

Results for Wessex 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: 199) <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>94%</td><td>93%</td><td>93%</td><td>95%</td><td>93%</td><td>91%</td><td>91%</td><td>91%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	94%	93%	93%	95%	93%	91%	91%	91%	93%	94% to 87% Average: 91%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	94%	93%	93%	95%	93%	91%	91%	91%	93%														
Overall satisfaction with sewerage services (Sample size: 177)	<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>89%</td><td>87%</td><td>90%</td><td>94%</td><td>93%</td><td>91%</td><td>90%</td><td>87%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	89%	87%	90%	94%	93%	91%	90%	87%	93%	93% to 79% Average: 86%	Significant change since last year Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	89%	87%	90%	94%	93%	91%	90%	87%	93%														
<b>Satisfaction with value for money</b>																							
Satisfied with value for money of water services (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></tr> <tr><th>Percentage</th><td>64%</td><td>73%</td><td>74%</td><td>78%</td><td>76%</td><td>75%</td><td>76%</td><td>75%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	64%	73%	74%	78%	76%	75%	76%	75%	79%	79% to 65% Average: 76%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	64%	73%	74%	78%	76%	75%	76%	75%	79%														
Satisfied with value for money of sewerage services (Sample size: 175)	<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>75%</td><td>73%</td><td>79%</td><td>81%</td><td>80%</td><td>78%</td><td>79%</td><td>83%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	68%	75%	73%	79%	81%	80%	78%	79%	83%	84% to 66% Average: 78%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	68%	75%	73%	79%	81%	80%	78%	79%	83%														
<b>Views on fairness and affordability of charges</b>																							
Agree water and sewerage charges are affordable (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></tr> <tr><th>Percentage</th><td>71%</td><td>78%</td><td>66%</td><td>80%</td><td>80%</td><td>80%</td><td>78%</td><td>77%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	71%	78%	66%	80%	80%	80%	78%	77%	79%	83% to 66% Average: 77%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	71%	78%	66%	80%	80%	80%	78%	77%	79%														
Agree charges are fair (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>59%</td><td>71%</td><td>57%</td><td>69%</td><td>65%</td><td>67%</td><td>67%</td><td>62%</td><td>65%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	59%	71%	57%	69%	65%	67%	67%	62%	65%	75% to 50% Average: 66%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	59%	71%	57%	69%	65%	67%	67%	62%	65%														
<b>Care and trust</b>																							
Agree company cares about service given to customers (Sample size: 187)	<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>78%</td><td>66%</td><td>78%</td><td>77%</td><td>74%</td><td>74%</td><td>70%</td><td>75%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	72%	78%	66%	78%	77%	74%	74%	70%	75%	75% to 60% Average: 69%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	72%	78%	66%	78%	77%	74%	74%	70%	75%														
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>Mean Score</th><td>7.73</td><td>7.49</td><td>7.45</td><td>7.94</td><td>7.97</td><td>7.75</td><td>7.86</td><td>8.08</td><td>8.19</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Mean Score	7.73	7.49	7.45	7.94	7.97	7.75	7.86	8.08	8.19	8.19 to 7.04 Average: 7.67	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Mean Score	7.73	7.49	7.45	7.94	7.97	7.75	7.86	8.08	8.19														
<b>Awareness of consumer rights and responsibilities</b>																							
Likely to contact company if worried about paying bill (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></tr> <tr><th>Percentage</th><td>84%</td><td>82%</td><td>72%</td><td>77%</td><td>76%</td><td>71%</td><td>71%</td><td>74%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	82%	72%	77%	76%	71%	71%	74%	79%	79% to 68% Average: 73%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	82%	72%	77%	76%	71%	71%	74%	79%														

# CCW Research Report Water Matters 2019-20

## Summary of Research Findings for Wessex Water

Results for Wessex 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: 80*) <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>50%</td><td>63%</td><td>67%</td><td>59%</td><td>65%</td><td>70%</td><td>79%</td><td>78%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	50%	63%	67%	59%	65%	70%	79%	78%	76%	76% to 45% Average: 64%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	50%	63%	67%	59%	65%	70%	79%	78%	76%														
Aware of option to go back to rateable value charge within 24 months (Sample size: 80*) <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>41%</td><td>32%</td><td>32%</td><td>25%</td><td>32%</td><td>34%</td><td>42%</td><td>35%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	25%	41%	32%	32%	25%	32%	34%	42%	35%	35% to 15% Average: 24%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	25%	41%	32%	32%	25%	32%	34%	42%	35%														
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>7%</td><td>18%</td><td>11%</td><td>11%</td><td>6%</td><td>14%</td><td>8%</td><td>9%</td><td>9%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	7%	18%	11%	11%	6%	14%	8%	9%	9%	19% to 7% Average: 10%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	7%	18%	11%	11%	6%	14%	8%	9%	9%														
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 200*) <sup>4</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>7%</td><td>3%</td><td>5%</td><td>5%</td><td>4%</td><td>5%</td><td>6%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	7%	3%	5%	5%	4%	5%	6%			8% to 3% Average: 5%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	7%	3%	5%	5%	4%	5%	6%																
Aware of Priority Services (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>52%</td><td>57%</td><td>47%</td><td>43%</td><td>49%</td><td>43%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	52%	57%	47%	43%	49%	43%				49% to 35% Average: 42%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	52%	57%	47%	43%	49%	43%																	
<b>Contact</b>																							
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></tr> <tr><th>Percentage</th><td>8%</td><td>15%</td><td>21%</td><td>16%</td><td>16%</td><td>18%</td><td>14%</td><td>24%</td><td>17%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	8%	15%	21%	16%	16%	18%	14%	24%	17%	25% to 15% Average: 20%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19														
Percentage	8%	15%	21%	16%	16%	18%	14%	24%	17%														
Reason for contacting water company was to complain (Sample size: 34 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>18%</td><td>14%</td><td>6%</td><td>3%</td><td>2%</td><td>6%</td><td>0%</td><td>2%</td><td>12%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	18%	14%	6%	3%	2%	6%	0%	2%	12%	12% to 2% Average: 5%	Low base size Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	18%	14%	6%	3%	2%	6%	0%	2%	12%														
Satisfaction with way query handled (Sample size: 34 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>93%</td><td>80%</td><td>83%</td><td>96%</td><td>86%</td><td>86%</td><td>89%</td><td>84%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	80%	83%	96%	86%	86%	89%	84%	85%	91% to 71% Average: 80%	Low base size
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	80%	83%	96%	86%	86%	89%	84%	85%														

Results for Wessex 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>93%</td><td>93%</td><td>95%</td><td>95%</td><td>93%</td><td>94%</td><td>93%</td><td>92%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	93%	93%	95%	95%	93%	94%	93%	92%	95%	97% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	93%	93%	95%	95%	93%	94%	93%	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></tr> <tr><th>Percentage</th><td>88%</td><td>87%</td><td>89%</td><td>90%</td><td>88%</td><td>87%</td><td>85%</td><td>86%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	88%	87%	89%	90%	88%	87%	85%	86%	85%	92% to 81% Average: 87%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	88%	87%	89%	90%	88%	87%	85%	86%	85%														
Satisfied with hardness/softness (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>55%</td><td>63%</td><td>58%</td><td>70%</td><td>62%</td><td>60%</td><td>57%</td><td>55%</td><td>62%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	55%	63%	58%	70%	62%	60%	57%	55%	62%	92% to 44% Average: 71%	Significantly lower than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	55%	63%	58%	70%	62%	60%	57%	55%	62%														
Satisfied with safety (Sample size: 192)	<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>92%</td><td>94%</td><td>94%</td><td>95%</td><td>91%</td><td>92%</td><td>95%</td><td>96%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	92%	92%	94%	94%	95%	91%	92%	95%	96%	96% to 90% Average: 93%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	92%	92%	94%	94%	95%	91%	92%	95%	96%														
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></tr> <tr><th>Percentage</th><td>99%</td><td>97%</td><td>98%</td><td>98%</td><td>98%</td><td>97%</td><td>95%</td><td>98%</td><td>97%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	99%	97%	98%	98%	98%	97%	95%	98%	97%	99% to 93% Average: 96%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	99%	97%	98%	98%	98%	97%	95%	98%	97%														
Satisfied with water pressure (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></tr> <tr><th>Percentage</th><td>90%</td><td>90%</td><td>92%</td><td>91%</td><td>89%</td><td>90%</td><td>87%</td><td>91%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	90%	90%	92%	91%	89%	90%	87%	91%	93%	93% to 85% Average: 89%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	90%	90%	92%	91%	89%	90%	87%	91%	93%														
<b>A sewerage system that works</b>																							
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 140)	<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>78%</td><td>81%</td><td>69%</td><td>84%</td><td>86%</td><td>78%</td><td>77%</td><td>79%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	78%	81%	69%	84%	86%	78%	77%	79%	89%	89% to 73% Average: 81%	Significant change since last year Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	78%	81%	69%	84%	86%	78%	77%	79%	89%														
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 149)	<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>81%</td><td>78%</td><td>91%</td><td>91%</td><td>83%</td><td>84%</td><td>81%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	81%	78%	91%	91%	83%	84%	81%	89%	89% to 76% Average: 82%	Significant change since last year Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	81%	78%	91%	91%	83%	84%	81%	89%														
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 121)	<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>76%</td><td>80%</td><td>88%</td><td>89%</td><td>80%</td><td>84%</td><td>82%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	Percentage	84%	76%	80%	88%	89%	80%	84%	82%	82%	87% to 69% Average: 79%	
Year	11	12	13	14	15	16	17	18	19														
Percentage	84%	76%	80%	88%	89%	80%	84%	82%	82%														

Results for Wessex 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: 136)	<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>83%</td></tr> <tr><td>12</td><td>76%</td></tr> <tr><td>13</td><td>71%</td></tr> <tr><td>14</td><td>86%</td></tr> <tr><td>15</td><td>88%</td></tr> <tr><td>16</td><td>81%</td></tr> <tr><td>17</td><td>82%</td></tr> <tr><td>18</td><td>76%</td></tr> <tr><td>19</td><td>85%</td></tr> </tbody> </table>	Year	Percentage	11	83%	12	76%	13	71%	14	86%	15	88%	16	81%	17	82%	18	76%	19	85%	85% to 72% Average: 78%	Significant change since last year Significantly higher than WaSC average
Year	Percentage																						
11	83%																						
12	76%																						
13	71%																						
14	86%																						
15	88%																						
16	81%																						
17	82%																						
18	76%																						
19	85%																						
<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>4,6</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>11</td><td>46%</td></tr> <tr><td>12</td><td>46%</td></tr> <tr><td>13</td><td>40%</td></tr> <tr><td>14</td><td>46%</td></tr> <tr><td>15</td><td>46%</td></tr> <tr><td>16</td><td>40%</td></tr> <tr><td>17</td><td>48%</td></tr> <tr><td>18</td><td>38%</td></tr> <tr><td>19</td><td>51%</td></tr> </tbody> </table>	Year	Percentage	11	46%	12	46%	13	40%	14	46%	15	46%	16	40%	17	48%	18	38%	19	51%	56% to 25% Average: 41%	Significant change since last year Significantly higher than WaSC average
Year	Percentage																						
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### Sample Profile

Regional sample profile for Wessex Water	(Sample size: 200*)
<b>Gender</b>	
Male	42%
Female	58%
<b>Age</b>	
18-29	3%
30-44	14%
45-59	39%
60-74	29%
75+	16%
<b>SEC</b>	
Higher managerial, administrative & professional occupations	47%
Intermediate occupations	25%
Routine & manual occupations	20%
Never worked and long-term unemployed/ Full-time students	7%
Refused	3%
<b>Water meter</b>	
Proportion having a water meter	61%

- 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 not asked in all years.

<sup>5</sup> Question wording changed in 2014.

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