

Results for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																				
Satisfaction with water services																							
Overall, satisfied with their water supply (Sample size: 150) ²	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>88%</td><td>88%</td><td>91%</td><td>95%</td><td>93%</td><td>89%</td><td>91%</td><td>85%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	88%	91%	95%	93%	89%	91%	85%	90%	96% to 86% Average: 91%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	88%	91%	95%	93%	89%	91%	85%	90%														
Satisfaction with value for money																							
Satisfied with value for money of water services (Sample size: 146)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>74%</td><td>64%</td><td>62%</td><td>74%</td><td>78%</td><td>69%</td><td>63%</td><td>65%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	74%	64%	62%	74%	78%	69%	63%	65%	77%	85% to 70% Average: 76%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	74%	64%	62%	74%	78%	69%	63%	65%	77%														
Views on fairness and affordability of charges																							
Agree that total water and sewerage charges are affordable (Sample size: 147) ³	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>66%</td><td>72%</td><td>76%</td><td>71%</td><td>77%</td><td>65%</td><td>79%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	66%	72%	76%	71%	77%	65%	79%			88% to 70% Average: 79%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	66%	72%	76%	71%	77%	65%	79%																
Agree that charges are fair (Sample size: 142)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>62%</td><td>54%</td><td>53%</td><td>62%</td><td>57%</td><td>59%</td><td>58%</td><td>55%</td><td>68%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	62%	54%	53%	62%	57%	59%	58%	55%	68%	82% to 58% Average: 67%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	62%	54%	53%	62%	57%	59%	58%	55%	68%														
Care and Trust																							
Agree water company cares about the service they provide to customers (Sample size: 137)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>65%</td><td>54%</td><td>49%</td><td>68%</td><td>66%</td><td>60%</td><td>66%</td><td>61%</td><td>65%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	65%	54%	49%	68%	66%	60%	66%	61%	65%	82% to 60% Average: 67%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	65%	54%	49%	68%	66%	60%	66%	61%	65%														
Trust water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 149)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Mean Score</th><td>7.02</td><td>6.90</td><td>7.11</td><td>7.74</td><td>7.68</td><td>7.46</td><td>7.39</td><td>7.41</td><td>7.81</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Mean Score	7.02	6.90	7.11	7.74	7.68	7.46	7.39	7.41	7.81	8.57 to 7.30 Average: 7.74	
Year	11	12	13	14	15	16	17	18	19														
Mean Score	7.02	6.90	7.11	7.74	7.68	7.46	7.39	7.41	7.81														
Awareness of consumer rights and responsibilities																							
Likely to contact company if worried about paying bill (Sample size: 145)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>74%</td><td>70%</td><td>68%</td><td>76%</td><td>69%</td><td>69%</td><td>73%</td><td>70%</td><td>70%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	74%	70%	68%	76%	69%	69%	73%	70%	70%	83% to 70% Average: 74%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	74%	70%	68%	76%	69%	69%	73%	70%	70%														
Aware of option to have a free water meter (Sample size: 31*) ⁴	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>45%</td><td>64%</td><td>69%</td><td>50%</td><td>59%</td><td>53%</td><td>65%</td><td>66%</td><td>65%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	45%	64%	69%	50%	59%	53%	65%	66%	65%	78% to 63% Average: 68%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	45%	64%	69%	50%	59%	53%	65%	66%	65%														

Results for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																				
Aware of option for customers who ask for a meter to be fitted to go back to rateable value charge within 24 ⁵ months (Sample size: 24*) ⁴	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>22%</td><td>32%</td><td>28%</td><td>39%</td><td>21%</td><td>27%</td><td>27%</td><td>18%</td><td>25%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	22%	32%	28%	39%	21%	27%	27%	18%	25%	38% to 17% Average: 27%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	22%	32%	28%	39%	21%	27%	27%	18%	25%														
Aware of, or on WaterSure tariff (Sample size: 150*)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>5%</td><td>6%</td><td>7%</td><td>8%</td><td>5%</td><td>12%</td><td>11%</td><td>12%</td><td>12%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	5%	6%	7%	8%	5%	12%	11%	12%	12%	17% to 9% Average: 11%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	5%	6%	7%	8%	5%	12%	11%	12%	12%														
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 150*) ³	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>2%</td><td>5%</td><td>4%</td><td>4%</td><td>3%</td><td>1%</td><td>2%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	2%	5%	4%	4%	3%	1%	2%			9% to 2% Average: 4%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	2%	5%	4%	4%	3%	1%	2%																
Aware of Priority Services (Sample size: 150*) ⁶	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>41%</td><td>48%</td><td>37%</td><td>41%</td><td>40%</td><td>39%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	41%	48%	37%	41%	40%	39%				54% to 38% Average: 43%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	41%	48%	37%	41%	40%	39%																	
Contact																							
Contacted water company with a query in last 12 months (Sample size: 150*)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>6%</td><td>17%</td><td>20%</td><td>15%</td><td>13%</td><td>17%</td><td>16%</td><td>17%</td><td>27%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	6%	17%	20%	15%	13%	17%	16%	17%	27%	27% to 12% Average: 22%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	6%	17%	20%	15%	13%	17%	16%	17%	27%														
Reason for contacting water company was to complain (Sample size: who made contact: 41)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>8%</td><td>15%</td><td>3%</td><td>9%</td><td>0%</td><td>0%</td><td>8%</td><td>4%</td><td>5%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	8%	15%	3%	9%	0%	0%	8%	4%	5%	9% to 0% Average: 4%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	8%	15%	3%	9%	0%	0%	8%	4%	5%														
Overall, satisfied with the way their query was handled (Sample size: who made contact: 41)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>73%</td><td>79%</td><td>93%</td><td>73%</td><td>83%</td><td>77%</td><td>79%</td><td>72%</td><td>73%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	73%	79%	93%	73%	83%	77%	79%	72%	73%	87% to 73% Average: 78%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	73%	79%	93%	73%	83%	77%	79%	72%	73%														

Results for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																				
Water on tap																							
Satisfied with colour and appearance of tap water (Sample size: 150)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>87%</td><td>88%</td><td>88%</td><td>94%</td><td>94%</td><td>91%</td><td>89%</td><td>92%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	88%	88%	94%	94%	91%	89%	92%	89%	99% to 89% Average: 92%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	88%	88%	94%	94%	91%	89%	92%	89%														
Satisfied with taste and smell (Sample size: 146)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>78%</td><td>80%</td><td>83%</td><td>87%</td><td>85%</td><td>80%</td><td>79%</td><td>77%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	78%	80%	83%	87%	85%	80%	79%	77%	85%	95% to 81% Average: 86%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	78%	80%	83%	87%	85%	80%	79%	77%	85%														
Satisfied with hardness/softness (Sample size: 146)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>43%</td><td>42%</td><td>43%</td><td>60%</td><td>51%</td><td>45%</td><td>43%</td><td>44%</td><td>45%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	43%	42%	43%	60%	51%	45%	43%	44%	45%	80% to 45% Average: 56%	Significantly lower than WOC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	43%	42%	43%	60%	51%	45%	43%	44%	45%														
Satisfied with safety (Sample size: 147)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>87%</td><td>86%</td><td>88%</td><td>88%</td><td>93%</td><td>87%</td><td>87%</td><td>88%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	86%	88%	88%	93%	87%	87%	88%	90%	97% to 86% Average: 92%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	86%	88%	88%	93%	87%	87%	88%	90%														
Satisfied with reliability of supply (Sample size: 150)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>93%</td><td>94%</td><td>96%</td><td>97%</td><td>96%</td><td>96%</td><td>97%</td><td>95%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	94%	96%	97%	96%	96%	97%	95%	97%	100% to 93% Average: 97%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	94%	96%	97%	96%	96%	97%	95%	97%														
Satisfied with water pressure (Sample size: 150)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>87%</td><td>82%</td><td>81%</td><td>92%</td><td>85%</td><td>85%</td><td>81%</td><td>83%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	82%	81%	92%	85%	85%	81%	83%	85%	93% to 80% Average: 88%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	82%	81%	92%	85%	85%	81%	83%	85%														
Likelihood to recommend as a provider of water services																							
Extremely likely to recommend Affinity Water Central to friends and family as a provider (Sample size: 146) ⁷	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>41%</td><td>32%</td><td>33%</td><td>26%</td><td>32%</td><td>34%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	41%	32%	33%	26%	32%	34%				71% to 32% Average: 40%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	41%	32%	33%	26%	32%	34%																	

Affinity Water Central sewerage services are provided by Thames Water (130 respondents) or Anglian Water (11 respondents).⁸



Results for sewerage service providers for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																				
Satisfaction with sewerage services																							
Overall, satisfied with their sewerage services (Sample size: 133)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>85%</td><td>81%</td><td>85%</td><td>89%</td><td>89%</td><td>85%</td><td>88%</td><td>87%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	85%	81%	85%	89%	89%	85%	88%	87%	87%	92% to 80% Average: 86%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	85%	81%	85%	89%	89%	85%	88%	87%	87%														
Satisfaction with value for money																							
Satisfied with value for money of sewerage services (Sample size: 133)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>72%</td><td>70%</td><td>71%</td><td>75%</td><td>74%</td><td>75%</td><td>66%</td><td>71%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	72%	70%	71%	75%	74%	75%	66%	71%	78%	84% to 65% Average: 75%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	72%	70%	71%	75%	74%	75%	66%	71%	78%														
A sewerage system that works																							
Satisfied with sewerage company actions to reduce smells from sewage treatment works (Sample size: 97)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>85%</td><td>80%</td><td>66%</td><td>83%</td><td>79%</td><td>72%</td><td>80%</td><td>85%</td><td>74%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	85%	80%	66%	83%	79%	72%	80%	85%	74%	85% to 72% Average: 78%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	85%	80%	66%	83%	79%	72%	80%	85%	74%														
Satisfied with maintenance of sewer pipes & treatment works (Sample size: 106)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>86%</td><td>80%</td><td>73%</td><td>87%</td><td>81%</td><td>72%</td><td>84%</td><td>78%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	86%	80%	73%	87%	81%	72%	84%	78%	75%	86% to 73% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	86%	80%	73%	87%	81%	72%	84%	78%	75%														
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 88)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>85%</td><td>78%</td><td>69%</td><td>86%</td><td>86%</td><td>72%</td><td>75%</td><td>79%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	85%	78%	69%	86%	86%	72%	75%	79%	75%	87% to 65% Average: 75%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	85%	78%	69%	86%	86%	72%	75%	79%	75%														
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 103)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>81%</td><td>70%</td><td>67%</td><td>82%</td><td>84%</td><td>70%</td><td>74%</td><td>72%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	81%	70%	67%	82%	84%	70%	74%	72%	80%	88% to 62% Average: 77%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	81%	70%	67%	82%	84%	70%	74%	72%	80%														
Likelihood to recommend as a provider of sewerage services																							
Extremely likely to recommend sewerage provider to friends and family (Sample size: 134) ^{3,6}	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>37%</td><td>32%</td><td>23%</td><td>26%</td><td>32%</td><td>35%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	37%	32%	23%	26%	32%	35%				65% to 30% Average: 38%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	37%	32%	23%	26%	32%	35%																	

Sample Profile

Regional sample profile for Affinity Water Central	(Sample size: 150*)
Gender	
Male	47%
Female	53%
Age	
18-29	5%
30-44	10%
45-59	37%
60-74	30%
75+	18%
SEC	
Higher managerial, administrative & professional occupations	52%
Intermediate occupations	23%
Routine & manual occupations	19%
Never worked and long-term unemployed/ Full-time students	5%
Refused	1%
Water meter	
Proportion having a water meter	65%

- Statistical reliability on sample size of 150 is +/- 7.83%

¹ Average (mean) proportion for all WoCs based on weighted data. All other data is unweighted.

² Sample size excludes don't knows unless followed by an asterisk *.

³ Question not asked in all years.

⁴ Question filtered on unmetered households as per main report.

⁵ Question text amended in 2018 to '24 months' (prior to this was '12 months').

⁶ Wording change in 2014.

⁷ Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.

⁸ There is no differentiation between sewerage service providers within the results.