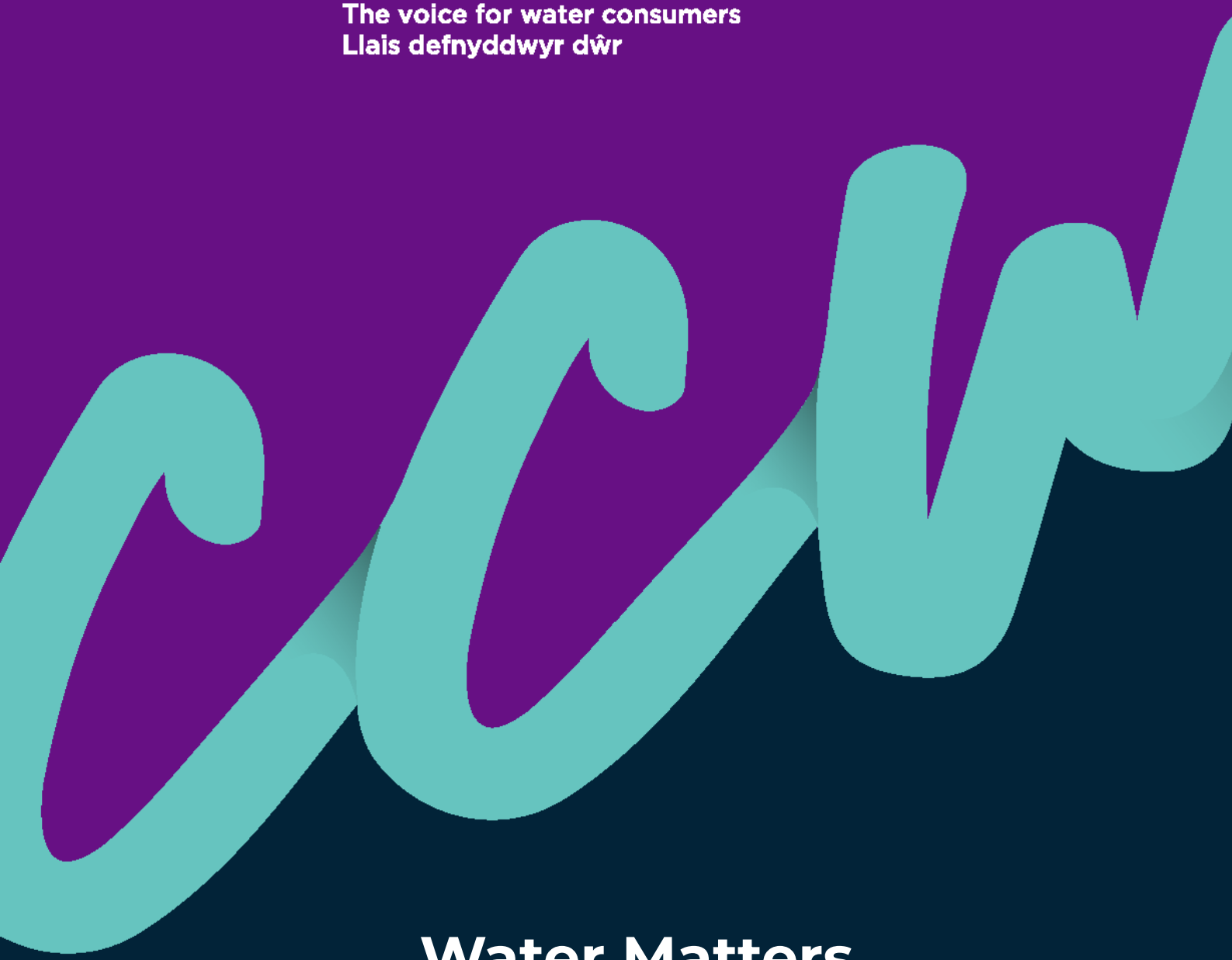




The voice for water consumers
Llais defnyddwyr dŵr



Water Matters May 2025

HOUSEHOLD CUSTOMERS' VIEWS ON THEIR WATER AND
SEWERAGE SERVICES

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Executive Summary

Since 2011, the Water Matters survey in its current format has asked a sample of water bill payers from households in England and Wales for their views and experiences of their water, sewerage services, and related charges – although we have been asking customers for their views on some of these issues since 2006.

Overview of methodology:

- This year's survey consisted of 4,254 telephone interviews with household water bill payers.
- Fieldwork was undertaken between 8th July and 18th December 2024. For this reason, although published in 2025, the data refers to 2024 throughout.
- A minimum of 200 interviews were carried out with each Water & Sewerage Company (WaSC) and 150 with each Water only Company (WoC)¹.
- All companies were given the opportunity to boost their sample. In 2024, three WaSCs and one WoC opted for this, and their sample size is larger as a result².

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 company³. This includes 10-year trend analysis⁴ to determine the direction of travel – upward trend, flat or downward trend – for each measure.

¹ Affinity Water were assigned 250 interviews.

² 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.

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

⁴ Trends are analysed over the last ten years from 2015. Some shorter trends exist (6 years, 8 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.

Key Findings

Satisfaction with water and sewerage services

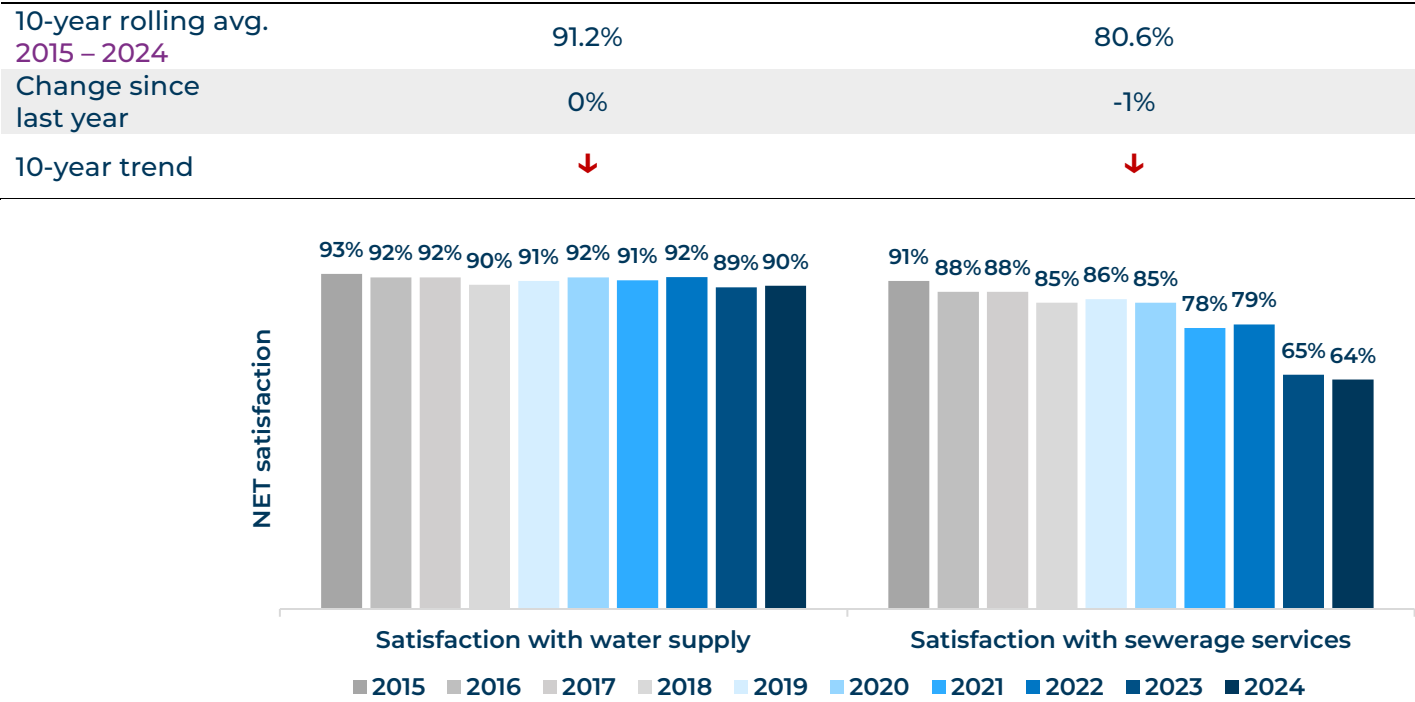
In 2024, 90% of customers in England and Wales were satisfied with their water supply; satisfaction has shown a downward trend over the past ten years (Figure 1).

- Overall satisfaction with water supply was significantly higher in Wales compared to England in 2024 (95% vs. 89% respectively).
- Satisfaction levels for different aspects of water supply service ranged from 95%-83%, apart from 'hardness/softness' of water which was significantly lower (62% satisfied in 2024). Satisfaction with safety of drinking water is the only significant difference from 2023, decreasing from 88% in 2023 to 85% this year.

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

- Satisfaction with different elements of sewerage services ranged from 63%-38% (reducing smells, maintaining sewers and drains, minimising sewer flooding and cleaning wastewater). There has been a significant increase in satisfaction with all attributes in 2024.
 - Reducing smells from sewage treatment works (up to 63% from 59%)
 - Maintenance of sewerage pipes and treatment works (up to 62% from 59%)
 - Cleaning waste water properly before releasing it back into the environment (up to 38% from 35%)
 - Minimising sewer flooding (up to 46% from 43%)
- The significant increase among the individual sewerage elements has not impacted overall satisfaction, with 64% of customers in England and Wales being satisfied with their sewerage services overall, compared to 65% in 2023.

Figure 1. Overall satisfaction with water and sewerage services⁵



Care and trust

Around half of customers believe that water companies care about the services they provide.

- 53% of customers across England and Wales agreed that their water company cares about the services they provide, significantly higher than in 2023 (50%). The overall 10-year trend for England and Wales is downward (
- Figure 2).
- Customers in Wales were significantly more likely (68%) than those in England (52%) to agree that their company cares, however the 10-year trend is now downward for customers in Wales (was static in 2023).

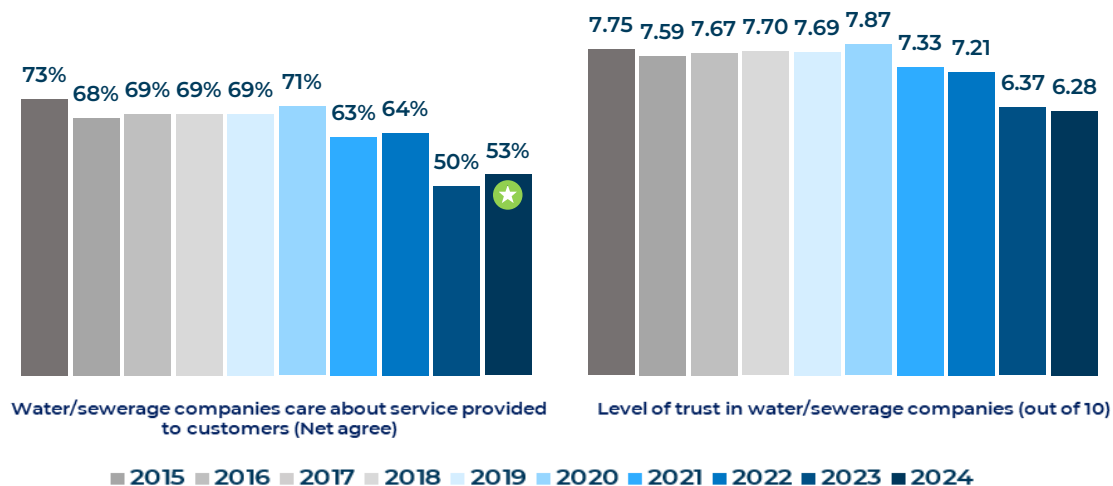
Customers’ trust in water companies has decreased every year since 2020.

- 2024 saw a decrease for Trust in water from 6.37⁶ in 2023 to 6.28 (Figure 2), the lowest score since monitoring began.
- Trust was significantly higher in Wales than in England (6.86 vs. 6.25 respectively).
- Water companies are less trusted than energy companies (6.28 vs. 6.95 respectively).

⁵ The rolling 10-year averages are calculated based on the total valid base of weighted data at each time point. The 10-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.
⁶ 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.

Figure 2: Care and trust in water/sewerage companies

10-year rolling avg. 2015 – 2024	64.8%	7.34
Change since last year	+3%	-0.09
10-year trend	↓	↓



★ Significant difference between 2023-2024 for Care

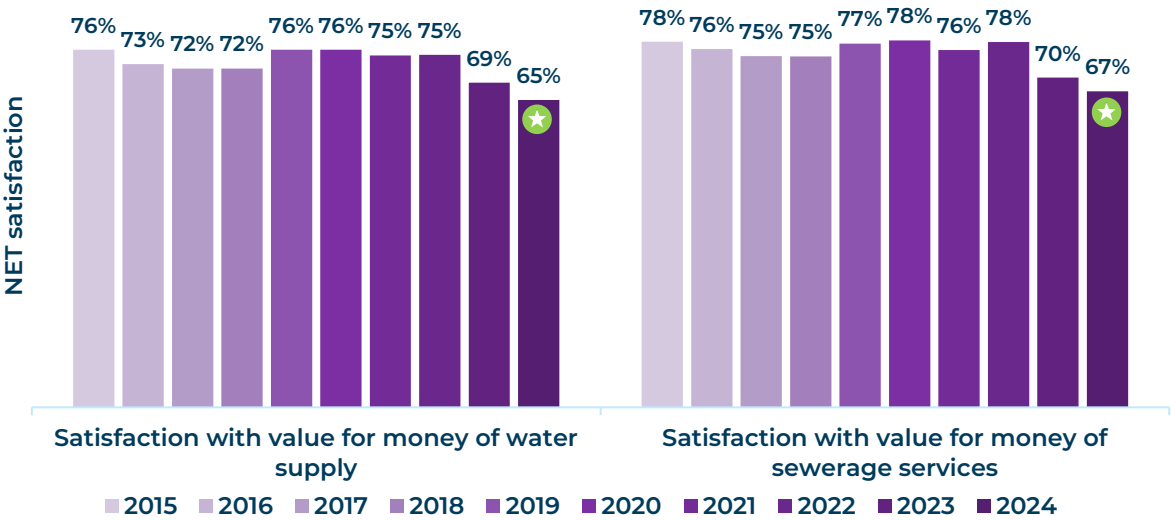
Value for money

Satisfaction with value for money of water and sewerage services has decreased significantly.

- 65% of customers in England and Wales were satisfied with the value for money of their water services, decreasing significantly since 2023 (69%). The 10-year trend is static (Figure 3).
- 67% of customers in England and Wales were satisfied with the value for money of their sewerage services and this decreased significantly since 2023 (70%). The 10-year trend is static (Figure 3).

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

10-year rolling avg. 2015 – 2024	72.8%	74.9%
Change since last year	-4%	-3%
10-year trend	↔	↔



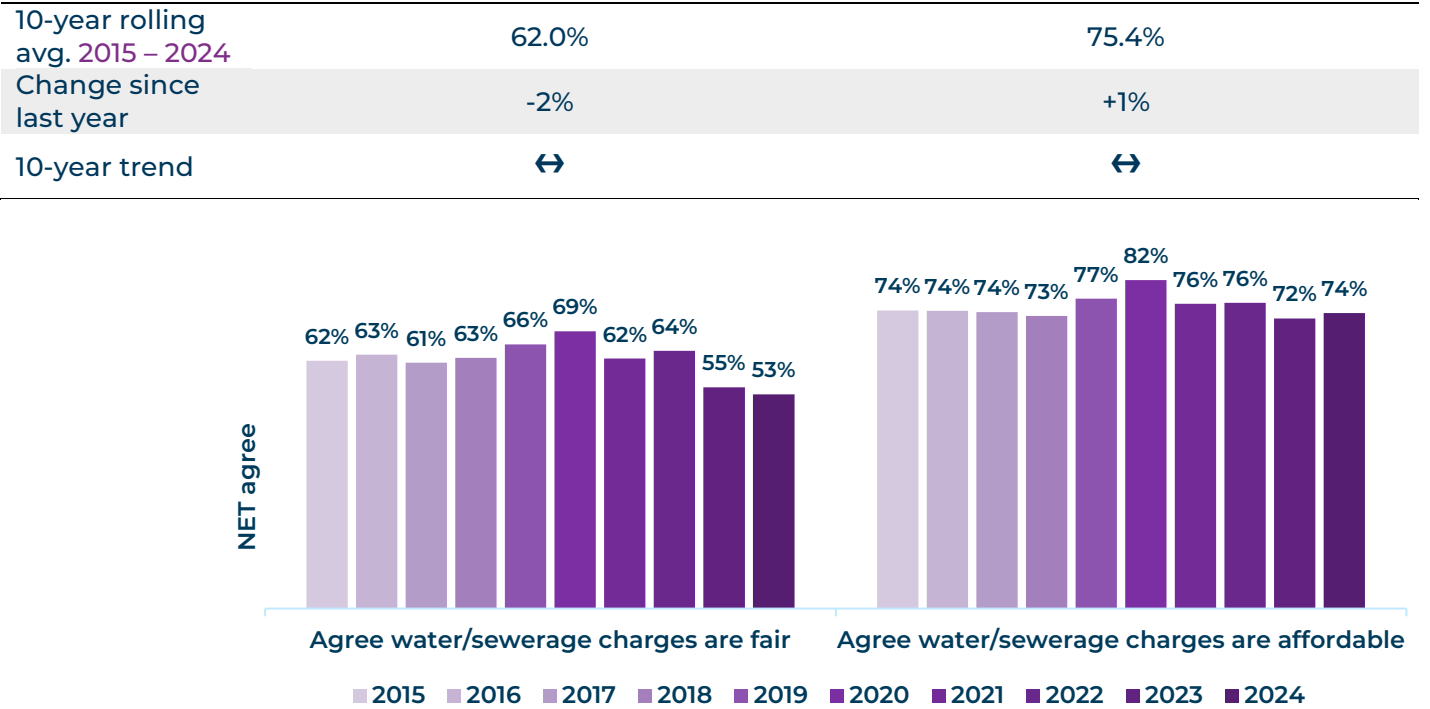
★ Significant difference between 2023-2024 for satisfaction with value for money of water supply and sewerage services

Fairness and affordability of charges

Perceptions of fairness of charges for water/sewerage have decreased since 2023, whereas perceptions of affordability have increased.

- In 2024, 53% of customers in England and Wales agreed that the charges they pay are fair, a decrease since 2023 (55%).
- More customers agreed that their charges are affordable, 74% in England and Wales in 2024 (Figure 4).⁷ The proportion of customers agreeing that their charges are affordable has increased slightly since last year (72%).

Figure 4: Fairness and affordability of water/sewerage charges



⁷ As a caveat, it is worth noting that fieldwork was completed before the announcement of further water bill rises.

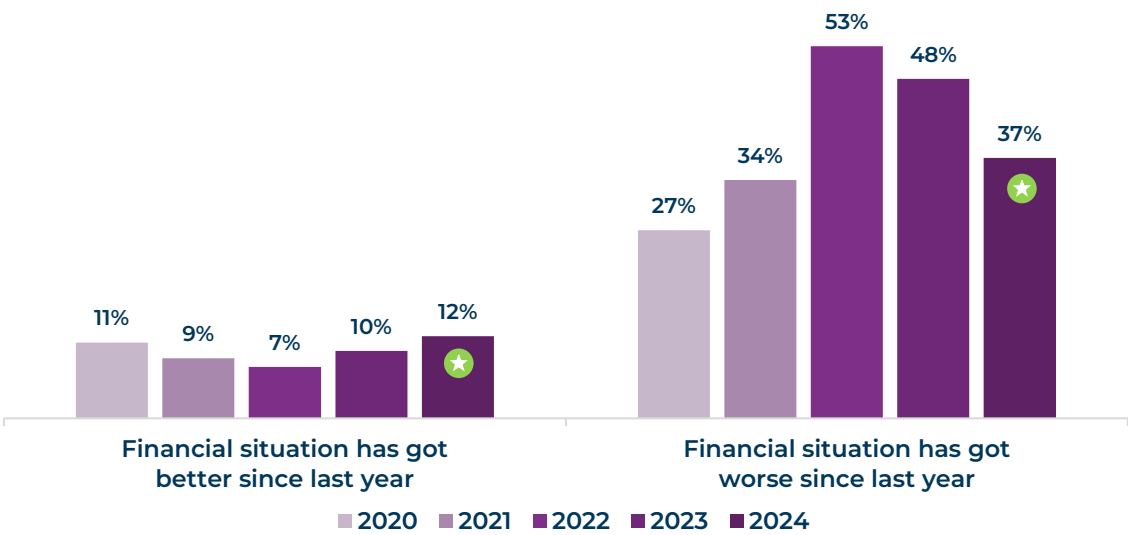
Change in financial situation over the last year

In 2024, significantly more customers say their financial situation has got better since last year, whilst significantly fewer say it has got worse.

- In 2024, 37% say their household finances have got worse over the last year, a significant decrease from 2023 (48%).
- Just over one tenth (12%) say that their financial situation has got better over the last year, a significant increase from 2023 (10%).

Figure 5: Change in financial situation since last year

5-year rolling avg. 2020 – 2024	9.5%	39.6%
Change since last year	+2%	-11%
5-year trend	↔	↔



★ Significant difference between 2023-2024 for financial situation got better and worse since last year.

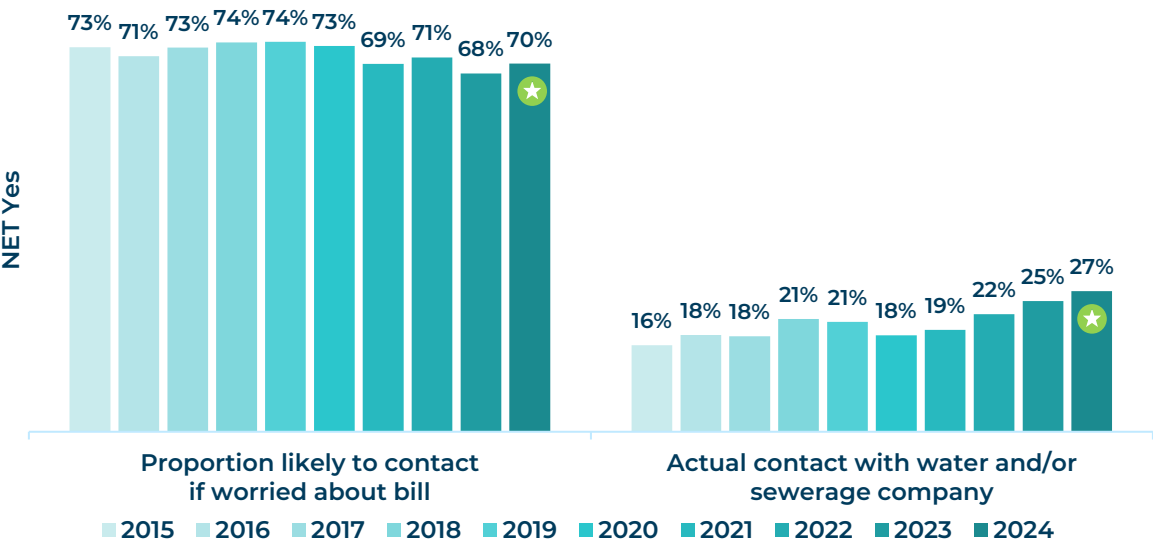
Contact with water companies

The 10-year trend for likelihood to contact your water company if worried about the bill is a static trend, though actual contact is an upward trend over the same period.

- Seven in ten customers (70%) in England and Wales would be likely to contact their supplier if they had a problem with their bill (Figure 6). The 10-year trend is static.
- Actual contact is also increasing. Over one quarter of customers (27%) in England and Wales contacted their water/sewerage company in 2024, a significant increase since 2023 (25%). The main reason for contact was a billing enquiry.
- In 2024, 75% of customers in England and Wales who contacted their water/ sewerage company in the last year were satisfied with how it went overall.
- Satisfaction with specific aspects of contact handling ranges from 78% to 69% (including ease of contact, quality of information, knowledge/ professionalism, resolution and kept informed). The overall trend for all individual attributes is downward.

Figure 6: Likelihood to contact if worried about bill and level of actual contact with water/sewerage company

10-year rolling avg. 2015 – 2024	71.3%	20.6%
Change since last year	+2%	+2%
10-year trend	↔	↑



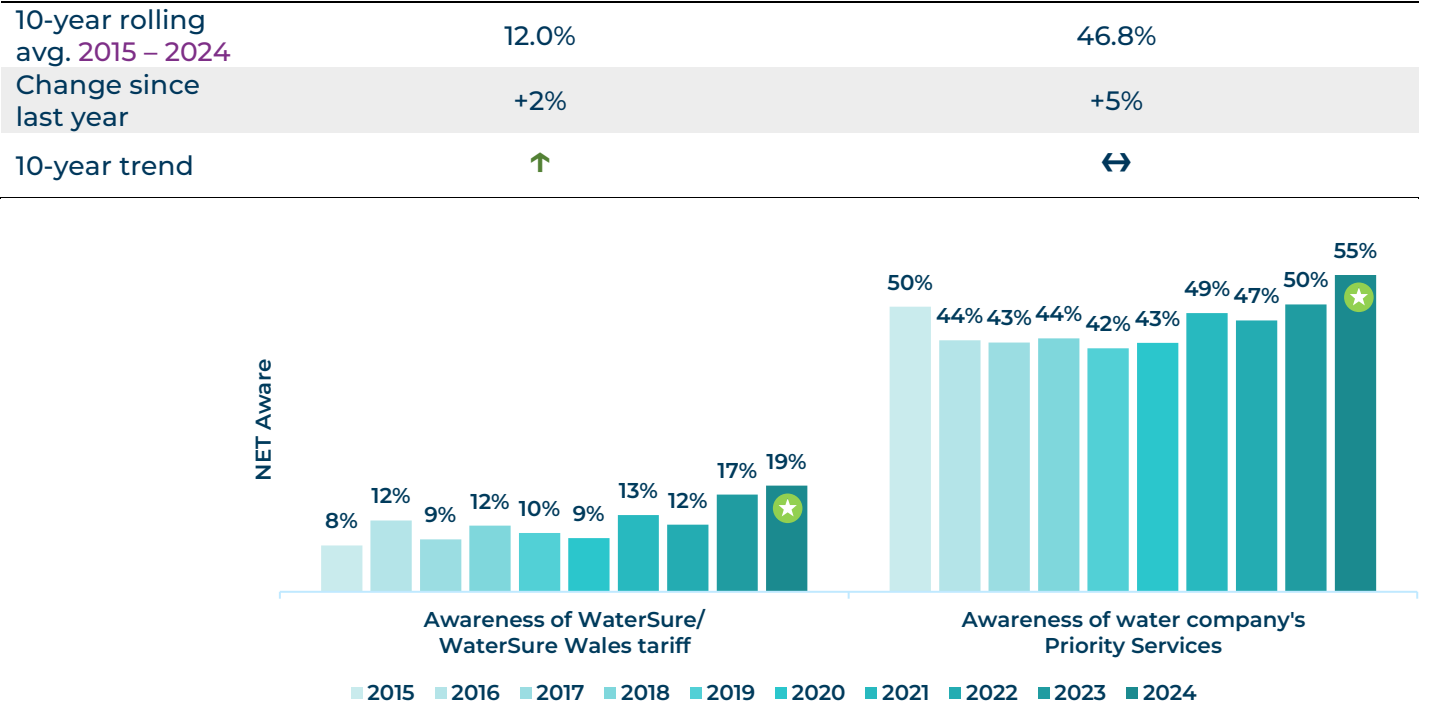
★ Significant difference between 2023-2024 for likelihood to contact and actual contact with water and/or sewerage company

Awareness of WaterSure support tariff⁸ and Priority Services⁹

Significant increases for awareness of WaterSure/WaterSure Wales and awareness of Priority Services.

- Awareness of the WaterSure tariff has increased significantly to 19% in England and Wales, and the 10-year trend is upward.
- 55% of customers in England and Wales are aware of Priority Services. This has increased significantly since 2023 (50%), and the 10-year trend is a flat one.
- 49% were aware that their water company offers reduced bills to some households, whose sometimes struggle to pay their bills because of their financial circumstances, a significant increase since 2023 (45%).

Figure 7: Awareness of WaterSure and Priority Services



★ Significant difference between 2023-2024 for awareness of WaterSure and Priority Services

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, there has been a significant increase since 2023, however only half said the communications are good.

- Across England and Wales, 51% of customers said that the communications from their companies are good, significantly higher than in 2023 (47%). 22% of these

⁸ 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.
⁹ A Priority Services Register (PSR) is a water company's record of customers with individual needs such as disability, illness or other requirements, that need extra support.

said the main reason for having this view is that they're informed of disruptions/interruptions.

- On the other hand, 22% of customers said that the communications are poor and 30% of these say this is because they don't recall any communication/correspondence apart from their bill.

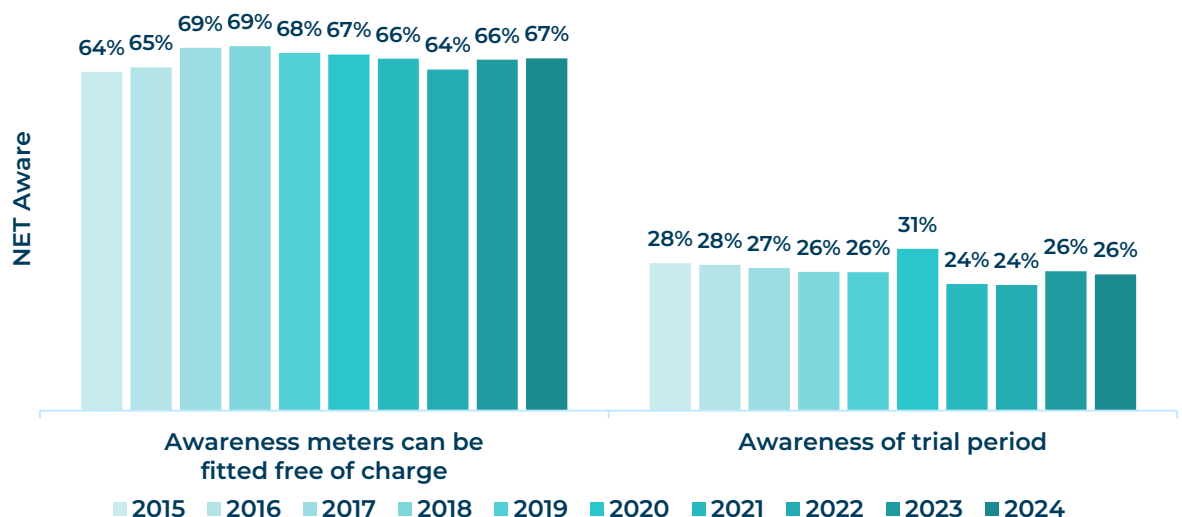
Water meters

Over two-thirds of non-metered customers are aware of the free meter scheme; however, only a minority of customers are aware that a meter can be fitted on a trial basis.¹⁰¹¹

- Over two-thirds of unmetered customers in England and Wales are aware of the free meter scheme (67%), a slight decrease since 2023 (though not significant); the 10-year trend is static (Figure 8).
- However, only 26% of customers in England and Wales were aware of the trial period, and the 10-year trend is downward.

Figure 8: Awareness meters can be fitted for free and can be trialed

10-year rolling avg. 2015 – 2024	66.4%	26.6%
Change since last year	0%	-1%
10-year trend	↔	↓



¹⁰ 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.

¹¹ 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 nine years.

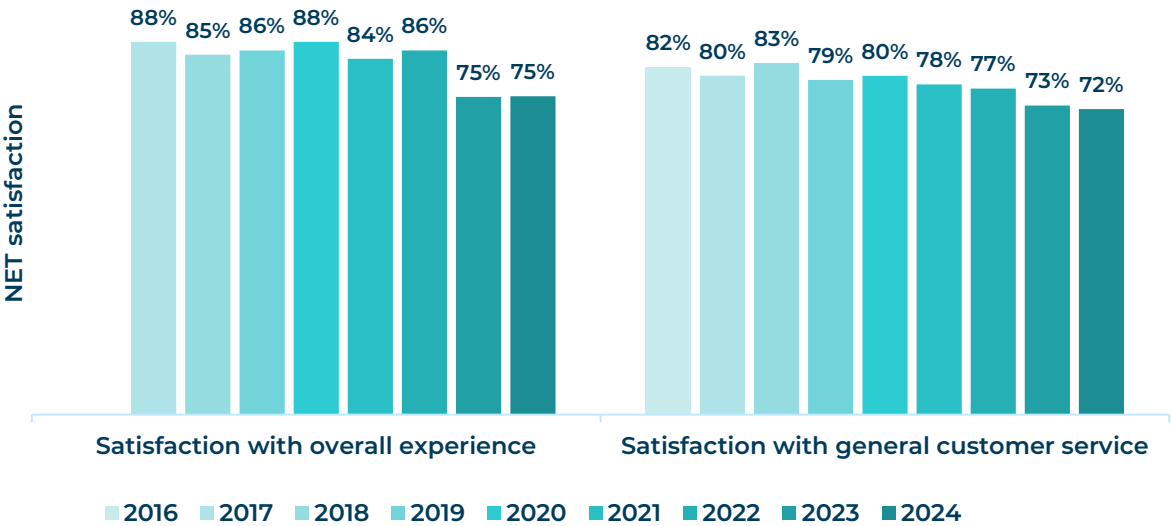
- When asked to consider customer services more generally, including the frequency and content of bills, meter readings and payment options, 72% of customers in England and Wales were satisfied, 1% down on 2023.
- The main reason for dissatisfaction continues to be the lack of communication/information.

The trend for satisfaction with overall experience is downward, but little change since 2023.

- 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, 75% of customers in England and Wales were satisfied, unchanged since 2023.

Figure 9: Satisfaction with customer services/overall experience

8/9-year rolling avg. 2016/7 – 2024	83.5%	78.2%
Change since last year	0%	-1%
8/9-year trend	↓	↓

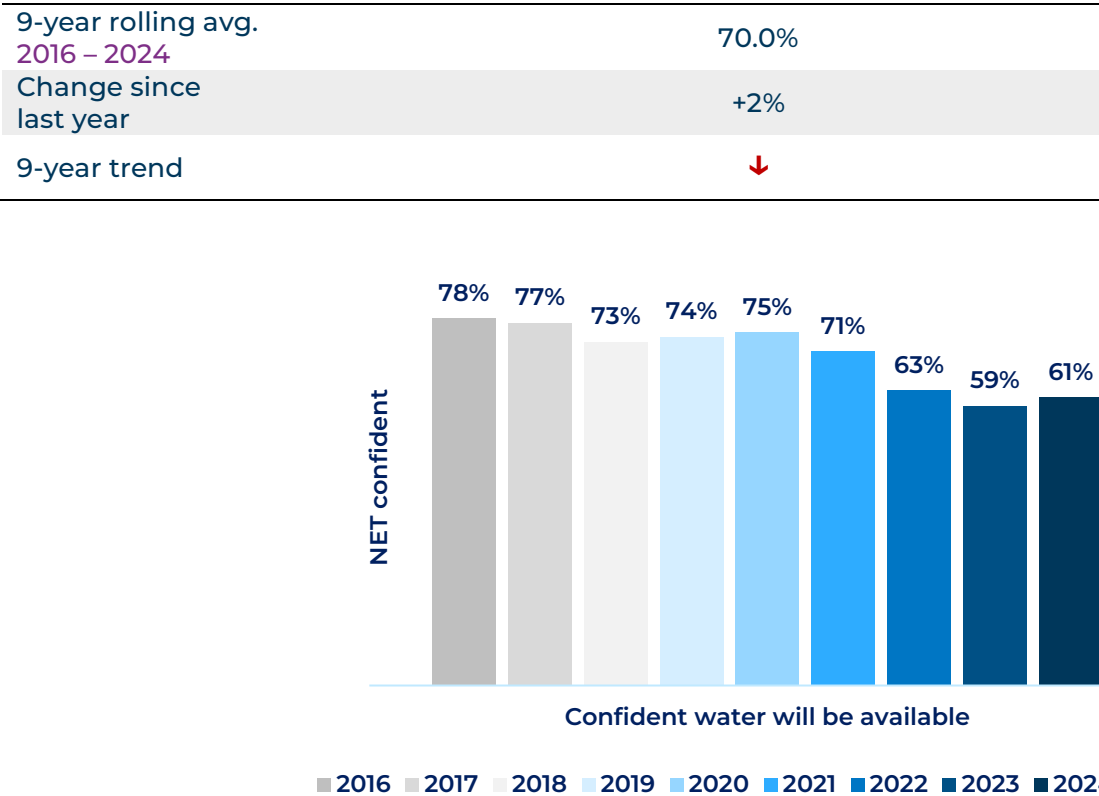


Views on the longer-term availability and accessibility of water

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

- Three-fifths of customers in England and Wales were 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 (61%) (Figure 10).
- Of customers who were confident that the water supply will be available, over one quarter said this is because they have never had a problem with water shortages (27%), while one fifth mentioned that they have never had a hosepipe ban before (20%). However, one in eight (12%) of customers confident that the water supply will be available said they had or could experience restrictions.
- Customers not confident that the water supply will be available were most likely to say this is because they have already experienced or thought they would experience restrictions (48%), that the companies should spend more on new infrastructure (22%) or there will be less water in the future due to climate change (18%).

Figure 10: Confident water will be available



Protecting the environment

One-third of customers were satisfied with how much their water company does to protect the environment.

New questions were added in 2022 to measure how satisfied customers are with what their water company does to protect the environment and why.

- Just over one-third of customers (35%) were satisfied with how much their water company does to protect the environment, a slight increase since 2023 (33%).
- Customers in Wales were significantly more satisfied than in England (44% compared to 34%).
- Two-fifths of those not satisfied said their rating was because there is too much pollution/sewage is put into water (44%).

A new question about availability of water in the local area was added in 2023. Just over half of customers said that there is plenty of water available (53%), a significant increase since 2023 (47%); three in ten (30%) said there are moderate levels of water available (significantly lower than 2023 – 35%). Customers in Wales were significantly more likely to say there is plenty of water available than those in England (71% vs. 52% respectively).

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 2024

Measures	England %/n	England 10-year trend	Wales %/n	Wales 10-year trend
Care about services provided	52%	↓	68%	↓
Level of trust	6.25	↓	6.86	↓
Satisfaction with value for money of water services	65%	↔	74%	↓
Satisfaction with value for money of sewerage services	67%	↔	75%	↔
Water charges are fair	53%	↔	64%	↔
Good communication on services and plans ¹²	50%	↔	57%	↔
Overall satisfaction with water supply	89%	↓	95%	↓
Overall satisfaction with sewerage services	63%	↓	70%	↓
Confidence in longer term water supply ¹³	60%	↓	74%	↓
Satisfaction with general customer service ¹¹	72%	↓	78%	↓
Overall experience of water/sewerage company ¹⁴	75%	↓	85%	↔
Satisfaction with what water company does to protect the environment	34%	n/a	44%	n/a
Plenty of water available in the local area	52%	n/a	71%	n/a

There were also significant differences between England and Wales, with higher scores for Wales across individual attributes about water and sewerage:

- Safety of drinking water
- Water pressure
- Taste and smell of tap water
- Hardness/softness of water
- Maintenance of sewerage pipes and treatment works

¹² Six-year trend

¹³ Nine-year trend.

¹⁴ Eight-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 on the demographic profile of respondents, which were set to ensure that the profile of respondents was similar to that achieved in previous years to ensure comparability of data.

Fieldwork took place between 8th July and 18th December 2024. This included a pilot survey of 50 customers to review interview length and routing. A total of 4,254 interviews took place which were an average of 19 minutes and 42 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 (3,504 were achieved). As in previous years, each water company was given the opportunity to boost interview numbers, and four companies did so:

- Bristol Water (150 additional interviews)
- Dŵr Cymru Welsh Water (200 additional interviews)
- South West Water (200 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.

The questionnaire is similar to those used in previous years, although it omits a few questions asked in previous surveys and changes to wording of others. 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 website¹⁵ on a company-by-company basis.

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

Analysis

Full data tables are set out below: these are split into three chapters, each exploring a different strand of CCW's [Forward Work Programme](#).

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% ±
Total	4,254	0.90	1.37	1.50
England	3,654	0.97	1.48	1.62
Wales	600	2.40	3.67	4.00
Company sample sizes	400	2.94	4.49	4.90
	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

Sample size 150: Cambridge Water, Essex & Suffolk Water, Portsmouth Water, SES Water, South East Water, South Staffs Water

Sample size 200: Anglian Water, Hafren Dyfrdwy, Northumbrian Water, Severn Trent, Southern Water, Thames Water, United Utilities, Wessex Water

Sample size 250: Affinity Water

Sample size 300: Bristol Water

Sample size 400: Dŵr Cymru (Welsh Water), South West Water, Yorkshire Water

Significant differences between England and Wales, and 2024 cf. 2023 data are highlighted on national charts with a star.

Sample quotas were set for each water company, based on gender, age and socio-economic classification (SEC) within each region that the water company was situated. Targets were based on an average of the numbers achieved over the previous five years surveys to ensure comparability.

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 fourteen years, but trend analysis has been limited to ten years. Where 'don't know' responses are excluded from reported percentages, the rolling 10-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 10-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.

For consistency in approach to trend analysis between 2014 and 2023, the 10-year trends are analysed using the Mann-Kendall method (Mann 1945¹⁶, Kendall 1975¹⁷). 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 1987¹⁸). 10-year trend analyses are only conducted when data exists for all of the previous ten years and when the question format, routing and text has remained the same over this entire period.

Changes in 2024

- Likelihood to recommend water companies which was changed in 2023 has been removed this year.
- Following feedback from DJS Research, it was recommended that an additional response was added to the awareness of WaterSure/WaterSure Wales and awareness of Priority Services questions: Yes, have enquired but am not eligible, and this response is included in Net aware score.

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

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

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

Interpreting the 10-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 1, the year-on-year difference for overall satisfaction water supply is 0%. Actual figures are 89.3% in 2023 (shown as 89%) and 89.7% in 2023 (shown as 90%). Although the difference could be shown as 1% (90% minus 89%), it is actually 0.4% and shown as a 0% 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 3% only and are based on all responses.

Where questions haven't been asked of the total sample, base sizes are displayed, e.g. reasons why dissatisfied with customer service.

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

- ↑ in green indicates a significant upward 10-year trend, or where the 10-year average for a specific company is significantly higher than the 10-year average for aggregate WaSCs or WoCs, or where there has been a significant increase since 2023.
- ↓ in red indicates a significant downward 10-year trend, or where the 10-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 2023.
- ↔ in blue indicates a flat trend where there is no significant change over ten years, or no difference in the 10-year company average to the aggregate average for all WaSCs or WoCs, or no significant difference between 2023 and 2024 findings.

Chapter 1: A Trusted Water Sector

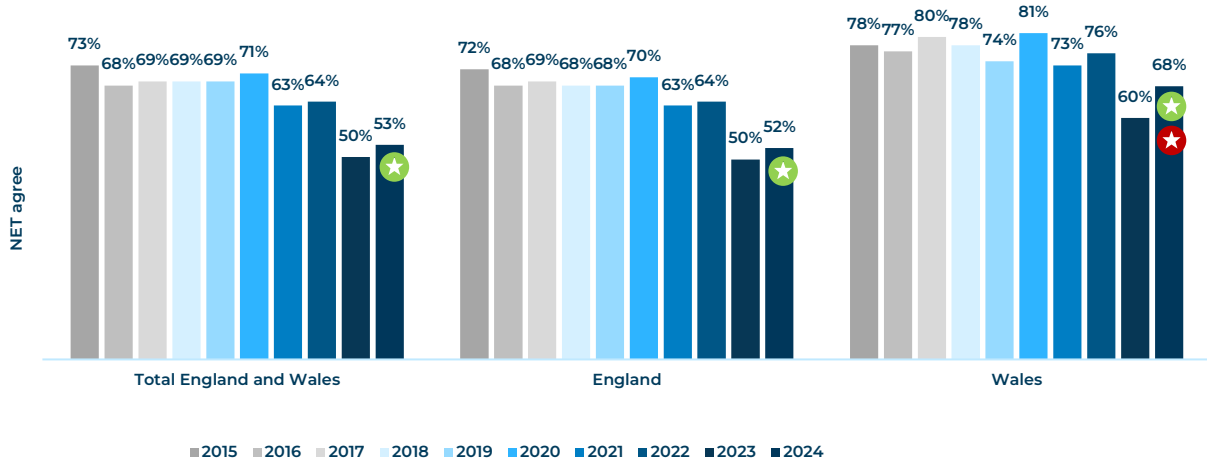
This part of the data report covers customer perceptions of how much water companies care about the services they provide; the level of trust they have in their water company; and their likelihood to recommend their water and/or sewerage company to friends and family.

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. 10-year trends for England and Wales, for England and for Wales are shown in Figure 11, with trends for WaSCs and for WoCs in Table 3 and Table 4, which follow.

Figure 11: Care about service provision

10-year rolling avg. 2015 – 2024	64.8%	64.2%	74.4%
Change since last year	+3%	+3%	+8%
10-year trend	↓	↓	↓



- ★ Significant difference between 2023-2024 data in England, Wales and in Total
- ★ Significant difference between England & Wales 2024

Table 3: Care about service provision – WaSCs

Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	64.8%	<p>73% 68% 69% 69% 69% 71% 63% 64% 50% 53%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	n/a	+3%
Total WaSCs (2024 base sample: 2,718)	65.4%	<p>73% 70% 69% 69% 69% 71% 64% 66% 51% 53%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	53%	+3%
Anglian Water (2024 base sample: 200)	66.5%	<p>77% 68% 73% 69% 69% 71% 69% 63% 54% 55%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	+1%
Dŵr Cymru Welsh Water (2024 base sample: 400)	74.4%	<p>78% 76% 79% 79% 75% 81% 72% 76% 60% 68%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+8%
Hafren Dyfrdwy (2024 base sample: 200)	69.8%	<p>72% 69% 75% 75% 74% 62% 63%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+1%
Northumbrian Water (2024 base sample: 200)	71.3%	<p>77% 79% 73% 75% 71% 76% 73% 68% 59% 61%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+2%
Severn Trent (2024 base sample: 201)	68.4%	<p>72% 74% 69% 72% 74% 76% 66% 70% 56% 56%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	0%
South West Water (2024 base sample: 400)	59.0%	<p>66% 66% 62% 62% 62% 71% 63% 63% 43% 41%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-2%
Southern Water (2024 base sample: 200)	56.1%	<p>68% 67% 61% 62% 62% 62% 49% 49% 37% 46%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↓	+8%
Thames Water (2024 base sample: 200)	55.7%	<p>67% 61% 61% 60% 60% 60% 53% 60% 40% 37%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↓	-3%

Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
United Utilities (2024 base sample: 200)	67.4%	<div><div>75%69%69%70%70%72%65%70%52%62%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↑</td> <td>+10%</td>	↓	↑	+10%
Wessex Water (2024 base sample: 201)	70.2%	<div><div>77%74%74%70%75%80%64%68%53%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↑</td> <td>+13%</td>	↓	↑	+13%
Yorkshire Water (2024 base sample: 400)	69.4%	<div><div>75%72%74%76%75%76%71%65%54%57%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+3%</td>	↓	↔	+3%

Table 4: Care about service provision – WoCs

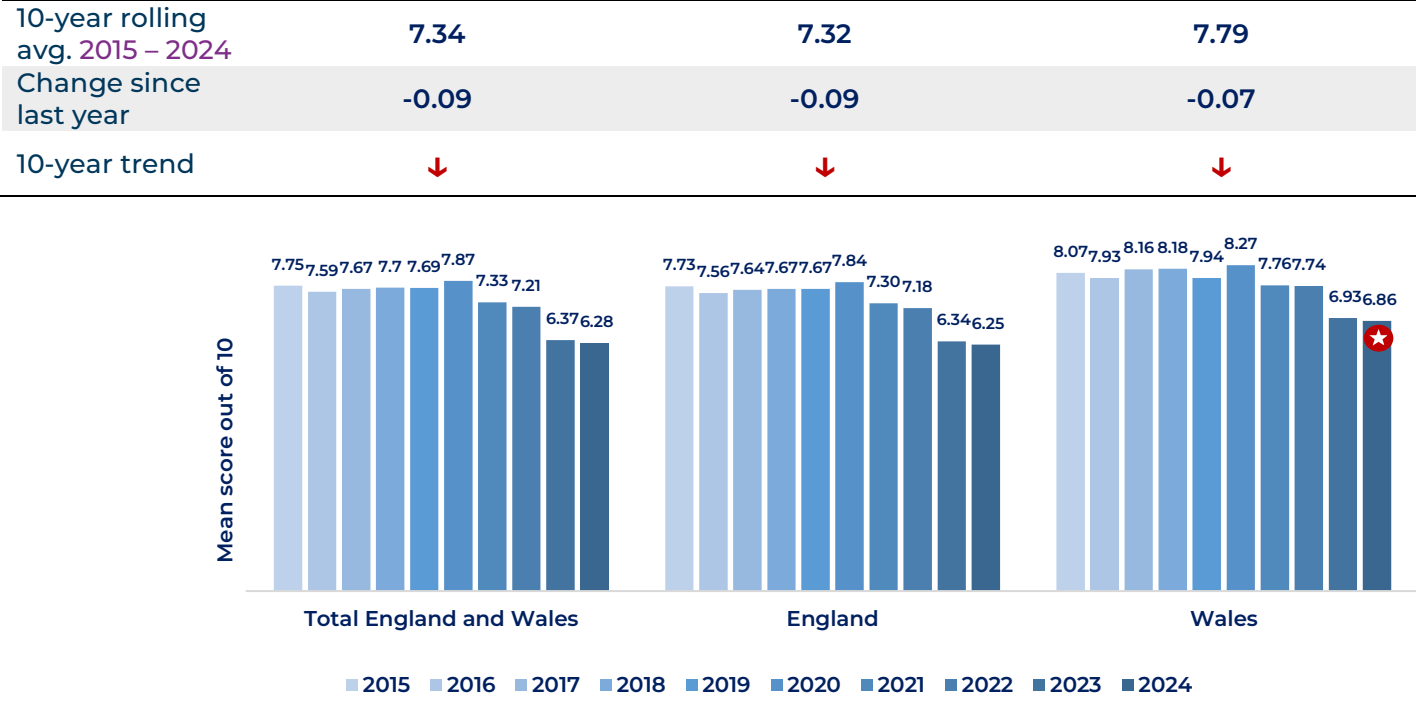
Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	64.8%	<div><div>73%68%69%69%69%71%63%64%50%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↓</td> <td>n/a</td> <td>+3%</td>	↓	n/a	+3%
Total WoCs (2024 base sample: 1,536)	62.8%	<div><div>71%64%71%66%67%68%60%59%49%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↓</td> <td>53%</td> <td>+4%</td>	↓	53%	+4%
Affinity Water (2024 base sample: 250)	59.5%	<div><div>66%60%66%61%65%66%56%57%48%50%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+2%</td>	↓	↔	+2%
Bristol Water (2024 base sample: 300)	71.6%	<div><div>77%65%81%74%82%80%75%70%55%58%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+3%</td>	↔	↔	+3%

Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Cambridge Water (2024 base sample: 150)	64.9%	<div><div>77%72%65%74%68%72%64%58%50%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+3%</td>	↓	↔	+3%
Essex & Suffolk Water (2024 base sample: 151)	65.1%	<div><div>66%68%67%69%64%74%64%65%56%58%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+2%</td>	↓	↔	+2%
Portsmouth Water (2024 base sample: 150)	64.6%	<div><div>73%74%68%74%67%72%62%56%39%60%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+21%</td>	↓	↔	+21%
South East Water (2024 base sample: 150)	56.7%	<div><div>70%59%72%60%60%61%52%50%41%43%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↓</td> <td>+3%</td>	↓	↓	+3%
South Staffs Water (2024 base sample: 151)	66.2%	<div><div>81%62%80%68%69%69%63%59%52%57%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+5%</td>	↓	↔	+5%
SES Water (2024 base sample: 150)	60.9%	<div><div>72%68%66%61%67%57%55%51%57%56%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>-1%</td>	↓	↔	-1%

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 12 with trends for WaSCs and for WoCs in Table 5 and Table 6, which follow.

Figure 12: Trust in water/sewerage companies



★ Significant difference between England & Wales 2024

Table 5: Trust in water/sewerage companies – WaSCs

Level of trust in water companies	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	7.34	<div><div>7.75 7.59 7.67 7.70 7.69 7.87 7.33 7.21 6.37 6.28</div><div>15 16 17 18 19 20 21 22 23 24</div><div>Year</div></div>	↓	n/a	-0.09
Total WaSCs (2024 base sample: 2,718)	7.35	<div><div>7.73 7.62 7.67 7.72 7.67 7.86 7.39 7.27 6.38 6.23</div><div>15 16 17 18 19 20 21 22 23 24</div><div>Year</div></div>	↓	6.23	-0.15
Anglian Water (2024 base sample: 200)	7.45	<div><div>7.79 7.60 7.93 7.72 7.69 7.89 7.66 7.30 6.45 6.46</div><div>15 16 17 18 19 20 21 22 23 24</div><div>Year</div></div>	↓	↑	+0.01

Level of trust in water companies	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2024 base sample: 400)	7.79	<div><div>8.067.938.158.207.958.307.757.746.946.86</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	-0.08
Hafren Dyfrdwy (2024 base sample: 200)	7.53	<div><div>7.977.787.857.847.66</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	-0.02
Northumbrian Water (2024 base sample: 200)	7.75	<div><div>8.157.958.017.967.968.167.707.81</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	+0.01
Severn Trent (2024 base sample: 201)	7.49	<div><div>7.697.707.607.797.748.047.617.54</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↑	+0.04
South West Water (2024 base sample: 400)	6.95	<div><div>7.257.297.277.197.567.727.217.00</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↓	-0.72
Southern Water (2024 base sample: 200)	6.77	<div><div>7.287.377.317.137.387.316.536.26</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	+0.30
Thames Water (2024 base sample: 200)	6.81	<div><div>7.407.317.177.577.047.206.866.72</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	-0.67
United Utilities (2024 base sample: 200)	7.49	<div><div>7.807.727.777.667.868.097.457.41</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	-0.05
Wessex Water (2024 base sample: 201)	7.66	<div><div>7.977.757.868.088.198.317.437.46</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↑	+0.49
Yorkshire Water (2024 base sample: 400)	7.61	<div><div>8.057.727.997.948.068.067.687.50</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	-0.14

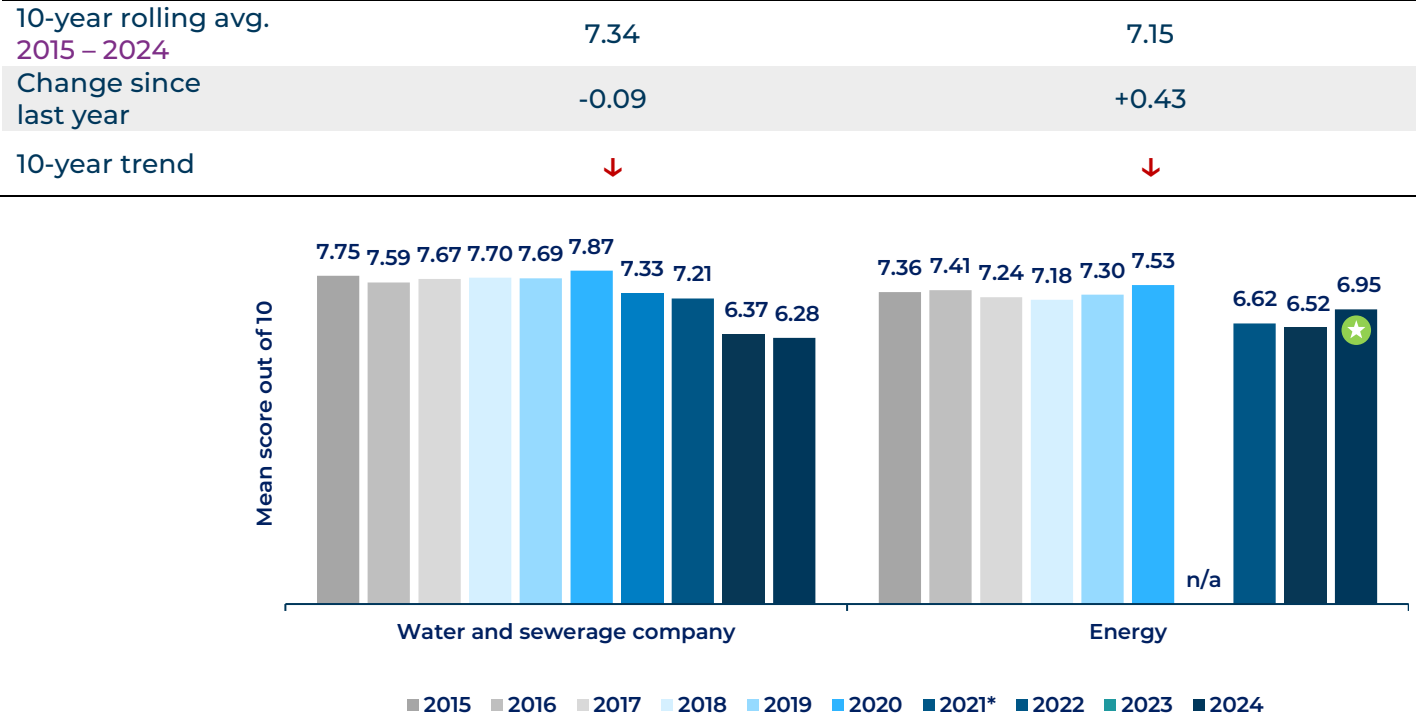
Table 6: Trust in water companies – WoCs

Level of trust in water companies	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	7.34	<p>7.75 7.59 7.67 7.70 7.69 7.87 7.33 7.21 6.37 6.28</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	n/a	-0.09
Total WoCs (2024 base sample: 1,536)	7.32	<p>7.83 7.46 7.69 7.61 7.74 7.91 7.08 7.01 6.33 6.49</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	6.49	+0.16
Affinity Water (2024 base sample: 250)	7.21	<p>7.65 7.46 7.41 7.43 7.77 7.82 6.93 6.86 6.35 6.46</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	+0.11
Bristol Water (2024 base sample: 300)	7.59	<p>7.81 7.32 8.05 8.12 8.15 8.22 7.48 7.54 6.54 6.70</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+0.17
Cambridge Water (2024 base sample: 150)	7.49	<p>7.71 7.63 7.90 8.11 7.99 7.73 7.46 7.34 6.37 6.77</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+0.40
Essex & Suffolk Water (2024 base sample: 151)	7.45	<p>7.93 7.48 7.55 7.59 7.59 8.14 7.29 7.23 6.93 6.81</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	-0.11
Portsmouth Water (2024 base sample: 150)	7.39	<p>7.67 7.64 8.20 7.80 7.87 8.10 7.07 6.85 5.89 6.83</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+0.94
South East Water (2024 base sample: 150)	6.93	<p>7.87 7.21 7.44 7.39 7.36 7.60 6.63 6.58 5.49 5.81</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↓	+0.32
South Staffs Water (2024 base sample: 151)	7.50	<p>8.19 7.62 8.02 7.57 7.87 8.00 7.25 7.17 6.52 6.70</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+0.18
SES Water (2024 base sample: 150)	7.31	<p>7.61 7.26 7.82 7.52 7.58 7.63 7.23 7.07 6.72 6.63</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	-0.09

1.3 Level of trust compared to gas/electricity companies

Reintroduced in 2022 after a one-year break, a comparative question was asked about the level of trust in gas and/or electricity companies on the same 1 to 10 scale. National level trends are shown comparing mean scores with water and sewerage companies in Figure 13 below.

Figure 13: Level of trust in water/sewerage and gas/electricity companies

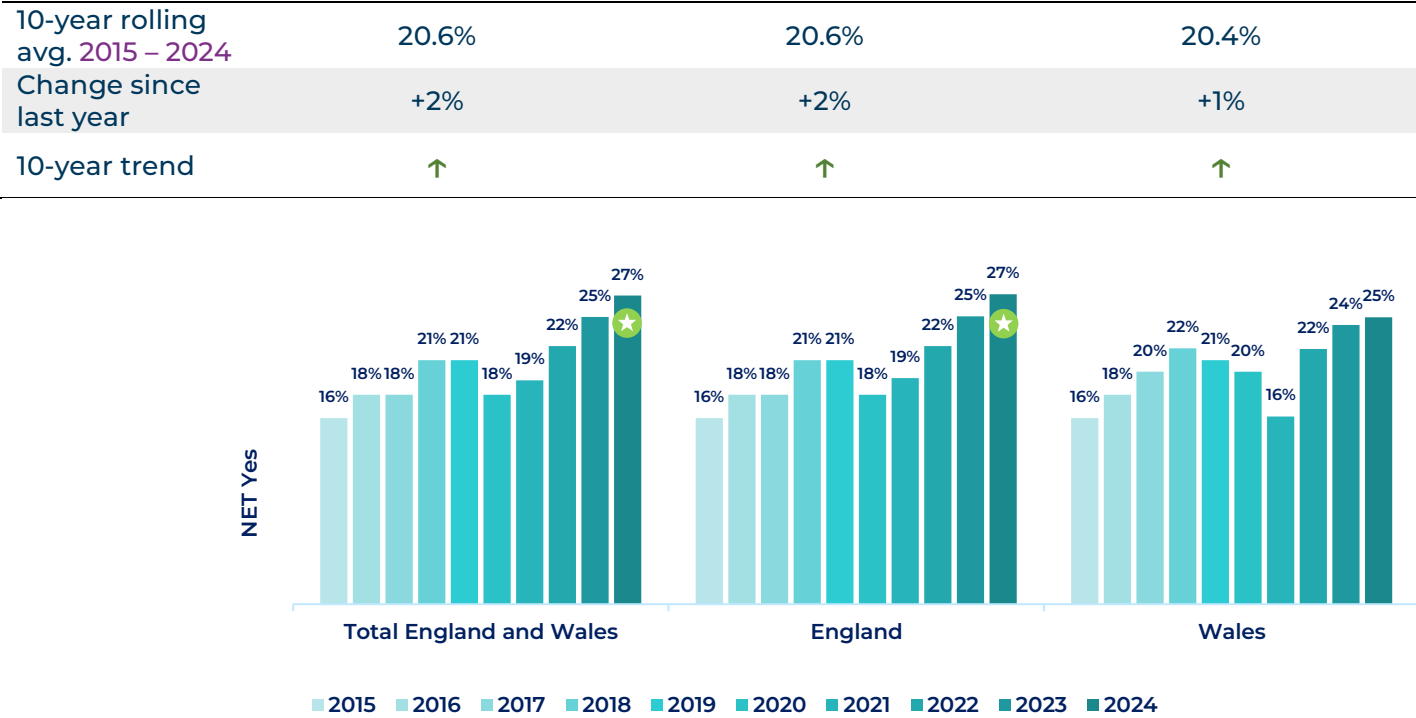


★ Significant difference between 2023-2024 data for Energy

1.4 Prevalence of customers contacting their water company

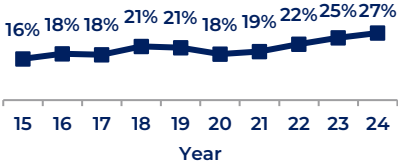
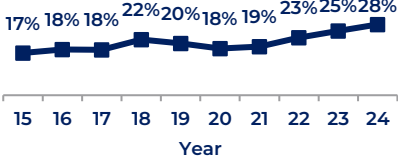
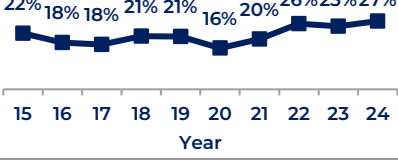
Respondents were asked whether or not they had contacted their water/sewerage company in the last 12 months. Figure 14 shows contact trends for England and Wales and for each nation. This is followed by contact trends for each WaSC in Table 7 and for each WoC in Table 8.

Figure 14: Contact with the water/sewerage company



★ Significant difference between 2023-2024 data in England and in Total

Table 7: Contact with the water/sewerage company - WaSCs

Contact with your water and/or sewerage company	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	20.6%		↑	n/a	+2%
Total WaSCs (2024 base sample: 2,718)	20.9%		↑	28%	+2%
Anglian Water (2024 base sample: 200)	21.5%		↔	↔	+2%

Contact with your water and/or sewerage company	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2024 base sample: 400)	20.3%	<p>15% 18% 20% 22% 20% 20% 16% 22% 24% 25%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↔	+1%
Hafren Dyfrdwy (2024 base sample: 200)	20.9%	<p>23% 25% 19% 18% 24% 19% 19%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↓	-1%
Northumbrian Water (2024 base sample: 200)	17.3%	<p>14% 16% 15% 20% 22% 13% 18% 20% 16% 21%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↓	+5%
Severn Trent (2024 base sample: 201)	20.7%	<p>14% 16% 20% 20% 19% 18% 17% 25% 29% 30%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↔	+1%
South West Water (2024 base sample: 400)	22.7%	<p>22% 24% 18% 27% 24% 15% 22% 24% 24% 27%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+3%
Southern Water (2024 base sample: 200)	21.2%	<p>26% 26% 19% 23% 18% 16% 18% 22% 23% 22%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-1%
Thames Water (2024 base sample: 200)	24.6%	<p>14% 20% 18% 24% 25% 25% 25% 26% 33% 37%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↑	+4%
United Utilities (2024 base sample: 200)	18.3%	<p>17% 16% 16% 21% 15% 17% 19% 17% 22% 26%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↔	+4%
Wessex Water (2024 base sample: 201)	18.0%	<p>16% 18% 14% 24% 17% 21% 18% 15% 19% 20%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	+1%
Yorkshire Water (2024 base sample: 400)	20.1%	<p>18% 18% 20% 22% 22% 17% 15% 22% 24% 24%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↔	0%

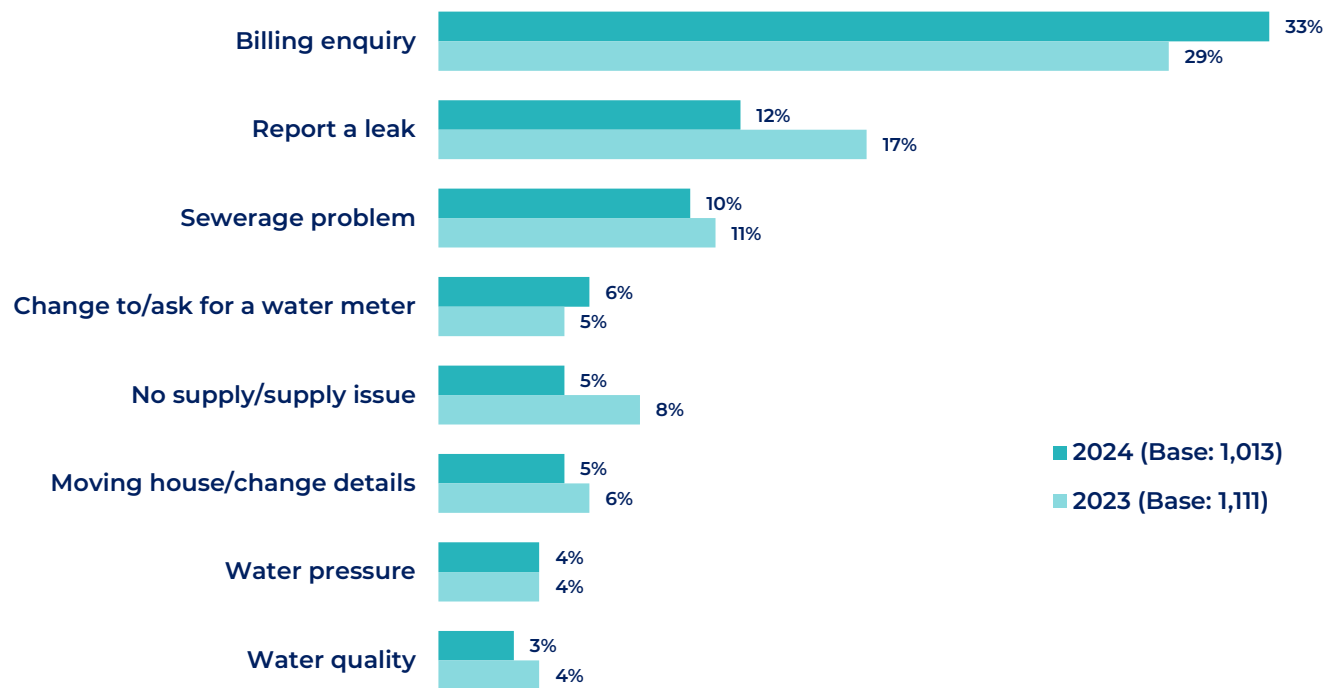
Table 8: Contact with the water/sewerage company – WoCs

Contact with your water and/or sewerage company	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	20.6%	<div><div>16%18%18%21%21%18%19%22%25%27%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	n/a	+2%
Total WoCs (2024 base sample: 1,536)	19.3%	<div><div>15%19%18%19%22%17%19%20%22%22%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	22%	0%
Affinity Water (2024 base sample: 250)	20.0%	<div><div>13%18%16%18%27%19%26%24%19%20%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	↔	+2%
Bristol Water (2024 base sample: 300)	17.2%	<div><div>17%17%20%15%17%18%16%14%20%17%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↔	↔	-3%
Cambridge Water (2024 base sample: 150)	19.7%	<div><div>10%18%20%21%18%23%20%21%19%25%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	↔	+6%
Essex & Suffolk Water (2024 base sample: 151)	19.5%	<div><div>15%16%19%19%22%18%18%21%22%25%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	↔	+3%
Portsmouth Water (2024 base sample: 150)	17.4%	<div><div>18%20%16%19%17%16%13%14%21%20%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↔	↔	-1%
South East Water (2024 base sample: 150)	21.5%	<div><div>16%25%22%22%21%17%17%21%30%23%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↔	↔	-7%
South Staffs Water (2024 base sample: 151)	16.6%	<div><div>14%17%15%14%21%11%17%16%20%20%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	↔	+1%
SES Water (2024 base sample: 150)	19.0%	<div><div>12%19%19%18%21%15%15%21%21%28%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↑	↔	+7%

1.5 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 15 shows the main reasons over the past 2 years.

Figure 15: Reason for contact



Footnote: Reasons for contact below 3% for 2024 are not shown.

1.6 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 16 and Figure 17 show national trends for the last ten years for each aspect of contact. This is followed by Figure 18 which compares 2024 satisfaction between England and Wales, and Table 9 and Table 10 which show 2024 satisfaction with aspects of service for each WaSC and each WoC respectively, and Table 11 and Table 12 which highlight the 10-year trends by WaSC and by WoC.

Figure 16: Satisfaction with aspects of contact

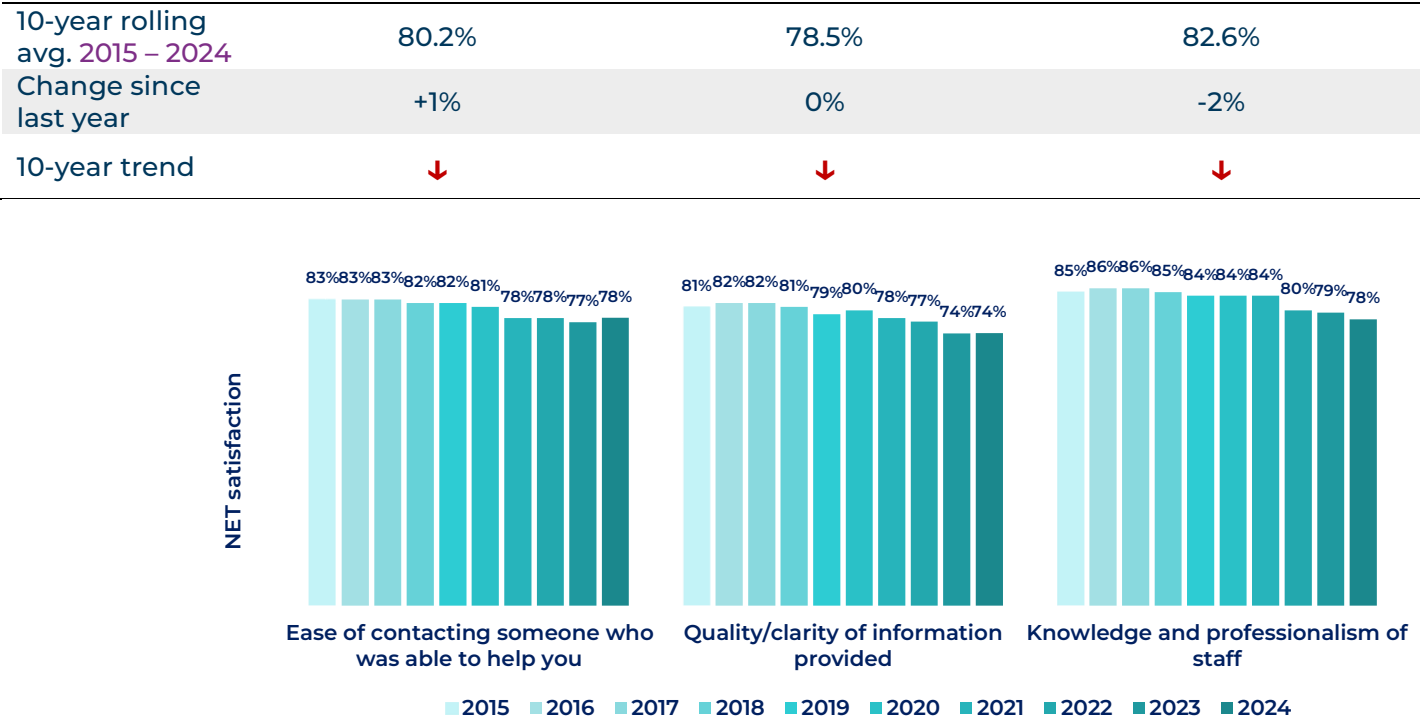


Figure 17: Satisfaction with aspects of contact

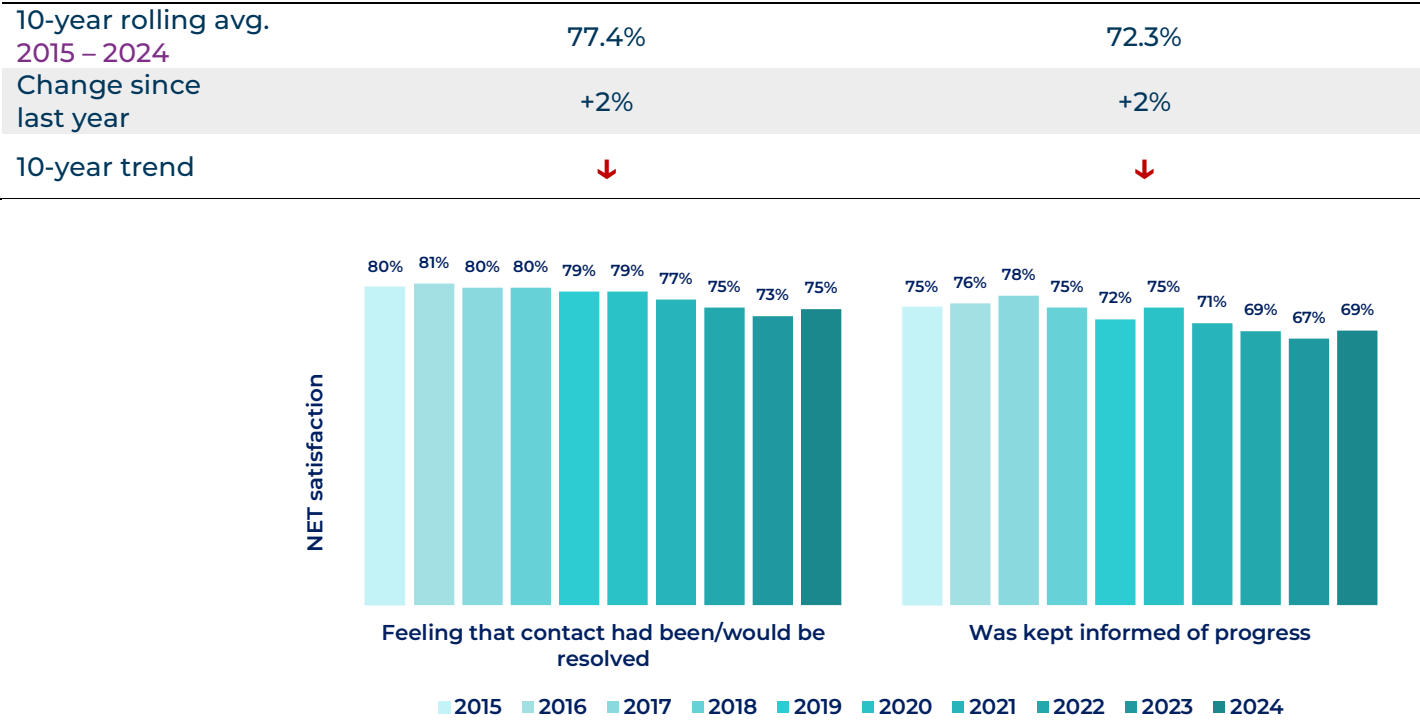


Figure 18: Satisfaction with aspects of contact by nation

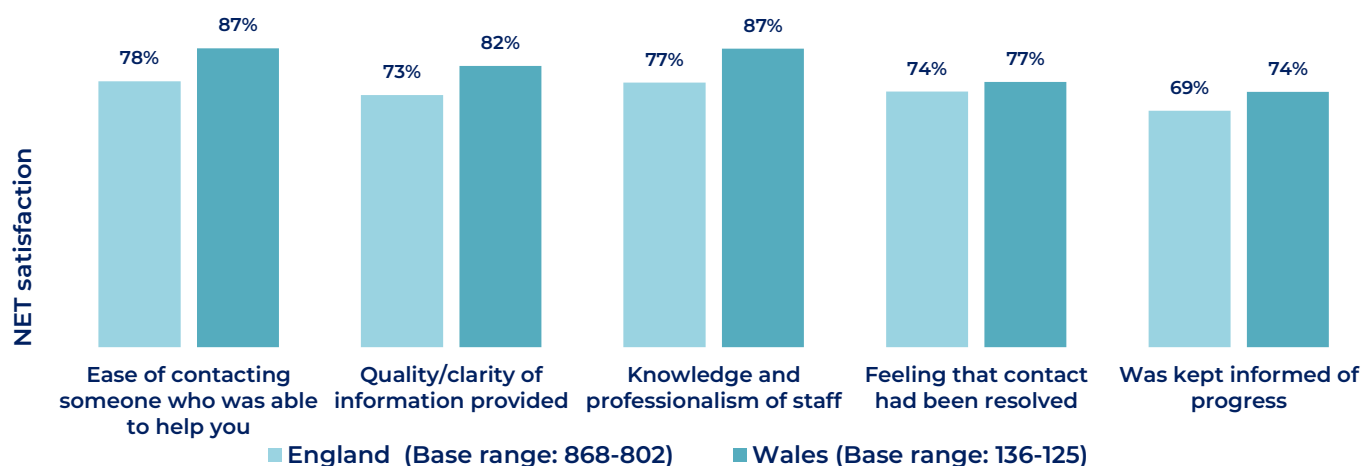


Table 9: Satisfaction with aspects of contact in 2024 – WaSCs¹⁹

Satisfaction with aspects of contact (2024 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 (2024 base range: 927-1004)	78%	74%	78%	75%	69%
Total WaSCs (2024 base range: 621-672)	78%	74%	78%	75%	70%
Anglian Water (2024 base range: 52-54)	85%	79%	83%	80%	75%
Dŵr Cymru Welsh Water (2024 base range: 93-100)	87%	82%	87%	77%	74%
Hafren Dyfrdwy (2024 base range: 32-37)	92%	89%	95%	83%	78%
Northumbrian Water (2024 base range: 39-41)	80%	85%	85%	85%	76%
Severn Trent (2024 base range: 54-60)	73%	62%	78%	73%	67%
South West Water (2024 base range: 88-105)	65%	68%	65%	69%	56%
Southern Water (2024 base range: 41-44)	70%	75%	77%	77%	63%
Thames Water (2024 base range: 70-73)	73%	66%	67%	71%	63%
United Utilities (2024 base range: 49-50)	86%	82%	82%	74%	80%
Wessex Water (2024 base range: 38-39)	85%	89%	85%	79%	79%
Yorkshire Water (2024 base range: 83-94)	84%	88%	87%	84%	76%

¹⁹ 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 10: Satisfaction with aspects of contact 2024 – WoCs²⁰

Satisfaction with aspects of contact (2024 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 (2024 base range: 927-1004)	78%	74%	78%	75%	69%
Total WoCs (2024 base range: 306-333)	78%	75%	77%	71%	65%
Affinity Water (2024 base range: 46-50)	69%	76%	76%	63%	52%
Bristol Water (2024 base range: 43-51)	92%	90%	94%	90%	79%
Cambridge Water (2024 base range: 34-38)	71%	68%	85%	76%	66%
Essex & Suffolk Water (2024 base range: 35-37)	94%	92%	97%	92%	91%
Portsmouth Water (2024 base range: 27-30)	83%	67%	79%	73%	59%
South East Water (2024 base range: 32-34)	71%	68%	64%	61%	56%
South Staffs Water (2024 base range: 29-30)	80%	67%	70%	70%	69%
SES Water (2024 base range: 38-42)	69%	60%	70%	55%	53%

Table 11: Satisfaction with aspects of contact – WaSC 10-year trends (arrows) and 10-year rolling averages (figures)

Satisfaction with aspects of contact (2024 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 (2024 base range: 927-1004)	80.2% ↓	78.5% ↓	82.6% ↓	77.4% ↓	72.3% ↓
Total WaSCs (2024 base range: 621-672)	80.1% ↓	78.2% ↓	82.5% ↓	77.5% ↓	72.6% ↓
Anglian Water (2024 base range: 52-54)	84.3% ↔	83.1% ↔	85.2% ↔	82.1% ↔	77.0% ↔
Dŵr Cymru Welsh Water (2024 base range: 93-100)	85.5% ↔	83.4% ↓	87.3% ↔	82.0% ↓	78.4% ↔
Hafren Dyfrdwy (2024 base range: 32-37)	80.8% ↔	79.4% ↔	86.3% ↔	78.8% ↔	74.0% ↔
Northumbrian Water (2024 base range: 39-41)	85.0% ↔	84.9% ↔	87.2% ↓	83.5% ↔	76.1% ↑
Severn Trent (2024 base range: 54-60)	81.0% ↓	78.6% ↓	84.9% ↓	79.0% ↔	73.6% ↔
South West Water (2024 base range: 88-105)	77.8% ↓	75.8% ↓	81.1% ↓	77.0% ↔	70.4% ↔
Southern Water (2024 base range: 41-44)	73.1% ↔	70.5% ↔	75.6% ↔	69.0% ↔	60.3% ↔

²⁰ 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.

Satisfaction with aspects of contact (2024 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
Thames Water (2024 base range: 70-73)	71.5% ↔	68.0% ↓	73.4% ↓	70.0% ↓	63.7% ↓
United Utilities (2024 base range: 49-50)	83.6% ↔	82.6% ↔	86.4% ↔	78.6% ↔	78.6% ↔
Wessex Water (2024 base range: 38-39)	87.3% ↔	85.5% ↔	86.5% ↓	83.1% ↔	79.9% ↓
Yorkshire Water (2024 base range: 83-94)	84.6% ↔	84.6% ↔	86.5% ↔	81.9% ↔	77.1% ↓

Table 12: Satisfaction with aspects of contact – WoC 10-year trends (arrows) and 10-year rolling averages (figures)

Satisfaction with aspects of contact (2024 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 (2024 base range: 927-1004)	80.2% ↓	78.5% ↓	82.6% ↓	77.4% ↓	72.3% ↓
Total WoCs (2024 base range: 306-333)	80.6% ↓	79.7% ↓	83.2% ↓	77.3% ↓	71.3% ↓
Affinity Water (2024 base range: 46-50)	75.9% ↔	77.6% ↔	83.0% ↓	75.9% ↓	69.0% ↓
Bristol Water (2024 base range: 43-51)	86.7% ↔	87.2% ↔	89.3% ↔	84.7% ↔	80.0% ↓
Cambridge Water (2024 base range: 34-38)	76.7% ↓	77.5% ↓	82.8% ↔	80.0% ↓	71.4% ↓
Essex & Suffolk Water (2024 base range: 35-37)	87.2% ↔	87.3% ↔	89.3% ↔	84.2% ↔	80.1% ↓
Portsmouth Water (2024 base range: 27-30)	83.0% ↓	79.8% ↓	83.7% ↔	81.4% ↓	73.4% ↓
South East Water (2024 base range: 32-34)	79.7% ↓	76.1% ↓	78.0% ↔	71.3% ↓	65.6% ↓
South Staffs Water (2024 base range: 29-30)	79.0% ↔	77.0% ↔	81.9% ↓	73.9% ↔	70.2% ↓
SES Water (2024 base range: 38-42)	80.3% ↓	75.7% ↓	80.7% ↓	73.8% ↓	65.1% ↓

1.7 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 19 shows the 10-year trend for overall satisfaction with contact for England and Wales and for each nation. This is followed by Table 13 and Table 14 which show satisfaction by each WaSC and each WoC in turn²¹.

Figure 19: Overall satisfaction with water company contact handling

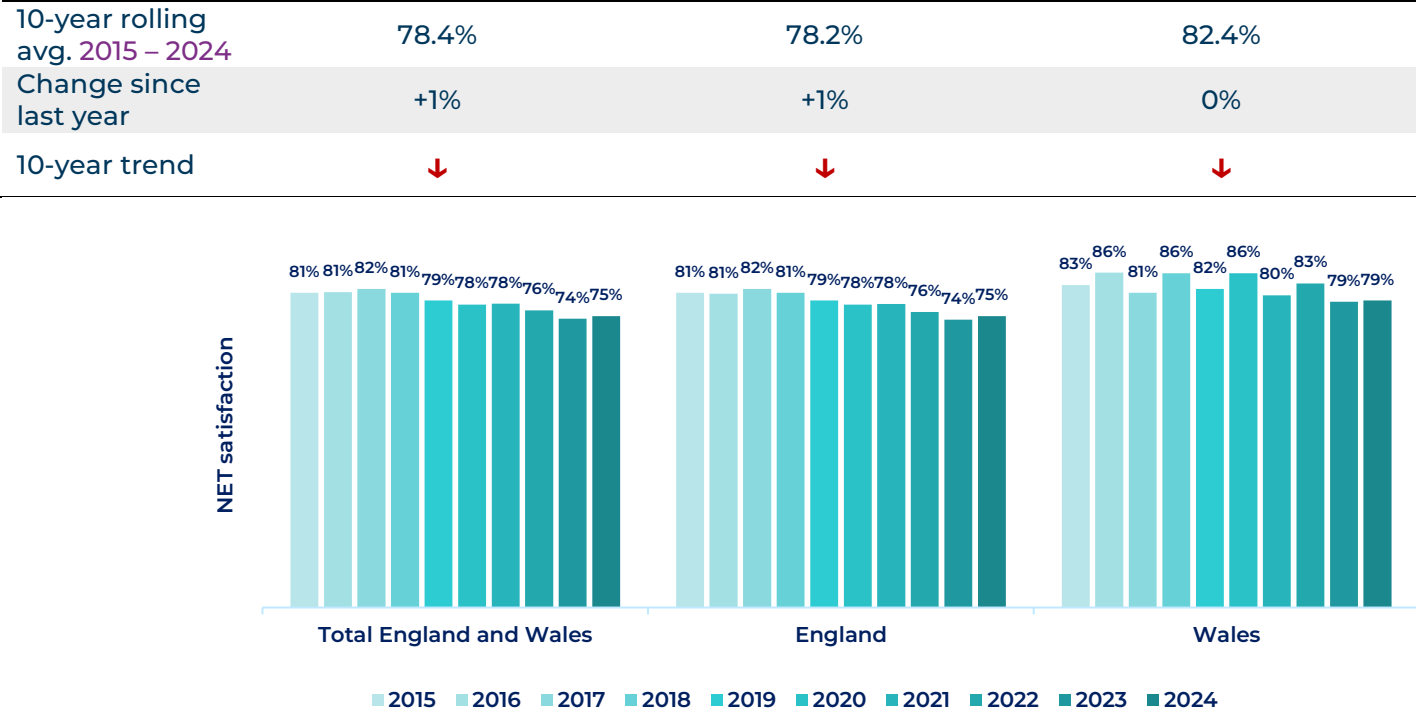


Table 13: Overall satisfaction with water company contact handling – WaSCs

Satisfaction with contact handling	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 1,008)	78.4%	<div><div>81%81%82%81%79%78%78%76%74%75%</div><div>15161718192021222324</div><div>Year</div></div>	↓	n/a	+1%
Total WaSCs (2024 base sample: 673)	78.5%	<div><div>80%81%81%82%80%79%78%77%74%76%</div><div>15161718192021222324</div><div>Year</div></div>	↓	76%	+2%
Anglian Water (2024 base sample: 53)	83.2%	<div><div>85%83%90%84%84%78%93%78%82%77%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-4%

²¹ Caution low base sizes for some companies.

Satisfaction with contact handling	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2024 base sample: 99)	82.5%	<div><div>83%85%80%87%81%86%81%84%79%79%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	0%
Hafren Dyfrdwy (2024 base sample: 37)	78.2%	<div><div></div><div></div><div></div><div>73%88%81%81%69%77%71%86%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+15%
Northumbrian Water (2024 base sample: 41)	84.9%	<div><div>86%87%81%88%76%92%77%90%94%80%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-13%
Severn Trent (2024 base sample: 60)	80.6%	<div><div>82%91%77%88%82%85%82%82%74%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	0%
South West Water (2024 base sample: 105)	75.5%	<div><div>78%85%81%77%81%69%76%73%72%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	-4%
Southern Water (2024 base sample: 44)	69.0%	<div><div>66%71%70%77%72%58%69%74%52%80%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+28%
Thames Water (2024 base sample: 73)	70.1%	<div><div>74%69%80%73%71%67%72%65%69%67%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	-2%
United Utilities (2024 base sample: 50)	81.6%	<div><div>73%85%83%85%91%87%75%77%77%84%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+7%
Wessex Water (2024 base sample: 39)	85.0%	<div><div>86%86%89%84%85%88%89%93%73%79%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+7%
Yorkshire Water (2024 base sample: 94)	83.0%	<div><div>93%79%85%82%79%82%79%83%81%87%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	+6%

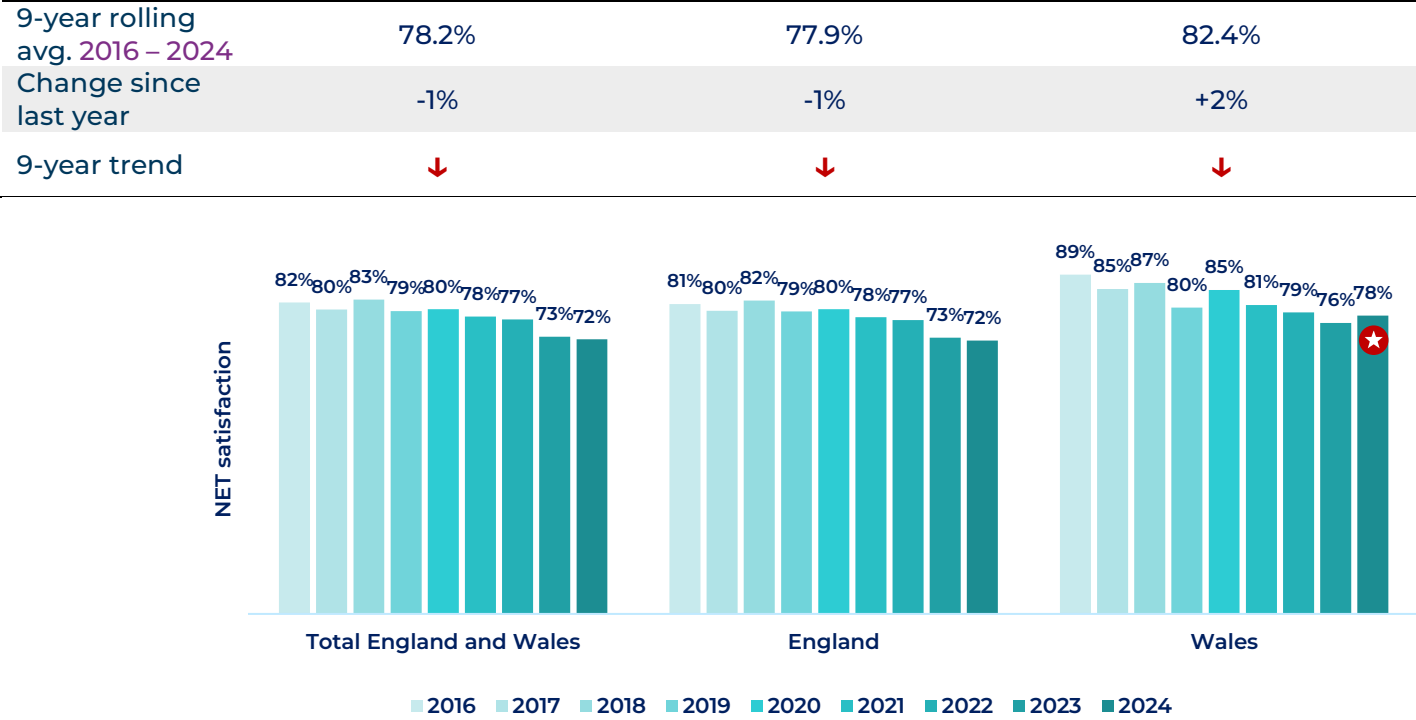
Table 14: Overall satisfaction with water company contact handling – WoCs

Satisfaction with contact handling	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 1,008)	78.4%	<div><div>81%81%82%81%79%78%78%76%74%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	n/a	+1%
Total WoCs (2024 base sample: 335)	78.1%	<div><div>85%82%84%79%78%77%78%74%74%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	72%	-2%
Affinity Water (2024 base sample: 51)	75.5%	<div><div>82%77%79%73%74%71%78%75%81%69%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	↔	-12%
Bristol Water (2024 base sample: 51)	87.8%	<div><div>92%84%86%90%85%91%91%85%84%90%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↔	↑	6%
Cambridge Water (2024 base sample: 38)	78.1%	<div><div>100%75%73%91%78%79%66%78%82%71%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	↔	-11%
Essex & Suffolk Water (2024 base sample: 37)	84.5%	<div><div>91%79%91%90%87%80%70%81%79%95%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↔	↑	16%
Portsmouth Water (2024 base sample: 30)	81.9%	<div><div>78%90%88%86%76%96%68%81%74%80%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↔	↔	6%
South East Water (2024 base sample: 34)	73.1%	<div><div>83%82%88%74%77%72%76%69%62%56%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	↓	-6%
South Staffs Water (2024 base sample: 30)	77.5%	<div><div>81%85%87%81%75%82%84%67%66%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	↔	+8%
SES Water (2024 base sample: 42)	72.3%	<div><div>94%83%76%72%78%67%78%58%78%55%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div>	↓	↔	-23%

1.8 Satisfaction with general 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 20 below shows national figures for the last nine years. This is followed by company level figures in Table 15 and Table 16.

Figure 20: Satisfaction with general customer service



★ Significant difference between England & Wales 2024

Table 15: Satisfaction with general customer service – WaSCs

Satisfaction with general customer service	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	78.2%	<div><div>82% 80% 83% 79% 80% 78% 77% 73% 72%</div><div>16 17 18 19 20 21 22 23 24</div><div>Year</div></div>	↓	n/a	-1%
Total WaSCs (2024 base sample: 2,718)	78.4%	<div><div>83% 80% 83% 79% 80% 78% 78% 73% 72%</div><div>16 17 18 19 20 21 22 23 24</div><div>Year</div></div>	↓	72%	-1%
Anglian Water (2024 base sample: 200)	80.4%	<div><div>81% 82% 81% 78% 78% 82% 78% 81% 82%</div><div>16 17 18 19 20 21 22 23 24</div><div>Year</div></div>	↔	↑	+1%

Satisfaction with general customer service	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2024 base sample: 400)	82.5%	<div><div>89%86%87%80%85%81%79%76%79%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↑	+2%
Hafren Dyfrdwy (2024 base sample: 200)	79.3%	<div><div>81%83%82%83%77%77%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↔	↔	-5%
Northumbrian Water (2024 base sample: 200)	81.6%	<div><div>86%84%82%79%83%87%84%73%76%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↔	+3%
Severn Trent (2024 base sample: 201)	79.6%	<div><div>85%79%83%80%84%80%78%75%71%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↔	-4%
South West Water (2024 base sample: 400)	77.1%	<div><div>81%78%80%76%83%80%80%71%67%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↔	↔	-3%
Southern Water (2024 base sample: 200)	72.6%	<div><div>78%76%81%75%72%70%71%65%64%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↓	-1%
Thames Water (2024 base sample: 200)	72.0%	<div><div>81%76%78%75%70%70%72%64%62%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↓	-2%
United Utilities (2024 base sample: 200)	79.4%	<div><div>80%79%85%80%83%78%81%75%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↔	↔	-2%
Wessex Water (2024 base sample: 201)	83.6%	<div><div>87%85%84%85%85%83%81%81%81%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↑	+1%
Yorkshire Water (2024 base sample: 400)	81.2%	<div><div>85%80%86%85%81%80%79%76%80%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div>	↓	↑	+4%

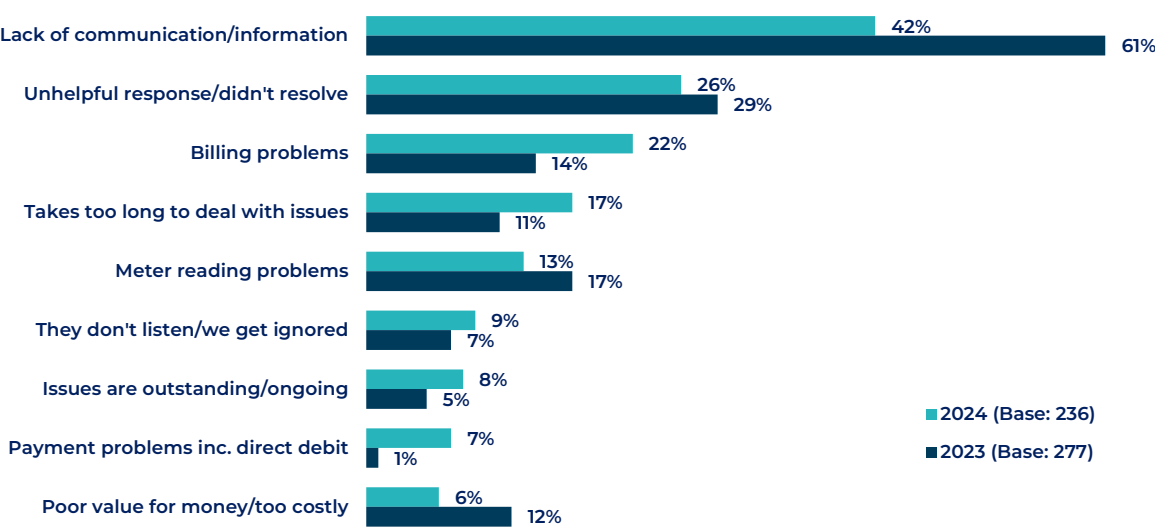
Table 16: Satisfaction with overall customer service – WoCs

Satisfaction with overall customer service	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	78.2%	<div><div>82%80%83%79%80%78%77%73%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	n/a	-1%
Total WoCs (2024 base sample: 1,536)	77.5%	<div><div>78%81%82%81%82%78%75%71%71%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	71%	0%
Affinity Water (2024 base sample: 250)	75.9%	<div><div>73%78%79%83%80%76%73%72%70%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↔	↔	-2%
Bristol Water (2024 base sample: 300)	83.2%	<div><div>80%85%87%83%87%84%85%81%76%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↔	↔	-5%
Cambridge Water (2024 base sample: 150)	78.5%	<div><div>83%81%83%85%83%75%81%67%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	+1%
Essex & Suffolk Water (2024 base sample: 151)	79.6%	<div><div>80%78%81%83%84%81%77%76%76%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↔	↔	0%
Portsmouth Water (2024 base sample: 150)	80.0%	<div><div>82%88%88%80%85%76%76%73%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	+1%
South East Water (2024 base sample: 150)	75.0%	<div><div>77%80%82%76%81%76%70%64%70%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	+6%
South Staffs Water (2024 base sample: 151)	75.1%	<div><div>81%85%83%73%78%75%72%63%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	+3%
SES Water (2024 base sample: 150)	74.9%	<div><div>74%78%77%82%78%75%75%70%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↔	↔	-4%

1.9 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 two years are shown in Figure 21 below.

Figure 21: Reasons for dissatisfaction with customer services

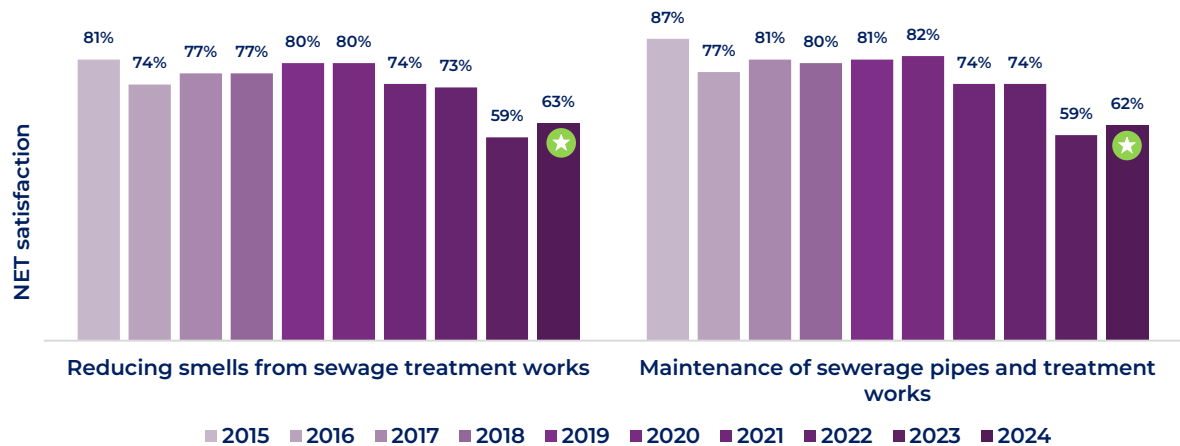


1.10 Satisfaction with aspects of sewerage service

Figure 22 and Figure 23 shows the national trends for satisfaction with the four key aspects of sewerage service. This is followed by Figure 24 which compares satisfaction between England and Wales in 2024, Tables 17 and 18 which show satisfaction in 2024 for each WaSC and WoC respectively, and finally Table 19 and Table 20 which highlight the 10-year trends for WaSCs and WoCs.

Figure 22: Satisfaction with aspects of sewerage service (1)

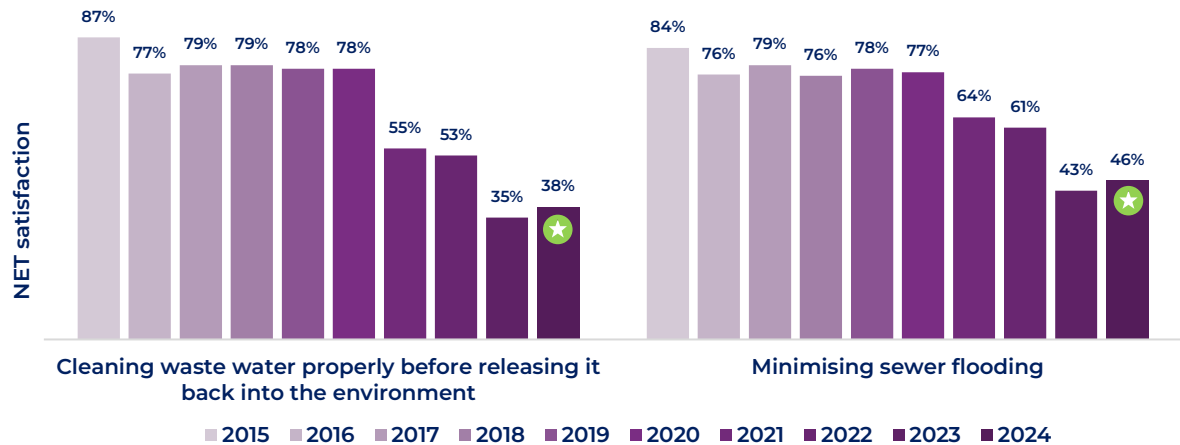
10-year rolling avg. 2015 – 2024	73.5%	75.5%
Change since last year	+4%	+3%
10-year trend	↓	↓



★ Significant difference between 2023-2024 data for Reducing smells from sewage treatment works and Maintenance of sewerage pipes and treatment works.

Figure 23: Satisfaction with aspects of sewerage service (2)

10-year rolling avg. 2015 – 2024	64.4%	67.4%
Change since last year	+3%	+3%
10-year trend	↓	↓



★ Significant difference between 2023-2024 data for Cleaning waste water properly and Minimising sewer flooding.

Figure 24: Satisfaction with aspects of sewerage service by nation

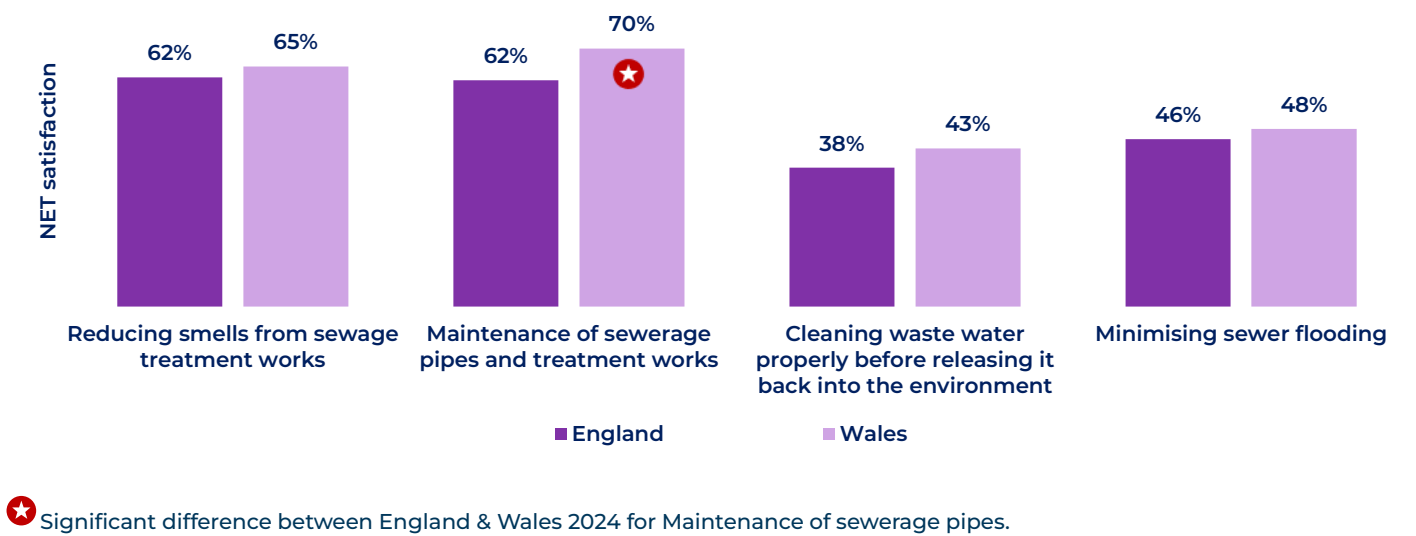


Table 17: Satisfaction with aspects of sewerage service in 2024 – WaSCs²²

Satisfaction with aspects of sewerage (2024 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 (2024 base sample: 3,912)	63%	62%	38%	46%
Total WaSCs (2024 base sample: 2,489)	64%	64%	40%	48%
Anglian Water (2024 base sample: 187)	69%	71%	42%	47%
Dŵr Cymru Welsh Water (2024 base sample: 348)	65%	70%	43%	48%
Hafren Dyfrdwy (2024 base sample: 175)	69%	77%	51%	55%
Northumbrian Water (2024 base sample: 190)	65%	71%	49%	57%
Severn Trent (2024 base sample: 188)	70%	72%	51%	53%
South West Water (2024 base sample: 330)	52%	48%	26%	30%
Southern Water (2024 base sample: 186)	59%	54%	22%	37%
Thames Water (2024 base sample: 195)	57%	54%	32%	44%
United Utilities (2024 base sample: 197)	64%	63%	44%	55%
Wessex Water (2024 base sample: 181)	63%	68%	44%	52%
Yorkshire Water (2024 base sample: 384)	66%	65%	37%	43%

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

Table 18: Satisfaction with aspects of sewerage service in 2024 – WoCs²³

Satisfaction with aspects of sewerage (2024 data only) ²⁴	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2024 base sample: 3,912)	63%	62%	38%	46%
Total WoCs (2024 base sample: 1,423)	58%	56%	30%	37%
Affinity Water (2024 base sample: 236)	52%	48%	25%	33%
Bristol Water (2024 base sample: 269)	61%	65%	34%	36%
Cambridge Water (2024 base sample: 145)	58%	58%	29%	36%
Essex & Suffolk Water (2024 base sample: 139)	68%	69%	38%	49%
Portsmouth Water (2024 base sample: 147)	40%	36%	16%	17%
South East Water (2024 base sample: 130)	61%	50%	30%	35%
South Staffs Water (2024 base sample: 144)	65%	69%	39%	50%
SES Water (2024 base sample: 141)	53%	54%	22%	37%

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, Essex & Suffolk Water’s sewerage services are provided by Anglian Water or Thames Water.

Table 19: Satisfaction with aspects of sewerage service – WaSC 10-year trends (arrows) and 10-year rolling averages (figures)

Satisfaction with aspects of sewerage (10-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 (2024 base sample: 3,912)	73.5% ↓	75.5% ↓	64.4% ↓	67.4% ↓
Total WaSCs (2024 base sample: 2,489)	74.1% ↓	76.4% ↓	65.7% ↓	68.5% ↓
Anglian Water (2024 base sample: 187)	73.9% ↓	76.9% ↓	66.3% ↓	69.3% ↓
Dŵr Cymru Welsh Water (2024 base sample: 348)	78.6% ↓	81.3% ↓	70.3% ↓	73.5% ↓
Hafren Dyfrdwy (2024 base sample: 175)	78.2% ↓	79.7% ↓	67.9% ↓	71.6% ↓
Northumbrian Water (2024 base sample: 190)	79.2% ↓	82.5% ↓	73.2% ↓	76.0% ↓

²³ Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red

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

Satisfaction with aspects of sewerage (10-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
Severn Trent (2024 base sample: 188)	78.5% ↔	79.4% ↓	71.4% ↓	72.2% ↓
South West Water (2024 base sample: 330)	70.0% ↔	70.5% ↓	55.3% ↓	58.5% ↓
Southern Water (2024 base sample: 186)	68.0% ↓	67.9% ↓	52.1% ↓	59.7% ↓
Thames Water (2024 base sample: 195)	67.9% ↓	69.7% ↓	57.8% ↓	61.7% ↓
United Utilities (2024 base sample: 197)	74.0% ↓	77.7% ↓	68.2% ↓	70.0% ↓
Wessex Water (2024 base sample: 181)	75.8% ↓	78.6% ↓	67.2% ↓	70.7% ↓
Yorkshire Water (2024 base sample: 384)	75.6% ↓	79.1% ↓	68.2% ↓	70.9% ↓

Table 20: Satisfaction with aspects of sewerage service – WoC 10-year trends (arrows) and 10-year rolling averages (figures)

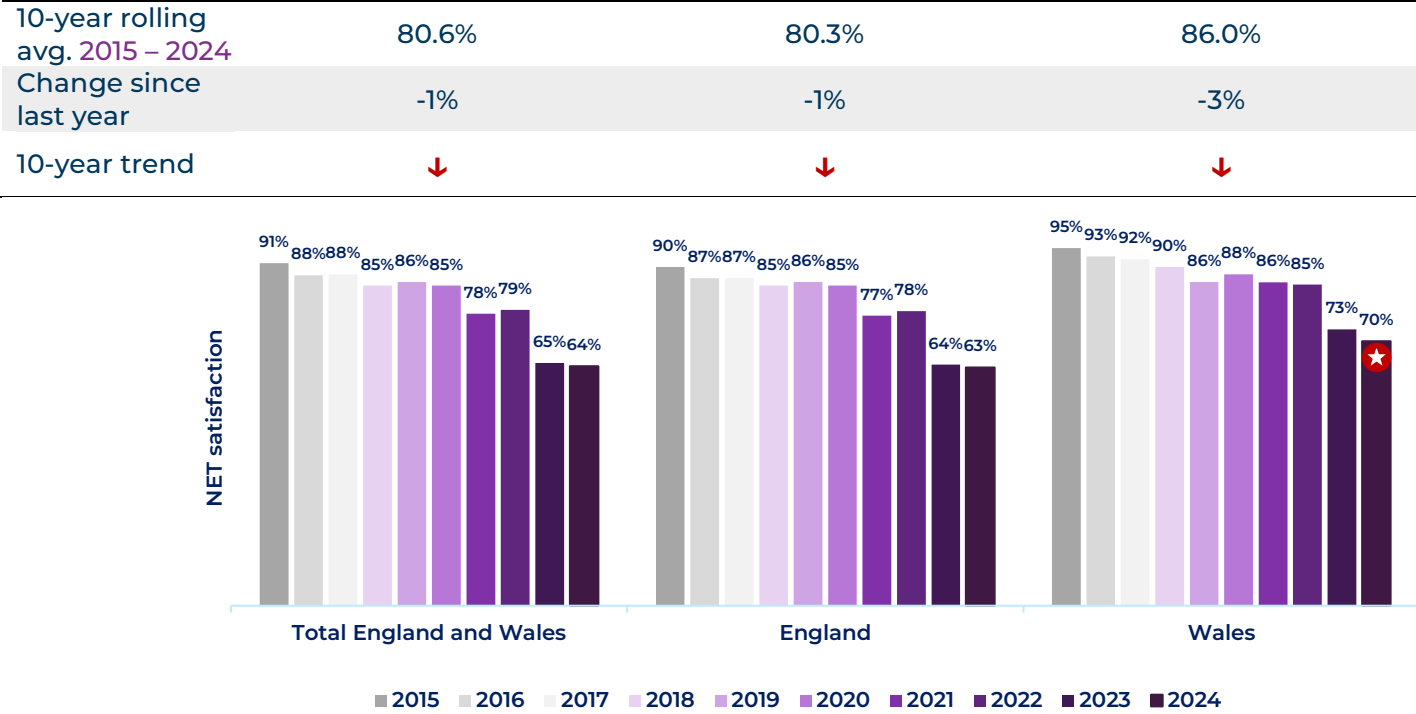
Satisfaction with aspects of sewerage (10-year trend data) ²⁵	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2024 base sample: 3,912)	73.5% ↓	75.5% ↓	64.4% ↓	67.4% ↓
Total WoCs (2024 base sample: 1,423)	71.3% ↓	72.2% ↓	59.5% ↓	63.2% ↓
Affinity Water (2024 base sample: 236)	71.7% ↓	71.3% ↓	58.7% ↓	62.0% ↓
Bristol Water (2024 base sample: 269)	75.8% ↔	79.1% ↔	63.7% ↓	69.1% ↓
Cambridge Water (2024 base sample: 145)	71.3% ↔	74.1% ↓	60.4% ↓	62.9% ↓
Essex & Suffolk Water (2024 base sample: 139)	71.4% ↔	74.8% ↓	62.8% ↓	65.4% ↓
Portsmouth Water (2024 base sample: 147)	62.0% ↓	63.4% ↓	46.2% ↓	52.6% ↓
South East Water (2024 base sample: 130)	69.1% ↓	66.7% ↓	53.8% ↓	58.5% ↓
South Staffs Water (2024 base sample: 144)	76.8% ↓	78.1% ↓	69.6% ↓	71.2% ↓
SES Water (2024 base sample: 141)	66.5% ↔	67.8% ↓	53.6% ↓	57.2% ↓

²⁵ Satisfaction with sewerage service provided by the WaSC(s) operating in the area that the WoC supplies water for

1.11 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 25 shows 10-year satisfaction trends for England and Wales, and for England and for Wales individually. This is followed by Table 21 and Table 22 which show satisfaction trends for WaSCs and for WoCs in turn.

Figure 25: Overall satisfaction with sewerage service



★ Significant difference between England & Wales 2024

Table 21: Overall satisfaction with sewerage service – WaSCs

Satisfaction with sewerage service	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 3,876)	80.6%	<div><div>91%88%88%85%86%85%78%79%65%64%</div><div>15161718192021222324</div><div>Year</div></div>	↓	n/a	-1%
Total WaSCs (2024 base sample: 2,464)	81.2%	<div><div>91%88%87%85%86%85%79%80%66%65%</div><div>15161718192021222324</div><div>Year</div></div>	↓	65%	-1%
Anglian Water (2024 base sample: 187)	82.6%	<div><div>92%88%89%81%85%86%82%84%72%68%</div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	-3%

Satisfaction with sewerage service	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2024 base sample: 345)	85.9%	<div><div>96%93%92%90%85%88%86%85%74%70%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	-4%
Hafren Dyfrdwy (2024 base sample: 169)	83.3%	<div><div>90%89%88%84%87%70%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	+5%
Northumbrian Water (2024 base sample: 188)	85.4%	<div><div>92%92%92%90%91%89%84%82%70%71%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	+2%
Severn Trent (2024 base sample: 186)	84.4%	<div><div>93%89%86%88%91%90%86%83%66%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	+5%
South West Water (2024 base sample: 328)	73.1%	<div><div>85%81%82%77%85%84%79%71%52%47%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	-5%
Southern Water (2024 base sample: 185)	72.3%	<div><div>85%89%83%86%83%81%63%62%45%49%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	+3%
Thames Water (2024 base sample: 193)	74.9%	<div><div>86%83%84%76%79%78%66%74%65%58%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	-7%
United Utilities (2024 base sample: 195)	83.4%	<div><div>93%90%89%87%87%87%82%85%68%67%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	0%
Wessex Water (2024 base sample: 181)	84.2%	<div><div>93%91%90%87%93%87%78%84%66%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	+8%
Yorkshire Water (2024 base sample: 379)	83.5%	<div><div>92%91%89%88%90%85%84%83%66%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	-1%

Table 22: Overall satisfaction with sewerage service – WoCs

Satisfaction with sewerage service ²⁶	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 3,876)	80.6%	<div><div>91%88%88%85%86%85%78%79%65%64%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	n/a	-1%
Total WoCs (2024 base sample: 1,412)	78.2%	<div><div>91%85%88%86%86%85%71%73%60%58%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	58%	-1%
Affinity Water (2024 base sample: 234)	78.0%	<div><div>89%85%87%87%82%72%73%62%56%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	-6%
Bristol Water (2024 base sample: 267)	83.5%	<div><div>91%85%93%91%92%91%79%82%65%65%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↑	0%
Cambridge Water (2024 base sample: 144)	79.7%	<div><div>87%88%90%88%87%86%74%76%61%65%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	+4%
Essex & Suffolk Water (2024 base sample: 139)	80.5%	<div><div>91%83%84%86%87%88%74%77%68%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↑	0%
Portsmouth Water (2024 base sample: 145)	66.9%	<div><div>88%90%84%80%80%78%54%48%33%36%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↓	+3%
South East Water (2024 base sample: 130)	73.0%	<div><div>91%81%89%82%80%81%62%63%49%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↔	+4%
South Staffs Water (2024 base sample: 142)	84.4%	<div><div>92%89%94%87%90%93%77%82%72%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div>	↓	↑	-4%

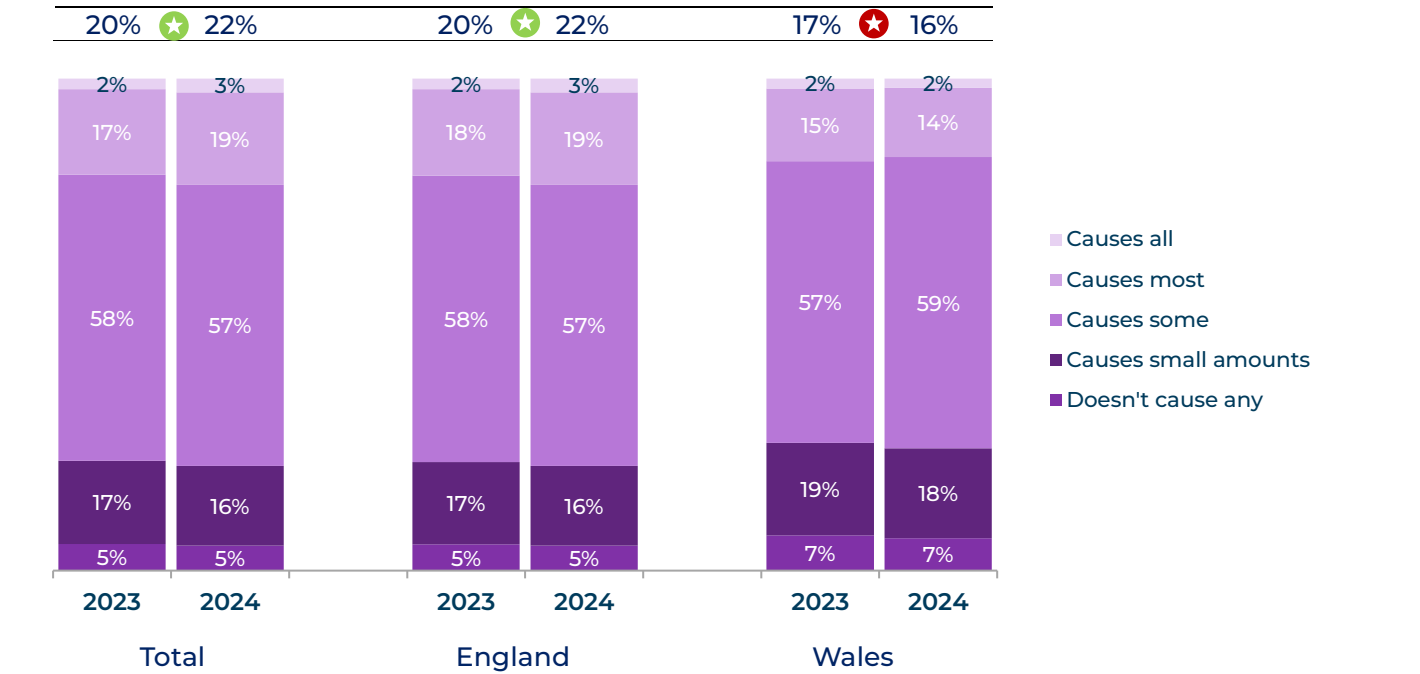
²⁶ Satisfaction with sewerage service provided by the WaSC(s) operating in the area that the WoC supplies water for

Satisfaction with sewerage service ²⁶	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
SES Water (2024 base sample: 139)	75.6%		↓	↔	+7%

1.12 River pollution

Introduced in 2023, customers were asked how far they think that their water company was the cause of any river pollution. Figure 26 shows the results by nation. This is followed by Table 23 and Table 24 which show results for WaSCs and for WoCs in turn.

Figure 26: How far water company is a cause of river pollution



★ Significant difference between 2023-2024 data

★ Significant difference between England & Wales 2024

Table 23: How far water company is a cause of river pollution – WaSCs

Net causes all/some river pollution	2023 %	2024 %	Difference
Industry (2024 base sample: 4,254)	20%	22%	+2%
Total WaSCs (2024 base sample: 2,718)	19%	21%	+2%
Anglian Water (2024 base sample: 200)	18%	17%	-1%
Dŵr Cymru Welsh Water (2024 base sample: 400)	17%	16%	-1%
Hafren Dyfrdwy (2024 base sample: 200)	13%	11%	-2%
Northumbrian Water (2024 base sample: 200)	13%	13%	0%
Severn Trent (2024 base sample: 201)	13%	15%	+2%
South West Water (2024 base sample: 400)	23%	30%	+7%
Southern Water (2024 base sample: 200)	34%	31%	-3%
Thames Water (2024 base sample: 200)	22%	30%	+8%
United Utilities (2024 base sample: 200)	17%	21%	+4%
Wessex Water (2024 base sample: 201)	19%	11%	-8%
Yorkshire Water (2024 base sample: 400)	19%	22%	+3%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

Table 24: How far water company is a cause of river pollution – WoCs

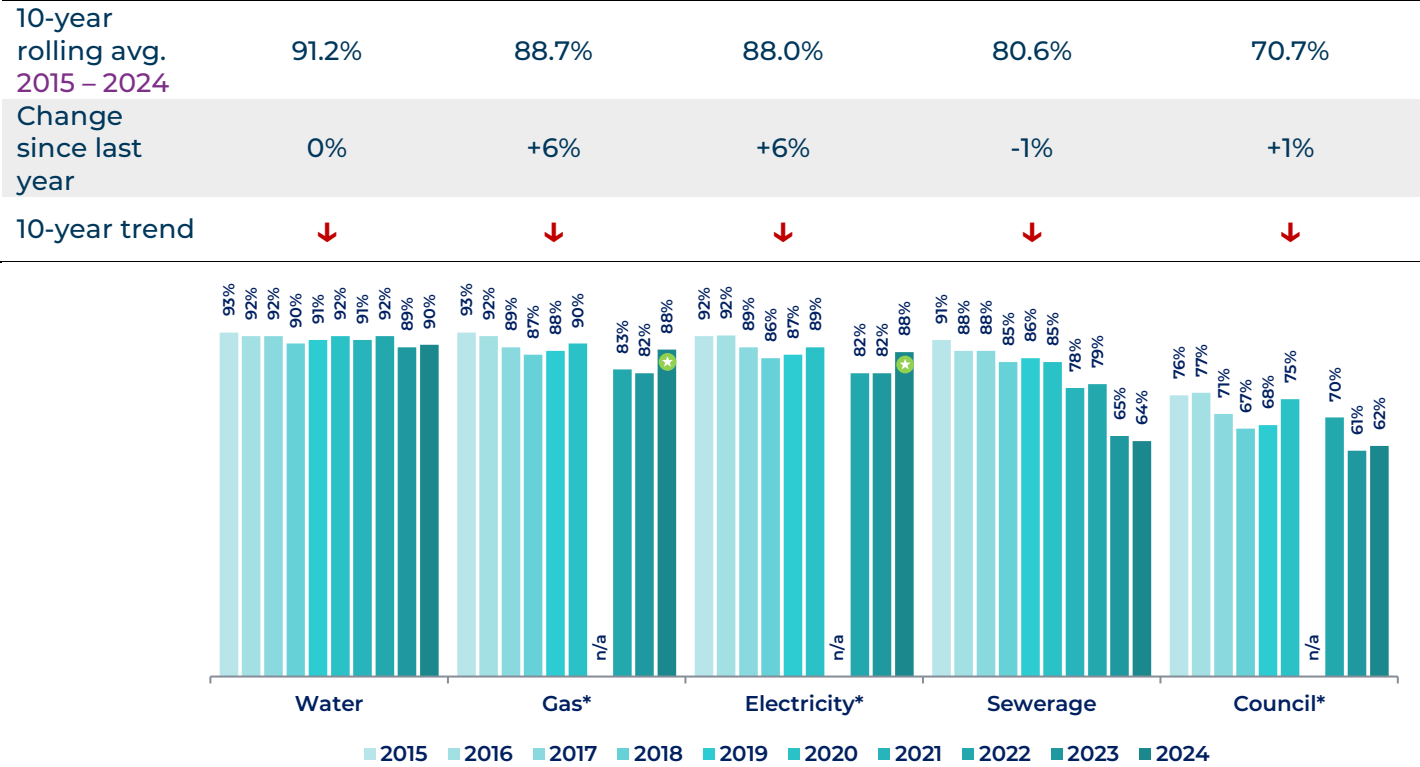
Net causes all/some river pollution	2023 %	2024 %	Difference
Industry (2024 base sample: 4,254)	20%	22%	+2%
Total WoCs (2024 base sample: 1,536)	22%	23%	+1%
Affinity Water (2024 base sample: 250)	21%	27%	+6%
Bristol Water (2024 base sample: 300)	17%	14%	-3%
Cambridge Water (2024 base sample: 150)	14%	14%	0%
Essex & Suffolk Water (2024 base sample: 151)	12%	11%	-1%
Portsmouth Water (2024 base sample: 150)	43%	37%	-6%
South East Water (2024 base sample: 150)	33%	28%	-5%
South Staffs Water (2024 base sample: 151)	15%	19%	+4%
SES Water (2024 base sample: 150)	22%	30%	+8%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

1.13 Overall satisfaction with household services

Customers were asked to think about their satisfaction with the household services they receive²⁷. Results are shown in Figure 26 below and compares overall satisfaction with water and sewerage services.

Figure 26: Overall satisfaction with household services



★ Significant difference for net satisfied for Gas and Electricity between 2023-2024 data

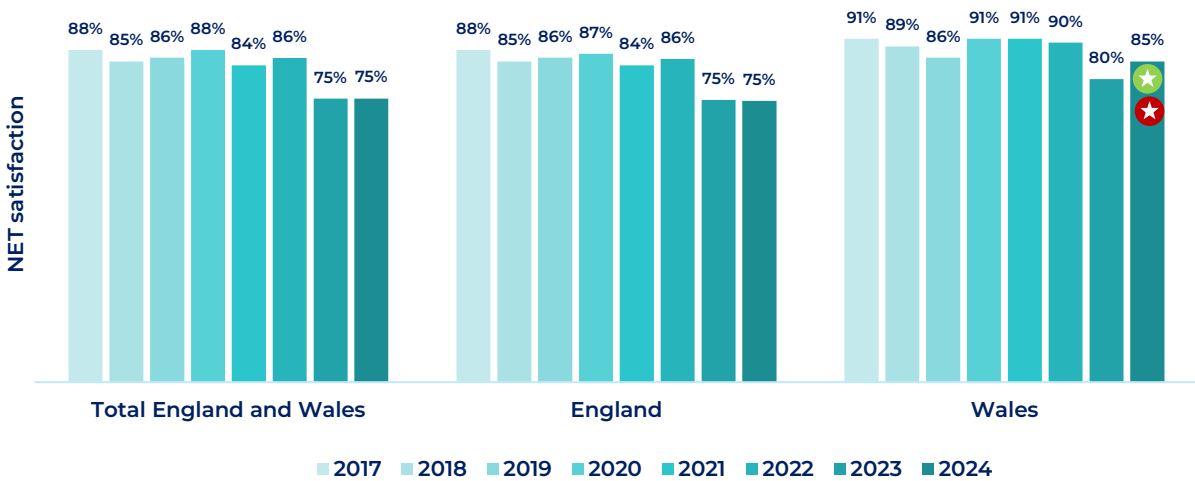
²⁷ Question wasn't included in the 2021 survey, so comparisons and trends are based on 9 years

1.14 Overall experience

Overall experience 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 2017-2024 is shown in Figure 27. This is followed by Table 25 and Table 26 which show satisfaction for WaSCs and for WoCs in turn.

Figure 27: Satisfaction with overall experience of water/sewerage service provider

8-year rolling avg. 2017 – 2024	83.5%	83.2%	88.0%
Change since last year	0%	0%	+5%
8-year trend	↓	↓	↔



- ★ Significant difference for net satisfied between 2023-2024 data in Wales
- ★ Significant difference between England & Wales 2024

Table 25: Satisfaction with overall experience of water/sewerage service provider – WaSCs

Satisfaction with overall experience	Eight-year rolling company average	Eight-year company trend	Eight-year trend	Company Average vs WaSC Average	Change Since Last Year
Industry (2024 base sample: 4,254)	83.5%	<div><div>88%85%86%88%84%86%75%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	n/a	0%
Total WaSCs (2024 base sample: 2,718)	83.2%	<div><div>88%85%86%87%84%86%75%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	75%	0%
Anglian Water (2024 base sample: 200)	85.1%	<div><div>90%85%84%87%86%87%81%81%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↑	0%
Dŵr Cymru Welsh Water (2024 base sample: 400)	88.0%	<div><div>91%90%86%91%91%90%80%85%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↑	+5%
Hafren Dyfrdwy (2024 base sample: 200)	86.3%	<div><div>87%86%88%87%91%80%85%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↑	+4%
Northumbrian Water (2024 base sample: 200)	89.3%	<div><div>90%90%91%94%88%95%83%82%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↑	-1%
Severn Trent (2024 base sample: 201)	85.3%	<div><div>89%87%88%88%88%88%81%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↔	-6%
South West Water (2024 base sample: 400)	76.8%	<div><div>85%78%80%85%83%80%65%63%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↓	-2%
Southern Water (2024 base sample: 200)	74.0%	<div><div>79%79%84%81%72%73%62%62%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↓	+1%

Satisfaction with overall experience	Eight-year rolling company average	Eight-year company trend	Eight-year trend	Company Average vs WaSC Average	Change Since Last Year
Thames Water (2024 base sample: 200)	76.9%	<div><div>86%79%78%82%79%79%64%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↓	+4%
United Utilities (2024 base sample: 200)	84.9%	<div><div>88%87%88%89%84%88%79%76%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↔	-3%
Wessex Water (2024 base sample: 201)	86.5%	<div><div>88%85%90%90%87%89%77%85%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↑	+8%
Yorkshire Water (2024 base sample: 400)	86.4%	<div><div>91%88%92%89%86%89%76%80%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↑	4%

Table 26: Satisfaction with overall experience of water/sewerage service provider – WoCs

Satisfaction with overall experience	Eight-year rolling company average	Eight-year company trend	Eight-year trend	Company Average vs WaSC Average	Change Since Last Year
Industry (2024 base sample: 4,254)	83.5%	<div><div>88%85%86%88%84%86%75%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	n/a	0%
Total WoCs (2024 base sample: 1,536)	84.4%	<div><div>88%87%87%90%85%87%76%76%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	76%	0%
Affinity Water (2024 base sample: 250)	82.8%	<div><div>84%85%85%87%86%86%76%74%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↔	-2%
Bristol Water (2024 base sample: 300)	89.3%	<div><div>93%92%92%91%90%90%85%82%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↑	-3%

Satisfaction with overall experience	Eight-year rolling company average	Eight-year company trend	Eight-year trend	Company Average vs WaSC Average	Change Since Last Year
Cambridge Water (2024 base sample: 150)	87.7%	<div><div>92%88%93%90%89%91%75%84%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↑	+9%
Essex & Suffolk Water (2024 base sample: 151)	86.3%	<div><div>85%89%89%92%85%89%82%80%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↔	-2%
Portsmouth Water (2024 base sample: 150)	85.2%	<div><div>90%89%89%93%83%87%79%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↔	-6%
South East Water (2024 base sample: 150)	80.2%	<div><div>89%85%82%88%84%84%63%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↓	+3%
South Staffs Water (2024 base sample: 151)	85.6%	<div><div>93%85%90%91%81%84%78%83%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↓	↑	+5%
SES Water (2024 base sample: 150)	84.8%	<div><div>89%84%89%91%83%90%80%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>1718192021222324</div><div>Year</div></div>	↔	↔	-8%

Chapter 2: Fair and Affordable Bills

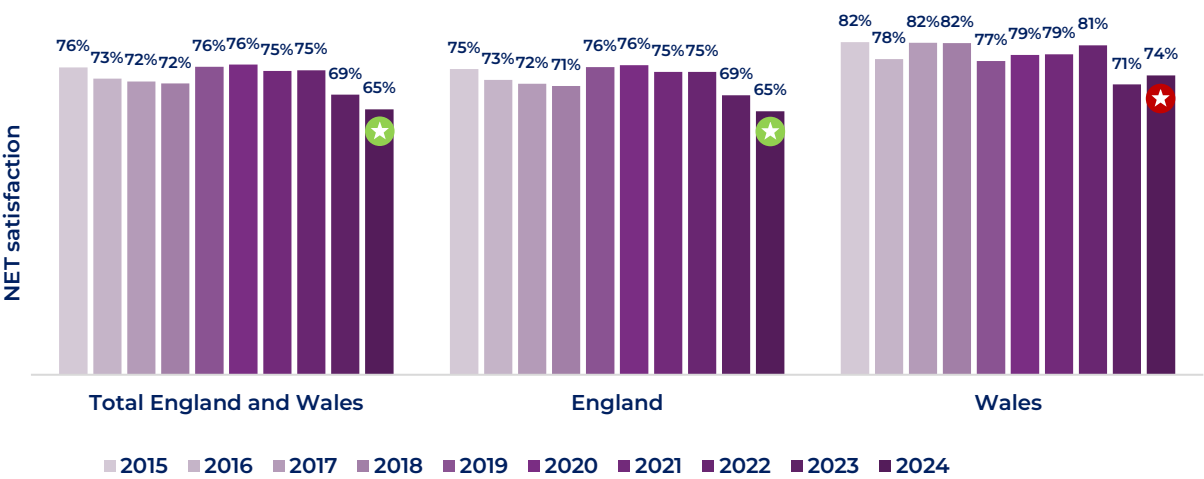
This chapter presents views on the charges paid for water and sewerage services. Topics include fairness, affordability and value for money.

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 28 below, followed by Table 27 and Table 28, which present customers' views for each WaSC and for each WoC respectively.

Figure 28: Satisfaction with value for money of water services

10-year rolling avg. 2015 – 2024	72.8%	72.5%	78.4%
Change since last year	-4%	-4%	+2%
10-year trend	↔	↔	↓



- ★ Significant difference between 2023-2024 data in England and in Total
- ★ Significant difference between England & Wales 2024

Table 27: Satisfaction with value for money of water services – WaSCs

Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	72.8%	<p>76% 73% 72% 72% 76% 76% 75% 75% 69% 65%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	n/a	-4%
Total WaSCs (2024 base sample: 2,718)	73.0%	<p>75% 74% 72% 72% 76% 77% 76% 75% 69% 65%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	65%	-4%
Anglian Water (2024 base sample: 200)	75.1%	<p>77% 73% 79% 72% 74% 76% 76% 79% 76% 70%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-6%
Dŵr Cymru Welsh Water (2024 base sample: 400)	78.6%	<p>82% 78% 82% 82% 77% 79% 79% 81% 71% 74%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+3%
Hafren Dyfrdwy (2024 base sample: 200)	74.3%	<p>76% 77% 79% 72% 78% 72% 67%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-5%
Northumbrian Water (2024 base sample: 200)	78.8%	<p>77% 84% 78% 75% 79% 79% 81% 86% 77% 72%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	-5%
Severn Trent (2024 base sample: 201)	76.1%	<p>75% 78% 72% 77% 78.5% 84% 80% 76% 74% 65%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-9%
South West Water (2024 base sample: 400)	61.9%	<p>58% 65% 54% 56% 65% 72% 66% 67% 60% 55%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-5%
Southern Water (2024 base sample: 200)	65.1%	<p>66% 72% 61% 62% 67% 70% 66% 67% 61% 60%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-1%
Thames Water (2024 base sample: 200)	68.0%	<p>74% 70% 66% 65% 75% 70% 75% 67% 62% 57%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-5%

Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
United Utilities (2024 base sample: 200)	72.5%	<p>73% 68% 73% 71% 76% 77% 71% 77% 71% 67%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-4%
Wessex Water (2024 base sample: 201)	74.5%	<p>76% 75% 76% 75% 79% 76% 76% 78% 63% 70%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+7%
Yorkshire Water (2024 base sample: 400)	77.0%	<p>82% 79% 76% 77% 79% 77% 79% 80% 70% 71%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+1%

Table 28: Satisfaction with value for money of water services – WoCs

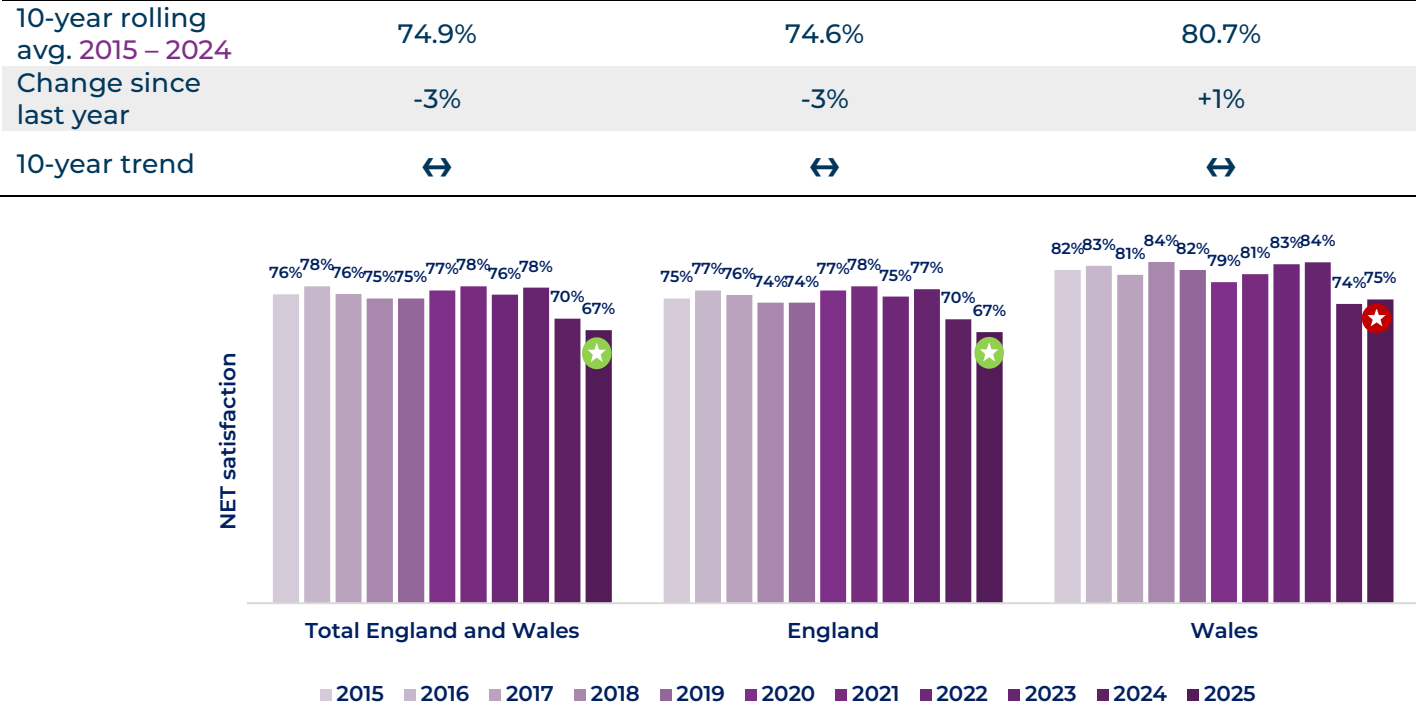
Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	72.8%	<p>76% 73% 72% 72% 76% 76% 75% 75% 69% 65%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	n/a	-4%
Total WoCs (2024 base sample: 1,536)	72.1%	<p>79% 70% 72% 70% 76% 76% 71% 75% 68% 65%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	65%	-3%
Affinity Water (2024 base sample: 250)	69.9%	<p>78% 69% 64% 65% 77% 72% 69% 75% 68% 63%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-4%
Bristol Water (2024 base sample: 300)	76.0%	<p>82% 62% 77% 75% 80% 84% 77% 80% 74% 70%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-4%
Cambridge Water (2024 base sample: 150)	73.1%	<p>81% 75% 74% 68% 78% 74% 74% 78% 63% 66%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	+3%

Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Essex & Suffolk Water (2024 base sample: 151)	71.8%	<div><div>70%67%71%71%76%77%73%79%69%64%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-5%
Portsmouth Water (2024 base sample: 150)	78.1%	<div><div>81%79%79%77%77%82%79%80%74%73%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-1%
South East Water (2024 base sample: 150)	68.0%	<div><div>83%67%74%69%70%70%66%65%59%58%</div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	0%
South Staffs Water (2024 base sample: 151)	74.6%	<div><div>85%74%77%72%76%80%72%77%67%67%</div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	0%
SES Water (2024 base sample: 150)	72.2%	<div><div>74%71%69%67%75%73%72%70%76%74%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↑	-3%

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 29 below, followed by Table 29 and Table 30, which present customer views by each WaSC and WoC respectively.

Figure 29: Satisfaction with value for money of sewerage services



★ Significant difference between 2023-2024 data in England and in Total

★ Significant difference between England & Wales 2024

Table 29: Satisfaction with value for money of sewerage services – WaSCs

Satisfaction with value for money of sewerage services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	74.9%	<div>78%76%75%75%77%78%76%78%70%67%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	n/a	-3%
Total WaSCs (2024 base sample: 2,718)	75.8%	<div>78%77%75%75%78%78%77%79%71%68%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	68%	-2%
Anglian Water (2024 base sample: 200)	76.8%	<div>80%76%78%74%75%76%78%82%78%70%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	↔	-8%

Satisfaction with value for money of sewerage services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2024 base sample: 400)	80.8%	<div><div>83%81%84%83%79%81%84%84%74%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↑	+1%
Hafren Dyfrdwy (2024 base sample: 200)	77.1%	<div><div>76%81%81%80%81%71%70%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-1%
Northumbrian Water (2024 base sample: 200)	80.2%	<div><div>79%84%78%78%84%81%83%83%76%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↑	-1%
Severn Trent (2024 base sample: 201)	78.8%	<div><div>79%80%75%79%80%87%81%84%76%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-9%
South West Water (2024 base sample: 400)	60.5%	<div><div>61%60%58%57%66%67%65%64%57%51%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↓	-6%
Southern Water (2024 base sample: 200)	66.2%	<div><div>69%73%68%63%74%71%68%67%52%59%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↓	+7%
Thames Water (2024 base sample: 200)	71.2%	<div><div>76%78%69%70%75%72%70%72%67%64%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	-3%
United Utilities (2024 base sample: 200)	77.4%	<div><div>80%72%77%80%79%81%79%81%74%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-1%
Wessex Water (2024 base sample: 201)	77.9%	<div><div>81%80%78%79%83%79%75%79%70%74%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	+4%
Yorkshire Water (2024 base sample: 400)	79.2%	<div><div>83%82%79%80%79%83%83%70%74%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↑	+4%

Table 30: Satisfaction with value for money of sewerage services – WoCs

Satisfaction with value for money of sewerage services ²⁸	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	74.9%	<p>78% 76% 75% 75% 77% 78% 76% 78% 70% 67%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	n/a	-3%
Total WoCs (2024 base sample: 1,536)	71.6%	<p>76% 72% 73% 72% 75% 76% 70% 72% 67% 62%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	62%	-5%
Affinity Water (2024 base sample: 250)	70.3%	<p>73% 75% 66% 71% 78% 75% 65% 72% 67% 62%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-5%
Bristol Water (2024 base sample: 300)	77.0%	<p>81% 63% 82% 76% 83% 82% 81% 81% 70% 69%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-1%
Cambridge Water (2024 base sample: 150)	73.0%	<p>75% 76% 76% 68% 79% 76% 72% 76% 63% 68%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+5%
Essex & Suffolk Water (2024 base sample: 151)	72.0%	<p>70% 70% 72% 66% 74% 76% 78% 75% 72% 68%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-4%
Portsmouth Water (2024 base sample: 150)	64.6%	<p>73% 74% 74% 69% 65% 81% 60% 57% 47% 47%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↓	+1%
South East Water (2024 base sample: 150)	68.1%	<p>78% 65% 74% 73% 69% 71% 66% 67% 63% 56%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	-7%
South Staffs Water (2024 base sample: 151)	76.2%	<p>83% 75% 82% 76% 75% 83% 73% 80% 70% 64%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	-6%

²⁸ Satisfaction with sewerage service provided by the WaSC(s) operating in the area that the WoC supplies water for

Satisfaction with value for money of sewerage services ²⁸	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
SES Water (2024 base sample: 150)	70.8%	<p>76%73%66%64%76%69%72%70%75%68%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-7%

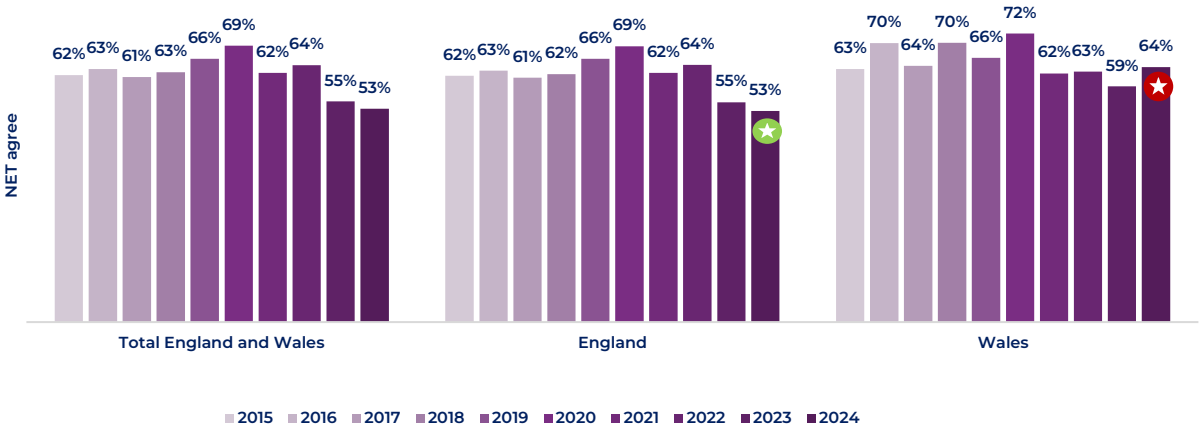
2.3 Fairness of charges

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 30. This is followed by views on fairness by each WaSC in Table 31 and by each WoC in Table 32.

Prior to 2019, fairness of water and sewerage charges was also reported separately for WoCs (fairness of water charges, fairness of sewerage charges, with a third question asking about fairness 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.²⁹

Figure 30: Fairness of charges

10-year rolling avg. 2015 – 2024	62.0%	61.8%	65.4%
Change since last year	-2%	-2%	+5%
10-year trend	↔	↔	↔



- ★ Significant difference between 2023-2024 data in England
- ★ Significant difference between England & Wales 2024

²⁹ 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.

Table 31: Fairness of charges – WaSCs

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	62.0%	<p>62% 63% 61% 63% 66% 69% 62% 64% 55% 53%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	n/a	-2%
Total WaSCs (2024 base sample: 2,718)	62.2%	<p>62% 64% 61% 63% 66% 69% 63% 65% 55% 54%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	54%	-1%
Anglian Water (2024 base sample: 200)	65.2%	<p>64% 64% 67% 62% 65% 72% 67% 68% 64% 61%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	-3%
Dŵr Cymru Welsh Water (2024 base sample: 400)	65.5%	<p>63% 70% 64% 71% 66% 72% 62% 62% 59% 65%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+5%
Hafren Dyfrdwy (2024 base sample: 200)	62.7%	<p>61% 63% 71% 62% 69% 58% 55%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-3%
Northumbrian Water (2024 base sample: 200)	66.8%	<p>66% 73% 64% 63% 60% 72% 71% 76% 62% 59%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-3%
Severn Trent (2024 base sample: 201)	65.2%	<p>64% 69% 58% 68% 69% 77% 68% 67% 58% 53%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-5%
South West Water (2024 base sample: 400)	45.9%	<p>39% 46% 39% 38% 50% 57% 51% 53% 42% 42%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-1%
Southern Water (2024 base sample: 200)	57.5%	<p>53% 67% 62% 60% 59% 61% 56% 60% 46% 51%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	+5%
Thames Water (2024 base sample: 200)	58.1%	<p>60% 58% 61% 61% 65% 62% 61% 60% 48% 45%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-3%

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
United Utilities (2024 base sample: 200)	61.1%	<p>62% 59% 60% 62% 65% 68% 58% 64% 57% 55%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-3%
Wessex Water (2024 base sample: 201)	64.6%	<p>65% 67% 67% 62% 65% 76% 66% 68% 52% 58%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+6%
Yorkshire Water (2024 base sample: 400)	67.0%	<p>67% 71% 65% 69% 75% 72% 66% 67% 59% 60%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+1%

Table 32: Fairness of charges - WoCs

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	62.0%	<p>62% 63% 61% 63% 66% 69% 62% 64% 55% 53%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	n/a	-2%
Total WoCs (2024 base sample: 1,536)	61.1%	<p>62% 61% 62% 60% 67% 69% 59% 64% 55% 52%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	52%	-3%
Affinity Water (2024 base sample: 250)	58.2%	<p>57% 59% 57% 55% 67% 69% 56% 61% 55% 47%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-8%
Bristol Water (2024 base sample: 300)	64.4%	<p>59% 51% 67% 68% 72% 71% 69% 69% 60% 58%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-2%
Cambridge Water (2024 base sample: 150)	64.9%	<p>67% 67% 66% 63% 77% 69% 65% 70% 50% 56%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+6%
Essex & Suffolk Water (2024 base sample: 151)	62.8%	<p>58% 58% 57% 61% 68% 72% 65% 73% 62% 53%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↑	↔	-8%

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Portsmouth Water (2024 base sample: 150)	63.0%	<div><div>69%69%72%60%67%72%58%62%49%52%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+3%</td>	↓	↔	+3%
South East Water (2024 base sample: 150)	58.0%	<div><div>64%60%59%61%62%64%56%58%50%48%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>-2%</td>	↓	↔	-2%
South Staffs Water (2024 base sample: 151)	63.8%	<div><div>75%62%75%59%64%75%57%65%50%54%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+3%</td>	↓	↔	+3%
SES Water (2024 base sample: 150)	58.3%	<div><div>60%59%56%56%65%65%58%58%51%55%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+4%</td>	↔	↔	+4%

2.4 Affordability of charges

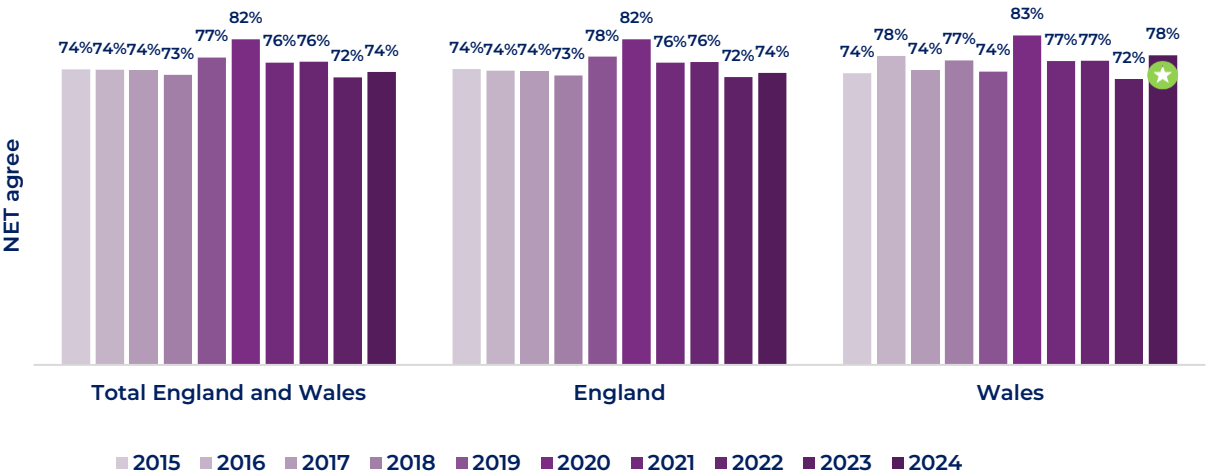
Customers were asked to what extent they agree that the water and/or sewerage charges they pay are affordable. Figure 31 shows 10-year trends for perceptions of affordability at national levels; this is followed by Table 33 and Table 34, which show affordability trends by WaSC and WoC.

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.³⁰

³⁰ 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 31: Affordability of water and sewerage charges

10-year rolling avg. 2015 – 2024	75.4%	75.4%	76.2%
Change since last year	+1%	+1%	+6%
10-year trend	↔	↔	↔



★ Significant difference between 2023-2024 data in Wales

Table 33: Affordability of water and sewerage charges – WaSCs

Agree charges are affordable	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	75.4%	<div>74%74%74%73%77%82%76%76%72%74%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	n/a	+1%
Total WaSCs (2024 base sample: 2,718)	75.3%	<div>74%75%74%74%77%82%76%76%72%74%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	74%	+2%
Anglian Water (2024 base sample: 200)	78.0%	<div>78%75%81%73%76%84%77%80%81%75%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	↔	-6%
Dŵr Cymru Welsh Water (2024 base sample: 400)	76.3%	<div>73%78%74%77%74%83%77%77%72%79%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	↑	+7%

Agree charges are affordable	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Hafren Dyfrdwy (2024 base sample: 200)	74.5%	<div><div>74%75%81%75%75%72%69%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-3%
Northumbrian Water (2024 base sample: 200)	78.6%	<div><div>74%83%81%75%74%85%81%85%73%76%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+3%
Severn Trent (2024 base sample: 201)	77.1%	<div><div>77%78%75%77%77%85%80%76%73%72%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-1%
South West Water (2024 base sample: 400)	65.2%	<div><div>61%62%61%57%66%75%67%68%63%68%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+5%
Southern Water (2024 base sample: 200)	73.9%	<div><div>68%77%71%70%78%82%72%74%72%76%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+4%
Thames Water (2024 base sample: 200)	71.2%	<div><div>67%69%69%71%76%76%76%73%65%69%</div><div>15161718192021222324</div><div>Year</div></div>	↑	↔	+5%
United Utilities (2024 base sample: 200)	75.7%	<div><div>76%73%73%74%80%83%74%76%73%77%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+4%
Wessex Water (2024 base sample: 201)	77.7%	<div><div>80%80%78%76%79%87%74%78%72%73%</div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	+1%
Yorkshire Water (2024 base sample: 400)	78.3%	<div><div>79%77%76%76%83%82%79%77%78%76%</div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-2%

Table 34: Affordability of water and sewerage charges – WoCs

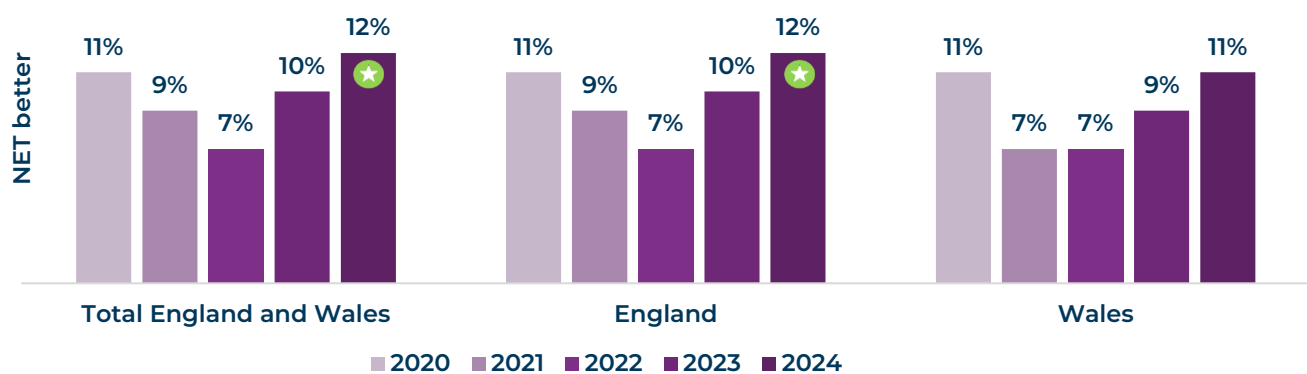
Agree charges are affordable	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	75.4%	<p>74% 74% 74% 73% 77% 82% 76% 76% 72% 74%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	n/a	+1
Total WoCs (2024 base sample: 1,536)	76.0%	<p>77% 73% 75% 71% 79% 83% 75% 77% 74% 74%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	74%	0%
Affinity Water (2024 base sample: 250)	75.2%	<p>75% 71% 76% 65% 78% 82% 74% 80% 75% 73%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-2%
Bristol Water (2024 base sample: 300)	76.8%	<p>74% 66% 77% 78% 80% 81% 79% 78% 76% 76%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	0%
Cambridge Water (2024 base sample: 150)	81.2%	<p>79% 79% 79% 80% 84% 86% 86% 88% 69% 80%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+12%
Essex & Suffolk Water (2024 base sample: 151)	75.1%	<p>73% 66% 72% 69% 81% 86% 77% 78% 77% 70%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-8%
Portsmouth Water (2024 base sample: 150)	77.4%	<p>82% 81% 85% 68% 77% 87% 76% 76% 70% 73%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	+3%
South East Water (2024 base sample: 150)	75.7%	<p>78% 74% 67% 75% 78% 82% 76% 74% 74% 78%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+4%
South Staffs Water (2024 base sample: 151)	74.6%	<p>85% 75% 79% 72% 75% 83% 70% 70% 65% 71%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	+6%
SES Water (2024 base sample: 150)	75.9%	<p>76% 75% 72% 72% 80% 81% 73% 78% 74% 78%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+4%

2.5 Changes in household financial situation

Introduced in 2020, customers were asked a question as to whether their household situation has changed since the previous year. Figure 32 show the net better results and Figure 33 shows the net worse results at national levels. Trend data is shown for the 5-year period.

Figure 32: Changes in household financial situation – net better

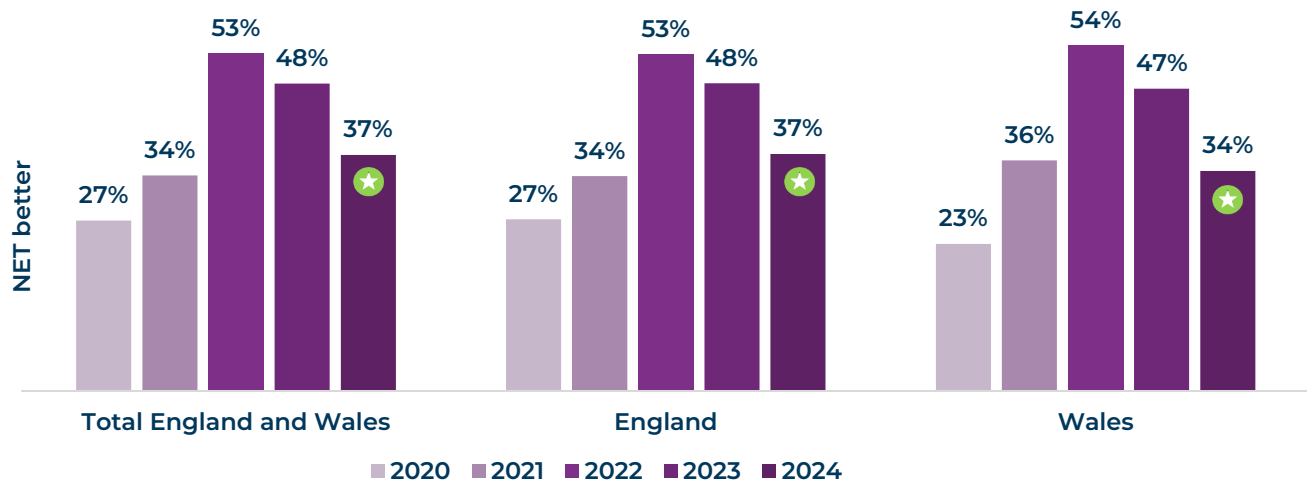
5-year rolling avg. 2020 – 2024	9.5%	9.6%	9.1%
Change since last year	+2%	+2%	+2%
5-year trend	↔	↔	↔



★ Significant difference between 2023-2024 data in England and in Total

Figure 33: Changes in household financial situation – net worse

5-year rolling avg. 2020 – 2024	39.6%	39.7%	38.9%
Change since last year	-11%	-11%	-13%
5-year trend	↔	↔	↔



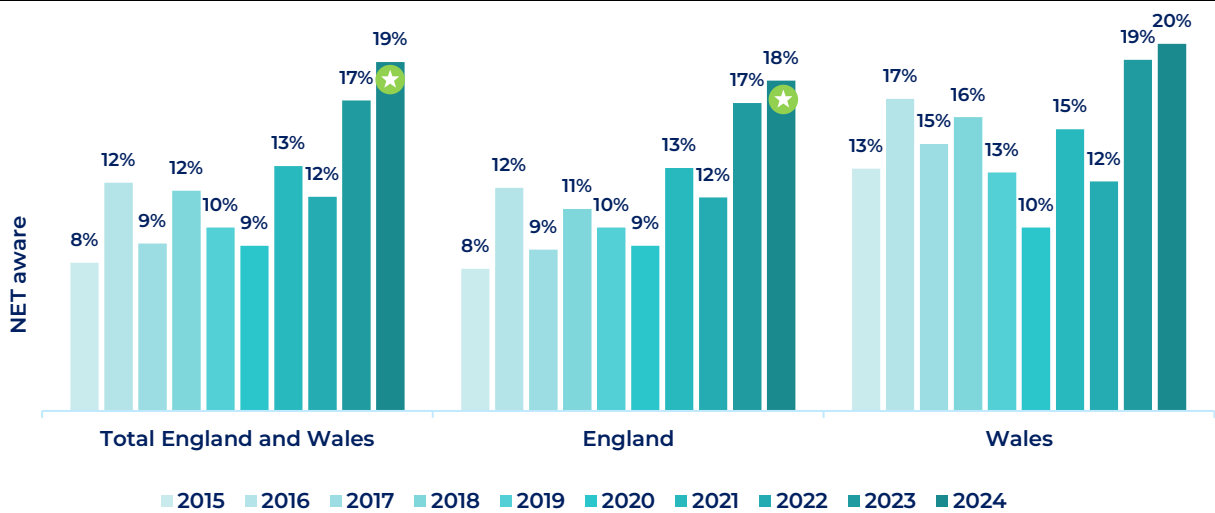
★ Significant difference between 2023-2024 data in England, Wales and in Total

2.6 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 34 shows awareness and take-up across England and Wales, and for each nation over the last ten years. This is followed by Table 35 and Table 36, which show awareness and take-up for WaSCs and for WoCs respectively.

Figure 34: Awareness of WaterSure/WaterSure Wales

10-year rolling avg. 2015 – 2024	12.0%	11.8%	14.8%
Change since last year	+2%	+2%	0%
10-year trend	↑	↑	↔



★ Significant difference between 2023-2024 data in England and in Total

Table 35: Awareness of WaterSure/ WaterSure Wales – WaSCs

Awareness of WaterSure/ WaterSure Wales	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Industry (2024 base sample: 4,254)	12.0%	<table><caption>Industry Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>17%</td><td>19%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	8%	12%	9%	12%	10%	9%	13%	12%	17%	19%	↑	n/a	+2%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	8%	12%	9%	12%	10%	9%	13%	12%	17%	19%																	
Total WaSCs (2024 base sample: 2,718)	12.0%	<table><caption>Total WaSCs Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>17%</td><td>18%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	9%	13%	9%	12%	10%	9%	13%	12%	17%	18%	↑	18%	+1%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	9%	13%	9%	12%	10%	9%	13%	12%	17%	18%																	
Anglian Water (2024 base sample: 200)	15.3%	<table><caption>Anglian Water Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</td><td>13%</td><td>17%</td><td>11%</td><td>15%</td><td>11%</td><td>11%</td><td>17%</td><td>17%</td><td>20%</td><td>23%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	13%	17%	11%	15%	11%	11%	17%	17%	20%	23%	↑	↑	+4%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	13%	17%	11%	15%	11%	11%	17%	17%	20%	23%																	
Dŵr Cymru Welsh Water (2024 base sample: 400)	15.1%	<table><caption>Dŵr Cymru Welsh Water Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>20%</td><td>20%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	13%	18%	15%	17%	14%	10%	15%	13%	20%	20%	↔	↔	+1%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	13%	18%	15%	17%	14%	10%	15%	13%	20%	20%																	
Hafren Dyfrdwy (2024 base sample: 200)	12.1%	<table><caption>Hafren Dyfrdwy Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</td><td>11%</td><td>12%</td><td>13%</td><td>16%</td><td>9%</td><td>14%</td><td>11%</td><td></td><td></td><td></td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	11%	12%	13%	16%	9%	14%	11%				↔	↓	-4%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	11%	12%	13%	16%	9%	14%	11%																				
Northumbrian Water (2024 base sample: 200)	9.9%	<table><caption>Northumbrian Water Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>14%</td><td>15%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	9%	12%	6%	8%	10%	6%	11%	9%	14%	15%	↔	↔	+2%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	9%	12%	6%	8%	10%	6%	11%	9%	14%	15%																	
Severn Trent (2024 base sample: 201)	11.3%	<table><caption>Severn Trent Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>16%</td><td>24%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	7%	10%	7%	10%	10%	7%	10%	14%	16%	24%	↑	↑	+8%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	7%	10%	7%	10%	10%	7%	10%	14%	16%	24%																	
South West Water (2024 base sample: 400)	17.4%	<table><caption>South West Water Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>20%</td><td>19%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	17%	20%	18%	17%	19%	15%	15%	17%	20%	19%	↔	↔	0%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	17%	20%	18%	17%	19%	15%	15%	17%	20%	19%																	
Southern Water (2024 base sample: 200)	13.1%	<table><caption>Southern Water Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>18%</td><td>23%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	10%	14%	10%	14%	11%	10%	13%	12%	18%	23%	↑	↔	+4%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	10%	14%	10%	14%	11%	10%	13%	12%	18%	23%																	
Thames Water (2024 base sample: 200)	12.7%	<table><caption>Thames Water Awareness Trend (2015-2024)</caption><tr><th>Year</th><th>2015</th><th>2016</th><th>2017</th><th>2018</th><th>2019</th><th>2020</th><th>2021</th><th>2022</th><th>2023</th><th>2024</th></tr><tr><td>Awareness (%)</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><td>18%</td><td>15%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Awareness (%)	8%	15%	9%	14%	11%	10%	18%	11%	18%	15%	↑	↔	-3%
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024																	
Awareness (%)	8%	15%	9%	14%	11%	10%	18%	11%	18%	15%																	

Awareness of WaterSure/ WaterSure Wales	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
United Utilities (2024 base sample: 200)	8.9%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>7%</td><td>7%</td><td>6%</td><td>8%</td><td>7%</td><td>8%</td><td>12%</td><td>9%</td><td>14%</td><td>13%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	7%	7%	6%	8%	7%	8%	12%	9%	14%	13%	↑	↓	-1%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	7%	7%	6%	8%	7%	8%	12%	9%	14%	13%																	
Wessex Water (2024 base sample: 201)	11.3%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>6%</td><td>14%</td><td>8%</td><td>9%</td><td>8%</td><td>6%</td><td>10%</td><td>16%</td><td>19%</td><td>19%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	6%	14%	8%	9%	8%	6%	10%	16%	19%	19%	↑	↔	0%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	6%	14%	8%	9%	8%	6%	10%	16%	19%	19%																	
Yorkshire Water (2024 base sample: 400)	10.6%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>5%</td><td>11%</td><td>8%</td><td>11%</td><td>7%</td><td>9%</td><td>11%</td><td>9%</td><td>20%</td><td>16%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	5%	11%	8%	11%	7%	9%	11%	9%	20%	16%	↑	↔	-3%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	5%	11%	8%	11%	7%	9%	11%	9%	20%	16%																	

Table 36: Awareness of WaterSure – WoCs

Awareness of WaterSure	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2024 base sample: 4,254)	12.0%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</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><td>17%</td><td>19%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	8%	12%	9%	12%	10%	9%	13%	12%	17%	19%	↑	n/a	+2%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	8%	12%	9%	12%	10%	9%	13%	12%	17%	19%																	
Total WoCs (2024 base sample: 1,536)	11.6%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>6%</td><td>12%</td><td>10%</td><td>10%</td><td>11%</td><td>11%</td><td>13%</td><td>11%</td><td>16%</td><td>20%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	6%	12%	10%	10%	11%	11%	13%	11%	16%	20%	↑	20%	+4%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	6%	12%	10%	10%	11%	11%	13%	11%	16%	20%																	
Affinity Water (2024 base sample: 250)	11.7%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>6%</td><td>13%</td><td>11%</td><td>12%</td><td>12%</td><td>9%</td><td>12%</td><td>9%</td><td>15%</td><td>19%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	6%	13%	11%	12%	12%	9%	12%	9%	15%	19%	↑	↔	+4%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	6%	13%	11%	12%	12%	9%	12%	9%	15%	19%																	
Bristol Water (2024 base sample: 300)	11.5%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>8%</td><td>11%</td><td>7%</td><td>13%</td><td>9%</td><td>10%</td><td>12%</td><td>13%</td><td>16%</td><td>18%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	8%	11%	7%	13%	9%	10%	12%	13%	16%	18%	↑	↔	+2%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	8%	11%	7%	13%	9%	10%	12%	13%	16%	18%																	
Cambridge Water (2024 base sample: 150)	11.7%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>9%</td><td>12%</td><td>8%</td><td>16%</td><td>9%</td><td>10%</td><td>13%</td><td>12%</td><td>13%</td><td>17%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	9%	12%	8%	16%	9%	10%	13%	12%	13%	17%	↑	↔	+3%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	9%	12%	8%	16%	9%	10%	13%	12%	13%	17%																	
Essex & Suffolk Water (2024 base sample: 151)	12.7%	<table><tr><th>Year</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Value</td><td>7%</td><td>12%</td><td>6%</td><td>11%</td><td>13%</td><td>13%</td><td>17%</td><td>14%</td><td>19%</td><td>18%</td></tr></table>	Year	15	16	17	18	19	20	21	22	23	24	Value	7%	12%	6%	11%	13%	13%	17%	14%	19%	18%	↑	↔	-1%
Year	15	16	17	18	19	20	21	22	23	24																	
Value	7%	12%	6%	11%	13%	13%	17%	14%	19%	18%																	

Awareness of WaterSure	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Portsmouth Water (2024 base sample: 150)	10.6%	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>15</td><td>6%</td></tr><tr><td>16</td><td>10%</td></tr><tr><td>17</td><td>9%</td></tr><tr><td>18</td><td>8%</td></tr><tr><td>19</td><td>9%</td></tr><tr><td>20</td><td>8%</td></tr><tr><td>21</td><td>12%</td></tr><tr><td>22</td><td>13%</td></tr><tr><td>23</td><td>12%</td></tr><tr><td>24</td><td>21%</td></tr></table>	Year	Awareness (%)	15	6%	16	10%	17	9%	18	8%	19	9%	20	8%	21	12%	22	13%	23	12%	24	21%	↑	↔	+9%
Year	Awareness (%)																										
15	6%																										
16	10%																										
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19	9%																										
20	8%																										
21	12%																										
22	13%																										
23	12%																										
24	21%																										
South East Water (2024 base sample: 150)	11.0%	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>15</td><td>2%</td></tr><tr><td>16</td><td>13%</td></tr><tr><td>17</td><td>11%</td></tr><tr><td>18</td><td>6%</td></tr><tr><td>19</td><td>10%</td></tr><tr><td>20</td><td>11%</td></tr><tr><td>21</td><td>10%</td></tr><tr><td>22</td><td>9%</td></tr><tr><td>23</td><td>19%</td></tr><tr><td>24</td><td>20%</td></tr></table>	Year	Awareness (%)	15	2%	16	13%	17	11%	18	6%	19	10%	20	11%	21	10%	22	9%	23	19%	24	20%	↑	↔	+1%
Year	Awareness (%)																										
15	2%																										
16	13%																										
17	11%																										
18	6%																										
19	10%																										
20	11%																										
21	10%																										
22	9%																										
23	19%																										
24	20%																										
South Staffs Water (2024 base sample: 151)	11.3%	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>15</td><td>3%</td></tr><tr><td>16</td><td>8%</td></tr><tr><td>17</td><td>10%</td></tr><tr><td>18</td><td>11%</td></tr><tr><td>19</td><td>14%</td></tr><tr><td>20</td><td>11%</td></tr><tr><td>21</td><td>16%</td></tr><tr><td>22</td><td>8%</td></tr><tr><td>23</td><td>9%</td></tr><tr><td>24</td><td>24%</td></tr></table>	Year	Awareness (%)	15	3%	16	8%	17	10%	18	11%	19	14%	20	11%	21	16%	22	8%	23	9%	24	24%	↑	↔	+15%
Year	Awareness (%)																										
15	3%																										
16	8%																										
17	10%																										
18	11%																										
19	14%																										
20	11%																										
21	16%																										
22	8%																										
23	9%																										
24	24%																										
SES Water (2024 base sample: 150)	11.2%	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>15</td><td>12%</td></tr><tr><td>16</td><td>7%</td></tr><tr><td>17</td><td>14%</td></tr><tr><td>18</td><td>8%</td></tr><tr><td>19</td><td>11%</td></tr><tr><td>20</td><td>9%</td></tr><tr><td>21</td><td>11%</td></tr><tr><td>22</td><td>9%</td></tr><tr><td>23</td><td>13%</td></tr><tr><td>24</td><td>20%</td></tr></table>	Year	Awareness (%)	15	12%	16	7%	17	14%	18	8%	19	11%	20	9%	21	11%	22	9%	23	13%	24	20%	↔	↔	+7%
Year	Awareness (%)																										
15	12%																										
16	7%																										
17	14%																										
18	8%																										
19	11%																										
20	9%																										
21	11%																										
22	9%																										
23	13%																										
24	20%																										

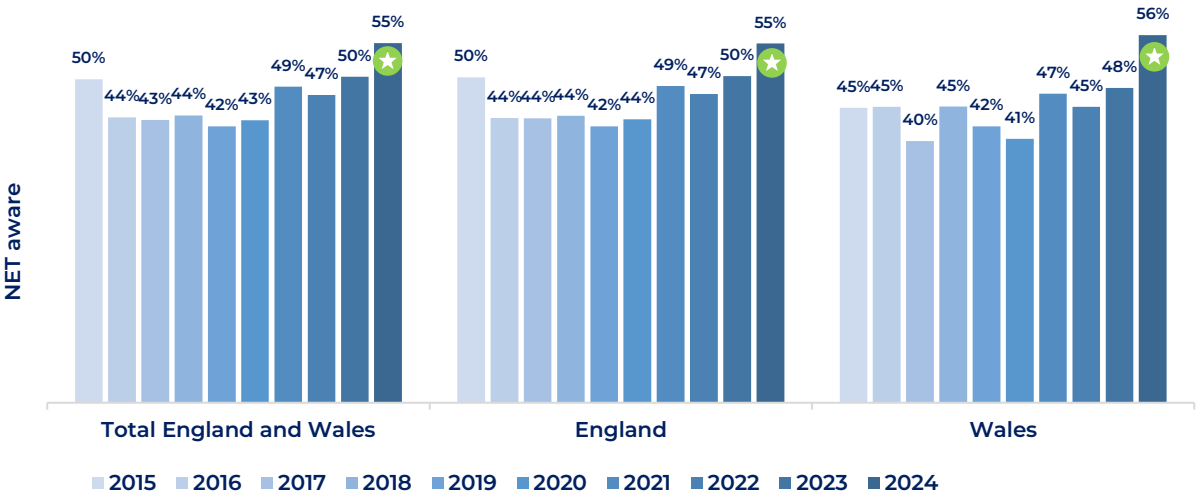
2.7 Awareness of Priority Services

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.

Figure 35 shows national level awareness and trends over the last ten years. This is followed by awareness for each WaSC in Table 37, and for each WoC in Table 38.

Figure 35: Awareness of Priority Services

10-year rolling avg. 2015 – 2024	46.8%	46.8%	45.6%
Change since last year	+5%	+5%	+8%
10-year trend	↔	↔	↔



★ Significant difference between 2023-2024 data in England, Wales and in Total

Table 37: Awareness of Priority Services – WaSCs

Awareness of Priority services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	46.8%	<div>50%44%43%44%42%43%49%47%50%55%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	n/a	+5%
Total WaSCs (2024 base sample: 2,718)	46.7%	<div>49%44%43%44%42%42%49%48%49%56%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	56%	+6%
Anglian Water (2024 base sample: 200)	49.3%	<div>54%45%46%47%41%42%53%54%51%58%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	↔	+7%
Dŵr Cymru Welsh Water (2024 base sample: 400)	45.7%	<div>45%46%40%46%43%40%47%46%49%57%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	↔	+8%
Hafren Dyfrdwy (2024 base sample: 200)	44.8%	<div>43%42%44%49%45%40%52%</div> <div>15 16 17 18 19 20 21 22 23 24</div> <div>Year</div>	↔	↔	+13%

Awareness of Priority services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Northumbrian Water (2024 base sample: 200)	46.1%	<div><div>50%44%42%45%41%42%51%44%44%59%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+15%</td>	↔	↔	+15%
Severn Trent (2024 base sample: 201)	47.5%	<div><div>51%48%46%41%47%38%48%50%51%55%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+4%</td>	↔	↔	+4%
South West Water (2024 base sample: 400)	51.4%	<div><div>59%45%52%48%44%44%55%51%51%62%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↑</td> <td>+12%</td>	↔	↑	+12%
Southern Water (2024 base sample: 200)	44.7%	<div><div>52%39%43%42%39%37%46%46%48%57%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+8%</td>	↔	↔	+8%
Thames Water (2024 base sample: 200)	41.7%	<div><div>41%37%37%41%35%43%49%39%47%49%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↑</td> <td>↔</td> <td>+2%</td>	↑	↔	+2%
United Utilities (2024 base sample: 200)	49.2%	<div><div>51%45%46%43%49%49%51%51%51%57%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↑</td> <td>↔</td> <td>+5%</td>	↑	↔	+5%
Wessex Water (2024 base sample: 201)	49.4%	<div><div>57%47%43%49%43%44%49%53%57%55%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>-1%</td>	↔	↔	-1%
Yorkshire Water (2024 base sample: 400)	47.7%	<div><div>47%48%45%47%42%43%47%51%50%59%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+9%</td>	↔	↔	+9%

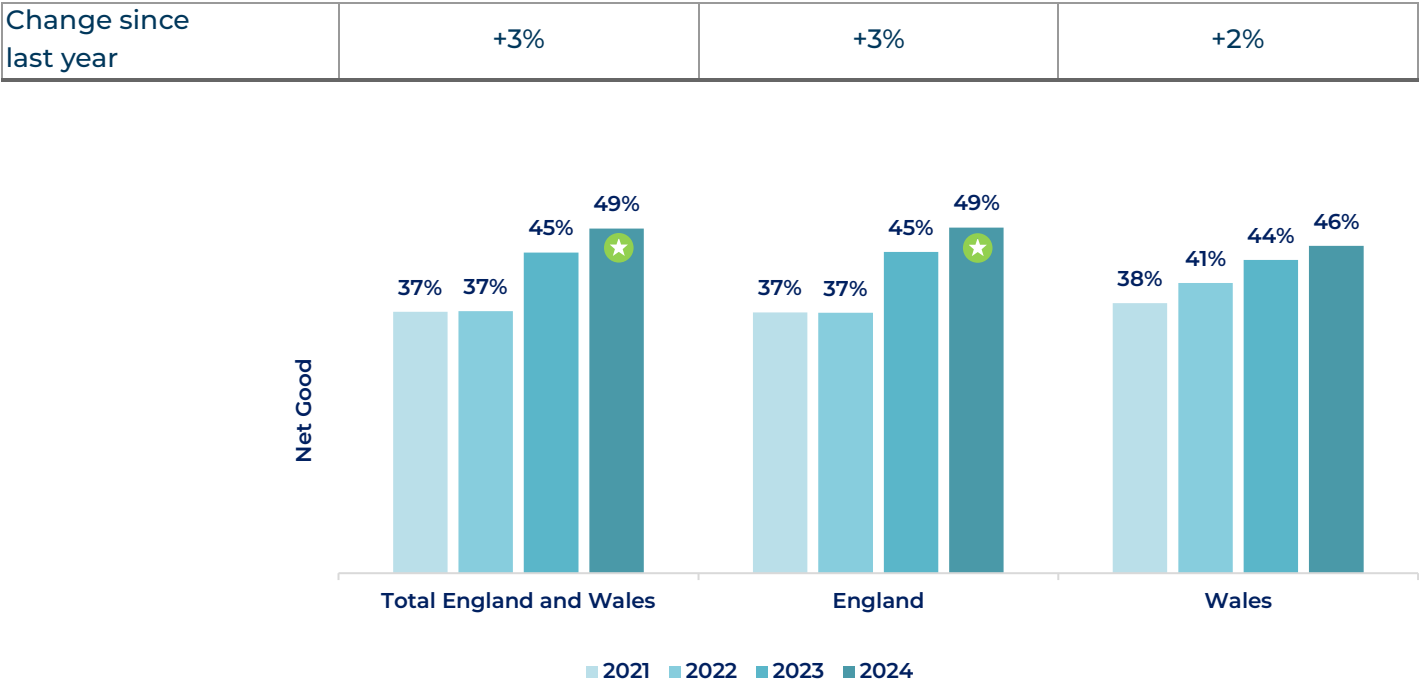
Table 38: Awareness of Priority Services – WoCs

Awareness of Priority services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	46.8%	<div><div>50%44%43%44%42%43%49%47%50%55%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>n/a</td> <td>+5%</td>	↔	n/a	+5%
Total WoCs (2024 base sample: 1,536)	47.0%	<div><div>52%43%44%46%43%47%45%45%52%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>53%</td> <td>+1%</td>	↔	53%	+1%
Affinity Water (2024 base sample: 250)	43.0%	<div><div>49%38%41%41%40%44%40%41%46%51%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+5%</td>	↔	↔	+5%
Bristol Water (2024 base sample: 300)	53.2%	<div><div>53%52%48%52%44%55%57%54%56%61%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↑</td> <td>↔</td> <td>+5%</td>	↑	↔	+5%
Cambridge Water (2024 base sample: 150)	49.2%	<div><div>59%52%43%46%54%43%46%44%52%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>0%</td>	↔	↔	0%
Essex & Suffolk Water (2024 base sample: 151)	49.2%	<div><div>54%44%48%49%49%50%45%45%58%50%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>-8%</td>	↔	↔	-8%
Portsmouth Water (2024 base sample: 150)	51.2%	<div><div>54%49%51%51%48%47%56%51%45%61%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+16%</td>	↔	↔	+16%
South East Water (2024 base sample: 150)	47.8%	<div><div>52%42%41%50%40%49%40%48%61%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>-7%</td>	↔	↔	-7%
South Staffs Water (2024 base sample: 151)	45.0%	<div><div>56%41%41%44%37%39%50%43%45%55%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>+10%</td>	↔	↔	+10%
SES Water (2024 base sample: 150)	42.9%	<div><div>46%42%44%36%42%42%39%36%57%45%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div></div> <td>↔</td> <td>↔</td> <td>-11%</td>	↔	↔	-11%

2.8 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 36 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 39 and Table 40, which show awareness for each WaSC and for each WoC respectively.

Figure 36: Awareness of water companies' offer of reduced bills



★ Significant difference between 2023-2024 data in England and in Total

Table 39: Awareness of water companies' offer of reduced bills – WaSCs

Awareness of offer of reduced bills – net 'Yes'	Four year average	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	<div><div>37%37%45%49%</div><div>21222324</div><div>Year</div></div>	n/a	+3%
Total WaSCs (2024 base sample: 2,718)	<div><div>36%37%45%48%</div><div>21222324</div><div>Year</div></div>	48%	+2%

Awareness of offer of reduced bills – net ‘Yes’	Four year average	Company average vs WaSC average	Change since last year										
Anglian Water (2024 base sample: 200)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>44%</td></tr><tr><td>22</td><td>40%</td></tr><tr><td>23</td><td>45%</td></tr><tr><td>24</td><td>53%</td></tr></table>	Year	Awareness (%)	21	44%	22	40%	23	45%	24	53%	↔	+8%
Year	Awareness (%)												
21	44%												
22	40%												
23	45%												
24	53%												
Dŵr Cymru Welsh Water (2024 base sample: 400)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>38%</td></tr><tr><td>22</td><td>42%</td></tr><tr><td>23</td><td>45%</td></tr><tr><td>24</td><td>47%</td></tr></table>	Year	Awareness (%)	21	38%	22	42%	23	45%	24	47%	↔	+2%
Year	Awareness (%)												
21	38%												
22	42%												
23	45%												
24	47%												
Hafren Dyfrdwy (2024 base sample: 200)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>37%</td></tr><tr><td>22</td><td>33%</td></tr><tr><td>23</td><td>40%</td></tr><tr><td>24</td><td>38%</td></tr></table>	Year	Awareness (%)	21	37%	22	33%	23	40%	24	38%	↓	-2%
Year	Awareness (%)												
21	37%												
22	33%												
23	40%												
24	38%												
Northumbrian Water (2024 base sample: 200)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>34%</td></tr><tr><td>22</td><td>38%</td></tr><tr><td>23</td><td>39%</td></tr><tr><td>24</td><td>45%</td></tr></table>	Year	Awareness (%)	21	34%	22	38%	23	39%	24	45%	↔	+6%
Year	Awareness (%)												
21	34%												
22	38%												
23	39%												
24	45%												
Severn Trent (2024 base sample: 201)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>36%</td></tr><tr><td>22</td><td>40%</td></tr><tr><td>23</td><td>51%</td></tr><tr><td>24</td><td>57%</td></tr></table>	Year	Awareness (%)	21	36%	22	40%	23	51%	24	57%	↑	+6%
Year	Awareness (%)												
21	36%												
22	40%												
23	51%												
24	57%												
South West Water (2024 base sample: 400)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>44%</td></tr><tr><td>22</td><td>42%</td></tr><tr><td>23</td><td>46%</td></tr><tr><td>24</td><td>49%</td></tr></table>	Year	Awareness (%)	21	44%	22	42%	23	46%	24	49%	↔	+3%
Year	Awareness (%)												
21	44%												
22	42%												
23	46%												
24	49%												
Southern Water (2024 base sample: 200)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>34%</td></tr><tr><td>22</td><td>34%</td></tr><tr><td>23</td><td>46%</td></tr><tr><td>24</td><td>51%</td></tr></table>	Year	Awareness (%)	21	34%	22	34%	23	46%	24	51%	↔	+6%
Year	Awareness (%)												
21	34%												
22	34%												
23	46%												
24	51%												
Thames Water (2024 base sample: 200)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>34%</td></tr><tr><td>22</td><td>37%</td></tr><tr><td>23</td><td>50%</td></tr><tr><td>24</td><td>43%</td></tr></table>	Year	Awareness (%)	21	34%	22	37%	23	50%	24	43%	↔	-7%
Year	Awareness (%)												
21	34%												
22	37%												
23	50%												
24	43%												
United Utilities (2024 base sample: 200)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>35%</td></tr><tr><td>22</td><td>32%</td></tr><tr><td>23</td><td>39%</td></tr><tr><td>24</td><td>43%</td></tr></table>	Year	Awareness (%)	21	35%	22	32%	23	39%	24	43%	↓	+4%
Year	Awareness (%)												
21	35%												
22	32%												
23	39%												
24	43%												
Wessex Water (2024 base sample: 201)	<table><tr><th>Year</th><th>Awareness (%)</th></tr><tr><td>21</td><td>41%</td></tr><tr><td>22</td><td>50%</td></tr><tr><td>23</td><td>52%</td></tr><tr><td>24</td><td>50%</td></tr></table>	Year	Awareness (%)	21	41%	22	50%	23	52%	24	50%	↔	-1%
Year	Awareness (%)												
21	41%												
22	50%												
23	52%												
24	50%												

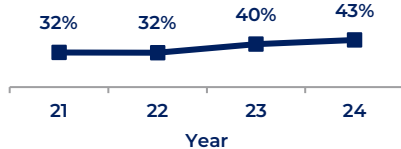
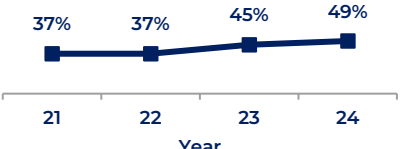
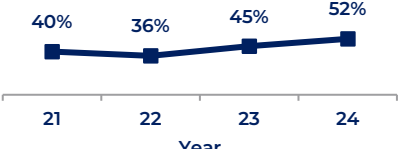
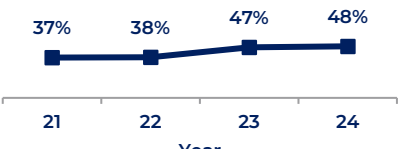
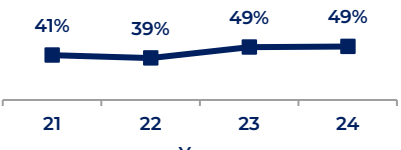
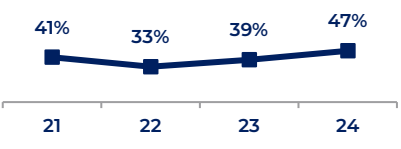
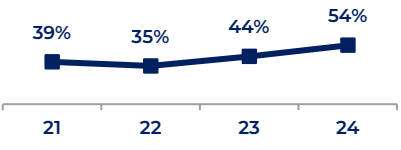
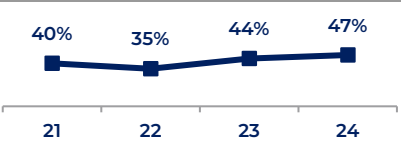
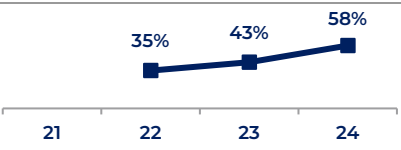
Awareness of offer of reduced bills – net 'Yes'	Four year average	Company average vs WaSC average	Change since last year										
Yorkshire Water (2024 base sample: 400)	 <table><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>21</td><td>32%</td></tr><tr><td>22</td><td>32%</td></tr><tr><td>23</td><td>40%</td></tr><tr><td>24</td><td>43%</td></tr></tbody></table>	Year	Awareness (%)	21	32%	22	32%	23	40%	24	43%	↔	+4%
Year	Awareness (%)												
21	32%												
22	32%												
23	40%												
24	43%												

Table 40: Awareness of company specific social tariff schemes – WoCs

Awareness of offer of reduced bills – net 'Yes'	Four year average	Company average vs WoC average	Change since last year										
Industry (2024 base sample: 4,254)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>37%</td><td>37%</td><td>45%</td><td>49%</td></tr></table>	Year	21	22	23	24	Awareness (%)	37%	37%	45%	49%	n/a	+3%
Year	21	22	23	24									
Awareness (%)	37%	37%	45%	49%									
Total WoCs (2024 base sample: 1,536)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>40%</td><td>36%</td><td>45%</td><td>52%</td></tr></table>	Year	21	22	23	24	Awareness (%)	40%	36%	45%	52%	52%	+7%
Year	21	22	23	24									
Awareness (%)	40%	36%	45%	52%									
Affinity Water (2024 base sample: 250)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>37%</td><td>38%</td><td>47%</td><td>48%</td></tr></table>	Year	21	22	23	24	Awareness (%)	37%	38%	47%	48%	↔	+1%
Year	21	22	23	24									
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Bristol Water (2024 base sample: 300)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>41%</td><td>39%</td><td>49%</td><td>49%</td></tr></table>	Year	21	22	23	24	Awareness (%)	41%	39%	49%	49%	↔	+1%
Year	21	22	23	24									
Awareness (%)	41%	39%	49%	49%									
Cambridge Water (2024 base sample: 150)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>41%</td><td>33%</td><td>39%</td><td>47%</td></tr></table>	Year	21	22	23	24	Awareness (%)	41%	33%	39%	47%	↔	+8%
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Awareness (%)	41%	33%	39%	47%									
Essex & Suffolk Water (2024 base sample: 151)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>39%</td><td>35%</td><td>44%</td><td>54%</td></tr></table>	Year	21	22	23	24	Awareness (%)	39%	35%	44%	54%	↔	+10%
Year	21	22	23	24									
Awareness (%)	39%	35%	44%	54%									
Portsmouth Water (2024 base sample: 150)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td>40%</td><td>35%</td><td>44%</td><td>47%</td></tr></table>	Year	21	22	23	24	Awareness (%)	40%	35%	44%	47%	↔	+3%
Year	21	22	23	24									
Awareness (%)	40%	35%	44%	47%									
South East Water (2024 base sample: 150)	 <table><tr><th>Year</th><th>21</th><th>22</th><th>23</th><th>24</th></tr><tr><td>Awareness (%)</td><td></td><td>35%</td><td>43%</td><td>58%</td></tr></table>	Year	21	22	23	24	Awareness (%)		35%	43%	58%	↔	+15%
Year	21	22	23	24									
Awareness (%)		35%	43%	58%									

Awareness of offer of reduced bills – net 'Yes'	Four year average	Company average vs WoC average	Change since last year
South Staffs Water (2024 base sample: 151)		↔	+10%
SES Water (2024 base sample: 150)		↔	+3%

2.9 Awareness of free water meter trial schemes

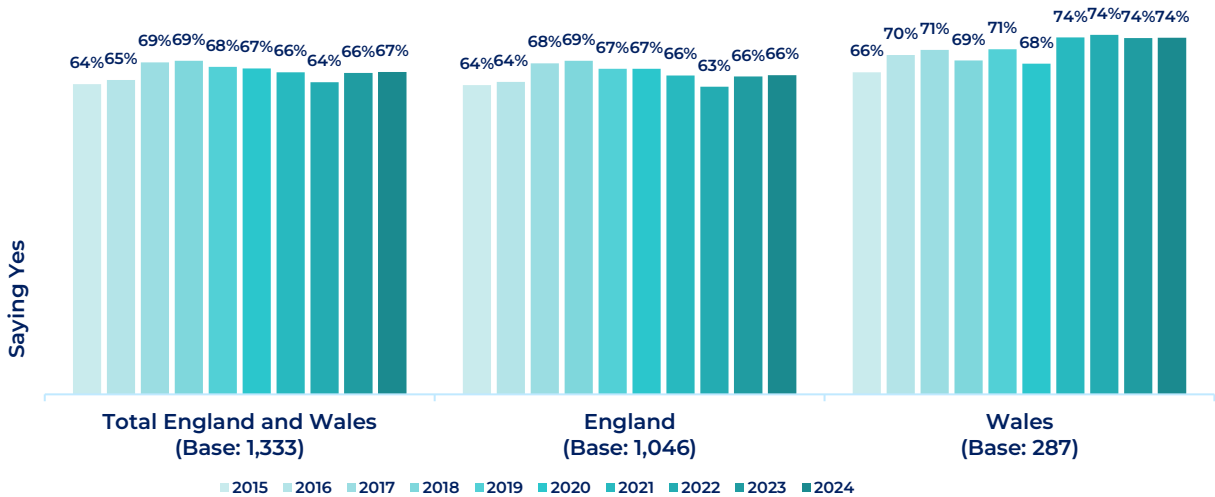
Unless they live in a water company area where universal metering schemes are in place, customers who do not have a water meter at their property can ask their water company to fit a water meter. This would be at no cost to the customer provided the installation is fairly straightforward.

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 37 shows awareness and trends at national levels, and Table 41 and Table 42 show this for WaSCs and WoCs respectively.

Figure 37: Awareness that water meters can be fitted free of charge – unmetered customers

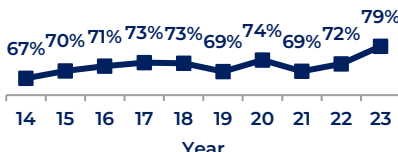
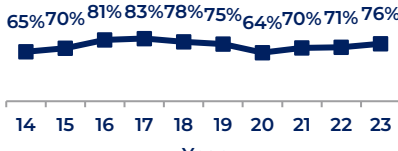
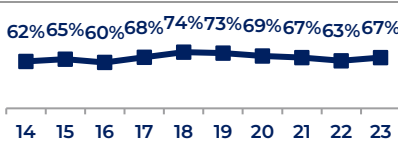
10-year rolling avg. 2015 – 2024	66.4%	66.0%	71.0%
Change since last year	0%	0%	0%
10-year trend	↔	↔	↑



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

Awareness that water meters can be fitted free of charge	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Industry (2024 base sample: 1,333)	66.4%	<table><caption>Industry Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>64%</td></tr><tr><td>15</td><td>65%</td></tr><tr><td>16</td><td>69%</td></tr><tr><td>17</td><td>69%</td></tr><tr><td>18</td><td>68%</td></tr><tr><td>19</td><td>67%</td></tr><tr><td>20</td><td>66%</td></tr><tr><td>21</td><td>64%</td></tr><tr><td>22</td><td>66%</td></tr><tr><td>23</td><td>67%</td></tr></tbody></table>	Year	Awareness (%)	14	64%	15	65%	16	69%	17	69%	18	68%	19	67%	20	66%	21	64%	22	66%	23	67%	↔	n/a	0%
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Total WaSCs (2024 base sample: 951)	65.8%	<table><caption>Total WaSCs Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>64%</td></tr><tr><td>15</td><td>65%</td></tr><tr><td>16</td><td>69%</td></tr><tr><td>17</td><td>68%</td></tr><tr><td>18</td><td>67%</td></tr><tr><td>19</td><td>66%</td></tr><tr><td>20</td><td>66%</td></tr><tr><td>21</td><td>64%</td></tr><tr><td>22</td><td>66%</td></tr><tr><td>23</td><td>66%</td></tr></tbody></table>	Year	Awareness (%)	14	64%	15	65%	16	69%	17	68%	18	67%	19	66%	20	66%	21	64%	22	66%	23	66%	↔	66%	0%
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23	66%																										
Anglian Water (2024 base sample: 30)	67.3%	<table><caption>Anglian Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>70%</td></tr><tr><td>15</td><td>67%</td></tr><tr><td>16</td><td>70%</td></tr><tr><td>17</td><td>70%</td></tr><tr><td>18</td><td>71%</td></tr><tr><td>19</td><td>71%</td></tr><tr><td>20</td><td>69%</td></tr><tr><td>21</td><td>64%</td></tr><tr><td>22</td><td>56%</td></tr><tr><td>23</td><td>57%</td></tr></tbody></table>	Year	Awareness (%)	14	70%	15	67%	16	70%	17	70%	18	71%	19	71%	20	69%	21	64%	22	56%	23	57%	↔	↔	+1%
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Dŵr Cymru Welsh Water (2024 base sample: 200)	71.2%	<table><caption>Dŵr Cymru Welsh Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>67%</td></tr><tr><td>15</td><td>70%</td></tr><tr><td>16</td><td>71%</td></tr><tr><td>17</td><td>69%</td></tr><tr><td>18</td><td>72%</td></tr><tr><td>19</td><td>68%</td></tr><tr><td>20</td><td>74%</td></tr><tr><td>21</td><td>75%</td></tr><tr><td>22</td><td>74%</td></tr><tr><td>23</td><td>74%</td></tr></tbody></table>	Year	Awareness (%)	14	67%	15	70%	16	71%	17	69%	18	72%	19	68%	20	74%	21	75%	22	74%	23	74%	↑	↑	0%
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Hafren Dyfrdwy (2024 base sample: 87)	69.4%	<table><caption>Hafren Dyfrdwy Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>69%</td></tr><tr><td>15</td><td>64%</td></tr><tr><td>16</td><td>77%</td></tr><tr><td>17</td><td>72%</td></tr><tr><td>18</td><td>63%</td></tr><tr><td>19</td><td>73%</td></tr><tr><td>20</td><td>67%</td></tr><tr><td>21</td><td>73%</td></tr><tr><td>22</td><td>67%</td></tr><tr><td>23</td><td>67%</td></tr></tbody></table>	Year	Awareness (%)	14	69%	15	64%	16	77%	17	72%	18	63%	19	73%	20	67%	21	73%	22	67%	23	67%	↔	↔	-6%
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Northumbrian Water (2024 base sample: 94)	65.0%	<table><caption>Northumbrian Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>60%</td></tr><tr><td>15</td><td>69%</td></tr><tr><td>16</td><td>69%</td></tr><tr><td>17</td><td>65%</td></tr><tr><td>18</td><td>64%</td></tr><tr><td>19</td><td>61%</td></tr><tr><td>20</td><td>67%</td></tr><tr><td>21</td><td>68%</td></tr><tr><td>22</td><td>64%</td></tr><tr><td>23</td><td>63%</td></tr></tbody></table>	Year	Awareness (%)	14	60%	15	69%	16	69%	17	65%	18	64%	19	61%	20	67%	21	68%	22	64%	23	63%	↔	↔	-1%
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Severn Trent (2024 base sample: 84)	63.6%	<table><caption>Severn Trent Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>63%</td></tr><tr><td>15</td><td>59%</td></tr><tr><td>16</td><td>67%</td></tr><tr><td>17</td><td>63%</td></tr><tr><td>18</td><td>68%</td></tr><tr><td>19</td><td>62%</td></tr><tr><td>20</td><td>61%</td></tr><tr><td>21</td><td>66%</td></tr><tr><td>22</td><td>68%</td></tr><tr><td>23</td><td>62%</td></tr></tbody></table>	Year	Awareness (%)	14	63%	15	59%	16	67%	17	63%	18	68%	19	62%	20	61%	21	66%	22	68%	23	62%	↔	↔	-6%
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South West Water (2024 base sample: 107)	78.4%	<table><caption>South West Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>88%</td></tr><tr><td>15</td><td>75%</td></tr><tr><td>16</td><td>82%</td></tr><tr><td>17</td><td>83%</td></tr><tr><td>18</td><td>69%</td></tr><tr><td>19</td><td>77%</td></tr><tr><td>20</td><td>81%</td></tr><tr><td>21</td><td>76%</td></tr><tr><td>22</td><td>69%</td></tr><tr><td>23</td><td>82%</td></tr></tbody></table>	Year	Awareness (%)	14	88%	15	75%	16	82%	17	83%	18	69%	19	77%	20	81%	21	76%	22	69%	23	82%	↓	↑	+13%
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21	76%																										
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Thames Water (2024 base sample: 80)	55.2%	<table><caption>Thames Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>58%</td></tr><tr><td>15</td><td>60%</td></tr><tr><td>16</td><td>66%</td></tr><tr><td>17</td><td>63%</td></tr><tr><td>18</td><td>47%</td></tr><tr><td>19</td><td>54%</td></tr><tr><td>20</td><td>50%</td></tr><tr><td>21</td><td>47%</td></tr><tr><td>22</td><td>54%</td></tr><tr><td>23</td><td>51%</td></tr></tbody></table>	Year	Awareness (%)	14	58%	15	60%	16	66%	17	63%	18	47%	19	54%	20	50%	21	47%	22	54%	23	51%	↓	↓	-3%
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Awareness that water meters can be fitted free of charge	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
United Utilities (2024 base sample: 93)	71.5%	 <table><caption>United Utilities Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>67%</td></tr><tr><td>15</td><td>70%</td></tr><tr><td>16</td><td>71%</td></tr><tr><td>17</td><td>73%</td></tr><tr><td>18</td><td>73%</td></tr><tr><td>19</td><td>69%</td></tr><tr><td>20</td><td>74%</td></tr><tr><td>21</td><td>69%</td></tr><tr><td>22</td><td>72%</td></tr><tr><td>23</td><td>79%</td></tr></tbody></table>	Year	Awareness (%)	14	67%	15	70%	16	71%	17	73%	18	73%	19	69%	20	74%	21	69%	22	72%	23	79%	↑	↑	+7%
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Wessex Water (2024 base sample: 70)	73.3%	 <table><caption>Wessex Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>65%</td></tr><tr><td>15</td><td>70%</td></tr><tr><td>16</td><td>81%</td></tr><tr><td>17</td><td>83%</td></tr><tr><td>18</td><td>78%</td></tr><tr><td>19</td><td>75%</td></tr><tr><td>20</td><td>64%</td></tr><tr><td>21</td><td>70%</td></tr><tr><td>22</td><td>71%</td></tr><tr><td>23</td><td>76%</td></tr></tbody></table>	Year	Awareness (%)	14	65%	15	70%	16	81%	17	83%	18	78%	19	75%	20	64%	21	70%	22	71%	23	76%	↔	↑	+4%
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22	71%																										
23	76%																										
Yorkshire Water (2024 base sample: 133)	66.7%	 <table><caption>Yorkshire Water Awareness Data (2014-2023)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><tr><td>14</td><td>62%</td></tr><tr><td>15</td><td>65%</td></tr><tr><td>16</td><td>60%</td></tr><tr><td>17</td><td>68%</td></tr><tr><td>18</td><td>74%</td></tr><tr><td>19</td><td>73%</td></tr><tr><td>20</td><td>69%</td></tr><tr><td>21</td><td>67%</td></tr><tr><td>22</td><td>63%</td></tr><tr><td>23</td><td>67%</td></tr></tbody></table>	Year	Awareness (%)	14	62%	15	65%	16	60%	17	68%	18	74%	19	73%	20	69%	21	67%	22	63%	23	67%	↔	↔	+4%
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Footnote: Customers of Southern Water and some of Thames Water were not asked this question because of their company's universal metering scheme.

Table 42: Awareness that water meters can be fitted free of charge – unmetered customers -WoCs

Awareness that water meters can be fitted free of charge	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2024 base sample: 1,333)	66.4%	<table><caption>Industry Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>66%</td></tr><tr><td>24</td><td>67%</td></tr></tbody></table>	Year	Awareness (%)	15	64%	16	65%	17	69%	18	69%	19	68%	20	67%	21	66%	22	64%	23	66%	24	67%	↔	n/a	0%
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Total WoCs (2024 base sample: 382)	69.5%	<table><caption>Total WoCs Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>71%</td></tr><tr><td>24</td><td>72%</td></tr></tbody></table>	Year	Awareness (%)	15	65%	16	64%	17	69%	18	74%	19	71%	20	75%	21	71%	22	69%	23	71%	24	72%	↔	72%	+2%
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Bristol Water (2024 base sample: 98)	73.3%	<table><caption>Bristol Water Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>66%</td></tr><tr><td>24</td><td>79%</td></tr></tbody></table>	Year	Awareness (%)	15	70%	16	68%	17	70%	18	72%	19	77%	20	81%	21	78%	22	75%	23	66%	24	79%	↔	↔	+13%
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Cambridge Water (2024 base sample: 40)	69.6%	<table><caption>Cambridge Water Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>68%</td></tr><tr><td>24</td><td>68%</td></tr></tbody></table>	Year	Awareness (%)	15	69%	16	67%	17	61%	18	73%	19	69%	20	77%	21	75%	22	72%	23	68%	24	68%	↔	↔	-1%
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23	68%																										
24	68%																										
Essex & Suffolk Water (2024 base sample: 48)	70.8%	<table><caption>Essex & Suffolk Water Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>79%</td></tr><tr><td>24</td><td>65%</td></tr></tbody></table>	Year	Awareness (%)	15	76%	16	75%	17	69%	18	77%	19	65%	20	77%	21	63%	22	57%	23	79%	24	65%	↓	↔	-14%
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21	63%																										
22	57%																										
23	79%																										
24	65%																										
Portsmouth Water (2024 base sample: 77)	71.5%	<table><caption>Portsmouth Water Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>71%</td></tr><tr><td>24</td><td>83%</td></tr></tbody></table>	Year	Awareness (%)	15	66%	16	65%	17	72%	18	74%	19	72%	20	71%	21	74%	22	70%	23	71%	24	83%	↔	↑	+12%
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23	71%																										
24	83%																										
South Staffs Water (2024 base sample: 79)	69.2%	<table><caption>South Staffs Water Awareness Data (2015-2024)</caption><thead><tr><th>Year</th><th>Awareness (%)</th></tr></thead><tbody><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><tr><td>23</td><td>71%</td></tr><tr><td>24</td><td>68%</td></tr></tbody></table>	Year	Awareness (%)	15	63%	16	65%	17	70%	18	75%	19	66%	20	73%	21	70%	22	73%	23	71%	24	68%	↑	↔	-3%
Year	Awareness (%)																										
15	63%																										
16	65%																										
17	70%																										
18	75%																										
19	66%																										
20	73%																										
21	70%																										
22	73%																										
23	71%																										
24	68%																										

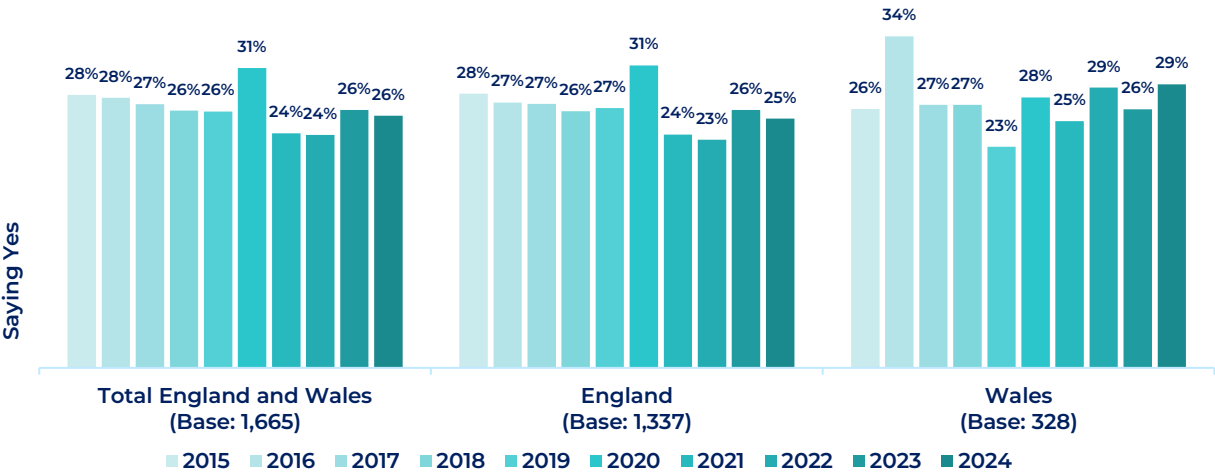
Footnote: All customers of South East Water and SES Water, as well as the majority of Affinity Water customers were not asked this question because of their company's universal metering scheme.

2.10 Awareness that a water meter can be trialled – 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 38. This is followed by Table 43 and Table 44 which show this for each WaSC and WoC respectively.

Figure 38: Awareness of the possibility to trial a water meter – unmetered customers

10-year rolling avg. 2015 – 2024	26.6%	26.5%	27.3%
Change since last year	-1%	-1%	+3%
10-year trend	↓	↓	↔



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 43: Awareness of the possibility to trial a water meter – unmetered customers - WaSCs

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 1,333)	26.6%	<div><div>28%28%27%26%26%31%24%24%26%26%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div>↓</div> <div>n/a</div> <div>-1%</div>			
Total WaSCs (2024 base sample: 951)	26.5%	<div><div>28%28%28%26%26%31%24%23%27%25%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div>↓</div> <div>25%</div> <div>-2%</div>			
Anglian Water (2024 base sample: 30)	34.6%	<div><div>32%45%30%33%33%46%31%31%32%33%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div>↔</div> <div>↔</div> <div>+1%</div>			
Dŵr Cymru Welsh Water (2024 base sample: 200)	27.4%	<div><div>26%35%27%27%23%28%25%29%26%30%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Year</div></div> <div>↔</div> <div>↔</div> <div>+3%</div>			

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Hafren Dyfrdwy (2024 base sample: 87)	25.6%	<div><div><div>30%24%26%31%25%25%20%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↔	↔	-5%
Northumbrian Water (2024 base sample: 94)	24.2%	<div><div><div>25%34%28%21%22%23%23%22%19%23%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↓	↔	+3%
Severn Trent (2024 base sample: 84)	22.7%	<div><div><div>24%19%20%20%22%27%20%22%30%23%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↔	↔	-7%
South West Water (2024 base sample: 107)	32.6%	<div><div><div>49%41%35%35%25%39%25%27%19%35%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↓	↑	+16%
Thames Water (2024 base sample: 80)	19.5%	<div><div><div>28%26%24%28%16%27%11%10%12%11%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↓	↓	0%
United Utilities (2024 base sample: 93)	32.1%	<div><div><div>33%28%38%28%33%34%31%30%35%34%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↔	↑	-1%
Wessex Water (2024 base sample: 70)	32.0%	<div><div><div>26%32%34%43%37%29%23%37%32%27%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↔	↔	-5%
Yorkshire Water (2024 base sample: 133)	28.5%	<div><div><div>28%24%25%26%32%35%28%26%30%32%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>14151617181920212223</div><div>Year</div></div></div>	↔	↔	+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 44: Awareness of the possibility to trial a water meter – unmetered customers - WoCs

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 1,333)	26.6%	<div><div>28%28%27%26%26%31%24%24%26%26%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	n/a	-1%
Total WoCs (2024 base sample: 382)	26.9%	<div><div>26%28%24%27%28%30%26%28%23%30%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	30%	+7%
Bristol Water (2024 base sample: 98)	29.0%	<div><div>29%19%22%33%27%30%32%36%27%39%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↑	↔	+12%
Cambridge Water (2024 base sample: 40)	23.1%	<div><div>28%33%22%33%24%24%24%8%15%15%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↓	0%
Essex & Suffolk Water (2024 base sample: 48)	26.3%	<div><div>24%32%24%20%29%38%24%19%30%21%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	-9%
Portsmouth Water (2024 base sample: 77)	28.4%	<div><div>37%34%31%20%25%36%21%21%22%36%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↓	↔	+15%
South Staffs Water (2024 base sample: 79)	29.7%	<div><div>33%23%24%39%33%29%31%31%23%30%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div>	↔	↔	+7%

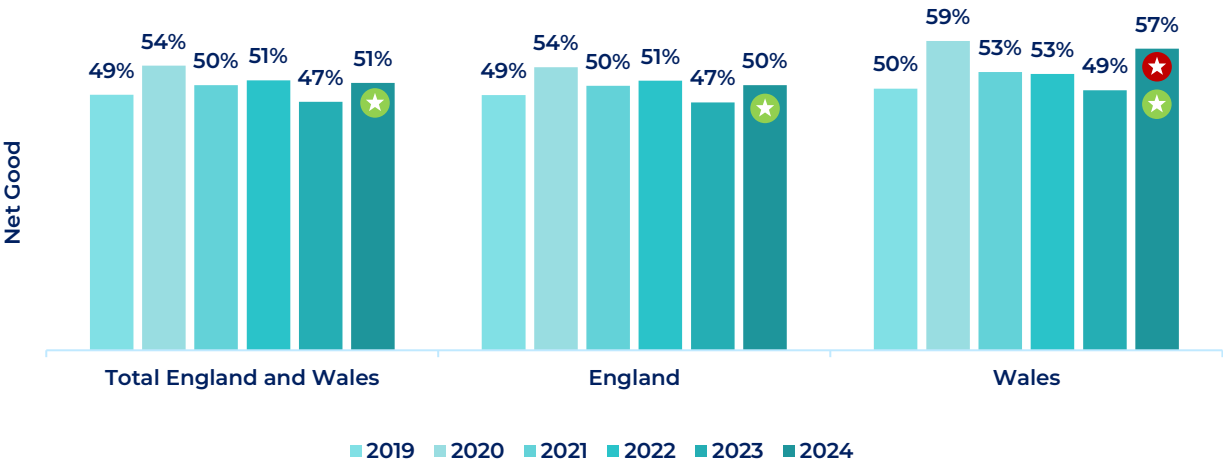
Footnote: All customers of South East Water and SES Water, as well as the majority of Affinity Water customers were not asked this question because of their company's universal metering scheme.

2.11 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 39 shows national level data, and Table 45 and Table 46 show this for each WaSC and for each WoC respectively.

Figure 39: Perceptions of communications from water companies about services and plans

5-year rolling avg. 2019 – 2024	50.5%	50.3%	53.5%
Change since last year	+4%	+3%	+8%
5-year trend	↔	↔	↔



- ★ Significant difference between 2023-2024 data in England, Wales and in Total
- ★ Significant difference between England & Wales 2024

Table 45: Perceptions of communications from water companies about services and plans – WaSCs NET good

Perceptions of communications NET good	Six-year rolling company average	Six-year company trend	Six-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	50.5%	<div><div>49%54%50%51%47%51%</div><div>192021222324</div><div>Year</div></div>	↔	n/a	+4%
Total WaSCs (2024 base sample: 2,718)	50.6%	<div><div>49%54%50%51%47%51%</div><div>192021222324</div><div>Year</div></div>	↔	51%	+4%

Perceptions of communications NET good	Six-year rolling company average	Six-year company trend	Six-year trend	Company average vs WaSC average	Change since last year
Anglian Water (2024 base sample: 200)	54.9%	<div><div>49%55%59%55%55%57%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↑	+3%
Dŵr Cymru Welsh Water (2024 base sample: 400)	53.9%	<div><div>50%60%53%53%50%58%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↑	+8%
Hafren Dyfrdwy (2024 base sample: 200)	49.0%	<div><div>52%50%50%46%44%52%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↓	↔	+8%
Northumbrian Water (2024 base sample: 200)	53.7%	<div><div>61%52%52%57%46%56%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↔	+10%
Severn Trent (2024 base sample: 201)	52.0%	<div><div>50%58%46%56%49%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↔	+5%
South West Water (2024 base sample: 400)	51.3%	<div><div>50%62%54%55%44%45%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↓	+1%
Southern Water (2024 base sample: 200)	42.1%	<div><div>41%44%49%38%37%45%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↓	+8%
Thames Water (2024 base sample: 200)	42.5%	<div><div>39%50%45%41%39%40%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↓	+1%
United Utilities (2024 base sample: 200)	52.3%	<div><div>49%55%51%56%53%51%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↔	-2%
Wessex Water (2024 base sample: 201)	60.5%	<div><div>63%66%59%56%55%64%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↑	+9%

Perceptions of communications NET good	Six-year rolling company average	Six-year company trend	Six-year trend	Company average vs WaSC average	Change since last year
Yorkshire Water (2024 base sample: 400)	53.9%	<div><div>60%57%53%54%46%54%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↓	↔	+8%

Table 46: Perceptions of communications from water companies about services and plans – WoCs NET good

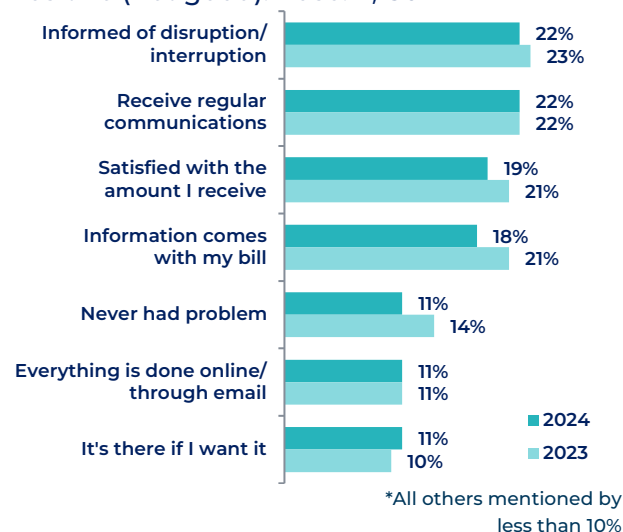
Perceptions of communications NET good	Six-year rolling company average	Six-year company trend	Six-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	50.5%	<div><div>49%54%50%51%47%51%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	n/a	+4%
Total WoCs (2024 base sample: 1,536)	49.9%	<div><div>50%51%50%51%48%50%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	50%	+2%
Affinity Water (2024 base sample: 250)	48.5%	<div><div>47%43%47%50%51%52%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↑	↔	+1%
Bristol Water (2024 base sample: 300)	62.0%	<div><div>62%64%59%64%59%64%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↑	+5%
Cambridge Water (2024 base sample: 150)	49.5%	<div><div>55%56%51%48%43%44%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↓	↔	+1%
Essex & Suffolk Water (2024 base sample: 151)	52.6%	<div><div>53%56%56%51%51%49%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↔	-2%
Portsmouth Water (2024 base sample: 150)	46.0%	<div><div>47%46%47%50%40%49%</div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>192021222324</div><div>Year</div></div>	↔	↔	+9%

Perceptions of communications NET good	Six-year rolling company average	Six-year company trend	Six-year trend	Company average vs WoC average	Change since last year
South East Water (2024 base sample: 150)	48.0%		↔	↔	+3%
South Staffs Water (2024 base sample: 151)	43.2%		↔	↔	+12%
SES Water (2024 base sample: 150)	47.9%		↔	↔	+2%

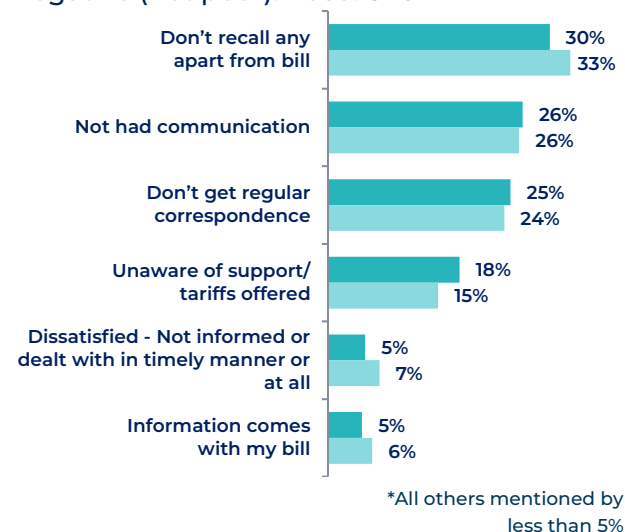
Figure 40 details the main reasons (unprompted) why respondents gave their rating, with the main positive and negative comments shown at a total level.

Figure 40: Reasons for rating how well communicate on services and plans

Positive (net good). Base: 2,130



Negative (net poor). Base: 876



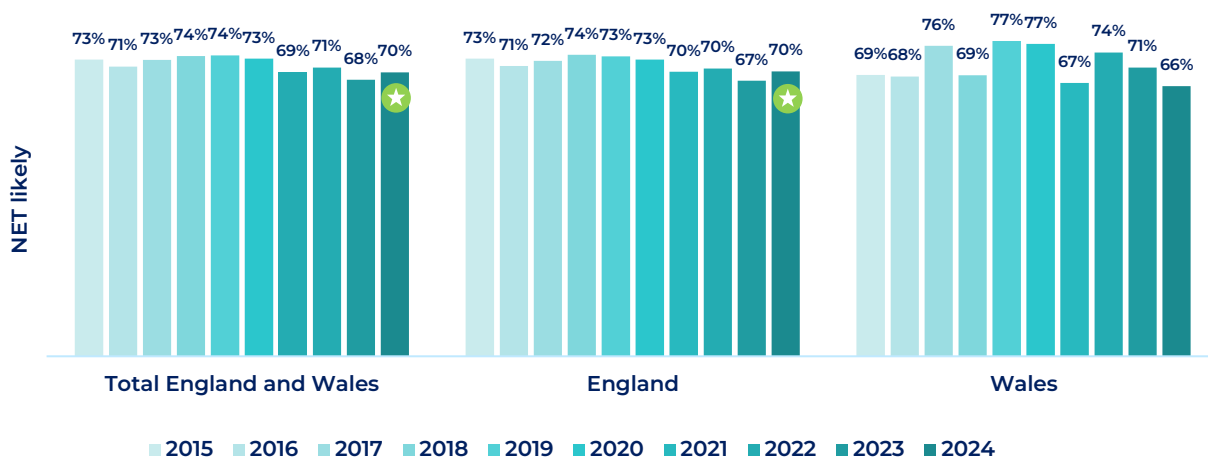
2.12 Likelihood of making contact with the company if worried about paying the bill

Respondents were asked how likely they would be to contact their water company if they were worried about paying a bill. Figure 41 shows likelihood at national levels, and Table 47 and Table 48 show this for each WaSC and for each WoC respectively.

Figure 41: Likelihood of contacting water/sewerage company if worried about a bill

10-year rolling avg. 2015 – 2024	71.3%	71.3%	71.4%
Change since last year	+2%	+2%	-5%

10-year trend



★ Significant difference between 2023-2024 data in England and in Total

Table 47: Likelihood of contacting water/sewerage company if worried about a bill – WaSCs

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	71.3%	<p>73% 71% 73% 74% 74% 73% 69% 71% 68% 70%</p> <p>Year</p>	↔	n/a	+2%
Total WaSCs (2024 base sample: 2,718)	71.5%	<p>73% 71% 73% 74% 74% 73% 69% 71% 68% 70%</p> <p>Year</p>	↓	70%	+2%
Anglian Water (2024 base sample: 200)	74.2%	<p>77% 74% 72% 77% 74% 78% 74% 70% 68% 79%</p> <p>Year</p>	↔	↑	+10%
Dŵr Cymru Welsh Water (2024 base sample: 400)	71.2%	<p>68% 68% 76% 68% 78% 77% 67% 74% 71% 65%</p> <p>Year</p>	↔	↔	-5%
Hafren Dyfrdwy (2024 base sample: 200)	74.0%	<p>80% 72% 74% 66% 76% 72% 78%</p> <p>Year</p>	↔	↑	+6%
Northumbrian Water (2024 base sample: 200)	69.3%	<p>67% 75% 71% 69% 71% 78% 68% 71% 65% 59%</p> <p>Year</p>	↔	↓	-6%

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Severn Trent (2024 base sample: 201)	72.0%	<div><div>75%71%75%67%76%73%71%73%64%75%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↔</div> <div>↔</div> <div>+11%</div>			
South West Water (2024 base sample: 400)	71.9%	<div><div>74%69%80%73%73%77%67%73%68%70%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↓</div> <div>↔</div> <div>+2%</div>			
Southern Water (2024 base sample: 200)	71.7%	<div><div>77%65%72%79%76%71%70%67%68%71%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↓</div> <div>↔</div> <div>+2%</div>			
Thames Water (2024 base sample: 200)	69.2%	<div><div>68%72%65%79%68%64%72%71%67%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↔</div> <div>↔</div> <div>+1%</div>			
United Utilities (2024 base sample: 200)	70.9%	<div><div>72%70%74%74%74%74%66%70%69%67%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↔</div> <div>↔</div> <div>-2%</div>			
Wessex Water (2024 base sample: 201)	72.6%	<div><div>76%71%71%74%79%79%72%70%70%64%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↔</div> <div>↔</div> <div>-6%</div>			
Yorkshire Water (2024 base sample: 400)	73.0%	<div><div>73%71%73%77%75%72%70%72%74%72%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <div></div> <div>↔</div> <div>↔</div> <div>-2%</div>			

Table 48: Likelihood of contacting water company if worried about a bill – WoCs

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	71.3%	<div><div>73%71%73%74%74%73%69%71%68%70%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>n/a</td> <td>+2%</td>	↔	n/a	+2%

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Total WoCs (2024 base sample: 1,536)	70.9%	<div><div>73%71%74%72%74%73%68%69%66%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>68%</td> <td>+1%</td>	↓	68%	+1%
Affinity Water (2024 base sample: 250)	68.9%	<div><div>70%70%73%70%71%71%70%66%63%65%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+1%</td>	↔	↔	+1%
Bristol Water (2024 base sample: 300)	70.0%	<div><div>76%67%70%74%70%77%67%67%64%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+4%</td>	↓	↔	+4%
Cambridge Water (2024 base sample: 150)	71.3%	<div><div>73%68%71%74%76%73%70%71%64%73%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+9%</td>	↔	↔	+9%
Essex & Suffolk Water (2024 base sample: 151)	72.0%	<div><div>76%73%74%75%79%75%67%70%63%68%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+5%</td>	↓	↔	+5%
Portsmouth Water (2024 base sample: 150)	71.6%	<div><div>73%73%78%77%75%76%69%64%64%69%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+6%</td>	↔	↔	+6%
South East Water (2024 base sample: 150)	72.0%	<div><div>74%73%76%74%76%76%65%67%70%69%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>-1%</td>	↔	↔	-1%
South Staffs Water (2024 base sample: 151)	73.3%	<div><div>80%74%81%67%73%69%72%76%71%71%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>0%</td>	↓	↔	0%
SES Water (2024 base sample: 150)	68.8%	<div><div>64%64%71%66%79%69%68%76%65%66%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+1%</td>	↔	↔	+1%

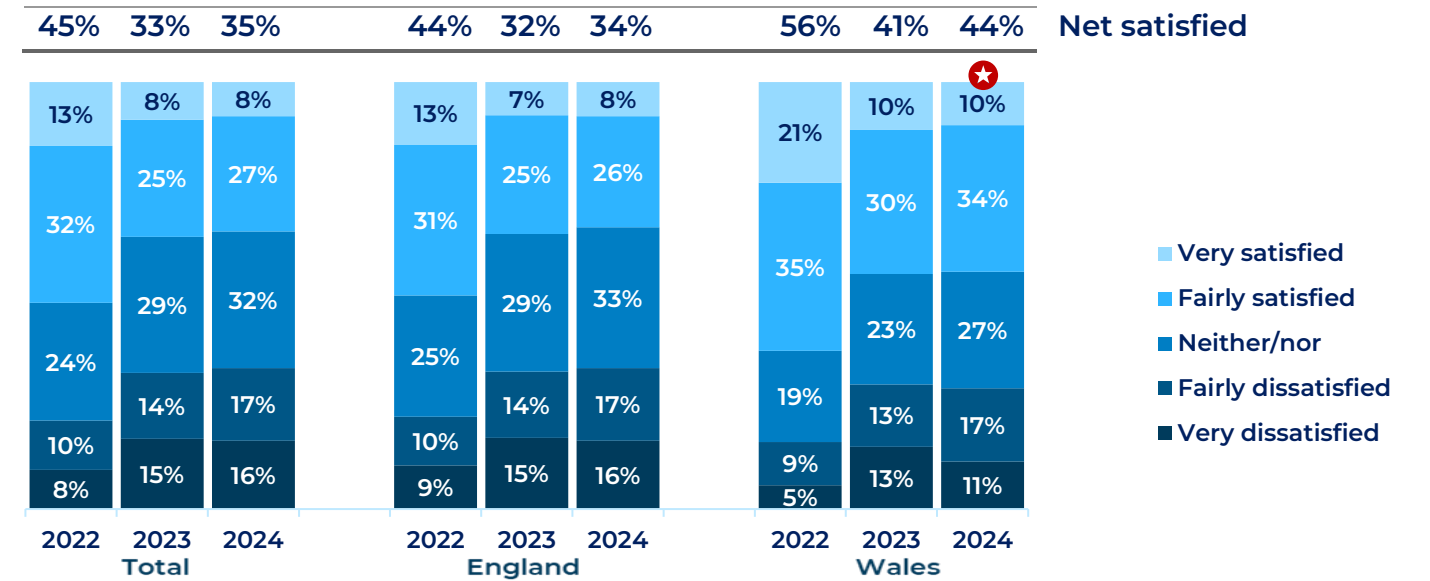
Chapter 3: Resilient Water Services

This chapter presents customers' views on the long-term resilience of the water sector, as well as tracking consumer behaviour change when it comes to water usage.

3.1 Protecting the environment

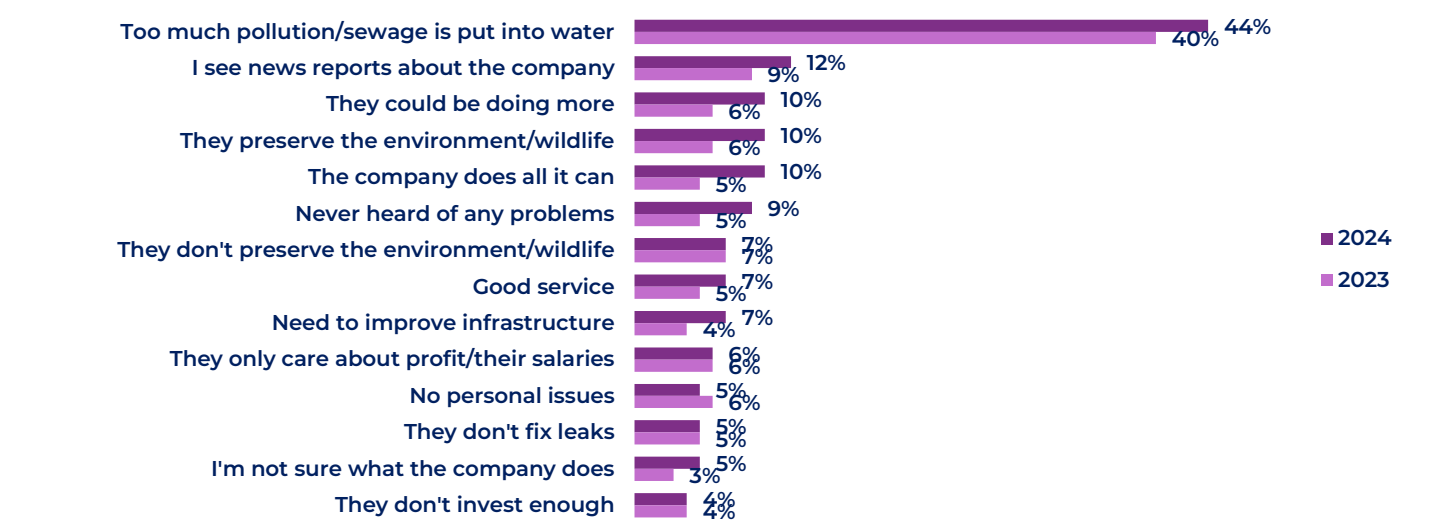
Figure 42 shows the results for the satisfaction with what water companies do to protect the environment for England and Wales, and for England and for Wales individually, followed by Figure 43 which shows the reason for their rating. Table 49 and Table 50 show the net satisfied scores for each WaSC and each WoC respectively.

Figure 42: Satisfaction with what water company does to protect the environment



★ Significant difference between England & Wales 2024

Figure 43: Reason for rating



*All others mentioned by less than 3%

Table 49: Satisfaction with what water company does to protect the environment – WaSCs

Net satisfied	2022 %	2023 %	2024 %	Difference 2023-2024
Industry (2024 base sample: 4,254)	51%	36%	35%	-1%
Total WaSCs (2024 base sample: 2,718)	53%	37%	35%	-2%
Anglian Water (2024 base sample: 200)	55%	36%	38%	+2%
Dŵr Cymru Welsh Water (2024 base sample: 400)	62%	45%	45%	0%
Hafren Dyfrdwy (2024 base sample: 200)	62%	48%	44%	-4%
Northumbrian Water (2024 base sample: 200)	56%	45%	41%	-4%
Severn Trent (2024 base sample: 201)	45%	30%	41%	+11%
South West Water (2024 base sample: 400)	32%	21%	23%	+2%
Southern Water (2024 base sample: 200)	45%	26%	25%	-1%
Thames Water (2024 base sample: 200)	57%	37%	19%	-18%
United Utilities (2024 base sample: 200)	61%	39%	40%	+1%
Wessex Water (2024 base sample: 201)	55%	44%	47%	+3%
Yorkshire Water (2024 base sample: 400)	65%	47%	39%	-8%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

Table 50: Satisfaction with what water company does to protect the environment – WoCs

Net satisfied	2022 %	2023 %	2024 %	Difference 2023-2024
Industry (2024 base sample: 4,254)	51%	36%	35%	-1%
Total WoCs (2024 base sample: 1,536)	45%	34%	33%	-1%
Affinity Water (2024 base sample: 250)	65%	38%	29%	-9%
Bristol Water (2024 base sample: 300)	44%	32%	41%	+9%
Cambridge Water (2024 base sample: 150)	54%	45%	35%	-10%
Essex & Suffolk Water (2024 base sample: 151)	41%	25%	39%	+14%
Portsmouth Water (2024 base sample: 150)	35%	19%	36%	+17%
South East Water (2024 base sample: 150)	48%	43%	30%	-13%
South Staffs Water (2024 base sample: 151)	38%	34%	40%	+6%
SES Water (2024 base sample: 150)	41%	37%	32%	-5%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

3.2 Availability of water

Introduced in 2023, customers were asked about their perceptions regarding the amount of water available in their local area. Table 51 shows the results for England and Wales, and for England and for Wales individually, followed by Table 52 and Table 53 which show results for those saying plenty of water available for WaSCs and for WoCs in turn.

Table 51: Availability of water in your local area

	Total 2023		Total 2024		England 2023		England 2024		Wales 2023		Wales 2024
Plenty of water available	47%	★	53%		46%	★	52%		67%	★	71%
Moderate levels of water available	35%	★	30%		36%	★	31%		26%	★	24%
No spare water available but no shortage either	10%		9%		11%	★	9%		6%	★	3%
Under a bit of pressure to find water	5%		6%		6%		6%		1%		1%
Under serious pressure to find water	2%		2%		2%		2%		0%		1%

★ Significant difference between 2023-2024 data

★ Significant difference between England & Wales 2024

Table 52: Availability of water in your local area – WaSCs

Saying plenty of water available	2023 %	2024 %	Difference
Industry (2024 base sample: 4,254)	47%	44%	-3%
Total WaSCs (2024 base sample: 2,718)	49%	52%	+3%
Anglian Water (2024 base sample: 200)	43%	42%	-1%
Dŵr Cymru Welsh Water (2024 base sample: 400)	67%	70%	+3%
Hafren Dyfrdwy (2024 base sample: 200)	67%	75%	+8%
Northumbrian Water (2024 base sample: 200)	75%	79%	+4%
Severn Trent (2024 base sample: 201)	47%	57%	+10%
South West Water (2024 base sample: 400)	35%	41%	+6%
Southern Water (2024 base sample: 200)	31%	35%	+4%
Thames Water (2024 base sample: 200)	39%	50%	+11%
United Utilities (2024 base sample: 200)	60%	62%	+2%
Wessex Water (2024 base sample: 201)	54%	59%	+5%
Yorkshire Water (2024 base sample: 400)	52%	56%	+4%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

Table 53: Availability of water in your local area – WoCs

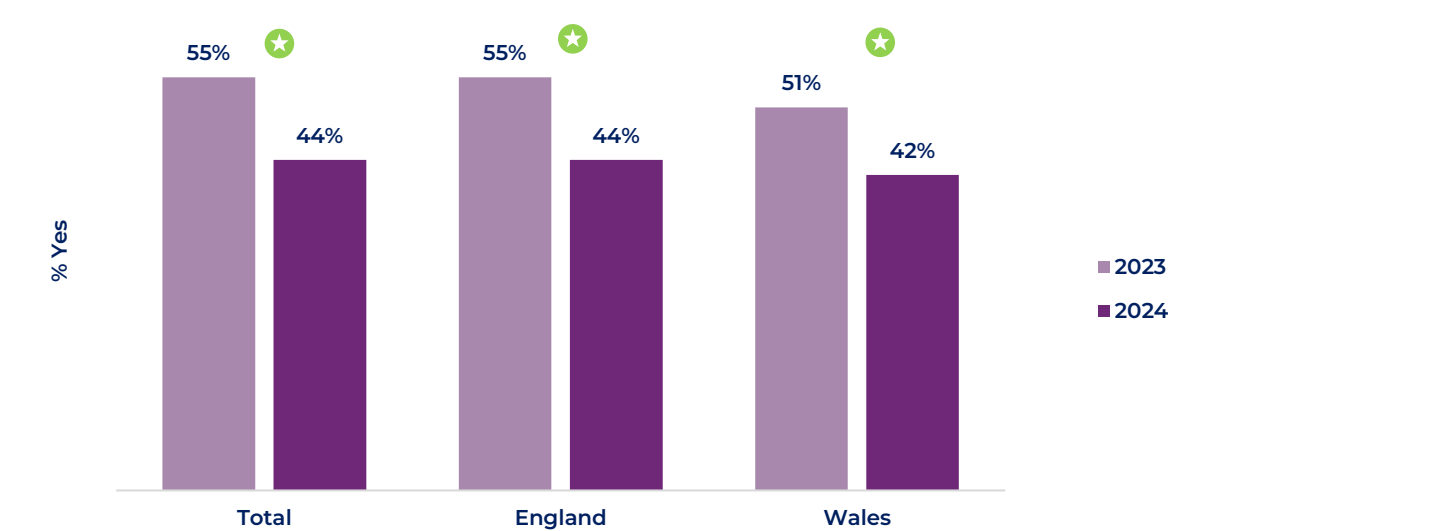
Saying plenty of water available	2023 %	2024 %	Difference
Industry (2024 base sample: 4,254)	47%	49%	+2%
Total WoCs (2024 base sample: 1,536)	39%	42%	+3%
Affinity Water (2024 base sample: 250)	38%	35%	-3%
Bristol Water (2024 base sample: 300)	52%	47%	-5%
Cambridge Water (2024 base sample: 150)	26%	32%	+6%
Essex & Suffolk Water (2024 base sample: 151)	38%	42%	+4%
Portsmouth Water (2024 base sample: 150)	44%	51%	+7%
South East Water (2024 base sample: 150)	23%	31%	+8%
South Staffs Water (2024 base sample: 151)	54%	50%	-4%
SES Water (2024 base sample: 150)	33%	44%	+11%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

3.3 Using water wisely campaigns

Introduced in 2023, customers were asked whether they were aware of using water wisely campaigns Figure 44 shows the results for each nation in 2023 and 2024, followed by Table 54 and Table 55 which show results by WaSCs and WoCs in turn.

Figure 44: Aware of using water wisely campaigns



★ Significant difference between 2023-2024 data

Table 54: Aware of using water wisely campaigns – WaSCs

Yes aware	2023 %	2024 %	Difference
Industry (2024 base sample: 4,254)	55%	44%	-11%
Total WaSCs (2024 base sample: 2,718)	54%	41%	-13%
Anglian Water (2024 base sample: 200)	64%	47%	-17%
Dŵr Cymru Welsh Water (2024 base sample: 400)	51%	43%	-8%
Hafren Dyfrdwy (2024 base sample: 200)	50%	33%	-17%
Northumbrian Water (2024 base sample: 200)	38%	31%	-7%
Severn Trent (2024 base sample: 201)	53%	38%	-15%
South West Water (2024 base sample: 400)	77%	61%	-16%
Southern Water (2024 base sample: 200)	65%	52%	-13%
Thames Water (2024 base sample: 200)	50%	38%	-12%
United Utilities (2024 base sample: 200)	50%	44%	-6%
Wessex Water (2024 base sample: 201)	63%	43%	-20%
Yorkshire Water (2024 base sample: 400)	51%	35%	-16%

Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

Table 55: Aware of using water wisely campaigns – WoCs

Yes aware	2023 %	2024 %	Difference
Industry (2024 base sample: 4,254)	55%	44%	-11%
Total WoCs (2024 base sample: 1,536)	60%	51%	-9%
Affinity Water (2024 base sample: 250)	66%	60%	-6%
Bristol Water (2024 base sample: 300)	58%	44%	-14%
Cambridge Water (2024 base sample: 150)	60%	45%	-15%
Essex & Suffolk Water (2024 base sample: 151)	43%	42%	-1%
Portsmouth Water (2024 base sample: 150)	65%	49%	-16%
South East Water (2024 base sample: 150)	72%	65%	-7%
South Staffs Water (2024 base sample: 151)	47%	38%	-9%
SES Water (2024 base sample: 150)	61%	44%	-17%

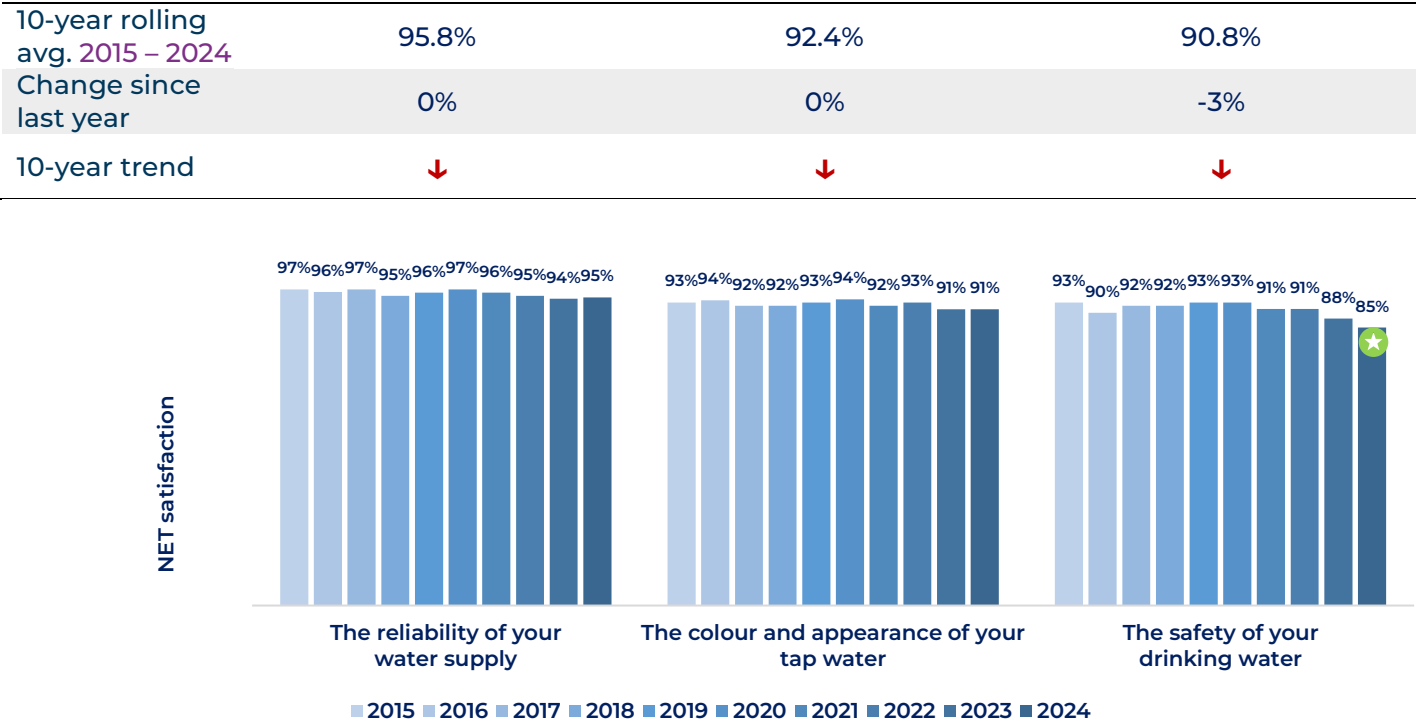
Footnote: significant increases from 2023-2024 are highlighted in green text whilst significant decreases are highlighted in red.

3.4 Satisfaction with aspects of water supply

Figure 45 and Figure 46 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 47 which compares satisfaction between England and Wales in 2024, Table 56 and Table 57 which show satisfaction in 2024 for each WaSC and WoC respectively, and finally Table 58 and Table 59 which highlight the 10-year trends for WaSCs and WoCs.

Figure 45: Satisfaction with aspects of water supply



★ Significant difference between 2023-2024 data for Safety of drinking water

Figure 46: Satisfaction with aspects of water supply

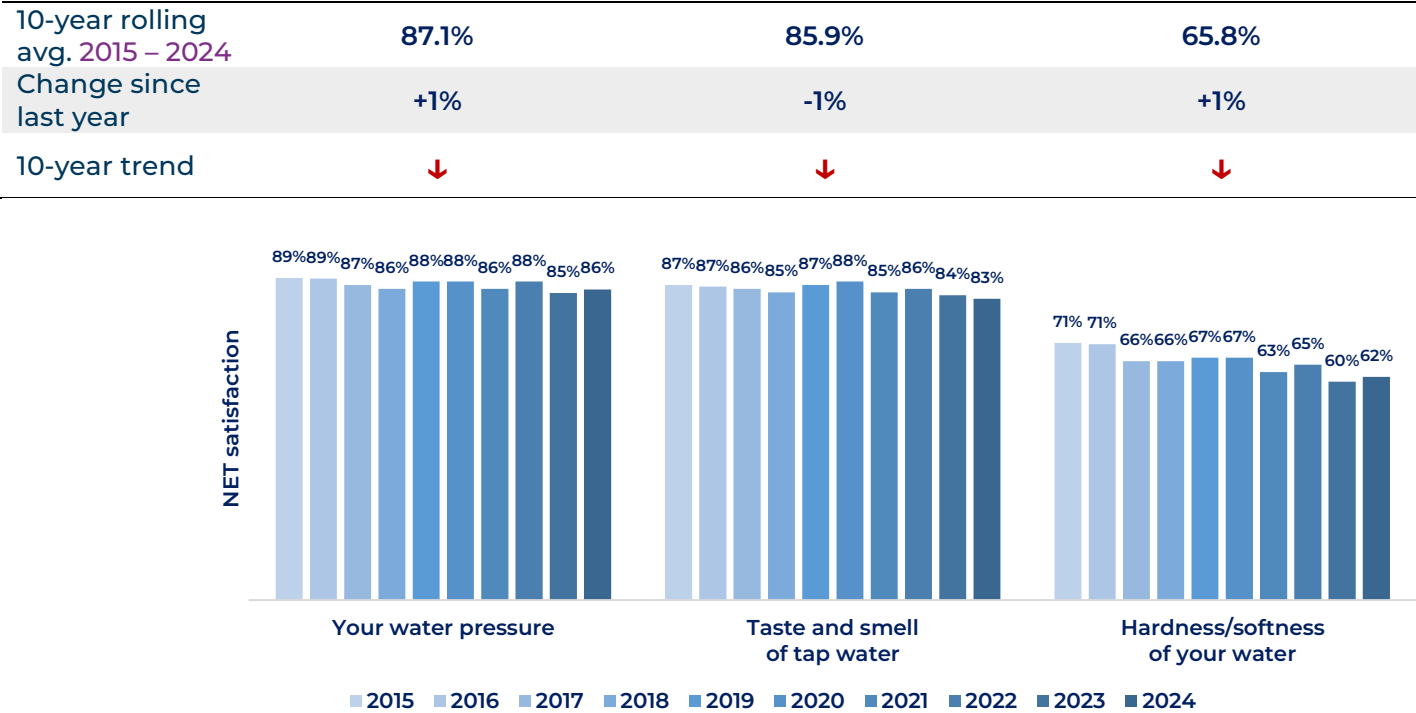
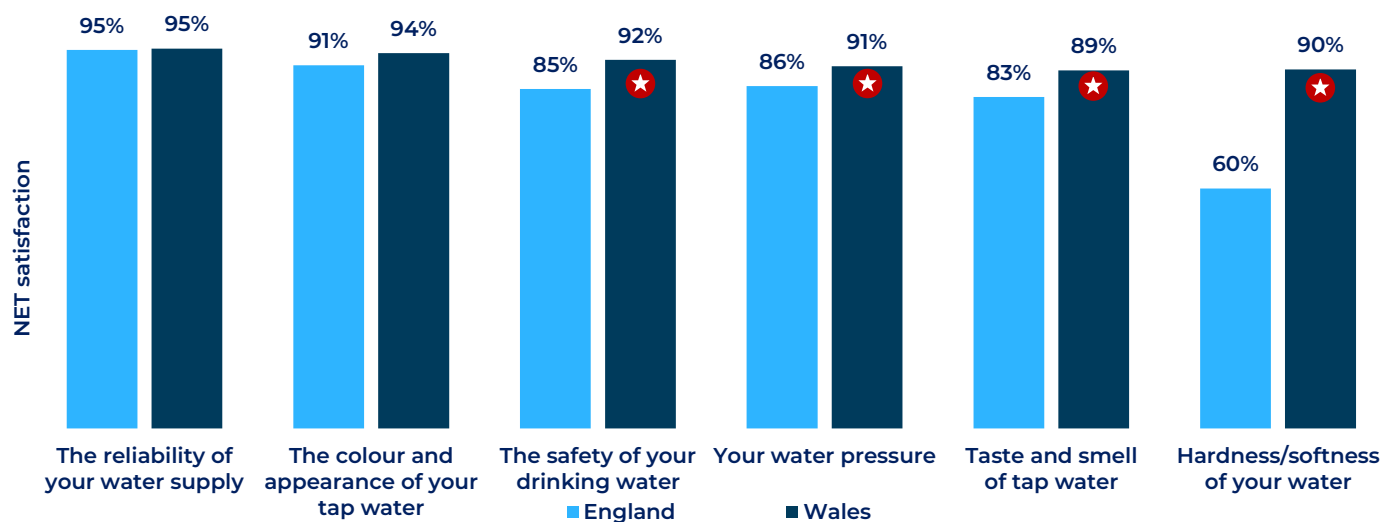


Figure 47: Satisfaction with aspects of water supply by nation



★ Significant difference between England & Wales 2024 for Safety of drinking water, Water pressure, Taste and smell of tap water and Hardness/softness of water

Table 56: Satisfaction with aspects of water supply in 2024 – WaSCs

Satisfaction with aspects of water supply (2024 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 (2024 base sample: 4,254)	95%	91%	85%	86%	83%	62%
Total WaSCs (2024 base sample: 2,718)	94%	91%	85%	86%	83%	66%
Anglian Water (2024 base sample: 200)	98%	92%	90%	90%	82%	42%
Dŵr Cymru Welsh Water (2024 base sample: 400)	95%	94%	92%	90%	90%	90%
Hafren Dyfrdwy (2024 base sample: 200)	94%	94%	92%	92%	88%	87%
Northumbrian Water (2024 base sample: 200)	98%	94%	91%	96%	90%	86%
Severn Trent (2024 base sample: 201)	94%	90%	86%	85%	82%	69%
South West Water (2024 base sample: 400)	91%	89%	81%	87%	81%	78%
Southern Water (2024 base sample: 400)	94%	89%	82%	88%	82%	52%
Thames Water (2024 base sample: 200)	92%	90%	75%	79%	75%	41%

United Utilities (2024 base sample: 700)	95%	89%	86%	85%	88%	84%
Wessex Water (2024 base sample: 201)	97%	93%	89%	89%	88%	59%
Yorkshire Water (2024 base sample: 400)	95%	94%	91%	89%	88%	75%

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

Table 57: Satisfaction with aspects of water supply 2024 – WoCs

Satisfaction with aspects of water supply (2024 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 (2024 base sample: 4,254)	95%	91%	85%	86%	83%	62%
Total WoCs (2024 base sample: 1,536)	95%	90%	85%	84%	82%	47%
Affinity Water (2024 base sample: 250)	96%	91%	84%	81%	82%	37%
Bristol Water (2024 base sample: 300)	97%	92%	90%	87%	83%	50%
Cambridge Water (2024 base sample: 150)	99%	94%	92%	82%	87%	43%
Essex & Suffolk Water (2024 base sample: 151)	97%	93%	87%	83%	82%	41%
Portsmouth Water (2024 base sample: 150)	96%	89%	88%	85%	84%	38%
South East Water (2024 base sample: 150)	87%	88%	84%	86%	82%	56%
South Staffs Water (2024 base sample: 151)	97%	90%	83%	89%	85%	66%
SES Water (2024 base sample: 150)	97%	91%	84%	85%	81%	57%

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

Table 58: Satisfaction with aspects of water supply – WaSC 10-year trends (arrows) and 10-year rolling averages (figures)

Satisfaction with aspects of water supply (2024 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 (2024 base sample: 4,254)	95.8% ↓	92.4% ↓	90.8% ↓	87.1% ↓	85.9% ↓	65.8% ↓
Total WaSCs (2024 base sample: 2,718)	95.7% ↓	92.5% ↓	91.0% ↓	87.3% ↓	86.1% ↓	69.3% ↓
Anglian Water (2024 base sample: 200)	96.0% ↔	92.6% ↔	91.4% ↔	87.1% ↓	85.2% ↔	48.9% ↓
Dŵr Cymru Welsh Water (2024 base sample: 400)	96.9% ↓	94.8% ↓	94.8% ↓	90.7% ↓	91.1% ↓	91.6% ↔
Hafren Dyfrdwy (2024 base sample: 200)	96.3% ↓	94.1% ↔	93.1% ↓	89.3% ↓	90.4% ↔	88.6% ↓
Northumbrian Water (2024 base sample: 200)	98.2% ↔	95.0% ↔	93.2% ↓	93.0% ↔	89.3% ↔	84.7% ↓
Severn Trent (2024 base sample: 201)	96.0% ↓	92.3% ↔	91.6% ↔	88.1% ↓	85.4% ↔	72.8% ↓
South West Water (2024 base sample: 400)	95.5% ↓	92.7% ↓	91.4% ↔	89.4% ↓	85.5% ↔	84.1% ↓
Southern Water (2024 base sample: 400)	95.1% ↓	90.8% ↓	89.5% ↓	87.6% ↔	84.9% ↓	53.6% ↓
Thames Water (2024 base sample: 200)	93.4% ↔	89.8% ↔	85.7% ↔	81.6% ↔	80.8% ↔	46.9% ↓
United Utilities (2024 base sample: 700)	95.6% ↓	92.9% ↓	91.4% ↔	87.1% ↓	88.0% ↔	85.4% ↓
Wessex Water (2024 base sample: 201)	96.8% ↓	93.4% ↔	92.3% ↓	88.9% ↔	86.6% ↔	58.3% ↔
Yorkshire Water (2024 base sample: 400)	97.0% ↓	94.5% ↓	94.2% ↓	89.4% ↔	90.0% ↔	80.1% ↓

Table 59: Satisfaction with aspects of water supply – WoC 10-year trends (arrows) and 10-year rolling averages (figures)

Satisfaction with aspects of water supply (2024 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 (2024 base sample: 4,254)	95.8% ↓	92.4% ↓	90.8% ↓	87.1% ↓	85.9% ↓	65.8% ↓
Total WoCs (2024 base sample: 1,536)	96.3% ↓	92.0% ↔	90.1% ↓	86.5% ↔	85.0% ↔	53.0% ↓
Affinity Water (2024 base sample: 250)	96.5% ↔	91.5% ↔	88.6% ↔	84.9% ↔	82.6% ↔	42.6% ↓

Satisfaction with aspects of water supply (2024 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
Bristol Water (2024 base sample: 300)	97.7% ↔	93.9% ↔	92.3% ↔	88.8% ↔	87.0% ↔	58.7% ↓
Cambridge Water (2024 base sample: 150)	97.1% ↔	94.3% ↔	92.9% ↔	89.3% ↔	86.7% ↔	49.9% ↓
Essex & Suffolk Water (2024 base sample: 151)	96.9% ↓	92.1% ↔	89.6% ↔	85.7% ↔	85.9% ↓	49.2% ↓
Portsmouth Water (2024 base sample: 150)	97.5% ↓	93.4% ↓	91.9% ↓	87.5% ↓	87.3% ↓	52.2% ↓
South East Water (2024 base sample: 150)	93.6% ↓	90.5% ↔	89.5% ↓	85.7% ↓	82.9% ↔	55.5% ↔
South Staffs Water (2024 base sample: 151)	96.1% ↔	91.1% ↓	89.7% ↓	88.7% ↓	85.2% ↔	68.9% ↓
SES Water (2024 base sample: 150)	97.6% ↔	94.3% ↓	93.3% ↔	86.5% ↓	90.7% ↔	62.5% ↓

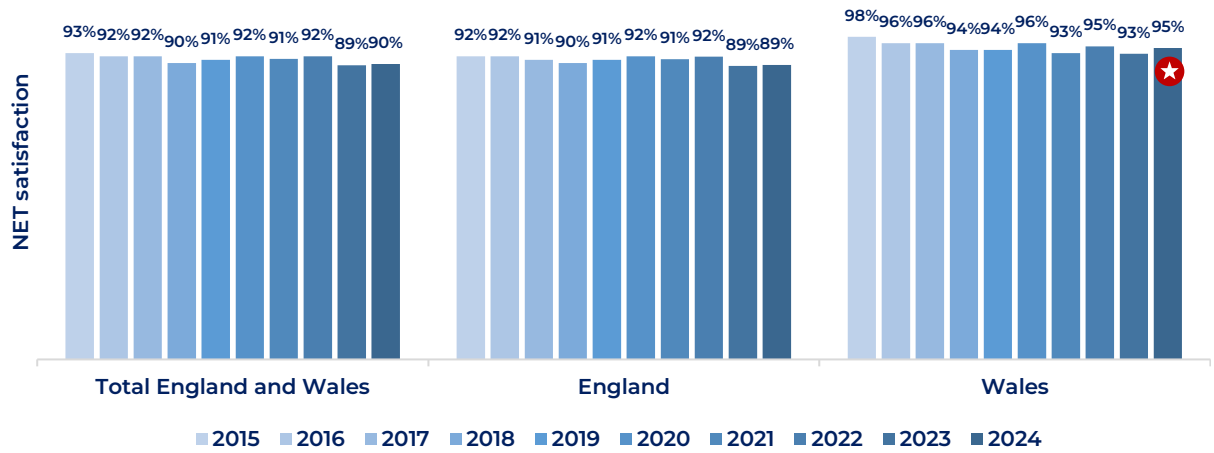
3.5 Overall satisfaction with water supply

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

Figure 48 shows 10-year satisfaction trends for England and Wales, and for England and for Wales individually. This is followed Table 60 and Table 61 which show satisfaction trends for WaSCs and for WoCs in turn.

Figure 48: Overall satisfaction with water supply

10-year rolling avg. 2015 – 2024	91.2%	91.0%	94.9%
Change since last year	0%	0%	+2%
10-year trend	↓	↓	↓



★ Significant difference between England & Wales 2024

Table 60: Overall satisfaction with water supply – WaSCs

Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	91.2%	93%92%92%90%91%92%91%92%89%90% 15 16 17 18 19 20 21 22 23 24 Year	↓	n/a	0%
Total WaSCs (2024 base sample: 2,718)	91.2%	92%93%91%90%91%92%91%92%89%90% 15 16 17 18 19 20 21 22 23 24 Year	↓	90%	0%
Anglian Water (2024 base sample: 200)	91.5%	91%92%94%87%88%91%94%91%94%93% 15 16 17 18 19 20 21 22 23 24 Year	↔	↔	-2%
Dŵr Cymru Welsh Water (2024 base sample: 400)	95.0%	99%96%96%94%94%96%93%95%93%95% 15 16 17 18 19 20 21 22 23 24 Year	↓	↑	+2%
Hafren Dyfrdwy (2024 base sample: 200)	93.0%	93%92%94%97%93%91%92% 15 16 17 18 19 20 21 22 23 24 Year	↔	↔	+2%
Northumbrian Water (2024 base sample: 200)	94.8%	94%97%95%92%93%96%93%98%96%95% 15 16 17 18 19 20 21 22 23 24 Year	↔	↑	-1%

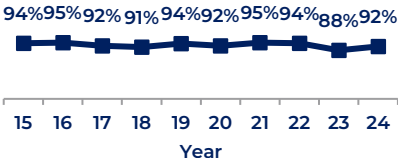
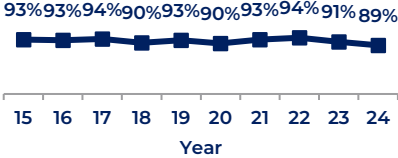
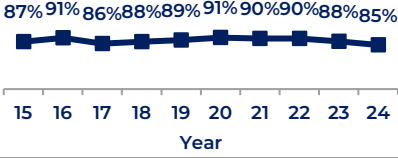
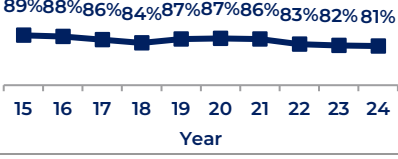
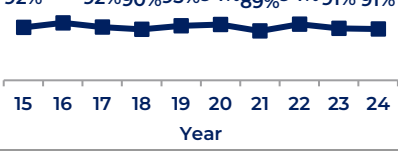
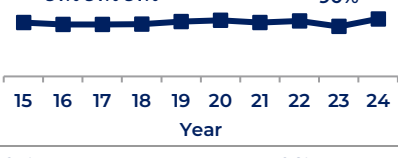
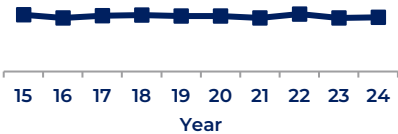
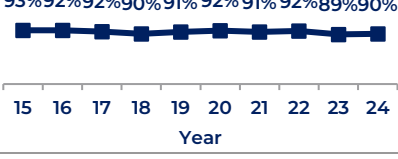
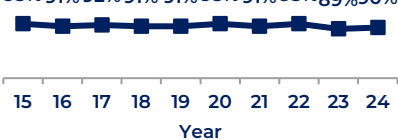
Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Severn Trent (2024 base sample: 201)	92.6%	 <p>94% 95% 92% 91% 94% 92% 95% 94% 88% 92%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	+3%
South West Water (2024 base sample: 400)	91.9%	 <p>93% 93% 94% 90% 93% 90% 93% 94% 91% 89%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-3%
Southern Water (2024 base sample: 200)	88.4%	 <p>87% 91% 86% 88% 89% 91% 90% 90% 88% 85%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↓	-3%
Thames Water (2024 base sample: 200)	85.2%	 <p>89% 88% 86% 84% 87% 87% 86% 83% 82% 81%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↓	0%
United Utilities (2024 base sample: 200)	92.1%	 <p>92% 95% 92% 90% 93% 94% 89% 94% 91% 91%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↔	-1%
Wessex Water (2024 base sample: 201)	92.6%	 <p>93% 91% 91% 91% 93% 95% 93% 94% 90% 96%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+6%
Yorkshire Water (2024 base sample: 400)	93.8%	 <p>95% 93% 94% 95% 94% 94% 92% 96% 92% 93%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	↑	+1%

Table 61: Overall satisfaction with water supply – WoCs

Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	91.2%	 <p>93% 92% 92% 90% 91% 92% 91% 92% 89% 90%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	n/a	0%
Total WoCs (2024 base sample: 1,536)	91.8%	 <p>93% 91% 92% 91% 91% 93% 91% 93% 89% 90%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↔	90%	+1%

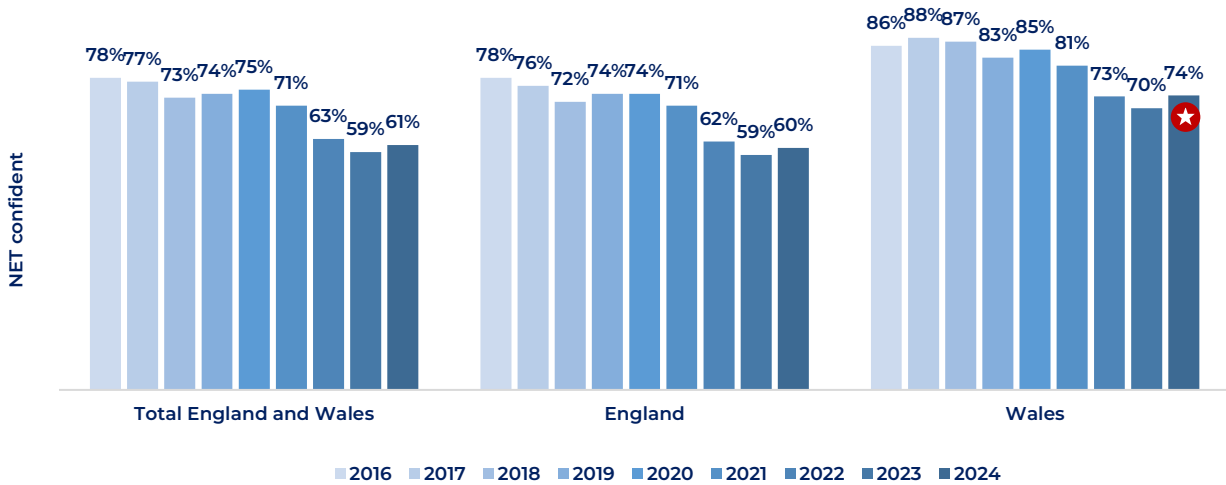
Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Affinity Water (2024 base sample: 250)	91.3%	<div><div>92%90%91%86%90%94%92%92%91%91%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>0%</td>	↔	↔	0%
Bristol Water (2024 base sample: 300)	93.7%	<div><div>95%89%95%97%94%93%92%95%95%90%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>-4%</td>	↔	↔	-4%
Cambridge Water (2024 base sample: 150)	93.7%	<div><div>93%98%95%96%96%92%92%93%89%96%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↑</td> <td>+7%</td>	↔	↑	+7%
Essex & Suffolk Water (2024 base sample: 151)	91.7%	<div><div>92%93%89%91%91%91%91%96%89%88%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>-1%</td>	↔	↔	-1%
Portsmouth Water (2024 base sample: 150)	94.2%	<div><div>95%93%95%91%96%93%95%97%95%91%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>-3%</td>	↔	↔	-3%
South East Water (2024 base sample: 150)	88.8%	<div><div>90%87%91%93%86%93%90%89%79%86%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>+7%</td>	↔	↔	+7%
South Staffs Water (2024 base sample: 151)	92.1%	<div><div>98%93%93%89%93%95%87%93%87%92%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+5%</td>	↓	↔	+5%
SES Water (2024 base sample: 150)	94.0%	<div><div>94%94%93%91%95%94%91%97%94%90%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>15161718192021222324</div><div>Year</div></div> <td>↔</td> <td>↔</td> <td>-4%</td>	↔	↔	-4%

3.6 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 49. This is followed by Table 62 and Table 63 which shows perceptions by WaSC and then by WoC.

Figure 49: Confidence in the long-term supply of water

9-year rolling avg. 2016 – 2023	70.0%	69.4%	80.8%
Change since last year	+2%	+2%	+3%
9-year trend	↓	↓	↓



★ Significant difference between England & Wales 2024

Table 62: Confidence in the long-term supply of water – WaSCs

Confidence in the long-term supply of water	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WaSC average	Change since last year
Industry (2024 base sample: 4,254)	70.0%	<p>78% 77% 73% 74% 75% 71% 63% 59% 61%</p> <p>16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	n/a	+2%
Total WaSCs (2024 base sample: 2,718)	71.3%	<p>80% 77% 74% 76% 76% 73% 64% 60% 63%</p> <p>16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	63%	+2%
Anglian Water (2024 base sample: 200)	69.3%	<p>74% 78% 73% 70% 73% 69% 62% 62% 62%</p> <p>16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↔	0%
Dŵr Cymru Welsh Water (2024 base sample: 400)	80.8%	<p>86% 88% 87% 83% 85% 81% 73% 70% 73%</p> <p>16 17 18 19 20 21 22 23 24</p> <p>Year</p>	↓	↑	+3%

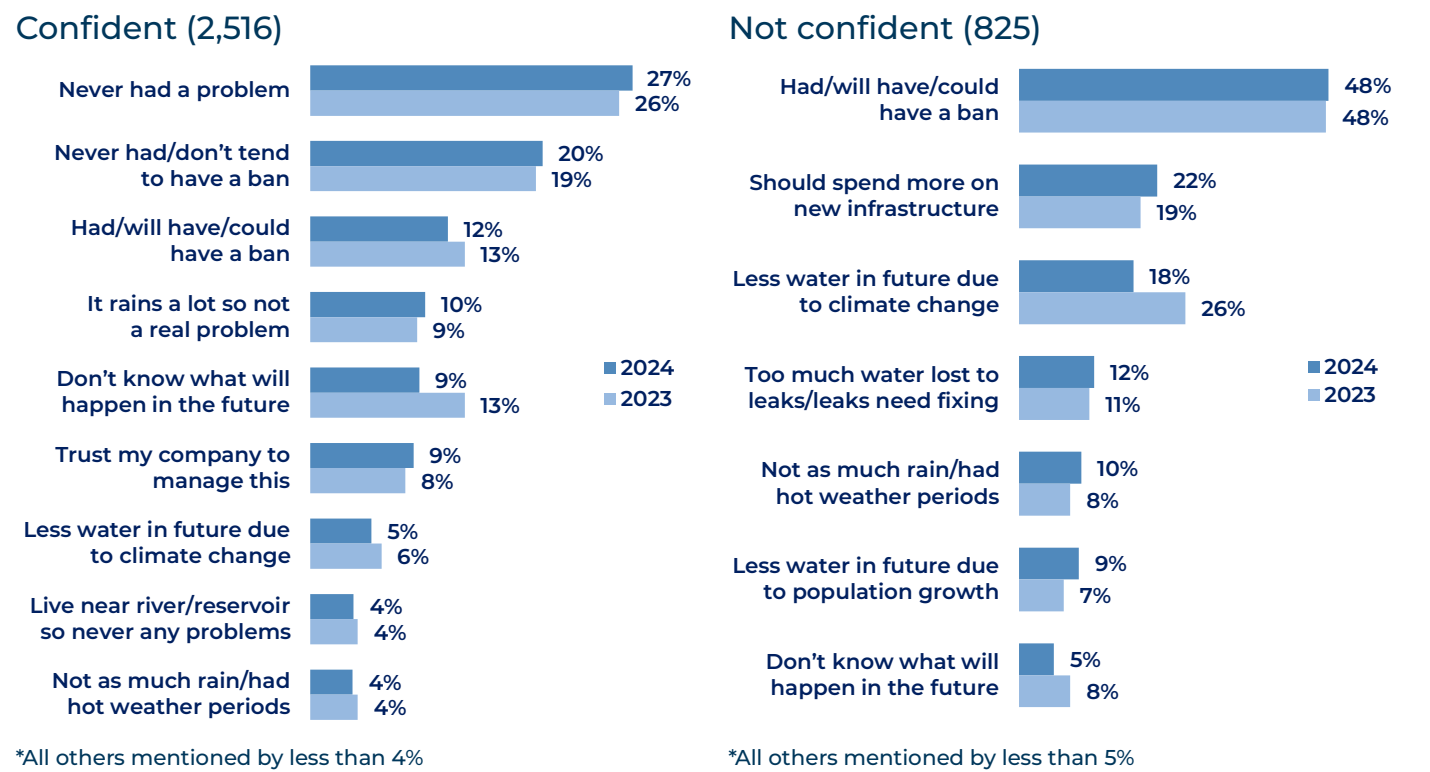
Confidence in the long-term supply of water	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WaSC average	Change since last year
Hafren Dyfrdwy (2024 base sample: 200)	79.1%	<div><div>83%79%80%81%76%75%79%</div><div>161718192021222324</div><div>Year</div></div>	↓	↑	+4%
Northumbrian Water (2024 base sample: 200)	84.7%	<div><div>85%88%85%87%89%86%82%80%78%</div><div>161718192021222324</div><div>Year</div></div>	↔	↑	-2%
Severn Trent (2024 base sample: 201)	72.3%	<div><div>83%81%74%75%78%72%64%62%63%</div><div>161718192021222324</div><div>Year</div></div>	↓	↔	+1%
South West Water (2024 base sample: 400)	67.1%	<div><div>83%77%75%80%78%76%61%43%45%</div><div>161718192021222324</div><div>Year</div></div>	↓	↓	+1%
Southern Water (2024 base sample: 200)	59.0%	<div><div>74%63%64%68%64%64%48%38%50%</div><div>161718192021222324</div><div>Year</div></div>	↓	↓	+12%
Thames Water (2024 base sample: 200)	62.5%	<div><div>73%65%64%66%66%68%51%53%57%</div><div>161718192021222324</div><div>Year</div></div>	↓	↔	+4%
United Utilities (2024 base sample: 200)	73.0%	<div><div>81%79%71%78%74%72%69%67%67%</div><div>161718192021222324</div><div>Year</div></div>	↓	↔	0%
Wessex Water (2024 base sample: 201)	76.0%	<div><div>79%83%80%77%80%79%77%60%69%</div><div>161718192021222324</div><div>Year</div></div>	↓	↔	+9%
Yorkshire Water (2024 base sample: 400)	77.0%	<div><div>83%85%83%86%83%79%69%62%65%</div><div>161718192021222324</div><div>Year</div></div>	↓	↔	+3%

Table 63: Confidence in the long-term supply of water – WoCs

Confidence in the long-term supply of water	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company average vs WoC average	Change since last year
Industry (2024 base sample: 4,254)	70.0%	<div><div>78%77%73%74%75%71%63%59%61%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>n/a</td> <td>+2%</td>	↓	n/a	+2%
Total WoCs (2024 base sample: 1,536)	65.4%	<div><div>72%73%69%69%71%63%60%56%56%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>56%</td> <td>0%</td>	↓	56%	0%
Affinity Water (2024 base sample: 250)	61.6%	<div><div>68%70%62%63%67%62%58%53%53%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>-1%</td>	↓	↔	-1%
Bristol Water (2024 base sample: 300)	71.9%	<div><div>70%80%79%81%74%68%69%67%62%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>-5%</td>	↓	↔	-5%
Cambridge Water (2024 base sample: 150)	62.4%	<div><div>79%82%71%68%59%61%57%44%45%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↓</td> <td>0%</td>	↓	↓	0%
Essex & Suffolk Water (2024 base sample: 151)	70.9%	<div><div>76%73%76%74%78%66%67%62%67%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↑</td> <td>+5%</td>	↓	↑	+5%
Portsmouth Water (2024 base sample: 150)	69.7%	<div><div>76%77%76%78%74%68%61%59%57%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>-2%</td>	↓	↔	-2%
South East Water (2024 base sample: 150)	55.0%	<div><div>69%64%63%59%65%50%43%38%45%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↓</td> <td>+6%</td>	↓	↓	+6%
South Staffs Water (2024 base sample: 151)	74.7%	<div><div>79%83%77%80%84%72%69%69%59%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>-10%</td>	↓	↔	-10%
SES Water (2024 base sample: 150)	61.4%	<div><div>66%68%60%68%64%63%58%52%54%</div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>161718192021222324</div><div>Year</div></div> <td>↓</td> <td>↔</td> <td>+2%</td>	↓	↔	+2%

Figure 50 below shows the reasons why respondents are confident or not confident in the long-term availability of water supply without restriction.

Figure 50: Reasons for confidence / lack of confidence



Appendices

A1. Sample profile – 2024

		Unweighted No.	Unweighted %	Weighted No.	Weighted %
Gender ³¹	Male	1958	46%	1919	45%
	Female	2296	54%	2335	55%
Age	18-29	111	3%	197	5%
	30-44	503	12%	646	15%
	45-59	1253	29%	1331	31%
	60-74	1479	35%	1287	30%
	75+	908	21%	792	19%
SEC	Higher managerial, admin & professional occupations	2144	50%	2216	52%
	Intermediate Occupations	990	23%	993	23%
	Routine & manual occupations	862	20%	784	18%
	Long term unemployed/ student	177	4%	185	4%
	Refused	81	2%	76	2%
House Composition	With children	762	18%	884	21%
	Without children	3448	81%	3328	78%
Ethnicity	White	3860	91%	3658	86%
	Mixed	59	1%	83	2%
	Asian	143	3%	234	6%
	Black	112	3%	186	4%
	Other	17	<1%	25	1%
Disability	Yes	1316	31%	1297	30%
	No	2884	68%	2901	68%
Retired (Base: 45+)	Yes	2166	60%	1889	55%
	No	1454	40%	1506	44%
Accommodation	Owner occupied	3386	80%	3225	76%
	Private rental	368	9%	464	11%
	Council tenant	171	4%	181	4%
	Housing Association tenant	188	4%	258	6%
	Leaseholder	31	1%	37	1%

³¹ Unweighted figures within +/- 5% target for gender, age and SEC.

		Unweighted No.	Unweighted %	Weighted No.	Weighted %
Meter in household	Yes	2750	65%	2708	64%
	No	1451	34%	1487	35%
Meter fitting (where meter present)	Already fitted	1410	51%	1408	52%
	Requested fitting	849	31%	799	29%
	Fitted as part of a metering scheme	418	15%	432	16%
Income	Up to £199 a week/Up to £10399 a year	164	4%	164	4%
	From £200 to £299 a week/ From £10400 to £15599 a year	372	9%	351	8%
	From £300 to £499 a week/ From £15600 to £25999 a year	578	14%	574	13%
	From £500 to £699/From £26000 to £36399 a year	546	13%	524	12%
	From £700 to £999 a week/ From £36400 to £51999 a year	556	13%	611	14%
	From £1000 to £1399 a week/ From £52000 to £72799 a year	451	11%	481	11%
	From £1400 to £1999 a week/ From £72800 to £103999 a year	361	8%	420	10%
	£2000 and above a week/ £104000 and above a year	219	5%	238	6%
Receive benefits	Yes	839	20%	870	20%
	No	3293	77%	3279	77%
Urbanicity	Urban	1353	32%	1082	37%
	Rural	1322	31%	734	25%
	Suburban/semi-rural	1493	35%	1057	36%

A2. Questionnaire



©DJS Research Ltd, 3 Pavilion Lane, Strines, Stockport, SK6 7GH
Tel: 01663-767857 – JN 9673 Water Matters 2024

Introduction

Good morning/afternoon, my name is ... I am calling from DJS Research on behalf of CCW (Consumer Council for Water), the water watchdog 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

- Willing to take part
- 1
- Continue
- Not willing to take part
- 2
- Thank & close

Screener Questions

S1 DELETED		
ASK ALL		
Firstly I would like to ask you some questions to ensure that you are eligible to take part in the survey:		
S3 In terms of how you pay your water bills, do you have sole responsibility for paying them, shared responsibility or no responsibility? If respondent says they pay their water will as part of their rent, code as 4. READ OUT		
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		
S2 Is there somebody else in the household who is the bill payer?		
SINGLE CODE		
Yes	1	RETURN TO INTRO
No	2	
Don't know	85	CLOSE

ASK ALL S4 Do you or any member of your family work in....: READ OUT		
The water industry i.e. work for a water company	1	Thank and close
A consumer organisation e.g. Passenger Focus, Energy Ombudsman	2	
Which?, Citizens Advice	3	
Market Research	4	
None of the above	87	D1
ASK ALL D1 Please record the gender of the respondent DO NOT ASK		
Male	1	
Female	2	
ASK ALL D2 Can you please tell me your age? PROMPT WITH BANDS IF NECESSARY CODE AGE INTO CORRECT BANDING. SINGLE CODE		
18-19	1	SCREEN OUT
20-24	2	
25-29	3	
30-44	4	
45-59	5	
60-64	6	
65-74	7	
75+	8	
Refused	86	
ASK ALL Q1a Who is your water company? (This may be a company which deals with your sewerage too.) SINGLE CODE		
DO NOT READ OUT COMPANY FROM SAMPLE. IF DOESN'T MATCH, CODE "STATED WATER COMPANY DIFFERS"		
Anglian Water Services Ltd	1	Q2
Dŵr Cymru Cyfyngedig (Welsh Water)	2	
Northumbrian Water Ltd	3	
Severn Trent Water Ltd	4	
South West Water Ltd	5	
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	
Water only companies		Q3
Bournemouth Water Plc	11	
Bristol Water Plc	12	
Cambridge Water Company Plc	13	CLOSE
Cholderton & District Water Company Ltd	14	
Essex & Suffolk Water	16	
Affinity Water South East	17	
Hartlepool Water Plc (interviewer: may be known as Anglian)	18	
Portsmouth Water Plc	19	

South East Water Plc (including Mid Kent Water Plc)	20	Q3
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		
Q1b Is your postcode <insert from sample>?		
Yes, same as sample	1	
Incorrect – Enter correct postcode (first part and first digit of second part)	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		
Q1c In your area, your water company is likely to be [insert name of water company]. Does that sound right?		GO BACK AND CODE Q1A THEN TO FILTER AT Q2
Yes	1	CLOSE
No	2	
ASK IF CODES 1-10 AT Q1A. OTHERS GO TO FILTER AT Q3		
Q2 And do they also provide your sewerage services, or do you have a septic tank?		
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	1	
Have septic tank	2	GO TO Q6
Different company provides my sewerage services	3	CLOSE
Don't know	85	GO TO Q6
ASK IF CODES 11-24 or 26 AT Q1a. OTHERS GO TO FILTER AT Q6		
Q3 Do you have a septic tank?		
Yes	1	Q6
No	2	*
*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		
Q4 Were you aware that your sewerage services are provided by another company?		
Yes	1	Q5a
No	2	Q5b
ASK IF CODE 1 AT Q4, or 2 at Q3 if Hafren = water company at Q1a. OTHERS GO TO FILTER AT Q5b		

<p>Q5a And who is your sewerage company?</p> <p>ADD IF NECESSARY: the bill from your water company will also say who provides your sewerage services.</p> <p>SINGLE CODE IF DOESN'T MATCH, CODE "STATED WATER COMPANY DIFFERS</p>				
	Anglian Water Services Ltd	1		
	Dŵr Cymru Cyfyngedig (Welsh Water)	2		
	Northumbrian Water Ltd	3		
	Severn Trent Water Ltd	4		Q6
	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		
Scripting note: If water company is Hafren and sewerage company is not either Hafren or Welsh Water, close.				
<p>IF Q4_2 (NO) OR Q5A_85 (DON'T KNOW) OR Q5_11 (STATED COMPANY DIFFERS TO SAMPLE) REFER TO SAMPLE AND ASK:</p> <p>Q5b Is your postcode <insert postcode from sample>?</p>				
	Yes, same as sample	1		
	Incorrect – Enter correct postcode (first part and first digit of second part)	2		Q5c
Q5c In your area, your sewerage company is likely to be [insert name of water company]. Does that sound right?				
	Yes	1		GO BACK & CODE Q5a THEN TO Q6
	No	2		CLOSE
ASK ALL				
Q6 Does your household have a water meter? SINGLE CODE				
	Yes	1		
	No	2		
	Don't know	85		

Company Information

<p>ASK ALL</p> <p>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</p> <p>DO NOT ASK IF CODE 2 AT Q2 OR 1 AT Q3 (HAVE SEPTIC TANK)</p> <p>Q10 And the sewerage services in your area?</p> <p>Very satisfied</p> <p>Fairly satisfied</p> <p>Neither satisfied nor dissatisfied</p> <p>Fairly dissatisfied</p> <p>Very dissatisfied</p> <p>Don't know</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>85</p>	
<p>ASK ALL</p> <p>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</p> <p>Strongly agree</p> <p>Tend to agree</p> <p>Neither agree nor disagree</p> <p>Tend to disagree</p> <p>Strongly disagree</p> <p>Don't know</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>85</p>	
<p>Q15 PARKED 2018</p>		
<p>ASK ALL</p> <p>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</p> <p>Strongly agree</p> <p>Tend to agree</p> <p>Neither agree nor disagree</p> <p>Tend to disagree</p> <p>Strongly disagree</p> <p>Don't know</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>85</p>	
<p>Q16e Has your household's financial situation changed since last year? Would you say that your household finances are...? SINGLE CODE. READ OUT</p> <p>Slightly worse</p> <p>Significantly worse</p> <p>Slightly better</p> <p>Significantly better</p> <p>Unchanged</p> <p>Don't know</p>		

Section B: Consumer Rights and Responsibility

<p>ASK ALL</p> <p>Q18 How likely would you be to contact your water and/or sewerage company if you were worried about paying your bill? READ OUT.</p> <p>SINGLE CODE</p> <p style="text-align: right;">Very likely Fairly likely Not very likely Not at all likely Don't know</p>	<p>1 2 3 4 85</p>	
<p>ASK IF WATER METER (CODE 1 AT Q6). OTHERS GO TO Q20</p> <p>Q19 You said earlier that your household had a water meter, which of the following apply to you? SINGLE CODE</p> <p style="text-align: right;">Your property already had meter when moved in You asked for a meter to be fitted Had no choice - water company fitted one as part of a metering scheme Other (specify) Don't know</p>	<p>1 2 3 80 85</p>	
<p>ASK ALL</p> <p>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?</p> <p style="text-align: right;">Yes No Don't know</p>	<p>1 2 85</p>	
<p><u>DO NOT ASK SOUTHERN WATER (Q1_6) OR SES (Q1_22)</u></p> <p><u>SOUTH EAST WATER (Q1_20) CUSTOMERS</u></p> <p>ASK IF Q6_2/85 AND IF NOT IN CM POST CODE LIST (SEE Q20 POSTCODE EXCEL FILE SAVED IN SAMPLE & DATA FOLDER)</p> <p>Q20B – IN ADDITION, DO NOT ASK THOSE POSTCODES IN FILE TITLED Q20B ADDITIONAL POSTCODES TO EXCLUDE</p> <p>Q20 Were you aware that ...: SINGLE CODE FOR EACH STATEMENT</p> <p>Scale: 1=Yes, 2= No, 85= Don't know</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>		<p>WILL BE ROUTED FROM POST- CODE</p>
<p>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.</p>		

<p>ASK ALL</p> <p>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 >? This was introduced to help people in low income groups who need to use a lot of water</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>Yes, have enquired but am not eligible 5</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>		
<p>ASK ALL</p> <p>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</p> <p>Yes, have heard of it but do not need it 1</p> <p>Yes, have subscribed to it 2</p> <p>Yes, have enquired but am not eligible 5</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>		
<p>ASK ALL</p> <p>Q28 Have you contacted your water / water and sewerage company in the past 12 months? SINGLE CODE</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>		<p>Q29</p> <p>Q33a</p>

ASK IF YES AT Q28 (CODES 1-3).		
Q29 What was your most recent contact about? DO NOT READ OUT.		
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	
Q32 AND Q33a-c PARKED		
ASK IF YES AT Q28 (CODES 1-3). OTHERS GO TO NQ3a		
Q30 Thinking about the contact you made, overall how satisfied were you with.... READ OUT EACH STATEMENT & SINGLE CODE. ROTATE STATEMENTS. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS		
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		
Q31 Taking everything into account, overall how satisfied or dissatisfied were you with this contact? SINGLE CODE. READ OUT IF NECESSARY		
Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	85	

<p>ASK ALL</p> <p>NQ3a 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 style="text-align: right;">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</p> <p>NQ3b2021 Why do you say that? DO NOT READ OUT. MULTICODE</p> <p style="text-align: right;">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</p> <p>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</p> <p style="text-align: right;">Very satisfied 1 Fairly satisfied 2 Neither satisfied nor dissatisfied 3 Fairly dissatisfied 4 Very dissatisfied 5 Don't know 85</p>		

ASK IF NQ1a=4/5		
NQ1b Why do you say that you are dissatisfied with the customer service? DO NOT PROMPT. RECORD VERBATIM AND MULTI-CODE FROM LIST BELOW. PROBE FULLY.		
Lack of communication/information	1	
Unhelpful response/didn't resolve	2	
Billing problems	3	
Poor value for money/too costly	4	
Meter reading problems	5	
Takes too long to deal with issues	6	
Issues are outstanding/ongoing	7	
Payment problems, inc. direct debit	8	
They don't listen/we get ignored	9	
Having no choice about water meter	10	
Meter installation problems	11	
Other (please specify)	80	
Don't know	85	

Section C: Water on Tap

ASK ALL		
Q34 How satisfied are you with the following aspects of your water supply: READ OUT EACH STATEMENT & SINGLE CODE. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS		
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	
Q110. PARKED 2024		
Q101-Q105 PARKED 2023		
ASK ALL		
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		
Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	85	

<p>ASK ALL</p> <p>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?</p> <p>SINGLE CODE. READ OUT IF NECESSARY</p> <p>Very confident 1</p> <p>Fairly confident 2</p> <p>Neither confident nor unconfident 3</p> <p>Fairly unconfident 4</p> <p>Very unconfident 5</p> <p>Don't know 85</p>		
<p>ASK IF NQ2/1-5</p> <p>NQ2b Why do you say that? DO NOT READ OUT. MULTICODE</p> <p>Should spend more on new infrastructure (e.g. water storage/reservoirs/water network/grid) 1</p> <p>Less water in future due to climate change 4</p> <p>Less water in future due to population growth 5</p> <p>Too much water lost to leaks/leaks need fixing 6</p> <p>Trust my company to manage this 10</p> <p>It rains a lot so not a real problem 11</p> <p>Never had a problem 14</p> <p>I live near a river/reservoir so never seen/heard of any problems 15</p> <p>Don't know what will happen in the future 16</p> <p>Never had/don't tend to have a ban 17</p> <p>Had/will have/could have a ban 18</p> <p>Not as much rain/had periods of hot weather 19</p> <p>We will adapt to use less water 20</p> <p>Company is already educating people to save water 21</p> <p>Other (please specify) 80</p> <p>Don't know 85</p>		
<p>ASK ALL</p> <p>Q106 What are your perceptions regarding the amount of water available in your local area? SINGLE CODE. READ OUT.</p> <p>Plenty of water available 1</p> <p>Moderate levels of water available 2</p> <p>No spare water available but no shortage either 3</p> <p>Under a bit of pressure to find water 4</p> <p>Under serious pressure to find water 5</p>		
<p>Q111-Q113 PARKED 2023</p>		
<p>ASK ALL</p> <p>Q114. Have you been made aware of any campaigns to use water wisely within the last 12 months?</p> <p>Yes 1</p> <p>No 2</p> <p>Don't know 85</p>		

Section D: Keeping it Clean

<p>ASK IF Q2/1 or 85 OR Q3/2 (NO SEPTIC TANK)</p> <p>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</p> <p>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.</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>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</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 ALL</p> <p>Q107. How far do you think that your water company is the cause of any river pollution? READ OUT IF NECESSARY. SINGLE CODE.</p> <p>Causes all river pollution Causes most river pollution 1 Causes some river pollution 2 Causes small amounts of river pollution 3 Doesn't cause any river pollution 4 Don't know 5 85</p>		
<p>ASK ALL</p> <p>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? SINGLE CODE. READ OUT IF NECESSARY</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 ALL</p> <p>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</p> <p style="text-align: right;"> Yes, both gas and electricity 1 No – gas and electricity from separate companies 2 Don't have mains gas 3 Don't know 85 </p>		
<p>ASK EACH STATEMENT FOR CERTAIN RESPONDENTS ONLY</p> <p>Q41 Thinking about other household services you receive, how satisfied or dissatisfied are you with....?: READ OUT EACH SERVICE & SINGLE CODE</p> <p>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.</p> <p style="text-align: right;"> a) Your gas service ASK IF CODE 1-2 AT Q11 b) Your electricity service ASK ALL e) Council services ASK ALL </p>		
<p>ASK ALL</p> <p>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</p> <p style="text-align: right;"> Strongly agree 1 Tend to agree 2 Neither agree nor disagree 3 Tend to disagree 4 Strongly disagree 5 Don't know 85 </p>		
<p>ASK ALL</p> <p>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</p> <p style="text-align: right;"> Do not trust them at all 1 2 3 4 5 6 7 8 9 Trust them completely 10 Don't know 85 </p>		

ASK ALL 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 Do not trust them at all	1 2 3 4 5 6 7 8 9 10 85	
Trust them completely Don't know		

Environmental behaviours

The next few questions are about environmental behaviours.

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

ASK IF CODE 5-8 AT D2. OTHERS GO TO D4a D3 Are you retired? SINGLE CODE Yes No Refused	1 2 86	
D4 PARKED 2022		
ASK ALL 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? SINGLE CODE. READ OUT IF NECESSARY Employee Self-employed with employees Self-employed/freelance without employees Not applicable - Long term unemployed/never worked Not applicable - Full time student	1 2 3 4 5	D6 D7 D9 Q1a Q1a

<p>ASK ALL EMPLOYEES (D5/1)</p> <p>D6 How many people work (worked) for your employer at the place where you work (worked)? READ OUT IF NECESSARY</p> <p>1-24 25 or more</p>	<p>1 2</p>	<p>D8</p>
<p>ASK ALL EMPLOYERS (D5/2)</p> <p>D7 How many people do (did) you employ?</p> <p>1-24 25 or more</p>	<p>1 2</p>	<p>D8</p>
<p>ASK ALL EMPLOYEES (D5/1-2)</p> <p>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)</p> <p>Yes No</p>	<p>1 2</p>	<p>D9</p>
<p>ASK ALL EMPLOYED (D5/1-3)</p> <p>D9 What do you do for work? If you are not working now, what did you do in your last job? SINGLE CODE ONLY. DO NOT READ OUT – USE PROMPTS WHERE NECESSARY.</p> <p>Modern professional occupations such as: teacher – nurse – physiotherapist – social worker – welfare officer – artist – musician – police officer (sergeant or above) – software designer</p> <p>Clerical and intermediate occupations such as: secretary, personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse</p> <p>Senior managers or administrators (usually responsible for planning, organising and co-ordinating work, and for finance) such as: finance manager – chief executive</p> <p>Technical and craft occupations such as: motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver</p> <p>Semi-routine manual and service occupations such as: postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant</p> <p>Routine manual and service occupations such as: HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff</p> <p>Middle or junior managers such as: office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican</p> <p>Traditional professional occupations such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer</p> <p>Refused</p> <p>INTERVIEWER NOTE - IF RESPONDENT REFUSES READ OUT: 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?</p>	<p>1 2 3 4 5 6 7 8 86</p>	<p>Continue – but will need to screen out once we hit the first refusal quota.</p>

<p>ASK ALL</p> <p>Q55 How would you describe your ethnic background?</p> <p>PROMPT IF NECESSARY. SINGLE CODE</p> <p>White: British 1</p> <p>White: Irish 2</p> <p>White: Any other White background 3</p> <p>Mixed: White and Black Caribbean 4</p> <p>Mixed: White and Black African 5</p> <p>Mixed: White and Asian 6</p> <p>Mixed: Any other Mixed background 7</p> <p>Asian or Asian British: Indian 8</p> <p>Asian or Asian British: Pakistani 9</p> <p>Asian or Asian British: Bangladeshi 10</p> <p>Asian or Asian British: Any other Asian background 11</p> <p>Black or Black British: Caribbean 12</p> <p>Black or Black British: African 13</p> <p>Black or Black British: Any other Black background 14</p> <p>Chinese 15</p> <p>Other (specify) 80</p> <p>Refused 86</p>		
<p>ASK ALL</p> <p>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? MULTICODE OK FOR CODES 1/2</p> <p>Yes (self) 1</p> <p>Yes (other) 2</p> <p>No 3</p> <p>Don't know/refused 85</p>		
<p>ASK ALL</p> <p>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? READ OUT SINGLE CODE</p> <p>[Scale: 0 = none, 1= one, 2= two, 3= three, 4=four, 5= five, 6 = six+; 86= refused.</p> <p>a) Adults i.e. 18 years and over</p> <p>b) Children aged 6 – 17</p> <p>c) Children aged 0-5</p>		
<p>ASK ALL</p> <p>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</p> <p>Up to £199 a week/Up to £10,399 a year 1</p> <p>From £200 to £299 a week/From £10,400 to £15,599 a year 2</p> <p>From £300 to £499 a week/From £15,600 to £25,999 a year 3</p> <p>From £500 to £699/From £26,000 to £36,399 a year 4</p> <p>From £700 to £999 a week/From £36,400 to £51,999 a year 5</p> <p>From £1,000 to £1,399 a week/From £52,000 to £72,799 a year 6</p> <p>From £1,400 to £1,999 a week/From £72,800 to £103,999 a year 7</p> <p>£2,000 and above a week/£104,000 and above a year 8</p> <p>Don't know 85</p> <p>Refused 86</p>		
<p>ASK ALL</p>		

Q58 And are you/someone in your household currently receiving any benefits or tax credits? SINGLE CODE	1 2 85 86	
ASK ALL Q59 What type of accommodation do you live in? READ OUT SINGLE CODE	Owner occupied Private rental Council tenant Housing Association tenant Leaseholder Don't know Refused	1 2 3 4 5 85 86
ASK ALL Q60 Would you say you live in an urban or rural area? READ OUT.SINGLE CODE	Urban Rural Suburban/semi rural Don't know	1 2 3 85
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. Q61 Do you have access to the internet?	Yes No Don't know Refused	1 2 85 86
ASK IF CODED 3 AT Q21 OR Q25. OTHERS GO TO Q63 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].		
ASK ALL Q63 Would you be happy to be re-contacted for future research projects on behalf of CCW (Consumer Council for Water)?	Yes No	1 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. 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.



The voice for water consumers
Llais defnyddwyr dŵr

23 Stephenson Street,
Birmingham, B2 4BH

Ccw.org.uk
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