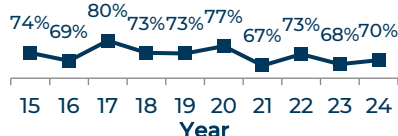
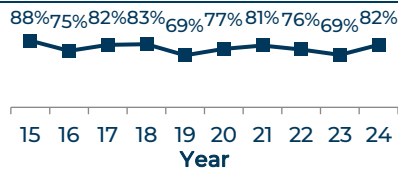
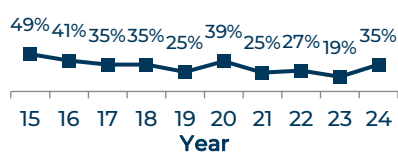
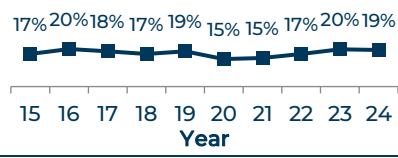
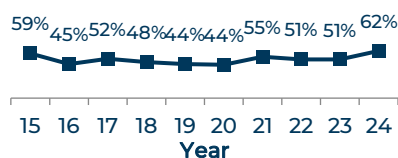
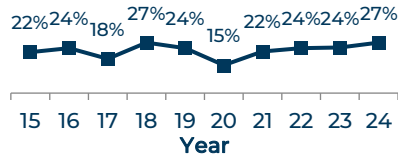
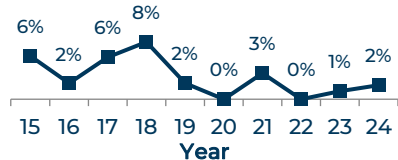
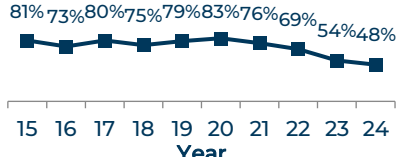
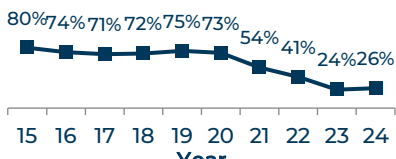
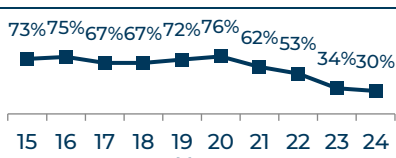


Results for South West Water ¹	Percentage of household customers	Range and average for all WaSCs ²	Comments or points of interest																						
Satisfaction with water and sewerage services																									
Overall satisfaction with water supply (Sample size: 400) ³	 <table><tr><th>Year</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>Percentage</td><td>93%</td><td>93%</td><td>94%</td><td>90%</td><td>93%</td><td>90%</td><td>93%</td><td>94%</td><td>91%</td><td>89%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	93%	93%	94%	90%	93%	90%	93%	94%	91%	89%	96% to 81% Average: 90%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	93%	93%	94%	90%	93%	90%	93%	94%	91%	89%															
Overall satisfaction with sewerage services (Sample size: 328)	 <table><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>Percentage</td><td>85%</td><td>81%</td><td>82%</td><td>77%</td><td>85%</td><td>84%</td><td>79%</td><td>71%</td><td>52%</td><td>47%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	85%	81%	82%	77%	85%	84%	79%	71%	52%	47%	75% to 47% Average: 65%	Significantly lower than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	85%	81%	82%	77%	85%	84%	79%	71%	52%	47%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 396)	 <table><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>Percentage</td><td>58%</td><td>65%</td><td>54%</td><td>56%</td><td>65%</td><td>72%</td><td>66%</td><td>67%</td><td>60%</td><td>55%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	58%	65%	54%	56%	65%	72%	66%	67%	60%	55%	74% to 55% Average: 65%	Significantly lower than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	58%	65%	54%	56%	65%	72%	66%	67%	60%	55%															
Satisfied with value for money of sewerage services (Sample size: 329)	 <table><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>Percentage</td><td>61%</td><td>60%</td><td>58%</td><td>57%</td><td>66%</td><td>67%</td><td>65%</td><td>64%</td><td>57%</td><td>51%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	61%	60%	58%	57%	66%	67%	65%	64%	57%	51%	75% to 51% Average: 68%	Significantly lower than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	61%	60%	58%	57%	66%	67%	65%	64%	57%	51%															
Views on fairness and affordability of charges																									
Agree charges are fair (Sample size: 387)	 <table><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>Percentage</td><td>39%</td><td>46%</td><td>39%</td><td>38%</td><td>50%</td><td>57%</td><td>51%</td><td>53%</td><td>42%</td><td>42%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	39%	46%	39%	38%	50%	57%	51%	53%	42%	42%	65% to 42% Average: 54%	Significantly lower than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	39%	46%	39%	38%	50%	57%	51%	53%	42%	42%															
Agree water and sewerage charges are affordable (Sample size: 397)	 <table><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>Percentage</td><td>61%</td><td>62%</td><td>61%</td><td>57%</td><td>66%</td><td>75%</td><td>67%</td><td>68%</td><td>63%</td><td>68%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	61%	62%	61%	57%	66%	75%	67%	68%	63%	68%	79% to 68% Average: 74%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	61%	62%	61%	57%	66%	75%	67%	68%	63%	68%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 383)	 <table><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>Percentage</td><td>66%</td><td>66%</td><td>62%</td><td>62%</td><td>62%</td><td>71%</td><td>63%</td><td>63%</td><td>43%</td><td>41%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	66%	66%	62%	62%	62%	71%	63%	63%	43%	41%	68% to 37% Average: 53%	Significantly lower than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	66%	66%	62%	62%	62%	71%	63%	63%	43%	41%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 397)	 <table><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>Mean Score</td><td>7.25</td><td>7.29</td><td>7.27</td><td>7.19</td><td>7.56</td><td>7.72</td><td>7.21</td><td>7.00</td><td>6.14</td><td>5.42</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Mean Score	7.25	7.29	7.27	7.19	7.56	7.72	7.21	7.00	6.14	5.42	7.02 to 5.12 Average: 6.23	Significant change since last year. Significantly lower than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Mean Score	7.25	7.29	7.27	7.19	7.56	7.72	7.21	7.00	6.14	5.42															

Results for South West Water ¹	Percentage of household customers	Range and average for all WaSCs ²	Comments or points of interest																						
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 383)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>74%</td></tr><tr><td>16</td><td>69%</td></tr><tr><td>17</td><td>80%</td></tr><tr><td>18</td><td>73%</td></tr><tr><td>19</td><td>73%</td></tr><tr><td>20</td><td>77%</td></tr><tr><td>21</td><td>67%</td></tr><tr><td>22</td><td>73%</td></tr><tr><td>23</td><td>68%</td></tr><tr><td>24</td><td>70%</td></tr></table>	Year	Percentage	15	74%	16	69%	17	80%	18	73%	19	73%	20	77%	21	67%	22	73%	23	68%	24	70%	79% to 59% Average: 70%	
Year	Percentage																								
15	74%																								
16	69%																								
17	80%																								
18	73%																								
19	73%																								
20	77%																								
21	67%																								
22	73%																								
23	68%																								
24	70%																								
Aware of free meter option (Sample size: 107) ⁴	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>88%</td></tr><tr><td>16</td><td>75%</td></tr><tr><td>17</td><td>82%</td></tr><tr><td>18</td><td>83%</td></tr><tr><td>19</td><td>69%</td></tr><tr><td>20</td><td>77%</td></tr><tr><td>21</td><td>81%</td></tr><tr><td>22</td><td>76%</td></tr><tr><td>23</td><td>69%</td></tr><tr><td>24</td><td>82%</td></tr></table>	Year	Percentage	15	88%	16	75%	17	82%	18	83%	19	69%	20	77%	21	81%	22	76%	23	69%	24	82%	82% to 51% Average: 66%	Significantly higher than WaSC average
Year	Percentage																								
15	88%																								
16	75%																								
17	82%																								
18	83%																								
19	69%																								
20	77%																								
21	81%																								
22	76%																								
23	69%																								
24	82%																								
Aware of option to go back to rateable value charge within 24 months (Sample size: 107) ⁴	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>49%</td></tr><tr><td>16</td><td>41%</td></tr><tr><td>17</td><td>35%</td></tr><tr><td>18</td><td>35%</td></tr><tr><td>19</td><td>25%</td></tr><tr><td>20</td><td>39%</td></tr><tr><td>21</td><td>25%</td></tr><tr><td>22</td><td>27%</td></tr><tr><td>23</td><td>19%</td></tr><tr><td>24</td><td>35%</td></tr></table>	Year	Percentage	15	49%	16	41%	17	35%	18	35%	19	25%	20	39%	21	25%	22	27%	23	19%	24	35%	35% to 11% Average: 25%	Significant change since last year. Significantly higher than WaSC average
Year	Percentage																								
15	49%																								
16	41%																								
17	35%																								
18	35%																								
19	25%																								
20	39%																								
21	25%																								
22	27%																								
23	19%																								
24	35%																								
Aware of WaterSure tariff (Sample size: 400*) ⁵	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>17%</td></tr><tr><td>16</td><td>20%</td></tr><tr><td>17</td><td>18%</td></tr><tr><td>18</td><td>17%</td></tr><tr><td>19</td><td>19%</td></tr><tr><td>20</td><td>15%</td></tr><tr><td>21</td><td>15%</td></tr><tr><td>22</td><td>17%</td></tr><tr><td>23</td><td>20%</td></tr><tr><td>24</td><td>19%</td></tr></table>	Year	Percentage	15	17%	16	20%	17	18%	18	17%	19	19%	20	15%	21	15%	22	17%	23	20%	24	19%	24% to 11% Average: 18%	
Year	Percentage																								
15	17%																								
16	20%																								
17	18%																								
18	17%																								
19	19%																								
20	15%																								
21	15%																								
22	17%																								
23	20%																								
24	19%																								
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 400*) ⁶	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>44%</td></tr><tr><td>16</td><td>42%</td></tr><tr><td>17</td><td>46%</td></tr><tr><td>18</td><td>49%</td></tr></table>	Year	Percentage	15	44%	16	42%	17	46%	18	49%	57% to 38% Average: 48%													
Year	Percentage																								
15	44%																								
16	42%																								
17	46%																								
18	49%																								
Aware of Priority services (Sample size: 400*) ⁵	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>59%</td></tr><tr><td>16</td><td>45%</td></tr><tr><td>17</td><td>52%</td></tr><tr><td>18</td><td>48%</td></tr><tr><td>19</td><td>44%</td></tr><tr><td>20</td><td>44%</td></tr><tr><td>21</td><td>55%</td></tr><tr><td>22</td><td>51%</td></tr><tr><td>23</td><td>51%</td></tr><tr><td>24</td><td>62%</td></tr></table>	Year	Percentage	15	59%	16	45%	17	52%	18	48%	19	44%	20	44%	21	55%	22	51%	23	51%	24	62%	62% to 49% Average: 56%	Significant change since last year. Significantly higher than WaSC average
Year	Percentage																								
15	59%																								
16	45%																								
17	52%																								
18	48%																								
19	44%																								
20	44%																								
21	55%																								
22	51%																								
23	51%																								
24	62%																								
Contact																									
Contacted water company with query in last 12 months (Sample size: 398*)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>22%</td></tr><tr><td>16</td><td>24%</td></tr><tr><td>17</td><td>18%</td></tr><tr><td>18</td><td>27%</td></tr><tr><td>19</td><td>24%</td></tr><tr><td>20</td><td>15%</td></tr><tr><td>21</td><td>22%</td></tr><tr><td>22</td><td>24%</td></tr><tr><td>23</td><td>24%</td></tr><tr><td>24</td><td>27%</td></tr></table>	Year	Percentage	15	22%	16	24%	17	18%	18	27%	19	24%	20	15%	21	22%	22	24%	23	24%	24	27%	37% to 19% Average: 28%	
Year	Percentage																								
15	22%																								
16	24%																								
17	18%																								
18	27%																								
19	24%																								
20	15%																								
21	22%																								
22	24%																								
23	24%																								
24	27%																								
Reason for contacting water company was to complain (Sample size: 106 who made contact)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>6%</td></tr><tr><td>16</td><td>2%</td></tr><tr><td>17</td><td>6%</td></tr><tr><td>18</td><td>8%</td></tr><tr><td>19</td><td>2%</td></tr><tr><td>20</td><td>0%</td></tr><tr><td>21</td><td>3%</td></tr><tr><td>22</td><td>0%</td></tr><tr><td>23</td><td>1%</td></tr><tr><td>24</td><td>2%</td></tr></table>	Year	Percentage	15	6%	16	2%	17	6%	18	8%	19	2%	20	0%	21	3%	22	0%	23	1%	24	2%	5% to 0% Average: 2%	
Year	Percentage																								
15	6%																								
16	2%																								
17	6%																								
18	8%																								
19	2%																								
20	0%																								
21	3%																								
22	0%																								
23	1%																								
24	2%																								

Results for South West Water ¹	Percentage of household customers	Range and average for all WaSCs ²	Comments or points of interest
Satisfaction with way query handled (Sample size: 105 who made contact)	<div><div></div><div>78%85%81%77%81%69%76%73%72%68%</div><div>15161718192021222324</div><div>Year</div></div>	87% to 67% Average: 76%	
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 398)	<div><div></div><div>95%97%94%89%92%95%93%94%90%89%</div><div>15161718192021222324</div><div>Year</div></div>	94% to 89% Average: 91%	
Satisfied with taste and smell (Sample size: 394)	<div><div></div><div>86%88%87%81%87%85%89%86%86%81%</div><div>15161718192021222324</div><div>Year</div></div>	90% to 75% Average: 83%	
Satisfied with hardness/softness (Sample size: 383)	<div><div></div><div>88%91%90%85%86%89%83%80%76%78%</div><div>15161718192021222324</div><div>Year</div></div>	90% to 41% Average: 66%	Significantly higher than WaSC average
Satisfied with safety (Sample size: 387)	<div><div></div><div>94%94%95%90%93%91%94%94%91%81%</div><div>15161718192021222324</div><div>Year</div></div>	92% to 75% Average: 85%	Significant change since last year
Satisfied with reliability of supply (Sample size: 400)	<div><div></div><div>97%98%98%93%96%97%96%96%93%91%</div><div>15161718192021222324</div><div>Year</div></div>	98% to 91% Average: 94%	Significantly lower than WaSC average
Satisfied with water pressure (Sample size: 399)	<div><div></div><div>90%93%91%88%87%91%89%89%89%87%</div><div>15161718192021222324</div><div>Year</div></div>	96% to 79% Average: 86%	
A sewerage system that works			
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 256)	<div><div></div><div>77%73%77%75%81%80%75%69%52%52%</div><div>15161718192021222324</div><div>Year</div></div>	70% to 52% Average: 64%	Significantly lower than WaSC average

Results for South West Water ¹	Percentage of household customers	Range and average for all WaSCs ²	Comments or points of interest																						
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 277)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>81%</td></tr><tr><td>16</td><td>73%</td></tr><tr><td>17</td><td>80%</td></tr><tr><td>18</td><td>75%</td></tr><tr><td>19</td><td>79%</td></tr><tr><td>20</td><td>83%</td></tr><tr><td>21</td><td>76%</td></tr><tr><td>22</td><td>69%</td></tr><tr><td>23</td><td>54%</td></tr><tr><td>24</td><td>48%</td></tr></table>	Year	Percentage	15	81%	16	73%	17	80%	18	75%	19	79%	20	83%	21	76%	22	69%	23	54%	24	48%	77% to 48% Average: 64%	Significantly lower than WaSC average
Year	Percentage																								
15	81%																								
16	73%																								
17	80%																								
18	75%																								
19	79%																								
20	83%																								
21	76%																								
22	69%																								
23	54%																								
24	48%																								
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 305)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>80%</td></tr><tr><td>16</td><td>74%</td></tr><tr><td>17</td><td>71%</td></tr><tr><td>18</td><td>72%</td></tr><tr><td>19</td><td>75%</td></tr><tr><td>20</td><td>73%</td></tr><tr><td>21</td><td>54%</td></tr><tr><td>22</td><td>41%</td></tr><tr><td>23</td><td>24%</td></tr><tr><td>24</td><td>26%</td></tr></table>	Year	Percentage	15	80%	16	74%	17	71%	18	72%	19	75%	20	73%	21	54%	22	41%	23	24%	24	26%	51% to 22% Average: 40%	Significantly lower than WaSC average
Year	Percentage																								
15	80%																								
16	74%																								
17	71%																								
18	72%																								
19	75%																								
20	73%																								
21	54%																								
22	41%																								
23	24%																								
24	26%																								
Satisfied with company actions to minimise sewer flooding (Sample size: 301)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>73%</td></tr><tr><td>16</td><td>75%</td></tr><tr><td>17</td><td>67%</td></tr><tr><td>18</td><td>67%</td></tr><tr><td>19</td><td>72%</td></tr><tr><td>20</td><td>76%</td></tr><tr><td>21</td><td>62%</td></tr><tr><td>22</td><td>53%</td></tr><tr><td>23</td><td>34%</td></tr><tr><td>24</td><td>30%</td></tr></table>	Year	Percentage	15	73%	16	75%	17	67%	18	67%	19	72%	20	76%	21	62%	22	53%	23	34%	24	30%	57% to 30% Average: 48%	Significantly lower than WaSC average
Year	Percentage																								
15	73%																								
16	75%																								
17	67%																								
18	67%																								
19	72%																								
20	76%																								
21	62%																								
22	53%																								
23	34%																								
24	30%																								

Sample Profile

Regional sample profile for South West Water	(Sample size: 400*)
Gender	
Male	48%
Female	52%
Age	
18-29	0%
30-44	8%
45-59	29%
60-64	12%
65-74	28%
75+	23%
SEC	
Higher managerial, administrative & professional occupations	50%
Intermediate occupations	24%
Routine & manual occupations	21%
Never worked and long-term unemployed/Full-time students	3%
Refused	2%
Water Meter	
Proportion having a water meter	73%

Statistical reliability on sample size of 400 is +/- 4.9%

¹ Bournemouth customers included in South West Water since 2021.

² Average (mean) proportion for all WaSCs is based on weighted data. All other data is unweighted.

³ Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *.

⁴ Question filtered on unmetered households as per the main report and not stated removed.

⁵ Question wording changed in 2024 to include "Yes, have enquired but not eligible".

⁶ Question changed to Yes/No option in 2021 so data not comparable with previous years.