CYNGOR DEFNYDDWYR Dŵr CONSUMER COUNCIL FOR Water

Consumer Council for Water
Small and medium-sized businesses' awareness of the water retail market

Wave 3 August 2018

Populus *on behalf of CCWater*

Key Question

Do small to medium enterprises (SMEs) know they can switch or negotiate with their water and wastewater retail service provider? And if so, what action do they take?

Awareness of the change to the water market in April 2017 has not increased since last year (the first wave of this study in July 2017). There continues to be an opportunity to raise awareness and educate SMEs on the change.

Evidence from the 3 online surveys conducted with 1,502 SMEs in July 2017, January 2018 and August 2018.**

4 in 10 (41%) SMEs think it is possible to switch their water & wastewater retail service provider.

Around 1 in 3 (32%) think it is possible to negotiate for a better deal or service.

Once respondents had been told about the change to the water market, and that switching and negotiating has been possible since April 2017, just a quarter (25%) of SMEs say they were specifically aware of this before taking this survey.

More than 4 in 10 (44%) of those SMEs which were already aware of the change to the market have looked for information (44%); 28% say they have negotiated and 27% have switched.

Likelihood of switching providers, negotiating or finding out more increases with business size. 32% of eligible* SMEs intend to switch; this includes around half of the medium sized businesses surveyed (51%), 4 in 10 small businesses (39%) and around a third (31%) of micro businesses. Just 17% of eligible sole traders intend to switch.

*Our July 2017, January 2018 and August 2018 sample include SMEs which operate from home/managed premises which may impact on data shown throughout this report. Our surveys in January 2018 and August 2018 identified those SMEs which operate from home / managed premises (a sample size of 191 - 13% of the total sample).
Where the sample is referred to as eligible, it excludes SMEs which operate mainly from home or a managed business premise
**1,502 refers to the aggregate sample size of the 3 waves conducted.

Since July 2017, over three surveys, awareness is unchanged, suggesting that the challenge to increase awareness of the water market amongst SMEs is not being met

In line with the long term pattern, SME awareness and participation is unchanged since January 2018

- In August 2018, 41% of SMEs think it is possible to switch their water retail service provider (43% in July 2017; 38% in January 2018) and 32% think it possible to negotiate (32% in July 2017; 30% in January 2018).
- When informed that it has been possible to switch and negotiate since April 2017, a quarter of SMEs (25%) say they were specifically aware of this (26% in July 2017; 25% in January 2018).
- 44% of SMEs that were aware of the market have looked for information (44% in July 2017; 47% in January 2018); 28% say they have negotiated (35% in July 2017; 31% in January 2018) and 27% have switched (24% in July 2017; 24% in January 2018).
- Around a third of eligible[1] SMEs intend to switch and/or negotiate in the next six months (36% and 53% respectively; 36% and 52% respectively in January 2018; 30%* and 31%*in July 2017).

Awareness , current participation and intended engagement with the market all increase with business size Combined data from the July 2017, January 2018 and August 2018 surveys (sample size 1004) shows that:

- Medium (46%) and small (48%) businesses are significantly more likely to think it is possible that they can switch than micro and sole traders (36% and 38% respectively); a similar trend is seen for awareness of the possibility to negotiate. SMEs located in the East of England have a higher awareness of the ability to switch water providers (49%).
- Out of the SMEs which were already aware of the market before taking this survey, medium and small businesses are significantly more likely to have taken action to switch their supplier than micro and sole traders (43% and 30% compared to 18% and 13% respectively). A similar trend is shown for negotiating and looking for information to find out about the market.
- Half (51%) of medium sized businesses say they are likely to switch in the next six months, significantly higher than micro (31%) and sole traders (17%). 39% of small businesses think they are likely to switch, significantly higher than sole traders.
- SMEs located in London are most likely to take action having learnt of the change to the water market – 4 in 10 (43%) say they would switch their provider, more than half (56%) would negotiate a better deal and 6 in 10 (62%) would try to find out more.

[1]Where the sample is referred to as eligible, it excludes SMEs which operate mainly from home or a managed business premise

*Our July 2017, January 2018 and August 2018 sample include SMEs which operate from home/managed premises which may impact on data shown throughout this report. Our surveys in January 2018 and August 2018 identified those SMEs which operate from home / managed premises (a sample size of 191 - 13% of the total sample)

Key

The following logos found throughout this report reference three main themes of behaviour among SMEs:

Switching your organisation's water provider

Contacting your provider to negotiate a better deal

Finding out more about your organisation's choices

Time periods for waves 1, 2 and 3 of this study (as referred to throughout this report) are:

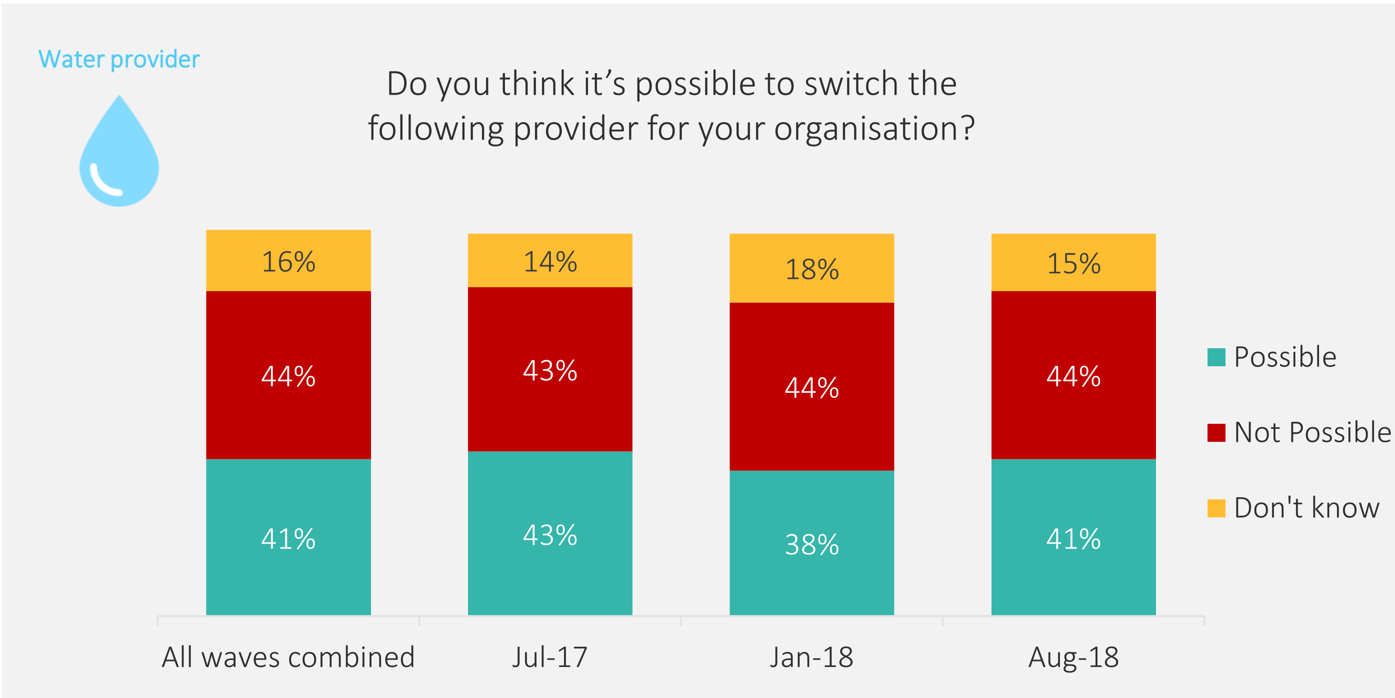
Wave 1: July 2017
Wave 2: January 2018
Wave 3: August 2018

Unprompted Awareness –

Do SMEs think they can switch their water provider?

In August 2018, 2 in 5 (41%) SMEs think it is possible to switch their water provider; this is in line with previous waves (July 2017 and August 2018) and is not statistically significant

Change across each wave



In August 2018, awareness remains the same (41%) when SMEs which are not eligible to switch are removed from the sample .

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q2. Do you think it's possible or not possible to switch the following service providers for your organisation? Wave 1, All respondents n=502, wave 2 All respondents n=502; wave 3; All respondents n=516; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

Sole traders and micro businesses are less likely than all SMEs to think it's possible to switch water providers, whilst small and medium companies are more likely to think this

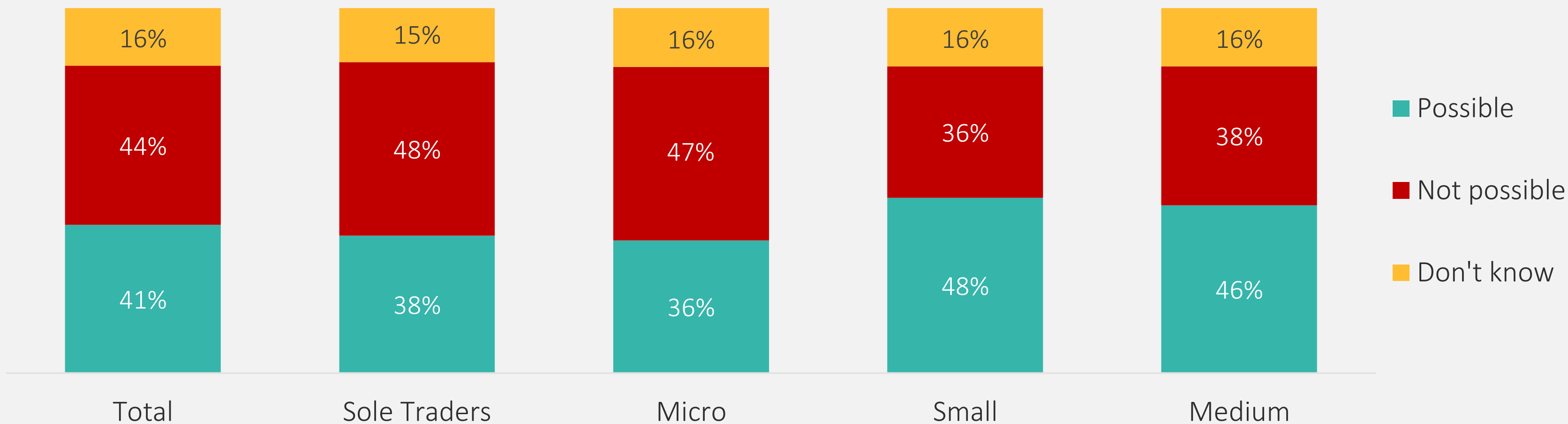
Breakdown by business size (combined waves 1, 2 and 3)

Water provider

Do you think it's possible to switch the following providers for your organisation?

Sole traders and micro businesses are significantly more likely than small & medium businesses to think it's not possible to switch water providers

Small and medium businesses are significantly more likely than sole traders & micro businesses to think it's possible to switch water providers



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Q2. Do you think it's possible or not possible to switch the following service providers for your organisation? Waves 1, 2 and 3 All respondents n=1,520; Sole traders n=600, Micro businesses n=382, Small businesses n=236, Medium businesses n=302; all waves combined n=1,520; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

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Unprompted Awareness –

Do SMEs think they can negotiate a better deal with their existing water supplier?

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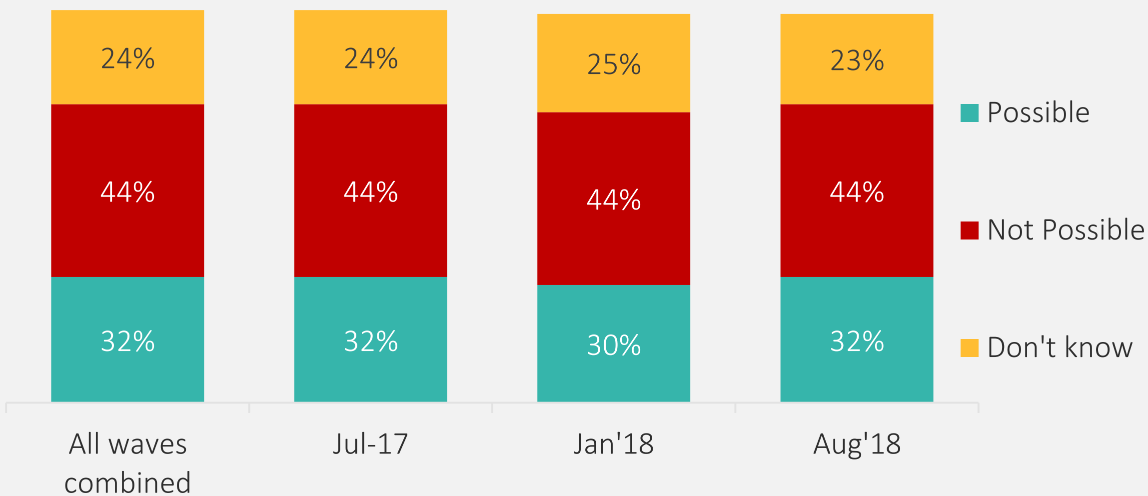
In August 2018, fewer than 1 in 3 SMEs think it is possible to negotiate with their water provider. This remains similar to previous waves (July 2017 and Jan 2018)

Change across each wave

Water provider

Do you think it's possible or not possible to negotiate a better deal with service providers?



In August 2018, the proportion of SMEs who understand it's possible to negotiate with their water provider increases when those who operate mainly from home or a business premise are excluded (36%).

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

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Q3. Do you think it's possible or not possible to negotiate a better deal with the following existing service providers for your organisation? Wave 1, All respondents n=502, wave 2 All respondents n=502, wave 3 All respondents n=516; all waves combined n=1,520; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

Small and medium businesses are most likely to think it is possible to negotiate with their water provider, whilst sole traders are least likely to think this

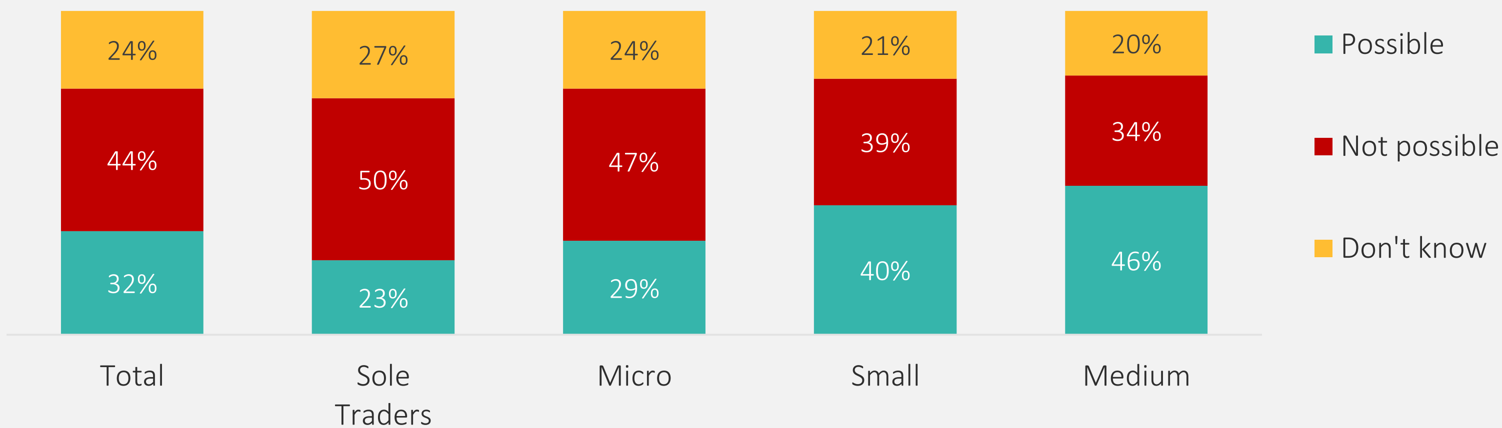
Breakdown by business size, Waves 1, 2 and 3 combined

Water provider

Do you think it's possible or not possible to negotiate a better deal with service providers?

Micro businesses are significantly more likely than sole traders to think it's possible to negotiate with their water provider

Small and medium businesses are significantly more likely than sole traders & micro businesses to think it's possible to negotiate with their water provider



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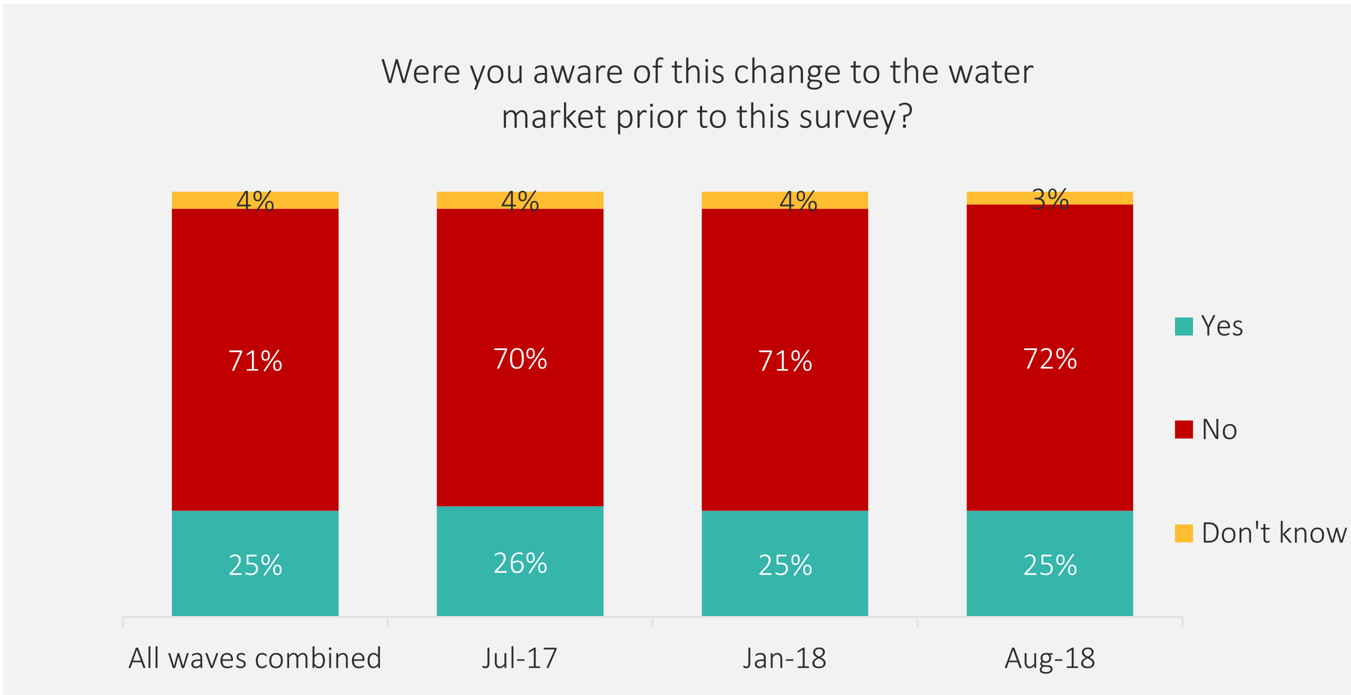
Q3. Do you think it's possible or not possible to negotiate a better deal with the following existing service providers for your organisation? All respondents n=1,520; Sole traders n=600, micro businesses n=382; small businesses n=236; medium businesses n=302; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

Prompted Awareness–

Are SMEs aware of the change to the water retail market?

Prompted awareness of the opening of the water retail market in April 2017 is unchanged across the three waves from July 2017

Change across each wave



Following initial questions about the possibility of switching or negotiating with their current provider, SMEs were then prompted with information on the change in more detail, before asking their awareness of this change.

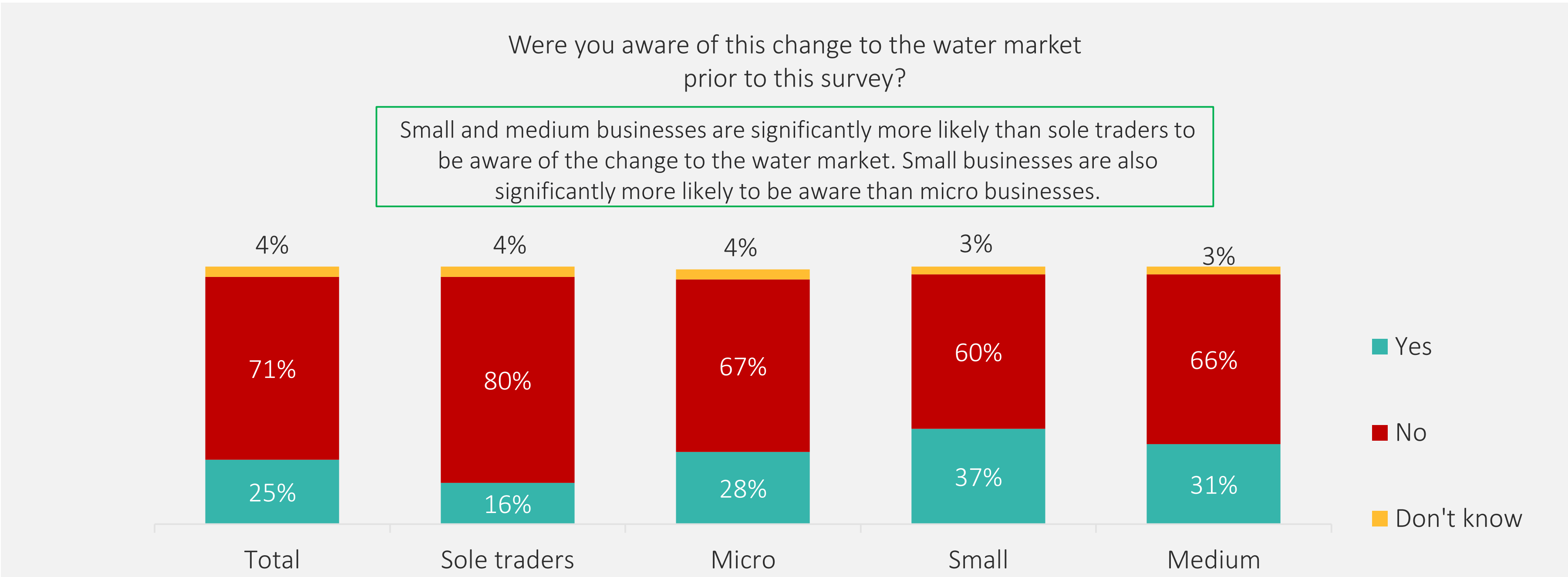
In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q4. Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service).Retail services include billing, meter reading and handling customer queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?

Wave 1, All respondents n=502, wave 2 All respondents n=502, wave 3 All respondents n=516, All waves combined n=1,520; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

Sole traders are least likely to be aware that the water retail market is 'open' – awareness tends to increase as business size increases

Breakdown by business size, Waves 1, 2 and 3 combined



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Q4. Since April 2017, all businesses, charity and public sector organisations in England (operating from business premises) have been able to change the company providing their water and waste water retail services (as they are able to with energy), or negotiate a better deal with their existing service provider (e.g. move to a better price or bespoke service).Retail services include billing, meter reading and handling customer service queries, but do not include the physical supply of water or removal of sewage. Were you aware of this change to the water market prior to this survey?

All respondents: n=1520, Sole traders n=600, Micro businesses n=382, Small businesses n=236, Medium businesses n=302; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

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What are SMEs that were aware of the market most likely to have done in response?

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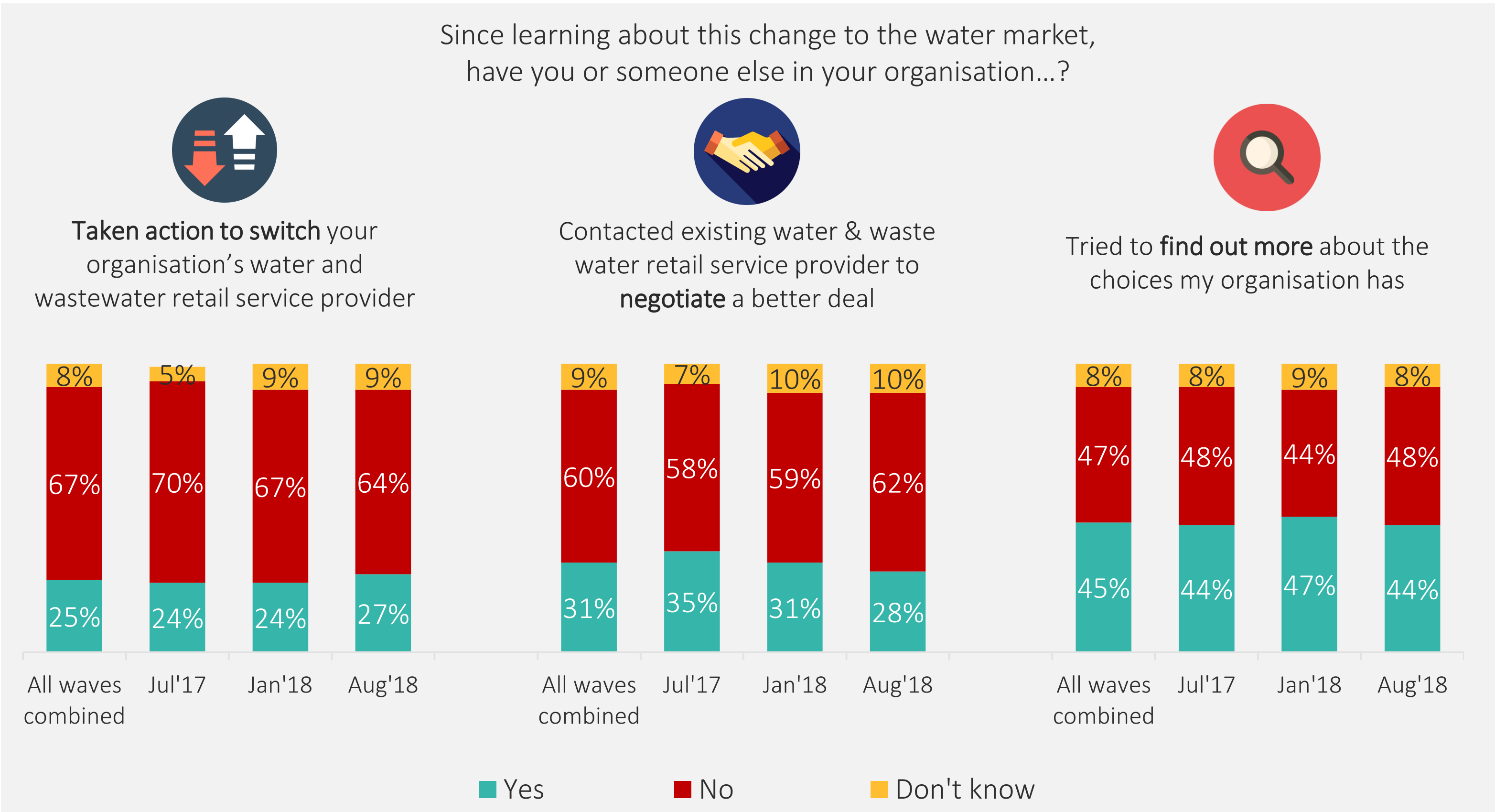
In August 2018, SMEs aware of the market before this survey are more likely to have looked for information (44%) than to have negotiated (28%) or switched (27%). Changes since Wave 1 or Wave 2 are not significant

Change across each wave



In August 2018, those eligible for the change to the water market are more likely to switch (29%), negotiate (38%) or find out more about the choices their organisation has (50%)

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q5. Since learning about this change to the water market, have you or someone else in your organisation...?
Wave 1 All respondents aware of change to the water market n=132, wave 2 n=124, wave 3 n=130; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

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Medium sized companies are more likely to have acted than sole traders, micro and small businesses

Waves 1, 2 and 3 combined

Since learning about this change to the water market, have you or someone else in your organisation…?

	Sole traders*	Micro	Small*	Medium*
Switched your organisation's water and wastewater retail service provider	13%	18%	30%	43%
Contacted existing water & wastewater retail service provider to negotiate a better deal	11%	22% (Micro**)	36%	57%
Tried to find out more about the choices my organisation has	30%	33%	53%	65%

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q5. Since learning about this change to the water market, have you or someone else in your organisation…? All respondents aware of the change: Sole traders n=96*, Micro businesses n=108, Small businesses n=88*, Medium businesses n=94* ; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

*Caution: Low base size below 100

What action are SMEs likely to take having learnt of this change to the water market?

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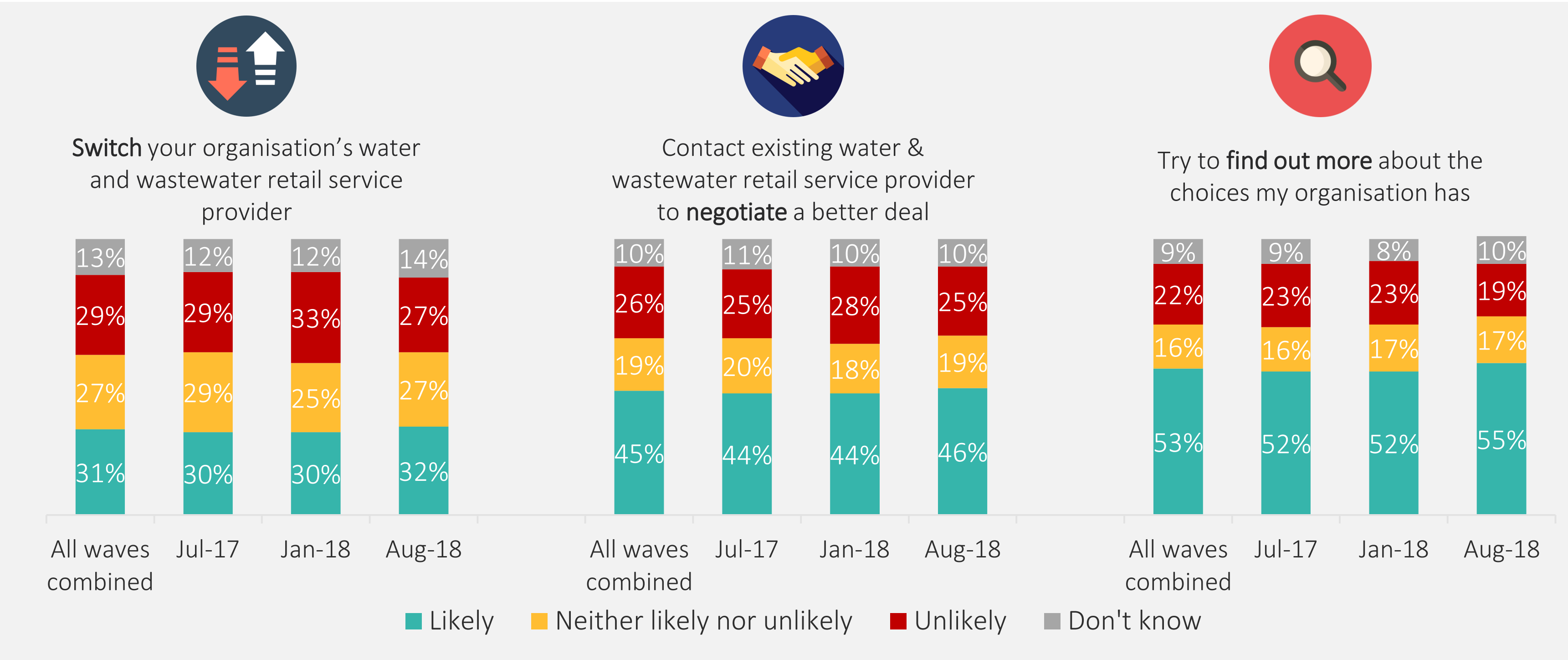
Likelihood to act following the change to the water market has not increased significantly over the last year

Change across each wave

How likely or unlikely is your organisation to do each of the following in the next 6 months?



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Q6. Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months? Wave 1 All respondents n=502, wave 2 All respondents n=502, wave 3 All respondents n=516; all waves combined n=1,520; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

The larger the organisation, the more likely they are to take action in the next 6 months having learnt of the change to the water market

Waves 1, 2 and 3 combined

Likelihood your organisation will do each of the following in the next 6 months

	Sole traders	Micro	Small	Medium
Switch your organisation's water and wastewater retail service provider	17%	31%	39%	51%
Contact existing water & wastewater retail service provider to negotiate a better deal	29%	45%	58%	65%
Try to find out more about the choices my organisation has	41%	52%	65%	70%

Micro and small businesses are significantly more likely than sole traders to switch, negotiate or find out more about the choices their organisation has. Medium businesses are significantly more likely than sole traders & micro businesses.

SMEs located in London are significantly more likely to switch (43%), negotiate (56%), and try to find out more (62%) than all other regions.

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q6. Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months? Sole traders n=600, Micro businesses n=382, Small businesses n=236, Medium businesses n=302; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

What channels will SMEs use to find out more about the change to the water market?

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Sole traders are most likely to search the internet to find out more, whereas medium businesses would contact a prospective provider, utility broker or business colleague

Waves 1, 2 and 3 combined

Where would you go to find out more about this change to the water market or the choices your organisation has?

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Business Size	Internet search	Existing service provider	Prospective service provider	Utility broker or consultant	National media	Business colleague	Regulator	Consumer body	Trade body
Total	**69%**	**38%**	**24%**	**16%**	**9%**	**9%**	**2%**	**2%**	**1%**
Sole traders	73%	33%	20%	8%	7%	3%	3%	3%	1%
Micro businesses	72%	41%	21%	14%	9%	9%	2%	2%	1%
Small businesses	64%	42%	27%	20%	10%	9%	2%	3%	1%
Medium businesses	62%	42%	35%	29%	13%	19%	2%	0%	1%

Sole traders are significantly more likely to **search the internet** than small or medium businesses. Micro are significantly more likely to than medium businesses.

Micro, small and medium businesses are significantly more likely than sole traders to **contact their existing provider**.

Small businesses are significantly more likely than sole traders to **contact a prospective service provider**. Medium businesses are significantly more likely than sole traders, micro and small.

Micro and small businesses are significantly more likely than sole traders **to contact a utility broker /consultant**. Medium businesses are significantly more likely than sole traders, micro and small.

Medium sized companies are significantly more likely than sole traders to **contact national media**.

Micro and small businesses are significantly more likely than sole traders **to speak to a business colleague.** Medium businesses are significantly more likely than sole traders, micro and small.

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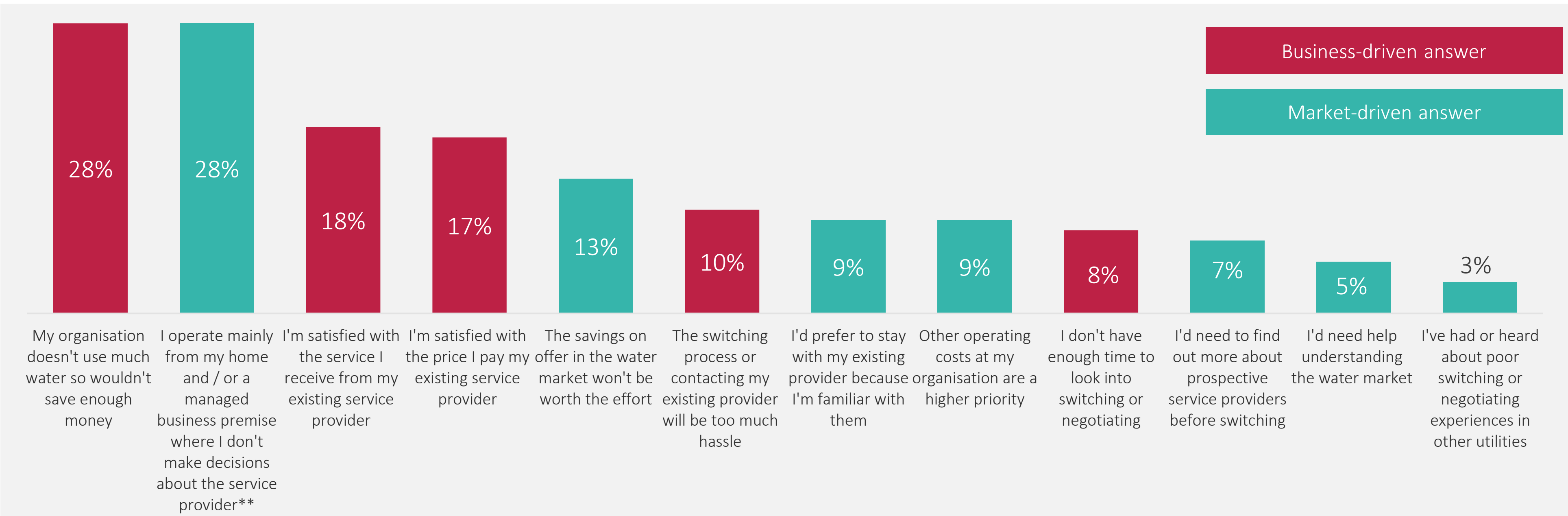
Q8. Where would you or someone else in your organisation go to find out more about this change to the water market or the choices your organisation has? Waves 1, 2 and 3 All respondents n=1,520; Sole traders n=600, Micro businesses n=382, Small businesses n=236, Medium businesses n=302; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

Why are some SMEs unlikely to take action?

Of those who are unlikely to take action in the next 6 months, almost 3 in 10 (28%) are not eligible for the water market change. The same proportion (28%) don't think their organisation uses enough water to save money

Waves 1, 2 and 3 combined

Why are you unlikely to switch provider or negotiate with your organisation's existing provider?
(Asked to those who said they were unlikely to switch provider or negotiate with existing provider at Q7)



**Response included in the survey in wave 2 and 3 only

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q7. You said you or someone else at your organisation are unlikely to switch your organisation's water and wastewater retail service provider and / or contact your existing water and wastewater retail service provider to negotiate a better deal for your organisation. Which of the following best describes your reason for this? All unlikely to switch provider or negotiate with existing provider n=475; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

Methodology and sample

Methodology

Consumer Council for Water (CCWater) commissioned an online omnibus survey in England to gauge small and medium-sized enterprises' (SMEs) awareness and attitudes to the change to the water retail market in England. The market opened in April 2017, and enabled non-household (NHH) organisations operating out of business premises to change the company providing their water and wastewater retail services, or negotiate a better deal with their existing provider.

This study is designed to track awareness of the water market and behaviour and how this changes over time. CCWater has conducted three waves of the study so far:
Wave 1 conducted: 11-18 July 2017
Wave 2 conducted: 19-22 January 2018
Wave 3 conducted: 10-27 August 2018

Populus conducted around 500 online interviews with SMEs for each wave. The first question in the survey identified those responsible for or who have influence in their organization for paying utility bills or managing utility providers. All respondents, with or without responsibility, were asked all questions in the survey.

The statistical reliability of the data at 95% confidence level is outlined below:

Sample Size	Margin of Error for response of 50%
502	4.4% +/-
1,004	3.1% +/-
1,520	2.5% +/-

Wave 3 Sample

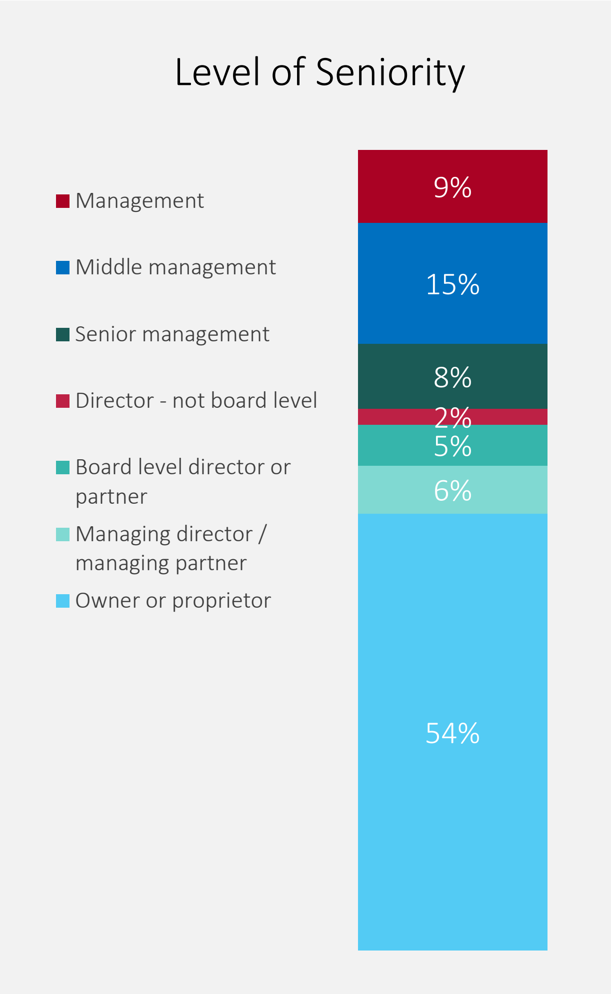
This study was conducted as an online survey with SMEs with the below proportions per business size:

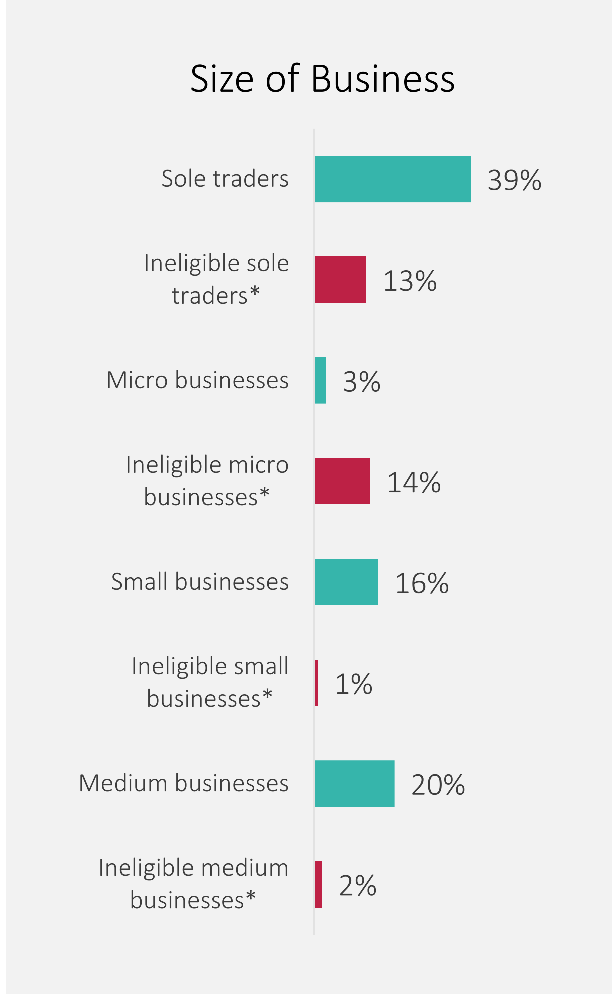
Business size	Number of employees	Sample Size
Sole traders*	0	204
Micro businesses	1-9	130
Small businesses	10-49	80
Medium businesses	50-249	102
Total sample		**516**

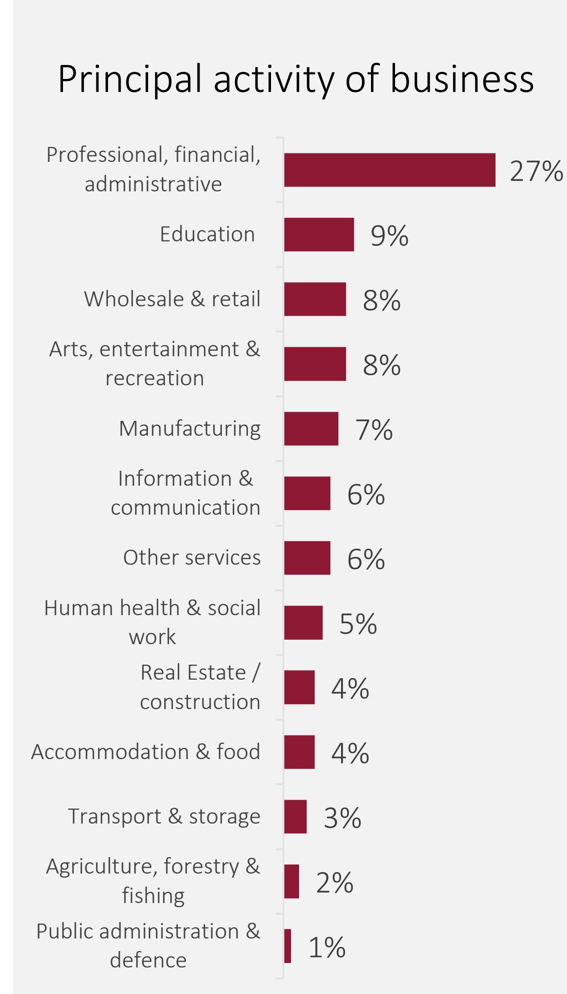
*Note in the second wave of this survey, the first question was changed to more specifically identify respondents who were not eligible to switch their retail service provider because they either operated from home or out of managed business premises.

**Note that in wave 3, 12% of the sample also completed the survey in wave 1 (63 respondents). There were no significant differences between responses of those who answered the survey in wave 1.

Who took part in the survey? (Waves 1, 2 and 3 combined)







*Proportion of business size not eligible for the change to the water market. NB. Question to establish those eligible for the water market was only asked in wave 2.

Demographic questions. Level of seniority, Principal activity, size of business

Appendix –

Waves 1, 2, and 3 combined findings by region and annual turnover

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SMEs located in East of England are more likely to think that it's possible to switch providers. SMEs in South East and South West of England are more likely to think it's not possible

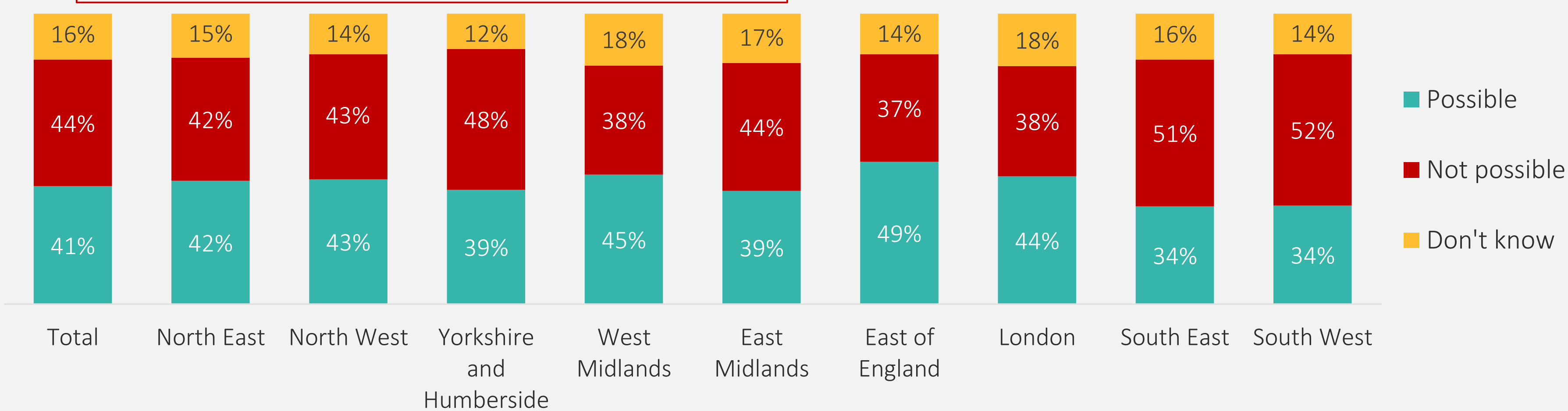
Breakdown by region (combined waves 1, 2 and 3)

Water provider

Do you think it's possible to switch the following providers for your organisation?

SMEs in Yorkshire & Humber are significantly more likely to think it's not possible to switch water providers than SMEs in East of England and London. SMEs in South East and South West are significantly more likely to think it's not possible than those in West Midlands, East of England, London, South East and South West.

SMEs in East of England are significantly more likely to think it's possible to switch water providers than those in South East and South West. SMEs in London are more likely than in South East. SMEs in North West are more likely than in South East.



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Q2. Do you think it's possible or not possible to switch the following service providers for your organisation? Waves 1, 2 and 3 All respondents n=1,520; North East n=92*, North West n=177, Yorkshire & Humberside n=153, West Midlands n=128, East Midlands n=137, East of England n=181, London n=238, South East n=267, South West n=147 *Caution Low base Size: Below 100; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

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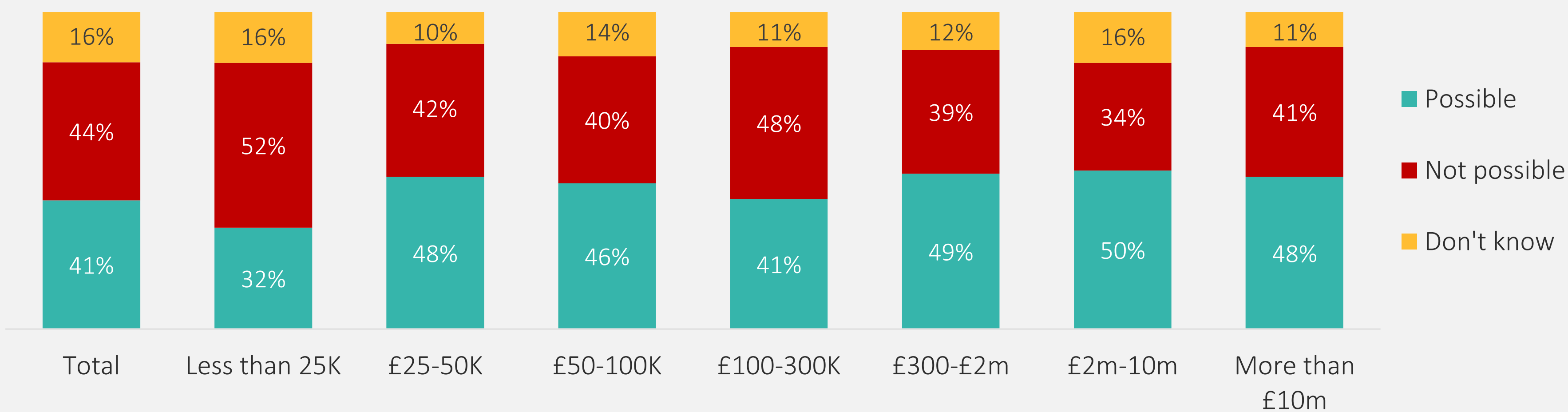
SMEs with higher annual turnovers tend to think it's possible to switch water providers

Breakdown by SME annual turnover (combined waves 1, 2 and 3)

Water provider

Do you think it's possible to switch the following providers for your organisation?

SMEs with less than £25K annual turnover are significantly more likely to think it's not possible to switch water providers than all other SMES.



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Q2. Do you think it's possible or not possible to switch the following service providers for your organisation? Waves 1, 2 and 3 All respondents n=1,520; Less than £25K n=393, £25-50K n=205, £50-100K n=125, £100-300K n=144, £300-£2m n=174, £2m-£10m n=147, More than £10m n=141; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

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SMEs located in London are more likely to think it's possible to negotiate with service providers

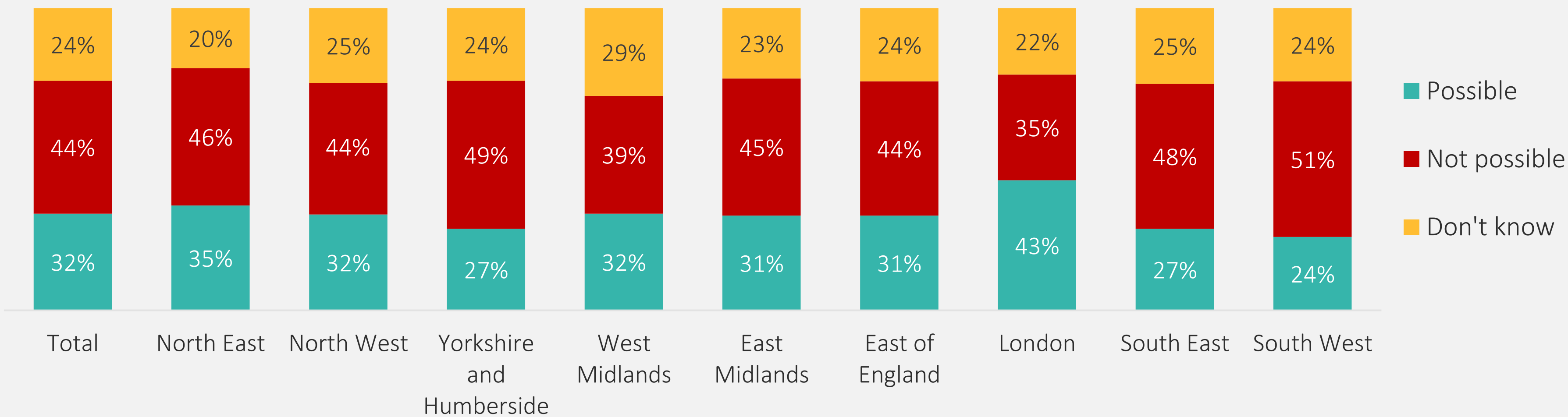
Breakdown by region, Waves 1, 2 and 3 combined

Water provider

Do you think it's possible or not possible to negotiate a better deal with service providers?

SMEs located in London are significantly more likely than all SMEs to think it's possible to negotiate with their water provider.

SMEs located in Yorkshire and Humber, East Midlands, South East, and South West are significantly more likely than those in London to think it's not possible to negotiate with their water provider. SMEs in the South West are significantly more likely to think it's not possible than those in the West Midlands.



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Q3. Do you think it's possible or not possible to negotiate a better deal with the following existing service providers for your organisation? Waves 1, 2 and 3 All respondents n=1,520; North East n=92*, North West n=177, Yorkshire & Humberside n=153, West Midlands n=128, East Midlands n=137, East of England n=181, London n=238, South East n=267, South West n=147 *Caution Low base Size: Below 100; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

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CONSUMER COUNCIL FOR Water

SMEs with an annual turnover above £300K are more likely to think that it's possible to negotiate with their water provider

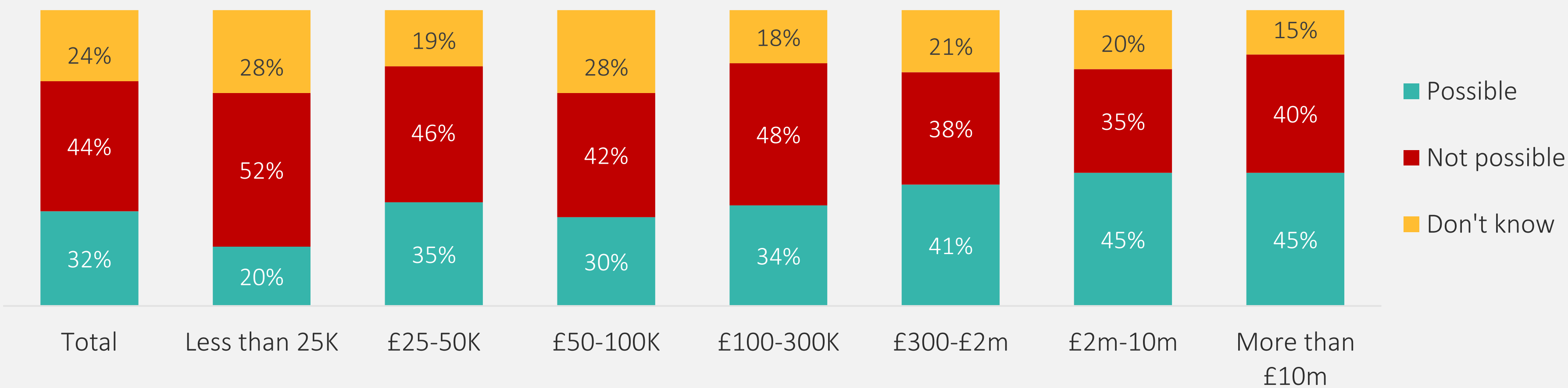
Breakdown by SME annual turnover, Waves 1, 2 and 3 combined

Water provider

Do you think it's possible or not possible to negotiate a better deal with service providers?

SMEs with an annual turnover above £25K are significantly more likely to think it's possible to negotiate with their water provider than those with an annual turnover of less than £25K. SMEs with a turnover of more than £300K are more likely to think it's possible to negotiate with their water provider than SMEs with a turnover of £50-100K.

SMEs with an annual turnover of less than £25K are significantly more likely than those with a turnover of more than £330K to think it's not possible to negotiate with their water provider. SMEs with a turnover of £100-300K are more likely to think it's not possible than those with a turnover of £2m-10m



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SMEs in the South East are least likely to be aware of the change to the water market

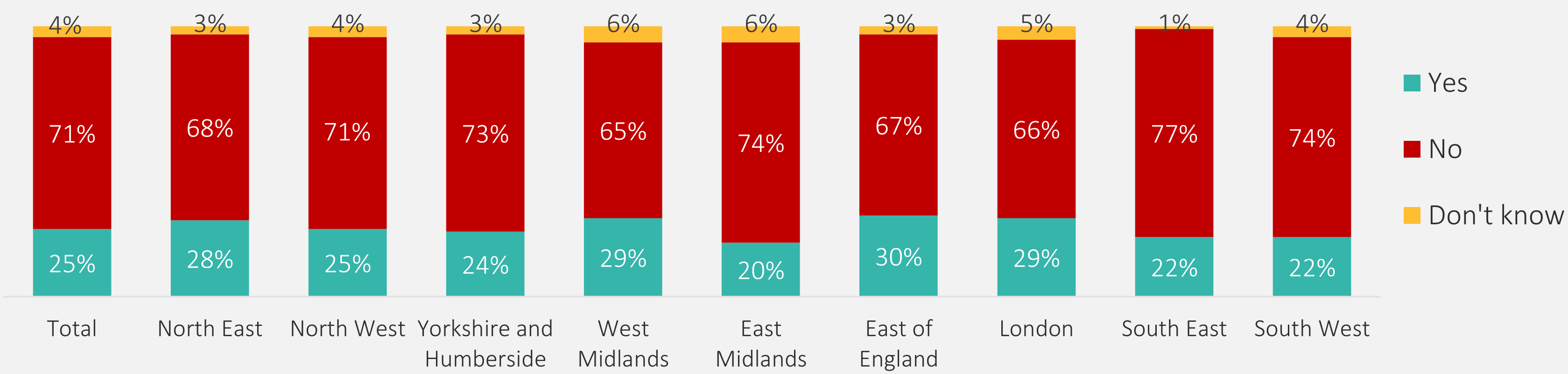
Breakdown by region, Waves 1, 2 and 3 combined

Water provider

Were you aware of this change to the water market prior to this survey?

SMEs located in London are significantly more likely than those in East Midlands to be aware of the change to the water market. SMEs located in East Midlands are significantly more likely to be aware than the East Midlands.

SMEs located in the South East are significantly more likely than those in the West Midlands, East of England and London to not be aware of the change to the water market.



In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q4. Were you aware of this change to the water market prior to this survey?

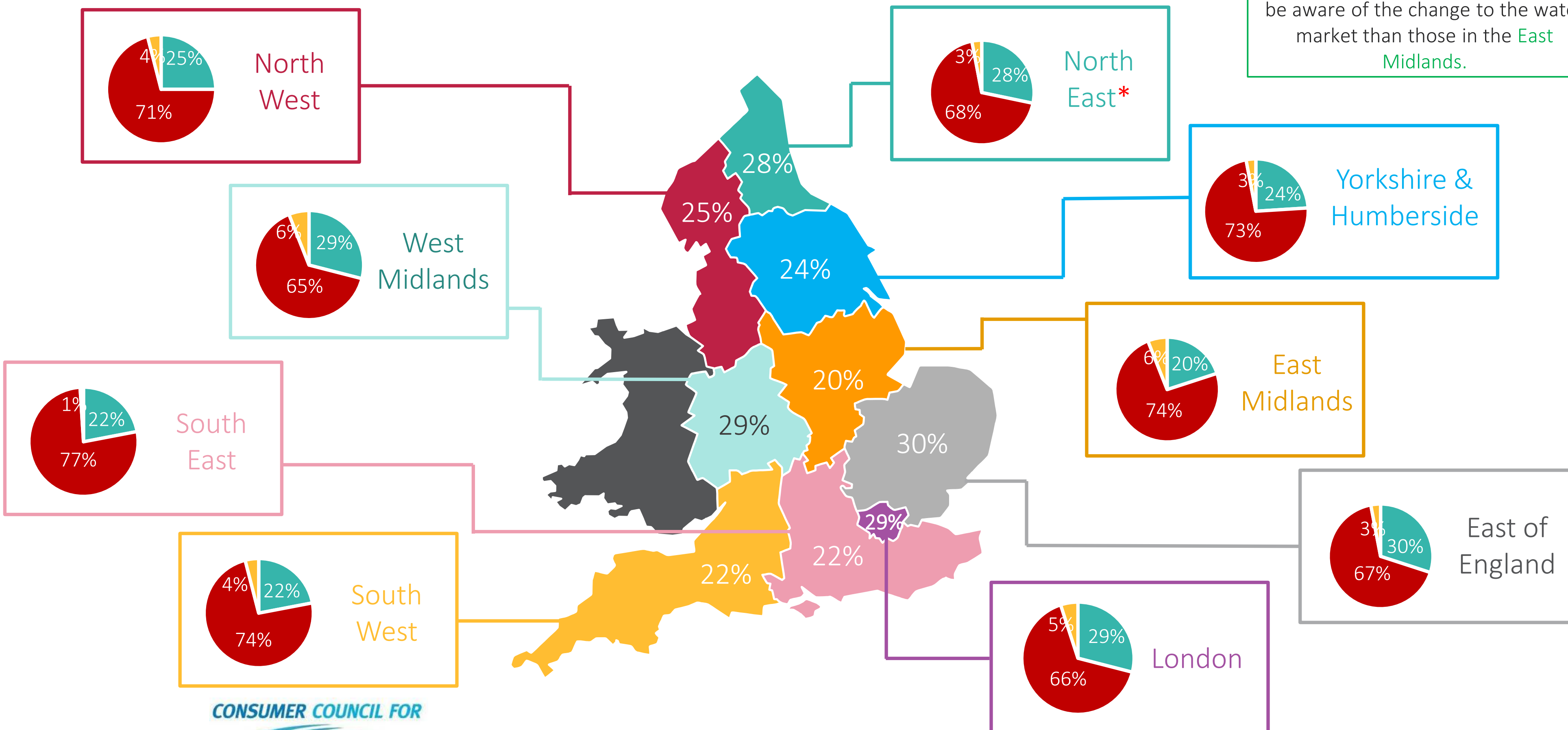
Waves 1, 2 and 3 All respondents n=1,520; North East n=92*, North West n=177, Yorkshire & Humberside n=153, West Midlands n=128, East Midlands n=137, East of England n=181, London n=238, South East n=267, South West n=147 *Caution Low base Size: Below 100; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

SMEs located in East of England, London and West Midlands are most aware of the change to the water market. SMEs in the East Midlands are least aware.

Waves 1, 2 and 3 combined

Were you aware of this change to the water market prior to this survey?

SMES located in East of England and London are significantly more likely to be aware of the change to the water market than those in the East Midlands.



Q4. Were you aware of this change to the water market prior to this survey? All respondents: North East n=92*, North West n=177, Yorkshire & Humberside n=153, West Midlands n=128, East Midlands n=137, East of England n=181, London n=238, South East n=267, South West n=147

*Caution: Base size below 100

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CONSUMER COUNCIL FOR Water

SMEs with an income above £50K are more likely to be aware of the change to the water market. Almost 9 in 10 SMEs with an annual turnover of less than £25K are not aware

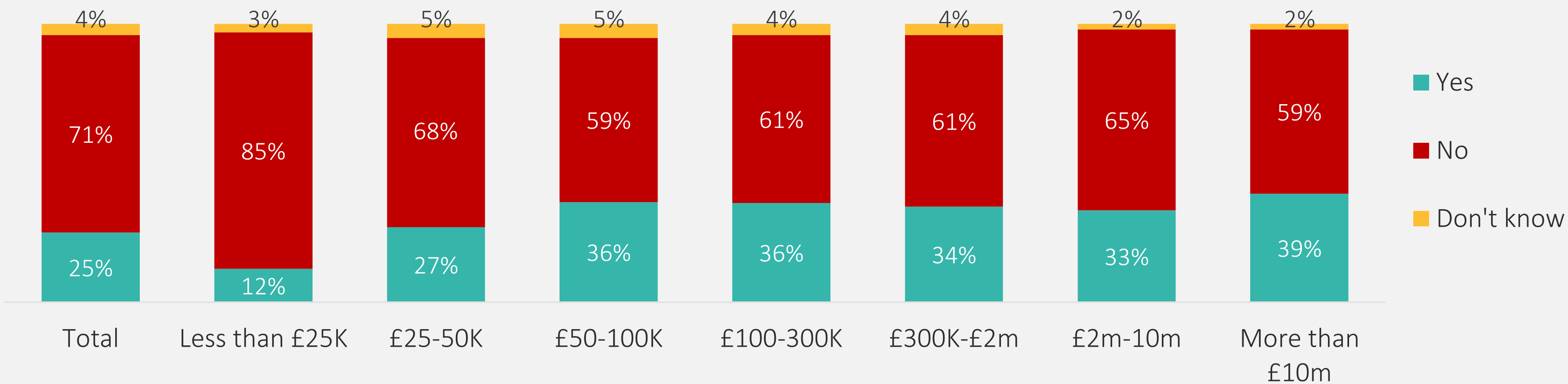
Breakdown by SME annual turnover, Waves 1, 2 and 3 combined

Water provider

Were you aware of this change to the water market prior to this survey?

SMEs with an annual turnover of £25K or more are significantly more likely than those with a turnover of less than £25K to be aware of the change to the water market. SMEs with a turnover of more than £10m are more likely than those with a turnover of £25-50k

SMEs with an annual turnover of less than £25K are significantly more likely than all other SMEs to not be aware of the change to the water market.



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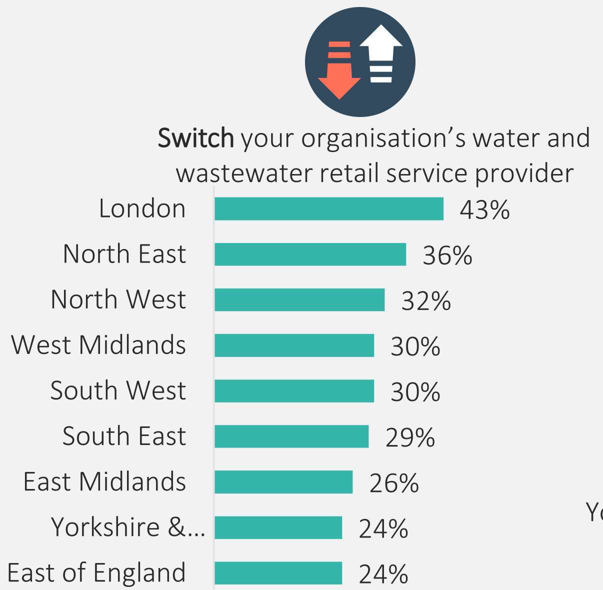
Q4. Were you aware of this change to the water market prior to this survey?

Waves 1, 2 and 3 All respondents n=1,520; Less than £25K n=393, £25-50K n=205, £50-100K n=125, £100-300K n=144, £300-£2m n=174, £2m-£10m n=147, More than £10m n=141; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

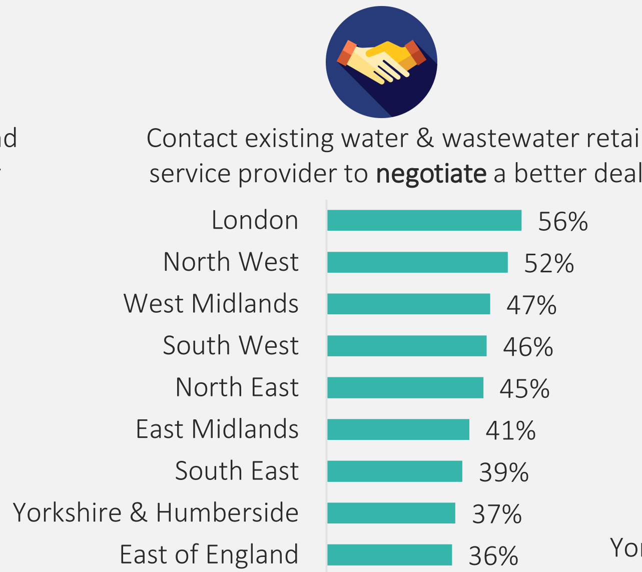
SMEs located in London are more likely to take action following the change to the water market. Those in the North West are also more likely to negotiate a better deal with their provider

Breakdown by region – Waves 1, 2 and 3 combined

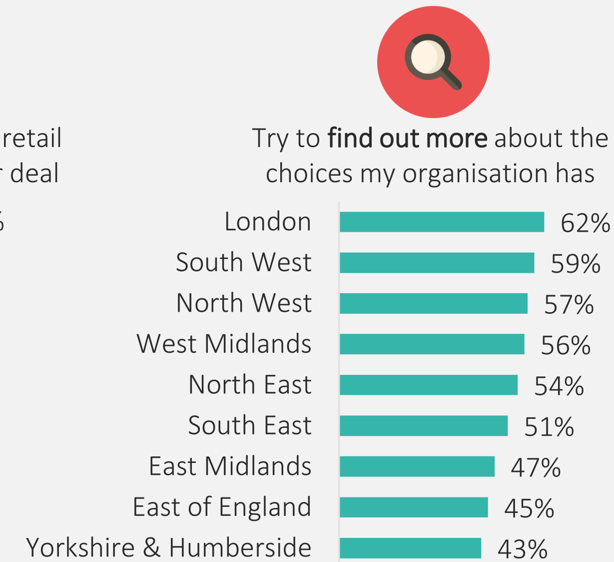
How likely or unlikely is your organisation to do each of the following in the next 6 months?



SMEs located in London are significantly more likely to switch than all other regions. SMEs in the North East are more likely to switch than those in the East of England.



SMEs located in London are significantly more likely to negotiate with the provider than those in Yorkshire & Humber, East Midlands, East of England and South East.



SMEs located in London are significantly more likely to find out more than those in Yorkshire & Humber, East Midlands, East of England and South East. Those in the North West are more likely than those in Yorkshire & Humber and East of England.

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.
Q6. Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months? Waves 1, 2 and 3 All respondents n=1,520; North East n=92*, North West n=177, Yorkshire & Humberside n=153, West Midlands n=128, East Midlands n=137, East of England n=181, London n=238, South East n=267, South West n=147; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191*Caution Low base Size: Below 100

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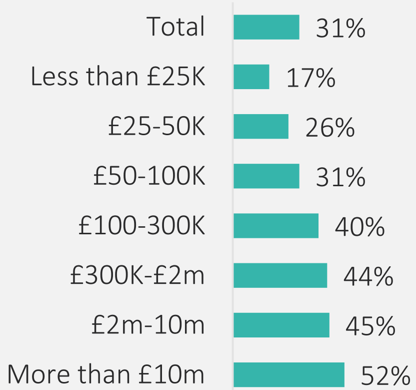
CONSUMER COUNCIL FOR Water

SMEs with an annual turnover above £100K are more likely to take action having learnt of the change to the water market

Breakdown by SME annual turnover– Waves 1, 2 and 3 combined

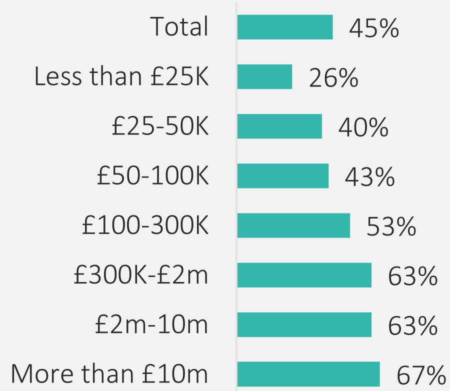
How likely or unlikely is your organisation to do each of the following in the next 6 months?

Switch your organisation's water and wastewater retail service provider



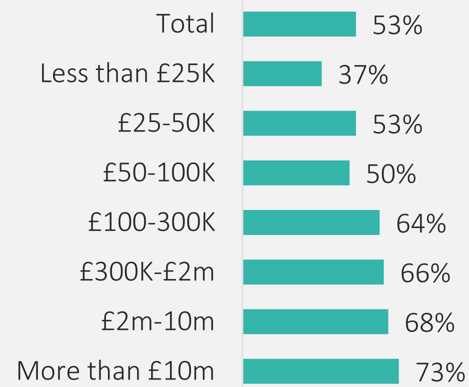
SMEs with an annual turnover of £25K+ are significantly more likely to switch their water provider than those with a turnover less than £25K. SMEs with a turnover of £100K+ are more likely than SMEs with a turnover of £25-100K.

Contact existing water & wastewater retail service provider to **negotiate** a better deal



SMEs with an annual turnover of £25K+ are significantly more likely to contact their existing water provider than those with a turnover less than £25K. SMEs with a turnover of £100K+ are more likely than SMEs with a turnover of £25-100K.

Try to **find out more** about the choices my organisation has



SMEs with an annual turnover of £25K+ are significantly more likely to find out more than those with a turnover less than £25K. SMEs with a turnover of £100K+ are more likely than SMEs with a turnover of £25-100K.

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Q6. Following this change to the water market, how likely or unlikely is your organisation to do each of the following in the next 6 months? Waves 1, 2 and 3 All respondents n=1,520; Less than £25K n=393, £25-50K n=205, £50-100K n=125, £100-300K n=144, £300-£2m n=174, £2m-£10m n=147, More than £10m n=141; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

SMEs in the East of England are more likely to contact their existing or a prospective service provider. Those in London are more likely to find out more via the national media or through a business colleague

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Breakdown by region Waves 1, 2 and 3 combined

Where would you go to find out more about this change to the water market or the choices your organisation has?

Business Size	Internet search	Existing service provider	Prospective service provider	Utility broker or consultant	National media	Business colleague	Regulator	Consumer body	Trade body
Total	**69%**	**38%**	**24%**	**16%**	**9%**	**9%**	**2%**	**2%**	**1%**
East of England	72%	46%	30%	14%	7%	7%	1%	1%	1%
London	71%	38%	26%	15%	17%	13%	2%	3%	0%
Yorkshire	71%	27%	19%	11%	7%	5%	4%	4%	1%
South West	71%	41%	20%	16%	8%	9%	3%	1%	1%
South East	68%	37%	24%	16%	8%	9%	3%	2%	1%
North East	68%	41%	24%	16%	7%	7%	2%	0%	0%
North West	68%	39%	25%	19%	10%	8%	2%	2%	1%
West Midlands	67%	38%	26%	20%	13%	9%	2%	2%	0%
East Midlands	66%	35%	20%	12%	4%	8%	1%	2%	3%

SMEs in East of England, London, South East, South West, North East and North West are significantly more likely to **contact their existing provider**. SMEs in East of England are more likely than those in Yorkshire, East Midlands and South East.

SMEs in East of England are significantly more likely to **contact a prospective service provider** than those in Yorkshire, East Midlands and South West.

SMEs in the North West are significantly more likely than those in Yorkshire to **contact a utility broker or consultant**.

SMEs in London are significantly more likely than all other regions to **contact the national media**. SMEs in West Midlands are more likely than those in East Midlands.

SMEs in London are significantly more likely to **speak with a business colleague** than those in Yorkshire, West Midlands and East of England.

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CONSUMER COUNCIL FOR Water

Q8. Where would you or someone else in your organisation go to find out more about this change to the water market or the choices your organisation has? Waves 1, 2 and 3 All respondents n=1,520; North East n=92*, North West n=177, Yorkshire & Humberside n=153, West Midlands n=128, East Midlands n=137, East of England n=181, London n=238, South East n=267, South West n=147 *Caution Low base Size: Below 100; SMEs which operate from home / managed business premises identified in Jan and Aug 18 n=191

SMEs with an annual turnover of more then £300K are more likely to contact a utility broker or consultant. Those with an annual turnover of £25-50K are more likely to search the internet

Breakdown by SME annual turnover, Waves 1, 2 and 3 combined

In Jan 2018 and Aug 2018 businesses which are ineligible i.e. based from home or from a business managed premises were identified and have been removed from the analysis on this slide. In Wave 1 these businesses were not identified and the sample here still contains a small percentage of these.

Where would you go to find out more about this change to the water market or the choices your organisation has?

Business Size	Internet search	Existing service provider	Prospective service provider	Utility broker or consultant	National media	Business colleague	Regulator	Consumer body	Trade body
Total	69%	38%	24%	16%	9%	9%	2%	2%	1%
Less than £25K	71%	33%	19%	7%	7%	3%	2%	2%	1%
£25-50K	80%	43%	27%	15%	9%	5%	3%	3%	0%
£50-100K	72%	33%	14%	14%	6%	7%	3%	3%	1%
£100-£300K	70%	35%	26%	15%	16%	13%	2%	3%	1%
£300k- £2m	71%	49%	32%	25%	11%	13%	2%	2%	1%
£2m- £10m	60%	46%	33%	25%	10%	13%	1%	1%	0%
More than £10m	64%	40%	35%	24%	13%	22%	3%	1%	4%

SMEs with an annual turnover of £25-50K are significantly more likely to **search the internet** than those with a turnover of less than £25K, and above £100K.

SMEs with an annual turnover of £25-50K and £300K-£10m are significantly more likely to **contact their existing provider** than those with less than £25K.

SMEs with an annual turnover of £25-50K and £300K-£10m are significantly more likely to **contact a prospective provider** than those with less than £25K.

SMEs with an annual turnover of £25-50K and £300K-£10m are significantly more likely to **contact a prospective provider** than those with less than £25K.

SMEs with an annual turnover of £300K+ are significantly more likely to **contact a utility broker or consultant** than those with a turnover of £25-300K.

SMEs with an annual turnover of £100-300K are significantly more likely to **contact the national media** than those with a turnover of less than £100K.

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