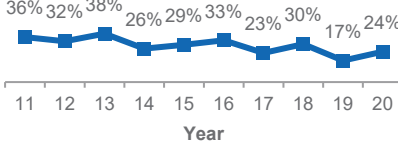
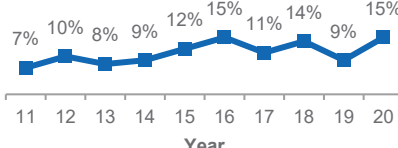
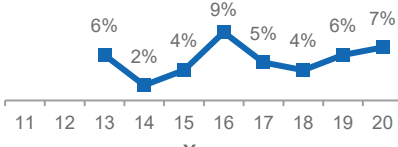
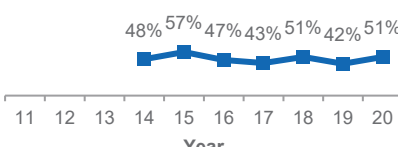
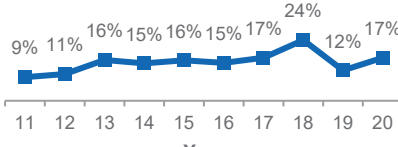
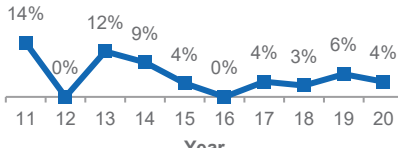
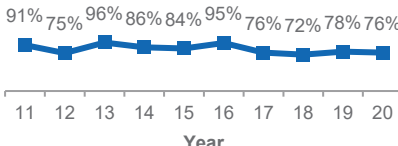
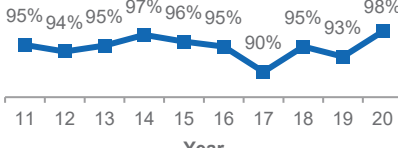
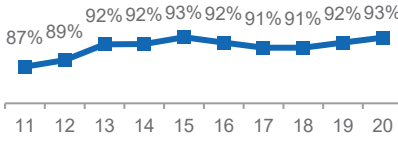
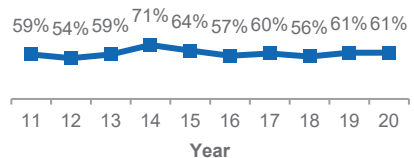
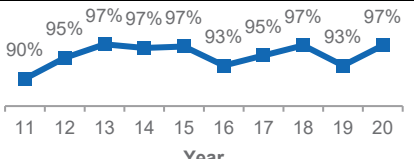
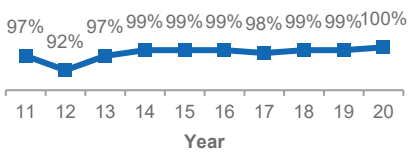
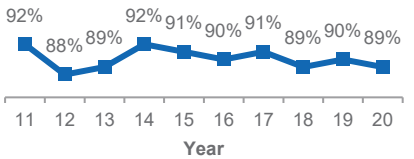
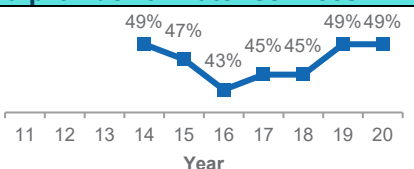


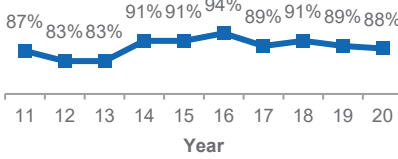
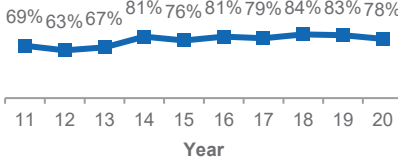
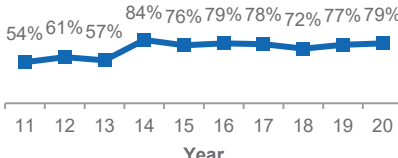
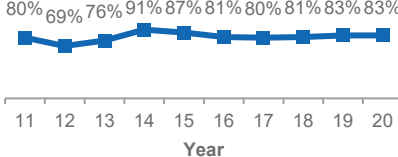
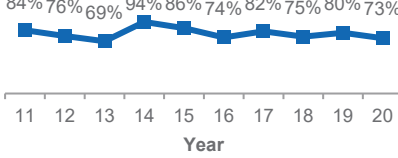
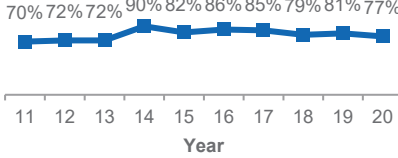
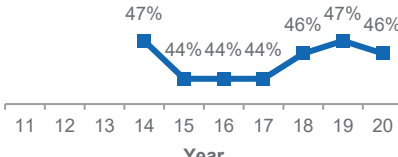
Results for Bournemouth Water	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfaction with water services																									
Overall, satisfied with their water supply (Sample size: 149) ²	 <table border="1"> <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>96%</td><td>87%</td><td>95%</td><td>94%</td><td>95%</td><td>95%</td><td>91%</td><td>95%</td><td>94%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	96%	87%	95%	94%	95%	95%	91%	95%	94%	95%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	96%	87%	95%	94%	95%	95%	91%	95%	94%	95%															
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>69%</td><td>71%</td><td>79%</td><td>81%</td><td>78%</td><td>84%</td><td>78%</td><td>85%</td><td>85%</td><td>84%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	69%	71%	79%	81%	78%	84%	78%	85%	85%	84%	84% to 66% Average: 76%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	69%	71%	79%	81%	78%	84%	78%	85%	85%	84%															
Views on fairness and affordability of charges																									
Agree that water and sewerage charges are affordable (Sample size: 148) 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>69%</td><td>89%</td><td>75%</td><td>89%</td><td>79%</td><td>80%</td><td>84%</td><td>84%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	69%	89%	75%	89%	79%	80%	84%	84%			87% to 72% Average: 83%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	69%	89%	75%	89%	79%	80%	84%	84%																	
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>71%</td><td>63%</td><td>61%</td><td>79%</td><td>61%</td><td>81%</td><td>71%</td><td>72%</td><td>76%</td><td>74%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	71%	63%	61%	79%	61%	81%	71%	72%	76%	74%	75% to 64% Average: 69%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	71%	63%	61%	79%	61%	81%	71%	72%	76%	74%															
Care and trust																									
Agree their water company cares about the service they provide to customers (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><td>20</td></tr> <tr><th>Percentage</th><td>68%</td><td>67%</td><td>66%</td><td>86%</td><td>74%</td><td>74%</td><td>80%</td><td>71%</td><td>71%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	68%	67%	66%	86%	74%	74%	80%	71%	71%	80%	80% to 57% Average: 68%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	68%	67%	66%	86%	74%	74%	80%	71%	71%	80%															
Trust their water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 148)	 <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>7.46</td><td>7.44</td><td>7.47</td><td>8.03</td><td>7.90</td><td>7.95</td><td>8.01</td><td>8.01</td><td>8.11</td><td>8.18</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Score	7.46	7.44	7.47	8.03	7.90	7.95	8.01	8.01	8.11	8.18	8.45 to 7.60 Average: 7.91	
Year	11	12	13	14	15	16	17	18	19	20															
Score	7.46	7.44	7.47	8.03	7.90	7.95	8.01	8.01	8.11	8.18															
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>87%</td><td>75%</td><td>67%</td><td>71%</td><td>79%</td><td>73%</td><td>73%</td><td>78%</td><td>83%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	75%	67%	71%	79%	73%	73%	78%	83%	76%	77% to 69% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	75%	67%	71%	79%	73%	73%	78%	83%	76%															
Aware of option to have a free water meter (Sample size: 42*) 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>61%</td><td>74%</td><td>74%</td><td>49%</td><td>68%</td><td>67%</td><td>71%</td><td>75%</td><td>70%</td><td>69%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	61%	74%	74%	49%	68%	67%	71%	75%	70%	69%	79% to 66% Average: 74%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	61%	74%	74%	49%	68%	67%	71%	75%	70%	69%															

Results for Bournemouth Water	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 months (Sample size: 42*) 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>36%</td><td>32%</td><td>38%</td><td>26%</td><td>29%</td><td>33%</td><td>23%</td><td>30%</td><td>17%</td><td>24%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	36%	32%	38%	26%	29%	33%	23%	30%	17%	24%	38% to 15% Average: 29%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	36%	32%	38%	26%	29%	33%	23%	30%	17%	24%															
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><td>20</td></tr> <tr><th>Percentage</th><td>7%</td><td>10%</td><td>8%</td><td>9%</td><td>12%</td><td>15%</td><td>11%</td><td>14%</td><td>9%</td><td>15%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	7%	10%	8%	9%	12%	15%	11%	14%	9%	15%	15% to 8% Average: 11%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	7%	10%	8%	9%	12%	15%	11%	14%	9%	15%															
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><td>20</td></tr> <tr><th>Percentage</th><td>6%</td><td>2%</td><td>4%</td><td>9%</td><td>5%</td><td>4%</td><td>6%</td><td>7%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	6%	2%	4%	9%	5%	4%	6%	7%			7% to 2% Average: 4%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	6%	2%	4%	9%	5%	4%	6%	7%																	
Aware of Priority Services. (Sample size: 150*) 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>48%</td><td>57%</td><td>47%</td><td>43%</td><td>51%</td><td>42%</td><td>51%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	48%	57%	47%	43%	51%	42%	51%				55% to 39% Average: 47%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	48%	57%	47%	43%	51%	42%	51%																		
Contact																									
Contacted water company with a query in the last 12 months (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><td>20</td></tr> <tr><th>Percentage</th><td>9%</td><td>11%</td><td>16%</td><td>15%</td><td>16%</td><td>15%</td><td>17%</td><td>24%</td><td>12%</td><td>17%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	9%	11%	16%	15%	16%	15%	17%	24%	12%	17%	23% to 11% Average: 17%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	9%	11%	16%	15%	16%	15%	17%	24%	12%	17%															
Reason for contacting water company was to complain (Sample size: 25 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>14%</td><td>0%</td><td>12%</td><td>9%</td><td>4%</td><td>0%</td><td>4%</td><td>3%</td><td>6%</td><td>4%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	14%	0%	12%	9%	4%	0%	4%	3%	6%	4%	15% to 0% Average: 4%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	14%	0%	12%	9%	4%	0%	4%	3%	6%	4%															
Overall, satisfied with the way their query was handled (Sample size: 25 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>91%</td><td>75%</td><td>96%</td><td>86%</td><td>84%</td><td>95%</td><td>76%</td><td>72%</td><td>78%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	75%	96%	86%	84%	95%	76%	72%	78%	76%	96% to 67% Average: 77%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	75%	96%	86%	84%	95%	76%	72%	78%	76%															
Water on tap																									
Satisfied with colour and appearance of tap water (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><td>20</td></tr> <tr><th>Percentage</th><td>95%</td><td>94%</td><td>95%</td><td>97%</td><td>96%</td><td>95%</td><td>90%</td><td>95%</td><td>93%</td><td>98%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	95%	94%	95%	97%	96%	95%	90%	95%	93%	98%	98% to 89% Average: 94%	Significant change since last year; significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	95%	94%	95%	97%	96%	95%	90%	95%	93%	98%															
Satisfied with taste and smell (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>87%</td><td>89%</td><td>92%</td><td>92%</td><td>93%</td><td>92%</td><td>91%</td><td>91%</td><td>92%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	89%	92%	92%	93%	92%	91%	91%	92%	93%	93% to 83% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	89%	92%	92%	93%	92%	91%	91%	92%	93%															

Results for Bournemouth Water	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfied with hardness/softness (Sample size: 145)	 <table border="1"> <caption>Satisfaction with hardness/softness</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>59%</td></tr> <tr><td>12</td><td>54%</td></tr> <tr><td>13</td><td>59%</td></tr> <tr><td>14</td><td>71%</td></tr> <tr><td>15</td><td>64%</td></tr> <tr><td>16</td><td>57%</td></tr> <tr><td>17</td><td>60%</td></tr> <tr><td>18</td><td>56%</td></tr> <tr><td>19</td><td>61%</td></tr> <tr><td>20</td><td>61%</td></tr> </tbody> </table>	Year	Percentage	11	59%	12	54%	13	59%	14	71%	15	64%	16	57%	17	60%	18	56%	19	61%	20	61%	72% to 39% Average: 54%	
Year	Percentage																								
11	59%																								
12	54%																								
13	59%																								
14	71%																								
15	64%																								
16	57%																								
17	60%																								
18	56%																								
19	61%																								
20	61%																								
Satisfied with safety (Sample size: 144)	 <table border="1"> <caption>Satisfaction with safety</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>90%</td></tr> <tr><td>12</td><td>95%</td></tr> <tr><td>13</td><td>97%</td></tr> <tr><td>14</td><td>97%</td></tr> <tr><td>15</td><td>97%</td></tr> <tr><td>16</td><td>93%</td></tr> <tr><td>17</td><td>95%</td></tr> <tr><td>18</td><td>97%</td></tr> <tr><td>19</td><td>93%</td></tr> <tr><td>20</td><td>97%</td></tr> </tbody> </table>	Year	Percentage	11	90%	12	95%	13	97%	14	97%	15	97%	16	93%	17	95%	18	97%	19	93%	20	97%	99% to 89% Average: 94%	
Year	Percentage																								
11	90%																								
12	95%																								
13	97%																								
14	97%																								
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18	97%																								
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20	97%																								
Satisfied with reliability of supply (Sample size: 149)	 <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>97%</td></tr> <tr><td>12</td><td>92%</td></tr> <tr><td>13</td><td>97%</td></tr> <tr><td>14</td><td>99%</td></tr> <tr><td>15</td><td>99%</td></tr> <tr><td>16</td><td>99%</td></tr> <tr><td>17</td><td>98%</td></tr> <tr><td>18</td><td>99%</td></tr> <tr><td>19</td><td>99%</td></tr> <tr><td>20</td><td>100%</td></tr> </tbody> </table>	Year	Percentage	11	97%	12	92%	13	97%	14	99%	15	99%	16	99%	17	98%	18	99%	19	99%	20	100%	100% to 95% Average: 98%	
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13	97%																								
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15	99%																								
16	99%																								
17	98%																								
18	99%																								
19	99%																								
20	100%																								
Satisfied with water pressure (Sample size: 148)	 <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>92%</td></tr> <tr><td>12</td><td>88%</td></tr> <tr><td>13</td><td>89%</td></tr> <tr><td>14</td><td>92%</td></tr> <tr><td>15</td><td>91%</td></tr> <tr><td>16</td><td>90%</td></tr> <tr><td>17</td><td>91%</td></tr> <tr><td>18</td><td>89%</td></tr> <tr><td>19</td><td>90%</td></tr> <tr><td>20</td><td>89%</td></tr> </tbody> </table>	Year	Percentage	11	92%	12	88%	13	89%	14	92%	15	91%	16	90%	17	91%	18	89%	19	90%	20	89%	92% to 85% Average: 90%	
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Likelihood to recommend as a provider of water services																									
Extremely likely to recommend Bournemouth Water to friends and family as a provider (Sample size: 143) ^{3, 6}	 <table border="1"> <caption>Likelihood to recommend Bournemouth Water</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>14</td><td>49%</td></tr> <tr><td>15</td><td>47%</td></tr> <tr><td>16</td><td>43%</td></tr> <tr><td>17</td><td>45%</td></tr> <tr><td>18</td><td>45%</td></tr> <tr><td>19</td><td>49%</td></tr> <tr><td>20</td><td>49%</td></tr> </tbody> </table>	Year	Percentage	14	49%	15	47%	16	43%	17	45%	18	45%	19	49%	20	49%	56% to 33% Average: 42%							
Year	Percentage																								
14	49%																								
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16	43%																								
17	45%																								
18	45%																								
19	49%																								
20	49%																								

Sewerage services for Bournemouth Water are provided by Wessex Water (108 respondents) or Southern Water (28 respondents)⁷



Results for sewerage service providers for Bournemouth Water	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: 131)	 <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>83%</td><td>83%</td><td>91%</td><td>91%</td><td>94%</td><td>89%</td><td>91%</td><td>89%</td><td>88%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	83%	83%	91%	91%	94%	89%	91%	89%	88%	93% to 78% Average: 85%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	83%	83%	91%	91%	94%	89%	91%	89%	88%															
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>69%</td><td>63%</td><td>67%</td><td>81%</td><td>76%</td><td>81%</td><td>79%</td><td>84%</td><td>83%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	69%	63%	67%	81%	76%	81%	79%	84%	83%	78%	84% to 60% Average: 76%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	69%	63%	67%	81%	76%	81%	79%	84%	83%	78%															
A sewerage system that works																									
Satisfied with sewerage company actions to reduce smells from sewage treatment works (Sample size: 107)	 <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>54%</td><td>61%</td><td>57%</td><td>84%</td><td>76%</td><td>79%</td><td>78%</td><td>72%</td><td>77%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	54%	61%	57%	84%	76%	79%	78%	72%	77%	79%	85% to 75% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	54%	61%	57%	84%	76%	79%	78%	72%	77%	79%															
Satisfied with maintenance of sewer pipes & treatment works (Sample size: 108)	 <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>69%</td><td>76%</td><td>91%</td><td>87%</td><td>81%</td><td>80%</td><td>81%</td><td>83%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	80%	69%	76%	91%	87%	81%	80%	81%	83%	83%	87% to 77% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	80%	69%	76%	91%	87%	81%	80%	81%	83%	83%															
Satisfied with company cleaning of waste water before releasing it back into the environment (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><td>20</td></tr> <tr><th>Percentage</th><td>84%</td><td>76%</td><td>69%</td><td>94%</td><td>86%</td><td>74%</td><td>82%</td><td>75%</td><td>80%</td><td>73%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	84%	76%	69%	94%	86%	74%	82%	75%	80%	73%	86% to 64% Average: 75%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	84%	76%	69%	94%	86%	74%	82%	75%	80%	73%															
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 109)	 <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>70%</td><td>72%</td><td>72%</td><td>90%</td><td>82%</td><td>86%</td><td>85%</td><td>79%</td><td>81%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	70%	72%	72%	90%	82%	86%	85%	79%	81%	77%	84% to 71% Average: 76%	
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Percentage	70%	72%	72%	90%	82%	86%	85%	79%	81%	77%															
Likelihood to recommend as a provider of sewerage services																									
Extremely likely to recommend sewerage company to friends and family as a provider (Sample size: 127) ^{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><td>20</td></tr> <tr><th>Percentage</th><td>47%</td><td>44%</td><td>44%</td><td>44%</td><td>46%</td><td>47%</td><td>46%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	47%	44%	44%	44%	46%	47%	46%				56% to 29% Average: 40%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	47%	44%	44%	44%	46%	47%	46%																		

Sample profile

Regional sample profile for Bournemouth Water	(Sample size: 150*)
Gender	
Male	50%
Female	50%
Age	
30-44	9%
45-59	35%
60-74	34%
75+	22%
SEC	
Higher managerial, administrative & professional occupations	47%
Intermediate occupations	21%
Routine & manual occupations	24%
Never worked and long-term unemployed/ Full-time students	9%
Water meter	
Proportion having a water meter	74%

- Statistical reliability on sample size of 150 is +/- 8.00%

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 the main report.

⁵ Question wording changed in 2014.

⁶ Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.

⁷ There is no differentiation between sewerage service providers within the results.