The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice
# Barometer and Spotlight Report

October 2026

Survey dates: 12/10/2026 to 30/10/2026

Delivered by Taylor McKenzie Research

ccw.org.uk

# Contents page


- Our research approach: objectives and methodology — Page 3
- Water Voice community: sample — Page 8
- Core themes: community insights — Page 9


## Full 'Barometer and Spotlight' findings per water company:


- Affinity Water report — Page 23
- Anglian Water report — Page 29
- Dŵr Cymru report — Page 35
- Hafren Dyfrdwy report — Page 41
- Northumbrian Water and Essex & Suffolk Water report — Page 47
- Portsmouth Water report — Page 55
- SES Water report — Page 61
- Severn Trent report — Page 67
- South East Water report — Page 73
- South Staffs Water and Cambridge Water report — Page 79
- South West Water incl. Bristol Water and Bournemouth Water report — Page 87
- Southern Water report — Page 96
- Thames Water report — Page 102
- United Utilities report — Page 108
- Wessex Water report — Page 114
- Yorkshire Water report — Page 120

# Our research approach

This report represents the views of people in our community. The data is based on their opinions rather than fact. The report contains findings from two separate online surveys for which base numbers can vary.

This month's Spotlight survey was focused on water metering. The majority of the spotlight slides in this report are reported on at a total Water Voice Community level, with questions surrounding trust and communication being reported on per company.

We also conducted an ad-hoc Spotlight Survey this month. After the government declared severe drought in parts of England in October 2026, members of our Water Voice communities completed an additional survey to help us understand consumers' reactions to the announcement. Here is the link to the report: https://www.ccw.org.uk/publication/water-voice-severe-drought-survey-report-october-2026/

As we have already published the ad-hoc Spotlight report, this month's Spotlight reporting will focus solely on our main spotlight survey on the subject of water metering.

Barometer reporting remains unchanged this month.

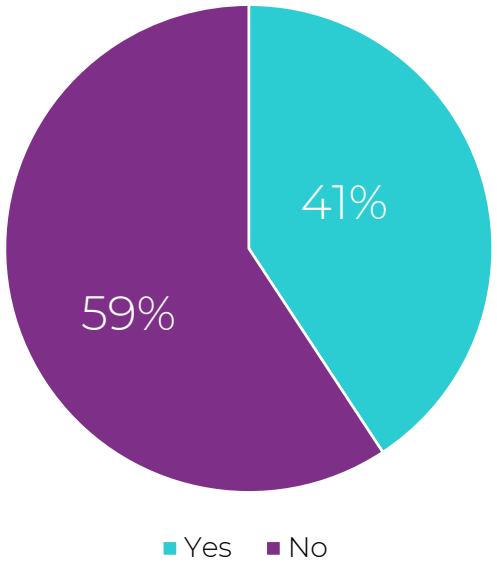
A full overview of the research methodology, sampling approach and our approach to reporting is available on the CCW website: https://www.ccw.org.uk/our-work/consumer-panels/#research

# Drought awareness and perception tracking

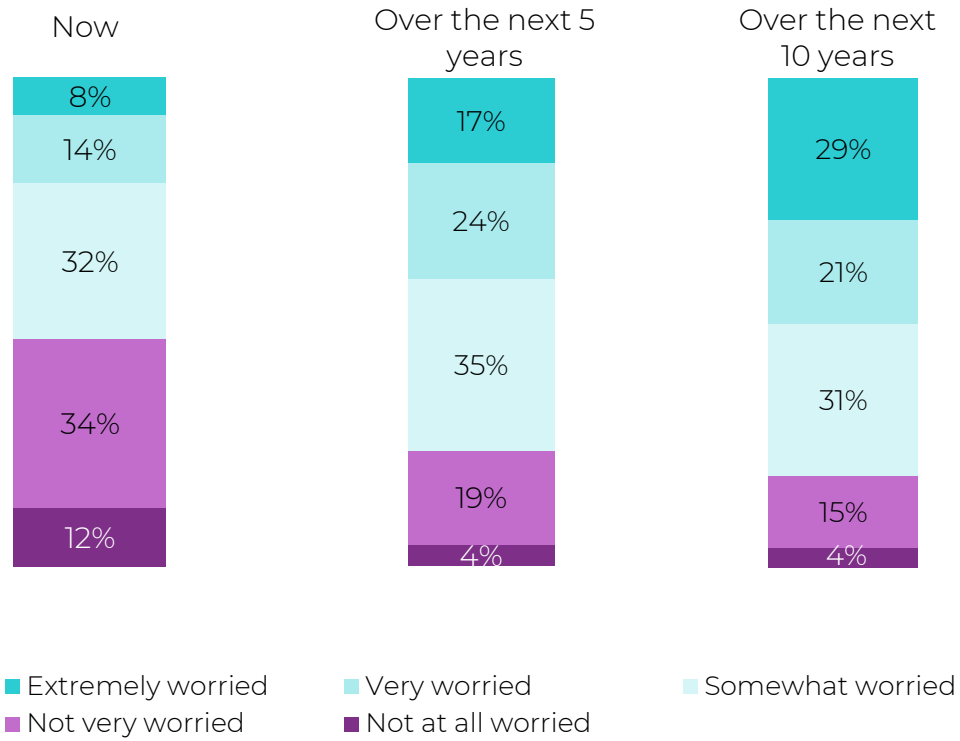
The voice for water consumers
Llais defnyddwyr dŵr

July's Spotlight survey was about extreme heat and drought. In that survey we asked some questions about community members perceptions and concerns about drought in their area. A couple of drought focussed questions are now included in the Barometer survey and will be tracked monthly. This month, 41% of members stated that they thought their area was currently in drought. Around half of the community expressed worries about water shortages to any degree now, but the majority were more concerned when looking 5 and 10 years into the future.

To the best of your knowledge, is the area where you live currently in drought?




How worried, if at all, are you about water shortages due to drought in your area?




**Base:** Barometer Total, n=783

# Spotlight topic: Water metering

Water Voice

CCW
The voice for water consumers
Llais defnyddwyr dŵr

This month, the Spotlight survey focused on water metering:

- Meter ownership, benefits and barriers: Community members were asked about their meter type, the benefits and concerns associated with metering and what might encourage those without a meter to switch.
- Installation and meter reading: Community members with meters were asked about their installation experiences, how and why they checked readings and any difficulties encountered.
- Meter uptake and prioritisation: Community members were asked to state how widespread water meter uptake was for different types of water customers. They were also asked which types of customers should be prioritised for a metered water connection.
- Smart meters: Community members were asked how useful they think smart meters would be. They were then shown a typical letter from a water company about a smart meter installation and asked how clear or unclear it was.
- Trust: Community members were asked whether they trusted their water company or not on a variety of measures surrounding the use of information regarding water usage.

# An update on our Autumn Accountability Sessions

Water Voice

CCW
The voice for water consumers
Llais defnyddwyr dŵr

## What's happening now

The latest round of Accountability Sessions has been completed, they gave community members the opportunity to question senior water company representatives directly, review progress and help shape further action.

Community feedback and Barometer findings help shape the discussions. Ahead of the main Accountability Sessions, community briefings allowed members to review company information, prioritise concerns and agree the questions they want answered.

Discussions covered **Action Plan Reviews**, examining what previous commitments have achieved, **New Performance Challenges**, seeking commitments on priority issues and a **Q&A section,** providing an opportunity to raise wider concerns. The emphasis on understanding what has actually changed, whether progress is supported by evidence and where stronger action is needed.

## What happens next

During the sessions, community members challenged responses and help develop specific, customer-focused actions with clear timescales. Agreed commitments are captured and used to inform each company's follow-up action plan.

Once action plans are published, community members are asked whether they reflect what was agreed and go far enough to address their concerns. This feedback forms part of CCW's ongoing monitoring and follow-up with water companies.

CCW and Taylor McKenzie are working to share progress with communities, showing which actions have been completed, which remain outstanding and where further follow-up is needed.

**The aim is to demonstrate what has changed for customers, not simply report that an action has been delivered.**

CCW

The voice for water consumers
Llais defnyddwyr dŵr



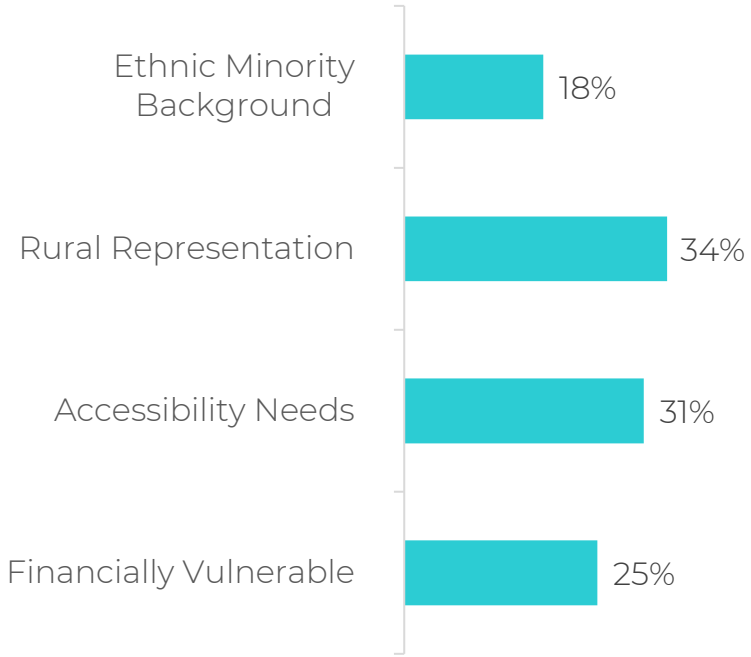
# Water Voice community overview

# Sample

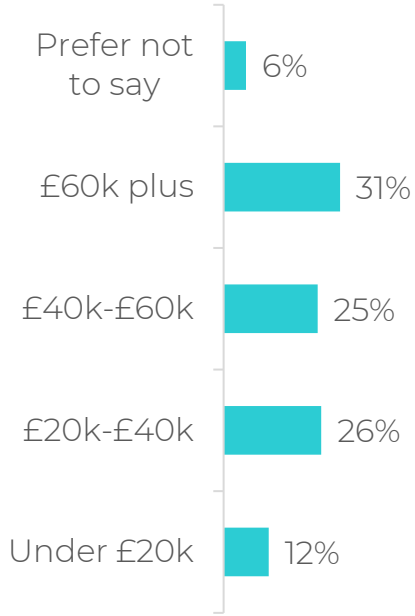
Water Voice sample in detail at total level across all 16 communities.
**Note:** Figures are taken from the Barometer survey

Barometer completes: 783
Spotlight completes: 787

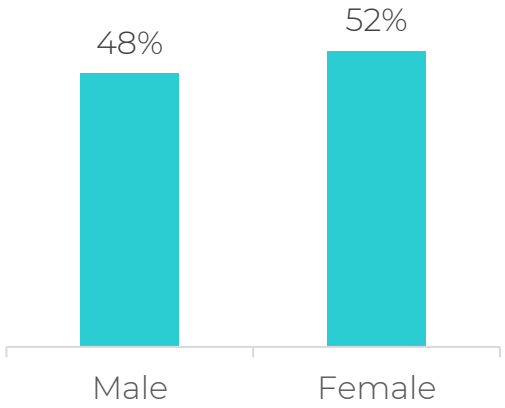
## Inclusivity



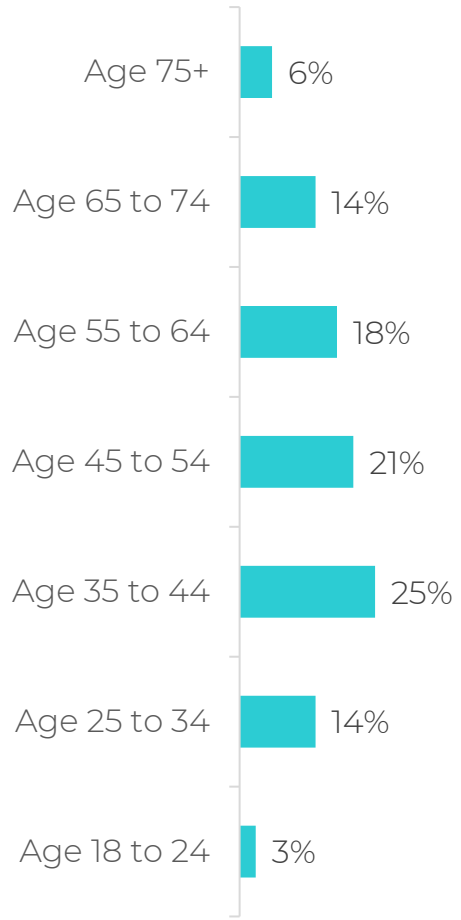

## Household income




## Gender




## Age




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

# Core themes

## Community insights

Water Voice

CCW
The voice for water consumers
Llais defnyddwyr dŵr

**Satisfaction is based on a reliable water supply and problems being resolved quickly:** Positive experiences centre on clean water, few supply interruptions and quick issue resolutions when something goes wrong.

**Costs and concerns about company performance limit satisfaction:** High bills are harder to accept where members report unresolved leaks, supply interruptions and a lack of company communication.

**The term 'smart' meter is unclear:** 30% of members told us that they had a smart meter. This was far higher than we had expected given smart meter coverage across England & Wales. We investigated further and found that the terminology and functionality surrounding smart metering is clearly misunderstood. This poses clear challenges for voluntary uptake. If a customer thinks they are getting smart functionality from their current conventional meter, why would they choose to upgrade?

**Bills are both the main attraction and the biggest barrier to meters:** Community members value paying for what they use and the potential to save money, yet some worry that they will receive higher or less predictable bills, which can discourage some community members from switching.

# Barometer dashboard summary

Total results across all 16 communities

Water Voice

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | Nov 2025 Total community | October 2026 Total community | +/- difference % Total Community Nov vs Oct |
|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 52% | 51% | -1% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 51% | 48% | -3% |
| Overall value for money | 40% | 44% | 4% |
| Trust (a great deal/some trust) | 48% | 46% | -2% |
| General outlook (positive outlook) | 46% | 40% | -6% |
| Communication (fair/good communication) | 34% | 37% | 3% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 25% | 34% | 9% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 20% | 26% | 6% |
| Improves our rivers | 20% | 26% | 6% |
| Creates a greener future | 25% | 28% | 3% |
| Spends community members' money wisely | 18% | 25% | 7% |
| Contributes to our communities | 27% | 36% | 9% |
| Additional topics added to the Barometer in July 2026 | | | |
| Topic | Jul 2026 Total community | October 2026 Total community | +/- difference % Total Community Jul vs Oct |
| Protects our environment | 25% | 25% | 0% |
| Gives clear information about their environmental action | 28% | 27% | -1% |

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

# Overall community: Spotlight findings

Smart metering

The voice for water consumers
Llais defnyddwyr dŵr

**The term 'smart' meter is unclear:** 30% of members told us that they had a smart meter. This was far higher than we had expected given smart meter coverage across England & Wales. We investigated further and found that the terminology and functionality surrounding smart metering is clearly misunderstood.

We suspect that there are 2 main factors that are contributing to why water customers believe they have a smart meter when they most likely don't:

- **Limited interaction with the meter:** Customers rarely see or read their water meter – with bill payers rarely required to submit a reading - so they have little opportunity to understand what type they have or how it works.
- **Customers likely interpret "smart" as simply not having to submit readings:** When readings appear on bills without customers submitting them or seeing anyone read the meter, they assume it is "smart". There are limited interactions or communications regarding metering that would make them think otherwise.

This likely raises issues when it comes to voluntary uptake of smart metering. **If a customer thinks they are getting smart functionality from their current conventional meter, why would they choose to upgrade? The industry needs to explain what an upgrade would offer beyond automatic readings, such as detailed usage information and leak alerts.**

"I thought I had a smart meter, as I had never had a visit from Thames Water to take a reading."

"I honestly don't really know as I thought that as I pay for the water I use then I thought that it is metered. The smart element is making me think twice."

"I don't have to read my meter at all, but don't know if that's because it is smart"

# Overall community: Spotlight findings

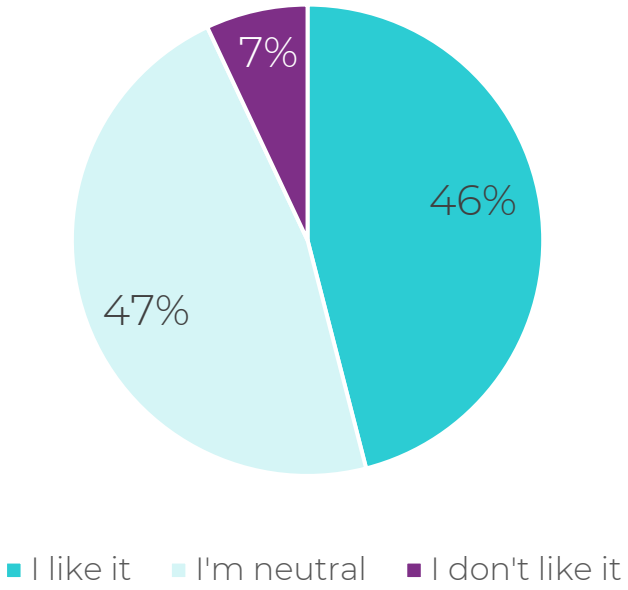
## Metering

The voice for water consumers
Llais defnyddwyr dŵr

Across the community, 73% of members have a water meter (n=576) whilst 27% are without a water meter (n=211).

Just 7% of those who have a meter (n=576) don't like it. This is mostly due to the fact they were paying less before they were metered. Whilst fear about bills going up is the biggest barrier to uptake, it is also the main benefit/driver among those who have had a meter installed.

How do you feel about having a water meter?




### Why did you choose to have a meter installed?

- **Lower bills:** Saving money was the main motivation, particularly where existing water charges felt high.
- **Monitoring and controlling water use:** Customers wanted to understand how much water they used and manage it more closely.
- **A smaller household or low usage:** Living alone, children leaving home or spending time away made metering seem more suitable.
- **Accurate readings and fairer billing:** Customers wanted reliable readings and bills that reflected their actual use rather than a fixed charge.
- **Saving water and helping the environment:** Some chose a meter to reduce waste and encourage more sustainable water use.

**Base:** Community members with meters, n=576

# Overall community: Spotlight findings

## Metering

The voice for water consumers
Llais defnyddwyr dŵr

Among those with a meter, the main benefit is only paying for what they use. This is also seen as the main potential benefit for those without a meter. Most with a meter did not experience any challenges when it came to getting their meter installed, but for some community members they experienced issues with communication, access and installation.

| What do you see as the main benefits of having a water meter? | Meter | No Meter |
|---|---|---|
| Only paying for what I use | 71% | 58% |
| Seeing how much water I use | 49% | 43% |
| Potentially paying less than I would unmetered | 47% | 49% |
| More control over bills | 40% | 31% |
| Encouraging me to use less water | 39% | 40% |
| Finding leaks sooner | 31% | 21% |
| There are no benefits | 7% | 16% |

**Base:** Total, n=787

### Did you experience any challenges when it came to getting your water meter installed?

- **Generally straightforward:** Most community members reported no challenges, with some describing a smooth, quick installation.
- **Communication and choice:** Some lacked clear information about installation or activation or felt they had little choice about having a meter fitted.
- **Delays and disruption:** Long waits, missed appointments, repeat visits and installation problems, such as leaks or damage, caused frustration.
- **Access and ongoing faults:** Difficult to access meters, inaccurate readings and unresolved faults made it harder for some community members to monitor usage confidently.

**Base:** Community members with meters, n=576

# Overall community: Spotlight findings

## Metering

The voice for water consumers
Llais defnyddwyr dŵr

Concerns about higher bills are the biggest barrier for unmetered community members. While many said nothing would encourage them to switch; reassurance on costs, clearer information and a trial with the option to switch back could encourage some.

| What, if anything, would concern you about having a meter installed? | |
|---|---|
| My water bill might go up | 72% |
| A leak could leave me with a large bill | 53% |
| My payments would be harder to predict | 49% |
| I'd feel pressured to use less water | 39% |
| I wouldn't trust the meter reading to be accurate | 37% |
| Having a meter installed could be inconvenient | 23% |
| Something else | 3% |
| Nothing would concern me | 3% |

### What, if anything, would encourage you to switch to a metered water connection?

- **Nothing would encourage a switch:** The most common response was "nothing", with some explicitly preferring their current arrangement or rejecting a meter.
- **Reassurance and clearer information on bills:** Community members wanted guaranteed savings or protection against higher bills, including caps and fixed rates. Some wanted personalised bill comparisons and straightforward explanations of how meters work, installation and future charges.
- **Financial incentives:** Discounts, free installation or a payment for switching could encourage some.
- **A trial with the option to switch back:** Community members wanted to test the impact on their bills before committing, with a free return to unmetered charging.

**Base:** Community members without meters, n=211

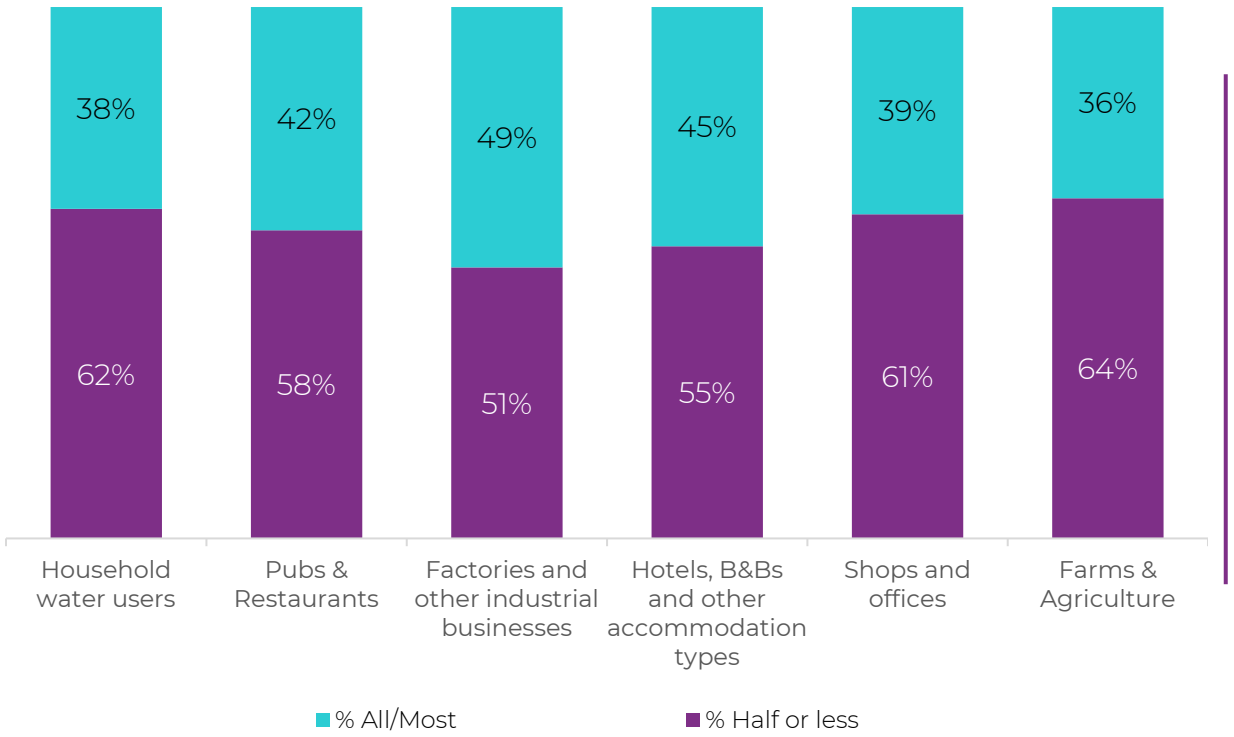
# Overall community: Spotlight findings

## Metering

The voice for water consumers
Llais defnyddwyr dŵr

Community members in metered households generally think meters are more widespread elsewhere, with the biggest difference being their perceptions of other households.

Based on what you know or have heard, what proportion of these different water customers do you think have a metered water connection?




### Differences between metered and non-metered community members

- **Households:** 45% of metered community members think all or most households have a meter, compared with just 19% of unmetered members.
- **Hotels and other accommodation:** The same pattern applies, with 49% versus 35% thinking all or most are metered.
- **Other businesses:** Metered community members also give higher estimates, but the differences are smaller.

**Base:** Total, n=787, Community members with meters, n=576, Community members without meters, n=211

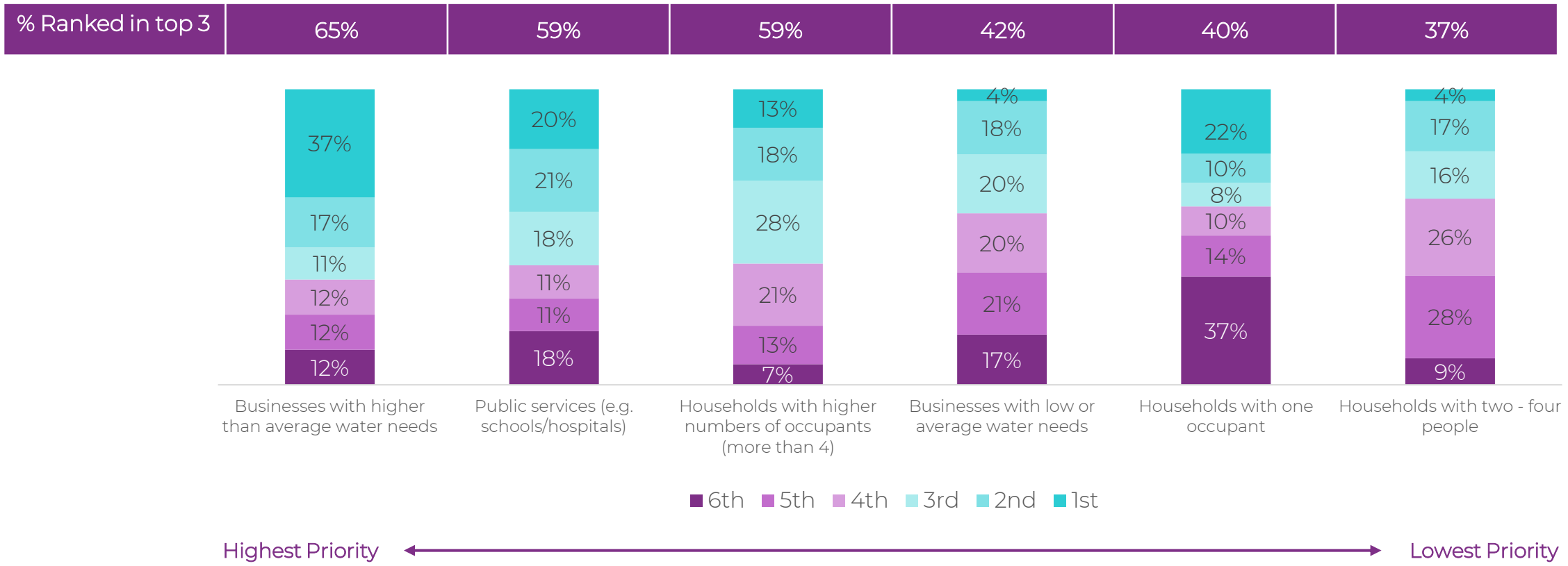
# Overall community: Spotlight findings

## Metering

The voice for water consumers
Llais defnyddwyr dŵr

When asked how smart meter roll out should be prioritised, community members are most likely to think businesses with higher water needs should be prioritised, followed by public services and households with higher numbers of occupants. Views on single person households are divided, with 22% ranking them as the highest priority, while 37% rank them lowest.

Responsibility by ranking




**Base:** Total, n=787
**Note:** Percentage change may be 1% higher or lower than expected, due to rounding.

# Overall community: Spotlight findings

## Metering

The voice for water consumers
Llais defnyddwyr dŵr

Highest Priority

Lowest Priority

### Why should this type of customer be prioritised for a metered water connection?

- **Businesses with higher than average water needs:** Community members wanted high users to pay their fair share and take greater responsibility for their consumption. These businesses were also seen as offering significant opportunities to reduce water waste through better monitoring, leak detection and more efficient practices.
- **Public services, such as schools and hospitals:** Community members prioritised these organisations because of their essential role, perceived high water use and stretched budgets. Meters were seen as helping to reduce waste, detect leaks and keep bills accurate, leaving more money for frontline services.
- **Households with higher numbers of occupants – four or more occupants:** Larger households were expected to use more water, making monitoring consumption and reducing waste particularly important. Community members also wanted fairer charging, while some hoped meters would help families manage costs and identify savings.
- **Businesses with low or average water needs:** The main reasons were fairer bills and potential savings for businesses thought to be paying more than their usage justified. Better monitoring was also expected to encourage efficiency, with some community members highlighting the collective benefits of reaching many smaller businesses.
- **Households with one occupant:** Community members felt people living alone use less water and could be overpaying without a meter. Prioritising them was seen as a way to make bills fairer and help those managing household costs on one income.
- **Households with two to four occupants:** These were seen as typical households, so prioritising them could benefit many customers. Community members highlighted more accurate bills, better control over household spending and greater awareness of water use.

**Base:** Total, n=787
**Note:** Percentage change may be 1% higher or lower than expected, due to rounding

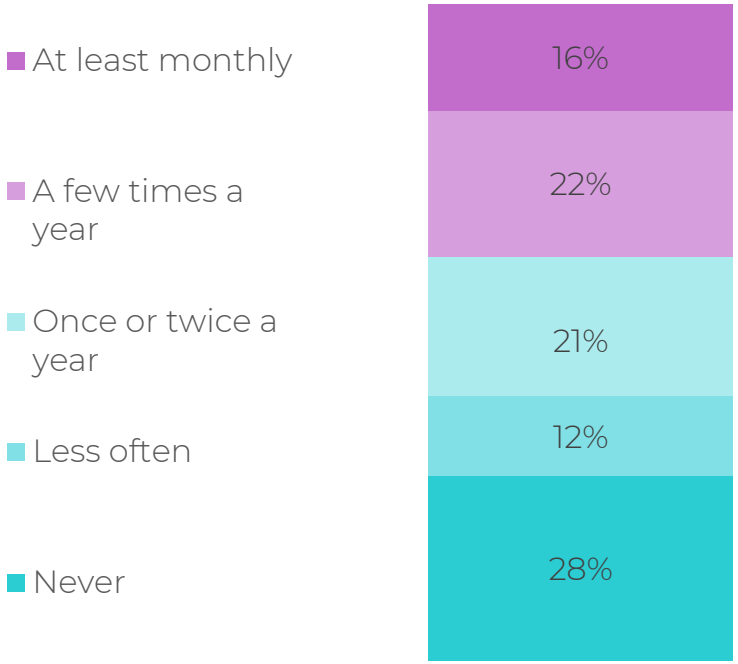
# Overall community: Spotlight findings

## Meter reading

The voice for water consumers
Llais defnyddwyr dŵr

Only 16% of community members with meters check their water use at least monthly, while 28% never check. Checking bill accuracy and managing costs are the main motivations for taking meter readings.

How often, if at all, do you check how much water your household uses?




**Base:** Community members with active meters, n=561

### What is your motivation for reading the water meter?

- **Checking bills and managing costs:** The strongest theme was ensuring bills reflect actual use, avoiding estimates or overcharging and knowing how much to budget.
- **Understanding and reducing usage:** Community members wanted to monitor household consumption, see whether it was changing and identify opportunities to use less water and save money.
- **Spotting leaks or problems:** Some checked for unusual usage that could indicate a leak, or to make sure their meter was working correctly.
- **Checking when prompted:** For some, readings were prompted by an unexpectedly high bill or a request from their water company; others checked simply out of curiosity.

**Base:** Community members with meters who read their meter, n=402

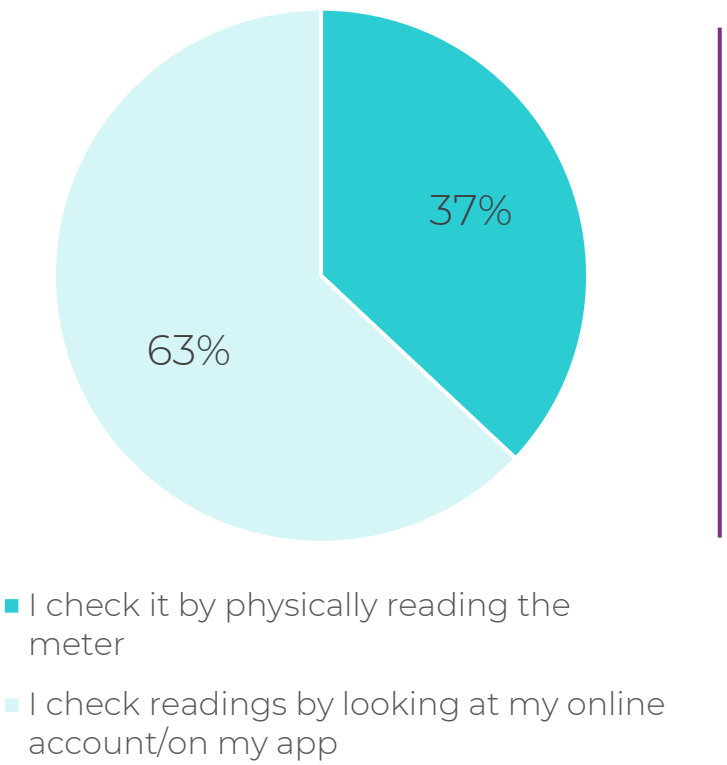
# Overall community: Spotlight findings

## Meter reading

The voice for water consumers
Llais defnyddwyr dŵr

Among community members who check their readings, 63% say that they do so online or via an app and 37% physically check the meter. Many reported no difficulties, but accessing meters, understanding readings and getting up-to-date information were challenges for some.

How do you read the meter?




**Base:** Community members with meters who read their meter, n=402

### Is there anything that you find difficult or frustrating about taking these readings?

- **Physically reading the meter –** Many community members stated they had not experienced any difficulties, those that did stated:
  - **Accessing the meter:** Awkward or inaccessible locations made it difficult for some community members to check their readings.
  - **Lack of clear guidance:** Some were unsure where their meter was, which meter belonged to them or how to read it.
  - **Confidence in readings:** Faulty meters, inaccurate readings and difficulties getting problems resolved left some uncertain about whether their recorded usage was correct.

- **Looking on online account/app:** Many community members reported no difficulties, with some describing their online account or app as easy to use. Those who did, stated:
  - **Physical access barriers:** Inaccessible meters meant some relied on online information and could not easily check the readings themselves.
  - **Understanding usage and costs:** Some struggled to understand the numbers and units, or how their water usage translated into charges.
  - **Access to up-to-date information:** Login difficulties, awkward websites and infrequent or outdated readings caused frustration. Some wanted better app access or live usage information.

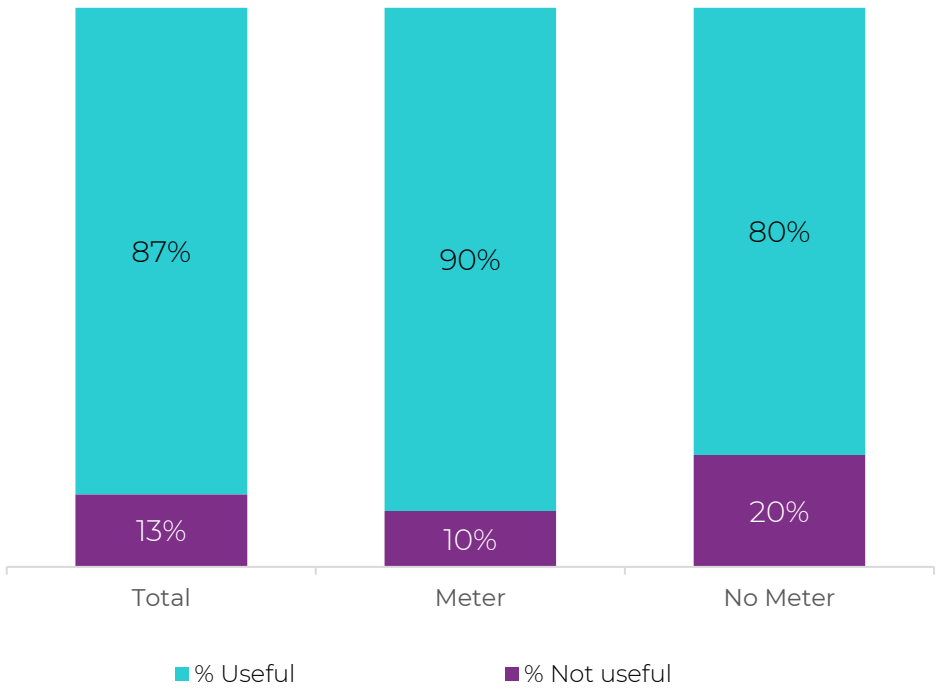
# Overall community: Spotlight findings

## Smart meters

The voice for water consumers
Llais defnyddwyr dŵr

Most community members (87%) think live water usage information is/would be useful. Those with a meter are more likely to think it's useful (90%) than those without a meter (80%). Community members highlighted a smart meter's potential to help them understand and reduce consumption, manage bills and spot leaks sooner.

How useful do you think it is/would be to be able to see live information about the amount of water your household is using




### Why do you think it is/would be?

- **Understanding and reducing usage:** Community members felt live information could help identify which activities use most water, encourage changes in habits and show whether these changes were making a difference.
- **Managing bills and budgets:** Seeing usage regularly could help community members anticipate costs, identify savings and avoid unexpectedly high bills.
- **Spotting leaks sooner:** Unusual increases or water use when nothing was running could help community members identify possible leaks and reduce waste.
- **Limited value for some:** Some felt they already used only what they needed, had little scope to cut back or would find constant monitoring stressful.

**Base:** Total, n=787

# Overall community: Spotlight findings

## Smart meters

The voice for water consumers
Llais defnyddwyr dŵr

Community members were shown a typical letter that they might have received if they had booked to have a smart meter installed. They were asked if any information would stop them proceeding with the installation. 80% saw nothing in the letter that would stop them proceeding with installation. Concerns among others centred on appointment times, potential disruption, home access and a lack of choice or clear benefits.

Let's imagine you have booked to have a smart meter installed. You have selected the date for this to go ahead. You receive an email or letter which says something like this:

*We've arranged to fit your water meter on Tuesday 20 October, between 8am and 12 noon.*

*The meter needs to be fitted inside your home, so someone aged 18 or over must be there throughout this appointment window to let our installer in.*

*Your water will need to be turned off to install the meter.*

*Please make sure we can access your internal stop tap, which is often under the kitchen sink.*

*If this appointment is unsuitable, please contact us to arrange another time.*

### What would stop you and why?

- **Inconvenient appointment times:** The four-hour weekday window could clash with work or other commitments. Community members wanted more flexibility to choose or rearrange appointments.
- **Uncertainty about disruption:** Community members wanted to know how long installation and water interruptions would last. Some were also unsure where their stop tap was or how to access it.
- **Concerns about access to their home:** Some questioned why installation needed to be indoors, worried about potential damage or wanted reassurance about the installer's identity.
- **Lack of choice or clear benefits:** Some felt the wording was too directive, wanted benefits and potential costs explained, or simply did not want a meter.

**Base:** Total, n=787

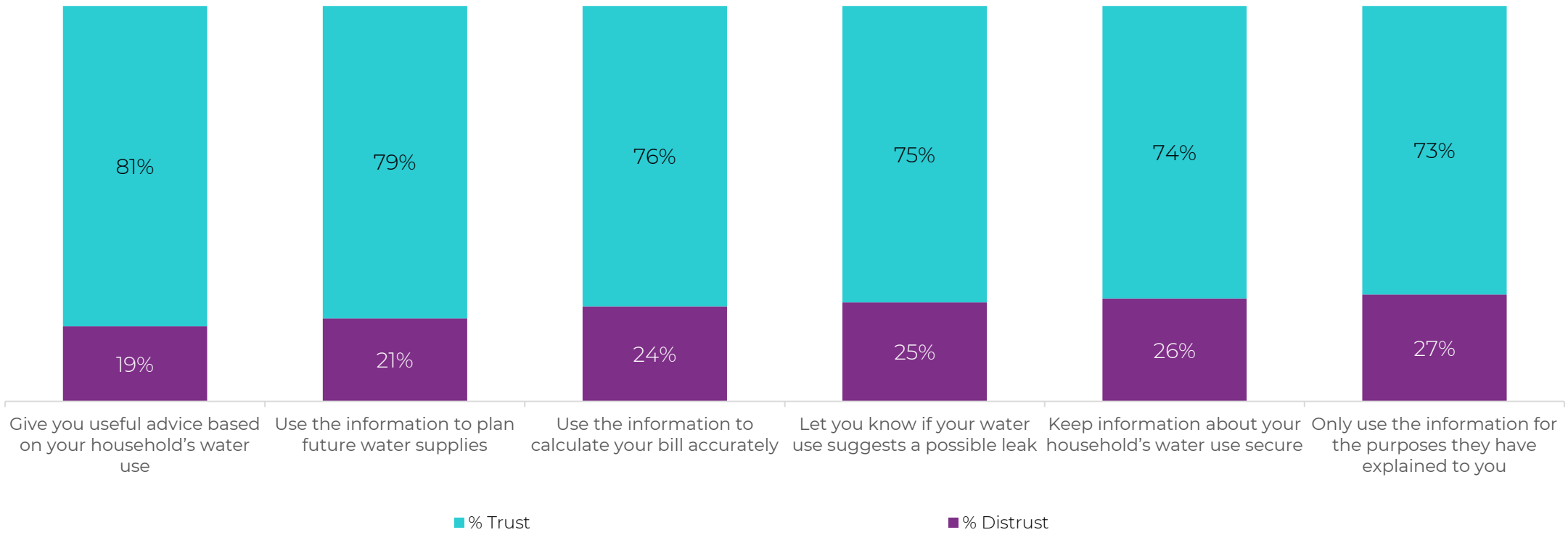
# Overall community: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

Community members were asked whether they trusted their water company to deliver on a variety of statements surrounding water meters, information and water usage. Most expressed trust, ranging from 81% for providing useful advice to 73% for using information only for the purposes explained.

In this question we would like to understand whether or not you would trust your water provider to...




**Base:** Total, n=787

The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Affinity Water

October 2026

Delivered by Taylor McKenzie Research

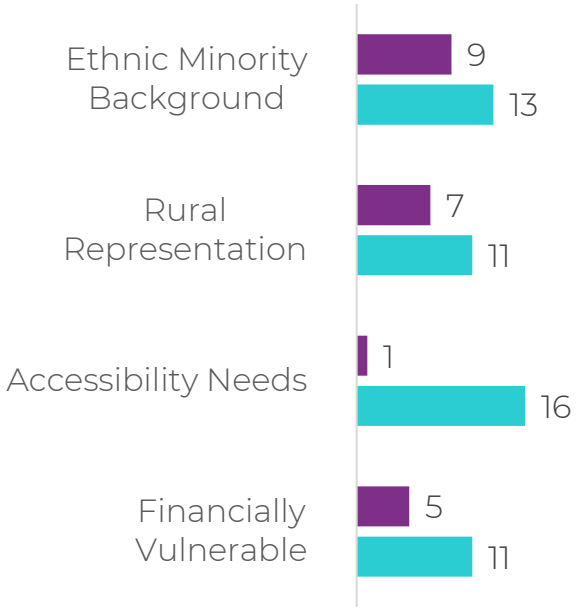
ccw.org.uk

# Affinity Water

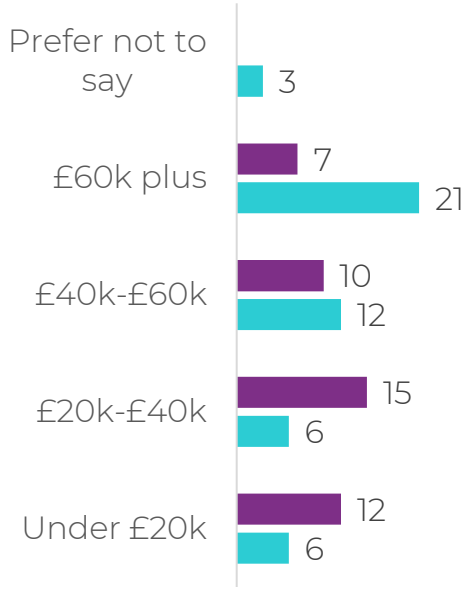
## Community population

Barometer completes: 48
Spotlight completes: 47
**Note:** The figures below are based on Barometer survey completes.

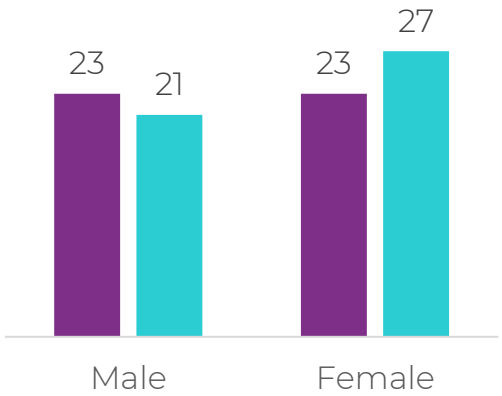
### Inclusivity



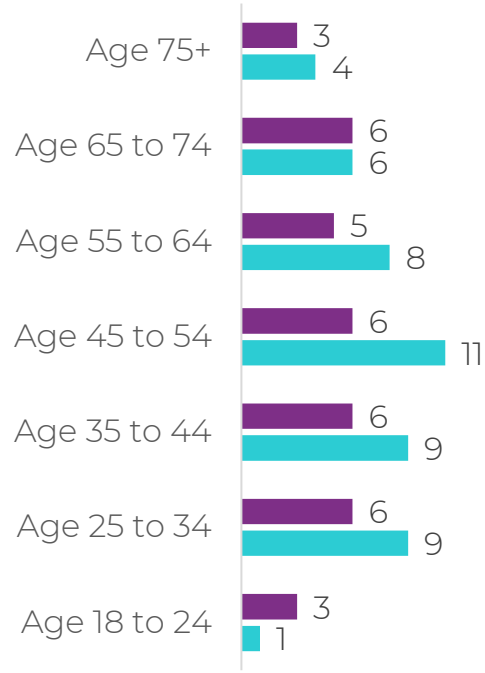

### Household income




### Gender




### Age




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

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. The number of respondents in the lowest household-income band is below the minimum quota, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our male sample, those aged 18-24 and those earning £20k-£40k.

current sample  minimum sample

# Barometer dashboard summary

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

Affinity Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Affinity Water community Agreement % | +/- difference % Affinity Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Affinity Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 52% | -17% | 51% | 1% |
| Overall value for money (satisfied, scoring 7-10) | 40% | 0% | 44% | -4% |
| Trust (a great deal/some trust) | 44% | -3% | 46% | -2% |
| General outlook (positive outlook) | 42% | 0% | 40% | 2% |
| Communication (fair/good communication) | 48% | 8% | 37% | 10% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 29% | 0% | 34% | -5% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 31% | 11% | 26% | 5% |
| Improves our rivers | 33% | 11% | 26% | 7% |
| Creates a greener future | 29% | 5% | 28% | 1% |
| Spends community members' money wisely | 40% | 24% | 25% | 14% |
| Contributes to our communities | 42% | 22% | 36% | 6% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Affinity Water community Agreement % | +/- difference % Affinity Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Affinity Water community vs. Total community October 2026 |
| Protects our environment | 31% | -1% | 25% | 6% |
| Gives clear information about their environmental action | 25% | -9% | 27% | -2% |

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

# Barometer: executive summary

Overview of key findings

Affinity Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 52% | 40% | 44% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **An uninterrupted, problem free supply leads to satisfaction:** Community members giving higher scores commonly report reliable water and little need to contact Affinity Water. Positive customer service and satisfactory problem resolution also support satisfaction.

But...

- **Higher costs and limited evidence of improvement reduce scores:** Members giving mid-range scores question what rising bills deliver, alongside concerns about drought communication, slow leak responses and preparedness for future shortages.
- **Poor value and unresolved service problems drive dissatisfaction:** High bills, persistent leaks, low pressure and unhelpful customer service are big dissatisfaction drivers. For some, unpleasant taste and limescale add to the sense of paying more for a poor quality service.

## Why have you given this overall satisfaction score?

*"I have had an uninterrupted supply of clean water, despite the drought, for such a long time at a reasonable price."*

*8/10 satisfaction score*

*"Very poor communication during the current drought conditions. My 'smart' meter has now stopped working after being fitted 4 months ago."*

*5/10 satisfaction score*

*"Billing and customer communication could still use some improvement."*

*7/10 satisfaction score*

*"Poor water pressure, always digging up the road and taking too long to fix issues, poor customer service."*

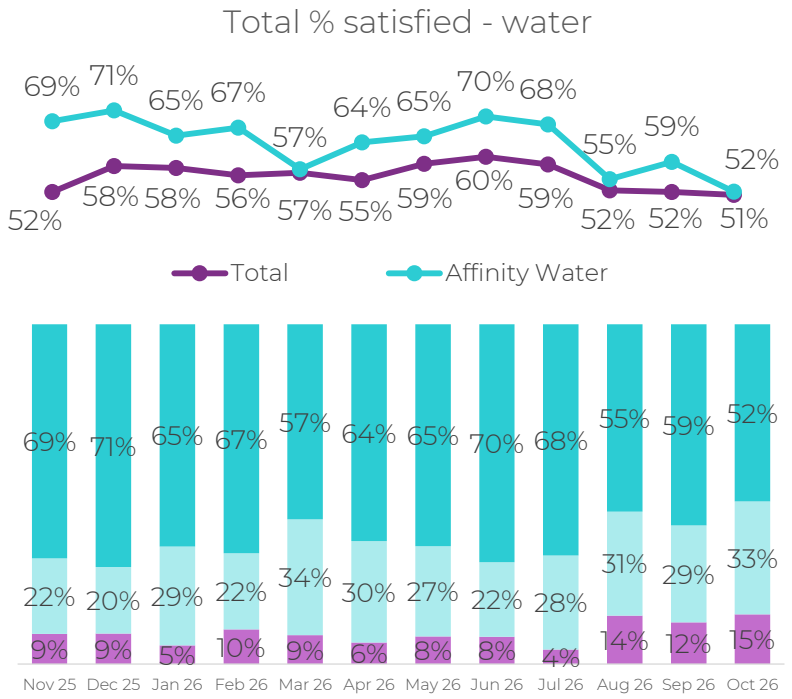
*2/10 satisfaction score*

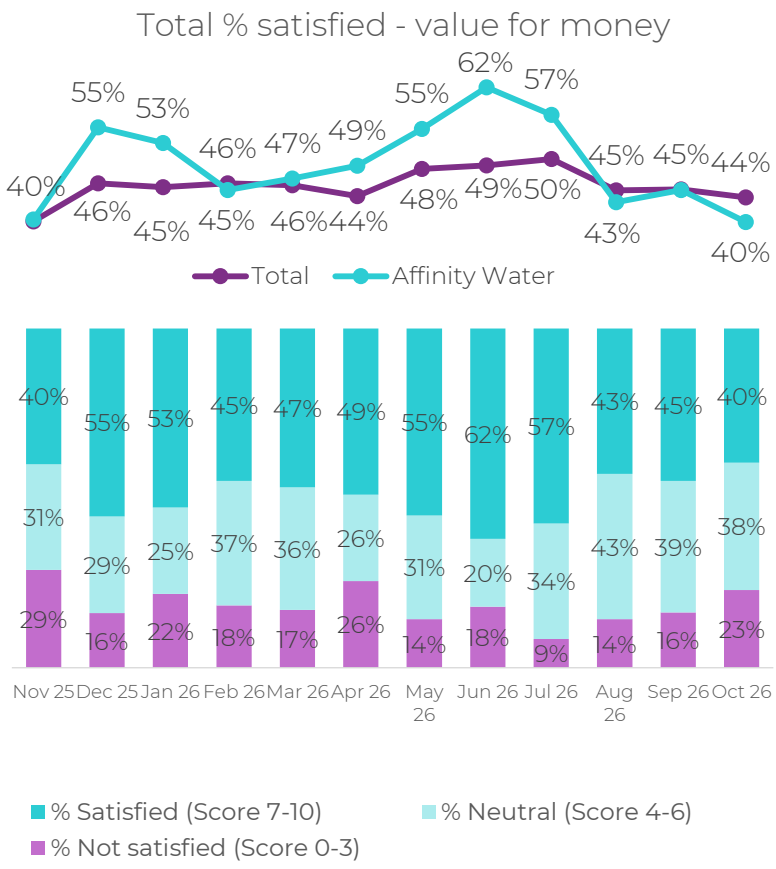
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

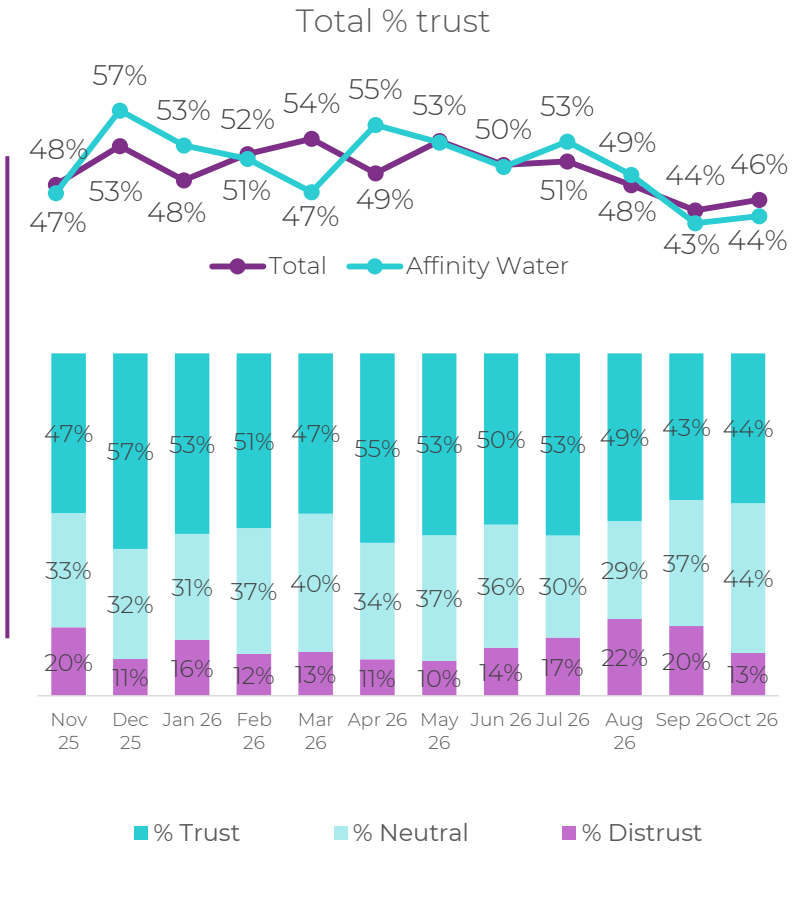
# Affinity Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

52% of community members are satisfied this month, Affinity Water's lowest recorded level since reporting began. Satisfaction with value for money is now at 40%, while trust stands at 44%.



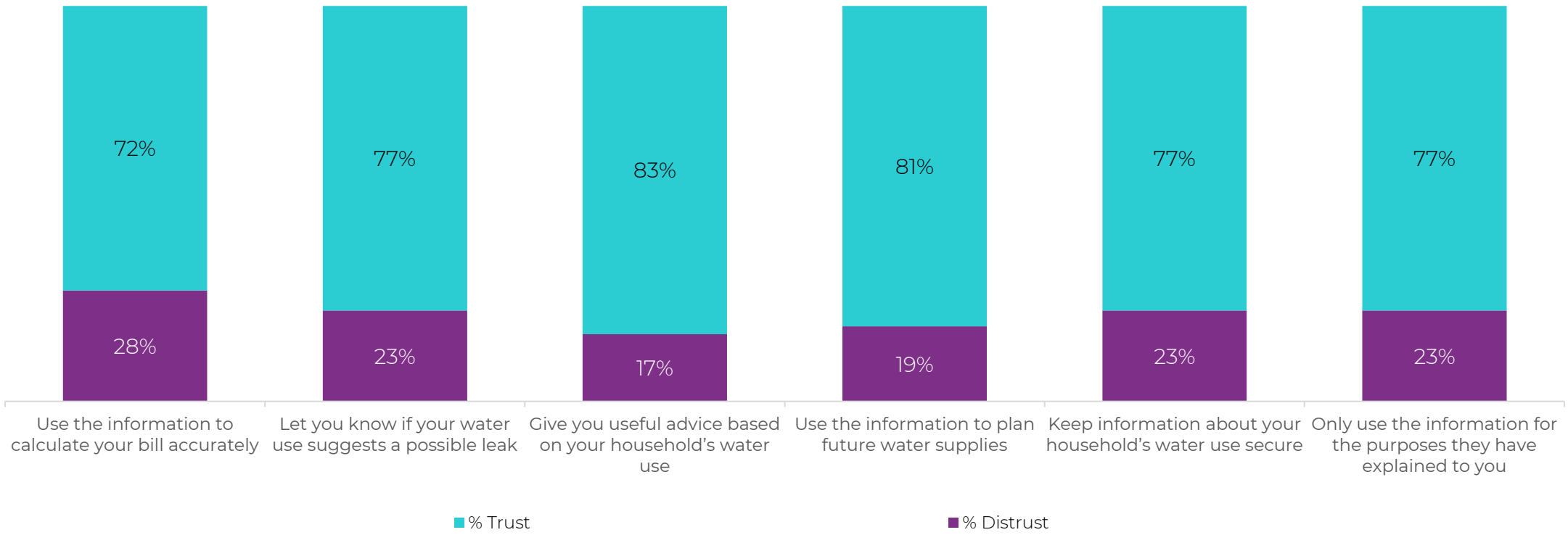
# Affinity Water: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Affinity Water community members, trust is highest for providing useful advice based on usage (83%) and lowest for using this information to calculate bills accurately (72%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Anglian Water

October 2026

Delivered by Taylor McKenzie Research

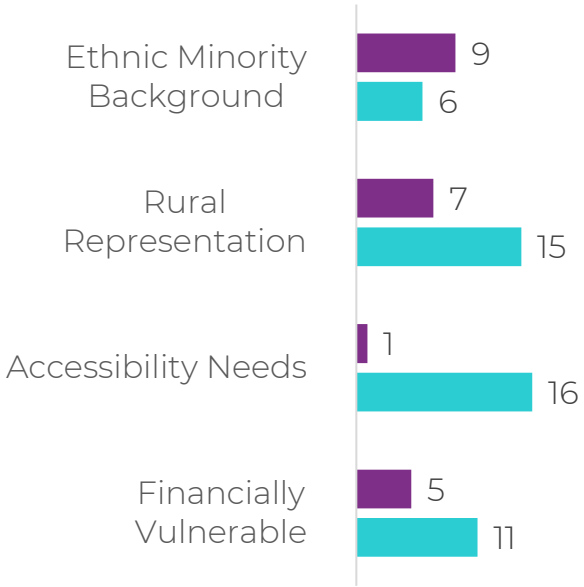
ccw.org.uk

# Anglian Water

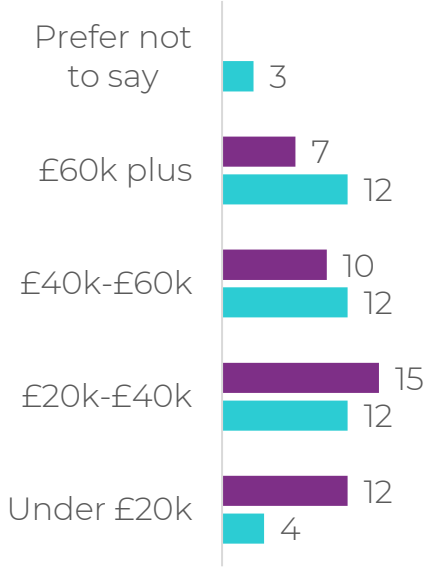
## Community population

Barometer completes: 43
Spotlight completes: 44
**Note:** The figures below are based on Barometer survey completes.

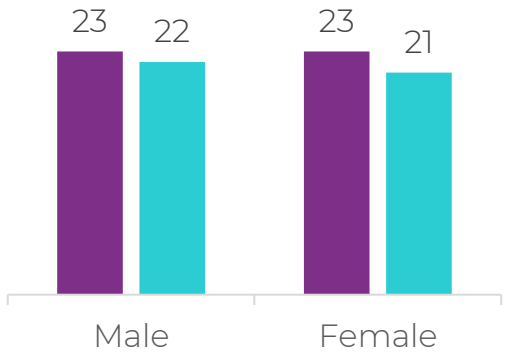
### Inclusivity



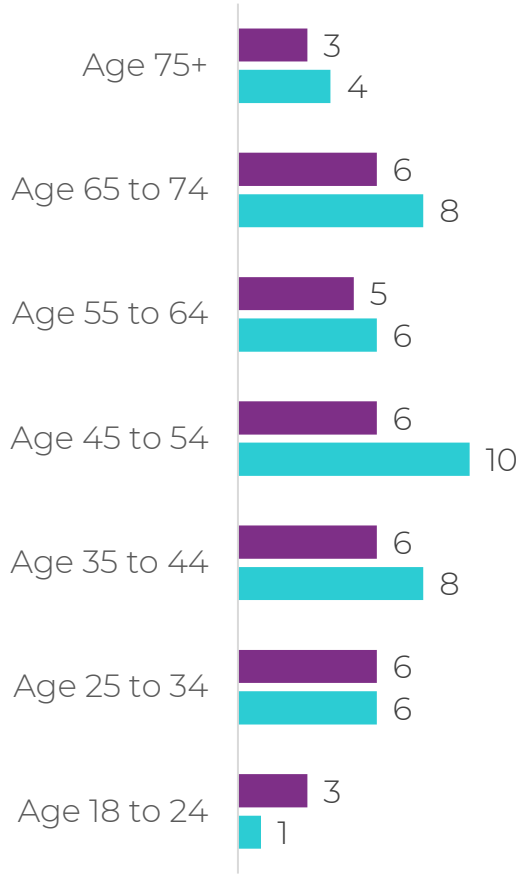

### Household income




### Gender




### Age




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

**Sample note:** We have met over 90% of our minimum sample quotas. N.B. The number of respondents in the lowest household-income band is below the minimum quota, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are boosting our sample of members with household incomes of £20k - £40k, from ethnic minority backgrounds and aged 18-24 years. We are also monitoring quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs.

current sample  minimum sample

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Anglian Water community Agreement % | +/- difference % Anglian Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Anglian Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 49% | -7% | 51% | -3% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 53% | 3% | 48% | 5% |
| Overall value for money | 51% | 17% | 44% | 7% |
| Trust (a great deal/some trust) | 53% | -1% | 46% | 8% |
| General outlook (positive outlook) | 47% | -8% | 40% | 7% |
| Communication (fair/good communication) | 33% | 8% | 37% | -4% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 28% | 4% | 34% | -6% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 12% | -6% | 26% | -14% |
| Improves our rivers | 16% | 2% | 26% | -10% |
| Creates a greener future | 23% | 1% | 28% | -5% |
| Spends community members' money wisely | 9% | -7% | 25% | -16% |
| Contributes to our communities | 30% | 0% | 36% | -6% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Anglian Water community Agreement % | +/- difference % Anglian Water community July vs. October | October 2026 Total community Agreement % | +/- difference % Anglian Water community vs. Total community October 2026 |
| Protects our environment | 12% | -5% | 25% | -13% |
| Gives clear information about their environmental action | 16% | 1% | 27% | -11% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 49% | 51% | 53% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable everyday service increases satisfaction:** Community members giving higher scores commonly report a dependable supply, good water quality and few problems. Helpful customer service and quick responses to issues also support positive experiences.

But...

- **Rising bills and limited visible improvements hold back stronger scores:** Value for money concerns, repeated leaks, prolonged hosepipe restrictions and concerns about pollution add to frustration about the pace of improvement.
- **Lack of accountability and poor service performance lead to low scores:** Dissatisfied members question executive rewards and shareholder responsibility. Others highlight high or unfair charges, poor customer service and limited progress in responding to drought.

## Why have you given this overall satisfaction score?

*"Because they provide good quality water and also are quick to respond to any issues that may arise."*

*7/10 satisfaction score*

*"Neither here nor there, bills go up but we still don't see benefits. They need to invest in reservoirs for droughts."*

*5/10 satisfaction score*

*"Poor record on water losses, several local burst mains or leaks in last few months and damaging sewage injection into local rivers."*

*4/10 satisfaction score*

*"They really do need to stop bonuses and shareholders need to take some responsibility."*

*0/10 satisfaction score*

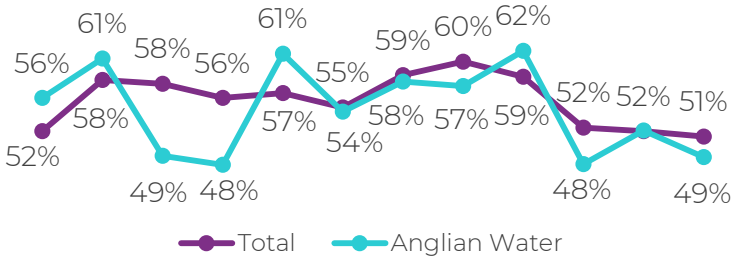
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

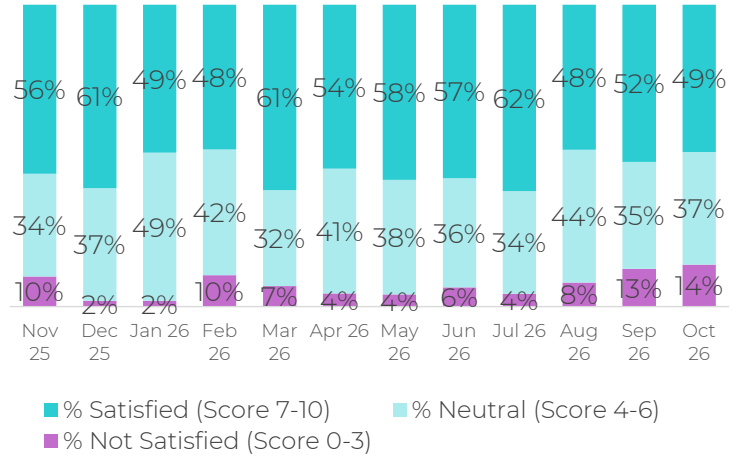
# Anglian Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

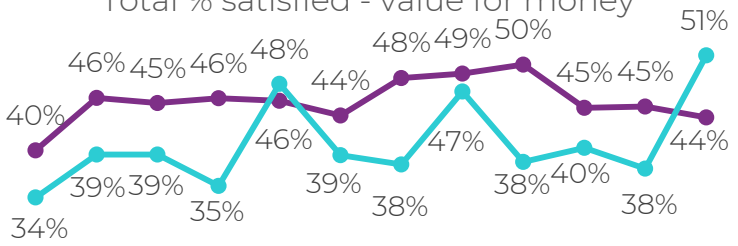
Overall satisfaction is at 49% this month. Satisfaction with value for money is at 51%, a 13-point rise from September and a 17-point rise from November. Trust is at 53%, up 18 points from last month.

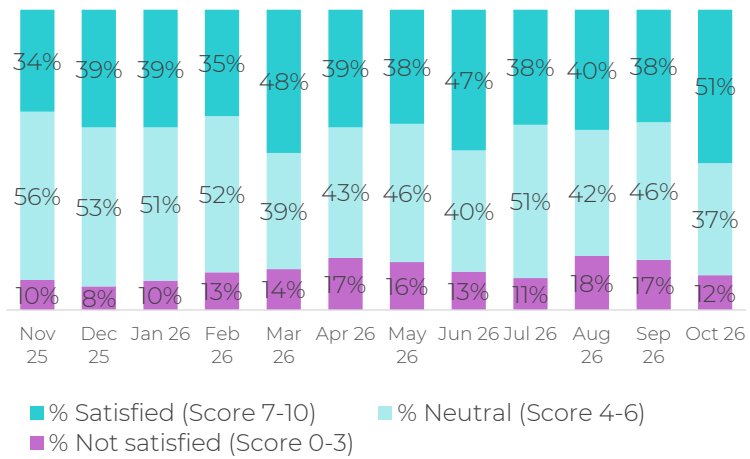
Total % satisfied - water



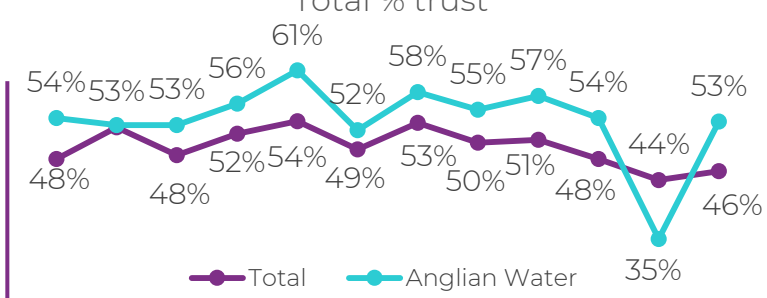



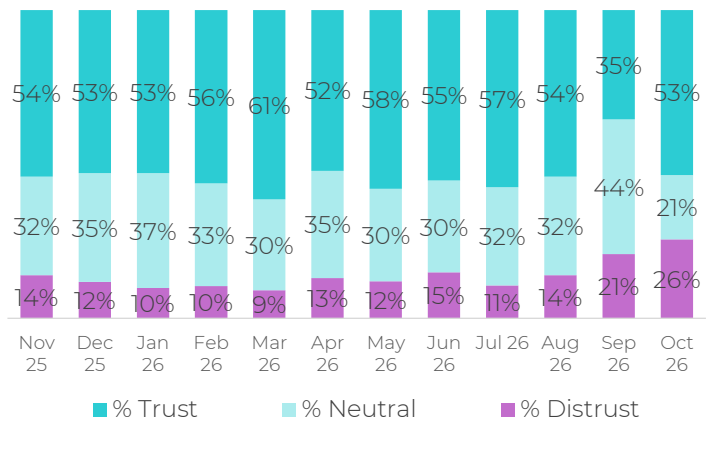

Total % satisfied - value for money




Total % trust



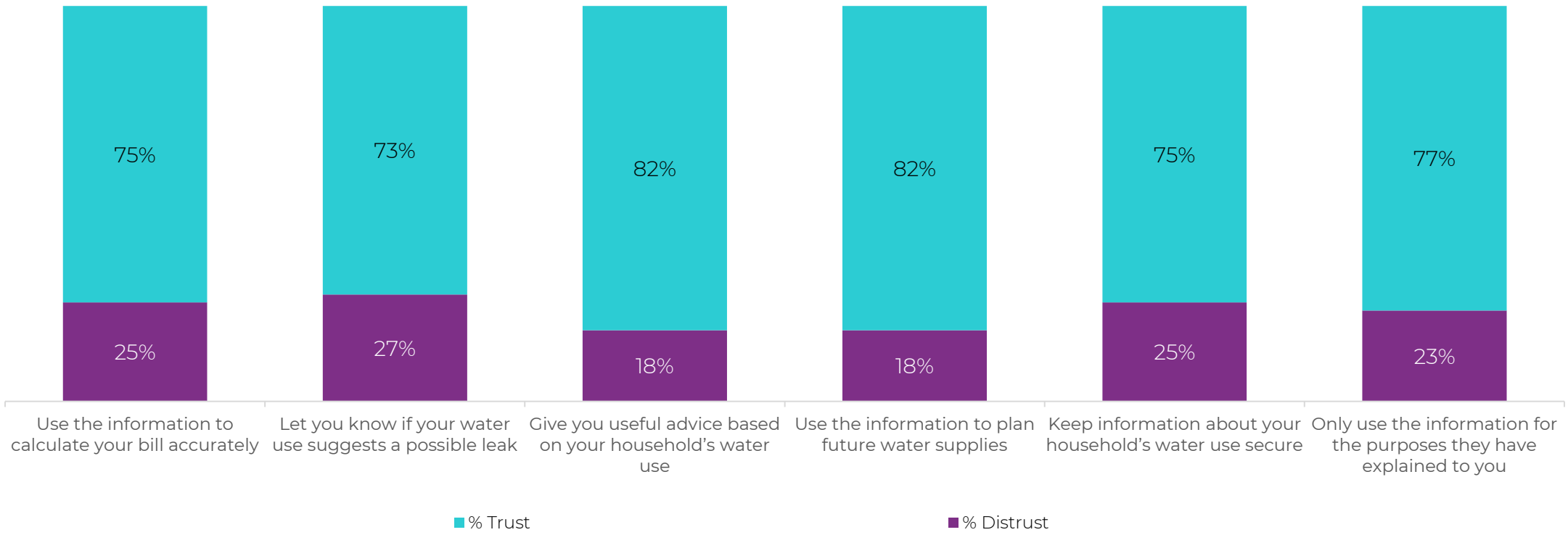
# Anglian Water: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Trust among Anglian Water community members is broadly in line with the overall community. It is highest for using water usage information to provide advice and plan future supplies (both 82%), and lowest for alerting customers to possible leaks (73%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Dŵr Cymru**

October 2026

Delivered by Taylor McKenzie Research

ccw.org.uk

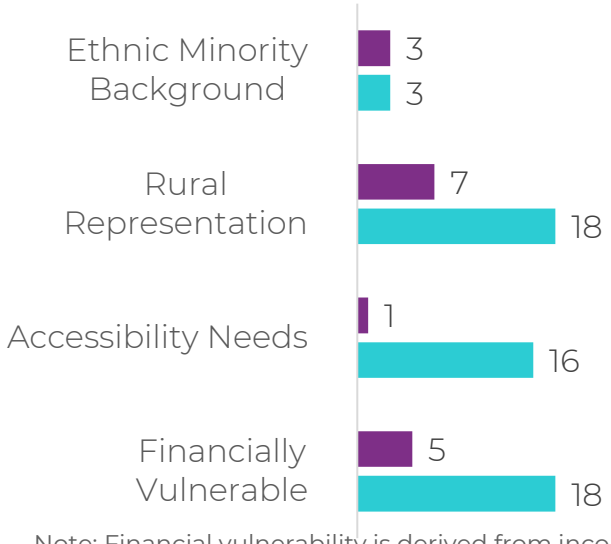
# Dŵr Cymru

## Community population

Barometer completes: 46
Spotlight completes: 47
**Note:** The figures below are based on Barometer survey completes.

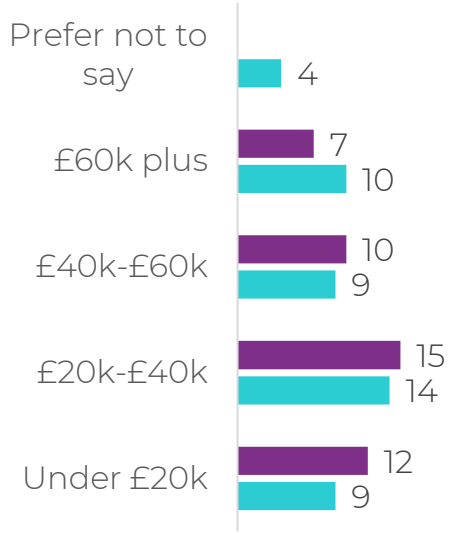
There are 11 Welsh speakers within this community with 4 members speaking Welsh as their first language. 1 community member has requested the survey in Welsh.

### Inclusivity

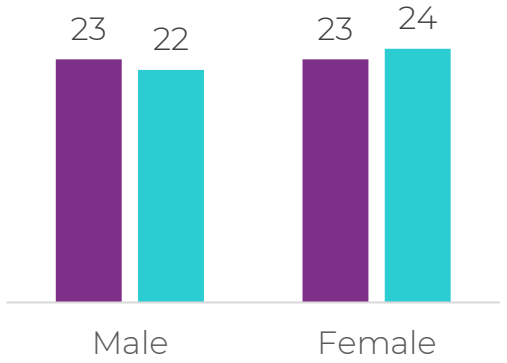



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

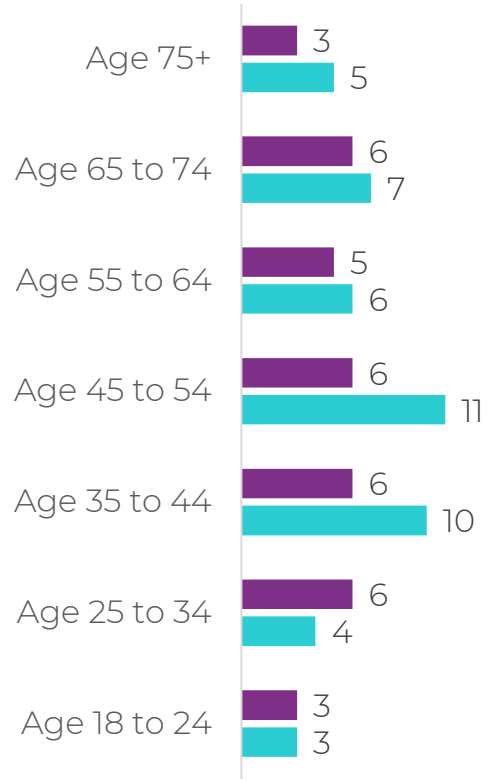
### Household income




### Gender




### Age







**Sample note:** We have met over 95% of our minimum sample quotas. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. N.B. The number of respondents in the lowest household-income band is below the minimum quota, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are also working to boost our £20k-£40k sample and our 25-34 years sample.

# Barometer dashboard summary

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

Dŵr Cymru Welsh Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Dŵr Cymru community Agreement % | +/- difference % Dŵr Cymru community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Dŵr Cymru community vs. Total community Oct 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 50% | 5% | 51% | -1% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 46% | -1% | 48% | -2% |
| Overall value for money | 43% | 5% | 44% | 0% |
| Trust (a great deal/some trust) | 35% | -6% | 46% | -11% |
| General outlook (positive outlook) | 35% | -11% | 40% | -5% |
| Communication (fair/good communication) | 24% | -4% | 37% | -14% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 33% | 6% | 34% | -1% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 28% | 8% | 26% | 2% |
| Improves our rivers | 15% | 1% | 26% | -11% |
| Creates a greener future | 20% | -5% | 28% | -9% |
| Spends community members' money wisely | 17% | -3% | 25% | -8% |
| Contributes to our communities | 22% | 1% | 36% | -14% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Dŵr Cymru community Agreement % | +/- difference % Dŵr Cymru community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Dŵr Cymru community vs. Total community October 2026 |
| Protects our environment | 17% | -3% | 25% | -8% |
| Gives clear information about their environmental action | 15% | -4% | 27% | -12% |

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

# Barometer: executive summary

Overview of key findings

Dŵr Cymru Welsh Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 50% | 43% | 35% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Good water quality and helpful service increase satisfaction:** Higher scoring members report good drinking water, few supply problems and helpful staff, with clear communication during interruptions.

But...

- **Pollution and limited transparency hold back stronger scores:** Some balance reliable household supplies against environmental concerns, poorly explained price rises and limited visible progress.
- **Sewage pollution and rising bills drive dissatisfaction:** Low scoring members highlight sewage spills and increasing bills despite little perceived improvement, with some questioning openness about performance and finances.

## Why have you given this overall satisfaction score?

*"They have also gone above and beyond to help me and they're polite."*

*10/10 satisfaction score*

*"The pollution is the main problem and lack of transparency."*

*5/10 satisfaction score*

*"I always have clean fresh water. Hate that the environment pays the price for that"*

*6/10 satisfaction score*

*"My water bill goes up dramatically every year but the services are getting worse. I'm constantly receiving messages about disruption in my area."*

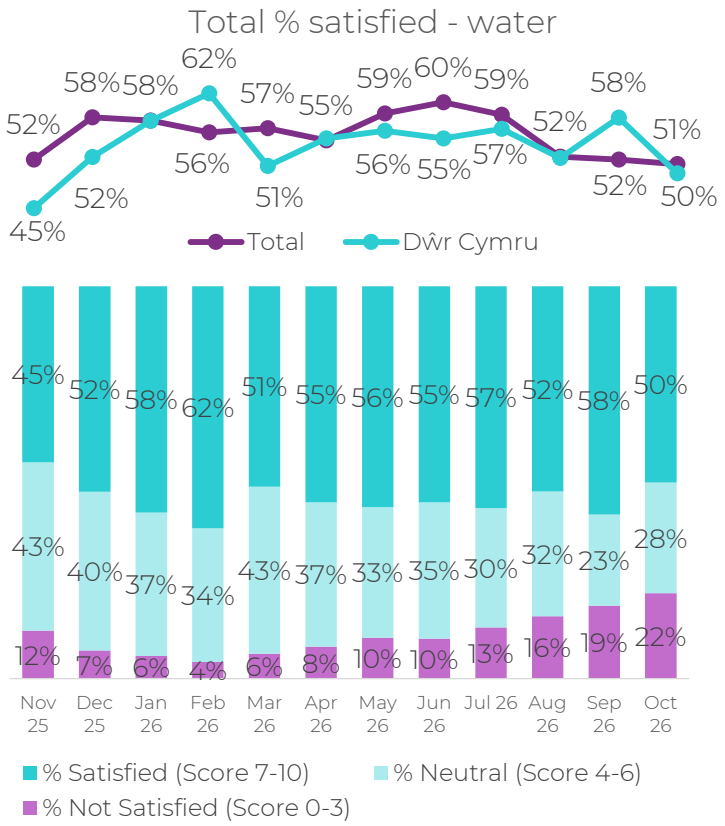
*1/10 satisfaction score*

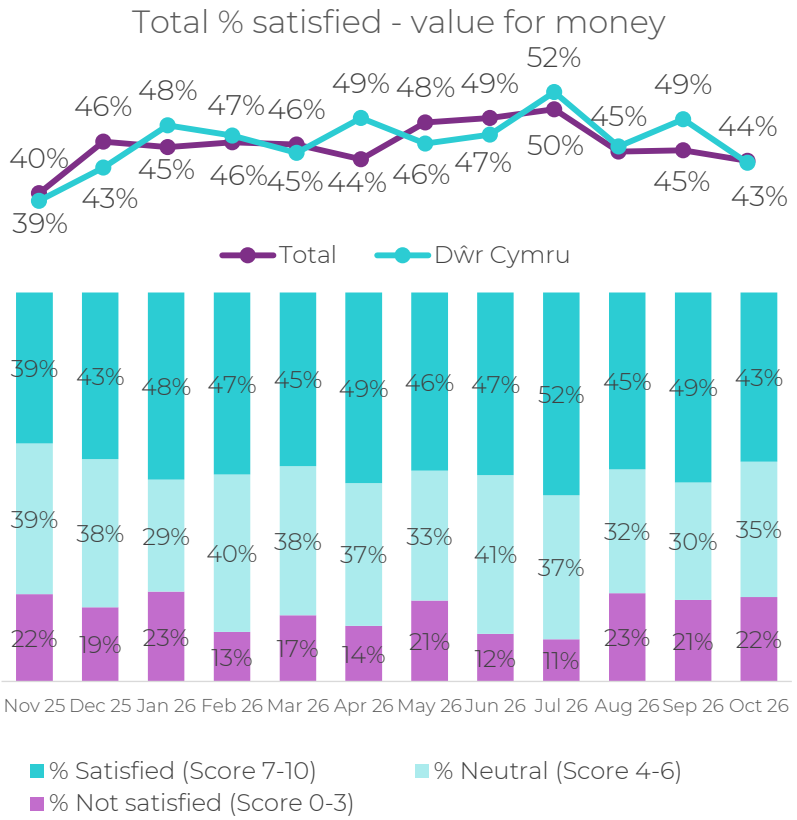
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

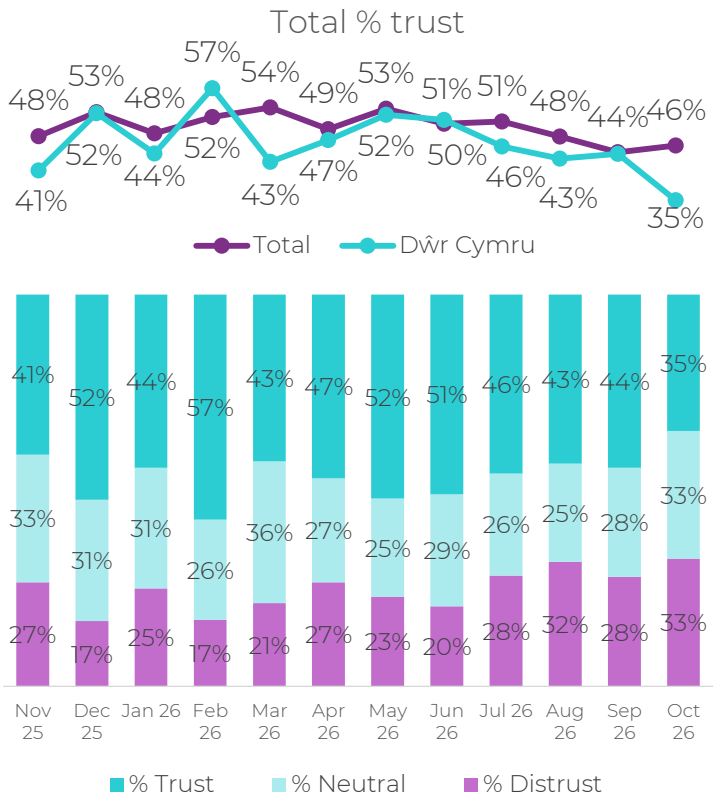
# Dŵr Cymru: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 50% this month, whilst satisfaction with value for money is at 43%. Both align with the total community average. Trust is at 35%, Dŵr Cymru's lowest recorded level since reporting began.



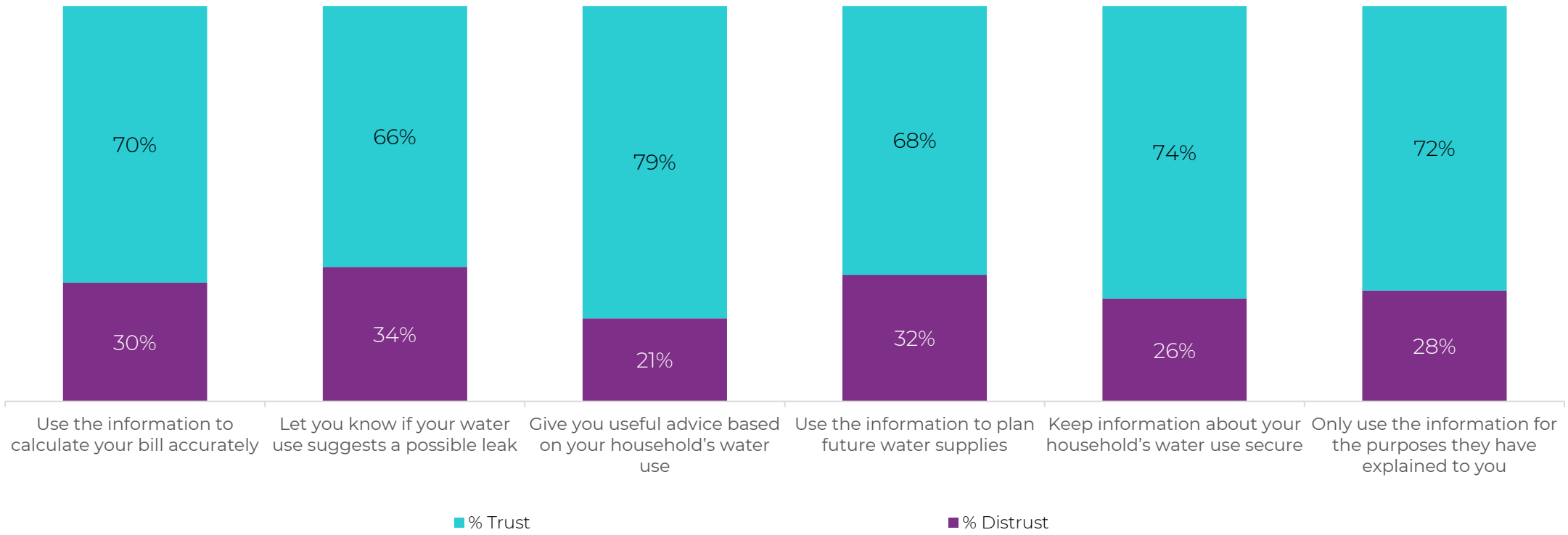
# Dŵr Cymru: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Dŵr Cymru community members, trust is highest for providing useful advice based on usage (79%) and lowest for alerting customers to possible leaks (66%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

**Hafren Dyfrdwy**

October 2026

Delivered by Taylor McKenzie Research

ccw.org.uk

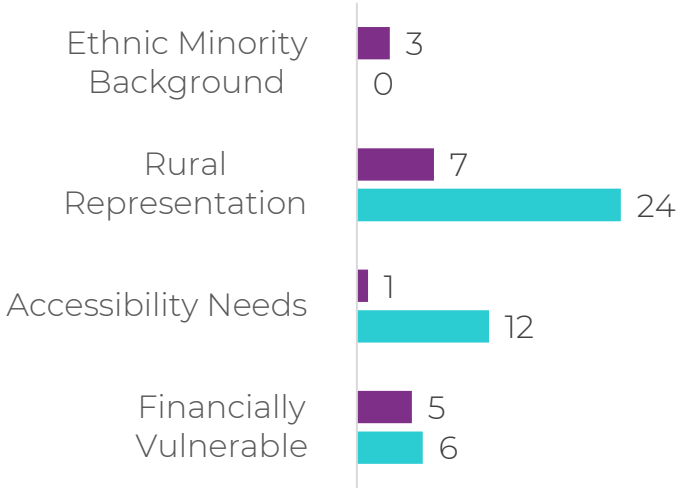
# Hafren Dyfrdwy

## Community population

Barometer completes: 41
Spotlight completes: 42
**Note:** The figures below are based on Barometer survey completes.

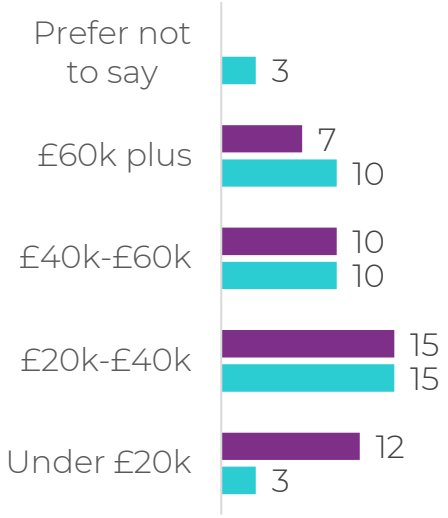
There are 9 Welsh speakers within this community with 1 member speaking Welsh as their first language. 0 have requested and been sent the survey in Welsh.

### Inclusivity

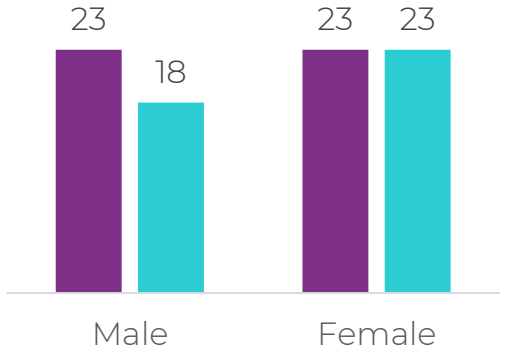



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

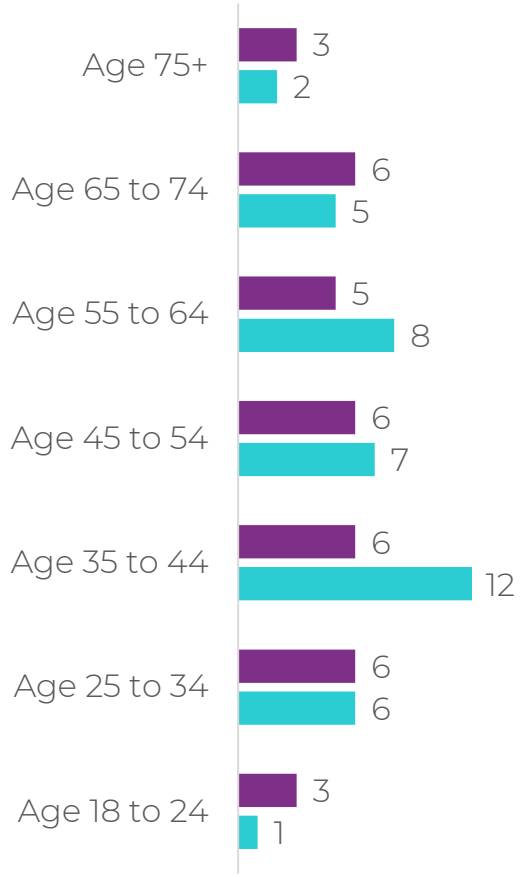
### Household income




### Gender




### Age




**Sample note:** We have met 95% of our minimum sample quotas. N.B. The number of respondents in the lowest household-income band is below the minimum quota, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our male sample, ethnic minority sample, 18-24 years sample and those aged 75+.

current sample  minimum sample

# Barometer dashboard summary

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

HAFREN DYFRDWY severn dee

CCW The voice for water consumers Llais defnyddwyr dŵr

| Topic | October 2026 Hafren Dyfrdwy community Agreement % | +/- difference % Hafren Dyfrdwy community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Hafren Dyfrdwy community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 71% | 10% | 51% | 19% |
| Overall value for money | 63% | 15% | 44% | 20% |
| Trust (a great deal/some trust) | 66% | -2% | 46% | 20% |
| General outlook (positive outlook) | 59% | 8% | 40% | 18% |
| Communication (fair/good communication) | 49% | 16% | 37% | 11% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 61% | 37% | 34% | 27% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 46% | 20% | 26% | 21% |
| Improves our rivers | 29% | 10% | 26% | 3% |
| Creates a greener future | 34% | 20% | 28% | 6% |
| Spends community members' money wisely | 37% | 15% | 25% | 11% |
| Contributes to our communities | 49% | 22% | 36% | 13% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Hafren Dyfrdwy community Agreement % | +/- difference % Hafren Dyfrdwy community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Hafren Dyfrdwy community vs. Total community October 2026 |
| Protects our environment | 34% | 15% | 25% | 9% |
| Gives clear information about their environmental action | 20% | -3% | 27% | -7% |

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

# Barometer: executive summary

Overview of key findings

HAFREN DYFRDWY severn dee

CCW The voice for water consumers Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 71% | 63% | 66% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable household supplies lead to satisfaction:** Members giving higher scores commonly report clean water, few interruptions and no problems requiring contact. Some also value accessible staff and feeling listened to.

But...

- **Limited communication and unclear spending hold back stronger scores:** Members want clearer explanations of spending, charges and community support.
- **Sewage spills and perceived profit motives are leading to lower scores:** Dissatisfied members highlight sewage spills and concerns that the company is too profit driven.

## Why have you given this overall satisfaction score?

*"Always easy to get hold of."*

*9/10 satisfaction score*

*"I have clean drinking water on tap. Rarely have outages."*

*8/10 satisfaction score*

*"They don't inform us on how they support the community or when rates change."*

*6/10 satisfaction score*

*"I don't think they are spending their money wisely with customers in mind."*

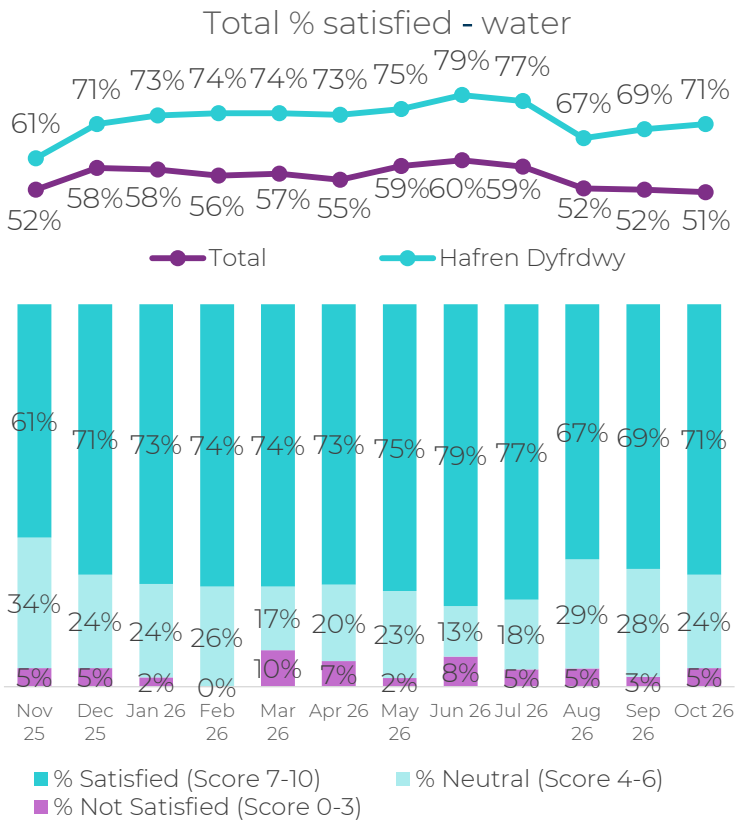
*4/10 satisfaction score*

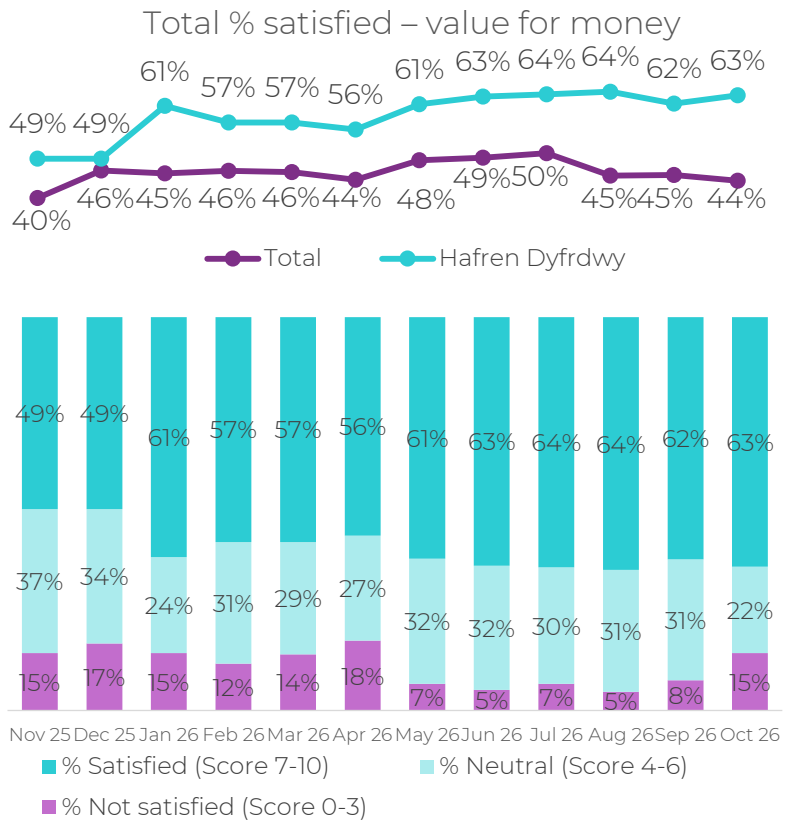
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

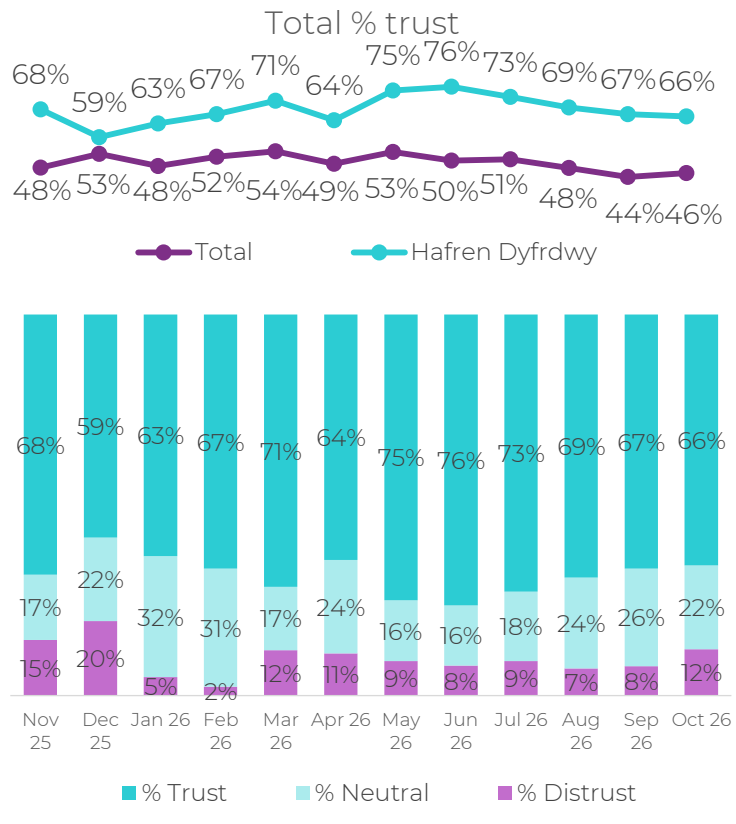
# Hafren Dyfrdwy: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 71% this month. Satisfaction with value for money is at 63% and Trust is at 66%. All three metrics remain well above the total community average.



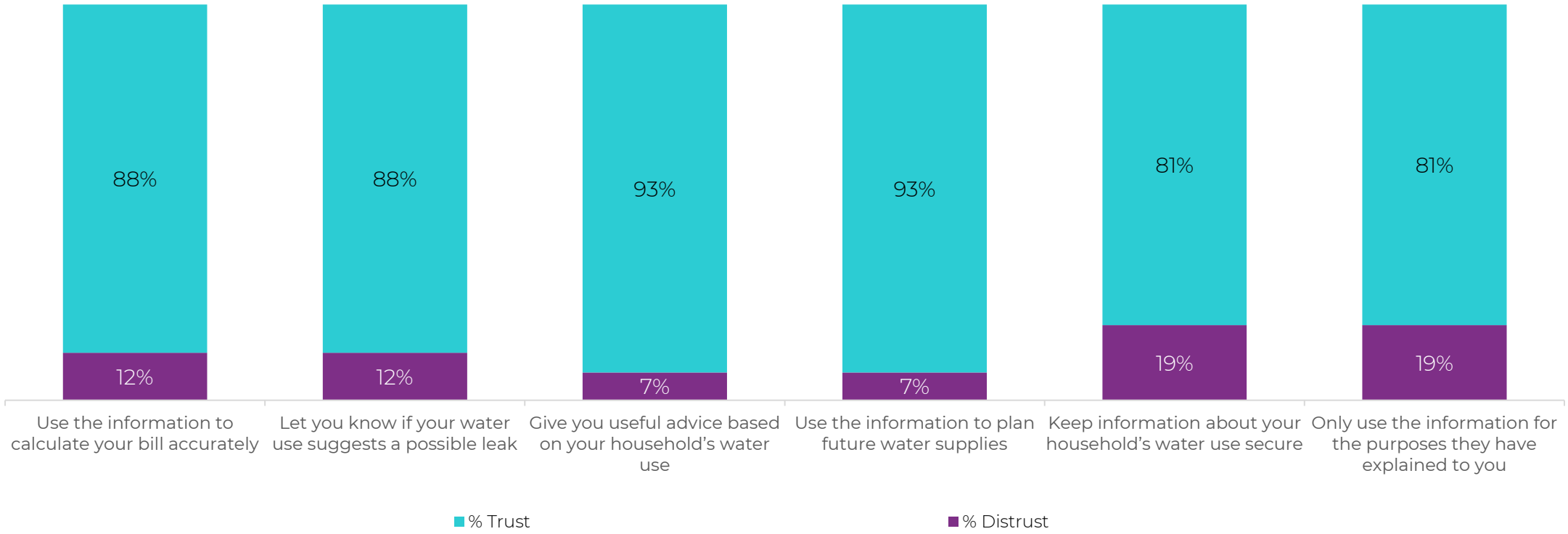
# Hafren Dyfrdwy: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Hafren Dyfrdwy community members, trust is highest for providing useful advice based on usage and planning future water supplies (both 93%) and lowest for keeping information secure and using it only for the purposes explained (both 81%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Northumbrian Water and Essex & Suffolk Water

October 2026

Delivered by Taylor McKenzie Research

ccw.org.uk

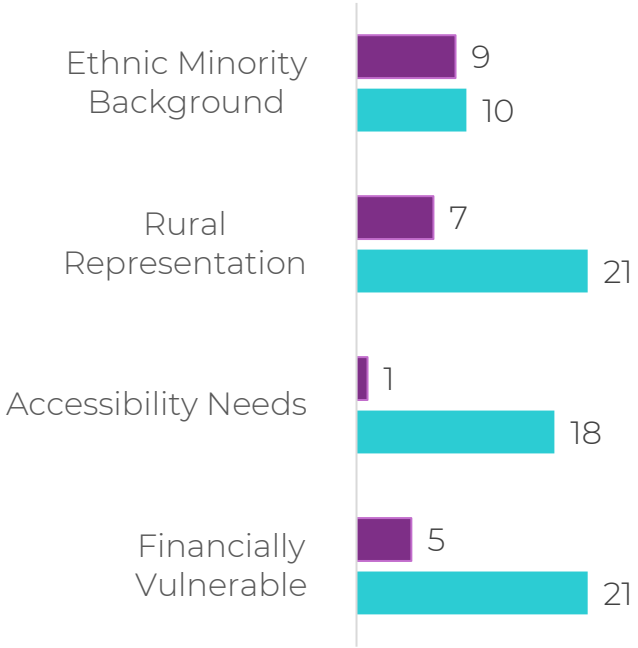
# Northumbrian Water and Essex & Suffolk Water

## Community population

The voice for water consumers
Llais defnyddwyr dŵr

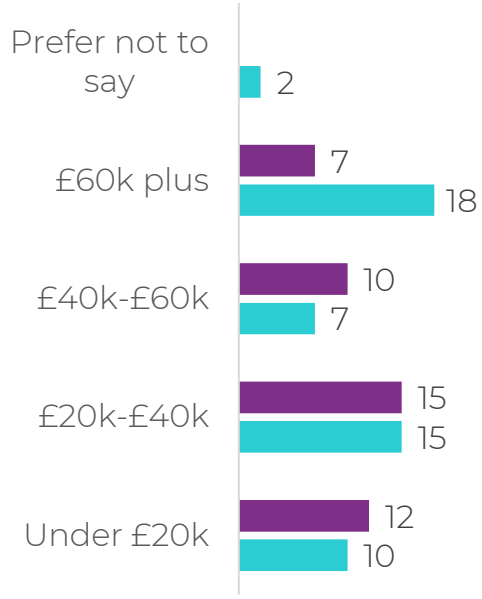
Barometer completes: 52 (Northumbrian Water: 27; Essex & Suffolk Water: 25)
Spotlight completes: 54
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

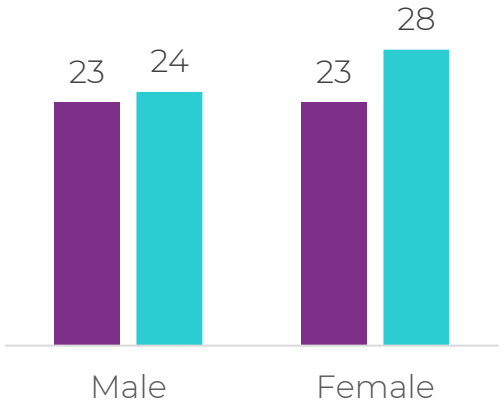



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

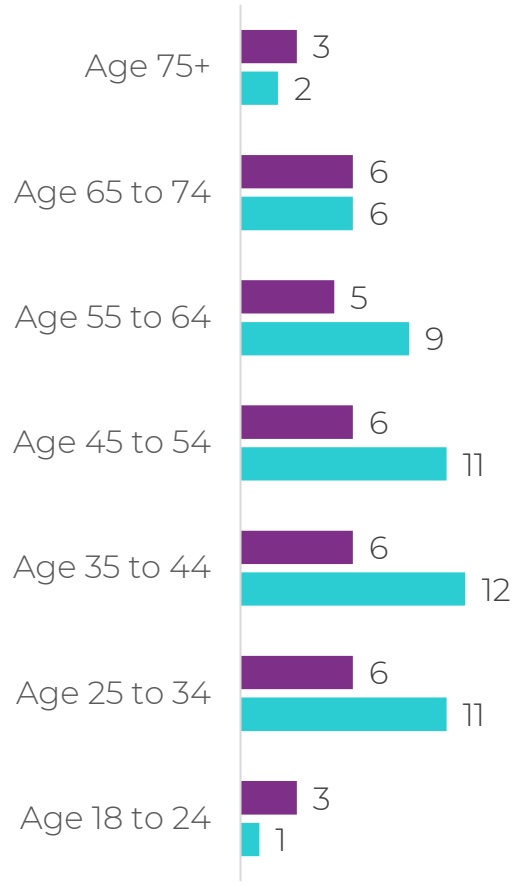
### Household income




### Gender




### Age




**Sample note:** We have met over 95% of our minimum sample quotas. N.B. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our £40k-£60k sample, 18-24 years sample and 75+ sample.

current sample  minimum sample

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Northumbrian Water and Essex & Suffolk Water community Agreement % | +/- difference % Northumbrian Water and Essex & Suffolk Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Northumbrian Water and Essex & Suffolk Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 63% | -1% | 51% | 12% |
| Overall value for money | 52% | 6% | 44% | 8% |
| Trust (a great deal/some trust) | 54% | -6% | 46% | 8% |
| General outlook (positive outlook) | 44% | -11% | 40% | 4% |
| Communication (fair/good communication) | 31% | -3% | 37% | -7% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 44% | 16% | 34% | 10% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 31% | 5% | 26% | 5% |
| Improves our rivers | 33% | 3% | 26% | 7% |
| Creates a greener future | 35% | 3% | 28% | 6% |
| Spends community members' money wisely | 33% | 13% | 25% | 7% |
| Contributes to our communities | 44% | 8% | 36% | 8% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Northumbrian Water and Essex & Suffolk Water community Agreement % | +/- difference % Northumbrian Water and Essex & Suffolk Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Northumbrian Water and Essex & Suffolk Water community vs. Total community October 2026 |
| Protects our environment | 25% | -2% | 25% | 0% |
| Gives clear information about their environmental action | 25% | -4% | 27% | -2% |

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

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Northumbrian Water community Agreement % | +/- difference % Northumbrian Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Northumbrian Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 63% | 2% | 51% | 12% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 59% | -1% | 48% | 11% |
| Overall value for money | 52% | 5% | 44% | 8% |
| Trust (a great deal/some trust) | 56% | -5% | 46% | 10% |
| General outlook (positive outlook) | 41% | -13% | 40% | 1% |
| Communication (fair/good communication) | 33% | 4% | 37% | -4% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 33% | 8% | 34% | -1% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 26% | -3% | 26% | 0% |
| Improves our rivers | 37% | 5% | 26% | 11% |
| Creates a greener future | 37% | 5% | 28% | 9% |
| Spends community members' money wisely | 33% | 15% | 25% | 8% |
| Contributes to our communities | 41% | -2% | 36% | 5% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Northumbrian Water community Agreement % | +/- difference % Northumbrian Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Northumbrian Water community vs. Total community October 2026 |
| Protects our environment | 22% | -7% | 25% | -3% |
| Gives clear information about their environmental action | 26% | -3% | 27% | -1% |

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

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Essex & Suffolk Water community Agreement % | +/- difference % Essex & Suffolk Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Essex & Suffolk Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 64% | -4% | 51% | 13% |
| Overall value for money | 52% | 7% | 44% | 8% |
| Trust (a great deal/some trust) | 52% | -7% | 46% | 6% |
| General outlook (positive outlook) | 48% | -7% | 40% | 8% |
| Communication (fair/good communication) | 28% | -13% | 37% | -9% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 56% | 24% | 34% | 22% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 36% | 13% | 26% | 10% |
| Improves our rivers | 28% | 1% | 26% | 2% |
| Creates a greener future | 32% | 0% | 28% | 4% |
| Spends community members' money wisely | 32% | 9% | 25% | 7% |
| Contributes to our communities | 48% | 21% | 36% | 12% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Essex & Suffolk Water community Agreement % | +/- difference % Essex & Suffolk Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Essex & Suffolk Water community vs. Total community October 2026 |
| Protects our environment | 28% | 4% | 25% | 3% |
| Gives clear information about their environmental action | 24% | -4% | 27% | -3% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 63% | 52% | 54% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable supplies and few problems lead to satisfaction:** Dependable water and little disruption are central to positive experiences. Good customer service, helpful updates and perceived fair pricing also support satisfaction.

But...

- **Environmental performance and slow progress weaken confidence:** Pollution, sewage discharges and unresolved leaks reduce satisfaction, compounded by perceived slow progress on environmental and infrastructure improvements.
- **Bills, spending priorities and poor communication leads to dissatisfaction:** Rising bills, unclear charging and limited company communication frustrate community members. Concerns about senior pay, how money is spent and meter installation add to dissatisfaction.

## Why have you given this overall satisfaction score?

*"Never had a problem with the service, they keep me informed and are friendly."*

*10/10 satisfaction score*
*Northumbrian Water*

*"I still don't understand why my bills are going up above the rate of inflation."*

*5/10 satisfaction score*
*Northumbrian Water*

*"The service is good and reliable with no disruption to my supply, the price I pay feels fair too."*

*8/10 satisfaction score*
*Essex & Suffolk Water*

*"The senior staff salary increase plus the lack of environmental and infrastructure action plus recent local experience showing how poor their communications are."*

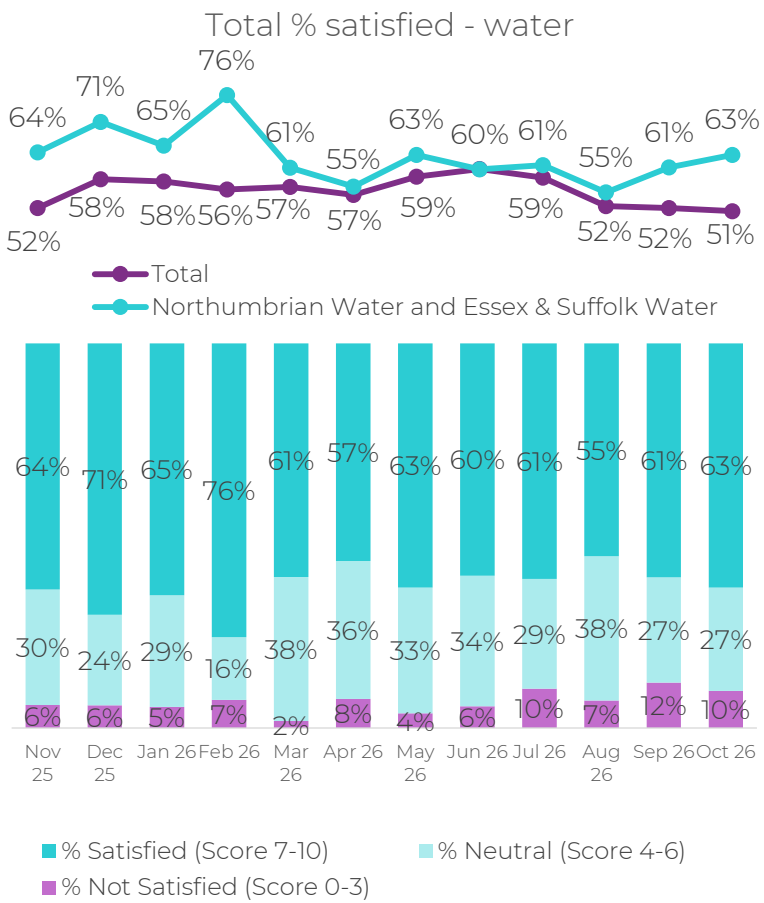
*3/10 satisfaction score*
*Essex & Suffolk Water*

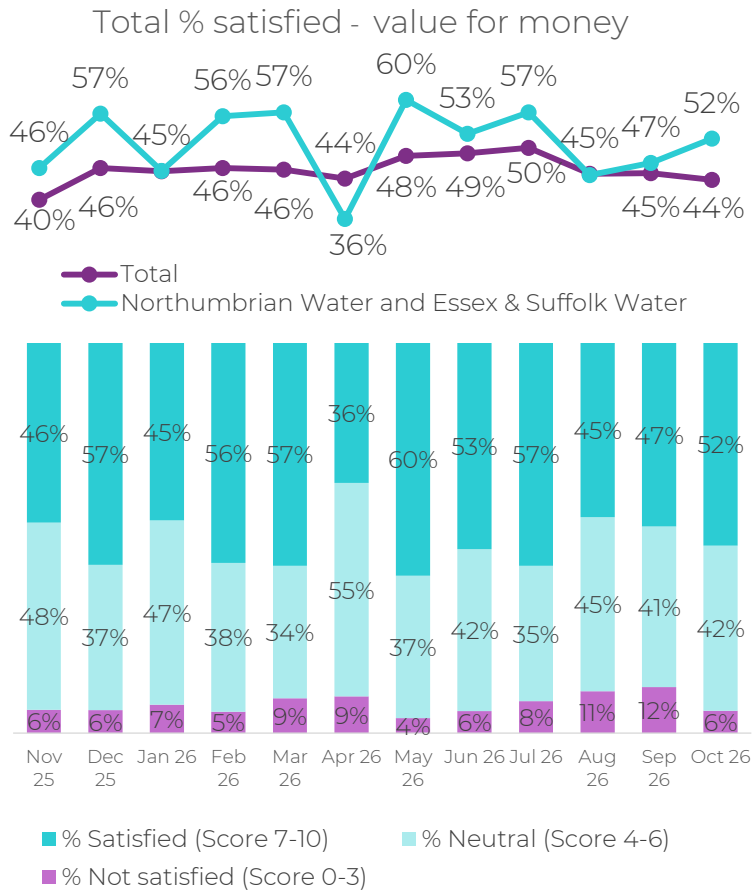
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

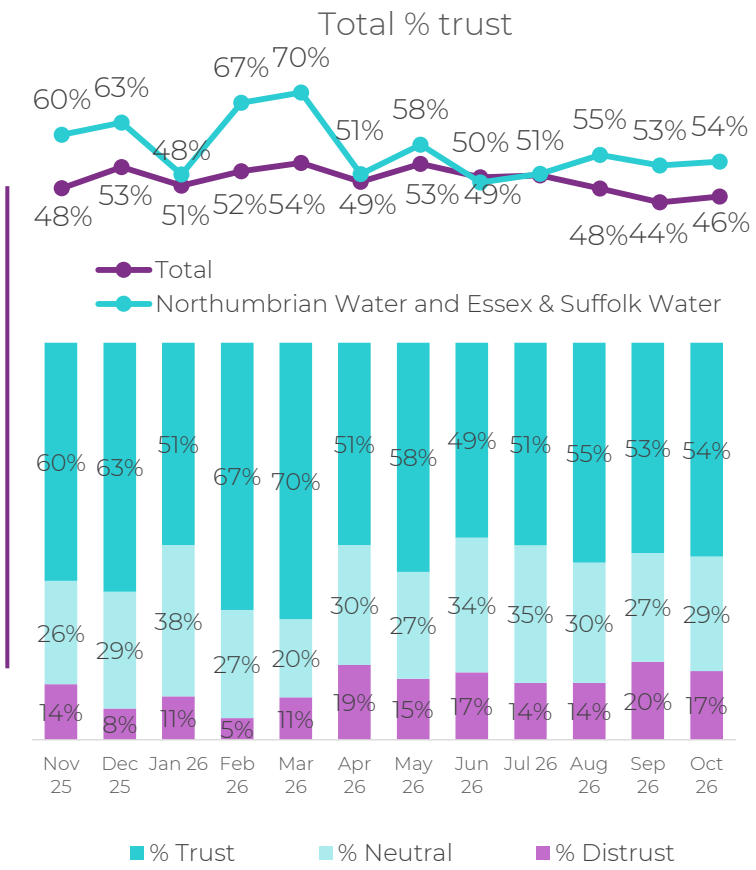
# Northumbrian Water and Essex & Suffolk Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 63% among community members this month. Satisfaction with value for money is at 52%, while trust is at 54%. All metrics remain above total community average.



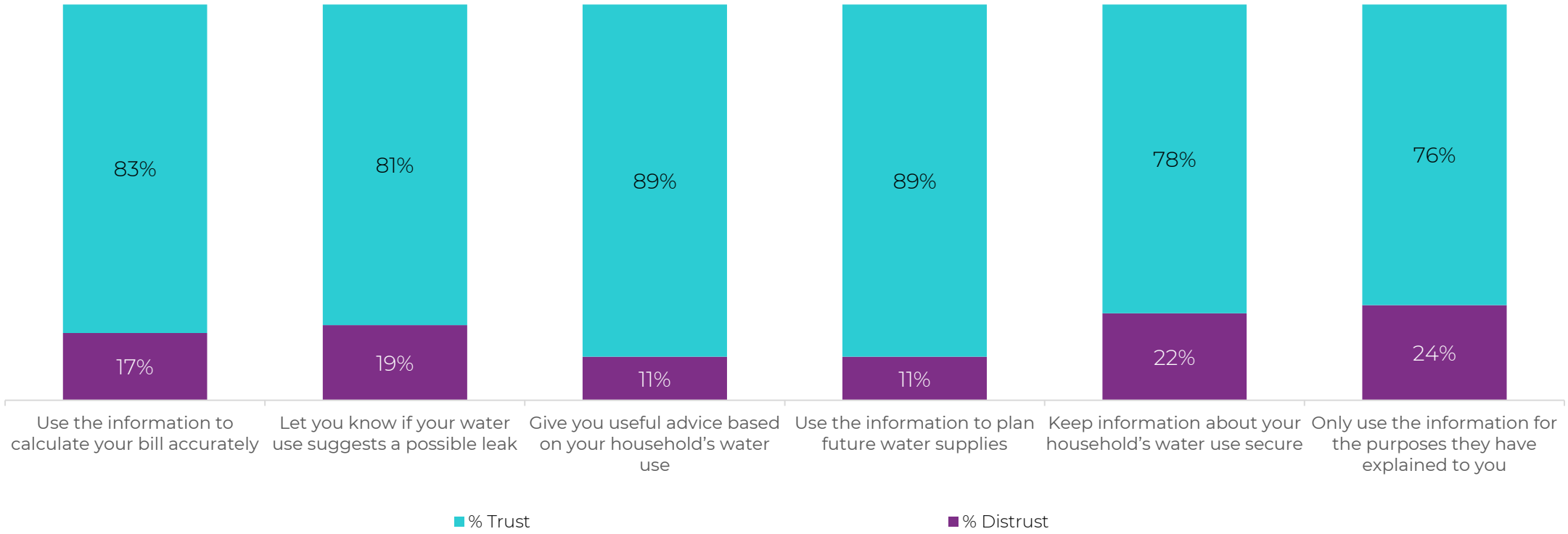
# Northumbrian Water and Essex & Suffolk Water: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Trust is higher than in the overall community across all measures. It is highest for using water usage information to provide advice and plan future supplies (both 89%), and lowest for using information only for the purposes explained (76%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Portsmouth Water

October 2026

Delivered by Taylor McKenzie Research

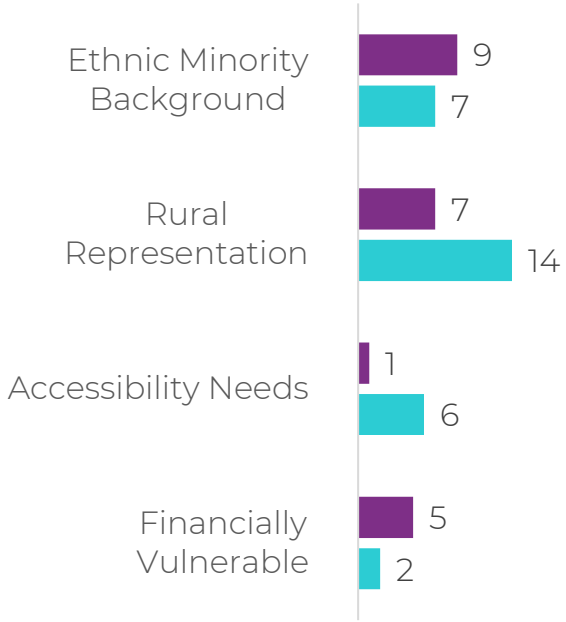
ccw.org.uk

# Portsmouth Water

## Community population

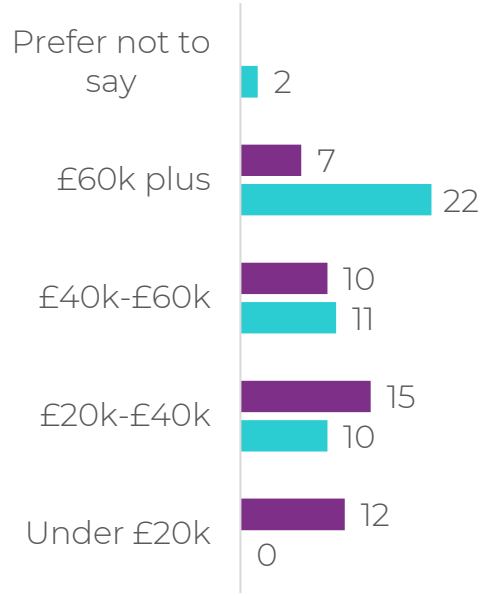
Barometer completes: 45
Spotlight completes: 44
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

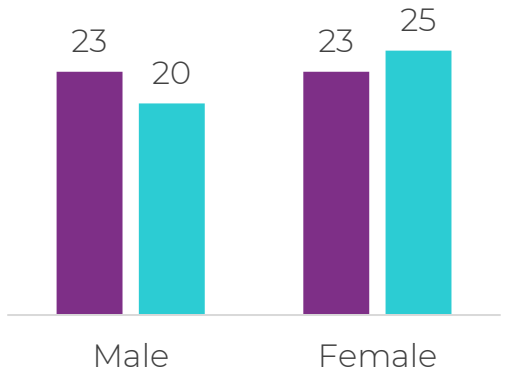



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

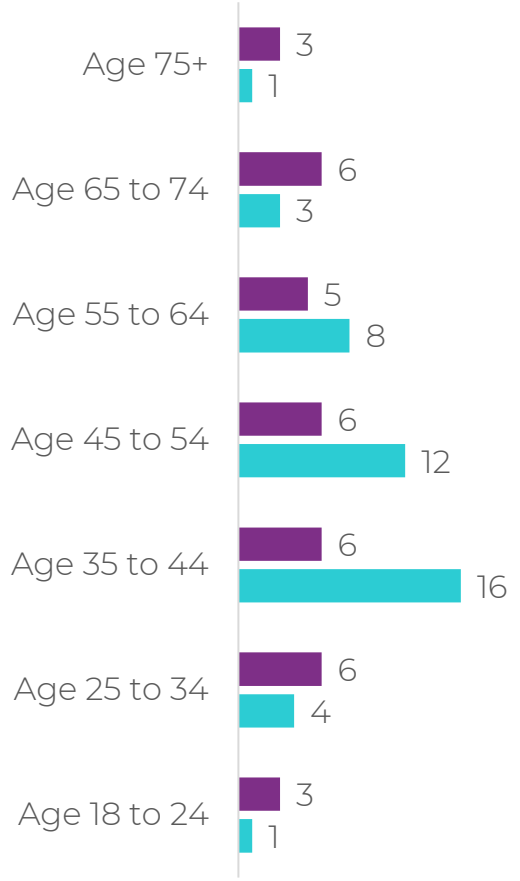
### Household income




### Gender




### Age




**Sample note:** We have met 90% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however we were able to reach some financially vulnerable community members by including those who are on benefits, struggling to pay their bills or on a discounted water tariff. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our £20k-£40k sample, 18-34 years sample and 65+ sample.

current sample  minimum sample

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Portsmouth Water community Agreement % | +/- difference % Portsmouth Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Portsmouth Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 91% | 15% | 51% | 40% |
| Overall value for money | 82% | 6% | 44% | 39% |
| Trust (a great deal/some trust) | 80% | 10% | 46% | 34% |
| General outlook (positive outlook) | 76% | 9% | 40% | 35% |
| Communication (fair/good communication) | 73% | 21% | 37% | 36% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 73% | 20% | 34% | 39% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 67% | 22% | 26% | 41% |
| Improves our rivers | 62% | 20% | 26% | 36% |
| Creates a greener future | 60% | 11% | 28% | 32% |
| Spends community members' money wisely | 64% | 22% | 25% | 39% |
| Contributes to our communities | 71% | 20% | 36% | 35% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Portsmouth Water community Agreement % | +/- difference % Portsmouth Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Portsmouth Water community vs. Total community October 2026 |
| Protects our environment | 64% | 4% | 25% | 39% |
| Gives clear information about their environmental action | 64% | -6% | 27% | 37% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 91% | 82% | 80% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- Almost all measures are substantially higher than the total community average.
- **Clean, dependable water supports satisfaction:** Good water quality and a reliable household supply supports positive experiences. Maintaining supplies through the hot summer without a hosepipe ban was also praised.
- **Value for money and responsive service strengthen satisfaction:** Affordable bills and good service feature frequently in positive feedback. Quick complaint responses, effective problem solving and resolved billing issues provide further reassurance.

## Why have you given this overall satisfaction score?

*"I think they have done well to prevent hose pipe ban & I think overall water is very good vfm."*

*9/10 satisfaction score*

*"Had an issue with my bill and it was dealt with within 5 days.."*

*8/10 satisfaction score*

*"They provide me with running water but don't feel like they do much above that service."*

*6/10 satisfaction score*

*"We recently lost water and had no communication about what was happening, I had to find out via going to their website!"*

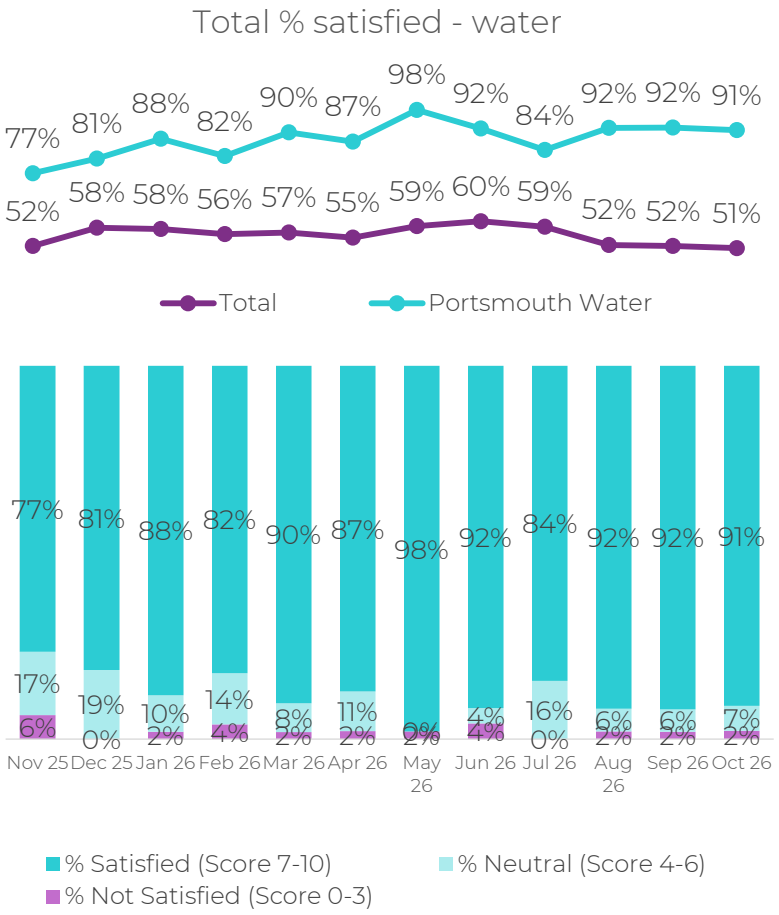
*5/10 satisfaction score*

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

# Portsmouth Water: Barometer findings

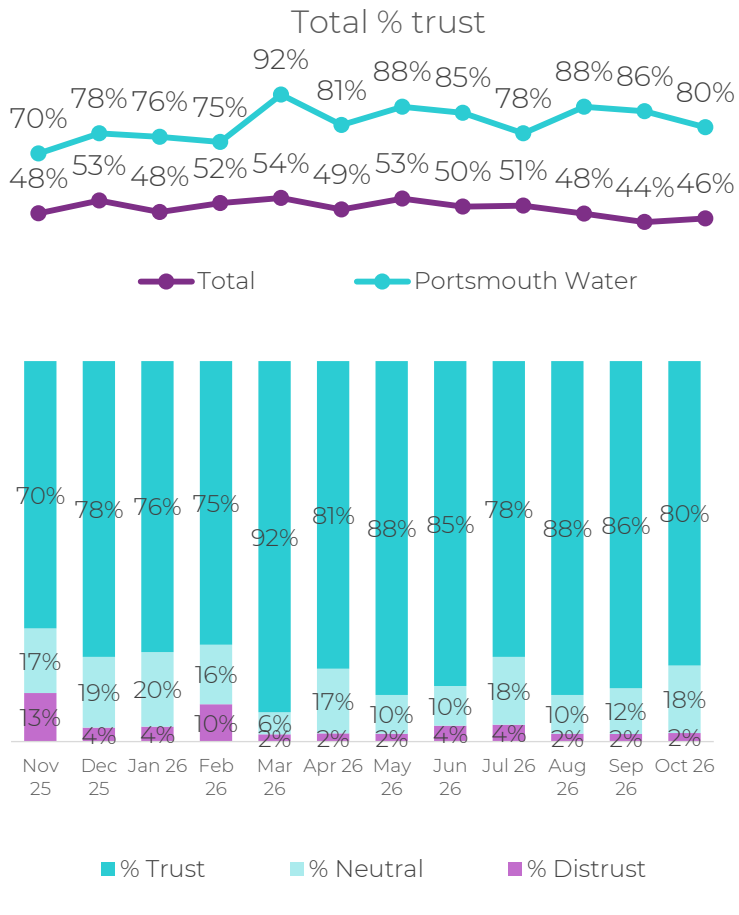
The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 91% this month. Satisfaction with value for money is at 82%. Trust is at 80%. All three metrics continue to be well above the total community averages.









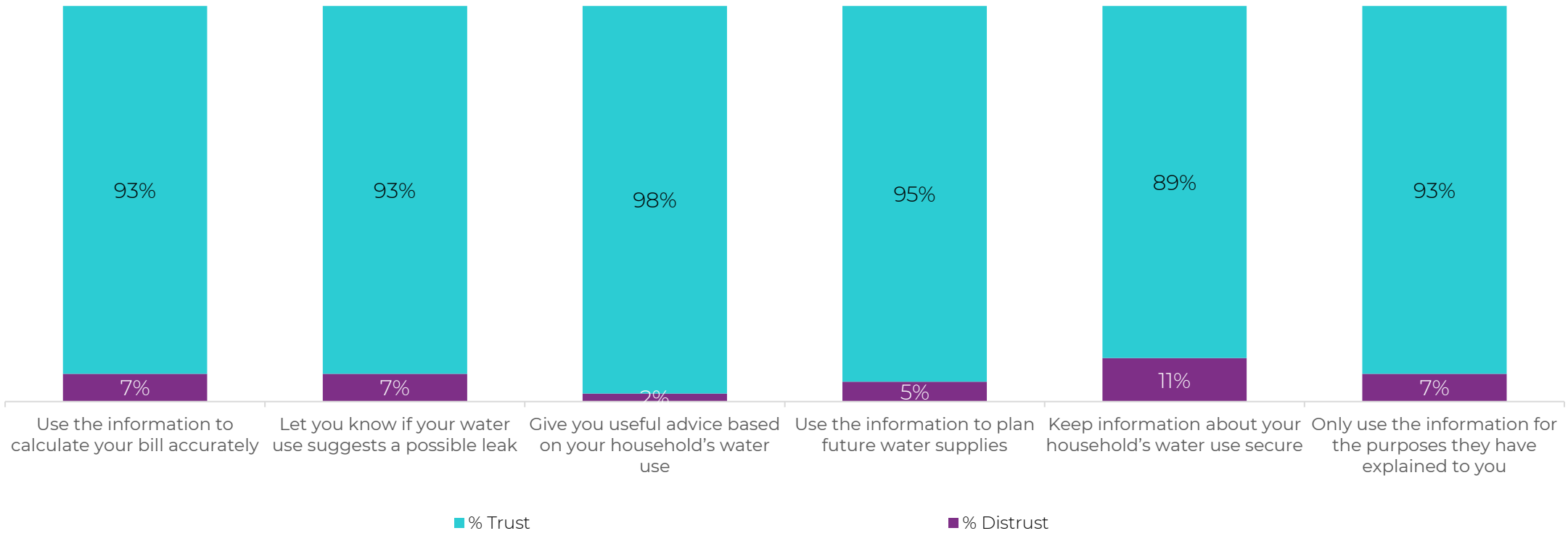
# Portsmouth Water: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Portsmouth Water community members, trust is high across all measures, ranging from 89% for keeping information secure to 98% for providing useful advice based on usage.

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## SES Water

October 2026

Delivered by Taylor McKenzie Research

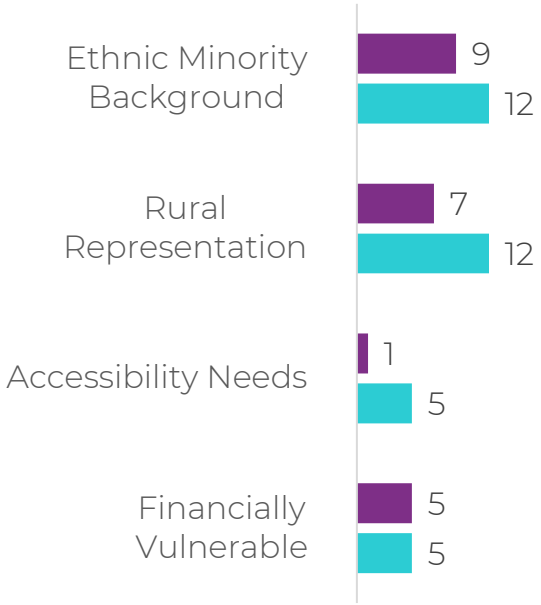
ccw.org.uk

# SES Water

## Community population

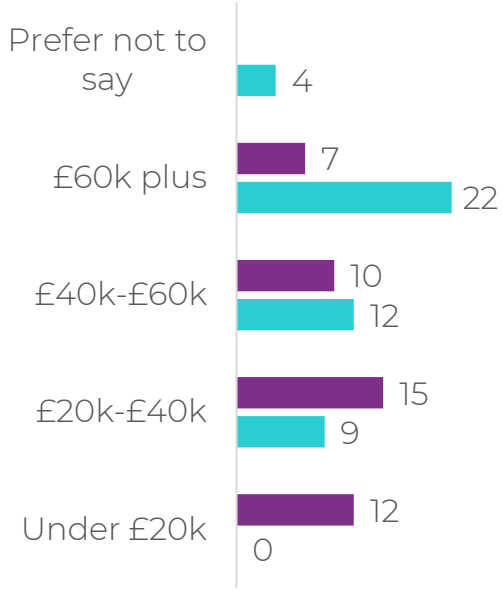
Barometer completes: 47
Spotlight completes: 47
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

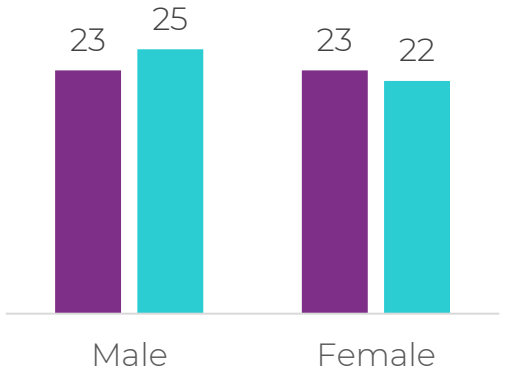



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

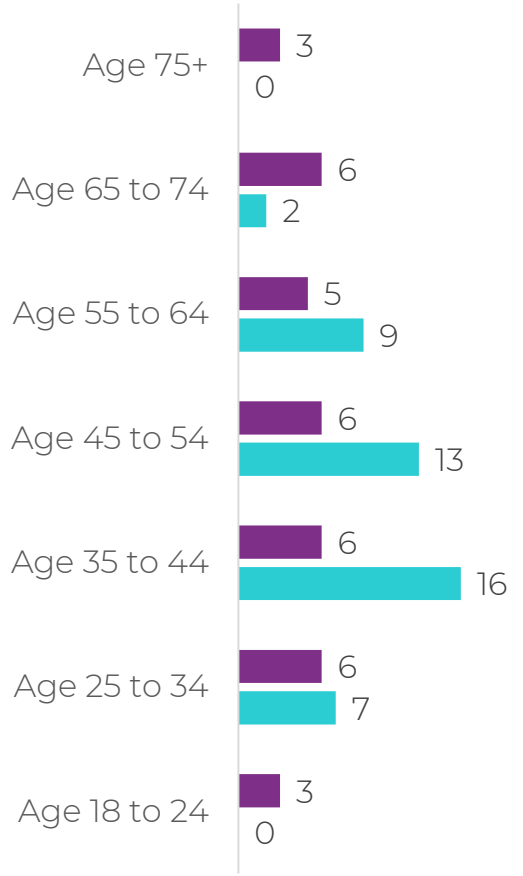
### Household income




### Gender




### Age




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

current sample  minimum sample

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 SES Water community Agreement % | +/- difference % SES Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % SES Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 66% | 7% | 51% | 15% |
| Overall value for money (satisfied, scoring 7-10) | 62% | 14% | 44% | 18% |
| Trust (a great deal/some trust) | 62% | 8% | 46% | 16% |
| General outlook (positive outlook) | 55% | 1% | 40% | 15% |
| Communication (fair/good communication) | 45% | 9% | 37% | 7% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 49% | 16% | 34% | 15% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 43% | 11% | 26% | 17% |
| Improves our rivers | 53% | 29% | 26% | 27% |
| Creates a greener future | 51% | 14% | 28% | 23% |
| Spends community members' money wisely | 51% | 29% | 25% | 26% |
| Contributes to our communities | 49% | 16% | 36% | 13% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 SES Water community Agreement % | +/- difference % SES Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % SES Water community vs. Total community October 2026 |
| Protects our environment | 45% | 7% | 25% | +20% |
| Gives clear information about their environmental action | 47% | 6% | 27% | +20% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 66% | 62% | 62% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable supplies and good water quality increase satisfaction:** Clean, pleasant-tasting water and sufficient supplies through the dry summer support positive experiences. Resolving pressure and water-quality problems also strengthens satisfaction.

But...

- **High bills and supply problems reduce satisfaction:** Expensive charges and unclear value for money feature alongside outages, pressure losses and insufficient explanations or warnings. Some also raise concerns about cloudy or hard water.
- **Criticism of high exec pay and rising bills drives dissatisfaction:** Some criticise high senior exec salaries whilst customer bills rise.

## Why have you given this overall satisfaction score?

*"I had a few issues with water quality last few months and it was fixed in timely manner."*

*10/10 satisfaction score*

*"After the dry summer we had still been able to use enough water for my family."*

*7/10 satisfaction score*

*"There have been several water pressure losses in the last week, with no warnings."*

*4/10 satisfaction score*

*"They provide us water but they pay far too much in salaries and bonuses then increase our bills."*

*3/10 satisfaction score*

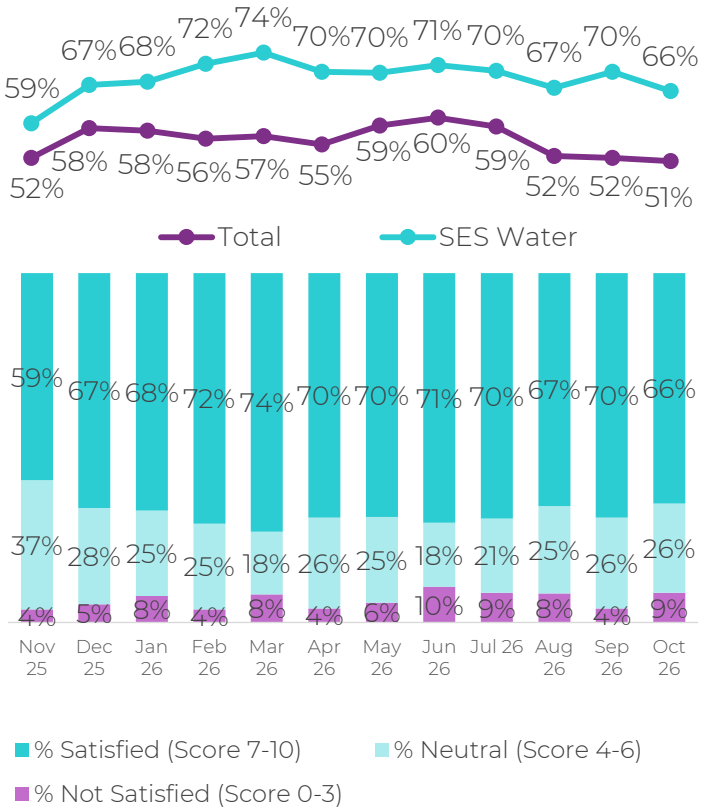
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

# SES Water: Barometer findings

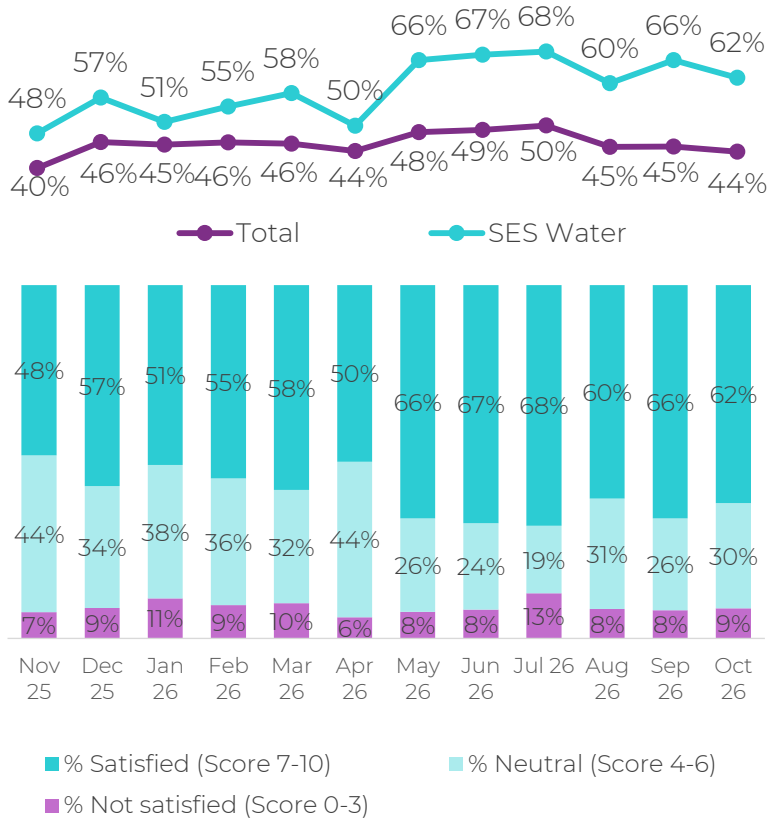
The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 66% this month. Satisfaction with value for money is at 62%, a 14-point increase since November 2025. Trust is at 62%. All metrics remain above the total community average.

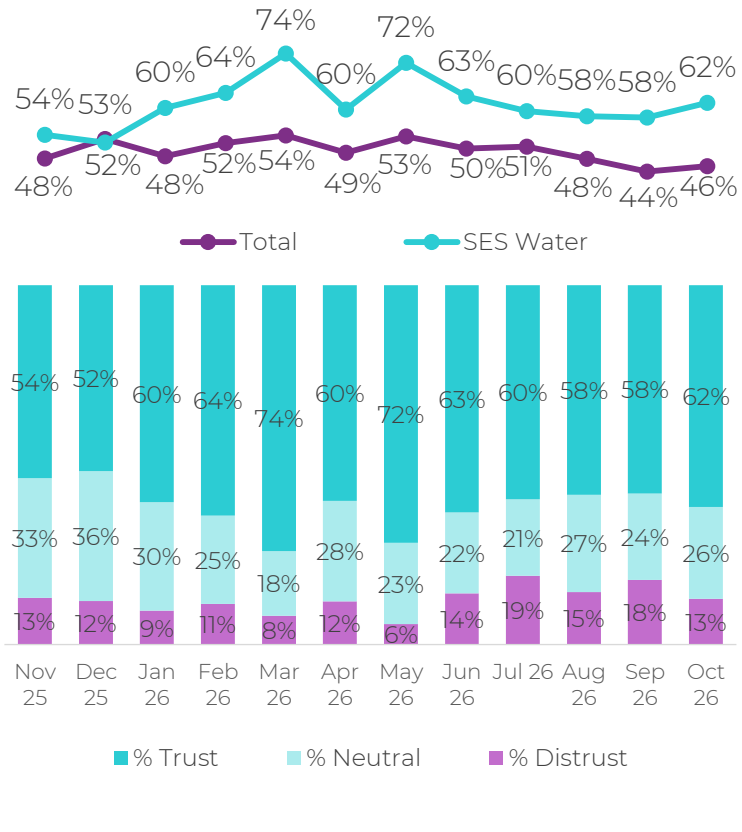
Total % satisfied - water




Total % satisfied – value for money




Total % trust



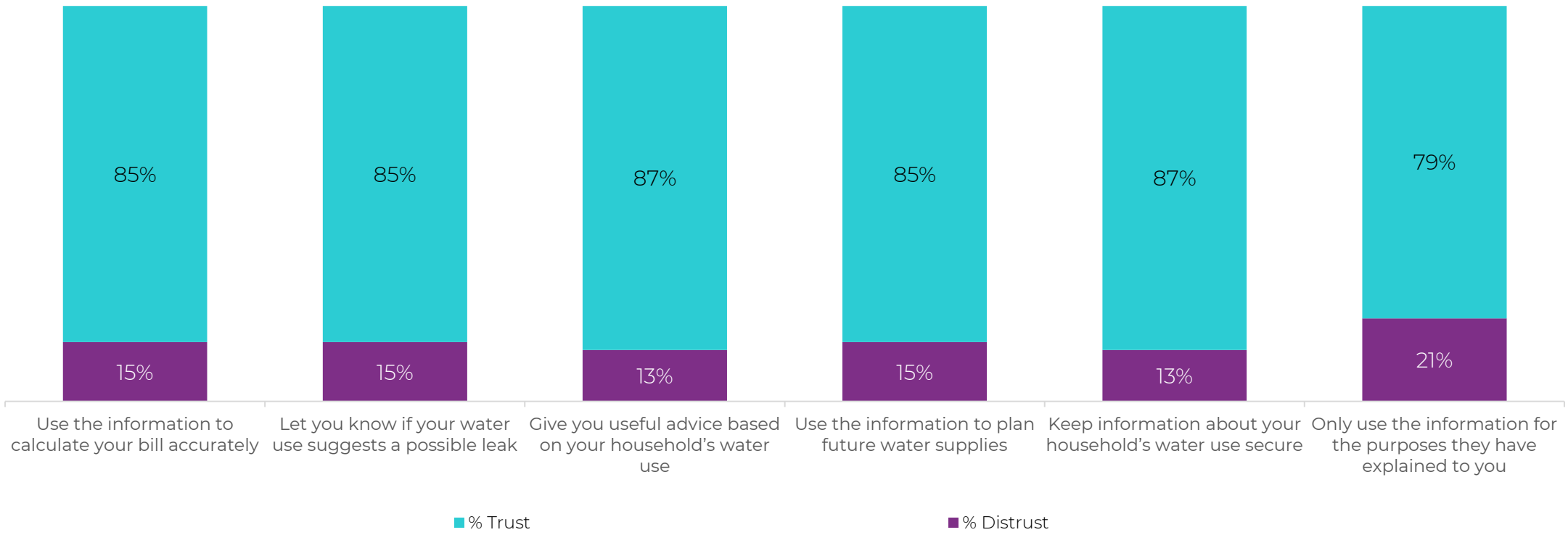
# SES Water: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among SES Water community members, trust is highest for providing useful advice based on usage and keeping information secure (both 87%), and lowest for using information only for the purposes explained (79%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Severn Trent

October 2026

Delivered by Taylor McKenzie Research

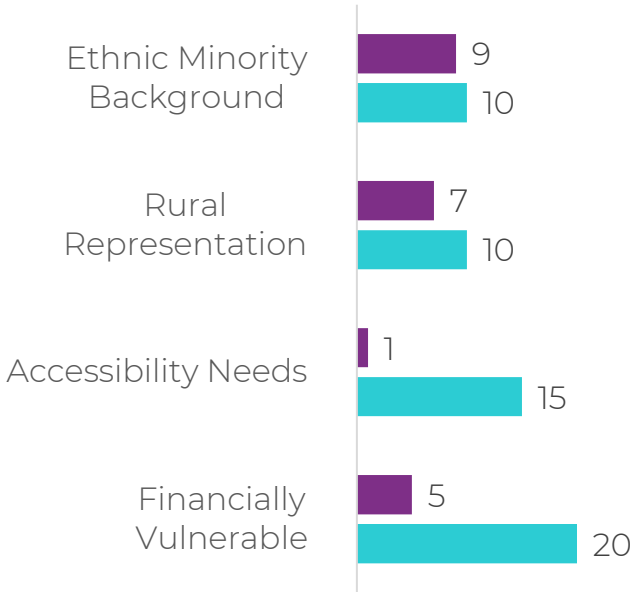
ccw.org.uk

# Severn Trent

## Community population

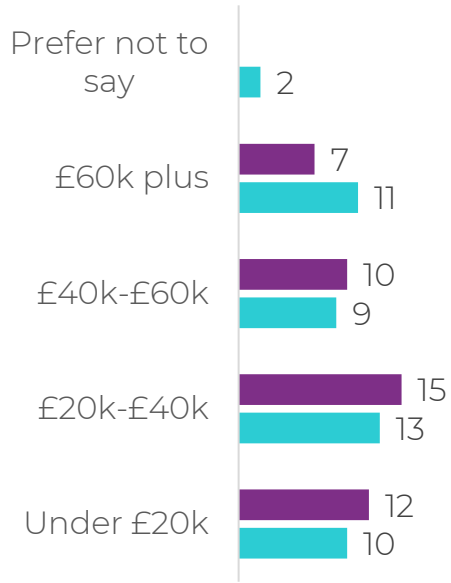
Barometer completes: 45
Spotlight completes: 45
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

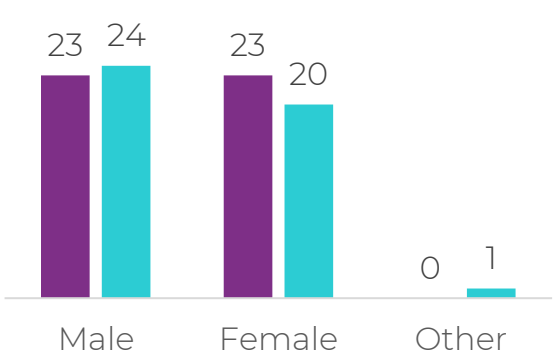



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

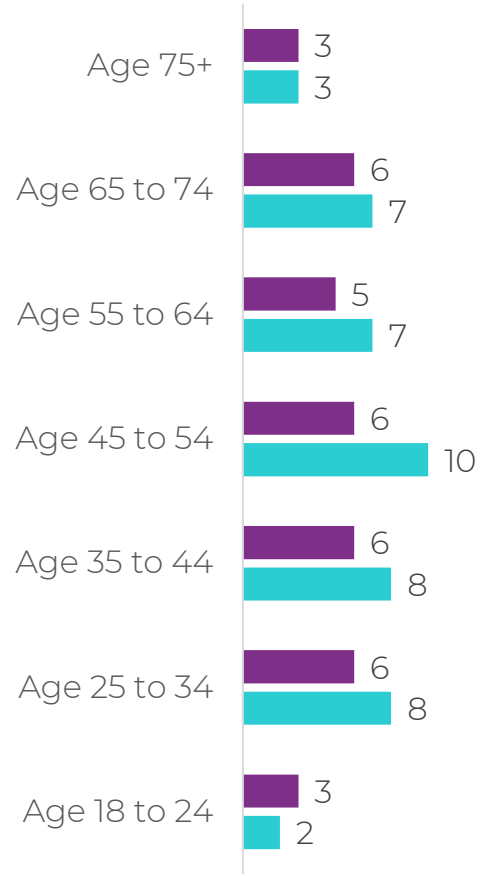
### Household income




### Gender




### Age




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

current sample  minimum sample

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Severn Trent community Agreement % | +/- difference % Severn Trent community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Severn Trent community vs. Total community Oct 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 44% | -3% | 51% | -7% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 60% | 17% | 48% | 12% |
| Overall value for money | 33% | -2% | 44% | -10% |
| Trust (a great deal/some trust) | 42% | -7% | 46% | -4% |
| General outlook (positive outlook) | 31% | -17% | 40% | -9% |
| Communication (fair/good communication) | 24% | -16% | 37% | -13% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 22% | 3% | 34% | -12% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 13% | -4% | 26% | -12% |
| Improves our rivers | 20% | 8% | 26% | -6% |
| Creates a greener future | 27% | -3% | 28% | -2% |
| Spends community members' money wisely | 13% | 0% | 25% | -12% |
| Contributes to our communities | 33% | 20% | 36% | -3% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Severn Trent community Agreement % | +/- difference % Severn Trent community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Severn Trent community vs. Total community October 2026 |
| Protects our environment | 22% | -4% | 25% | -3% |
| Gives clear information about their environmental action | 13% | -11% | 27% | -14% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 44% | 33% | 42% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Good water quality and reliable service increase satisfaction:** A clean, reliable water supply and few household problems support positive experiences. Helpful customer service, leak repairs and bill saving advice also strengthen satisfaction.

But...

- **Environmental concerns reduce satisfaction:** Reports of pollution, sewage spills and general concerns about the health of local rivers weaken confidence.
- **High bills and charging arrangements drive dissatisfaction:** Expensive bills, sharp standing charge increases and direct debits that build up credit cause frustration about how payments are calculated and justified.

## Why have you given this overall satisfaction score?

*"Provides me with clean water as required. Usually good at mending reported leaks. Saved me money by recommending me to switch to a water meter."*

*9/10 satisfaction score*

*"I cannot complain about the water service provided but it is too expensive and as a monopoly I have no choice but to pay."*

*5/10 satisfaction score*

*"When I have contacted customer service generally they were helpful."*

*8/10 satisfaction score*

*"Discussion with the company over rise in direct debit. Not happy that they take extra each month to build up a credit for MY next bill, which is kept in THEIR bank account... I want Direct Debit taken every month for actual usage, not this 6 month estimate system."*

*2/10 satisfaction score*

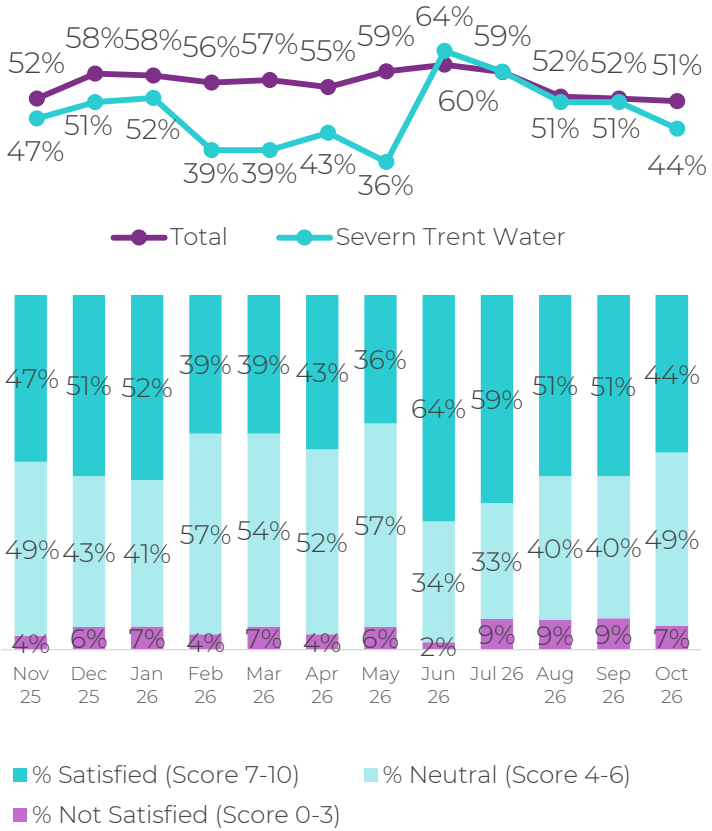
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

# Severn Trent: Barometer findings

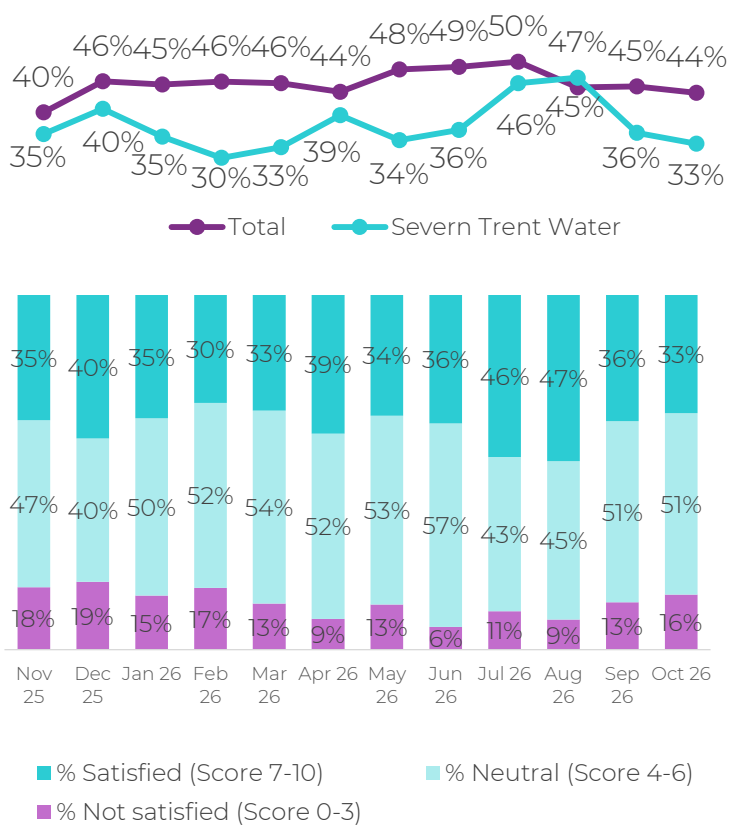
The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 44% this month. Satisfaction with value for money is at 33%, while trust stands at 42%. All metrics are below the total community average.

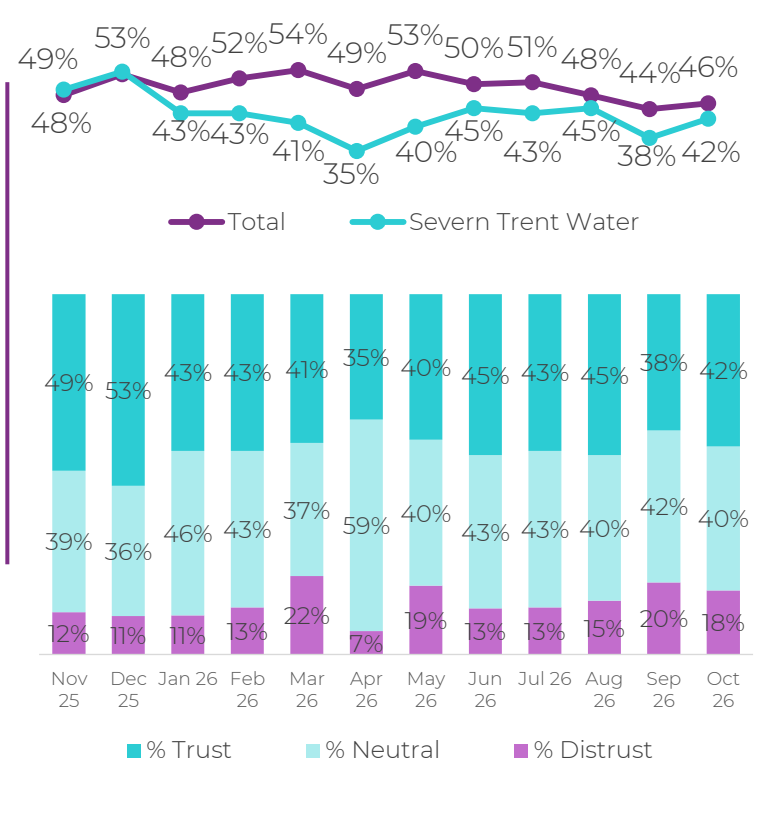
Total % satisfied - water




Total % satisfied - value for money




Total % trust



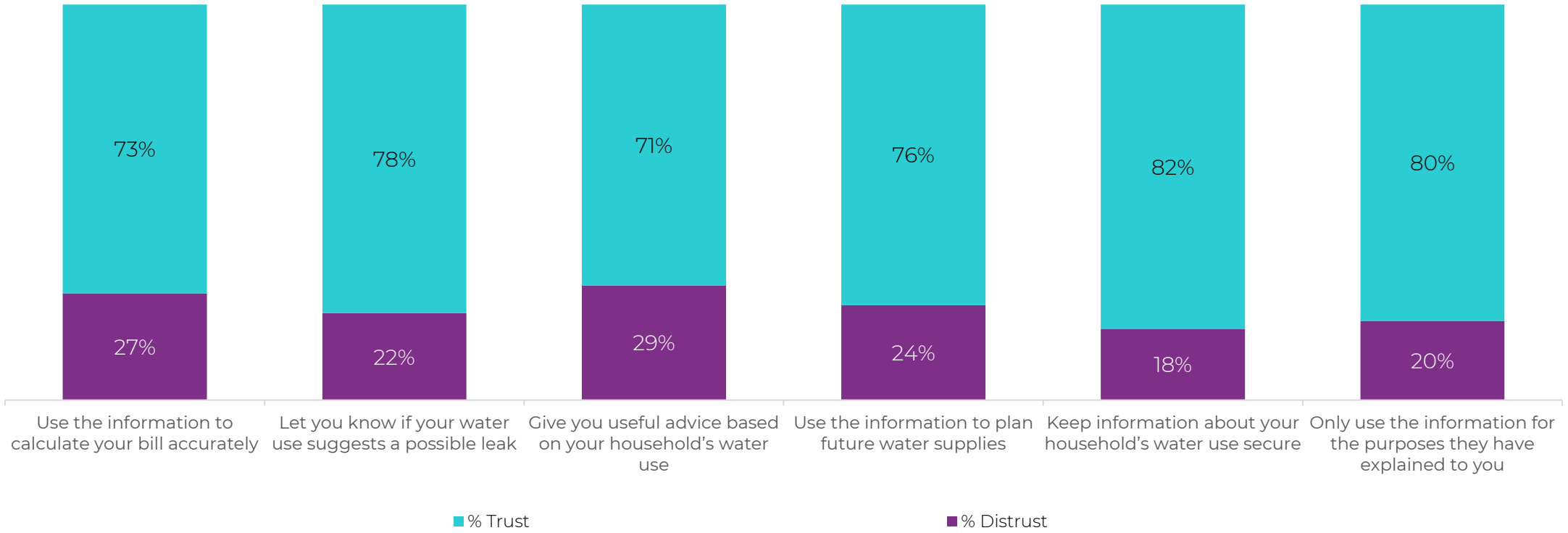
# Severn Trent: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they trusted their water company to use and protect their water usage information. Among Severn Trent community members, trust is highest for keeping this information secure (82%) and lowest for providing useful advice based on usage (71%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## South East Water

October 2026

Delivered by Taylor McKenzie Research

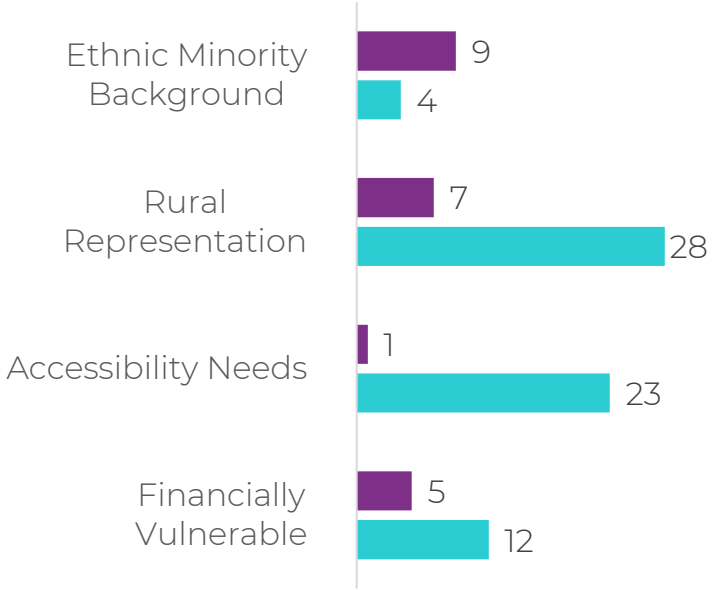
ccw.org.uk

# South East Water

## Community population

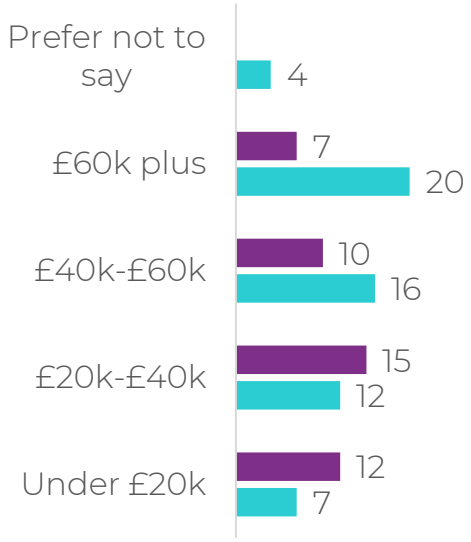
Barometer completes: 59
Spotlight completes: 58
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

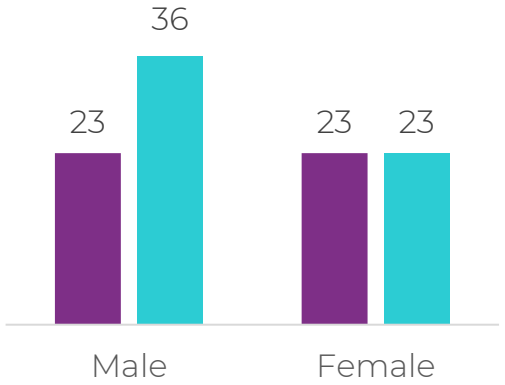



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

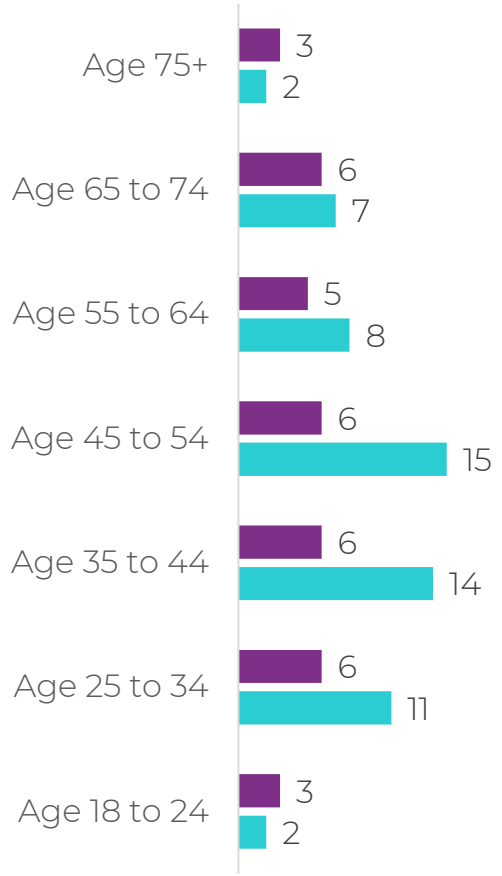
### Household income




### Gender




### Age




**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our female, ethnic minority background, £20k-£40k, 18-24 and 75+ quotas.

current sample  minimum sample

# Barometer dashboard summary

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

south east water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 South East Water community Agreement % | +/- difference % South East Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % South East Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 39% | 5% | 51% | -12% |
| Overall value for money (satisfied, scoring 7-10) | 34% | 4% | 44% | -10% |
| Trust (a great deal/some trust) | 20% | -19% | 46% | -26% |
| General outlook (positive outlook) | 25% | -14% | 40% | -15% |
| Communication (fair/good communication) | 42% | 8% | 37% | 5% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 20% | -1% | 34% | -14% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 8% | -8% | 26% | -17% |
| Improves our rivers | 19% | -3% | 26% | -7% |
| Creates a greener future | 19% | -3% | 28% | -10% |
| Spends community members' money wisely | 20% | -3% | 25% | -5% |
| Contributes to our communities | 31% | 6% | 36% | -6% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 South East Water community Agreement % | +/- difference % South East Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % South East Water community vs. Total community October 2026 |
| Protects our environment | 29% | 13% | 25% | 4% |
| Gives clear information about their environmental action | 34% | 5% | 27% | 7% |

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

# Barometer: executive summary

Overview of key findings

south east water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 39% | 34% | 20% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable supply and signs of improvement lead to satisfaction:** Few household problems and sufficient water through the summer support positive experiences. Some also recognise improvements in service delivery and communication, pursuant to the action plan.

But...

- **Past failures continue to weaken trust:** Previous outages and reports of supply problems affecting neighbouring customers weaken confidence. Ongoing restrictions and concerns about future resilience hold back stronger scores.
- **Recurring supply problems and leakage drive dissatisfaction:** Outages, low water pressure and continued leaks undermine confidence in promised improvements. Prolonged hosepipe restrictions reinforce concerns about inadequate planning, while high costs and billing accuracy add to frustration.

## Why have you given this overall satisfaction score?

*"There has been a lot of improvement in the water service delivery and the action plan being delivered."*

*8/10 satisfaction score*

*"During this summers drought there was a huge leak at the end of my road. It took over a week past reporting for it to be fixed."*

*4/10 satisfaction score*

*"Service held up ok during summer months."*

*7/10 satisfaction score*

*"There continue to be leaks and shortages but they talk about investment and improvement."*

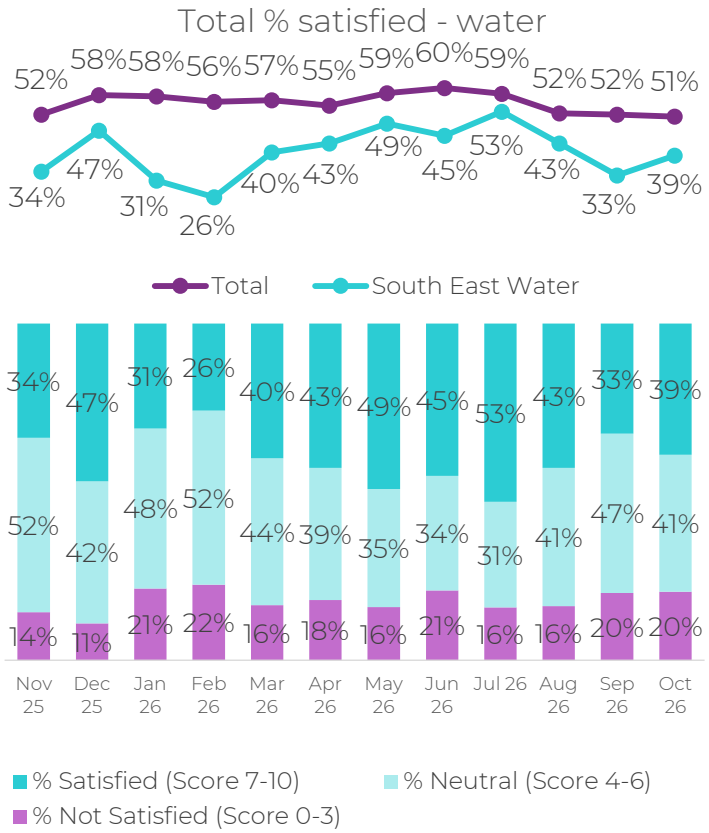
*3/10 satisfaction score*

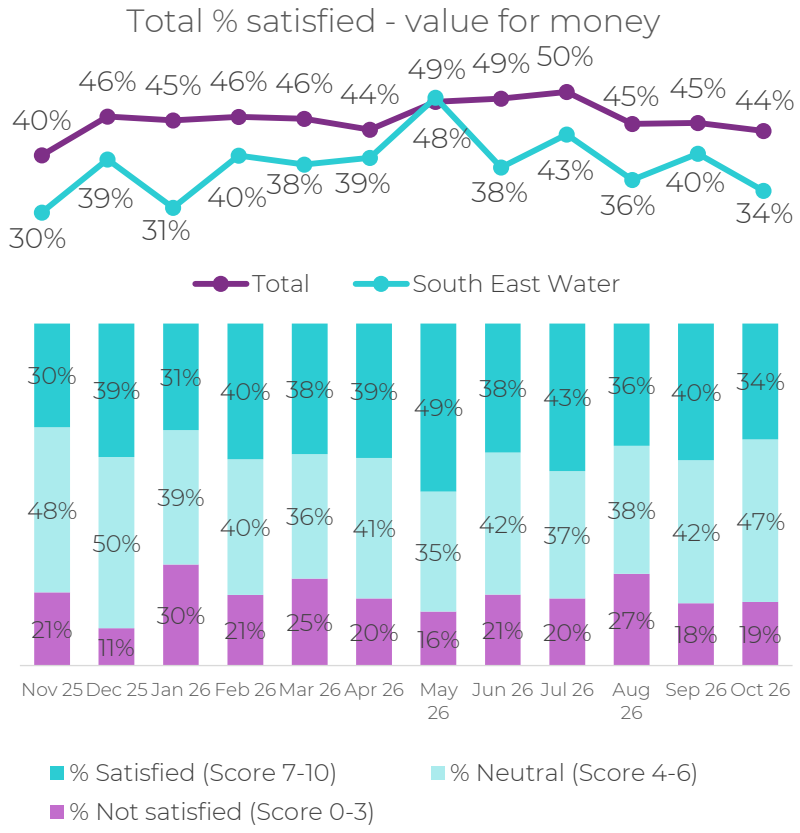
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

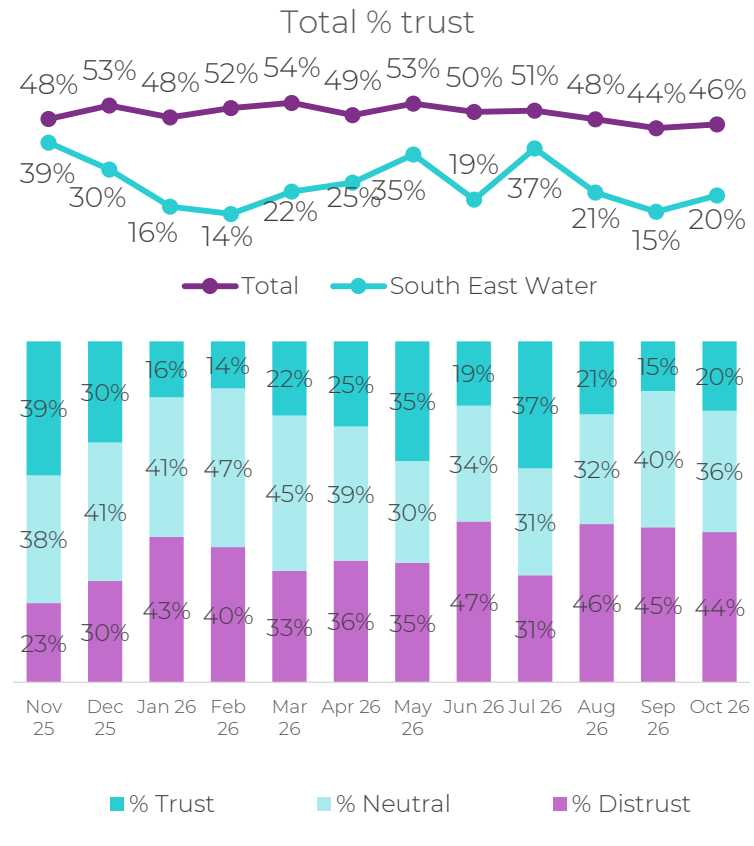
# South East Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 39% this month. Satisfaction with value for money is at 34%. Trust is at 20%, a 19-point decrease since November 2025. All metrics continue to be below the community total average.



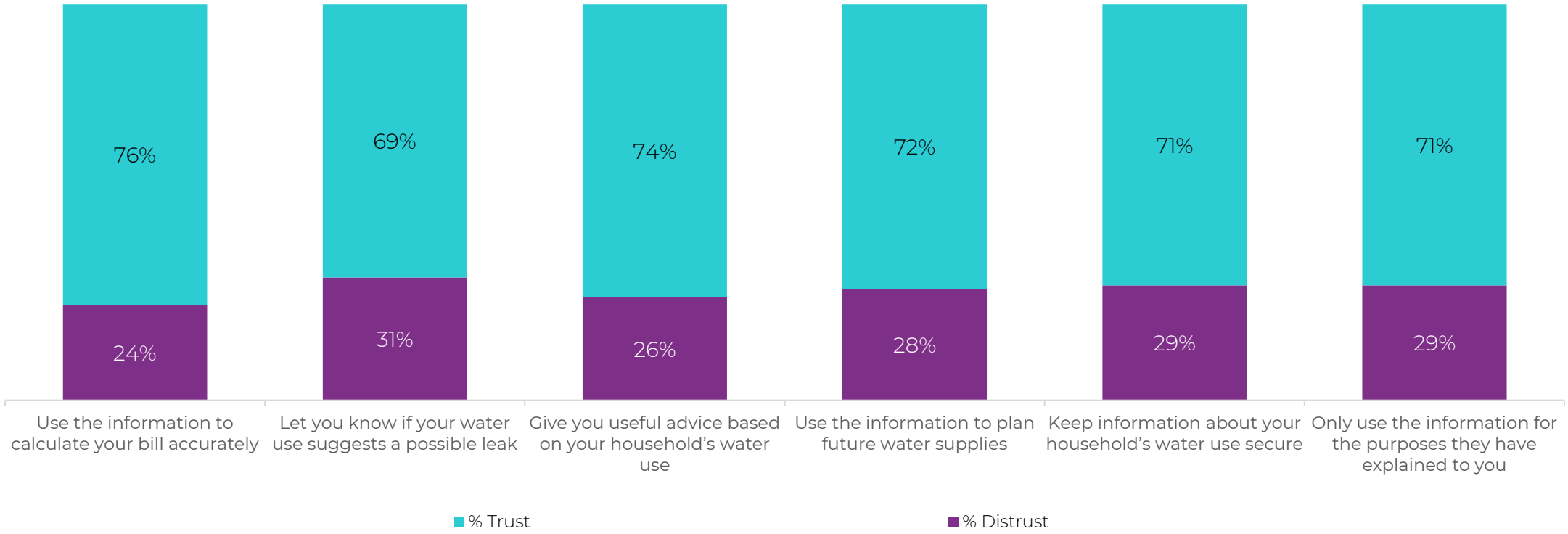
# South East Water: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among South East Water community members, trust is highest for using this information to calculate bills accurately (76%) and lowest for alerting customers to possible leaks (69%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## South Staffs Water and Cambridge Water

October 2026

Delivered by Taylor McKenzie Research

ccw.org.uk

# South Staffs Water and Cambridge Water

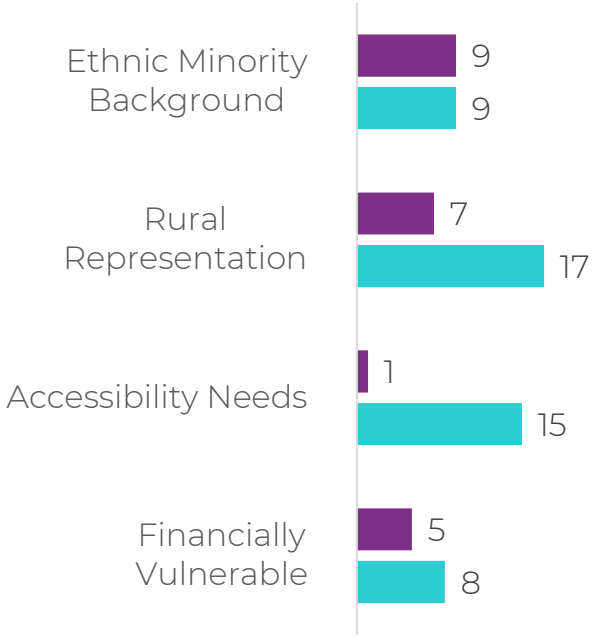
## Community population

South Staffs Water Cambridge Water

CCW The voice for water consumers Llais defnyddwyr dŵr

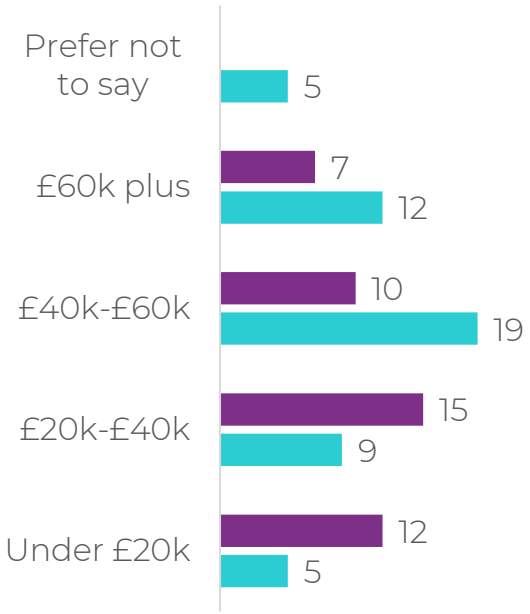
Barometer completes: 50 (South Staffs Water: 30; Cambridge Water: 20)
Spotlight completes: 49
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

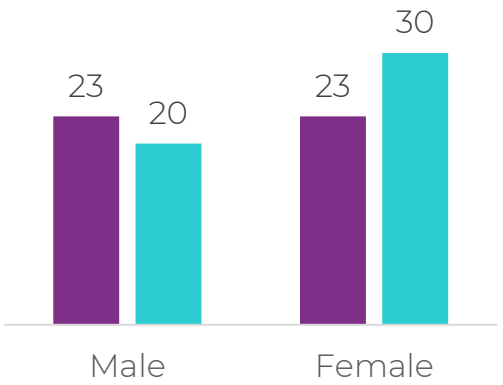



Note: Inclusivity indicators are derived from multiple profile questions and are presented independently; therefore results do not sum to 100%.

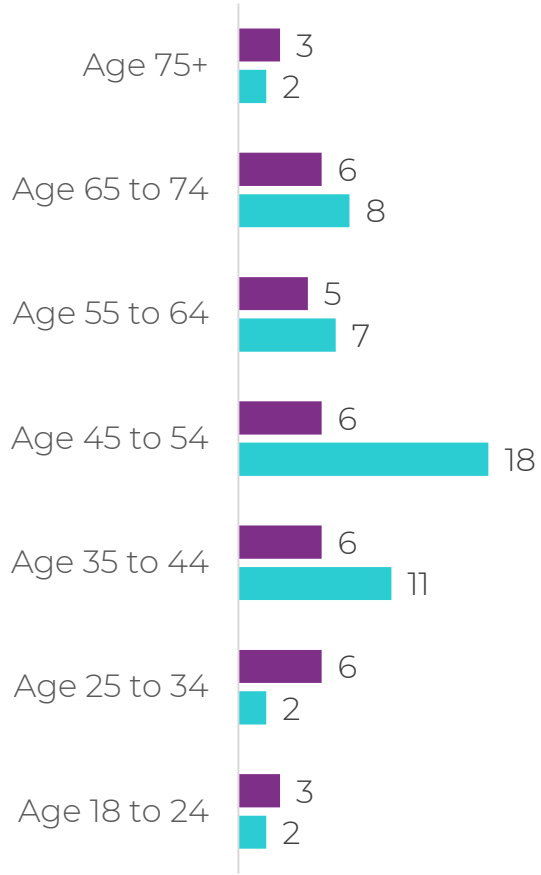
### Household income




### Gender




### Age




**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members has been met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our male, £20k-£40k, 18-34 and 75+ sample.

current sample minimum sample

# Barometer dashboard summary

South Staffs Water Cambridge Water CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 South Staffs & Cambridge Water community Agreement % | +/- difference % South Staffs & Cambridge Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % South Staffs & Cambridge Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 58% | -6% | 51% | 7% |
| Overall value for money (satisfied, scoring 7-10) | 38% | -7% | 44% | -6% |
| Trust (a great deal/some trust) | 58% | 6% | 46% | 12% |
| General outlook (positive outlook) | 50% | 2% | 40% | 10% |
| Communication (fair/good communication) | 48% | 30% | 37% | 11% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 44% | 23% | 34% | 10% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 30% | 21% | 26% | 4% |
| Improves our rivers | 30% | 18% | 26% | 4% |
| Creates a greener future | 28% | 8% | 28% | 0% |
| Spends community members' money wisely | 16% | 7% | 25% | -9% |
| Contributes to our communities | 36% | 18% | 36% | 0% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 South Staffs & Cambridge Water community Agreement % | +/- difference % South Staffs & Cambridge Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % South Staffs & Cambridge Water vs. Total community October 2026 |
| Protects our environment | 22% | -7% | 25% | -3% |
| Gives clear information about their environmental action | 36% | 12% | 27% | 9% |

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

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

# Barometer dashboard summary

South Staffs Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 South Staffs Water community Agreement % | +/- difference % South Staffs Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % South Staffs Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 60% | -4% | 51% | 9% |
| Overall value for money | 37% | -9% | 44% | -7% |
| Trust (a great deal/some trust) | 53% | -1% | 46% | 7% |
| General outlook (positive outlook) | 53% | -6% | 40% | 13% |
| Communication (fair/good communication) | 50% | 37% | 37% | 13% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 50% | 20% | 34% | 16% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 33% | 24% | 26% | 8% |
| Improves our rivers | 43% | 28% | 26% | 17% |
| Creates a greener future | 43% | 19% | 28% | 15% |
| Spends community members' money wisely | 27% | 21% | 25% | 1% |
| Contributes to our communities | 53% | 35% | 36% | 17% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 South Staffs Water community Agreement % | +/- difference % South Staffs Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % South Staffs Water vs. Total community October 2026 |
| Protects our environment | 30% | -7% | 25% | 5% |
| Gives clear information about their environmental action | 47% | 24% | 27% | 20% |

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

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

# Barometer dashboard summary

Cambridge Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Cambridge Water community Agreement % | +/- difference % Cambridge Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Cambridge Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 55% | -10% | 51% | 4% |
| Overall value for money | 40% | -3% | 44% | -4% |
| Trust (a great deal/some trust) | 65% | 17% | 46% | 19% |
| General outlook (positive outlook) | 45% | 12% | 40% | 5% |
| Communication (fair/good communication) | 45% | 20% | 37% | 8% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 35% | 26% | 34% | 1% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 25% | 16% | 26% | -1% |
| Improves our rivers | 10% | 1% | 26% | -16% |
| Creates a greener future | 5% | -8% | 28% | -23% |
| Spends community members' money wisely | 0% | -13% | 25% | -25% |
| Contributes to our communities | 10% | -7% | 36% | -26% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Cambridge Water community Agreement % | +/- difference % Cambridge Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Cambridge Water vs. Total community October 2026 |
| Protects our environment | 10% | -8% | 25% | -15% |
| Gives clear information about their environmental action | 20% | -4% | 27% | -7% |

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

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

# Barometer: executive summary

Overview of key findings

South Staffs Water Cambridge Water

CCW The voice for water consumers Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 58% | 38% | 58% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable supplies and helpful service drive satisfaction:** Members express satisfaction over minimal supply problems and helpful staff, who provide prompt responses to issues and clear communication about service changes.

But...

- **Unclear bills and limited communication hold back stronger scores:** Rising payments without clear explanations leave questions about charges and usage. Limited company contact and weak communication about hosepipe restrictions add to frustration.
- **Rising charges and perceived inadequate investment drive dissatisfaction:** Bill increases and charges based on estimated water use rather than actual meter readings undermine confidence in billing. For some, continued hosepipe restrictions are seen as a sign of poor company planning and underinvestment.

## Why have you given this overall satisfaction score?

*"They are reasonable price wise and easy to communicate with."*

*10/10 satisfaction score South Staffs Water*

*"Bills - prices increasing, no explanation as to why."*

*5/10 satisfaction score South Staffs Water*

*"Provide a decent reliable service, however communication over the latest hosepipe ban has been incredibly poor."*

*6/10 satisfaction score Cambridge Water*

*"After the wet winter we still have a hosepipe ban! This is down to a lack of foresight and investment over many years."*

*3/10 satisfaction score Cambridge Water*

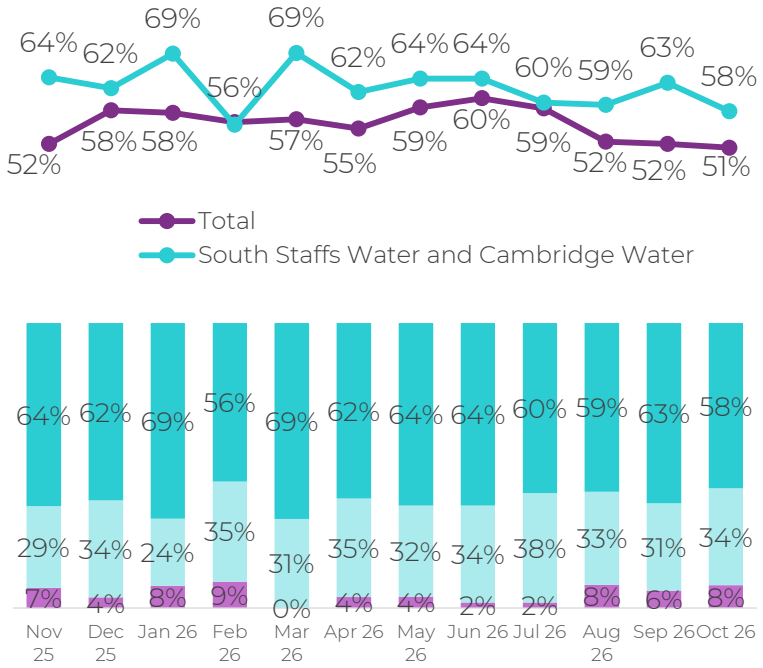
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

# South Staffs Water and Cambridge Water: Barometer findings

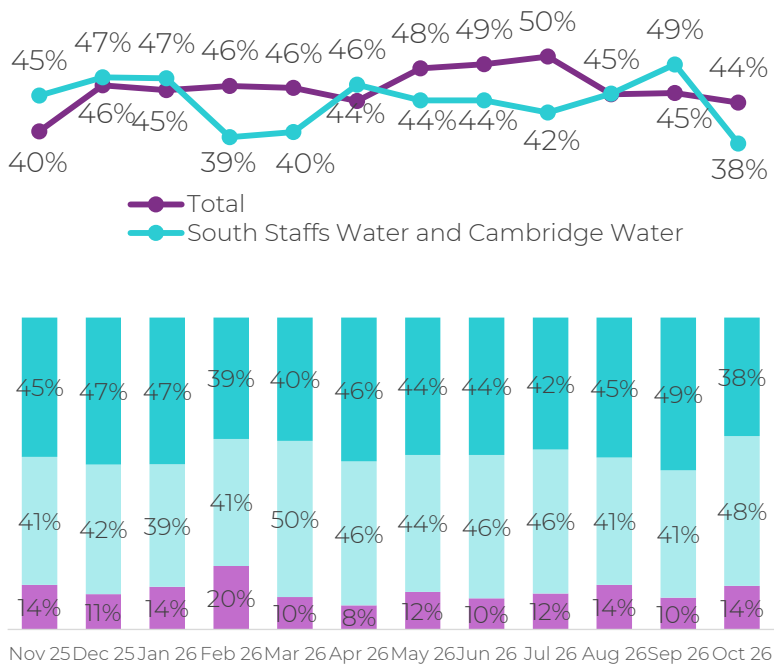
The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 58% this month. Value for money satisfaction is at 38%, South Staffs Water and Cambridge Water's lowest recorded level since reporting began and an 11-point drop from last month. Trust is at 58%.

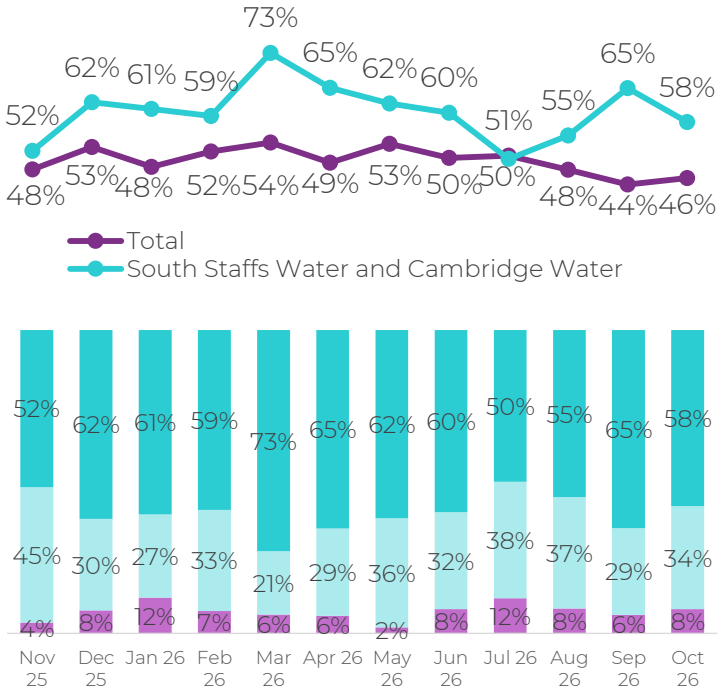
Total % satisfied - water




Total % satisfied - value for money




Total % trust




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

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

% Trust % Neutral % Distrust

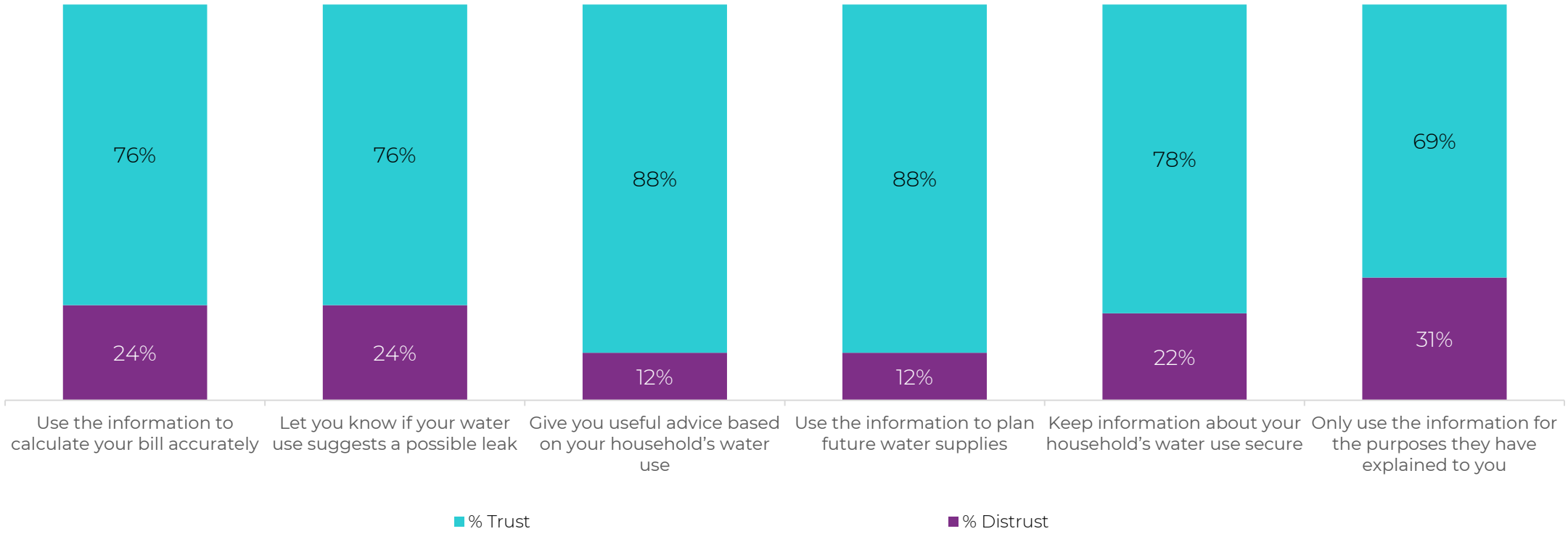
# South Staffs Water and Cambridge Water: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among South Staffs Water and Cambridge Water community members, trust is highest for providing useful advice based on usage and planning future water supplies (both 88%), and lowest for using information only for the purposes explained (69%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## South West Water including Bristol Water and Bournemouth Water

October 2026

Delivered by Taylor McKenzie Research

ccw.org.uk

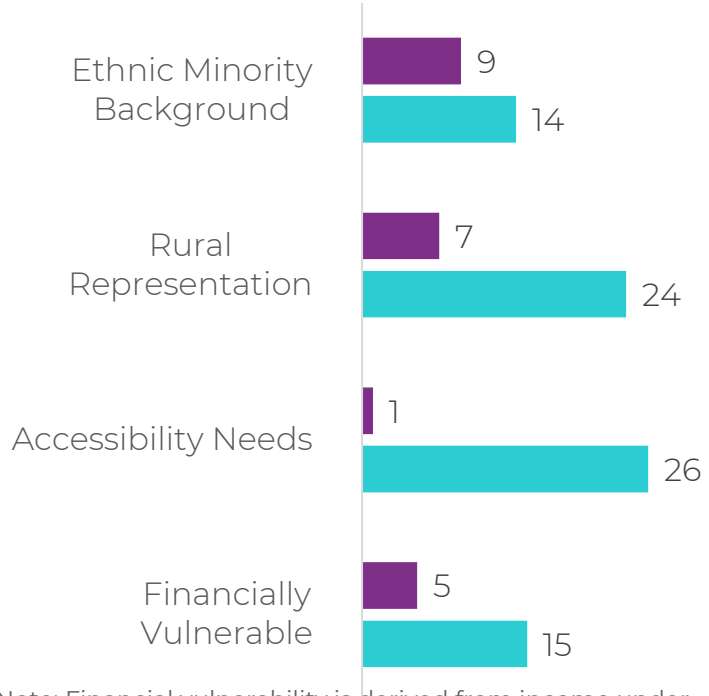
# South West Water including Bristol Water and Bournemouth Water

## Community population

The voice for water consumers
Llais defnyddwyr dŵr

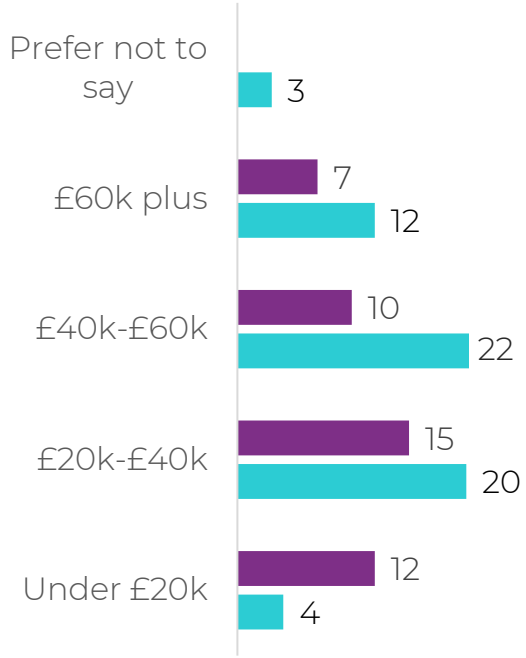
Barometer completes: 62 (South West Water: 31; Bristol Water and Bournemouth Water: 31)
Spotlight completes: 63
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

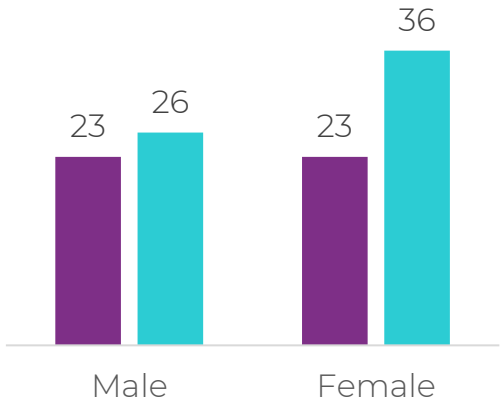



Note: Financial vulnerability is derived from income under £20k, receipt of any benefit and/or in receipt of a discounted water bill.

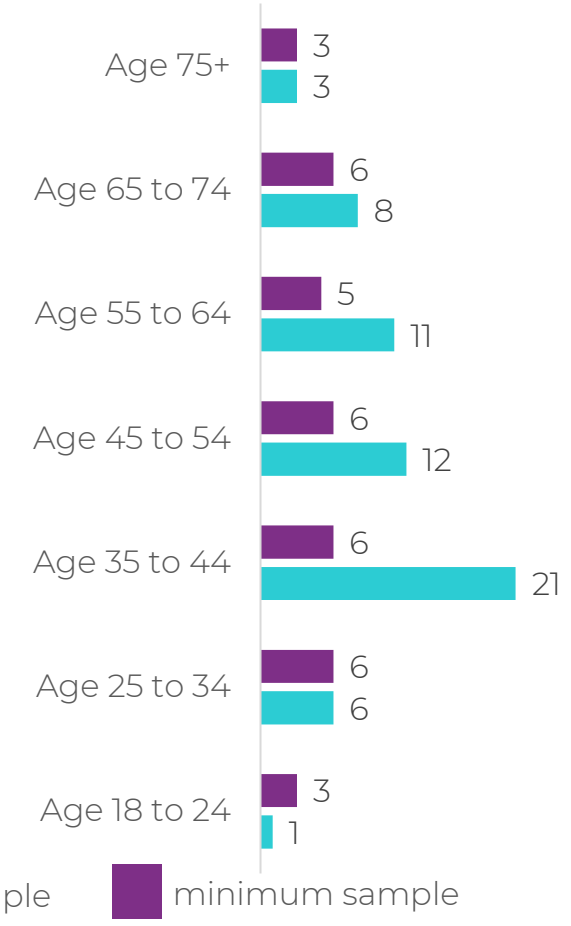
### Household income




### Gender




### Age




**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are working to boost our 18-24-year-old sample.

# Barometer dashboard summary

South West Water · Bournemouth Water · Isles of Scilly Water · Bristol Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 South West Water including Bristol Water and Bournemouth Water community Agreement % | +/- difference % South West Water including Bristol Water and Bournemouth Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % South West Water including Bristol Water and Bournemouth Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 37% | -12% | 51% | -14% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) *South West Water only* | 23% | -12% | 48% | -25% |
| Overall value for money | 24% | -9% | 44% | -19% |
| Trust (a great deal/some trust) | 39% | -2% | 46% | -7% |
| General outlook (positive outlook) | 29% | -6% | 40% | -11% |
| Communication (fair/good communication) | 26% | -3% | 37% | -12% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 18% | -6% | 34% | -16% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 21% | 5% | 26% | -5% |
| Improves our rivers | 8% | -6% | 26% | -18% |
| Creates a greener future | 8% | -12% | 28% | -20% |
| Spends community members' money wisely | 10% | -8% | 25% | -16% |
| Contributes to our communities | 13% | -17% | 36% | -23% |
| Additional topics added to the Barometer in July 2026 | | | | |
| **Topic** | **October 2026 South West Water including Bristol Water and Bournemouth Water community Agreement %** | **+/- difference % South West Water including Bristol Water and Bournemouth Water community Jul vs. Oct** | **October 2026 Total community Agreement %** | **+/- difference % South West Water including Bristol Water and Bournemouth Water vs. Total community October 2026** |
| Protects our environment | 10% | -3% | 25% | -15% |
| Gives clear information about their environmental action | 13% | -5% | 27% | -14% |

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

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

# Barometer dashboard summary

South West Water
Isles of Scilly Water
CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 South West Water community Agreement % | +/- difference % South West Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % South West Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 16% | -24% | 51% | -35% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 23% | -12% | 48% | -25% |
| Overall value for money | 10% | -10% | 44% | -34% |
| Trust (a great deal/some trust) | 10% | -4% | 46% | -36% |
| General outlook (positive outlook) | 6% | -14% | 40% | -34% |
| Communication (fair/good communication) | 16% | -4% | 37% | -21% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 6% | -14% | 34% | -28% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 6% | 0% | 26% | -19% |
| Improves our rivers | 3% | -3% | 26% | -23% |
| Creates a greener future | 3% | -17% | 28% | -25% |
| Spends community members' money wisely | 6% | 6% | 25% | -19% |
| Contributes to our communities | 6% | -20% | 36% | -30% |
| Additional topics added to the Barometer in July 2026 | | | | |
| **Topic** | **October 2026 South West Water community Agreement %** | **+/- difference % South West Water community Jul vs. Oct** | **October 2026 Total community Agreement %** | **+/- difference % South West Water vs. Total community October 2026** |
| Protects our environment | 3% | -1% | 25% | -22% |
| Gives clear information about their environmental action | 6% | -7% | 27% | -21% |

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

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

# Barometer dashboard summary

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Bristol Water and Bournemouth Water community Agreement % | +/- difference % Bristol Water and Bournemouth Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Bristol Water and Bournemouth Water community vs. Total community Oct 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 58% | 5% | 51% | 7% |
| Overall value for money | 39% | 0% | 44% | -5% |
| Trust (a great deal/some trust) | 68% | 15% | 46% | 22% |
| General outlook (positive outlook) | 52% | 11% | 40% | 12% |
| Communication (fair/good communication) | 35% | 3% | 37% | -2% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 29% | 4% | 34% | -5% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 35% | 16% | 26% | 10% |
| Improves our rivers | 13% | -4% | 26% | -13% |
| Creates a greener future | 13% | -7% | 28% | -15% |
| Spends community members' money wisely | 13% | -12% | 25% | -13% |
| Contributes to our communities | 19% | -11% | 36% | -17% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Bristol Water and Bournemouth Water community Agreement % | +/- difference % Bristol Water and Bournemouth Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Bristol Water and Bournemouth Water vs. Total community October 2026 |
| Protects our environment | 16% | -3% | 25% | -9% |
| Gives clear information about their environmental action | 19% | -2% | 27% | -8% |

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

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

# Barometer: executive summary

Overview of key findings

South West Water | Isles of Scilly Water | CCW The voice for water consumers Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 16% | 10% | 10% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **A problem-free supply supports satisfaction:** Positive comments focus on a reliable, issue-free household water supply.

But...

- **High costs and limited transparency hold back stronger scores:** Expensive bills and doubts about value for money lower satisfaction. Pollution fines and unclear reporting of company progress further weaken confidence.
- **Pollution and perceived inadequate investment drive dissatisfaction:** Repeated sewage pollution damages trust and confidence in bathing waters. Persistent leaks, slow repairs and hosepipe restrictions reinforce concerns about poor planning.

## Why have you given this overall satisfaction score?

*"I personally have no issues with them, but the issues are within the wider community."*

*7/10 satisfaction score*

*"Waste continues to get dumped into local waterways constantly and leaks take months to repair."*

*4/10 satisfaction score*

*"The water company isn't transparent on its actions and outcomes."*

*6/10 satisfaction score*

*"I am unhappy with the sheer amount of waste pollution entering our beaches. The onus for water conservation during droughts seems to be placed on customers rather than SWW fixing its own leaks and investing in more water storage.*

*2/10 satisfaction score*

*All quotes come from South West Water community members.*

**Accountability call-out:** Current key metrics have triggered an ad-hoc Accountability Session. However, as an accountability session has just been held, no additional ad-hoc session will be arranged at this time.

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 58% | 39% | 68% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable supplies and good water quality raise satisfaction:** Clean water, few interruptions and an absence of personal problems support positive experiences.

But...

- **High costs and unclear spending weaken confidence:** Members are frustrated over expensive bills and want greater clarity about where company money is spent.
- **Rising bills and perceived poor value for money drive dissatisfaction:** High charges and sharp payment increases dominate negative accounts. Unresolved leaks, inadequate customer service and a perceived lack of progress against major targets add to frustration.

## Why have you given this overall satisfaction score?

*"There are times when my neighbours and myself had water pressure problems. Although it is sorted fairly swiftly, I feel, it shouldn't happen at all in this day and age."*

*8/10 satisfaction score*
*Bournemouth Water*

*"We want to see some more clarity to where our money is being sent and to keep our costs low."*

*6/10 satisfaction score*
*Bristol Water*

*"Clean water consistently provided."*

*7/10 satisfaction score*
*Bristol Water*

*"Sky high bills, inadequate customer service, not fixing leaks."*

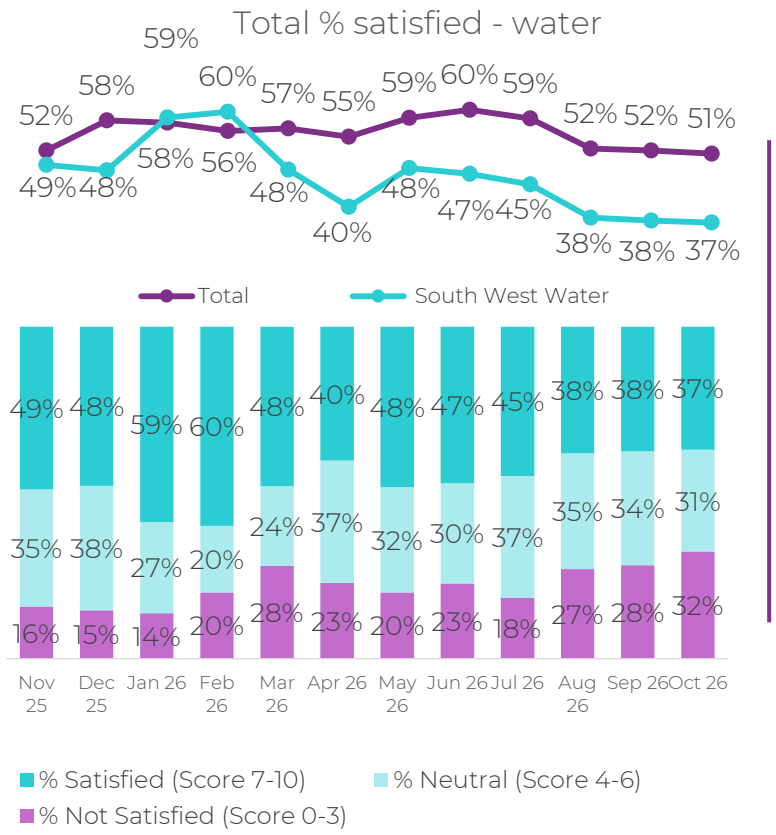
*0/10 satisfaction score*
*Bristol Water*

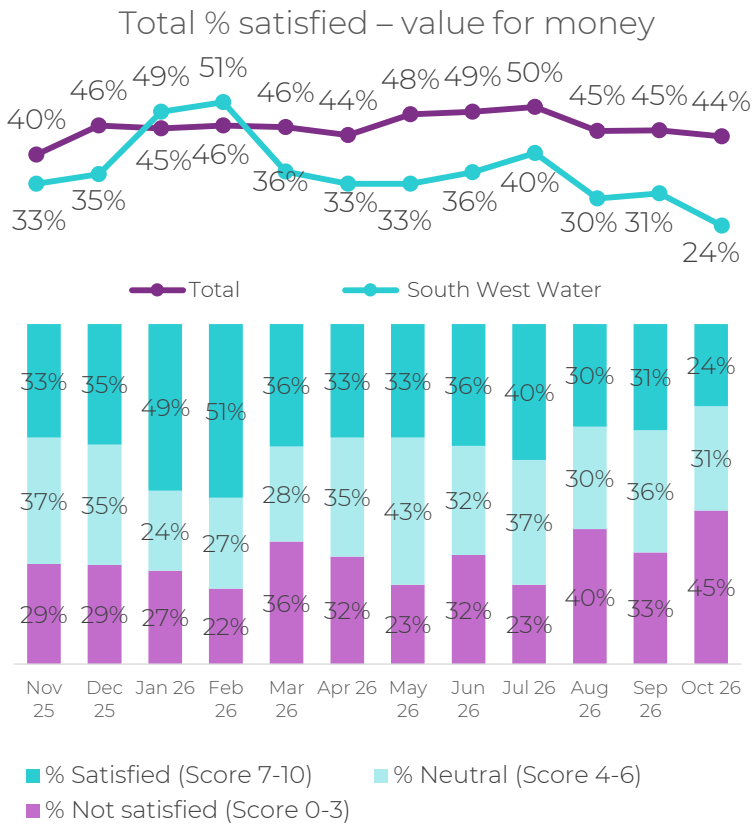
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

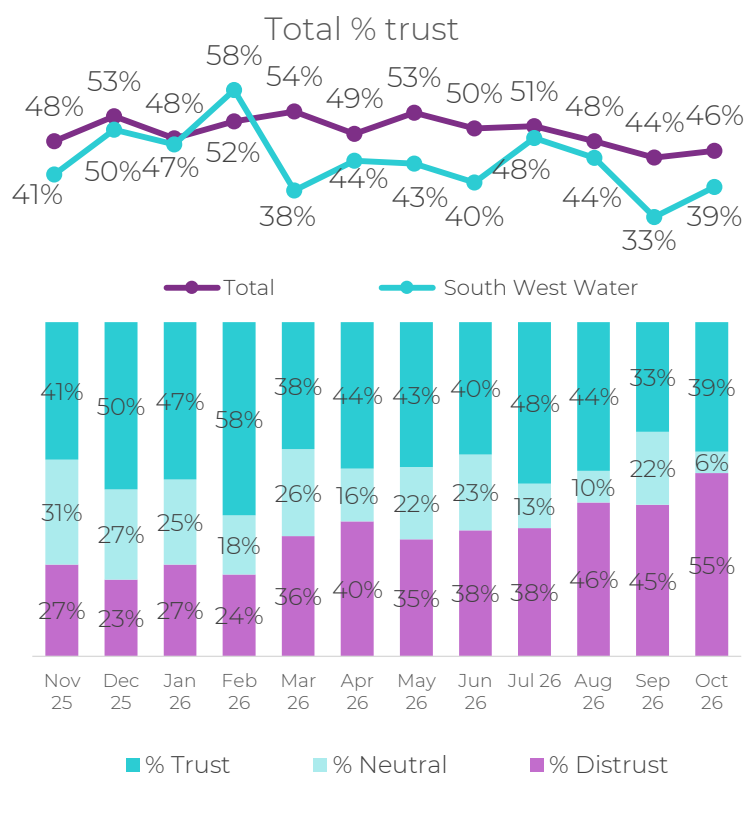
# South West Water including Bristol Water and Bournemouth Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 37% this month, the lowest level since reporting began. Satisfaction with value for money is also at its lowest recorded level at 24%. Trust is at 39%.



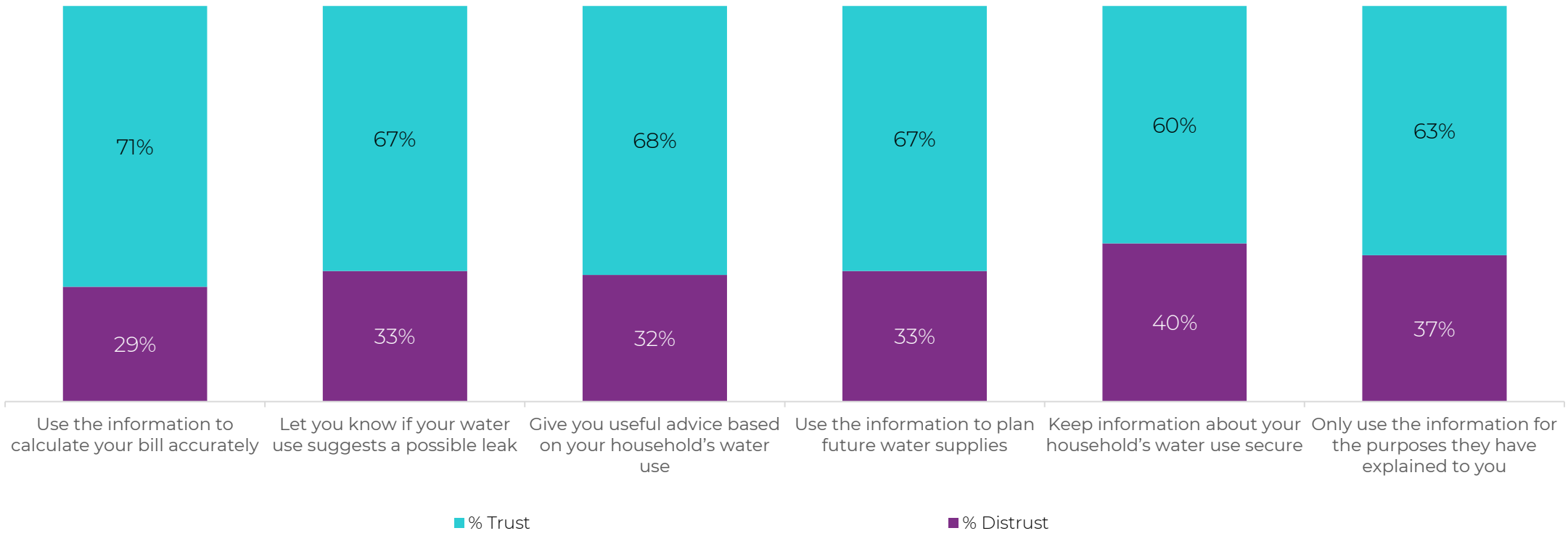
# South West Water including Bristol Water and Bournemouth Water: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

- Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. For South West Water, including Bristol Water and Bournemouth Water, trust is highest for using this information to calculate bills accurately (71%) and lowest for keeping it secure (60%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Southern Water

October 2026

Delivered by Taylor McKenzie Research

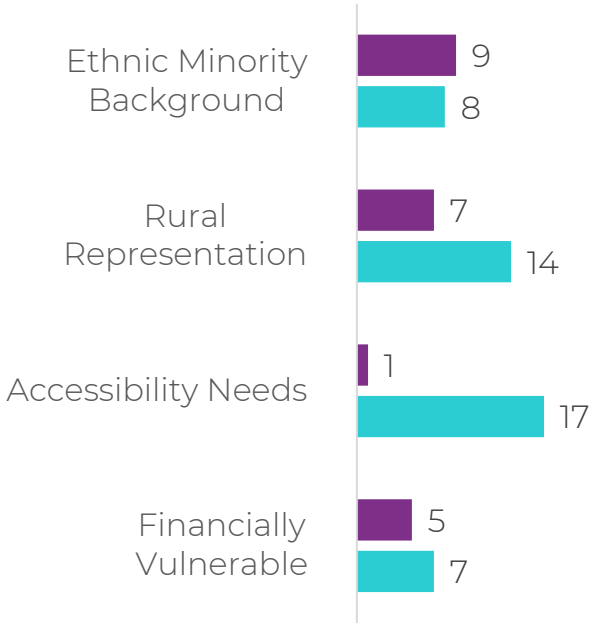
ccw.org.uk

# Southern Water

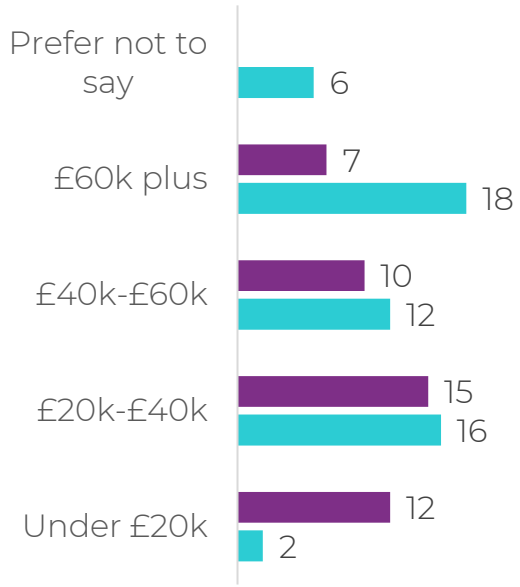
## Community population

Barometer completes: 54
Spotlight completes: 53
**Note:** The figures below are based on Barometer survey completes.

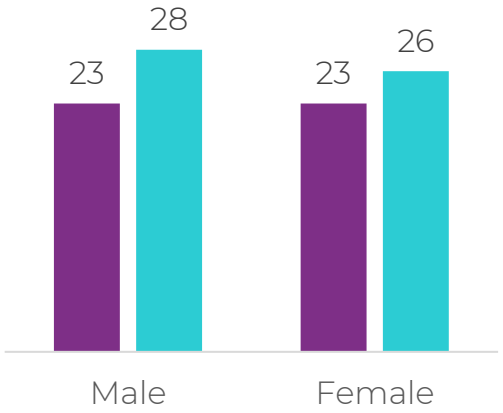
### Inclusivity



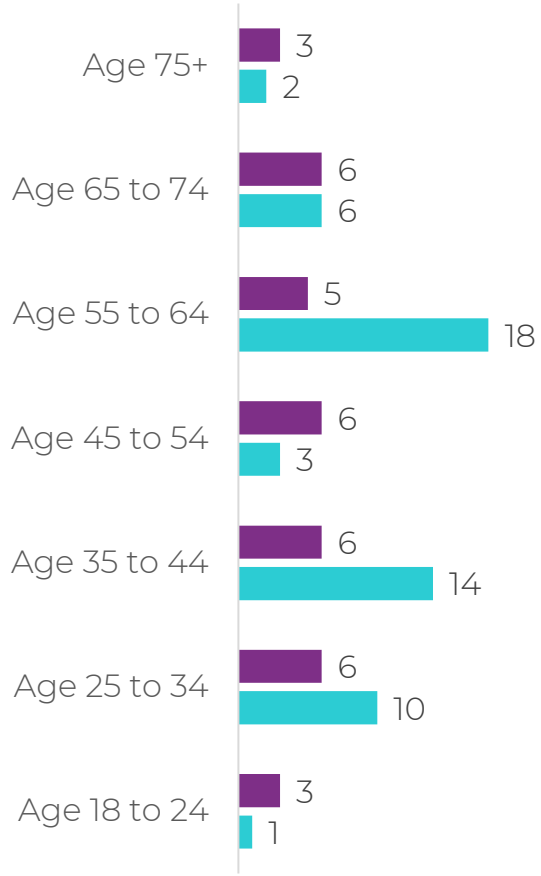

### Household income




### Gender




### Age




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

**Sample note:** We have met over 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our 75+, 45-54 year and 18-24 sample.

current sample  minimum sample

# Barometer dashboard summary

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

Southern Water

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Southern Water community Agreement % | +/- difference % Southern Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Southern Water community vs. Total community Oct 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 31% | 4% | 51% | -20% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 41% | 2% | 48% | -7% |
| Overall value for money | 24% | 6% | 44% | -20% |
| Trust (a great deal/some trust) | 24% | 4% | 46% | -22% |
| General outlook (positive outlook) | 20% | 0% | 40% | -20% |
| Communication (fair/good communication) | 33% | 3% | 37% | -4% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 20% | 7% | 34% | -14% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 15% | 1% | 26% | -11% |
| Improves our rivers | 11% | 1% | 26% | -15% |
| Creates a greener future | 13% | -1% | 28% | -15% |
| Spends community members' money wisely | 19% | 11% | 25% | -7% |
| Contributes to our communities | 20% | 1% | 36% | -16% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Southern Water community Agreement % | +/- difference % Southern Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Southern Water vs. Total community October 2026 |
| Protects our environment | 11% | 1% | 25% | -14% |
| Gives clear information about their environmental action | 19% | 4% | 27% | -8% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 31% | 24% | 24% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable household service leads satisfaction:** Good water pressure and effective wastewater removal support positive experiences. Some also recognise service improvements and advance notice of work.

But...

- **Limited visible progress and poor communication limit satisfaction:** Continuing leaks, pollution and rising bills create frustration. Unclear updates and little evidence of improvement weaken confidence, although some notice increased local activity.
- **High bills, pollution and service failures drive dissatisfaction:** Expensive charges alongside continued river and sea pollution undermine value for money. Billing errors, missed follow-ups and slow responses to supply problems add to frustration, while concerns about management pay and transparency further erode trust.

## Why have you given this overall satisfaction score?

*"Reliable service, gives notice for any work"*

*8/10 satisfaction score*

*"Water supply is good here, but multiple issues across the area and continued pollution of our rivers and seas."*

*6/10 satisfaction score*

*"Poor customer service - broken promises, failure to turn up, to fix my meter."*

*4/10 satisfaction score*

*"I find that their bills and costs are too high. Poor management of funds.."*

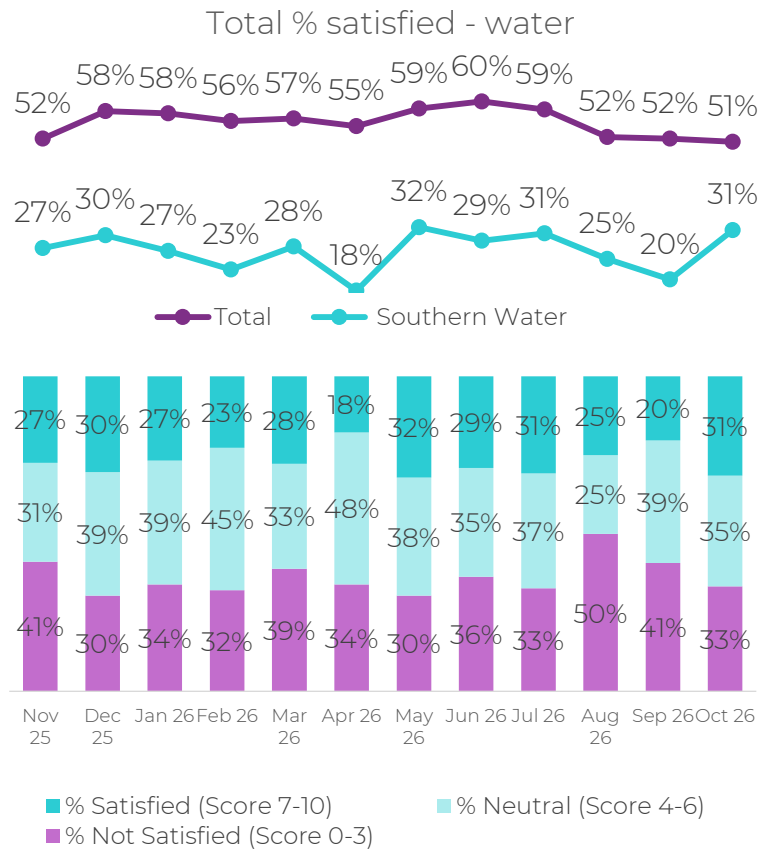
*3/10 satisfaction score*

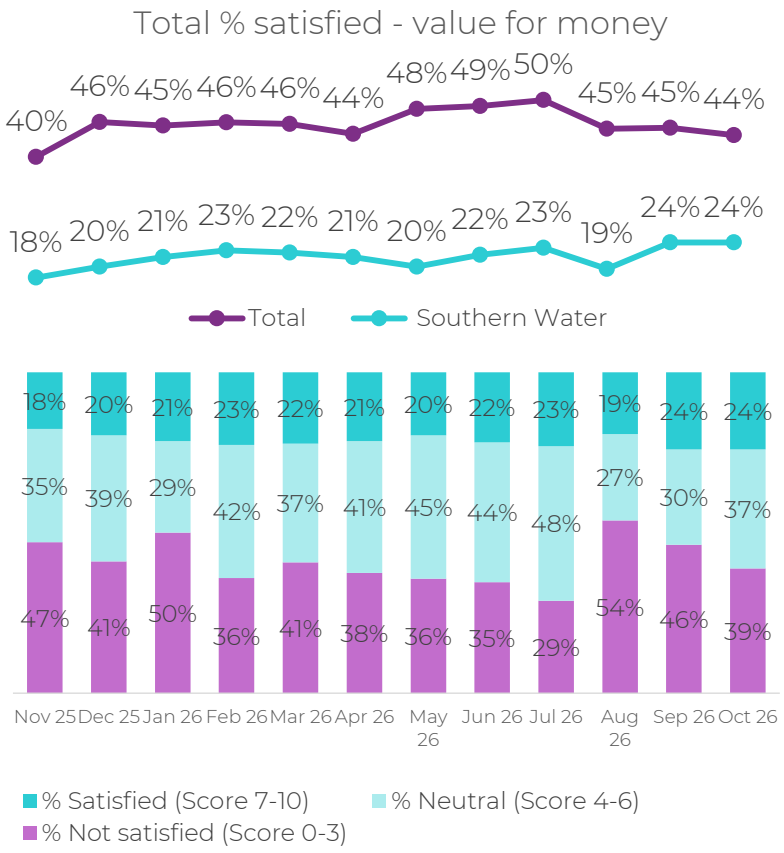
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

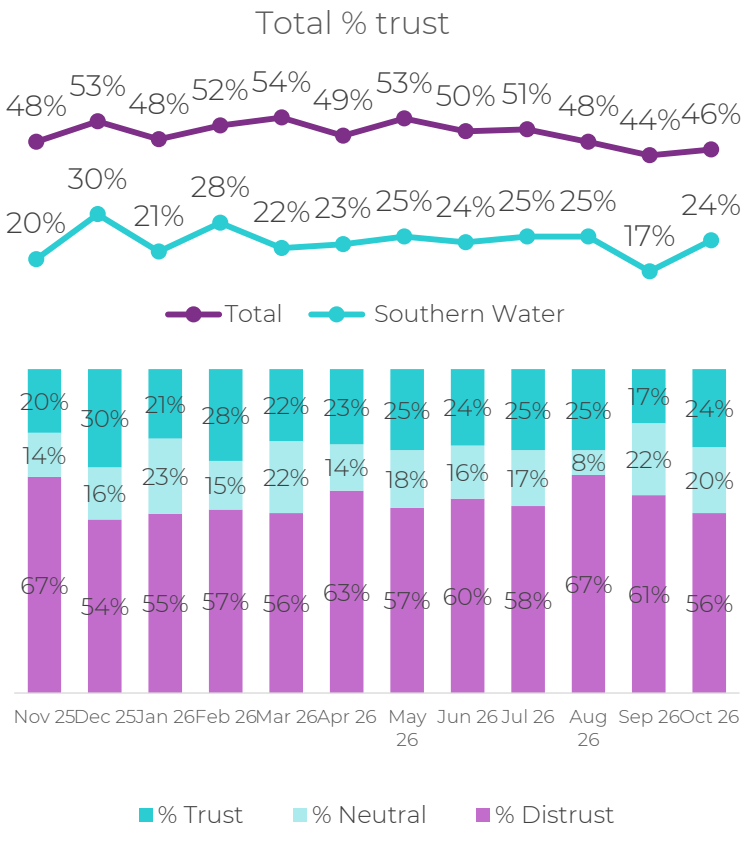
# Southern Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 31% this month, an 11-point increase from last month. Satisfaction with value for money and trust are both at 24%. All metrics remain considerably below the overall community average.



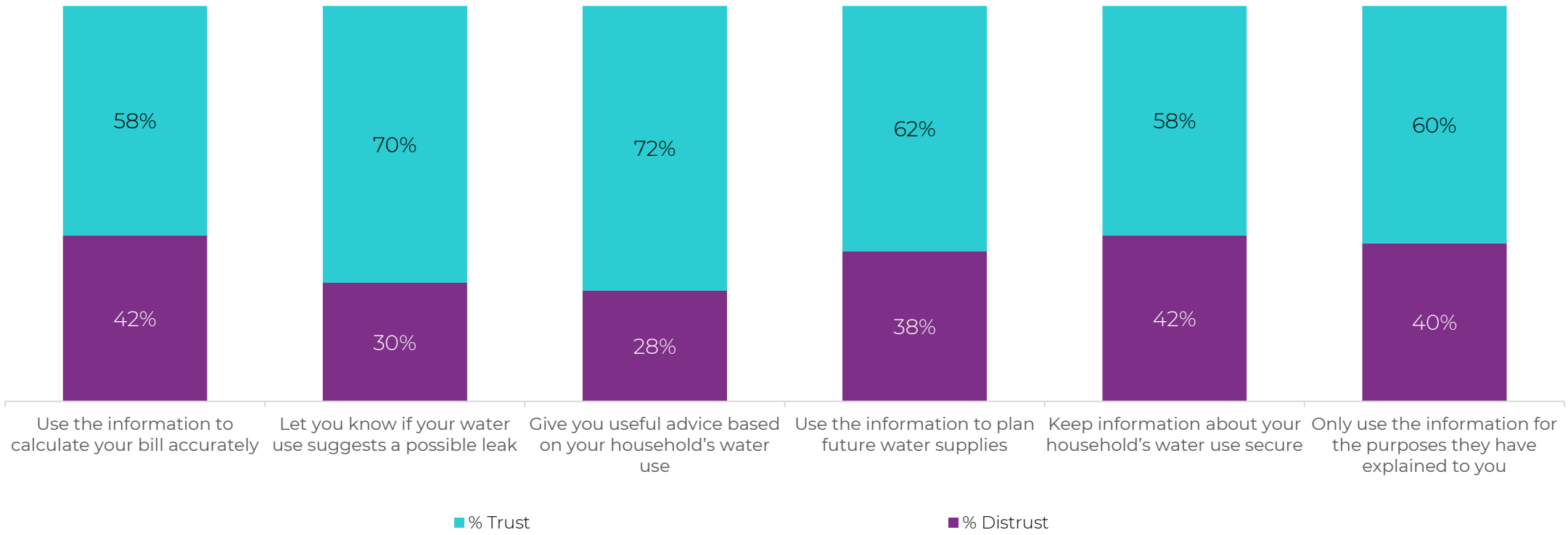
# Southern Water: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Southern Water community members, trust is highest for providing useful advice based on usage (72%) and lowest for calculating bills accurately and keeping information secure (both 58%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Thames Water

October 2026

Delivered by Taylor McKenzie Research

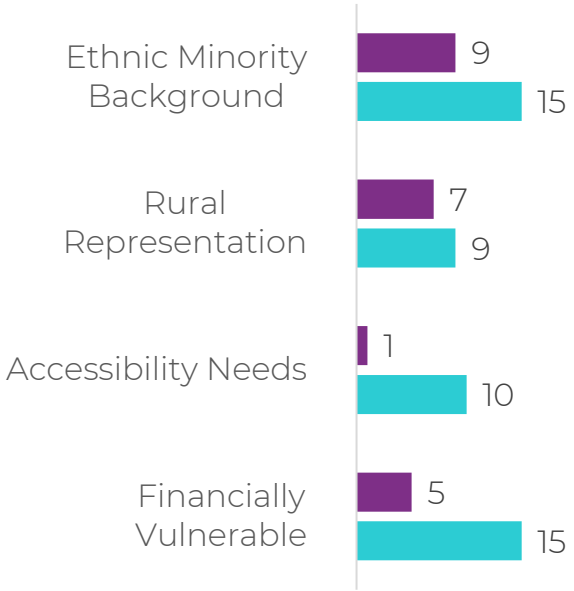
ccw.org.uk

# Thames Water

## Community population

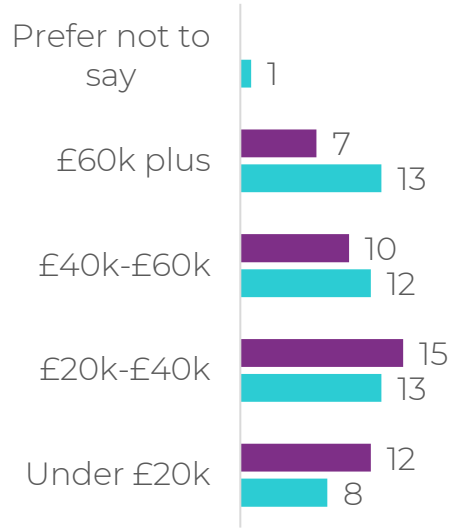
Barometer completes: 47
Spotlight completes: 47
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

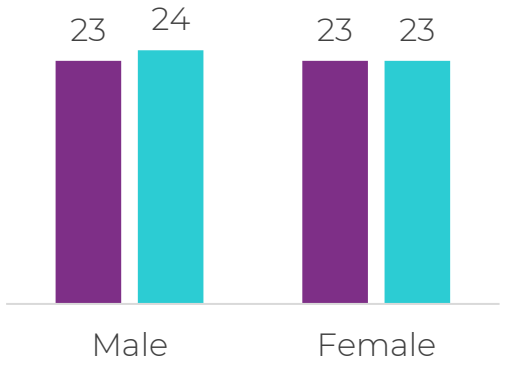



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

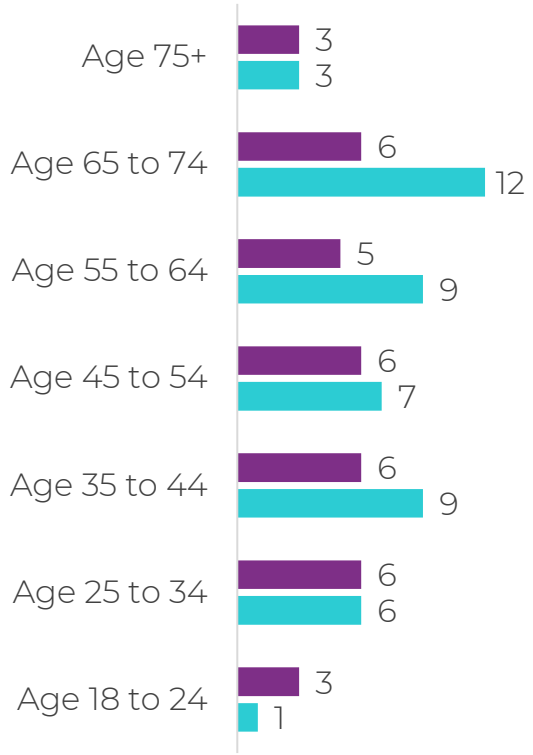
### Household income




### Gender




### Age




**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our £20k-£40k sample.

current sample  minimum sample

# Barometer dashboard summary

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

The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Thames Water community Agreement % | +/- difference % Thames Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Thames Water community vs. Total community Oct 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 34% | -6% | 51% | -17% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 43% | -6% | 48% | -6% |
| Overall value for money | 32% | -4% | 44% | -12% |
| Trust (a great deal/some trust) | 30% | -16% | 46% | -16% |
| General outlook (positive outlook) | 17% | -14% | 40% | -23% |
| Communication (fair/good communication) | 19% | -14% | 37% | -18% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 11% | -10% | 34% | -23% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 9% | 2% | 26% | -17% |
| Improves our rivers | 19% | -6% | 26% | -7% |
| Creates a greener future | 19% | 0% | 28% | -9% |
| Spends community members' money wisely | 19% | -2% | 25% | -6% |
| Contributes to our communities | 21% | 0% | 36% | -15% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Thames Water community Agreement % | +/- difference % Thames Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Thames Water vs. Total community October 2026 |
| Protects our environment | 13% | -8% | 25% | -12% |
| Gives clear information about their environmental action | 11% | -2% | 27% | -16% |

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

# Barometer: executive summary

Overview of key findings

The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 34% | 32% | 30% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Dependable supplies and good water quality increase satisfaction:** Few personal supply problems and clean drinking water support positive experiences. Some also recognise service improvements.

But...

- **Leaks, pollution and limited visible progress hold back stronger scores:** An acceptable household service is weighed against continuing leakage and sewage concerns. Poor communication and doubts about how money is managed further weaken confidence.
- **Service failures and unexplained charges drive dissatisfaction:** Low water pressure and inadequate customer care drive dissatisfaction. Unexplained bill changes and pressure to accept water meters add to the frustration.

## Why have you given this overall satisfaction score?

*"They are really improving their services and needs to be appreciated."*

*9/10 satisfaction score*

*"No problems with water supply all year. Some parts of South London have lost or had reduced supply due to water leaks."*

*7/10 satisfaction score*

*"They keep bullying me into getting a water meter but say it has to be installed inside my home and I don't want this."*

*3/10 satisfaction score*

*"Doubled my bill without justification. Then with bad press it seems they mug people off and take the profits."*

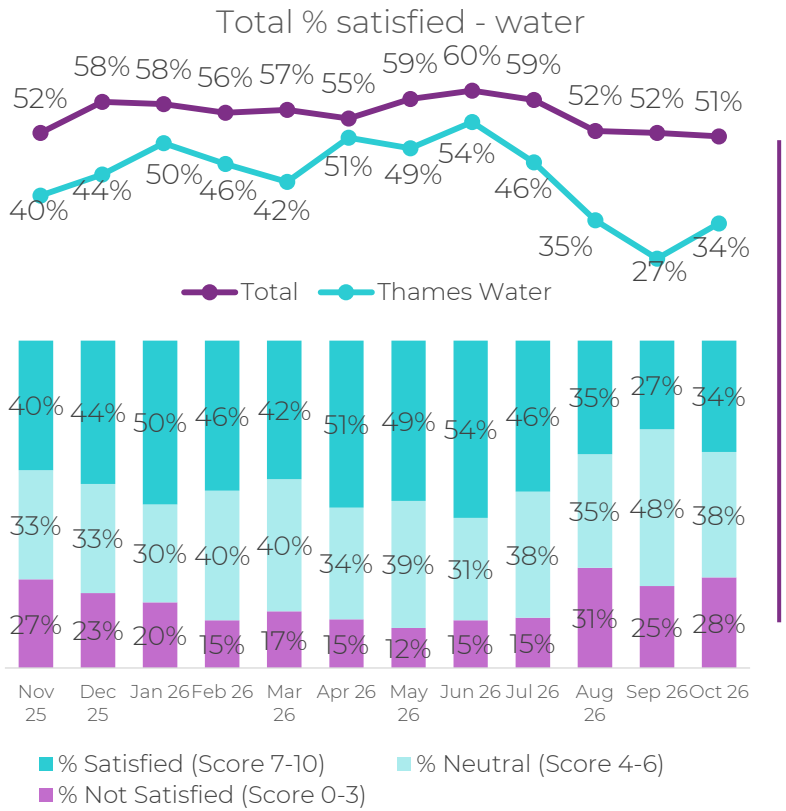
*1/10 satisfaction score*

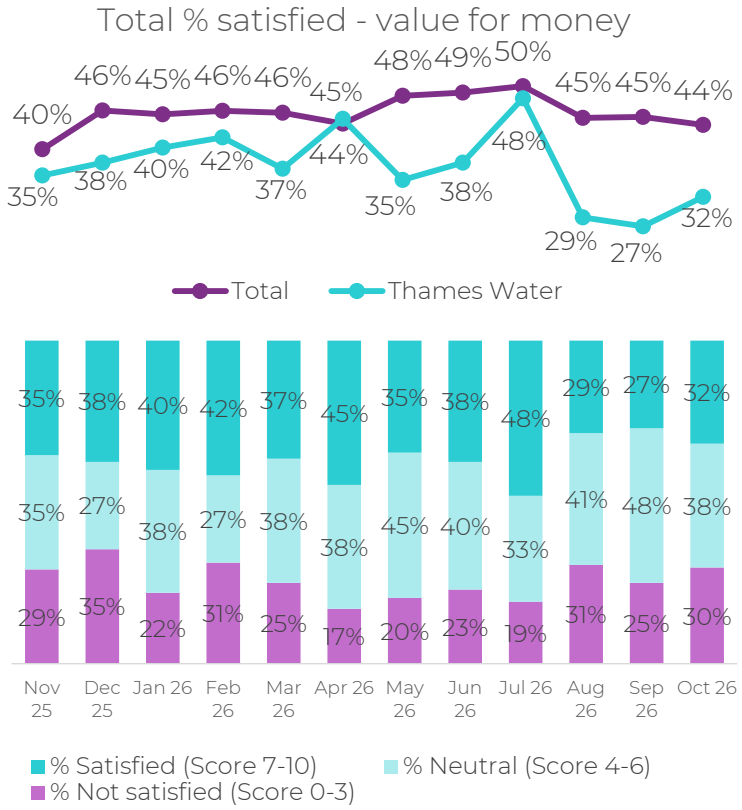
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

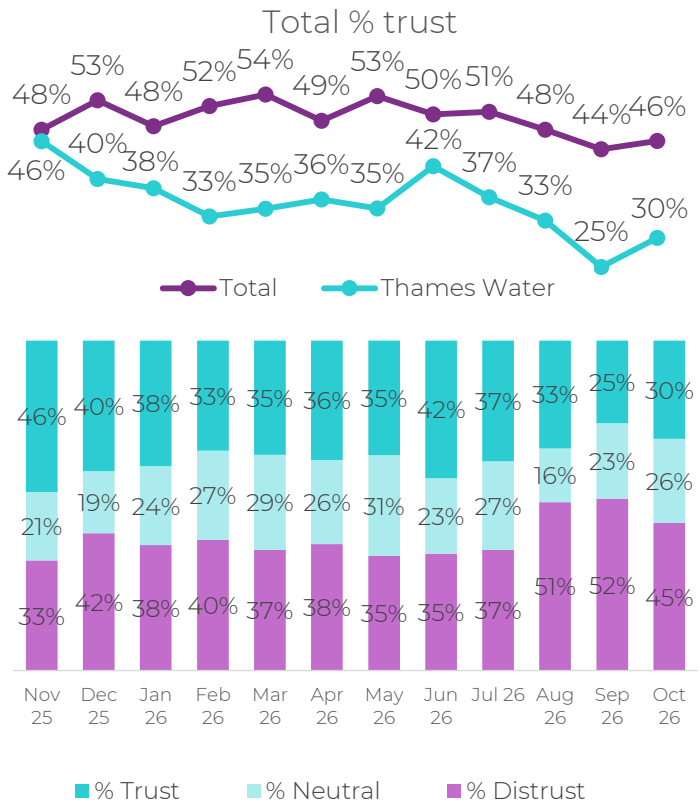
# Thames Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 34% this month. Satisfaction with value for money is at 32%. Trust is at 30%, a 16-point decrease since November 2025. All three metrics are considerably below the total community average.



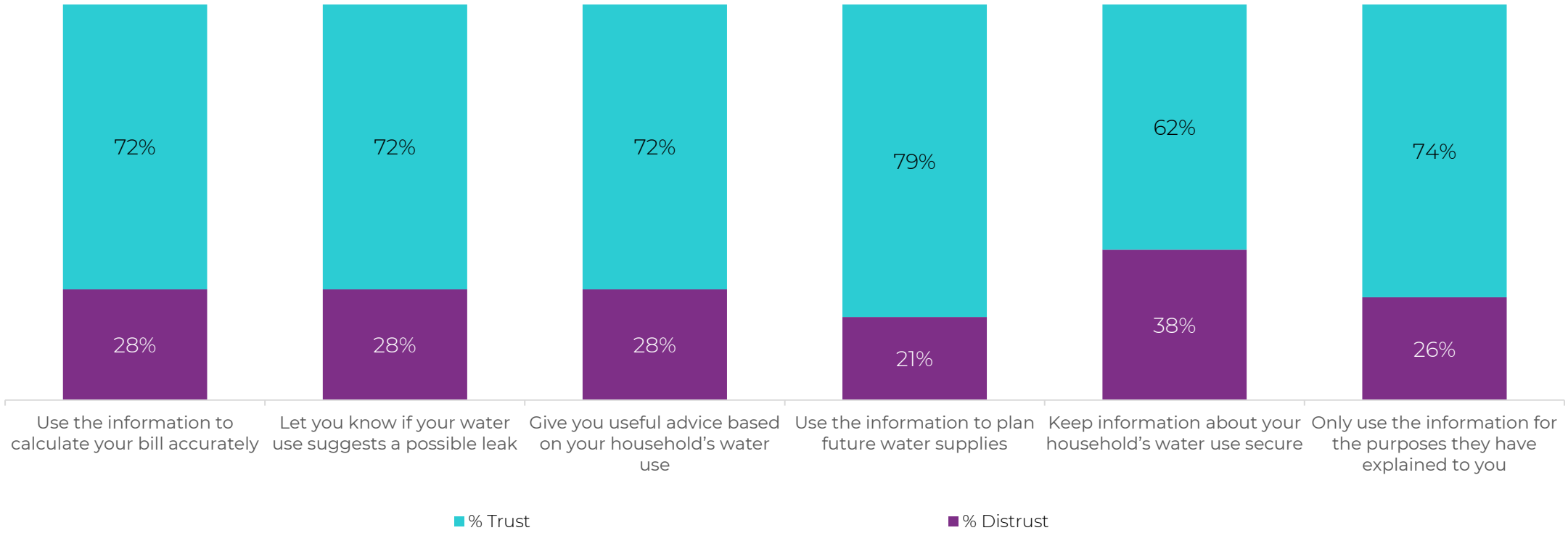
# Thames Water: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Thames Water community members, trust is highest for using this information to plan future water supplies (79%) and lowest for keeping it secure (62%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## United Utilities

October 2026

Delivered by Taylor McKenzie Research

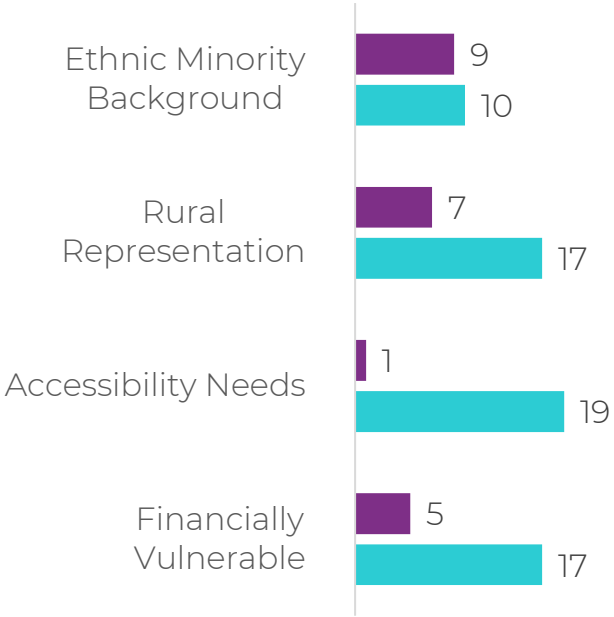
ccw.org.uk

# United Utilities

## Community population

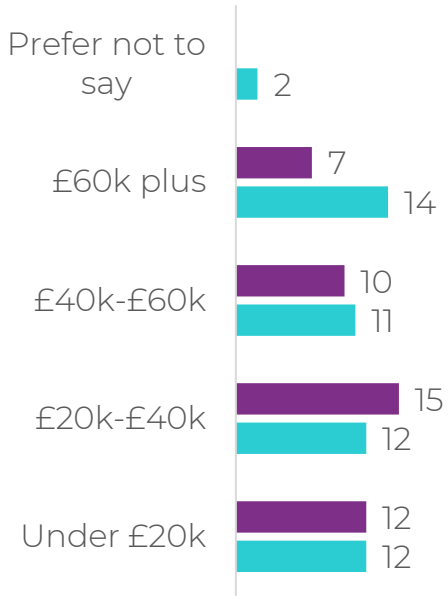
Barometer completes: 51
Spotlight completes: 52
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

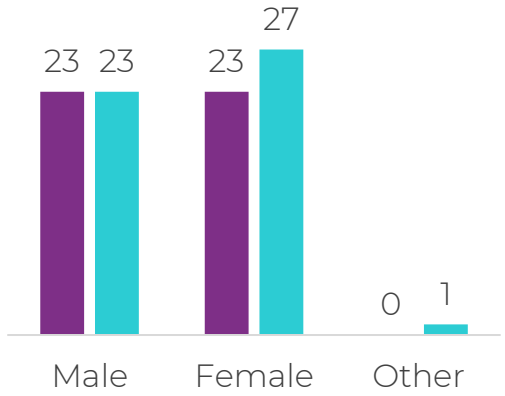



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

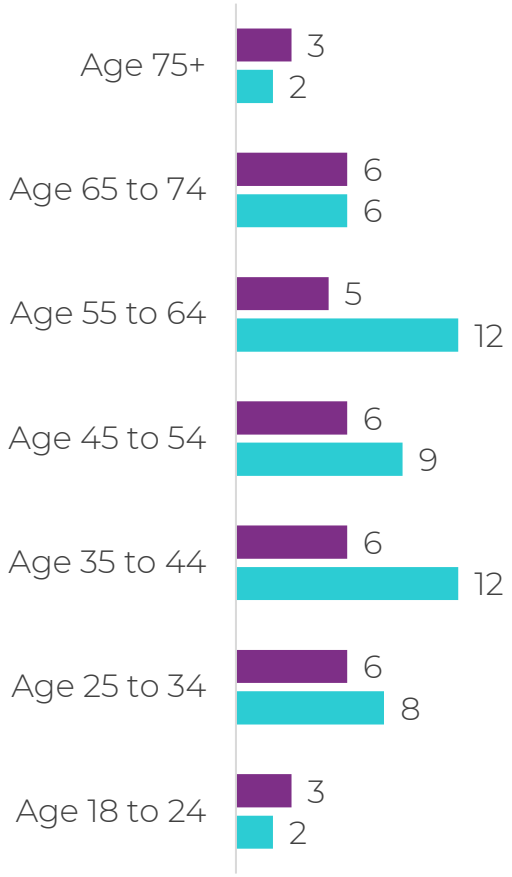
### Household income




### Gender




### Age




**Sample note:** We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are also working to boost our £20k-£40k sample and 75+ sample.

current sample  minimum sample

# Barometer dashboard summary

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

United Utilities
Water for the North West

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 United Utilities community Agreement % | +/- difference % United Utilities community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % United Utilities community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 61% | 7% | 51% | 9% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 55% | 3% | 48% | 7% |
| Overall value for money | 41% | 12% | 44% | -3% |
| Trust (a great deal/some trust) | 53% | 10% | 46% | 7% |
| General outlook (positive outlook) | 47% | -8% | 40% | 7% |
| Communication (fair/good communication) | 39% | 1% | 37% | 2% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 37% | 19% | 34% | 3% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 31% | 9% | 26% | 6% |
| Improves our rivers | 33% | 15% | 26% | 7% |
| Creates a greener future | 43% | 25% | 28% | 15% |
| Spends community members' money wisely | 22% | 9% | 25% | -4% |
| Contributes to our communities | 45% | 8% | 36% | 9% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 United Utilities community Agreement % | +/- difference % United Utilities community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % United Utilities vs. Total community October 2026 |
| Protects our environment | 25% | 0% | 25% | 0% |
| Gives clear information about their environmental action | 39% | 6% | 27% | 12% |

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

# Barometer: executive summary

Overview of key findings

United Utilities
Water for the North West

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 61% | 41% | 53% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **Reliable supplies and helpful staff drive satisfaction:** Clean drinking water and few personal service problems support positive experiences. Helpful, informed staff and proactive support during potential disruption also strengthen satisfaction.

But...

- **Rising costs and wider performance concerns lower satisfaction:** A functioning household supply is weighed against expensive bills and limited contact beyond payment. Repeated leaks and repairs and high senior pay also weaken confidence.
- **Pollution drives dissatisfaction:** Members express anger over sewage discharges and negative pollution reports.

## Why have you given this overall satisfaction score?

*"Whenever I have contacted UU, there staff have been well informed and helpful."*

*8/10 satisfaction score*

*"I've been happy with my supply. And the fact they proactively delivered me bottled water when they thought they may have to cut our water off."*

*7/10 satisfaction score*

*"I'm still concerned re the amount of leaks and repeated repairs on the same roads. Causing untold issues for drivers."*

*5/10 satisfaction score*

*"Found out recently about them dumping all that sewage into the sea."*

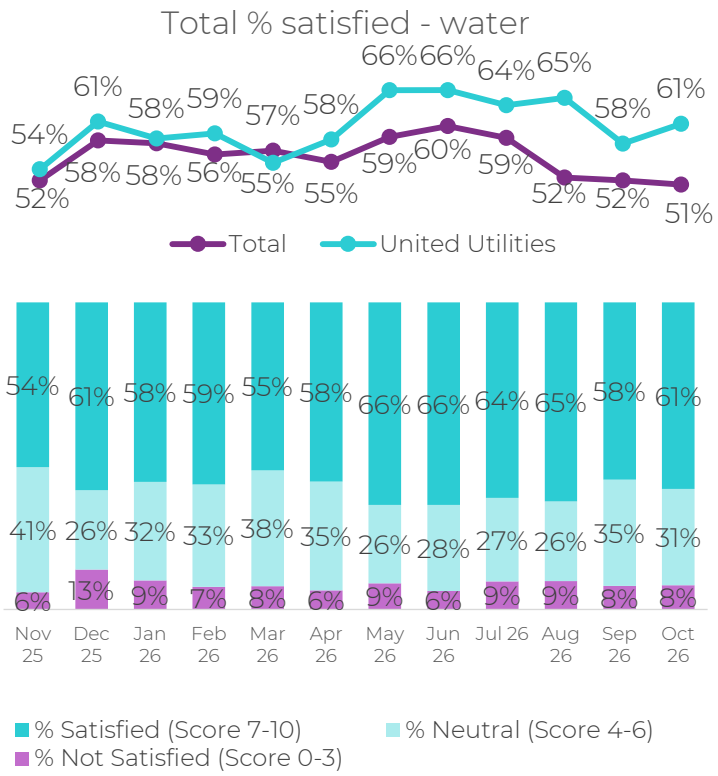
*2/10 satisfaction score*

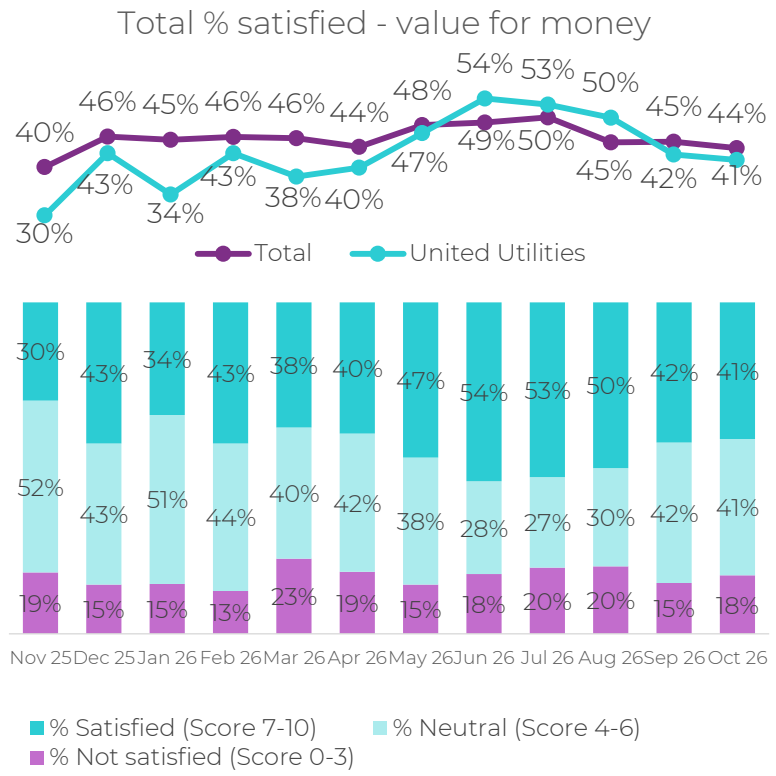
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

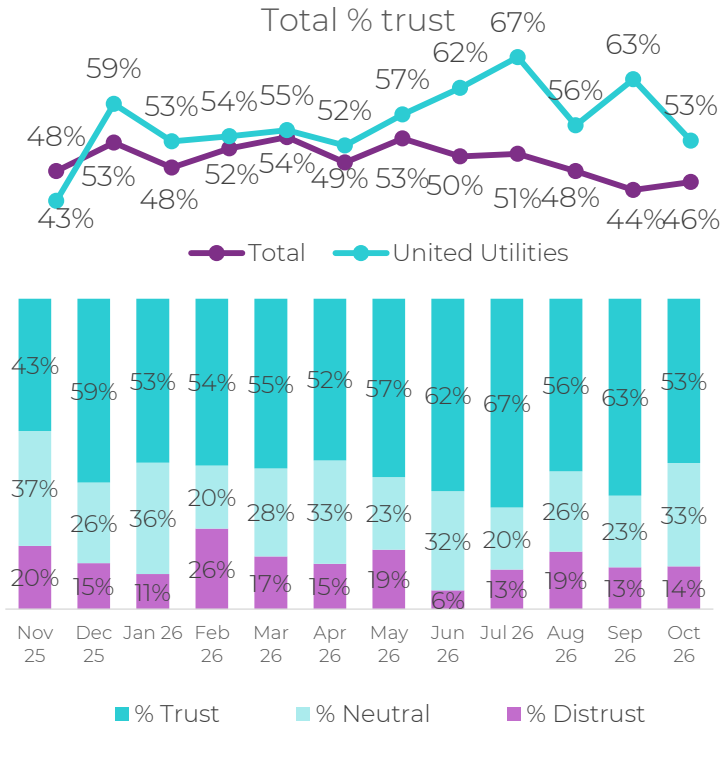
# United Utilities: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

61% of community members are satisfied overall this month. Satisfaction with value for money is at 41%. Trust is at 53%, a 10-point drop from last month.



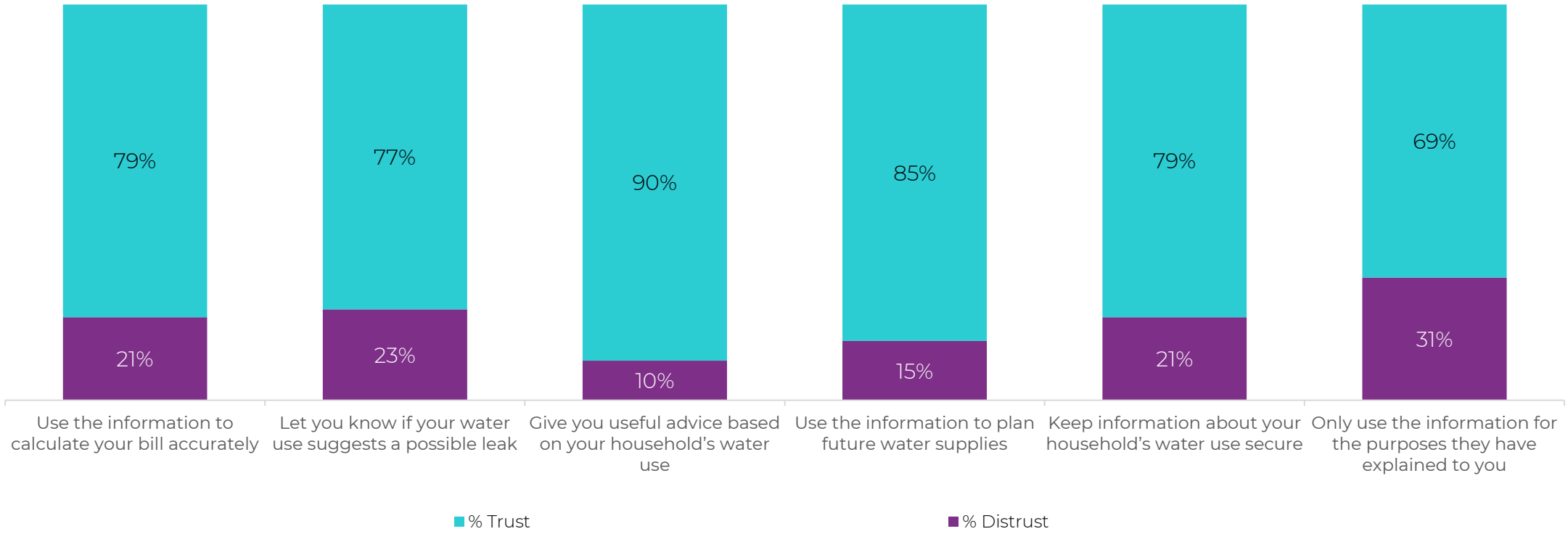
# United Utilities: Spotlight findings

Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among United Utilities community members, trust is highest for providing useful advice based on usage (90%) and lowest for using information only for the purposes explained (69%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice Barometer and Spotlight Report

## Wessex Water

October 2026

Delivered by Taylor McKenzie Research

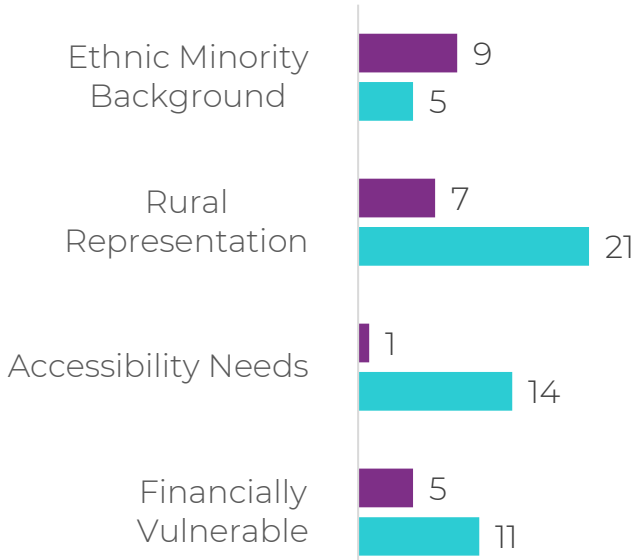
ccw.org.uk

# Wessex Water

## Community population

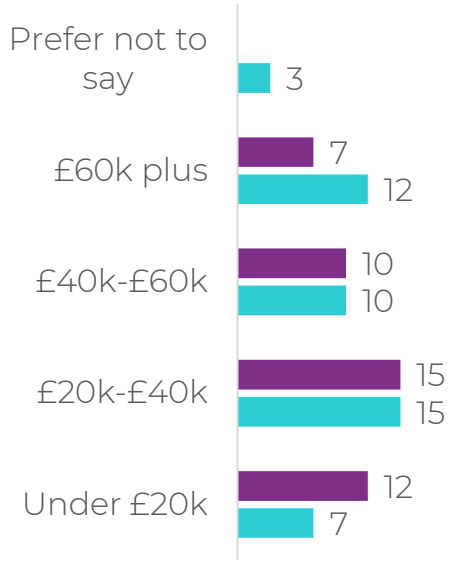
Barometer completes: 47
Spotlight completes: 47
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

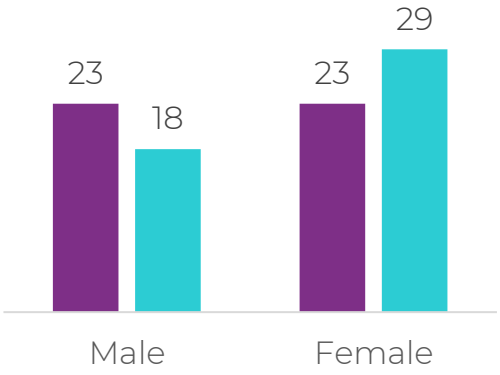



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

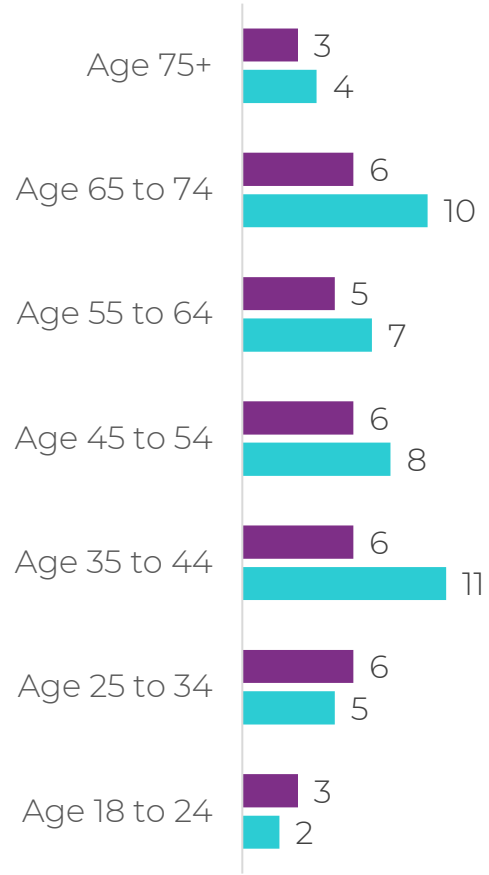
### Household income




### Gender




### Age




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

current sample  minimum sample

# Barometer dashboard summary

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

Wessex Water
YTL GROUP

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Wessex Water community Agreement % | +/- difference % Wessex Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Wessex Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 38% | -8% | 51% | -13% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 45% | -9% | 48% | -3% |
| Overall value for money | 43% | 3% | 44% | -1% |
| Trust (a great deal/some trust) | 38% | -5% | 46% | -8% |
| General outlook (positive outlook) | 28% | -16% | 40% | -12% |
| Communication (fair/good communication) | 32% | -7% | 37% | -6% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 26% | 1% | 34% | -9% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 13% | 4% | 26% | -13% |
| Improves our rivers | 4% | -12% | 26% | -22% |
| Creates a greener future | 15% | -4% | 28% | -13% |
| Spends community members' money wisely | 17% | 5% | 25% | -8% |
| Contributes to our communities | 36% | 13% | 36% | 0% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Wessex Water community Agreement % | +/- difference % Wessex Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Wessex Water vs. Total community October 2026 |
| Protects our environment | 17% | -9% | 25% | -8% |
| Gives clear information about their environmental action | 26% | 0% | 27% | -1% |

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

# Barometer: executive summary

Overview of key findings

Wessex Water YTL GROUP

CCW The voice for water consumers Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 38% | 43% | 38% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- Good household service and prompt problem-solving support satisfaction: A reliable supply and few personal problems support positive experiences. Effective responses to leaks and billing issues also strengthen satisfaction.

But...

- Wider performance concerns offset a reliable personal supply: Rising bills, sewage pollution and doubts about spending priorities weaken confidence. Limited communication, including about drought and local works, adds to the sense that more proactive action is needed.
- Pollution and perceived poor use of money drive dissatisfaction: Continued sewage discharges and limited environmental improvement support negative views. Concerns about shareholders, bonuses and past spending reinforce doubts about company priorities and the pace of progress.

## Why have you given this overall satisfaction score?

*"Always good customer service, recently fixed a leak overnight on our road."*

*9/10 satisfaction score*

*"Reliable water service but increasingly higher bills."*

*6/10 satisfaction score*

*"The drinking water is good and customer service is good. The excessive CEO salary is not good. Sewage leaks are not good."*

*6/10 satisfaction score*

*"They don't spent money wisely, and look after shareholder, with too many bonuses."*

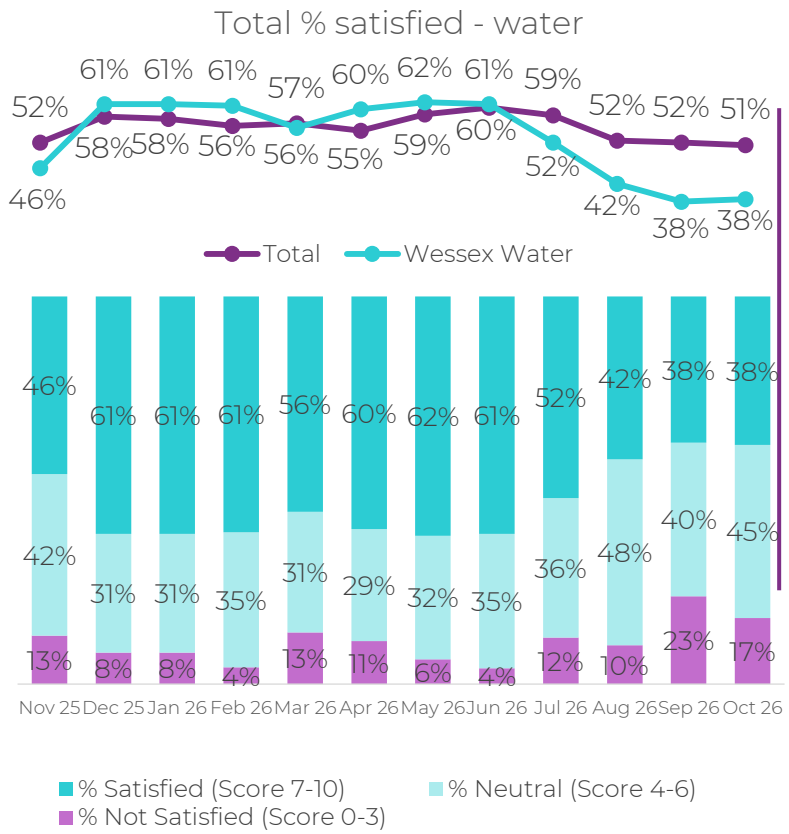
*0/10 satisfaction score*

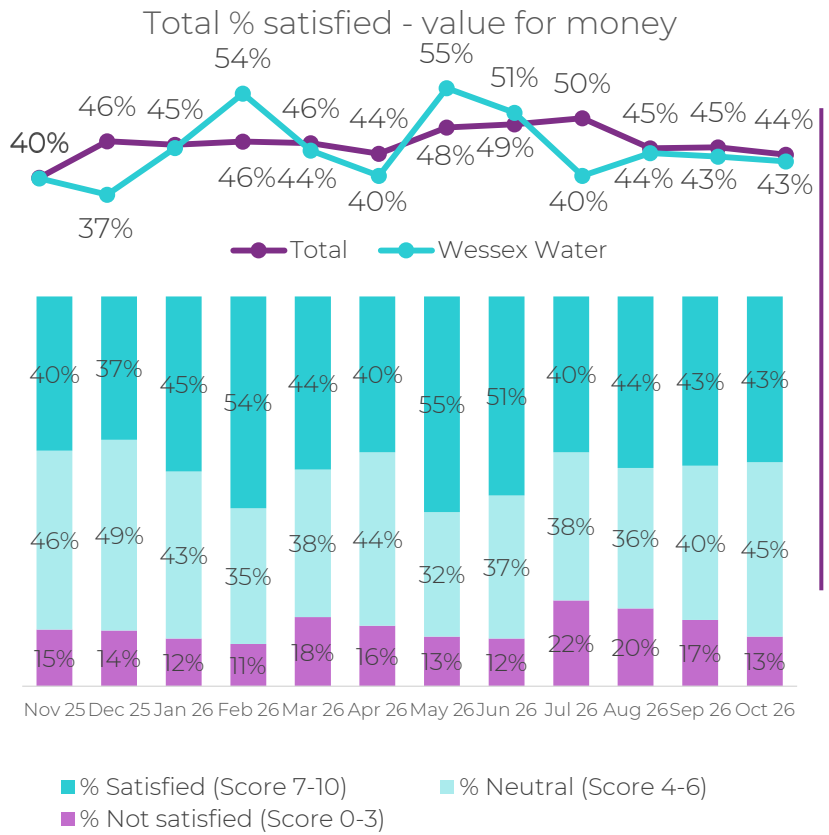
Accountability call-out: There are currently no ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

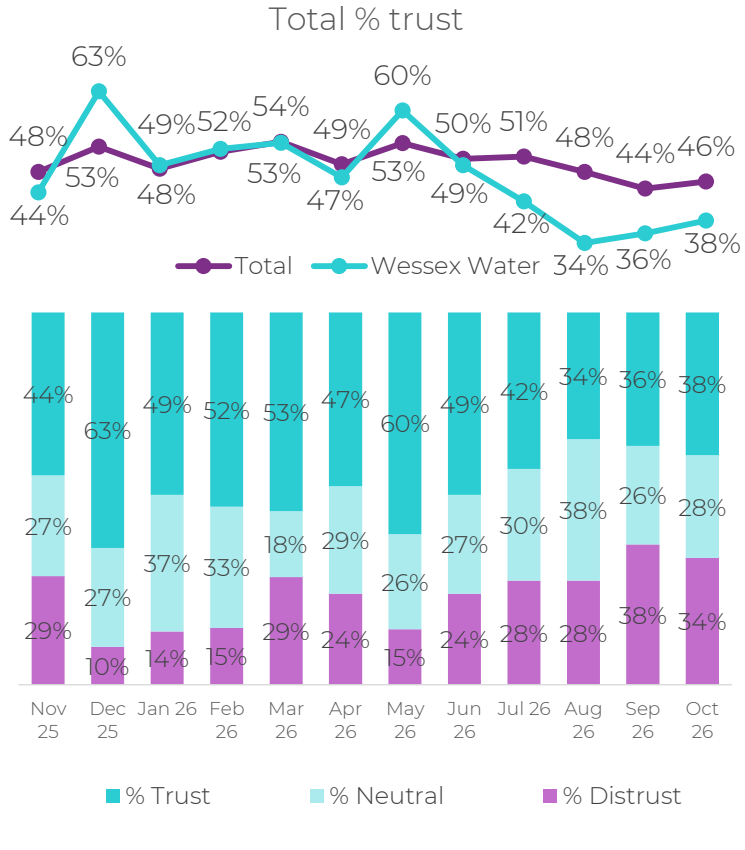
# Wessex Water: Barometer findings

The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction remains at 38% this month, the joint lowest level since reporting began. Satisfaction with value for money is at 43%, while trust is at 38%.



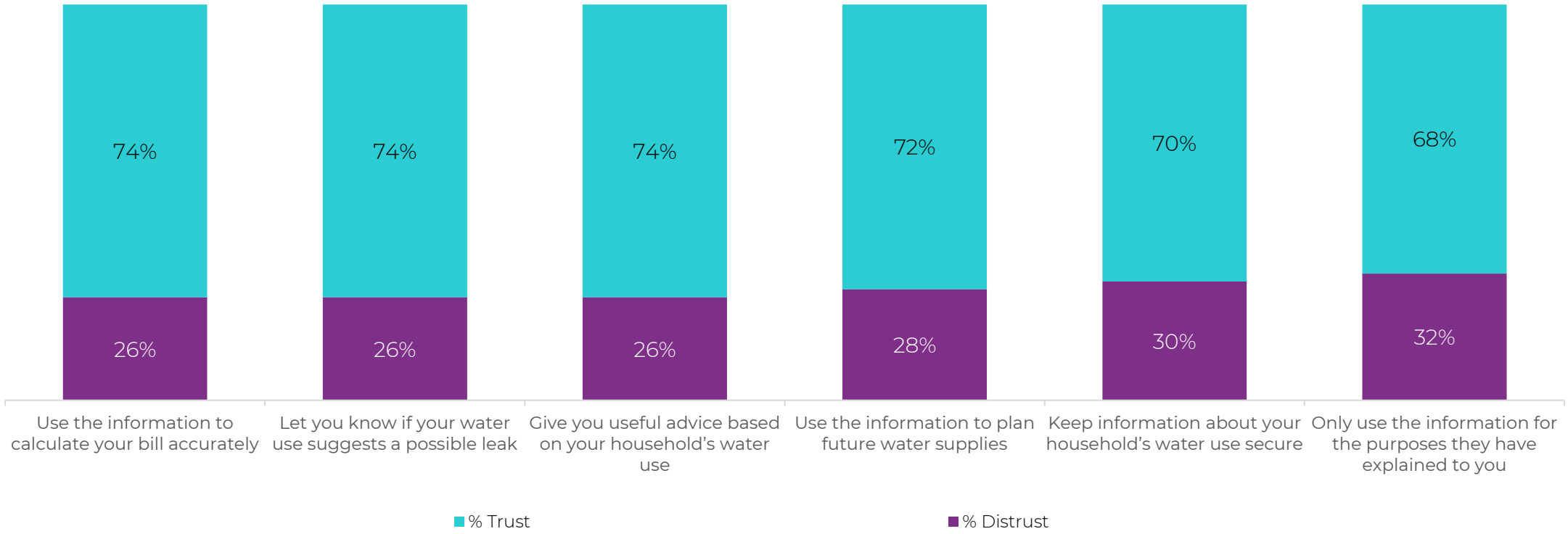
# Wessex Water: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

- Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Wessex Water community members, trust is highest for calculating bills accurately, alerting customers to possible leaks and providing useful advice based on usage (all 74%), and lowest for using information only for the purposes explained (68%).

In this question we would like to understand whether or not you would trust your water provider to...



The voice for water consumers
Llais defnyddwyr dŵr

# Water Voice
# Barometer and Spotlight Report

## Yorkshire Water

October 2026

Delivered by Taylor McKenzie Research

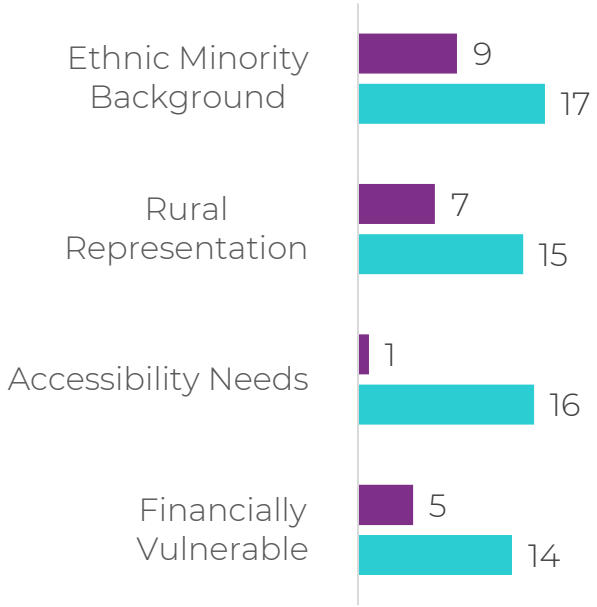
ccw.org.uk

# Yorkshire Water

## Community population

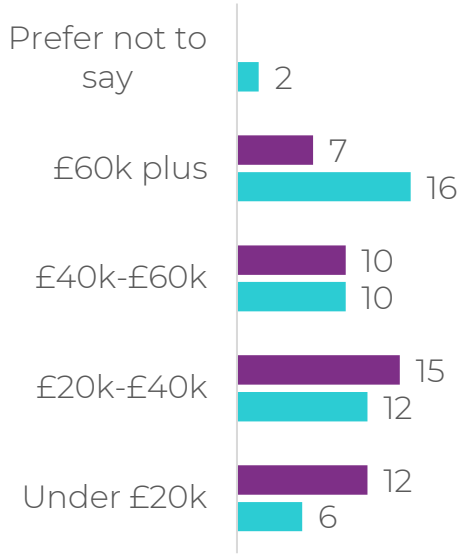
Barometer completes: 46
Spotlight completes: 46
**Note:** The figures below are based on Barometer survey completes.

### Inclusivity

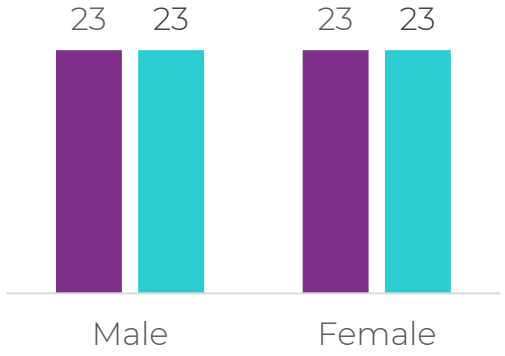



Note: Financial vulnerability is derived from income under 20k, receipt of any benefit and/or in receipt of a discounted water bill.

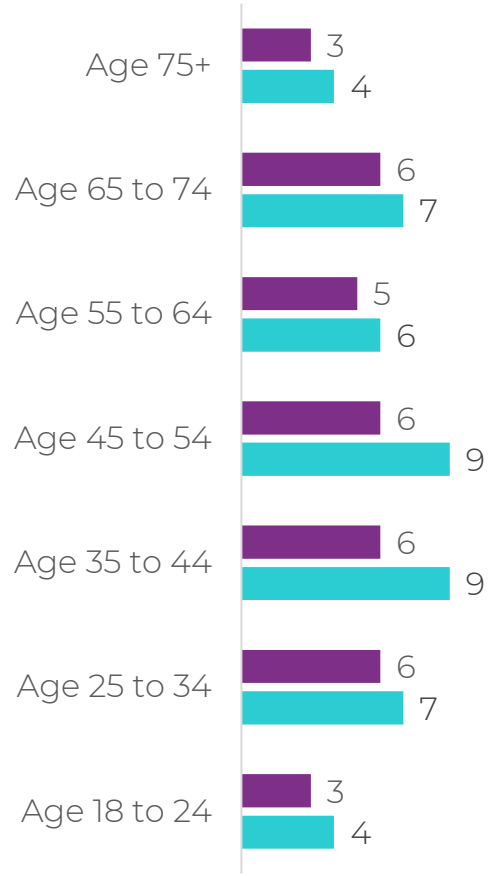
### Household income




### Gender




### Age




**Sample note:** We have met 95% of our minimum sample quotas. N.B. Our lowest household income target is lower than the minimum sample, however when combined with community members who are on benefits, struggling to pay their bills or on a discounted water tariff the quota for financially vulnerable community members is met. We are currently monitoring the quotas which are close to the minimum target to ensure we 'top up' here when replacing any drop-outs. We are looking to recruit more individuals in the £20k-£40k category.

current sample  minimum sample

# Barometer dashboard summary

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

YorkshireWater

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Topic | October 2026 Yorkshire Water community Agreement % | +/- difference % Yorkshire Water community Nov vs. Oct | October 2026 Total community Agreement % | +/- difference % Yorkshire Water community vs. Total community October 2026 |
|---|---|---|---|---|
| Overall satisfaction – water (satisfied, scoring 7-10) | 48% | 3% | 51% | -4% |
| Overall satisfaction – sewerage (satisfied, scoring 7-10) | 54% | 3% | 48% | 6% |
| Overall value for money | 52% | 10% | 44% | 8% |
| Trust (a great deal/some trust) | 50% | 8% | 46% | 4% |
| General outlook (positive outlook) | 50% | 1% | 40% | 10% |
| Communication (fair/good communication) | 37% | -1% | 37% | 0% |
| Brand connection (someone I'd really like and who I'd have a lot / some things in common with) | 43% | 21% | 34% | 9% |
| Brand momentum (salience) (on its way up/has a lot going for it) | 24% | -1% | 26% | -2% |
| Improves our rivers | 37% | 6% | 26% | 11% |
| Creates a greener future | 41% | 10% | 28% | 13% |
| Spends community members' money wisely | 28% | 8% | 25% | 3% |
| Contributes to our communities | 46% | 10% | 36% | 10% |
| Additional topics added to the Barometer in July 2026 | | | | |
| Topic | October 2026 Yorkshire Water community Agreement % | +/- difference % Yorkshire Water community Jul vs. Oct | October 2026 Total community Agreement % | +/- difference % Yorkshire Water vs. Total community October 2026 |
| Protects our environment | 35% | 0% | 25% | 10% |
| Gives clear information about their environmental action | 39% | 3% | 27% | 12% |

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

# Barometer: executive summary

Overview of key findings

YorkshireWater

CCW
The voice for water consumers
Llais defnyddwyr dŵr

| Satisfaction – water service | Value for money satisfaction | Trust |
|---|---|---|
| 48% | 52% | 50% |
| 51% total community average | 44% total community average | 46% total community average |

Positively...

- **A reliable supply drives satisfaction:** Some members note clean water, uninterrupted services and few personal problems.

But...

- **Unresolved leaks and pollution limit satisfaction:** Slow repairs and limited visible environmental improvement weaken confidence, even where customer service is helpful. Unclear value for money and concerns about transparency and shareholder priorities add to mixed views.
- **Bill increases and perceived lack of investment drive dissatisfaction:** High or unpredictable charges leave community members questioning whether their bills are paying for better services. Unanswered queries and perceptions that leaks and pollution persist while owners and management receive payouts deepen frustration.

## Why have you given this overall satisfaction score?

*"Always get my water and sewerage services without issues."*

*8/10 satisfaction score*

*"I feel like we don't really know what we get for our money. Our bill went up from 19 to 58 a month and definitely not more water used."*

*4/10 satisfaction score*

*"Good customer service but not sure if its value for money."*

*6/10 satisfaction score*

*"Sewage gets dumped anywhere. Leaks don't get fixed, no investment, no long-term strategy. Massive payouts for owners and management."*

*3/10 satisfaction score*

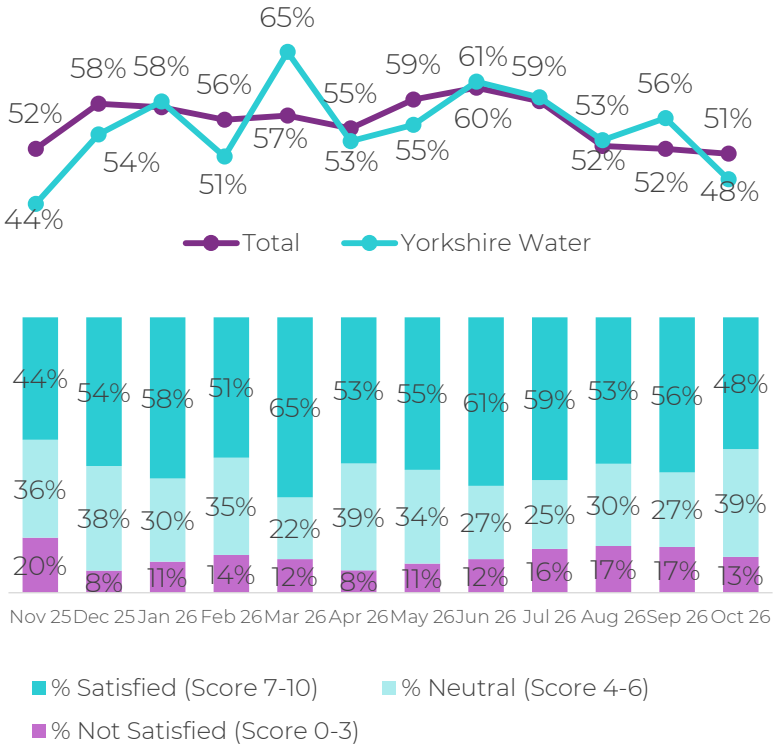
**Accountability call-out:** There are currently **no** ad hoc Accountability Session triggers in discussion across the surveys, community and CCW's external insights.

# Yorkshire Water: Barometer findings

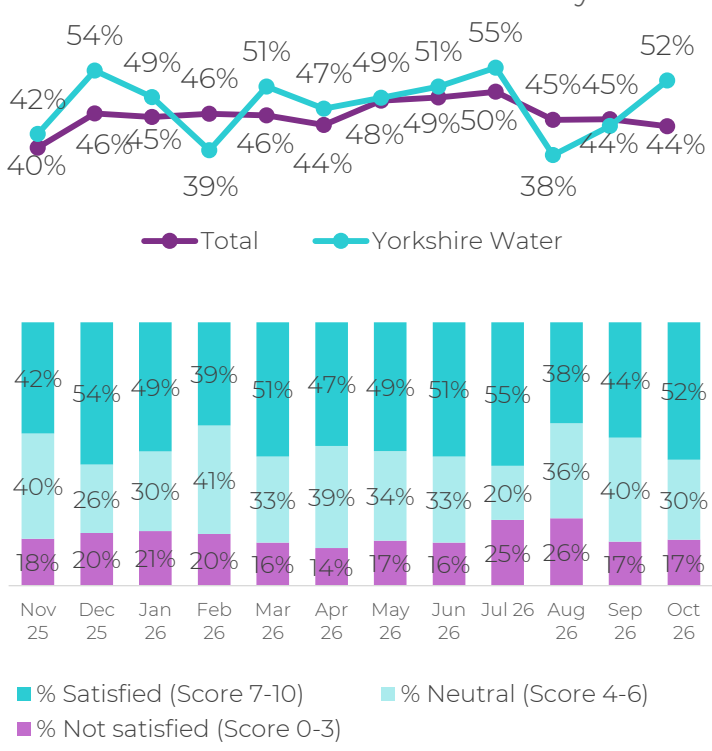
The voice for water consumers
Llais defnyddwyr dŵr

Overall satisfaction is at 48% this month, an 8-point drop from last month. Satisfaction with value for money is at 52%, up 8 points from last month and 10 points since November 2025. Trust is at 50%, up 8 points from November 2025.

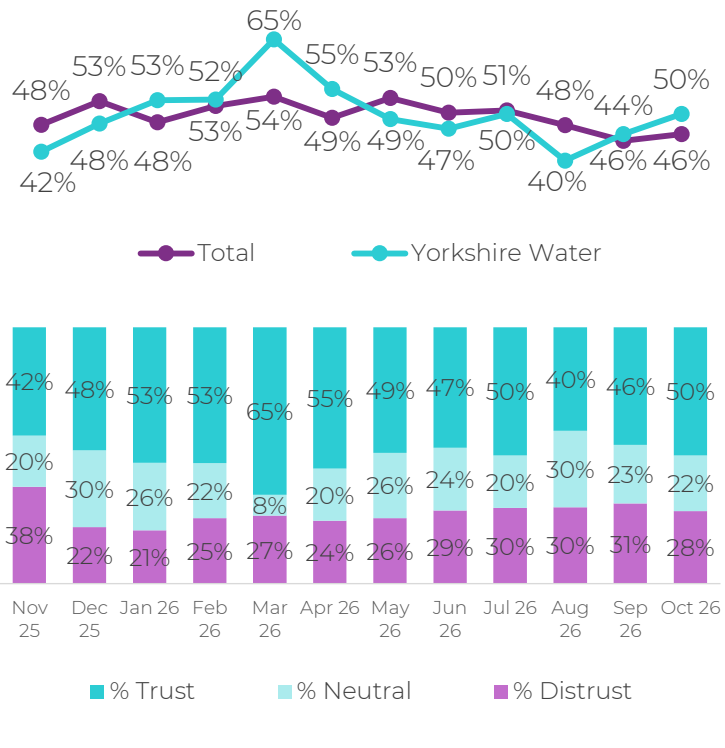
Total % satisfied - water




Total % satisfied - value for money




Total % trust



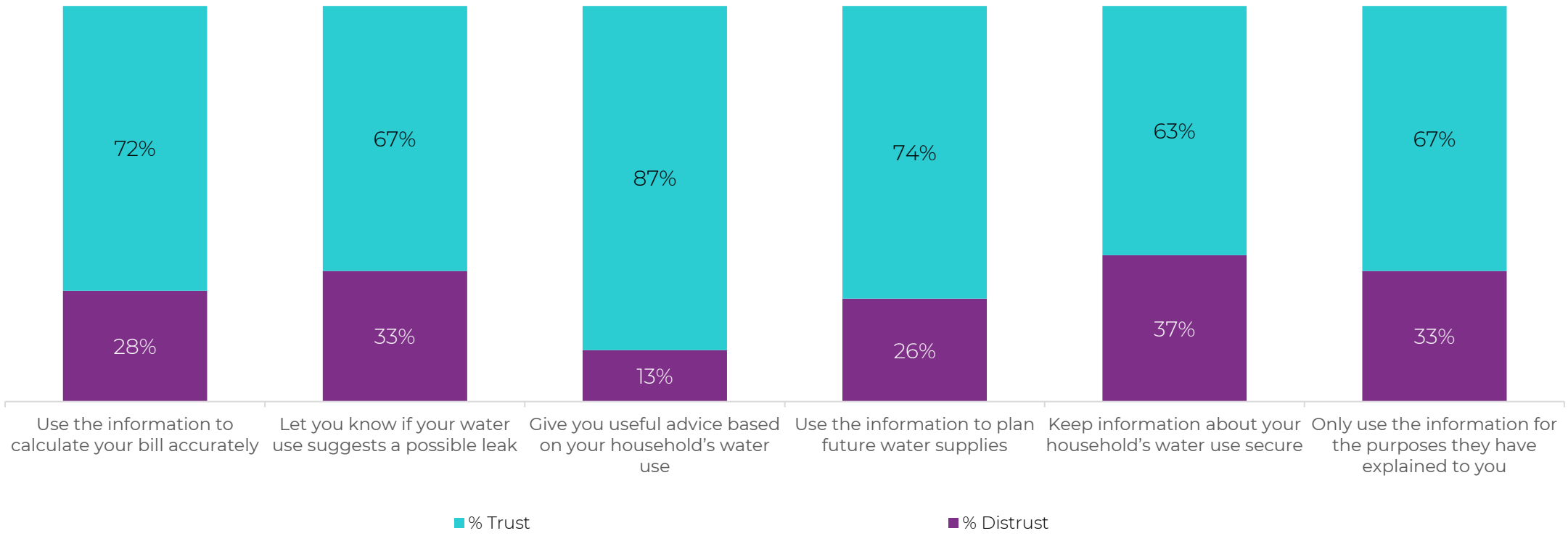
# Yorkshire Water: Spotlight findings

## Trust

The voice for water consumers
Llais defnyddwyr dŵr

Most of the Spotlight questions were for reporting at a community level, but members were asked whether they would trust their water company to use and protect their water usage information. Among Yorkshire Water community members, trust is highest for providing useful advice based on usage (87%) and lowest for keeping this information secure (63%).

In this question we would like to understand whether or not you would trust your water provider to...



23 Stephenson Street,
Birmingham, B2 4BH

**ccw.org.uk**
Follow us: **@CCWvoice**

The voice for water consumers
Llais defnyddwyr dŵr