Annual Tracker Survey 2012

Report

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Executive Summary

- Every year since 2006, the Consumer Council for Water (CCWater) has commissioned an annual survey of consumer views on water and sewerage services in England and Wales. The survey tracks changes in the views of water and sewerage customers over time.

- This survey is the seventh in the series; the first was conducted by ORC International in 2006, then FDS International between 2007 and 2009, followed by DJS Research in 2010 and 2011. This (2012) is the first survey conducted by Accent.

- Initially, annual tracking surveys were based on nine Water and Sewerage Company (WaSC) regions in England, and the Water and Sewerage Company region in Wales. Last year, for the first time, the survey specifically included the customers of Water only Companies (WoCs) in order to understand the views of customers at company level, in addition to maintaining comparisons in views over time at regional and national level.

- A total of 3,962 telephone interviews were achieved with water and sewerage bill payers across England and Wales between 16 November 2012 and 3 January 2013. At least 200 interviews were undertaken with customers of each WaSC and 150 with customers of each WoC (excluding Cholderton and District Water because of its small customer base).

Key Findings

Overall satisfaction with services remains high

- Overall satisfaction with water supply remains high with 90% being satisfied. This is a slight fall from 92% in 2011 with the difference due to an increase in those with a neutral view.

- Overall satisfaction with sewerage services also remains high with 85% saying they are satisfied overall; this represents a slight fall from 89% last year and is due to an increase in those offering a neutral view.

Views on value for money are stable

- In 2012, seven in ten (71%) are satisfied with the value for money of water services, a slight fall from the 72% seen in 2011. This proportion has remained broadly constant since 2008, with the exception of a slight dip in 2009.

- Similarly, seven in ten (70%) are satisfied with the value for money of sewerage services, a significant fall from 73% in 2011.

- At regional level, customers in the South West of England continue to be the least satisfied with the value for money of water and sewerage services. However, their satisfaction level with the value for money of water services has improved significantly since last year, from 35% to 52% in 2012, and from 39% to 50% for sewerage services.

Perceptions of fairness and affordability are lower in 2012

- Six out of ten customers (60%) think that their water and sewerage charges are fair. This is significantly less than in 2011 (67%); the fall is driven by an increase in the proportion of neutral views.

- This year, 67% of water and sewerage company respondents agree that their bills are affordable. This significant fall from 74% in 2011 (having previously been stable at 74% since 2009) is related to an increase in neutral views and possibly reflects continuing pressures on household incomes.

- Around seven in ten water only company customers agreed that their water (71%) and sewerage (70%) charges are affordable to them, down significantly from 78% for both water and sewerage last year and accompanied by an increase in neutral views.

- Generally, metered customers are more likely than unmetered customers to agree that their water and sewerage charges are affordable. For water and sewerage company customers this was significant with 70% of metered customers agreeing compared to 64% of unmetered customers.

- Seven out of ten (70%) respondents said they would contact their water company if they were worried about being able to pay their bill. This is the lowest proportion recorded and a significant fall of 7% from 2011, continuing the declining trend seen since 2010.

Water and sewerage companies are viewed more positively than energy suppliers

- Satisfaction with value for money from water and sewerage services is on a par with gas and/or electricity (all 71%) and higher than dual fuel at 66%. This is consistent with findings in 2011.

- Customers are more likely to agree that their water (and sewerage) company cares about the service it provides than energy companies (64% and 57% respectively).

- Customers continue to trust their water and/or sewerage company more than they trust their energy company, with 52% giving their water and/or sewerage company a high score of eight to ten, compared with 40% for energy companies. However, the proportion of respondents scoring their trust in their water company as eight to ten (52%) has declined significantly from 55% in 2011.

Awareness of WaterSure/Welsh Water Assist and services for elderly and/or disabled customers has increased

- Awareness of the WaterSure/Welsh Water Assist tariff doubled from 6% last year to 12% in 2012 – a significant increase to the highest level to date; awareness is highest among metered customers and lower socio economic groups.

- One in ten (11%) who were not aware of WaterSure/Welsh Water Assist said they would like to know more about the tariff, 3% more than in 2011.

- A quarter (25%) are aware of their water companies' services for elderly and/or disabled customers. This is a significant increase from last year's 20% and a return to pre-2010 levels.

- Eight per cent said they would like to know more about services for elderly/and or disabled customers – a similar proportion as last year (9%).

Awareness of the free meter option and the right to switch back to a non-metered charge is higher in 2012

- Six out of ten (60%) unmetered customers are aware that they can have a meter fitted free of charge – an increase from 50% in 2011.

- Two fifths (42%) are aware that, if they request a water meter, they can return to being charged on an unmetered basis within 12 months if they wish; this is a significant increase from 35% last year. Metered customers are significantly more likely to be aware of this than unmetered customers (52% cf 34%).

Around half have taken measures to avoid having frozen pipes

- For the first time in this survey, respondents were asked "Have you received or come across any information in the last 12 months on how to avoid your water pipes freezing?" A fifth (19%) of respondents said they had.

- More than half (55%) said they had taken measures to avoid having frozen pipes in the winter.

Awareness of compensation scheme where customer service standards are not met has increased slightly

- 44% are aware that, if their water and/or sewerage company fails to meet certain customer service standards, they may be entitled to compensation (significant increase on 40% in 2011).

Awareness of last year's hosepipe bans is mixed

- There were respondents in every WaSC region – ranging from 6% to 21% - who incorrectly said they had had a hosepipe ban in 2012 even though only Eastern, Southern and Thames regions were affected by this.

More customers are taking water saving measures

- Seven in ten (69%) said that they are doing something at home to try and use less water – this compares with 67% last year but is down when compared with 2010 (76%).

- Some two thirds (64%) of metered customers say they are using less water to try to save money on their water bills; there was no difference between respondents who had chosen to have a meter and those who had not.

- Some three fifths (60%) said they are aware of campaigns to use water wisely, a significant increase on the 55% reported last year and, indeed all years except 2009.

Customers are increasingly unaware of what is acceptable to dispose of down the toilet, sink or drain

- Two fifths (40%) of customers are not clear as to what may acceptably be disposed of down the toilet, sink or drain, a significant increase from 33% last year.

- A third (33%) think it is acceptable to dispose of tissues down the toilet, a significant increase from the 26% saying this in 2011.

Awareness of the transfer of private sewers and drains to the water and sewerage companies could be higher

- On October 1 2011, the ownership of private sewers and drains was transferred to the sewerage companies. Sewerage companies informed customers of the transfer in the months leading up to the transfer date.

- However, only 30% of customers believe their sewerage company is responsible for the ex-private sewers and drains. This is unchanged from 2011 (31%). This indicates that further communication is needed to raise awareness of the new arrangements.

While customers usually drink tap water rather than still bottled water at home, they are less likely to order tap water when eating out

- Some four fifths (78%) say they usually drink tap water rather than still bottled water (77% in 2011). However, just a little more than half (56%) are likely to order tap water when eating out.

Importance of a consumer body providing a national voice for water and sewerage customers

- The vast majority of respondents (94%) agree that it is important to have a consumer body representing their interests. Half said they would use an internet search engine to find contact details for CCWater. Nine per cent would look on the back of their water bill but over a quarter (27%) do not know where to look for this information.

Differences between findings for England and Wales

On most measures the views of customers in England and in Wales are similar. However, there are some minor differences, where customers in Wales show greater intensity of satisfaction than those in England. This means that whilst there is no difference in terms of net satisfaction (fairly and very satisfied added together), the proportion of customers in Wales who are ‘very’ satisfied is significantly higher than the proportion for England.

Customers in Wales are significantly more likely than customers in England to:

- be very satisfied with value for money of water services (36% cf 27%); there is little difference by net satisfaction (70% England and 74% Wales)

- be very satisfied with value for money of sewerage services (36% cf 27%); customers in Wales are also more satisfied net than those in England – 76% compared to 70%

- be very satisfied overall with their water supply (58% cf 43%); although not significant, customers in Wales are also slightly more satisfied (net) overall than those in England – 91% compared to 90%

- be very satisfied with the colour and appearance of their water supply (69% cf 57%)

- be very satisfied with the taste and smell of their water supply (68% cf 51%), although there is no significant difference in net satisfaction (88% Wales, 86% England)

- be satisfied (net) with the hardness/softness of their water supply (86% cf 63%)

- be very satisfied with the safety of their water supply (73% cf 57%), although there is no difference in net satisfaction (93% Wales, 91% England)

- be very satisfied with reliability of their water supply (76% cf 62%), although there is no difference in net satisfaction (98% Wales, 96% England)

- be very satisfied with their water pressure (65% cf 53%), although there is no difference in net satisfaction (90% Wales, 89% England)

- strongly agree that they usually drink tap water rather than still bottled water (66% cf 54%), although there is no difference in net agreement (80% Wales, 78% England).

Customers in England are significantly more likely than customers in Wales to:

- say they are aware of the WaterSure/Welsh Water Assist tariff (but do not need it) (10% cf 4%)

- say they are aware of campaigns to use water wisely (61% England, 42% Wales)

- say they have taken action to reduce their use of water (74% England, 64% Wales)

- be aware of services for elderly and/or disabled customers (25% cf 17%).

Now no difference:

There is no difference this year in awareness among customers in England and Wales (42% and 41% respectively) that a customer can return to unmetered charging within 12 months; there had been higher awareness in Wales than in England last year (46% and 35%).

Key driver analysis

For the first time, key driver analysis was conducted across service measures for:

- value for money of water and of sewerage services, and;
- satisfaction with contact.

The aim was to establish which aspects of service are driving satisfaction with value for money and with contact handling, and to see where satisfaction with value for money is most likely to increase in response to service improvements.

The analysis found that there are no particular service aspects which customers would like to see improved in terms of value for money, although customers do want services maintained.

However for satisfaction with contact, keeping customers informed of progress with enquiries which are not resolved at point of contact emerged as an important driver of satisfaction, and there is an appetite to see this improved.

Satisfaction with contact is significantly and positively correlated with satisfaction with value for money, and satisfaction with water and with sewerage services. So an improvement in this measure could have a positive effect on customer perceptions of value for money.

1. INTRODUCTION

1.1 Background

1.1.1 The Consumer Council for Water (CCWater) came into operation on 1 October 2005 and represents the interests of consumers in the water industry. CCWater operates through four committees in England and a committee for Wales.

1.1.2 CCWater aims to provide a strong national voice for water consumers. It wants consumers to receive (and to be able to recognise that they receive) high standards and value for money in water and sewerage services, comparing well with the best of other service sectors.

1.1.3 CCWater's Forward Programme focuses on the issues that matter to consumers of water and sewerage services. From previous research CCWater has identified consumers' priorities and developed five key themes:

- **Value for Money:** a fair, affordable price and charging system
- **Right First Time:** problems sorted out quickly and without hassle
- **Water on Tap:** a safe, secure, reliable supply of water used wisely
- **A Sewerage System that Works**: responsible treatment and removal of sewage, preventing sewer flooding and reducing smells from sewage treatment works
- **Speaking up for Water Consumers:** influencing improvements for consumers.

1.1.4 Research has also shown that consumers expect CCWater to be accountable to them and demonstrate where its activities have added value, to recognise that consumers have no choice about who supplies their water and sewerage services, and to make themselves known to consumers.

1.1.5 This project is the seventh of CCWater's annual tracking surveys; the first survey was conducted by ORC International in 2006, then FDS International between 2007 and 2009, and by DJS Research in 2010 and 2011. This (2012) is the first survey conducted by Accent.

1.1.6 Each tracking survey provides valuable insights into customers' views on water and sewerage services over time. A comparison of the findings identifies and tracks any changes in customers' concerns about all aspects of water and sewerage services and their priorities for action.

1.1.7 The survey was initially based on nine Water and Sewerage Company (WaSC) regions in England, and the Water and Sewerage Company region in Wales. Last year the survey included the customers of Water only Companies (WoCs) as well in order to understand the views of customers at company specific level, in addition to maintaining comparisons in views over time between the original ten WaSC regions.

1.2 Research Objectives

1.2.1 The tracking study is designed to identify customer views on their water and sewerage services in order to provide an impartial, consistent and justifiable platform on which CCWater can base its future policy and activity. It:

- includes customers' views about all aspects of water and sewerage services, and;

- shows how customers' views change over time,

- determines where CCWater has added value or made an impact by measuring service provision and consumer perception of CCWater's impact and performance, and;

- helps CCWater to develop an effective communications strategy.

CCWater will further use the research findings to:

- provide greater legitimacy in representing customers
- provide a stronger evidence base on which to make policy decisions, and
- gauge customers' concerns and satisfaction with delivery of water services.

The specific research objectives are to provide, for each WaSC, WoC and each WaSC region[1], a benchmark of customers':

- understanding of their rights and responsibilities in relation to CCWater's five key themes

- perceptions of value for money of water and sewerage services

- satisfaction with service delivery by the water industry, identifying concerns and priorities for action

- expectations for service delivery by the water industry, identifying areas for service improvement

- high level views around CCWater.

1.3 Fieldwork

1.3.1 The questionnaire was largely consistent with previous years, although it included a small number of new questions and dropped a few questions used in previous years, to ensure that the survey addresses emerging issues as well as ongoing issues that may be of interest to water customers.

1.3.2 Following two pilots, the main fieldwork was conducted between 16 November 2012 and 3 January 2013, by telephone from one of Accent's dedicated telephone units.

1.3.3 Interviews were conducted with people who are responsible, either solely or jointly, for paying their household's water bill.

1.3.4 Quotas were set for 200 respondents for each WaSC and 150 respondents for each WoC (excluding Cholderton and District Water because of its small customer base), a total of

[1] WaSC regions comprise the area served by each WaSC, ie where they provide water and sewerage services or sewerage services only. Wales as a WaSC region comprises all Welsh Water customers and all Dee Valley customers

3,950 interviews. In the event, 3,962 interviews were achieved. The interviews lasted an average of 20 minutes and the questionnaire is included in Appendix A.

1.3.5 Accent purchased randomly selected sample representative of households (i.e. not individuals) across England and Wales.

1.4 Analysis

1.4.1 Analysis has been conducted by total sample (England and Wales combined), by country (England and Wales[2]), by WaSC region, for WaSCs overall and individually, and for WoCs overall and individually.

1.4.2 For the regional analysis by WaSC region, WoC respondents were assigned to a WaSC region according to their postcode.

1.4.3 Data was weighted according to figures provided by CCWater reflecting the number of connections (water and sewerage or water only, as appropriate) per company, to enable comparison by WaSC region.

1.4.4 When looking at WoC data regarding sewerage, it should be borne in mind that, because some WoCs have more than one sewerage service provider in their water supply area, sample sizes will be too small to provide robust data. Consequently, they are not split out in the analysis.

1.4.5 The report refers to socio-economic grades, grouped as ABs, C1C2s and DEs. These are defined as follows:

- A: Higher managerial/ professional/ administrative;
- B: Intermediate managerial/ professional/ administrative;
- C1:Supervisory or clerical/ junior managerial/ professional/ administrative, student;
- C2: Skilled manual worker;
- D: Semi or unskilled manual work;
- E: Casual worker, not in permanent employment, Looking after the home, Retired and living on state pension, Unemployed or not working due to long-term sickness, Full-time carer of other household member.

1.4.6 Where differences are significant, this is stated specifically in the text. The table below shows the statistical reliability of results for total base sample sizes of 4,000, 200 (the number of interviews achieved per WaSC) and 150 (the number of interviews achieved per WoC):

Table 1: Statistical reliability

	Approximate sampling tolerances applicable to percentages at or near these levels		
Base size	**10% or 90%**	**30% or 70%**	**50%**
200 (200 interviews per WaSC)	± 4.2%	± 6.4%	± 7.0%
150 (150 interviews per WoC)	± 4.8%	± 7.4%	± 8.0%
4000	± 1.6%	± 1.4%	± 0.9%

[2] Wales as a country is defined as the area served by Welsh Water i.e. all Welsh Water customers plus Dee Valley customers for whom it provides sewerage services

2. VALUE FOR MONEY

2.0.1 Water customers were asked their opinions on a number of issues relating to value for money of the services they receive. These included value for money of the water and sewerage services, perceived affordability and fairness of bills.

Summary

- Seven out of ten (70%) of respondents are satisfied with the value for money of their water services. Satisfaction has been stable at 71-72% since 2008, with the exception of a slight dip in 2009.
- Seven in ten (70%) are satisfied with value for money of sewerage services, a significant fall from 73% in 2011.
- Customers in the South West of England continue to be the most dissatisfied with the value for money of water and sewerage services. However, their satisfaction level with value for money of water services has improved significantly since last year, from 35% to 52% in 2012, and from 39% to 50% with sewerage services.
- Six out of ten customers (60%) think that their water and sewerage charges are fair. This is significantly less than in 2011 when 67% agreed (66% in 2010).
- The proportion of WaSC respondents agreeing that their water and sewerage bills are affordable has fallen significantly from 74% in 2011 to 67% in 2012. It had previously been around 74% since 2009.
- Around seven out of ten (71%) WoCs agree that their water (71%) and sewerage (70%) charges are affordable to them, down significantly from 78% for both water and sewerage last year.
- Generally, metered customers are more likely than unmetered customers (70% cf 64% of WaSC respondents) to agree that water and sewerage charges are affordable to them.
- Seven out of ten (70%) of respondents said they would contact their water company if they were worried about being able to pay their bill. This is the lowest proportion recorded and continues the declining trend seen since 2010 (80%) with a fall of 7% from 2011.

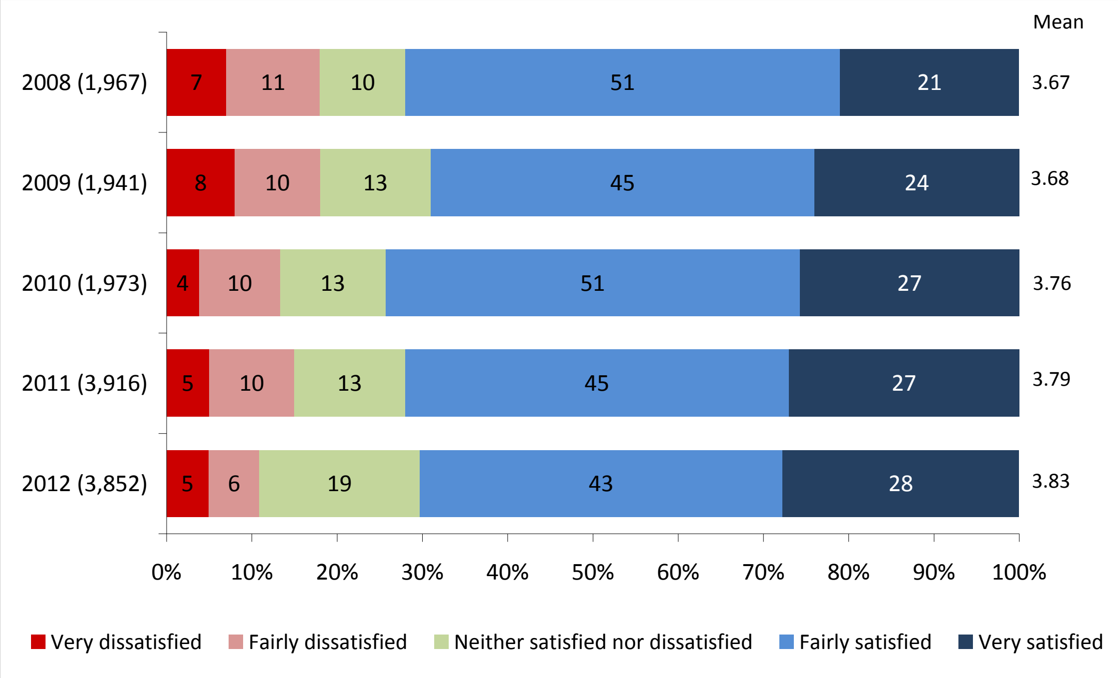
2.1 Value for money from water services

2.1.1 As in 2011, around seven in ten (71%) are satisfied with the value for money of water services. However an increase in the proportion saying they are 'very' satisfied has driven the mean satisfaction score up from 3.79 last year to 3.83 (out of a maximum of 5 and where 5 is very satisfied), continuing the steady rise seen for this measure.

2.1.2 Just 11% said they were dissatisfied this year, the lowest proportion to date and significantly less than the 15% dissatisfied in 2011.

Figure 1: Satisfaction with the value for money of water services

Q: How satisfied or dissatisfied are you with the value for money of water services in your area?



Base: all respondents excluding 'don't know' responses

2.1.3 Not surprisingly, there is a strong correlation between satisfaction with water supply and satisfaction with value for money of water services; 96% of those who are (very or fairly) satisfied with value for money of water services are satisfied overall with their water supply.

2.1.4 The trend continues from previous surveys where those who have contacted their water company are significantly more likely to be dissatisfied with the value for money of water services than those who have not (20% cf 9%). Also as in previous surveys, those who have made a complaint to their water company are significantly more likely to be dissatisfied with the value for money of water services than those who have not (32% cf 9%).

2.1.5 Respondents aged 61+ years are significantly more satisfied with value for money of water services than all other age groups, with the exception of the under 25s.

2.1.6 Respondents who had requested a water meter to be installed (optants) are significantly more likely to be very satisfied with value for money of water than those who are metered but had no choice in this (non optants), or unmetered customers (34% cf 26% for the other two groups). Although not significant, optant metered customers were considerably more satisfied overall than other customers, with 78% net satisfaction compared to 68% for non optant and 69% unmetered. This is not surprising given that those who choose to have a water meter usually do so as it will lead to a lower bill for them.

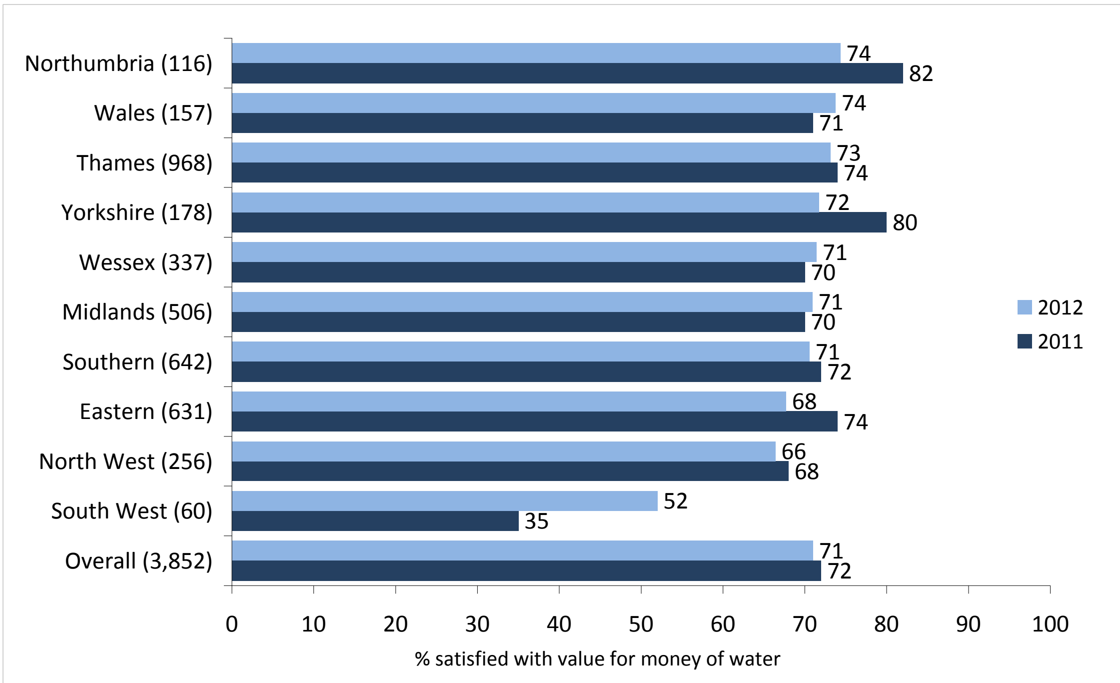
2.1.7 Satisfaction with value for money of water services in England and in Wales is similar (70% and 74% respectively); however, customers in Wales are significantly more likely to be very satisfied than those in England (36% cf 27%).

2.1.8 Customers in the South West (where average water and sewerage bills are highest) are significantly more likely to be *dis*satisfied (33%) with value for money of water services than every other region. Despite this, customers in the South West region are considerably more satisfied this year (52%) than last year (35% – significantly so) and the previous year (46%).

2.1.9 Figure 2 shows that satisfaction scores for Northumbria and Yorkshire regions fell slightly this year, but there is little change across other regions.

Figure 2: Satisfaction with value for money of water services by region

Q: How satisfied or dissatisfied are you with the value for money of water services in your area?



Base: all respondents excluding 'don't know' responses

2.1.10 Respondents were asked about satisfaction with value for money of water services at the start of the interview, and again at the end to see whether their views changed as they were asked more detailed questions about services through the remainder of the survey. The reason for this was to understand any potential impact of asking respondents to reflect on potentially negative or positive experiences that they may not have remembered. Just four per cent of respondents changed their mind:

- No, I would now say I'm fairly dissatisfied 1%
- No, I would now say I'm neither satisfied nor dissatisfied 1%
- No, I would now say I'm fairly satisfied 1%
- No, I would now say I'm very satisfied 1%

2.2 Key driver analysis of satisfaction with value for money of water service

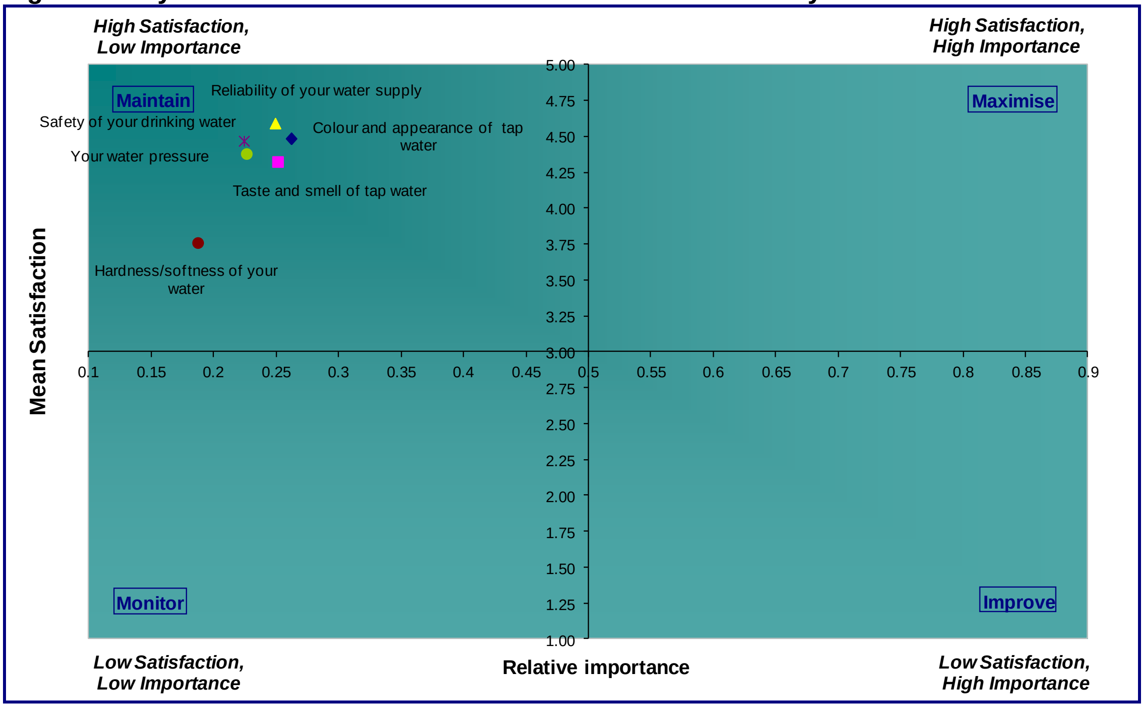
2.2.1 Key driver analysis has been undertaken using raw (unweighted) data.

2.2.2 Key driver analysis of overall satisfaction with value for money of water services confirms that reliability of supply gives rise to the greatest sense of value for money.

2.2.3 Hardness/softness of water reduces the sense of value for money but is not considered to be a high priority for improvement (possibly because customers see it as a geological feature rather than the water company's responsibility). However, it is important that the current situation should not be allowed to worsen.

2.2.4 Indeed, all measures for value for money of water services are firmly in the 'maintain' quadrant of key drivers.

Figure 3: Key drivers of overall satisfaction with value for money for water services

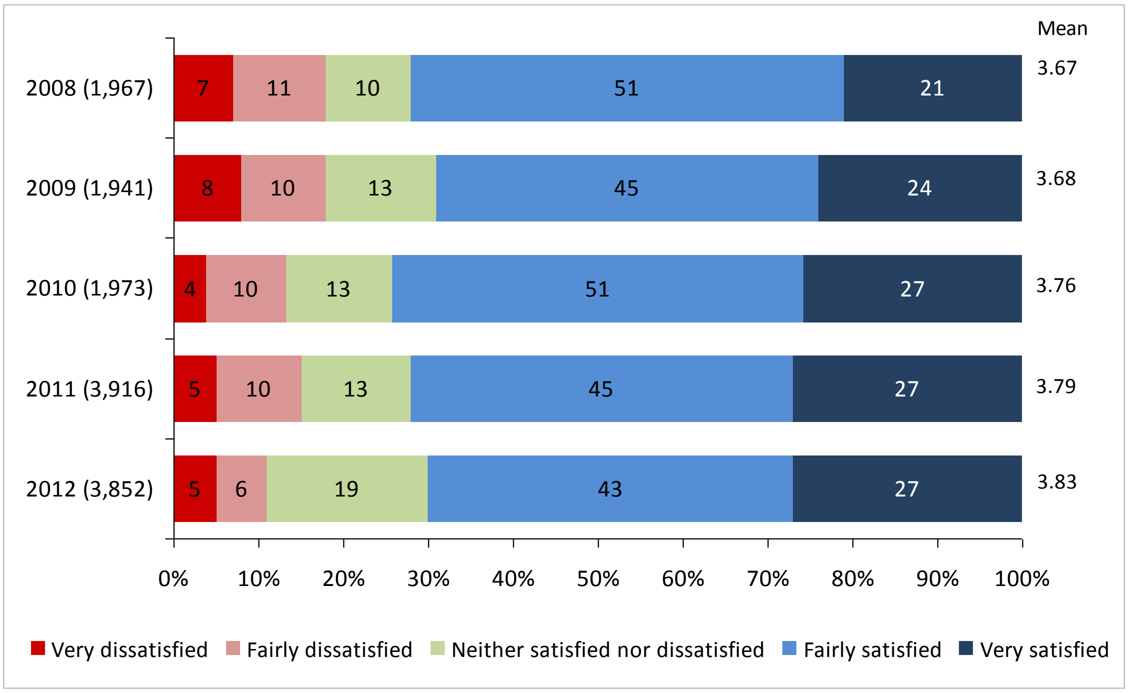


2.3 Value for money from sewerage services

2.3.1 Seven in ten (70%) are satisfied with value for money of sewerage services, a significant fall from 73% in 2011. However, as for water, the proportion saying they are very satisfied (28%) continues to increase slightly.

Figure 4: Satisfaction with value for money of sewerage services

Q: How satisfied or dissatisfied are you with the value for money of sewerage services in your area?



Base: all respondents excluding 'don't know' responses and those with a septic tank

2.3.2 There is a strong correlation between satisfaction with sewerage services and satisfaction with value for money of sewerage services; 92% of those who are (very or fairly) satisfied with value for money of sewerage services are satisfied overall with their sewerage services.

2.3.3 As in previous surveys, those who have contacted their sewerage company are significantly more likely to be very dissatisfied with value for money of the sewerage services in their area than those who have not (7% cf 3%); while not significant, 15% of those who have contacted their sewerage company are dissatisfied (net) compared with 9% of those who have not. Those who were very satisfied with that contact are significantly more likely to be very satisfied with value for money.

2.3.4 Those who have made a complaint to their sewerage company are significantly more likely to be dissatisfied with the value for money of sewerage services in their area than those who have not (28% cf 9%).

2.3.5 Respondents aged 75+ years continue to be more satisfied with value for money of sewerage services than other age groups, and are significantly more so than those aged 45-60 years.

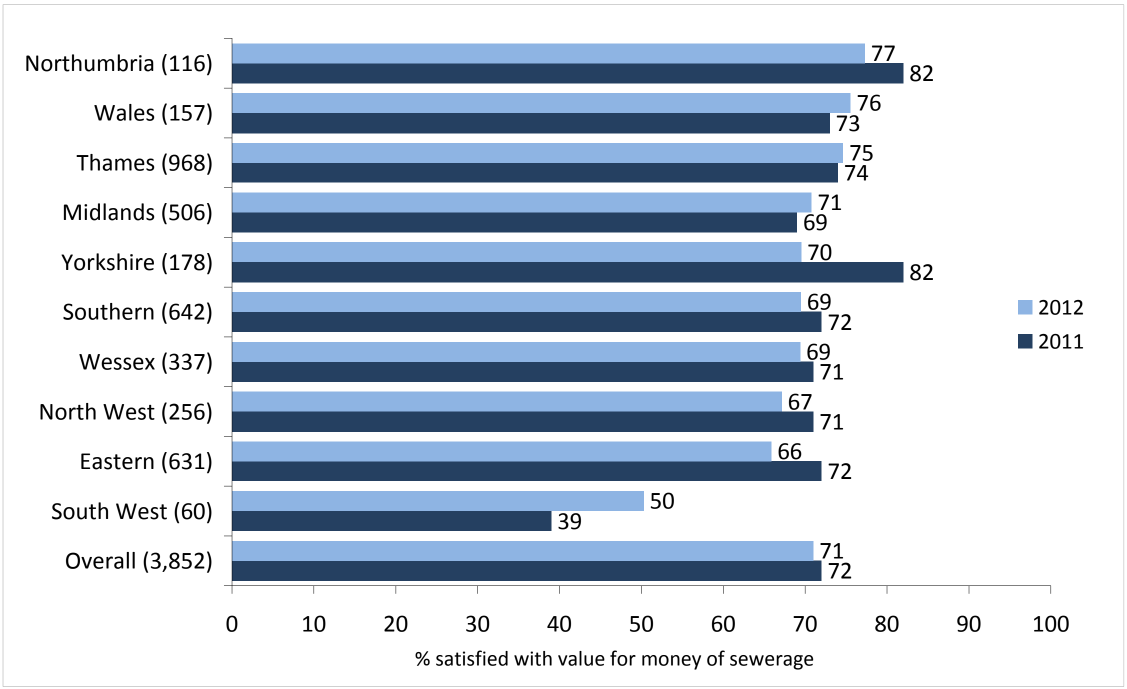
2.3.6 Customers in Wales are significantly more likely to be satisfied (very and fairly) with the value for money of sewerage services than those in England (76% cf 70%).

2.3.7 As with water, customers in the South West region (where average water and sewerage bills are highest) are significantly more likely to be dissatisfied with value for money of sewerage services (34%) than every other region. Despite this, customers in the South West region are considerably more satisfied this year (50%) than last year (39%), and match more closely the proportion satisfied in 2010 (53%).

2.3.8 In addition, proportions satisfied with the sewerage service received in the Yorkshire region fell significantly this year from 82% to 70%, moving the region from a shared top spot (with Northumbria) last year to fifth position in 2012. There is little change across other regions.

Figure 5: Satisfaction with value for money of sewerage services by region

Q: How satisfied or dissatisfied are you with the value for money of sewerage services in your area?



Base: all respondents excluding ‘don’t know’ responses and excluding those with a septic tank

2.3.9 Respondents were asked for their views on the value for money of sewerage services at the start of the interview, and again towards the end to see whether their views had changed after they had been through the survey answering more detailed questions about their experiences of services. The reason for this was to understand the effect of asking respondents to reflect on potentially negative or positive experiences that they may not have initially remembered. Just 3% of respondents changed their mind:

- No, I would now say I'm neither satisfied nor dissatisfied 1%
- No, I would now say I'm fairly satisfied 1%
- No, I would now say I'm very satisfied 1%

This suggests that even if peoples' initial responses to questions on value for money are not given much consideration, they are still able to give a distinct view even if they have not thought about it before.

2.4 Key driver analysis of satisfaction with value for money for sewerage services

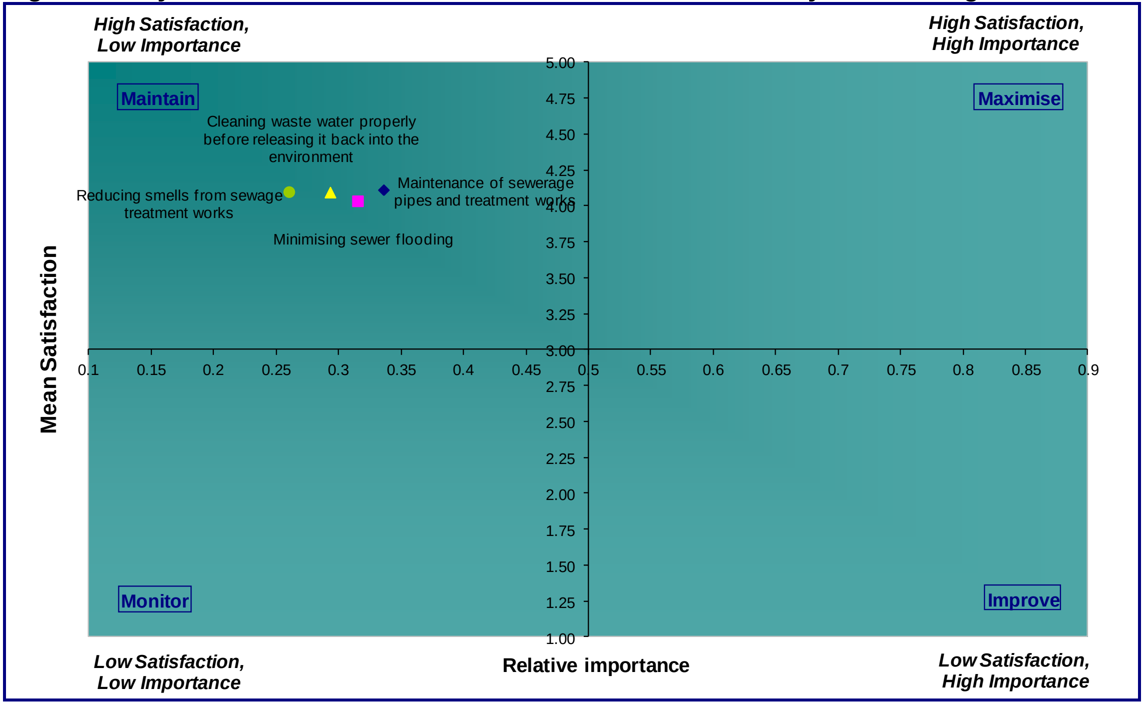
2.4.1 Key driver analysis has been undertaken using raw (unweighted) data

2.4.2 Key driver analysis of overall satisfaction with value for money of sewerage services shows little difference in the relative influence of individual service elements for sewerage services.

2.4.3 Maintenance of sewerage pipes and treatment works is the most important service element and should as a minimum continue to perform to present standards, while reducing smells from sewerage treatment works is considered the least important element for improvement.

2.4.4 As with value for money for water services, all measures for value for money of sewerage services are firmly in the 'maintain' quadrant of key drivers.

Figure 6: Key drivers of overall satisfaction with value for money for sewerage services



2.5 Comparison of satisfaction with value for money from other service suppliers

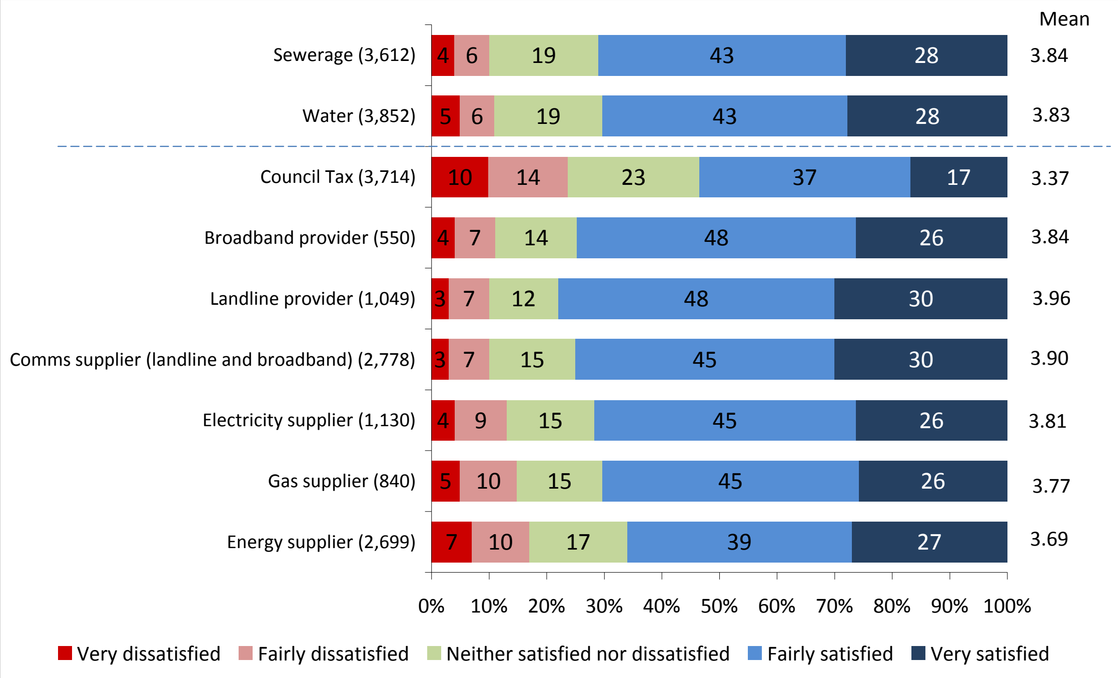
2.5.1 Respondents are most likely to be satisfied with the value for money provided by their communications providers (around 75%[3]) and least likely to be satisfied with the value for money offered by their council tax – just 54% are satisfied with the value for money offered by their council tax.

2.5.2 Satisfaction with value for money of water and sewerage services is on a par with satisfaction with value for money of electricity and gas (all 71%) and is higher than dual fuel (66%).

[3] 74% for combined landline and broadband, 78% for landline only and 74% for broadband only; averaged to 75%

Figure 7: Satisfaction with value for money for other household service providers

Q: How satisfied or dissatisfied are you with the value for money from services such as…?

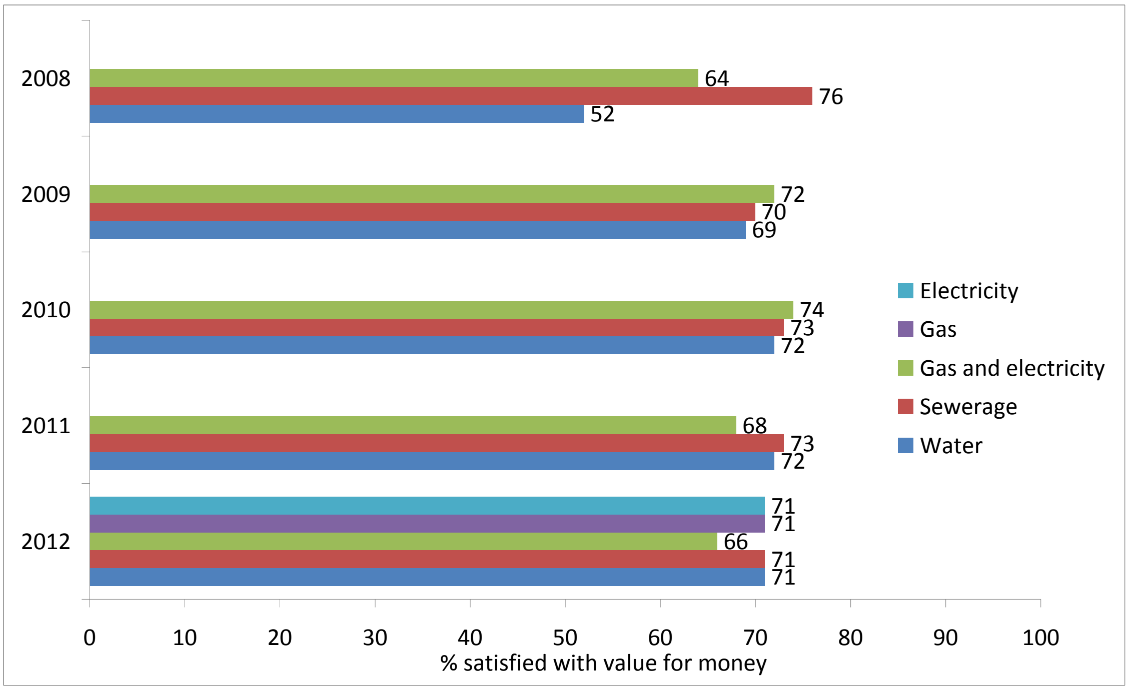


Base: all respondents excluding 'don't know' and 'not applicable' responses

2.5.3 These figures are very similar to those for 2011.

Figure 8: Satisfaction with value for money of other household service providers

Q: How satisfied or dissatisfied are you with the value for money from services such as…?



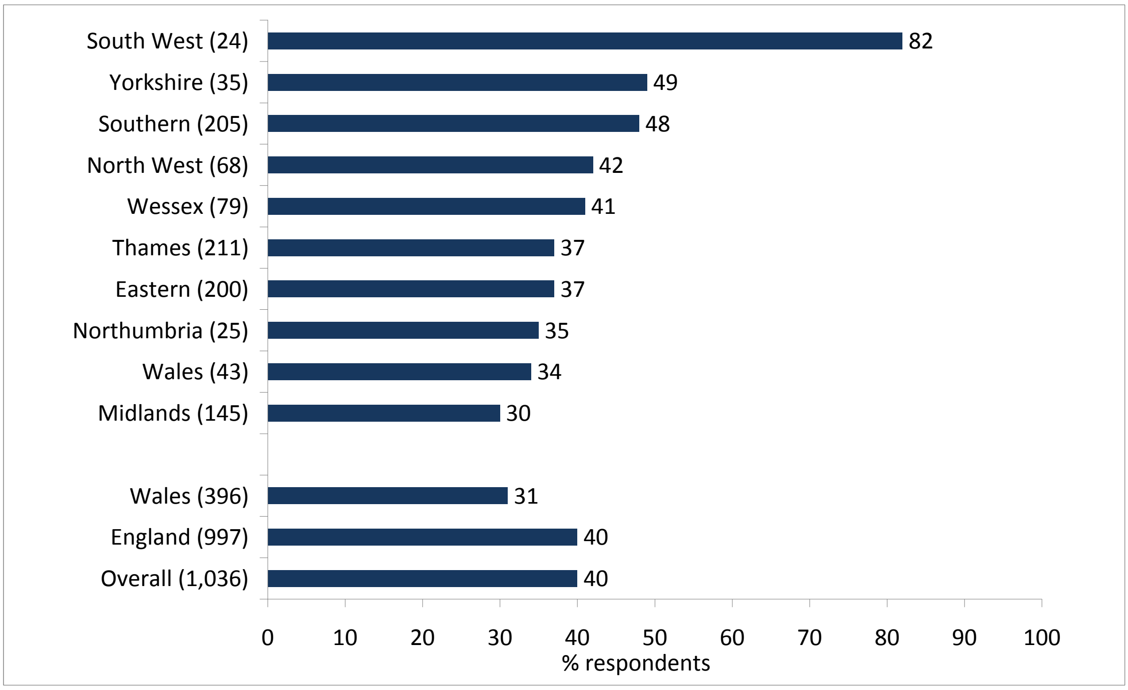
Base: all respondents excluding 'don't know' responses

2.5.4 Around 27% of respondents said they receive better value for money from energy than water and sewerage services. This is slightly less than last year (31%) but still higher than the 19% seen in 2010.

2.5.5 The main reason given for this view (across all regions) was that energy is cheaper, – 40% overall gave lower energy costs as a reason, and this proportion shows little change in the past two years (38% last year and 44% in 2010). This proportion rises to 49% in the Yorkshire region and 48% in the Southern region but is highest in the South West region (82%) where it is significantly higher than all other areas, as Figure 9 shows.

Figure 9: Lower cost as a reason for thinking energy better value for money than water and/or sewerage services

Q: Why do you say that you are more satisfied with the value for money of your (energy/gas and electricity/electricity) supplier than the value for money of your (water and) sewerage services?



Base: respondents saying energy better value for money than water and/or sewerage services, excluding 'don't know' responses

2.5.6 However, just 2% overall said that water is expensive and fewer than 0.5% overall thought that water supply should be free, indicating some potential inconsistency in how customers compare and evaluate the different services.

2.5.7 Better service was cited as a reason for considering that energy providers offer better value for money by 13%, rising to 19% in the Yorkshire region.

2.5.8 The ability to switch supplier was mentioned by just 12%, as in 2011 (10%) and 2010 (12%); it rises to 22% in the Wessex region and 21% in the North West.

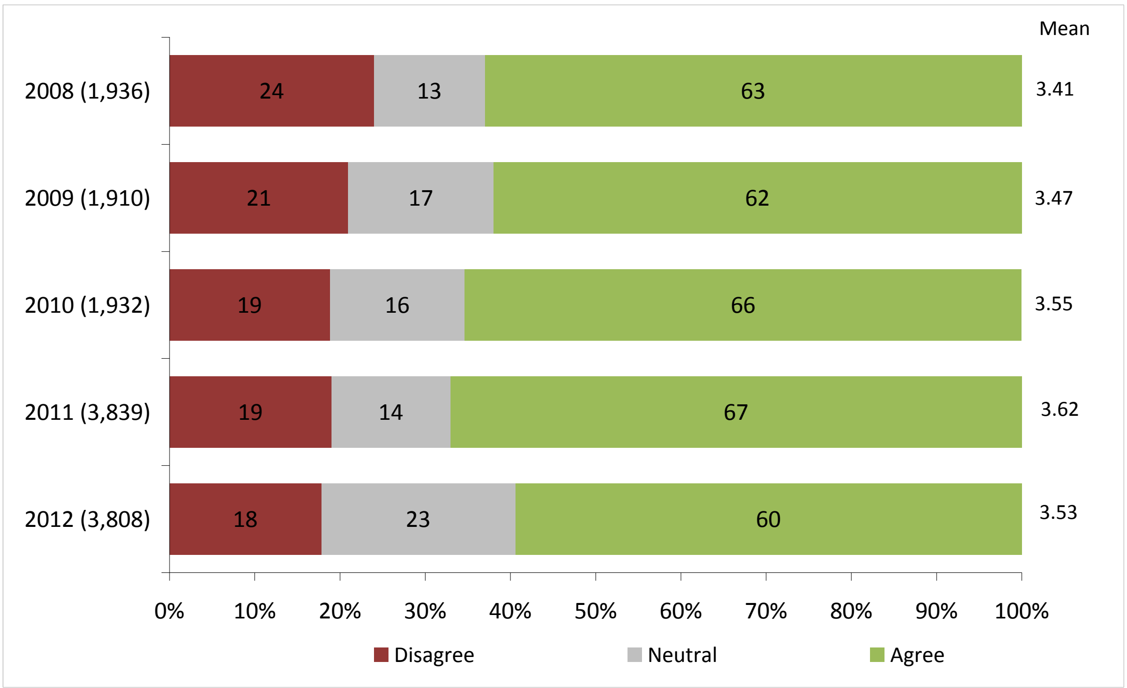
2.5.9 Overall 19% were unable to say why their energy providers offer better value for money than their water and/or sewerage provider. Again, this matches figures for previous year (20% in 2011 and 19% in 2010).

2.6 Fairness of water and sewerage charges

2.6.1 Overall, six out of ten (60%) of respondents agree that their water and sewerage charges are fair. This is significantly less than in 2011 (67%) and also less than in 2010 (66%) but broadly comparable with previous years; the fall in agreement in 2012 is driven by an increase in neutrality, with the proportion actually disagreeing having fallen in recent years.

Figure 10: Agree that water and sewerage charges are fair

Q: How much do you agree or disagree that the water and sewerage charges you pay are fair?



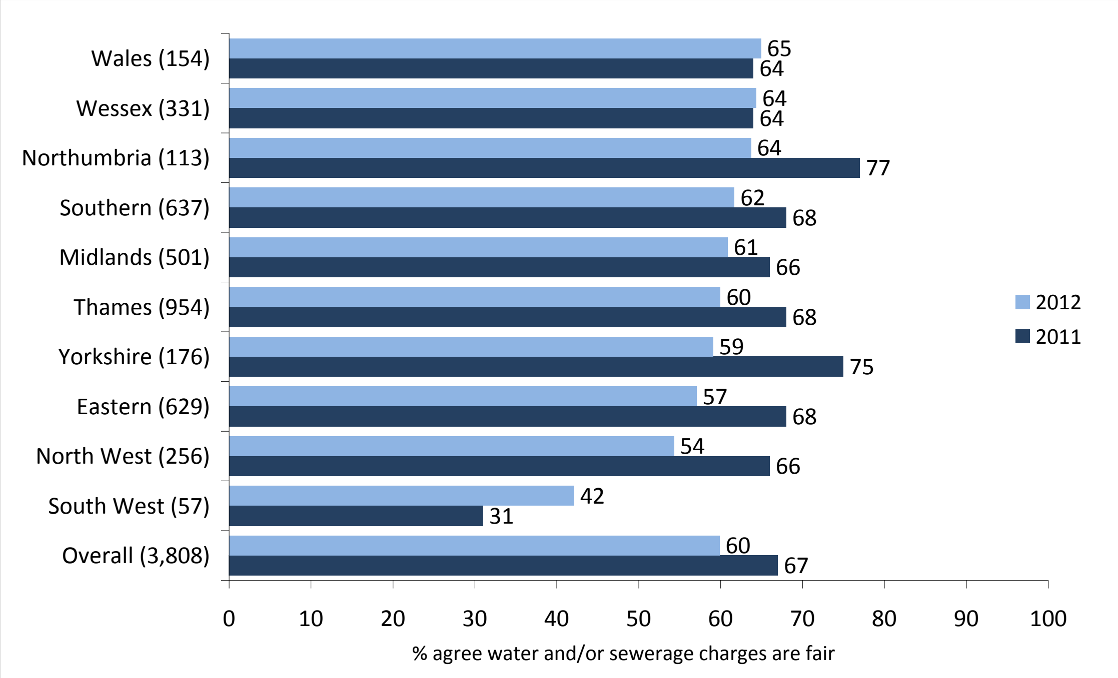
Base: all respondents excluding 'don't know' responses

2.6.2 Respondents in the South West are most likely to consider their water and sewerage charges unfair: 43% said this, compared with 31% last year and compared with 17% overall in 2012, significantly more than respondents in all other regions except the North West (27%) and Eastern (22%) regions.

2.6.3 It should be noted that the proportion in the South West who think their water and sewerage charges are fair (42%) is virtually the same as the proportion who think they are unfair (43%).

Figure 11: Agree that water and/or sewerage charges are fair by region

Q: How much do you agree or disagree that the water and sewerage charges you pay are fair?



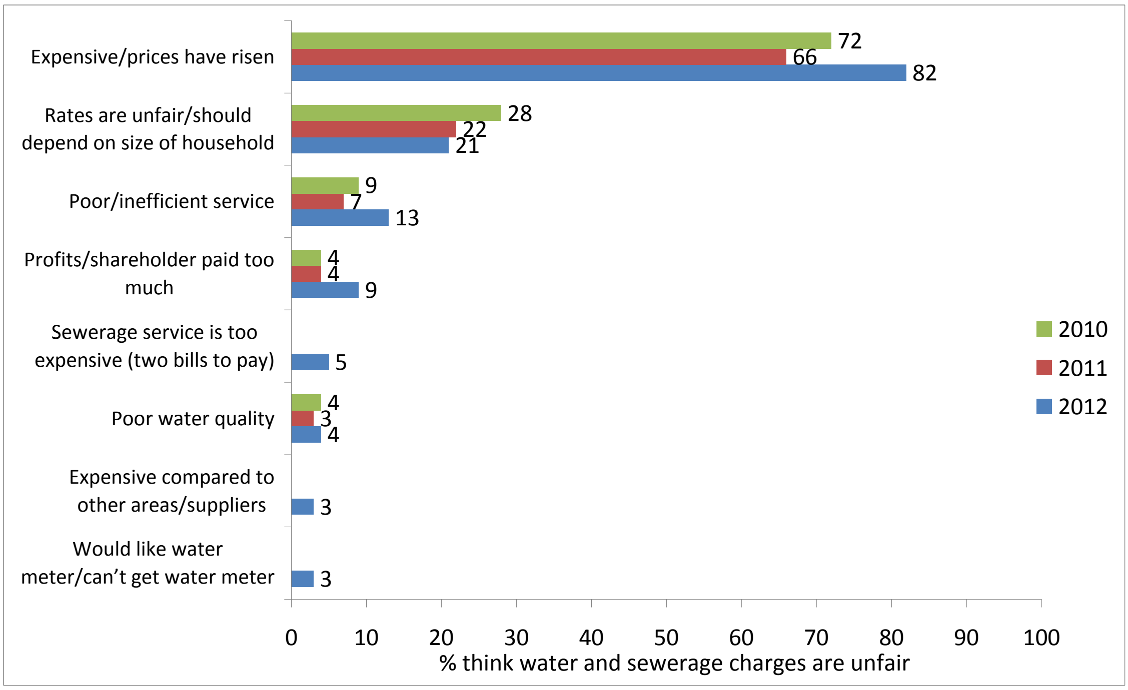
Base: all respondents excluding 'don't know' responses

2.6.4 Respondents aged 35-60 years are significantly more likely to consider their water and sewerage charges unfair than those aged 75 years or more. This is a similar finding to 2011 when those aged 75+ years were significantly more likely to consider their water and sewerage charges to be fair compared with those aged 35-74 years.

2.6.5 Metered customers are significantly more likely than unmetered customers to consider their water and sewerage charges to be fair (64% cf 56%).

Figure 12: Reasons for thinking water and sewerage charges are unfair

Q: Why do you think that the water and sewerage charges that you pay are unfair?



Base: those saying water and sewerage charges are unfair (2012: 668; 2011: 742)

2.7 Affordability of water and sewerage charges

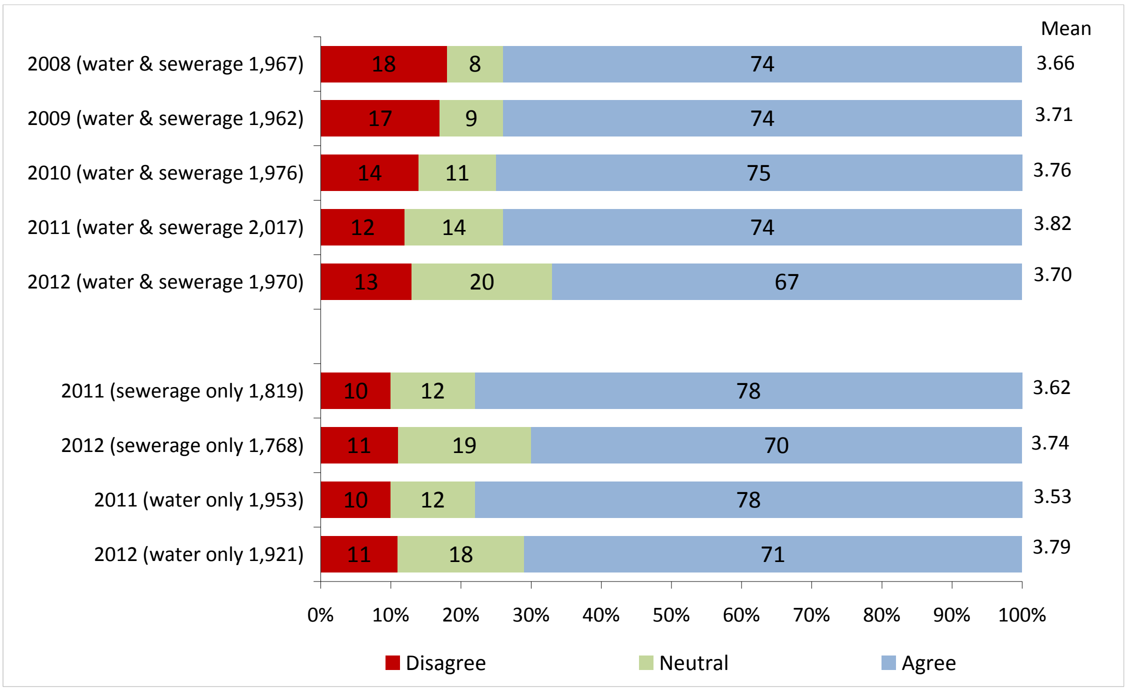
2.7.1 Agreement among water and sewerage company customers that water and sewerage bills are affordable has remained constant at around 74% for four years until this year, when it dropped significantly to 67%. There was also a higher proportion of neutrality than in 2012. These changes may reflect increasing constraints on the household budget in the current economic climate.

2.7.2 Customers of water only companies were also significantly less likely to agree that their water and sewerage charges are affordable than in 2011; 71% in 2012 cf 78% last year agreed their water bill is affordable and 70% cf 78% agreed their sewerage bill is affordable compared to 77% last year. Again this is related to an increase in the proportion of respondents with neutral views on affordability.

2.7.3 Affordability was similar in England and Wales for water charges (71% in England and 70% in Wales).

Figure 13: Affordability of water and sewerage charges

Q: How much do you agree or disagree that the water and/or sewerage charges that you pay are affordable to you?



Base: Excluding 'don't know' responses; the first five bars show figures for WaSC respondents over the last five years and the lower four bars show figures for WoC respondents over the last two years.

2.7.4 As in previous years, and no doubt because of their higher than average bills, respondents in the South West region are least likely to agree that their water and sewerage bills are affordable. However, this year 56% in the region agreed that their bills are affordable compared to 51% last year, an improvement which runs contrary to the overall trend of decreasing affordability.

2.7.5 This change could be related to the announcement in November 2012 that customers in the South West would receive a government-funded annual discount of £50 every April until at least 2020.

2.7.6 Respondents in the Wessex region are most likely to agree that their water and sewerage charges are affordable (78% cf 67% overall).

2.7.7 Metered respondents overall (70%) and optant metered customers specifically (72%) are significantly more likely than unmetered customers (64%) to agree that water and sewerage charges are affordable to them. A similar pattern is seen in WoC customers where significantly more optant metered customers (80%) than non optant metered customers (72%) or unmetered customers (68%) agree that water and sewerage charges are affordable to them. This could suggest that the choice element surrounding metering is less relevant than the ability to influence the bill through behavioural changes.

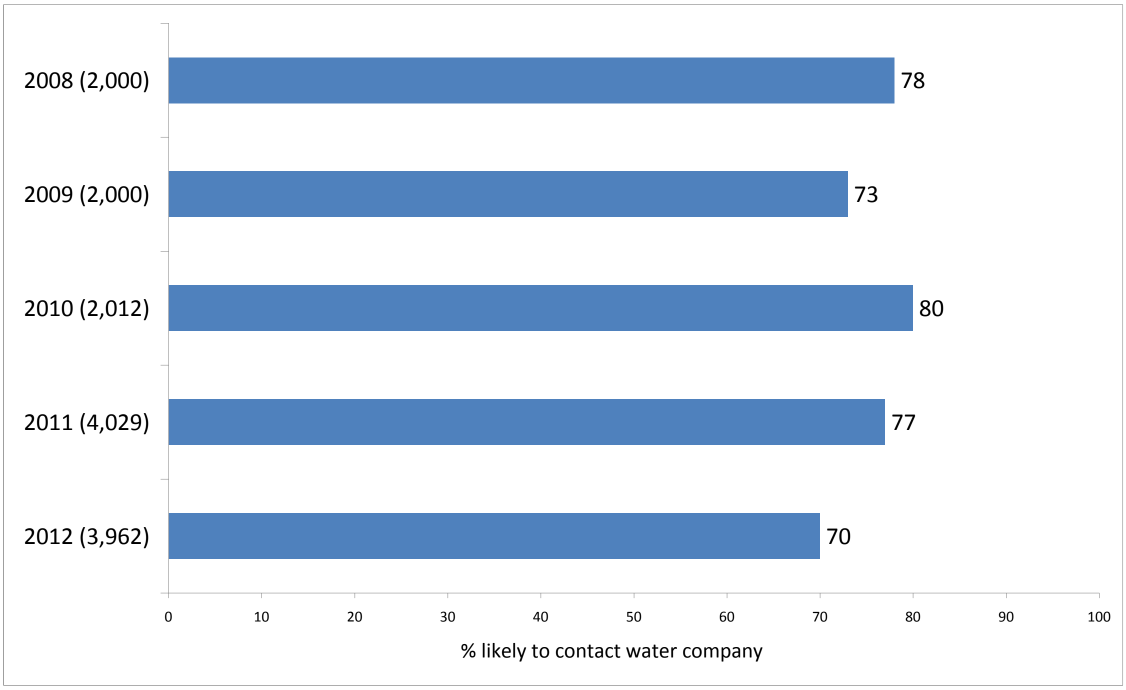
2.7.8 WaSC customers who have contacted their water company were more likely to disagree that their water and sewerage charges are affordable than those who have not (21% cf 12%).

2.7.9 WaSC customers who have made a complaint to their water company were significantly more likely to disagree that their water and sewerage charges are affordable than those who have not (29% cf 13%).

2.7.10 Seventy per cent said they would contact their water and/or sewerage company if they were worried about their bill, the lowest proportion since 2009 and continuing the decrease seen since 2010. A significantly higher proportion said they were unlikely to make contact this year (24%) than last year (18%). It may be that, in this worsening economic climate, customers in financial difficulties seek advice for their overall situation rather than from individual companies whom they struggle to pay or to whom they owe money.

Figure 14: Proportions likely to contact their water and/or sewerage company if worried about bill

Q: How likely would you be to contact your water company if you were worried about paying your bill?

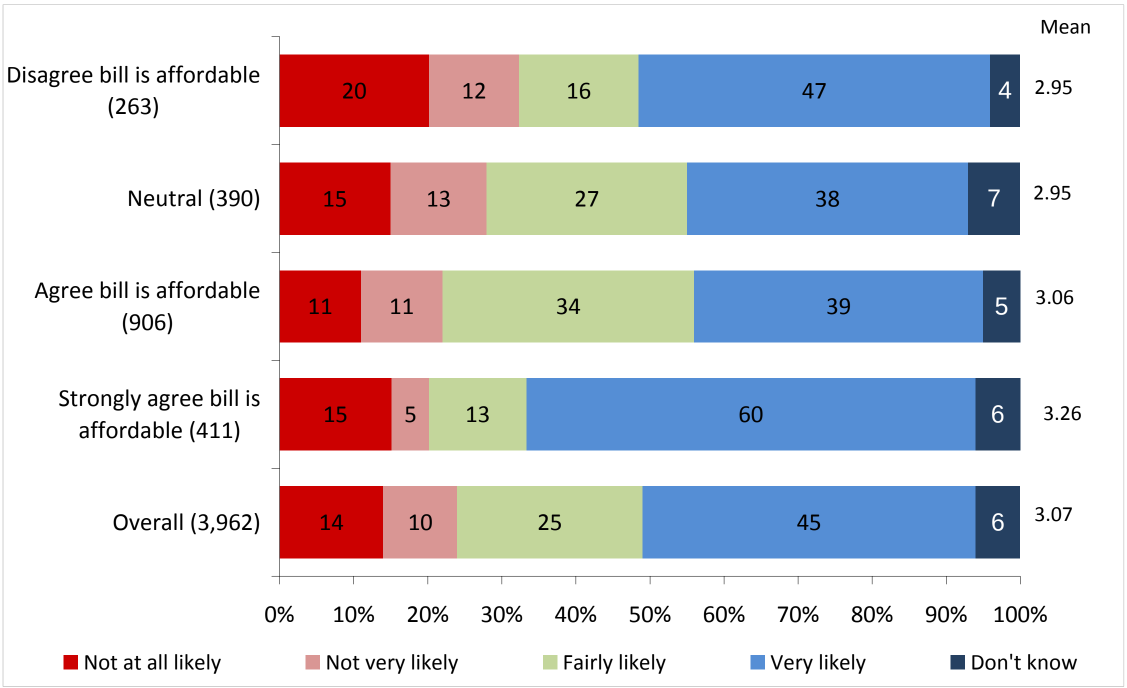


Base: all respondents

2.7.11 Just under half of those who disagree that their water bill is affordable said they would be very likely to contact their water and/or sewerage company if they were worried about their bill.

Figure 15: Proportions likely to contact company if worried about bill, by affordability

Q: How likely would you be to contact your water and/or sewerage company if you were worried about paying your bill?



Base: all respondents

3 CONSUMER RIGHTS AND RESPONSIBILITIES

3.0.1 This section looks at customers' views on issues relating to the rights and responsibilities of water consumers. These include issues surrounding water meters, special tariffs and awareness of consumer rights.

Summary

- Awareness of the WaterSure/Welsh Water Assist tariff doubled from 6% last year to 12% – a significant increase to the highest level to date; awareness is highest among metered customers and lower socio economic groups.
- A quarter (25%) are aware of the water companies' services for the elderly and/or disabled customers. This is a significant increase from last year's 20% and a return to pre-2010 levels; awareness is higher among metered customers.
  - One in ten (11%) who are not aware of WaterSure/Welsh Water Assist said they would like to know more about the tariff, 3% more than in 2011.
  - Eight per cent said they would like to know more about services for elderly/and or disabled customers – a similar proportion as last year (9%).
- Six out of ten (60%) unmetered customers are aware that they can have a meter fitted free of charge – an increase from 50% in 2011. One in three unmetered customers (34%) know that they could go back to unmetered charging within the first 12 months of having a meter installed.
- 44% are aware that, if their water and/or sewerage company fails to meet certain customer service standards, they may be entitled to compensation (40% in 2011).

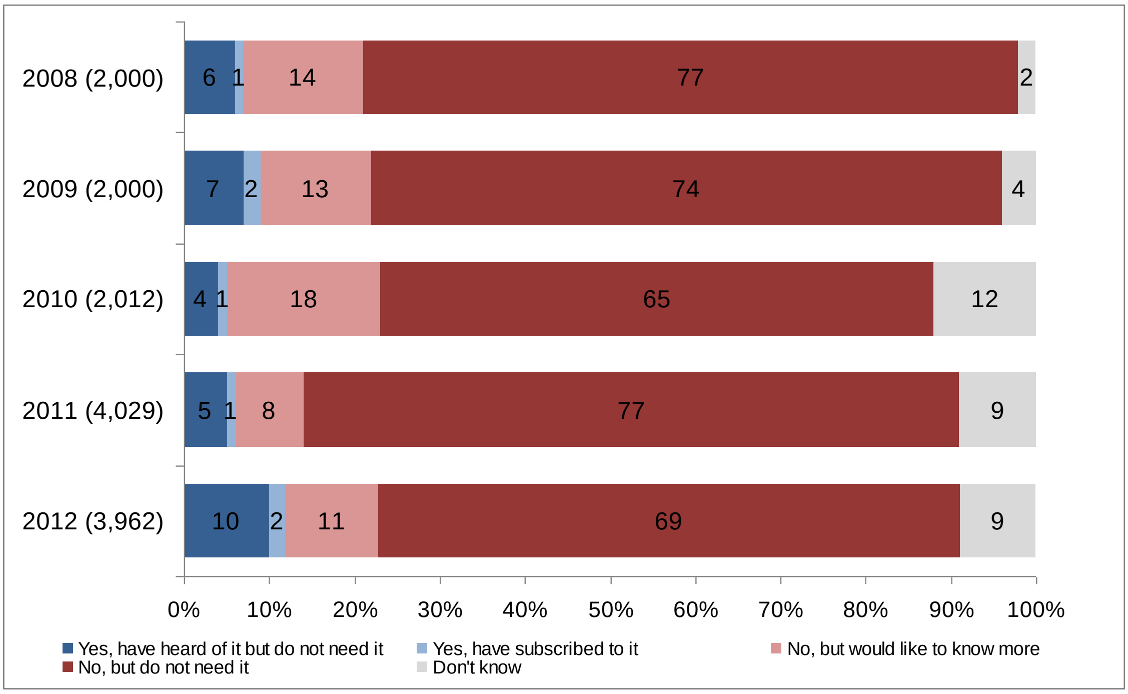
3.1 WaterSure/Welsh Water Assist Tariff

3.1.1 Twelve per cent of respondents are aware of the WaterSure/Welsh Water Assist tariff, including 2% who have subscribed to it. This is the highest level of awareness seen over the course of the survey, and significantly twice that seen in 2011. Significantly more are aware but not in need of it this year (9%) than last year (5%).

3.1.2 One in ten (11%) said they would like to know more about the tariff, slightly (and significantly) more than last year (11% cf 8%) but not as many as in previous years.

Figure 16: Awareness of WaterSure/Welsh Water Assist tariff

Q: Are you aware of or are you currently on the WaterSure/Welsh Water Assist tariff?



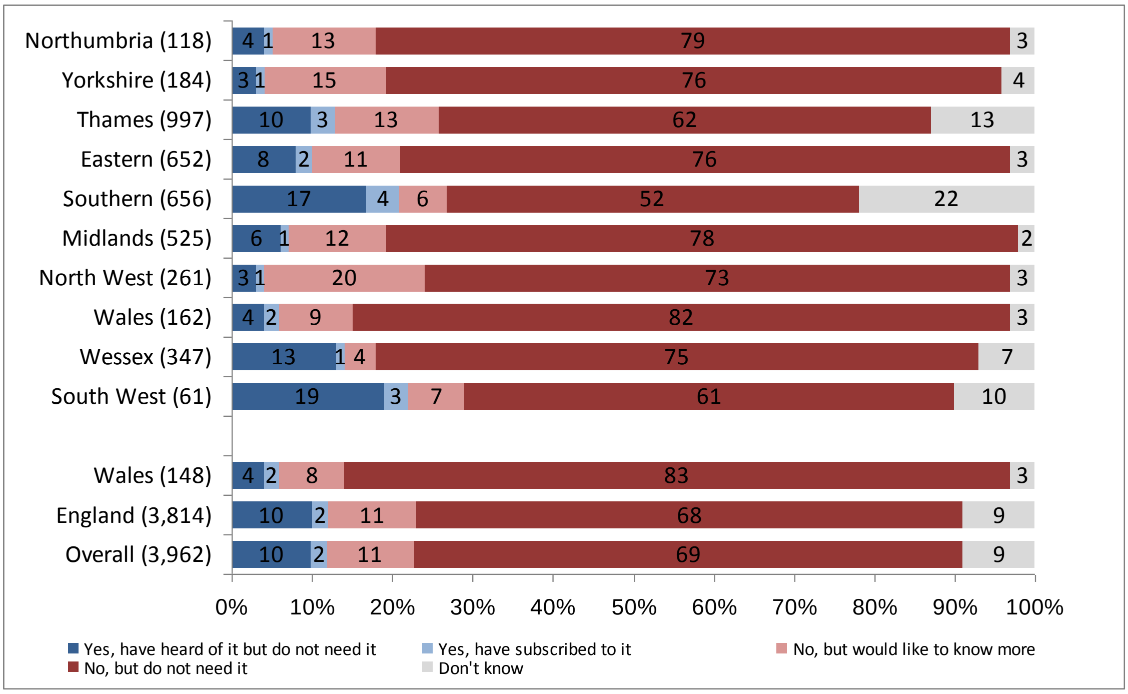
Base: all respondents

3.1.3 Customers in England are significantly more likely to say they are aware of the tariff (but do not need it) than those in Wales (10% cf 4%).

3.1.4 Customers in the South West, Wessex and Southern regions are significantly more likely to be aware of the tariff than customers in the Wales, North West, Midlands and Yorkshire regions.

3.1.5 Customers in the North West region are significantly more likely to want to know more about the tariff than customers in the Wessex, Southern and Eastern regions.

Figure 17: Awareness of WaterSure/Welsh Water Assist tariff, by region
Q: Are you aware of, or are you currently on the WaterSure/Welsh Water Assist tariff?



Region	Yes, have heard of it but do not need it	Yes, have subscribed to it	No, but would like to know more	No, but do not need it	Don't know
Northumbria (118)	4	1	13	79	3
Yorkshire (184)	3	1	15	76	4
Thames (997)	10	3	13	62	13
Eastern (652)	8	2	11	76	3
Southern (656)	17	4	6	52	22
Midlands (525)	6	1	12	78	2
North West (261)	3	1	20	73	3
Wales (162)	4	2	9	82	3
Wessex (347)	13	1	4	75	7
South West (61)	19	3	7	61	10
Wales (148)	4	2	8	83	3
England (3,814)	10	2	11	68	9
Overall (3,962)	10	2	11	69	9

Base: all respondents

3.1.6 Respondents with lower social grades are more likely to be aware of WaterSure/Welsh Water Assist (14% DEs cf 8% ABs).

3.1.7 Metered customers are more likely than unmetered customers to be aware of WaterSure/Welsh Water Assist (14% optant metered customers and 14% non optant metered customers cf 10% unmetered customers).

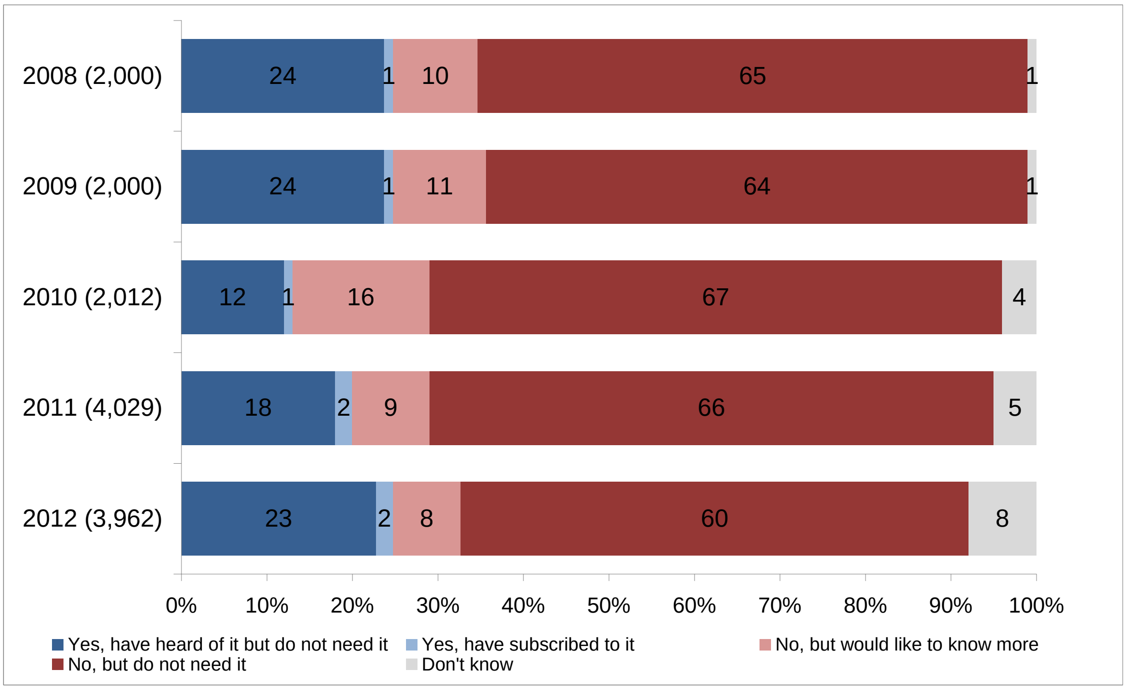
3.1.8 Of the 402 respondents who were interested in knowing more about WaterSure/Welsh Water Assist, 79% asked to be given the relevant telephone number at the end of the interview.

3.2 Services for elderly and/or disabled customers

3.2.1 Overall, 25% said they are aware of their water company's services for elderly and/or disabled customers but do not need it, a significant increase on the 20% seen last year and a return to pre-2010 levels.

3.2.2 Eight per cent said they would like to know more about these services, a similar proportion to last year.

Figure 18: Awareness of water company's services for elderly and/or disabled customers
Q: Are you aware of your water company's services for elderly and/or disabled customers? This might include services for sight impaired people such as large print or Braille leaflets and bills, passwords to ensure callers from the company are genuine, or customers on dialysis who need constant availability of supply.



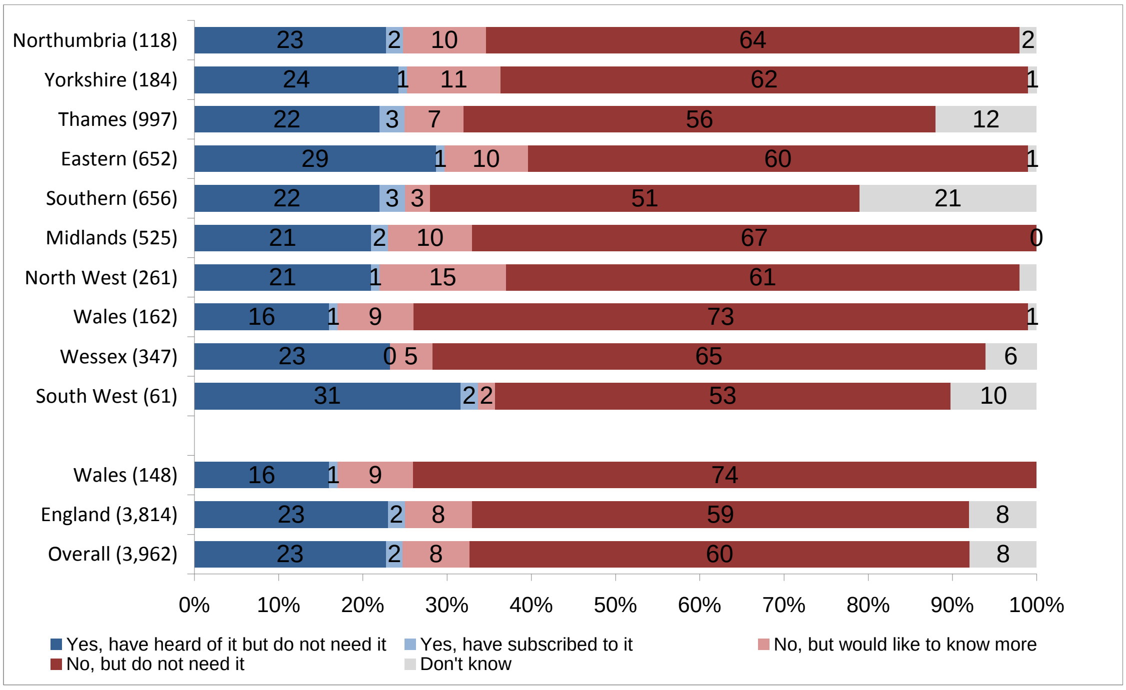
Base: all respondents

3.2.1 Respondents in Wales are significantly less likely to be aware of services for elderly and/or disabled customers (17% aware cf 25% England and 25% overall).

3.2.2 Respondents in the North West region are most interested in knowing more about these services (15% cf 8% overall) – as, indeed, they are with WaterSure.

Figure 19: Awareness of water company's services for elderly and/or disabled customers

Q: Are you aware of your water company's services for elderly and/or disabled customers?



Base: all respondents

3.2.3 There was no difference in awareness of water company services for elderly and/or disabled customers by social grades but DE respondents were significantly more likely than others to say they would like to know more.

3.2.4 There were no significant differences in awareness by age, but older respondents were more likely to say they would like to know about the services than younger age groups (17% of those aged 75+ years and 12% of those aged 61-74 years cf 8% overall).

3.2.5 Metered customers are more likely than unmetered customers to be aware of their water company's services for elderly and/or disabled customers (28% optant metered customers and 28% non optant metered customers cf 22% unmetered customers).

3.2.6 Of the 299 respondents who were interested in knowing more about their water company's services for elderly and/or disabled customers, 81% asked to be given the relevant telephone number at the end of the interview.

3.3 Incidence of water meters

3.3.1 Overall, just under half (46%) of respondents in the sample have a water meter, considerably more than the 36% reported on in 2011.

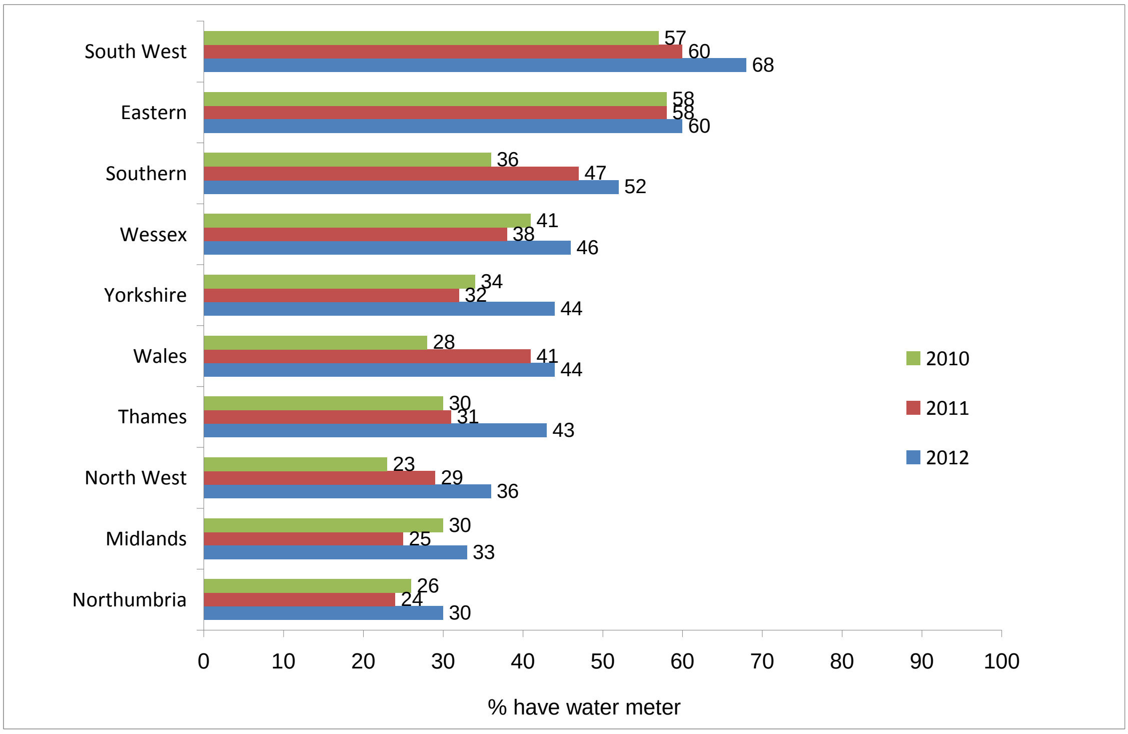
3.3.2 As in previous years, there are wide variations by region, with incidence again being highest in the South West and Eastern regions, and lowest in Northumbria. It is important to set this in the context of the universal metering programme currently underway in parts of the Southern region, as well as taking into account the fact that there are high levels of customers in the South West who have chosen to have a water meter as a way of reducing their higher than average bills.

3.3.3 Anglian customers were significantly more likely to say they have a water meter (69%) than all other WaSCs except South West (67%) and Southern (53%).

3.3.4 Customers of Affinity South East, where there has been a universal metering programme, were more likely to say they are metered (82%) than all other WoC customers.

Figure 20: Proportions having water meter by region

Q: Does your household have a water meter?



Base: all respondents

3.3.5 Older respondents are more likely than younger respondents to have a water meter – 57% of those aged 75+ years and 52% of 61-74 year olds have a water meter compared with just 17% of 18-24 year olds. This may be because older customers are likely to live in smaller households (they are less likely to have children at home than younger families) and use less water, so stand to benefit more financially from having a water meter.

3.3.6 Higher socio economic groups are also more likely to have a water meter: 53% of AB respondents have a water meter compared with 44% of C1C2s and DEs. There are a number of possible reasons for this, for example: smaller households in larger (higher RV) properties are more likely to be in higher socio-economic groups and would benefit financially from having a water meter; customers in higher socio-economic groups may be more aware of the benefits of a water meter. They were also significantly more likely to be aware than other socio economic groups that a water meter can be fitted free of charge.

3.3.7 In 2012, half (49%) of respondents who have a water meter said it was at their property when they moved in i.e. they had not asked for the meter to be fitted; 41% said they had requested the meter – less than the 49% reported last year but matching more closely the 38% reported in 2010.

3.3.8 Metered customers in Wales are more likely (though not significantly) to have requested their water meter than those in England (53% cf 41%); conversely, metered customers in England are more likely to have inherited their water meter than those in Wales (49% cf 40%).

3.3.9 Metered respondents in the North West are most likely to have requested their meter (63% cf 41% overall).

3.4 Requesting a meter

3.4.1 Two thirds (65%) of respondents know that they could have a water meter fitted free of charge, considerably more than in the past two years (57% in 2011 and 56% in 2010). (This excludes customers of Southern Water, Affinity Water and South East Water where universal metering programmes mean that the option to ask for a free meter is no longer available.)

3.4.2 As last year, awareness among customers in Wales (68%) was again higher (but not significantly) than in England (65%).

3.4.3 Respondents in Northumbria and Southern regions are least likely to know that they could have a water meter fitted free of charge (58% cf 65% overall).

3.4.4 Among optant metered customers, 87% are aware that a water meter can be fitted free of charge, significantly more than among non optant metered customers (62%).

3.4.5 Six out of ten (60%) unmetered customers are aware that they can have a meter fitted free of charge – an increase from 50% in 2011.

3.4.6 Significantly higher proportions of AB respondents are aware that a water meter can be fitted free of charge than respondents in lower socio economic groups (72% cf 64% of C1C2s and 62% of DEs).

3.4.7 Forty two per cent of respondents (excluding customers of Southern Water, Affinity Water and South East Water) are aware that, if they request a water meter, they can return to being charged on an unmetered basis within 12 months if they wish; this compares with 35% last year (a significant increase) and 37% in 2010.

3.4.8 Unmetered customers are significantly less likely to know about this than metered customers (63% cf 43% unaware respectively), whether or not they opted to have a meter. Among metered customers, non optants are significantly less likely to be aware than optant metered customers (54% cf 27% not aware respectively).

3.5 Water meter users' attitudes and behaviour

3.5.1 Each year differences in attitudes, awareness and behaviour have been found between metered and unmetered customers. Further differences can also be found between respondents who asked for a meter to be fitted (optants) and those who had no choice about having a meter (non optants).

3.5.2 Key differences are summarised below:

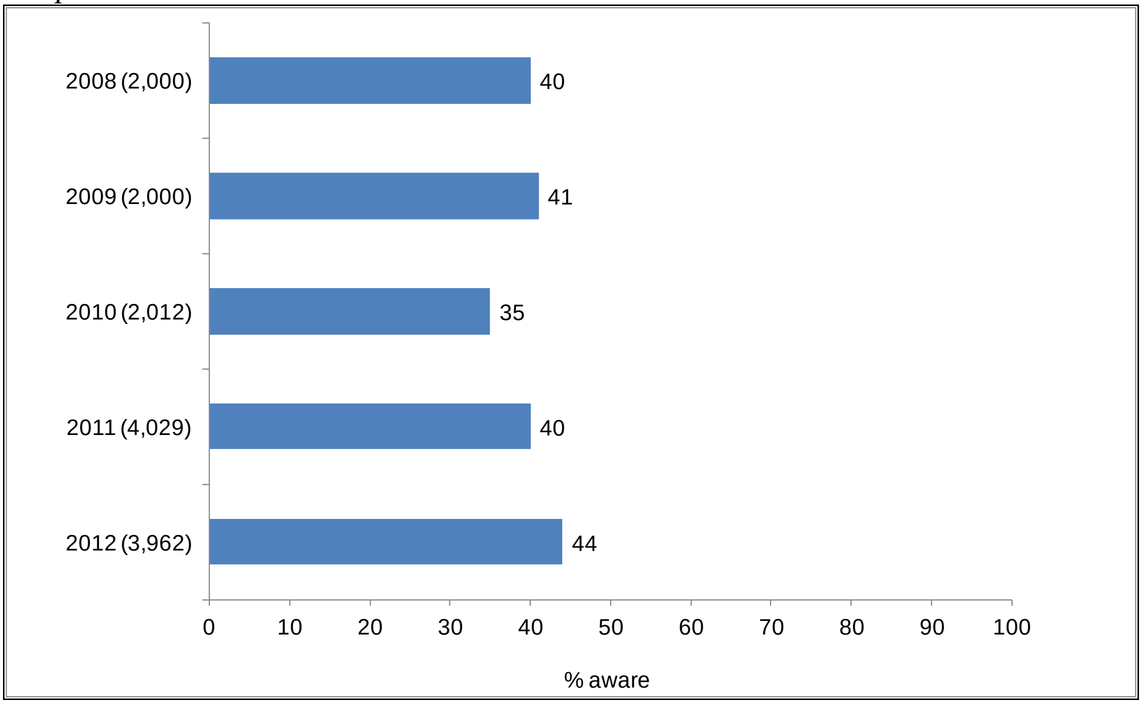
- Optant metered customers are more likely than non optant to be satisfied with value for money for water services (78% and 68% respectively)
- Metered customers are significantly more likely than unmetered to say that their water and/or sewerage charges are fair (64% and 56% respectively)
- Metered customers of water and sewerage companies are significantly more likely than unmetered to say that their water and/or sewerage charges are affordable (70% and 64% respectively). A similar pattern is seen in WoC customers where significantly more metered customers (75%) than unmetered customers (68%) agree that water and sewerage charges are affordable to them.
- Metered customers are more likely than unmetered customers to be aware of WaterSure/Welsh Water Assist (14% and 10% respectively)
- They are also more likely to be aware of their water company's services for elderly and/or disabled customers (29% of metered customers and 22% of unmetered customers)
- Metered customers are more likely to be aware of possible compensation for a failure on customer service standards (46% of metered customers and 42% of unmetered customers)
- There is no difference between metered and unmetered customers in terms of likelihood of drinking tap water in preference to still bottled water; however, metered customers are more likely to be very likely to order tap water when eating out than unmetered customers.
- Metered customers are more likely than unmetered customers to say they are taking steps to reduce water usage (77% and 63% respectively).
- Optant metered customers are more likely than non optant and unmetered customers to say that their water/sewerage company cares about the service it provides (73%, 60% and 63% respectively).

3.6 Service standards and compensation

3.6.1 Respondents were asked whether they are aware that, if their water and/or sewerage company fails to meet certain customer service standards, they may be entitled to compensation. In 2012, 44%, the highest proportion seen across the survey to date, and significantly more than 2011, were aware.

Figure 21: Aware of potential compensation for failure to meet customer service standards

Q: Were you aware that if your water and/or sewerage company fails to meet certain customer service standards for reasons within their control you may be entitled to compensation?



Base: all respondents

3.6.2 As last year, respondents in the South West region (50%) are more likely to be aware of the potential for compensation than customers in other regions although in 2012 the Wessex region also has this level of awareness.

3.6.3 Also as in 2011, metered (46%) and optant metered (50%) customers are significantly more likely to be aware of possible compensation than unmetered respondents (42%).

3.6.4 And respondents aged 18 to 24 years (15% this year, down from 23% last year) are much less likely to be aware than customers in other age groups.

3.6.5 Respondents in the higher socio-economic groups are significantly more likely to be aware of the possibility of compensation for a failure in customer service standards: 53% of ABs and 45% of C1C2s are aware, compared with 37% of DEs. A similar pattern was seen in 2011, although differences were not significant.

3.6.6 Male customers are significantly more likely than female customers to be aware of the possibility of compensation (50% cf 38%).

3.6.7 Interestingly, there is little difference in awareness of the potential for compensation between those who have made a complaint to their water company (42% aware) and those who have not (44%).

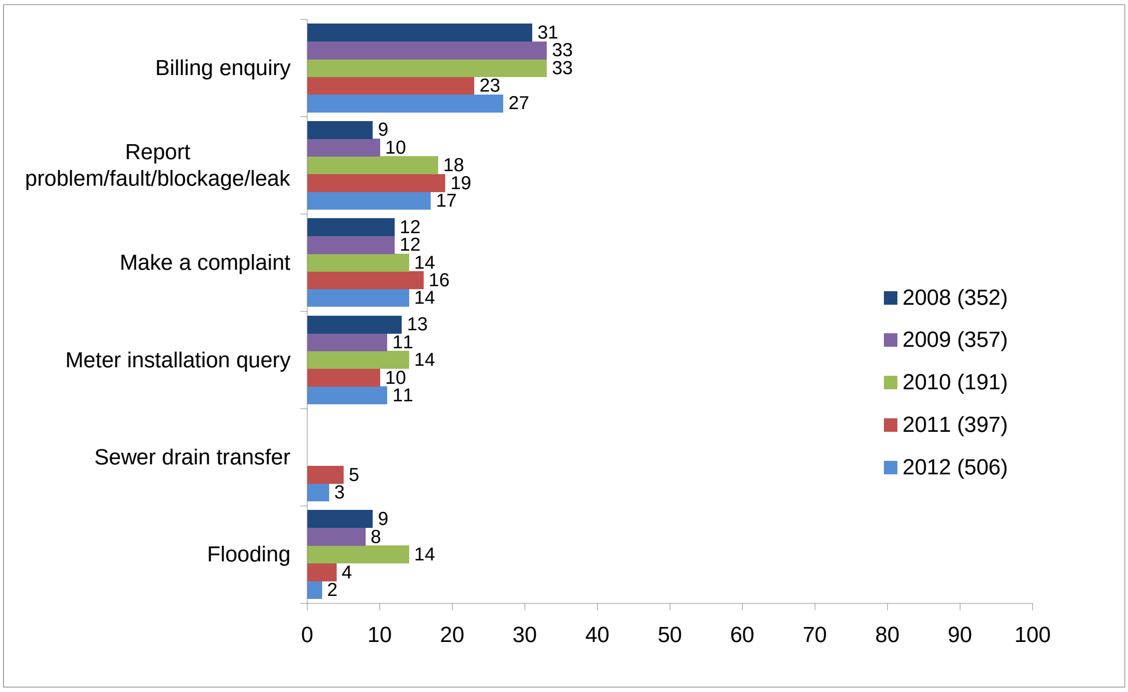
3.7 Contacting water and/or sewerage companies

3.7.1 Twelve per cent said they had contacted their water and/or sewerage company to make an enquiry in the previous 12 months, compared to 10% in 2011.

3.7.2 As in previous years, most (27%) had made contact with a billing enquiry and 11% (similar to last year) had called to change or request a water meter.

3.7.3 Overall, 14% of contacts were made in order for a complaint to be raised.

Figure 22: Reasons for contacting company



Base: those who contacted their water and/or sewerage company

3.7.4 Customers in the Yorkshire (17%) and South West (16%) regions were most likely to have contacted their water and sewerage company (cf 6% overall).

3.7.5 Respondents who disagree that their water and/or sewerage charges are affordable are significantly more likely to have contacted their water and sewerage company than those who agree (20% cf 14%). This correlation was also seen last year (18% cf 8%).

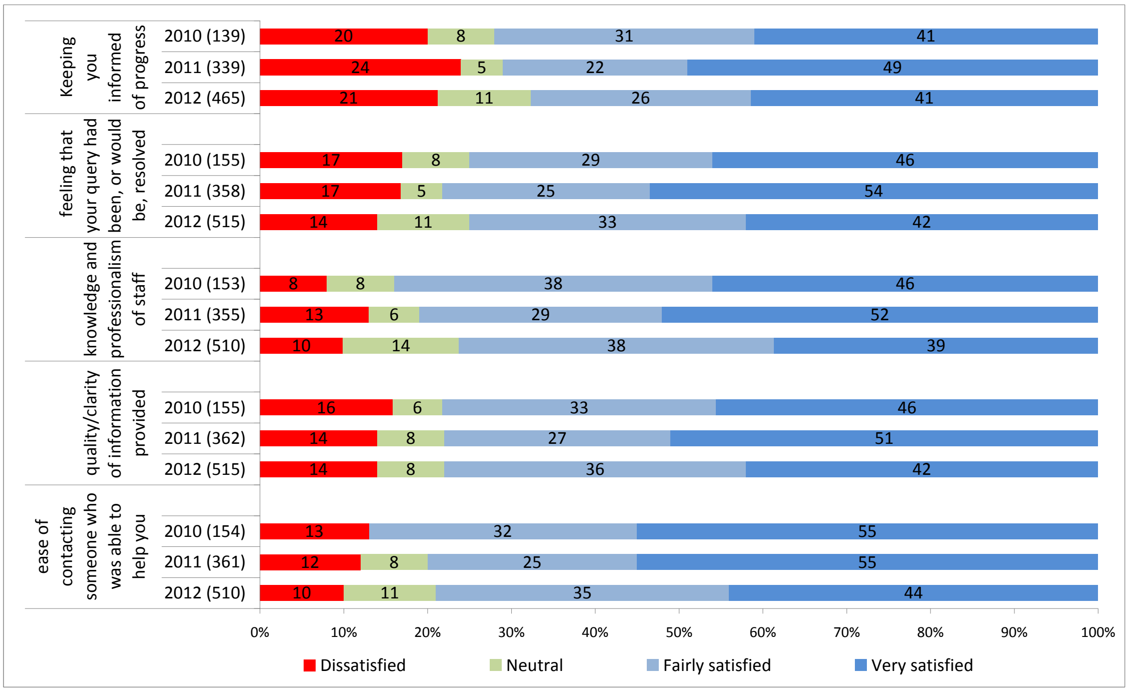
3.7.6 Similarly, those who are dissatisfied with the value for money of their water and/or sewerage services are also more likely to have contacted their water and sewerage company; 12% of those dissatisfied with value for money of water had contacted their water and sewerage company and 11% of those dissatisfied with value for money of sewerage had contacted their water and sewerage company, compared with 6% overall.

3.7.7 Respondent satisfaction with different aspects of their contact experience is shown in Figure 19, comparing satisfaction levels with previous years. Dissatisfaction with being kept informed of progress continues to be the lowest rated aspect of company contact (61% satisfied in 2012 cf 71% in 2011).

3.7.8 Satisfaction with the feeling that their call/query had or would be resolved and with the knowledge/professionalism of staff fell in 2012, from 79% to 75% and from 81% to 77% respectively.

Figure 23: Satisfaction with contact with water and/or sewerage company

Q: Thinking about your contact with your water and/or sewerage company, overall how satisfied were you with?



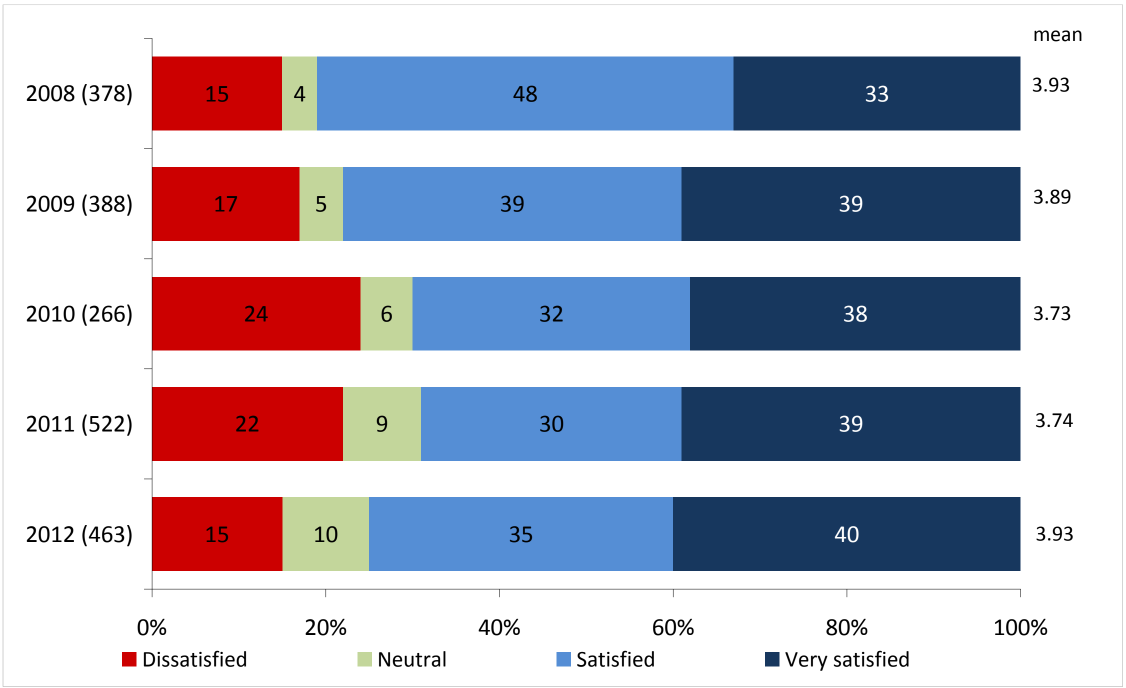
Base: those contacting their water and/or sewerage company with an enquiry, excluding 'don't know' responses

3.7.9 Of the 71 respondents who made contact to make a complaint and who were not satisfied with the way their complaint was handled, 73%, felt that their complaint had not been resolved. This contrasts with 2011, where 65% said that their complaint had been resolved.

3.7.10 Overall satisfaction with contact, whether for a query or a complaint, increased to 75% in 2012 from 69% in 2011; in particular, the proportion saying they were very satisfied (40%) is the highest to date.

Figure 24: Satisfaction with contact with water and/or sewerage company

Q: Taking everything into account, overall how satisfied or dissatisfied were you with the contact (query or complaint) with your water and/or sewerage company?



Base: those who had contacted their water and/or sewerage company

3.8 Key driver analysis of satisfaction with contact with water and/or sewerage company

3.8.1 Key driver analysis has been undertaken using unweighted data.

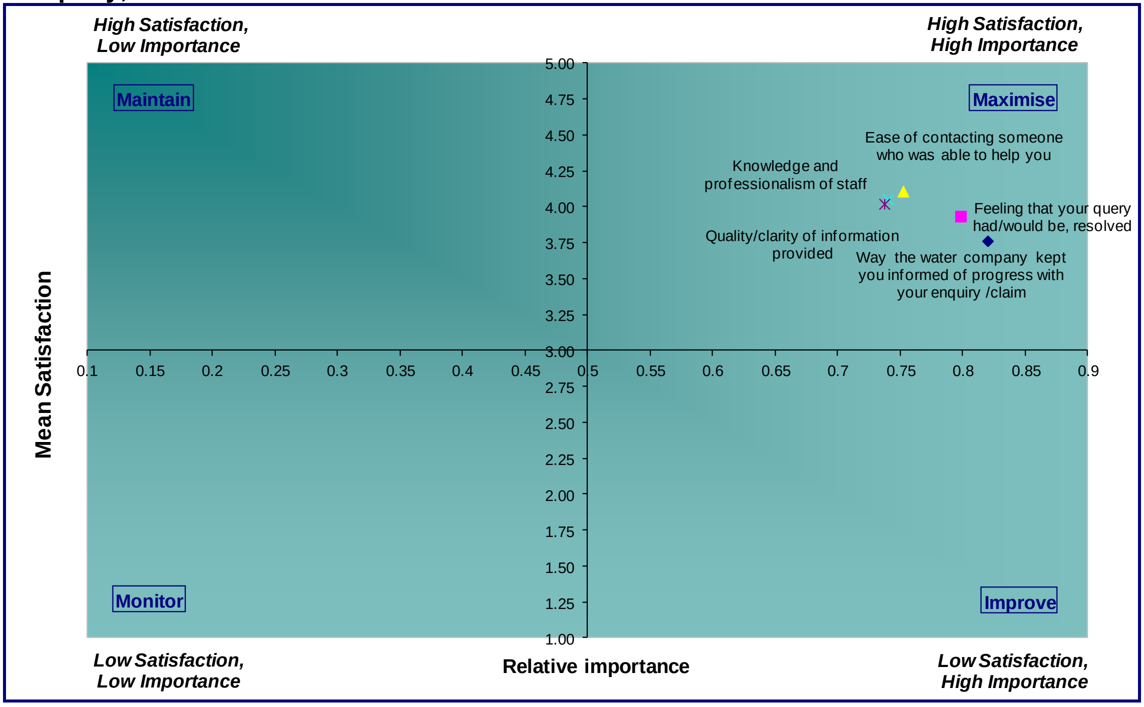
3.8.2 Key driver analysis for contact with the water and/or sewerage company confirms that the main area for improvement is the way in which customers are kept informed of progress. Improving this one area could raise satisfaction scores considerably, not only for contact, but also for satisfaction with service and value for money as these scores are positively and significantly related to satisfaction with contact.

3.8.3 Improvement could also valuably be made to encouraging a feeling among customers that their query would be resolved.

3.8.4 Knowledge and professionalism of the staff and quality/clarity of information provided are very closely correlated; ensuring or improving the quality clarity of information is therefore likely to raise satisfaction levels with the knowledge and professionalism of the staff.

3.8.5 Ease of contacting someone who is able to help is the contact element that customers rate most highly and is currently underpinning overall satisfaction levels for contact. This should not be allowed to slip.

Figure 25: Key drivers of overall satisfaction with contact with the water and/or sewerage company, overall



3.9 Avoiding freezing pipes

3.9.1 For the first time in this survey, respondents were asked "Have you received or come across any information in the last 12 months on how to avoid your water pipes freezing?" A fifth (19%) of respondents said they had.

3.9.2 More than half (55%) said they had taken measures to avoid having frozen pipes this winter. This rises to 66% in the Midlands region and 65% in the Yorkshire region.

4 WATER ON TAP

4.0.1 This section looks at customers' views on different aspects of their water supply.

Summary

- Overall satisfaction with water supply remains high with 90% being satisfied. This is a slight fall from 92% in 2011 with the difference due to an increase in those with a neutral view.
- Overall satisfaction levels with water supply remain high. Reliability is the highest scoring aspect (96% satisfied overall); hardness/softness of water attracts the least satisfaction (64%) and has also been the least satisfactory element in previous years.
- Respondents in Wales are significantly more likely than those in England to be 'very' satisfied with each aspect of service and very satisfied overall with their water supply.
- Some four fifths (78%) say they usually drink tap water rather than still bottled water (77% in 2011). However, just a little more than half (56%) are likely to order tap water when eating out.
- Seven in ten (69%) said that they are doing something at home to try and use less water – this compares with 67% last year but is down when compared with 2010 (76%).
- Some three fifths (60%) said they are aware of campaigns to use water wisely, a significant increase on the 55% reported last year and, indeed all years except 2009.

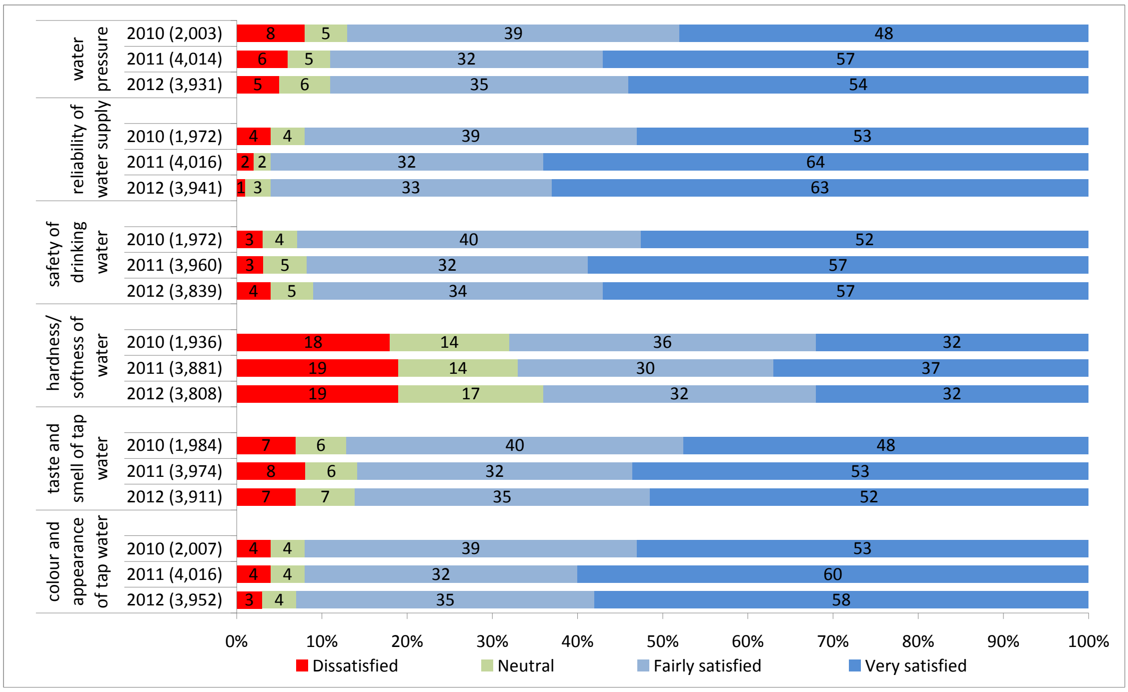
4.1 Satisfaction with water supply

4.1.1 Satisfaction levels with water supply are high and broadly similar to those seen in 2011.

4.1.2 Reliability of supply continues to be given the highest satisfaction levels (96% satisfied overall as in 2011).

Figure 26: Satisfaction with quality of water supply

Q: How satisfied are you with the following aspects of your water supply?



Base: all respondents, excluding 'don't know' responses

4.1.3 Respondents in Wales and those who strongly agree that their water and sewerage bill is affordable are significantly more likely than other respondents to be very satisfied with each aspect of their water supply service.

4.1.4 Respondents are more likely to be satisfied with the **colour and appearance** of their water supply if they are:

- optant metered – 94% are satisfied compared with 93% non optant and 92% unmetered
- ABs – 64% are very satisfied compared with 59% of C1C2 customers and 54% of DE customers.

4.1.5 Satisfaction with the **taste and smell** of tap water is highest in the North West, where it is 94% compared to the range for other regions of 82% (Midlands) to 89% (Northumbria).

4.1.6 Satisfaction with the **hardness/softness** of tap water is significantly higher in Wales (86%) than in England (63%); at regional level it is significantly lower in Eastern (48%) than other regions and highest in the North West (87%).

4.1.7 Satisfaction with the **safety** of drinking water is high: 91% overall are satisfied and 57% are very satisfied. Those who are very satisfied rises to 71% in Wales region and falls to 49% in the Thames region. For net satisfaction, however, there is little difference between regions, which range from 88% to 96% satisfied.

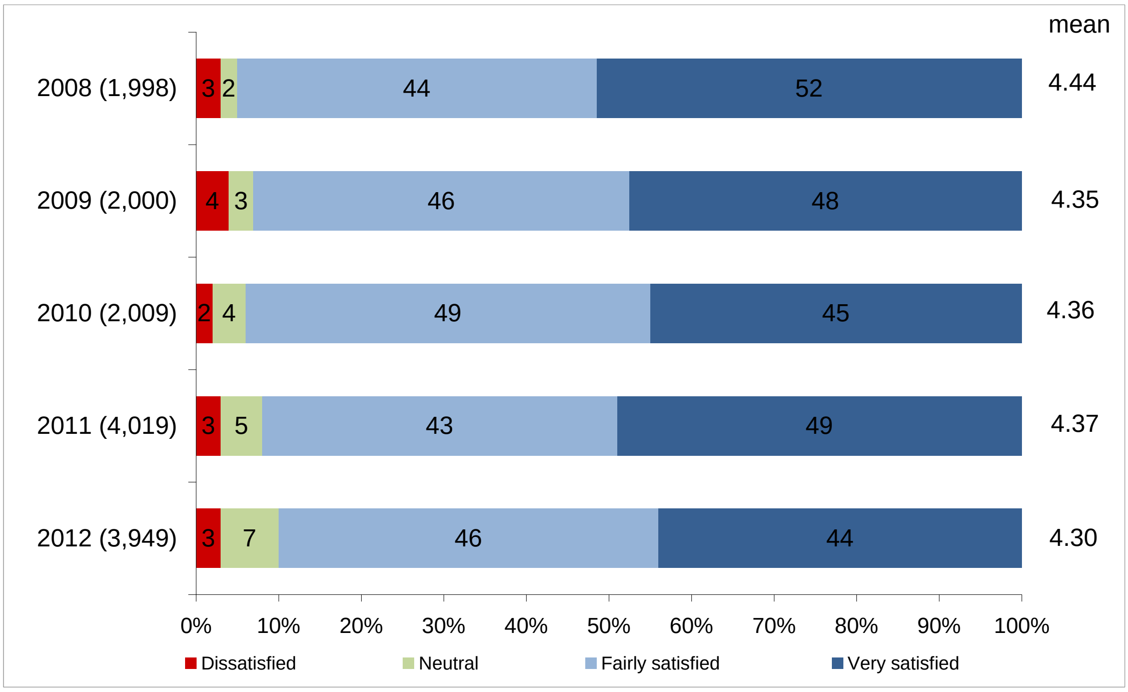
4.1.8 Satisfaction with **reliability** of water supply is high (96% overall), and particularly so in the North West (100%). The lowest satisfaction score is in the South West at 91%.

4.1.9 Satisfaction with **water pressure** is high across all regions; respondents in the South West are least satisfied (86%) and those in the North West region are most satisfied with water pressure (91%).

4.1.10 Overall, 90% are satisfied with their water supply service; while still high, ratings are lower than in previous years, driven by an increase in neutrality.

Figure 27: Overall satisfaction with water supply

Q: Taking all those aspects of your water supply service into account, overall how satisfied or dissatisfied are you with your water supply?



Base: all respondents, excluding 'don't know' responses

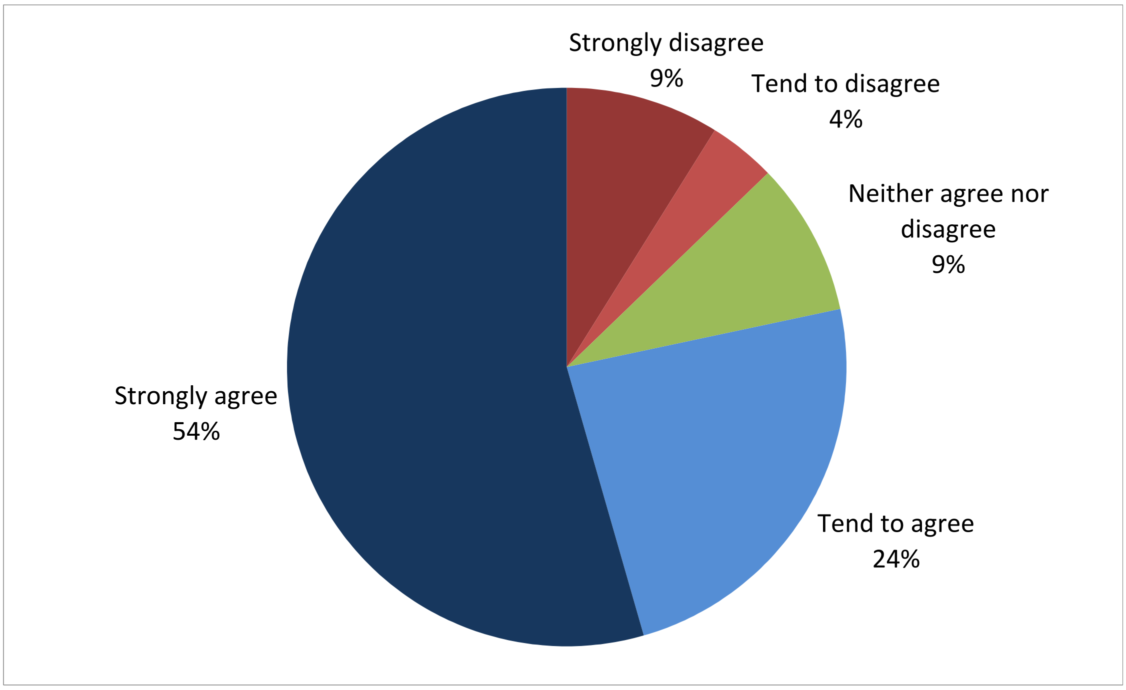
4.1.11 Respondents in Wales are significantly more likely than respondents in England to be very satisfied overall with their water supply (58% cf 43%). Although not significant, they are also slightly more satisfied (net) overall (91% compared to 90%).

4.2 Attitude towards tap water

4.2.1 As in 2011, respondents were asked whether they usually drink tap water in preference to still bottled water and around four fifths (78%) agree that they do.

Figure 28: Agree usually drink tap water rather than still bottled water

Q: How much do you agree or disagree that you usually drink tap water rather than still bottled water?



Base: all respondents excluding 'don't know' responses

4.2.2 Customers in the South West were least likely to agree that they usually drink tap water rather than still bottled water (70% cf 78% overall); they are also one of the regions least satisfied with the taste and smell of their tap water.

4.2.3 Customers in Wessex, Eastern and the North West were most likely to agree that they usually drink tap water rather than still bottled water (all 83%).

4.2.4 Respondents are significantly more likely to agree that they usually drink tap water in preference to still bottled water if they are:

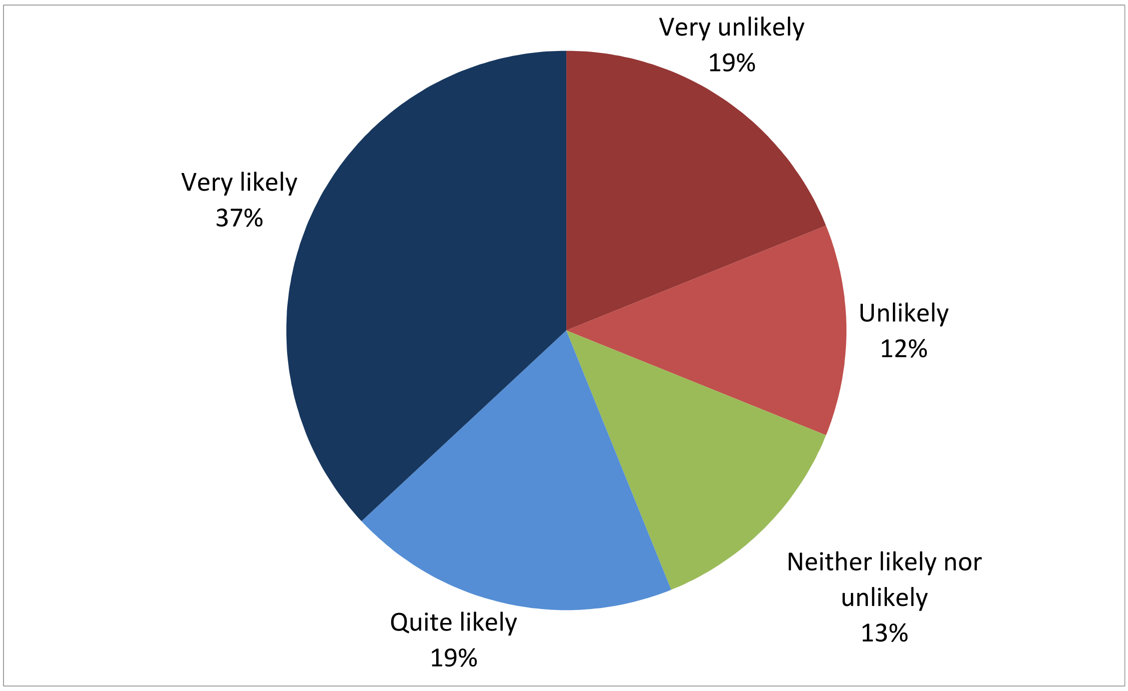
- male (81% cf 76% of female respondents)
- ABs (64% strongly agree compared to 55% C2C2s and 50% DEs)
- 61+ years old (83%, compared to 75% of those aged 18-60 years old)

4.2.5 A new question was asked this year to find out how likely people are to order tap water when eating out.

4.2.6 Although 78% say they usually drink tap water rather than still bottled water, just over half 56% said they would be likely to order tap water when eating out in cafés or restaurants.

Figure 29: Likelihood of ordering tap water when eating out

Q: When eating out in cafés or restaurants, how likely are you to ask for tap water to be brought to your table instead of still bottled water?



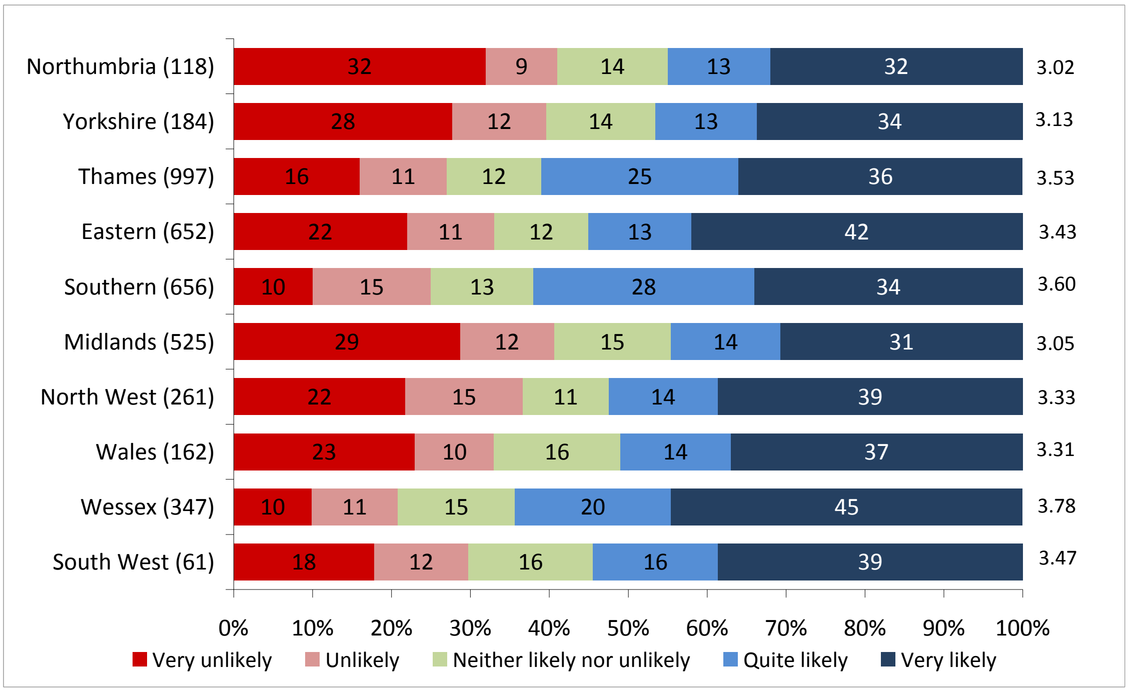
Base: all respondents excluding 'don't know' responses

4.2.7 Customers in Wessex (65%) and Southern (62%) regions are most likely to order tap water when eating out and those in Northumbria (45%) and Midlands (45%) are least likely; customers in Wales (51%) are less likely (but not significantly so) to order tap water than those in England (57%).

4.2.8 Higher proportions of respondents in Wessex (45%) and Eastern (42%) said they were very likely to order tap water when eating out (compared with 37% overall).

Figure 30: Likelihood of ordering tap water when eating out, by region

Q: When eating out in cafés or restaurants, how likely are you to ask for tap water to be brought to your table instead of still bottled water?



Base: all respondents excluding 'don't know' responses

4.2.9 Customers are significantly more likely to order tap water when eating out if they are:

- optant metered customers: 65% say this compared with 53% unmetered customers, and 56% non optant metered customers
- AB customers (60% compared with 54% C1C2s)
- in strong agreement that their water and sewerage charges are affordable (59%) compared with those who do not agree that their charges are affordable (53% neutral and 46% disagree).

4.3 Using water wisely

4.3.1 Encouraging people to use water wisely is an important area of focus for CCWater. Respondents were asked to say, unprompted, what measures their household takes to reduce their water usage. They were then asked the same questions with prompted responses.

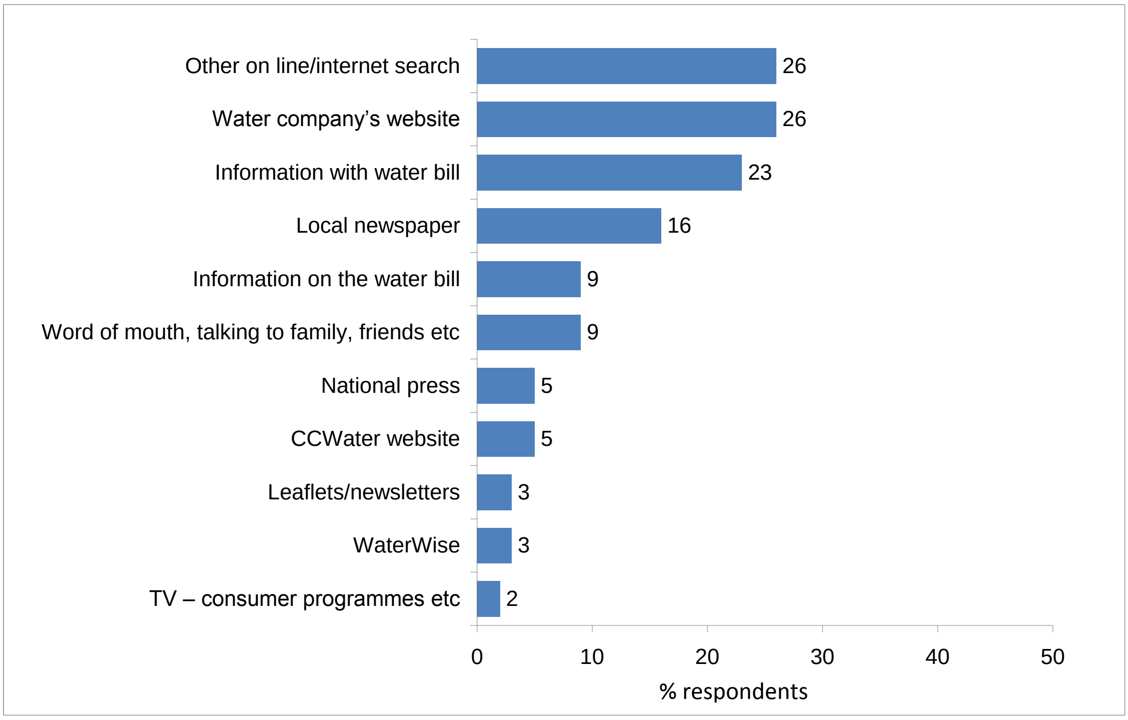
4.3.2 Some two thirds (64%) of metered customers say they are using less water to try to save money on their water bills; there was no difference by whether or not respondents had elected to have a meter.

4.3.3 The proportions of metered customers saying they are using less water in order to try to save money falls to 57% in the Eastern region and, perhaps not surprisingly, rises to 75% in the South West region where average water and sewerage bills are higher.

4.3.4 Metered respondents in the DE socio economic group are significantly more likely to say they are using less water in order to try to save money than those in the AB group (71% cf 58%).

4.3.5 Customers who seek information on how to save money on their water and sewerage bills mostly look online, whether on their water company's website or on other websites.

Figure 31: Information sources for how to save money on water and sewerage bills
Q: Where do you look? (For information on how to save money on water bills)

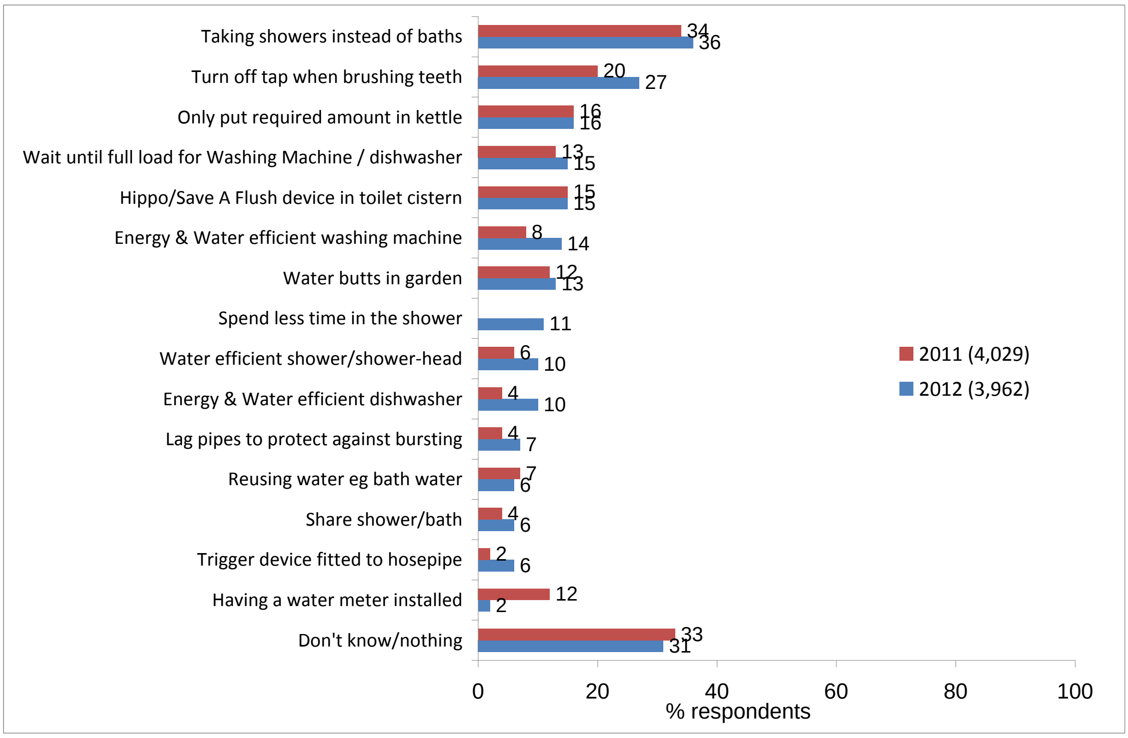


Base: respondents who seek information excluding 'don't know' responses (1,148)

4.3.6 There is a similar pattern this year as last in terms of measures that respondents said they take to reduce their water usage. The most popular measure was taking showers instead of baths at 36%. However, for the first time these respondents were then asked whether this was a power shower and 40% of these respondents said it was. This suggests a lack of awareness as to the relative water consumption of different types of showers. The second most popular measure was not running the tap when brushing teeth at 27%.

Figure 32: Measures taken to reduce water usage (unprompted)

Q: What actions, if any, have you and your household taken to reduce your use of water?



Base: all respondents

4.3.7 Just 2% overall said they had installed a meter as a water saving measure, rising to 6% in the Southern region. This is a considerable drop from 12% overall in 2011 and 13% in 2010.

4.3.8 Seven in ten (69%)[4] said that they are taking water saving actions compared with 67% last year. Customers in England are significantly more likely to be taking action than those in Wales (69% cf 59%).

4.3.9 Looking at the regions, customers in Wales (33%) and Midlands (36%) were significantly more likely to say they take no water saving measures than customers in the Southern (22%), Eastern (21%) and Thames (23%) regions.

4.3.10 Unmetered customers were significantly less likely to take water saving actions than metered customers: 33% of unmetered customers said this compared with 18% metered, 16% optant metered and 19% non optant metered customers.

[4] The proportion of respondents taken to be doing something is 100% of the total less the proportion of those who said they were doing 'nothing' or they 'didn't know'.

4.3.11 Metered customers show a significantly higher uptake than unmetered customers of the following water saving measures:

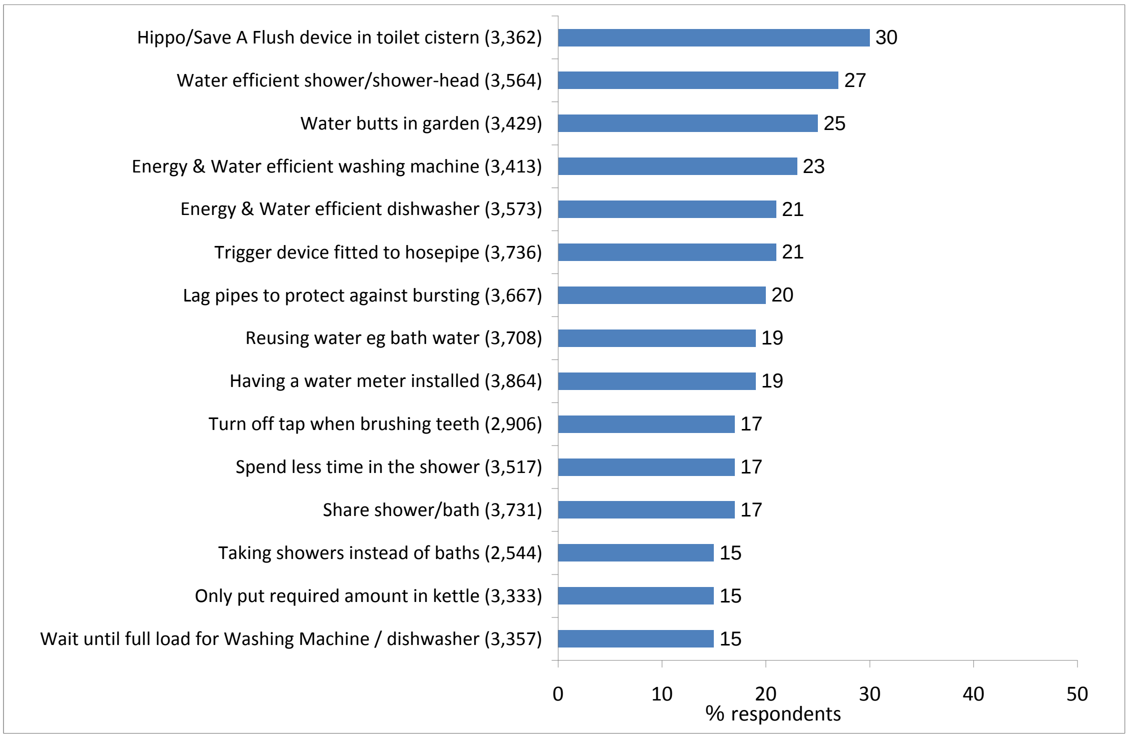
- taking showers instead of baths (42% for all metered customers compared with 31% unmetered); of these, 37% say they use a power shower
- Hippo/Save A Flush device in the toilet cistern (18% metered overall, 22% optant metered and 16% non optant metered, compared with 13% unmetered)
- water butts in the garden (17% for metered overall; 16% non optant metered, and 18% for optant metered compared with 11% unmetered)
- wait for full load for washing machine/dish washer (19% for metered overall, 19% non optant metered, and 20% for optant metered compared with 12% unmetered)
- spend less time in the shower (14% for all metered customers compared with 9% unmetered)
- water efficient shower/showerhead (14% metered compared with 7% unmetered).

4.3.12 Respondents were asked whether they would be willing to do anything else to reduce their water usage, excluding anything they said they already do. This is a new question which was added in 2012, hence there is no comparable data from 2011.

4.3.13 As Figure 33 shows, overall, respondents would be most willing to use a Save A Flush device (30%).

Figure 33: Measures customers willing to take to reduce water usage

Q: Would you be willing to do the following to save water…?



Base: respondents not already taking measure

4.3.14 Details overall and by metered status are given in Table 1 below. Non optant metered customers are typically more willing to take up suggested water saving measures than other customers, suggesting that there is value in promoting such measures to this customer group.

4.3.15 While having a water meter installed is not a water saving measure in itself, it could prompt water saving behaviour; 33% of unmetered customers said they would be willing to have a water meter installed.

Table 1: Willingness to take water saving measures (prompted)

Water saving measure	Overall %	Unmetered %	Metered %	Optant Metered %	Non Optant Metered %
Hippo/Save A Flush device in toilet cistern (3,362)	30	29	31	28	32
Water efficient shower/shower-head (3,564)	27	26	28	26	30
Water butts in garden (3,429)	25	22	28	27	28
Energy & Water efficient washing machine (3,413)	23	21	25	26	25
Trigger device fitted to hosepipe (3,736)	21	19	25	22	27
Energy & Water efficient dishwasher (3,573)	21	18	24	22	25
Lag pipes to protect against bursting (3,667)	20	18	21	18	23
Reusing water e.g. bath water (3,708)	19	18	20	21	20
Have a meter installed (3,864)	19	33	3	5	3
Turn off tap when brushing teeth (2,906)	17	17	17	16	18
Share shower/bath (3,731)	17	15	20	18	21
Spend less time in the shower (3,517)	17	17	18	17	18
Taking showers instead of baths (2,544)	15	15	15	12	16
Wait until full load for Washing Machine / dishwasher (3,357)	15	14	17	16	17
Only put required amount in kettle (3,333)	15	15	16	15	17

Base sample sizes shown in brackets

4.4 Awareness of water saving campaigns

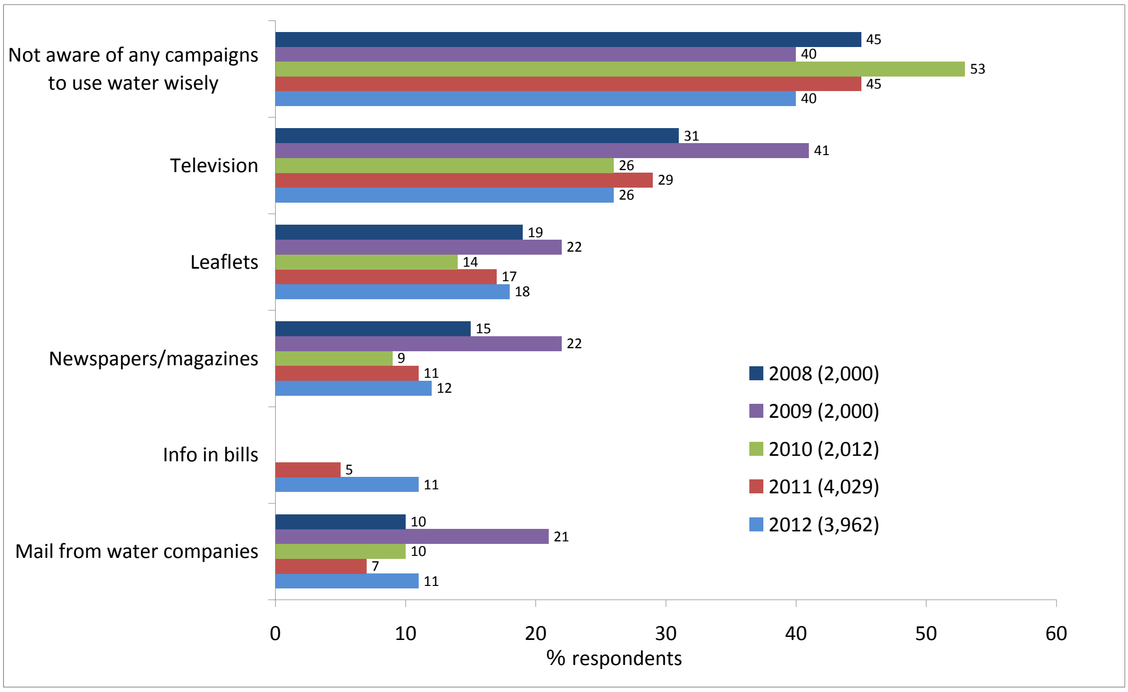
4.4.1 Some three fifths (60%) said they are aware of campaigns to use water wisely, a significant increase on the 55% reported last year and, indeed, on all years except 2009.

4.4.2 As in previous years, television was the most mentioned medium through which respondents became aware of campaigns to use water wisely (26%).

4.4.3 Information with the water bill was mentioned for the first time last year, when 5% mentioned it; this increased to 11% this year.

Figure 34: Awareness of campaigns to use water wisely

Q: How have you been made aware, if at all, of any campaigns to use water wisely in the past 12 months?



Base: all respondents

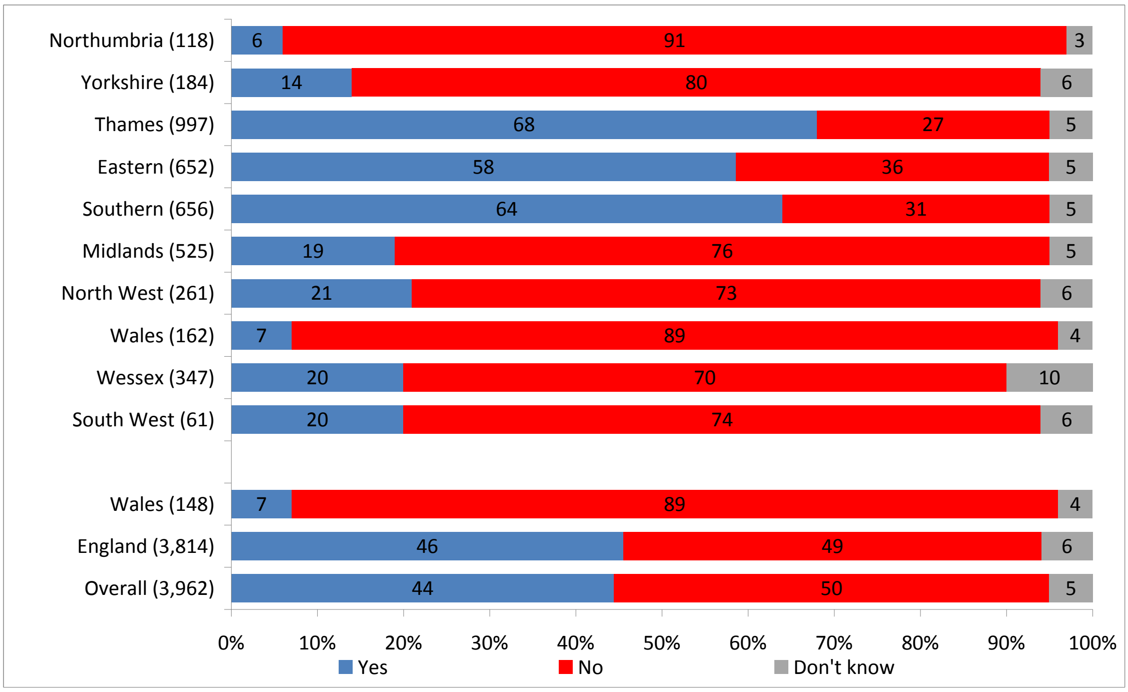
4.4.4 In April 2012 hosepipe bans were announced in several water company areas[5] and considerable media publicity was given to this. Fortunately it was not long before the hosepipe bans were lifted. However, to check awareness of this, respondents were asked whether there had been a hosepipe ban in their area within the previous 12 months.

4.4.5 There were respondents in every region who thought they had had a hosepipe ban last year even though this was only the case in Eastern, Southern and Thames WaSC regions. Those thinking – incorrectly – that there had been a ban ranged from 6% in Northumbria to 21% in North West and 20% in South West and Wessex regions.

[5] Thames Water, Southern Water, South East Water, Anglian Water, Sutton and East Surrey Water, Affinity Water Central and Affinity Water South East had hosepipe bans which came into force on 5 April 2012. Of these, Anglian Water, Southern Water and Thames Water lifted their bans in June 2012, and the remaining companies lifted their bans in July 2012.

Figure 35: Respondents having had a hosepipe ban

Q: In the last 12 months, has there been a hosepipe ban where you live?



Base: all respondents

4.5 Maintenance of water pipes

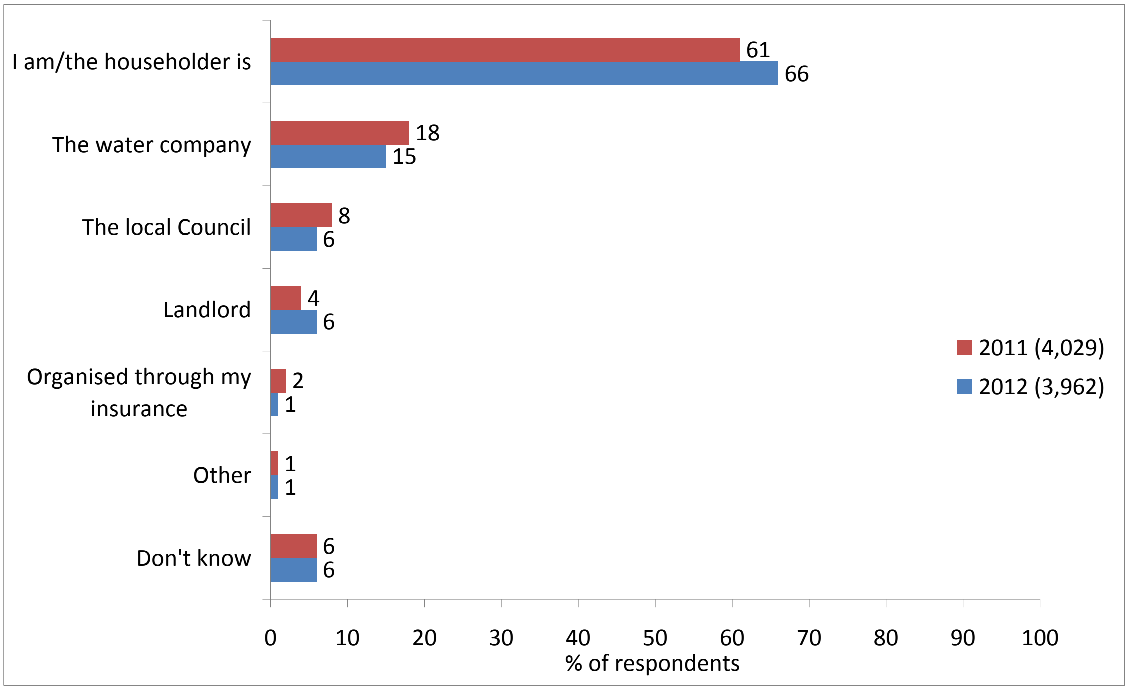
4.5.1 Two questions were added to the survey from 2011 following the Government's decision to transfer the responsibility for private sewers to the water and sewerage companies.

4.5.2 The first question concerns the responsibility for water pipes within a property's boundaries and most respondents know that they are responsible for their maintenance (66% - a significant increase from 61% in 2011). However, 15% of respondents think incorrectly that the water company is responsible (down slightly from 18% in 2011).

4.5.3 As in 2011, metered customers are significantly more likely to be aware that they are responsible for maintaining the water pipes within their property's boundaries (70%) than unmetered customers (63%).

Figure 36: Maintenance of water pipes

Q: Who do you think is responsible for maintaining the water pipes within your property's boundaries?



Base: all respondents

5 SEWERAGE SYSTEM THAT WORKS

5.0.1 Respondents were asked a series of questions relating to the appropriate disposal of waste down the toilet and satisfaction with sewerage services.

Summary

- Two fifths (40%) of customers are not clear as to what may acceptably be disposed of down the toilet, sink or drain, a significant increase from 33% last year.
- Three out of ten (33%) think, incorrectly, that it is acceptable to dispose of tissues via the toilet, a significant increase from 26% in 2011.
- Eighty-five per cent are satisfied overall with the sewerage service they receive; this represents a slight fall from last year (89%) although there is an accompanying increase in those offering a neutral view.
- Satisfaction with minimising sewer flooding is slightly lower (but not significantly so) this year than in 2011; 76% are satisfied in 2012 cf 83% last year. There is little change for other sewerage service elements.

5.1 Disposing of waste

5.1.1 Respondents were asked which items, if any, from a given list are acceptably disposed of down the toilet, sink or drain. Two fifths (40%) failed to identify that none of the items in the list should be disposed of in this way which is a significant increase from 33% in 2011. The highest regional proportion correctly identifying that none should be disposed of in this way was 69% in the South West region and the lowest 56% in the Eastern region. If we disregard those respondents who mentioned only tissues or baby wipes, the figure for 'none of these' rises to 83%. However, this is still significantly lower than the comparable result for 2011, 87%.

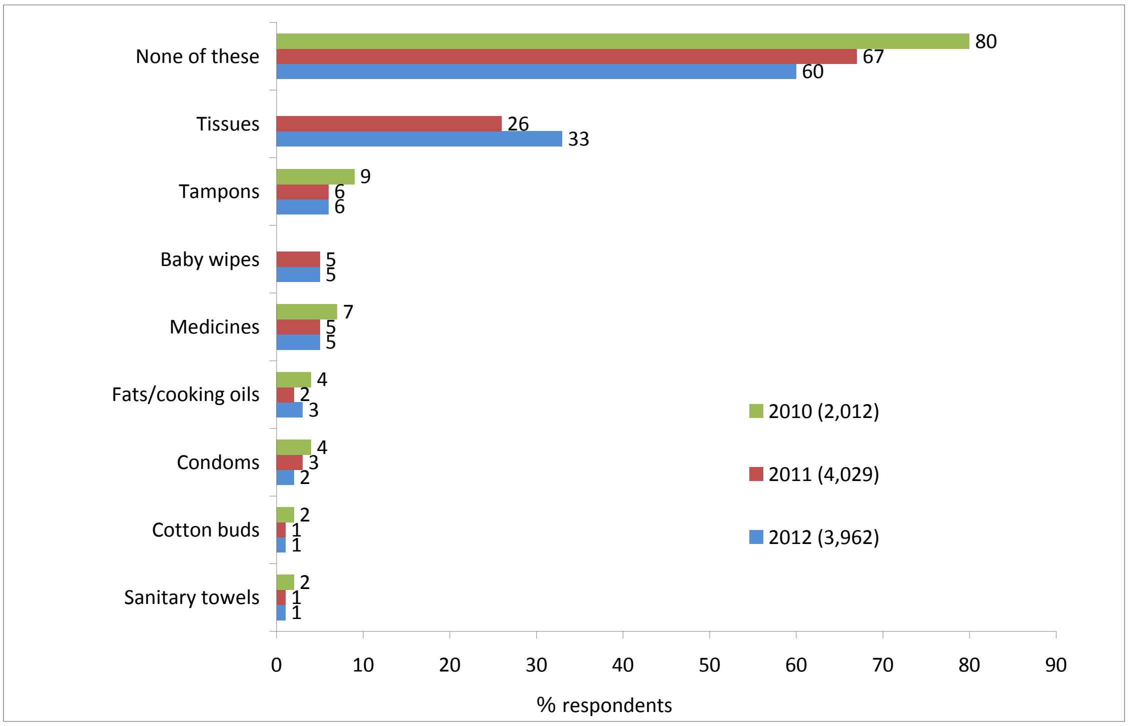
5.1.2 Older respondents are more aware that none of these items should be disposed of down the toilet, sink or drain: 70% of those aged 61+ years identified this correctly, compared with just 49% of those aged 18-44 years.

5.1.3 A third (33%) think it acceptable to dispose of tissues down the toilet, an increase from the 26% saying this in 2011.

5.1.4 Proportions thinking it acceptable to dispose of tampons, baby wipes, medicines down the toilet showed no change from last year (6%, 5% and 5% respectively).

Figure 37: What can acceptably be disposed of down the toilet, sink or drain

Q: Which of the following do you think are acceptable to dispose of down the toilet, sink or drain?



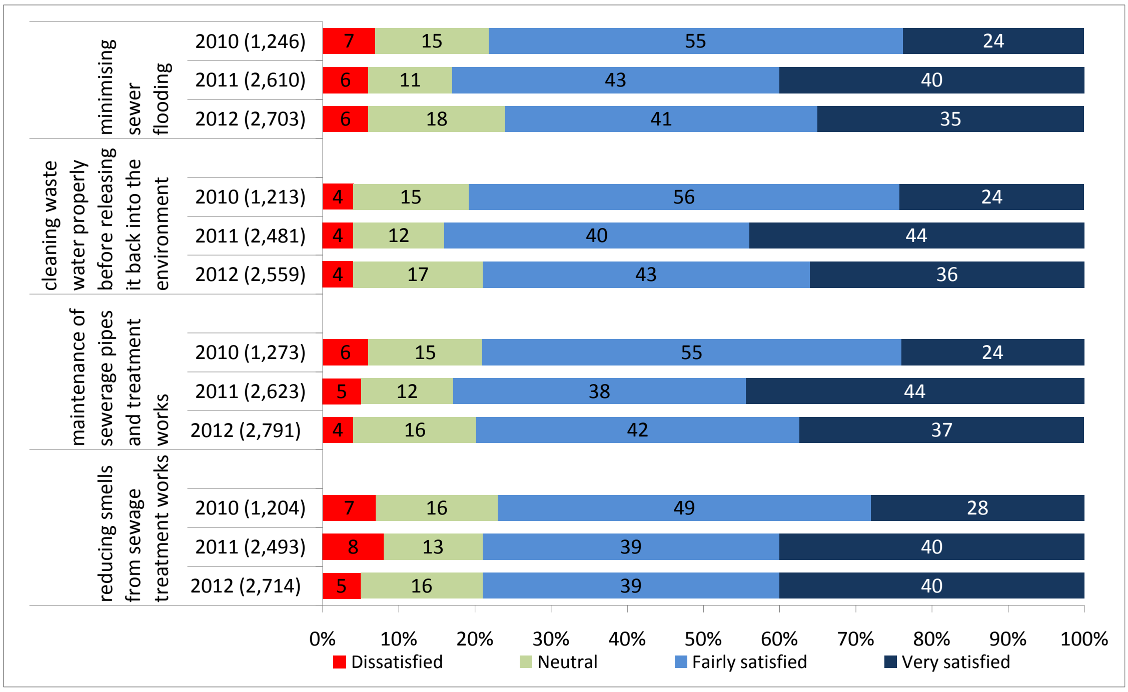
Base: all respondents

5.2 Satisfaction with sewerage services

5.2.1 Respondents were asked to rate their satisfaction across four aspects of sewerage service. All four aspects scored highly.

Figure 38: Satisfaction with elements of sewerage service

Q: How satisfied are you with your sewerage company's management of the following aspects of their service?



Base: all respondents excluding 'don't know' responses and those with a septic tank

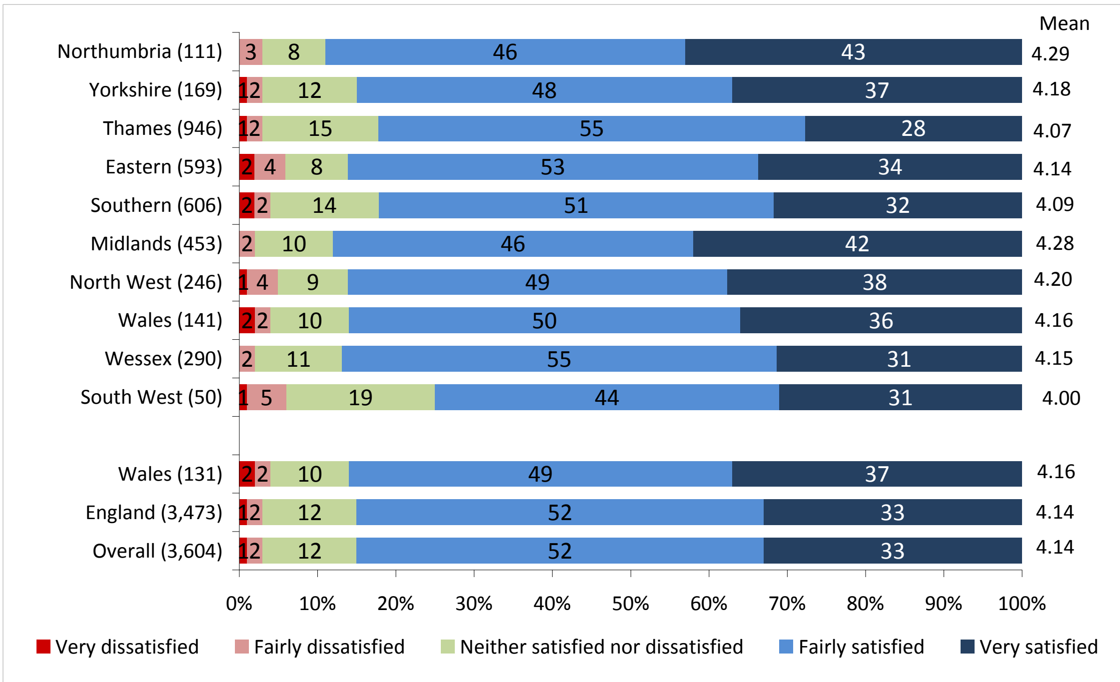
5.2.2 Although the data shown in Figure 38 exclude 'don't know' responses, it is worth highlighting that the following proportions said 'don't know' overall. These responses are likely to indicate that customers have low awareness and/or have experienced no problems with these aspects of their sewerage services and so feel unable to give a satisfaction score:

- reducing smells from sewage treatment works: 28%
- maintenance of sewerage pipes and treatment works: 26%
- cleaning waste water properly before releasing it back into the environment: 32%
- minimising sewer flooding: 28%

5.2.3 Overall satisfaction with sewerage service is highest in the Northumbria (89%) and Midlands (88%) regions and lowest in the South West region (75%), but high, nevertheless, across all regions.

Figure 39: Overall satisfaction with sewerage services

Q: Taking all those aspects into account, overall how satisfied or dissatisfied are you with your sewerage service?

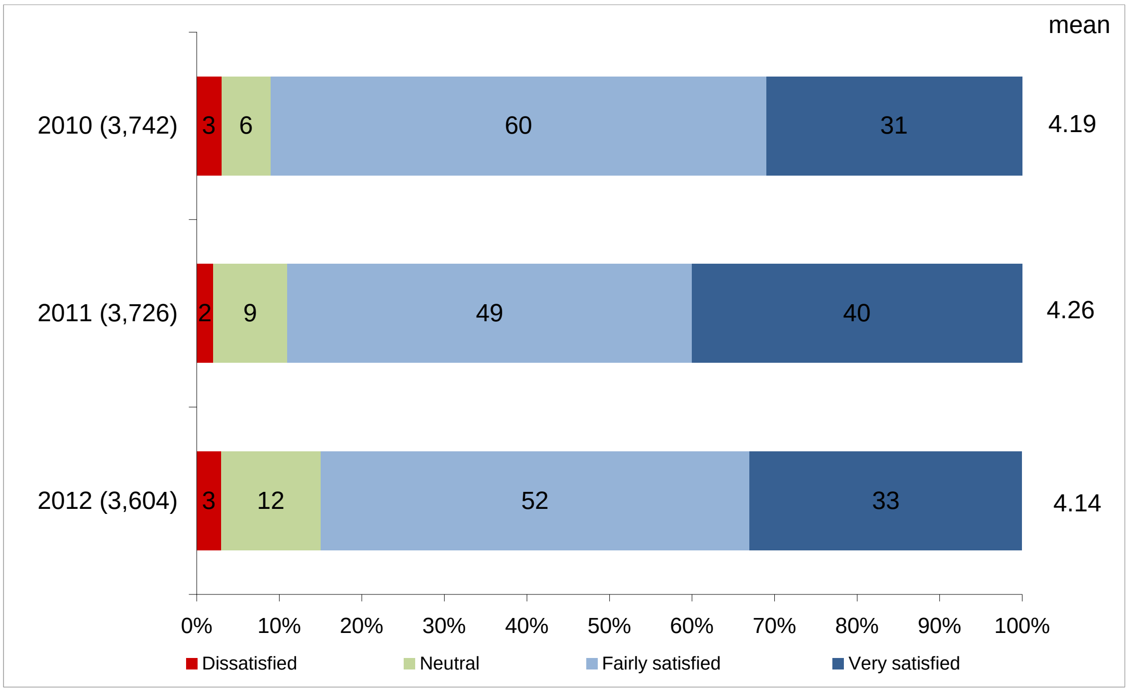


Base: all respondents excluding 'don't know' responses and those with a septic tank

5.2.4 Overall satisfaction with sewerage services is slightly lower in 2012 (85%) compared with previous years, mostly driven by an increase in neutrality (12% in 2012, significantly higher than the 9% in 2011). This should not necessarily be viewed negatively as it is likely to indicate that some customers have experienced no problems with their sewerage services and so feel unable to comment.

Figure 40: Overall satisfaction with sewerage services

Q: Taking all those aspects into account, overall how satisfied or dissatisfied are you with your sewerage service?



Base: all respondents excluding 'don't know' responses and those with a septic tank

5.2.5 Satisfaction was high across all regions, with the lowest net satisfaction in the South West (75%) and the highest in Northumbria (89%).

5.2.6 Rural customers (89% net satisfied) are more satisfied than urban customers (84%).

5.2.7 In addition, respondents are significantly more likely to be very satisfied overall with their sewerage services if they:

- strongly agree that their water and sewerage charges are affordable (64% compared with 27% who agree their charges are affordable and 21% for those who are neutral and 23% for who disagree that their charges are affordable)
- have not contacted their water and/or sewerage company (34% have contacted compared with 27% who have not)
- have not complained to their water and/or sewerage company (34% have not complained compared with 22% who have).

5.2.8 Satisfaction with contact with the water and/or sewerage company has a positive correlation with overall satisfaction with sewerage services:

- respondents who were very satisfied with their contact with their company were significantly more likely to be very satisfied overall with their sewerage services (55%) than those who were satisfied (15%), neutral (27%) or dissatisfied (11%) with their contact
- respondents who were very satisfied with the way their complaint was handled were significantly more likely to be very satisfied overall with their sewerage services (53%) than those who were satisfied (11%) or dissatisfied (13%) with the way their complaint was handled.

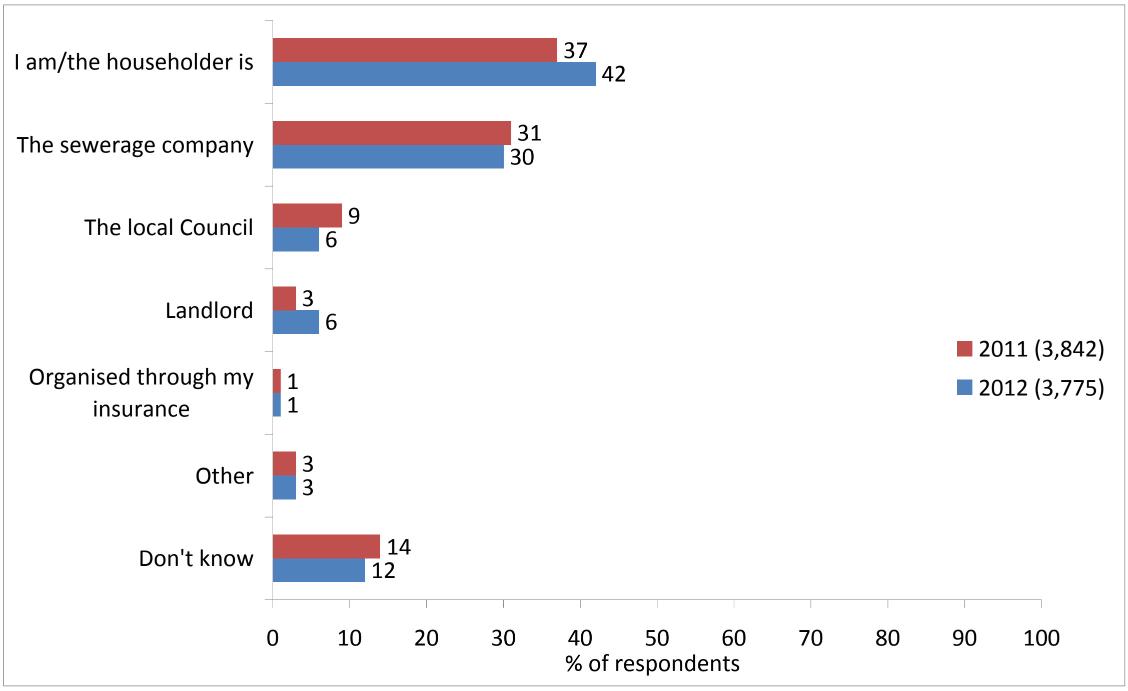
5.3 Responsibility for sewerage pipes

5.3.1 On October 1 2011, the ownership of private sewers and drains was transferred to the sewerage companies. Sewerage companies informed customers of the transfer in the months leading up to the transfer date. A question was therefore added in 2011 to measure awareness for responsibility for maintaining shared sewerage pipes and drains within their property's boundaries.

5.3.2 However, only 30% of customers believe their sewerage company is responsible for the ex-private sewers and drains. This is unchanged from 2011 (31%). This shows that further communication is needed to raise awareness of the new arrangements. Awareness is higher in Wales (36%) than in England (30%).

Figure 41: Maintenance of sewerage pipes

Q: Who do you think is responsible for maintaining any shared sewerage pipes and drains that run within your property's boundaries?



Base: all respondents except those who have a septic tank

6 COMPARISONS WITH OTHER UTILITIES

6.0.1 This section looks at customers' perceptions of water companies compared with those for other utilities, looking in particular at trust and the extent to which companies are considered to care about the service they provide.

Summary

- Water and sewerage companies continue to compare favourably with the energy industry. Respondents were significantly more likely to agree that their water and/or sewerage company cares about the service they give to customers (64%) than their energy provider (57%).
- Customers continue to trust their water and/or sewerage company more than they trust their energy company, with 52% giving their water and/or sewerage company a score of eight to ten, compared with 40% giving their energy company this score.
- Overall satisfaction with the service provided by water and sewerage companies has changed very little this year. In contrast, satisfaction levels with the energy company have fallen this year, with 77% saying they are satisfied compared with 83% last year; this is the lowest level since 2008 (55%).
- A new question was added in 2012: respondents were asked how they would prefer their water and/or sewerage company to share any potential financial benefits with customers. Only 1,570 respondents[6] were asked his question; of these, 52% preferred the company to keep bills lower, even though this may only be by a few pence for each customer, 26% said the company should spend more on improving services that customers are important and 22% would prefer their water and/or sewerage company to help customers who have low incomes and are struggling to pay.

6.1 Companies caring about the service they provide

6.1.1 Water and sewerage companies continue to compare favourably with the energy industry on this measure despite the need of energy companies, unlike the water sector, to consider retention of household customers as part of their business strategies.

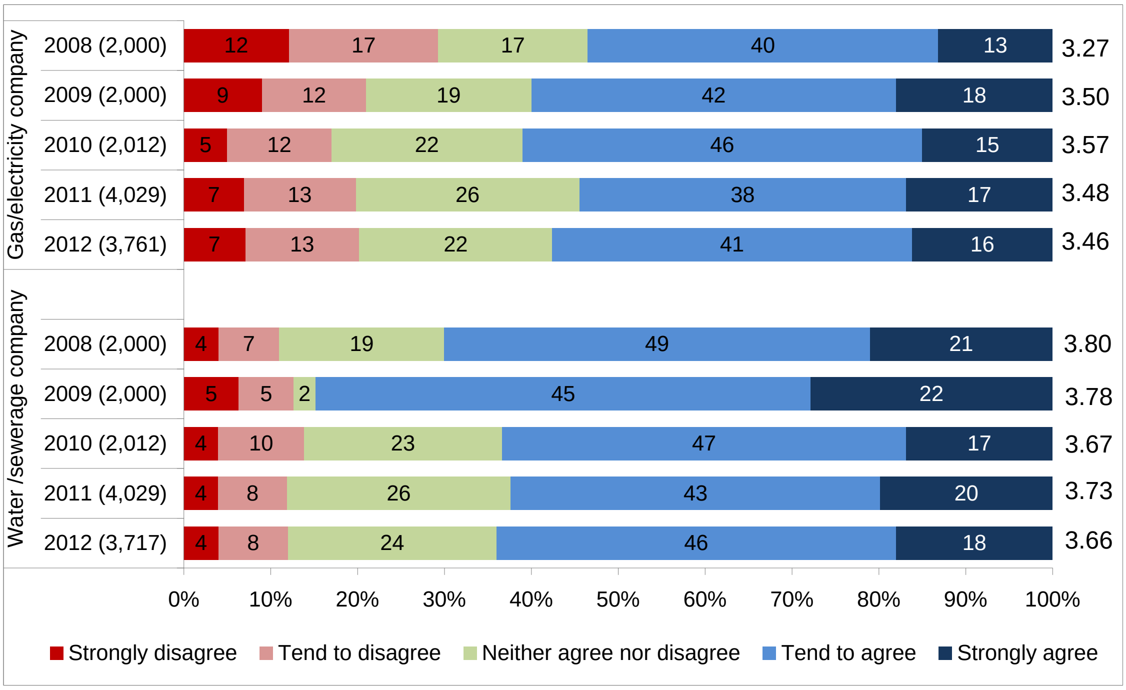
6.1.2 Respondents were significantly more likely to agree that their water and/or sewerage company cares about the service they give to their customers than their energy company does (64% cf 57%).

6.1.3 In 2011, the proportion for water customers was similar at 63%, and for energy it was 55%.

[6] Because of a routing error, this question was not asked of all respondents

Figure 42: Water/sewerage and energy companies care about service provided to customers

Q: How much do you agree or disagree that your (water and) sewerage company / gas/electricity company cares about the service it gives to customers?



Base: all respondents

6.1.4 Customers in the South West (58%) are less likely to say their water and/or sewerage company cares than customers in other regions, while those in Wessex (75%) are more likely to do so.

6.1.5 Significant differences (in net agreement) were found between:

- optant metered customers (73%) compared to non optant metered (60%) and unmetered (63%)
- those aged 75 + years (80%) and those aged 16-74 years (62%)
- DEs (69%) and ABs (60%) and C1C2s (61%)
- those who have not complained (65%) and those who have (45%).

6.1.6 There was stronger agreement in Wales (68%) than in England (63%) but not significantly so.

6.2 Trust in water and sewerage companies compared to energy companies

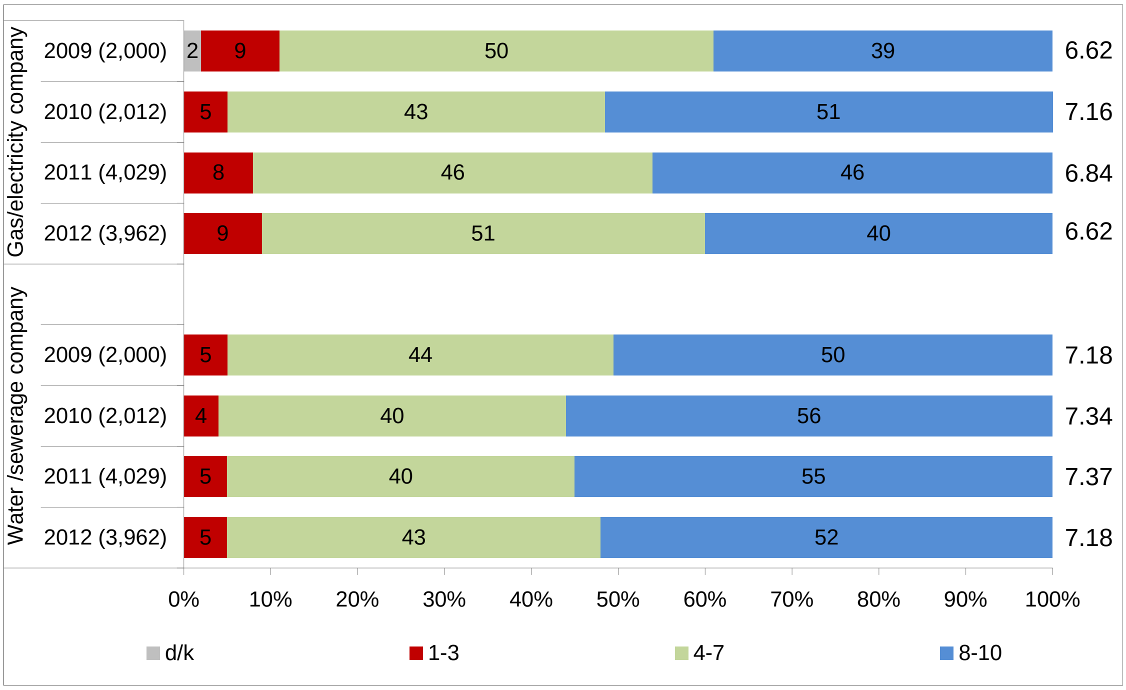
6.2.1 Respondents were asked how much they trust their water and/or sewerage company and energy company on a scale of one to ten, where ten means that they trust them completely and one means they do not trust them at all.

6.2.2 Customers continue to trust their water and/or sewerage company more than they trust their energy company, with 52% giving their water and/or sewerage company a score of eight to ten, compared with 40% for energy companies. Customers are also significantly more likely to say they completely trust their water (and sewerage) company than their energy company (17% compared with 12%). However, trust in their water company has seen a significant decline from 55% giving a score of eight to ten in 2011.

6.2.3 Trust in energy companies has been falling since it peaked in 2010, while trust in water/sewerage companies has remained constant over that time.

Figure 43: Level of Trust in water/sewerage and gas/electricity companies

Q: How much do you trust your (water and) sewerage company / gas/electricity company?



Base: all respondents

6.2.4 Customers in the Eastern (20%) region were significantly more likely to give a rating of 10 for their level of trust in their water/sewerage company than those in the Southern region (12%) or Thames region (14%).

6.2.5 Looking at it by country, customers in Wales are significantly more likely to trust their water/sewerage company completely than those in England (65% giving a rating of 8 to 10 out of 10 compared to 52%).

6.3 Satisfaction with services

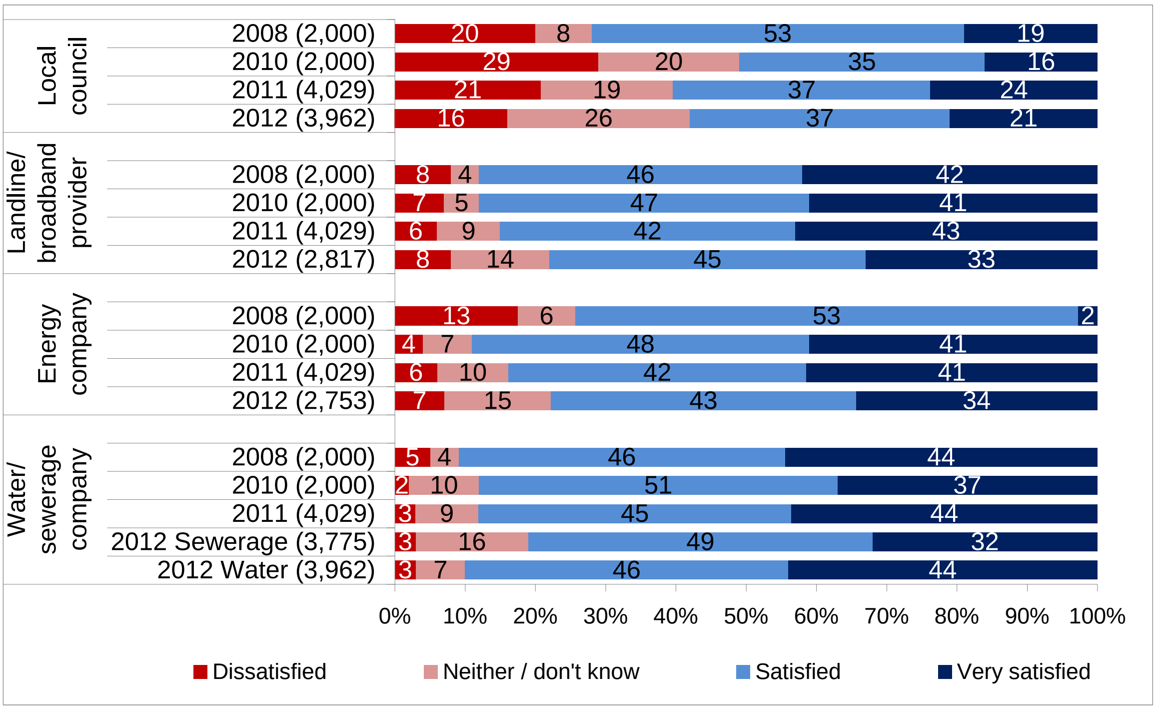
6.3.1 Overall satisfaction with water and sewerage companies has changed very little this year.

6.3.2 However, satisfaction levels with the energy company have fallen this year, with 77% saying they are satisfied compared with 83% last year; this is the lowest since 2008 (55%).

6.3.3 Satisfaction levels remain the lowest for the services provided by the local Council (58%), with very little change since last year (61%) so maintaining the significant increase made against 2010.

Figure 44: Overall satisfaction with household service providers

Q: Overall, how satisfied are you with your…?



Base: all respondents

6.4 Sharing the benefits of financial success

6.4.1 A new question was added in 2012 although in the event it was not asked of all respondents. Respondents were asked how they would prefer their water and/or sewerage company to share any potential financial benefits with customers.

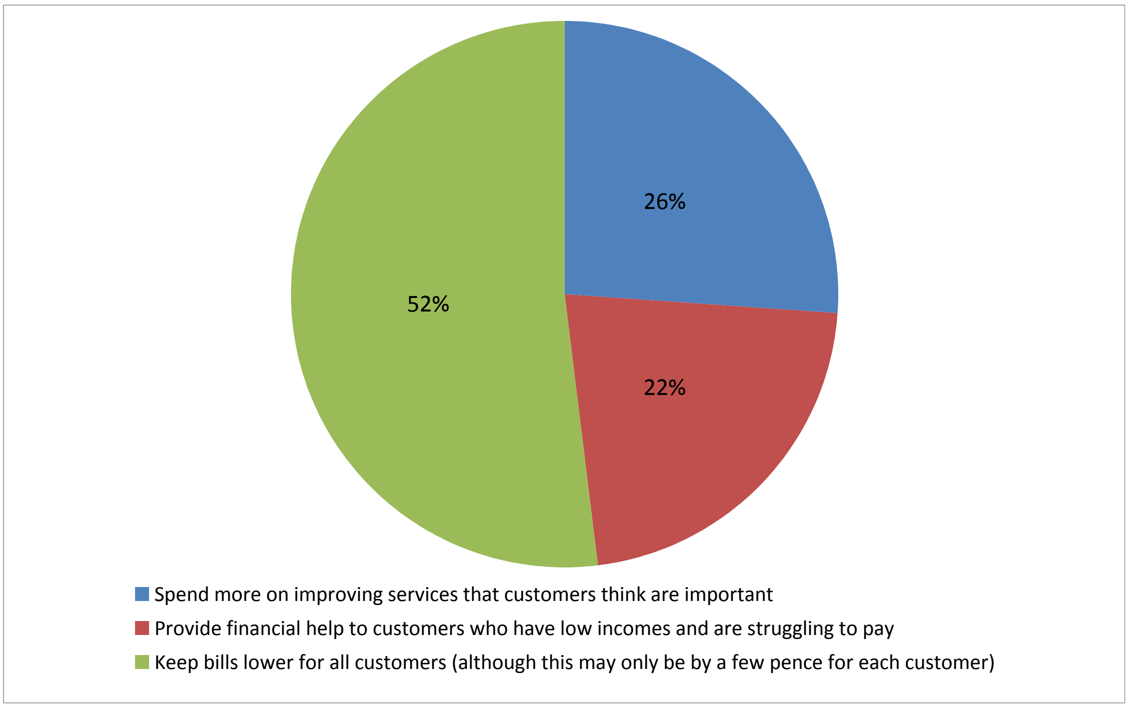
6.4.2 Half (52%) preferred any financial benefits to keep bills lower, even though this may only be by a few pence for each customer.

6.4.3 A quarter (26%) said the company should spend more on improving services that customers believe are important.

6.4.4 Just a fifth (22%) would prefer their water and/or sewerage company to help customers who have low incomes and are struggling to pay.

Figure 45: Sharing the benefits of out-performance with customers

Q: Sometimes companies perform better than expected and they agree to share the financial benefits of this with customers. If this happens, which one of the following would you prefer them to do?



Base: 1,353

7 SPEAKING UP FOR WATER CONSUMERS

7.0.1 This section looks at customers' views on the importance of CCWater as a consumer organisation and finds out how water customers would go about contacting CCWater should they need to.

Summary

- More than nine out of ten respondents (94%) agree that it is important to have a consumer body representing their interests in the water and sewerage industry. A third (34%) say that it is absolutely essential (an increase on last years' 24%), 42% say it is very important and 19% say it is fairly important
- Half said they would use an internet search engine to find contact details for CCWater. Nine per cent would look on the back of their water bill but over a quarter (27%) say they do not know where they would look.

7.1 Perceived importance of CCWater

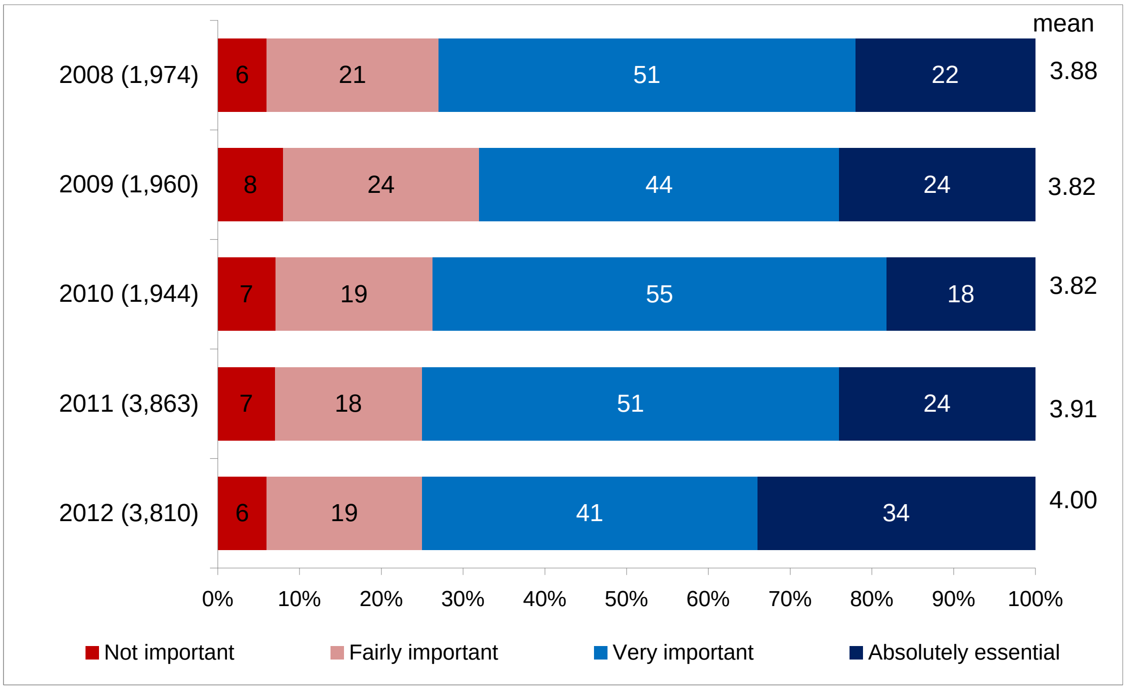
7.1.1 The vast majority of customers (94%) say it is important to have a consumer body representing their interests about the water and sewerage services they receive – a similar proportion to last year (93%).

7.1.2 This year a third (34%) say that it is absolutely essential to have a consumer body, compared with a quarter (24%) last year.

7.1.3 Just 6% say it is not important to have a consumer body representing their interests within the water industry compared to 7% last year.

Figure 46: Importance of having a consumer body to protect water customers' interests

Q: How important is it to you to have a consumer body representing your interests about the water and sewerage services you receive?



Base: all respondents, excluding 'don't know' responses

7.1.4 Customers who have complained to their water/sewerage company (49%) are significantly more likely than those who have not (33%) to say a consumer body is absolutely essential.

7.1.5 Respondents were asked to say, unprompted, where they would look for CCWater's contact details if they should require them. Respondents were allowed to give more than one answer.

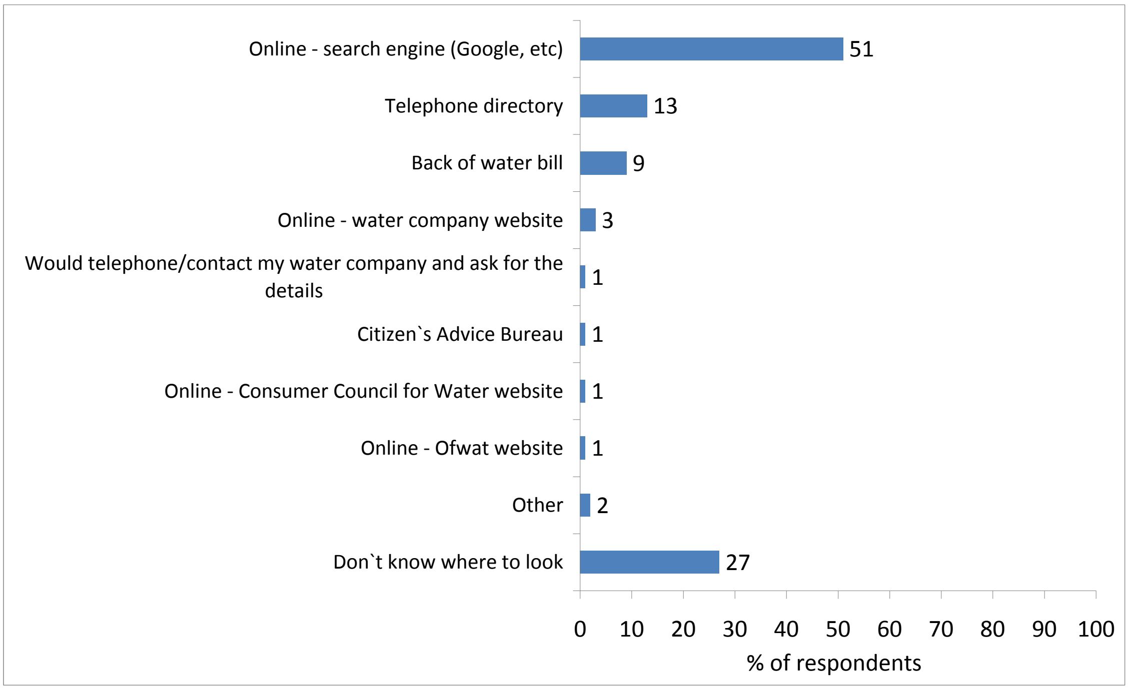
7.1.6 The internet is the first port of call for most customers. Half (51%) said they would search online using a search engine such as Google, an increase on the 37% saying this last year.

7.1.7 Thirteen per cent said they would look in the telephone directory (compared with 18% last year) and 9% would look on the back of their water bill (17% last year).

7.1.8 More than a quarter (27%) would not know where to look – an improvement on the 31% saying this last year.

Figure 47: Where to look for CCWater contact details

Q: If you wanted to get in touch with Consumer Council for Water, do you know where to look for their contact details?



Base: all respondents (3,962)

CONCLUSIONS

- Satisfaction with water and sewerage supplies remains high at 90% for water and 85% for sewerage.
- The intensity of satisfaction with the value for money of both water and sewerage services has remained high at over one quarter very satisfied.
- Satisfaction with value for money remains lowest for the South West region where charges are higher than average. However, their satisfaction levels with water have improved significantly since last year, from 35% to 52% in 2012, and with sewerage from 39% to 50%.
- Satisfaction with value for money of water and sewerage services is on a par with electricity and gas (all 71%) and higher than dual fuel at 66%.
- The proportion of customers who perceive water and sewerage charges to be fair has dropped significantly from last year (60% compared with 67% in 2011).
- Perceived affordability has fallen significantly for WaSC customers from 74% in 2011 to 67% in 2012, and for WoC customers from 78% to around 70%.
- Awareness of the WaterSure/Welsh Water Assist tariff doubled from 6% last year to 12%. The proportion interested in finding out more about this scheme has increased from 2011 (from 8% to 11%) but is still lower than in 2010 (18%).
- After falling in 2010, the proportion aware of services for elderly and/or disabled customers increased to 20% in 2011 and has increased further to 25% in 2012. The proportion interested in finding out more about these services has remained stable (8%, compared with 9% in 2011).
- The proportion of customers aware of the right to claim compensation if a company fails to meet certain service standards has increased slightly from 40% in 2011 to 44% in 2012.
- The proportion of those who would contact their water company if they were struggling to pay their bills has fallen when compared with 2011 (70% in 2012; 77% in 2011).
- The survey reflects increased levels of metering in England and Wales (46%, up significantly from 36% in 2011).
- Seven in ten (69%) said that they are doing something at home to try and use less water – this compares with 67% last year but is down when compared with 2010 (76%). Those in England were significantly more likely to say they had taken action to reduce their use of water than those in Wales (69% and 59% respectively).
- Awareness of using water wisely campaigns has increased slightly from 2011 (up from 55% to 60% in 2012) and was higher in England (61%) than in Wales (42%).

- As in 2011, awareness of items which should not be disposed of down the toilet/sink/drain is lower than in 2010. Two fifths (40%) of customers are not clear as to what may acceptably be disposed of down the toilet, sink or drain, an increase from 33% last year. In 2011 and 2012, respondents were asked to consider two new items – tissues and baby wipes – and a third of respondents believe it is acceptable to dispose of tissues down the toilet.

- In October 2011, the ownership of private drains and sewers transferred from householders to water and sewerage companies. However, this message has only reached about a third of households, and four in ten (42%) incorrectly think that the responsibility for maintaining formerly private drains still sits with the householder. This remains unchanged from 2011. Awareness that water and sewerage companies are responsible for ex-privates sewers and drains was, however, higher among those in Wales.

- Four in five respondents say they prefer to drink tap water to bottled still water. However, just a little more than half (56%) are likely to order tap water when eating out.

- There are some regional differences with those in the Wessex, Eastern and North West regions most likely to drink tap water (83%) and those in the South West least likely (70%).

- However, the decision to drink bottled water is also driven by other factors. For example:

  - Those aged 60 years or younger are less likely to agree that they drink tap water than those over 60.

- There are some differences between England and Wales where customers in Wales show greater intensity of satisfaction than those in England. Key examples include value for money with water and sewerage services and overall satisfaction with water supply.

- For the first time, key driver analysis was conducted across service measures for value for money of water and of sewerage services and satisfaction with contact.

  - There are no particular service aspects which customers would like to see improved in terms of value for money, although customers do want to see these services maintained.

  - For satisfaction with contact, keeping customers informed of progress with any enquiries which are not resolved at point of contact emerged as being an important driver of satisfaction with service, and there is an appetite to see this improved.

  - Satisfaction with contact is significantly and positively correlated with satisfaction with value for money and satisfaction with both water and sewerage services. So an improvement in this measure could have a positive effect on customer perceptions of value for money.

APPENDIX A

Questionnaire

Annual Tracker Questionnaire, post pilot

Introduction

Good morning/afternoon/evening. My name is ... and I am calling from Accent. Accent is an independent market research company and we are carrying out a survey about water and sewerage services on behalf of Consumer Council for Water. Consumer Council for Water is the Consumer body for the water industry, providing a national voice for water and sewerage consumers. They want consumers to receive high standards and good value for money in water and sewerage services, comparing well with the best of other service areas. Could you spare some time to answer some questions?

The survey should take around 20 minutes and is used to help ensure that you get a good service from your water company. We would like you to give your honest opinions as this is completely confidential and we can assure you that our discussion will be undertaken under the strict Code of Conduct of the Market Research Society.

First I would like to ask you some questions to ensure that you are eligible to take part in the survey:

Q1. Are you the water bill payer in your household? **INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS THAT THEY PAY THEIR WATER BILL AS PART OF RENT CODE AS 2 (CLOSE). SINGLE CODE**

1 Yes **Q2**
2 No
85 Don't know

IF NO/DON'T KNOW (CODE 2 OR 85), ASK IF THERE IS SOMEBODY ELSE IN THE HOUSEHOLD WHO IS THE BILL PAYER. IF YES, INTERVIEW THAT PERSON. IF NO, THANK AND CLOSE

Q2. And which of the following applies to the way you pay your bills… **READ OUT**

1 Sole bill payer
2 You share payment of the bill with spouse/partner
3 You share payment of the bill as part of shared house
4 Other (please specify)
85 Don't know

Q3. Do you or any member of your family work in: **READ OUT**

1 The water industry i.e. work for a water company **CLOSE**
2 A consumer organisation eg Consumer Focus or Consumer Direct, Which?, Citizens Advice Bureau **CLOSE**
3 Market Research **CLOSE**
87 None of the above

Q4a. Who is your water company? (This may be a company which deals with your sewerage too.)

SINGLE CODE – PROMPT WITH HIGHLIGHTED COMPANIES IF NECESSARY

1 Anglian Water Services Ltd
2 Dŵr Cymru Cyfyngedig (Welsh Water)
3 Northumbrian Water Ltd
4 Severn Trent Water Ltd
5 South West Water Ltd
6 Southern Water Services Ltd
7 Thames Water Utilities Ltd
8 United Utilities Water Plc (North West Water)
9 Wessex Water Services Ltd

10 Yorkshire Water Services Ltd

(Water only companies)
11 Bournemouth Water Plc (Sembcorp)
12 Bristol Water Plc
13 Cambridge Water Company Plc
14 Cholderton & District Water Company Ltd **CLOSE**
15 Dee Valley Water Plc
16 Essex & Suffolk Water
17 Affinity Water Southeast (formerly Veolia Water Southeast Ltd and, before that, Folkestone & Dover Water Services)
18 Hartlepool Water Plc
19 Portsmouth Water Plc
20 South East Water Plc (including Mid Kent Water Plc)
21 South Staffordshire Water Plc
22 Sutton & East Surrey Water Plc
23 Affinity Water East (formerly Veolia Water East Ltd and, before that, Tendring Hundred Water Services)
24 Affinity Water Central (formerly Veolia Water Central Ltd and, before that, Three Valleys Water)

85 Don't know

CODES 1-10 GO TO Q4B
CODES 11-24 GO TO Q4bi
CODE 85 GO TO POSTCODE

POSTCODE: IF DON'T KNOW AT Q4A, REFER TO SAMPLE AND ASK Can you confirm that your postcode is [##] [##]?
1 yes
2 no **ENTER CORRECT POSTCODE (FIRST PART AND FIRST DIGIT OF SECOND PART ONLY)**

REFER TO LOOK UP AND SAY: In your area, your water company is likely to be […]. Does that help?
1 yes **CODE AT Q4a**
2 no **THANK AND CLOSE**

ASK IF 1-10 (IE WASC) AT Q4a
Q4b. And do they also provide your sewerage services, or do you have a septic tank?
1 Provide sewerage services
2 Have septic tank
3 A different company provides my sewerage services **CLOSE**
85 Don't know

ASK IF 11-24 (IE WOC) AT Q4a. OTHERS GO TO
Q4bi. Do you have a septic tank?
Yes 1 **Q6**
No 2 **Q4b**

ASK IF 11-24 (IE WOC) AT Q4a
Q4bii. Were you aware that your sewerage services are provided by another company?
Yes 1 **Q4c**
No 2 **POSTCODE3**

ASK IF YES AT Q4bi
Q4c. And who is your sewerage company?
ADD IF NECESSARY: the bill from your water company will also say who provides your sewerage services.
SINGLE CODE – PROMPT WITH HIGHLIGHTED COMPANIES IF NECESSARY

1 Anglian Water Services Ltd
2 Dŵr Cymru Cyfyngedig (Welsh Water)
3 Northumbrian Water Ltd
4 Severn Trent Water Ltd
5 South West Water Ltd
6 Southern Water Services Ltd
7 Thames Water Utilities Ltd
8 United Utilities Water Plc (North West Water)
9 Wessex Water Services Ltd
10 Yorkshire Water Services Ltd
85 Don't know **GO TO POSTCODE 2**

POSTCODE2: IF DON'T KNOW AT Q4C, REFER TO SAMPLE AND ASK Can you confirm that your postcode is [##] [##]?

1 yes
2 no **ENTER CORRECT POSTCODE (FIRST PART AND FIRST DIGIT OF SECOND PART ONLY)**

REFER TO LOOK UP AND SAY: In your area, your sewerage company is likely to be […]. Does that help?

1 yes **CODE AT Q4c**
2 no

POSTCODE3 ASK IF Q4A = 85 OR Q4C = 85; OTHERS GO TO Q6

FIRST PART AND FIRST DIGIT OF SECOND PART ONLY

SECTION A – COMPANY INFORMATION

Drop all Q5 until 2012-13
ASK ALL WITH SINGLE BILL (NO MATCH ON POSTCODE LOOKUP)
Q5a How much do you agree or disagree that your water and sewerage bill makes it clear how much needs to be paid and when? **SINGLE CODE**

Strongly agree 1
Tend to agree 2
Neither agree nor disagree 3
Tend to disagree 4
Strongly disagree 5
Don't know 85

ASK ALL WITH SEPARATE BILLS (POSTCODE LOOKUP)
Q5ai How much do you agree or disagree that your water bill makes it clear how much needs to be paid and when? **SINGLE CODE**

Strongly agree 1
Tend to agree 2
Neither agree nor disagree 3
Tend to disagree 4
Strongly disagree 5
Don't know 85

ASK ALL WITH SEPARATE BILLS (POSTCODE LOOKUP)
Q5aii How much do you agree or disagree that your sewerage bill makes it clear how much needs to be paid and when? **SINGLE CODE**
Strongly agree 1
Tend to agree 2
Neither agree nor disagree 3
Tend to disagree 4
Strongly disagree 5
Don't know 85

ASK ALL WITH SINGLE BILL (NO MATCH ON POSTCODE LOOKUP)
Q5b. And do you agree or disagree that it is clear how the final amount of your bill was reached?
SINGLE CODE
Strongly agree 1
Tend to agree 2
Neither agree nor disagree 3
Tend to disagree 4
Strongly disagree 5
Don't know 85

ASK ALL WITH SEPARATE BILLS (POSTCODE LOOKUP)
Q5bi. And do you agree or disagree that it is clear how the final amount of your water bill was reached?
SINGLE CODE
Strongly agree 1
Tend to agree 2
Neither agree nor disagree 3
Tend to disagree 4
Strongly disagree 5
Don't know 85

ASK ALL WITH SEPARATE BILLS (POSTCODE LOOKUP)
Q5bii. And do you agree or disagree that it is clear how the final amount of your sewerage bill was reached?
SINGLE CODE
Strongly agree 1
Tend to agree 2
Neither agree nor disagree 3
Tend to disagree 4
Strongly disagree 5
Don't know 85

Q6. Thinking first about value for money, how satisfied or dissatisfied are you with the **value for money** of the **water** services in your area?
SINGLE CODE
1 Very satisfied
2 Fairly satisfied
3 Neither satisfied nor dissatisfied
4 Fairly dissatisfied
5 Very dissatisfied
85 Don't know

DO NOT ASK IF CODE 2 AT Q4b OR 1 AT Q4bi (SEPTIC TANK)
Q7. How satisfied or dissatisfied are you with the **value for money** of the **sewerage** services in your area?
SINGLE CODE
1 Very satisfied
2 Fairly satisfied
3 Neither satisfied nor dissatisfied
4 Fairly dissatisfied
5 Very dissatisfied
85 Don't know

ASK ALL
Q9. We would like to ask you a couple of questions about your gas and electricity suppliers. Does the same company provide your gas and electricity?
1 Yes – both gas and electricity from same company
2 No – gas and electricity from separate companies
3 Don't have mains gas
85 Don't know

Q10comms. Which of the following describes your phone and internet provision?
1 My landline and broadband (internet) are provided by the same company
2 My landline and broadband (internet) are provided by different companies
3 I don't have a landline
4 I don't have broadband (internet access)
5 I have neither landline nor broadband (internet access)

Q10 Thinking about the value for money that you receive from other household service providers, how satisfied or dissatisfied are you with the value for money from services such as…?: **READ OUT**
EACH SERVICE & SINGLE CODE
Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 89= not applicable.

a) Your energy supplier (gas and electricity)
b) Your gas supplier **[IF SEPARATE COMPANIES AT Q9]**
c) Your electricity supplier **[IF NO MAINS GAS/SEPARATE COMPANIES AT Q9]**
dd) Your comms supplier, ie the company who provides your telephone landline and broadband (internet) services
d) Your telephone landline supplier **[IF SEPARATE COMPANIES AT Q10COMMS]**
e) Council Tax
f) Your home broadband provider **[IF SEPARATE COMPANIES AT Q10COMMS]**

ASK Q11 IF CODE IS HIGHER FOR Q10a/b/c THAN Q6 OR Q7; DO NOT ASK IF Q6 = CODE 85 (DON'T KNOW)
Q11 Why do you say that you are more satisfied with the value for money from your [Q9=1: energy] (Q9=2 or 3:gas/electricity] supplier than the value for money from your [Q4b = 2 or Q4bi = 1: water] [water and sewerage] services? **DO NOT READ OUT. MULTICODE**
1 Cheaper/better value
2 Able to switch/not a monopoly
3 Better service
4 No complaints/problems
5 Fixed rate from energy supplier
6 More information/communication
80 Other (please specify)
85 Don't know

ASK ALL
Q12 How much do you agree or disagree that the [Q4b = 2 or Q4bi = 1: water] [water and sewerage] charges that you pay are fair?
SINGLE CODE
1 Strongly agree **Q14**
2 Tend to agree **Q14**
3 Neither agree nor disagree **Q14**
4 Tend to disagree **Q13**
5 Strongly disagree **Q13**
85 Don't know **Q14**

ASK Q13a/b IF DISAGREE AT Q12 (CODES 4-5)
Q13a. Why do you think that the [Q4b = 2 or Q4bi = 1: water] [water and sewerage] charges that you pay are unfair? **PROBE FULLY. RECORD EXACT VERBATIM. OPEN QUESTION INSTRUCTION: INTERVIEWER CODE RESPONSE AT PREVIOUS QUESTION FROM LIST BELOW.**
MULTICODE
1 Expensive/prices have risen
2 Rates are unfair/should depend on size of household
3 Profits/shareholder paid too much
4 Poor/inefficient service
5 Poor water quality
6 Prices vary by region/prices should be the same everywhere
80 Other (please specify)
85 Don't know

ASK ALL WaSCs (Q4a/1-10)
Q14. How much do you agree or disagree that the [Q4b = 2 or Q4bi = 1: water] [water and sewerage] charges that you pay for are affordable to you? **SINGLE CODE**
1 Strongly agree
2 Tend to agree
3 Neither agree nor disagree
4 Tend to disagree
5 Strongly disagree
85 Don't know

ASK ALL WOCs (Q4a/11-24)
Q14a. How much do you agree or disagree that the **water** charges that you pay for are affordable to you? **SINGLE CODE**
1 Strongly agree
2 Tend to agree
3 Neither agree nor disagree
4 Tend to disagree
5 Strongly disagree
85 Don't know

ASK ALL WOCs WITHOUT SEPTIC TANK (Q4a/11-24 AND Q4bi/2)
Q14b. How much do you agree or disagree that the **sewerage** charges that you pay for are affordable to you? **SINGLE CODE**
1 Strongly agree
2 Tend to agree
3 Neither agree nor disagree
4 Tend to disagree
5 Strongly disagree
85 Don't know

SECTION B – CONSUMER RIGHTS AND RESPONSIBILITY

Q15. How likely would you be to contact your water and/or sewerage company if you were worried about paying your bill? **READ OUT**

1 Very likely
2 Fairly likely
3 Not very likely
4 Not at all likely
85 Don't know

Q16a. Does your household have a water meter? **SINGLE CODE**

1 Yes
2 No
85 Don't know

RESPONDENTS WITH A METER (Q16a/1)

Q16b. Which of the following applies to you?

1 Your property already had a meter when you moved in
2 You asked for a meter to be fitted
3 You had to have a meter fitted
80 Other (please specify)
85 Don't know

ASK ALL

Q17. Were you aware that …: **SINGLE CODE FOR EACH STATEMENT**

1 Yes
2 No
85 Don't know

a) When requested, water meters are fitted free of charge
b) If you ask for a meter to be fitted, you have 12 months to decide whether or not you like it. If you decide you don't like it, you can go back to a water rate charge for your property. There are no extra charges made for trialling this service.

[DO NOT ASK OF AFFINITY WATER SE (17), SOUTHERN WATER (6) OR SOUTH EAST WATER (20) AT Q4a]

INTERVIEWER NOTE: If asked, the water meter itself stays within the property. Also, if you move into a property that is charged for water via a meter you cannot go back to a water rate charge.

ASK ALL

Q18. Are you aware of or are you currently on the WaterSure tariff (Welsh Water Assist - IF CODE 2 AT Q4a)? This was introduced to help people in low income groups who need to use a lot of water

READ OUT. SINGLE CODE

1 Yes, have heard of it but do not need it
2 Yes, have subscribed to it
3 No, but would like to know more
4 No, but do not need it
85 Don't know

Q18a **IF Q18 = 3, SAY**: I can give you the telephone number for your water company at the end of the interview, if you wish.

1 Yes please **(SHOW Q69A AT END)**
2 No thank you

Q19. Are you aware of your water company's services for elderly and/or disabled customers? These might include services for sight impaired people such as large print or Braille leaflets and bills, passwords to ensure callers from the company are genuine, or customers on dialysis who need constant availability of supply.
READ OUT. SINGLE CODE
1 Yes, have heard of it but do not need it
2 Yes, have subscribed to it
3 No, but would like to know more
4 No, but do not need it
85 Don't know

Q19a **IF Q19 = 3, SAY**: I can give you the telephone number for your water company at the end of the interview, if you wish.

1 Yes please **(SHOW Q69B AT END)**
2 No thank you

Q20. Were you aware that if your [Q4b = 2 or Q4bi = 1: water] [water and/or sewerage] company fails to meet certain customer service standards for reasons within their control you may be entitled to compensation?
SINGLE CODE
1 Yes, was aware
2 No, was not aware
85 Don't know
INTERVIEWER NOTE: If asked, information on service standards and the occasions when customers may be entitled to compensation can be obtained from your water company or their website

---

Q20a. Who do you think is responsible for maintaining the water pipes within your property's boundaries?
DO NOT PROMPT, SINGLE CODE.
1 I am/the householder
2 Landlord
3 Organised through my insurance
4 The local Council
5 The water company
80 Other (please specify)
85 Don't know
INTERVIEWER NOTE: If asked after responding, the correct answer is that the homeowner is responsible for the maintenance of water pipes at their home up to the boundary of their property (i.e. where the property meets the public highway

---

DO NOT ASK IF CODE 2 AT Q4b OR 1 AT Q4bi (SEPTIC TANK)
Q20b. Who do you think is responsible for maintaining any shared sewerage pipes and drains that run within your property's boundaries? **DO NOT PROMPT, SINGLE CODE.**
1 I am/the householder
2 Landlord
3 Organised through my insurance
4 The local Council
5 The water company
80 Other (please specify)
85 Don't know
INTERVIEWER NOTE: If asked after responding, the correct answer is that the sewerage company is responsible for the maintenance of sewerage pipes and drains which serve more than one property, including those within your property boundary.

The homeowner is responsible for maintaining a sewer or drain when it serves their property only and is within the boundary of their property.

Q21. Have you contacted your [Q4b = 2 or Q4bi = 1: water] [water and/or sewerage] company to make an enquiry in the past 12 months?

SINGLE CODE

1 Yes – water and sewerage company **Q22**
2 Yes – water company **Q22**
3 Yes – sewerage company **Q22**
4 No **Q23**
85 Don't know **Q23**

ASK IF YES (CODES 1, 2O OR 3) AT Q21

Q22. Why did you contact them?

DO NOT READ OUT. MULTICODE

1 To make a complaint
2 To make an enquiry relating to drought/water shortage
3 To make an enquiry relating to flooding
4 To make an enquiry about sewers and drains (transfer)
5 Billing enquiry
6 No supply/supply issue
7 To report a leak
8 To change to/ask for a water meter
9 Water quality
10 Water pressure
11 Sewerage problem
12 To enquire about programme to fit meters
13 To enquire about hosepipe ban
80 Other (please specify)
85 Don't know

DO NOT ASK IF CODE 1 INCLUDED AT Q22

Q23. Have you made a complaint to your [Q4b = 2 or Q4bi = 1: water] [water and sewerage] company in the past 12 months?

SINGLE CODE

1 Yes – water and sewerage company
2 Yes – water company
3 Yes – sewerage company
4 No
85 Don't know

ASK IF YES (CODES 1, 2 OR 3) AT Q21 OR IF YES (CODES 1, 2 OR 3) AT Q23; OTHERWISE GO TO Q28

Q24. Thinking about your contact with your [Q4b = 2 or Q4bi = 1: water] [water and/or sewerage] company, overall how satisfied were you with:

Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4= Fairly dissatisfied, 5= very dissatisfied, 85= don't know 89= not applicable.

READ OUT EACH STATEMENT & SINGLE CODE

a) The ease of contacting someone who was able to help you
b) The quality/ clarity of information provided
c) The knowledge and professionalism of staff
d) The feeling that your query had been, or would be, resolved
e) The way that the water company has kept you informed of progress with your enquiry (and /or) claim

ASK ALL CODED 1, 2 OR 3 AT Q21
Q25. Taking everything into account, overall how satisfied or dissatisfied were you with the contact with your [Q4b = 2 or Q4bi = 1: water] [water and/or sewerage] company?
SINGLE CODE
1 Very satisfied
2 Fairly satisfied
3 Neither satisfied nor dissatisfied
4 Fairly dissatisfied
5 Very dissatisfied
85 Don't know

ASK ALL CODED 1 AT Q22 OR 1, 2 OR 3 AT Q23
Q28. Overall how satisfied or dissatisfied were you with the way your complaint was handled by your water [and/or sewerage] company?
SINGLE CODE
1 Very satisfied **Q31**
2 Fairly satisfied **Q31**
3 Neither satisfied nor dissatisfied **Q30C**
4 Fairly dissatisfied **Q30C**
5 Very dissatisfied **Q30C**
85 Don't know **Q31**

ASK ALL WHO COMPLAINED (CODED 1 AT Q22 OR 1, 2 OR 3 AT Q23) AND WHO ARE DISSATISFIED (Q28 = 3, 4 OR 5)
Q30c. In your opinion, do you feel that the complaint has been resolved?
1 Yes
2 No
85 Don't know

ASK IF NO AT Q30c. OTHERS GO TO Q31
Q30d. What further action, if any, did you take?
....
1 Did not take any further action

SECTION C – ENERGY SUPPLIERS

ASK ALL
Q31. Have you made a complaint to your [Q9=1: energy] [Q9=2 gas or electricity] [Q9=3: electricity] supplier(s) in the last 12 months?
1 Yes – Energy (gas and electricity)
2 Yes – Gas
3 Yes – Electricity
4 No
85 Don't know
INTERVIEWER NOTE: IF MORE THAN ONE COMPLAINT MADE, PLEASE ASK RESPONDENT TO CONCENTRATE ON MOST RECENT ONE.

Q34. Overall how satisfied or dissatisfied were you with the way your complaint was handled by your [Q9=1: energy] [Q9=2 gas or electricity] [Q9=3: electricity] company?
SINGLE CODE
1 Very satisfied
2 Fairly satisfied
3 Neither satisfied nor dissatisfied
4 Fairly dissatisfied
5 Very dissatisfied

85 Don't know

ASK ALL WHO COMPLAINED (Q31/1-3)
Q36a. In your opinion, do you feel that the complaint has been resolved?
1 Yes 1
2 No 2
85 Don't know 85

ASK IF NO AT Q36a. OTHERS GO TO Q37
Q36b. What further action, if any, did you take?
....
1 Did not take any further action

SECTION D – WATER ON TAP

ASK ALL
Q37. How satisfied are you with the following aspects of your water supply: **READ OUT EACH STATEMENT & SINGLE CODE**
Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 89= not applicable.
a) The colour and appearance of your tap water
b) Taste and smell of tap water
c) Hardness/softness of your water
d) The safety of your drinking water
e) The reliability of your water supply
f) Your water pressure

Q38a. Taking all those aspects of your water supply service into account, **overall** how satisfied or dissatisfied are you with your water supply? **SINGLE CODE**
1 Very satisfied
2 Fairly satisfied
3 Neither satisfied nor dissatisfied
4 Fairly dissatisfied
5 Very dissatisfied
85 Don't know

Drop Q38b and Q38c in 2012
Q38b. Do you think your water supply service has got better, worse or stayed the same over the past year?
PROBE TO CODE. SINGLE CODE ONLY.
Much better 1
Slightly better 2
About the same 3
Slightly worse 4
Much worse 5
Don't know 85

ALL SAYING BETTER/WORSE (Q38b/1,2,4,5)
Q38c Why do you think the service has been [text sub: better/worse]?
OPEN RESPONSE
Don't know 85

Q38d *(New question in 2012*) How much do you agree or disagree that you usually drink tap water rather than still bottled water? **READ OUT. SINGLE CODE**

1 Strongly agree
2 Tend to agree
3 Neither agree nor disagree
4 Tend to disagree
5 Strongly disagree
85 Don't know

Q38e *(New question in 2012)* When eating out in cafés or restaurants, how likely are you to ask for tap water to be brought to your table instead of still bottled water?

1 Very likely
2 Quite likely
3 Neither likely nor unlikely
4 Unlikely
5 Very unlikely

Q38f (Q16a=1) Metered customers only. Are you using less water to try and save money on your water bill?

1 yes
2 no

Q38g Do you look for information on how to save money on water and sewerage bills? [If Q4b = 2 or Q4bi = 1, pls say "…on water bills"]

1 yes
2 no

Q38h (If Q38g = 1) Where do you look? **DO NOT READ OUT**

1. Water company's website
2. CCWater website
3. WaterWise
4. Other on line/internet search
5. Information with water bill
6. Local newspaper
7. National press

80 Other (please specify)

Q39. What actions, if any, have you and your household taken to reduce your use of water? **DO NOT READ OUT. MULTICODE.**

1 Having a water meter installed
2 Taking showers instead of baths
3 Water efficient shower/shower-head
4 Energy & Water efficient dishwasher
5 Energy & Water efficient washing machine
6 Trigger device fitted to hosepipe
7 Hippo/Save A Flush device in toilet cistern
8 Lag pipes to protect against bursting
9 Water butts in garden
10 Turn off tap when brushing teeth
11 Wait until full load for Washing Machine / dishwasher
12 Only put required amount in kettle
13 Reusing water e.g. bath water

14 Share shower/bath
15 Spending less time in the shower
80 Other (please specify)
89 Nothing
85 Don't know

Q39aa (New question in 2012) **If shower (code 2, 3, 14 or 15) mentioned**: Do you use a power shower?
1 Yes
2 No
85 Don't know

Q39a and Q39ai (new question in 2012) What additional things, if any, would you be willing to do to save water? **DO NOT SHOW THOSE ALREADY MENTIONED AT Q39**
READ OUT. MULTICODE.

Q39a: would be willing to do
Q39ai: already do (prompted)
Q39aii: would not be willing to do
Q39aiii: don't know

1 Having a water meter installed
2 Taking showers instead of baths
3 Water efficient shower/shower-head
4 Energy & Water efficient dishwasher
5 Energy & Water efficient washing machine
6 Trigger device fitted to hosepipe
7 Hippo/Save A Flush device in toilet cistern
8 Lag pipes to protect against bursting
9 Water butts in garden
10 Turn off tap when brushing teeth
11 Wait until full load for Washing Machine / dishwasher
12 Only put required amount in kettle
13 Reusing water e.g. bath water
14 Share shower/bath
15 Spending less time in the shower
80 Other (please specify)
89 Nothing
85 Don't know

Q39ab (New question in 2012) **If shower (code 2, 3, 14 or 15) mentioned at Q39a**: Do you use a power shower?
1 Yes
2 No
85 Don't know

Q40. How have you been made aware, if at all, of any campaigns to use water wisely in the past 12 months? **READ OUT. MULTICODE**.
1 Television
2 Billboards
3 Radio
4 Leaflets
5 Mail from water companies
6 Newspapers/magazines
7 Children doing it at school
8 Online

9 Info in bills
80 Other (please specify)
89 Not aware of any campaigns to use water wisely
85 Don't know

Q40a In the last 12 months, has there been a hosepipe ban where you live?
1 Yes
2 No
85 Don't know

Q40b Have you received or come across any information in the last 12 months on how to avoid your water pipes freezing?
1 Yes
2 No
85 Don't know

Q40c Has your household taken any measures to avoid having frozen water pipes this winter?
1 Yes
2 No
85 Don't know

SECTION E – KEEPING IT CLEAN

Q41. Which of the following do you think are acceptable to dispose of down the toilet, sink or drain?
READ OUT. MULTICODE
1 Fats/cooking oils
2 Nappies
3 Sanitary towels
4 Tampons
5 Razors
6 Cotton buds
7 Condoms
8 Motor oil
9 Medicines
10 Tissues
11 Baby wipes
87 None of these – **DO NOT READ OUT**
85 Don't know – **DO NOT READ OUT**
INTERVIEWER NOTE: If asked, none of these is acceptable

DO NOT ASK IF CODE 2 AT Q4b OR CODE 1 AT Q4bi (SEPTIC TANK)
Q42. How satisfied are you with your sewerage company's management of the following aspects of their service:
Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4= Fairly dissatisfied, 5= very dissatisfied, 85= don't know 89= not applicable.
READ OUT EACH STATEMENT AND SINGLE CODE
a) Reducing smells from sewage treatment works
b) Maintenance of sewerage pipes and treatment works
c) Cleaning waste water properly before releasing it back into the environment
d) Minimising sewer flooding

DO NOT ASK IF CODE 2 AT Q4b OR CODE 1 AT Q4bi (SEPTIC TANK)
Q43a. Taking all those aspects into account, **overall** how satisfied or dissatisfied are you with your sewerage service?
SINGLE CODE

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

Drop Q43ai in 2012
ASK ALL WITHOUT SEPTIC TANK
Q43ai Do you think your sewerage service has got better, worse or stayed the same over the past year?
Much better 1
Slightly better 2
About the same 3
Slightly worse 4
Much worse 5
Don't know 85

ALL SAYING BETTER/WORSE (Q43ai/1,3)
Q43aii Why do you say that?
OPEN QUESTION
Don't know 85

ASK ALL
Q43b. Similarly, thinking about your **overall** satisfaction with the services you receive from other household serviced providers how satisfied are you with the services you receive from your…?
READ OUT EACH SERVICE & SINGLE CODE
Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 89= not applicable.
a) Your energy supplier (gas and electricity)
b) Your gas supplier **[IF SEPARATE COMPANIES AT Q9]**
c) Your electricity supplier **[IF NO MAINS GAS/SEPARATE COMPANIES AT Q9]**
dd) Your comms supplier, ie the company who provides your telephone landline and broadband (internet) services
d) Your telephone landline supplier **[IF SEPARATE COMPANIES AT Q10COMMS]**
e) Council Tax
f) Your home broadband provider **[IF SEPARATE COMPANIES AT Q10COMMS]**

Q44. How much do you agree or disagree that your water [and sewerage **if Q4a = 1-10**] company cares about the service it gives to customers?
READ OUT. SINGLE CODE
1 Strongly agree
2 Tend to agree
3 Neither agree nor disagree
4 Tend to disagree
5 Strongly disagree
85 Don't know

Q45. How much do you agree or disagree that your [Q9=1: energy] [Q9=2 gas or electricity] [Q9=3: electricity] company cares about the service it gives to customers?
READ OUT. SINGLE CODE
1 Strongly agree
2 Tend to agree
3 Neither agree nor disagree
4 Tend to disagree

5 Strongly disagree
85 Don't know

Q46. How much do you trust your [Q4b = 2 or Q4bi = 1 or Q4a = 11-24: water] [Q4a = 1-10: water and sewerage] company? Please give a score on a 1-10 scale where 10 means that you trust them completely and 1 means that you don't trust them at all

---

Q47. How much do you trust your [Q9=1: energy] [Q9=2 gas or electricity] [Q9=3: electricity]company? Please give a score on a 1-10 scale where 10 means that you trust them completely and 1 means that you don't trust them at all

Q48a – Q48j added 2012

Q48a Thinking now just about your water [and sewerage services], How much is your [Q4b = 2 or Q4bi = 1: water] [water and sewerage] bill? You can say how much you pay a week, a month, a quarter, half a year or a year - whichever is easiest for you. If you're not sure, please give your best estimate.
£ per week
£ per month
£ per quarter
£ per six months
£ per year
85 Don't know

Q48b When I asked you earlier how satisfied or dissatisfied you are you with the **value for money** of the **water services** in your area, you said you were [#Q6#]? Is that still your view?
0 Yes
1 No, I would now say I'm very satisfied
2 No, I would now say I'm fairly satisfied
3 No, I would now say I'm neither satisfied nor dissatisfied
4 No, I would now say I'm fairly dissatisfied
5 No, I would now say I'm very dissatisfied
85 Don't know

Q48bb **IF Q48B = 0 OR 85, GO TO Q48C** Why have you revised your view?

Q48c (**Do not ask if septic tank** – **Q4b=2 or Q4bi=1**) When I asked you earlier how satisfied or dissatisfied are you with the **value for money** of the **sewerage services** in your area, you said you were [#Q7#]? Is that still your view?
0 Yes
1 No, I would now say I'm very satisfied
2 No, I would now say I'm fairly satisfied
3 No, I would now say I'm neither satisfied nor dissatisfied
4 No, I would now say I'm fairly dissatisfied
5 No, I would now say I'm very dissatisfied
85 Don't know

Q48bb **IF Q48C = 0 OR 85, GO TO Q48D** Why have you revised your view?

Q48h **ASK IF Q38A=1 OR 2 AND Q48B = 4 OR 5** You have said that you are satisfied with the **water** services you receive, but you are dissatisfied with value for money. Could you say why this is?
1 Cost/prices have risen
2 Rates are unfair/should depend on size of household

3 Problems with sewers/drains
4 Poor water quality
5 Poor/inefficient service/issues not resolved
6 Water meter issues/problems
7 Leaking pipes
8 Lack of visibility
9 Not enough information/communication
10 Profits too high
11 Confusing bills
12 Price isn't fair
13 No choice/monopoly
80 Other (specify
85 Don't know

Q48i **ASK IF Q43A = 1 OR 2 = 1 OR 2 AND Q48C = 4 or 5** You have said that you are satisfied with the **sewerage** services you receive, but you are dissatisfied with value for money. Could you say why this is?

1 Cost/prices have risen
2 Rates are unfair/should depend on size of household
3 Problems with sewers/drains
4 Poor water quality
5 Poor/inefficient service/issues not resolved
6 Water meter issues/problems
7 Leaking pipes
8 Lack of visibility
9 Not enough information/communication
10 Profits too high
11 Confusing bills
12 Price isn't fair
13 No choice/monopoly
80 Other (specify
85 Don't know

Q48j Sometimes companies perform better than expected and they agree to share the financial benefits of this with customers. If this happens, which one of the following would you prefer them to do? (single code)

1 Spend more on improving services that customers think are important
2 Provide financial help to customers who have low incomes and are struggling to pay
3 Keep bills lower for all customers (although this may only be by a few pence for each customer)

SECTION F – SPEAKING UP FOR WATER CONSUMERS

READ OUT: The Consumer Council for Water was set up in October 2005 to represent customers of water and sewerage companies in England and Wales. The Consumer Council for Water provides a national voice for water and sewerage consumers. They want consumers to get (and be able to recognise that they are getting) high standards and good value for money in water and sewerage services, comparing well with the best of other service sectors.

Q51. How important is it to you to have a consumer body representing your interests about the water and sewerage services you receive?

READ OUT

1 Absolutely essential
2 Very important

3 Fairly important
4 Not very important
5 Not at all important
85 Don't know

Q55 If you wanted to get in touch with Consumer Council for Water, do you know where to look for their contact details?
DO NOT PROMPT. PROBE TO CODE. MULTI-CODE POSSIBLE.
1 Online – search engine (Google, etc)
2 Online – water company website
3 Online – Ofwat website
4 Online – Consumer Focus
5 Online – CCWater website
6 Back of water bill
7 Telephone directory
8 Citizen's Advice Bureau
80 Other (please specify)
85 Don't know where to look

SECTION G – BACKGROUND – ASK ALL

For all respondents:

Q56. Please record the gender of the respondent **DO NOT ASK**
1 Male
2 Female

Q57. Which of the following age groups do you fall into?
READ OUT SINGLE CODE
1 18-24
2 25-34
3 35-44
4 45-60
5 61-74 **ASK Q57i**
6 75+ **ASK Q57i**
86 Refused

Q57i. Are you retired?
1 Yes
2 No
86 Refused

Q58. How would you describe your ethnic background? **DO NOT READ OUT; SINGLE CODE**
1 White: British
2 White: Irish
3 White: Any other White background
4 Mixed: White and Black Caribbean
5 Mixed: White and Black African
6 Mixed: White and Asian
7 Mixed: Any other Mixed background
8 Asian or Asian British: Indian
9 Asian or Asian British: Pakistani
10 Asian or Asian British: Bangladeshi
11 Asian or Asian British: Any other Asian background
12 Black or Black British: Caribbean

13 Black or Black British: African
14 Black or Black British: Any other Black background
15 Chinese
80 Other
86 Refused

Q59. Do you or does anyone in your household have a long-term illness, health problem or disability which limits your/their daily activities or the work you/they can do?
1 Yes (self)
2 Yes (other)
3 No
4 Don't know/refused

Q60. Including yourself, how many adults, ie 18 years or over, are there in your household? And how many children ie under 18 years and under five years, are there in your household?
a) Adults, ie 18 years or over
b) Children aged 6 to 17 years
c) Children aged 5 years or under

1 One
2 Two
3 Three
4 Four
5 Five
6 Six or more
86 Prefer not to say

Q61. What is the occupation of the main income earner in your household?
CLASSIFY ACCORDING TO FOLLOWING OCCUPATIONAL GROUPINGS. IF PENSIONER/RETIRED
PROBE FOR PREVIOUS OCCUPATION. SINGLE CODE
1 A – Very senior managerial positions (large organisations) and professional occupations
2 B – Senior managerial; business owners. Middle management in large organisations
3 C1 – Small employers; junior management and other non-manual occupations
4 C2 – Skilled manual workers e.g. served apprenticeships, special qualifications or certificates
5 D – Semi skilled and unskilled workers
6 E – Casual workers; unemployed and otherwise not working
86 Refused

Q65. And are you/someone in your household currently receiving any benefits or tax credits?
1 Yes
2 No
85 Don't know
86 Refused

Q66. What type of accommodation do you live in?
READ OUT. SINGLE CODE
1 Owner occupied
2 Private rental
3 Council tenant
4 Housing Association tenant
5 Leaseholder
85 Don't know

86 Refused

Q67. Would you say you live in an urban or rural area? **SINGLE CODE**
1 Urban
2 Rural
3 Suburban/semi-rural
85 Don't know

Q68 Do you have access to the internet?
1 Yes
2 No
85 Don't know

Q69 **FOR THOSE CODED 1 AT Q18 OR Q19**
You said you would be interested in having the telephone number for your water company. It is...

Q4a	Q18a = 1	Q19a = 1
If Q4a = 1 Anglian Water Services Ltd 1	To find out more from Anglian Water about **WaterSure**, you should call 08457 91 91 55	To find out more from Anglian Water about their services for elderly and/or disabled customers, you should call their **Extra Care** on 08457 919155
If Q4a = 2 Dŵr Cymru Cyfyngedig (Welsh Water) 2	To find out more from Dŵr Cymru about **Welsh Water Assist**, you should call 0800 052 0145	To find out more from Dŵr Cymru about their services for elderly and/or disabled customers, you should call their **Here to help** on 0800 052 0138
If Q4a = 3 Northumbrian Water Ltd 3	To find out more from Northumbrian Water about **WaterSure** 0845 733 5566	To find out more from Northumbrian Water about their services for elderly and/or disabled customers, you should call their **Can We Help You?** on 0845 717 1100
If Q4a = 4 Severn Trent Water Ltd 4	To find out more from Severn Trent Water about **WaterSure**, you should call 0800 085 4986	To find out more from Severn Trent Water about their services for elderly and/or disabled customers, you should call their Customer Relations on 08457 500 500
If Q4a = 5 South West Water Ltd 5	To find out more from South West Water about **WaterSure**, you should call 0800 169 1133	To find out more from South West Water about their services for elderly and/or disabled customers, you should call their **How Can We Help?** on 0800 169 1133
If Q4a = 6 Southern Water Services Ltd 6	To find out more from Southern Water about **WaterSure**, you should call 0800 027 0363	To find out more from Southern Water about their services for elderly and/or disabled customers, you should call their **Individual Needs** on 0800 027 0800
If Q4a = 7 Thames Water Utilities Ltd 7	To find out more from Thames Water about **WaterSure**, you should call 0845 641 0068	To find out more from Thames Water about their services for elderly and/or disabled customers, you should call their **Special Care** on 0845 641 0068
If Q4a = 8 United Utilities Water Plc (North West Water) 8	To find out more from United Utilities about **WaterSure**, you should call 0845 746 2222 or 0845 309 3001	To find out more from United Utilities about their services for elderly and/or disabled customers, you should call their **Extra Care** on 0845 303 7711
If Q4a = 9 Wessex Water Services Ltd 9	To find out more from Wessex Water about **WaterSure**, you should call 0845 600 3 600	To find out more from Wessex Water about their services for elderly and/or disabled customers, you should call their **Customer Care Plus** on 0845 600 3 600
If Q4a = 10 Yorkshire Water Services Ltd 10	To find out more from Yorkshire Water about **WaterSure**, you should call their Customer Helpline 0845 1 24 24 24	To find out more from Yorkshire Water about their services for elderly and/or disabled customers, you should call their **Helping Hands** on 0800 1 38 78 78

If Q4a = 11 Bournemouth Water Plc (Sembcorp) 11	To find out more from Bournemouth Water about **WaterSure**, you should call 01202 590059	To find out more from Bournemouth Water about their services for elderly and/or disabled customers, you should call their **Special Care** on 01202 590059
If Q4a = 12 Bristol Water Plc 12	To find out more from Bristol Water about **WaterSure**, you should call 0845 600 3 600	To find out more from Bristol Water about their services for elderly and/or disabled customers, you should call their **Customer Care Plus** on 0845 600 3600
If Q4a = 13 Cambridge Water Company Plc 13	To find out more from Cambridge Water about **WaterSure**, you should call 01223 706050	To find out more from Cambridge Water about their services for elderly and/or disabled customers, you should call their **Extra Care Services** on 01223 706050
If Q4a = 15 Dee Valley Water Plc 15	To find out more from Dee Valley Water about **WaterSure**, you should call 01978 833200	To find out more from Dee Valley Water about their services for elderly and/or disabled customers, you should call their **Additional Services** on 01978 833200
If Q4a = 16 Essex & Suffolk Water 16	To find out more from Essex & Suffolk Water about **WaterSure**, you should call 0845 782 0111	To find out more from Essex & Suffolk Water about their services for elderly and/or disabled customers, you should call their **Can we help you?** on 0845 604 8071
If Q4a = 17 Affinity Water Southeast (formerly Veolia Water Southeast Ltd (and, before that, Folkestone & Dover Water Services)) 17	To find out more from Affinity Water Southeast about **WaterSure**, you should call 0845 888 5888	S To find out more from Affinity Water Southeast about their services for elderly and/or disabled customers, you should call their **Special Care Services** on 0845 888 5888
If Q4a = 18 Hartlepool Water Plc 18	To find out more from Hartlepool Water about **WaterSure**, you should call 01429 858 030	To find out more from Hartlepool Water about their services for elderly and/or disabled customers, you should call their **Careline Scheme** on 01429 858 030
If Q4a = 19 Portsmouth Water Plc 19	To find out more from Portsmouth Water about **WaterSure**, you should call 023 9249 9666	To find out more from Portsmouth Water about their services for elderly and/or disabled customers, you should call their **Special Services** on 023 9249 9888
If Q4a = 20 South East Water Plc (including Mid Kent Water Plc) 20	To find out more from South East Water about **WaterSure**, you should call 0845 301 0845	To find out more from South East Water about their services for elderly and/or disabled customers, you should call their **Special Assistance** on 0333 000 0001
If Q4a = 21 South Staffordshire Water Plc 21	To find out more from South Staffs Water about **WaterSure**, you should call 0845 60 70 456	To find out more from South Staffs Water about their services for elderly and/or disabled customers, you should call their **Extra Help** on 0800 389 10 11
If Q4a = 22 Sutton & East Surrey Water Plc 22	To find out more from Sutton & East Surrey Water about **WaterSure**, you should call 01737 772000	To find out more from Sutton & East Surrey about their services for elderly and/or disabled customers, you should call their **Special Services** on 01737 772000
If Q4a = 23 Affinity Water East (formerly Veolia Water East Ltd (and, before that, Tendring Hundred Water Services)) 23	To find out more from Affinity Water East about **WaterSure**, you should call 0845 148 9288;	To find out more from Affinity Water East about their services for elderly and/or disabled customers, you should call their **Special Care Services** on 0845 148 9288
If Q4a = 24 Affinity Water Central (formerly Veolia Water Central Ltd (and, before that, Three Valleys Water))24	To find out more from Affinity Water Central about **WaterSure**, you should call 0845 769 7985	To find out more from Affinity Water Central about their services for elderly and/or disabled customers, you should call their **Special Care Services** on 0845 769 7985

Thank you for sparing the time to take part.

This survey was conducted on behalf of the Consumer Council for Water and is intended to allow them to better understand your requirements and help provide a better service to you, the consumer.

Should you wish to contact the Consumer Council for Water you can call their national enquiries line on 0845 039 2837 or visit their website at www.ccwater.org.uk

Should you want to contact the MRS (the Market Research Society) to verify that Accent complies with the code of conduct you can call them on 0500 39 69 85.

APPENDIX B

Respondent Profile

Appendix 2 – Sample Profile

Table 2 Sample Profile

	Unweighted		Weighted	
	No	%	No	%
Total	**3962**	**100**	**3962**	**100**
Region				
Eastern	613	15%	652	16%
North West	202	5%	261	7%
Northumbria	338	9%	118	3%
Midlands	352	9%	525	13%
South West	201	5%	61	2%
Southern	721	18%	656	17%
Thames	520	13%	997	25%
Wessex	469	12%	347	9%
Yorkshire	205	5%	184	5%
Wales	341	9%	162	4%
Age				
18-34	334	9%	343	9%
35-44	629	16%	667	17%
45-60	1287	32%	1299	33%
61-74	1101	28%	1062	27%
75+	513	13%	499	13%
Refused	98	2%	92	2%
Gender				
Male	1842	46%	1894	48%
Female	2120	54%	2068	52%
Household Composition				
One person household	1003	25%	970	24%
Two person household	1537	39%	1538	39%
One parent family*	143	4%	138	3%
Two parent family*	649	16%	709	18%
Other	541	14%	522	13%
Refused	89	2%	84	2%
Meter use				
Meter users	1932	49%	1811	46%
Non users	1987	50%	2102	53%
Don't know	43	1%	49	1%
Social Grade				
A	108	3%	108	3%
B	619	16%	600	15%
C1	974	25%	974	25%
C2	737	19%	803	20%
D	536	14%	555	14%
E	751	19%	676	17%
Refused	237	6%	246	6%
Type of Water Company				
Water and Sewerage Company (WaSC)	2006	51%	2006	51%
Water only Company (WoC)	1956	49%	1956	49%

* where a household included one adult and at least one child this has been counted as a one parent family. Where a household included at least two adults and at least one child, this has been counted as a two parent family

APPENDIX C

Water and Sewerage Companies (WaSCs): Summary

CCWater Tracking Research 2012
WaSCs – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs based on weighted data. Base sizes are also weighted. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Average proportion for all WaSCs#	Range for WaSCs	Comments or points of interest
Core Indicators			
Overall satisfaction with water supply (1,997)	91% *(cf 92% in 2011)*	86% to 94%	**Meter optants, those who think charges are affordable, those satisfied with the value for money of water and sewerage services and utilities most satisfied.**
Overall satisfaction with sewerage services (1,840)	**87%** *(cf 91% in 2011)*	77% to 91%	**Meter optants, those who think charges are affordable, those satisfied with the value for money of water and sewerage services and utilities most satisfied.**
Satisfied with value for money of water services (1,947)	**72%** *(cf 70% in 2011)*	53% to 79%	**Females, who think charges are affordable, C1C2s, DEs, those who are satisfied with value for money of sewerage services and utilities and those aged 75+ are most satisfied**
Satisfied with value for money of sewerage services (1,851)	72% *(cf 72% in 2011)*	52% to 78%	**Those living in Wales, who think charges are affordable, those who are satisfied with value for money of water services and utilities, females, C1C2s and DEs more satisfied.**
Agree charges are affordable (1,970)	**67%** *(cf 74% in 2011)*	56% to 78%	**Those who are metered, ABs, C1C2s, those who are satisfied with value for money of water and sewerage services and utilities most agree**
Value for Money			
Agree charges are fair (1,933)	**60%** *(cf 66% in 2011)*	43% to 71%	**Meter optants, those who are likely to find the charges affordable and those who are satisfied with value for money of water and sewerage services and utilities most agree**

	Average proportion for all WaSCs#	Range for WaSCs	Comments or points of interest
Consumer Rights and Responsibilities			
Have a water meter (2,006*)	**44%** *(cf 34% in 2011)*	31% to 69%	51% inherited, 40% requested, 7% compulsory (n=889*)
Aware of GSS scheme (2,006*)	**45%** *(cf 39% in 2011)*	41% to 52%	**Metered, particularly meter optants, ABs, C1C2s and males more aware.**
Likely to contact company if worried about paying bill (1,889)	**75%** *(cf 83% in 2011)*	69% to 82%	**Females, those likely to find the charges affordable and those who are satisfied with value for money of water and sewerage services and utilities most likely**
Aware of WaterSure tariff (2,006*)	**11%** *(cf 6% in 2011)*	4% to 27%	**Southern and metered customers most aware**
Aware of services for elderly and/or disabled (2006*)	**26%** *(cf 19% in 2011)*	18% to 35%	
Contacted water company with query in last 12 months (2,006*)	**13%** *(cf 10% in 2011)*	9% to 18%	Billing enquiry main reason (28%, n=253)
Satisfaction with way query handled (232)	**77%** *(cf 75% in 2011)*	70% to 87%	**Those who are satisfied with value for money of water and sewerage services and utilities most satisfied**
Contacted water company to complain (1,974*)	4% *(same as 2011)*	1% to 6%	**Females and those dissatisfied with value for money of water services more likely to have done so**
Satisfaction with way complaint handled (101)	**52%** *(cf 58% in 2011)*	20% to 80%	Low base size on individual WaSC basis
Water on Tap			
Satisfied with colour and appearance of tap water (2,000)	92% *(same as in 2011)*	89% to 96%	**Those who think charges affordable, those who are satisfied with value for money of water and sewerage services and utilities, males, ABs and C1C2s most satisfied.**
Satisfied with taste and smell (1,972)	87% *(cf 86% in 2011)*	82% to 94%	**Those who think charges affordable, those who are satisfied with value for money of water and sewerage services and utilities and males most satisfied.**

	Average proportion for all WaSCs#	Range for WaSCs	Comments or points of interest
Satisfied with hardness/ softness (1,920)	**70%** *(cf 68% in 2011)*	53% to 87%	Dwr Cymru and United Utilities customers, males, those who think charges are affordable, those who are satisfied with value for money of water and sewerage services and utilities most satisfied
Satisfied with safety (1,941)	92% *(same as in 2011)*	88% to 96%	Those living in Wales, males, ABs, C1C2s, those who think charges are affordable, and those who are satisfied with value for money of water and sewerage services and utilities most satisfied
Satisfied with reliability of supply (1,993)	97% *(cf 96% in 2011)*	91% to 100%	Those living in Wales, males, ABs, C1C2s, those who think charges are affordable and those who are satisfied with value for money of water and sewerage services and utilities most satisfied
Satisfied with water pressure (1,992)	90% *(cf 89% in 2011)*	86% to 92%	Those living in Wales, males, those who think charges are affordable and those who are satisfied with value for money of water and sewerage services and utilities most satisfied
Have taken action to reduce water usage (2,006*)	**70%** *(cf 68% in 2011)*	64% to 77%	RV customers and males more likely to have done nothing
Aware of campaigns to Use Water Wisely (2,006*)	**59%** *(cf 55% in 2011)*	40% to 69%	Customers in urban and semi-rural locations least aware
Think householders are responsible for maintaining water supply pipes within property boundary (2,006*)	**64%** *(cf 61% in 2011)*	56% to 70%	Meter optants, males, ABs, C1C2s, in rural or semi-rural locations most aware.
Agree drink tap water rather than still bottled water (1,983)	**80%** *(cf 76% in 2011)*	71% to 85%	ABs, C1C2s and those who think charges are affordable most likely to agree
Likely to ask for tap water instead of still bottled water in a restaurant (2,006)	56% *(new in 2012)*	44% to 71%	Those metered, particularly those meter optants, ABs and those who think charges are affordable most satisfied
Using less water to save money on bill (889)	65% *(new in 2012)*	58% to 75%	DEs and those in rural locations most likely

	Average proportion for all WaSCs#	Range for WaSCs	Comments or points of interest
Had hosepipe ban in last 12 months where you live (2,006*)	37% *(new in 2012)*	6% to 72%	**Metered, particularly non-meter optants, 35-44 yr olds and urban and rural locations most likely to say yes**
Received information on how to avoid water pipes freezing (2,006*)	18% *(new in 2012)*	15% to 26%	**C1C2s and DEs most likely to say yes**
Taken measures to avoid having frozen water pipes (2,006*)	53% *(new in 2012)*	31% to 66%	**Those living in Wales, meter optants, males, 45+ yr olds, ABs, C1C2s, semi-rural and rural locations most likely to say yes**
A Sewerage System that Works			
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (2,006*)	**62%** *(cf 66% in 2011)*	58% to 69%	**Males, aged 61+ and DEs most aware**
Satisfied with company actions to reduce smells from sewerage treatment works (1,447)	78% *(cf 79% in 2011)*	70% to 84%	Don't know 25%, n=1,933 **Those who think charges are affordable and those who are satisfied with value for money of water and sewerage services and utilities most satisfied**
Satisfied with maintenance of sewerage pipes & treatment works (1,468)	80% *(cf 81% in 2011)*	75% to 84%	Don't know 24%, n=1,933 **Those who think charges are affordable and those who are satisfied with value for money of water and sewerage services and utilities most satisfied**
Satisfied with company cleaning of waste water before releasing it back into the environment (1,315)	**79%** *(cf 84% in 2011)*	69% to 88%	Don't know 32%, n=1,933 **Those who think charges are affordable and those who are satisfied with value for money of water and sewerage services and utilities most satisfied**
Satisfied with company actions to minimise sewer flooding (1,393)	**77%** *(cf 83% in 2011)*	68% to 80%	Don't know 28%, n=1,933 **Females, those who think charges are affordable** and **those who are satisfied with value for money of water and sewerage services and utilities most satisfied**

	Average proportion for all WaSCs#	Range for WaSCs	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (1,933)	33% *(cf 32% in 2011)*	26% to 38%	**Semi-rural most aware**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (1,930)			
Agree this is absolutely essential	**34%** *(cf 26% in 2011)*	25% to 41%	**Males most likely**
Agree this is very or fairly important	**61%** *(cf 68% in 2011)*	55% to 69%	

APPENDIX D

Water Only Companies (WoCs): Summary

CCWater Tracking Research 2012
WOCs – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. Base sizes are also weighted. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Average proportion for all WoCs#	Range for WoCs	Comments or points of interest
Core Indicators			
Overall satisfaction with water supply (1,952)	89% *(cf 91% in 2011)*	84% to 93%	**Meter optants, those who think charges are affordable, those satisfied with the value for money of water and sewerage services and utilities are more likely to be satisfied.**
Overall satisfaction with sewerage services (1,763)	83% *(cf 88% in 2011)*	81% to 90%	**Meter optants, those who think charges are affordable, those satisfied with the value for money of water and sewerage services and utilities are more likely to be satisfied.**
Satisfied with value for money of water services (1,905)	69% *(cf 73% in 2011)*	64% to 80%	**Metered, particularly meter optants, 18-24 yr olds, those aged 61+, those who think charges are affordable, those satisfied with value for money of sewerage services and utilities are more likely to be satisfied.**
Satisfied with value for money of sewerage services (1,761)	68% *(cf 72% in 2011)*	61% to 78%	**Metered, particularly meter optants, 18-24 yr olds, those who think charges are affordable, those satisfied with value for money of water services and utilities are more likely to be satisfied.**
Agree water charges are affordable (1,921)	71% *(cf 78% in 2011)*	65% to 83%	**Metered, particularly meter optants, ABs, those who are satisfied with the value for money of water and sewerage services and utilities most likely to agree**
Agree sewerage charges are affordable (1,768)	69% *(cf 78% in 2011)*	64% to 79%	**Metered customers, ABs, those who are satisfied with the value for money of water and sewerage services and utilities most likely to agree.**
Value for Money			
Agree charges are fair (1,875)	59% *(cf 68% in 2011)*	53% to 70%	**Metered customers, meter optants, females, those who think charges are affordable and those satisfied with the value for money of water and sewerage services and utilities most likely to agree**

	Average proportion for all WoCs#	Range for WoCs	Comments or points of interest
Consumer Rights and Responsibilities			
Have a water meter (1,956*)	**47%** *(cf 37% in 2011)*	26% to 82%	46% inherited, 42% requested, 11% compulsory (n=922)
Aware of GSS scheme (1,956*)	**43%** *(cf 38% in 2011)*	35-57%	**AB's, males, those likely to find the charges affordable more aware; females, C1C2s, DEs less aware**
Likely to contact company if worried about paying bill (1,838)	**74%** *(cf 80% in 2011)*	70% to 84%	**Females, C1C2s, DEs, those likely to find the charges affordable, those satisfied with value for money of water and sewerage services and utilities most likely to make contact**
Aware of WaterSure tariff (1,956*)	**11%** *(cf 6% in 2011)*	3% to 19%	RV customers less aware than metered customers
Aware of services for elderly and/or disabled (1,956*)	**23%** *(cf 18% in 2011)*	17% to 32%	RV customers less aware than metered customers
Contacted water company with query in last 12 months (1,956*)	**11%** *(cf 9% in 2011)*	4% to 14%	Billing enquiry 25% (n=253)
Satisfaction with way query handled (231)	**73%** *(cf 79% in 2011)*	50% to 100%	**ABs and those who think charges are affordable most satisfied**
Contacted water company to complain (1,956*)	2% *(cf 3% in 2011)*	<1% to 3%	
Satisfaction with way complaint handled (83)	**58%** *(cf 46% in 2011)*	0% to 100%	
Water on Tap			
Satisfied with colour and appearance of tap water (1,952)	**93%** *(cf 90% in 2011)*	87% to 97%	**Those who think charges affordable, those satisfied with the value for money of their water and sewerage service and utilities, 61-74 year olds and ABs most satisfied.**

	Average proportion for all WoCs#	Range for WoCs	Comments or points of interest
Satisfied with taste and smell (1,939)	**86%** *(cf 84% in 2011)*	80% to 93%	Those who think charges affordable, those satisfied with the value for money of their water and sewerage service and utilities and males most satisfied.
Satisfied with hardness/ softness (1,889)	58% *(cf 57% in 2011)*	42% to 80%	Those satisfied with the value for money of their water and sewerage service and utilities most satisfied.
Satisfied with safety (1,898)	90% *(cf 91% in 2011)*	85% to 97%	Those who think charges are affordable and those satisfied with the value for money of their water and sewerage service and utilities most satisfied.
Satisfied with reliability of supply (1,948)	95% *(cf 96% in 2011)*	91% to 99%	Males, those who think charges are affordable, those satisfied with the value for money of their water and sewerage service and utilities most satisfied.
Satisfied with water pressure (1,940)	88% *(same as in 2011)*	82% to 93%	Metered, particularly meter optants, those who think charges are affordable, those satisfied with the value for money of their water and sewerage service and utilities most satisfied.
Have taken action to reduce water usage (1,956*)	**73%** *(cf 65% in 2011)*	59% to 79%	RV customers and males more likely to say nothing.
Aware of campaigns to Use Water Wisely (1,956*)	**53%** *(cf 56% in 2011)*	39% to 65%	DEs least aware
Think householders are responsible for maintaining water supply pipes within property boundary (1,956*)	**68%** *(cf 61% in 2011)*	52% to 74%	Metered, particularly meter optants, males, 45 yr olds, ABs and C1C2s most aware.
Agree drink tap water rather than still bottled water (1,945)	77% *(cf 78% in 2011)*	71% to 84%	Males, those who think charges are affordable and those satisfied with the value for money of their water and sewerage services most satisfied.
Likely to ask for tap water when eating out (1,956)	56% *(new in 2012)*	37% to 67%	Customers of Bristol Water Plc, metered customers, particularly those meter optants, 61+ yr olds, females and those in rural locations most satisfied

	Average proportion for all WoCs#	Range for WoCs	Comments or points of interest
Using less water to save money on bill (922)	63% *(new in 2012)*	48% to 79%	**Females**, **C1C2s** and **DEs most likely**
Had hosepipe ban in last 12 months where you live (1,956*)	52% *(new in 2012)*	5% to 81%	**Non-meter optant customers most likely to say yes**
Received information on how to avoid water pipes freezing (1,956*)	20% *(new in 2012)*	10% to 29%	DEs most likely to say yes
Household has taken measures to avoid water pipes freezing (1,956*)	57% *(new in 2012)*	34% to 67%	**Semi-rural and rural locations and those who think charges are affordable most likely to have taken measures.**
A Sewerage System that Works			
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (1,956*)	**58%** *(cf 67% in 2011)*	50% to 72%	**Those who are meter optants, aged 61+ and DEs most aware**
Satisfied with company actions to reduce smells from sewerage treatment works (1,268)	**80%** *(cf 78% in 2011)*	61% to 90%	Don't know 31%, n=1,842 **Those who think charges are affordable and are satisfied with the value for money of their water and sewerage services and utilities are most satisfied**
Satisfied with maintenance of sewerage pipes & treatment works (1,323)	**80%** *(cf 85% in 2011)*	69% to 92%	Don't know 28%, n=1,842 **Those who think charges are affordable and are satisfied with the value for money of their water and sewerage services and utilities are most satisfied**
Satisfied with company cleaning of waste water before releasing it back into the environment (1,244)	**79%** *(cf 85% in 2011)*	73% to 89%	Don't know 32%, n=1,842 **Those metered, think charges are affordable and are satisfied with the value for money of their water and sewerage services and utilities are most satisfied**

	Average proportion for all WoCs#	Range for WoCs	Comments or points of interest
Satisfied with company actions to minimise sewer flooding (1,311)	**76%** *(cf 83% in 2011)*	68% to 89%	Don't know 29%, n=1,842 **Metered customers, particularly those meter optants, those who think charges are affordable and are satisfied with the value for money of their water and sewerage services and utilities are most satisfied**
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (1,842)	**28%** *(cf 31% in 2011)*	19% to 34%	25-34 yr olds most aware
Speaking Up for Consumers - Importance of having a consumer body representing your interests (1,880)			
Agree this is absolutely essential	**33%** *(cf 22% in 2011)*	21% to 41%	**Those satisfied with the value for money of their water and sewerage services and utilities most likely**
Agree this is very or fairly important	**59%** *(cf 70% in 2011)*	53% to 71%	

APPENDIX E

Individual Company Ratings: WaSCs

CCWater Tracking Research 2012
Anglian Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Anglian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (200)	92% *(same as in 2011)*	86% to 94%	91%	**Those who think charges affordable most likely to be satisfied**
Overall satisfaction with sewerage services (191)	**90%** *(cf 87% in 2011)*	77% to 90%	87%	Those who think charges affordable, 45-60 year olds and females most likely to be satisfied
Satisfied with value for money of water services (193)	69% *(cf 71% in 2011)*	53% to 78%	72%	For both, those who think charges affordable and optant metered most likely to be satisfied
Satisfied with value for money of sewerage services (186)	69% *(cf 72% in 2011)*	52% to 78%	73%	
Agree charges are affordable (194)	65% *(cf 72% in 2011)*	56% to 78%	67%	Meter optants and ABs most likely to be agree
Value for Money				
Agree charges are fair (190)	57% *(cf 64% in 2011)*	43% to 71%	61%	**Those who think charges affordable most likely to be satisfied**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**69%** *(cf 59% in 2011)*	31% to 69%	44%	52% inherited, 36% requested and 11% compulsory (n = 137). Over 60s more likely to request
Aware of GSS scheme (200*)	**44%** *(cf 34% in 2011)*	41% to 52%	45%	Metered (particularly optant) and ABs most aware

	Proportion for Anglian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (189)	73% *(cf 87% in 2011)*	69% to 82%	75%	DEs most likely to contact company
Aware of WaterSure tariff (200*)	**11%** *(cf 8% in 2011)*	4% to 27%	11%	**Meter optants are more aware. 6% of longstanding illness have subscribed**
Aware of services for elderly and/or disabled (200*)	**32%** *(cf 20% in 2011)*	18% to 35%	26%	**Meter optants more likely to be aware. 24% of those with longstanding illness not aware but interested to know more**
Contacted water company with query in last 12 months (200*)	**17%** *(cf 16% in 2011)*	9% to 18%	13%	Billing query main reason (33%, n=33)
Satisfaction with way query handled (32)	**81%** *(cf 67% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCs
Contacted water company for complaint (198*)	3% *(cf 6% in 2011)*	1% to 6%	4%	
Satisfaction with way complaint handled (7)	58% *(cf 75% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCs
Water on Tap				
Satisfied with colour and appearance of tap water (199)	91% *(cf 92% in 2011)*	89% to 96%	92%	
Satisfied with taste and smell (198)	**84%** *(cf 82% in 2011)*	82% to 94%	87%	Those who think charges are affordable most likely to be satisfied
Satisfied with hardness/softness (193)	53% *(cf 54% in 2011)*	53% to 88%	70%	Those who think charges affordable, male, those with long term illness most likely to be satisfied
Satisfied with safety (197)	92% *(cf 93% in 2011)*	89% to 96%	92%	Those with long term illness are most likely to be satisfied; urban least likely to be satisfied

	Proportion for Anglian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with reliability of supply (199)	**97%** *(cf 95% in 2011)*	91% to 100%	97%	ABs most satisfied; DEs least likely to be satisfied
Satisfied with water pressure (199)	87% *(cf 86% in 2011)*	87% to 92%	90%	Those with long term illness and who think charges are affordable most likely to be satisfied
Have taken action to reduce water usage (200*)	**73%** *(cf 62% in 2011)*	63% to 77%	70%	**Unmetered customers more likely to do nothing than metered customers**; 31% take showers instead of baths
Aware of Use Water Wisely campaigns (200*)	**69%** *(cf 62% in 2011)*	40% to 69%	59%	**Those with longstanding illness least likely to be aware**. 33% heard from TV, 29% from direct mail
Think householders are responsible for maintaining water supply pipes with property boundary (200)	**66%** *(cf 63% in 2011)*	56% to 70%	64%	**ABs mostly think householder responsible**
Agree drink tap water rather than still bottled water (200)	**85%** *(cf 77% in 2011)*	71% to 85%	80%	Male and 61-74 year olds and unmetered customers most likely; and DEs less likely to agree
Likely to ask for tap water instead of still bottled water in a restaurant (200)	58% *(new in 2012)*	44% to 71%	56%	**Meter optant customers most likely to ask for tap water in a restaurant**
Had hosepipe ban in last 12 months where you live (200*)	72% *(new in 2012)*	6% to 72%	37%	**ABs most likely to say yes**
Received information on how to avoid water pipes freezing (200)*	15% *(new in 2012)*	15% to 26%	18%	
Household has taken measures to prevent water pipes freezing (200)*	62% *(new in 2012)*	31% to 66%	53%	**Semi rural and ABs most likely to have taken measures**

	Proportion for Anglian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	59% *(cf 70% in 2011)*	58% to 69%	62%	**Those with longstanding illness and aged 61 years or older most likely to be aware.** 32% say tissues can be disposed of down the toilet.
Satisfied with company actions to reduce smells from sewerage treatment works (146)	**80%** *(cf 78% in 2011)*	69% to 84%	79%	Those age over 61 and those who think charges are affordable most likely to be satisfied; 25% (of 200) don't know
Satisfied with maintenance of sewerage pipes & treatment works (148)	84% *(cf 83% in 2011)*	75% to 84%	80%	Unmetered and 45-60 year olds most likely to be satisfied. 24% (of 200) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (121)	88% *(cf 89% in 2011)*	69% to 88%	79%	38% (of 200) don't know
Satisfied with company actions to minimise sewer flooding (132)	81% *(cf 86% in 2011)*	69% to 81%	76%	32% (of 200) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (194)	29% *(cf 33% in 2011)*	26% to 38%	33%	Females, 35-44 year olds and ABs more likely to know
Speaking Up for Consumers - Importance of having a consumer body representing your interests (190)				
Agree this is absolutely essential	**31%** *(cf 25% in 2011)*	25% to 41%	34%	
Agree this is very or fairly important	65% *(cf 69% in 2011)*	55% to 69%	61%	

CCWater Tracking Research 2012
Northumbrian Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Northumbrian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (200)	94% *(same as in 2012)*	86% to 94%	91%	**Those who think charges affordable most likely to be satisfied**
Overall satisfaction with sewerage services (189)	90% *(same as in 2012)*	77% to 90%	87%	Those who think charges affordable and those with no long term illness most likely to be satisfied
Satisfied with value for money of water services (197)	74% *(cf 83% in 2011)*	53% to 78%	72%	**Those who think charges affordable most likely to be satisfied**
Satisfied with value for money of sewerage services (192)	77% *(cf 84% in 2011)*	52% to 78%	73%	**Those who think charges affordable most likely to be satisfied**
Agree charges are affordable (196)	74% *(cf 83% in 2011)*	56% to 78%	67%	Males, non optant metered, rural and those aged 35-44 years old most in agreement
Value for Money				
Agree charges are fair (193)	64% *(cf 76% in 2011)*	43% to 71%	61%	**Those who think charges affordable most likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**31%** *(cf 20% in 2011)*	31% to 69%	44%	49% inherited, 44% requested and 7% compulsory (n = 61)
Aware of GSS scheme (200*)	**42%** *(cf 31% in 2011)*	41% to 52%	45%	**DEs least likely to be aware**

	Proportion for Northumbrian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (184)	69% *(cf 82% in 2011)*	69% to 82%	75%	Meter optants more likely to contact company; those with long term illness less likely
Aware of WaterSure tariff (200*)	4% *(cf 3% in 2011)*	4% to 27%	11%	All those aware have a longstanding illness in the household. Metered, particularly non optant, and 75+ year olds most likely to be aware; C1C2s, DEs and rural/semi rural more interested in receiving further information
Aware of services for elderly and/or disabled (200*)	**26%** *(cf 16% in 2011)*	18% to 35%	26%	Urban customers most likely to be aware
Contacted water company with query in last 12 months (200*)	**12%** *(cf 6% in 2011)*	9% to 18%	13%	Billing query main reason (17%, n=24)
Satisfaction with way query handled (23)	74% *(cf 100% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (198*)	3% *(same as in 2011)*	1% to 6%	4%	
Satisfaction with way complaint handled (7)	29% *(cf 67% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (199)	**96%** *(cf 93% in 2011)*	89% to 96%	92%	Non-optant metered and those aged 75 and over are most likely to be satisfied
Satisfied with taste and smell (199)	**90%** *(cf 88% in 2011)*	82% to 94%	87%	ABs and those aged 75 and over are most likely to be satisfied

	Proportion for Northumbrian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with hardness/softness (184)	77% *(cf 85% in 2011)*	53% to 88%	70%	**Those who think charges affordable most likely to be satisfied**
Satisfied with safety (193)	94% *(cf 96% in 2011)*	89% to 96%	92%	Those who think charges affordable most likely to be satisfied
Satisfied with reliability of supply (200)	98% *(same as in 2011)*	91% to 100%	97%	**Those who think charges affordable most likely to be satisfied**
Satisfied with water pressure (200)	88% *(cf 91% in 2011)*	87% to 92%	90%	**Those who think charges affordable most likely to be satisfied**
Have taken action to reduce water usage (200*)	**67%** *(61% in 2011)*	63% to 77%	70%	**Unmetered are most likely to take no water saving measures**
Aware of Use Water Wisely campaigns (200*)	47% *(cf 49% in 2011)*	38% to 66%	59%	Mostly aware through television (26%)
Think householders are responsible for maintaining water supply pipes with property boundary (200)	67% *(cf 66% in 2011)*	56% to 70%	64%	**Metered, non optant and C1C2s most likely to be aware**. 25% think the water company is responsible (18% last year).
Agree drink tap water rather than still bottled water (199)	**77%** *(cf 75% in 2011)*	71% to 85%	80%	ABs, non optant metered and those in urban locations most likely to agree
Likely to ask for tap water instead of still bottled water in a restaurant (200)	44% *(new in 2012)*	44% to 71%	56%	Metered and non optant metered, ABs and female customers most likely to do so
Had hosepipe ban in last 12 months where you live (200*)	6% *(new in 2012)*	6% to 72%	37%	12 customers (8 of them unmetered, 6 of them rural) thought they had had a hosepipe ban last year

	Proportion for Northumbrian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (200)*	18% *(new in 2012)*	15% to 26%	18%	DEs, females and those in urban locations most likely to recall information
Household has taken measures to prevent water pipes freezing (200)*	63% *(new in 2012)*	31% to 66%	53%	**Males most likely to have taken measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	65% *(cf 67% in 2011)*	58% to 69%	62%	**61-74 year olds most likely to be aware.** 26% think tissues may be flushed down the toilet (29% last year)
Satisfied with company actions to reduce smells from sewerage treatment works (139)	79% *(cf 84% in 2011)*	69% to 84%	79%	Meter optants and ABs are most likely to be satisfied; 29% (of 195) don't know
Satisfied with maintenance of sewerage pipes & treatment works (147)	83% *(cf 87% in 2011)*	75% to 84%	80%	Those who think charges are affordable and ABs are most likely to be satisfied; 25% (of 195) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (128)	83% *(cf 88% in 2011)*	69% to 88%	79%	Meter optants are most likely to be satisfied; 34% (of 195) don't know
Satisfied with company actions to minimise sewer flooding (138)	78% *(cf 86% in 2011)*	70% to 81%	76%	Meter optants, DEs and those in semi rural locations are most likely to be satisfied; 29% (of 195)don't know

	Proportion for Northumbrian Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shred sewerage pipes/drains (195)	**38%** *(cf 33% in 2011)*	26% to 38%	33%	41% think the householder is responsible. DEs are most likely to be aware of company's responsibility
Speaking Up for Consumers - Importance of having a consumer body representing your interests (193)				
Agree this is absolutely essential	30% *(cf 29% in 2011)*	25% to 41%	34%	
Agree this is very or fairly important	65% *(cf 66% in 2011)*	55% to 69%	61%	**Metered customers are most likely to agree**

CCWater Tracking Research 2012
Dŵr Cymru Cyfyngedig – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Dŵr Cymru Cyfyngedig	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (202)	92% *(cf 94% in 2011)*	86% to 94%	91%	**Those who think charges affordable most likely to be satisfied**
Overall satisfaction with sewerage services (176)	84% *(c f90% in 2011)*	77% to 90%	87%	**Those who think charges affordable and males most likely to be satisfied**
Satisfied with value for money of water services (199)	**75%** *(cf 69% in 2011)*	53% to 78%	72%	**Those who think charges affordable most likely to be satisfied**
Satisfied with value for money of sewerage services (186)	**77%** *(cf 72% in 2011)*	52% to 78%	73%	
Agree charges are affordable (201)	70% *(cf 72% in 2011)*	56% to 78%	67%	Rural, non optant metered customers and long term ill most likely to agree
Value for Money				
Agree charges are fair (195)	**64%** *(cf 62% in 2011)*	43% to 71%	61%	**Those who think charges are affordable mostly likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (206*)	**38%** *(cf 30% in 2011)*	31% to 69%	44%	36% inherited, 57% requested and 6% compulsory (n=77)
Aware of GSS scheme (203*)	**41%** *(cf 39% in 2011)*	41% to 52%	45%	**Those who think charges affordable most likely to be aware**

	Proportion for Dŵr Cymru Cyfyngedig	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (183)	72% *(cf 80% in 2011)*	69% to 82%	75%	Metered, particularly meter optants, males and those aged 61-74 years old are least likely to make contact if worried about paying bill
Aware of WaterSure tariff (203*)	6% *(same as in 2011)*	4% to 27%	11%	Those with long term illness most likely to be aware
Aware of services for elderly and/or disabled (203*)	**18%** *(cf 12% in 2011)*	18% to 35%	26%	**Those aged 75 and over are most likely to be aware**
Contacted water company with query in last 12 months (203*)	9% *(cf 11% in 2011)*	9% to 18%	13%	**Rural customers are most likely to make contact**
Satisfaction with way query handled (15)	**86%** *(cf 67% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (197*)	2% *(cf 6% in 2011)*	1% to 6%	4%	
Satisfaction with way complaint handled (10)	**80%** *(cf 77% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (203)	93% *(cf 94% in 2011)*	89% to 96%	92%	ABs and those who think charges are affordable are most likely to be satisfied
Satisfied with taste and smell (201)	87% *(cf 91% in 2011)*	82% to 94%	87%	Meter optants and those who think charges affordable are most likely to be satisfied
Satisfied with hardness/softness (193)	86% *(cf 93% in 2011)*	53% to 88%	70%	**ABs are most likely to be satisfied**
Satisfied with safety (196)	92% *(cf 94% in 2011)*	89% to 96%	92%	ABs and meter optants are most likely to be satisfied; long term ill less likely to be satisfied

	Proportion for Dŵr Cymru Cyfyngedig	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with reliability of supply (203)	98% *(cf 97% in 2011)*	91% to 100%	97%	Meter optants are most likely to be satisfied
Satisfied with water pressure (201)	**91%** *(cf 88% in 2011)*	87% to 92%	90%	**DEs and those living in urban locations are most likely to be aware**
Have taken action to reduce water usage (203*)	64% *(cf 66% in 2011)*	63% to 77%	70%	**Unmetered customers and males most likely say they do nothing to save water**
Aware of Use Water Wisely campaigns (203*)	38% *(cf 44% in 2011)*	38% to 66%	59%	Television is the main source of awareness (21%) as last year (25%)
Think householders are responsible for maintaining water supply pipes with property boundary (203)	**70%** *(cf 64% in 2011)*	56% to 70%	64%	**Males and AB/C1C2 customers most likely to think the householder responsible**; 13% think company is responsible
Agree drink tap water rather than still bottled water (202)	80% *(cf 82% in 2011)*	71% to 85%	80%	Those aged 75 years and over are more likely to agree
Likely to ask for tap water instead of still bottled water in a restaurant (203)	50% *(new in 2012)*	44% to 71%	56%	**AB customers are most likely to agree**
Had hosepipe ban in last 12 months where you live (203*)	7% *(new in 2012)*	6% to 72%	37%	
Received information on how to avoid water pipes freezing (203)*	15% *(new in 2012)*	15% to 26%	18%	**Those with long term illness are more likely to recall receiving information**

	Proportion for Dŵr Cymru Cyfyngedig	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Household has taken measures to prevent water pipes freezing (203)*	63% *(new in 2012)*	31% to 66%	53%	Males and ABs are more likely to have taken these measures
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (203*)	68% *(cf 72% in 2011)*	58% to 69%	62%	25% think tissues can be flushed (was 21% in 2011), rising to 29% for metered customers and 36% for non-optant metered
Satisfied with company actions to reduce smells from sewerage treatment works (120)	80% *(cf 84% in 2011)*	69% to 84%	79%	**Females, those who think charges are affordable most likely to be satisfied**; 38% (n=193) don't know
Satisfied with maintenance of sewerage pipes & treatment works (133)	81% *(cf 82% in 2011)*	75% to 84%	80%	**Long term ill most likely to be satisfied**; 31% (n=193) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (113)	80% *(cf 83% in 2011)*	69% to 88%	79%	**Those who think charges are affordable most likely to be satisfied**; 41% (n=193) don't know
Satisfied with company actions to minimise sewer flooding (124)	71% *(cf 84% in 2011)*	70% to 81%	76%	**Those who think charges are affordable most likely to be satisfied**; 36% (n=193) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (193)	34% *(cf 38% in 2011)*	26% to 38%	33%	**C1C2s more likely to be correct**

	Proportion for Dŵr Cymru Cyfyngedig	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Speaking Up for Consumers - Importance of having a consumer body representing your interests (192)				
Agree this is absolutely essential	**31%** *(cf 25% in 2011)*	25% to 41%	34%	Those with long term illness mostly likely to agree. No difference between unmetered and metered customers
Agree this is very or fairly important	64% *(cf 79% in 2011)*	55% to 69%	61%	Meter optants and those aged 61-74 years old are most likely to agree

CCWater Tracking Research 2012
Severn Trent Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Severn Trent Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (200)	90% *(cf 93% in 2011)*	86% to 94%	91%	Those who think charges affordable and males most likely to be satisfied
Overall satisfaction with sewerage services (174)	91% *(cf 90% in 2011)*	77% to 90%	87%	**Those who think charges affordable are most likely to be satisfied**
Satisfied with value for money of water services (195)	**71%** *(cf 69% in 2011)*	53% to 78%	72%	**Those who think charges are affordable and C1C2s most likely to be satisfied**
Satisfied with value for money of sewerage services (186)	**73%** *(cf 68% in 2011)*	52% to 78%	73%	
Agree charges are affordable (196)	64% *(cf 71% in 2011)*	56% to 78%	67%	Non-optant metered customers are most likely to agree
Value for Money				
Agree charges are fair (193)	58% *(cf 66% in 2011)*	43% to 71%	61%	**Those who think charges affordable are most likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**35%** *(cf 30% in 2011)*	31% to 69%	44%	56% inherited, 39% requested and 6% compulsory (n = 70)
Aware of GSS scheme (200*)	**48%** *(cf 43% in 2011)*	41% to 52%	45%	**Males and C1C2 customers are most aware**

	Proportion for Severn Trent Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (186)	77% *(cf 84% in 2011)*	69% to 82%	75%	**Female customers are most likely to make contact if worried about paying the bill**
Aware of WaterSure tariff (200*)	**7%** *(cf 5% in 2011)*	4% to 27%	11%	Female customers, those with long term illness and those aged 75 and over are most likely to want more information
Aware of services for elderly and/or disabled (200*)	**25%** *(cf 22% in 2011)*	18% to 35%	26%	**Those with long term illness most likely to want more information**
Contacted water company with query in last 12 months (200*)	**13%** *(cf 8% in 2011)*	9% to 18%	13%	Billing query main reason (50%, n=26)
Satisfaction with way query handled (22)	**73%** *(cf 71% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (196*)	4% *(same as in 2011)*	1% to 6%	4%	Meter optants are most likely to contact company
Satisfaction with way complaint handled (12)	**75%** *(cf 33% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (200)	89% *(cf 92% in 2011)*	89% to 96%	92%	Those who think charges affordable, non-optant metered and male customers most likely to be satisfied
Satisfied with taste and smell (197)	82% *(cf 88% in 2011)*	82% to 94%	87%	Those who think charges affordable, 35-44 year olds and urban customers most likely to be satisfied
Satisfied with hardness/softness (190)	**71%** *(cf 68% in 2011)*	53% to 88%	70%	**ABs are least likely to be satisfied**

	Proportion for Severn Trent Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with safety (196)	89% *(cf 93% in 2011)*	89% to 96%	92%	**Those who think charges affordable and those without long term illness in the household are most likely to be satisfied**
Satisfied with reliability of supply (199)	97% *(cf 96% in 2011)*	91% to 100%	97%	
Satisfied with water pressure (199)	90% *(same as in 2011)*	87% to 92%	90%	Those who think charges affordable, DEs and male customers most likely to be satisfied
Have taken action to reduce water usage (200*)	63% *(66% in 2011)*	63% to 77%	70%	**Unmetered customers least likely to say they do something to save water**
Aware of Use Water Wisely campaigns (200*)	47% *(cf 56% in 2011)*	38% to 66%	59%	Television main source (26%). Non optant metered least likely to be aware
Think householders are responsible for maintaining water supply pipes with property boundary (200*)	**70%** *(cf 62% in 2011)*	56% to 70%	64%	**ABs most likely to be aware.** 14% think the water company is (cf 23% last year).
Agree drink tap water rather than still bottled water (198)	75% *(cf 79% in 2011)*	71% to 85%	80%	Those who think charges affordable, those aged 61 and over and ABs are most likely to agree
Likely to ask for tap water instead of still bottled water in a restaurant (200)	47% *(new in 2012)*	44% to 71%	56%	**ABs are more likely to ask for tap water in a restaurant**
Had hosepipe ban in last 12 months where you live (200*)	21% *(new in 2012)*	6% to 72%	37%	DEs and 35-60 year olds are most likely to think there had been a hosepipe ban

	Proportion for Severn Trent Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (200)*	17% *(new in 2012)*	15% to 26%	18%	
Household has taken measures to prevent water pipes freezing (200)*	66% *(new in 2012)*	31% to 66%	53%	**Rural customers are most likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	66% *(cf 68% in 2011)*	58% to 69%	62%	DEs and 61-74 year olds most likely to be aware. 33% think tissues can be flushed down the toilet (24% last year, with ABs and females most likely to say this).
Satisfied with company actions to reduce smells from sewerage treatment works (128)	80% *(cf 81% in 2011)*	69% to 84%	79%	DEs most satisfied; 33% (of 192) don't know
Satisfied with maintenance of sewerage pipes & treatment works (128)	79% *(cf 80% in 2011)*	75% to 84%	80%	Those aged 75 and over, those with no long term illness and DEs are most likely to be satisfied; 32% (of 192) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (116)	81% *(cf 88% in 2011)*	69% to 88%	79%	DEs are most likely to be satisfied; 40% (of 192) don't know
Satisfied with company actions to minimise sewer flooding (126)	74% *(cf 84% in 2011)*	69% to 81%	76%	**ABs are least likely to be satisfied**; 34% (of 192) don't know

	Proportion for Severn Trent Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (192)	**36%** *(cf 33% in 2011)*	26% to 38%	33%	DEs, those in semi rural locations and non optant metered customers most likely to be aware. As last year, more think the householder is responsible (40%).
Speaking Up for Consumers - Importance of having a consumer body representing your interests (190)				
Agree this is absolutely essential	**38%** *(cf 24% in 2011)*	25% to 41%	34%	DEs, those aged 75 and over and non optant metered are most likely to agree
Agree this is very or fairly important	60% *(cf 68% in 2011)*	55% to 69%	61%	

CCWater Tracking Research 2012
South West Water – Summary

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Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for South West Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (199)	86% *(same as in 2011)*	86% to 94%	91%	**Those who think charges affordable are most likely to be satisfied**
Overall satisfaction with sewerage services (161)	77% *(cf 82% in 2011)*	77% to 90%	87%	**Those who think charges affordable are most likely to be satisfied**
Satisfied with value for money of water services (194)	**53%** *(cf 35% in 2011)*	53% to 78%	72%	**Those who think charges affordable are most likely to be satisfied**
Satisfied with value for money of sewerage services (161)	**52%** *(cf 39% in 2011)*	52% to 78%	73%	**Those who think charges affordable are most likely to be satisfied**
Agree charges are affordable (194)	**56%** *(cf 51% in 2011)*	56% to 78%	67%	Meter optant customers are most likely to agree; long term ill least likely
Value for Money				
Agree charges are fair (186)	**43%** *(cf 31% in 2011)*	43% to 71%	61%	Meter optant customers and those aged 75 and over most likely to agree; those with long term illness most likely to disagree
Consumer Rights and Responsibilities				
Have a water meter (200*)	**67%** *(cf 60% in 2011)*	31% to 69%	44%	49% inherited, 44% (32% last year) requested and 7% compulsory (n = 134)
Aware of GSS scheme (200*)	**52%** *(cf 47% in 2011)*	41% to 52%	45%	Metered, particularly non optants, ABs and C1C2s are most aware

	Proportion for South West Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (191)	81% *(cf 85% in 2011)*	69% to 82%	75%	Those who think charges affordable and females are most likely to contact company if worried about paying the bill
Aware of WaterSure tariff (200*)	**23%** *(cf 17% in 2011)*	4% to 27%	11%	**Those in households with long term illness are more likely to want to know more**
Aware of services for elderly and/or disabled (200*)	**35%** *(cf 24% in 2011)*	18% to 35%	26%	Long term ill do not require (66%)
Contacted water company with query in last 12 months (200*)	**16%** *(cf 11% in 2011)*	9% to 18%	13%	Mostly billing queries and all from metered customers (34%, n = 32); cf 27% last year
Satisfaction with way query handled (30)	**70%** *(cf 52% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (197*)	5% *(cf 6% in 2011)*	1% to 6%	4%	Those in households with long term illness/disability are more likely to have made contact to complain
Satisfaction with way complaint handled (11)	**63%** *(cf 54% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (199)	91% *(same as in 2011)*	89% to 96%	92%	Those who think are charges affordable are most likely to be satisfied
Satisfied with taste and smell (199)	85% *(same as in 2011)*	82% to 94%	87%	Those who think charges are affordable and those aged 61 and over are most likely to be satisfied
Satisfied with hardness/softness (197)	81% *(cf 88% in 2011)*	53% to 88%	70%	Meter optants and those in households with long term illness/disability are most likely to be satisfied

	Proportion for South West Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with safety (190)	88% *(cf 91% in 2011)*	89% to 96%	92%	**Those who think charges are affordable most likely to be satisfied; long term ill least likely to be satisfied**
Satisfied with reliability of supply (196)	91% *(cf 96% in 2011)*	91% to 100%	97%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with water pressure (200)	86% *(cf 91% in 2011)*	87% to 92%	90%	**Those who think charges are affordable and females most likely to be satisfied**
Have taken action to reduce water usage (200*)	**77%** *(cf to 70% in 2011)*	63% to 77%	70%	Taking showers instead of baths most mentioned (46%). **ABs most likely to take no water saving measures**
Aware of Use Water Wisely campaigns (200*)	48% *(cf 52% in 2011)*	38% to 66%	59%	Television (27%) and leaflets (18%) are main sources of information
Think householders are responsible for maintaining water supply pipes with property boundary (200)	63% *(same as in 2011)*	56% to 70%	64%	14% think company is responsible (same as last year); **those in rural locations are most likely to see themselves as responsible**
Agree drink tap water rather than still bottled water (197)	71% *(cf 79% in 2011)*	71% to 85%	80%	Those who think charges are affordable and meter optants are most likely to agree
Likely to ask for tap water instead of still bottled water in a restaurant (200)	56% *(new in 2012)*	44% to 71%	56%	**Those who think charges are affordable most likely to; those in households with long term illness/disability are least likely**
Had hosepipe ban in last 12 months where you live (200*)	19% *(new in 2012)*	6% to 72%	37%	**Those aged 35-44 years old are most likely to think there had been a hosepipe ban in their area**

	Proportion for South West Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (200)*	26% *(new in 2012)*	15% to 26%	18%	**45-60 year olds are most likely say they had received information**
Household has taken measures to prevent water pipes freezing (200)*	60% *(new in 2012)*	31% to 66%	53%	**Males, those aged 45 and over, and DEs are most likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	**69%** *(cf 64% in 2011)*	58% to 69%	62%	26% think tissues can be flushed down the toilet (28% last year)
Satisfied with company actions to reduce smells from sewerage treatment works (124)	**75%** *(cf 72% in 2011)*	69% to 84%	79%	26% (of 167) don't know; **those who think charges are affordable are most likely to be satisfied**
Satisfied with maintenance of sewerage pipes & treatment works (127)	76% *(cf 76% in 2011)*	75% to 84%	80%	24% (of 167) don't know; **those who think are charges affordable most likely to be satisfied**
Satisfied with company cleaning of waste water before releasing it back into environment (129)	69% *(cf 78% in 2011)*	69% to 88%	79%	23% (of 167) don't know; **those who think charges are affordable, female and those aged 75 and over are most likely to be satisfied**
Satisfied with company actions to minimise sewer flooding (129)	68% *(cf 82% in 2011)*	70% to 81%	76%	23% (of 167) don't know; **those who think charges affordable most likely to be satisfied; those long term ill most likely to be dissatisfied**

	Proportion for South West Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (167)	**32%** *(cf 26% in 2011)*	26% to 38%	33%	Similar proportion think householder is responsible (34% cf 43% last year). **Rural customers are most likely to think the householder is responsible**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (190)				
Agree this is absolutely essential	**37%** *(cf 29% in 2011)*	25% to 41%	34%	**Male customers are most likely to think this is essential**
Agree this is very or fairly important	56% *(cf 65% in 2011)*	55% to 69%	61%	

CCWater Tracking Research 2012
Southern Water – Summary

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	Proportion for Southern Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (202)	87% *(cf 92% in 2011)*	86% to 94%	91%	**Those who think charges affordable are most likely to be satisfied**
Overall satisfaction with sewerage services (190)	78% *(cf 85% in 2011)*	77% to 90%	87%	**Those who think charges affordable, females and C1C2s most likely to be satisfied**
Satisfied with value for money of water services (199)	68% *(cf 67% in 2011)*	53% to 78%	72%	**Those who think charges affordable and females are most likely to be satisfied**
Satisfied with value for money of sewerage services (189)	68% *(cf 73% in 2011)*	52% to 78%	73%	**Those who think charges affordable and females most likely to be satisfied**
Agree charges are affordable (198)	64% *(cf 73% in 2011)*	56% to 78%	67%	**Non optant metered are most likely to agree**
Value for Money				
Agree charges are fair (196)	60% *(cf 66% in 2011)*	43% to 71%	61%	**Females are most likely to be agree**
Consumer Rights and Responsibilities				
Have a water meter (203*)	**53%** *(cf 43% in 2011)*	31% to 69%	44%	50% inherited, 30% (39% last year) requested and 17% compulsory (n = 107)
Aware of GSS scheme	**47%** *(cf 36% in 2011)*	41% to 52%	45%	**ABs are most likely to be aware of GSS scheme**

	Proportion for Southern Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (191)	78% *(cf 87% in 2011)*	69% to 82%	75%	Those who think charges are affordable are most likely to contact company if worried about paying the bill
Aware of WaterSure tariff (203*)	**27%** *(7% in 2011)*	4% to 27%	11%	**Those who think charges are affordable, those with long term illness and urban customers most interested in further information**
Aware of services for elderly and/or disabled (203*)	**34%** *(cf 20% in 2011)*	18% to 35%	26%	**Those who think charges are affordable and females are most likely to be aware**
Contacted water company with query in last 12 months (203*)	11% *(cf 10% in 2011)*	9% to 18%	13%	Main reasons were billing query (18%), change/request a meter (18%) and to report a leak (14%)
Satisfaction with way query handled (20)	75% *(cf 74% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (201*)	1% *(same as in 2011)*	1% to 6%	4%	Meter optants are most likely to have made contact to complain
Satisfaction with way complaint handled (5)	20% *(cf 67% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (203)	91% *(cf 93% in 2011)*	89% to 96%	92%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with taste and smell (202)	**86%** *(cf 84% in 2011)*	82% to 94%	87%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with hardness/softness (199)	**67%** *(cf 56% in 2011)*	53% to 88%	70%	**Those who think charges are affordable are most likely to be satisfied**

	Proportion for Southern Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with safety (199)	90% *(cf 95% in 2011)*	89% to 96%	92%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with reliability of supply (203)	95% *(cf 98% in 2011)*	91% to 100%	97%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with water pressure (203)	**90%** *(cf 87% in 2011)*	87% to 92%	90%	
Have taken action to reduce water usage (203*)	**69%** *(cf 60% in 2011)*	63% to 77%	70%	72% metered customers (76% last year) have implemented water saving measures cf 66% (67% last year) unmetered
Aware of Use Water Wisely campaigns (200*)	42% *(cf 60% in 2011)*	40% to 69%	59%	DEs least aware. 41% of unmetered customers not aware cf 36% metered customers. TV (24% cf 33% last year) and leaflets (15%) main sources of information. ABs mention leaflets (22%) more than TV (15%).
Think householders are responsible for maintaining water supply pipes with property boundary (203*)	56% *(cf 68% in 2011)*	56% to 70%	64%	**Males are most likely to say the householder is responsible**
Agree drink tap water rather than still bottled water (202)	**77%** *(cf 72% in 2011)*	71% to 85%	80%	**Those who think charges affordable are most likely to agree**
Likely to ask for tap water instead of still bottled water in a restaurant (203)	57% *(new in 2012)*	44% to 71%	56%	**Those who think charges affordable are most likely to ask for tap water in a restaurant**
Had hosepipe ban in last 12 months where you live (203*)	65% *(new in 2012)*	6% to 72%	37%	Similar proportions of metered and non metered customers not aware: unmetered (29%), metered (29%) cf optant metered (34%)

Consumer Council for Water
Annual Tracking Survey 2012

Southern Water Summary
Base: 203 Respondents

	Proportion for Southern Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (203)*	25% *(new in 2012)*	15% to 26%	18%	Meter optants, DEs, and rural customers are most likely to say they have received this information
Household has taken measures to prevent water pipes freezing (203)*	40% *(new in 2012)*	31% to 66%	53%	**Rural/semi rural and male customers most likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (203*)	**62%** *(cf 57% in 2011)*	58% to 69%	62%	Those aged 61 and over are most likely to be aware that nothing should be disposed of in this way 28% overall (32% last year) and 31% of unmetered customers think tissues can be flushed down the toilet
Satisfied with company actions to reduce smells from sewerage treatment works (175)	**84%** *(cf 75% in 2011)*	69% to 84%	79%	**Those who think charges are affordable, C1C2s and those without long term illness in the household are most likely to be satisfied**; 12% (n = 198) don't know
Satisfied with maintenance of sewerage pipes & treatment works (172)	83% *(cf 87% in 2011)*	75% to 84%	80%	Those who think charges are affordable and those aged 35-44 years old are most likely to be satisfied; 13% (n = 198) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (163)	81% *(cf 84% in 2011)*	69% to 88%	79%	Females, those in rural areas and C1C2s are most likely to be satisfied; those with long term illness/disability in the household are least likely to be satisfied; 18% (n = 198) don't know
Satisfied with company actions to minimise sewer flooding (166)	80% *(cf 85% in 2011)*	70% to 81%	76%	**Those who think charges are affordable and females are most likely to be satisfied**; 16% (n = 198) don't know

	Proportion for Southern Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (198)	26% *(cf 38% in 2011)*	26% to 38%	33%	As last year, 40% think the householder is responsible
Speaking Up for Consumers - Importance of having a consumer body representing your interests (190)				
Agree this is absolutely essential	35% *(cf 34% in 2011)*	25% to 41%	34%	**Those who think charges affordable are most likely to agree**
Agree this is very or fairly important	59% *(same as in 2012)*	55% to 69%	61%	

CCWater Tracking Research 2012
Thames Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Thames Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (198)	**92%** *(cf 90% in 2011)*	86% to 94%	91%	Those who think charges are affordable and meter optants are most likely to be satisfied
Overall satisfaction with sewerage services (192)	86% *(cf 87% in 2011)*	77% to 90%	87%	Those who think charges are affordable, meter optants and rural customers are most likely to be satisfied
Satisfied with value for money of water services (191)	**79%** *(cf 72% in 2011)*	53% to 78%	72%	**Those who think charges affordable, DEs and rural customers are most likely to be satisfied**
Satisfied with value for money of sewerage services (186)	**78%** *(cf 73% in 2011)*	52% to 78%	73%	**Those who think charges are affordable are most likely to be satisfied**
Agree charges are affordable (198)	69% *(cf 74% in 2011)*	56% to 78%	67%	**Semi rural customers are most likely to agree**
Value for Money				
Agree charges are fair (194)	65% *(cf 66% in 2011)*	43% to 71%	61%	**Those who think charges are affordable are most likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**42%** *(cf 28% in 2011)*	31% to 69%	44%	64% inherited, 31% (38% last year) requested and 4% compulsory (n = 84)
Aware of GSS scheme (200*)	**46%** *(cf 41% in 2011)*	41% to 52%	45%	**Meter optants are most likely to be aware of GSS scheme**

	Proportion for Thames Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (190)	75% *(cf 81% in 2011)*	69% to 82%	75%	**Females are most likely to make contact if they are worried about paying the bill**
Aware of WaterSure tariff (200*)	**19%** *(cf 4% in 2011)*	4% to 27%	11%	Those with long term illness in the household and those aged 35-44 years old are most interested in further information
Aware of services for elderly and/or disabled (200*)	**28%** *(cf 16% in 2011)*	18% to 35%	26%	Those with long term illness in the household and semi rural customers are most interested in further information
Contacted water company with query in last 12 months (200*)	9% *(cf 11% in 2011)*	9% to 18%	13%	Main reasons are to report a leak (29%) and billing query (18%)
Satisfaction with way query handled (17)	**76%** *(cf 71% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (198*)	**6%** *(cf 4% in 2011)*	1% to 6%	4%	**Females are most likely to have made contact**
Satisfaction with way complaint handled (13)	46% *(cf 63% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (199)	**94%** *(cf 92% in 2011)*	89% to 96%	92%	**Those who think charges are affordable and male customers are most likely to be satisfied**
Satisfied with taste and smell (194)	88% *(same as in 2011)*	82% to 94%	87%	**Those who think charges are affordable and males are most likely to be satisfied**
Satisfied with hardness/softness (193)	**64%** *(cf 50% in 2011)*	53% to 88%	70%	**Females are least likely to be satisfied**

	Proportion for Thames Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with safety (191)	91% *(same as in 2011)*	89% to 96%	92%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with reliability of supply (199)	96% *(cf 97% in 2011)*	91% to 100%	97%	Those who think charges are affordable and those with long term illness in the household most likely to be satisfied
Satisfied with water pressure (197)	90% *(cf 94% in 2011)*	87% to 92%	90%	Those who think charges are affordable, males, aged 45-74 years old and C1C2s are most likely to be satisfied
Have taken action to reduce water usage (200*)	**74%** *(cf 64% I 2011)*	63% to 77%	70%	Taking showers instead of baths and turning tap off when brushing teeth most mentioned. Unmetered customers and ABs are most likely to take no action
Aware of Use Water Wisely campaigns (200*)	**63%** *(cf 58% in 2011)*	40% to 69%	59%	Television (23%) and leaflets (16%) main sources of information. **Meter optants are more likely to mention information from company**
Think householders are responsible for maintaining water supply pipes with property boundary (200*)	58% *(cf 53% in 2011)*	56% to 70%	64%	16% think water company is responsible (14% last year). Unmetered and male customers are most likely to say this.
Agree drink tap water rather than still bottled water (195)	**80%** *(cf 71% in 2011)*	71% to 85%	80%	Those who think charges are affordable, ABs and 61-74 year olds most likely to agree. Those with long term illness least likely to agree.
Likely to ask for tap water instead of still bottled water in a restaurant (200)	66% *(new in 2012)*	44% to 71%	56%	Those who think charges affordable, meter optants and 61-74 year olds most likely to agree; long term ill least likely
Had hosepipe ban in last 12 months where you live (200*)	58% *(new in 2012)*	6% to 72%	37%	**Males most likely to say there had not been a hosepipe ban**

Consumer Council for Water
Annual Tracking Survey 2012

Thames Water Summary
Base: 200 Respondents

	Proportion for Thames Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (200)*	15% *(new in 2012)*	15% to 26%	18%	
Household has taken measures to prevent water pipes freezing (200)*	31% *(new in 2012)*	31% to 66%	53%	**Rural/semi rural, 75+ year olds and long term ill most likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	61% *(cf 60% in 2011)*	58% to 69%	62%	As last year, 33% think tissues can be flushed down the toilet; **semi rural customers particularly likely to say this**
Satisfied with company actions to reduce smells from sewerage treatment works (171)	**79%** *(cf 76% in 2011)*	69% to 84%	79%	**Those who think charges are affordable most likely to be satisfied**; 14% (n=198) don't know
Satisfied with maintenance of sewerage pipes & treatment works (169)	78% *(cf 79% in 2011)*	75% to 84%	80%	**Those who think charges are affordable most likely to be satisfied**; 15% (n=198) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (154)	79% *(cf 79% in 2011)*	69% to 88%	79%	Those who think charges are affordable, those in rural locations and meter optants are most likely to be satisfied; 22% (n=198) don't know
Satisfied with company actions to minimise sewer flooding (161)	78% *(cf 79% in 2011)*	70% to 81%	76%	**C1C2s most likely to be satisfied; long term ill least satisfied**; 19% (n=198) don't know

	Proportion for Thames Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (198)	**32%** *(cf 29% in 2011)*	26% to 38%	33%	36% think the householder is responsible.
Speaking Up for Consumers - Importance of having a consumer body representing your interests (190)				
Agree this is absolutely essential	**34%** *(cf 30% in 2011)*	25% to 41%	34%	Those in semi rural locations, aged 35-44 years old and C1C2s are most likely to think this is essential
Agree this is very or fairly important	62% *(cf 65% in 2011)*	55% to 69%	61%	DEs are least likely to think it important

CCWater Tracking Research 2012
United Utilities – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for United Utilities	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (199)	**93%** *(cf 89% in 2011)*	86% to 94%	91%	Those who think charges are affordable are most likely to be satisfied
Overall satisfaction with sewerage services (188)	87% *(cf 90% in 2011)*	77% to 90%	87%	Those who think charges affordable, ABs and those in urban locations most likely to be satisfied
Satisfied with value for money of water services (196)	66% *(cf 68% in 2011)*	53% to 78%	72%	**Meter optants and female customers are most likely to be satisfied; those in households with long term illness/disability are least satisfied**
Satisfied with value for money of sewerage services (187)	67% *(cf 71% in 2011)*	52% to 78%	73%	**Those who think charges affordable are most likely to be satisfied**
Agree charges are affordable (197)	65% *(cf 72% in 2011)*	56% to 78%	67%	**Those in households with long term illness/disability are least likely to agree**
Value for Money				
Agree charges are fair (196)	54% *(cf 66% in 2011)*	43% to 71%	61%	**Those who think charges are affordable most likely to agree; males least likely to agree.**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**36%** *(cf 29% in 2011)*	31% to 69%	44%	35% inherited, 63% (59% last year) requested and 1% compulsory (n = 72)
Aware of GSS scheme (200*)	**43%** *(cf 39% in 2011)*	41% to 52%	45%	DEs, 75+ year olds and those in households with long term illness least likely to be aware

	Proportion for United Utilities	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (191)	73% *(cf 81% in 2011)*	69% to 82%	75%	Those in households with long term illness/disability are least likely to contact company (57%)
Aware of WaterSure tariff (200*)	5% *(cf 6% in 2011)*	4% to 27%	11%	61+ yrs olds and those with long term illness are most interested in more information
Aware of services for elderly and/or disabled (200*)	**21%** *(cf 19% in 2011)*	18% to 35%	26%	**Those with long term illness and DEs most interested in more information**
Contacted water company with query in last 12 months (200*)	**15%** *(cf 8% in 2011)*	9% to 18%	13%	Mostly to make a billing enquiry (34%), report a leak (17%) and make a complaint (14%)
Satisfaction with way query handled (26)	**77%** *(cf 73% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (196*)	2% *(cf 3% in 2011)*	1% to 6%	4%	Non optant metered and AB's are most likely to contact
Satisfaction with way complaint handled (7)	29% *(cf 57% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (200)	**96%** *(cf 92% in 2011)*	89% to 96%	92%	**Urban customers most likely to be satisfied; those in households with long term illness/disability are least likely to be satisfied**
Satisfied with taste and smell (196)	**94%** *(cf 81% in 2011)*	82% to 94%	87%	**Long term ill are least likely to be satisfied**
Satisfied with hardness/softness (190)	**87%** *(cf 78% in 2011)*	53% to 88%	70%	**Long term ill are least likely to be satisfied**
Satisfied with safety (195)	**96%** *(cf 89% in 2011)*	89% to 96%	92%	**Urban customers are most likely to be satisfied**

Consumer Council for Water
Annual Tracking Survey 2012

United Utilities Water Summary
Base: 200 Respondents

	Proportion for United Utilities	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with reliability of supply (200)	**100%** *(cf 94% in 2011)*	91% to 100%	97%	
Satisfied with water pressure (200)	**92%** *(cf 85% in 2011)*	87% to 92%	90%	Abs are most likely to be satisfied
Have taken action to reduce water usage (200*)	68% *(67% in 2011)*	63% to 77%	70%	Taking showers instead of baths (35%), turning tap off when cleaning teeth (26%) and using the washing machine for full loads only (22%) most mentioned. **Unmetered customers most likely to take no action**
Aware of Use Water Wisely campaigns (200*)	**58%** *(cf 54% in 2011)*	38% to 66%	59%	Television (29%), leaflets (15%) and information with bill (14%) mentioned most. Non optant metered customers least aware.
Think householders are responsible for maintaining water supply pipes with property boundary (200)	**65%** *(cf 57% in 2011)*	56% to 70%	64%	19% think the water company is responsible. **Those with long term illness least likely to say the householder is responsible**
Agree drink tap water rather than still bottled water (199)	**83%** *(cf 74% in 2011)*	71% to 85%	80%	**Those with long term illness least likely to agree; males most likely to agree**
Likely to ask for tap water instead of still bottled water in a restaurant (200)	53% *(new in 2012)*	44% to 71%	56%	**Those with long term illness are least likely to order tap water**
Had hosepipe ban in last 12 months where you live (200*)	21% *(new in 2012)*	6% to 72%	37%	Meter optants are most likely to say no

	Proportion for United Utilities	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (200)*	18% *(new in 2012)*	15% to 26%	18%	
Household has taken measures to prevent water pipes freezing (200)*	62% *(new in 2012)*	31% to 66%	53%	**DEs are least likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	58% *(cf 71% in 2011)*	58% to 69%	62%	35% (cf 20% last year) say tissues can be flushed down the toilet. Said most by unmetered customers (41%) and DEs least (25%)
Satisfied with company actions to reduce smells from sewerage treatment works (138)	75% *(cf 73% in 2011)*	69% to 84%	79%	Those with long term illness/disability in the household are likely to be satisfied; 29% (n = 194) don't know
Satisfied with maintenance of sewerage pipes & treatment works (139)	**79%** *(cf 76% in 2011)*	75% to 84%	80%	Long term ill least likely to be satisfied; 28% (n = 194) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (124)	79% *(same as in 2011)*	69% to 88%	79%	Meter optants are most likely to be satisfied; 36% (n = 194) don't know
Satisfied with company actions to minimise sewer flooding (134)	78% *(cf 80% in 2011)*	70% to 81%	76%	Those who are aged 61-74 years, in semi rural and rural locations most satisfied; long term ill least satisfied; 31% (n = 194) don't know

	Proportion for United Utilities	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (194)	**36%** *(cf 30% in 2011)*	26% to 38%	33%	42% think the householder is responsible; **ABs and C1C2s most likely to think this is the case**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (194)				
Agree this is absolutely essential	**38%** *(cf 25% in 2011)*	25% to 41%	34%	
Agree this is very or fairly important	58% *(cf 72% in 2011)*	55% to 69%	61%	

CCWater Tracking Research 2012
Wessex Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Wessex Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (200)	93% *(cf 94% in 2011)*	86% to 94%	91%	**Those who think charges are affordable are most likely to be satisfied.**
Overall satisfaction with sewerage services (158)	87% *(cf 89% in 2011)*	77% to 90%	87%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with value for money of water services (195)	**73%** *(cf 64% in 2011)*	53% to 78%	72%	**Those who think charges are affordable are most likely to be satisfied**
Satisfied with value for money of sewerage services (166)	**75%** *(cf 68% in 2011)*	52% to 78%	73%	**Those who think charges affordable, aged 75+ and meter optants are most likely to be satisfied**
Agree charges are affordable (197)	**78%** *(cf 70% in 2011)*	56% to 78%	67%	Rural, meter optants and AB customers are most in agreement. Unmetered and urban customers agree least.
Value for Money				
Agree charges are fair (191)	**71%** *(cf 59% in 2011)*	43% to 71%	61%	**Rural customers are mostly likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**47%** *(cf 37% in 2011)*	31% to 69%	44%	49% inherited, 35% (42% last year) requested and 13% compulsory (n = 84)
Aware of GSS scheme (200*)	**47%** *(cf 37% in 2011)*	41% to 52%	45%	Rural customers are most likely to be aware. Those with long term illness in the household and ABs are least likely to be aware

	Proportion for Wessex Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Likely to contact company if worried about paying bill (191)	82% *(cf 84% in 2011)*	69% to 82%	75%	**Non optant metered are most likely to contact company.**
Aware of WaterSure tariff (200*)	**18%** *(cf 6% in 2011)*	4% to 27%	11%	6% of those with long term illness want further information compared with 18% last year
Aware of services for elderly and/or disabled (200*)	**23%** *(cf 15% in 2011)*	18% to 35%	26%	10% of those with long term illness want further information compared with 16% last year
Contacted water company with query in last 12 months (200*)	**15%** *(cf 8% in 2011)*	9% to 18%	13%	Mostly with a billing query (21%) - 28% metered compared with 9% RV customers. 14% reported a leak
Satisfaction with way query handled (14)	80% *(cf 93% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (196*)	4% *(cf 3% in 2011)*	1% to 6%	4%	
Satisfaction with way complaint handled (11)	36% *(cf 57% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (200)	93% *(same as in 2011)*	89% to 96%	92%	Those who think charges affordable and meter optants are most likely to be satisfied
Satisfied with taste and smell (198)	87% *(same as in 2011)*	82% to 94%	87%	Non optant metered and those with long term illness least likely to be satisfied
Satisfied with hardness/softness (196)	**63%** *(cf 55% in 2011)*	53% to 88%	70%	Unmetered and C1C2 customers most likely to be satisfied

	Proportion for Wessex Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with safety (188)	92% *(cf 92% in 2011)*	89% to 96%	92%	**Females are most likely to be satisfied**
Satisfied with reliability of supply (192)	97% *(cf 99% in 2011)*	91% to 100%	97%	**Those who think charges affordable most likely to be satisfied**
Satisfied with water pressure (199)	90% *(cf 90% in 2011)*	87% to 92%	90%	**Those who think charges affordable most likely to be satisfied**
Have taken action to reduce water usage (200*)	**75%** *(cf 66% in 2011)*	63% to 77%	70%	Taking showers instead of baths mentioned most (49%), but wide range of actions mentioned
Aware of Use Water Wisely campaigns (200*)	56% *(cf 63% in 2011)*	38% to 66%	59%	Television (22%) and leaflets (21%) main sources. Unmetered customers are least aware
Think householders are responsible for maintaining water supply pipes with property boundary (200)	**70%** *(cf 62% in 2011)*	56% to 70%	64%	15% think the company is responsible (cf 25% last year).
Agree drink tap water rather than still bottled water (199)	**82%** *(cf 77% in 2011)*	71% to 85%	80%	**Those aged 61 and over are most likely to agree**
Likely to ask for tap water instead of still bottled water in a restaurant (200)	71% *(new in 2012)*	44% to 71%	56%	Customers aged 61-74 years old and those in semi rural locations are most likely to order tap water
Had hosepipe ban in last 12 months where you live (200*)	23% *(new in 2012)*	6% to 72%	37%	Urban customers are most likely to say there had been a hosepipe ban

	Proportion for Wessex Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (200)*	22% *(new in 2012)*	15% to 26%	18%	**Rural customers are most likely to say they have received this information**
Household has taken measures to prevent water pipes freezing (200)*	54% *(new in 2012)*	31% to 66%	53%	**Rural customers and 61-74 year olds are most likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	65% *(cf 69% in 2011)*	58% to 69%	62%	Meter optants are most likely to say none of the items. 29% think tissues can be flushed down the toilet (**in particular semi rural customers**)
Satisfied with company actions to reduce smells from sewerage treatment works (113)	**81%** *(cf 78% in 2011)*	69% to 84%	79%	**Those in semi rural locations are most likely to be satisfied**; 34% (n = 171) don't know
Satisfied with maintenance of sewerage pipes & treatment works (120)	81% *(cf 84% in 2011)*	75% to 84%	80%	**Those in semi rural locations are most likely to be satisfied**; 30% (n = 171) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (119)	76% *(cf 84% in 2011)*	69% to 88%	79%	**Females are most likely to be satisfied; those in urban areas are least likely to be satisfied;** 30% (n = 171) don't know
Satisfied with company actions to minimise sewer flooding (115)	76% *(cf 83% in 2011)*	70% to 81%	76%	**Those who think charges affordable and living in semi rural areas are most likely to be satisfied**; 33% (n = 171) don't know

	Proportion for Wessex Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (171)	29% *(cf 33% in 2011)*	26% to 38%	33%	46% think the householder is responsible (35% last year); **males are more likely to say this**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (193)				
Agree this is absolutely essential	**41%** *(cf 26% in 2011)*	25% to 41%	34%	**C1C2s and DEs are most likely to agree**
Agree this is very or fairly important	55% *(cf 65% in 2011)*	55% to 69%	61%	

CCWater Tracking Research 2012
Yorkshire Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WaSCs is based on weighted data. All other data is unweighted
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Yorkshire Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (199)	89% *(cf 95% in 2011)*	86% to 94%	91%	Those who think charges are affordable, meter optants and 61-74 year olds are most likely to be satisfied
Overall satisfaction with sewerage services (184)	85% *(cf 94% in 2011)*	77% to 90%	87%	Those who think charges affordable, ABs and males most likely to be satisfied
Satisfied with value for money of water services (194)	71% *(cf 80% in 2011)*	53% to 78%	72%	**Those who think charges affordable most likely to be satisfied; those with long term illness/disability in the household are least likely to be satisfied**
Satisfied with value for money of sewerage services (186)	70% *(cf 82% in 2011)*	52% to 78%	73%	**Those who think charges affordable most likely to be satisfied**
Agree charges are affordable (196)	65% *(cf 65% in 2011)*	56% to 78%	67%	**Those with long term illness/disability in the household are least likely to agree**
Value for Money				
Agree charges are fair (191)	59% *(cf 75% in 2011)*	43% to 71%	61%	**Those with long term illness/disability in the household most likely agree least**
Consumer Rights and Responsibilities				
Have a water meter (200*)	**45%** *(cf 32% in 2011)*	31% to 69%	44%	44% inherited, 49% (53% last year) requested and 7% compulsory (n = 90)

	Proportion for Yorkshire Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Aware of GSS scheme (200*)	**44%** *(cf 39% in 2011)*	41% to 52%	45%	**Males are most likely to be aware**
Likely to contact company if worried about paying bill (189)	69% *(cf 83% in 2011)*	69% to 82%	75%	Females are most likely to contact the company if they are worried about paying the bill
Aware of WaterSure tariff (200*)	6% *(cf 5% in 2011)*	4% to 27%	11%	**Those with long term illness most interested in further information**
Aware of services for elderly and/or disabled (200*)	**27%** *(cf 20% in 2011)*	18% to 35%	26%	**Those with long term illness most interested in further information**
Contacted water company with query in last 12 months (200*)	**18%** *(cf 9% in 2011)*	9% to 18%	13%	Mostly to report a leak (20%); also to request change meter (14%), make a complaint (14%), bill query (11%) and water pressure (11%)
Satisfaction with way query handled (32)	75% *(cf 88% in 2011)*	70% to 86%	77%	Bases are low for individual WaSCS
Contacted water company for complaint (195*)	4% *(cf 5% in 2011)*	1% to 6%	4%	
Satisfaction with way complaint handled (13)	**54%** *(cf 50% in 2011)*	20% to 80%	52%	Bases are low for individual WaSCS
Water on Tap				
Satisfied with colour and appearance of tap water (198)	92% *(cf 94% in 2011)*	89% to 96%	92%	Those with long term illness least satisfied
Satisfied with taste and smell (196)	86% *(cf 89% in 2011)*	82% to 94%	87%	**Those who think charges affordable most likely to be satisfied; those with long term illness least likely to be satisfied**

	Proportion for Yorkshire Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with hardness/softness (186)	69% *(cf 80% in 2011)*	53% to 88%	70%	Semi rural and 45-60 year olds most likely to be satisfied
Satisfied with safety (192)	94% *(same as in 2011)*	89% to 96%	92%	**Males are most likely to be satisfied**
Satisfied with reliability of supply (197)	**98%** *(cf 96% in 2011)*	91% to 100%	97%	
Satisfied with water pressure (197)	90% *(cf 91% in 2011)*	87% to 92%	90%	Meter optants and those aged 61-74 years most likely to be satisfied
Have taken action to reduce water usage (200*)	**75%** *(cf 62% in 2011)*	63% to 77%	70%	**Unmetered customers least likely to take action.** Most mentioned: take shower instead of baths (34%), turn tap off when cleaning teeth (25%) wait for full load for washing machine (20%), save a flush (19%)
Aware of Use Water Wisely campaigns (200*)	53% *(same as in 2011)*	38% to 66%	59%	**Unmetered customers are least aware.** Main sources: television (30%), leaflets (16%), newspapers/magazines (14%) and information from company (12%)
Think householders are responsible for maintaining water supply pipes with property boundary (200)	**67%** *(cf 63% in 2011)*	56% to 70%	64%	18% think the water company is responsible (**particularly females**)
Agree drink tap water rather than still bottled water (197)	**80%** *(cf 77% in 2011)*	71% to 85%	80%	**Long term ill least likely to agree**
Likely to ask for tap water instead of still bottled water in a restaurant (200)	47% *(new in 2012)*	44% to 71%	56%	**AB customers most likely to ask; long term ill most unlikely to ask for tap water**

	Proportion for Yorkshire Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Had hosepipe ban in last 12 months where you live (200*)	13% *(new in 2012)*	6% to 72%	37%	Those with long term illness/disability in the household are more likely to think this
Received information on how to avoid water pipes freezing (200)*	20% *(new in 2012)*	15% to 26%	18%	Non optant metered are more likely to say they have received this information
Household has taken measures to prevent water pipes freezing (200)*	65% *(new in 2012)*	31% to 66%	53%	**Males are most likely to have taken these measures**
A Sewerage System that Works				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (200*)	61% *(same as in 2011)*	58% to 69%	62%	**Those aged 61 and over are most likely to be aware.** 34% think tissues can be flushed down the toilet (28% last year).
Satisfied with company actions to reduce smells from sewerage treatment works (128)	**70%** *(cf 53% in 2011)*	69% to 84%	79%	Those in urban locations are least satisfied; 34% (n = 195) don't know
Satisfied with maintenance of sewerage pipes & treatment works (134)	**75%** *(cf 63% in 2011)*	75% to 84%	80%	ABs are most satisfied; 31% (n = 195) don't know
Satisfied with company cleaning of waste water before releasing it back into environment (116)	70% *(cf 77% in 2011)*	69% to 88%	79%	Males, long term ill and those who find the charges affordable are most satisfied; meter optants are least satisfied; 41% (n = 195) don't know

	Proportion for Yorkshire Water	Range for all WaSCs	Ave proportion for all WaSCs#	Comments or points of interest
Satisfied with company actions to minimise sewer flooding (124)	**70%** *(cf 61% in 2011)*	70% to 81%	76%	**Those with long term illness/disability in the household are least likely to be satisfied;** 36% (n = 195) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (195)	**32%** *(cf 29% in 2011)*	26% to 38%	33%	41% think the householder is responsible; meter optants are most likely to assume householder is responsible (52%)
Speaking Up for Consumers - Importance of having a consumer body representing your interests (193)				
Agree this is absolutely essential	**25%** *(cf 21% in 2011)*	25% to 41%	34%	Metered customers are most likely to agree it is essential
Agree this is very or fairly important	69% *(cf 72% in 2011)*	55% to 69%	61%	

APPENDIX F

Individual Company Ratings: WoCs

CCWater Tracking Research 2012
Affinity Water Central – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold' a drop of more than one percentage point is shown in red font

	Proportion for Affinity Water Central	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (150)	88% *(cf 88 % in 2011)*	84% to 93%	89%	**Those who think charges are affordable are more likely to be satisfied.**
Overall satisfaction with sewerage services (134)	81% *(cf 85% in 2011)*	81% to 90%	83%	**Those who are metered are more likely to be satisfied**
Satisfied with value for money of water services (149)	64% *(cf 74% in 2011)*	64% to 80%	69%	**Those who are long term ill, who think charges are affordable and are most satisfied with the VFM of their Water, Utilities and Council Tax providers are more likely to be satisfied**
Satisfied with value for money of sewerage services (136)	70% *(cf 72% in 2011)*	61% to 78%	68%	**Those with who think charges are affordable and who are long term ill were more likely to be satisfied**
Agree water charges are affordable (147)	67% *(cf 77% in 2011)*	65% to 83%	71%	**Those who are metered and in rural locations are most likely to agree**
Agree sewerage charges are affordable (132)	64% *(cf 77% in 2011)*	64% to 79%	70%	**Those in rural locations and who think charges are affordable are more likely to agree**
Value for Money				
Agree charges are fair (142)	54% *(cf 85% in 2011)*	53% to 70%	59%	**Those who find the charges affordable are more likely to be satisfied**

	Proportion for Affinity Water Central	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	**49%** *(cf 33% in 2011)*	26% to 82%	47%	47% inherited, 42% requested, 11% compulsory (n=73)
Aware of GSS scheme (150*)	***38%*** *(cf 33% in 2011)*	35-57%	43%	**ABs are more likely to be aware**
Likely to contact company if worried about paying bill (143)	70% *(cf 74% in 2011)*	70% to 84%	74%	Females, those long term ill, DEs and those in rural locations are most likely to have made contact
Aware of WaterSure tariff (150*)	5% *(cf 4% in 2011)*	3% to 19%	11%	
Aware of services for elderly and/or disabled (150*)	**21%** *(cf 16% in 2011)*	17% to 32%	23%	ABs, those in semi rural locations more likely to be aware; long term ill less likely to be aware
Contacted water company with query in last 12 months (150*)	**14%** *(cf 6% in 2011)*	4% to 14%	11%	Billing enquiry 27% (n=26)
Satisfaction with way query handled (24)	**79%** *(cf 73% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (146*)	**3%** *(cf 1% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (10)	**70%** *(cf 0% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (150)	88% *(cf 87% in 2011)*	87% to 97%	93%	Those who think charges affordable, Males and 61-74 year olds most likely to be satisfied; long term ill least likely to be satisfied
Satisfied with taste and smell (150)	**80%** *(cf 78% in 2011)*	80% to 93%	86%	**Males most likely to be satisfied**

	Proportion for Affinity Water Central	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with hardness/ softness (147)	42% *(cf 46% in 2011)*	42% to 80%	58%	Meter optants, Males, ABs, those in rural locations, those who think charges are affordable are most likely to be satisfied
Satisfied with safety (147)	86% *(cf 87% in 2011)*	85% to 97%	90%	Meter optants, DEs and those in rural locations are most likely to be satisfied
Satisfied with reliability of supply (150)	94% *(cf 93% in 2011)*	91% to 99%	95%	
Satisfied with water pressure (148)	82% *(cf 87% in 2011)*	82% to 93%	88%	Meter optants, Males, ABs, 61+, those in rural and semi rural locations and those who think charges are affordable are most likely to be satisfied
Have taken action to reduce water usage (150*)	**79%** *(cf 59% in 2011)*	59% to 79%	73%	Taking showers instead of baths (41%); Turn off tap when brushing teeth (31%); Hippo (21%)
Aware of campaigns to Use Water Wisely (150*)	**57%** *(cf 52% in 2011)*	39% to 65%	53%	**Least aware are those aged 61-74, long term ill and DEs**
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**67%** *(cf 63% in 2011)*	52% to 74%	68%	**Meter optants and those in rural locations are most likely to be aware**
Agree drink tap water rather than still bottled water (150)	73% *(cf 80% in 2011)*	71% to 84%	77%	Meter optants, 61-74 years those in rural locations, DEs, those who think charges are affordable and those who are long term ill are more likely to agree
Likely to ask for tap water when eating out (152)	54% *(new in 2012)*	37% to 67%	56%	Meter optants, 61-74 years those in rural locations, DEs and those who are long term ill are more likely to ask
Using less water to save money on bill (73)	59% *(new in 2012)*	48% to 79%	63%	45-60 year olds and DEs are most likely to use less

	Proportion for Affinity Water Central	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Had hosepipe ban in last 12 months where you live (150*)	81% *(new in 2012)*	5% to 81%	52%	
Received information on how to avoid water pipes freezing (150*)	18% *(new in 2012)*	10% to 29%	20%	
Taken measures to avoid having frozen water pipes (150*)	61% *(new in 2012)*	34% to 67%	57%	Those who think charges are affordable, meter non-optants, 45-60 years ABs and in rural locations most likely to have taken measures
A Sewerage System that Works Sewerage services are provided by Thames Water (92 respondents) or Anglian Water (22 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	55% *(cf 70% in 2011)*	50% to 72%	58%	Those aged 61+ are most aware
Satisfied with company actions to reduce smells from sewerage treatment works (81)	80% *(cf 85% in 2011)*	61% to 90%	80%	Don't know 43%, n=142 Meter non-optants, 61+, long term ill and those who think charges are affordable are most likely to be satisfied
Satisfied with maintenance of sewerage pipes & treatment works (84)	80% *(cf 86% in 2011)*	69% to 92%	80%	Don't know 41%, n=142 Meter non-optants, DEs and who think charges are affordable are most likely to be satisfied
Satisfied with company cleaning of waste water before releasing it back into the environment (79)	78% *(cf 85% in 2011)*	73% to 89%	79%	Don't know 44%, n=142
Satisfied with company actions to minimise sewer flooding (87)	70% *(cf 81% in 2011)*	68% to 89%	76%	Don't know 39%, n=142

	Proportion for Affinity Water Central	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (142)	**30%** *(cf 28% in 2011)*	19% to 34%	28%	Those in urban locations most aware; long term ill less aware
Speaking Up for Consumers - Importance of having a consumer body representing your interests (147)				
Agree this is absolutely essential	**35%** *(cf 22% in 2011)*	21% to 41%	33%	45-60 year olds, long term ill and DEs most likely
Agree this is very or fairly important	58% *(cf 70% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Affinity Water East – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Affinity Water East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (150)	**84%** *(cf 92% in 2011)*	84% to 93%	89%	**Those who think charges affordable more likely to be satisfied**
Overall satisfaction with sewerage services (136)	**81%** *(cf 88% in 2011)*	81% to 90%	83%	**Those who think charges affordable more likely to be satisfied**
Satisfied with value for money of water services (149)	**71%** *(cf 75% in 2011)*	64% to 80%	69%	**Those who think charges affordable more likely to be satisfied**
Satisfied with value for money of sewerage services (130)	**69%** *(cf 75% in 2011)*	61% to 78%	68%	**Those who think charges affordable more likely to be satisfied**
Agree water charges are affordable (147)	**65%** *(cf 77% in 2011)*	65% to 83%	71%	Meter optants, long term ill and in urban locations most likely to be satisfied
Agree sewerage charges are affordable (131)	**64%** *(cf 75% in 2011)*	64% to 79%	70%	**Those who think charges affordable more likely to be satisfied**
Value for Money				
Agree charges are fair (148)	**59%** *(cf 71% in 2011)*	53% to 70%	59%	**Those who think charges affordable most likely to agree**

	Proportion for Affinity Water East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (152*)	**76%** (cf 67% in 2011)	26% to 82%	47%	55% inherited, 28% requested and 17% compulsory (n=116)
Aware of GSS scheme (152*)	**40%** (cf 47% in 2011)	35% to 57%	43%	**Males most likely to be aware**
Likely to contact company if worried about paying bill (141)	**70%** (cf 84% in 2011)	70% to 84%	74%	**Urban customers most likely to contact company**
Aware of WaterSure tariff (152*)	**13%** (cf 16% in 2011)	3% to 19%	11%	Metered more likely than RV customers, DEs also more likely
Aware of services for elderly and/or disabled (152*)	**32%** (cf 26% in 2011)	17% to 32%	23%	Those with long term illness, ABs and semi-rural more likely to be aware
Contacted water company with query in last 12 months (152*)	**14%** (cf 11% in 2011)	4% to 14%	11%	Billing query main reason (48%, n=27)
Satisfaction with way query handled (24)	**67%** (cf 82% in 2011)	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (148*)	3% (same as in 2011)	<1% to 3%	2%	
Satisfaction with way complaint handled (12)	**75%** (cf 40% in 2011)	0% to 100%	58%	Bases are low for individual WoCs

	Proportion for Affinity Water East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Water on Tap				
Satisfied with colour and appearance of tap water (152)	**87%** *(cf 91% in 2011)*	87% to 97%	93%	**Those who think charges affordable most likely to be satisfied**
Satisfied with taste and smell (150)	**81%** *(cf 88% in 2011)*	80% to 93%	86%	**Those who think charges affordable most likely to be satisfied**
Satisfied with hardness/ softness (146)	50% *(cf 51% in 2011)*	42% to 80%	58%	**Males most likely to be satisfied**
Satisfied with safety (146)	**90%** *(cf 93% in 2011)*	85% to 97%	90%	**Those who think charges affordable most likely to be satisfied**
Satisfied with reliability of supply (152)	**93%** *(cf 98% in 2011)*	91% to 99%	95%	**Those aged 45-60 years most likely to be satisfied**
Satisfied with water pressure (151)	**84%** *(cf 87% in 2011)*	82% to 93%	88%	Meter optants more satisfied than meter non-optants
Have taken action to reduce water usage (152*)	**70%** *(cf 65% in 2011)*	59% to 79%	73%	Meter non-optants more likely to say nothing than meter optants; females, those without longstanding illness, C1C2s, urban customers also more likely to say nothing
Aware of campaigns to Use Water Wisely (152*)	**49%** *(cf 56% in 2011)*	39% to 65%	53%	Females and C1C2s more likely to be aware
Think householders are responsible for maintaining water supply pipes within property boundary (152*)	**68%** *(cf 75% in 2011)*	52% to 74%	68%	**C1C2s mostly think householder responsible**

	Proportion for Affinity Water East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Agree drink tap water rather than still bottled water (152)	**78%** *(cf 83% in 2011)*	71% to 84%	77%	Those who think charges are affordable and semi-rural also more likely
Likely to ask for tap water when eating out (152)	50% *(new in 2012)*	37% to 67%	56%	
Using less water to save money on bill (116)	66% *(new in 2012)*	48% to 79%	63%	35-60 yr olds and those in semi rural locations more likely to say yes
Had hosepipe ban in last 12 months where you live (152*)	62% *(new in 2012)*	5% to 81%	52%	**35-60 year olds more likely to say so; long term illness least likely**
Received information about how to avoid water pipes freezing (152*)	18% *(new in 2012)*	10% to 29%	20%	Urban more likely to say so
Taken measures to avoid having frozen water pipes (152*)	49% *(new in 2012)*	34% to 67%	57%	RV customers more likely to have taken measures than metered customers; ABs also more likely
A Sewerage System that Works Sewerage services are provided by Anglian Water (54 respondents) or Southern Water (54 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (152*)	**66%** *(cf 75% in 2011)*	50% to 72%	58%	Semi-rural most aware; ABs least aware
Satisfied with company actions to reduce smells from sewerage treatment works (105)	**77%** *(cf 84% in 2011)*	61% to 90%	80%	**Males and those who think the charges are affordable more likely to be satisfied.** 24% (of 138) don't know
Satisfied with maintenance of sewerage pipes & treatment works (97)	**79%** *(cf 84% in 2011)*	69% to 92%	80%	RV customers more satisfied than metered customers; those without longstanding illness and those who think charges affordable more satisfied. 30% (of 138) don't know

	Proportion for Affinity Water East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with company cleaning of waste water before releasing it back into the environment (87)	**77%** *(cf 89% in 2011)*	73% to 89%	79%	Those aged 45-60, in urban locations and who think charges are affordable more likely to be satisfied. 37% (of 138) don't know
Satisfied with company actions to minimise sewer flooding (100)	**78%** *(cf 89% in 2011)*	68% to 89%	76%	RV customers more satisfied than metered customers. 28% (of 138) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (138)	28% *(same as in 2011)*	19% to 34%	28%	Meter optants, ABs and DEs more likely to think so
Speaking Up for Consumers - Importance of having a consumer body representing your interests (145)				
Agree this is absolutely essential	**30%** *(cf 24% in 2011)*	21% to 41%	33%	**C1C2s more likely to think so**
Agree this is very or fairly important	**65%** *(cf 70% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Affinity Water South East – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Affinity Water South East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (151)	**91%** *(cf 89 % in 2011)*	84% to 93%	89%	**Those who think charges are affordable most likely to be satisfied**
Overall satisfaction with sewerage services (143)	**90%** *(cf 81 % in 2011)*	81% to 90%	83%	Those who think charges affordable are most likely to be satisfied
Satisfied with value for money of water services (149)	70% *(cf 74% in 2011)*	64% to 80%	69%	**Those who think charges affordable most likely to be satisfied**
Satisfied with value for money of sewerage services (141)	73% *(cf 74% in 2011)*	61% to 78%	68%	**Those who think charges affordable most likely to be satisfied**
Agree water charges are affordable (150)	75% *(cf 79% in 2011)*	65% to 83%	71%	Meter optant customers, 35-44 year olds, those in rural locations more likely to agree
Agree sewerage charges are affordable (138)	75% *(cf 76% in 2011)*	64% to 79%	70%	**Meter optants and those who agree that charges are affordable are most likely to agree**
Value for Money				
Agree charges are fair (145)	66% *(cf 69% in 2011)*	53% to 70%	59%	**Those who think charges affordable and females most likely to agree**

	Proportion for Affinity Water South East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (151*)	82% *(cf 86% in 2011)*	26% to 82%	47%	43% inherited, 32% requested and 23% compulsory (n = 124)
Aware of GSS Scheme (151*)	40% *(cf 39% in 2011)*	35% to 57%	43%	Those who think charges are affordable, under 45 years and C1C2 are most aware
Likely to contact company if worried about paying bill (145)	**84%** *(cf 77% in 2011)*	70% to 84%	74%	Those who think charges are affordable, RV customers, DEs and in urban locations most likely to contact company
Aware of WaterSure tariff (151*)	12% *(cf 11% in 2011)*	3% to 19%	11%	**Those who think charges are affordable, DEs and in rural locations most aware**
Aware of services for elderly and/or disabled (151*)	21% *(cf 23% in 2011)*	17% to 32%	23%	Those who most think charges are affordable, those RV customers, 61-74 years and in rural locations most likely to be aware
Contacted water company with query in last 12 months (151*)	11% *(cf 13% in 2011)*	4% to 14%	11%	Billing query main reason (45%, n=20)
Satisfaction with way query handled (19)	**79%** *(cf 65% in 2011)*	50% to 100%	73%	Bases are low for individual WOCs
Contacted water company to complain (150*)	3% *(cf 5% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (6)	**83%** *(cf 63% in 2011)*	0% to 100%	58%	Bases are low for individual WOCs
Water on Tap				
Satisfied with colour and appearance of tap water (149)	**91%** *(cf 87% in 2011)*	87% to 97%	93%	**Those who think charges are affordable most likely to be satisfied**

	Proportion for Affinity Water South East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with taste and smell (147)	**90%** *(cf 80% in 2011)*	80% to 93%	86%	**Those who are meter non-optants most likely to be satisfied**
Satisfied with hardness/ softness (149)	**60%** *(cf 46% in 2011)*	42% to 80%	58%	Those who are **meter** optant customers are most likely to be satisfied
Satisfied with safety (144)	**95%** *(cf 93% in 2011)*	85% to 97%	90%	**Meter optant customers are more likely to be satisfied**
Satisfied with reliability of supply (151)	96% *(cf 95% in 2011)*	91% to 99%	95%	Those who think charges are affordable are more likely to be satisfied
Satisfied with water pressure (150)	**93%** *(cf 86% in 2011)*	82% to 93%	88%	
Have taken action to reduce water usage (151*)	78% *(cf 77% in 2011)*	59% to 79%	73%	RV customers are more likely to say nothing than metered customers
Aware of campaigns to Use Water Wisely (151*)	**65%** *(cf 63% in 2011)*	39% to 65%	53%	**Those who have long term illness are least likely to be aware**
Think householders are responsible for maintaining water supply pipes within property boundary (151*)	64% *(same as in 2011)*	52% to 74%	68%	**Those who have long term illness are least likely to know**
Agree drink tap water rather than still bottled water (151)	**76%** *(cf 71% in 2011)*	71% to 84%	77%	Meter optants, males and DEs most likely to agree
Likely to ask for tap water when eating out (151)	56% *(new in 2012)*	37% to 67%	56%	**Those in rural locations most likely to ask**
Using less water to save money on bill (124)	65% *(new in 2012)*	48% to 79%	63%	C1C2 most likely to use less
Had hosepipe ban in last 12 months where you live (151*)	74% *(new in 2012)*	5% to 81%	52%	ABs more likely to recall one

	Proportion for Affinity Water South East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Received information on how to avoid water pipes freezing (151*)	24% *(new in 2012)*	10% to 29%	20%	
Taken measures to avoid having frozen water pipes (151*)	55% *(new in 2012)*	34% to 67%	57%	Those in semi-rural locations most likely to have taken measures
A Sewerage System that Works Sewerage services are provided by Southern Water (92 respondents) or Thames Water (27 respondents) or Anglian Water (15 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (151*)	60% *(cf 79% in 2011)*	50% to 72%	58%	**Those in rural locations most likely to be aware**
Satisfied with company actions to reduce smells from sewerage treatment works (124)	**85%** *(cf 78% in 2011)*	61% to 90%	80%	Those who agree charges are affordable and those who have long term ill in the household are most likely to be satisfied
Satisfied with maintenance of sewerage pipes & treatment works (124)	**88%** *(cf 81% in 2011)*	69% to 92%	80%	RV customers, males and those with long term ill in the household are most likely to be satisfied
Satisfied with company cleaning of waste water before releasing it back into the environment (117)	**89%** *(cf 80% in 2011)*	73% to 89%	79%	Those with long term illness in the household are most likely to be satisfied
Satisfied with company actions to minimise sewer flooding (118)	**89%** *(cf 81% in 2011)*	68% to 89%	76%	Those aged 61-74, DEs, and in semi rural locations most likely to be satisfied
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (145)	**30%** *(cf 26% in 2011)*	19% to 34%	28%	Those aged 61-74, DEs, and in semi rural locations most likely to be satisfied

	Proportion for Affinity Water South East	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Speaking Up for Consumers – Importance of having a consumer body representing your interests (142)				
Agree this is absolutely essential	**32%** *(cf 19% in 2011)*	21% to 41%	33%	Meter optants and those with long term illness in the household most likely to find it essential
Agree this is very or fairly important	63% *(cf 75% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Sembcorp Bournemouth Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (152)	**87%** *(cf 96% in 2011)*	84% to 93%	89%	**Those satisfied with value for money are the most likely to be satisfied with supply overall**
Overall satisfaction with sewerage services (130)	**83%** *(cf 87% in 2011)*	81% to 90%	83%	Meter optants and Abs are most likely to be satisfied
Satisfied with value for money of water services (148)	**71%** *(cf 69% in 2011)*	64% to 80%	69%	**Those who think charges are affordable are most satisfied**
Satisfied with value for money of sewerage services (137)	**63%** *(cf 69% in 2011)*	61% to 78%	68%	**Those who think charges are affordable are most satisfied**
Agree water charges are affordable (148)	***73%*** *(cf 82% in 2011)*	65% to 83%	71%	**Those without long term illness most likely to agree**
Agree sewerage charges are affordable (138)	***70%*** *(cf 81% in 2011)*	64% to 79%	70%	Those aged 75+, ABs, meter optants and males most likely to find charges affordable
Value for Money				
Agree charges are fair (144)	**63%** *(cf 71% in 2011)*	53% to 70%	59%	**Those who think charges affordable and those with no long term illness in the household are most likely to think charges are fair**

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (152*)	**54%** *(cf 48% in 2011)*	26% to 82%	47%	56% inherited, 29% requested and 13% compulsory (n = 82)
Aware of GSS scheme (152*)	**57%** *(cf 49% in 2011)*	35% to 57%	43%	**Meter optants and males most aware**
Likely to contact company if worried about paying bill (137)	**75%** *(cf 87% in 2011)*	70% to 84%	74%	**Females most likely to contact company**
Aware of WaterSure tariff (152*)	**10%** *(cf 7% in 2011)*	3% to 19%	11%	**Meter optants are more aware than other metered customers**
Aware of services for elderly and/or disabled (152*)	**23%** *(cf 21% in 2011)*	17% to 32%	23%	Meter optants and those aged 75+ more aware
Contacted water company with query in last 12 months (152*)	9% *(same as in 2011)*	4% to 14%	11%	Billing query or drainage problems main reason (19% each, n=16)
Satisfaction with way query handled (16)	**75%** *(cf 91% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (152*)	3% *(cf 2% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (5)	**60%** *(cf 67% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (151)	94% *(cf 95% in 2011)*	87% to 97%	93%	**Those with no long term illness in the house most satisfied**
Satisfied with taste and smell (148)	**89%** *(cf 87% in 2011)*	80% to 93%	86%	**Unmetered customers most satisfied**

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with hardness/ softness (147)	**54%** *(cf 59% in 2011)*	42% to 80%	58%	Those who think charges are affordable and those aged 75+ are most satisfied
Satisfied with safety (146)	**95%** *(cf 90% in 2011)*	85% to 97%	90%	**Those who think charges are affordable most satisfied**
Satisfied with reliability of supply (151)	**92%** *(cf 97% in 2011)*	91% to 99%	95%	**Those who think charges are affordable most satisfied**
Satisfied with water pressure (152)	**88%** *(cf 92% in 2011)*	82% to 93%	88%	**Those who think charges are affordable most satisfied**
Have taken action to reduce water usage (152*)	**72%** *(cf 69% in 2011)*	59% to 79%	73%	Unmetered customers more likely to say nothing than metered customers; DEs and urban also more likely to say nothing
Aware of campaigns to Use Water Wisely (152*)	61% *(same as in 2011)*	39% to 65%	53%	**Those without longstanding illness least aware**
Think householders are responsible for maintaining water supply pipes within property boundary (152*)	**74%** *(cf 67% in 2011)*	52% to 74%	68%	**Males and ABs mostly think householder is responsible**
Agree drink tap water rather than still bottled water (151)	84% *(cf 83% in 2011)*	71% to 84%	77%	**C1C2 most likely to agree**
Likely to ask for tap water when eating out (152)	59% *(new in 2012)*	37% to 67%	56%	Those in semi rural locations and C1C2s most likely

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Using less water to save money on bill (82)	61% *(new in 2012)*	48% to 79%	63%	Urban most likely to say yes; those with long term illness in household most likely to say no
Had hosepipe ban in last 12 months where you live (152*)	16% *(new in 2012)*	5% to 81%	52%	
Received information on how to avoid water pipes freezing (152*)	17% *(new in 2012)*	10% to 29%	20%	Urban and meter optants most likely to say yes
Taken measures to avoid having frozen water pipes (152*)	63% *(new in 2012)*	34% to 67%	57%	ABs, 45-60 year olds, and those in urban and rural locations most likely to say yes
A Sewerage System that Works Sewerage services are provided by Wessex Water (115 respondents) or Southern Water (26 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (152*)	72% *(cf 71% in 2011)*	50% to 72%	58%	DEs and those with longstanding illness most aware
Satisfied with company actions to reduce smells from sewerage treatment works (97)	**61%** *(cf 54% in 2011)*	61% to 90%	80%	DEs and those who think charges are affordable most satisfied
Satisfied with maintenance of sewerage pipes & treatment works (97)	**69%** *(cf 80% in 2011)*	69% to 92%	80%	**DEs and those who think charges are affordable most satisfied**
Satisfied with company cleaning of waste water before releasing it back into the environment (87)	**76%** *(cf 84% in 2011)*	73% to 89%	79%	Meter optants, ABs, DEs and those who think charges are affordable most satisfied 39% (of 142) don't know

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with company actions to minimise sewer flooding (88)	**72%** *(cf 70% in 2011)*	68% to 89%	76%	Meter optants, ABs and those who think charges are affordable most satisfied 39% (of 142) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (142)	**26%** *(cf 30% in 2011)*	19% to 34%	28%	Females, those who think charges are affordable and those in semi rural locations most likely to know
Speaking Up for Consumers - Importance of having a consumer body representing your interests (150)				
Agree this is absolutely essential	**34%** *(cf 31% in 2011)*	21% to 41%	33%	Males and those with long term illness in the household most likely to agree
Agree this is very or fairly important	**59%** *(cf 67% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Bristol Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (149)	**90%** *(cf 93% in 2011)*	84% to 93%	89%	**Those with no long term illness most satisfied**
Overall satisfaction with sewerage services (127)	**85%** *(cf 91% in 2011)*	81% to 90%	83%	Those who think charges are affordable most satisfied.
Satisfied with value for money of water services (146)	**71%** *(cf 76% in 2011)*	64% to 80%	69%	**Those who think charges are affordable and females are most satisfied**
Satisfied with value for money of sewerage services (126)	**68%** *(cf 78% in 2011)*	61% to 78%	68%	**Those who think charges are affordable and with no long term illness in the household most satisfied**
Agree water charges are affordable (149)	74% *(cf 75% in 2011)*	65% to 83%	71%	Meter optants, those aged 61-74 years and C1C2s most likely to agree
Agree sewerage charges are affordable (129)	**74%** *(cf 76% in 2011)*	64% to 79%	70%	**Those aged 61-74 years most likely to agree**
Value for Money				
Agree charges are fair (144)	**61%** *(cf 64% in 2011)*	53% to 70%	59%	**Those who agree charges are affordable and have no long term illness in the household most likely to find charges fair**

Consumer Council for Water
Annual Tracking Survey 2012

Bristol Water Summary
Base: 150 Respondents

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	**43%** *(cf 30% in 2011)*	26% to 82%	47%	48% inherited, 48% requested and 3% compulsory (n=65)
Aware of the GSS Scheme (150)*	**49%** *(cf 37% in 2011)*	35% to 57%	43%	Those who think charges are affordable ,meter optants, those aged 45-60 years and those in semi rural locations most aware
Likely to contact company if worried about paying bill (135)	**77%** *(cf 85% in 2011)*	70% to 84%	74%	**Those who think charges affordable most likely to make contact**
Aware of WaterSure tariff (150*)	**13%** *(cf 4% in 2011)*	3% to 19%	11%	**Those who think charges are affordable and females most aware**
Aware of services for elderly and/or disabled (150*)	**24%** *(cf 17% in 2011)*	17% to 32%	23%	**Those who think charges affordable most aware; those with long term illness less aware**
Contacted water company with query in last 12 months (150*)	**8%** *(cf 10% in 2011)*	4% to 14%	11%	Main reason is billing query (29%, n=14)
Satisfaction with way query handled (14)	**57%** *(cf 79% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (150*)	**2%** *(cf 4% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (3)	33% *(same as in 2011)*	0% to 100%	58%	Bases are low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (149)	**95%** *(cf 91% in 2011)*	87% to 97%	93%	

Consumer Council for Water
Annual Tracking Survey 2012

Bristol Water Summary
Base: 150 Respondents

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with taste and smell (148)	**86%** *(cf 89% in 2011)*	80% to 93%	86%	**C1C2s most likely to be satisfied**
Satisfied with hardness/ softness (146)	**61%** *(cf 69% in 2011)*	42% to 80%	58%	**Those who think charges are affordable more satisfied**
Satisfied with safety (144)	**90%** *(cf 92% in 2011)*	85% to 97%	90%	**Those who think charges are affordable more satisfied**
Satisfied with reliability of supply (147)	**91%** *(cf 96% in 2011)*	91% to 99%	95%	Those who think charges are affordable, 75+ year olds, C1C2s, and those in semi rural locations more satisfied; long term ill least satisfied
Satisfied with water pressure (149)	87% *(cf 86% in 2011)*	82% to 93%	88%	**Those with long term illness in household most dissatisfied**
Have taken action to reduce water usage (150*)	**63%** *(cf 61% in 2011)*	59% to 79%	73%	**Females and 35-44 year olds most likely to take action**
Aware of campaigns to Use Water Wisely (150*)	43% *(same as in 2011)*	39% to 65%	53%	45-60 year olds and those in urban locations most aware
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**72%** *(cf 51% in 2011)*	52% to 74%	68%	Meter optants, those aged 45-60 years, those with long term illness in their household, C1C2's and those who think charges are affordable more likely
Agree drink tap water rather than still bottled water (149)	**84%** *(cf 78% in 2011)*	71% to 84%	77%	Meter optants, customers aged 61-74 years and those who think charges are affordable most likely to agree
Likely to ask for tap water when eating out (150)	64% *(new in 2012)*	37% to 67%	56%	Those in semi rural locations, aged 75+ years and those who find the changes are affordable most likely

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Using less water to save money on bill (65)	75% *(new in 2012)*	48% to 79%	63%	**Those who agree charges are affordable and aged 45-60 years most likely to use less**
Had hosepipe ban in last 12 months where you live (150*)	21% *(new in 2012)*	5% to 81%	52%	Meter optants least likely to recall a ban
Received information about how to avoid water pipes freezing (150*)	27% *(new in 2012)*	10% to 29%	20%	Long term ill, DEs and those in urban locations most aware
Taken measures to avoid having frozen water pipes (150*)	51% *(new in 2012)*	34% to 67%	57%	**Those aged 45-60 years most likely to have taken measures**
A Sewerage System that Works Sewerage services are provided by Wessex Water				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	66% *(same as in 2011)*	50% to 72%	58%	**Those in rural locations and those aged 75+ most likely to be aware**
Satisfied with company actions to reduce smells from sewerage treatment works (83)	81% *(same as in 2011)*	61% to 90%	80%	Metered customers and C1C2s most satisfied
Satisfied with maintenance of sewerage pipes & treatment works (94)	**78%** *(cf 92% in 2011)*	69% to 92%	80%	Those with long term illness in the household and those in rural locations most likely to be satisfied
Satisfied with company cleaning of waste water before releasing it back into the environment (85)	**73%** *(cf 89% in 2011)*	73% to 89%	79%	Meter optants, females those aged 35-44 years old, C1C2s, those in semi rural locations and those with long term illness in the household are most likely to be satisfied

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with company actions to minimise sewer flooding (90)	**77%** *(cf 91% in 2011)*	68% to 89%	76%	Those aged 35-44 years,or with long term illness in the household, C1C2s, in semi rural locations and who think charges are affordable are most satisfied
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (132)	**33%** *(cf 35% in 2011)*	19% to 34%	28%	Meter optants, those aged 35-44 years, ABs and those with long term illness in the household are most likely to know
Speaking Up for Consumers - Importance of having a consumer body representing your interests (143)				
Agree this is absolutely essential	**31%** *(cf 28% in 2011)*	21% to 41%	33%	**Those who think charges are affordable are most likely to see as essential**
Agree this is very or fairly important	**57%** *(cf 64% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Cambridge Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (150)	92% *(cf 96% in 2011)*	84% to 93%	89%	
Overall satisfaction with sewerage services (142)	89% *(cf 91% in 2011)*	81% to 90%	83%	**Males most likely to be satisfied**
Satisfied with value for money of water services (145)	79% *(cf 78% in 2011)*	64% to 80%	69%	**Those who think charges affordable most satisfied**
Satisfied with value for money of sewerage services (135)	74% *(cf 76% in 2011)*	61% to 78%	68%	**Those who think charges affordable most satisfied**
Agree water charges are affordable (144)	83% *(cf 85% in 2011)*	65% to 83%	71%	**Males most likely to agree**
Agree sewerage charges are affordable (136)	79% *(same as in 2011)*	64% to 79%	70%	**Males most likely to agree**
Value for Money				
Agree charges are fair (141)	70% *(cf 69% in 2011)*	53% to 70%	59%	**Those who think charges are affordable most likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (150*)	**67%** *(cf 57% in 2011)*	26% to 82%	47%	61% inherited, 36% requested and 3% compulsory (n = 100)
Aware of GSS scheme (150*)	45% *(cf 47% in 2011)*	35% to 57%	43%	**Males most aware**

Consumer Council for Water
Annual Tracking Survey 2012

Cambridge Water Summary
Base: 150 Respondents

	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Likely to contact company if worried about paying bill (141)	**73%** *(cf 78% in 2011)*	70% to 84%	74%	Long term ill and C1C2s most likely to contact company
Aware of WaterSure tariff (150*)	**3%** *(cf 9% in 2011)*	3% to 19%	11%	
Aware of services for elderly and/or disabled (150*)	**24%** *(cf 29% in 2011)*	17% to 32%	23%	Meter optants and those aged 75 and over are more aware
Contacted water company with query in last 12 months (150*)	10% *(same as in 2011)*	4% to 14%	11%	Billing query or drainage problem main reason (15% each, n=20)
Satisfaction with way query handled (19)	**74%** *(cf 100% in 2011)*	50% to 100%	73%	Bases are low for individual WOCs
Contacted water company to complain (149*)	**1%** *(cf 3% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (3)	100% *(same as in 2011)*	0% to 100%	58%	Bases are low for individual WOCs
Water on Tap				
Satisfied with colour and appearance of tap water (150)	**95%** *(cf 92% in 2011)*	87% to 97%	93%	
Satisfied with taste and smell (145)	**90%** *(cf 85% in 2011)*	80% to 93%	86%	Females and those in urban locations most satisfied
Satisfied with hardness/ softness (147)	**48%** *(cf 51% in 2011)*	42% to 80%	58%	**DEs and those with no long term illness most satisfied**
Satisfied with safety (148)	**91%** *(cf 96% in 2011)*	85% to 97%	90%	Those aged 61+ years old most satisfied
Satisfied with reliability of supply (147)	**97%** *(cf 99% in 2011)*	91% to 99%	95%	

	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with water pressure (149)	**91%** *(cf 89% in 2011)*	82% to 93%	88%	Those with long term illness most likely to be satisfied
Have taken action to reduce water usage (150*)	**79%** *(cf 67% in 2011)*	59% to 79%	73%	DEs more likely to say they do nothing
Aware of campaigns to Use Water Wisely (150*)	**63%** *(cf 68% in 2011)*	39% to 65%	53%	DEs and those in urban locations are least aware
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**73%** *(cf 65% in 2011)*	52% to 74%	68%	Those aged 45-60 years old and males are most likely to think the householder is responsible
Agree drink tap water rather than still bottled water (150)	84% *(cf 85% in 2011)*	71% to 84%	77%	Meter optants and those in rural and semi rural locations are most likely to agree
Likely to ask for tap water when eating out (150)	59% *(new in 2012)*	37% to 67%	56%	**ABs most likely to ask for tap water**
Using less water to save money on bill (100)	55% *(new in 2012)*	48% to 79%	63%	Females and those with long term illness most likely to say they are using less to save money
Had hosepipe ban in last 12 months where you live (150*)	37% *(new in 2012)*	5% to 81%	52%	Unmetered customers, those with long term illness in the household and those in rural locations most likely to say yes
Received information on how to avoid water pipes freezing (150*)	13% *(new in 2012)*	10% to 29%	20%	Those in semi rural locations most likely to recall information
Taken measures to avoid having frozen water pipes (150*)	57% *(new in 2012)*	34% to 67%	57%	**Those in Rural locations most likely to have taken measures**

	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
A Sewerage System that Works Sewerage services provided by Anglian Water				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	**57%** *(cf 67% in 2011)*	50% to 72%	58%	Meter optants, males, those with a long term illness, C1C2s, DEs and those in rural locations are most aware
Satisfied with company actions to reduce smells from sewerage treatment works (107)	74% *(cf 73% in 2011)*	61% to 90%	80%	**Those who think charges are affordable most satisfied**; 27% (of 146) don't know
Satisfied with maintenance of sewerage pipes & treatment works (110)	**81%** *(cf 84% in 2011)*	69% to 92%	80%	**Those who think charges are affordable most satisfied**
Satisfied with company cleaning of waste water before releasing it back into the environment (84)	80% *(cf 81% in 2011)*	73% to 89%	79%	**Those who think charges are affordable most satisfied** ; 42% (of 146) don't know
Satisfied with company actions to minimise sewer flooding (101)	82% *(cf 83% in 2011)*	68% to 89%	76%	**Those who think charges are affordable most satisfied** ; 31% (of 146) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (146)	**31%** *(cf 28% in 2011)*	19% to 34%	28%	Those aged 35-44 years, ABs and those who think charges are affordable most likely to correctly identify the sewerage company
Speaking Up for Consumers - Importance of having a consumer body representing your interests (148)				
Agree this is absolutely essential	21%*(same as in 2011)*	21% to 41%	33%	Those aged 45-60 years and in semi rural locations most agree
Agree this is very or fairly important	71%*(cf 72% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Dee Valley Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (150)	93% *(same as in 2011)*	84% to 93%	89%	**Those who think charges are affordable most satisfied**
Overall satisfaction with sewerage services (133)	87% *(cf 89% in 2011)*	81% to 90%	83%	**DEs more satisfied**
Satisfied with value for money of water services (143)	71% *(cf 74% in 2011)*	64% to 80%	69%	**Those who think charges are affordable, C1C2 and DE more likely to be satisfied**
Satisfied with value for money of sewerage services (130)	69% *(cf 73% in 2011)*	61% to 78%	68%	**Those who think charges are affordable and C1C2s most likely to be satisfied**
Agree water charges are affordable (145)	76% *(cf 75% in 2011)*	65% to 83%	71%	Non-optant metered, males, those aged 61-74 years and C1C2s most likely to agree
Agree sewerage charges are affordable (128)	70% *(cf 75% in 2011)*	64% to 79%	70%	Non-optant metered, those aged 61-74 years and those who think charges are affordable most likely to agree
Value for Money				
Agree charges are fair (141)	66% *(cf 71% in 2011)*	53% to 70%	59%	**Those who think charges are affordable most likely to feel charges are fair**

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	**63%** *(cf 47% in 2011)*	26% to 82%	47%	52% inherited, 42% requested and 6% compulsory (n=94)
Aware of GSS scheme (150*)	**39%** *(cf 42% in 2011)*	35% to 57%	43%	**Males more likely to be aware than females**
Likely to contact company if worried about paying bill (143)	71% *(cf 81% in 2011)*	70% to 84%	74%	Those aged 35-44 years, DEs, in semi rural locations and who think charges are affordable most likely to make contact
Aware of WaterSure tariff (150*)	7% *(cf 9% in 2011)*	3% to 19%	11%	**Females and long term ill more likely to say "no, but would like to know more". Males more likely to say "no, but do not need it".**
Aware of services for elderly and/or disabled (150*)	17% *(cf 23% in 2011)*	17% to 32%	23%	**Those with long term illness most likely to want to know more; males most likely to say no and not need information**
Contacted water company with query in last 12 months (150*)	10% *(cf 12% in 2011)*	4% to 14%	11%	Billing enquiry main reason (25%). Note low base size (n=16).
Satisfaction with way query handled (14)	**79%** *(cf 69% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs (n=14)
Contacted water company to complain (148*)	1% *(cf 5% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (5)	**80%** *(cf 63% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs (n=5)

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Water on Tap				
Satisfied with colour and appearance of tap water (150)	93% *(same as in 2011)*	87% to 97%	93%	
Satisfied with taste and smell (147)	88% *(cf 89% in 2011)*	80% to 93%	86%	ABs most satisfied
Satisfied with hardness/ softness (139)	80% *(cf 83% in 2011)*	42% to 80%	58%	Non-optant metered and males most satisfied
Satisfied with safety (143)	**97%** *(cf 89% in 2011)*	85% to 97%	90%	
Satisfied with reliability of supply (150)	97% *(same as 2011)*	91% to 99%	95%	Those aged 45 and over most likely to be satisfied
Satisfied with water pressure (150)	87% *(cf 90% in 2011)*	82% to 93%	88%	Those with long term illness in the household and those in urban and rural locations most likely to be satisfied
Have taken action to reduce water usage (150*)	**69%** *(cf 63% in 2011)*	59% to 79%	73%	**Unmetered customers and DEs are more likely to say they do nothing.** Males are more likely to have a water efficient shower/shower head.
Aware of campaigns to Use Water Wisely (150*)	45% *(cf 51% in 2011)*	39% to 65%	53%	ABs and meter optants are most likely to be aware.

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**62%** *(cf 57% in 2011)*	52% to 74%	68%	**Males and those who think charges are affordable are much more likely to think householder is responsible. Females more likely to think it is the responsibility of the water company/ council/landlord.**
Agree drink tap water rather than still bottled water (149)	**81%** *(cf 75% in 2011)*	71% to 84%	77%	C1C2s and those in urban locations more likely to agree
Likely to ask for tap water when eating out (150)	50% *(new in 2012)*	37% to 67%	56%	Those with long term illness in the household, ABs and those in urban locations more likely to ask for tap water
Using less water to save money on bill (94)	57% *(new in 2012)*	48% to 79%	63%	Meter optants, females, ABs and those in urban and semi rural locations more likely to be using less to save money
Had hosepipe ban in last 12 months where you live (150*)	13% *(new in 2012)*	5% to 81%	52%	**Females are more likely to think this**
Received information on how to avoid water pipes freezing (150*)	10% *(new in 2012)*	10% to 29%	20%	Those in long term illness households and ABs more likely to recall information
Taken measures to avoid having frozen water pipes (150*)	54% *(new in 2012)*	34% to 67%	57%	Males, those with long term illness, those aged 61-74 years, ABs, those in rural locations and those who think charges are affordable more likely to do so

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
A Sewerage System that Works Sewerage services are provided by Welsh Water (93 respondents) or United Utilities (9 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	61% *(cf 71% in 2011)*	50% to 72%	58%	**Those with a long-term illness and those in rural locations are more likely to be aware.**
Satisfied with company actions to reduce smells from sewerage treatment works (92)	73% *(cf 72% in 2011)*	61% to 90%	80%	Meter optants, those aged 35-44 years, in semi rural locations and those who think charges are affordable are most satisfied; 34% (of 140) don't know.
Satisfied with maintenance of sewerage pipes & treatment works (95)	**81%** *(cf 77% in 2011)*	69% to 92%	80%	**Those with no long term illness in the household are more satisfied;** 32% (of 140) don't know.
Satisfied with company cleaning of waste water before releasing it back into the environment (87)	80% *(cf 82% in 2011)*	73% to 89%	79%	Meter optants, females, those aged 45-60 years, with long term illness in the household and who think charges are affordable are more satisfied; 38% (of 140) don't know.
Satisfied with company actions to minimise sewer flooding (92)	76% *(cf 81% in 2011)*	68% to 89%	76%	**Those who think charges are affordable are more satisfied;** 34% (of 140) don't know.
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (140)	34% *(cf 33% in 2011)*	19% to 34%	28%	Meter optants, those aged 61-74 years, DEs and living in urban and semi rural locations are more likely to be correct

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Speaking Up for Consumers – Importance of having a consumer body representing your interests (145)				
Agree this is absolutely essential	**37%** *(cf 23% in 2011)*	21% to 41%	33%	Those aged 45-60 years and ABs most likely to consider essential
Agree this is very or fairly important	56% *(cf 69% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Essex and Suffolk Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Essex and Suffolk Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (150)	**91%** *(cf 93% in 2011)*	84% to 93%	89%	**Those who think charges are affordable and males are most satisfied overall**
Overall satisfaction with sewerage services (142)	**85%** *(cf 91% in 2011)*	81% to 90%	83%	Those who most think charges affordable and those with long term ill in the household most satisfied overall
Satisfied with value for money of water services (144)	**66%** *(cf 73% in 2011)*	64% to 80%	69%	**AB's and those who think charges are affordable more satisfied**
Satisfied with value for money of sewerage services (139)	**61%** *(cf 69% in 2011)*	61% to 78%	68%	**Those in urban locations and who think charges are affordable most satisfied**
Agree water charges are affordable (150)	**70%** *(cf 78% in 2011)*	65% to 83%	71%	Meter optants, those aged 75+, with long term ill in the household and ABs more likely to agree
Agree sewerage charges are affordable (144)	**68%** *(cf 76% in 2011)*	64% to 79%	70%	Meter optants and males more likely to agree
Value for Money				
Agree charges are fair (147)	**55%** *(cf 73% in 2011)*	53% to 70%	59%	**Metered (particularly optant), ABs, and those who think charges are affordable most satisfied.**

	Proportion for Essex and Suffolk Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	**53%** *(cf 47% in 2011)*	26% to 82%	47%	47% inherited, 44% requested and 9% compulsory (n = 79)
Aware of GSS scheme (150*)	45% *(same as in 2011)*	35% to 57%	43%	**Males most aware**
Likely to contact company if worried about paying bill (139)	**71%** *(cf 80% in 2011)*	70% to 84%	74%	Meter optants, those aged 35-44, ABs, those in semi rural locations and those with long term illness in the household most likely
Aware of WaterSure tariff (150*)	**12%** *(cf 7% in 2011)*	3% to 19%	11%	75+ year olds and DEs most aware
Aware of services for elderly and/or disabled (150*)	**30%** *(cf 23% in 2011)*	17% to 32%	23%	**Males most aware**
Contacted water company with query in last 12 months (150*)	10% *(same as in 2011)*	4% to 14%	11%	To change to/ask for a water meter main reason (26%, n=19)
Satisfaction with way query handled (18)	**72%** *(cf 77% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (147*)	**<1%** *(cf 4% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (4)	**50%** *(cf 67% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (150)	**95%** *(cf 90% in 2011)*	87% to 97%	93%	Metered and ABs are most satisfied

	Proportion for Essex and Suffolk Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with taste and smell (148)	**90%** *(cf 87% in 2011)*	80% to 93%	86%	Non-optant metered, 61-74 year olds and ABs are most satisfied
Satisfied with hardness/ softness (140)	**49%** *(cf 56% in 2011)*	42% to 80%	58%	Metered (particularly non-optant metered) and those in Rural locations are most satisfied
Satisfied with safety (142)	**93%** *(cf 91% in 2011)*	85% to 97%	90%	Non-optant metered and those with longstanding illness more satisfied
Satisfied with reliability of supply (150)	**96%** *(cf 99% in 2011)*	91% to 99%	95%	Those aged 61-74 years, ABs and those in rural locations most satisfied
Satisfied with water pressure (149)	**88%** *(cf 90% in 2011)*	82% to 93%	88%	**Those who think charges are affordable most satisfied**
Have taken action to reduce water usage (150*)	**77%** *(cf 61% in 2011)*	59% to 79%	73%	Non-optant metered, males, those aged 45-60 years and in rural locations more likely to have taken action
Aware of campaigns to Use Water Wisely (150*)	**65%** *(cf 63% in 2011)*	39% to 65%	53%	**DEs are least aware**
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**66%** *(cf 64% in 2011)*	52% to 74%	68%	**Those who think charges are affordable are most likely to say the householder is responsible**
Agree drink tap water rather than still bottled water (148)	**82%** *(cf 73% in 2011)*	71% to 84%	77%	Those aged 45-60 and 75+, and DEs most likely to agree
Likely to ask for tap water when eating out (150)	57% *(new in 2012)*	37% to 67%	56%	**Meter optants are most likely to ask for tap water**
Using less water to save money on bill (79)	48% *(new in 2012)*	48% to 79%	63%	**DEs more likely**

Consumer Council for Water
Annual Tracking Survey 2012

Essex and Suffolk Water Summary
Base: 150 Respondents

	Proportion for Essex and Suffolk Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Had hosepipe ban in last 12 months where you live (150*)	42% *(new in 2012)*	5% to 81%	52%	**Non-optant metered customers more likely to say yes**
Received information on how to avoid water pipes freezing (150*)	19% *(new in 2012)*	10% to 29%	20%	Those aged 61-74 and those in semi rural locations most likely to recall information
Taken measures to avoid having frozen water pipes (150*)	67% *(new in 2012)*	34% to 67%	57%	**Males more likely to have taken measures**
A Sewerage System that Works Sewerage services are provided by Anglian Water (124 respondents) or Thames Water (17 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	**50%** *(cf 66% in 2011)*	50% to 72%	58%	75+ year olds, unmetered customers, females, DEs, in rural locations and those with long term ill in the household more aware
Satisfied with company actions to reduce smells from sewerage treatment works (90)	**72%** *(cf 77% in 2011)*	61% to 90%	80%	Those who think charges are affordable more satisfied; 38% (of 145) don't know
Satisfied with maintenance of sewerage pipes & treatment works (99)	**77%** *(cf 82% in 2011)*	69% to 92%	80%	**Those who think charges are affordable more satisfied**; 32% (of 145) don't know
Satisfied with company cleaning of waste water before releasing it back into the environment (94)	**79%** *(cf 87% in 2011)*	73% to 89%	79%	Those with long term illness in the household more satisfied; 35% (of 145) don't know
Satisfied with company actions to minimise sewer flooding (98)	**71%** *(cf 84% in 2011)*	68% to 89%	76%	**Those who think charges are affordable more satisfied;** 32% (of 145) don't know

	Proportion for Essex and Suffolk Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (145)	**26%** *(cf 34% in 2011)*	19% to 34%	28%	**Males, those with long term illness most likely to correctly say sewerage company**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (141)				
Agree this is absolutely essential	**32%** *(cf 24% in 2011)*	21% to 41%	33%	Unmetered customers, DEs and those in semi rural locations most likely to see as essential
Agree this is very or fairly important	**58%** *(cf 67% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Hartlepool Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WOCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Hartlepool Water	Range for WOCs	Average proportion for all WOCs	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (148)	91% (cf 96% in 2011)	84% to 93%	89%	
Overall satisfaction with sewerage services (139)	87% (cf 90% in 2011)	81% to 90%	83%	Meter optants and those who think charges are affordable most satisfied overall
Satisfied with value for money of water services (147)	80% (same as 2011)	64% to 80%	69%	**Those who think charges are affordable are more satisfied**
Satisfied with value for money of sewerage services (139)	**83%** (cf 80% in 2011)	61% to 78%	68%	**Those who think charges are affordable are more satisfied**
Agree water charges are affordable (146)	73% (cf 83% in 2011)	65% to 83%	71%	**Those with no long term illness in the household are most likely to find charges affordable**
Agree sewerage charges are affordable (146)	70% (cf 82% in 2011)	64% to 79%	70%	**Those with no long term illness in the household are most likely to find charges affordable**
Value for Money				
Agree charges are fair (140)	66% (cf 77% in 2011)	53% to 70%	59%	**Those who think charges are affordable are more likely to find charges fair**

	Proportion for Hartlepool Water	Range for WOCs	Average proportion for all WOCs	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	26% (cf 28% in 2011)	26% to 82%	47%	49% inherited, 38% requested and 8% compulsory (n=39).
Aware of GSS scheme (150*)	39% (cf 38% in 2011)	41% to 52%	45%	Meter optants, males, those aged 61-74 years, those in urban locations and those who think charges are affordable are more likely to be aware of the GSS scheme
Likely to contact company if worried about paying bill (142)	73% (cf 83% in 2011)	70% to 84%	74%	**C1C2s most likely to contact the company**
Aware of WaterSure tariff (150*)	4% *(same as 2011)*	3% to 19%	11%	**Metered and DEs most likely to be aware**
Aware of services for elderly and/or disabled (150*)	24% *(same as 2011)*	17% to 32%	23%	Meter optants are more likely to be aware
Contacted water company with query in last 12 months (150*)	**12%** *(cf 9% in 2011)*	4% to 14%	11%	**Metered are more likely to do so.** Billing enquiry is main reason (n=18).
Satisfaction with way query handled (14)	100% *(same as 2011)*	50% to 100%	73%	Bases are low for individual WoCs (n=14).
Contacted water company to complain (148*)	1% *(cf <1% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (4)	75% *(cf 100% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs (n=4).

	Proportion for Hartlepool Water	Range for WOCs	Average proportion for all WOCs	Comments or points of interest
Water on Tap				
Satisfied with colour and appearance of tap water (149)	94% *(cf 97% in 2011)*	87% to 97%	93%	**Those who think charges are affordable are more likely to be satisfied**
Satisfied with taste and smell (148)	84% *(cf 93% in 2011)*	80% to 93%	86%	**Males and those without someone in the household with a long-term illness are more satisfied**
Satisfied with hardness/ softness (144)	58% *(cf 66% in 2011)*	42% to 80%	58%	Meter optants, those aged 35-44 years, ABs and those in rural locations are more satisfied
Satisfied with safety (144)	91% *(cf 96% in 2011)*	85% to 97%	90%	
Satisfied with reliability of supply (148)	97% *(cf 99% in 2011)*	91% to 99%	95%	
Satisfied with water pressure (147)	89% *(cf 95% in 2011)*	82% to 93%	88%	Those in rural locations are more likely to be satisfied
Have taken action to reduce water usage (150*)	**67%** *(cf 52% in 2011)*	59% to 79%	73%	**Those who are metered, are more likely to have installed a water efficient shower/shower head.** **Long term ill and DEs are more likely to have done nothing**
Aware of campaigns to Use Water Wisely (150*)	39% *(cf 54% in 2011)*	39% to 65%	53%	**Females are least aware**

	Proportion for Hartlepool Water	Range for WOCs	Average proportion for all WOCs	Comments or points of interest
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**52%** *(cf 41% in 2011)*	52% to 74%	68%	**Males, ABs and C1C2s are more likely to be aware of this**
Agree drink tap water rather than still bottled water (146)	82% *(cf 96% in 2011)*	71% to 84%	77%	Meter optants, those in rural and semi rural locations are more likely to do so
Likely to ask for tap water when eating out (150)	37% *(new in 2012)*	37% to 67%	56%	Those who are metered, aged 35-44 years, and those in rural locations more likely to do so
Using less water to save money on bill (39)	67% *(new in 2012)*	48% to 79%	63%	Base too low to compare sub groups.
Had hosepipe ban in last 12 months where you live (150*)	5% *(new in 2012)*	5% to 81%	52%	
Received information on how to avoid water pipes freezing (150*)	16% *(new in 2012)*	10% to 29%	20%	Metered customers and males are more likely to recall.
Taken measures to avoid having frozen water pipes (150*)	53% *(new in 2012)*	34% to 67%	57%	**Males most likely to have done so.**

	Proportion for Hartlepool Water	Range for WOCs	Average proportion for all WOCs	Comments or points of interest
A Sewerage System that Works Sewerage services are provided by Northumbrian Water				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	69% *(cf 77% in 2011)*	50% to 72%	58%	**61-74 year olds and those in households where there is a long term illness are most aware**
Satisfied with company actions to reduce smells from sewerage treatment works (105)	74% *(cf 84% in 2011)*	61% to 90%	80%	Metered customers, females and DEs are more satisfied; 28% (of 145) don't know
Satisfied with maintenance of sewerage pipes & treatment works (109)	75% *(cf 84% in 2011)*	69% to 92%	80%	Those aged 61-74 years, with long term ill in the household and DEs most satisfied; 25% (of 145) don't know
Satisfied with company cleaning of waste water before releasing it back into the environment (95)	75% *(cf 88% in 2011)*	73% to 89%	79%	Non-optant metered, those in rural locations and DEs are more satisfied; 34% (of 145) don't know
Satisfied with company actions to minimise sewer flooding (108)	69% *(cf 88% in 2011)*	68% to 89%	76%	Meter optants, those in Rural locations and DEs more satisfied; 26% (of 145) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (145)	30% *(cf 34% in 2011)*	19% to 34%	28%	**Those in semi-rural areas are more likely to think so.**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (139)				
Agree this is absolutely essential	**30%** *(cf 14% in 2011)*	21% to 41%	33%	Non-optant metered most likely to agree essential
Agree this is very or fairly important	67% *(cf 79% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
Portsmouth Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (149)	**87%** *(cf 96% in 2011)*	84% to 93%	89%	**Those who think charges affordable and have no long term illness in their household most satisfied**
Overall satisfaction with sewerage services (142)	**81%** *(cf 85% in 2011)*	81% to 90%	83%	**Those who think charges affordable most satisfied**
Satisfied with value for money of water services (150)	**75%** *(cf 81% in 2011)*	64% to 80%	69%	**Those who think charges affordable most satisfied; while those with long term illness least satisfied**
Satisfied with value for money of sewerage services (144)	**69%** *(cf 73% in 2011)*	61% to 78%	68%	**Those who think charges affordable most satisfied; while those with long term illness least satisfied**
Agree water charges are affordable (148)	**73%** *(cf 83% in 2011)*	65% to 83%	71%	Those aged 35-44 and 75+ years most likely to agree
Agree sewerage charges are affordable (143)	**68%** *(cf 82% in 2011)*	64% to 79%	70%	Non-optant metered, those aged 35-44 years and those in rural locations more likely to agree
Value for Money				
Agree charges are fair (146)	**65%** *(cf 73% in 2011)*	53% to 70%	59%	**Those aged 35-44 most likely to agree; those with long term illness in household least likely**

Consumer Council for Water
Annual Tracking Survey 2012

Portsmouth Water Summary
Base: 150 Respondents

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	**31%** *(cf 16% in 2011)*	26% to 82%	47%	34% inherited, 57% requested and 9% compulsory (n=47)
Aware of GSS scheme (150*)	**40%** *(cf 43% in 2011)*	35% to 57%	43%	Meter optants, those aged 45-60 years and with long term illness in household most likely to be aware
Likely to contact company if worried about paying bill (146)	**73%** *(cf 81% in 2011)*	70% to 84%	74%	Non-optant metered are most likely to make contact
Aware of WaterSure tariff (150*)	**19%** *(cf 5% in 2011)*	3% to 19%	11%	**Non-optant metered are most likely to have subscribed.**
Aware of services for elderly and/or disabled (150*)	**21%** *(cf 19% in 2011)*	17% to 32%	23%	**Non-optant metered and those who find charges are affordable are most likely to have subscribed.**
Contacted water company with query in last 12 months (150*)	**4%** *(cf 8% in 2011)*	4% to 14%	11%	Billing query main reason (50%, n=8)
Satisfaction with way query handled (8)	**50%** *(cf 100% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (149*)	**1%** *(cf 3% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (2)	**0%** *(cf 80% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (150)	**93%** *(cf 91% in 2011)*	87% to 97%	93%	ABs are more satisfied

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with taste and smell (150)	**89%** *(cf 86% in 2011)*	80% to 93%	86%	Non-optant metered and Females more likely to be satisfied
Satisfied with hardness/ softness (148)	**68%** *(cf 51% in 2011)*	42% to 80%	58%	Those who think charges affordable most satisfied
Satisfied with safety (149)	**89%** *(cf 95% in 2011)*	85% to 97%	90%	
Satisfied with reliability of supply (150)	**93%** *(cf 98% in 2011)*	91% to 99%	95%	
Satisfied with water pressure (150)	87% *(same as in 2011)*	82% to 93%	88%	
Have taken action to reduce water usage (150*)	73% *(same as in 2011)*	59% to 79%	73%	Unmetered customers and those aged 75+ years are more likely to do nothing to use less water
Aware of campaigns to Use Water Wisely (150*)	**49%** *(cf 62% in 2011)*	39% to 65%	53%	Females, 25-34 year olds, long term ill, those in semi-rural customers and C1C2s are less aware
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**74%** *(cf 61% in 2011)*	52% to 74%	68%	Males, those with longstanding illness, 35-60 year olds, ABs and rural customers mostly think householder responsible
Agree drink tap water rather than still bottled water (149)	79% *(same as in 2011)*	71% to 84%	77%	**Males more likely to agree**

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Likely to ask for tap water when eating out (150)	67% *(new in 2012)*	37% to 67%	56%	Meter optants, those aged 61 and over, DEs, those in rural locations and long term ill more likely to ask for tap water
Using less water to save money on bill (47)	79% *(new in 2012)*	48% to 79%	63%	Non-optant metered, females and urban customers are more likely to say yes
Had hosepipe ban in last 12 months where you live (150*)	33% *(new in 2012)*	5% to 81%	52%	Non-optant metered and 45-60 year olds, ABs and urban customers more likely to say yes
Received information about how to avoid water pipes freezing (150*)	17% *(new in 2012)*	10% to 29%	20%	**Metered (particularly optants) are more likely to have received information**
Taken measures to avoid having frozen water pipes (150*)	47% *(new in 2012)*	34% to 67%	57%	Meter optants are more likely than non-optants to have taken action; males and rural customers also more likely
A Sewerage System that Works Sewerage services are provided by Southern Water				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	**56%** *(cf 66% in 2011)*	50% to 72%	58%	Meter optants, 75+ year olds, DEs and those with long term illness in the household more aware
Satisfied with company actions to reduce smells from sewerage treatment works (134)	**87%** *(cf 74% in 2011)*	61% to 90%	80%	C1C2s, those who think charges are affordable and living in rural locations more likely to be satisfied
Satisfied with maintenance of sewerage pipes & treatment works (133)	**78%** *(cf 85% in 2011)*	69% to 92%	80%	**Those who think charges affordable are most satisfied**

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with company cleaning of waste water before releasing it back into the environment (131)	80% *(cf 81% in 2011)*	73% to 89%	79%	**C1C2s and DEs are most satisfied**
Satisfied with company actions to minimise sewer flooding (136)	**76%** *(cf 79% in 2011)*	68% to 89%	76%	Non-optant metered, those aged 61-74, living in urban locations and who think charges are affordable are more satisfied
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (145)	**22%** *(cf 29% in 2011)*	19% to 34%	28%	Meter optants are more likely to be correct
Speaking Up for Consumers - Importance of having a consumer body representing your interests (145)				
Agree this is absolutely essential	**36%** *(cf 16% in 2011)*	21% to 41%	33%	**Males and those who think charges are affordable more likely to see this as essential**
Agree this is very or fairly important	**57%** *(cf 77% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
South East Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are significant differences are shown in bold.
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font.

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (150)	88% (cf 90% in 2011)	84% to 93%	89%	**Those who think the charges are affordable**
Overall satisfaction with sewerage services (138)	83% (cf 84% in 2011)	81% to 90%	83%	**Those who think the charges are affordable**
Satisfied with value for money of water services (146)	**71%** (cf 69% in 2011)	64% to 80%	69%	**Those who think the charges are affordable**
Satisfied with value for money of sewerage services (134)	**71%** (cf 69% in 2011)	61% to 78%	68%	**Those who think the charges are affordable**
Agree water charges are affordable (147)	71% (cf 79% in 2011)	65% to 83%	71%	**Meter optants are more likely to agree; long term ill are more likely to disagree**
Agree sewerage charges are affordable (136)	71% (cf 81% in 2011)	64% to 79%	70%	**Meter optants are more likely to agree**
Value for Money				
Agree charges are fair (146)	60% (cf 69% in 2011)	53% to 70%	59%	**Those who think charges are affordable and meter optants are more likely to agree**
Consumer Rights and Responsibilities				
Have a water meter (150*)	49% (cf 48% in 2011)	26% to 82%	47%	39% Inherited, 46% requested, 14% compulsory (n=74)
Aware of GSS scheme (150*)	**45%** (cf 38% in 2011)	35 to 57%	43%	**Lower awareness amongst meter optants, those aged 75+ years and DEs**

Consumer Council for Water
Annual Tracking Survey 2012

South East Water Summary
Base: 150 Respondents

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Likely to contact company if worried about paying bill (144)	79% *(cf 82% in 2011)*	70% to 84%	74%	**Those with long term illness in the household least likely**
Aware of WaterSure tariff (150*)	**19%** *(cf 7% in 2011)*	3% to 19%	11%	**Those who think charges are affordable**
Aware of services for elderly and/or disabled (150*)	**25%** *(cf 16% in 2011)*	17% to 32%	23%	**Females are most aware but do not need; males are least aware**
Contacted water company with query in last 12 months (150*)	11% *(cf 13% in 2011)*	4% to 14%	11%	Those aged 61-74 years and ABs most likely to have done so
Satisfaction with way query handled (15)	60% *(cf 76% in 2011)*	50% to 100%	73%	Bases too low for individual WoCs
Contacted water company to complain (143*)	1% *(cf 4% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (11)	**45%** *(cf 33% in 2011)*	0% to 100%	58%	Bases too low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (150)	**97%** *(cf 92% in 2011)*	87% to 97%	93%	
Satisfied with taste and smell (149)	**87%** *(cf 80% in 2011)*	80% to 93%	86%	Those who think charges are affordable
Satisfied with hardness/ softness (148)	**74%** *(cf 58% in 2011)*	42% to 80%	58%	Those with non-optant meters and aged 35-44 years are most satisfied
Satisfied with safety (150)	91% *(cf 90% in 2011)*	85% to 97%	90%	Those who think charges are affordable and living in rural locations are more satisfied

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with reliability of supply (150)	96% *(cf 95% in 2011)*	91% to 99%	95%	**Those with no long term illness in their household are more likely to be satisfied**
Satisfied with water pressure (149)	**93%** *(cf 87% in 2011)*	82% to 93%	88%	**Those who think charges are affordable are more satisfied**
Have taken action to reduce water usage (150*)	**75%** *(cf 58% in 2011)*	59% to 79%	73%	ABs more likely to have done nothing
Aware of campaigns to Use Water Wisely (150*)	49% *(cf 64% in 2011)*	39% to 65%	53%	Those who are non-optant metered, aged 61+ years, ABs and living in rural locations are more aware
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**65%** *(cf 62% in 2011)*	52% to 74%	68%	Those with non-optant meters, males, 45-60 year olds and in semi rural locations more likely; long term ill less likely
Agree drink tap water rather than still bottled water (149)	75% *(cf 79% in 2011)*	71% to 84%	77%	Meter optants, those aged 75+ and those who think charges are affordable are more likely to agree
Likely to ask for tap water when eating out (150)	61% *(new in 2012)*	37% to 67%	56%	Those aged 25-34 years, C1C2s, living in rural locations and who think charges are affordable are more likely to ask
Using less water to save money on bill (74)	74% *(new in 2012)*	48% to 79%	63%	**Those in rural locations more likely**
Had hosepipe ban in last 12 months where you live (150*)	73% *(new in 2012)*	5% to 81%	52%	Those aged 45-60 years and AB's more likely; long term ill less likely
Received information on how to avoid water pipes freezing (150*)	29% *(new in 2012)*	10% to 29%	20%	Males and those aged 61-74 years more likely

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Taken measures to avoid having frozen water pipes (150*)	51% *(new in 2012)*	34% to 67%	57%	Non-optant Metered, those aged 75+ years and those in rural locations more likely to have done so
A Sewerage System that Works Sewerage services are provided by Southern Water (112 respondents) or Thames Water (14 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	55% *(cf 66% in 2011)*	50% to 72%	58%	**Females are more aware**
Satisfied with company actions to reduce smells from sewerage treatment works (119)	**87%** *(cf 76% in 2011)*	61% to 90%	80%	Those aged 45-60 and 75+ years and those living in rural locations are more satisfied
Satisfied with maintenance of sewerage pipes & treatment works (120)	84% *(cf 85% in 2011)*	69% to 92%	80%	**Those who think the charges are affordable most satisfied**; 14% (of 139) don't know
Satisfied with company cleaning of waste water before releasing it back into the environment (119)	**81%** *(cf 79% in 2011)*	73% to 89%	79%	Those aged 35-44 years, living in semi rural and rural locations and who think charges are affordable are more satisfied; **Long term ill least satisfied**; 14% (of 139) don't know
Satisfied with company actions to minimise sewer flooding (119)	**86%** *(cf 80% in 2011)*	68% to 89%	76%	**Those who think the charges are affordable, most satisfied;** 14% (of 139) don't know
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (139)	26% *(cf 34% in 2011)*	19% to 34%	28%	Meter optants, females, those aged 61-74 years, the long term ill and those in urban locations most aware

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Speaking Up for Consumers – Importance of having a consumer body representing your interests (143)				
Agree this is absolutely essential	**32%** *(cf 15% in 2011)*	21% to 41%	33%	Non-optant metered, those who think the charges are affordable and ABs most likely to say essential
Agree this is very or fairly important	60% *(cf 78% in 2011)*	53% to 71%	59%	

CCWater Tracking Research 2012
South Staffordshire Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are based on significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (149)	88% *(same as 2011)*	84% to 93%	89%	**Unmetered customers and those who think charges are affordable most satisfied**
Overall satisfaction with sewerage services (128)	84% *(cf 91% last year)*	81% to 90%	83%	ABs and 75+ years most satisfied
Satisfied with value for money of water services (142)	70% *(cf 71% last year)*	64% to 80%	69%	**Those who think charges are affordable, metered, females and aged 61-74 years most satisfied**
Satisfied with value for money of sewerage services (136)	66% *(cf 71% last year)*	61% to 78%	68%	**Those who think charges are affordable are most satisfied**
Agree water charges are affordable (146)	77% *(cf 76% last year)*	65% to 83%	71%	**Meter optants most likely to agree**
Agree sewerage charges are affordable (137)	75% *(cf 78% last year)*	64% to 79%	70%	Meter optants, ABs and those aged over 61 years most likely to agree
Value for Money				
Agree charges are fair (140)	66% *(cf 67% last year)*	53% to 70%	59%	**Those who think charges are affordable and aged 61-74 years most likely to agree**

Consumer Council for Water
Annual Tracking Survey 2012

South Staffordshire Water Summary
Base: 150 Respondents

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (150*)	**29%** *(cf 19% last year)*	26% to 82%	47%	45% inherited, 39% requested and 14% compulsory
Aware of GSS scheme (150*	**45%** *(cf 35% last year)*	35% to 57%	43%	**Those in rural locations most aware**
Likely to contact company if worried about paying bill (139)	76% *(cf 80% last year)*	70% to 84%	74%	Females, aged 25-44 years in rural and semi rural locations and those with long term illness in the household are most likely
Aware of WaterSure tariff (150*)	**8%** *(cf 5% last year)*	3% to 19%	11%	Those with long term illness and aged 61-74 more likely to be aware
Aware of services for elderly and/or disabled (150*)	**19%** *(cf 16% last year)*	17% to 32%	23%	**Meter optants are most likely to be aware**
Contacted water company with query in last 12 months (150*)	**11%** *(cf 9% last year)*	4% to 14%	11%	Mostly with a billing query (37%) or to report a leak (21%)
Satisfaction with way query handled (18)	83% *(cf 91% last year)*	50% to 100%	73%	**Unmetered customers most satisfied**
Contacted water company to complain (149*)	1% *(cf 4% last year)*	<1% to 3%	2%	
Satisfaction with way complaint handled (2)	50% *(same as last year)*	0% to 100%	58%	Low base sizes for individual WoCs

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Water on Tap				
Satisfied with colour and appearance of tap water (149)	**93%** *(cf 88% last year)*	87% to 97%	93%	**Those without longstanding illness most satisfied**
Satisfied with taste and smell (148)	84% *(cf 87% last year)*	80% to 93%	86%	**Those without longstanding illness most satisfied**
Satisfied with hardness/ softness (138)	63% *(cf 72% last year)*	42% to 80%	58%	Meter optants, those aged 61-74 years, ABs and those who think charges are affordable are most satisfied
Satisfied with safety (140)	94% *(cf 93% last year)*	85% to 97%	90%	Meter optants and those in rural locations are more satisfied
Satisfied with reliability of supply (148)	**97%** *(cf 93% last year)*	91% to 99%	95%	
Satisfied with water pressure (148)	**88%** *(cf 84 last year)*	82% to 93%	88%	Metered and those with long term illness in the household are more satisfied
Have taken action to reduce water usage (150*)	59% *(cf 62% last year)*	59% to 79%	73%	**Unmetered customers are more likely to say nothing.** **Metered, particularly optant metered, customers are more likely to take showers rather than baths and turn off the tap when brushing their teeth.**
Aware of campaigns to Use Water Wisely (150*)	49% *(cf 54% last year)*	39% to 65%	53%	Females and those with long term illness in the household are more aware; those in semi rural locations are less aware

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Think householders are responsible for maintaining water supply pipes within property boundary (150*)	**71%** *(cf 57% last year)*	52% to 74%	68%	**Those without longstanding illness are more aware**
Agree drink tap water rather than still bottled water (149)	72% *(cf 78% last year)*	71% to 84%	77%	**Those who think charges are affordable and without longstanding illness more likely to say yes**
Likely to ask for tap water when eating out (150)	41% *(new in 2012)*	37% to 67%	56%	Meter optants, 61-74 year olds and rural customers are more likely to ask for tap water
Using less water to save money on bill (44)	57% *(new in 2012)*	48% to 79%	63%	**Those with longstanding illness more likely**
Had hosepipe ban in last 12 months where you live (150*)	16% *(new in 2012)*	5% to 81%	52%	Those aged 35-44 years and C1C2s more likely to recall a ban
Received information on how to avoid water pipes freezing (150*)	13% *(new 2012)*	10% to 29%	20%	C1C2 least likely to recall information
Taken measures to avoid having frozen water pipes (150*)	65% *(new n 2012)*	34% to 67%	57%	**ABs and 35-74 year olds most likely**
A Sewerage System that Works Sewerage services are provided by Severn Trent Water				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (150*)	**68%** *(cf 66% last year)*	50% to 72%	58%	Those aged 61-74 years and DEs are more aware
Satisfied with company actions to reduce smells from sewerage treatment works (90)	72% *(cf 82% last year)*	61% to 90%	80%	Meter optants are more satisfied; 38% (of 145) don't know.

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with maintenance of sewerage pipes & treatment works (98)	77% *(cf 87% last year)*	69% to 92%	80%	32% (of 145) don't know.
Satisfied with company cleaning of waste water before releasing it back into the environment (86)	73% *(cf 93% last year)*	73% to 89%	79%	Meter optants and ABs are more satisfied; 41% (of 145) don't know.
Satisfied with company actions to minimise sewer flooding (92)	68% *(cf 93% last year)*	68% to 89%	76%	**Those aged 45-60 years are more satisfied;** 37% (of 145) don't know.
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (145)	30% *(cf 32% last year)*	19% to 34%	28%	Non-optant metered, those aged 25-44 years and C1C2s are most likely to be correct; **ABs most likely to incorrectly identify themselves**
Speaking Up for Consumers - Importance of having a consumer body representing your interests (144)				
Agree this is absolutely essential	**31%** *(cf 25% last year)*	21% to 41%	33%	**Those aged 45-60 years most likely to feel its essential**
Agree this is very or fairly important	66% *(cf 91% last year)*	53% to 71%	59%	

CCWater Tracking Research 2012
Sutton and East Surrey Water – Summary

Sample size is shown in brackets and excludes don't knows unless followed by an asterisk (*)
#Average proportion for all WoCs based on weighted data. All other data is unweighted.
Observations made under comments or points of interest which are based on significant differences are shown in bold
Improvements on last year by more than one percentage point are in bold; a drop of more than one percentage point is shown in red font

	Proportion for Sutton and East Surrey Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Core Indicators				
Overall satisfaction with water supply (151)	90% *(cf 93% in 2011)*	84% to 93%	89%	**Those who think their charges are affordable most likely to be satisfied.**
Overall satisfaction with sewerage services (138)	86% *(cf 88% in 2011)*	81% to 90%	83%	**DEs think their charges are affordable most likely to be satisfied.**
Satisfied with value for money of water services (144)	**80%** *(cf 77% in 2011)*	64% to 80%	69%	**Those who think their charges are affordable most satisfied**
Satisfied with value for money of sewerage services (131)	**78%** *(cf 75% in 2011)*	61% to 78%	68%	**Those who think their charges are affordable most satisfied**
Agree water charges are affordable (146)	73% *(same as in 2011)*	65% to 83%	71%	Optant metered, 61-74 years and DEs more likely to agree
Agree sewerage charges are affordable (134)	**75%** *(cf 71% in 2011)*	64% to 79%	70%	DEs more likely to agree
Value for Money				
Agree charges are fair (145)	68% *(cf 72% in 2011)*	53% to 70%	59%	**Those who think their charges are affordable most likely to agree**

	Proportion for Sutton and East Surrey Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Consumer Rights and Responsibilities				
Have a water meter (151*)	**46%** *(cf 27% in 2011)*	26% to 82%	47%	51% inherited, 36% requested and 10% compulsory
Aware of GSS scheme (151*)	35% *(cf 38% in 2011)*	35% to 57%	43%	**Urban customers more likely to be aware**
Likely to contact company if worried about paying bill (140)	71% *(cf 78% in 2011)*	70% to 84%	74%	Optant metered most likely to contact company
Aware of WaterSure tariff (151*)	**17%** *(cf 3% in 2011)*	3% to 19%	11%	Meter optants and those aged 61-74 years most likely to be aware but not require
Aware of services for elderly and/or disabled (151*)	**22%** *(cf 17% 2011)*	17% to 32%	23%	Females and those with long term illness in the household most likely to be aware
Contacted water company with query in last 12 months (151*)	8% *(cf 13% in 2011)*	4% to 14%	11%	Main reason for contact was a billing query (20%)
Satisfaction with way query handled (13)	**85%** *(cf 65% in 2011)*	50% to 100%	73%	Bases are low for individual WoCs
Contacted water company to complain (149*)	<1% *(cf 3% in 2011)*	<1% to 3%	2%	
Satisfaction with way complaint handled (3)	**67%** *(cf 40% in 2011)*	0% to 100%	58%	Bases are low for individual WoCs
Water on Tap				
Satisfied with colour and appearance of tap water (151)	**97%** *(cf 93% in 2011)*	87% to 97%	93%	

	Proportion for Sutton and East Surrey Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Satisfied with taste and smell (150)	**93%** *(cf 91% in 2011)*	80% to 93%	86%	Those with long term illness in the household and in semi rural locations more satisfied
Satisfied with hardness/ softness (148)	73% *(cf 72% in 2011)*	42% to 80%	58%	Males, those aged 61-74 and with long term illness in the household more satisfied
Satisfied with safety (149)	93% *(cf 96% in 2011)*	85% to 97%	90%	**Those who think charges are affordable more satisfied**
Satisfied with reliability of supply (151)	99% *(cf 98% in 2011)*	91% to 99%	95%	
Satisfied with water pressure (150)	**93%** *(cf 90% in 2011)*	82% to 93%	88%	Those with long term illness most satisfied
Have taken action to reduce water usage (151*)	68% *(same as in 2011)*	59% to 79%	73%	Mostly taking showers instead of baths and turning taps off when brushing teeth; meter optants most likely to take measures
Aware of campaigns to Use Water Wisely (151*)	40% *(cf 53% in 2011)*	39% to 65%	53%	Mostly aware through TV and leaflets
Think householders are responsible for maintaining water supply pipes within property boundary (151*)	62% *(cf 61% in 2011)*	52% to 74%	68%	**Meter optants are more likely to say the householder is responsible**
Agree drink tap water rather than still bottled water (150)	72% *(cf 82% in 2011)*	71% to 84%	77%	Males and those with long term illness in the household more likely to agree
Likely to ask for tap water when eating out (151)	64% *(new in 2012)*	37% to 67%	56%	Meter optants are more likely to order tap water

Consumer Council for Water
Annual Tracking Survey 2012

Sutton and East Surrey Water Summary
Base: 151 Respondents

	Proportion for Sutton and East Surrey Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Using less water to save money on bill (70)	70% *(new in 2012)*	48% to 79%	63%	**61-74 year olds more likely to say yes**
Had hosepipe ban in last 12 months where you live (151*)	72% *(new 2012)*	5% to 81%	52%	Meter optants, those aged 61-47 years, ABs and those in urban and semi-rural locations more likely to recall a ban
Received information on how to avoid water pipes freezing (151*)	19% *(new in 2012)*	10% to 29%	20%	**Those who think charges are affordable more likely to say they have received information**
Taken measures to avoid having frozen water pipes (151*)	34% *(new in 2012)*	34% to 67%	57%	Those who think charges are affordable, in semi-rural locations and 61-74 year olds more likely to have taken measures; **ABs least likely**
A Sewerage System that Works Sewerage services are provided by Southern Water (30 respondents) and Thames Water (90 respondents)				
Aware that none of the listed items (tissues, cotton buds etc.) should be disposed of down the toilet, sink or drain (151*)	**64%** *(cf 57% in 2011)*	50% to 72%	58%	Those in urban locations and meter optants are most aware
Satisfied with company actions to reduce smells from sewerage treatment works (117)	**90%** *(cf 79% in 2011)*	61% to 90%	80%	DEs and meter optants are most satisfied
Satisfied with maintenance of sewerage pipes & treatment works (119)	**92%** *(cf 83% in 2011)*	69% to 92%	80%	Those with a non-optant meter most satisfied
Satisfied with company cleaning of waste water before releasing it back into the environment (114)	**88%** *(cf 82% in 2011)*	73% to 89%	79%	**Females most satisfied**
Satisfied with company actions to minimise sewer flooding (120)	**85%** *(cf 77% in 2011)*	68% to 89%	76%	**Females, those aged 61-74 years and DEs most satisfied**

	Proportion for Sutton and East Surrey Water	Range for WoCs	Average proportion for all WoCs#	Comments or points of interest
Correctly think Sewerage Company is responsible for maintaining shared sewerage pipes/drains (141)	19% *(cf 27% in 2011)*	19% to 34%	28%	Non-optant metered most likely to be correct; 46% overall say the householder is responsible.
Speaking Up for Consumers - Importance of having a consumer body representing your interests (143)				
Agree this is absolutely essential	**41%** *(cf 27% in 2011)*	21% to 41%	33%	**Those who think charges are affordable most likely to agree its essential**
Agree this is very or fairly important	53% *(cf 65% in 2011)*	53% to 71%	59%	