

## Supplementary material: Appendix 1

Interview Schedule: semi-structured

Q1.	What public communication have you undertaken in the past about water scarcity or drought?
Q2.	Have you undertaken any communications with the public about water scarcity or water saving that have shown to have an impact on behavior? Could you tell us about them?
Q3.	At what point in the drought cycle would you typically start to communicate with the public about emerging droughts?
Q4.	Thinking more specifically about your customers, are there particular groups that you find easy to communicate with about water saving or water scarcity?
Q5.	Are there groups which are particularly challenging to communicate with? Have you found any communications that work with any of these groups?
Q6.	In your opinion, what kinds of <i>messages</i> [themes] <i>and formats</i> [types of materials] are most likely to interest public or community groups? What about those most challenging to reach groups?
Q7.	What would be most helpful to you in terms of information [evidence, practical examples of communication interventions, visual aids] that could be applied to communication with the public?
Q8.	Do you have anything else you would like to add?
	END INTERVIEW SCHEDULE

Ruth Larbey and Emma Weitkamp (2020) 'Water scarcity communication in the UK: learning from water company communications following the 2018 heatwave' *Front. Environ. Sci.* | doi: 10.3389/fenvs.2020.578423