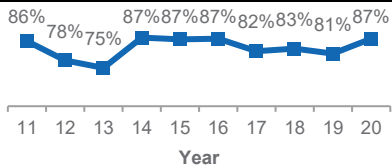
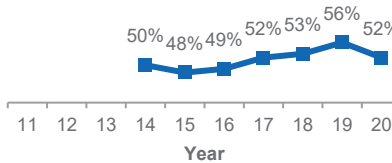


Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																						
<b>Satisfaction with water and sewerage services</b>																									
Overall satisfaction with water supply (Sample size: 200) <sup>2</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><td>20</td></tr> <tr><th>Percentage</th><td>94%</td><td>94%</td><td>96%</td><td>95%</td><td>94%</td><td>97%</td><td>95%</td><td>92%</td><td>93%</td><td>96%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	94%	94%	96%	95%	94%	97%	95%	92%	93%	96%	96% to 87% Average: 92%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	94%	94%	96%	95%	94%	97%	95%	92%	93%	96%															
Overall satisfaction with sewerage services (Sample size: 188)	<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>90%</td><td>90%</td><td>91%</td><td>90%</td><td>92%</td><td>92%</td><td>92%</td><td>90%</td><td>91%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	90%	90%	91%	90%	92%	92%	92%	90%	91%	89%	90% to 78% Average: 85%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	90%	90%	91%	90%	92%	92%	92%	90%	91%	89%															
<b>Satisfaction with value for money</b>																									
Satisfied with value for money of water services (Sample size: 197)	<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>83%</td><td>74%</td><td>78%</td><td>77%</td><td>77%</td><td>84%</td><td>78%</td><td>75%</td><td>79%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	83%	74%	78%	77%	77%	84%	78%	75%	79%	79%	84% to 70% Average: 77%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	83%	74%	78%	77%	77%	84%	78%	75%	79%	79%															
Satisfied with value for money of sewerage services (Sample size: 194)	<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>77%</td><td>80%</td><td>80%</td><td>79%</td><td>84%</td><td>78%</td><td>78%</td><td>84%</td><td>81%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	84%	77%	80%	80%	79%	84%	78%	78%	84%	81%	87% to 67% Average: 78%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	84%	77%	80%	80%	79%	84%	78%	78%	84%	81%															
<b>Views on fairness and affordability of charges</b>																									
Agree water and sewerage charges are affordable (Sample size: 197)	<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>83%</td><td>73%</td><td>71%</td><td>84%</td><td>74%</td><td>83%</td><td>81%</td><td>75%</td><td>74%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	83%	73%	71%	84%	74%	83%	81%	75%	74%	85%	87% to 75% Average: 82%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	83%	73%	71%	84%	74%	83%	81%	75%	74%	85%															
Agree charges are fair (Sample size: 194)	<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>76%</td><td>64%</td><td>63%</td><td>76%</td><td>66%</td><td>73%</td><td>64%</td><td>63%</td><td>60%</td><td>72%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	76%	64%	63%	76%	66%	73%	64%	63%	60%	72%	77% to 57% Average: 69%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	76%	64%	63%	76%	66%	73%	64%	63%	60%	72%															
<b>Care and trust</b>																									
Agree company cares about service given to customers (Sample size: 192)	<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>75%</td><td>70%</td><td>72%</td><td>78%</td><td>77%</td><td>79%</td><td>73%</td><td>75%</td><td>71%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	75%	70%	72%	78%	77%	79%	73%	75%	71%	76%	81% to 60% Average: 71%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	75%	70%	72%	78%	77%	79%	73%	75%	71%	76%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 198)	<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>Mean Score</th><td>7.49</td><td>7.37</td><td>7.69</td><td>8.18</td><td>8.15</td><td>7.95</td><td>8.01</td><td>7.96</td><td>7.96</td><td>8.16</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Mean Score	7.49	7.37	7.69	8.18	8.15	7.95	8.01	7.96	7.96	8.16	8.31 to 7.20 Average: 7.86	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Mean Score	7.49	7.37	7.69	8.18	8.15	7.95	8.01	7.96	7.96	8.16															
<b>Awareness of consumer rights and responsibilities</b>																									
Likely to contact company if worried about paying bill (Sample size: 190)	<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>82%</td><td>69%</td><td>67%</td><td>77%</td><td>67%</td><td>75%</td><td>71%</td><td>69%</td><td>71%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	82%	69%	67%	77%	67%	75%	71%	69%	71%	78%	79% to 64% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	82%	69%	67%	77%	67%	75%	71%	69%	71%	78%															

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																						
Aware of free meter option (Sample size: 106*) <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><td>20</td></tr> <tr><th>Percentage</th><td>44%</td><td>57%</td><td>61%</td><td>42%</td><td>60%</td><td>68%</td><td>69%</td><td>64%</td><td>62%</td><td>60%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	44%	57%	61%	42%	60%	68%	69%	64%	62%	60%	75% to 54% Average: 64%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	44%	57%	61%	42%	60%	68%	69%	64%	62%	60%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 106*) <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><td>20</td></tr> <tr><th>Percentage</th><td>21%</td><td>30%</td><td>31%</td><td>23%</td><td>24%</td><td>34%</td><td>28%</td><td>20%</td><td>21%</td><td>23%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	21%	30%	31%	23%	24%	34%	28%	20%	21%	23%	45% to 23% Average: 30%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	21%	30%	31%	23%	24%	34%	28%	20%	21%	23%															
Aware of WaterSure tariff (Sample size: 200*)	<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>4%</td><td>4%</td><td>9%</td><td>11%</td><td>9%</td><td>12%</td><td>6%</td><td>8%</td><td>10%</td><td>7%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	4%	4%	9%	11%	9%	12%	6%	8%	10%	7%	15% to 6% Average: 9%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	4%	4%	9%	11%	9%	12%	6%	8%	10%	7%															
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 200*) <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><td>20</td></tr> <tr><th>Percentage</th><td>3%</td><td>1%</td><td>2%</td><td>5%</td><td>3%</td><td>4%</td><td>4%</td><td>4%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	3%	1%	2%	5%	3%	4%	4%	4%			9% to 2% Average: 6%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	3%	1%	2%	5%	3%	4%	4%	4%																	
Aware of Priority Services (Sample size: 200*) <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><td>20</td></tr> <tr><th>Percentage</th><td>43%</td><td>50%</td><td>44%</td><td>42%</td><td>45%</td><td>41%</td><td>42%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	43%	50%	44%	42%	45%	41%	42%				49% to 37% Average: 42%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	43%	50%	44%	42%	45%	41%	42%																		
<b>Contact</b>																									
Contacted water company with query in last 12 months (Sample size: 200*)	<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>12%</td><td>17%</td><td>9%</td><td>14%</td><td>16%</td><td>15%</td><td>20%</td><td>22%</td><td>13%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	6%	12%	17%	9%	14%	16%	15%	20%	22%	13%	25% to 13% Average: 18%	Significant change since last year; significantly lower than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	6%	12%	17%	9%	14%	16%	15%	20%	22%	13%															
Reason for contacting water company was to complain (Sample size: 26 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>8%</td><td>8%</td><td>12%</td><td>11%</td><td>17%</td><td>0%</td><td>5%</td><td>3%</td><td>5%</td><td>0%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	8%	8%	12%	11%	17%	0%	5%	3%	5%	0%	5% to 0% Average: 3%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	8%	8%	12%	11%	17%	0%	5%	3%	5%	0%															
Satisfaction with way query handled (Sample size: 26 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>100%</td><td>74%</td><td>84%</td><td>82%</td><td>86%</td><td>87%</td><td>81%</td><td>88%</td><td>76%</td><td>92%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	100%	74%	84%	82%	86%	87%	81%	88%	76%	92%	92% to 58% Average: 79%	Significantly higher than the WaSC average; low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	100%	74%	84%	82%	86%	87%	81%	88%	76%	92%															

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																						
<b>Water on tap</b>																									
Satisfied with colour and appearance of tap water (Sample size: 199)	<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>96%</td><td>95%</td><td>95%</td><td>96%</td><td>97%</td><td>95%</td><td>93%</td><td>97%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	93%	96%	95%	95%	96%	97%	95%	93%	97%	97%	98% to 90% Average: 93%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	93%	96%	95%	95%	96%	97%	95%	93%	97%	97%															
Satisfied with taste and smell (Sample size: 196)	<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>88%</td><td>90%</td><td>90%</td><td>94%</td><td>91%</td><td>94%</td><td>92%</td><td>87%</td><td>87%</td><td>88%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	88%	90%	90%	94%	91%	94%	92%	87%	87%	88%	93% to 84% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	88%	90%	90%	94%	91%	94%	92%	87%	87%	88%															
Satisfied with hardness/softness (Sample size: 187)	<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>85%</td><td>77%</td><td>85%</td><td>94%</td><td>89%</td><td>88%</td><td>87%</td><td>85%</td><td>85%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	85%	77%	85%	94%	89%	88%	87%	85%	85%	82%	93% to 47% Average: 71%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	85%	77%	85%	94%	89%	88%	87%	85%	85%	82%															
Satisfied with safety (Sample size: 191)	<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>94%</td><td>95%</td><td>97%</td><td>95%</td><td>95%</td><td>96%</td><td>94%</td><td>92%</td><td>94%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	96%	94%	95%	97%	95%	95%	96%	94%	92%	94%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	96%	94%	95%	97%	95%	95%	96%	94%	92%	94%															
Satisfied with reliability of supply (Sample size: 199)	<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>98%</td><td>98%</td><td>98%</td><td>98%</td><td>99%</td><td>98%</td><td>98%</td><td>97%</td><td>99%</td><td>99%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	98%	98%	98%	98%	99%	98%	98%	97%	99%	99%	99% to 93% Average: 96%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	98%	98%	98%	98%	99%	98%	98%	97%	99%	99%															
Satisfied with water pressure (Sample size: 200)	<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>88%</td><td>93%</td><td>91%</td><td>94%</td><td>93%</td><td>89%</td><td>94%</td><td>93%</td><td>94%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	88%	93%	91%	94%	93%	89%	94%	93%	94%	94% to 82% Average: 88%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	88%	93%	91%	94%	93%	89%	94%	93%	94%															
<b>A sewerage system that works</b>																									
Satisfied with company actions to reduce smells from sewerage treatment works (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>Percentage</th><td>84%</td><td>79%</td><td>73%</td><td>87%</td><td>87%</td><td>82%</td><td>81%</td><td>81%</td><td>82%</td><td>88%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	84%	79%	73%	87%	87%	82%	81%	81%	82%	88%	88% to 72% Average: 80%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	84%	79%	73%	87%	87%	82%	81%	81%	82%	88%															
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 154)	<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>80%</td><td>88%</td><td>91%</td><td>88%</td><td>86%</td><td>85%</td><td>87%</td><td>86%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	83%	80%	88%	91%	88%	86%	85%	87%	86%	87% to 76% Average: 83%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	83%	80%	88%	91%	88%	86%	85%	87%	86%															
Satisfied with company cleaning of waste water before releasing it back into the environment (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><td>20</td></tr> <tr><th>Percentage</th><td>88%</td><td>83%</td><td>78%</td><td>89%</td><td>90%</td><td>86%</td><td>85%</td><td>86%</td><td>82%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	88%	83%	78%	89%	90%	86%	85%	86%	82%	87%	87% to 69% Average: 79%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	88%	83%	78%	89%	90%	86%	85%	86%	82%	87%															

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest
Satisfied with company actions to minimise sewer flooding (Sample size: 151)		87% to 68% Average: 77%	Significantly higher than the WaSC average
<b>Likelihood to recommend as a provider of water and sewerage services</b>			
Extremely likely to recommend Northumbrian Water to friends and family as a provider (Sample size: 191) <sup>4,6</sup>		62% to 29% Average: 45%	Significantly higher than the WaSC average

### Sample Profile

Regional sample profile for Northumbrian Water	(Sample size: 200*)
<b>Gender</b>	
Male	45%
Female	55%
<b>Age</b>	
18-29	2%
30-44	14%
45-59	35%
60-74	33%
75+	17%
<b>SEC</b>	
Higher managerial, administrative & professional occupations	45%
Intermediate occupations	18%
Routine & manual occupations	31%
Never worked and long-term unemployed/ Full-time students	5%
Refused	2%
<b>Water meter</b>	
Proportion having a water meter	47%

- Statistical reliability on sample size of 200 is +/- 6.93%

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

<sup>2</sup> Sample size is shown in brackets and excludes don't knows unless followed by an asterisk \*

<sup>3</sup> Question filtered on unmetered households as per the main report.

<sup>4</sup> Question not asked in all years.

<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.