

# Appendix – Water company summaries

## Anglian Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents who have answered the question (n)

	Proportion for Anglian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	82%	54-82%	74%	Those in highest income group more likely to accept (£50,000 or more 93%)
<b>Uninformed acceptability (2) – water (151)</b>	64%	51-64%	60%	SEC 1 more likely to find it unacceptable (37% vs total 25%)
<b>Uninformed acceptability (2) – sewerage (151)</b>	64%	51-64%	56%	Lowest age group more likely to find it unacceptable (18-29 35% vs total 24%)
<b>Uninformed acceptability (2) – combined (349)</b>	64%	41-64%	55%	Lowest age group more likely to accept (18-29 78%) Lowest income group more likely to find it unacceptable (Less than £10,000 41% vs total 28%) SEC1 more likely to accept (72%)
<b>Informed acceptability – water (500)</b>	73%	59-73%	67%	Age group 18-29 more likely to find it unacceptable

	Proportion for Anglian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				(25% vs total 17%)
<b>Informed acceptability – sewerage (500)</b>	68%	52-70%	64%	Highest income group more likely to accept (£50,000 or more 81%) SEC 1 more likely to accept (76%)
<b>Informed acceptability – combined (349)</b>	64%	50-67%	59%	SEC 1 more likely to accept (72%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (94)</b>	17%	9-17%	12%	
<b>Affordability of water services (151)</b>	40%	37-40%	38%	
<b>Affordability of sewerage services (151)</b>	41%	37-41%	38%	Youngest age group more likely to disagree (18-29 39% vs total 22%)
Cost of living				
<b>Agree water bills are too high (500)</b>	47%	47-71%	53%	Youngest age group more likely to agree (55%), while oldest age group more likely to disagree (27% vs total 12%) Lowest income group more likely to agree (65%)
<b>Accept that household bills automatically include inflation (500)</b>	64%	56-67%	63%	Highest income group more likely to agree (£50,000 or more 80%)

	Proportion for Anglian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	67%	65-72%	68%	Lowest income group more likely to agree (83%) Metered customers more likely to agree (70%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	17%	12-17%	14%	Youngest age group more likely to agree (18-29 28%) Highest age group more likely to agree (£50,000 or more 33%) SEC1 more likely to agree (22%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	27%	24-29%	26%	Youngest age group more likely to agree (38%)
<b>Agree that all bills change by inflation over time (500)</b>	80%	74-83%	79%	
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	72%	69-78%	72%	Oldest age groups more likely to agree (60-74 82%, 75+ 86%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	33%	26-33%	29%	Youngest age group more likely to agree (18-29 46%) Highest income group more likely to agree (£50,000 or more 52%) Lowest income group more likely to disagree (Less than £10,000 63% vs total 40%) SEC1 more likely to agree

	Proportion for Anglian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				(43%)
Water meters				
<b>Have a water meter (500)</b>	70%	33-76%	49%	Highest age groups more likely to have a meter (60-74 84%, 75+ 86%)

## Dwr Cymru (Welsh) Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents who have answered the question (n)

	Proportion for Dwr Cymru (Welsh) Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	71%	54-82%	74%	Highest income group more likely to accept (£50,000 or more 88%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	53%	41-64%	55%	Unmetered customers more likely to find it unacceptable (42% vs total 39%)
<b>Informed acceptability – water (500)</b>	62%	59-73%	67%	Metered customers more likely to accept (72%) Unmetered customers more likely to find it unacceptable (33% vs total 30%)
<b>Informed acceptability – sewerage (500)</b>	62%	52-70%	64%	Lowest income group more likely to find it unacceptable (Less than £10,000 42% vs total 30%) Metered customers more likely to accept (69%)
<b>Informed acceptability –</b>	58%	50-67%	59%	Lowest

	Proportion for Dwr Cymru (Welsh) Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>combined (500)</b>				income group more likely to find it unacceptable (46% vs total 34%) Metered customers more likely to accept (64%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (168)</b>	14%	9-17%	12%	Lowest income group more likely to disagree (80% vs total 62%) SEC 1 more likely to agree (24%)
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	60%	47-71%	53%	Lowest age group more likely to disagree (18-29 14% vs total 9%) SEC 1 more likely to disagree 13% vs total 9%) Unmetered customers more likely to agree (64%)
<b>Accept that household bills automatically include inflation (500)</b>	67%	56-67%	63%	
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	68%	65-72%	68%	Lowest income group more likely to agree (Less than £10,000 78%) Highest

	Proportion for Dwr Cymru (Welsh) Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				income group more likely to disagree (£50,000 or more 30% vs 13%) SEC 1 more likely to disagree (18% vs total 13%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	13%	12-17%	14%	Highest income group more likely to agree (£50,000 or more 24%) Metered customers more likely to agree (17%) Unmetered customers more likely to disagree (74% vs total 71%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	25%	24-29%	26%	Youngest age group more likely to agree (35%) Oldest age groups more likely to disagree (60-74 64% and 75+ 67% vs total 52%) Metered customers more likely to agree (31%) Unmetered customers more likely to disagree (57% vs total 52%)
<b>Agree that all bills change by inflation over</b>	80%	74-83%	79%	

	Proportion for Dwr Cymru (Welsh) Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>time (500)</b>				
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	78%	69-78%	72%	Highest income group more likely to disagree (£50,000 or more 12% vs total 5%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	29%	26-33%	29%	Higher income group more likely to agree (£50,000 or more 61%)
Water meters				
<b>Have a water meter (500)</b>	36%	33-76%	49%	Highest age group more likely to have a meter (75+ 48%)



## Northumbrian Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Northumbrian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	54%	54-82%	74%	Highest income group more likely to accept (£50,000 or more 85%) SEC 1 more likely to accept (70%) Metered customers more likely to accept (61%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	45%	41-64%	55%	Highest income group more likely to accept (£50,000 or more 70%) Lowest income group more likely to find it unacceptable (Less than £10,000 60% vs total 48%) SEC 1 more likely to accept (58%) Metered customers more likely to accept (54%)
<b>Informed acceptability – water (500)</b>	59%	59-73%	67%	Highest income group more likely to accept

	Proportion for Northumbrian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				(£50,000 or more 75%) Lowest income group more likely to find it unacceptable (Less than £10,000 49% vs total 32%) SEC 1 more likely to accept (69%) Metered customers more likely to accept (66%)
<b>Informed acceptability – sewerage (500)</b>	58%	52-70%	64%	Highest income group more likely to accept (£50,000 or more 73%) Lowest income group more likely to find it unacceptable (Less than £10,000 50% vs total 33%) SEC 1 more likely to accept (68%) Metered customers more likely to accept (66%)
<b>Informed acceptability – combined (500)</b>	50%	50-67%	59%	Highest income group more likely to accept (£50,000 or more 68%) Lowest income group more likely to find it unacceptable (Less than £10,000 55%)

	Proportion for Northumbrian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				vs total 40%) SEC 1 more likely to accept (58%) SEC 4/5 more likely to find it unacceptable (51% vs total 40%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (202)</b>	9%	9-17%	12%	Highest income group more likely to agree (£50,000 or more 23%) SEC 1 more likely to agree (20%)
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	53%	47-71%	53%	
<b>Accept that household bills automatically include inflation (500)</b>	65%	56-67%	63%	Oldest age group more likely to agree (75+ 82%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	69%	65-72%	68%	Highest income group more likely to disagree (£50,000 or more 25% vs total 11%) SEC 1 more likely to disagree (18% vs total 11%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	14%	12-17%	14%	Oldest age group more likely to agree (75+ 27%) Highest income group more likely to agree

	Proportion for Northumbrian Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				(£50,000 or more 28%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	28%	24-29%	26%	Oldest age group more likely to agree (75+ 51%)
<b>Agree that all bills change by inflation over time (500)</b>	80%	74-83%	79%	Oldest age groups more likely to agree (60-74 91%, 75+ 96%) Youngest age groups more likely to disagree (18-29 9% vs total 5%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	74%	69-78%	72%	Oldest age groups more likely to agree (75+ 96%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	26%	26-33%	29%	Oldest age groups more likely to agree (75+ 39%) Highest income group more likely to agree (£50,000 or more 45%) Lowest income group more likely to disagree (Less than £10,000 66% vs total 53%) SEC 1 more likely to agree (33%)
Water meters				
<b>Have a water meter (500)</b>	33%	33-76%	49%	Highest income group more likely to have a meter (£50,000 or more 50%)



## Severn Trent Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Severn Trent Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	74%	54-82%	74%	Oldest age groups more likely to accept (75+ 89%)
<b>Uninformed acceptability (2) – water (270)</b>	51%	51-64%	60%	Lowest income group more likely to find it unacceptable (Less than £10,000 5% vs total 41%) SEC 1 more likely to accept (62%)
<b>Uninformed acceptability (2) – sewerage (270)</b>	51%	51-64%	56%	SEC 1 more likely to accept (65%)
<b>Uninformed acceptability (2) – combined (230)</b>	56%	41-64%	55%	
<b>Informed acceptability – water (500)</b>	66%	59-73%	67%	Oldest age group more likely to accept (86%) Highest income group more likely to accept (84%) Lowest income group more likely to find it unacceptable (Less than £10,000 40% vs total 28%) SEC 1 more likely to accept (76%)

	Proportion for Severn Trent Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>Informed acceptability – sewerage (500)</b>	66%	52-70%	64%	Oldest age group more likely to accept (75+ 84%) Lowest income group more likely to find it unacceptable (Less than £10,000 36% vs total 26%)
<b>Informed acceptability – combined (230)</b>	66%	50-67%	59%	
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (61)</b>	11%	9-17%	12%	
<b>Affordability of water services (270)</b>	37%	37-40%	38%	SEC 1 more likely to agree (51%)
<b>Affordability of sewerage services (270)</b>	37%	37-41%	38%	SEC 1 more likely to agree (50%)
Cost of living				
<b>Agree water bills are too high (500)</b>	53%	47-71%	53%	
<b>Accept that household bills automatically include inflation (500)</b>	65%	56-67%	63%	Oldest age group more likely to agree (75+ 91%) Metered customers more likely to agree (72%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	71%	65-72%	68%	Oldest age group more likely to disagree (75+ 30% vs total 12%) Highest income group more likely to disagree (£50,000 or

	Proportion for Severn Trent Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				more 29% vs total 12%) SEC 1 more likely to disagree (18% vs total 12%) SEC 4/5 more likely to agree (82%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	15%	12-17%	14%	Youngest age group more likely to agree (18-29 25%) Metered customers more likely to agree (19%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	28%	24-29%	26%	Youngest age group more likely to agree (18-29 37%) Highest income group more likely to disagree (£50,000 or more 68% vs total 51%) SEC 1 more likely to disagree (58% vs total 51%)
<b>Agree that all bills change by inflation over time (500)</b>	78%	74-83%	79%	Oldest age groups more likely to agree (60-74 86%, 75+ 95%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	72%	69-78%	72%	Oldest age groups more likely to agree (60-74 85%, 75+ 96%) SEC 1 more likely to disagree (11% vs total 7%)
<b>Likely that household income is going to keep</b>	28%	26-33%	29%	Youngest age group more



	<b>Proportion for Severn Trent Water</b>	<b>Range for WaSCs</b>	<b>Average proportion for all WaSCs</b>	<b>Comments or points of interest</b>
<b>up with changes in cost of living over next 5 years (500)</b>				likely to agree (18-29 40%) Highest income group more likely to agree (£50,000 or more 48%) Lowest income group more likely to disagree (Less than £10,000 66% vs total 45%) Metered customers more likely to agree (33%)
Water meters				
<b>Have a water meter (500)</b>	46%	33-76%	49%	

## Southern Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Southern Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	69%	54-82%	74%	SEC 1 more likely to accept (76%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	51%	41-64%	55%	
<b>Informed acceptability – water (500)</b>	63%	59-73%	67%	
<b>Informed acceptability – sewerage (500)</b>	59%	52-70%	64%	
<b>Informed acceptability – combined (500)</b>	55%	50-67%	59%	Lowest income group more likely to find it unacceptable (Less than £10,000 46% vs total 32%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (162)</b>	14%	9-17%	12%	
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	56%	47-71%	53%	Oldest age group more likely to disagree (75+ 24%) Lowest income group

	Proportion for Southern Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				more likely to agree (Less than £10,000 75%)
<b>Accept that household bills automatically include inflation (500)</b>	60%	56-67%	63%	
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	71%	65-72%	68%	Oldest age group more likely to disagree (75+ 24% vs total 12%) Lowest income group more likely to agree (Less than £10,000 90%) Highest income group more likely to disagree (£50,000 or more 20% vs total 12%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	13%	12-17%	14%	Oldest age group more likely to agree (24%) Lowest income group more likely to disagree (Less than £10,000 81% vs total 67%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	25%	24-29%	26%	Youngest age group more likely to agree (18-29 33%) Metered customers more likely to disagree 50% vs total 46%)
<b>Agree that all bills change by inflation over time (500)</b>	80%	74-83%	79%	
<b>Agree it's difficult to</b>	72%	69-78%	72%	Unmetered

	<b>Proportion for Southern Water</b>	<b>Range for WaSCs</b>	<b>Average proportion for all WaSCs</b>	<b>Comments or points of interest</b>
<b>predict what level of inflation is going to reach in next few years (500)</b>				customers more likely to agree (79%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	26%	26-33%	29%	Youngest age group more likely to agree (18-29 37%)
Water meters				
<b>Have a water meter (500)</b>	72%	33-76%	49%	Youngest age group more likely to not have a meter (18-29 36% vs total 26%) Highest income group more likely to have a meter (£50,000 or more 87%)

## South West Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for South West Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	73%	54-82%	74%	SEC 1 more likely to accept (81%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	44%	41-64%	55%	Youngest age group more likely to accept (18-29 56%)
<b>Informed acceptability – water (500)</b>	63%	59-73%	67%	Youngest age group more likely to accept (18-29 73%) Oldest age group more likely to find it unacceptable (75+ 42% vs total 30%)
<b>Informed acceptability – sewerage (500)</b>	52%	52-70%	64%	
<b>Informed acceptability – combined (500)</b>	50%	50-67%	59%	SEC 4/5 more likely to find it unacceptable (53% vs total 40%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (200)</b>	11%	9-17%	12%	
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				

	Proportion for South West Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>Agree water bills are too high (500)</b>	71%	47-71%	53%	Oldest age group more likely to disagree (75+ 15% vs total 7%)
<b>Accept that household bills automatically include inflation (500)</b>	61%	56-67%	63%	
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	70%	65-72%	68%	Oldest age group more likely to disagree (75+ 28% vs total 12%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	14%	12-17%	14%	Youngest age group more likely to agree (18-29 28%) Lowest income group more likely to disagree (Less than £10,000 84% vs total 69%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	24%	24-29%	26%	Youngest age group more likely to agree (18-29 33%)
<b>Agree that all bills change by inflation over time (500)</b>	82%	74-83%	79%	Oldest age group more likely to agree (75+ 93%) Youngest age group more likely to disagree (18-29 13% vs total 4%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	70%	69-78%	72%	Youngest age group more likely to disagree (18-29 18% vs total 11%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5</b>	29%	26-33%	29%	Oldest age group more likely to agree (75+ 45%)

	<b>Proportion for South West Water</b>	<b>Range for WaSCs</b>	<b>Average proportion for all WaSCs</b>	<b>Comments or points of interest</b>
<b>years (500)</b>				Youngest age group more likely to agree (53%)
Water meters				
<b>Have a water meter (500)</b>	76%	33-76%	49%	Oldest age group more likely to have a meter (75+ 87%)

## Thames Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Thames Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	72%	54-82%	74%	Highest income group more likely to accept (£50,000 or more 87%) Lowest income group more likely to find it unacceptable (Less than £10,000 30% vs total 16%) SEC 1 more likely to accept (72%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	41%	41-64%	55%	Highest income group more likely to accept (£50,000 or more 50%) Metered customers more likely to accept (48%) Unmetered customers more likely to find it unacceptable (53% vs total 48%)
<b>Informed acceptability – water (500)</b>	60%	59-73%	67%	Highest income group more likely to accept



	Proportion for Thames Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				(£50,000 or more 73%) Lowest income group more likely to find it unacceptable (Less than £10,000 44% vs total 29%) Metered customers more likely to accept (68%)
<b>Informed acceptability – sewerage (500)</b>	57%	52-70%	64%	Highest income group more likely to accept (£50,000 or more 68%) Lowest income group more likely to find it unacceptable (Less than £10,000 44% vs total 30%) SEC 1 more likely to accept (63%) Metered more likely to accept (67%) Unmetered more likely to find it unacceptable (37% vs 30%)
<b>Informed acceptability – combined (500)</b>	50%	50-67%	59%	Highest income group more likely to accept (£50,000 or more 60%) SEC 1 more likely to accept (59%) Metered customers

	Proportion for Thames Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				more likely to accept (56%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (194)</b>	10%	9-17%	12%	Lowest income group more likely to disagree (77% vs total 58%) Unmetered customers more likely to disagree (66% vs total 58%)
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	55%	47-71%	53%	SEC 1 more likely to disagree (12% vs total 8%) Unmetered customers more likely to agree (62%)
<b>Accept that household bills automatically include inflation (500)</b>	56%	56-67%	63%	Metered customers more likely to agree (61%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	65%	65-72%	68%	Lowest income group more likely to agree (65%) Highest income group more likely to disagree (£50,000 or more 19% vs total 11%) SEC 1 more likely to disagree (16% vs total 11%)
<b>Agree that changes in</b>	12%	12-17%	14%	Highest

	<b>Proportion for Thames Water</b>	<b>Range for WaSCs</b>	<b>Average proportion for all WaSCs</b>	<b>Comments or points of interest</b>
<b>cost of living isn't of particular concern (500)</b>				income group more likely to agree (£50,000 or more 20%) SEC 1 more likely to agree (16%) Metered customers more likely to agree (16%) Unmetered customers more likely to disagree (72% vs total 66%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	24%	24-29%	26%	
<b>Agree that all bills change by inflation over time (500)</b>	74%	74-83%	79%	Lowest income group more likely to disagree (Less than £10,000 13% vs total 6%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	69%	69-78%	72%	Lowest income group more likely to disagree (Less than £10,000 13% vs total 7%) Unmetered customers more likely to disagree 9% vs total 7%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	29%	26-33%	29%	Youngest age group more likely to agree (43%) Highest income group more likely to agree (£50,000 or more 44%) SEC 1 more

	Proportion for Thames Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				likely to agree (38%) Metered customers more likely to agree (35%) Unmetered customers more likely to disagree (48% vs total 43%)
Water meters				
<b>Have a water meter (500)</b>	42%	33-76%	49%	SEC 1 more likely to have a meter (49%)

## United Utilities - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for United Utilities	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	76%	54-82%	74%	SEC 1 more likely to accept (87%) SEC 4/5 more likely to find it unacceptable (24% vs total 13%) Metered customers more likely to agree (82%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	53%	41-64%	55%	SEC 1 more likely to accept (63%) Metered customers more likely to accept (60%)
<b>Informed acceptability – water (500)</b>	66%	59-73%	67%	Highest income group more likely to accept (£50,000 or more 82%) SEC 1 more likely to accept (74%) Metered customers more likely to accept (73%)
<b>Informed acceptability – sewerage (500)</b>	70%	52-70%	64%	SEC 1 more likely to accept (77%)
<b>Informed acceptability – combined (500)</b>	61%	50-67%	59%	SEC 1 more likely to accept (71%)

	Proportion for United Utilities	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (153)</b>	12%	9-17%	12%	
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	51%	47-71%	53%	SEC 1 more likely to disagree (19% vs total 14%) Metered customers more likely to disagree (19% vs total 14%)
<b>Accept that household bills automatically include inflation (500)</b>	63%	56-67%	63%	SEC 1 more likely to agree (72%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	69%	65-72%	68%	Lowest income group more likely to agree (Less than £10,000 80%) Highest income more likely to disagree (£50,000 or more 23% vs total 10%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	16%	12-17%	14%	Highest income more likely to agree (£50,000 or more 32%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	27%	24-29%	26%	Highest income more likely to agree (£50,000 or more 48%)
<b>Agree that all bills</b>	76%	74-83%	79%	SEC 1 more

	Proportion for United Utilities	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>change by inflation over time (500)</b>				likely to agree (83%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	71%	69-78%	72%	
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	29%	26-33%	29%	Youngest age group more likely to agree (18-29 39%) Highest income more likely to agree (£50,000 or more 45%) Lowest income more likely to disagree (Less than £10,000 59% vs total 47%)
Water meters				
<b>Have a water meter (500)</b>	37%	33-76%	49%	Lowest income group more likely to not have a meter (Less than £10,000 77% vs total 59%) SEC 1 more likely to have a meter (49%) SEC 4/5 more likely to not have a meter (74% vs total 59%)

## Wessex Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Wessex Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	78%	54-82%	74%	Oldest age group more likely to accept (75+ 95%) Highest income group more likely to accept (£50,000 or more 88%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	55%	41-64%	55%	Highest income group more likely to accept (£50,000 or more 68%) Unmetered customers more likely to find it unacceptable (41% vs total 36%)
<b>Informed acceptability – water (500)</b>	71%	59-73%	67%	Metered customers more likely to accept (75%)
<b>Informed acceptability – sewerage (500)</b>	70%	52-70%	64%	Oldest age group more likely to accept (89%) Metered customers more likely to accept (74%)
<b>Informed acceptability – combined (500)</b>	67%	50-67%	59%	Oldest age group more



	Proportion for Wessex Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				likely to accept (75+ 89%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (153)</b>	12%	9-17%	12%	SEC 1 more likely to agree (22%)
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	54%	47-71%	53%	Oldest age group more likely to disagree (75+ 38% vs total 14%) Unmetered customers more likely to agree (62%) Metered customers more likely to disagree (17% vs total 14%)
<b>Accept that household bills automatically include inflation (500)</b>	66%	56-67%	63%	
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	72%	65-72%	68%	Oldest age group more likely to disagree (75+ 27% vs total 11%) Highest income more likely to disagree (£50,000 or more 20% vs total 11%) SEC 1 more likely to disagree

	Proportion for Wessex Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				(15% vs total 11%) Unmetered customers more likely to agree (77%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	15%	12-17%	14%	Oldest age group more likely to agree (75+ 30%) Highest age group more likely to agree (£50,000 or more 27%) SEC 1 more likely to agree (20%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	28%	24-29%	26%	
<b>Agree that all bills change by inflation over time (500)</b>	83%	74-83%	79%	
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	75%	69-78%	72%	
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	30%	26-33%	29%	Youngest age group more likely to agree (40%) Highest income group more likely to agree (£50,000 or more 54%) SEC 1 more likely to agree (38%) Metered customers more likely to agree (34%) Unmetered customers more likely to disagree (54% vs total)

	Proportion for Wessex Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				44%)
Water meters				
<b>Have a water meter (500)</b>	56%	33-76%	49%	Oldest age group more likely to have a meter (75+ 76%)

## Yorkshire Water - Summary

#Average proportion for all WaSCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Yorkshire Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	78%	54-82%	74%	Oldest age group more likely to accept (75+ 91%) Youngest age group more likely to find it unacceptable (18-29 18% vs total 11%) Highest income group more likely to accept (£50,000 or more 92%) SEC 1 more likely to accept (85%) Metered more likely to accept (82%)
<b>Uninformed acceptability (2) – water (0)</b>	-	51-64%	60%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	51-64%	56%	
<b>Uninformed acceptability (2) – combined (500)</b>	55%	41-64%	55%	Highest income group more likely to accept (£50,000 or more 82%) SEC 1 more likely to accept (67%)
<b>Informed acceptability – water (500)</b>	70%	59-73%	67%	Highest income group more likely to accept (£50,000 or more 90%)

	Proportion for Yorkshire Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
				SEC 1 more likely to accept (79%) Metered more likely to accept (75%)
<b>Informed acceptability – sewerage (500)</b>	62%	52-70%	64%	Highest income group more likely to accept (£50,000 or more 88%) SEC 1 more likely to accept (72%)
<b>Informed acceptability – combined (500)</b>	58%	50-67%	59%	Highest income group more likely to accept (£50,000 or more 80%) SEC 1 more likely to accept (67%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (150)</b>	15%	9-17%	12%	
<b>Affordability of water services (0)</b>	-	37-40%	38%	
<b>Affordability of sewerage services (0)</b>	-	37-41%	38%	
Cost of living				
<b>Agree water bills are too high (500)</b>	47%	47-71%	53%	Unmetered more likely to agree (52%) Metered more likely to disagree (21% vs 15%)
<b>Accept that household bills automatically include inflation (500)</b>	65%	56-67%	63%	
<b>Agree that income doesn't keep up with changes in cost of living</b>	68%	65-72%	68%	Oldest age group more likely to

	Proportion for Yorkshire Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>(500)</b>				disagree (75+ 26% vs total 12%) Highest in come group more likely to disagree (£50,000 or more 33% vs total 12%) SEC 1 more likely to disagree (19% vs total 12%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	14%	12-17%	14%	Oldest age group more likely to agree (75+ 26%) Highest in come group more likely to agree (£50,000 or more 25%) Metered customers more likely to agree (19%) Unmetered customers more likely to disagree (74% vs total 68%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	29%	24-29%	26%	SEC 1 is more likely to disagree (57% vs total 48%)
<b>Agree that all bills change by inflation over time (500)</b>	82%	74-83%	79%	
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	72%	69-78%	72%	
<b>Likely that household income is going to keep up with changes in cost</b>	29%	26-33%	29%	Youngest age group more likely to agree

	Proportion for Yorkshire Water	Range for WaSCs	Average proportion for all WaSCs	Comments or points of interest
<b>of living over next 5 years (500)</b>				(18-29 42%) Highest income group more likely to agree (£50,000 or more 45%) SEC 1 more likely to agree (38%)
Water meters				
<b>Have a water meter (500)</b>	48%	33-76%	49%	Oldest age group more likely to have a meter (60-74 68%, 75+ 69%) SEC 4/5 more likely to not have a meter (69% vs 49% total)

## Affinity Central - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Affinity Central	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	80%	67-84%	75%	Metered customers more likely to accept (85%) Unmetered customers more likely to find it unacceptable (14% vs total 11%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (500)</b>	69%	50-80%	65%	Highest income customers more likely to accept (£50,000 or more 81%) Metered customers more likely to accept (74%)
<b>Informed acceptability – water (500)</b>	74%	62-85%	71%	Highest income customers more likely to accept (£50,000 or more 81%) Metered customers more likely to accept (78%) Unmetered customers more likely to find it unacceptable (22% vs total



	Proportion for Affinity Central	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				18%)
<b>Informed acceptability – sewerage (500)</b>	69%	58-75%	66%	SEC 1 more likely to disagree (28% vs total 22%) Metered customers more likely to accept (73%)
<b>Informed acceptability – combined (500)</b>	64%	48-72%	64%	SEC 1 more likely to disagree (34% vs total 27%) Metered customers more likely to accept (69%) Unmetered more likely to find unacceptable 33% vs total 27%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (137)</b>	14%	7-21%	12%	Highest income more likely to agree (£50,000 or more 29%) Unmetered more likely to disagree (62% vs total 51%)
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (500)</b>	56%	36-67%	53%	Oldest age group more likely to disagree (75+ 28% vs total 14%)
<b>Accept that household bills automatically include inflation (500)</b>	64%	60-78%	67%	Lowest income group more likely to disagree (Less

	Proportion for Affinity Central	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				than £10,000 20% vs total 12%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	67%	58-73%	67%	Highest income group more likely to disagree (£50,000 or more 18% vs total 13%) SEC 1 more likely to disagree (19% vs total 13%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	26%	12-29%	19%	Youngest age group more likely to agree (18-29 39%) Highest income group more likely to agree (£50,000 or more 42%) Metered customers more likely to agree (30%) Unmetered customers more likely to disagree (64% vs total 54%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	34%	23-40%	31%	Highest income group more likely to agree (£50,000 or more 47%) Metered customers more likely to agree (42%) Unmetered customers more likely to disagree (53% vs total 42%)
<b>Agree that all bills</b>	80%	75-86%	80%	Metered

	Proportion for Affinity Central	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>change by inflation over time (500)</b>				customers more likely to agree (83%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	67%	67-85%	75%	Metered customers more likely to agree (71%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	37%	20-37%	30%	Youngest age group more likely to agree (18-29 51%) Highest income group more likely to agree (£50,000 or more 61%) Lowest income group more likely to disagree (Less than £10,000 57% vs total 40%) Metered customers more likely to agree (45%) Unmetered customers more likely to disagree (50% vs total 40%)
Water meters				
<b>Have a water meter (500)</b>	57%	26-70%	54%	Highest income customers more likely to have a meter (£50,000 or more 68%)

## Affinity East - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Affinity East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	76%	67-84%	75%	Highest income group most likely to accept (£50,000 or more 93%) SEC 1 more likely to accept (83%) Metered customers more likely to accept (80%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (500)</b>	65%	50-80%	65%	SEC 1 more likely to accept (72%)
<b>Informed acceptability – water (500)</b>	75%	62-85%	71%	Oldest age group more likely to accept (75+ 88%) Lowest income group more likely to find it unacceptable (Less than £10,000 31% vs total 20%) SEC 2 more likely to accept (82%)
<b>Informed acceptability – sewerage (500)</b>	75%	58-75%	66%	Highest income group more likely to accept (£50,000 or more 86%) Lowest income group more likely to find it unacceptable (Less than

	Proportion for Affinity East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				£10,000 33% vs total 19%) SEC 1 more likely to accept (81%)
<b>Informed acceptability – combined (500)</b>	70%	48-72%	64%	Oldest age group more likely to accept (75+ 83%) Lowest income group more likely to find it unacceptable (Less than £10,000 41% vs total 25%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (124)</b>	8%	7-21%	12%	
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (500)</b>	49%	36-67%	53%	Metered customers more likely to disagree (26% vs total 24%)
<b>Accept that household bills automatically include inflation (500)</b>	78%	60-78%	67%	Oldest age groups more likely to agree (60-74 86%, 75+ 90%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	69%	58-73%	67%	SEC 1 more likely to disagree 20% vs total 14%) Unmetered more likely to agree (78%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	26%	12-29%	19%	Metered customers more likely to

	Proportion for Affinity East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				agree (29%) Unmetered customers more likely to disagree (67% vs total 61%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	38%	23-40%	31%	Highest income group more likely to agree (58%)
<b>Agree that all bills change by inflation over time (500)</b>	86%	75-86%	80%	Highest income group more likely to agree (£50,000 or more 95%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	84%	67-85%	75%	Metered customers more likely to disagree (5% vs total 4%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	30%	20-37%	30%	Highest income group more likely to agree (£50,000 or more 67%) SEC 1 more likely to agree (43%) Unmetered customers more likely to disagree (53% vs total 43%)
Water meters				
<b>Have a water meter (500)</b>	68%	26-70%	54%	Oldest age group more likely to have a meter (75+ 88%)

## Affinity South East - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Affinity South East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	74%	67-84%	75%	Highest income group more likely to accept (£50,000 or more 91%) SEC 1 more likely to accept (82%) SEC 4/5 more likely to find it unacceptable (36% vs total 19%)
<b>Uninformed acceptability (2) – water (500)</b>	77%	50-83%	64%	Highest income group more likely to accept (£50,000 or more 90%) SEC 1 more likely to accept (83%) SEC 4/5 more likely to find it unacceptable (31% vs total 17%)
<b>Uninformed acceptability (2) – sewerage (500)</b>	70%	46-75%	57%	Highest income group more likely to accept (£50,000 or more 86%) Lowest income group more likely to find it unacceptable (Less than £10,000 33% vs total 20%)
<b>Uninformed acceptability (2) – combined (0)</b>	-	50-80%	65%	

	Proportion for Affinity South East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>Informed acceptability – water (500)</b>	72%	62-85%	71%	<p>Oldest age group more likely to find it unacceptable (75+ 42% vs total 20%)</p> <p>Highest in come group more likely to accept (£50,000 or more 90%)</p> <p>Lowest income group more likely to find it unacceptable (Less than £10,000 33% vs total 20%)</p> <p>SEC 1 more likely to accept (82%)</p> <p>SEC 4/5 more likely to find it unacceptable (34% vs total 20%)</p>
<b>Informed acceptability – sewerage (500)</b>	68%	58-75%	66%	<p>Oldest age group more likely to find it unacceptable (75+ 45% vs total 25%)</p> <p>Highest in come group more likely to accept (£50,000 or more 87%)</p> <p>Lowest income group more likely to find it unacceptable (Less than £10,000 46% vs total 25%)</p> <p>SEC 1 more likely to accept (77%)</p> <p>SEC 4/5 more</p>



	<b>Proportion for Affinity South East</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
				likely to find it unacceptable (42% vs total 25%)
<b>Informed acceptability – combined (0)</b>	-	48-72%	64%	
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (0)</b>	-	7-21%	12%	
<b>Affordability of water services (500)</b>	47%	36-47%	45%	<p>Oldest age group more likely to disagree (75+ 45% vs total 28%)</p> <p>Highest income group more likely to agree (£50,000 or more 79%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 54% vs total 28%)</p> <p>SEC 1 more likely to agree (56%)</p> <p>SEC 4/5 more likely to disagree (49% vs total 28%)</p> <p>Metered customers more likely to agree (50%)</p>
<b>Affordability of sewerage services (500)</b>	45%	35-58%	42%	<p>Highest income group more likely to agree (£50,000 or more 76%)</p> <p>Lowest</p>

	Proportion for Affinity South East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				income group more likely to disagree (Less than £10,000 56% vs total 28%) SEC 1 more likely to agree (53%) SEC 4/5 more likely to disagree (54% vs total 25%)
Cost of living				
<b>Agree water bills are too high (500)</b>	67%	36-67%	53%	Lowest income group more likely to agree (Less than £10,000 87%) SEC 4/5 more likely to agree (79%) SEC 1 more likely to disagree (12% vs total 9%)
<b>Accept that household bills automatically include inflation (500)</b>	68%	60-78%	67%	Highest income group likely to agree (£50,000 or more 81%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	68%	58-73%	67%	Lowest income group more likely to agree (Less than £10,000 92%) SEC 1 more likely to disagree 19% vs total 12%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	22%	12-29%	19%	Lowest income group more likely to disagree (Less than £10,000 79% vs total 64%) Highest

	Proportion for Affinity South East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				income group more likely to agree (£50,000 or more 50%) Metered customers more likely to agree (24%) Unmetered customers more likely to disagree (72% vs total 64%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	40%	23-40%	31%	Youngest age group more likely to agree (18-29 51%) Lowest income group more likely to disagree (Less than £10,000 62% vs total 40%) Highest income group more likely to agree (£50,000 or more 62%) SEC 1 more likely to disagree (47% vs total 40%)
<b>Agree that all bills change by inflation over time (500)</b>	81%	75-86%	80%	Highest income group more likely to agree (£50,000 or more 94%) SEC 1 more likely to agree (87%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	76%	67-85%	75%	Metered customers more likely to agree (81%)
<b>Likely that household</b>	35%	20-37%	30%	Highest

	Proportion for Affinity South East	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>income is going to keep up with changes in cost of living over next 5 years (500)</b>				<p>income group more likely to agree (£50,000 or more 69%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 87% vs total 45%)</p> <p>SEC 1 more likely to agree (42%)</p> <p>SEC 4/5 more likely to disagree (63% vs total 45%)</p>
Water meters				
<b>Have a water meter (500)</b>	70%	26-70%	54%	

## Affinity Total - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (1500)</b>	77%	67-84%	75%	Highest income group more likely to accept (£50,000 or more 89%) SEC 4/5 more likely to find it unacceptable (25% vs total 15%) Metered customers more likely to accept (79%)
<b>Uninformed acceptability (2) – water (500)</b>	77%	50-83%	64%	Highest income group more likely to accept (£50,000 or more 90%) SEC 1 more likely to accept (83%) SEC 4/5 more likely to find it unacceptable (31% vs total 17%)
<b>Uninformed acceptability (2) – sewerage (500)</b>	70%	46-75%	57%	Highest income group more likely to accept (£50,000 or more 86%) Lowest income group more likely to find it unacceptable (Less than £10,000 33% vs total 20%) SEC 1 more likely to

	<b>Proportion for Affinity Total</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
				accept (76%) SEC 4/5 more likely to find it unacceptable (36% vs total 20%)
<b>Uninformed acceptability (2) – combined (1000)</b>	67%	50-80%	65%	Highest income group more likely to accept (£50,000 or more 78%) SEC 1 more likely to accept (72%)
<b>Informed acceptability – water (1500)</b>	74%	62-85%	71%	Highest income group more likely to accept (£50,000 or more 85%) Lowest income group more likely to find it unacceptable (Less than £10,000 29% vs total 19%) SEC 1 more likely to accept (79%) SEC 4/5 more likely to find it unacceptable (28% vs total 19%)
<b>Informed acceptability – sewerage (1500)</b>	71%	58-75%	66%	Highest income group more likely to accept (£50,000 or more 81%) Lowest income group more likely to find it unacceptable (Less than £10,000 37% vs total 22%) SEC 1 more

	Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				likely to accept (74%) SEC 4/5 more likely to find it unacceptable (31% vs total 22%)
<b>Informed acceptability – combined (1000)</b>	67%	48-72%	64%	Oldest age groups more likely to accept (60-74 74%, 75+ 80%) Lowest income group more likely to find it unacceptable (Less than £10,000 36% vs total 26%) Metered customers more likely to accept (70%) Unmetered customers more likely to find it unacceptable (31% vs total 26%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (261)</b>	11%	7-21%	12%	Highest income group more likely to agree (£50,000 or more 23%) SEC 4/5 more likely to disagree (82% vs total 60%)
<b>Affordability of water services (500)</b>	47%	36-47%	45%	Oldest age group more likely to disagree (75+ 45%) Highest income group more likely to

	Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				<p>agree (£50,000 or more 79%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 54% vs total 28%)</p> <p>SEC 1 more likely to agree (56%)</p> <p>SEC 4/5 more likely to disagree (49% vs total 28%)</p> <p>Metered customers more likely to agree (50%)</p>
<b>Affordability of sewerage services (500)</b>	45%	35-58%	42%	<p>Highest income group more likely to agree (£50,000 or more 76%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 56% vs total 28%)</p> <p>SEC 1 more likely to agree (53%)</p> <p>SEC 4/5 more likely to disagree (54% vs total 28%)</p>
Cost of living				
<b>Agree water bills are too high (1500)</b>	57%	36-67%	53%	<p>Oldest age group more likely to disagree (75+ 27% vs total 16%)</p> <p>Lowest income group</p>



	Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				more likely to agree (Less than £10,000 69%) SEC1 more likely to disagree (18% vs total 16%) Unmetered more likely to disagree (17% vs total 16%)
<b>Accept that household bills automatically include inflation (1500)</b>	70%	60-78%	67%	Metered customers more likely to agree (72%)
<b>Agree that income doesn't keep up with changes in cost of living (1500)</b>	68%	58-73%	67%	Lowest income groups more likely to agree (Less than £10,000 78%, £10,000 to £19,999 78%) Highest income group more likely to disagree (£50,000 or more 18% vs total 13%) SEC 1 more likely to disagree (20% vs total 13%)
<b>Agree that changes in cost of living isn't of particular concern (1500)</b>	24%	12-29%	19%	Highest income group more likely to agree (£50,000 or more 43%) Lowest income group more likely to disagree (Less than £10,000 68% vs total 60%) Metered

	Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				customers more likely to agree (28%) Unmetered customers more likely to disagree (67% vs total 60%)
<b>Agree about not thinking about effect of inflation on bills (1500)</b>	37%	23-40%	31%	Highest income group more likely to agree (£50,000 or more 55%) Lowest income group more likely to disagree (Less than £10,000 55% vs total 43%) SEC 1 more likely to disagree (46% vs total 43%) Metered customers more likely to agree (40%) Unmetered customers more likely to disagree (48% vs total 43%)
<b>Agree that all bills change by inflation over time (1500)</b>	82%	75-86%	80%	Highest income group more likely to agree (£50,000 or more 87%) Metered customers more likely to agree (84%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (1500)</b>	76%	67-85%	75%	SEC 1 more likely to disagree (9% vs total 7%) Metered

	Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				customers more likely to agree (79%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (1500)</b>	34%	20-37%	30%	<p>Youngest age group more likely to agree (18-29 41%)</p> <p>Highest income group more likely to agree (£50,000 or more 65%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 64 vs total 43%)</p> <p>SEC 1 more likely to agree (41%)</p> <p>SEC 4/5 more likely to disagree (53% vs total 37%)</p> <p>Metered more likely to agree (38%)</p> <p>Unmetered more likely to disagree (51% vs total 43%)</p>
Water meters				
<b>Have a water meter (1500)</b>	65%	26-70%	54%	<p>Oldest age group more likely to have a meter (75+ 78%)</p> <p>Highest income group more likely to have a meter (£50,000 or more 72%)</p> <p>Lowest income group more likely to not have a</p>

Proportion for Affinity Total	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
			meter (Less than £10,000 40% vs total 32%) SEC 1 more likely to have a meter (68%) SEC 4/5 more likely to not have a meter (43% vs total 32%)

## Bristol Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	79%	67-84%	75%	SEC 4/5 more likely to find it unacceptable (22% vs total 12%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (500)</b>	80%	50-80%	65%	SEC 4/5 more likely to find it unacceptable (23% vs total 10%)
<b>Informed acceptability – water (500)</b>	85%	62-85%	71%	Highest income group more likely to accept (£50,000 or more 94%)
<b>Informed acceptability – sewerage (500)</b>	72%	58-75%	66%	
<b>Informed acceptability – combined (500)</b>	72%	48-72%	64%	SEC 4/5 more likely to disagree (32% vs total 17%) Unmetered customers more likely to agree (76%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (87)</b>	21%	7-21%	12%	
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>Agree water bills are too high (500)</b>	48%	36-67%	53%	
<b>Accept that household bills automatically include inflation (500)</b>	63%	60-78%	67%	Oldest age group more likely to agree (75+ 78%) SEC 1 more likely to agree (70%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	63%	58-73%	67%	Highest income group more likely to disagree (£50,000 or more 26% vs total 15%) Unmetered customers more likely to agree (70%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	21%	12-29%	19%	Youngest age group more likely to agree (18-29 31%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	28%	23-40%	31%	Youngest age group more likely to agree (18-29 37%)
<b>Agree that all bills change by inflation over time (500)</b>	77%	75-86%	80%	Oldest age group more likely to agree (75+ 92%) Highest income group more likely to agree (£50,000 or more 87%) Metered customers more likely to agree (80%) Unmetered customers more likely to disagree (5% vs total 3%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years</b>	73%	67-85%	75%	

	Proportion for Bristol Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>(500)</b>				
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	34%	20-37%	30%	Youngest age group more likely to agree (18-29 48%) Oldest age group more likely to disagree (75+ 55% vs total 41%) Highest income group more likely to agree (£50,000 or more 57%) SEC 1 more likely to agree (43%) Unmetered customers more likely to disagree (47% vs total 41%)
Water meters				
<b>Have a water meter (500)</b>	53%	26-70%	54%	

## Cambridge Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	75%	67-84%	75%	Highest income group more likely to accept (£50,000 or more 84%) SEC 1 more likely to accept (86%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (500)</b>	67%	50-80%	65%	Oldest age group more likely to accept (75+ 84%) Unmetered customers more likely to accept (76%) Metered customers more likely to find it unacceptable (27% vs total 23%)
<b>Informed acceptability – water (500)</b>	75%	62-85%	71%	SEC 1 more likely to accept (79%)
<b>Informed acceptability – sewerage (500)</b>	71%	58-75%	66%	Unmetered customers more likely to accept (77%)
<b>Informed acceptability – combined (500)</b>	70%	48-72%	64%	SEC 1 more likely to accept (75%)



	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (102)</b>	12%	7-21%	12%	SEC 1 more likely to agree (23%)
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (500)</b>	36%	36-67%	53%	
<b>Accept that household bills automatically include inflation (500)</b>	74%	60-78%	67%	Highest income group more likely to agree (£50,000 or more 84%) Lowest income group more likely to agree (Less than £10,000 86%) Unmetered customers more likely to agree (81%) Metered customers more likely to disagree (13% vs total 11%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	58%	58-73%	67%	Highest income group more likely to disagree (£50,000 or more 50% vs total 20%) SEC 1 more likely to disagree (34% vs total 20%)
<b>Agree that changes in cost of living isn't of</b>	29%	12-29%	19%	Oldest age group more

	Proportion for Cambridge Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>particular concern (500)</b>				likely to agree (75+ 47%) Highest income group more likely to agree (£50,000 or more 45%) Lowest income group more likely to agree (Less than £10,000 41%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	40%	23-40%	31%	
<b>Agree that all bills change by inflation over time (500)</b>	86%	75-86%	80%	Unmetered customers more likely to agree (93%) Metered customers more likely to disagree (4% vs total 3%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	85%	67-85%	75%	Highest income group more likely to disagree (£50,000 or more 15% vs total 5%) SEC 1 more likely to disagree (9% vs total 5%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	31%	20-37%	30%	Highest income group more likely to agree (£50,000 or more 66%) SEC 1 more likely to agree (45%)
Water meters				
<b>Have a water meter (500)</b>	66%	26-70%	54%	



## South Staffordshire Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	69%	67-84%	75%	Highest income group more likely to accept (£50,000 or more 86%) SEC 1 more likely to accept (80%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (500)</b>	55%	50-80%	65%	SEC 1 more likely to accept (65%) Metered customers more likely to accept (62%) Unmetered customers more likely to find it unacceptable (41% vs total 37%)
<b>Informed acceptability – water (500)</b>	62%	62-85%	71%	Highest income group more likely to accept (£50,000 or more 81%) SEC 1 more likely to accept (72%) SEC 4/5 more likely to find it unacceptable (42% vs total 31%) Metered more

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				likely to accept total (69%) Unmetered more likely to find it unacceptable (36% vs total 41%)
<b>Informed acceptability – sewerage (500)</b>	59%	58-75%	66%	Highest income group more likely to accept (£50,000 or more 76%) SEC 1 more likely to accept (66%) SEC 4/5 more likely to find it unacceptable (47% vs total 34) Unmetered more likely to find it unacceptable (38% vs total 34%)
<b>Informed acceptability – combined (500)</b>	55%	48-72%	64%	SEC 1 more likely to accept (67%) SEC 4/5 more likely to find it unacceptable (47% vs total 36%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (180)</b>	8%	7-21%	12%	SEC 1 more likely to accept (18%) SEC 4/5 more likely to disagree (85% vs total 68%) Metered customers more likely to agree (15% vs total 8%)

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (500)</b>	56%	36-67%	53%	Lowest income group more likely to agree (Less than £10,000 69%) SEC 1 more likely to disagree (21% vs total 14%) Unmetered customers more likely to agree (61%) Metered customers more likely to disagree (21% vs total 14%)
<b>Accept that household bills automatically include inflation (500)</b>	63%	60-78%	67%	SEC 1 more likely to agree (21% 70) SEC 4/5 more likely to disagree (27% vs total 14%)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	73%	58-73%	67%	Highest income group more likely to disagree (£50,000 or more 27% vs total 10%) SEC 1 more likely to disagree (15% vs total 10%) Unmetered customers more likely to agree (76%)

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	12%	12-29%	19%	Highest income group more likely to agree (£50,000 or more 24%) SEC 1 more likely to agree (19%) Metered customers more likely to agree (17%) Unmetered customers more likely to disagree (79 vs total 73%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	30%	23-40%	31%	Lowest income group more likely to disagree (65% vs total 51%) Unmetered customers more likely to disagree (55% vs total 51%)
<b>Agree that all bills change by inflation over time (500)</b>	76%	75-86%	80%	SEC 4/5 more likely to disagree (21% vs total 9%) Unmetered customers more likely to disagree (12% vs 9%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	75%	67-85%	75%	
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	20%	20-37%	30%	Youngest age group more likely to agree (18-29 33%) Highest income group

	Proportion for South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				<p>more likely to agree (£50,000 or more 46%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 or more 79% vs 57%)</p> <p>SEC 1 more likely to agree (32%)</p> <p>Metered more likely to agree (28%)</p> <p>Unmetered more likely to disagree (62% vs total 57%)</p>
Water meters				
<b>Have a water meter (500)</b>	34%	26-70%	54%	<p>Oldest age groups more likely to have a meter (60-74 47%, 75+ 53%)</p> <p>SEC 1 more likely to have a meter (45%)</p> <p>SEC 4/5 more likely to not have a meter (77% vs total 64%)</p>



## Cambridge & South Staffordshire Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Cambridge & South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (1000)</b>	72%	67-84%	75%	Highest income group more likely to accept (£50,000 or more 85%) Lowest income group more likely to find it unacceptable (24% vs total 16%) SEC 1 more likely to accept (83%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (1000)</b>	61%	50-80%	65%	Highest income group more likely to accept (£50,000 or more 70%) SEC 1 more likely to accept (67%)
<b>Informed acceptability – water (1000)</b>	68%	62-85%	71%	Highest income group more likely to accept (£50,000 or more 81%) Lowest income group more likely to find it unacceptable

	Proportion for Cambridge & South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				(33% vs total 24%) SEC 1 more likely to accept (76%) SEC 4/5 more likely to find it unacceptable (32% vs total 24%) Metered more likely to accept (72%) Unmetered more likely to find it unacceptable (29% vs total 24%)
<b>Informed acceptability – sewerage (1000)</b>	65%	58-75%	66%	Highest income group more likely to accept (£50,000 or more 77%) SEC 1 more likely to accept (71%) SEC 4/5 more likely to find it unacceptable (34% vs total 27%) Unmetered more likely to find it unacceptable (31% vs total 27%)
<b>Informed acceptability – combined (1000)</b>	63%	48-72%	64%	Highest income group more likely to accept (£50,000 or more 74%) SEC1 more likely to accept (72%) SEC 4/5 more

	Proportion for Cambridge & South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				likely to find it unacceptable (36% vs total 28%) Metered more likely to accept (67%) Unmetered more likely to find it unacceptable (34% vs total 24%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (282)</b>	9%	7-21%	12%	Lowest income group more likely to agree (Less than £10,000 86%) SEC 1 more likely to agree 20% SEC 4/5 more likely to disagree (82% vs total 68%)
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (1000)</b>	46%	36-67%	53%	Highest income group more likely to disagree (£50,000 or more 30% vs total 20%) SEC 1 more likely to disagree (24% vs total 20%) Unmetered more likely to agree (52%)

	Proportion for Cambridge & South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				Metered more likely to disagree (25% vs total 20%)
<b>Accept that household bills automatically include inflation (1000)</b>	68%	60-78%	67%	Highest income group more likely to agree (£50,000 or more 80%) SEC 1 more likely to agree (73%) SEC 4/5 more likely to disagree (22% vs total 13%)
<b>Agree that income doesn't keep up with changes in cost of living (1000)</b>	65%	58-73%	67%	Highest income more likely to disagree (£50,000 or more 42% vs total 15%) SEC 1 more likely to disagree (26% vs total 15%) Unmetered more likely to agree (69%) Metered more likely to disagree (18% vs total 15%)
<b>Agree that changes in cost of living isn't of particular concern (1000)</b>	20%	12-29%	19%	Oldest agree group more likely to agree (75+ 31%) Youngest age group more likely to agree (18-29 28%) Highest income group

	Proportion for Cambridge & South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				more like likely to agree (£50,000 or more 38%) SEC 1 more likely to agree (26%) Metered more likely to agree (25%) Unmetered more likely to disagree (72% vs total 64%)
<b>Agree about not thinking about effect of inflation on bills (1000)</b>	35%	23-40%	31%	Lowest income group more likely to disagree (Less than £10,000 55% vs total 47%) Unmetered more likely to disagree (51% vs total 47%)
<b>Agree that all bills change by inflation over time (1000)</b>	81%	75-86%	80%	SEC 1 more likely to agree (84%) SEC 4/5 more likely to disagree (13% vs total 6%) Unmetered more likely to disagree (8% vs total 6%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (1000)</b>	80%	67-85%	75%	Highest income group more likely to disagree (£50,000 or more 13% vs total 6%) SEC 1 more likely to disagree (9%)

	Proportion for Cambridge & South Staffordshire Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				vs total 6%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (1000)</b>	26%	20-37%	30%	<p>Highest income group more likely to agree (£50,000 or more 59%)</p> <p>Lowest income group more likely to disagree (Less than £10,000 68% vs total 51%)</p> <p>SEC 1 more likely to agree (39%)</p> <p>Metered more likely to agree (31%)</p> <p>Unmetered more likely to disagree (56% vs total 51%)</p>
Water meters				
<b>Have a water meter (1000)</b>	50%	26-70%	54%	<p>Oldest age group more likely to have a meter (75+ 65%)</p> <p>Highest income group more likely to have a meter (£50,000 or more 61%)</p> <p>SEC 1 more likely to have a meter (57%)</p> <p>SEC 4/5 more likely to not have a meter (59% vs total 47%)</p>



## Dee Valley Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (490)</b>	76%	67-84%	75%	SEC 1 more likely to accept (82%)
<b>Uninformed acceptability (2) – water (0)</b>	-	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (0)</b>	-	46-75%	57%	
<b>Uninformed acceptability (2) – combined (490)</b>	68%	50-80%	65%	Youngest age group more likely to find it unacceptable (18-29 35% vs total 26%) Lowest income group more likely to find it unacceptable (Less than £10,000 46% vs total 26%) SEC 1 more likely to accept (74%) SEC 4/5 more likely to find it unacceptable (39% vs total 26%)
<b>Informed acceptability – water (490)</b>	73%	62-85%	71%	Lowest income group more likely to find it unacceptable (Less than £10,000 41% vs total 21%)
<b>Informed acceptability – sewerage (490)</b>	67%	58-75%	66%	Lowest income group more likely to find it unacceptable (Less than



	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				£10,000 43% vs total 26%) SEC 1 more likely to accept (72%) SEC 4/5 more likely to find it unacceptable (38% vs total 26%)
<b>Informed acceptability – combined (490)</b>	69%	48-72%	64%	Lowest income group more likely to find it unacceptable (Less than £10,000 41% vs total 26%) SEC 4/5 more likely to find it unacceptable (41% vs total 26%)
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (127)</b>	7%	7-21%	12%	
<b>Affordability of water services (0)</b>	-	36-47%	45%	
<b>Affordability of sewerage services (0)</b>	-	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (490)</b>	50%	36-67%	53%	Youngest age group more likely to agree (59%) Lowest income group more likely to agree (Less than £10,000 70%) Metered customers more likely to disagree (25% vs total 22%)

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>Accept that household bills automatically include inflation (490)</b>	76%	60-78%	67%	
<b>Agree that income doesn't keep up with changes in cost of living (490)</b>	68%	58-73%	67%	Lowest income group more likely to agree (Less than £10,000 86%) SEC 1 more likely to disagree (26% vs total 20%)
<b>Agree that changes in cost of living isn't of particular concern (490)</b>	18%	12-29%	19%	SEC 1 more likely to agree (25%) SEC 4/5 more likely to disagree (84% vs total 70%) Metered customers more likely to agree (23%) Unmetered customers more likely to disagree 76% vs total 70%)
<b>Agree about not thinking about effect of inflation on bills (490)</b>	28%	23-40%	31%	
<b>Agree that all bills change by inflation over time (490)</b>	84%	75-86%	80%	
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (490)</b>	81%	67-85%	75%	SEC 1 more likely to disagree (11% vs total 8%) Unmetered customers more likely to agree (85%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (490)</b>	32%	20-37%	30%	Lowest income group more likely to disagree (Less than £10,000

	Proportion for Dee Valley Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				68% vs total 47%) SEC 1 more likely to agree (40%) SEC 4/5 more likely to disagree (66% vs total)
Water meters				
<b>Have a water meter (490)</b>	54%	26-70%	54%	Lowest income group more likely to have a meter (Less than £10,000 or more 68%) SEC 1 more likely to have a meter (64%)

## Essex and Suffolk Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Essex & Suffolk Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	67%	67-84%	75%	Highest income group more likely to accept (81%) SEC 1 more likely to accept (73%) Metered customers more likely to accept (72%) Unmetered more likely to find it unacceptable (28% vs total 22%)
<b>Uninformed acceptability (2) – water (371)</b>	50%	50-83%	64%	Highest income group more likely to accept (£50,000 or more 65%) Lowest income group more likely to find it unacceptable (Less than £10,000 54% vs total 40%) SEC 1 more likely to accept (59%)
<b>Uninformed acceptability (2) – sewerage (371)</b>	46%	46-75%	57%	Highest income group more likely to accept (£50,000 or more 65%) SEC 1 more likely to accept (60%)
<b>Uninformed acceptability (2) –</b>	50%	50-80%	65%	

	Proportion for Essex & Suffolk Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>combined (129)</b>				
<b>Informed acceptability – water (500)</b>	62%	62-85%	71%	Highest income group more likely to accept (£50,000 or more 74%) SEC 1 more likely to accept (69%)
<b>Informed acceptability – sewerage (500)</b>	65%	58-75%	66%	Youngest age group more likely to accept (18-29 75%) Oldest age group more likely to find it unacceptable (75+ 44% vs total 29%)
<b>Informed acceptability – combined (129)</b>	48%	48-72%	64%	
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (54)</b>	11%	7-21%	12%	
<b>Affordability of water services (371)</b>	36%	36-47%	45%	Youngest age group more likely to disagree (18-29 45% vs total 34%) SEC 1 more likely to agree (42%) SEC 4/5 more likely to disagree (50% vs total 34%) Unmetered customers more likely to disagree (40% vs total 34%)
<b>Affordability of</b>	35%	35-58%	42%	Highest

	Proportion for Essex & Suffolk Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>sewerage services (371)</b>				<p>income group more likely to agree (£50,000 or more 49%) Lowest income group more likely to disagree (Less than £10,000 47% vs total 36%) SEC 1 more likely to agree (40%) SEC 4/5 more likely to disagree 53% vs total 36%)</p>
Cost of living				
<b>Agree water bills are too high (500)</b>	55%	36-67%	53%	<p>Lowest income group more likely to agree (Less than £10,000 67%) SEC 1 more likely to disagree (18% vs total 13%)</p>
<b>Accept that household bills automatically include inflation (500)</b>	66%	60-78%	67%	
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	71%	58-73%	67%	<p>Oldest age group more likely to disagree (23% vs total 12%) Lowest income group more likely to agree (Less than £10,000 82%) Highest income group more likely to disagree</p>

	<b>Proportion for Essex &amp; Suffolk Water</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
				(£50,000 or more 26% vs total 12%) SEC 1 more likely to disagree (18% vs total 12%)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	16%	12-29%	19%	Lowest income group more likely to disagree (Less than £10,000 81% vs total 66%) Unmetered customers more likely to disagree (73% vs total 66%)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	26%	23-40%	31%	Youngest age group more likely to agree (18-29 40%) Unmetered more likely to disagree (57% vs total 49)
<b>Agree that all bills change by inflation over time (500)</b>	81%	75-86%	80%	
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	75%	67-85%	75%	Oldest age group more likely to agree (95%) Highest income group more likely to disagree (£50,000 or more 18 vs total 6%)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	27%	20-37%	30%	Youngest age group more likely to agree (18-29 43%) Lowest income group more likely to

	Proportion for Essex & Suffolk Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				disagree (Less than £10,000 66% vs total 51%) Highest income group more likely to agree (38%) SEC 1 more likely to agree (33%)
Water meters				
<b>Have a water meter (500)</b>	55%	26-70%	54%	Oldest age groups more likely to have a meter (60-74 64%, 75+ 77%)



## Portsmouth Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	78%	67-84%	75%	Those having income above £30,000 are more likely to agree (£30,000-49,999 86% and £50,000+ 92% vs 78%)
<b>Uninformed acceptability (2) – water (500)</b>	62%	50-83%	64%	Those having income above £30,000 are more likely to agree (£30,000-49,999 74% and £50,000+ 75% vs 62%). Metered customers are less likely to agree (39% unacceptable vs 32% total)
<b>Uninformed acceptability (2) – sewerage (500)</b>	56%	46-75%	57%	People with higher incomes are more likely to agree (£30,000-49,999 68% and £50,000+ 69% vs 56%).
<b>Uninformed acceptability (2) – combined (0)</b>	-	50-80%	65%	
<b>Informed acceptability – water (500)</b>	74%	62-85%	71%	Higher income bands are more likely to accept the proposal (£30,000-49,999 86% and £50,000+

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				88% vs 74%).
<b>Informed acceptability – sewerage (500)</b>	64%	58-75%	66%	SEC4/5 are less likely to accept the proposal (46% vs 31% total), whilst those having income £30,000+ tend to be more positive (accept: £30,000-49,999 80% and £50,000+ 79% vs 64% total).
<b>Informed acceptability – combined (0)</b>	-	48-72%	64%	
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (0)</b>	-	7-21%	12%	
<b>Affordability of water services (500)</b>	44%	36-47%	45%	SEC1 (49%) and those having income above £20,000 are more likely to find the proposals affordable (£20,000-29,999 54%, £30,000-49,999 58% and £50,000+ 67% vs 44% total)
<b>Affordability of sewerage services (500)</b>	40%	35-58%	42%	SEC1 and higher income bands are more likely to find the sewerage proposal

	Proportion for Portsmouth Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				affordable (SEC1 48%, £30,000-49,999 60% and £50,000+ 65% vs 40% total)
Cost of living				
<b>Agree water bills are too high (500)</b>	50%	36-67%	53%	SEC4/5 and those having less than £10,000 household income are more likely to agree (69% and 69% vs 50% total)
<b>Accept that household bills automatically include inflation (500)</b>	72%	60-78%	67%	SEC1 are more likely to disagree (12% vs 9% total)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	66%	58-73%	67%	Those within the lowest income band are more likely to agree (87% vs 66% total)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	12%	12-29%	19%	Highest income band respondents are more likely to agree (25% vs 12% total)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	31%	23-40%	31%	The youngest (18-29) are likely to agree (42% vs 31% total)
<b>Agree that all bills change by inflation over time (500)</b>	85%	75-86%	80%	
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	78%	67-85%	75%	

	<b>Proportion for Portsmouth Water</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	28%	20-37%	30%	SEC1 and those having income £50,000+ are more likely to agree (33% and 58% vs 28% total)
Water meters				
<b>Have a water meter (500)</b>	26%	26-70%	54%	

## Sembcorp Bournemouth Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	84%	67-84%	75%	
<b>Uninformed acceptability (2) – water (500)</b>	83%	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (500)</b>	75%	46-75%	57%	
<b>Uninformed acceptability (2) – combined (0)</b>	-	50-80%	65%	
<b>Informed acceptability – water (500)</b>	85%	62-85%	71%	Those aged 75+ are least likely to accept (22% unacceptable vs 12% total). Highest income band are more likely to accept it (97%)
<b>Informed acceptability – sewerage (500)</b>	75%	58-75%	66%	
<b>Informed acceptability – combined (0)</b>	-	48-72%	64%	
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (0)</b>	-	7-21%	12%	
<b>Affordability of water services (500)</b>	67%	36-47%	45%	Respondents aged 75+ are more likely to disagree (22% vs 12% total). Those having income £50,000+ are more likely to

	Proportion for Sembcorp Bournemouth Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				agree
<b>Affordability of sewerage services (500)</b>	58%	35-58%	42%	
Cost of living				
<b>Agree water bills are too high (500)</b>	41%	36-67%	53%	
<b>Accept that household bills automatically include inflation (500)</b>	77%	60-78%	67%	SEC are more likely to disagree (12% vs 8% total)
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	61%	58-73%	67%	Highest income group are more likely to disagree (38% vs 18% total)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	13%	12-29%	19%	
<b>Agree about not thinking about effect of inflation on bills (500)</b>	30%	23-40%	31%	Metered customers are more likely to agree (34% vs 30% total)
<b>Agree that all bills change by inflation over time (500)</b>	83%	75-86%	80%	All with income £50,000 agree (100%). SEC1 are more likely to agree (88% vs 83% total)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	77%	67-85%	75%	Metered customers are more likely to disagree (13% vs 10% total)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	32%	20-37%	30%	The youngest are more likely to agree (42% vs 32% total) along with those within SEC1 (42%) and household income

	<b>Proportion for Sombcorp Bournemouth Water</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
				£50,000+ (56%)
Water meters				
<b>Have a water meter (500)</b>	56%	26-70%	54%	

## South East Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (500)</b>	71%	67-84%	75%	Highest income group and SEC1 more likely to find it acceptable (84% and 78% vs 71% total)
<b>Uninformed acceptability (2) – water (404)</b>	53%	50-83%	64%	The oldest are more likely to find the water proposal unacceptable (75+ 56% vs total unacceptable for this water region 36%)
<b>Uninformed acceptability (2) – sewerage (404)</b>	47%	46-75%	57%	Highest income group and SEC1 are more likely to find it acceptable (69% and 55% vs 47% total)
<b>Uninformed acceptability (2) – combined (96)</b>	70%	50-80%	65%	
<b>Informed acceptability – water (500)</b>	63%	62-85%	71%	SEC4/5 are more likely to find it unacceptable (42% vs 31% total)
<b>Informed acceptability – sewerage (500)</b>	58%	58-75%	66%	Respondents aged 75+ are least likely to accept the sewerage proposal (51% unacceptability)



	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
				y vs 35% total), whilst those with the highest income are most positive (£50,000 or more 73% accept)
<b>Informed acceptability – combined (96)</b>	63%	48-72%	64%	
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (25**)</b>	16%	7-21%	12%	
<b>Affordability of water services (404)</b>	36%	36-47%	45%	SEC1 and people with income above £30,000 are more likely to find the water services affordable (46% and 46%-56% vs 35%)
<b>Affordability of sewerage services (404)</b>	35%	35-58%	42%	SEC1 and people with income above £30,000 are more likely to find the sewerage services affordable (43% and 46%-53% vs 34%)
Cost of living				
<b>Agree water bills are too high (500)</b>	57%	36-67%	53%	Highest income subgroup most likely to disagree (26% vs 15% total)
<b>Accept that household bills automatically</b>	60%	60-78%	67%	

	Proportion for South East Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>include inflation (500)</b>				
<b>Agree that income doesn't keep up with changes in cost of living (500)</b>	65%	58-73%	67%	SEC4/5 and unmetered customers are more likely to agree (77% and 72% vs 65% total)
<b>Agree that changes in cost of living isn't of particular concern (500)</b>	15%	12-29%	19%	The youngest are least concerned (18-29 28% agree vs 15% total) SEC1 and those having income above £50,000 are more likely to agree (20% and 26% vs 15% total)
<b>Agree about not thinking about effect of inflation on bills (500)</b>	25%	23-40%	31%	Youngest are most likely to agree
<b>Agree that all bills change by inflation over time (500)</b>	75%	75-86%	80%	Highest income group is more likely to agree (85% vs 75%)
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	71%	67-85%	75%	People aged 60-74 and 75+ are more likely to agree (82% and 84% vs 71% total)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (500)</b>	27%	20-37%	30%	The youngest are most positive with 42% of them agree (vs 27% total). SEC1 and those with household income above £50,000 are also more likely to agree (40% and

	<b>Proportion for South East Water</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
				53%). Metered customers are also more likely to give a positive answer (31%)
Water meters				
<b>Have a water meter (500)</b>	68%	26-70%	54%	

## Sutton & East Surrey Water - Summary

#Average proportion for all WoCs is based on weighted data. All other data is unweighted

Base: All respondents answering question (n)

	Proportion for Sutton & East Surrey Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
Core indicators				
<b>Uninformed acceptability (1) (477)</b>	71%	67-84%	75%	Those in SEC 1 are more likely to feel the proposal is acceptable
<b>Uninformed acceptability (2) – water (130)</b>	67%	50-83%	64%	
<b>Uninformed acceptability (2) – sewerage (130)</b>	60%	46-75%	57%	
<b>Uninformed acceptability (2) – combined (347)</b>	60%	50-80%	65%	Those earning £50,000 or more are more likely to find the proposal acceptable
<b>Informed acceptability – water (477)</b>	72%	62-85%	71%	45-59 year olds are more likely to find the proposal acceptable
<b>Informed acceptability – sewerage (477)</b>	63%	58-75%	66%	Those earning between £30000 to £49999 are more likely to find the proposals unacceptable
<b>Informed acceptability – combined (347)</b>	59%	48-72%	64%	45-59 year olds are more likely to find the proposals acceptable
Affordability				
<b>Affordability of water &amp; sewerage services – those who receive a combined bill and find the proposal unacceptable (108)</b>	16%	7-21%	12%	
<b>Affordability of water</b>	46%	36-47%	45%	Those within

	<b>Proportion for Sutton &amp; East Surrey Water</b>	<b>Range for WoCs</b>	<b>Average proportion for all WoCs</b>	<b>Comments or points of interest</b>
<b>services (130)</b>				the highest income band (£50,000+) are more likely to agree that the water proposal is affordable (57%). The same is evident for the metered customers (45%)
<b>Affordability of sewerage services (130)</b>	43%	35-58%	42%	Those earning more than £50,000 are more likely to find the sewerage proposal acceptable (51%)
Cost of living				
<b>Agree water bills are too high (477)</b>	50%	36-67%	53%	
<b>Accept that household bills automatically include inflation (477)</b>	61%	60-78%	67%	
<b>Agree that income doesn't keep up with changes in cost of living (477)</b>	72%	58-73%	67%	SEC4/4 are more likely to agree (91%)
<b>Agree that changes in cost of living isn't of particular concern (477)</b>	16%	12-29%	19%	Those earning more than £50,000 and metered customers are more likely to agree (25% and 20%)
<b>Agree about not thinking about effect of inflation on bills (477)</b>	23%	23-40%	31%	Highest income group more likely to agree (£50,000 or more 35% vs total 23%)
<b>Agree that all bills</b>	84%	75-86%	80%	

	Proportion for Sutton & East Surrey Water	Range for WoCs	Average proportion for all WoCs	Comments or points of interest
<b>change by inflation over time (477)</b>				
<b>Agree it's difficult to predict what level of inflation is going to reach in next few years (500)</b>	70%	67-85%	75%	SEC4/5 are more likely to agree (85% vs 70% total)
<b>Likely that household income is going to keep up with changes in cost of living over next 5 years (477)</b>	29%	20-37%	30%	The youngest are more likely to agree (18-29, 50%) as well as those earning more than £50,000 (46%) and metered customers (35%)
Water meters				
<b>Have a water meter (477)</b>	39%	26-70%	54%	SEC1 and those having household income above £50,000 are more likely to be charged by a water meter (44% and 49% vs 39% total)



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