

Results for Affinity Water South East	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: 151) 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><td>20</td></tr> <tr><th>Percentage</th><td>89%</td><td>91%</td><td>89%</td><td>91%</td><td>88%</td><td>91%</td><td>87%</td><td>91%</td><td>89%</td><td>91%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	89%	91%	89%	91%	88%	91%	87%	91%	89%	91%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	89%	91%	89%	91%	88%	91%	87%	91%	89%	91%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 144)	<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><td>20</td></tr> <tr><th>Percentage</th><td>74%</td><td>70%</td><td>63%</td><td>72%</td><td>72%</td><td>72%</td><td>66%</td><td>71%</td><td>70%</td><td>66%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	74%	70%	63%	72%	72%	72%	66%	71%	70%	66%	84% to 66% Average: 76%	Significantly lower than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	74%	70%	63%	72%	72%	72%	66%	71%	70%	66%															
Views on fairness and affordability of charges																									
Agree that water and sewerage charges are affordable (Sample size: 149) 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><td>20</td></tr> <tr><th>Percentage</th><td>59%</td><td>76%</td><td>73%</td><td>68%</td><td>64%</td><td>65%</td><td>70%</td><td>72%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	59%	76%	73%	68%	64%	65%	70%	72%			87% to 72% Average: 83%	Significantly lower than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	59%	76%	73%	68%	64%	65%	70%	72%																	
Agree that charges are fair (Sample size: 141)	<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><td>20</td></tr> <tr><th>Percentage</th><td>69%</td><td>66%</td><td>47%</td><td>66%</td><td>57%</td><td>63%</td><td>52%</td><td>50%</td><td>58%</td><td>65%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	69%	66%	47%	66%	57%	63%	52%	50%	58%	65%	75% to 64% Average: 69%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	69%	66%	47%	66%	57%	63%	52%	50%	58%	65%															
Care and trust																									
Agree their water company cares about the service they provide to customers (Sample size: 144)	<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><td>20</td></tr> <tr><th>Percentage</th><td>66%</td><td>65%</td><td>53%</td><td>72%</td><td>66%</td><td>64%</td><td>68%</td><td>61%</td><td>67%</td><td>63%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	66%	65%	53%	72%	66%	64%	68%	61%	67%	63%	80% to 57% Average: 68%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	66%	65%	53%	72%	66%	64%	68%	61%	67%	63%															
Trust their water company (mean score – where 10 is trust completely and 1 is do not trust at all) (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><td>20</td></tr> <tr><th>Score</th><td>7.11</td><td>7.36</td><td>6.83</td><td>7.46</td><td>7.54</td><td>7.34</td><td>7.31</td><td>7.59</td><td>7.30</td><td>7.78</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Score	7.11	7.36	6.83	7.46	7.54	7.34	7.31	7.59	7.30	7.78	8.45 to 7.60 Average: 7.91	
Year	11	12	13	14	15	16	17	18	19	20															
Score	7.11	7.36	6.83	7.46	7.54	7.34	7.31	7.59	7.30	7.78															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (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><td>20</td></tr> <tr><th>Percentage</th><td>77%</td><td>84%</td><td>69%</td><td>74%</td><td>77%</td><td>70%</td><td>75%</td><td>69%</td><td>73%</td><td>71%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	77%	84%	69%	74%	77%	70%	75%	69%	73%	71%	77% to 69% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	77%	84%	69%	74%	77%	70%	75%	69%	73%	71%															
Aware of, or on WaterSure tariff (Sample size: 151*)	<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><td>20</td></tr> <tr><th>Percentage</th><td>11%</td><td>13%</td><td>14%</td><td>16%</td><td>13%</td><td>20%</td><td>18%</td><td>13%</td><td>12%</td><td>11%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	11%	13%	14%	16%	13%	20%	18%	13%	12%	11%	15% to 8% Average: 11%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	11%	13%	14%	16%	13%	20%	18%	13%	12%	11%															

CCW Research Report Water Matters 2020-21 Summary of Research Findings for Affinity Water South East

Results for Affinity Water South East	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 151*) 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><td>20</td></tr> <tr><th>Percentage</th><td>7%</td><td>3%</td><td>5%</td><td>7%</td><td>7%</td><td>5%</td><td>5%</td><td>3%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	7%	3%	5%	7%	7%	5%	5%	3%			7% to 2% Average: 4%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	7%	3%	5%	7%	7%	5%	5%	3%																	
Aware of Priority services. (Sample size: 151*) 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><td>20</td></tr> <tr><th>Percentage</th><td>56%</td><td>54%</td><td>51%</td><td>43%</td><td>41%</td><td>44%</td><td>47%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	56%	54%	51%	43%	41%	44%	47%				55% to 39% Average: 47%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	56%	54%	51%	43%	41%	44%	47%																		
Contact																									
Contacted water company with a query in last 12 months (Sample size: 151*)	<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><td>20</td></tr> <tr><th>Percentage</th><td>13%</td><td>13%</td><td>25%</td><td>19%</td><td>21%</td><td>17%</td><td>26%</td><td>19%</td><td>19%</td><td>16%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	13%	13%	25%	19%	21%	17%	26%	19%	19%	16%	23% to 11% Average: 17%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	13%	13%	25%	19%	21%	17%	26%	19%	19%	16%															
Reason for contacting water company was to complain (Sample size: 24 who made contact)	<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><td>20</td></tr> <tr><th>Percentage</th><td>10%</td><td>5%</td><td>8%</td><td>4%</td><td>9%</td><td>0%</td><td>13%</td><td>7%</td><td>4%</td><td>4%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	10%	5%	8%	4%	9%	0%	13%	7%	4%	4%	15% to 0% Average: 4%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	10%	5%	8%	4%	9%	0%	13%	7%	4%	4%															
Overall, satisfied with the way their query was handled (Sample size: 24 who made contact)	<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><td>20</td></tr> <tr><th>Percentage</th><td>65%</td><td>79%</td><td>74%</td><td>71%</td><td>68%</td><td>77%</td><td>68%</td><td>86%</td><td>79%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	65%	79%	74%	71%	68%	77%	68%	86%	79%	83%	96% to 67% Average: 77%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	65%	79%	74%	71%	68%	77%	68%	86%	79%	83%															
Water on tap																									
Satisfied with colour and appearance of tap water (Sample size: 151)	<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><td>20</td></tr> <tr><th>Percentage</th><td>87%</td><td>91%</td><td>89%</td><td>87%</td><td>92%</td><td>96%</td><td>88%</td><td>87%</td><td>94%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	91%	89%	87%	92%	96%	88%	87%	94%	89%	98% to 89% Average: 94%	Significantly lower than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	91%	89%	87%	92%	96%	88%	87%	94%	89%															
Satisfied with taste and smell (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><td>20</td></tr> <tr><th>Percentage</th><td>80%</td><td>90%</td><td>80%</td><td>83%</td><td>84%</td><td>89%</td><td>82%</td><td>84%</td><td>81%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	80%	90%	80%	83%	84%	89%	82%	84%	81%	83%	93% to 83% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	80%	90%	80%	83%	84%	89%	82%	84%	81%	83%															
Satisfied with hardness/softness (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><td>20</td></tr> <tr><th>Percentage</th><td>46%</td><td>60%</td><td>56%</td><td>66%</td><td>53%</td><td>53%</td><td>52%</td><td>51%</td><td>45%</td><td>56%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	46%	60%	56%	66%	53%	53%	52%	51%	45%	56%	72% to 39% Average: 54%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	46%	60%	56%	66%	53%	53%	52%	51%	45%	56%															
Satisfied with safety (Sample size: 151)	<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><td>20</td></tr> <tr><th>Percentage</th><td>93%</td><td>95%</td><td>88%</td><td>92%</td><td>91%</td><td>92%</td><td>90%</td><td>94%</td><td>86%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	93%	95%	88%	92%	91%	92%	90%	94%	86%	93%	99% to 89% Average: 94%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	93%	95%	88%	92%	91%	92%	90%	94%	86%	93%															

CCW Research Report Water Matters 2020-21

Summary of Research Findings for Affinity Water South East

Results for Affinity Water South East	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfied with reliability of supply (Sample size: 151)	<table border="1"> <caption>Satisfaction with reliability of supply</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>95%</td></tr> <tr><td>12</td><td>96%</td></tr> <tr><td>13</td><td>95%</td></tr> <tr><td>14</td><td>99%</td></tr> <tr><td>15</td><td>98%</td></tr> <tr><td>16</td><td>97%</td></tr> <tr><td>17</td><td>96%</td></tr> <tr><td>18</td><td>98%</td></tr> <tr><td>19</td><td>95%</td></tr> <tr><td>20</td><td>95%</td></tr> </tbody> </table>	Year	Percentage	11	95%	12	96%	13	95%	14	99%	15	98%	16	97%	17	96%	18	98%	19	95%	20	95%	100% to 95% Average: 98%	Significantly lower than WoC average
Year	Percentage																								
11	95%																								
12	96%																								
13	95%																								
14	99%																								
15	98%																								
16	97%																								
17	96%																								
18	98%																								
19	95%																								
20	95%																								
Satisfied with water pressure (Sample size: 151)	<table border="1"> <caption>Satisfaction with water pressure</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>86%</td></tr> <tr><td>12</td><td>93%</td></tr> <tr><td>13</td><td>86%</td></tr> <tr><td>14</td><td>94%</td></tr> <tr><td>15</td><td>88%</td></tr> <tr><td>16</td><td>89%</td></tr> <tr><td>17</td><td>83%</td></tr> <tr><td>18</td><td>86%</td></tr> <tr><td>19</td><td>89%</td></tr> <tr><td>20</td><td>85%</td></tr> </tbody> </table>	Year	Percentage	11	86%	12	93%	13	86%	14	94%	15	88%	16	89%	17	83%	18	86%	19	89%	20	85%	92% to 85% Average: 90%	
Year	Percentage																								
11	86%																								
12	93%																								
13	86%																								
14	94%																								
15	88%																								
16	89%																								
17	83%																								
18	86%																								
19	89%																								
20	85%																								
Likelihood to recommend as a provider of water services																									
Extremely likely to recommend Affinity Water South East to friends and family as a provider (Sample size: 143) ^{3,5}	<table border="1"> <caption>Likelihood to recommend Affinity Water South East</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>14</td><td>31%</td></tr> <tr><td>15</td><td>32%</td></tr> <tr><td>16</td><td>32%</td></tr> <tr><td>17</td><td>28%</td></tr> <tr><td>18</td><td>34%</td></tr> <tr><td>19</td><td>32%</td></tr> <tr><td>20</td><td>34%</td></tr> </tbody> </table>	Year	Percentage	14	31%	15	32%	16	32%	17	28%	18	34%	19	32%	20	34%	56% to 33% Average: 42%							
Year	Percentage																								
14	31%																								
15	32%																								
16	32%																								
17	28%																								
18	34%																								
19	32%																								
20	34%																								

**Affinity Water South East sewerage services are provided
by Southern Water (128 respondents)**



Results for sewerage service providers for Affinity Water South East	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: 132)	<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><td>20</td></tr> <tr><th>Percentage</th><td>81%</td><td>90%</td><td>78%</td><td>90%</td><td>88%</td><td>83%</td><td>85%</td><td>82%</td><td>84%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	81%	90%	78%	90%	88%	83%	85%	82%	84%	80%	93% to 78% Average: 85%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	81%	90%	78%	90%	88%	83%	85%	82%	84%	80%															
Satisfaction with value for money																									
Satisfied with value for money of sewerage services (Sample size: 129)	<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><td>20</td></tr> <tr><th>Percentage</th><td>74%</td><td>73%</td><td>58%</td><td>70%</td><td>67%</td><td>70%</td><td>61%</td><td>65%</td><td>67%</td><td>60%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	74%	73%	58%	70%	67%	70%	61%	65%	67%	60%	84% to 60% Average: 76%	Significantly lower than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	74%	73%	58%	70%	67%	70%	61%	65%	67%	60%															
A sewerage system that works																									
Satisfied with sewerage company actions to reduce smells from sewage treatment works (Sample size: 92)	<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><td>20</td></tr> <tr><th>Percentage</th><td>78%</td><td>85%</td><td>62%</td><td>89%</td><td>83%</td><td>72%</td><td>72%</td><td>81%</td><td>83%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	78%	85%	62%	89%	83%	72%	72%	81%	83%	75%	85% to 75% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	78%	85%	62%	89%	83%	72%	72%	81%	83%	75%															
Satisfied with maintenance of sewer pipes & treatment works (Sample size: 89)	<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><td>20</td></tr> <tr><th>Percentage</th><td>81%</td><td>88%</td><td>62%</td><td>92%</td><td>86%</td><td>75%</td><td>75%</td><td>80%</td><td>84%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	81%	88%	62%	92%	86%	75%	75%	80%	84%	79%	87% to 77% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	81%	88%	62%	92%	86%	75%	75%	80%	84%	79%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 82)	<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><td>20</td></tr> <tr><th>Percentage</th><td>80%</td><td>89%</td><td>70%</td><td>93%</td><td>83%</td><td>72%</td><td>78%</td><td>67%</td><td>71%</td><td>72%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	80%	89%	70%	93%	83%	72%	78%	67%	71%	72%	86% to 64% Average: 75%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	80%	89%	70%	93%	83%	72%	78%	67%	71%	72%															
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 99)	<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><td>20</td></tr> <tr><th>Percentage</th><td>81%</td><td>89%</td><td>68%</td><td>87%</td><td>80%</td><td>75%</td><td>72%</td><td>71%</td><td>72%</td><td>71%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	81%	89%	68%	87%	80%	75%	72%	71%	72%	71%	84% to 71% Average: 76%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	81%	89%	68%	87%	80%	75%	72%	71%	72%	71%															
Likelihood to recommend as a provider of sewerage services																									
Extremely likely to recommend Southern Water to friends and family (Sample size: 126) ^{3,5}	<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><td>20</td></tr> <tr><th>Percentage</th><td>30%</td><td>30%</td><td>23%</td><td>27%</td><td>28%</td><td>31%</td><td>32%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	30%	30%	23%	27%	28%	31%	32%				56% to 29% Average: 40%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	30%	30%	23%	27%	28%	31%	32%																		

Sample Profile

Regional sample profile for Affinity Water South East	(Sample size: 151*)
Gender	
Male	49%
Female	51%
Age	
18-29	1%
30-44	17%
45-59	33%
60-74	32%
75+	17%
SEC	
Higher managerial, administrative & professional occupations	47%
Intermediate occupations	25%
Routine & manual occupations	19%
Never worked and long-term unemployed/ Full-time students	9%
Refused	1%
Water meter	
Proportion having a water meter	86%

- Statistical reliability on sample size of 151 is +/- 7.97%

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 Wording change in 2014.

⁵ Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.