



Results for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest		
Satisfaction with water ser	Satisfaction with water services				
Overall, satisfied with their water supply (Sample size: 152) <sup>2</sup>	95% 93% 91% 90% 90% 85% 91% 11 12 13 14 15 16 17 18 19 20 Year	95% to 89% Average: 93%			
Satisfaction with value for	money				
Satisfied with value for money of water services (Sample size: 146)	74% 64% 62% 74% 78% 69% 63% 65% 77% 72%  11 12 13 14 15 16 17 18 19 20  Year	84% to 66% Average: 76%			
Views on fairness and affo	rdability of charges				
Agree that total water and sewerage charges are affordable (Sample size: 149) <sup>3</sup>	11 12 13 14 15 16 17 18 19 20 Year	87% to 72% Average: 83%			
Agree that charges are fair (Sample size: 138)	62% 54% 53% 62% 57% 59% 58% 55% 68% 69% 11 12 13 14 15 16 17 18 19 20 Year	75% to 64% Average: 69%			
Care and trust					
Agree water company cares about the service they provide to customers (Sample size: 144)	65% <sub>54%49%</sub> 68%66%66%66%66%65%66% 11 12 13 14 15 16 17 18 19 20 Year	80% to 57% Average: 68%			
Trust water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 150)	7.747.68 <sub>7.467.397.41</sub> 7.817.82 7.02 <sub>6.90</sub> 7.11 11 12 13 14 15 16 17 18 19 20 Year	8.45 to 7.60 Average: 7.91			
Awareness of consumer ri	-				
Likely to contact company if worried about paying bill (Sample size: 151)	74% 76% 73% 70% 70% 71% 69% 69% 69% 73% 70% 70% 71% 11 12 13 14 15 16 17 18 19 20 Year	77% to 69% Average: 73%			
Aware of option to have a free water meter (Sample size: 26*) <sup>4</sup>	45% 64% 69% 50% 59% 53% 65% 66% 65% <sup>77%</sup> 11 12 13 14 15 16 17 18 19 20  Year	79% to 66% Average: 74%	Low base size		





Results for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	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 <sup>5</sup> months (Sample size: 26*) <sup>4</sup>	22% <sup>32%</sup> 28% <sup>39%</sup> 21% <sup>27%</sup> <sup>27%</sup> <sup>27%</sup> <sup>18%</sup> <sup>25%</sup> <sup>15%</sup> 11 12 13 14 15 16 17 18 19 20  Year	38% to 15% Average: 29%	Low base size Significantly lower than WoC average
Aware of, or on, WaterSure tariff (Sample size: 152*)	12% 11% 12% 11% 9% 5% 6% 7% 8% 5% 11 12 13 14 15 16 17 18 19 20 Year	15% to 8% Average: 11%	
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 152*) <sup>3</sup>	11 12 13 14 15 16 17 18 19 20 Year	7% to 2% Average: 4%	
Aware of Priority Services (Sample size: 152*) <sup>6</sup>	41% <sup>48%</sup> <sub>37%</sub> 41% 40% 39% 43% 11 12 13 14 15 16 17 18 19 20 Year	55% to 39% Average: 47%	
Contact		1	T
Contacted water company with a query in last 12 months (Sample size: 151*)	17% <sup>20%</sup> 15% 13% 17% 16% 17% 20% 6% 15 16 17 18 19 20 Year	23% to 11% Average: 17%	
Reason for contacting water company was to complain (Sample size: who made contact: 30)	15% 8% 9% 0% 0% 0% 4% 5% 0% 11 12 13 14 15 16 17 18 19 20 Year	15% to 0% Average: 4%	Low base size
Overall, satisfied with the way their query was handled (Sample size: who made contact: 30)	73% 79% 93% 73% 83% 77% 79% 72% 73% 70%  11 12 13 14 15 16 17 18 19 20  Year	96% to 67% Average: 77%	Low base size





Results for Affinity Water Central	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 152)	94% 94% 91% 89% 92% 89% 94% 89% 11 12 13 14 15 16 17 18 19 20 Year	98% to 89% Average: 94%	
Satisfied with taste and smell (Sample size: 150)	78% 80% 83% 87% 85% 85% 87% 85% 87% 80% 79% 77% 11 12 13 14 15 16 17 18 19 20 Year	93% to 83% Average: 88%	
Satisfied with hardness/softness (Sample size: 148)	43% 42% 43% <sup>60%</sup> 51% 45% 43% 44% 45% 39% 11 12 13 14 15 16 17 18 19 20 Year	72% to 39% Average: 54%	Significantly lower than WoC average
Satisfied with safety (Sample size: 146)	93% 87% 86% 88% 88% 11 12 13 14 15 16 17 18 19 20 Year	99% to 89% Average: 94%	
Satisfied with reliability of supply (Sample size: 151)	93% 94% 96% 96% 96% 97% 95% 97% 97% 97% 11 12 13 14 15 16 17 18 19 20 Year	100% to 95% Average: 98%	
Satisfied with water pressure (Sample size: 152)	92% 82% 81% 85% 85% 85% 81% 83% 85% 11 12 13 14 15 16 17 18 19 20 Year	92% to 85% Average: 90%	
Likelihood to recommend a	as a provider of water services		
Extremely likely to recommend Affinity Water Central to friends and family as a provider (Sample size: 147) <sup>7</sup>	41% 32% 33% 26% 32% 34% 37% 11 12 13 14 15 16 17 18 19 20 Year	56% to 33% Average: 42%	

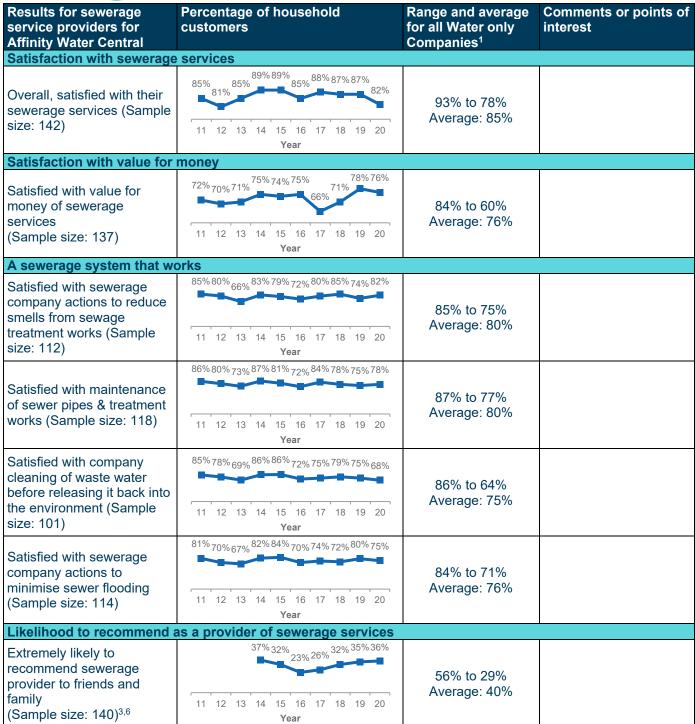




Affinity Water Central sewerage services are provided by Thames Water (130 respondents) or Anglian Water (11 respondents).8











### **Sample Profile**

Regional sample profile for Affinity Water Central	(Sample size: 152*)
Gender	
Male	45%
Female	55%
Age	
18-29	3%
30-44	13%
45-59	38%
60-74	30%
75+	16%
SEC	
Higher managerial, administrative & professional occupations	57%
Intermediate occupations	15%
Routine & manual occupations	18%
Never worked and long-term unemployed/ Full-time students	9%
Refused	1%
Water meter	•
Proportion having a water meter	62%

Statistical reliability on sample size of 152 is +/- 7.95%

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

<sup>&</sup>lt;sup>2</sup> Sample size excludes don't knows unless followed by an asterisk \*.

<sup>&</sup>lt;sup>3</sup> Question not asked in all years.

<sup>&</sup>lt;sup>4</sup> Question filtered on unmetered households as per main report.

<sup>&</sup>lt;sup>5</sup> Question text amended in 2018 to '24 months' (prior to this was '12 months').

<sup>&</sup>lt;sup>6</sup> Wording change in 2014.

<sup>&</sup>lt;sup>7</sup> Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.

<sup>&</sup>lt;sup>8</sup> There is no differentiation between sewerage service providers within the results.