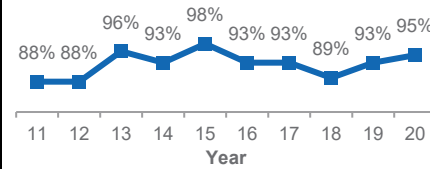
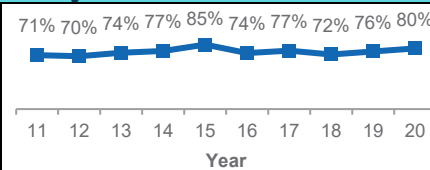
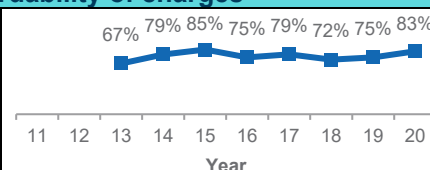
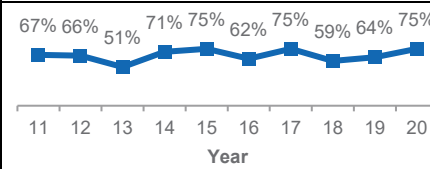
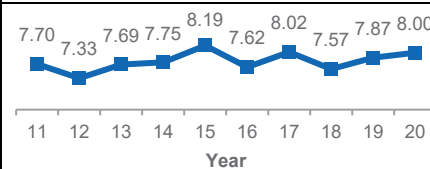
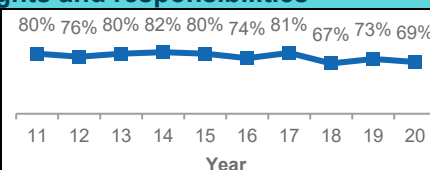
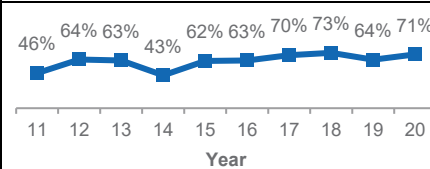
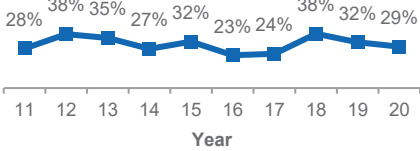

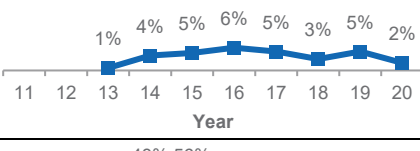
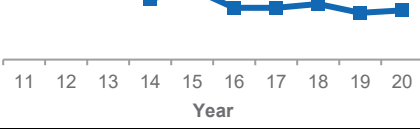
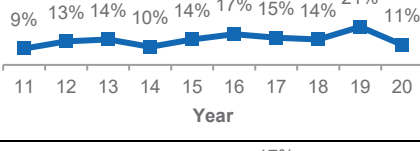
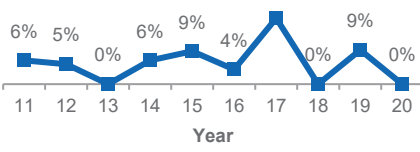
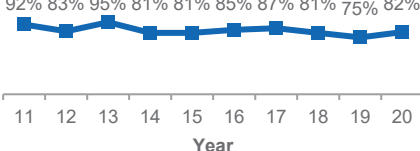
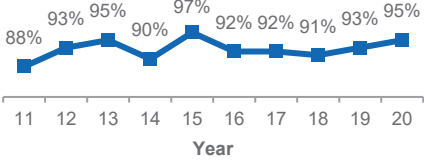
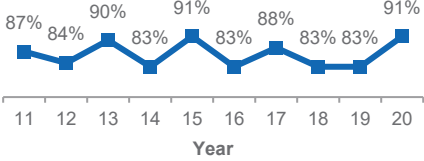
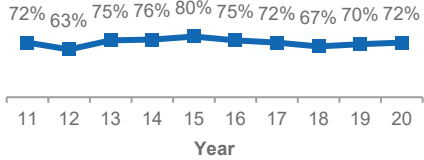
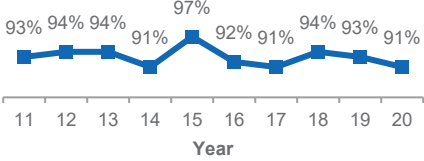
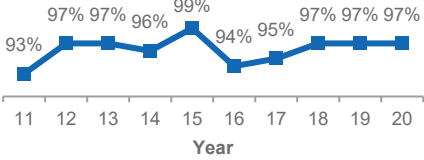
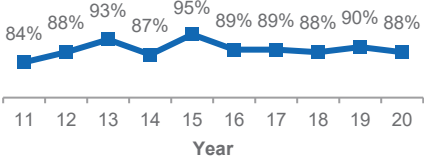
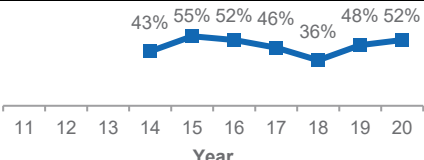


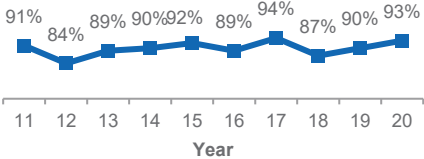
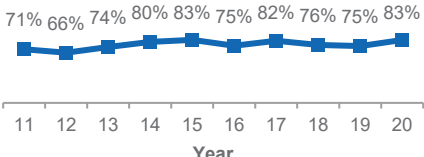
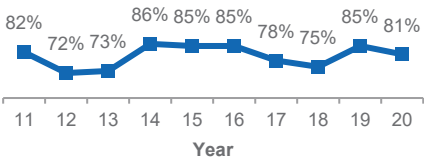
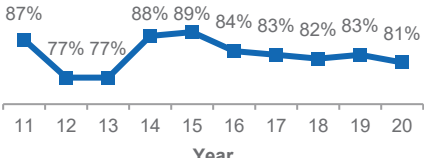
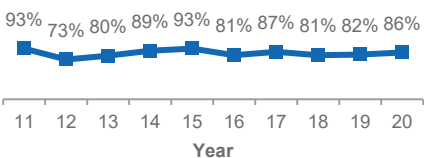
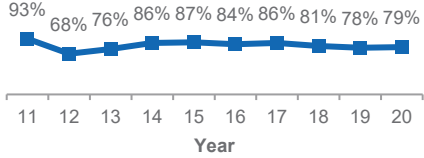
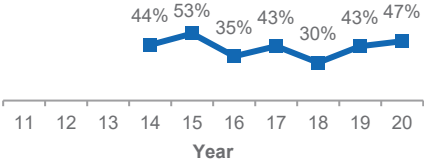
Results for South Staffs Water	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Satisfaction with water services																									
Overall, satisfied with their water supply (Sample size: 151) ²	 <table border="1"> <caption>Satisfaction with water supply (%)</caption> <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>88%</td><td>96%</td><td>93%</td><td>98%</td><td>93%</td><td>93%</td><td>89%</td><td>93%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	88%	88%	96%	93%	98%	93%	93%	89%	93%	95%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	88%	88%	96%	93%	98%	93%	93%	89%	93%	95%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 149)	 <table border="1"> <caption>Satisfaction with value for money (%)</caption> <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>70%</td><td>74%</td><td>77%</td><td>85%</td><td>74%</td><td>77%</td><td>72%</td><td>76%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	71%	70%	74%	77%	85%	74%	77%	72%	76%	80%	84% to 66% Average: 76%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	71%	70%	74%	77%	85%	74%	77%	72%	76%	80%															
Views on fairness and affordability of charges																									
Agree that water and sewerage charges are affordable (Sample size: 148) ³	 <table border="1"> <caption>Agree that charges are affordable (%)</caption> <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>67%</td><td>79%</td><td>85%</td><td>75%</td><td>79%</td><td>72%</td><td>75%</td><td>83%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	67%	79%	85%	75%	79%	72%	75%	83%			87% to 72% Average: 83%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	67%	79%	85%	75%	79%	72%	75%	83%																	
Agree that charges are fair (Sample size: 146)	 <table border="1"> <caption>Agree that charges are fair (%)</caption> <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>67%</td><td>66%</td><td>51%</td><td>71%</td><td>75%</td><td>62%</td><td>75%</td><td>59%</td><td>64%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	67%	66%	51%	71%	75%	62%	75%	59%	64%	75%	75% to 64% Average: 69%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	67%	66%	51%	71%	75%	62%	75%	59%	64%	75%															
Care and trust																									
Agree their water company cares about the service they provide to customers (Sample size: 142)	 <table border="1"> <caption>Agree company cares about service (%)</caption> <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>64%</td><td>67%</td><td>72%</td><td>81%</td><td>62%</td><td>80%</td><td>68%</td><td>69%</td><td>69%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	66%	64%	67%	72%	81%	62%	80%	68%	69%	69%	80% to 57% Average: 68%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	66%	64%	67%	72%	81%	62%	80%	68%	69%	69%															
Trust their water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 145)	 <table border="1"> <caption>Trust score (mean)</caption> <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>7.70</td><td>7.33</td><td>7.69</td><td>7.75</td><td>8.19</td><td>7.62</td><td>8.02</td><td>7.57</td><td>7.87</td><td>8.00</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Score	7.70	7.33	7.69	7.75	8.19	7.62	8.02	7.57	7.87	8.00	8.45 to 7.60 Average: 7.91	
Year	11	12	13	14	15	16	17	18	19	20															
Score	7.70	7.33	7.69	7.75	8.19	7.62	8.02	7.57	7.87	8.00															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 145)	 <table border="1"> <caption>Likely to contact company if worried (%)</caption> <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>76%</td><td>80%</td><td>82%</td><td>80%</td><td>74%</td><td>81%</td><td>67%</td><td>73%</td><td>69%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	80%	76%	80%	82%	80%	74%	81%	67%	73%	69%	77% to 69% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	80%	76%	80%	82%	80%	74%	81%	67%	73%	69%															
Aware of option to have a free water meter (Sample size: 98*) ⁴	 <table border="1"> <caption>Aware of free water meter option (%)</caption> <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>64%</td><td>63%</td><td>43%</td><td>62%</td><td>63%</td><td>70%</td><td>73%</td><td>64%</td><td>71%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	46%	64%	63%	43%	62%	63%	70%	73%	64%	71%	79% to 66% Average: 74%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	46%	64%	63%	43%	62%	63%	70%	73%	64%	71%															

Results for South Staffs 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: 98*) 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>28%</td><td>38%</td><td>35%</td><td>27%</td><td>32%</td><td>23%</td><td>24%</td><td>38%</td><td>32%</td><td>29%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	28%	38%	35%	27%	32%	23%	24%	38%	32%	29%	38% to 15% Average: 29%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	28%	38%	35%	27%	32%	23%	24%	38%	32%	29%															
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>5%</td><td>8%</td><td>9%</td><td>11%</td><td>3%</td><td>8%</td><td>10%</td><td>11%</td><td>14%</td><td>11%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	5%	8%	9%	11%	3%	8%	10%	11%	14%	11%	15% to 8% Average: 11%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	5%	8%	9%	11%	3%	8%	10%	11%	14%	11%															
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>1%</td><td>4%</td><td>5%</td><td>6%</td><td>5%</td><td>3%</td><td>5%</td><td>2%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	1%	4%	5%	6%	5%	3%	5%	2%			7% to 2% Average: 4%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	1%	4%	5%	6%	5%	3%	5%	2%																	
Aware of Priority Services. (Sample size: 151*) 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>56%</td><td>41%</td><td>41%</td><td>44%</td><td>37%</td><td>39%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	48%	56%	41%	41%	44%	37%	39%				55% to 39% Average: 47%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	48%	56%	41%	41%	44%	37%	39%																		
Contact																									
Contacted water company with a query in last 12 months (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>9%</td><td>13%</td><td>14%</td><td>10%</td><td>14%</td><td>17%</td><td>15%</td><td>14%</td><td>21%</td><td>11%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	9%	13%	14%	10%	14%	17%	15%	14%	21%	11%	23% to 11% Average: 17%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	9%	13%	14%	10%	14%	17%	15%	14%	21%	11%															
Reason for contacting water company was to complain (Sample size: 17 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>6%</td><td>5%</td><td>0%</td><td>6%</td><td>9%</td><td>4%</td><td>17%</td><td>0%</td><td>9%</td><td>0%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	6%	5%	0%	6%	9%	4%	17%	0%	9%	0%	15% to 0% Average: 4%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	6%	5%	0%	6%	9%	4%	17%	0%	9%	0%															
Overall, satisfied with the way their query was handled (Sample size: 17 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>92%</td><td>83%</td><td>95%</td><td>81%</td><td>81%</td><td>85%</td><td>87%</td><td>81%</td><td>75%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	92%	83%	95%	81%	81%	85%	87%	81%	75%	82%	96% to 67% Average: 77%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	92%	83%	95%	81%	81%	85%	87%	81%	75%	82%															

Results for South Staffs Water	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																						
Water on tap																									
Satisfied with colour and appearance of tap water (Sample size: 151)	 <table border="1"> <caption>Satisfaction with colour and appearance of tap water</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>88%</td></tr> <tr><td>12</td><td>93%</td></tr> <tr><td>13</td><td>95%</td></tr> <tr><td>14</td><td>90%</td></tr> <tr><td>15</td><td>97%</td></tr> <tr><td>16</td><td>92%</td></tr> <tr><td>17</td><td>92%</td></tr> <tr><td>18</td><td>91%</td></tr> <tr><td>19</td><td>93%</td></tr> <tr><td>20</td><td>95%</td></tr> </tbody> </table>	Year	Percentage	11	88%	12	93%	13	95%	14	90%	15	97%	16	92%	17	92%	18	91%	19	93%	20	95%	98% to 89% Average: 94%	
Year	Percentage																								
11	88%																								
12	93%																								
13	95%																								
14	90%																								
15	97%																								
16	92%																								
17	92%																								
18	91%																								
19	93%																								
20	95%																								
Satisfied with taste and smell (Sample size: 148)	 <table border="1"> <caption>Satisfaction with taste and smell</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>87%</td></tr> <tr><td>12</td><td>84%</td></tr> <tr><td>13</td><td>90%</td></tr> <tr><td>14</td><td>83%</td></tr> <tr><td>15</td><td>91%</td></tr> <tr><td>16</td><td>83%</td></tr> <tr><td>17</td><td>88%</td></tr> <tr><td>18</td><td>83%</td></tr> <tr><td>19</td><td>83%</td></tr> <tr><td>20</td><td>91%</td></tr> </tbody> </table>	Year	Percentage	11	87%	12	84%	13	90%	14	83%	15	91%	16	83%	17	88%	18	83%	19	83%	20	91%	93% to 83% Average: 88%	Significant change since last year
Year	Percentage																								
11	87%																								
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14	83%																								
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17	88%																								
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19	83%																								
20	91%																								
Satisfied with hardness/softness (Sample size: 144)	 <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>72%</td></tr> <tr><td>12</td><td>63%</td></tr> <tr><td>13</td><td>75%</td></tr> <tr><td>14</td><td>76%</td></tr> <tr><td>15</td><td>80%</td></tr> <tr><td>16</td><td>75%</td></tr> <tr><td>17</td><td>72%</td></tr> <tr><td>18</td><td>67%</td></tr> <tr><td>19</td><td>70%</td></tr> <tr><td>20</td><td>72%</td></tr> </tbody> </table>	Year	Percentage	11	72%	12	63%	13	75%	14	76%	15	80%	16	75%	17	72%	18	67%	19	70%	20	72%	72% to 39% Average: 54%	Significantly higher than WoC average
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20	72%																								
Satisfied with safety (Sample size: 147)	 <table border="1"> <caption>Satisfaction with safety</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>93%</td></tr> <tr><td>12</td><td>94%</td></tr> <tr><td>13</td><td>94%</td></tr> <tr><td>14</td><td>91%</td></tr> <tr><td>15</td><td>97%</td></tr> <tr><td>16</td><td>92%</td></tr> <tr><td>17</td><td>91%</td></tr> <tr><td>18</td><td>94%</td></tr> <tr><td>19</td><td>93%</td></tr> <tr><td>20</td><td>91%</td></tr> </tbody> </table>	Year	Percentage	11	93%	12	94%	13	94%	14	91%	15	97%	16	92%	17	91%	18	94%	19	93%	20	91%	99% to 89% Average: 94%	
Year	Percentage																								
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20	91%																								
Satisfied with reliability of supply (Sample size: 150)	 <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>93%</td></tr> <tr><td>12</td><td>97%</td></tr> <tr><td>13</td><td>97%</td></tr> <tr><td>14</td><td>96%</td></tr> <tr><td>15</td><td>99%</td></tr> <tr><td>16</td><td>94%</td></tr> <tr><td>17</td><td>95%</td></tr> <tr><td>18</td><td>97%</td></tr> <tr><td>19</td><td>97%</td></tr> <tr><td>20</td><td>97%</td></tr> </tbody> </table>	Year	Percentage	11	93%	12	97%	13	97%	14	96%	15	99%	16	94%	17	95%	18	97%	19	97%	20	97%	100% to 95% Average: 98%	
Year	Percentage																								
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16	94%																								
17	95%																								
18	97%																								
19	97%																								
20	97%																								
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>84%</td></tr> <tr><td>12</td><td>88%</td></tr> <tr><td>13</td><td>93%</td></tr> <tr><td>14</td><td>87%</td></tr> <tr><td>15</td><td>95%</td></tr> <tr><td>16</td><td>89%</td></tr> <tr><td>17</td><td>89%</td></tr> <tr><td>18</td><td>88%</td></tr> <tr><td>19</td><td>90%</td></tr> <tr><td>20</td><td>88%</td></tr> </tbody> </table>	Year	Percentage	11	84%	12	88%	13	93%	14	87%	15	95%	16	89%	17	89%	18	88%	19	90%	20	88%	92% to 85% Average: 90%	
Year	Percentage																								
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Likelihood to recommend as a provider of water services																									
Extremely likely to recommend South Staffs Water to friends and family as a provider (Sample size: 142) ^{3,6}	 <table border="1"> <caption>Likelihood to recommend South Staffs Water</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>14</td><td>43%</td></tr> <tr><td>15</td><td>55%</td></tr> <tr><td>16</td><td>52%</td></tr> <tr><td>17</td><td>46%</td></tr> <tr><td>18</td><td>36%</td></tr> <tr><td>19</td><td>48%</td></tr> <tr><td>20</td><td>52%</td></tr> </tbody> </table>	Year	Percentage	14	43%	15	55%	16	52%	17	46%	18	36%	19	48%	20	52%	56% to 33% Average: 42%	Significantly higher than WoC average						
Year	Percentage																								
14	43%																								
15	55%																								
16	52%																								
17	46%																								
18	36%																								
19	48%																								
20	52%																								

South Staffs Water sewerage services are provided by Severn Trent Water (149 respondents)



Results for sewerage service providers for South Staffs 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: 143)	 <table border="1"> <caption>Satisfaction with sewerage services (2011-2020)</caption> <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>84%</td><td>89%</td><td>90%</td><td>92%</td><td>89%</td><td>94%</td><td>87%</td><td>90%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	84%	89%	90%	92%	89%	94%	87%	90%	93%	93% to 78% Average: 85%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	84%	89%	90%	92%	89%	94%	87%	90%	93%															
Satisfaction with value for money																									
Satisfied with value for money of sewerage services (Sample size: 144)	 <table border="1"> <caption>Satisfaction with value for money (2011-2020)</caption> <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>66%</td><td>74%</td><td>80%</td><td>83%</td><td>75%</td><td>82%</td><td>76%</td><td>75%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	71%	66%	74%	80%	83%	75%	82%	76%	75%	83%	84% to 60% Average: 76%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	71%	66%	74%	80%	83%	75%	82%	76%	75%	83%															
A sewerage system that works																									
Satisfied with sewerage company actions to reduce smells from sewerage treatment works (Sample size: 113)	 <table border="1"> <caption>Satisfaction with actions to reduce smells (2011-2020)</caption> <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>72%</td><td>73%</td><td>86%</td><td>85%</td><td>85%</td><td>78%</td><td>75%</td><td>85%</td><td>81%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	82%	72%	73%	86%	85%	85%	78%	75%	85%	81%	85% to 75% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	82%	72%	73%	86%	85%	85%	78%	75%	85%	81%															
Satisfied with maintenance of sewer pipes & treatment works (Sample size: 118)	 <table border="1"> <caption>Satisfaction with maintenance of sewer pipes (2011-2020)</caption> <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>77%</td><td>77%</td><td>88%</td><td>89%</td><td>84%</td><td>83%</td><td>82%</td><td>83%</td><td>81%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	77%	77%	88%	89%	84%	83%	82%	83%	81%	87% to 77% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	77%	77%	88%	89%	84%	83%	82%	83%	81%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 112)	 <table border="1"> <caption>Satisfaction with company cleaning of waste water (2011-2020)</caption> <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>73%</td><td>80%</td><td>89%</td><td>93%</td><td>81%</td><td>87%</td><td>81%</td><td>82%</td><td>86%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	93%	73%	80%	89%	93%	81%	87%	81%	82%	86%	86% to 64% Average: 75%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	93%	73%	80%	89%	93%	81%	87%	81%	82%	86%															
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 115)	 <table border="1"> <caption>Satisfaction with actions to minimise sewer flooding (2011-2020)</caption> <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>68%</td><td>76%</td><td>86%</td><td>87%</td><td>84%</td><td>86%</td><td>81%</td><td>78%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	93%	68%	76%	86%	87%	84%	86%	81%	78%	79%	84% to 71% Average: 76%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	93%	68%	76%	86%	87%	84%	86%	81%	78%	79%															
Likelihood to recommend as a provider of sewerage services																									
Extremely likely to recommend sewerage company to friends and family as a provider (Sample size: 137) ^{3,6}	 <table border="1"> <caption>Likelihood to recommend sewerage company (2014-2020)</caption> <tr><th>Year</th><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>53%</td><td>35%</td><td>43%</td><td>30%</td><td>43%</td><td>47%</td></tr> </table>	Year	14	15	16	17	18	19	20	Percentage	44%	53%	35%	43%	30%	43%	47%	56% to 29% Average: 40%							
Year	14	15	16	17	18	19	20																		
Percentage	44%	53%	35%	43%	30%	43%	47%																		

Sample Profile

Regional sample profile for South Staffs Water	(Sample size: 151*)
Gender	
Male	52%
Female	48%
Age	
18-29	1%
30-44	14%
45-59	37%
60-74	30%
75+	17%
SEC	
Higher managerial, administrative & professional occupations	41%
Intermediate occupations	22%
Routine & manual occupations	31%
Never worked and long-term unemployed/ Full-time students	6%
Refused	0%
Water meter	
Proportion having a water meter	37%

- 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 Question filtered on unmetered households as per main report.

⁵ Question wording changed in 2014.

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