



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight report

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

Version: Final 20.03.2026

[ccw.org.uk](http://ccw.org.uk)

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A young child with curly hair is shown in profile, drinking water from a clear glass. The child is wearing a checkered shirt. The background is a blurred indoor setting, possibly a living room. A large, semi-transparent graphic of the letters 'CCW' is overlaid on the right side of the image.

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## Our research approach

# Objectives



The Water Voice **Barometer** and **Spotlight** activities capture community members' voices on a regular basis and in a meaningful way, providing timely insight into how people feel about their water company and the issues that matter most.



- The **Barometer** tracks overall sentiment and trust, helping CCW and water companies monitor changes in performance and community members' priorities over time.



- The **Spotlight** explores a specific issue, focused on service experience to environmental performance, providing richer understanding of community members' views and expectations.

This month's **Spotlight** focuses on refining topics to bring to our upcoming **Accountability Sessions** alongside **Customer Service and Communication** and **Awareness and Experience of Support Services**.

Next month's **Spotlight** will focus on **Drinking Water Quality, Trust and Habits, Experiences of Taste, Smell or Discolouration** and **Experiences of Waste Services**, including storm overflows and pollution.

## Key objectives:

- Ensure community members' feedback remains a consistent, evidence-based part of accountability and decision making across the water sector.
- Build a continuous picture of community members' satisfaction, trust and perceived value to inform improvement and transparency.
- Capture regular sentiment tracking through Barometer surveys.
- Provide deeper thematic insight through Spotlight surveys.
- Identify recurring patterns, emerging concerns and opportunities for improvement at water company level.

# Methodology

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Findings in this report are drawn from members of the Water Voice community, a diverse group of around 800 community members representing all water company regions across England and Wales.

Insights are gathered through two complementary approaches:

- **Barometer surveys** – a recurring monthly survey that tracks evolving sentiment and community member confidence.
  - **Spotlight surveys** – a monthly thematic focused survey exploring a range of key issues.
- 
- ✓ All responses are analysed to identify **recurring themes, emerging concerns and opportunities** for improvement.
  - ✓ Findings are presented at **water company level** where differences in community member insights are meaningful and actionable.



# Understanding our reporting approach



## Why we use charts in our reporting

- Our communities are designed to provide structured, directional insight, drawing on around 50 engaged members per water company.
- Charts are used to summarise and communicate patterns clearly, not to imply statistical representativeness.
- Repeated engagement over time allows us to track emerging themes leading up to Accountability Sessions and shifts in sentiment between Accountability Sessions.
- This approach makes results easy to interpret for both industry stakeholders and community members.
- It supports transparency and consistency across reporting periods.
- Issues highlighted through this reporting are explored in greater depth during Accountability Sessions, alongside other evidence sources.

## How to read this report

- Findings are indicative and directional, not statistically representative of all community members.
- Results reflect the views of a small, engaged panel and should not be interpreted as prevalence measures.
- Changes in sentiment may be influenced by wider events, communications or media coverage and should not be read as standalone performance change.
- Issues highlighted through this reporting method are explored in greater depth during Accountability Sessions, alongside other evidence sources.

Findings should be used to inform understanding, discussion and Accountability Sessions rather than as standalone performance measures.

Each Water Voice community includes around **50 participants per water company**, reflecting a balanced mix of demographics, life stages and perspectives. All participants are the sole or joint water bill payer within their household.

The communities were designed to ensure inclusive representation, including:

- People experiencing financial hardship (boosted <£20k income quota alongside those who are on benefits, discounted water tariffs or struggle to pay their bills).
- Individuals with limited digital skills or access.
- Neurodivergent participants and those with accessibility needs.
- Residents of remote or rural areas.



Each community also includes **at least one participant from each major geographic sub-region**, ensuring that local context and regional differences are captured.

An **attitudinal segmentation** framework ensures that both *positive* and *critical* voices are represented, providing a credible and rounded picture of community member's opinion.

# Progress in numbers

Our Water Voice achievements since our communities launched in November 2025



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16 Water Voice Panels live across England and Wales (3 sub panels created)

890 panellists onboarded

800 panellists actively participating

9 surveys delivered to date

1 Getting to Know You survey completed

4 Spotlight surveys completed & 4 Barometer surveys completed

796 responses per survey, on average

100% survey completion rate in our last survey, February 2026

618 panellists (77% of our community!) have completed the first 9 surveys

12 community platform posts per month, 48 posts delivered across Nov–Feb

100% of panels meeting KPI participation thresholds

0 missed reporting deadlines

1 Ad Hoc accountability session taken place for South East Water

2 Accountability Sessions have taken place, 14 scheduled (Spring 2026)

# Project update: a strong start for Water Voice



## Looking ahead

Over the coming two months, we will hold all 16 Spring Accountability Sessions. Our communities have decided on the following topics:

Portsmouth Water	<b>Value for money:</b> Transparency and executive accountability
	<b>Drinking water:</b> Quality, taste and pressure
	Proactive <b>leak detection and bill shock prevention</b>
South Staffs & Cambridge Water	Bill rises
	Investment, infrastructure and long-term resilience
	Communication and information: Reactive, opaque and hard to access
Severn Trent Water	<b>Future investment:</b> Where the money goes
	<b>Customer service</b> and outcomes
	<b>Communication</b> and access to information
Dŵr Cymru	<b>Value for money:</b> Bills, revenue, transparency and the "Not-for-Profit" model
	<b>Pollution:</b> Sewage discharges, coastal pollution and environmental accountability
	<b>Communication and engagement:</b> Transparency, proactivity and rebuilding trust
South West Water	<b>Rising bills and value for money:</b> Where is the money actually going?
	<b>Sewage pollution</b> and environmental credibility
	<b>When things go wrong:</b> Communication, contact and vulnerable support

Our Spotlight survey launching in March is focussing on Water Quality.

*"Sounds positive! Like that Senior executives will directly involved in the Accountability Sessions for members to ask questions on issues that were most concerned about!"*  
**Community Member, Affinity Water**

*"I am surprised at the amount of transparency and commitment to acting on outcomes of the Accountability Session. It will be interesting to see timelines as well. Very promising."*  
**Community Member, Anglian Water**

*"In my opinion, the Accountability Sessions are a vital part of Water Voice. They give customers a direct line to senior water company leaders, and I'm really looking forward to taking part in the sessions."*  
**Community Member, South Staffs Water**

*"These Accountability Sessions sound very interesting, I would be delighted to take part. It's a great opportunity to put points across directly and then to make sure the water companies action any issues, making sure they deliver and that they listen, learn and improve! A great way to hold them accountable.."*  
**Community Member, SES Water**

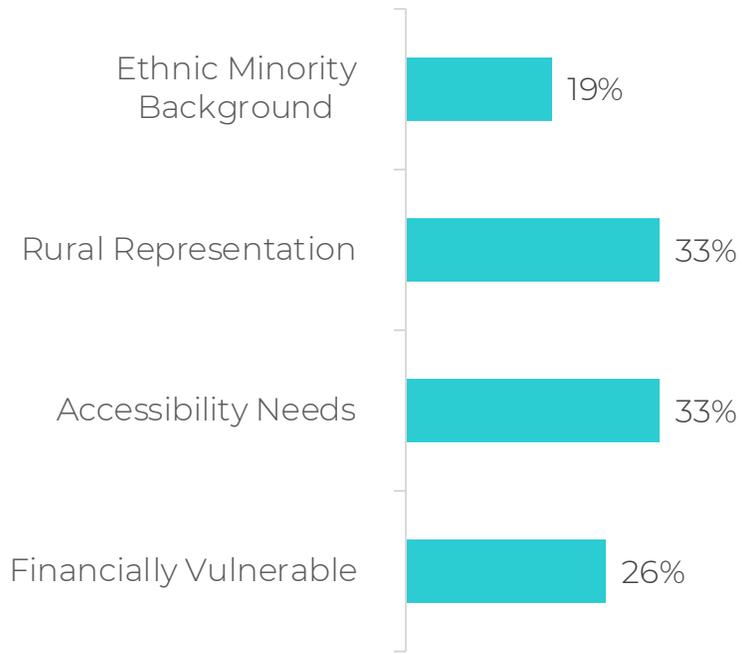
# Sample

Water Voice sample in detail at total level across all 16 communities

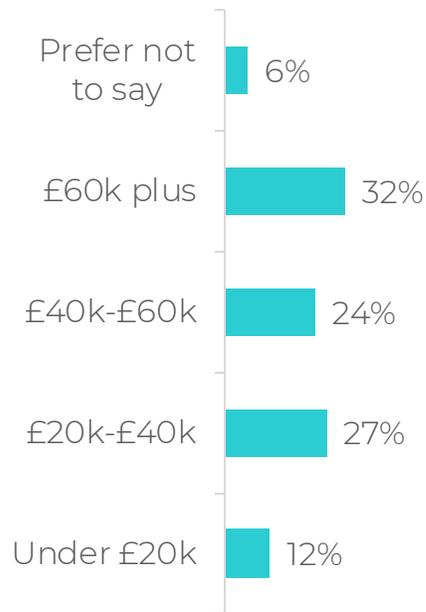


**890** members onboarded  
**800** actively participated

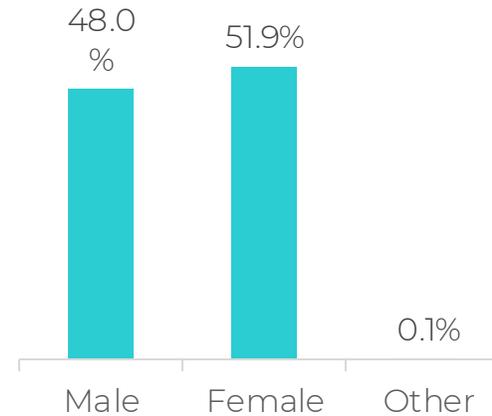
## Inclusivity



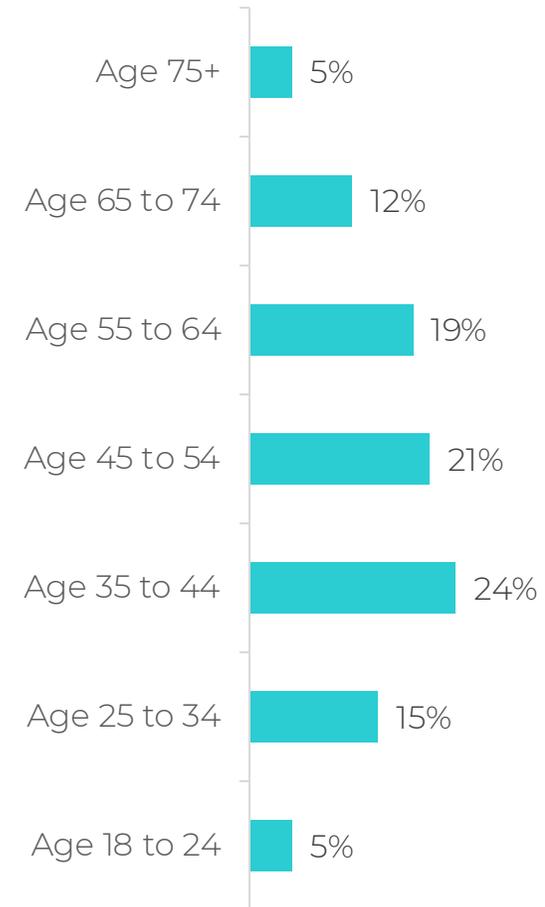
## Household income



## Gender



## Age



Note: Inclusivity indicators are derived from multiple profile questions and are presented independently, therefore results do not sum to 100%.

# Executive summary

Total results across all 16 communities



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Topic	Nov 2025 Total community Agreement %	Feb 2026 Total community Agreement %	+/- difference % Total community Nov vs Feb
Responsiveness (Always/often responsive)	29%	25%	-4%
Recent Experience (Positive recent experience)	42%	40%	-2%
General outlook (Positive outlook)	46%	48%	+2%
Communication (Fair/good communication)	34%	38%	+4%
Brand Connection (someone I'd really like and have a lot in common with)	25%	32%	+7%
Brand Momentum (salience) (on its way up/has a lot going for it)	20%	25%	+5%
Trust (a great deal/some trust)	48%	52%	+4%
Past 4 Week Interaction	39%	51%	+12%
Past 4 Week Disruption	5%	7%	+2%
Past 4 Week Water Quality Issues	7%	7%	-1%
Past 4 Week Sewerage issues	3%	3%	0%
<b>Overall Value for Money (satisfied, scoring 7-10)</b>	40%	46%	+6%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	52%	56%	+4%
Colour and Appearance (satisfied, scoring 7-10)	82%	81%	-1%
Taste and Smell (satisfied, scoring 7-10)	75%	79%	+4%
Safety of Drinking Water (satisfied, scoring 7-10)	77%	80%	+4%
Reliability of Supply (satisfied, scoring 7-10)	87%	84%	-2%
Water Pressure (satisfied, scoring 7-10)	77%	79%	+2%
<b>Overall Satisfaction – sewerage</b>	51%	56%	+5%
Reducing smells from sewage treatment works (satisfied, scoring 7-10)	31%	41%	+10%
Maintenance of sewerage pipes and treatment works (satisfied, scoring 7-10)	35%	40%	+5%
Cleaning wastewater properly before release back into environment (satisfied, scoring 7-10)	31%	37%	+6%
Minimising sewer flooding (satisfied, scoring 7-10)	30%	36%	+6%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 828

# Core themes

## Community insights



- 

**Reliable core service underpins satisfaction:** Most customers report consistent water supply and acceptable water quality, with satisfaction largely driven by “no issues” day-to-day service experiences.
- 

**Value for money is the main pressure point:** Dissatisfaction is most often linked to rising bills and uncertainty about whether price increases are matched by visible improvements in service or investment.
- 

**Community members are generally confident they can get help when contacting their provider:** A majority believe it would be easy to get in touch and feel they would receive support if they did contact their water company, but there are outliers.
- 

**Awareness of financial support is low:** Many customers are unaware of the Priority Services Register or what help is available if they struggle to pay bills, highlighting a clear opportunity for clearer communication and signposting.

*“Water quality and provision is good, local flooding is poor, customer service is poor as too many contractors and sub-contractors and no consistency or organisation.”*

*“I'm satisfied that I have access to clean safe water 24/7 and my waste is dealt with. I'm currently dissatisfied to hear water bills are increasing again this year.”*



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# Water Voice Barometer and Spotlight Report

**Affinity Water**

February 2026

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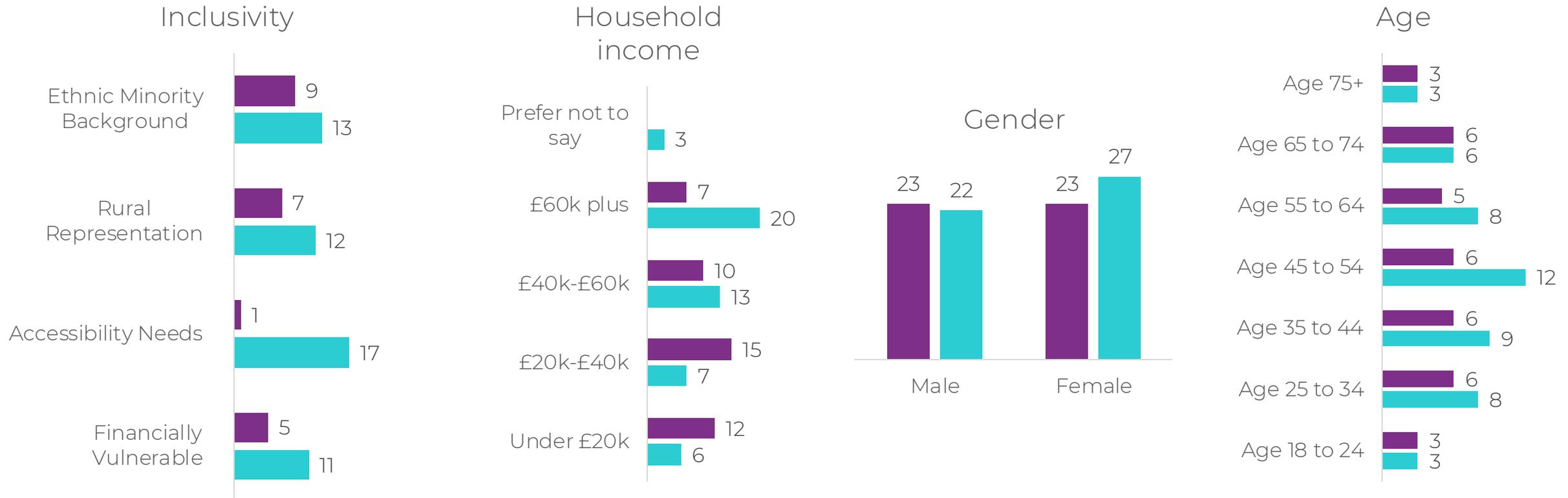
# Affinity Water

Community population



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Affinity Water community members: 49



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



Topic	Feb 2026 Affinity Water community Agreement %	+/- difference % Affinity Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Affinity Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	27%	-5%	25%	+1%
Recent Experience (Positive recent experience)	41%	-8%	40%	+1%
General outlook (Positive outlook)	55%	+13%	48%	+7%
Communication (Fair/good communication)	51%	+11%	38%	+13%
Brand Connection (someone I'd really like and have a lot in common with)	35%	+7%	32%	+3%
Brand Momentum (salience) (on its way up/has a lot going for it)	29%	+7%	25%	+4%
Trust (a great deal/some trust)	51%	+3%	52%	-1%
Past 4 Week Interaction	45%	+12%	51%	-7%
Past 4 Week Disruption	10%	+6%	7%	+3%
Past 4 Week Water Quality Issues	6%	0%	7%	0%
Overall Value for Money (satisfied, scoring 7-10)	45%	4%	46%	-1%
Overall Satisfaction – Water (satisfied, scoring 7-10)	67%	-2%	56%	+11%
Colour and Appearance (satisfied, scoring 7-10)	76%	-7%	81%	-6%
Taste and Smell (satisfied, scoring 7-10)	76%	+6%	79%	-3%
Safety of Drinking Water (satisfied, scoring 7-10)	84%	10%	80%	+3%
Reliability of Supply (satisfied, scoring 7-10)	78%	-12%	84%	-7%
Water Pressure (satisfied, scoring 7-10)	78%	+2%	79%	-1%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Affinity Water Base Size: 49

# Executive summary

Overview of key findings

**Affinity  
Water**

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## As a customer, overall, how satisfied are you with Affinity Water?

**6.73/10 vs 6.46/10 (Total)**

- **Reliable core service:** Satisfaction is largely driven by the reliability of supply and water quality, with many reporting “no issues” and uninterrupted service.
- **Rising bills and value for money concerns:** Dissatisfaction is mainly linked to increasing bills and a perception that costs are rising without clear improvements in service.
- **Communication and service interactions:** Mixed views on customer service and communication, with some praising responsiveness but others highlighting poor updates, long waits or lack of clarity when issues occur.



### Spotlight: Customer service, communication and support

- 60% feel it would be easy to contact their water company and 74% are confident that they would get the help they need when contacting their water company.
- 40% of community members were unaware of the PSR and 60% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure that those struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW’s external insights.

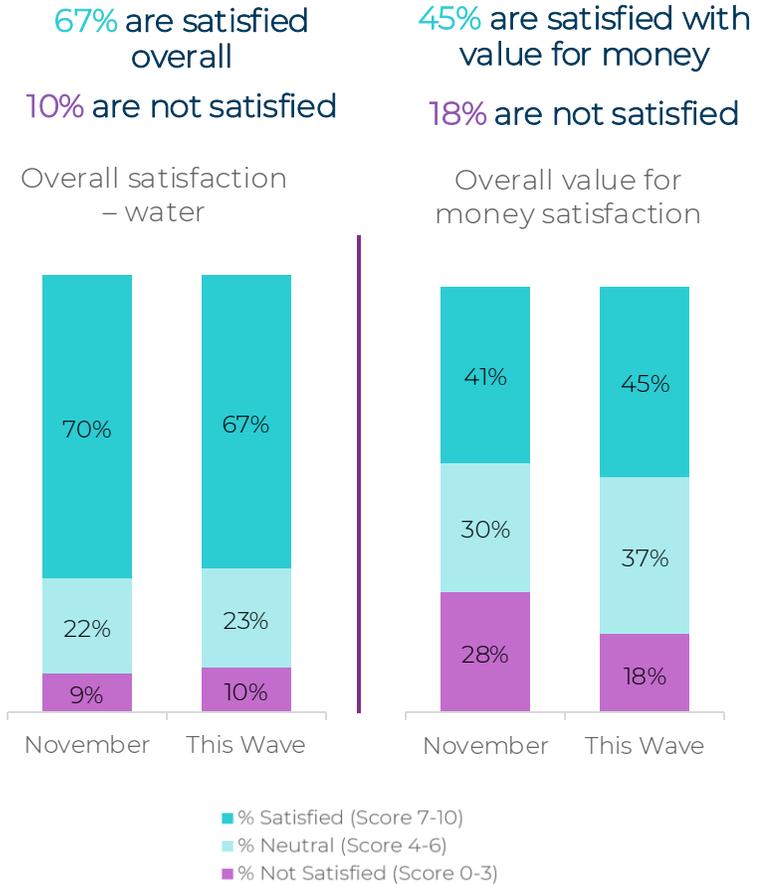
Total Base Size: 800  
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# Affinity Water: Barometer findings



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Overall satisfaction has decreased slightly since November wave 1. Neutrality in relation to value for money has increased as dissatisfaction has decreased. Those stating they are satisfied with value for money has increased slightly.

## Why have you given this overall satisfaction score?

*“I’ve never had a problem other lower than expected water pressure which is common to all in our small area.”*

*8/10 satisfaction score*

*“Bills have gone up rapidly with no justification or improvement in services.”*

*1/10 satisfaction score*

*“They are at present supplying my water without incident.”*

*7/10 satisfaction score*



# Affinity Water: Barometer findings

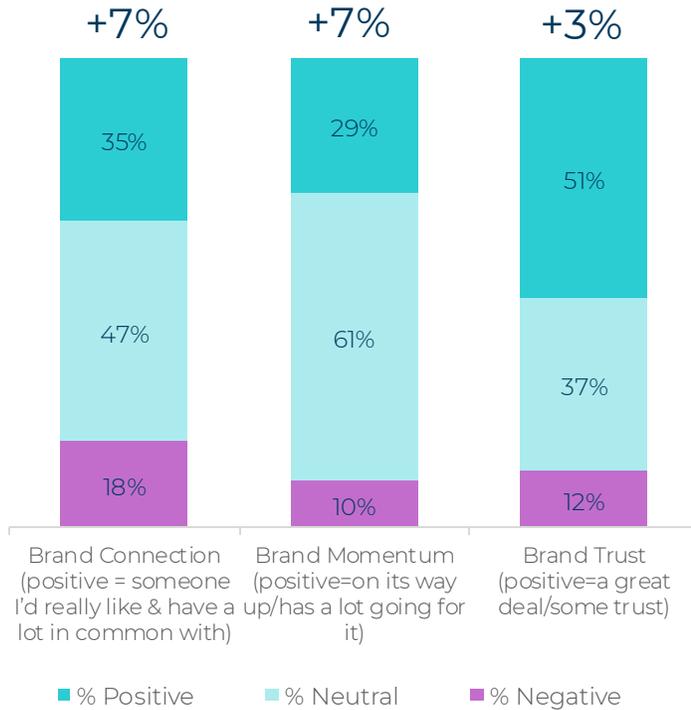
Brand perceptions and performance (satisfaction)



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Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Affinity Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	49%	+10%	+3%
Improves our rivers	27%	+3%	0%
Creates a greener future	33%	+7%	+1%
Spends community members' money wisely	31%	+14%	+7%
Contributes to our communities	37%	+17%	+3%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	67%	-2%	+11%
Colour and Appearance	76%	-7%	-6%
Taste and Smell	76%	+6%	-3%
Safety of Drinking Water	84%	+10%	+3%
Reliability of Supply	78%	-12%	-7%
Water Pressure	78%	+2%	-1%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Affinity Water Base Size: 49



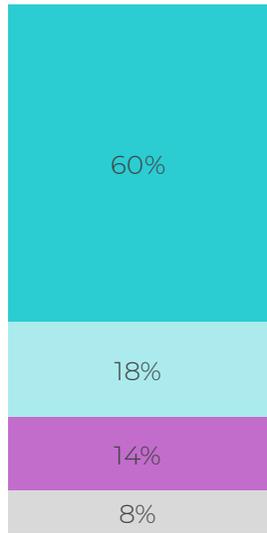
# Affinity Water: Spotlight findings

## Billing and value for money



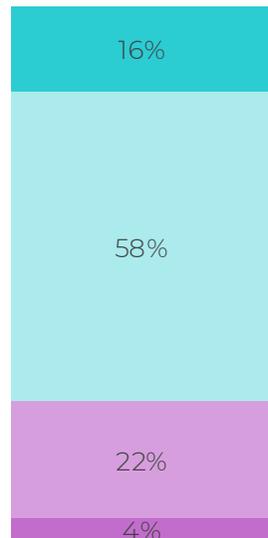
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How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

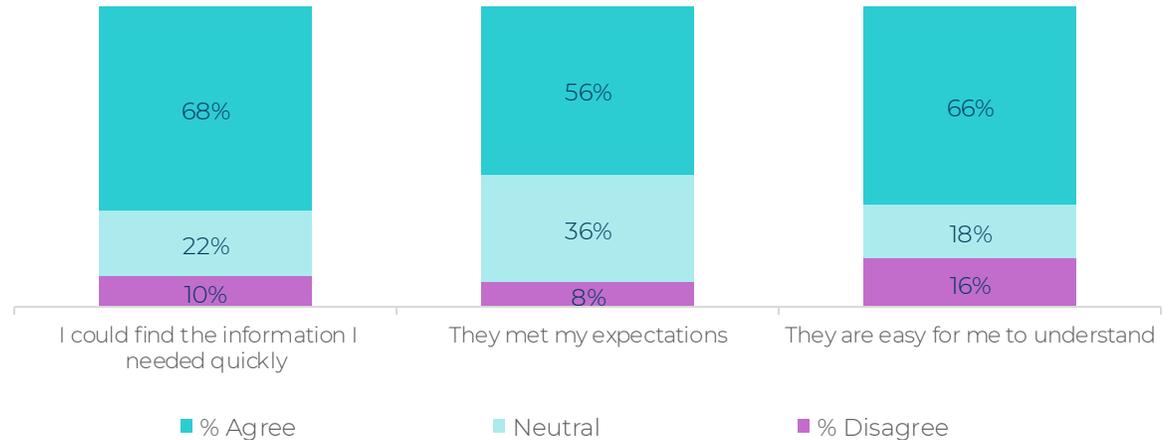
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

60% feel it would be easy to contact their water company and 74% are confident that they would get the help they need when contacting their water company.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



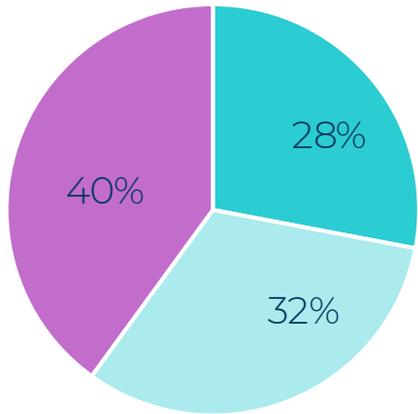
# Affinity Water: Spotlight findings

Billing and value for money



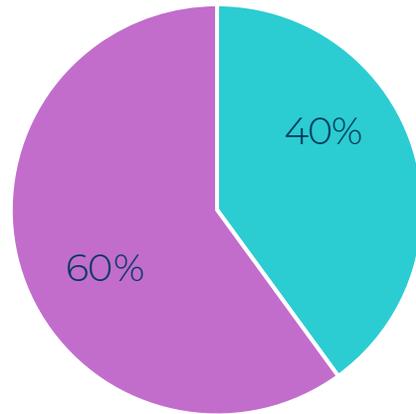
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Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

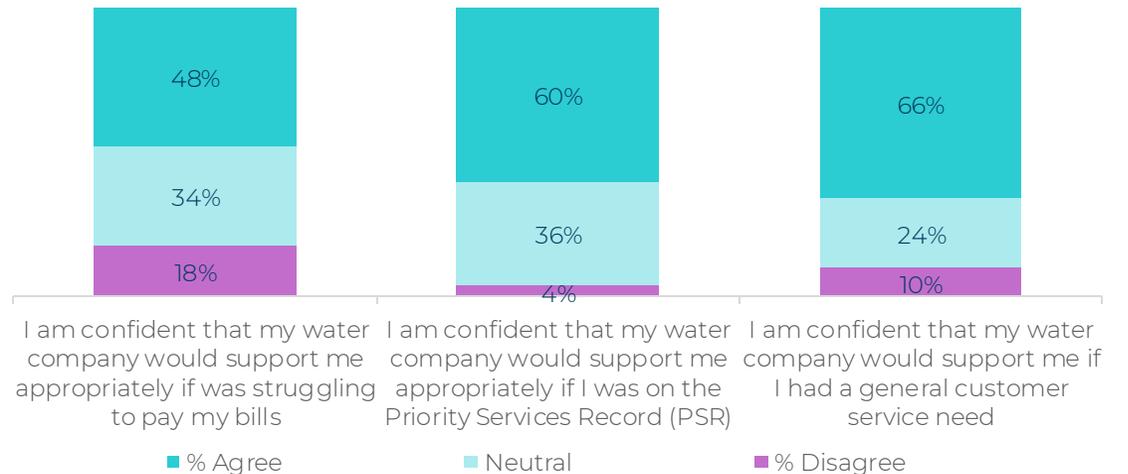
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

40% of community members were unaware of the PSR and 60% would not know what help was available to them/their household if they were struggling with their bills. 60% do feel confident that Affinity Water would support them appropriately if they were on the PSR and 66% were confident they would get support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
Affinity Water Base Size: 49



# Affinity Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

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*“It all appeared to be clear and concise but only when there is need to use it will a consumer know if it all works well.”*

*“A table - summary of each payment and the payment to expect, shown for different timescales. This means you can check at a glance rather than reading through the whole document.”*

*“A greater understanding of timeframes and how I'd be updated would be helpful.”*

*“I didn't know they offered compensation.”*



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# Water Voice Barometer and Spotlight Report

**Anglian Water**

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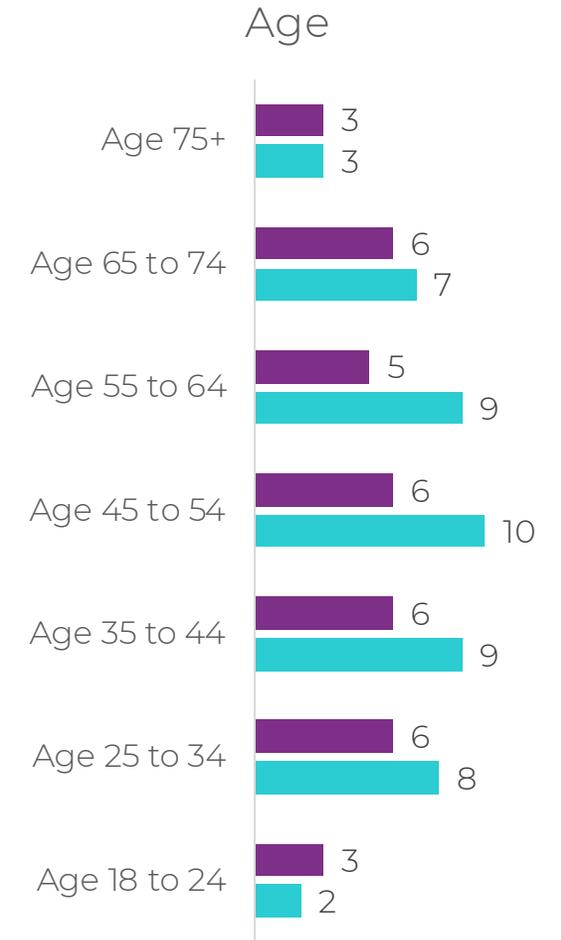
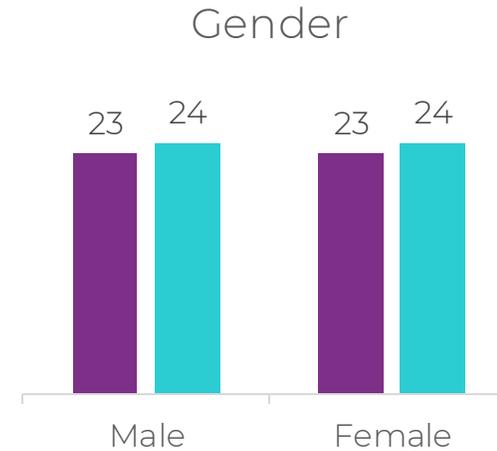
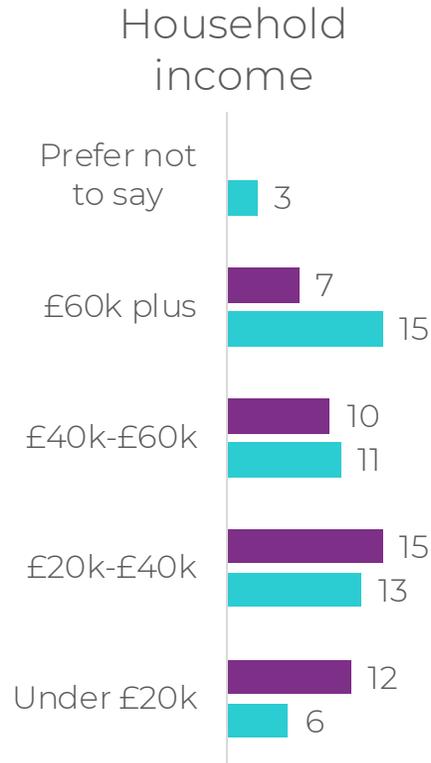
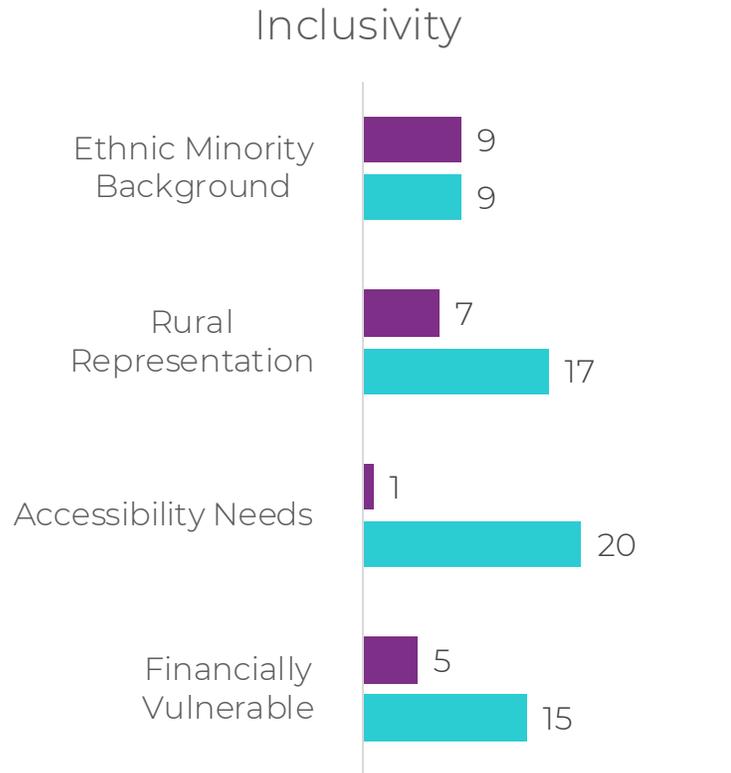
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# Anglian Water

Community population



Anglian Water community members: 48



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

■ current sample    ■ minimum sample

# Dashboard summary

% difference +10%  
above Average  
% difference -10%  
below Average



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Topic	Feb 2026 Anglian Water community Agreement %	+/- change % Anglian Water community Month 1 (November) vs Feb	Feb 2026 Total community Agreement %	+/- difference % Anglian Water vs. Total community Feb 2026
Responsiveness (Always/often responsive)	17%	-10%	25%	-9%
Recent Experience (Positive recent experience)	38%	-12%	40%	-3%
General outlook (Positive outlook)	48%	-7%	48%	0%
Communication (Fair/good communication)	31%	+7%	38%	-7%
Brand Connection (someone I'd really like and have a lot in common with)	31%	+6%	32%	-1%
Brand Momentum (salience) (on its way up/has a lot going for it)	17%	-1%	25%	-8%
Trust (a great deal/some trust)	56%	+3%	52%	+5%
Past 4 Week Interaction	54%	+7%	51%	+3%
Past 4 Week Disruption	0%	-4%	7%	-7%
Past 4 Week Water Quality Issues	6%	-4%	7%	0%
Past 4 Week Sewerage issues	4%	+2%	3%	+1%
<b>Overall Value for Money</b>	35%	+3%	46%	-11%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	48%	-7%	56%	-8%
Colour and Appearance	85%	+4%	81%	+4%
Taste and Smell	75%	+6%	79%	-4%
Safety of Drinking Water	81%	+6%	80%	+1%
Reliability of Supply	92%	+6%	84%	+7%
Water Pressure	77%	-1%	79%	-2%
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	50%	-1%	56%	-6%
Reducing smells from sewage treatment works	36%	+5%	41%	-5%
Maintenance of sewerage pipes and treatment works	35%	-1%	40%	-4%
Cleaning wastewater properly before release back into environment	33%	+7%	37%	-3%
Minimising sewer flooding	40%	+7%	36%	+4%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
Anglian Water Base Size: 48

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with Anglian Water?

**6.35/10 vs 6.46/10 (Total)**

- **Reliable day-to-day service:** Satisfaction is mainly driven by having a consistent water supply with few disruptions, with many community members reporting no major problems with their water service.
- **Cost and value for money concerns:** Dissatisfaction is frequently linked to rising bills, high charges and perceptions that costs are increasing without clear justification.
- **Operational and environmental concerns:** Some customers highlight issues such as water pressure, leaks and waste, pollution or sewage discharges and worries about how the company manages infrastructure and environmental impact.



### Spotlight: Customer service, communication and support

- 55% feel it would be easy to contact their water company and 79% of community members were confident they could get the help they need when contacting their provider.
- 43% of community members were unaware of the PSR and 69% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to improve how help and support options are communicated to customers.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

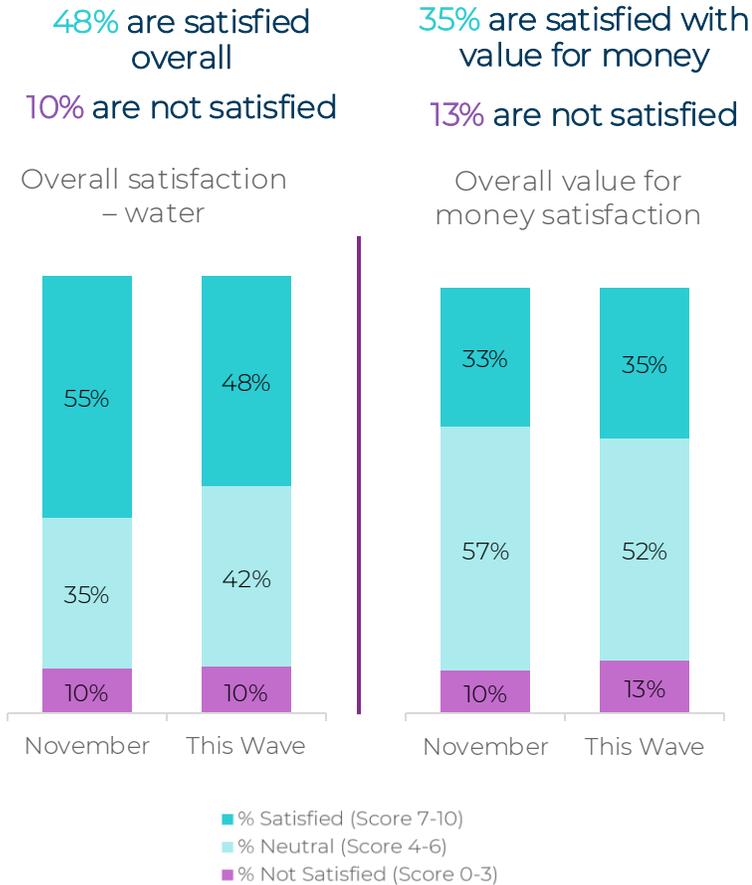
Total Base Size: 800  
Anglian Water Base Size: 48



# Anglian Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction is sitting marginally lower than in November. Value for money satisfaction is also slightly lower, with high levels of neutrality remaining.

## Why have you given this overall satisfaction score?

*“I received a text from the company today advising that they will be closing roads in my vicinity to conduct essential works... However the message stated that the roads would be closed from a date already in the past.”*

4/10 satisfaction score

*“Issues with water pressure and smells from toilets when we have extreme rain falls.”*

6/10 satisfaction score

*“I just feel they perform well as we don’t hear much about them in the press and when you do it is generally positive.”*

9/10 satisfaction score

Total Base Size: 800  
Anglian Water Base Size: 48



# Anglian Water: Barometer findings

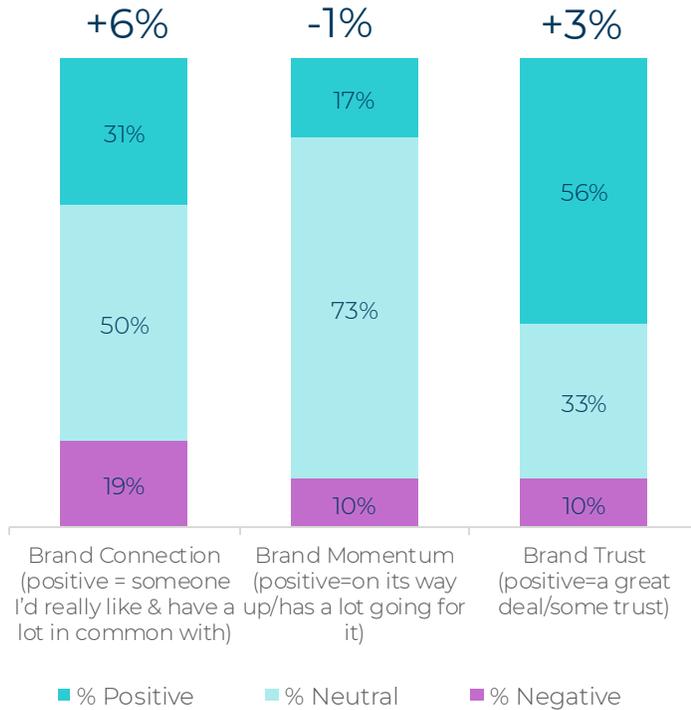
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Anglian Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	44%	+1%	-2%
Improves our rivers	15%	+3%	-12%
Creates a greener future	21%	+1%	-11%
Spends community members' money wisely	13%	-1%	-11%
Contributes to our communities	35%	+4%	+1%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	48%	-7%	-8%
Colour and Appearance	85%	+4%	+4%
Taste and Smell	75%	+6%	-4%
Safety of Drinking Water	81%	+6%	+1%
Reliability of Supply	92%	+6%	+7%
Water Pressure	77%	-1%	-2%

% difference +10% above Average  
% difference -10% below Average



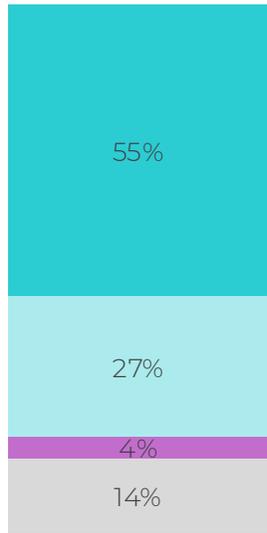
# Anglian Water: Spotlight findings

## Billing and value for money



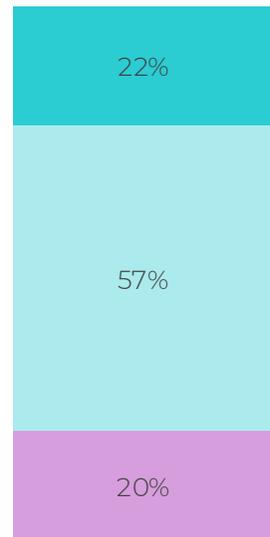
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

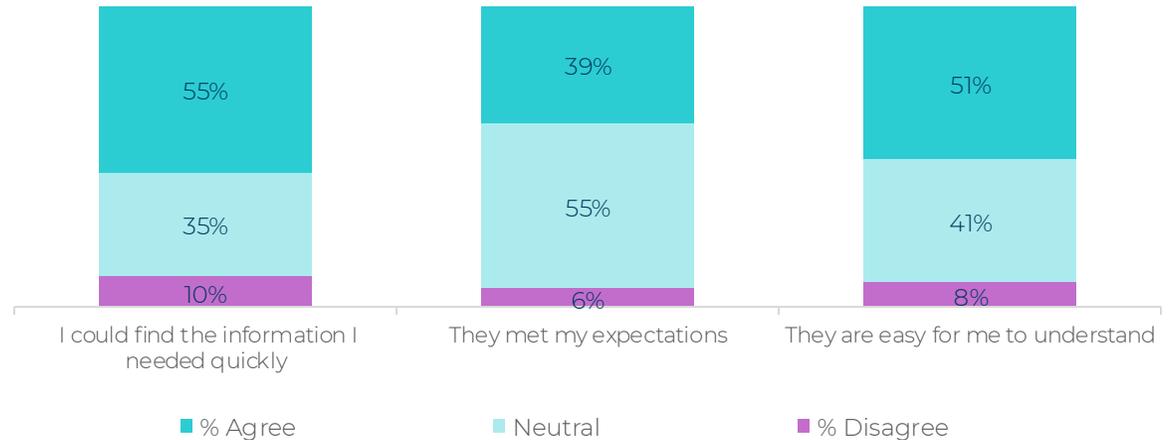
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

55% feel it would be easy to contact their water company and 79% of community members were confident they could get the help they need when contacting their provider.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



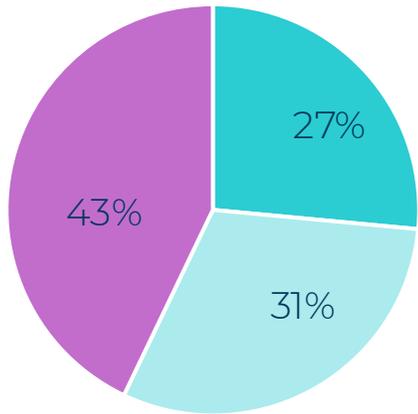
# Anglian Water: Spotlight findings

## Billing and value for money



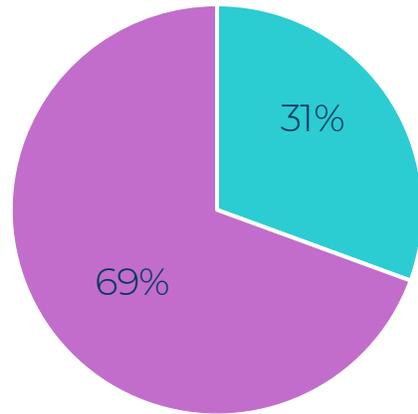
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

43% of community members were unaware of the PSR and 69% would not know what help was available to them/their household if they were struggling with their bills. 60% feel confident that Anglian Water would support them appropriately if they were on the PSR and 66% feel confident they would get support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to improve how help and support options are communicated to customers.

Total Base Size: 800  
Anglian Water Base Size: 48



# Anglian Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

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The voice for water consumers  
Llais defnyddwyr dŵr

*“Clearer signposting to where this information can be found.”*

*“Looks fine. As it says, sometimes things go wrong so I'd rather have good information and updates than compensation.”*

*“They have suggested to be on the priority register, would be useful to know what criteria you need to meet, also a mention of getting water from elsewhere when there is no supply, what happens if you don't have access to transport?”*

*“Should be automatically applied when an incident is recorded on a customer supply.”*



ccw

The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Dŵr Cymru**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Dŵr Cymru

## Community population

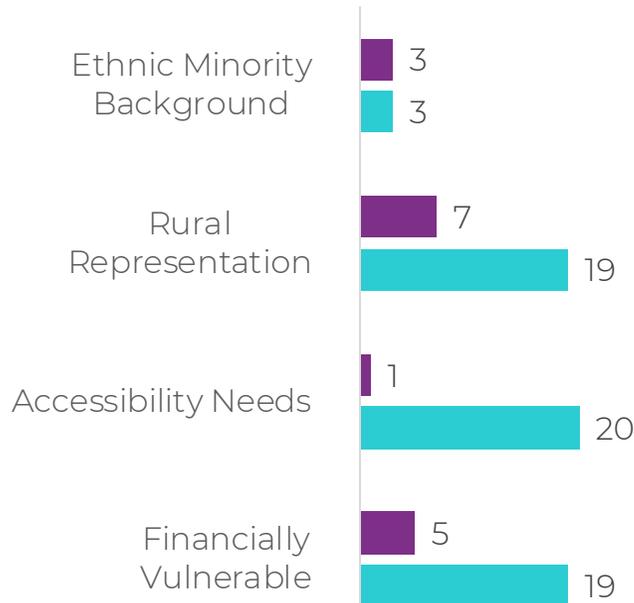


The voice for water consumers  
Llais defnyddwyr dŵr

Dŵr Cymru community members: 47

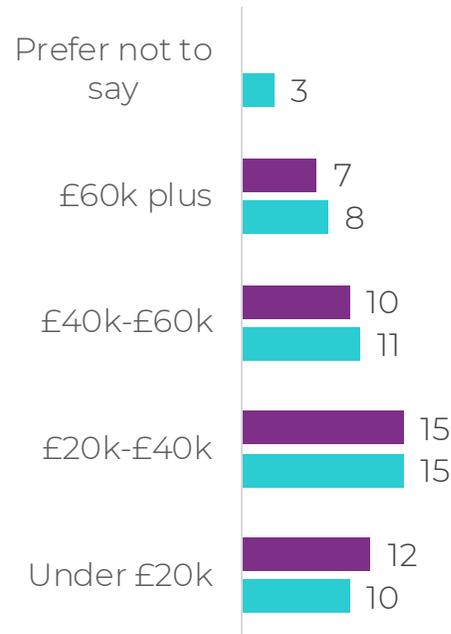
There are 11 Welsh speakers within this community with 3 members speaking Welsh as their first language. No one has requested the survey in Welsh.

### Inclusivity

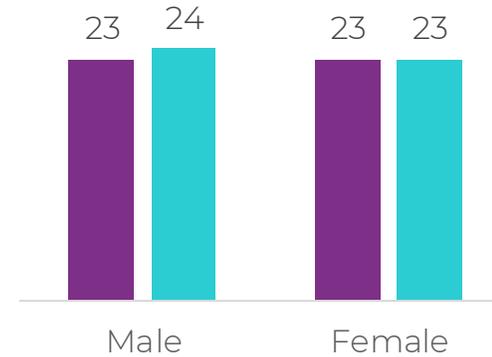


Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

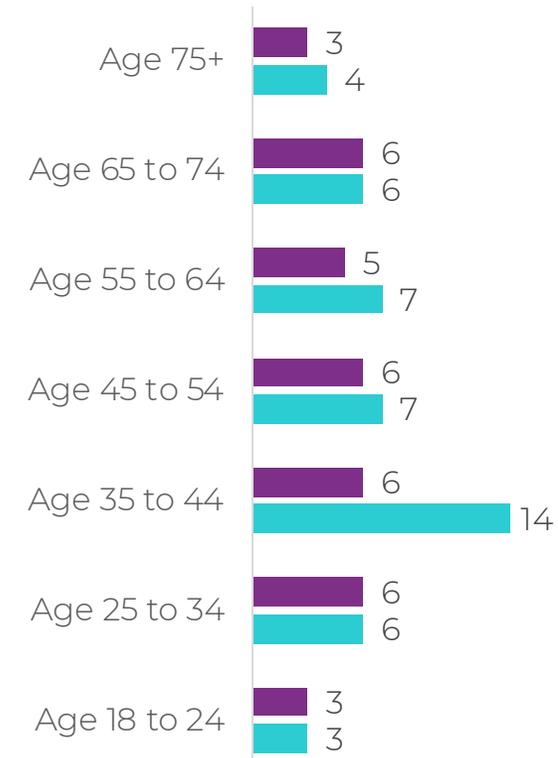
### Household income



### Gender



### Age



current sample (teal) minimum sample (purple)

**Sample note:** We have met over 95% of our minimum sample quotas. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met.

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



Topic	Feb 2026 Dŵr Cymru community Agreement %	+/- difference % Dŵr Cymru community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Dŵr Cymru community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	21%	-11%	25%	-4%
Recent Experience (Positive recent experience)	49%	+15%	40%	+9%
General outlook (Positive outlook)	55%	+9%	48%	+7%
Communication (Fair/good communication)	32%	+4%	38%	-6%
Brand Connection (someone I'd really like and have a lot in common with)	32%	+6%	32%	0%
Brand Momentum (salience) (on its way up/has a lot going for it)	28%	+8%	25%	+3%
Trust (a great deal/some trust)	57%	+20%	52%	+6%
Past 4 Week Interaction	45%	+3%	51%	-7%
Past 4 Week Disruption	4%	-7%	7%	-3%
Past 4 Week Water Quality Issues	2%	-7%	7%	-4%
Past 4 Week Sewerage issues	4%	+4%	3%	+1%
<b>Overall Value for Money</b>	47%	+12%	46%	+1%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	62%	+16%	56%	+6%
Colour and Appearance	83%	0%	81%	+2%
Taste and Smell	81%	+3%	79%	+2%
Safety of Drinking Water	81%	+7%	80%	+1%
Reliability of Supply	92%	+9%	84%	+7%
Water Pressure	83%	+7%	79%	+4%
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	60%	+12%	56%	+4%
Reducing smells from sewage treatment works	47%	+10%	41%	+6%
Maintenance of sewerage pipes and treatment works	43%	+4%	40%	+3%
Cleaning wastewater properly before release back into environment	47%	+21%	37%	+10%
Minimising sewer flooding	47%	+25%	36%	+11%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Dŵr Cymru Base Size: 47

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with Dŵr Cymru?

**6.79/10 vs 6.46/10 (Total)**

- **Reliable water supply and service:** Satisfaction is mainly driven by consistent water supply, good drinking water quality and generally positive experiences with staff when community members do interact with the company.
- **Cost and rising bills:** Dissatisfaction often relates to high or increasing water bills, with some customers feeling prices are rising without clear explanation or visible improvements.
- **Environmental and reputation concerns:** Some concerns focus on sewage pollution, environmental impact and negative media coverage, which affects perceptions even when personal service experiences are positive.

## Spotlight: Customer service, communication and support



- 63% feel it would be easy to contact their water company and the majority 89% are confident that they would get the help they need.
- 51% of community members were unaware of the PSR and 69% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers are aware of the help and support available and can access this information easily.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

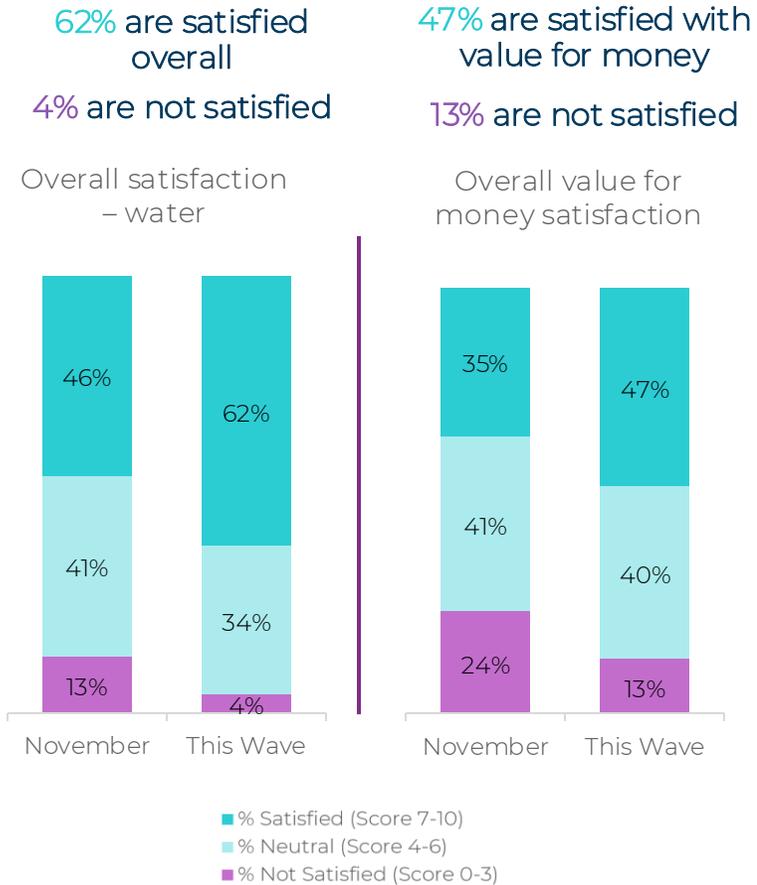
Total Base Size: 800  
Dŵr Cymru Base Size: 47



# Dŵr Cymru: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has improved since November, with stated dissatisfaction decreasing. Value for money satisfaction has also increased since wave 1.

## Why have you given this overall satisfaction score?

*“I’ve never had problems with Dŵr Cymru, but I don’t hear from them either via post or emails...unless its invoice that needs paying.”*

*6/10 satisfaction score*

*“I’m aware of Dŵr Cymru, but I’m not confident that they will carry out the necessary work/maintenance and service that as customers we expect.”*

*5/10 satisfaction score*

*“I’ve experienced great customer service.”*

*10/10 satisfaction score*

Total Base Size: 800  
Dŵr Cymru Base Size: 47



# Dŵr Cymru: Barometer findings

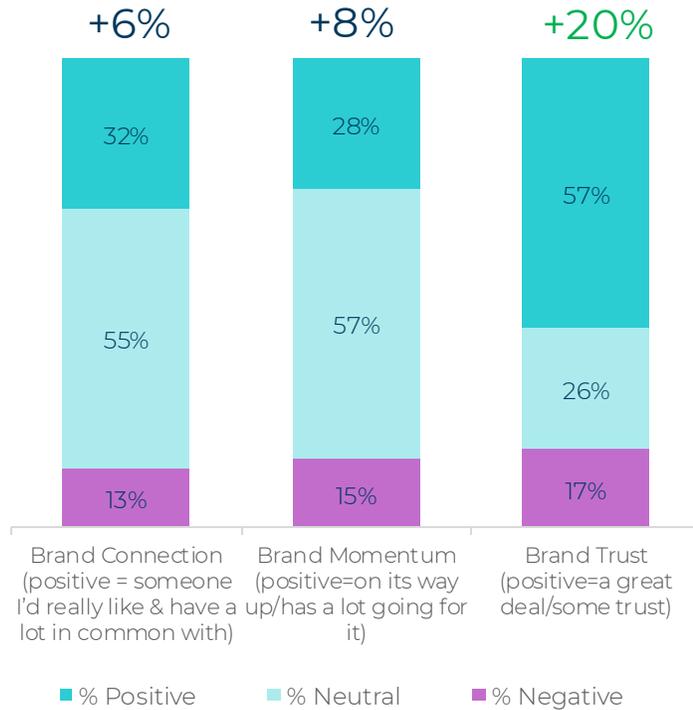
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Dŵr Cymru...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	51%	+16%	+5%
Improves our rivers	23%	+10%	-4%
Creates a greener future	30%	+8%	-2%
Spends community members' money wisely	28%	+8%	+4%
Contributes to our communities	26%	+6%	-8%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	62%	+16%	+6%
Colour and Appearance	83%	0%	+2%
Taste and Smell	81%	+3%	+2%
Safety of Drinking Water	81%	+7%	+1%
Reliability of Supply	92%	+9%	+7%
Water Pressure	83%	+7%	+4%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Dŵr Cymru Base Size: 47



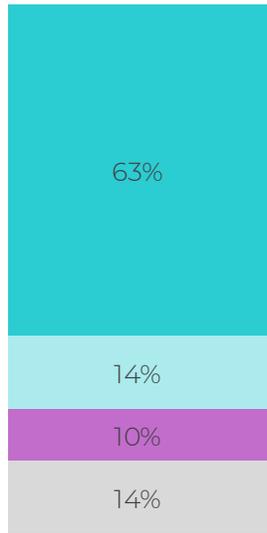
# Dŵr Cymru: Spotlight findings

## Billing and value for money



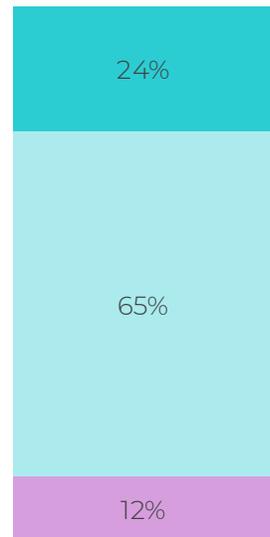
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

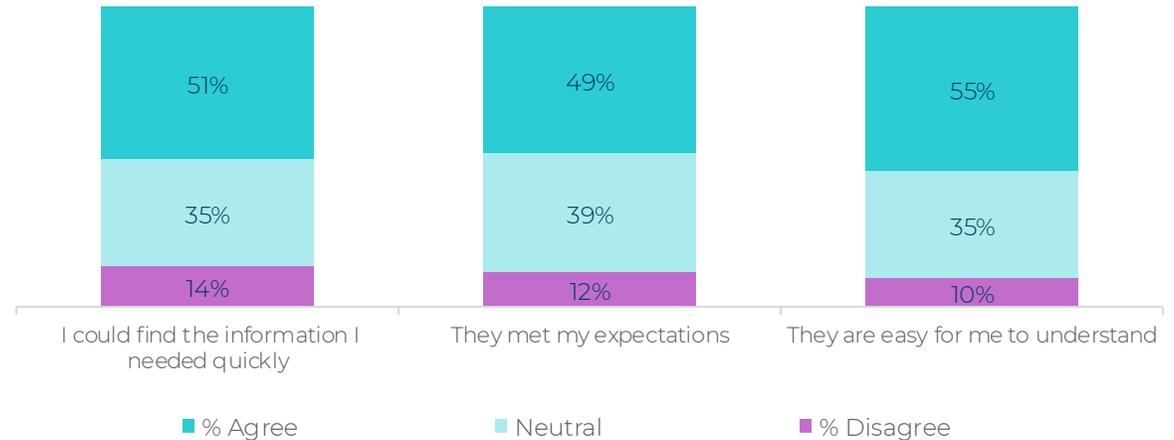
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

63% feel it would be easy to contact their water company and the majority 89% are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



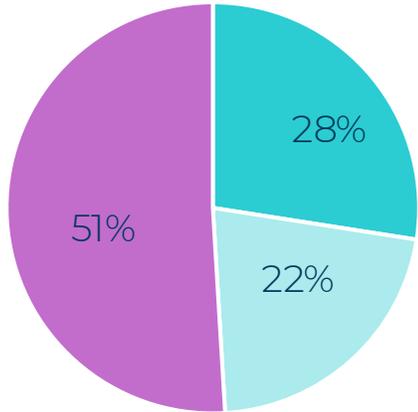
# Dŵr Cymru: Spotlight findings

## Billing and value for money



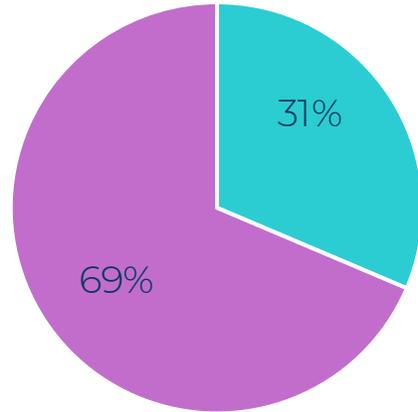
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

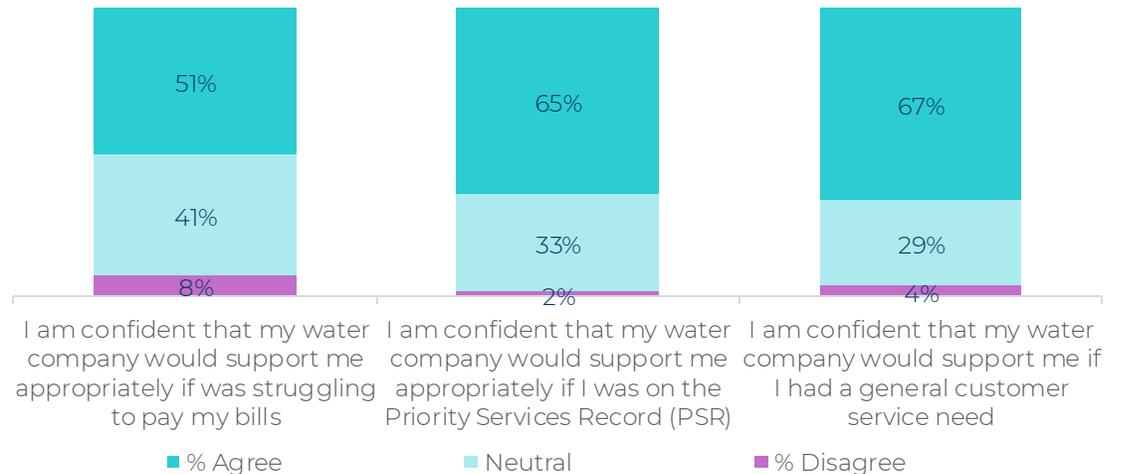
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

51% of community members were unaware of the PSR and 69% would not know what help was available to them/their household if they were struggling with their bills. The majority do feel confident that Dŵr Cymru would support them appropriately if they were on the PSR or if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers are aware of the help and support available and can access this information easily.



## Dŵr Cymru: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
Llais defnyddwyr dŵr

*“More information on how to contact the Water Board and the response and how quickly the response would be.”*

*“there's plenty of info about what compensation business customers can claim, it's not so clear regarding domestic customers.”*

*“This information should be made more transparent by offering this information each time presented with the water bill.”*

*“It would be helpful if compensation information were clearer and more prominently displayed on the website, with step by step instructions on how to claim and estimated timelines for processing.”*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Hafren Dyfrdwy**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Hafren Dyfrdwy

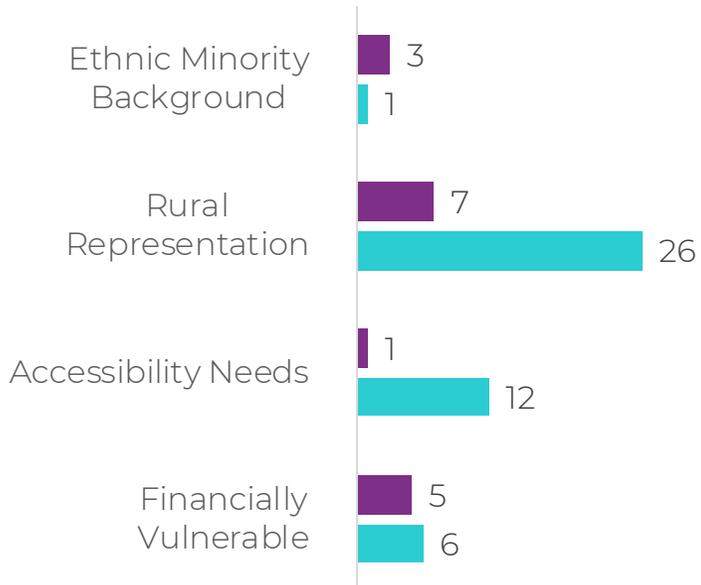
Community population



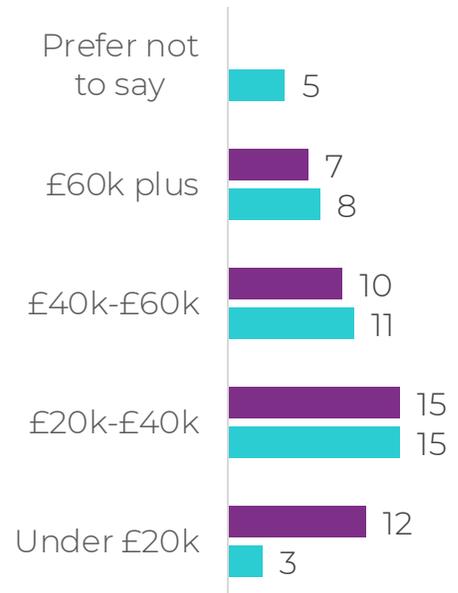
Hafren Dyfrdwy community members: 42

There are 9 Welsh speakers within this community with 2 members speaking Welsh as their first language and 2 have requested and been sent the survey in Welsh.

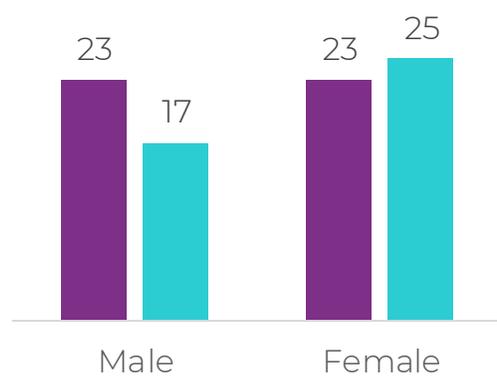
## Inclusivity



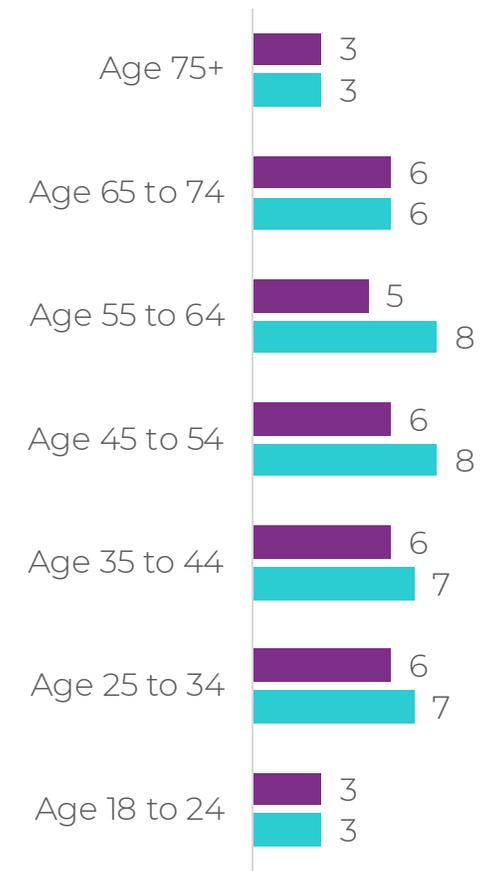
## Household income



## Gender



## Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our ethnic minority sample by at least 1 for next month.

current sample (teal bar) minimum sample (purple bar)

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



severn dee



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 Hafren Dyfrdwy community Agreement %	+/- difference % Hafren Dyfrdwy community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Hafren Dyfrdwy community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	45%	+22%	25%	+20%
Recent Experience (Positive recent experience)	55%	+6%	40%	+15%
General outlook (Positive outlook)	64%	+13%	48%	+16%
Communication (Fair/good communication)	43%	+10%	38%	+5%
Brand Connection (someone I'd really like and have a lot in common with)	38%	+14%	32%	+6%
Brand Momentum (salience) (on its way up/has a lot going for it)	36%	+9%	25%	+11%
Trust (a great deal/some trust)	67%	-2%	52%	+15%
Past 4 Week Interaction	36%	+9%	51%	-16%
Past 4 Week Disruption	7%	+5%	7%	0%
Past 4 Week Water Quality Issues	0%	0%	7%	-7%
Past 4 Week Sewerage issues	7%	+5%	3%	+4%
<b>Overall Value for Money</b>	57%	+6%	46%	+11%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	74%	+16%	56%	+18%
Colour and Appearance	93%	0%	81%	+12%
Taste and Smell	88%	-3%	79%	+10%
Safety of Drinking Water	86%	-1%	80%	+5%
Reliability of Supply	98%	+6%	84%	+13%
Water Pressure	93%	+11%	79%	+14%
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	64%	+9%	56%	+8%
Reducing smells from sewage treatment works	57%	+24%	41%	+17%
Maintenance of sewerage pipes and treatment works	50%	+19%	40%	+10%
Cleaning wastewater properly before release back into environment	52%	+8%	37%	+16%
Minimising sewer flooding	45%	-2%	36%	+10%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Hafren Dyfrdwy Base Size: 42

# Executive summary

Overview of key findings



## As a customer, overall, how satisfied are you with Hafren Dyfrdwy?

**7.64/10 vs 6.46/10 (Total)**

- **Reliable core service:** Satisfaction is largely driven by the reliability of supply and water quality, with many reporting “no issues” and uninterrupted service.
- **Rising bills and value for money concerns:** Dissatisfaction is mainly linked to increasing bills and a perception that costs are rising without clear improvements in service.
- **Communication and service interactions:** Mixed views on customer service and communication, with some praising responsiveness but others highlighting poor updates, long waits or lack of clarity when issues occur.

## Spotlight: Customer service, communication and support



- 68% feel it would be easy to contact their water company and 88% are confident that they would get the help they need.
- 53% of community members were unaware of the PSR and 73% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to clearly communicate what information is available to those who are struggling to pay their bills.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW’s external insights.

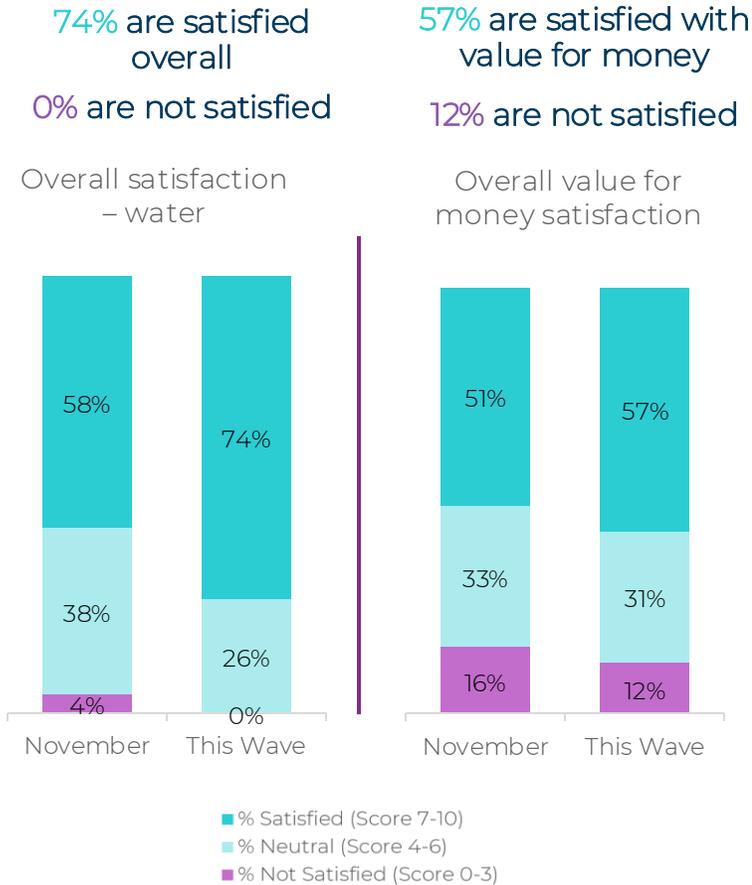
Total Base Size: 800  
Hafren Dyfrdwy Base Size: 42



# Hafren Dyfrdwy: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has improved since wave 1 (up 16 points). Value for money satisfaction remains in line with November, but it is showing slight improvement.

## Why have you given this overall satisfaction score?

*“Overall good and responsive when I’ve needed support.”*

*8/10 satisfaction score*

*“Could do more for struggling families.”*

*5/10 satisfaction score*

*“When I needed to contact HD they answered quickly and got staff out to help us quickly.”*

*9/10 satisfaction score*



# Hafren Dyfrdwy: Barometer findings

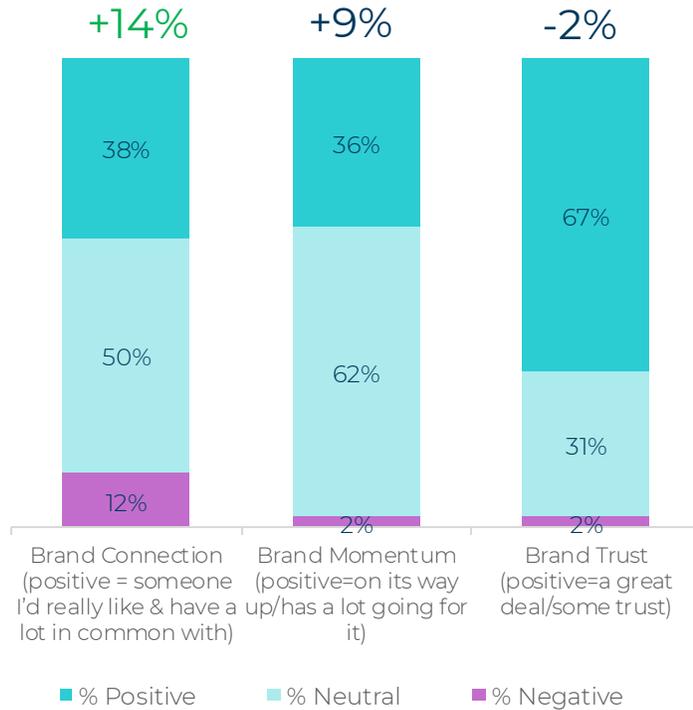
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Hafren Dyfrdwy...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	62%	+2%	+16%
Improves our rivers	38%	+18%	+11%
Creates a greener future	43%	+25%	+11%
Spends community members' money wisely	29%	+7%	+5%
Contributes to our communities	40%	+13%	+6%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	74%	+16%	+18%
Colour and Appearance	93%	0%	+12%
Taste and Smell	88%	-3%	+10%
Safety of Drinking Water	86%	-1%	+5%
Reliability of Supply	98%	+6%	+13%
Water Pressure	93%	+11%	+14%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Hafren Dyfrdwy Base Size: 42



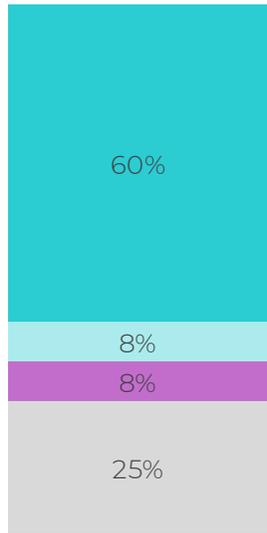
# Hafren Dyfrdwy: Spotlight findings

## Billing and value for money



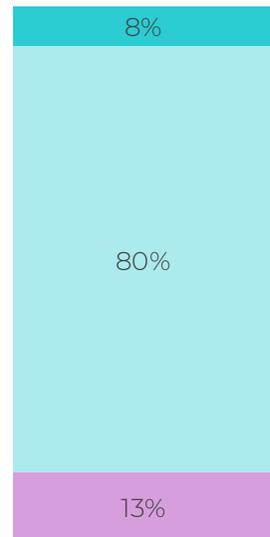
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult    ■ % Not needed

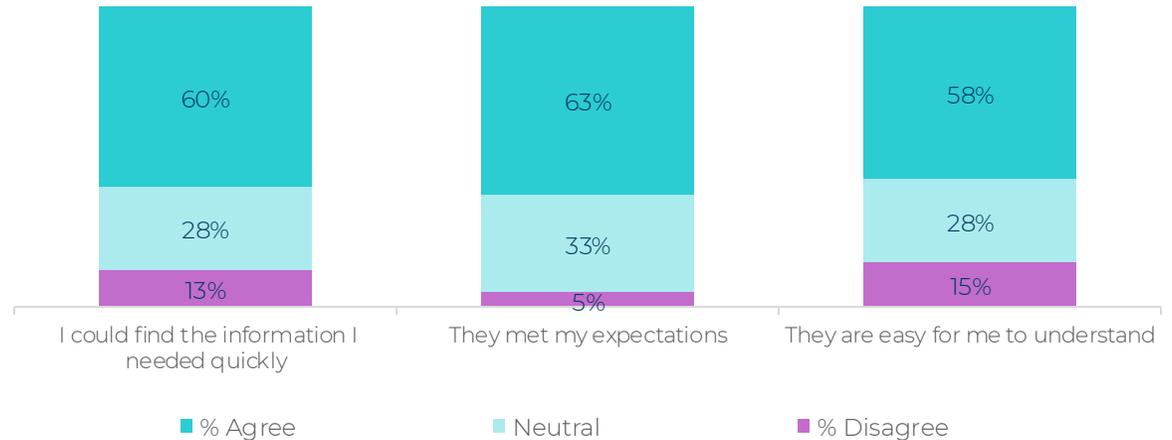
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

60% feel it would be easy to contact their water company and 88% are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



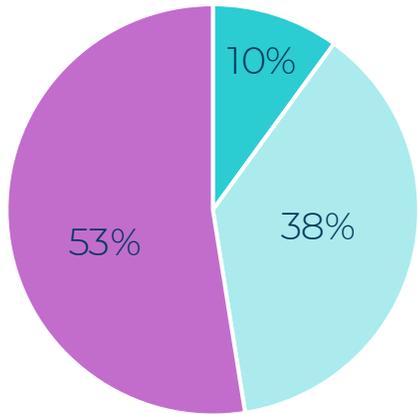
# Hafren Dyfrdwy: Spotlight findings

Billing and value for money



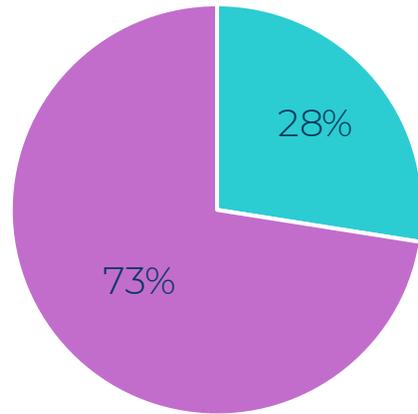
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

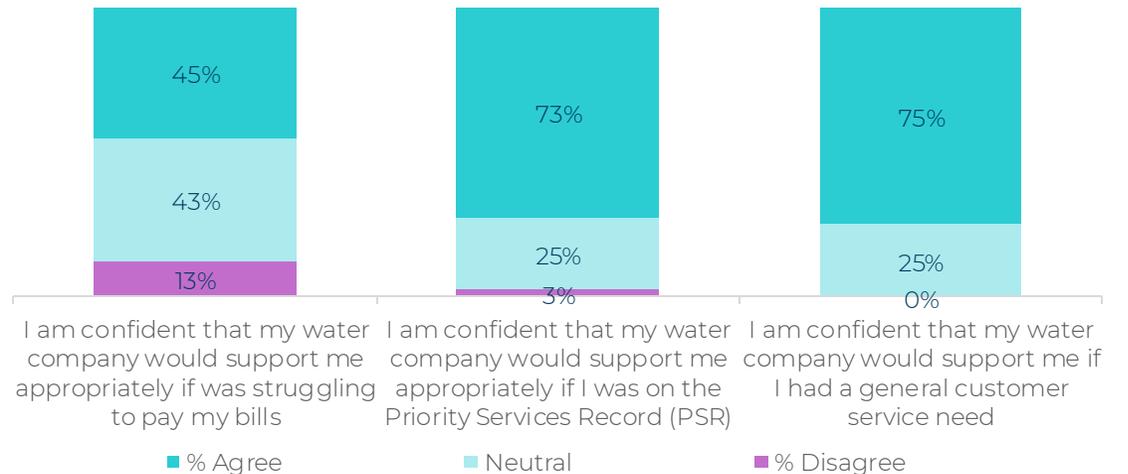
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

53% of community members were unaware of the PSR and 73% would not know what help was available to them/their household if they were struggling with their bills. 73% feel confident that Hafren Dyfrdwy would support them appropriately if they were on the PSR and 75% are confident they would get support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to clearly communicate what information is available to those who are struggling to pay their bills.

Total Base Size: 800  
Hafren Dyfrdwy Base Size: 42



# Hafren Dyfrdwy: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

---



The voice for water consumers  
Llais defnyddwyr dŵr

*“If they contacted the affected customer with a link or refunded automatically.”*

*“I thought the layout of the charts with categories and standards and compensation amounts was clear and easy to understand I liked the layout.”*

*“Information could be pinpointed , straight to the point without too much information and reading.”*

*“Tell us how we can make a claim and under what circumstances are we able to claim.”*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Northumbrian Water and Essex & Suffolk Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Northumbrian Water and Essex & Suffolk Water

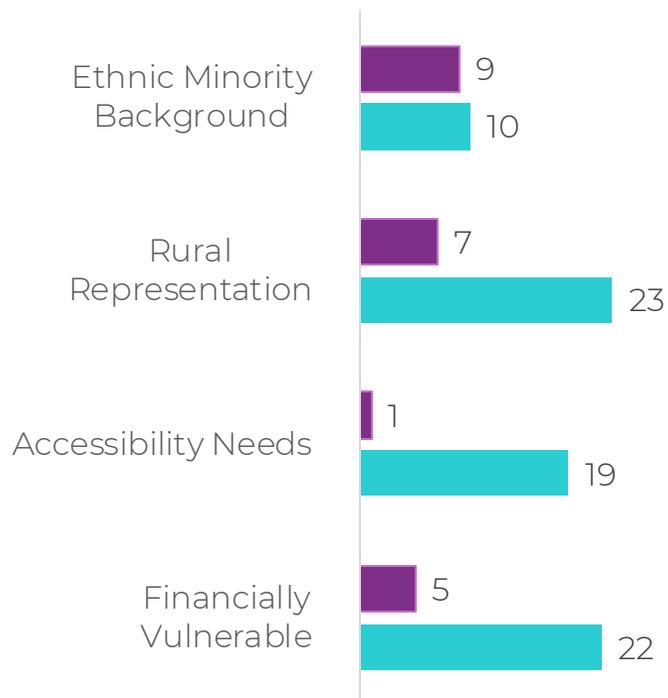
Community population



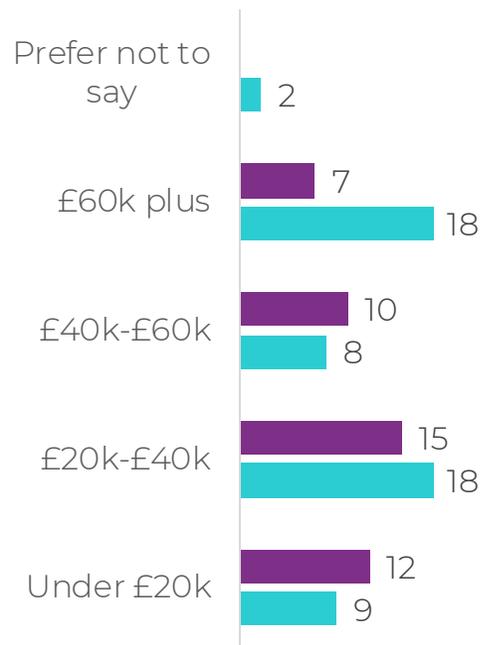
The voice for water consumers  
Llais defnyddwyr dŵr

Northumbrian Water community members : 29  
Essex and Suffolk Water community members: 26

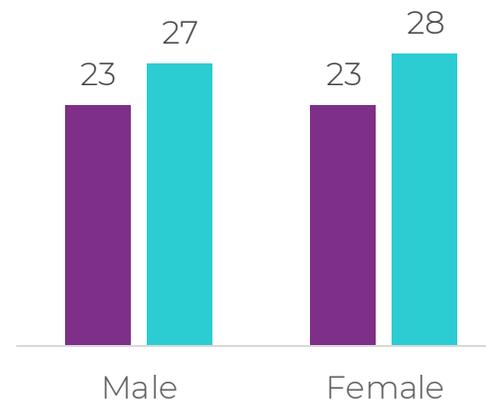
## Inclusivity



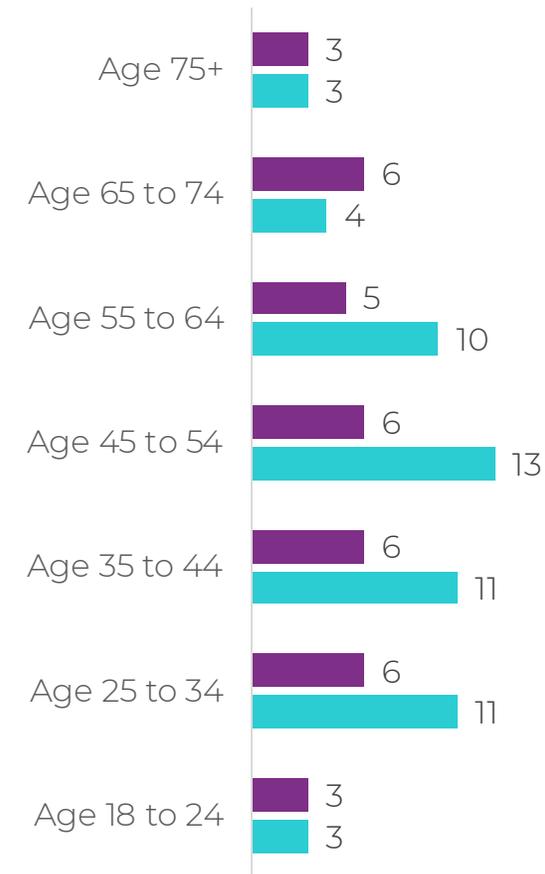
## Household income



## Gender



## Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 Northumbrian Water and Essex & Suffolk Water community Agreement %	+/- difference % Northumbrian Water and Essex & Suffolk Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Northumbrian Water and Essex & Suffolk Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	31%	+3%	25%	+6%
Recent Experience (Positive recent experience)	49%	-2%	40%	+9%
General outlook (Positive outlook)	62%	+7%	48%	+14%
Communication (Fair/good communication)	44%	+10%	38%	+6%
Brand Connection (someone I'd really like and have a lot in common with)	35%	+6%	32%	+3%
Brand Momentum (salience) (on its way up/has a lot going for it)	33%	+7%	25%	+8%
Trust (a great deal/some trust)	67%	+7%	52%	+16%
Past 4 Week Interaction	42%	+8%	51%	-10%
Past 4 Week Disruption	11%	+1%	7%	+4%
Past 4 Week Water Quality Issues	11%	+3%	7%	+4%
<b>Overall Value for Money</b>	56%	+10%	46%	+10%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	76%	+12%	56%	+20%
Colour and Appearance	82%	+2%	81%	+0%
Taste and Smell	80%	0%	79%	+2%
Safety of Drinking Water	82%	+2%	80%	+1%
Reliability of Supply	86%	-7%	84%	+1%
Water Pressure	82%	+2%	79%	+3%
<b>Northumbrian Water Only</b>				
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	66%	+5%	56%	+10%
Reducing smells from sewage treatment works	48%	+13%	41%	+8%
Maintenance of sewerage pipes and treatment works	55%	+9%	40%	+15%
Cleaning wastewater properly before release back into environment	48%	+5%	37%	+12%
Minimising sewer flooding	48%	+20%	36%	+13%
Past 4 Week Sewerage issues	7%	+3%	3%	+4%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.  
 Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Northumbrian and Essex and Suffolk  
 Water Base Size: 55

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with Northumbrian Water and Essex & Suffolk Water?

**6.96/10 vs 6.46/10 (Total)**

- **Reliable everyday water service:** Satisfaction is mainly driven by consistent supply, good water quality and few disruptions, with many members reporting they rarely experience problems.
- **Cost and transparency of bills:** Dissatisfaction is often linked to rising prices and limited understanding of how money is spent, with members wanting clearer billing and better explanation of charges.
- **Environmental performance and local impact:** Concerns around sewage pollution, leaks, infrastructure issues and limited visible investment in local communities influence lower satisfaction for some members.

### Spotlight: Customer service, communication and support



- 67% feel it would be easy to contact their water company and the 79% are confident that they would get the help they need.
- Just 33% of community members were unaware of the PSR and 55% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure community members feel they can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

Total Base Size: 800  
Northumbrian and Essex and  
Suffolk Water Base Size: 55



# Northumbrian Water and Essex & Suffolk Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Both overall satisfaction and value for money satisfaction have seen positive changes since November.

## Why have you given this overall satisfaction score?

*“Have no real issues with service or supply of water.”*

*8/10 satisfaction score  
Essex & Suffolk Water*

*“My water supply has been uninterrupted and consistent, so I have no reason to criticise them, however I never get any info from them on how they are spending the money I pay – gap in info there”*

*7/10 satisfaction score  
Northumbrian Water*

*“Still ongoing issues with pollution.”*

*4/10 satisfaction score  
Northumbrian Water*



# Northumbrian Water and Essex & Suffolk Water: Barometer findings

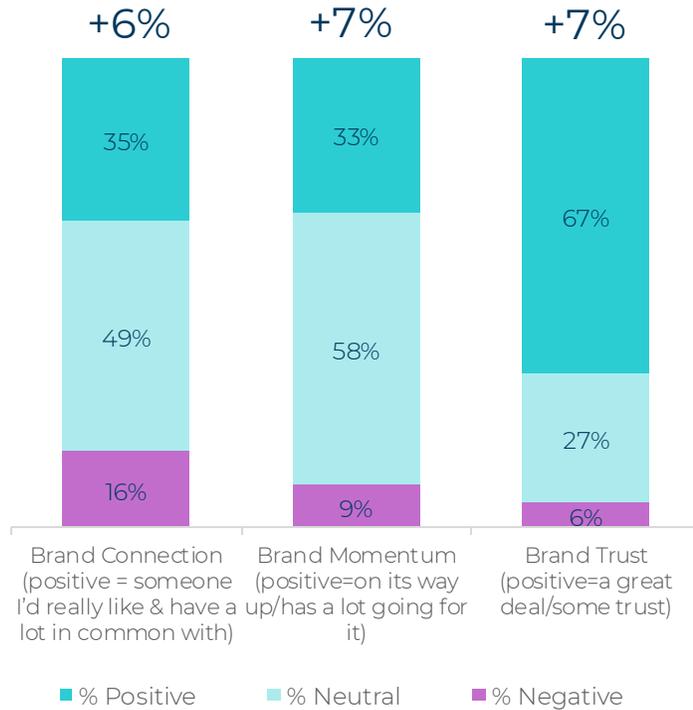
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Northumbrian Water and Essex & Suffolk Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	62%	+12%	+16%
Improves our rivers	33%	+3%	+6%
Creates a greener future	29%	-3%	-3%
Spends community members' money wisely	29%	+9%	+5%
Contributes to our communities	38%	+2%	+4%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	76%	+12%	+20%
Colour and Appearance	82%	+2%	0%
Taste and Smell	80%	0%	+2%
Safety of Drinking Water	82%	+2%	+1%
Reliability of Supply	86%	-7%	+1%
Water Pressure	82%	+2%	+3%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Northumbrian and Essex and Suffolk Water Base Size: 55



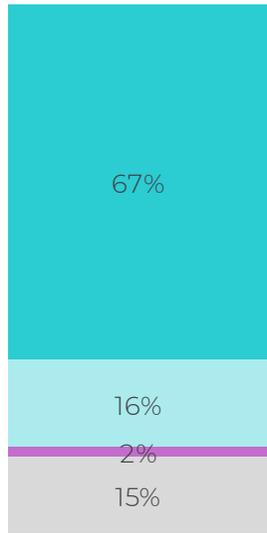
# Northumbrian Water and Essex & Suffolk Water: Spotlight findings

Billing and value for money



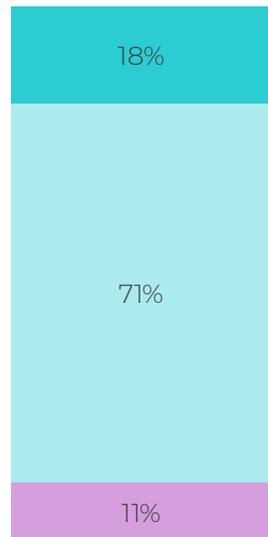
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy  
■ % Neutral  
■ % Difficult  
■ % Not needed

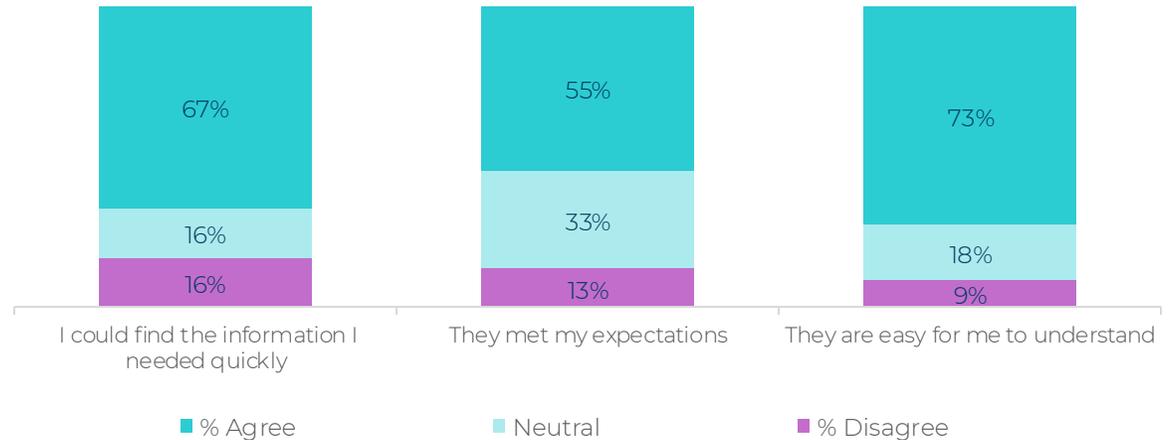
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

67% feel it would be easy to contact their water company and 89% are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree  
■ Neutral  
■ % Disagree

Total Base Size: 800  
Northumbrian and Essex and Suffolk Water Base Size: 55



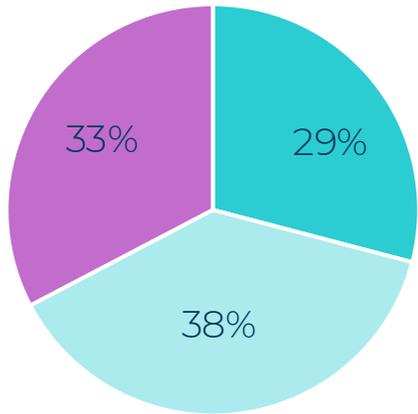
# Northumbrian Water and Essex & Suffolk Water: Spotlight findings

Billing and value for money



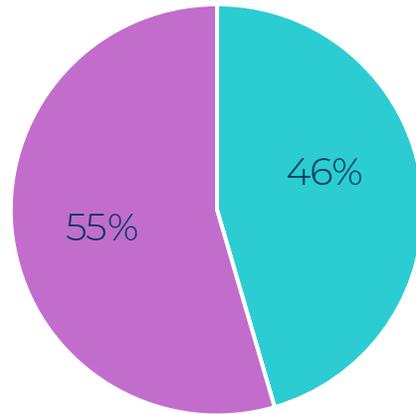
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

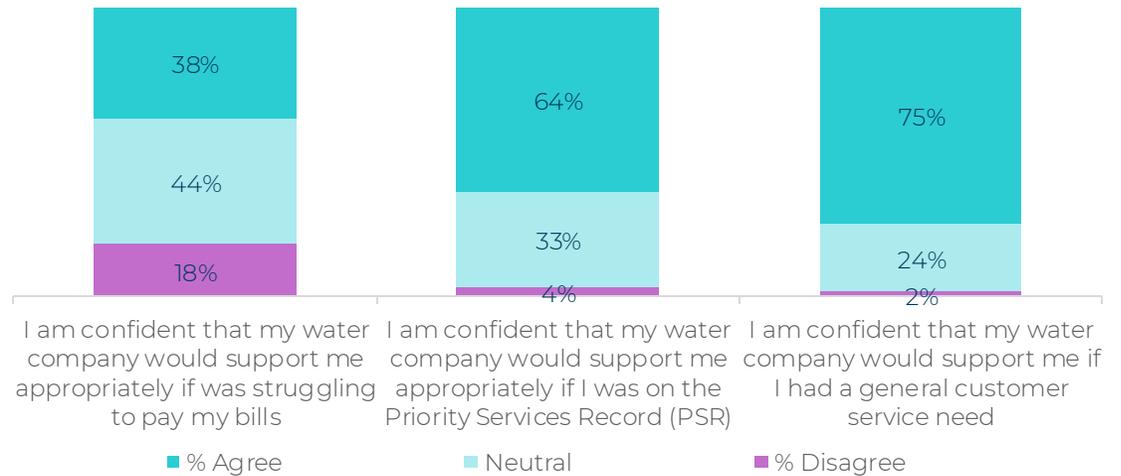
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

Just 33% of community members were unaware of the PSR and 55% would not know what help was available to them/their household if they were struggling with their bills. 64% do feel confident that you would support them appropriately if they were on the PSR and 75% confident of support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure all customers feel they can easily access help and support.

Total Base Size: 800  
Northumbrian and Essex and Suffolk Water Base Size: 55



# Northumbrian Water and Essex & Suffolk Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
Llais defnyddwyr dŵr

*“A clear instructive information letter so we are aware of what to do.”*  
**Northumbrian Water**

*“Would be good to have more promotion of these promises to customers. I was not aware of them. If they have been provided, I cannot recall it. Could be easier to find on website but then obviously emergency reporting etc needs to have the highest profile.”*  
**Essex & Suffolk Water**

*“I was able to find the compensation policy fairly quickly, it broadly matched what I expected, and the main points were easy enough to follow. That said, it would be even better with a short “at a glance” summary (common issues, payment amounts, and whether it’s automatic or needs a claim) right at the top.”*  
**Northumbrian Water**

*“The site isn't user friendly, and I wouldn't both open and downloading multiple documents to my phone in order to find the information I'm looking for. It's taking up unnecessary storage in my phone and it's time consuming. I would just default to picking up the phone. Rather than making the customer download leaflets and guides this information could be searchable directly on the website for ease of access.”*  
**Essex & Suffolk Water**



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Portsmouth Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Portsmouth Water

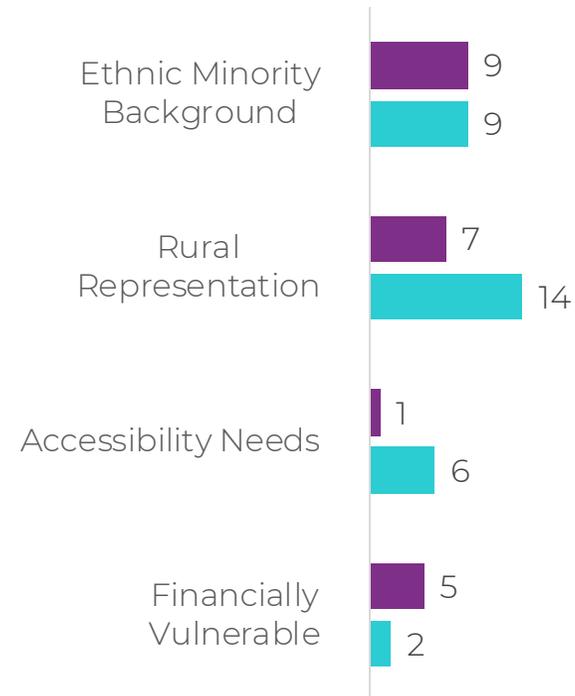
## Community population



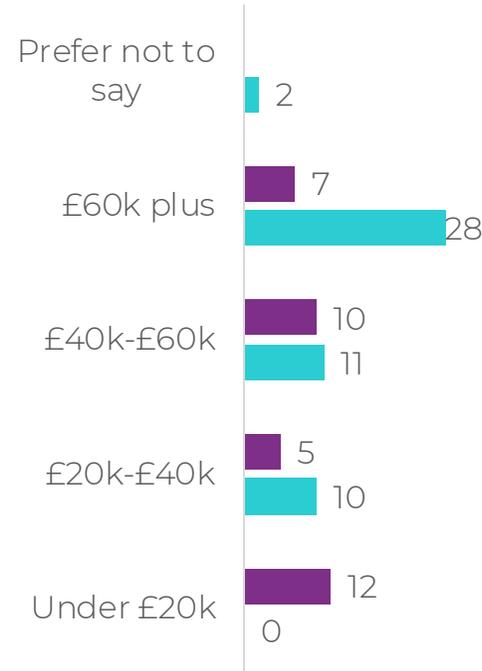
The voice for water consumers  
Llais defnyddwyr dŵr

Portsmouth Water community members: 51

### Inclusivity



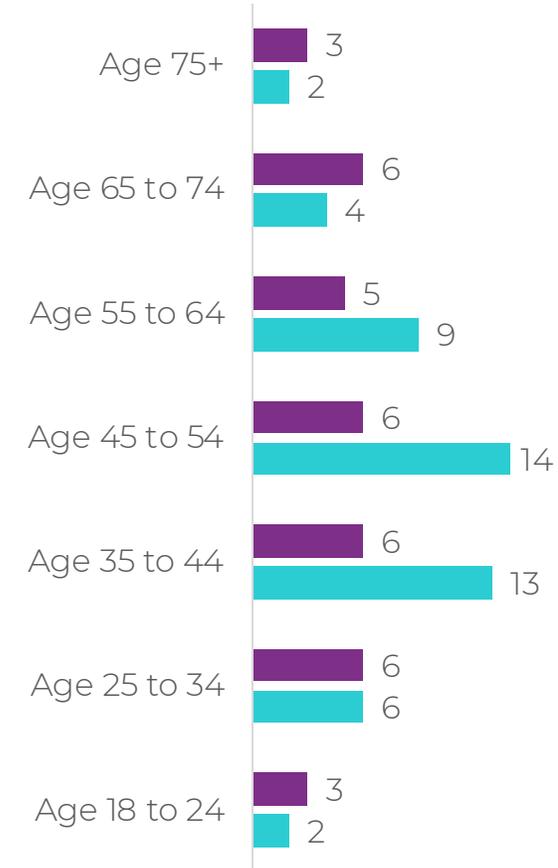
### Household income



### Gender



### Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however we were able to reach some financially vulnerable community members by including those who are on benefits, struggling to pay their bills or on a discounted water tariff. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our 18-24 and 75+ sample by at least 1 for next month.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 Portsmouth Water community Agreement %	+/- difference % Portsmouth Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Portsmouth Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	65%	+17%	25%	+39%
Recent Experience (Positive recent experience)	73%	+14%	40%	+32%
General outlook (Positive outlook)	82%	+16%	48%	+34%
Communication (Fair/good communication)	69%	+17%	38%	+31%
Brand Connection (someone I'd really like and have a lot in common with)	69%	+14%	32%	+37%
Brand Momentum (salience) (on its way up/has a lot going for it)	55%	+12%	25%	+30%
Trust (a great deal/some trust)	75%	+4%	52%	+23%
Past 4 Week Interaction	49%	+6%	51%	-2%
Past 4 Week Disruption	10%	+8%	7%	+3%
Past 4 Week Water Quality Issues	10%	+4%	7%	+3%
<b>Overall Value for Money</b>	82%	+4%	46%	+36%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	82%	+4%	56%	+26%
Colour and Appearance	86%	-8%	81%	+5%
Taste and Smell	80%	-6%	79%	+2%
Safety of Drinking Water	88%	-2%	80%	+8%
Reliability of Supply	88%	-10%	84%	+4%
Water Pressure	88%	-6%	79%	+9%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Portsmouth Water Base Size: 51

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with Portsmouth Water?

**7.71/10 vs 6.46/10 (Total)**

- **Reliable supply and generally good service:** Satisfaction is largely driven by dependable water supply, good tasting water for many community members and few service interruptions.
- **Water quality and hardness concerns:** Some dissatisfaction relates to issues such as hard water, limescale, metallic taste or low pressure in certain areas.
- **Environmental responsibility and investment:** Concerns appear around wastewater pollution by their sewerage providers, environmental impact and whether rising prices reflect sufficient value or investment.



### Spotlight: Customer Service, Communication and Support

#### Headline

- Most (81%) feel it would be easy to contact their water company and the majority (94%) are confident that they would get the help they need.
- Just 19% of community members were unaware of the PSR, but 48% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers can easily access help and support when struggling to pay bills.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

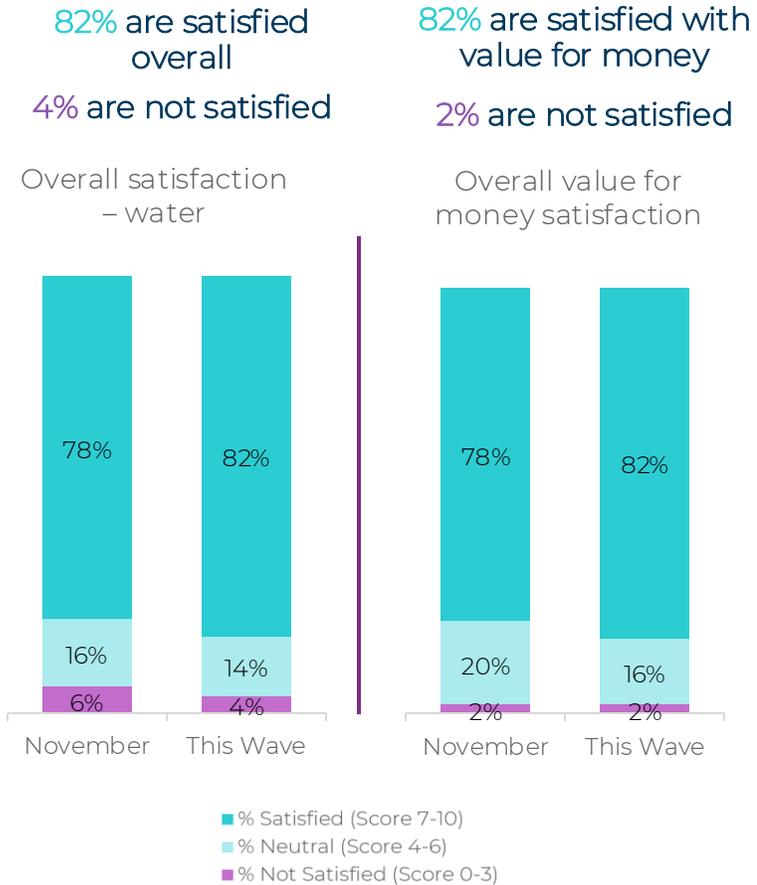
Total Base Size: 800  
Portsmouth Water Base Size: 51



# Portsmouth Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction and value for money remains high, in line with November wave 1.

## Why have you given this overall satisfaction score?

*“I feel that the quality of our drinking water could be improved. In terms of customer service I have usually received a response in adequate time.”*

*8/10 satisfaction score*

*“My water tastes great and is never interrupted. I am also very impressed by the Havant thicket reservoir project.”*

*10/10 satisfaction score*

*“Simple - increase the water pressure to my house!”*

*2/10 satisfaction score*



# Portsmouth Water: Barometer findings

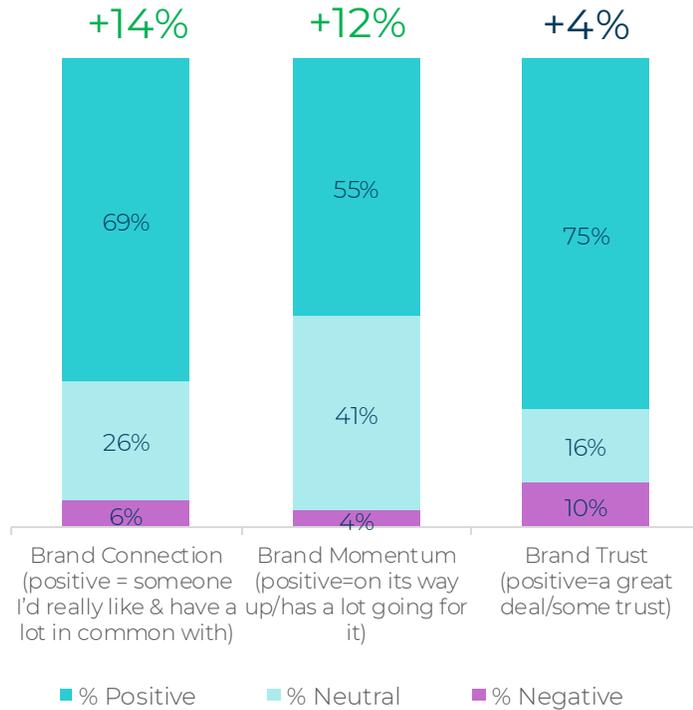
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Portsmouth Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	82%	+23%	+36%
Improves our rivers	65%	+20%	+38%
Creates a greener future	73%	+24%	+41%
Spends community members' money wisely	59%	+14%	+35%
Contributes to our communities	67%	+14%	+33%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	82%	+4%	+26%
Colour and Appearance	86%	-8%	+5%
Taste and Smell	80%	-6%	+2%
Safety of Drinking Water	88%	-2%	+8%
Reliability of Supply	88%	-10%	+4%
Water Pressure	88%	-6%	+9%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Portsmouth Water Base Size: 51



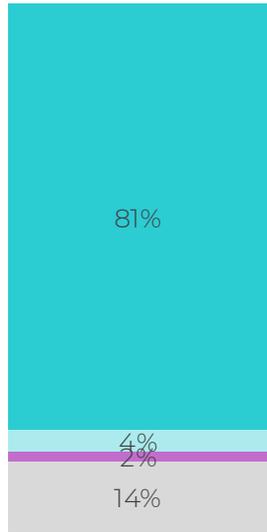
# Portsmouth: Spotlight findings

## Billing and value for money



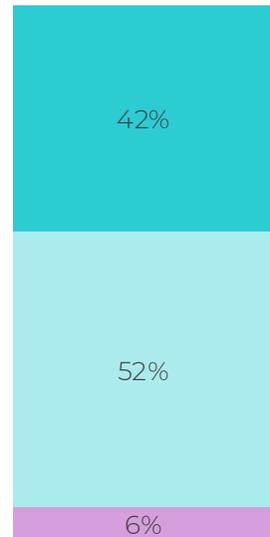
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

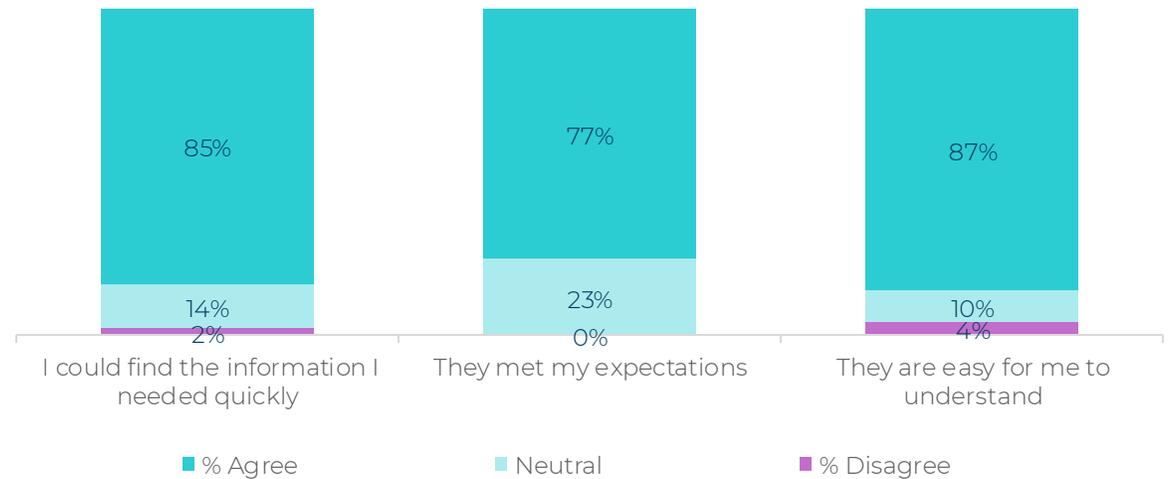
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

Most (81%) feel it would be easy to contact their water company and the majority (94%) are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



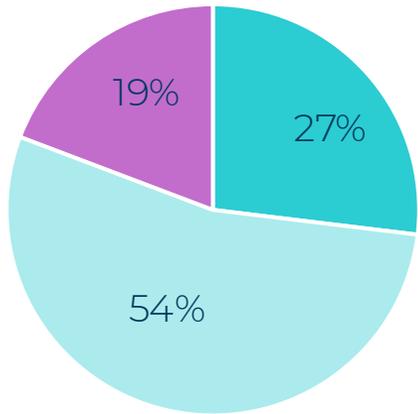
# Portsmouth Water: Spotlight findings

Billing and value for money



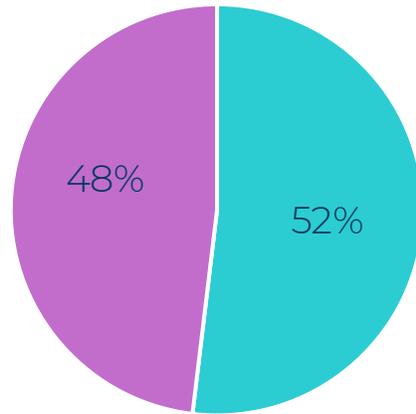
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

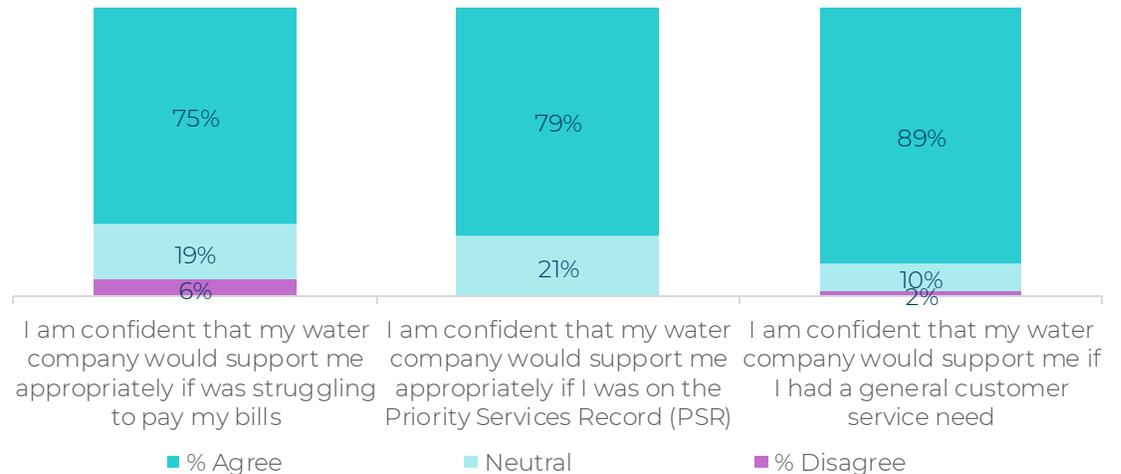
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

Just 19% of community members were unaware of the PSR, but 48% would not know what help was available to them/their household if they were struggling with their bills. 79% feel confident that Portsmouth Water would support them appropriately if they were on the PSR and 89% were confident they would get support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers can easily access help and support when struggling to pay bills.



# Portsmouth Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

---



The voice for water consumers  
Llais defnyddwyr dŵr

*"I was quite surprised and also impressed as there were lots to like on the website."*

*"I feel that compensation information is not as easy to find or understand as it should be."*

*"Having never needing to access this information before I felt it was clear and covered everything I would need to know to begin with. However I do not feel particularly trusting that said compensation would be applied to my account without a nudge."*

*"They should make the information about compensation to be more clearer."*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**SES Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# SES Water

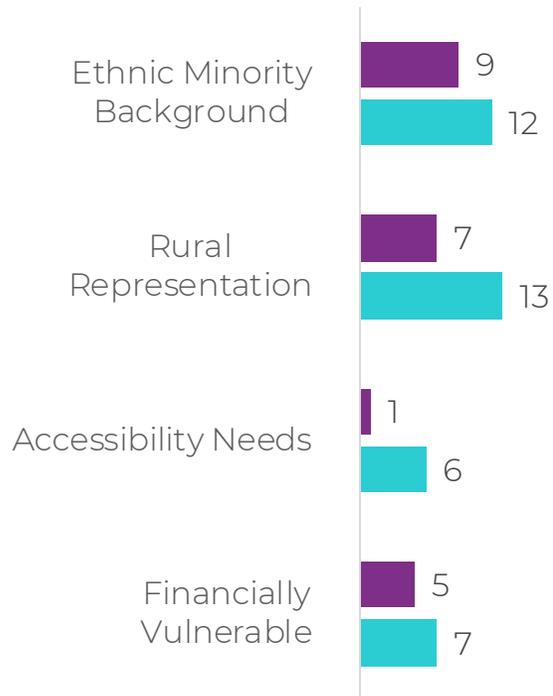
Community population



The voice for water consumers  
Llais defnyddwyr dŵr

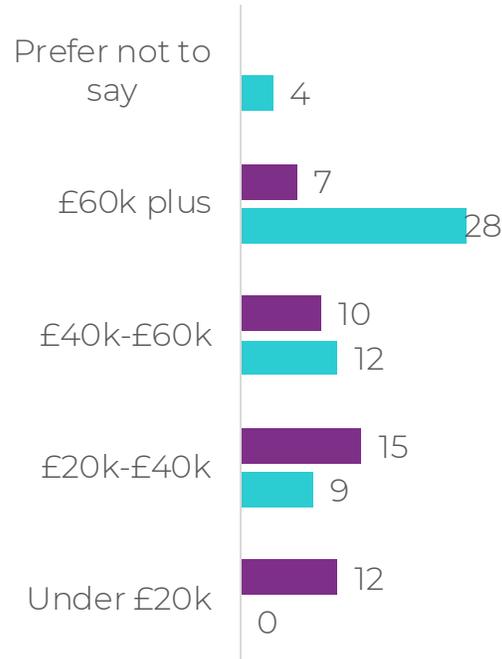
SES Water community members: 53

## Inclusivity

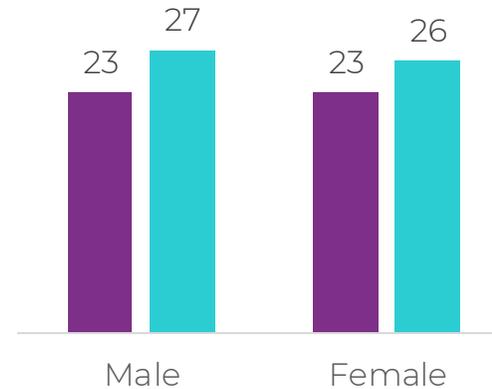


Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

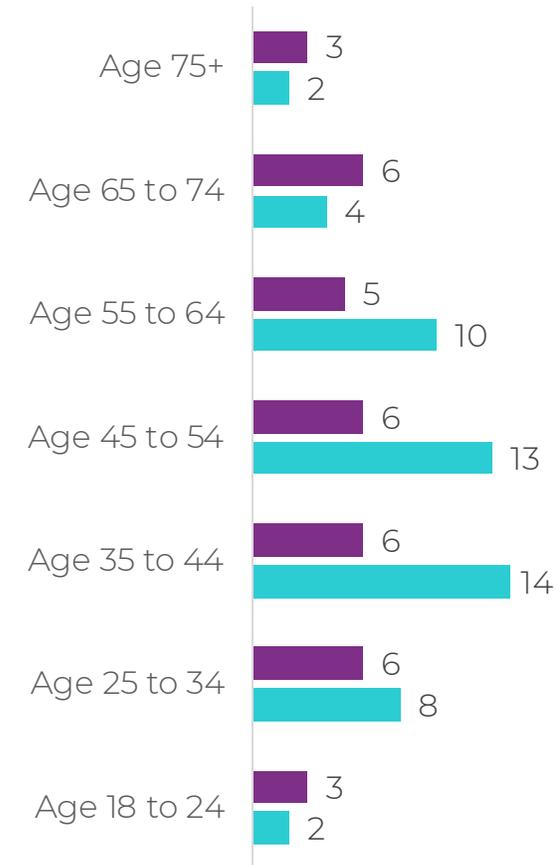
## Household income



## Gender



## Age



**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our 18-24 and 65+ sample by at least 1 for next month.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 SES Water community Agreement %	+/- difference % SES Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % SES Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	34%	-8%	25%	+9%
Recent Experience (Positive recent experience)	53%	+1%	40%	+13%
General outlook (Positive outlook)	51%	-3%	48%	+3%
Communication (Fair/good communication)	47%	+11%	38%	+9%
Brand Connection (someone I'd really like and have a lot in common with)	42%	+6%	32%	+10%
Brand Momentum (salience) (on its way up/has a lot going for it)	36%	+3%	25%	+11%
Trust (a great deal/some trust)	64%	+8%	52%	+13%
Past 4 Week Interaction	57%	+23%	51%	+5%
Past 4 Week Disruption	4%	-5%	7%	-3%
Past 4 Week Water Quality Issues	8%	-3%	7%	+1%
Overall Value for Money	55%	+7%	46%	+9%
Overall Satisfaction – water (satisfied, scoring 7-10)	72%	+13%	56%	+16%
Colour and Appearance	72%	-8%	81%	-10%
Taste and Smell	81%	+12%	79%	+3%
Safety of Drinking Water	77%	+7%	80%	-3%
Reliability of Supply	87%	+6%	84%	+3%
Water Pressure	79%	+6%	79%	0%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 SES Water Base Size: 53

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with SES Water?

**7.11/10 vs 6.46/10 (Total)**

- **Reliable service and helpful customer support:** Satisfaction is mainly driven by consistent water supply, good water quality and positive experiences when contacting customer service.
- **Cost and value for money concerns:** Dissatisfaction is frequently linked to rising bills, affordability concerns and a lack of clarity about why prices are increasing.
- **Communication and transparency:** Community members want clearer communication about investment, billing, infrastructure improvements and broader environmental issues such as sewage management by their sewerage provider.

### Spotlight: Customer service, communication and support



- Most (59%) feel it would be easy to contact their water company and the majority (91%) are confident that they would get the help they need.
- 37% of community members were unaware of the PSR and 55% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

Total Base Size: 800  
SES Water Base Size: 53



# SES Water: Barometer findings

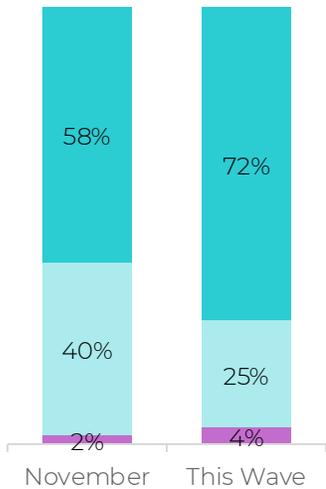


The voice for water consumers  
Llais defnyddwyr dŵr

72% are satisfied overall

4% are not satisfied

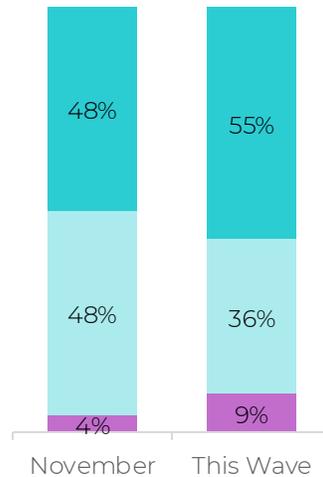
Overall satisfaction – water



55% are satisfied with value for money

9% are not satisfied

Overall value for money satisfaction



■ % Satisfied (Score 7-10)  
■ % Neutral (Score 4-6)  
■ % Not Satisfied (Score 0-3)

Overall satisfaction has seen improvement since wave 1 (up 14 points). Value for money satisfaction has also slightly improved.

## Why have you given this overall satisfaction score?

*“I haven't had any problems with our water quality or service but I'm uncertain about value for money in comparison with other water providers?”*

*7/10 satisfaction score*

*“They are doing a great job in exactly the way we need - quietly and in the background. The nature of these engagements also show they are keen to talk and listen to customers too....perfect!”*

*10/10 satisfaction score*

*“Not enough done for disabled.”*

*2/10 satisfaction score*



# SES Water: Barometer findings

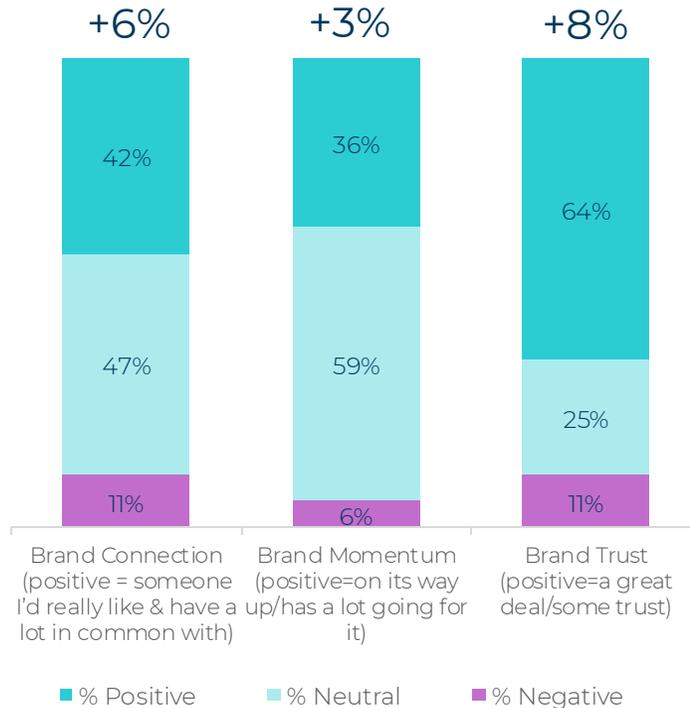
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that SES Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	57%	+7%	+11%
Improves our rivers	38%	+13%	+11%
Creates a greener future	53%	+15%	+21%
Spends community members' money wisely	38%	+13%	+14%
Contributes to our communities	55%	+22%	+21%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	72%	+13%	+16%
Colour and Appearance	72%	-8%	-10%
Taste and Smell	81%	+12%	+3%
Safety of Drinking Water	77%	+7%	-3%
Reliability of Supply	87%	+6%	+3%
Water Pressure	79%	+6%	0%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
SES Water Base Size: 53



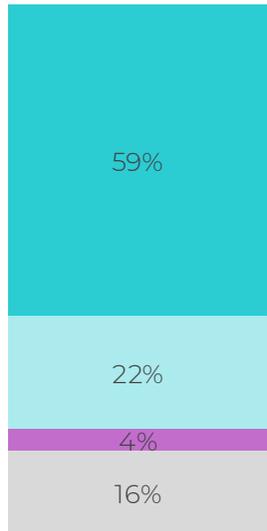
# SES Water: Spotlight findings

## Billing and value for money



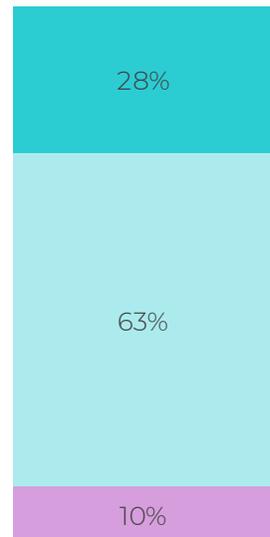
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

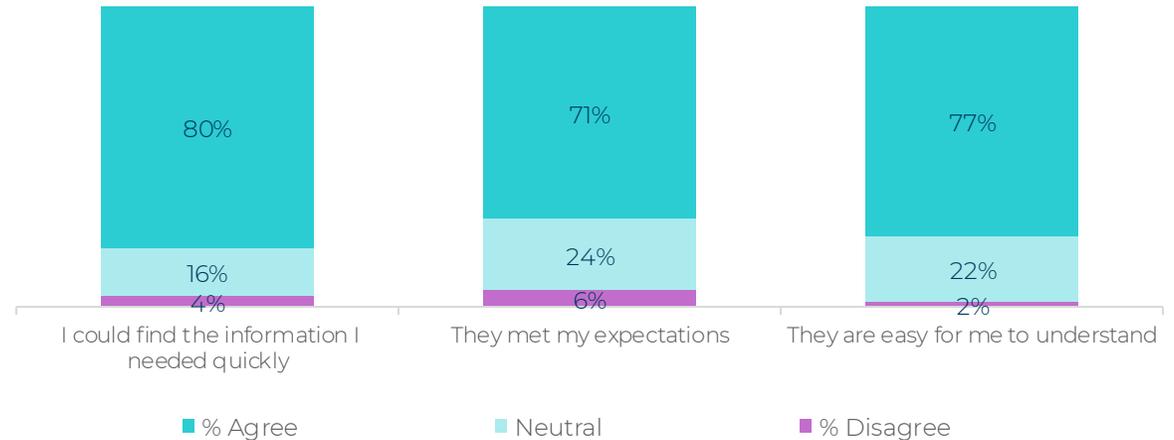
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

Most (59%) feel it would be easy to contact their water company and the majority (91%) are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree

Total Base Size: 800  
SES Water Base Size: 53



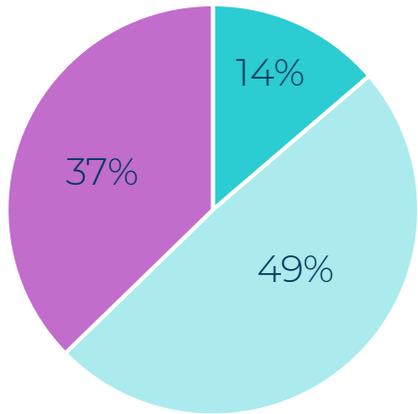
# SES Water: Spotlight findings

Billing and value for money



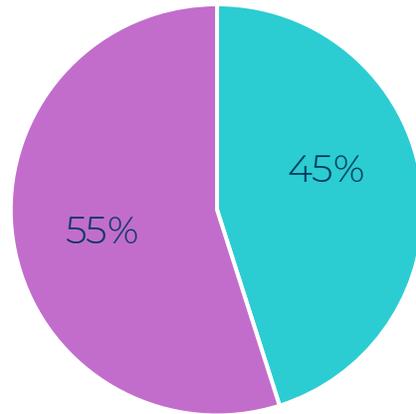
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

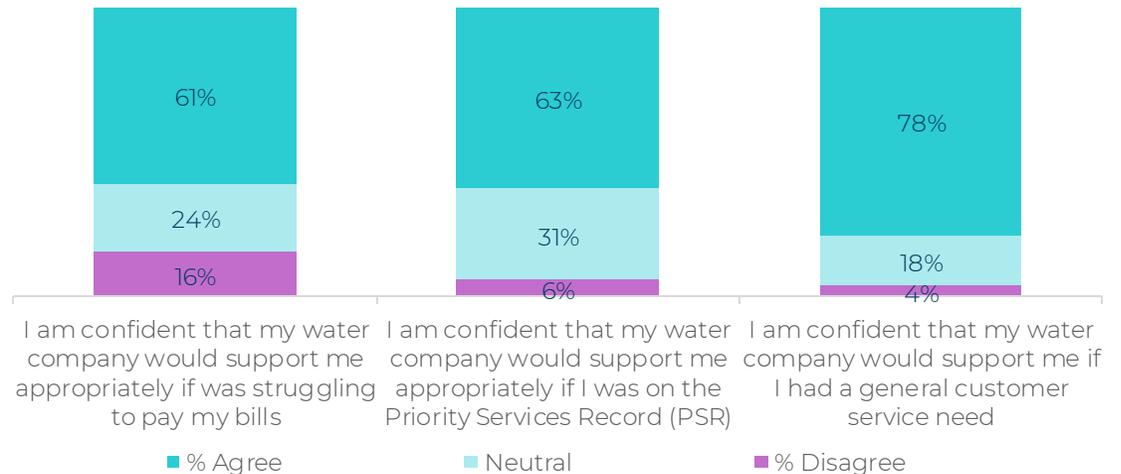
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

37% of community members were unaware of the PSR and 55% would not know what help was available to them/their household if they were struggling with their bills. 63% feel confident that SES Water would support them appropriately if they were on the PSR and 78% feel confident that they would get support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
SES Water Base Size: 53



# SES Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

---



The voice for water consumers  
Llais defnyddwyr dŵr

*“To be honest I think the form attached was very easy to understand and very user friendly and I would be confident in finding the information I was after.”*

*“If there was an outage, I'd prefer it to be fixed quickly than to be paid compensation.”*

*“Make customers aware of it through regular communications and being upfront and transparent on the home page of the website.”*

*“The information exists, but finding it takes time. A clear summary or flowchart would make claiming compensation easier.”*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Severn Trent Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](https://ccw.org.uk)

# Severn Trent Water

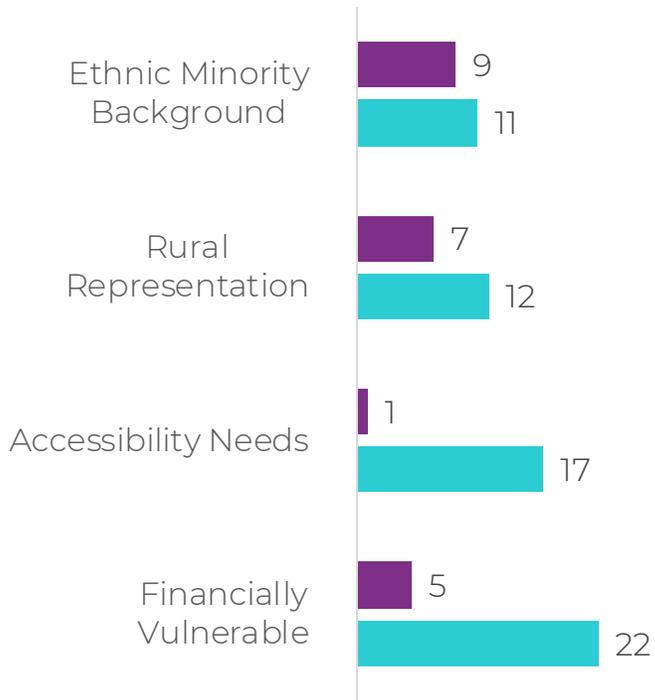
## Community population



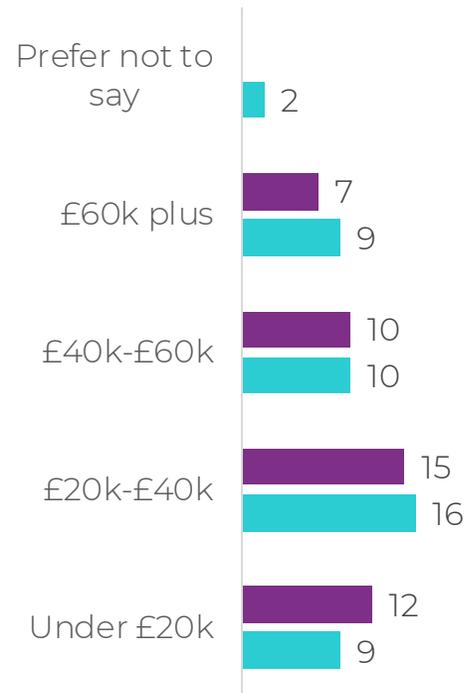
The voice for water consumers  
Llais defnyddwyr dŵr

Severn Trent community members: 46

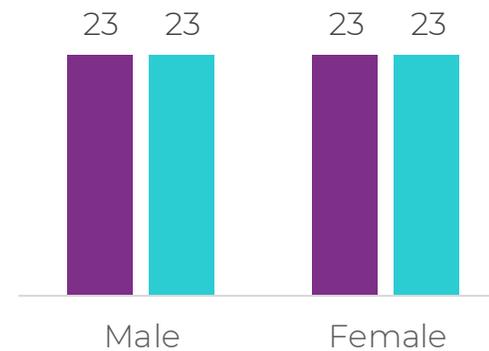
### Inclusivity



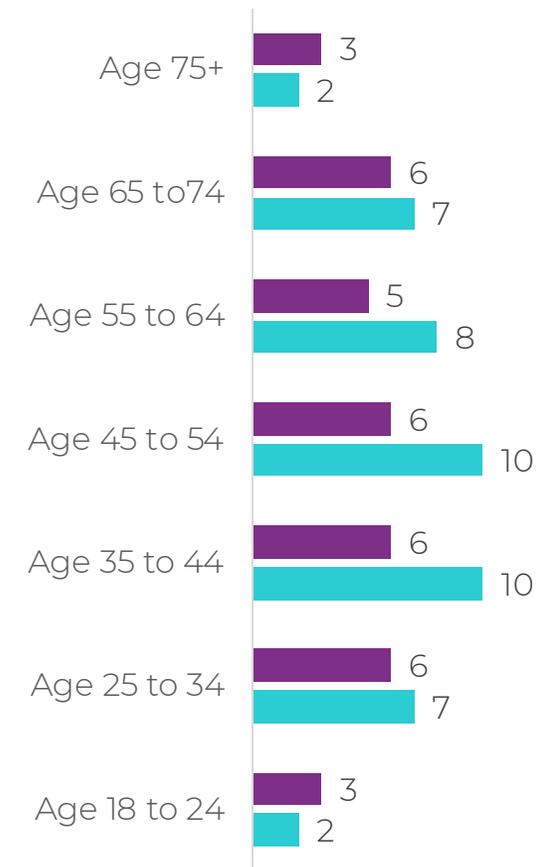
### Household income



### Gender



### Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs, including recruiting more over 18-24 & 75-year-olds.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 Severn Trent Water community Agreement %	+/- difference % Severn Trent Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Severn Trent Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	22%	-5%	25%	-4%
Recent Experience (Positive recent experience)	39%	-3%	40%	-1%
General outlook (Positive outlook)	35%	-13%	48%	-13%
Communication (Fair/good communication)	35%	-6%	38%	-3%
Brand Connection (someone I'd really like and have a lot in common with)	22%	+2%	32%	-10%
Brand Momentum (salience) (on its way up/has a lot going for it)	17%	-1%	25%	-7%
Trust (a great deal/some trust)	44%	-7%	52%	-8%
Past 4 Week Interaction	52%	0%	51%	+1%
Past 4 Week Disruption	0%	-8%	7%	-7%
Past 4 Week Water Quality Issues	4%	-10%	7%	-2%
Past 4 Week Sewerage issues	0%	0%	3%	-3%
<b>Overall Value for Money</b>	30%	-6%	46%	-16%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	39%	-9%	56%	-17%
Colour and Appearance	72%	-4%	81%	-10%
Taste and Smell	67%	-1%	79%	-11%
Safety of Drinking Water	74%	-2%	80%	-6%
Reliability of Supply	76%	-10%	84%	-8%
Water Pressure	67%	-5%	79%	-11%
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	52%	+8%	56%	-4%
Reducing smells from sewage treatment works	30%	+4%	41%	-10%
Maintenance of sewerage pipes and treatment works	35%	+1%	40%	-5%
Cleaning wastewater properly before release back into environment	39%	+7%	37%	+3%
Minimising sewer flooding	33%	-2%	36%	-3%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Severn Trent Base Size: 46

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with Severn Trent?

**6.39/10 vs 6.46/10 (Total)**

- **Reliable core water service:** Satisfaction is mainly driven by consistent supply and generally good water quality, with many community members reporting few or no direct problems.
- **Cost and perceived value:** Dissatisfaction is often linked to rising bills and uncertainty about whether customers are receiving good value for the price they pay.
- **Communication, transparency and environmental concerns:** Some community members want clearer communication about investment and future planning, while others express concerns about pollution, sustainability, and how company funds are used.

### Spotlight: Customer service, communication and support



- 44% feel it would be easy to contact their water company and most (80%) are confident that they would get the help they need when contacting Severn Trent Water.
- 52% of community members were unaware of the PSR and 62% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

Total Base Size: 800  
Severn Trent Base Size: 46



# Severn Trent Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has declined since November, however stated dissatisfaction remains low, with neutrality having increased. Value for money follows a similar trend. Stated satisfaction has decreased, with neutrality increasing and dissatisfaction remaining similar from November wave 1.

## Why have you given this overall satisfaction score?

*"I currently cannot complain about my personal water supply other than its cost but I worry that the company is not addressing future sustainability issues properly."*

3/10 satisfaction score

*"I'm just recently disappointed, before I'd have given a higher score but I'm currently having a bad experience. There's so many issues, low water pressure, billing, leaks - I'm so tired of chasing to get these things sorted."*

4/10 satisfaction score

*"Not happy with the quality of water, can't see where the money goes that we pay for each month."*

5/10 satisfaction score



# Severn Trent Water: Barometer findings

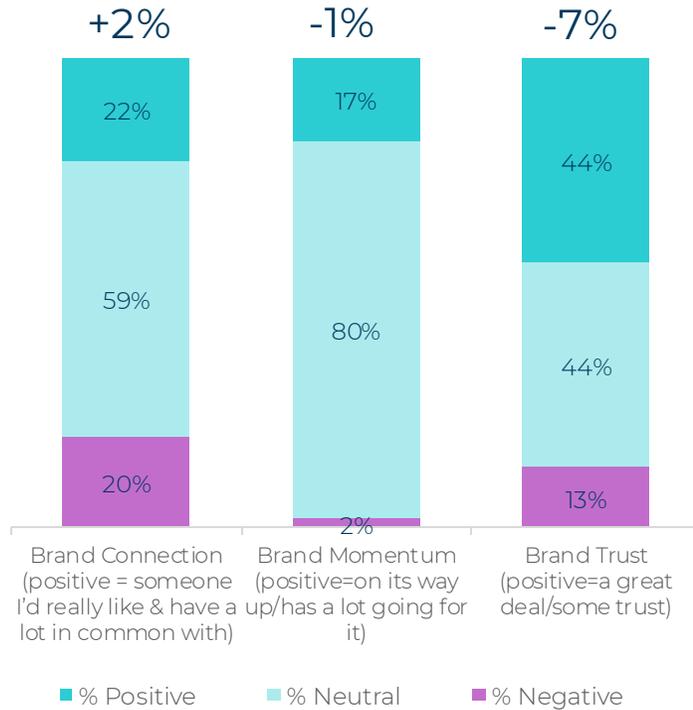
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Severn Trent...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	37%	-7%	-9%
Improves our rivers	31%	+19%	+4%
Creates a greener future	33%	+3%	+1%
Spends community members' money wisely	24%	+10%	0%
Contributes to our communities	26%	+12%	-8%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	39%	-9%	-17%
Colour and Appearance	72%	-4%	-10%
Taste and Smell	67%	-1%	-11%
Safety of Drinking Water	74%	-2%	-6%
Reliability of Supply	76%	-10%	-8%
Water Pressure	67%	-5%	-11%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Severn Trent Base Size: 46



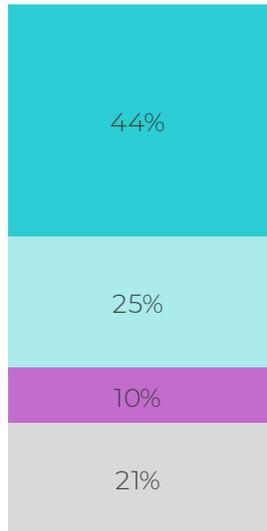
# Severn Trent Water: Spotlight findings

## Billing and value for money



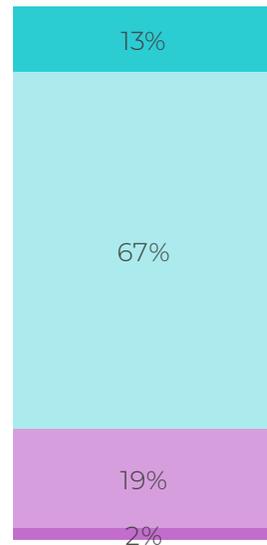
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy  
■ % Neutral  
■ % Difficult  
■ % Not needed

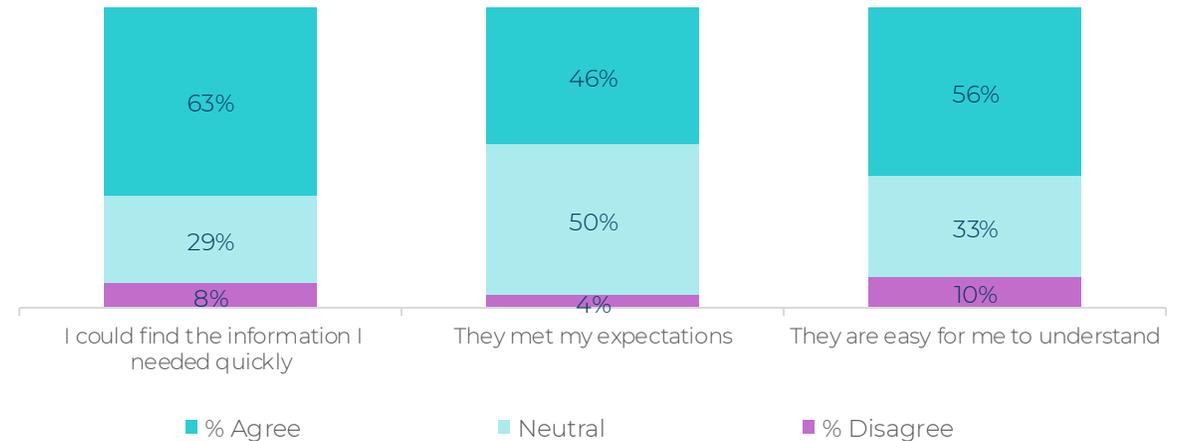
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

44% feel it would be easy to contact their water company and most (80%) are confident that they would get the help they need when contacting Severn Trent Water.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree  
■ Neutral  
■ % Disagree

Opportunity to further improve customer confidence in your ability to provide help and support when they get in touch.

Total Base Size: 800  
Severn Trent Base Size: 46



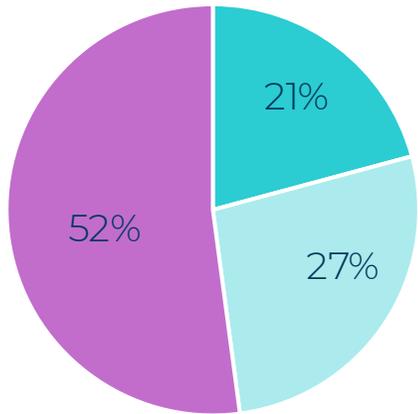
# Severn Trent Water: Spotlight findings

Billing and value for money



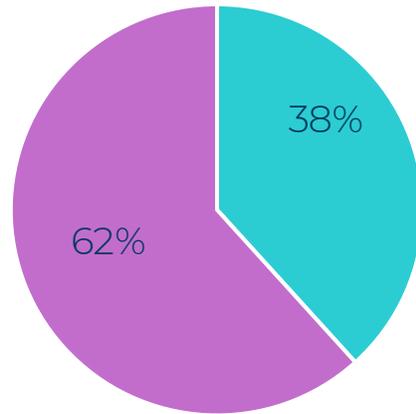
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

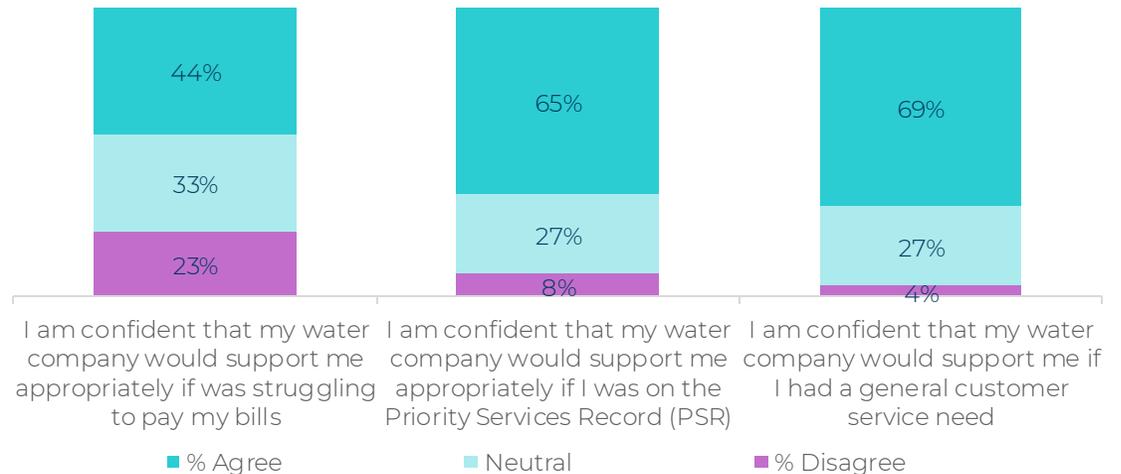
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

52% of community members were unaware of the PSR and 62% would not know what help was available to them/their household if they were struggling with their bills. 65% do feel confident that Severn Trent Water would support them appropriately if they were on the PSR and 69% feel confident they would be supported if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
Severn Trent Base Size: 46



# Severn Trent Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

---



The voice for water consumers  
Llais defnyddwyr dŵr

*"I didn't know there was a compensation department."*

*"No mention of fresh water leakage and that they only allow one leakage allowance per property. There is only one to do with sewage leaking."*

*"I have been in the situation where I am deeply disappointed with my service and charges, it wasn't very easy to get that support from STW. I find myself in a situation where the issue is on-going and I just have it hanging over my head."*

*"Maybe more transparency be nice to be kept informed on what is going on behind the scenes rather than what is being covered up for example hear in the news wondering if certain things may affect your area."*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**South East Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

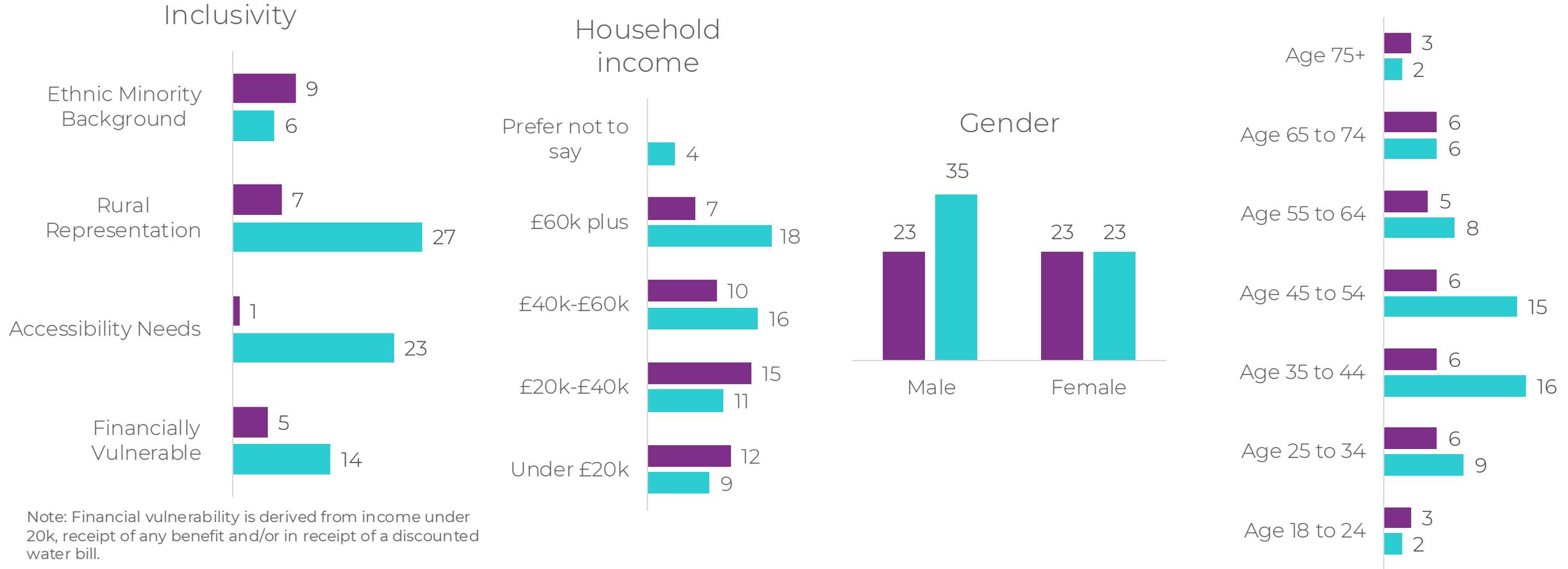
[ccw.org.uk](http://ccw.org.uk)

# South East Water

Community population



South East Water community members: 58



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our ethnic minority background, 18-24 & 75plus quotas here next month.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



Topic	Feb 2026 South East Water community Agreement %	+/- difference % South East Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % South East Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	10%	-15%	25%	-15%
Recent Experience (Positive recent experience)	17%	-11%	40%	-23%
General outlook (Positive outlook)	12%	-27%	48%	-36%
Communication (Fair/good communication)	28%	-6%	38%	-11%
Brand Connection (someone I'd really like and have a lot in common with)	14%	-10%	32%	-18%
Brand Momentum (salience) (on its way up/has a lot going for it)	5%	-10%	25%	-19%
Trust (a great deal/some trust)	14%	-25%	52%	-38%
Past 4 Week Interaction	83%	+44%	51%	+31%
Past 4 Week Disruption	10%	+1%	7%	+4%
Past 4 Week Water Quality Issues	7%	-1%	7%	0%
Overall Value for Money	40%	+8%	46%	-6%
Overall Satisfaction – water (satisfied, scoring 7-10)	26%	-11%	56%	-30%
Colour and Appearance	76%	0%	81%	-5%
Taste and Smell	83%	+9%	79%	+4%
Safety of Drinking Water	72%	-4%	80%	-8%
Reliability of Supply	72%	-5%	84%	-12%
Water Pressure	71%	-3%	79%	-8%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 South East Water Base Size: 58

# Executive summary

Overview of key findings

## As a customer, overall, how satisfied are you with South East Water?

**5.26/10 vs 6.46/10 (Total)**

- **Mixed experiences with day-to-day supply:** Some community members report reliable water and no personal issues, but satisfaction is reduced by reports of outages, burst mains and local supply disruptions affecting others.
- **Trust and reputation issues:** Dissatisfaction is strongly linked to negative news coverage, concerns about company leadership and management decisions and perceptions that the company has handled recent incidents poorly.
- **Cost and fairness of charges:** Rising bills, standing charges and limited financial support for those struggling to pay contribute to frustration and lower satisfaction.



### Spotlight: Customer service, communication and support

- Most (63%) feel it would be easy to contact their water company and the majority (77%) are confident that they would get the help they need.
- 23% of community members were unaware of the PSR. However, 55% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

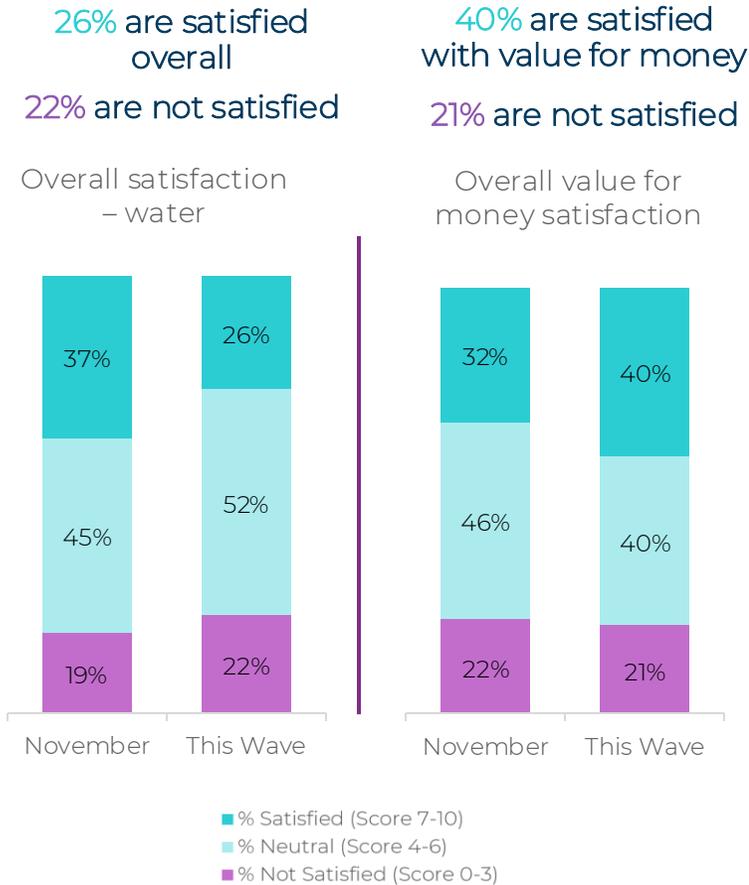
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# South East Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction is low and has decreased since November wave 1. Those stating that they are satisfied with value for money has increased, with neutrality having decreased. Stated dissatisfaction across both measures has remained fairly consistent since wave 1.

## Why have you given this overall satisfaction score?

*"I have had no issues this month, but I am aware that many others, particularly around Tunbridge have suffered."*

*6/10 satisfaction score*

*"Personally not had any issues, supply and quality of water is good and sewerage is good as well. Just too many leaks."*

*9/10 satisfaction score*

*"Offer good value for money, but hosepipe bands etc in summer are of concern."*

*6/10 satisfaction score*



# South East Water: Barometer findings

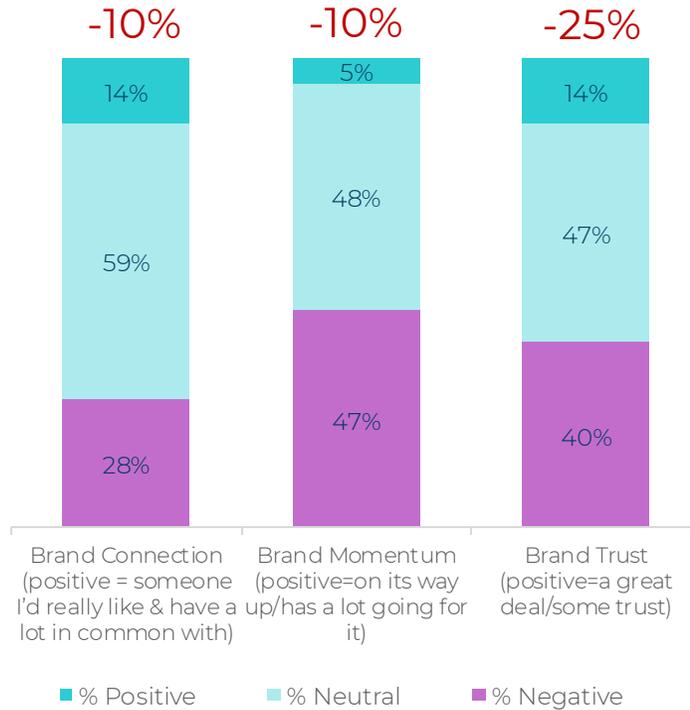
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that South East Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	21%	-12%	-25%
Improves our rivers	17%	-5%	-10%
Creates a greener future	21%	-3%	-11%
Spends community members' money wisely	16%	-4%	-8%
Contributes to our communities	19%	-7%	-15%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	26%	-11%	-30%
Colour and Appearance	76%	0%	-5%
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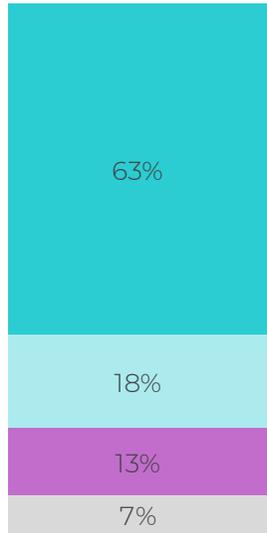
# South East Water: Spotlight findings

## Billing and value for money



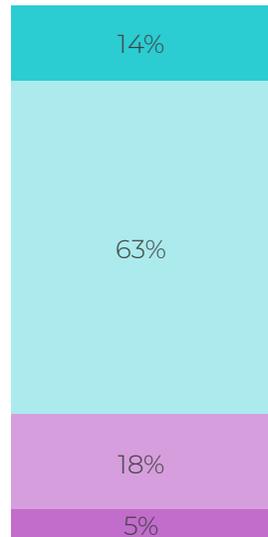
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

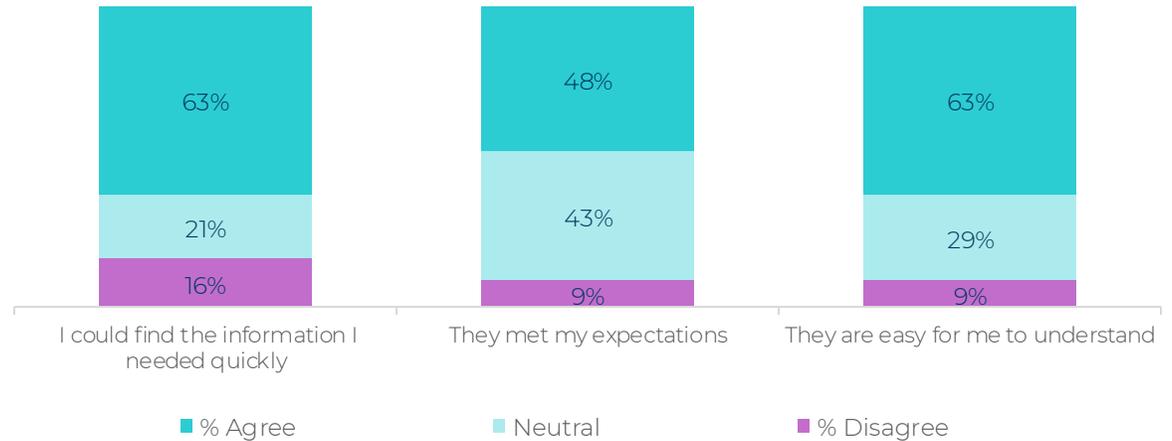
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

Most (63%) feel it would be easy to contact their water company and the majority (77%) are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



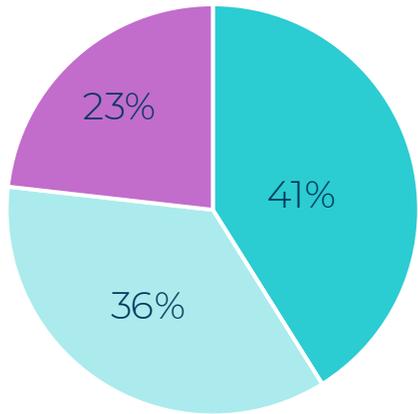
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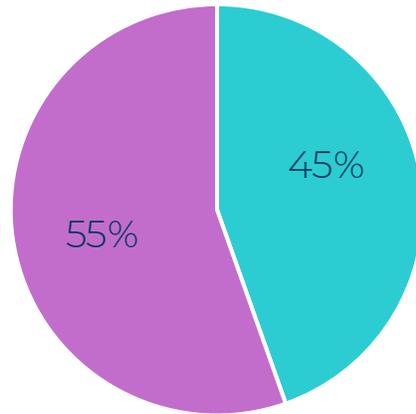
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

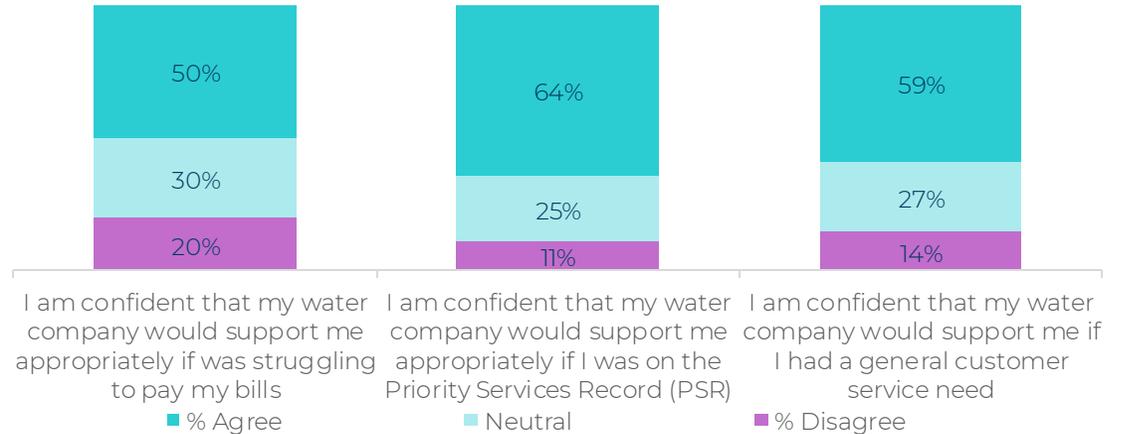
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

Just 23% were unaware of the PSR. However, 55% would not know what help was available to them/their household if they were struggling with their bills. 64% feel confident that South East Water would support them appropriately if they were on the PSR and 59% feel confident they would be supported if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
South East Water Base Size: 58



## South East Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
Llais defnyddwyr dŵr

*“There was no information on run-off water compensation when your water is dirty following leak repairs in the main pipes.”*

*“It says compensation is paid automatically but doesn't say how much.”*

*“Liked what I read, Levels of compensation should be printed as surely you would not get the same if you had no water for a week compared to say low water pressure?”*

*“The help and support area with the tabs that include Emergency options are good and easy to read. There needs to be part which says how much compensation the customer gets.”*



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**South Staffs Water and Cambridge Water**

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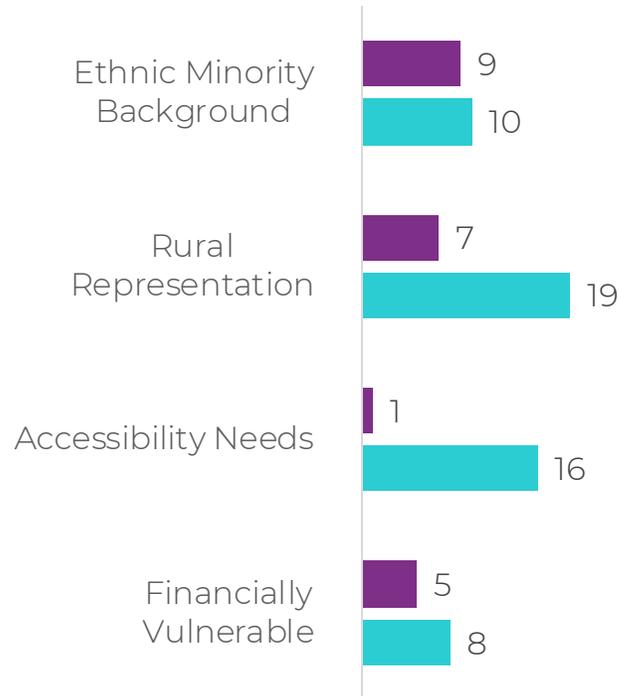
# South Staffs Water and Cambridge Water

Community population

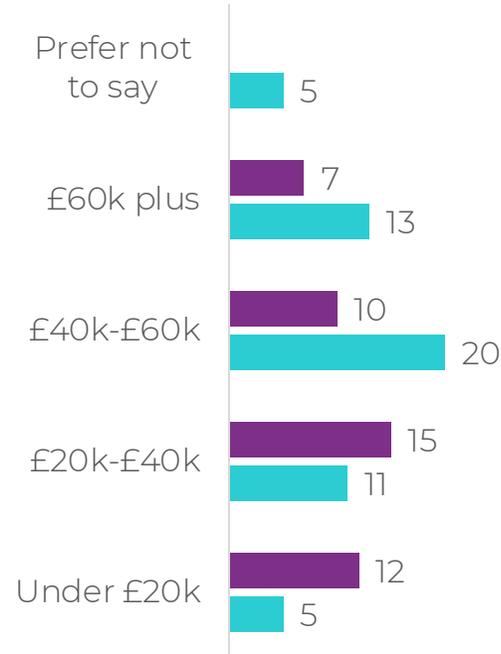


South Staffs Water community members: 31  
Cambridge Water community members: 23

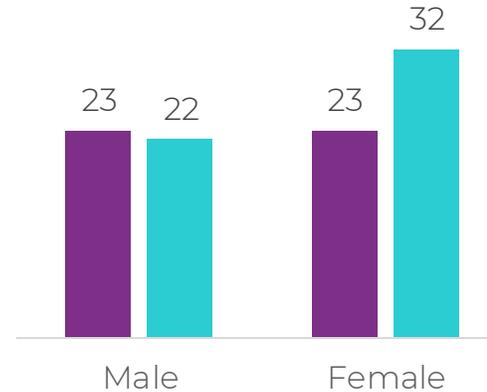
## Inclusivity



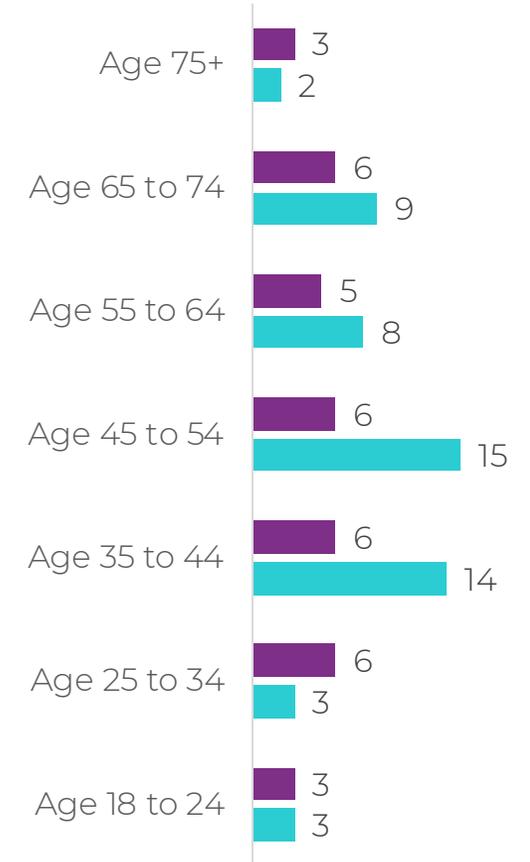
## Household income



## Gender



## Age



Note: Inclusivity percentage may not total 100% because respondents could select more than one answer (multiple-choice question).

**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

■ current sample    ■ minimum sample

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South Staffs Water



Cambridge Water



The voice for water consumers  
 Llais defnyddwyr dŵr

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Total Base Size: 800  
 South Staffs and Cambridge Water Base Size: 54

# Executive summary

Overview of key findings



South Staffs Water



Cambridge Water



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with South Staffs Water and Cambridge Water?

**6.56/10 vs 6.46/10 (Total)**

- **Reliable water supply and quality:** Satisfaction is mainly driven by consistent supply, good water quality and the absence of service disruptions for many community members.
- **Cost and billing concerns:** Dissatisfaction often relates to rising bills, unexpected charges, estimated readings and uncertainty about how costs are calculated.
- **Customer service and communication:** Some community members report difficulties contacting the company, slow responses or a lack of proactive communication and transparency about services and charges.



### Spotlight: Customer service, communication and support

- Less than half (48%) feel it would be easy to contact their water company. However, 75% are confident that they would get the help they needed if they did.
- 56% of community members were unaware of the PSR and 65% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers can easily access help and support.



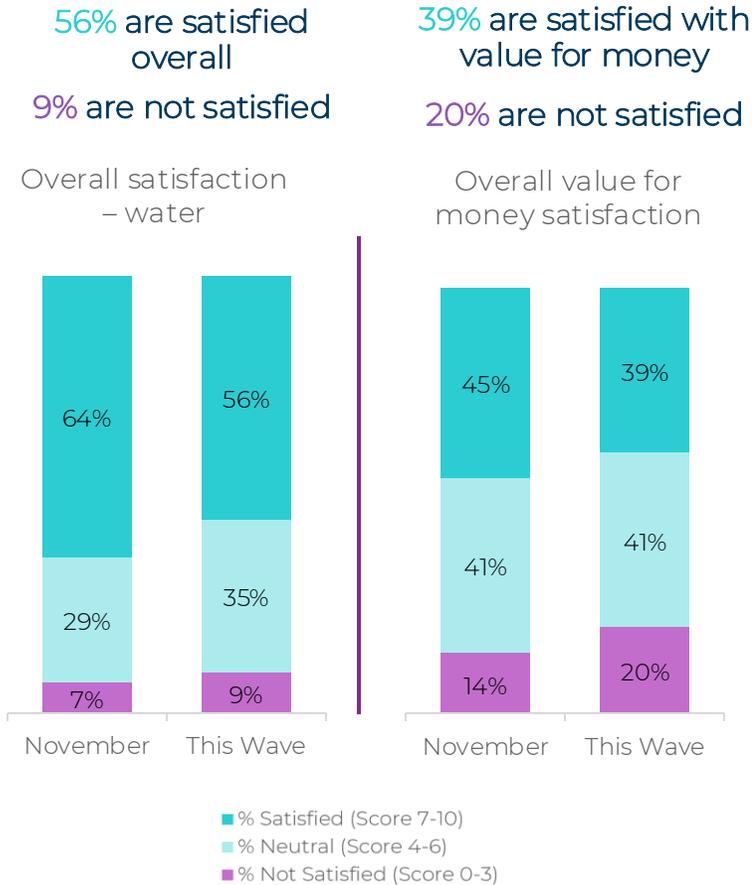
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Total Base Size: 800  
South Staffs and Cambridge  
Water Base Size: 54

# South Staffs Water and Cambridge Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has decreased slightly since November wave 1. Neutrality has increased. Those stating they are satisfied with value for money has also decreased slightly, with dissatisfaction increasing.

## Why have you given this overall satisfaction score?

*“They are good at communicating and reasonably priced.”*

*10/10 satisfaction score  
South Staffs Water*

*“Leaks unattended for days wasting water.”*

*3/10 satisfaction score  
Cambridge Water*

*“provides a good quality service with little interruptions. could be more transparent about how our money is being spent.”*

*7/10 satisfaction score  
Cambridge Water*



# South Staffs Water and Cambridge Water: Barometer findings

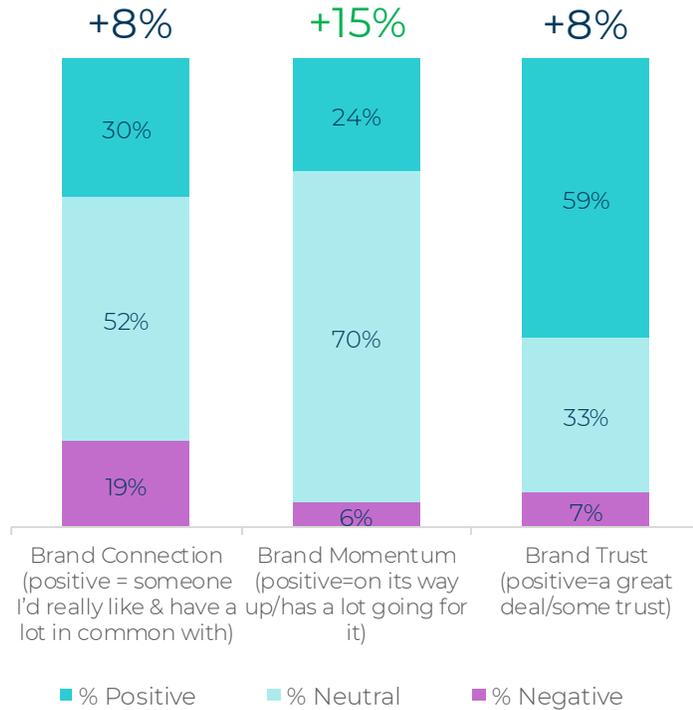
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



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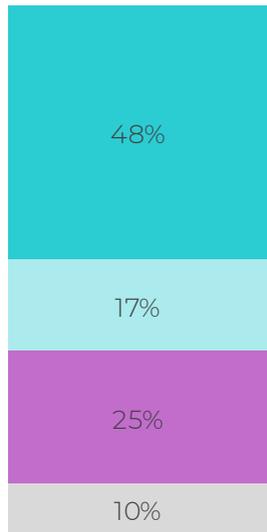
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Billing and value for money



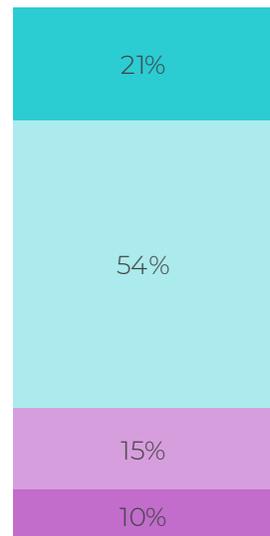
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

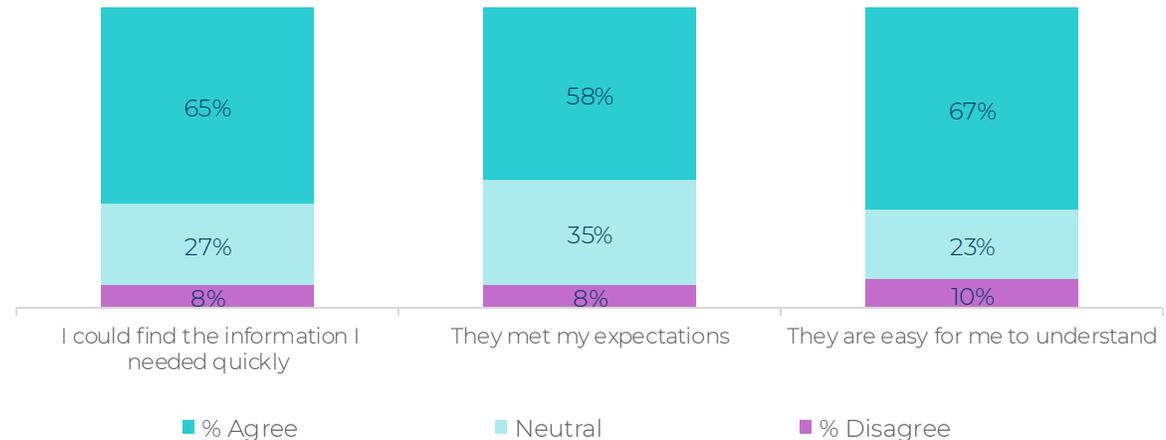
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

Less than half (48%) feel it would be easy to contact their water company. However, 75% are confident that they would get the help they needed if they did.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree

Opportunity to further improve customer confidence in your ability to provide help and support when they get in touch.

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Water Base Size: 54



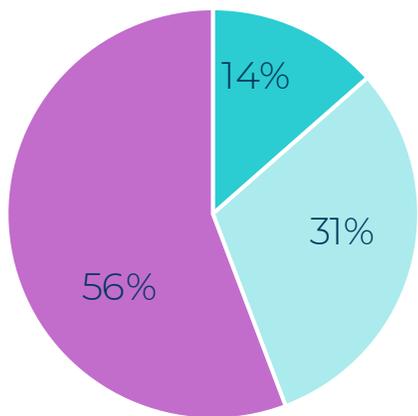
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Billing and value for money



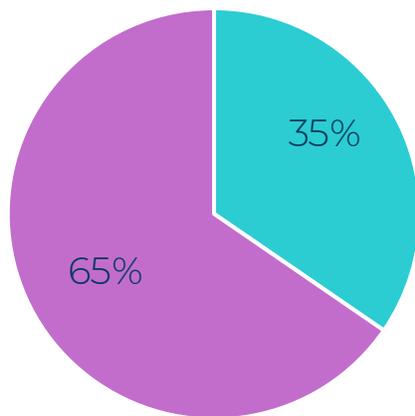
The voice for water consumers  
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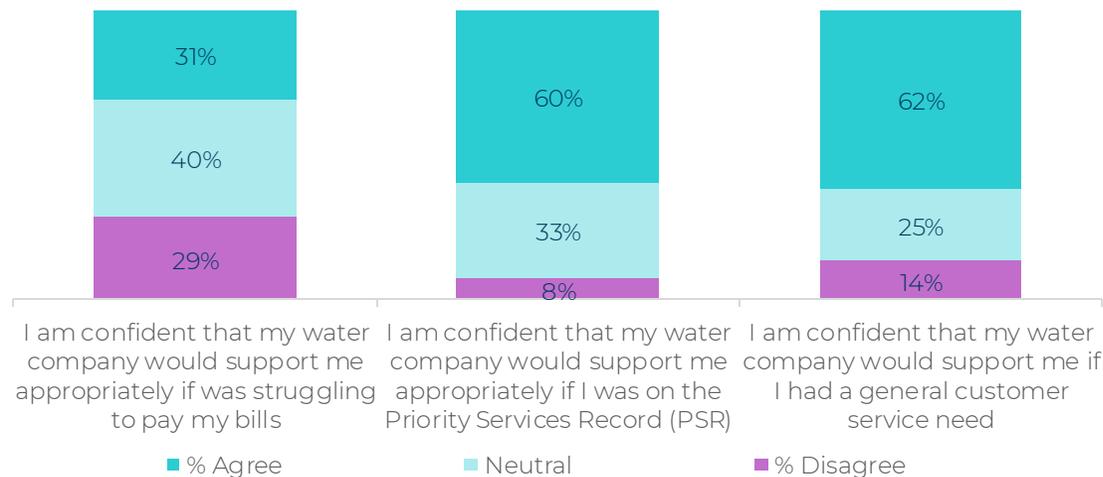
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

56% of community members were unaware of the PSR and 65% would not know what help was available to them/their household if they were struggling with their bills. 60% feel confident that South Staffs Water and Cambridge Water would support them appropriately if they were on the PSR.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers can easily access help and support.

Total Base Size: 800  
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# South Staffs Water and Cambridge Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
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*“There is no mention of failure to change a water meter after already assessing it and saying you need a new one.”*  
South Staffs Water

*“Clearly defined instructions on website or a person easily accessible to chat to on the phone.”*  
South Staffs Water

*“A national emergency contact centre and number like ‘999’.”*  
Cambridge Water

*“It’s too complex and needs to be presented with less words and more visual (shorter description).”*  
South Staffs Water



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice

## Barometer and Spotlight Report

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and Bournemouth Water)**

February 2026

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# South West Water (inc. Bristol Water and Bournemouth Water)

Community population



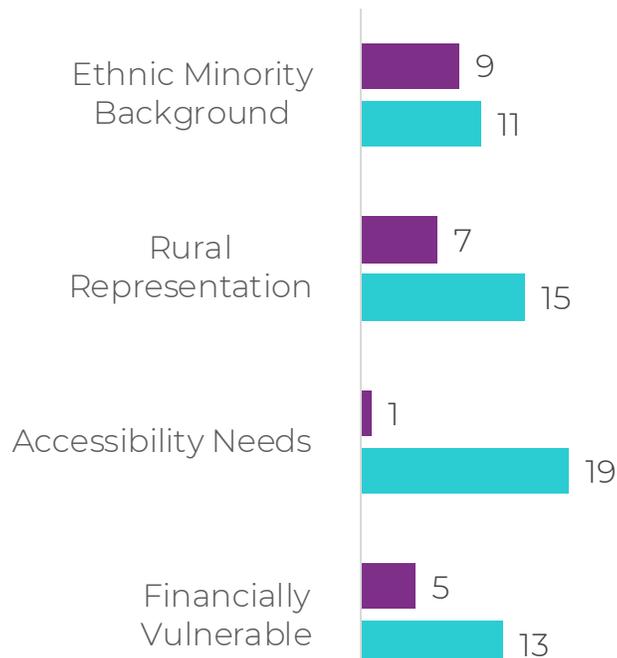
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South West Water community members: 14

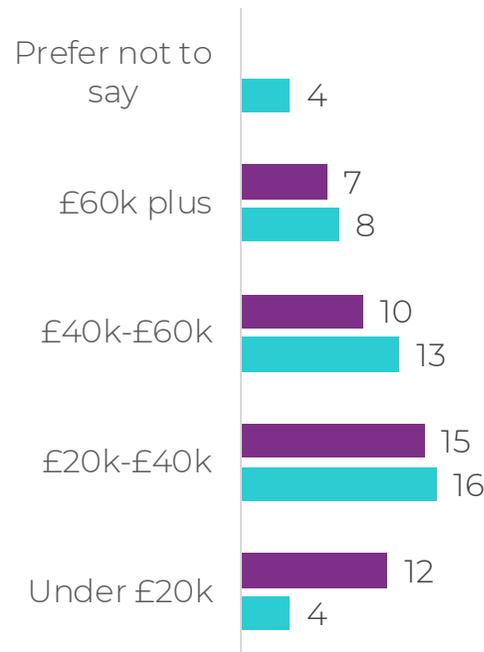
Bristol Water community members: 25

Bournemouth Water community members: 6

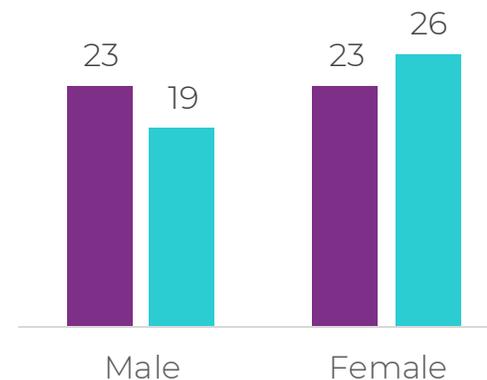
## Inclusivity



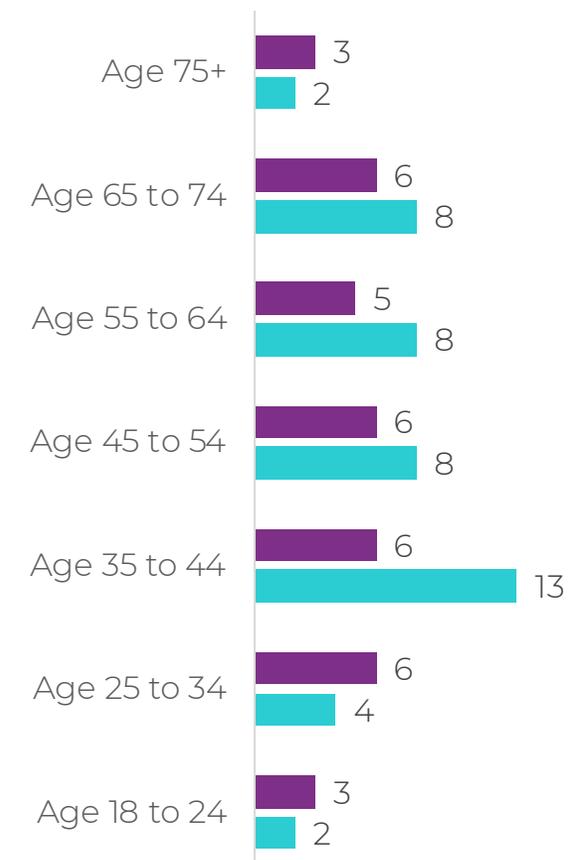
## Household income



## Gender



## Age



current sample (teal bar) minimum sample (purple bar)

Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently topping up with South West Water community members only to ensure a more representative split across each water company.

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<b>Overall Value for Money</b>	51%	+16%	46%	+5%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	60%	+9%	56%	+4%
Colour and Appearance	87%	+8%	81%	+6%
Taste and Smell	84%	+1%	79%	+5%
Safety of Drinking Water	80%	+5%	80%	0%
Reliability of Supply	84%	-2%	84%	0%
Water Pressure	71%	-1%	79%	-8%
<b>South West Water &amp; Isles of Scilly Water Only</b>				
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	28%	-24%	56%	-28%
Reducing smells from sewage treatment works	43%	+10%	41%	+2%
Maintenance of sewerage pipes and treatment works	36%	+7%	40%	-4%
Cleaning wastewater properly before release back into environment	14%	-5%	37%	-23%
Minimising sewer flooding	21%	+2%	36%	-15%
Past 4 Week Sewerage issues	0%	0%	3%	-3%

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Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 South West Water including Bristol and  
 Bournemouth Water Base Size: 45

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with South West Water?

6.24/10 vs 6.46/10 (Total)

- **Reliable supply but variable water quality:** Many community members report consistent supply and generally good service, though some mention issues with taste, pressure or occasional interruptions.
- **High costs and perceived poor value:** Dissatisfaction is strongly linked to high bills, rising charges and a perception that pricing is not justified by the service received.
- **Environmental impact and trust concerns:** Concerns about sewage discharges, pollution of rivers and seas, executive pay and perceived lack of investment reduce trust and overall satisfaction.



### Spotlight: Customer service, communication and support

- 52% feel it would be easy to contact their water company and most (80%) are confident that they would get the help they need.
- 32% of community members were unaware of the PSR and 73% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

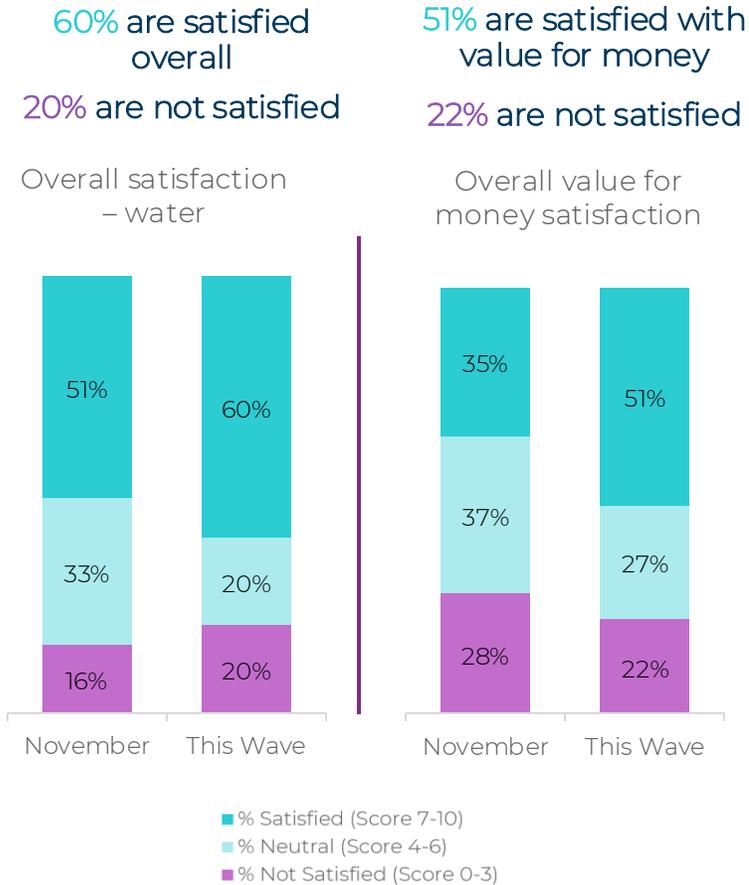
Total Base Size: 800  
South West Water including  
Bristol and Bournemouth  
Water Base Size: 45



# South West Water (inc. Bristol Water and Bournemouth Water): Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has increased since November wave 1. However, dissatisfaction has also increased slightly. Those stating they are satisfied with value for money has increased since November wave 1 and dissatisfaction has decreased.

## Why have you given this overall satisfaction score?

*“The astronomical bill costs. There seems to be little or no regulation of prices”*

*2/10 satisfaction score  
Bristol Water*

*“I have no issues with supply, quality or price. However we do receive separate waste bills which is twice the price of the water bill.”*

*9/10 satisfaction score  
Bournemouth Water*

*“Still not hearing enough about upgrades to existing sewerage plants here in North Devon.”*

*5/10 satisfaction score  
South West Water*



# South West Water (inc. Bristol Water and Bournemouth Water): Barometer findings

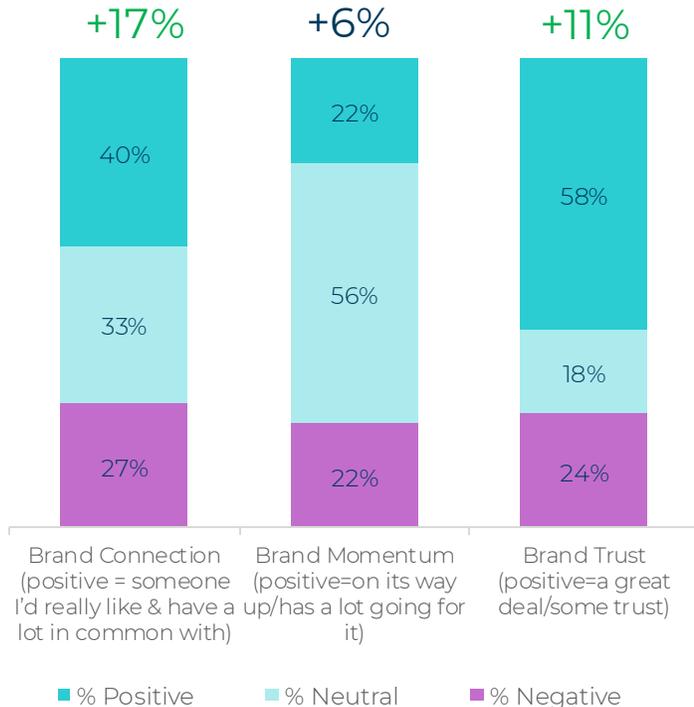
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that South West Water including Bristol Water and Bournemouth Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	45%	-1%	-1%
Improves our rivers	7%	-7%	-20%
Creates a greener future	16%	-5%	-16%
Spends community members' money wisely	20%	+1%	-4%
Contributes to our communities	27%	-3%	-7%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	60%	+9%	+4%
Colour and Appearance	87%	+8%	+6%
Taste and Smell	84%	+1%	+5%
Safety of Drinking Water	80%	+5%	0%
Reliability of Supply	84%	-2%	0%
Water Pressure	71%	-1%	-8%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
South West Water including Bristol and Bournemouth Water Base Size: 45



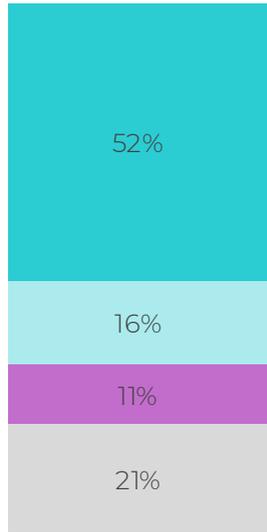
# South West Water (inc. Bristol Water and Bournemouth Water): Spotlight findings

Billing and value for money



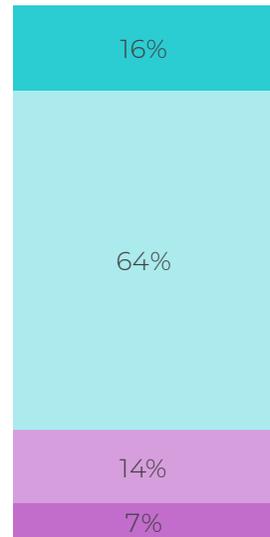
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult    ■ % Not needed

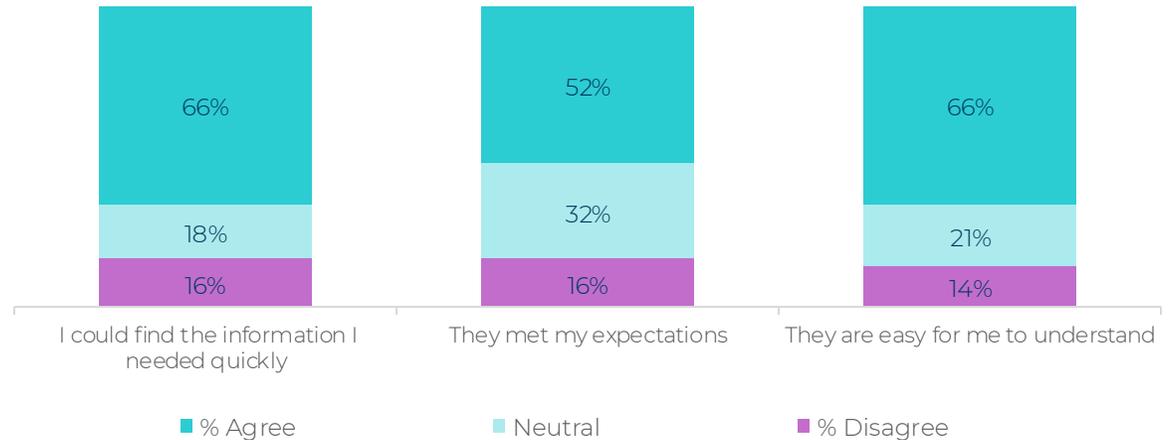
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

52% feel it would be easy to contact their water company and most (80%) are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree

Total Base Size: 800  
South West Water including  
Bristol and Bournemouth  
Water Base Size: 45



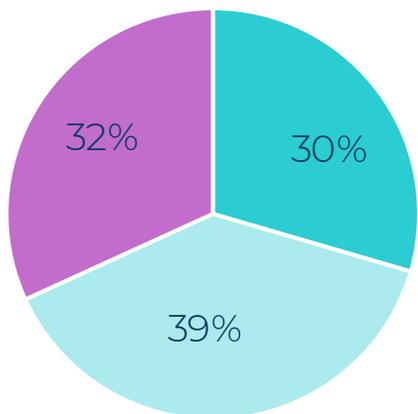
# South West Water (inc. Bristol Water and Bournemouth Water): Spotlight findings

Billing and value for money



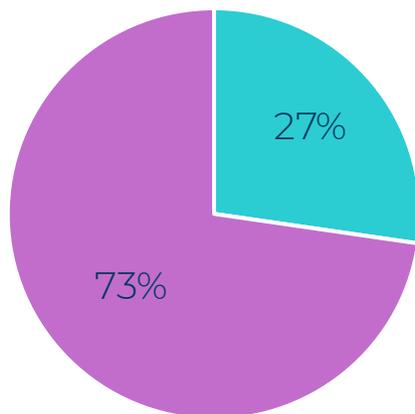
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

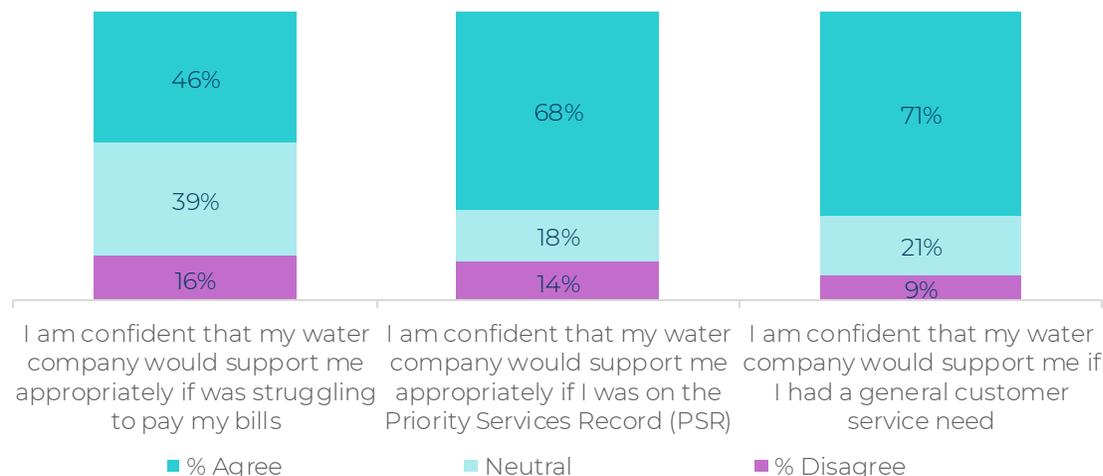
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

32% were unaware of the PSR and 73% would not know what help was available to them/their household if they were struggling with their bills. 68% feel confident that South West Water would support them appropriately if they were on the PSR and 71% feel confident they would get support if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
South West Water including  
Bristol and Bournemouth  
Water Base Size: 45



# South West Water (inc. Bristol Water and Bournemouth Water): Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
Llais defnyddwyr dŵr

*"It's a bit all over the place and could be more clearly organised."*  
**Bristol Water**

*"I can't think of anything really; the compensation info is pretty detailed, thorough and straightforward!"*  
**Bristol Water**

*"There is a lot of information to find what you're looking for. An interactive form of sorts where you can search might be better, or just a clearer contents page."*  
**South West Water**

*"There is too much information in one place, I would want to be able to find what I need quickly and without having to spend a long time searching for the relevant section to them look there further."*  
**South West Water**



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Southern Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Southern Water

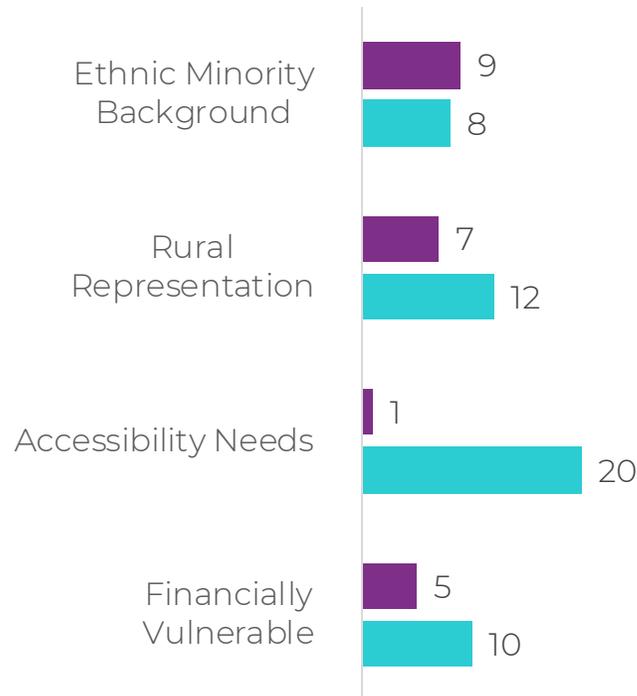
Community population



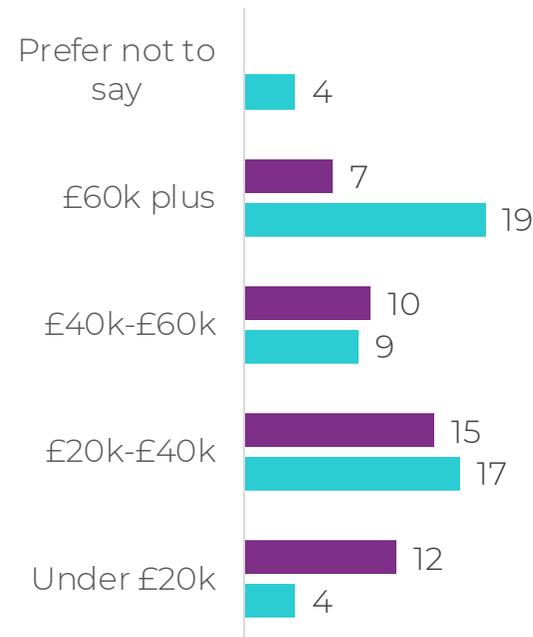
The voice for water consumers  
Llais defnyddwyr dŵr

Southern Water community members: 53

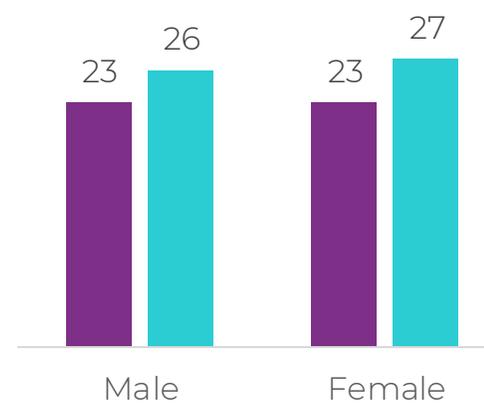
### Inclusivity



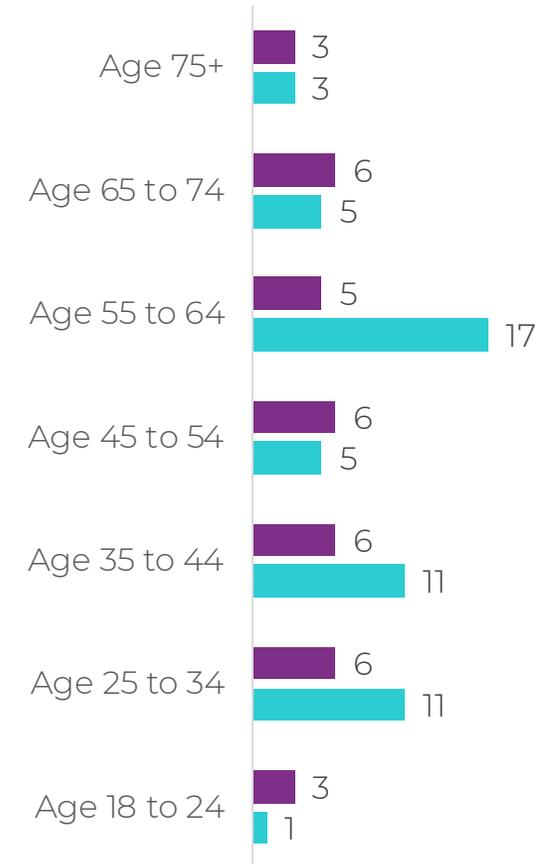
### Household income



### Gender



### Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently looking to increase our ethnic minority background sample and 18-24 sample by at least 1.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



Topic	Feb 2026 Southern Water community Agreement %	+/- difference % Southern Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Southern Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	19%	-5%	25%	-7%
Recent Experience (Positive recent experience)	21%	-1%	40%	-19%
General outlook (Positive outlook)	19%	-1%	48%	-29%
Communication (Fair/good communication)	28%	-2%	38%	-10%
Brand Connection (someone I'd really like and have a lot in common with)	19%	+10%	32%	-13%
Brand Momentum (salience) (on its way up/has a lot going for it)	13%	+2%	25%	-11%
Trust (a great deal/some trust)	28%	+13%	52%	-23%
Past 4 Week Interaction	53%	-4%	51%	+1%
Past 4 Week Disruption	8%	+4%	7%	+1%
Past 4 Week Water Quality Issues	6%	+4%	7%	-1%
Past 4 Week Sewerage issues	2%	0%	3%	-1%
Overall Value for Money	23%	+8%	46%	-23%
Overall Satisfaction – water (satisfied, scoring 7-10)	23%	0%	56%	-33%
Colour and Appearance	83%	0%	81%	+2%
Taste and Smell	72%	+8%	79%	-7%
Safety of Drinking Water	70%	-2%	80%	-11%
Reliability of Supply	77%	-6%	84%	-7%
Water Pressure	83%	+2%	79%	+4%
Overall Satisfaction – sewerage (satisfied, scoring 7-10)	40%	0%	56%	-16%
Reducing smells from sewage treatment works	30%	+6%	41%	-10%
Maintenance of sewerage pipes and treatment works	26%	+8%	40%	-13%
Cleaning wastewater properly before release back into environment	21%	+4%	37%	-16%
Minimising sewer flooding	23%	+6%	36%	-13%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Southern Water Base Size: 53

# Executive summary

Overview of key findings



## As a customer, overall, how satisfied are you with Southern Water?

4.64/10 vs 6.46/10 (Total)

- **High costs and rising bills:** Dissatisfaction is strongly driven by perceptions that water charges are too high or increasing too quickly, with concerns about affordability and how money is being spent.
- **Environmental performance and infrastructure concerns:** Many comments highlight frustration about sewage pollution, leaks, flooding and a belief that more investment is needed in maintenance and environmental protection.
- **Customer service and trust issues:** Some community members report poor communication, difficulty contacting the company and a perception that the company prioritises profits or executive pay over customer needs.



### Spotlight: Customer service, communication and support

- 50% feel it would be easy to contact Southern Water, but 44% are not confident that they would get the help they need when doing so.
- There is a clear opportunity to address the low levels of confidence that customers feel in being able to get help when they make contact.
- 32% of community members were unaware of the PSR and 57% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can more easily access help and support and feel confident that they would get help with their bill.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

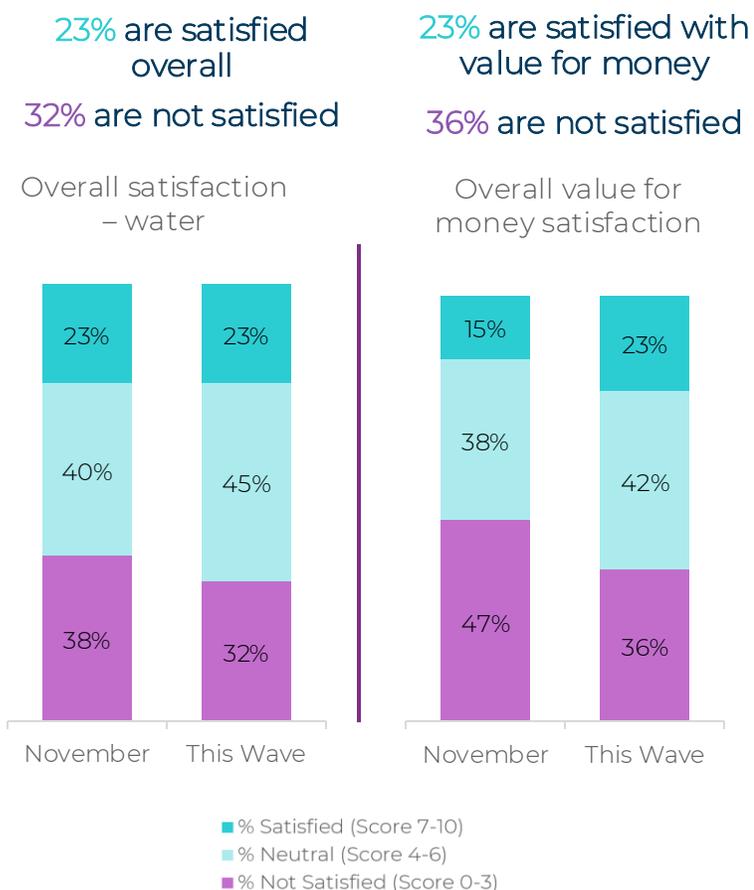
Total Base Size: 800  
Southern Water Base Size: 53



# Southern Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction remains in line with November wave 1. However, dissatisfaction has decreased, with neutrality increasing. Those stating they are satisfied with value for money has also increased since wave 1.

## Why have you given this overall satisfaction score?

*“Disregard for environment, historical misuse of money.”*

*4/10 satisfaction score*

*“I’m relatively happy, but I would like to know where the increase in bills is spent.”*

*8/10 satisfaction score*

*“Have the impression that they care more about profit than the communities they service.”*

*2/10 satisfaction score*



# Southern Water: Barometer findings

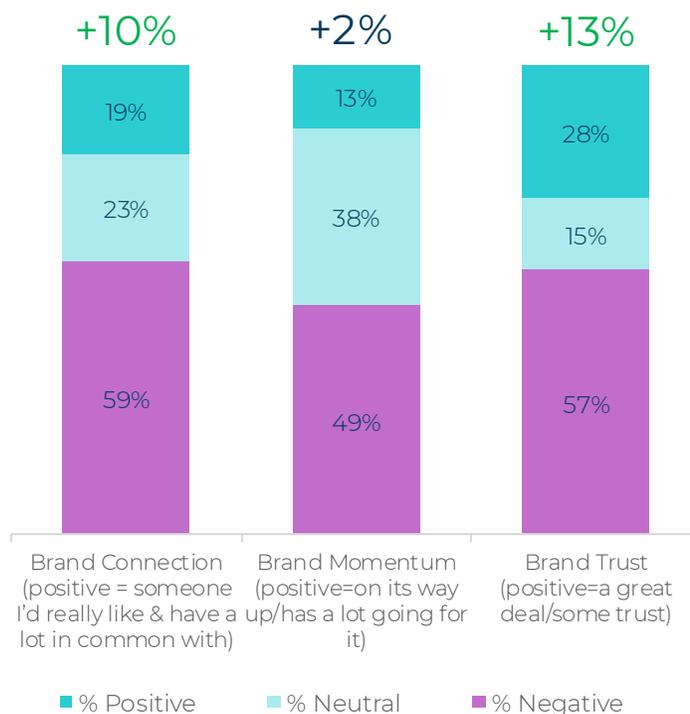
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Southern Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	21%	0%	-25%
Improves our rivers	11%	+5%	-16%
Creates a greener future	15%	+6%	-17%
Spends community members' money wisely	8%	0%	-16%
Contributes to our communities	17%	0%	-17%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	23%	0%	-33%
Colour and Appearance	83%	0%	+2%
Taste and Smell	72%	+8%	-7%
Safety of Drinking Water	70%	-2%	-11%
Reliability of Supply	77%	-6%	-7%
Water Pressure	83%	+2%	+4%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Southern Water Base Size: 53



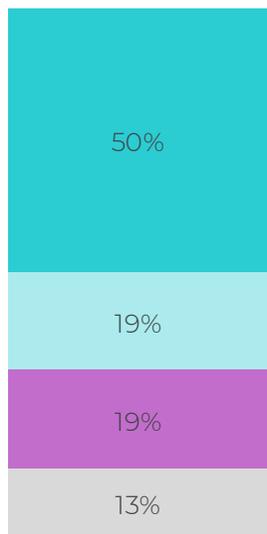
# Southern Water: Spotlight findings

## Billing and value for money



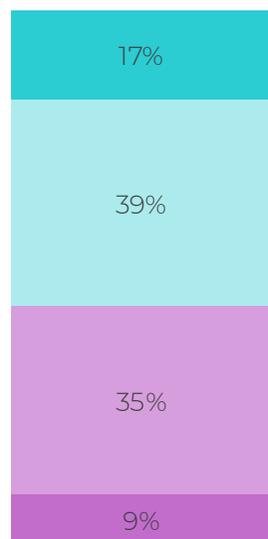
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ Not needed

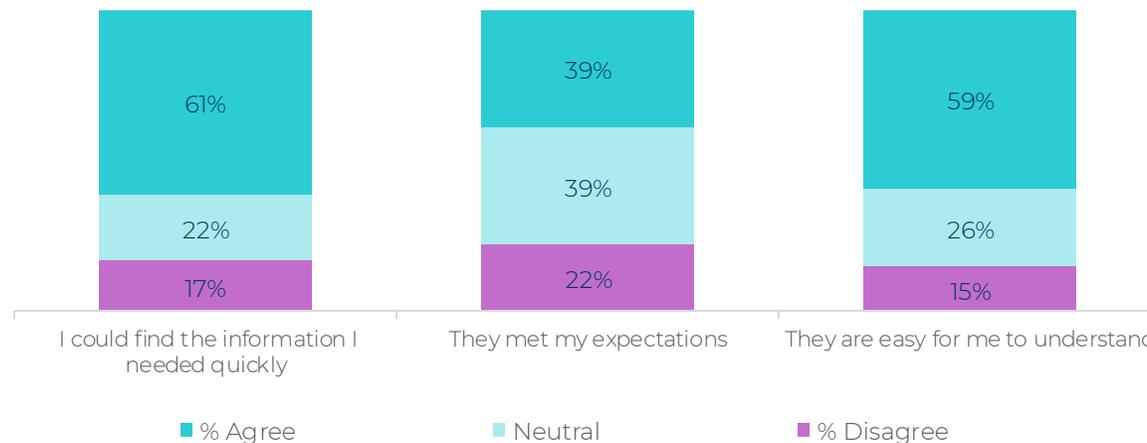
How confident are you that your water company would provide the help you need if you contacted them?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

50% of community members feel it would be easy to contact Southern Water, but 44% are not confident that they would get the help they need when doing so.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree

There is a clear opportunity to address low levels of confidence that customers feel in being able to get help when they make contact.

Total Base Size: 800  
Southern Water Base Size: 53



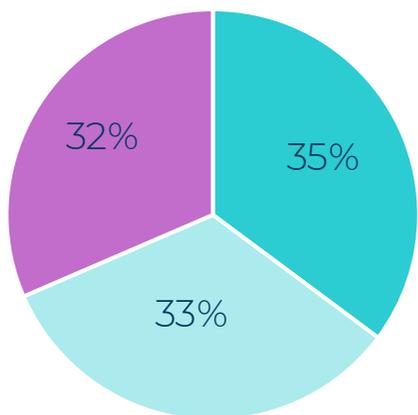
# Southern Water: Spotlight findings

## Billing and value for money



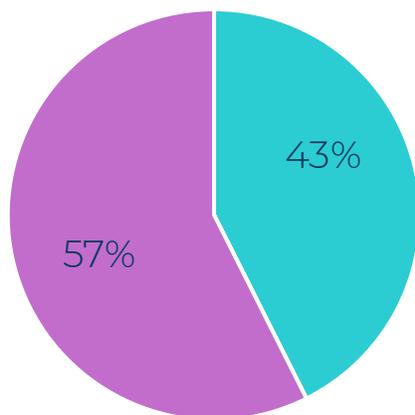
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

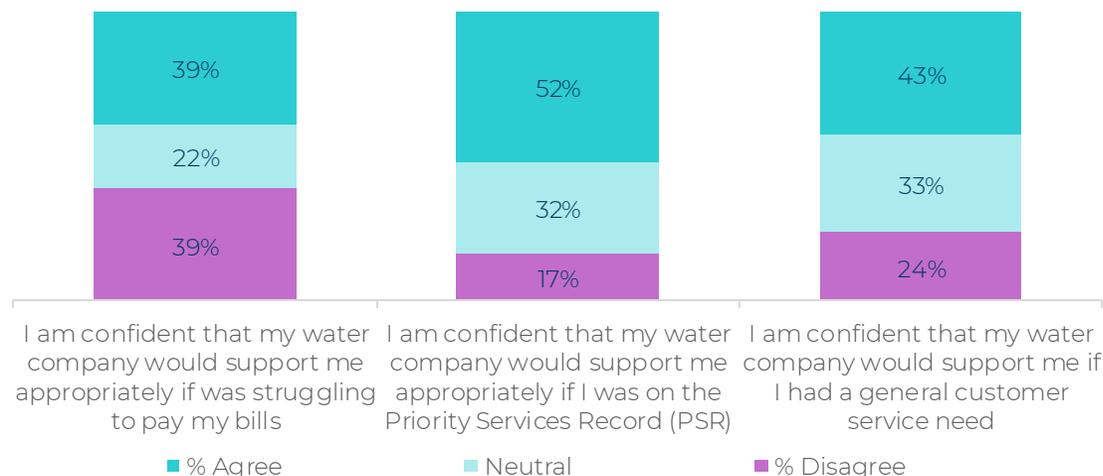
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

32% of community members were unaware of the PSR and 57% would not know what help was available to them/their household if they were struggling with their bills. 52% do feel confident that Southern Water would support them appropriately if they were on the PSR, but 40% are not confident they would get appropriate support if they were struggling to pay.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can more easily access help and support and feel confident that they would get help.

Total Base Size: 800  
Southern Water Base Size: 53



# Southern Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

---



The voice for water consumers  
Llais defnyddwyr dŵr

*“Information is there, but very long and there could be an easy table to reference too.”*

*“It’s not clear how the figures for compensation have been reached. Might be helpful if that information was available.”*

*“I think that we should be sent a text that details any breaches of policy and if we as customers will be compensated for example.”*

*“Send us an email/letter/leaflet on a regular basis with the basics included so that we don’t have to go and do our own searching on their website.”*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Thames Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](https://www.ccw.org.uk)

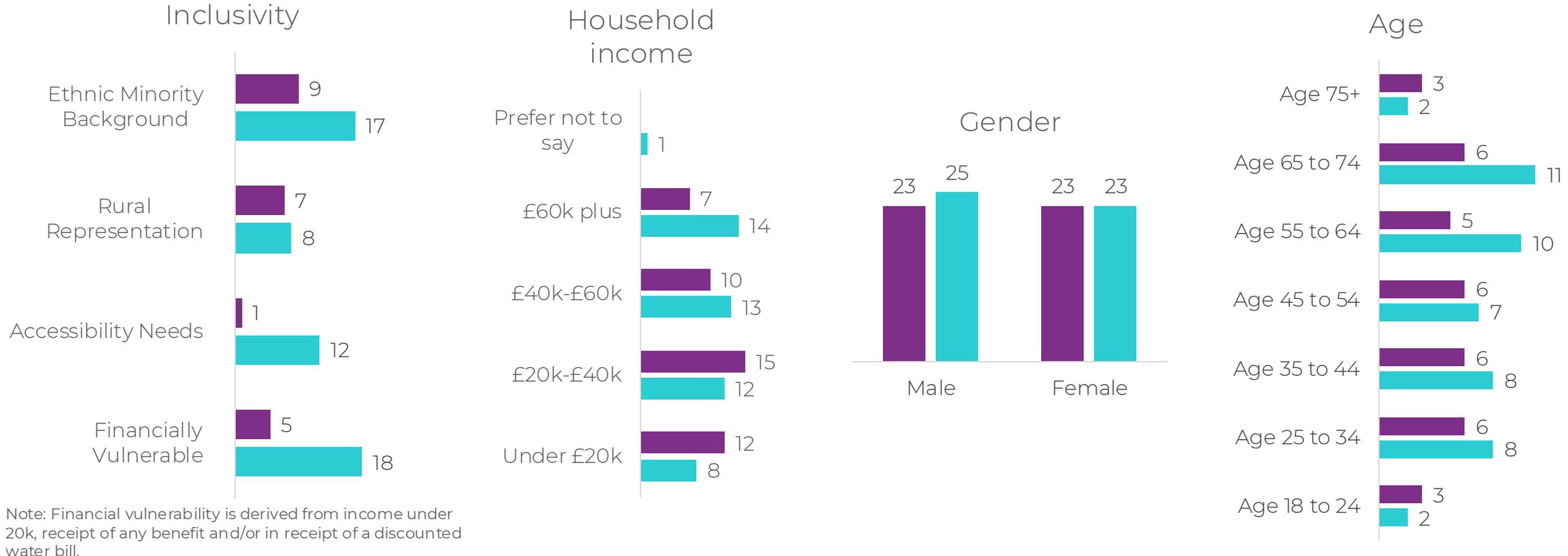
# Thames Water

## Community population



The voice for water consumers  
Llais defnyddwyr dŵr

Thames Water community members: 48



**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our 18-24 & 75+ sample by at least 1 for next month.

current sample      minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 Thames Water community Agreement %	+/- difference % Thames Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Thames Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	15%	-10%	25%	-11%
Recent Experience (Positive recent experience)	29%	-4%	40%	-11%
General outlook (Positive outlook)	33%	+2%	48%	-15%
Communication (Fair/good communication)	23%	-10%	38%	-15%
Brand Connection (someone I'd really like and have a lot in common with)	15%	-3%	32%	-17%
Brand Momentum (salience) (on its way up/has a lot going for it)	10%	+6%	25%	-14%
Trust (a great deal/some trust)	33%	-11%	52%	-18%
Past 4 Week Interaction	67%	+25%	51%	+15%
Past 4 Week Disruption	8%	+4%	7%	+2%
Past 4 Week Water Quality Issues	11%	+2%	7%	+4%
Past 4 Week Sewerage issues	6%	+6%	3%	+3%
Overall Value for Money	42%	+8%	46%	-4%
Overall Satisfaction – water (satisfied, scoring 7-10)	46%	+8%	56%	-10%
Colour and Appearance	69%	-5%	81%	-13%
Taste and Smell	65%	+2%	79%	-14%
Safety of Drinking Water	71%	+9%	80%	-10%
Reliability of Supply	75%	-9%	84%	-9%
Water Pressure	67%	-7%	79%	-12%
Overall Satisfaction – sewerage (satisfied, scoring 7-10)	52%	+1%	56%	-4%
Reducing smells from sewage treatment works	29%	-4%	41%	-11%
Maintenance of sewerage pipes and treatment works	33%	-13%	40%	-6%
Cleaning wastewater properly before release back into environment	33%	-4%	37%	-3%
Minimising sewer flooding	25%	-8%	36%	-10%

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Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Thames Water Base Size: 48

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with Thames Water?

**5.85/10 vs 6.46/10 (Total)**

- **Reliable day-to-day water supply:** Many community members report consistent supply and acceptable water quality, with few direct service disruptions in their own homes.
- **High bills and perceived poor value:** Dissatisfaction is frequently driven by rising charges, estimated billing and a perception that costs are increasing without visible improvements.
- **Trust, management and environmental concerns:** Negative perceptions are strongly influenced by reports of leaks, sewage pollution, financial mismanagement and wider reputation issues affecting confidence in the company.



### Spotlight: Customer service, communication and support

- 40% feel it would be easy to contact their water company compared to 21% who feel it would be difficult. However, 48% were not confident that they would get the help they needed when making contact.
- Opportunity to further improve customer confidence in your ability to provide help and support when they get in touch.
- Just 33% were unaware of the PSR but 69% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

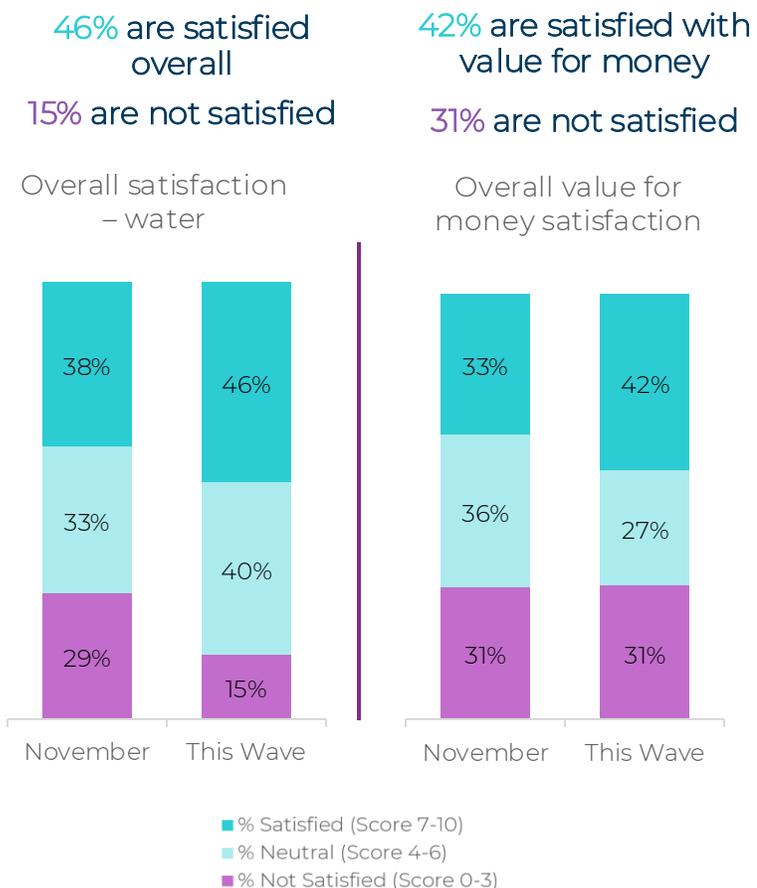
Total Base Size: 800  
Thames Water Base Size: 48



# Thames Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has increased since November wave 1, with dissatisfaction decreasing. The number of community members stating they are satisfied with value for money has also increased. However, dissatisfaction has remained unchanged.

## Why have you given this overall satisfaction score?

*“Water bills high, water getting harder, no positives really.”*

*0/10 satisfaction score*

*“We keep getting leaks around our road for years and its still not been solved.”*

*4/10 satisfaction score*

*“Thames Water wrote to me a few weeks ago to check if I needed any further support or help with my health condition which was a nice considerate surprise and much appreciated.”*

*9/10 satisfaction score*



# Thames Water: Barometer findings

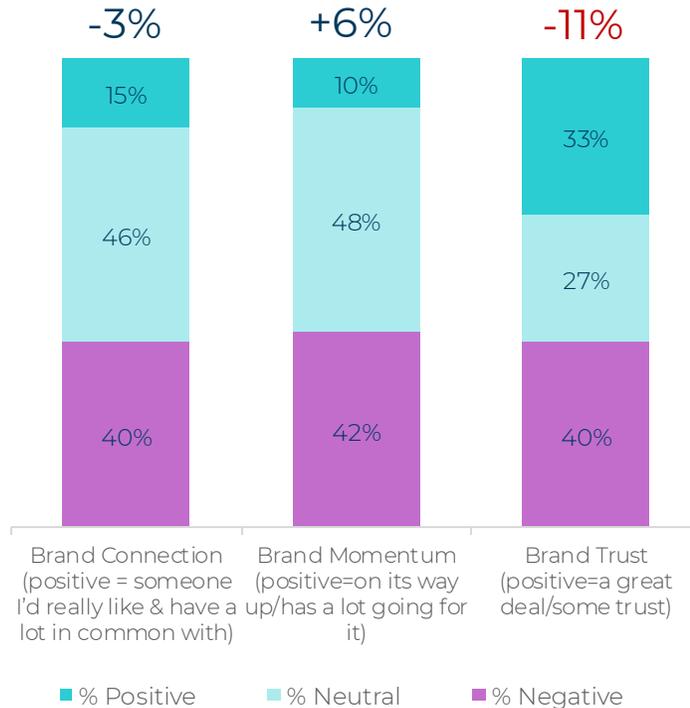
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Thames Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	31%	-9%	-15%
Improves our rivers	23%	+1%	-4%
Creates a greener future	25%	+7%	-7%
Spends community members' money wisely	13%	-5%	-11%
Contributes to our communities	25%	+5%	-9%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	46%	+8%	-10%
Colour and Appearance	69%	-5%	-13%
Taste and Smell	65%	+2%	-14%
Safety of Drinking Water	71%	+9%	-10%
Reliability of Supply	75%	-9%	-9%
Water Pressure	67%	-7%	-12%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Thames Water Base Size: 48



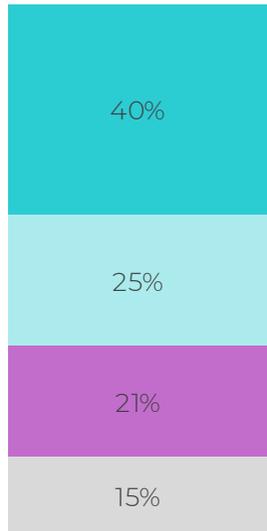
# Thames Water: Spotlight findings

## Billing and value for money



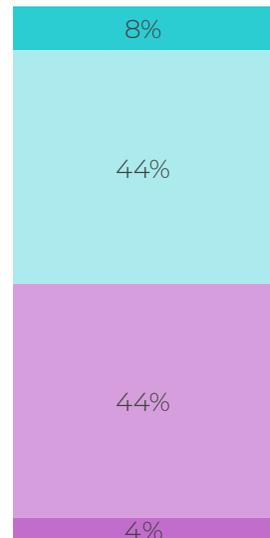
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy  
■ % Neutral  
■ % Difficult  
■ Not needed

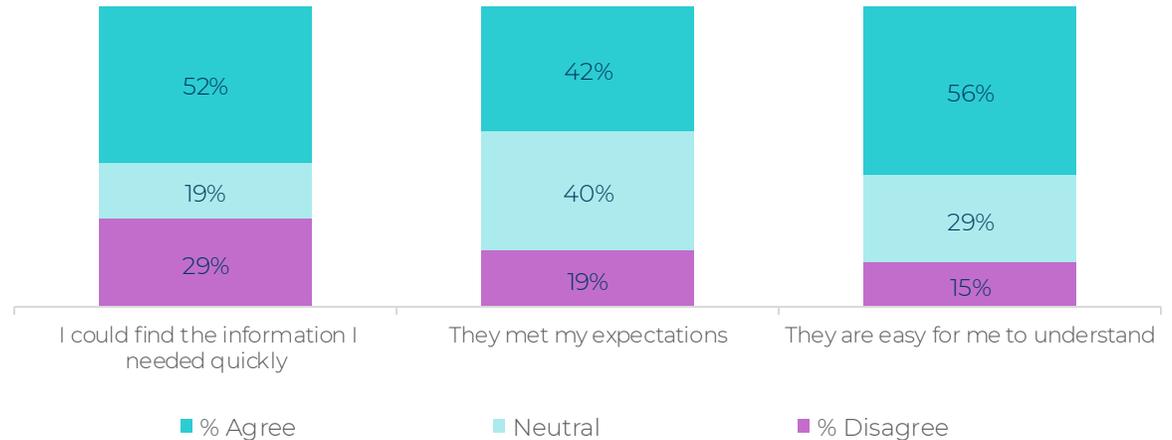
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

40% feel it would be easy to contact their water company, compared to 21% who feel it would be difficult. However, 48% were not confident that they would get the help they needed when making contact.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree  
■ Neutral  
■ % Disagree

Opportunity to further improve customer confidence in your ability to provide help and support when they get in touch.

Total Base Size: 800  
Thames Water Base Size: 48



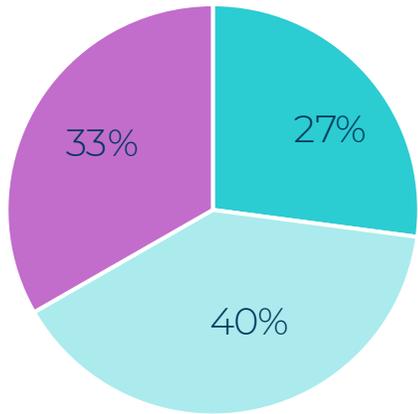
# Thames Water: Spotlight findings

## Billing and value for money



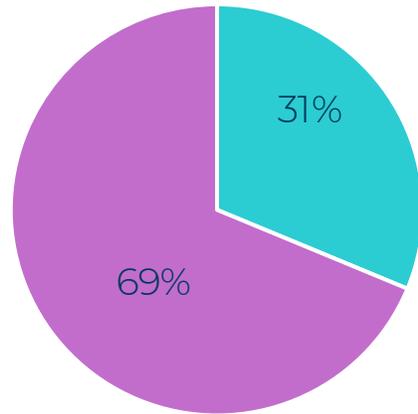
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

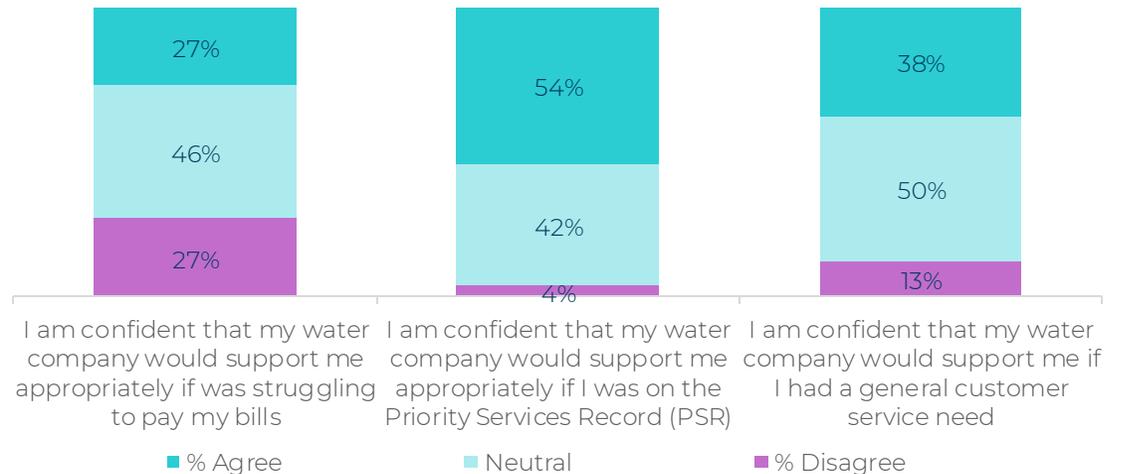
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

Just 33% were unaware of the PSR but 69% would not know what help was available to them/their household if they were struggling with their bills. However, the majority do feel confident that Thames Water would support them appropriately if they were on the PSR or if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
Thames Water Base Size: 48



# Thames Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
Llais defnyddwyr dŵr

*“The compensation offered looks very fair to me - the only one I would question is compensation for sewerage flooding as that looks very low compared to the amount of damage it could cause inside a home.”*

*“I would like to see more information about how to help those customers who are experiencing difficulty in paying their bills.”*

*“The level of detail in the documentation is too great and resembles an extremely complex legal contract. It would be better to set out the broad promise in layman's terms and keep the rest as additional backup should the query need to be escalated.”*

*“There seems to be a lot of loop holes regarding when and when not payment is made. Maybe this could be made a little easier to understand.”*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**United Utilities**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](https://ccw.org.uk)

# United Utilities

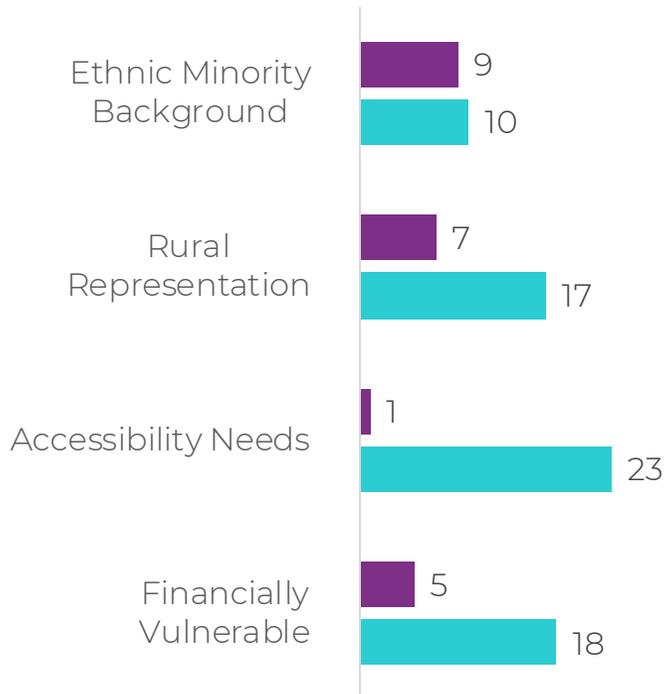
## Community population



The voice for water consumers  
Llais defnyddwyr dŵr

United Utilities community members: 54

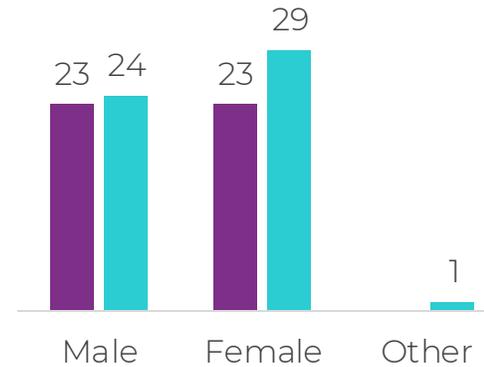
### Inclusivity



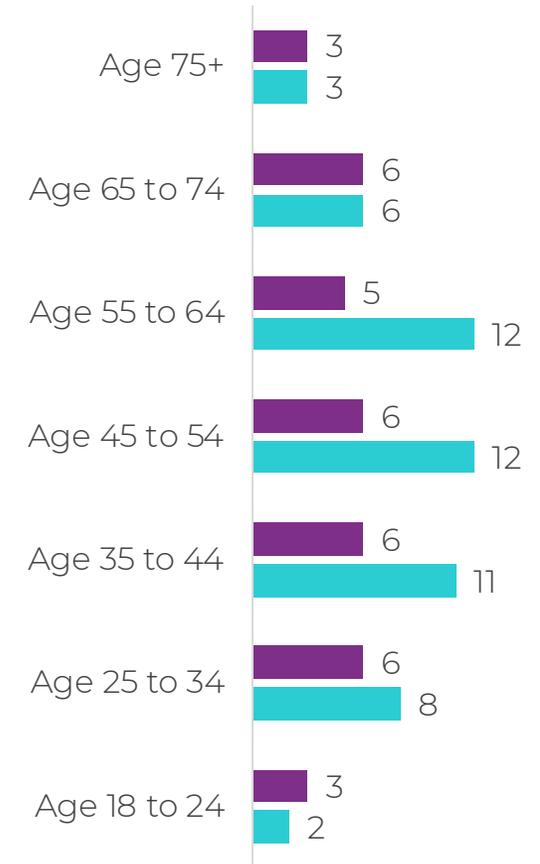
### Household income



### Gender



### Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 United Utilities community Agreement %	+/- difference % United Utilities community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % United Utilities community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	22%	-13%	25%	-3%
Recent Experience (Positive recent experience)	41%	-9%	40%	+1%
General outlook (Positive outlook)	52%	-3%	48%	+4%
Communication (Fair/good communication)	28%	-11%	38%	-10%
Brand Connection (someone I'd really like and have a lot in common with)	28%	+9%	32%	-4%
Brand Momentum (salience) (on its way up/has a lot going for it)	24%	+2%	25%	0%
Trust (a great deal/some trust)	54%	+11%	52%	+2%
Past 4 Week Interaction	50%	+11%	51%	-1%
Past 4 Week Disruption	7%	+6%	7%	+1%
Past 4 Week Water Quality Issues	7%	+4%	7%	+1%
Past 4 Week Sewerage issues	6%	+4%	3%	+3%
<b>Overall Value for Money</b>	43%	+13%	46%	-3%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	59%	+6%	56%	+3%
Colour and Appearance	91%	+11%	81%	+9%
Taste and Smell	76%	+9%	79%	-3%
Safety of Drinking Water	83%	+13%	80%	+3%
Reliability of Supply	85%	-4%	84%	+1%
Water Pressure	82%	+7%	79%	+3%
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	67%	+15%	56%	+11%
Reducing smells from sewage treatment works	45%	+15%	41%	+4%
Maintenance of sewerage pipes and treatment works	43%	0%	40%	+3%
Cleaning wastewater properly before release back into environment	30%	-7%	37%	-7%
Minimising sewer flooding	39%	+6%	36%	+3%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 United Utilities Base Size: 54

# Executive summary

Overview of key findings



The voice for water consumers  
Llais defnyddwyr dŵr

## As a customer, overall, how satisfied are you with United Utilities?

**6.44/10 vs 6.46/10 (Total)**

- **Reliable supply and generally good service:** Satisfaction is mainly driven by consistent water supply, good water quality and positive experiences when issues are resolved quickly.
- **Rising costs and affordability concerns:** Dissatisfaction frequently relates to increasing bills, high standing charges and perceptions that prices are rising faster than expected.
- **Infrastructure, leaks and communication:** Some concerns focus on unresolved leaks, ageing infrastructure, limited communication about works or investment and questions about how company funds are being used.



### Spotlight: Customer service, communication and support

- The majority (57%) feel it would be easy to contact their water company if they needed to and most (78%) are confident that they would get the help they need.
- 47% of community members were unaware of the PSR and 70% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

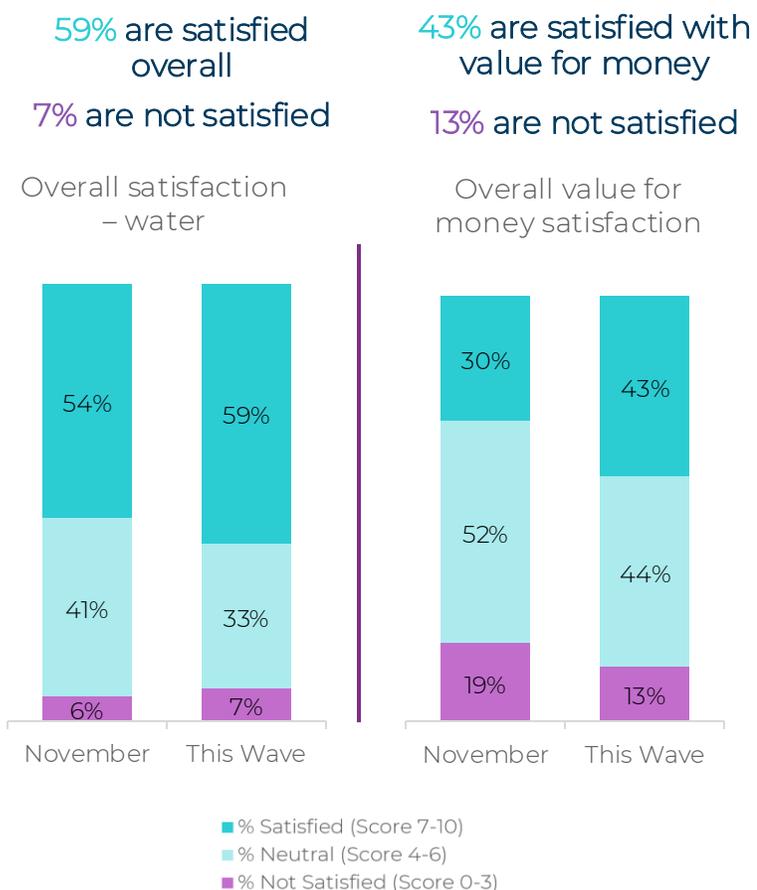
Total Base Size: 800  
United Utilities Base Size: 54



# United Utilities: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has increased slightly since wave 1 November. Those stating they are satisfied with value for money has also increased, but there are still high levels of neutrality.

## Why have you given this overall satisfaction score?

*“Issues with leaks locally that haven't been resolved.”*

*3/10 satisfaction score*

*“Good and clean water always received but just annoyed that water standing charges are so high. I would rather pay more for actual water used.”*

*6/10 satisfaction score*

*“Information about compensation, financial support, and Priority Services Register benefits can be hard to find or understand.”*

*7/10 satisfaction score*



# United Utilities: Barometer findings

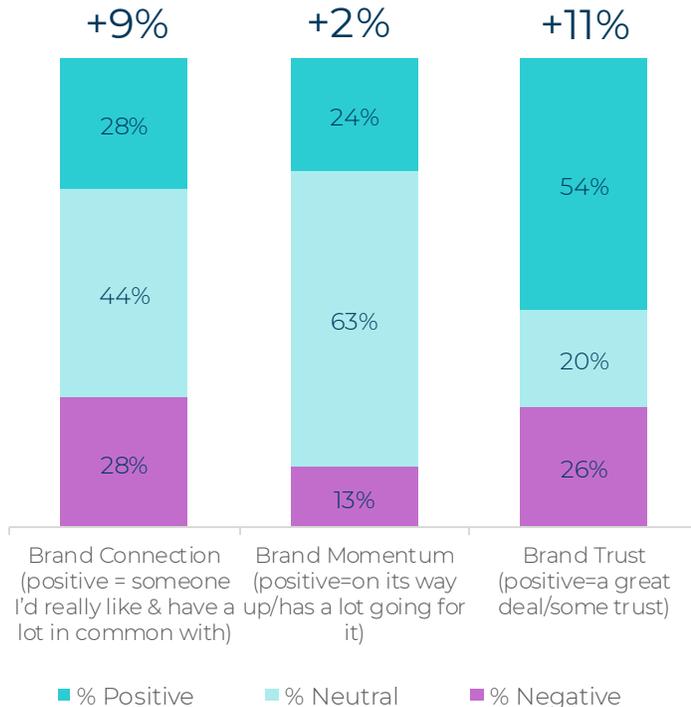
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that United Utilities...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	41%	+2%	-5%
Improves our rivers	22%	+3%	-5%
Creates a greener future	32%	+13%	0%
Spends community members' money wisely	15%	+2%	-9%
Contributes to our communities	33%	-4%	-1%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	59%	+6%	+3%
Colour and Appearance	91%	+11%	+9%
Taste and Smell	76%	+9%	-3%
Safety of Drinking Water	83%	+13%	+3%
Reliability of Supply	85%	-4%	+1%
Water Pressure	82%	+7%	+3%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
United Utilities Base Size: 54



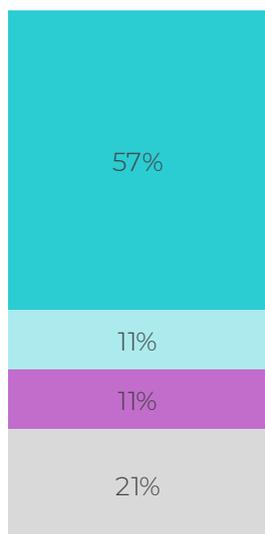
# United Utilities: Spotlight findings

## Billing and value for money



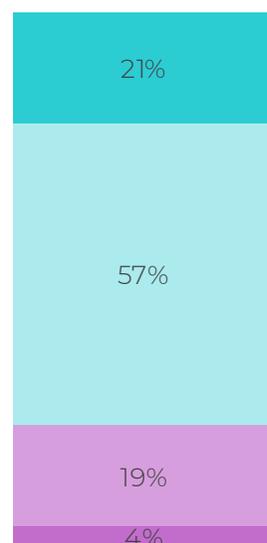
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult    ■ % Not needed

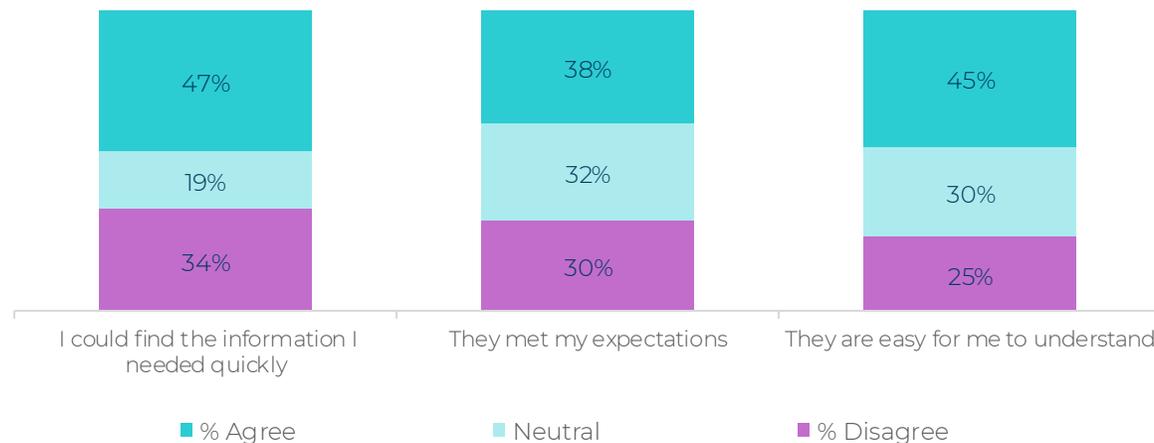
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

The majority (57%) feel it would be easy to contact their water company if they needed to and most (78%) are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



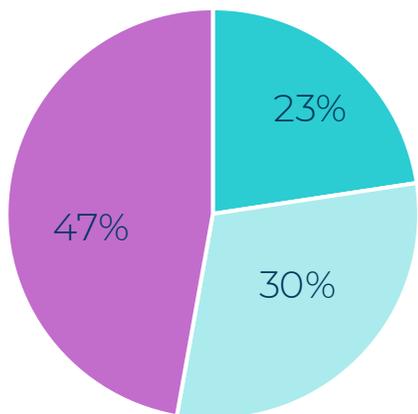
# United Utilities: Spotlight findings

Billing and value for money



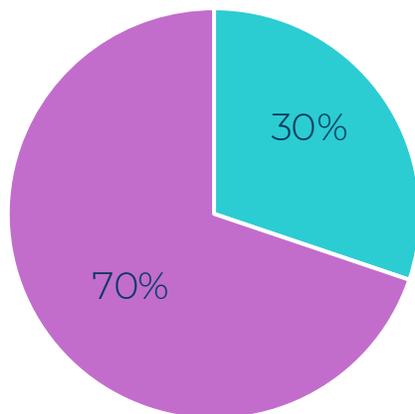
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

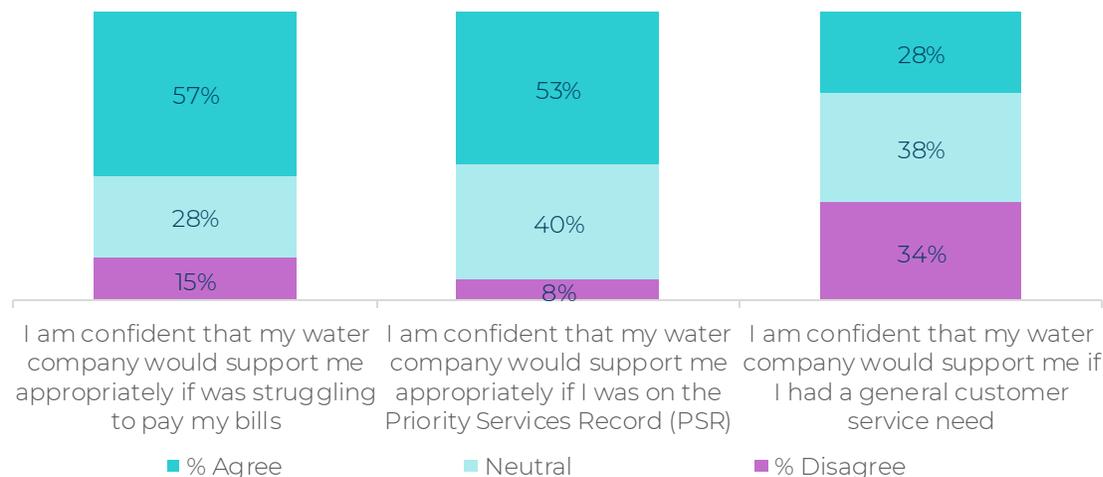
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

47% of community members were unaware of the PSR and 70% would not know what help was available to them/their household if they were struggling with their bills. The majority do feel confident that United Utilities would support them appropriately if they were on the PSR or if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers can easily access help and support.

Total Base Size: 800  
United Utilities Base Size: 54



## United Utilities: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



The voice for water consumers  
Llais defnyddwyr dŵr

*“There isn’t a simple, customer-friendly summary page on United Utilities’ main website that clearly lists types of service failures and exact compensation amounts.”*

*“I’m not even sure if I found the correct document. I found compensation info on the standards of service leaflet. I don’t think it’s easy to find at all - popular leaflets is not a clear title for what I was trying to find.”*

*“It isn’t easy to find. In fact the above page only took me to reporting pages? It isn’t clear how and what situations that compensation maybe claimed in.”*

*“Information without having to search - it should be in the headlines.”*



The voice for water consumers  
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Wessex Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Wessex Water

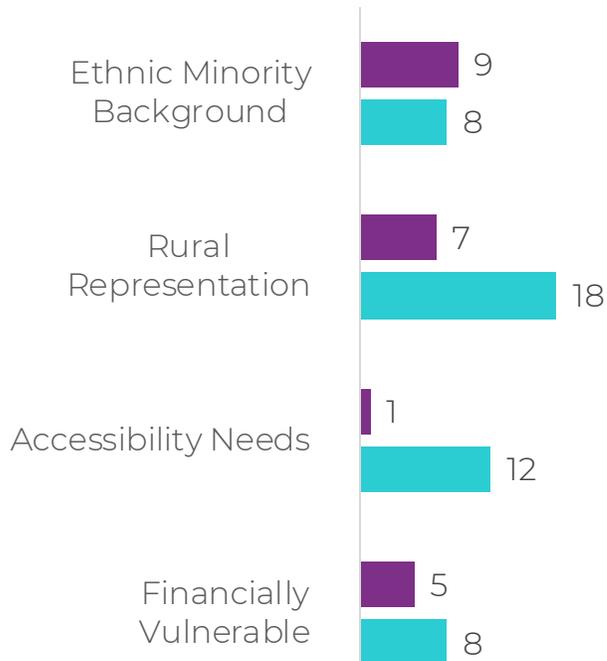
## Community population



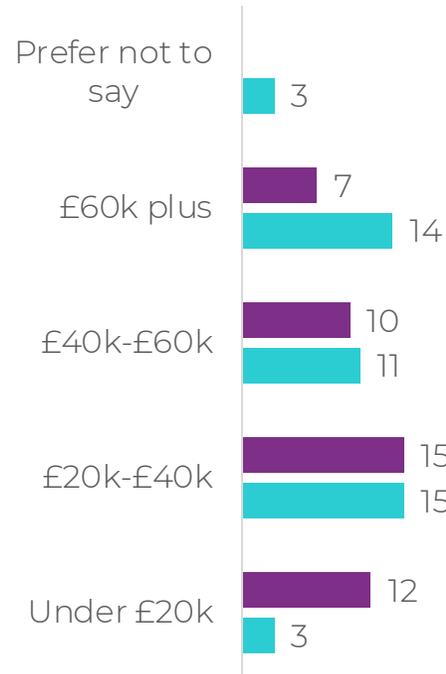
The voice for water consumers  
Llais defnyddwyr dŵr

Wessex Water community members: 46

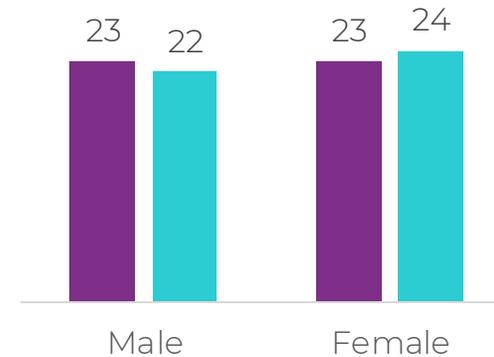
### Inclusivity



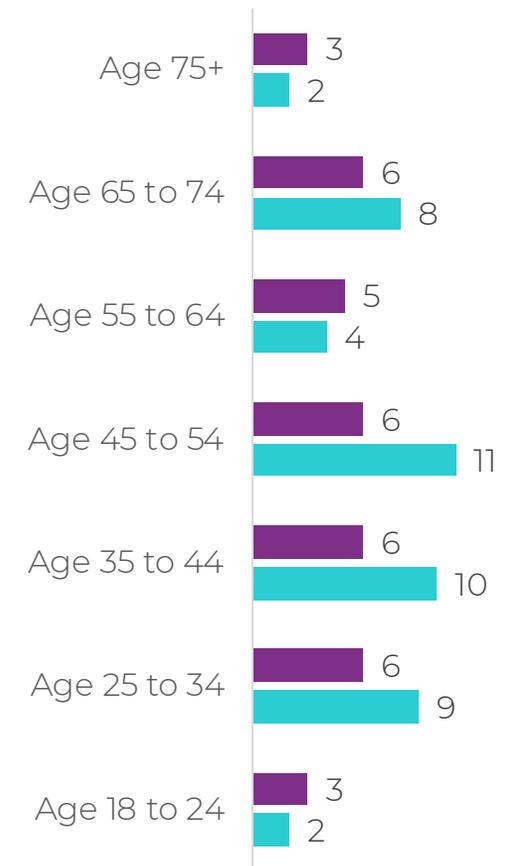
### Household income



### Gender



### Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 90% of our sample target quotas. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

current sample      minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



The voice for water consumers  
 Llais defnyddwyr dŵr

Topic	Feb 2026 Wessex Water community Agreement %	+/- difference % Wessex Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Wessex Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	17%	-4%	25%	-8%
Recent Experience (Positive recent experience)	41%	-4%	40%	+1%
General outlook (Positive outlook)	57%	+13%	48%	+9%
Communication (Fair/good communication)	44%	+4%	38%	+5%
Brand Connection (someone I'd really like and have a lot in common with)	28%	+5%	32%	-4%
Brand Momentum (salience) (on its way up/has a lot going for it)	20%	+13%	25%	-5%
Trust (a great deal/some trust)	52%	+14%	52%	+1%
Past 4 Week Interaction	30%	-1%	51%	-21%
Past 4 Week Disruption	4%	-3%	7%	-3%
Past 4 Week Water Quality Issues	2%	-7%	7%	-4%
Past 4 Week Sewerage issues	0%	-2%	3%	-3%
<b>Overall Value for Money</b>	54%	+19%	46%	+8%
<b>Overall Satisfaction – water (satisfied, scoring 7-10)</b>	61%	+20%	56%	+5%
Colour and Appearance	87%	+1%	81%	+6%
Taste and Smell	80%	+2%	79%	+2%
Safety of Drinking Water	83%	+4%	80%	+2%
Reliability of Supply	89%	+1%	84%	+5%
Water Pressure	87%	+16%	79%	+8%
<b>Overall Satisfaction – sewerage (satisfied, scoring 7-10)</b>	54%	+5%	56%	-1%
Reducing smells from sewage treatment works	41%	+17%	41%	+1%
Maintenance of sewerage pipes and treatment works	37%	+11%	40%	-3%
Cleaning wastewater properly before release back into environment	30%	+14%	37%	-6%
Minimising sewer flooding	30%	+16%	36%	-5%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Wessex Water Base Size: 46

# Executive summary

Overview of key findings



## As a customer, overall, how satisfied are you with Wessex Water?

**6.61/10 vs 6.46/10 (Total)**

- **Reliable everyday water service:** Satisfaction is mainly driven by dependable supply, good water quality and generally positive experiences when contacting community members service.
- **Environmental concerns and sewage pollution:** Dissatisfaction is strongly influenced by reports of sewage discharges into rivers and seas and concerns about the company's environmental performance.
- **Cost, transparency and communication:** Some community members question rising prices, executive bonuses and want clearer communication about how bills are used and what investment is being made.

### Spotlight: Customer service, communication and support



- Most (61%) feel it would be easy to contact their water company and most are confident that they would get the help they need.
- 44% were unaware of the PSR and 78% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

Total Base Size: 800  
Wessex Water Base Size: 46



# Wessex Water: Barometer findings



The voice for water consumers  
Llais defnyddwyr dŵr



Overall satisfaction has increased considerably since November wave 1 (+20%). Value for money satisfaction has also increased, with the level of neutrality decreasing.

## Why have you given this overall satisfaction score?

*"I am dissatisfied with pollution but happy with the service we are provided with."*

*7/10 satisfaction score*

*"I am worried about articles i read in the media about the shortcomings of Wessex water re pollution, upkeep of infrastructure and transparency of where our money goes."*

*4/10 satisfaction score*

*"I am satisfied with the customer service and overall attitude of Wessex Water."*

*8/10 satisfaction score*

Total Base Size: 800  
Wessex Water Base Size: 46



# Wessex Water: Barometer findings

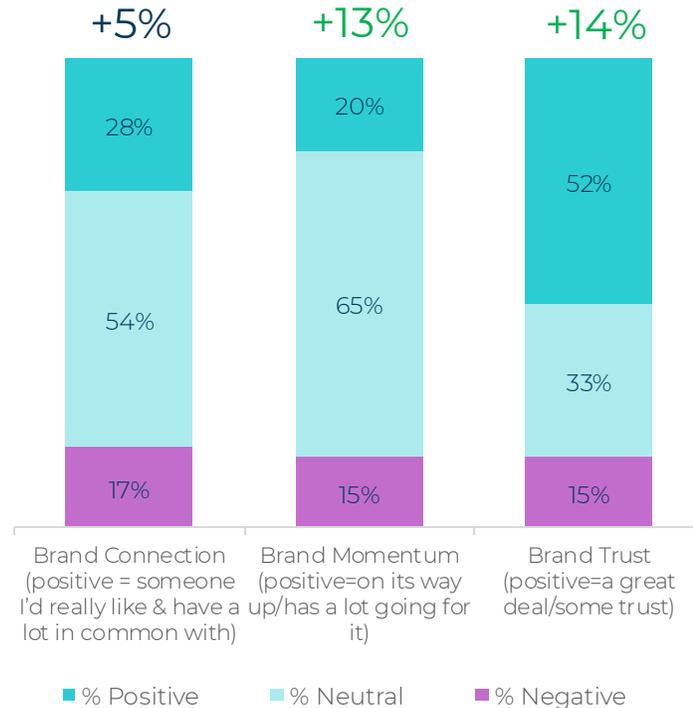
Brand perceptions and performance (satisfaction)



The voice for water consumers  
Llais defnyddwyr dŵr

Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Wessex Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	46%	+10%	0%
Improves our rivers	20%	+3%	-7%
Creates a greener future	20%	+6%	-12%
Spends community members' money wisely	24%	+14%	0%
Contributes to our communities	35%	+16%	+1%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	61%	+20%	+5%
Colour and Appearance	87%	+1%	+6%
Taste and Smell	80%	+2%	+2%
Safety of Drinking Water	83%	+4%	+2%
Reliability of Supply	89%	+1%	+5%
Water Pressure	87%	+16%	+8%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Wessex Water Base Size: 46



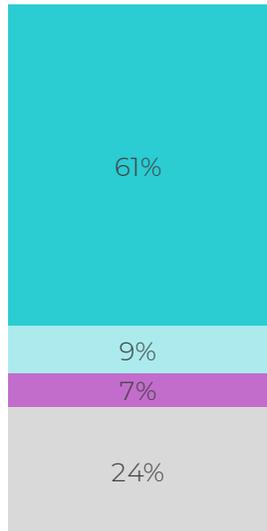
# Wessex Water: Spotlight findings

## Billing and value for money



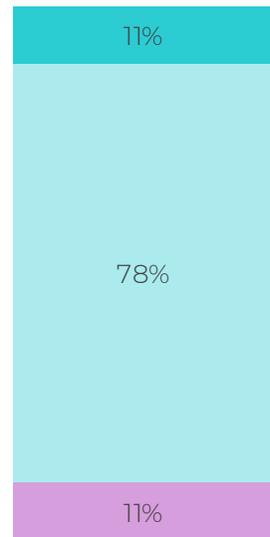
The voice for water consumers  
Llais defnyddwyr dŵr

How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

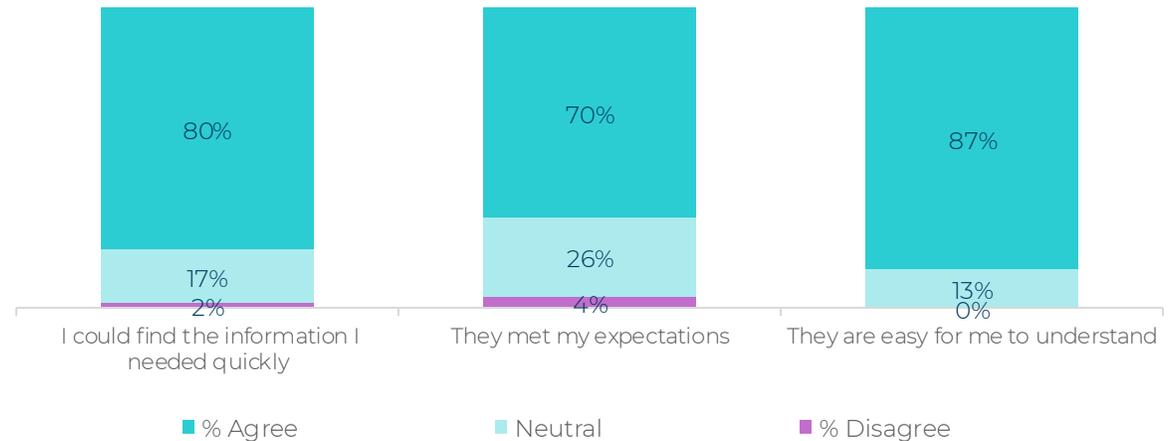
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

Most (61%) feel it would be easy to contact their water company and the majority (89%) are confident that they would get the help they need. The majority also agree that the information they have seen about financial payments could be found quickly, met their expectation and is easy for them to understand.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?





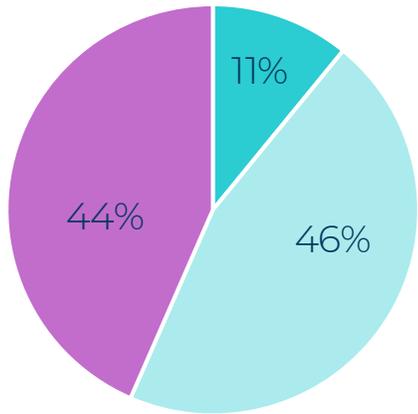
# Wessex Water: Spotlight findings

## Billing and value for money



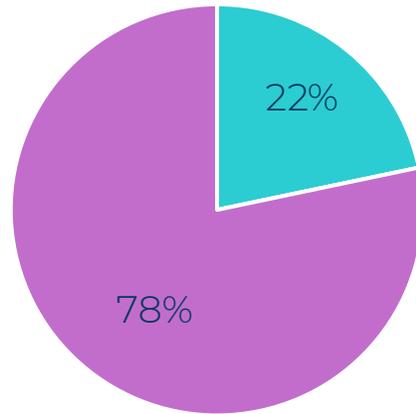
The voice for water consumers  
Llais defnyddwyr dŵr

Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

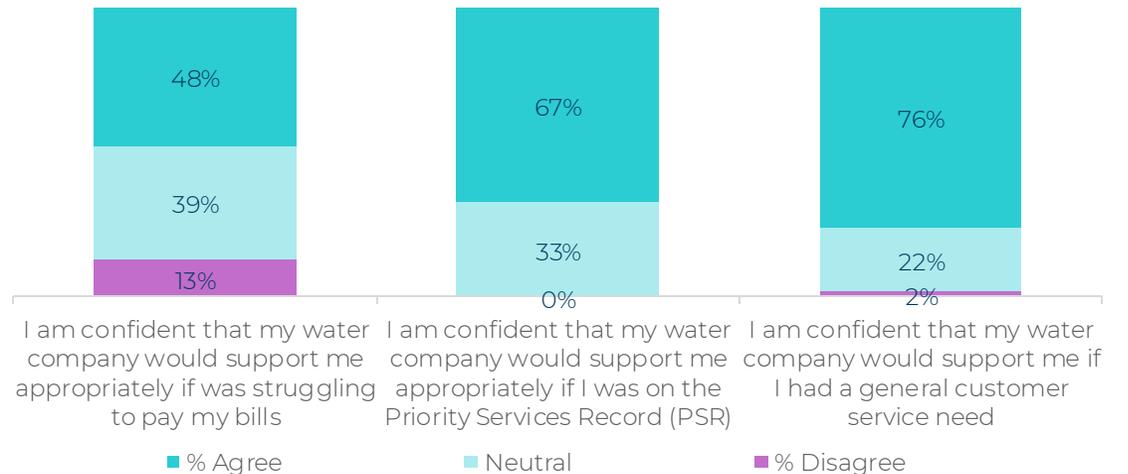
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

44% were unaware of the PSR and 78% would not know what help was available to them/their household if they were struggling with their bills. The majority do feel confident that Wessex Water would support them appropriately if they were struggling to pay their bills or were on the PSR or if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
Wessex Water Base Size: 46



## Wessex Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?



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*“A section on billing could be included as well as just general tips and tricks to help save water and reduce use / save cost.”*

*“Certainty that compensation would actually be paid. I’d like to see Wessex publish data on that.”*

*“I think the information could be easier to find and more clearly signposted in one place. At the moment, you often have to search around the website or already know what you are looking for, which can be frustrating when you just want a quick, clear answer.”*

*“I’m amazed how many options are available and how much you get for them. I think making this more obvious and accessible on the website would be good as I didn’t know I could claim for half of these things.”*



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Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Yorkshire Water**

February 2026

Delivered by Taylor McKenzie  
Research and Energy Saving  
Trust

[ccw.org.uk](http://ccw.org.uk)

# Yorkshire Water

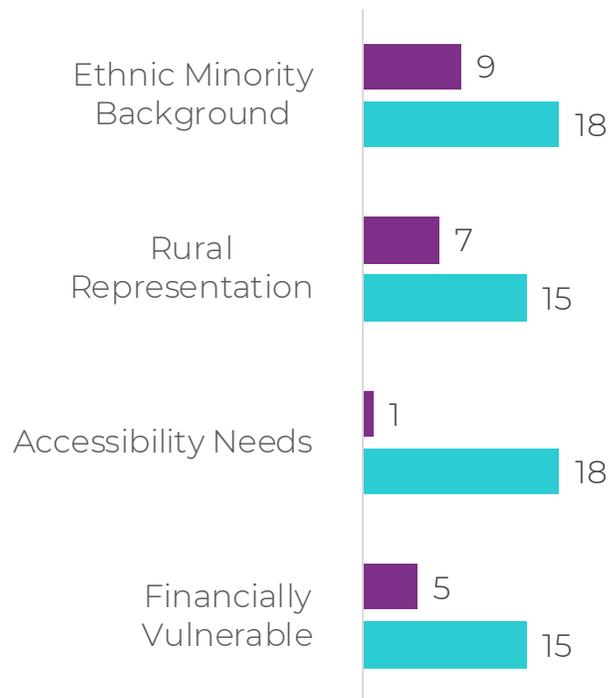
Community population



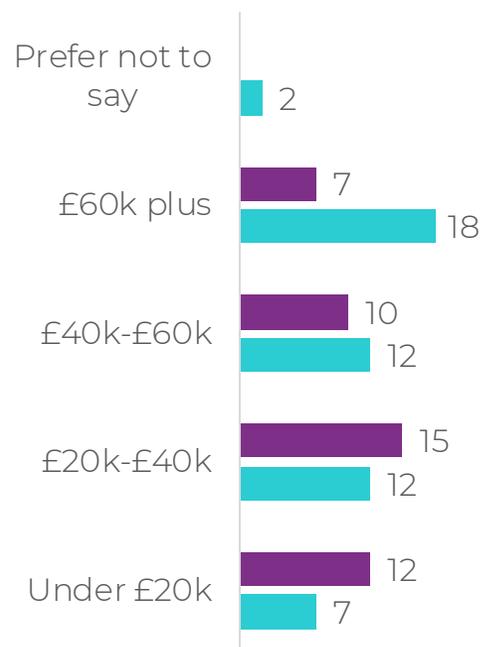
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Yorkshire Water community members: 51

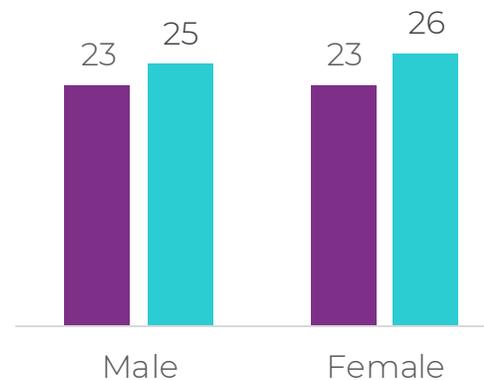
## Inclusivity



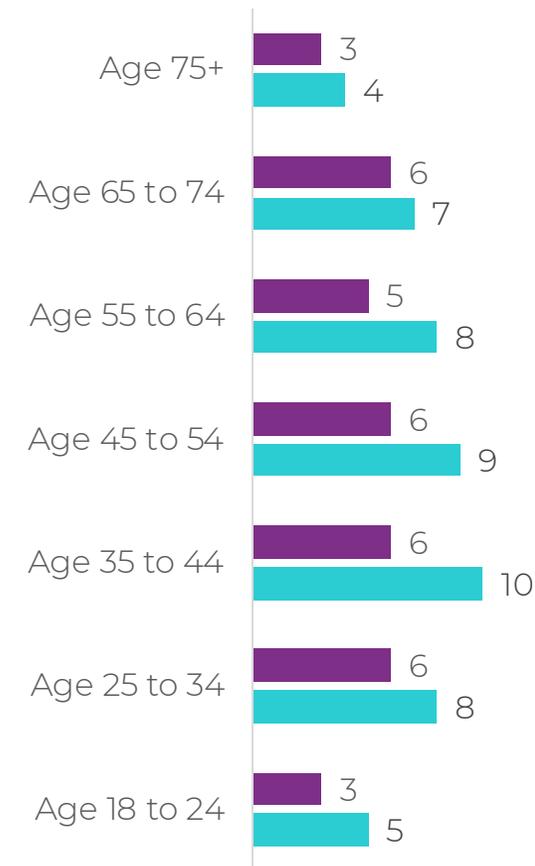
## Household income



## Gender



## Age



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs

■ current sample    ■ minimum sample

# Dashboard summary

KEY:  
 % difference +10%  
 above Average  
 % difference -10%  
 below Average



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Topic	Feb 2026 Yorkshire Water community Agreement %	+/- difference % Yorkshire Water community Nov vs. Feb	Feb 2026 Total community Agreement %	+/- difference % Yorkshire Water community vs. Total community Feb 2026
Responsiveness (Always/often responsive)	26%	-1%	25%	0%
Recent Experience (Positive recent experience)	39%	-3%	40%	-1%
General outlook (Positive outlook)	51%	+2%	48%	+3%
Communication (Fair/good communication)	47%	+9%	38%	+9%
Brand Connection (someone I'd really like and have a lot in common with)	35%	+13%	32%	+4%
Brand Momentum (salience) (on its way up/has a lot going for it)	26%	+1%	25%	+1%
Trust (a great deal/some trust)	53%	+11%	52%	+1%
Past 4 Week Interaction	53%	+2%	51%	+2%
Past 4 Week Disruption	8%	+8%	7%	+1%
Past 4 Week Water Quality Issues	6%	+2%	7%	-1%
Past 4 Week Sewerage issues	0%	0%	3%	-3%
Overall Value for Money	39%	-3%	46%	-7%
Overall Satisfaction – water (satisfied, scoring 7-10)	51%	+7%	56%	-5%
Colour and Appearance	80%	-4%	81%	-1%
Taste and Smell	80%	-2%	79%	+2%
Safety of Drinking Water	88%	+2%	80%	+8%
Reliability of Supply	84%	0%	84%	0%
Water Pressure	84%	+6%	79%	+5%
Overall Satisfaction – sewerage (satisfied, scoring 7-10)	55%	+4%	56%	-1%
Reducing smells from sewage treatment works	53%	+13%	41%	+12%
Maintenance of sewerage pipes and treatment works	51%	+13%	40%	+11%
Cleaning wastewater properly before release back into environment	47%	+7%	37%	+10%
Minimising sewer flooding	35%	-11%	36%	0%

This dashboard presents directional insight from a small, engaged panel and is intended to highlight emerging themes, to help shape the Accountability Sessions, rather than measure statistical performance.

Note: Percentage change may be 1% higher or lower than expected, due to the need to round from different data sources

Total Base Size: 800  
 Yorkshire Water Base Size: 51

# Executive summary

Overview of key findings



## As a customer, overall, how satisfied are you with Yorkshire Water?

**6.39/10 vs 6.46/10 (Total)**

- **Reliable water supply and service quality:** Satisfaction is largely driven by consistent supply, good water quality and generally positive experiences when community members contact the company.
- **Rising bills and value for money concerns:** Dissatisfaction is often linked to increasing water bills and perceptions that price rises are not matched by visible service improvements.
- **Infrastructure, leaks and environmental performance:** Some concerns focus on water leaks, sewage management and whether enough investment is being made to improve infrastructure and environmental outcomes.



### Spotlight: Customer service, communication and support

- Most (63%) feel it would be easy to contact their water company and the majority (83%) are confident that they would get the help they need.
- 44% were unaware of the PSR and 48% would not know what help was available to them/their household if they were struggling with their bills.
- There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.



**Accountability call out:** There are currently no ad-hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

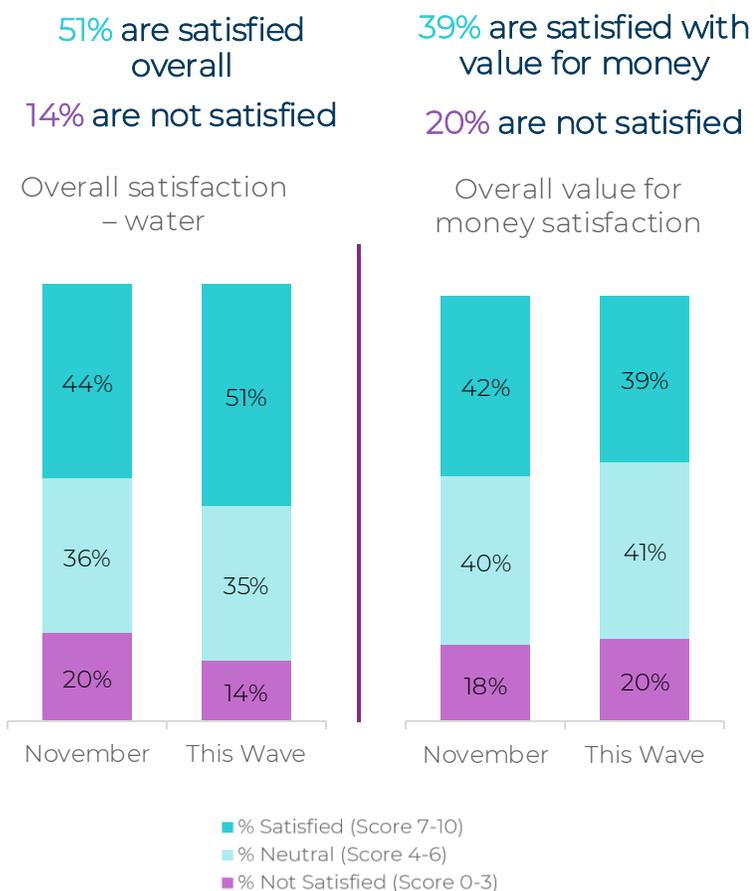
Total Base Size: 800  
Yorkshire Water Base Size: 51



# Yorkshire Water: Barometer findings



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Overall satisfaction has improved slightly since November. Value for money satisfaction remains consistent.

## Why have you given this overall satisfaction score?

*“I don't feel they help the environment to be best that they could.”*

*6/10 satisfaction score*

*“The water is fine but bills going up so much when they have made so much profit in the last year is shocking.”*

*2/10 satisfaction score*

*“I am happy as we had not had recently any issues with our water, it has always been clean and had no cuts in water.”*

*10/10 satisfaction score*



# Yorkshire Water: Barometer findings

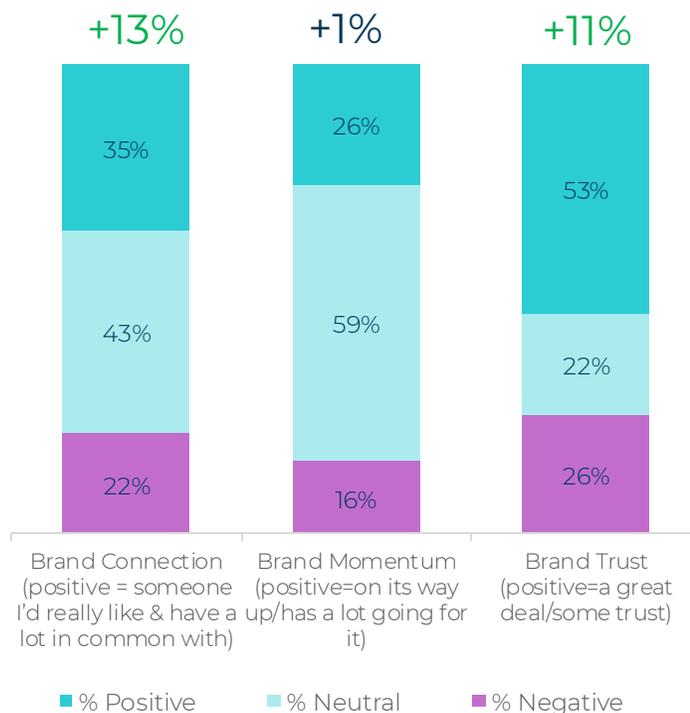
Brand perceptions and performance (satisfaction)



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Perceptions of Water Company in relation to connection, momentum and trust

+/- Change vs. November



% Who agree that Yorkshire Water...	February	+/- February vs. November	+/- Difference vs. Industry Average
Deliver great service for all community members	49%	+2%	+3%
Improves our rivers	37%	+6%	+10%
Creates a greener future	37%	+6%	+5%
Spends community members' money wisely	27%	+7%	+3%
Contributes to our communities	39%	+3%	+5%

% Satisfied with...	February	+/- February vs. November	+/- Difference vs. Current Industry Average
<b>Water</b>			
Overall Satisfaction	51%	+7%	-5%
Colour and Appearance	80%	-4%	-1%
Taste and Smell	80%	-2%	+2%
Safety of Drinking Water	88%	+2%	+8%
Reliability of Supply	84%	0%	0%
Water Pressure	84%	+6%	+5%

% difference +10% above Average  
% difference -10% below Average

Total Base Size: 800  
Yorkshire Water Base Size: 51



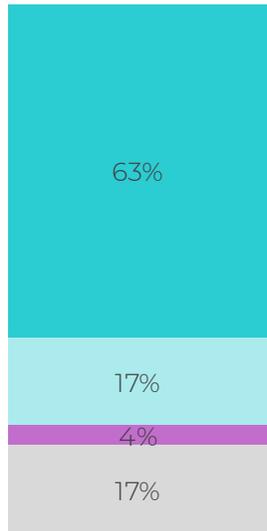
# Yorkshire Water: Spotlight findings

## Billing and value for money



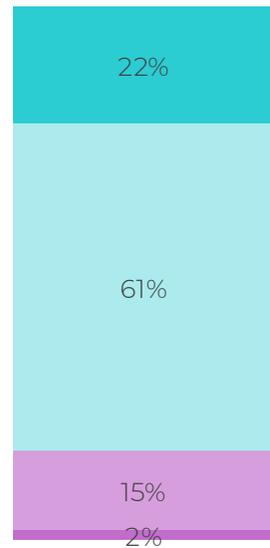
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How easy or difficult do you feel it is to contact your water company when you need to?



■ % Easy      ■ % Neutral  
■ % Difficult      ■ % Not needed

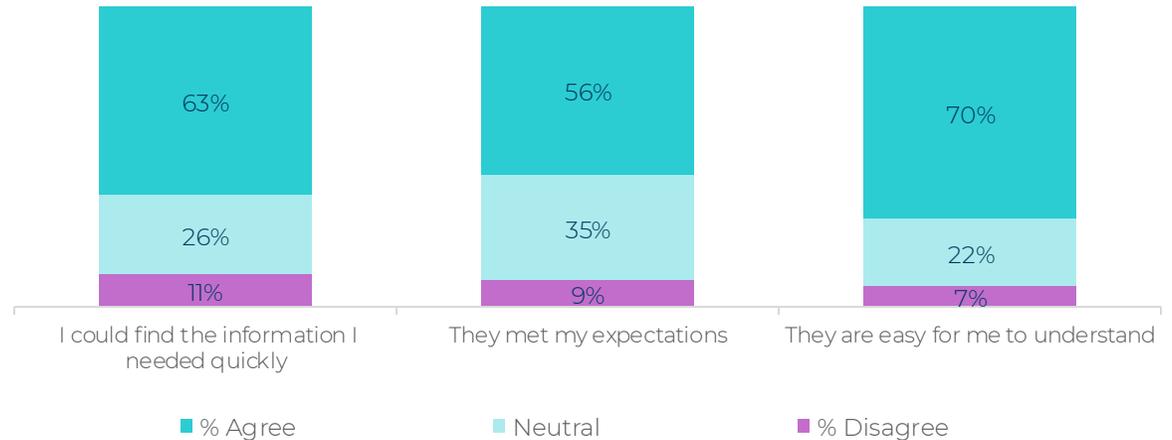
How confident, if at all, do you feel that you would be able to get the help you need when contacting your water company?



■ % Very confident  
■ % Fairly confident  
■ % Not very confident  
■ % Not at all confident

Most (63%) feel it would be easy to contact their water company and the majority (83%) are confident that they would get the help they need.

How much do you agree or disagree with the following statements in relation to the information you have seen regarding your water company's policy for financial payments when the service is not as promised?



■ % Agree      ■ Neutral      ■ % Disagree



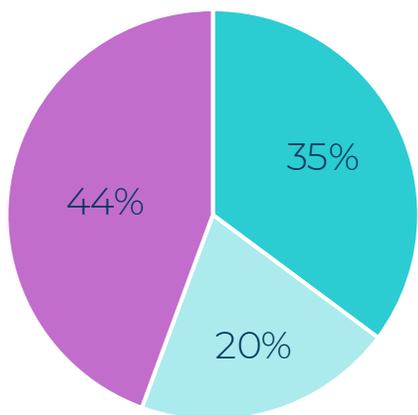
# Yorkshire Water: Spotlight findings

## Billing and value for money



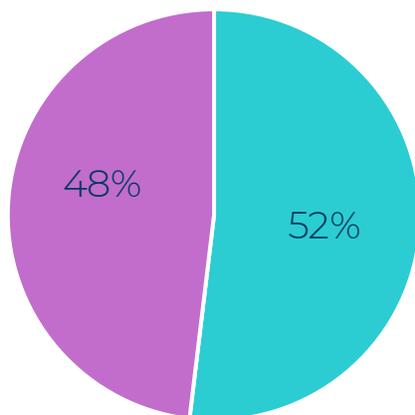
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Before today, were you aware of the Priority Services Register?



- Yes, and I am registered
- Yes, but I am not registered
- No, I was not aware of it

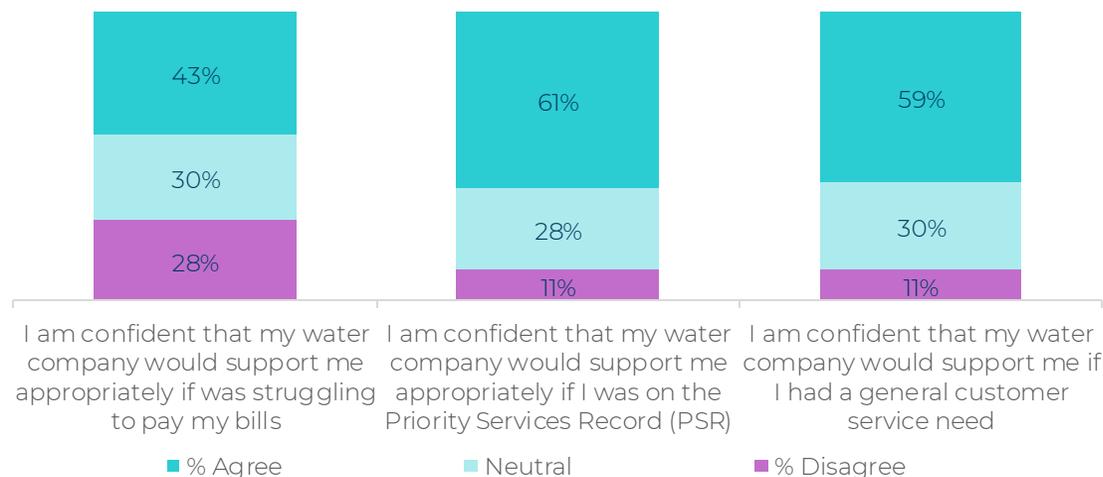
If you were struggling to pay your water bills, would you know what help is available to you / your household?



- Yes
- No

44% were unaware of the PSR and 48% would not know what help was available to them/their household if they were struggling with their bills. The majority do feel confident that Yorkshire Water would support them appropriately if they were on the PSR or if they had a general customer service concern.

How much do you agree or disagree with the following statements...



There is an opportunity to ensure customers who are struggling to pay bills can easily access help and support.

Total Base Size: 800  
Yorkshire Water Base Size: 51



# Yorkshire Water: Spotlight findings

Please let us know if you have anything else you would like to add in relation to how your water company could help customers who might require additional support?

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*“As with most compensation schemes from large companies it was impossible to find on their website.”*

*“It would be nice if there was the contact number added to the page or pages as some people who may be in a time of distress may feel stressed and just want to talk it out with someone.”*

*“Maybe short videos explaining next to text so people who have reading difficulties can listen to the videos.”*

*“They could post out a newsletter. It could contain a link to a website. I would be interested to receive something from them. It might help my perception of them as a company.”*

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