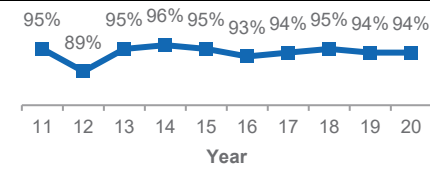
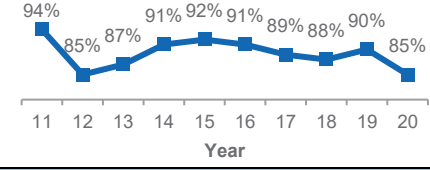
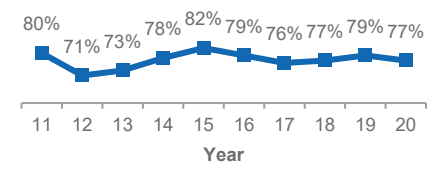
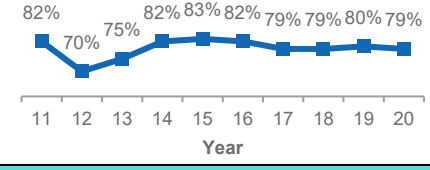
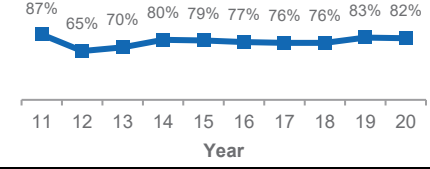
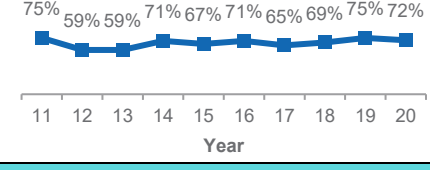
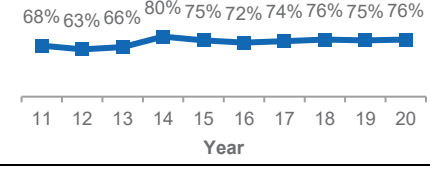
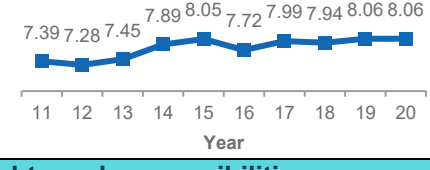
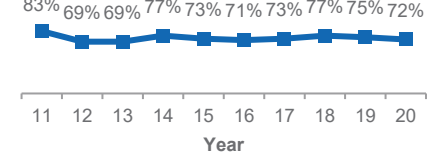
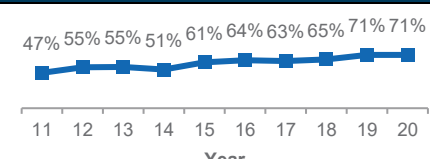
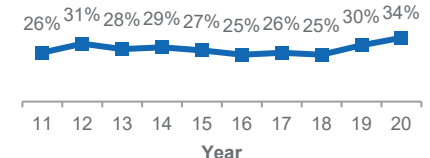
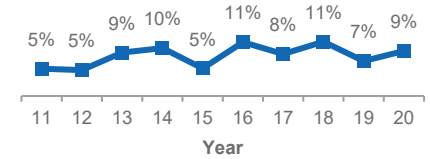
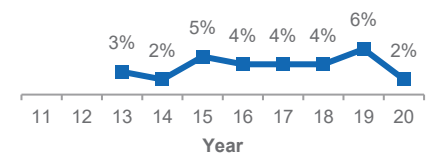
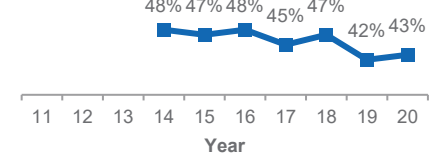
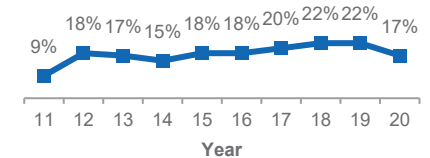
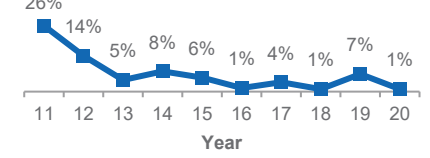
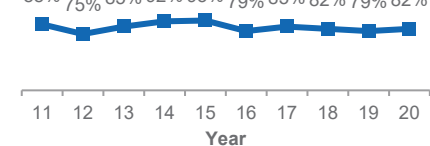
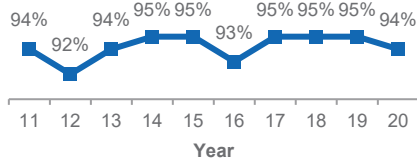
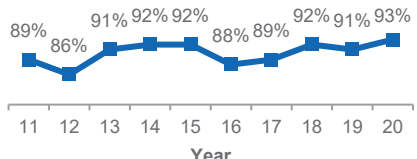
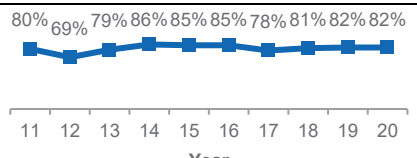
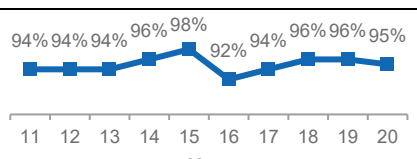
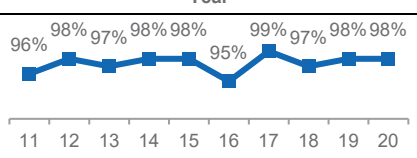
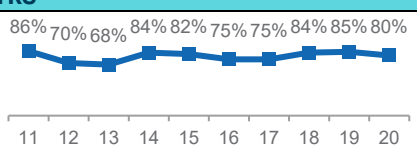
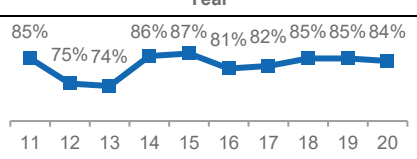
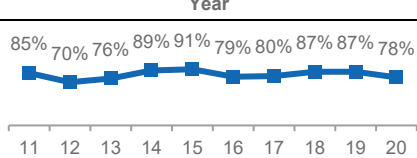
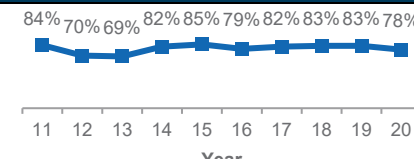
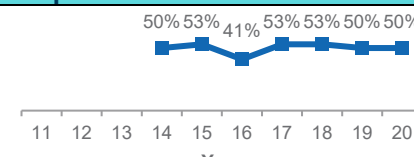


Results for Yorkshire Water	Percentage of household customers	Range and average for all WASCs <sup>1</sup>	Comments or points of interest																						
<b>Satisfaction with water and sewerage services</b>																									
Overall satisfaction with water supply (Sample size: 399) <sup>2</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><td>20</td></tr> <tr><th>Percentage</th><td>95%</td><td>89%</td><td>95%</td><td>96%</td><td>95%</td><td>93%</td><td>94%</td><td>95%</td><td>94%</td><td>94%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	95%	89%	95%	96%	95%	93%	94%	95%	94%	94%	96% to 87% Average: 92%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	95%	89%	95%	96%	95%	93%	94%	95%	94%	94%															
Overall satisfaction with sewerage services (Sample size: 374)	 <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>85%</td><td>87%</td><td>91%</td><td>92%</td><td>91%</td><td>89%</td><td>88%</td><td>90%</td><td>85%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	94%	85%	87%	91%	92%	91%	89%	88%	90%	85%	90% to 78% Average: 85%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	94%	85%	87%	91%	92%	91%	89%	88%	90%	85%															
<b>Satisfaction with value for money</b>																									
Satisfied with value for money of water services (Sample size: 390)	 <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>80%</td><td>71%</td><td>73%</td><td>78%</td><td>82%</td><td>79%</td><td>76%</td><td>77%</td><td>79%</td><td>77%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	80%	71%	73%	78%	82%	79%	76%	77%	79%	77%	84% to 70% Average: 77%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	80%	71%	73%	78%	82%	79%	76%	77%	79%	77%															
Satisfied with value for money of sewerage services (Sample size: 378)	 <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>70%</td><td>75%</td><td>82%</td><td>83%</td><td>82%</td><td>79%</td><td>79%</td><td>80%</td><td>79%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	82%	70%	75%	82%	83%	82%	79%	79%	80%	79%	87% to 67% Average: 78%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	82%	70%	75%	82%	83%	82%	79%	79%	80%	79%															
<b>Views on fairness and affordability of charges</b>																									
Agree water and sewerage charges are affordable (Sample size: 395)	 <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>87%</td><td>65%</td><td>70%</td><td>80%</td><td>79%</td><td>77%</td><td>76%</td><td>76%</td><td>83%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	87%	65%	70%	80%	79%	77%	76%	76%	83%	82%	87% to 75% Average: 82%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	87%	65%	70%	80%	79%	77%	76%	76%	83%	82%															
Agree charges are fair (Sample size: 378)	 <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>75%</td><td>59%</td><td>59%</td><td>71%</td><td>67%</td><td>71%</td><td>65%</td><td>69%</td><td>75%</td><td>72%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	75%	59%	59%	71%	67%	71%	65%	69%	75%	72%	77% to 57% Average: 69%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	75%	59%	59%	71%	67%	71%	65%	69%	75%	72%															
<b>Care and trust</b>																									
Agree company cares about service given to customers (Sample size: 380)	 <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>63%</td><td>66%</td><td>80%</td><td>75%</td><td>72%</td><td>74%</td><td>76%</td><td>75%</td><td>76%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	68%	63%	66%	80%	75%	72%	74%	76%	75%	76%	81% to 60% Average: 71%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	68%	63%	66%	80%	75%	72%	74%	76%	75%	76%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 394)	 <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>7.39</td><td>7.28</td><td>7.45</td><td>7.89</td><td>8.05</td><td>7.72</td><td>7.99</td><td>7.94</td><td>8.06</td><td>8.06</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Mean Score	7.39	7.28	7.45	7.89	8.05	7.72	7.99	7.94	8.06	8.06	8.31 to 7.20 Average: 7.86	
Year	11	12	13	14	15	16	17	18	19	20															
Mean Score	7.39	7.28	7.45	7.89	8.05	7.72	7.99	7.94	8.06	8.06															
<b>Awareness of consumer rights and responsibilities</b>																									
Likely to contact company if worried about paying bill (Sample size: 375)	 <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>83%</td><td>69%</td><td>69%</td><td>77%</td><td>73%</td><td>71%</td><td>73%</td><td>77%</td><td>75%</td><td>72%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	83%	69%	69%	77%	73%	71%	73%	77%	75%	72%	79% to 64% Average: 73%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	83%	69%	69%	77%	73%	71%	73%	77%	75%	72%															

Results for Yorkshire 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: 185*) <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><td>20</td></tr> <tr><th>Percentage</th><td>47%</td><td>55%</td><td>55%</td><td>51%</td><td>61%</td><td>64%</td><td>63%</td><td>65%</td><td>71%</td><td>71%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	47%	55%	55%	51%	61%	64%	63%	65%	71%	71%	75% to 54% Average: 64%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	47%	55%	55%	51%	61%	64%	63%	65%	71%	71%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 185*) <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><td>20</td></tr> <tr><th>Percentage</th><td>26%</td><td>31%</td><td>28%</td><td>29%</td><td>27%</td><td>25%</td><td>26%</td><td>25%</td><td>30%</td><td>34%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	26%	31%	28%	29%	27%	25%	26%	25%	30%	34%	45% to 23% Average: 30%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	26%	31%	28%	29%	27%	25%	26%	25%	30%	34%															
Aware of WaterSure tariff (Sample size: 400*)	 <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>5%</td><td>9%</td><td>10%</td><td>5%</td><td>11%</td><td>8%</td><td>11%</td><td>7%</td><td>9%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	5%	5%	9%	10%	5%	11%	8%	11%	7%	9%	15% to 6% Average: 9%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	5%	5%	9%	10%	5%	11%	8%	11%	7%	9%															
Aware of other schemes offered which provide lower charges to help customers who struggle to afford their bills (Sample size: 400*) <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><td>20</td></tr> <tr><th>Percentage</th><td>3%</td><td>2%</td><td>5%</td><td>4%</td><td>4%</td><td>4%</td><td>6%</td><td>2%</td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	3%	2%	5%	4%	4%	4%	6%	2%			9% to 2% Average: 6%	Significantly lower than WaSC average Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	3%	2%	5%	4%	4%	4%	6%	2%																	
Aware of Priority Services. (Sample size: 400*) <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><td>20</td></tr> <tr><th>Percentage</th><td>48%</td><td>47%</td><td>48%</td><td>45%</td><td>47%</td><td>42%</td><td>43%</td><td></td><td></td><td></td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	48%	47%	48%	45%	47%	42%	43%				49% to 37% Average: 42%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	48%	47%	48%	45%	47%	42%	43%																		
<b>Contact</b>																									
Contacted water company with query in last 12 months (Sample size: 398*)	 <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>9%</td><td>18%</td><td>17%</td><td>15%</td><td>18%</td><td>18%</td><td>20%</td><td>22%</td><td>22%</td><td>17%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	9%	18%	17%	15%	18%	18%	20%	22%	22%	17%	25% to 13% Average: 18%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	9%	18%	17%	15%	18%	18%	20%	22%	22%	17%															
Reason for contacting water company was to complain (Sample size: 68 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>26%</td><td>14%</td><td>5%</td><td>8%</td><td>6%</td><td>1%</td><td>4%</td><td>1%</td><td>7%</td><td>1%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	26%	14%	5%	8%	6%	1%	4%	1%	7%	1%	5% to 0% Average: 3%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	26%	14%	5%	8%	6%	1%	4%	1%	7%	1%															
Satisfaction with way query handled (Sample size: 68 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>88%</td><td>75%</td><td>85%</td><td>92%</td><td>93%</td><td>79%</td><td>85%</td><td>82%</td><td>79%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	88%	75%	85%	92%	93%	79%	85%	82%	79%	82%	92% to 58% Average: 79%	Low base size
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	88%	75%	85%	92%	93%	79%	85%	82%	79%	82%															

Results for Yorkshire 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: 400)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>92%</td><td>94%</td><td>95%</td><td>95%</td><td>93%</td><td>95%</td><td>95%</td><td>95%</td><td>94%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	94%	92%	94%	95%	95%	93%	95%	95%	95%	94%	98% to 90% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	94%	92%	94%	95%	95%	93%	95%	95%	95%	94%															
Satisfied with taste and smell (Sample size: 395)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>86%</td><td>91%</td><td>92%</td><td>92%</td><td>88%</td><td>89%</td><td>92%</td><td>91%</td><td>93%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	89%	86%	91%	92%	92%	88%	89%	92%	91%	93%	93% to 84% Average: 88%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	89%	86%	91%	92%	92%	88%	89%	92%	91%	93%															
Satisfied with hardness/softness (Sample size: 388)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>80%</td><td>69%</td><td>79%</td><td>86%</td><td>85%</td><td>85%</td><td>78%</td><td>81%</td><td>82%</td><td>82%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	80%	69%	79%	86%	85%	85%	78%	81%	82%	82%	93% to 47% Average: 71%	Significantly higher than WaSC average
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	80%	69%	79%	86%	85%	85%	78%	81%	82%	82%															
Satisfied with safety (Sample size: 392)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>94%</td><td>94%</td><td>96%</td><td>98%</td><td>92%</td><td>94%</td><td>96%</td><td>96%</td><td>95%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	94%	94%	94%	96%	98%	92%	94%	96%	96%	95%	95% to 89% Average: 93%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	94%	94%	94%	96%	98%	92%	94%	96%	96%	95%															
Satisfied with reliability of supply (Sample size: 400)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>98%</td><td>97%</td><td>98%</td><td>98%</td><td>95%</td><td>99%</td><td>97%</td><td>98%</td><td>98%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	96%	98%	97%	98%	98%	95%	99%	97%	98%	98%	99% to 93% Average: 96%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	96%	98%	97%	98%	98%	95%	99%	97%	98%	98%															
Satisfied with water pressure (Sample size: 399)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>90%</td><td>91%</td><td>93%</td><td>92%</td><td>89%</td><td>90%</td><td>88%</td><td>91%</td><td>89%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	91%	90%	91%	93%	92%	89%	90%	88%	91%	89%	94% to 82% Average: 88%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	91%	90%	91%	93%	92%	89%	90%	88%	91%	89%															
<b>A sewerage system that works</b>																									
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 282)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>70%</td><td>68%</td><td>84%</td><td>82%</td><td>75%</td><td>75%</td><td>84%</td><td>85%</td><td>80%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	86%	70%	68%	84%	82%	75%	75%	84%	85%	80%	88% to 72% Average: 80%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	86%	70%	68%	84%	82%	75%	75%	84%	85%	80%															
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 297)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>75%</td><td>74%</td><td>86%</td><td>87%</td><td>81%</td><td>82%</td><td>85%</td><td>85%</td><td>84%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	85%	75%	74%	86%	87%	81%	82%	85%	85%	84%	87% to 76% Average: 83%	
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	85%	75%	74%	86%	87%	81%	82%	85%	85%	84%															
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 277)	 <table border="1" style="font-size: x-small; margin-top: 5px;"> <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>70%</td><td>76%</td><td>89%</td><td>91%</td><td>79%</td><td>80%</td><td>87%</td><td>87%</td><td>78%</td></tr> </table>	Year	11	12	13	14	15	16	17	18	19	20	Percentage	85%	70%	76%	89%	91%	79%	80%	87%	87%	78%	87% to 69% Average: 79%	Significant change since last year
Year	11	12	13	14	15	16	17	18	19	20															
Percentage	85%	70%	76%	89%	91%	79%	80%	87%	87%	78%															

Results for Yorkshire 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: 304)	 <p>84% 70% 69% 82% 85% 79% 82% 83% 83% 78%</p> <p>Year</p>	87% to 68% Average: 77%	
<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: 373) <sup>4,6</sup>	 <p>50% 53% 41% 53% 53% 50% 50%</p> <p>Year</p>	62% to 29% Average: 45%	Significantly higher than WaSC average

#### Sample Profile

Regional sample profile for Yorkshire Water	(Sample size: 400*)
<b>Gender</b>	
Male	47%
Female	53%
<b>Age</b>	
18-29	3%
30-44	13%
45-59	36%
60-74	32%
75+	17%
<b>SEC</b>	
Higher managerial, administrative & professional occupations	48%
Intermediate occupations	22%
Routine & manual occupations	21%
Never worked and long-term unemployed/ Full-time students	8%
<b>Water meter</b>	
Proportion having a water meter	55%

Statistical reliability on sample size of 400 is +/- 4.90%

<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.