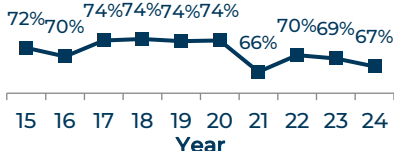
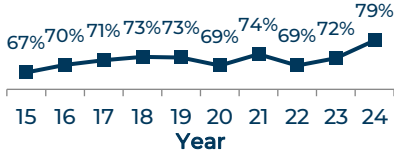
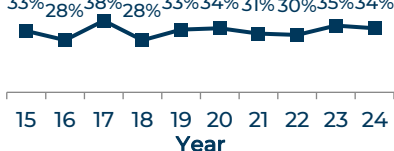
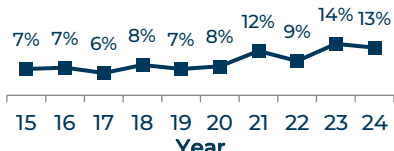
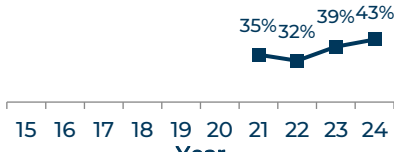
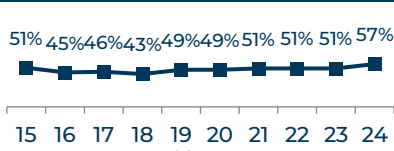
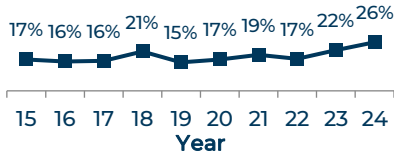
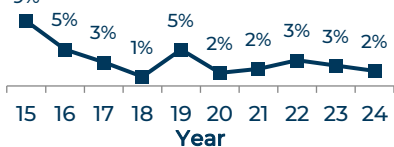
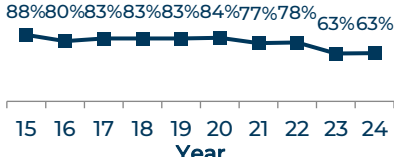
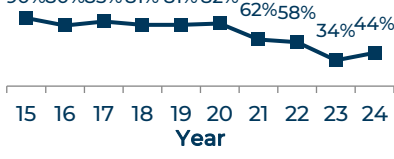
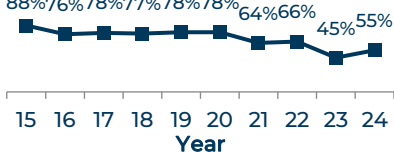


Results for United Utilities Water	Percentage of household customers	Range and average for all WaSCs <sup>1</sup>	Comments or points of interest																						
Satisfaction with water and sewerage services																									
Overall satisfaction with water supply (Sample size: 200) <sup>2</sup>	 <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>92%</td><td>95%</td><td>92%</td><td>90%</td><td>93%</td><td>94%</td><td>89%</td><td>94%</td><td>91%</td><td>91%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	92%	95%	92%	90%	93%	94%	89%	94%	91%	91%	96% to 81% Average: 90%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	92%	95%	92%	90%	93%	94%	89%	94%	91%	91%															
Overall satisfaction with sewerage services (Sample size: 195)	 <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>90%</td><td>89%</td><td>87%</td><td>87%</td><td>87%</td><td>82%</td><td>85%</td><td>68%</td><td>67%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	93%	90%	89%	87%	87%	87%	82%	85%	68%	67%	75% to 47% Average: 65%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	93%	90%	89%	87%	87%	87%	82%	85%	68%	67%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 199)	 <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>73%</td><td>68%</td><td>73%</td><td>71%</td><td>76%</td><td>77%</td><td>71%</td><td>77%</td><td>71%</td><td>67%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	73%	68%	73%	71%	76%	77%	71%	77%	71%	67%	74% to 55% Average: 65%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	73%	68%	73%	71%	76%	77%	71%	77%	71%	67%															
Satisfied with value for money of sewerage services (Sample size: 194)	 <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>80%</td><td>72%</td><td>77%</td><td>80%</td><td>79%</td><td>81%</td><td>79%</td><td>81%</td><td>74%</td><td>73%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	80%	72%	77%	80%	79%	81%	79%	81%	74%	73%	75% to 51% Average: 68%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	80%	72%	77%	80%	79%	81%	79%	81%	74%	73%															
Views on fairness and affordability of charges																									
Agree charges are fair (Sample size: 197)	 <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>62%</td><td>59%</td><td>60%</td><td>62%</td><td>65%</td><td>68%</td><td>58%</td><td>64%</td><td>57%</td><td>55%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	62%	59%	60%	62%	65%	68%	58%	64%	57%	55%	65% to 42% Average: 54%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	62%	59%	60%	62%	65%	68%	58%	64%	57%	55%															
Agree water and sewerage charges are affordable (Sample size: 200)	 <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>76%</td><td>73%</td><td>73%</td><td>74%</td><td>80%</td><td>83%</td><td>74%</td><td>76%</td><td>73%</td><td>77%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	76%	73%	73%	74%	80%	83%	74%	76%	73%	77%	79% to 68% Average: 74%	
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	76%	73%	73%	74%	80%	83%	74%	76%	73%	77%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 199)	 <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>75%</td><td>69%</td><td>69%</td><td>70%</td><td>70%</td><td>72%</td><td>65%</td><td>70%</td><td>52%</td><td>62%</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Percentage	75%	69%	69%	70%	70%	72%	65%	70%	52%	62%	68% to 37% Average: 53%	Significant change since last year. Significantly higher than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Percentage	75%	69%	69%	70%	70%	72%	65%	70%	52%	62%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 200)	 <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>7.80</td><td>7.72</td><td>7.77</td><td>7.66</td><td>7.86</td><td>8.09</td><td>7.45</td><td>7.41</td><td>6.62</td><td>6.57</td></tr></table>	Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Mean Score	7.80	7.72	7.77	7.66	7.86	8.09	7.45	7.41	6.62	6.57	7.02 to 5.12 Average: 6.23	Significantly higher than WaSC average
Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024															
Mean Score	7.80	7.72	7.77	7.66	7.86	8.09	7.45	7.41	6.62	6.57															

Results for United Utilities Water	Percentage of household customers	Range and average for all WaSCs <sup>1</sup>	Comments or points of interest																						
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 197)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>72%</td></tr><tr><td>16</td><td>70%</td></tr><tr><td>17</td><td>74%</td></tr><tr><td>18</td><td>74%</td></tr><tr><td>19</td><td>74%</td></tr><tr><td>20</td><td>74%</td></tr><tr><td>21</td><td>66%</td></tr><tr><td>22</td><td>70%</td></tr><tr><td>23</td><td>69%</td></tr><tr><td>24</td><td>67%</td></tr></table>	Year	Percentage	15	72%	16	70%	17	74%	18	74%	19	74%	20	74%	21	66%	22	70%	23	69%	24	67%	79% to 59% Average: 70%	
Year	Percentage																								
15	72%																								
16	70%																								
17	74%																								
18	74%																								
19	74%																								
20	74%																								
21	66%																								
22	70%																								
23	69%																								
24	67%																								
Aware of free meter option (Sample size: 93) <sup>3</sup>	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>67%</td></tr><tr><td>16</td><td>70%</td></tr><tr><td>17</td><td>71%</td></tr><tr><td>18</td><td>73%</td></tr><tr><td>19</td><td>73%</td></tr><tr><td>20</td><td>69%</td></tr><tr><td>21</td><td>74%</td></tr><tr><td>22</td><td>69%</td></tr><tr><td>23</td><td>72%</td></tr><tr><td>24</td><td>79%</td></tr></table>	Year	Percentage	15	67%	16	70%	17	71%	18	73%	19	73%	20	69%	21	74%	22	69%	23	72%	24	79%	82% to 51% Average: 66%	Significantly higher than WaSC average
Year	Percentage																								
15	67%																								
16	70%																								
17	71%																								
18	73%																								
19	73%																								
20	69%																								
21	74%																								
22	69%																								
23	72%																								
24	79%																								
Aware of option to go back to rateable value charge within 24 months (Sample size: 93) <sup>4</sup>	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>33%</td></tr><tr><td>16</td><td>28%</td></tr><tr><td>17</td><td>38%</td></tr><tr><td>18</td><td>28%</td></tr><tr><td>19</td><td>33%</td></tr><tr><td>20</td><td>34%</td></tr><tr><td>21</td><td>31%</td></tr><tr><td>22</td><td>30%</td></tr><tr><td>23</td><td>35%</td></tr><tr><td>24</td><td>34%</td></tr></table>	Year	Percentage	15	33%	16	28%	17	38%	18	28%	19	33%	20	34%	21	31%	22	30%	23	35%	24	34%	35% to 11% Average: 25%	Significantly higher than WaSC average
Year	Percentage																								
15	33%																								
16	28%																								
17	38%																								
18	28%																								
19	33%																								
20	34%																								
21	31%																								
22	30%																								
23	35%																								
24	34%																								
Aware of WaterSure tariff (Sample size: 200*) <sup>4</sup>	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>7%</td></tr><tr><td>16</td><td>7%</td></tr><tr><td>17</td><td>6%</td></tr><tr><td>18</td><td>8%</td></tr><tr><td>19</td><td>7%</td></tr><tr><td>20</td><td>8%</td></tr><tr><td>21</td><td>12%</td></tr><tr><td>22</td><td>9%</td></tr><tr><td>23</td><td>14%</td></tr><tr><td>24</td><td>13%</td></tr></table>	Year	Percentage	15	7%	16	7%	17	6%	18	8%	19	7%	20	8%	21	12%	22	9%	23	14%	24	13%	24% to 11% Average: 18%	Significantly lower than WaSC average
Year	Percentage																								
15	7%																								
16	7%																								
17	6%																								
18	8%																								
19	7%																								
20	8%																								
21	12%																								
22	9%																								
23	14%																								
24	13%																								
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 200*) <sup>5</sup>	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>35%</td></tr><tr><td>16</td><td>32%</td></tr><tr><td>17</td><td>39%</td></tr><tr><td>18</td><td>43%</td></tr></table>	Year	Percentage	15	35%	16	32%	17	39%	18	43%	57% to 38% Average: 48%	Significantly lower than WaSC average												
Year	Percentage																								
15	35%																								
16	32%																								
17	39%																								
18	43%																								
Aware of Priority services (Sample size: 200*) <sup>5</sup>	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>51%</td></tr><tr><td>16</td><td>45%</td></tr><tr><td>17</td><td>46%</td></tr><tr><td>18</td><td>43%</td></tr><tr><td>19</td><td>49%</td></tr><tr><td>20</td><td>49%</td></tr><tr><td>21</td><td>51%</td></tr><tr><td>22</td><td>51%</td></tr><tr><td>23</td><td>51%</td></tr><tr><td>24</td><td>57%</td></tr></table>	Year	Percentage	15	51%	16	45%	17	46%	18	43%	19	49%	20	49%	21	51%	22	51%	23	51%	24	57%	62% to 49% Average: 56%	
Year	Percentage																								
15	51%																								
16	45%																								
17	46%																								
18	43%																								
19	49%																								
20	49%																								
21	51%																								
22	51%																								
23	51%																								
24	57%																								
Contact																									
Contacted water company with query in last 12 months (Sample size: 199*)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>17%</td></tr><tr><td>16</td><td>16%</td></tr><tr><td>17</td><td>16%</td></tr><tr><td>18</td><td>21%</td></tr><tr><td>19</td><td>15%</td></tr><tr><td>20</td><td>17%</td></tr><tr><td>21</td><td>19%</td></tr><tr><td>22</td><td>17%</td></tr><tr><td>23</td><td>22%</td></tr><tr><td>24</td><td>26%</td></tr></table>	Year	Percentage	15	17%	16	16%	17	16%	18	21%	19	15%	20	17%	21	19%	22	17%	23	22%	24	26%	37% to 19% Average: 28%	
Year	Percentage																								
15	17%																								
16	16%																								
17	16%																								
18	21%																								
19	15%																								
20	17%																								
21	19%																								
22	17%																								
23	22%																								
24	26%																								
Reason for contacting water company was to complain (Sample size: 51 who made contact)	 <table><tr><th>Year</th><th>Percentage</th></tr><tr><td>15</td><td>9%</td></tr><tr><td>16</td><td>5%</td></tr><tr><td>17</td><td>3%</td></tr><tr><td>18</td><td>1%</td></tr><tr><td>19</td><td>5%</td></tr><tr><td>20</td><td>2%</td></tr><tr><td>21</td><td>2%</td></tr><tr><td>22</td><td>3%</td></tr><tr><td>23</td><td>3%</td></tr><tr><td>24</td><td>2%</td></tr></table>	Year	Percentage	15	9%	16	5%	17	3%	18	1%	19	5%	20	2%	21	2%	22	3%	23	3%	24	2%	5% to 0% Average: 2%	
Year	Percentage																								
15	9%																								
16	5%																								
17	3%																								
18	1%																								
19	5%																								
20	2%																								
21	2%																								
22	3%																								
23	3%																								
24	2%																								

Results for United Utilities Water	Percentage of household customers	Range and average for all WaSCs <sup>1</sup>	Comments or points of interest
Satisfaction with way query handled (Sample size: 50 who made contact)	 <p>73% 85% 83% 85% 91% 87% 75% 77% 77% 84%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	87% to 67% Average: 76%	
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 200)	 <p>94% 96% 92% 92% 94% 95% 89% 94% 93% 89%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	94% to 89% Average: 91%	Significant change since last year
Satisfied with taste and smell (Sample size: 200)	 <p>90% 89% 89% 89% 90% 90% 81% 89% 87% 88%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	90% to 75% Average: 83%	Significantly higher than WaSC average
Satisfied with hardness/softness (Sample size: 194)	 <p>89% 90% 86% 85% 90% 87% 78% 86% 80% 84%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	90% to 41% Average: 66%	Significantly higher than WaSC average
Satisfied with safety (Sample size: 195)	 <p>93% 92% 92% 92% 94% 95% 87% 94% 89% 86%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	92% to 75% Average: 85%	
Satisfied with reliability of supply (Sample size: 200)	 <p>97% 97% 94% 95% 96% 97% 95% 96% 94% 95%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	98% to 91% Average: 94%	
Satisfied with water pressure (Sample size: 200)	 <p>89% 90% 88% 84% 89% 88% 85% 89% 86% 85%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	96% to 79% Average: 86%	
A sewerage system that works			
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 166)	 <p>81% 74% 76% 77% 79% 80% 76% 76% 60% 64%</p> <p>15 16 17 18 19 20 21 22 23 24</p> <p>Year</p>	70% to 52% Average: 64%	

Results for United Utilities Water	Percentage of household customers	Range and average for all WaSCs <sup>1</sup>	Comments or points of interest																						
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 178)	 <table><thead><tr><th>Year</th><th>Percentage</th></tr></thead><tbody><tr><td>15</td><td>88%</td></tr><tr><td>16</td><td>80%</td></tr><tr><td>17</td><td>83%</td></tr><tr><td>18</td><td>83%</td></tr><tr><td>19</td><td>83%</td></tr><tr><td>20</td><td>84%</td></tr><tr><td>21</td><td>77%</td></tr><tr><td>22</td><td>78%</td></tr><tr><td>23</td><td>63%</td></tr><tr><td>24</td><td>63%</td></tr></tbody></table>	Year	Percentage	15	88%	16	80%	17	83%	18	83%	19	83%	20	84%	21	77%	22	78%	23	63%	24	63%	77% to 48% Average: 64%	
Year	Percentage																								
15	88%																								
16	80%																								
17	83%																								
18	83%																								
19	83%																								
20	84%																								
21	77%																								
22	78%																								
23	63%																								
24	63%																								
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 180)	 <table><thead><tr><th>Year</th><th>Percentage</th></tr></thead><tbody><tr><td>15</td><td>90%</td></tr><tr><td>16</td><td>80%</td></tr><tr><td>17</td><td>85%</td></tr><tr><td>18</td><td>81%</td></tr><tr><td>19</td><td>81%</td></tr><tr><td>20</td><td>82%</td></tr><tr><td>21</td><td>62%</td></tr><tr><td>22</td><td>58%</td></tr><tr><td>23</td><td>34%</td></tr><tr><td>24</td><td>44%</td></tr></tbody></table>	Year	Percentage	15	90%	16	80%	17	85%	18	81%	19	81%	20	82%	21	62%	22	58%	23	34%	24	44%	51% to 22% Average: 40%	Significant change since last year
Year	Percentage																								
15	90%																								
16	80%																								
17	85%																								
18	81%																								
19	81%																								
20	82%																								
21	62%																								
22	58%																								
23	34%																								
24	44%																								
Satisfied with company actions to minimise sewer flooding (Sample size: 177)	 <table><thead><tr><th>Year</th><th>Percentage</th></tr></thead><tbody><tr><td>15</td><td>88%</td></tr><tr><td>16</td><td>76%</td></tr><tr><td>17</td><td>78%</td></tr><tr><td>18</td><td>77%</td></tr><tr><td>19</td><td>78%</td></tr><tr><td>20</td><td>78%</td></tr><tr><td>21</td><td>64%</td></tr><tr><td>22</td><td>66%</td></tr><tr><td>23</td><td>45%</td></tr><tr><td>24</td><td>55%</td></tr></tbody></table>	Year	Percentage	15	88%	16	76%	17	78%	18	77%	19	78%	20	78%	21	64%	22	66%	23	45%	24	55%	57% to 30% Average: 48%	Significant change since last year. Significantly higher than WaSC average
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## Sample Profile

Regional sample profile for United Utilities Water	(Sample size: 200*)
<b>Gender</b>	
Male	41%
Female	59%
<b>Age<sup>6</sup></b>	
18-29	6%
30-44	18%
45-59	33%
60-64	8%
65-74	19%
75+	18%
<b>SEC<sup>6</sup></b>	
Higher managerial, administrative & professional occupations	56%
Intermediate occupations	22%
Routine & manual occupations	17%
Never worked and long-term unemployed/Full-time students	5%
Refused	2%
<b>Water Meter</b>	
Proportion having a water meter	54%

Statistical reliability on sample size of 200 is +/- 6.79%

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

<sup>2</sup> Sample size is shown in brackets and excludes don't knows unless followed by an asterisk \*.

<sup>3</sup> Question filtered on unmetered households as per the main report and not stated removed.

<sup>4</sup> Question wording changed in 2024 to include "Yes, have enquired but not eligible"

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

<sup>6</sup> Percentages do not add to 100% due to rounding.