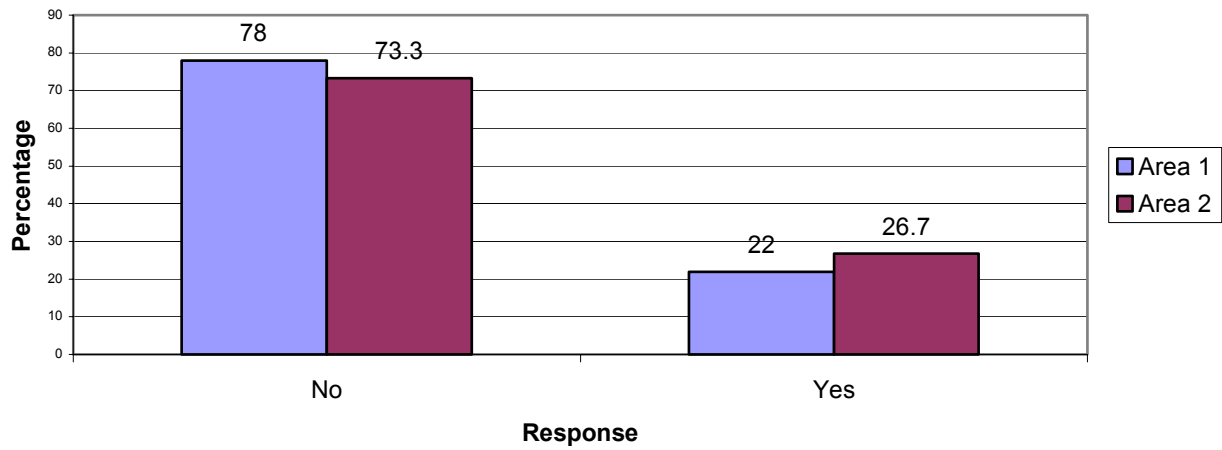
Question 7: Do you already have some form of water saving device in your home or garden? Comparison between Area 1 and Area 2

293 responses



Question 5: Do you recycle? Comparison between Area 1 and Area 2

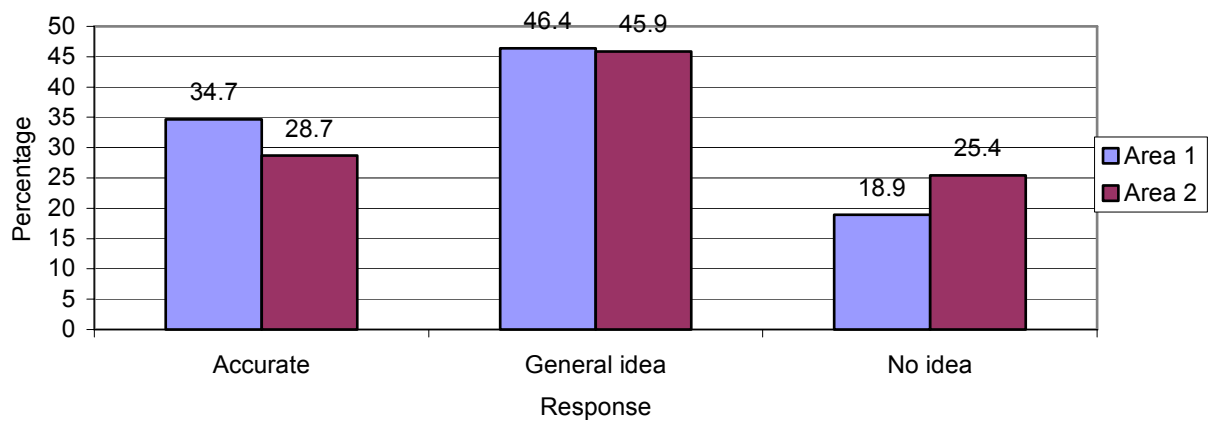
299 responses



Question 10: Can you indicate where the Bourne Stream runs through this map?

Comparison between Area 1 and Area 2

284 responses

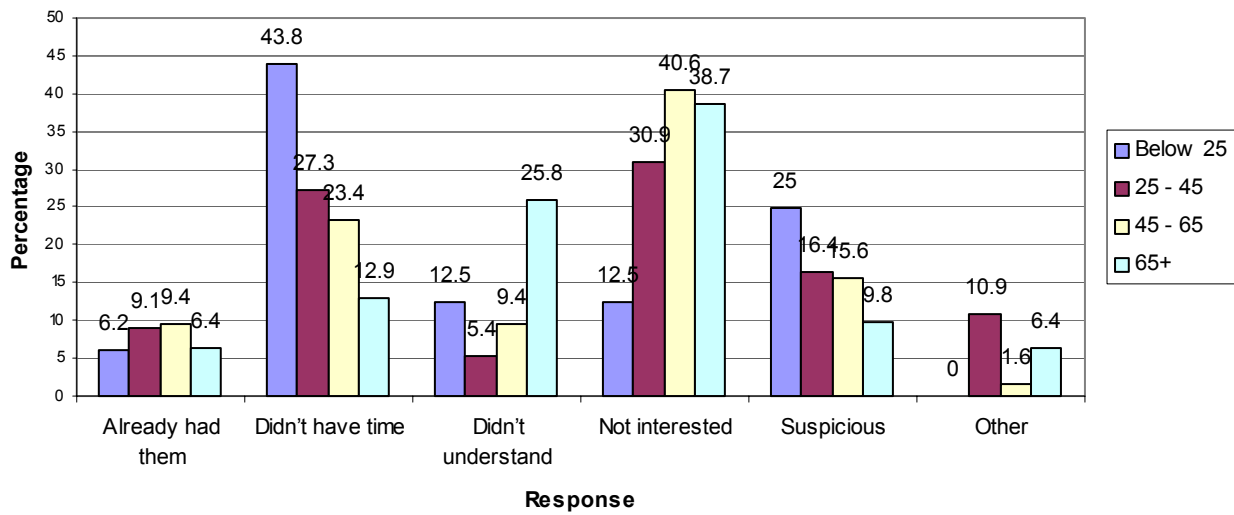


Appendix 8. Age Groups Variations Graphs

Question 2: What was your reason for not taking up the offer?

Age group variations

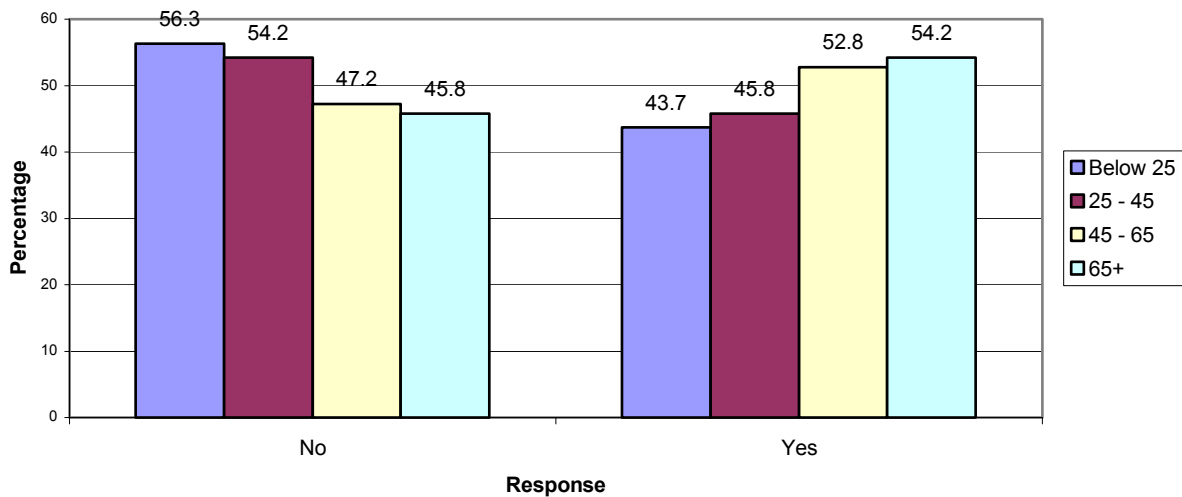
166 responses



Question 7: Do you already have some form of water saving device in your home or garden?

Age group variations

293 responses



Question 8: What is your main motivation for using water saving devices?

Age group variations

193 responses

