



# CCW Research Report Water Matters 2019-20

## Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																				
<b>Satisfaction with water and sewerage services</b>																							
Overall satisfaction with water supply (Sample size: 200) <sup>2</sup>	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>90%</td><td>92%</td><td>92%</td><td>93%</td><td>89%</td><td>88%</td><td>86%</td><td>84%</td><td>86%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	90%	92%	92%	93%	89%	88%	86%	84%	86%	94% to 87% Average: 91%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	90%	92%	92%	93%	89%	88%	86%	84%	86%														
Overall satisfaction with sewerage services (Sample size: 182)	<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>86%</td><td>84%</td><td>88%</td><td>86%</td><td>83%</td><td>84%</td><td>76%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	87%	86%	84%	88%	86%	83%	84%	76%	79%	93% to 79% Average: 86%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	87%	86%	84%	88%	86%	83%	84%	76%	79%														
<b>Satisfaction with value for money</b>																							
Satisfied with value for money of water services (Sample size: 197)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>72%</td><td>79%</td><td>63%</td><td>70%</td><td>74%</td><td>70%</td><td>66%</td><td>65%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	72%	79%	63%	70%	74%	70%	66%	65%	75%	79% to 65% Average: 76%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	72%	79%	63%	70%	74%	70%	66%	65%	75%														
Satisfied with value for money of sewerage services (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>73%</td><td>78%</td><td>67%</td><td>76%</td><td>76%</td><td>78%</td><td>69%</td><td>70%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	73%	78%	67%	76%	76%	78%	69%	70%	75%	84% to 66% Average: 78%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	73%	78%	67%	76%	76%	78%	69%	70%	75%														
<b>Views on fairness and affordability of charges</b>																							
Agree water and sewerage charges are affordable (Sample size: 197)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>74%</td><td>69%</td><td>64%</td><td>72%</td><td>67%</td><td>69%</td><td>69%</td><td>71%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	74%	69%	64%	72%	67%	69%	69%	71%	76%	83% to 66% Average: 77%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	74%	69%	64%	72%	67%	69%	69%	71%	76%														
Agree charges are fair (Sample size: 190)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>66%</td><td>65%</td><td>53%</td><td>67%</td><td>60%</td><td>58%</td><td>61%</td><td>61%</td><td>65%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	66%	65%	53%	67%	60%	58%	61%	61%	65%	75% to 50% Average: 66%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	66%	65%	53%	67%	60%	58%	61%	61%	65%														
<b>Care and trust</b>																							
Agree company cares about service given to customers (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>68%</td><td>66%</td><td>55%</td><td>66%</td><td>67%</td><td>61%</td><td>61%</td><td>60%</td><td>60%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	68%	66%	55%	66%	67%	61%	61%	60%	60%	75% to 60% Average: 69%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	68%	66%	55%	66%	67%	61%	61%	60%	60%														
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (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>Score</th><td>7.46</td><td>7.07</td><td>6.93</td><td>7.35</td><td>7.40</td><td>7.31</td><td>7.17</td><td>7.57</td><td>7.04</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Score	7.46	7.07	6.93	7.35	7.40	7.31	7.17	7.57	7.04	8.19 to 7.04 Average: 7.67	Significant change since last year Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Score	7.46	7.07	6.93	7.35	7.40	7.31	7.17	7.57	7.04														
<b>Awareness of consumer rights and responsibilities</b>																							
Likely to contact company if worried about paying bill (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>81%</td><td>75%</td><td>62%</td><td>72%</td><td>68%</td><td>72%</td><td>65%</td><td>79%</td><td>68%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	81%	75%	62%	72%	68%	72%	65%	79%	68%	79% to 68% Average: 73%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	81%	75%	62%	72%	68%	72%	65%	79%	68%														



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## Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																				
Aware of free meter option (Sample size: 67*) <sup>3</sup>	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>48%</td><td>49%</td><td>61%</td><td>40%</td><td>57%</td><td>61%</td><td>67%</td><td>63%</td><td>45%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	48%	49%	61%	40%	57%	61%	67%	63%	45%	76% to 45% Average: 64%	Significant change since last year Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	48%	49%	61%	40%	57%	61%	67%	63%	45%														
Aware of option to go back to rateable value charge within 24 <sup>4</sup> months (Sample size: 67*) <sup>3</sup>	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>25%</td><td>28%</td><td>20%</td><td>25%</td><td>28%</td><td>26%</td><td>24%</td><td>27%</td><td>15%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	25%	28%	20%	25%	28%	26%	24%	27%	15%	35% to 15% Average: 24%	Significant change since last year Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	25%	28%	20%	25%	28%	26%	24%	27%	15%														
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>5%</td><td>23%</td><td>5%</td><td>10%</td><td>8%</td><td>15%</td><td>9%</td><td>14%</td><td>12%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	5%	23%	5%	10%	8%	15%	9%	14%	12%	19% to 7% Average: 10%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	5%	23%	5%	10%	8%	15%	9%	14%	12%														
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 200*) <sup>5</sup>	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>3%</td><td>5%</td><td>3%</td><td>4%</td><td>5%</td><td>7%</td><td>4%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	3%	5%	3%	4%	5%	7%	4%			8% to 3% Average: 5%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	3%	5%	3%	4%	5%	7%	4%																
Aware of Priority Services (Sample size: 200*) <sup>6</sup>	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>43%</td><td>41%</td><td>37%</td><td>37%</td><td>41%</td><td>35%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	43%	41%	37%	37%	41%	35%				49% to 35% Average: 42%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	43%	41%	37%	37%	41%	35%																	
<b>Contact</b>																							
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>11%</td><td>9%</td><td>17%</td><td>17%</td><td>14%</td><td>20%</td><td>18%</td><td>24%</td><td>25%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	11%	9%	17%	17%	14%	20%	18%	24%	25%	25% to 15% Average: 20%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	11%	9%	17%	17%	14%	20%	18%	24%	25%														
Reason for contacting water company was to complain (Sample size: 50 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>21%</td><td>12%</td><td>9%</td><td>6%</td><td>7%</td><td>8%</td><td>0%</td><td>4%</td><td>6%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	21%	12%	9%	6%	7%	8%	0%	4%	6%	12% to 2% Average: 5%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	21%	12%	9%	6%	7%	8%	0%	4%	6%														
Satisfaction with way query handled (Sample size: 49 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>71%</td><td>76%</td><td>60%</td><td>83%</td><td>74%</td><td>69%</td><td>80%</td><td>73%</td><td>71%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	71%	76%	60%	83%	74%	69%	80%	73%	71%	91% to 71% Average: 80%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	71%	76%	60%	83%	74%	69%	80%	73%	71%														



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## Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																				
<b>Water on tap</b>																							
Satisfied with colour and appearance of tap water (Sample size: 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></tr> <tr><th>Percentage</th><td>92%</td><td>94%</td><td>92%</td><td>90%</td><td>90%</td><td>91%</td><td>86%</td><td>91%</td><td>92%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	92%	94%	92%	90%	90%	91%	86%	91%	92%	97% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	92%	94%	92%	90%	90%	91%	86%	91%	92%														
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></tr> <tr><th>Percentage</th><td>88%</td><td>88%</td><td>85%</td><td>86%</td><td>79%</td><td>85%</td><td>81%</td><td>81%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	88%	85%	86%	79%	85%	81%	81%	83%	92% to 81% Average: 87%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	88%	85%	86%	79%	85%	81%	81%	83%														
Satisfied with hardness/softness (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>50%</td><td>64%</td><td>49%</td><td>61%</td><td>55%</td><td>55%</td><td>45%</td><td>49%</td><td>53%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	50%	64%	49%	61%	55%	55%	45%	49%	53%	92% to 44% Average: 71%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	50%	64%	49%	61%	55%	55%	45%	49%	53%														
Satisfied with safety (Sample size: 194)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>91%</td><td>91%</td><td>90%</td><td>88%</td><td>89%</td><td>85%</td><td>86%</td><td>91%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	91%	91%	90%	88%	89%	85%	86%	91%	90%	96% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	91%	91%	90%	88%	89%	85%	86%	91%	90%														
Satisfied with reliability of supply (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></tr> <tr><th>Percentage</th><td>97%</td><td>96%</td><td>97%</td><td>95%</td><td>93%</td><td>94%</td><td>96%</td><td>92%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	97%	96%	97%	95%	93%	94%	96%	92%	93%	99% to 93% Average: 96%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	97%	96%	97%	95%	93%	94%	96%	92%	93%														
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>94%</td><td>90%</td><td>87%</td><td>87%</td><td>80%</td><td>87%</td><td>81%</td><td>81%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	94%	90%	87%	87%	80%	87%	81%	81%	85%	93% to 85% Average: 89%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	94%	90%	87%	87%	80%	87%	81%	81%	85%														
<b>A sewerage system that works</b>																							
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 146)	<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>79%</td><td>64%</td><td>80%</td><td>78%</td><td>68%</td><td>70%</td><td>65%</td><td>81%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	76%	79%	64%	80%	78%	68%	70%	65%	81%	89% to 73% Average: 81%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	76%	79%	64%	80%	78%	68%	70%	65%	81%														
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 154)	<table border="1"> <tr><th>Year</th><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr> <tr><th>Percentage</th><td>79%</td><td>78%</td><td>68%</td><td>85%</td><td>86%</td><td>67%</td><td>73%</td><td>74%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	79%	78%	68%	85%	86%	67%	73%	74%	77%	89% to 76% Average: 82%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	79%	78%	68%	85%	86%	67%	73%	74%	77%														
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 127)	<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>79%</td><td>79%</td><td>69%</td><td>82%</td><td>80%</td><td>70%</td><td>67%</td><td>68%</td><td>69%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	79%	79%	69%	82%	80%	70%	67%	68%	69%	87% to 69% Average: 79%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	79%	79%	69%	82%	80%	70%	67%	68%	69%														



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## Summary of Research Findings for Thames Water



Results for Thames Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																				
Satisfied with company actions to minimise sewer flooding (Sample size: 134)	<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>79%</td></tr> <tr><td>12</td><td>78%</td></tr> <tr><td>13</td><td>67%</td></tr> <tr><td>14</td><td>84%</td></tr> <tr><td>15</td><td>77%</td></tr> <tr><td>16</td><td>70%</td></tr> <tr><td>17</td><td>74%</td></tr> <tr><td>18</td><td>68%</td></tr> <tr><td>19</td><td>73%</td></tr> </tbody> </table>	Year	Percentage	11	79%	12	78%	13	67%	14	84%	15	77%	16	70%	17	74%	18	68%	19	73%	85% to 72% Average: 78%	
Year	Percentage																						
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<b>Likelihood to recommend as a provider of water and sewerage services</b>																							
Extremely likely to recommend the company to friends and family as a provider (Sample size: 191) <sup>4,7</sup>	<table border="1"> <caption>Likelihood to recommend the company to friends and family as a provider</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>14</td><td>35%</td></tr> <tr><td>15</td><td>34%</td></tr> <tr><td>16</td><td>30%</td></tr> <tr><td>17</td><td>32%</td></tr> <tr><td>18</td><td>39%</td></tr> <tr><td>19</td><td>25%</td></tr> </tbody> </table>	Year	Percentage	14	35%	15	34%	16	30%	17	32%	18	39%	19	25%	56% to 25% Average: 41%	Significant change since last year Significantly lower than WaSC average						
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### Sample profile

Sample profile for Thames Water	(Sample size: 200*)
<b>Gender</b>	
Male	44%
Female	56%
<b>Age</b>	
18-29	9%
30-44	18%
45-59	37%
60-74	23%
75+	14%
<b>SEC</b>	
Higher managerial, administrative & professional occupations	47%
Intermediate occupations	25%
Routine & manual occupations	18%
Never worked and long-term unemployed/full-time students	8%
Refused	3%
<b>Water meter</b>	
Proportion having a water meter	59%

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

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

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

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

<sup>4</sup> Question text amended in 2018 to '24 months' (prior to this was '12 months').

<sup>5</sup> Question not asked in all years.

<sup>6</sup> Question wording changed in 2014.

<sup>7</sup> Extremely likely to recommend is based on the proportion of customers scoring 9 or 10.