



Results for South Staffs Water	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest			
Satisfaction with water ser	Satisfaction with water services					
Overall, satisfied with their water supply (Sample size: 149) <sup>2</sup>	96% 93% 93% 93% 93% 95% 93% 95% 87% 87% 87% 13 14 15 16 17 18 19 20 21 22 Year	97% to 89% Average: 93%				
Satisfaction with value for money						
Satisfied with value for money of water services (Sample size: 146)	74% 77% 74% 77% 72% 76% 80% 72% 77% 13 14 15 16 17 18 19 20 21 22 Year	80% to 65% Average: 75%				
Views on fairness and affordability of charges						
Agree that water and sewerage charges are affordable (Sample size: 148)	67% 79% 85% 75% 79% 72% 75% 83% 70% 70% 13 14 15 16 17 18 19 20 21 22 Year	88% to 70% Average: 77%	Significantly lower than WoC average			
Agree that charges are fair (Sample size: 147)	51% 71% 75% 62% 75% 59% 64% 75% 57% 65% 13 14 15 16 17 18 19 20 21 22 Year	73% to 58% Average: 64%				
Care and trust						
Agree their water company cares about the service they provide to customers (Sample size: 147)	67% 72% 81% 62% 80% 68% 69% 69% 63% 59% 13 14 15 16 17 18 19 20 21 22 Year	70% to 50% Average: 59%				
Trust their water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 148)	7.69 7.75 <sup>8.19</sup> 7.62 <sup>8.02</sup> 7.57 <sup>7.87</sup> <sup>8.00</sup> 7.25 7.17	7.54 to 6.58 Average: 7.01				
Awareness of consumer ri	·	ı				
Likely to contact company if worried about paying bill (Sample size: 147)	80% 82% 80% 74% 81% 67% 73% 69% 72% 76%  13 14 15 16 17 18 19 20 21 22  Year	76% to 64% Average: 69%				
Aware of option to have a free water meter (Sample size: 85*) <sup>3</sup>	64% 43% 63% 65% 70% 75% 66% 73% 70% 73% 13 14 15 16 17 18 19 20 21 22 Year	75% to 57% Average: 69%				

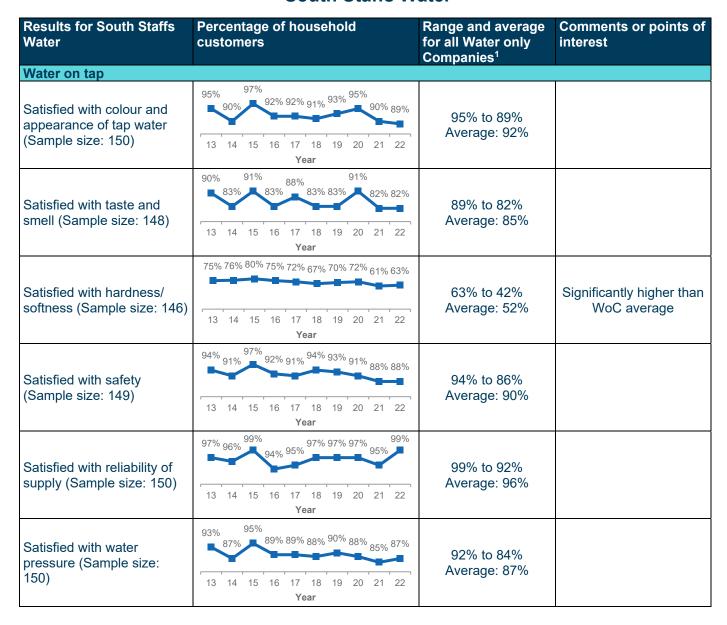




Results for South Staffs Water	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest
Aware of option for customers who ask for a meter to be fitted to go back to rateable value charge within 24 months (Sample size: 84*) <sup>4</sup>	35% 26% 33% 23% 24% <sup>39%</sup> 33% 29% 31% 31% 13 14 15 16 17 18 19 20 21 22 Year	45% to 8% Average: 28%	
Aware of, or on WaterSure tariff (Sample size: 150*)	9% 11% 8% 10% 11% 14% 11% 8% 8% 3% 10% 11% 18 19 20 21 22 Year	14% to 8% Average: 11%	Significant change since last year
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 150*) <sup>4</sup>	13 14 15 16 17 18 19 20 21 22 Year	39% to 33% Average: 36%	
Aware of Priority Services. (Sample size: 150*) <sup>5</sup>	48% 56% 41% 41% 44% 37% 39% <sup>50%</sup> 43% 13 14 15 16 17 18 19 20 21 22 Year	54% to 36% Average: 45%	
Contact			
Contacted water company with a query in last 12 months (Sample size: 150*)	14% 10% 14% 17% 15% 14% <sup>21%</sup> 11% 17% 16% 13 14 15 16 17 18 19 20 21 22 Year	24% to 14% Average: 20%	
Reason for contacting water company was to complain (Sample size: 24 who made contact:)	17% 9% 0% 0% 0% 0% 0% 0% 4% 4% 0% 0% 4% 4% 4% Year	5% to 0% Average: 2%	Low base size
Overall, satisfied with the way their query was handled (Sample size: 24 who made contact:)	95% 81% 81% 85% 87% 81% <sub>75%</sub> 82% 84% <sub>67%</sub> 13 14 15 16 17 18 19 20 21 22  Year	85% to 58% Average: 74%	Low base size







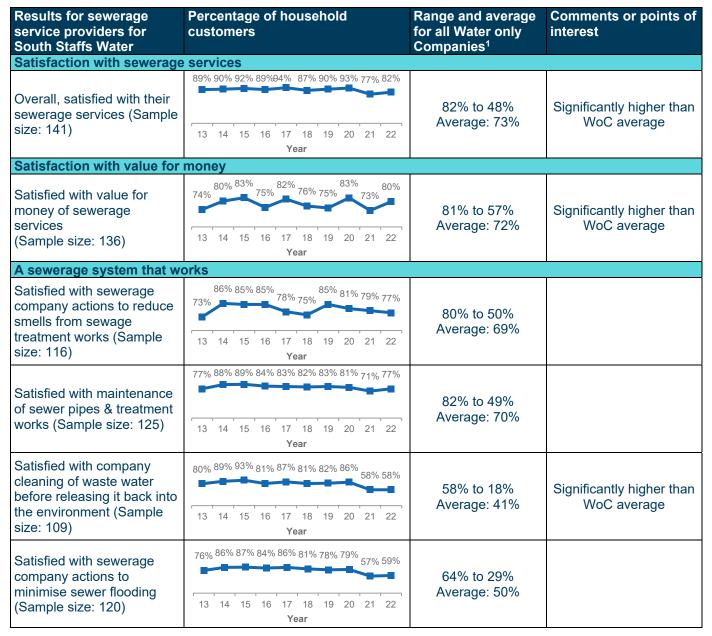




South Staffs Water sewerage services are provided by Severn Trent Water (137 respondents) or Anglian Water (6 respondents)











#### **Sample Profile**

Regional sample profile for South Staffs Water	(Sample size: 150*)
Gender	
Male	4%
Female	56%
Age	
18-29	3%
30-44	9%
45-59	37%
60-74	34%
75+	17%
SEC	
Higher managerial, administrative & professional occupations	51%
Intermediate occupations	17%
Routine & manual occupations	29%
Never worked and long-term unemployed/ Full-time students	3%
Refused	1%
Water meter	
Proportion having a water meter	43%

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

<sup>&</sup>lt;sup>1</sup> Average (mean) proportion for all WoCs based on weighted data. All other data is unweighted.

<sup>&</sup>lt;sup>2</sup> Sample size excludes don't knows unless followed by an asterisk \*.

<sup>&</sup>lt;sup>3</sup> Question filtered on unmetered households as per main report.

<sup>&</sup>lt;sup>4</sup> Question changed to Yes/No option in 2021 so data not comparable with previous years.

<sup>&</sup>lt;sup>5</sup> Question wording changed in 2014.