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The voice for water consumers  
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## Water Matters

Household customers' views on their  
water & sewerage services 2022

April 2023

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## Executive Summary

Every year since 2006, the Water Matters survey has asked a representative sample of water bill payers from households in England and Wales for their views and experiences of their water, sewerage services, and related charges.

Overview of methodology:

- This year's survey consisted of 5,502 telephone interviews with household water bill payers.
- Fieldwork was undertaken between 29<sup>th</sup> June 2022 and 9<sup>th</sup> January 2023.
- A minimum of 200 interviews were carried out with each Water & Sewerage Company (WaSC) and 150 with each Water only Company (WoC)<sup>1</sup>.
- All companies were given the opportunity to boost their sample. In 2022, 6 WaSCs and 2 WoCs opted for this and their sample size is larger as a result<sup>2</sup>.

There is a further adjustment to the number of interviews conducted this year, continuing the changes made in 2021 following shifts in ownership for some WoCs:

Reporting on the Affinity Water companies is now shown as one company rather than three. As a result, the number of interviews has been reduced to 250 rather than 450 overall to align with other merged companies. The breakdown of the interviews is as follows (proportioned to the number of connections for each region):

- Affinity Water Central (224 interviews)
- Affinity Water East (13 interviews)
- Affinity Water South East (13 interviews)

Customers' views are described for England and Wales; for England and Wales separately; for the 11 companies that supply water and sewerage services and the 8 companies that supply just water; and by each water company<sup>3</sup>. This includes twelve-year trend analysis<sup>4</sup> to determine the direction of travel – upward trend, flat or downward trend – for each measure, but only 10 individual years of results to make it easier for the reader to view.

## Key Findings

### Satisfaction with water and sewerage services

**Satisfaction with water services has remained very high in 2022, and satisfaction with some individual aspects has increased significantly.**

- In 2022, 92% of customers in England and Wales are satisfied with their water supply; satisfaction has been consistent over the last twelve years (Figure 1)<sup>5</sup>.
- Overall satisfaction with water supply is higher in Wales compared to England in 2021 (95% vs. 92% for water respectively). This difference is not significant.

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<sup>1</sup> Affinity Water were assigned 250 interviews.

<sup>2</sup> Companies are given the opportunity to boost their sample size, as the larger the sample size, the smaller the confidence interval/margin of error (i.e. the surer a company can be that the data truly reflects the opinions of their customers). However, if companies choose to boost, this means that the number of interviews in their area will be out of proportion to their overall size within the population. Since data is weighted, based on total household water connections, the final samples are still representative at national levels.

<sup>3</sup> The views of customers of specific water companies are in the data report which follows.

<sup>4</sup> Trends are analysed over the last twelve years from 2011. Some shorter trends exist (7 years, 9 years). Trend analysis is only conducted when data exists for all the previous years when the question format, routing & text has remained the same over each period.

<sup>5</sup> Only 10 individual years of results are shown on each chart.

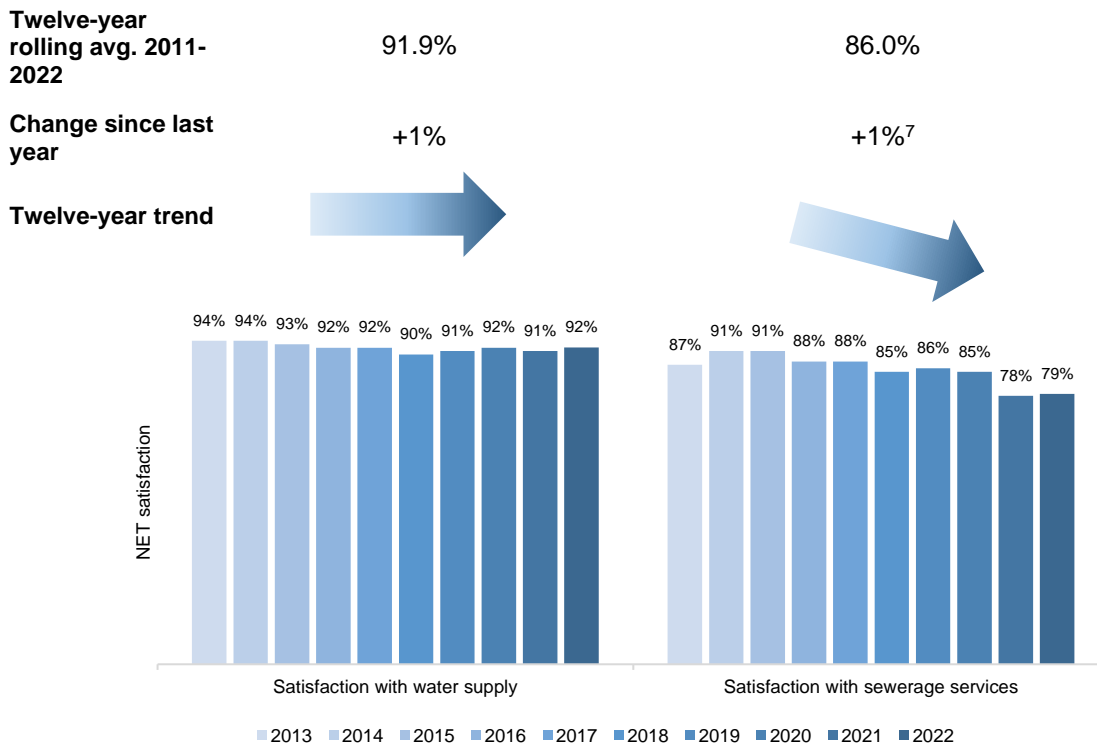


- Satisfaction levels for different aspects of water supply service range from 95%-86%, apart from 'hardness/softness' of water which is consistently lower (65% satisfied in 2022). Satisfaction with some aspects of water supply has increased significantly since 2021: colour and appearance of tap water, hardness/softness and water pressure. Satisfaction with reliability of water supply has decreased significantly but remains the highest rated aspect.

**Satisfaction with individual sewerage elements continues to perform worse than satisfaction with water services**

- In 2022, 79% of customers in England and Wales are satisfied with their sewerage services, a 1 percentage point increase since 2021.
- Satisfaction with different elements of sewerage services ranges from 74%-53% (maintaining sewers and drains, reducing smells, cleaning wastewater and minimising sewer flooding). There has been a significant decrease in satisfaction with minimising sewer flooding since 2021 (from 64% to 61% in 2022).
- However, customers are more satisfied with their energy services (gas and electricity) and their water service, than they are with their sewerage service.

**Figure 1. Overall satisfaction with water and sewerage services<sup>6</sup>**



<sup>6</sup> The rolling twelve-year averages are calculated based on the total valid base of weighted data at each time point. The twelve-year trends are assessed using the Mann-Kendall method (Mann 1945, Kendall 1975). The Mann-Kendall analysis is applied to exponentially smoothed, transformed data rather than the raw data.

<sup>7</sup> Graph figures are rounded to the nearest 1%, whereas the year-on-year change figure is calculated to the exact percent figure – e.g. 2020 = 85.2646158607483% and 2021 = 77.5291239237991%; therefore the percentage change is -7.7354919369492% which is then rounded to 8%.

## Care and trust

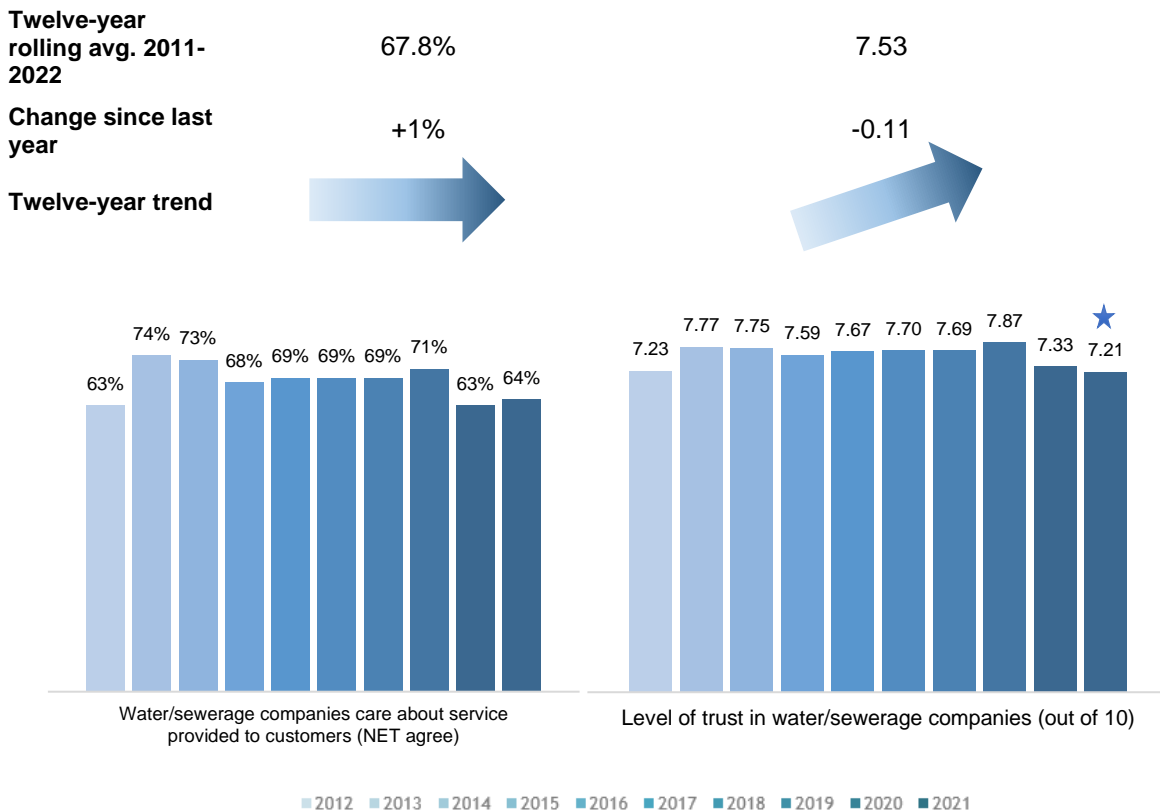
**Just over six in ten customers believe that water companies care about the services they provide.**

- 64% of customers across England and Wales agree that their water company cares about the services they provide, slightly higher than in 2021 (63%). The overall twelve-year trend for England and Wales remains flat (Figure 2).
- Customers in Wales are significantly more likely (76%) than those in England (64%) to agree that their company cares and the 12 year trend is an upward one for customers in Wales (flat for customers in England).

**Customers' trust in water companies has decreased significantly since 2020.**

- 2022 has seen a significant decrease for Trust in water from 7.33<sup>8</sup> in 2021 to 7.21 (Figure 2), the lowest score since monitoring began.
- Despite this, Trust shows an improving trend in both England and Wales over time. Recent drops in performance have not yet affected the overall trend, but continued drops in the future may do so.
- Trust is significantly higher in Wales than in England (7.74 vs. 7.18 respectively).
- Water companies are more trusted than energy companies (7.21 vs. 6.62 respectively).

**Figure 2: Care and trust in water/sewerage companies**



★ Significant difference between 2021 and 2022 data.

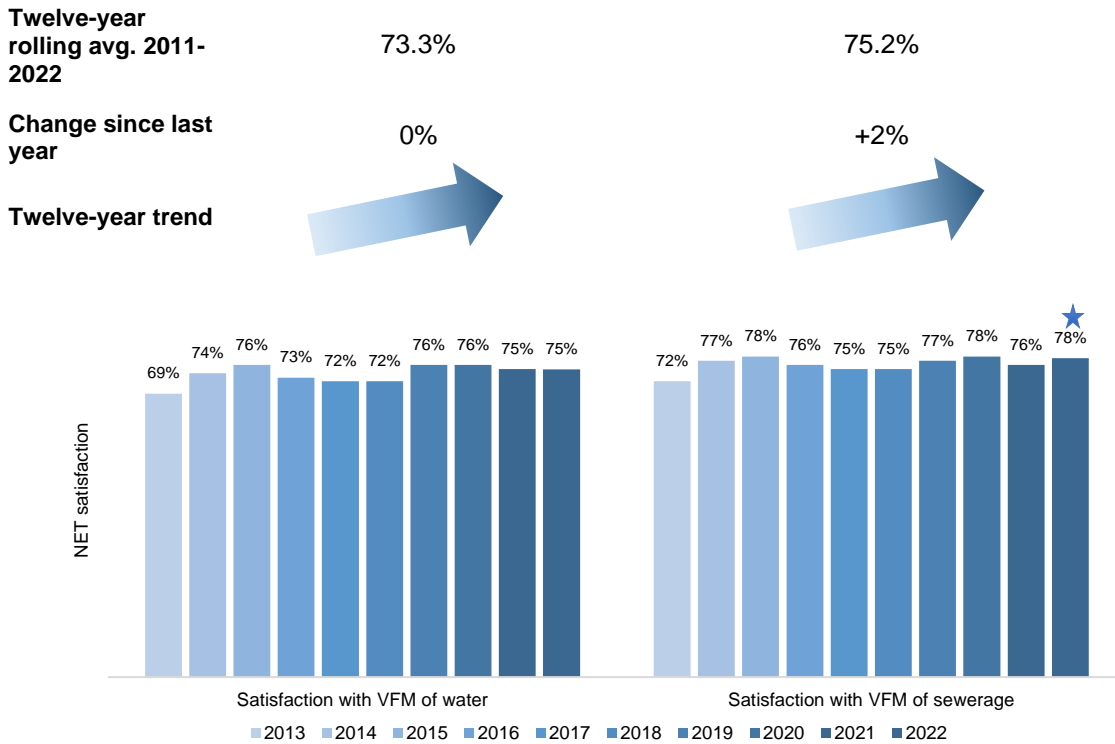
<sup>8</sup> Question is rated on a scale from 1 to 10, where 1 is 'do not trust them at all' to 10 'completely trust them'. The figure reported here is an average of all trust scores.

## Value for money

**Satisfaction with value for money of water remains unchanged for 2022, however satisfaction with sewerage services has increased significantly.**

- 75% of customers in England and Wales are satisfied with the value for money of their water services. The twelve-year trend is an upward one (Figure 3).
- 78% of customers in England and Wales are satisfied with the value for money of their sewerage services and this increased significantly since 2021 (76%). The twelve-year trend is an upward one (Figure 3).

**Figure 3: Satisfaction with value for money of water and sewerage services**



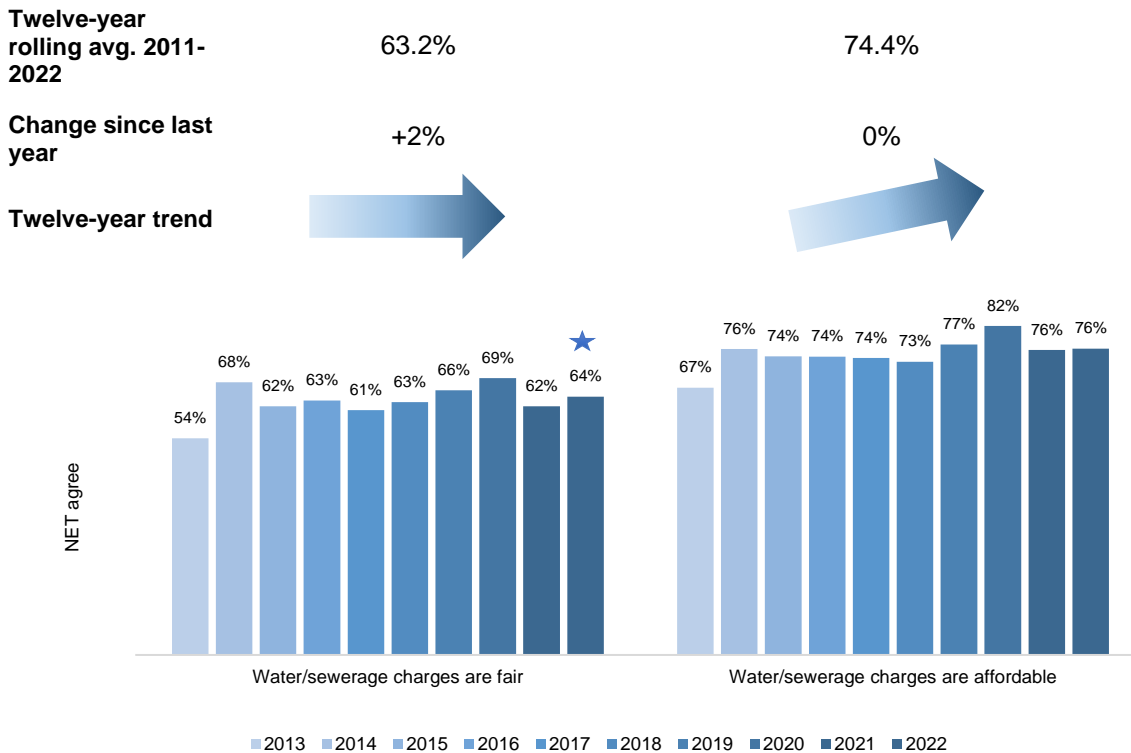
★ Significant difference between 2021 and 2022 data.

## Fairness and affordability of charges

Perceptions of fairness of charges for water/sewerage have increased significantly since 2021; however affordability has remained static .

- In 2022, 64% of customers in England and Wales agree that the charges they pay are fair, a significant increase since 2021 (62%).
- More customers agree that their charges are affordable than fair, 76% in England and Wales in 2022 (Figure 4). However, the proportion of customers *disagreeing* that their charges are affordable has increased significantly since last year (12% in 2022 vs. 10% in 2021).

**Figure 4: Fairness and affordability of water/sewerage charges**



## Change in financial situation over the last year

Over half of customers say their financial situation had got worse since last year.

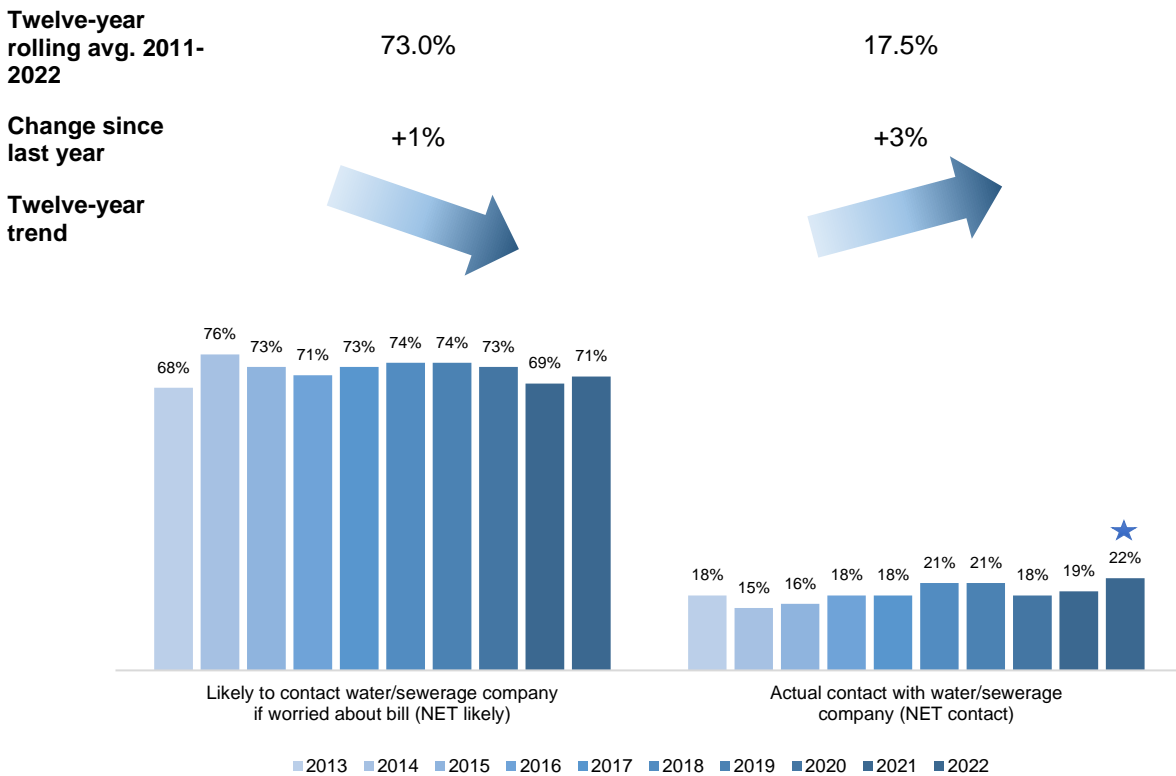
- In 2022, 53% say their household finances have got worse over the last year, a significant increase from 2021 (34%). Two-fifths say they had remained unchanged (40%) and the remaining 7% said they had got better.
- A similar proportion of customers in Wales say their financial situation had got worse over the last year (54% compared with 53% in England).

## Contact with water companies

The twelve-year trend for likelihood to contact your water company if worried about the bill is a downward trend, though actual contact is an upward trend over the same period.

- Seven in ten customers (71%) in England and Wales would be likely to contact their supplier if they had a problem with their bill (Figure 5). However, over the last twelve years, likelihood to contact has fallen significantly from 82% in 2011.
- Over one in five customers (22%) in England and Wales contacted their water/sewerage company in 2022, a significant increase since 2021 (19%). The main reason for contact was a billing enquiry.
- In 2022, 76% of customers in England and Wales who contacted their water/sewerage company in the last year are satisfied with how it went overall. Satisfaction with specific aspects of contact handling ranges from 80% to 69% (including ease of contact, quality of information, knowledge/ professionalism, resolution and kept informed).

**Figure 5: Likelihood to contact if worried about bill and level of actual contact with water/sewerage company**



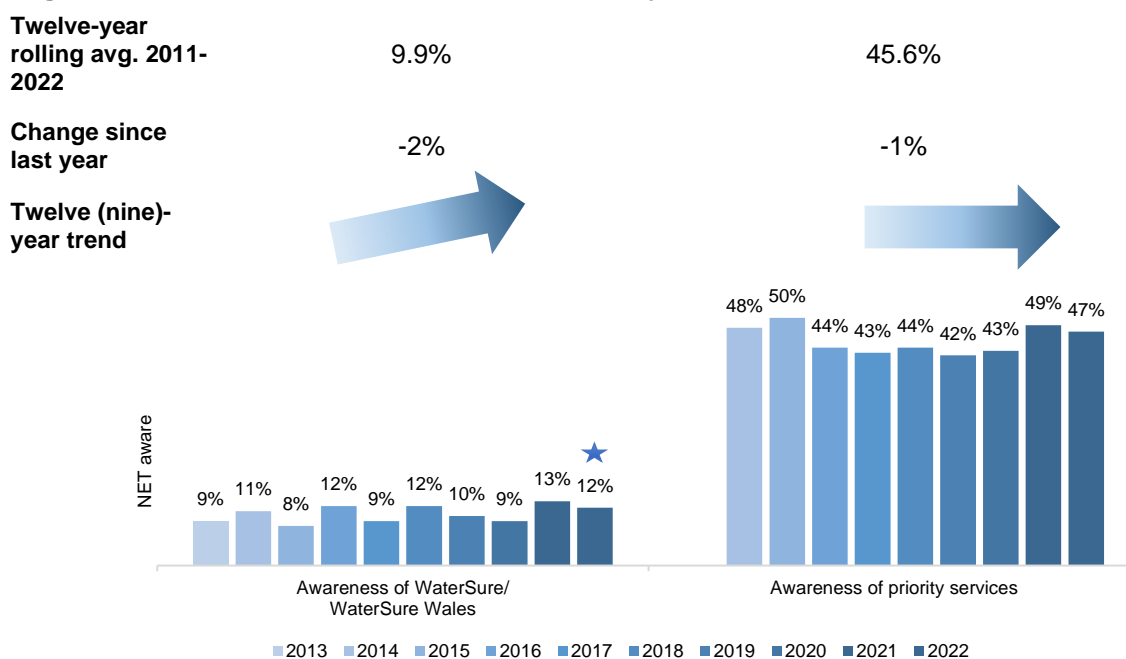
★ Significant difference between 2021 and 2022 data.

## Awareness of WaterSure support tariff<sup>9</sup> and Priority Services

**Awareness of WaterSure/WaterSure Wales has decreased this year, but the overall trend remains upward and the nine-year trend is flat for awareness of Priority Services.**

- Awareness of the WaterSure tariff has decreased significantly to 12% in England and Wales, from 13% in 2021 although the twelve year trend remains upward.
- 47% of customers in England and Wales are aware of Priority Services. This has decreased significantly since 2021 (49%), however the nine-year trend now shows a flat trend from a previously downward one.
- Over one third (37%) are aware that their water company offers reduced bills to some households, whose sometimes struggle to pay their bills because of their financial circumstances, no change since 2021 when the question was introduced.

**Figure 6: Awareness of WaterSure and Priority Services<sup>10</sup>**



★ Significant difference between 2021 and 2022 data.

## Communication about services, plans and additional services

**When asked how well their water/water and sewerage company communicates with them about its services and plans and the availability of support such as WaterSure and Priority or additional services, half say they are good.**

- Across England and Wales, 51% of customers say that the communications from their companies are good, slightly higher than in 2020 (50%). 25% of these say the main reason for having this view is that they receive regular communications.
- On the other hand, 22% of customers say that the communications are poor and 32% say this is because they don't recall any communication/correspondence apart from their bill.

<sup>9</sup> WaterSure is a system set up to provide a reduction in charges for customers on a low income and whose water is supplied by a meter.

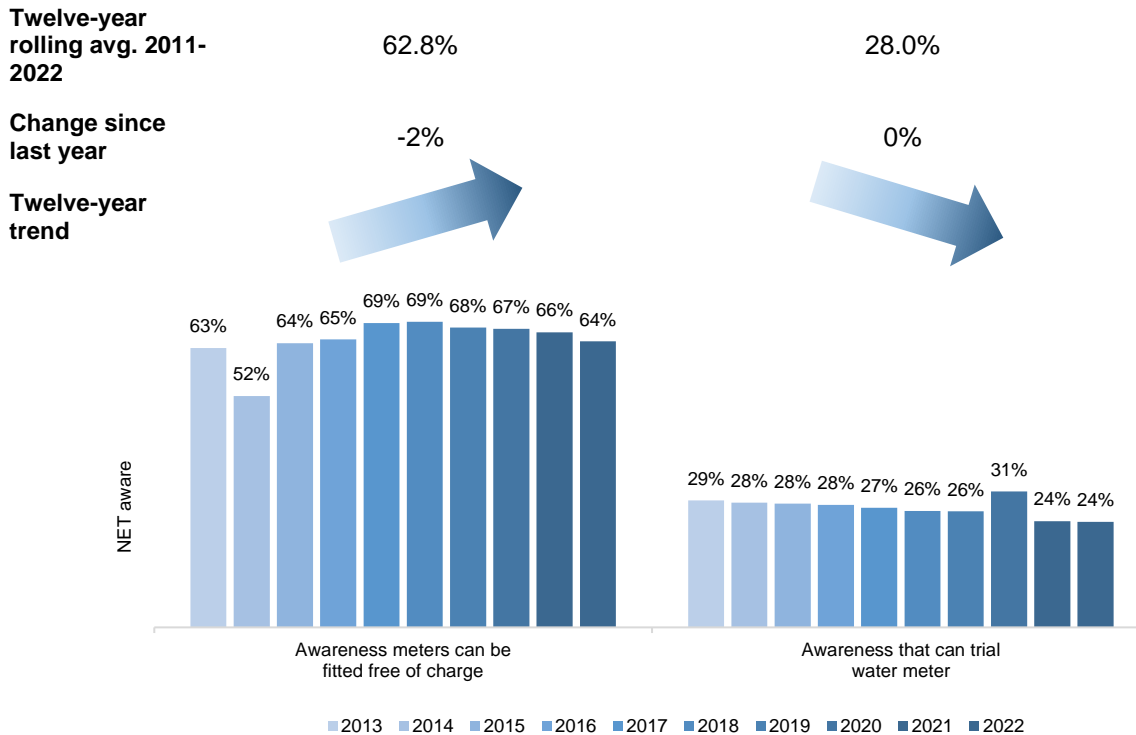
<sup>10</sup> The trend for awareness of priority services is measured over seven years, from 2014 due to a change in question wording.

## Water meters

**Awareness of the free meter scheme has increased since 2011; however, only a minority of customers are aware that a meter can be fitted on a trial basis.**<sup>1112</sup>

- Less than two-thirds of unmetered customers in England and Wales are aware of the free meter scheme (64%), a slight decrease since 2021 (though not significant); the twelve-year trend shows increasing awareness of the free meter scheme (Figure 7).
- However, only 24% of customers in England and Wales are aware of the trial period, the same as 2021.

**Figure 7: Awareness meters can be fitted for free and can be trialed**



<sup>11</sup> Awareness is measured only in water company areas where the free meter trial scheme has not been discontinued due to universal metering programmes, and only amongst customers from households that do not already have a water meter.

<sup>12</sup> Historical figures may have changed due to 'Not stated' responses being removed from the base.

## Satisfaction with customer services/overall experience

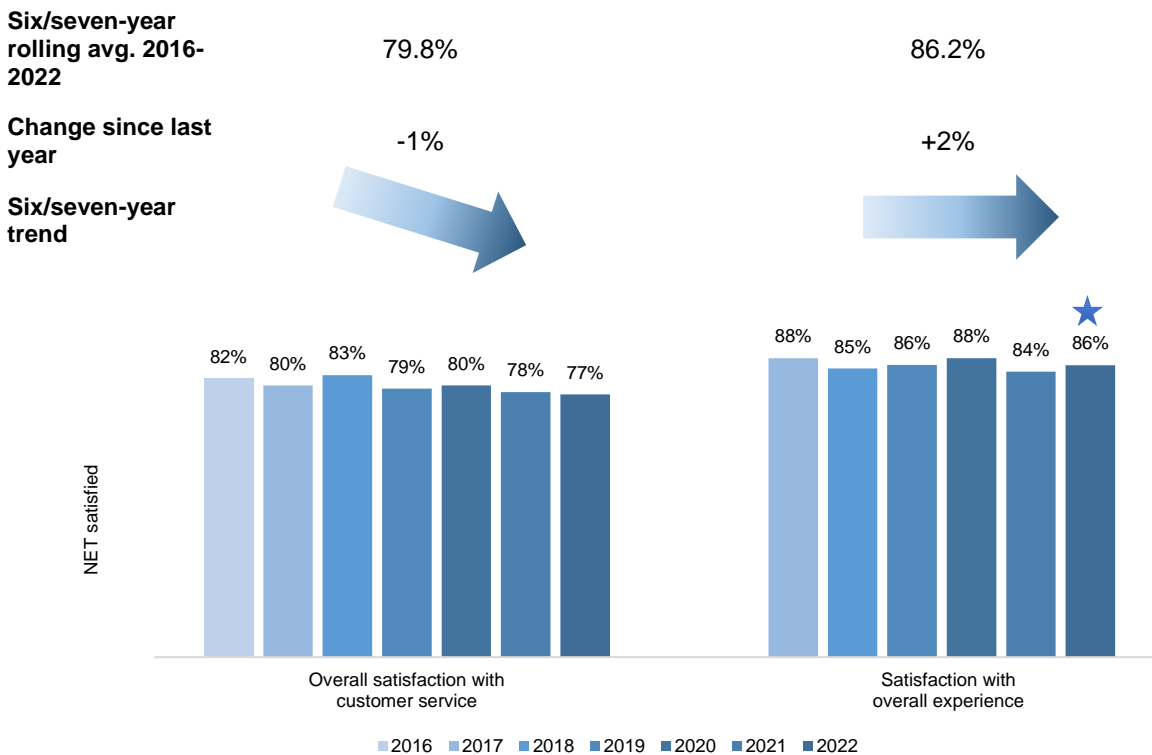
**Overall satisfaction with customer services has fallen over the last seven years.**

- When asked to consider customer services more generally, including the frequency and content of bills, meter readings and payment options, 77% of customers in England and Wales are satisfied, a slight decrease since 2021 (78%).
- The main reason for dissatisfaction continues to be the lack of communication/information.

**The trend for satisfaction with overall experience remains static since the question was introduced, but there have been increases in performance in 2022.**

- When asked to think about their overall experience of water and/or sewerage service, including the provision of services, as well as charges, customer services and billing, 86% of customers in England and Wales are satisfied, a significant increase since 2021 (84%).

**Figure 8: Satisfaction with customer services/overall experience**



★ Significant difference between 2021 and 2022 data.

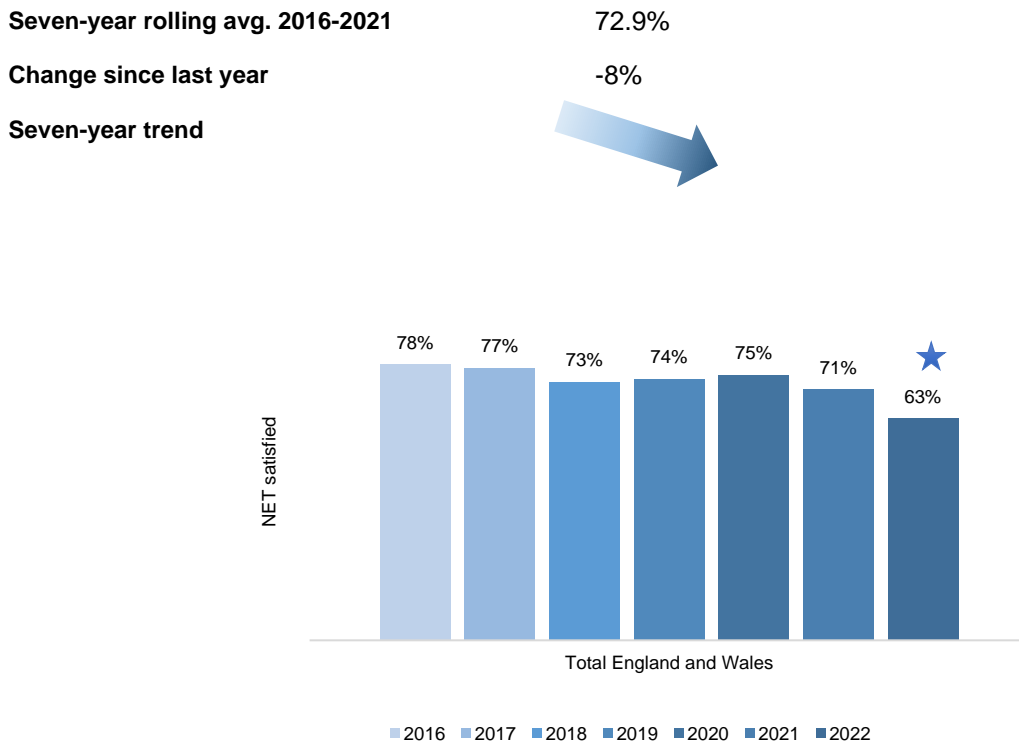


## Views on the longer term availability and accessibility of water

Confidence that water supplies will be available without restriction in the longer term has fallen since the question was introduced in 2016.

- Less than two-thirds of customers in England and Wales are confident that in the longer term their water supply will be available without restriction, that is, not subject to hosepipe bans or other restrictions on use (63%), a significant decrease since 2021 (71%). (Figure 9).
- Of customers who are confident that the water supply will be available, over one quarter say this is because they have never had a problem with water shortages (27%), while one in six mentioned that they have never had a hosepipe ban before (19%). However, one in eight (13%) of customers confident that the water supply will be available, say that there will be less water in the future due to climate change.
- Customers who are not confident that the water supply will be available say this is because they have already experienced or thought they would experience restrictions (38%), there will be less water in the future due to climate change (29%) or that they've noticed there has been less rain/more hot weather (29% - significantly higher than 2021 (10%)).

**Figure 9: Confident water will be available**



★ Significant difference between 2021 and 2022 data.

## Protecting the environment

### Less than half of customers are satisfied with how much their water company does to protect the environment.

New questions have been added this year to measure how satisfied customers are with what their water company does to protect the environment and why.

- Only 45% of customers are satisfied with how much their water company does to protect the environment.
- Customers in Wales are significantly more satisfied than in England (56% compared to 44%).
- Over one quarter said their rating was because there is too much pollution/sewage is put into water.

### Key differences in views between customers in England and Wales

- The key differences when comparing England and Wales, and significant differences in trends are highlighted in the table below. Generally, scores on many measures are higher in Wales than in England with the trends being shown in Table 1.

**Table 1: England and Wales significant differences in 2022**

Measures	England		Wales	
	%/n	12-year trend	%/n	12-year trend
Care about services provided	64%	↔	76%	↑
Level of trust	7.18	↑	7.74	↑
Satisfaction with value for money of sewerage services	77%	↑	84%	↑
Aware meters can be fitted free of charge	63%	↑	74%	↑
Overall satisfaction with sewerage services	78%	↓	85%	↔
Confidence in longer term water supply <sup>13</sup>	62%	↓	73%	↓
Overall experience of water/sewerage company <sup>14</sup>	86%	↔	90	↔
Satisfaction with what water company does to protect the environment	44%	n/a	56%	n/a

- There are also significant differences between England and Wales, with higher scores for Wales across most individual attributes about water and sewerage:
  - Safety of drinking water
  - Water pressure
  - Taste and smell of tap water
  - Hardness/softness of water
  - Cleaning waste water properly before releasing it back into the environment
  - Minimising sewer flooding

<sup>13</sup> Seven-year trend.

<sup>14</sup> Six-year trend.

## Methodology

Telephone research was conducted with a random sample of households across England and Wales. Respondents were responsible, either solely or jointly, for paying their household's water bill. Quota controls were set according to the 2011 Census but adjusted based on the bill payer profile found in the online survey conducted by DJS Research in 2014.

Fieldwork took place between 29<sup>th</sup> June 2022 and 9<sup>th</sup> January 2023. This included a pilot survey of 50 customers to review interview length and routing. A total of 5,502 interviews took place which were an average of 19 minutes and 55 seconds long.

At company level, CCW commissioned 200 interviews for each of the 11 WaSCs, 250 for Affinity Water and 150 for the remaining 7 WoCs which equates to 3,500 interviews (3,502 were achieved). As in previous years, each water company was given the opportunity to boost interview numbers and eight companies did so:

- Anglian Water (150 additional interviews)
- Bristol Water (150 additional interviews)
- Dŵr Cymru Welsh Water (200 additional interviews)
- South East (400 additional interviews)
- South West (200 additional interviews)
- Southern Water (200 additional interviews)
- United Utilities (500 additional interviews)
- Yorkshire Water (200 additional interviews)

The additional interviews have been included in the overall report and incorporate the weighting factors applied to the total sample.

As a result of the large sample size for England and Wales we can be 95% confident that the sample result reflects the actual population result to within the margin of error shown in Table 2.

There is a further adjustment to the number of interviews conducted this wave, continuing the changes made in 2021 following shifts in ownership for some WoCs. Reporting on the Affinity Water companies is now shown as one company rather than three. The number of Affinity Water customer interviews included in the research has been reduced from 450 interviews, 150 in each individual Affinity company, to a total sample of 250. The interviews are split proportionally across the 3 Affinity companies, Affinity Central, Affinity South East and Affinity East in line with the total number of household connections that are provided by each individual company and quotas of customers by age, gender and socio-economic classification within each company are monitored. A sample of 250 is necessary and sufficient to ensure that customers from each of the 3 companies and each quota stratum are included in the sample structure and to ensure that the Water Only Benchmark total remains robust and comparable year-on-year. The breakdown of the interviews is as follows (proportioned to the number of connections for each region):

- Affinity Water Central (224 interviews)
- Affinity Water East (13 interviews)
- Affinity Water South East (13 interviews)

Historical data for Affinity is now shown as one company rather than the three separate companies (this data has not been reported previously).

The questionnaire is similar to those used in previous years, although it omits a few questions asked in previous surveys and includes a small number of new questions. This ensures that the survey addresses emerging issues as well as ongoing ones that may be of interest to water customers.

The findings for each WaSC and WoC are reported here on a question-by-question basis; they are also published on CCW's website<sup>15</sup> on a company-by-company basis.

## Analysis

Analysis has been undertaken at total sample level (England and Wales combined), by nation (England versus Wales) and by water company.

The total data is weighted in line with the number of household water supply connections for each water company. All total charts show weighted data but give the unweighted base sizes. All individual company data is unweighted.

The table below shows the statistical reliability for the total sample size, by nation, for each water company and for metered and unmetered households.

**Table 2: Statistical reliability**

	Sample size	10% or 90% ±	30% or 70% ±	50% ±
<b>Total</b>	5,502	0.79	1.21	1.32
<b>England</b>	4,902	0.84	1.28	1.40
<b>Wales</b>	600	2.40	3.67	4.00
<b>Company sample sizes</b>	700	2.22	3.39	3.70
	550	2.51	3.83	4.18
	400	2.94	4.49	4.90
	350	3.14	4.80	5.24
	300	3.39	5.19	5.66
	250	3.72	5.68	6.20
	200	4.16	6.35	6.93
	150	4.80	7.33	8.00
<b>Metered households</b>	3,396	1.01	1.54	1.68
<b>Unmetered households</b>	2,025	1.25	1.91	2.09
<b>Sample size 150:</b> Cambridge Water, Essex & Suffolk Water, Portsmouth Water, South Staffs Water, SES Water				
<b>Sample size 200:</b> Hafren Dyfrdwy, Northumbrian Water, Severn Trent, Thames Water, Wessex Water				
<b>Sample size 250:</b> Affinity Water				
<b>Sample size 300:</b> Bristol Water				
<b>Sample size 350:</b> Anglian Water				
<b>Sample size 400:</b> Dŵr Cymru (Welsh Water), South West Water, Southern Water, Yorkshire Water				
<b>Sample size 550:</b> South East Water				
<b>Sample size 700:</b> United Utilities				

<sup>15</sup> <https://www.ccwater.org.uk/households/company-performance/>

Significant differences between England and Wales, and 2022 cf. 2021 data are highlighted on national charts with a star.

The sample was structured according to the Office of National Statistics (ONS) Census Data, 2011. Full Census Data from 2021 hadn't been published at the start of the 2022 fieldwork, so we weren't able to update quotas.

Quotas were set for each water company, based on gender, age and socio-economic classification (SEC) within each census region that the water company was situated.

In 2014, DJS Research commissioned a face-to-face omnibus survey of 1000 water bill-payers with a representative sample for England and Wales in order to identify the proportion of younger bill payers in England and Wales. The survey discovered that only 27% of 18-29-year olds were responsible for paying their water bill. As a result, the age band quotas used for Water Matters were adjusted accordingly and continue to be so.

The SEC classifications used are:

1. Higher managerial, administrative and professional occupations; lower managerial, administrative and professional occupations.
2. Intermediate occupations; small employers and own account workers.
3. Lower supervisory and technical occupations; semi-routine occupations; routine occupations.
4. Never worked and long-term unemployed.
5. Full-time students.

Water Matters has been a company-level survey for twelve years and to get full value from this data, trend analysis has been conducted across twelve years. Where 'don't know' responses are excluded from reported percentages, the rolling twelve-year averages are calculated using the total valid base (which excludes 'don't know' responses or respondents who refused to answer) of weighted data at each time point to account properly for the changes in proportions of respondents answering each question. Where questions are reported with 'don't know' responses (e.g. awareness questions) the rolling twelve-year averages are based on the total sample size for the water industry in England and Wales, nation (England or Wales) or company as appropriate. Due to limited space on individual company charts, the decision has been taken to only show ten years of individual figures, however 2011 and 2012 have not been removed from any trend calculations.

For consistency in approach to trend analysis between 2011 and 2022, the twelve-year trends are analysed using the Mann-Kendall method (Mann 1945<sup>16</sup>, Kendall 1975<sup>17</sup>). This statistical technique identifies significant upward or downward trends in the reported proportions for each of the key measures. The Mann-Kendall analysis is applied to exponentially smoothed, transformed data rather than the raw data. The raw data is transformed using the arcsine square root transformation to prevent forecasts from passing the lower (0%) or upper (100%) bounds. The smoothing process then produces a weighted average of the year in question and all years preceding (using a conservative smoothing parameter,  $\alpha=0.5$ ) to smooth any spikes or troughs in the reported proportions. The smoothed data determines whether a longer-term increasing or decreasing trend exists (indicated by trend arrows on the charts) which is determined by using a Mann-Kendall test (Gilbert 1987<sup>18</sup>). Twelve-year trend analyses are only conducted when data exists for all of the

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<sup>16</sup>Mann, H.B. 1945. Non-parametric tests against trend, *Econometrica* 13:163-171.

<sup>17</sup>Kendall, M.G. 1975. *Rank Correlation Methods*, 4th edition, Charles Griffin, London.

<sup>18</sup>Gilbert, Richard O. *Statistical Methods for Environmental Pollution Monitoring*. United States: N. p., 1987

previous twelve years and when the question format, routing and text has remained the same over this entire period.

## Changes in 2022

- Comparisons with other utility providers (Trust, Overall satisfaction) have been re-introduced after a one year hiatus
- Consumers who are dissatisfied with their water pressure have been asked whether they contacted their water company about the issue; and, if not, why they didn't.
- Consumers have also been asked if they had experienced any interruptions to their water supply in the past 12 months, either planned or unplanned. Of those that had experienced interruptions, subsequent questions were asked: whether they made contact with their water company about it and, for those that didn't make contact, they were asked why not.
- Finally customers were asked whether they were satisfied or dissatisfied with what their water company does to protect their environment and the reasons for their rating.

## Interpreting the twelve-year trend tables in the chapters which follow

Due to rounding, summed percentages may be  $\pm 1\%$  different from summing individual proportions. For example, in Figure 5, the year-on-year difference for Total England and Wales is shown as 1%. Actual figures are 69.49% in 2021 (shown as 69%) and 70.71% in 2022 (shown as 71%). Although the difference could be shown as 2% (71% minus 69%), it is actually 1.22% and shown as a 1% change.

All data excludes 'don't know' responses, with the exception of questions relating to awareness and open response questions which are reported with 'don't know' responses included.

Weighting has been applied to figures referring to the Total (England and Wales combined), England and Wales by nation and the WoC and WaSC averages. For consistency with previous reports, all figures reported by individual water company are unweighted.

The base sample sizes reported in the WaSC and WoC analysis tables include 'don't know' responses consistent with the layout of previous Water Matters reports. The actual base sizes for each question will vary slightly from these as they exclude 'don't know' answers; in nearly all cases the numbers of 'don't know' responses excluded is so small that there is no difference from the margin of error for the full sample size. Open response questions display coded responses where they are greater than 5% only and are based on all responses.

Significant differences at the 95% confidence interval are shown in the charts with coloured arrows/text:

- ↑ in green indicates a significant upward twelve-year trend, or where the twelve-year average for a specific company is significantly higher than the twelve-year average for aggregate WaSCs or WoCs, or where there has been a significant increase since 2021.
- ↓ in red indicates a significant downward twelve-year trend, or where the twelve-year average for a company is significantly lower than the aggregate for all WaSCs or WoCs, or where there has been a significant fall since 2021.
- $\leftrightarrow$  in black indicates a flat trend where there is no significant change over twelve years, or no difference in the twelve-year company average to the aggregate average for all WaSCs or WoCs, or no significant difference between 2021 and 2022 findings.

Please note: in the tables on the following pages, only the most recent ten years of the twelve-year trends are shown, to keep the graphs readable.

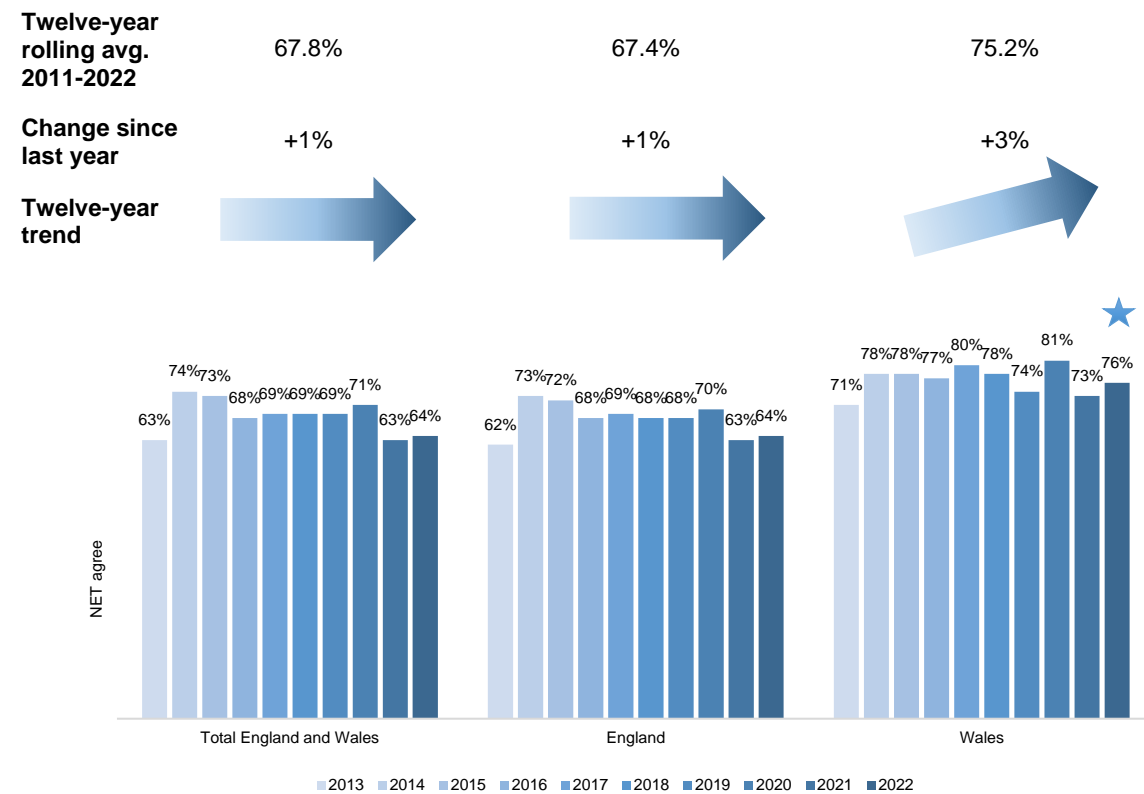
# Chapter 1: Care and trust

This part of the data report covers customer perceptions of how much water companies care about the services they provide, the level of trust they have in their water company and their likelihood to recommend their water and/or sewerage company to friends and family.

## 1.1 Care about service provision

Customers were asked to what extent they agreed or disagreed that their water company cares about the service it provides to its customers. Twelve-year trends for England and Wales, for England and for Wales are shown in Figure 10, with trends for WaSCs and for WoCs in Table 3 and Table 4, which follow.

**Figure 10: Care about service provision**



★ Significant difference between England and Wales 2022

**Table 3: Care about service provision – WaSCs**

Water companies care about service provided to customers	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	67.8%	<p>63% 74% 73% 68% 69% 69% 69% 71% 63% 64%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	n/a	+1%
Total WaSCs (2022 base sample: 3562)	68.4%	<p>63% 74% 73% 70% 69% 69% 69% 71% 64% 66%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	66%	+2%
Anglian Water (2022 base sample: 351)	68.7%	<p>59% 75% 77% 68% 73% 69% 69% 71% 69% 63%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-5%
Dŵr Cymru Welsh Water (2022 base sample: 400)	75.2%	<p>71% 78% 78% 76% 79% 79% 75% 81% 72% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↑	+4%
Hafren Dyfrdwy (2022 base sample: 200)	72.9%	<p>72% 69% 75% 75% 74%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-2%
Northumbrian Water (2022 base sample: 200)	74.0%	<p>72% 78% 77% 79% 73% 75% 71% 76% 73% 68%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-5%
Severn Trent (2022 base sample: 200)	70.4%	<p>65% 75% 72% 74% 69% 72% 74% 76% 66% 70%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+5%
South West Water (2022 base sample: 400)	63.4%	<p>61% 67% 66% 66% 62% 62% 62% 71% 63% 63%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-1%
Southern Water (2022 base sample: 400)	61.0%	<p>58% 68% 68% 67% 61% 62% 62% 62% 49% 49%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	+1%
Thames Water (2022 base sample: 200)	61.3%	<p>55% 66% 67% 61% 61% 60% 60% 60% 53% 60%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+7%



United Utilities (2022 base sample: 701)	69.6%	<p>65% 78% 75% 69% 69% 70% 70% 72% 65% 70%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+6%
Wessex Water (2022 base sample: 200)	73.0%	<p>66% 78% 77% 74% 74% 70% 75% 80% 64% 68%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+4%
Yorkshire Water (2022 base sample: 400)	71.8%	<p>66% 80% 75% 72% 74% 76% 75% 76% 71% 65%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-6%

**Table 4: Care about service provision – WoCs**

Water companies care about service provided to customers	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	67.8%	<p>63% 74% 73% 68% 69% 69% 69% 71% 63% 64%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	n/a	+1%
Total WoCs (2022 base sample: 1940)	65.9%	<p>61% 72% 71% 64% 71% 66% 67% 68% 60% 59%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	59%	-1%
Affinity Water <sup>19</sup> (2022 base sample: 250)	61.3%	<p>50% 69% 66% 60% 66% 61% 65% 66% 56% 57%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	1%
Bristol Water (2022 base sample: 300)	75.2%	<p>72% 77% 77% 65% 81% 74% 82% 80% 75% 70%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-5%
Cambridge Water (2022 base sample: 150)	71.1%	<p>74% 85% 77% 72% 65% 74% 68% 72% 64% 58%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-6%
Essex & Suffolk Water (2022 base sample: 150)	67.1%	<p>68% 67% 66% 68% 67% 69% 64% 74% 64% 65%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	1%

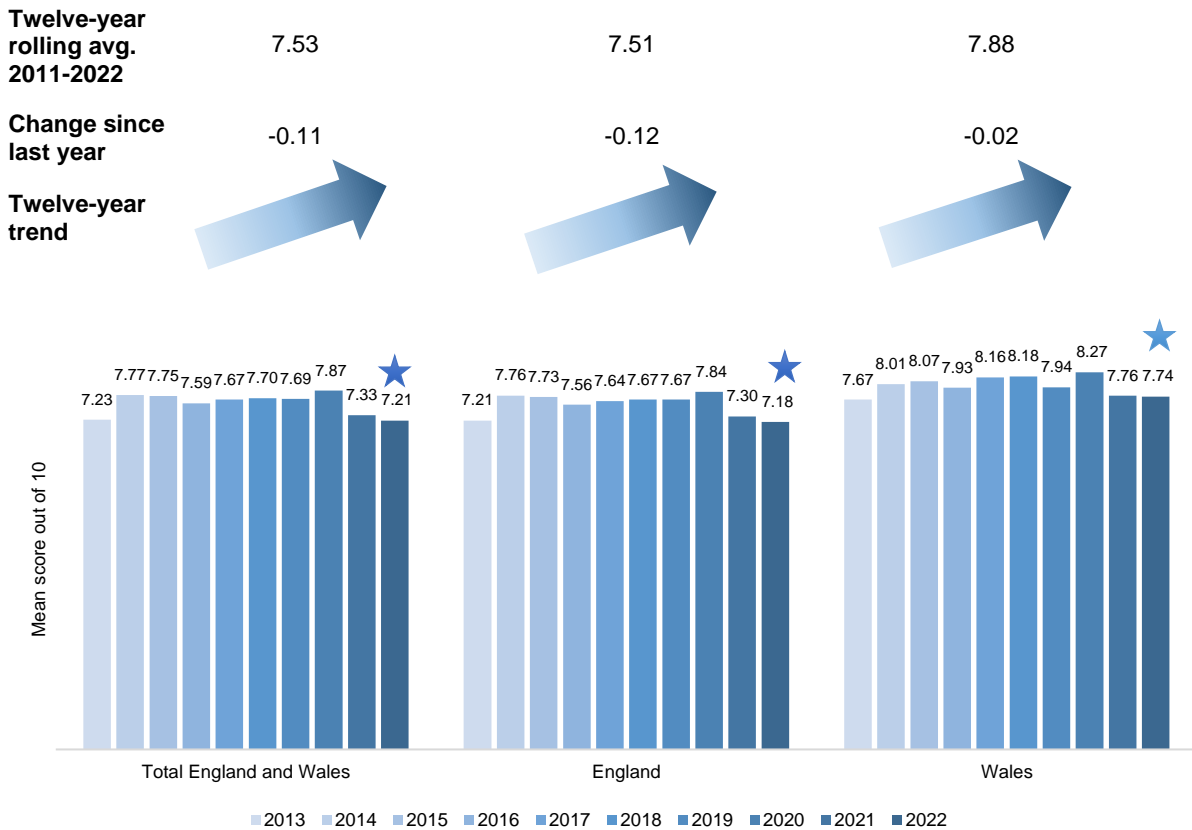
<sup>19</sup> Affinity Water now reported as one company, all years based on combined data.

Portsmouth Water (2022 base sample: 150)	69.1%		↔	↔	-6%
South East Water (2022 base sample: 550)	61.3%		↔	↓	-2%
South Staffs Water (2022 base sample: 150)	68.3%		↔	↔	-4%
SES Water (2022 base sample: 151)	63.5%		↓	↔	-4%

## 1.2 Trust in water/sewerage companies

Customers were asked to what extent they trust their water company on a scale of 1 to 10 with 1 being 'do not trust them at all' and 10 being 'trust them completely'. National level trends are shown in Figure 11 with trends for WaSCs and for WoCs in Table 5 and Table 6, which follow.

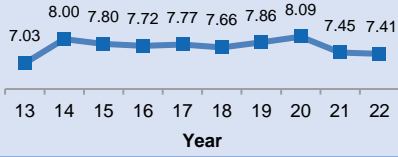
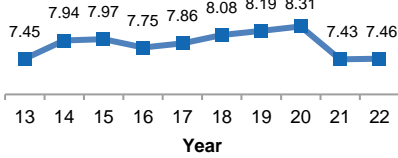
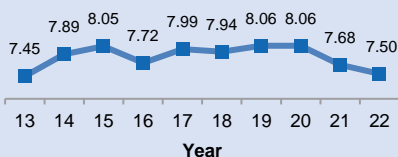
**Figure 11: Trust in water/sewerage companies**



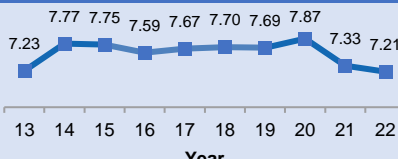
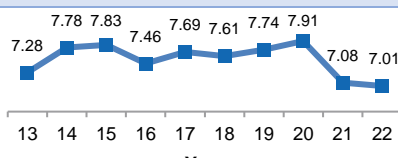
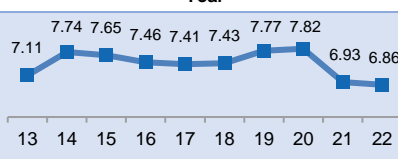
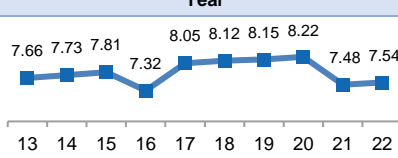
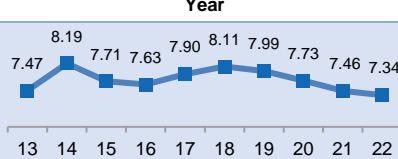
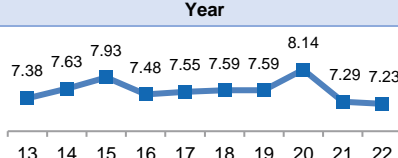
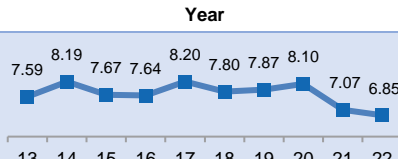
- ★ Significant difference between 2021 and 2022 data
- ★ Significant difference between England and Wales 2022

**Table 5: Trust in water/sewerage companies – WaSCs**

Level of trust in water companies	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year																						
Industry (2022 base sample: 5502)	7.53	<table border="1"> <caption>Industry Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.23</td><td>7.77</td><td>7.75</td><td>7.59</td><td>7.67</td><td>7.70</td><td>7.69</td><td>7.87</td><td>7.33</td><td>7.21</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.23	7.77	7.75	7.59	7.67	7.70	7.69	7.87	7.33	7.21	↑	n/a	-0.11
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.23	7.77	7.75	7.59	7.67	7.70	7.69	7.87	7.33	7.21																	
Total WaSCs (2022 base sample: 3562)	7.54	<table border="1"> <caption>Total WaSCs Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.22</td><td>7.77</td><td>7.73</td><td>7.62</td><td>7.67</td><td>7.72</td><td>7.67</td><td>7.86</td><td>7.39</td><td>7.27</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.22	7.77	7.73	7.62	7.67	7.72	7.67	7.86	7.39	7.27	↑	7.27	-0.12
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.22	7.77	7.73	7.62	7.67	7.72	7.67	7.86	7.39	7.27																	
Anglian Water (2022 base sample: 351)	7.61	<table border="1"> <caption>Anglian Water Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.20</td><td>7.90</td><td>7.79</td><td>7.60</td><td>7.93</td><td>7.72</td><td>7.69</td><td>7.89</td><td>7.66</td><td>7.30</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.20	7.90	7.79	7.60	7.93	7.72	7.69	7.89	7.66	7.30	↑	↔	-0.36
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.20	7.90	7.79	7.60	7.93	7.72	7.69	7.89	7.66	7.30																	
Dŵr Cymru Welsh Water (2022 base sample: 400)	7.89	<table border="1"> <caption>Dŵr Cymru Welsh Water Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.69</td><td>8.03</td><td>8.06</td><td>7.93</td><td>8.15</td><td>8.20</td><td>7.95</td><td>8.30</td><td>7.75</td><td>7.74</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.69	8.03	8.06	7.93	8.15	8.20	7.95	8.30	7.75	7.74	↑	↑	-0.01
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.69	8.03	8.06	7.93	8.15	8.20	7.95	8.30	7.75	7.74																	
Hafren Dyfrdwy (2022 base sample: 200)	7.82	<table border="1"> <caption>Hafren Dyfrdwy Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.97</td><td>7.78</td><td>7.85</td><td>7.84</td><td>7.66</td><td></td><td></td><td></td><td></td><td></td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.97	7.78	7.85	7.84	7.66						↓	↑	-0.19
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.97	7.78	7.85	7.84	7.66																						
Northumbrian Water (2022 base sample: 200)	7.87	<table border="1"> <caption>Northumbrian Water Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.69</td><td>8.18</td><td>8.15</td><td>7.95</td><td>8.01</td><td>7.96</td><td>7.96</td><td>8.16</td><td>7.70</td><td>7.81</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.69	8.18	8.15	7.95	8.01	7.96	7.96	8.16	7.70	7.81	↔	↑	+0.11
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.69	8.18	8.15	7.95	8.01	7.96	7.96	8.16	7.70	7.81																	
Severn Trent (2022 base sample: 200)	7.65	<table border="1"> <caption>Severn Trent Trust Data (2013-2022)</caption> <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>Trust Score</th><td>7.36</td><td>7.85</td><td>7.69</td><td>7.70</td><td>7.60</td><td>7.79</td><td>7.74</td><td>8.04</td><td>7.61</td><td>7.54</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	7.36	7.85	7.69	7.70	7.60	7.79	7.74	8.04	7.61	7.54	↑	↔	-0.07
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	7.36	7.85	7.69	7.70	7.60	7.79	7.74	8.04	7.61	7.54																	
South West Water (2022 base sample: 400)	7.19	<table border="1"> <caption>South West Water Trust Data (2013-2022)</caption> <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>Trust Score</th><td>6.89</td><td>7.16</td><td>7.25</td><td>7.29</td><td>7.27</td><td>7.19</td><td>7.56</td><td>7.72</td><td>7.21</td><td>7.00</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	6.89	7.16	7.25	7.29	7.27	7.19	7.56	7.72	7.21	7.00	↑	↓	-0.21
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	6.89	7.16	7.25	7.29	7.27	7.19	7.56	7.72	7.21	7.00																	
Southern Water (2022 base sample: 400)	7.08	<table border="1"> <caption>Southern Water Trust Data (2013-2022)</caption> <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>Trust Score</th><td>6.96</td><td>7.35</td><td>7.28</td><td>7.37</td><td>7.31</td><td>7.13</td><td>7.38</td><td>7.31</td><td>6.53</td><td>6.26</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Trust Score	6.96	7.35	7.28	7.37	7.31	7.13	7.38	7.31	6.53	6.26	↔	↓	-0.27
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	6.96	7.35	7.28	7.37	7.31	7.13	7.38	7.31	6.53	6.26																	
Thames Water (2022 base sample: 200)	7.17	<table border="1"> <caption>Thames Water Trust Data (2013-2022)</caption> <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>Trust 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	Trust Score	6.93	7.35	7.40	7.31	7.17	7.57	7.04	7.20	6.86	6.72	↓	↓	-0.13
Year	13	14	15	16	17	18	19	20	21	22																	
Trust Score	6.93	7.35	7.40	7.31	7.17	7.57	7.04	7.20	6.86	6.72																	

United Utilities (2022 base sample: 701)	7.59		↑	↔	-0.03
Wessex Water (2022 base sample: 200)	7.80		↑	↔	+0.02
Yorkshire Water (2022 base sample: 400)	7.75		↑	↑	-0.18

**Table 6: Trust in water companies – WoCs**

Level of trust in water companies	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	7.53		↑	n/a	-0.11
Total WoCs (2022 base sample: 1940)	7.49		↔	7.01	-0.07
Affinity Water (2022 base sample: 250)	7.34		↔	↔	-0.07
Bristol Water (2022 base sample: 300)	7.73		↑	↑	0.06
Cambridge Water (2022 base sample: 150)	7.73		↔	↑	-0.12
Essex & Suffolk Water (2022 base sample: 150)	7.55		↔	↔	-0.06
Portsmouth Water (2022 base sample: 150)	7.64		↔	↔	-0.21

South East Water (2022 base sample: 550)	7.22	<table border="1"> <thead> <tr> <th>Year</th> <th>Value</th> </tr> </thead> <tbody> <tr><td>13</td><td>6.83</td></tr> <tr><td>14</td><td>7.66</td></tr> <tr><td>15</td><td>7.87</td></tr> <tr><td>16</td><td>7.21</td></tr> <tr><td>17</td><td>7.44</td></tr> <tr><td>18</td><td>7.39</td></tr> <tr><td>19</td><td>7.36</td></tr> <tr><td>20</td><td>7.60</td></tr> <tr><td>21</td><td>6.63</td></tr> <tr><td>22</td><td>6.58</td></tr> </tbody> </table>	Year	Value	13	6.83	14	7.66	15	7.87	16	7.21	17	7.44	18	7.39	19	7.36	20	7.60	21	6.63	22	6.58	↔	↓	-0.05
Year	Value																										
13	6.83																										
14	7.66																										
15	7.87																										
16	7.21																										
17	7.44																										
18	7.39																										
19	7.36																										
20	7.60																										
21	6.63																										
22	6.58																										
South Staffs Water (2022 base sample: 150)	7.68	<table border="1"> <thead> <tr> <th>Year</th> <th>Value</th> </tr> </thead> <tbody> <tr><td>13</td><td>7.69</td></tr> <tr><td>14</td><td>7.75</td></tr> <tr><td>15</td><td>8.19</td></tr> <tr><td>16</td><td>7.62</td></tr> <tr><td>17</td><td>8.02</td></tr> <tr><td>18</td><td>7.57</td></tr> <tr><td>19</td><td>7.87</td></tr> <tr><td>20</td><td>8.00</td></tr> <tr><td>21</td><td>7.25</td></tr> <tr><td>22</td><td>7.17</td></tr> </tbody> </table>	Year	Value	13	7.69	14	7.75	15	8.19	16	7.62	17	8.02	18	7.57	19	7.87	20	8.00	21	7.25	22	7.17	↔	↔	-0.08
Year	Value																										
13	7.69																										
14	7.75																										
15	8.19																										
16	7.62																										
17	8.02																										
18	7.57																										
19	7.87																										
20	8.00																										
21	7.25																										
22	7.17																										
SES Water (2022 base sample: 151)	7.40	<table border="1"> <thead> <tr> <th>Year</th> <th>Value</th> </tr> </thead> <tbody> <tr><td>13</td><td>7.24</td></tr> <tr><td>14</td><td>7.90</td></tr> <tr><td>15</td><td>7.61</td></tr> <tr><td>16</td><td>7.26</td></tr> <tr><td>17</td><td>7.82</td></tr> <tr><td>18</td><td>7.52</td></tr> <tr><td>19</td><td>7.58</td></tr> <tr><td>20</td><td>7.63</td></tr> <tr><td>21</td><td>7.23</td></tr> <tr><td>22</td><td>7.07</td></tr> </tbody> </table>	Year	Value	13	7.24	14	7.90	15	7.61	16	7.26	17	7.82	18	7.52	19	7.58	20	7.63	21	7.23	22	7.07	↔	↔	-0.17
Year	Value																										
13	7.24																										
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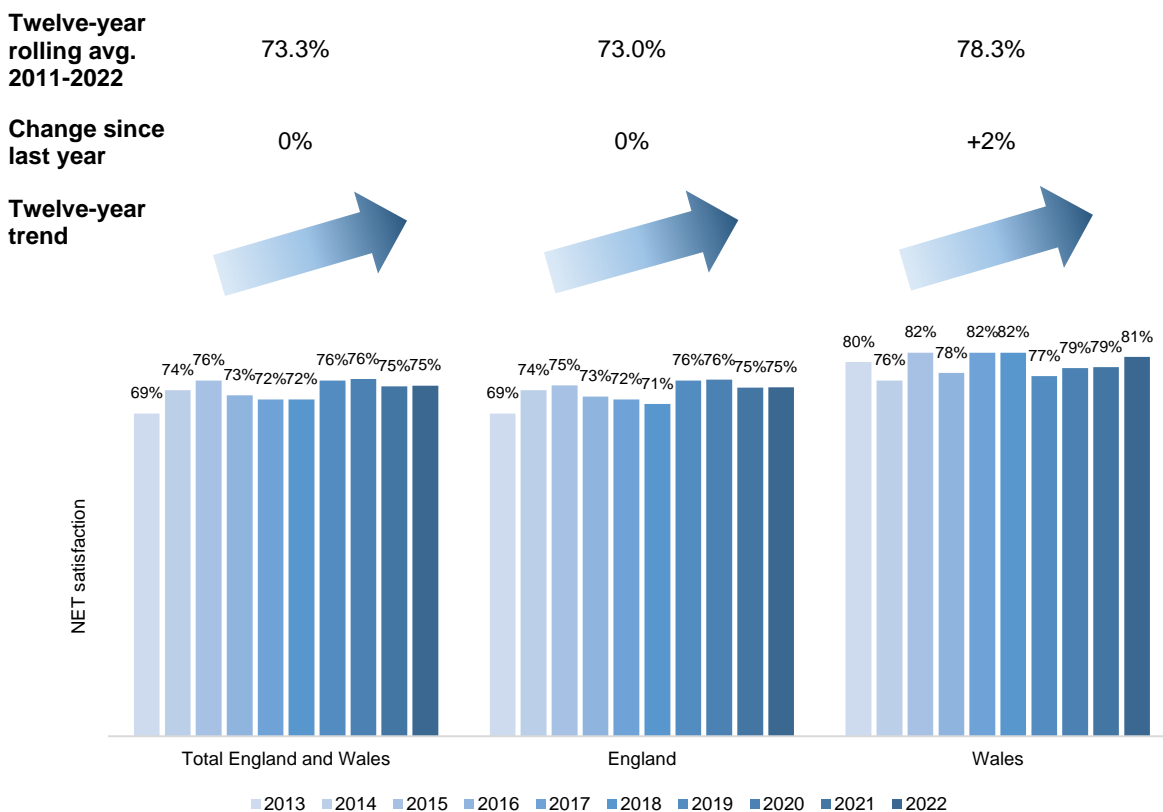
## Chapter 2: Value for money, fairness and affordability

This chapter presents views on the charges paid for water and sewerage services. Topics include fairness, affordability and value for money.

### 2.1 Value for money of water services

Customers were asked how far they agreed that the water services they receive represent value for money. National views are shown in Figure 12 below, followed by Table 7 and Table 8, which present customers' views for each WaSC and for each WoC respectively.

**Figure 12: Satisfaction with value for money of water services**



**Table 7: Satisfaction with value for money of water services - WaSCs**

Satisfaction with value for money of water services	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	73.3%		↑	n/a	0%
Total WaSCs (2022 base sample: 3562)	73.4%		↑	75%	-1%

Anglian Water (2022 base sample: 351)	74.2%	<p>71% 74% 77% 73% 79% 72% 74% 76% 76% 79%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
Dŵr Cymru Welsh Water (2022 base sample: 400)	78.3%	<p>81% 75% 82% 78% 82% 82% 77% 79% 79% 81%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↑	+2%
Hafren Dyfrdwy (2022 base sample: 200)	76.4%	<p>76% 77% 79% 72% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+5%
Northumbrian Water (2022 base sample: 200)	79.2%	<p>78% 77% 77% 84% 78% 75% 79% 79% 81% 86%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+5%
Severn Trent (2022 base sample: 200)	75.9%	<p>72% 77% 75% 78% 72% 78% 78% 84% 80% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-5%
South West Water (2022 base sample: 400)	58.7%	<p>51% 56% 58% 65% 54% 56% 65% 72% 66% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↓	0%
Southern Water (2022 base sample: 400)	67.0%	<p>68% 70% 66% 72% 61% 62% 67% 70% 66% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	+1%
Thames Water (2022 base sample: 200)	70.5%	<p>63% 70% 74% 70% 66% 65% 75% 70% 75% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-8%
United Utilities (2022 base sample: 701)	71.7%	<p>64% 75% 73% 68% 73% 71% 76% 77% 71% 77%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+5%
Wessex Water (2022 base sample: 200)	75.0%	<p>74% 78% 76% 75% 76% 75% 79% 76% 76% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
Yorkshire Water (2022 base sample: 400)	77.6%	<p>73% 78% 82% 79% 76% 77% 79% 77% 79% 80%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+1%

**Table 8: Satisfaction with value for money of water services – WoCs**

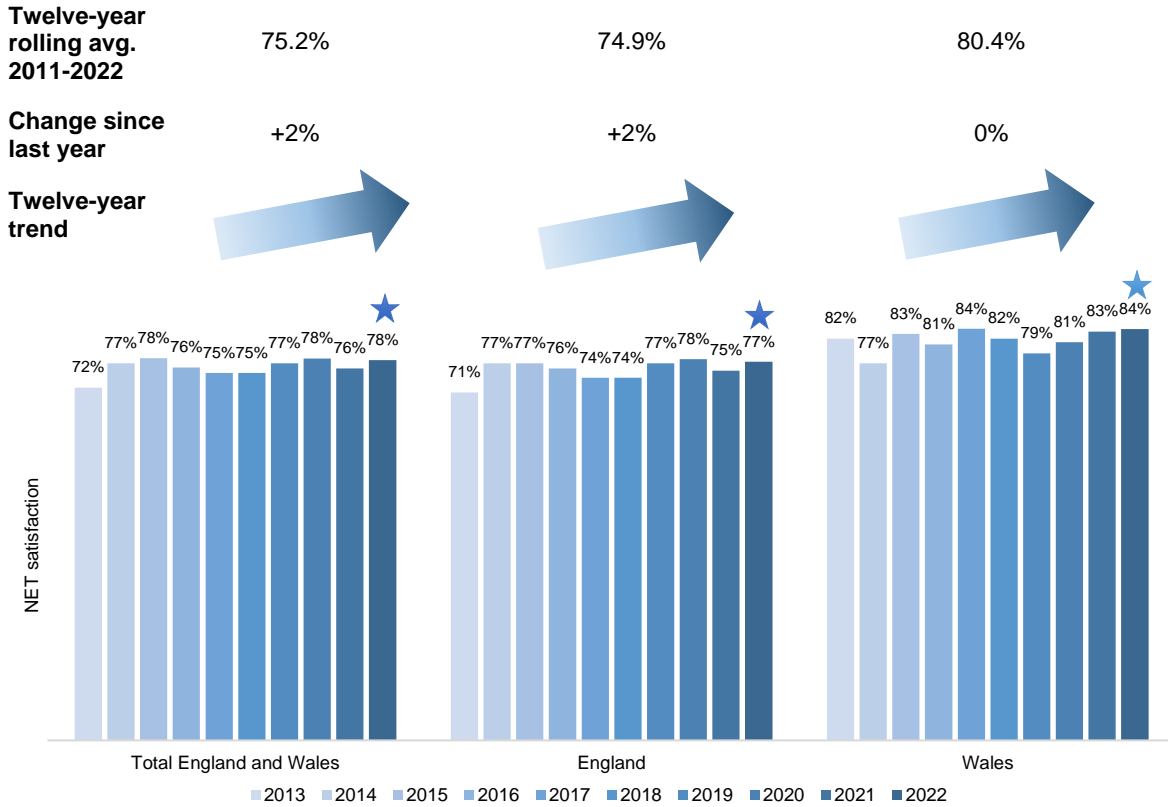
Satisfaction with value for money of water services	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	73.3%	<p>69% 74% 76% 73% 72% 72% 76% 76% 75% 75%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	n/a	0%
Total WoCs (2022 base sample: 1940)	72.9%	<p>70% 75% 79% 70% 72% 70% 76% 76% 71% 75%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	75%	+4%
Affinity Water (2022 base sample: 250)	70.3%	<p>63% 74% 78% 69% 64% 65% 77% 72% 69% 75%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+6%
Bristol Water (2022 base sample: 300)	75.4%	<p>72% 70% 82% 62% 77% 75% 80% 84% 77% 80%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+4%
Cambridge Water (2022 base sample: 150)	76.1%	<p>75% 80% 81% 75% 74% 68% 78% 74% 74% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+3%
Essex & Suffolk Water (2022 base sample: 150)	72.5%	<p>72% 75% 70% 67% 71% 71% 76% 77% 73% 79%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+6%
Portsmouth Water (2022 base sample: 150)	79.8%	<p>88% 79% 81% 79% 79% 77% 77% 82% 79% 80%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	0%
South East Water (2022 base sample: 550)	70.0%	<p>64% 72% 83% 67% 74% 69% 70% 70% 66% 65%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-1%
South Staffs Water (2022 base sample: 150)	75.4%	<p>74% 77% 85% 74% 77% 72% 76% 80% 72% 77%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+5%
SES Water (2022 base sample: 151)	72.3%	<p>67% 73% 74% 71% 69% 67% 75% 73% 72% 70%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-2%



## 2.2 Value for money of sewerage services

Customers were asked how far they agreed that the sewerage services they receive represent good value for money. National views are shown in Figure 13 below, followed by Table 9 and Table 10, which present customer views by each WaSC and WoC respectively.

**Figure 13: Satisfaction with value for money of sewerage services**



- ★ Significant difference between 2021 and 2022 data
- ★ Significant difference between England and Wales 2022

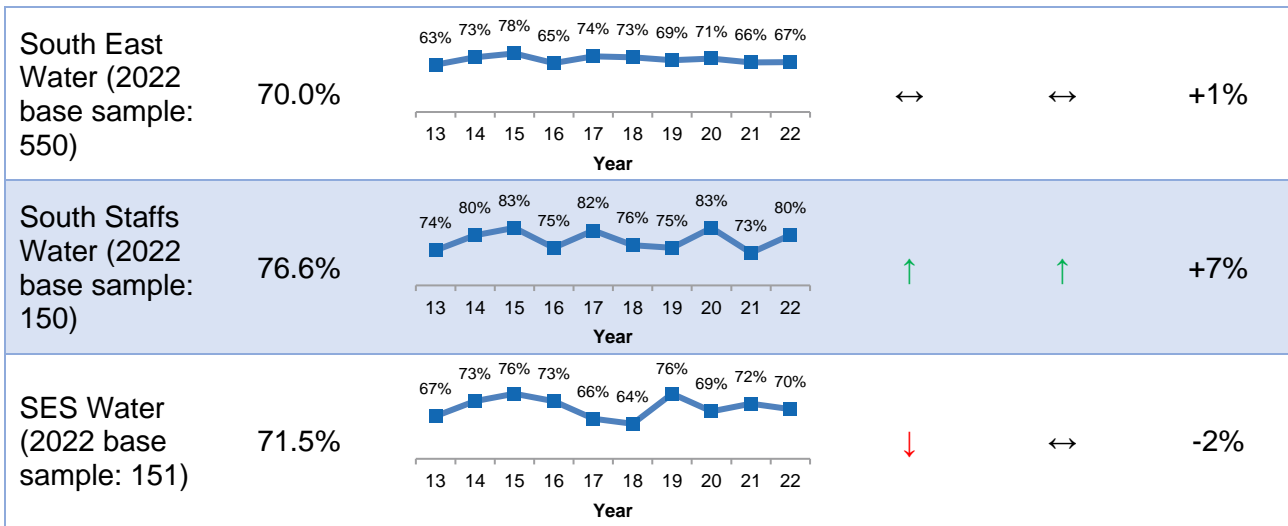
**Table 9: Satisfaction with value for money of sewerage services – WaSCs**

Satisfaction with value for money of sewerage services	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	75.2%	<p>72% 77% 78% 76% 75% 75% 77% 78% 76% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	n/a	+2%
Total WaSCs (2022 base sample: 3562)	75.9%	<p>72% 77% 78% 77% 75% 75% 78% 78% 77% 79%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	79%	+2%
Anglian Water (2022 base sample: 351)	75.7%	<p>72% 76% 80% 76% 78% 74% 75% 76% 78% 82%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+5%
Dŵr Cymru Welsh Water (2022 base sample: 400)	80.5%	<p>83% 76% 83% 81% 84% 83% 79% 81% 84% 84%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↑	+1%
Hafren Dyfrdwy (2022 base sample: 200)	79.8%	<p>76% 81% 81% 80% 81%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	0%
Northumbrian Water (2022 base sample: 200)	80.9%	<p>80% 80% 79% 84% 78% 78% 84% 81% 83% 83%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	0%
Severn Trent (2022 base sample: 200)	78.4%	<p>74% 79% 79% 80% 75% 79% 80% 87% 81% 84%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
South West Water (2022 base sample: 400)	58.1%	<p>54% 53% 61% 60% 58% 57% 66% 67% 65% 64%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↓	-1%
Southern Water (2022 base sample: 400)	69.9%	<p>74% 72% 69% 73% 68% 63% 74% 71% 68% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↓	-1%
Thames Water (2022 base sample: 200)	73.0%	<p>67% 76% 76% 78% 69% 70% 75% 72% 70% 72%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	+2%

United Utilities (2022 base sample: 701)	76.0%	<p>68% 78% 80% 72% 77% 80% 79% 81% 79% 81%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
Wessex Water (2022 base sample: 200)	77.4%	<p>73% 79% 81% 80% 78% 79% 83% 79% 75% 79%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+5%
Yorkshire Water (2022 base sample: 400)	79.8%	<p>75% 82% 83% 82% 79% 79% 80% 79% 83% 83%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	0%

**Table 10: Satisfaction with value for money of sewerage services – WoCs**

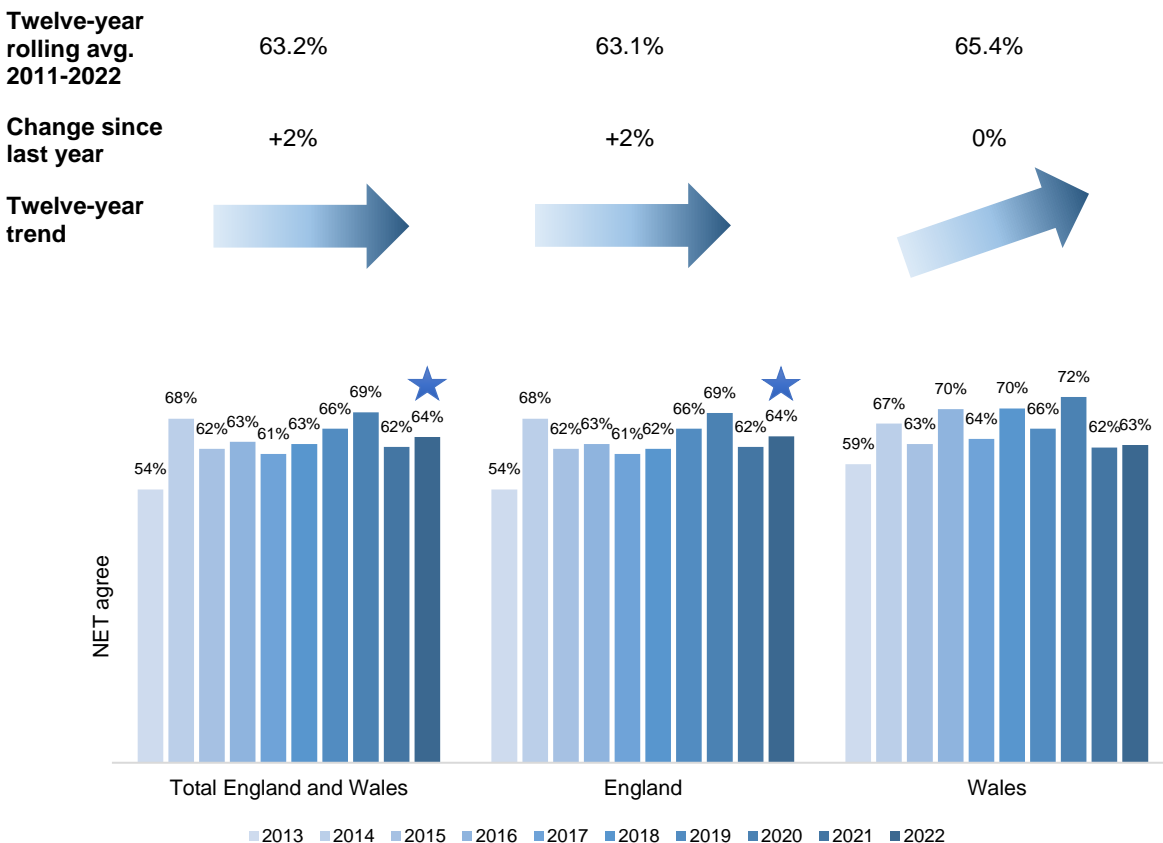
Satisfaction with value for money of sewerage services	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	75.2%	<p>72% 77% 78% 76% 75% 75% 77% 78% 76% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	n/a	+2%
Total WoCs (2022 base sample: 1940)	72.7%	<p>70% 75% 76% 72% 73% 72% 75% 76% 70% 72%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	72%	+2%
Affinity Water (2022 base sample: 250)	71.8%	<p>70% 75% 73% 75% 66% 71% 78% 75% 65% 72%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+7%
Bristol Water (2022 base sample: 300)	77.0%	<p>76% 70% 81% 63% 82% 76% 83% 82% 81% 81%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↑	-1%
Cambridge Water (2022 base sample: 150)	74.6%	<p>69% 77% 75% 76% 76% 68% 79% 76% 72% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+4%
Essex & Suffolk Water (2022 base sample: 150)	71.2%	<p>71% 74% 70% 70% 72% 66% 74% 76% 78% 75%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-4%
Portsmouth Water (2022 base sample: 150)	70.8%	<p>78% 77% 73% 74% 74% 69% 65% 81% 60% 57%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-3%



### 2.3 Fairness of charges

Water bill payers were asked how much they agreed or disagreed that the water and/or sewerage charges they pay are fair. Perceptions of fairness for England and Wales, and for each nation are shown in Figure 14. This is followed by views on fairness by each WaSC in Table 11 and by each WoC in Table 12.

**Figure 14: Fairness of charges**



★Significant difference between 2021 and 2022 data.

**Table 11: Fairness of charges – WaSCs**

Agree charges are fair	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year																						
Industry (2022 base sample: 5502)	63.2%	<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>Value</th><td>54%</td><td>68%</td><td>62%</td><td>63%</td><td>61%</td><td>63%</td><td>66%</td><td>69%</td><td>62%</td><td>64%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	54%	68%	62%	63%	61%	63%	66%	69%	62%	64%	↔	n/a	+2%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	54%	68%	62%	63%	61%	63%	66%	69%	62%	64%																	
Total WaSCs (2022 base sample: 3562)	63.3%	<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>Value</th><td>54%</td><td>68%</td><td>62%</td><td>64%</td><td>61%</td><td>63%</td><td>66%</td><td>69%</td><td>63%</td><td>65%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	54%	68%	62%	64%	61%	63%	66%	69%	63%	65%	↔	65%	+2%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	54%	68%	62%	64%	61%	63%	66%	69%	63%	65%																	
Anglian Water (2022 base sample: 351)	64.3%	<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>Value</th><td>54%</td><td>68%</td><td>64%</td><td>64%</td><td>67%</td><td>62%</td><td>65%</td><td>72%</td><td>67%</td><td>68%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	54%	68%	64%	64%	67%	62%	65%	72%	67%	68%	↑	↔	0%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	54%	68%	64%	64%	67%	62%	65%	72%	67%	68%																	
Dŵr Cymru Welsh Water (2022 base sample: 400)	65.3%	<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>Value</th><td>59%</td><td>67%</td><td>63%</td><td>70%</td><td>64%</td><td>71%</td><td>66%</td><td>72%</td><td>62%</td><td>62%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	59%	67%	63%	70%	64%	71%	66%	72%	62%	62%	↑	↔	0%
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Hafren Dyfrdwy (2022 base sample: 200)	65.1%	<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>Value</th><td>61%</td><td>63%</td><td>71%</td><td>62%</td><td>69%</td><td></td><td></td><td></td><td></td><td></td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	61%	63%	71%	62%	69%						↔	↔	+7%
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Value	61%	63%	71%	62%	69%																						
Northumbrian Water (2022 base sample: 200)	68.8%	<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>Value</th><td>63%</td><td>76%</td><td>66%</td><td>73%</td><td>64%</td><td>63%</td><td>60%</td><td>72%</td><td>71%</td><td>76%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	63%	76%	66%	73%	64%	63%	60%	72%	71%	76%	↔	↑	+5%
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Value	63%	76%	66%	73%	64%	63%	60%	72%	71%	76%																	
Severn Trent (2022 base sample: 200)	65.9%	<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>Value</th><td>59%</td><td>69%</td><td>64%</td><td>69%</td><td>58%</td><td>68%</td><td>69%</td><td>77%</td><td>68%</td><td>67%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	59%	69%	64%	69%	58%	68%	69%	77%	68%	67%	↑	↔	-1%
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Value	59%	69%	64%	69%	58%	68%	69%	77%	68%	67%																	
South West Water (2022 base sample: 400)	43.9%	<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>Value</th><td>29%</td><td>46%</td><td>39%</td><td>46%</td><td>39%</td><td>38%</td><td>50%</td><td>57%</td><td>51%</td><td>53%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	29%	46%	39%	46%	39%	38%	50%	57%	51%	53%	↑	↓	+2%
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Southern Water (2022 base sample: 400)	60.8%	<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>Value</th><td>57%</td><td>68%</td><td>53%</td><td>67%</td><td>62%</td><td>60%</td><td>59%</td><td>61%</td><td>56%</td><td>60%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	57%	68%	53%	67%	62%	60%	59%	61%	56%	60%	↓	↔	+4%
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Value	57%	68%	53%	67%	62%	60%	59%	61%	56%	60%																	
Thames Water (2022 base sample: 200)	61.6%	<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>Value</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	Value	53%	67%	60%	58%	61%	61%	65%	62%	61%	60%	↔	↔	-1%
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Value	53%	67%	60%	58%	61%	61%	65%	62%	61%	60%																	

United Utilities (2022 base sample: 701)	61.2%		↔	↔	+6%
Wessex Water (2022 base sample: 200)	66.0%		↑	↔	+2%
Yorkshire Water (2022 base sample: 400)	67.9%		↔	↔	+1%

**Table 12: Fairness of charges - WoCs**

Agree charges are fair	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	63.2%		↔	n/a	+2%
Total WoCs (2022 base sample: 1940)	62.7%		↔	64%	+4%
Affinity Water (2022 base sample: 250)	59.4%		↔	↔	+5%
Bristol Water (2022 base sample: 300)	63.8%		↑	↔	0%
Cambridge Water (2022 base sample: 150)	67.5%		↔	↔	+4%
Essex & Suffolk Water (2022 base sample: 150)	63.4%		↔	↑	+8%

Portsmouth Water (2022 base sample: 150)	67.0%	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>13</td><td>61%</td></tr> <tr><td>14</td><td>75%</td></tr> <tr><td>15</td><td>69%</td></tr> <tr><td>16</td><td>69%</td></tr> <tr><td>17</td><td>72%</td></tr> <tr><td>18</td><td>60%</td></tr> <tr><td>19</td><td>67%</td></tr> <tr><td>20</td><td>72%</td></tr> <tr><td>21</td><td>58%</td></tr> <tr><td>22</td><td>62%</td></tr> </tbody> </table>	Year	Percentage	13	61%	14	75%	15	69%	16	69%	17	72%	18	60%	19	67%	20	72%	21	58%	22	62%	↓	↔	+3%
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South East Water (2022 base sample: 550)	60.7%	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>13</td><td>50%</td></tr> <tr><td>14</td><td>66%</td></tr> <tr><td>15</td><td>64%</td></tr> <tr><td>16</td><td>60%</td></tr> <tr><td>17</td><td>59%</td></tr> <tr><td>18</td><td>61%</td></tr> <tr><td>19</td><td>62%</td></tr> <tr><td>20</td><td>64%</td></tr> <tr><td>21</td><td>56%</td></tr> <tr><td>22</td><td>58%</td></tr> </tbody> </table>	Year	Percentage	13	50%	14	66%	15	64%	16	60%	17	59%	18	61%	19	62%	20	64%	21	56%	22	58%	↓	↔	+2%
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South Staffs Water (2022 base sample: 150)	65.6%	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>13</td><td>51%</td></tr> <tr><td>14</td><td>71%</td></tr> <tr><td>15</td><td>75%</td></tr> <tr><td>16</td><td>62%</td></tr> <tr><td>17</td><td>75%</td></tr> <tr><td>18</td><td>59%</td></tr> <tr><td>19</td><td>64%</td></tr> <tr><td>20</td><td>75%</td></tr> <tr><td>21</td><td>57%</td></tr> <tr><td>22</td><td>65%</td></tr> </tbody> </table>	Year	Percentage	13	51%	14	71%	15	75%	16	62%	17	75%	18	59%	19	64%	20	75%	21	57%	22	65%	↔	↔	+8%
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SES Water (2022 base sample: 151)	62.1%	<table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>13</td><td>55%</td></tr> <tr><td>14</td><td>74%</td></tr> <tr><td>15</td><td>60%</td></tr> <tr><td>16</td><td>59%</td></tr> <tr><td>17</td><td>56%</td></tr> <tr><td>18</td><td>56%</td></tr> <tr><td>19</td><td>65%</td></tr> <tr><td>20</td><td>65%</td></tr> <tr><td>21</td><td>58%</td></tr> <tr><td>22</td><td>58%</td></tr> </tbody> </table>	Year	Percentage	13	55%	14	74%	15	60%	16	59%	17	56%	18	56%	19	65%	20	65%	21	58%	22	58%	↓	↔	+1%
Year	Percentage																										
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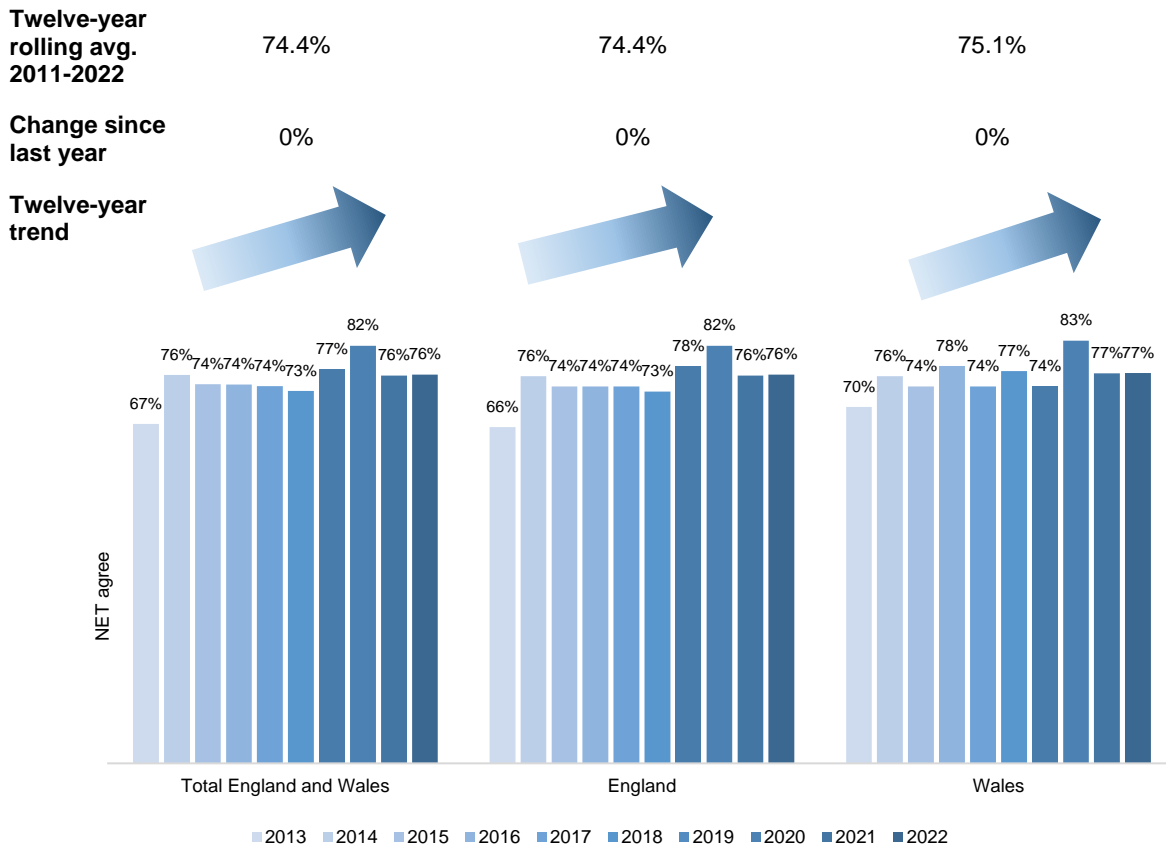
## 2.4 Affordability of charges

Customers were asked to what extent they agree that the water and/or sewerage charges they pay are affordable. Figure 15 shows twelve-year trends for perceptions of affordability at national levels; this is followed by Table 13 and Table 14, which show affordability trends by WaSC and WoC.

Prior to 2019, affordability of water and sewerage charges was also reported separately for WoCs (affordability of water charges, affordability of sewerage charges, with a third question asking about affordability of the total charges – introduced in 2013). The questions regarding water charges and sewerage charges were dropped in 2019 and data for WoCs is only presented at a total level.<sup>20</sup>

<sup>20</sup> In previous years the vast majority of people gave the same response across all 3 measures; and if they didn't then two-thirds of the time the water bill and the overall/combined rating matched, which shows that water was much more on their mind than sewerage when answering for overall affordability. Therefore, any statistical changes won't be because of this change.

**Figure 15: Affordability of water and sewerage charges**



**Table 13: Affordability of water and sewerage charges – WaSCs**

Agree charges are affordable	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	74.4%		↑	n/a	0%
Total WaSCs (2022 base sample: 3562)	74.2%		↑	76%	0%
Anglian Water (2022 base sample: 351)	75.5%		↑	↔	+3%
Dŵr Cymru Welsh Water (2022 base sample: 400)	75.0%		↑	↔	0%



Hafren Dyfrdwy (2022 base sample: 200)	76.1%	<p>74% 75% 81% 75% 75%</p> <p>Year</p>	↔	↔	+1%
Northumbrian Water (2022 base sample: 200)	79.1%	<p>71% 84% 74% 83% 81% 75% 74% 85% 81% 85%</p> <p>Year</p>	↔	↑	+3%
Severn Trent (2022 base sample: 200)	75.3%	<p>70% 74% 77% 78% 75% 77% 77% 85% 80% 76%</p> <p>Year</p>	↑	↔	-5%
South West Water (2022 base sample: 400)	61.3%	<p>48% 58% 61% 62% 61% 57% 66% 75% 67% 68%</p> <p>Year</p>	↑	↓	+1%
Southern Water (2022 base sample: 400)	73.0%	<p>69% 79% 68% 77% 71% 70% 78% 82% 72% 74%</p> <p>Year</p>	↑	↔	+2%
Thames Water (2022 base sample: 200)	71.4%	<p>64% 72% 67% 69% 69% 71% 76% 76% 76% 73%</p> <p>Year</p>	↔	↔	-3%
United Utilities (2022 base sample: 701)	73.8%	<p>62% 78% 76% 73% 73% 74% 80% 83% 74% 76%</p> <p>Year</p>	↑	↔	+3%
Wessex Water (2022 base sample: 200)	77.3%	<p>66% 80% 80% 80% 78% 76% 79% 87% 74% 78%</p> <p>Year</p>	↑	↔	+3%
Yorkshire Water (2022 base sample: 400)	77.6%	<p>70% 80% 79% 77% 76% 76% 83% 82% 79% 77%</p> <p>Year</p>	↔	↔	-1%

**Table 14: Affordability of water and sewerage charges – WoCs**

Agree total charges are affordable	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	74.4%	<p>67% 76% 74% 74% 74% 73% 77% 82% 76% 76%</p> <p>Year</p>	↑	n/a	0%
Total WoCs (2022 base sample: 1940)	75.8%	<p>69% 77% 77% 73% 75% 71% 79% 83% 75% 77%</p> <p>Year</p>	↑	77%	2%
Affinity Water (2022 base sample: 250)	74.1%	<p>66% 72% 75% 71% 76% 65% 78% 82% 74% 80%</p> <p>Year</p>	↑	↔	+6%
Bristol Water (2022 base sample: 300)	75.8%	<p>67% 74% 74% 66% 77% 78% 80% 81% 79% 78%</p> <p>Year</p>	↑	↔	-1%
Cambridge Water (2022 base sample: 150)	82.5%	<p>80% 81% 79% 79% 79% 80% 84% 86% 86% 88%</p> <p>Year</p>	↔	↑	+2%
Essex & Suffolk Water (2022 base sample: 150)	75.5%	<p>73% 78% 73% 66% 72% 69% 81% 86% 77% 78%</p> <p>Year</p>	↔	↔	+1%
Portsmouth Water (2022 base sample: 151)	78.6%	<p>78% 77% 82% 81% 85% 68% 77% 87% 76% 76%</p> <p>Year</p>	↔	↔	0%
South East Water (2022 base sample: 550)	75.1%	<p>67% 80% 78% 74% 67% 75% 78% 82% 76% 74%</p> <p>Year</p>	↑	↔	-2%
South Staffs Water (2022 base sample: 150)	75.6%	<p>67% 79% 85% 75% 79% 72% 75% 83% 70% 70%</p> <p>Year</p>	↔	↓	+1%
SES Water (2022 base sample: 151)	76.6%	<p>73% 86% 76% 75% 72% 72% 80% 81% 73% 78%</p> <p>Year</p>	↔	↔	+5%

Footnote: Question introduced for WoCs in 2013. Industry average based on ten years.

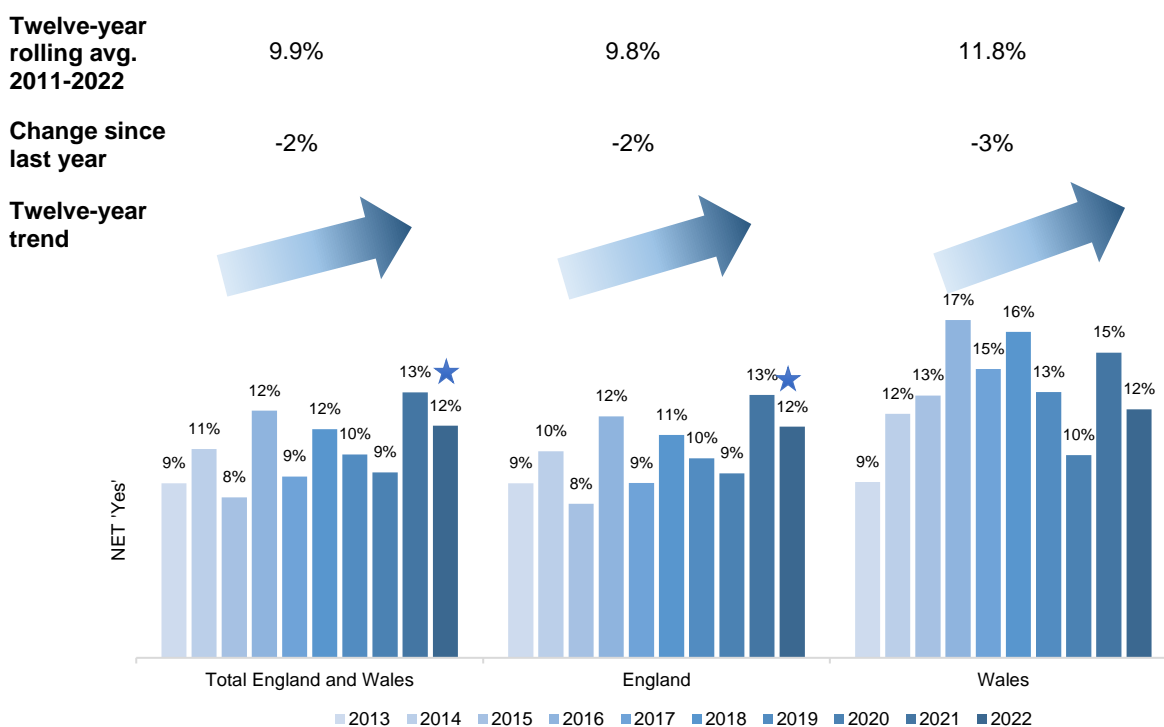
## Chapter 3: Awareness of WaterSure support tariff, Priority Services and metering options

Water companies are obliged to provide financial support schemes specifically designed for low-income customers who struggle to afford their bills. They also offer priority services to customers with specific requirements to ensure accessing services is as easy as possible. This includes the provision of large print or Braille bills, passwords to check that company callers are genuine, liaison with customers on dialysis who need a constant supply of water and a record of households that may need bottled water delivered in the event of disruption to water supplies.

### 3.1 Awareness of WaterSure/WaterSure Wales

The WaterSure tariff is provided by all companies in England and Wales. It aims to help customers in genuine financial hardship who struggle to afford their water charges by capping their annual charge so it is no more than the average metered bill for the company that serves them. Customers must first meet a number of criteria to be eligible for WaterSure. To understand awareness of the WaterSure social tariff, customers were asked if they had ever heard of it or were subscribed to it. Figure 16 shows awareness and take-up across England and Wales, and for each nation over the last ten years. This is followed by Table 15 and Table 16, which show awareness and take-up for WaSCs and for WoCs respectively.

**Figure 16: Awareness of WaterSure/WaterSure Wales**



★ Significant difference between 2021 and 2022 data.

Footnote: Percentages reflect customers who were aware but not subscribed and customers who were subscribed.

**Table 15: Awareness of WaterSure/ WaterSure Wales – WaSCs**

Awareness of WaterSure/ WaterSure Wales	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year																						
Industry (2022 base sample: 5502)	9.9%	<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>Awareness (%)</th><td>9%</td><td>11%</td><td>8%</td><td>12%</td><td>9%</td><td>12%</td><td>10%</td><td>9%</td><td>13%</td><td>12%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	9%	11%	8%	12%	9%	12%	10%	9%	13%	12%	↑	n/a	-2%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	9%	11%	8%	12%	9%	12%	10%	9%	13%	12%																	
Total WaSCs (2022 base sample: 3562)	9.9%	<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>Awareness (%)</th><td>9%</td><td>11%</td><td>9%</td><td>13%</td><td>9%</td><td>12%</td><td>10%</td><td>9%</td><td>13%</td><td>12%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	9%	11%	9%	13%	9%	12%	10%	9%	13%	12%	↑	12%	-2%
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Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	14%	11%	13%	17%	11%	15%	11%	11%	17%	17%																	
Dŵr Cymru Welsh Water (2022 base sample: 400)	12.0%	<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>Awareness (%)</th><td>9%</td><td>13%</td><td>13%</td><td>18%</td><td>15%</td><td>17%</td><td>14%</td><td>10%</td><td>15%</td><td>13%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	9%	13%	13%	18%	15%	17%	14%	10%	15%	13%	↑	↔	-3%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	9%	13%	13%	18%	15%	17%	14%	10%	15%	13%																	
Hafren Dyfrdwy (2022 base sample: 200)	12.0%	<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>Awareness (%)</th><td>11%</td><td>12%</td><td>13%</td><td>16%</td><td>9%</td><td></td><td></td><td></td><td></td><td></td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	11%	12%	13%	16%	9%						↔	↔	-7%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	11%	12%	13%	16%	9%																						
Northumbrian Water (2022 base sample: 200)	7.9%	<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>Awareness (%)</th><td>9%</td><td>11%</td><td>9%</td><td>12%</td><td>6%</td><td>8%</td><td>10%</td><td>6%</td><td>11%</td><td>9%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	9%	11%	9%	12%	6%	8%	10%	6%	11%	9%	↑	↔	-3%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	9%	11%	9%	12%	6%	8%	10%	6%	11%	9%																	
Severn Trent (2022 base sample: 200)	8.3%	<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>Awareness (%)</th><td>6%</td><td>9%</td><td>7%</td><td>10%</td><td>7%</td><td>10%</td><td>10%</td><td>7%</td><td>10%</td><td>14%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	6%	9%	7%	10%	7%	10%	10%	7%	10%	14%	↑	↔	3%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	6%	9%	7%	10%	7%	10%	10%	7%	10%	14%																	
South West Water (2022 base sample: 400)	17.4%	<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>Awareness (%)</th><td>19%</td><td>18%</td><td>17%</td><td>20%</td><td>18%</td><td>17%</td><td>19%</td><td>15%</td><td>15%</td><td>17%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	19%	18%	17%	20%	18%	17%	19%	15%	15%	17%	↓	↑	2%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	19%	18%	17%	20%	18%	17%	19%	15%	15%	17%																	
Southern Water (2022 base sample: 400)	12.5%	<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>Awareness (%)</th><td>14%</td><td>12%</td><td>10%</td><td>14%</td><td>10%</td><td>14%</td><td>11%</td><td>10%</td><td>13%</td><td>12%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness (%)	14%	12%	10%	14%	10%	14%	11%	10%	13%	12%	↔	↔	-1%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	14%	12%	10%	14%	10%	14%	11%	10%	13%	12%																	
Thames Water (2022 base sample: 200)	10.7%	<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>Awareness (%)</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	Awareness (%)	5%	10%	8%	15%	9%	14%	11%	10%	18%	11%	↑	↔	-7%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness (%)	5%	10%	8%	15%	9%	14%	11%	10%	18%	11%																	

United Utilities (2022 base sample: 701)	7.6%	<p>9% 11% 7% 7% 6% 8% 7% 8% 12% 9%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-3%
Wessex Water (2022 base sample: 200)	9.9%	<p>11% 11% 6% 14% 8% 9% 8% 6% 10% 16%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	6%
Yorkshire Water (2022 base sample: 400)	8.0%	<p>9% 10% 5% 11% 8% 11% 7% 9% 11% 9%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↓	-3%

**Table 16: Awareness of WaterSure – WoCs**

Awareness of WaterSure	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	9.9%	<p>9% 11% 8% 12% 9% 12% 10% 9% 13% 12%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	n/a	-2%
Total WoCs (2022 base sample: 1940)	9.6%	<p>9% 10% 6% 12% 10% 10% 11% 11% 13% 11%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	11%	-2%
Affinity Water (2022 base sample: 250)	9.1%	<p>8% 9% 6% 13% 11% 12% 12% 9% 12% 9%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-3%
Bristol Water (2022 base sample: 300)	9.7%	<p>9% 11% 8% 11% 7% 13% 9% 10% 12% 13%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+1%
Cambridge Water (2022 base sample: 150)	9.8%	<p>10% 9% 9% 12% 8% 16% 9% 10% 13% 12%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-1%
Essex & Suffolk Water (2022 base sample: 150)	11.0%	<p>14% 10% 7% 12% 6% 11% 13% 13% 17% 14%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-3%
Portsmouth Water (2022 base sample: 151)	8.8%	<p>6% 7% 6% 10% 9% 8% 9% 8% 12% 13%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+1%

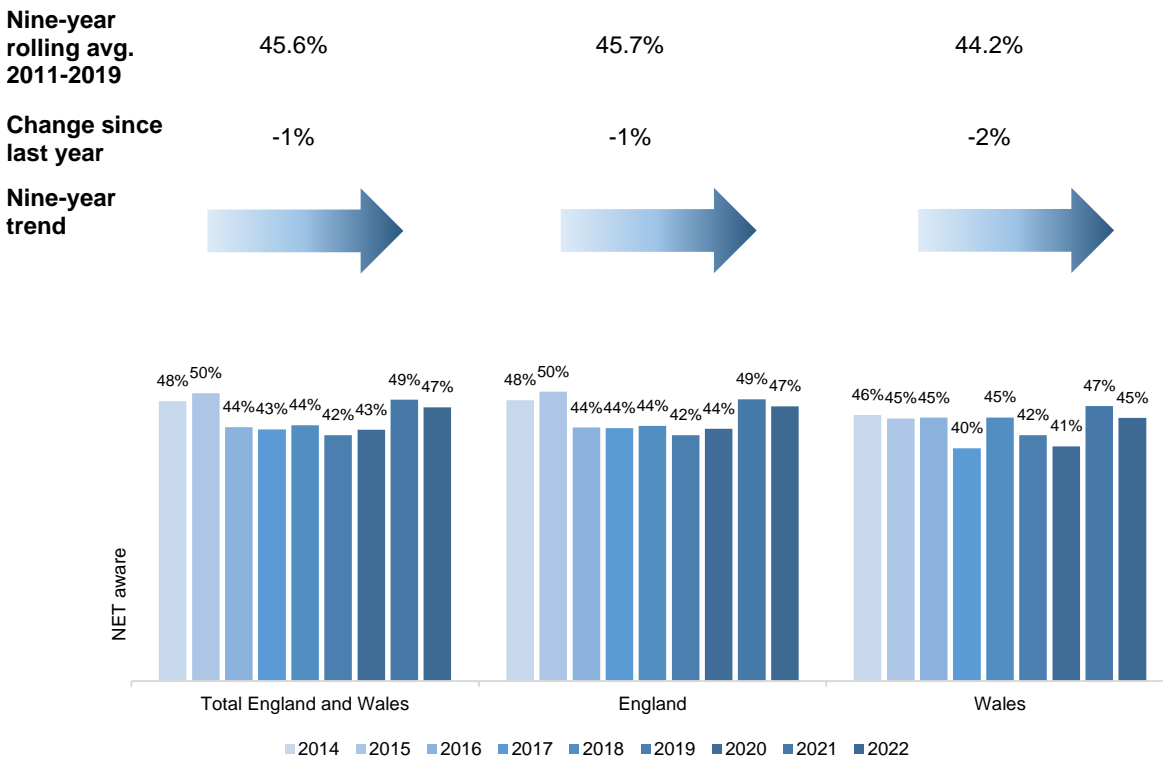
South East Water (2022 base sample: 550)	9.5%		↔	↔	0%
South Staffs Water (2022 base sample: 150)	9.2%		↑	↔	-8%
SES Water (2022 base sample: 151)	9.8%		V↔	↔	-2%

### 3.2 Awareness of Priority Services

Respondents were asked if they were aware of any additional services provided by their water company, such as: large print or Braille bills for people who need them, passwords to check that company callers are genuine, liaison with customers on dialysis who need a constant supply of water, and records of households which may need bottled water delivered in the event of disruption to water supplies. The question wording changed in 2014 to its current form<sup>21</sup> so nine years of data is shown.

Figure 17 shows national level awareness and trends over the last nine years. This is followed by awareness for each WaSC in Table 17, and for each WoC in Table 18.

**Figure 17: Awareness of Priority Services**



<sup>21</sup> Data previously shown from 2011 but removed in 2019 to reflect more accurate trends.

**Table 17: Awareness of Priority Services – WaSCs**

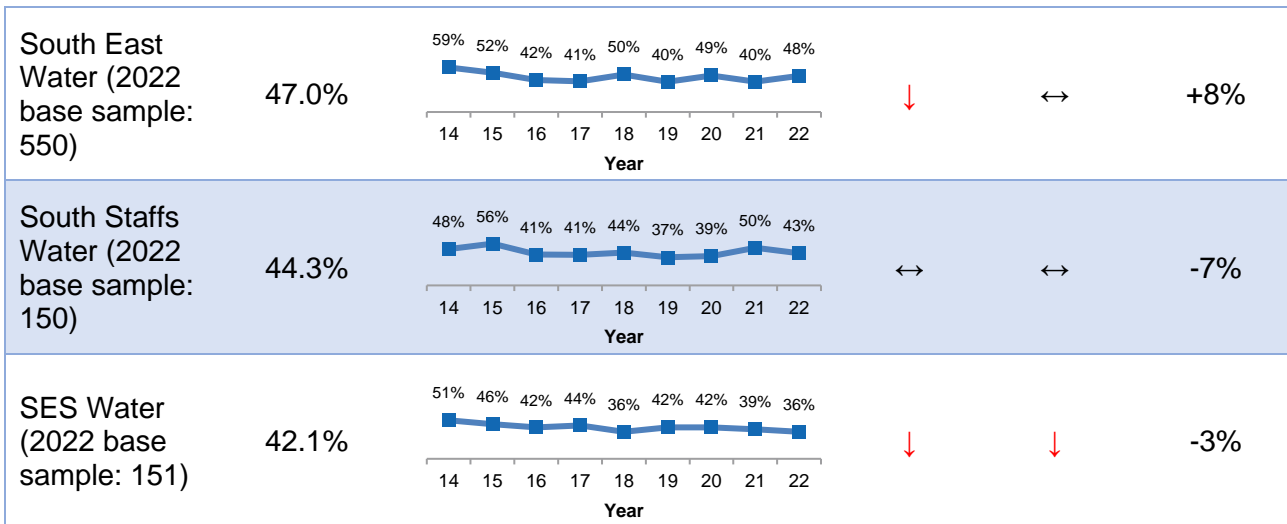
Awareness of Priority services	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	45.6%	<p>48% 50% 44% 43% 44% 42% 43% 49% 47%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Title</p>	↔	n/a	-1%
Total WaSCs (2022 base sample: 3562)	45.5%	<p>48% 49% 44% 43% 44% 42% 42% 49% 48%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Title</p>	↔	48%	-2%
Anglian Water (2022 base sample: 351)	48.2%	<p>51% 54% 45% 46% 47% 41% 42% 53% 54%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+1%
Dŵr Cymru Welsh Water (2022 base sample: 400)	44.1%	<p>46% 45% 46% 40% 46% 43% 40% 47% 46%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-2%
Hafren Dyfrdwy (2022 base sample: 200)	44.4%	<p>43% 42% 44% 49% 45%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-4%
Northumbrian Water (2022 base sample: 200)	44.5%	<p>43% 50% 44% 42% 45% 41% 42% 51% 44%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-7%
Severn Trent (2022 base sample: 200)	46.2%	<p>47% 51% 48% 46% 41% 47% 38% 48% 50%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+2%
South West Water (2022 base sample: 400)	50.7%	<p>58% 59% 45% 52% 48% 44% 44% 55% 51%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-4%
Southern Water (2022 base sample: 400)	43.7%	<p>51% 52% 39% 43% 42% 39% 37% 46% 46%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	0%
Thames Water (2022 base sample: 200)	40.3%	<p>43% 41% 37% 37% 41% 35% 43% 49% 39%</p> <p>14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-10%

United Utilities (2022 base sample: 701)	48.5%	<p>Year</p>	↔	↔	0%
Wessex Water (2022 base sample: 200)	48.2%	<p>Year</p>	↔	↔	+4%
Yorkshire Water (2022 base sample: 400)	46.3%	<p>Year</p>	↔	↔	+4%

**Table 18: Awareness of Priority Services – WoCs**

Awareness of Priority services	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	45.6%	<p>Title</p>	↔	n/a	-1%
Total WoCs (2022 base sample: 1940)	45.5%	<p>Year</p>	↓	45%	0%
Affinity Water (2022 base sample: 250)	41.7%	<p>Year</p>	↓	↔	+1%
Bristol Water (2022 base sample: 300)	52.3%	<p>Year</p>	↔	↑	-3%
Cambridge Water (2022 base sample: 150)	48.5%	<p>Year</p>	↓	↔	-2%
Essex & Suffolk Water (2022 base sample: 150)	48.2%	<p>Year</p>	↔	↔	0%
Portsmouth Water (2022 base sample: 151)	50.5%	<p>Year</p>	↔	↔	-5%

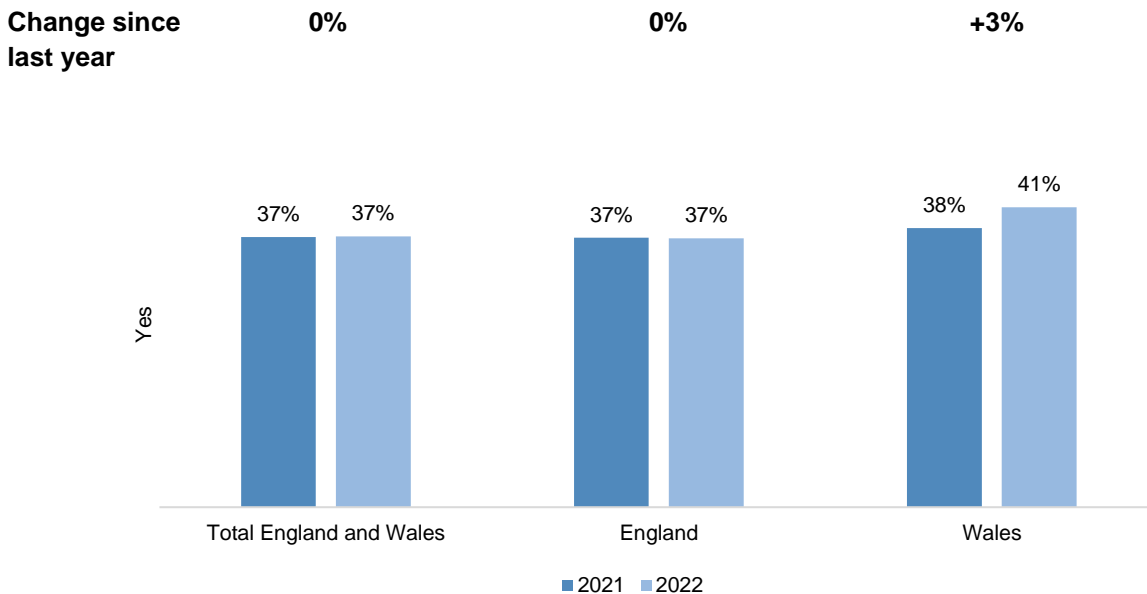




### 3.3 Awareness of water companies' offer of reduced bills

Prior to 2021, respondents were asked if they are aware of the specific names of any other company specific schemes designed to provide lower charges for customers who struggle to pay their bills. Awareness of the names of the schemes was relatively low, and the question was rephrased this year to “Are you aware that your water company offers reduced bills to some households who, due to their financial circumstances, would sometimes struggle to pay their bills?”, with a simplified yes/no response. Figure 18 shows the proportion of customers who are aware of company specific social tariff schemes at national levels and for England and for Wales. This is followed by Table 19 and Table 20, which show awareness for each WaSC and for each WoC respectively.

**Figure 18: Awareness of water companies' offer of reduced bills**



**Table 19: Awareness of water companies' offer of reduced bills – WaSCs**

Awareness of offer of reduced bills – net 'Yes'	2021	2022	Difference since last year
Industry (2022 base sample: 5502)	37%	37%	0%
Total WaSCs (2022 base sample: 3562)	36%	37%	+1%
Anglian Water (2022 base sample: 351)	44%	40%	-4%
Dŵr Cymru Welsh Water (2022 base sample: 400)	38%	42%	+3%
Hafren Dyfrdwy (2022 base sample: 200)	37%	33%	-4%
Northumbrian Water (2022 base sample: 200)	34%	38%	+5%
Severn Trent (2022 base sample: 200)	36%	40%	+4%
South West Water (2022 base sample: 400)	44%	42%	-2%
Southern Water (2022 base sample: 400) <sup>22</sup>	-	34%	n/a
Thames Water (2022 base sample: 200) <sup>22</sup>	34%	37%	+3%
United Utilities (2022 base sample: 701)	35%	32%	-3%
Wessex Water (2022 base sample: 200)	41%	50%	+9%
Yorkshire Water (2022 base sample: 400)	32%	32%	0%

**Table 20: Awareness of company specific social tariff schemes – WoCs**

Awareness of offer of reduced bills – net 'Yes'	2021	2022	Difference since last year
Industry (2022 base sample: 5502)	37%	37%	0%
Total WoCs (2022 base sample: 1940)	40%	36%	-4%
Affinity Water (2022 base sample: 250) <sup>22</sup>	37%	38%	0%
Bristol Water (2022 base sample: 300)	41%	39%	-3%
Cambridge Water (2022 base sample: 150)	41%	33%	-9%
Essex & Suffolk Water (2022 base sample: 150)	39%	35%	-4%
Portsmouth Water (2022 base sample: 151)	40%	35%	-5%
South East Water (2022 base sample: 550) <sup>22</sup>	-	35%	n/a
South Staffs Water (2022 base sample: 150)	41%	34%	-7%
SES Water (2022 base sample: 151) <sup>22</sup>	-	35%	n/a

<sup>22</sup> Due to a routing oversight in the programming phase of the project, some water companies were not asked this question in 2021. There were no significant differences for Total England and Wales (or the individual countries) from 2021 to 2022 so trackability won't be affected going forwards, but care should be taken when interpreting results.

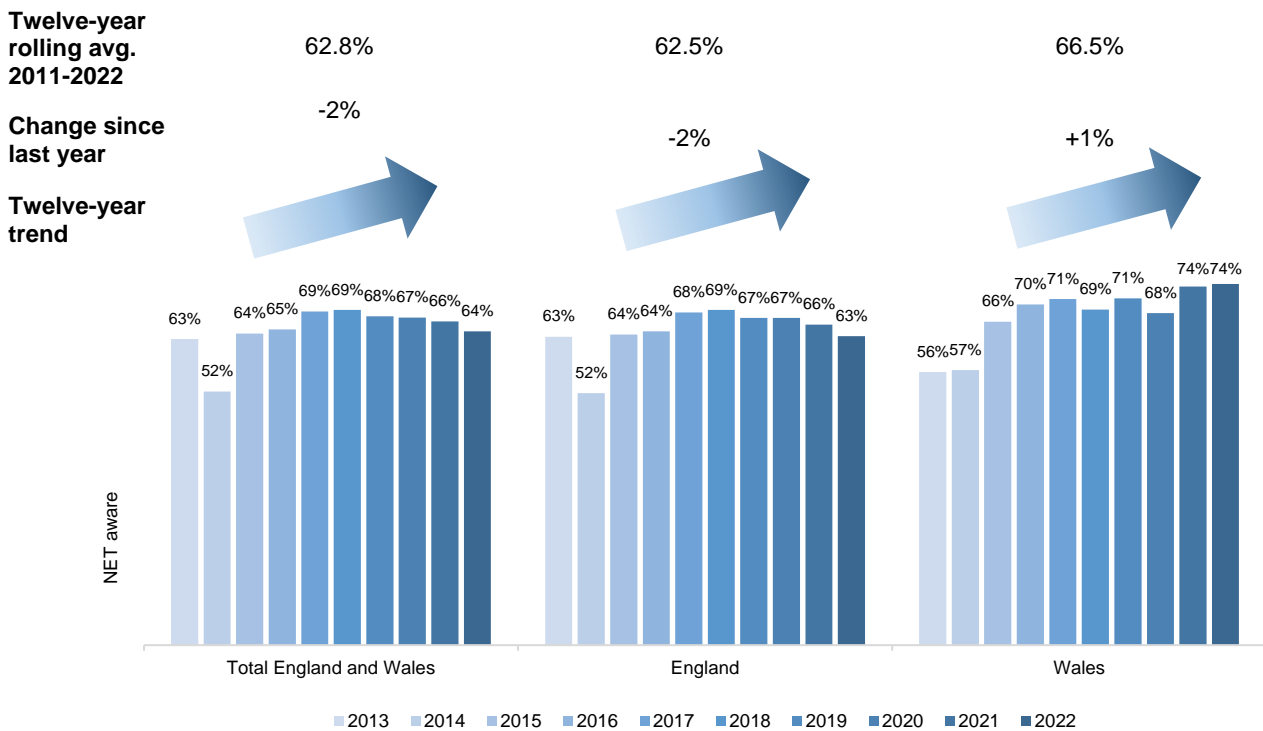
### 3.4 Awareness of free water meter trial schemes

Unless they live in a water company area where universal metering schemes are in place, customers who do not have a water meter at their property can ask their water company to fit a water meter. This would be at no cost to the customer provided the installation is fairly straightforward.

Respondents living in unmetered households in areas where the free meter scheme is available were first asked about their awareness that a water meter can be fitted for free.

Figure 19 shows awareness and trends at national levels, and Table 21 and Table 22 show this for WaSCs and WoCs respectively.

**Figure 19: Awareness that water meters can be fitted free of charge – unmetered customers**



Footnote: Because of company universal metering schemes, some customers were not asked this question: all customers of Southern Water, SES Water and South East Water, the majority of Affinity Water and some of Thames Water.

**Table 21: Awareness that water meters can be fitted free of charge – unmetered customers - WaSCs**

Awareness that water meters can be fitted free of charge	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	62.8%		↑	n/a	-2%
Total WaSCs (2022 base sample: 3562)	62.4%		↑	64%	-2%

Anglian Water (2022 base sample: 351)	68.6%	<p>72% 73% 70% 67% 70% 70% 71% 71% 69% 64%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-5%
Dŵr Cymru Welsh Water (2022 base sample: 400)	66.6%	<p>55% 57% 67% 70% 71% 69% 72% 68% 74% 75%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↑	+1%
Hafren Dyfrdwy (2022 base sample: 200)	69.0%	<p>69% 64% 77% 72% 63%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-9%
Northumbrian Water (2022 base sample: 200)	60.9%	<p>62% 42% 60% 69% 69% 65% 64% 61% 67% 68%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
Severn Trent (2022 base sample: 200)	60.4%	<p>59% 47% 63% 59% 67% 63% 68% 62% 61% 66%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+5%
South West Water (2022 base sample: 400)	77.9%	<p>86% 75% 88% 75% 82% 83% 69% 77% 81% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-5%
Thames Water (2022 base sample: 200)	54.4%	<p>61% 41% 58% 60% 66% 63% 47% 54% 50% 47%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-3%
United Utilities (2022 base sample: 701)	66.2%	<p>67% 58% 67% 70% 71% 73% 73% 69% 74% 69%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-4%
Wessex Water (2022 base sample: 200)	68.5%	<p>67% 59% 65% 70% 81% 83% 78% 75% 64% 70%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+6%
Yorkshire Water (2022 base sample: 400)	61.6%	<p>55% 51% 62% 65% 60% 68% 74% 73% 69% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-2%

Footnote: Customers of Southern Water and some of Thames Water were not asked this question because of their company's universal metering scheme.

**Table 22: Awareness that water meters can be fitted free of charge – unmetered customers - WoCs**

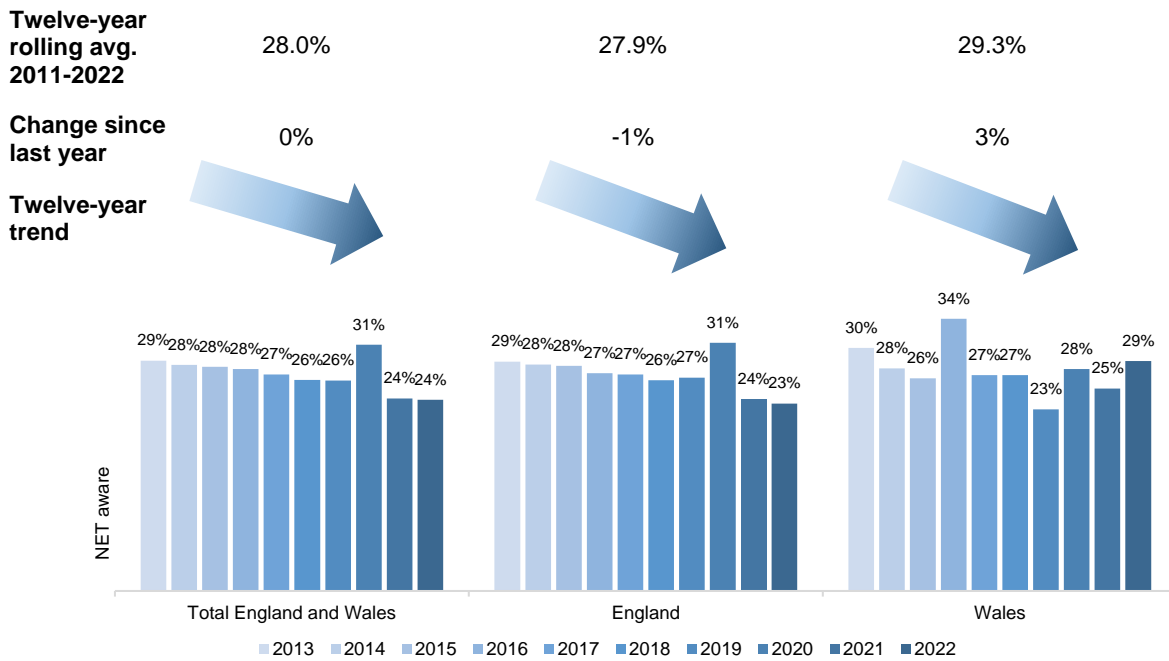
Awareness that water meters can be fitted free of charge	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year																						
Industry (2022 base sample: 5502)	62.8%	<table border="1"> <caption>Industry Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>63%</td></tr> <tr><td>14</td><td>52%</td></tr> <tr><td>15</td><td>64%</td></tr> <tr><td>16</td><td>65%</td></tr> <tr><td>17</td><td>69%</td></tr> <tr><td>18</td><td>69%</td></tr> <tr><td>19</td><td>68%</td></tr> <tr><td>20</td><td>67%</td></tr> <tr><td>21</td><td>66%</td></tr> <tr><td>22</td><td>64%</td></tr> </tbody> </table>	Year	Awareness (%)	13	63%	14	52%	15	64%	16	65%	17	69%	18	69%	19	68%	20	67%	21	66%	22	64%	↑	n/a	-2%
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Total WoCs (2022 base sample: 1940)	64.6%	<table border="1"> <caption>Total WoCs Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>67%</td></tr> <tr><td>14</td><td>53%</td></tr> <tr><td>15</td><td>65%</td></tr> <tr><td>16</td><td>64%</td></tr> <tr><td>17</td><td>69%</td></tr> <tr><td>18</td><td>74%</td></tr> <tr><td>19</td><td>71%</td></tr> <tr><td>20</td><td>75%</td></tr> <tr><td>21</td><td>71%</td></tr> <tr><td>22</td><td>69%</td></tr> </tbody> </table>	Year	Awareness (%)	13	67%	14	53%	15	65%	16	64%	17	69%	18	74%	19	71%	20	75%	21	71%	22	69%	↑	69%	-2%
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Bristol Water (2022 base sample: 300)	68.7%	<table border="1"> <caption>Bristol Water Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>69%</td></tr> <tr><td>14</td><td>58%</td></tr> <tr><td>15</td><td>70%</td></tr> <tr><td>16</td><td>68%</td></tr> <tr><td>17</td><td>70%</td></tr> <tr><td>18</td><td>72%</td></tr> <tr><td>19</td><td>77%</td></tr> <tr><td>20</td><td>81%</td></tr> <tr><td>21</td><td>78%</td></tr> <tr><td>22</td><td>75%</td></tr> </tbody> </table>	Year	Awareness (%)	13	69%	14	58%	15	70%	16	68%	17	70%	18	72%	19	77%	20	81%	21	78%	22	75%	↑	↔	-3%
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22	75%																										
Cambridge Water (2022 base sample: 150)	65.5%	<table border="1"> <caption>Cambridge Water Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>61%</td></tr> <tr><td>14</td><td>54%</td></tr> <tr><td>15</td><td>69%</td></tr> <tr><td>16</td><td>67%</td></tr> <tr><td>17</td><td>61%</td></tr> <tr><td>18</td><td>73%</td></tr> <tr><td>19</td><td>69%</td></tr> <tr><td>20</td><td>77%</td></tr> <tr><td>21</td><td>75%</td></tr> <tr><td>22</td><td>72%</td></tr> </tbody> </table>	Year	Awareness (%)	13	61%	14	54%	15	69%	16	67%	17	61%	18	73%	19	69%	20	77%	21	75%	22	72%	↑	↔	-3%
Year	Awareness (%)																										
13	61%																										
14	54%																										
15	69%																										
16	67%																										
17	61%																										
18	73%																										
19	69%																										
20	77%																										
21	75%																										
22	72%																										
Essex & Suffolk Water (2022 base sample: 150)	68.1%	<table border="1"> <caption>Essex &amp; Suffolk Water Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>70%</td></tr> <tr><td>14</td><td>64%</td></tr> <tr><td>15</td><td>76%</td></tr> <tr><td>16</td><td>75%</td></tr> <tr><td>17</td><td>69%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>65%</td></tr> <tr><td>20</td><td>77%</td></tr> <tr><td>21</td><td>63%</td></tr> <tr><td>22</td><td>57%</td></tr> </tbody> </table>	Year	Awareness (%)	13	70%	14	64%	15	76%	16	75%	17	69%	18	77%	19	65%	20	77%	21	63%	22	57%	↔	↓	-5%
Year	Awareness (%)																										
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14	64%																										
15	76%																										
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18	77%																										
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21	63%																										
22	57%																										
Portsmouth Water (2022 base sample: 151)	63.6%	<table border="1"> <caption>Portsmouth Water Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>62%</td></tr> <tr><td>14</td><td>45%</td></tr> <tr><td>15</td><td>66%</td></tr> <tr><td>16</td><td>65%</td></tr> <tr><td>17</td><td>72%</td></tr> <tr><td>18</td><td>74%</td></tr> <tr><td>19</td><td>72%</td></tr> <tr><td>20</td><td>71%</td></tr> <tr><td>21</td><td>74%</td></tr> <tr><td>22</td><td>70%</td></tr> </tbody> </table>	Year	Awareness (%)	13	62%	14	45%	15	66%	16	65%	17	72%	18	74%	19	72%	20	71%	21	74%	22	70%	↑	↔	-4%
Year	Awareness (%)																										
13	62%																										
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South Staffs Water (2022 base sample: 150)	64.1%	<table border="1"> <caption>South Staffs Water Awareness Data (2013-2022)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>13</td><td>64%</td></tr> <tr><td>14</td><td>43%</td></tr> <tr><td>15</td><td>63%</td></tr> <tr><td>16</td><td>65%</td></tr> <tr><td>17</td><td>70%</td></tr> <tr><td>18</td><td>75%</td></tr> <tr><td>19</td><td>66%</td></tr> <tr><td>20</td><td>73%</td></tr> <tr><td>21</td><td>70%</td></tr> <tr><td>22</td><td>73%</td></tr> </tbody> </table>	Year	Awareness (%)	13	64%	14	43%	15	63%	16	65%	17	70%	18	75%	19	66%	20	73%	21	70%	22	73%	↑	↔	3%
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22	73%																										

Footnote: All customers of South East Water and SES Water, as well as the majority of Affinity Water customers were not asked this question because of their company's universal metering scheme.

### 3.5 Awareness that a water meter can be trialed – unmetered customers

When a customer in an unmetered household asks for a water meter to be fitted, they can ask to go back to the fixed rateable value charge for their property as long as it is within 24 months of the meter being fitted. Unmetered respondents were asked whether they knew about this trial period. Awareness and trends for England and Wales and for each nation are shown in Figure 20. This is followed by Table 23 and Table 24 which show this for each WaSC and WoC respectively.

**Figure 20: Awareness of the possibility to trial a water meter – unmetered customers**



Footnote: Because of company universal metering schemes, some customers were not asked this question: all customers of Southern Water, SES Water and South East Water, the majority of Affinity Water and some of Thames Water. Time period changed in 2018 from 1 or 2 years (dependant on company) in 2017 to 2 years for all companies in 2018.

**Table 23: Awareness of the possibility to trial a water meter – unmetered customers - WaSCs**

Awareness of the 24-month trial period for a water meter	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year																						
Industry (2022 base sample: 1762)	28.0%	<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>Awareness</th><td>29%</td><td>28%</td><td>28%</td><td>28%</td><td>27%</td><td>26%</td><td>26%</td><td>31%</td><td>24%</td><td>24%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	29%	28%	28%	28%	27%	26%	26%	31%	24%	24%	↓	n/a	0%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	29%	28%	28%	28%	27%	26%	26%	31%	24%	24%																	
Total WaSCs (2022 base sample: 1329)	28.0%	<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>Awareness</th><td>28%</td><td>28%</td><td>28%</td><td>28%</td><td>28%</td><td>26%</td><td>26%</td><td>31%</td><td>24%</td><td>23%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	28%	28%	28%	28%	28%	26%	26%	31%	24%	23%	↓	23%	0%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	28%	28%	28%	28%	28%	26%	26%	31%	24%	23%																	
Anglian Water (2022 base sample: 77)	38.2%	<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>Awareness</th><td>46%</td><td>43%</td><td>32%</td><td>45%</td><td>30%</td><td>33%</td><td>33%</td><td>46%</td><td>31%</td><td>31%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	46%	43%	32%	45%	30%	33%	33%	46%	31%	31%	↓	↔	-1%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	46%	43%	32%	45%	30%	33%	33%	46%	31%	31%																	
Dŵr Cymru Welsh Water (2022 base sample: 233)	29.4%	<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>Awareness</th><td>30%</td><td>28%</td><td>26%</td><td>35%</td><td>27%</td><td>27%</td><td>23%</td><td>28%</td><td>25%</td><td>29%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	30%	28%	26%	35%	27%	27%	23%	28%	25%	29%	↓	↔	+4%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	30%	28%	26%	35%	27%	27%	23%	28%	25%	29%																	
Hafren Dyfrdwy (2022 base sample: 83)	27.1%	<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>Awareness</th><td>30%</td><td>24%</td><td>26%</td><td>31%</td><td>25%</td><td></td><td></td><td></td><td></td><td></td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	30%	24%	26%	31%	25%						↔	↔	-6%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	30%	24%	26%	31%	25%																						
Northumbrian Water (2022 base sample: 97)	25.6%	<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>Awareness</th><td>31%</td><td>21%</td><td>25%</td><td>34%</td><td>28%</td><td>21%</td><td>22%</td><td>23%</td><td>23%</td><td>22%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	31%	21%	25%	34%	28%	21%	22%	23%	23%	22%	↓	↔	-1%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	31%	21%	25%	34%	28%	21%	22%	23%	23%	22%																	
Severn Trent (2022 base sample: 90)	24.6%	<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>Awareness</th><td>26%</td><td>25%</td><td>24%</td><td>19%</td><td>20%</td><td>20%</td><td>22%</td><td>27%</td><td>20%</td><td>22%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	26%	25%	24%	19%	20%	20%	22%	27%	20%	22%	↓	↔	+2%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	26%	25%	24%	19%	20%	20%	22%	27%	20%	22%																	
South West Water (2022 base sample: 107)	38.4%	<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>Awareness</th><td>50%</td><td>39%</td><td>49%</td><td>41%</td><td>35%</td><td>35%</td><td>25%</td><td>39%</td><td>25%</td><td>27%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Awareness	50%	39%	49%	41%	35%	35%	25%	39%	25%	27%	↓	↔	+2%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	50%	39%	49%	41%	35%	35%	25%	39%	25%	27%																	
Thames Water (2022 base sample: 94)	22.9%	<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>Awareness</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	Awareness	20%	23%	28%	26%	24%	28%	16%	27%	11%	10%	↓	↓	-1%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	20%	23%	28%	26%	24%	28%	16%	27%	11%	10%																	
United Utilities (2022 base sample: 349)	31.5%	<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>Awareness</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	Awareness	31%	35%	33%	28%	38%	28%	33%	34%	31%	30%	↔	↑	0%
Year	13	14	15	16	17	18	19	20	21	22																	
Awareness	31%	35%	33%	28%	38%	28%	33%	34%	31%	30%																	

Wessex Water (2022 base sample: 84)	32.7%		↔	↑	+14%
Yorkshire Water (2022 base sample: 148)	28.2%		↔	↔	-2%

Footnote: Customers of Southern Water and some of Thames Water were excluded from this question because of the company's universal metering scheme

**Table 24: Awareness of the possibility to trial a water meter – unmetered customers - WoCs**

Awareness of the 24-month trial period for a water meter	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 1762)	28.0%		↓	n/a	0%
Total WoCs (2022 base sample: 433)	28.0%		↔	28%	+1%
Bristol Water (2022 base sample: 143)	30.2%		↔	↑	+4%
Cambridge Water (2022 base sample: 39)	25.7%		↓	↓	-16%
Essex & Suffolk Water (2022 base sample: 47)	28.0%		↔	↔	-4%
Portsmouth Water (2022 base sample: 76)	27.3%		↔	↔	0%
South Staffs Water (2022 base sample: 84)	31.1%		↔	↔	0%

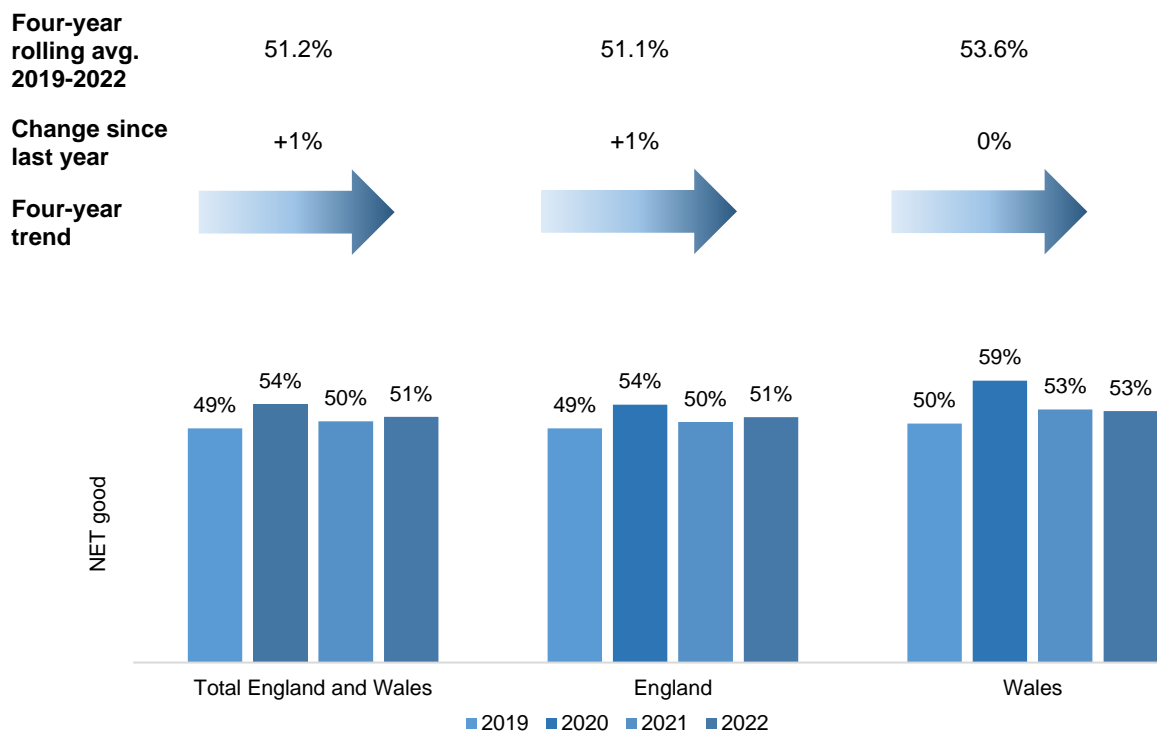
Footnote: All customers of South East Water and SES Water, as well as the majority of Affinity Water customers were not asked this question because of their company's universal metering scheme.



### 3.6 Communication about services, plans and additional services

A new question was added in 2019 to understand perceptions about how well water companies communicate about their services and plans, and availability of things such as WaterSure and Priority/additional services. Figure 21 shows national level data, and Table 25 and Table 26 show this for each WaSC and for each WoC respectively.

**Figure 21: Perceptions of communications from water companies about services and plans**



**Table 25: Perceptions of communications from water companies about services and plans – WaSCs NET good**

NET good	Four-year rolling company average	Four-year company trend NET Good	Four-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	51.2%		↔	↔	+1%
Total WaSCs (2022 base sample: 3562)	51.4%		↔	52%	+1%
Anglian Water (2022 base sample: 351)	54.3%		↔	↔	-4%

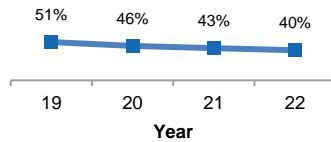
Dŵr Cymru Welsh Water (2022 base sample: 400)	53.9%	<p>50% 60% 53% 53%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↔	0%
Hafren Dyfrdwy (2022 base sample: 200)	49.4%	<p>52% 50% 50% 46%</p> <p>19 20 21 22</p> <p>Year</p>	↓	↔	-4%
Northumbrian Water (2022 base sample: 200)	55.2%	<p>61% 52% 52% 57%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↔	+5%
Severn Trent (2022 base sample: 200)	52.5%	<p>50% 58% 46% 56%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↔	+10%
South West Water (2022 base sample: 400)	54.9%	<p>50% 62% 54% 55%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↔	+1%
Southern Water (2022 base sample: 400)	42.9%	<p>41% 44% 49% 38%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↓	-11%
Thames Water (2022 base sample: 200)	43.8%	<p>39% 50% 45% 41%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↓	-4%
United Utilities (2022 base sample: 701)	52.5%	<p>49% 55% 51% 56%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↔	+5%
Wessex Water (2022 base sample: 200)	61.1%	<p>63% 66% 59% 56%</p> <p>19 20 21 22</p> <p>Year</p>	↔	↔	-3%
Yorkshire Water (2022 base sample: 400)	55.6%	<p>60% 57% 53% 54%</p> <p>19 20 21 22</p> <p>Year</p>	↓	↔	+1%

**Table 26: Perceptions of communications from water companies about services and plans – WoCs NET good**

NET good	Four-year rolling company average	Four-year company trend NET Good	Four-year trend	Company average vs WoC average	Change since last year										
Industry (2022 base sample: 5502)	51.2%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>49%</td><td>54%</td><td>50%</td><td>51%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	49%	54%	50%	51%	↔	↔	+1%
Year	19	20	21	22											
NET Good (%)	49%	54%	50%	51%											
Total WoCs (2022 base sample: 1940)	50.3%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>50%</td><td>51%</td><td>50%</td><td>51%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	50%	51%	50%	51%	↔	51%	+1%
Year	19	20	21	22											
NET Good (%)	50%	51%	50%	51%											
Affinity Water (2022 base sample: 250)	46.9%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>47%</td><td>43%</td><td>47%</td><td>50%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	47%	43%	47%	50%	↔	↔	+3%
Year	19	20	21	22											
NET Good (%)	47%	43%	47%	50%											
Bristol Water (2022 base sample: 300)	62.2%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>62%</td><td>64%</td><td>59%</td><td>64%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	62%	64%	59%	64%	↔	↑	+5%
Year	19	20	21	22											
NET Good (%)	62%	64%	59%	64%											
Cambridge Water (2022 base sample: 150)	52.4%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>55%</td><td>56%</td><td>51%</td><td>48%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	55%	56%	51%	48%	↔	↔	-3%
Year	19	20	21	22											
NET Good (%)	55%	56%	51%	48%											
Essex & Suffolk Water (2022 base sample: 150)	53.8%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>53%</td><td>56%</td><td>56%</td><td>51%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	53%	56%	56%	51%	↔	↔	-6%
Year	19	20	21	22											
NET Good (%)	53%	56%	56%	51%											
Portsmouth Water (2022 base sample: 151)	46.9%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>47%</td><td>46%</td><td>47%</td><td>50%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	47%	46%	47%	50%	↔	↔	+3%
Year	19	20	21	22											
NET Good (%)	47%	46%	47%	50%											
South East Water (2022 base sample: 550)	48.5%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>46%</td><td>52%</td><td>47%</td><td>49%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	46%	52%	47%	49%	↔	↔	+2%
Year	19	20	21	22											
NET Good (%)	46%	52%	47%	49%											
South Staffs Water (2022 base sample: 150)	46.5%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>NET Good (%)</th><td>40%</td><td>53%</td><td>48%</td><td>45%</td></tr> </table>	Year	19	20	21	22	NET Good (%)	40%	53%	48%	45%	↔	↔	-3%
Year	19	20	21	22											
NET Good (%)	40%	53%	48%	45%											

SES Water  
(2022 base  
sample: 151)

44.9%

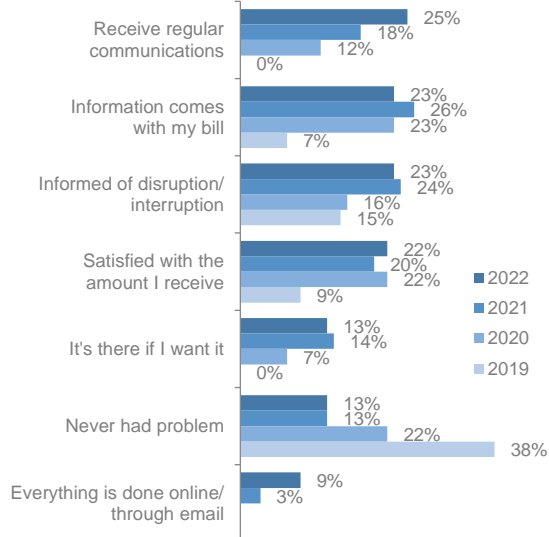


-3%

Figure 22 details the main reasons (unprompted) why respondents gave their rating, with the main positive and negative comments shown at a total level.

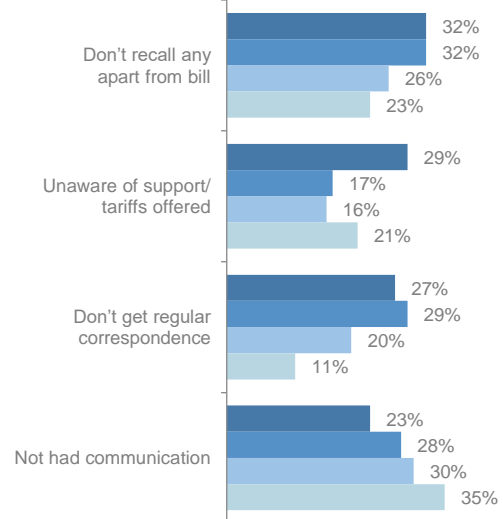
### Figure 22 Reasons for rating how well communicate on services and plans

Positive (net good). Base:2662



\*All others mentioned by less than 5%

Negative (net poor). Base:1120



\*All others mentioned by less than 5%

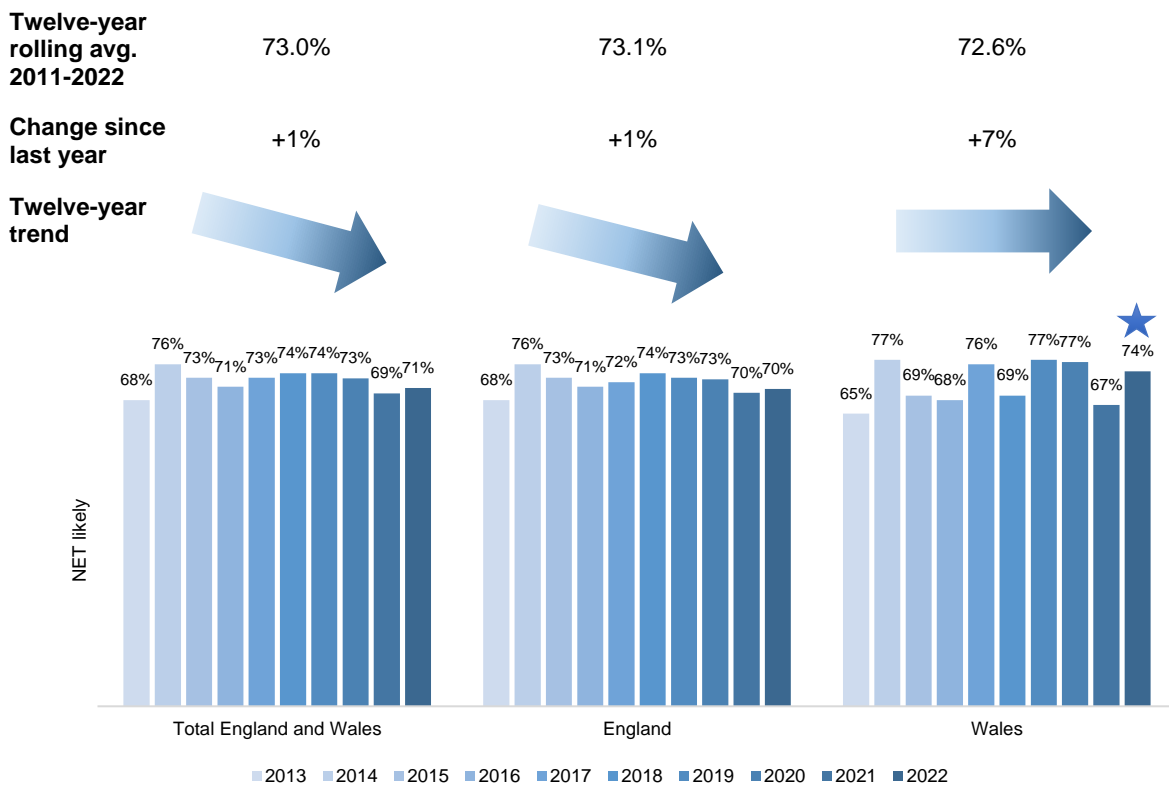
## Chapter 4: Contacting water companies and satisfaction with customer service

This chapter presents views on customer contact with their water/sewerage company. Questions range from the likelihood of making contact where worried about a bill, to satisfaction with any contact made in the 12 months prior to this survey, identifying the reason for contact and satisfaction with elements of the contact and overall satisfaction with customer services in general.

### 4.1 Likelihood of making contact with the company if worried about paying the bill

Respondents were asked how likely they would be to contact their water company if they were worried about paying a bill. Figure 23 shows likelihood at national levels, and Table 27 and Table 28 show this for each WaSC and for each WoC respectively.

**Figure 23: Likelihood of contacting water/sewerage company if worried about a bill**



★ Significant difference between 2021 and 2022 data

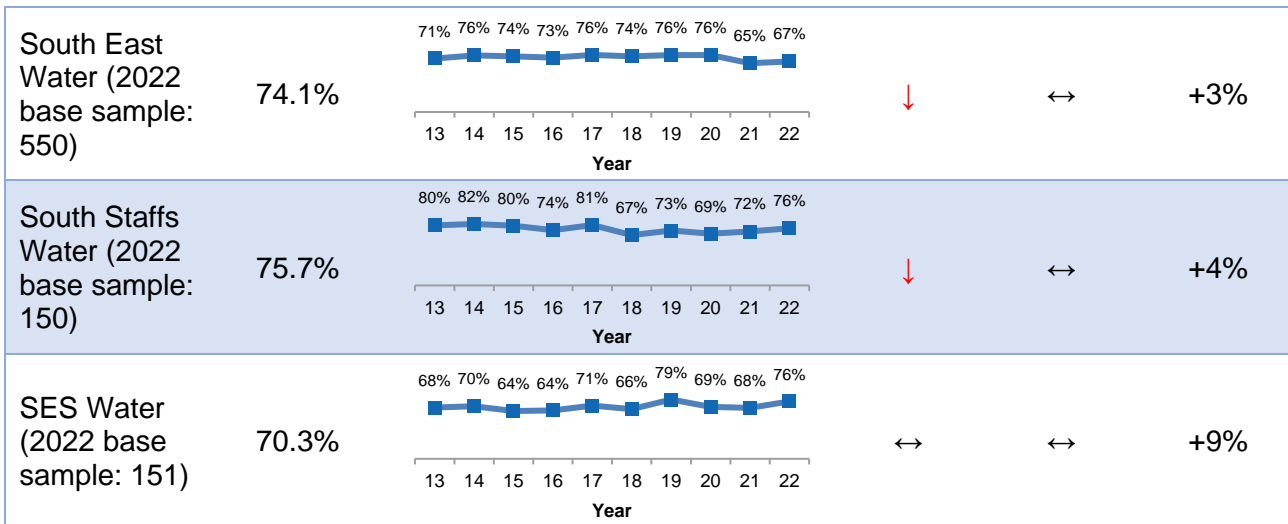
**Table 27: Likelihood of contacting water/sewerage company if worried about a bill – WaSCs**

Likely to contact if worried about bill	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	73.0%	<p>68% 76% 73% 71% 73% 74% 74% 73% 69% 71%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	n/a	+1%
Total WaSCs (2022 base sample: 3562)	73.1%	<p>67% 76% 72% 71% 72% 74% 73% 73% 70% 71%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	71%	+1%
Anglian Water (2022 base sample: 351)	75.0%	<p>68% 78% 77% 74% 72% 77% 74% 78% 74% 70%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-4%
Dŵr Cymru Welsh Water (2022 base sample: 400)	72.4%	<p>64% 77% 68% 68% 76% 68% 78% 77% 67% 74%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+7%
Hafren Dyfrdwy (2022 base sample: 200)	73.4%	<p>80% 72% 74% 66% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+10%
Northumbrian Water (2022 base sample: 200)	72.0%	<p>67% 77% 67% 75% 71% 69% 71% 78% 68% 71%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+3%
Severn Trent (2022 base sample: 200)	74.1%	<p>70% 78% 75% 71% 75% 67% 76% 73% 71% 73%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+2%
South West Water (2022 base sample: 400)	74.7%	<p>74% 75% 74% 69% 80% 73% 73% 77% 67% 73%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+6%
Southern Water (2022 base sample: 400)	74.7%	<p>73% 81% 77% 65% 72% 79% 76% 71% 70% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-3%
Thames Water (2022 base sample: 200)	70.6%	<p>62% 72% 68% 72% 65% 79% 68% 64% 72% 71%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-1%

United Utilities (2022 base sample: 701)	72.4%		↔	↔	+4%
Wessex Water (2022 base sample: 200)	75.5%		↓	↔	-3%
Yorkshire Water (2022 base sample: 400)	73.5%		↓	↔	+2%

**Table 28: Likelihood of contacting water company if worried about a bill – WoCs**

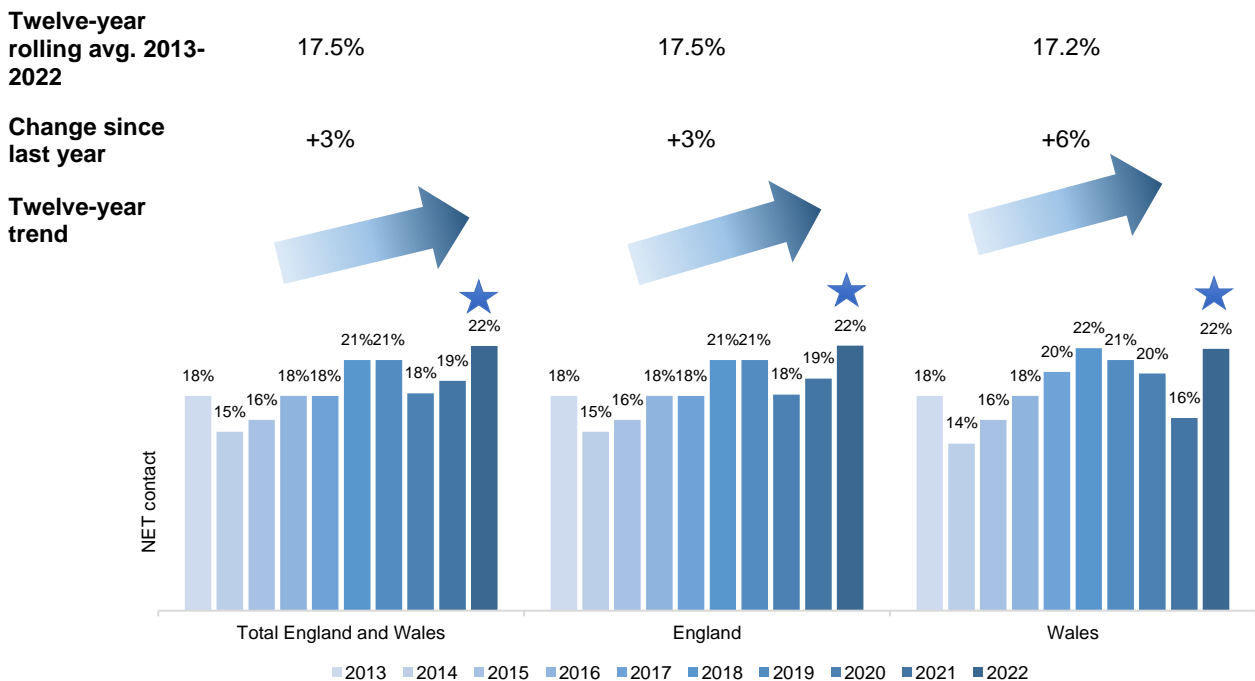
Likely to contact if worried about bill	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	73.0%		↓	n/a	+1%
Total WoCs (2022 base sample: 1940)	73.3%		↓	69%	0%
Affinity Water (2022 base sample: 250)	70.8%		↓	↔	-4%
Bristol Water (2022 base sample: 300)	72.6%		↓	↔	0%
Cambridge Water (2022 base sample: 150)	72.8%		↔	↔	+1%
Essex & Suffolk Water (2022 base sample: 150)	73.6%		↔	↔	+3%
Portsmouth Water (2022 base sample: 151)	73.8%		↓	↔	-5%



## 4.2 Prevalence of customers contacting their water company

Respondents were asked whether or not they had contacted their water/sewerage company in the last 12 months. Figure 24 shows contact trends for England and Wales and for each nation. This is followed by contact trends for each WaSC in Table 29 and for each WoC in Table 30.

**Figure 24: Contact with the water/sewerage company**



★ Significant difference between 2021 and 2022 data



**Table 29: Contact with the water/sewerage company - WaSCs**

Contact with your water and/or sewerage company	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year																						
Industry (2022 base sample: 5502)	17.5%	<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>Value</th><td>18%</td><td>15%</td><td>16%</td><td>18%</td><td>18%</td><td>21%</td><td>21%</td><td>18%</td><td>19%</td><td>22%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	18%	15%	16%	18%	18%	21%	21%	18%	19%	22%	↑	n/a	+3%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	18%	15%	16%	18%	18%	21%	21%	18%	19%	22%																	
Total WaSCs (2022 base sample: 3562)	17.6%	<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>Value</th><td>17%</td><td>15%</td><td>17%</td><td>18%</td><td>18%</td><td>22%</td><td>20%</td><td>18%</td><td>19%</td><td>23%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	17%	15%	17%	18%	18%	22%	20%	18%	19%	23%	↑	23%	+4%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	17%	15%	17%	18%	18%	22%	20%	18%	19%	23%																	
Anglian Water (2022 base sample: 351)	19.6%	<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>Value</th><td>23%</td><td>17%</td><td>22%</td><td>18%</td><td>18%</td><td>21%</td><td>21%</td><td>16%</td><td>20%</td><td>26%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	23%	17%	22%	18%	18%	21%	21%	16%	20%	26%	↑	↔	+6%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	23%	17%	22%	18%	18%	21%	21%	16%	20%	26%																	
Dŵr Cymru Welsh Water (2022 base sample: 400)	17.1%	<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>Value</th><td>17%</td><td>14%</td><td>15%</td><td>18%</td><td>20%</td><td>22%</td><td>20%</td><td>20%</td><td>16%</td><td>22%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	17%	14%	15%	18%	20%	22%	20%	20%	16%	22%	↑	↔	+6%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	17%	14%	15%	18%	20%	22%	20%	20%	16%	22%																	
Hafren Dyfrdwy (2022 base sample: 200)	21.8%	<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>Value</th><td></td><td></td><td></td><td></td><td></td><td>23%</td><td>25%</td><td>19%</td><td>18%</td><td>24%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value						23%	25%	19%	18%	24%	↔	↔	+6%
Year	13	14	15	16	17	18	19	20	21	22																	
Value						23%	25%	19%	18%	24%																	
Northumbrian Water (2022 base sample: 200)	15.0%	<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>Value</th><td>17%</td><td>9%</td><td>14%</td><td>16%</td><td>15%</td><td>20%</td><td>22%</td><td>13%</td><td>18%</td><td>20%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	17%	9%	14%	16%	15%	20%	22%	13%	18%	20%	↑	↔	+3%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	17%	9%	14%	16%	15%	20%	22%	13%	18%	20%																	
Severn Trent (2022 base sample: 200)	16.5%	<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>Value</th><td>14%</td><td>13%</td><td>14%</td><td>16%</td><td>20%</td><td>20%</td><td>19%</td><td>18%</td><td>17%</td><td>25%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	14%	13%	14%	16%	20%	20%	19%	18%	17%	25%	↑	↔	+8%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	14%	13%	14%	16%	20%	20%	19%	18%	17%	25%																	
South West Water (2022 base sample: 400)	20.6%	<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>Value</th><td>24%</td><td>20%</td><td>22%</td><td>24%</td><td>18%</td><td>27%</td><td>24%</td><td>15%</td><td>22%</td><td>24%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	24%	20%	22%	24%	18%	27%	24%	15%	22%	24%	↑	↔	+2%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	24%	20%	22%	24%	18%	27%	24%	15%	22%	24%																	
Southern Water (2022 base sample: 400)	18.5%	<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>Value</th><td>19%</td><td>14%</td><td>26%</td><td>26%</td><td>19%</td><td>23%</td><td>18%</td><td>16%</td><td>18%</td><td>22%</td></tr> </table>	Year	13	14	15	16	17	18	19	20	21	22	Value	19%	14%	26%	26%	19%	23%	18%	16%	18%	22%	↔	↔	+5%
Year	13	14	15	16	17	18	19	20	21	22																	
Value	19%	14%	26%	26%	19%	23%	18%	16%	18%	22%																	

Thames Water (2022 base sample: 200)	19.3%		↑	↔	+1%
United Utilities (2022 base sample: 701)	15.5%		↑	↓	-2%
Wessex Water (2022 base sample: 200)	16.8%		↑	↓	-2%
Yorkshire Water (2022 base sample: 400)	17.7%		↑	↔	+7%

**Table 30: Contact with the water company – WoCs**

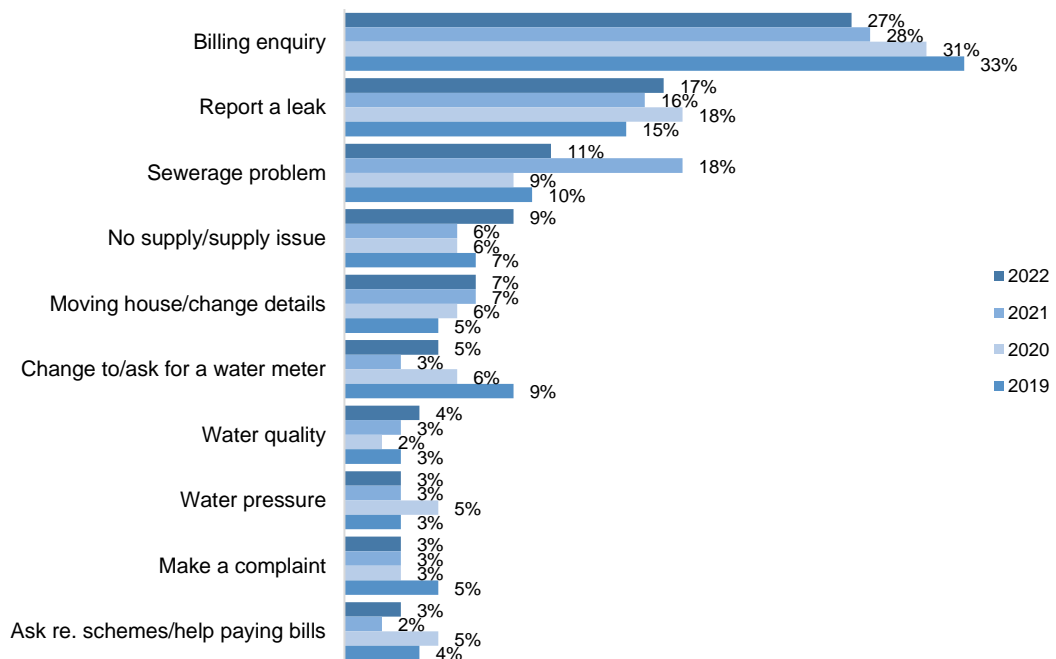
Contact with your water and/or sewerage company	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	17.5%		↑	n/a	+3%
Total WoCs (2022 base sample: 1940)	17.1%		↑	20%	+1%
Affinity Water (2022 base sample: 250)	18.4%		↑	↑	-2%
Bristol Water (2022 base sample: 300)	15.5%		↑	↓	-2%
Cambridge Water (2022 base sample: 150)	17.9%		↑	↔	+1%

Essex & Suffolk Water (2022 base sample: 150)	17.1%		↑	↔	+3%
Portsmouth Water (2022 base sample: 150)	15.2%		↔	↔	+1%
South East Water (2022 base sample: 550)	18.9%		↑	↔	+5%
South Staffs Water (2022 base sample: 150)	14.4%		↑	↔	-1%
SES Water (2022 base sample: 151)	16.0%		↑	↔	+5%

### 4.3 Reason for making contact with the water company

Those who had contacted their water company in the last 12 months were asked what their reason for contact was.

Figure 25: Reason for contact

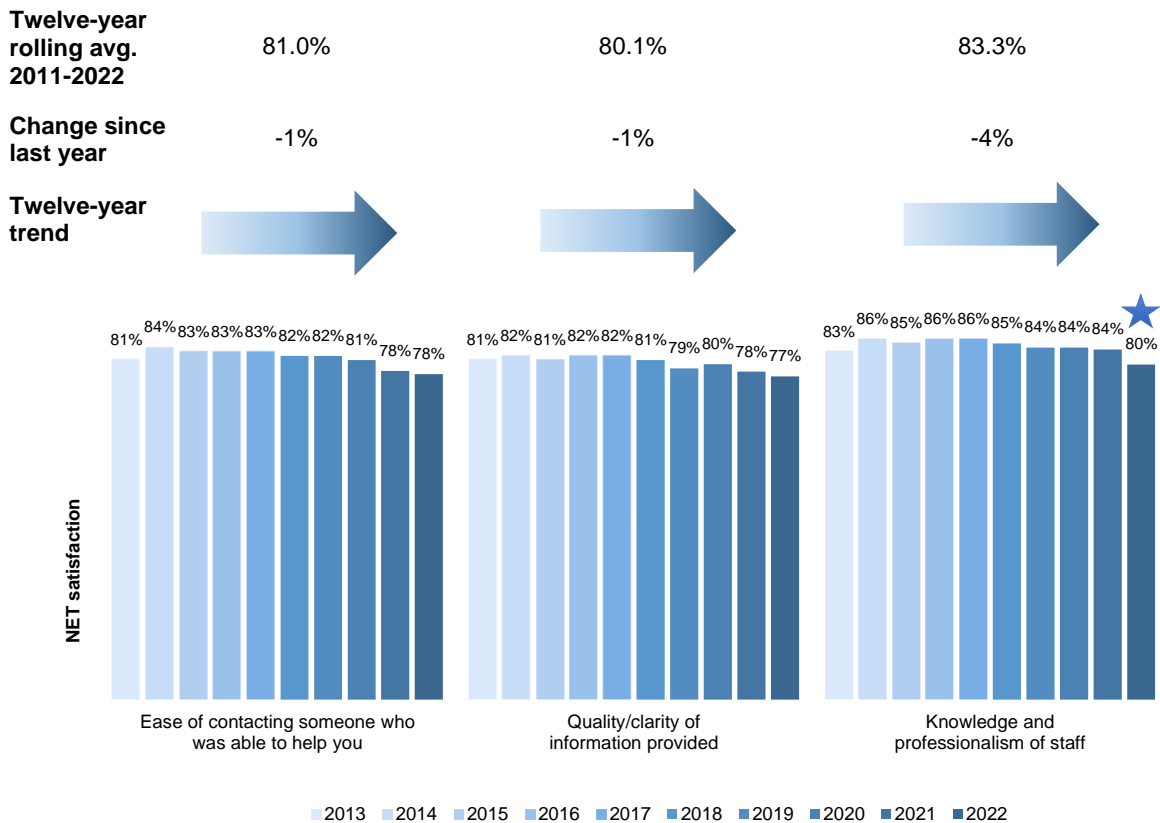


Footnote: Reasons for contact below 3% for 2021, are not shown.

## 4.4 Satisfaction with different aspects of contact

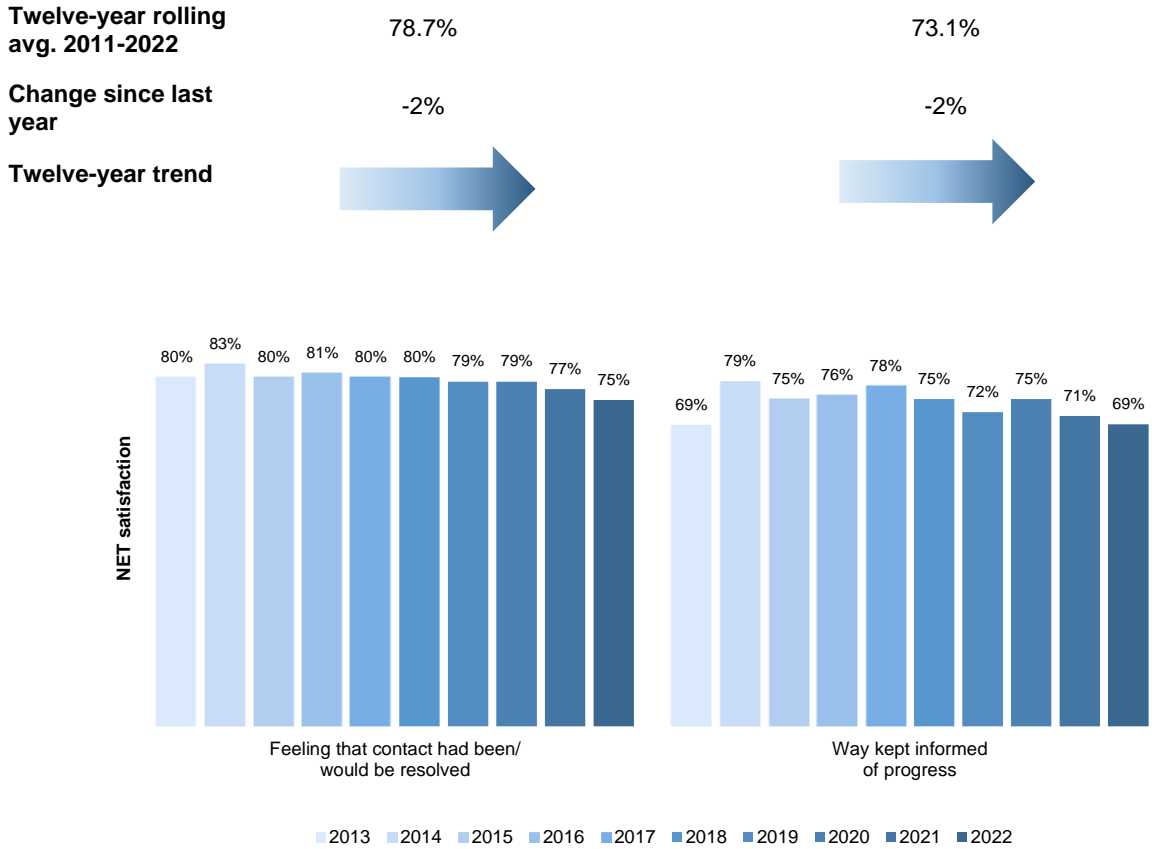
Respondents who made contact in the last 12 months were asked to rate their satisfaction with five different aspects of contact handling – ease of contact, quality of information, knowledge of staff, the feeling that the contact would be resolved and how well the company kept them informed of progress. Figure 26 and Figure 27 show national trends for the last twelve years for each aspect of contact. This is followed by Figure 28 which compares 2022 satisfaction between England and Wales, and Table 31 and Table 32 which show 2022 satisfaction with aspects of service for each WaSC and each WoC respectively, and Table 33 and Table 34 which highlight the twelve-year trends by WaSC and by WoC.

**Figure 26: Satisfaction with aspects of contact**

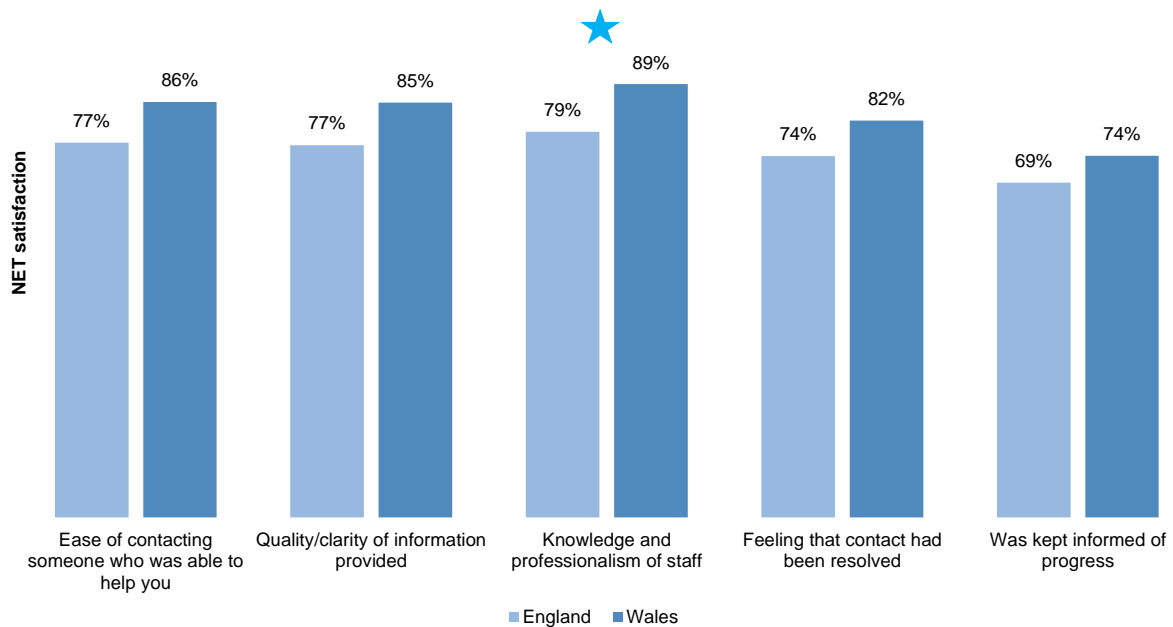


★ Significant difference between 2021 and 2022 data

**Figure 27: Satisfaction with aspects of contact**



**Figure 28: Satisfaction with aspects of contact by nation**



★ Significant difference between England and Wales 2022.

**Table 31: Satisfaction with aspects of contact in 2022 – WaSCs**

Satisfaction with aspects of contact (2022 data only)	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2022 base range: 1122-1056)	78%	77%	80%	75%	69%
Total WaSCs (2022 base range: 763-724)	78%	78%	80%	75%	70%
Anglian Water (2022 base range: 90-86)	79%	78%	78%	73%	73%
Dŵr Cymru Welsh Water (2022 base range: 85-76)	86%	86%	89%	82%	74%
Hafren Dyfrdwy (2022 base range: 48-45)	79%	79%	91%	83%	79%
Northumbrian Water (2022 base range: 39-33)	86%	90%	84%	85%	82%
Severn Trent (2022 base range: 50-48)	74%	78%	77%	74%	71%
South West Water (2022 base range: 95-86)	75%	73%	76%	74%	67%
Southern Water (2022 base range: 87-81)	83%	74%	78%	71%	63%
Thames Water (2022 base range: 51-49)	72%	67%	71%	66%	61%
United Utilities (2022 base range: 118-111)	79%	82%	88%	79%	76%
Wessex Water (2022 base range: 30-25)	90%	86%	93%	87%	76%
Yorkshire Water (2022 base range: 86-82)	85%	86%	88%	84%	75%

Footnote: Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red. Caution low base sizes for some companies.

**Table 32: Satisfaction with aspects of contact 2022 – WoCs**

Satisfaction with aspects of contact (2022 data only)	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2022 base range: 1122-1056)	78%	77%	80%	75%	69%
Total WoCs (2022 base range: 360-332)	75%	75%	80%	74%	63%
Affinity Water (2022 base range: 58-52)	75%	74%	79%	78%	67%
Bristol Water (2022 base range: 41-37)	88%	85%	88%	83%	76%
Cambridge Water (2022 base range: 32-30)	67%	71%	77%	84%	74%
Essex & Suffolk Water (2022 base range: 31-29)	74%	87%	90%	81%	66%
Portsmouth Water (2022 base range: 21-17)	76%	74%	81%	71%	59%
South East Water (2022 base range: 113-103)	77%	72%	81%	70%	60%
South Staffs Water (2022 base range: 24-22)	71%	67%	64%	57%	43%
SES Water (2022 base range: 30-28)	64%	67%	79%	57%	62%

Footnote: Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red. Caution: low base sizes for some companies.

**Table 33: Satisfaction with aspects of contact – WaSC twelve-year trends (arrows) and twelve-year rolling averages (figures)**

Satisfaction with aspects of contact (twelve-year trend arrow)	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2022 base range: 1122-1056)	↔ 81.0%	↔ 80.1%	↔ 83.3%	↔ 78.7%	↔ 73.1%
Total WaSCs (2022 base range: 763-724)	↔ 80.8%	↔ 80.0%	↔ 83.1%	↔ 78.7%	↔ 73.3%
Anglian Water (2022 base range: 90-86)	↑ 82.1%	↑ 83.1%	↑ 85.0%	↑ 81.5%	↑ 74.7%
Dŵr Cymru Welsh Water (2022 base range: 85-76)	↓ 87.7%	↓ 84.7%	↔ 87.7%	↓ 83.4%	↑ 78.8%
Hafren Dyfrdwy (2022 base range: 48-45)	↔ 80.2%	↔ 79.4%	↔ 86.3%	↔ 80.9%	↔ 76.5%
Northumbrian Water (2022 base range: 39-33)	↓ 84.4%	↔ 84.0%	↓ 87.0%	↓ 81.6%	↔ 73.0%
Severn Trent (2022 base range: 50-48)	↔ 83.3%	↔ 83.1%	↔ 86.9%	↔ 80.9%	↔ 76.1%

South West Water (2022 base range: 95-86)	↔	81.1%	↔	77.7%	↔	82.9%	↔	78.2%	↑	72.6%
Southern Water (2022 base range: 87-81)	↔	76.2%	↓	73.4%	↔	77.2%	↓	72.5%	↓	62.4%
Thames Water (2022 base range: 51-49)	↓	72.7%	↔	70.8%	↔	75.5%	↔	71.9%	↔	65.6%
United Utilities (2022 base range: 118-111)	↑	81.1%	↑	82.5%	↑	83.8%	↑	79.4%	↑	76.8%
Wessex Water (2022 base range: 30-25)	↔	89.5%	↔	86.2%	↔	88.5%	↓	85.4%	↔	81.1%
Yorkshire Water (2022 base range: 86-82)	↓	84.8%	↓	84.5%	↔	86.0%	↔	81.8%	↓	77.8%

**Table 34: Satisfaction with aspects of contact – WoC twelve-year trends (arrows) and twelve-year rolling averages (figures)**

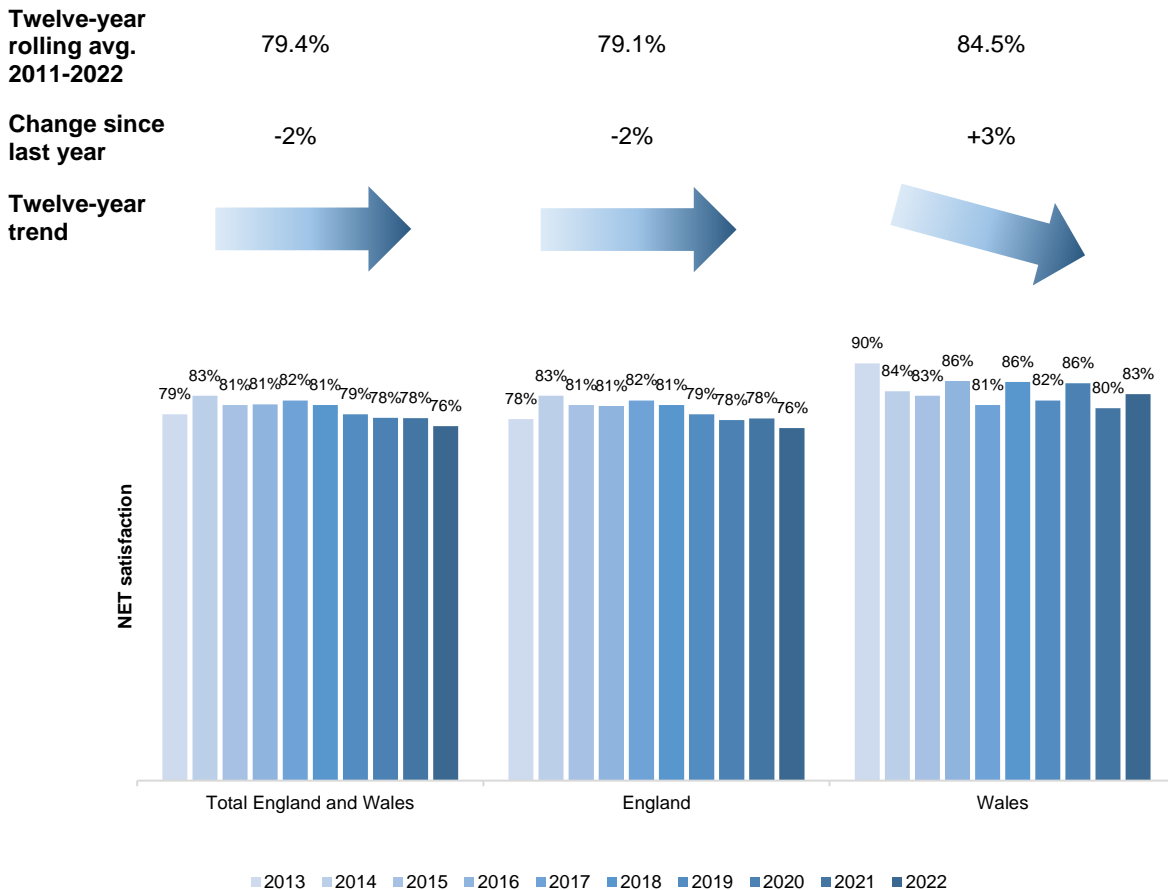
Satisfaction with aspects of contact (twelve-year trend arrow)	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professional-ism of staff	Feeling that contact had been/would be resolved	Was kept informed of progress					
Industry (2022 base range: 1122-1056)	↔	81.0%	↔	80.1%	↔	83.3%	↔	78.7%	↔	73.1%
Total WoCs (2022 base range: 360-332)	↓	81.9%	↔	80.0%	↔	84.2%	↔	78.7%	↔	72.5%
Affinity Water (2022 base range: 58-52)	↓	79.0%	↔	77.7%	↔	83.7%	↔	77.8%	↔	70.1%
Bristol Water (2022 base range: 41-37)	↔	87.1%	↔	85.9%	↑	88.9%	↔	83.0%	↑	78.2%
Cambridge Water (2022 base range: 32-30)	↓	79.4%	↓	80.8%	↓	83.6%	↓	81.0%	↓	74.2%
Essex & Suffolk Water (2022 base range: 31-29)	↑	85.3%	↑	85.4%	↔	87.6%	↔	82.6%	↔	77.8%
Portsmouth Water (2022 base range: 21-17)	↔	85.3%	↓	82.6%	↓	85.9%	↔	84.4%	↓	78.3%
South East Water (2022 base range: 113-103)	↔	79.6%	↔	75.9%	↑	79.3%	↔	73.0%	↑	67.4%
South Staffs Water (2022 base range: 24-22)	↓	82.9%	↓	80.9%	↓	85.3%	↔	78.7%	↓	73.0%
SES Water (2022 base range: 30-28)	↔	82.0%	↔	78.2%	↔	81.3%	↔	76.9%	↔	68.7%



## 4.5 Overall satisfaction with water company contact handling

After rating their satisfaction across the aspects of contact handling, respondents were asked how satisfied they were overall with the way their water company dealt with their contact. Figure 29 shows the twelve-year trend for overall satisfaction with contact for England and Wales and for each nation. This is followed by Table 35 and Table 36 which show satisfaction by each WaSC and each WoC in turn<sup>23</sup>.

**Figure 29: Overall satisfaction with water company contact handling**



**Table 35: Overall satisfaction with water company contact handling – WaSCs**

Satisfaction with contact handling	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 1136)	79.4%	79% 83% 81% 81% 82% 81% 79% 78% 78% 76%	↔	n/a	-2%
Total WaSCs (2022 base sample: 768)	79.5%	78% 85% 80% 81% 81% 82% 80% 79% 78% 77%	↔	77%	-1%

<sup>23</sup> Caution low base sizes for some companies.

Anglian Water (2022 base sample: 90)	82.8%	<p>80% 87% 85% 83% 90% 84% 84% 78% 93% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-15%
Dŵr Cymru Welsh Water (2022 base sample: 87)	84.8%	<p>91% 83% 83% 85% 80% 87% 81% 86% 81% 84%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+3%
Hafren Dyfrdwy (2022 base sample: 48)	78.0%	<p>73% 88% 81% 69% 77%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+9%
Northumbrian Water (2022 base sample: 40)	84.1%	<p>84% 82% 86% 87% 81% 88% 76% 92% 77% 90%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+13%
Severn Trent (2022 base sample: 49)	82.9%	<p>86% 88% 82% 91% 77% 88% 82% 85% 82% 82%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-1%
South West Water (2022 base sample: 95)	76.7%	<p>80% 82% 78% 85% 81% 77% 81% 69% 76% 73%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-4%
Southern Water (2022 base sample: 87)	70.5%	<p>71% 69% 66% 71% 70% 77% 72% 58% 69% 74%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+4%
Thames Water (2022 base sample: 52)	71.3%	<p>60% 83% 74% 69% 80% 73% 71% 67% 72% 65%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-7%
United Utilities (2022 base sample: 118)	81.0%	<p>77% 84% 73% 85% 83% 85% 91% 87% 75% 77%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
Wessex Water (2022 base sample: 30)	87.3%	<p>83% 96% 86% 86% 89% 84% 85% 88% 89% 93%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+5%
Yorkshire Water (2022 base sample: 86)	83.1%	<p>85% 92% 93% 79% 85% 82% 79% 82% 79% 83%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+3%

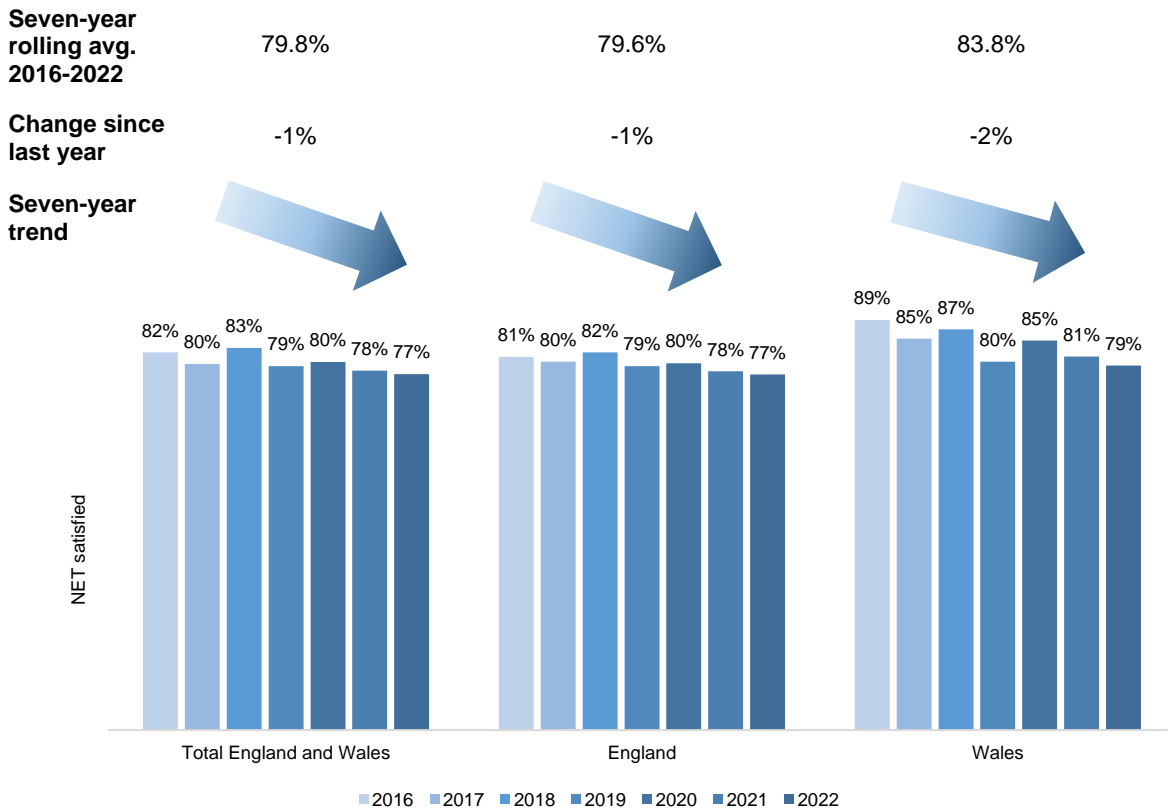
**Table 36: Overall satisfaction with water company contact handling – WoCs**

Satisfaction with contact handling	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 1136)	79.4	<p>79% 83% 81% 81% 82% 81% 79% 78% 78% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	n/a	-2%
Total WoCs (2022 base sample: 368)	79.1%	<p>82% 75% 85% 82% 84% 79% 78% 77% 78% 74%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	74%	-4%
Affinity Water (2022 base sample: 59)	77.1%	<p>91% 73% 82% 77% 79% 73% 74% 71% 78% 75%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-4%
Bristol Water (2022 base sample: 41)	85.1%	<p>88% 77% 92% 84% 86% 90% 85% 91% 91% 85%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	-6%
Cambridge Water (2022 base sample: 32)	79.9%	<p>77% 86% 100% 75% 73% 91% 78% 79% 66% 78%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+13%
Essex & Suffolk Water (2022 base sample: 31)	81.2%	<p>82% 68% 91% 79% 91% 90% 87% 80% 70% 81%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+10%
Portsmouth Water (2022 base sample: 21)	84.1%	<p>90% 88% 78% 90% 88% 86% 76% 96% 68% 81%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+13%
South East Water (2022 base sample: 115)	74.7%	<p>64% 68% 83% 82% 88% 74% 77% 72% 76% 69%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-7%
South Staffs Water (2022 base sample: 24)	82.2%	<p>95% 81% 81% 85% 87% 81% 75% 82% 84% 67%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-17%
SES Water (2022 base sample: 31)	75.7%	<p>78% 84% 94% 83% 76% 72% 78% 67% 78% 58%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-20%

## 4.6 Satisfaction with overall customer service

This question was first included in the 2016 Water Matters survey. It aims to understand customers' overall satisfaction with the customer services in the round, asking them to consider meter readings, bill provision and frequency, payment options and any other aspect of customer service before rating their satisfaction level with their water company. Figure 30 below shows national figures for the last four years. This is followed by company level figures in Table 37 and Table 38.

**Figure 30: Satisfaction with overall customer service**



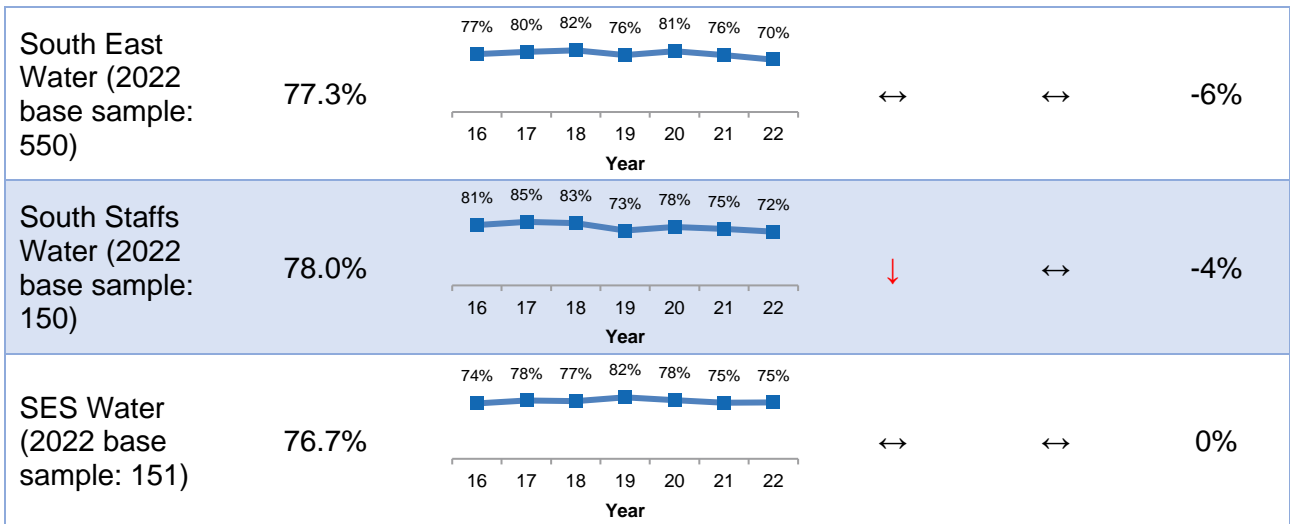
**Table 37: Satisfaction with overall customer service – WaSCs**

Satisfaction with overall customer service	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	79.8%	<p>82% 80% 83% 79% 80% 78% 77%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	n/a	-1%
Total WaSCs (2022 base sample: 3562)	80.0%	<p>83% 80% 83% 79% 80% 78% 78%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	78%	0%
Anglian Water (2022 base sample: 351)	80.1%	<p>81% 82% 81% 78% 78% 82% 78%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-3%
Dŵr Cymru Welsh Water (2022 base sample: 400)	83.9%	<p>89% 86% 87% 80% 85% 81% 79%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-2%
Hafren Dyfrdwy (2022 base sample: 200)	81.2%	<p>81% 83% 82% 83% 83% 77% 77%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-5%
Northumbrian Water (2022 base sample: 200)	83.5%	<p>86% 84% 82% 79% 83% 87% 84%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-3%
Severn Trent (2022 base sample: 200)	81.5%	<p>85% 79% 83% 80% 84% 80% 78%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-2%
South West Water (2022 base sample: 400)	79.9%	<p>81% 78% 80% 76% 83% 80% 80%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	0%
Southern Water (2022 base sample: 400)	75.0%	<p>78% 76% 81% 75% 72% 70% 71%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	↓	+1%
Thames Water (2022 base sample: 200)	74.5%	<p>81% 76% 78% 75% 70% 70% 72%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+2%

United Utilities (2022 base sample: 701)	81.0%		↔	↔	+3%
Wessex Water (2022 base sample: 200)	84.4%		↓	↔	-2%
Yorkshire Water (2022 base sample: 400)	82.2%		↔	↔	-1%

**Table 38: Satisfaction with overall customer service – WoCs**

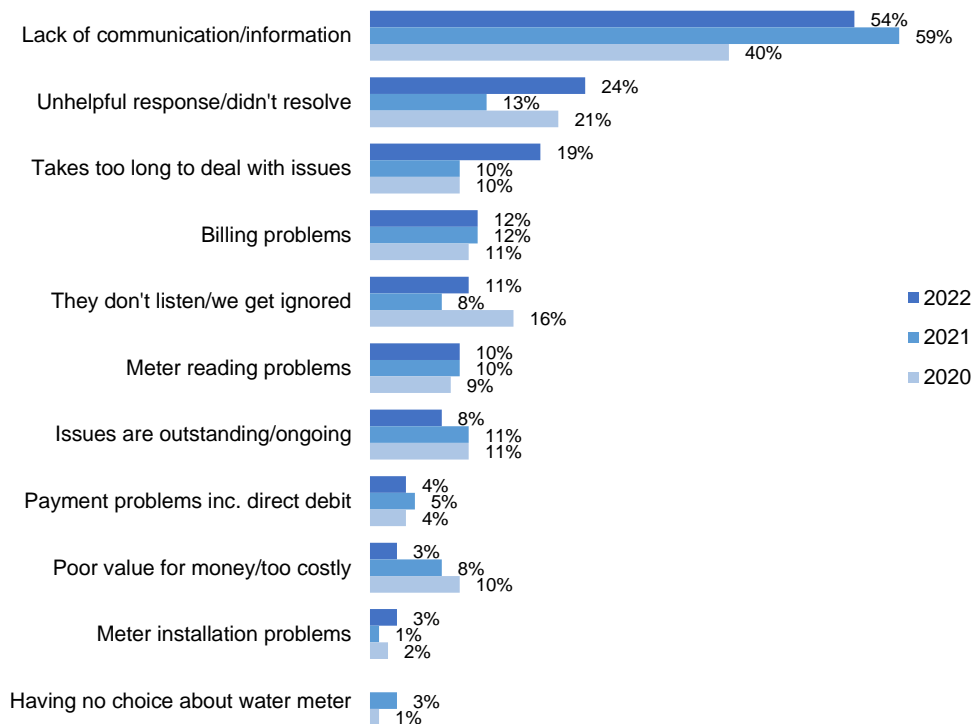
Satisfaction with overall customer service	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	79.8%		↓	n/a	-1%
Total WoCs (2022 base sample: 1940)	79.3%		↔	75%	-3%
Affinity Water (2022 base sample: 250)	77.4%		↔	↔	-3%
Bristol Water (2022 base sample: 300)	84.5%		↔	↑	+1%
Cambridge Water (2022 base sample: 150)	81.7%		↔	↔	+6%
Essex & Suffolk Water (2022 base sample: 150)	80.6%		↔	↔	-5%
Portsmouth Water (2022 base sample: 150)	82.0%		↔	↔	0%



## 4.7 Reasons for dissatisfaction with overall customer services

Those who were dissatisfied with the overall customer services of their water company were asked their reason for their dissatisfaction. The figures for the past three years are shown in Figure 31 below.

**Figure 31: Reasons for dissatisfaction with customer services**



## Chapter 5: Views on water services

This chapter covers customer satisfaction with several aspects of the water supply service (reliability, colour and appearance, safety, pressure, taste and smell, and hardness/softness of tap water); followed by new questions about water pressure and service interruptions. It then presents overall satisfaction with water supply services.

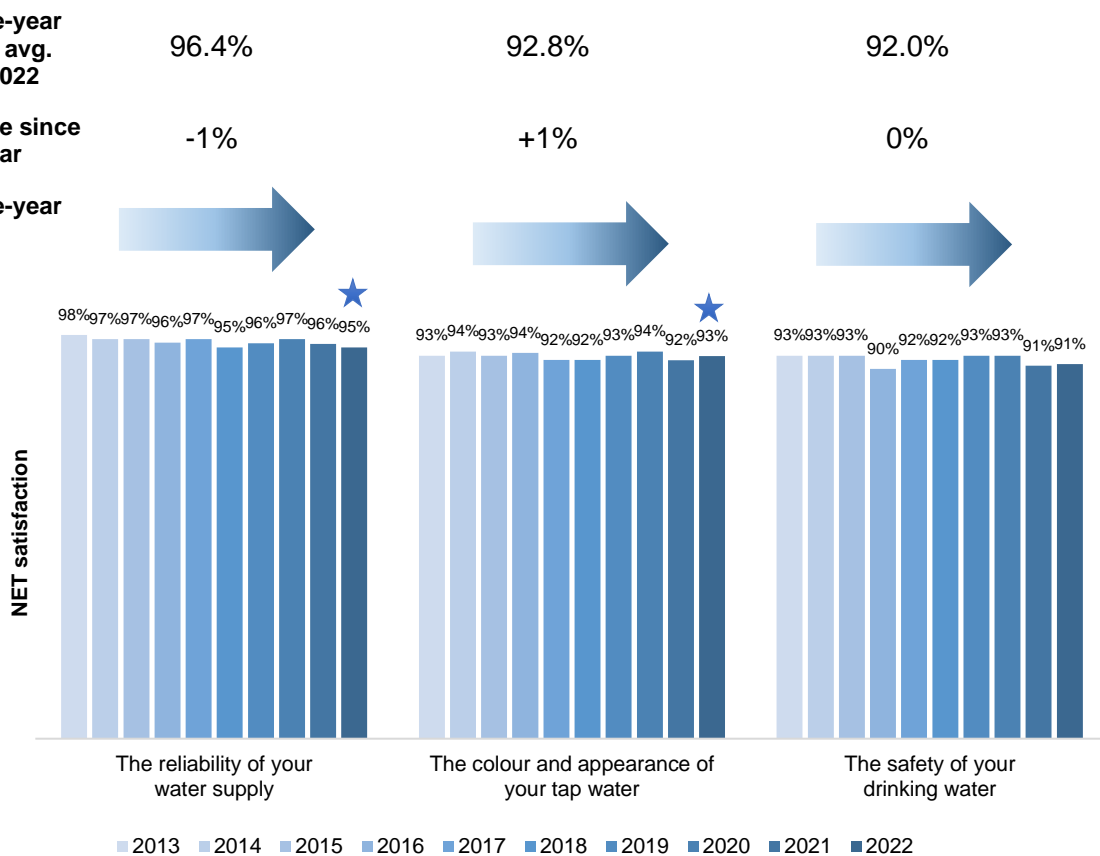
This is followed by respondents' assessment of their confidence in the long-term supply of water, that is, without being subjected to restrictions such as hosepipe bans.

### 5.1 Satisfaction with aspects of water supply

Figure 32 and Figure 33 show the trends for national satisfaction with the reliability of water supplies, colour and appearance of tap water, the safety of tap water, water supply pressure, the taste and smell of tap water and the hardness/softness of tap water.

This is followed by Figure 34 which compares satisfaction between England and Wales in 2022, Table 39 and Table 40 which show satisfaction in 2022 for each WaSC and WoC respectively, and finally Table 41 and Table 42 which highlight the twelve-year trends for WaSCs and WoCs.

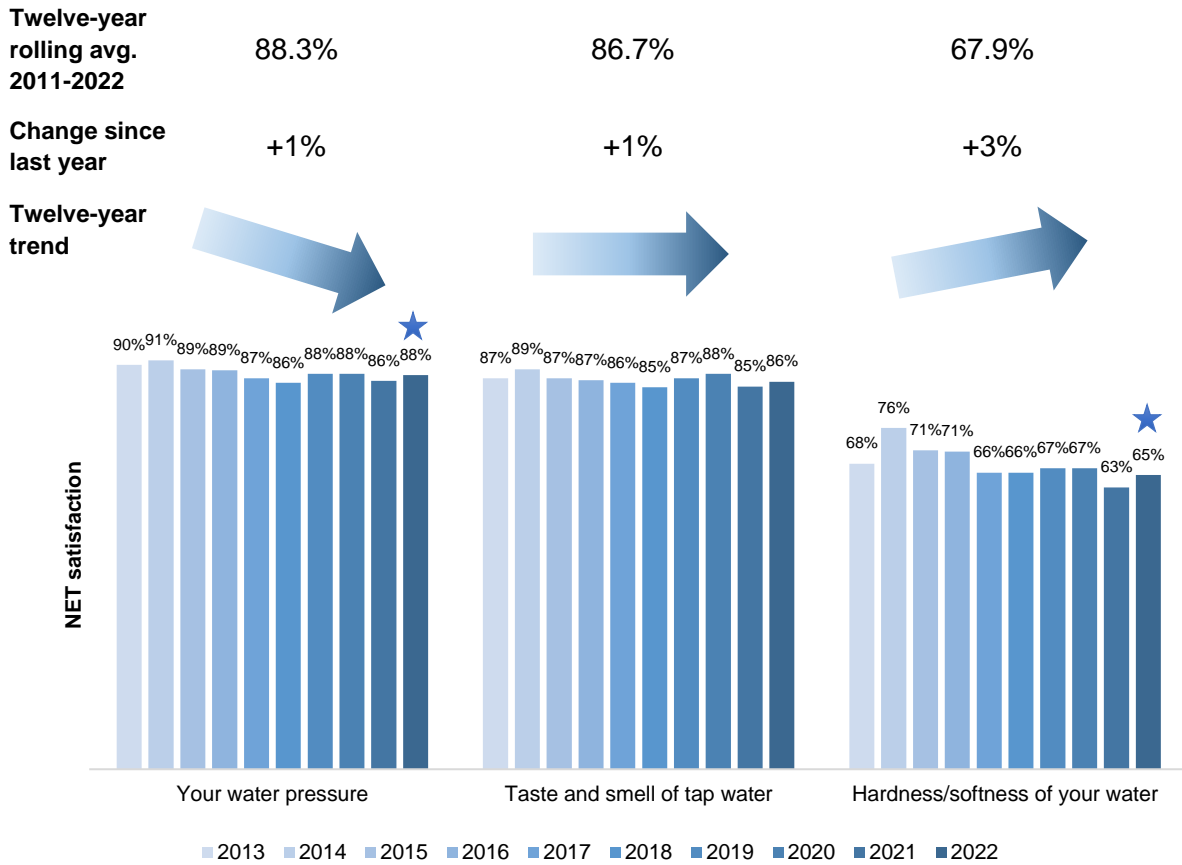
**Figure 32: Satisfaction with aspects of water supply**



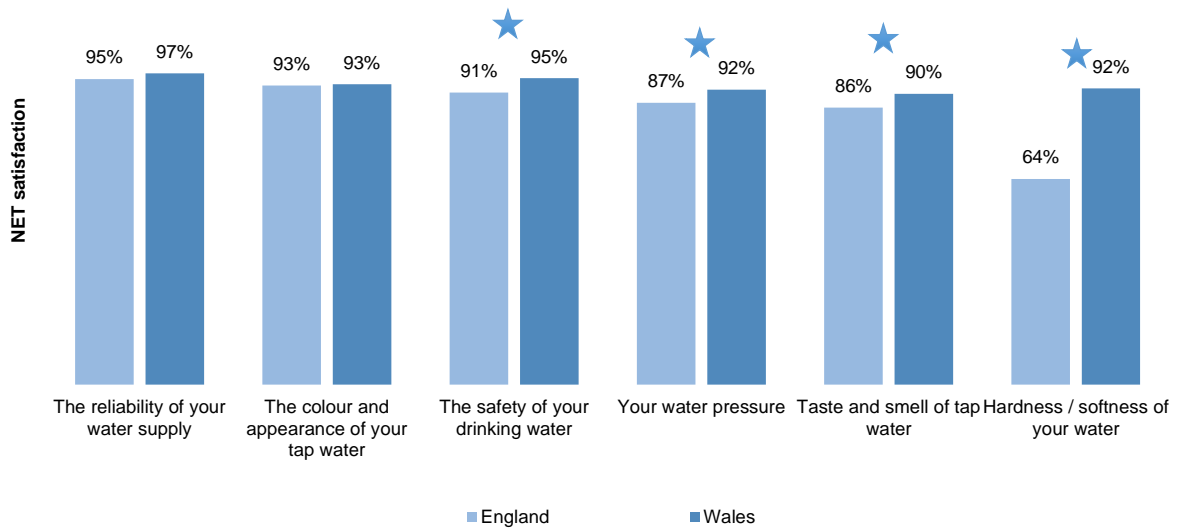
★ Significant difference between 2021 and 2022 data



**Figure 33: Satisfaction with aspects of water supply**



**Figure 34: Satisfaction with aspects of water supply by nation**



**Table 39: Satisfaction with aspects of water supply in 2022 – WaSCs**

Satisfaction with aspects of water supply (2020 data only)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2022 base sample: 5502)	95%	93%	91%	88%	86%	65%
Total WaSCs (2022 base sample: 3562)	95%	93%	91%	88%	87%	69%
Anglian Water (2022 base sample: 351)	91%	93%	89%	84%	84%	46%
Dŵr Cymru Welsh Water (2022 base sample: 400)	97%	93%	95%	92%	90%	92%
Hafren Dyfrdwy (2022 base sample: 200)	96%	94%	92%	86%	89%	88%
Northumbrian Water (2022 base sample: 200)	100%	97%	94%	96%	91%	87%
Severn Trent (2022 base sample: 200)	94%	92%	94%	88%	87%	74%
South West Water (2022 base sample: 400)	96%	94%	94%	89%	86%	80%
Southern Water (2022 base sample: 400)	93%	90%	89%	86%	85%	52%
Thames Water (2022 base sample: 200)	93%	92%	84%	86%	79%	46%
United Utilities (2022 base sample: 701)	96%	94%	94%	89%	89%	86%
Wessex Water (2022 base sample: 200)	96%	92%	91%	89%	87%	53%
Yorkshire Water (2022 base sample: 400)	97%	95%	94%	90%	93%	81%

Footnote: Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red.

**Table 40: Satisfaction with aspects of water supply 2022 – WoCs**

Satisfaction with aspects of water supply (2020 data only)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2022 base sample: 5502)	95%	93%	91%	88%	86%	65%
Total WoCs (2022 base sample: 1940)	96%	92%	90%	87%	85%	52%
Affinity Water (2022 base sample: 250)	96%	92%	89%	87%	84%	42%
Bristol Water (2022 base sample: 300)	97%	95%	94%	90%	88%	61%
Cambridge Water (2022 base sample: 150)	97%	95%	94%	92%	88%	49%
Essex & Suffolk Water (2022 base sample: 150)	98%	90%	86%	86%	84%	54%
Portsmouth Water (2022 base sample: 150)	96%	95%	93%	84%	88%	49%
South East Water (2022 base sample: 550)	92%	91%	89%	85%	84%	52%
South Staffs Water (2022 base sample: 150)	99%	89%	88%	87%	82%	63%
SES Water (2022 base sample: 151)	96%	94%	93%	84%	89%	58%

Footnote: Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red.

**Table 41: Satisfaction with aspects of water supply – WaSC twelve-year trends (arrows) and twelve-year rolling averages (figures)**

Satisfaction with aspects of water supply (twelve-year trend)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2022 base sample: 5502)	↔ 96.4%	↔ 92.8%	↔ 92.0%	↓ 88.3%	↔ 86.7%	↔ 67.9%
Total WaSCs (2022 base sample: 3562)	↓ 96.4%	↔ 92.9%	↔ 92.2%	↓ 88.5%	↔ 86.9%	↔ 71.0%
Anglian Water (2022 base sample: 351)	↔ 96.2%	↔ 92.8%	↓ 91.9%	↔ 87.3%	↔ 84.8%	↓ 52.5%
Dŵr Cymru Welsh Water (2022 base sample: 400)	↓ 97.7%	↔ 94.9%	↔ 95.3%	↔ 91.2%	↔ 91.1%	↔ 92.3%
Hafren Dyfrdwy (2022 base sample: 200)	↓ 97.6%	↔ 95.1%	↓ 94.4%	↓ 89.5%	↔ 91.9%	↔ 90.5%
Northumbrian Water (2022 base sample: 200)	↑ 98.3%	↔ 95.3%	↓ 94.5%	↑ 91.9%	↔ 89.8%	↔ 85.3%
Severn Trent (2022 base sample: 200)	↔ 96.8%	↔ 92.3%	↔ 92.8%	↔ 89.5%	↔ 86.3%	↔ 73.6%
South West Water (2022 base sample: 400)	↔ 96.1%	↔ 93.4%	↔ 92.6%	↔ 90.0%	↔ 86.1%	↔ 86.3%
Southern Water (2022 base sample: 400)	↓ 96.1%	↓ 91.6%	↓ 91.4%	↔ 88.9%	↔ 85.8%	↓ 56.4%
Thames Water (2022 base sample: 200)	↓ 94.5%	↔ 91.0%	↓ 88.4%	↓ 85.0%	↓ 83.5%	↓ 51.1%
United Utilities (2022 base sample: 701)	↔ 96.4%	↔ 93.6%	↔ 92.5%	↔ 88.1%	↔ 88.3%	↔ 86.2%
Wessex Water (2022 base sample: 200)	↓ 97.2%	↔ 93.8%	↔ 93.1%	↔ 89.8%	↔ 87.4%	↔ 59.7%
Yorkshire Water (2022 base sample: 400)	↔ 97.3%	↔ 94.4%	↔ 94.7%	↓ 87.3%	↑ 90.4%	↔ 80.3%

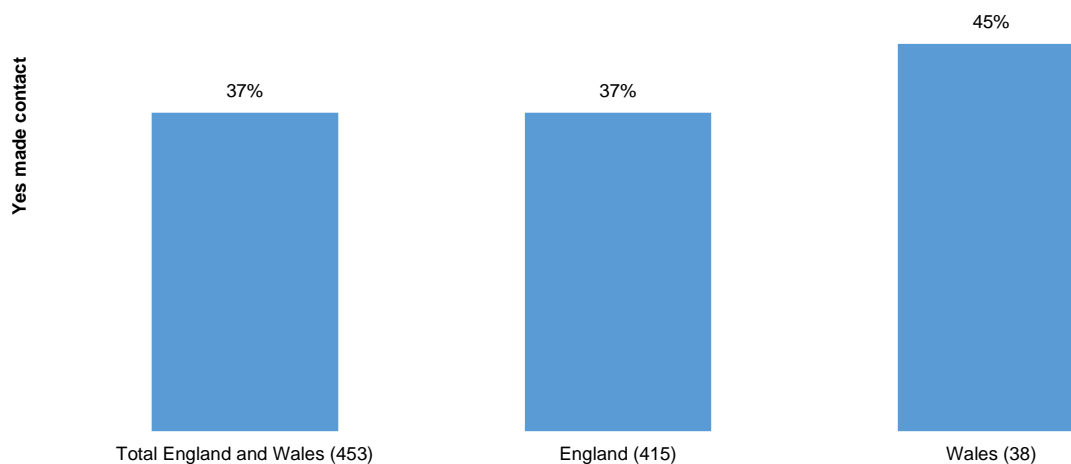
**Table 42: Satisfaction with aspects of water supply – WoC twelve-year trends (arrows) and twelve-year rolling averages (figures)**

Satisfaction with aspects of water supply (twelve-year trend)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2022 base sample: 5502)	↔ 96.4%	↔ 92.8%	↔ 92.0%	↓ 88.3%	↔ 86.7%	↔ 67.9%
Total WoCs (2022 base sample: 1940)	↔ 96.6%	↑ 92.2%	↔ 91.3%	↔ 87.6%	↔ 85.8%	↓ 56.5%
Affinity Water (2022 base sample: 250)	↑ 96.1%	↑ 90.8%	↑ 89.1%	↔ 85.5%	↔ 82.7%	↔ 45.5%
Bristol Water (2022 base sample: 300)	↑ 97.2%	↑ 93.6%	↑ 92.6%	↔ 89.0%	↔ 87.7%	↓ 62.9%
Cambridge Water (2022 base sample: 150)	↔ 97.5%	↔ 94.8%	↔ 94.5%	↔ 91.0%	↔ 88.3%	↔ 52.2%
Essex & Suffolk Water (2022 base sample: 150)	↓ 97.2%	↔ 92.4%	↔ 91.1%	↓ 87.7%	↓ 87.5%	↓ 53.1%
Portsmouth Water (2022 base sample: 150)	↔ 97.4%	↔ 93.9%	↔ 92.9%	↓ 88.5%	↔ 88.4%	↓ 57.5%
South East Water (2022 base sample: 550)	↔ 95.7%	↔ 91.2%	↔ 90.7%	↓ 87.7%	↔ 83.1%	↓ 58.0%
South Staffs Water (2022 base sample: 150)	↔ 96.3%	↔ 92.0%	↓ 92.1%	↔ 88.5%	↔ 85.6%	↔ 70.6%
SES Water (2022 base sample: 151)	↔ 97.7%	↔ 94.8%	↔ 94.8%	↓ 88.3%	↔ 92.4%	↓ 66.4%

## 5.2 Water Pressure

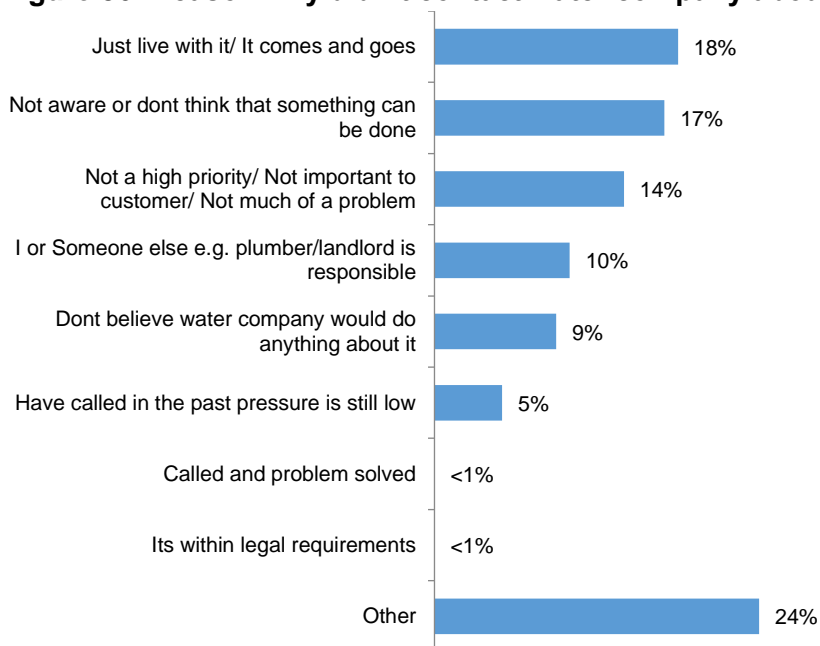
New questions were introduced in 2022 for consumers who were dissatisfied with their water pressure. Figure 35 shows whether consumers made contact with their water company about their water pressure issue by nation, and then Figure 36 shows the reasons why they didn't make contact. This is followed by company level figures in Table 43 and Table 44.

**Figure 35: Whether made contact with water company about water pressure**



Base: All respondents dissatisfied with water pressure (n=)

**Figure 36: Reason why didn't contact water company about issue**



Base: All respondents dissatisfied with water pressure and didn't contact their company about the issue (n=302)

**Table 43: Whether made contact with water company about water pressure – WaSCs**

Made contact	2022
Industry (2022 base sample: 453)	37%
Total WaSCs (2022 base sample: 275)	40%
Anglian Water (2022 sample base: 36)	28%
Dŵr Cymru Welsh Water (2022 sample base: 20)	45%
Hafren Dyfrydwy (2022 sample base: 18)	44%
Northumbrian Water (2022 sample base: 4)	50%
Severn Trent Water (2022 sample base: 20)	45%
South West Water (2022 sample base: 28)	43%
Southern Water (2022 sample base: 38)	24%
Thames Water (2022 sample base: 17)	53%
United Utilities (2022 sample base: 59)	27%
Wessex Water (2022 sample base: 14)	57%
Yorkshire Water (2022 sample base: 27)	44%

Caution: some low base sizes

**Table 44: Whether made contact with water company about water pressure – WoCs**

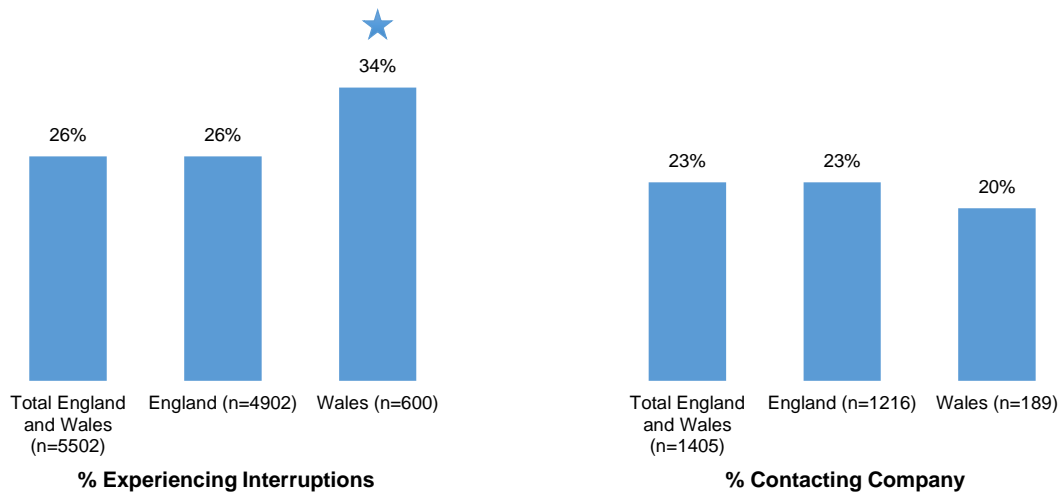
Made contact	2022
Industry (2022 base sample: 453)	37%
Total WoCs (2022 base sample: 178)	27%
Affinity Water (2022 base sample: 28)	21%
Bristol Water (2022 base sample: 20)	25%
Cambridge Water (2022 base sample: 11)	36%
Essex & Suffolk Water (2022 base sample: 15)	33%
Portsmouth Water (2022 base sample: 13)	15%
South East Water (2022 base sample: 53)	26%
South Staffordshire Water (2022 base sample: 12)	42%
SES Water (2022 base sample: 20)	30%

Caution: some low base sizes

### 5.3 Loss of supply

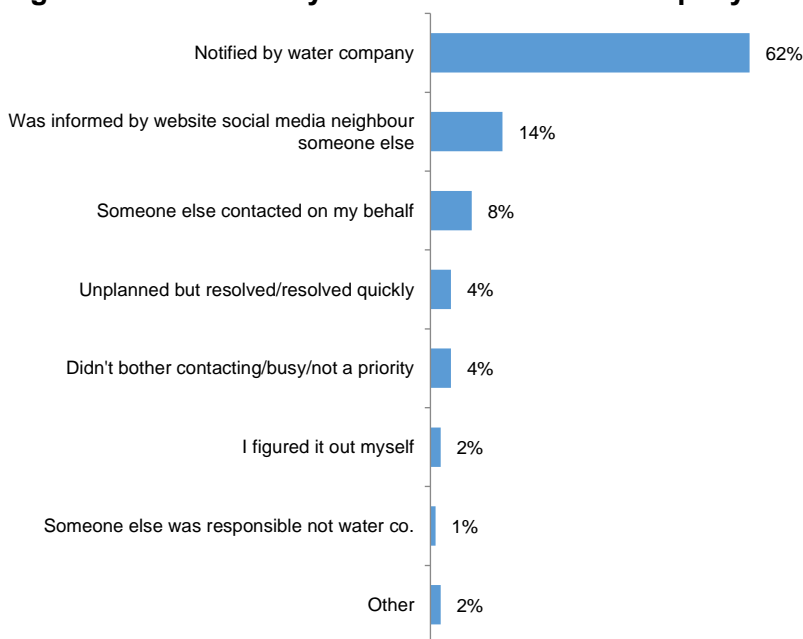
New questions were introduced in 2022 asking whether consumers had experienced any interruptions to their water supply in the past 12 months, either planned or unplanned. If they had experienced a service interruption, they were subsequently asked whether they had contacted their water company about it and then, if not, why not. Figure 37 shows whether consumers had experienced interruption to their supply and, if so, had made contact with their water company about the issue by nation, and then Figure 38 shows the reasons why they didn't make contact. This is followed by company level figures in Table 45 and Table 46.

**Figure 37: Whether experienced service interruptions (either planned or unplanned) and if so, whether made contact with water company about issue**



★ Significant difference between England and Wales

**Figure 38: Reason why didn't contact water company about issue**



Base: All respondents experiencing service interruptions and not contacting their company about the issue (n=1099)

**Table 45: Whether made contact with water company about water pressure – WaSCs**

	Base: All respondents	Experienced service interruption	Base: Those experiencing interruptions	Contacted water company
Industry	No. = 5502	26%	No. = 1405	23%
Total WaSCs	No. = 3562	28%	No. = 1008	24%
Anglian Water	No. = 351	32%	No. = 111	31%
Dŵr Cymru Welsh Water	No. = 400	34%	No. = 137	20%
Hafren Dyfrydwy	No. = 200	26%	No. = 52	25%
Northumbrian Water	No. = 200	23%	No. = 47	21%
Severn Trent Water	No. = 200	24%	No. = 48	23%
South West Water	No. = 400	22%	No. = 87	32%
Southern Water	No. = 400	22%	No. = 90	30%
Thames Water	No. = 200	27%	No. = 54	28%
United Utilities	No. = 701	32%	No. = 226	19%
Wessex Water	No. = 200	26%	No. = 52	17%
Yorkshire Water	No. = 400	29%	No. = 115	16%

**Table 46: Whether made contact with water company about water pressure – WaSCs**

Made contact	Base: All respondents	Experienced service interruption	Base: Those experiencing interruptions	Contacted water company
Industry	No. = 5502	26%	No. = 1405	23%
Total WoCs	No. = 1940	19%	No. = 397	18%
Affinity Water	No. = 250	16%	No. = 39	20%
Bristol Water	No. = 300	22%	No. = 67	16%
Cambridge Water	No. = 150	22%	No. = 33	18%
Essex & Suffolk Water	No. = 150	20%	No. = 30	17%
Portsmouth Water	No. = 150	19%	No. = 28	18%
South East Water	No. = 550	26%	No. = 145	21%
South Staffordshire Water	No. = 150	16%	No. = 24	13%
SES Water	No. = 150	13%	No. = 20	10%

Caution: some low base sizes

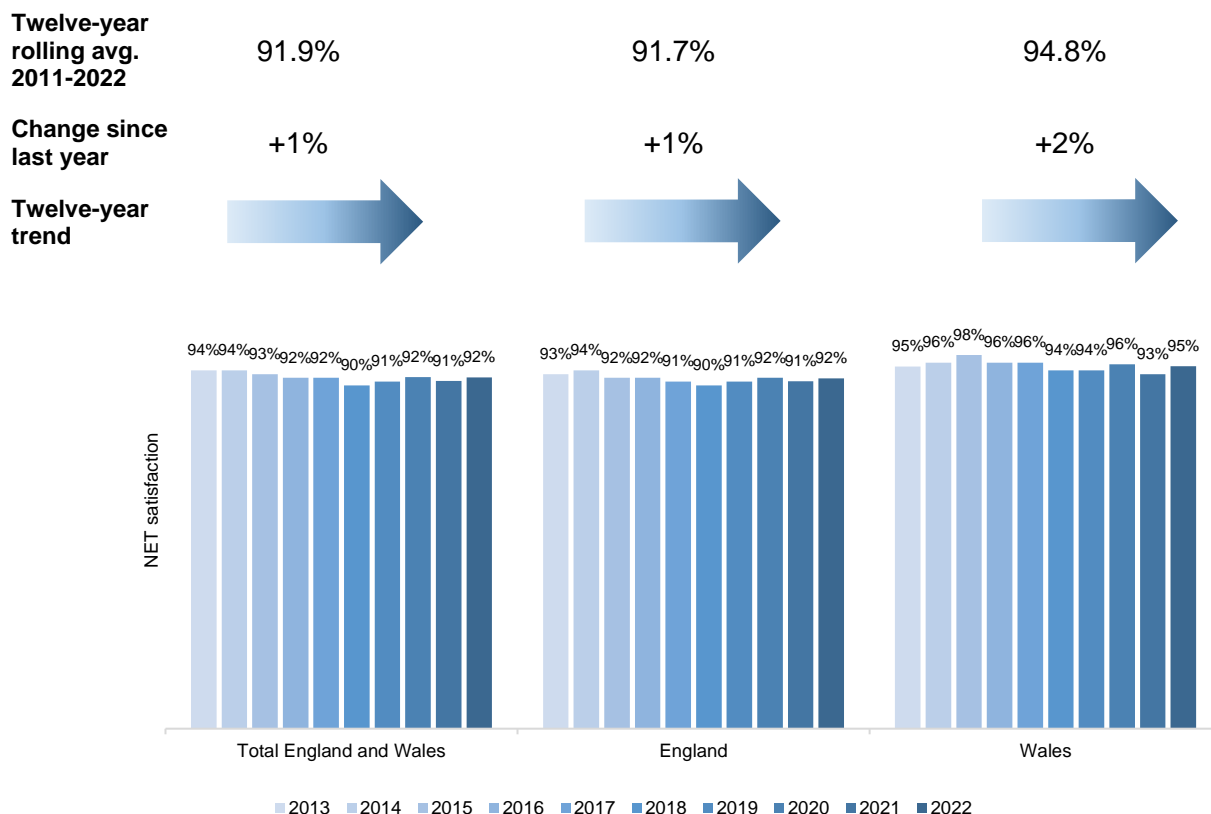


## 5.4 Overall satisfaction with water supply

After rating satisfaction with different aspects of the water service, customers were asked for their overall level of satisfaction with their water supply.

Figure 39 shows twelve-year satisfaction trends for England and Wales, and for England and for Wales individually. This is followed by Table 47 and Table 48, which show satisfaction trends for WaSCs and for WoCs in turn.

**Figure 39: Overall satisfaction with water supply**



**Table 47: Overall satisfaction with water supply – WaSCs**

Satisfaction with water supply	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	91.9%	94% 94% 93% 92% 92% 90% 91% 92% 91% 92%	↔	n/a	+1%
Total WaSCs (2022 base sample: 3562)	91.9%	94% 94% 92% 93% 91% 90% 91% 92% 91% 92%	↔	92%	+1%
Anglian Water (2022 base sample: 351)	91.5%	92% 93% 91% 92% 94% 87% 88% 91% 94% 91%	↔	↔	-3%

Dŵr Cymru Welsh Water (2022 base sample: 400)	94.9%	<p>96% 95% 99% 96% 96% 94% 94% 96% 93% 95%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+3%
Hafren Dyfrdwy (2022 base sample: 200)	93.6%	<p>93% 92% 94% 97% 93%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-4%
Northumbrian Water (2022 base sample: 200)	94.7%	<p>96% 95% 94% 97% 95% 92% 93% 96% 93% 98%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+5%
Severn Trent (2022 base sample: 200)	93.1%	<p>94% 94% 94% 95% 92% 91% 94% 92% 95% 94%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-1%
South West Water (2022 base sample: 400)	91.6%	<p>92% 93% 93% 93% 94% 90% 93% 90% 93% 94%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↑	↔	+2%
Southern Water (2022 base sample: 400)	89.3%	<p>91% 92% 87% 91% 86% 88% 89% 91% 90% 90%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	0%
Thames Water (2022 base sample: 200)	88.1%	<p>92% 93% 89% 88% 86% 84% 86% 87% 86% 83%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↓	-4%
United Utilities (2022 base sample: 701)	92.5%	<p>95% 94% 92% 95% 92% 90% 93% 94% 89% 94%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+5%
Wessex Water (2022 base sample: 200)	92.9%	<p>93% 95% 93% 91% 91% 91% 93% 95% 93% 94%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+1%
Yorkshire Water (2022 base sample: 400)	94.0%	<p>95% 96% 95% 93% 94% 95% 94% 94% 92% 96%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+3%

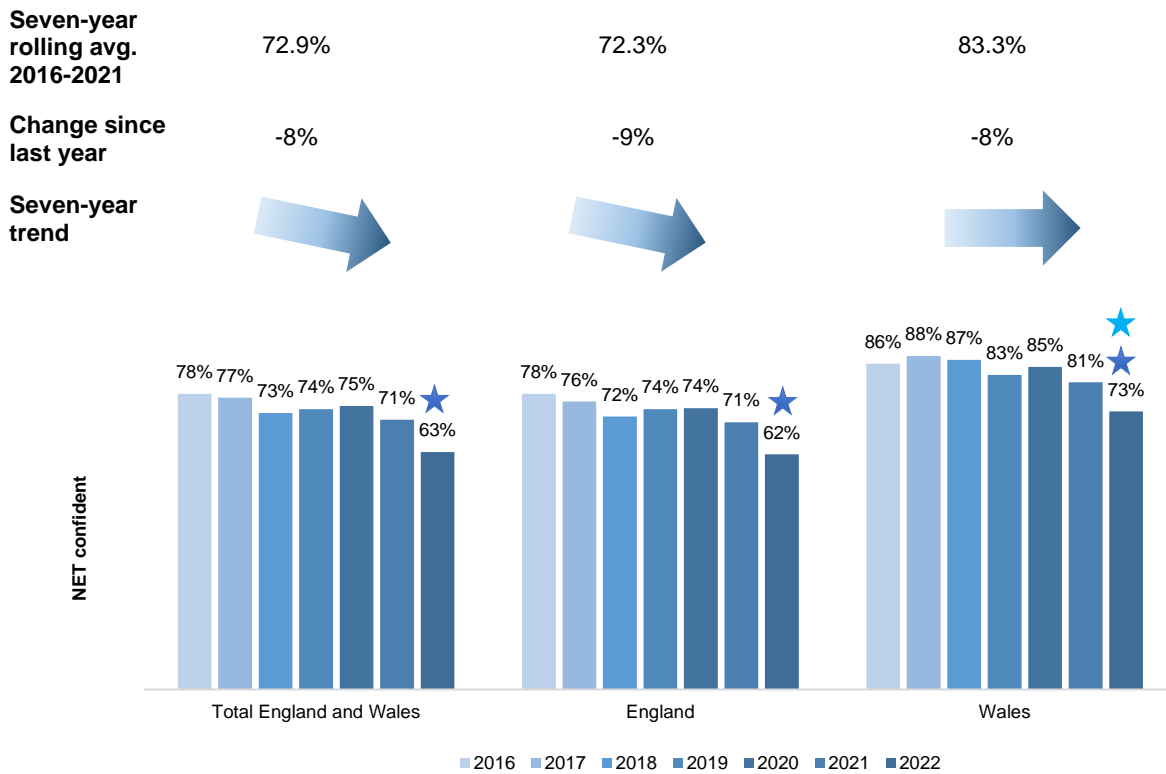
**Table 48: Overall satisfaction with water supply – WoCs**

Satisfaction with water supply	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	91.9%	<p>Year</p>	↔	n/a	+1%
Total WoCs (2022 base sample: 1940)	91.8%	<p>Year</p>	↔	93%	+2%
Affinity Water (2022 base sample: 250)	90.8%	<p>Year</p>	↔	↔	0%
Bristol Water (2022 base sample: 300)	93.3%	<p>Year</p>	↔	↔	+2%
Cambridge Water (2022 base sample: 150)	94.3%	<p>Year</p>	↔	↔	+1%
Essex & Suffolk Water (2022 base sample: 150)	92.3%	<p>Year</p>	↔	↔	+5%
Portsmouth Water (2022 base sample: 150)	93.7%	<p>Year</p>	↔	↔	+2%
South East Water (2022 base sample: 550)	89.8%	<p>Year</p>	↔	↓	-1%
South Staffs Water (2022 base sample: 150)	92.1%	<p>Year</p>	↔	↔	+5%
SES Water (2022 base sample: 151)	93.5%	<p>Year</p>	↔	↔	+5%

### 5.3 Confidence in the long-term supply of water

In 2016 a new question was added to Water Matters to find out how confident customers feel that in the longer term, their water supply will be available without restriction, i.e. not subject to hosepipe bans or other restrictions on use. The findings at national level are shown in Figure 40. This is followed by Table 49 and Table 50 which shows perceptions by WaSC and then by WoC.

**Figure 40: Confidence in the long-term supply of water**



★ Significant difference between 2021 and 2022 data  
 ★ Significant difference between England and Wales 2022

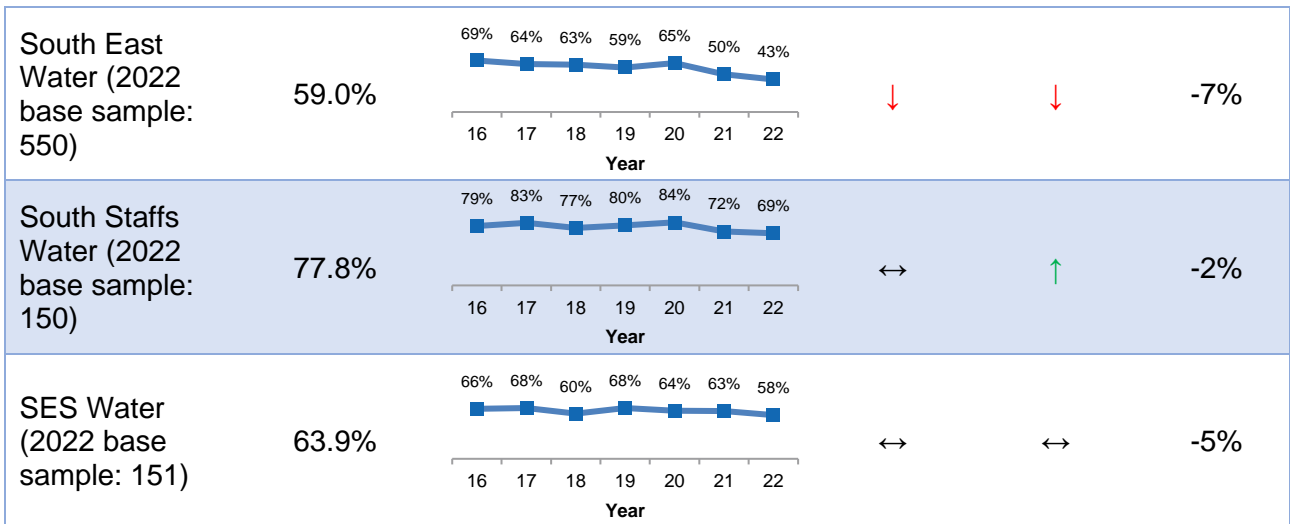
**Table 49: Confidence in the long-term supply of water – WaSCs**

Confidence in the long-term supply of water	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WaSC average	Change since last year																
Industry (2022 base sample: 5502)	72.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>78</td><td>77</td><td>73</td><td>74</td><td>75</td><td>71</td><td>63</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	78	77	73	74	75	71	63	↓	n/a	-8%
Year	16	17	18	19	20	21	22														
Confidence (%)	78	77	73	74	75	71	63														
Total WaSCs (2022 base sample: 3562)	74.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>80</td><td>77</td><td>74</td><td>76</td><td>76</td><td>73</td><td>64</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	80	77	74	76	76	73	64	↓	64%	-10%
Year	16	17	18	19	20	21	22														
Confidence (%)	80	77	74	76	76	73	64														
Anglian Water (2022 base sample: 351)	71.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>74</td><td>78</td><td>73</td><td>70</td><td>73</td><td>69</td><td>62</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	74	78	73	70	73	69	62	↓	↔	-7%
Year	16	17	18	19	20	21	22														
Confidence (%)	74	78	73	70	73	69	62														
Dŵr Cymru Welsh Water (2022 base sample: 400)	83.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>86</td><td>88</td><td>87</td><td>83</td><td>85</td><td>81</td><td>73</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	86	88	87	83	85	81	73	↓	↑	-8%
Year	16	17	18	19	20	21	22														
Confidence (%)	86	88	87	83	85	81	73														
Hafren Dyfrdwy (2022 base sample: 200)	80.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>79</td><td>80</td><td>81</td><td>81</td><td>76</td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	83	79	80	81	81	76		↔	↑	-5%
Year	16	17	18	19	20	21	22														
Confidence (%)	83	79	80	81	81	76															
Northumbrian Water (2022 base sample: 200)	86.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>85</td><td>88</td><td>85</td><td>87</td><td>89</td><td>86</td><td>82</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	85	88	85	87	89	86	82	↔	↑	-4%
Year	16	17	18	19	20	21	22														
Confidence (%)	85	88	85	87	89	86	82														
Severn Trent (2022 base sample: 200)	75.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>81</td><td>74</td><td>75</td><td>78</td><td>72</td><td>64</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	83	81	74	75	78	72	64	↓	↔	-9%
Year	16	17	18	19	20	21	22														
Confidence (%)	83	81	74	75	78	72	64														
South West Water (2022 base sample: 400)	75.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>77</td><td>75</td><td>80</td><td>78</td><td>76</td><td>61</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	83	77	75	80	78	76	61	↓	↔	-15%
Year	16	17	18	19	20	21	22														
Confidence (%)	83	77	75	80	78	76	61														
Southern Water (2022 base sample: 400)	63.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>74</td><td>63</td><td>64</td><td>68</td><td>64</td><td>64</td><td>48</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	74	63	64	68	64	64	48	↓	↓	-16%
Year	16	17	18	19	20	21	22														
Confidence (%)	74	63	64	68	64	64	48														
Thames Water (2022 base sample: 200)	64.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr> <tr><th>Confidence (%)</th><td>73</td><td>65</td><td>64</td><td>66</td><td>66</td><td>68</td><td>51</td></tr> </table>	Year	16	17	18	19	20	21	22	Confidence (%)	73	65	64	66	66	68	51	↔	↓	-17%
Year	16	17	18	19	20	21	22														
Confidence (%)	73	65	64	66	66	68	51														

United Utilities (2022 base sample: 701)	74.8%	<p>81% 79% 71% 78% 74% 72% 69%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	↑	-3%
Wessex Water (2022 base sample: 200)	79.3%	<p>79% 83% 80% 77% 80% 79% 77%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-2%
Yorkshire Water (2022 base sample: 400)	81.0%	<p>83% 85% 83% 86% 83% 79% 69%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-10%

**Table 50: Confidence in the long-term supply of water – WoCs**

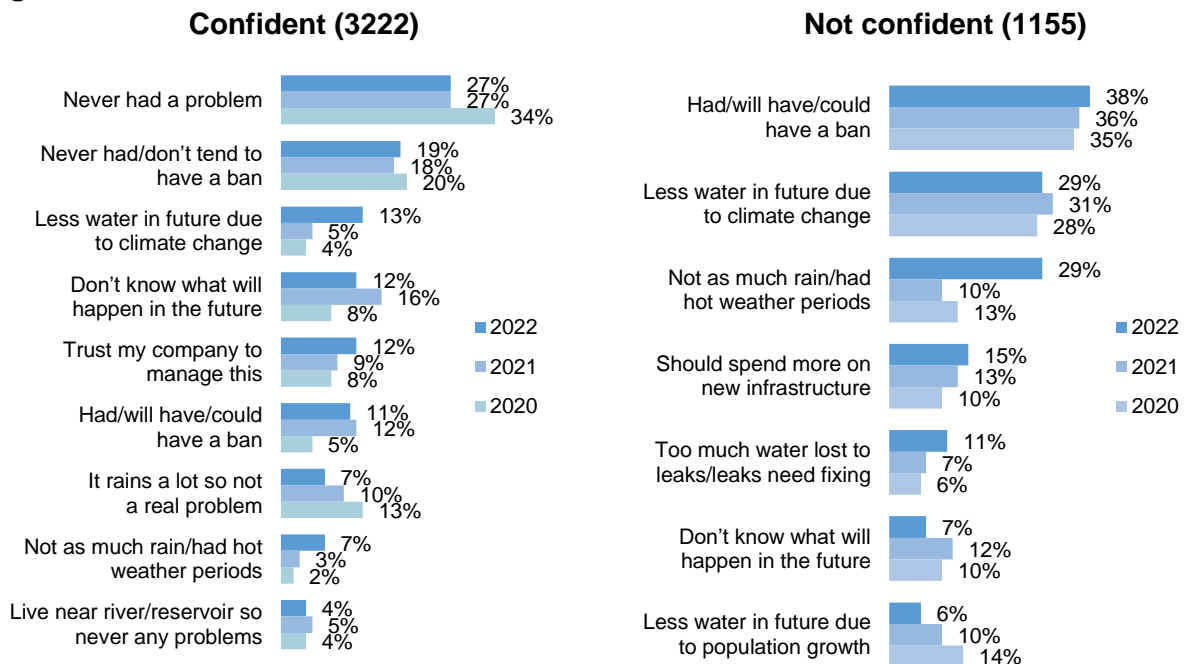
Confidence in the long-term supply of water	Six-year rolling company average	Six-year company trend	Six-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	72.9%	<p>78% 77% 73% 74% 75% 71% 63%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	n/a	-8%
Total WoCs (2022 base sample: 1940)	68.4%	<p>72% 73% 69% 69% 71% 63% 60%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	60%	-3%
Affinity Water (2022 base sample: 250)	64.2%	<p>67% 70% 61% 63% 67% 61% 58%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-4%
Bristol Water (2022 base sample: 300)	74.2%	<p>70% 80% 79% 81% 74% 68% 69%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+1%
Cambridge Water (2022 base sample: 150)	67.8%	<p>79% 82% 71% 68% 59% 61% 57%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-4%
Essex & Suffolk Water (2022 base sample: 150)	72.7%	<p>76% 73% 76% 74% 78% 66% 67%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	0%
Portsmouth Water (2022 base sample: 150)	73.1%	<p>76% 77% 76% 78% 74% 68% 61%</p> <p>16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-7%



## 5.4 Reasons for confidence/lack of confidence in longer-term water supply

In 2019, a new question was added to understand more about respondents' confidence, or lack of it, in the long-term availability of water supply without restriction. This is shown below in Figure 41.

**Figure 41: Reasons for confidence / lack of confidence**



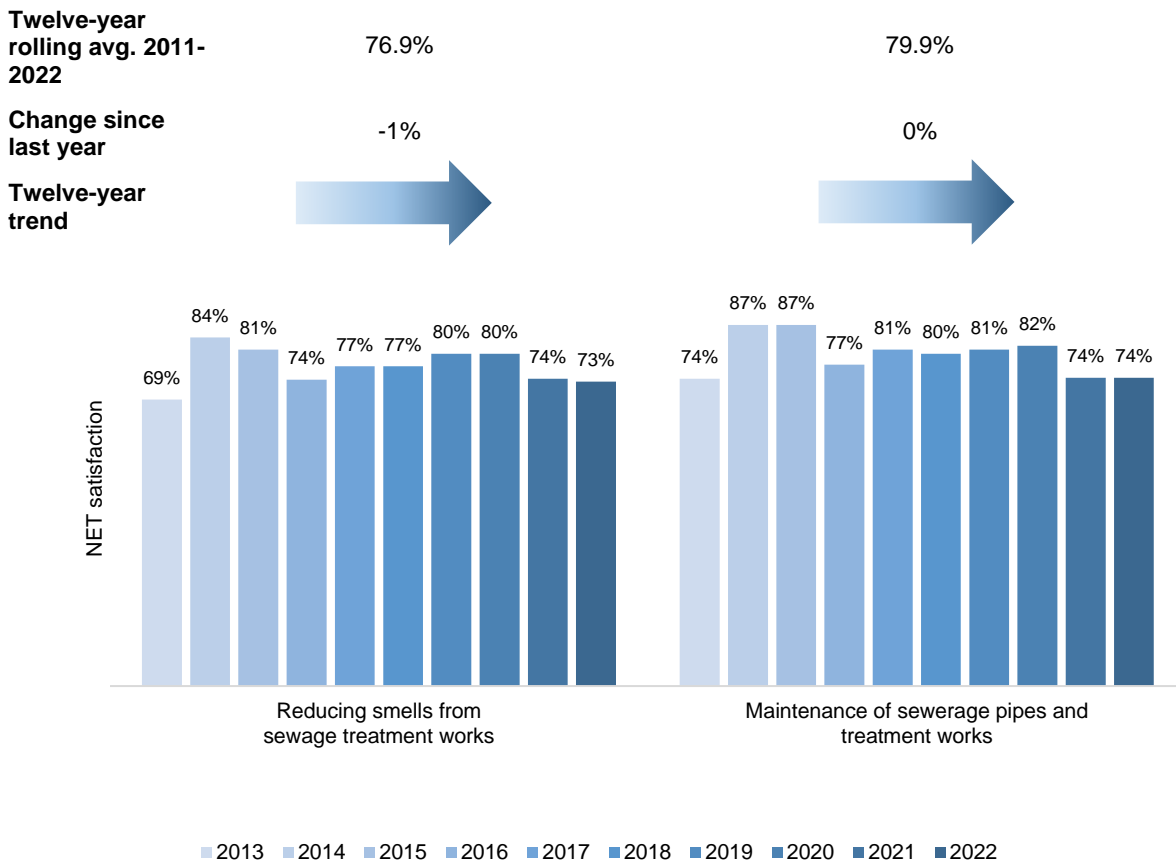
## Chapter 6: Views on sewerage services

This chapter presents customer satisfaction with different aspects of their sewerage service including reducing smells from sewage treatment works, maintenance of sewerage pipes and treatment works, the cleaning of wastewater before it is put back into rivers or the sea and the management of sewer flooding so that it is minimal. Respondents were then asked to rate their overall satisfaction with sewerage services.

### 6.1 Satisfaction with aspects of sewerage service

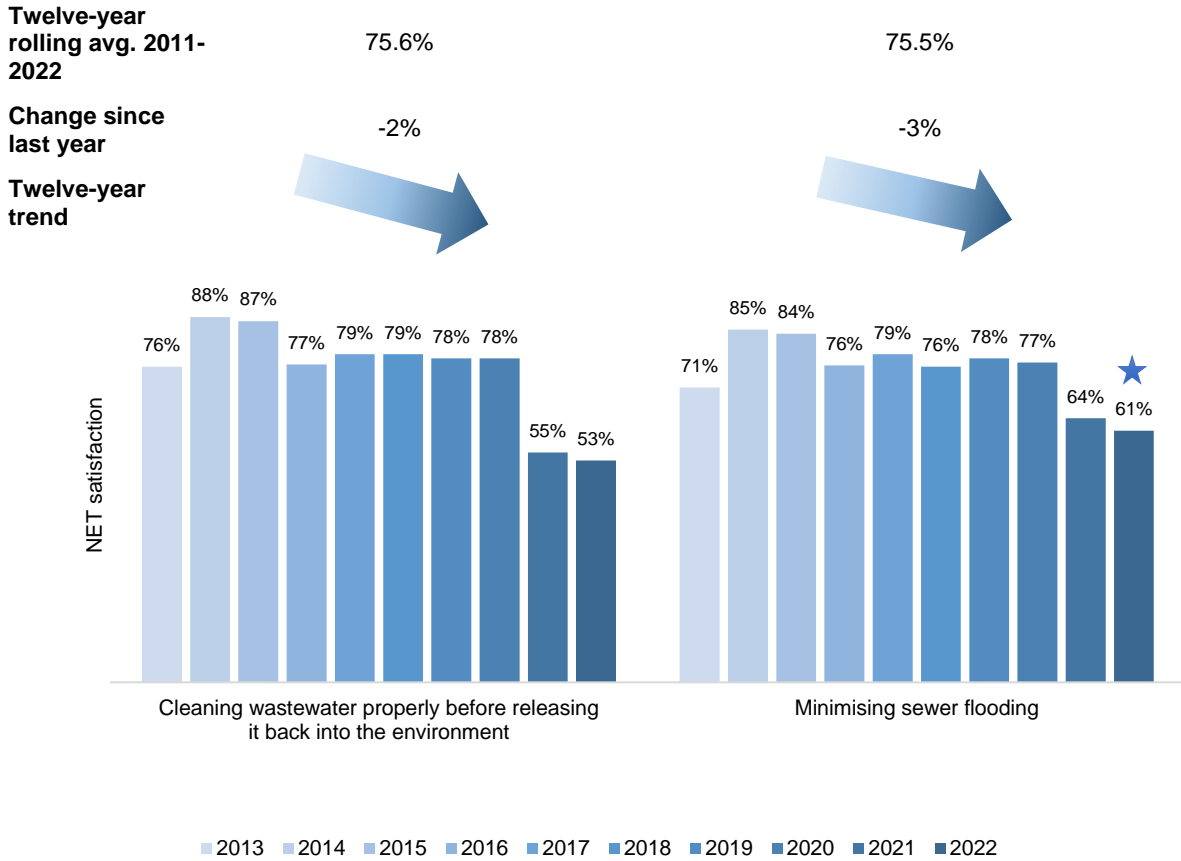
Figure 42 and Figure 43 shows the national trends for satisfaction with the four key aspects of sewerage service. This is followed by Figure 44 which compares satisfaction between England and Wales in 2020, Table 51 and Table 52 which show satisfaction in 2020 for each WaSC and WoC respectively, and finally Table 53 and Table 54 which highlight the twelve-year trends for WaSCs and WoCs.

**Figure 42: Satisfaction with aspects of sewerage service (1)**



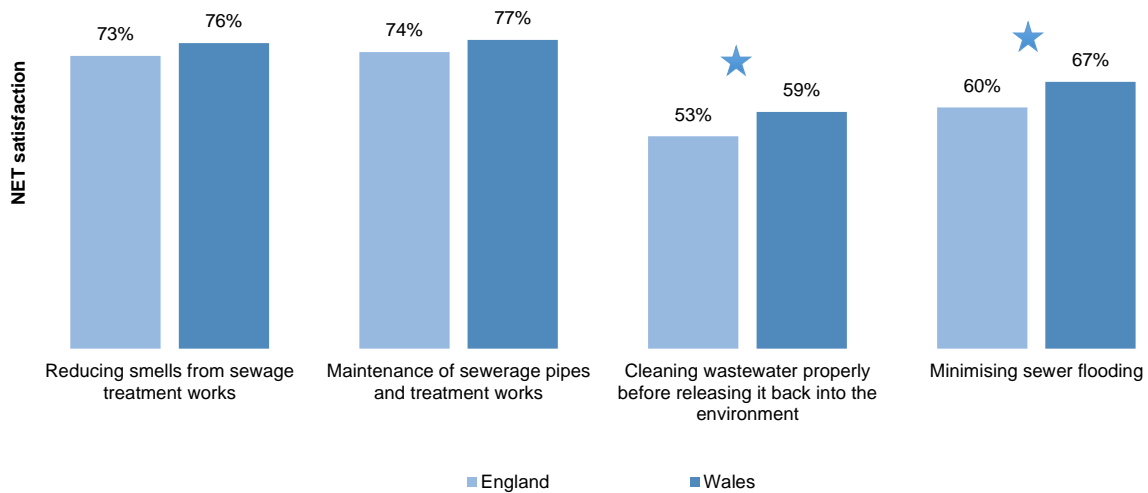


**Figure 43: Satisfaction with aspects of sewerage service (2)**



★ Significant difference between 2021 and 2022 data

**Figure 44: Satisfaction with aspects of sewerage service by nation**



★ Significant difference between England and Wales 2022

**Table 51: Satisfaction with aspects of sewerage service in 2022 – WaSCs**

Satisfaction with aspects of sewerage (2022 data only)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2022 base sample: 5502)	73%	74%	53%	61%
Total WaSCs (2022 base sample: 3562)	74%	75%	57%	63%
Anglian Water (2022 base sample: 351)	73%	73%	55%	66%
Dŵr Cymru Welsh Water (2022 base sample: 400)	76%	77%	59%	66%
Hafren Dyfrdwy (2022 base sample: 200)	82%	76%	69%	73%
Northumbrian Water (2022 base sample: 200)	76%	80%	61%	72%
Severn Trent (2022 base sample: 200)	80%	81%	68%	68%
South West Water (2022 base sample: 400)	69%	69%	41%	53%
Southern Water (2022 base sample: 400)	64%	61%	32%	47%
Thames Water (2022 base sample: 200)	71%	71%	54%	56%
United Utilities (2022 base sample: 701)	76%	78%	58%	66%
Wessex Water (2022 base sample: 200)	69%	73%	56%	64%
Yorkshire Water (2022 base sample: 400)	77%	78%	57%	64%

Footnote: Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red.

**Table 52: Satisfaction with aspects of sewerage service in 2022 – WoCs**

Satisfaction with aspects of sewerage (2022 data only)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2022 base sample: 5502)	73%	74%	53%	61%
Total WoCs (2022 base sample: 1940)	69%	70%	41%	50%
Affinity Water (2022 base sample: 250)	71%	74%	43%	48%
Bristol Water (2022 base sample: 300)	80%	82%	53%	64%
Cambridge Water (2022 base sample: 150)	68%	71%	40%	52%
Essex & Suffolk Water (2022 base sample: 150)	71%	70%	49%	57%
Portsmouth Water (2022 base sample: 150)	50%	49%	18%	29%
South East Water (2022 base sample: 550)	61%	60%	26%	43%
South Staffs Water (2022 base sample: 150)	77%	77%	58%	59%
SES Water (2022 base sample: 151)	69%	67%	40%	50%

Footnote: Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red. For WoCs, satisfaction with sewerage services may encompass more than one sewerage company – for example, Bournemouth Water’s sewerage services are provided by Southern Water or Wessex Water.

**Table 53: Satisfaction with aspects of sewerage service – WaSC twelve-year trends (arrows) and twelve-year rolling averages (figures)**

Satisfaction with aspects of sewerage (twelve-year trend data)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2022 base sample: 5502)	↔ 76.9%	↔ 79.9%	↓ 75.6%	↓ 75.5%
Total WaSCs (2022 base sample: 3562)	↔ 77.3%	↔ 80.3%	↓ 76.5%	↓ 76.2%
Anglian Water (2022 base sample: 351)	↔ 76.4%	↓ 80.5%	↓ 78.0%	↓ 77.7%
Dŵr Cymru Welsh Water (2022 base sample: 400)	↔ 81.6%	↔ 83.8%	↔ 80.3%	↔ 79.8%
Hafren Dyfrdwy (2022 base sample: 200)	↔ 83.1%	↔ 83.6%	↓ 76.4%	↓ 79.0%
Northumbrian Water (2022 base sample: 200)	↔ 82.1%	↔ 85.4%	↓ 81.8%	↔ 81.6%
Severn Trent (2022 base sample: 200)	↔ 81.4%	↔ 82.8%	↓ 81.0%	↔ 79.0%
South West Water (2022 base sample: 400)	↑ 75.1%	↔ 77.5%	↓ 69.5%	↓ 69.3%
Southern Water (2022 base sample: 400)	↓ 73.6%	↓ 76.6%	↓ 68.1%	↓ 70.8%
Thames Water (2022 base sample: 200)	↓ 71.9%	↔ 74.5%	↓ 68.9%	↓ 70.4%
United Utilities (2022 base sample: 701)	↔ 76.8%	↔ 81.2%	↔ 78.9%	↓ 77.5%
Wessex Water (2022 base sample: 200)	↔ 79.0%	↔ 82.8%	↓ 77.2%	↓ 77.6%
Yorkshire Water (2022 base sample: 400)	↔ 78.3%	↔ 81.9%	↔ 78.0%	↔ 77.3%

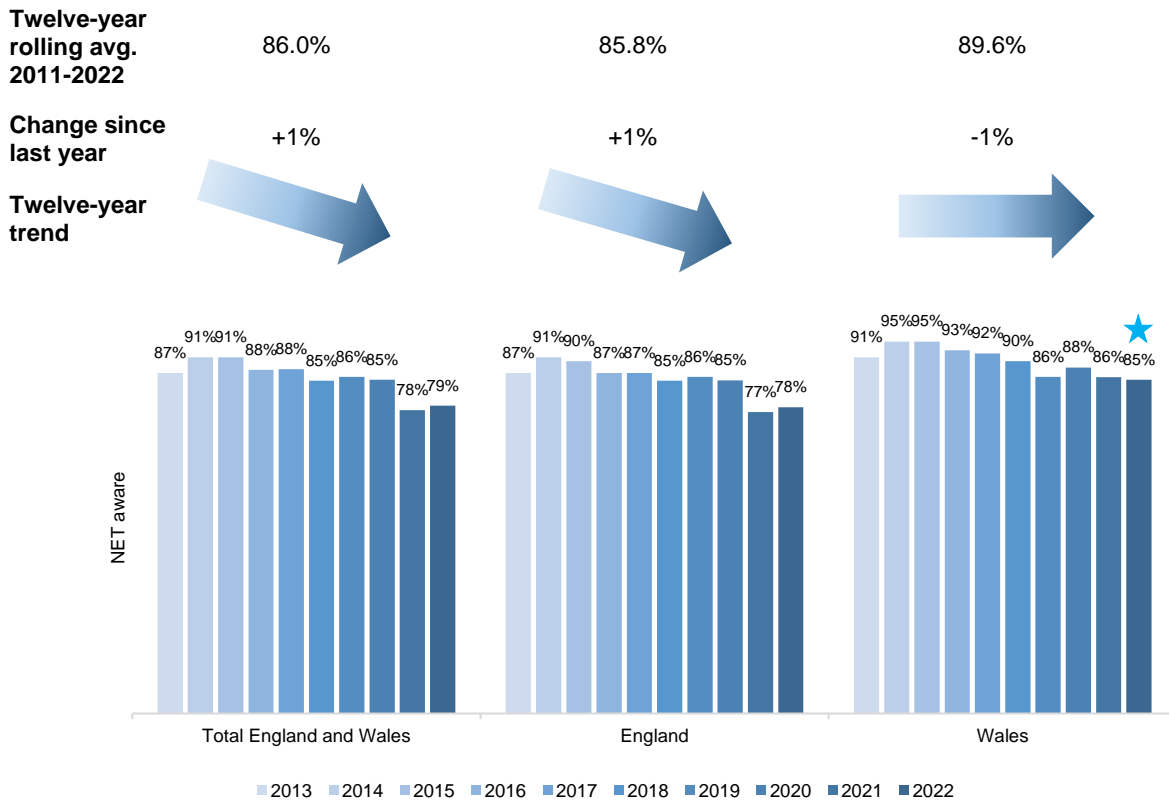
**Table 54: Satisfaction with aspects of sewerage service – WoC twelve-year trends (arrows) and twelve-year rolling averages (figures)**

Satisfaction with aspects of sewerage (twelve-year trend data)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2022 base sample: 5502)	↔ 76.9%	↔ 79.9%	↓ 75.6%	↓ 75.5%
Total WoCs (2022 base sample: 1940)	↔ 75.5%	↓ 78.2%	↓ 72.5%	↓ 72.9%
Affinity Water (2022 base sample: 250)	↓ 76.6%	↓ 78.2%	↓ 71.9%	↓ 71.6%
Bristol Water (2022 base sample: 300)	↔ 80.0%	↔ 83.8%	↓ 76.1%	↓ 79.2%
Cambridge Water (2022 base sample: 150)	↔ 73.8%	↔ 79.2%	↔ 75.8%	↓ 74.5%
Essex & Suffolk Water (2022 base sample: 150)	↔ 73.1%	↔ 77.4%	↓ 72.9%	↓ 72.6%
Portsmouth Water (2022 base sample: 150)	↓ 71.8%	↓ 74.6%	↓ 63.3%	↓ 67.2%
South East Water (2022 base sample: 550)	↔ 74.5%	↓ 74.7%	↓ 68.5%	↓ 70.1%
South Staffs Water (2022 base sample: 150)	↔ 79.6%	↓ 81.4%	↓ 79.8%	↓ 77.6%
SES Water (2022 base sample: 151)	↔ 72.0%	↓ 74.7%	↓ 69.6%	↓ 67.9%

## 6.2 Overall satisfaction with sewerage services

After rating satisfaction with different aspects of sewerage services, customers were asked for their overall level of satisfaction with their sewerage services. Figure 45 shows twelve-year satisfaction trends for England and Wales, and for England and for Wales individually. This is followed by Table 55 and Table 56 which show satisfaction trends for WaSCs and for WoCs in turn.

**Figure 45: Overall satisfaction with sewerage service**



★ Significant difference between England and Wales 2022

**Table 55: Overall satisfaction with sewerage service – WaSCs**

Satisfaction with sewerage service	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WaSC average	Change since last year
Industry (2022 base sample: 5502)	86.0%	87% 91% 91% 88% 88% 85% 86% 85% 78% 79%	↓	n/a	+1%
Total WaSCs (2022 base sample: 3562)	86.4%	88% 91% 91% 88% 87% 85% 86% 85% 79% 80%	↓	80%	+1%
Anglian Water (2022 base sample: 351)	86.8%	86% 91% 92% 88% 89% 81% 85% 86% 82% 84%	↓	↔	+2%

Dŵr Cymru Welsh Water (2022 base sample: 400)	89.6%	<p>91% 95% 96% 93% 92% 90% 85% 88% 86% 85%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	-1%
Hafren Dyfrdwy (2022 base sample: 200)	87.4%	<p>90% 89% 88% 84% 87%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↑	+2%
Northumbrian Water (2022 base sample: 200)	89.5%	<p>91% 90% 92% 92% 90% 91% 89% 84% 82%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	-2%
Severn Trent (2022 base sample: 200)	89.3%	<p>92% 92% 93% 89% 86% 88% 91% 90% 86% 83%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-3%
South West Water (2022 base sample: 400)	81.4%	<p>87% 89% 85% 81% 82% 77% 85% 84% 79% 71%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-9%
Southern Water (2022 base sample: 400)	80.7%	<p>86% 91% 85% 89% 83% 86% 83% 81% 63% 62%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↓	-1%
Thames Water (2022 base sample: 200)	81.1%	<p>84% 88% 86% 83% 84% 76% 79% 78% 66% 74%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↓	+7%
United Utilities (2022 base sample: 701)	88.2%	<p>89% 93% 93% 90% 89% 87% 87% 87% 82% 85%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↑	+2%
Wessex Water (2022 base sample: 200)	88.6%	<p>90% 94% 93% 91% 90% 87% 93% 87% 78% 84%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+6%
Yorkshire Water (2022 base sample: 400)	88.3%	<p>87% 91% 92% 91% 89% 88% 90% 85% 84% 83%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	-1%

**Table 56: Overall satisfaction with sewerage service – WoCs**

Satisfaction with sewerage service <sup>24</sup>	Twelve-year rolling company average	Twelve-year company trend	Twelve-year trend	Company average vs WoC average	Change since last year
Industry (2022 base sample: 5502)	86.0%	<p>87% 91% 91% 88% 88% 85% 86% 85% 78% 79%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	n/a	+1%
Total WoCs (2022 base sample: 1940)	84.3%	<p>85% 91% 91% 85% 88% 86% 86% 85% 71% 73%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	73%	+2%
Affinity Water (2022 base sample: 250)	83.5%	<p>85% 89% 89% 85% 87% 87% 87% 82% 72% 73%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↔	+1%
Bristol Water (2022 base sample: 300)	88.5%	<p>88% 92% 91% 85% 93% 91% 92% 91% 79% 82%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+4%
Cambridge Water (2022 base sample: 150)	86.2%	<p>87% 94% 87% 88% 90% 88% 87% 86% 74% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+2%
Essex & Suffolk Water (2022 base sample: 150)	85.0%	<p>88% 86% 91% 83% 84% 86% 88% 88% 74% 77%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+3%
Portsmouth Water (2022 base sample: 150)	78.6%	<p>85% 91% 88% 90% 84% 80% 80% 78% 54% 48%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↓	-6%
South East Water (2022 base sample: 550)	80.9%	<p>82% 92% 91% 81% 89% 82% 80% 81% 62% 63%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↓	+1%
South Staffs Water (2022 base sample: 150)	88.2%	<p>89% 90% 92% 89% 94% 87% 90% 93% 77% 82%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↔	↑	+5%
SES Water (2022 base sample: 151)	82.6%	<p>82% 92% 92% 82% 84% 78% 82% 81% 70% 76%</p> <p>13 14 15 16 17 18 19 20 21 22</p> <p>Year</p>	↓	↔	+6%

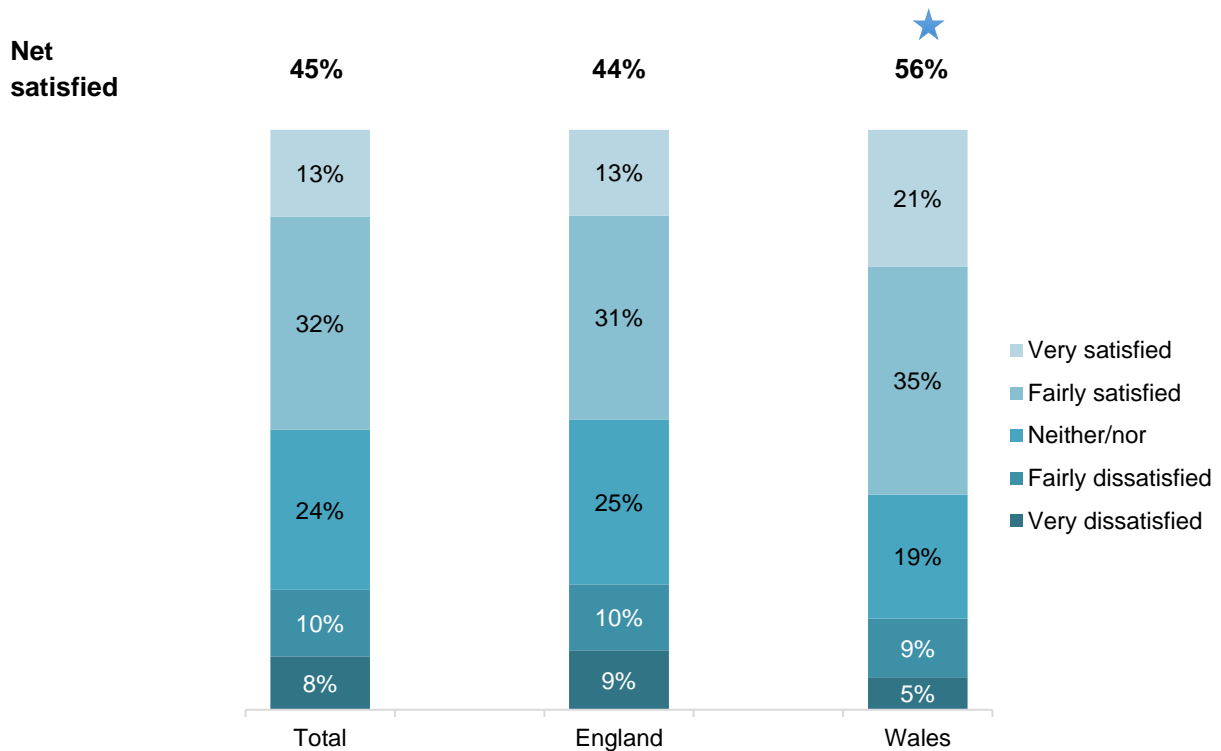
<sup>24</sup> Satisfaction with sewerage service provided by the WaSC(s) operating in the area that the WoC supplies water for



## Chapter 7: Protecting the environment

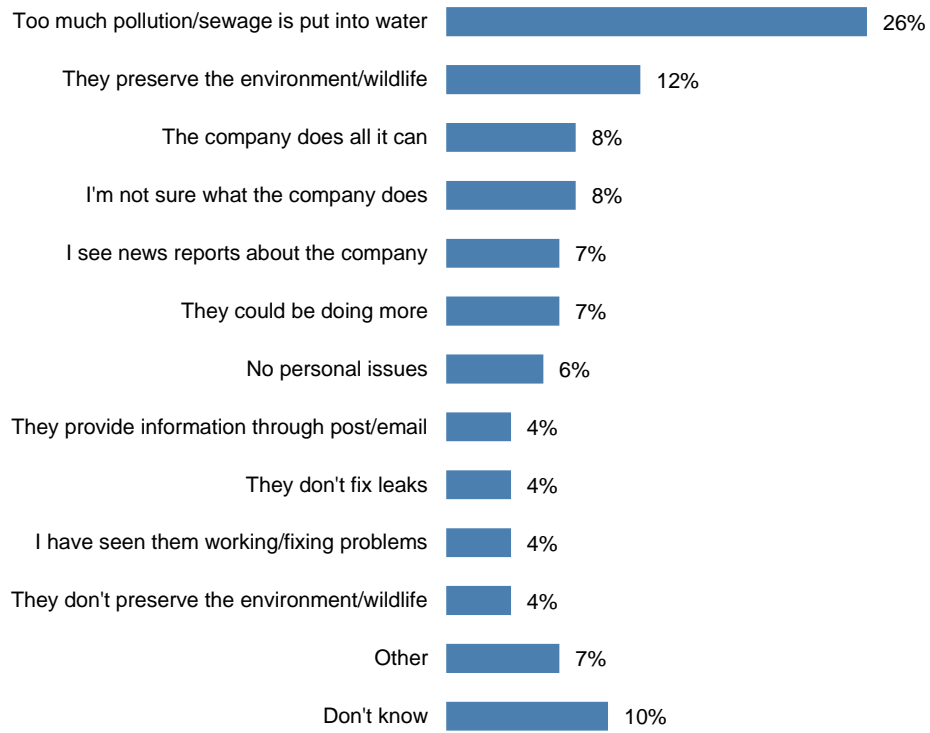
This chapter covers the subject of protecting the environment. This is measured via new questions, added to the Water Matters survey in 2022, to find out how satisfied consumers are with what their water company does to protect the environment. Figure 46 shows the results for the satisfaction for England and Wales, and for England and for Wales individually, followed by Figure 47 which shows the reason for their rating.

**Figure 46: Satisfaction with what water company does to protect the environment**



★ Significant difference between England and Wales 2022

**Figure 47: Reason for rating**

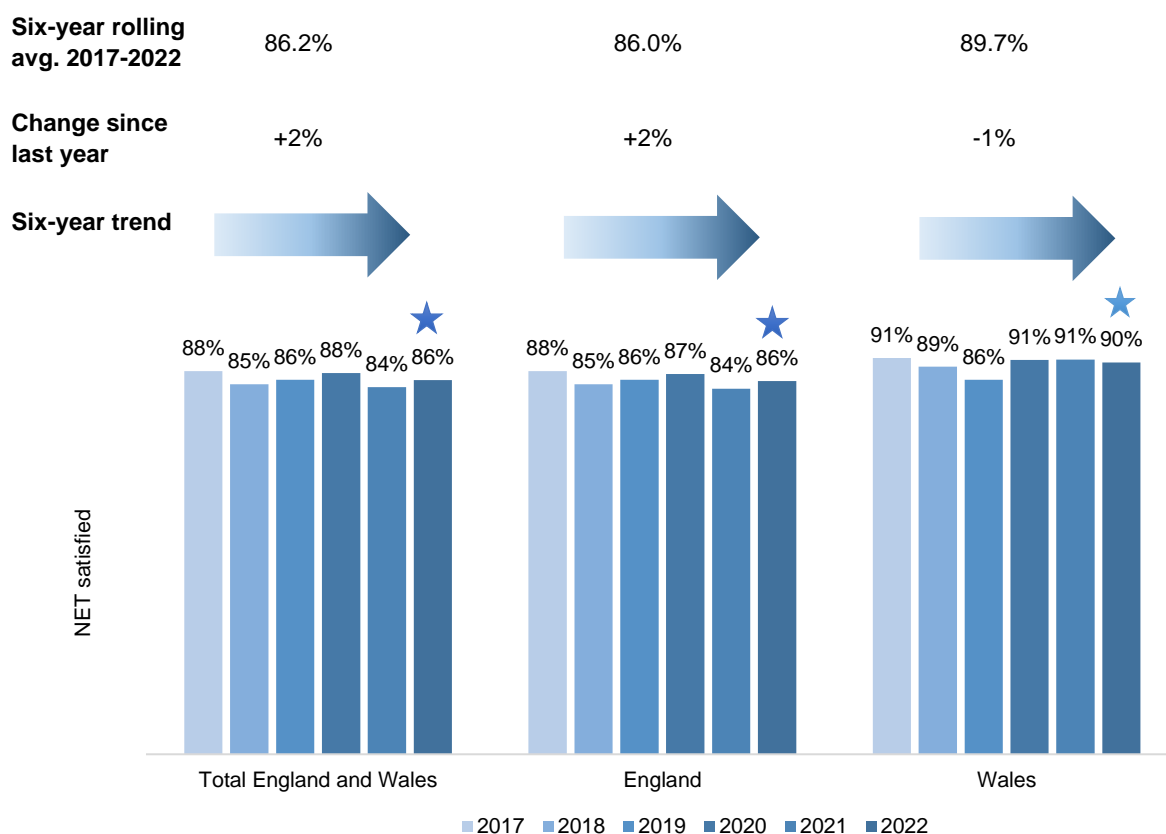


## Chapter 8: Overall experience measures

This final chapter covers overall experience. This is measured via a question, which was added to the Water Matters survey in 2017, to find out, all things considered, how customers rate their overall satisfaction with their water company. Data from 2017-2022 is shown in Figure 48. This is followed by Table 57 and Table 58 which show satisfaction for WaSCs and for WoCs in turn.

### 8.1 Overall satisfaction

Figure 48: Satisfaction with overall experience of water/sewerage service provider



- ★ Significant difference between 2021 and 2022 data.
- ★ Significant difference between England and Wales 2022

Table 57: Satisfaction with overall experience of water/sewerage service provider – WaSCs

Satisfaction with overall experience	Six-year rolling company average	Six-year company trend	Six-year trend	Company Average vs WaSC Average	Change Since Last Year
Industry (2022 base sample: 5502)	86.2%	88% 85% 86% 88% 84% 86%	↔	n/a	+2%
Total WaSCs (2022 base sample: 3562)	85.9%	88% 85% 86% 87% 84% 86%	↔	86%	+2%
Anglian Water (2022 base sample: 351)	86.5%	90% 85% 84% 87% 86% 87%	↔	↔	+2%

Dŵr Cymru Welsh Water (2022 base sample: 400)	89.8%		↔	↑	-1%
Hafren Dyfrdwy (2022 base sample: 200)	87.8%		↔	↑	+4%
Northumbrian Water (2022 base sample: 200)	91.4%		↔	↑	+7%
Severn Trent (2022 base sample: 200)	87.8%		↔	↔	-1%
South West Water (2022 base sample: 400)	81.8%		↔	↓	-3%
Southern Water (2022 base sample: 400)	78.0%		↔	↓	+1%
Thames Water (2022 base sample: 200)	80.6%		↓	↓	0%
United Utilities (2022 base sample: 701)	87.3%		↔	↔	+5%
Wessex Water (2022 base sample: 200)	88.4%		↔	↔	+2%
Yorkshire Water (2022 base sample: 400)	89.2%		↔	↑	+4%

**Table 58: Satisfaction with overall experience of water/sewerage service provider – WoCs**

Satisfaction with overall experience	Six-year rolling company average	Six-year company trend	Six-year trend	Company Average vs WaSC Average	Change Since Last Year
Industry (2022 base sample: 5502)	86.2%	<p>Year</p>	↔	n/a	+2%
Total WoCs (2022 base sample: 1940)	87.3%	<p>Year</p>	↔	87%	+2%
Affinity Water (2022 base sample: 250)	85.5%	<p>Year</p>	↑	↔	0%
Bristol Water (2022 base sample: 300)	91.3%	<p>Year</p>	↓	↔	0%
Cambridge Water (2022 base sample: 150)	90.5%	<p>Year</p>	↔	↔	+2%
Essex & Suffolk Water (2022 base sample: 150)	88.0%	<p>Year</p>	↔	↔	+5%
Portsmouth Water (2022 base sample: 150)	88.3%	<p>Year</p>	↔	↔	+4%
South East Water (2022 base sample: 550)	85.4%	<p>Year</p>	↔	↔	0%
South Staffs Water (2022 base sample: 150)	87.3%	<p>Year</p>	↔	↔	+3%
SES Water (2022 base sample: 151)	87.8%	<p>Year</p>	↔	↔	+7%

# Appendices

## A1. Sample profile – 2022

		Unweighted		Weighted	
		No	%	No	%
<b>Gender</b> <sup>25</sup>	Male	2441	44%	2432	44%
	Female	3061	56%	3070	56%
<b>Age</b>	18-29	129	2%	199	4%
	30-44	759	14%	900	16%
	45-59	1960	36%	1931	35%
	60-74	1702	31%	1575	29%
	75+	952	17%	897	16%
<b>SEC</b>	Higher managerial, administrative & professional occupations	2724	50%	2727	50%
	Intermediate Occupations	1147	21%	1169	21%
	Routine & manual occupations	1212	22%	1151	21%
	Long term unemployed/ student	333	6%	354	6%
	Refused	86	2%	101	2%
<b>Household Composition</b>	With children	1202	22%	1286	23%
	Without children	4231	77%	4137	75%
<b>Ethnicity</b>	White	5135	95%	4957	92%
	Mixed	73	1%	100	2%
	Asian	107	2%	195	4%
	Black	62	1%	121	2%
	Other	11	<1%	12	<1%
<b>Disability in household</b>	Yes	1602	29%	1550	28%
	No	3826	70%	3873	70%
<b>Type of accommodation</b>	Owner occupied	4552	83%	4343	79%
	Private rental	339	6%	477	9%
	Council tenant	216	4%	244	4%
	Housing Association tenant	247	4%	278	5%
	Leaseholder	20	<1%	24	<1%

<sup>25</sup> Unweighted figures within +/- 5% target for gender, age and SEC.

		Unweighted		Weighted	
		No	%	No	%
<b>Meter in household</b>	Yes	3396	62%	3239	60%
	No	2025	37%	2163	40%
<b>Meter fitting (where meter present)</b>	Already fitted	1597	47%	1615	50%
	Requested fitting	1007	30%	963	30%
	Fitted as part of a metering scheme	701	21%	587	18%
<b>Income</b>	Up to £199 a week/Up to £10399 a year	303	6%	299	5%
	From £200 to £299 a week/ From £10400 to £15599 a year	523	10%	516	9%
	From £300 to £499 a week/ From £15600 to £25999 a year	754	14%	720	13%
	From £500 to £699/From £26000 to £36399 a year	623	11%	690	13%
	From £700 to £999 a week/ From £36400 to £51999 a year	717	13%	759	14%
	From £1000 to £1399 a week/ From £52000 to £72799 a year	571	10%	591	11%
	From £1400 to £1999 a week/ From £72800 to £103999 a year	388	7%	400	7%
	£2000 and above a week/ £104000 and above a year	227	4%	218	4%
<b>Receive benefits</b>	Yes	1120	20%	1169	21%
	No	4199	76%	4151	75%
<b>Urbanicity</b>	Urban	1716	31%	1916	35%
	Rural	1615	29%	1474	27%
	Suburban/semi-rural	2077	38%	2021	37%

## A2. Questionnaire

DJS Research Ltd, 3 Pavilion Lane, Strines, Stockport, SK6 7GH  
Tel: 01663-767857 – JN 7325 V1, 2020-21

### Introduction

Good morning/afternoon, my name is ... I am calling from DJS Research on behalf of CCW (Consumer Council for Water), the **water watch dog** responsible for ensuring the water and sewerage industry maintains the best level of service for its customers. We are carrying out a survey about water and sewerage services. Your views will help to ensure the water industry continues to provide a fair and affordable service to its customers.

Towards the end of the survey we will also ask you a couple of questions about your employment status – this information is only collected to ensure we have a good mix of people included in the survey, it will not be used for any other purpose.

Could you spare some time to answer some questions?

### READ OUT IF NECESSARY

#### Survey Details

The survey should take around 20 minutes. We would like you to give your honest opinions as this is completely confidential and we can assure you that our discussion will be undertaken under strict Market Research Society Code of Conduct.

**INT: READ OUT: Just to let you know, calls may be recorded for quality and training purposes**

<b>Willing to take part</b>	<b>1</b>	<b>Continue</b>
<b>Not willing to take part</b>	<b>2</b>	<b>Thank &amp; close</b>

### Screener Questions

<b>S1 DELETED</b>		
ASK ALL		
<b>Firstly I would like to ask you some questions to ensure that you are eligible to take part in the survey:</b>		
<b>S3 In terms of how you pay your water bills, do you have sole responsibility for paying them, shared responsibility or no responsibility?</b>		
<b>If respondent says they pay their water will as part of their rent, code as 4.</b>		
<b>READ OUT</b>		
I have sole responsibility	1	S4
I share payment of the bills	2	S4
I am not the water bill payer in my household	3	S2
I pay my water bill as part of my rent	4	S2
Other (specify)	80	S4
Don't know	85	S2
ASK IF NO/DON'T KNOW AT S1. OTHERS GO TO S2		
<b>S2 Is there somebody else in the household who is the bill payer? SINGLE CODE</b>		
Yes	1	RETURN TO INTRO
No	2	
Don't know	85	CLOSE
ASK ALL		
<b>S4 Do you or any member of your family work in....:</b>		
<b>READ OUT</b>		
The water industry i.e. work for a water company	1	
A consumer organisation e.g. Passenger Focus, Energy Ombudsman	2	



	Which?, Citizens Advice	3	Thank and close
	Market Research	4	
	None of the above	87	D1
ASK ALL	<b>D1 Please record the gender of the respondent DO NOT ASK</b>		
	Male	1	
	Female	2	
ASK ALL	<b>D2 Can you please tell me your age? PROMPT WITH BANDS IF NECESSARY</b>		
	CODE AGE INTO CORRECT BANDING. SINGLE CODE		
	18-19	1	
	20-24	2	
	25-29	3	
	30-44	4	
	45-59	5	
	60-64	6	
	65-74	7	
	75+	8	
	Refused	86	SCREEN OUT
ASK ALL	<b>Q1a Who is your water company? (This may be a company which deals with your sewerage too.) SINGLE CODE</b>		
	<b>DO NOT READ OUT COMPANY FROM SAMPLE. IF DOESN'T MATCH, CODE "STATED WATER COMPANY DIFFERS"</b>		
	Anglian Water Services Ltd	1	
	Dŵr Cymru Cyfyngedig (Welsh Water)	2	
	Northumbrian Water Ltd	3	
	Severn Trent Water Ltd	4	
	South West Water Ltd	5	Q2
	Southern Water Services Ltd	6	
	Thames Water Utilities Ltd	7	
	United Utilities Water Plc	8	
	Wessex Water Services Ltd	9	
	Yorkshire Water Services Ltd	10	
	<b>Water only companies</b>		
	Bournemouth Water Plc	11	Q3
	Bristol Water Plc	12	
	Cambridge Water Company Plc	13	
	Cholderton & District Water Company Ltd	14	CLOSE
	Essex & Suffolk Water	16	
	Affinity Water South East	17	
	Hartlepool Water Plc (interviewer: may be known as Anglian)	18	
	Portsmouth Water Plc	19	Q3
	South East Water Plc (including Mid Kent Water Plc)	20	
	South Staffordshire Water Plc	21	
	SES Water (Sutton & East Surrey Water Plc)	22	
	Affinity Water East	23	
	Affinity Water Central	24	
	Hafren Dyfrydwy	26	Go to Q3
	Stated water company differs from sample	25	Go to Q1b

	Don't know	85	Go to Q1b
ASK IF DON'T KNOW/STATED COMPANY DIFFERS AT Q1A OTHERS GO TO FILTER AT Q2 <b>Q1b Is your postcode &lt;insert from sample&gt;?</b>	Yes, same as sample Incorrect – Enter correct postcode (first part and first digit of second part)	1 2	GO TO Q1c
IF CODE 2 AT Q1b POSTCODE LOOKUP WILL BE IMPLEMENTED AND WATER COMPANY WILL APPEAR. IF POSTCODE NOT FOUND, ENTER DON'T KNOW AND SAMPLE WILL AUTO INSERT WATER COMPANY FOR THAT AREA FROM SAMPLE DATABASE			
ASK IF DON'T KNOW AT Q1A OTHERS GO TO FILTER AT Q2 <b>Q1c In your area, your water company is likely to be</b> [insert name of water company]. <b>Does that sound right?</b>	Yes ----- No	1 2	GO BACK AND CODE Q1A THEN TO FILTER AT Q2 CLOSE
ASK IF CODES 1-10 AT Q1A. OTHERS GO TO FILTER AT Q3 <b>Q2 And do they also provide your sewerage services, or do you have a septic tank?</b> INTERVIEWER NOTE: PLEASE CLARIFY IF ASKED. It's a tank in your garden which collects waste from toilets etc and has to be emptied by a specialist company every so often.	Provide sewerage services Have septic tank Different company provides my sewerage services Don't know	1 2 3 85	GO TO Q6 CLOSE GO TO Q6
Q1a2 AND Q1a3 DELETED			
ASK IF CODES 11-24 or 26 AT Q1a. OTHERS GO TO FILTER AT Q6 <b>Q3 Do you have a septic tank?</b>	Yes ----- No	1 2	Q6 Go to Q4 if codes 11-24 at Q1a. Go to Q5a if code 26 at Q1a (Hafren)
ASK IF CODE 2 AT Q3. OTHERS GO TO FILTER AT Q6 <b>Q4 Were you aware that your sewerage services are provided by another company?</b>	Yes ----- No	1 2	Q5a Q5b
ASK IF CODE 1 AT Q4, or 2 at Q3 if Hafren = water company at Q1a. OTHERS GO TO FILTER AT Q5b <b>Q5a And who is your sewerage company?</b> ADD IF NECESSARY: <b>the bill from your water company will also say who provides your sewerage services.</b> SINGLE CODE IF DOESN'T MATCH, CODE "STATED WATER COMPANY DIFFERS	Anglian Water Services Ltd Dŵr Cymru Cyfyngedig (Welsh Water)	1 2	

	Northumbrian Water Ltd	3	Q6	
	Severn Trent Water Ltd	4		
	Southern Water Services Ltd	5		
	South West Water Ltd	6		
	Thames Water Utilities Ltd	7		
	United Utilities Water Plc	8		
	Wessex Water Services Ltd	9		
	Yorkshire Water Services Ltd	10		
	Hafren Dyfrdwy	12		Q5b
	Stated company differs to sample	11		Q5b
	Don't know	85		
<b>Scripting note: If water company is Hafren and sewerage company is not either Hafren or Welsh Water, close.</b>				
IF Q4_2 (NO) OR Q5A_85 (DON'T KNOW) OR Q5_11 (STATED COMPANY DIFFERS TO SAMPLE) REFER TO SAMPLE AND ASK: <b>Q5b Is your postcode &lt;insert postcode from sample&gt;?</b>				
	Yes, same as sample	1	Q5c	
	Incorrect – Enter correct postcode (first part and first digit of second part)	2		
<b>Q5c In your area, your sewerage company is likely to be [insert name of water company]. Does that sound right?</b>				
	Yes	1	GO BACK & CODE Q5a THEN TO Q6 CLOSE	
	No	2		
ASK ALL <b>Q6 Does your household have a water meter? SINGLE CODE</b>				
	Yes	1		
	No	2		
	Don't know	85		
<b>Q7a – Q8c PARKED</b>				

### Company Information

ASK ALL <b>Q9 Thinking now about value for money, how satisfied or dissatisfied are you with the <u>value for money</u> of the <u>water services</u> in your area? SINGLE CODE. READ OUT AND CODE FOR EACH AND THERE SHOULD BE 6 RESPONSE CODES FOR EACH</b>			
DO NOT ASK IF CODE 2 AT Q2 OR 1 AT Q3 (HAVE SEPTIC TANK) <b>Q10 And the sewerage services in your area?</b>			
	Very satisfied	1	
	Fairly satisfied	2	
	Neither satisfied nor dissatisfied	3	
	Fairly dissatisfied	4	
	Very dissatisfied	5	
	Don't know	85	
<b>Q11 BACK IN BUT JUST BEFORE Q41</b>			
<b>Q12 PARK 2021</b>			
<b>Q13a AND Q13b PARKED 2018</b>			
ASK ALL <b>Q14 How much do you agree or disagree that the [CODE 2 AT Q2 OR 1 AT Q3 = 'water']/[ALL OTHERS = water and sewerage] charges that you pay are fair? SINGLE CODE. READ OUT IF NECESSARY</b>			

	Strongly agree	1	
	Tend to agree	2	
	Neither agree nor disagree	3	
	Tend to disagree	4	
	Strongly disagree	5	
	Don't know	85	
<b>Q15 PARKED 2018</b>			
ASK ALL			
<b>Q16a How much do you agree or disagree that the [CODE 2 AT Q2 OR 1 AT Q3 = 'water']/[ALL OTHERS = 'water and sewerage'] charges that you pay for are affordable to you? SINGLE CODE. READ OUT IF NECESSARY</b>			
	Strongly agree	1	
	Tend to agree	2	
	Neither agree nor disagree	3	
	Tend to disagree	4	
	Strongly disagree	5	
	Don't know	85	
<b>Q16b, Q16c, Q16d Parked</b>			
<b>SWW £50 GOVERNMENT CONTRIBUTION – Q PARKED</b>			
<b>Q16e Has your household's financial situation changed since last year? Would you say that your household finances are...? SINGLE CODE. READ OUT</b>			
	Slightly worse		
	Significantly worse		
	Slightly better		
	Significantly better		
	Unchanged		
	Don't know		

## Section B: Consumer Rights and Responsibility

ASK ALL			
<b>Q18 How likely would you be to contact your water and/or sewerage company if you were worried about paying your bill? READ OUT. SINGLE CODE</b>			
	Very likely	1	
	Fairly likely	2	
	Not very likely	3	
	Not at all likely	4	
	Don't know	85	
ASK IF WATER METER (CODE 1 AT Q6). OTHERS GO TO Q20			
<b>Q19 You said earlier that your household had a water meter, which of the following apply to you? SINGLE CODE</b>			
	Your property already had meter when moved in	1	
	You asked for a meter to be fitted	2	
	Had no choice - water company fitted one as part of a metering scheme	3	
	Other (specify)	80	
	Don't know	85	
<b>ASK ALL (PLEASE ENSURE ANY POSTCODE/COMPANY ROUTING REMOVED)</b>			
<b>Q020a Are you aware that your water company offers reduced bills to some households who, due to their financial circumstances, would sometimes struggle to pay their bills?</b>			
	Yes	1	
		2	
		85	

	No Don't know		
<p><b>DO NOT ASK SOUTHERN WATER (Q1_6) OR SOUTH EAST WATER (Q1_20) CUSTOMERS</b></p> <p>ASK IF Q6_2/85 AND IF NOT IN CM POST CODE LIST (SEE Q20 POSTCODE EXCEL FILE SAVED IN SAMPLE &amp; DATA FOLDER)</p> <p>Q20B – IN ADDITION, DO NOT ASK THOSE POSTCODES IN FILE TITLED Q20B ADDITIONAL POSTCODES TO EXCLUDE</p> <p><b>Q20 Were you aware that ...: SINGLE CODE FOR EACH STATEMENT Scale: 1=Yes, 2= No, 85= Don't know</b></p> <p>a) If you ask for a meter to be fitted, your water company will install one free of charge</p> <p>b) You have up to two years to decide whether you prefer the meter or would like to go back to a water rate charge for your property</p>			WILL BE ROUTED FROM POST-CODE
<b>INTERVIEWER NOTE: If asked, the water meter itself stays within the property. Also, if you move into a property that is already charged for water via a meter you cannot go back to a water rate charge.</b>			
<p>ASK ALL</p> <p><b>Q21 Are you aware of or are you currently on [CODE 2 or 26 AT Q1a = 'Welsh Water Assist/WaterSure Wales' /ALL OTHERS = 'WaterSure'] tariff &gt;? This was introduced to help people in low income groups who need to use a lot of water</b></p> <p>READ OUT. SINGLE CODE</p> <p>Yes, have heard of it but do not need it 1</p> <p>Yes, have subscribed to it 2</p> <p>No, but would like to know more 3</p> <p>No, but do not need it 4</p> <p>Don't know 85</p>			
<b>Q22 PARKED 2021</b>			
<b>Q24 PARKED</b>			
<p>ASK ALL</p> <p><b>Q25 Are you aware of any additional free services (also known as priority services) offered by your water company, such as large print or braille bills for people who need them, passwords to check that company callers are genuine, or liaison with customers on dialysis who need a constant supply of water? READ OUT. SINGLE CODE</b></p> <p>Yes, have heard of it but do not need it 1</p> <p>Yes, have subscribed to it 2</p> <p>No, but would like to know more 3</p> <p>No, but do not need it 4</p> <p>Don't know 85</p>			
<b>Q26 PARKED</b>			
<b>Q27a AND Q27b PARKED IN 2018</b>			
<p>ASK ALL</p> <p><b>Q28 Have you contacted your water / water and sewerage company in the past 12 months? SINGLE CODE</b></p> <p>INTERVIEWER PLEASE CONFIRM</p> <p>Yes – water and sewerage company 1</p> <p>Yes – water company 2</p> <p>Yes – sewerage company 3</p> <p>----- No 4</p> <p>Don't know 85</p>			Q29 ----- Q33a

ASK IF YES AT Q28 (CODES 1-3).		
<b>Q29 What was your most recent contact about? DO NOT READ OUT.</b>		
MULTICODE OK		
To make a complaint	1	
To make an enquiry relating to drought/water shortage	2	
To make an enquiry relating to flooding	3	
To make an enquiry about sewers and drains (responsibility)	4	
General billing enquiry	5	
Billing enquiry	6	
No supply/supply issue	7	
To report a leak	8	
To ask for a water meter	9	
Water quality	10	
Water pressure	11	
Sewerage problem	12	
Been told I will have to have a water meter (no choice)	13	
To enquire about hosepipe ban	14	
To ask about help with paying bills for people who are behind with payments	15	
To say I've moved house	16	
To ask about help with paying bills (not behind with payments)	17	
Other (please specify)	80	
Don't know	85	
<b>Q32 AND Q33a-c PARKED</b>		
ASK IF YES AT Q28 (CODES 1-3). OTHERS GO TO NQ3a		
<b>Q30 Thinking about the contact you made, overall how satisfied were you with.... READ OUT EACH STATEMENT &amp; SINGLE CODE. ROTATE STATEMENTS. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS</b>		
Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4= Fairly dissatisfied, 5= very dissatisfied, 85= don't know 98= not applicable.		
a) The ease of contacting someone who was able to help you		
b) The quality/ clarity of information provided		
c) The knowledge and professionalism of staff		
d) The feeling that your contact had been, or would be, resolved		
e) The way that the water company has kept you informed of progress with your enquiry/complaint/claim		
ASK IF YES AT Q28 (CODES 1-3). OTHERS GO TO NQ3a		
<b>Q31 Taking everything into account, overall how satisfied or dissatisfied were you with this contact? SINGLE CODE. READ OUT IF NECESSARY</b>		
Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	85	

<p><b>ASK ALL</b>  <b>NQ3a</b> How well does your water company (if a WoC and codes 11-25 or Hafren and Welsh Water), or codes 1-10 (WaSC) and septic tank (Q2 code 2) OR Hafren and tank / water and sewerage company (if codes 1-10 – WaSC and Q2 code 1 or 85 (no septic tank) communicate with you about its services and plans, and the availability of help with bills, and Priority or additional services on a scale from 1-5 where 1 indicates that their communication is very good and 5 indicates that it is very poor.</p>	<p>Very good 1  Fairly good 2  Neither good nor poor 3  Fairly poor 4  Very poor 5  Don't know 85</p>	
<p>ASK NQ3/1-5  <b>NQ3b2021 Why do you say that? DO NOT READ OUT. MULTICODE</b></p>	<p>Never had a problem with communication 1  Kept informed of service disruptions/interruptions 2  Satisfied with the amount of communication I receive 3  Information comes with my bill 4  Not had any communication/correspondence 5  Don't recall any communication/correspondence apart from bill 6  Unaware of help with bills or additional priority services 7  Don't get regular correspondence 8  I don't need/want any 9  Already receive regular communications 10  They send me information – it's there if I want it 11  Other (please specify) 80  Don't know 85</p>	
<p>ASK ALL  <b>NQ1a Thinking about customer service more generally, including the bills you get, frequency of bills, meter readings and the different ways to pay, how satisfied are you with the customer service of your [CODES 11-24 AT Q1a OR HAFREN AND WELSH WATER = 'water'] / [CODES 1-10 AT Q1a OR HAFREN AND HAFREN OR HAFREN AND SEPTIC TANK = 'water and sewerage'] company? SINGLE CODE. READ OUT IF NECESSARY</b></p>	<p>Very satisfied 1  Fairly satisfied 2  Neither satisfied nor dissatisfied 3  Fairly dissatisfied 4  Very dissatisfied 5  Don't know 85</p>	
<p>ASK IF NQ1a=4/5  <b>NQ1b Why do you say that you are dissatisfied with the customer service? VERBATIM COMMENT</b></p>		

**Section C: Water on Tap**

<p>ASK ALL  <b>Q34 How satisfied are you with the following aspects of your water supply:</b>  READ OUT EACH STATEMENT &amp; SINGLE CODE. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS</p>		
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Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 98= not applicable.		
The colour and appearance of your tap water	1	
Taste and smell of tap water	2	
Hardness/softness of your water	3	
The safety of your drinking water	4	
The reliability of your water supply	5	
Your water pressure	6	
<b>ASK ALL DISSATISFIED WITH WATER PRESSURE (Q34_6/4,5)</b> <b>Q101 You said that you are dissatisfied with your water pressure. Have you contacted your water company about this issue?</b>		
Yes	1	
No	2	
<b>ASK ALL NOT CONTACTING WATER COMPANY (Q101/2)</b> <b>Q102 Why not?</b> [OPEN QUESTION]		
Don't know	85	
<b>ASK ALL</b> <b>Q103 Have you experienced any interruptions to your water supply in the past 12 months? Either planned (notified in advance by the water company) or unplanned (no notification)?</b>		
Yes	1	
No	2	
<b>ASK ALL EXPERIENCING INTERRUPTIONS TO WATER SUPPLY (Q103/1)</b> <b>Q104 You said that you have experienced an interruption to your water supply in the last 12 months. Have you contacted your water company about this issue?</b>		
Yes	1	
No	2	
<b>ASK ALL NOT CONTACTING WATER COMPANY (Q104/2)</b> <b>Q105 Why haven't you contacted your water company about this issue?</b> [OPEN QUESTION]		
Don't know	85	
<b>ASK ALL</b> <b>Q35 Taking all those aspects of your water supply service into account, overall how satisfied or dissatisfied are you with your <u>water</u> supply? SINGLE CODE. READ OUT IF NECESSARY</b>		
Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	85	
<b>Q36b &amp; Q37a/b PARKED</b>		
<b>ASK ALL</b> <b>NQ2 How confident are you that in the longer term your water supply will be available without restriction, that is, not subject to hosepipe bans or other restrictions on use?</b> SINGLE CODE. READ OUT IF NECESSARY		
Very confident	1	
Fairly confident	2	
Neither confident nor unconfident	3	
Fairly unconfident	4	
Very unconfident	5	
Don't know	85	
<b>ASK IF NQ2/1-5</b> <b>NQ2b Why do you say that? DO NOT READ OUT. MULTICODE</b>		



Should spend more on new infrastructure (e.g. water storage/reservoirs/water network/grid)	1	
Less water in future due to climate change	4	
Less water in future due to population growth	5	
Too much water lost to leaks/leaks need fixing	6	
Trust my company to manage this	10	
It rains a lot so not a real problem	11	
Never had a problem	14	
I live near a river/reservoir so never seen/heard of any problems	15	
Other (please specify)	80	
Don't know	85	
	NQ4a Park 2021	
	NQ4b Park 2021	

### Section D: Keeping it Clean

<b>Q38 PARKED 2018</b>		
<p>ASK IF Q2/1 or 85 OR Q3/2 (NO SEPTIC TANK)</p> <p><b>Q39 How satisfied are you with your sewerage company's management of the following aspects of their sewerage service.....: READ OUT EACH STATEMENT AND SINGLE CODE. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS</b></p> <p><i>Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4= Fairly dissatisfied, 5= very dissatisfied, 85 = don't know 98 = not applicable.</i></p> <p>a) Reducing smells from sewage treatment works  b) Maintenance of sewerage pipes and treatment works  c) Cleaning wastewater properly before releasing it back into the environment  d) Minimising sewer flooding</p>		
<p>ASK IF Q2/1, 85 OR Q3/2 (NO SEPTIC TANK)</p> <p><b>Q40a Taking all those aspects into account, overall how satisfied or dissatisfied are you with your <u>sewerage</u> service? SINGLE CODE. READ OUT IF NECESSARY</b></p> <p>Very satisfied 1  Fairly satisfied 2  Neither satisfied nor dissatisfied 3  Fairly dissatisfied 4  Very dissatisfied 5  Don't know 85</p>		
<b>Q40b PARKED</b>		

<p>ASK ALL</p> <p><b>Q40c Now thinking about your overall experience of ['water and sewerage services' IF '((Q1a/1-10) and (Q2/1,85)) or ((Q1a/26) and Q5a/12))]/[ALL OTHERS 'water supply'] - including the provision of ['water and sewerage' IF '((Q1a/1-10) and (Q2/1,85)) or ((Q1a/26) and Q5a/12))]/[ALL OTHERS 'water']" as well as charges, customer services and billing - how satisfied or dissatisfied are you?</b></p> <p>SINGLE CODE. READ OUT IF NECESSARY</p>	<p>Very satisfied 1</p> <p>Fairly satisfied 2</p> <p>Neither satisfied nor dissatisfied 3</p> <p>Fairly dissatisfied 4</p> <p>Very dissatisfied 5</p> <p>Don't know 85</p>	
Park Q40d		
<p>ASK ALL</p> <p><b>Q11 We would like to ask you a couple of questions about your gas and electricity suppliers. Does the same company provide your gas and electricity? SINGLE CODE ONLY</b></p>	<p>Yes, both gas and electricity 1</p> <p>No – gas and electricity from separate companies 2</p> <p>Don't have mains gas 3</p> <p>Don't know 85</p>	
<p>ASK EACH STATEMENT FOR CERTAIN RESPONDENTS ONLY</p> <p><b>Q41 Thinking about other household services you receive, how satisfied or dissatisfied are you with:...?: READ OUT EACH SERVICE &amp; SINGLE CODE</b></p> <p><i>Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 98= not applicable.</i></p> <p>a) Your gas service <b>ASK IF CODE 1-2 AT Q11</b></p> <p>b) Your electricity service <b>ASK ALL</b></p> <p>e) Council services <b>ASK ALL</b></p>		
<p>ASK ALL</p> <p><b>Q42 How much do you agree or disagree that your water [IF CODES 1-10 AT Q1A AND Q2/1, 85 OR HAFREN AND HAFREN also insert 'and sewerage'] company cares about the service it gives to customers? READ OUT IF NECESSARY. SINGLE CODE</b></p>	<p>Strongly agree 1</p> <p>Tend to agree 2</p> <p>Neither agree nor disagree 3</p> <p>Tend to disagree 4</p> <p>Strongly disagree 5</p> <p>Don't know 85</p>	
Q43 PARK 2021		

ASK ALL <b>Q44a How much do you trust your [CODE 2 AT Q2 OR 1 AT Q3 OR CODES 11-24 AT Q1a OR HAFREN + WELSH OR HAFREN + SEPTIC TANK = 'water'] / [ALL OTHERS = 'water and sewerage'] company. Please give a score on a 1-10 scale where 10 means that you trust them completely and 1 means that you don't trust them at all</b>	Do not trust them at all 1 2 3 4 5 6 7 8 9 Trust them completely 10 Don't know 85	
Park Q44b, Q44c		
ASK ALL <b>Q45 How much do you trust your [IF CODE 1 AT Q11 = 'energy'; IF CODE 2 AT Q11 = 'gas or electricity'; IF CODE 3 AT Q11 = 'electricity'] company? Please give a score on a 1-10 scale where 10 means that you trust them completely and 1 means that you don't trust them at all</b>	Do not trust them at all 1 2 3 4 5 6 7 8 9 Trust them completely 10 Don't know 85	
Park Q45a, Q45b		
Q46 AND Q47 PARKED		
Q48a AND Q48b PARKED 2022		
Q154 AND Q155 PARKED		

**Section E: Speaking up for Water Consumers**

Q49 – Q54 PARKED		
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**NEW SECTION: Environmental behaviours**

The next few questions are about environmental behaviours.

PARK NQ5a-d 2022

ASK ALL <b>Q108 How satisfied or dissatisfied are you with what your water company does to protect the environment? READ OUT IF NECESSARY. SINGLE CODE.</b>	Very satisfied 1 Fairly satisfied 2 Neither satisfied nor dissatisfied 3 Fairly dissatisfied 4 Very dissatisfied 5 Don't know 85	
ASK ALL CODES 1, 2, 4 or 5 at Q108 <b>Q109 Why do you say that?</b> [OPEN RESPONSE] Probe to code. 3 reasons needed Don't know	85	

**Section F: Background**

**And finally a few questions about you. These questions will assist with us with analysing the results by different demographics to ensure CC Water fully understand views by all household types**

<b>ASK IF CODE 5-8 AT D2. OTHERS GO TO D4a</b>		
D3 Are you retired? <b>SINGLE CODE</b>	Yes	1
	No	2
	Refused	86
<b>D4 PARKED 2022</b>		
<b>ASK ALL</b>		
Please answer the next set of questions based on your current job. If you're currently not working or are retired, please base your answers on your last job.		
D5 Do you (did you) work as an employee or are you (were you) self-employed? <b>SINGLE CODE. READ OUT IF NECESSARY</b>		
	Employee	1
	Self-employed with employees	2
	Self-employed/freelance without employees	3
	Not applicable - Long term unemployed/never worked	4
	Not applicable - Full time student	5
		D6
		D7
		D9
		Q1a
		Q1a
<b>ASK ALL EMPLOYEES (D5/1)</b>		
D6 How many people work (worked) for your employer at the place where you work (worked)? <b>READ OUT IF NECESSARY</b>		
	1-24	1
	25 or more	2
		D8
<b>ASK ALL EMPLOYERS (D5/2)</b>		
D7 How many people do (did) you employ?		
	1-24	1
	25 or more	2
		D8
<b>ASK ALL EMPLOYEES (D5/1-2)</b>		
D8 Do (did) you supervise the work of other employees on a day to day basis? (e.g. a supervisor, manager or foreman responsible for overseeing the work of other employees on a day to day basis)		
	Yes	1
	No	2
		D9
<b>ASK ALL EMPLOYED (D5/1-3)</b>		
D9 What do you do for work? If you are not working now, what did you do in your last job? <b>SINGLE CODE ONLY.</b>		
<b>DO NOT READ OUT – USE PROMPTS WHERE NECESSARY.</b>		
Modern professional occupations such as: teacher – nurse – physiotherapist – social worker – welfare officer – artist – musician – police officer (sergeant or above) – software designer		1
Clerical and intermediate occupations such as: secretary, personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse		2
Senior managers or administrators (usually responsible for planning, organising and co-ordinating work, and for finance) such as: finance manager – chief executive		3
Technical and craft occupations such as: motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver		4
Semi-routine manual and service occupations such as: postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant		5
		6

Routine manual and service occupations such as: HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff	7	Continue – but will need to screen out once we hit the first refusal quota.
Middle or junior managers such as: office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican	8	
Traditional professional occupations such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer Refused	86	
<b>INTERVIEWER NOTE - IF RESPONDENT REFUSES READ OUT:</b> I would like to reassure you that this information is only being collected to make sure we have a good mix of people included in the survey, it will not be used for any other purpose. On this basis would you be happy to tell me about the sort of work you do, or if you're not working now, what you did in your last job?		
ASK ALL <b>Q55 How would you describe your ethnic background?</b> PROMPT IF NECESSARY. SINGLE CODE		
	<b>White:</b> British	1
	<b>White:</b> Irish	2
	<b>White:</b> Any other White background	3
	<b>Mixed:</b> White and Black Caribbean	4
	<b>Mixed:</b> White and Black African	5
	<b>Mixed:</b> White and Asian	6
	<b>Mixed:</b> Any other Mixed background	7
	<b>Asian or Asian British:</b> Indian	8
	<b>Asian or Asian British:</b> Pakistani	9
	<b>Asian or Asian British:</b> Bangladeshi	10
	<b>Asian or Asian British:</b> Any other Asian background	11
	<b>Black or Black British:</b> Caribbean	12
	<b>Black or Black British:</b> African	13
	<b>Black or Black British:</b> Any other Black background	14
	<b>Chinese</b>	15
	Other (specify)	80
	Refused	86
ASK ALL <b>Q56 Do you or anyone in your household have a long-term illness, health problem or disability which limits your daily activities or the work you can do?</b> MULTICODE OK FOR CODES 1/2		
	Yes (self)	1
	Yes (other)	2
	No	3
	Don't know/refused	85
ASK ALL <b>Q57 Including yourself, how many adults, i.e. 18 years or over, are there in your household? And how many children, i.e. under 18 years old and under 5 years, are there in your household?</b> READ OUT SINGLE CODE <i>[Scale: 0 = none, 1= one, 2= two, 3= three, 4=four, 5= five, 6 = six+; 86= refused.</i>		
	a) Adults i.e. 18 years and over	
	b) Children aged 6 – 17	
	c) Children aged 0-5	
ASK ALL <b>Q57aNEW- Could you tell me which of the following bands your household income falls into from all sources before tax and other deductions. READ OUT. SINGLE CODE</b>		
	Up to £199 a week/Up to £10,399 a year	1
	From £200 to £299 a week/From £10,400 to £15,599 a year	2

From £300 to £499 a week/From £15,600 to £25,999 a year	3	
From £500 to £699/From £26,000 to £36,399 a year	4	
From £700 to £999 a week/From £36,400 to £51,999 a year	5	
From £1,000 to £1,399 a week/From £52,000 to £72,799 a year	6	
From £1,400 to £1,999 a week/From £72,800 to £103,999 a year	7	
£2,000 and above a week/£104,000 and above a year	8	
Don't know	85	
Refused	86	
<b>ASK ALL</b>		
<b>Q58 And are you/someone in your household currently receiving any benefits or tax credits? SINGLE CODE</b>		
Yes	1	
No	2	
Don't know	85	
Refused	86	
<b>ASK ALL</b>		
<b>Q59 What type of accommodation do you live in? READ OUT SINGLE CODE</b>		
Owner occupied	1	
Private rental	2	
Council tenant	3	
Housing Association tenant	4	
Leaseholder	5	
Don't know	85	
Refused	86	
<b>ASK ALL</b>		
<b>Q60 Would you say you live in an urban or rural area? READ OUT.SINGLE CODE</b>		
Urban	1	
Rural	2	
Suburban/semi rural	3	
Don't know	85	
<b>ASK ALL WHO ANSWER NO/DK AT D4NEWb (D4NEW_2/2,86). PN autofill to 'Yes" (code 1) for those who are D4NEW_2/1.</b>		
<b>Q61 Do you have access to the internet?</b>		
Yes	1	
No	2	
Don't know	85	
Refused	86	
<b>ASK IF CODED 3 AT Q21 OR Q25. OTHERS GO TO Q63</b>		
<b>Q62 You said you would like to know more about additional services from your water company. To find out more, you can call ['insert code given at Q1a'] on [RELEVANT NUMBER FROM TABLE BELOW].</b>		
<b>ASK ALL</b>		
<b>Q63 Would you be happy to be re-contacted for future research projects on behalf of CCW (Consumer Council for Water)?</b>		
Yes	1	
No	2	

Thank you for sparing the time to take part. This survey was conducted on behalf of CCW(Consumer Council for Water) and is intended to allow them to better understand your requirements and help provide a better service to you, the consumer. Should you wish to contact CCW you can call their national enquiries line on 0121 345 1000 or visit their website at [www.ccw.org.uk](http://www.ccw.org.uk). Should you want to contact the MRS (the Market Research Society) to verify that DJS Research comply with the code of conduct you can call them on 0500 39 69 85.

# CCW

The voice for water consumers  
Llais defnyddwyr dŵr

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