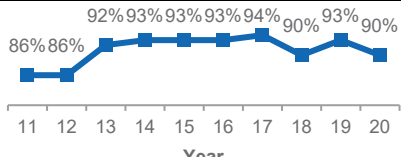
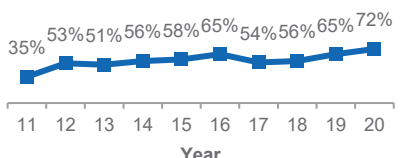
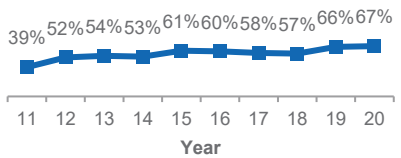
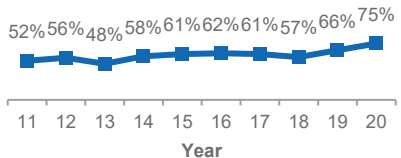
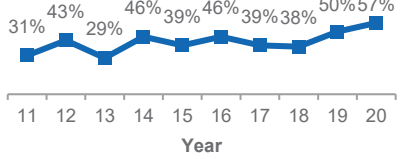
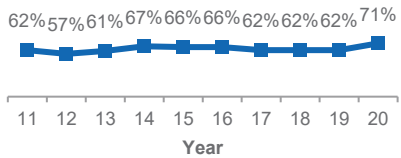
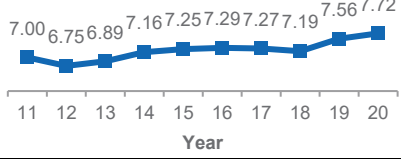
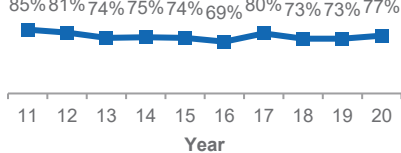
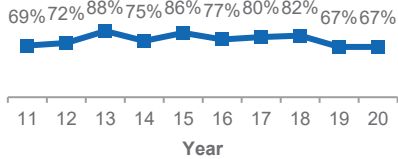
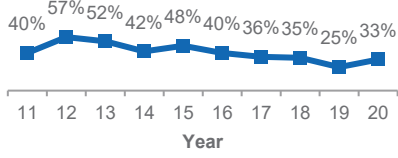
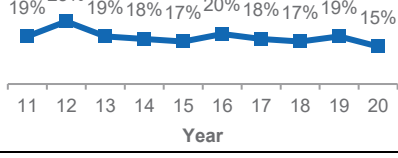
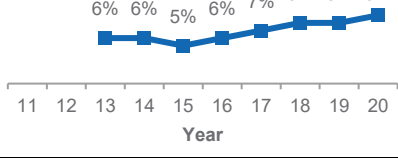
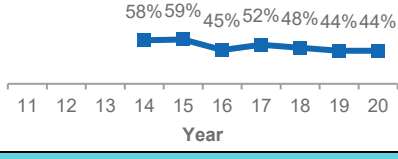
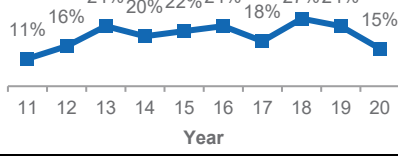
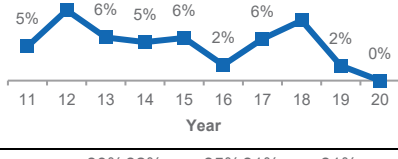
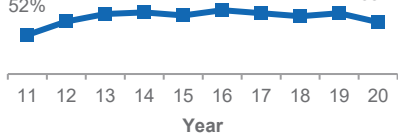
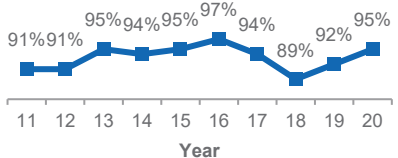
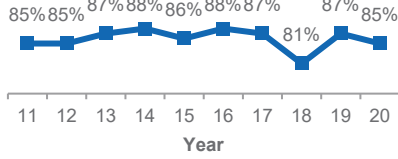
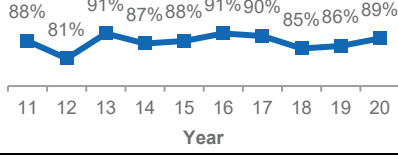
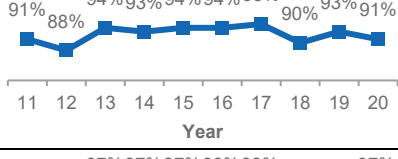
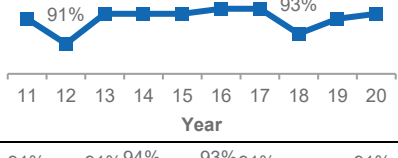

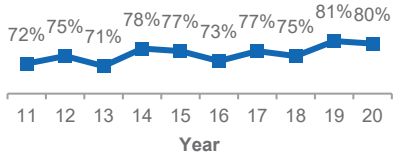
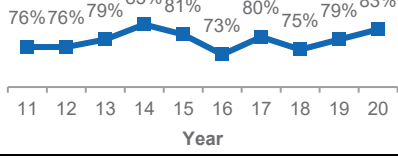
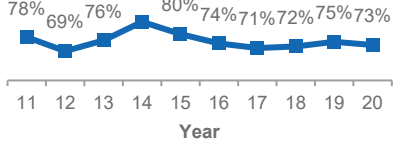
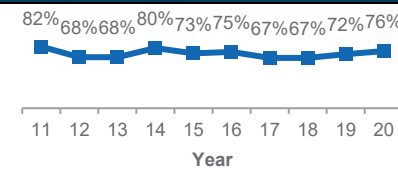
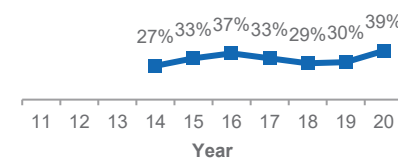


Results for South West Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Satisfaction with water and sewerage services																									
Overall satisfaction with water supply (Sample size: 198) ²	 <table border="1"> <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><td>20</td></tr> <tr><th>Percentage</th><td>86%</td><td>86%</td><td>92%</td><td>93%</td><td>93%</td><td>93%</td><td>94%</td><td>90%</td><td>93%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	86%	86%	92%	93%	93%	93%	94%	90%	93%	90%	96% to 87% Average: 92%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	86%	86%	92%	93%	93%	93%	94%	90%	93%	90%															
Overall satisfaction with sewerage services (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>82%</td><td>77%</td><td>87%</td><td>89%</td><td>85%</td><td>81%</td><td>82%</td><td>77%</td><td>85%</td><td>84%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	82%	77%	87%	89%	85%	81%	82%	77%	85%	84%	90% to 78% Average: 85%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	82%	77%	87%	89%	85%	81%	82%	77%	85%	84%															
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><td>20</td></tr> <tr><th>Percentage</th><td>35%</td><td>53%</td><td>51%</td><td>56%</td><td>58%</td><td>65%</td><td>54%</td><td>56%</td><td>65%</td><td>72%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	35%	53%	51%	56%	58%	65%	54%	56%	65%	72%	84% to 70% Average: 77%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	35%	53%	51%	56%	58%	65%	54%	56%	65%	72%															
Satisfied with value for money of sewerage services (Sample size: 161)	 <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>39%</td><td>52%</td><td>54%</td><td>53%</td><td>61%</td><td>60%</td><td>58%</td><td>57%</td><td>66%</td><td>67%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	39%	52%	54%	53%	61%	60%	58%	57%	66%	67%	87% to 67% Average: 78%	Significantly lower than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	39%	52%	54%	53%	61%	60%	58%	57%	66%	67%															
Views on fairness and affordability of charges																									
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>52%</td><td>56%</td><td>48%</td><td>58%</td><td>61%</td><td>62%</td><td>61%</td><td>57%</td><td>66%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	52%	56%	48%	58%	61%	62%	61%	57%	66%	75%	87% to 75% Average: 82%	Significant change since last year; significantly lower than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	52%	56%	48%	58%	61%	62%	61%	57%	66%	75%															
Agree charges are fair (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>31%</td><td>43%</td><td>29%</td><td>46%</td><td>39%</td><td>46%</td><td>39%</td><td>38%</td><td>50%</td><td>57%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	31%	43%	29%	46%	39%	46%	39%	38%	50%	57%	77% to 57% Average: 69%	Significantly lower than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	31%	43%	29%	46%	39%	46%	39%	38%	50%	57%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 184)	 <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>62%</td><td>57%</td><td>61%</td><td>67%</td><td>66%</td><td>66%</td><td>62%</td><td>62%</td><td>62%</td><td>71%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	62%	57%	61%	67%	66%	66%	62%	62%	62%	71%	81% to 60% Average: 71%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	62%	57%	61%	67%	66%	66%	62%	62%	62%	71%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 193)	 <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>Score</th><td>7.00</td><td>6.75</td><td>6.89</td><td>7.16</td><td>7.25</td><td>7.29</td><td>7.27</td><td>7.19</td><td>7.56</td><td>7.72</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Score	7.00	6.75	6.89	7.16	7.25	7.29	7.27	7.19	7.56	7.72	8.31 to 7.20 Average: 7.86	
Year	11	12	13	14	15	16	17	18	19	20															
Score	7.00	6.75	6.89	7.16	7.25	7.29	7.27	7.19	7.56	7.72															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (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>Percentage</th><td>85%</td><td>81%</td><td>74%</td><td>75%</td><td>74%</td><td>69%</td><td>80%</td><td>73%</td><td>73%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	85%	81%	74%	75%	74%	69%	80%	73%	73%	77%	79% to 64% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	85%	81%	74%	75%	74%	69%	80%	73%	73%	77%															

Results for South West Water	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Aware of free meter option (Sample size: 45*) 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>69%</td><td>72%</td><td>88%</td><td>75%</td><td>86%</td><td>77%</td><td>80%</td><td>82%</td><td>67%</td><td>67%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	69%	72%	88%	75%	86%	77%	80%	82%	67%	67%	75% to 54% Average: 64%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	69%	72%	88%	75%	86%	77%	80%	82%	67%	67%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 45*) 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>40%</td><td>57%</td><td>52%</td><td>42%</td><td>48%</td><td>40%</td><td>36%</td><td>35%</td><td>25%</td><td>33%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	40%	57%	52%	42%	48%	40%	36%	35%	25%	33%	45% to 23% Average: 30%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	40%	57%	52%	42%	48%	40%	36%	35%	25%	33%															
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>19%</td><td>25%</td><td>19%</td><td>18%</td><td>17%</td><td>20%</td><td>18%</td><td>17%</td><td>19%</td><td>15%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	19%	25%	19%	18%	17%	20%	18%	17%	19%	15%	15% to 6% Average: 9%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	19%	25%	19%	18%	17%	20%	18%	17%	19%	15%															
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><td>20</td></tr> <tr><th>Percentage</th><td>6%</td><td>6%</td><td>5%</td><td>6%</td><td>7%</td><td>8%</td><td>8%</td><td>9%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	6%	6%	5%	6%	7%	8%	8%	9%			9% to 2% Average: 6%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	6%	6%	5%	6%	7%	8%	8%	9%																	
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><td>20</td></tr> <tr><th>Percentage</th><td>58%</td><td>59%</td><td>45%</td><td>52%</td><td>48%</td><td>44%</td><td>44%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	58%	59%	45%	52%	48%	44%	44%				49% to 37% Average: 42%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	58%	59%	45%	52%	48%	44%	44%																		
Contact																									
Contacted water company with query in last 12 months (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>11%</td><td>16%</td><td>24%</td><td>20%</td><td>22%</td><td>24%</td><td>18%</td><td>27%</td><td>24%</td><td>15%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	11%	16%	24%	20%	22%	24%	18%	27%	24%	15%	25% to 13% Average: 18%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	11%	16%	24%	20%	22%	24%	18%	27%	24%	15%															
Reason for contacting water company was to complain (Sample size: 29 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>5%</td><td>9%</td><td>6%</td><td>5%</td><td>6%</td><td>2%</td><td>6%</td><td>8%</td><td>2%</td><td>0%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	5%	9%	6%	5%	6%	2%	6%	8%	2%	0%	5% to 0% Average: 3%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	5%	9%	6%	5%	6%	2%	6%	8%	2%	0%															
Satisfaction with way query handled (Sample size: 29 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>52%</td><td>70%</td><td>80%</td><td>82%</td><td>78%</td><td>85%</td><td>81%</td><td>77%</td><td>81%</td><td>69%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	52%	70%	80%	82%	78%	85%	81%	77%	81%	69%	92% to 58% Average: 79%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	52%	70%	80%	82%	78%	85%	81%	77%	81%	69%															

Results for South West 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: 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>Percentage</th><td>91%</td><td>91%</td><td>95%</td><td>94%</td><td>95%</td><td>97%</td><td>94%</td><td>89%</td><td>92%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	91%	95%	94%	95%	97%	94%	89%	92%	95%	98% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	91%	95%	94%	95%	97%	94%	89%	92%	95%															
Satisfied with taste and smell (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>85%</td><td>85%</td><td>87%</td><td>88%</td><td>86%</td><td>88%</td><td>87%</td><td>81%</td><td>87%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	85%	85%	87%	88%	86%	88%	87%	81%	87%	85%	93% to 84% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	85%	85%	87%	88%	86%	88%	87%	81%	87%	85%															
Satisfied with hardness/softness (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>88%</td><td>81%</td><td>91%</td><td>87%</td><td>88%</td><td>91%</td><td>90%</td><td>85%</td><td>86%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	88%	81%	91%	87%	88%	91%	90%	85%	86%	89%	93% to 47% Average: 71%	Significantly higher than the WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	88%	81%	91%	87%	88%	91%	90%	85%	86%	89%															
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><td>20</td></tr> <tr><th>Percentage</th><td>91%</td><td>88%</td><td>94%</td><td>93%</td><td>94%</td><td>94%</td><td>95%</td><td>90%</td><td>93%</td><td>91%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	88%	94%	93%	94%	94%	95%	90%	93%	91%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	88%	94%	93%	94%	94%	95%	90%	93%	91%															
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>96%</td><td>91%</td><td>97%</td><td>97%</td><td>97%</td><td>98%</td><td>98%</td><td>93%</td><td>96%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	96%	91%	97%	97%	97%	98%	98%	93%	96%	97%	99% to 93% Average: 96%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	96%	91%	97%	97%	97%	98%	98%	93%	96%	97%															
Satisfied with water pressure (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>91%</td><td>86%</td><td>91%</td><td>94%</td><td>90%</td><td>93%</td><td>91%</td><td>88%</td><td>87%</td><td>91%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	86%	91%	94%	90%	93%	91%	88%	87%	91%	94% to 82% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	86%	91%	94%	90%	93%	91%	88%	87%	91%															
A sewerage system that works																									
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 132)	 <table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr> <tr><th>Percentage</th><td>72%</td><td>75%</td><td>71%</td><td>78%</td><td>77%</td><td>73%</td><td>77%</td><td>75%</td><td>81%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	72%	75%	71%	78%	77%	73%	77%	75%	81%	80%	88% to 72% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	72%	75%	71%	78%	77%	73%	77%	75%	81%	80%															
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 131)	 <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>76%</td><td>79%</td><td>85%</td><td>81%</td><td>73%</td><td>80%</td><td>75%</td><td>79%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	76%	76%	79%	85%	81%	73%	80%	75%	79%	83%	87% to 76% Average: 83%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	76%	76%	79%	85%	81%	73%	80%	75%	79%	83%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 122)	 <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>78%</td><td>69%</td><td>76%</td><td>88%</td><td>80%</td><td>74%</td><td>71%</td><td>72%</td><td>75%</td><td>73%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	78%	69%	76%	88%	80%	74%	71%	72%	75%	73%	87% to 69% Average: 79%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	78%	69%	76%	88%	80%	74%	71%	72%	75%	73%															

Results for South West 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: 132)	 <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>82%</td></tr> <tr><td>12</td><td>68%</td></tr> <tr><td>13</td><td>68%</td></tr> <tr><td>14</td><td>80%</td></tr> <tr><td>15</td><td>73%</td></tr> <tr><td>16</td><td>75%</td></tr> <tr><td>17</td><td>67%</td></tr> <tr><td>18</td><td>67%</td></tr> <tr><td>19</td><td>72%</td></tr> <tr><td>20</td><td>76%</td></tr> </tbody> </table>	Year	Percentage	11	82%	12	68%	13	68%	14	80%	15	73%	16	75%	17	67%	18	67%	19	72%	20	76%	87% to 68% Average: 77%	
Year	Percentage																								
11	82%																								
12	68%																								
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18	67%																								
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20	76%																								
Likelihood to recommend as a provider of water and sewerage services																									
Extremely likely to recommend the company to friends and family (Sample size: 178) ^{4,6}	 <table border="1"> <caption>Likelihood to recommend the company to friends and family</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>27%</td></tr> <tr><td>12</td><td>33%</td></tr> <tr><td>13</td><td>37%</td></tr> <tr><td>14</td><td>33%</td></tr> <tr><td>15</td><td>29%</td></tr> <tr><td>16</td><td>30%</td></tr> <tr><td>17</td><td>39%</td></tr> <tr><td>18</td><td>39%</td></tr> <tr><td>19</td><td>39%</td></tr> <tr><td>20</td><td>39%</td></tr> </tbody> </table>	Year	Percentage	11	27%	12	33%	13	37%	14	33%	15	29%	16	30%	17	39%	18	39%	19	39%	20	39%	62% to 29% Average: 45%	
Year	Percentage																								
11	27%																								
12	33%																								
13	37%																								
14	33%																								
15	29%																								
16	30%																								
17	39%																								
18	39%																								
19	39%																								
20	39%																								

Sample Profile

Regional sample profile for South West Water	(Sample size: 200*)
Gender	
Male	49%
Female	52%
Age	
18-29	2%
30-44	11%
45-59	31%
60-74	39%
75+	18%
SEC	
Higher managerial, administrative & professional occupations	45%
Intermediate occupations	25%
Routine & manual occupations	22%
Never worked and long-term unemployed/ Full-time students	4%
Refused	5%
Water meter	
Proportion having a water meter	78%

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

¹ Range (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.