

Appendices

Appendix A – Questionnaire

PERIODIC REVIEW: CUSTOMER SURVEY

Sample Point from Quota Sheet [WRITE IN]: _____

Good morning/afternoon/evening. My name is.... from BMG Research, an independent research company conducting a survey on behalf of the water regulators, water companies, the government, the Welsh Assembly government and consumer representatives.

We are carrying out research on the current and future services provided by the water and sewerage company/companies in your area.

Would you mind answering a few questions; it should take about 25 minutes?

Read out

Your responses will remain anonymous and will be used to inform final decisions on investment and water bill changes in your area over the period 2010- 2015.

While other issues may arise to affect water companies' priorities, the aim is to ensure that customer views are represented and that water companies take into account the issues prioritised by customers.

Can I just check – as far as you know, are you connected to the Mains water supply and sewer system? Thank you. (Close if not connected to main water or sewer system.)

[CHECK QUOTAS AND THAT RESPONDENT IS AGED 18 OR OVER]

Read out

First of all I'd like to establish what kind of water/sewerage bill payer you are.

S1 Which one of the following types of bill payer best describes you?
Code one only

Sole bill payer	1
Jointly responsible for household finances along with my Spouse or partner	2
Contributor to shared household expenses (e.g. house/flatmate, parents)	3
Payment through private rent.....	4
Payment through Council rent/social housing.....	5
Other (please specify.....)	95
I am not a bill payer	6

If non-bill payer, thank them and close.

S2 What is your current employment status? **[Unprompted]**
Code one only

Employed Full-time (30+ hrs)..... 1
Employed Part-time (9-29 hrs) 2
Retired..... 3
Not working and not looking for work 4
Student..... 5
Not working and looking for work..... 6
Other (please specify _____)..... 95

S3 What is the occupation of the chief income earner in your household? This/these questions are only required in order to ensure we ask a wide range of people and will not be used for any other reason.

NB. Where retired please collect previous job details of chief income earner
[ONLY ASK SUFFICIENT QUESTIONS TO CODE SOCIAL GRADE BELOW]

Occupation title

Position/Rank/Grade and No. of Staff Responsible for:

Industry/Type of Company:

Qualification/Degrees/Apprenticeships:

[CODE SOCIAL GRADE]:

AB 1 C1 2 C2 3 DE 4

QUOTA

Gender		Age		SEG	
Male	1	18-29 years	1	A/B	1
Female	2	30-59 years	2	C1/C2	2
		60+ years	3	D/E	3

VIEWS ON SOCIAL ISSUES

- Q1 Thinking about your local area, how important, if at all, are the following issues to you? On a scale of one to five, where one is not at all important, and five is very important? **[SHOWCARD] Rotate list**
Code one only for each

	Not at all important	Fairly unimportant	Neither important nor unimportant	Fairly important	Very important	Don't know
Education	1	2	3	4	5	6
Transport	1	2	3	4	5	6
Health Services	1	2	3	4	5	6
Crime prevention	1	2	3	4	5	6
Environment	1	2	3	4	5	6
Cost of Living	1	2	3	4	5	6
Immigration	1	2	3	4	5	6
Water and sewerage services	1	2	3	4	5	6
Utility services	1	2	3	4	5	6

- Q2 Thinking about the environment, which of the following are most important to you? **[SHOWCARD] Rotate list.** Code up to two

Protecting the water environment (streams, canals, rivers, lakes, wetlands and sea around the coast)	1
Improving air quality	2
Reducing climate change	3
More activity on nature conservation, wildlife, woodlands, countryside	4
Reducing litter and household waste.....	5
Improvements to tackling flooding from heavy rains	6
Encouraging people to use less water in homes and gardens.....	7
Other (please specify)	95
None of these	96
Don't know	97

- Q3 Which of the following do you believe your water company/water and Sewerage Company are responsible for? **[SHOWCARD] Rotate list** Code all that apply

Providing safe, reliable, clean drinking water	1
Removal and treatment of waste water.....	2
Dealing with sewer flooding.....	3
Maintaining pipes, treatment works, and other infrastructure	4
Protecting the water environment	5
Managing water pollution from agriculture and manufacturing.....	6
Drainage of roads	7
Reducing litter in waterways	8
Preventing flooding from rivers.....	9
Managing canal systems.....	10
Helping to reduce greenhouse gas emissions and tackle climate change	11
Other (please specify)	95
None of these	96
Don't know	97

To confirm, in fact, water companies are responsible for these issues. [Reveal **SHOWCARD Q3b** with activities listed- with ticks and crosses as appropriate]

THEIR COMPANY - UNINFORMED

- Q4 Thinking about the services provided by your water company/water and sewerage company, which of the following, do you feel are most important? **[SHOWCARD] Rotate list** Code up to three

Providing safe, reliable, clean drinking water	1
Removal and treatment of waste water.....	2
Dealing with sewer flooding.....	3
Maintaining pipes, treatment works, and other infrastructure	4
Protecting the water environment	5
Drainage of roads	6
Dealing with customer complaints and enquiries	7
Helping to reduce greenhouse gas emissions and tackle climate change	8
Other (please specify)	95
None of these	96
Don't know	97

- Q5 Overall, how satisfied or dissatisfied are you with the water and sewerage service you receive? Read out and code only one.

Very dissatisfied	1
Fairly dissatisfied	2
Neither satisfied nor dissatisfied	3
Fairly satisfied.....	4
Very satisfied	5
Don't know	97

[IF Q5 = 1, 2]

- Q5a What is the main reason that you are dissatisfied? **[Unprompted]** Code one only.

Too expensive already.....	1
Prices always increasing	2
Poor / unreliable - unspecified	3
Poor / unreliable - water.....	4
Poor / unreliable - sewerage.....	5
Other – please specify	6
Don't know	97

[IF Q5 = 4, 5]

- Q5b What is the main reason that you are satisfied? **[Unprompted]** Code one only.

Good/ reliable service/ no interruptions	1
Good value for money	2
Water is good quality/clean.....	3
No flooding	4
No problems - unspecified.....	5
No problems - water	6
No problems - sewerage.....	7
Other – please specify	8
Don't know	97

- Q6 How do you pay for your water and sewerage service – do you pay for water and sewerage services in one combined bill or do you pay for water and sewerage separately in two bills? Sewerage services are often called used water or waste water services.

Read out: If you are not sure and you only remember getting one bill, then this will most likely include sewerage and water services in one bill combined.

Water and sewerage services combined in 1 bill 1
Water and sewerage services in 2 separate bills 2
Don't know (DO NOT READ OUT) 97

Check against database, clarify if necessary:

In fact you may receive one bill but in this area your water services will be supplied by _____ and your sewerage services will be supplied by _____. These services are often billed in one combined bill, even though the services are provided separately.

- Q7 Approximately how much do you currently pay for your [Q6/1: water **and** sewerage services]/[Q6/2: water service and for your sewer service]?

Read out: Your best estimate is fine here if you are not sure of the exact amount.

Where Q6/1:

£ _____ per month/quarter/every 6 months/year: Water and sewerage services combined

Where Q6/2:

£ _____ per month/quarter/every 6 months/year: Water only

Where Q6/2:

£ _____ per month/quarter/every 6 months/year: Sewerage only

[IF **Q7** = Don't know, skip to Q12]

- Q8 How confident are you that you have estimated your bills accurately? Read out and code only one.

Not at all confident 1
Not very confident 2
Fairly confident 3
Very confident 4
Don't know 5

- Q9 And how do you rate your current water and sewerage service in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'? **[SHOWCARD]**

Very Poor Value for Money 1
Fairly Poor Value for Money 2
Neither Poor nor Good Value for Money 3
Fairly Good Value for Money 4
Very Good Value for Money 5
Don't Know/Can't say 6

- [IF Q9 = 1, 2]
- Q10 What is the main reason that you feel your current water and sewerage services are poor value for money? **[Unprompted]** Code one only.
- I don't value the service 1
 Not worth the money 2
 Too expensive already 3
 Cannot afford it 4
 Oppose paying so much for a natural resource 5
 Oppose paying so much to companies who make large profits 6
 Oppose paying more to water companies when so much water is lost in leakage . 7
 Other (please specify) 95
 Don't Know/Can't say 97
- [IF Q9 = 4, 5]
- Q11 What is the main reason that you feel your current water and sewerage services offer good value for money?
- I value the service 1
 Service is worth the money 2
 Bill is affordable 3
 Other (please specify) 95
 Don't Know/Can't say 97
- Where responsible for paying the bill: S1/1 or 2
- Q12 Which of the following best describes your approach to paying your bill/s for your [Q6/1: water and sewerage services]/[Q6/2: water service and for your sewer service]? **[SHOWCARD]** Code one only.
- I don't find it difficult to pay on time 1
 I usually pay on time, but it can be difficult 2
 I sometimes pay late depending on what other bills I have to pay 3
 I often find it a challenge and have to delay payments as long as possible 4
 I don't usually pay my bills on time 5
 Don't know/can't say 97
- Q13 In the last 12 months have you or any member of your household been in contact with your local water or water and sewerage company other than to pay the bill?
- Yes 1
 No 2
 Don't know/can't say 3
- [IF Q13 = 1]
- Q14 What was the reason for the contact? **[Prompted]**.
- To make a complaint 1
 General enquiry 2
 Request information 3
 To report a problem 4
 Other (please specify) 5
 Can't remember 6

ALL:

The rest of the questions are about the services provided by _____
Water who supply your water and _____ Water who provide your
sewerage service in your area.

Q15 From 2010 your water company/ies will introduce new service levels which will deliver the following:

- Continue to ensure your tap water remains safe and clean;
- Continue to ensure sewer pipes are maintained;
- Manage the effect of their work on the environment; and
- Make other improvements where necessary.

This will mean that the average bill for your water company/ies will increase by £34.20 by 2015 (excluding inflation).

How acceptable do you consider this plan, where 1 means 'completely unacceptable' and 4 means 'very acceptable'? **[SHOWCARD]**

Completely unacceptable	1
Unacceptable	2
Acceptable.....	3
Very acceptable.....	4
Don't Know/Can't say.....	5

VIEWS ON CURRENT SERVICE

Water companies are responsible for providing safe, reliable, clean drinking water, and for removing and treating waste water, whilst managing the effect of their activities on the environment. Working with a range of agencies, water companies are also responsible for dealing with flooding from heavy rains and from sewers.

Here is the current level of service that your water company/ies provide in relation to these water and sewerage services **[SHOWCARD A]**.

Currently, the average bill in your area for water supply is £_____per year and £---
---per year for sewerage giving a total of £.....per year.

Q16 Bearing in mind these current service levels, how do you rate the water service in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'? **[SHOWCARD]**

Very Poor Value for Money	1
Fairly Poor Value for Money.....	2
Neither Poor nor Good Value for Money.....	3
Fairly Good Value for Money.....	4
Very Good Value for Money	5
Don't Know/Can't say.....	6

Q17 And how do you rate your current sewerage service in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'? **[SHOWCARD]**

Very Poor Value for Money	1
Fairly Poor Value for Money.....	2
Neither Poor nor Good Value for Money.....	3
Fairly Good Value for Money.....	4
Very Good Value for Money	5
Don't Know/Can't say.....	6

Q18 Bearing in mind these service levels and the current average bill I have shown you, how do you rate the current service you receive overall in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'? **[SHOWCARD / SHOWCARD A highlight the average bill]**

Very Poor Value for Money	1
Fairly Poor Value for Money.....	2
Neither Poor nor Good Value for Money.....	3
Fairly Good Value for Money.....	4
Very Good Value for Money	5
Don't Know/Can't say.....	6

[IF Q18 = 1, 2]

Q18a What is the main reason that you feel your current service is poor value for money? **[Unprompted]** Code one only.

I don't value the service	1
Not worth the money	2
Too expensive already.....	3
Cannot afford it.....	4
Oppose paying so much for a natural resource.....	5
Oppose paying so much to companies who make large profits.....	6
Oppose paying more to water companies when so much water is lost in leakage .	7
Other (please specify _____)	95
Don't Know/Can't say.....	97

[IF Q18 = 4, 5]

Q18b What is the main reason that you feel this offers good value for money? **[Unprompted]** Code one only.

I value the service	1
Service is worth the money	2
Bill is affordable.....	3
Other (please specify _____)	95
Don't Know/Can't say.....	97

VIEWS ON DBP 2010 ONWARDS– INFORMED [6 MINS]

There are three reasons why water and sewerage bills may increase. Firstly, due to rising energy costs and other factors it can cost companies more just to maintain current levels of service and continue with service targets set in previous years; secondly, costs may rise to meet compulsory new legal requirements from the government, and thirdly, to improve other services that the water companies choose to improve.

I will now show you your company's/companies' plan for future water and sewerage services and the resulting bill increases by each service area for the period 2010-2015. Please bear in mind that all utility bills change over time due to inflation, and the costs shown here do not include inflation **[SHOWCARD B]**.

Q19 Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill, (where 1 means 'completely unacceptable' and 4 means 'very acceptable')? **[SHOWCARD]**

Completely unacceptable	1
Unacceptable	2
Acceptable.....	3
Very acceptable.....	4
Don't Know/Can't say.....	97

[IF Q19 = 1,2]

Q20 What is the main reason that you feel this plan is unacceptable? **[Unprompted]. Code one only**

I don't value the improvements	1
Improvements not worth the money	2
Too expensive already.....	3
Cannot afford it.....	4
Oppose paying more for a natural resource	5
Oppose paying more to companies who make large profits	6
Oppose paying more to water companies when so much water is lost in leakage .	7
Other (please specify _____).....	95
Don't Know/Can't say.....	97

[IF Q19 = 3,4]

Q21 What is the main reason that you feel this plan is acceptable? **[Unprompted]. Code one only**

I value the improvements	1
Improvements are worth the money.....	2
Plan is affordable	3
Other (please specify _____).....	95
Don't Know/Can't say.....	97

- Q22 And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill, where 1 means 'completely unacceptable' and 4 means 'very acceptable'? **[SHOWCARD]**

Completely unacceptable 1
 Unacceptable 2
 Acceptable..... 3
 Very acceptable..... 4
 Don't Know/Can't say..... 97

[IF Q22 = 1,2]

- Q23 What is the main reason that you feel this plan is unacceptable?
[Unprompted]. Code one only

I don't value the improvements 1
 Improvements not worth the money 2
 Too expensive already..... 3
 Cannot afford it..... 4
 Oppose paying more for a natural resource 5
 Oppose paying more to companies who make large profits 6
 Oppose paying more to water companies when so much water is lost in leakage . 7
 Other (please specify)..... 95
 Don't Know/Can't say..... 97

[IF Q23 = 3,4]

- Q24 What is the main reason that you feel this plan is acceptable? **[Unprompted]. Code one only**

I value the improvements 1
 Improvements are worth the money..... 2
 Plan is affordable 3
 Other (please specify)..... 95
 Don't Know/Can't say..... 97

- Q25 And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill, (where 1 means 'completely unacceptable' and 4 means 'very acceptable')?
[SHOWCARD]

Completely unacceptable 1
 Unacceptable 2
 Acceptable..... 3
 Very acceptable..... 4
 Don't Know/Can't say..... 97

[IF Q25 = 1,2]

- Q26 What is the main reason that you feel this plan is unacceptable?
[Unprompted]. Code one only

I don't value the improvements 1
 Improvements not worth the money 2
 Too expensive already..... 3
 Cannot afford it..... 4
 Oppose paying more for a natural resource 5
 Oppose paying more to companies who make large profits 6
 Oppose paying more to water companies when so much water is lost in leakage . 7
 Other (please specify)..... 95
 Don't Know/Can't say..... 97

[IF Q25 = 3,4]

Q27 What is the main reason that you feel this plan is acceptable? **[Unprompted]**.

Code one only

I value the improvements 1
 Improvements are worth the money..... 2
 Plan is affordable..... 3
 Other (please specify)..... 95
 Don't Know/Can't say..... 97

Q28a Looking at each proposed service level, please state if you feel the proposed service level in this plan offers value for money, where 1 is very poor value for money, and 5 is very good value for money? **SHOWCARD/SHOWCARD B – refer respondent to plan in column 3 under each of the proposed service levels**

Proposed service level	Very poor value for money				Very good value for money	
1. Maintain water pipes, treatment works and reservoirs	1	2	3	4	5	6
2. Ensure a reliable and continuous water supply	1	2	3	4	5	6
3. Ensure the safety of tap water – drinking water quality	1	2	3	4	5	6
4. Manage the appearance, taste and smell of tap water	1	2	3	4	5	6
5. Manage the pressure of water in your taps and the number of unplanned interruptions	1	2	3	4	5	6
6. Handle customers' accounts, queries, complaints and customers with special needs	1	2	3	4	5	6
7. Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather	1	2	3	4	5	6
8. Manage the amount of water taken from the environment to supply customers	1	2	3	4	5	6
9. Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works	1	2	3	4	5	6
10. Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	1	2	3	4	5	6
11. Avoid risk of homes being flooded with sewage	1	2	3	4	5	6
12. Avoid risk of properties being flooded with sewage outside the home	1	2	3	4	5	6
13. Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	1	2	3	4	5	6
14. Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	1	2	3	4	5	6

Q28b Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money, where 1 is very poor value for money, and 5 is very good value for money? **SHOWCARD B**

15. Total water bill by 2014-15	1	2	3	4	5
16. Total sewerage bill by 2014-15	1	2	3	4	5
17. Total combined bill by 2014-15	1	2	3	4	5

Q29 Are there any other changes to the company plan that you would like to see made that have not been covered?

Q30 Thinking about the changes you have been shown in the company plans, which service areas if any would cause you most concern if they were delayed? **Code up to 3. SHOWCARD B**

Maintain water pipes, treatment works and reservoirs.....	1
Ensure a reliable and continuous water supply	2
Ensure the safety of tap water – drinking water quality	3
Manage the appearance, taste and smell of tap water.....	4
Manage the pressure of water in your taps and the number of unplanned interruptions.....	5
Handle customers’ accounts, queries, complaints and customers with special needs	6
Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather.....	7
Manage the amount of water taken from the environment to supply customers ...	8
Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works	9
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	10
Avoid risk of homes being flooded with sewage.....	11
Avoid risk of properties being flooded with sewage outside the home	12
Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	13
Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast.....	14
Don’t Know/Can’t say.....	97

BILL PROFILE [1 MINS]

Water and sewerage bills will change during the period 2010-2015. However, they can change at different rates so that customers may end up with different bill amounts in the final year, although overall they would pay the same amount. There are three options for bill changes set out in the showcard.

[SHOWCARD].

Q31 For example, if a bill had to increase on average by £5 per year, there are a number of ways this could be achieved. If you had to choose one of the options, which would you prefer?

Bills change every year according to how much work water companies have to do. This could mean changes in bills for customers up one year and down the next.	1
Bills show one big step change in the first year, then stay the same for the following four years.	2
Bills change steadily every year throughout the period, so that customers do not see big changes from year to year.	3

DEMOGRAPHIC INFORMATION [3 MINS]

Finally, some questions to help us analyse the results of this survey. To confirm again, all your answers will be kept strictly confidential and not linked to your name and address.

Q32 Are you currently charged for water via a water meter installed at your home?

Yes..... 1
 No..... 2
 Don't Know/Can't say..... 3

Where Q32/1

Q33 Why do you have a water meter installed at your home?

Was already installed when I moved in 1
 Opted for one to be installed 2
 Had no choice/had to have a meter 3
 Other (please specify)..... 95
 Don't Know/Can't say..... 97

Q34 **[SHOWCARD]** Which age band applies to you?

18-24 1
 25-29 2
 30-39 3
 40-49 4
 50-59 5
 60+ 6
 Refused 7

- Q35 What is the total annual income of your household? By personal income I mean your total income before tax and other deductions but **including any type of benefits**. Please tell me which of these bands best represents your income.
[SHOWCARD]

Less than £10,000.....	1
£10,000 - £19,999	2
£20,000 - £29,999	3
£30,000 - £39,999	4
£40,000 - £49,999	5
£50,000 - £59,999	6
£60,000 or more	7
Don't Know/Can't say/refused	97

- Q36 How many people are there in your household?

Adults _____

Children _____

Refused

- Q37 Do you know the category band your house is in for Council Tax? [CAPI to revise list for Wales interviews]

A.....	1
B.....	2
C.....	3
D	4
E.....	5
F	6
G	7
H	8
Don't Know	97

- Q38 Thank you very much for taking part in this survey. On reflection, were there any current issues not already discussed relating to water or sewerage, or paying your bill that you may have had in mind when answering these questions?

- Q39 Would you be willing to be contacted again in order to help with similar water industry research? Please be assured that this will only be for research purposes and your contact details will not be shared for use in any sales promotions.

[IF RESPONDENT SAYS YES, RECORD DETAILS BELOW]

Yes.....	1
No.....	2

[NOW RECORD DETAILS BELOW]

For quality control reasons a proportion of respondents are contacted after fieldwork to check that the interview was carried out properly. Therefore can I take down your name and telephone number, which will not be linked to your answers?

Respondent's Full Name: _____

Telephone Number: _____

Thank you for your time today, your input is much appreciated by BMG Research and the group that has commissioned this work.

If not previously read out:

Your responses will remain anonymous, and as part of the wider customer research results will be reported back to the group that has commissioned this work, to be used to inform final decisions on water bill changes over the coming years.

If not previously read out:

While other issues may arise to affect water companies' priorities, the aim is to ensure that customer views are represented and that water companies take into account the issues prioritised by customers.

If you have any further questions about the research, please contact the Account Director on this project, Rhian Dent, on 0121 333 6006.

COMPLETE MRS DECLARATION]

I declare that this interview has been carried out strictly in accordance with your specification and has been conducted within the MRS Code of Conduct with a person unknown to me.

Interviewer's name	Interviewer's signature	Date	Checked by supervisor

Appendix B – Show cards

SCREENING QUESTION 1

Which one of the following types of bill payer best describes you?

- Sole bill payer1
- Jointly responsible for household finances along with my Spouse or partner).....2
- Contributor to shared household expenses (e.g. house/flatmate, parents).....3
- Payment through private rent.....4
- Payment through Council rent/social housing5
- Other (please specify_____)95
- I am not a bill payer6

QUESTION 1

Thinking about your local area, how important, if at all, are the following issues to you?

Education.....

Transport.....

Health Services.....

Crime prevention.....

Environment.....

Cost of living.....

Immigration.....

Water and sewerage services.....

Utility services.....

Not at all important	Fairly unimportant	Neither important nor unimportant	Fairly important	Very important	Don't know
1	2	3	4	5	6

QUESTION 2

Thinking about the environment, which of the following are most important to you?

Protecting the water environment (streams, rivers, lakes, wetlands and sea around the coast)	1
Improving air quality	2
Reducing climate change	3
More activity on nature conservation, wildlife, woodlands, countryside.....	4
Reducing litter and household waste.....	5
Improvements to tackling flooding from heavy rains.....	6
Encouraging people to use less water in homes and gardens.....	7
Other (please specify _____).....	95
None of these.....	96
Don't know	97

QUESTION 3

Which of the following do you believe your water company/water and sewerage company are responsible for?

Providing safe, reliable, clean drinking water	1
Removal and treatment of waste water	2
Dealing with sewer flooding	3
Maintaining pipes, treatment works, and other infrastructure.....	4
Protecting the water environment.....	5
Managing water pollution from agriculture and manufacturing.....	6
Drainage of roads	7
Reducing litter in waterways	8
Preventing flooding from rivers	9
Managing canal systems	10
Helping to reduce greenhouse gas emissions and tackle climate change.....	11
Other (please specify _____).....	95
None of these	96
Don't know.....	97

QUESTION 3b

To confirm, water companies are responsible for these issues.

- Providing safe, reliable, clean drinking water ✓
- Removal and treatment of waste water ✓
- Dealing with sewer flooding ✓
- Maintaining pipes, treatment works, and other infrastructure..... ✓
- Protecting the water environment..... ✓
- Managing water pollution from agriculture and manufacturing..... ✗
- Drainage of roads ✓
- Reducing litter in waterways ✗
- Preventing flooding from rivers ✗
- Managing canal systems ✗
- Helping to reduce greenhouse gas emissions and tackle climate change ✓

QUESTION 4

Thinking about the services provided by your water company/water and sewerage company, which of the following, do you feel are most important?

Providing safe, reliable, clean drinking water	1
Removal and treatment of waste water	2
Dealing with sewer flooding	3
Maintaining pipes, treatment works, and other infrastructure.....	4
Protecting the water environment	5
Drainage of roads	6
Dealing with customer complaints and enquiries	7
Helping to reduce greenhouse gas emissions and tackle climate change.	8
Other (please specify).	95
None of these	96
Don't know	97

QUESTION 9

And how do you rate the current water and sewerage service in terms of Value for Money, using a scale of 1 to 5 where 1 means 'extremely poor value for money' and 5 means 'extremely good value for money'?

- Very Poor Value for Money..... 1
- Fairly Poor Value for Money 2
- Neither Poor nor Good Value for Money 3
- Fairly Good Value for Money 4
- Very Good Value for Money..... 5
- Don't Know/Can't say 6

QUESTION 12

Which of the following best describes your approach to paying your bill/s for your water and sewerage services / water service and for your sewer service]?

- I don't find it difficult to pay on time.....1
- I usually pay on time, but it can be difficult.....2
- I sometimes pay late it depends on what other bill I have to pay.....3
- I often find it a challenge and have to delay payments as long as possible.....4
- I don't usually pay my bills on time.....5
- Don't know/can't say.....6

QUESTION 15

How acceptable do you consider this plan, where 1 means 'completely unacceptable' and 4 means 'very acceptable'?

Completely unacceptable..... 1

Unacceptable..... 2

Acceptable 3

Very acceptable 4

Don't Know/Can't say 5

QUESTION 16

Bearing in mind these current service levels, how do you rate the water service in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'?

- Very Poor Value for Money..... 1
- Fairly Poor Value for Money 2
- Neither Poor nor Good Value for Money 3
- Fairly Good Value for Money 4
- Very Good Value for Money..... 5
- Don't Know/Can't say 6

QUESTION 17

How do you rate your current sewerage service in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'??

- Very Poor Value for Money..... 1
- Fairly Poor Value for Money 2
- Neither Poor nor Good Value for Money 3
- Fairly Good Value for Money 4
- Very Good Value for Money..... 5
- Don't Know/Can't say 6

QUESTION 18

Bearing in mind these service levels and the current average bill I have shown you, how do you rate the current service you receive overall in terms of Value for Money, using a scale of 1 to 5 where 1 means 'very poor value for money' and 5 means 'very good value for money'?

Very Poor Value for Money..... 1

Fairly Poor Value for Money 2

Neither Poor nor Good Value for Money 3

Fairly Good Value for Money 4

Very Good Value for Money..... 5

Don't Know/Can't say 6

QUESTION 19

Looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill, (where 1 means 'completely unacceptable' and 4 means 'very acceptable')?

Completely unacceptable.....	1
Unacceptable.....	2
Acceptable	3
Very acceptable	4
Don't Know/Can't say	97

QUESTION 22

And looking just at the plan relating to sewerage services now, how acceptable do you consider your company's plan including these improvements and the impacts overall on your sewerage bill, where 1 means 'completely unacceptable' and 4 means 'very acceptable'?

Completely unacceptable.....	1
Unacceptable.....	2
Acceptable	3
Very acceptable	4
Don't Know/Can't say	97

QUESTION 25

And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill, (where 1 means 'completely unacceptable' and 4 means 'very acceptable')?

Completely unacceptable.....	1
Unacceptable	2
Acceptable	3
Very acceptable	4
Don't Know/Can't say	97

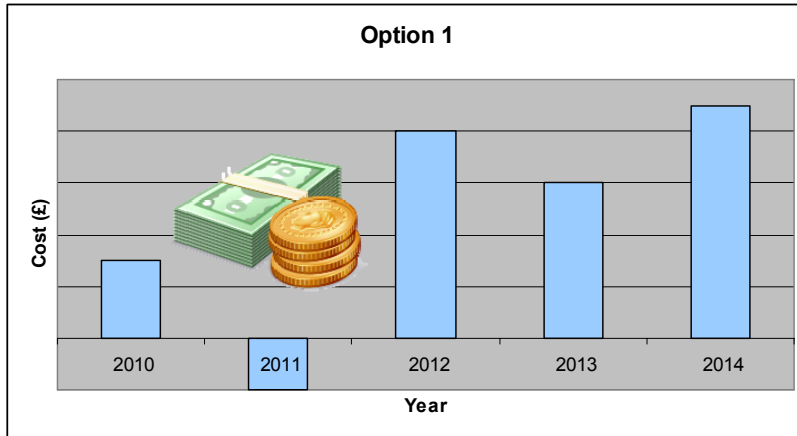
QUESTION 28a

Looking at each proposed service level, please state if you feel the proposed service level in this plan offers value for money, where 1 is very poor value for money, and 5 is very good value for money?

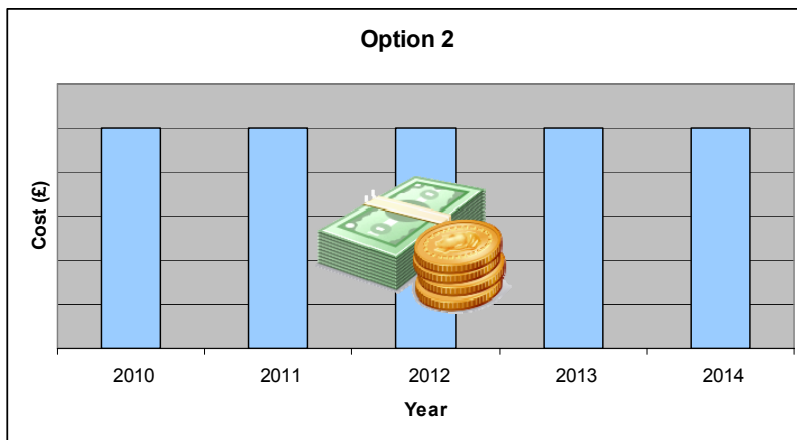
- Very Poor Value for Money..... 1
- Fairly Poor Value for Money 2
- Neither Poor nor Good Value for Money 3
- Fairly Good Value for Money 4
- Very Good Value for Money..... 5
- Don't Know/Can't say 6

QUESTION 31

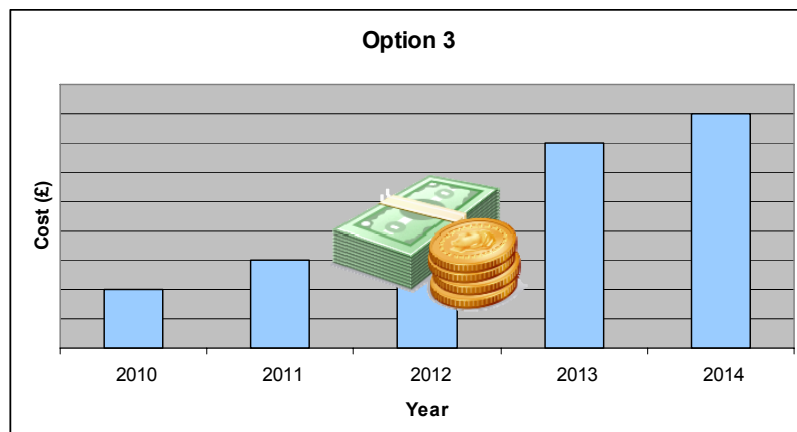
1. Bills change every year according to how much work water companies have to do. This could mean changes in bills for customers up one year and down the next.



2. Bills show one big step change in the first year, then stay the same for the following four years.



3. Bills change steadily every year throughout the period, so that customers do not see big changes from year to year.



QUESTION 34

Which age band applies to you?

- 18-24 1
- 25-34 2
- 35-44 3
- 45-54 4
- 55-59 5
- 60-64 6
- 65+ 7
- Refused 8

QUESTION 35

What is the total annual income of your household (before tax)?


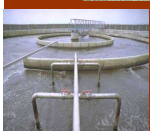




Less than £10,000.....	1
£10,000 - £19,999	2
£20,000 - £29,999	3
£30,000 - £39,999	4
£40,000 - £49,999	5
£50,000 - £59,999	6
£60,000 or more	7
Don't Know/Can't say/refused	97

Showcard A

WATER

Service area		Current Service Level
	Maintain water pipes, treatment works and reservoirs	Manage and repair water pipes and equipment to maintain current supplies and quality of drinking water
	Ensure a reliable and continuous water supply	Invest in new water supplies, tackle leakage and help customers use water efficiently to provide reliable water to existing and new customers - risk of hosepipe ban no more than [X] years
	Ensure the safety of tap water - drinking water quality	X% of samples meet the current quality standards for drinking water
	Manage the appearance, taste and smell of tap water	Approximately X customer complaints to water company about the appearance, taste or smell of tap water each year
	Manage the pressure of water in your taps and the number of unplanned interruptions	X properties at risk of low water pressure at the tap. Supplies to X properties affected by unplanned interruptions lasting more than X hrs
	Handle customers' accounts, queries, complaints and customers with special needs	X% of billing enquiries answered within 5 days and X% of written complaints answered within 10 days. Customers generally satisfied with handling of telephone calls but X% calls receive engaged tone
	Ensure companies manage their critical water treatment works and pipes to deal with extreme events eg. severe weather	Water supplies could occasionally be disrupted e.g. by extreme events
	Manage the amount of water taken from the environment to supply customers	Fish and wildlife at X sites suffer from low water levels caused by abstraction of water
CURRENT AVERAGE WATER BILL = £X		









SEWERAGE

	Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works	Manage and repair sewers and equipment to ensure customers continue to receive current standards of drainage and sewage treatment
	Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	Provide effective drainage and sewage treatment to meet current demands from existing and new customers
	Avoid risk of homes being flooded with sewage	X properties at risk of internal flooding from sewers at least once in X years
	Avoid risk of properties being flooded with sewage outside the home	X properties at risk of external flooding from sewers at least once in X years
	Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	Sewerage system could occasionally be disrupted e.g. by extreme events
	Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	Xkm of river of poor/bad quality, Xkm of river at risk from weed growth that can be harmful to wildlife, X bathing waters which do not meet minimum standards
CURRENT AVERAGE SEWERAGE BILL = £X		
CURRENT AVERAGE TOTAL BILL = £X		

Showcard B

Average water bill in 2010 is £XXX

WATER

	Current Service Level	Service Level Proposed by 2015	Change in bill by 2015
	Manage and repair water pipes and equipment to maintain current supplies and quality of drinking water	Maintain current service	£X
	Invest in new water supplies, tackle leakage and help customers use water efficiently to provide reliable water to existing and new customers - risk of hosepipe ban no more than [X] years	Maintain current service	£X
	X% of samples meet the current quality standards for drinking water	Improve drinking water quality with the aim of X samples meeting the current standards	£X
	Approximately X customer complaints to water company about the appearance, taste or smell of tap water each year	X% reduction in complaints about tap water	£X
	X properties at risk of low water pressure at the tap. Supplies to X properties affected by unplanned interruptions lasting more than X hrs	Reduce to X the number of properties at risk of low water pressure. Reduce properties affected by unplanned interruptions to X	£X
	X% of billing enquiries answered within 5 days and X% of written complaints answered within 10 days. Customers generally satisfied with handling of telephone calls but % calls receive engaged tone	Maintain current service, improving service where possible by working more effectively	£X
	Water supplies could occasionally be disrupted e.g. by extreme events	X works better protected from severe weather safeguarding service for X people	£X
	Fish and wildlife at X sites suffer from low water levels caused by abstraction of water	Reduce amount of abstraction at X sites; plus water levels at X sites will be restored and protected enabling fish and wildlife to thrive	£X
WATER BILL - FROM £X IN 2010 TO £X IN 2014/5			£X

SEWERAGE

	Manage and repair sewers and equipment to ensure customers continue to receive current standards of drainage and sewage treatment	Maintain current service	£X
	Provide effective drainage and sewage treatment to meet current demands from existing and new customers	Ensure drainage and sewage treatment works can cope with extra demand from existing and new customers	£X
	X properties at risk of internal flooding from sewers at least once in ten years	Reduce to X properties at risk of internal flooding from sewers at least once in ten years	£X
	X properties at risk of external flooding from sewers at least once in ten years	Reduce to X properties at risk of external flooding from sewers at least once in X years	£X
	Sewerage system could occasionally be disrupted e.g. by extreme events	X works better protected from severe weather safeguarding service for X people	£X
	Xkm of river of poor/bad quality, Xkm of river at risk from weed growth that can be harmful to wildlife, X bathing waters which do not meet minimum standards	An additional: Xkm of river can better support fish and other wildlife; plus X wetlands and X lakes are restored and protected to support wildlife; plus X bathing waters are improved.	£X
SEWERAGE BILL - FROM £X IN 2010 TO £X IN 2014/5			£X
TOTAL COMBINED BILL - FROM £X IN 2010 TO £X BY 2014/5			£X

Appendix C – Interviewer Briefing Notes

Water Consumers' Priorities Survey Interviewer Briefing Notes

Research objective

The main aim of this research is to obtain respondents' views on their water and sewerage company's business plans, looking at the services they cover, the planned improvements, and the impacts these improvements would have on respondents' water and sewerage bill.

Background

The research is being carried out on behalf of:

- **Ofwat:** the economic regulator is responsible for making sure that the water industry in England and Wales provides customers with a good quality and efficient service at a fair price;
- **Department for Environment, Food and Rural Affairs (Defra):** the government department responsible for regulation of public water supplies and environmental standards in England;
- **Welsh Assembly Government:** the government department responsible for regulation of public water supplies and environmental standards in Wales;
- **Consumer Council for Water:** the statutory body that represents the interests of consumers in dealings with water companies in England and Wales;
- **Environment Agency (EA):** the public body responsible for the protecting and improving the environment in England and Wales. It's the Environment Agency's job to make sure that air, land and water are looked after by everyone in today's society, so that tomorrow's generations inherit a cleaner, healthier world;
- **The Drinking Water Inspectorate (DWI):** the body responsible for regulation of the quality of drinking water supplies in England and Wales;
- **Natural England:** the statutory body responsible for conservation and enhancement of the natural environment in England, including the wellbeing and enjoyment of people and the economic prosperity that it brings; and
- **Water UK:** the industry association that represents all the water only and water and sewerage companies in England and Wales.

Water and sewerage companies' responsibilities

Services that water and sewerage companies are responsible for can be broken down into four different elements: water, sewerage, protection of the environment and customer service.

These elements comprise a range of specific areas:

Water

1. Maintain water pipes, treatment works and reservoirs
2. Ensure a reliable and continuous water supply
3. Ensure the safety of tap water – drinking water quality
4. Manage the appearance, taste and smell of tap water
5. Manage the pressure of water in your taps and the number of unplanned interruptions
6. Handle customers' accounts, queries, complaints and customers with special needs
7. Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather
8. Manage the amount of water taken from the environment to supply customers

Sewage

9. Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works
10. Ensure a reliable and continuous sewerage service for the removal and treatment of sewage
11. Avoid risk of homes being flooded with sewage
12. Avoid risk of properties being flooded with sewage outside the home
13. Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather
14. Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast

Sample

Around 6,000 interviews will be conducted with households across England and Wales. Between 250 and 300 interviews will be conducted in each water company/water and sewerage area. There are 13 water only companies and 10 water and sewerage companies.

We will be interviewing to a quota by gender, age and socio-economic group.

Respondents must be bill payers, either solely, jointly, contributing to shared household expenses or paying through private/council/social housing rent.

Questionnaire

The questionnaire covers the following:

- Views on water and sewerage issues alongside wider social issues, such as health services, immigration, education, transport and crime prevention;
- Knowledge of water company's responsibilities;
- Overall satisfaction and value for money of the current service they receive;
- Approach to paying their bills;
- Contact with their water/water and sewerage company;
- General overview of company's proposed service offering and the bill level and whether or not this would be acceptable;
- Detailed description of the current service level and costs, and whether this is offers value for money,
- Views on their company's proposed service offering and the bill level (according to their business plan) this would involve and whether or not this would be acceptable, and offers value for money;
- Service areas that would cause most concern if they were delayed;
- Determining respondents' preferences with regard to introducing and continuing bill increases over the 5 year period;
- Demographics information.

Points to remember/Objection handling:

The topic is relatively complex, and so some respondents may feel that it is difficult to comment on given the limited time and information available.

However the purpose of the research is to understand their views *based on the information provided* i.e. we appreciate that it will be a new topic area for most people, and recognise that some people may find it easier to comment than others.

For example, some objections may be along the lines of –

I can't comment as I don't understand/ know the water industry that well

If you have any respondents saying anything like this, just repeat that we appreciate it is quite tricky as its not information they'll be that familiar with, so please provide your best answer given this information.

Another objection may be:

It's fine for water companies to say they'll achieve this, but will they actually do it?

Again, the survey is designed to understand whether the improvements proposed are good value for money – ie. to answer the question please assume the improvements will be made, and the costs illustrated will cover these improvements.

Regarding price increases – respondents may need to be reminded that all household bills will be subject to increases due to inflation, and in this research all price increases to bills exclude inflation.

Dictionary of terms:

Sewerage vs sewage

The term “sewerage” refers to the process of removing and treating sewage and wastewater. The term “sewage” refers to the waste produced by humans which typically consists of washing water, faeces, urine, laundry waste and other material which goes down drains and toilets from households and industry.

Sewerage system

The system of pipes used to collect and carry rain, waste water and trade waste away for treatment and disposal is called the sewerage or the waste water system.

Abstraction – ie: “abstraction of water”

This term refers to the process where water companies take water from the environment (rivers, lakes, reservoirs etc) in order to supply customers. After abstraction, the water is cleaned and tested and then provided to customers as safe clean water.

Effluent – ie. “manage the effect of sewerage effluent on the environment”

This term refers to the water that remains at the end of the sewerage process – i.e. once wastewater and sewage has gone through the process of being treated and cleaned, it is released back into the environment (lakes, rivers etc). While this generally meets the required standards, sometimes it can have an effect on the environment it is released into and this is where companies will need to invest to improve the quality of their effluent.

Any further queries, please ask Emma Parry or Rhian Dent.

Appendix D – Connected properties (weights)

Company	Properties billed (water)	Response to survey	Expansion factor
Anglian Water	1804400	300	6014.666667
Bournemouth and West Hampshire Water	177000	293	604.0955631
Bristol Water	448400	277	1618.772563
Cambridge Water	113900	254	448.4251969
Dee Valley Water	107600	257	418.6770428
Essex and Suffolk Water	699200	260	2689.230769
Folkestone and Dover Water	67000	253	264.8221344
Northumbrian Water	1056200	301	3508.9701
Portsmouth Water	274300	254	1079.92126
Severn Trent Water	3075500	302	10183.77483
South East Water	773600	254	3045.669291
South Staffordshire Water	503800	253	1991.304348
South West Water	674400	336	2007.142857
Southern Water	945000	302	3129.139073
Sutton and East Surrey Water	250600	250	1002.4
Tendring Hundred Water	66400	250	265.6
Thames Water	3231700	303	10665.67657
Three Valleys Water	1179200	250	4716.8
United Utilities Water	2783400	309	9007.76699
Welsh Water/Dŵr Cymru	1201700	302	3979.139073
Wessex Water	499000	300	1663.333333
Yorkshire Water	1921000	315	6098.412698
Total	21853300	6175	

Appendix E – Company Results

Achieved samples by company

	Abbreviation	Sample achieved
WaSCs		
Anglian Water	ANH	300
Northumbrian Water	NNE	301
Severn Trent Water	SVT	302
South West Water	SWT	336
Southern Water	SRN	302
Thames Water	TMS	303
United Utilities	NWT	309
Welsh Water Dŵr Cymru	WSH	302
Wessex Water	WSX	300
Yorkshire Water	YKS	315
WoCs / WaSC(s)		
Bournemouth & West Hampshire Water / Wessex/Southern	BWH	293
Bristol Water / Wessex	BRL	277
Cambridge Water / Anglian	CAM	254
Dee Valley Water / Welsh Water Dŵr Cymru	DVW	257
Essex & Suffolk Water / Anglian/Thames	ESK	260
Folkestone & Dover Water / Southern	FLK	253
Portsmouth Water / Southern	PRT	254
South East Water / Thames/Southern	SEW	254
South Staffordshire Water / Severn Trent	SST	253
Sutton & East Surrey Water / Thames	SES	250
Tendring Hundred Water / Anglian	THD	250
Three Valleys Water / Thames	TVW	250
Total		6175

For the overall results, data from all WaSCs and WoCs has been aggregated. In order to make the overall sample representative of all bill-payers in England and Wales, each company's sample has been weighted in proportion to the number of household properties billed for water. Results at company level have not been weighted.

Q1. Thinking about your local area, how important, if at all, are the following issues to you?

COMPANY

		ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Education	Not at all important	1%	0%	1%	1%	0%	1%	0%	3%	1%	0%	1%	2%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	Fairly unimportant	3%	1%	3%	5%	1%	2%	0%	3%	8%	2%	1%	5%	4%	5%	0%	4%	2%	2%	0%	1%	0%	0%
	Neither important nor unimportant	9%	8%	3%	10%	10%	8%	13%	10%	16%	7%	12%	5%	7%	7%	3%	4%	3%	4%	4%	1%	5%	1%
	Fairly important	32%	24%	21%	19%	16%	18%	32%	35%	34%	21%	17%	17%	28%	26%	23%	37%	32%	25%	33%	10%	39%	22%
	Very important	55%	67%	71%	64%	73%	71%	54%	49%	41%	70%	68%	71%	61%	62%	73%	55%	62%	68%	63%	88%	56%	77%
Transport	Not at all important	1%	0%	0%	1%	0%	0%	0%	2%	1%	2%	0%	3%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	3%	2%	0%	2%	1%	0%	0%	3%	4%	3%	4%	3%	1%	3%	0%	2%	0%	1%	0%	1%	1%	0%
	Neither important nor unimportant	9%	7%	3%	9%	11%	6%	15%	13%	27%	8%	11%	6%	3%	11%	6%	3%	1%	4%	4%	2%	6%	1%
	Fairly important	39%	25%	22%	39%	16%	22%	29%	35%	34%	25%	21%	23%	34%	31%	26%	42%	36%	27%	33%	9%	42%	21%
	Very important	47%	65%	75%	50%	72%	71%	55%	48%	34%	62%	64%	65%	62%	54%	68%	54%	63%	68%	63%	88%	51%	78%
Health Services	Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	0%	1%	0%	0%	0%	0%	0%	3%	2%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	Neither important nor unimportant	2%	7%	0%	2%	10%	3%	10%	11%	16%	1%	7%	2%	2%	3%	1%	3%	1%	2%	2%	1%	6%	1%
	Fairly important	33%	23%	16%	21%	14%	14%	33%	31%	41%	12%	17%	18%	26%	25%	26%	35%	34%	22%	33%	8%	38%	20%
	Very important	65%	69%	84%	77%	75%	84%	56%	55%	41%	88%	75%	79%	72%	71%	73%	62%	65%	76%	66%	91%	55%	79%
Crime prevention	Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	1%	2%	0%	0%	0%	0%	1%	3%	4%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
	Neither important nor unimportant	5%	7%	1%	4%	9%	2%	12%	6%	22%	2%	8%	2%	2%	8%	2%	3%	1%	2%	3%	1%	4%	0%
	Fairly important	30%	22%	15%	22%	18%	15%	33%	33%	33%	16%	17%	21%	24%	27%	25%	38%	33%	21%	32%	9%	39%	20%
	Very important	64%	69%	84%	74%	73%	83%	54%	58%	42%	82%	73%	77%	73%	64%	73%	58%	66%	76%	65%	90%	57%	80%
Environment	Not at all important	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	0%	2%	0%	0%	0%	0%	0%	3%	2%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	0%
	Neither important nor unimportant	6%	5%	1%	5%	9%	3%	10%	10%	18%	3%	6%	6%	2%	7%	5%	4%	2%	4%	2%	1%	10%	2%
	Fairly important	39%	28%	17%	31%	18%	20%	33%	33%	43%	19%	23%	23%	25%	30%	22%	41%	36%	23%	32%	9%	35%	20%
	Very important	55%	64%	82%	64%	71%	76%	57%	53%	36%	77%	70%	71%	72%	62%	71%	56%	62%	73%	66%	90%	53%	78%

		ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Cost of Living	Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	0%	1%	0%	0%	0%	0%	0%	2%	2%	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Neither important nor unimportant	2%	4%	1%	5%	10%	2%	5%	10%	20%	3%	5%	5%	2%	4%	2%	2%	2%	3%	6%	2%	6%	0%
	Fairly important	28%	19%	19%	23%	15%	14%	29%	29%	28%	11%	17%	21%	26%	25%	26%	38%	32%	19%	29%	9%	31%	20%
	Very important	69%	75%	79%	72%	75%	84%	66%	59%	50%	85%	77%	72%	72%	70%	72%	58%	67%	78%	64%	89%	63%	80%
Immigration	Not at all important	3%	5%	3%	6%	2%	3%	3%	12%	3%	3%	8%	2%	0%	4%	4%	2%	6%	0%	0%	4%	7%	3%
	Fairly unimportant	9%	7%	8%	11%	9%	7%	5%	5%	6%	16%	6%	3%	5%	20%	7%	26%	22%	5%	2%	7%	6%	9%
	Neither important nor unimportant	21%	15%	5%	27%	14%	12%	19%	17%	39%	23%	23%	16%	9%	16%	9%	7%	6%	8%	19%	8%	8%	4%
	Fairly important	27%	21%	15%	22%	14%	15%	31%	31%	33%	18%	15%	23%	24%	23%	22%	38%	33%	23%	21%	7%	32%	19%
	Very important	41%	51%	69%	34%	61%	64%	42%	35%	20%	41%	48%	55%	62%	37%	58%	27%	33%	62%	57%	75%	47%	66%
Water and sewerage services	Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	0%	1%	0%	1%	2%	0%	0%	3%	1%	1%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
	Neither important nor unimportant	2%	7%	2%	6%	10%	4%	4%	6%	15%	3%	4%	9%	3%	6%	4%	3%	1%	2%	10%	1%	6%	2%
	Fairly important	35%	23%	21%	29%	17%	20%	32%	34%	29%	20%	17%	17%	25%	27%	29%	43%	34%	25%	27%	8%	38%	21%
	Very important	62%	69%	77%	63%	72%	76%	63%	57%	55%	77%	77%	73%	71%	67%	66%	53%	65%	73%	63%	91%	55%	78%
Utility services	Not at all important	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Fairly unimportant	0%	1%	0%	1%	1%	0%	0%	2%	2%	0%	2%	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
	Neither important nor unimportant	3%	8%	1%	4%	9%	3%	3%	12%	17%	3%	6%	6%	3%	4%	4%	5%	2%	2%	12%	2%	9%	2%
	Fairly important	36%	23%	20%	29%	17%	18%	33%	31%	32%	21%	18%	21%	27%	29%	31%	44%	34%	26%	27%	9%	38%	22%
	Very important	61%	68%	79%	65%	72%	79%	64%	54%	49%	76%	75%	71%	70%	66%	65%	51%	64%	72%	61%	89%	53%	77%
Sample		300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

		Overall	England	Wales
Education	Not at all important	1%	1%	0%
	Fairly unimportant	2%	2%	1%
	Neither important nor unimportant	5%	6%	1%
	Fairly important	26%	27%	11%
	Very important	66%	65%	87%
Transport	Not at all important	1%	1%	0%
	Fairly unimportant	2%	2%	1%
	Neither important nor unimportant	6%	6%	2%
	Fairly important	29%	30%	10%
	Very important	63%	62%	86%
Health Services	Not at all important	0%	0%	0%
	Fairly unimportant	0%	0%	0%
	Neither important nor unimportant	2%	3%	1%
	Fairly important	24%	25%	9%
	Very important	73%	72%	90%
Crime prevention	Not at all important	0%	0%	0%
	Fairly unimportant	1%	1%	0%
	Neither important nor unimportant	3%	3%	2%
	Fairly important	25%	26%	10%
	Very important	72%	71%	88%
Environment	Not at all important	0%	0%	0%
	Fairly unimportant	0%	0%	0%
	Neither important nor unimportant	4%	4%	2%
	Fairly important	27%	28%	10%
	Very important	68%	67%	88%
Cost of Living	Not at all important	0%	0%	0%
	Fairly unimportant	0%	0%	0%
	Neither important nor unimportant	4%	4%	3%
	Fairly important	23%	24%	10%
	Very important	73%	72%	88%

		Overall	England	Wales
Immigration	Not at all important	4%	4%	4%
	Fairly unimportant	10%	11%	7%
	Neither important nor unimportant	14%	14%	9%
	Fairly important	23%	24%	7%
	Very important	49%	48%	74%
Water and sewerage services	Not at all important	0%	0%	0%
	Fairly unimportant	1%	1%	0%
	Neither important nor unimportant	4%	4%	2%
	Fairly important	26%	27%	9%
	Very important	70%	69%	89%
Utility services	Not at all important	0%	0%	0%
	Fairly unimportant	1%	1%	0%
	Neither important nor unimportant	5%	5%	3%
	Fairly important	26%	27%	9%
	Very important	69%	68%	87%
Total		6,175	5,616	559

Q2. Thinking about the environment, which of the following are most important to you?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Protecting the water environment (streams, canals, rivers, lakes, wetlands and sea around the coast)	51%	23%	43%	48%	32%	31%	27%	38%	20%	29%	19%	33%	53%	33%	9%	8%	8%	52%	21%	16%	14%	11%
Improving air quality	26%	39%	39%	21%	32%	47%	16%	35%	36%	21%	35%	22%	47%	38%	43%	34%	30%	35%	19%	32%	39%	53%
Reducing climate change	32%	31%	28%	53%	53%	51%	38%	41%	43%	44%	54%	50%	20%	42%	38%	45%	51%	30%	59%	62%	20%	55%
More activity on nature conservation, wildlife, woodlands, countryside	12%	28%	13%	12%	11%	10%	24%	14%	19%	9%	10%	12%	8%	10%	21%	5%	7%	8%	6%	12%	22%	13%
Reducing litter and household waste	41%	26%	29%	32%	26%	29%	33%	22%	38%	49%	34%	44%	32%	27%	31%	41%	44%	21%	51%	33%	34%	16%
Improvements to tackling flooding from heavy rains	17%	27%	16%	14%	15%	13%	11%	17%	9%	27%	13%	17%	10%	6%	35%	9%	7%	10%	11%	15%	28%	23%
Encouraging people to use less water in homes and gardens	9%	17%	32%	8%	7%	5%	15%	10%	6%	9%	9%	10%	23%	8%	12%	8%	4%	29%	6%	12%	16%	15%
Other	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	5%	2%	0%	2%	1%	0%	0%
None of these	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	2%	1%	4%	8%	2%	0%	2%	0%	0%
Don't know	2%	4%	0%	2%	1%	2%	13%	0%	4%	1%	5%	1%	0%	3%	5%	1%	0%	2%	1%	2%	14%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Protecting the water environment (streams, canals, rivers, lakes, wetlands and sea around the coast)	26%	27%	17%
Improving air quality	32%	32%	32%
Reducing climate change	46%	45%	61%
More activity on nature conservation, wildlife, woodlands, countryside	10%	10%	12%
Reducing litter and household waste	37%	37%	33%
Improvements to tackling flooding from heavy rains	16%	16%	15%
Encouraging people to use less water in homes and gardens	11%	11%	12%
Other	1%	1%	1%
None of these	2%	2%	2%
Don't know	2%	2%	2%
Total	6,175	5,616	559

Q3. Which of the following do you believe your water company/water and sewerage company are responsible for?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Providing safe, reliable, clean drinking water	79%	69%	83%	91%	77%	81%	87%	63%	71%	94%	73%	84%	72%	86%	66%	81%	89%	79%	96%	89%	57%	67%
Removal and treatment of waste water	68%	70%	69%	83%	70%	68%	71%	45%	70%	80%	54%	62%	61%	75%	67%	80%	84%	67%	69%	83%	51%	59%
Dealing with sewer flooding	51%	61%	43%	67%	69%	59%	47%	41%	60%	73%	50%	51%	48%	68%	59%	65%	75%	50%	59%	75%	47%	61%
Maintaining pipes, treatment works, and other infrastructure	53%	65%	59%	72%	72%	60%	54%	45%	59%	86%	56%	67%	60%	69%	62%	74%	83%	60%	64%	82%	52%	57%
Protecting the water environment	56%	59%	45%	68%	68%	55%	46%	42%	49%	78%	50%	61%	52%	66%	59%	60%	76%	48%	71%	76%	52%	51%
Managing water pollution from agriculture and manufacturing	40%	56%	24%	48%	58%	40%	37%	31%	43%	45%	34%	43%	38%	49%	58%	62%	71%	28%	36%	62%	42%	38%
Drainage of roads	43%	56%	26%	55%	65%	43%	36%	34%	45%	62%	38%	52%	38%	62%	54%	69%	72%	34%	53%	76%	44%	45%
Reducing litter in waterways	48%	52%	35%	52%	58%	48%	45%	35%	40%	57%	33%	47%	42%	57%	46%	66%	72%	46%	46%	74%	43%	39%
Preventing flooding from rivers	45%	52%	27%	47%	54%	43%	44%	29%	36%	52%	40%	44%	39%	59%	55%	62%	72%	35%	41%	69%	44%	44%
Managing canal systems	31%	46%	14%	39%	49%	38%	29%	28%	37%	33%	28%	29%	29%	51%	53%	60%	67%	22%	30%	56%	36%	37%
Helping to reduce greenhouse gas emissions and tackle climate change	35%	45%	22%	44%	47%	42%	39%	25%	39%	32%	31%	31%	28%	49%	54%	60%	64%	25%	28%	47%	36%	49%
Other	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%
None of these	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	2%	5%	0%	1%	1%	1%	1%	0%	9%	2%	5%	0%	0%	0%	6%	3%	4%	0%	0%	0%	16%	0%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Providing safe, reliable, clean drinking water	83%	83%	88%
Removal and treatment of waste water	70%	70%	82%
Dealing with sewer flooding	61%	61%	75%
Maintaining pipes, treatment works, and other infrastructure	68%	67%	81%
Protecting the water environment	63%	63%	75%
Managing water pollution from agriculture and manufacturing	45%	44%	61%
Drainage of roads	53%	52%	75%
Reducing litter in waterways	52%	50%	73%
Preventing flooding from rivers	50%	48%	68%
Managing canal systems	39%	38%	55%
Helping to reduce greenhouse gas emissions and tackle climate change	40%	39%	47%
Other	0%	0%	0%
None of these	0%	0%	0%
Don't know	2%	2%	0%
Total	6,175	5,616	559

Q4. Thinking about the services provided by your water company/water and sewerage company, which of the following, do you feel are most important?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Providing safe, reliable, clean drinking water	78%	61%	86%	88%	76%	80%	81%	64%	64%	93%	81%	77%	78%	85%	61%	80%	88%	86%	90%	87%	50%	68%
Removal and treatment of waste water	47%	50%	51%	66%	54%	48%	43%	28%	52%	61%	42%	42%	39%	46%	45%	48%	49%	46%	44%	56%	31%	33%
Dealing with sewer flooding	30%	29%	27%	30%	15%	33%	15%	22%	26%	26%	18%	24%	17%	20%	22%	11%	9%	24%	16%	13%	26%	36%
Maintaining pipes, treatment works, and other infrastructure	31%	39%	51%	41%	47%	37%	34%	25%	30%	42%	36%	40%	53%	26%	34%	44%	43%	41%	31%	56%	37%	38%
Protecting the water environment	28%	34%	16%	29%	21%	27%	12%	21%	17%	21%	26%	29%	23%	18%	27%	9%	14%	16%	33%	26%	25%	24%
Drainage of roads	19%	20%	8%	15%	12%	18%	10%	12%	16%	8%	14%	17%	15%	14%	23%	15%	11%	17%	4%	11%	24%	14%
Dealing with customer complaints and enquiries	22%	26%	29%	9%	17%	15%	23%	15%	15%	9%	15%	17%	39%	17%	38%	8%	10%	33%	21%	20%	29%	18%
Helping to reduce greenhouse gas emissions and tackle climate change	14%	22%	16%	10%	11%	10%	21%	15%	18%	4%	14%	10%	13%	8%	26%	9%	9%	15%	5%	11%	24%	22%
Other	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	4%	0%	0%	1%	0%	0%	0%	0%	1%	0%
None of these	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Don't know	0%	5%	0%	0%	1%	0%	4%	0%	9%	2%	4%	1%	0%	0%	6%	2%	1%	0%	0%	0%	15%	0%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Providing safe, reliable, clean drinking water	82%	82%	86%
Removal and treatment of waste water	46%	46%	56%
Dealing with sewer flooding	22%	22%	13%
Maintaining pipes, treatment works, and other infrastructure	39%	38%	56%
Protecting the water environment	23%	23%	26%
Drainage of roads	12%	12%	11%
Dealing with customer complaints and enquiries	18%	18%	19%
Helping to reduce greenhouse gas emissions and tackle climate change	11%	11%	11%
Other	0%	0%	0%
None of these	0%	0%	0%
Don't know	1%	1%	0%
Total	6,175	5,616	559

Q5. Overall, how satisfied or dissatisfied are you with the water and sewerage service you receive?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Very dissatisfied	4%	1%	1%	2%	0%	3%	1%	1%	3%	1%	0%	1%	2%	2%	0%	1%	2%	0%	0%	1%	2%	1%
Fairly dissatisfied	7%	5%	2%	7%	2%	2%	7%	5%	7%	4%	8%	3%	9%	8%	4%	4%	2%	5%	15%	2%	3%	1%
Neither satisfied nor dissatisfied	4%	12%	5%	5%	5%	4%	6%	4%	15%	5%	10%	5%	11%	10%	9%	4%	3%	7%	8%	6%	11%	4%
Fairly satisfied	59%	41%	76%	61%	72%	52%	76%	51%	55%	70%	52%	66%	58%	53%	26%	64%	58%	67%	71%	78%	32%	34%
Very satisfied	25%	39%	16%	24%	21%	39%	8%	38%	18%	20%	28%	25%	20%	27%	60%	28%	35%	21%	6%	13%	52%	60%
Don't know	1%	1%	0%	0%	0%	0%	2%	1%	2%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Very dissatisfied	1%	1%	1%
Fairly dissatisfied	5%	6%	2%
Neither satisfied nor dissatisfied	6%	6%	6%
Fairly satisfied	59%	58%	77%
Very satisfied	27%	28%	13%
Don't know	1%	1%	0%
Total	6,175	5,616	559

Q5A. What is the main reason that you are dissatisfied?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Too expensive already	56%	30%	13%	68%	33%	46%	21%	5%	62%	33%	45%	27%	36%	36%	22%	27%	50%	38%	24%	0%	8%	0%
Prices always increasing	13%	20%	13%	14%	0%	15%	0%	37%	12%	20%	20%	18%	19%	14%	33%	27%	7%	15%	63%	0%	23%	0%
Poor/ unreliable - unspecified	0%	20%	13%	0%	0%	0%	0%	5%	4%	0%	10%	0%	11%	11%	22%	0%	14%	0%	0%	20%	0%	20%
Poor/ unreliable - water	16%	0%	50%	14%	33%	8%	11%	32%	4%	27%	15%	9%	17%	25%	11%	36%	14%	31%	7%	50%	69%	40%
Poor/ unreliable - sewerage	6%	10%	13%	0%	0%	15%	0%	0%	4%	13%	5%	0%	8%	7%	0%	9%	14%	0%	0%	10%	0%	20%
Poor water pressure	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	2%	0%	0%	20%
Too many incidents of flooding / drainage problems	0%	0%	0%	0%	0%	8%	0%	5%	0%	7%	0%	9%	3%	0%	0%	0%	0%	8%	2%	0%	0%	0%
Other	3%	5%	0%	5%	33%	0%	11%	5%	0%	0%	5%	0%	3%	7%	0%	0%	0%	8%	2%	10%	0%	0%
Dont know	6%	15%	0%	0%	0%	8%	58%	5%	15%	0%	0%	27%	3%	0%	11%	0%	0%	0%	0%	10%	0%	0%
Sample	32	20	8	22	6	13	19	19	26	15	20	11	36	28	9	11	14	13	46	10	13	5

OVERALL

	Overall	England	Wales
Too expensive already	34%	35%	2%
Prices always increasing	29%	29%	0%
Poor/ unreliable - unspecified	5%	4%	19%
Poor/ unreliable - water	18%	17%	49%
Poor/ unreliable - sewerage	6%	6%	9%
Poor water pressure	1%	1%	0%
Too many incidents of flooding / drainage problems	2%	2%	0%
Other	3%	3%	11%
Dont know	3%	3%	9%
Total	396	380	16

Q5B. What is the main reason that you are satisfied?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Good/ Reliable service/ No interruptions	10%	53%	1%	44%	44%	44%	40%	42%	66%	38%	44%	34%	3%	49%	41%	89%	82%	17%	49%	53%	56%	36%
Good value for money	5%	5%	4%	4%	13%	3%	4%	16%	9%	4%	4%	6%	5%	12%	3%	9%	5%	15%	2%	16%	2%	6%
Water is good quality/ clean	4%	13%	27%	5%	18%	4%	7%	15%	4%	16%	12%	19%	22%	8%	11%	2%	4%	11%	43%	19%	13%	3%
No flooding	1%	2%	7%	0%	0%	0%	3%	5%	1%	0%	0%	2%	3%	0%	1%	0%	0%	3%	0%	0%	1%	4%
No problems - unspecified	60%	24%	57%	41%	20%	22%	21%	6%	16%	33%	25%	31%	57%	23%	37%	0%	7%	46%	5%	11%	16%	2%
No problems - water	10%	3%	3%	6%	4%	25%	4%	15%	2%	7%	11%	6%	6%	5%	6%	0%	1%	5%	0%	0%	9%	47%
No problems - sewerage	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Other	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dont know	10%	1%	0%	0%	0%	1%	20%	0%	1%	0%	3%	1%	3%	2%	1%	0%	1%	2%	0%	0%	2%	0%
Sample	252	235	254	218	239	237	214	267	185	269	204	228	263	243	215	229	281	219	239	273	252	297

OVERALL

	Overall	England	Wales
Good/ Reliable service/ No interruptions	44%	43%	52%
Good value for money	7%	6%	16%
Water is good quality/ clean	14%	14%	19%
No flooding	1%	1%	0%
No problems - unspecified	23%	23%	11%
No problems - water	10%	10%	0%
No problems - sewerage	0%	0%	0%
Other	0%	0%	0%
Dont know	2%	2%	0%
Total	5,313	4,801	512

Q6. How do you pay for your water and sewerage service - do you pay for water and sewerage services in one combined bill or do you pay for water and sewerage separately in two bills?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Water and sewerage services combined in 1 bill	96%	5%	92%	86%	96%	30%	11%	94%	15%	95%	38%	92%	87%	89%	76%	91%	63%	87%	100%	97%	92%	97%
Water and sewerage services in 2 separate bills	1%	74%	3%	5%	1%	59%	80%	2%	74%	2%	54%	5%	5%	4%	8%	4%	0%	1%	0%	1%	0%	0%
Don't know	3%	20%	5%	9%	4%	10%	9%	4%	11%	3%	9%	4%	8%	7%	15%	5%	36%	12%	0%	2%	8%	3%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Water and sewerage services combined in 1 bill	84%	83%	97%
Water and sewerage services in 2 separate bills	7%	7%	1%
Don't know	9%	10%	2%
Total	6,175	5,616	559

Q7. Approximately how much do you currently pay for your water and sewerage services / water service and for your sewer service?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
£1-£99	5%	1%	1%	3%	4%	5%	3%	1%	7%	2%	1%	2%	2%	5%	0%	2%	2%	3%	1%	1%	0%	2%
£100-£199	10%	23%	5%	17%	13%	8%	11%	9%	8%	11%	8%	9%	5%	10%	7%	10%	11%	18%	3%	7%	5%	14%
£200-£299	10%	10%	15%	19%	17%	23%	14%	28%	15%	19%	17%	20%	14%	18%	24%	20%	22%	28%	19%	9%	18%	21%
£300-£399	25%	19%	34%	34%	27%	25%	16%	46%	24%	29%	22%	37%	18%	27%	37%	25%	35%	28%	39%	28%	26%	24%
£400-£499	30%	20%	28%	13%	24%	10%	18%	10%	21%	23%	24%	17%	20%	25%	13%	16%	19%	7%	26%	33%	23%	25%
£500-£599	9%	8%	8%	8%	5%	8%	9%	1%	8%	8%	6%	3%	9%	5%	7%	15%	6%	6%	4%	9%	8%	7%
£600-£699	5%	7%	5%	4%	4%	8%	17%	3%	4%	3%	9%	5%	10%	4%	5%	7%	3%	7%	3%	8%	8%	4%
£700-£799	2%	5%	2%	1%	2%	7%	3%	1%	4%	2%	3%	1%	7%	1%	3%	2%	1%	0%	2%	4%	0%	1%
£800-£899	1%	3%	2%	2%	1%	1%	2%	1%	3%	1%	2%	1%	4%	1%	2%	0%	0%	1%	1%	1%	3%	1%
£900-£999	0%	0%	1%	0%	1%	1%	4%	0%	1%	0%	1%	1%	5%	1%	0%	1%	1%	2%	0%	0%	1%	1%
£1000+	3%	2%	1%	0%	1%	6%	3%	1%	5%	0%	6%	5%	5%	4%	1%	1%	1%	0%	1%	1%	8%	0%
Sample	150	98	195	119	164	106	119	192	75	201	155	198	249	173	97	124	102	102	232	183	157	178

OVERALL

	Overall	England	Wales
£1-£99	2%	2%	1%
£100-£199	9%	9%	7%
£200-£299	19%	19%	10%
£300-£399	31%	31%	28%
£400-£499	23%	22%	32%
£500-£599	6%	6%	9%
£600-£699	5%	5%	7%
£700-£799	2%	2%	4%
£800-£899	1%	1%	1%
£900-£999	1%	1%	0%
£1000+	2%	2%	1%
Total	3,369	3,022	347

Q8. How confident are you that you have estimated your bills accurately?

Asked only of those who were able to give an estimate of their bill level'

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Not at all confident	7%	6%	22%	0%	1%	12%	12%	4%	3%	0%	6%	5%	9%	3%	7%	1%	10%	23%	0%	1%	4%	9%
Not very confident	19%	12%	28%	11%	18%	20%	16%	18%	20%	14%	32%	23%	16%	14%	19%	22%	25%	13%	14%	22%	13%	38%
Fairly confident	68%	53%	39%	73%	71%	57%	62%	63%	65%	71%	48%	52%	49%	64%	39%	69%	56%	51%	74%	71%	42%	37%
Very confident	5%	23%	12%	15%	6%	11%	10%	13%	9%	14%	12%	19%	23%	16%	24%	8%	8%	14%	6%	5%	28%	13%
Don't know	1%	5%	0%	1%	4%	0%	0%	2%	3%	0%	2%	2%	2%	3%	11%	0%	2%	0%	6%	1%	13%	3%
Sample	150	98	195	119	164	106	119	192	75	201	155	198	249	173	97	124	102	102	232	183	157	178

OVERALL

	Overall	England	Wales
Not at all confident	5%	6%	1%
Not very confident	20%	20%	22%
Fairly confident	61%	60%	71%
Very confident	12%	12%	6%
Don't know	2%	3%	1%
Total	3,369	3,022	347

Q9. How do you rate your current water and sewerage service in terms of value for money?

Asked only of those who were able to give an estimate of their bill level'

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Very poor value for money	7%	6%	3%	3%	1%	4%	4%	2%	0%	2%	1%	4%	10%	3%	4%	3%	5%	2%	1%	1%	10%	0%
Fairly poor value for money	8%	13%	42%	13%	12%	12%	25%	14%	12%	14%	12%	8%	19%	17%	13%	17%	23%	33%	9%	10%	10%	2%
Neither poor nor good value for money	16%	16%	17%	20%	12%	18%	17%	17%	21%	19%	14%	27%	22%	18%	11%	14%	12%	21%	18%	19%	21%	10%
Fairly good value for money	57%	48%	32%	46%	65%	57%	50%	53%	56%	58%	63%	52%	32%	50%	32%	56%	46%	39%	70%	63%	31%	58%
Very good value for money	10%	11%	5%	14%	9%	8%	4%	13%	8%	4%	5%	8%	14%	10%	29%	8%	8%	4%	1%	6%	24%	29%
Don't know/can't say	3%	5%	1%	4%	2%	1%	0%	2%	3%	1%	6%	2%	2%	3%	10%	2%	7%	1%	0%	1%	4%	1%
Sample	150	98	195	119	164	106	119	192	75	201	155	198	249	173	97	124	102	102	232	183	157	178

OVERALL

	Overall	England	Wales
Very poor value for money	3%	3%	1%
Fairly poor value for money	14%	14%	10%
Neither poor nor good value for money	17%	17%	19%
Fairly good value for money	55%	55%	64%
Very good value for money	9%	9%	6%
Don't know/can't say	2%	2%	1%
Total	3,369	3,022	347

Q10. What is the main reason that you feel your current water and sewerage services are poor value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I dont value the service	14%	5%	0%	0%	5%	12%	6%	3%	0%	0%	10%	8%	8%	6%	6%	4%	0%	0%	0%	10%	13%	0%
Not worth the money	18%	16%	2%	6%	5%	6%	9%	21%	22%	6%	10%	8%	8%	29%	47%	4%	0%	3%	0%	15%	50%	0%
Too expensive already	59%	58%	87%	89%	81%	76%	83%	41%	67%	70%	70%	67%	64%	56%	35%	92%	75%	92%	92%	70%	28%	75%
Cannot afford it	0%	0%	6%	0%	0%	6%	0%	17%	0%	0%	0%	4%	1%	0%	0%	0%	4%	6%	4%	0%	3%	0%
Oppose the idea of paying so much for a natural resource	0%	0%	0%	0%	5%	0%	0%	10%	0%	3%	0%	4%	3%	0%	0%	0%	7%	0%	0%	0%	3%	0%
Oppose paying so much to companies who make large profits	5%	11%	1%	0%	0%	0%	3%	3%	0%	6%	5%	0%	3%	0%	6%	0%	4%	0%	0%	0%	0%	25%
Oppose paying more to water companies when so much water is lost in leakage	0%	5%	0%	0%	5%	0%	0%	0%	0%	9%	0%	0%	3%	3%	6%	0%	7%	0%	0%	0%	3%	0%
Only person living in property	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	4%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%
Other	5%	0%	1%	0%	0%	0%	0%	3%	11%	6%	5%	4%	9%	0%	0%	0%	4%	0%	0%	5%	0%	0%
Dont know/can't say	0%	5%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Sample	22	19	87	18	21	17	35	29	9	33	20	24	74	34	17	25	28	36	24	20	32	4

OVERALL

	Overall	England	Wales
I dont value the service	4%	3%	10%
Not worth the money	9%	9%	14%
Too expensive already	72%	72%	71%
Cannot afford it	3%	3%	0%
Oppose the idea of paying so much for a natural resource	3%	3%	1%
Oppose paying so much to companies who make large profits	3%	3%	0%
Oppose paying more to water companies when so much water is lost in leakage	3%	3%	1%
Only person living in property	1%	1%	0%
Other	3%	3%	5%
Dont know/can't say	0%	0%	0%
Total	628	587	41

Q11. What is the main reason that you feel your current water and sewerage services offer good value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I value the service	14%	21%	56%	35%	36%	35%	17%	27%	71%	40%	39%	24%	40%	32%	22%	47%	55%	52%	10%	18%	23%	32%
Service is worth the money	38%	31%	31%	33%	5%	19%	11%	30%	21%	15%	11%	27%	22%	20%	34%	9%	7%	25%	35%	13%	42%	34%
Bill is affordable	25%	47%	8%	24%	58%	46%	63%	42%	8%	42%	43%	43%	34%	40%	42%	43%	38%	16%	54%	69%	35%	31%
Other	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	2%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dont know/ can't say	22%	2%	4%	7%	1%	0%	9%	2%	0%	3%	5%	5%	3%	8%	2%	1%	0%	7%	1%	0%	0%	2%
Sample	100	58	72	72	121	69	64	127	48	126	105	117	116	103	59	79	55	44	166	127	86	154

OVERALL

	Overall	England	Wales
I value the service	30%	30%	20%
Service is worth the money	25%	26%	12%
Bill is affordable	42%	40%	68%
Other	0%	0%	0%
Dont know/ can't say	4%	4%	0%
Total	2,068	1,820	248

Q12. Which of the following best describes your approach to paying your bill/s for your water and sewerage services / water service and for your sewer service?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I don't find it difficult to pay on time	73%	69%	85%	85%	92%	76%	85%	80%	65%	91%	87%	73%	78%	90%	78%	93%	93%	83%	87%	93%	65%	84%
I usually pay on time, but it can be difficult	21%	20%	12%	11%	5%	16%	11%	14%	28%	7%	9%	16%	17%	7%	17%	4%	4%	13%	11%	6%	21%	12%
I sometimes pay late depending on what other bills I have to pay	2%	8%	1%	2%	2%	3%	3%	4%	5%	2%	1%	5%	3%	2%	2%	1%	2%	1%	1%	0%	8%	1%
I often find it a challenge and have to delay payments as long as possible	0%	0%	0%	0%	0%	2%	0%	2%	0%	0%	0%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%
I don't usually pay my bills on time	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know/can't say	4%	3%	1%	1%	1%	3%	1%	0%	2%	0%	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	5%	1%
Sample	296	263	272	235	237	238	244	265	230	292	241	245	312	284	224	246	191	228	298	286	284	290

OVERALL

	Overall	England	Wales
I don't find it difficult to pay on time	85%	84%	93%
I usually pay on time, but it can be difficult	11%	12%	6%
I sometimes pay late depending on what other bills I have to pay	2%	2%	1%
I often find it a challenge and have to delay payments as long as possible	0%	0%	0%
I don't usually pay my bills on time	0%	0%	0%
Don't know/can't say	1%	2%	1%
Total	5,701	5,178	523

Q13. In the last 12 months have you or any member of your household been in contact with your local water and sewerage company other than to pay the bill?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Yes	8%	4%	6%	10%	6%	7%	13%	6%	6%	5%	12%	5%	10%	10%	6%	10%	7%	4%	5%	5%	5%	7%
No	90%	92%	94%	89%	93%	93%	85%	94%	93%	95%	87%	94%	88%	89%	91%	90%	88%	94%	95%	95%	92%	93%
Don't know/can't say	2%	3%	1%	1%	1%	0%	2%	0%	1%	0%	1%	1%	2%	1%	4%	1%	6%	2%	0%	0%	3%	0%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Yes	6%	7%	5%
No	92%	92%	95%
Don't know/can't say	2%	2%	0%
Total	6,175	5,616	559

Q14. What was the reason for the contact?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
To make a complaint	30%	15%	13%	8%	6%	29%	32%	11%	21%	40%	40%	25%	29%	65%	14%	21%	5%	27%	47%	29%	13%	14%
General enquiry	35%	62%	25%	36%	50%	29%	59%	67%	36%	7%	47%	25%	20%	29%	50%	46%	55%	27%	20%	29%	27%	68%
Request information	26%	8%	31%	4%	13%	24%	3%	22%	0%	0%	3%	8%	14%	13%	7%	17%	20%	0%	0%	7%	13%	9%
To report a problem	30%	8%	38%	52%	31%	18%	15%	22%	36%	40%	17%	33%	17%	16%	21%	17%	30%	36%	7%	29%	33%	0%
To obtain a water meter	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	10%	0%	17%	3%	0%	0%	0%	9%	0%	7%	13%	5%
Payment issue - not specified	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	3%	0%	0%	0%	0%	0%	0%	0%	5%
To report a change of address	0%	0%	6%	4%	0%	0%	0%	0%	0%	7%	3%	8%	0%	0%	0%	0%	5%	0%	0%	0%	7%	0%
To make a enquiry on their billing	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	4%	0%	0%	4%	0%	6%	0%	0%	7%	0%	0%	0%	0%	3%	0%	4%	0%	0%	0%	0%	0%	0%
Can't remember	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	7%	0%	0%	0%	27%	0%	0%	0%
Sample	23	13	16	25	16	17	34	18	14	15	30	12	35	31	14	24	20	11	15	14	15	22

OVERALL

	Overall	England	Wales
To make a complaint	28%	28%	26%
General enquiry	37%	37%	31%
Request information	12%	12%	8%
To report a problem	23%	23%	29%
To obtain a water meter	4%	4%	6%
Payment issue - not specified	1%	1%	0%
To report a change of address	2%	2%	0%
To make a enquiry on their billing	0%	0%	0%
Other	1%	1%	0%
Can't remember	3%	4%	0%
Total	434	404	30

Q15.[Uninformed view] How acceptable do you consider this plan?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Completely unacceptable	16%	11%	7%	10%	1%	12%	18%	4%	11%	6%	15%	7%	13%	15%	17%	6%	11%	6%	5%	1%	11%	0%
Unacceptable	18%	19%	63%	35%	18%	23%	34%	13%	41%	18%	32%	28%	53%	32%	19%	22%	30%	57%	29%	6%	11%	3%
Acceptable	60%	53%	23%	43%	76%	62%	38%	68%	38%	69%	43%	54%	24%	45%	43%	63%	45%	30%	64%	76%	43%	94%
Very acceptable	2%	8%	1%	3%	1%	2%	3%	11%	0%	5%	2%	10%	4%	4%	10%	2%	0%	1%	0%	17%	26%	1%
Don't know/can't say	5%	9%	6%	9%	4%	2%	7%	4%	9%	3%	8%	1%	7%	4%	12%	8%	14%	6%	2%	0%	9%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

Overall

	Overall	England	Wales
Completely unacceptable	8%	8%	1%
Unacceptable	25%	26%	7%
Acceptable	58%	57%	77%
Very acceptable	4%	3%	15%
Don't know/can't say	5%	6%	1%
Total	6,175	5,616	559

Q16. Bearing in mind these current service levels, how do you rate the water service in terms of value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Very poor value for money	8%	4%	1%	6%	0%	4%	2%	1%	5%	1%	5%	2%	4%	2%	5%	3%	3%	2%	2%	1%	4%	1%
Fairly poor value for money	10%	13%	31%	20%	10%	19%	19%	7%	21%	12%	15%	10%	21%	15%	5%	15%	17%	28%	17%	3%	11%	2%
Neither poor nor good value for money	19%	20%	30%	21%	16%	11%	23%	20%	21%	18%	14%	25%	31%	23%	12%	20%	15%	33%	27%	18%	17%	5%
Fairly good value for money	57%	41%	34%	44%	69%	59%	43%	55%	40%	63%	52%	55%	32%	51%	41%	55%	50%	33%	51%	73%	34%	60%
Very good value for money	4%	14%	2%	7%	2%	5%	6%	15%	5%	4%	7%	9%	10%	7%	24%	4%	4%	2%	2%	5%	27%	32%
Don't know/can't say	2%	7%	3%	2%	3%	1%	6%	1%	8%	2%	8%	1%	3%	2%	14%	4%	12%	2%	1%	0%	7%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Very poor value for money	3%	3%	1%
Fairly poor value for money	14%	14%	4%
Neither poor nor good value for money	19%	19%	18%
Fairly good value for money	53%	52%	73%
Very good value for money	8%	8%	5%
Don't know/can't say	4%	4%	0%
Total	6,175	5,616	559

Q17. And how do you rate your current sewerage service in terms of value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Very poor value for money	8%	5%	1%	4%	0%	5%	2%	1%	6%	2%	4%	2%	6%	3%	3%	3%	3%	2%	2%	1%	4%	0%
Fairly poor value for money	9%	15%	29%	22%	12%	17%	22%	9%	24%	12%	15%	12%	25%	16%	6%	12%	17%	28%	17%	3%	10%	2%
Neither poor nor good value for money	22%	17%	30%	23%	15%	11%	21%	21%	24%	19%	14%	26%	29%	23%	11%	21%	15%	32%	27%	18%	17%	5%
Fairly good value for money	51%	41%	34%	41%	67%	53%	40%	51%	32%	60%	52%	51%	27%	48%	38%	52%	47%	31%	50%	72%	36%	51%
Very good value for money	7%	14%	3%	7%	3%	11%	8%	17%	5%	5%	6%	8%	10%	7%	27%	7%	7%	4%	2%	6%	26%	40%
Don't know/can't say	3%	7%	3%	3%	3%	2%	6%	1%	9%	2%	9%	1%	3%	4%	14%	5%	11%	2%	1%	0%	7%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Very poor value for money	3%	3%	1%
Fairly poor value for money	14%	14%	4%
Neither poor nor good value for money	20%	20%	18%
Fairly good value for money	50%	49%	72%
Very good value for money	10%	11%	6%
Don't know/can't say	4%	4%	0%
Total	6,175	5,616	559

Q18. Bearing in mind these service levels and the current average bill I have shown you, how do you rate the current service you receive overall in terms of value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Very poor value for money	8%	6%	1%	4%	0%	4%	2%	1%	4%	1%	4%	2%	5%	2%	6%	3%	3%	2%	2%	1%	3%	0%
Fairly poor value for money	8%	11%	32%	21%	10%	17%	21%	8%	22%	11%	13%	9%	23%	16%	4%	14%	17%	28%	17%	3%	11%	2%
Neither poor nor good value for money	28%	21%	30%	28%	18%	17%	23%	23%	30%	19%	19%	27%	31%	27%	13%	22%	16%	36%	27%	18%	20%	6%
Fairly good value for money	48%	45%	33%	39%	67%	54%	42%	52%	32%	64%	52%	54%	29%	45%	44%	54%	48%	28%	52%	74%	41%	67%
Very good value for money	6%	10%	2%	6%	2%	6%	6%	14%	4%	3%	5%	5%	9%	7%	19%	3%	5%	3%	2%	5%	18%	24%
Don't know/can't say	3%	6%	2%	2%	3%	2%	6%	1%	8%	2%	8%	2%	3%	2%	14%	4%	11%	2%	1%	0%	7%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Very poor value for money	3%	3%	1%
Fairly poor value for money	13%	14%	4%
Neither poor nor good value for money	22%	22%	18%
Fairly good value for money	52%	51%	73%
Very good value for money	7%	7%	4%
Don't know/can't say	4%	4%	0%
Total	6,175	5,616	559

Q18A. What is the main reason that you feel your current service is poor value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I dont value the service	6%	0%	0%	2%	8%	0%	3%	18%	3%	0%	2%	13%	3%	4%	12%	2%	8%	0%	2%	0%	2%	0%
Not worth the money	8%	24%	7%	8%	28%	2%	3%	25%	6%	3%	14%	20%	9%	33%	60%	7%	2%	0%	22%	33%	53%	0%
Too expensive already	75%	58%	79%	83%	60%	85%	81%	29%	84%	69%	67%	57%	76%	45%	20%	83%	74%	92%	60%	58%	42%	67%
Cannot afford it	0%	8%	11%	2%	0%	4%	7%	11%	3%	6%	5%	3%	4%	7%	0%	0%	3%	4%	16%	0%	0%	0%
Oppose paying so much for a natural resource	0%	6%	1%	3%	0%	0%	0%	11%	0%	0%	7%	0%	0%	0%	0%	2%	3%	1%	0%	0%	0%	17%
Oppose paying so much to companies who make large profits	6%	2%	2%	3%	0%	5%	2%	7%	1%	19%	5%	3%	4%	4%	0%	5%	3%	0%	0%	0%	2%	0%
Oppose paying more to water companies when so much water is lost in leakage	2%	2%	0%	0%	4%	0%	0%	0%	1%	3%	0%	0%	1%	2%	0%	0%	3%	1%	0%	0%	0%	0%
I dont have any problems / complaints about the service	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I dont have any choice / its a necessity	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%	5%	8%	0%	3%	1%	0%	8%	0%	17%
Dont know/can't say	2%	0%	0%	0%	0%	2%	3%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sample	48	50	91	65	25	55	58	28	67	36	42	30	96	55	25	42	62	76	58	12	43	6

OVERALL

	Overall	England	Wales
I dont value the service	4%	4%	1%
Not worth the money	11%	11%	32%
Too expensive already	70%	70%	59%
Cannot afford it	6%	6%	0%
Oppose paying so much for a natural resource	2%	2%	0%
Oppose paying so much to companies who make large profits	5%	5%	0%
Oppose paying more to water companies when so much water is lost in leakage	1%	1%	1%
I dont have any problems / complaints about the service	0%	0%	0%
I dont have any choice / its a necessity	0%	0%	0%
Other	2%	1%	7%
Dont know/can't say	0%	0%	0%
Total	1,070	1,033	37

Q18B. What is the main reason that you feel this offers good value for money?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I value the service	14%	17%	46%	34%	38%	39%	19%	26%	67%	40%	40%	25%	29%	30%	17%	46%	49%	45%	16%	30%	18%	36%
Service is worth the money	32%	36%	44%	35%	10%	12%	12%	32%	14%	16%	20%	21%	31%	27%	41%	10%	6%	32%	30%	9%	29%	28%
Bill is affordable	40%	44%	5%	24%	52%	39%	55%	40%	11%	42%	35%	45%	35%	37%	39%	44%	43%	14%	53%	59%	51%	29%
I dont have any problems / complaints about the service	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
I dont have any choice / its a necessity	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Its less than my bill	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other	0%	1%	1%	1%	0%	8%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Dont know/can't say	14%	2%	1%	6%	1%	1%	15%	3%	7%	0%	3%	7%	3%	4%	2%	0%	1%	8%	0%	0%	2%	7%
Sample	160	162	97	113	178	156	121	200	91	203	144	150	125	158	158	143	159	78	165	237	177	287

OVERALL

	Overall	England	Wales
I value the service	33%	33%	31%
Service is worth the money	22%	23%	9%
Bill is affordable	41%	39%	59%
I dont have any problems / complaints about the service	0%	0%	0%
I dont have any choice / its a necessity	0%	0%	1%
Its less than my bill	0%	0%	0%
Other	0%	0%	0%
Dont know/can't say	3%	4%	0%
Total	3,462	3,047	415

Q19. [Informed] Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Completely unacceptable	11%	10%	17%	6%	0%	6%	12%	6%	2%	3%	9%	8%	11%	9%	16%	3%	7%	7%	4%	0%	9%	0%
Unacceptable	19%	18%	54%	34%	13%	27%	37%	13%	44%	18%	31%	24%	43%	36%	19%	27%	31%	55%	30%	5%	14%	3%
Acceptable	61%	54%	26%	46%	81%	63%	42%	65%	38%	73%	49%	58%	37%	47%	45%	62%	49%	32%	63%	90%	50%	89%
Very acceptable	4%	10%	0%	4%	2%	3%	3%	13%	1%	4%	2%	9%	5%	4%	10%	2%	0%	1%	1%	4%	20%	7%
Don't know / can't say	5%	8%	3%	10%	4%	2%	7%	4%	15%	2%	9%	2%	4%	4%	10%	6%	13%	6%	2%	0%	8%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Completely unacceptable	6%	6%	0%
Unacceptable	25%	26%	6%
Acceptable	61%	59%	89%
Very acceptable	4%	4%	4%
Don't know / can't say	5%	5%	1%
Total	6175	5616	559

Q20. What is the main reason that you feel this plan is unacceptable?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I dont value the improvements	5%	1%	2%	7%	0%	4%	4%	7%	6%	0%	2%	5%	4%	10%	11%	5%	4%	9%	2%	0%	4%	0%
Improvements not worth the money	7%	13%	10%	12%	6%	5%	7%	26%	6%	13%	5%	13%	2%	25%	29%	9%	5%	21%	15%	0%	17%	0%
Too expensive already	60%	73%	72%	68%	68%	65%	73%	35%	77%	57%	72%	66%	83%	44%	49%	63%	55%	53%	67%	94%	72%	33%
Cannot afford it	16%	7%	11%	5%	15%	12%	10%	16%	6%	10%	5%	8%	6%	10%	2%	7%	18%	7%	16%	0%	3%	22%
Oppose paying more for a natural resource	1%	0%	1%	2%	3%	1%	0%	11%	1%	2%	3%	1%	0%	0%	0%	3%	4%	2%	0%	0%	1%	22%
Oppose paying more to companies who make large profits	7%	4%	3%	3%	6%	8%	3%	5%	2%	16%	11%	4%	4%	8%	5%	11%	8%	5%	0%	0%	0%	11%
Oppose paying more to water companies when so much water is lost in leakage	0%	1%	0%	1%	3%	0%	1%	0%	1%	3%	2%	3%	1%	0%	2%	0%	4%	0%	0%	0%	1%	0%
This should be done as a matter of course	1%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	6%	0%	0%
Dont know/can't say	1%	0%	0%	1%	0%	2%	2%	0%	0%	0%	1%	1%	1%	2%	1%	3%	1%	2%	0%	0%	0%	11%
Sample	91	83	196	102	34	84	124	57	117	63	102	80	180	135	87	76	114	154	105	16	69	9

OVERALL

	Overall	England	Wales
I dont value the improvements	4%	5%	0%
Improvements not worth the money	12%	12%	1%
Too expensive already	61%	60%	89%
Cannot afford it	12%	12%	3%
Oppose paying more for a natural resource	2%	2%	1%
Oppose paying more to companies who make large profits	6%	6%	1%
Oppose paying more to water companies when so much water is lost in leakage	1%	1%	1%
This should be done as a matter of course	0%	0%	0%
Other	0%	0%	5%
Dont know/can't say	1%	1%	0%
Total	2078	2028	50

Q21. What is the main reason that you feel this plan is acceptable?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I value the improvements	14%	10%	35%	38%	27%	35%	13%	17%	52%	32%	36%	19%	22%	19%	9%	23%	31%	47%	5%	15%	5%	35%
Improvements are worth the money	36%	21%	38%	25%	5%	11%	12%	37%	21%	10%	25%	24%	15%	25%	18%	4%	3%	11%	19%	10%	6%	31%
Plan is affordable	34%	64%	25%	23%	68%	49%	54%	45%	17%	57%	29%	51%	58%	49%	71%	68%	58%	35%	76%	74%	88%	34%
Everything/ Prices is/ are going up	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Have no choice but to pay	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Other	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dont know/can't say	16%	4%	1%	14%	0%	4%	21%	0%	9%	1%	9%	4%	3%	7%	1%	6%	7%	7%	1%	0%	0%	0%
Sample	193	187	72	126	212	172	112	233	99	233	129	169	141	154	137	160	149	81	198	285	208	303

OVERALL

	Overall	England	Wales
I value the improvements	24%	25%	16%
Improvements are worth the money	19%	20%	10%
Plan is affordable	54%	52%	74%
Everything/ Prices is/ are going up	0%	0%	0%
Have no choice but to pay	0%	0%	0%
Other	0%	0%	0%
Dont know/can't say	4%	4%	0%
Total	3753	3256	497

Q22. [Informed] And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Completely unacceptable	10%	11%	2%	7%	0%	7%	14%	5%	3%	2%	6%	4%	15%	8%	15%	3%	8%	10%	4%	0%	9%	0%
Unacceptable	21%	18%	47%	35%	13%	25%	37%	16%	47%	13%	32%	16%	46%	38%	20%	26%	30%	54%	31%	6%	15%	2%
Acceptable	60%	52%	32%	45%	82%	63%	41%	63%	32%	77%	51%	63%	29%	47%	48%	61%	47%	31%	63%	89%	50%	90%
Very acceptable	2%	11%	13%	3%	1%	2%	2%	14%	2%	6%	1%	14%	5%	2%	7%	2%	1%	0%	1%	4%	18%	7%
Don't know/can't say	6%	8%	6%	10%	4%	3%	7%	3%	16%	2%	10%	3%	5%	5%	10%	8%	14%	6%	2%	1%	8%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Completely unacceptable	5%	6%	0%
Unacceptable	24%	25%	7%
Acceptable	61%	59%	89%
Very acceptable	4%	4%	4%
Don't know/can't say	6%	6%	1%
Total	6175	5616	559

Q23. What is the main reason that you feel this plan is unacceptable?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I dont value the improvements	5%	5%	1%	7%	0%	7%	3%	7%	6%	0%	3%	6%	5%	9%	16%	4%	4%	11%	2%	11%	8%	0%
Improvements not worth the money	4%	18%	13%	11%	14%	8%	8%	23%	8%	9%	5%	8%	1%	28%	28%	10%	4%	19%	15%	0%	19%	0%
Too expensive already	62%	64%	70%	66%	57%	61%	73%	39%	73%	48%	70%	69%	85%	43%	44%	64%	56%	58%	65%	83%	67%	43%
Cannot afford it	17%	9%	14%	8%	14%	9%	11%	18%	9%	11%	7%	14%	5%	12%	2%	4%	18%	5%	17%	0%	4%	29%
Oppose paying more for a natural resource	1%	1%	0%	2%	3%	1%	0%	3%	1%	2%	2%	2%	0%	0%	0%	4%	3%	1%	1%	0%	0%	14%
Oppose paying more to companies who make large profits	5%	4%	1%	5%	9%	9%	3%	7%	2%	23%	10%	2%	2%	7%	6%	11%	8%	5%	0%	0%	1%	14%
Oppose paying more to water companies when so much water is lost in leakage	2%	0%	0%	0%	3%	0%	0%	0%	1%	7%	2%	0%	0%	0%	2%	0%	4%	0%	0%	0%	0%	0%
Other	1%	0%	1%	1%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	6%	0%	0%
Dont know/can't say	2%	0%	0%	1%	0%	4%	2%	2%	0%	0%	0%	0%	1%	1%	1%	3%	1%	1%	0%	0%	0%	0%
Sample	95	85	135	106	35	85	128	61	127	44	98	51	205	139	86	73	114	158	107	18	72	7

OVERALL

	Overall	England	Wales
I dont value the improvements	5%	5%	9%
Improvements not worth the money	11%	11%	2%
Too expensive already	60%	60%	79%
Cannot afford it	13%	13%	2%
Oppose paying more for a natural resource	2%	2%	1%
Oppose paying more to companies who make large profits	6%	6%	2%
Oppose paying more to water companies when so much water is lost in leakage	2%	2%	1%
Other	0%	0%	5%
Dont know/can't say	1%	1%	0%
Total	2029	1976	53

Q24. What is the main reason that you feel this plan is acceptable?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I value the improvements	15%	11%	23%	37%	25%	33%	18%	18%	53%	29%	36%	11%	15%	20%	10%	22%	33%	43%	5%	15%	3%	34%
Improvements are worth the money	33%	19%	27%	25%	5%	10%	13%	37%	21%	9%	23%	19%	18%	24%	19%	4%	4%	14%	18%	10%	5%	30%
Plan is affordable	38%	65%	48%	29%	69%	51%	50%	43%	13%	62%	34%	64%	60%	51%	69%	69%	57%	36%	77%	75%	91%	36%
Have no choice but to pay	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Dont know/can't say	14%	4%	2%	9%	0%	5%	20%	0%	10%	0%	8%	4%	8%	5%	1%	5%	5%	6%	0%	0%	0%	0%
Sample	186	184	124	123	212	168	107	230	86	251	131	195	114	148	138	157	146	77	196	282	204	305

OVERALL

	Overall	England	Wales
I value the improvements	23%	24%	15%
Improvements are worth the money	18%	19%	10%
Plan is affordable	56%	54%	74%
Have no choice but to pay	0%	0%	0%
Other	0%	0%	0%
Dont know/can't say	3%	3%	0%
Total	3764	3270	494

Q25. [Informed] And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Completely unacceptable	13%	9%	15%	7%	1%	8%	13%	5%	2%	5%	5%	6%	13%	7%	15%	2%	8%	9%	5%	0%	8%	0%
Unacceptable	19%	20%	55%	33%	13%	25%	37%	14%	47%	13%	34%	18%	47%	38%	20%	28%	30%	52%	29%	6%	15%	3%
Acceptable	60%	51%	24%	45%	81%	62%	42%	65%	32%	75%	50%	64%	28%	49%	49%	60%	47%	31%	61%	89%	50%	89%
Very acceptable	3%	10%	2%	4%	1%	2%	1%	13%	3%	5%	1%	9%	6%	1%	6%	2%	1%	0%	2%	4%	17%	8%
Don't know/can't say	5%	10%	4%	10%	4%	3%	7%	4%	16%	2%	10%	3%	6%	5%	10%	6%	15%	7%	2%	1%	11%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Completely unacceptable	7%	7%	0%
Unacceptable	24%	25%	6%
Acceptable	60%	58%	89%
Very acceptable	4%	4%	4%
Don't know/can't say	6%	6%	1%
Total	6175	5616	559

Q26. What is the main reason that you feel this plan is unacceptable?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I dont value the improvements	4%	6%	3%	9%	3%	8%	3%	5%	6%	0%	3%	3%	2%	8%	11%	5%	6%	10%	2%	11%	9%	0%
Improvements not worth the money	6%	17%	9%	13%	11%	7%	6%	29%	9%	13%	5%	15%	4%	30%	29%	9%	3%	19%	15%	0%	15%	0%
Too expensive already	64%	69%	71%	64%	59%	66%	73%	32%	74%	51%	73%	62%	83%	39%	48%	65%	55%	56%	66%	83%	72%	33%
Cannot afford it	16%	5%	13%	8%	14%	7%	13%	16%	7%	9%	6%	11%	5%	14%	2%	4%	18%	8%	16%	0%	3%	22%
Oppose paying more for a natural resource	1%	0%	0%	2%	3%	1%	0%	9%	1%	0%	2%	0%	0%	0%	0%	5%	4%	1%	1%	0%	0%	22%
Oppose paying more to companies who make large profits	6%	3%	4%	4%	8%	9%	2%	7%	1%	17%	10%	3%	4%	9%	6%	9%	8%	5%	0%	0%	1%	11%
Oppose paying more to water companies when so much water is lost in leakage	0%	0%	0%	0%	3%	1%	0%	0%	1%	8%	1%	3%	1%	0%	2%	0%	4%	0%	0%	0%	0%	0%
Other	1%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	6%	0%	11%
Dont know/can't say	2%	0%	1%	0%	0%	1%	2%	2%	1%	2%	0%	2%	0%	0%	1%	3%	1%	1%	0%	0%	0%	0%
Sample	96	86	193	102	37	87	127	56	125	53	99	61	202	136	87	77	114	154	106	18	68	9

OVERALL

	Overall	England	Wales
I dont value the improvements	5%	5%	10%
Improvements not worth the money	12%	12%	2%
Too expensive already	60%	60%	79%
Cannot afford it	12%	12%	2%
Oppose paying more for a natural resource	2%	2%	1%
Oppose paying more to companies who make large profits	6%	6%	1%
Oppose paying more to water companies when so much water is lost in leakage	2%	2%	1%
Other	1%	0%	5%
Dont know/can't say	1%	1%	0%
Total	2093	2038	55

Q27. What is the main reason that you feel this plan is acceptable?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
I value the improvements	15%	12%	21%	33%	25%	35%	19%	18%	56%	30%	35%	11%	18%	21%	10%	23%	32%	40%	5%	15%	4%	35%
Improvements are worth the money	33%	18%	38%	30%	5%	8%	17%	34%	27%	10%	22%	16%	16%	25%	18%	5%	4%	15%	18%	10%	6%	28%
Plan is affordable	39%	65%	39%	28%	70%	53%	47%	47%	10%	60%	35%	67%	58%	48%	70%	67%	57%	40%	77%	75%	90%	37%
Other	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	2%	1%	1%	0%	2%	0%	0%	0%	0%	0%
Dont know/can't say	13%	4%	3%	9%	0%	4%	17%	0%	7%	1%	7%	5%	6%	5%	1%	5%	4%	5%	0%	0%	1%	0%
Sample	189	178	72	126	210	165	108	234	88	243	130	184	114	151	137	157	145	78	197	282	200	303

OVERALL

	Overall	England	Wales
I value the improvements	23%	24%	16%
Improvements are worth the money	18%	18%	9%
Plan is affordable	56%	54%	75%
Other	0%	1%	0%
Dont know/can't say	3%	3%	0%
Total	3691	3199	492

Q28A. Looking at each proposed service level, please state if you feel the proposed service level in this plan offers value for money?

OVERALL

		Overall	England	Wales
Maintain water pipes, treatment works and reservoirs	Very poor VfM	3%	3%	3%
	Fairly poor VfM	9%	9%	1%
	Neither poor nor good VfM	21%	22%	11%
	Fairly good VfM	38%	38%	26%
	Very good VfM	26%	24%	58%
	Don't know/can't say	4%	4%	1%
Ensure a reliable and continuous water supply	Very poor VfM	3%	3%	3%
	Fairly poor VfM	10%	11%	2%
	Neither poor nor good VfM	19%	20%	6%
	Fairly good VfM	39%	40%	29%
	Very good VfM	27%	25%	60%
	Don't know/can't say	2%	3%	0%
Ensure the safety of tap water - drinking water quality	Very poor VfM	2%	2%	3%
	Fairly poor VfM	10%	10%	1%
	Neither poor nor good VfM	18%	19%	6%
	Fairly good VfM	40%	41%	28%
	Very good VfM	28%	26%	61%
	Don't know/can't say	2%	2%	0%

		Overall	England	Wales
Manage the amount of water taken from the environment to supply customers	Very poor VfM	2%	2%	3%
	Fairly poor VfM	9%	10%	1%
	Neither poor nor good VfM	21%	22%	7%
	Fairly good VfM	41%	42%	29%
	Very good VfM	24%	22%	60%
	Don't know/can't say	3%	3%	0%
Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works	Very poor VfM	3%	3%	4%
	Fairly poor VfM	10%	11%	2%
	Neither poor nor good VfM	23%	24%	7%
	Fairly good VfM	39%	40%	29%
	Very good VfM	23%	20%	59%
	Don't know/can't say	3%	3%	0%
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	Very poor VfM	2%	2%	3%
	Fairly poor VfM	9%	10%	2%
	Neither poor nor good VfM	20%	21%	6%
	Fairly good VfM	41%	42%	28%
	Very good VfM	25%	22%	62%
	Don't know/can't say	3%	3%	0%

		Overall	England	Wales
Manage the appearance, taste and smell of tap water	Very poor VfM	3%	2%	3%
	Fairly poor VfM	9%	10%	2%
	Neither poor nor good VfM	19%	20%	6%
	Fairly good VfM	40%	41%	29%
	Very good VfM	27%	25%	60%
	Don't know/can't say	2%	2%	0%
Manage the pressure of water in your taps and the number of unplanned interruptions	Very poor VfM	2%	2%	3%
	Fairly poor VfM	10%	10%	2%
	Neither poor nor good VfM	21%	21%	6%
	Fairly good VfM	41%	42%	30%
	Very good VfM	24%	22%	59%
	Don't know/can't say	2%	3%	0%
Handle customers' accounts, queries, complaints and customers with special needs	Very poor VfM	2%	2%	3%
	Fairly poor VfM	10%	10%	2%
	Neither poor nor good VfM	22%	23%	8%
	Fairly good VfM	41%	41%	28%
	Very good VfM	23%	21%	59%
	Don't know/can't say	3%	3%	0%

		Overall	England	Wales
Avoid risk of homes and gardens being flooded with sewage	Very poor VfM	2%	2%	3%
	Fairly poor VfM	10%	11%	2%
	Neither poor nor good VfM	20%	21%	6%
	Fairly good VfM	41%	42%	29%
	Very good VfM	24%	22%	60%
	Don't know/can't say	2%	3%	0%
Avoid risk of properties being flooded with sewage outside the home	Very poor VfM	2%	2%	3%
	Fairly poor VfM	10%	11%	2%
	Neither poor nor good VfM	21%	22%	7%
	Fairly good VfM	41%	42%	28%
	Very good VfM	23%	21%	60%
	Don't know/can't say	3%	3%	0%
Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e. g. severe weather	Very poor VfM	3%	3%	3%
	Fairly poor VfM	10%	11%	2%
	Neither poor nor good VfM	23%	24%	7%
	Fairly good VfM	40%	40%	29%
	Very good VfM	21%	19%	60%
	Don't know/can't say	3%	3%	0%

		Overall	England	Wales
Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather	Very poor VfM	3%	3%	3%
	Fairly poor VfM	11%	12%	1%
	Neither poor nor good VfM	24%	25%	7%
	Fairly good VfM	39%	40%	31%
	Very good VfM	20%	18%	58%
	Don't know/can't say	3%	3%	0%

		Overall	England	Wales
Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	Very poor VfM	2%	2%	3%
	Fairly poor VfM	9%	10%	2%
	Neither poor nor good VfM	20%	21%	6%
	Fairly good VfM	42%	43%	29%
	Very good VfM	23%	21%	61%
	Don't know/can't say	3%	3%	0%
Sample		6,175	5,616	559

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

COMPANY

		ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Total water bill by 2014-15	Very poor value for money	8%	8%	12%	2%	5%	6%	15%	3%	2%	4%	8%	10%	10%	11%	14%	1%	3%	4%	12%	3%	5%	0%
	Fairly poor value for money	13%	11%	39%	24%	7%	21%	35%	8%	6%	12%	18%	11%	17%	27%	13%	21%	25%	22%	14%	3%	11%	1%
	Neither poor nor good VFM	35%	16%	22%	34%	27%	17%	23%	34%	60%	19%	38%	26%	29%	31%	10%	36%	34%	40%	17%	16%	11%	8%
	Fairly good value for money	37%	37%	24%	30%	36%	36%	20%	40%	20%	42%	28%	38%	28%	26%	24%	39%	28%	24%	47%	33%	41%	60%
	Very good value for money	7%	23%	2%	7%	24%	20%	7%	16%	6%	20%	8%	14%	16%	4%	28%	3%	3%	7%	9%	45%	26%	30%
	Don't know	1%	5%	1%	2%	1%	0%	0%	0%	6%	2%	0%	1%	0%	1%	12%	0%	7%	3%	1%	0%	5%	1%
Total sewerage bill by 2014-15	Very poor value for money	8%	7%	2%	2%	6%	7%	22%	3%	5%	3%	8%	4%	16%	12%	14%	1%	3%	5%	12%	3%	5%	0%
	Fairly poor value for money	13%	13%	32%	24%	7%	20%	28%	8%	9%	5%	18%	7%	25%	28%	13%	22%	24%	21%	12%	3%	12%	1%
	Neither poor nor good VFM	38%	18%	29%	39%	28%	20%	22%	29%	52%	13%	33%	27%	26%	31%	10%	34%	35%	43%	18%	15%	12%	10%
	Fairly good value for money	34%	34%	27%	29%	35%	35%	20%	43%	26%	48%	32%	41%	20%	25%	26%	41%	27%	22%	49%	34%	41%	59%
	Very good value for money	6%	23%	9%	4%	24%	18%	8%	18%	4%	30%	9%	19%	13%	4%	26%	3%	3%	6%	8%	44%	25%	29%
	Don't know	1%	5%	1%	2%	0%	0%	0%	0%	5%	2%	0%	2%	0%	0%	11%	0%	7%	3%	1%	0%	5%	0%
Total combined bill by 2014-15	Very poor value for money	8%	10%	10%	3%	5%	6%	21%	3%	4%	4%	9%	6%	15%	12%	16%	1%	4%	6%	12%	4%	9%	0%
	Fairly poor value for money	12%	12%	47%	23%	8%	21%	27%	9%	7%	11%	17%	11%	25%	26%	13%	21%	24%	19%	13%	2%	9%	1%
	Neither poor nor good VFM	33%	18%	19%	38%	27%	20%	23%	29%	64%	16%	34%	30%	24%	34%	9%	32%	33%	43%	17%	15%	17%	11%
	Fairly good value for money	38%	32%	20%	31%	35%	35%	21%	43%	20%	46%	32%	38%	23%	25%	28%	43%	28%	24%	48%	35%	38%	59%
	Very good value for money	9%	23%	3%	4%	24%	18%	8%	16%	4%	22%	9%	14%	13%	4%	24%	4%	3%	4%	9%	44%	22%	29%
	Don't know	1%	5%	1%	2%	0%	0%	0%	1%	2%	2%	0%	1%	0%	0%	11%	0%	7%	4%	1%	0%	5%	0%
Total		300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

		Overall	England	Wales
Total water bill by 2014-15	Very poor value for money	6%	6%	4%
	Fairly poor value for money	15%	16%	3%
	Neither poor nor good VFM	25%	26%	17%
	Fairly good value for money	37%	38%	33%
	Very good value for money	15%	13%	43%
	Don't know	2%	2%	0%
Total sewerage bill by 2014-15	Very poor value for money	6%	6%	4%
	Fairly poor value for money	14%	14%	3%
	Neither poor nor good VFM	25%	25%	16%
	Fairly good value for money	38%	38%	34%
	Very good value for money	16%	14%	43%
	Don't know	2%	2%	0%
Total combined bill by 2014-15	Very poor value for money	7%	7%	4%
	Fairly poor value for money	15%	15%	3%
	Neither poor nor good VFM	25%	25%	16%
	Fairly good value for money	38%	38%	35%
	Very good value for money	14%	13%	43%
	Don't know	2%	2%	0%
Total		6175	5616	559

Q29. Are there any other changes to the company plan that you would like to see made that have not been covered?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Reduce prices / charges	6%	2%	0%	18%	4%	2%	4%	2%	2%	3%	7%	1%	2%	6%	0%	1%	3%	5%	3%	1%	2%	1%
Improve water appearance / colour / quality / taste	0%	0%	0%	1%	1%	1%	1%	2%	2%	0%	3%	0%	0%	1%	0%	1%	1%	1%	0%	1%	1%	0%
Quicker response times	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
Reduce number of leakages / increase repairs to pipes	0%	0%	0%	0%	2%	1%	2%	0%	0%	2%	0%	0%	0%	1%	0%	0%	2%	1%	1%	0%	0%	0%
Improve the sewage system	1%	0%	0%	1%	1%	0%	1%	0%	4%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
Generally take more responsibility	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Install water meters nationally	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Consumers shouldn't have to pay for beach / coastline cleaning	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Improve the water pressure	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Deal with the drainage problems/ flooding problems	0%	0%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
Give the option to install a water meter	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Be responsible for repairs to all pipes	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Have a fairer pricing / water charging scheme	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Increase in charges should be linked to improvements	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Service should be nationalized	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Improve water saving methods	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Water is too chalky / hard water / lime scale problems	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%
Improve level of service / customer service / customer information	0%	0%	0%	4%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	1%	2%	0%	0%	0%	0%

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Protect nature / wildlife / environment	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Reduce money wastage (unspecified source)	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%
More frequent meter readings	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Plan should already be in action / already doing things like this	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	1%	1%	0%	1%	1%	70%	1%	0%	0%	1%	0%	1%	0%	11%	0%	2%	2%	1%	2%	2%	0%	0%
None	86%	94%	99%	67%	87%	20%	65%	93%	72%	91%	73%	94%	94%	75%	96%	90%	86%	87%	91%	94%	96%	97%
Don't know	1%	0%	1%	6%	1%	5%	21%	0%	17%	1%	10%	0%	2%	0%	1%	0%	1%	2%	0%	0%	1%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Reduce prices / charges	3%	3%	1%
Improve water appearance / colour / quality / taste	1%	1%	1%
Quicker response times	0%	0%	0%
Reduce number of leakages / increase repairs to pipes	1%	1%	0%
Improve the sewage system	0%	0%	1%
Generally take more responsibility	0%	0%	0%
Install water meters nationally	0%	0%	0%
Consumers shouldn't have to pay for beach / coastline cleaning	0%	0%	0%
Improve the water pressure	0%	0%	0%
Deal with the drainage problems/ flooding problems	1%	0%	1%

	Overall	England	Wales
Give the option to install a water meter	0%	0%	0%
Be responsible for repairs to all pipes	0%	0%	0%
Have a fairer pricing / water charging scheme	0%	0%	1%
Increase in charges should be linked to improvements	0%	0%	0%
Service should be nationalized	0%	0%	0%
Improve water saving methods	0%	0%	0%
Water is too chalky / hard water / lime scale problems	0%	0%	0%
Improve level of service / customer service / customer information	1%	1%	0%
Protect nature / wildlife / environment	0%	0%	0%
Reduce money wastage (unspecified source)	0%	0%	0%
More frequent meter readings	0%	0%	0%
Plan should already be in action / already doing things like this	0%	0%	0%
Other	4%	4%	2%
None	87%	87%	94%
Don't know	1%	2%	0%
Refused	0%	0%	0%
Total	6,175	5,616	559

Q30. Thinking about the changes you have been shown in the company plans, which service areas if any would cause you most concern if they were delayed?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Maintain water pipes, treatment works and reservoirs	28%	12%	16%	36%	27%	29%	9%	20%	21%	34%	25%	36%	38%	18%	5%	20%	15%	20%	25%	31%	11%	12%
Ensure a reliable and continuous water supply	37%	55%	71%	52%	70%	58%	41%	32%	50%	65%	41%	48%	55%	56%	58%	76%	88%	63%	79%	85%	38%	54%
Ensure the safety of tap water - drinking water quality	67%	56%	76%	75%	74%	85%	66%	51%	60%	76%	64%	53%	55%	54%	64%	54%	64%	74%	69%	75%	40%	71%
Manage the appearance, taste and smell of tap water	39%	43%	47%	38%	14%	52%	47%	32%	40%	30%	30%	21%	24%	33%	32%	21%	20%	58%	25%	19%	42%	48%
Manage the pressure of water in your taps and the number of unplanned interruptions	14%	23%	4%	9%	8%	9%	7%	9%	11%	6%	9%	4%	4%	3%	26%	4%	3%	10%	2%	8%	34%	19%
Handle customers' accounts, queries, complaints and customers with special needs	11%	31%	12%	8%	16%	3%	11%	10%	9%	8%	8%	9%	15%	8%	43%	1%	2%	10%	17%	19%	37%	13%
Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather	7%	16%	2%	4%	4%	2%	6%	12%	4%	3%	4%	4%	4%	4%	14%	3%	1%	2%	3%	5%	15%	16%
Manage the amount of water taken from the environment to supply customers	5%	5%	2%	7%	1%	1%	4%	4%	0%	3%	6%	4%	3%	3%	9%	2%	2%	3%	1%	3%	11%	6%
Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works	4%	6%	2%	1%	1%	6%	4%	4%	6%	4%	6%	7%	4%	2%	6%	1%	2%	4%	1%	1%	6%	6%
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	5%	8%	3%	2%	28%	10%	3%	2%	14%	15%	19%	17%	7%	9%	9%	20%	29%	4%	25%	32%	3%	9%
Avoid risk of homes being flooded with sewage	3%	4%	3%	3%	4%	10%	4%	9%	9%	11%	13%	9%	5%	6%	4%	12%	5%	4%	6%	4%	2%	10%
Avoid risk of properties being flooded with sewage outside the home	2%	2%	6%	3%	1%	0%	4%	3%	2%	4%	7%	3%	3%	2%	2%	6%	2%	0%	1%	1%	1%	2%
Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	4%	1%	3%	1%	0%	1%	2%	3%	0%	2%	1%	2%	3%	2%	2%	2%	0%	2%	1%	0%	0%	1%
Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	1%	2%	2%	2%	0%	0%	3%	1%	0%	1%	3%	1%	3%	3%	2%	0%	1%	2%	0%	0%	0%	0%
Don't know/can't say	8%	5%	11%	10%	0%	3%	19%	2%	6%	3%	6%	7%	10%	9%	4%	3%	1%	11%	1%	0%	13%	1%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Maintain water pipes, treatment works and reservoirs	23%	23%	31%
Ensure a reliable and continuous water supply	63%	62%	84%
Ensure the safety of tap water - drinking water quality	67%	67%	75%
Manage the appearance, taste and smell of tap water	33%	34%	19%
Manage the pressure of water in your taps and the number of unplanned interruptions	8%	9%	8%
Handle customers' accounts, queries, complaints and customers with special needs	11%	11%	19%
Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather	5%	5%	5%
Manage the amount of water taken from the environment to supply customers	3%	3%	3%
Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works	3%	4%	1%
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	16%	15%	32%
Avoid risk of homes being flooded with sewage	7%	7%	4%
Avoid risk of properties being flooded with sewage outside the home	2%	2%	1%
Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	1%	1%	0%
Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	1%	1%	0%
Don't know/can't say	4%	5%	0%
Total	6,175	5,616	559

Q31. If a bill had to increase on average by £5 per year, there are a number of ways this could be achieved. If you had to choose one of the options, which would you prefer?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Bills change every year according to how much work water companies have to do. This could mean changes in bills for cust	26%	12%	3%	30%	2%	18%	5%	7%	3%	4%	8%	9%	5%	7%	11%	0%	5%	8%	2%	4%	18%	4%
Bills show one big step change in the first year, then stay the same for the following four years	17%	28%	6%	12%	3%	13%	10%	18%	19%	6%	8%	11%	7%	8%	29%	2%	5%	3%	7%	39%	30%	17%
Bills change steadily every year throughout the period, so that customers do not see big changes from year to year	57%	60%	91%	57%	95%	69%	85%	75%	78%	90%	84%	80%	88%	85%	60%	98%	90%	90%	92%	57%	51%	79%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Bills change every year according to how much work water companies have to do	7%	8%	4%
Bills show one big step change in the first year, then stay the same for the following four years	12%	10%	36%
Bills change steadily every year throughout the period, so that customers do not see big changes from year to year	81%	82%	60%
Total	6,175	5,616	559

Q32. Are you currently charged for water via a water meter installed at your home

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Yes	43%	44%	23%	48%	31%	26%	44%	15%	12%	27%	28%	20%	53%	29%	16%	66%	20%	26%	27%	21%	31%	15%
No	48%	46%	73%	43%	63%	70%	53%	79%	86%	71%	69%	79%	43%	66%	77%	32%	64%	66%	72%	77%	63%	83%
Don't know/can't say	9%	10%	5%	10%	6%	4%	3%	6%	2%	2%	4%	1%	4%	5%	8%	3%	16%	8%	1%	2%	6%	2%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Yes	26%	26%	22%
No	68%	68%	76%
Don't know/can't say	6%	6%	2%
Total	6,175	5,616	559

Q33. Why do you have a water meter installed at your home?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Was already installed when I moved in	70%	52%	49%	45%	34%	48%	40%	48%	39%	64%	46%	80%	31%	45%	62%	50%	57%	54%	61%	48%	65%	57%
Opted for one to be installed	25%	37%	49%	50%	65%	45%	46%	48%	58%	36%	49%	20%	68%	40%	36%	47%	34%	34%	36%	51%	34%	43%
Had no choice	5%	9%	2%	3%	0%	7%	14%	2%	0%	0%	4%	0%	1%	11%	3%	3%	8%	11%	2%	2%	0%	0%
Other	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/can't say	1%	2%	0%	2%	0%	0%	0%	2%	3%	0%	0%	0%	0%	3%	0%	0%	0%	2%	0%	0%	1%	0%
Total	129	129	63	121	80	67	112	46	31	81	71	51	179	87	39	164	61	65	83	63	93	47

OVERALL

	Overall	England	Wales
Was already installed when I moved in	57%	57%	46%
Opted for one to be installed	39%	38%	53%
Had no choice	4%	4%	1%
Other	*%	0%	*%
Don't know/can't say	1%	1%	0%
Total	1,862	1,719	143

Q34. Which age band applies to you?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
18-24	5%	3%	7%	6%	5%	4%	5%	6%	8%	4%	5%	4%	3%	8%	4%	2%	15%	5%	4%	1%	3%	5%
25-29	9%	4%	9%	8%	12%	7%	6%	11%	7%	10%	8%	9%	5%	9%	6%	2%	11%	6%	10%	9%	7%	17%
30-39	19%	14%	17%	19%	17%	19%	14%	16%	15%	23%	16%	19%	11%	13%	19%	12%	16%	20%	21%	16%	17%	14%
40-49	21%	18%	18%	15%	20%	17%	15%	18%	16%	15%	19%	21%	17%	18%	20%	14%	17%	21%	15%	21%	14%	16%
50-59	11%	11%	14%	10%	9%	16%	14%	14%	13%	9%	15%	13%	18%	14%	13%	18%	9%	12%	7%	19%	9%	16%
60+	32%	44%	36%	39%	35%	36%	44%	32%	39%	30%	36%	30%	44%	37%	37%	52%	31%	35%	41%	34%	45%	30%
Refused	2%	6%	0%	4%	2%	2%	1%	3%	2%	10%	0%	4%	2%	2%	2%	1%	2%	1%	1%	0%	6%	2%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
18-24	6%	6%	2%
25-29	10%	10%	9%
30-39	18%	18%	16%
40-49	17%	17%	21%
50-59	12%	11%	18%
60+	35%	35%	34%
Refused	3%	3%	*%
Total	6,175	5,616	559

Q35. What is the total annual income of your household? By personal income I mean your total income before tax and other deductions but including any type of benefits?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Less than £10,000	18%	19%	29%	17%	16%	34%	22%	18%	20%	7%	10%	15%	14%	19%	25%	24%	22%	14%	13%	10%	14%	32%
£10,000 - £19,999	19%	22%	23%	13%	15%	16%	17%	13%	20%	10%	17%	12%	23%	14%	30%	21%	12%	23%	10%	7%	25%	19%
£20,000 - £29,999	9%	15%	12%	10%	14%	7%	8%	9%	9%	6%	11%	8%	11%	10%	14%	8%	8%	13%	7%	7%	12%	9%
£30,000 - £39,999	5%	10%	10%	4%	6%	8%	7%	6%	7%	7%	7%	6%	8%	6%	2%	7%	7%	9%	11%	9%	4%	3%
£40,000 - £49,999	4%	4%	4%	6%	4%	3%	5%	4%	3%	4%	5%	4%	3%	4%	3%	5%	5%	5%	4%	4%	1%	3%
£50,000 - £59,999	4%	1%	2%	3%	4%	2%	6%	2%	2%	3%	3%	2%	1%	2%	2%	6%	4%	6%	2%	3%	0%	1%
£60,000 or more	2%	7%	2%	6%	2%	3%	2%	1%	3%	2%	6%	2%	2%	4%	4%	1%	8%	4%	1%	3%	0%	2%
Don't Know/refused	39%	23%	18%	41%	38%	28%	34%	47%	37%	62%	42%	50%	38%	41%	20%	28%	34%	25%	52%	59%	44%	31%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Less than £10,000	17%	18%	10%
£10,000 - £19,999	15%	15%	7%
£20,000 - £29,999	9%	9%	7%
£30,000 - £39,999	7%	7%	8%
£40,000 - £49,999	4%	4%	4%
£50,000 - £59,999	3%	3%	3%
£60,000 or more	3%	3%	3%
Don't Know/refused	43%	42%	57%
Total	6,175	5,616	559

Q36. How many people are there in your household?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
1	17%	29%	22%	22%	18%	23%	28%	24%	19%	22%	19%	18%	24%	27%	24%	24%	22%	25%	25%	23%	28%	22%
2	43%	42%	39%	37%	35%	38%	41%	36%	40%	38%	40%	37%	43%	36%	34%	48%	27%	26%	33%	31%	39%	36%
3+	40%	29%	39%	41%	48%	40%	32%	41%	42%	40%	42%	46%	33%	37%	42%	29%	51%	48%	42%	46%	34%	42%
Total	298	293	277	254	257	260	253	301	253	302	254	251	336	302	250	249	302	250	309	302	300	315

OVERALL

	Overall	England	Wales
1	22%	22%	23%
2	35%	35%	31%
3+	42%	42%	46%
Total	6,175	5,616	559

Q37. Do you know the category band your house is in for Council Tax?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
A	10%	1%	3%	2%	2%	7%	3%	23%	0%	11%	0%	7%	5%	4%	0%	10%	0%	0%	11%	2%	6%	23%
B	10%	4%	9%	7%	8%	9%	15%	8%	9%	12%	5%	15%	9%	11%	0%	16%	5%	1%	10%	6%	16%	11%
C	12%	11%	5%	8%	5%	21%	12%	4%	17%	8%	14%	4%	9%	12%	4%	18%	5%	4%	10%	14%	22%	9%
D	9%	22%	9%	8%	10%	16%	16%	5%	11%	11%	17%	6%	13%	14%	21%	17%	15%	12%	12%	13%	10%	5%
E	2%	8%	3%	6%	10%	5%	6%	1%	5%	3%	6%	6%	2%	3%	16%	3%	3%	8%	2%	7%	7%	2%
F	0%	4%	2%	5%	3%	1%	0%	0%	2%	3%	5%	0%	0%	1%	5%	1%	3%	2%	0%	5%	0%	1%
G	1%	1%	1%	7%	1%	0%	0%	0%	0%	1%	3%	1%	0%	0%	3%	0%	1%	5%	1%	1%	0%	0%
H	1%	0%	0%	2%	-	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	-	0%	0%
Don't Know	54%	48%	68%	56%	61%	42%	49%	59%	56%	53%	51%	60%	62%	55%	50%	35%	69%	66%	53%	52%	38%	49%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	England	Wales
A	8%	2%
B	9%	6%
C	9%	13%
D	11%	13%
E	3%	7%
F	2%	5%
G	1%	1%
H	*%	-
Don't Know	56%	52%
Total	5,616	559

Q38. On reflection, were there any current issues not already discussed relating to water or sewerage, or paying your bill that you may have had in mind when answering these questions?

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
High cost of water charges / expensive service	2%	0%	0%	1%	2%	0%	1%	0%	3%	2%	0%	0%	2%	1%	0%	2%	2%	1%	1%	0%	1%	0%
Don't increase / should reduce charges	4%	1%	1%	15%	4%	0%	1%	1%	6%	3%	2%	2%	2%	3%	1%	1%	2%	6%	3%	1%	0%	0%
Generally receive good level of service / happy with service	0%	0%	0%	9%	2%	0%	0%	0%	0%	3%	0%	3%	0%	0%	0%	1%	1%	3%	6%	1%	0%	0%
Service is reliable	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Want a water meter installed	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Improve the waters appearance / colour / quality / taste	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%
Have difficulty paying water bill with limited income / pension	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Breakdown of billing / justifying high cost of water	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Solve the water pressure problem	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	2%	1%	0%	0%	0%	1%
Consumers shouldn't have to pay for beach / coastline cleaning	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Water meters should be installed nationally	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Solve the problems that cause flooding	1%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Improve drainage system / solve problems with blockages	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Deal with hard water / lime scale problem	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Reduce bad smells	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Have special rates for certain customer groups (pensioners, families with small children)	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Increase in charges should be linked to improvements	2%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Protect nature / wildlife / environment	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Plan should already be in action / already doing things like this	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Water company should be responsible for all areas of pipe network	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More frequent meter reading	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Improve level of service / customer service / customer information	2%	0%	0%	4%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Reduce the number / there are too many chemicals added to water	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Reduce number of leakages / increase repairs to pipes	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Other	0%	0%	1%	4%	2%	70%	1%	0%	0%	1%	0%	1%	0%	11%	1%	0%	4%	2%	2%	0%	0%	2%
None	85%	88%	95%	55%	86%	25%	72%	97%	77%	91%	61%	91%	93%	82%	86%	87%	75%	80%	87%	97%	100%	95%
Don't know	0%	10%	0%	3%	1%	3%	26%	0%	5%	0%	33%	2%	0%	0%	11%	0%	13%	5%	0%	0%	0%	1%
Refused	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Sample	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
High cost of water charges / expensive service	1%	1%	0%
Don't increase / should reduce charges	2%	3%	1%
Generally receive good level of service / happy with service	2%	2%	1%
Service is reliable	0%	0%	0%
Want a water meter installed	0%	0%	0%
Improve the waters appearance / colour / quality / taste	1%	1%	0%
Have difficulty paying water bill with limited income / pension	0%	0%	0%
Breakdown of billing / justifying high cost of water	0%	0%	0%
Solve the water pressure problem	1%	1%	0%
Consumers shouldn't have to pay for beach / coastline cleaning	0%	0%	0%
Water meters should be installed nationally	0%	0%	0%
Solve the problems that cause flooding	0%	0%	0%
Improve drainage system / solve problems with blockages	0%	0%	0%
Deal with hard water / lime scale problem	0%	0%	0%
Reduce bad smells	0%	0%	0%
Have special rates for certain customer groups (pensioners, families with small children)	0%	0%	0%
Increase in charges should be linked to improvements	0%	0%	0%

	Overall	England	Wales
Protect nature / wildlife / environment	0%	0%	0%
Plan should already be in action / already doing things like this	0%	0%	0%
Water company should be responsible for all areas of pipe network	0%	0%	0%
More frequent meter reading	0%	0%	0%
Improve level of service / customer service / customer information	0%	0%	0%
Reduce the number / there are too many chemicals added to water	0%	0%	0%
Reduce number of leakages / increase repairs to pipes	0%	0%	0%
Other	4%	4%	0%
None	84%	84%	96%
Don't know	4%	4%	0%
Refused	0%	0%	0%
Total	6175	5616	559

SEG

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
A / B	18%	28%	23%	37%	21%	18%	16%	13%	22%	25%	31%	18%	14%	22%	27%	15%	24%	25%	17%	18%	11%	14%
C1 / C2	46%	44%	48%	36%	41%	47%	49%	38%	53%	42%	41%	48%	44%	42%	44%	46%	41%	50%	42%	51%	47%	41%
D / E	34%	26%	27%	27%	38%	32%	35%	49%	24%	31%	26%	33%	40%	34%	27%	39%	35%	21%	39%	29%	36%	43%
Refused	1%	2%	3%	0%	0%	3%	0%	0%	0%	2%	2%	1%	1%	2%	2%	0%	0%	4%	1%	2%	6%	1%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
A / B	20%	21%	18%
C1 / C2	44%	43%	50%
D / E	35%	35%	30%
Refused	1%	1%	2%
Total	6,175	5,616	559

Gender

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Male	47%	47%	50%	45%	53%	47%	43%	49%	48%	50%	51%	55%	44%	49%	49%	46%	47%	44%	56%	52%	45%	43%
Female	53%	53%	50%	55%	47%	53%	57%	51%	52%	50%	49%	45%	56%	51%	51%	54%	53%	56%	44%	48%	55%	57%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Male	49%	49%	52%
Female	51%	51%	48%
Total	6,175	5,616	559

Location

COMPANY

	ANH	BWH	BRL	CAM	DVW	ESK	FLK	NNE	PRT	SVT	SEW	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Rural	35%	18%	15%	35%	12%	17%	19%	15%	5%	5%	18%	16%	26%	13%	5%	24%	0%	5%	19%	47%	40%	3%
Urban	65%	82%	85%	65%	88%	83%	81%	85%	95%	95%	82%	84%	74%	87%	95%	76%	100%	95%	81%	53%	60%	97%
Total	300	293	277	254	257	260	253	301	254	302	254	253	336	302	250	250	303	250	309	302	300	315

OVERALL

	Overall	England	Wales
Rural	15%	13%	44%
Urban	85%	87%	56%
Total	6,175	5,616	559

Appendix F – Further segmentation of key questions

This appendix contains details of segmented analysis where differences between segments were statistically significant. For example, the 'importance of the environment' variable was found to be a statistically significant variable when looking at each of the key questions, and as such the results of all key questions by 'importance of the environment' are all presented. However, segmenting by 'importance of water and sewerage services' led to significant differences for all key questions except one (Q15) and so the results for only this question have been excluded. The tables below only detail which of the questions were statistically significant. Key results/trends from the cross tabulations are presented after the tables.

Additional Cross Tabulations ✓ significant, ✗ not significant, NA not applicable

	Q15	Q16	Q17	Q18	Q19	Q22	Q25	Q28B_15	Q28B_16	Q28B_17
Importance of environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Importance of cost of living	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Importance of water and sewerage services	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓
Proposed bill impact change	✓	NA	NA	NA	✓	✓	✓	✓	✓	✓
Negative experience / complaint	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Knowledgeable about water company	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
Confidence in estimate of water bill	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Approach to paying bills	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Satisfaction with current service	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Value for money of current service	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of service improvements	NA	NA	NA	NA	✓	✓	✓	✓	✓	✓

[illegible][illegible]

Question	30l	30m	30n	30o	31
Socio-economic class	x	x	✓	x	x
Household income	x	x	✓	✓	✓
Household size	x	x	x	x	x
Metered/not metered	x	x	x	✓	✓
Rural/urban	x	x	x	x	✓

Key findings from the cross tabulations

The acceptability of DBPs at both informed and uninformed levels, and rating of current services and proposed service levels (informed) for water, sewerage and combined service, as good value for money was highest amongst customers that:

- had not complained or had a negative experience;
- had a good understanding/awareness of their water/sewerage company(ies)' responsibilities;
- were generally more confident in the estimation of the current level of their water/sewerage bill;
- rated the environment as 'very important';
- rated cost of living as 'very important';
- rated water and sewerage services as 'very important';
- did not find it difficult to pay their bills on time;
- were satisfied with the current service;
- felt the current service offered good value for money;
- were of a higher (e.g. A/B) social class; and
- had a higher household income.

In addition, the proportion of customers who rated the proposed DBP (water, sewerage, combined) as acceptable and good value for money, was highest amongst customers who had:

- proposed water and sewerage bill impacts each less than £10;
- a combined bill impact of £20 or less; and
- a proposed water, sewerage and combined percentage bill impact of 5% or less.

Although the results were statistically significant, there was no correlation/trend between acceptance level or value for money and scale/number of service improvements and household size.

Key Questions

Q15.[Uninformed view] How acceptable do you consider this plan?

	Importance of Environment		Importance of Cost of Living	
	Other	Very Important	Other	Very Important
Completely unacceptable	8%	10%	8%	9%
Unacceptable	30%	26%	30%	26%
Acceptable	51%	54%	51%	54%
Very acceptable	5%	6%	4%	6%
Don't know/can't say	7%	5%	6%	6%
Total	2,058	4,085	1,737	4,411

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Completely unacceptable	10%	8%	9%	9%	18%
Unacceptable	24%	29%	28%	27%	34%
Acceptable	56%	52%	51%	53%	38%
Very acceptable	6%	5%	5%	5%	4%
Don't know/can't say	5%	6%	7%	6%	5%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Completely unacceptable	9%	10%	8%	13%	9%
Unacceptable	50%	26%	26%	27%	27%
Acceptable	33%	58%	59%	45%	42%
Very acceptable	3%	2%	4%	11%	13%
Don't know/can't say	5%	4%	3%	4%	9%
Total	208	662	1,955	454	90

Q15.[Uninformed view] How acceptable do you consider this plan?

	Overall bill Impact			Overall bill percentage change		
	£20 or less	£21-£49	50+	5% or less	6-15%	16% +
Completely unacceptable	6%	9%	15%	6%	9%	14%
Unacceptable	14%	39%	32%	14%	38%	32%
Acceptable	67%	44%	42%	68%	45%	43%
Very acceptable	9%	2%	4%	9%	3%	3%
Don't Know/Can't say	4%	7%	7%	3%	6%	9%
Total	2,546	2,239	1,390	2,330	2,152	1,693

Q15.[Uninformed view] How acceptable do you consider this plan?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Completely unacceptable	8%	16%
Unacceptable	26%	37%
Acceptable	56%	39%
Very acceptable	6%	4%
Don't Know/Can't say	5%	4%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Completely unacceptable	22%	18%	7%
Unacceptable	46%	36%	25%
Acceptable	26%	37%	56%
Very acceptable	2%	3%	6%
Don't Know/Can't say	4%	6%	6%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Completely unacceptable	25%	9%	5%
Unacceptable	52%	37%	17%
Acceptable	19%	47%	69%
Very acceptable	1%	2%	7%
Don't Know/Can't say	3%	5%	3%
Total	628	593	2,068

Q16. Bearing in mind these current service levels, how do you rate the water service in terms of value for money?

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Very poor value for money	3%	3%	3%	3%	3%	3%
Fairly poor value for money	15%	14%	16%	14%	15%	14%
Neither poor nor good value for money	22%	19%	23%	19%	23%	18%
Fairly good value for money	50%	50%	49%	50%	49%	50%
Very good value for money	7%	10%	6%	10%	8%	10%
Don't know/can't say	4%	4%	3%	4%	3%	5%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Very poor value for money	3%	3%	3%	3%	6%
Fairly poor value for money	14%	13%	18%	14%	18%
Neither poor nor good value for money	17%	22%	21%	20%	23%
Fairly good value for money	54%	50%	43%	50%	44%
Very good value for money	9%	9%	11%	9%	4%
Don't know/can't say	3%	4%	5%	4%	4%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Very poor value for money	8%	4%	2%	3%	4%
Fairly poor value for money	38%	19%	13%	12%	13%
Neither poor nor good value for money	17%	17%	22%	16%	24%
Fairly good value for money	26%	50%	55%	47%	37%
Very good value for money	6%	7%	6%	20%	13%
Don't know/can't say	3%	3%	2%	2%	8%
Total	208	662	1,955	454	90

Q16. Bearing in mind these current service levels, how do you rate the water service in terms of value for money?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Very Poor Value for Money	2%	7%
Fairly Poor Value for Money	13%	25%
Neither Poor nor Good Value for Money	19%	23%
Fairly Good Value for Money	53%	36%
Very Good Value for Money	9%	7%
Don't Know/Can't say	3%	2%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Very Poor Value for Money	16%	6%	2%
Fairly Poor Value for Money	38%	18%	12%
Neither Poor nor Good Value for Money	20%	37%	18%
Fairly Good Value for Money	21%	29%	54%
Very Good Value for Money	2%	4%	10%
Don't Know/Can't say	2%	6%	4%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Very Poor Value for Money	12%	1%	1%
Fairly Poor Value for Money	52%	13%	5%
Neither Poor nor Good Value for Money	18%	46%	14%
Fairly Good Value for Money	14%	35%	67%
Very Good Value for Money	2%	3%	12%
Don't Know/Can't say	2%	3%	1%
Total	628	593	2,068

Q17. And how do you rate your current sewerage service in terms of value for money?

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Very poor value for money	3%	3%	4%	3%	3%	3%
Fairly poor value for money	15%	15%	16%	14%	15%	15%
Neither poor nor good value for money	22%	19%	23%	19%	23%	19%
Fairly good value for money	47%	47%	46%	47%	47%	47%
Very good value for money	8%	12%	8%	12%	9%	12%
Don't know/can't say	4%	4%	4%	4%	3%	5%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Very poor value for money	3%	3%	3%	3%	9%
Fairly poor value for money	15%	13%	17%	15%	18%
Neither poor nor good value for money	17%	22%	20%	20%	21%
Fairly good value for money	51%	47%	40%	47%	41%
Very good value for money	9%	10%	13%	11%	7%
Don't know/can't say	4%	4%	6%	4%	4%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Very poor value for money	7%	4%	2%	5%	0%
Fairly poor value for money	38%	18%	13%	16%	14%
Neither poor nor good value for money	16%	19%	22%	15%	28%
Fairly good value for money	26%	47%	53%	42%	38%
Very good value for money	9%	9%	7%	20%	11%
Don't know/can't say	3%	2%	3%	2%	9%
Total	208	662	1,955	454	90

Q17. And how do you rate your current sewerage service in terms of value for money?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Very Poor Value for Money	2%	7%
Fairly Poor Value for Money	14%	24%
Neither Poor nor Good Value for Money	19%	24%
Fairly Good Value for Money	50%	33%
Very Good Value for Money	11%	9%
Don't Know/Can't say	3%	3%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Very Poor Value for Money	16%	6%	2%
Fairly Poor Value for Money	40%	20%	13%
Neither Poor nor Good Value for Money	20%	35%	19%
Fairly Good Value for Money	18%	28%	51%
Very Good Value for Money	3%	5%	12%
Don't Know/Can't say	3%	6%	4%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Very Poor Value for Money	13%	1%	1%
Fairly Poor Value for Money	51%	15%	6%
Neither Poor nor Good Value for Money	19%	42%	14%
Fairly Good Value for Money	13%	35%	63%
Very Good Value for Money	2%	4%	14%
Don't Know/Can't say	1%	3%	2%
Total	628	593	2,068

Q18. Bearing in mind these service levels and the current average bill I have shown you, how do you rate the current service you receive overall in terms of value for money?

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Very poor value for money	3%	3%	3%	3%	3%	3%
Fairly poor value for money	15%	14%	15%	14%	14%	14%
Neither poor nor good value for money	26%	21%	27%	21%	27%	21%
Fairly good value for money	47%	49%	47%	49%	48%	49%
Very good value for money	5%	9%	4%	9%	5%	9%
Don't know/can't say	3%	4%	3%	4%	3%	4%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Very poor value for money	3%	3%	3%	3%	7%
Fairly poor value for money	14%	13%	17%	14%	18%
Neither poor nor good value for money	19%	25%	24%	23%	25%
Fairly good value for money	53%	49%	43%	49%	41%
Very good value for money	8%	7%	9%	8%	4%
Don't know/can't say	3%	4%	5%	4%	4%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Very poor value for money	8%	4%	2%	5%	2%
Fairly poor value for money	38%	18%	13%	15%	19%
Neither poor nor good value for money	18%	20%	25%	18%	27%
Fairly good value for money	28%	49%	53%	45%	38%
Very good value for money	4%	6%	5%	16%	7%
Don't know/can't say	3%	3%	2%	2%	8%
Total	208	662	1,955	454	90

Q18. Bearing in mind these service levels and the current average bill I have shown you, how do you rate the current service you receive overall in terms of value for money?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Very Poor Value for Money	2%	7%
Fairly Poor Value for Money	13%	24%
Neither Poor nor Good Value for Money	22%	28%
Fairly Good Value for Money	52%	31%
Very Good Value for Money	8%	6%
Don't Know/Can't say	3%	3%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Very Poor Value for Money	16%	6%	2%
Fairly Poor Value for Money	38%	19%	12%
Neither Poor nor Good Value for Money	24%	38%	21%
Fairly Good Value for Money	18%	29%	52%
Very Good Value for Money	2%	3%	8%
Don't Know/Can't say	2%	6%	4%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Very Poor Value for Money	14%	1%	1%
Fairly Poor Value for Money	52%	15%	5%
Neither Poor nor Good Value for Money	20%	45%	17%
Fairly Good Value for Money	11%	35%	65%
Very Good Value for Money	1%	2%	10%
Don't Know/Can't say	2%	2%	1%
Total	628	593	2,068

Q19. [Informed] Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill?

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Completely unacceptable	6%	7%	6%	7%	6%	7%
Unacceptable	30%	25%	30%	26%	29%	26%
Acceptable	54%	57%	54%	57%	55%	56%
Very acceptable	4%	5%	4%	6%	4%	6%
Don't know/can't say	6%	5%	6%	5%	5%	6%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Completely unacceptable	7%	8%	7%	7%	13%
Unacceptable	25%	27%	29%	26%	36%
Acceptable	59%	55%	53%	56%	44%
Very acceptable	5%	5%	5%	5%	2%
Don't know/can't say	5%	6%	7%	6%	5%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Completely unacceptable	8%	8%	6%	13%	6%
Unacceptable	53%	26%	26%	22%	24%
Acceptable	32%	60%	61%	51%	56%
Very acceptable	3%	3%	4%	10%	6%
Don't know/can't say	4%	3%	3%	3%	9%
Total	208	662	1,955	454	90

Q19. [Informed] Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill?

	Water bill Impact			Water bill percentage change		
	£10 or less	£11 - £24	£25 +	5% or less	6-15%	16% +
Completely unacceptable	3%	8%	11%	3%	7%	10%
Unacceptable	16%	31%	35%	11%	31%	33%
Acceptable	72%	49%	45%	79%	50%	47%
Very acceptable	5%	6%	3%	4%	6%	4%
Don't Know/Can't say	4%	6%	6%	3%	7%	7%
Total	2,031	2,801	1,343	1,476	2,507	2,192

Q19. [Informed] Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Completely unacceptable	6%	15%
Unacceptable	25%	38%
Acceptable	60%	38%
Very acceptable	5%	6%
Don't Know/Can't say	5%	4%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Completely unacceptable	17%	14%	6%
Unacceptable	46%	37%	24%
Acceptable	31%	38%	59%
Very acceptable	3%	3%	5%
Don't Know/Can't say	3%	8%	5%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Completely unacceptable	20%	7%	4%
Unacceptable	57%	35%	16%
Acceptable	20%	52%	71%
Very acceptable	1%	2%	6%
Don't Know/Can't say	2%	5%	3%
Total	628	593	2,068

Q19. [Informed] Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill?

	Number of Water Improvements				Number of Sewerage Improvements				Total Number of Improvements				
	3	4	5	6	2	3	4	5	5	6	7	8	9 +
Completely unacceptable	7%	6%	8%	8%	5%	12%	6%	7%	6%	7%	3%	8%	8%
Unacceptable	23%	28%	28%	33%	26%	32%	24%	27%	21%	32%	18%	30%	27%
Acceptable	61%	55%	51%	48%	60%	41%	59%	58%	63%	49%	73%	50%	55%
Very acceptable	5%	4%	8%	2%	4%	9%	5%	3%	6%	4%	4%	7%	4%
Don't Know/Can't say	4%	7%	4%	9%	5%	6%	6%	6%	4%	8%	3%	6%	7%
Total	2,245	2,127	1,198	605	2,208	1,129	1,853	985	1,086	1,004	725	2,069	1,291

Q22. [Informed] And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill?

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Completely unacceptable	5%	7%	6%	6%	6%	7%
Unacceptable	30%	25%	30%	25%	29%	25%
Acceptable	54%	56%	53%	56%	55%	56%
Very acceptable	3%	6%	4%	6%	4%	6%
Don't know/can't say	7%	6%	7%	6%	6%	6%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Complain / Negative experience	
	No complaint	Complaint / negative experience
Completely unacceptable	6%	11%
Unacceptable	26%	35%
Acceptable	56%	46%
Very acceptable	6%	3%
Don't know/can't say	6%	5%
Total	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Completely unacceptable	5%	6%	6%	10%	6%
Unacceptable	52%	25%	26%	22%	27%
Acceptable	36%	59%	61%	50%	51%
Very acceptable	3%	5%	4%	13%	7%
Don't know/can't say	4%	5%	4%	4%	10%
Total	208	662	1,955	454	90

Q22. [Informed] And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill?

	Sewerage bill Impact			Sewerage bill percentage change		
	£10 or less	£11 - £24	£25 +	5% or less	6-15%	16% +
Completely unacceptable	5%	9%	8%	5%	6%	9%
Unacceptable	19%	35%	39%	20%	27%	36%
Acceptable	64%	45%	42%	62%	60%	44%
Very acceptable	8%	3%	2%	8%	4%	2%
Don't Know/Can't say	5%	7%	9%	5%	3%	9%
Total	3,508	1,628	1,039	3,193	960	2,022

Q22. [Informed] And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Completely unacceptable	5%	13%
Unacceptable	25%	39%
Acceptable	60%	38%
Very acceptable	5%	7%
Don't Know/Can't say	5%	3%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Completely unacceptable	15%	13%	5%
Unacceptable	48%	36%	24%
Acceptable	31%	37%	59%
Very acceptable	3%	4%	6%
Don't Know/Can't say	3%	10%	6%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Completely unacceptable	16%	6%	3%
Unacceptable	57%	32%	16%
Acceptable	21%	53%	70%
Very acceptable	3%	3%	7%
Don't Know/Can't say	3%	6%	3%
Total	628	593	2,068

Q22. [Informed] And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill?

	Number of Water Improvements				Number of Sewerage Improvements				Total Number of Improvements				
	3	4	5	6	2	3	4	5	5	6	7	8	9 +
Completely unacceptable	5%	7%	8%	8%	5%	9%	6%	7%	6%	4%	2%	9%	8%
Unacceptable	22%	28%	28%	34%	27%	31%	22%	27%	22%	31%	18%	30%	26%
Acceptable	61%	55%	50%	47%	59%	40%	61%	56%	62%	49%	73%	50%	55%
Very acceptable	7%	3%	9%	1%	3%	12%	5%	2%	6%	7%	3%	6%	4%
Don't Know/Can't say	5%	7%	5%	10%	5%	7%	6%	7%	4%	9%	3%	6%	8%
Total	2,245	2,127	1,198	605	2,208	1,129	1,853	985	1,086	1,004	725	2,069	1,291

Q25. [Informed] And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill?

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Completely unacceptable	6%	8%	7%	7%	7%	7%
Unacceptable	30%	25%	30%	25%	29%	26%
Acceptable	54%	56%	53%	56%	55%	55%
Very acceptable	3%	5%	3%	5%	3%	5%
Don't know/can't say	7%	6%	7%	6%	6%	6%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Completely unacceptable	7%	8%	6%	7%	11%
Unacceptable	25%	27%	29%	26%	38%
Acceptable	58%	55%	52%	56%	42%
Very acceptable	5%	4%	5%	5%	3%
Don't know/can't say	5%	6%	8%	6%	6%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Completely unacceptable	8%	8%	6%	12%	6%
Unacceptable	52%	27%	26%	24%	26%
Acceptable	33%	58%	60%	50%	51%
Very acceptable	3%	4%	4%	9%	7%
Don't know/can't say	4%	4%	4%	4%	11%
Total	208	662	1,955	454	90

Q25. [Informed] And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill?

	Overall bill Impact			Overall bill percentage change		
	£20 or less	£21-£49	50+	5% or less	6-15%	16% +
Completely unacceptable	5%	9%	8%	5%	9%	8%
Unacceptable	12%	38%	36%	12%	36%	35%
Acceptable	70%	45%	45%	72%	45%	45%
Very acceptable	8%	3%	2%	7%	4%	2%
Don't Know/Can't say	4%	7%	9%	4%	6%	10%
Total	2,546	2,239	1,390	2,330	2,152	1,693

Q25. [Informed] And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill?

	Approach to paying bills	
	I don't find it difficult to pay on time	Other
Completely unacceptable	6%	14%
Unacceptable	25%	39%
Acceptable	59%	37%
Very acceptable	4%	5%
Don't Know/Can't say	5%	4%
Total	4,678	926

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Completely unacceptable	15%	14%	6%
Unacceptable	48%	37%	24%
Acceptable	31%	37%	59%
Very acceptable	2%	3%	5%
Don't Know/Can't say	4%	10%	6%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Completely unacceptable	19%	7%	4%
Unacceptable	59%	33%	16%
Acceptable	18%	51%	70%
Very acceptable	1%	3%	6%
Don't Know/Can't say	4%	6%	4%
Total	628	593	2,068

Q25. [Informed] And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill?

	Number of Water Improvements				Number of Sewerage Improvements				Total Number of Improvements				
	3	4	5	6	2	3	4	5	5	6	7	8	9 +
Completely unacceptable	6%	8%	8%	8%	5%	12%	6%	8%	6%	7%	2%	8%	9%
Unacceptable	24%	27%	28%	34%	27%	34%	23%	26%	22%	33%	18%	30%	25%
Acceptable	60%	55%	50%	48%	59%	38%	60%	56%	63%	47%	72%	49%	55%
Very acceptable	5%	3%	8%	1%	3%	9%	4%	3%	5%	4%	5%	5%	4%
Don't Know/Can't say	5%	7%	6%	10%	6%	8%	6%	6%	5%	9%	3%	7%	8%
Total	2,245	2,127	1,198	605	2,208	1,129	1,853	985	1,086	1,004	725	2,069	1,291

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Water bill

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Very poor value for money	4%	8%	4%	8%	4%	8%
Fairly poor value for money	18%	15%	19%	15%	18%	15%
Neither poor nor good value for money	29%	25%	29%	25%	29%	25%
Fairly good value for money	41%	31%	40%	31%	40%	31%
Very good value for money	7%	19%	6%	19%	6%	19%
Don't know/can't say	2%	2%	2%	2%	2%	2%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Very poor value for money	7%	7%	5%	6%	15%
Fairly poor value for money	16%	15%	18%	16%	25%
Neither poor nor good value for money	20%	31%	26%	26%	23%
Fairly good value for money	36%	32%	35%	34%	25%
Very good value for money	20%	12%	13%	15%	11%
Don't know/can't say	1%	2%	3%	2%	0%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Very poor value for money	6%	8%	6%	11%	9%
Fairly poor value for money	36%	20%	15%	18%	14%
Neither poor nor good value for money	17%	25%	26%	17%	17%
Fairly good value for money	25%	36%	37%	34%	39%
Very good value for money	13%	10%	14%	19%	17%
Don't know/can't say	2%	2%	1%	1%	4%
Total	208	662	1,955	454	90

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Water bill

	Water bill Impact			Water bill percentage change		
	£10 or less	£11 - £24	£25 +	5% or less	6-15%	16% +
Very Poor Value for Money	4%	6%	12%	4%	5%	10%
Fairly Poor Value for Money	7%	19%	24%	7%	16%	22%
Neither Poor nor Good Value for Money	28%	27%	22%	21%	31%	24%
Fairly Good Value for Money	39%	33%	29%	42%	33%	30%
Very Good Value for Money	21%	13%	10%	25%	13%	11%
Don't Know/Can't say	1%	2%	3%	1%	3%	3%
Total	2,031	2,801	1,343	1,476	2,507	2,192

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

	Approach to paying bills		Q28B Water bill
	I don't find it difficult to pay on time	Other	
Very poor value for money	6%	13%	
Fairly poor value for money	15%	24%	
Neither poor nor good value for money	26%	26%	
Fairly good value for money	37%	21%	
Very good value for money	15%	15%	
Don't know/can't say	2%	2%	
Total	4,678	926	

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Very poor value for money	16%	9%	6%
Fairly poor value for money	35%	25%	14%
Neither poor nor good value for money	24%	33%	26%
Fairly good value for money	17%	21%	36%
Very good value for money	6%	9%	16%
Don't know/can't say	2%	3%	2%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Very poor value for money	15%	9%	5%
Fairly poor value for money	48%	17%	8%
Neither poor nor good value for money	20%	36%	21%
Fairly good value for money	11%	28%	46%
Very good value for money	4%	8%	18%
Don't know/can't say	1%	2%	1%
Total	628	593	2,068

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?
Water bill

	Number of Water Improvements				Number of Sewerage Improvements				Total Number of Improvements				
	3	4	5	6	2	3	4	5	5	6	7	8	9 +
Very Poor Value for Money	6%	6%	9%	7%	8%	9%	6%	4%	7%	7%	6%	7%	5%
Fairly Poor Value for Money	16%	15%	14%	26%	15%	20%	14%	19%	15%	16%	8%	17%	19%
Neither Poor nor Good Value for Money	23%	30%	21%	33%	30%	19%	24%	32%	26%	30%	18%	25%	30%
Fairly Good Value for Money	36%	32%	38%	27%	32%	32%	36%	36%	31%	29%	50%	32%	34%
Very Good Value for Money	18%	15%	16%	4%	15%	18%	17%	8%	20%	14%	18%	15%	9%
Don't Know/Can't say	1%	3%	2%	4%	1%	3%	4%	1%	0%	3%	1%	3%	2%
Total	2,245	2,127	1,198	605	2,208	1,129	1,853	985	1,086	1,004	725	2,069	1,291

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Sewerage bill

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Very poor value for money	5%	7%	5%	7%	5%	7%
Fairly poor value for money	16%	15%	18%	15%	18%	15%
Neither poor nor good value for money	30%	24%	28%	26%	29%	25%
Fairly good value for money	40%	31%	41%	32%	40%	32%
Very good value for money	7%	20%	7%	19%	7%	19%
Don't know/can't say	2%	2%	2%	2%	2%	2%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Very poor value for money	7%	7%	6%	6%	17%
Fairly poor value for money	16%	14%	17%	15%	24%
Neither poor nor good value for money	21%	31%	25%	26%	23%
Fairly good value for money	35%	33%	35%	34%	26%
Very good value for money	20%	13%	13%	16%	10%
Don't know/can't say	1%	2%	3%	2%	0%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Very poor value for money	7%	8%	6%	10%	8%
Fairly poor value for money	38%	18%	15%	15%	16%
Neither poor nor good value for money	18%	24%	26%	18%	23%
Fairly good value for money	22%	36%	38%	37%	30%
Very good value for money	13%	12%	14%	19%	20%
Don't know/can't say	1%	2%	1%	1%	3%
Total	208	662	1,955	454	90

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Sewerage bill

	Sewerage bill impact			Sewerage bill percentage change		
	£10 or less	£11 - £24	£25 +	5% or less	6-15%	16% +
Very Poor Value for Money	4%	10%	12%	4%	10%	10%
Fairly Poor Value for Money	12%	19%	22%	13%	13%	20%
Neither Poor nor Good Value for Money	23%	27%	34%	25%	18%	32%
Fairly Good Value for Money	39%	29%	25%	37%	42%	26%
Very Good Value for Money	20%	11%	6%	19%	17%	9%
Don't Know/Can't say	1%	4%	2%	2%	0%	4%
Total	3,508	1,628	1,039	3,193	960	2,022

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

	Approach to paying bills		Q28B Sewerage bill
	I don't find it difficult to pay on time	Other	
Very poor value for money	6%	12%	
Fairly poor value for money	15%	23%	
Neither poor nor good value for money	26%	25%	
Fairly good value for money	37%	22%	
Very good value for money	15%	16%	
Don't know/can't say	1%	2%	
Total	4,678	926	

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Very poor value for money	17%	13%	5%
Fairly poor value for money	33%	23%	14%
Neither poor nor good value for money	24%	33%	26%
Fairly good value for money	20%	23%	36%
Very good value for money	5%	7%	17%
Don't know/can't say	1%	3%	2%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Very poor value for money	15%	9%	4%
Fairly poor value for money	47%	16%	8%
Neither poor nor good value for money	20%	38%	21%
Fairly good value for money	13%	27%	46%
Very good value for money	4%	9%	19%
Don't know/can't say	1%	1%	1%
Total	628	593	2,068

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?
Sewerage bill

	Number of Water Improvements				Number of Sewerage Improvements				Total Number of Improvements				
	3	4	5	6	2	3	4	5	5	6	7	8	9 +
Very Poor Value for Money	5%	6%	10%	7%	9%	8%	5%	4%	9%	5%	6%	9%	4%
Fairly Poor Value for Money	15%	14%	15%	26%	14%	21%	12%	20%	13%	16%	7%	18%	18%
Neither Poor nor Good Value for Money	23%	30%	21%	33%	28%	20%	24%	34%	24%	31%	18%	24%	33%
Fairly Good Value for Money	37%	32%	37%	26%	33%	30%	37%	35%	32%	31%	51%	31%	34%
Very Good Value for Money	19%	15%	16%	3%	15%	18%	19%	7%	21%	15%	18%	16%	9%
Don't Know/Can't say	1%	3%	2%	4%	1%	3%	4%	1%	0%	3%	0%	3%	2%
Total	2,245	2,127	1,198	605	2,208	1,129	1,853	985	1,086	1,004	725	2,069	1,291

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Combined bill

	Importance of Environment		Importance of Cost of Living		Importance of Water and sewerage services	
	Other	Very Important	Other	Very Important	Other	Very Important
Very poor value for money	6%	8%	7%	8%	7%	8%
Fairly poor value for money	16%	16%	17%	16%	17%	16%
Neither poor nor good value for money	29%	25%	29%	25%	28%	25%
Fairly good value for money	40%	31%	40%	32%	40%	31%
Very good value for money	7%	18%	6%	18%	6%	18%
Don't know/can't say	1%	2%	2%	2%	2%	2%
Total	2,058	4,085	1,737	4,411	1,943	4,208

	Company Awareness/Understanding			Complain / Negative experience	
	Good	Fair	Poor	No complaint	Complaint / negative experience
Very poor value for money	8%	8%	7%	7%	17%
Fairly poor value for money	16%	15%	17%	16%	25%
Neither poor nor good value for money	21%	31%	26%	26%	26%
Fairly good value for money	35%	33%	36%	34%	24%
Very good value for money	19%	12%	12%	14%	8%
Don't know/can't say	1%	2%	3%	2%	0%
Total	2,090	2,461	1,624	5,969	206

	Confidence in bill estimate				
	Not at all confident	Not very confident	Fairly confident	Very confident	Don't know
Very poor value for money	8%	9%	7%	12%	10%
Fairly poor value for money	39%	19%	16%	16%	12%
Neither poor nor good value for money	19%	26%	25%	19%	22%
Fairly good value for money	22%	35%	38%	37%	36%
Very good value for money	11%	10%	13%	15%	17%
Don't know/can't say	1%	1%	1%	1%	3%
Total	208	662	1,955	454	90

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Combined bill

	Overall bill Impact			Overall bill percentage change		
	£20 or less	£21-£49	50+	5% or less	6-15%	16% +
Very Poor Value for Money	5%	8%	12%	5%	8%	10%
Fairly Poor Value for Money	8%	24%	18%	8%	23%	19%
Neither Poor nor Good Value for Money	21%	28%	33%	22%	26%	33%
Fairly Good Value for Money	41%	31%	26%	42%	32%	26%
Very Good Value for Money	23%	7%	9%	23%	10%	8%
Don't Know/Can't say	2%	2%	2%	1%	1%	3%
Total	2,546	2,239	1,390	2,330	2,152	1,693

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

	Approach to paying bills		Q28B Combined bill
	I don't find it difficult to pay on time	Other	
Very poor value for money	6%	14%	
Fairly poor value for money	15%	23%	
Neither poor nor good value for money	26%	26%	
Fairly good value for money	37%	20%	
Very good value for money	14%	15%	
Don't know/can't say	1%	1%	
Total	4,678	926	

	Satisfaction with current service		
	Very/fairly dissatisfied	Neither satisfied nor dissatisfied	Very/fairly satisfied
Very poor value for money	18%	13%	6%
Fairly poor value for money	34%	23%	14%
Neither poor nor good value for money	24%	34%	26%
Fairly good value for money	18%	21%	36%
Very good value for money	6%	7%	16%
Don't know/can't say	1%	2%	2%
Total	396	430	5,313

	Value for money of current service		
	Very/fairly poor VfM	Neither good nor poor VfM	Very/fairly good VfM
Very poor value for money	19%	8%	5%
Fairly poor value for money	48%	18%	9%
Neither poor nor good value for money	21%	38%	21%
Fairly good value for money	9%	27%	48%
Very good value for money	3%	8%	17%
Don't know/can't say	1%	1%	1%
Total	628	593	2,068

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?
Combined bill

	Number of Water Improvements				Number of Sewerage Improvements				Total Number of Improvements				
	3	4	5	6	2	3	4	5	5	6	7	8	9 +
Very Poor Value for Money	7%	6%	11%	8%	9%	11%	6%	4%	9%	7%	6%	9%	5%
Fairly Poor Value for Money	16%	14%	15%	25%	14%	23%	13%	19%	14%	19%	7%	18%	18%
Neither Poor nor Good Value for Money	22%	31%	22%	34%	29%	19%	24%	31%	24%	31%	17%	25%	31%
Fairly Good Value for Money	36%	33%	36%	26%	33%	28%	37%	38%	33%	27%	51%	32%	35%
Very Good Value for Money	18%	14%	15%	3%	15%	16%	16%	8%	20%	14%	18%	14%	9%
Don't Know/Can't say	1%	2%	2%	4%	1%	3%	4%	1%	0%	2%	0%	3%	2%
Total	2,245	2,127	1,198	605	2,208	1,129	1,853	985	1,086	1,004	725	2,069	1,291

All Other Questions

Q1. Thinking about your local area, how important, if at all, are the following issues to you?

		Water meter?			Household income					Household size		
		Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Education	Not at all important	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%
	Fairly unimportant	3%	2%	2%	5%	3%	1%	2%	2%	4%	3%	1%
	Neither important nor unimportant	9%	7%	6%	7%	7%	7%	6%	7%	7%	8%	5%
	Fairly important	30%	27%	25%	26%	29%	28%	26%	24%	27%	26%	24%
	Very important	57%	64%	66%	62%	61%	64%	66%	67%	61%	62%	70%
	Base	820	1,035	3,959	1,141	1,053	601	1,000	2,337	1,393	2,278	2,454
Immigration	Not at all important				4%	4%	4%	4%	3%			
	Fairly unimportant				10%	10%	7%	12%	8%			
	Neither important nor unimportant				14%	16%	14%	16%	14%			
	Fairly important				22%	22%	26%	23%	23%			
	Very important				50%	48%	48%	45%	53%			
	Base				1,125	1,019	591	987	2,296			

Q2. Thinking about the environment, which of the following are most important to you?

	SEG			Water meter?			Household income					Household size		
	A / B	C1 / C2	D / E	Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Protecting the water environment														
Improving air quality	30%	33%	36%	34%	29%	35%	39%	35%	36%	28%	32%			
Reducing climate change	46%	43%	40%	37%	41%	44%	43%	38%	41%	48%	42%	40%	41%	45%
More activity on nature conservation, wildlife, woodlands, countryside							13%	16%	13%	14%	11%			
Reducing litter and household waste												31%	32%	36%
Improvements to tackling flooding from heavy rains							18%	19%	17%	12%	15%	17%	18%	14%
Encouraging people to use less water in homes and gardens				15%	14%	12%								
Other	0%	1%	0%											
None of these							1%	0%	1%	1%	2%			
Don't know							2%	2%	2%	2%	4%			
Total	1,271	2,749	2,063	824	1,038	3,990	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q3. Which of the following do you believe your water company/water and sewerage company are responsible for?

	SEG			Water meter?			Location		Household income				
	A / B	C1 / C2	D / E	Opted	Other	No	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Providing safe, reliable, clean drinking water									80%	78%	76%	83%	78%
Removal and treatment of waste water	72%	69%	66%										
Dealing with sewer flooding	62%	59%	56%										
Maintaining pipes, treatment works, and other infrastructure	67%	65%	61%						63%	61%	63%	70%	64%
Protecting the water environment	64%	59%	56%						56%	58%	60%	64%	58%
Managing water pollution from agriculture and manufacturing	50%	44%	42%				49%	44%					
Drainage of roads													
Reducing litter in waterways													
Preventing flooding from rivers							51%	46%					
Managing canal systems							42%	37%					
Helping to reduce greenhouse gas emissions and tackle climate change	44%	40%	37%						44%	43%	39%	40%	36%
Other				0%	1%	0%							
None of these													
Don't know									2%	2%	2%	1%	4%
Total	1,271	2,749	2,063	824	1,038	3,990	1,108	5,067	1,152	1,058	603	1,004	2,358

Q4. Thinking about the services provided by your water company/water and sewerage company, which of the following, do you feel are most important?

	SEG			Household income				
	A / B	C1 / C2	D / E	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Providing safe, reliable, clean drinking water	79%	79%	75%	73%	78%	77%	81%	77%
Removal and treatment of waste water	51%	47%	42%	41%	45%	47%	49%	48%
Dealing with sewer flooding				26%	24%	22%	17%	22%
Maintaining pipes, treatment works, and other infrastructure				38%	39%	37%	46%	37%
Protecting the water environment								
Drainage of roads				18%	17%	14%	11%	13%
Dealing with customer complaints and enquiries	17%	19%	23%	24%	23%	22%	19%	18%
Helping to reduce greenhouse gas emissions and tackle climate change	13%	15%	13%	15%	16%	17%	12%	12%
Other								
None of these								
Don't know				2%	2%	2%	1%	4%
Total	1,271	2,749	2,063	1,152	1,058	603	1,004	2,358

Q5. Overall, how satisfied or dissatisfied are you with the water and sewerage service you receive?

	Household income				
	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Very dissatisfied	2%	1%	0%	1%	1%
Fairly dissatisfied	5%	6%	4%	7%	5%
Neither satisfied nor dissatisfied	5%	7%	7%	6%	8%
Fairly satisfied	57%	54%	59%	57%	60%
Very satisfied	30%	32%	30%	29%	25%
Don't know	1%	0%	0%	1%	1%
Total	1,152	1,058	603	1,004	2,358

Q5B. What is the main reason that you are satisfied?

	SEG			Water meter?		
	A / B	C1 / C2	D / E	Opted	Other	No
Good/ Reliable service/ No interruptions	44%	42%	42%	39%	41%	43%
Good value for money	7%	8%	6%	8%	6%	7%
Water is good quality/ clean	10%	13%	15%	14%	13%	13%
No flooding	2%	2%	2%	2%	2%	2%
No problems - unspecified	28%	26%	22%	30%	29%	24%
No problems - water	6%	8%	10%	6%	7%	9%
No problems - sewerage	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%
Dont know	2%	2%	3%	2%	2%	2%
Total	1,084	2,377	1,778	723	902	3,416

Q6. How do you pay for your water and sewerage service - do you pay for water and sewerage services in one combined bill or do you pay for water and sewerage separately in two bills?

	SEG			Water meter?			Location		Household income					Household size		
	A / B	C1 / C2	D / E	Opted	Other	No	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Water and sewerage services combined in 1 bill	73%	74%	77%	77%	75%	76%	78%	74%	72%	74%	76%	75%	77%	74%	74%	76%
Water and sewerage services in 2 separate bills	18%	18%	14%	20%	18%	16%	17%	16%	17%	19%	17%	18%	14%	18%	18%	14%
Don't know	9%	8%	9%	3%	7%	8%	5%	9%	10%	7%	8%	7%	9%	8%	7%	10%
Total	1,271	2,749	2,063	824	1,038	3,990	1,108	5,067	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q7. Approximately how much do you currently pay for your water and sewerage services / water service and for your sewer service?

	SEG			Water meter?			Household income					Household size		
	A / B	C1 / C2	D / E	Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
£1-£99	2%	2%	2%	4%	2%	2%	3%	2%	1%	1%	2%	4%	2%	2%
£100-£199	9%	9%	11%	23%	14%	5%	13%	9%	13%	6%	9%	18%	8%	5%
£200-£299	16%	16%	21%	28%	19%	15%	24%	19%	13%	14%	18%	25%	18%	14%
£300-£399	27%	29%	31%	25%	28%	30%	29%	29%	33%	30%	28%	28%	29%	29%
£400-£499	21%	23%	20%	10%	20%	24%	16%	19%	22%	25%	23%	14%	22%	25%
£500-£599	8%	7%	6%	3%	6%	8%	5%	8%	5%	8%	7%	5%	7%	8%
£600-£699	8%	7%	3%	3%	5%	7%	4%	8%	6%	8%	5%	3%	6%	8%
£700-£799	3%	2%	2%	1%	2%	3%	2%	2%	2%	3%	2%	1%	2%	3%
£800-£899	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
£900-£999	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%
£1000+	3%	2%	2%	1%	2%	3%	1%	2%	4%	2%	3%	1%	2%	3%
Total	680	1,490	1,166	501	612	2,165	638	617	362	572	1,180	791	1,240	1,336

Q8. How confident are you that you have estimated your bills accurately?

	Water meter?			Household income					Household size		
	Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Not at all confident	4%	4%	7%	8%	7%	10%	7%	4%	6%	6%	6%
Not very confident	15%	18%	22%	21%	19%	20%	19%	20%	18%	20%	20%
Fairly confident	61%	60%	57%	52%	57%	55%	60%	62%	55%	59%	59%
Very confident	20%	16%	12%	16%	16%	12%	12%	12%	17%	13%	12%
Don't know	1%	3%	3%	4%	2%	3%	2%	3%	4%	2%	3%
Total	501	612	2,165	638	617	362	572	1,180	791	1,240	1,336

Q9. How do you rate your current water and sewerage service in terms of value for money?

	Water meter?			Household income				
	Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Very Poor Value for Money	3%	3%	4%	4%	3%	3%	3%	3%
Fairly Poor Value for Money	12%	15%	16%	18%	18%	17%	13%	13%
Neither Poor nor Good Value for Money	18%	17%	18%	15%	14%	18%	18%	20%
Fairly Good Value for Money	51%	52%	51%	48%	49%	50%	54%	52%
Very Good Value for Money	15%	11%	9%	13%	13%	10%	10%	8%
Don't Know/Can't say	1%	2%	2%	2%	2%	2%	2%	3%
Total	501	612	2,165	638	617	362	572	1,180

Q11. What is the main reason that you feel your current water and sewerage services offer good value for money?

	SEG		
	A / B	C1 / C2	D / E
I value the service	35%	31%	30%
Service is worth the money	26%	23%	22%
Bill is affordable	34%	41%	45%
Other	1%	0%	0%
Dont Know/ Cant say	3%	4%	3%
Total	422	925	702

Q12. Which of the following best describes your approach to paying your bill/s for your water and sewerage services / water service and for your sewer service?

	SEG			Water meter?			Household income				
	A / B	C1 / C2	D / E	Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
I don't find it difficult to pay on time	89%	84%	75%	88%	86%	81%	70%	77%	86%	93%	84%
I usually pay on time, but it can be difficult	8%	12%	17%	9%	10%	14%	22%	17%	11%	5%	10%
I sometimes pay late depending on what other bills I have to pay	1%	2%	4%	2%	2%	3%	5%	4%	2%	1%	2%
I often find it a challenge and have to delay payments as long as possible	1%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%
I don't usually pay my bills on time	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know/can't say	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
Total	1,203	2,551	1,863	811	1,001	3,666	1,023	989	572	954	2,163

Q13. In the last 12 months have you or any member of your household been in contact with your local water and sewerage company other than to pay the bill?

	Water meter?		
	Opted	Other	No
Yes	13%	9%	5%
No	86%	90%	94%
Don't know/can't say	1%	1%	1%
Total	824	1,038	3,990

Q15.[Uninformed view] How acceptable do you consider this plan?

	SEG			Location		Household income				
	A / B	C1 / C2	D / E	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Completely unacceptable	8%	9%	10%	8%	9%	11%	10%	6%	6%	10%
Unacceptable	24%	27%	29%	23%	28%	28%	29%	29%	25%	26%
Acceptable	57%	53%	50%	55%	52%	50%	51%	53%	57%	53%
Very acceptable	5%	6%	4%	9%	4%	4%	6%	8%	7%	4%
Don't Know/Can't say	5%	5%	7%	5%	6%	6%	4%	4%	4%	8%
Total	1,271	2,749	2,063	1,108	5,067	1,152	1,058	603	1,004	2,358

Q16. Bearing in mind these current service levels, how do you rate the water service in terms of value for money?

	Location		Household income					Household size		
	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Very Poor Value for Money	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%
Fairly Poor Value for Money	12%	15%	16%	16%	17%	12%	13%	14%	15%	15%
Neither Poor nor Good Value for Money	22%	19%	20%	20%	15%	19%	21%	20%	21%	19%
Fairly Good Value for Money	49%	50%	48%	48%	52%	54%	49%	48%	49%	51%
Very Good Value for Money	11%	9%	9%	12%	10%	10%	7%	11%	10%	8%
Don't Know/Can't say	3%	4%	4%	2%	4%	2%	6%	4%	3%	5%
Total	1,108	5,067	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q17. And how do you rate your current sewerage service in terms of value for money?

	SEG			Location		Household income					Household size		
	A / B	C1 / C2	D / E	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Very Poor Value for Money	4%	3%	3%	4%	3%	4%	3%	2%	2%	3%	3%	3%	3%
Fairly Poor Value for Money	13%	15%	16%	12%	16%	18%	15%	17%	14%	14%	14%	16%	15%
Neither Poor nor Good Value for Money	17%	20%	22%	23%	19%	19%	21%	15%	19%	22%	21%	20%	19%
Fairly Good Value for Money	51%	47%	44%	45%	47%	44%	45%	51%	52%	46%	45%	45%	49%
Very Good Value for Money	11%	10%	11%	11%	11%	12%	13%	10%	11%	9%	12%	12%	9%
Don't Know/Can't say	4%	4%	5%	4%	4%	4%	2%	4%	2%	6%	4%	4%	5%
Total	1,271	2,749	2,063	1,108	5,067	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q18. How do you rate your current service overall in terms of value for money?

	Location		Household income				
	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Very Poor Value for Money	4%	3%	4%	3%	3%	2%	3%
Fairly Poor Value for Money	11%	15%	16%	16%	16%	13%	13%
Neither Poor nor Good Value for Money	25%	22%	23%	23%	19%	22%	23%
Fairly Good Value for Money	48%	49%	45%	47%	51%	52%	48%
Very Good Value for Money	9%	7%	8%	9%	8%	9%	6%
Don't Know/Can't say	3%	4%	4%	2%	3%	2%	6%
Total	1,108	5,067	1,152	1,058	603	1,004	2,358

Q18A. What is the main reason that you feel your current service is poor value for money?

	Household income				
	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
I dont value the service	4%	3%	0%	4%	4%
Not worth the money	13%	19%	10%	14%	13%
Too expensive already	69%	70%	85%	63%	70%
Cannot afford it	8%	5%	1%	3%	5%
Oppose paying so much for a natural resource	2%	1%	0%	5%	1%
Oppose paying so much to companies who make large profits	1%	3%	4%	5%	4%
Oppose paying more to water companies when so much water is lost in leakage	0%	0%	0%	3%	1%
I dont have any problems / complaints about the service	0%	0%	0%	0%	0%
I dont have any choice / its a necessity	0%	0%	0%	0%	0%
Other	3%	1%	0%	1%	1%
Dont Know/Cant say	0%	0%	0%	1%	1%
Total	224	199	112	154	381

Q19. [Informed] Bearing in mind the other options available to your water company – such as simply maintaining services and complying with legal requirements or improving more services than in their current plan - looking firstly at the plan relating to water services, how acceptable do you consider your company's plan including these improvements and the impacts overall on your water bill?

	SEG			Location		Household income					Household size		
	A / B	C1 / C2	D / E	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Completely unacceptable	7%	7%	8%	6%	7%	10%	8%	4%	4%	7%	8%	8%	6%
Unacceptable	23%	27%	29%	23%	27%	28%	29%	27%	24%	26%	27%	27%	26%
Acceptable	61%	56%	53%	59%	55%	52%	53%	57%	62%	56%	55%	55%	57%
Very acceptable	6%	5%	5%	7%	5%	4%	6%	7%	6%	4%	5%	5%	5%
Don't Know/Can't say	4%	6%	6%	4%	6%	6%	4%	4%	4%	7%	5%	5%	7%
Total	1,271	2,749	2,063	1,108	5,067	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q20. What is the main reason that you feel this plan is unacceptable?

	SEG			Household income				
	A / B	C1 / C2	D / E	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
I dont value the improvements	6%	4%	5%	4%	4%	5%	6%	5%
Improvements not worth the money	15%	12%	9%	10%	13%	8%	17%	11%
Too expensive already	59%	65%	69%	68%	64%	72%	57%	65%
Cannot afford it	3%	8%	13%	13%	10%	6%	4%	9%
Oppose paying more for a natural resource	3%	1%	1%	1%	1%	1%	4%	1%
Oppose paying more to companies who make large profits	9%	6%	2%	3%	5%	6%	8%	6%
Oppose paying more to water companies when so much water is lost in leakage	2%	1%	0%	1%	1%	0%	3%	1%
This should be done as a matter of course	1%	0%	0%	0%	0%	0%	0%	1%
Other	0%	1%	0%	0%	1%	2%	0%	0%
Dont Know/Cant say	0%	1%	1%	1%	1%	0%	0%	2%
Total	373	918	753	442	393	190	277	776

Q21. What is the main reason that you feel this plan is acceptable?

	Household income				
	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
I value the improvements	27%	21%	20%	24%	22%
Improvements are worth the money	19%	19%	19%	20%	17%
Plan is affordable	46%	57%	56%	53%	56%
Everything/ Prices is/ are going up	0%	0%	0%	0%	0%
Have no choice but to pay	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%
Dont Know/Cant say	7%	3%	5%	3%	4%
Total	646	620	387	687	1,413

Q22. [Informed] And looking just at the plan relating to sewerage services now, how acceptable do you consider the plan including these improvements and the impacts overall on your sewerage bill?

	SEG			Household income					Household size		
	A / B	C1 / C2	D / E	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Completely unacceptable	6%	6%	7%	8%	8%	4%	4%	7%	8%	7%	5%
Unacceptable	24%	26%	28%	28%	28%	27%	25%	25%	26%	27%	26%
Acceptable	60%	56%	53%	51%	54%	57%	62%	55%	54%	55%	57%
Very acceptable	6%	6%	5%	6%	6%	7%	5%	5%	6%	6%	5%
Don't Know/Can't say	5%	6%	7%	6%	4%	5%	5%	8%	6%	5%	7%
Total	1,271	2,749	2,063	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q23. What is the main reason that you feel this plan is unacceptable?

	SEG			Household income					Household size		
	A / B	C1 / C2	D / E	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
I dont value the improvements	7%	6%	5%	4%	5%	7%	6%	6%	5%	6%	6%
Improvements not worth the money	15%	12%	10%	10%	14%	11%	16%	11%	12%	11%	14%
Too expensive already	58%	65%	67%	68%	62%	70%	57%	64%	61%	67%	63%
Cannot afford it	5%	9%	14%	13%	11%	5%	7%	10%	15%	9%	8%
Oppose paying more for a natural resource	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
Oppose paying more to companies who make large profits	9%	6%	2%	3%	4%	5%	8%	5%	4%	6%	5%
Oppose paying more to water companies when so much water is lost in leakage	2%	1%	0%	0%	1%	0%	2%	1%	0%	1%	1%
Other	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Dont Know/Cant say	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%	1%
Total	376	885	734	419	381	187	282	760	488	780	758

Q24. What is the main reason that you feel this plan is acceptable?

	Household size		
	1	2	3+
I value the improvements	19%	21%	24%
Improvements are worth the money	18%	16%	19%
Plan is affordable	58%	58%	55%
Have no choice but to pay	0%	1%	0%
Other	0%	0%	0%
Dont Know/Cant say	5%	5%	3%
Total	838	1,392	1,530

Q25. [Informed] And how acceptable do you consider the plan as a whole including these improvements and the impacts overall on your water and sewerage bill?

	SEG			Location		Household income					Household size		
	A / B	C1 / C2	D / E	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Completely unacceptable	7%	7%	7%	6%	7%	10%	9%	4%	4%	7%	8%	8%	6%
Unacceptable	23%	27%	29%	24%	27%	29%	28%	28%	24%	26%	27%	28%	26%
Acceptable	60%	55%	53%	59%	54%	51%	53%	56%	62%	55%	54%	54%	57%
Very acceptable	5%	5%	4%	6%	4%	4%	5%	7%	5%	4%	5%	5%	4%
Don't Know/Can't say	5%	6%	7%	5%	7%	6%	5%	4%	5%	8%	6%	6%	7%
Total	1,271	2,749	2,063	1,108	5,067	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q26. What is the main reason that you feel this plan is unacceptable?

	SEG			Water meter?			Household income					Household size		
	A / B	C1 / C2	D / E	Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
I dont value the improvements	9%	5%	4%	6%	6%	5%	3%	5%	5%	7%	6%	5%	5%	6%
Improvements not worth the money	15%	13%	9%	14%	13%	12%	9%	14%	12%	17%	11%	10%	11%	15%
Too expensive already	58%	64%	68%	60%	57%	66%	67%	64%	69%	57%	64%	62%	68%	62%
Cannot afford it	3%	9%	14%	11%	10%	9%	15%	10%	6%	5%	9%	16%	7%	8%
Oppose paying more for a natural resource	3%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%
Oppose paying more to companies who make large profits	9%	6%	3%	6%	8%	5%	4%	4%	5%	8%	6%	5%	5%	6%
Oppose paying more to water companies when so much water is lost in leakage	2%	1%	0%	0%	1%	1%	1%	1%	0%	2%	1%	0%	1%	1%
Other	1%	1%	0%	1%	1%	0%	0%	1%	2%	0%	0%	0%	0%	0%
Dont Know/Cant say	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	1%
Total	380	935	744	279	343	1,378	445	390	195	284	779	504	809	777

Q27. What is the main reason that you feel this plan is acceptable?

	SEG		
	A / B	C1 / C2	D / E
I value the improvements	26%	22%	19%
Improvements are worth the money	19%	17%	18%
Plan is affordable	51%	58%	58%
Other	0%	0%	1%
Dont Know/Cant say	4%	3%	4%
Total	826	1,643	1,172

Q28B. Now looking at the total combined bill, then at the total water bill, then the total sewerage bill, please state if you feel the proposed service level in this plan offers value for money?

Water		SEG			Household income				
		A / B	C1 / C2	D / E	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
	Very Poor Value for Money	6%	6%	7%	10%	5%	4%	4%	8%
	Fairly Poor Value for Money	14%	15%	18%	18%	18%	16%	14%	15%
	Neither Poor nor Good Value for Money	24%	26%	27%	23%	28%	25%	26%	27%
	Fairly Good Value for Money	38%	35%	31%	30%	32%	38%	37%	34%
	Very Good Value for Money	14%	15%	15%	17%	15%	15%	16%	13%
	Don't Know/Can't say	2%	2%	2%	2%	1%	2%	2%	3%
	Total	1,271	2,749	2,063	1,152	1,058	603	1,004	2,358

Sewerage		Water meter?			Household income				
		Opted	Other	No	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
	Very Poor Value for Money	7%	8%	7%	9%	5%	3%	5%	8%
	Fairly Poor Value for Money	18%	15%	15%	19%	18%	18%	13%	13%
	Neither Poor nor Good Value for Money	28%	25%	26%	24%	27%	24%	27%	27%
	Fairly Good Value for Money	35%	36%	34%	31%	34%	37%	37%	34%
	Very Good Value for Money	12%	14%	17%	16%	15%	16%	16%	15%
	Don't Know/Can't say	1%	1%	2%	2%	1%	1%	1%	3%
	Total	824	1,038	3,990	1,152	1,058	603	1,004	2,358

Overall

	Household income				
	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Very Poor Value for Money	10%	6%	5%	5%	9%
Fairly Poor Value for Money	19%	18%	17%	14%	15%
Neither Poor nor Good Value for Money	24%	27%	25%	26%	27%
Fairly Good Value for Money	30%	33%	37%	38%	34%
Very Good Value for Money	15%	14%	15%	16%	13%
Don't Know/Can't say	2%	1%	1%	1%	2%
Total	1,152	1,058	603	1,004	2,358

Q30. Thinking about the changes you have been shown in the company plans, which service areas if any would cause you most concern if they were delayed?

	SEG			Water meter?			Location		Household income					Household size		
	A / B	C1 / C2	D / E	Opted	Other	No	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
Maintain water pipes, treatment works and reservoirs							27%	21%								
Ensure a reliable and continuous water supply							54%	59%	60%	53%	58%	62%	58%	56%	56%	61%
Ensure the safety of tap water - drinking water quality																
Manage the appearance, taste and smell of tap water									38%	35%	38%	30%	33%			
Manage the pressure of water in your taps and the number of unplanned interruptions									12%	13%	12%	9%	9%			
Handle customers' accounts, queries, complaints and customers with special needs									16%	17%	16%	11%	12%			
Ensure companies manage their critical water treatment works and pipes to deal with extreme events such as severe weather									5%	9%	9%	4%	6%			
Manage the amount of water taken from the environment to supply customers																
Maintain sewers and sewage treatment works, ensure network can meet new demands and control smells from sewage works																
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	15%	12%	11%						9%	12%	10%	11%	15%	10%	12%	14%
Avoid risk of homes being flooded with sewage									7%	8%	6%	8%	5%			

	SEG			Water meter?			Location		Household income					Household size		
	A / B	C1 / C2	D / E	Opted	Other	No	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused	1	2	3+
<p>Avoid risk of properties being flooded with sewage outside the home</p> <p>Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather</p> <p>Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast</p> <p>Don't Know/Can't say</p>	2%	1%	1%						1%	1%	1%	3%	1%			
				6%	9%	5%			5%	5%	4%	5%	8%			
Total	1,271	2,749	2,063	824	1,038	3,990	1,108	5,067	1,152	1,058	603	1,004	2,358	1,409	2,293	2,466

Q31. If a bill had to increase on average by £5 per year, there are a number of ways this could be achieved. If you had to choose one of the options, which would you prefer?

	Water meter?			Location		Household income				
	Opted	Other	No	Rural	Urban	<£10K	£10-£20K	£20-£30K	£30K+	DK / refused
Bills change every year according to how much work water companies have to do. This could mean changes in bills for cust	6%	7%	9%	11%	8%	10%	11%	8%	8%	7%
Bills show one big step change in the first year, then stay the same for the following four years	13%	11%	14%	16%	13%	14%	15%	15%	14%	12%
Bills change steadily every year throughout the period, so that customers do not see big changes from year to year	81%	81%	77%	73%	79%	76%	74%	76%	77%	81%
Total	824	1,038	3,990	1,108	5,067	1,152	1,058	603	1,004	2,358

Appendix G – Proposed Bill Changes

Proposed Bill Changes

	ANH	BWH/ SRN	BWH/ WSX	BRL	CAM	DVW	ESK/A NH	ESK/T MS	FLK	NNE	PRT	SVT	SEW/ SRN	SEW/ TMS
Maintain water pipes, treatment works & reservoirs	£1	£16	£16	£27	£9	£4	-£2	-£2	-£5	£1	-£3	-£4	£24	£24
Ensure a reliable & continuous water supply	£2	£4	£4	£9	£6	£1	£15	£15	£26	£4	£5	£5	£7	£7
Ensure the safety of tap water – drinking water quality	£1	£1	£1	£8	£8	£1	£2	£2	£18	£2	£2	£1	£2	£2
Manage the appearance, taste and smell of tap water	<50p	£0	£0	£0	£0	£0	<50p	<50p	£0	<50p	<50p	<50p	£0	£0
Manage the pressure of water in your taps & number of unplanned interruptions	£0	£0	£0	£0	<50p	£0	£0	£0	£0	£0	<50p	£1	£0	£0
Handle customers' accounts, queries, complaints & customers with special needs	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Ensure companies manage their critical water treatment works & pipes to deal with extreme events such as severe weather	£1	£2	£2	£4	£0	<50p	<50p	<50p	£0	<50p	£0	£4	£0	£0
Manage the amount of water taken from the environment to supply customers	<50p	£0	£0	£0	£0	£0	£0	£0	£0	£0	£2	<50p	£0	£0
Water Bill	£4	£22	£22	£44	£23	£6	£19	£19	£36	£9	£5	£8	£32	£32
Maintain sewers & sewage treatment works, ensure network can meet new demands & control smells from sewage works	£3	£23	-£25	-£25	£3	£8	£3	-£1	£23	-£14	£23	-£20	£23	-£1
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	£3	£0	£6	£6	£3	£5	£3	£5	£0	£4	£0	£2	£0	£5
Avoid risk of homes being flooded with sewage	<50p	£6	£1	£1	<50p	£1	<50p	£3	£6	£5	£6	£5	£6	£3
Avoid risk of properties being flooded with sewage outside the home	<50p	£2	£1	£1	<50p	<50p	<50p	<50p	£2	£0	£2	<50p	£2	<50p
Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	<50p	£0	<50p	<50p	<50p	£0	<50p	<50p	£0	<50p	£0	<50p	£0	<50p
Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	£3	£33	£13	£13	£3	£8	£3	£13	£33	£5	£33	£7	£33	£13
Sewerage Bill	£9	£50	-£4	-£4	£9	£5	£9	£22	£50	-£1	£50	-£5	£50	£22
Combined Bill	£13	£72	£18	£40	£32	£11	£28	£41	£86	£8	£55	£3	£82	£54

Proposed Bill Changes

	SST	SWT	SRN	SES	THD	TMS	TVW	NWT	WSH	WSX	YKS
Maintain water pipes, treatment works & reservoirs	£11	-£5	£12	£26	£21	£3	£10	£14	-£10	-£11	-£6
Ensure a reliable & continuous water supply	£3	£2	£10	£14	£3	£18	£9	£5	£1	£6	£1
Ensure the safety of tap water – drinking water quality	<50p	£4	£6	£2	£0	£1	£2	£13	£7	£3	£3
Manage the appearance, taste and smell of tap water	£0	£2	£0	<50p	£0	£0	£0	£0	£0	£2	£0
Manage the pressure of water in your taps & number of unplanned interruptions	£0	£1	£0	<50p	£0	£0	£0	£1	£0	£0	£0
Handle customers' accounts, queries, complaints & customers with special needs	£0	£2	£0	£0	<50p	£0	£0	£0	£0	£0	£0
Ensure companies manage their critical water treatment works & pipes to deal with extreme events such as severe weather	£0	£3	£0	<50p	£0	<50p	£1	<50p	£0	£6	£0
Manage the amount of water taken from the environment to supply customers	£0	£2	£0	£0	£0	£2	£0	£1	£0	£6	£0
Water Bill	£13	£11	£24	£40	£24	£24	£17	£26	-£7	£11	-£6
Maintain sewers & sewage treatment works, ensure network can meet new demands & control smells from sewage works	-£20	£10	£23	-£1	£3	-£1	-£1	-£8	£8	-£25	£0
Ensure a reliable and continuous sewerage service for the removal and treatment of sewage	£2	£2	£0	£5	£3	£5	£5	£4	£5	£6	£1
Avoid risk of homes being flooded with sewage	£5	£1	£6	£3	<50p	£3	£3	<50p	£1	£1	£1
Avoid risk of properties being flooded with sewage outside the home	<50p	<50p	£2	<50p	<50p	<50p	<50p	<50p	<50p	£1	£0
Ensure companies manage their critical sewerage treatment works and pipes to deal with extreme events e.g. severe weather	<50p	£4	£0	<50p	<50p	<50p	<50p	£0	£0	<50p	£0
Manage the effect of sewerage effluent on the water quality of rivers, wetlands and sea around the coast	£7	£6	£33	£13	£3	£13	£13	£26	£8	£13	£11
Sewerage Bill	-£5	£23	£50	£22	£9	£22	£22	£12	£5	-£4	£10
Combined Bill	£8	£34	£74	£62	£33	£46	£39	£39	-£2	£7	£3