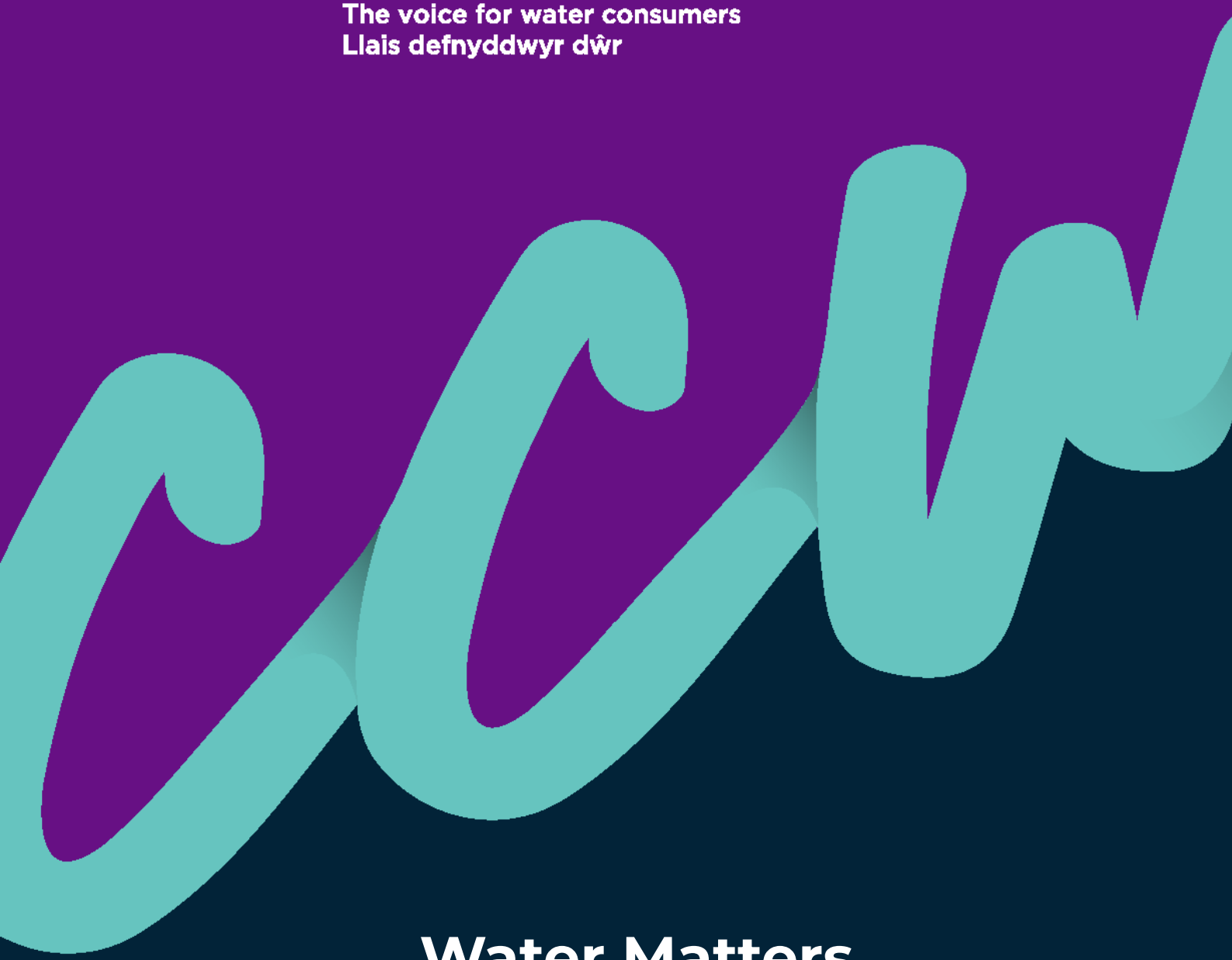


CCW

The voice for water consumers  
Llais defnyddwyr dŵr



# Water Matters May 2026

HOUSEHOLD CUSTOMERS' VIEWS ON THEIR WATER AND  
SEWERAGE SERVICES

# Table of Contents

Table of Figures.....	3
Table of Tables .....	5
Executive Summary.....	8
Key Findings .....	9
Satisfaction with water and sewerage services .....	9
Care and trust .....	10
Value for money.....	12
Fairness and affordability of charges.....	13
Change in financial situation over the last year.....	14
Contact with water companies.....	15
Awareness of additional support .....	16
Communication about services, plans and additional services .....	17
Water meters.....	17
Satisfaction with overall experience/customer services .....	18
Views on the longer-term availability and accessibility of water .....	19
Protecting the environment.....	20
Key differences in views between customers in England and Wales .....	21
Methodology .....	22
Analysis.....	23
Changes in 2025 .....	24
Interpreting the 10-year trend tables in the chapters which follow.....	25
Chapter 1: A Trusted Water Sector .....	26
1.1 Care about service provision .....	26
1.2 Trust in water/sewerage companies .....	30
1.3 Level of trust compared to gas/electricity companies.....	33
1.4 Prevalence of customers contacting their water company .....	34
1.5 Reason for making contact with the water company .....	37
1.6 Satisfaction with different aspects of contact .....	37
1.7 Overall satisfaction with water company contact handling.....	42
1.8 Satisfaction with general customer service .....	45
1.9 Reasons for dissatisfaction with overall customer services.....	48
1.10 Satisfaction with aspects of sewerage service .....	48
1.11 Overall satisfaction with sewerage services.....	53
1.12 River pollution.....	56
1.13 Overall satisfaction with household services.....	58
1.14 Overall experience.....	59

1.15 Likelihood to recommend.....	62
Chapter 2: Fair and Affordable Bills.....	66
2.1 Value for money of water services .....	66
2.2 Value for money of sewerage services.....	70
2.3 Fairness of charges .....	73
2.4 Affordability of charges.....	76
2.5 Changes in household financial situation .....	80
2.6 Awareness of WaterSure/WaterSure Wales.....	81
2.7 Awareness of Priority Services.....	84
2.8 Awareness of water companies' offer of reduced bills.....	88
2.9 Awareness of free water meter trial schemes .....	91
2.10 Awareness that a water meter can be trialled – unmetered customers .....	95
2.11 Communication about services, plans and additional services.....	98
2.12 Likelihood of making contact with the company if worried about paying the bill .....	102
Chapter 3: Resilient Water Services .....	105
3.1 Protecting the environment.....	105
3.2 Availability of water .....	107
3.3 Using water wisely campaigns .....	109
3.4 Satisfaction with aspects of water supply.....	110
3.5 Overall satisfaction with water supply .....	116
3.6 Confidence in the long-term supply of water .....	119
Appendices.....	123
A1. Sample profile – 2025.....	123
A2. Questionnaire.....	125

# Table of Figures

Figure 1: Overall satisfaction with water and sewerage services .....	10
Figure 2: Care and trust in water/sewerage companies .....	11
Figure 3: Satisfaction with value for money of water and sewerage services .....	12
Figure 4: Fairness and affordability of water/sewerage charges .....	13
Figure 5: Change in financial situation since last year .....	14
Figure 6: Likelihood to contact if worried about bill and level of actual contact with water/sewerage company .....	15
Figure 7: Awareness of WaterSure and Priority Services.....	16
Figure 8: Awareness of water company offering reduced bills .....	17
Figure 9: Awareness meters can be fitted for free and can be trialled .....	18
Figure 10: Satisfaction with overall experience/ customer services .....	19
Figure 11: Confident water will be available .....	20
Figure 12: Care about service provision.....	26
Figure 13: Trust in water/sewerage companies.....	30
Figure 14: Level of trust in water/sewerage and gas/electricity companies.....	33
Figure 15: Contact with the water/sewerage company .....	34
Figure 16: Reason for contact .....	37
Figure 17: Satisfaction with aspects of contact.....	38
Figure 18: Satisfaction with aspects of contact .....	38
Figure 19: Satisfaction with aspects of contact by nation .....	39
Figure 20: Overall satisfaction with water company contact handling .....	42
Figure 21: Satisfaction with general customer service .....	45
Figure 22: Reasons for dissatisfaction with customer services.....	48
Figure 23: Satisfaction with aspects of sewerage service (1) .....	49
Figure 24: Satisfaction with aspects of sewerage service (2).....	49
Figure 25: Satisfaction with aspects of sewerage service by nation.....	50
Figure 26: Overall satisfaction with sewerage service .....	53
Figure 27: How far water company is a cause of river pollution .....	56
Figure 28: Satisfaction with overall experience of water/sewerage service provider .....	59
Figure 29: Likelihood to recommend water/sewerage provider .....	63
Figure 30: Likelihood to recommend sewerage provider.....	64
Figure 31: Satisfaction with value for money of water services .....	66
Figure 32: Satisfaction with value for money of sewerage services .....	70
Figure 33: Fairness of charges.....	73

Figure 34: Affordability of water and sewerage charges.....	77
Figure 35: Changes in household financial situation – net better.....	80
Figure 36: Changes in household financial situation – net worse.....	80
Figure 37: Awareness of WaterSure/WaterSure Wales.....	81
Figure 38: Awareness of Priority Services .....	85
Figure 39: Awareness of water companies’ offer of reduced bills.....	88
Figure 40: Awareness that water meters can be fitted free of charge – unmetered customers .....	92
Figure 41: Awareness of the possibility to trial a water meter – unmetered customers. ....	95
Figure 42: Perceptions of communications from water companies about services and plans.....	98
Figure 43: Reasons for rating how well communicate on services and plans .....	101
Figure 44: Likelihood of contacting water/sewerage company if worried about a bill..	102
Figure 45: Satisfaction with what water company does to protect the environment....	105
Figure 46: Reason for rating.....	106
Figure 47: Aware of using water wisely campaigns.....	109
Figure 48: Satisfaction with aspects of water supply .....	110
Figure 49: Satisfaction with aspects of water supply .....	111
Figure 50: Satisfaction with aspects of water supply by nation.....	111
Figure 51: Overall satisfaction with water supply.....	116
Figure 52: Confidence in the long-term supply of water .....	119
Figure 53: Reasons for confidence / lack of confidence.....	122

# Table of Tables

Table 1: England and Wales significant differences in 2024.....	21
Table 2: Statistical reliability .....	23
Table 3: Care about service provision – WaSCs .....	27
Table 4: Care about service provision – WoCs .....	28
Table 5: Trust in water/sewerage companies – WaSCs .....	30
Table 6: Trust in water companies – WoCs.....	32
Table 7: Contact with the water/sewerage company - WaSCs.....	34
Table 8: Contact with the water/sewerage company – WoCs.....	36
Table 9: Satisfaction with aspects of contact in 2025 – WaSCs.....	39
Table 10: Satisfaction with aspects of contact 2024 – WoCs.....	40
Table 11: Satisfaction with aspects of contact – WaSC 10-year trends (arrows) and 10-year rolling averages (figures) .....	40
Table 12: Satisfaction with aspects of contact – WoC 10-year trends (arrows) and 10-year rolling averages (figures) .....	41
Table 13: Overall satisfaction with water company contact handling – WaSCs .....	42
Table 14: Overall satisfaction with water company contact handling – WoCs .....	44
Table 15: Satisfaction with general customer service – WaSCs .....	45
Table 16: Satisfaction with overall customer service – WoCs.....	47
Table 17: Satisfaction with aspects of sewerage service in 2024 – WaSCs .....	50
Table 18: Satisfaction with aspects of sewerage service in 2024 – WoCs .....	51
Table 19: Satisfaction with aspects of sewerage service – WaSC 10-year trends (arrows) and 10-year rolling averages (figures) .....	51
Table 20: Satisfaction with aspects of sewerage service – WoC 10-year trends (arrows) and 10-year rolling averages (figures) .....	52
Table 21: Overall satisfaction with sewerage service – WaSCs.....	53
Table 22: Overall satisfaction with sewerage service – WoCs.....	55
Table 23: How far water company is a cause of river pollution – WaSCs .....	57
Table 24: How far water company is a cause of river pollution – WoCs .....	57
Table 25: Satisfaction with overall experience of water/sewerage service provider – WaSCs.....	60
Table 26: Satisfaction with overall experience of water/sewerage service provider – WoCs .....	61
Table 27: Likelihood to recommend water company as a provider of water services – WaSCs.....	63
Table 28: Likelihood to recommend water company as a provider of water services – WoCs.....	64

Table 29: Likelihood to recommend sewerage company as a provider of sewerage services – WoCs.....	65
Table 30: Satisfaction with value for money of water services – WaSCs.....	67
Table 31: Satisfaction with value for money of water services – WoCs.....	68
Table 32: Satisfaction with value for money of sewerage services – WaSCs.....	70
Table 33: Satisfaction with value for money of sewerage services – WoCs .....	72
Table 34: Fairness of charges – WaSCs.....	74
Table 35: Fairness of charges - WoCs.....	75
Table 36: Affordability of water and sewerage charges – WaSCs.....	77
Table 37: Affordability of water and sewerage charges – WoCs .....	79
Table 38: Awareness of WaterSure/ WaterSure Wales – WaSCs .....	82
Table 39: Awareness of WaterSure – WoCs .....	83
Table 40: Awareness of Priority Services – WaSCs .....	85
Table 41: Awareness of Priority Services – WoCs .....	87
Table 42: Awareness of water companies’ offer of reduced bills – WaSCs .....	89
Table 43: Awareness of company specific social tariff schemes – WoCs.....	90
Table 44: Awareness that water meters can be fitted free of charge – unmetered customers – WaSCs.....	92
Table 45: Awareness that water meters can be fitted free of charge – unmetered customers – WoCs .....	94
Table 46: Awareness of the possibility to trial a water meter – unmetered customers - WaSCs.....	96
Table 47: Awareness of the possibility to trial a water meter – unmetered customers - WoCs.....	97
Table 48: Perceptions of communications from water companies about services and plans – WaSCs NET good .....	99
Table 49: Perceptions of communications from water companies about services and plans – WoCs NET good.....	100
Table 50: Likelihood of contacting water/sewerage company if worried about a bill – WaSCs.....	102
Table 51: Likelihood of contacting water company if worried about a bill – WoCs.....	104
Table 52: Satisfaction with what water company does to protect the environment – WaSCs.....	106
Table 53: Satisfaction with what water company does to protect the environment – WoCs.....	107
Table 54: Availability of water in your local area.....	107
Table 55: Availability of water in your local area – WaSCs .....	108
Table 56: Availability of water in your local area – WoCs.....	108
Table 57: Aware of using water wisely campaigns – WaSCs.....	109

Table 58: Aware of using water wisely campaigns – WoCs..... 110

Table 59: Satisfaction with aspects of water supply in 2025 – WaSCs..... 112

Table 60: Satisfaction with aspects of water supply 2025 – WoCs..... 113

Table 61: Satisfaction with aspects of water supply – WaSC 10-year trends (arrows) and 10-year rolling averages (figures)..... 114

Table 62: Satisfaction with aspects of water supply – WoC 10-year trends (arrows) and 10-year rolling averages (figures)..... 115

Table 63: Overall satisfaction with water supply – WaSCs ..... 116

Table 64: Overall satisfaction with water supply – WoCs ..... 118

Table 65: Confidence in the long-term supply of water – WaSCs..... 119

Table 66: Confidence in the long-term supply of water – WoCs ..... 121

# Executive Summary

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

Overview of methodology:

- This year's survey consisted of 3,505 telephone interviews with household water bill payers.
- Fieldwork was undertaken between 1<sup>st</sup> July 2025 and 19<sup>th</sup> January 2026. For this reason, although published in 2026, the data refers to 2025 throughout.
- A minimum of 200 interviews were carried out with each Water & Sewerage Company (WaSC) and 150 with each Water only Company (WoC)<sup>1</sup>.
- All companies were given the opportunity to boost their sample. In 2025, no companies boosted their sample.
- Bournemouth Water customers are included in the figures for South West Water. However, they are included in the WoC rather than the WaSC total; this is also the case for Hartlepool Water customers, who are included in the figures for Anglian Water.

Customers' views are described for England and Wales; for England and Wales separately; for the 11 companies that supply water and sewerage services and the 8 companies that supply just water; and by each water company<sup>2</sup>. This includes 10-year trend analysis<sup>3</sup> to determine the direction of travel – upward trend, flat or downward trend – for each measure.

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

<sup>2</sup> The views of customers of specific water companies are in the data report which follows.

<sup>3</sup> Trends are analysed over the last ten years from 2016. Some shorter trends exist (7 years, 9 years). Trend analysis is only conducted when data exists for all the previous years when the question format, routing & text has remained the same over each period.

# Key Findings

## Satisfaction with water and sewerage services

In 2025, 86% of customers in England and Wales were satisfied with their water supply; satisfaction has shown a downward trend over the past ten years (Figure 1).

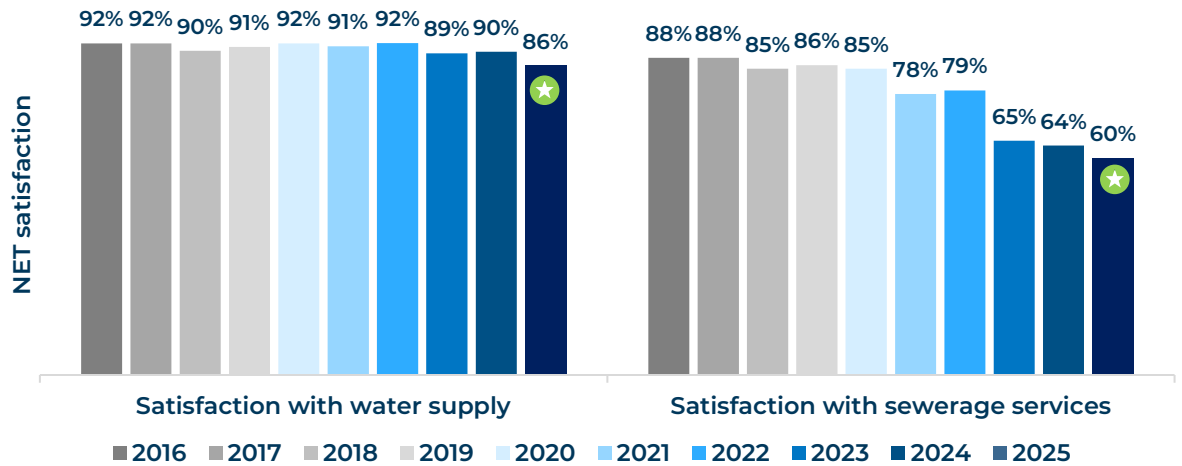
- Overall satisfaction with water supply was significantly higher in 2024 than in 2025 (90% vs. 86% respectively).
- Overall satisfaction with water supply was significantly higher in Wales compared to England in 2025 (92% vs. 85% respectively).
- Satisfaction levels for different aspects of water supply service ranged from 93%-82%, apart from 'hardness/softness' of water which was significantly lower (58% satisfied in 2025). Satisfaction with the colour and appearance of tap water (down from 91% to 89%), hardness/softness of water (down from 62% to 58%) and reliability of supply (down from 95% to 93%) have decreased significantly from 2024.

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

- Satisfaction with different elements of sewerage services ranged from 58%-36% (maintaining sewers and drains, reducing smells, minimising sewer flooding and cleaning wastewater). There has been a significant decrease in satisfaction with all but cleaning waste water in 2025.
  - Reducing smells from sewage treatment works (down from 63% to 57%)
  - Maintenance of sewerage pipes and treatment works (down from 62% to 58%)
  - Minimising sewer flooding (down from 46% to 43%)
- The significant decreases among the individual sewerage elements have impacted overall satisfaction, with 60% of customers in England and Wales being satisfied with their sewerage services overall, compared to 64% in 2024.

Figure 1. Overall satisfaction with water and sewerage services<sup>4</sup>

10-year rolling avg. 2016 - 2025	90.5%	77.5%
Change since last year	-4%	-4%
10-year trend	↓	↓



★ Significant difference between 2024-2025 for satisfaction with water supply and satisfaction with sewerage services

## Care and trust

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

- 51% of customers across England and Wales agreed that their water company cares about the services they provide, significantly lower than in 2024 (53%). The overall 10-year trend for England and Wales is downward (

<sup>4</sup> The rolling 10-year averages are calculated based on the total valid base of weighted data at each time point. The 10-year trends are assessed using the Mann-Kendall method (Mann 1945, Kendall 1975). The Mann-Kendall analysis is applied to exponentially smoothed, transformed data rather than the raw data.

- Figure 2).
- Customers in Wales were significantly more likely (65%) than those in England (50%) to agree that their company cares.

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

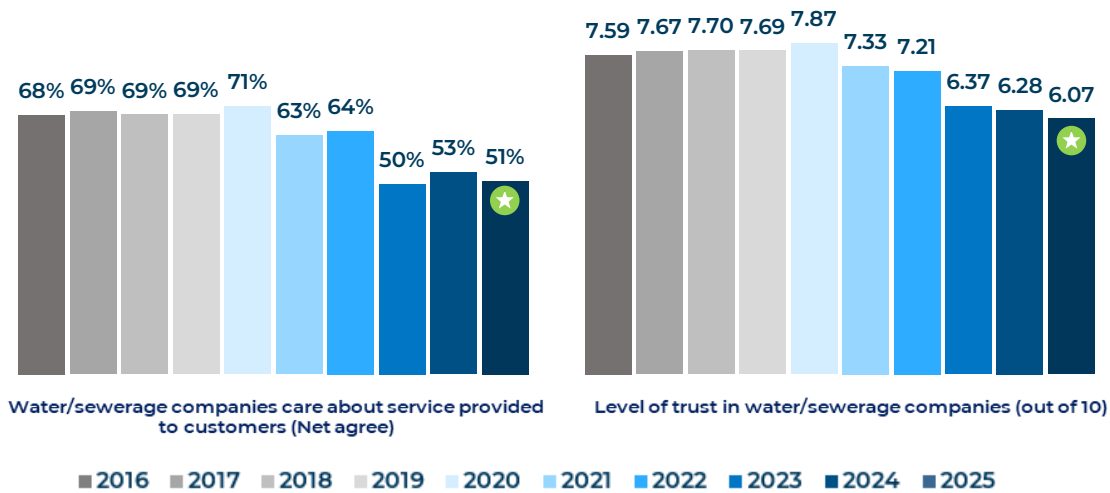
- 2025 saw a significant decrease for Trust in water from 6.28<sup>5</sup> in 2024 to 6.07 (Figure 2), the lowest score since monitoring began.
- Trust was significantly higher in Wales than in England (6.68 vs. 6.03 respectively).
- Water companies are less trusted than energy companies (6.07 vs. 7.11 respectively).

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<sup>5</sup> Question is rated on a scale from 1 to 10, where 1 is 'do not trust them at all' to 10 'completely trust them'. The figure reported here is an average of all trust scores.

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

10-year rolling avg. 2016 - 2025	62.6%	7.17
Change since last year	-2%	-0.22
10-year trend	↓	↓



★ Significant difference between 2024-2025 for Care and for Trust

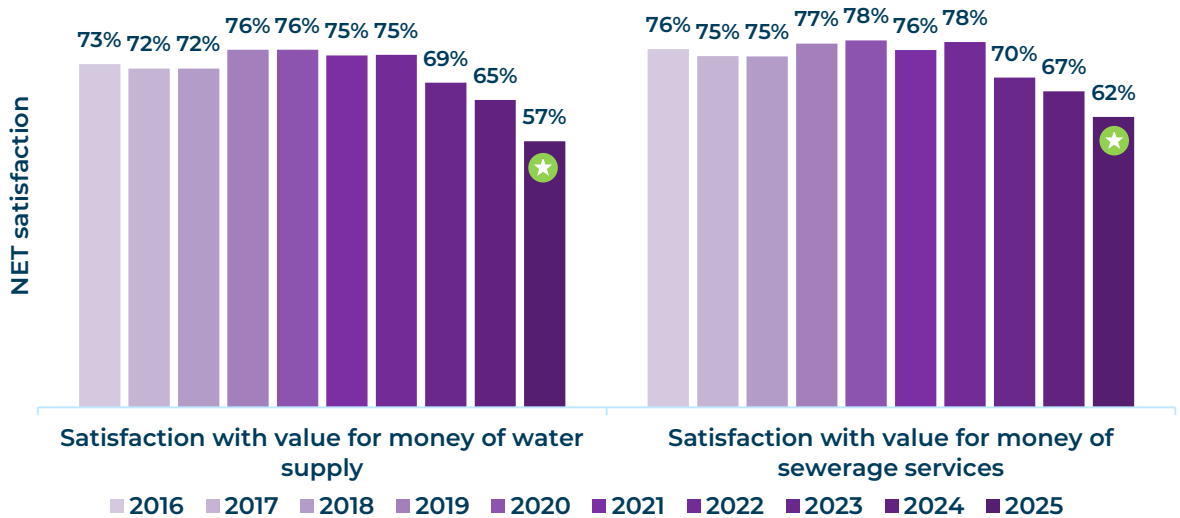
## Value for money

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

- 57% of customers in England and Wales were satisfied with the value for money of their water services, decreasing significantly since 2024 (65%). The 10-year trend is static (Figure 3).
- 62% of customers in England and Wales were satisfied with the value for money of their sewerage services and this decreased significantly since 2024 (67%). The 10-year trend is static (Figure 3).

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

10-year rolling avg. 2016 - 2025	70.9%	73.3%
Change since last year	-9%	-5%
10-year trend	↔	↔



★ Significant difference between 2024-2025 for satisfaction with value for money of water supply and sewerage services

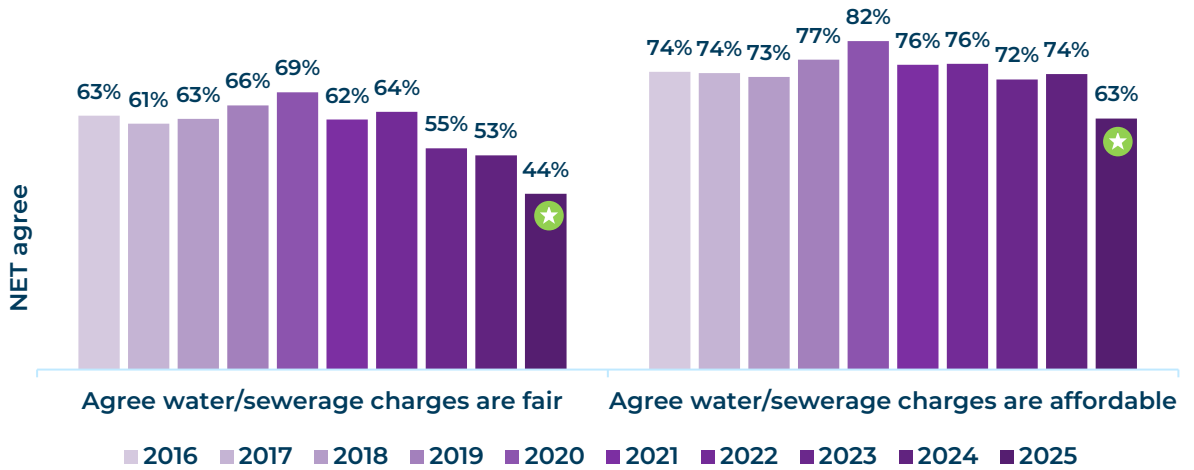
# Fairness and affordability of charges

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

- In 2025, 44% of customers in England and Wales agreed that the charges they pay are fair, a significant decrease since 2024 (53%).
- More customers agreed that their charges are affordable, 63% in England and Wales in 2025 (Figure 4). The proportion of customers agreeing that their charges are affordable has decreased significantly since last year (74%).

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

10-year rolling avg. 2016 - 2025	60.1%	74.2%
Change since last year	-10%	-11%
10-year trend	↔	↔



★ Significant difference between 2024-2025 for agreement that charges are fair and affordable

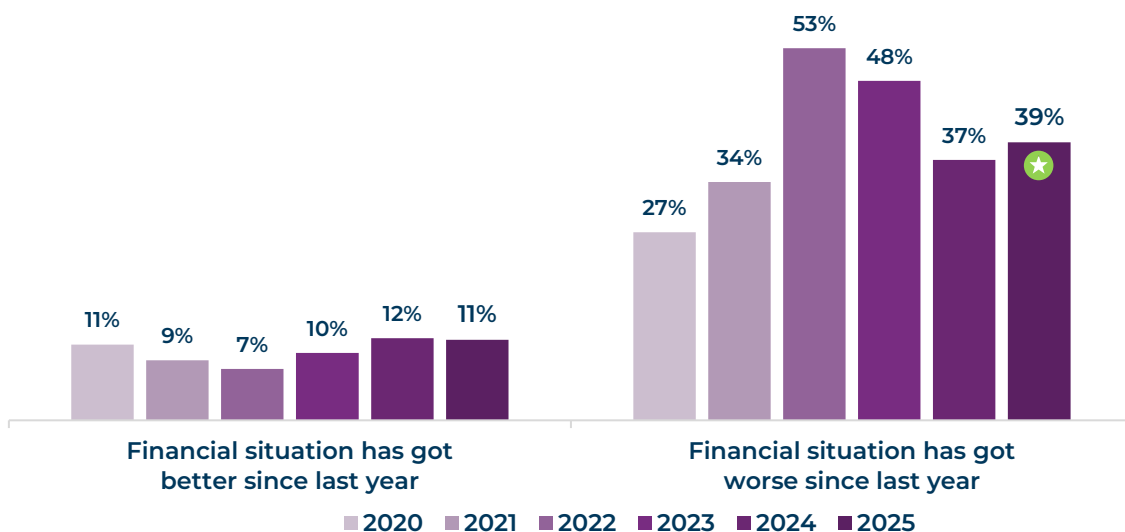
## Change in financial situation over the last year

In 2025, significantly more customers say their financial situation has got worse since last year.

- In 2025, 39% say their household finances have got worse over the last year, a significant increase from 2024 (37%).
- Just over one tenth (11%) say that their financial situation has got better over the last year, similar to 2024 (12%).

Figure 5: Change in financial situation since last year

6-year rolling avg. 2020 – 2025	9.9%	39.6%
Change since last year	0%	+2%
6-year trend	↔	↔



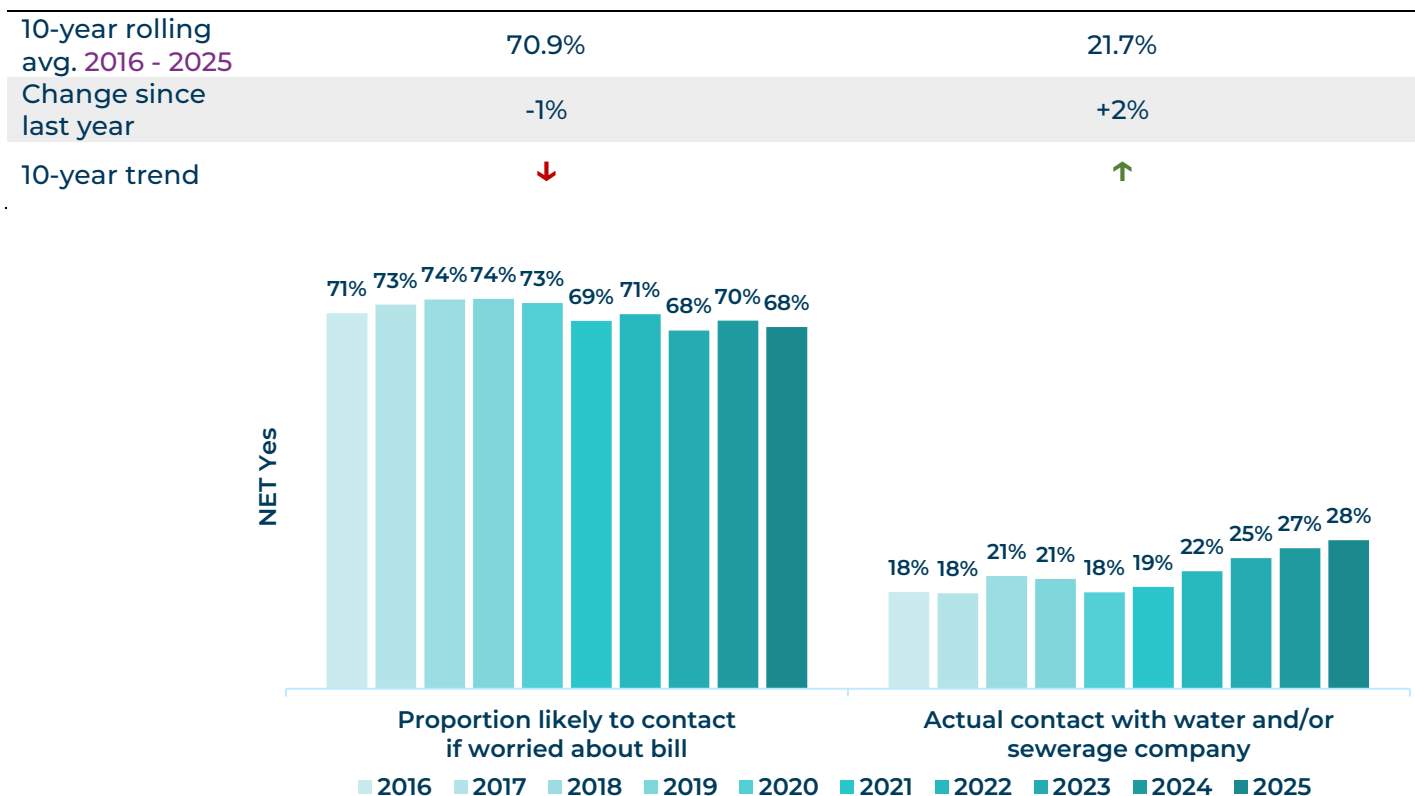
★ Significant difference between 2024-2025 for financial situation got worse since last year.

## Contact with water companies

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

- Over two-thirds (68%) in England and Wales would be likely to contact their supplier if they had a problem with their bill (Figure 6). The 10-year trend is downward.
- Actual contact is increasing. Over one quarter of customers (28%) in England and Wales contacted their water/sewerage company in 2025, a slight increase since 2024 (27%), though this is not significant. The main reason for contact was a billing enquiry.
- In 2025, 69% of customers in England and Wales who contacted their water/sewerage company in the last year were satisfied with how it went overall, a significant decrease since 2024 (75%).
- Satisfaction with specific aspects of contact handling ranges from 75% to 66% (including ease of contact, quality of information, knowledge/ professionalism, resolution and kept informed). The overall trend for all individual attributes is downward.

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



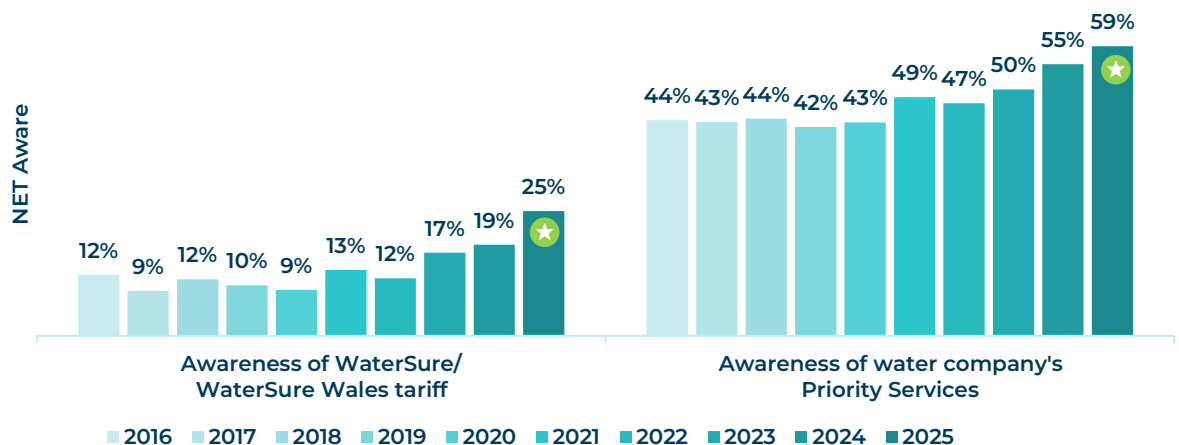
## Awareness of additional support

Significant increases and upward trends for awareness of additional support offered by water companies

- Awareness of the WaterSure<sup>6</sup> tariff has increased significantly to 25% in England and Wales, and the 10-year trend is upward.
- 59% of customers in England and Wales are aware of Priority Services<sup>7</sup>. This has increased significantly since 2024 (55%), and the 10-year trend is upward.
- 56% were aware that their water company offers reduced bills to some households, whose sometimes struggle to pay their bills because of their financial circumstances, a significant increase since 2024 (49%). The 5-year trend is upward (Figure 8).

**Figure 7: Awareness of WaterSure and Priority Services**

10-year rolling avg. 2016 - 2025	13.7%	47.7%
Change since last year	+7%	+4%
10-year trend	↑	↑



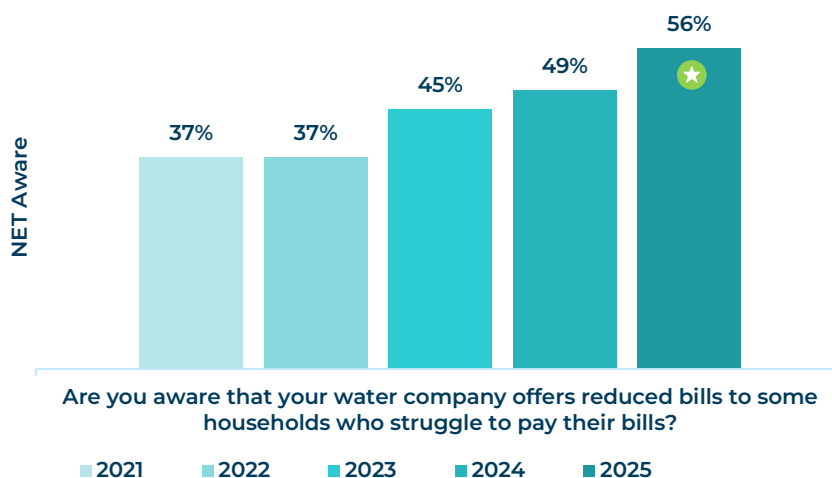
★ Significant difference between 2024-2025 for awareness of WaterSure and Priority Services

<sup>6</sup> WaterSure is a system set up to provide a reduction in charges for customers on a low income and whose water is supplied by a meter.

<sup>7</sup> A Priority Services Register (PSR) is a water company's record of customers with individual needs such as disability, illness or other requirements, that need extra support.

**Figure 8: Awareness of water company offering reduced bills**

5-year rolling avg. 2021 - 2025	45.0%
Change since last year	+7%
5-year trend	↑



★ Significant difference between 2024-2025

## Communication about services, plans and additional services

When asked how well their water/water and sewerage company communicates with them about its services and plans and the availability of support such as WaterSure and Priority or additional services, there has been a significant decrease since 2024, with less than half saying the communications are good.

- Across England and Wales, 46% of customers said that the communications from their companies are good, significantly lower than in 2024 (51%).
- On the other hand, 25% of customers said that the communications are poor and 37% of these said the main reason for having this view is that they don't get regular correspondence.

## Water meters

Over two-thirds of non-metered customers are aware of the free meter scheme; however, only a minority of customers are aware that a meter can be fitted on a trial basis.<sup>89</sup>

- Over two-thirds of unmetered customers in England and Wales are aware of the free meter scheme (69%), a slight increase since 2024 (though not significant); the 10-year trend is static (Figure 9).

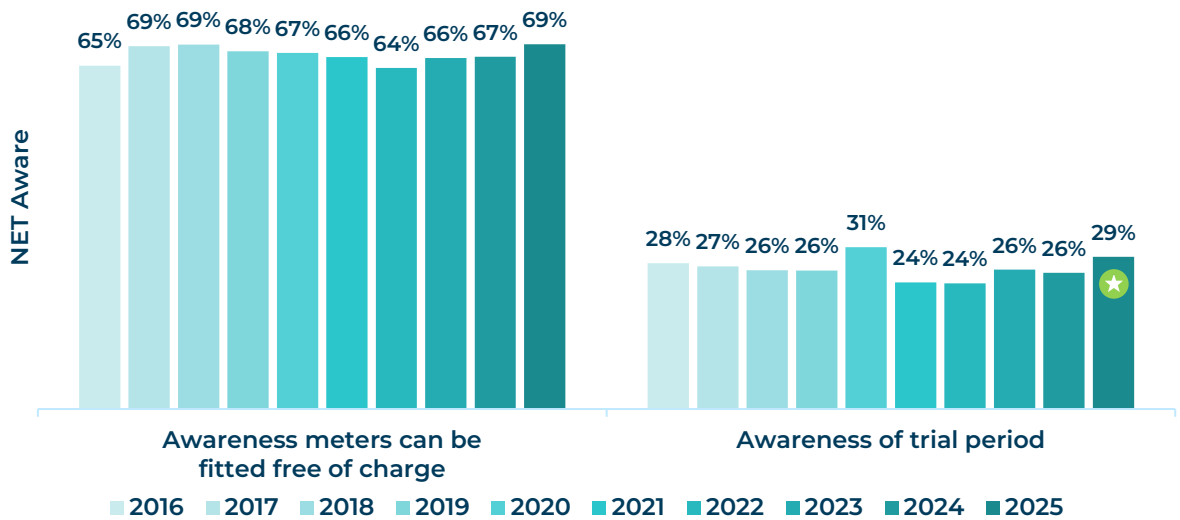
8 Awareness is measured only in water company areas where the free meter trial scheme has not been discontinued due to universal metering programmes, and only amongst customers from households that do not already have a water meter.

9 Historical figures may have changed due to 'Not stated' responses being removed from the base.

- Only 29% of customers in England and Wales were aware of the trial period, however, this is significantly higher than in 2024 (26%), and the 10-year trend is static.

**Figure 9: Awareness meters can be fitted for free and can be trialed**

10-year rolling avg. 2016 - 2025	67.0%	26.6%
Change since last year	+2%	+3%
10-year trend	↔	↔



★ Significant difference between 2024-2025 for awareness of trial period

## Satisfaction with overall experience/customer services

The trend for satisfaction with overall experience is downward, with a significant decrease since 2024.

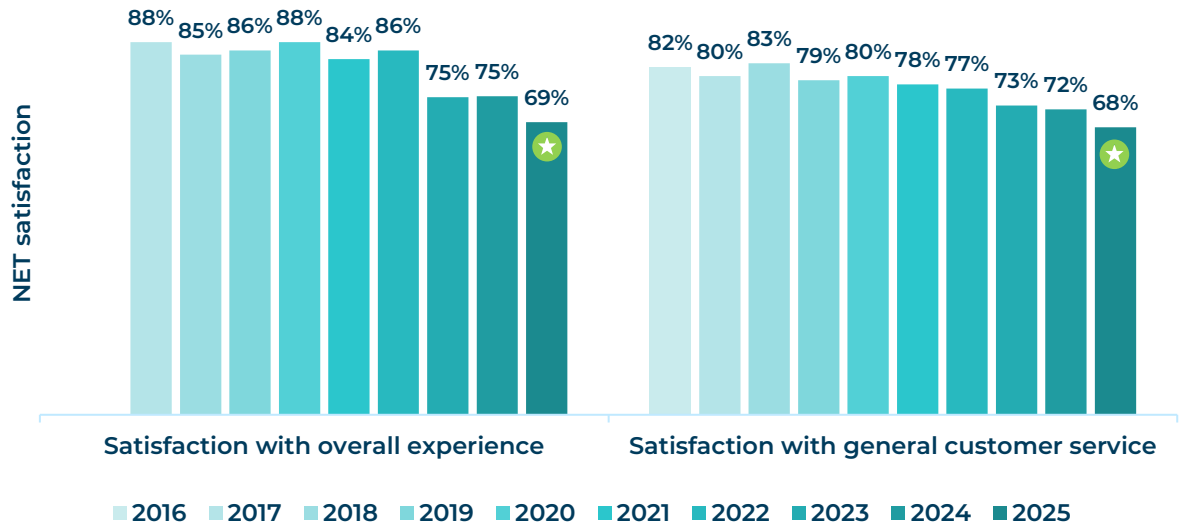
- When asked to think about their overall experience of water and/or sewerage service, including the provision of services, as well as charges, customer services and billing, 69% of customers in England and Wales were satisfied, significantly lower than in 2024 (75%).

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

- When asked to consider customer services more generally, including the frequency and content of bills, meter readings and payment options, 68% of customers in England and Wales were satisfied, significantly lower than in 2024 (72%).
- The main reason for dissatisfaction continues to be the lack of communication/information.

**Figure 10: Satisfaction with overall experience/ customer services**

9/10-year rolling avg. 2016/7 – 2024	81.9%	77.1%
Change since last year	-6%	-4%
9/10-year trend	↓	↓



★ Significant difference between 2024-2025 for satisfaction with overall experience and customer service

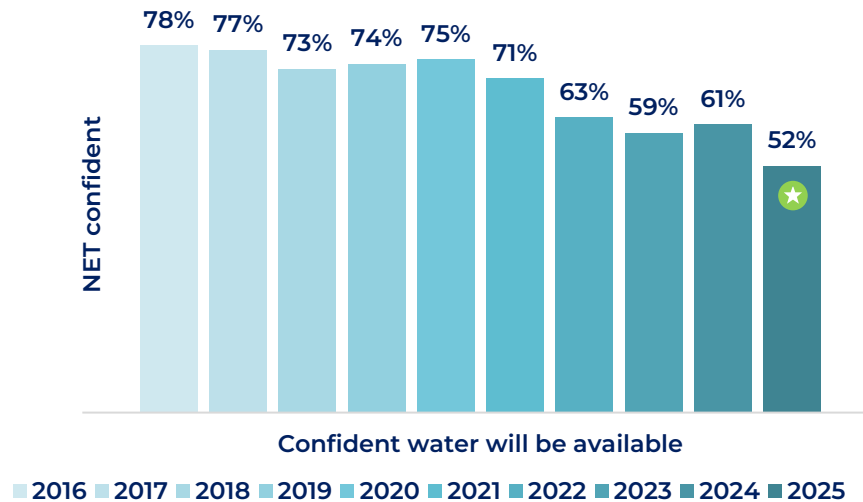
## Views on the longer-term availability and accessibility of water

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

- Only half of customers in England and Wales were confident that in the longer term their water supply will be available without restriction, that is, not subject to hosepipe bans or other restrictions on use (52%), a significant decrease since 2024 (61%).
- Of customers who were confident that the water supply will be available, three in ten said this is because they have never had a problem with water shortages (31%), closely followed by they have never had a hosepipe ban before (28%). However, one in eight (13%) of customers confident that the water supply will be available said they had or could experience restrictions.
- Customers not confident that the water supply will be available were most likely to say this is because they have already experienced or thought they would experience restrictions (52%), that the companies should spend more on new infrastructure (24%), that there has not been as much rain/had periods of hot weather (22%) or that we've not had as much rain/periods of hot weather (22%).

**Figure 11: Confident water will be available**

10-year rolling avg. 2016 – 2025	68.2%
Change since last year	-9%
10-year trend	↓



★ Significant difference between 2024-2025

## Protecting the environment

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

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

- Just over one-third of customers (35%) were satisfied with how much their water company does to protect the environment, unchanged since 2024.
- Over three-quarters of those not satisfied said their rating was because there is too much pollution/sewage is put into water (78%), which has increased significantly since 2024 (44%).

A new question about availability of water in the local area was added in 2023. One third of customers said that there is plenty of water available (34%), a significant decrease since 2024 (49%); three in ten (31%) said there are moderate levels of water available (virtually unchanged since 2024 – 28%). Customers in Wales were significantly more likely to say there is plenty of water available than those in England (49% vs. 33% respectively).

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

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

**Table 1: England and Wales significant differences in 2024**

Measures	England %/n	England 10-year trend	Wales %/n	Wales 10-year trend
Care about services provided	50%	↓	65%	↓
Level of trust	6.03	↓	6.68	↓
Satisfaction with value for money of water services	56%	↔	64%	↔
Satisfaction with value for money of sewerage services	61%	↔	70%	↔
Good communication on services and plans <sup>10</sup>	46%	↔	53%	↔
Overall satisfaction with water supply	85%	↓	92%	↓
Confidence in longer term water supply	52%	↓	65%	↓
Satisfaction with overall experience <sup>11</sup>	69%	↓	79%	↓
Satisfaction with general customer service	67%	↓	77%	↓
Water company causes all/most river pollution	25%	n/a	20%	n/a
Plenty of water available in the local area	33%	n/a	49%	n/a
Aware water meters can be fitted free of charge	68%	↔	82%	↑
Aware water meters can be trialled for 2 years	27%	↔	43%	↔

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

- Safety of drinking water
- Taste and smell of tap water
- Hardness/softness of water

<sup>10</sup> Seven-year trend

<sup>11</sup> Nine-year trend.

## Methodology

Telephone research was conducted with a random sample of households across England and Wales. Respondents were responsible, either solely or jointly, for paying their household's water bill. Quota controls were on the demographic profile of respondents, which were set to ensure that the profile of respondents was similar to that achieved in previous years to ensure comparability of data.

Fieldwork took place between 1<sup>st</sup> July 2025 and 19<sup>th</sup> January 2026. This included a pilot survey of 50 customers to review interview length and routing. A total of 3,505 interviews took place which were an average of 21 minutes and 305 seconds long.

At company level, CCW commissioned 200 interviews for each of the 11 WaSCs, 250 for Affinity Water and 150 for the remaining 7 WoCs which equates to 3,500 interviews (3,505 were achieved). As in previous years, each water company was given the opportunity to boost interview numbers, but none did so in 2025.

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

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

The findings for each WaSC and WoC are reported here on a question-by-question basis; they are also published on CCW's website<sup>12</sup> on a company-by-company basis.

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<sup>12</sup> <https://www.ccwater.org.uk/households/company-performance/>

## Analysis

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

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

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

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

**Table 2: Statistical reliability**

	Sample size	10% or 90% ±	30% or 70% ±	50% ±
Total	3,505	0.99	1.51	1.65
England	3,104	1.05	1.61	1.76
Wales	401	2.94	4.48	4.89
Company sample sizes	250	3.72	5.68	6.20
	200	4.16	6.35	6.93
	150	4.80	7.33	8.00

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

Sample size 200: Anglian Water, Dŵr Cymru (Welsh Water), Hafren Dyfrdwy, Northumbrian Water, Severn Trent, Southern Water, South West Water, Thames Water, United Utilities, Wessex Water, Yorkshire Water

Sample size 250: Affinity Water

Significant differences between England and Wales, and 2025 cf. 2024 data are highlighted on national charts with a star.

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

The SEC classifications used are:

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

Water Matters has been a company-level survey for fifteen years, but trend analysis has been limited to ten years. Where 'don't know' responses are excluded from reported percentages, the rolling 10-year averages are calculated using the total valid base (which excludes 'don't know' responses or respondents who refused to answer) of weighted data at each time point to account properly for the changes in proportions of respondents answering each question. Where questions are reported with 'don't know' responses (e.g. awareness questions) the rolling 10-year averages are based on the total sample size for the water industry in England and Wales, nation (England or Wales) or company as appropriate.

For consistency in approach to trend analysis between 2016 and 2025, the 10-year trends are analysed using the Mann-Kendall method (Mann 1945<sup>13</sup>, Kendall 1975<sup>14</sup>). This statistical technique identifies significant upward or downward trends in the reported proportions for each of the key measures. The Mann-Kendall analysis is applied to exponentially smoothed, transformed data rather than the raw data. The raw data is transformed using the arcsine square root transformation to prevent forecasts from passing the lower (0%) or upper (100%) bounds. The smoothing process then produces a weighted average of the year in question and all years preceding (using a conservative smoothing parameter,  $\alpha=0.5$ ) to smooth any spikes or troughs in the reported proportions. The smoothed data determines whether a longer-term increasing or decreasing trend exists (indicated by trend arrows on the charts) which is determined by using a Mann-Kendall test (Gilbert 1987<sup>15</sup>). 10-year trend analyses are only conducted when data exists for all of the previous ten years and when the question format, routing and text has remained the same over this entire period.

## Changes in 2025

- Likelihood to recommend water companies was removed in 2024 and has been re-introduced this year on a 0 to 10 scale (where 0 is not at all likely to recommend and 10 is extremely likely to recommend).

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

<sup>14</sup>Kendall, M.G. 1975. *Rank Correlation Methods*, 4th edition, Charles Griffin, London.

<sup>15</sup>Gilbert, Richard O. *Statistical Methods for Environmental Pollution Monitoring*. United States: N. p., 1987

## Interpreting the 10-year trend tables in the chapters which follow

Due to rounding, summed percentages may be  $\pm 1\%$  different from summing individual proportions. For example, in Figure 3, the year-on-year difference for satisfaction with value for money of water services is  $-9\%$ . Actual figures are  $65.33\%$  in 2024 (shown as  $65\%$ ) and  $56.54\%$  in 2025 (shown as  $57\%$ ). Although the difference could be shown as  $-8\%$  ( $65\%$  minus  $57\%$ ), it is actually  $-8.79\%$  and shown as a  $-9\%$  change.

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

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

The base sample sizes reported in the WaSC and WoC analysis tables include 'don't know' responses consistent with the layout of previous Water Matters reports. The actual base sizes for each question will vary slightly from these as they exclude 'don't know' answers; in nearly all cases the numbers of 'don't know' responses excluded is so small that there is no difference from the margin of error for the full sample size. Open response questions display coded responses where they are greater than  $3\%$  only and are based on all responses.

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

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

- $\uparrow$  in green indicates a significant upward 10-year trend, or where the 10-year average for a specific company is significantly higher than the 10-year average for aggregate WaSCs or WoCs, or where there has been a significant increase since 2024.
- $\downarrow$  in red indicates a significant downward 10-year trend, or where the 10-year average for a company is significantly lower than the aggregate for all WaSCs or WoCs, or where there has been a significant fall since 2024.
- $\leftrightarrow$  in blue indicates a flat trend where there is no significant change over ten years, or no difference in the 10-year company average to the aggregate average for all WaSCs or WoCs, or no significant difference between 2024 and 2025 findings.

# Chapter 1: A Trusted Water Sector

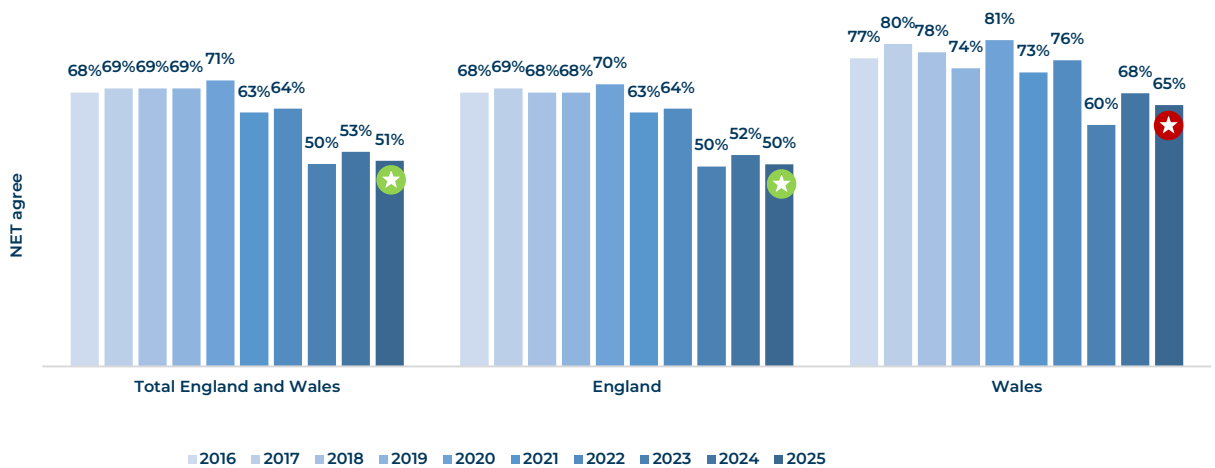
This part of the data report covers customer perceptions of how much water companies care about the services they provide; the level of trust they have in their water company; and their likelihood to recommend their water and/or sewerage company to friends and family.

## 1.1 Care about service provision

Customers were asked to what extent they agreed or disagreed that their water company cares about the service it provides to its customers. 10-year trends for England and Wales, for England and for Wales are shown in Figure 12, with trends for WaSCs and for WoCs in Table 3 and Table 4, which follow.

**Figure 12: Care about service provision**

10-year rolling avg. 2016 - 2025	62.6%	62.0%	73.0%
Change since last year	-2%	-2%	-3%
10-year trend	↓	↓	↓



★ Significant difference between 2024-2025 data in England, Wales and in Total

★ Significant difference between England & Wales 2025

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

Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	62.6%	<p>68% 69% 69% 69% 71% 63% 64% 50% 53% 51%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-2%
Total WaSCs (2025 base sample: 2,060)	63.1%	<p>70% 69% 69% 69% 71% 64% 66% 51% 53% 50%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	50%	-3%
Anglian Water (2025 base sample: 200)	64.5%	<p>68% 73% 69% 69% 71% 69% 63% 54% 55% 57%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+2%
Dŵr Cymru Welsh Water (2025 base sample: 200)	73.2%	<p>76% 79% 79% 75% 81% 72% 76% 60% 68% 65%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	-3%
Hafren Dyfrdwy (2025 base sample: 201)	68.1%	<p>72% 69% 75% 75% 74% 62% 63% 56%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-6%
Northumbrian Water (2025 base sample: 200)	69.9%	<p>79% 73% 75% 71% 76% 73% 68% 59% 61% 64%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+3%
Severn Trent (2025 base sample: 200)	66.7%	<p>74% 69% 72% 74% 76% 66% 70% 56% 56% 56%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-1%
South West Water (2025 base sample: 200)	55.8%	<p>66% 62% 62% 62% 71% 63% 63% 43% 41% 36%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-5%
Southern Water (2025 base sample: 201)	52.4%	<p>67% 61% 62% 62% 62% 49% 49% 37% 46% 32%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-14%
Thames Water (2025 base sample: 200)	52.1%	<p>61% 61% 60% 60% 60% 53% 60% 40% 37% 32%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-5%

Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
United Utilities (2025 base sample: 200)	65.6%	<p>69% 69% 70% 70% 72% 65% 70% 52% 62% 58%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-5%
Wessex Water (2025 base sample: 201)	69.4%	<p>74% 74% 70% 75% 80% 64% 68% 53% 66% 69%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+3%
Yorkshire Water (2025 base sample: 200)	66.7%	<p>72% 74% 76% 75% 76% 71% 65% 54% 57% 49%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-8%

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

Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	62.6%	<p>68% 69% 69% 69% 71% 63% 64% 50% 53% 51%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-2%
Total WoCs (2025 base sample: 1,445)	61.1%	<p>64% 71% 66% 67% 68% 60% 59% 49% 53% 54%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	54%	+2%
Affinity Water (2025 base sample: 250)	58.1%	<p>60% 66% 61% 65% 66% 56% 57% 48% 50% 52%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+3%
Bristol Water (2025 base sample: 150)	71.0%	<p>65% 81% 74% 82% 80% 75% 70% 55% 58% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+13%
Cambridge Water (2025 base sample: 150)	62.3%	<p>72% 65% 74% 68% 72% 64% 58% 50% 53% 51%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-2%

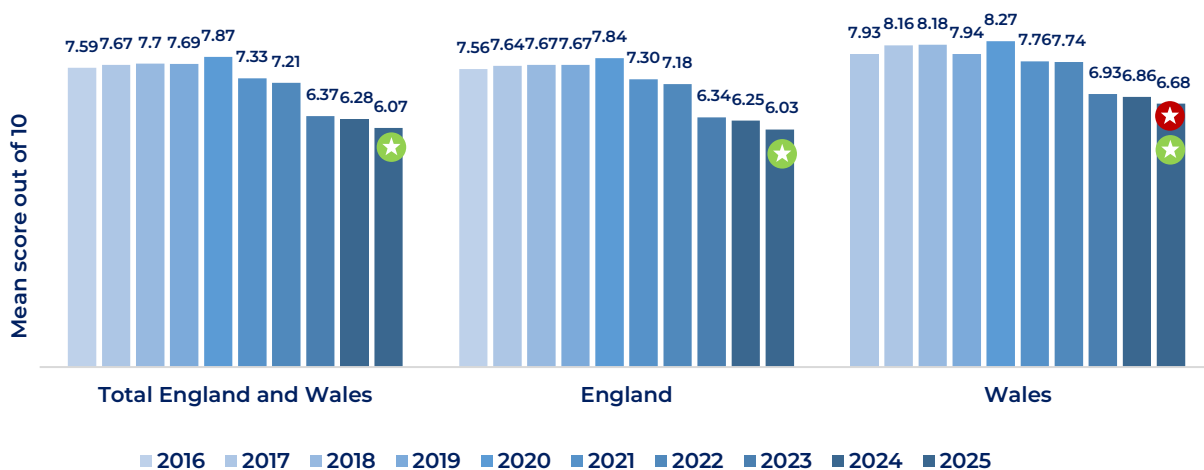
Companies care about service provided to customers	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Essex & Suffolk Water (2025 base sample: 150)	64.4%	<table border="1"> <caption>10-year company trend for Essex &amp; Suffolk Water</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>68%</td></tr> <tr><td>17</td><td>67%</td></tr> <tr><td>18</td><td>69%</td></tr> <tr><td>19</td><td>64%</td></tr> <tr><td>20</td><td>74%</td></tr> <tr><td>21</td><td>64%</td></tr> <tr><td>22</td><td>65%</td></tr> <tr><td>23</td><td>56%</td></tr> <tr><td>24</td><td>58%</td></tr> <tr><td>25</td><td>59%</td></tr> </tbody> </table>	Year	Percentage	16	68%	17	67%	18	69%	19	64%	20	74%	21	64%	22	65%	23	56%	24	58%	25	59%	↓	↔	+2%
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Portsmouth Water (2025 base sample: 151)	63.4%	<table border="1"> <caption>10-year company trend for Portsmouth Water</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>74%</td></tr> <tr><td>17</td><td>68%</td></tr> <tr><td>18</td><td>74%</td></tr> <tr><td>19</td><td>67%</td></tr> <tr><td>20</td><td>72%</td></tr> <tr><td>21</td><td>62%</td></tr> <tr><td>22</td><td>56%</td></tr> <tr><td>23</td><td>39%</td></tr> <tr><td>24</td><td>60%</td></tr> <tr><td>25</td><td>61%</td></tr> </tbody> </table>	Year	Percentage	16	74%	17	68%	18	74%	19	67%	20	72%	21	62%	22	56%	23	39%	24	60%	25	61%	↓	↔	+1%
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South East Water (2025 base sample: 150)	53.7%	<table border="1"> <caption>10-year company trend for South East Water</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>59%</td></tr> <tr><td>17</td><td>72%</td></tr> <tr><td>18</td><td>60%</td></tr> <tr><td>19</td><td>60%</td></tr> <tr><td>20</td><td>61%</td></tr> <tr><td>21</td><td>52%</td></tr> <tr><td>22</td><td>50%</td></tr> <tr><td>23</td><td>41%</td></tr> <tr><td>24</td><td>43%</td></tr> <tr><td>25</td><td>40%</td></tr> </tbody> </table>	Year	Percentage	16	59%	17	72%	18	60%	19	60%	20	61%	21	52%	22	50%	23	41%	24	43%	25	40%	↓	↓	-3%
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South Staffs Water (2025 base sample: 150)	64.0%	<table border="1"> <caption>10-year company trend for South Staffs Water</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>62%</td></tr> <tr><td>17</td><td>80%</td></tr> <tr><td>18</td><td>68%</td></tr> <tr><td>19</td><td>69%</td></tr> <tr><td>20</td><td>69%</td></tr> <tr><td>21</td><td>63%</td></tr> <tr><td>22</td><td>59%</td></tr> <tr><td>23</td><td>52%</td></tr> <tr><td>24</td><td>57%</td></tr> <tr><td>25</td><td>59%</td></tr> </tbody> </table>	Year	Percentage	16	62%	17	80%	18	68%	19	69%	20	69%	21	63%	22	59%	23	52%	24	57%	25	59%	↓	↔	+2%
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SES Water (2025 base sample: 151)	59.6%	<table border="1"> <caption>10-year company trend for SES Water</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>68%</td></tr> <tr><td>17</td><td>66%</td></tr> <tr><td>18</td><td>61%</td></tr> <tr><td>19</td><td>67%</td></tr> <tr><td>20</td><td>57%</td></tr> <tr><td>21</td><td>55%</td></tr> <tr><td>22</td><td>51%</td></tr> <tr><td>23</td><td>57%</td></tr> <tr><td>24</td><td>56%</td></tr> <tr><td>25</td><td>59%</td></tr> </tbody> </table>	Year	Percentage	16	68%	17	66%	18	61%	19	67%	20	57%	21	55%	22	51%	23	57%	24	56%	25	59%	↓	↔	+3%
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## 1.2 Trust in water/sewerage companies

Customers were asked to what extent they trust their water company on a scale of 1 to 10 with 1 being 'do not trust them at all' and 10 being 'trust them completely'. National level trends are shown in Figure 13 with trends for WaSCs and for WoCs in Table 5 and Table 6, which follow.

**Figure 13: Trust in water/sewerage companies**

10-year rolling avg. 2016 - 2025	7.17	7.15	7.65
Change since last year	-0.22	-0.22	-0.17
10-year trend	↓	↓	↓



★ Significant difference between 2024-2025 data in England, Wales and in Total

★ Significant difference between England & Wales 2025

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

Level of trust in water companies	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	7.17	7.59 7.67 7.70 7.69 7.87 7.33 7.21 6.37 6.28 6.07 Year	↓	n/a	-0.22
Total WaSCs (2025 base sample: 2,060)	7.17	7.62 7.67 7.72 7.67 7.86 7.39 7.27 6.38 6.23 5.96 Year	↓	5.96	-0.27
Anglian Water (2025 base sample: 200)	7.31	7.60 7.93 7.72 7.69 7.89 7.66 7.30 6.45 6.46 6.45 Year	↓	↑	-0.01

Level of trust in water companies	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 200)	7.65	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.93</td><td>8.15</td><td>8.20</td><td>7.95</td><td>8.30</td><td>7.75</td><td>7.74</td><td>6.94</td><td>6.86</td><td>6.66</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.93	8.15	8.20	7.95	8.30	7.75	7.74	6.94	6.86	6.66	↓	↑	-0.20
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.93	8.15	8.20	7.95	8.30	7.75	7.74	6.94	6.86	6.66																	
Hafren Dyfrdwy (2025 base sample: 201)	7.46	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.97</td><td>7.78</td><td>7.85</td><td>7.84</td><td>7.66</td><td>6.83</td><td>6.80</td><td>6.98</td><td></td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.97	7.78	7.85	7.84	7.66	6.83	6.80	6.98			↓	↑	+0.18
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.97	7.78	7.85	7.84	7.66	6.83	6.80	6.98																			
Northumbrian Water (2025 base sample: 200)	7.64	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.95</td><td>8.01</td><td>7.96</td><td>7.96</td><td>8.16</td><td>7.70</td><td>7.81</td><td>6.90</td><td>6.91</td><td>7.02</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.95	8.01	7.96	7.96	8.16	7.70	7.81	6.90	6.91	7.02	↓	↑	+0.11
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.95	8.01	7.96	7.96	8.16	7.70	7.81	6.90	6.91	7.02																	
Severn Trent (2025 base sample: 200)	7.36	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.70</td><td>7.60</td><td>7.79</td><td>7.74</td><td>8.04</td><td>7.61</td><td>7.54</td><td>6.57</td><td>6.61</td><td>6.45</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.70	7.60	7.79	7.74	8.04	7.61	7.54	6.57	6.61	6.45	↓	↑	-0.17
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.70	7.60	7.79	7.74	8.04	7.61	7.54	6.57	6.61	6.45																	
South West Water (2025 base sample: 200)	6.72	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.29</td><td>7.27</td><td>7.19</td><td>7.56</td><td>7.72</td><td>7.21</td><td>7.00</td><td>6.14</td><td>5.42</td><td>5.13</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.29	7.27	7.19	7.56	7.72	7.21	7.00	6.14	5.42	5.13	↓	↓	-0.29
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.29	7.27	7.19	7.56	7.72	7.21	7.00	6.14	5.42	5.13																	
Southern Water (2025 base sample: 201)	6.55	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.37</td><td>7.31</td><td>7.13</td><td>7.38</td><td>7.31</td><td>6.53</td><td>6.26</td><td>5.44</td><td>5.74</td><td>5.08</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.37	7.31	7.13	7.38	7.31	6.53	6.26	5.44	5.74	5.08	↓	↓	-0.66
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.37	7.31	7.13	7.38	7.31	6.53	6.26	5.44	5.74	5.08																	
Thames Water (2025 base sample: 200)	6.54	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.31</td><td>7.17</td><td>7.57</td><td>7.04</td><td>7.20</td><td>6.86</td><td>6.72</td><td>5.79</td><td>5.12</td><td>4.74</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.31	7.17	7.57	7.04	7.20	6.86	6.72	5.79	5.12	4.74	↓	↓	-0.38
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.31	7.17	7.57	7.04	7.20	6.86	6.72	5.79	5.12	4.74																	
United Utilities (2025 base sample: 200)	7.34	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.72</td><td>7.77</td><td>7.66</td><td>7.86</td><td>8.09</td><td>7.45</td><td>7.41</td><td>6.62</td><td>6.57</td><td>6.23</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.72	7.77	7.66	7.86	8.09	7.45	7.41	6.62	6.57	6.23	↓	↑	-0.33
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.72	7.77	7.66	7.86	8.09	7.45	7.41	6.62	6.57	6.23																	
Wessex Water (2025 base sample: 201)	7.55	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.75</td><td>7.86</td><td>8.08</td><td>8.19</td><td>8.31</td><td>7.43</td><td>7.46</td><td>6.53</td><td>7.02</td><td>6.87</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.75	7.86	8.08	8.19	8.31	7.43	7.46	6.53	7.02	6.87	↓	↑	-0.15
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.75	7.86	8.08	8.19	8.31	7.43	7.46	6.53	7.02	6.87																	
Yorkshire Water (2025 base sample: 200)	7.41	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Score</th><td>7.72</td><td>7.99</td><td>7.94</td><td>8.06</td><td>8.06</td><td>7.68</td><td>7.50</td><td>6.63</td><td>6.50</td><td>5.96</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Score	7.72	7.99	7.94	8.06	8.06	7.68	7.50	6.63	6.50	5.96	↓	↔	-0.54
Year	16	17	18	19	20	21	22	23	24	25																	
Score	7.72	7.99	7.94	8.06	8.06	7.68	7.50	6.63	6.50	5.96																	

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

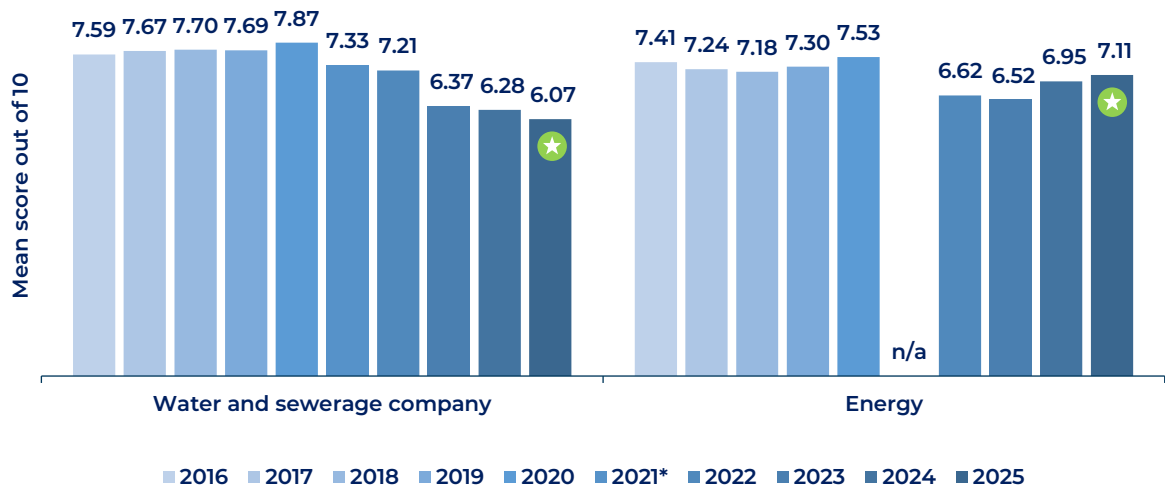
Level of trust in water companies	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	7.17	<p>7.59 7.67 7.70 7.69 7.87 7.33 7.21 6.37 6.28 6.07</p> <p>Year</p>	↓	n/a	-0.22
Total WoCs (2025 base sample: 1,445)	7.18	<p>7.46 7.69 7.61 7.74 7.91 7.08 7.01 6.33 6.49 6.47</p> <p>Year</p>	↓	6.47	-0.02
Affinity Water (2025 base sample: 250)	7.09	<p>7.46 7.41 7.43 7.77 7.82 6.93 6.86 6.35 6.46 6.41</p> <p>Year</p>	↓	↔	-0.05
Bristol Water (2025 base sample: 150)	7.50	<p>7.32 8.05 8.12 8.15 8.22 7.48 7.54 6.54 6.70 6.90</p> <p>Year</p>	↔	↑	+0.20
Cambridge Water (2025 base sample: 150)	7.37	<p>7.63 7.90 8.11 7.99 7.73 7.46 7.34 6.37 6.77 6.50</p> <p>Year</p>	↓	↔	-0.26
Essex & Suffolk Water (2025 base sample: 150)	7.35	<p>7.48 7.55 7.59 7.59 8.14 7.29 7.23 6.93 6.81 6.89</p> <p>Year</p>	↓	↑	+0.07
Portsmouth Water (2025 base sample: 151)	7.29	<p>7.64 8.20 7.80 7.87 8.10 7.07 6.85 5.89 6.83 6.68</p> <p>Year</p>	↓	↔	-0.15
South East Water (2025 base sample: 150)	6.71	<p>7.21 7.44 7.39 7.36 7.60 6.63 6.58 5.49 5.81 5.64</p> <p>Year</p>	↓	↓	-0.16
South Staffs Water (2025 base sample: 150)	7.37	<p>7.62 8.02 7.57 7.87 8.00 7.25 7.17 6.52 6.70 6.95</p> <p>Year</p>	↓	↑	+0.25
SES Water (2025 base sample: 151)	7.22	<p>7.26 7.82 7.52 7.58 7.63 7.23 7.07 6.72 6.63 6.76</p> <p>Year</p>	↓	↔	+0.13

### 1.3 Level of trust compared to gas/electricity companies

Reintroduced in 2022 after a one-year break, a comparative question was asked about the level of trust in gas and/or electricity companies on the same 1 to 10 scale. National level trends are shown comparing mean scores with water and sewerage companies in Figure 14 below.

**Figure 14: Level of trust in water/sewerage and gas/electricity companies**

10-year rolling avg. 2016 – 2025	7.17	7.08
Change since last year	-0.22	+0.15
10-year trend	↓	↓



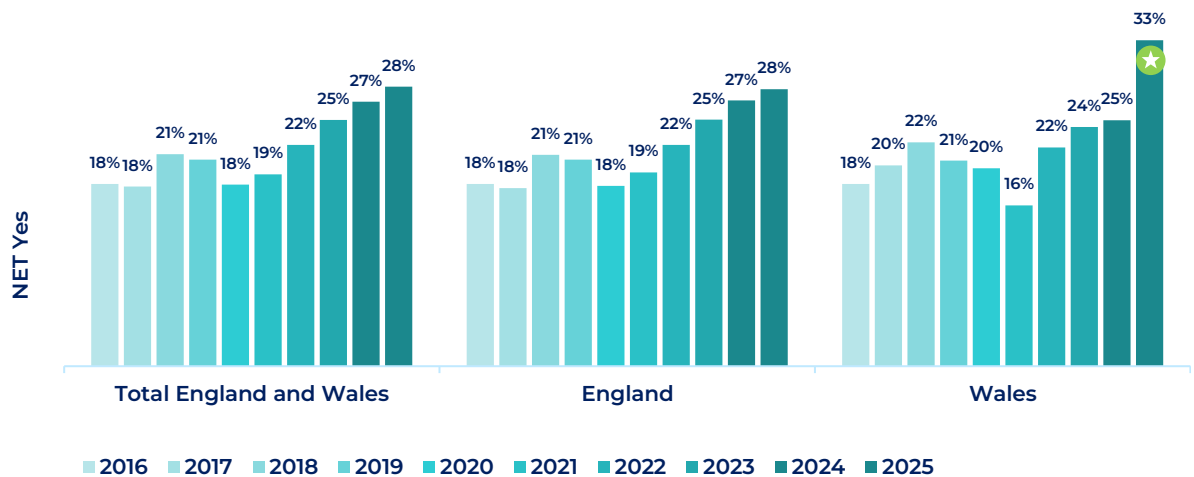
★ Significant difference between 2024-2025 data for Water & Sewerage and Energy

## 1.4 Prevalence of customers contacting their water company

Respondents were asked whether or not they had contacted their water/sewerage company in the last 12 months. Figure 15 shows contact trends for England and Wales and for each nation. This is followed by contact trends for each WaSC in Table 7 and for each WoC in Table 8.

**Figure 15: Contact with the water/sewerage company**

10-year rolling avg. 2016 - 2025	21.7%	21.7%	22.1%
Change since last year	+2%	+1%	+8%
10-year trend	↑	↑	↑



★ Significant difference between 2024-2025 data in Wales

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

Contact with your water and/or sewerage company	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	21.7%		↑	n/a	+2%
Total WaSCs (2025 base sample: 2,060)	22.1%		↑	29%	+1%
Anglian Water (2025 base sample: 200)	21.7%		↑	↔	-2%

Contact with your water and/or sewerage company	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 200)	22.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>18%</td><td>20%</td><td>22%</td><td>20%</td><td>20%</td><td>16%</td><td>22%</td><td>24%</td><td>25%</td><td>33%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	18%	20%	22%	20%	20%	16%	22%	24%	25%	33%	↑	↔	+8%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	18%	20%	22%	20%	20%	16%	22%	24%	25%	33%																	
Hafren Dyfrdwy (2025 base sample: 201)	21.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>23%</td><td>25%</td><td>19%</td><td>18%</td><td>24%</td><td>19%</td><td>19%</td><td>24%</td><td></td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	23%	25%	19%	18%	24%	19%	19%	24%			↔	↔	+6%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	23%	25%	19%	18%	24%	19%	19%	24%																			
Northumbrian Water (2025 base sample: 200)	17.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>16%</td><td>15%</td><td>20%</td><td>22%</td><td>13%</td><td>18%</td><td>20%</td><td>16%</td><td>21%</td><td>20%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	16%	15%	20%	22%	13%	18%	20%	16%	21%	20%	↔	↓	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	16%	15%	20%	22%	13%	18%	20%	16%	21%	20%																	
Severn Trent (2025 base sample: 200)	22.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>16%</td><td>20%</td><td>20%</td><td>19%</td><td>18%</td><td>17%</td><td>25%</td><td>29%</td><td>30%</td><td>29%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	16%	20%	20%	19%	18%	17%	25%	29%	30%	29%	↑	↔	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	16%	20%	20%	19%	18%	17%	25%	29%	30%	29%																	
South West Water (2025 base sample: 200)	23.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>24%</td><td>18%</td><td>27%</td><td>24%</td><td>15%</td><td>22%</td><td>24%</td><td>24%</td><td>27%</td><td>26%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	24%	18%	27%	24%	15%	22%	24%	24%	27%	26%	↔	↔	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	24%	18%	27%	24%	15%	22%	24%	24%	27%	26%																	
Southern Water (2025 base sample: 201)	20.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>26%</td><td>19%</td><td>23%</td><td>18%</td><td>16%</td><td>18%</td><td>22%</td><td>23%</td><td>22%</td><td>23%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	26%	19%	23%	18%	16%	18%	22%	23%	22%	23%	↔	↓	+1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	26%	19%	23%	18%	16%	18%	22%	23%	22%	23%																	
Thames Water (2025 base sample: 200)	26.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>20%</td><td>18%</td><td>24%</td><td>25%</td><td>25%</td><td>25%</td><td>26%</td><td>33%</td><td>37%</td><td>35%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	20%	18%	24%	25%	25%	25%	26%	33%	37%	35%	↑	↔	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	20%	18%	24%	25%	25%	25%	26%	33%	37%	35%																	
United Utilities (2025 base sample: 200)	19.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>16%</td><td>16%</td><td>21%</td><td>15%</td><td>17%</td><td>19%</td><td>17%</td><td>22%</td><td>26%</td><td>30%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	16%	16%	21%	15%	17%	19%	17%	22%	26%	30%	↑	↔	+4%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	16%	16%	21%	15%	17%	19%	17%	22%	26%	30%																	
Wessex Water (2025 base sample: 201)	18.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>18%</td><td>14%</td><td>24%</td><td>17%</td><td>21%</td><td>18%</td><td>15%</td><td>19%</td><td>20%</td><td>25%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	18%	14%	24%	17%	21%	18%	15%	19%	20%	25%	↔	↔	+5%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	18%	14%	24%	17%	21%	18%	15%	19%	20%	25%																	
Yorkshire Water (2025 base sample: 200)	21.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>18%</td><td>20%</td><td>22%</td><td>22%</td><td>17%</td><td>15%</td><td>22%</td><td>24%</td><td>24%</td><td>33%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	18%	20%	22%	22%	17%	15%	22%	24%	24%	33%	↑	↔	+9%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	18%	20%	22%	22%	17%	15%	22%	24%	24%	33%																	

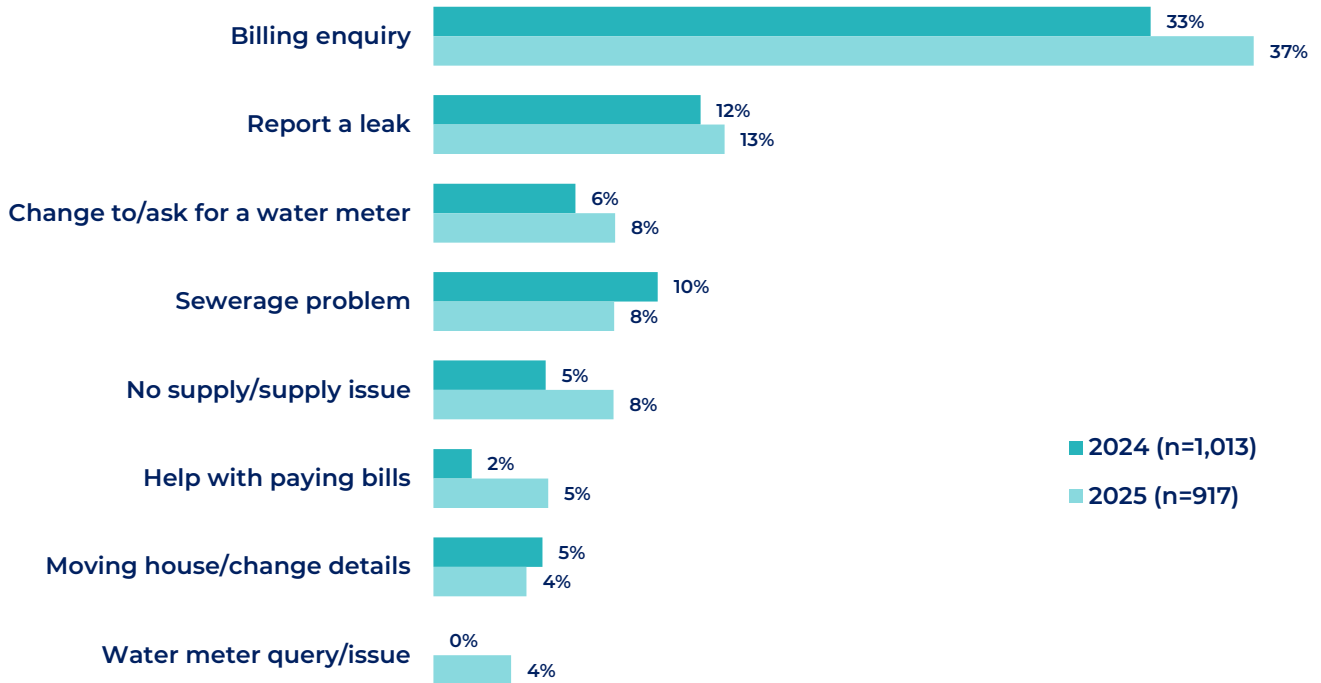
**Table 8: Contact with the water/sewerage company – WoCs**

Contact with your water and/or sewerage company	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	21.7%	<p>18% 18% 21% 21% 18% 19% 22% 25% 27% 28%</p> <p>Year</p>	↑	n/a	+2%
Total WoCs (2025 base sample: 1,445)	20.2%	<p>19% 18% 19% 22% 17% 19% 20% 22% 22% 24%</p> <p>Year</p>	↑	24%	+2%
Affinity Water (2025 base sample: 250)	20.9%	<p>18% 16% 18% 27% 19% 26% 24% 19% 20% 22%</p> <p>Year</p>	↔	↔	+2%
Bristol Water (2025 base sample: 150)	18.1%	<p>17% 20% 15% 17% 18% 16% 14% 20% 17% 27%</p> <p>Year</p>	↔	↔	+10%
Cambridge Water (2025 base sample: 150)	21.7%	<p>18% 20% 21% 18% 23% 20% 21% 19% 25% 30%</p> <p>Year</p>	↑	↔	+5%
Essex & Suffolk Water (2025 base sample: 150)	20.6%	<p>16% 19% 19% 22% 18% 18% 21% 22% 25% 26%</p> <p>Year</p>	↑	↔	+1%
Portsmouth Water (2025 base sample: 151)	17.6%	<p>20% 16% 19% 17% 16% 13% 14% 21% 20% 20%</p> <p>Year</p>	↔	↔	0%
South East Water (2025 base sample: 150)	22.2%	<p>25% 22% 22% 21% 17% 17% 21% 30% 23% 23%</p> <p>Year</p>	↔	↔	0%
South Staffs Water (2025 base sample: 150)	17.5%	<p>17% 15% 14% 21% 11% 17% 16% 20% 20% 23%</p> <p>Year</p>	↔	↔	+3%
SES Water (2025 base sample: 151)	20.3%	<p>19% 19% 18% 21% 15% 15% 21% 21% 28% 25%</p> <p>Year</p>	↔	↔	-4%

## 1.5 Reason for making contact with the water company

Those who had contacted their water company in the last 12 months were asked what their reason for contact was. Figure 16 shows the main reasons over the past 2 years.

**Figure 16: Reason for contact**



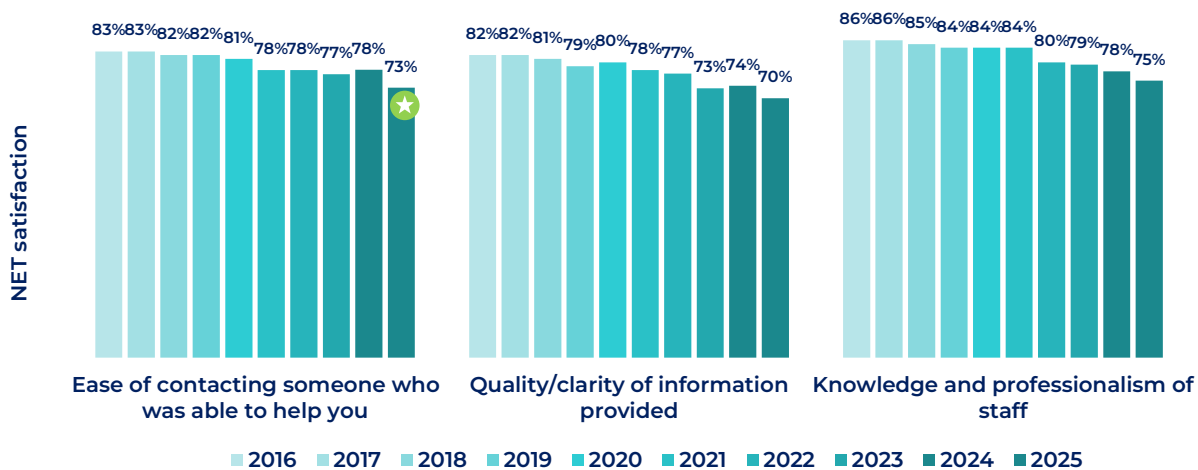
Footnote: Reasons for contact below 4% for 2025 are not shown.

## 1.6 Satisfaction with different aspects of contact

Respondents who made contact in the last 12 months were asked to rate their satisfaction with five different aspects of contact handling – ease of contact, quality of information, knowledge of staff, the feeling that the contact would be resolved and how well the company kept them informed of progress. Figure 17 and Figure 18 show national trends for the last ten years for each aspect of contact. This is followed by Figure 19 which compares 2025 satisfaction between England and Wales, and Table 9 and Table 10 which show 2025 satisfaction with aspects of service for each WaSC and each WoC respectively, and Table 11 and Table 12 which highlight the 10-year trends by WaSC and by WoC.

**Figure 17: Satisfaction with aspects of contact**

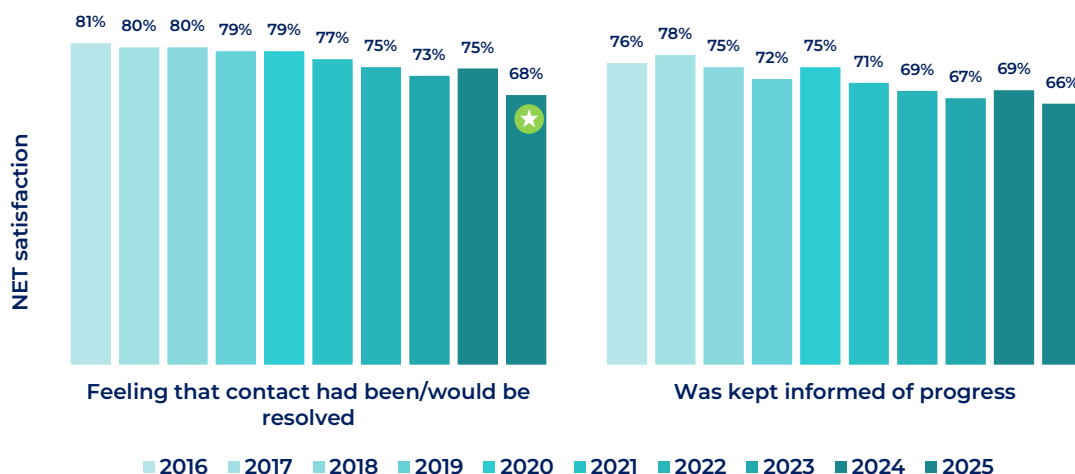
10-year rolling avg. 2016 - 2025	79.1%	77.1%	81.5%
Change since last year	-5%	-4%	-3%
10-year trend	↓	↓	↓



★ Significant difference between 2024-2025 data for Ease of contacting someone who was able to help you

**Figure 18: Satisfaction with aspects of contact**

10-year rolling avg. 2016 - 2025	76.0%	71.3%
Change since last year	-7%	-3%
10-year trend	↓	↓



★ Significant difference between 2024-2025 data for Feeling that contact had been/would be resolved

Figure 19: Satisfaction with aspects of contact by nation

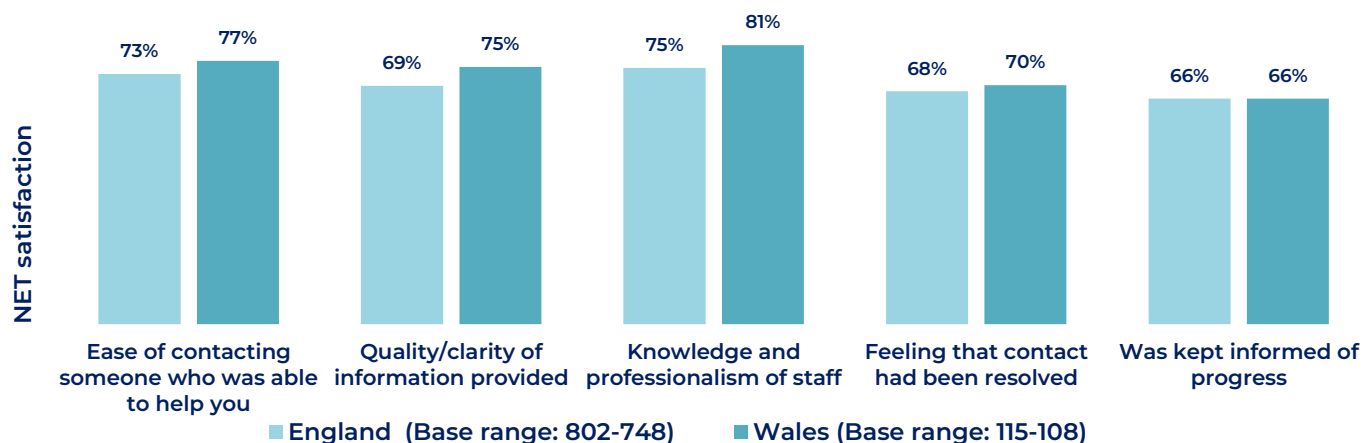


Table 9: Satisfaction with aspects of contact in 2025 – WaSCs<sup>16</sup>

Satisfaction with aspects of contact (2025 data only)	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2025 base range: 905-856)	73%	70%	75%	68%	66%
Total WaSCs (2025 base range: 558-534)	74%	70%	75%	68%	67%
Anglian Water (2025 base range: 48-47)	92%	85%	92%	90%	89%
Dŵr Cymru Welsh Water (2025 base range: 66-61)	77%	75%	81%	70%	66%
Hafren Dyfrdwy (2025 base range: 49-47)	73%	75%	83%	69%	68%
Northumbrian Water (2025 base range: 39-37)	82%	87%	89%	77%	70%
Severn Trent (2025 base range: 57-53)	79%	72%	72%	72%	71%
South West Water (2025 base range: 51-47)	65%	53%	76%	62%	51%
Southern Water (2025 base range: 47-45)	61%	51%	64%	52%	51%
Thames Water (2025 base range: 68-67)	60%	54%	62%	54%	53%
United Utilities (2025 base range: 59-56)	74%	76%	79%	71%	71%
Wessex Water (2025 base range: 48-46)	94%	81%	83%	80%	83%
Yorkshire Water (2025 base range: 65-58)	80%	78%	81%	68%	72%

<sup>16</sup> Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red. Caution low base sizes for some companies.

**Table 10: Satisfaction with aspects of contact 2024 – WoCs<sup>17</sup>**

Satisfaction with aspects of contact (2025 data only)	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2025 base range: 905-856)	73%	70%	75%	68%	66%
Total WoCs (2025 base range: 347-322)	69%	67%	74%	68%	60%
Affinity Water (2025 base range: 50-55)	65%	64%	70%	67%	66%
Bristol Water (2025 base range: 41-36)	83%	77%	87%	76%	64%
Cambridge Water (2025 base range: 45-42)	53%	53%	60%	56%	52%
Essex & Suffolk Water (2025 base range: 37-32)	70%	67%	73%	59%	63%
Portsmouth Water (2025 base range: 30-29)	79%	83%	79%	83%	72%
South East Water (2025 base range: 35-32)	66%	68%	74%	68%	50%
South Staffs Water (2025 base range: 35-30)	71%	74%	76%	76%	57%
SES Water (2025 base range: 37-35)	78%	70%	76%	70%	54%

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

Satisfaction with aspects of contact	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2025 base range: 905-856)	79.1% ↓	77.1% ↓	81.5% ↓	76.0% ↓	71.3% ↓
Total WaSCs (2025 base range: 558-534)	79.2% ↓	77.0% ↓	81.4% ↓	76.1% ↓	71.8% ↓
Anglian Water (2025 base range: 48-47)	85.1% ↔	83.5% ↔	86.1% ↔	82.8% ↔	79.2% ↔
Dŵr Cymru Welsh Water (2025 base range: 66-61)	84.3% ↔	82.0% ↓	86.8% ↔	79.9% ↓	76.7% ↓
Hafren Dyfrdwy (2025 base range: 49-47)	79.8% ↔	78.8% ↔	85.9% ↔	77.4% ↓	73.1% ↔
Northumbrian Water (2025 base range: 39-37)	84.0% ↔	85.4% ↔	86.7% ↔	83.4% ↔	75.8% ↔
Severn Trent (2025 base range: 57-53)	80.2% ↓	77.7% ↓	83.0% ↓	77.9% ↓	73.3% ↓
South West Water (2025 base range: 51-47)	76.3% ↓	73.1% ↓	80.5% ↓	75.4% ↓	67.9% ↓
Southern Water (2025 base range: 47-45)	72.0% ↓	68.7% ↔	75.3% ↔	67.8% ↔	59.3% ↓

<sup>17</sup> Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red. Caution low base sizes for some companies.

Satisfaction with aspects of contact	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Thames Water (2025 base range: 68-67)	69.6% ↔	65.9% ↓	71.6% ↓	67.6% ↓	61.8% ↓
United Utilities (2025 base range: 59-56)	83.1% ↓	81.9% ↓	85.2% ↓	77.8% ↓	78.3% ↓
Wessex Water (2025 base range: 48-46)	88.0% ↔	84.9% ↔	85.5% ↔	82.8% ↓	79.9% ↓
Yorkshire Water (2025 base range: 65-58)	83.7% ↔	83.0% ↔	85.5% ↔	79.3% ↔	75.5% ↔

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

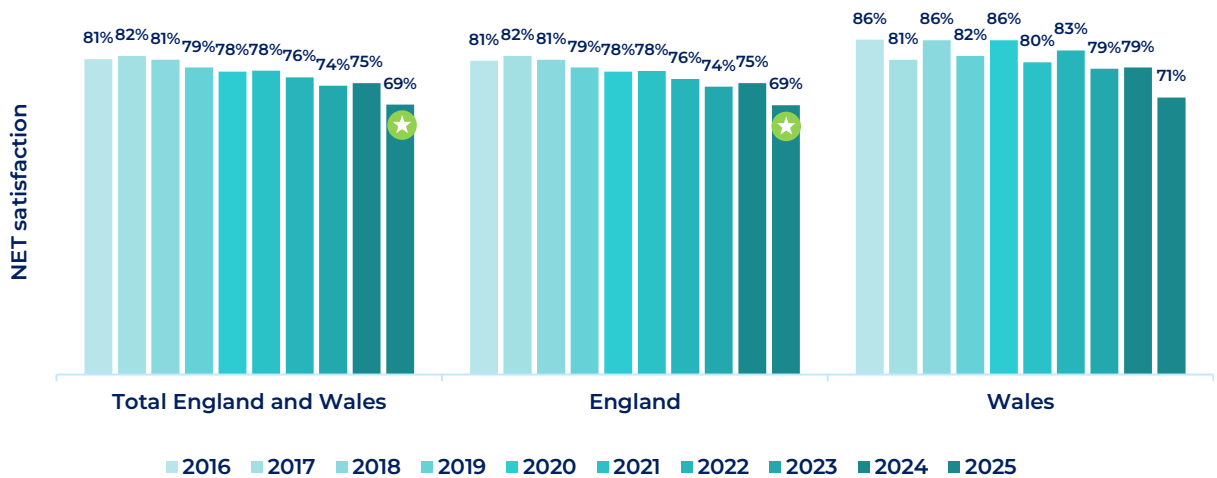
Satisfaction with aspects of contact	Ease of contacting someone who was able to help you	Quality / clarity of information provided	Knowledge and professionalism of staff	Feeling that contact had been / would be resolved	Was kept informed of progress
Industry (2025 base range: 905-856)	79.1% ↓	77.1% ↓	81.5% ↓	76.0% ↓	71.3% ↓
Total WoCs (2025 base range: 347-322)	78.7% ↓	77.7% ↓	81.8% ↓	75.6% ↓	69.1% ↓
Affinity Water (2025 base range: 50-55)	73.8% ↔	75.6% ↔	81.5% ↓	74.6% ↓	67.6% ↓
Bristol Water (2025 base range: 41-36)	85.6% ↔	85.2% ↔	89.1% ↔	82.5% ↔	76.8% ↔
Cambridge Water (2025 base range: 45-42)	72.3% ↓	73.1% ↔	78.6% ↔	75.6% ↔	67.6% ↓
Essex & Suffolk Water (2025 base range: 37-32)	84.9% ↓	84.6% ↔	87.2% ↔	80.7% ↔	76.7% ↔
Portsmouth Water (2025 base range: 30-29)	82.5% ↓	80.1% ↓	83.5% ↓	81.7% ↓	72.9% ↓
South East Water (2025 base range: 35-32)	77.7% ↓	74.5% ↓	77.4% ↓	70.2% ↓	63.6% ↓
South Staffs Water (2025 base range: 35-30)	77.8% ↓	76.4% ↓	80.5% ↔	73.8% ↔	67.4% ↓
SES Water (2025 base range: 37-35)	79.2% ↓	73.9% ↓	79.2% ↓	72.1% ↓	62.6% ↓

## 1.7 Overall satisfaction with water company contact handling

After rating their satisfaction across the aspects of contact handling, respondents were asked how satisfied they were overall with the way their water company dealt with their contact. Figure 20 shows the 10-year trend for overall satisfaction with contact for England and Wales and for each nation. This is followed by Table 13 and Table 14 which show satisfaction by each WaSC and each WoC in turn<sup>18</sup>.

**Figure 20: Overall satisfaction with water company contact handling**

10-year rolling avg. 2016 - 2025	77.1%	76.9%	80.8%
Change since last year	-6%	-6%	-8%
10-year trend	↓	↓	↓



★ Significant difference between 2024-2025 data in England and in Total

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

Satisfaction with contact handling	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 917)	77.1%		↓	n/a	-6%
Total WaSCs (2025 base sample: 565)	77.3%		↓	70%	-6%
Anglian Water (2025 base sample: 49)	83.7%		↔	↑	+12%

<sup>18</sup> Caution low base sizes for some companies.

Satisfaction with contact handling	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 66)	80.8%	<table border="1"> <caption>10-year company trend for Dŵr Cymru Welsh Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>85%</td></tr> <tr><td>17</td><td>80%</td></tr> <tr><td>18</td><td>87%</td></tr> <tr><td>19</td><td>81%</td></tr> <tr><td>20</td><td>86%</td></tr> <tr><td>21</td><td>81%</td></tr> <tr><td>22</td><td>84%</td></tr> <tr><td>23</td><td>79%</td></tr> <tr><td>24</td><td>79%</td></tr> <tr><td>25</td><td>71%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	85%	17	80%	18	87%	19	81%	20	86%	21	81%	22	84%	23	79%	24	79%	25	71%	↓	↔	-8%
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24	79%																										
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Hafren Dyfrdwy (2025 base sample: 48)	77.4%	<table border="1"> <caption>10-year company trend for Hafren Dyfrdwy</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>73%</td></tr> <tr><td>17</td><td>88%</td></tr> <tr><td>18</td><td>81%</td></tr> <tr><td>19</td><td>88%</td></tr> <tr><td>20</td><td>69%</td></tr> <tr><td>21</td><td>77%</td></tr> <tr><td>22</td><td>71%</td></tr> <tr><td>23</td><td>86%</td></tr> <tr><td>24</td><td>73%</td></tr> <tr><td>25</td><td>73%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	73%	17	88%	18	81%	19	88%	20	69%	21	77%	22	71%	23	86%	24	73%	25	73%	↔	↔	-14%
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25	73%																										
Northumbrian Water (2025 base sample: 39)	84.5%	<table border="1"> <caption>10-year company trend for Northumbrian Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>87%</td></tr> <tr><td>17</td><td>81%</td></tr> <tr><td>18</td><td>88%</td></tr> <tr><td>19</td><td>76%</td></tr> <tr><td>20</td><td>92%</td></tr> <tr><td>21</td><td>77%</td></tr> <tr><td>22</td><td>90%</td></tr> <tr><td>23</td><td>94%</td></tr> <tr><td>24</td><td>80%</td></tr> <tr><td>25</td><td>82%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	87%	17	81%	18	88%	19	76%	20	92%	21	77%	22	90%	23	94%	24	80%	25	82%	↔	↔	+2%
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18	88%																										
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21	77%																										
22	90%																										
23	94%																										
24	80%																										
25	82%																										
Severn Trent (2025 base sample: 57)	79.2%	<table border="1"> <caption>10-year company trend for Severn Trent</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>91%</td></tr> <tr><td>17</td><td>77%</td></tr> <tr><td>18</td><td>88%</td></tr> <tr><td>19</td><td>82%</td></tr> <tr><td>20</td><td>85%</td></tr> <tr><td>21</td><td>82%</td></tr> <tr><td>22</td><td>82%</td></tr> <tr><td>23</td><td>74%</td></tr> <tr><td>24</td><td>73%</td></tr> <tr><td>25</td><td>70%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	91%	17	77%	18	88%	19	82%	20	85%	21	82%	22	82%	23	74%	24	73%	25	70%	↓	↔	-3%
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23	74%																										
24	73%																										
25	70%																										
South West Water (2025 base sample: 51)	73.4%	<table border="1"> <caption>10-year company trend for South West Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>85%</td></tr> <tr><td>17</td><td>81%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>81%</td></tr> <tr><td>20</td><td>69%</td></tr> <tr><td>21</td><td>76%</td></tr> <tr><td>22</td><td>73%</td></tr> <tr><td>23</td><td>72%</td></tr> <tr><td>24</td><td>68%</td></tr> <tr><td>25</td><td>61%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	85%	17	81%	18	77%	19	81%	20	69%	21	76%	22	73%	23	72%	24	68%	25	61%	↓	↔	-7%
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24	68%																										
25	61%																										
Southern Water (2025 base sample: 47)	68.1%	<table border="1"> <caption>10-year company trend for Southern Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>71%</td></tr> <tr><td>17</td><td>70%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>72%</td></tr> <tr><td>20</td><td>58%</td></tr> <tr><td>21</td><td>69%</td></tr> <tr><td>22</td><td>74%</td></tr> <tr><td>23</td><td>52%</td></tr> <tr><td>24</td><td>80%</td></tr> <tr><td>25</td><td>57%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	71%	17	70%	18	77%	19	72%	20	58%	21	69%	22	74%	23	52%	24	80%	25	57%	↔	↔	-22%
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Thames Water (2025 base sample: 68)	67.9%	<table border="1"> <caption>10-year company trend for Thames Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>69%</td></tr> <tr><td>17</td><td>80%</td></tr> <tr><td>18</td><td>73%</td></tr> <tr><td>19</td><td>71%</td></tr> <tr><td>20</td><td>67%</td></tr> <tr><td>21</td><td>72%</td></tr> <tr><td>22</td><td>65%</td></tr> <tr><td>23</td><td>69%</td></tr> <tr><td>24</td><td>67%</td></tr> <tr><td>25</td><td>54%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	69%	17	80%	18	73%	19	71%	20	67%	21	72%	22	65%	23	69%	24	67%	25	54%	↓	↓	-13%
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21	72%																										
22	65%																										
23	69%																										
24	67%																										
25	54%																										
United Utilities (2025 base sample: 59)	81.5%	<table border="1"> <caption>10-year company trend for United Utilities</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>85%</td></tr> <tr><td>17</td><td>83%</td></tr> <tr><td>18</td><td>85%</td></tr> <tr><td>19</td><td>91%</td></tr> <tr><td>20</td><td>87%</td></tr> <tr><td>21</td><td>75%</td></tr> <tr><td>22</td><td>77%</td></tr> <tr><td>23</td><td>77%</td></tr> <tr><td>24</td><td>84%</td></tr> <tr><td>25</td><td>76%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	85%	17	83%	18	85%	19	91%	20	87%	21	75%	22	77%	23	77%	24	84%	25	76%	↓	↔	-8%
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Wessex Water (2025 base sample: 48)	84.9%	<table border="1"> <caption>10-year company trend for Wessex Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>86%</td></tr> <tr><td>17</td><td>89%</td></tr> <tr><td>18</td><td>84%</td></tr> <tr><td>19</td><td>85%</td></tr> <tr><td>20</td><td>88%</td></tr> <tr><td>21</td><td>89%</td></tr> <tr><td>22</td><td>93%</td></tr> <tr><td>23</td><td>73%</td></tr> <tr><td>24</td><td>79%</td></tr> <tr><td>25</td><td>85%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	86%	17	89%	18	84%	19	85%	20	88%	21	89%	22	93%	23	73%	24	79%	25	85%	↔	↑	+6%
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23	73%																										
24	79%																										
25	85%																										
Yorkshire Water (2025 base sample: 65)	81.0%	<table border="1"> <caption>10-year company trend for Yorkshire Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>79%</td></tr> <tr><td>17</td><td>85%</td></tr> <tr><td>18</td><td>82%</td></tr> <tr><td>19</td><td>79%</td></tr> <tr><td>20</td><td>82%</td></tr> <tr><td>21</td><td>79%</td></tr> <tr><td>22</td><td>83%</td></tr> <tr><td>23</td><td>81%</td></tr> <tr><td>24</td><td>87%</td></tr> <tr><td>25</td><td>75%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	79%	17	85%	18	82%	19	79%	20	82%	21	79%	22	83%	23	81%	24	87%	25	75%	↔	↔	-12%
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**Table 14: Overall satisfaction with water company contact handling – WoCs**

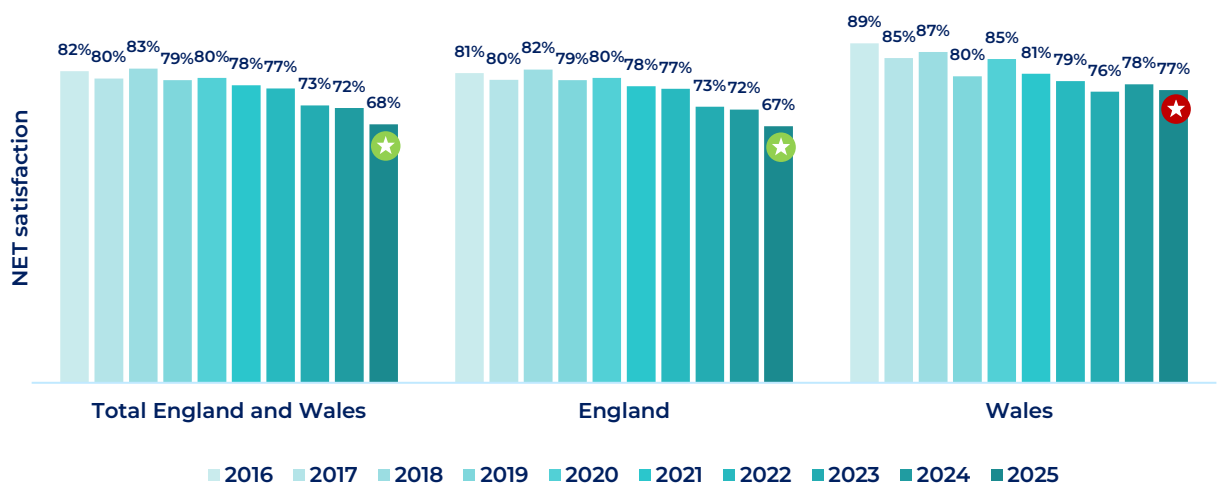
Satisfaction with contact handling	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2025 base sample: 917)	77.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>81%</td><td>82%</td><td>81%</td><td>79%</td><td>78%</td><td>78%</td><td>76%</td><td>74%</td><td>75%</td><td>69%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	81%	82%	81%	79%	78%	78%	76%	74%	75%	69%	↓	n/a	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	81%	82%	81%	79%	78%	78%	76%	74%	75%	69%																	
Total WoCs (2025 base sample: 352)	76.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>82%</td><td>84%</td><td>79%</td><td>78%</td><td>77%</td><td>78%</td><td>74%</td><td>74%</td><td>72%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	82%	84%	79%	78%	77%	78%	74%	74%	72%	66%	↓	66%	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	82%	84%	79%	78%	77%	78%	74%	74%	72%	66%																	
Affinity Water (2025 base sample: 55)	74.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>77%</td><td>79%</td><td>73%</td><td>74%</td><td>71%</td><td>78%</td><td>75%</td><td>81%</td><td>69%</td><td>67%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	77%	79%	73%	74%	71%	78%	75%	81%	69%	67%	↔	↔	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	77%	79%	73%	74%	71%	78%	75%	81%	69%	67%																	
Bristol Water (2025 base sample: 40)	84.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>84%</td><td>86%</td><td>90%</td><td>85%</td><td>91%</td><td>91%</td><td>85%</td><td>84%</td><td>90%</td><td>68%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	84%	86%	90%	85%	91%	91%	85%	84%	90%	68%	↔	↔	-23%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	84%	86%	90%	85%	91%	91%	85%	84%	90%	68%																	
Cambridge Water (2025 base sample: 45)	74.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>75%</td><td>73%</td><td>91%</td><td>78%</td><td>79%</td><td>66%</td><td>78%</td><td>82%</td><td>71%</td><td>58%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	75%	73%	91%	78%	79%	66%	78%	82%	71%	58%	↔	↔	-13%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	75%	73%	91%	78%	79%	66%	78%	82%	71%	58%																	
Essex & Suffolk Water (2025 base sample: 38)	81.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>79%</td><td>91%</td><td>90%</td><td>87%</td><td>80%</td><td>70%</td><td>81%</td><td>79%</td><td>95%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	79%	91%	90%	87%	80%	70%	81%	79%	95%	66%	↔	↔	-29%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	79%	91%	90%	87%	80%	70%	81%	79%	95%	66%																	
Portsmouth Water (2025 base sample: 30)	82.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>90%</td><td>88%</td><td>86%</td><td>76%</td><td>96%</td><td>68%</td><td>81%</td><td>74%</td><td>80%</td><td>83%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	90%	88%	86%	76%	96%	68%	81%	74%	80%	83%	↓	↔	+3%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	90%	88%	86%	76%	96%	68%	81%	74%	80%	83%																	
South East Water (2025 base sample: 35)	70.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>82%</td><td>88%</td><td>74%</td><td>77%</td><td>72%</td><td>76%</td><td>69%</td><td>62%</td><td>56%</td><td>60%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	82%	88%	74%	77%	72%	76%	69%	62%	56%	60%	↓	↔	+4%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	82%	88%	74%	77%	72%	76%	69%	62%	56%	60%																	
South Staffs Water (2025 base sample: 35)	76.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>85%</td><td>87%</td><td>81%</td><td>75%</td><td>82%</td><td>84%</td><td>67%</td><td>66%</td><td>73%</td><td>69%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	85%	87%	81%	75%	82%	84%	67%	66%	73%	69%	↓	↔	-5%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	85%	87%	81%	75%	82%	84%	67%	66%	73%	69%																	
SES Water (2025 base sample: 37)	71.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction</th><td>83%</td><td>76%</td><td>72%</td><td>78%</td><td>67%</td><td>78%</td><td>58%</td><td>78%</td><td>55%</td><td>73%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction	83%	76%	72%	78%	67%	78%	58%	78%	55%	73%	↓	↔	+18%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction	83%	76%	72%	78%	67%	78%	58%	78%	55%	73%																	

## 1.8 Satisfaction with general customer service

Respondents were asked a question that aims to understand customers' overall satisfaction with the customer services in the round, asking them to consider meter readings, bill provision and frequency, payment options and any other aspect of customer service before rating their satisfaction level with their water company. Figure 21 below shows national figures for the last nine years. This is followed by company level figures in Table 15 and Table 16.

**Figure 21: Satisfaction with general customer service**

10-year rolling avg. 2016 – 2025	77.1%	76.8%	81.8%
Change since last year	-4%	-4%	-1%
10-year trend	↓	↓	↓



- ★ Significant difference between 2024-2025 data in England and in Total
- ★ Significant difference between England & Wales 2025

**Table 15: Satisfaction with general customer service – WaSCs**

Satisfaction with general customer service	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	77.1%		↓	n/a	-4%
Total WaSCs (2025 base sample: 2,060)	77.2%		↓	67%	-5%
Anglian Water (2025 base sample: 200)	79.9%		↔	↑	-6%

Satisfaction with general customer service	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 200)	81.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>89</td><td>86</td><td>87</td><td>80</td><td>85</td><td>81</td><td>79</td><td>76</td><td>79</td><td>77</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	89	86	87	80	85	81	79	76	79	77	↓	↑	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	89	86	87	80	85	81	79	76	79	77																	
Hafren Dyfrdwy (2025 base sample: 201)	78.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>81</td><td>83</td><td>82</td><td>83</td><td>77</td><td>77</td><td>72</td><td>74</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	81	83	82	83	77	77	72	74	↓	↑	2%		
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	81	83	82	83	77	77	72	74																			
Northumbrian Water (2025 base sample: 200)	80.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>86</td><td>84</td><td>82</td><td>79</td><td>83</td><td>87</td><td>84</td><td>73</td><td>76</td><td>74</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	86	84	82	79	83	87	84	73	76	74	↓	↔	-3%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	86	84	82	79	83	87	84	73	76	74																	
Severn Trent (2025 base sample: 200)	78.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>85</td><td>79</td><td>83</td><td>80</td><td>84</td><td>80</td><td>78</td><td>75</td><td>71</td><td>73</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	85	79	83	80	84	80	78	75	71	73	↓	↔	1%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	85	79	83	80	84	80	78	75	71	73																	
South West Water (2025 base sample: 200)	75.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>81</td><td>78</td><td>80</td><td>76</td><td>83</td><td>80</td><td>80</td><td>71</td><td>67</td><td>65</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	81	78	80	76	83	80	80	71	67	65	↓	↔	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	81	78	80	76	83	80	80	71	67	65																	
Southern Water (2025 base sample: 201)	71.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>78</td><td>76</td><td>81</td><td>75</td><td>72</td><td>70</td><td>71</td><td>65</td><td>64</td><td>57</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	78	76	81	75	72	70	71	65	64	57	↓	↓	-7%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	78	76	81	75	72	70	71	65	64	57																	
Thames Water (2025 base sample: 200)	69.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>81</td><td>76</td><td>78</td><td>75</td><td>70</td><td>70</td><td>72</td><td>64</td><td>62</td><td>52</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	81	76	78	75	70	70	72	64	62	52	↓	↓	-10%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	81	76	78	75	70	70	72	64	62	52																	
United Utilities (2025 base sample: 200)	78.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>80</td><td>79</td><td>85</td><td>80</td><td>83</td><td>78</td><td>81</td><td>75</td><td>73</td><td>70</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	80	79	85	80	83	78	81	75	73	70	↓	↔	-4%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	80	79	85	80	83	78	81	75	73	70																	
Wessex Water (2025 base sample: 201)	83.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>87</td><td>85</td><td>84</td><td>85</td><td>85</td><td>83</td><td>81</td><td>81</td><td>81</td><td>80</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	87	85	84	85	85	83	81	81	81	80	↓	↑	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	87	85	84	85	85	83	81	81	81	80																	
Yorkshire Water (2025 base sample: 200)	79.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>85</td><td>80</td><td>86</td><td>85</td><td>81</td><td>80</td><td>79</td><td>76</td><td>80</td><td>64</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	85	80	86	85	81	80	79	76	80	64	↓	↔	-15%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	85	80	86	85	81	80	79	76	80	64																	

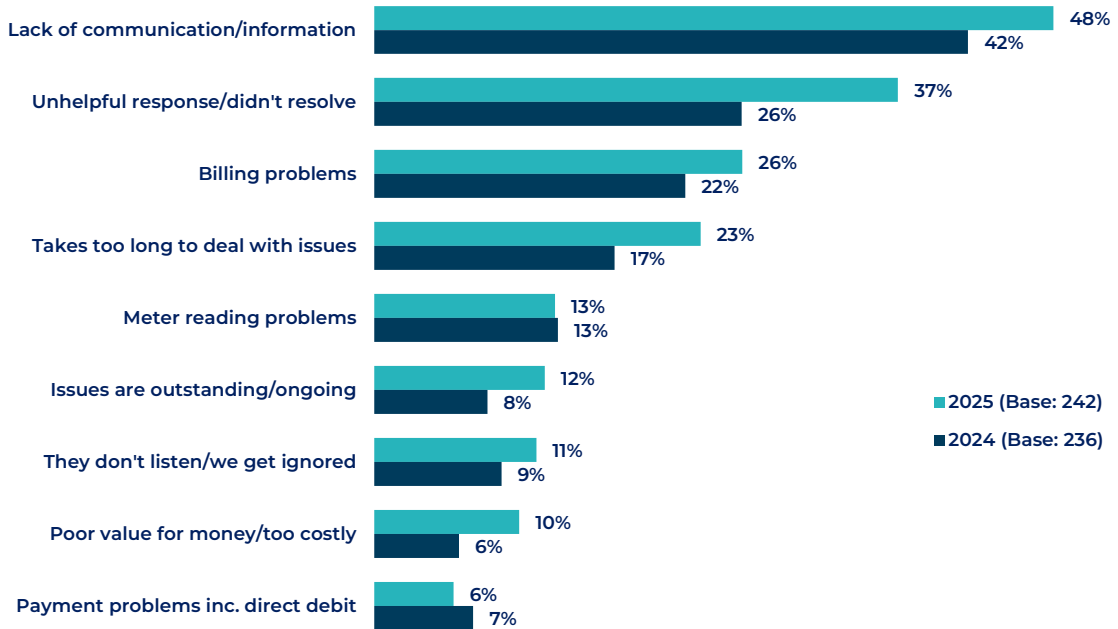
**Table 16: Satisfaction with overall customer service – WoCs**

Satisfaction with overall customer service	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	77.1%	<p>82% 80% 83% 79% 80% 78% 77% 73% 72% 68%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-4%
Total WoCs (2025 base sample: 1,445)	76.8 %	<p>78% 81% 82% 81% 82% 78% 75% 71% 71% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	71%	0%
Affinity Water (2025 base sample: 250)	75.0%	<p>73% 78% 79% 83% 80% 76% 73% 72% 70% 68%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-2%
Bristol Water (2025 base sample: 150)	82.7%	<p>80% 85% 87% 83% 87% 84% 85% 81% 76% 78%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	2%
Cambridge Water (2025 base sample: 150)	77.0%	<p>83% 81% 83% 85% 83% 75% 81% 67% 68% 64%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-5%
Essex & Suffolk Water (2025 base sample: 150)	79.1%	<p>80% 78% 81% 83% 84% 81% 77% 76% 76% 75%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-1%
Portsmouth Water (2025 base sample: 151)	78.7%	<p>82% 88% 88% 80% 85% 76% 76% 73% 73% 67%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-6%
South East Water (2025 base sample: 150)	74.6%	<p>77% 80% 82% 76% 81% 76% 70% 64% 70% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	1%
South Staffs Water (2025 base sample: 150)	74.6%	<p>81% 85% 83% 73% 78% 75% 72% 63% 66% 70%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	4%
SES Water (2025 base sample: 151)	74.4%	<p>74% 78% 77% 82% 78% 75% 75% 70% 66% 70%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	3%

## 1.9 Reasons for dissatisfaction with overall customer services

Those who were dissatisfied with the overall customer services of their water company were asked their reason for their dissatisfaction. The figures for the past two years are shown in Figure 22 below.

Figure 22: Reasons for dissatisfaction with customer services

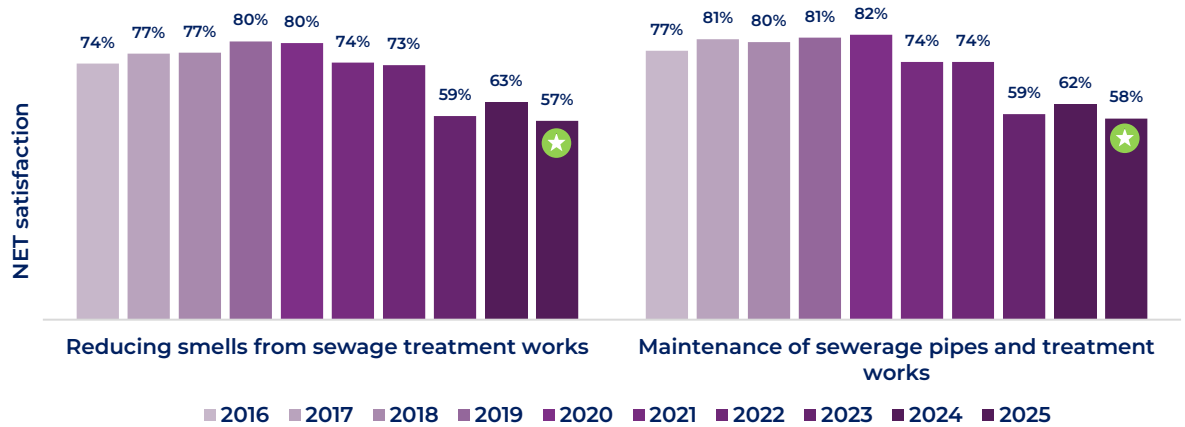


## 1.10 Satisfaction with aspects of sewerage service

Figure 23 and Figure 24 shows the national trends for satisfaction with the four key aspects of sewerage service. This is followed by Figure 25 which compares satisfaction between England and Wales in 2025, Tables 17 and 18 which show satisfaction in 2025 for each WaSC and WoC respectively, and finally Table 19 and Table 20 which highlight the 10-year trends for WaSCs and WoCs.

**Figure 23: Satisfaction with aspects of sewerage service (1)**

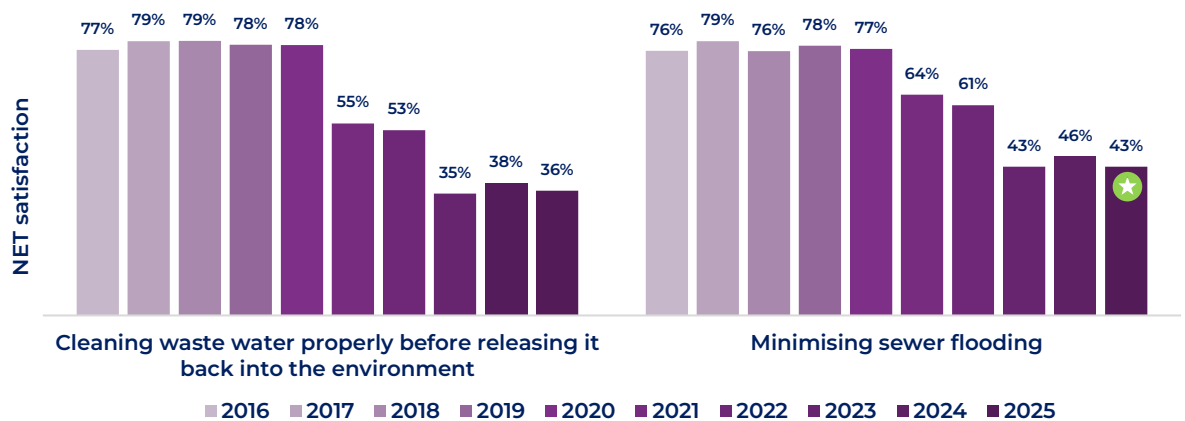
10-year rolling avg. 2016 - 2025	71.0%	75.5%
Change since last year	-5%	-4%
10-year trend	↓	↓



★ Significant difference between 2024-2025 data for Reducing smells from sewage treatment works and Maintenance of sewerage pipes and treatment works.

**Figure 24: Satisfaction with aspects of sewerage service (2)**

10-year rolling avg. 2016 - 2025	59.1%	63.2%
Change since last year	-2%	-3%
10-year trend	↓	↓



★ Significant difference between 2024-2025 data for Minimising sewer flooding.

Figure 25: Satisfaction with aspects of sewerage service by nation

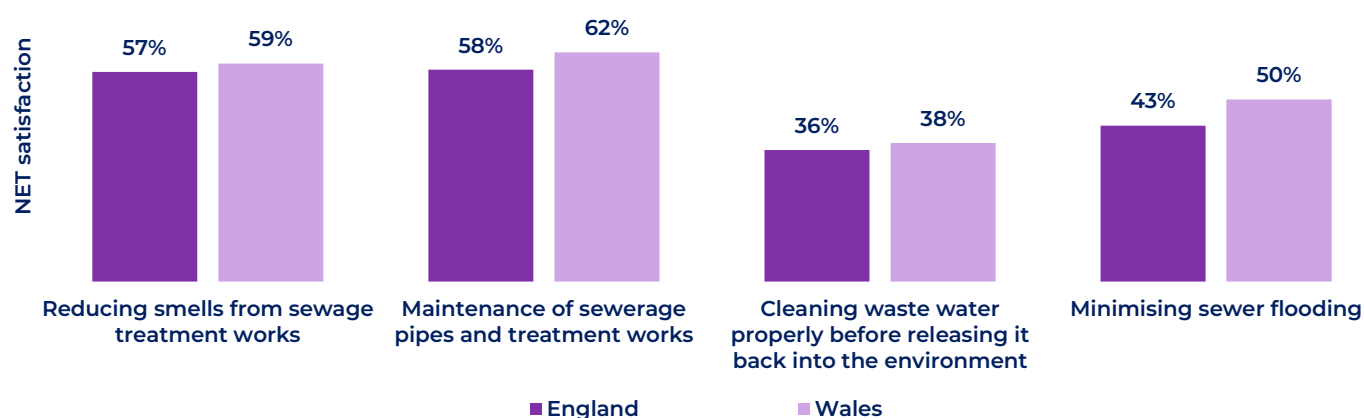


Table 17: Satisfaction with aspects of sewerage service in 2025 – WaSCs<sup>19</sup>

Satisfaction with aspects of sewerage (2025 data only)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2025 base sample: 3,240)	57%	58%	36%	43%
Total WaSCs (2025 base sample: 1,889)	58%	58%	37%	43%
Anglian Water (2025 base sample: 183)	58%	63%	37%	48%
Dŵr Cymru Welsh Water (2025 base sample: 173)	59%	62%	37%	49%
Hafren Dyfrdwy (2025 base sample: 170)	70%	69%	47%	63%
Northumbrian Water (2025 base sample: 194)	75%	70%	55%	57%
Severn Trent (2025 base sample: 194)	62%	63%	49%	52%
South West Water (2025 base sample: 167)	45%	43%	21%	25%
Southern Water (2025 base sample: 184)	53%	45%	27%	32%
Thames Water (2025 base sample: 196)	51%	49%	27%	32%
United Utilities (2025 base sample: 192)	57%	62%	40%	45%
Wessex Water (2025 base sample: 178)	63%	70%	41%	50%
Yorkshire Water (2025 base sample: 194)	58%	57%	34%	40%

<sup>19</sup> 22 Companies with the highest levels of perceived performance are highlighted in green text whilst lowest levels are highlighted in red

**Table 18: Satisfaction with aspects of sewerage service in 2025 – WoCs<sup>20</sup>**

Satisfaction with aspects of sewerage (2025 data only) <sup>21</sup>	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2025 base sample: 3,240)	57%	58%	36%	43%
Total WoCs (2025 base sample: 1,351)	56%	57%	30%	43%
Affinity Water (2025 base sample: 233)	56%	57%	31%	44%
Bristol Water (2025 base sample: 135)	60%	62%	36%	45%
Cambridge Water (2025 base sample: 140)	55%	58%	30%	39%
Essex & Suffolk Water (2025 base sample: 135)	67%	61%	35%	51%
Portsmouth Water (2025 base sample: 145)	49%	40%	16%	27%
South East Water (2025 base sample: 140)	47%	51%	23%	37%
South Staffs Water (2025 base sample: 146)	61%	73%	37%	50%
SES Water (2025 base sample: 141)	54%	54%	29%	38%

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

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

Satisfaction with aspects of sewerage (10-year trend data)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2025 base sample: 3,240)	71.0% ↓	72.5% ↓	59.1% ↓	63.2% ↓
Total WaSCs (2025 base sample: 1,889)	71.5% ↔	73.3% ↓	60.5% ↓	64.2% ↓
Anglian Water (2025 base sample: 183)	71.5% ↔	74.1% ↓	61.1% ↓	65.2% ↓
Dŵr Cymru Welsh Water (2025 base sample: 173)	75.3% ↓	78.3% ↓	64.4% ↓	69.4% ↓
Hafren Dyfrdwy (2025 base sample: 170)	77.2% ↓	78.3% ↓	65.3% ↓	70.5% ↓
Northumbrian Water (2025 base sample: 194)	78.0% ↔	80.2% ↓	69.5% ↓	72.9% ↓

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

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

Satisfaction with aspects of sewerage (10-year trend data)	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Severn Trent (2025 base sample: 194)	76.0% ↔	76.8% ↔	67.3% ↓	68.6% ↓
South West Water (2025 base sample: 167)	66.4% ↓	66.4% ↔	48.9% ↓	53.0% ↓
Southern Water (2025 base sample: 184)	65.7% ↓	64.0% ↓	47.2% ↓	55.1% ↓
Thames Water (2025 base sample: 196)	65.1% ↓	65.8% ↓	52.0% ↓	56.8% ↓
United Utilities (2025 base sample: 192)	71.5% ↔	75.0% ↓	63.0% ↓	65.4% ↓
Wessex Water (2025 base sample: 178)	73.6% ↓	76.7% ↓	62.5% ↓	66.8% ↓
Yorkshire Water (2025 base sample: 194)	73.1% ↓	75.9% ↓	62.2% ↓	66.2% ↓

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

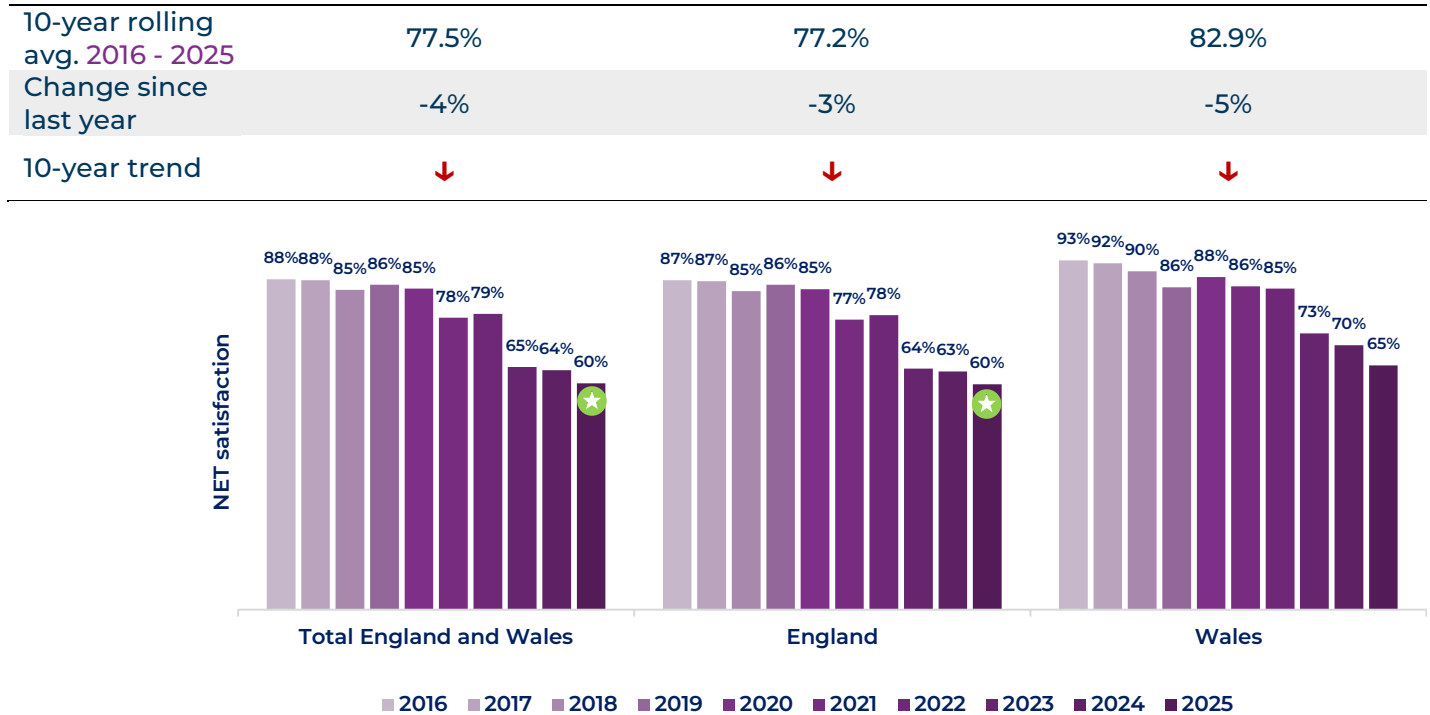
Satisfaction with aspects of sewerage (10-year trend data) <sup>22</sup>	Reducing smells from sewage treatment works	Maintenance of sewerage pipes and treatment works	Cleaning wastewater properly before releasing back	Minimising sewer flooding
Industry (2025 base sample: 3,240)	71.0% ↓	72.5% ↓	59.1% ↓	63.2% ↓
Total WoCs (2025 base sample: 1,351)	68.9% ↓	69.3% ↓	53.7% ↓	59.2% ↓
Affinity Water (2025 base sample: 233)	69.2% ↓	68.8% ↓	53.0% ↓	58.1% ↓
Bristol Water (2025 base sample: 135)	73.3% ↔	76.2% ↔	58.0% ↓	64.8% ↓
Cambridge Water (2025 base sample: 140)	69.2% ↓	71.2% ↓	54.0% ↓	58.3% ↓
Essex & Suffolk Water (2025 base sample: 135)	70.6% ↔	72.2% ↔	57.8% ↓	62.8% ↓
Portsmouth Water (2025 base sample: 145)	59.5% ↓	59.0% ↓	40.7% ↓	47.9% ↓
South East Water (2025 base sample: 140)	65.7% ↓	63.2% ↓	47.6% ↓	54.0% ↓
South Staffs Water (2025 base sample: 146)	74.6% ↓	76.5% ↓	63.8% ↓	67.4% ↓
SES Water (2025 base sample: 141)	64.2% ↔	64.8% ↓	48.5% ↓	52.9% ↓

<sup>22</sup> Satisfaction with sewerage service provided by the WaSC(s) operating in the area that the WoC supplies water for

## 1.11 Overall satisfaction with sewerage services

After rating satisfaction with different aspects of sewerage services, customers were asked for their overall level of satisfaction with their sewerage services. Figure 26 shows 10-year satisfaction trends for England and Wales, and for England and for Wales individually. This is followed by Table 21 and Table 22 which show satisfaction trends for WaSCs and for WoCs in turn.

**Figure 26: Overall satisfaction with sewerage service**



★ Significant difference between 2024-2025 data in England and in Total

**Table 21: Overall satisfaction with sewerage service – WaSCs**

Satisfaction with sewerage service	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,240)	77.5%		↓	n/a	-4%
Total WaSCs (2025 base sample: 1,889)	78.1%		↓	60%	-5%
Anglian Water (2025 base sample: 183)	80.2%		↓	↑	0%

Satisfaction with sewerage service	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 173)	82.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>93</td><td>92</td><td>90</td><td>85</td><td>88</td><td>86</td><td>85</td><td>74</td><td>70</td><td>64</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	93	92	90	85	88	86	85	74	70	64	↓	↔	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	93	92	90	85	88	86	85	74	70	64																	
Hafren Dyfrdwy (2025 base sample: 170)	82.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>90</td><td>89</td><td>88</td><td>88</td><td>84</td><td>87</td><td>70</td><td>75</td><td>75</td><td>75</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	90	89	88	88	84	87	70	75	75	75	↓	↑	0%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	90	89	88	88	84	87	70	75	75	75																	
Northumbrian Water (2025 base sample: 194)	84.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>92</td><td>92</td><td>90</td><td>91</td><td>89</td><td>84</td><td>82</td><td>70</td><td>71</td><td>80</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	92	92	90	91	89	84	82	70	71	80	↓	↑	+9%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	92	92	90	91	89	84	82	70	71	80																	
Severn Trent (2025 base sample: 194)	81.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>89</td><td>86</td><td>88</td><td>91</td><td>90</td><td>86</td><td>83</td><td>66</td><td>72</td><td>69</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	89	86	88	91	90	86	83	66	72	69	↓	↑	-3%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	89	86	88	91	90	86	83	66	72	69																	
South West Water (2025 base sample: 167)	68.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>81</td><td>82</td><td>77</td><td>85</td><td>84</td><td>79</td><td>71</td><td>52</td><td>47</td><td>41</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	81	82	77	85	84	79	71	52	47	41	↓	↓	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	81	82	77	85	84	79	71	52	47	41																	
Southern Water (2025 base sample: 184)	68.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>89</td><td>83</td><td>86</td><td>83</td><td>81</td><td>63</td><td>62</td><td>45</td><td>49</td><td>47</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	89	83	86	83	81	63	62	45	49	47	↓	↓	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	89	83	86	83	81	63	62	45	49	47																	
Thames Water (2025 base sample: 196)	70.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>83</td><td>84</td><td>76</td><td>79</td><td>78</td><td>66</td><td>74</td><td>65</td><td>58</td><td>44</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	83	84	76	79	78	66	74	65	58	44	↓	↓	-14%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	83	84	76	79	78	66	74	65	58	44																	
United Utilities (2025 base sample: 192)	80.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>90</td><td>89</td><td>87</td><td>87</td><td>82</td><td>85</td><td>68</td><td>67</td><td>64</td><td>64</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	90	89	87	87	82	85	68	67	64	64	↓	↔	-4%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	90	89	87	87	82	85	68	67	64	64																	
Wessex Water (2025 base sample: 178)	82.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>91</td><td>90</td><td>87</td><td>93</td><td>87</td><td>78</td><td>84</td><td>66</td><td>73</td><td>74</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	91	90	87	93	87	78	84	66	73	74	↓	↑	+1%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	91	90	87	93	87	78	84	66	73	74																	
Yorkshire Water (2025 base sample: 194)	80.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Satisfaction (%)</th><td>91</td><td>89</td><td>88</td><td>90</td><td>85</td><td>84</td><td>83</td><td>66</td><td>66</td><td>57</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Satisfaction (%)	91	89	88	90	85	84	83	66	66	57	↓	↔	-8%
Year	16	17	18	19	20	21	22	23	24	25																	
Satisfaction (%)	91	89	88	90	85	84	83	66	66	57																	

**Table 22: Overall satisfaction with sewerage service – WoCs**

Satisfaction with sewerage service <sup>23</sup>	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,240)	77.5%	<p>88% 88% 85% 86% 85% 78% 79% 65% 64% 60%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-4%
Total WoCs (2025 base sample: 1,351)	75.2 %	<p>85% 88% 86% 86% 85% 71% 73% 60% 58% 62%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	62%	+3%
Affinity Water (2025 base sample: 233)	75.0%	<p>85% 87% 87% 87% 82% 72% 73% 62% 56% 60%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+4%
Bristol Water (2025 base sample: 135)	81.2%	<p>85% 93% 91% 92% 79% 82% 65% 65% 68%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+3%
Cambridge Water (2025 base sample: 140)	76.4%	<p>88% 90% 88% 87% 86% 74% 76% 61% 65% 55%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-10%
Essex & Suffolk Water (2025 base sample: 135)	78.5%	<p>83% 84% 86% 87% 88% 74% 77% 68% 68% 70%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+3%
Portsmouth Water (2025 base sample: 145)	62.1%	<p>90% 84% 80% 80% 78% 54% 48% 33% 36% 39%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	+3%
South East Water (2025 base sample: 140)	69.2%	<p>81% 89% 82% 80% 81% 62% 63% 49% 53% 54%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+1%
South Staffs Water (2025 base sample: 146)	82.4%	<p>89% 94% 87% 90% 93% 77% 82% 72% 68% 73%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+5%

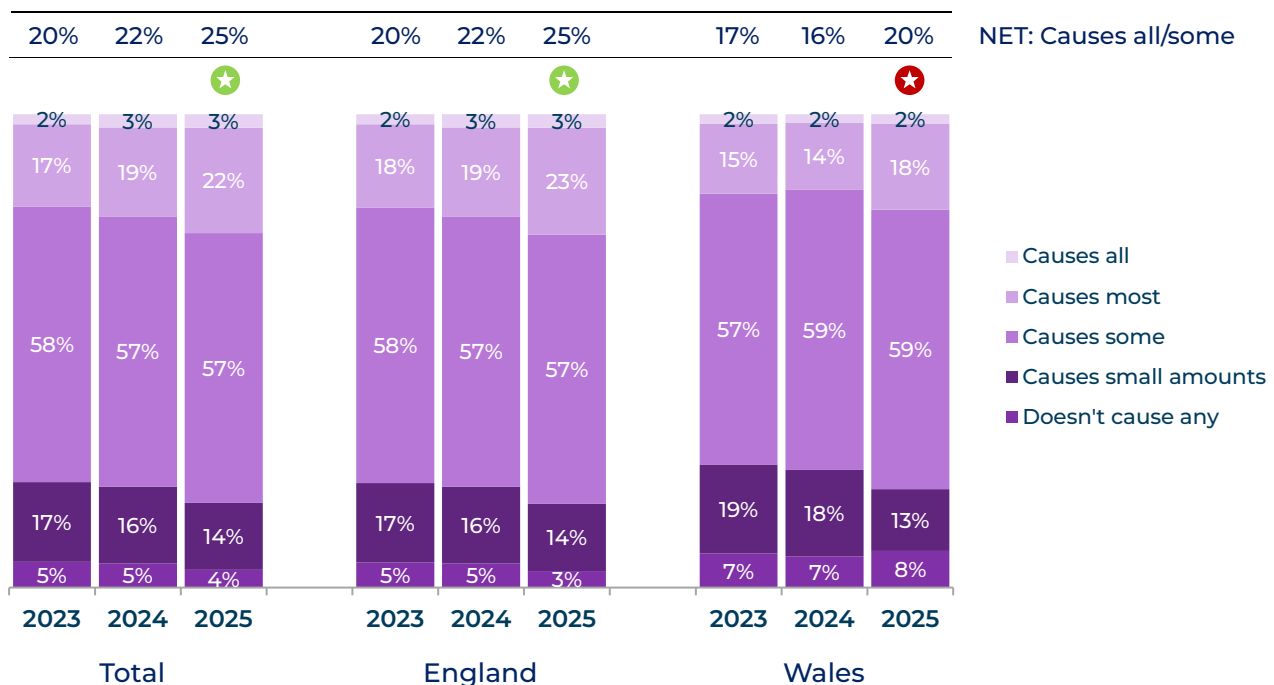
<sup>23</sup> Satisfaction with sewerage service provided by the WaSC(s) operating in the area that the WoC supplies water for

Satisfaction with sewerage service <sup>23</sup>	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
SES Water (2025 base sample: 141)	71.8%	<p>82% 84% 78% 82% 81% 70% 76% 53% 60% 55%</p> <p>Year</p>	↓	↔	-5%

## 1.12 River pollution

Introduced in 2023, customers were asked how far they think that their water company was the cause of any river pollution. Figure 27 shows the results by nation. This is followed by Table 23 and Table 24 which show results for WaSCs and for WoCs in turn.

**Figure 27: How far water company is a cause of river pollution**



★ Significant difference between 2024-2025 data

★ Significant difference between England & Wales 2025

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

Net causes all/some river pollution	2023 %	2024 %	2025 %	Difference 2024-25
Industry (2025 base sample: 3,505)	20%	22%	25%	+3%
Total WaSCs (2025 base sample: 2,060)	19%	21%	25%	+4%
Anglian Water (2025 base sample: 200)	18%	17%	20%	+3%
Dŵr Cymru Welsh Water (2025 base sample: 200)	17%	16%	21%	+5%
Hafren Dyfrdwy (2025 base sample: 201)	13%	11%	14%	+3%
Northumbrian Water (2025 base sample: 200)	13%	13%	16%	+2%
Severn Trent (2025 base sample: 200)	13%	15%	16%	+1%
South West Water (2025 base sample: 200)	23%	30%	36%	+6%
Southern Water (2025 base sample: 201)	34%	31%	36%	+5%
Thames Water (2025 base sample: 200)	22%	30%	36%	+6%
United Utilities (2025 base sample: 200)	17%	21%	25%	+4%
Wessex Water (2025 base sample: 201)	19%	11%	13%	+2%
Yorkshire Water (2025 base sample: 200)	19%	22%	22%	0%

Footnote: significant increases from 2024-2025 are highlighted in red text whilst significant decreases are highlighted in green.

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

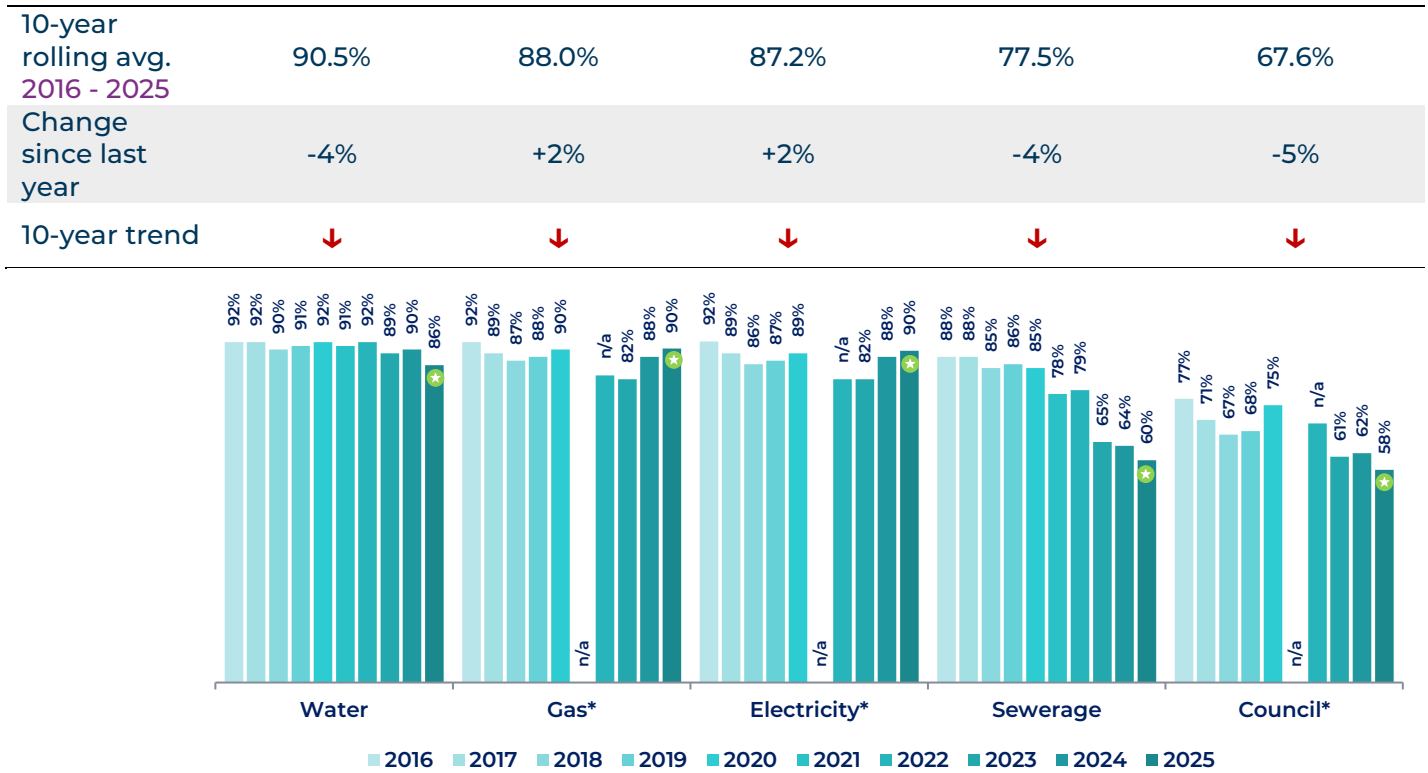
Net causes all/some river pollution	2023 %	2024 %	2025 %	Difference 2024-25
Industry (2025 base sample: 3,505)	20%	22%	25%	+3%
Total WoCs (2025 base sample: 1,445)	22%	23%	26%	+3%
Affinity Water (2025 base sample: 250)	21%	27%	26%	-1%
Bristol Water (2025 base sample: 150)	17%	14%	20%	+6%
Cambridge Water (2025 base sample: 150)	14%	14%	19%	+5%
Essex & Suffolk Water (2025 base sample: 150)	12%	11%	21%	+10%
Portsmouth Water (2025 base sample: 151)	43%	37%	40%	+3%
South East Water (2025 base sample: 150)	33%	28%	37%	+9%
South Staffs Water (2025 base sample: 150)	15%	19%	15%	-4%
SES Water (2025 base sample: 151)	22%	30%	32%	+2%

Footnote: significant increases from 2024-2025 are highlighted in red text whilst significant decreases are highlighted in green.

## 1.13 Overall satisfaction with household services

Customers were asked to think about their satisfaction with the household services they receive<sup>24</sup>. Results are shown in Figure 27 below and compares overall satisfaction with water and sewerage services.

**Figure 27: Overall satisfaction with household services**



★ Significant difference for net satisfied for Water, Gas, Electricity, Sewerage and Council Tax between 2024-2025 data

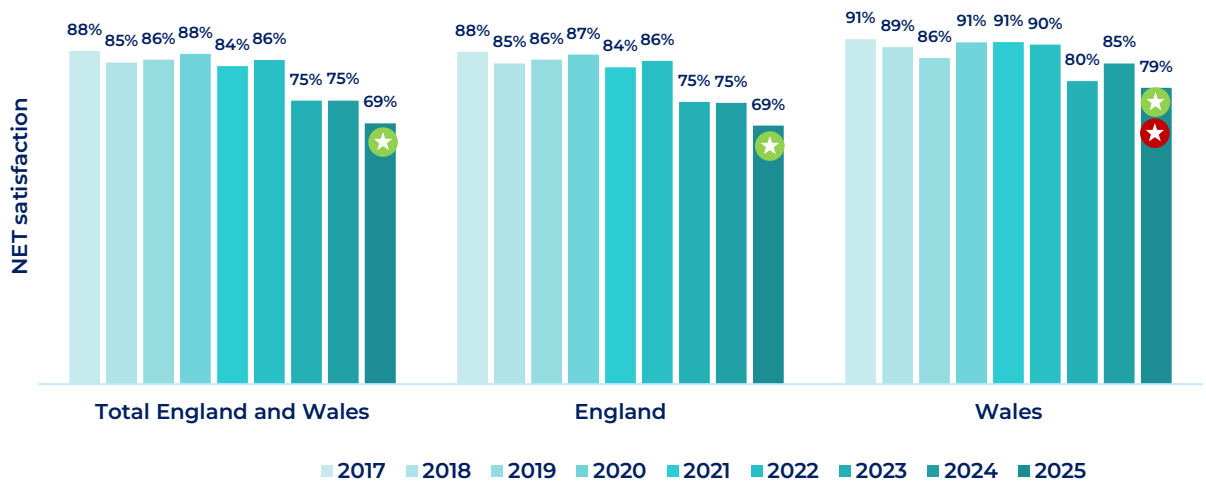
<sup>24</sup> Question wasn't included in the 2021 survey, so comparisons and trends are based on 9 years

## 1.14 Overall experience

Overall experience is measured via a question, which was added to the Water Matters survey in 2017, to find out, all things considered, how customers rate their overall satisfaction with their water company. Data from 2017-2025 is shown in Figure 28. This is followed by Table 25 and Table 26 which show satisfaction for WaSCs and for WoCs in turn.

**Figure 28: Satisfaction with overall experience of water/sewerage service provider**

9-year rolling avg. 2017 – 2025	81.9%	81.6%	86.9%
Change since last year	-6%	-6%	-6%
9-year trend	↓	↓	↓



- ★ Significant difference for net satisfied between 2024-2025 data in England, Wales and in Total
- ★ Significant difference between England & Wales 2025

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

Satisfaction with overall experience	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company Average vs WaSC Average	Change Since Last Year
Industry (2025 base sample: 3,505)	81.9%	<p>88% 85% 86% 88% 84% 86% 75% 75% 69%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-6%
Total WaSCs (2025 base sample: 2,060)	81.5%	<p>88% 85% 86% 87% 84% 86% 75% 75% 68%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	68%	-7%
Anglian Water (2025 base sample: 200)	84.1%	<p>90% 85% 84% 87% 86% 87% 81% 81% 77%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	-4%
Dŵr Cymru Welsh Water (2025 base sample: 200)	87.0%	<p>91% 90% 86% 91% 91% 90% 80% 85% 78%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	-7%
Hafren Dyfrdwy (2025 base sample: 201)	85.6%	<p>87% 86% 88% 87% 87% 91% 80% 85% 81%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-4%
Northumbrian Water (2025 base sample: 200)	88.1%	<p>90% 90% 91% 94% 88% 95% 83% 82% 79%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-4%
Severn Trent (2025 base sample: 200)	83.9%	<p>89% 87% 88% 88% 88% 88% 81% 75% 73%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-2%
South West Water (2025 base sample: 200)	74.1%	<p>85% 78% 80% 85% 83% 80% 65% 63% 54%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-9%
Southern Water (2025 base sample: 201)	71.5%	<p>79% 79% 84% 81% 72% 73% 62% 62% 51%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-11%

Satisfaction with overall experience	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company Average vs WaSC Average	Change Since Last Year
Thames Water (2025 base sample: 200)	74.6%	<p>86% 79% 78% 82% 79% 79% 64% 68% 57%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-12%
United Utilities (2025 base sample: 200)	83.6%	<p>88% 87% 88% 89% 84% 88% 79% 76% 73%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	-3%
Wessex Water (2025 base sample: 201)	85.7%	<p>88% 85% 86% 88% 84% 86% 75% 75% 69%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-6%
Yorkshire Water (2025 base sample: 200)	83.9%	<p>91% 88% 92% 89% 86% 89% 76% 80% 63%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-16%

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

Satisfaction with overall experience	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company Average vs WoC Average	Change Since Last Year
Industry (2025 base sample: 3,505)	81.9%	<p>88% 85% 86% 88% 84% 86% 75% 75% 69%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-6%
Total WoCs (2025 base sample: 1,445)	83.2%	<p>88% 87% 87% 90% 85% 87% 76% 76% 74%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	74%	-2%
Affinity Water (2025 base sample: 250)	81.4%	<p>84% 85% 85% 87% 86% 86% 76% 74% 70%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-4%
Bristol Water (2025 base sample: 150)	88.8%	<p>93% 92% 92% 91% 90% 90% 85% 82% 85%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+3%

Satisfaction with overall experience	Nine-year rolling company average	Nine-year company trend	Nine-year trend	Company Average vs WoC Average	Change Since Last Year
Cambridge Water (2025 base sample: 150)	86.4%	<p>92% 88% 93% 90% 89% 91% 75% 84% 76%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-8%
Essex & Suffolk Water (2025 base sample: 150)	86.0%	<p>85% 89% 89% 92% 85% 89% 82% 80% 83%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+3%
Portsmouth Water (2025 base sample: 151)	83.3%	<p>88% 85% 86% 88% 84% 86% 75% 75% 69%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-4%
South East Water (2025 base sample: 150)	78.2%	<p>89% 85% 82% 88% 84% 84% 63% 66% 63%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-4%
South Staffs Water (2025 base sample: 150)	84.9%	<p>93% 85% 90% 91% 81% 84% 78% 83% 79%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-4%
SES Water (2025 base sample: 151)	83.9%	<p>89% 84% 89% 91% 83% 90% 80% 72% 77%</p> <p>17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+5%

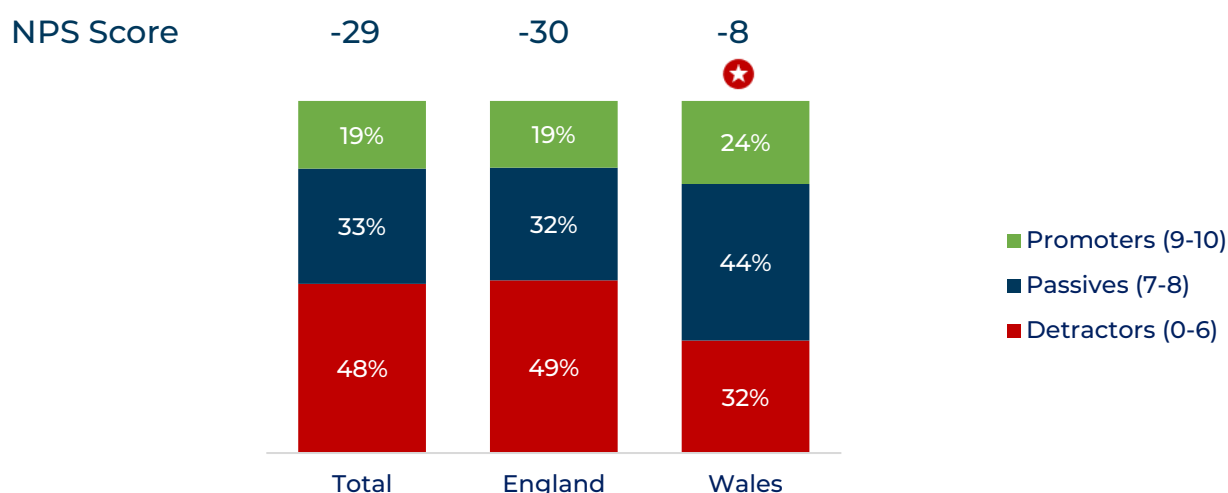
## 1.15 Likelihood to recommend

Customers were asked, hypothetically speaking, if it were possible to choose their water supplier, how likely they would be to recommend their water company to friends and family on a scale of 0 to 10, with 0 being 'not at all likely' and 10 being 'extremely likely'. This question was previously asked but suspended in 2021.

Customers rating 0 to 6 are classed as 'detractors', 7 to 8 are 'passives' and 9 to 10 are considered 'promoters'. A Net Promoter Score (NPS) is calculated for each company by subtracting the detractors from the promoters. The higher the NPS, the more positive a customer is towards the water company. A negative score is possible when there are more detractors than promoters.

Figure 28 below shows the results at a total level and in England and Wales, followed by Table 27 and 28 which show the results for WaSCs and for WoCs in turn.

**Figure 29: Likelihood to recommend water/sewerage provider**



★ Significant difference between England & Wales 2025

**Table 27: Likelihood to recommend water company as a provider of water services – WaSCs**

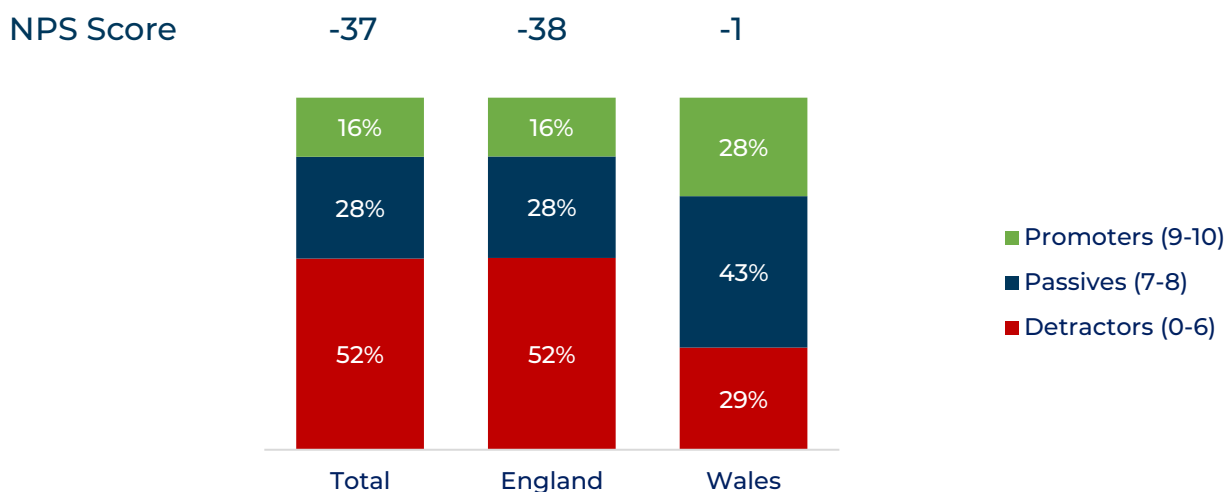
NPS Score	2016	2017	2018	2019	2020	2021	2025
Industry (2025 base sample: 3,505)	13	22	17	16	25		-29
Total WaSCs (2025 base sample: 2,060)	14	24	18	17	26		-32
Anglian Water (2025 base sample: 200)	17	22	18	18	19	20	-19
Dŵr Cymru Welsh Water (2025 base sample: 200)	33	38	44	38	49	40	-9
Hafren Dyfrdwy (2025 base sample: 201)	n/a	n/a	25	23	32	32	-2
Northumbrian Water (2025 base sample: 200)	32	40	38	37	41	30	5
Severn Trent (2025 base sample: 200)	19	22	20	22	40	21	-19
South West Water (2025 base sample: 200)	3	-7	-10	-6	16	7	-55
Southern Water (2025 base sample: 201)	5	-3	-7	-4	-6	-19	-60
Thames Water (2025 base sample: 200)	-4	1	6	-9	-4	-9	-64
United Utilities (2025 base sample: 200)	14	23	16	21	29	18	-23
Wessex Water (2025 base sample: 201)	14	28	18	33	37	16	-8
Yorkshire Water (2025 base sample: 200)	20	38	38	33	34	26	-33

**Table 28: Likelihood to recommend water company as a provider of water services – WoCs**

NPS Score	2016	2017	2018	2019	2020	2021	2025
Industry (2025 base sample: 3,505)	13	22	17	16	25	11	-29
Total WoCs (2025 base sample: 1,445)	-9	19	12	15	19	-1	-18
Affinity Water (2025 base sample: 250)	3	2	1	8	7	-6	-26
Bristol Water (2025 base sample: 150)	-1	31	24	29	32	16	0
Cambridge Water (2025 base sample: 150)	21	17	29	17	7	9	-29
Essex & Suffolk Water (2025 base sample: 150)	14	18	25	19	34	3	-10
Portsmouth Water (2025 base sample: 151)	6	33	24	35	36	11	0
South East Water (2025 base sample: 150)	4	6	3	-1	-4	-15	-46
South Staffs Water (2025 base sample: 150)	31	27	13	24	37	20	5
SES Water (2025 base sample: 151)	6	10	10	7	17	2	-10

As they receive services from two different companies, WoC customers were also asked how likely they would be to recommend the WaSC providing their sewerage services to friends and family using the same 0 to 10 scale. Figure 30 below shows the results at a total level and in England and Wales, followed by Table 29 which shows the results for each WoC. Scores are based on likelihood to recommend sewerage services provided by the WaSC(s) operating in the area that the WoC supplies water for (which might be more than one company).

**Figure 30: Likelihood to recommend sewerage provider**



**Table 29: Likelihood to recommend sewerage company as a provider of sewerage services – WoCs**

NPS Score	2016	2017	2018	2019	2020	2021	2025
Total WoCs (2025 base sample: 1,445)	-8	14	7	11	15	-14	-37
Affinity Water (2025 base sample: 250)	1		-4	8	7	-24	-48
Bristol Water (2025 base sample: 150)	-6	28	20	22	31	10	-16
Cambridge Water (2025 base sample: 150)	5	17	21	17	8	-7	-35
Essex & Suffolk Water (2025 base sample: 150)	-5	14	23	20	32	-4	-19
Portsmouth Water (2025 base sample: 151)	4	22	0	4	19	-47	-55
South East Water (2025 base sample: 150)	-22	3	-9	-4	-11	-25	-54
South Staffs Water (2025 base sample: 150)	1	20	5	20	31	9	-8
SES Water (2025 base sample: 151)	-17	-1	0	-3	6	-24	-42

# Chapter 2: Fair and Affordable Bills

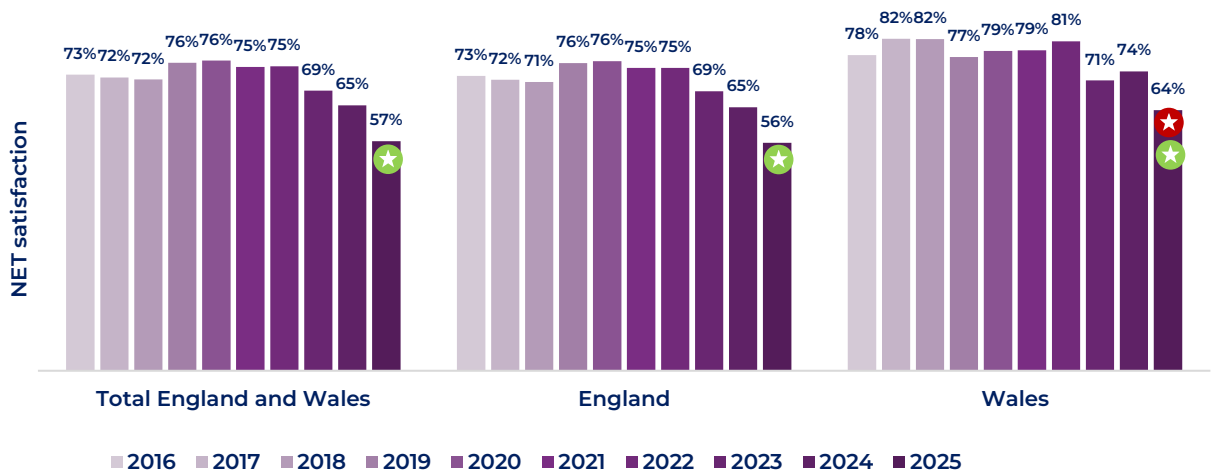
This chapter presents views on the charges paid for water and sewerage services. Topics include fairness, affordability and value for money.

## 2.1 Value for money of water services

Customers were asked how far they agreed that the water services they receive represent value for money. National views are shown in Figure 31 below, followed by Table 30 and Table 31, which present customers' views for each WaSC and for each WoC respectively.

**Figure 31: Satisfaction with value for money of water services**

10-year rolling avg. 2016 - 2025	70.9%	70.6%	76.6%
Change since last year	-9%	-9%	-9%
10-year trend	↔	↔	↔



★ Significant difference between 2024-2025 data in England, Wales and in Total

★ Significant difference between England & Wales 2025

**Table 30: Satisfaction with value for money of water services – WaSCs**

Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	70.9%	<p>73% 72% 72% 76% 76% 75% 75% 69% 65% 57%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	n/a	-9%
Total WaSCs (2025 base sample: 2,060)	71.1%	<p>74% 72% 72% 76% 77% 76% 75% 69% 65% 55%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	55%	-10%
Anglian Water (2025 base sample: 200)	73.8%	<p>73% 79% 72% 74% 76% 76% 79% 76% 70% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-7%
Dŵr Cymru Welsh Water (2025 base sample: 200)	76.8%	<p>78% 82% 82% 77% 79% 79% 81% 71% 74% 65%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-10%
Hafren Dyfrdwy (2025 base sample: 201)	72.5%	<p>76% 77% 79% 72% 78% 72% 67% 60%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-7%
Northumbrian Water (2025 base sample: 200)	78.1%	<p>84% 78% 75% 79% 79% 81% 86% 77% 72% 70%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-2%
Severn Trent (2025 base sample: 200)	74.9%	<p>78% 72% 77% 83.5% 84% 80% 76% 74% 65% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-2%
South West Water (2025 base sample: 200)	60.8%	<p>65% 54% 56% 65% 72% 66% 67% 60% 55% 49%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↓	-6%
Southern Water (2025 base sample: 201)	62.3%	<p>72% 61% 62% 67% 70% 66% 67% 61% 60% 39%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-21%
Thames Water (2025 base sample: 200)	64.7%	<p>70% 66% 65% 75% 70% 75% 67% 62% 57% 41%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↓	-16%

Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
United Utilities (2025 base sample: 200)	71.1%	<p>68% 73% 71% 76% 77% 71% 77% 71% 67% 59%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-9%
Wessex Water (2025 base sample: 201)	73.8%	<p>75% 76% 75% 79% 76% 76% 78% 63% 70% 69%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	-2%
Yorkshire Water (2025 base sample: 200)	73.8%	<p>79% 76% 77% 79% 77% 79% 80% 70% 71% 50%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↓	-21%

**Table 31: Satisfaction with value for money of water services – WoCs**

Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	70.0%	<p>73% 72% 72% 76% 76% 75% 75% 69% 65% 57%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	n/a	-9%
Total WoCs (2025 base sample: 1,445)	70.3%	<p>70% 72% 70% 76% 76% 71% 75% 68% 65% 61%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	61%	-5%
Affinity Water (2025 base sample: 250)	67.6%	<p>73% 72% 72% 76% 76% 75% 75% 69% 65% 57%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-8%
Bristol Water (2025 base sample: 150)	75.2%	<p>62% 77% 75% 80% 84% 77% 80% 74% 70% 74%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+4%
Cambridge Water (2025 base sample: 150)	71.0%	<p>75% 74% 68% 78% 74% 74% 78% 63% 66% 59%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-7%

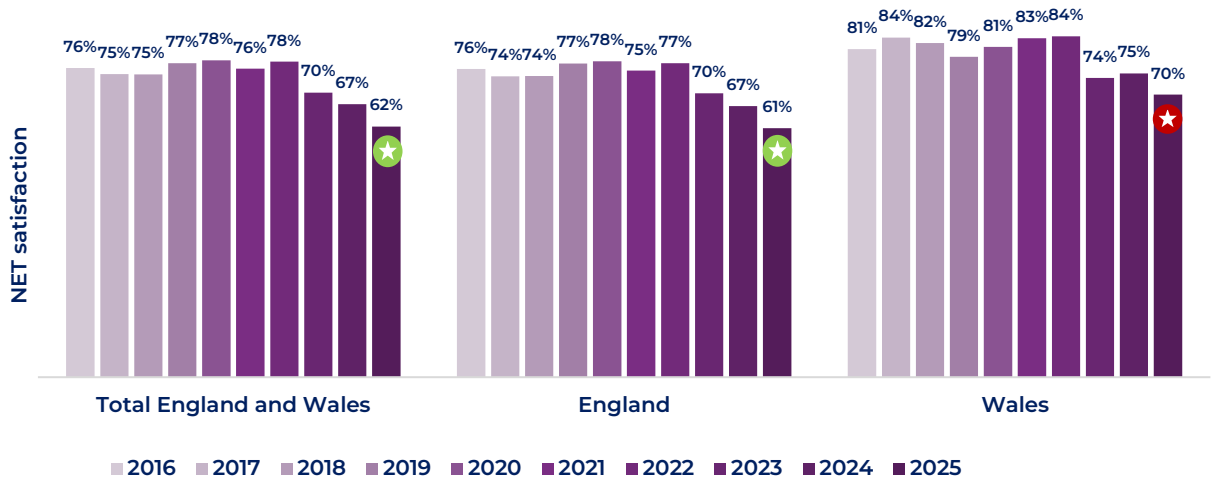
Satisfaction with value for money of water services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Essex & Suffolk Water (2025 base sample: 150)	71.6%	<table border="1"> <caption>10-year company trend for Essex &amp; Suffolk Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>67%</td></tr> <tr><td>17</td><td>71%</td></tr> <tr><td>18</td><td>71%</td></tr> <tr><td>19</td><td>76%</td></tr> <tr><td>20</td><td>77%</td></tr> <tr><td>21</td><td>73%</td></tr> <tr><td>22</td><td>79%</td></tr> <tr><td>23</td><td>69%</td></tr> <tr><td>24</td><td>64%</td></tr> <tr><td>25</td><td>67%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	67%	17	71%	18	71%	19	76%	20	77%	21	73%	22	79%	23	69%	24	64%	25	67%	↔	↔	+3%
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Portsmouth Water (2025 base sample: 151)	76.8%	<table border="1"> <caption>10-year company trend for Portsmouth Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>79%</td></tr> <tr><td>17</td><td>79%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>77%</td></tr> <tr><td>20</td><td>82%</td></tr> <tr><td>21</td><td>79%</td></tr> <tr><td>22</td><td>80%</td></tr> <tr><td>23</td><td>74%</td></tr> <tr><td>24</td><td>73%</td></tr> <tr><td>25</td><td>68%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	79%	17	79%	18	77%	19	77%	20	82%	21	79%	22	80%	23	74%	24	73%	25	68%	↔	↔	-5%
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South Staffs Water (2025 base sample: 150)	72.5%	<table border="1"> <caption>10-year company trend for South Staffs Water</caption> <thead> <tr> <th>Year</th> <th>Satisfaction (%)</th> </tr> </thead> <tbody> <tr><td>16</td><td>74%</td></tr> <tr><td>17</td><td>77%</td></tr> <tr><td>18</td><td>72%</td></tr> <tr><td>19</td><td>76%</td></tr> <tr><td>20</td><td>80%</td></tr> <tr><td>21</td><td>72%</td></tr> <tr><td>22</td><td>77%</td></tr> <tr><td>23</td><td>67%</td></tr> <tr><td>24</td><td>67%</td></tr> <tr><td>25</td><td>64%</td></tr> </tbody> </table>	Year	Satisfaction (%)	16	74%	17	77%	18	72%	19	76%	20	80%	21	72%	22	77%	23	67%	24	67%	25	64%	↔	↔	-3%
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25	66%																										

## 2.2 Value for money of sewerage services

Customers were asked how far they agreed that the sewerage services they receive represent good value for money. National views are shown in Figure 32 below, followed by Table 32 and Table 33, which present customer views by each WaSC and WoC respectively.

**Figure 32: Satisfaction with value for money of sewerage services**

10-year rolling avg. 2016 - 2025	<b>73.3%</b>	<b>72.9%</b>	<b>79.3%</b>
Change since last year	<b>-5%</b>	<b>-5%</b>	<b>-5%</b>
10-year trend	↔	↔	↔



★ Significant difference between 2024-2025 data in England and in Total

★ Significant difference between England & Wales 2025

**Table 32: Satisfaction with value for money of sewerage services – WaSCs**

Satisfaction with value for money of sewerage services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	73.3%		↔	n/a	<b>-5</b>
Total WaSCs (2025 base sample: 2,060)	74.0%		↔	61%	<b>-7%</b>
Anglian Water (2025 base sample: 200)	75.7%		↔	↑	0%

Satisfaction with value for money of sewerage services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 200)	79.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>81%</td><td>84%</td><td>83%</td><td>79%</td><td>81%</td><td>84%</td><td>84%</td><td>74%</td><td>75%</td><td>70%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	81%	84%	83%	79%	81%	84%	84%	74%	75%	70%	↔	↑	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	81%	84%	83%	79%	81%	84%	84%	74%	75%	70%																	
Hafren Dyfrdwy (2025 base sample: 201)	76.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>76%</td><td>81%</td><td>81%</td><td>80%</td><td>81%</td><td>71%</td><td>70%</td><td>69%</td><td></td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	76%	81%	81%	80%	81%	71%	70%	69%			↓	↑	0%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	76%	81%	81%	80%	81%	71%	70%	69%																			
Northumbrian Water (2025 base sample: 200)	79.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>84%</td><td>78%</td><td>78%</td><td>84%</td><td>81%</td><td>83%</td><td>83%</td><td>76%</td><td>75%</td><td>74%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	84%	78%	78%	84%	81%	83%	83%	76%	75%	74%	↔	↑	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	84%	78%	78%	84%	81%	83%	83%	76%	75%	74%																	
Severn Trent (2025 base sample: 200)	77.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>80%</td><td>75%</td><td>79%</td><td>80%</td><td>87%</td><td>81%</td><td>84%</td><td>76%</td><td>66%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	80%	75%	79%	80%	87%	81%	84%	76%	66%	66%	↔	↔	0%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	80%	75%	79%	80%	87%	81%	84%	76%	66%	66%																	
South West Water (2025 base sample: 200)	58.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>60%</td><td>58%</td><td>57%</td><td>66%</td><td>67%</td><td>65%</td><td>64%</td><td>57%</td><td>51%</td><td>44%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	60%	58%	57%	66%	67%	65%	64%	57%	51%	44%	↔	↓	-7%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	60%	58%	57%	66%	67%	65%	64%	57%	51%	44%																	
Southern Water (2025 base sample: 201)	63.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>73%</td><td>68%</td><td>63%</td><td>74%</td><td>71%</td><td>68%</td><td>67%</td><td>52%</td><td>59%</td><td>45%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	73%	68%	63%	74%	71%	68%	67%	52%	59%	45%	↓	↓	-14%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	73%	68%	63%	74%	71%	68%	67%	52%	59%	45%																	
Thames Water (2025 base sample: 200)	68.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>78%</td><td>69%</td><td>70%</td><td>75%</td><td>72%</td><td>70%</td><td>72%</td><td>67%</td><td>64%</td><td>49%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	78%	69%	70%	75%	72%	70%	72%	67%	64%	49%	↓	↓	-14%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	78%	69%	70%	75%	72%	70%	72%	67%	64%	49%																	
United Utilities (2025 base sample: 200)	75.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>72%</td><td>77%</td><td>80%</td><td>79%</td><td>81%</td><td>79%</td><td>81%</td><td>74%</td><td>73%</td><td>65%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	72%	77%	80%	79%	81%	79%	81%	74%	73%	65%	↔	↔	-8%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	72%	77%	80%	79%	81%	79%	81%	74%	73%	65%																	
Wessex Water (2025 base sample: 201)	77.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>80%</td><td>78%</td><td>79%</td><td>83%</td><td>79%</td><td>75%</td><td>79%</td><td>70%</td><td>74%</td><td>72%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	80%	78%	79%	83%	79%	75%	79%	70%	74%	72%	↓	↑	-3%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	80%	78%	79%	83%	79%	75%	79%	70%	74%	72%																	
Yorkshire Water (2025 base sample: 200)	76.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>82%</td><td>79%</td><td>79%</td><td>80%</td><td>79%</td><td>83%</td><td>83%</td><td>70%</td><td>74%</td><td>61%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	82%	79%	79%	80%	79%	83%	83%	70%	74%	61%	↓	↔	-13%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	82%	79%	79%	80%	79%	83%	83%	70%	74%	61%																	

**Table 33: Satisfaction with value for money of sewerage services – WoCs**

Satisfaction with value for money of sewerage services <sup>25</sup>	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	73.3%	<p>76% 75% 75% 77% 78% 76% 78% 70% 67% 62%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	n/a	-5%
Total WoCs (2025 base sample: 1,445)	70.3	<p>72% 73% 72% 75% 76% 70% 72% 67% 62% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	63%	+1%
Affinity Water (2025 base sample: 250)	69.3%	<p>75% 66% 71% 78% 75% 65% 72% 67% 62% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+1%
Bristol Water (2025 base sample: 150)	76.6%	<p>63% 82% 76% 83% 82% 81% 81% 70% 69% 77%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+9%
Cambridge Water (2025 base sample: 150)	71.2%	<p>76% 76% 68% 79% 76% 72% 76% 63% 68% 58%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-10%
Essex & Suffolk Water (2025 base sample: 150)	72.1%	<p>70% 72% 66% 74% 76% 78% 75% 72% 68% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+4%
Portsmouth Water (2025 base sample: 151)	62.1%	<p>74% 74% 69% 65% 81% 60% 57% 47% 47% 47%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	0%
South East Water (2025 base sample: 150)	65.9%	<p>65% 74% 73% 69% 71% 66% 67% 63% 56% 56%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	0%
South Staffs Water (2025 base sample: 150)	74.9%	<p>75% 82% 76% 75% 83% 73% 80% 70% 64% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	+7%

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

Satisfaction with value for money of sewerage services <sup>25</sup>	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
SES Water (2025 base sample: 151)	69.3%		↔	↔	-7%

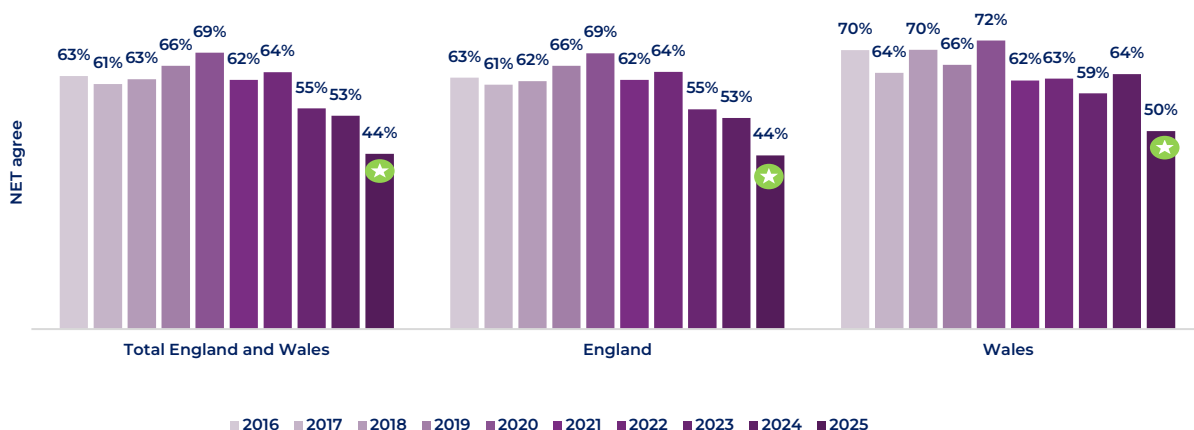
## 2.3 Fairness of charges

Water bill payers were asked how much they agreed or disagreed that the water and/or sewerage charges they pay are fair. Perceptions of fairness for England and Wales, and for each nation are shown in Figure 33. This is followed by views on fairness by each WaSC in Table 34 and by each WoC in Table 35.

Prior to 2019, fairness of water and sewerage charges was also reported separately for WoCs (fairness of water charges, fairness of sewerage charges, with a third question asking about fairness of the total charges – introduced in 2013). The questions regarding water charges and sewerage charges were dropped in 2019 and data for WoCs is only presented at a total level.<sup>26</sup>

**Figure 33: Fairness of charges**

10-year rolling avg. 2016 - 2025	60.1%	59.9%	64.0%
Change since last year	-10%	-9%	-14%
10-year trend	↔	↔	↓



★ Significant difference between 2024-2025 data in England, Wales and in Total

<sup>26</sup> In previous years the vast majority of people gave the same response across all 3 measures; and if they didn't then two-thirds of the time the water bill and the overall/combined rating matched, which shows that water was much more on their mind than sewerage when answering for overall affordability. Therefore, any statistical changes won't be because of this change.

**Table 34: Fairness of charges – WaSCs**

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	60.1%	<p>63% 61% 63% 66% 69% 62% 64% 55% 53% 44%</p> <p>Year</p>	↔	n/a	-10%
Total WaSCs (2025 base sample: 2,060)	60.3%	<p>64% 61% 63% 66% 69% 63% 65% 55% 54% 43%</p> <p>Year</p>	↔	43%	-11%
Anglian Water (2025 base sample: 200)	63.8%	<p>64% 67% 62% 65% 72% 67% 68% 64% 61% 51%</p> <p>Year</p>	↔	↑	-10%
Dŵr Cymru Welsh Water (2025 base sample: 200)	64.1%	<p>70% 64% 71% 66% 72% 62% 62% 59% 65% 50%</p> <p>Year</p>	↓	↑	-15%
Hafren Dyfrdwy (2025 base sample: 201)	60.8%	<p>61% 63% 71% 62% 69% 58% 55% 47%</p> <p>Year</p>	↔	↔	-8%
Northumbrian Water (2025 base sample: 200)	65.6%	<p>73% 64% 63% 60% 72% 71% 76% 62% 59% 54%</p> <p>Year</p>	↔	↑	-5%
Severn Trent (2025 base sample: 200)	63.8%	<p>69% 58% 68% 69% 77% 68% 67% 58% 53% 51%</p> <p>Year</p>	↔	↑	-2%
South West Water (2025 base sample: 200)	45.5%	<p>46% 39% 38% 50% 57% 51% 53% 42% 42% 37%</p> <p>Year</p>	↔	↔	-4%
Southern Water (2025 base sample: 201)	55.3%	<p>67% 62% 60% 59% 61% 56% 60% 46% 51% 31%</p> <p>Year</p>	↓	↓	-20%
Thames Water (2025 base sample: 200)	55.0%	<p>58% 61% 61% 65% 62% 61% 60% 48% 45% 30%</p> <p>Year</p>	↔	↓	-15%

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
United Utilities (2025 base sample: 200)	59.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>59%</td><td>60%</td><td>62%</td><td>65%</td><td>68%</td><td>58%</td><td>64%</td><td>57%</td><td>55%</td><td>45%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	59%	60%	62%	65%	68%	58%	64%	57%	55%	45%	↔	↔	-10%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	59%	60%	62%	65%	68%	58%	64%	57%	55%	45%																	
Wessex Water (2025 base sample: 201)	63.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>67%</td><td>67%</td><td>62%</td><td>65%</td><td>76%</td><td>66%</td><td>68%</td><td>52%</td><td>58%</td><td>55%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	67%	67%	62%	65%	76%	66%	68%	52%	58%	55%	↔	↑	-3%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	67%	67%	62%	65%	76%	66%	68%	52%	58%	55%																	
Yorkshire Water (2025 base sample: 200)	64.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>71%</td><td>65%</td><td>69%</td><td>75%</td><td>72%</td><td>66%</td><td>67%</td><td>59%</td><td>60%</td><td>40%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	71%	65%	69%	75%	72%	66%	67%	59%	60%	40%	↓	↔	-20%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	71%	65%	69%	75%	72%	66%	67%	59%	60%	40%																	

**Table 35: Fairness of charges - WoCs**

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2025 base sample: 3,505)	60.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>63%</td><td>61%</td><td>63%</td><td>66%</td><td>69%</td><td>62%</td><td>64%</td><td>55%</td><td>53%</td><td>44%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	63%	61%	63%	66%	69%	62%	64%	55%	53%	44%	↔	n/a	-10%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	63%	61%	63%	66%	69%	62%	64%	55%	53%	44%																	
Total WoCs (2025 base sample: 1,445)	59.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>61%</td><td>62%</td><td>60%</td><td>67%</td><td>69%</td><td>59%</td><td>64%</td><td>55%</td><td>52%</td><td>46%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	61%	62%	60%	67%	69%	59%	64%	55%	52%	46%	↔	46%	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	61%	62%	60%	67%	69%	59%	64%	55%	52%	46%																	
Affinity Water (2025 base sample: 250)	56.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>59%</td><td>57%</td><td>55%</td><td>67%</td><td>69%</td><td>56%</td><td>61%</td><td>55%</td><td>47%</td><td>43%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	59%	57%	55%	67%	69%	56%	61%	55%	47%	43%	↔	↔	-4%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	59%	57%	55%	67%	69%	56%	61%	55%	47%	43%																	
Bristol Water (2025 base sample: 150)	64.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>51%</td><td>67%</td><td>68%</td><td>72%</td><td>71%</td><td>69%</td><td>69%</td><td>60%</td><td>58%</td><td>57%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	51%	67%	68%	72%	71%	69%	69%	60%	58%	57%	↔	↑	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	51%	67%	68%	72%	71%	69%	69%	60%	58%	57%																	
Cambridge Water (2025 base sample: 150)	63.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>67%</td><td>66%</td><td>63%</td><td>77%</td><td>69%</td><td>65%</td><td>70%</td><td>50%</td><td>56%</td><td>48%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	67%	66%	63%	77%	69%	65%	70%	50%	56%	48%	↔	↔	-9%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	67%	66%	63%	77%	69%	65%	70%	50%	56%	48%																	
Essex & Suffolk Water (2025 base sample: 150)	62.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>58%</td><td>57%</td><td>61%</td><td>68%</td><td>72%</td><td>65%</td><td>73%</td><td>62%</td><td>53%</td><td>53%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	58%	57%	61%	68%	72%	65%	73%	62%	53%	53%	↔	↔	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	58%	57%	61%	68%	72%	65%	73%	62%	53%	53%																	

Agree charges are fair	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Portsmouth Water (2025 base sample: 151)	60.7%	<table border="1"> <caption>Portsmouth Water 10-year trend</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>69%</td></tr> <tr><td>17</td><td>72%</td></tr> <tr><td>18</td><td>60%</td></tr> <tr><td>19</td><td>67%</td></tr> <tr><td>20</td><td>72%</td></tr> <tr><td>21</td><td>58%</td></tr> <tr><td>22</td><td>62%</td></tr> <tr><td>23</td><td>49%</td></tr> <tr><td>24</td><td>52%</td></tr> <tr><td>25</td><td>46%</td></tr> </tbody> </table>	Year	Percentage	16	69%	17	72%	18	60%	19	67%	20	72%	21	58%	22	62%	23	49%	24	52%	25	46%	↓	↔	-6%
Year	Percentage																										
16	69%																										
17	72%																										
18	60%																										
19	67%																										
20	72%																										
21	58%																										
22	62%																										
23	49%																										
24	52%																										
25	46%																										
South East Water (2025 base sample: 150)	55.5%	<table border="1"> <caption>South East Water 10-year trend</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>60%</td></tr> <tr><td>17</td><td>59%</td></tr> <tr><td>18</td><td>61%</td></tr> <tr><td>19</td><td>62%</td></tr> <tr><td>20</td><td>64%</td></tr> <tr><td>21</td><td>56%</td></tr> <tr><td>22</td><td>58%</td></tr> <tr><td>23</td><td>50%</td></tr> <tr><td>24</td><td>48%</td></tr> <tr><td>25</td><td>39%</td></tr> </tbody> </table>	Year	Percentage	16	60%	17	59%	18	61%	19	62%	20	64%	21	56%	22	58%	23	50%	24	48%	25	39%	↓	↔	-9%
Year	Percentage																										
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17	59%																										
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23	50%																										
24	48%																										
25	39%																										
South Staffs Water (2025 base sample: 150)	61.2%	<table border="1"> <caption>South Staffs Water 10-year trend</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>62%</td></tr> <tr><td>17</td><td>75%</td></tr> <tr><td>18</td><td>59%</td></tr> <tr><td>19</td><td>64%</td></tr> <tr><td>20</td><td>75%</td></tr> <tr><td>21</td><td>57%</td></tr> <tr><td>22</td><td>65%</td></tr> <tr><td>23</td><td>50%</td></tr> <tr><td>24</td><td>54%</td></tr> <tr><td>25</td><td>49%</td></tr> </tbody> </table>	Year	Percentage	16	62%	17	75%	18	59%	19	64%	20	75%	21	57%	22	65%	23	50%	24	54%	25	49%	↔	↔	-5%
Year	Percentage																										
16	62%																										
17	75%																										
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SES Water (2025 base sample: 151)	56.9%	<table border="1"> <caption>SES Water 10-year trend</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>16</td><td>59%</td></tr> <tr><td>17</td><td>56%</td></tr> <tr><td>18</td><td>56%</td></tr> <tr><td>19</td><td>65%</td></tr> <tr><td>20</td><td>65%</td></tr> <tr><td>21</td><td>58%</td></tr> <tr><td>22</td><td>58%</td></tr> <tr><td>23</td><td>51%</td></tr> <tr><td>24</td><td>55%</td></tr> <tr><td>25</td><td>46%</td></tr> </tbody> </table>	Year	Percentage	16	59%	17	56%	18	56%	19	65%	20	65%	21	58%	22	58%	23	51%	24	55%	25	46%	↔	↔	-9%
Year	Percentage																										
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## 2.4 Affordability of charges

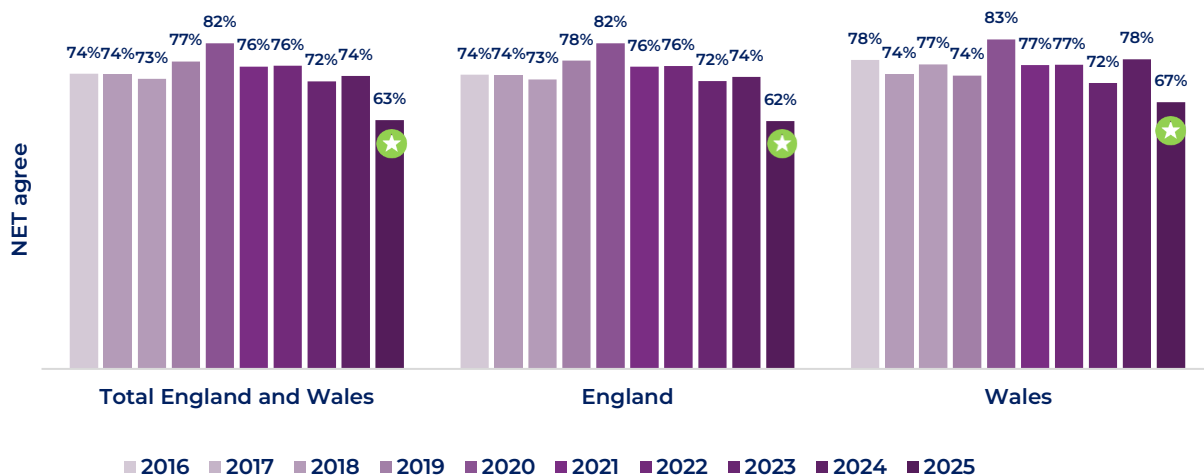
Customers were asked to what extent they agree that the water and/or sewerage charges they pay are affordable. Figure 34 shows 10-year trends for perceptions of affordability at national levels; this is followed by Table 36 and Table 37, which show affordability trends by WaSC and WoC.

Prior to 2019, affordability of water and sewerage charges was also reported separately for WoCs (affordability of water charges, affordability of sewerage charges, with a third question asking about affordability of the total charges – introduced in 2013). The questions regarding water charges and sewerage charges were dropped in 2019 and data for WoCs is only presented at a total level.<sup>27</sup>

<sup>27</sup> In previous years the vast majority of people gave the same response across all 3 measures; and if they didn't then two-thirds of the time the water bill and the overall/combined rating matched, which shows that water was much more on their mind than sewerage when answering for overall affordability. Therefore, any statistical changes won't be because of this change.

**Figure 34: Affordability of water and sewerage charges**

10-year rolling avg. 2016 - 2025	74.2%	74.2%	75.6%
Change since last year	-11%	-11%	-11%
10-year trend	↔	↔	↔



★ Significant difference between 2024-2025 data in England, Wales and in Total

**Table 36: Affordability of water and sewerage charges – WaSCs**

Agree charges are affordable	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	74.2%		↔	n/a	-11%
Total WaSCs (2025 base sample: 2,060)	75.0%		↔	61%	-7%
Anglian Water (2025 base sample: 200)	77.3%		↔	↑	-3%
Dŵr Cymru Welsh Water (2025 base sample: 200)	75.7%		↔	↑	-11%
Hafren Dyfrdwy (2025 base sample: 201)	72.9%		↔	↔	-6%

Agree charges are affordable	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Northumbrian Water (2025 base sample: 200)	78.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>83%</td><td>81%</td><td>75%</td><td>74%</td><td>85%</td><td>81%</td><td>85%</td><td>73%</td><td>76%</td><td>72%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	83%	81%	75%	74%	85%	81%	85%	73%	76%	72%	↔	↑	-4%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	83%	81%	75%	74%	85%	81%	85%	73%	76%	72%																	
Severn Trent (2025 base sample: 200)	75.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>78%</td><td>75%</td><td>77%</td><td>77%</td><td>85%</td><td>80%</td><td>76%</td><td>73%</td><td>72%</td><td>64%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	78%	75%	77%	77%	85%	80%	76%	73%	72%	64%	↔	↔	-9%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	78%	75%	77%	77%	85%	80%	76%	73%	72%	64%																	
South West Water (2025 base sample: 200)	64.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>62%</td><td>61%</td><td>57%</td><td>66%</td><td>75%</td><td>67%</td><td>68%</td><td>63%</td><td>68%</td><td>55%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	62%	61%	57%	66%	75%	67%	68%	63%	68%	55%	↔	↓	-13%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	62%	61%	57%	66%	75%	67%	68%	63%	68%	55%																	
Southern Water (2025 base sample: 201)	73.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>77%</td><td>71%</td><td>70%</td><td>78%</td><td>82%</td><td>72%</td><td>74%</td><td>72%</td><td>76%</td><td>59%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	77%	71%	70%	78%	82%	72%	74%	72%	76%	59%	↔	↔	-17%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	77%	71%	70%	78%	82%	72%	74%	72%	76%	59%																	
Thames Water (2025 base sample: 200)	69.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>69%</td><td>69%</td><td>71%</td><td>76%</td><td>76%</td><td>76%</td><td>73%</td><td>65%</td><td>69%</td><td>48%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	69%	69%	71%	76%	76%	76%	73%	65%	69%	48%	↔	↓	-22%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	69%	69%	71%	76%	76%	76%	73%	65%	69%	48%																	
United Utilities (2025 base sample: 200)	74.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>73%</td><td>73%</td><td>74%</td><td>80%</td><td>83%</td><td>74%</td><td>76%</td><td>73%</td><td>77%</td><td>63%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	73%	73%	74%	80%	83%	74%	76%	73%	77%	63%	↔	↔	-14%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	73%	73%	74%	80%	83%	74%	76%	73%	77%	63%																	
Wessex Water (2025 base sample: 201)	77.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>80%</td><td>78%</td><td>76%</td><td>79%</td><td>87%</td><td>74%</td><td>78%</td><td>72%</td><td>73%</td><td>75%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	80%	78%	76%	79%	87%	74%	78%	72%	73%	75%	↓	↑	+2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	80%	78%	76%	79%	87%	74%	78%	72%	73%	75%																	
Yorkshire Water (2025 base sample: 200)	76.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>77%</td><td>76%</td><td>76%</td><td>83%</td><td>82%</td><td>79%</td><td>77%</td><td>78%</td><td>76%</td><td>62%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	77%	76%	76%	83%	82%	79%	77%	78%	76%	62%	↔	↔	-14%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	77%	76%	76%	83%	82%	79%	77%	78%	76%	62%																	

**Table 37: Affordability of water and sewerage charges – WoCs**

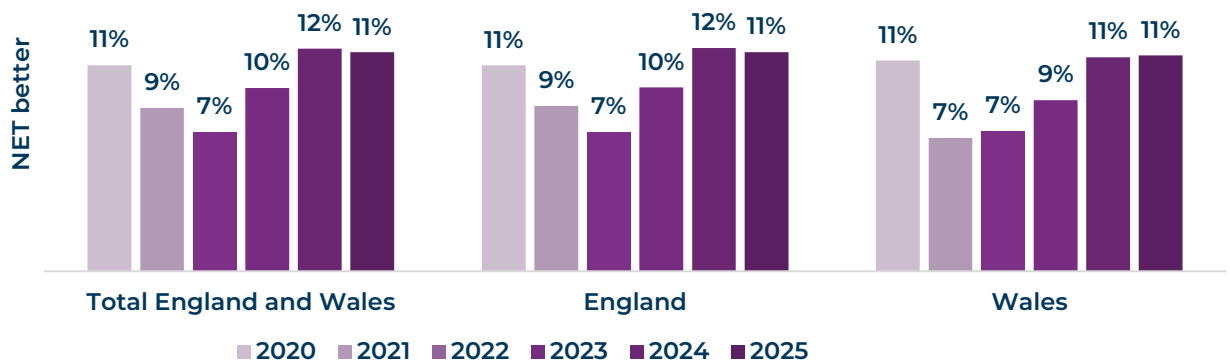
Agree charges are affordable	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	74.2%	<p>74% 74% 73% 77% 82% 76% 76% 72% 74% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	n/a	-11%
Total WoCs (2025 base sample: 1,445)	75.0%	<p>73% 75% 71% 79% 83% 75% 77% 74% 74% 67%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	67%	-7%
Affinity Water (2025 base sample: 250)	74.2%	<p>71% 76% 65% 78% 82% 74% 80% 75% 73% 66%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-8%
Bristol Water (2025 base sample: 150)	76.8%	<p>66% 77% 78% 80% 81% 79% 78% 76% 76% 74%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-3%
Cambridge Water (2025 base sample: 150)	80.7%	<p>79% 79% 80% 84% 86% 86% 88% 69% 80% 74%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-6%
Essex & Suffolk Water (2025 base sample: 150)	74.8%	<p>66% 72% 69% 81% 86% 77% 78% 77% 70% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	+1%
Portsmouth Water (2025 base sample: 151)	76.3%	<p>81% 85% 68% 77% 87% 76% 76% 70% 73% 70%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-3%
South East Water (2025 base sample: 150)	73.9%	<p>74% 67% 75% 78% 82% 76% 74% 74% 78% 61%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-17%
South Staffs Water (2025 base sample: 150)	72.8%	<p>75% 79% 72% 75% 83% 70% 70% 65% 71% 67%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-4%
SES Water (2025 base sample: 151)	75.4%	<p>75% 72% 72% 80% 81% 73% 78% 74% 78% 71%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-7%

## 2.5 Changes in household financial situation

Introduced in 2020, customers were asked a question as to whether their household situation has changed since the previous year. Figure 35 show the net better results and Figure 36 shows the net worse results at national levels. Trend data is shown for the 6-year period.

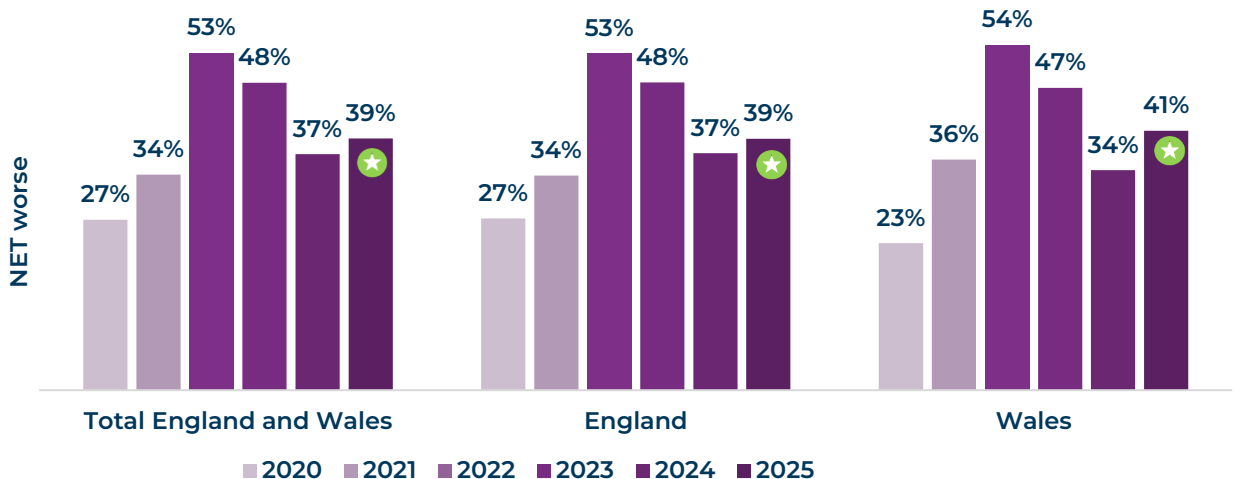
**Figure 35: Changes in household financial situation – net better**

6-year rolling avg. 2020 – 2025	9.9%	9.9%	9.4%
Change since last year	0%	0%	0%
6-year trend	↔	↔	↔



**Figure 36: Changes in household financial situation – net worse**

6-year rolling avg. 2020 – 2025	39.6%	39.6%	39.2%
Change since last year	+2%	+2%	+6%
6-year trend	↔	↔	↔



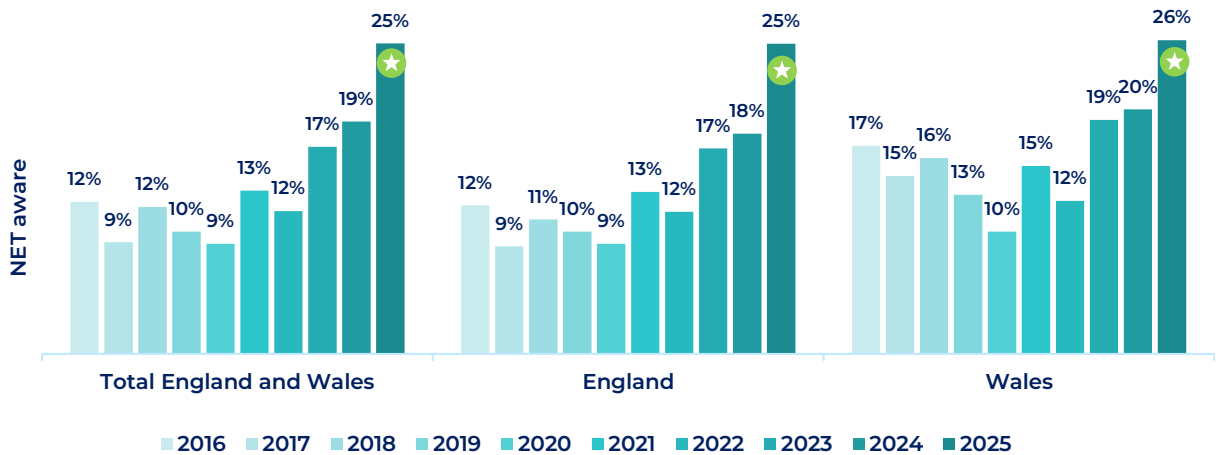
★ Significant difference between 2024-2025 data in England, Wales and in Total

## 2.6 Awareness of WaterSure/WaterSure Wales

The WaterSure tariff is provided by all companies in England and Wales. It aims to help customers in genuine financial hardship who struggle to afford their water charges by capping their annual charge, so it is no more than the average metered bill for the company that serves them. Customers must first meet a number of criteria to be eligible for WaterSure. To understand awareness of the WaterSure social tariff, customers were asked if they had ever heard of it or were subscribed to it. Figure 37 shows awareness and take-up across England and Wales, and for each nation over the last ten years. This is followed by Table 38 and Table 39, which show awareness and take-up for WaSCs and for WoCs respectively.

**Figure 37: Awareness of WaterSure/WaterSure Wales**

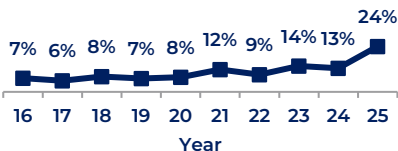
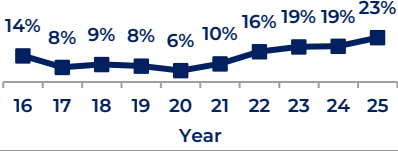
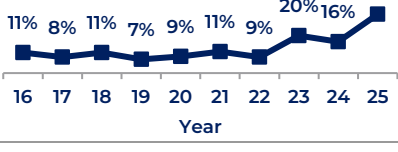
10-year rolling avg. 2016 - 2025	13.7%	13.6%	16.1%
Change since last year	+7%	+7%	+6%
10-year trend	↑	↑	↔



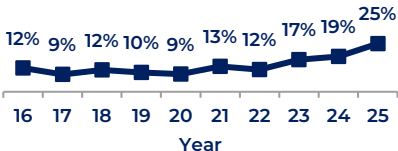
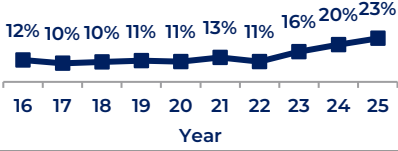
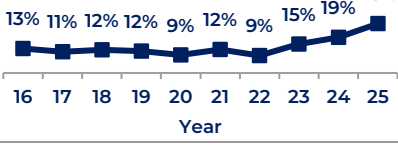
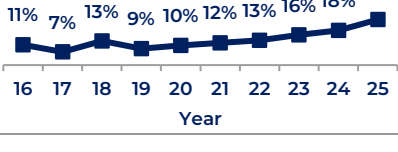
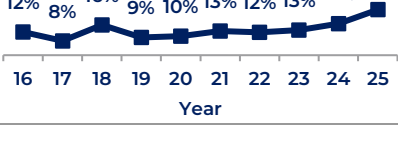
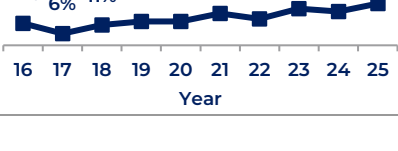
★ Significant difference between 2024-2025 data in England, Wales and in Total

**Table 38: Awareness of WaterSure/ WaterSure Wales – WaSCs**

Awareness of WaterSure/ WaterSure Wales	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Industry (2025 base sample: 3,505)	13.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>12</td><td>9</td><td>12</td><td>10</td><td>9</td><td>13</td><td>12</td><td>17</td><td>19</td><td>25</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	12	9	12	10	9	13	12	17	19	25	↑	n/a	+7%
Year	16	17	18	19	20	21	22	23	24	25																	
Awareness (%)	12	9	12	10	9	13	12	17	19	25																	
Total WaSCs (2025 base sample: 2,060)	13.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>13</td><td>9</td><td>12</td><td>10</td><td>9</td><td>13</td><td>12</td><td>17</td><td>18</td><td>26</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	13	9	12	10	9	13	12	17	18	26	↑	26%	+8%
Year	16	17	18	19	20	21	22	23	24	25																	
Awareness (%)	13	9	12	10	9	13	12	17	18	26																	
Anglian Water (2025 base sample: 200)	17.1%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>17</td><td>11</td><td>15</td><td>11</td><td>11</td><td>17</td><td>17</td><td>20</td><td>23</td><td>30</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	17	11	15	11	11	17	17	20	23	30	↑	↔	+6%
Year	16	17	18	19	20	21	22	23	24	25																	
Awareness (%)	17	11	15	11	11	17	17	20	23	30																	
Dŵr Cymru Welsh Water (2025 base sample: 200)	16.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>18</td><td>15</td><td>17</td><td>14</td><td>10</td><td>15</td><td>13</td><td>20</td><td>20</td><td>27</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	18	15	17	14	10	15	13	20	20	27	↔	↔	+6%
Year	16	17	18	19	20	21	22	23	24	25																	
Awareness (%)	18	15	17	14	10	15	13	20	20	27																	
Hafren Dyfrdwy (2025 base sample: 201)	12.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>11</td><td>12</td><td>13</td><td>16</td><td>9</td><td>14</td><td>11</td><td>14</td><td>11</td><td>14</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	11	12	13	16	9	14	11	14	11	14	↔	↓	+3%
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Awareness (%)	11	12	13	16	9	14	11	14	11	14																	
Northumbrian Water (2025 base sample: 200)	10.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>12</td><td>6</td><td>8</td><td>10</td><td>6</td><td>11</td><td>9</td><td>14</td><td>15</td><td>18</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	12	6	8	10	6	11	9	14	15	18	↑	↓	+3%
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Awareness (%)	12	6	8	10	6	11	9	14	15	18																	
Severn Trent (2025 base sample: 200)	13.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>10</td><td>7</td><td>10</td><td>10</td><td>7</td><td>10</td><td>14</td><td>16</td><td>24</td><td>25</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	10	7	10	10	7	10	14	16	24	25	↑	↔	+1%
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Awareness (%)	10	7	10	10	7	10	14	16	24	25																	
South West Water (2025 base sample: 200)	18.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>20</td><td>18</td><td>17</td><td>19</td><td>15</td><td>15</td><td>17</td><td>20</td><td>19</td><td>30</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	20	18	17	19	15	15	17	20	19	30	↔	↔	+10%
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Awareness (%)	20	18	17	19	15	15	17	20	19	30																	
Southern Water (2025 base sample: 201)	14.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>14</td><td>10</td><td>14</td><td>11</td><td>10</td><td>13</td><td>12</td><td>18</td><td>23</td><td>24</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	14	10	14	11	10	13	12	18	23	24	↔	↔	+1%
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Thames Water (2025 base sample: 200)	14.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>15</td><td>9</td><td>14</td><td>11</td><td>10</td><td>18</td><td>11</td><td>18</td><td>15</td><td>26</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Awareness (%)	15	9	14	11	10	18	11	18	15	26	↑	↔	+11%
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Awareness (%)	15	9	14	11	10	18	11	18	15	26																	

Awareness of WaterSure/ WaterSure Wales	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
United Utilities (2025 base sample: 200)	10.6%	 <table border="1"> <caption>United Utilities Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>7%</td></tr> <tr><td>17</td><td>6%</td></tr> <tr><td>18</td><td>8%</td></tr> <tr><td>19</td><td>7%</td></tr> <tr><td>20</td><td>8%</td></tr> <tr><td>21</td><td>12%</td></tr> <tr><td>22</td><td>9%</td></tr> <tr><td>23</td><td>14%</td></tr> <tr><td>24</td><td>13%</td></tr> <tr><td>25</td><td>24%</td></tr> </tbody> </table>	Year	Awareness (%)	16	7%	17	6%	18	8%	19	7%	20	8%	21	12%	22	9%	23	14%	24	13%	25	24%	↑	↔	+12%
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Wessex Water (2025 base sample: 201)	13.1%	 <table border="1"> <caption>Wessex Water Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>14%</td></tr> <tr><td>17</td><td>8%</td></tr> <tr><td>18</td><td>9%</td></tr> <tr><td>19</td><td>8%</td></tr> <tr><td>20</td><td>6%</td></tr> <tr><td>21</td><td>10%</td></tr> <tr><td>22</td><td>16%</td></tr> <tr><td>23</td><td>19%</td></tr> <tr><td>24</td><td>19%</td></tr> <tr><td>25</td><td>23%</td></tr> </tbody> </table>	Year	Awareness (%)	16	14%	17	8%	18	9%	19	8%	20	6%	21	10%	22	16%	23	19%	24	19%	25	23%	↔	↔	+4%
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Yorkshire Water (2025 base sample: 200)	13.2%	 <table border="1"> <caption>Yorkshire Water Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>11%</td></tr> <tr><td>17</td><td>8%</td></tr> <tr><td>18</td><td>11%</td></tr> <tr><td>19</td><td>7%</td></tr> <tr><td>20</td><td>9%</td></tr> <tr><td>21</td><td>11%</td></tr> <tr><td>22</td><td>9%</td></tr> <tr><td>23</td><td>20%</td></tr> <tr><td>24</td><td>16%</td></tr> <tr><td>25</td><td>31%</td></tr> </tbody> </table>	Year	Awareness (%)	16	11%	17	8%	18	11%	19	7%	20	9%	21	11%	22	9%	23	20%	24	16%	25	31%	↔	↑	+15%
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**Table 39: Awareness of WaterSure – WoCs**

Awareness of WaterSure	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2025 base sample: 3,505)	13.7%	 <table border="1"> <caption>Industry Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>12%</td></tr> <tr><td>17</td><td>9%</td></tr> <tr><td>18</td><td>12%</td></tr> <tr><td>19</td><td>10%</td></tr> <tr><td>20</td><td>9%</td></tr> <tr><td>21</td><td>13%</td></tr> <tr><td>22</td><td>12%</td></tr> <tr><td>23</td><td>17%</td></tr> <tr><td>24</td><td>19%</td></tr> <tr><td>25</td><td>25%</td></tr> </tbody> </table>	Year	Awareness (%)	16	12%	17	9%	18	12%	19	10%	20	9%	21	13%	22	12%	23	17%	24	19%	25	25%	↑	n/a	+7%
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Total WoCs (2025 base sample: 1,445)	13.8%	 <table border="1"> <caption>Total WoCs Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>12%</td></tr> <tr><td>17</td><td>10%</td></tr> <tr><td>18</td><td>10%</td></tr> <tr><td>19</td><td>11%</td></tr> <tr><td>20</td><td>11%</td></tr> <tr><td>21</td><td>13%</td></tr> <tr><td>22</td><td>11%</td></tr> <tr><td>23</td><td>16%</td></tr> <tr><td>24</td><td>20%</td></tr> <tr><td>25</td><td>23%</td></tr> </tbody> </table>	Year	Awareness (%)	16	12%	17	10%	18	10%	19	11%	20	11%	21	13%	22	11%	23	16%	24	20%	25	23%	↑	23%	+3%
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Affinity Water (2025 base sample: 250)	13.7%	 <table border="1"> <caption>Affinity Water Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>13%</td></tr> <tr><td>17</td><td>11%</td></tr> <tr><td>18</td><td>12%</td></tr> <tr><td>19</td><td>12%</td></tr> <tr><td>20</td><td>9%</td></tr> <tr><td>21</td><td>12%</td></tr> <tr><td>22</td><td>9%</td></tr> <tr><td>23</td><td>15%</td></tr> <tr><td>24</td><td>19%</td></tr> <tr><td>25</td><td>26%</td></tr> </tbody> </table>	Year	Awareness (%)	16	13%	17	11%	18	12%	19	12%	20	9%	21	12%	22	9%	23	15%	24	19%	25	26%	↔	↔	+7%
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Bristol Water (2025 base sample: 150)	13.2%	 <table border="1"> <caption>Bristol Water Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>11%</td></tr> <tr><td>17</td><td>7%</td></tr> <tr><td>18</td><td>13%</td></tr> <tr><td>19</td><td>9%</td></tr> <tr><td>20</td><td>10%</td></tr> <tr><td>21</td><td>12%</td></tr> <tr><td>22</td><td>13%</td></tr> <tr><td>23</td><td>16%</td></tr> <tr><td>24</td><td>18%</td></tr> <tr><td>25</td><td>24%</td></tr> </tbody> </table>	Year	Awareness (%)	16	11%	17	7%	18	13%	19	9%	20	10%	21	12%	22	13%	23	16%	24	18%	25	24%	↑	↔	+6%
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Cambridge Water (2025 base sample: 150)	13.3%	 <table border="1"> <caption>Cambridge Water Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>12%</td></tr> <tr><td>17</td><td>8%</td></tr> <tr><td>18</td><td>16%</td></tr> <tr><td>19</td><td>9%</td></tr> <tr><td>20</td><td>10%</td></tr> <tr><td>21</td><td>13%</td></tr> <tr><td>22</td><td>12%</td></tr> <tr><td>23</td><td>13%</td></tr> <tr><td>24</td><td>17%</td></tr> <tr><td>25</td><td>24%</td></tr> </tbody> </table>	Year	Awareness (%)	16	12%	17	8%	18	16%	19	9%	20	10%	21	13%	22	12%	23	13%	24	17%	25	24%	↑	↔	+7%
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Essex & Suffolk Water (2025 base sample: 150)	14.3%	 <table border="1"> <caption>Essex &amp; Suffolk Water Awareness of WaterSure (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>12%</td></tr> <tr><td>17</td><td>6%</td></tr> <tr><td>18</td><td>11%</td></tr> <tr><td>19</td><td>13%</td></tr> <tr><td>20</td><td>13%</td></tr> <tr><td>21</td><td>17%</td></tr> <tr><td>22</td><td>14%</td></tr> <tr><td>23</td><td>19%</td></tr> <tr><td>24</td><td>18%</td></tr> <tr><td>25</td><td>22%</td></tr> </tbody> </table>	Year	Awareness (%)	16	12%	17	6%	18	11%	19	13%	20	13%	21	17%	22	14%	23	19%	24	18%	25	22%	↑	↔	+4%
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Awareness of WaterSure	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Portsmouth Water (2025 base sample: 151)	12.0%	<table border="1"> <caption>Portsmouth Water Awareness Data</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>10%</td></tr> <tr><td>17</td><td>9%</td></tr> <tr><td>18</td><td>8%</td></tr> <tr><td>19</td><td>9%</td></tr> <tr><td>20</td><td>8%</td></tr> <tr><td>21</td><td>12%</td></tr> <tr><td>22</td><td>13%</td></tr> <tr><td>23</td><td>12%</td></tr> <tr><td>24</td><td>21%</td></tr> <tr><td>25</td><td>20%</td></tr> </tbody> </table>	Year	Awareness (%)	16	10%	17	9%	18	8%	19	9%	20	8%	21	12%	22	13%	23	12%	24	21%	25	20%	↑	↔	-1%
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South East Water (2025 base sample: 150)	13.0%	<table border="1"> <caption>South East Water Awareness Data</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>13%</td></tr> <tr><td>17</td><td>11%</td></tr> <tr><td>18</td><td>6%</td></tr> <tr><td>19</td><td>10%</td></tr> <tr><td>20</td><td>11%</td></tr> <tr><td>21</td><td>10%</td></tr> <tr><td>22</td><td>9%</td></tr> <tr><td>23</td><td>19%</td></tr> <tr><td>24</td><td>20%</td></tr> <tr><td>25</td><td>22%</td></tr> </tbody> </table>	Year	Awareness (%)	16	13%	17	11%	18	6%	19	10%	20	11%	21	10%	22	9%	23	19%	24	20%	25	22%	↔	↔	+2%
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South Staffs Water (2025 base sample: 150)	13.0%	<table border="1"> <caption>South Staffs Water Awareness Data</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>8%</td></tr> <tr><td>17</td><td>10%</td></tr> <tr><td>18</td><td>11%</td></tr> <tr><td>19</td><td>14%</td></tr> <tr><td>20</td><td>11%</td></tr> <tr><td>21</td><td>16%</td></tr> <tr><td>22</td><td>8%</td></tr> <tr><td>23</td><td>9%</td></tr> <tr><td>24</td><td>24%</td></tr> <tr><td>25</td><td>19%</td></tr> </tbody> </table>	Year	Awareness (%)	16	8%	17	10%	18	11%	19	14%	20	11%	21	16%	22	8%	23	9%	24	24%	25	19%	↑	↔	-5%
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SES Water (2025 base sample: 151)	12.5%	<table border="1"> <caption>SES Water Awareness Data</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>7%</td></tr> <tr><td>17</td><td>14%</td></tr> <tr><td>18</td><td>8%</td></tr> <tr><td>19</td><td>11%</td></tr> <tr><td>20</td><td>9%</td></tr> <tr><td>21</td><td>11%</td></tr> <tr><td>22</td><td>9%</td></tr> <tr><td>23</td><td>13%</td></tr> <tr><td>24</td><td>20%</td></tr> <tr><td>25</td><td>25%</td></tr> </tbody> </table>	Year	Awareness (%)	16	7%	17	14%	18	8%	19	11%	20	9%	21	11%	22	9%	23	13%	24	20%	25	25%	↑	↔	+5%
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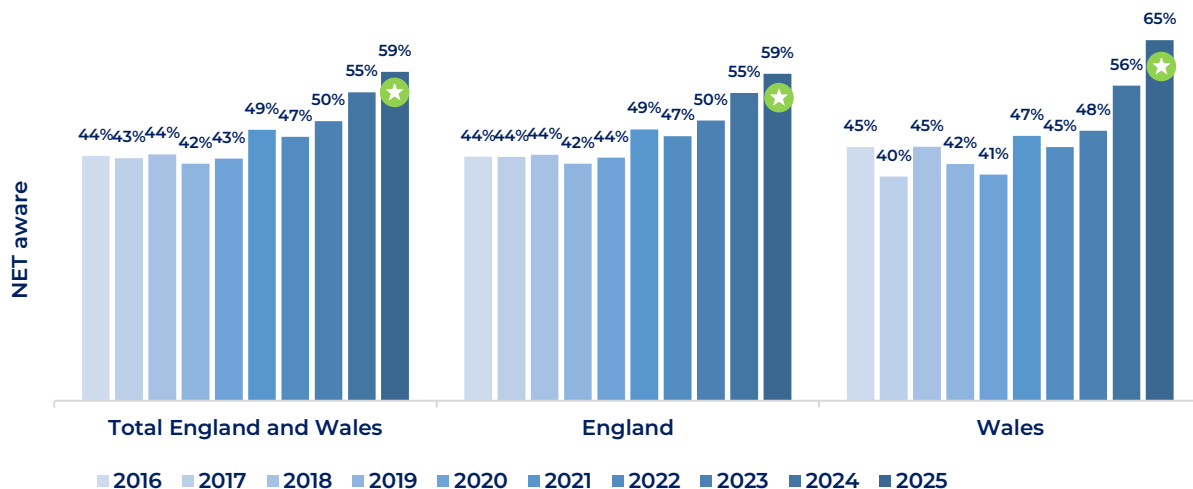
## 2.7 Awareness of Priority Services

Respondents were asked if they were aware of any additional services provided by their water company, such as: large print or Braille bills for people who need them, passwords to check that company callers are genuine, liaison with customers on dialysis who need a constant supply of water, and records of households which may need bottled water delivered in the event of disruption to water supplies.

Figure 38 shows national level awareness and trends over the last ten years. This is followed by awareness for each WaSC in Table 40, and for each WoC in Table 41.

**Figure 38: Awareness of Priority Services**

10-year rolling avg. 2016 - 2025	47.7%	47.7%	47.6%
Change since last year	+4%	+3%	+8%
10-year trend	↑	↑	↑



★ Significant difference between 2024-2025 data in England, Wales and in Total

**Table 40: Awareness of Priority Services – WaSCs**

Awareness of Priority services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	47.7%		↑	n/a	+4%
Total WaSCs (2025 base sample: 2,060)	47.7%		↑	59%	+3%
Anglian Water (2025 base sample: 200)	49.3%		↑	↔	-4%
Dŵr Cymru Welsh Water (2025 base sample: 200)	47.7%		↑	↑	+9%
Hafren Dyfrdwy (2025 base sample: 201)	45.7%		↑	↔	0%

Awareness of Priority services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Northumbrian Water (2025 base sample: 200)	46.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>44%</td><td>42%</td><td>45%</td><td>41%</td><td>42%</td><td>51%</td><td>44%</td><td>44%</td><td>59%</td><td>58%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	44%	42%	45%	41%	42%	51%	44%	44%	59%	58%	↑	↔	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	44%	42%	45%	41%	42%	51%	44%	44%	59%	58%																	
Severn Trent (2025 base sample: 200)	48.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>48%</td><td>46%</td><td>41%</td><td>47%</td><td>38%</td><td>48%</td><td>50%</td><td>51%</td><td>55%</td><td>62%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	48%	46%	41%	47%	38%	48%	50%	51%	55%	62%	↔	↔	+7%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	48%	46%	41%	47%	38%	48%	50%	51%	55%	62%																	
South West Water (2025 base sample: 200)	51.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>45%</td><td>52%</td><td>48%</td><td>44%</td><td>44%</td><td>55%</td><td>51%</td><td>51%</td><td>62%</td><td>57%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	45%	52%	48%	44%	44%	55%	51%	51%	62%	57%	↑	↔	-5%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	45%	52%	48%	44%	44%	55%	51%	51%	62%	57%																	
Southern Water (2025 base sample: 201)	45.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>39%</td><td>43%</td><td>42%</td><td>39%</td><td>37%</td><td>46%</td><td>46%</td><td>48%</td><td>57%</td><td>58%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	39%	43%	42%	39%	37%	46%	46%	48%	57%	58%	↑	↔	+2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	39%	43%	42%	39%	37%	46%	46%	48%	57%	58%																	
Thames Water (2025 base sample: 200)	42.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>37%</td><td>37%</td><td>41%</td><td>35%</td><td>43%</td><td>49%</td><td>39%</td><td>47%</td><td>49%</td><td>52%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	37%	37%	41%	35%	43%	49%	39%	47%	49%	52%	↑	↔	+2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	37%	37%	41%	35%	43%	49%	39%	47%	49%	52%																	
United Utilities (2025 base sample: 200)	50.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>45%</td><td>46%</td><td>43%</td><td>49%</td><td>49%</td><td>51%</td><td>51%</td><td>51%</td><td>57%</td><td>63%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	45%	46%	43%	49%	49%	51%	51%	51%	57%	63%	↑	↔	+6%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	45%	46%	43%	49%	49%	51%	51%	51%	57%	63%																	
Wessex Water (2025 base sample: 201)	49.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>47%</td><td>43%</td><td>49%</td><td>43%</td><td>44%</td><td>49%</td><td>53%</td><td>57%</td><td>55%</td><td>57%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	47%	43%	49%	43%	44%	49%	53%	57%	55%	57%	↑	↔	+1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	47%	43%	49%	43%	44%	49%	53%	57%	55%	57%																	
Yorkshire Water (2025 base sample: 200)	49.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>48%</td><td>45%</td><td>47%</td><td>42%</td><td>43%</td><td>47%</td><td>51%</td><td>50%</td><td>59%</td><td>67%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	48%	45%	47%	42%	43%	47%	51%	50%	59%	67%	↑	↑	+8%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	48%	45%	47%	42%	43%	47%	51%	50%	59%	67%																	

**Table 41: Awareness of Priority Services – WoCs**

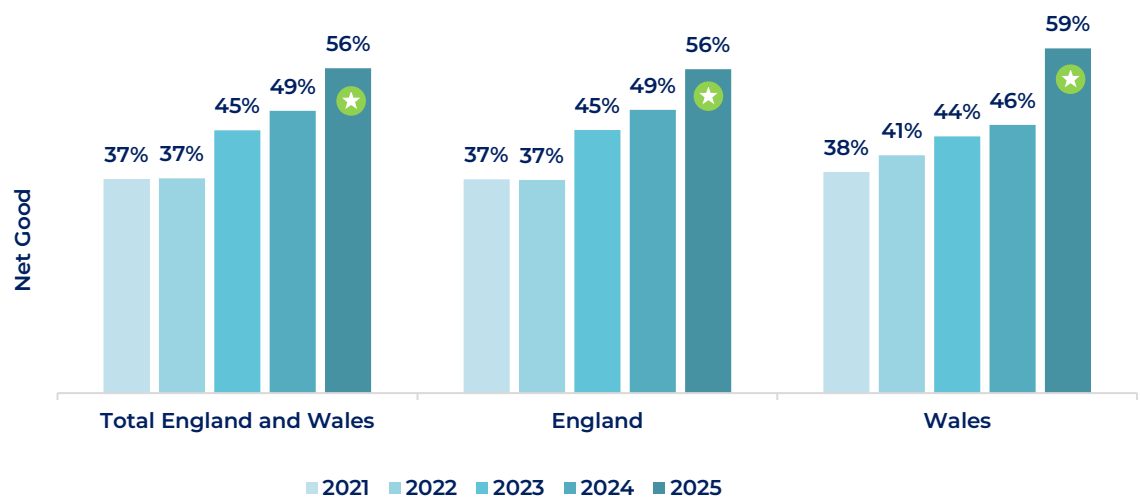
Awareness of Priority services	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	47.7%	<p>44% 43% 44% 42% 43% 49% 47% 50% 55% 59%</p> <p>Year</p>	↑	n/a	+4%
Total WoCs (2025 base sample: 1,445)	47.6%	<p>43% 44% 46% 43% 47% 45% 45% 52% 53% 58%</p> <p>Year</p>	↑	58%	+5%
Affinity Water (2025 base sample: 250)	43.4%	<p>38% 41% 41% 40% 44% 40% 41% 46% 51% 52%</p> <p>Year</p>	↑	↔	+1%
Bristol Water (2025 base sample: 150)	54.6%	<p>52% 48% 52% 44% 55% 57% 54% 56% 61% 67%</p> <p>Year</p>	↑	↑	+6%
Cambridge Water (2025 base sample: 150)	48.3%	<p>52% 43% 46% 54% 43% 46% 44% 52% 53% 49%</p> <p>Year</p>	↔	↔	-3%
Essex & Suffolk Water (2025 base sample: 150)	50.5%	<p>44% 48% 49% 49% 50% 45% 45% 58% 50% 67%</p> <p>Year</p>	↑	↑	+17%
Portsmouth Water (2025 base sample: 151)	51.7%	<p>49% 51% 51% 48% 47% 56% 51% 45% 61% 60%</p> <p>Year</p>	↔	↔	-2%
South East Water (2025 base sample: 150)	48.2%	<p>42% 41% 50% 40% 49% 40% 48% 61% 53% 56%</p> <p>Year</p>	↑	↔	+3%
South Staffs Water (2025 base sample: 150)	45.0%	<p>41% 41% 44% 37% 39% 50% 43% 45% 55% 57%</p> <p>Year</p>	↑	↔	+2%
SES Water (2025 base sample: 151)	44.0%	<p>42% 44% 36% 42% 42% 39% 36% 57% 45% 57%</p> <p>Year</p>	↔	↔	+12%

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

Prior to 2021, respondents were asked if they are aware of the specific names of any other company specific schemes designed to provide lower charges for customers who struggle to pay their bills. Awareness of the names of the schemes was relatively low, and the question was rephrased this year to “Are you aware that your water company offers reduced bills to some households who, due to their financial circumstances, would sometimes struggle to pay their bills?”, with a simplified yes/no response. Figure 39 shows the proportion of customers who are aware of company specific social tariff schemes at national levels and for England and for Wales. This is followed by Table 42 and Table 43, which show awareness for each WaSC and for each WoC respectively.

**Figure 39: Awareness of water companies' offer of reduced bills**

5-year rolling avg. 2021 - 2025	45.0%	44.9%	45.7%
Change since last year	+7%	+7%	+13%
5-year trend	↑	↑	↑



★ Significant difference between 2024-2025 data in England, Wales and in Total

**Table 42: Awareness of water companies' offer of reduced bills – WaSCs**

Awareness of offer of reduced bills – net 'Yes'	5-year rolling company average	5-year company trend	5-year trend	Company average vs WaSC average	Change since last year												
Industry (2025 base sample: 3,505)	45.0%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>37</td><td>37</td><td>45</td><td>49</td><td>56</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	37	37	45	49	56	↑	n/a	+7%
Year	21	22	23	24	25												
Awareness (%)	37	37	45	49	56												
Total WaSCs (2025 base sample: 2,060)	44.6%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>36</td><td>37</td><td>45</td><td>48</td><td>56</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	36	37	45	48	56	↑	56%	+8%
Year	21	22	23	24	25												
Awareness (%)	36	37	45	48	56												
Anglian Water (2025 base sample: 200)	47.9%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>44</td><td>40</td><td>45</td><td>53</td><td>57</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	44	40	45	53	57	↔	↔	+4%
Year	21	22	23	24	25												
Awareness (%)	44	40	45	53	57												
Dŵr Cymru Welsh Water (2025 base sample: 200)	46.2%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>38</td><td>42</td><td>45</td><td>47</td><td>60</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	38	42	45	47	60	↑	↔	+13%
Year	21	22	23	24	25												
Awareness (%)	38	42	45	47	60												
Hafren Dyfrdwy (2025 base sample: 201)	39.3%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>37</td><td>33</td><td>40</td><td>38</td><td>50</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	37	33	40	38	50	↑	↔	+12%
Year	21	22	23	24	25												
Awareness (%)	37	33	40	38	50												
Northumbrian Water (2025 base sample: 200)	40.6%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>34</td><td>38</td><td>39</td><td>45</td><td>47</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	34	38	39	45	47	↑	↓	+2%
Year	21	22	23	24	25												
Awareness (%)	34	38	39	45	47												
Severn Trent (2025 base sample: 200)	47.7%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>36</td><td>40</td><td>51</td><td>57</td><td>55</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	36	40	51	57	55	↑	↔	-2%
Year	21	22	23	24	25												
Awareness (%)	36	40	51	57	55												
South West Water (2025 base sample: 200)	46.8%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>44</td><td>42</td><td>46</td><td>49</td><td>54</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	44	42	46	49	54	↑	↔	+4%
Year	21	22	23	24	25												
Awareness (%)	44	42	46	49	54												
Southern Water (2025 base sample: 201)	46.9%	<table border="1"> <tr><th>Year</th><td>21*</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>34</td><td>34</td><td>46</td><td>51</td><td>56</td></tr> </table>	Year	21*	22	23	24	25	Awareness (%)	34	34	46	51	56	↑	↔	+5%
Year	21*	22	23	24	25												
Awareness (%)	34	34	46	51	56												
Thames Water (2025 base sample: 200)	44.6%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>34</td><td>37</td><td>50</td><td>43</td><td>58</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	34	37	50	43	58	↑	↔	+16%
Year	21	22	23	24	25												
Awareness (%)	34	37	50	43	58												

Awareness of offer of reduced bills – net 'Yes'	5-year rolling company average	5-year company trend	5-year trend	Company average vs WaSC average	Change since last year												
United Utilities (2025 base sample: 200)	40.1%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>35%</td><td>32%</td><td>39%</td><td>43%</td><td>52%</td></tr> </table>	Year	21	22	23	24	25	Percentage	35%	32%	39%	43%	52%	↑	↔	+9%
Year	21	22	23	24	25												
Percentage	35%	32%	39%	43%	52%												
Wessex Water (2025 base sample: 201)	50.1%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>41%</td><td>50%</td><td>52%</td><td>50%</td><td>59%</td></tr> </table>	Year	21	22	23	24	25	Percentage	41%	50%	52%	50%	59%	↑	↔	+8%
Year	21	22	23	24	25												
Percentage	41%	50%	52%	50%	59%												
Yorkshire Water (2025 base sample: 200)	41.7%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>32%</td><td>32%</td><td>40%</td><td>43%</td><td>62%</td></tr> </table>	Year	21	22	23	24	25	Percentage	32%	32%	40%	43%	62%	↑	↑	+18%
Year	21	22	23	24	25												
Percentage	32%	32%	40%	43%	62%												

\*N.B. Due to a questionnaire routing error there is no data available for 2021

**Table 43: Awareness of company specific social tariff schemes – WoCs**

Awareness of offer of reduced bills – net 'Yes'	5-year rolling company average	5-year company trend	5-year trend	Company average vs WoC average	Change since last year												
Industry (2025 base sample: 3,505)	45.0%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>37%</td><td>37%</td><td>45%</td><td>49%</td><td>56%</td></tr> </table>	Year	21	22	23	24	25	Percentage	37%	37%	45%	49%	56%	↑	n/a	+7%
Year	21	22	23	24	25												
Percentage	37%	37%	45%	49%	56%												
Total WoCs (2025 base sample: 1,445)	46.4%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>40%</td><td>36%</td><td>45%</td><td>52%</td><td>56%</td></tr> </table>	Year	21	22	23	24	25	Percentage	40%	36%	45%	52%	56%	↑	56%	+5%
Year	21	22	23	24	25												
Percentage	40%	36%	45%	52%	56%												
Affinity Water (2025 base sample: 250)	46.5%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>37%</td><td>38%</td><td>47%</td><td>48%</td><td>56%</td></tr> </table>	Year	21	22	23	24	25	Percentage	37%	38%	47%	48%	56%	↑	↔	+8%
Year	21	22	23	24	25												
Percentage	37%	38%	47%	48%	56%												
Bristol Water (2025 base sample: 150)	47.6%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>41%</td><td>39%</td><td>49%</td><td>49%</td><td>60%</td></tr> </table>	Year	21	22	23	24	25	Percentage	41%	39%	49%	49%	60%	↑	↔	+11%
Year	21	22	23	24	25												
Percentage	41%	39%	49%	49%	60%												
Cambridge Water (2025 base sample: 150)	45.0%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>41%</td><td>33%</td><td>39%</td><td>47%</td><td>64%</td></tr> </table>	Year	21	22	23	24	25	Percentage	41%	33%	39%	47%	64%	↔	↔	+17%
Year	21	22	23	24	25												
Percentage	41%	33%	39%	47%	64%												
Essex & Suffolk Water (2025 base sample: 150)	46.4%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>39%</td><td>35%</td><td>44%</td><td>54%</td><td>59%</td></tr> </table>	Year	21	22	23	24	25	Percentage	39%	35%	44%	54%	59%	↑	↔	+5%
Year	21	22	23	24	25												
Percentage	39%	35%	44%	54%	59%												

Awareness of offer of reduced bills – net ‘Yes’	5-year rolling company average	5-year company trend	5-year trend	Company average vs WoC average	Change since last year												
Portsmouth Water (2025 base sample: 151)	44.0%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>40%</td><td>35%</td><td>44%</td><td>47%</td><td>54%</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	40%	35%	44%	47%	54%	↑	↔	+7%
Year	21	22	23	24	25												
Awareness (%)	40%	35%	44%	47%	54%												
South East Water (2025 base sample: 150)	47.5%	<table border="1"> <tr><th>Year</th><td>21*</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>35%</td><td>43%</td><td>58%</td><td>55%</td><td></td></tr> </table>	Year	21*	22	23	24	25	Awareness (%)	35%	43%	58%	55%		↑	↔	-3%
Year	21*	22	23	24	25												
Awareness (%)	35%	43%	58%	55%													
South Staffs Water (2025 base sample: 150)	43.6%	<table border="1"> <tr><th>Year</th><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>41%</td><td>34%</td><td>43%</td><td>53%</td><td>47%</td></tr> </table>	Year	21	22	23	24	25	Awareness (%)	41%	34%	43%	53%	47%	↔	↓	-6%
Year	21	22	23	24	25												
Awareness (%)	41%	34%	43%	53%	47%												
SES Water (2025 base sample: 151)	49.3%	<table border="1"> <tr><th>Year</th><td>21*</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Awareness (%)</th><td>35%</td><td>47%</td><td>51%</td><td>64%</td><td></td></tr> </table>	Year	21*	22	23	24	25	Awareness (%)	35%	47%	51%	64%		↑	↔	+13%
Year	21*	22	23	24	25												
Awareness (%)	35%	47%	51%	64%													

\*N.B. Due to a questionnaire routing error there is no data available for 2021

## 2.9 Awareness of free water meter trial schemes

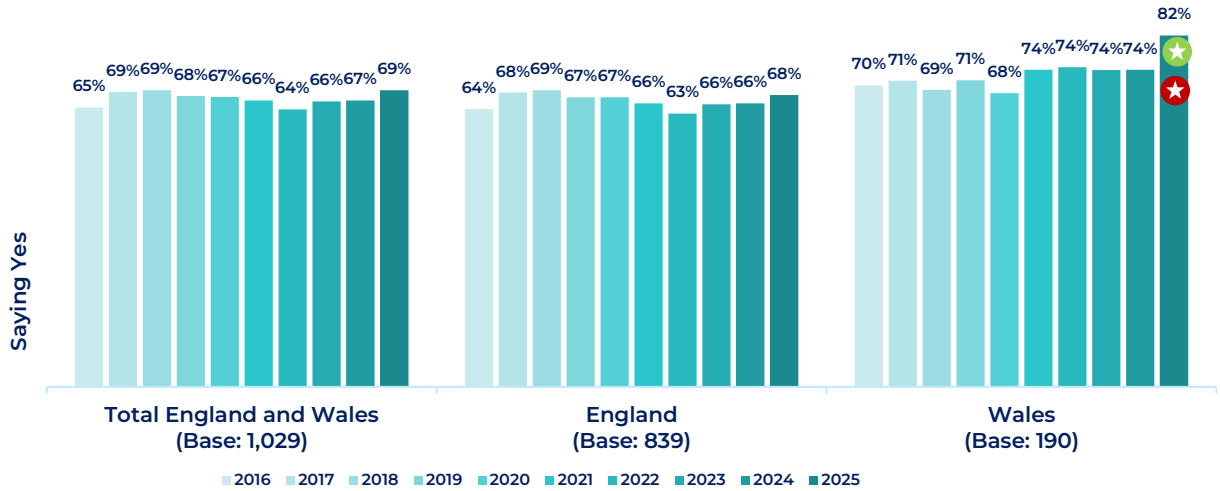
Unless they live in a water company area where universal metering schemes are in place, customers who do not have a water meter at their property can ask their water company to fit a water meter. This would be at no cost to the customer provided the installation is fairly straightforward.

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

Figure 40 shows awareness and trends at national levels, and Table 44 and Table 45 show this for WaSCs and WoCs respectively.

**Figure 40: Awareness that water meters can be fitted free of charge – unmetered customers**

10-year rolling avg. 2016 - 2025	67.0%	66.5%	72.5%
Change since last year	+2%	+2%	+8%
10-year trend	↔	↔	↑



★ Significant difference between 2024-2025 data in Wales

★ Significant difference between England & Wales 2025

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

**Table 44: Awareness that water meters can be fitted free of charge – unmetered customers – WaSCs**

Awareness that water meters can be fitted free of charge	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 1,029)	67.0%		↔	n/a	+2%
Total WaSCs (2025 base sample: 688)	66.3%		↔	68%	+3%
Anglian Water (2025 base sample: 29)	67.0%		↔	↔	+12%

Awareness that water meters can be fitted free of charge	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 92)	72.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>70%</td><td>71%</td><td>69%</td><td>72%</td><td>68%</td><td>74%</td><td>75%</td><td>74%</td><td>74%</td><td>82%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	70%	71%	69%	72%	68%	74%	75%	74%	74%	82%	↑	↑	+8%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	70%	71%	69%	72%	68%	74%	75%	74%	74%	82%																	
Hafren Dyfrdwy (2025 base sample: 98)	69.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>69%</td><td>64%</td><td>77%</td><td>72%</td><td>63%</td><td>73%</td><td>67%</td><td>71%</td><td></td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	69%	64%	77%	72%	63%	73%	67%	71%			↔	↔	+4%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	69%	64%	77%	72%	63%	73%	67%	71%																			
Northumbrian Water (2025 base sample: 94)	65.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>69%</td><td>69%</td><td>65%</td><td>64%</td><td>61%</td><td>67%</td><td>68%</td><td>64%</td><td>63%</td><td>58%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	69%	69%	65%	64%	61%	67%	68%	64%	63%	58%	↓	↓	-5%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	69%	69%	65%	64%	61%	67%	68%	64%	63%	58%																	
Severn Trent (2025 base sample: 91)	63.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>59%</td><td>67%</td><td>63%</td><td>68%</td><td>62%</td><td>61%</td><td>66%</td><td>68%</td><td>62%</td><td>60%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	59%	67%	63%	68%	62%	61%	66%	68%	62%	60%	↔	↓	-1%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	59%	67%	63%	68%	62%	61%	66%	68%	62%	60%																	
South West Water (2025 base sample: 72)	76.0%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>75%</td><td>82%</td><td>83%</td><td>69%</td><td>77%</td><td>81%</td><td>76%</td><td>69%</td><td>82%</td><td>68%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	75%	82%	83%	69%	77%	81%	76%	69%	82%	68%	↔	↔	-14%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	75%	82%	83%	69%	77%	81%	76%	69%	82%	68%																	
Thames Water (2025 base sample: 69)	55.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>60%</td><td>66%</td><td>63%</td><td>47%</td><td>54%</td><td>50%</td><td>47%</td><td>54%</td><td>51%</td><td>60%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	60%	66%	63%	47%	54%	50%	47%	54%	51%	60%	↓	↔	+10%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	60%	66%	63%	47%	54%	50%	47%	54%	51%	60%																	
United Utilities (2025 base sample: 77)	72.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>70%</td><td>71%</td><td>73%</td><td>73%</td><td>69%</td><td>74%</td><td>69%</td><td>72%</td><td>79%</td><td>78%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	70%	71%	73%	73%	69%	74%	69%	72%	79%	78%	↑	↑	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	70%	71%	73%	73%	69%	74%	69%	72%	79%	78%																	
Wessex Water (2025 base sample: 65)	73.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>70%</td><td>81%</td><td>83%</td><td>78%</td><td>75%</td><td>64%</td><td>70%</td><td>71%</td><td>76%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	70%	81%	83%	78%	75%	64%	70%	71%	76%	66%	↔	↔	-10%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	70%	81%	83%	78%	75%	64%	70%	71%	76%	66%																	
Yorkshire Water (2025 base sample: 63)	68.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Percentage</th><td>65%</td><td>60%</td><td>68%</td><td>74%</td><td>73%</td><td>69%</td><td>67%</td><td>63%</td><td>67%</td><td>79%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Percentage	65%	60%	68%	74%	73%	69%	67%	63%	67%	79%	↔	↑	+12%
Year	16	17	18	19	20	21	22	23	24	25																	
Percentage	65%	60%	68%	74%	73%	69%	67%	63%	67%	79%																	

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

**Table 45: Awareness that water meters can be fitted free of charge – unmetered customers – WoCs**

Awareness that water meters can be fitted free of charge	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2025 base sample: 1,029)	67.0%	<table border="1"> <caption>Industry Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>65%</td></tr> <tr><td>17</td><td>69%</td></tr> <tr><td>18</td><td>69%</td></tr> <tr><td>19</td><td>68%</td></tr> <tr><td>20</td><td>67%</td></tr> <tr><td>21</td><td>66%</td></tr> <tr><td>22</td><td>64%</td></tr> <tr><td>23</td><td>66%</td></tr> <tr><td>24</td><td>67%</td></tr> <tr><td>25</td><td>69%</td></tr> </tbody> </table>	Year	Awareness (%)	16	65%	17	69%	18	69%	19	68%	20	67%	21	66%	22	64%	23	66%	24	67%	25	69%	↔	n/a	+2%
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24	67%																										
25	69%																										
Total WoCs (2025 base sample: 341)	70.7%	<table border="1"> <caption>Total WoCs Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>64%</td></tr> <tr><td>17</td><td>69%</td></tr> <tr><td>18</td><td>74%</td></tr> <tr><td>19</td><td>71%</td></tr> <tr><td>20</td><td>75%</td></tr> <tr><td>21</td><td>71%</td></tr> <tr><td>22</td><td>69%</td></tr> <tr><td>23</td><td>71%</td></tr> <tr><td>24</td><td>72%</td></tr> <tr><td>25</td><td>73%</td></tr> </tbody> </table>	Year	Awareness (%)	16	64%	17	69%	18	74%	19	71%	20	75%	21	71%	22	69%	23	71%	24	72%	25	73%	↔	73%	+1%
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24	72%																										
25	73%																										
Bristol Water (2025 base sample: 48)	74.0%	<table border="1"> <caption>Bristol Water Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>68%</td></tr> <tr><td>17</td><td>70%</td></tr> <tr><td>18</td><td>72%</td></tr> <tr><td>19</td><td>77%</td></tr> <tr><td>20</td><td>81%</td></tr> <tr><td>21</td><td>78%</td></tr> <tr><td>22</td><td>75%</td></tr> <tr><td>23</td><td>66%</td></tr> <tr><td>24</td><td>79%</td></tr> <tr><td>25</td><td>77%</td></tr> </tbody> </table>	Year	Awareness (%)	16	68%	17	70%	18	72%	19	77%	20	81%	21	78%	22	75%	23	66%	24	79%	25	77%	↔	↔	-3%
Year	Awareness (%)																										
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21	78%																										
22	75%																										
23	66%																										
24	79%																										
25	77%																										
Cambridge Water (2025 base sample: 28)	69.8%	<table border="1"> <caption>Cambridge Water Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>67%</td></tr> <tr><td>17</td><td>61%</td></tr> <tr><td>18</td><td>73%</td></tr> <tr><td>19</td><td>69%</td></tr> <tr><td>20</td><td>77%</td></tr> <tr><td>21</td><td>75%</td></tr> <tr><td>22</td><td>72%</td></tr> <tr><td>23</td><td>68%</td></tr> <tr><td>24</td><td>68%</td></tr> <tr><td>25</td><td>71%</td></tr> </tbody> </table>	Year	Awareness (%)	16	67%	17	61%	18	73%	19	69%	20	77%	21	75%	22	72%	23	68%	24	68%	25	71%	↔	↔	+4%
Year	Awareness (%)																										
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22	72%																										
23	68%																										
24	68%																										
25	71%																										
Essex & Suffolk Water (2025 base sample: 46)	70.9%	<table border="1"> <caption>Essex &amp; Suffolk Water Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>75%</td></tr> <tr><td>17</td><td>69%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>65%</td></tr> <tr><td>20</td><td>77%</td></tr> <tr><td>21</td><td>63%</td></tr> <tr><td>22</td><td>57%</td></tr> <tr><td>23</td><td>79%</td></tr> <tr><td>24</td><td>65%</td></tr> <tr><td>25</td><td>80%</td></tr> </tbody> </table>	Year	Awareness (%)	16	75%	17	69%	18	77%	19	65%	20	77%	21	63%	22	57%	23	79%	24	65%	25	80%	↔	↔	+16%
Year	Awareness (%)																										
16	75%																										
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25	80%																										
Portsmouth Water (2025 base sample: 77)	72.8%	<table border="1"> <caption>Portsmouth Water Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>65%</td></tr> <tr><td>17</td><td>72%</td></tr> <tr><td>18</td><td>74%</td></tr> <tr><td>19</td><td>72%</td></tr> <tr><td>20</td><td>71%</td></tr> <tr><td>21</td><td>74%</td></tr> <tr><td>22</td><td>70%</td></tr> <tr><td>23</td><td>71%</td></tr> <tr><td>24</td><td>83%</td></tr> <tr><td>25</td><td>79%</td></tr> </tbody> </table>	Year	Awareness (%)	16	65%	17	72%	18	74%	19	72%	20	71%	21	74%	22	70%	23	71%	24	83%	25	79%	↑	↔	-4%
Year	Awareness (%)																										
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21	74%																										
22	70%																										
23	71%																										
24	83%																										
25	79%																										
South Staffs Water (2025 base sample: 66)	70.7%	<table border="1"> <caption>South Staffs Water Awareness Data (2016-2025)</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>65%</td></tr> <tr><td>17</td><td>70%</td></tr> <tr><td>18</td><td>75%</td></tr> <tr><td>19</td><td>66%</td></tr> <tr><td>20</td><td>73%</td></tr> <tr><td>21</td><td>70%</td></tr> <tr><td>22</td><td>73%</td></tr> <tr><td>23</td><td>71%</td></tr> <tr><td>24</td><td>68%</td></tr> <tr><td>25</td><td>77%</td></tr> </tbody> </table>	Year	Awareness (%)	16	65%	17	70%	18	75%	19	66%	20	73%	21	70%	22	73%	23	71%	24	68%	25	77%	↑	↔	+9%
Year	Awareness (%)																										
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21	70%																										
22	73%																										
23	71%																										
24	68%																										
25	77%																										

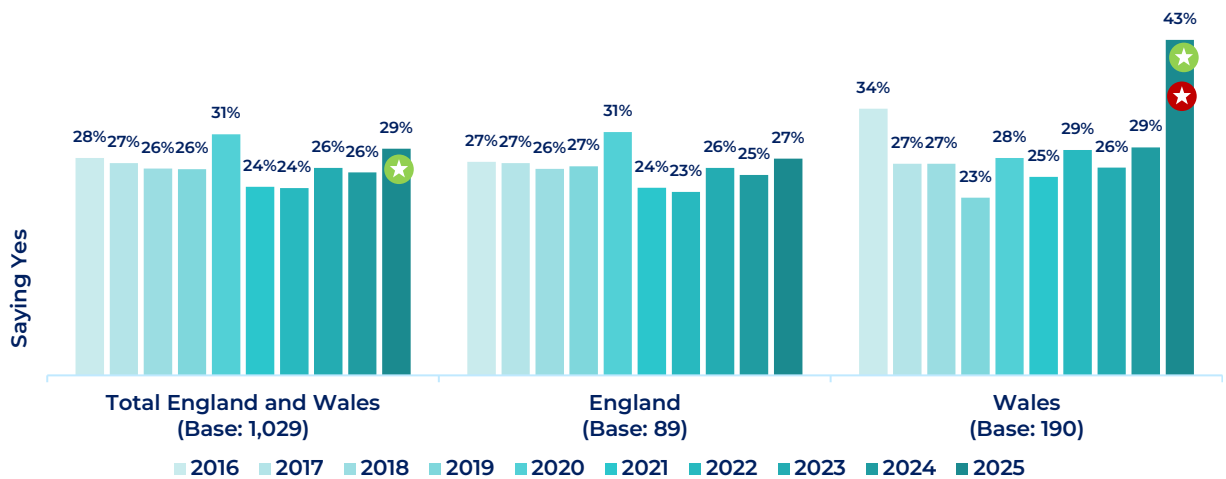
Footnote: All customers of South East Water and SES Water, as well as the majority of Affinity Water customers were not asked this question because of their company's universal metering scheme.

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

When a customer in an unmetered household asks for a water meter to be fitted, they can ask to go back to the fixed rateable value charge for their property as long as it is within 24 months of the meter being fitted. Unmetered respondents were asked whether they knew about this trial period. Awareness and trends for England and Wales and for each nation are shown in Figure 41. This is followed by Table 46 and Table 47 which show this for each WaSC and WoC respectively.

**Figure 41: Awareness of the possibility to trial a water meter – unmetered customers**

10-year rolling avg. 2016 - 2025	26.6%	26.4%	28.6%
Change since last year	+3%	+2%	+14%
10-year trend	↔	↔	↔



★ Significant difference between 2024-2025 data in Wales and in Total

★ Significant difference between England & Wales 2025

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

**Table 46: Awareness of the possibility to trial a water meter – unmetered customers - WaSCs**

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 1,029)	26.6%	<p>28% 27% 26% 26% 31% 24% 24% 26% 26% 29%</p> <p>Year</p>	↔	n/a	+3%
Total WaSCs (2025 base sample: 688)	26.5%	<p>28% 28% 26% 26% 31% 24% 23% 27% 25% 29%</p> <p>Year</p>	↔	29%	+3%
Anglian Water (2025 base sample: 29)	34.8%	<p>45% 30% 33% 33% 46% 31% 31% 32% 33% 31%</p> <p>Year</p>	↓	↔	-2%
Dŵr Cymru Welsh Water (2025 base sample: 92)	28.8%	<p>35% 27% 27% 23% 28% 25% 29% 26% 30% 43%</p> <p>Year</p>	↔	↑	+14%
Hafren Dyfrdwy (2025 base sample: 98)	26.3%	<p>30% 24% 26% 31% 25% 25% 20% 30%</p> <p>Year</p>	↔	↔	+10%
Northumbrian Water (2025 base sample: 94)	24.4%	<p>34% 28% 21% 22% 23% 23% 22% 19% 23% 27%</p> <p>Year</p>	↓	↔	+5%
Severn Trent (2025 base sample: 91)	22.2%	<p>19% 20% 20% 22% 27% 20% 22% 30% 23% 19%</p> <p>Year</p>	↑	↓	-4%
South West Water (2025 base sample: 72)	30.5%	<p>41% 35% 35% 25% 39% 25% 27% 19% 35% 30%</p> <p>Year</p>	↓	↔	-6%
Thames Water (2025 base sample: 69)	18.1%	<p>26% 24% 28% 16% 27% 11% 10% 12% 11% 19%</p> <p>Year</p>	↓	↓	+8%

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
United Utilities (2025 base sample: 77)	32.6%	<table border="1"> <caption>United Utilities 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>28%</td></tr> <tr><td>17</td><td>38%</td></tr> <tr><td>18</td><td>28%</td></tr> <tr><td>19</td><td>33%</td></tr> <tr><td>20</td><td>34%</td></tr> <tr><td>21</td><td>31%</td></tr> <tr><td>22</td><td>30%</td></tr> <tr><td>23</td><td>35%</td></tr> <tr><td>24</td><td>34%</td></tr> <tr><td>25</td><td>40%</td></tr> </tbody> </table>	Year	Awareness (%)	16	28%	17	38%	18	28%	19	33%	20	34%	21	31%	22	30%	23	35%	24	34%	25	40%	↑	↑	+7%
Year	Awareness (%)																										
16	28%																										
17	38%																										
18	28%																										
19	33%																										
20	34%																										
21	31%																										
22	30%																										
23	35%																										
24	34%																										
25	40%																										
Wessex Water (2025 base sample: 65)	31.7%	<table border="1"> <caption>Wessex Water 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>32%</td></tr> <tr><td>17</td><td>34%</td></tr> <tr><td>18</td><td>43%</td></tr> <tr><td>19</td><td>37%</td></tr> <tr><td>20</td><td>29%</td></tr> <tr><td>21</td><td>23%</td></tr> <tr><td>22</td><td>37%</td></tr> <tr><td>23</td><td>32%</td></tr> <tr><td>24</td><td>27%</td></tr> <tr><td>25</td><td>19%</td></tr> </tbody> </table>	Year	Awareness (%)	16	32%	17	34%	18	43%	19	37%	20	29%	21	23%	22	37%	23	32%	24	27%	25	19%	↓	↓	-8%
Year	Awareness (%)																										
16	32%																										
17	34%																										
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24	27%																										
25	19%																										
Yorkshire Water (2025 base sample: 63)	29.2%	<table border="1"> <caption>Yorkshire Water 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>24%</td></tr> <tr><td>17</td><td>25%</td></tr> <tr><td>18</td><td>26%</td></tr> <tr><td>19</td><td>32%</td></tr> <tr><td>20</td><td>35%</td></tr> <tr><td>21</td><td>28%</td></tr> <tr><td>22</td><td>26%</td></tr> <tr><td>23</td><td>30%</td></tr> <tr><td>24</td><td>32%</td></tr> <tr><td>25</td><td>37%</td></tr> </tbody> </table>	Year	Awareness (%)	16	24%	17	25%	18	26%	19	32%	20	35%	21	28%	22	26%	23	30%	24	32%	25	37%	↑	↑	+5%
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20	35%																										
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22	26%																										
23	30%																										
24	32%																										
25	37%																										

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

**Table 47: Awareness of the possibility to trial a water meter – unmetered customers - WoCs**

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year																						
Industry (2025 base sample: 1,029)	26.6%	<table border="1"> <caption>Industry 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>28%</td></tr> <tr><td>17</td><td>27%</td></tr> <tr><td>18</td><td>26%</td></tr> <tr><td>19</td><td>26%</td></tr> <tr><td>20</td><td>31%</td></tr> <tr><td>21</td><td>24%</td></tr> <tr><td>22</td><td>24%</td></tr> <tr><td>23</td><td>26%</td></tr> <tr><td>24</td><td>26%</td></tr> <tr><td>25</td><td>29%</td></tr> </tbody> </table>	Year	Awareness (%)	16	28%	17	27%	18	26%	19	26%	20	31%	21	24%	22	24%	23	26%	24	26%	25	29%	↔	n/a	+3%
Year	Awareness (%)																										
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20	31%																										
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24	26%																										
25	29%																										
Total WoCs (2025 base sample: 341)	27.2%	<table border="1"> <caption>Total WoCs 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>28%</td></tr> <tr><td>17</td><td>24%</td></tr> <tr><td>18</td><td>27%</td></tr> <tr><td>19</td><td>28%</td></tr> <tr><td>20</td><td>30%</td></tr> <tr><td>21</td><td>26%</td></tr> <tr><td>22</td><td>28%</td></tr> <tr><td>23</td><td>23%</td></tr> <tr><td>24</td><td>30%</td></tr> <tr><td>25</td><td>30%</td></tr> </tbody> </table>	Year	Awareness (%)	16	28%	17	24%	18	27%	19	28%	20	30%	21	26%	22	28%	23	23%	24	30%	25	30%	↔	30%	0%
Year	Awareness (%)																										
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20	30%																										
21	26%																										
22	28%																										
23	23%																										
24	30%																										
25	30%																										
Bristol Water (2025 base sample: 48)	29.3%	<table border="1"> <caption>Bristol Water 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>19%</td></tr> <tr><td>17</td><td>22%</td></tr> <tr><td>18</td><td>33%</td></tr> <tr><td>19</td><td>27%</td></tr> <tr><td>20</td><td>30%</td></tr> <tr><td>21</td><td>32%</td></tr> <tr><td>22</td><td>36%</td></tr> <tr><td>23</td><td>27%</td></tr> <tr><td>24</td><td>39%</td></tr> <tr><td>25</td><td>33%</td></tr> </tbody> </table>	Year	Awareness (%)	16	19%	17	22%	18	33%	19	27%	20	30%	21	32%	22	36%	23	27%	24	39%	25	33%	↑	↔	-5%
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21	32%																										
22	36%																										
23	27%																										
24	39%																										
25	33%																										
Cambridge Water (2025 base sample: 28)	22.4%	<table border="1"> <caption>Cambridge Water 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>33%</td></tr> <tr><td>17</td><td>22%</td></tr> <tr><td>18</td><td>33%</td></tr> <tr><td>19</td><td>24%</td></tr> <tr><td>20</td><td>24%</td></tr> <tr><td>21</td><td>24%</td></tr> <tr><td>22</td><td>8%</td></tr> <tr><td>23</td><td>15%</td></tr> <tr><td>24</td><td>15%</td></tr> <tr><td>25</td><td>21%</td></tr> </tbody> </table>	Year	Awareness (%)	16	33%	17	22%	18	33%	19	24%	20	24%	21	24%	22	8%	23	15%	24	15%	25	21%	↓	↔	+6%
Year	Awareness (%)																										
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21	24%																										
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23	15%																										
24	15%																										
25	21%																										
Essex & Suffolk Water (2025 base sample: 46)	27.4%	<table border="1"> <caption>Essex &amp; Suffolk Water 10-year company trend</caption> <thead> <tr><th>Year</th><th>Awareness (%)</th></tr> </thead> <tbody> <tr><td>16</td><td>32%</td></tr> <tr><td>17</td><td>24%</td></tr> <tr><td>18</td><td>20%</td></tr> <tr><td>19</td><td>29%</td></tr> <tr><td>20</td><td>38%</td></tr> <tr><td>21</td><td>24%</td></tr> <tr><td>22</td><td>19%</td></tr> <tr><td>23</td><td>30%</td></tr> <tr><td>24</td><td>21%</td></tr> <tr><td>25</td><td>35%</td></tr> </tbody> </table>	Year	Awareness (%)	16	32%	17	24%	18	20%	19	29%	20	38%	21	24%	22	19%	23	30%	24	21%	25	35%	↔	↔	+14%
Year	Awareness (%)																										
16	32%																										
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20	38%																										
21	24%																										
22	19%																										
23	30%																										
24	21%																										
25	35%																										

Awareness of the 24-month trial period for a water meter	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Portsmouth Water (2025 base sample: 77)	26.7%		↔	↓	-17%
South Staffs Water (2025 base sample: 66)	29.9%		↔	↔	+7%

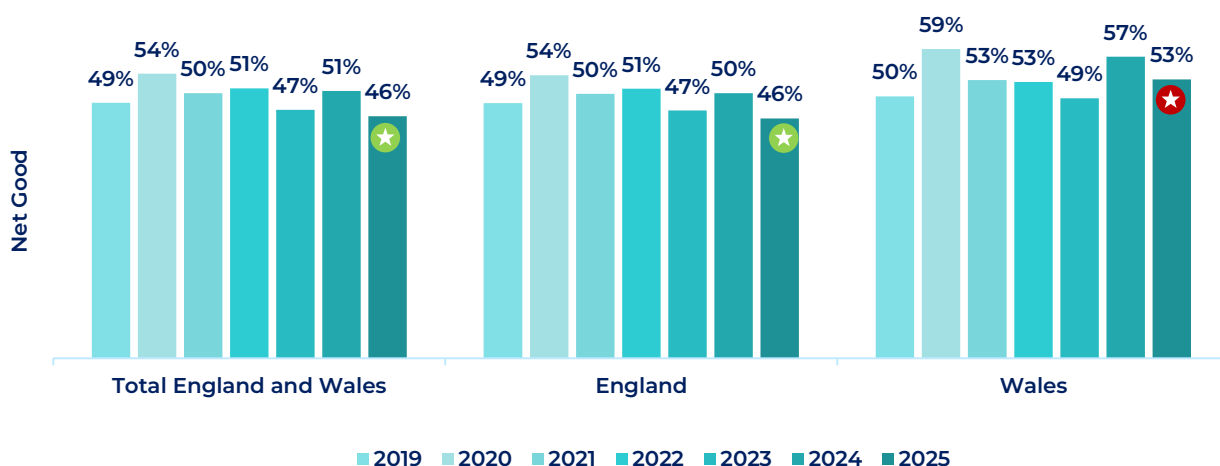
Footnote: All customers of South East Water and SES Water, as well as the majority of Affinity Water customers were not asked this question because of their company's universal metering scheme.

## 2.11 Communication about services, plans and additional services

A new question was added in 2019 to understand perceptions about how well water companies communicate about their services and plans, and availability of things such as WaterSure and Priority/additional services. Figure 42 shows national level data, and Table 48 and Table 49 show this for each WaSC and for each WoC respectively.

**Figure 42: Perceptions of communications from water companies about services and plans**

7-year rolling avg. 2019 – 2025	49.8%	49.6%	53.5%
Change since last year	-5%	-5%	-4%
7-year trend	↔	↔	↔



★ Significant difference between 2024-2025 data in England and in Total

★ Significant difference between England & Wales 2025

**Table 48: Perceptions of communications from water companies about services and plans – WaSCs NET good**

Perceptions of communications NET good	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WaSC average	Change since last year																
Industry (2025 base sample: 3,505)	49.8%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>49%</td><td>54%</td><td>50%</td><td>51%</td><td>47%</td><td>51%</td><td>46%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	49%	54%	50%	51%	47%	51%	46%	↔	n/a	-5%
Year	19	20	21	22	23	24	25														
Value	49%	54%	50%	51%	47%	51%	46%														
Total WaSCs (2025 base sample: 2,060)	49.9%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>49%</td><td>55%</td><td>51%</td><td>52%</td><td>47%</td><td>51%</td><td>45%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	49%	55%	51%	52%	47%	51%	45%	↔	45%	-6%
Year	19	20	21	22	23	24	25														
Value	49%	55%	51%	52%	47%	51%	45%														
Anglian Water (2025 base sample: 200)	54.1%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>49%</td><td>55%</td><td>59%</td><td>55%</td><td>55%</td><td>57%</td><td>49%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	49%	55%	59%	55%	55%	57%	49%	↔	↔	-8%
Year	19	20	21	22	23	24	25														
Value	49%	55%	59%	55%	55%	57%	49%														
Dŵr Cymru Welsh Water (2025 base sample: 200)	53.8%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>50%</td><td>60%</td><td>53%</td><td>53%</td><td>50%</td><td>58%</td><td>54%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	50%	60%	53%	53%	50%	58%	54%	↔	↑	-4%
Year	19	20	21	22	23	24	25														
Value	50%	60%	53%	53%	50%	58%	54%														
Hafren Dyfrdwy (2025 base sample: 201)	48.7%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>52%</td><td>50%</td><td>50%</td><td>46%</td><td>44%</td><td>52%</td><td>47%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	52%	50%	50%	46%	44%	52%	47%	↓	↔	-5%
Year	19	20	21	22	23	24	25														
Value	52%	50%	50%	46%	44%	52%	47%														
Northumbrian Water (2025 base sample: 200)	53.8%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>61%</td><td>52%</td><td>52%</td><td>57%</td><td>46%</td><td>56%</td><td>55%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	61%	52%	52%	57%	46%	56%	55%	↔	↑	-1%
Year	19	20	21	22	23	24	25														
Value	61%	52%	52%	57%	46%	56%	55%														
Severn Trent (2025 base sample: 200)	51.2%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>50%</td><td>58%</td><td>46%</td><td>56%</td><td>49%</td><td>53%</td><td>47%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	50%	58%	46%	56%	49%	53%	47%	↔	↔	-6%
Year	19	20	21	22	23	24	25														
Value	50%	58%	46%	56%	49%	53%	47%														
South West Water (2025 base sample: 200)	50.0%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>50%</td><td>62%</td><td>54%</td><td>55%</td><td>44%</td><td>45%</td><td>43%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	50%	62%	54%	55%	44%	45%	43%	↓	↔	-3%
Year	19	20	21	22	23	24	25														
Value	50%	62%	54%	55%	44%	45%	43%														
Southern Water (2025 base sample: 201)	41.2%	<table border="1"> <tr><th>Year</th><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>41%</td><td>44%</td><td>49%</td><td>38%</td><td>37%</td><td>45%</td><td>36%</td></tr> </table>	Year	19	20	21	22	23	24	25	Value	41%	44%	49%	38%	37%	45%	36%	↔	↓	-9%
Year	19	20	21	22	23	24	25														
Value	41%	44%	49%	38%	37%	45%	36%														

Perceptions of communications NET good	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WaSC average	Change since last year																
Thames Water (2025 base sample: 200)	41.1%	<table border="1"> <caption>Thames Water NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>39%</td></tr> <tr><td>20</td><td>50%</td></tr> <tr><td>21</td><td>45%</td></tr> <tr><td>22</td><td>41%</td></tr> <tr><td>23</td><td>39%</td></tr> <tr><td>24</td><td>40%</td></tr> <tr><td>25</td><td>33%</td></tr> </tbody> </table>	Year	Perception (%)	19	39%	20	50%	21	45%	22	41%	23	39%	24	40%	25	33%	↔	↓	-7%
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23	39%																				
24	40%																				
25	33%																				
United Utilities (2025 base sample: 200)	52.3%	<table border="1"> <caption>United Utilities NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>49%</td></tr> <tr><td>20</td><td>55%</td></tr> <tr><td>21</td><td>51%</td></tr> <tr><td>22</td><td>56%</td></tr> <tr><td>23</td><td>53%</td></tr> <tr><td>24</td><td>51%</td></tr> <tr><td>25</td><td>52%</td></tr> </tbody> </table>	Year	Perception (%)	19	49%	20	55%	21	51%	22	56%	23	53%	24	51%	25	52%	↔	↑	+1%
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23	53%																				
24	51%																				
25	52%																				
Wessex Water (2025 base sample: 201)	61.1%	<table border="1"> <caption>Wessex Water NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>63%</td></tr> <tr><td>20</td><td>66%</td></tr> <tr><td>21</td><td>59%</td></tr> <tr><td>22</td><td>56%</td></tr> <tr><td>23</td><td>55%</td></tr> <tr><td>24</td><td>64%</td></tr> <tr><td>25</td><td>65%</td></tr> </tbody> </table>	Year	Perception (%)	19	63%	20	66%	21	59%	22	56%	23	55%	24	64%	25	65%	↔	↑	+1%
Year	Perception (%)																				
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23	55%																				
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25	65%																				
Yorkshire Water (2025 base sample: 200)	51.9%	<table border="1"> <caption>Yorkshire Water NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>60%</td></tr> <tr><td>20</td><td>57%</td></tr> <tr><td>21</td><td>53%</td></tr> <tr><td>22</td><td>54%</td></tr> <tr><td>23</td><td>46%</td></tr> <tr><td>24</td><td>54%</td></tr> <tr><td>25</td><td>41%</td></tr> </tbody> </table>	Year	Perception (%)	19	60%	20	57%	21	53%	22	54%	23	46%	24	54%	25	41%	↓	↔	-14%
Year	Perception (%)																				
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21	53%																				
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23	46%																				
24	54%																				
25	41%																				

**Table 49: Perceptions of communications from water companies about services and plans – WoCs NET good**

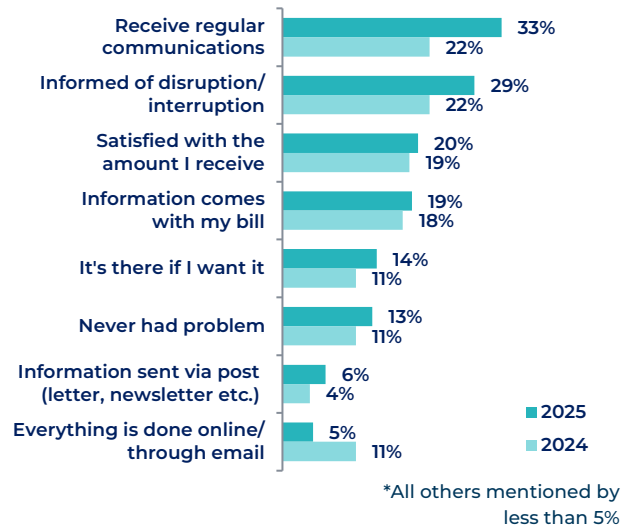
Perceptions of communications NET good	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WoC average	Change since last year																
Industry (2025 base sample: 3,505)	49.8%	<table border="1"> <caption>Industry NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>49%</td></tr> <tr><td>20</td><td>54%</td></tr> <tr><td>21</td><td>50%</td></tr> <tr><td>22</td><td>51%</td></tr> <tr><td>23</td><td>47%</td></tr> <tr><td>24</td><td>51%</td></tr> <tr><td>25</td><td>46%</td></tr> </tbody> </table>	Year	Perception (%)	19	49%	20	54%	21	50%	22	51%	23	47%	24	51%	25	46%	↔	n/a	-5%
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21	50%																				
22	51%																				
23	47%																				
24	51%																				
25	46%																				
Total WoCs (2025 base sample: 1,445)	49.8%	<table border="1"> <caption>Total WoCs NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>50%</td></tr> <tr><td>20</td><td>51%</td></tr> <tr><td>21</td><td>50%</td></tr> <tr><td>22</td><td>51%</td></tr> <tr><td>23</td><td>48%</td></tr> <tr><td>24</td><td>50%</td></tr> <tr><td>25</td><td>49%</td></tr> </tbody> </table>	Year	Perception (%)	19	50%	20	51%	21	50%	22	51%	23	48%	24	50%	25	49%	↔	49%	-1%
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20	51%																				
21	50%																				
22	51%																				
23	48%																				
24	50%																				
25	49%																				
Affinity Water (2025 base sample: 250)	48.5%	<table border="1"> <caption>Affinity Water NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>47%</td></tr> <tr><td>20</td><td>43%</td></tr> <tr><td>21</td><td>47%</td></tr> <tr><td>22</td><td>50%</td></tr> <tr><td>23</td><td>51%</td></tr> <tr><td>24</td><td>52%</td></tr> <tr><td>25</td><td>48%</td></tr> </tbody> </table>	Year	Perception (%)	19	47%	20	43%	21	47%	22	50%	23	51%	24	52%	25	48%	↑	↔	-4%
Year	Perception (%)																				
19	47%																				
20	43%																				
21	47%																				
22	50%																				
23	51%																				
24	52%																				
25	48%																				
Bristol Water (2025 base sample: 150)	63.0%	<table border="1"> <caption>Bristol Water NET Good Perceptions (2019-2025)</caption> <thead> <tr><th>Year</th><th>Perception (%)</th></tr> </thead> <tbody> <tr><td>19</td><td>62%</td></tr> <tr><td>20</td><td>64%</td></tr> <tr><td>21</td><td>59%</td></tr> <tr><td>22</td><td>64%</td></tr> <tr><td>23</td><td>59%</td></tr> <tr><td>24</td><td>64%</td></tr> <tr><td>25</td><td>69%</td></tr> </tbody> </table>	Year	Perception (%)	19	62%	20	64%	21	59%	22	64%	23	59%	24	64%	25	69%	↔	↑	+5%
Year	Perception (%)																				
19	62%																				
20	64%																				
21	59%																				
22	64%																				
23	59%																				
24	64%																				
25	69%																				

Perceptions of communications NET good	Seven-year rolling company average	Seven-year company trend	Seven-year trend	Company average vs WoC average	Change since last year
Cambridge Water (2025 base sample: 150)	47.2%		↓	↓	-10%
Essex & Suffolk Water (2025 base sample: 150)	51.9%		↓	↔	-1%
Portsmouth Water (2025 base sample: 151)	46.0%		↔	↔	-3%
South East Water (2025 base sample: 150)	47.9%		↔	↔	-1%
South Staffs Water (2025 base sample: 150)	43.1%		↔	↔	0%
SES Water (2025 base sample: 151)	48.1%		↔	↔	-5%

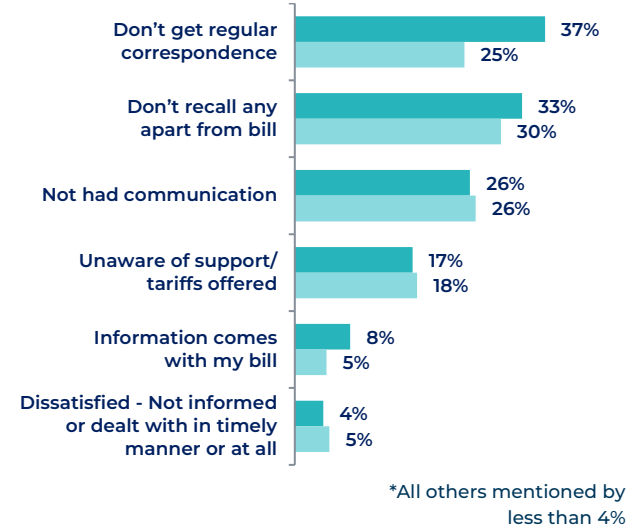
Figure 43 details the main reasons (unprompted) why respondents gave their rating, with the main positive and negative comments shown at a total level.

**Figure 43: Reasons for rating how well communicate on services and plans**

Positive (net good). Base: 1,621



Negative (net poor). Base: 796

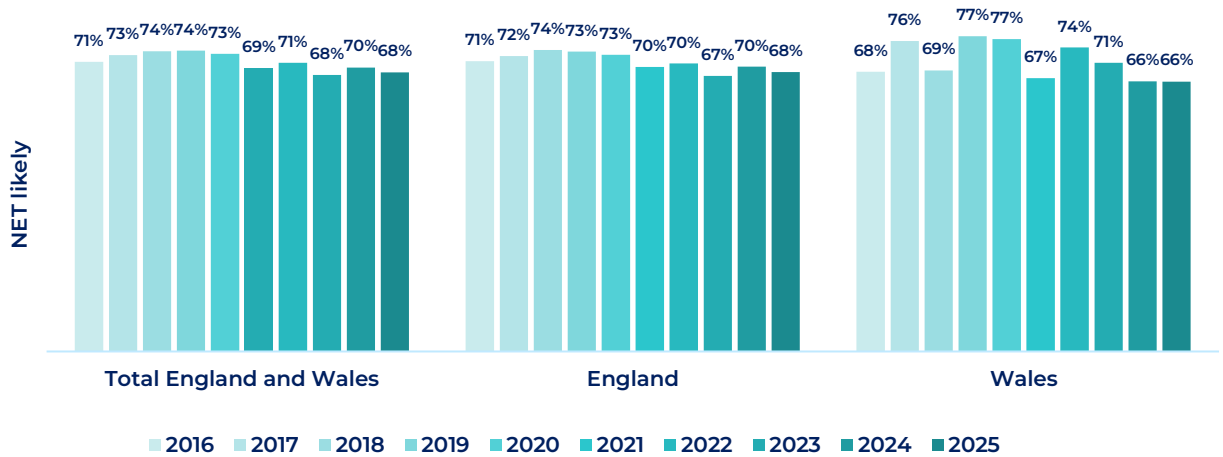


## 2.12 Likelihood of making contact with the company if worried about paying the bill

Respondents were asked how likely they would be to contact their water company if they were worried about paying a bill. Figure 44 shows likelihood at national levels, and Table 50 and Table 51 show this for each WaSC and for each WoC respectively.

**Figure 44: Likelihood of contacting water/sewerage company if worried about a bill**

10-year rolling avg. 2016 - 2025	70.9%	70.9%	71.1%
Change since last year	-1%	-1%	0%
10-year trend	↓	↓	↔



**Table 50: Likelihood of contacting water/sewerage company if worried about a bill – WaSCs**

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	70.9%	<p>71% 73% 74% 74% 73% 69% 71% 68% 70% 68%</p> <p>Year</p>	↓	n/a	-1%
Total WaSCs (2025 base sample: 2,060)	71.1%	<p>71% 72% 74% 73% 73% 70% 71% 68% 70% 69%</p> <p>Year</p>	↔	69%	-1%
Anglian Water (2025 base sample: 200)	73.9%	<p>74% 72% 77% 74% 78% 74% 70% 68% 79% 74%</p> <p>Year</p>	↔	↔	-5%

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 200)	70.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>68%</td><td>76%</td><td>68%</td><td>78%</td><td>77%</td><td>67%</td><td>74%</td><td>71%</td><td>65%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	68%	76%	68%	78%	77%	67%	74%	71%	65%	66%	↔	↔	+1%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	68%	76%	68%	78%	77%	67%	74%	71%	65%	66%																	
Hafren Dyfrdwy (2025 base sample: 201)	73.5%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>80%</td><td>72%</td><td>74%</td><td>66%</td><td>76%</td><td>72%</td><td>78%</td><td>70%</td><td></td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	80%	72%	74%	66%	76%	72%	78%	70%			↔	↔	-9%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	80%	72%	74%	66%	76%	72%	78%	70%																			
Northumbrian Water (2025 base sample: 200)	69.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>75%</td><td>71%</td><td>69%</td><td>71%</td><td>78%</td><td>68%</td><td>71%</td><td>65%</td><td>59%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	75%	71%	69%	71%	78%	68%	71%	65%	59%	66%	↓	↔	+8%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	75%	71%	69%	71%	78%	68%	71%	65%	59%	66%																	
Severn Trent (2025 base sample: 200)	71.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>71%</td><td>75%</td><td>67%</td><td>76%</td><td>73%</td><td>71%</td><td>73%</td><td>64%</td><td>75%</td><td>71%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	71%	75%	67%	76%	73%	71%	73%	64%	75%	71%	↔	↔	-4%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	71%	75%	67%	76%	73%	71%	73%	64%	75%	71%																	
South West Water (2025 base sample: 200)	71.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>69%</td><td>80%</td><td>73%</td><td>73%</td><td>77%</td><td>67%</td><td>73%</td><td>68%</td><td>70%</td><td>68%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	69%	80%	73%	73%	77%	67%	73%	68%	70%	68%	↓	↔	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	69%	80%	73%	73%	77%	67%	73%	68%	70%	68%																	
Southern Water (2025 base sample: 201)	70.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>65%</td><td>72%</td><td>79%</td><td>76%</td><td>71%</td><td>70%</td><td>67%</td><td>68%</td><td>71%</td><td>66%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	65%	72%	79%	76%	71%	70%	67%	68%	71%	66%	↔	↔	-5%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	65%	72%	79%	76%	71%	70%	67%	68%	71%	66%																	
Thames Water (2025 base sample: 200)	69.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>72%</td><td>65%</td><td>79%</td><td>68%</td><td>64%</td><td>72%</td><td>71%</td><td>67%</td><td>68%</td><td>69%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	72%	65%	79%	68%	64%	72%	71%	67%	68%	69%	↔	↔	+2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	72%	65%	79%	68%	64%	72%	71%	67%	68%	69%																	
United Utilities (2025 base sample: 200)	70.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>70%</td><td>74%</td><td>74%</td><td>74%</td><td>74%</td><td>66%</td><td>70%</td><td>69%</td><td>67%</td><td>69%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	70%	74%	74%	74%	74%	66%	70%	69%	67%	69%	↓	↔	+2%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	70%	74%	74%	74%	74%	66%	70%	69%	67%	69%																	
Wessex Water (2025 base sample: 201)	71.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>71%</td><td>71%</td><td>74%</td><td>79%</td><td>79%</td><td>72%</td><td>70%</td><td>70%</td><td>64%</td><td>67%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	71%	71%	74%	79%	79%	72%	70%	70%	64%	67%	↔	↔	+3%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	71%	71%	74%	79%	79%	72%	70%	70%	64%	67%																	
Yorkshire Water (2025 base sample: 200)	72.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Value</th><td>71%</td><td>73%</td><td>77%</td><td>75%</td><td>72%</td><td>70%</td><td>72%</td><td>74%</td><td>72%</td><td>67%</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Value	71%	73%	77%	75%	72%	70%	72%	74%	72%	67%	↔	↔	-4%
Year	16	17	18	19	20	21	22	23	24	25																	
Value	71%	73%	77%	75%	72%	70%	72%	74%	72%	67%																	

**Table 51: Likelihood of contacting water company if worried about a bill – WoCs**

Likely to contact if worried about bill	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	70.9%	<p>71% 73% 74% 74% 73% 69% 71% 68% 70% 68%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-1%
Total WoCs (2025 base sample: 1,445)	70.1%	<p>71% 74% 72% 74% 73% 68% 69% 66% 68% 65%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	65%	-2%
Affinity Water (2025 base sample: 250)	68.1%	<p>70% 73% 70% 71% 71% 70% 66% 63% 65% 62%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-3%
Bristol Water (2025 base sample: 150)	69.2%	<p>67% 70% 74% 70% 77% 67% 67% 64% 68% 68%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-1%
Cambridge Water (2025 base sample: 150)	71.1%	<p>68% 71% 74% 76% 73% 70% 71% 64% 73% 70%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-2%
Essex & Suffolk Water (2025 base sample: 150)	71.2%	<p>73% 74% 75% 79% 75% 67% 70% 63% 68% 68%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-1%
Portsmouth Water (2025 base sample: 151)	71.1%	<p>73% 78% 77% 75% 76% 69% 64% 64% 69% 67%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-2%
South East Water (2025 base sample: 150)	70.9%	<p>73% 76% 74% 76% 76% 65% 67% 70% 69% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-6%
South Staffs Water (2025 base sample: 150)	72.2%	<p>74% 81% 67% 73% 69% 72% 76% 71% 71% 69%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-2%
SES Water (2025 base sample: 151)	69.2%	<p>64% 71% 66% 79% 69% 68% 76% 65% 66% 67%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	+1%

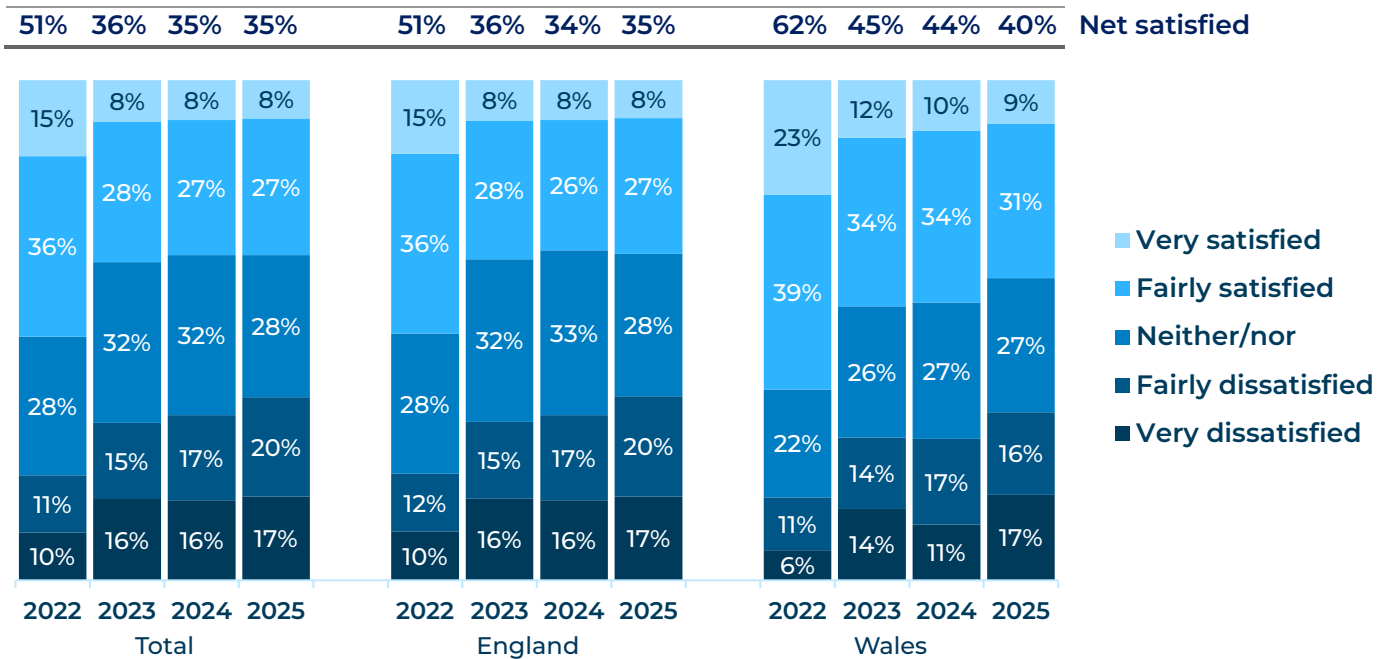
# Chapter 3: Resilient Water Services

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

## 3.1 Protecting the environment

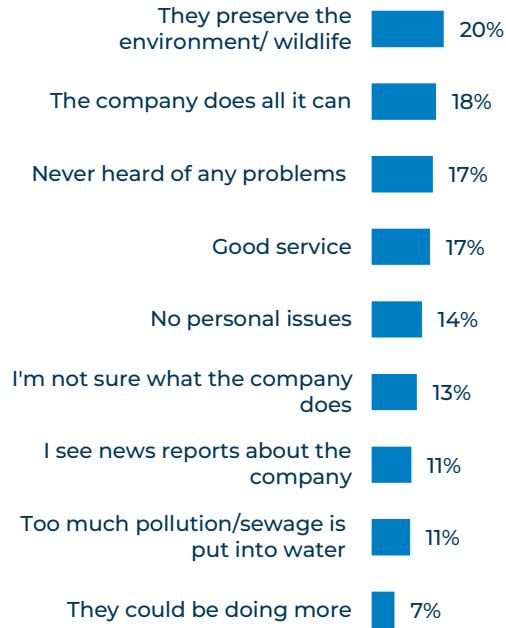
Figure 45 shows the results for the satisfaction with what water companies do to protect the environment for England and Wales, and for England and for Wales individually, followed by Figure 46 which shows the reason for their rating. Table 52 and Table 53 show the net satisfied scores for each WaSC and each WoC respectively.

**Figure 45: Satisfaction with what water company does to protect the environment**

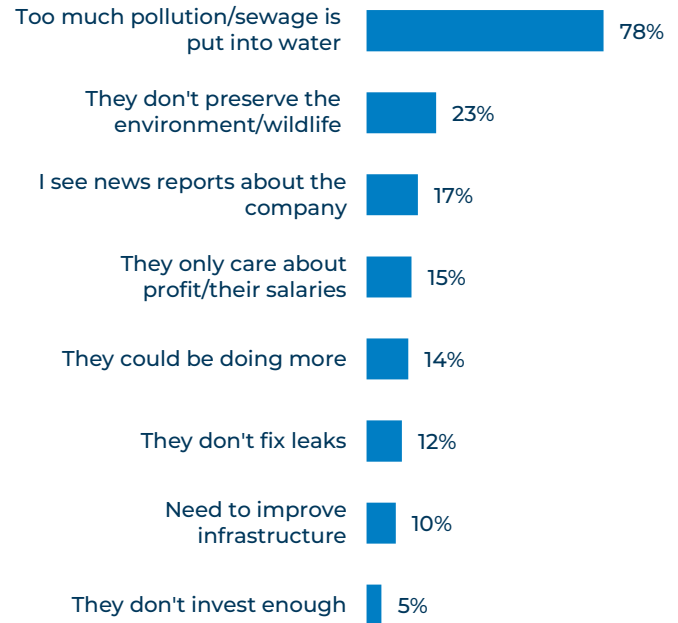


**Figure 46: Reason for rating**

**Satisfied (Base: 1,171)**



**Negative (Base: 1,035)**



\*All others mentioned by less than 3%

**Table 52: Satisfaction with what water company does to protect the environment – WaSCs**

Net satisfied	2022 %	2023 %	2024 %	2025 %	Difference 2024-2025
Industry (2025 base sample: 3,505)	51%	36%	35%	35%	0%
Total WaSCs (2025 base sample: 2,060)	53%	37%	35%	34%	-1%
Anglian Water (2025 base sample: 200)	55%	36%	38%	37%	-1%
Dŵr Cymru Welsh Water (2025 base sample: 200)	62%	45%	45%	39%	-6%
Hafren Dyfrdwy (2025 base sample: 201)	62%	48%	44%	46%	+2%
Northumbrian Water (2025 base sample: 200)	56%	45%	41%	50%	+9%
Severn Trent (2025 base sample: 200)	45%	30%	41%	44%	+3%
South West Water (2025 base sample: 200)	32%	21%	23%	21%	-2%
Southern Water (2025 base sample: 201)	45%	26%	25%	22%	-3%
Thames Water (2025 base sample: 200)	57%	37%	19%	23%	+4%
United Utilities (2025 base sample: 200)	61%	39%	40%	36%	-4%
Wessex Water (2025 base sample: 201)	55%	44%	47%	46%	-1%
Yorkshire Water (2025 base sample: 200)	65%	47%	39%	32%	-7%

**Table 53: Satisfaction with what water company does to protect the environment – WoCs**

Net satisfied	2022 %	2023 %	2024 %	2025 %	Difference 2024-2025
Industry (2025 base sample: 3,505)	51%	36%	35%	35%	0%
Total WoCs (2025 base sample: 1,445)	45%	34%	33%	38%	+5%
Affinity Water (2025 base sample: 250)	65%	38%	29%	37%	+6%
Bristol Water (2025 base sample: 150)	44%	32%	41%	52%	+11%
Cambridge Water (2025 base sample: 150)	54%	45%	35%	35%	0%
Essex & Suffolk Water (2025 base sample: 150)	41%	25%	39%	40%	+1%
Portsmouth Water (2025 base sample: 151)	35%	19%	36%	40%	+4%
South East Water (2025 base sample: 150)	48%	43%	30%	26%	-4%
South Staffs Water (2025 base sample: 150)	38%	34%	40%	47%	+7%
SES Water (2025 base sample: 151)	41%	37%	32%	36%	+4%

Footnote: significant increases from 2024-2025 are highlighted in green text.

## 3.2 Availability of water

Introduced in 2023, customers were asked about their perceptions regarding the amount of water available in their local area. Table 54 shows the results for England and Wales, and for England and for Wales individually, followed by Table 55 and Table 56 which show results for those saying plenty of water available for WaSCs and for WoCs in turn.

**Table 54: Availability of water in your local area**

	Total 2024		Total 2025	England 2024		England 2025	Wales 2024		Wales 2025
Plenty of water available	49%	★	34%	48%	★	33%	67%	★ ★	49%
Moderate levels of water available	28%	★	31%	29%		31%	23%	★	35%
No spare water available but no shortage either	8%	★	13%	9%	★	13%	3%	★ ★	8%
Under a bit of pressure to find water	5%	★	12%	5%	★	12%	1%	★ ★	3%
Under serious pressure to find water	2%	★	4%	2%	★	4%	1%	★ ★	0%
Don't know <sup>28</sup>	7%		7%	7%		7%	5%		4%

★ Significant difference between 2024-2025 data

★ Significant difference between England & Wales 2025

<sup>28</sup> Question introduced in 2023 without a don't know option. Don't know option added in 2024 so direct comparisons for 2 years only.

**Table 55: Availability of water in your local area – WaSCs**

Saying plenty of water available	2024 %	2025 %	Difference 2024-2025
Industry (2025 base sample: 3,505)	49%	34%	-16%
Total WaSCs (2025 base sample: 2,060)	52%	34%	-18%
Anglian Water (2025 base sample: 200)	39%	34%	-4%
Dŵr Cymru Welsh Water (2025 base sample: 200)	67%	48%	-19%
Hafren Dyfrdwy (2025 base sample: 201)	70%	64%	-6%
Northumbrian Water (2025 base sample: 200)	77%	70%	-7%
Severn Trent (2025 base sample: 200)	53%	43%	-10%
South West Water (2025 base sample: 200)	38%	29%	-9%
Southern Water (2025 base sample: 201)	31%	19%	-12%
Thames Water (2025 base sample: 200)	47%	26%	-21%
United Utilities (2025 base sample: 200)	59%	35%	-25%
Wessex Water (2025 base sample: 201)	55%	35%	-19%
Yorkshire Water (2025 base sample: 200)	52%	16%	-37%

Footnote: significant increases from 2024-2025 are highlighted in green text whilst significant decreases are highlighted in red.

**Table 56: Availability of water in your local area – WoCs**

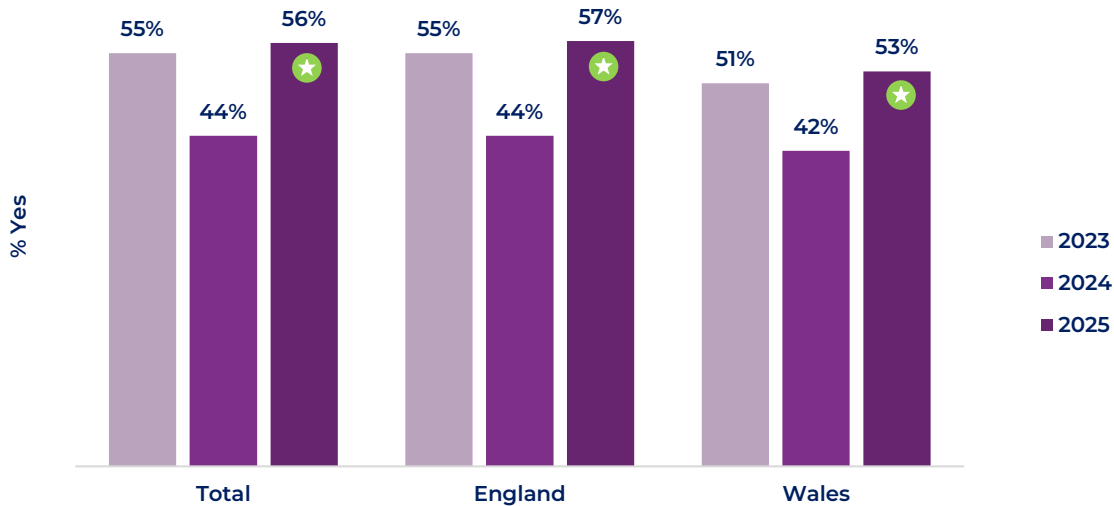
Saying plenty of water available	2024 %	2025 %	Difference 2024-2025
Industry (2025 base sample: 3,505)	49%	34%	-16%
Total WoCs (2025 base sample: 1,445)	40%	32%	-8%
Affinity Water (2025 base sample: 250)	35%	36%	+1%
Bristol Water (2025 base sample: 150)	47%	33%	-13%
Cambridge Water (2025 base sample: 150)	32%	20%	-12%
Essex & Suffolk Water (2025 base sample: 150)	42%	32%	-10%
Portsmouth Water (2025 base sample: 151)	51%	40%	-12%
South East Water (2025 base sample: 150)	31%	19%	-12%
South Staffs Water (2025 base sample: 150)	50%	37%	-14%
SES Water (2025 base sample: 151)	44%	31%	-13%

Footnote: significant increases from 2024-2025 are highlighted in green text whilst significant decreases are highlighted in red.

### 3.3 Using water wisely campaigns

Introduced in 2023, customers were asked whether they were aware of using water wisely campaigns. Figure 47 shows the results for each nation in 2023 and 2024, followed by Table 57 and Table 58 which show results by WaSCs and WoCs in turn.

**Figure 47: Aware of using water wisely campaigns**



★ Significant difference between 2024-2025 data

**Table 57: Aware of using water wisely campaigns – WaSCs**

Yes aware	2023 %	2024 %	2025 %	Difference 2024-2025
Industry (2025 base sample: 3,505)	55%	44%	56%	+13%
Total WaSCs (2025 base sample: 2,060)	54%	41%	55%	+14%
Anglian Water (2025 base sample: 200)	64%	47%	54%	+7%
Dŵr Cymru Welsh Water (2025 base sample: 200)	51%	43%	54%	+11%
Hafren Dyfrdwy (2025 base sample: 201)	50%	33%	40%	+6%
Northumbrian Water (2025 base sample: 200)	38%	31%	46%	+14%
Severn Trent (2025 base sample: 200)	53%	38%	48%	+10%
South West Water (2025 base sample: 200)	77%	61%	51%	-10%
Southern Water (2025 base sample: 201)	65%	52%	68%	+16%
Thames Water (2025 base sample: 200)	50%	38%	50%	+12%
United Utilities (2025 base sample: 200)	50%	44%	62%	+19%
Wessex Water (2025 base sample: 201)	63%	43%	62%	+19%
Yorkshire Water (2025 base sample: 200)	51%	35%	70%	+35%

Footnote: significant increases from 2024-2025 are highlighted in green text whilst significant decreases are highlighted in red.

**Table 58: Aware of using water wisely campaigns – WoCs**

Yes aware	2023 %	2024 %	2025 %	Difference 2024-2025
Industry (2025 base sample: 3,505)	55%	44%	56%	+13%
Total WoCs (2025 base sample: 1,445)	60%	51%	60%	+8%
Affinity Water (2025 base sample: 250)	66%	60%	64%	+4%
Bristol Water (2025 base sample: 150)	58%	44%	57%	+14%
Cambridge Water (2025 base sample: 150)	60%	45%	58%	+13%
Essex & Suffolk Water (2025 base sample: 150)	43%	42%	51%	+8%
Portsmouth Water (2025 base sample: 151)	65%	49%	60%	+12%
South East Water (2025 base sample: 150)	72%	65%	71%	+5%
South Staffs Water (2025 base sample: 150)	47%	38%	53%	+14%
SES Water (2025 base sample: 151)	61%	44%	52%	+8%

Footnote: significant increases from 2024-2025 are highlighted in green text.

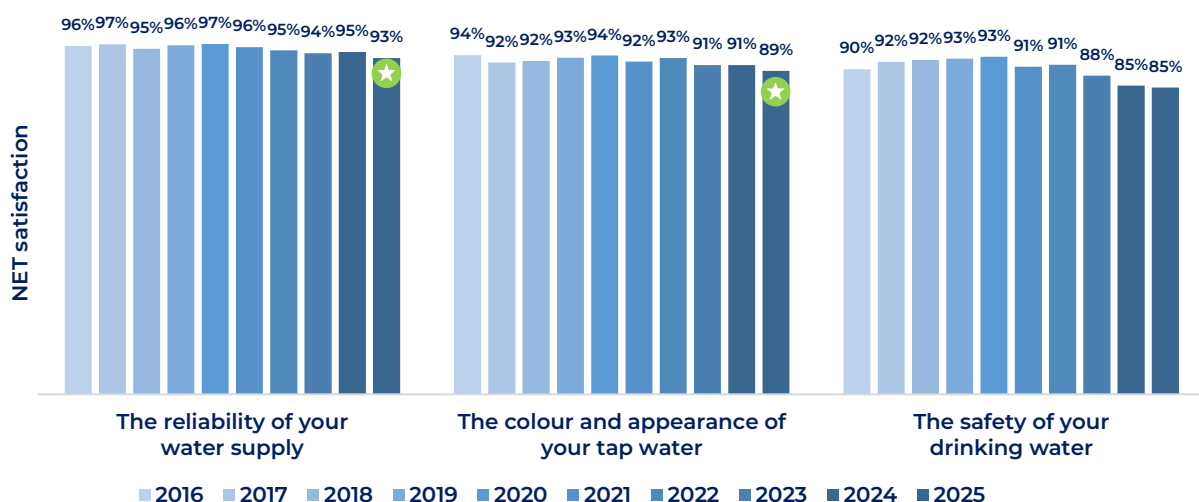
### 3.4 Satisfaction with aspects of water supply

Figure 48 and Figure 49 show the trends for national satisfaction with the reliability of water supplies, colour and appearance of tap water, the safety of tap water, water supply pressure, the taste and smell of tap water and the hardness/softness of tap water.

This is followed by Figure 50 which compares satisfaction between England and Wales in 2025, Table 59 and Table 60 which show satisfaction in 2025 for each WaSC and WoC respectively, and finally Table 61 and Table 62 which highlight the 10-year trends for WaSCs and WoCs.

**Figure 48: Satisfaction with aspects of water supply**

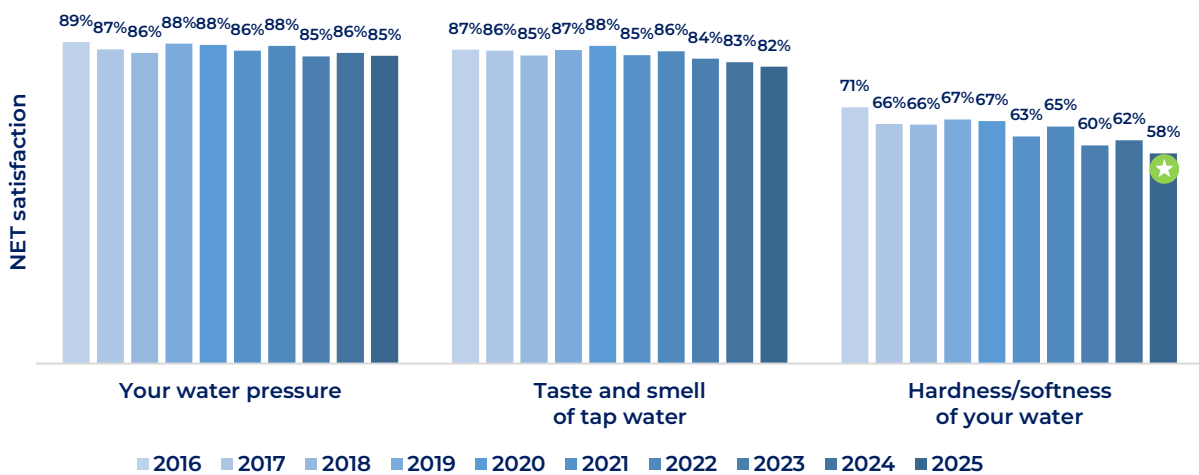
10-year rolling avg. 2016 - 2025	95.4%	92.0%	89.9%
Change since last year	-2%	-2%	-1%
10-year trend	↓	↓	↔



★ Significant difference between 2024-2025 data for Reliability of water supply and Colour and appearance of tap water

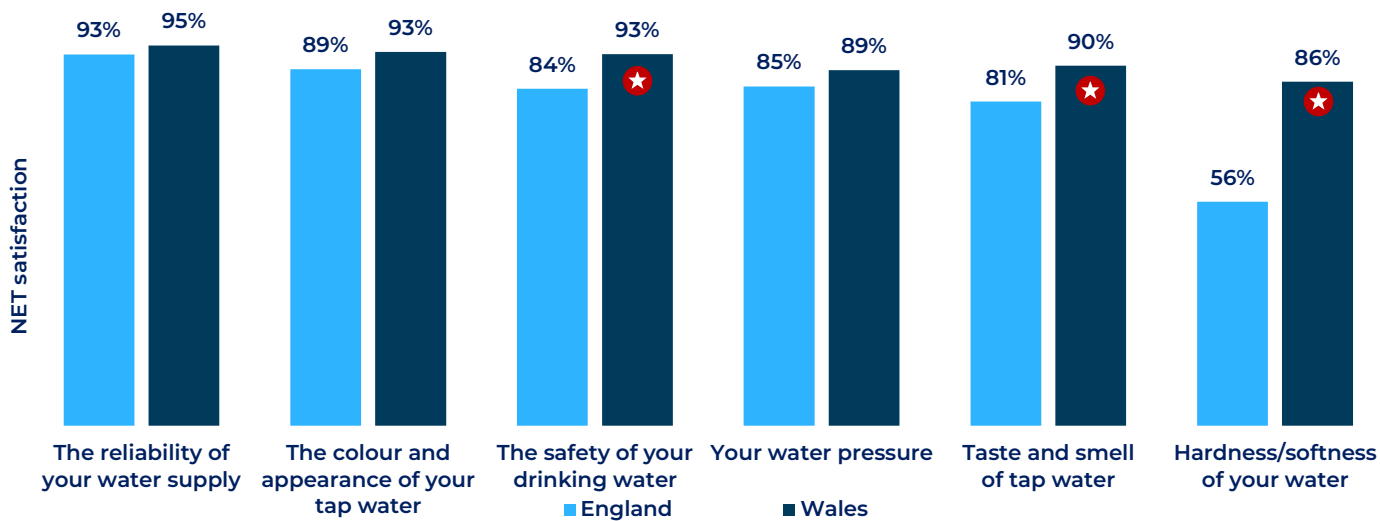
**Figure 49: Satisfaction with aspects of water supply**

10-year rolling avg. 2016 - 2025	86.8%	85.3%	64.5%
Change since last year	-1%	-1%	-4%
10-year trend	↓	↓	↓



★ Significant difference between 2024-2025 data for Hardness/softness of water

**Figure 50: Satisfaction with aspects of water supply by nation**



★ Significant difference between England & Wales 2025 for Safety of drinking water, Taste and smell of tap water and Hardness/softness of water

**Table 59: Satisfaction with aspects of water supply in 2025 – WaSCs**

Satisfaction with aspects of water supply (2025 data only)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2025 base sample: 3,505)	93%	89%	85%	85%	82%	58%
Total WaSCs (2025 base sample: 2,060)	93%	89%	85%	85%	82%	61%
Anglian Water (2025 base sample: 200)	93%	88%	85%	87%	82%	39%
Dŵr Cymru Welsh Water (2025 base sample: 200)	95%	93%	93%	89%	90%	86%
Hafren Dyfrdwy (2025 base sample: 201)	96%	93%	93%	88%	90%	81%
Northumbrian Water (2025 base sample: 200)	99%	96%	93%	92%	89%	81%
Severn Trent (2025 base sample: 200)	94%	89%	81%	84%	77%	58%
South West Water (2025 base sample: 200)	89%	88%	82%	84%	83%	77%
Southern Water (2025 base sample: 400)	87%	86%	85%	84%	81%	43%
Thames Water (2025 base sample: 200)	91%	84%	77%	78%	73%	35%
United Utilities (2025 base sample: 700)	93%	91%	89%	85%	86%	87%
Wessex Water (2025 base sample: 201)	99%	94%	92%	90%	92%	56%
Yorkshire Water (2025 base sample: 200)	95%	91%	87%	88%	85%	72%

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

**Table 60: Satisfaction with aspects of water supply 2025 – WoCs**

Satisfaction with aspects of water supply (2025 data only)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2025 base sample: 3,505)	93%	89%	85%	85%	82%	58%
Total WoCs (2025 base sample: 1,445)	93%	90%	85%	86%	83%	47%
Affinity Water (2025 base sample: 250)	94%	89%	81%	83%	81%	33%
Bristol Water (2025 base sample: 150)	97%	97%	93%	90%	92%	56%
Cambridge Water (2025 base sample: 150)	95%	90%	90%	85%	82%	43%
Essex & Suffolk Water (2025 base sample: 150)	93%	94%	86%	89%	87%	46%
Portsmouth Water (2025 base sample: 151)	93%	91%	89%	89%	83%	46%
South East Water (2025 base sample: 150)	85%	85%	81%	86%	80%	51%
South Staffs Water (2025 base sample: 150)	97%	90%	84%	87%	80%	61%
SES Water (2025 base sample: 151)	93%	91%	87%	79%	84%	61%

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

**Table 61: Satisfaction with aspects of water supply – WaSC 10-year trends (arrows) and 10-year rolling averages (figures)**

Satisfaction with aspects of water supply (2025 data only)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2025 base sample: 3,505)	95.4% ↓	92.0% ↓	89.9% ↔	86.8% ↓	85.3% ↓	64.5% ↓
Total WaSCs (2025 base sample: 2,060)	95.3% ↓	92.1% ↓	90.1% ↔	86.9% ↓	85.5% ↓	68.0% ↓
Anglian Water (2025 base sample: 200)	95.7% ↔	92.0% ↔	90.6% ↔	86.8% ↔	84.6% ↔	47.2% ↓
Dŵr Cymru Welsh Water (2025 base sample: 200)	96.6% ↓	94.3% ↓	94.5% ↓	90.2% ↔	90.9% ↓	91.0% ↓
Hafren Dyfrdwy (2025 base sample: 201)	96.3% ↓	93.9% ↔	93.1% ↓	89.2% ↔	90.4% ↔	87.7% ↓
Northumbrian Water (2025 base sample: 200)	98.1% ↔	94.9% ↔	92.9% ↓	92.8% ↔	89.1% ↔	83.8% ↓
Severn Trent (2025 base sample: 200)	95.5% ↓	91.9% ↓	90.3% ↔	87.4% ↓	84.1% ↔	70.9% ↓
South West Water (2025 base sample: 200)	94.6% ↓	92.0% ↓	90.2% ↓	88.7% ↓	85.2% ↔	83.0% ↓
Southern Water (2025 base sample: 400)	94.2% ↓	90.1% ↓	88.8% ↓	86.9% ↔	84.1% ↔	52.1% ↓
Thames Water (2025 base sample: 200)	93.1% ↓	89.2% ↔	84.4% ↔	81.5% ↓	80.1% ↓	44.9% ↓
United Utilities (2025 base sample: 700)	95.2% ↓	92.6% ↓	91.0% ↔	86.7% ↓	87.6% ↔	85.2% ↓
Wessex Water (2025 base sample: 201)	96.9% ↔	93.5% ↔	92.1% ↔	89.1% ↔	87.0% ↔	57.7% ↔
Yorkshire Water (2025 base sample: 200)	96.6% ↓	94.1% ↔	93.2% ↔	89.0% ↔	89.3% ↔	78.8% ↓

**Table 62: Satisfaction with aspects of water supply – WoC 10-year trends (arrows) and 10-year rolling averages (figures)**

Satisfaction with aspects of water supply (2025 data only)	The reliability of water supply	Colour and appearance of tap water	Safety of drinking water	Water pressure	Taste and smell of tap water	Hardness / softness of water
Industry (2025 base sample: 3,505)	95.4% ↓	92.0% ↓	89.9% ↔	86.8% ↓	85.3% ↓	64.5% ↓
Total WoCs (2025 base sample: 1,445)	95.8% ↓	91.7% ↓	89.2% ↔	86.3% ↔	84.7% ↔	51.6% ↓
Affinity Water (2025 base sample: 250)	96.3% ↔	91.0% ↔	87.5% ↔	84.7% ↔	82.2% ↔	40.7% ↓
Bristol Water (2025 base sample: 150)	97.7% ↔	94.2% ↔	92.1% ↔	89.1% ↔	87.5% ↔	57.7% ↓
Cambridge Water (2025 base sample: 150)	96.9% ↔	93.8% ↔	92.6% ↔	88.9% ↔	86.4% ↔	49.0% ↓
Essex & Suffolk Water (2025 base sample: 150)	96.3% ↔	92.3% ↔	89.2% ↔	86.1% ↔	85.9% ↓	48.0% ↓
Portsmouth Water (2025 base sample: 151)	97.0% ↓	93.0% ↓	91.4% ↔	87.4% ↓	86.6% ↔	50.5% ↓
South East Water (2025 base sample: 150)	92.2% ↓	90.0% ↔	88.3% ↔	85.4% ↔	82.9% ↔	55.1% ↓
South Staffs Water (2025 base sample: 150)	95.9% ↔	90.5% ↓	88.4% ↓	87.9% ↔	84.1% ↔	67.1% ↓
SES Water (2025 base sample: 151)	97.1% ↔	94.0% ↓	92.5% ↔	85.5% ↓	89.8% ↓	61.6% ↓

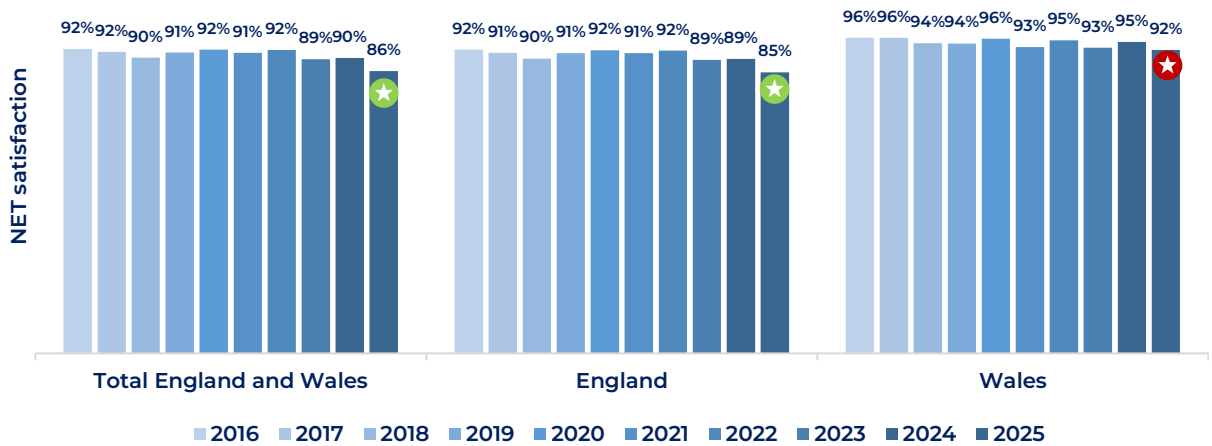
### 3.5 Overall satisfaction with water supply

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

Figure 51 shows 10-year satisfaction trends for England and Wales, and for England and for Wales individually. This is followed Table 63 and Table 64 which show satisfaction trends for WaSCs and for WoCs in turn.

**Figure 51: Overall satisfaction with water supply**

10-year rolling avg. 2016 - 2025	90.5%	90.3%	94.3%
Change since last year	-4%	-4%	-2%
10-year trend	↓	↓	↓



- ★ Significant difference between 2024-2025 data in England and in Total
- ★ Significant difference between England & Wales 2025

**Table 63: Overall satisfaction with water supply – WaSCs**

Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	90.5%		↓	n/a	-4%
Total WaSCs (2025 base sample: 2,060)	90.4%		↓	85%	-5%
Anglian Water (2025 base sample: 200)	91.1%		↔	↔	-5%

Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WaSC average	Change since last year
Dŵr Cymru Welsh Water (2025 base sample: 200)	94.3%	<p>96% 96% 94% 94% 96% 93% 95% 93% 95% 92%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	-3%
Hafren Dyfrdwy (2025 base sample: 201)	93.2%	<p>93% 92% 94% 97% 93% 91% 92% 95%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+2%
Northumbrian Water (2025 base sample: 200)	95.0%	<p>97% 95% 92% 93% 96% 93% 98% 96% 95% 96%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+1%
Severn Trent (2025 base sample: 200)	91.8%	<p>95% 92% 91% 94% 92% 95% 94% 88% 92% 87%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-5%
South West Water (2025 base sample: 200)	90.9%	<p>93% 94% 90% 93% 90% 93% 94% 91% 89% 84%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-5%
Southern Water (2025 base sample: 201)	87.3%	<p>91% 86% 88% 89% 91% 90% 90% 88% 85% 77%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↓	-8%
Thames Water (2025 base sample: 200)	83.5%	<p>88% 86% 84% 87% 87% 86% 83% 82% 81% 72%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-9%
United Utilities (2025 base sample: 200)	92.0%	<p>95% 92% 90% 93% 94% 89% 94% 91% 91% 90%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	0%
Wessex Water (2025 base sample: 201)	92.7%	<p>91% 91% 91% 93% 95% 93% 94% 90% 96% 95%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↑	↑	-1%
Yorkshire Water (2025 base sample: 200)	93.1%	<p>93% 94% 95% 94% 94% 92% 96% 92% 93% 89%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-4%

**Table 64: Overall satisfaction with water supply – WoCs**

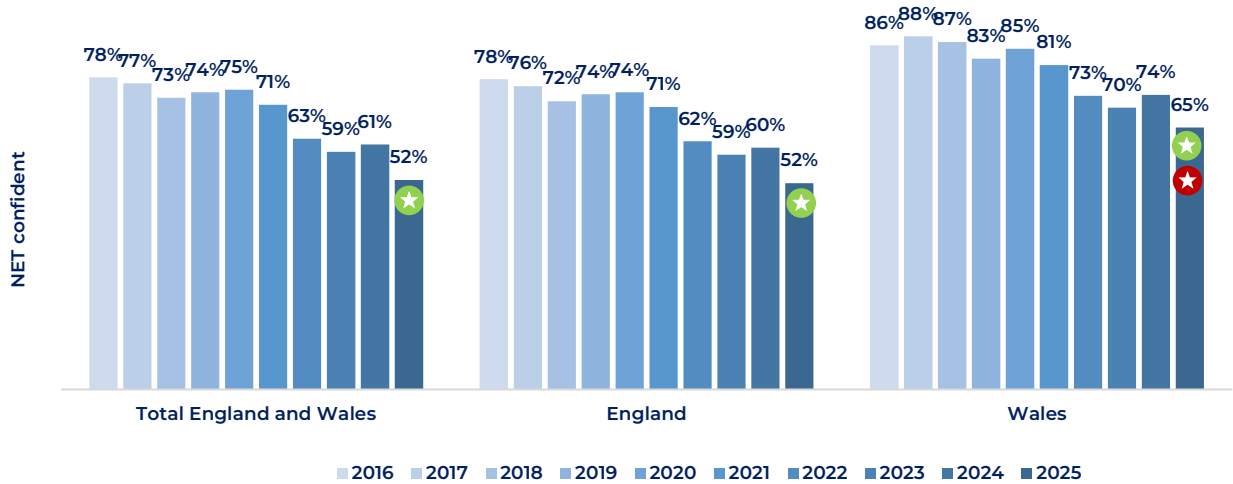
Satisfaction with water supply	10-year rolling company average	10-year company trend	10-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	90.5%	<p>92% 92% 90% 91% 92% 91% 92% 89% 90% 86%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-4%
Total WoCs (2025 base sample: 1,445)	90.9%	<p>91% 92% 91% 91% 93% 91% 93% 89% 90% 88%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	88%	-2%
Affinity Water (2025 base sample: 250)	90.2%	<p>90% 91% 86% 90% 94% 92% 92% 91% 91% 85%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-6%
Bristol Water (2025 base sample: 150)	93.4%	<p>89% 95% 97% 94% 93% 92% 95% 95% 90% 95%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+4%
Cambridge Water (2025 base sample: 150)	93.2%	<p>98% 95% 96% 96% 92% 92% 93% 89% 96% 86%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-10%
Essex & Suffolk Water (2025 base sample: 150)	91.5%	<p>93% 89% 91% 91% 91% 91% 96% 89% 88% 93%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↑	+5%
Portsmouth Water (2025 base sample: 151)	93.3%	<p>93% 95% 91% 96% 93% 95% 97% 95% 91% 88%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-3%
South East Water (2025 base sample: 150)	88.0%	<p>87% 91% 93% 86% 93% 90% 89% 79% 86% 87%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	+1%
South Staffs Water (2025 base sample: 150)	91.1%	<p>93% 93% 89% 93% 95% 87% 93% 87% 92% 89%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-3%
SES Water (2025 base sample: 151)	92.6%	<p>94% 93% 91% 95% 94% 91% 97% 94% 90% 87%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↔	↔	-3%

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

A question was introduced in 2016 to find out how confident customers feel that in the longer term, their water supply will be available without restriction, i.e. not subject to hosepipe bans or other restrictions on use. The findings at national level are shown in Figure 52. This is followed by Table 65 and Table 66 which shows perceptions by WaSC and then by WoC.

**Figure 52: Confidence in the long-term supply of water**

10-year rolling avg. 2016 – 2025	68.2%	67.6%	79.3%
Change since last year	-9%	-9%	-8%
10-year trend	↓	↓	↓



- ★ Significant difference between 2024-2025 data in England, Wales and in Total
- ★ Significant difference between England & Wales 2025

**Table 65: Confidence in the long-term supply of water – WaSCs**

Confidence in the long-term supply of water	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WaSC average	Change since last year
Industry (2025 base sample: 3,505)	68.2%		↓	n/a	-9%
Total WaSCs (2025 base sample: 2,060)	69.4%		↓	53%	-10%
Anglian Water (2025 base sample: 200)	68.0%		↓	↔	-5%

Confidence in the long-term supply of water	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WaSC average	Change since last year																						
Dŵr Cymru Welsh Water (2025 base sample: 200)	79.2%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>86</td><td>88</td><td>87</td><td>83</td><td>85</td><td>81</td><td>73</td><td>70</td><td>73</td><td>65</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	86	88	87	83	85	81	73	70	73	65	↓	↑	-8%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	86	88	87	83	85	81	73	70	73	65																	
Hafren Dyfrdwy (2025 base sample: 201)	78.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>79</td><td>80</td><td>81</td><td>76</td><td>75</td><td>79</td><td>73</td><td></td><td></td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	83	79	80	81	76	75	79	73			↓	↑	-5%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	83	79	80	81	76	75	79	73																			
Northumbrian Water (2025 base sample: 200)	83.8%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>85</td><td>88</td><td>85</td><td>87</td><td>89</td><td>86</td><td>82</td><td>80</td><td>78</td><td>76</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	85	88	85	87	89	86	82	80	78	76	↓	↑	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	85	88	85	87	89	86	82	80	78	76																	
Severn Trent (2025 base sample: 200)	71.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>81</td><td>74</td><td>75</td><td>78</td><td>72</td><td>64</td><td>62</td><td>63</td><td>65</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	83	81	74	75	78	72	64	62	63	65	↓	↑	+2%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	83	81	74	75	78	72	64	62	63	65																	
South West Water (2025 base sample: 200)	64.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>77</td><td>75</td><td>80</td><td>78</td><td>76</td><td>61</td><td>43</td><td>45</td><td>42</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	83	77	75	80	78	76	61	43	45	42	↓	↓	-2%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	83	77	75	80	78	76	61	43	45	42																	
Southern Water (2025 base sample: 201)	56.6%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>74</td><td>63</td><td>64</td><td>68</td><td>64</td><td>64</td><td>48</td><td>38</td><td>50</td><td>35</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	74	63	64	68	64	64	48	38	50	35	↓	↓	-15%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	74	63	64	68	64	64	48	38	50	35																	
Thames Water (2025 base sample: 200)	59.9%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>73</td><td>65</td><td>64</td><td>66</td><td>66</td><td>68</td><td>51</td><td>53</td><td>57</td><td>38</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	73	65	64	66	66	68	51	53	57	38	↓	↓	-19%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	73	65	64	66	66	68	51	53	57	38																	
United Utilities (2025 base sample: 200)	71.4%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>81</td><td>79</td><td>71</td><td>78</td><td>74</td><td>72</td><td>69</td><td>67</td><td>67</td><td>58</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	81	79	71	78	74	72	69	67	67	58	↓	↔	-9%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	81	79	71	78	74	72	69	67	67	58																	
Wessex Water (2025 base sample: 201)	74.7%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>79</td><td>83</td><td>80</td><td>77</td><td>80</td><td>79</td><td>77</td><td>60</td><td>69</td><td>63</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	79	83	80	77	80	79	77	60	69	63	↓	↑	-6%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	79	83	80	77	80	79	77	60	69	63																	
Yorkshire Water (2025 base sample: 200)	73.3%	<table border="1"> <tr><th>Year</th><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr> <tr><th>Confidence (%)</th><td>83</td><td>85</td><td>83</td><td>86</td><td>83</td><td>79</td><td>69</td><td>62</td><td>65</td><td>40</td></tr> </table>	Year	16	17	18	19	20	21	22	23	24	25	Confidence (%)	83	85	83	86	83	79	69	62	65	40	↓	↓	-25%
Year	16	17	18	19	20	21	22	23	24	25																	
Confidence (%)	83	85	83	86	83	79	69	62	65	40																	

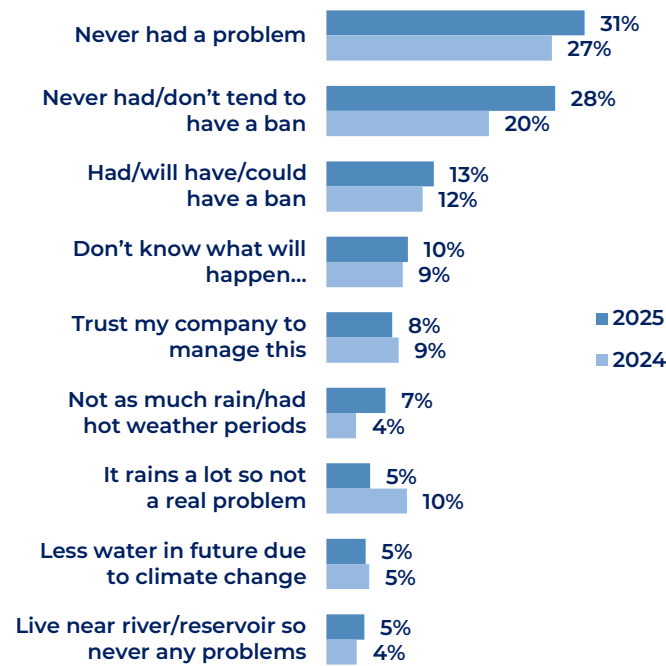
**Table 66: Confidence in the long-term supply of water – WoCs**

Confidence in the long-term supply of water	Ten-year rolling company average	Ten-year company trend	Ten-year trend	Company average vs WoC average	Change since last year
Industry (2025 base sample: 3,505)	68.2%	<p>78% 77% 73% 74% 75% 71% 63% 59% 61% 52%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	n/a	-9%
Total WoCs (2025 base sample: 1,445)	63.9%	<p>72% 73% 69% 69% 71% 63% 60% 56% 56% 51%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	51%	-5%
Affinity Water (2025 base sample: 250)	60.2%	<p>68% 70% 62% 63% 67% 62% 58% 53% 53% 48%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-5%
Bristol Water (2025 base sample: 150)	70.8%	<p>70% 80% 79% 81% 74% 68% 69% 67% 62% 61%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	-1%
Cambridge Water (2025 base sample: 150)	60.2%	<p>79% 82% 71% 68% 59% 61% 57% 44% 45% 41%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-4%
Essex & Suffolk Water (2025 base sample: 150)	69.0%	<p>76% 73% 76% 74% 78% 66% 67% 62% 67% 53%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	-14%
Portsmouth Water (2025 base sample: 151)	69.1%	<p>76% 77% 76% 78% 74% 68% 61% 59% 57% 63%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+6%
South East Water (2025 base sample: 150)	52.6%	<p>69% 64% 63% 59% 65% 50% 43% 38% 45% 32%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↓	-13%
South Staffs Water (2025 base sample: 150)	73.7%	<p>79% 83% 77% 80% 84% 72% 69% 69% 59% 65%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↑	+7%
SES Water (2025 base sample: 151)	61.3%	<p>66% 68% 60% 68% 64% 63% 58% 52% 54% 60%</p> <p>16 17 18 19 20 21 22 23 24 25</p> <p>Year</p>	↓	↔	+6%

Figure 53 below shows the reasons why respondents are confident or not confident in the long-term availability of water supply without restriction.

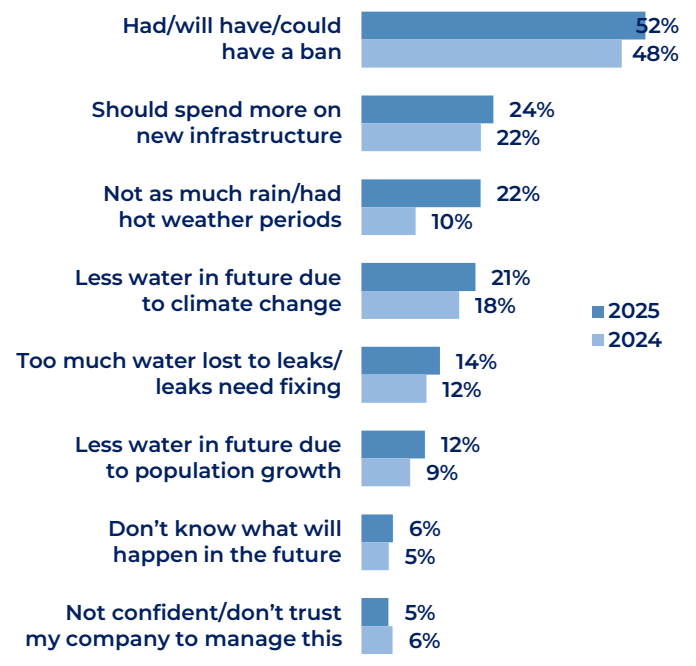
**Figure 53: Reasons for confidence / lack of confidence**

**Confident (1,860)**



\*All others mentioned by less than 5%

**Not confident (902)**



\*All others mentioned by less than 5%

# Appendices

## A1. Sample profile – 2025

		Unweighted No.	Unweighted %	Weighted No.	Weighted %
Gender	Male	1593	45%	1567	45%
	Female	1912	55%	1938	55%
Age	18-29	88	3%	142	4%
	30-44	403	11%	519	15%
	45-59	1045	30%	1119	32%
	60-74	1179	34%	1034	30%
	75+	790	23%	690	20%
SEC	Higher managerial, admin & professional occupations	1775	51%	1814	52%
	Intermediate Occupations	785	22%	792	23%
	Routine & manual occupations	669	19%	636	18%
	Long term unemployed/ student	207	6%	204	6%
	Refused	69	2%	59	2%
	House Composition	With children	669	19%	796
Without children		2783	79%	2668	76%
Refused		53	2%	41	1%
Ethnicity	White	3132	89%	2972	85%
	Mixed	56	2%	88	3%
	Asian	116	3%	54	5%
	Black	77	2%	135	4%
	Other	51	1%	63	2%
	Refused	73	2%	69	2%
Disability	Yes	1170	33%	1151	33%
	No	2276	65%	2305	66%
	Refused	59	2%	49	1%
Retired (Base: 45+)	Yes	1713	57%	1492	52%
	No	1265	42%	1317	46%
	Refused	36	1%	34	1%
Accommodation	Owner occupied	2843	81%	2764	79%
	Private rental	283	8%	337	10%
	Council tenant	137	4%	142	4%
	Housing Association tenant	149	4%	172	5%
	Leaseholder	24	1%	28	1%
	Don't know	8	<1%	11	<1%
	Refused	61	2%	51	1%

		Unweighted No.	Unweighted %	Weighted No.	Weighted %
Meter in household	Yes	2308	66%	2292	65%
	No	1142	33%	1157	33%
	Don't know	55	2%	56	2%
Meter fitting (where meter present)	Already fitted	1129	49%	1125	49%
	Requested fitting	680	29%	676	29%
	Fitted as part of a metering scheme	435	19%	430	19%
	Other	21	1%	21	1%
	Don't know	43	2%	40	2%
Income	Up to £199 a week/Up to £10399 a year	120	3%	122	3%
	From £200 to £299 a week/ From £10400 to £15599 a year	287	8%	279	8%
	From £300 to £499 a week/ From £15600 to £25999 a year	453	13%	444	13%
	From £500 to £699/From £26000 to £36399 a year	475	14%	510	15%
	From £700 to £999 a week/ From £36400 to £51999 a year	499	14%	530	15%
	From £1000 to £1399 a week/ From £52000 to £72799 a year	431	12%	481	14%
	From £1400 to £1999 a week/ From £72800 to £103999 a year	304	9%	327	9%
	£2000 and above a week/ £104000 and above a year	180	5%	175	5%
	Don't know	204	6%	148	4%
	Refused	552	16%	489	14%
Receive benefits	Yes	758	22%	799	23%
	No	2639	75%	2620	75%
	Don't know	7	<1%	4	<1%
	Refused	101	3%	81	2%
Urbanicity	Urban	1097	31%	1271	36%
	Rural	963	27%	819	23%
	Suburban/semi-rural	1392	40%	1367	39%
	Don't know	53	2%	48	1%

## A2. Questionnaire



©DJS Research Ltd, 3 Pavilion Lane, Strines, Stockport, SK6 7GH  
Tel: 01663-767857 – JN 10332 Water Matters 2025

### Introduction

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

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

Could you spare some time to answer some questions?

### READ OUT IF NECESSARY

#### Survey Details

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

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

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

### Screeener Questions

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

ASK ALL S4 Do you or any member of your family work in....: READ OUT		
The water industry i.e. work for a water company	1	Thank and close
A consumer organisation e.g. Passenger Focus, Energy Ombudsman	2	
Which?, Citizens Advice	3	
Market Research	4	
None of the above	87	D1
ASK ALL D1 Please record the gender of the respondent DO NOT ASK		
Male	1	
Female	2	
ASK ALL D2 Can you please tell me your age? PROMPT WITH BANDS IF NECESSARY CODE AGE INTO CORRECT BANDING. SINGLE CODE		
18-19	1	SCREEN OUT
20-24	2	
25-29	3	
30-44	4	
45-59	5	
60-64	6	
65-74	7	
75+	8	
Refused	86	
ASK ALL Q1a Who is your water company? (This may be a company which deals with your sewerage too.) SINGLE CODE  DO NOT READ OUT COMPANY FROM SAMPLE. IF DOESN'T MATCH, CODE "STATED WATER COMPANY DIFFERS"		
Anglian Water Services Ltd	1	Q2
Dŵr Cymru Cyfyngedig (Welsh Water)	2	
Northumbrian Water Ltd	3	
Severn Trent Water Ltd	4	
South West Water Ltd	5	
Southern Water Services Ltd	6	
Thames Water Utilities Ltd	7	
United Utilities Water Plc	8	
Wessex Water Services Ltd	9	
Yorkshire Water Services Ltd	10	
Water only companies		Q3
Bournemouth Water Plc	11	
Bristol Water Plc	12	CLOSE
Cambridge Water Company Plc	13	
Cholderton & District Water Company Ltd	14	
Essex & Suffolk Water	16	
Affinity Water South East	17	
Hartlepool Water Plc (interviewer: may be known as Anglian)	18	
Portsmouth Water Plc	19	

South East Water Plc (including Mid Kent Water Plc)	20	Q3
South Staffordshire Water Plc	21	
SES Water (Sutton & East Surrey Water Plc)	22	
Affinity Water East	23	
Affinity Water Central	24	
Hafren Dyfrydwy	26	Go to Q3
Stated water company differs from sample	25	Go to Q1b
Don't know	85	Go to Q1b
ASK IF DON'T KNOW/STATED COMPANY DIFFERS AT Q1A OTHERS GO TO FILTER AT Q2		
Q1b Is your postcode <insert from sample>?		
Yes, same as sample	1	
Incorrect – Enter correct postcode (first part and first digit of second part)	2	GO TO Q1c
IF CODE 2 AT Q1b POSTCODE LOOKUP WILL BE IMPLEMENTED AND WATER COMPANY WILL APPEAR. IF POSTCODE NOT FOUND, ENTER DON'T KNOW AND SAMPLE WILL AUTO INSERT WATER COMPANY FOR THAT AREA FROM SAMPLE DATABASE		
ASK IF DON'T KNOW AT Q1A OTHERS GO TO FILTER AT Q2		
Q1c In your area, your water company is likely to be [insert name of water company]. Does that sound right?		
Yes	1	GO BACK AND CODE Q1A THEN TO FILTER AT Q2
No	2	CLOSE
ASK IF CODES 1-10 AT Q1A. OTHERS GO TO FILTER AT Q3		
Q2 And do they also provide your sewerage services, or do you have a septic tank?		
INTERVIEWER NOTE: PLEASE CLARIFY IF ASKED. It's a tank in your garden which collects waste from toilets etc and has to be emptied by a specialist company every so often.		
Provide sewerage services	1	
Have septic tank	2	GO TO Q6
Different company provides my sewerage services	3	CLOSE
Don't know	85	GO TO Q6
ASK IF CODES 11-24 or 26 AT Q1a. OTHERS GO TO FILTER AT Q6		
Q3 Do you have a septic tank?		
Yes	1	Q6
No	2	*
*Go to Q4 if codes 11-24 at Q1a. Go to Q5a if code 26 at Q1a (Hafren)		
ASK IF CODE 2 AT Q3. OTHERS GO TO FILTER AT Q6		
Q4 Were you aware that your sewerage services are provided by another company?		
Yes	1	Q5a
No	2	Q5b
ASK IF CODE 1 AT Q4, or 2 at Q3 if Hafren = water company at Q1a. OTHERS GO TO FILTER AT Q5b		



Company Information

<p>ASK ALL</p> <p>Q9 Thinking now about value for money, how satisfied or dissatisfied are you with the <u>value for money</u> of the <u>water services</u> in your area? SINGLE CODE. READ OUT AND CODE FOR EACH AND THERE SHOULD BE 6 RESPONSE CODES FOR EACH</p> <p>DO NOT ASK IF CODE 2 AT Q2 OR 1 AT Q3 (HAVE SEPTIC TANK)</p> <p>Q10 And the sewerage services in your area?</p> <p style="text-align: right;">Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Fairly dissatisfied Very dissatisfied Don't know</p>	<p>1 2 3 4 5 85</p>	
<p>ASK ALL</p> <p>Q14 How much do you agree or disagree that the [CODE 2 AT Q2 OR 1 AT Q3 = 'water']/[ALL OTHERS = water and sewerage] charges that you pay are fair? SINGLE CODE. READ OUT IF NECESSARY</p> <p style="text-align: right;">Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly disagree Don't know</p>	<p>1 2 3 4 5 85</p>	
<p>Q15 PARKED 2018</p>		
<p>ASK ALL</p> <p>Q16a How much do you agree or disagree that the [CODE 2 AT Q2 OR 1 AT Q3 = 'water']/[ALL OTHERS = 'water and sewerage'] charges that you pay for are affordable to you? SINGLE CODE. READ OUT IF NECESSARY</p> <p style="text-align: right;">Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly disagree Don't know</p>	<p>1 2 3 4 5 85</p>	
<p>Q16e Has your household's financial situation changed since last year? Would you say that your household finances are...? SINGLE CODE. READ OUT</p> <p style="text-align: right;">Slightly worse Significantly worse Slightly better Significantly better Unchanged Don't know</p>		

Section B: Consumer Rights and Responsibility

<p>ASK ALL  Q18 How likely would you be to contact your water and/or sewerage company if you were worried about paying your bill? READ OUT.  SINGLE CODE</p> <p style="text-align: right;">Very likely  Fairly likely  Not very likely  Not at all likely  Don't know</p>	<p style="text-align: center;">1  2  3  4  85</p>	
<p>ASK IF WATER METER (CODE 1 AT Q6). OTHERS GO TO Q20  Q19 You said earlier that your household had a water meter, which of the following apply to you? SINGLE CODE</p> <p style="text-align: right;">Your property already had meter when moved in  You asked for a meter to be fitted  Had no choice - water company fitted one as part of a metering scheme  Other (specify)  Don't know</p>	<p style="text-align: center;">1  2  3  80  85</p>	
<p>ASK ALL  Q020a Are you aware that your water company offers reduced bills to some households who, due to their financial circumstances, would sometimes struggle to pay their bills?</p> <p style="text-align: right;">Yes  No  Don't know</p>	<p style="text-align: center;">1  2  85</p>	
<p><u>DO NOT ASK SOUTHERN WATER (Q1_6) OR SES (Q1_22) SOUTH EAST WATER (Q1_20) CUSTOMERS ASK IF Q6_2/85 AND IF NOT IN CM POST CODE LIST (SEE Q20 POSTCODE EXCEL FILE SAVED IN SAMPLE &amp; DATA FOLDER) Q20B – IN ADDITION, DO NOT ASK THOSE POSTCODES IN FILE TITLED Q20B ADDITIONAL POSTCODES TO EXCLUDE</u></p> <p>Q20 Were you aware that ...: SINGLE CODE FOR EACH STATEMENT  Scale: 1=Yes, 2= No, 85= Don't know</p> <p>a) If you ask for a meter to be fitted, your water company will install one free of charge</p> <p>b) You have up to two years to decide whether you prefer the meter or would like to go back to a water rate charge for your property</p>		<p>WILL BE  ROUTED  FROM  POST-  CODE</p>
<p>INTERVIEWER NOTE: If asked, the water meter itself stays within the property. Also, if you move into a property that is already charged for water via a meter you cannot go back to a water rate charge.</p>		

<p>ASK ALL</p> <p>Q21 Are you aware of or are you currently on [CODE 2 or 26 AT Q1a = 'Welsh Water Assist/WaterSure Wales' /ALL OTHERS = 'WaterSure'] tariff &gt;? This was introduced to help people in low income groups who need to use a lot of water</p> <p>READ OUT. SINGLE CODE</p> <p style="text-align: right;">Yes, have heard of it but do not need it 1  Yes, have subscribed to it 2  Yes, have enquired but am not eligible 5  No, but would like to know more 3  No, but do not need it 4  Don't know 85</p>		
<p>ASK ALL</p> <p>Q25 Are you aware of any additional free services (also known as priority services) offered by your water company, such as large print or braille bills for people who need them, passwords to check that company callers are genuine, or liaison with customers on dialysis who need a constant supply of water? READ OUT. SINGLE CODE</p> <p style="text-align: right;">Yes, have heard of it but do not need it 1  Yes, have subscribed to it 2  Yes, have enquired but am not eligible 5  No, but would like to know more 3  No, but do not need it 4  Don't know 85</p>		
<p>ASK ALL</p> <p>Q28 Have you contacted your water / water and sewerage company in the past 12 months? SINGLE CODE</p> <p>INTERVIEWER PLEASE CONFIRM</p> <p style="text-align: right;">Yes – water and sewerage company 1  Yes – water company 2  Yes – sewerage company 3  No 4  Don't know 85</p>		<p style="text-align: center;">Q29</p> <p style="text-align: center;">Q33a</p>

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

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

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

Section C: Water on Tap

ASK ALL Q34 How satisfied are you with the following aspects of your water supply: READ OUT EACH STATEMENT & SINGLE CODE. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS  Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 98= not applicable.		
The colour and appearance of your tap water	1	
Taste and smell of tap water	2	
Hardness/softness of your water	3	
The safety of your drinking water	4	
The reliability of your water supply	5	
Your water pressure	6	
Q110. PARKED 2024		
Q101-Q105 PARKED 2023		
ASK ALL Q35 Taking all those aspects of your water supply service into account, overall how satisfied or dissatisfied are you with your <u>water</u> supply? SINGLE CODE. READ OUT IF NECESSARY		
Very satisfied	1	
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know	85	

<p>ASK ALL  NQ2 How confident are you that in the longer term your water supply will be available without restriction, that is, not subject to hosepipe bans or other restrictions on use?  SINGLE CODE. READ OUT IF NECESSARY</p> <p style="text-align: right;">Very confident 1  Fairly confident 2  Neither confident nor unconfident 3  Fairly unconfident 4  Very unconfident 5  Don't know 85</p>		
<p>ASK IF NQ2/1-5  NQ2b Why do you say that? DO NOT READ OUT. MULTICODE</p> <p style="text-align: right;">Should spend more on new infrastructure (e.g. water storage/reservoirs/water network/grid) 1  Less water in future due to climate change 4  Less water in future due to population growth 5  Too much water lost to leaks/leaks need fixing 6  Trust my company to manage this 10  It rains a lot so not a real problem 11  Never had a problem 14  I live near a river/reservoir so never seen/heard of any problems 15  Don't know what will happen in the future 16  Never had/don't tend to have a ban 17  Had/will have/could have a ban 18  Not as much rain/had periods of hot weather 19  We will adapt to use less water 20  Company is already educating people to save water 21  Other (please specify) 80  Don't know 85</p>		
<p>ASK ALL  Q106 What are your perceptions regarding the amount of water available in your local area? SINGLE CODE. READ OUT.</p> <p style="text-align: right;">Plenty of water available 1  Moderate levels of water available 2  No spare water available but no shortage either 3  Under a bit of pressure to find water 4  Under serious pressure to find water 5</p>		
Q111-Q113 PARKED 2023		
<p>ASK ALL  Q114. Have you been made aware of any campaigns to use water wisely within the last 12 months?</p> <p style="text-align: right;">Yes 1  No 2  Don't know 85</p>		

Section D: Keeping it Clean

<p>ASK IF Q2/1 or 85 OR Q3/2 (NO SEPTIC TANK)  Q39 How satisfied are you with your sewerage company's management of the following aspects of their sewerage service....:  READ OUT EACH STATEMENT AND SINGLE CODE. READ OUT IF NECESSARY. DO NOT READ OUT NUMBERS</p> <p>Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4= Fairly dissatisfied, 5= very dissatisfied, 85 = don't know  98 = not applicable.</p> <p>a) Reducing smells from sewage treatment works  b) Maintenance of sewerage pipes and treatment works  c) Cleaning wastewater properly before releasing it back into the environment  d) Minimising sewer flooding</p>		
<p>ASK IF Q2/1, 85 OR Q3/2 (NO SEPTIC TANK)  Q40a Taking all those aspects into account, overall how satisfied or dissatisfied are you with your <u>sewerage</u> service? SINGLE CODE. READ OUT IF NECESSARY</p> <p>Very satisfied 1  Fairly satisfied 2  Neither satisfied nor dissatisfied 3  Fairly dissatisfied 4  Very dissatisfied 5  Don't know 85</p>		
<p>ASK ALL  Q107. How far do you think that your water company is the cause of any river pollution? READ OUT IF NECESSARY. SINGLE CODE.</p> <p>Causes all river pollution 1  Causes most river pollution 2  Causes some river pollution 3  Causes small amounts of river pollution 4  Doesn't cause any river pollution 5  Don't know 85</p>		
<p>ASK ALL  Q40c Now thinking about your overall experience of ['water and sewerage services' IF "(Q1a/1-10) and (Q2/1,85) or ((Q1a/26) and Q5a/12)"/[ALL OTHERS 'water supply'] - including the provision of ['water and sewerage' IF "(Q1a/1-10) and (Q2/1,85) or ((Q1a/26) and Q5a/12)"/[ALL OTHERS 'water']" as well as charges, customer services and billing - how satisfied or dissatisfied are you?  SINGLE CODE. READ OUT IF NECESSARY</p> <p>Very satisfied 1  Fairly satisfied 2  Neither satisfied nor dissatisfied 3  Fairly dissatisfied 4  Very dissatisfied 5  Don't know 85</p>		

<p>ASK ALL Q11 We would like to ask you a couple of questions about your gas and electricity suppliers. Does the same company provide your gas and electricity? SINGLE CODE ONLY</p> <p style="text-align: right;">Yes, both gas and electricity 1 No – gas and electricity from separate companies 2 Don't have mains gas 3 Don't know 85</p>		
<p>ASK EACH STATEMENT FOR CERTAIN RESPONDENTS ONLY Q41 Thinking about other household services you receive, how satisfied or dissatisfied are you with...?: READ OUT EACH SERVICE &amp; SINGLE CODE</p> <p>Scale: 1= very satisfied, 2= Fairly satisfied, 3= Neither satisfied nor dissatisfied, 4=Fairly dissatisfied, 5= very dissatisfied, 85= don't know 98= not applicable.</p> <p style="text-align: right;">a) Your gas service ASK IF CODE 1-2 AT Q11 b) Your electricity service ASK ALL e) Council services ASK ALL</p>		
<p>ASK ALL Q42 How much do you agree or disagree that your water [IF CODES 1-10 AT Q1a AND Q2/1, 85 OR HAFREN AND HAFREN also insert 'and sewerage'] company cares about the service it gives to customers? READ OUT IF NECESSARY. SINGLE CODE</p> <p style="text-align: right;">Strongly agree 1 Tend to agree 2 Neither agree nor disagree 3 Tend to disagree 4 Strongly disagree 5 Don't know 85</p>		
<p>ASK ALL Q44a How much do you trust your [CODE 2 AT Q2 OR 1 AT Q3 OR CODES 11-24 AT Q1a OR HAFREN + WELSH OR HAFREN + SEPTIC TANK = 'water'] / [ALL OTHERS = 'water and sewerage'] company. Please give a score on a 1-10 scale where 10 means that you trust them completely and 1 means that you don't trust them at all</p> <p style="text-align: right;">Do not trust them at all 1 2 3 4 5 6 7 8 9 Trust them completely 10 Don't know 85</p>		

<p>ASK ALL</p> <p>Q45 How much do you trust your [IF CODE 1 AT Q11 = 'energy'; IF CODE 2 AT Q11 = 'gas or electricity'; IF CODE 3 AT Q11 = 'electricity'] company? Please give a score on a 1-10 scale where 10 means that you trust them completely and 1 means that you don't trust them at all</p> <p style="text-align: right;">Do not trust them at all</p> <p style="text-align: right;">Trust them completely</p> <p style="text-align: right;">Don't know</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>85</p>	
<p>Q48a If it were possible to choose your water supplier, how likely would you be to recommend [TEXT SUB: Q1a] to friends and family as a provider of water services?</p> <p style="text-align: right;">Not likely to recommend – 0</p> <p style="text-align: right;">Extremely likely to recommend – 10</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p>	
<p>Q48b And on the same scale, how likely would you be to recommend [TEXT SUB: Q5a] to friends and family as a provider of sewerage services?</p> <p style="text-align: right;">Not likely to recommend – 0</p> <p style="text-align: right;">Extremely likely to recommend – 10</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p>	

## Environmental behaviours

The next few questions are about environmental behaviours.

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

## Section F: Background

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

<p style="text-align: center;">ASK IF CODE 5-8 AT D2. OTHERS GO TO D4a</p> <p>D3 Are you retired? SINGLE CODE</p> <p style="text-align: right;">Yes 1 No 2 Refused 86</p>		
<p>D4 PARKED 2022</p>		
<p>ASK ALL</p> <p>Please answer the next set of questions based on your current job. If you're currently not working or are retired, please base your answers on your last job.</p> <p>D5 Do you (did you) work as an employee or are you (were you) self-employed? SINGLE CODE. READ OUT IF NECESSARY</p> <p style="text-align: right;">Employee 1 D6 Self-employed with employees 2 D7 Self-employed/freelance without employees 3 D9 Not applicable - Long term unemployed/never worked 4 Q1a Not applicable - Full time student 5 Q1a</p>		
<p>ASK ALL EMPLOYEES (D5/1)</p> <p>D6 How many people work (worked) for your employer at the place where you work (worked)? READ OUT IF NECESSARY</p> <p style="text-align: right;">1-24 1 25 or more 2 D8</p>		
<p>ASK ALL EMPLOYERS (D5/2)</p> <p>D7 How many people do (did) you employ?</p> <p style="text-align: right;">1-24 1 D8 25 or more 2</p>		
<p>ASK ALL EMPLOYEES (D5/1-2)</p> <p>D8 Do (did) you supervise the work of other employees on a day to day basis? (e.g. a supervisor, manager or foreman responsible for overseeing the work of other employees on a day to day basis)</p> <p style="text-align: right;">Yes 1 D9 No 2</p>		

<p>ASK ALL EMPLOYED (D5/1-3)</p> <p>D9 What do you do for work? If you are not working now, what did you do in your last job? SINGLE CODE ONLY.</p> <p>DO NOT READ OUT – USE PROMPTS WHERE NECESSARY.</p> <p>Modern professional occupations such as: teacher – nurse – physiotherapist – social worker – welfare officer – artist – musician – police officer (sergeant or above) – software designer</p> <p>Clerical and intermediate occupations such as: secretary, personal assistant – clerical worker – office clerk – call centre agent – nursing auxiliary – nursery nurse</p> <p>Senior managers or administrators (usually responsible for planning, organising and co-ordinating work, and for finance) such as: finance manager – chief executive</p> <p>Technical and craft occupations such as: motor mechanic – fitter – inspector – plumber – printer – tool maker – electrician – gardener – train driver</p> <p>Semi-routine manual and service occupations such as: postal worker – machine operative – security guard – caretaker – farm worker – catering assistant – receptionist – sales assistant</p> <p>Routine manual and service occupations such as: HGV driver – van driver – cleaner – porter – packer – sewing machinist – messenger – labourer – waiter/waitress – bar staff</p> <p>Middle or junior managers such as: office manager – retail manager – bank manager – restaurant manager – warehouse manager – publican</p> <p>Traditional professional occupations such as: accountant – solicitor – medical practitioner – scientist – civil/mechanical engineer</p> <p>Refused</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p>	
<p>INTERVIEWER NOTE - IF RESPONDENT REFUSES READ OUT: I would like to reassure you that this information is only being collected to make sure we have a good mix of people included in the survey, it will not be used for any other purpose. On this basis would you be happy to tell me about the sort of work you do, or if you're not working now, what you did in your last job?</p>	<p>86</p>	<p>Continue – but will need to screen out once we hit the first refusal quota.</p>

<p>ASK ALL Q55 How would you describe your ethnic background? PROMPT IF NECESSARY. SINGLE CODE</p> <p style="text-align: right;">White: British 1 White: Irish 2 White: Any other White background 3 Mixed: White and Black Caribbean 4 Mixed: White and Black African 5 Mixed: White and Asian 6 Mixed: Any other Mixed background 7 Asian or Asian British: Indian 8 Asian or Asian British: Pakistani 9 Asian or Asian British: Bangladeshi 10 Asian or Asian British: Any other Asian background 11 Black or Black British: Caribbean 12 Black or Black British: African 13 Black or Black British: Any other Black background 14 Chinese 15 Other (specify) 80 Refused 86</p>		
<p>ASK ALL Q56 Do you or anyone in your household have a long-term illness, health problem or disability which limits your daily activities or the work you can do? MULTICODE OK FOR CODES 1/2</p> <p style="text-align: right;">Yes (self) 1 Yes (other) 2 No 3 Don't know/refused 85</p>		
<p>ASK ALL Q57 Including yourself, how many adults, i.e. 18 years or over, are there in your household? And how many children, i.e. under 18 years old and under 5 years, are there in your household? READ OUT SINGLE CODE [Scale: 0 = none, 1= one, 2= two, 3= three, 4=four, 5= five, 6 = six+; 86= refused.</p> <p style="text-align: right;">a) Adults i.e. 18 years and over b) Children aged 6 – 17 c) Children aged 0-5</p>		
<p>ASK ALL Q57aNEW: Could you tell me which of the following bands your household income falls into from all sources before tax and other deductions. READ OUT. SINGLE CODE</p> <p style="text-align: right;">Up to £199 a week/Up to £10,399 a year 1 From £200 to £299 a week/From £10,400 to £15,599 a year 2 From £300 to £499 a week/From £15,600 to £25,999 a year 3 From £500 to £699/From £26,000 to £36,399 a year 4 From £700 to £999 a week/From £36,400 to £51,999 a year 5 From £1,000 to £1,399 a week/From £52,000 to £72,799 a year 6 From £1,400 to £1,999 a week/From £72,800 to £103,999 a year 7 £2,000 and above a week/£104,000 and above a year 8 Don't know 85 Refused 86</p>		

<p>ASK ALL</p> <p>Q58 And are you/someone in your household currently receiving any benefits or tax credits? SINGLE CODE</p> <p style="text-align: right;">Yes 1 No 2 Don't know 85 Refused 86</p>		
<p>ASK ALL</p> <p>Q59 What type of accommodation do you live in? READ OUT SINGLE CODE</p> <p style="text-align: right;">Owner occupied 1 Private rental 2 Council tenant 3 Housing Association tenant 4 Leaseholder 5 Don't know 85 Refused 86</p>		
<p>ASK ALL</p> <p>Q60 Would you say you live in an urban or rural area? READ OUT.SINGLE CODE</p> <p style="text-align: right;">Urban 1 Rural 2 Suburban/semi rural 3 Don't know 85</p>		
<p>ASK ALL WHO ANSWER NO/DK AT D4NEWb (D4NEW_2/2,86). PN autofill to 'Yes" (code 1) for those who are D4NEW_2/1.</p> <p>Q61 Do you have access to the internet?</p> <p style="text-align: right;">Yes 1 No 2 Don't know 85 Refused 86</p>		
<p>ASK IF CODED 3 AT Q21 OR Q25. OTHERS GO TO Q63</p> <p>Q62 You said you would like to know more about additional services from your water company. To find out more, you can call ['insert code given at Q1a'] on [RELEVANT NUMBER FROM TABLE BELOW].</p>		
<p>ASK ALL</p> <p>Q63 Would you be happy to be re-contacted for future research projects on behalf of CCW (Consumer Council for Water)?</p> <p style="text-align: right;">Yes 1 No 2</p>		

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

# CCW

The voice for water consumers  
Llais defnyddwyr dŵr

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