

Results for United Utilities	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: 700) 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>89%</td><td>93%</td><td>95%</td><td>94%</td><td>92%</td><td>95%</td><td>92%</td><td>90%</td><td>93%</td><td>94%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	89%	93%	95%	94%	92%	95%	92%	90%	93%	94%	96% to 87% Average: 92%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	89%	93%	95%	94%	92%	95%	92%	90%	93%	94%															
Overall satisfaction with sewerage services (Sample size: 645)	<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>90%</td><td>87%</td><td>89%</td><td>93%</td><td>93%</td><td>90%</td><td>89%</td><td>87%</td><td>87%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	90%	87%	89%	93%	93%	90%	89%	87%	87%	87%	90% to 78% Average: 85%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	90%	87%	89%	93%	93%	90%	89%	87%	87%	87%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 684)	<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>68%</td><td>66%</td><td>64%</td><td>75%</td><td>73%</td><td>68%</td><td>73%</td><td>71%</td><td>76%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	68%	66%	64%	75%	73%	68%	73%	71%	76%	77%	84% to 70% Average: 77%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	68%	66%	64%	75%	73%	68%	73%	71%	76%	77%															
Satisfied with value for money of sewerage services (Sample size: 638)	<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>71%</td><td>67%</td><td>68%</td><td>78%</td><td>80%</td><td>72%</td><td>77%</td><td>80%</td><td>79%</td><td>81%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	71%	67%	68%	78%	80%	72%	77%	80%	79%	81%	87% to 67% Average: 78%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	71%	67%	68%	78%	80%	72%	77%	80%	79%	81%															
Views on fairness and affordability of charges																									
Agree water and sewerage charges are affordable (Sample size: 683)	<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>65%</td><td>62%</td><td>78%</td><td>76%</td><td>73%</td><td>73%</td><td>74%</td><td>80%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	72%	65%	62%	78%	76%	73%	73%	74%	80%	83%	87% to 75% Average: 82%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	72%	65%	62%	78%	76%	73%	73%	74%	80%	83%															
Agree charges are fair (Sample size: 668)	<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>66%</td><td>54%</td><td>48%</td><td>68%</td><td>62%</td><td>59%</td><td>60%</td><td>62%</td><td>65%</td><td>68%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	66%	54%	48%	68%	62%	59%	60%	62%	65%	68%	77% to 57% Average: 69%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	66%	54%	48%	68%	62%	59%	60%	62%	65%	68%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 657)	<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>67%</td><td>64%</td><td>65%</td><td>78%</td><td>75%</td><td>69%</td><td>69%</td><td>70%</td><td>70%</td><td>72%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	67%	64%	65%	78%	75%	69%	69%	70%	70%	72%	81% to 60% Average: 71%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	67%	64%	65%	78%	75%	69%	69%	70%	70%	72%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 687)	<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>Mean Score</th><td>7.20</td><td>7.12</td><td>7.03</td><td>8.00</td><td>7.80</td><td>7.72</td><td>7.77</td><td>7.66</td><td>7.86</td><td>8.09</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Mean Score	7.20	7.12	7.03	8.00	7.80	7.72	7.77	7.66	7.86	8.09	8.31 to 7.20 Average: 7.86	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Mean Score	7.20	7.12	7.03	8.00	7.80	7.72	7.77	7.66	7.86	8.09															
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 677)	<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>81%</td><td>73%</td><td>67%</td><td>76%</td><td>72%</td><td>70%</td><td>74%</td><td>74%</td><td>74%</td><td>74%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	81%	73%	67%	76%	72%	70%	74%	74%	74%	74%	79% to 64% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	81%	73%	67%	76%	72%	70%	74%	74%	74%	74%															

Results for United Utilities	Percentage of household customers	Range and average for all WASCs ¹	Comments or points of interest																						
Aware of free meter option (Sample size: 377*) 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>48%</td><td>59%</td><td>67%</td><td>57%</td><td>66%</td><td>69%</td><td>71%</td><td>71%</td><td>69%</td><td>67%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	48%	59%	67%	57%	66%	69%	71%	71%	69%	67%	75% to 54% Average: 64%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	48%	59%	67%	57%	66%	69%	71%	71%	69%	67%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 377*) 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>24%</td><td>35%</td><td>31%</td><td>36%</td><td>32%</td><td>27%</td><td>37%</td><td>27%</td><td>31%</td><td>32%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	24%	35%	31%	36%	32%	27%	37%	27%	31%	32%	45% to 23% Average: 30%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	24%	35%	31%	36%	32%	27%	37%	27%	31%	32%															
Aware of WaterSure tariff (Sample size: 702*)	<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>9%</td><td>11%</td><td>7%</td><td>7%</td><td>6%</td><td>8%</td><td>7%</td><td>8%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	6%	5%	9%	11%	7%	7%	6%	8%	7%	8%	15% to 6% Average: 9%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	6%	5%	9%	11%	7%	7%	6%	8%	7%	8%															
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 702*) 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>3%</td><td>5%</td><td>3%</td><td>6%</td><td>4%</td><td>5%</td><td>3%</td><td>5%</td><td>3%</td><td>5%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	3%	5%	3%	6%	4%	5%	3%	5%	3%	5%	9% to 2% Average: 6%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	3%	5%	3%	6%	4%	5%	3%	5%	3%	5%															
Aware of Priority Services. (Sample size: 702*) 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>52%</td><td>51%</td><td>45%</td><td>46%</td><td>43%</td><td>49%</td><td>49%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	52%	51%	45%	46%	43%	49%	49%				49% to 37% Average: 42%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	52%	51%	45%	46%	43%	49%	49%																		
Contact																									
Contacted water company with query in last 12 months (Sample size: 700*)	<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>8%</td><td>15%</td><td>13%</td><td>14%</td><td>17%</td><td>16%</td><td>16%</td><td>21%</td><td>15%</td><td>17%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	8%	15%	13%	14%	17%	16%	16%	21%	15%	17%	25% to 13% Average: 18%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	8%	15%	13%	14%	17%	16%	16%	21%	15%	17%															
Reason for contacting water company was to complain (Sample size: 116 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>22%</td><td>14%</td><td>8%</td><td>11%</td><td>9%</td><td>5%</td><td>3%</td><td>1%</td><td>5%</td><td>2%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	22%	14%	8%	11%	9%	5%	3%	1%	5%	2%	5% to 0% Average: 3%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	22%	14%	8%	11%	9%	5%	3%	1%	5%	2%															
Satisfaction with way query handled (Sample size: 114 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>73%</td><td>77%</td><td>77%</td><td>84%</td><td>73%</td><td>85%</td><td>83%</td><td>85%</td><td>91%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	73%	77%	77%	84%	73%	85%	83%	85%	91%	87%	92% to 58% Average: 79%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	73%	77%	77%	84%	73%	85%	83%	85%	91%	87%															

Results for United Utilities	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: 700)	<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>96%</td><td>94%</td><td>95%</td><td>94%</td><td>96%</td><td>92%</td><td>92%</td><td>94%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	92%	96%	94%	95%	94%	96%	92%	92%	94%	95%	98% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	92%	96%	94%	95%	94%	96%	92%	92%	94%	95%															
Satisfied with taste and smell (Sample size: 685)	<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>81%</td><td>94%</td><td>90%</td><td>90%</td><td>90%</td><td>89%</td><td>89%</td><td>89%</td><td>90%</td><td>90%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	81%	94%	90%	90%	90%	89%	89%	89%	90%	90%	93% to 84% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	81%	94%	90%	90%	90%	89%	89%	89%	90%	90%															
Satisfied with hardness/softness (Sample size: 659)	<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>87%</td><td>88%</td><td>91%</td><td>89%</td><td>90%</td><td>86%</td><td>85%</td><td>90%</td><td>87%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	78%	87%	88%	91%	89%	90%	86%	85%	90%	87%	93% to 47% Average: 71%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	78%	87%	88%	91%	89%	90%	86%	85%	90%	87%															
Satisfied with safety (Sample size: 677)	<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>89%</td><td>96%</td><td>93%</td><td>94%</td><td>93%</td><td>92%</td><td>92%</td><td>92%</td><td>94%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	89%	96%	93%	94%	93%	92%	92%	92%	94%	95%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	89%	96%	93%	94%	93%	92%	92%	92%	94%	95%															
Satisfied with reliability of supply (Sample size: 700)	<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>94%</td><td>100%</td><td>99%</td><td>97%</td><td>97%</td><td>97%</td><td>94%</td><td>95%</td><td>96%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	94%	100%	99%	97%	97%	97%	94%	95%	96%	97%	99% to 93% Average: 96%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	94%	100%	99%	97%	97%	97%	94%	95%	96%	97%															
Satisfied with water pressure (Sample size: 700)	<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>92%</td><td>91%</td><td>88%</td><td>89%</td><td>90%</td><td>88%</td><td>84%</td><td>89%</td><td>88%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	85%	92%	91%	88%	89%	90%	88%	84%	89%	88%	94% to 82% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	85%	92%	91%	88%	89%	90%	88%	84%	89%	88%															
A sewerage system that works																									
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 511)	<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>73%</td><td>75%</td><td>71%</td><td>86%</td><td>81%</td><td>74%</td><td>76%</td><td>77%</td><td>79%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	73%	75%	71%	86%	81%	74%	76%	77%	79%	80%	88% to 72% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	73%	75%	71%	86%	81%	74%	76%	77%	79%	80%															
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 529)	<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>79%</td><td>74%</td><td>91%</td><td>88%</td><td>80%</td><td>83%</td><td>83%</td><td>83%</td><td>84%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	76%	79%	74%	91%	88%	80%	83%	83%	83%	84%	87% to 76% Average: 83%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	76%	79%	74%	91%	88%	80%	83%	83%	83%	84%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 468)	<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>79%</td><td>79%</td><td>78%</td><td>94%</td><td>90%</td><td>80%</td><td>85%</td><td>81%</td><td>81%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	79%	79%	78%	94%	90%	80%	85%	81%	81%	82%	87% to 69% Average: 79%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	79%	79%	78%	94%	90%	80%	85%	81%	81%	82%															

Results for United Utilities	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: 515)	<table border="1"> <caption>Satisfaction with sewer flooding actions</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>80%</td></tr> <tr><td>12</td><td>78%</td></tr> <tr><td>13</td><td>76%</td></tr> <tr><td>14</td><td>91%</td></tr> <tr><td>15</td><td>88%</td></tr> <tr><td>16</td><td>76%</td></tr> <tr><td>17</td><td>78%</td></tr> <tr><td>18</td><td>77%</td></tr> <tr><td>19</td><td>78%</td></tr> <tr><td>20</td><td>78%</td></tr> </tbody> </table>	Year	Percentage	11	80%	12	78%	13	76%	14	91%	15	88%	16	76%	17	78%	18	77%	19	78%	20	78%	87% to 68% Average: 77%	
Year	Percentage																								
11	80%																								
12	78%																								
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17	78%																								
18	77%																								
19	78%																								
20	78%																								
Likelihood to recommend as a provider of water and sewerage services																									
Extremely likely to recommend the company to friends and family as a provider (Sample size: 646) ^{4,6}	<table border="1"> <caption>Likelihood to recommend company</caption> <thead> <tr><th>Year</th><th>Percentage</th></tr> </thead> <tbody> <tr><td>11</td><td>49%</td></tr> <tr><td>12</td><td>45%</td></tr> <tr><td>13</td><td>38%</td></tr> <tr><td>14</td><td>46%</td></tr> <tr><td>15</td><td>37%</td></tr> <tr><td>16</td><td>44%</td></tr> <tr><td>17</td><td>48%</td></tr> <tr><td>18</td><td>44%</td></tr> <tr><td>19</td><td>48%</td></tr> <tr><td>20</td><td>48%</td></tr> </tbody> </table>	Year	Percentage	11	49%	12	45%	13	38%	14	46%	15	37%	16	44%	17	48%	18	44%	19	48%	20	48%	62% to 29% Average: 45%	
Year	Percentage																								
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16	44%																								
17	48%																								
18	44%																								
19	48%																								
20	48%																								

Sample profile

Sample profile for United Utilities	(Sample size: 702*)
Gender	
Male	49%
Female	51%
Age	
18-29	3%
30-44	14%
45-59	35%
60-74	31%
75+	17%
SEC	
Higher managerial, administrative & professional occupations	45%
Intermediate occupations	17%
Routine & manual occupations	26%
Never worked and long-term unemployed/ Full-time students	8%
Refused	3%
Water meter	
Proportion having a water meter	47%

- Statistical reliability on sample size of 702 is +/- 3.70%

¹ Average (mean) proportion for all WaSCs 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 household 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.