



CCW Research Report Water Matters 2022 Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Satisfaction with water and sewerage services																									
Overall satisfaction with water supply (Sample size: 200) ²	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>92%</td><td>93%</td><td>89%</td><td>88%</td><td>86%</td><td>84%</td><td>87%</td><td>87%</td><td>86%</td><td>83%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	92%	93%	89%	88%	86%	84%	87%	87%	86%	83%	98% to 83% Average: 92%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	92%	93%	89%	88%	86%	84%	87%	87%	86%	83%															
Overall satisfaction with sewerage services (Sample size: 190)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>84%</td><td>88%</td><td>86%</td><td>83%</td><td>84%</td><td>76%</td><td>79%</td><td>78%</td><td>66%</td><td>74%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	84%	88%	86%	83%	84%	76%	79%	78%	66%	74%	87% to 62% Average: 80%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	84%	88%	86%	83%	84%	76%	79%	78%	66%	74%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 199)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>63%</td><td>70%</td><td>74%</td><td>70%</td><td>66%</td><td>65%</td><td>75%</td><td>70%</td><td>75%</td><td>67%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	63%	70%	74%	70%	66%	65%	75%	70%	75%	67%	86% to 67% Average: 75%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	63%	70%	74%	70%	66%	65%	75%	70%	75%	67%															
Satisfied with value for money of sewerage services (Sample size: 188)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>67%</td><td>76%</td><td>76%</td><td>78%</td><td>69%</td><td>70%</td><td>75%</td><td>72%</td><td>70%</td><td>72%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	67%	76%	76%	78%	69%	70%	75%	72%	70%	72%	84% to 64% Average: 79%	Significantly lower than the WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	67%	76%	76%	78%	69%	70%	75%	72%	70%	72%															
Views on fairness and affordability of charges																									
Agree water and sewerage charges are affordable (Sample size: 199)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>64%</td><td>72%</td><td>67%</td><td>69%</td><td>69%</td><td>71%</td><td>76%</td><td>76%</td><td>76%</td><td>73%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	64%	72%	67%	69%	69%	71%	76%	76%	76%	73%	85% to 68% Average: 76%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	64%	72%	67%	69%	69%	71%	76%	76%	76%	73%															
Agree charges are fair (Sample size: 198)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>53%</td><td>67%</td><td>60%</td><td>58%</td><td>61%</td><td>61%</td><td>65%</td><td>62%</td><td>61%</td><td>60%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	53%	67%	60%	58%	61%	61%	65%	62%	61%	60%	76% to 53% Average: 65%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	53%	67%	60%	58%	61%	61%	65%	62%	61%	60%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 196)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>55%</td><td>66%</td><td>67%</td><td>61%</td><td>61%</td><td>60%</td><td>60%</td><td>60%</td><td>53%</td><td>60%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	55%	66%	67%	61%	61%	60%	60%	60%	53%	60%	76% to 49% Average: 66%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	55%	66%	67%	61%	61%	60%	60%	60%	53%	60%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 199)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Score</th><td>6.93</td><td>7.35</td><td>7.40</td><td>7.31</td><td>7.17</td><td>7.57</td><td>7.04</td><td>7.20</td><td>6.86</td><td>6.72</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Score	6.93	7.35	7.40	7.31	7.17	7.57	7.04	7.20	6.86	6.72	7.81 to 6.26 Average: 7.27	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Score	6.93	7.35	7.40	7.31	7.17	7.57	7.04	7.20	6.86	6.72															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 192)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>62%</td><td>72%</td><td>68%</td><td>72%</td><td>65%</td><td>79%</td><td>68%</td><td>64%</td><td>72%</td><td>71%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	62%	72%	68%	72%	65%	79%	68%	64%	72%	71%	76% to 67% Average: 71%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	62%	72%	68%	72%	65%	79%	68%	64%	72%	71%															



CCW Research Report

Water Matters 2022

Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Aware of free meter option (Sample size: 94*) ³	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>61%</td><td>41%</td><td>58%</td><td>60%</td><td>66%</td><td>63%</td><td>47%</td><td>54%</td><td>50%</td><td>47%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	61%	41%	58%	60%	66%	63%	47%	54%	50%	47%	76% to 47% Average: 64%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	61%	41%	58%	60%	66%	63%	47%	54%	50%	47%															
Aware of option to go back to rateable value charge within 24 ⁴ months (Sample size: 94*) ³	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>20%</td><td>23%</td><td>28%</td><td>26%</td><td>24%</td><td>28%</td><td>16%</td><td>27%</td><td>11%</td><td>10%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	20%	23%	28%	26%	24%	28%	16%	27%	11%	10%	37% to 10% Average: 23%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	20%	23%	28%	26%	24%	28%	16%	27%	11%	10%															
Aware of WaterSure tariff (Sample size: 200*)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>5%</td><td>10%</td><td>8%</td><td>15%</td><td>9%</td><td>14%</td><td>11%</td><td>10%</td><td>18%</td><td>11%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	5%	10%	8%	15%	9%	14%	11%	10%	18%	11%	17% to 9% Average: 12%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	5%	10%	8%	15%	9%	14%	11%	10%	18%	11%															
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 200*) ⁵	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td></tr> <tr><th>Percentage</th><td>34%</td><td>37%</td></tr> </table>	Year	21	22	Percentage	34%	37%	50% to 32% Average: 37%																	
Year	21	22																							
Percentage	34%	37%																							
Aware of Priority Services (Sample size: 200*) ⁶	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>43%</td><td>41%</td><td>37%</td><td>37%</td><td>41%</td><td>35%</td><td>43%</td><td>49%</td><td>39%</td><td></td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	43%	41%	37%	37%	41%	35%	43%	49%	39%		54% to 39% Average: 48%	Significantly lower than WaSC average. Significant change since last year
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	43%	41%	37%	37%	41%	35%	43%	49%	39%																
Contact																									
Contacted water company with query in last 12 months (Sample size: 199*)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>17%</td><td>17%</td><td>14%</td><td>20%</td><td>18%</td><td>24%</td><td>25%</td><td>25%</td><td>25%</td><td>26%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	17%	17%	14%	20%	18%	24%	25%	25%	25%	26%	26% to 15% Average: 23%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	17%	17%	14%	20%	18%	24%	25%	25%	25%	26%															
Reason for contacting water company was to complain (Sample size: 52 who made contact)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>9%</td><td>6%</td><td>7%</td><td>8%</td><td>0%</td><td>4%</td><td>6%</td><td>4%</td><td>6%</td><td>4%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	9%	6%	7%	8%	0%	4%	6%	4%	6%	4%	7% to 0% Average: 3%	Low base size
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	9%	6%	7%	8%	0%	4%	6%	4%	6%	4%															
Satisfaction with way query handled (Sample size: 52 who made contact)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>60%</td><td>83%</td><td>74%</td><td>69%</td><td>80%</td><td>73%</td><td>71%</td><td>67%</td><td>72%</td><td>65%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	60%	83%	74%	69%	80%	73%	71%	67%	72%	65%	93% to 65% Average: 77%	Low base size
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	60%	83%	74%	69%	80%	73%	71%	67%	72%	65%															



CCW Research Report Water Matters 2022 Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Water on tap																									
Satisfied with colour and appearance of tap water (Sample size: 200)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>92%</td><td>90%</td><td>90%</td><td>91%</td><td>86%</td><td>91%</td><td>92%</td><td>90%</td><td>91%</td><td>92%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	92%	90%	90%	91%	86%	91%	92%	90%	91%	92%	97% to 90% Average: 93%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	92%	90%	90%	91%	86%	91%	92%	90%	91%	92%															
Satisfied with taste and smell (Sample size: 198)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>85%</td><td>86%</td><td>79%</td><td>85%</td><td>81%</td><td>81%</td><td>83%</td><td>86%</td><td>81%</td><td>79%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	85%	86%	79%	85%	81%	81%	83%	86%	81%	79%	93% to 79% Average: 87%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	85%	86%	79%	85%	81%	81%	83%	86%	81%	79%															
Satisfied with hardness/softness (Sample size: 196)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>49%</td><td>61%</td><td>55%</td><td>55%</td><td>45%</td><td>49%</td><td>53%</td><td>47%</td><td>40%</td><td>46%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	49%	61%	55%	55%	45%	49%	53%	47%	40%	46%	92% to 46% Average: 69%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	49%	61%	55%	55%	45%	49%	53%	47%	40%	46%															
Satisfied with safety (Sample size: 193)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>90%</td><td>88%</td><td>89%</td><td>85%</td><td>86%</td><td>91%</td><td>90%</td><td>90%</td><td>87%</td><td>84%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	90%	88%	89%	85%	86%	91%	90%	90%	87%	84%	95% to 84% Average: 91%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	90%	88%	89%	85%	86%	91%	90%	90%	87%	84%															
Satisfied with reliability of supply (Sample size: 200)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>97%</td><td>95%</td><td>93%</td><td>94%</td><td>96%</td><td>92%</td><td>93%</td><td>93%</td><td>94%</td><td>93%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	97%	95%	93%	94%	96%	92%	93%	93%	94%	93%	100% to 91% Average: 95%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	97%	95%	93%	94%	96%	92%	93%	93%	94%	93%															
Satisfied with water pressure (Sample size: 200)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>87%</td><td>87%</td><td>80%</td><td>87%</td><td>81%</td><td>81%</td><td>85%</td><td>82%</td><td>82%</td><td>86%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	87%	87%	80%	87%	81%	81%	85%	82%	82%	86%	96% to 84% Average: 88%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	87%	87%	80%	87%	81%	81%	85%	82%	82%	86%															
A sewerage system that works																									
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 151)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>64%</td><td>80%</td><td>78%</td><td>68%</td><td>70%</td><td>65%</td><td>81%</td><td>72%</td><td>60%</td><td>71%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	64%	80%	78%	68%	70%	65%	81%	72%	60%	71%	82% to 64% Average: 74%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	64%	80%	78%	68%	70%	65%	81%	72%	60%	71%															
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 157)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>68%</td><td>85%</td><td>86%</td><td>67%</td><td>73%</td><td>74%</td><td>77%</td><td>76%</td><td>62%</td><td>71%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	68%	85%	86%	67%	73%	74%	77%	76%	62%	71%	81% to 61% Average: 75%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	68%	85%	86%	67%	73%	74%	77%	76%	62%	71%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 160)	<table border="1"> <tr><th>Year</th><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><td>22</td></tr> <tr><th>Percentage</th><td>69%</td><td>82%</td><td>80%</td><td>70%</td><td>67%</td><td>68%</td><td>69%</td><td>70%</td><td>45%</td><td>54%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	69%	82%	80%	70%	67%	68%	69%	70%	45%	54%	69% to 32% Average: 57%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	69%	82%	80%	70%	67%	68%	69%	70%	45%	54%															



CCW Research Report Water Matters 2022 Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Satisfied with company actions to minimise sewer flooding (Sample size: 165)	<table border="1"> <caption>Satisfaction with company actions to minimise sewer flooding (2013-2022)</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>13</td><td>67%</td></tr> <tr><td>14</td><td>84%</td></tr> <tr><td>15</td><td>77%</td></tr> <tr><td>16</td><td>70%</td></tr> <tr><td>17</td><td>74%</td></tr> <tr><td>18</td><td>68%</td></tr> <tr><td>19</td><td>73%</td></tr> <tr><td>20</td><td>68%</td></tr> <tr><td>21</td><td>54%</td></tr> <tr><td>22</td><td>56%</td></tr> </tbody> </table>	Year	Percentage	13	67%	14	84%	15	77%	16	70%	17	74%	18	68%	19	73%	20	68%	21	54%	22	56%	73% to 47% Average: 63%	
Year	Percentage																								
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19	73%																								
20	68%																								
21	54%																								
22	56%																								

Sample profile

Sample profile for Thames Water	(Sample size: 200*)
Gender	
Male	44%
Female	56%
Age	
18-29	8%
30-44	24%
45-59	35%
60-74	21%
75+	13%
SEC	
Higher managerial, administrative & professional occupations	49%
Intermediate occupations	24%
Routine & manual occupations	16%
Never worked and long-term unemployed/full-time students	10%
Refused	2%
Water meter	
Proportion having a water meter	51%

- Statistical reliability on sample size of 200 is +/- 6.8%

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

² Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *

³ Question filtered on unmetered households as per the main report.

⁴ Question text amended in 2018 to '24 months' (prior to this was '12 months').

⁵ Question changed to Yes/No option in 2021 so data not comparable with previous years.

⁶ Question wording changed in 2014.