

Results for Cambridge Water	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest																				
<b>Satisfaction with water services</b>																							
Overall, satisfied with their water supply (Sample size: 150) <sup>2</sup>	<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>96%</td><td>92%</td><td>96%</td><td>94%</td><td>93%</td><td>98%</td><td>95%</td><td>96%</td><td>96%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	96%	92%	96%	94%	93%	98%	95%	96%	96%	96% to 86% Average: 91%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	96%	92%	96%	94%	93%	98%	95%	96%	96%														
<b>Satisfaction with value for money</b>																							
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>78%</td><td>79%</td><td>75%</td><td>80%</td><td>81%</td><td>75%</td><td>74%</td><td>68%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	78%	79%	75%	80%	81%	75%	74%	68%	78%	85% to 70% Average: 76%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	78%	79%	75%	80%	81%	75%	74%	68%	78%														
<b>Views on fairness and affordability of charges</b>																							
Agree that water and sewerage charges are affordable (Sample size: 148) <sup>3</sup>	<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>80%</td><td>81%</td><td>79%</td><td>79%</td><td>79%</td><td>80%</td><td>84%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	80%	81%	79%	79%	79%	80%	84%			88% to 70% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	80%	81%	79%	79%	79%	80%	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></tr> <tr><th>Percentage</th><td>69%</td><td>70%</td><td>56%</td><td>72%</td><td>67%</td><td>67%</td><td>66%</td><td>63%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	69%	70%	56%	72%	67%	67%	66%	63%	77%	82% to 58% Average: 67%	Significant change since last year Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	69%	70%	56%	72%	67%	67%	66%	63%	77%														
<b>Care and trust</b>																							
Agree their water company cares about the service they provide to customers (Sample size: 136)	<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>77%</td><td>70%</td><td>74%</td><td>85%</td><td>77%</td><td>72%</td><td>65%</td><td>74%</td><td>68%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	77%	70%	74%	85%	77%	72%	65%	74%	68%	82% to 60% Average: 67%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	77%	70%	74%	85%	77%	72%	65%	74%	68%														
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></tr> <tr><th>Score</th><td>7.49</td><td>7.78</td><td>7.47</td><td>8.19</td><td>7.71</td><td>7.63</td><td>7.90</td><td>8.11</td><td>7.99</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Score	7.49	7.78	7.47	8.19	7.71	7.63	7.90	8.11	7.99	8.57 to 7.30 Average: 7.74	
Year	11	12	13	14	15	16	17	18	19														
Score	7.49	7.78	7.47	8.19	7.71	7.63	7.90	8.11	7.99														
<b>Awareness of consumer rights and responsibilities</b>																							
Likely to contact company if worried about paying bill (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></tr> <tr><th>Percentage</th><td>78%</td><td>73%</td><td>67%</td><td>79%</td><td>73%</td><td>68%</td><td>71%</td><td>74%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	78%	73%	67%	79%	73%	68%	71%	74%	76%	83% to 70% Average: 74%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	78%	73%	67%	79%	73%	68%	71%	74%	76%														
Aware of option to have a free water meter (Sample size: 38*) <sup>4</sup>	<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>55%</td><td>54%</td><td>59%</td><td>53%</td><td>69%</td><td>65%</td><td>60%</td><td>73%</td><td>63%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	55%	54%	59%	53%	69%	65%	60%	73%	63%	78% to 63% Average: 68%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	55%	54%	59%	53%	69%	65%	60%	73%	63%														
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: 38*) <sup>4</sup>	<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>27%</td><td>21%</td><td>29%</td><td>33%</td><td>29%</td><td>33%</td><td>22%</td><td>33%</td><td>21%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	27%	21%	29%	33%	29%	33%	22%	33%	21%	38% to 17% Average: 27%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	27%	21%	29%	33%	29%	33%	22%	33%	21%														

Results for Cambridge Water	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest																				
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>9%</td><td>3%</td><td>10%</td><td>9%</td><td>9%</td><td>12%</td><td>8%</td><td>16%</td><td>10%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	9%	3%	10%	9%	9%	12%	8%	16%	10%	17% to 9% Average: 11%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	9%	3%	10%	9%	9%	12%	8%	16%	10%														
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 150*) <sup>3</sup>	<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>3%</td><td>4%</td><td>4%</td><td>5%</td><td>6%</td><td>5%</td><td>5%</td><td>5%</td><td>5%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	3%	4%	4%	5%	6%	5%	5%	5%	5%	9% to 2% Average: 4%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	3%	4%	4%	5%	6%	5%	5%	5%	5%														
Aware of Priority Services. (Sample size: 150*) <sup>5</sup>	<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>50%</td><td>59%</td><td>52%</td><td>43%</td><td>46%</td><td>54%</td><td>54%</td><td>54%</td><td>54%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	50%	59%	52%	43%	46%	54%	54%	54%	54%	54% to 38% Average: 43%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	50%	59%	52%	43%	46%	54%	54%	54%	54%														
<b>Contact</b>																							
Contacted water company with a query in 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></tr> <tr><th>Percentage</th><td>9%</td><td>13%</td><td>21%</td><td>19%</td><td>10%</td><td>18%</td><td>20%</td><td>21%</td><td>18%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	9%	13%	21%	19%	10%	18%	20%	21%	18%	27% to 12% Average: 22%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	9%	13%	21%	19%	10%	18%	20%	21%	18%														
Reason for contacting water company was to complain (Sample size: 27 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></tr> <tr><th>Percentage</th><td>13%</td><td>5%</td><td>3%</td><td>0%</td><td>0%</td><td>0%</td><td>7%</td><td>0%</td><td>4%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	13%	5%	3%	0%	0%	0%	7%	0%	4%	9% to 0% Average: 4%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	13%	5%	3%	0%	0%	0%	7%	0%	4%														
Overall, satisfied with the way their query was handled (Sample size: 27 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></tr> <tr><th>Percentage</th><td>100%</td><td>74%</td><td>77%</td><td>86%</td><td>100%</td><td>75%</td><td>73%</td><td>91%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	100%	74%	77%	86%	100%	75%	73%	91%	78%	87% to 73% Average: 78%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	100%	74%	77%	86%	100%	75%	73%	91%	78%														

Results for Cambridge Water	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest																				
<b>Water on tap</b>																							
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>92%</td><td>95%</td><td>97%</td><td>96%</td><td>95%</td><td>94%</td><td>93%</td><td>93%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	92%	95%	97%	96%	95%	94%	93%	93%	97%	99% to 89% Average: 92%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	92%	95%	97%	96%	95%	94%	93%	93%	97%														
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></tr> <tr><th>Percentage</th><td>85%</td><td>90%</td><td>91%</td><td>93%</td><td>84%</td><td>87%</td><td>85%</td><td>93%</td><td>88%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	85%	90%	91%	93%	84%	87%	85%	93%	88%	95% to 81% Average: 86%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	85%	90%	91%	93%	84%	87%	85%	93%	88%														
Satisfied with hardness/softness (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>51%</td><td>48%</td><td>52%</td><td>59%</td><td>52%</td><td>52%</td><td>60%</td><td>55%</td><td>56%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	51%	48%	52%	59%	52%	52%	60%	55%	56%	80% to 45% Average: 56%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	51%	48%	52%	59%	52%	52%	60%	55%	56%														
Satisfied with safety (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>96%</td><td>91%</td><td>96%</td><td>99%</td><td>94%</td><td>93%</td><td>93%</td><td>95%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	96%	91%	96%	99%	94%	93%	93%	95%	97%	97% to 86% Average: 92%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	96%	91%	96%	99%	94%	93%	93%	95%	97%														
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>99%</td><td>97%</td><td>99%</td><td>99%</td><td>97%</td><td>95%</td><td>96%</td><td>99%</td><td>99%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	99%	97%	99%	99%	97%	95%	96%	99%	99%	100% to 93% Average: 97%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	99%	97%	99%	99%	97%	95%	96%	99%	99%														
Satisfied with water pressure (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>Percentage</th><td>89%</td><td>91%</td><td>93%</td><td>94%</td><td>89%</td><td>89%</td><td>91%</td><td>93%</td><td>91%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	89%	91%	93%	94%	89%	89%	91%	93%	91%	93% to 80% Average: 88%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	89%	91%	93%	94%	89%	89%	91%	93%	91%														
<b>Likelihood to recommend as a provider of water services (NPS score)</b>																							
Extremely likely to recommend Cambridge Water to friends and family as a provider (Sample size: 143) <sup>3,6</sup>	<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>43%</td><td>41%</td><td>39%</td><td>47%</td><td>43%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	43%	43%	41%	39%	47%	43%				71% to 32% Average: 40%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	43%	43%	41%	39%	47%	43%																	

**Sewerage services for Cambridge Water's customers are provided by Anglian Water (139 respondents)**



Results for sewerage service providers for Cambridge Water	Percentage of household customers	Range and average for all Water only Companies <sup>1</sup>	Comments or points of interest																				
<b>Satisfaction with sewerage services</b>																							
Overall, satisfied with their 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></tr> <tr><th>Percentage</th><td>91%</td><td>89%</td><td>87%</td><td>94%</td><td>87%</td><td>88%</td><td>90%</td><td>88%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	91%	89%	87%	94%	87%	88%	90%	88%	87%	92% to 80% Average: 86%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	91%	89%	87%	94%	87%	88%	90%	88%	87%														
<b>Satisfaction with value for money</b>																							
Satisfied with value for money of 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></tr> <tr><th>Percentage</th><td>76%</td><td>74%</td><td>69%</td><td>77%</td><td>75%</td><td>76%</td><td>76%</td><td>68%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	76%	74%	69%	77%	75%	76%	76%	68%	79%	84% to 65% Average: 75%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	76%	74%	69%	77%	75%	76%	76%	68%	79%														
<b>A sewerage system that works</b>																							
Satisfied with sewerage company actions to reduce smells from sewerage treatment works (Sample size: 104)	<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>74%</td><td>64%</td><td>82%</td><td>75%</td><td>74%</td><td>73%</td><td>77%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	73%	74%	64%	82%	75%	74%	73%	77%	79%	85% to 72% Average: 78%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	73%	74%	64%	82%	75%	74%	73%	77%	79%														
Satisfied with maintenance of sewer pipes & treatment works (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>84%</td><td>81%</td><td>71%</td><td>88%</td><td>84%</td><td>71%</td><td>79%</td><td>82%</td><td>86%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	81%	71%	88%	84%	71%	79%	82%	86%	86% to 73% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	81%	71%	88%	84%	71%	79%	82%	86%														
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 86)	<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>80%</td><td>79%</td><td>93%</td><td>92%</td><td>74%</td><td>85%</td><td>82%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	81%	80%	79%	93%	92%	74%	85%	82%	87%	87% to 65% Average: 75%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	81%	80%	79%	93%	92%	74%	85%	82%	87%														
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 111)	<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>83%</td><td>82%</td><td>72%</td><td>91%</td><td>85%</td><td>76%</td><td>78%</td><td>80%</td><td>74%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	83%	82%	72%	91%	85%	76%	78%	80%	74%	88% to 62% Average: 77%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	83%	82%	72%	91%	85%	76%	78%	80%	74%														
<b>Likelihood to recommend as a provider of sewerage services</b>																							
Extremely likely to recommend sewerage provider to friends and family (Sample size: 133) <sup>3,6</sup>	<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>40%</td><td>37%</td><td>36%</td><td>39%</td><td>40%</td><td>43%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	40%	37%	36%	39%	40%	43%				65% to 30% Average: 38%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	40%	37%	36%	39%	40%	43%																	

## Sample Profile

Regional sample profile for Cambridge Water Company plc	(Sample size: 150*)
<b>Gender</b>	
Male	45%
Female	55%
<b>Age</b>	
18-29	2%
30-44	13%
45-59	37%
60-74	30%
75+	18%
<b>SEC</b>	
Higher managerial, administrative & professional occupations	55%
Intermediate occupations	15%
Routine & manual occupations	24%
Never worked and long-term unemployed/ Full-time students	5%
Refused	1%
<b>Water meter</b>	
Proportion having a water meter	72%

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

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

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

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

<sup>4</sup> Question filtered on unmetered households as per the main report.

<sup>5</sup> Question wording changed in 2014.

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