

Results for United Utilities	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: 700) 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>95%</td><td>94%</td><td>92%</td><td>95%</td><td>92%</td><td>90%</td><td>93%</td><td>94%</td><td>89%</td><td>94%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	95%	94%	92%	95%	92%	90%	93%	94%	89%	94%	98% to 83% Average: 92%	Significant change since last year
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	95%	94%	92%	95%	92%	90%	93%	94%	89%	94%															
Overall satisfaction with sewerage services (Sample size: 662)	<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>89%</td><td>93%</td><td>93%</td><td>90%</td><td>89%</td><td>87%</td><td>87%</td><td>87%</td><td>82%</td><td>85%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	89%	93%	93%	90%	89%	87%	87%	87%	82%	85%	87% to 62% Average: 80%	Significantly higher than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	89%	93%	93%	90%	89%	87%	87%	87%	82%	85%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 691)	<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>75%</td><td>73%</td><td>68%</td><td>73%</td><td>71%</td><td>76%</td><td>77%</td><td>71%</td><td>77%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	64%	75%	73%	68%	73%	71%	76%	77%	71%	77%	86% to 67% Average: 75%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	64%	75%	73%	68%	73%	71%	76%	77%	71%	77%															
Satisfied with value for money of sewerage services (Sample size: 645)	<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>78%</td><td>80%</td><td>72%</td><td>77%</td><td>80%</td><td>79%</td><td>81%</td><td>79%</td><td>81%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	68%	78%	80%	72%	77%	80%	79%	81%	79%	81%	84% to 64% Average: 79%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	68%	78%	80%	72%	77%	80%	79%	81%	79%	81%															
Views on fairness and affordability of charges																									
Agree water and sewerage charges are affordable (Sample size: 693)	<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>78%</td><td>76%</td><td>73%</td><td>73%</td><td>74%</td><td>80%</td><td>83%</td><td>74%</td><td>76%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	62%	78%	76%	73%	73%	74%	80%	83%	74%	76%	85% to 68% Average: 76%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	62%	78%	76%	73%	73%	74%	80%	83%	74%	76%															
Agree charges are fair (Sample size: 681)	<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>48%</td><td>68%</td><td>62%</td><td>59%</td><td>60%</td><td>62%</td><td>65%</td><td>68%</td><td>58%</td><td>64%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	48%	68%	62%	59%	60%	62%	65%	68%	58%	64%	76% to 53% Average: 65%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	48%	68%	62%	59%	60%	62%	65%	68%	58%	64%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 676)	<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>65%</td><td>78%</td><td>75%</td><td>69%</td><td>69%</td><td>70%</td><td>70%</td><td>72%</td><td>65%</td><td>70%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	65%	78%	75%	69%	69%	70%	70%	72%	65%	70%	76% to 49% Average: 66%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	65%	78%	75%	69%	69%	70%	70%	72%	65%	70%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 697)	<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>7.03</td><td>8.00</td><td>7.80</td><td>7.72</td><td>7.77</td><td>7.66</td><td>7.86</td><td>8.09</td><td>7.45</td><td>7.41</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Score	7.03	8.00	7.80	7.72	7.77	7.66	7.86	8.09	7.45	7.41	7.81 to 6.26 Average: 7.27	
Year	13	14	15	16	17	18	19	20	21	22															
Score	7.03	8.00	7.80	7.72	7.77	7.66	7.86	8.09	7.45	7.41															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 688)	<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>72%</td><td>70%</td><td>74%</td><td>74%</td><td>74%</td><td>74%</td><td>66%</td><td>70%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	67%	76%	72%	70%	74%	74%	74%	74%	66%	70%	76% to 67% Average: 71%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	67%	76%	72%	70%	74%	74%	74%	74%	66%	70%															

Results for United Utilities	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Aware of free meter option (Sample size: 350*) 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>67%</td><td>58%</td><td>67%</td><td>70%</td><td>71%</td><td>73%</td><td>73%</td><td>69%</td><td>74%</td><td>69%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	67%	58%	67%	70%	71%	73%	73%	69%	74%	69%	76% to 47% Average: 64%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	67%	58%	67%	70%	71%	73%	73%	69%	74%	69%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 349*) 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>31%</td><td>35%</td><td>33%</td><td>28%</td><td>38%</td><td>28%</td><td>33%</td><td>34%</td><td>31%</td><td>30%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	31%	35%	33%	28%	38%	28%	33%	34%	31%	30%	37% to 10% Average: 23%	Significantly higher than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	31%	35%	33%	28%	38%	28%	33%	34%	31%	30%															
Aware of WaterSure tariff (Sample size: 701*)	<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>11%</td><td>7%</td><td>7%</td><td>6%</td><td>8%</td><td>7%</td><td>8%</td><td>12%</td><td>9%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	9%	11%	7%	7%	6%	8%	7%	8%	12%	9%	17% to 9% Average: 12%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	9%	11%	7%	7%	6%	8%	7%	8%	12%	9%															
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 701*) ⁴	<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></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>35%</td><td>32%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage									35%	32%	50% to 32% Average: 37%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage									35%	32%															
Aware of Priority Services. (Sample size: 701*) ⁵	<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>52%</td><td>51%</td><td>45%</td><td>46%</td><td>43%</td><td>49%</td><td>49%</td><td>51%</td><td>51%</td><td></td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	52%	51%	45%	46%	43%	49%	49%	51%	51%		54% to 39% Average: 48%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	52%	51%	45%	46%	43%	49%	49%	51%	51%																
Contact																									
Contacted water company with query in last 12 months (Sample size: 701*)	<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>13%</td><td>14%</td><td>17%</td><td>16%</td><td>16%</td><td>21%</td><td>15%</td><td>17%</td><td>19%</td><td>17%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	13%	14%	17%	16%	16%	21%	15%	17%	19%	17%	26% to 15% Average: 23%	Significantly lower than WaSC average
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	13%	14%	17%	16%	16%	21%	15%	17%	19%	17%															
Reason for contacting water company was to complain (Sample size: 118 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>8%</td><td>11%</td><td>9%</td><td>5%</td><td>3%</td><td>1%</td><td>5%</td><td>2%</td><td>2%</td><td>3%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	8%	11%	9%	5%	3%	1%	5%	2%	2%	3%	7% to 0% Average: 3%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	8%	11%	9%	5%	3%	1%	5%	2%	2%	3%															
Satisfaction with way query handled (Sample size: 118 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>77%</td><td>84%</td><td>73%</td><td>85%</td><td>83%</td><td>85%</td><td>91%</td><td>87%</td><td>75%</td><td>77%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	77%	84%	73%	85%	83%	85%	91%	87%	75%	77%	93% to 65% Average: 77%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	77%	84%	73%	85%	83%	85%	91%	87%	75%	77%															

Results for United Utilities	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: 700)	<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>94%</td><td>95%</td><td>94%</td><td>96%</td><td>92%</td><td>92%</td><td>94%</td><td>95%</td><td>89%</td><td>94%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	94%	95%	94%	96%	92%	92%	94%	95%	89%	94%	97% to 90% Average: 93%	Significant change since last year
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	94%	95%	94%	96%	92%	92%	94%	95%	89%	94%															
Satisfied with taste and smell (Sample size: 693)	<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>90%</td><td>90%</td><td>89%</td><td>89%</td><td>89%</td><td>90%</td><td>90%</td><td>81%</td><td>89%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	90%	90%	90%	89%	89%	89%	90%	90%	81%	89%	93% to 79% Average: 87%	Significant change since last year
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	90%	90%	90%	89%	89%	89%	90%	90%	81%	89%															
Satisfied with hardness/softness (Sample size: 661)	<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>88%</td><td>91%</td><td>89%</td><td>90%</td><td>86%</td><td>85%</td><td>90%</td><td>87%</td><td>78%</td><td>86%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	88%	91%	89%	90%	86%	85%	90%	87%	78%	86%	92% to 46% Average: 69%	Significantly higher than WaSC average Significant change since last year
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	88%	91%	89%	90%	86%	85%	90%	87%	78%	86%															
Satisfied with safety (Sample size: 682)	<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>93%</td><td>94%</td><td>93%</td><td>92%</td><td>92%</td><td>92%</td><td>94%</td><td>95%</td><td>87%</td><td>94%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	93%	94%	93%	92%	92%	92%	94%	95%	87%	94%	95% to 84% Average: 91%	Significant change since last year
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	93%	94%	93%	92%	92%	92%	94%	95%	87%	94%															
Satisfied with reliability of supply (Sample size: 700)	<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>99%</td><td>97%</td><td>97%</td><td>97%</td><td>94%</td><td>95%</td><td>96%</td><td>97%</td><td>95%</td><td>96%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	99%	97%	97%	97%	94%	95%	96%	97%	95%	96%	100% to 91% Average: 95%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	99%	97%	97%	97%	94%	95%	96%	97%	95%	96%															
Satisfied with water pressure (Sample size: 699)	<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>91%</td><td>88%</td><td>89%</td><td>90%</td><td>88%</td><td>84%</td><td>89%</td><td>88%</td><td>85%</td><td>89%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	91%	88%	89%	90%	88%	84%	89%	88%	85%	89%	96% to 84% Average: 88%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	91%	88%	89%	90%	88%	84%	89%	88%	85%	89%															
A sewerage system that works																									
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 518)	<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>71%</td><td>86%</td><td>81%</td><td>74%</td><td>76%</td><td>77%</td><td>79%</td><td>80%</td><td>76%</td><td>76%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	71%	86%	81%	74%	76%	77%	79%	80%	76%	76%	82% to 64% Average: 74%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	71%	86%	81%	74%	76%	77%	79%	80%	76%	76%															
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 550)	<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>74%</td><td>91%</td><td>88%</td><td>80%</td><td>83%</td><td>83%</td><td>83%</td><td>84%</td><td>77%</td><td>78%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	74%	91%	88%	80%	83%	83%	83%	84%	77%	78%	81% to 61% Average: 75%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	74%	91%	88%	80%	83%	83%	83%	84%	77%	78%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 506)	<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>78%</td><td>94%</td><td>90%</td><td>80%</td><td>85%</td><td>81%</td><td>81%</td><td>82%</td><td>62%</td><td>58%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Percentage	78%	94%	90%	80%	85%	81%	81%	82%	62%	58%	69% to 32% Average: 57%	
Year	13	14	15	16	17	18	19	20	21	22															
Percentage	78%	94%	90%	80%	85%	81%	81%	82%	62%	58%															

Results for United Utilities	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: 555)	<table border="1"> <caption>Percentage of household customers satisfied with company actions to minimise sewer flooding</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>13</td><td>76%</td></tr> <tr><td>14</td><td>91%</td></tr> <tr><td>15</td><td>88%</td></tr> <tr><td>16</td><td>76%</td></tr> <tr><td>17</td><td>78%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>78%</td></tr> <tr><td>20</td><td>78%</td></tr> <tr><td>21</td><td>64%</td></tr> <tr><td>22</td><td>66%</td></tr> </tbody> </table>	Year	Percentage	13	76%	14	91%	15	88%	16	76%	17	78%	18	77%	19	78%	20	78%	21	64%	22	66%	73% to 47% Average: 63%	
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22	66%																								

Sample profile

Sample profile for United Utilities	(Sample size: 701*)
Gender	
Male	44%
Female	56%
Age	
18-29	3%
30-44	18%
45-59	34%
60-74	27%
75+	19%
SEC	
Higher managerial, administrative & professional occupations	49%
Intermediate occupations	20%
Routine & manual occupations	23%
Never worked and long-term unemployed/ Full-time students	6%
Refused	2%
Water meter	
Proportion having a water meter	50%

- Statistical reliability on sample size of 701 is +/- 3.46%

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 household as per the main report.

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

⁵ Question wording changed in 2014.