

Results for Affinity Water South East	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfaction with water services																									
Overall, satisfied with their water supply (Sample size: 150) ²	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>91%</td><td>89%</td><td>91%</td><td>88%</td><td>91%</td><td>87%</td><td>91%</td><td>89%</td><td>91%</td><td>89%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	91%	89%	91%	88%	91%	87%	91%	89%	91%	89%	95% to 87% Average: 91%	
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	91%	89%	91%	88%	91%	87%	91%	89%	91%	89%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 149)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>70%</td><td>63%</td><td>72%</td><td>72%</td><td>72%</td><td>66%</td><td>71%</td><td>70%</td><td>66%</td><td>68%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	70%	63%	72%	72%	72%	66%	71%	70%	66%	68%	79% to 66% Average: 71%	
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	70%	63%	72%	72%	72%	66%	71%	70%	66%	68%															
Views on fairness and affordability of charges																									
Agree that water and sewerage charges are affordable (Sample size: 147) ³	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>59%</td><td>76%</td><td>73%</td><td>68%</td><td>64%</td><td>65%</td><td>70%</td><td>72%</td><td>69%</td><td></td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	59%	76%	73%	68%	64%	65%	70%	72%	69%		86% to 69% Average: 75%	
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	59%	76%	73%	68%	64%	65%	70%	72%	69%																
Agree that charges are fair (Sample size: 146)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>66%</td><td>47%</td><td>66%</td><td>57%</td><td>63%</td><td>52%</td><td>50%</td><td>58%</td><td>65%</td><td>52%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	66%	47%	66%	57%	63%	52%	50%	58%	65%	52%	69% to 52% Average: 59%	Significant change since last year
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	66%	47%	66%	57%	63%	52%	50%	58%	65%	52%															
Care and trust																									
Agree their water company cares about the service they provide to customers (Sample size: 148)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>65%</td><td>53%</td><td>72%</td><td>66%</td><td>64%</td><td>68%</td><td>61%</td><td>67%</td><td>63%</td><td>52%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	65%	53%	72%	66%	64%	68%	61%	67%	63%	52%	75% to 52% Average: 60%	Significantly lower than WoC average
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	65%	53%	72%	66%	64%	68%	61%	67%	63%	52%															
Trust their water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 147)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Score</th><td>7.36</td><td>6.83</td><td>7.46</td><td>7.54</td><td>7.34</td><td>7.31</td><td>7.59</td><td>7.30</td><td>7.78</td><td>6.63</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Score	7.36	6.83	7.46	7.54	7.34	7.31	7.59	7.30	7.78	6.63	7.48 to 6.63 Average: 7.07	Significantly lower than WoC average Significant change since last year
Year	12	13	14	15	16	17	18	19	20	21															
Score	7.36	6.83	7.46	7.54	7.34	7.31	7.59	7.30	7.78	6.63															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 148)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>84%</td><td>69%</td><td>74%</td><td>77%</td><td>70%</td><td>75%</td><td>69%</td><td>73%</td><td>71%</td><td>64%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	84%	69%	74%	77%	70%	75%	69%	73%	71%	64%	72% to 64% Average: 68%	
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	84%	69%	74%	77%	70%	75%	69%	73%	71%	64%															
Aware of, or on WaterSure tariff (Sample size: 150*)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>13%</td><td>14%</td><td>16%</td><td>13%</td><td>20%</td><td>18%</td><td>13%</td><td>12%</td><td>11%</td><td>17%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	13%	14%	16%	13%	20%	18%	13%	12%	11%	17%	19% to 9% Average: 13%	
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	13%	14%	16%	13%	20%	18%	13%	12%	11%	17%															

Results for Affinity Water South East	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 150*) ⁴	<p>50%</p>	50% to 25% Average: 40%	
Aware of Priority services. (Sample size: 150*) ⁵		57% to 38% Average: 45%	
Contact			
Contacted water company with a query in last 12 months (Sample size: 150*)		27% to 13% Average: 19%	
Reason for contacting water company was to complain (Sample size: 28 who made contact)		5% to 0% Average: 1%	Low base size
Overall, satisfied with the way their query was handled (Sample size: 28 who made contact)		91% to 68% Average: 78%	Low base size
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 150)		97% to 89% Average: 92%	
Satisfied with taste and smell (Sample size: 147)		93% to 82% Average: 85%	
Satisfied with hardness/softness (Sample size: 142)		61% to 35% Average: 49%	
Satisfied with safety (Sample size: 141)		93% to 85% Average: 90%	

CCW Research Report Water Matters 2021-22 Summary of Research Findings for Affinity Water South East

Results for Affinity Water South East	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfied with reliability of supply (Sample size: 150)	<table border="1"> <caption>Satisfaction with reliability of supply</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>12</td><td>96%</td></tr> <tr><td>13</td><td>95%</td></tr> <tr><td>14</td><td>99%</td></tr> <tr><td>15</td><td>98%</td></tr> <tr><td>16</td><td>97%</td></tr> <tr><td>17</td><td>96%</td></tr> <tr><td>18</td><td>98%</td></tr> <tr><td>19</td><td>95%</td></tr> <tr><td>20</td><td>95%</td></tr> <tr><td>21</td><td>97%</td></tr> </tbody> </table>	Year	Percentage	12	96%	13	95%	14	99%	15	98%	16	97%	17	96%	18	98%	19	95%	20	95%	21	97%	99% to 92% Average: 96%	
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Satisfied with water pressure (Sample size: 149)	<table border="1"> <caption>Satisfaction with water pressure</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>12</td><td>93%</td></tr> <tr><td>13</td><td>86%</td></tr> <tr><td>14</td><td>94%</td></tr> <tr><td>15</td><td>88%</td></tr> <tr><td>16</td><td>89%</td></tr> <tr><td>17</td><td>83%</td></tr> <tr><td>18</td><td>86%</td></tr> <tr><td>19</td><td>89%</td></tr> <tr><td>20</td><td>85%</td></tr> <tr><td>21</td><td>86%</td></tr> </tbody> </table>	Year	Percentage	12	93%	13	86%	14	94%	15	88%	16	89%	17	83%	18	86%	19	89%	20	85%	21	86%	91% to 79% Average: 85%	
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Likelihood to recommend as a provider of water services																									
Extremely likely to recommend Affinity Water South East to friends and family as a provider (Sample size: 143) ^{3,6}	<table border="1"> <caption>Likelihood to recommend Affinity Water South East</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>12</td><td>31%</td></tr> <tr><td>13</td><td>32%</td></tr> <tr><td>14</td><td>32%</td></tr> <tr><td>15</td><td>28%</td></tr> <tr><td>16</td><td>34%</td></tr> <tr><td>17</td><td>32%</td></tr> <tr><td>18</td><td>34%</td></tr> <tr><td>19</td><td>32%</td></tr> <tr><td>20</td><td>34%</td></tr> <tr><td>21</td><td>29%</td></tr> </tbody> </table>	Year	Percentage	12	31%	13	32%	14	32%	15	28%	16	34%	17	32%	18	34%	19	32%	20	34%	21	29%	43% to 20% Average: 28%	
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**Affinity Water South East sewerage services are provided
by Southern Water (138 respondents)⁷**



Results for sewerage service providers for Affinity Water South East	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfaction with sewerage services																									
Overall, satisfied with their sewerage services (Sample size: 138)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>90%</td><td>78%</td><td>90%</td><td>88%</td><td>83%</td><td>85%</td><td>82%</td><td>84%</td><td>80%</td><td>62%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	90%	78%	90%	88%	83%	85%	82%	84%	80%	62%	79% to 54% Average: 71%	Significantly lower than WoC average Significant change since last year
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	90%	78%	90%	88%	83%	85%	82%	84%	80%	62%															
Satisfaction with value for money																									
Satisfied with value for money of sewerage services (Sample size: 138)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>73%</td><td>58%</td><td>70%</td><td>67%</td><td>70%</td><td>61%</td><td>65%</td><td>67%</td><td>60%</td><td>59%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	73%	58%	70%	67%	70%	61%	65%	67%	60%	59%	81% to 59% Average: 70%	Significantly lower than WoC average
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	73%	58%	70%	67%	70%	61%	65%	67%	60%	59%															
A sewerage system that works																									
Satisfied with sewerage company actions to reduce smells from sewage treatment works (Sample size: 98)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>85%</td><td>62%</td><td>89%</td><td>83%</td><td>72%</td><td>72%</td><td>81%</td><td>83%</td><td>75%</td><td>65%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	85%	62%	89%	83%	72%	72%	81%	83%	75%	65%	79% to 53% Average: 69%	
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	85%	62%	89%	83%	72%	72%	81%	83%	75%	65%															
Satisfied with maintenance of sewer pipes & treatment works (Sample size: 100)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>88%</td><td>62%</td><td>92%</td><td>86%</td><td>75%</td><td>75%</td><td>80%</td><td>84%</td><td>79%</td><td>65%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	88%	62%	92%	86%	75%	75%	80%	84%	79%	65%	83% to 51% Average: 70%	Significant change since last year
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	88%	62%	92%	86%	75%	75%	80%	84%	79%	65%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 105)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>89%</td><td>70%</td><td>93%</td><td>83%</td><td>72%</td><td>78%</td><td>67%</td><td>71%</td><td>72%</td><td>31%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	89%	70%	93%	83%	72%	78%	67%	71%	72%	31%	58% to 17% Average: 46%	Significantly lower than WoC average Significant change since last year
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	89%	70%	93%	83%	72%	78%	67%	71%	72%	31%															
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 113)	<table border="1"> <tr><th>Year</th><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>89%</td><td>68%</td><td>87%</td><td>80%</td><td>75%</td><td>72%</td><td>71%</td><td>72%</td><td>71%</td><td>44%</td></tr> </table>	Year	12	13	14	15	16	17	18	19	20	21	Percentage	89%	68%	87%	80%	75%	72%	71%	72%	71%	44%	67% to 40% Average: 57%	Significantly lower than WoC average Significant change since last year
Year	12	13	14	15	16	17	18	19	20	21															
Percentage	89%	68%	87%	80%	75%	72%	71%	72%	71%	44%															
Likelihood to recommend as a provider of sewerage services																									
Extremely likely to recommend sewerage company to friends and family (Sample size: 132) ^{3,6}	<table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><th>Percentage</th><td>30%</td><td>30%</td><td>23%</td><td>27%</td><td>28%</td><td>31%</td><td>32%</td><td>18%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	Percentage	30%	30%	23%	27%	28%	31%	32%	18%	35% to 14% Average: 23%	Significant change since last year				
Year	14	15	16	17	18	19	20	21																	
Percentage	30%	30%	23%	27%	28%	31%	32%	18%																	

Sample Profile

Regional sample profile for Affinity Water South East	(Sample size: 150*)
Gender	
Male	50%
Female	50%
Age	
18-29	0%
30-44	8%
45-59	35%
60-74	41%
75+	16%
SEC	
Higher managerial, administrative & professional occupations	48%
Intermediate occupations	19%
Routine & manual occupations	23%
Never worked and long-term unemployed/ Full-time students	5%
Refused	5%
Water meter	
Proportion having a water meter	93%

- Statistical reliability on sample size of 150 is +/- 7.89%

¹ Average (mean) proportion for all WoCs based on weighted data. All other data is unweighted.

² Sample size excludes don't knows unless followed by an asterisk *.

³ Question not asked in all years.

⁴ Question changed to Yes/No option in 2021 so data not comparable with previous years.

⁵ Wording change in 2014.

⁶ Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.

⁷ There is no differentiation between sewerage service providers within the results.