

Summary of Research Findings for Northumbrian Water

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																				
Satisfaction with water and sewerage services																							
Overall satisfaction with water supply (Sample size: 200) 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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	94%	94%	96%	95%	94%	97%	95%	92%	93%	94% to 87% Average: 91%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	94%	94%	96%	95%	94%	97%	95%	92%	93%														
Overall satisfaction with sewerage services (Sample size: 185)	<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>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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	90%	90%	91%	90%	92%	92%	92%	90%	91%	93% to 79% Average: 86%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	90%	90%	91%	90%	92%	92%	92%	90%	91%														
Satisfaction with value for money																							
Satisfied with value for money of water services (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	83%	74%	78%	77%	77%	84%	78%	75%	79%	79% to 65% Average: 76%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	83%	74%	78%	77%	77%	84%	78%	75%	79%														
Satisfied with value for money of 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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	77%	80%	80%	79%	84%	78%	78%	84%	84% to 66% Average: 78%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	77%	80%	80%	79%	84%	78%	78%	84%														
Views on fairness and affordability of charges																							
Agree water and sewerage charges are affordable (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	83%	73%	71%	84%	74%	83%	81%	75%	74%	83% to 66% Average: 77%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	83%	73%	71%	84%	74%	83%	81%	75%	74%														
Agree charges are fair (Sample size: 189)	<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>64%</td><td>63%</td><td>76%</td><td>66%</td><td>73%</td><td>64%</td><td>63%</td><td>60%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	76%	64%	63%	76%	66%	73%	64%	63%	60%	75% to 50% Average: 66%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	76%	64%	63%	76%	66%	73%	64%	63%	60%														
Care and trust																							
Agree company cares about service given to customers (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	75%	70%	72%	78%	77%	79%	73%	75%	71%	75% to 60% Average: 69%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	75%	70%	72%	78%	77%	79%	73%	75%	71%														
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Mean Score	7.49	7.37	7.69	8.18	8.15	7.95	8.01	7.96	7.96	8.19 to 7.04 Average: 7.67	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Mean Score	7.49	7.37	7.69	8.18	8.15	7.95	8.01	7.96	7.96														
Awareness of consumer rights and responsibilities																							
Likely to contact company if worried about paying bill (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	82%	69%	67%	77%	67%	75%	71%	69%	71%	79% to 68% Average: 73%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	82%	69%	67%	77%	67%	75%	71%	69%	71%														

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																				
Aware of free meter option (Sample size: 116*) 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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	44%	57%	61%	42%	60%	68%	69%	64%	62%	76% to 45% Average: 64%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	44%	57%	61%	42%	60%	68%	69%	64%	62%														
Aware of option to go back to rateable value charge within 24 months (Sample size: 116*) 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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	21%	30%	31%	23%	24%	34%	28%	20%	21%	35% to 15% Average: 24%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	21%	30%	31%	23%	24%	34%	28%	20%	21%														
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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	4%	4%	9%	11%	9%	12%	6%	8%	10%	19% to 7% Average: 10%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	4%	4%	9%	11%	9%	12%	6%	8%	10%														
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 200*) 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></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></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	3%	1%	2%	5%	3%	4%	4%			8% to 3% Average: 5%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	3%	1%	2%	5%	3%	4%	4%																
Aware of Priority Services (Sample size: 200*) 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></tr> <tr><th>Percentage</th><td>43%</td><td>50%</td><td>44%</td><td>42%</td><td>45%</td><td>41%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	43%	50%	44%	42%	45%	41%				49% to 35% Average: 42%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	43%	50%	44%	42%	45%	41%																	
Contact																							
Contacted water company with query in last 12 months (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	6%	12%	17%	9%	14%	16%	15%	20%	22%	25% to 15% Average: 20%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	6%	12%	17%	9%	14%	16%	15%	20%	22%														
Reason for contacting water company was to complain (Sample size: 43 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>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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	8%	8%	12%	11%	17%	0%	5%	3%	5%	12% to 2% Average: 5%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	8%	8%	12%	11%	17%	0%	5%	3%	5%														
Satisfaction with way query handled (Sample size: 42 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>84%</td><td>82%</td><td>86%</td><td>87%</td><td>81%</td><td>88%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	100%	74%	84%	82%	86%	87%	81%	88%	76%	91% to 71% Average: 80%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	100%	74%	84%	82%	86%	87%	81%	88%	76%														

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																				
Water on tap																							
Satisfied with colour and appearance of tap water (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	96%	95%	95%	96%	97%	95%	93%	97%	97% to 90% Average: 93%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	96%	95%	95%	96%	97%	95%	93%	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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	90%	90%	94%	91%	94%	92%	87%	87%	92% to 81% Average: 87%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	90%	90%	94%	91%	94%	92%	87%	87%														
Satisfied with hardness/softness (Sample size: 185)	<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>77%</td><td>85%</td><td>94%</td><td>89%</td><td>88%</td><td>87%</td><td>85%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	85%	77%	85%	94%	89%	88%	87%	85%	85%	92% to 44% Average: 71%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	85%	77%	85%	94%	89%	88%	87%	85%	85%														
Satisfied with safety (Sample size: 195)	<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>94%</td><td>95%</td><td>97%</td><td>95%</td><td>95%</td><td>96%</td><td>94%</td><td>92%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	96%	94%	95%	97%	95%	95%	96%	94%	92%	96% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	96%	94%	95%	97%	95%	95%	96%	94%	92%														
Satisfied with reliability of supply (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	98%	98%	98%	98%	99%	98%	98%	97%	99%	99% to 93% Average: 96%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	98%	98%	98%	98%	99%	98%	98%	97%	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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	91%	88%	93%	91%	94%	93%	89%	94%	93%	93% to 85% Average: 89%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	91%	88%	93%	91%	94%	93%	89%	94%	93%														
A sewerage system that works																							
Satisfied with company actions to reduce smells from sewerage treatment works (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>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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	79%	73%	87%	87%	82%	81%	81%	82%	89% to 73% Average: 81%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	79%	73%	87%	87%	82%	81%	81%	82%														
Satisfied with maintenance of sewerage pipes & treatment works (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>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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	83%	80%	88%	91%	88%	86%	85%	87%	89% to 76% Average: 82%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	83%	80%	88%	91%	88%	86%	85%	87%														
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 130)	<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>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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	83%	78%	89%	90%	86%	85%	86%	82%	87% to 69% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	83%	78%	89%	90%	86%	85%	86%	82%														

Results for Northumbrian Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																				
Satisfied with company actions to minimise sewer flooding (Sample size: 146)	<table border="1"> <caption>Satisfaction with company actions to minimise sewer flooding</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>78%</td></tr> <tr><td>13</td><td>75%</td></tr> <tr><td>14</td><td>87%</td></tr> <tr><td>15</td><td>87%</td></tr> <tr><td>16</td><td>87%</td></tr> <tr><td>17</td><td>82%</td></tr> <tr><td>18</td><td>83%</td></tr> <tr><td>19</td><td>81%</td></tr> </tbody> </table>	Year	Percentage	11	86%	12	78%	13	75%	14	87%	15	87%	16	87%	17	82%	18	83%	19	81%	85% to 72% Average: 78%	
Year	Percentage																						
11	86%																						
12	78%																						
13	75%																						
14	87%																						
15	87%																						
16	87%																						
17	82%																						
18	83%																						
19	81%																						
Likelihood to recommend as a provider of water and sewerage services																							
Extremely likely to recommend Northumbrian Water to friends and family as a provider (Sample size: 189) ^{4,6}	<table border="1"> <caption>Likelihood to recommend Northumbrian Water to friends and family as a provider</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>14</td><td>50%</td></tr> <tr><td>15</td><td>48%</td></tr> <tr><td>16</td><td>49%</td></tr> <tr><td>17</td><td>52%</td></tr> <tr><td>18</td><td>53%</td></tr> <tr><td>19</td><td>56%</td></tr> </tbody> </table>	Year	Percentage	14	50%	15	48%	16	49%	17	52%	18	53%	19	56%	56% to 25% Average: 41%	Significantly higher than WaSC average						
Year	Percentage																						
14	50%																						
15	48%																						
16	49%																						
17	52%																						
18	53%																						
19	56%																						

Sample Profile

Regional sample profile for Northumbrian Water	(Sample size: 200*)
Gender	
Male	45%
Female	56%
Age	
18-29	2%
30-44	15%
45-59	34%
60-74	30%
75+	19%
SEC	
Higher managerial, administrative & professional occupations	43%
Intermediate occupations	18%
Routine & manual occupations	28%
Never worked and long-term unemployed/ Full-time students	9%
Refused	3%
Water meter	
Proportion having a water meter	43%

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

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

² Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *

³ Question filtered on unmetered households as per the main report.

⁴ Question not asked in all years.

⁵ Question wording changed in 2014.

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