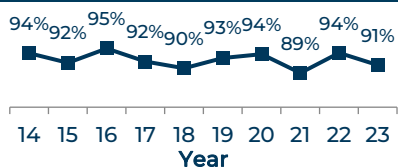
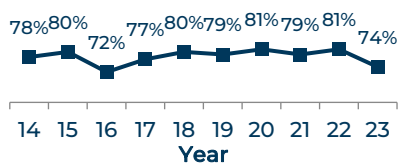
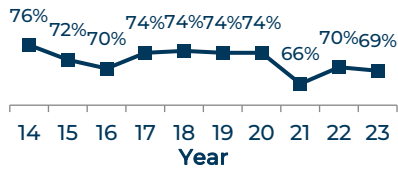
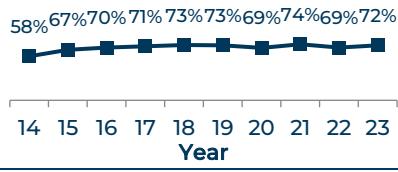
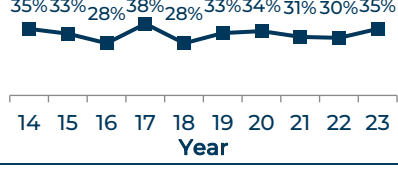
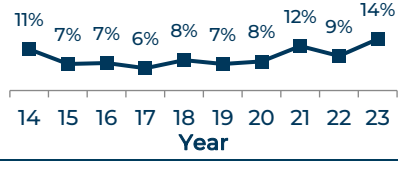
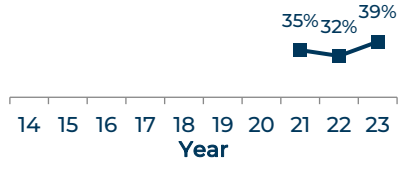
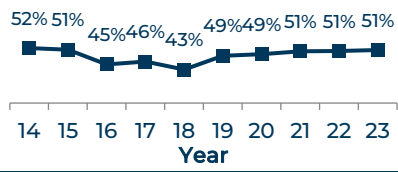
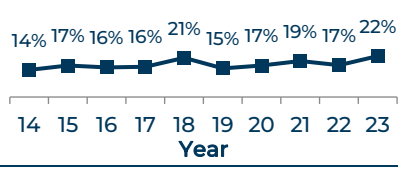
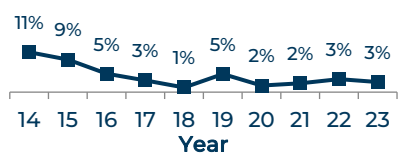
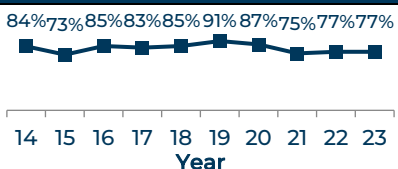
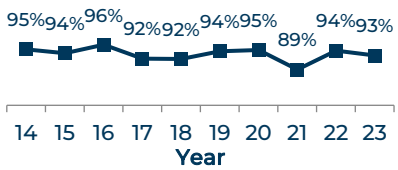
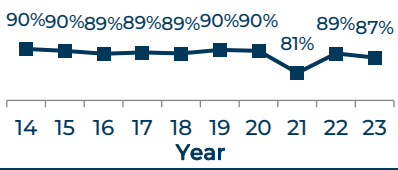
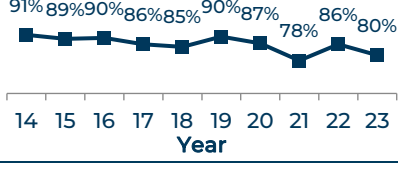
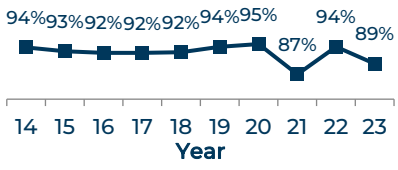
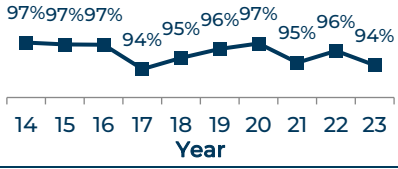
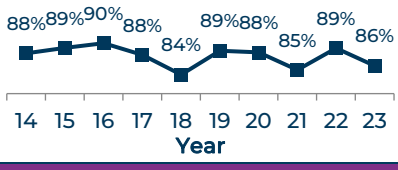
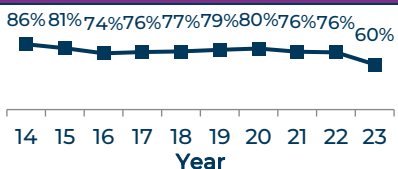
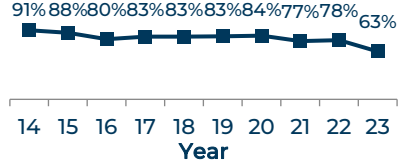
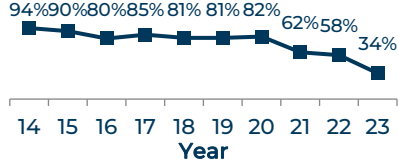
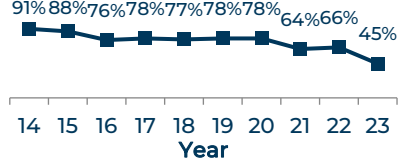


Results for United Utilities	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Satisfaction with water and sewerage services																									
Overall satisfaction with water supply (Sample size: 698) ²	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>94%</td><td>92%</td><td>95%</td><td>92%</td><td>90%</td><td>93%</td><td>94%</td><td>89%</td><td>94%</td><td>91%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	94%	92%	95%	92%	90%	93%	94%	89%	94%	91%	96% to 82% Average: 89%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	94%	92%	95%	92%	90%	93%	94%	89%	94%	91%															
Overall satisfaction with sewerage services (Sample size: 659)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>93%</td><td>93%</td><td>90%</td><td>89%</td><td>87%</td><td>87%</td><td>87%</td><td>82%</td><td>85%</td><td>68%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	93%	93%	90%	89%	87%	87%	87%	82%	85%	68%	74% to 45% Average: 66%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	93%	93%	90%	89%	87%	87%	87%	82%	85%	68%															
Satisfaction with value for money																									
Satisfied with value for money of water services (Sample size: 691)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>75%</td><td>73%</td><td>68%</td><td>73%</td><td>71%</td><td>76%</td><td>77%</td><td>71%</td><td>77%</td><td>71%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	75%	73%	68%	73%	71%	76%	77%	71%	77%	71%	77% to 60% Average: 69%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	75%	73%	68%	73%	71%	76%	77%	71%	77%	71%															
Satisfied with value for money of sewerage services (Sample size: 635)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>78%</td><td>80%</td><td>72%</td><td>77%</td><td>80%</td><td>79%</td><td>81%</td><td>79%</td><td>81%</td><td>74%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	78%	80%	72%	77%	80%	79%	81%	79%	81%	74%	78% to 52% Average: 71%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	78%	80%	72%	77%	80%	79%	81%	79%	81%	74%															
Views on fairness and affordability of charges																									
Agree charges are fair (Sample size: 675)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>68%</td><td>62%</td><td>59%</td><td>60%</td><td>62%</td><td>65%</td><td>68%</td><td>58%</td><td>64%</td><td>57%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	68%	62%	59%	60%	62%	65%	68%	58%	64%	57%	64% to 42% Average: 55%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	68%	62%	59%	60%	62%	65%	68%	58%	64%	57%															
Agree water and sewerage charges are affordable (Sample size: 692)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>78%</td><td>76%</td><td>73%</td><td>73%</td><td>74%</td><td>80%</td><td>83%</td><td>74%</td><td>76%</td><td>73%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	78%	76%	73%	73%	74%	80%	83%	74%	76%	73%	81% to 63% Average: 72%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	78%	76%	73%	73%	74%	80%	83%	74%	76%	73%															
Care and trust																									
Agree company cares about service given to customers (Sample size: 682)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>78%</td><td>75%</td><td>69%</td><td>69%</td><td>70%</td><td>70%</td><td>72%</td><td>65%</td><td>70%</td><td>52%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	78%	75%	69%	69%	70%	70%	72%	65%	70%	52%	62% to 37% Average: 51%	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	78%	75%	69%	69%	70%	70%	72%	65%	70%	52%															
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 696)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Score</th><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><td>7.45</td><td>7.41</td><td>6.62</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Score	8.00	7.80	7.72	7.77	7.66	7.86	8.09	7.45	7.41	6.62	6.94 to 5.44 Average: 6.38	Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Score	8.00	7.80	7.72	7.77	7.66	7.86	8.09	7.45	7.41	6.62															

Results for United Utilities	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Awareness of consumer rights and responsibilities																									
Likely to contact company if worried about paying bill (Sample size: 683)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>76%</td><td>72%</td><td>70%</td><td>74%</td><td>74%</td><td>74%</td><td>74%</td><td>66%</td><td>70%</td><td>69%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	76%	72%	70%	74%	74%	74%	74%	66%	70%	69%	74% to 64% Average: 68%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	76%	72%	70%	74%	74%	74%	74%	66%	70%	69%															
Aware of free meter option (Sample size: 337) ³	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>58%</td><td>67%</td><td>70%</td><td>71%</td><td>73%</td><td>73%</td><td>69%</td><td>74%</td><td>69%</td><td>72%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	58%	67%	70%	71%	73%	73%	69%	74%	69%	72%	74% to 54% Average: 66%	Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	58%	67%	70%	71%	73%	73%	69%	74%	69%	72%															
Aware of option to go back to rateable value charge within 24 months (Sample size: 336) ⁴	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>35%</td><td>33%</td><td>28%</td><td>38%</td><td>28%</td><td>33%</td><td>34%</td><td>31%</td><td>30%</td><td>35%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	35%	33%	28%	38%	28%	33%	34%	31%	30%	35%	35% to 12% Average: 27%	Significantly higher than WaSC average
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	35%	33%	28%	38%	28%	33%	34%	31%	30%	35%															
Aware of WaterSure tariff (Sample size: 700*)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>11%</td><td>7%</td><td>7%</td><td>6%</td><td>8%</td><td>7%</td><td>8%</td><td>12%</td><td>9%</td><td>14%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	11%	7%	7%	6%	8%	7%	8%	12%	9%	14%	20% to 14% Average: 17%	Significantly lower than WaSC average. Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	11%	7%	7%	6%	8%	7%	8%	12%	9%	14%															
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 700*) ⁴	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>35%</td><td>32%</td><td>39%</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	35%	32%	39%								52% to 39% Average: 45%	Significantly lower than WaSC average. Significant change since last year
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	35%	32%	39%																						
Aware of Priority services (Sample size: 700*)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</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>51%</td><td>51%</td><td>51%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	52%	51%	45%	46%	43%	49%	49%	51%	51%	51%	57% to 40% Average: 49%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	52%	51%	45%	46%	43%	49%	49%	51%	51%	51%															
Contact																									
Contacted water company with query in last 12 months (Sample size: 695*)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>14%</td><td>17%</td><td>16%</td><td>16%</td><td>21%</td><td>15%</td><td>17%</td><td>19%</td><td>17%</td><td>22%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	14%	17%	16%	16%	21%	15%	17%	19%	17%	22%	33% to 16% Average: 25%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	14%	17%	16%	16%	21%	15%	17%	19%	17%	22%															
Reason for contacting water company was to complain (Sample size: 150 who made contact)	 <table border="1"> <tr><th>Year</th><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><th>Percentage</th><td>11%</td><td>9%</td><td>5%</td><td>3%</td><td>1%</td><td>5%</td><td>2%</td><td>2%</td><td>3%</td><td>3%</td></tr> </table>	Year	14	15	16	17	18	19	20	21	22	23	Percentage	11%	9%	5%	3%	1%	5%	2%	2%	3%	3%	8% to 0% Average: 3%	
Year	14	15	16	17	18	19	20	21	22	23															
Percentage	11%	9%	5%	3%	1%	5%	2%	2%	3%	3%															

Results for United Utilities	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest
Satisfaction with way query handled (Sample size: 150 who made contact)	 <p>84% 73% 85% 83% 85% 91% 87% 75% 77% 77%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	94% to 52% Average: 74%	
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 699)	 <p>95% 94% 96% 92% 92% 94% 95% 89% 94% 93%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	94% to 85% Average: 91%	
Satisfied with taste and smell (Sample size: 689)	 <p>90% 90% 89% 89% 89% 90% 90% 81% 89% 87%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	90% to 79% Average: 84%	
Satisfied with hardness/softness (Sample size: 665)	 <p>91% 89% 90% 86% 85% 90% 87% 78% 86% 80%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	87% to 40% Average: 64%	Significantly higher than WaSC average. Significant change since last year
Satisfied with safety (Sample size: 685)	 <p>94% 93% 92% 92% 92% 94% 95% 87% 94% 89%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	95% to 81% Average: 88%	Significant change since last year
Satisfied with reliability of supply (Sample size: 697)	 <p>97% 97% 97% 94% 95% 96% 97% 95% 96% 94%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	97% to 91% Average: 94%	
Satisfied with water pressure (Sample size: 698)	 <p>88% 89% 90% 88% 84% 89% 88% 85% 89% 86%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	94% to 75% Average: 85%	
A sewerage system that works			
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 522)	 <p>86% 81% 74% 76% 77% 79% 80% 76% 76% 60%</p> <p>14 15 16 17 18 19 20 21 22 23 Year</p>	65% to 46% Average: 60%	Significant change since last year

Results for United Utilities	Percentage of household customers	Range and average for all WaSCs ¹	Comments or points of interest																						
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 558)	 <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>14</td><td>91%</td></tr> <tr><td>15</td><td>88%</td></tr> <tr><td>16</td><td>80%</td></tr> <tr><td>17</td><td>83%</td></tr> <tr><td>18</td><td>83%</td></tr> <tr><td>19</td><td>83%</td></tr> <tr><td>20</td><td>84%</td></tr> <tr><td>21</td><td>77%</td></tr> <tr><td>22</td><td>78%</td></tr> <tr><td>23</td><td>63%</td></tr> </tbody> </table>	Year	Percentage	14	91%	15	88%	16	80%	17	83%	18	83%	19	83%	20	84%	21	77%	22	78%	23	63%	69% to 42% Average: 61%	Significant change since last year
Year	Percentage																								
14	91%																								
15	88%																								
16	80%																								
17	83%																								
18	83%																								
19	83%																								
20	84%																								
21	77%																								
22	78%																								
23	63%																								
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 564)	 <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>14</td><td>94%</td></tr> <tr><td>15</td><td>90%</td></tr> <tr><td>16</td><td>80%</td></tr> <tr><td>17</td><td>85%</td></tr> <tr><td>18</td><td>81%</td></tr> <tr><td>19</td><td>81%</td></tr> <tr><td>20</td><td>82%</td></tr> <tr><td>21</td><td>62%</td></tr> <tr><td>22</td><td>58%</td></tr> <tr><td>23</td><td>34%</td></tr> </tbody> </table>	Year	Percentage	14	94%	15	90%	16	80%	17	85%	18	81%	19	81%	20	82%	21	62%	22	58%	23	34%	46% to 18% Average: 36%	Significant change since last year
Year	Percentage																								
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Satisfied with company actions to minimise sewer flooding (Sample size: 583)	 <table border="1"> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <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> <tr><td>21</td><td>64%</td></tr> <tr><td>22</td><td>66%</td></tr> <tr><td>23</td><td>45%</td></tr> </tbody> </table>	Year	Percentage	14	91%	15	88%	16	76%	17	78%	18	77%	19	78%	20	78%	21	64%	22	66%	23	45%	54% to 29% Average: 44%	Significant change since last year
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21	64%																								
22	66%																								
23	45%																								

Sample Profile

Regional sample profile for United Utilities	(Sample size: 700*)
Gender	
Male	44%
Female	56%
Age	
18-29	2%
30-44	15%
45-59	29%
60-74	33%
75+	21%
SEC	
Higher managerial, administrative & professional occupations	50%
Intermediate occupations	22%
Routine & manual occupations	20%
Never worked and long-term unemployed/Full-time students	7%
Refused	2%
Water Meter	
Proportion having a water meter	52%

Statistical reliability on sample size of 700 is +/- 3.43%

¹ Average (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 and not stated removed.

⁴ Question changed to Yes/No option in 2021 so data not comparable with previous years.