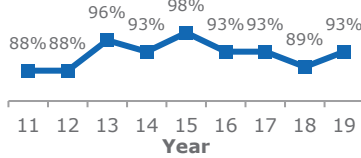
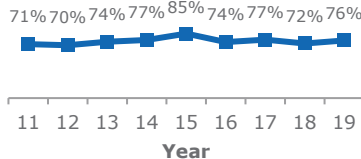
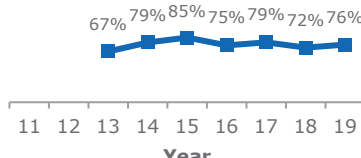
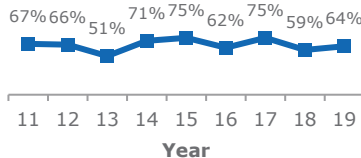
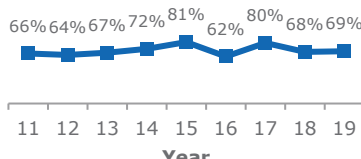
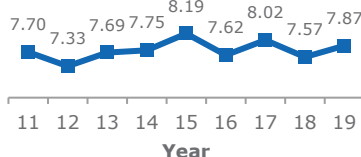
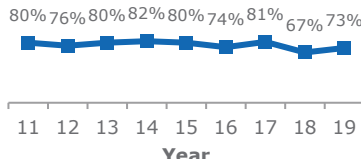
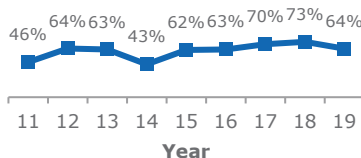
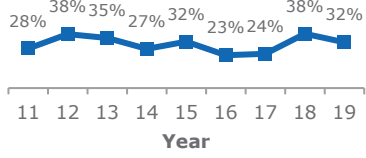

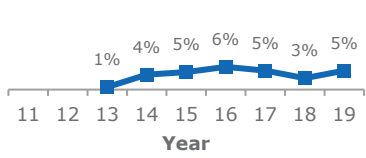
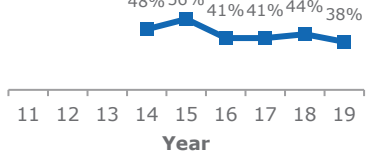
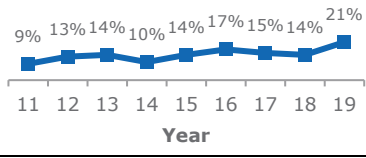
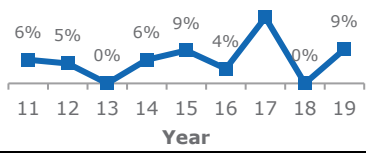
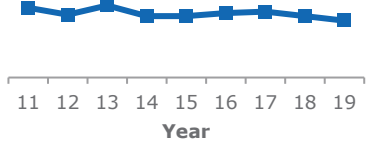
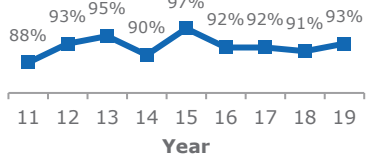
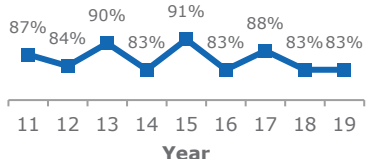
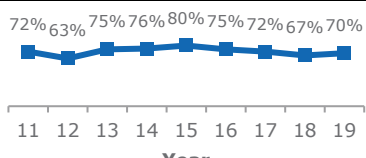
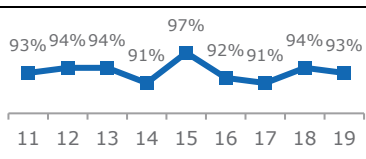
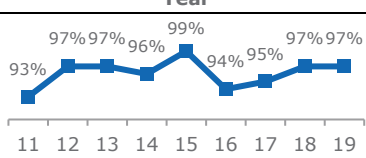
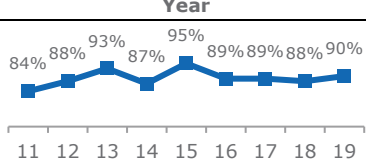
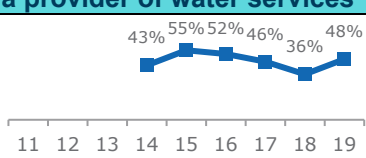


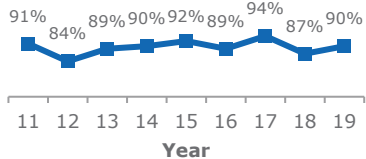
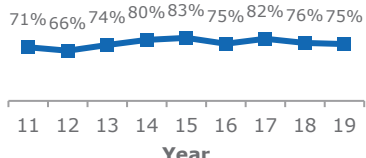
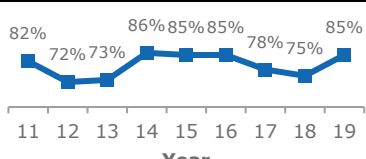
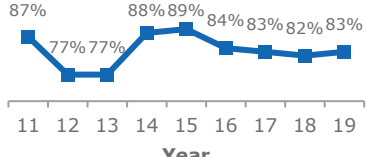
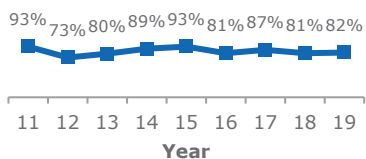
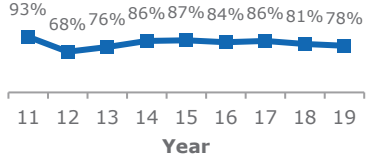
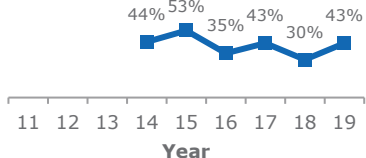
Results for South Staffs Water	Percentage of household customers	Range and average for all Water only Companies ¹	Comments or points of interest																				
Satisfaction with water services																							
Overall, satisfied with their water supply (Sample size: 152) ²	 <table border="1"> <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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	88%	96%	93%	98%	93%	93%	89%	93%	96% to 86% Average: 91%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	88%	96%	93%	98%	93%	93%	89%	93%														
Satisfaction with value for money																							
Satisfied with value for money of water services (Sample size: 147)	 <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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	71%	70%	74%	77%	85%	74%	77%	72%	76%	85% to 70% Average: 76%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	71%	70%	74%	77%	85%	74%	77%	72%	76%														
Views on fairness and affordability of charges																							
Agree that water and sewerage charges are affordable (Sample size: 147) 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></tr> <tr><th>Percentage</th><td>67%</td><td>79%</td><td>85%</td><td>75%</td><td>79%</td><td>72%</td><td>76%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	67%	79%	85%	75%	79%	72%	76%			88% to 70% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	67%	79%	85%	75%	79%	72%	76%																
Agree that charges are fair (Sample size: 139)	 <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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	67%	66%	51%	71%	75%	62%	75%	59%	64%	82% to 58% Average: 67%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	67%	66%	51%	71%	75%	62%	75%	59%	64%														
Care and trust																							
Agree their water company cares about the service they provide to customers (Sample size: 140)	 <table border="1"> <caption>Agree water 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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	66%	64%	67%	72%	81%	62%	80%	68%	69%	82% to 60% Average: 67%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	66%	64%	67%	72%	81%	62%	80%	68%	69%														
Trust their water company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 149)	 <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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Score	7.70	7.33	7.69	7.75	8.19	7.62	8.02	7.57	7.87	8.57 to 7.30 Average: 7.74	
Year	11	12	13	14	15	16	17	18	19														
Score	7.70	7.33	7.69	7.75	8.19	7.62	8.02	7.57	7.87														
Awareness of consumer rights and responsibilities																							
Likely to contact company if worried about paying bill (Sample size: 150)	 <table border="1"> <caption>Likely to contact company if worried about bill (%)</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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	80%	76%	80%	82%	80%	74%	81%	67%	73%	83% to 70% Average: 74%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	80%	76%	80%	82%	80%	74%	81%	67%	73%														
Aware of option to have a free water meter (Sample size: 95*) 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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	46%	64%	63%	43%	62%	63%	70%	73%	64%	78% to 63% Average: 68%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	46%	64%	63%	43%	62%	63%	70%	73%	64%														

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: 95*) ⁴	 <table border="1"> <caption>Awareness of meter option</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>28%</td></tr> <tr><td>12</td><td>38%</td></tr> <tr><td>13</td><td>35%</td></tr> <tr><td>14</td><td>27%</td></tr> <tr><td>15</td><td>32%</td></tr> <tr><td>16</td><td>23%</td></tr> <tr><td>17</td><td>24%</td></tr> <tr><td>18</td><td>38%</td></tr> <tr><td>19</td><td>32%</td></tr> </tbody> </table>	Year	Percentage	11	28%	12	38%	13	35%	14	27%	15	32%	16	23%	17	24%	18	38%	19	32%	38% to 17% Average: 27%	
Year	Percentage																						
11	28%																						
12	38%																						
13	35%																						
14	27%																						
15	32%																						
16	23%																						
17	24%																						
18	38%																						
19	32%																						
Aware of, or on WaterSure tariff (Sample size: 152*)	 <table border="1"> <caption>Awareness of WaterSure tariff</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>5%</td></tr> <tr><td>12</td><td>8%</td></tr> <tr><td>13</td><td>9%</td></tr> <tr><td>14</td><td>11%</td></tr> <tr><td>15</td><td>3%</td></tr> <tr><td>16</td><td>8%</td></tr> <tr><td>17</td><td>10%</td></tr> <tr><td>18</td><td>11%</td></tr> <tr><td>19</td><td>14%</td></tr> </tbody> </table>	Year	Percentage	11	5%	12	8%	13	9%	14	11%	15	3%	16	8%	17	10%	18	11%	19	14%	17% to 9% Average: 11%	
Year	Percentage																						
11	5%																						
12	8%																						
13	9%																						
14	11%																						
15	3%																						
16	8%																						
17	10%																						
18	11%																						
19	14%																						
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 152*) ³	 <table border="1"> <caption>Awareness of other schemes</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>1%</td></tr> <tr><td>12</td><td>4%</td></tr> <tr><td>13</td><td>5%</td></tr> <tr><td>14</td><td>6%</td></tr> <tr><td>15</td><td>5%</td></tr> <tr><td>16</td><td>3%</td></tr> <tr><td>17</td><td>5%</td></tr> <tr><td>18</td><td>3%</td></tr> <tr><td>19</td><td>5%</td></tr> </tbody> </table>	Year	Percentage	11	1%	12	4%	13	5%	14	6%	15	5%	16	3%	17	5%	18	3%	19	5%	9% to 2% Average: 4%	
Year	Percentage																						
11	1%																						
12	4%																						
13	5%																						
14	6%																						
15	5%																						
16	3%																						
17	5%																						
18	3%																						
19	5%																						
Aware of Priority Services. (Sample size: 152*) ⁵	 <table border="1"> <caption>Awareness of Priority Services</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>48%</td></tr> <tr><td>12</td><td>56%</td></tr> <tr><td>13</td><td>41%</td></tr> <tr><td>14</td><td>41%</td></tr> <tr><td>15</td><td>44%</td></tr> <tr><td>16</td><td>38%</td></tr> <tr><td>17</td><td>44%</td></tr> <tr><td>18</td><td>38%</td></tr> <tr><td>19</td><td>38%</td></tr> </tbody> </table>	Year	Percentage	11	48%	12	56%	13	41%	14	41%	15	44%	16	38%	17	44%	18	38%	19	38%	54% to 38% Average: 43%	
Year	Percentage																						
11	48%																						
12	56%																						
13	41%																						
14	41%																						
15	44%																						
16	38%																						
17	44%																						
18	38%																						
19	38%																						
Contact																							
Contacted water company with a query in last 12 months (Sample size: 150*)	 <table border="1"> <caption>Contacted water company</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>9%</td></tr> <tr><td>12</td><td>13%</td></tr> <tr><td>13</td><td>14%</td></tr> <tr><td>14</td><td>10%</td></tr> <tr><td>15</td><td>14%</td></tr> <tr><td>16</td><td>17%</td></tr> <tr><td>17</td><td>15%</td></tr> <tr><td>18</td><td>14%</td></tr> <tr><td>19</td><td>21%</td></tr> </tbody> </table>	Year	Percentage	11	9%	12	13%	13	14%	14	10%	15	14%	16	17%	17	15%	18	14%	19	21%	27% to 12% Average: 22%	
Year	Percentage																						
11	9%																						
12	13%																						
13	14%																						
14	10%																						
15	14%																						
16	17%																						
17	15%																						
18	14%																						
19	21%																						
Reason for contacting water company was to complain (Sample size: 32 who made contact:)	 <table border="1"> <caption>Reason for contacting water company</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>6%</td></tr> <tr><td>12</td><td>5%</td></tr> <tr><td>13</td><td>0%</td></tr> <tr><td>14</td><td>6%</td></tr> <tr><td>15</td><td>9%</td></tr> <tr><td>16</td><td>4%</td></tr> <tr><td>17</td><td>17%</td></tr> <tr><td>18</td><td>0%</td></tr> <tr><td>19</td><td>9%</td></tr> </tbody> </table>	Year	Percentage	11	6%	12	5%	13	0%	14	6%	15	9%	16	4%	17	17%	18	0%	19	9%	9% to 0% Average: 4%	Low base size
Year	Percentage																						
11	6%																						
12	5%																						
13	0%																						
14	6%																						
15	9%																						
16	4%																						
17	17%																						
18	0%																						
19	9%																						
Overall, satisfied with the way their query was handled (Sample size: 32 who made contact:)	 <table border="1"> <caption>Satisfaction with query handling</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>83%</td></tr> <tr><td>13</td><td>95%</td></tr> <tr><td>14</td><td>81%</td></tr> <tr><td>15</td><td>81%</td></tr> <tr><td>16</td><td>85%</td></tr> <tr><td>17</td><td>87%</td></tr> <tr><td>18</td><td>81%</td></tr> <tr><td>19</td><td>75%</td></tr> </tbody> </table>	Year	Percentage	11	92%	12	83%	13	95%	14	81%	15	81%	16	85%	17	87%	18	81%	19	75%	87% to 73% Average: 78%	Low base size
Year	Percentage																						
11	92%																						
12	83%																						
13	95%																						
14	81%																						
15	81%																						
16	85%																						
17	87%																						
18	81%																						
19	75%																						

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: 152)	 <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>93%</td><td>95%</td><td>90%</td><td>97%</td><td>92%</td><td>92%</td><td>91%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	93%	95%	90%	97%	92%	92%	91%	93%	99% to 89% Average: 92%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	93%	95%	90%	97%	92%	92%	91%	93%														
Satisfied with taste and smell (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>87%</td><td>84%</td><td>90%</td><td>83%</td><td>91%</td><td>83%</td><td>88%</td><td>83%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	84%	90%	83%	91%	83%	88%	83%	83%	95% to 81% Average: 86%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	84%	90%	83%	91%	83%	88%	83%	83%														
Satisfied with hardness/softness (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></tr> <tr><th>Percentage</th><td>72%</td><td>63%</td><td>75%</td><td>76%</td><td>80%</td><td>75%</td><td>72%</td><td>67%</td><td>70%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	72%	63%	75%	76%	80%	75%	72%	67%	70%	80% to 45% Average: 56%	Significantly higher than WoC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	72%	63%	75%	76%	80%	75%	72%	67%	70%														
Satisfied with safety (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>Percentage</th><td>93%</td><td>94%</td><td>94%</td><td>91%</td><td>97%</td><td>92%</td><td>91%</td><td>94%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	94%	94%	91%	97%	92%	91%	94%	93%	97% to 86% Average: 92%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	94%	94%	91%	97%	92%	91%	94%	93%														
Satisfied with reliability of supply (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></tr> <tr><th>Percentage</th><td>93%</td><td>97%</td><td>97%</td><td>96%</td><td>99%</td><td>94%</td><td>95%</td><td>97%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	97%	97%	96%	99%	94%	95%	97%	97%	100% to 93% Average: 97%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	97%	97%	96%	99%	94%	95%	97%	97%														
Satisfied with water pressure (Sample size: 152)	 <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>88%</td><td>93%</td><td>87%</td><td>95%</td><td>89%</td><td>89%</td><td>88%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	88%	93%	87%	95%	89%	89%	88%	90%	93% to 80% Average: 88%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	88%	93%	87%	95%	89%	89%	88%	90%														
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: 149) ^{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></tr> <tr><th>Percentage</th><td>43%</td><td>55%</td><td>52%</td><td>46%</td><td>36%</td><td>48%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	43%	55%	52%	46%	36%	48%				71% to 32% Average: 40%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	43%	55%	52%	46%	36%	48%																	

South Staffs Water sewerage services are provided by Severn Trent Water (143 respondents) or Anglian Water (2 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: 138)	 <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>84%</td><td>89%</td><td>90%</td><td>92%</td><td>89%</td><td>94%</td><td>87%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	91%	84%	89%	90%	92%	89%	94%	87%	90%	92% to 80% Average: 86%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	91%	84%	89%	90%	92%	89%	94%	87%	90%														
Satisfaction with value for money																							
Satisfied with value for money of sewerage services (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></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></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	71%	66%	74%	80%	83%	75%	82%	76%	75%	84% to 65% Average: 75%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	71%	66%	74%	80%	83%	75%	82%	76%	75%														
A sewerage system that works																							
Satisfied with sewerage company actions to reduce smells from sewage treatment works (Sample size: 102)	 <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>72%</td><td>73%</td><td>86%</td><td>85%</td><td>85%</td><td>78%</td><td>75%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	82%	72%	73%	86%	85%	85%	78%	75%	85%	85% to 72% Average: 78%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	82%	72%	73%	86%	85%	85%	78%	75%	85%														
Satisfied with maintenance of sewer pipes & treatment works (Sample size: 102)	 <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>77%</td><td>77%</td><td>88%</td><td>89%</td><td>84%</td><td>83%</td><td>82%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	77%	77%	88%	89%	84%	83%	82%	83%	86% to 73% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	77%	77%	88%	89%	84%	83%	82%	83%														
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 89)	 <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>73%</td><td>80%</td><td>89%</td><td>93%</td><td>81%</td><td>87%</td><td>81%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	73%	80%	89%	93%	81%	87%	81%	82%	87% to 65% Average: 75%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	73%	80%	89%	93%	81%	87%	81%	82%														
Satisfied with sewerage company actions to minimise sewer flooding (Sample size: 105)	 <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>68%</td><td>76%</td><td>86%</td><td>87%</td><td>84%</td><td>86%</td><td>81%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	68%	76%	86%	87%	84%	86%	81%	78%	88% to 62% Average: 77%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	68%	76%	86%	87%	84%	86%	81%	78%														
Likelihood to recommend as a provider of sewerage services																							
Extremely likely to recommend sewerage company to friends and family as a provider (Sample size: 138) ^{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></tr> <tr><th>Percentage</th><td>44%</td><td>53%</td><td>35%</td><td>43%</td><td>30%</td><td>43%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	44%	53%	35%	43%	30%	43%				65% to 30% Average: 38%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	44%	53%	35%	43%	30%	43%																	

Sample Profile

Regional sample profile for South Staffs Water	(Sample size: 152*)
Gender	
Male	45%
Female	55%
Age	
18-29	4%
30-44	13%
45-59	34%
60-74	35%
75+	14%
SEC	
Higher managerial, administrative & professional occupations	46%
Intermediate occupations	18%
Routine & manual occupations	24%
Never worked and long-term unemployed/ Full-time students	11%
Refused	1%
Water meter	
Proportion having a water meter	38%

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

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.