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# Ofwat Non-Household Customer Insight Survey 2017


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A4CATX Which retailer currently provides waste water/sewerage services to your organisation?
A4CB Which retailers currently provide waste water/sewerage services to your organisation?
A4CBTX Which retailers currently provide waste water/sewerage services to your organisation?

## Section B

B1 Since April 2017, organisations have been able to change who supplies their clean water and waste water or potentially move to a better deal with their existing retailer. Prior to this survey were you aware of this?
B2A How satisfied or dissatisfied are you with the price offered by your current clean water and waste water retailer(s)?
B2AGRP How satisfied or dissatisfied are you with the price offered by your current clean water and waste water retailer(s)? (Grouped Responses)
B2B How satisfied or dissatisfied are you with the customer service you receive from your current clean water and waste water retailer(s)?
B2BGRP How satisfied or dissatisfied are you with the customer service you receive from your current clean water and waste water retailer(s)? (Grouped Responses)

| | |
|---|---|
| B2C | Overall, how satisfied or dissatisfied are you with your current clean water and waste water retailer(s)? |
| B2CGRP | Overall, how satisfied or dissatisfied are you with your current clean water and waste water retailer(s)? (Grouped Responses) |
| B2D | Why were you dissatisfied? |
| B2DTX | Why were you dissatisfied? |
| B3 | Has the tariff charged by either your current clean water and/or waste water retailer changed since April 2017? |
| B3B | Which of the following scenarios best applies to your organisation? |
| B3B\|1GRP | Which of the following scenarios best applies to your organisation? (Grouped Responses) |
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| B3B\|3GRP | Which of the following scenarios best applies to your organisation? (Grouped Responses) |
| B3B\|4GRP | Which of the following scenarios best applies to your organisation? (Grouped Responses) |
| B3C | Just to double check that your organisation chose to switch retailer rather than being switched by your retailer? |
| B4A | Are you aware that intermediaries such as brokers and price comparison websites can help you compare the different opportunities in the water retail market? |
| B4B | Which of the following have you used to search for information about alternative retailers? |
| B4BTX | Which of the following have you used to search for information about alternative retailers? |
| B5 | How easy or difficult was it for you to find the information you needed? |
| B5\|1GRP | How easy or difficult was it for you to find the information you needed? (Grouped Responses) |
| B5B | Why was this difficult? |
| B5BTX | Why was this difficult? |
| B6 | How easy or difficult was it to compare different retailers? |
| B6\|1GRP | How easy or difficult was it to compare different retailers? (Grouped Responses) |
| B6B | Why was this difficult? |
| B6BTX | Why was this difficult? |
| B7A | How important or unimportant were each of the following factors in your decisions when comparing providers? Price |
| B7A\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Price (Grouped Responses) |
| B7B | How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of customer service |
| B7B\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of customer service (Grouped Responses) |
| B7C | How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating water and sewerage services to the same retailer |
| B7C\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating water and sewerage services to the same retailer (Grouped Responses) |
| B7D | How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating multiple premises to the same retailer |
| B7D\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating multiple premises to the same retailer (Grouped Responses) |

| | |
|---|---|
| B7E | How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating different utilities (including water) to the same supplier |
| B7E\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating different utilities (including water) to the same supplier (Grouped Responses) |
| B7F | How important or unimportant were each of the following factors in your decisions when comparing providers? Water efficiency, leakage control and enhanced metering services |
| B7F\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Water efficiency, leakage control and enhanced metering services (Grouped Responses) |
| B7G | How important or unimportant were each of the following factors in your decisions when comparing providers? Online account management services |
| B7G\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Online account management services (Grouped Responses) |
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| B7H\|1GRP | How important or unimportant were each of the following factors in your decisions when comparing providers? Reputation of the retailer (Grouped Responses) |
| B7I | How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of billing services |
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| B7_JTX | Are there any other factors which were important in your decisions when comparing providers? |
| B8A | How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The quality of water efficiency, leakage control and metering services offered |
| B8B | How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The value for money of water efficiency, leakage control and metering services offered |
| B8C | How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The quality of online account management services offered |
| B8D | How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The value for money of online account management services offered |
| B9A | How important or unimportant are each of the following factors when thinking about your water retail services? Price |
| B9A\|1GRP | How important or unimportant are each of the following factors when thinking about your water retail services? Price (Grouped Responses) |
| B9B | How important or unimportant are each of the following factors when thinking about your water retail services? Quality of customer service |
| B9B\|1GRP | How important or unimportant are each of the following factors when thinking about your water retail services? Quality of customer service (Grouped Responses) |
| B9C | How important or unimportant are each of the following factors when thinking about your water retail services? Water efficiency, leakage control and enhanced metering services |
| B9C\|1GRP | How important or unimportant are each of the following factors when thinking about your water retail services? Water efficiency, leakage control and enhanced metering services (Grouped Responses) |

| | |
|---|---|
| B9D | How important or unimportant are each of the following factors when thinking about your water retail services? Online account management service |
| B9D\|1GRP | How important or unimportant are each of the following factors when thinking about your water retail services? Online account management service (Grouped Responses) |
| B9E | How important or unimportant are each of the following factors when thinking about your water retail services? Quality of billing services |
| B9E\|1GRP | How important or unimportant are each of the following factors when thinking about your water retail services? Quality of billing services (Grouped Responses) |
| B9F | Are there any other factors which are important when thinking about your water retail services? |
| B9FTX | Are there any other factors which are important when thinking about your water retail services? |
| B11B | Did the broker or consultant you used to search for information about alternative retailers contact you or did you approach them? |
| B12A | How satisfied or dissatisfied were you with your discussions with the broker or use of the price comparison website? |
| B12AGRP | How satisfied or dissatisfied were you with your discussions with the broker or use of the price comparison website? (Grouped Responses) |
| B12B | You said you were satisfied, please can you tell me why? |
| B12BTX | You said you were satisfied, please can you tell me why? |
| B12C | You said you were dissatisfied, please can you tell me why? |
| B12CTX | You said you were dissatisfied, please can you tell me why? |
| B13 | How did you arrange the switch? |
| B13TX | How did you arrange the switch? |
| B14_ | Why did you decide to switch retailer? |
| B14TX | Why did you decide to switch retailer? |
| B14B | Have you consolidated your water retail services with any of your other utilities, such as electric, telephone or gas so that they are provided by the same retailer? |
| B15 | Once you had chosen the retailer you wanted to switch to, how easy or difficult did you find the process of switching retailer? |
| B15\|1GRP | Once you had chosen the retailer you wanted to switch to, how easy or difficult did you find the process of switching retailer? (Grouped Responses) |
| B15B | What did you find difficult about the switching process? |
| B15BTX | What did you find difficult about the switching process? |
| B16A | Why have you not considered switching clean water or waste water retailer? |
| B16ATX | Why have you not considered switching clean water or waste water retailer? |
| B16C | Why did you decide not to switch retailers after considering it? |
| B16CTX | Why did you decide not to switch retailers after considering it? |
| B16D | What prevented the switch from happening? |
| B16DTX | What prevented the switch from happening? |
| B16E | Why have you not used an intermediary such as a price comparison website or spoken to a broker about switching? |
| B16ETX | Why have you not used an intermediary such as a price comparison website or spoken to a broker about switching? |
| B17A | In percentage terms, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of switching retailer? |
| B17ATX | In pounds, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of switching retailer? |
| B17B | Is this reduction due to a lower tariff, water efficiency services or both? |

| | |
|---|---|
| B17BTX | Is this reduction due to a lower tariff, water efficiency services or both? Other |
| B17_BA | Roughly what proportion of the reduction is due to a lower tariff? |
| B17_BB | Roughly what proportion of the reduction is due to water efficiency services? |
| B17_BC | Roughly what proportion of the reduction is due to...? Other |
| B17C | What is the total length of your contract with your new retailer? |
| B17D | In percentage terms, what level of annual water bill reduction would encourage you to switch retailer? |
| B18A | Have you attempted to negotiate with your retailer for a better deal on your clean water or waste water since April 2017? |
| B18B | What were your reasons for attempting to renegotiate? |
| B18BTX | What were your reasons for attempting to renegotiate? |
| B19 | Did you agree a renegotiated contract with the retailer? |
| B20A | What benefits have you achieved from renegotiating? |
| B20ATX | What benefits have you achieved from renegotiating? Other |
| B20B | In percentage terms, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of renegotiating? |
| B20BTX | In Pounds, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of renegotiating? |
| B20_C | Were the savings you made due to a lower tariff, water efficiency services or both? |
| B20CTX | Were the savings you made due to a lower tariff, water efficiency services or both? |
| B20CA | Roughly what proportion of the savings is due to a lower tariff? |
| B20CB | Roughly what proportion of the savings is due to water efficiency services? |
| B20CC | Roughly what proportion of the savings is due to ...? Other |
| B21TX | What, if any, issues or problems has your organisation encountered with your water or wastewater services in the last 12 months? ...and was this before or after April 2017? |
| B21A | Have you had any problems with clean or waste water services since 1st April 2017? |
| B21B | Using a scale of 0 to 10, where 0 means no impact at all and 10 means very great impact, to what extent did these problems with your service have an impact on your business? |
| B21C | What were they? |
| B21CTX | What were they? |
| B21D | How serious an impact did these problems have on your business? |
| B21D\|1GRP | How serious an impact did these problems have on your business? (Grouped Responses) |
| B21D\|2GRP | How serious an impact did these problems have on your business? (Grouped Responses) |
| B22A | Since April 2017, have you made a complaint about your clean water or waste water services? |
| B23A | Which of the following have you made a complaint to? |
| B23ATX | Which of the following have you made a complaint to? |
| B23B | What did the complaint(s) relate to? |
| B23BTX | What did the complaint(s) relate to? |
| B24 | How satisfied or dissatisfied are you with the way your complaint was handled? |
| B24GRP | How satisfied or dissatisfied are you with the way your complaint was handled? (Grouped Responses) |

| | |
|---|---|
| B25 | Overall, how satisfied or dissatisfied are you with the outcome of your complaint? |
| B25GRP | Overall, how satisfied or dissatisfied are you with the outcome of your complaint? (Grouped Responses) |
| B26A | Were you directed to an alternative dispute resolution scheme? |

## Section C

| | |
|---|---|
| C1AB | Including yourself, how many people work for your organisation, across all of your premises? |
| C1BA | Including yourself, how many people work for your organisation, across the premises you are responsible for? |
| C1BB | Could you tell me within what range your organisation's number of employees falls, across the premises you are responsible for? |
| C1C | Is your organisation legally classed as a Sole Trader? |
| C1D | Do you have a trade effluent license? |
| C1E | Are you on a metered supply? |
| C2A | Approximately how much water does your organisation use, to the nearest litre, per year across all premises? |
| C2B | And approximately how much water does your organisation use, to the nearest litre, across the premises you are responsible for? |
| C3B | Approximately how much does your organisation pay for your water supply and sewerage retail services per year, across all premises? |
| C3BB | Can you tell me within what range the amount your organisation pays for your water supply and sewerage services per year, across the premises you are responsible for? |

## Interpreting Data

# Project Overview

## Report Contents

This document contains results for the Ofwat Non-Household Customer Insight Survey 2017. The data in this volume is also available electronically.

## Scope

Questions were asked on the following topics:

- Screening Questions
- Survey Questions
- Organisation Demographics

## Response

1750 telephone interviews were achieved between 30th October and 6th December 2017. Each sample record was given up to 10 attempts. The tables that follow without commentary show the unweighted and weighted profiles of the responses to the survey. (Please note that the figures may not always sum to 100% due to rounding).

## Weighting the Data

Returned sample was checked against comparative data for region, size and SIC Broad Industrial Groups, then subsequently weighted by region, size and SIC Broad Industrial Groups. The results presented here are therefore broadly representative of Ofwat non-household customers.

# Profile of Respondents

| WATER REGION | Unweighted | | Weighted | Population |
|---|---|---|---|---|
| | N | % | % | % |
| Anglian Water | 191 | 11 | 12 | 11 |
| Northumbrian Water | 194 | 11 | 3 | 3 |
| Southern Water | 175 | 10 | 8 | 8 |
| Severn Trent Water | 198 | 11 | 17 | 17 |
| South West Water | 200 | 11 | 4 | 3 |
| Thames Water | 200 | 11 | 28 | 31 |
| United Utilities | 180 | 10 | 12 | 12 |
| Wessex Water | 188 | 11 | 6 | 6 |
| Dwr Cymru Welsh Water | 25 | 1 | 0 | 0 |
| Yorkshire Water | 199 | 11 | 9 | 9 |
| **Total valid** | **1,750** | **100** | **100** | **100** |

| TYPE OF ORGANISATION | Unweighted | | Weighted | Population |
|---|---|---|---|---|
| | N | % | % | % |
| Agriculture, forestry & fishing (A) | 42 | 2 | 3 | 4 |
| Mining, quarrying & utilities (B,D and E) | 19 | 1 | 0 | 1 |
| Manufacturing (C) | 249 | 14 | 6 | 6 |
| Construction (F) | 71 | 4 | 9 | 10 |
| Motor trades (Part G) | 64 | 4 | 3 | 3 |
| Wholesale (Part G) | 71 | 4 | 4 | 5 |
| Retail (Part G) | 187 | 11 | 9 | 9 |
| Transport & storage (inc postal) (H) | 53 | 3 | 4 | 5 |
| Accommodation & food services (I) | 157 | 9 | 8 | 7 |
| Information & communication (J) | 28 | 2 | 4 | 7 |
| Financial & insurance (K) | 23 | 1 | 2 | 2 |
| Property (L) | 63 | 4 | 5 | 4 |
| Professional, scientific & technical (M) | 134 | 8 | 15 | 16 |

| | | | | |
|---|---|---|---|---|
| Business administration & support services (N) | 81 | 5 | 7 | 7 |
| Public administration & defence (O) | 32 | 2 | 1 | 0 |
| Education (P) | 146 | 8 | 2 | 2 |
| Health (Q) | 141 | 8 | 8 | 5 |
| Arts, entertainment, recreation & other services (R,S,T and U) | 186 | 11 | 8 | 7 |
| **Total valid** | **1,747** | **100** | **100** | **100** |
| *Not known* | *3* | . | . | |

| **SIZE OF ORGANISATION** | **Unweighted** | | **Weighted** | **Population** |
|---|---|---|---|---|
| | N | % | % | % |
| Micro organisation (0-9 employees) | 633 | 36 | 85 | 86 |
| Small organisation (10-49 employees) | 485 | 28 | 12 | 12 |
| Medium organisation (50-249 employees) | 364 | 21 | 2 | 2 |
| Large organisation (250+ employees) | 259 | 15 | 0 | 0 |
| **Total valid** | **1,741** | **100** | **100** | **100** |
| *Not known* | *9* | . | . | |

# A1a - Does your organisation operate mainly from your or someone else's home?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **1** | 3 | . 95 95 | . 95 95 | . 95 95 | 0 | 0 | 0 | 1 | . | 3 | **14** 95 | . |
| No | **99** | 97 | **100** | **100** | **100** | 100 | 100 | 100 | 99 | . | 97 | **86** 95 | 100 |
| *95% Confidence interval* | ***±1*** | *±3* | *0* | *0* | *0* | *±1* | *±1* | *±1* | *±2* | *0* | *±4* | *±13* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **750** | 85 | 64 | 54 | 103 | 110 | 100 | 78 | 80 | . | 76 | 29 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,000*** | *106* | *130* | *121* | *95* | *90* | *100* | *102* | *108* | *25* | *123* | *13* | *13* |

# A1b - Just to clarify, so your organisation DOESN'T have ANY OTHER main premises?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| There are other main business premises other than my/someone else's home | **100** | 100 | . | . | . | 100 | 100 | 100 | 100 | . | 100 | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | 1 | . | . | . | 1 | 1 | 1 | 1 | . | 1 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,744*** | *190* | *194* | *175* | *198* | *199* | *199* | *179* | *187* | *25* | *198* | *40* | *19* |

# A2 - Can I check whether your organisation is responsible for organising and paying for water utilities?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Organisation makes own decisions about utilities | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 191 | 194 | 175 | 198 | 200 | 200 | 180 | 188 | 25 | 199 | 42 | 19 |

# A3A - How many premises does your organisation operate from?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **92** | 90 | 92 | 91 | 88 | 92 | 95 (90) | 92 | 94 | 71 (95) | 90 | 69 (95) | 91 |
| 2 | **5** | 6 | 5 | 3 | 7 | 4 | 3 (90) | 5 | 5 | 4 | 6 | 20 (95) | 4 |
| 3 - 9 | **3** | 3 | 2 | 5 | 4 | 3 | 2 | 3 | 1 (95) | 2 | 3 | 10 | 5 |
| 10+ | **1** | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 23 (95) | 1 | 1 | 0 |
| *95% Confidence interval* | ***±1*** | *±4* | *±4* | *±4* | *±4* | *±4* | *±3* | *±4* | *±3* | *±18* | *±4* | *±14* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,737** | 189 | 194 | 172 | 196 | 200 | 198 | 179 | 188 | 24 | 197 | 42 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *2* | *.* | *3* | *2* | *.* | *2* | *1* | *.* | *1* | *2* | *.* | *1* |

# A3B - And for how many of these premises do you have responsibility for water utility contracts?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1-2 | **62** | 68 | 66 | 44 95 | 61 | 59 | 56 | 62 | 77 95 | 20 | 71 90 | 66 | 44 |
| 3-9 | **30** | 18 95 | 27 | 50 95 | 36 | 28 | 31 | 32 | 17 95 | 19 | 23 | 28 | 50 |
| 10+ | **8** | 14 | 8 | 6 | 3 95 | 13 | 13 | 6 | 5 | 61 | 5 | 6 | 6 |
| *95% Confidence interval* | ***±4*** | *±11* | *±12* | *±12* | *±12* | *±12* | *±13* | *±12* | *±11* | *±25* | *±11* | *±21* | *±33* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **583** | 69 | 65 | 66 | 66 | 70 | 54 | 62 | 51 | 15 | 65 | 19 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,165*** | *122* | *129* | *109* | *132* | *130* | *145* | *117* | *137* | *10* | *134* | *23* | *10* |
| *Don't know* | ***2*** | . | . | . | . | . | *1* | *1* | . | . | . | . | . |

# A3W - Considering your premises in the Welsh Water region, are both your clean water and waste water/sewerage services provided by

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **99** | . | . | . | 100 | . | 100 | . | . | 96 | 100 | . | 100 |
| No | **1** | . | . | . | . | . | . | . | . | 4 | . | . | . |
| *95% Confidence interval* | ***±3*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±8* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **29** | . | . | . | 2 | . | 2 | . | . | 24 | 1 | . | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,720*** | *190* | *194* | *175* | *196* | *200* | *198* | *180* | *188* | *1* | *198* | *42* | *17* |

# A3C - Does your organisation receive their clean water and waste water/sewerage services from the same company?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - receive both from the same company | **89** | 91 | **96** 95 | **79** 95 | 88 | 89 | 87 | **95** 95 | **84** 90 | 99 | **96** 95 | **49** 95 | 82 |
| No - they are supplied by different companies | **11** | 9 | **4** 95 | **21** 95 | 12 | 11 | 13 | **5** 95 | **16** 90 | 1 | **4** 95 | **51** 95 | 18 |
| *95% Confidence interval* | ***±2*** | *±5* | *±3* | *±8* | *±6* | *±5* | *±6* | *±4* | *±6* | *±7* | *±3* | *±20* | *±25* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,144** | 118 | 129 | 103 | 130 | 130 | 141 | 116 | 136 | 9 | 132 | 23 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *2* | *.* | *3* | *.* | *.* | *2* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***598*** | *71* | *65* | *69* | *68* | *70* | *57* | *64* | *51* | *16* | *67* | *19* | *10* |

# A4A - Which retailer currently provides both clean water and waste water/sewerage services to your organisation?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | 0 | 0 | . | . | . | . | 0 | . | . | . | . | . | . |
| Affinity Water | 4 | 2 (95) | . (95) | 0 (95) | . (95) | . (95) | 14 (95) | . (95) | . (95) | . | . (95) | . | . |
| Anglian Water (Hartlepool Water) | 5 | 42 (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . | 0 (95) | . | . |
| Anglian Water Business | 6 | 50 (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . | 0 (95) | . | 10 |
| Bournemouth Water Business | 0 | . | . | . | . | . | . | . | 2 (90) | . | . | 9 | . |
| Bristol Water | 0 | . (90) | . (90) | . (90) | . (90) | . (90) | . (90) | . (90) | 5 (95) | . | . (90) | . | . |
| Business Stream | 3 | . (95) | . (95) | 35 (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . | . (95) | . | . |
| Castle Water | 17 | . (95) | . (95) | 6 (95) | 1 (95) | . (95) | 58 (95) | . (95) | . (95) | . | . (95) | . | . |
| Clear Business Water | 0 | . | . | . | . | . | 1 | . | . | . | . | . | . |
| Dwr Cymru (Welsh water) | 0 | . | . | . | 0 | . | . | . | . | 100 | . | . | 0 |
| Everflow | 0 | 0 | 1 | . | 0 | . | . | . | 0 | . | 0 | . | . |
| Northumbrian Water | 2 | . (95) | 56 (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . | 0 (95) | . | 12 |
| NWG Business (Retail) | 2 | 2 | 42 (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . (95) | . | 2 | 23 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | 0 | . | . | . | . | . | . | . |
| Scottish Water | **0** | . | 1 | . | . | 0 | 0 | . | . | . | . | . | . |
| SES Business Water | **0** | . | . | . | . | . | . | . | 0 | . | . | . | . |
| Severn Trent Water | **12** | 0 95 | . 95 | . 95 | 73 95 | . 95 | . 95 | . 95 | . 95 | . | 0 95 | . | . |
| Source for Business (Pennon) | **0** | . | . | . | 1 | . | . | . | . | . | . | . | . |
| South East Water | **1** | . 95 | . 95 | 2 | . 95 | . 95 | 4 | . 95 | . 95 | . | . 95 | . | . |
| South East Water Choice (Invicta) | **1** | . 95 | . 95 | 11 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | . 95 | 0 | . |
| South Staffordshire Water | **0** | . | . | . | 1 | . | . | . | . | . | . | . | . |
| South Staffs Water Business (SSWB) | **0** | . 95 | . 95 | . 95 | 3 90 | . 95 | . 95 | . 95 | . 95 | . | . 95 | . | . |
| South West Water | **2** | . 95 | . 95 | . 95 | 0 95 | 61 95 | . 95 | . 95 | 1 95 | . | . 95 | 6 | . |
| South West Water Business | **1** | . 95 | . 95 | . 95 | . 95 | 38 95 | . 95 | . 95 | . 95 | . | . 95 | . | . |
| Southern Water | **4** | . 95 | . 95 | 46 95 | . 95 | . 95 | 1 95 | . 95 | . 95 | . | . 95 | . | . |
| Thames Water | **6** | 3 95 | . 95 | . 95 | . 95 | . 95 | 20 95 | . 95 | . 95 | . | . 95 | 24 | . |
| Thames Water Commercial Services | **0** | . 90 | . 90 | . 90 | . 90 | . 90 | 1 | . 90 | . 90 | . | . 90 | . | . |
| United Utilities | **7** | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | 54 95 | . 95 | . | . 95 | . | . |
| Veolia | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Water 2 Business | **1** | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | 1 | 15 95 | . | . 95 | 9 | . |
| Water Plus | **9** | . 95 | . 95 | . 95 | 19 95 | . 95 | . 95 | 44 95 | 0 95 | . | 1 95 | . | 74 |
| Wessex Water | **4** | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | 75 95 | . | . 95 | 28 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yorkshire Water | **8** | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | 82 95 | . | . |
| Yorkshire Water Business Services | **1** | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | 0 95 | . 95 | . | 13 95 | . | . |
| Other | **0** | 1 | . | . | 0 | 1 | 0 | . | . | . | . | . | 4 |
| SSE Water | **0** | . | . | . | . | . | . | . | 0 | . | . | . | . |
| Whitbread Group | **0** | . | . | . | . | . | . | . | 1 | . | . | . | . |
| *95% Confidence interval* | ***±2*** | *±10* | *±9* | *±12* | *±8* | *±9* | *±9* | *±10* | *±8* | *0* | *±7* | *±24* | *±33* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **997** | 104 | 122 | 70 | 113 | 121 | 110 | 104 | 119 | 8 | 126 | 13 | 7 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***32*** | *3* | *4* | *5* | *4* | *1* | *4* | *6* | *3* | *.* | *2* | *.* | *.* |
| *Refused* | ***2*** | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***719*** | *84* | *68* | *100* | *80* | *77* | *86* | *70* | *66* | *17* | *71* | *29* | *12* |

## A4ATX - Which retailer currently provides both clean water and waste water/sewerage services to your organisation?

View verbatim text responses for this question

# A4BA - Which retailer currently provides clean water to your organisation?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **3** | . | . | . 90 | . | . | 8 | . | . | . | . | . | . |
| Affinity Water | **4** | 3 | . | 0 90 | . | . | 11 | . | . | . | . | . | . |
| Anglian Water (Hartlepool Water) | **2** | 17 | . | . | . | . | . | . | . | . | . | . | . |
| Anglian Water Business | **5** | 45 | 32 | . 95 | . | . | . 95 | . | . | . | . | 23 | . |
| Bournemouth Water Business | **3** | . | . | . 90 | . | . | . 90 | . | 32 | . | . | . | . |
| Bristol Water | **4** | . | . | . 95 | . | . | . 95 | . | 47 | . | . | 9 | 2 |
| Business Stream | **0** | . | . | 2 | . | . | . | . | . | . | . | . | . |
| Castle Water | **18** | . | . | 45 95 | . | . | 34 95 | . | . | . | . | . | . |
| Dwr Cymru (Welsh water) | **2** | . | . | . | 8 | . | . | 4 | . | 100 | . | . | . |
| NWG Business (Retail) | **2** | 2 | 68 | . | . | . | 3 | . | . | . | . | 5 | . |
| Portsmouth Water | **1** | . | . | 4 | . | . | . | . | . | . | . | . | . |
| SES Business Water | **3** | . | . | 1 | . | . | 7 | . | . | . | . | . | . |
| Severn Trent Water | **2** | . | . | . | 10 | . | . | . | . | . | 8 | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **7** | . | . | 4 | . | . | 20 (95) | . | . | . | . | 3 | . |
| South East Water Choice (Invicta) | **1** | . | . | 0 | . | . | 3 | . | . | . | . | . | . |
| South Staffordshire Water | **11** | . | . | . (95) | 61 | . | . (95) | . | . | . | . | . | . |
| South Staffs Water Business (SSWB) | **2** | . | . | . | 11 | . | . | . | . | . | . | . | . |
| South West Water | **2** | . | . | . (90) | . | 61 | . (90) | . | . | . | . | 1 | . |
| South West Water Business | **2** | . | . | 8 (90) | . | 21 | . | . | . | . | . | 1 | . |
| Southern Water | **6** | . | . | 35 (95) | . | . | . (95) | . | . | . | . | . | . |
| Sutton & East Surrey Water | **0** | . | . | . | . | . | 0 | 0 | . | . | . | . | . |
| Thames Water | **4** | . | . | . (95) | . | . | 12 | . | . | . | . | . | . |
| United Utilities | **3** | . | . | . (90) | . | . | . (90) | 49 | . | . | . | 26 | . |
| Water 2 Business | **1** | . | . | . | . | . | . | . | 7 | . | . | 1 | . |
| Water Plus | **0** | . | . | . | 2 | . | . | . | . | . | . | . | . |
| Wessex Water | **1** | . | . | . | . | . | . | . | 15 | . | . | . | 98 |
| Yorkshire Water | **3** | . | . | . (90) | . | . | . (90) | . | . | . | 92 | . | . |
| Yorkshire Water Business Services | **0** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| Other | **8** | 32 | . | . (95) | 9 | 18 | . (95) | 47 | . | . | . | 32 | . |
| *95% Confidence interval* | ***±7*** | *±27* | *±64* | *±17* | *±29* | *±36* | *±18* | *±40* | *±26* | *0* | *±26* | *±29* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **117** | 13 | 2 | 32 | 11 | 7 | 27 | 6 | 14 | 1 | 4 | 10 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | *1* | . | *1* | . | *2* | . | *1* | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Not asked* | ***1,628*** | *178* | *191* | *143* | *186* | *193* | *171* | *174* | *173* | *24* | *195* | *32* | *17* |

## A4BATX - Which retailer currently provides clean water to your organisation?

View verbatim text responses for this question

# A4BB - Which retailers currently provide clean water to your organisation?

| Response option | Overall | By Water Region | | | | | | | | | | By Industry | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | 1 | 1 | . 95 | . 95 | . 95 | . 95 | 3 | . 95 | . 95 | . | 0 | . | . |
| Affinity Water | 2 | . 95 | . 95 | . 95 | . 95 | . 95 | 9 95 | . 95 | . 95 | . | 0 95 | . | . |
| Anglian Water (Hartlepool Water) | 6 | 36 95 | 0 95 | . 95 | 1 95 | . 95 | 1 95 | . 95 | . 95 | . | 1 95 | 2 | . |
| Anglian Water Business | 6 | 42 95 | . 95 | . 95 | 0 95 | . 95 | 0 95 | . 95 | . 95 | . | 1 95 | 8 | 43 |
| Bournemouth Water Business | 0 | . | . | 0 | . | . | . | . | 5 90 | . | . | . | . |
| Bristol Water | 1 | . 95 | . 95 | . 95 | . 95 | 0 | . 95 | . 95 | 29 95 | . | 0 90 | 10 | 3 |
| Business Stream | 4 | 1 95 | . 95 | 28 95 | 0 95 | . 95 | 0 95 | 6 | . 95 | . | 1 95 | . | . |
| Cambrian Utilities | 0 | . | . | . | 0 | . | . | . | . | . | . | . | . |
| Castle Water | 14 | 0 95 | . 95 | 2 95 | 0 95 | 0 95 | 77 95 | . 95 | 0 95 | . | 1 95 | 1 | . |
| Dee Valley Water | 0 | . | . | . | . | . | . | 0 | . | . | 0 | . | . |
| Dwr Cymru (Welsh water) | 0 | 0 | . | . | 0 | . | . | . | . | 45 | . | . | . |
| Everflow | 0 | . | . | 1 | . | 1 | . | . | . | . | . | . | . |
| Northumbrian Water | 2 | 0 95 | 44 95 | . 95 | 0 95 | . 95 | 0 90 | 1 | . 95 | . | 1 | 0 | . |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NWG Business (Retail) | **4** | 4 | 55 95 | 0 95 | 0 95 | . 95 | 0 95 | 6 | . 95 | . | 0 95 | 5 | . | |
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | 2 | . | . | . | . | . | . | 2 | |
| Portsmouth Water | **0** | . | . | 5 90 | . | . | . | . | . | . | 0 | 2 | . | |
| Regent Utilities | **0** | . | . | . | 0 | . | . | . | . | . | . | . | . | |
| Scottish Water | **0** | . | 5 90 | . | 0 | . | 0 | . | . | . | 0 | . | . | |
| Sembcorp Bournemouth Water | **0** | . | . | 1 | . | . | . | . | 2 | . | 0 | 0 | . | |
| SES Business Water | **2** | 11 95 | . 95 | 1 | . 95 | . 95 | 1 | . 95 | . 95 | . | . 95 | . | . | |
| Severn Trent Water | **16** | 0 95 | . 95 | 0 95 | 59 95 | . 95 | 2 95 | 0 95 | . 95 | . | 17 | . | 7 | |
| South East Water | **1** | . 95 | . 95 | 13 95 | 0 95 | . 95 | 1 | . 95 | . 95 | . | 0 | 2 | . | |
| South East Water Choice (Invicta) | **0** | . | . | 4 | . | . | . | . | . | . | . | . | . | |
| South Staffordshire Water | **6** | . 95 | . 95 | 0 95 | 27 95 | . 95 | . 95 | . 95 | . 95 | . | 0 95 | . | . | |
| South Staffs Water Business (SSWB) | **1** | . 95 | . 95 | . 95 | 4 | . 95 | 0 | . 95 | . 95 | . | 0 | . | . | |
| South West Water | **2** | . 95 | . 95 | 1 | 0 95 | 58 95 | . 95 | . 95 | 0 95 | . | 0 90 | 1 | 2 | |
| South West Water Business | **1** | . 95 | . 95 | . 95 | . 95 | 41 95 | . 95 | . 95 | 0 | . | 0 90 | . | . | |
| Southern Water | **2** | . 95 | 0 95 | 26 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | 1 | . | . | |
| Sutton & East Surrey Water | **0** | 0 | . | 0 | . | . | 0 | . | . | . | 0 | . | . | |
| Thames Water | **2** | 0 95 | . 95 | 0 90 | 0 95 | . 95 | 10 95 | . 95 | 1 | . | 0 90 | . | . | |
| Thames Water Commercial Services | **0** | 0 | . | . | 0 | . | 1 | . | . | . | . | . | . | |
| The Water Retail Company | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United Utilities | **5** | 0 95 | . 95 | . 95 | 0 95 | . 95 | 1 95 | 39 95 | 1 95 | . | 2 95 | . | 9 |
| Veolia | **0** | 0 | . | . | . | . | . | 0 | . | . | 0 | . | . |
| Water 2 Business | **2** | 0 95 | . 95 | 1 | 1 | 0 95 | 5 | 0 95 | 17 95 | . | 0 90 | 0 | . |
| Water Plus | **8** | 8 | 3 95 | 0 95 | 10 | 0 95 | 1 95 | 35 95 | . 95 | . | 1 95 | . | 41 |
| Waterscan | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Wessex Water | **4** | 0 95 | . 95 | 0 95 | 0 95 | 0 95 | 0 95 | . 95 | 73 95 | . | 0 95 | 11 | 1 |
| Yorkshire Water | **6** | 0 95 | 2 95 | . 95 | 1 95 | . 95 | . 95 | 0 95 | . 95 | . | 53 95 | 3 | . |
| Yorkshire Water Business Services | **5** | 0 95 | 1 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | 44 95 | 19 | 9 |
| Other | **6** | 1 95 | 1 95 | 29 95 | . 95 | . 95 | . 95 | 28 95 | . 95 | 55 | 1 95 | 50 | . |
| SSE Water | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Three Sixty | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Whitbread Group | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *±12* | *±12* | *±11* | *±12* | *±12* | *±12* | *±12* | *±13* | *±69* | *±12* | *±22* | *±34* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **556** | 67 | 65 | 63 | 64 | 69 | 51 | 62 | 50 | 2 | 63 | 19 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***15*** | *2* | *1* | *3* | *2* | *1* | *2* | *1* | *2* | *.* | *1* | *.* | *.* |
| *Refused* | ***1*** | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,178*** | *122* | *128* | *108* | *132* | *130* | *147* | *117* | *136* | *23* | *135* | *23* | *11* |

## A4BBTX - Which retailers currently provide clean water to your organisation?

View verbatim text responses for this question

# A4CA - Which retailer currently provides waste water/sewerage services to your organisation?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Advanced Demand Side Management (ADSM) | **0** | . | . | . | 5 | . | . | . | . | . | . | . | . |
| Affinity Water | **1** | . | . | . | . | . | 1 | . | . | . | . | . | . |
| Anglian Water (Hartlepool Water) | **2** | 17 | . | . | . | . | . | . | . | . | . | . | . |
| Anglian Water Business | **2** | 17 | . | . | . | . | . | . | . | . | . | . | . |
| Bournemouth Water Business | **0** | . | . | 1 | . | . | . | . | . | . | . | . | . |
| Bristol Water | **0** | . | . | . | . | . | . | . | 1 | . | . | . | . |
| Business Stream | **10** | . | . | 51 95 | . | . | 2 95 | . | . | . | . | . | . |
| Castle Water | **31** | . | . | 2 95 | . | . | 82 95 | . | . | . | . | . | . |
| Dee Valley Water | **1** | . | . | . | . | . | . | . | . | . | 39 | . | . |
| Northumbrian Water | **0** | . | 32 | . | . | . | . | . | . | . | . | . | . |
| NWG Business (Retail) | **0** | 1 | . | . | . | . | . | . | . | . | . | . | . |
| Portsmouth Water | **1** | . | . | 6 | . | . | . | . | . | . | . | . | . |
| Severn Trent Water | **7** | 13 | . | . 95 | 58 | . | . 95 | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **2** | . | . | 11 95 | . | . | 1 | . | . | . | . | 3 | . |
| South East Water Choice (Invicta) | **1** | . | . | . | . | . | 2 | . | . | . | . | . | . |
| South West Water | **2** | . | . | 0 | . | 28 | . | . | 6 | . | . | 6 | . |
| South West Water Business | **0** | . | . | . | . | 8 | . | . | . | . | . | . | . |
| Southern Water | **2** | . | . | 13 95 | . | . | . 90 | . | . | . | . | . | . |
| Thames Water | **3** | . | . | . 90 | . | . | 7 | . | . | . | . | . | . |
| United Utilities | **4** | . | . | . 95 | . | . | . 95 | 53 | . | . | . | 26 | . |
| Water Plus | **2** | . | . | . | 17 | . | . | 1 | . | . | 18 | . | . |
| Wessex Water | **3** | . | . | . 95 | . | . | . 95 | . | 32 | . | . | . | 2 |
| Yorkshire Water | **0** | . | . | . | . | . | . | . | . | . | 8 | . | . |
| Other | **25** | 51 | 68 | 15 90 | 20 | 64 | 4 95 | 47 | 61 | 100 | 35 | 65 | 98 |
| *95% Confidence interval* | ***±8*** | *±28* | *±64* | *±18* | *±31* | *±36* | *±14* | *±40* | *±26* | *0* | *±48* | *±30* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **115** | 12 | 2 | 31 | 10 | 7 | 28 | 6 | 14 | 1 | 4 | 10 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***7*** | *1* | *1* | *1* | *2* | *.* | *1* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,628*** | *178* | *191* | *143* | *186* | *193* | *171* | *174* | *173* | *24* | *195* | *32* | *17* |

## A4CATX - Which retailer currently provides waste water/sewerage services to your organisation?

View verbatim text responses for this question

# A4CB - Which retailers currently provide waste water/sewerage services to your organisation?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | 1 | . | . | . | . | 0 | . | . | . | 0 | . | . |
| Affinity Water | **1** | . 90 | . 90 | 0 | . 90 | . 90 | 2 | . 90 | . 90 | . | 0 | . | . |
| Albion | **0** | . | . | . | . | . | . | . | . | . | 0 | . | . |
| Anglian Water (Hartlepool Water) | **7** | 50 95 | . 95 | . 95 | 0 95 | . 95 | 1 95 | . 95 | . 95 | . | 1 95 | . | . |
| Anglian Water Business | **6** | 40 95 | . 95 | . 95 | 0 95 | . 95 | 0 95 | . 95 | . 95 | . | 0 95 | 4 | 43 |
| Bournemouth Water Business | **0** | . | . | 2 | . | . | . | . | 0 | . | . | . | . |
| Bristol Water | **0** | . | . | . | . | 0 | . | . | 4 | . | . | . | . |
| Business Stream | **4** | 1 95 | . 95 | 36 95 | 0 95 | . 95 | 0 95 | 6 | . 95 | . | 1 95 | 2 | . |
| Cambrian Utilities | **3** | . 95 | . 95 | . 95 | 0 95 | . 95 | 19 95 | . 95 | . 95 | . | . 95 | . | . |
| Castle Water | **13** | 0 95 | . 95 | 3 95 | 0 95 | 0 95 | 68 95 | . 95 | 0 95 | . | 1 95 | 2 | . |
| Dee Valley Water | **0** | . | . | . | . | . | . | 0 | . | . | 0 | . | . |
| Dwr Cymru (Welsh water) | **0** | 0 | . | . | 0 | . | . | . | . | . | . | . | . |
| Everflow | **0** | . | . | 1 | . | 1 | . | . | . | . | . | . | . |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Northumbrian Water | **2** | . 95 | 44 95 | . 95 | . 95 | . 95 | 0 90 | 1 | . 95 | . | 1 | . | . |
| NWG Business (Retail) | **3** | . 95 | 55 95 | 0 95 | 0 95 | . 95 | . 95 | 6 | . 95 | . | 0 95 | . | . |
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | 2 | . | . | . | . | . | . | 2 |
| Portsmouth Water | **0** | . | . | 2 | . | . | . | . | . | . | 0 | . | . |
| Scottish Water | **0** | . | 5 90 | . | 0 | . | 0 | . | . | . | 0 | 0 | . |
| Sembcorp Bournemouth Water | **0** | . | . | 0 | . | . | . | . | 1 | . | . | . | . |
| SES Business Water | **0** | . | . | 0 | . | . | 1 | . | . | . | . | . | . |
| Severn Trent Water | **23** | 0 95 | . 95 | 0 95 | 88 95 | . 95 | 2 95 | 0 95 | . 95 | . | 16 | . | 7 |
| Source for Business (Pennon) | **0** | . | . | . | 0 | . | . | . | . | . | . | . | . |
| South East Water | **1** | . 90 | . 90 | 7 95 | 0 | . 90 | . 90 | . 90 | . 90 | . | 0 | . | . |
| South East Water Choice (Invicta) | **0** | . | . | 1 | . | . | . | . | . | . | . | . | . |
| South Staffordshire Water | **0** | . | . | 0 | . | . | . | . | . | . | 0 | . | . |
| South Staffs Water Business (SSWB) | **1** | . 90 | . 90 | . 90 | 3 | . 90 | . 90 | . 90 | . 90 | . | 0 | . | . |
| South West Water | **2** | . 95 | . 95 | 2 | 0 95 | 56 95 | . 95 | . 95 | 0 90 | . | 0 95 | . | 2 |
| South West Water Business | **1** | . 95 | . 95 | . 95 | . 95 | 28 95 | . 95 | . 95 | 0 | . | 0 | . | . |
| Southern Water | **2** | . 95 | 0 95 | 27 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | 0 95 | 0 | . |
| Sutton & East Surrey Water | **0** | 0 | . | 0 | . | . | . | . | . | . | 0 | . | . |
| Thames Water | **2** | 0 95 | . 95 | 0 90 | 0 95 | . 95 | 10 95 | . 95 | 1 | . | 0 95 | . | . |
| Thames Water Commercial Services | **0** | 0 | . | . | 0 | . | 1 | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Water Retail Company | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| United Utilities | **5** | 0 95 | . 95 | . 95 | 1 95 | . 95 | 1 95 | 39 95 | 1 95 | . | 2 95 | . | 9 |
| Veolia | **0** | 0 | . | . | . | . | . | 0 | . | . | . | . | . |
| Water 2 Business | **3** | 0 95 | . 95 | . 95 | 1 | 0 95 | 5 | 7 | 16 95 | . | 0 95 | 0 | . |
| Water Plus | **6** | 1 95 | 3 | 0 95 | 8 | 0 95 | 1 95 | 28 95 | . 95 | . | 1 95 | . | 41 |
| Waterscan | **0** | 0 | . | . | 0 | . | . | . | . | . | . | . | . |
| Wessex Water | **3** | 0 95 | . 95 | 1 | 0 95 | 0 95 | 0 95 | . 95 | 53 95 | . | 0 95 | 1 | 4 |
| Yorkshire Water | **6** | 0 95 | 2 95 | . 95 | 1 95 | . 95 | . 95 | 0 95 | . 95 | . | 52 95 | 3 | . |
| Yorkshire Water Business Services | **2** | 0 95 | 1 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | 22 95 | . | 9 |
| Other | **12** | 8 | 1 95 | 32 95 | 0 95 | 14 | 1 95 | 28 95 | 26 95 | 100 | 23 95 | 90 | . |
| SSE Water | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Three Sixty | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Whitbread Group | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±4*** | *±12* | *±12* | *±12* | *±8* | *±12* | *±13* | *±12* | *±14* | *0* | *±12* | *±15* | *±34* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **545** | 67 | 65 | 62 | 61 | 68 | 48 | 60 | 49 | 2 | 63 | 16 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *2* | *1* | *4* | *5* | *1* | *6* | *3* | *3* | *.* | *1* | *2* | *.* |
| *Refused* | ***2*** | *.* | *.* | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,177*** | *122* | *128* | *108* | *132* | *130* | *146* | *117* | *136* | *23* | *135* | *23* | *11* |

## A4CBTX - Which retailers currently provide waste water/sewerage services to your organisation?

View verbatim text responses for this question

# A1a - Does your organisation operate

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **1** | . 95 95 | . 95 95 | . 95 95 | 1 | 0 | . | . 95 95 | . | . | . 95 95 | . 95 95 | . 95 95 |
| No | **99** | **100** | **100** | **100** | 99 | 100 | 100 | **100** | 100 | 100 | **100** | **100** | **100** |
| *95% Confidence interval* | ***±1*** | *0* | *0* | *0* | *±4* | *±1* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **750** | 72 | 24 | 53 | 20 | 151 | 14 | 105 | 4 | 14 | 30 | 33 | 24 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,000*** | *177* | *47* | *11* | *51* | *36* | *39* | *52* | *24* | *9* | *33* | *101* | *57* |

# A1b - Just to clarify, so your organisati

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| There are other main business premises other than my/someone else's home | **100** | . | . | . | 100 | 100 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | . | . | . | 1 | 1 | . | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,744*** | *249* | *71* | *64* | *70* | *186* | *53* | *157* | *28* | *23* | *63* | *134* | *81* |

# A2 - Can I check whether your organisa

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Organisation makes own decisions about utilities | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 249 | 71 | 64 | 71 | 187 | 53 | 157 | 28 | 23 | 63 | 134 | 81 |

# A3A - How many premises does your c

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **92** | 92 | 93 | **98** 95 | **82** 95 | **97** 95 | 91 | **98** 95 | 84 | 96 | 91 | 94 | 94 |
| 2 | **5** | 6 | 6 | **1** 95 | **2** 90 | **2** 95 | 6 | **1** 95 | 13 | 1 | 4 | 4 | 2 |
| 3 - 9 | **3** | 2 | 1 | **0** 95 | **15** 95 | **1** 90 | 2 | **0** 95 | 2 | 2 | 2 | **1** 90 | 2 |
| 10+ | **1** | **0** 95 | **0** 95 | **0** 95 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 |
| *95% Confidence interval* | ***±1*** | *±3* | *±6* | *±3* | *±9* | *±3* | *±8* | *±2* | *±13* | *±8* | *±7* | *±4* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,737** | 247 | 71 | 63 | 71 | 187 | 52 | 156 | 28 | 23 | 63 | 134 | 81 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *2* | *.* | *1* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *.* | *.* |

# A3B - And for how many of these pren

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1-2 | **62** | **72** 95 | 83 | 71 | **13** 95 | 58 | 74 | 64 | 89 | 44 | 51 | **83** 95 | 64 |
| 3-9 | **30** | 25 | 15 | 21 | **84** 95 | 39 | 20 | **18** 90 | 9 | 52 | 30 | **16** 95 | 24 |
| 10+ | **8** | **3** 95 | 2 | 8 | 3 | 4 | 6 | 18 | 2 | 5 | 19 | **1** 95 | 12 |
| *95% Confidence interval* | ***±4*** | *±10* | *±19* | *±26* | *±13* | *±17* | *±18* | *±18* | *±20* | *±33* | *±20* | *±12* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **583** | 82 | 15 | 12 | 29 | 34 | 23 | 27 | 10 | 9 | 23 | 40 | 28 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,165*** | *167* | *56* | *52* | *42* | *153* | *30* | *130* | *18* | *14* | *39* | *94* | *53* |
| *Don't know* | ***2*** | . | . | . | . | . | . | . | . | . | *1* | . | . |

# A3W - Considering your premises in th Welsh Water (Dwr Cymru)?

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **99** | 99 | . | 100 | 100 | . | . | 100 | . | . | . | 100 | . |
| No | **1** | 1 | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *±5* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **29** | 16 | . | 1 | 1 | . | . | 2 | . | . | . | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,720*** | 233 | 71 | 63 | 70 | 187 | 53 | 155 | 28 | 23 | 63 | 132 | 81 |

# A3C - Does your organisation receive t

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - receive both from the same company | **89** | 92 | 98 95 | 85 | 84 | 85 | 95 | 91 | 100 | 98 | 93 | 87 | 87 |
| No - they are supplied by different companies | **11** | 8 | 2 95 | 15 | 16 | 15 | 5 | 9 | . | 2 | 7 | 13 | 13 |
| *95% Confidence interval* | ***±2*** | *±4* | *±4* | *±10* | *±11* | *±6* | *±8* | *±5* | *0* | *±7* | *±8* | *±7* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,144** | 163 | 56 | 51 | 42 | 153 | 29 | 127 | 18 | 14 | 39 | 93 | 52 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *2* | *.* | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *1* | *1* |
| *Not asked* | ***598*** | *84* | *15* | *13* | *29* | *34* | *24* | *28* | *10* | *9* | *24* | *40* | *28* |

# A4A - Which retailer currently provide

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | 0 | . | . | . | . | . | 1 | . | . | . | . | . |
| Affinity Water | **4** | . 95 | 2 | . 95 | . 95 | 3 | 2 | 5 | . | . | . 95 | 21 95 | . 95 |
| Anglian Water (Hartlepool Water) | **5** | 7 | 10 | 6 | . 95 | 5 | 5 | 10 95 | 1 | 18 | 2 | 3 | 2 |
| Anglian Water Business | **6** | 1 95 | 4 | 4 | 16 | 8 | 48 95 | 1 95 | . | . | 1 95 | 1 95 | 1 95 |
| Bournemouth Water Business | **0** | . | . | . | . | . | . | . | . | . | . | . | 0 |
| Bristol Water | **0** | 1 | . 90 | 2 | . 90 | 1 | . 90 | 0 | . | . | . 90 | 0 | . 90 |
| Business Stream | **3** | 0 95 | 8 | . 95 | 0 95 | 1 | . 95 | 0 95 | 6 | 3 | . 95 | 6 | 2 |
| Castle Water | **17** | 18 | 8 95 | 23 | 1 95 | 24 95 | . 95 | 20 | 39 | 3 | 42 95 | 5 95 | 39 95 |
| Clear Business Water | **0** | . | . | . | 5 | . | . | . | . | . | . | . | . |
| Dwr Cymru (Welsh water) | **0** | 0 | . | . | 0 | . | . | 0 | . | . | . | 0 | . |
| Everflow | **0** | 1 | . | . | . | 0 | . | 0 | . | . | 1 | . | 1 |
| Northumbrian Water | **2** | 0 95 | 3 | 0 95 | 7 | 3 | 0 | 1 | 4 | . | 4 | 5 | 0 95 |
| NWG Business (Retail) | **2** | 0 95 | 1 | 1 | 1 | 4 | 0 90 | 4 | 10 | 4 | . 95 | 0 95 | 0 95 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pennon Water Services (Source for Business) | **0** | . | . | 0 | . | . | . | . | . | . | . | . | . |
| Scottish Water | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| SES Business Water | **0** | . | . | . | 0 | . | . | . | . | . | . | . | . |
| Severn Trent Water | **12** | 17 | 13 | 28 95 | 21 | 7 95 | 1 95 | 12 | . | 25 | 11 | 9 | 14 |
| Source for Business (Pennon) | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| South East Water | **1** | . 95 | . 95 | . 95 | . 95 | 0 95 | . 95 | 0 95 | . | . | . 95 | . 95 | . 95 |
| South East Water Choice (Invicta) | **1** | . 95 | . 95 | . 95 | . 95 | 1 | . 95 | . 95 | . | . | . 95 | . 95 | 10 95 |
| South Staffordshire Water | **0** | . | . | . | . | 0 | . | . | . | . | . | . | 3 |
| South Staffs Water Business (SSWB) | **0** | 0 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | 10 | . | . 95 | . 95 | . 95 |
| South West Water | **2** | 0 95 | 0 90 | 1 | 1 | 3 | 9 | 2 | 0 | . | 5 | 3 | 4 |
| South West Water Business | **1** | 2 | 1 | 3 | 1 | 2 | 5 | 2 | . | . | 0 | 0 | 3 |
| Southern Water | **4** | 10 95 | 17 95 | . 95 | . 95 | 1 95 | 1 | 2 | . | . | . 95 | 3 | . 95 |
| Thames Water | **6** | 9 | 1 95 | . 95 | . 95 | 1 95 | . 95 | 6 | . | . | 18 95 | 14 95 | 2 95 |
| Thames Water Commercial Services | **0** | . 90 | . 90 | . 90 | . 90 | . 90 | . 90 | . 90 | 7 | . | . 90 | . 90 | . 90 |
| United Utilities | **7** | 13 95 | 2 95 | 14 | 17 | 12 90 | . 95 | 9 | . | 24 | 2 95 | 12 | 1 95 |
| Veolia | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Water 2 Business | **1** | 3 | 0 | 0 | . 95 | 1 | 0 | 1 | 3 | . | . 95 | 1 | 1 |
| Water Plus | **9** | 7 | 14 | 3 95 | 6 | 8 | 25 90 | 13 | . | 4 | 2 95 | 8 | 2 95 |
| Wessex Water | **4** | 5 | 5 | 4 | 9 | 3 | . 95 | 1 95 | 21 | 7 | 3 | 1 95 | 1 90 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yorkshire Water | **8** | 3 95 | 12 | 8 | 15 | 7 | 1 95 | 5 | . | 13 | 9 | 6 | 13 |
| Yorkshire Water Business Services | **1** | 1 | . 95 | 4 | 2 | 4 90 | . 95 | 4 | . | . | . 95 | 1 | 2 |
| Other | **0** | . | . | . | . | . | 2 | . | . | . | . | 1 | . |
| SSE Water | **0** | . | . | . | . | . | . | 0 | . | . | . | . | . |
| Whitbread Group | **0** | . | . | . | . | 1 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±2*** | *±6* | *±10* | *±14* | *±14* | *±7* | *±19* | *±7* | *±23* | *±24* | *±16* | *±9* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **997** | 146 | 50 | 42 | 35 | 133 | 27 | 116 | 18 | 12 | 36 | 83 | 42 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***32*** | *2* | *2* | *3* | *1* | *4* | *.* | *6* | *.* | *.* | *.* | *3* | *3* |
| *Refused* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***719*** | *100* | *19* | *19* | *35* | *50* | *26* | *35* | *10* | *11* | *27* | *48* | *36* |

# A4ATX - Which retailer currently provi

View verbatim text responses for this question

# A4BA - Which retailer currently provid

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **3** | . | . | . | . | . | . | . | . | . | . | . | . |
| Affinity Water | **4** | 16 | . | 4 | . | 21 | . | . | . | . | . | . | . |
| Anglian Water (Hartlepool Water) | **2** | 5 | . | . | . | . | . | . | . | . | . | . | . |
| Anglian Water Business | **5** | . | . | . | . | 11 | . | . | . | . | . | . | 6 |
| Bournemouth Water Business | **3** | . | . | . | . | 0 | . | . | . | 63 | . | . | 30 |
| Bristol Water | **4** | . | . | . | . | . | . | . | . | . | . | 20 | . |
| Business Stream | **0** | 4 | . | . | . | . | . | . | . | . | . | . | . |
| Castle Water | **18** | 1 | . | . | 74 | . | . | . | . | . | 87 | . | 14 |
| Dwr Cymru (Welsh water) | **2** | 3 | . | . | . | . | 59 | . | . | . | . | . | . |
| NWG Business (Retail) | **2** | . | . | 9 | . | 2 | . | . | . | 37 | . | . | . |
| Portsmouth Water | **1** | . | . | . | 11 | . | . | . | . | . | . | . | . |
| SES Business Water | **3** | . | . | . | . | 19 | . | . | . | . | . | . | . |
| Severn Trent Water | **2** | . | 10 | 30 | 4 | . | . | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **7** | . | . | . | . | 18 | . | 50 | . | . | 6 | . | 12 |
| South East Water Choice (Invicta) | **1** | . | . | . | . | . | 41 | 4 | . | . | . | . | . |
| South Staffordshire Water | **11** | . | 36 | . | . | . | . | . | . | . | . | 63 | . |
| South Staffs Water Business (SSWB) | **2** | 43 | . | . | . | . | . | . | . | . | . | . | . |
| South West Water | **2** | . | . | . | . | . | . | . | . | . | . | . | 21 |
| South West Water Business | **2** | . | . | 6 | . | 2 | . | 19 | . | . | . | . | . |
| Southern Water | **6** | . | . | 20 | . | 10 | . | 3 | . | . | 6 | 6 | . |
| Sutton & East Surrey Water | **0** | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Thames Water | **4** | . | . | . | . | 18 | . | . | . | . | . | . | 12 |
| United Utilities | **3** | . | . | . | . | . | . | . | . | . | . | . | . |
| Water 2 Business | **1** | . | 27 | . | . | . | . | . | . | . | . | . | . |
| Water Plus | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Wessex Water | **1** | . | 27 | . | 1 | . | . | . | . | . | . | . | . |
| Yorkshire Water | **3** | 26 | . | . | 10 | . | . | . | . | . | . | 7 | . |
| Yorkshire Water Business Services | **0** | 1 | . | . | . | . | . | . | . | . | . | . | . |
| Other | **8** | . | . | 30 | . | . | . | 24 | . | . | . | 4 | 6 |
| *95% Confidence interval* | ***±7*** | *±24* | *±47* | *±37* | *±35* | *±21* | *±68* | *±40* | *0* | *±67* | *±38* | *±39* | *±32* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **117** | 16 | 4 | 6 | 6 | 14 | 2 | 6 | . | 2 | 3 | 6 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | . | *2* | . | *1* | . | . | . | *2* | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Not asked* | ***1,628*** | *233* | *67* | *58* | *65* | *171* | *51* | *150* | *28* | *21* | *60* | *126* | *73* |

# A4BATX - Which retailer currently pro

View verbatim text responses for this question

# A4BB - Which retailers currently provi

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | 1 | 7 95 | . | . | . 95 | . 95 | . 95 | . 95 | . | . | . 95 | . 95 | . 95 |
| Affinity Water | 2 | 0 | . | . | . 95 | 6 | 2 | 5 | . | 2 | 12 | 4 | 2 |
| Anglian Water (Hartlepool Water) | 6 | 15 95 | 10 | . | 1 95 | . 95 | 28 95 | . 95 | . | 2 | . 95 | . 95 | 2 |
| Anglian Water Business | 6 | 6 | 2 | 20 | 2 90 | 7 | . 95 | . 95 | . | 42 | . 95 | 25 95 | 4 |
| Bournemouth Water Business | 0 | . | . | . | . | 1 | . | 1 | . | . | 1 | . | . |
| Bristol Water | 1 | 1 | . | . | . 95 | 1 | 0 | . 95 | . | 2 | . 95 | . 95 | 0 |
| Business Stream | 4 | 5 | 10 | 12 | 3 | 0 95 | 5 | . 95 | . | . | . 95 | 7 | 15 90 |
| Cambrian Utilities | 0 | . | . | . | . | 0 | . | . | . | . | . | . | . |
| Castle Water | 14 | 2 95 | 43 | . | 10 | 30 95 | 2 95 | 25 | . | 2 | 27 | 3 95 | 4 95 |
| Dee Valley Water | 0 | . | . | . | . | . | . | . | . | . | 1 | . | . |
| Dwr Cymru (Welsh water) | 0 | 0 | . | . | . | . | . | . | . | . | . | . | . |
| Everflow | 0 | 1 | . | . | . | . | . | . | . | . | . | . | . |
| Northumbrian Water | 2 | 3 | 7 | 0 | 4 | 3 | 4 | 10 | 1 | 9 | 4 | 1 | 1 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NWG Business (Retail) | **4** | 1 (90) | 10 | 56 | 12 | . (95) | 1 | 1 | 4 | . | 0 (95) | 2 | . (95) |
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | 1 | . | . | . | . | 0 | . | . |
| Portsmouth Water | **0** | 0 | . | . | . | . | . | . | . | 2 | . | 2 | . |
| Regent Utilities | **0** | . | . | . | . | 0 | . | . | . | . | . | . | . |
| Scottish Water | **0** | 0 | . | . | 2 | . | . | . | . | 2 | . | . | . |
| Sembcorp Bournemouth Water | **0** | 0 | . | . | . | . | . | . | . | 2 | . | 1 | . |
| SES Business Water | **2** | . (95) | . | . | . (95) | . (95) | . (95) | . (95) | . | . | . (95) | 1 | 1 |
| Severn Trent Water | **16** | 9 (95) | 16 | . | 0 (95) | 10 | 23 | 17 | 72 | 41 | 12 | 11 | 24 |
| South East Water | **1** | 2 | . | 12 | 0 | 0 | 2 | . (95) | . | 2 | 5 | . (95) | 3 |
| South East Water Choice (Invicta) | **0** | 2 | . | . | . | 2 | . | . | . | . | . | . | . |
| South Staffordshire Water | **6** | . (95) | . | . | 63 (95) | 0 (95) | . (95) | . (95) | . | 2 | . (95) | . (95) | . (95) |
| South Staffs Water Business (SSWB) | **1** | 0 | . | . | 0 | 1 | 15 (90) | . (95) | . | . | . (95) | . (95) | . (95) |
| South West Water | **2** | 2 | 2 | . | 0 (95) | 13 (95) | 1 | 4 | . | 3 | 2 | 3 | 8 |
| South West Water Business | **1** | 8 (95) | 6 | 4 | 1 | 1 | 1 | 5 | . | . | 0 | . (95) | . (95) |
| Southern Water | **2** | 1 | . | 3 | 1 | 0 (95) | 9 | . (95) | 4 | 2 | . (95) | 6 | 3 |
| Sutton & East Surrey Water | **0** | . | . | . | 0 | . | 2 | . | . | . | . | . | . |
| Thames Water | **2** | 1 | . | . | 8 | 8 | 1 | . (95) | . | 2 | 3 | . (95) | 15 (90) |
| Thames Water Commercial Services | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| The Water Retail Company | **0** | . | . | . | . | . | . | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United Utilities | **5** | 10 | . | . | 2 | 3 | 13 | 3 | 1 | 3 | 7 | 9 | 17 90 |
| Veolia | **0** | . | . | . | . | . | . | . | . | 2 | . | . | 1 |
| Water 2 Business | **2** | 0 95 | . | . | 0 95 | 0 90 | . 95 | 11 | . | 3 | 1 | . 95 | . 95 |
| Water Plus | **8** | 15 90 | 13 | 0 | 3 | 21 90 | 8 | 13 | 2 | 3 | 32 95 | . 95 | 7 |
| Waterscan | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Wessex Water | **4** | 1 90 | 1 | 2 | 0 95 | 0 95 | 0 95 | 3 | 13 | . | 1 90 | 3 | 0 95 |
| Yorkshire Water | **6** | 11 | . | 3 | . 95 | 0 95 | 2 | 7 | . | . | 4 | 27 95 | 16 |
| Yorkshire Water Business Services | **5** | 2 90 | . | . | 2 | 2 | 21 95 | . 95 | 4 | . | . 95 | 3 | . 95 |
| Other | **6** | 0 95 | . | . | . 95 | 0 95 | 1 95 | 1 95 | . | . | . 95 | . 95 | 4 |
| SSE Water | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Three Sixty | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Whitbread Group | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *±8* | *±26* | *±28* | *±18* | *±16* | *±18* | *±17* | *±28* | *±32* | *±19* | *±14* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **556** | 73 | 14 | 12 | 27 | 33 | 23 | 25 | 10 | 9 | 23 | 38 | 27 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***15*** | . | *1* | . | *3* | *1* | . | *1* | . | . | *1* | *1* | *1* |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,178*** | *175* | *56* | *52* | *41* | *153* | *30* | *131* | *18* | *14* | *39* | *95* | *53* |

## A4BBTX - Which retailers currently prc

View verbatim text responses for this question

# A4CA - Which retailer currently provid

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Advanced Demand Side Management (ADSM) | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Affinity Water | **1** | 1 | . | . | . | 3 | . | . | . | . | . | . | . |
| Anglian Water (Hartlepool Water) | **2** | 1 | . | . | . | 2 | . | . | . | . | . | . | . |
| Anglian Water Business | **2** | . | . | 4 | . | . | . | . | . | . | . | 9 | 6 |
| Bournemouth Water Business | **0** | . | . | . | . | 1 | . | . | . | . | . | . | . |
| Bristol Water | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Business Stream | **10** | . | . | . | 63 | . | . | 19 | . | . | 94 | 7 | . |
| Castle Water | **31** | 16 | . | 9 | . | 57 | . | 52 | . | 37 | . | . | 23 |
| Dee Valley Water | **1** | 26 | . | . | . | . | . | . | . | . | . | . | . |
| Northumbrian Water | **0** | . | . | . | . | 2 | . | . | . | . | . | . | . |
| NWG Business (Retail) | **0** | 3 | . | . | . | . | . | . | . | . | . | . | . |
| Portsmouth Water | **1** | . | . | . | . | . | . | . | . | . | . | . | 11 |
| Severn Trent Water | **7** | 48 | . | 30 | . | 9 | 59 | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **2** | 4 | . | . | . | . | . | . | . | . | . | . | 3 |
| South East Water Choice (Invicta) | **1** | . | . | . | 11 | . | . | . | . | . | . | . | . |
| South West Water | **2** | . | 27 | . | . | . | . | . | . | . | . | . | . |
| South West Water Business | **0** | . | . | . | . | 2 | . | . | . | . | . | . | . |
| Southern Water | **2** | . | . | . | . | 7 | . | 1 | . | . | 6 | 7 | . |
| Thames Water | **3** | . | . | . | . | 17 | . | . | . | . | . | . | . |
| United Utilities | **4** | . | . | . | . | . | . | . | . | . | . | . | . |
| Water Plus | **2** | 1 | 36 | . | 10 | . | . | . | . | . | . | 11 | . |
| Wessex Water | **3** | . | . | . | . | 0 | . | . | . | 63 | . | . | 30 |
| Yorkshire Water | **0** | . | . | . | 4 | . | . | . | . | . | . | . | . |
| Other | **25** | 0 | 37 | 57 | 12 | . | 41 | 27 | . | . | . | 65 | 26 |
| *95% Confidence interval* | ***±8*** | *±25* | *±47* | *±40* | *±39* | *±25* | *±68* | *±40* | *0* | *±67* | *±28* | *±38* | *±32* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **115** | 15 | 4 | 6 | 6 | 15 | 2 | 6 | . | 2 | 3 | 6 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***7*** | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *.* | *.* | *2* | *.* |
| *Not asked* | ***1,628*** | *233* | *67* | *58* | *65* | *171* | *51* | *150* | *28* | *21* | *60* | *126* | *73* |

## A4CATX - Which retailer currently pro

View verbatim text responses for this question

# A4CB - Which retailers currently provi

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | 0 | 2 | . | . | . | . | . | . | . | . | . | . | . |
| Affinity Water | 1 | 0 | . | . | . 90 | 6 | 2 | 10 | . | 2 | . 90 | . 90 | . 90 |
| Albion | 0 | . | . | . | . | . | . | . | . | 2 | . | . | . |
| Anglian Water (Hartlepool Water) | 7 | 15 95 | 9 | . | 1 95 | . 95 | 20 | . 95 | . | 2 | . 95 | . 95 | 2 90 |
| Anglian Water Business | 6 | 6 | 3 | 4 | 1 90 | 7 | . 95 | 1 95 | . | 42 | . 95 | 26 95 | 7 |
| Bournemouth Water Business | 0 | . | . | . | . | 0 | . | . | . | . | . | 2 | . |
| Bristol Water | 0 | 1 | . | . | . | 1 | 0 | . | . | . | . | . | . |
| Business Stream | 4 | 8 | 10 | 12 | 3 | 3 | 6 | . 95 | . | . | . 95 | 8 | 12 |
| Cambrian Utilities | 3 | . 95 | 43 | . | . 95 | 0 95 | . 95 | . 95 | . | . | . 95 | . 95 | . 95 |
| Castle Water | 13 | 7 90 | . | . | 16 | 30 95 | 2 95 | 20 | . | . | 40 95 | 1 95 | 7 |
| Dee Valley Water | 0 | . | . | . | . | . | . | . | . | . | 1 | . | . |
| Dwr Cymru (Welsh water) | 0 | . | . | . | . | . | . | . | . | . | . | . | . |
| Everflow | 0 | 1 | . | . | . | . | . | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Northumbrian Water | **2** | 3 | 7 | 0 | 3 | 3 | 5 | 10 | 1 | 7 | 4 | 1 | 1 |
| NWG Business (Retail) | **3** | 1 | 10 | 56 | 11 | . 95 | 1 | 0 95 | 4 | . | . 95 | 2 | . 95 |
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | 1 | . | . | . | . | 0 | . | . |
| Portsmouth Water | **0** | . | . | . | . | . | . | . | . | . | . | 2 | . |
| Scottish Water | **0** | 0 | . | . | 2 | . | . | . | . | . | . | . | . |
| Sembcorp Bournemouth Water | **0** | 0 | . | . | . | . | . | . | . | . | 1 | . | . |
| SES Business Water | **0** | . | . | . | . | . | . | . | . | . | . | 1 | . |
| Severn Trent Water | **23** | 9 95 | 16 | . | 58 95 | 11 95 | 27 | 17 | 72 | 39 | 11 90 | 11 95 | 26 |
| Source for Business (Pennon) | **0** | . | . | . | . | 0 | . | . | . | . | . | . | . |
| South East Water | **1** | 0 | . | . | 0 | 0 | . 90 | . 90 | . | . | 5 | . 90 | 3 |
| South East Water Choice (Invicta) | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| South Staffordshire Water | **0** | . | . | . | 0 | . | . | . | . | . | . | . | . |
| South Staffs Water Business (SSWB) | **1** | 0 | . | . | 0 | . 90 | 15 90 | . 90 | . | . | . 90 | . 90 | . 90 |
| South West Water | **2** | 1 | 2 | . | 0 95 | 13 95 | 1 | 4 | . | 1 | 2 | 3 | 8 |
| South West Water Business | **1** | 8 95 | . | 4 | 1 | 1 | 1 | 3 | . | . | 0 | . 95 | . 95 |
| Southern Water | **2** | 1 90 | . | 3 | 1 | 0 95 | 10 | . 95 | 4 | . | . 95 | 8 | 3 |
| Sutton & East Surrey Water | **0** | . | . | . | 0 | . | . | . | . | . | . | . | . |
| Thames Water | **2** | 1 | . | . | 7 | 8 | 1 | . 95 | . | . | 3 | . 95 | 15 90 |
| Thames Water Commercial Services | **0** | . | . | . | . | . | . | . | . | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Water Retail Company | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| United Utilities | **5** | 9 | . | . | 2 | 4 | 15 | 3 | 1 | 3 | 7 | 9 | 21 95 |
| Veolia | **0** | . | . | . | . | . | . | . | . | . | . | . | 1 |
| Water 2 Business | **3** | 0 95 | 10 | . | 1 | . 95 | . 95 | 11 | . | 3 | 1 | . 95 | 2 |
| Water Plus | **6** | 17 95 | 3 | 0 | 2 90 | 19 90 | 9 | 10 | 2 | 3 | 32 95 | . 95 | 2 |
| Waterscan | **0** | . | . | . | . | . | . | 3 | . | . | . | . | . |
| Wessex Water | **3** | 1 | 1 | 2 | 0 90 | 2 | 0 95 | 4 | 13 | . | . 95 | 4 | 1 |
| Yorkshire Water | **6** | 9 | . | 3 | . 95 | 0 95 | 2 | 7 | . | . | 4 | 28 95 | 16 |
| Yorkshire Water Business Services | **2** | 2 | . | . | 2 | 2 | 21 95 | . 95 | 4 | . | . 95 | 3 | . 95 |
| Other | **12** | 1 95 | 6 | 15 | . 95 | 0 95 | 3 95 | 8 | . | . | . 95 | 1 95 | 3 95 |
| SSE Water | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Three Sixty | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Whitbread Group | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±4*** | *±9* | *±26* | *±28* | *±18* | *±16* | *±19* | *±16* | *±28* | *±32* | *±20* | *±15* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **545** | 72 | 14 | 12 | 28 | 32 | 22 | 25 | 10 | 9 | 22 | 37 | 27 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *1* | *1* | *.* | *3* | *2* | *1* | *1* | *.* | *.* | *2* | *2* | *1* |
| *Refused* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,177*** | *175* | *56* | *52* | *40* | *153* | *30* | *131* | *18* | *14* | *39* | *95* | *53* |

# A4CBTX - Which retailers currently prc

View verbatim text responses for this question

# A1a - Does your organisation operate

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **1** | . | 2 | 0 | . 95 95 | 1 | . 95 95 | 5 | . 95 95 | 1 | 1 | . 95 95 | . 95 95 |
| No | **99** | 100 | 98 | 100 | **100** | 99 | **100** | 95 | **100** | 99 | 99 | **100** | **100** |
| *95% Confidence interval* | ***±1*** | *0* | *±5* | *±2* | *0* | *±1* | *0* | *±7* | *0* | *±1* | *±1* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **750** | 10 | 26 | 26 | 109 | 565 | 116 | 39 | 27 | 329 | 236 | 68 | 48 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,000*** | *22* | *120* | *115* | *77* | *68* | *369* | *325* | *232* | *16* | *52* | *182* | *187* |

# A1b - Just to clarify, so your organisati

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| There are other main business premises other than my/someone else's home | **100** | . | 100 | 100 | . | 100 | . | 100 | . | 100 | 100 | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | . | 1 | 1 | . | 5 | . | 1 | . | 2 | 3 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,744*** | *32* | *145* | *140* | *186* | *628* | *485* | *363* | *259* | *343* | *285* | *250* | *235* |

# A2 - Can I check whether your organisa

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Organisation makes own decisions about utilities | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 32 | 146 | 141 | 186 | 633 | 485 | 364 | 259 | 345 | 288 | 250 | 235 |

# A3A - How many premises does your c

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **92** | **47** 95 | **86** 95 | 91 | 91 | **96** 95 | **79** 95 | **43** 95 | **11** 95 | **97** 95 | 90 | **81** 95 | **78** 95 |
| 2 | **5** | 2 | 6 | 5 | 5 | **2** 95 | **13** 95 | **19** 95 | 5 | **1** 95 | **8** 95 | **13** 95 | **13** 95 |
| 3 - 9 | **3** | **50** 95 | **6** 90 | 2 | 3 | **2** 95 | **6** 95 | **31** 95 | **35** 95 | **2** 95 | **2** 90 | 4 | **8** 95 |
| 10+ | **1** | 1 | 2 | 2 | 1 | **0** 95 | **1** 90 | **7** 95 | **49** 95 | **.** 95 | 1 | 2 | 1 |
| *95% Confidence interval* | ***±1*** | *±18* | *±6* | *±5* | *±4* | *±2* | *±4* | *±5* | *±6* | *±2* | *±3* | *±5* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,737** | 30 | 146 | 138 | 184 | 633 | 485 | 361 | 250 | 345 | 288 | 250 | 235 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *2* | *.* | *3* | *2* | *.* | *.* | *3* | *9* | *.* | *.* | *.* | *.* |

# A3B - And for how many of these pren

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1-2 | **62** | 4 95 | 50 90 | 56 | 60 | 60 | 68 90 | 52 95 | 22 95 | 47 | 79 95 | 77 95 | 61 |
| 3-9 | **30** | 87 95 | 34 | 22 95 | 26 | 37 | 26 | 37 95 | 20 95 | 53 | 15 95 | 19 95 | 32 |
| 10+ | **8** | 9 | 16 90 | 22 95 | 13 | 3 95 | 6 | 11 90 | 57 95 | . | 7 | 4 | 7 |
| *95% Confidence interval* | ***±4*** | *±14* | *±12* | *±11* | *±14* | *±14* | *±8* | *±7* | *±7* | *±27* | *±14* | *±11* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **583** | 23 | 63 | 85 | 49 | 45 | 126 | 195 | 214 | 13 | 32 | 56 | 70 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,165*** | *9* | *82* | *56* | *137* | *588* | *359* | *167* | *45* | *332* | *256* | *194* | *165* |
| *Don't know* | ***2*** | *.* | *1* | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* | *.* |

# A3W - Considering your premises in th

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **99** | . | 100 | 100 | . | . | 100 | . | 100 | . | . | . | 100 |
| No | **1** | . | . | . | . | . | . | 100 | 0 | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±3* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **29** | . | 1 | 3 | . | . | 2 | 1 | 26 | . | . | . | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***1,720*** | *32* | *145* | *138* | *185* | *633* | *483* | *363* | *232* | *345* | *288* | *250* | *233* |

# A3C - Does your organisation receive t

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - receive both from the same company | **89** | 100 | 92 | 84 | 90 | 89 | 86 90 | 84 90 | 86 | 89 | 92 90 | 85 | 88 |
| No - they are supplied by different companies | **11** | . | 8 | 16 | 10 | 11 | 14 90 | 16 90 | 14 | 11 | 8 90 | 15 | 12 |
| *95% Confidence interval* | ***±2*** | *0* | *±6* | *±10* | *±5* | *±3* | *±4* | *±6* | *±11* | *±3* | *±3* | *±5* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,144** | 7 | 81 | 52 | 135 | 586 | 356 | 161 | 36 | 330 | 256 | 193 | 163 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *.* | *1* | *1* | *.* | *2* | *3* | *3* | *.* | *2* | *.* | *1* | *2* |
| *Not asked* | ***598*** | *25* | *64* | *88* | *51* | *45* | *126* | *200* | *223* | *13* | *32* | *56* | *70* |

# A4A - Which retailer currently provide

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | . | . | . | 0 | 0 | 0 | . | . | . | 1 | 0 | 1 |
| Affinity Water | **4** | . | . 95 | . 95 | 0 95 | 4 | 3 | . 95 | . 95 | 5 | 1 95 | 3 | 3 |
| Anglian Water (Hartlepool Water) | **5** | . | 7 | . 95 | 4 | 5 | 5 | 6 | 2 | 5 | 5 | 5 | 5 |
| Anglian Water Business | **6** | . | 6 | 9 | 7 | 6 | 6 | 4 | 7 | 6 | 5 | 5 | 8 |
| Bournemouth Water Business | **0** | . | . | . | . | 0 | . | 1 | . | 0 | . | . | . |
| Bristol Water | **0** | . | 2 | . 90 | 0 | 0 | 1 | 0 | . 90 | 0 | 0 | 1 | 0 |
| Business Stream | **3** | . | 7 | 0 95 | 1 95 | 3 | 2 | 6 95 | 7 | 2 | 4 | 2 | 2 |
| Castle Water | **17** | 19 | 8 95 | 16 | 18 | 17 | 17 | 9 95 | 40 95 | 17 | 20 | 23 95 | 11 95 |
| Clear Business Water | **0** | . | . | . | . | 0 | . | . | . | . | 1 90 | . | . |
| Dwr Cymru (Welsh water) | **0** | . | . | . | . | . | 0 | . | 8 | . | . | . | 0 |
| Everflow | **0** | . | . | 1 | 0 | 0 | 1 95 | . | . | . | 0 | 2 95 | 1 |
| Northumbrian Water | **2** | . | . 95 | 0 95 | 1 | 2 | 3 | 4 | 3 | 2 | 2 | 2 | 3 |
| NWG Business (Retail) | **2** | 12 | 1 | 0 95 | 1 | 2 | 1 | 2 | . 95 | 2 | 1 | 1 95 | 2 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | . | 0 | . | . | . | . | 0 | . |
| Scottish Water | **0** | . | . | . | 2 | 0 | . | . | . | 0 | 1 | . | . |
| SES Business Water | **0** | . | . | . | . | . | . | . | 3 | . | . | . | . |
| Severn Trent Water | **12** | 64 | 13 | 19 | 10 | 13 | 7 (95) | 5 (95) | 6 | 13 | 13 | 6 (95) | 7 (95) |
| Source for Business (Pennon) | **0** | . | . | . | 2 (90) | 0 | . | . | . | 0 | . | . | . |
| South East Water | **1** | . | . (95) | 16 (95) | 2 | 1 | 0 (95) | . (95) | . (95) | 2 | . (95) | 0 | . (95) |
| South East Water Choice (Invicta) | **1** | . | . (95) | . (95) | . (95) | 1 | . (95) | 1 | . (95) | 1 | . (95) | . (95) | . (95) |
| South Staffordshire Water | **0** | . | . | . | . | 0 | 0 | . | . | . | 1 (95) | 0 | . |
| South Staffs Water Business (SSWB) | **0** | . | 1 | . (95) | . (95) | 0 | . (95) | 1 | . (95) | . (95) | 3 (95) | . (95) | . (95) |
| South West Water | **2** | 1 | 4 | 1 | 1 | 2 | 3 | 3 | . (95) | 2 | 3 | 3 | 3 |
| South West Water Business | **1** | . | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| Southern Water | **4** | . | 1 (95) | 1 (95) | 7 | 4 | 4 | 4 | . (95) | 4 | 2 | 4 | 4 |
| Thames Water | **6** | . | 4 | 4 | 13 (95) | 6 | 9 (95) | 7 | . (95) | 6 | 5 | 9 | 9 |
| Thames Water Commercial Services | **0** | . | . (90) | . (90) | . (90) | . (90) | 3 (95) | . (90) | . (90) | . (90) | . (90) | . (90) | 6 (95) |
| United Utilities | **7** | 4 | 8 | 0 (95) | 6 | 7 | 5 (95) | 13 (95) | . (95) | 7 | 7 | 5 | 4 (95) |
| Veolia | **0** | . | . | . | . | . | 0 | . | . | . | . | . | 0 |
| Water 2 Business | **1** | 0 | 8 (95) | 0 (95) | 0 | 1 | 3 (95) | 1 | 2 | 1 | 1 | 6 (95) | 1 |
| Water Plus | **9** | . | 5 | 15 | 8 | 9 | 11 | 13 (90) | 6 | 9 | 9 | 8 | 14 (90) |
| Wessex Water | **4** | . | 23 (95) | 0 (95) | 4 | 4 | 3 | 3 | . (95) | 5 | 4 | 4 | 3 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yorkshire Water | **8** | . | . 95 | 18 90 | 9 | 8 | 7 | 7 | 14 | 8 | 7 | 8 | 6 |
| Yorkshire Water Business Services | **1** | . | 2 | 0 95 | 2 | 1 | 2 | 6 95 | 2 | 1 | 1 | 2 | 2 |
| Other | **0** | . | . | . | 1 | 0 | 2 95 | . | . | 0 | . | 1 | 4 95 |
| SSE Water | **0** | . | . | . | . | 0 | . | . | . | . | 0 | . | . |
| Whitbread Group | **0** | . | . | . | . | 0 | . | . | . | 0 | . | . | . |
| *95% Confidence interval* | ***±2*** | *±38* | *±10* | *±11* | *±7* | *±3* | *±4* | *±6* | *±18* | *±4* | *±5* | *±6* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **997** | 6 | 66 | 46 | 119 | 512 | 310 | 143 | 29 | 286 | 226 | 166 | 144 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***32*** | *1* | *4* | *1* | *2* | *14* | *14* | *2* | *1* | *10* | *4* | *10* | *4* |
| *Refused* | ***2*** | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *.* | *.* | *1* |
| *Not asked* | ***719*** | *25* | *75* | *94* | *65* | *107* | *160* | *219* | *228* | *49* | *58* | *74* | *86* |

# A4ATX - Which retailer currently provi

View verbatim text responses for this question

# A4BA - Which retailer currently provid

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **3** | . | . | . | 36 | 3 | . 90 | . 90 | . | 4 | . 90 | . | . |
| Affinity Water | **4** | . | 15 | . | . | 4 | . 95 | 22 95 | . | 3 | 12 | . | . |
| Anglian Water (Hartlepool Water) | **2** | . | . | . | 18 | 2 | 2 | . | . | 2 | . | 4 | . |
| Anglian Water Business | **5** | . | . | . | . | 5 | 5 | . 95 | . | 5 | . 95 | . | 9 |
| Bournemouth Water Business | **3** | . | . | 0 | . | 3 | 0 | . 90 | 16 | 3 | 2 | . | 1 |
| Bristol Water | **4** | . | 8 | . | . | 5 | 1 90 | 1 | . | 6 | . 95 | 2 | . |
| Business Stream | **0** | . | 9 | . | . | . | 2 | 6 | . | . | . | 2 | 2 |
| Castle Water | **18** | . | 4 | 91 | 2 | 19 | 13 | 29 | . | 20 | 9 | . | 25 |
| Dwr Cymru (Welsh water) | **2** | . | 22 | . | . | 1 | 4 | . | 1 | . | 12 95 | . | 7 |
| NWG Business (Retail) | **2** | . | 3 | . | 6 | 2 | . | 9 | 56 | 1 | 11 90 | . | . |
| Portsmouth Water | **1** | . | . | . | . | 1 | . | . | . | . | 6 | . | . |
| SES Business Water | **3** | . | . | . | . | 3 | . 90 | . 90 | . | 3 | 2 | . | . |
| Severn Trent Water | **2** | . | . | . | . | 2 | 2 | 12 90 | . | 2 | . | 4 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **7** | . | 4 | . | . | 7 | 12 | 3 | . | 7 | 4 | . | 23 |
| South East Water Choice (Invicta) | **1** | . | . | . | 1 | . | 11 95 | . | . | . | . | 23 | . |
| South Staffordshire Water | **11** | . | . | 4 | . | 12 | 10 | . 95 | . | 13 | . 95 | 21 | . |
| South Staffs Water Business (SSWB) | **2** | . | . | . | . | 2 | . | 3 | . | 3 | . | . | . |
| South West Water | **2** | . | . | . | 5 | 3 | . 90 | . 90 | . | 3 | 1 | . | . |
| South West Water Business | **2** | . | . | . | . | 2 | . | . | . | 3 | 1 | . | . |
| Southern Water | **6** | . | 4 | 5 | 17 | 4 | 16 95 | 3 | 10 | 4 | 7 | 13 | 19 |
| Sutton & East Surrey Water | **0** | . | 11 | . | . | . | . | 8 | 17 | . | . | . | . |
| Thames Water | **4** | . | . | . | 6 | 3 | 9 | . 95 | . | 3 | 5 | 19 | . |
| United Utilities | **3** | . | . | . | 1 | 3 | 1 | . 90 | . | 4 | . 90 | 2 | . |
| Water 2 Business | **1** | . | . | . | . | 1 | 1 | . | . | . | 5 | 1 | . |
| Water Plus | **0** | . | . | . | 5 | . | . | . | . | . | . | . | . |
| Wessex Water | **1** | . | . | . | 1 | 2 | . | 2 | . | 1 | 6 | . | . |
| Yorkshire Water | **3** | . | . | . | . | 3 | . 90 | . 90 | . | 2 | 16 95 | . | . |
| Yorkshire Water Business Services | **0** | . | . | . | . | . | . | 2 | . | . | . | . | . |
| Other | **8** | . | 20 | . | . | 8 | 12 | . 95 | . | 9 | . 95 | 9 | 15 |
| *95% Confidence interval* | ***±7*** | *0* | *±24* | *±23* | *±25* | *±10* | *±13* | *±20* | *±44* | *±13* | *±15* | *±20* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **117** | . | 12 | 6 | 14 | 59 | 32 | 20 | 5 | 35 | 24 | 16 | 16 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | . | *3* | *2* | . | . | *1* | *2* | *2* | . |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Not asked* | ***1,628*** | *32* | *134* | *135* | *172* | *571* | *451* | *344* | *254* | *309* | *262* | *232* | *219* |

# A4BATX - Which retailer currently pro

View verbatim text responses for this question

# A4BB - Which retailers currently provi

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | 1 | 0 | . 95 | 0 | 3 | . 95 | 2 | 0 | 1 | . | . 95 | 3 | 2 |
| Affinity Water | 2 | . 95 | 6 | . 95 | . 95 | . 95 | 3 | 4 95 | 5 95 | . | . 95 | 4 | 1 |
| Anglian Water (Hartlepool Water) | 6 | . 95 | 3 | 3 | 18 95 | 5 | 7 | 3 95 | 14 95 | 6 | 4 | 5 | 10 |
| Anglian Water Business | 6 | 1 95 | 7 | 6 | 0 95 | 6 | 7 | 8 | 9 90 | . | 15 | 7 | 8 |
| Bournemouth Water Business | 0 | . | . | 2 | 0 | . | 1 | 0 | 1 | . | . | 0 | 1 |
| Bristol Water | 1 | . 95 | . 95 | 1 | . 95 | 3 | 0 90 | 0 90 | 1 | 4 | . 95 | . 95 | 1 |
| Business Stream | 4 | . 95 | 9 90 | 2 | 0 95 | . 95 | 10 95 | 4 | 8 95 | . | . 95 | 14 95 | 5 |
| Cambrian Utilities | 0 | . | . | . | . | . | . | . | 0 | . | . | . | . |
| Castle Water | 14 | 80 95 | 17 | 35 95 | 3 95 | 20 | 11 | 8 95 | 18 90 | 9 | 36 95 | 12 | 11 |
| Dee Valley Water | 0 | . | . | 0 | . | . | . | . | 1 95 | . | . | . | . |
| Dwr Cymru (Welsh water) | 0 | . | . | 0 | 0 | . | . | 0 | 1 95 | . | . | . | . |
| Everflow | 0 | . | . | 1 | . | . | 0 | 1 | . | . | . | 0 | . |
| Northumbrian Water | 2 | 0 | 3 | 1 90 | 0 95 | 1 | 2 | 3 | 7 95 | . | 3 | 1 | 3 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NWG Business (Retail) | **4** | 0 95 | 3 | 1 95 | 1 95 | 5 | 5 | 0 95 | 5 | 6 | 3 | 8 | 3 |
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | . | 0 | 0 | . | . | . | . | 0 |
| Portsmouth Water | **0** | . | . | 1 | . | . | 1 | 1 | 2 90 | . | . | . | 1 |
| Regent Utilities | **0** | . | . | . | . | . | . | . | 0 | . | . | . | . |
| Scottish Water | **0** | . | . | 1 | . | 0 | . | . | 3 95 | . | 1 | . | . |
| Sembcorp Bournemouth Water | **0** | . | . | . | . | . | . | 1 | 1 | . | . | . | . |
| SES Business Water | **2** | . 95 | . 95 | . 95 | 18 95 | 4 | . 95 | . 95 | 4 95 | 6 | . 95 | . 95 | . 95 |
| Severn Trent Water | **16** | 9 | 9 95 | 4 95 | 27 90 | 9 90 | 12 | 14 | 14 | 7 | 10 | 11 | 14 |
| South East Water | **1** | 6 | 1 | 2 | 0 | 0 | 2 | 2 | 6 95 | . | 1 | 4 | 1 |
| South East Water Choice (Invicta) | **0** | 2 | 2 | . | 0 | . | 1 | 0 | 0 | . | . | 1 | 1 |
| South Staffordshire Water | **6** | . 95 | . 95 | 0 95 | . 95 | 14 90 | . 95 | . 95 | 2 95 | 24 | . 95 | . 95 | . 95 |
| South Staffs Water Business (SSWB) | **1** | . 95 | . 95 | 2 | . 95 | . 95 | 2 | 1 | 4 95 | . | . 95 | . 95 | 4 |
| South West Water | **2** | 0 95 | 3 | 4 | 0 95 | 1 | 3 | 3 | 4 90 | 1 | 1 | 4 | 3 |
| South West Water Business | **1** | 1 | 1 | 2 | 0 95 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 0 |
| Southern Water | **2** | . 95 | 8 90 | 3 | 2 | . 95 | 4 | 6 95 | 4 | . | . 95 | 1 | 7 90 |
| Sutton & East Surrey Water | **0** | . | . | 0 | 0 | . | . | . | 3 95 | . | . | . | . |
| Thames Water | **2** | . 95 | . 95 | 0 90 | 1 | . 95 | 4 | 6 95 | 4 95 | . | . 95 | . 95 | 7 90 |
| Thames Water Commercial Services | **0** | . | . | 1 | 1 | . | . | 0 | 3 95 | . | . | . | . |
| The Water Retail Company | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United Utilities | **5** | . 95 | 10 | 15 95 | 0 95 | . 95 | 9 90 | 14 95 | 11 95 | . | . 95 | 6 | 12 95 |
| Veolia | **0** | . | . | . | 0 | . | . | . | 2 95 | . | . | . | . |
| Water 2 Business | **2** | 1 | 2 | 2 | 16 95 | 1 | 1 90 | 1 | 5 95 | 2 | . 95 | 1 | . 95 |
| Water Plus | **8** | 1 95 | 5 | 25 95 | 1 95 | 6 | 11 | 10 | 22 95 | . | 14 | 15 | 8 |
| Waterscan | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| Wessex Water | **4** | . 95 | 1 95 | 2 | 3 | 3 | 6 | 2 90 | 5 | 4 | 1 | 5 | 6 |
| Yorkshire Water | **6** | 1 95 | 5 | 3 | 4 | 5 | 8 | 8 | 5 | . | 12 | 14 90 | 3 |
| Yorkshire Water Business Services | **5** | 0 95 | 11 90 | . 95 | 0 95 | 7 | 1 95 | 6 | 4 | 8 | 5 | . 95 | 2 |
| Other | **6** | . 95 | . 95 | 1 95 | 0 95 | 13 | . 95 | 1 95 | 3 95 | 22 | . 95 | . 95 | . 95 |
| SSE Water | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| Three Sixty | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| Whitbread Group | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *±16* | *±9* | *±10* | *±13* | *±11* | *±6* | *±5* | *±6* | *±22* | *±16* | *±9* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **556** | 23 | 63 | 79 | 48 | 47 | 123 | 194 | 189 | 14 | 33 | 54 | 69 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***15*** | . | *1* | *3* | *2* | . | *3* | *3* | *9* | . | . | *2* | *1* |
| *Refused* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,178*** | *9* | *82* | *59* | *136* | *586* | *359* | *166* | *61* | *331* | *255* | *194* | *165* |

## A4BBTX - Which retailers currently prc

View verbatim text responses for this question

# A4CA - Which retailer currently provid

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Advanced Demand Side Management (ADSM) | **0** | . | . | . | 5 | . | . | . | . | . | . | . | . |
| Affinity Water | **1** | . | . | . | . | 1 | . | 4 | . | . | 4 | . | . |
| Anglian Water (Hartlepool Water) | **2** | . | . | . | 18 | 2 | . | 2 | . | 2 | 2 | . | . |
| Anglian Water Business | **2** | . | 20 | . | . | 0 | 12 95 | . | . | . | 2 | 9 | 15 |
| Bournemouth Water Business | **0** | . | . | . | . | 0 | . | . | . | . | 2 | . | . |
| Bristol Water | **0** | . | . | . | 1 | 0 | . | . | . | . | 1 | . | . |
| Business Stream | **10** | . | 9 | 6 | . | 10 | 12 | 6 | . | 11 | . 95 | . | 24 |
| Castle Water | **31** | . | 24 | 88 | 43 | 32 | 20 | 33 | 62 | 34 | 21 | 22 | 18 |
| Dee Valley Water | **1** | . | . | . | . | 2 | . | . | . | 2 | . | . | . |
| Northumbrian Water | **0** | . | . | . | . | 0 | . | . | . | 0 | . | . | . |
| NWG Business (Retail) | **0** | . | . | . | . | . | 1 | . | . | . | . | 2 | . |
| Portsmouth Water | **1** | . | . | . | . | 1 | . | . | . | . | 90 9 | . | . |
| Severn Trent Water | **7** | . | . | . | . | 8 | 1 95 | 3 | . | 7 | 12 | . | 3 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **2** | . | 9 | . | 15 | 2 | 2 | 24 95 | . | 2 | 3 | 2 | 2 |
| South East Water Choice (Invicta) | **1** | . | . | . | . | . | 6 90 | . | . | . | . | . | 11 |
| South West Water | **2** | . | 4 | . | 5 | 2 | . | 3 | . | 2 | 5 | . | . |
| South West Water Business | **0** | . | . | . | . | 0 | . | . | . | 0 | . | . | . |
| Southern Water | **2** | . | 4 | 3 | 1 | 1 | 10 95 | 3 | . | 1 | . 90 | 12 | 8 |
| Thames Water | **3** | . | . | . | . | 3 | . 90 | . 90 | . | 4 | . 90 | . | . |
| United Utilities | **4** | . | 22 | . | 1 | 4 | 3 | . 95 | . | 4 | . 95 | 2 | 4 |
| Water Plus | **2** | . | . | . | . | 1 | 13 95 | 2 | 19 | . | 5 | 26 | . |
| Wessex Water | **3** | . | . | 0 | . | 4 | 0 90 | 1 | 18 | 4 | 2 | . | 1 |
| Yorkshire Water | **0** | . | . | . | . | . | 2 | . | . | . | . | 4 | . |
| Other | **25** | . | 8 | 3 | 11 | 27 | 17 | 18 | 1 | 26 | 32 | 20 | 14 |
| *95% Confidence interval* | ***±8*** | *0* | *±24* | *±28* | *±27* | *±12* | *±14* | *±21* | *±48* | *±16* | *±18* | *±22* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **115** | . | 12 | 5 | 13 | 59 | 31 | 20 | 4 | 34 | 25 | 15 | 16 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***7*** | . | . | *1* | *1* | *3* | *3* | . | *1* | *2* | *1* | *3* | . |
| *Not asked* | ***1,628*** | *32* | *134* | *135* | *172* | *571* | *451* | *344* | *254* | *309* | *262* | *232* | *219* |

## A4CATX - Which retailer currently pro

View verbatim text responses for this question

# A4CB - Which retailers currently provi

| Response option | Overall | By Size of Organisation (Broad) | | | | | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | 0 | . | . | 0 | 1 | . | 1 | 0 | 1 90 | . | . | 1 | . |
| Affinity Water | 1 | . 90 | . 90 | . 90 | . 90 | . 90 | 1 | 1 | 2 95 | . | . 90 | . 90 | 1 |
| Albion | 0 | . | . | . | . | . | . | . | 0 | . | . | . | . |
| Anglian Water (Hartlepool Water) | 7 | . 95 | 3 95 | 15 95 | 38 95 | 11 | 5 | 3 95 | 14 95 | 12 | 10 | 1 95 | 8 |
| Anglian Water Business | 6 | 1 95 | 4 | 6 | 0 95 | 5 | 7 | 9 95 | 9 95 | . | 12 | 7 | 7 |
| Bournemouth Water Business | 0 | . | . | 0 | 0 | . | . | 1 95 | 1 | . | . | . | . |
| Bristol Water | 0 | . | . | . | 1 | 0 | 0 | . | 0 | . | 1 | . | 1 |
| Business Stream | 4 | 2 | 9 | 4 | 0 95 | . 95 | 12 95 | 4 | 9 95 | . | . 95 | 16 95 | 8 |
| Cambrian Utilities | 3 | . 95 | . 95 | . 95 | . 95 | 8 | . 95 | . 95 | 0 95 | . | 19 95 | . 95 | . 95 |
| Castle Water | 13 | 80 95 | 23 95 | 36 95 | 4 95 | 12 | 18 90 | 7 95 | 22 95 | 9 | 17 | 18 | 18 |
| Dee Valley Water | 0 | . | . | 0 | . | . | . | . | 1 95 | . | . | . | . |
| Dwr Cymru (Welsh water) | 0 | . | . | 0 | 0 | . | . | . | 1 95 | . | . | . | . |
| Everflow | 0 | . | . | 1 | . | . | 0 | 1 | . | . | . | 0 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Northumbrian Water | **2** | 0 95 | 3 | 1 | 0 95 | 1 | 2 | 3 | 6 95 | . | 3 | 1 | 3 |
| NWG Business (Retail) | **3** | 0 95 | 3 | 0 95 | 1 95 | 4 | 5 | 0 95 | 3 | 6 | 0 95 | 9 | 2 |
| Pennon Water Services (Source for Business) | **0** | . | . | . | . | . | 0 | 0 | . | . | . | . | 0 |
| Portsmouth Water | **0** | . | . | 0 | . | . | . | 1 95 | 1 | . | . | . | . |
| Scottish Water | **0** | . | . | 1 | . | 0 | . | . | 3 95 | . | 1 | . | . |
| Sembcorp Bournemouth Water | **0** | . | . | . | . | . | . | 0 | . | . | . | . | . |
| SES Business Water | **0** | . | . | . | 0 | . | . | . | 3 95 | . | . | . | . |
| Severn Trent Water | **23** | 9 95 | 9 95 | 4 95 | 28 | 23 | 13 95 | 16 95 | 13 95 | 32 | 10 95 | 12 95 | 13 95 |
| Source for Business (Pennon) | **0** | . | . | . | . | . | . | . | 0 | . | . | . | . |
| South East Water | **1** | 6 | 2 | 0 | . 90 | 0 | 1 | 1 | 2 | . | 1 | 2 | . 90 |
| South East Water Choice (Invicta) | **0** | . | 2 | . | 0 | . | . | 0 | 0 | . | . | . | . |
| South Staffordshire Water | **0** | . | . | 0 | . | . | . | . | 1 95 | . | . | . | . |
| South Staffs Water Business (SSWB) | **1** | . 90 | . 90 | . 90 | . 90 | . 90 | 2 | . 90 | 1 | . | . 90 | . 90 | 4 |
| South West Water | **2** | 0 95 | 3 | 4 | 0 95 | 1 | 3 | 4 | 3 | 1 | 0 | 4 | 3 |
| South West Water Business | **1** | 1 | 1 | 2 | 0 | 1 | 0 | 2 | 2 | 2 | . 95 | 0 | 0 |
| Southern Water | **2** | 1 | 6 | 3 | 1 | . 95 | 4 | 8 95 | 4 | . | . 95 | 1 | 6 |
| Sutton & East Surrey Water | **0** | . | . | 0 | 0 | . | . | . | 1 95 | . | . | . | . |
| Thames Water | **2** | . 95 | . 95 | 0 95 | 0 95 | . 95 | 4 | 6 95 | 4 90 | . | . 95 | . 95 | 6 90 |
| Thames Water Commercial Services | **0** | . | . | 1 | 1 | . | . | 0 | 3 95 | . | . | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Water Retail Company | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| United Utilities | **5** | . 95 | 10 | 15 95 | 0 95 | . 95 | 9 90 | 16 95 | 12 95 | . | . 95 | 6 | 12 90 |
| Veolia | **0** | . | . | . | 0 | . | . | . | 1 95 | . | . | . | . |
| Water 2 Business | **3** | 1 | . 95 | 1 | 16 95 | 1 | 3 | 2 | 6 95 | 2 | . 95 | 8 | . 95 |
| Water Plus | **6** | 1 95 | 5 | 13 95 | 1 95 | 3 | 9 | 7 | 21 95 | . | 8 | 10 | 8 |
| Waterscan | **0** | . | . | . | 0 | . | . | 0 | 0 | . | . | . | . |
| Wessex Water | **3** | . 95 | 3 | 5 | 2 | 0 95 | 6 95 | 3 | 6 95 | . | 1 | 6 | 7 |
| Yorkshire Water | **6** | 1 95 | 5 | 3 | 4 | 5 | 8 | 8 | 6 | . | 12 | 14 90 | 3 |
| Yorkshire Water Business Services | **2** | 0 | 11 95 | 0 95 | 0 95 | 2 | 1 | 6 95 | 5 95 | . | 5 | . 95 | 2 |
| Other | **12** | . 95 | 4 95 | 1 95 | 2 95 | 23 95 | 2 95 | 4 95 | 4 95 | 35 | 6 | 0 95 | 3 95 |
| SSE Water | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| Three Sixty | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| Whitbread Group | **0** | . | . | . | 0 | . | . | . | 0 | . | . | . | . |
| *95% Confidence interval* | ***±4*** | *±16* | *±10* | *±11* | *±14* | *±12* | *±7* | *±5* | *±6* | *±25* | *±14* | *±11* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **545** | 23 | 62 | 77 | 47 | 46 | 121 | 188 | 187 | 14 | 32 | 51 | 70 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *.* | *2* | *5* | *3* | *.* | *6* | *9* | *11* | *.* | *.* | *5* | *1* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,177*** | *9* | *82* | *59* | *136* | *586* | *358* | *166* | *61* | *331* | *255* | *194* | *164* |

# A4CBTX - Which retailers currently prc

View verbatim text responses for this question

# A1a - Does your organisation operate

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **1** | 7 | . | . 95 95 | 0 95 95 | . 95 95 | 8 | 0 95 95 | . 95 95 | 5 90 | 15 90 | . | 0 |
| No | **99** | 93 | 100 | 100 | 100 | 100 | 92 | 100 | 100 | 95 90 | 85 90 | 100 | 100 |
| *95% Confidence interval* | ***±1*** | *±10* | *0* | *0* | *±0* | *0* | *±15* | *±0* | *0* | *±5* | *±14* | *0* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **750** | 25 | 14 | 27 | 405 | 21 | 14 | 451 | 96 | 76 | 23 | 14 | 593 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,000*** | *184* | *141* | *232* | *275* | *93* | *79* | *215* | *129* | *221* | *156* | *102* | *772* |

# A1b - Just to clarify, so your organisati

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| There are other main business premises other than my/someone else's home | **100** | 100 | . | . | 100 | . | 100 | 100 | . | 100 | 100 | . | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | 1 | . | . | 1 | . | 1 | 1 | . | 2 | 1 | . | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,744*** | *208* | *155* | *259* | *679* | *114* | *92* | *665* | *225* | *295* | *178* | *116* | *1360* |

# A2 - Can I check whether your organisa

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Organisation makes own decisions about utilities | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 209 | 155 | 259 | 680 | 114 | 93 | 666 | 225 | 297 | 179 | 116 | 1,365 |

# A3A - How many premises does your c

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **92** | **50** 95 | **34** 95 | **11** 95 | **95** 95 | **85** 95 | **78** 95 | **96** 95 | **85** 95 | **83** 95 | **45** 95 | **25** 95 | **91** 90 |
| 2 | **5** | **22** 95 | **13** 95 | 5 | 4 | 4 | **2** 95 | **3** 95 | 4 | 7 | **17** 95 | 5 | **5** 95 |
| 3 - 9 | **3** | **25** 95 | **40** 95 | **35** 95 | **1** 95 | **8** 95 | **10** 95 | **1** 95 | **10** 95 | **7** 95 | **22** 95 | **17** 95 | 3 |
| 10+ | **1** | **3** 95 | **13** 95 | **49** 95 | **0** 95 | **3** 90 | **11** 95 | **0** 95 | 0 | **3** 95 | **15** 95 | **54** 95 | 1 |
| *95% Confidence interval* | ***±1*** | *±7* | *±8* | *±6* | *±2* | *±7* | *±9* | *±1* | *±5* | *±4* | *±7* | *±9* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,737** | 208 | 153 | 250 | 679 | 114 | 92 | 665 | 225 | 297 | 178 | 112 | 1,357 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *1* | *2* | *9* | *1* | *.* | *1* | *1* | *.* | *.* | *1* | *4* | *8* |

# A3B - And for how many of these pren

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1-2 | **62** | 60 | **44** 95 | **22** 95 | **74** 95 | **48** 95 | **9** 95 | **82** 95 | **34** 95 | **49** 95 | **34** 95 | **14** 95 | **66** 95 |
| 3-9 | **30** | 36 | **38** 90 | **20** 95 | 24 | 35 | **15** 95 | **18** 95 | **65** 95 | 33 | 30 | **8** 95 | 29 |
| 10+ | **8** | **5** 90 | **18** 95 | **57** 95 | **1** 95 | **17** 95 | **76** 95 | **0** 95 | **1** 95 | **18** 95 | **35** 95 | **78** 95 | **5** 95 |
| *95% Confidence interval* | ***±4*** | *±10* | *±10* | *±7* | *±8* | *±12* | *±10* | *±8* | *±12* | *±9* | *±9* | *±8* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **583** | 97 | 98 | 214 | 115 | 65 | 68 | 79 | 58 | 125 | 110 | 95 | 430 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,165*** | *110* | *57* | *45* | *565* | *49* | *25* | *586* | *167* | *172* | *68* | *21* | *933* |
| *Don't know* | ***2*** | *2* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *2* |

# A3W - Considering your premises in th

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **99** | . | . | 100 | . | . | . | . | . | . | 100 | 99 | 99 |
| No | **1** | 100 | . | 0 | . | . | . | . | . | . | . | 1 | 1 |
| *95% Confidence interval* | ***±3*** | *0* | *0* | *±3* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **29** | 1 | . | 26 | . | . | . | . | . | . | 2 | 25 | 24 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,720*** | *208* | *155* | *232* | *680* | *114* | *93* | *666* | *225* | *297* | *177* | *90* | *1340* |

# A3C - Does your organisation receive t

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - receive both from the same company | **89** | 85 | 83 | 86 | 90 | 86 | 33 95 | 90 | 83 95 | 89 | 90 | 53 | 90 90 |
| No - they are supplied by different companies | **11** | 15 | 17 | 14 | 10 | 14 | 67 95 | 10 | 17 95 | 11 | 10 | 47 | 10 90 |
| *95% Confidence interval* | ***±2*** | *±7* | *±10* | *±11* | *±3* | *±10* | *±19* | *±2* | *±6* | *±5* | *±7* | *±24* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,144** | 108 | 53 | 36 | 560 | 48 | 24 | 583 | 167 | 172 | 66 | 17 | 920 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *1* | *2* | *.* | *4* | *1* | *.* | *2* | *.* | *.* | *1* | *.* | *5* |
| *Not asked* | ***598*** | *100* | *100* | *223* | *116* | *65* | *69* | *81* | *58* | *125* | *112* | *99* | *440* |

# A4A - Which retailer currently provide

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | . | . | . | . | . | . | . | 1 | 0 | . | . | 0 |
| Affinity Water | **4** | . 95 | . 95 | . 95 | 1 95 | 8 | . | 3 | 15 95 | 2 90 | . 95 | . | 1 95 |
| Anglian Water (Hartlepool Water) | **5** | 7 | 4 | 2 | 4 | 7 | . | 4 | 7 | 5 | 2 | . | 6 95 |
| Anglian Water Business | **6** | . 95 | 13 | 7 | 7 | 3 | . | 5 90 | 9 | 3 95 | 1 95 | . | 8 95 |
| Bournemouth Water Business | **0** | . | 2 | . | . | . | . | . | . | 2 90 | . | . | 0 |
| Bristol Water | **0** | 0 | 0 | . 90 | 0 | 1 | 2 | 0 | 0 | 0 | 1 | . | 0 |
| Business Stream | **3** | 5 | 8 | 7 | 3 | 3 | 5 | 3 | 0 95 | 5 | 3 | . | 3 |
| Castle Water | **17** | 8 95 | 11 | 40 95 | 17 | 3 95 | 31 | 19 | 6 95 | 24 95 | 25 | . | 13 95 |
| Clear Business Water | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| Dwr Cymru (Welsh water) | **0** | . | . | 8 | . | . | . | . | . | . | 0 | 22 | 0 |
| Everflow | **0** | . | . | . | 0 | 0 | . | 0 | 0 | . | 1 | . | 0 |
| Northumbrian Water | **2** | 5 | 3 | 3 | 2 | 1 | 4 | 2 | 4 | 0 95 | 1 | 14 | 1 95 |
| NWG Business (Retail) | **2** | 3 | 1 | . 95 | 2 | 0 | . | 2 | 1 | 4 | 1 | . | 2 95 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pennon Water Services (Source for Business) | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| Scottish Water | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| SES Business Water | **0** | . | . | 3 | . | 0 | . | . | . | . | 0 | . | . |
| Severn Trent Water | **12** | 4 95 | 6 90 | 6 | 13 | 0 95 | . | 11 | 14 | 10 | 8 | . | 14 95 |
| Source for Business (Pennon) | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| South East Water | **1** | . 95 | . 95 | . 95 | 0 95 | . 95 | . | 0 95 | 11 95 | . 95 | . 95 | . | 0 95 |
| South East Water Choice (Invicta) | **1** | 1 | . 95 | . 95 | 1 90 | . 95 | 3 | 1 | . 95 | . 95 | 1 | . | 0 95 |
| South Staffordshire Water | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| South Staffs Water Business (SSWB) | **0** | 2 | . 95 | . 95 | 1 | . 95 | . | 1 | 0 | 0 | . 95 | . | 1 |
| South West Water | **2** | 5 | 0 95 | . 95 | 2 | 1 | 1 | 2 | 3 | 2 | 8 90 | . | 2 |
| South West Water Business | **1** | 1 | 1 | 2 | 2 | . 95 | . | 1 | 2 | 1 | 3 | . | 1 |
| Southern Water | **4** | 6 | . 95 | . 95 | 3 90 | . 95 | . | 4 | 3 | 1 95 | 2 | . | 4 |
| Thames Water | **6** | 7 | 7 | . 95 | 5 | . 95 | . | 7 | 8 | 1 95 | . 95 | . | 7 95 |
| Thames Water Commercial Services | **0** | . 90 | . 90 | . 90 | 0 | . 90 | . | 0 | . 90 | . 90 | . 90 | . | 0 |
| United Utilities | **7** | 15 95 | 10 | . 95 | 9 95 | 0 95 | 12 | 8 90 | 2 95 | 4 95 | 5 | 59 | 7 |
| Veolia | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| Water 2 Business | **1** | 2 | . 95 | 2 | 1 | 1 | . | 1 | 1 | 2 | 0 | . | 1 |
| Water Plus | **9** | 14 | 12 | 6 | 9 | 56 95 | 9 | 8 | 3 95 | 27 95 | 14 | . | 10 95 |
| Wessex Water | **4** | 2 | 4 | . 95 | 3 | 0 95 | 19 | 5 | 1 95 | 1 95 | 11 90 | . | 5 95 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yorkshire Water | **8** | 8 | 5 | 14 | 9 | 4 | 1 | 10 [90] | 5 | 2 [95] | 3 [95] | 3 | 10 [95] |
| Yorkshire Water Business Services | **1** | 3 | 13 [95] | 2 | 1 | 8 | 14 | 1 | 2 | 1 | 9 [95] | 3 | 2 [95] |
| Other | **0** | . | . | . | 0 | 4 | . | 0 | 0 | 3 [95] | . | . | 0 |
| SSE Water | **0** | . | . | . | . | . | . | . | . | 0 | . | . | 0 |
| Whitbread Group | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| *95% Confidence interval* | ***±2*** | *±7* | *±10* | *±18* | *±3* | *±15* | *±21* | *±3* | *±6* | *±7* | *±11* | *±28* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **997** | 96 | 47 | 29 | 497 | 40 | 18 | 514 | 142 | 152 | 60 | 12 | 814 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***32*** | *2* | *.* | *1* | *15* | *.* | *.* | *16* | *3* | *2* | *.* | *.* | *23* |
| *Refused* | ***2*** | *.* | *.* | *1* | *.* | *1* | *.* | *1* | *.* | *.* | *1* | *.* | *1* |
| *Not asked* | ***719*** | *111* | *108* | *228* | *168* | *73* | *75* | *135* | *80* | *143* | *118* | *104* | *527* |

# A4ATX - Which retailer currently provi

View verbatim text responses for this question

# A4BA - Which retailer currently provid

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **3** | . | . | . | 5 | . | . | 4 | . (90) | . | . | . | 4 (95) |
| Affinity Water | **4** | 20 | 24 | . | 5 | 6 | . | 6 | 0 (90) | 2 | 30 | . | 5 (95) |
| Anglian Water (Hartlepool Water) | **2** | . | . | . | 3 | . | . | 0 | . | 18 | . | . | 2 (90) |
| Anglian Water Business | **5** | . | . | . | 3 | 21 | . | 2 | 3 | . | . | . | 2 |
| Bournemouth Water Business | **3** | . | . | 16 | 1 | . | . | 4 | . (90) | 0 | . | . | 4 (95) |
| Bristol Water | **4** | 1 | . | . | 6 | 41 | . | 5 | 6 | . | . | . | 6 (95) |
| Business Stream | **0** | 5 | 9 | . | 0 | . | . | 0 | 0 | 1 | 13 | . | 0 |
| Castle Water | **18** | 27 | 31 | . | 10 (95) | 2 | 2 | 17 | 36 (90) | 12 | 14 | . | 6 (95) |
| Dwr Cymru (Welsh water) | **2** | . | . | 1 | 2 | 10 | . | 2 | . | . | . | 64 | 2 (90) |
| NWG Business (Retail) | **2** | . | 26 | 56 | 1 | . | . | 2 | . | 2 | . | 15 | 1 |
| Portsmouth Water | **1** | . | . | . | . | . | . | . | 4 | . | . | . | 1 |
| SES Business Water | **3** | . | . | . | 5 | . | . | 4 | . (90) | . | . | . | 3 |
| Severn Trent Water | **2** | 19 | . | . | 3 | . | . | 3 | . | . | . | . | 0 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **7** | . | 9 | . | . 95 | . | . | 6 | 20 90 | 4 | 13 | . | 4 |
| South East Water Choice (Invicta) | **1** | . | . | . | 0 | . | . | 1 | 1 | . | . | . | 0 |
| South Staffordshire Water | **11** | . | . | . | 21 95 | . | . | 16 | . 95 | . | . | . | 17 95 |
| South Staffs Water Business (SSWB) | **2** | 4 | . | . | 4 | . | 1 | . | . | 1 | . | . | 3 95 |
| South West Water | **2** | . | . | . | 0 | . | . | 0 | 10 | . | . | . | 3 95 |
| South West Water Business | **2** | . | . | . | 3 | . | . | 3 | 1 | . | . | . | 3 |
| Southern Water | **6** | 5 | . | 10 | 3 | . | . | 6 | 4 | 7 | . | . | 6 |
| Sutton & East Surrey Water | **0** | 12 | . | 17 | . | . | 0 | . | . | 2 | . | 5 | 0 |
| Thames Water | **4** | . | . | . | 6 | 20 | . | 5 | 3 | . | . | . | 2 |
| United Utilities | **3** | . | . | . | . 90 | . | 96 | . 90 | . 90 | 38 | 30 | . | 4 95 |
| Water 2 Business | **1** | . | . | . | . | . | . | 1 | . | 1 | . | . | 0 |
| Water Plus | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Wessex Water | **1** | 3 | . | . | 2 | . | . | 1 | 3 | . | . | . | 2 90 |
| Yorkshire Water | **3** | . | . | . | 3 | . | . | 2 | 3 | 14 | . | . | 3 |
| Yorkshire Water Business Services | **0** | 4 | . | . | . | . | 1 | . | . | . | . | 16 | . |
| Other | **8** | . | . | . | 13 | . | . | 8 | 5 | . | . | . | 12 95 |
| *95% Confidence interval* | ***±7*** | *±25* | *±32* | *±44* | *±11* | *±34* | *±16* | *±10* | *±21* | *±22* | *±37* | *±42* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **117** | 12 | 8 | 5 | 49 | 8 | 6 | 51 | 21 | 19 | 6 | 5 | 84 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *3* | . | . | *3* | *1* | . | . | . | *4* |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Not asked* | ***1,628*** | *197* | *147* | *254* | *628* | *106* | *87* | *612* | *203* | *278* | *173* | *111* | *1277* |

# A4BATX - Which retailer currently pro

View verbatim text responses for this question

# A4BB - Which retailers currently provi

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **1** | 0 | . 95 | 1 | 1 | . 95 | 1 | 1 | 1 | . 95 | 1 | 2 | 1 |
| Affinity Water | **2** | . 95 | 8 95 | 5 95 | 2 | 11 95 | 12 95 | 2 | . 95 | . 95 | 2 | 6 90 | 2 |
| Anglian Water (Hartlepool Water) | **6** | 3 | 4 | 14 95 | 4 | 1 95 | 34 95 | 3 | 10 | 1 95 | 10 90 | 12 95 | 6 |
| Anglian Water Business | **6** | 8 | 8 | 9 90 | 8 | 9 | 6 | 7 | 2 95 | 8 | 7 | 11 | 7 |
| Bournemouth Water Business | **0** | . | 1 | 1 | 0 | . | 0 | . | 0 | 1 | 1 | 1 | 0 |
| Bristol Water | **1** | 1 | 0 90 | 1 | 0 95 | 0 | 1 | . 95 | 1 | 0 95 | 22 95 | 2 | 2 |
| Business Stream | **4** | 4 | 4 | 8 95 | 1 95 | 11 95 | 9 90 | 4 | 1 95 | 9 95 | 8 95 | 14 95 | 4 |
| Cambrian Utilities | **0** | . | . | 0 | . | . | . | . | . | . | . | 1 | 0 |
| Castle Water | **14** | 11 | 5 95 | 18 90 | 15 | 13 | 9 | 23 95 | 9 | 7 95 | 7 95 | 34 95 | 9 95 |
| Dee Valley Water | **0** | . | . | 1 95 | . | . | 2 | . | . | . | 0 | 1 | 0 |
| Dwr Cymru (Welsh water) | **0** | 0 | . | 1 95 | . | . | . | . | . | . | 1 | 1 | 0 |
| Everflow | **0** | . | 1 | . | . | . | . | 0 | . | 1 | . | . | 0 |
| Northumbrian Water | **2** | 1 | 4 | 7 95 | 3 | 4 | 11 95 | 2 | 1 | 6 95 | 1 95 | 13 95 | 3 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NWG Business (Retail) | **4** | 1 95 | 0 95 | 5 | 6 | 2 | 1 90 | 5 | 0 95 | 11 95 | 1 95 | 3 | 4 |
| Pennon Water Services (Source for Business) | **0** | . | 0 | . | . | 1 | 1 | 0 | . | . | 0 | . | 0 |
| Portsmouth Water | **0** | . | 3 | 2 90 | 0 | 1 | . | . | . | 1 | . | 2 | 0 |
| Regent Utilities | **0** | . | . | 0 | . | . | . | . | . | . | . | 1 | 0 |
| Scottish Water | **0** | . | . | 3 95 | 1 | 2 | . | 1 | . | . | 0 | 6 95 | 0 |
| Sembcorp Bournemouth Water | **0** | 1 | 0 | 1 | 0 | 0 | . | . | 0 | 0 | . | 1 | 0 |
| SES Business Water | **2** | . 95 | . 95 | 4 95 | 4 | . 95 | . 95 | 5 | . 95 | . 95 | 1 | . 95 | 2 90 |
| Severn Trent Water | **16** | 18 | 11 90 | 14 | 8 95 | 13 | 11 | 8 95 | 5 95 | 11 90 | 8 95 | 12 | 18 95 |
| South East Water | **1** | . 95 | 4 | 6 95 | 2 | 1 | 9 95 | 1 | 1 | 2 | 0 95 | 12 95 | 1 |
| South East Water Choice (Invicta) | **0** | 1 | . | 0 | 0 | 2 | . | 1 | 0 | 0 | . | . | 0 |
| South Staffordshire Water | **6** | . 95 | . 95 | 2 95 | . 95 | 0 95 | . 95 | . 95 | 30 95 | . 95 | . 95 | 3 90 | 8 95 |
| South Staffs Water Business (SSWB) | **1** | 2 | 0 | 4 95 | . 95 | 4 | 7 95 | . 95 | . 95 | 0 | 1 | 7 95 | 1 |
| South West Water | **2** | 2 | 5 | 4 90 | 2 | 6 | 14 95 | 2 | 2 | 4 | 6 90 | 6 90 | 2 |
| South West Water Business | **1** | 1 | 2 | 2 | 3 | 2 | 4 | 3 | 0 90 | 1 | 5 95 | 3 | 2 |
| Southern Water | **2** | 9 95 | 4 | 4 | 3 | 3 | 8 90 | 2 | . 95 | 7 95 | 4 | 3 | 2 |
| Sutton & East Surrey Water | **0** | . | . | 3 95 | . | 0 | 5 95 | . | . | . | 0 | 6 95 | 0 |
| Thames Water | **2** | 7 95 | 4 | 4 95 | 2 | 1 | 0 95 | . 95 | 5 | 3 | 4 | 3 | 1 95 |
| Thames Water Commercial Services | **0** | 1 | . | 3 95 | 0 | 3 | . | 0 | . | . | 0 | 6 95 | 0 |
| The Water Retail Company | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United Utilities | **5** | 14 95 | 14 95 | 11 95 | 1 95 | 4 | 5 | 2 90 | 1 95 | 11 95 | 15 95 | 10 | 6 |
| Veolia | **0** | . | . | 2 95 | . | 1 | . | . | . | . | 0 | 1 | 0 |
| Water 2 Business | **2** | 2 | 0 95 | 5 95 | 2 | 3 | 5 | 2 | 1 | 0 95 | 2 | 11 95 | 1 |
| Water Plus | **8** | 8 | 12 | 22 95 | 4 95 | 11 | 24 95 | 4 90 | 5 | 26 95 | 12 | 21 95 | 5 95 |
| Waterscan | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| Wessex Water | **4** | 1 95 | 3 | 5 | 0 95 | 3 | 2 | 3 | 3 | 1 95 | 24 95 | 9 95 | 4 90 |
| Yorkshire Water | **6** | 7 | 8 | 5 | 7 | 3 | 6 | 9 | 1 95 | 13 95 | 3 90 | 9 | 7 |
| Yorkshire Water Business Services | **5** | 9 | 4 | 4 | 9 95 | 9 | 7 | 3 | 13 95 | 3 | 3 | 5 | 4 |
| Other | **6** | 3 95 | 0 95 | 3 95 | 16 95 | 1 95 | 3 90 | 11 | 12 | 0 95 | 0 95 | 6 | 8 95 |
| SSE Water | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| Three Sixty | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| Whitbread Group | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| *95% Confidence interval* | ***±3*** | *±8* | *±7* | *±6* | *±7* | *±8* | *±11* | *±9* | *±12* | *±8* | *±8* | *±10* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **556** | 97 | 97 | 189 | 115 | 62 | 68 | 81 | 56 | 124 | 108 | 82 | 414 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***15*** | *3* | *.* | *9* | *2* | *3* | *.* | *1* | *2* | *2* | *2* | *.* | *9* |
| *Refused* | ***1*** | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,178*** | *109* | *57* | *61* | *563* | *49* | *25* | *584* | *167* | *171* | *69* | *34* | *942* |

## A4BBTX - Which retailers currently prc

View verbatim text responses for this question

# A4CA - Which retailer currently provid

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Advanced Demand Side Management (ADSM) | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Affinity Water | **1** | . | 12 | . | . | . | . | . | . | 1 | . | . | 0 |
| Anglian Water (Hartlepool Water) | **2** | 3 | . | . | 4 | 1 | . | 0 | 0 | 18 | . | . | 3 95 |
| Anglian Water Business | **2** | . | . | . | 3 | . | . | 0 | 5 | . | . | . | 2 |
| Bournemouth Water Business | **0** | . | . | . | . | . | . | . | . | . | . | . | 0 |
| Bristol Water | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| Business Stream | **10** | 5 | 9 | . | 11 | 2 | 2 | 2 95 | 39 95 | 12 | 13 | . | 9 |
| Castle Water | **31** | 24 | 51 | 62 | 20 95 | 3 | . | 42 95 | 21 | 5 | 17 | 15 | 22 95 |
| Dee Valley Water | **1** | . | . | . | 3 | . | . | 2 | . | . | . | . | 2 95 |
| Northumbrian Water | **0** | . | . | . | 1 | . | . | 0 | . | . | . | . | . |
| NWG Business (Retail) | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| Portsmouth Water | **1** | . | . | . | 2 | . | . | 2 | . | . | . | . | 2 90 |
| Severn Trent Water | **7** | 4 | . | . | 14 95 | . | 1 | 7 | . 95 | 1 | . | 64 | 11 95 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **2** | 32 | 9 | . | 3 | . | . | 3 | . | 2 | 13 | . | 3 |
| South East Water Choice (Invicta) | **1** | . | . | . | 1 | . | . | 1 | . | . | . | . | . |
| South West Water | **2** | . | 9 | . | . | . | . | 2 | . | . | 13 | . | 2 |
| South West Water Business | **0** | . | . | . | 1 | . | . | 1 | . | . | . | . | 1 |
| Southern Water | **2** | 5 | . | . | 0 | . | . | 3 | 0 | 6 | . | . | 3 |
| Thames Water | **3** | . | . | . | 5 | . | . | 4 | . 90 | . | . | . | . 90 |
| United Utilities | **4** | . | . | . | 7 | 10 | 4 | 6 | . 95 | . | 30 | . | 95 6 |
| Water Plus | **2** | 4 | . | 19 | 3 | . | 1 | 1 | 3 | . | . | 21 | 2 |
| Wessex Water | **3** | 1 | . | 18 | 1 | . | . | 5 | . 95 | 0 | . | . | 95 5 |
| Yorkshire Water | **0** | . | . | . | 1 | . | . | 0 | . | . | . | . | 0 |
| Other | **25** | 22 | 10 | 1 | 20 | 84 | 92 | 16 95 | 32 | 56 | 14 | 0 | 27 |
| *95% Confidence interval* | ***±8*** | *±26* | *±35* | *±48* | *±12* | *±26* | *±22* | *±14* | *±21* | *±22* | *±37* | *±42* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **115** | 12 | 8 | 4 | 47 | 8 | 6 | 50 | 21 | 19 | 6 | 5 | 81 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***7*** | . | . | *1* | *5* | . | . | *4* | *1* | . | . | . | *7* |
| *Not asked* | ***1,628*** | *197* | *147* | *254* | *628* | *106* | *87* | *612* | *203* | *278* | *173* | *111* | *1277* |

## A4CATX - Which retailer currently pro

View verbatim text responses for this question

# A4CB - Which retailers currently provi

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | 0 | . | 1 (90) | 0 | . | 1 | 0 | . | . | 1 | 2 | 0 |
| Affinity Water | **1** | 1 | 2 | 2 (95) | . (90) | 3 | 5 (95) | 0 | . (90) | 0 | . (90) | 6 (95) | 0 |
| Albion | **0** | . | . | 0 | . | 1 | . | . | . | . | . | 1 | 0 |
| Anglian Water (Hartlepool Water) | **7** | 3 (95) | 3 (95) | 14 (95) | 7 | 2 (95) | 16 (95) | 8 | 8 | 8 | 4 (95) | 14 (90) | 8 |
| Anglian Water Business | **6** | 10 (90) | 7 | 9 (95) | 8 | 5 | 8 | 7 | 2 (90) | 5 | 8 | 8 | 6 |
| Bournemouth Water Business | **0** | 2 | . | 1 | . | 5 (90) | 0 | . | 0 | . | 3 (95) | 0 | 0 |
| Bristol Water | **0** | . | . | 0 | 0 | . | 1 | 0 | 0 | . | . | 1 | 0 |
| Business Stream | **4** | 5 | 3 | 9 (95) | 2 | 10 | 9 | 4 | 2 | 12 (95) | 6 | 14 (95) | 4 |
| Cambrian Utilities | **3** | . (95) | . (95) | 0 (95) | . (95) | . (95) | . (95) | 10 (95) | . (95) | . (95) | . (95) | 1 (95) | 4 (95) |
| Castle Water | **13** | 7 (95) | 7 (95) | 22 (95) | 18 (90) | 12 | 19 | 17 | 8 | 7 (95) | 10 | 35 (95) | 5 (95) |
| Dee Valley Water | **0** | . | . | 1 (95) | . | . | 2 | . | . | . | 0 | 1 | 0 |
| Dwr Cymru (Welsh water) | **0** | . | . | 1 (95) | . | . | . | . | . | . | 1 | 1 | 0 |
| Everflow | **0** | . | 1 | . | . | . | . | 0 | . | 1 | . | . | 0 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Northumbrian Water | **2** | 1 | 4 | 6 95 | 3 | 4 | 10 95 | 2 | 1 | 6 95 | 1 95 | 11 95 | 3 |
| NWG Business (Retail) | **3** | 1 95 | 0 95 | 3 | 6 | 2 | 2 | 5 | 0 95 | 8 95 | 0 95 | 3 | 4 |
| Pennon Water Services (Source for Business) | **0** | . | 0 | . | . | 1 | 1 | 0 | . | . | 0 | . | 0 |
| Portsmouth Water | **0** | 2 | . | 1 | 0 | . | . | . | 1 | . | . | 1 | 0 |
| Scottish Water | **0** | . | . | 3 95 | 1 | 2 | 0 | 1 | . | . | 0 | 5 95 | 0 |
| Sembcorp Bournemouth Water | **0** | . | 1 | . | . | . | . | . | . | 0 | 1 | . | 0 |
| SES Business Water | **0** | . | . | 3 95 | . | . | . | . | . | . | . | . | 0 |
| Severn Trent Water | **23** | 20 | 12 95 | 13 95 | 8 95 | 16 | 10 95 | 8 95 | 36 95 | 12 95 | 7 95 | 16 90 | 26 95 |
| Source for Business (Pennon) | **0** | . | . | 0 | . | . | . | . | . | . | . | 1 | 0 |
| South East Water | **1** | 1 | 2 | 2 | 1 | 0 | . 90 | 1 | . 90 | 1 | 0 | 2 | 1 |
| South East Water Choice (Invicta) | **0** | 1 | . | 0 | . | 2 | . | . | . | 0 | . | . | 0 |
| South Staffordshire Water | **0** | . | . | 1 95 | . | . | . | . | . | . | . | 1 | 0 |
| South Staffs Water Business (SSWB) | **1** | . 90 | . 90 | 1 | . 90 | . 90 | 2 | . 90 | . 90 | . 90 | . 90 | 2 | 1 |
| South West Water | **2** | 2 | 5 90 | 3 | 2 | 2 | 13 95 | 2 | 2 | 3 | 6 95 | 4 | 2 |
| South West Water Business | **1** | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 0 | 1 | 4 95 | 3 | 1 |
| Southern Water | **2** | 8 95 | 7 95 | 4 | 3 | 3 | 8 90 | 2 | . 95 | 7 95 | 4 | 2 | 3 |
| Sutton & East Surrey Water | **0** | . | . | 1 95 | . | 0 | . | . | . | . | 0 | 1 | 0 |
| Thames Water | **2** | 7 95 | 5 | 4 90 | 2 | 0 95 | 0 95 | . 95 | 5 | 2 | 4 | 2 | 1 95 |
| Thames Water Commercial Services | **0** | 1 | . | 3 95 | 0 | 4 | . | 0 | . | . | 0 | 6 95 | 0 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Water Retail Company | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| United Utilities | **5** | 18 95 | 14 95 | 12 95 | 1 95 | 5 | 5 | 2 90 | 1 95 | 12 95 | 15 95 | 10 | 6 |
| Veolia | **0** | . | . | 1 95 | . | 0 | . | . | . | . | 0 | . | 0 |
| Water 2 Business | **3** | 3 | 0 95 | 6 95 | 2 | 4 | 11 95 | 2 | 1 | 5 | 3 | 9 95 | 3 |
| Water Plus | **6** | 3 90 | 12 95 | 21 95 | 5 | 12 | 24 95 | 5 | 5 | 14 95 | 11 90 | 19 95 | 4 95 |
| Waterscan | **0** | 1 | . | 0 | . | 2 | . | . | . | 0 | 0 | . | 0 |
| Wessex Water | **3** | 3 | 3 | 6 95 | 1 90 | 3 | 2 | 3 | 4 | 2 | 4 | 11 95 | 3 |
| Yorkshire Water | **6** | 8 | 9 | 6 | 6 | 3 | 8 | 9 | 2 95 | 13 95 | 3 90 | 11 90 | 7 |
| Yorkshire Water Business Services | **2** | 8 95 | 4 | 5 95 | 3 | 11 95 | 7 90 | 3 | 3 | 3 | 3 | 5 | 2 90 |
| Other | **12** | 4 95 | 4 95 | 4 95 | 23 95 | 15 | 16 | 12 | 23 95 | 5 95 | 30 95 | 5 95 | 14 95 |
| SSE Water | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| Three Sixty | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| Whitbread Group | **0** | . | . | 0 | . | 0 | . | . | . | . | 0 | . | . |
| *95% Confidence interval* | ***±4*** | *±8* | *±7* | *±6* | *±8* | *±9* | *±10* | *±8* | *±13* | *±6* | *±9* | *±10* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **545** | 94 | 94 | 187 | 113 | 59 | 68 | 81 | 53 | 123 | 107 | 82 | 405 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *6* | *3* | *11* | *5* | *5* | *.* | *2* | *5* | *2* | *3* | *.* | *17* |
| *Refused* | ***2*** | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *1* |
| *Not asked* | ***1,177*** | *109* | *57* | *61* | *562* | *49* | *25* | *583* | *167* | *171* | *69* | *34* | *942* |

# A4CBTX - Which retailers currently prc

View verbatim text responses for this question

# A1a - Does your organisation operate

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **1** | 1 | 1 | . 95 95 | . 95 95 | . 95 95 | 4 | 0 | **2** 90 | **0** 90 90 | . 95 95 | 1 | 1 |
| No | **99** | 99 | 99 | **100** | **100** | **100** | 96 | 100 | **98** 90 | **100** | **100** | 99 | 99 |
| *95% Confidence interval* | ***±1*** | *±2* | *±1* | *0* | *0* | *0* | *±5* | *±0* | *±2* | *±0* | *0* | *±1* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **750** | 151 | 622 | 51 | 54 | 22 | 54 | 663 | 194 | 364 | 27 | 720 | 565 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,000*** | *215* | *530* | *134* | *170* | *154* | *145* | *767* | *10* | *57* | *232* | *762* | *68* |

# A1b - Just to clarify, so your organisati

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| There are other main business premises other than my/someone else's home | **100** | 100 | 100 | . | . | . | 100 | 100 | 100 | 100 | . | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | 1 | 6 | . | . | . | 2 | 3 | 2 | 3 | . | 6 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,744*** | *365* | *1146* | *185* | *224* | *176* | *197* | *1427* | *202* | *418* | *259* | *1476* | *628* |

# A2 - Can I check whether your organisa

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Organisation makes own decisions about utilities | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 366 | 1,152 | 185 | 224 | 176 | 199 | 1,430 | 204 | 421 | 259 | 1,482 | 633 |

# A3A - How many premises does your c

| Response option | Overall | erall with your n water e water r(s) | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size of Organisation (Grouped2) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **92** | 93 | 91 | **92** 90 | **96** 95 | **96** 95 | **11** 95 | **93** 95 | **96** 95 | **74** 95 | **11** 95 |
| 2 | **5** | **2** 95 | 5 | 4 | 3 | **2** 95 | 5 | **4** 90 | **2** 95 | **14** 95 | 5 |
| 3 - 9 | **3** | 3 | 3 | 3 | **1** 95 | 2 | **35** 95 | 3 | **2** 95 | **10** 95 | **35** 95 |
| 10+ | **1** | 1 | 1 | 1 | **0** 95 | **0** 95 | **49** 95 | **0** 90 | **0** 95 | **2** 95 | **49** 95 |
| *95% Confidence interval* | ***±1*** | *±3* | *±4* | *±1* | *±3* | *±2* | *±6* | *±1* | *±2* | *±3* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,737** | 362 | 195 | 1,423 | 204 | 421 | 250 | 1,479 | 633 | 846 | 250 |
| ***Invalid responses*** | | | | | | | | | | | |
| *Don't know* | ***13*** | *4* | *4* | *7* | *.* | *.* | *9* | *3* | *.* | *3* | *9* |

# A3B - And for how many of these pren

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1-2 | **62** | **41** 95 | . | **100** 95 | **11** 95 | **16** 95 | 63 | 61 | 83 | 51 | **22** 95 | 61 | 60 |
| 3-9 | **30** | **36** 90 | . | **.** 95 | **85** 95 | **6** 95 | **20** 95 | **32** 90 | 17 | **45** 90 | **20** 95 | **33** 95 | 37 |
| 10+ | **8** | **22** 95 | . | **.** 95 | **4** 95 | **78** 95 | **16** 95 | 7 | . | 4 | **57** 95 | **5** 95 | **3** 95 |
| *95% Confidence interval* | ***±4*** | *±8* | *0* | *0* | *±5* | *±6* | *±9* | *±5* | *±22* | *±17* | *±7* | *±5* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **583** | 146 | . | 185 | 223 | 175 | 101 | 436 | 11 | 34 | 214 | 366 | 45 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,165*** | *220* | *1152* | *.* | *.* | *.* | *98* | *993* | *193* | *387* | *45* | *1114* | *588* |
| *Don't know* | ***2*** | *.* | *.* | *.* | *1* | *1* | *.* | *1* | *.* | *.* | *.* | *2* | *.* |

# A3W - Considering your premises in th

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **99** | 100 | 100 | 23 | 100 | 100 | 99 | 100 | . | . | 100 | 99 | . |
| No | **1** | . | 0 | 77 | . | . | 1 | . | . | . | 0 | 1 | . |
| *95% Confidence interval* | ***±3*** | *0* | *±3* | *±58* | *0* | *0* | *±4* | *0* | *0* | *0* | *±3* | *±10* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **29** | 5 | 11 | 2 | 2 | 13 | 22 | 6 | . | . | 26 | 3 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | *1* | . | . | . | *1* | . | . |
| *Not asked* | ***1,720*** | *361* | *1141* | *183* | *222* | *162* | *176* | *1424* | *204* | *421* | *232* | *1479* | *633* |

# A3C - Does your organisation receive t

| | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - receive both from the same company | **89** | 85 90 | 89 | . | . | . | 88 | 90 95 | 85 90 | 91 90 | 86 | 89 | 89 |
| No - they are supplied by different companies | **11** | 15 90 | 11 | . | . | . | 12 | 10 95 | 15 90 | 9 90 | 14 | 11 | 11 |
| *95% Confidence interval* | ***±2*** | *±5* | *±2* | *0* | *0* | *0* | *±7* | *±2* | *±5* | *±3* | *±11* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,144** | 213 | 1,144 | . | . | . | 94 | 979 | 193 | 385 | 36 | 1,103 | 586 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *3* | *8* | *.* | *.* | *.* | *.* | *7* | *.* | *2* | *.* | *8* | *2* |
| *Not asked* | ***598*** | *150* | *.* | *185* | *224* | *176* | *105* | *444* | *11* | *34* | *223* | *371* | *45* |

# A4A - Which retailer currently provide

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | 0 | 0 95 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| Affinity Water | **4** | 9 95 | 4 | . | . | . | 1 95 | 4 | 8 95 | 3 | . 95 | 4 | 4 |
| Anglian Water (Hartlepool Water) | **5** | 2 95 | 5 | . | . | . | 6 | 5 | 3 | 6 | 2 | 5 | 5 |
| Anglian Water Business | **6** | 1 95 | 6 | . | . | . | 1 95 | 6 | 3 95 | 7 | 7 | 6 | 6 |
| Bournemouth Water Business | **0** | . | 0 | . | . | . | 2 | 0 | . | 0 | . | 0 | 0 |
| Bristol Water | **0** | 0 | 0 | . | . | . | 0 | 0 | 0 | 0 | . 90 | 0 | 0 |
| Business Stream | **3** | 1 90 | 3 | . | . | . | . 95 | 3 | 0 95 | 4 | 7 | 3 | 3 |
| Castle Water | **17** | 34 95 | 17 | . | . | . | 17 | 17 | 22 90 | 16 | 40 95 | 17 | 17 |
| Clear Business Water | **0** | . | 0 95 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| Dwr Cymru (Welsh water) | **0** | 0 | 0 | . | . | . | 0 | 0 | . | . | 8 | 0 | . |
| Everflow | **0** | 0 | 0 | . | . | . | 1 | 0 | . | 0 | . | 0 | 0 |
| Northumbrian Water | **2** | 5 95 | 2 | . | . | . | 0 95 | 2 | 3 | 2 | 3 | 2 | 2 |
| NWG Business (Retail) | **2** | 1 | 2 | . | . | . | 5 | 2 | 3 | 2 | . 95 | 2 | 2 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Pennon Water Services (Source for Business) | **0** | . | 0 | . | . | . | . | 0 | . | . | . | 0 | . |
| Scottish Water | **0** | . | 0 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| SES Business Water | **0** | . | 0 | . | . | . | . | 0 | . | . | 3 | . | . |
| Severn Trent Water | **12** | 8 90 | 12 | . | . | . | 8 | 12 | 16 | 12 | 6 | 12 | 13 |
| Source for Business (Pennon) | **0** | . | 0 | . | . | . | . | 0 | 1 | . | . | 0 | 0 |
| South East Water | **1** | 5 95 | 1 | . | . | . | 3 | 1 | . 95 | 2 | . 95 | 1 | 1 |
| South East Water Choice (Invicta) | **1** | 3 95 | 1 | . | . | . | 2 | 1 | 0 | 1 | . 95 | 1 | 1 |
| South Staffordshire Water | **0** | . | 0 95 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| South Staffs Water Business (SSWB) | **0** | . 95 | 0 | . | . | . | . 95 | 0 | . 95 | 1 | . 95 | 0 | 0 |
| South West Water | **2** | 3 | 2 | . | . | . | 1 | 2 | 2 | 2 | . 95 | 2 | 2 |
| South West Water Business | **1** | 2 | 1 | . | . | . | 1 | 1 | 2 | 1 | 2 | 1 | 1 |
| Southern Water | **4** | 4 | 4 | . | . | . | 3 | 4 | 3 | 4 | . 95 | 4 | 4 |
| Thames Water | **6** | 3 95 | 6 | . | . | . | 15 95 | 6 | 4 | 7 | . 95 | 6 | 6 |
| Thames Water Commercial Services | **0** | . 90 | 0 | . | . | . | . 90 | 0 | . 90 | . 90 | . 90 | 0 | . 90 |
| United Utilities | **7** | 7 | 7 95 | . | . | . | 1 95 | 8 95 | 7 | 7 | . 95 | 7 | 7 |
| Veolia | **0** | . | 0 | . | . | . | . | 0 | . | . | . | 0 | . |
| Water 2 Business | **1** | 2 | 1 | . | . | . | 5 90 | 1 | 1 | 0 | 2 | 1 | 1 |
| Water Plus | **9** | 5 95 | 9 | . | . | . | 20 95 | 8 | 9 | 9 | 6 | 9 | 9 |
| Wessex Water | **4** | 1 95 | 4 | . | . | . | 4 | 4 | 3 | 5 | . 95 | 4 | 4 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yorkshire Water | **8** | 3 95 | 8 | . | . | . | 3 95 | 8 | 6 | 8 | 14 | 8 | 8 |
| Yorkshire Water Business Services | **1** | 1 | 1 | . | . | . | 1 | 1 | 3 | 0 95 | 2 | 1 | 1 |
| Other | **0** | . | 0 | . | . | . | 0 | 0 | 0 | . | . | 0 | 0 |
| SSE Water | **0** | . | 0 | . | . | . | . | 0 | 0 | . | . | 0 | 0 |
| Whitbread Group | **0** | . | 0 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| *95% Confidence interval* | ***±2*** | *±7* | *±2* | *0* | *0* | *0* | *±9* | *±3* | *±6* | *±4* | *±18* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **997** | 175 | 997 | . | . | . | 73 | 861 | 167 | 338 | 29 | 965 | 512 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***32*** | *7* | *32* | *.* | *.* | *.* | *4* | *28* | *5* | *9* | *1* | *30* | *14* |
| *Refused* | ***2*** | *1* | *2* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***719*** | *183* | *121* | *185* | *224* | *176* | *121* | *541* | *32* | *74* | *228* | *486* | *107* |

# A4ATX - Which retailer currently provi

View verbatim text responses for this question

# A4BA - Which retailer currently provid

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **3** | . 90 | 3 | . | . | . | . | 3 | 8 | . 90 | . | 3 | 3 |
| Affinity Water | **4** | 1 90 | 4 | . | . | . | 41 | 2 | 7 | 2 | . | 4 | 4 |
| Anglian Water (Hartlepool Water) | **2** | . | 2 | . | . | . | . | 2 | . | 3 | . | 2 | 2 |
| Anglian Water Business | **5** | 9 | 5 | . | . | . | . | 5 | 11 | . 95 | . | 5 | 5 |
| Bournemouth Water Business | **3** | . 90 | 3 | . | . | . | . | 4 | . 90 | 6 | 16 | 3 | 3 |
| Bristol Water | **4** | . 95 | 4 | . | . | . | 1 | 5 | 9 | 2 | . | 4 | 5 |
| Business Stream | **0** | . | 0 | . | . | . | 2 | 0 | . | . | . | 0 | . |
| Castle Water | **18** | 45 95 | 18 | . | . | . | 1 | 11 95 | 26 | 14 | . | 18 | 19 |
| Dwr Cymru (Welsh water) | **2** | . | 2 | . | . | . | 2 | 2 | . | 3 | 1 | 2 | 1 |
| NWG Business (Retail) | **2** | 5 | 2 | . | . | . | . | 2 | 1 | 3 | 56 | 2 | 2 |
| Portsmouth Water | **1** | . | 1 | . | . | . | . | 1 | . | 1 | . | 1 | 1 |
| SES Business Water | **3** | 1 | 3 | . | . | . | . | 3 | . 90 | 5 | . | 3 | 3 |
| Severn Trent Water | **2** | 6 | 2 | . | . | . | . | 2 | . | 3 | . | 2 | 2 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **7** | 14 | 7 | . | . | . | 2 | 9 90 | 10 | 5 | . | 7 | 7 |
| South East Water Choice (Invicta) | **1** | 3 | 1 | . | . | . | . | 1 | . | . | . | 1 | . |
| South Staffordshire Water | **11** | . 95 | 11 | . | . | . | . | 14 95 | . 95 | 20 90 | . | 11 | 12 |
| South Staffs Water Business (SSWB) | **2** | . | 2 | . | . | . | 1 | 2 | . | 4 | . | 2 | 2 |
| South West Water | **2** | . 90 | 2 | . | . | . | . | 3 | . 90 | 5 | . | 2 | 3 |
| South West Water Business | **2** | 0 | 2 | . | . | . | . | 3 | 5 | 1 | . | 2 | 2 |
| Southern Water | **6** | 4 | 6 | . | . | . | 19 | 4 | 7 | 3 | 10 | 6 | 4 |
| Sutton & East Surrey Water | **0** | 0 | 0 | . | . | . | 0 | 0 | . | . | 17 | 0 | . |
| Thames Water | **4** | 8 | 4 | . | . | . | . | 5 | 7 | 1 | . | 4 | 3 |
| United Utilities | **3** | . 90 | 3 | . | . | . | 2 | 4 | . 90 | 6 | . | 3 | 3 |
| Water 2 Business | **1** | 2 | 1 | . | . | . | . | 1 | . | 1 | . | 1 | 1 |
| Water Plus | **0** | 1 | 0 | . | . | . | . | . | . | . | . | . | . |
| Wessex Water | **1** | . | 1 | . | . | . | . | 2 | 2 | 2 | . | 1 | 2 |
| Yorkshire Water | **3** | 2 | 3 | . | . | . | . | 3 | 3 | 1 | . | 3 | 3 |
| Yorkshire Water Business Services | **0** | 0 | 0 | . | . | . | 1 | . | . | . | . | 0 | . |
| Other | **8** | 1 95 | 8 | . | . | . | 28 | 8 | 4 | 10 | . | 8 | 8 |
| *95% Confidence interval* | ***±7*** | *±17* | *±7* | *0* | *0* | *0* | *±24* | *±7* | *±19* | *±13* | *±44* | *±7* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **117** | 32 | 117 | . | . | . | 16 | 93 | 20 | 38 | 5 | 111 | 59 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *5* | . | . | . | . | *5* | *1* | *2* | . | *5* | *3* |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Not asked* | ***1,628*** | *333* | *1030* | *185* | *224* | *176* | *183* | *1332* | *183* | *381* | *254* | *1366* | *571* |

# A4BATX - Which retailer currently pro

View verbatim text responses for this question

# A4BB - Which retailers currently provi

| | | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **1** | 2 | . | 1 | 1 | 0 | 1 | 1 | . | . 95 | 1 | 1 | . 95 |
| Affinity Water | **2** | 2 | . | 1 | 2 | 2 | 9 95 | 1 | . | . 95 | 5 95 | 2 | . 95 |
| Anglian Water (Hartlepool Water) | **6** | 5 | . | 5 | 6 | 8 | 9 | 6 | 17 | 1 95 | 14 95 | 6 | 5 |
| Anglian Water Business | **6** | 4 | . | 7 | 4 95 | 11 95 | 7 | 6 | 15 | 2 | 9 90 | 7 | 6 |
| Bournemouth Water Business | **0** | 0 | . | . | 1 | 1 | 0 | 0 | . | . | 1 | 0 | . |
| Bristol Water | **1** | 0 95 | . | 2 | 0 | 0 | 21 95 | 0 95 | 10 | . 95 | 1 | 2 | 3 |
| Business Stream | **4** | 3 | . | 3 | 4 | 9 95 | 5 | 3 | . | . 95 | 8 95 | 4 | . 95 |
| Cambrian Utilities | **0** | . | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Castle Water | **14** | 39 95 | . | 14 | 15 | 16 | 7 95 | 16 95 | . | 27 90 | 18 90 | 15 | 20 |
| Dee Valley Water | **0** | 0 | . | . | 0 | 0 | . | 0 | . | . | 1 95 | . | . |
| Dwr Cymru (Welsh water) | **0** | . | . | 0 | . | 1 | 0 | . | . | . | 1 95 | 0 | . |
| Everflow | **0** | . | . | 0 | 0 | . | . | 0 | . | . | . | 0 | . |
| Northumbrian Water | **2** | 1 | . | 2 | 1 90 | 8 95 | 12 95 | 2 | 2 | 1 | 7 95 | 2 | 1 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NWG Business (Retail) | **4** | 2 | 87 | 2 (90) | 4 | 2 (95) | 2 | 4 | . | 7 | 5 | 4 | 5 |
| Pennon Water Services (Source for Business) | **0** | 0 | . | . | 0 | 0 | 0 | 0 | . | . | . | 0 | . |
| Portsmouth Water | **0** | 1 | . | 0 | 1 | 0 | 0 | 0 | . | . | 2 (90) | 0 | . |
| Regent Utilities | **0** | . | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Scottish Water | **0** | 0 | . | 0 | . | 1 | 0 | 0 | 2 | . | 3 (95) | 0 | 0 |
| Sembcorp Bournemouth Water | **0** | 0 | . | 0 | 0 | 0 | . | 0 | . | . | 1 | 0 | . |
| SES Business Water | **2** | . (95) | . | 3 | 0 (95) | 1 (90) | . (95) | 2 | . | 5 | 4 (95) | 2 | 4 |
| Severn Trent Water | **16** | 7 (95) | . | 22 (95) | 8 (95) | 9 (95) | 11 (90) | 10 (95) | . | 12 | 14 | 11 (95) | 9 (90) |
| South East Water | **1** | 2 | . | 0 (90) | 3 (90) | 2 | 5 (90) | 1 | . | 1 | 6 (95) | 1 | 0 |
| South East Water Choice (Invicta) | **0** | . | . | 0 | 1 | 0 | . | 0 | . | . | 0 | 0 | . |
| South Staffordshire Water | **6** | 0 (95) | . | . (95) | 19 (95) | 1 (95) | . (95) | 8 (95) | . | 20 (95) | 2 (95) | 7 | 14 (90) |
| South Staffs Water Business (SSWB) | **1** | 1 | . | 1 | 0 | 2 | 1 | 1 | . | . (95) | 4 (95) | 1 | . (95) |
| South West Water | **2** | 2 | . | 2 | 2 | 4 | 2 | 3 | 3 | 1 | 4 (90) | 2 | 1 |
| South West Water Business | **1** | 1 | . | 1 | 2 | 1 | 1 | 2 | . | 3 | 2 | 2 | 2 |
| Southern Water | **2** | 2 | 4 | 3 | 1 | 3 | 2 | 3 | . | . (95) | 4 | 2 | . (95) |
| Sutton & East Surrey Water | **0** | 1 | . | . | . | 2 (95) | 1 | 0 | . | . | 3 (95) | . | . |
| Thames Water | **2** | 7 (95) | . | 1 (95) | 4 (95) | 5 (95) | 1 | 2 | . | . (95) | 4 (95) | 2 | . (95) |
| Thames Water Commercial Services | **0** | 0 | . | 0 | . | 1 (90) | 1 | 0 | . | . | 3 (95) | 0 | . |
| The Water Retail Company | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| United Utilities | **5** | 4 | . | 4 | 7 | 9 95 | 4 | 5 | . | . 95 | 11 95 | 5 | . 95 |
| Veolia | **0** | 0 | . | . | . | 1 90 | . | 0 | . | . | 2 95 | . | . |
| Water 2 Business | **2** | 5 90 | . | 2 | 0 95 | 12 95 | 0 95 | 1 | . | 2 | 5 95 | 1 90 | 1 |
| Water Plus | **8** | 20 95 | . | 5 90 | 10 | 23 95 | 12 | 7 | . | 8 | 22 95 | 8 | 6 |
| Waterscan | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Wessex Water | **4** | 1 95 | 8 | 5 | 1 95 | 3 | 22 95 | 2 90 | 11 | 0 95 | 5 | 4 | 3 |
| Yorkshire Water | **6** | 3 95 | . | 7 | 4 | 3 95 | 1 95 | 7 95 | 3 | 5 | 5 | 6 | 5 |
| Yorkshire Water Business Services | **5** | 6 | . | 5 | 5 | 3 | 1 95 | 4 | 19 | 3 | 4 | 5 | 7 |
| Other | **6** | 1 95 | . | 7 | 7 | 1 95 | 1 95 | 7 95 | 29 | 8 | 3 95 | 7 | 13 |
| SSE Water | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Three Sixty | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Whitbread Group | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| *95% Confidence interval* | ***±3*** | *±8* | *±38* | *±6* | *±5* | *±7* | *±9* | *±4* | *±27* | *±15* | *±6* | *±4* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **556** | 136 | 3 | 181 | 215 | 157 | 86 | 427 | 11 | 36 | 189 | 364 | 47 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***15*** | *5* | *.* | *2* | *7* | *6* | *2* | *11* | *.* | *.* | *9* | *6* | *.* |
| *Refused* | ***1*** | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,178*** | *224* | *1149* | *1* | *2* | *13* | *111* | *992* | *193* | *385* | *61* | *1111* | *586* |

# A4BBTX - Which retailers currently prc

View verbatim text responses for this question

# A4CA - Which retailer currently provid

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Advanced Demand Side Management (ADSM) | **0** | 1 | 0 | . | . | . | . | . | . | . | . | . | . |
| Affinity Water | **1** | 1 | 1 | . | . | . | . | 1 | . | 1 | . | 1 | 1 |
| Anglian Water (Hartlepool Water) | **2** | . | 2 | . | . | . | . | 2 | . | 4 | . | 2 | 2 |
| Anglian Water Business | **2** | 1 | 2 | . | . | . | . | 2 | . | 1 | . | 2 | 0 |
| Bournemouth Water Business | **0** | . | 0 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| Bristol Water | **0** | . | 0 | . | . | . | . | 0 | . | 0 | . | 0 | 0 |
| Business Stream | **10** | 11 | 10 | . | . | . | 1 | 12 95 | 4 | 15 | . | 10 | 10 |
| Castle Water | **31** | 47 95 | 31 | . | . | . | 41 | 22 95 | 52 95 | 16 95 | 62 | 31 | 32 |
| Dee Valley Water | **1** | . | 1 | . | . | . | . | 2 | 3 | . | . | 1 | 2 |
| Northumbrian Water | **0** | 1 | 0 | . | . | . | . | 0 | 1 | . | . | 0 | 0 |
| NWG Business (Retail) | **0** | . | 0 | . | . | . | . | 0 | . | . | . | 0 | . |
| Portsmouth Water | **1** | . | 1 | . | . | . | . | 1 | . | 2 | . | 1 | 1 |
| Severn Trent Water | **7** | . 95 | 7 | . | . | . | 3 | 8 90 | 8 | 8 | . | 7 | 8 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| South East Water | **2** | 1 | 2 | . | . | . | 2 | 1 | 4 | . | . | 2 | 2 |
| South East Water Choice (Invicta) | **1** | 2 | 1 | . | . | . | . | 1 | . | . | . | 1 | . |
| South West Water | **2** | 2 | 2 | . | . | . | . | 2 | . | 4 | . | 2 | 2 |
| South West Water Business | **0** | . | 0 | . | . | . | . | 0 | 1 | . | . | 0 | 0 |
| Southern Water | **2** | 1 | 2 | . | . | . | 21 | 0 | 3 | . 90 | . | 2 | 1 |
| Thames Water | **3** | 7 | 3 | . | . | . | . | 3 | 7 | . 90 | . | 3 | 3 |
| United Utilities | **4** | . 95 | 4 | . | . | . | 2 | 4 | . 95 | 7 | . | 4 | 4 |
| Water Plus | **2** | 2 | 2 | . | . | . | 1 | 3 | . | 1 | 19 | 2 | 1 |
| Wessex Water | **3** | . 95 | 3 | . | . | . | . | 4 90 | . 95 | 7 | 18 | 3 | 4 |
| Yorkshire Water | **0** | . | 0 | . | . | . | . | 0 | . | . | . | 0 | . |
| Other | **25** | 22 | 25 | . | . | . | 30 | 29 95 | 18 | 33 | 1 | 26 | 27 |
| *95% Confidence interval* | ***±8*** | *±17* | *±8* | *0* | *0* | *0* | *±25* | *±9* | *±22* | *±15* | *±48* | *±9* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **115** | 33 | 115 | . | . | . | 15 | 92 | 20 | 38 | 4 | 110 | 59 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***7*** | *.* | *7* | *.* | *.* | *.* | *1* | *6* | *1* | *2* | *1* | *6* | *3* |
| *Not asked* | ***1,628*** | *333* | *1030* | *185* | *224* | *176* | *183* | *1332* | *183* | *381* | *254* | *1366* | *571* |

# A4CATX - Which retailer currently pro

View verbatim text responses for this question

# A4CB - Which retailers currently provi

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Affinity for Business (Retail) | **0** | 0 | . | 0 | 0 | 0 | 1 | 0 | . | . | 1 (90) | 0 | . |
| Affinity Water | **1** | 2 | . | 0 | 1 | 2 (95) | 2 | 1 | . | . (90) | 2 (95) | 0 | . (90) |
| Albion | **0** | . | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Anglian Water (Hartlepool Water) | **7** | 6 | . | 7 | 6 | 19 (95) | 10 | 8 | 17 | 9 | 14 (95) | 8 | 11 |
| Anglian Water Business | **6** | 4 | . | 7 | 3 (95) | 11 (95) | 7 | 6 | 15 | 1 (95) | 9 (95) | 6 | 5 |
| Bournemouth Water Business | **0** | . | . | . | 0 | 0 | 3 (90) | 0 | . | . | 1 | 0 | . |
| Bristol Water | **0** | 0 | 5 | . | 0 | 0 | 0 | 0 | . | 0 | 0 | 0 | 0 |
| Business Stream | **4** | 4 | . | 3 | 5 | 9 (95) | 6 | 4 | . | . (95) | 9 (95) | 4 | . (95) |
| Cambrian Utilities | **3** | . (95) | . | 6 (95) | . (95) | 0 (95) | . (95) | 4 (95) | . | 10 | 0 (95) | 4 | 8 |
| Castle Water | **13** | 44 (95) | 37 | 8 (95) | 17 (95) | 16 | 8 (90) | 14 (95) | . | 17 | 22 (95) | 13 | 12 |
| Dee Valley Water | **0** | 0 | . | . | 0 | 0 | . | 0 | . | . | 1 (95) | . | . |
| Dwr Cymru (Welsh water) | **0** | . | . | . | . | 1 | 0 | . | . | . | 1 (95) | . | . |
| Everflow | **0** | . | . | 0 | 0 | . | . | 0 | . | . | . | 0 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Northumbrian Water | **2** | 1 | . | 2 | 1 (90) | 7 (95) | 14 (95) | 2 | 2 | 1 | 6 (95) | 2 | 1 |
| NWG Business (Retail) | **3** | 2 | 55 | 1 (95) | 4 | 1 (90) | 2 | 3 | . | 5 | 3 | 4 | 4 |
| Pennon Water Services (Source for Business) | **0** | 0 | . | . | 0 | 0 | 0 | 0 | . | . | . | 0 | . |
| Portsmouth Water | **0** | 0 | . | 0 | . | 0 | . | 0 | . | . | 1 | 0 | . |
| Scottish Water | **0** | 0 | . | 0 | 0 | 1 | 0 | 0 | 2 | . | 3 (95) | 0 | 0 |
| Sembcorp Bournemouth Water | **0** | . | . | 0 | . | 0 | . | 0 | . | . | . | 0 | . |
| SES Business Water | **0** | . | . | . | 0 | 0 | . | 0 | . | . | 3 (95) | . | . |
| Severn Trent Water | **23** | 9 (95) | . | 23 | 28 (95) | 11 (95) | 12 (95) | 18 (95) | . | 31 | 13 (95) | 19 (95) | 23 |
| Source for Business (Pennon) | **0** | . | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| South East Water | **1** | 0 | 3 | . (90) | 2 (90) | 1 | 0 | 1 | . | 1 | 2 | 1 | 0 |
| South East Water Choice (Invicta) | **0** | . | . | . | 0 | 0 | . | 0 | . | . | 0 | 0 | . |
| South Staffordshire Water | **0** | 0 | . | . | . | 1 | . | 0 | . | . | 1 (95) | . | . |
| South Staffs Water Business (SSWB) | **1** | 0 | . | 1 | . (90) | 0 | . (90) | 1 | . | . (90) | 1 | 1 | . (90) |
| South West Water | **2** | 2 | . | 2 | 2 | 4 | 2 | 2 | 3 | 0 (95) | 3 | 2 | 1 |
| South West Water Business | **1** | 1 | . | 0 | 2 | 1 | 1 | 1 | . | 2 | 2 | 1 | 1 |
| Southern Water | **2** | 1 | . | 3 | 2 | 3 | 0 (95) | 3 | . | . (95) | 4 | 3 | . (95) |
| Sutton & East Surrey Water | **0** | 0 | . | . | . | 1 | . | 0 | . | . | 1 (95) | . | . |
| Thames Water | **2** | 7 (95) | . | 1 (95) | 4 (95) | 4 | 1 | 2 | . | . (95) | 4 (90) | 2 | . (95) |
| Thames Water Commercial Services | **0** | 0 | . | 0 | . | 1 (90) | 1 | 0 | . | . | 3 (95) | 0 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| The Water Retail Company | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| United Utilities | **5** | 5 | . | 4 | 8 | 9 (95) | 5 | 6 | . | . (95) | 12 (95) | 6 | . (95) |
| Veolia | **0** | 0 | . | . | . | 1 | . | 0 | . | . | 1 (95) | . | . |
| Water 2 Business | **3** | 4 | . | 2 | 3 | 12 (95) | 0 (95) | 1 (95) | . | 2 | 6 (95) | 2 | 1 |
| Water Plus | **6** | 13 (95) | . | 5 | 7 | 9 (90) | 13 (95) | 6 | . | 5 | 21 (95) | 6 | 3 |
| Waterscan | **0** | 0 | . | . | 0 | 0 | . | 0 | . | . | 0 | 0 | . |
| Wessex Water | **3** | 1 | . | 3 | 2 | 3 | 2 | 3 | 1 | . (95) | 6 (95) | 3 | 0 (95) |
| Yorkshire Water | **6** | 3 (90) | . | 7 | 5 | 3 (90) | 2 (95) | 7 (95) | 3 | 5 | 6 | 6 | 5 |
| Yorkshire Water Business Services | **2** | 6 (95) | . | 1 (95) | 5 (95) | 3 | 2 | 2 (90) | . | 3 | 5 (95) | 2 | 2 |
| Other | **12** | 4 (95) | . | 15 | 9 | 3 (95) | 29 (95) | 12 | 58 | 11 | 4 (95) | 13 | 23 (95) |
| SSE Water | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Three Sixty | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| Whitbread Group | **0** | 0 | . | . | . | 0 | . | 0 | . | . | 0 | . | . |
| *95% Confidence interval* | ***±4*** | *±8* | *±49* | *±6* | *±6* | *±6* | *±10* | *±4* | *±29* | *±15* | *±6* | *±4* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **545** | 134 | 4 | 176 | 211 | 154 | 83 | 422 | 11 | 35 | 187 | 355 | 46 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *8* | *.* | *6* | *11* | *9* | *5* | *16* | *.* | *.* | *11* | *15* | *.* |
| *Refused* | ***2*** | *1* | *.* | *2* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *2* | *1* |
| *Not asked* | ***1,177*** | *223* | *1148* | *1* | *2* | *13* | *111* | *991* | *193* | *385* | *61* | *1110* | *586* |

# A4CBTX - Which retailers currently prc

View verbatim text responses for this question

# A1a - Does your organisation operate

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes | **1** | 0 | . 95 |
| No | **99** | 100 | **100** 95 |
| *95% Confidence interval* | ***±1*** | *±1* | *0* |
| | N | N | N |
| Base | **750** | 155 | 27 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,000*** | *694* | *232* |

# A1b - Just to clarify, so your organisati

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| There are other main business premises other than my/someone else's home | **100** | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **6** | 1 | . |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,744*** | *848* | *259* |

# A2 - Can I check whether your organisa

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Organisation makes own decisions about utilities | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **1,750** | 849 | 259 |

# A3A - How many premises does your c

| Response option | Overall |
|---|---|
| | % |
| 1 | **92** |
| 2 | **5** |
| 3 - 9 | **3** |
| 10+ | **1** |
| *95% Confidence interval* | ***±1*** |
| | N |
| Base | **1,737** |
| ***Invalid responses*** | |
| *Don't know* | ***13*** |

# A3B - And for how many of these pren

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| 1-2 | **62** | 63 | **22** 95 |
| 3-9 | **30** | 30 | **20** 95 |
| 10+ | **8** | 8 | **57** 95 |
| *95% Confidence interval* | ***±4*** | *±5* | *±7* |
| | N | N | N |
| Base | **583** | 321 | 214 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,165*** | *526* | *45* |
| *Don't know* | ***2*** | *2* | *.* |

# A3W - Considering your premises in th

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes | **99** | 99 | 100 |
| No | **1** | 1 | 0 |
| *95% Confidence interval* | ***±3*** | *±10* | *±3* |
| | N | N | N |
| Base | **29** | 3 | 26 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | . | *1* |
| *Not asked* | ***1,720*** | *846* | *232* |

# A3C - Does your organisation receive t

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes - receive both from the same company | **89** | **86** 95 | 86 |
| No - they are supplied by different companies | **11** | **14** 95 | 14 |
| *95% Confidence interval* | ***±2*** | *±3* | *±11* |
| | N | N | N |
| Base | **1,144** | 517 | 36 |
| ***Invalid responses*** | | | |
| *Don't know* | ***8*** | *6* | *.* |
| *Not asked* | ***598*** | *326* | *223* |

# A4A - Which retailer currently provide

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Affinity for Business (Retail) | **0** | 0 90 | . |
| Affinity Water | **4** | 3 95 | . 95 |
| Anglian Water (Hartlepool Water) | **5** | 5 | 2 |
| Anglian Water Business | **6** | 6 | 7 |
| Bournemouth Water Business | **0** | 0 | . |
| Bristol Water | **0** | 1 | . 90 |
| Business Stream | **3** | 2 | 7 |
| Castle Water | **17** | 16 | 40 95 |
| Clear Business Water | **0** | . | . |
| Dwr Cymru (Welsh water) | **0** | 0 | 8 |
| Everflow | **0** | 1 95 | . |
| Northumbrian Water | **2** | 3 90 | 3 |
| NWG Business (Retail) | **2** | 1 | . 95 |

| | | | |
|---|---|---|---|
| Pennon Water Services (Source for Business) | **0** | 0 | . |
| Scottish Water | **0** | . | . |
| SES Business Water | **0** | . | 3 |
| Severn Trent Water | **12** | 7 95 | 6 |
| Source for Business (Pennon) | **0** | . | . |
| South East Water | **1** | 0 95 | . 95 |
| South East Water Choice (Invicta) | **1** | 0 95 | . 95 |
| South Staffordshire Water | **0** | 0 | . |
| South Staffs Water Business (SSWB) | **0** | 0 | . 95 |
| South West Water | **2** | 3 | . 95 |
| South West Water Business | **1** | 1 90 | 2 |
| Southern Water | **4** | 4 | . 95 |
| Thames Water | **6** | 95 9 | . 95 |
| Thames Water Commercial Services | **0** | 95 3 | . 90 |
| United Utilities | **7** | 5 90 | . 95 |
| Veolia | **0** | 90 0 | . |
| Water 2 Business | **1** | 95 3 | 2 |
| Water Plus | **9** | 95 11 | 6 |
| Wessex Water | **4** | 3 90 | . 95 |

| | | | |
|---|---|---|---|
| Yorkshire Water | **8** | 7 | 14 |
| Yorkshire Water Business Services | **1** | **3** [95] | 2 |
| Other | **0** | **2** [95] | . |
| SSE Water | **0** | . | . |
| Whitbread Group | **0** | . | . |
| *95% Confidence interval* | ***±2*** | *±3* | *±18* |
| | N | N | N |
| Base | **997** | 453 | 29 |
| ***Invalid responses*** | | | |
| *Don't know* | ***32*** | *16* | *1* |
| *Refused* | ***2*** | *1* | *1* |
| *Not asked* | ***719*** | *379* | *228* |

# A4ATX - Which retailer currently provi

View verbatim text responses for this question

# A4BA - Which retailer currently provid

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Affinity for Business (Retail) | **3** | . 90 | . |
| Affinity Water | **4** | 3 | . |
| Anglian Water (Hartlepool Water) | **2** | 2 | . |
| Anglian Water Business | **5** | 4 | . |
| Bournemouth Water Business | **3** | 0 90 | 16 |
| Bristol Water | **4** | 1 90 | . |
| Business Stream | **0** | 2 95 | . |
| Castle Water | **18** | 15 | . |
| Dwr Cymru (Welsh water) | **2** | 3 | 1 |
| NWG Business (Retail) | **2** | 1 | 56 |
| Portsmouth Water | **1** | . | . |
| SES Business Water | **3** | . 90 | . |
| Severn Trent Water | **2** | 3 | . |

| | | | |
|---|---|---|---|
| South East Water | **7** | 11 | . |
| South East Water Choice (Invicta) | **1** | **10** 95 | . |
| South Staffordshire Water | **11** | 9 | . |
| South Staffs Water Business (SSWB) | **2** | 0 | . |
| South West Water | **2** | . 90 | . |
| South West Water Business | **2** | . | . |
| Southern Water | **6** | **14** 95 | 10 |
| Sutton & East Surrey Water | **0** | 1 | 17 |
| Thames Water | **4** | **8** 90 | . |
| United Utilities | **3** | 1 | . |
| Water 2 Business | **1** | 1 | . |
| Water Plus | **0** | . | . |
| Wessex Water | **1** | 0 | . |
| Yorkshire Water | **3** | . 90 | . |
| Yorkshire Water Business Services | **0** | 0 | . |
| Other | **8** | 11 | . |
| *95% Confidence interval* | ***±7*** | *±10* | *±44* |
| | N | N | N |
| Base | **117** | 52 | 5 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *2* | . |

| | | | |
|---|---|---|---|
| *Not asked* | ***1,628*** | *795* | *254* |

## A4BATX - Which retailer currently pro

View verbatim text responses for this question

# A4BB - Which retailers currently provi

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Affinity for Business (Retail) | **1** | 2 95 | 1 |
| Affinity Water | **2** | 3 95 | 5 95 |
| Anglian Water (Hartlepool Water) | **6** | 6 | 14 95 |
| Anglian Water Business | **6** | 7 | 9 90 |
| Bournemouth Water Business | **0** | 1 90 | 1 |
| Bristol Water | **1** | 0 95 | 1 |
| Business Stream | **4** | 8 95 | 8 95 |
| Cambrian Utilities | **0** | . | 0 |
| Castle Water | **14** | 10 95 | 18 90 |
| Dee Valley Water | **0** | . | 1 95 |
| Dwr Cymru (Welsh water) | **0** | 0 | 1 95 |
| Everflow | **0** | 0 | . |
| Northumbrian Water | **2** | 2 | 7 95 |

| | | | |
|---|---|---|---|
| NWG Business (Retail) | **4** | 3 | 5 |
| Pennon Water Services (Source for Business) | **0** | 0 | . |
| Portsmouth Water | **0** | 1 (95) | 2 (90) |
| Regent Utilities | **0** | . | 0 |
| Scottish Water | **0** | . | 3 (95) |
| Sembcorp Bournemouth Water | **0** | 0 | 1 |
| SES Business Water | **2** | . (95) | 4 (95) |
| Severn Trent Water | **16** | 13 (95) | 14 |
| South East Water | **1** | 2 (90) | 6 (95) |
| South East Water Choice (Invicta) | **0** | 1 (95) | 0 |
| South Staffordshire Water | **6** | . (95) | 2 (95) |
| South Staffs Water Business (SSWB) | **1** | 2 (95) | 4 (95) |
| South West Water | **2** | 3 (95) | 4 (90) |
| South West Water Business | **1** | 1 | 2 |
| Southern Water | **2** | 5 (95) | 4 |
| Sutton & East Surrey Water | **0** | . | 3 (95) |
| Thames Water | **2** | 4 (95) | 4 (95) |
| Thames Water Commercial Services | **0** | 0 | 3 (95) |
| The Water Retail Company | **0** | . | 0 |

| | | | |
|---|---|---|---|
| United Utilities | **5** | 11 95 | 11 95 |
| Veolia | **0** | . | 2 95 |
| Water 2 Business | **2** | 1 95 | 5 95 |
| Water Plus | **8** | 11 95 | 22 95 |
| Waterscan | **0** | . | 0 |
| Wessex Water | **4** | 4 | 5 |
| Yorkshire Water | **6** | 8 95 | 5 |
| Yorkshire Water Business Services | **5** | 3 95 | 4 |
| Other | **6** | 0 95 | 3 95 |
| SSE Water | **0** | . | 0 |
| Three Sixty | **0** | . | 0 |
| Whitbread Group | **0** | . | 0 |
| *95% Confidence interval* | ***±3*** | *±4* | *±6* |
| | N | N | N |
| Base | **556** | 317 | 189 |
| ***Invalid responses*** | | | |
| *Don't know* | ***15*** | *6* | *9* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,178*** | *525* | *61* |

## A4BBTX - Which retailers currently prc

View verbatim text responses for this question

# A4CA - Which retailer currently provid

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Advanced Demand Side Management (ADSM) | **0** | . | . |
| Affinity Water | **1** | 1 | . |
| Anglian Water (Hartlepool Water) | **2** | 0 | . |
| Anglian Water Business | **2** | **11** 95 | . |
| Bournemouth Water Business | **0** | . | . |
| Bristol Water | **0** | . | . |
| Business Stream | **10** | 12 | . |
| Castle Water | **31** | **22** 90 | 62 |
| Dee Valley Water | **1** | . | . |
| Northumbrian Water | **0** | . | . |
| NWG Business (Retail) | **0** | 1 | . |
| Portsmouth Water | **1** | . | . |
| Severn Trent Water | **7** | **1** 95 | . |

| | | | |
|---|---|---|---|
| South East Water | **2** | 4 | . |
| South East Water Choice (Invicta) | **1** | **5** 95 | . |
| South West Water | **2** | 0 | . |
| South West Water Business | **0** | . | . |
| Southern Water | **2** | **9** 95 | . |
| Thames Water | **3** | **.** 90 | . |
| United Utilities | **4** | 3 | . |
| Water Plus | **2** | **12** 95 | 19 |
| Wessex Water | **3** | **0** 90 | 18 |
| Yorkshire Water | **0** | **2** 95 | . |
| Other | **25** | **17** 90 | 1 |
| *95% Confidence interval* | ***±8*** | *±11* | *±48* |
| | N | N | N |
| Base | **115** | 51 | 4 |
| ***Invalid responses*** | | | |
| *Don't know* | ***7*** | *3* | *1* |
| *Not asked* | ***1,628*** | *795* | *254* |

## A4CATX - Which retailer currently pro

View verbatim text responses for this question

# A4CB - Which retailers currently provi

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Affinity for Business (Retail) | **0** | 0 | **1** 90 |
| Affinity Water | **1** | **1** 90 | **2** 95 |
| Albion | **0** | . | 0 |
| Anglian Water (Hartlepool Water) | **7** | **4** 95 | **14** 95 |
| Anglian Water Business | **6** | **8** 95 | **9** 95 |
| Bournemouth Water Business | **0** | 0 | 1 |
| Bristol Water | **0** | 0 | 0 |
| Business Stream | **4** | **9** 95 | **9** 95 |
| Cambrian Utilities | **3** | . 95 | **0** 95 |
| Castle Water | **13** | 14 | **22** 95 |
| Dee Valley Water | **0** | . | **1** 95 |
| Dwr Cymru (Welsh water) | **0** | . | **1** 95 |
| Everflow | **0** | 0 | . |

| | | | |
|---|---|---|---|
| Northumbrian Water | **2** | 2 | 6 [95] |
| NWG Business (Retail) | **3** | 4 | 3 |
| Pennon Water Services (Source for Business) | **0** | 0 | . |
| Portsmouth Water | **0** | 0 | 1 |
| Scottish Water | **0** | . | 3 [95] |
| Sembcorp Bournemouth Water | **0** | 0 | . |
| SES Business Water | **0** | . | 3 [95] |
| Severn Trent Water | **23** | 14 [95] | 13 [95] |
| Source for Business (Pennon) | **0** | . | 0 |
| South East Water | **1** | 1 | 2 |
| South East Water Choice (Invicta) | **0** | 0 | 0 |
| South Staffordshire Water | **0** | . | 1 [95] |
| South Staffs Water Business (SSWB) | **1** | 1 [95] | 1 |
| South West Water | **2** | 3 [95] | 3 |
| South West Water Business | **1** | 1 | 2 |
| Southern Water | **2** | 5 [95] | 4 |
| Sutton & East Surrey Water | **0** | . | 1 [95] |
| Thames Water | **2** | 4 [95] | 4 [90] |
| Thames Water Commercial Services | **0** | 0 | 3 [95] |

| | | | |
|---|---|---|---|
| The Water Retail Company | **0** | . | 0 |
| United Utilities | **5** | **12** 95 | **12** 95 |
| Veolia | **0** | . | **1** 95 |
| Water 2 Business | **3** | 3 | **6** 95 |
| Water Plus | **6** | **8** 95 | **21** 95 |
| Waterscan | **0** | 0 | 0 |
| Wessex Water | **3** | **5** 95 | **6** 95 |
| Yorkshire Water | **6** | **8** 95 | 6 |
| Yorkshire Water Business Services | **2** | 3 | **5** 95 |
| Other | **12** | **3** 95 | **4** 95 |
| SSE Water | **0** | . | 0 |
| Three Sixty | **0** | . | 0 |
| Whitbread Group | **0** | . | 0 |
| *95% Confidence interval* | ***±4*** | *±4* | *±6* |
| | N | N | N |
| Base | **545** | 309 | 187 |
| ***Invalid responses*** | | | |
| *Don't know* | ***26*** | *15* | *11* |
| *Refused* | ***2*** | *1* | *.* |
| *Not asked* | ***1,177*** | *524* | *61* |

# A4CBTX - Which retailers currently prc

View verbatim text responses for this question

# B1 - Since April 2017, organisations have been able to change who supplies their clean water and waste water or potentially move to a b

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **48** | **65** 95 | **71** 95 | **60** 95 | 46 | **56** 95 | **35** 95 | 54 | 50 | **97** 95 | 44 | 58 | 21 |
| No | **52** | **35** 95 | **29** 95 | **40** 95 | 54 | **44** 95 | **65** 95 | 46 | 50 | **3** 95 | 56 | 42 | 79 |
| *95% Confidence interval* | ***±2*** | *±7* | *±6* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±15* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 191 | 194 | 175 | 198 | 200 | 200 | 180 | 188 | 25 | 199 | 42 | 19 |

# B2A - How satisfied or dissatisfied are you with the price offered by your current clean water and waste water retailer(s)?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **5** | 40 | 2 | 2 | 13 | 75 | 0 | . | . | . | 1 | . | . |
| Fairly satisfied | **38** | 3 | . | 92 | 80 | 18 | 7 | 32 | 98 | . | 63 | 40 | . |
| Neither satisfied nor dissatisfied | **53** | 57 | 27 | 1 | 7 | 6 | 92 | 0 | 2 | . | 37 | 56 | . |
| Fairly dissatisfied | **1** | . | 71 | 5 | . | . | . | . | . | . | . | 3 | . |
| Very dissatisfied | **2** | . | . | . | . | 1 | 1 | 68 | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *±37* | *±44* | *±19* | *±28* | *±28* | *±13* | *±41* | *±13* | *0* | *±36* | *±49* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 7 | 4 | 8 | 8 | 9 | 15 | 5 | 4 | . | 7 | 4 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | . | . | *1* | . | *1* | . | . |
| *Not asked* | ***1,680*** | *184* | *190* | *167* | *189* | *191* | *185* | *175* | *183* | *25* | *191* | *38* | *19* |

# B2AGRP - How satisfied or dissatisfied are you with the price offered by your current clean water and waste water retailer(s)? (Grouped

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **43** | 43 | 2 | 94 | 93 | 93 | 7 | 32 | 98 | . | 63 | 40 | . |
| Neither satisfied nor dissatisfied | **53** | 57 | 27 | 1 | 7 | 6 | 92 | 0 | 2 | . | 37 | 56 | . |
| Dissatisfied | **3** | . | 71 | 5 | . | 1 | 1 | 68 | . | . | . | 3 | . |
| *95% Confidence interval* | ***±12*** | *±37* | *±44* | *±16* | *±18* | *±17* | *±13* | *±41* | *±13* | *0* | *±36* | *±49* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 7 | 4 | 8 | 8 | 9 | 15 | 5 | 4 | . | 7 | 4 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | . | . | *1* | . | *1* | . | . |
| *Not asked* | ***1,680*** | *184* | *190* | *167* | *189* | *191* | *185* | *175* | *183* | *25* | *191* | *38* | *19* |

# B2B - How satisfied or dissatisfied are you with the customer service you receive from your current clean water and waste water retailer

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **14** | 3 | 2 | 77 | 6 | 82 | 1 | . | . | . | 1 | . | . |
| Fairly satisfied | **13** | 2 | 83 | . | 14 | 17 | 5 | 74 | 93 | . | 14 | 41 | . |
| Neither satisfied nor dissatisfied | **62** | 95 | 16 | 15 | . | 1 | 91 | 25 | 7 | . | 86 | 55 | . |
| Fairly dissatisfied | **8** | . | . | . | 73 | . | 1 | . | . | . | . | . | . |
| Very dissatisfied | **2** | . | . | 8 | 7 | . | 1 | 0 | . | . | . | 3 | . |
| *95% Confidence interval* | ***±12*** | *±17* | *±37* | *±29* | *±31* | *±25* | *±15* | *±38* | *±22* | *0* | *±26* | *±49* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 7 | 4 | 8 | 8 | 9 | 14 | 5 | 5 | . | 7 | 4 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | *1* | . | . | . | *1* | . | . |
| *Not asked* | ***1,680*** | *184* | *190* | *167* | *189* | *191* | *185* | *175* | *183* | *25* | *191* | *38* | *19* |

# B2BGRP - How satisfied or dissatisfied are you with the customer service you receive from your current clean water and waste water ret

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **27** | 5 | 84 | 77 | 20 | 99 | 6 | 74 | 93 | . | 14 | 41 | . |
| Neither satisfied nor dissatisfied | **62** | 95 | 16 | 15 | . | 1 | 91 | 25 | 7 | . | 86 | 55 | . |
| Dissatisfied | **11** | . | . | 8 | 80 | . | 3 | 0 | . | . | . | 3 | . |
| *95% Confidence interval* | ***±12*** | *±17* | *±36* | *±29* | *±28* | *±6* | *±15* | *±38* | *±22* | *0* | *±26* | *±49* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 7 | 4 | 8 | 8 | 9 | 14 | 5 | 5 | . | 7 | 4 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | *1* | . | . | . | *1* | . | . |
| *Not asked* | ***1,680*** | *184* | *190* | *167* | *189* | *191* | *185* | *175* | *183* | *25* | *191* | *38* | *19* |

# B2C - Overall, how satisfied or dissatisfied are you with your current clean water and waste water retailer(s)?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **35** | 50 95 | 33 | 26 95 | 38 | 41 90 | 18 95 | 24 95 | 66 95 | 81 95 | 62 95 | 11 95 | 46 |
| Fairly satisfied | **42** | 41 | 32 95 | 53 95 | 50 95 | 36 90 | 35 90 | 59 95 | 25 95 | 16 95 | 28 95 | 73 95 | 53 |
| Neither satisfied nor dissatisfied | **14** | 8 95 | 26 95 | 13 | 11 90 | 20 95 | 24 95 | 9 95 | 8 95 | 2 95 | 9 95 | 10 | 0 |
| Fairly dissatisfied | **4** | 0 95 | 5 | 6 | 1 95 | 2 | 9 95 | 2 90 | 2 95 | . 95 | 0 95 | 3 | 0 |
| Very dissatisfied | **5** | 1 95 | 5 | 1 95 | 1 95 | 0 95 | 14 95 | 7 | 0 95 | . 95 | 1 95 | 2 | . |
| *95% Confidence interval* | ***±2*** | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±15* | *±7* | *±13* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 191 | 192 | 170 | 197 | 200 | 196 | 178 | 185 | 25 | 197 | 42 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *.* | *2* | *4* | *1* | *.* | *3* | *2* | *3* | *.* | *2* | *.* | *1* |
| *Refused* | ***2*** | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* |

# B2CGRP - Overall, how satisfied or dissatisfied are you with your current clean water and waste water retailer(s)? (Grouped Responses)

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **77** | 91 [95] | 65 [95] | 79 | 88 [95] | 77 | 53 [95] | 82 [95] | 90 [95] | 98 [95] | 90 [95] | 84 | 99 |
| Neither satisfied nor dissatisfied | **14** | 8 [95] | 26 [95] | 13 | 11 [90] | 20 [95] | 24 [95] | 9 [95] | 8 [95] | 2 [95] | 9 [95] | 10 | 0 |
| Dissatisfied | **9** | 1 [95] | 9 | 8 | 2 [95] | 2 [95] | 23 [95] | 9 | 2 [95] | . [95] | 1 [95] | 5 | 0 |
| *95% Confidence interval* | ***±2*** | *±4* | *±7* | *±6* | *±5* | *±6* | *±7* | *±6* | *±4* | *±6* | *±4* | *±11* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 191 | 192 | 170 | 197 | 200 | 196 | 178 | 185 | 25 | 197 | 42 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | . | 2 | 4 | 1 | . | 3 | 2 | 3 | . | 2 | . | 1 |
| *Refused* | ***2*** | . | . | 1 | . | . | 1 | . | . | . | . | . | . |

# B2D - Why were you dissatisfied?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Water quality issue (e.g. cloudy water/strange taste) | **5** | 9 | . 95 | 7 | 1 | . | 5 | . | 91 | . | . | 58 | . |
| Price (e.g. too expensive) | **10** | 82 | 49 95 | 60 | 22 | 25 | 1 95 | 2 | . | . | 19 | 9 | . |
| Customer service (e.g. slow to respond to issues, hard to get in contact with etc.) | **63** | 61 | 14 95 | 16 | 13 | 62 | 81 95 | 44 | 0 | . | 70 | . | 100 |
| Billing issues (e.g. not receiving bills, incorrect charges) | **74** | 74 | 44 95 | 84 | 74 | 5 | 81 | 48 | 9 | . | 76 | 33 | 100 |
| Other | **25** | 7 | 19 | 12 | 10 | 19 | 18 | 90 | 0 | . | 5 | 9 | 100 |
| *95% Confidence interval* | ***±8*** | *±36* | *±21* | *±22* | *±22* | *±26* | *±13* | *±22* | *±25* | *0* | *±30* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **144** | 7 | 22 | 19 | 15 | 13 | 35 | 19 | 5 | . | 9 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,606*** | *184* | *172* | *156* | *183* | *187* | *165* | *161* | *183* | *25* | *190* | *39* | *18* |

# B2DTX - Why were you dissatisfied?

View verbatim text responses for this question

# B3 - Has the tariff charged by either your current clean water and/or waste water retailer changed since April 2017?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - gone up | **9** | . | 13 | . | 53 | . | 2 | . | . | . | 24 | 42 | . |
| Yes - gone down | **2** | . | 0 | . | . | . | 4 | . | . | . | . | . | . |
| No - not changed | **90** | 100 | 86 | 100 | 47 | 100 | 93 | 100 | 100 | . | 76 | 58 | . |
| *95% Confidence interval* | ***±7*** | *0* | *±28* | *0* | *±40* | *0* | *±13* | *0* | *0* | *0* | *±34* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **65** | 5 | 6 | 8 | 6 | 10 | 14 | 6 | 4 | . | 6 | 3 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *3* | *.* | *3* | *7* | *1* | *7* | *2* | *1* | *.* | *2* | *1* | *.* |
| *Not asked* | ***1,659*** | *183* | *188* | *164* | *185* | *189* | *179* | *172* | *183* | *25* | *191* | *38* | *19* |

# B3B - Which of the following scenarios best applies to your organisation?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 | **6** | 0 95 | 1 95 | 2 95 | 13 95 | 0 95 | 16 95 | 5 | 0 95 | . 95 | 1 95 | 0 95 | . |
| You are currently actively considering switching retailer. By actively considering, | **3** | 0 95 | 8 95 | 1 90 | 1 95 | 10 95 | 5 | 1 90 | 3 | 7 | 4 | 0 95 | . |
| You actively considered switching but decided not to | **5** | 8 | 2 90 | 1 95 | 11 95 | 5 | 4 | 1 95 | 0 95 | 4 | 2 95 | 13 | 0 |
| You actually tried to arrange a switch but something prevented the switch from | **2** | 0 95 | 1 90 | . 95 | 2 | 2 | 10 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . |
| You have not actively considered switching but plan to over the next 3 months | **6** | 7 | 6 | 2 95 | 4 | 8 | 7 | 9 | 4 | . 95 | 7 | 32 95 | 85 |
| You have not actively considered switching but plan to at some point further in the | **28** | 25 | 33 | 23 | 21 90 | 18 95 | 21 90 | 56 95 | 20 95 | 20 | 30 | 26 | 1 |
| You are not interested in switching water and wastewater retailer | **50** | 60 95 | 49 | 71 95 | 49 | 56 | 37 95 | 28 95 | 72 95 | 69 90 | 56 | 30 95 | 14 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±9* | *±8* | *±9* | *±9* | *±8* | *±19* | *±9* | *±18* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 135 | 149 | 117 | 129 | 134 | 109 | 107 | 124 | 23 | 127 | 25 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *.* | *1* | *1* | *1* | *6* | *3* | *2* | *1* | *.* | *2* | *1* | *1* |
| *Refused* | ***4*** | *.* | *.* | *.* | *.* | *.* | *1* | *2* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *56* | *44* | *57* | *68* | *60* | *87* | *69* | *62* | *2* | *70* | *16* | *6* |

# B3B|1GRP - Which of the following scenarios best applies to your organisation? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **8** 95 | 13 | **4** 95 | **26** 95 | 18 | **35** 95 | **7** 95 | **4** 95 | 11 | **7** 95 | 13 | 0 |
| You have not actively considered switching but plan to over the next 3 months & You | **34** | 32 | 39 | **25** 95 | **25** 95 | **26** 95 | 28 | **65** 95 | **24** 95 | 20 | 36 | **57** 95 | 86 |
| You are not interested in switching water and wastewater retailer | **50** | **60** 95 | 49 | **71** 95 | 49 | 56 | **37** 95 | **28** 95 | **72** 95 | **69** 90 | 56 | **30** 95 | 14 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±9* | *±8* | *±9* | *±9* | *±8* | *±19* | *±9* | *±19* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 135 | 149 | 117 | 129 | 134 | 109 | 107 | 124 | 23 | 127 | 25 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | . | *1* | *1* | *1* | *6* | *3* | *2* | *1* | . | *2* | *1* | *1* |
| *Refused* | ***4*** | . | . | . | . | . | *1* | *2* | *1* | . | . | . | . |
| *Not asked* | ***575*** | *56* | *44* | *57* | *68* | *60* | *87* | *69* | *62* | *2* | *70* | *16* | *6* |

# B3B|2GRP - Which of the following scenarios best applies to your organisation? (Grouped Responses)

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **8** 95 | 13 | **4** 95 | **26** 95 | 18 | **35** 95 | **7** 95 | **4** 95 | 11 | **7** 95 | 13 | 0 |
| You have not actively considered switching but plan to over the next 3 months & You | **84** | **92** 95 | 87 | **96** 95 | **74** 95 | 82 | **65** 95 | **93** 95 | **96** 95 | 89 | **93** 95 | 87 | 100 |
| *95% Confidence interval* | ***±2*** | *±5* | *±5* | *±4* | *±8* | *±6* | *±9* | *±5* | *±4* | *±13* | *±5* | *±13* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 135 | 149 | 117 | 129 | 134 | 109 | 107 | 124 | 23 | 127 | 25 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *.* | *1* | *1* | *1* | *6* | *3* | *2* | *1* | *.* | *2* | *1* | *1* |
| *Refused* | ***4*** | *.* | *.* | *.* | *.* | *.* | *1* | *2* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *56* | *44* | *57* | *68* | *60* | *87* | *69* | *62* | *2* | *70* | *16* | *6* |

# B3B|3GRP - Which of the following scenarios best applies to your organisation? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **20** | 15 | 17 | 6 95 | 28 95 | 23 | 31 95 | 16 | 8 95 | 11 | 14 90 | 45 95 | 85 |
| You actually tried to arrange a switch but something prevented the switch from | **80** | 85 | 83 | 94 95 | 72 95 | 77 | 69 95 | 84 | 92 95 | 89 | 86 90 | 55 95 | 15 |
| *95% Confidence interval* | ***±2*** | *±6* | *±6* | *±4* | *±8* | *±7* | *±9* | *±7* | *±5* | *±13* | *±6* | *±19* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 135 | 149 | 117 | 129 | 134 | 109 | 107 | 124 | 23 | 127 | 25 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | . | *1* | *1* | *1* | *6* | *3* | *2* | *1* | . | *2* | *1* | *1* |
| *Refused* | ***4*** | . | . | . | . | . | *1* | *2* | *1* | . | . | . | . |
| *Not asked* | ***575*** | *56* | *44* | *57* | *68* | *60* | *87* | *69* | *62* | *2* | *70* | *16* | *6* |

# B3B|4GRP - Which of the following scenarios best applies to your organisation? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 135 | 149 | 117 | 129 | 134 | 109 | 107 | 124 | 23 | 127 | 25 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | . | *1* | *1* | *1* | *6* | *3* | *2* | *1* | . | *2* | *1* | *1* |
| *Refused* | ***4*** | . | . | . | . | . | *1* | *2* | *1* | . | . | . | . |
| *Not asked* | ***575*** | *56* | *44* | *57* | *68* | *60* | *87* | *69* | *62* | *2* | *70* | *16* | *6* |

# B3C - Just to double check that your organisation chose to switch retailer rather than being switched by your retailer?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - continue | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | . | 100 | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **51** | 1 | 6 | 9 | 8 | 1 | 12 | 5 | 5 | . | 4 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,699*** | *190* | *188* | *166* | *190* | *199* | *188* | *175* | *183* | *25* | *195* | *41* | *19* |

# B4A - Are you aware that intermediaries such as brokers and price comparison websites can help you compare the different opportuniti

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - aware | **76** | **96** 95 | **88** 95 | **67** 95 | **68** 95 | **66** 95 | 80 | **68** 90 | 77 | **90** 95 | **67** 95 | **87** 90 | 15 |
| No - not aware | **24** | **4** 95 | **12** 95 | **33** 95 | **32** 95 | **34** 95 | 20 | **32** 90 | 23 | **10** 95 | **33** 95 | **13** 90 | 85 |
| *95% Confidence interval* | ***±2*** | *±3* | *±5* | *±8* | *±8* | *±8* | *±7* | *±9* | *±7* | *±12* | *±8* | *±13* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,171** | 135 | 150 | 117 | 130 | 140 | 112 | 110 | 125 | 23 | 129 | 26 | 13 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***579*** | *56* | *44* | *58* | *68* | *60* | *88* | *70* | *63* | *2* | *70* | *16* | *6* |

# B4B - Which of the following have you used to search for information about alternative retailers?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Open Water website | **10** | 2 95 | 14 | 12 | 13 | 3 95 | 8 | 1 95 | 5 | 44 | 25 95 | . | 100 |
| A retailer's website | **34** | 2 95 | 3 95 | 16 95 | 89 95 | 4 95 | 10 95 | 3 95 | 37 | 17 | 17 95 | 1 | 100 |
| A price comparison website | **31** | 33 | 6 95 | 39 | 66 95 | 5 95 | 12 95 | 2 95 | 48 | . | 15 95 | . | . |
| Direct contact with another retailer | **23** | 14 | 12 95 | 9 95 | 16 | 0 95 | 37 90 | 6 95 | 35 | 59 | 15 | 0 | 100 |
| A broker | **30** | 17 90 | 69 95 | 32 | 45 | 61 95 | 2 95 | 82 95 | 5 | . | 65 95 | 0 | . |
| A consultant | **2** | 2 | 7 | 1 | 2 | 4 | 1 | 1 | 0 | 43 | 10 90 | 1 | . |
| Other | **4** | 1 | 5 | 5 | 0 90 | 25 95 | 4 | 2 | 6 | 8 | 0 95 | . | . |
| None of the above | **19** | 44 95 | . 95 | 6 95 | . 95 | 4 95 | 36 95 | 10 | . | 24 | 3 95 | 99 | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±16* | *±19* | *±20* | *±18* | *±18* | *±16* | *±23* | *±37* | *±16* | *±9* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 21 | 33 | 26 | 24 | 28 | 29 | 22 | 18 | 7 | 34 | 4 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know/cant remember* | ***9*** | . | *1* | *3* | *1* | *1* | *2* | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

## B4BTX - Which of the following have you used to search for information about alternative retailers?

View verbatim text responses for this question

# B5 - How easy or difficult was it for you to find the information you needed?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **25** | 9 95 | 36 | 12 95 | 27 | 14 90 | 21 | 38 | 55 | 8 | 46 95 | . | . |
| Fairly easy | **47** | 46 | 34 | 80 95 | 63 90 | 79 95 | 26 95 | 51 | 41 | 74 | 44 | . | . |
| Neither easy nor difficult | **6** | 45 95 | 3 | 1 90 | 2 | 1 95 | 2 | 8 | 2 | 8 | 1 95 | 100 | . |
| Fairly difficult | **1** | . | 1 | 7 | . | 4 | 0 | 3 | 2 | 9 | 8 | 0 | 100 |
| Very difficult | **22** | . 95 | 26 | . 95 | 8 95 | 3 95 | 52 95 | . 95 | . | . | 1 95 | . | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±17* | *±15* | *±19* | *±15* | *±19* | *±21* | *±23* | *±32* | *±18* | *±7* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 21 | 31 | 26 | 25 | 27 | 26 | 22 | 18 | 7 | 31 | 4 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | . | *3* | *3* | . | *2* | *5* | *1* | . | . | *2* | . | . |
| *Refused* | ***2*** | . | . | . | . | . | . | . | . | . | *2* | . | . |
| *Not asked* | ***1,498*** | *170* | *160* | *146* | *173* | *171* | *169* | *157* | *170* | *18* | *164* | *38* | *18* |

# B5|1GRP - How easy or difficult was it for you to find the information you needed? (Grouped Responses)

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **72** | 55 | 70 | **92** 95 | **90** 95 | **93** 95 | **46** 95 | **89** 95 | 96 | 83 | **90** 95 | . | . |
| Neither easy nor difficult | **6** | **45** 95 | 3 | **1** 90 | 2 | **1** 95 | 2 | 8 | 2 | 8 | **1** 95 | 100 | . |
| Fairly difficult & Very difficult | **23** | **.** 95 | 26 | **7** 95 | **8** 95 | **7** 95 | **52** 95 | **3** 95 | 2 | 9 | **9** 95 | 0 | 100 |
| *95% Confidence interval* | ***±6*** | *±21* | *±16* | *±11* | *±12* | *±10* | *±19* | *±13* | *±9* | *±28* | *±10* | *±7* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 21 | 31 | 26 | 25 | 27 | 26 | 22 | 18 | 7 | 31 | 4 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *.* | *3* | *3* | *.* | *2* | *5* | *1* | *.* | *.* | *2* | *.* | *.* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *2* | *.* | *.* |
| *Not asked* | ***1,498*** | *170* | *160* | *146* | *173* | *171* | *169* | *157* | *170* | *18* | *164* | *38* | *18* |

# B5B - Why was this difficult?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Didn't know where to look for information/where to go | **1** | . | 23 | . | . | 15 | 0 | . | . | 100 | . | . | 100 |
| Don't know enough about the new market | **0** | . | . | . | . | . | 0 | . | 100 | . | 8 | . | . |
| Information not available via phone/online/my preferred communication | **61** | . | 21 | . | . | 28 | 74 | . | . | . | 45 | . | . |
| Information found wasn't relevant | **0** | . | . | . | . | 7 | 0 | . | . | . | 10 | . | . |
| Information found wasn't clear/didn't understand information | **1** | . | . | 16 | . | 37 | . | . | . | . | 8 | . | . |
| Other | **38** | . | 77 | 84 | 100 | 64 | 26 | 100 | . | 100 | 46 | 100 | 100 |
| *95% Confidence interval* | ***±16*** | *0* | *±48* | *±32* | *0* | *±36* | *±32* | *0* | *0* | *0* | *±37* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **34** | . | 3 | 5 | 1 | 7 | 7 | 2 | 1 | 1 | 7 | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,716*** | *191* | *191* | *170* | *197* | *193* | *193* | *178* | *187* | *24* | *192* | *41* | *18* |

## B5BTX - Why was this difficult?

View verbatim text responses for this question

# B6 - How easy or difficult was it to compare different retailers?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **24** | 25 | 9 95 | 1 95 | 32 | 73 95 | 7 | 76 | 36 | . | 56 95 | . | . |
| Fairly easy | **31** | 71 | 13 95 | 70 95 | 20 | 20 | 37 | 15 | 58 | 52 | 16 95 | 100 | . |
| Neither easy nor difficult | **6** | 4 | 66 95 | 18 90 | 1 90 | 1 | 2 | 1 | 6 | 8 | 5 | . | . |
| Fairly difficult | **38** | . | 1 95 | 11 95 | 47 | 2 95 | 54 | 9 | 0 | 33 | 24 90 | . | 100 |
| Very difficult | **1** | . | 11 95 | 1 | . | 4 | 0 | . | . | 7 | . | . | . |
| *95% Confidence interval* | ***±7*** | *±22* | *±18* | *±18* | *±20* | *±17* | *±22* | *±22* | *±27* | *±37* | *±19* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 16 | 27 | 24 | 23 | 26 | 19 | 15 | 13 | 7 | 27 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *3* | *6* | *5* | *2* | *3* | *10* | *5* | *4* | *.* | *3* | *2* | *.* |
| *Refused* | ***13*** | *2* | *1* | *.* | *.* | *.* | *2* | *2* | *1* | *.* | *5* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B6|1GRP - How easy or difficult was it to compare different retailers? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **55** | 96 | 23 95 | 71 90 | 52 | 93 95 | 44 | 91 | 94 | 52 | 72 95 | 100 | . |
| Neither easy nor difficult | **6** | 4 | 66 95 | 18 90 | 1 90 | 1 | 2 | 1 | 6 | 8 | 5 | . | . |
| Fairly difficult & Very difficult | **39** | . | 12 95 | 11 95 | 47 | 6 95 | 54 | 9 | 0 | 40 | 24 95 | . | 100 |
| *95% Confidence interval* | ***±7*** | *±10* | *±18* | *±18* | *±20* | *±10* | *±22* | *±15* | *±13* | *±37* | *±17* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 16 | 27 | 24 | 23 | 26 | 19 | 15 | 13 | 7 | 27 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *3* | *6* | *5* | *2* | *3* | *10* | *5* | *4* | *.* | *3* | *2* | *.* |
| *Refused* | ***13*** | *2* | *1* | *.* | *.* | *.* | *2* | *2* | *1* | *.* | *5* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B6B - Why was this difficult?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Prices weren't clear | **1** | . | . | 80 | . | 6 | . | 21 | . | 40 | . | . | 100 |
| Information wasn't consistent/was hard to compare | **41** | . | 1 | 52 | 100 | 5 | 0 | . | . | 83 | . | . | 100 |
| Didn't know what to compare (lack of familiarity with the market) | **0** | . | 6 | . | . | 6 | . | . | . | . | . | . | . |
| Not enough time | **14** | . | . | . | . | . | 26 | . | . | . | 1 | . | . |
| Retailer failed to respond to query | **2** | . | 73 | . | . | 5 | 0 | 79 | . | . | . | . | . |
| Retailers not interested in me as a customer | **0** | . | . | . | . | 6 | . | . | . | . | . | . | . |
| Information not available via phone/online/my preferred communication | **54** | . | 20 | . | . | 56 | 100 | . | . | . | 15 | . | . |
| Other | **3** | . | 27 | 48 | . | 28 | . | 21 | 100 | . | 84 | . | . |
| *95% Confidence interval* | ***±16*** | *0* | *±43* | *±40* | *0* | *±34* | *±39* | *±56* | *0* | *±55* | *±32* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **38** | . | 4 | 6 | 3 | 8 | 5 | 2 | 2 | 3 | 5 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,711*** | *191* | *190* | *169* | *195* | *191* | *195* | *178* | *186* | *22* | *194* | *42* | *18* |

## B6BTX - Why was this difficult?

View verbatim text responses for this question

# B7A - How important or unimportant were each of the following factors in your decisions when comparing providers? Price

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **62** | 57 | 96 95 | 68 | 35 95 | 94 95 | 71 | 92 95 | 98 | 83 | 61 | 84 | . |
| Fairly important | **32** | 24 | 4 95 | 22 | 57 95 | 5 95 | 26 | 1 95 | 2 | 9 | 39 | 16 | 100 |
| Neither important nor unimportant | **4** | . 95 | . 95 | 9 | 8 | . 95 | 3 | . 95 | . | 8 | 0 95 | . | . |
| Fairly unimportant | **1** | 19 95 | . 90 | 1 | . 90 | 1 | . 90 | 7 | . | . | 1 | . | . |
| Very unimportant | **0** | . | . | . | 0 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±22* | *±7* | *±17* | *±19* | *±9* | *±16* | *±12* | *±6* | *±28* | *±16* | *±41* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 20 | 33 | 29 | 25 | 29 | 31 | 22 | 18 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7A|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Price (Grou

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 81 90 | 100 95 | 90 | 92 | 99 90 | 97 | 93 | 100 | 92 | 99 95 | 100 | 100 |
| Neither important nor unimportant | **4** | . 95 | . 95 | 9 | 8 | . 95 | 3 | . 95 | . | 8 | 0 95 | . | . |
| Fairly unimportant & Very unimportant | **1** | 19 95 | . 90 | 1 | 0 | 1 | . 90 | 7 | . | . | 1 | . | . |
| *95% Confidence interval* | ***±3*** | *±17* | *0* | *±11* | *±11* | *±4* | *±6* | *±11* | *0* | *±21* | *±3* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 20 | 33 | 29 | 25 | 29 | 31 | 22 | 18 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7B - How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of custom

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbria n Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **59** | 61 | 28 95 | 24 95 | 39 95 | 36 95 | 87 95 | 33 95 | 46 | 93 | 34 95 | 73 | 100 |
| Fairly important | **36** | 27 | 70 95 | 34 | 58 95 | 61 95 | 10 95 | 59 95 | 9 | . | 63 95 | 27 | . |
| Neither important nor unimportant | **3** | 11 | 1 | 38 95 | 1 | 2 | 3 | . 95 | . | 7 | 3 | . | . |
| Fairly unimportant | **2** | 1 | 0 90 | . 95 | 2 | 2 | . 95 | 8 | 43 | . | . 95 | . | . |
| Very unimportant | **0** | . | . | 4 | . | . | . | . | 3 | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±16* | *±18* | *±19* | *±18* | *±12* | *±21* | *±24* | *±19* | *±16* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 20 | 33 | 29 | 25 | 29 | 31 | 22 | 16 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *1* | . | . | . | . | . | *1* | . | . | *1* | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7B|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of c

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 88 | 99 (90) | 58 (95) | 97 | 97 | 97 | 92 | 55 | 93 | 97 | 100 | 100 |
| Neither important nor unimportant | **3** | 11 | 1 | 38 (95) | 1 | 2 | 3 | . (95) | . | 7 | 3 | . | . |
| Fairly unimportant & Very unimportant | **2** | 1 | 0 (95) | 4 | 2 | 2 | . (95) | 8 | 45 | . | . (95) | . | . |
| *95% Confidence interval* | ***±3*** | *±14* | *±4* | *±18* | *±7* | *±6* | *±6* | *±11* | *±24* | *±19* | *±6* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 20 | 33 | 29 | 25 | 29 | 31 | 22 | 16 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7C - How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating wat

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **37** | 37 | 84 95 | 13 95 | 36 | 18 95 | 41 | 28 | 9 | . | 26 | 16 | . |
| Fairly important | **39** | 32 | 8 95 | 28 | 45 | 7 95 | 44 | 52 | 2 | 85 | 26 90 | . | 100 |
| Neither important nor unimportant | **9** | 22 | 1 95 | 31 95 | 0 95 | 56 95 | 4 | 3 | 48 | 7 | 42 95 | 57 | . |
| Fairly unimportant | **4** | 7 | 5 | 1 | 4 | 17 95 | 0 95 | 9 | 34 | 8 | 6 | . | . |
| Very unimportant | **11** | 2 95 | 2 95 | 27 95 | 15 | 3 95 | 12 | 8 | 7 | . | 1 95 | 27 | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±13* | *±18* | *±20* | *±18* | *±18* | *±21* | *±24* | *±27* | *±17* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 20 | 32 | 26 | 25 | 29 | 30 | 22 | 17 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *1* | *2* | *3* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7C|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidati

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **76** | 69 | **92** 95 | **41** 95 | 82 | **24** 95 | 85 | 80 | 11 | 85 | **52** 95 | 16 | 100 |
| Neither important nor unimportant | **9** | 22 | **1** 95 | **31** 95 | **0** 95 | **56** 95 | 4 | 3 | 48 | 7 | **42** 95 | 57 | . |
| Fairly unimportant & Very unimportant | **15** | 9 | **7** 90 | 28 | 18 | 20 | 12 | 17 | 41 | 8 | **7** 90 | 27 | . |
| *95% Confidence interval* | ***±5*** | *±20* | *±10* | *±19* | *±15* | *±18* | *±13* | *±17* | *±24* | *±27* | *±17* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 20 | 32 | 26 | 25 | 29 | 30 | 22 | 17 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *1* | *2* | *3* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7D - How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating mul

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 75 | 55 | 42 | 16 | 75 | 15 | 35 | 2 | 10 | 10 95 | 73 | . |
| Fairly important | **22** | 1 | 1 | 29 | 49 | 17 | 35 | 32 | 3 | 90 | 12 | . | 100 |
| Neither important nor unimportant | **12** | 5 | 25 | . | 6 | 6 | . | . | 7 | . | 44 95 | . | . |
| Fairly unimportant | **13** | 19 | 19 | 1 | 4 | 1 | 6 | 27 | 81 | . | 5 | 27 | . |
| Very unimportant | **23** | . | 1 | 27 | 25 | 1 | 44 | 7 | 7 | . | 29 | . | . |
| *95% Confidence interval* | ***±8*** | *±25* | *±24* | *±25* | *±28* | *±21* | *±24* | *±27* | *±24* | *±26* | *±21* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 12 | 16 | 15 | 12 | 16 | 16 | 12 | 10 | 5 | 22 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *2* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,610*** | *178* | *176* | *160* | *186* | *183* | *184* | *168* | *178* | *20* | *177* | *38* | *18* |

# B7D|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidati

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **52** | 76 | 56 | 72 | 65 | 92 | 50 | 66 | 5 | 100 | 22 95 | 73 | 100 |
| Neither important nor unimportant | **12** | 5 | 25 | . | 6 | 6 | . | . | 7 | . | 44 95 | . | . |
| Fairly unimportant & Very unimportant | **36** | 19 | 20 | 28 | 29 | 2 | 50 | 34 | 88 | . | 34 | 27 | . |
| *95% Confidence interval* | ***±8*** | *±24* | *±24* | *±23* | *±27* | *±13* | *±24* | *±27* | *±20* | *0* | *±21* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 12 | 16 | 15 | 12 | 16 | 16 | 12 | 10 | 5 | 22 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *2* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,610*** | *178* | *176* | *160* | *186* | *183* | *184* | *168* | *178* | *20* | *177* | *38* | *18* |

# B7E - How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidating diffe

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **11** | 1 | 2 | 0 | 15 | . | 15 | . | . | . | 9 | . | . |
| Fairly important | **37** | 4 | 68 95 | 12 | 45 | 20 | 45 | . | 10 | 35 | 12 | . | . |
| Neither important nor unimportant | **7** | 3 | 7 | 42 95 | 10 | 3 | 3 | 1 | 40 | 9 | 8 | . | 100 |
| Fairly unimportant | **28** | 26 | 19 | 10 | 27 | 57 95 | 22 | 64 95 | 44 | 32 | 40 | 84 | . |
| Very unimportant | **16** | 66 95 | 4 | 35 | 3 95 | 20 | 15 | 36 | 6 | 24 | 31 95 | 16 | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±16* | *±18* | *±19* | *±18* | *±18* | *±21* | *±23* | *±35* | *±16* | *±41* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 20 | 32 | 29 | 25 | 29 | 30 | 21 | 18 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *1* | *2* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7E|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Consolidati

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **49** | 5 95 | 70 95 | 12 95 | 60 | 20 95 | 60 | . 95 | 10 | 35 | 21 95 | . | . |
| Neither important nor unimportant | **7** | 3 | 7 | 42 95 | 10 | 3 | 3 | 1 95 | 40 | 9 | 8 | . | 100 |
| Fairly unimportant & Very unimportant | **44** | 92 95 | 23 95 | 45 | 30 | 77 95 | 37 | 99 95 | 50 | 56 | 71 95 | 100 | . |
| *95% Confidence interval* | ***±6*** | *±12* | *±16* | *±18* | *±19* | *±15* | *±18* | *±4* | *±23* | *±37* | *±15* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 20 | 32 | 29 | 25 | 29 | 30 | 21 | 18 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *1* | *2* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7F - How important or unimportant were each of the following factors in your decisions when comparing providers? Water efficiency, l

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **43** | 25 90 | 10 95 | 10 95 | 27 90 | 36 | 60 95 | 69 95 | 42 | 66 | 41 | 73 | . |
| Fairly important | **37** | 66 95 | 84 95 | 60 95 | 56 95 | 7 95 | 17 95 | 28 | 48 | 26 | 43 | . | 100 |
| Neither important nor unimportant | **7** | 1 95 | 6 | 13 | 1 95 | 2 | 13 | 1 95 | . | 8 | 0 95 | . | . |
| Fairly unimportant | **13** | 5 90 | 0 95 | 13 | 16 | 54 95 | 10 | 3 95 | 9 | . | 13 | 27 | . |
| Very unimportant | **0** | 4 | . | 4 | . | 0 | . | . | . | . | 2 | . | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±13* | *±18* | *±20* | *±18* | *±17* | *±20* | *±24* | *±35* | *±17* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 20 | 33 | 29 | 24 | 29 | 31 | 21 | 17 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7F|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Water effici

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 91 90 | 93 95 | 70 | 83 | 43 95 | 77 | 96 95 | 91 | 92 | 84 | 73 | 100 |
| Neither important nor unimportant | **7** | 1 95 | 6 | 13 | 1 95 | 2 | 13 | 1 95 | . | 8 | 0 95 | . | . |
| Fairly unimportant & Very unimportant | **13** | 8 | 0 95 | 17 | 16 | 55 95 | 10 | 3 95 | 9 | . | 16 | 27 | . |
| *95% Confidence interval* | ***±5*** | *±13* | *±9* | *±17* | *±15* | *±18* | *±15* | *±8* | *±14* | *±21* | *±12* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 20 | 33 | 29 | 24 | 29 | 31 | 21 | 17 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7G - How important or unimportant were each of the following factors in your decisions when comparing providers? Online account m

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **26** | 2 95 | 60 95 | 9 95 | 27 | 7 95 | 32 | 3 95 | 2 | 7 | 17 | . | . |
| Fairly important | **30** | 79 95 | 10 95 | 26 | 45 90 | 75 95 | 10 95 | 16 90 | 85 | 93 | 24 | 16 | 100 |
| Neither important nor unimportant | **11** | 10 | 4 95 | 45 95 | 8 | 2 95 | 12 | 2 95 | 8 | . | 17 | . | . |
| Fairly unimportant | **28** | 5 95 | 15 95 | 19 | 17 | 13 95 | 34 | 79 95 | 1 | . | 35 | 57 | . |
| Very unimportant | **6** | 4 | 11 | . 95 | 1 90 | 3 | 12 | . 95 | 3 | . | 6 | 27 | . |
| *95% Confidence interval* | ***±6*** | *±18* | *±17* | *±18* | *±20* | *±16* | *±17* | *±17* | *±16* | *±19* | *±16* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 20 | 33 | 28 | 25 | 29 | 30 | 22 | 18 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7G|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Online accc

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **55** | **81** 95 | **71** 95 | **36** 95 | **73** 95 | **82** 95 | 42 | **19** 95 | 87 | 100 | **41** 90 | 16 | 100 |
| Neither important nor unimportant | **11** | 10 | **4** 95 | **45** 95 | 8 | **2** 95 | 12 | **2** 95 | 8 | . | 17 | . | . |
| Fairly unimportant & Very unimportant | **34** | **9** 95 | 25 | **19** 95 | **19** 95 | **16** 95 | 46 | **79** 95 | 4 | . | 41 | 84 | . |
| *95% Confidence interval* | ***±6*** | *±17* | *±16* | *±18* | *±17* | *±14* | *±18* | *±17* | *±15* | *0* | *±17* | *±41* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 20 | 33 | 28 | 25 | 29 | 30 | 22 | 18 | 7 | 34 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7H - How important or unimportant were each of the following factors in your decisions when comparing providers? Reputation of the

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 3 95 | 65 95 | 16 95 | 29 | 30 | 32 | 18 | 6 | 31 | 40 | . | . |
| Fairly important | **50** | 82 95 | 30 95 | 38 | 43 | 66 90 | 62 | 5 95 | 19 | 69 | 22 95 | 57 | 100 |
| Neither important nor unimportant | **13** | 9 | 2 95 | 45 95 | 26 90 | 3 95 | 3 95 | 1 95 | 1 | . | 26 95 | . | . |
| Fairly unimportant | **7** | 0 95 | 3 | 1 95 | 1 95 | 1 95 | 2 95 | 77 95 | 74 | . | 12 | 43 | . |
| Very unimportant | **1** | 5 | . | . | . | . | 2 | . | 0 | . | 0 | . | . |
| *95% Confidence interval* | ***±6*** | *±17* | *±16* | *±18* | *±19* | *±17* | *±17* | *±18* | *±21* | *±34* | *±16* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 20 | 33 | 29 | 25 | 29 | 30 | 21 | 17 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *.* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7H|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Reputation

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 86 | 95 95 | 54 95 | 72 | 96 95 | 94 95 | 22 95 | 25 | 100 | 62 95 | 57 | 100 |
| Neither important nor unimportant | **13** | 9 | 2 95 | 45 95 | 26 90 | 3 95 | 3 95 | 1 95 | 1 | . | 26 95 | . | . |
| Fairly unimportant & Very unimportant | **8** | 6 | 3 90 | 1 95 | 1 95 | 1 95 | 3 | 77 95 | 74 | . | 12 | 43 | . |
| *95% Confidence interval* | ***±5*** | *±15* | *±7* | *±18* | *±18* | *±7* | *±8* | *±18* | *±21* | *0* | *±16* | *±56* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 20 | 33 | 29 | 25 | 29 | 30 | 21 | 17 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *.* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7I - How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of billing se

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **64** | 29 95 | 77 90 | 47 90 | 43 95 | 40 95 | 85 95 | 80 90 | 47 | 100 | 57 | 73 | 100 |
| Fairly important | **32** | 60 95 | 23 | 53 95 | 57 95 | 60 95 | 8 95 | 18 90 | 9 | . | 41 | . | . |
| Neither important nor unimportant | **3** | 7 | . 95 | . 95 | . 95 | . 95 | 7 | . 95 | 0 | . | 2 | 27 | . |
| Fairly unimportant | **1** | . | . | . | . | . | . | 2 | 44 | . | . | . | . |
| Very unimportant | **0** | 4 | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±21* | *±14* | *±18* | *±19* | *±18* | *±13* | *±17* | *±24* | *0* | *±16* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 20 | 34 | 29 | 25 | 29 | 31 | 22 | 17 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7I|1GRP - How important or unimportant were each of the following factors in your decisions when comparing providers? Quality of bi

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **96** | 89 | 100 95 | 100 95 | 100 95 | 100 95 | 93 | 98 | 56 | 100 | 98 | 73 | 100 |
| Neither important nor unimportant | **3** | 7 | . 95 | . 95 | . 95 | . 95 | 7 | . 95 | 0 | . | 2 | 27 | . |
| Fairly unimportant & Very unimportant | **1** | 4 | . | . | . | . | . | 2 | 44 | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *±14* | *0* | *0* | *0* | *0* | *±9* | *±6* | *±24* | *0* | *±5* | *±50* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 20 | 34 | 29 | 25 | 29 | 31 | 22 | 17 | 7 | 35 | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *170* | *160* | *146* | *173* | *171* | *169* | *158* | *170* | *18* | *164* | *38* | *18* |

# B7_J - Are there any other factors which were important in your decisions when comparing providers?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, Nothing | **91** | 100 | 100 | 99 | 100 | 100 | 85 | 100 | 69 | . | 3 | 100 | . |
| Freetext | **9** | . | . | 1 | 0 | . | 15 | 0 | 31 | . | 97 | . | . |
| *95% Confidence interval* | ***±7*** | *0* | *0* | *±6* | *±3* | *0* | *±19* | *±5* | *±41* | *0* | *±15* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **58** | 1 | 6 | 12 | 9 | 1 | 14 | 5 | 5 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,692*** | *190* | *188* | *163* | *189* | *199* | *186* | *175* | *183* | *25* | *194* | *41* | *19* |

## B7_JTX - Are there any other factors which were important in your decisions when comparing providers?

View verbatim text responses for this question

# B8A - How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The quality of wate

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **39** | . | . | . | . | . | 81 | . | . | . | . | . | . |
| Fairly satisfied | **47** | . | . | 100 | 100 | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **14** | 100 | . | . | . | 100 | 19 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *0* | *0* | *0* | *±44* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 1 | . | 1 | 2 | 2 | 3 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *190* | *194* | *174* | *196* | *198* | *197* | *180* | *188* | *25* | *199* | *42* | *19* |

# B8B - How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The value for mone

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | . | 100 | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **81** | . | . | . | 100 | . | 81 | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **14** | 100 | . | . | . | 100 | 19 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±26*** | *0* | *0* | *0* | *0* | *0* | *±44* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 1 | . | 1 | 2 | 2 | 3 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *190* | *194* | *174* | *196* | *198* | *197* | *180* | *188* | *25* | *199* | *42* | *19* |

# B8C - How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The quality of onlin

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **2** | . | . | . | . | 68 | . | . | . | . | . | . | . |
| Fairly satisfied | **75** | . | . | . | 100 | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **1** | . | . | . | . | 32 | . | . | . | . | . | . | . |
| Fairly dissatisfied | **21** | . | . | 100 | . | . | 100 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *0* | *0* | *±53* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | . | 1 | 2 | 3 | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *191* | *194* | *174* | *196* | *197* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B8D - How satisfied or dissatisfied were you with the following aspects of services offered by alternative retailers...? The value for mone

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | . | . | 4 | 68 | . | . | . | . | . | . | . |
| Fairly satisfied | **72** | . | . | . | 96 | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **12** | . | . | 100 | . | 13 | . | . | . | . | . | . | . |
| Fairly dissatisfied | **11** | . | . | . | . | 20 | 100 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *0* | *±28* | *±53* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | . | 1 | 2 | 3 | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *191* | *194* | *174* | *196* | *197* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B9A - How important or unimportant are each of the following factors when thinking about your water retail services? Price

| Response option | Overall | By Water Region | | | | | | | | | | By Industry | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **53** | 44 95 | 63 95 | 48 | 52 | 62 95 | 60 90 | 58 | 27 95 | 24 | 56 | 50 | 60 |
| Fairly important | **33** | 39 90 | 27 90 | 32 | 33 | 20 95 | 33 | 34 | 43 95 | 70 | 22 95 | 35 | 24 |
| Neither important nor unimportant | **6** | 8 | 5 | 3 95 | 6 | 1 95 | 5 | 5 | 10 | 6 | 16 95 | 11 | 0 |
| Fairly unimportant | **5** | 5 | 3 | 8 | 6 | 9 90 | 2 95 | 3 90 | 18 95 | . | 4 | 4 | . |
| Very unimportant | **3** | 4 | 1 | 9 95 | 4 | 8 95 | 1 95 | . 95 | 2 | . | 2 | . 95 | 16 |
| *95% Confidence interval* | ***±3*** | *±7* | *±7* | *±8* | *±7* | *±7* | *±7* | *±8* | *±8* | *±21* | *±8* | *±16* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 169 | 159 | 144 | 172 | 165 | 165 | 154 | 167 | 18 | 162 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

# B9A|1GRP - How important or unimportant are each of the following factors when thinking about your water retail services? Price (Grou

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **85** | 83 | 90 90 | 80 90 | 84 | 83 | 92 95 | 92 95 | 70 95 | 94 | 78 95 | 85 | 84 |
| Neither important nor unimportant | **6** | 8 | 5 | 3 95 | 6 | 1 95 | 5 | 5 | 10 | 6 | 16 95 | 11 | 0 |
| Fairly unimportant & Very unimportant | **8** | 10 | 5 95 | 17 95 | 10 | 16 95 | 3 95 | 3 95 | 20 95 | . | 6 | 4 | 16 |
| *95% Confidence interval* | ***±2*** | *±6* | *±5* | *±7* | *±5* | *±6* | *±4* | *±4* | *±7* | *±11* | *±6* | *±11* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 169 | 159 | 144 | 172 | 165 | 165 | 154 | 167 | 18 | 162 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

# B9B - How important or unimportant are each of the following factors when thinking about your water retail services? Quality of custom

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **48** | **36** 95 | 53 | 46 | 44 | **37** 95 | 49 | **58** 95 | 46 | 98 | **60** 95 | 61 | 3 |
| Fairly important | **41** | **51** 95 | 36 | **29** 95 | 43 | 45 | 41 | 39 | 41 | 2 | **33** 95 | 35 | 92 |
| Neither important nor unimportant | **6** | **10** 95 | 8 | 7 | 6 | 3 | 5 | **1** 95 | 8 | . | 5 | 4 | 3 |
| Fairly unimportant | **4** | 4 | **2** 90 | 3 | 5 | **14** 95 | 4 | 2 | 4 | . | **1** 95 | **.** 95 | 1 |
| Very unimportant | **2** | **.** 95 | 1 | **15** 95 | 2 | **0** 95 | **1** 95 | **0** 95 | 2 | . | **0** 95 | **.** 95 | . |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±7* | *±8* | *±8* | *±8* | *±8* | *±7* | *±8* | *±16* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 169 | 158 | 145 | 172 | 165 | 164 | 154 | 167 | 18 | 161 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

# B9B|1GRP - How important or unimportant are each of the following factors when thinking about your water retail services? Quality of

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **89** | 87 | 89 | 76 95 | 87 | 82 95 | 91 | 97 95 | 87 | 100 | 94 95 | 96 95 | 96 |
| Neither important nor unimportant | **6** | 10 95 | 8 | 7 | 6 | 3 | 5 | 1 95 | 8 | . | 5 | 4 | 3 |
| Fairly unimportant & Very unimportant | **6** | 4 | 3 90 | 18 95 | 7 | 15 95 | 4 | 2 95 | 5 | . | 1 95 | . 95 | 1 |
| *95% Confidence interval* | ***±2*** | *±5* | *±5* | *±7* | *±5* | *±6* | *±4* | *±3* | *±5* | *0* | *±4* | *±6* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 169 | 158 | 145 | 172 | 165 | 164 | 154 | 167 | 18 | 161 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

# B9C - How important or unimportant are each of the following factors when thinking about your water retail services? Water efficiency,

| Response option | Overall | By Water Region: Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **58** | **50** 95 | **45** 95 | 59 | 56 | **50** 95 | 61 | 61 | 62 | 90 | 62 | **81** 95 | 17 |
| Fairly important | **28** | 28 | 28 | 24 | 31 | **22** 90 | 28 | 32 | 28 | 9 | 25 | **14** 95 | 62 |
| Neither important nor unimportant | **7** | **11** 90 | **23** 95 | **3** 95 | 5 | **14** 95 | 6 | 5 | 5 | 1 | 10 | 3 | 3 |
| Fairly unimportant | **4** | **10** 95 | **2** 90 | **0** 95 | 7 | **8** 90 | 5 | **2** 95 | **2** 90 | . | **1** 95 | 2 | 2 |
| Very unimportant | **2** | 2 | 1 | **15** 95 | **1** 95 | **6** 95 | **0** 95 | **.** 95 | 2 | . | 2 | **.** 95 | 16 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±7* | *±8* | *±7* | *±8* | *±7* | *±14* | *±8* | *±13* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 169 | 157 | 145 | 171 | 163 | 163 | 151 | 166 | 18 | 160 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *.* | *2* | *.* | *1* | *2* | *2* | *2* | *2* | *.* | *1* | *.* | *.* |
| *Refused* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***273*** | *21* | *35* | *30* | *26* | *35* | *35* | *27* | *20* | *7* | *37* | *5* | *2* |

# B9C|1GRP - How important or unimportant are each of the following factors when thinking about your water retail services? Water effic

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **86** | 78 95 | 73 95 | 82 | 87 | 73 95 | 89 | 93 95 | 91 95 | 99 | 87 | 95 95 | 79 |
| Neither important nor unimportant | **7** | 11 90 | 23 95 | 3 95 | 5 | 14 95 | 6 | 5 | 5 | 1 | 10 | 3 | 3 |
| Fairly unimportant & Very unimportant | **7** | 11 95 | 4 95 | 15 95 | 8 | 13 95 | 5 | 2 95 | 5 | . | 2 95 | 2 95 | 17 |
| *95% Confidence interval* | ***±2*** | *±6* | *±7* | *±6* | *±5* | *±7* | *±5* | *±4* | *±4* | *±5* | *±5* | *±7* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 169 | 157 | 145 | 171 | 163 | 163 | 151 | 166 | 18 | 160 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *.* | *2* | *.* | *1* | *2* | *2* | *2* | *2* | *.* | *1* | *.* | *.* |
| *Refused* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***273*** | *21* | *35* | *30* | *26* | *35* | *35* | *27* | *20* | *7* | *37* | *5* | *2* |

# B9D - How important or unimportant are each of the following factors when thinking about your water retail services? Online account m

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **16** | **23** 95 | **8** 95 | **11** 90 | **6** 95 | **9** 95 | 17 | 19 | **9** 95 | 2 | **31** 95 | 24 | 47 |
| Fairly important | **29** | **18** 95 | **24** 90 | **36** 90 | **39** 95 | 29 | 29 | 33 | **18** 95 | 16 | 26 | 24 | 17 |
| Neither important nor unimportant | **16** | **10** 95 | **35** 95 | 19 | **22** 95 | 20 | 14 | 14 | 19 | 8 | **11** 95 | 14 | 10 |
| Fairly unimportant | **26** | **36** 95 | 28 | **18** 95 | 28 | 29 | 23 | 25 | **33** 95 | 75 | **18** 95 | 26 | 10 |
| Very unimportant | **13** | 14 | **5** 95 | 15 | **4** 95 | 14 | 17 | **9** 90 | **21** 95 | . | 15 | 12 | 16 |
| *95% Confidence interval* | ***±2*** | *±7* | *±7* | *±8* | *±7* | *±7* | *±7* | *±7* | *±7* | *±21* | *±7* | *±14* | *±24* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 169 | 157 | 142 | 170 | 165 | 165 | 152 | 163 | 17 | 158 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *.* | *2* | *3* | *2* | *.* | *.* | *2* | *5* | *1* | *3* | *.* | *.* |
| *Not asked* | ***274*** | *22* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *38* | *5* | *2* |

# B9D|1GRP - How important or unimportant are each of the following factors when thinking about your water retail services? Online acc

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **45** | 41 | 32 95 | 48 | 46 | 37 95 | 46 | 52 90 | 27 95 | 18 | 57 95 | 48 | 64 |
| Neither important nor unimportant | **16** | 10 95 | 35 95 | 19 | 22 95 | 20 | 14 | 14 | 19 | 8 | 11 95 | 14 | 10 |
| Fairly unimportant & Very unimportant | **38** | 49 95 | 33 | 33 | 32 90 | 43 | 39 | 33 | 54 95 | 75 | 32 90 | 38 | 26 |
| *95% Confidence interval* | ***±3*** | *±8* | *±7* | *±8* | *±7* | *±8* | *±8* | *±8* | *±8* | *±21* | *±8* | *±16* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 169 | 157 | 142 | 170 | 165 | 165 | 152 | 163 | 17 | 158 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *.* | *2* | *3* | *2* | *.* | *.* | *2* | *5* | *1* | *3* | *.* | *.* |
| *Not asked* | ***274*** | *22* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *38* | *5* | *2* |

# B9E - How important or unimportant are each of the following factors when thinking about your water retail services? Quality of billing s

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbria n Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **61** | 43 95 | 66 | 57 | 48 95 | 40 95 | 74 95 | 69 95 | 59 | 21 | 69 95 | 58 | 84 |
| Fairly important | **30** | 42 95 | 23 95 | 29 | 44 95 | 38 95 | 19 95 | 28 | 33 | 78 | 27 | 40 | 16 |
| Neither important nor unimportant | **7** | 12 95 | 11 90 | 5 | 7 | 15 95 | 7 | 2 95 | 4 95 | 1 | 3 95 | 0 95 | 0 |
| Fairly unimportant | **1** | 1 | . 95 | 2 | 1 | 0 | 0 95 | 1 | 5 95 | . | 2 | 1 | . |
| Very unimportant | **1** | 3 | 0 95 | 8 95 | . 95 | 6 95 | . 95 | . 95 | 0 95 | . | . 95 | . 95 | . |
| *95% Confidence interval* | ***±2*** | *±7* | *±7* | *±8* | *±7* | *±7* | *±7* | *±7* | *±8* | *±19* | *±7* | *±16* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 170 | 159 | 144 | 172 | 165 | 165 | 153 | 165 | 18 | 161 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | *1* | . | . | . | *1* | *2* | . | . | . | . |
| *Refused* | ***2*** | . | . | . | . | . | . | . | *1* | . | *1* | . | . |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

# B9E|1GRP - How important or unimportant are each of the following factors when thinking about your water retail services? Quality of l

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbria n Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **91** | **85** 95 | 89 | **86** 95 | 92 | **79** 95 | 93 | **97** 95 | 92 | 99 | **96** 95 | **98** 95 | 100 |
| Neither important nor unimportant | **7** | **12** 95 | **11** 90 | 5 | 7 | **15** 95 | 7 | **2** 95 | **4** 95 | 1 | **3** 95 | **0** 95 | 0 |
| Fairly unimportant & Very unimportant | **2** | 4 | **0** 95 | **9** 95 | **1** 95 | **6** 95 | **0** 95 | **1** 95 | **5** 90 | . | 2 | 1 | . |
| *95% Confidence interval* | ***±1*** | *±5* | *±5* | *±6* | *±4* | *±6* | *±4* | *±3* | *±4* | *±5* | *±3* | *±4* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 170 | 159 | 144 | 172 | 165 | 165 | 153 | 165 | 18 | 161 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | *1* | . | . | . | *1* | *2* | . | . | . | . |
| *Refused* | ***2*** | . | . | . | . | . | . | . | *1* | . | *1* | . | . |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

# B9F - Are there any other factors which are important when thinking about your water retail services?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, nothing | **86** | **92** 95 | **91** 95 | **91** 95 | 88 | **75** 95 | **80** 95 | **96** 95 | **81** 90 | 9 | 83 | **99** 95 | 100 |
| Good service/quality of supplier | **2** | 1 | **7** 95 | **0** 95 | **0** 95 | **13** 95 | 2 | **1** 95 | 2 | 81 | 4 | 1 | 0 |
| Good quality/clean water | **2** | 4 | **7** 95 | 1 | **0** 95 | 3 | 2 | 2 | **0** 95 | . | 4 | . 95 | . |
| Good repairs service/quick repairs needed | **2** | 1 | **0** 95 | **0** 95 | **1** 95 | 1 | **5** 95 | . 95 | 4 | 5 | **0** 95 | . 95 | . |
| Good communication/point of contact/kept updated | **3** | **0** 95 | **0** 95 | **1** 95 | **7** 95 | 2 | 3 | **0** 95 | 5 | 2 | 2 | 1 | 0 |
| Good customer service | **1** | 1 | **0** 95 | . 95 | **0** 95 | 0 | 1 | 0 | 0 | 66 | . 95 | . 95 | . |
| Good pricing/not too expensive | **1** | 0 | **0** 90 | 1 | 1 | 1 | 1 | 0 | **0** 95 | 1 | **0** 95 | . 95 | 0 |
| Freetext | **7** | **0** 95 | **1** 95 | 8 | **3** 95 | **14** 95 | **14** 95 | **2** 95 | 7 | 4 | 8 | **0** 95 | . |
| *95% Confidence interval* | ***±2*** | *±4* | *±4* | *±5* | *±5* | *±7* | *±6* | *±3* | *±6* | *±22* | *±6* | *±4* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 170 | 159 | 144 | 172 | 165 | 164 | 154 | 167 | 18 | 162 | 37 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *1* | . | . | *1* | . | *1* | . | . | . | . |
| *Not asked* | ***272*** | *21* | *35* | *30* | *26* | *35* | *35* | *26* | *20* | *7* | *37* | *5* | *2* |

## B9FTX - Are there any other factors which are important when thinking about your water retail services?

View verbatim text responses for this question

# B11B - Did the broker or consultant you used to search for information about alternative retailers contact you or did you approach them

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They contacted me | **82** | 67 | 94 | 87 | 96 | 8 | 12 | 94 | 81 | . | 83 | 68 | . |
| I approached them | **18** | 33 | 6 | 13 | 4 | 92 | 88 | 6 | 19 | 100 | 17 | 32 | . |
| *95% Confidence interval* | ***±7*** | *±29* | *±11* | *±22* | *±12* | *±13* | *±21* | *±13* | *±32* | *0* | *±15* | *±65* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **122** | 10 | 18 | 9 | 11 | 18 | 9 | 14 | 6 | 2 | 25 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *2* | *.* | *1* | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,623*** | *179* | *176* | *165* | *186* | *182* | *190* | *166* | *182* | *23* | *174* | *40* | *19* |

# B12A - How satisfied or dissatisfied were you with your discussions with the broker or use of the price comparison website?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **61** | 26 | 14 | 9 | 97 | 16 95 | 13 | 82 | 71 | 19 | 34 95 | . | . |
| Fairly satisfied | **33** | 72 | 81 | 90 | 2 | 82 95 | 71 | 13 | 29 | 81 | 32 | 32 | . |
| Neither satisfied nor dissatisfied | **5** | 1 | 5 | 1 | 1 | 0 95 | 16 | 4 | . | . | 30 95 | 68 | . |
| Fairly dissatisfied | **0** | 1 | 0 | 0 | . | 2 | . | 1 | . | . | . | . | . |
| Very dissatisfied | **0** | . | . | . | . | . | . | . | . | . | 4 | . | . |
| *95% Confidence interval* | ***±8*** | *±23* | *±18* | *±16* | *±9* | *±16* | *±26* | *±19* | *±30* | *±55* | *±18* | *±65* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 15 | 19 | 14 | 13 | 21 | 12 | 15 | 9 | 2 | 28 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *1* | . | *1* | . | . | . | *1* | . | . | . | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,598*** | *175* | *174* | *161* | *184* | *179* | *188* | *165* | *178* | *23* | *171* | *40* | *19* |

# B12AGRP - How satisfied or dissatisfied were you with your discussions with the broker or use of the price comparison website? (Groupe

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **94** | 98 | 95 | 99 | 99 | 98 | 84 | 95 | 100 | 100 | 65 95 | 32 | . |
| Neither satisfied nor dissatisfied | **5** | 1 | 5 | 1 | 1 | 0 95 | 16 | 4 | . | . | 30 95 | 68 | . |
| Dissatisfied | **1** | 1 | 0 | 0 | . | 2 | . | 1 | . | . | 4 | . | . |
| *95% Confidence interval* | ***±4*** | *±8* | *±10* | *±5* | *±6* | *±6* | *±21* | *±11* | *0* | *0* | *±18* | *±65* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 15 | 19 | 14 | 13 | 21 | 12 | 15 | 9 | 2 | 28 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *1* | . | *1* | . | . | . | *1* | . | . | . | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,598*** | *175* | *174* | *161* | *184* | *179* | *188* | *165* | *178* | *23* | *171* | *40* | *19* |

# B12B - You said you were satisfied, please can you tell me why?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | . | 100 | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 2 | 4 | 4 | 1 | 4 | 1 | 2 | 1 | . | 3 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *189* | *190* | *171* | *197* | *196* | *199* | *178* | *187* | *25* | *196* | *42* | *19* |

## B12BTX - You said you were satisfied, please can you tell me why?

View verbatim text responses for this question

# B12C - You said you were dissatisfied, please can you tell me why?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | 100 | . | 100 | . | 100 | . | . | 100 | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 1 | 1 | 1 | . | 3 | . | 1 | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *190* | *193* | *174* | *198* | *197* | *200* | *179* | *188* | *25* | *198* | *42* | *19* |

## B12CTX - You said you were dissatisfied, please can you tell me why?

View verbatim text responses for this question

# B13 - How did you arrange the switch?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Using a retailer website or direct contact with retailer | **43** | 83 | 64 | 38 | 16 | . | 65 | 12 | 56 | . | 13 | 100 | . |
| Using a price comparison website | **2** | . | . | 48 | 2 | . | . | . | 31 | . | . | . | . |
| Using a broker or consultant | **36** | 17 | 35 | 9 | 82 | 100 | 1 | 88 | 12 | . | 87 | . | . |
| Other | **18** | . | 1 | 5 | . | . | 34 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *±52* | *±36* | *±30* | *±24* | *0* | *±24* | *±29* | *±43* | *0* | *±30* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 2 | 7 | 11 | 10 | 4 | 15 | 5 | 5 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *1* | . | *1* | . | *1* | . | . | . | . | . | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,682*** | *188* | *186* | *164* | *187* | *196* | *184* | *175* | *183* | *25* | *194* | *41* | *19* |

## B13TX - How did you arrange the switch?

View verbatim text responses for this question

# B14_ - Why did you decide to switch retailer?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cheaper/lower price | **48** | 83 | 13 | 66 | 85 | 100 | 19 | 88 | 92 | . | 90 | . | . |
| Freetext | **54** | 100 | 88 | 37 | 18 | . | 84 | 12 | 15 | . | 13 | 100 | . |
| *95% Confidence interval* | ***±12*** | *±52* | *±23* | *±28* | *±24* | *0* | *±20* | *±28* | *±31* | *0* | *±30* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 2 | 8 | 11 | 10 | 4 | 14 | 5 | 5 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *.* | *.* | *1* | *.* | *2* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,682*** | *188* | *186* | *164* | *187* | *196* | *184* | *175* | *183* | *25* | *194* | *41* | *19* |

# B14TX - Why did you decide to switch retailer?

View verbatim text responses for this question

# B14B - Have you consolidated your water retail services with any of your other utilities, such as electric, telephone or gas so that they ar

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - consolidated with other services | **25** | 5 | 64 | . | . | . | 43 | . | . | . | . | . | . |
| No - did not consolidate with other services | **75** | 95 | 36 | 100 | 100 | 100 | 57 | 100 | 100 | . | 100 | 100 | . |
| *95% Confidence interval* | ***±10*** | *±25* | *±33* | *0* | *0* | *0* | *±24* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **68** | 3 | 8 | 11 | 11 | 4 | 16 | 5 | 5 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,682*** | *188* | *186* | *164* | *187* | *196* | *184* | *175* | *183* | *25* | *194* | *41* | *19* |

# B15 - Once you had chosen the retailer you wanted to switch to, how easy or difficult did you find the process of switching retailer?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **58** | 100 | 30 | 28 | 79 | 50 | 41 | 100 | 40 | . | 87 | . | . |
| Fairly easy | **18** | . | 5 | 72 | 20 | 29 | 16 | 0 | 60 | . | 6 | 100 | . |
| Neither easy nor difficult | **0** | . | 5 | . | 0 | . | . | . | . | . | . | . | . |
| Fairly difficult | **0** | . | . | . | . | . | . | . | . | . | 6 | . | . |
| Very difficult | **24** | . | 60 | . | 0 | 22 | 44 | . | . | . | 2 | . | . |
| *95% Confidence interval* | ***±12*** | *0* | *±36* | *±26* | *±24* | *±57* | *±26* | *±5* | *±43* | *0* | *±30* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 1 | 7 | 11 | 11 | 3 | 14 | 5 | 5 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *2* | *1* | *.* | *.* | *1* | *2* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,682*** | *188* | *186* | *164* | *187* | *196* | *184* | *175* | *183* | *25* | *194* | *41* | *19* |

# B15|1GRP - Once you had chosen the retailer you wanted to switch to, how easy or difficult did you find the process of switching retaile

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **76** | 100 | 35 | 100 | 100 | 78 | 56 | 100 | 100 | . | 92 | 100 | . |
| Neither easy nor difficult | **0** | . | 5 | . | 0 | . | . | . | . | . | . | . | . |
| Fairly difficult & Very difficult | **24** | . | 60 | . | 0 | 22 | 44 | . | . | . | 8 | . | . |
| *95% Confidence interval* | ***±11*** | *0* | *±36* | *0* | *±4* | *±47* | *±26* | *0* | *0* | *0* | *±23* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 1 | 7 | 11 | 11 | 3 | 14 | 5 | 5 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *2* | *1* | *.* | *.* | *1* | *2* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,682*** | *188* | *186* | *164* | *187* | *196* | *184* | *175* | *183* | *25* | *194* | *41* | *19* |

# B15B - What did you find difficult about the switching process?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | . | 100 | . | 100 | 100 | 100 | . | . | . | 100 | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 1 | . | 1 | 1 | 2 | . | . | . | 2 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *191* | *193* | *175* | *197* | *199* | *198* | *180* | *188* | *25* | *197* | *42* | *19* |

## B15BTX - What did you find difficult about the switching process?

View verbatim text responses for this question

# B16A - Why have you not considered switching clean water or waste water retailer?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Service is good/happy with current retailer | 37 | 51 95 | 37 | 44 | 43 | 32 | 17 95 | 27 95 | 43 | 74 | 33 | 59 95 | 8 |
| Don't know any other retailers/no alternative | 2 | 1 | 2 | 0 95 | 1 | 7 95 | 0 95 | 4 | 2 | . | 3 | 1 | 85 |
| Don't know how to switch | 2 | . 95 | 8 95 | 0 95 | 3 | 7 95 | . 95 | 5 | . 95 | . | 0 95 | . 95 | 85 |
| Too much effort to switch/no point | 19 | 8 95 | 30 95 | 25 | 15 | 11 95 | 25 | 13 90 | 14 90 | 7 | 37 95 | 1 95 | 1 |
| Prefer a local company | 0 | 1 | 0 | . | . | 0 | . | . | . | . | 1 | . | . |
| Better the devil you know | 7 | 14 95 | 9 | 3 95 | 4 | 2 95 | 11 | 6 | 11 | 71 | 1 95 | 15 | . |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | 2 | . 95 | 0 95 | . 95 | 4 | 0 90 | 3 | . 95 | 3 | . | 3 | 6 | . |
| No retailer is offering what I want/what I am looking for | 5 | 2 95 | 11 95 | 7 | 16 95 | 3 | 0 95 | 0 95 | 2 95 | . | 2 90 | 1 90 | 0 |
| Worried about being worse off after switching/being taken advantage of | 1 | . 95 | 9 95 | 0 | . 95 | 0 | 0 | 0 90 | . 95 | . | . 95 | . 95 | 0 |
| Intend to in the future, but haven't got round to it | 26 | 19 90 | 16 95 | 20 | 24 | 27 | 28 | 57 95 | 14 95 | 19 | 17 95 | 65 95 | 85 |
| Other | 8 | 2 95 | 4 95 | 7 | 13 | 2 95 | 18 95 | 12 | 3 95 | 88 | 5 | 0 95 | 6 |
| Not a high priority/have greater priorities | 3 | 0 95 | 2 | 0 95 | 4 | 13 95 | 5 | 4 | 7 90 | . | . 95 | . 95 | 0 |
| Do not have enough time to look into it/too busy | 9 | 19 95 | 4 95 | 3 95 | 5 95 | 13 | 10 | 2 95 | 6 | . | 14 90 | . 95 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Do not spend enough/use enough water to consider switching | **5** | 2 95 | 5 | 2 90 | 5 | 15 95 | 6 | 3 | 6 | . | 12 95 | . 95 | . |
| Didn't know it was a possibility/wasnt aware we could switch | **4** | . 95 | 1 95 | 15 95 | 2 | . 95 | 8 | 3 | 1 95 | . | 0 95 | . 95 | . |
| Won't save much/any money | **2** | 0 95 | 0 95 | 0 95 | 1 | 0 95 | 2 | 0 95 | 4 | . | 14 95 | . 95 | . |
| Haven't been approached about switching/waiting to be approached | **2** | 0 95 | 3 | 13 95 | 0 95 | 0 95 | . 95 | 0 95 | 0 95 | 5 | 1 90 | 0 | . |
| Haven't thought about it | **1** | 6 95 | . 95 | 1 | 0 90 | 0 | 0 | . 95 | . 95 | . | 1 | . 95 | . |
| *95% Confidence interval* | ***±3*** | *±9* | *±9* | *±10* | *±10* | *±9* | *±10* | *±11* | *±10* | *±23* | *±10* | *±21* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **883** | 109 | 113 | 88 | 102 | 104 | 75 | 81 | 104 | 15 | 92 | 21 | 11 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***19*** | *5* | *2* | *.* | *2* | *1* | *3* | *3* | *2* | *1* | *.* | *.* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***847*** | *77* | *79* | *87* | *94* | *95* | *122* | *95* | *82* | *9* | *107* | *21* | *8* |

## B16ATX - Why have you not considered switching clean water or waste water retailer?

View verbatim text responses for this question

# B16C - Why did you decide not to switch retailers after considering it?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Savings were minimal/didn't save enough money | **43** | 53 | 64 | 74 | 42 | 73 | 9 | 95 | 92 | . | 20 | 0 | . |
| No other benefits to be gained from switching | **5** | 1 | 74 | . | . | 46 | . | . | 94 | . | 9 | . | . |
| Service is good/happy with current retailer | **35** | 29 | 17 | . | 58 | 13 | . | 55 | 8 | . | 22 | . | . |
| Don't know any other retailers/no alternative | **0** | . | . | . | . | . | . | . | . | . | 9 | . | . |
| Too much effort to switch | **11** | 24 | 12 | 38 | 3 | 48 | . | . | . | . | 9 | . | . |
| Better the devil you know | **2** | . | 8 | 23 | . | 4 | . | . | . | . | 12 | . | . |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | . | . | . | . | 2 | . | . | . | . | 41 | . | . |
| No retailer is offering what I want/what I am looking for | **1** | . | 6 | . | . | 14 | . | . | . | . | 12 | . | . |
| Worried about being worse off after switching/being taken advantage of | **2** | . | 8 | . | . | . | . | . | . | . | 41 | . | . |
| Other | **59** | 67 | 18 | 3 | 58 | 18 | 91 | 5 | . | 100 | 43 | 100 | 100 |
| *95% Confidence interval* | ***±11*** | *±27* | *±27* | *±39* | *±37* | *±27* | *±32* | *±40* | *±26* | *0* | *±28* | *±6* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **78** | 13 | 12 | 6 | 7 | 13 | 3 | 6 | 4 | 2 | 12 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,672*** | *178* | *182* | *169* | *191* | *187* | *197* | *174* | *184* | *23* | *187* | *40* | *18* |

## B16CTX - Why did you decide not to switch retailers after considering it?

View verbatim text responses for this question

# B16D - What prevented the switch from happening?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | . | 100 | 100 | 100 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 2 | 2 | . | 2 | 2 | 2 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | 1 | . | . | . | . | . | . | . |
| *Not asked* | ***1,739*** | 189 | 192 | 175 | 196 | 197 | 198 | 180 | 188 | 25 | 199 | 42 | 19 |

## B16DTX - What prevented the switch from happening?

View verbatim text responses for this question

# B16E - Why have you not used an intermediary such as a price comparison website or spoken to a broker about switching?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| FREETEXT | **100** | 100 | 100 | 100 | . | 100 | 100 | 100 | 100 | . | 100 | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **19** | 3 | 4 | 1 | . | 4 | 1 | 2 | 3 | . | 1 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,730*** | *188* | *190* | *174* | *197* | *196* | *199* | *178* | *185* | *25* | *198* | *40* | *19* |

## B16ETX - Why have you not used an intermediary such as a price comparison website or spoken to a broker about switching?

View verbatim text responses for this question

# B17A - In percentage terms, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of swit

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **15** | . | . | 25 | . | . | 33 | 20 | 100 | . | 5 | . | . |
| 1% to 5% | **5** | . | 83 | 44 | 1 | . | 9 | . | . | . | 3 | 100 | . |
| 6% to 10% | **25** | 100 | 17 | 7 | 3 | . | 58 | . | . | . | . | . | . |
| 11% to 15% | **6** | . | . | 25 | 11 | . | . | . | . | . | 6 | . | . |
| 21% to 25% | **2** | . | . | . | 2 | . | . | . | . | . | 87 | . | . |
| 46% to 50% | **38** | . | . | . | 82 | . | . | . | . | . | . | . | . |
| Amount in pounds | **8** | . | . | . | . | . | 0 | 80 | . | . | . | . | . |
| *95% Confidence interval* | ***±15*** | *0* | *±33* | *±43* | *±25* | *0* | *±29* | *±45* | *0* | *0* | *±30* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **40** | 1 | 5 | 5 | 9 | . | 11 | 3 | 1 | . | 5 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***9*** | . | *1* | *4* | . | *1* | . | . | *3* | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,700*** | *190* | *188* | *166* | *189* | *199* | *189* | *176* | *184* | *25* | *194* | *41* | *19* |

## B17ATX - In pounds, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of switching re

View verbatim text responses for this question

# B17B - Is this reduction due to a lower tariff, water efficiency services or both?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | 100 | 100 | 100 | . | 100 | 100 | . | . | 100 | 100 | . |
| Water efficiency services | **19** | . | 19 | 33 | 5 | . | 50 | . | . | . | 8 | 100 | . |
| Other | **0** | . | . | . | . | . | 0 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±14*** | *0* | *±35* | *±46* | *±15* | *0* | *±37* | *0* | *0* | *0* | *±26* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **31** | 1 | 5 | 4 | 9 | . | 7 | 1 | . | . | 4 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,718*** | *190* | *189* | *171* | *189* | *200* | *193* | *178* | *188* | *25* | *195* | *41* | *19* |

## B17BTX - Is this reduction due to a lower tariff, water efficiency services or both? Other

View verbatim text responses for this question

# B17_BA - Roughly what proportion of the reduction is due to a lower tariff?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 21% to 25% | **0** | . | . | . | . | . | . | . | . | . | 1 | . | . |
| 46% to 50% | **6** | . | 21 | 57 | 12 | . | . | . | . | . | . | . | . |
| 76% to 80% | **0** | . | . | . | . | . | . | . | . | . | 6 | . | . |
| 86% to 90% | **0** | . | 3 | . | . | . | . | . | . | . | . | 100 | . |
| 91% to 95% | **6** | . | . | . | 17 | . | . | . | . | . | . | . | . |
| 96% to 100% | **87** | 100 | 77 | 43 | 71 | . | 100 | . | . | . | 92 | . | . |
| *95% Confidence interval* | ***±14*** | *0* | *±41* | *±69* | *±32* | *0* | *0* | *0* | *0* | *0* | *±30* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **21** | 1 | 4 | 2 | 8 | . | 3 | . | . | . | 3 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | . |
| *Not asked* | ***1,728*** | *190* | *190* | *173* | *190* | *200* | *196* | *180* | *188* | *25* | *196* | *41* | *19* |

# B17_BB - Roughly what proportion of the reduction is due to water efficiency services?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **47** | . | . | . | 59 | . | . | . | . | . | . | . | . |
| 6% to 10% | **0** | . | 11 | . | . | . | . | . | . | . | . | 100 | . |
| 16% to 20% | **3** | . | . | . | . | . | . | . | . | . | 82 | . | . |
| 46% to 50% | **49** | . | 89 | 100 | 41 | . | . | . | . | . | . | . | . |
| 71% to 75% | **1** | . | . | . | . | . | . | . | . | . | 18 | . | . |
| *95% Confidence interval* | ***±37*** | *0* | *±43* | *0* | *±68* | *0* | *0* | *0* | *0* | *0* | *±54* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 2 | 1 | 2 | . | . | . | . | . | 2 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | . |
| *Not asked* | ***1,742*** | *191* | *192* | *174* | *196* | *200* | *199* | *180* | *188* | *25* | *197* | *41* | *19* |

# B17_BC - Roughly what proportion of the reduction is due to...? Other

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **58** | . | 100 | . | . | . | . | . | . | . | . | . | . |
| 96% to 100% | **42** | . | . | . | . | . | 100 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±68*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **2** | . | 1 | . | . | . | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,748*** | *191* | *193* | *175* | *198* | *200* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B17C - What is the total length of your contract with your new retailer?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than a year | **1** | . | 43 | . | 1 | . | 2 | . | . | . | . | . | . |
| A year but less than 2 years | **79** | 100 | 27 | 33 | 93 | . | 27 | 85 | 40 | . | . | . | . |
| 2 years but less than 3 years | **6** | . | 17 | . | 6 | . | 9 | . | 60 | . | 54 | 100 | . |
| More than 3 years | **4** | . | . | 58 | . | 100 | 2 | 1 | . | . | 46 | . | . |
| Rolling/no fixed length | **9** | . | 13 | 9 | . | . | 61 | 14 | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *0* | *±40* | *±31* | *±16* | *0* | *±34* | *±40* | *±43* | *0* | *±49* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **47** | 1 | 6 | 10 | 9 | 1 | 8 | 3 | 5 | . | 4 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | . | . | *2* | . | . | *7* | *3* | . | . | *1* | . | . |
| *Not asked* | ***1,690*** | *190* | *188* | *163* | *189* | *199* | *185* | *174* | *183* | *25* | *194* | *41* | *19* |

# B17D - In percentage terms, what level of annual water bill reduction would encourage you to switch retailer?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | 0 | 0 | 3 95 | . 90 | . 90 | 0 | . 90 | . 90 | . 90 | . 90 | . 90 | . 90 | . |
| 1% to 5% | 9 | 5 95 | 11 | 19 95 | 11 | 17 95 | 4 95 | 10 | 13 | 21 | 3 95 | 23 | 0 |
| 6% to 10% | 25 | 11 95 | 27 | 37 95 | 18 90 | 25 | 27 | 49 95 | 12 95 | 15 | 26 | 34 | 91 |
| 11% to 15% | 11 | 16 90 | 11 | 4 95 | 10 | 4 95 | 3 95 | 4 95 | 1 95 | 1 95 | 36 95 | 3 90 | . |
| 16% to 20% | 19 | 20 | 21 | 4 95 | 19 | 11 95 | 40 95 | 13 | 18 | 1 95 | 8 95 | 14 | 1 |
| 21% to 25% | 9 | 6 | 2 95 | 15 | 26 95 | 7 | 1 95 | 5 | 2 95 | 61 95 | 9 | 2 95 | 7 |
| 26% to 30% | 2 | 4 | 3 | 1 | 2 | 0 95 | 0 95 | . 95 | 1 | . 95 | 2 | 0 | . |
| 31% to 35% | 1 | 0 95 | . 95 | 3 | . 95 | . 95 | . 95 | . 95 | 12 95 | . 95 | . 95 | . 95 | . |
| 36% to 40% | 1 | . 95 | 2 | 0 90 | 2 | 0 95 | . 95 | 8 95 | 0 | . 95 | 1 | . 95 | . |
| 46% to 50% | 9 | 15 95 | 11 | 12 | 4 95 | 19 95 | 8 | 9 | 2 95 | . 95 | 5 90 | 18 | . |
| 56% to 60% | 0 | . | 0 | . | 0 | 2 90 | . | . | . | . | . | . | . |
| 71% to 75% | 0 | 0 | . | . | . | . | . | . | 2 | . | . | . | . |
| 76% to 80% | 0 | 0 | 0 | . 90 | . 90 | . 90 | 2 | . 90 | . 90 | . 90 | . 90 | . 90 | . |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 91% to 95% | **1** | . 95 | . 95 | . 95 | . 95 | . 95 | 4 | . 95 | . 95 | . 95 | . 95 | . 95 | . |
| 96% to 100% | **0** | 0 | 0 | . | 0 | . | . | . | **3** 90 | . | . | . | . |
| Would not switch | **12** | **21** 95 | **8** 90 | **6** 95 | 8 | 15 | 10 | **3** 95 | **32** 95 | **1** 95 | 9 | 6 | 2 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±10* | *±9* | *±8* | *±11* | *±11* | *±9* | *±20* | *±9* | *±20* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **915** | 113 | 124 | 91 | 91 | 115 | 80 | 80 | 100 | 23 | 98 | 22 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***178*** | *21* | *19* | *14* | *29* | *18* | *15* | *21* | *18* | *.* | *23* | *2* | *4* |
| *Refused* | ***4*** | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***653*** | *57* | *51* | *69* | *78* | *67* | *105* | *78* | *69* | *2* | *77* | *18* | *7* |

# B18A - Have you attempted to negotiate with your retailer for a better deal on your clean water or waste water since April 2017?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - with my previous retailer | **0** | . | . | 0 | . | . | 0 | . | . | . | . | . | . |
| Yes - with my current retailer | **8** | **21** 95 | **5** 95 | 6 | **1** 95 | **1** 95 | **18** 95 | **1** 95 | **3** 95 | 10 | **3** 95 | 4 | 0 |
| No | **92** | **79** 95 | **95** 95 | 94 | **99** 95 | **99** 95 | **82** 95 | **99** 95 | **97** 95 | 90 | **97** 95 | 96 | 100 |
| *95% Confidence interval* | ***±2*** | *±7* | *±3* | *±4* | *±2* | *±1* | *±7* | *±2* | *±3* | *±12* | *±3* | *±8* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,191** | 132 | 148 | 124 | 135 | 138 | 119 | 113 | 126 | 23 | 133 | 28 | 13 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***14*** | *5* | *2* | *.* | *.* | *2* | *2* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***545*** | *54* | *44* | *51* | *63* | *60* | *79* | *66* | *61* | *2* | *65* | *14* | *6* |

# B18B - What were your reasons for attempting to renegotiate?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Wanted lower price | **41** | 60 | 97 | 99 | 28 | 100 | 9 | 100 | 100 | 75 | 80 | 100 | 100 |
| Wanted better quality customer service | **0** | . | 1 | . | . | . | 0 | . | . | 7 | 0 | . | . |
| Bill consolidation across multiple premises | **9** | . | 1 | 95 | 59 | . | 0 | . | 1 | 46 | . | 0 | . |
| Water efficiency services | **0** | . | . | . | . | . | . | . | 0 | . | . | . | . |
| Leakage control services | **0** | . | . | . | . | . | . | . | 4 | . | . | . | . |
| Other | **61** | 47 | 3 | 0 | 13 | . | 91 | 44 | . | 16 | 22 | . | . |
| *95% Confidence interval* | ***±11*** | *±33* | *±8* | *±16* | *±39* | *0* | *±20* | *±40* | *±13* | *±44* | *±27* | *±8* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **80** | 9 | 16 | 8 | 6 | 5 | 8 | 6 | 8 | 5 | 9 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | *1* | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,669*** | *182* | *178* | *166* | *192* | *195* | *192* | *174* | *180* | *20* | *190* | *40* | *18* |

## B18BTX - What were your reasons for attempting to renegotiate?

View verbatim text responses for this question

# B19 - Did you agree a renegotiated contract with the retailer?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **21** | 58 | 8 | 0 | 25 | 37 | 3 | 64 | 0 | 24 | 1 | . | . |
| No | **79** | 42 | 92 | 100 | 75 | 63 | 97 | 36 | 100 | 76 | 99 | 100 | 100 |
| *95% Confidence interval* | ***±10*** | *±32* | *±16* | *±5* | *±38* | *±42* | *±13* | *±42* | *±4* | *±42* | *±7* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **69** | 9 | 12 | 7 | 5 | 5 | 6 | 5 | 7 | 4 | 9 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | . | *2* | *1* | *1* | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,676*** | *182* | *182* | *168* | *193* | *195* | *192* | *174* | *180* | *20* | *190* | *40* | *18* |

# B20A - What benefits have you achieved from renegotiating?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Made financial savings | **41** | 32 | 96 | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | . | . |
| Bill consolidation across multiple sites | **0** | . | . | . | . | . | . | . | . | 100 | . | . | . |
| Other | **11** | 13 | 6 | . | . | . | . | . | . | 100 | . | . | . |
| Nothing | **59** | 68 | 4 | 100 | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±21*** | *±41* | *±21* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 5 | 5 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *186* | *189* | *174* | *196* | *199* | *199* | *177* | *187* | *24* | *197* | *42* | *19* |

# B20ATX - What benefits have you achieved from renegotiating? Other

View verbatim text responses for this question

# B20B - In percentage terms, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of rene

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **6** | . | 45 | . | . | 100 | . | 100 | 100 | 100 | . | . | . |
| 6% to 10% | **39** | 42 | . | . | 100 | . | . | . | . | . | . | . | . |
| 11% to 15% | **8** | 8 | . | . | . | . | . | . | . | . | . | . | . |
| 36% to 40% | **2** | . | 55 | . | . | . | . | . | . | . | . | . | . |
| Amount in pounds | **45** | 49 | . | . | . | . | . | . | . | . | 100 | . | . |
| *95% Confidence interval* | ***±27*** | *±57* | *±56* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **13** | 3 | 3 | . | 1 | 1 | . | 2 | 1 | 1 | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | *1* | . | *1* | . | *1* | *1* | . | . | *1* | . | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,731*** | *187* | *190* | *175* | *196* | *199* | *199* | *177* | *187* | *24* | *197* | *42* | *19* |

## B20BTX - In Pounds, roughly how much have your water bills reduced by, or do you expect them to reduce by, as a result of renegotiatin

View verbatim text responses for this question

# B20_C - Were the savings you made due to a lower tariff, water efficiency services or both?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | 100 | . | 100 | . | . | 100 | 100 | . | 100 | . | . |
| Water efficiency services | **69** | 100 | 98 | . | 3 | . | . | 2 | . | . | 100 | . | . |
| Other | **0** | . | . | . | . | . | . | . | . | 100 | . | . | . |
| *95% Confidence interval* | ***±23*** | *0* | *±15* | *0* | *±24* | *0* | *0* | *±14* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **16** | 3 | 4 | . | 2 | . | . | 3 | 1 | 1 | 2 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,734*** | *188* | *190* | *175* | *196* | *200* | *200* | *177* | *187* | *24* | *197* | *42* | *19* |

## B20CTX - Were the savings you made due to a lower tariff, water efficiency services or both?

View verbatim text responses for this question

# B20CA - Roughly what proportion of the savings is due to a lower tariff?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **53** | 83 | . | . | . | . | . | . | . | . | . | . | . |
| 6% to 10% | **0** | . | . | . | . | . | . | 2 | . | . | . | . | . |
| 46% to 50% | **1** | . | . | . | 3 | . | . | . | . | . | 73 | . | . |
| 86% to 90% | **0** | . | . | . | . | . | . | . | . | . | 27 | . | . |
| 96% to 100% | **45** | 17 | 100 | . | 97 | . | . | 98 | 100 | . | . | . | . |
| *95% Confidence interval* | ***±28*** | *±52* | *0* | *0* | *±24* | *0* | *0* | *±14* | *0* | *0* | *±61* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **12** | 2 | 2 | . | 2 | . | . | 3 | 1 | . | 2 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *1* | *2* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,735*** | *188* | *190* | *175* | *196* | *200* | *200* | *177* | *187* | *25* | *197* | *42* | *19* |

# B20CB - Roughly what proportion of the savings is due to water efficiency services?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **3** | . | 100 | . | . | . | . | . | . | . | . | . | . |
| 1% to 5% | **16** | 17 | . | . | . | . | . | . | . | . | . | . | . |
| 6% to 10% | **0** | . | . | . | . | . | . | . | . | . | 27 | . | . |
| 46% to 50% | **2** | . | . | . | 100 | . | . | . | . | . | 73 | . | . |
| 91% to 95% | **79** | 83 | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±30*** | *±52* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±61* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 2 | 1 | . | 1 | . | . | 1 | . | . | 2 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *1* | *2* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,740*** | *188* | *191* | *175* | *197* | *200* | *200* | *179* | *188* | *25* | *197* | *42* | *19* |

# B20CC - Roughly what proportion of the savings is due to ...? Other

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **100** | 100 | 100 | . | . | . | . | . | . | . | . | . | . |
| 96% to 100% | **0** | . | . | . | . | . | . | . | . | 100 | . | . | . |
| *95% Confidence interval* | ***±6*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | 1 | 1 | . | . | . | . | . | . | 1 | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,747*** | *190* | *193* | *175* | *198* | *200* | *200* | *180* | *188* | *24* | *199* | *42* | *19* |

## B21TX - What, if any, issues or problems has your organisation encountered with your water or wastewater services in the last 12 month

View verbatim text responses for this question

# B21A - Have you had any problems with clean or waste water services since 1st April 2017?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **7** | 7 | 4 95 | 5 | 6 | 7 | 12 95 | 8 | 2 95 | 10 | 1 95 | 13 | 1 |
| No | **93** | 93 | 96 95 | 95 | 94 | 93 | 88 95 | 92 | 98 95 | 90 | 99 95 | 87 | 99 |
| *95% Confidence interval* | ***±1*** | *±4* | *±3* | *±3* | *±3* | *±4* | *±4* | *±4* | *±2* | *±12* | *±2* | *±10* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,748** | 191 | 194 | 175 | 196 | 200 | 200 | 180 | 188 | 25 | 199 | 42 | 19 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | *2* | . | . | . | . | . | . | . | . |

# B21B - Using a scale of 0 to 10, where 0 means no impact at all and 10 means very great impact, to what extent did these problems with

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 0 (no impact at all) | **66** | 100 | . | . | 100 | . | . | . | 100 | . | . | 100 | . |
| 1 | **0** | . | . | . | . | 100 | . | . | . | . | . | . | . |
| 3 | **10** | . | . | . | . | . | 34 | . | . | . | . | . | . |
| 4 | **18** | . | . | . | . | . | 66 | . | . | . | . | . | . |
| 5 | **2** | . | . | 29 | . | . | . | . | . | . | . | . | . |
| 8 | **4** | . | . | 71 | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *±63* | *0* | *0* | *±66* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 1 | . | 2 | 1 | 1 | 2 | . | 1 | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *190* | *194* | *173* | *197* | *199* | *198* | *180* | *187* | *25* | *199* | *41* | *19* |

# B21C - What were they?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **34** | 19 | 48 | 17 | 59 | 2 | 40 | 16 | 6 | 17 | 50 | 25 | 56 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **61** | 71 | 61 | 94 | 41 | 19 | 60 | 72 | 93 | 24 | 48 | 75 | 44 |
| Freetext | **20** | 11 | 1 | 79 | 1 | 79 | 13 | 33 | 6 | 67 | 3 | . | 18 |
| *95% Confidence interval* | ***±8*** | *±20* | *±27* | *±18* | *±28* | *±25* | *±20* | *±21* | *±14* | *±41* | *±26* | *±42* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **147** | 19 | 13 | 19 | 12 | 10 | 24 | 19 | 12 | 5 | 14 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Refused* | ***2*** | . | *1* | . | . | . | *1* | . | . | . | . | . | . |
| *Not asked* | ***1,601*** | *172* | *180* | *156* | *186* | *190* | *175* | *161* | *176* | *20* | *185* | *38* | *16* |

## B21CTX - What were they?

View verbatim text responses for this question

# B21D - How serious an impact did these problems have on your business?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact | **42** | 38 | 43 | 3 | 4 | 26 | 50 | 71 | 69 | 44 | 16 | 75 | . |
| Fairly serious impact | **14** | 16 | 15 | 22 | 0 | 2 | 17 | 14 | 8 | 56 | 50 | 3 | 44 |
| Not a very serious impact | **24** | 18 | 32 | 8 | 74 | 72 | 15 | 14 | 7 | . | 34 | 22 | . |
| No impact at all | **19** | 28 | 10 | 67 | 22 | . | 18 | 1 | 16 | . | . | . | 56 |
| *95% Confidence interval* | ***±8*** | *±22* | *±26* | *±21* | *±25* | *±29* | *±20* | *±20* | *±26* | *±43* | *±26* | *±42* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 19 | 14 | 19 | 12 | 9 | 25 | 19 | 12 | 5 | 14 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,601*** | *172* | *180* | *156* | *186* | *190* | *175* | *161* | *176* | *20* | *185* | *38* | *16* |

# B21D|1GRP - How serious an impact did these problems have on your business? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 54 | 58 | 25 | 4 | 28 | 67 | 85 | 77 | 100 | 66 | 78 | 44 |
| Not a very serious impact & No impact at all | **44** | 46 | 42 | 75 | 96 | 72 | 33 | 15 | 23 | . | 34 | 22 | 56 |
| *95% Confidence interval* | ***±8*** | *±22* | *±26* | *±20* | *±11* | *±29* | *±18* | *±16* | *±24* | *0* | *±25* | *±41* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 19 | 14 | 19 | 12 | 9 | 25 | 19 | 12 | 5 | 14 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,601*** | *172* | *180* | *156* | *186* | *190* | *175* | *161* | *176* | *20* | *185* | *38* | *16* |

# B21D|2GRP - How serious an impact did these problems have on your business? (Grouped Responses)

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 54 | 58 | 25 | 4 | 28 | 67 | 85 | 77 | 100 | 66 | 78 | 44 |
| Not a very serious impact | **24** | 18 | 32 | 8 | 74 | 72 | 15 | 14 | 7 | . | 34 | 22 | . |
| No impact at all | **19** | 28 | 10 | 67 | 22 | . | 18 | 1 | 16 | . | . | . | 56 |
| *95% Confidence interval* | ***±8*** | *±22* | *±26* | *±21* | *±25* | *±29* | *±18* | *±16* | *±24* | *0* | *±25* | *±41* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 19 | 14 | 19 | 12 | 9 | 25 | 19 | 12 | 5 | 14 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,601*** | *172* | *180* | *156* | *186* | *190* | *175* | *161* | *176* | *20* | *185* | *38* | *16* |

# B22A - Since April 2017, have you made a complaint about your clean water or waste water services?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **12** | 26 [90] | 4 [90] | 23 | 4 [95] | 1 [95] | 7 | 35 [95] | 36 | . | 1 [95] | 17 | 18 |
| No | **88** | 74 [90] | 96 [90] | 77 | 96 [95] | 99 [95] | 93 | 65 [95] | 64 | 100 | 99 [95] | 83 | 82 |
| *95% Confidence interval* | ***±4*** | *±17* | *±8* | *±15* | *±7* | *±5* | *±7* | *±18* | *±23* | *0* | *±4* | *±26* | *±43* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **238** | 27 | 20 | 30 | 25 | 21 | 46 | 26 | 17 | 5 | 21 | 8 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | . | . | *1* | . | . | *1* | . | . |
| *Not asked* | ***1,510*** | *164* | *174* | *145* | *173* | *179* | *154* | *153* | *171* | *20* | *177* | *34* | *16* |

# B23A - Which of the following have you made a complaint to?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Retailer | **100** | . | 100 | 100 | 100 | . | 100 | . | . | . | . | . | . |
| Wholesaler | **20** | . | 100 | . | 100 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±35*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | 1 | 2 | 1 | . | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *191* | *193* | *173* | *197* | *200* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

## B23ATX - Which of the following have you made a complaint to?

View verbatim text responses for this question

# B23B - What did the complaint(s) relate to?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **18** | 32 | 38 | 11 | 50 | 22 | 27 | 3 | 4 | . | 27 | . | 100 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **64** | 69 | 56 | 87 | 100 | 22 | . | 97 | 100 | . | 77 | 100 | 100 |
| Other | **24** | 5 | 62 | 11 | . | 78 | 73 | . | . | . | 12 | . | . |
| *95% Confidence interval* | ***±15*** | *±34* | *±44* | *±23* | *±69* | *±57* | *±43* | *±15* | *±19* | *0* | *±35* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **42** | 7 | 5 | 8 | 2 | 2 | 4 | 4 | 4 | . | 6 | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,708*** | *184* | *189* | *167* | *196* | *198* | *196* | *176* | *184* | *25* | *193* | *41* | *18* |

## B23BTX - What did the complaint(s) relate to?

View verbatim text responses for this question

# B24 - How satisfied or dissatisfied are you with the way your complaint was handled?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Fairly satisfied | **10** | . | 100 | 64 | . | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **70** | . | . | 36 | . | . | 100 | . | . | . | . | . | . |
| Very dissatisfied | **20** | . | . | . | 100 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *±67* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | 1 | 2 | 1 | . | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *191* | *193* | *173* | *197* | *200* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B24GRP - How satisfied or dissatisfied are you with the way your complaint was handled? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **10** | . | 100 | 64 | . | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **70** | . | . | 36 | . | . | 100 | . | . | . | . | . | . |
| Dissatisfied | **20** | . | . | . | 100 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *±67* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | 1 | 2 | 1 | . | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *191* | *193* | *173* | *197* | *200* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B25 - Overall, how satisfied or dissatisfied are you with the outcome of your complaint?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | . | . | 100 | . | . | . | . | . | . | . | . | . |
| Very dissatisfied | **57** | . | . | . | 100 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | 2 | 1 | . | . | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,745*** | *191* | *193* | *173* | *197* | *200* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B25GRP - Overall, how satisfied or dissatisfied are you with the outcome of your complaint? (Grouped Responses)

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | . | . | 100 | . | . | . | . | . | . | . | . | . |
| Dissatisfied | **57** | . | . | . | 100 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | 2 | 1 | . | . | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,745*** | *191* | *193* | *173* | *197* | *200* | *199* | *180* | *188* | *25* | *199* | *42* | *19* |

# B26A - Were you directed to an alternative dispute resolution scheme?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No | **100** | . | . | . | 100 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1** | . | . | . | 1 | . | . | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,749*** | *191* | *194* | *175* | *197* | *200* | *200* | *180* | *188* | *25* | *199* | *42* | *19* |

# B1 - Since April 2017, organisations haetter deal with their existing retailer. Prior to this survey were you aware of this?

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **48** | **60** 95 | 43 | **33** 95 | 44 | **57** 95 | **79** 95 | 54 | **14** 95 | 55 | **25** 95 | 53 | 41 |
| No | **52** | **40** 95 | 57 | **67** 95 | 56 | **43** 95 | **21** 95 | 46 | **86** 95 | 45 | **75** 95 | 47 | 59 |
| *95% Confidence interval* | ***±2*** | *±6* | *±12* | *±12* | *±12* | *±7* | *±11* | *±8* | *±13* | *±20* | *±11* | *±8* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 249 | 71 | 64 | 71 | 187 | 53 | 157 | 28 | 23 | 63 | 134 | 81 |

# B2A - How satisfied or dissatisfied are

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **5** | 57 | 5 | 41 | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **38** | 31 | 95 | 59 | . | 11 | 100 | 3 | . | 99 | . | 9 | 5 |
| Neither satisfied nor dissatisfied | **53** | 12 | . | . | 100 | . | . | 71 | . | 1 | 100 | 91 | 95 |
| Fairly dissatisfied | **1** | . | . | . | . | 13 | . | 26 | . | . | . | . | . |
| Very dissatisfied | **2** | . | . | . | . | 76 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *±31* | *±21* | *±56* | *0* | *±34* | *0* | *±45* | *0* | *±16* | *0* | *±29* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 10 | 4 | 3 | 1 | 6 | 1 | 4 | . | 2 | 1 | 4 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *1* | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,680*** | *239* | *66* | *61* | *70* | *181* | *52* | *152* | *28* | *21* | *62* | *130* | *77* |

# B2AGRP - How satisfied or dissatisfiedResponses)

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **43** | 88 | 100 | 100 | . | 11 | 100 | 3 | . | 99 | . | 9 | 5 |
| Neither satisfied nor dissatisfied | **53** | 12 | . | . | 100 | . | . | 71 | . | 1 | 100 | 91 | 95 |
| Dissatisfied | **3** | . | . | . | . | 89 | . | 26 | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *±20* | *0* | *0* | *0* | *±25* | *0* | *±45* | *0* | *±16* | *0* | *±29* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 10 | 4 | 3 | 1 | 6 | 1 | 4 | . | 2 | 1 | 4 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,680*** | *239* | *66* | *61* | *70* | *181* | *52* | *152* | *28* | *21* | *62* | *130* | *77* |

# B2B - How satisfied or dissatisfied are (s)?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **14** | 15 | 46 | 41 | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **13** | 21 | 5 | 59 | . | 83 | . | 8 | . | . | . | 7 | . |
| Neither satisfied nor dissatisfied | **62** | 55 | 49 | . | 100 | . | 100 | 46 | . | 1 | 100 | 93 | 99 |
| Fairly dissatisfied | **8** | 8 | . | . | . | . | . | . | . | 99 | . | . | . |
| Very dissatisfied | **2** | 1 | . | . | . | 17 | . | 46 | . | . | . | . | 1 |
| *95% Confidence interval* | ***±12*** | *±32* | *±49* | *±56* | *0* | *±30* | *0* | *±44* | *0* | *±16* | *0* | *±29* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 9 | 4 | 3 | 1 | 6 | 1 | 5 | . | 2 | 1 | 3 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,680*** | *239* | *66* | *61* | *70* | *181* | *52* | *152* | *28* | *21* | *62* | *130* | *77* |

# B2BGRP - How satisfied or dissatisfiedailer(s)? (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **27** | 36 | 51 | 100 | . | 83 | . | 8 | . | . | . | 7 | . |
| Neither satisfied nor dissatisfied | **62** | 55 | 49 | . | 100 | . | 100 | 46 | . | 1 | 100 | 93 | 99 |
| Dissatisfied | **11** | 9 | . | . | . | 17 | . | 46 | . | 99 | . | . | 1 |
| *95% Confidence interval* | ***±12*** | *±32* | *±49* | *0* | *0* | *±30* | *0* | *±44* | *0* | *±16* | *0* | *±29* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 9 | 4 | 3 | 1 | 6 | 1 | 5 | . | 2 | 1 | 3 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,680*** | *239* | *66* | *61* | *70* | *181* | *52* | *152* | *28* | *21* | *62* | *130* | *77* |

# B2C - Overall, how satisfied or dissatis

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **35** | 36 | 50 95 | 40 | 26 90 | 38 | 21 95 | 35 | 52 90 | 47 | 21 95 | 27 95 | 22 95 |
| Fairly satisfied | **42** | 42 | 45 | 37 | 48 | 41 | 66 95 | 38 | 38 | 8 95 | 36 | 55 95 | 41 |
| Neither satisfied nor dissatisfied | **14** | 12 | 3 95 | 12 | 12 | 13 | 12 | 11 | 4 95 | 26 | 42 95 | 18 | 32 95 |
| Fairly dissatisfied | **4** | 6 90 | 1 95 | 9 | 12 95 | 4 | 1 95 | 1 95 | 6 | . 95 | . 95 | . 95 | 5 |
| Very dissatisfied | **5** | 4 | 1 95 | 2 | 1 95 | 4 | 0 95 | 15 95 | . 95 | 19 90 | 1 95 | 0 95 | 0 95 |
| *95% Confidence interval* | ***±2*** | *±6* | *±12* | *±12* | *±12* | *±7* | *±13* | *±8* | *±19* | *±20* | *±12* | *±8* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 245 | 69 | 63 | 69 | 185 | 53 | 157 | 27 | 23 | 62 | 133 | 81 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *2* | *1* | *2* | *2* | *.* | *.* | *1* | *.* | *1* | *1* | *.* |
| *Refused* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |

# B2CGRP - Overall, how satisfied or diss

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **77** | 78 | 95 95 | 76 | 74 | 79 | 88 95 | 73 | 90 95 | 55 95 | 57 95 | 82 | 63 95 |
| Neither satisfied nor dissatisfied | **14** | 12 | 3 95 | 12 | 12 | 13 | 12 | 11 | 4 95 | 26 | 42 95 | 18 | 32 95 |
| Dissatisfied | **9** | 10 | 2 95 | 11 | 13 | 8 | 1 95 | 16 95 | 6 | 19 | 1 95 | 0 95 | 5 |
| *95% Confidence interval* | ***±2*** | *±5* | *±5* | *±10* | *±10* | *±6* | *±9* | *±7* | *±11* | *±20* | *±12* | *±7* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 245 | 69 | 63 | 69 | 185 | 53 | 157 | 27 | 23 | 62 | 133 | 81 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *2* | *1* | *2* | *2* | *.* | *.* | *1* | *.* | *1* | *1* | *.* |
| *Refused* | ***2*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |

# B2D - Why were you dissatisfied?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Water quality issue (e.g. cloudy water/strange taste) | **5** | 1 | 30 | . | . | . | . | 25 | . | . | . | . | . |
| Price (e.g. too expensive) | **10** | 1 | 37 | 13 | 77 | 32 | 41 | 2 | . | 0 | . | . | 2 |
| Customer service (e.g. slow to respond to issues, hard to get in contact with etc.) | **63** | 65 | 90 | 12 | 22 | 41 | 20 | 57 | . | 48 | 100 | 48 | 30 |
| Billing issues (e.g. not receiving bills, incorrect charges) | **74** | 44 | 37 | 94 | 83 | 49 | 48 | 42 | 100 | 52 | 100 | 61 | 73 |
| Other | **25** | 38 | 10 | 19 | 1 | 24 | 25 | 19 | . | 48 | . | 39 | 27 |
| *95% Confidence interval* | ***±8*** | *±22* | *±47* | *±32* | *±29* | *±25* | *±44* | *±24* | *0* | *±57* | *0* | *±49* | *±34* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **144** | 19 | 4 | 6 | 8 | 15 | 5 | 16 | 1 | 3 | 1 | 4 | 7 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,606*** | *230* | *67* | *58* | *63* | *172* | *48* | *141* | *27* | *20* | *62* | *130* | *74* |

# B2DTX - Why were you dissatisfied?

View verbatim text responses for this question

# B3 - Has the tariff charged by either yc

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - gone up | **9** | 4 | . | . | . | 50 | . | . | . | 100 | . | . | . |
| Yes - gone down | **2** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| No - not changed | **90** | 96 | 100 | 100 | 100 | 50 | 100 | 99 | . | . | 100 | 100 | 100 |
| *95% Confidence interval* | ***±7*** | *±11* | *0* | *0* | *0* | *±40* | *0* | *±13* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **65** | 12 | 4 | 4 | 1 | 6 | 1 | 2 | . | 1 | 1 | 3 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *5* | *2* | *.* | *.* | *2* | *.* | *4* | *.* | *1* | *1* | *1* | *1* |
| *Not asked* | ***1,659*** | *232* | *65* | *60* | *70* | *179* | *52* | *151* | *28* | *21* | *61* | *130* | *75* |

# B3B - Which of the following scenarios

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 | **6** | 2 95 | 31 95 | . 95 | 1 95 | 5 | 3 | 12 95 | . | . | 2 | 2 95 | 1 95 |
| You are currently actively considering switching retailer. By actively considering, | **3** | 2 | 4 | 0 95 | 1 90 | 5 | 3 | 1 | 8 | 1 | 1 | 1 90 | 7 |
| You actively considered switching but decided not to | **5** | 3 | 2 | 0 95 | 0 95 | 3 | 0 95 | 8 | 34 | 3 | 5 | 2 95 | 1 95 |
| You actually tried to arrange a switch but something prevented the switch from | **2** | 5 90 | . 95 | 4 | 0 95 | 1 95 | . 95 | . 95 | . | . | . 95 | . 95 | . 95 |
| You have not actively considered switching but plan to over the next 3 months | **6** | 2 95 | 2 95 | 2 | 6 | 9 | 0 95 | 7 | . | . | 24 95 | 4 | 6 |
| You have not actively considered switching but plan to at some point further in the | **28** | 30 | 9 95 | 5 95 | 33 | 32 | 43 90 | 17 95 | 47 | 16 | 34 | 34 | 25 |
| You are not interested in switching water and wastewater retailer | **50** | 55 | 52 | 89 95 | 59 | 45 | 50 | 54 | 11 | 81 | 33 95 | 57 | 59 |
| *95% Confidence interval* | ***±3*** | *±7* | *±15* | *±10* | *±14* | *±9* | *±17* | *±10* | *±25* | *±18* | *±15* | *±10* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 183 | 40 | 35 | 48 | 121 | 35 | 104 | 15 | 18 | 37 | 91 | 51 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *1* | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Refused* | ***4*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *64* | *30* | *29* | *22* | *65* | *17* | *52* | *12* | *5* | *25* | *43* | *30* |

# B3B|1GRP - Which of the following sc

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | 13 | **37** 95 | **4** 95 | **2** 95 | 13 | **6** 95 | 22 | 42 | 4 | **8** 90 | **5** 95 | **9** 90 |
| You have not actively considered switching but plan to over the next 3 months & You | **34** | 32 | **11** 95 | **7** 95 | 39 | **41** 90 | 43 | **24** 95 | 47 | 16 | **58** 95 | 39 | 32 |
| You are not interested in switching water and wastewater retailer | **50** | 55 | 52 | **89** 95 | 59 | 45 | 50 | 54 | 11 | 81 | **33** 95 | 57 | 59 |
| *95% Confidence interval* | ***±3*** | *±7* | *±15* | *±10* | *±14* | *±9* | *±17* | *±10* | *±25* | *±18* | *±16* | *±10* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 183 | 40 | 35 | 48 | 121 | 35 | 104 | 15 | 18 | 37 | 91 | 51 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *1* | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Refused* | ***4*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *64* | *30* | *29* | *22* | *65* | *17* | *52* | *12* | *5* | *25* | *43* | *30* |

# B3B|2GRP - Which of the following sc

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | 13 | **37** 95 | **4** 95 | **2** 95 | 13 | **6** 95 | 22 | 42 | 4 | **8** 90 | **5** 95 | **9** 90 |
| You have not actively considered switching but plan to over the next 3 months & You | **84** | 87 | **63** 95 | **96** 95 | **98** 95 | 87 | **94** 95 | 78 | 58 | 96 | **92** 90 | **95** 95 | **91** 90 |
| *95% Confidence interval* | ***±2*** | *±5* | *±15* | *±6* | *±4* | *±6* | *±8* | *±8* | *±25* | *±9* | *±9* | *±4* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 183 | 40 | 35 | 48 | 121 | 35 | 104 | 15 | 18 | 37 | 91 | 51 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *1* | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Refused* | ***4*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *64* | *30* | *29* | *22* | *65* | *17* | *52* | *12* | *5* | *25* | *43* | *30* |

# B3B|3GRP - Which of the following sc

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **20** | 9 | 39 95 | 3 | 8 | 22 | 6 | 29 95 | 42 | 4 | 33 90 | 9 | 15 |
| You actually tried to arrange a switch but something prevented the switch from | **80** | 91 95 | 61 95 | 97 | 92 | 78 | 94 | 71 95 | 58 | 96 | 67 | 91 | 85 |
| *95% Confidence interval* | ***±2*** | *±4* | *±15* | *±5* | *±8* | *±7* | *±8* | *±9* | *±25* | *±9* | *±15* | *±6* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 183 | 40 | 35 | 48 | 121 | 35 | 104 | 15 | 18 | 37 | 91 | 51 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *1* | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Refused* | ***4*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *64* | *30* | *29* | *22* | *65* | *17* | *52* | *12* | *5* | *25* | *43* | *30* |

# B3B|4GRP - Which of the following sc

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 183 | 40 | 35 | 48 | 121 | 35 | 104 | 15 | 18 | 37 | 91 | 51 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *1* | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *1* | *.* | *.* |
| *Refused* | ***4*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***575*** | *64* | *30* | *29* | *22* | *65* | *17* | *52* | *12* | *5* | *25* | *43* | *30* |

# B3C - Just to double check that your or

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - continue | **100** | 100 | 100 | . | 100 | 100 | 100 | 100 | . | . | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **51** | 9 | 2 | . | 3 | 6 | 2 | 10 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,699*** | *240* | *69* | *64* | *68* | *181* | *51* | *147* | *28* | *23* | *61* | *132* | *80* |

# B4A - Are you aware that intermediaries in the water retail market?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - aware | **76** | **83** 95 | 81 | **89** 95 | **88** 95 | 81 | 77 | 70 | 95 | 80 | 67 | **54** 95 | 68 |
| No - not aware | **24** | **17** 95 | 19 | **11** 95 | **12** 95 | 19 | 23 | 30 | 5 | 20 | 33 | **46** 95 | 32 |
| *95% Confidence interval* | ***±2*** | *±5* | *±12* | *±11* | *±9* | *±7* | *±14* | *±9* | *±11* | *±19* | *±15* | *±10* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,171** | 184 | 41 | 35 | 49 | 122 | 36 | 105 | 16 | 18 | 38 | 91 | 51 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***579*** | *65* | *30* | *29* | *22* | *65* | *17* | *52* | *12* | *5* | *25* | *43* | *30* |

# B4B - Which of the following have you

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Open Water website | **10** | **51** 95 | 2 | 4 | 9 | 53 | 6 | **1** 95 | . | 76 | . | 19 | 4 |
| A retailer's website | **34** | **47** 95 | 64 | 4 | . | 54 | 3 | **1** 95 | 81 | 11 | 40 | 8 | 15 |
| A price comparison website | **31** | **9** 95 | 86 | 4 | 44 | 33 | . | **1** 95 | 11 | 5 | 37 | 16 | 4 |
| Direct contact with another retailer | **23** | **7** 95 | 4 | 4 | 15 | 9 | 4 | **2** 95 | 81 | . | 3 | 38 | 19 |
| A broker | **30** | 28 | 75 | 5 | 84 | 5 | 51 | 27 | 8 | 3 | 63 | 30 | 72 |
| A consultant | **2** | **15** 95 | . | 0 | 39 | 1 | 5 | **.** 95 | 2 | 21 | 3 | 2 | 3 |
| Other | **4** | **12** 95 | . | 91 | . | 2 | 5 | **0** 95 | 0 | . | . | 1 | . |
| None of the above | **19** | **3** 95 | . | . | . | 2 | 41 | **68** 95 | . | . | . | . | 3 |
| *95% Confidence interval* | ***±6*** | *±15* | *±42* | *±25* | *±29* | *±24* | *±33* | *±18* | *±34* | *±37* | *±36* | *±23* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 43 | 5 | 5 | 11 | 17 | 9 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know/cant remember* | ***9*** | *2* | *1* | *.* | *.* | *1* | *.* | *2* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

## B4BTX - Which of the following have y

View verbatim text responses for this question

# B5 - How easy or difficult was it for yo

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **25** | 10 95 | . | 4 | 29 | 41 | 79 | 38 | 11 | 5 | 84 | 43 | 16 |
| Fairly easy | **47** | 40 | 100 | 0 | 15 | 53 | 8 | 5 95 | 87 | 76 | 13 | 55 | 75 |
| Neither easy nor difficult | **6** | 3 | . | 5 | 46 | 1 | 12 | 7 | . | 16 | 3 | 1 | 5 |
| Fairly difficult | **1** | 3 | . | . | 10 | 0 | 1 | 3 | . | . | . | 1 | 4 |
| Very difficult | **22** | 43 95 | . | 91 | . | 4 | . | 47 95 | 2 | 3 | . | . | . |
| *95% Confidence interval* | ***±6*** | *±15* | *0* | *±25* | *±31* | *±23* | *±28* | *±20* | *±29* | *±37* | *±27* | *±25* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 43 | 5 | 5 | 10 | 18 | 8 | 25 | 5 | 5 | 7 | 15 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *2* | *1* | *.* | *1* | *.* | *.* | *3* | *.* | *.* | *.* | *1* | *.* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,498*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B5|1GRP - How easy or difficult was it

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **72** | **50** 95 | 100 | 4 | 44 | 94 | 87 | **43** 95 | 98 | 81 | 97 | 98 | 91 |
| Neither easy nor difficult | **6** | 3 | . | 5 | 46 | 1 | 12 | 7 | . | 16 | 3 | 1 | 5 |
| Fairly difficult & Very difficult | **23** | **46** 95 | . | 91 | 10 | 4 | 1 | **50** 95 | 2 | 3 | . | 1 | 4 |
| *95% Confidence interval* | ***±6*** | *±15* | *0* | *±25* | *±31* | *±11* | *±23* | *±20* | *±11* | *±34* | *±13* | *±7* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 43 | 5 | 5 | 10 | 18 | 8 | 25 | 5 | 5 | 7 | 15 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *2* | *1* | *.* | *1* | *.* | *.* | *3* | *.* | *.* | *.* | *1* | *.* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,498*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B5B - Why was this difficult?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Didn't know where to look for information/where to go | **1** | . | . | . | . | . | 100 | 1 | 100 | . | . | . | . |
| Don't know enough about the new market | **0** | 1 | . | . | 50 | 11 | . | . | . | . | . | . | . |
| Information not available via phone/online/my preferred communication | **61** | 4 | . | 100 | . | . | . | . | 100 | 100 | . | . | . |
| Information found wasn't relevant | **0** | 1 | . | . | . | . | . | . | . | 100 | . | . | . |
| Information found wasn't clear/didn't understand information | **1** | 1 | . | . | 50 | . | . | 1 | . | . | . | 100 | . |
| Other | **38** | 95 | . | . | 50 | 89 | . | 99 | . | . | . | . | 100 |
| *95% Confidence interval* | ***±16*** | *±16* | *0* | *0* | *±69* | *±44* | *0* | *±10* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **34** | 7 | . | 1 | 2 | 2 | 1 | 5 | 1 | 1 | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,716*** | *242* | *71* | *63* | *69* | *185* | *52* | *152* | *27* | *22* | *63* | *133* | *80* |

## B5BTX - Why was this difficult?

View verbatim text responses for this question

# B6 - How easy or difficult was it to con

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **24** | 14 90 | . | 42 | 24 | 5 | 76 | 8 95 | 57 | 3 | 96 | 47 | 77 |
| Fairly easy | **31** | 79 95 | 28 | . | 17 | 89 | . | 13 95 | 35 | 80 | . | 28 | 17 |
| Neither easy nor difficult | **6** | 1 95 | 11 | 57 | 53 | 1 | 19 | 5 | . | 16 | . | 7 | 3 |
| Fairly difficult | **38** | 6 95 | 61 | . | 6 | 1 | 5 | 73 95 | . | . | . | 18 | 4 |
| Very difficult | **1** | 0 | . | 1 | . | 4 | . | 1 | 9 | . | 4 | . | . |
| *95% Confidence interval* | ***±7*** | *±13* | *±39* | *±56* | *±35* | *±15* | *±34* | *±19* | *±49* | *±39* | *±18* | *±26* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 39 | 6 | 3 | 8 | 16 | 6 | 22 | 4 | 4 | 5 | 14 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *5* | *.* | *2* | *2* | *2* | *2* | *5* | *1* | *1* | *1* | *2* | *1* |
| *Refused* | ***13*** | *1* | *.* | *.* | *1* | *.* | *1* | *1* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B6|1GRP - How easy or difficult was it

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **55** | **93** 95 | 28 | 42 | 42 | 94 | 76 | **22** 95 | 91 | 84 | 96 | 75 | 94 |
| Neither easy nor difficult | **6** | **1** 95 | 11 | 57 | 53 | 1 | 19 | 5 | . | 16 | . | 7 | 3 |
| Fairly difficult & Very difficult | **39** | **6** 95 | 61 | 1 | 6 | 5 | 5 | **73** 95 | 9 | . | 4 | 18 | 4 |
| *95% Confidence interval* | ***±7*** | *±8* | *±39* | *±56* | *±35* | *±12* | *±34* | *±18* | *±28* | *±36* | *±18* | *±23* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 39 | 6 | 3 | 8 | 16 | 6 | 22 | 4 | 4 | 5 | 14 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *5* | *.* | *2* | *2* | *2* | *2* | *5* | *1* | *1* | *1* | *2* | *1* |
| *Refused* | ***13*** | *1* | *.* | *.* | *1* | *.* | *1* | *1* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B6B - Why was this difficult?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Prices weren't clear | **1** | 49 | . | 100 | . | . | . | 0 | . | . | . | . | 100 |
| Information wasn't consistent/was hard to compare | **41** | 17 | 100 | . | . | 29 | 62 | . | . | . | 100 | . | 100 |
| Didn't know what to compare (lack of familiarity with the market) | **0** | . | . | . | . | . | . | 0 | . | . | . | . | . |
| Not enough time | **14** | 2 | . | . | . | . | . | 94 | . | . | . | . | . |
| Retailer failed to respond to query | **2** | . | . | . | . | 71 | . | 4 | . | . | . | . | . |
| Retailers not interested in me as a customer | **0** | . | . | . | . | . | . | 0 | . | . | . | . | . |
| Information not available via phone/online/my preferred communication | **54** | 39 | . | . | . | . | . | 94 | 100 | . | . | . | . |
| Other | **3** | 49 | . | . | 100 | . | 38 | 1 | 100 | . | . | 100 | . |
| *95% Confidence interval* | ***±16*** | *±37* | *0* | *0* | *0* | *±63* | *±67* | *±17* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **38** | 7 | 1 | 1 | 1 | 2 | 2 | 7 | 1 | . | 1 | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,711*** | *242* | *70* | *63* | *70* | *185* | *51* | *149* | *27* | *23* | *62* | *133* | *80* |

## B6BTX - Why was this difficult?

View verbatim text responses for this question

# B7A - How important or unimportant

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **62** | 41 95 | 35 | 100 | 76 | 100 | 17 | 65 | 19 | 26 | 100 | 39 | 82 |
| Fairly important | **32** | 7 95 | 65 | . | 17 | 0 | 42 | 35 | 81 | 74 | . | 44 | 18 |
| Neither important nor unimportant | **4** | 46 95 | . | . | . | . | 41 | 0 95 | . | . | . | . | . |
| Fairly unimportant | **1** | 7 90 | . | . | . | . | . | . 90 | . | . | . | 16 | . |
| Very unimportant | **0** | . | . | . | 7 | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±15* | *±38* | *0* | *±25* | *±2* | *±32* | *±18* | *±34* | *±39* | *0* | *±24* | *±25* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 45 | 6 | 5 | 11 | 18 | 9 | 27 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7A|1GRP - How important or unimpqped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | **47** 95 | 100 | 100 | 93 | 100 | 59 | **100** 95 | 100 | 100 | 100 | 84 | 100 |
| Neither important nor unimportant | **4** | **46** 95 | . | . | . | . | 41 | **0** 95 | . | . | . | . | . |
| Fairly unimportant & Very unimportant | **1** | **7** 90 | . | . | 7 | . | . | **.** 90 | . | . | . | 16 | . |
| *95% Confidence interval* | ***±3*** | *±15* | *0* | *0* | *±15* | *0* | *±32* | *±2* | *0* | *0* | *0* | *±18* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 45 | 6 | 5 | 11 | 18 | 9 | 27 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7B - How important or unimportant ver service

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **59** | 58 | 28 | 96 | 30 | 58 | 5 | **74** 90 | 2 | 19 | 45 | 48 | 29 |
| Fairly important | **36** | 36 | 72 | 4 | 61 | 41 | 43 | **18** 95 | 87 | 11 | 10 | 39 | 71 |
| Neither important nor unimportant | **3** | 4 | . | 0 | 9 | . | 46 | 4 | . | 71 | 21 | 13 | . |
| Fairly unimportant | **2** | . 95 | . | 0 | . | 1 | 7 | 4 | 11 | . | 25 | . | . |
| Very unimportant | **0** | 2 | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±14* | *±36* | *±17* | *±30* | *±23* | *±33* | *±17* | *±29* | *±40* | *±37* | *±24* | *±30* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 45 | 6 | 5 | 10 | 17 | 9 | 27 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | . | *1* | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7B|1GRP - How important or unimpcustomer service (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 94 | 100 | 100 | 91 | 99 | 48 | 92 | 89 | 29 | 54 | 87 | 100 |
| Neither important nor unimportant | **3** | 4 | . | 0 | 9 | . | 46 | 4 | . | 71 | 21 | 13 | . |
| Fairly unimportant & Very unimportant | **2** | 2 | . | 0 | . | 1 | 7 | 4 | 11 | . | 25 | . | . |
| *95% Confidence interval* | ***±3*** | *±7* | *0* | *±5* | *±18* | *±4* | *±33* | *±10* | *±27* | *±40* | *±37* | *±16* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 45 | 6 | 5 | 10 | 17 | 9 | 27 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | . | *1* | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7C - How important or unimportant ver and sewerage services to the same retailer

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **37** | **49** 90 | 18 | 95 | 52 | 57 | 9 | **67** 95 | 0 | 9 | 27 | 48 | 5 |
| Fairly important | **39** | **21** 95 | 82 | . | 43 | 7 | . | **24** 90 | 6 | 5 | 73 | 3 | 9 |
| Neither important nor unimportant | **9** | **4** 90 | . | 5 | 5 | 1 | 84 | 3 | 11 | . | . | 38 | 71 |
| Fairly unimportant | **4** | **16** 95 | . | 0 | . | 0 | 7 | 3 | . | 71 | . | 3 | 15 |
| Very unimportant | **11** | 10 | . | . | . | 34 | . | **2** 95 | 83 | 16 | . | 8 | . |
| *95% Confidence interval* | ***±6*** | *±15* | *±30* | *±20* | *±30* | *±24* | *±25* | *±18* | *±33* | *±40* | *±33* | *±24* | *±30* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 43 | 6 | 5 | 11 | 17 | 8 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *2* | . | . | . | . | *1* | *2* | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7C|1GRP - How important or unimpɒng water and sewerage services to the same retailer (Grouped Responses)

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **76** | 70 | 100 | 95 | 95 | 65 | 9 | 91 95 | 6 | 14 | 100 | 51 | 14 |
| Neither important nor unimportant | **9** | 4 90 | . | 5 | 5 | 1 | 84 | 3 | 11 | . | . | 38 | 71 |
| Fairly unimportant & Very unimportant | **15** | 26 90 | . | 0 | . | 34 | 7 | 6 95 | 83 | 86 | . | 11 | 15 |
| *95% Confidence interval* | ***±5*** | *±14* | *0* | *±20* | *±13* | *±23* | *±25* | *±11* | *±33* | *±30* | *0* | *±24* | *±30* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 43 | 6 | 5 | 11 | 17 | 8 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *2* | *.* | *.* | *.* | *.* | *1* | *2* | *.* | *.* | *.* | *.* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7D - How important or unimportant ltiple premises to the same retailer

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | **58** 95 | 100 | 96 | 62 | 21 | 8 | 15 | 3 | 53 | 27 | 21 | 63 |
| Fairly important | **22** | 24 | . | . | 26 | . | 3 | 25 | . | 29 | 73 | 17 | 1 |
| Neither important nor unimportant | **12** | **1** 95 | . | . | 12 | 11 | 71 | . | . | . | . | 3 | 10 |
| Fairly unimportant | **13** | 13 | . | 4 | . | 68 | . | 60 | 62 | 19 | . | 5 | 27 |
| Very unimportant | **23** | **4** 95 | . | . | . | . | 18 | . | 35 | . | . | 54 | . |
| *95% Confidence interval* | ***±8*** | *±21* | *0* | *±21* | *±32* | *±37* | *±34* | *±32* | *±55* | *±49* | *±44* | *±29* | *±42* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 22 | 1 | 3 | 9 | 6 | 7 | 9 | 3 | 4 | 4 | 11 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | . | *1* | *1* | . | . | . | . | . |
| *Not asked* | ***1,610*** | *227* | *70* | *61* | *62* | *181* | *45* | *147* | *25* | *19* | *59* | *123* | *76* |

# B7D|1GRP - How important or unimpo ng multiple premises to the same retailer (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **52** | **82** 95 | 100 | 96 | 88 | 21 | 11 | 40 | 3 | 81 | 100 | 38 | 64 |
| Neither important nor unimportant | **12** | **1** 95 | . | . | 12 | 11 | 71 | . | . | . | . | 3 | 10 |
| Fairly unimportant & Very unimportant | **36** | **18** 95 | . | 4 | . | 68 | 18 | 60 | 97 | 19 | . | 59 | 27 |
| *95% Confidence interval* | ***±8*** | *±16* | *0* | *±21* | *±21* | *±37* | *±34* | *±32* | *±19* | *±38* | *0* | *±29* | *±42* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 22 | 1 | 3 | 9 | 6 | 7 | 9 | 3 | 4 | 4 | 11 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | . | *1* | *1* | . | . | . | . | . |
| *Not asked* | ***1,610*** | *227* | *70* | *61* | *62* | *181* | *45* | *147* | *25* | *19* | *59* | *123* | *76* |

# B7E - How important or unimportant arent utilities (including water) to the same supplier

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **11** | 1 95 | . | 91 | 45 | 1 | . | 34 95 | 81 | . | . | . | . |
| Fairly important | **37** | 9 95 | 96 | . | . | 36 | . | 5 95 | . | . | . | 7 | 4 |
| Neither important nor unimportant | **7** | 50 95 | . | 5 | 15 | 1 | 46 | 2 95 | 17 | . | 25 | 17 | . |
| Fairly unimportant | **28** | 7 95 | 4 | 4 | 26 | 39 | 39 | 25 | . | 81 | 53 | 33 | 78 |
| Very unimportant | **16** | 33 95 | . | 0 | 13 | 23 | 15 | 34 95 | 2 | 19 | 22 | 42 | 18 |
| *95% Confidence interval* | ***±6*** | *±15* | *±15* | *±25* | *±29* | *±23* | *±35* | *±18* | *±34* | *±34* | *±37* | *±23* | *±27* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 44 | 6 | 5 | 11 | 18 | 8 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *1* | *.* | *.* | *.* | *.* | *1* | *2* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7E|1GRP - How important or unimpcng different utilities (including water) to the same supplier (Grouped Responses)

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **49** | **10** 95 | 96 | 91 | 45 | 36 | . | 39 | 81 | . | . | 7 | 4 |
| Neither important nor unimportant | **7** | **50** 95 | . | 5 | 15 | 1 | 46 | **2** 95 | 17 | . | 25 | 17 | . |
| Fairly unimportant & Very unimportant | **44** | 39 | 4 | 4 | 40 | 62 | 54 | **59** 90 | 2 | 100 | 75 | 75 | 96 |
| *95% Confidence interval* | ***±6*** | *±15* | *±15* | *±25* | *±29* | *±22* | *±35* | *±19* | *±34* | *0* | *±32* | *±21* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 44 | 6 | 5 | 11 | 18 | 8 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *1* | *.* | *.* | *.* | *.* | *1* | *2* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7F - How important or unimportant leakage control and enhanced metering services

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **43** | 25 95 | 22 | 5 | 81 | 3 | 2 | 60 90 | 2 | 19 | 65 | 56 | 26 |
| Fairly important | **37** | 64 95 | 78 | . | 12 | 96 | 45 | 3 95 | 11 | 11 | 33 | 43 | . |
| Neither important nor unimportant | **7** | 4 | . | . | 5 | 0 | 49 | 32 95 | 6 | . | . | 1 | . |
| Fairly unimportant | **13** | 4 95 | . | 95 | 2 | 1 | . | 3 95 | 81 | 71 | . | . | 74 |
| Very unimportant | **0** | 2 | . | . | . | . | 4 | 1 | . | . | 1 | . | . |
| *95% Confidence interval* | ***±6*** | *±14* | *±33* | *±19* | *±23* | *±9* | *±33* | *±19* | *±34* | *±40* | *±35* | *±24* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 45 | 6 | 5 | 11 | 18 | 9 | 25 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | . | . | . | *2* | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7F|1GRP - How important or unimpcency, leakage control and enhanced metering services (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | **89** 95 | 100 | 5 | 93 | 98 | 47 | **63** 90 | 13 | 29 | 99 | 99 | 26 |
| Neither important nor unimportant | **7** | 4 | . | . | 5 | 0 | 49 | **32** 95 | 6 | . | . | 1 | . |
| Fairly unimportant & Very unimportant | **13** | **6** 95 | . | 95 | 2 | 1 | 4 | **4** 95 | 81 | 71 | 1 | . | 74 |
| *95% Confidence interval* | ***±5*** | *±9* | *0* | *±19* | *±15* | *±6* | *±33* | *±19* | *±34* | *±40* | *±9* | *±5* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 45 | 6 | 5 | 11 | 18 | 9 | 25 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | . | . | . | *2* | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7G - How important or unimportant anagement services

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **26** | 10 95 | 11 | 0 | 9 | 39 | 8 | 34 | 0 | . | 8 | 5 | . |
| Fairly important | **30** | 22 | 87 | . | 87 | 23 | 6 | 5 95 | 18 | 21 | 65 | 20 | 85 |
| Neither important nor unimportant | **11** | 49 95 | . | . | 5 | 34 | 41 | 4 | . | 5 | 21 | 30 | . |
| Fairly unimportant | **28** | 11 95 | . | 5 | . | 5 | 41 | 24 | 81 | 71 | 6 | 44 | 15 |
| Very unimportant | **6** | 9 | 2 | 95 | . | . | 4 | 33 95 | . | 3 | . | . | . |
| *95% Confidence interval* | ***±6*** | *±15* | *±27* | *±19* | *±20* | *±22* | *±32* | *±18* | *±34* | *±40* | *±35* | *±24* | *±24* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 44 | 6 | 5 | 11 | 18 | 9 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *.* | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7G|1GRP - How important or unimpount management services (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **55** | 31 95 | 98 | 0 | 95 | 61 | 13 | 39 90 | 19 | 21 | 73 | 26 | 85 |
| Neither important nor unimportant | **11** | 49 95 | . | . | 5 | 34 | 41 | 4 | . | 5 | 21 | 30 | . |
| Fairly unimportant & Very unimportant | **34** | 20 95 | 2 | 100 | . | 5 | 45 | 57 95 | 81 | 74 | 6 | 44 | 15 |
| *95% Confidence interval* | ***±6*** | *±15* | *±11* | *±2* | *±12* | *±22* | *±33* | *±19* | *±34* | *±39* | *±33* | *±24* | *±24* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 44 | 6 | 5 | 11 | 18 | 9 | 26 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *.* | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7H - How important or unimportant retailer

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 15 95 | 29 | 0 | 16 | 38 | 1 | 9 95 | 2 | 100 | 43 | 51 | 9 |
| Fairly important | **50** | 32 95 | 67 | . | 59 | 57 | 7 | 67 95 | 6 | . | 33 | 28 | 72 |
| Neither important nor unimportant | **13** | 45 95 | 4 | . | 17 | 0 | 89 | 2 95 | 81 | . | 21 | 13 | 4 |
| Fairly unimportant | **7** | 8 | . | 4 | 4 | 5 | 3 | 20 90 | 11 | . | 3 | 8 | 14 |
| Very unimportant | **1** | . | . | 96 | 4 | . | . | 2 | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±15* | *±38* | *±17* | *±29* | *±23* | *±21* | *±18* | *±34* | *0* | *±37* | *±24* | *±31* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 45 | 6 | 5 | 11 | 18 | 9 | 25 | 5 | 5 | 7 | 17 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | . | . | 2 | . | . | . | . | 1 |
| *Refused* | ***1*** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| *Not asked* | ***1,499*** | 204 | 65 | 59 | 60 | 169 | 44 | 129 | 23 | 18 | 56 | 117 | 72 |

# B7H|1GRP - How important or unimpo of the retailer (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 47 95 | 96 | 0 | 75 | 95 | 8 | 77 | 8 | 100 | 76 | 79 | 82 |
| Neither important nor unimportant | **13** | 45 95 | 4 | . | 17 | 0 | 89 | 2 95 | 81 | . | 21 | 13 | 4 |
| Fairly unimportant & Very unimportant | **8** | 8 | . | 100 | 8 | 5 | 3 | 21 90 | 11 | . | 3 | 8 | 14 |
| *95% Confidence interval* | ***±5*** | *±15* | *±16* | *±2* | *±26* | *±10* | *±21* | *±17* | *±34* | *0* | *±32* | *±19* | *±27* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 45 | 6 | 5 | 11 | 18 | 9 | 25 | 5 | 5 | 7 | 17 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | . | . | *2* | . | . | . | . | *1* |
| *Refused* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7I - How important or unimportant services

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **64** | 73 | 37 | 100 | 62 | 46 | 54 | 91 95 | 8 | 29 | 42 | 32 | 37 |
| Fairly important | **32** | 27 | 63 | 0 | 38 | 18 | 42 | 7 95 | 81 | 71 | 37 | 68 | 63 |
| Neither important nor unimportant | **3** | . 95 | . | . | . | 34 | 4 | . 95 | . | . | 21 | . | . |
| Fairly unimportant | **1** | . | . | . | . | 2 | . | 1 | 11 | . | . | . | . |
| Very unimportant | **0** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±13* | *±39* | *±5* | *±30* | *±23* | *±33* | *±11* | *±34* | *±40* | *±37* | *±22* | *±32* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 45 | 6 | 5 | 10 | 18 | 9 | 28 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7I|1GRP - How important or unimpo lling services (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **96** | **100** 95 | 100 | 100 | 100 | 64 | 96 | 98 | 89 | 100 | 79 | 100 | 100 |
| Neither important nor unimportant | **3** | . 95 | . | . | . | 34 | 4 | . 95 | . | . | 21 | . | . |
| Fairly unimportant & Very unimportant | **1** | . | . | . | . | 2 | . | 2 | 11 | . | . | . | . |
| *95% Confidence interval* | ***±3*** | *0* | *0* | *0* | *0* | *±22* | *±13* | *±5* | *±27* | *0* | *±30* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 45 | 6 | 5 | 10 | 18 | 9 | 28 | 5 | 5 | 7 | 17 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *204* | *65* | *59* | *60* | *169* | *44* | *129* | *23* | *18* | *56* | *117* | *72* |

# B7_J - Are there any other factors whi

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, Nothing | **91** | 97 | 100 | . | 100 | 100 | . | 99 | . | . | 89 | 29 | . |
| Freetext | **9** | 3 | . | . | . | 0 | 100 | 1 | . | . | 11 | 71 | 100 |
| *95% Confidence interval* | ***±7*** | *±10* | *0* | *0* | *0* | *±4* | *0* | *±6* | *0* | *0* | *±44* | *±63* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **58** | 13 | 3 | . | 3 | 6 | 2 | 11 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,692*** | *236* | *68* | *64* | *68* | *181* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

## B7_JTX - Are there any other factors w

View verbatim text responses for this question

# B8A - How satisfied or dissatisfied wer efficiency, leakage control and metering services offered

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **39** | . | . | . | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **47** | 100 | 100 | . | . | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **14** | . | . | . | . | . | . | 100 | . | . | . | 100 | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 1 | 1 | . | . | . | . | 1 | . | . | . | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *248* | *70* | *64* | *71* | *187* | *53* | *156* | *28* | *23* | *63* | *132* | *81* |

# B8B - How satisfied or dissatisfied were you with each of water efficiency, leakage control and metering services offered

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | 100 | . | . | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **81** | . | 100 | . | . | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **14** | . | . | . | . | . | . | 100 | . | . | . | 100 | . |
| *95% Confidence interval* | ***±26*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 1 | 1 | . | . | . | . | 1 | . | . | . | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *248* | *70* | *64* | *71* | *187* | *53* | *156* | *28* | *23* | *63* | *132* | *81* |

# B8C - How satisfied or dissatisfied were account management services offered

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **2** | . | . | . | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **75** | . | 100 | . | . | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **1** | . | . | . | . | . | . | . | . | . | . | . | . |
| Fairly dissatisfied | **21** | . | . | . | . | . | . | . | . | . | . | 100 | 100 |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 1 | . | . | . | . | . | . | . | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *249* | *70* | *64* | *71* | *187* | *53* | *157* | *28* | *23* | *63* | *133* | *80* |

# B8D - How satisfied or dissatisfied were you of online account management services offered

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | . | . | . | . | . | . | . | . | . | . | . |
| Fairly satisfied | **72** | . | 100 | . | . | . | . | . | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **12** | . | . | . | . | . | . | . | . | . | . | . | 100 |
| Fairly dissatisfied | **11** | . | . | . | . | . | . | . | . | . | . | 100 | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 1 | . | . | . | . | . | . | . | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *249* | *70* | *64* | *71* | *187* | *53* | *157* | *28* | *23* | *63* | *133* | *80* |

# B9A - How important or unimportant a

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **53** | **59** 95 | **32** 95 | 43 | 43 | 49 | **68** 95 | 53 | 54 | 68 | 47 | 54 | **64** 95 |
| Fairly important | **33** | **25** 95 | 40 | 34 | 24 | 36 | **21** 90 | 34 | 27 | 18 | **44** 90 | 39 | **23** 90 |
| Neither important nor unimportant | **6** | 8 | 4 | **17** 95 | 8 | 7 | 4 | 7 | 3 | 14 | 5 | **3** 95 | 10 |
| Fairly unimportant | **5** | **2** 95 | **15** 95 | 4 | **15** 95 | 5 | 5 | 7 | 16 | . | 4 | **1** 95 | **2** 95 |
| Very unimportant | **3** | 5 | **9** 90 | 1 | **11** 95 | 3 | 2 | **0** 95 | **.** 95 | . | **.** 95 | 3 | 1 |
| *95% Confidence interval* | ***±3*** | *±7* | *±12* | *±13* | *±13* | *±8* | *±14* | *±9* | *±21* | *±22* | *±13* | *±9* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 202 | 64 | 59 | 59 | 168 | 42 | 126 | 22 | 18 | 55 | 117 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | . | 1 | 2 | . | . | . | . | . |
| *Not asked* | ***272*** | 47 | 7 | 5 | 12 | 19 | 10 | 29 | 6 | 5 | 8 | 17 | 9 |

# B9A|1GRP - How important or unimpaped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **85** | 85 | 72 95 | 77 | 67 95 | 85 | 89 | 87 | 80 | 86 | 91 | 93 95 | 87 |
| Neither important nor unimportant | **6** | 8 | 4 | 17 95 | 8 | 7 | 4 | 7 | 3 | 14 | 5 | 3 95 | 10 |
| Fairly unimportant & Very unimportant | **8** | 7 | 23 95 | 5 | 25 95 | 8 | 7 | 7 | 16 | . | 4 | 4 95 | 3 95 |
| *95% Confidence interval* | ***±2*** | *±5* | *±11* | *±11* | *±12* | *±5* | *±10* | *±6* | *±17* | *±16* | *±7* | *±5* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 202 | 64 | 59 | 59 | 168 | 42 | 126 | 22 | 18 | 55 | 117 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | . | *1* | *2* | . | . | . | . | . |
| *Not asked* | ***272*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9B - How important or unimportant aer service

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **48** | 29 95 | 47 | 41 | 57 | 49 | 46 | 55 | 56 | 37 | 45 | 45 | 36 95 |
| Fairly important | **41** | 54 95 | 36 | 47 | 15 95 | 36 | 46 | 29 95 | 37 | 48 | 49 | 48 90 | 48 |
| Neither important nor unimportant | **6** | 2 95 | 3 | 2 | 13 90 | 12 95 | 1 95 | 11 95 | 7 | 13 | 2 90 | 2 95 | 6 |
| Fairly unimportant | **4** | 13 95 | 4 | 9 | 13 95 | 3 | 5 | 4 | . 95 | 3 | 4 | 2 | 2 |
| Very unimportant | **2** | 1 | 10 95 | 1 | 1 | . 95 | 2 | . 95 | . 95 | . | . 95 | 2 | 8 95 |
| *95% Confidence interval* | ***±3*** | *±7* | *±12* | *±13* | *±13* | *±8* | *±15* | *±9* | *±21* | *±23* | *±13* | *±9* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 202 | 64 | 59 | 58 | 166 | 43 | 127 | 22 | 18 | 55 | 116 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *1* | *2* | . | *1* | . | . | . | *1* | . |
| *Not asked* | ***272*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9B|1GRP - How important or unimpcustomer service (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **89** | **83** 95 | 83 | 87 | **72** 95 | 85 | 91 | 84 | 93 | 85 | **94** 90 | **93** 95 | 84 |
| Neither important nor unimportant | **6** | **2** 95 | 3 | 2 | **13** 90 | **12** 95 | **1** 95 | **11** 95 | 7 | 13 | **2** 90 | **2** 95 | 6 |
| Fairly unimportant & Very unimportant | **6** | **14** 95 | **13** 90 | 10 | **14** 90 | **3** 95 | 7 | 4 | **.** 95 | 3 | 4 | 4 | 10 |
| *95% Confidence interval* | ***±2*** | *±5* | *±9* | *±9* | *±12* | *±5* | *±8* | *±6* | *±11* | *±17* | *±6* | *±5* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 202 | 64 | 59 | 58 | 166 | 43 | 127 | 22 | 18 | 55 | 116 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *.* | *.* | *.* | *1* | *2* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***272*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9C - How important or unimportant a leakage control and enhanced metering services

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **58** | 55 | 69 95 | 37 95 | 47 90 | 54 | 58 | 46 95 | 64 | 54 | 66 | 63 | 65 |
| Fairly important | **28** | 29 | 19 90 | 29 | 20 | 30 | 18 90 | 40 95 | 20 | 31 | 23 | 32 | 21 |
| Neither important nor unimportant | **7** | 8 | 2 95 | 11 | 19 95 | 10 | 4 | 9 | 16 | 15 | 9 | 4 90 | 3 95 |
| Fairly unimportant | **4** | 8 95 | 0 95 | 18 95 | 13 95 | 6 | 17 95 | 3 | 0 95 | . | 2 | 1 95 | 2 90 |
| Very unimportant | **2** | 0 95 | 10 95 | 4 | 0 95 | 1 95 | 4 | 2 | . 95 | . | . 95 | 1 90 | 9 95 |
| *95% Confidence interval* | ***±3*** | *±7* | *±11* | *±12* | *±13* | *±8* | *±15* | *±9* | *±21* | *±23* | *±13* | *±9* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 201 | 64 | 59 | 58 | 163 | 43 | 127 | 21 | 18 | 54 | 116 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *1* | *.* | *.* | *1* | *3* | *.* | *1* | *1* | *.* | *1* | *1* | *.* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***273*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9C|1GRP - How important or unimpciency, leakage control and enhanced metering services (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **86** | 84 | 89 | 66 95 | 67 95 | 84 | 75 90 | 86 | 84 | 85 | 89 | 94 95 | 86 |
| Neither important nor unimportant | **7** | 8 | 2 95 | 11 | 19 95 | 10 | 4 | 9 | 16 | 15 | 9 | 4 90 | 3 95 |
| Fairly unimportant & Very unimportant | **7** | 8 | 10 | 22 95 | 13 | 7 | 21 95 | 5 | 0 95 | . | 2 95 | 1 95 | 11 |
| *95% Confidence interval* | ***±2*** | *±5* | *±8* | *±12* | *±12* | *±6* | *±13* | *±6* | *±16* | *±17* | *±8* | *±4* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 201 | 64 | 59 | 58 | 163 | 43 | 127 | 21 | 18 | 54 | 116 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *1* | *.* | *.* | *1* | *3* | *.* | *1* | *1* | *.* | *1* | *1* | *.* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***273*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9D - How important or unimportant management service

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **16** | 16 | **35** 95 | **5** 95 | 10 | **11** 95 | 19 | **11** 90 | **.** 95 | . | 12 | 16 | **29** 95 |
| Fairly important | **29** | **35** 90 | 30 | 23 | 22 | 28 | 40 | **17** 95 | 40 | 23 | **47** 95 | 28 | 32 |
| Neither important nor unimportant | **16** | 16 | **5** 95 | 20 | **3** 95 | 13 | **6** 95 | **30** 95 | 32 | 32 | 18 | **23** 90 | **4** 95 |
| Fairly unimportant | **26** | **18** 95 | **13** 95 | 32 | 33 | 27 | 28 | 27 | 25 | 44 | 22 | 23 | 29 |
| Very unimportant | **13** | 14 | 18 | 21 | **31** 95 | **20** 95 | 7 | 15 | **3** 95 | 0 | **1** 95 | 11 | **6** 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±12* | *±12* | *±12* | *±7* | *±15* | *±8* | *±20* | *±23* | *±13* | *±8* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 198 | 64 | 59 | 59 | 164 | 43 | 126 | 22 | 18 | 54 | 115 | 71 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *2* | *.* | *.* | *.* | *4* | *.* | *2* | *.* | *.* | *1* | *2* | *1* |
| *Not asked* | ***274*** | *49* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9D|1GRP - How important or unimpcount management service (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **45** | **52** 90 | **65** 95 | **28** 95 | **32** 95 | **39** 90 | **59** 90 | **28** 95 | 40 | 23 | **59** 95 | 44 | **61** 95 |
| Neither important nor unimportant | **16** | 16 | **5** 95 | 20 | **3** 95 | 13 | **6** 95 | **30** 95 | 32 | 32 | 18 | **23** 90 | **4** 95 |
| Fairly unimportant & Very unimportant | **38** | **32** 95 | 30 | **53** 95 | **65** 95 | **48** 95 | 35 | 42 | 28 | 45 | **22** 95 | 34 | 35 |
| *95% Confidence interval* | ***±3*** | *±7* | *±12* | *±13* | *±12* | *±8* | *±15* | *±9* | *±20* | *±23* | *±13* | *±9* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 198 | 64 | 59 | 59 | 164 | 43 | 126 | 22 | 18 | 54 | 115 | 71 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *2* | *.* | *.* | *.* | *4* | *.* | *2* | *.* | *.* | *1* | *2* | *1* |
| *Not asked* | ***274*** | *49* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9E - How important or unimportant services

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **61** | 48 95 | 49 90 | 53 | 65 | 66 | 12 95 | 66 | 86 95 | 68 | 71 90 | 58 | 68 |
| Fairly important | **30** | 46 95 | 40 | 28 | 9 95 | 29 | 64 95 | 29 | 14 95 | 30 | 24 | 27 | 27 |
| Neither important nor unimportant | **7** | 3 95 | 2 95 | 14 90 | 25 95 | 3 95 | 18 90 | 4 | . 95 | 3 | 4 | 13 95 | 4 |
| Fairly unimportant | **1** | 3 90 | . 95 | 1 | . 95 | 1 | . 95 | 2 | . 95 | . | . 95 | 1 | 2 |
| Very unimportant | **1** | . 95 | 9 95 | 4 | 0 | 0 95 | 6 | . 95 | . 95 | . | . 95 | 0 | . 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±12* | *±13* | *±12* | *±7* | *±14* | *±8* | *±14* | *±22* | *±12* | *±9* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 202 | 64 | 59 | 57 | 168 | 43 | 126 | 22 | 18 | 55 | 117 | 71 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | *1* | . | . | *2* | . | . | . | . | *1* |
| *Refused* | ***2*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***272*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9E|1GRP - How important or unimpobilling services (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **91** | 94 | 89 | 81 95 | 74 95 | 96 95 | 76 95 | 94 | 100 95 | 97 | 96 90 | 86 90 | 94 |
| Neither important nor unimportant | **7** | 3 95 | 2 95 | 14 90 | 25 95 | 3 95 | 18 90 | 4 | . 95 | 3 | 4 | 13 95 | 4 |
| Fairly unimportant & Very unimportant | **2** | 3 | 9 90 | 5 | 0 95 | 1 | 6 | 2 | . 95 | . | . 95 | 2 | 2 |
| *95% Confidence interval* | ***±1*** | *±3* | *±8* | *±10* | *±11* | *±3* | *±13* | *±4* | *0* | *±7* | *±5* | *±6* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 202 | 64 | 59 | 57 | 168 | 43 | 126 | 22 | 18 | 55 | 117 | 71 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | *1* | . | . | *2* | . | . | . | . | *1* |
| *Refused* | ***2*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***272*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9F - Are there any other factors whic

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, nothing | **86** | 83 | 93 95 | 89 | 93 90 | 85 | 93 90 | 88 | 70 90 | 98 | 90 | 85 | 77 90 |
| Good service/quality of supplier | **2** | 6 95 | 1 | 4 | 1 | 1 | 4 | 2 | . 95 | . | . 95 | 1 | 5 |
| Good quality/clean water | **2** | 10 95 | 0 90 | 3 | . 95 | 5 90 | 0 95 | 2 | . 95 | . | 0 95 | 3 | 1 90 |
| Good repairs service/quick repairs needed | **2** | 0 95 | . 95 | . 95 | 5 | 0 95 | 1 | 0 95 | 30 95 | . | 1 | 0 95 | 1 |
| Good communication/point of contact/kept updated | **3** | 7 95 | 4 | 5 | 2 | 0 95 | . 95 | 1 95 | . 95 | 2 | . 95 | 0 95 | 12 95 |
| Good customer service | **1** | 0 90 | 0 95 | . 95 | . 95 | 3 95 | . 95 | 2 | . 95 | . | . 95 | 0 95 | 0 |
| Good pricing/not too expensive | **1** | 4 95 | . 95 | 0 90 | . 95 | 5 95 | . 95 | . 95 | . 95 | . | 1 | . 95 | 0 90 |
| Freetext | **7** | 2 95 | 1 95 | 0 95 | 0 95 | 4 90 | 5 | 6 | 30 95 | . | 10 | 12 90 | 4 |
| *95% Confidence interval* | ***±2*** | *±5* | *±6* | *±8* | *±7* | *±5* | *±7* | *±6* | *±19* | *±6* | *±8* | *±6* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 202 | 64 | 59 | 59 | 167 | 43 | 126 | 22 | 18 | 55 | 117 | 72 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *1* | . | *2* | . | . | . | . | . |
| *Not asked* | ***272*** | *47* | *7* | *5* | *12* | *19* | *10* | *29* | *6* | *5* | *8* | *17* | *9* |

# B9FTX - Are there any other factors wl

View verbatim text responses for this question

# B11B - Did the broker or consultant yo?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They contacted me | **82** | 82 | 100 | 100 | 18 | 72 | 97 | 80 | 100 | . | 50 | 68 | 20 |
| I approached them | **18** | 18 | . | . | 82 | 28 | 3 | 20 | . | 100 | 50 | 32 | 80 |
| *95% Confidence interval* | ***±7*** | *±15* | *0* | *0* | *±28* | *±33* | *±14* | *±23* | *0* | *0* | *±40* | *±32* | *±35* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **122** | 26 | 2 | 2 | 7 | 7 | 5 | 11 | 2 | 2 | 6 | 8 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *1* | . | *1* | . | . | *1* | . | . | . |
| *Not asked* | ***1,623*** | *223* | *69* | *62* | *63* | *180* | *47* | *146* | *26* | *20* | *57* | *126* | *76* |

# B12A - How satisfied or dissatisfied we

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **61** | **42** 95 | 65 | 56 | 35 | 5 | 9 | 87 | 58 | 79 | 41 | 56 | 22 |
| Fairly satisfied | **33** | 44 | 35 | 44 | 65 | 89 | . | 12 | 33 | 21 | 59 | 35 | 78 |
| Neither satisfied nor dissatisfied | **5** | 12 | . | . | . | 6 | 91 | . | 9 | . | . | 4 | . |
| Fairly dissatisfied | **0** | 2 | . | . | . | . | . | 0 | . | . | . | . | . |
| Very dissatisfied | **0** | . | . | . | . | . | . | . | . | . | . | 6 | . |
| *95% Confidence interval* | ***±8*** | *±18* | *±47* | *±56* | *±31* | *±19* | *±28* | *±19* | *±56* | *±46* | *±36* | *±31* | *±33* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 30 | 4 | 3 | 9 | 11 | 4 | 12 | 3 | 3 | 7 | 10 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | . | *2* | . | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,598*** | *219* | *67* | *61* | *62* | *176* | *47* | *145* | *25* | *20* | *56* | *124* | *75* |

# B12AGRP - How satisfied or dissatisfied Responses)

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **94** | 86 | 100 | 100 | 100 | 94 | 9 | 100 | 91 | 100 | 100 | 90 | 100 |
| Neither satisfied nor dissatisfied | **5** | 12 | . | . | . | 6 | 91 | . | 9 | . | . | 4 | . |
| Dissatisfied | **1** | 2 | . | . | . | . | . | 0 | . | . | . | 6 | . |
| *95% Confidence interval* | ***±4*** | *±12* | *0* | *0* | *0* | *±14* | *±28* | *±3* | *±32* | *0* | *0* | *±18* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 30 | 4 | 3 | 9 | 11 | 4 | 12 | 3 | 3 | 7 | 10 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | . | 2 | . | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,598*** | 219 | 67 | 61 | 62 | 176 | 47 | 145 | 25 | 20 | 56 | 124 | 75 |

# B12B - You said you were satisfied, ple

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | . | 100 | 100 | 100 | . | . | . | . | . | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 5 | . | 1 | 1 | 3 | . | . | . | . | . | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *244* | *71* | *63* | *70* | *184* | *53* | *157* | *28* | *23* | *63* | *132* | *81* |

## B12BTX - You said you were satisfied,

View verbatim text responses for this question

# B12C - You said you were dissatisfied,

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | . | . | . | . | . | 100 | . | . | . | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 2 | . | . | . | . | . | 1 | . | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *247* | *71* | *64* | *71* | *187* | *53* | *156* | *28* | *23* | *63* | *133* | *81* |

## B12CTX - You said you were dissatisfie

View verbatim text responses for this question

# B13 - How did you arrange the switch?

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Using a retailer website or direct contact with retailer | **43** | 80 | . | . | 11 | 89 | 3 | 9 | . | . | . | 71 | . |
| Using a price comparison website | **2** | . | . | . | . | 8 | . | 1 | . | . | . | 29 | . |
| Using a broker or consultant | **36** | 18 | 100 | . | 89 | 2 | . | 36 | . | . | 100 | . | 100 |
| Other | **18** | 2 | . | 100 | . | . | 97 | 54 | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *±21* | *0* | *0* | *±27* | *±22* | *±23* | *±31* | *0* | *0* | *0* | *±63* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 14 | 1 | 1 | 5 | 8 | 2 | 10 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *2* | . | . | . | . | *1* | . | . | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,682*** | *235* | *68* | *63* | *66* | *179* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

## B13TX - How did you arrange the swit

View verbatim text responses for this question

# B14_ - Why did you decide to switch r

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cheaper/lower price | **48** | 19 | 100 | 100 | 4 | 91 | . | 39 | . | . | 100 | 29 | 100 |
| Freetext | **54** | 82 | . | 100 | 100 | 9 | 100 | 68 | . | . | 11 | 71 | . |
| *95% Confidence interval* | ***±12*** | *±21* | *0* | *0* | *±19* | *±20* | *0* | *±29* | *0* | *0* | *±44* | *±63* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 14 | 1 | 1 | 4 | 8 | 2 | 11 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | *2* | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,682*** | *235* | *68* | *63* | *66* | *179* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

# B14TX - Why did you decide to switch

View verbatim text responses for this question

# B14B - Have you consolidated your wæ provided by the same retailer?

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - consolidated with other services | **25** | . | . | 100 | 60 | 9 | . | . | . | . | . | . | . |
| No - did not consolidate with other services | **75** | 100 | 100 | . | 40 | 91 | 100 | 100 | . | . | 100 | 100 | 100 |
| *95% Confidence interval* | ***±10*** | *0* | *0* | *0* | *±43* | *±19* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **68** | 14 | 3 | 1 | 5 | 8 | 2 | 11 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,682*** | *235* | *68* | *63* | *66* | *179* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

# B15 - Once you had chosen the retaile

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **58** | 19 | 73 | . | 88 | 88 | 97 | 100 | . | . | 89 | 71 | 100 |
| Fairly easy | **18** | 80 | 27 | . | . | 3 | . | 0 | . | . | 11 | 29 | . |
| Neither easy nor difficult | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Fairly difficult | **0** | . | . | . | . | . | 3 | . | . | . | . | . | . |
| Very difficult | **24** | 1 | . | . | 12 | 9 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±12*** | *±21* | *±50* | *0* | *±31* | *±22* | *±23* | *±3* | *0* | *0* | *±44* | *±63* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 14 | 3 | . | 4 | 8 | 2 | 11 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | . | . | *1* | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,682*** | *235* | *68* | *63* | *66* | *179* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

# B15|1GRP - Once you had chosen the r? (Grouped Responses)

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **76** | 99 | 100 | . | 88 | 91 | 97 | 100 | . | . | 100 | 100 | 100 |
| Neither easy nor difficult | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Fairly difficult & Very difficult | **24** | 1 | . | . | 12 | 9 | 3 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±11*** | *±5* | *0* | *0* | *±31* | *±19* | *±23* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 14 | 3 | . | 4 | 8 | 2 | 11 | . | . | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | . | . | *1* | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,682*** | *235* | *68* | *63* | *66* | *179* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

# B15B - What did you find difficult abou

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | . | . | 100 | 100 | 100 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 2 | . | . | 1 | 1 | 1 | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *247* | *71* | *64* | *70* | *186* | *52* | *157* | *28* | *23* | *63* | *134* | *81* |

# B15BTX - What did you find difficult ab

View verbatim text responses for this question

# B16A - Why have you not considered s

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Service is good/happy with current retailer | 37 | 28 95 | 65 95 | 49 | 18 95 | 25 95 | 25 | 36 | 16 | 55 | 50 | 43 | 10 95 |
| Don't know any other retailers/no alternative | 2 | 0 90 | 2 | 2 | . 95 | 3 | 1 | 0 95 | 8 | . | . 95 | 1 | . 95 |
| Don't know how to switch | 2 | 6 95 | 1 | 2 | 5 | 1 | 0 95 | 0 95 | . | . | 5 | 1 | . 95 |
| Too much effort to switch/no point | 19 | 42 95 | 11 | 36 90 | 29 | 10 95 | 7 95 | 10 95 | 72 | 38 | 10 90 | 22 | 29 |
| Prefer a local company | 0 | . | 0 | . | 1 | . | . | 0 | 5 | . | . | . | 0 |
| Better the devil you know | 7 | 3 95 | 12 | 12 | . 95 | 7 | 19 | 1 95 | . | . | 9 | 6 | 9 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | 2 | 1 | 1 | 0 | . 95 | . 95 | . 95 | 9 95 | . | . | . 95 | 0 95 | . 95 |
| No retailer is offering what I want/what I am looking for | 5 | 0 95 | 4 | . 95 | 21 95 | 2 95 | 0 95 | 1 95 | 5 | . | 0 95 | 16 95 | 2 |
| Worried about being worse off after switching/being taken advantage of | 1 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . | . | . 95 | 3 | . 95 |
| Intend to in the future, but haven't got round to it | 26 | 23 | 7 95 | 4 95 | 32 | 23 | 26 | 32 | 15 | 1 | 34 | 21 | 15 90 |
| Other | 8 | 10 | 0 95 | 6 | 34 95 | 25 95 | 2 95 | 2 95 | 7 | . | 17 | 2 95 | 3 90 |
| Not a high priority/have greater priorities | 3 | 14 95 | 0 90 | . 95 | . 95 | 2 | . 95 | 0 95 | . | 15 | 1 | 0 95 | 15 95 |
| Do not have enough time to look into it/too busy | 9 | 10 | 6 | 11 | 1 95 | 2 95 | 19 | 19 95 | 1 | 3 | 5 | 4 95 | 32 95 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Do not spend enough/use enough water to consider switching | **5** | 6 | 1 95 | . 95 | 0 95 | 5 | 6 | . 95 | . | 3 | 1 90 | 8 | 20 95 |
| Didn't know it was a possibility/wasnt aware we could switch | **4** | 0 95 | . 95 | 2 | . 95 | 9 95 | . 95 | 9 | . | . | . 95 | 9 90 | 3 |
| Won't save much/any money | **2** | 1 90 | 3 | . 95 | . 95 | 2 | 3 | 0 95 | . | 2 | . 95 | 9 95 | . 95 |
| Haven't been approached about switching/waiting to be approached | **2** | 1 | . 95 | . 95 | . 95 | 1 | 0 95 | 1 | . | . | . 95 | 9 95 | . 95 |
| Haven't thought about it | **1** | 0 | . 95 | . 95 | 3 | 1 | . 95 | 10 95 | . | . | . 95 | . 95 | . 95 |
| *95% Confidence interval* | ***±3*** | *±8* | *±16* | *±18* | *±15* | *±8* | *±17* | *±11* | *±28* | *±28* | *±18* | *±12* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **883** | 136 | 34 | 30 | 36 | 102 | 25 | 74 | 10 | 12 | 29 | 71 | 40 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***19*** | *2* | *.* | *.* | *1* | *1* | *1* | *2* | *.* | *1* | *1* | *3* | *2* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***847*** | *111* | *37* | *34* | *34* | *84* | *27* | *81* | *18* | *10* | *33* | *60* | *39* |

## B16ATX - Why have you not considere

View verbatim text responses for this question

# B16C - Why did you decide not to swit

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Savings were minimal/didn't save enough money | **43** | 91 | 100 | 100 | 53 | 100 | 33 | 11 | 100 | 93 | 36 | 83 | 12 |
| No other benefits to be gained from switching | **5** | 36 | 35 | . | . | . | 67 | 4 | . | . | . | 3 | . |
| Service is good/happy with current retailer | **35** | 30 | 65 | 100 | . | . | . | 2 | . | . | 36 | 54 | 55 |
| Don't know any other retailers/no alternative | **0** | . | . | . | . | . | . | 2 | . | . | . | . | . |
| Too much effort to switch | **11** | 35 | . | . | 53 | 86 | . | 3 | . | 93 | . | 8 | . |
| Better the devil you know | **2** | 8 | . | . | . | . | . | . | . | . | . | 11 | . |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | . | . | . | . | . | . | . | . | . | 64 | . | . |
| No retailer is offering what I want/what I am looking for | **1** | . | . | . | . | . | . | . | . | . | . | 11 | 55 |
| Worried about being worse off after switching/being taken advantage of | **2** | . | . | . | . | . | . | . | . | . | 64 | . | . |
| Other | **59** | 1 | . | . | 47 | 85 | . | 86 | . | 7 | 64 | 3 | 33 |
| *95% Confidence interval* | ***±11*** | *±26* | *±66* | *0* | *±69* | *±31* | *±65* | *±24* | *0* | *±36* | *±67* | *±31* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **78** | 13 | 2 | 2 | 2 | 5 | 2 | 8 | 1 | 2 | 2 | 10 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,672*** | *236* | *69* | *62* | *69* | *182* | *51* | *149* | *27* | *21* | *61* | *124* | *78* |

## B16CTX - Why did you decide not to sv

View verbatim text responses for this question

# B16D - What prevented the switch fro

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | . | 100 | 100 | 100 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 1 | . | 1 | 2 | 1 | . | . | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | . | . | . | . |
| *Not asked* | ***1,739*** | *248* | *71* | *63* | *69* | *185* | *53* | *157* | *28* | *23* | *63* | *134* | *81* |

## B16DTX - What prevented the switch f

View verbatim text responses for this question

# B16E - Why have you not used an inte

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| FREETEXT | **100** | 100 | . | 100 | . | 100 | . | 100 | . | . | . | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **19** | 1 | . | 3 | . | 2 | . | 2 | . | . | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,730*** | *248* | *70* | *61* | *71* | *185* | *53* | *155* | *28* | *23* | *63* | *133* | *80* |

## B16ETX - Why have you not used an in

View verbatim text responses for this question

# B17A - In percentage terms, roughly hching retailer?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **15** | 31 | . | . | . | . | . | 6 | . | . | . | . | . |
| 1% to 5% | **5** | 20 | . | . | 100 | 0 | . | . | . | . | 11 | . | . |
| 6% to 10% | **25** | 3 | . | . | . | 90 | . | 62 | . | . | . | . | . |
| 11% to 15% | **6** | 46 | 7 | . | . | . | 100 | 2 | . | . | 89 | . | . |
| 21% to 25% | **2** | . | . | . | . | 10 | . | . | . | . | . | . | 100 |
| 46% to 50% | **38** | . | 93 | . | . | . | . | . | . | . | . | . | . |
| Amount in pounds | **8** | . | . | . | . | . | . | 31 | . | . | . | . | . |
| *95% Confidence interval* | ***±15*** | *±35* | *±35* | *0* | *0* | *±34* | *0* | *±30* | *0* | *0* | *±44* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **40** | 8 | 2 | . | 1 | 3 | 1 | 10 | . | . | 2 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***9*** | *4* | *.* | *.* | *1* | *2* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Refused* | ***1*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,700*** | *236* | *69* | *64* | *69* | *182* | *52* | *147* | *28* | *23* | *61* | *133* | *80* |

## B17ATX - In pounds, roughly how muctailer?

View verbatim text responses for this question

# B17B - Is this reduction due to a lower

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | 100 | . | 100 | 100 | 100 | 100 | . | . | 100 | . | 100 |
| Water efficiency services | **19** | 23 | . | . | . | 10 | 100 | 63 | . | . | . | . | . |
| Other | **0** | . | . | . | . | . | . | 0 | . | . | . | . | . |
| *95% Confidence interval* | ***±14*** | *±34* | *0* | *0* | *0* | *±33* | *0* | *±36* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **31** | 6 | 2 | . | 1 | 3 | 1 | 7 | . | . | 2 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,718*** | *243* | *69* | *64* | *70* | *184* | *52* | *150* | *28* | *23* | *61* | *134* | *80* |

## B17BTX - Is this reduction due to a low

View verbatim text responses for this question

# B17_BA - Roughly what proportion of

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 21% to 25% | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| 46% to 50% | **6** | 26 | . | . | . | 10 | . | . | . | . | . | . | . |
| 76% to 80% | **0** | . | . | . | . | . | 100 | . | . | . | . | . | . |
| 86% to 90% | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| 91% to 95% | **6** | . | . | . | . | . | . | 75 | . | . | . | . | . |
| 96% to 100% | **87** | 74 | 100 | . | 100 | 90 | . | 25 | . | . | 100 | . | 100 |
| *95% Confidence interval* | ***±14*** | *±50* | *0* | *0* | *0* | *±33* | *0* | *±60* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **21** | 3 | 1 | . | 1 | 3 | 1 | 2 | . | . | 1 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,728*** | *246* | *70* | *64* | *70* | *184* | *52* | *154* | *28* | *23* | *62* | *134* | *80* |

# B17_BB - Roughly what proportion of

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **47** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| 6% to 10% | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| 16% to 20% | **3** | . | . | . | . | . | 100 | . | . | . | . | . | . |
| 46% to 50% | **49** | 100 | . | . | . | 100 | . | . | . | . | . | . | . |
| 71% to 75% | **1** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±37*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 2 | . | . | . | 1 | 1 | 1 | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,742*** | *247* | *71* | *64* | *71* | *186* | *52* | *155* | *28* | *23* | *63* | *134* | *81* |

# B17_BC - Roughly what proportion of

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **58** | 100 | . | . | . | . | . | . | . | . | . | . | . |
| 96% to 100% | **42** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±68*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **2** | 1 | . | . | . | . | . | 1 | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,748*** | *248* | *71* | *64* | *71* | *187* | *53* | *156* | *28* | *23* | *63* | *134* | *81* |

# B17C - What is the total length of your

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than a year | **1** | . | . | . | . | . | . | . | . | . | . | . | . |
| A year but less than 2 years | **79** | 27 | 100 | . | 5 | 73 | . | 93 | . | . | 11 | . | . |
| 2 years but less than 3 years | **6** | 38 | . | . | 95 | 27 | 100 | 4 | . | . | 89 | . | . |
| More than 3 years | **4** | 10 | . | . | . | . | . | 3 | . | . | . | 29 | . |
| Rolling/no fixed length | **9** | 25 | . | . | . | . | . | . | . | . | . | 71 | . |
| *95% Confidence interval* | ***±12*** | *±27* | *0* | *0* | *±31* | *±39* | *0* | *±17* | *0* | *0* | *±44* | *±63* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **47** | 12 | 2 | . | 2 | 5 | 1 | 8 | . | . | 2 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *2* | *1* | *.* | *1* | *1* | *1* | *3* | *.* | *.* | *.* | *.* | *1* |
| *Not asked* | ***1,690*** | *235* | *68* | *64* | *68* | *181* | *51* | *146* | *28* | *23* | *61* | *132* | *80* |

# B17D - In percentage terms, what leve

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **0** | 1 | .[90] | 1 | .[90] | .[90] | .[90] | .[90] | . | 8 | .[90] | .[90] | .[90] |
| 1% to 5% | **9** | 2[95] | 37[95] | 0[95] | 7 | 6 | 1[95] | 20[95] | 3 | 1 | 7 | 6 | 7 |
| 6% to 10% | **25** | 14[95] | 32 | 19 | 39[90] | 22 | 34 | 44[95] | 12 | 4 | 29 | 9[95] | 25 |
| 11% to 15% | **11** | 14 | 2[95] | .[95] | 0[95] | 5[95] | 24[90] | 7 | . | . | 22 | 18[90] | 24[95] |
| 16% to 20% | **19** | 28[95] | 10[90] | 17 | 9[95] | 17 | 2[95] | 19 | 78 | 53 | 23 | 12[90] | 4[95] |
| 21% to 25% | **9** | 2[95] | 3[90] | 2[95] | .[95] | 14 | 0[95] | 1[95] | . | 34 | .[95] | 31[95] | 2[95] |
| 26% to 30% | **2** | 2 | 1 | 0 | .[95] | 4 | 0 | 6[90] | . | . | 0 | .[95] | .[95] |
| 31% to 35% | **1** | 4[95] | .[95] | .[95] | .[95] | 0[95] | .[95] | .[95] | . | . | .[95] | 5[90] | .[95] |
| 36% to 40% | **1** | .[95] | .[95] | .[95] | 12[95] | 0[95] | .[95] | .[95] | 3 | . | .[95] | 3 | .[95] |
| 46% to 50% | **9** | 12 | 2[95] | 12 | 15 | 17[95] | .[95] | 2[95] | . | 0 | 1[95] | 7 | 23[95] |
| 56% to 60% | **0** | . | . | . | . | . | 0 | . | . | . | . | . | . |
| 71% to 75% | **0** | 2[95] | . | . | . | . | . | . | . | . | . | . | . |
| 76% to 80% | **0** | 0 | .[90] | 0 | .[90] | .[90] | .[90] | .[90] | . | . | 9[90] | .[90] | .[90] |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 91% to 95% | **1** | . 95 | . 95 | . 95 | . 95 | 6 95 | . 95 | . 95 | . | . | . 95 | . 95 | . 95 |
| 96% to 100% | **0** | 1 | 0 | 4 | 2 | . | . | . | . | . | . | . | . |
| Would not switch | **12** | 16 90 | 14 | 45 95 | 15 | 10 | 37 95 | 1 95 | 4 | 0 | 9 | 9 | 14 |
| *95% Confidence interval* | ***±3*** | *±7* | *±17* | *±17* | *±16* | *±8* | *±17* | *±11* | *±22* | *±24* | *±16* | *±11* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **915** | 145 | 32 | 32 | 37 | 100 | 30 | 75 | 14 | 16 | 32 | 71 | 41 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***178*** | *25* | *5* | *3* | *8* | *15* | *3* | *18* | *1* | *2* | *3* | *18* | *9* |
| *Refused* | ***4*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***653*** | *79* | *34* | *29* | *26* | *72* | *20* | *64* | *13* | *5* | *28* | *45* | *31* |

# B18A - Have you attempted to negotia

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - with my previous retailer | **0** | 0 | . | . | . | . | . | 0 | . | . | . | . | . |
| Yes - with my current retailer | **8** | **3** 95 | **2** 95 | **0** 95 | **23** 95 | **2** 95 | **37** 95 | **0** 95 | 3 | . | 4 | **1** 95 | **26** 95 |
| No | **92** | **97** 95 | **98** 95 | **100** 95 | **77** 95 | **98** 95 | **63** 95 | **100** 95 | 97 | 100 | 96 | **99** 95 | **74** 95 |
| *95% Confidence interval* | ***±2*** | *±2* | *±4* | *±1* | *±12* | *±3* | *±16* | *±1* | *±8* | *0* | *±7* | *±2* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,191** | 190 | 44 | 35 | 49 | 124 | 36 | 107 | 16 | 19 | 38 | 92 | 54 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***14*** | *1* | *2* | *1* | *1* | *.* | *1* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***545*** | *58* | *25* | *28* | *21* | *63* | *16* | *49* | *12* | *4* | *25* | *42* | *27* |

# B18B - What were your reasons for att

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Wanted lower price | **41** | 84 | 1 | 79 | 100 | 100 | 54 | 96 | 100 | . | 100 | 100 | 1 |
| Wanted better quality customer service | **0** | 1 | . | 1 | . | . | 1 | . | . | . | . | . | . |
| Bill consolidation across multiple premises | **9** | . | 63 | . | 78 | 1 | 1 | 4 | . | . | . | . | 0 |
| Water efficiency services | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Leakage control services | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Other | **61** | 45 | 37 | 21 | 0 | 88 | 46 | . | . | . | . | . | 99 |
| *95% Confidence interval* | ***±11*** | *±29* | *±55* | *±40* | *±47* | *±28* | *±44* | *±16* | *0* | *0* | *0* | *0* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **80** | 11 | 3 | 4 | 3 | 5 | 5 | 6 | 1 | . | 3 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,669*** | *238* | *68* | *60* | *68* | *182* | *48* | *151* | *27* | *23* | *60* | *130* | *78* |

# B18BTX - What were your reasons for

View verbatim text responses for this question

# B19 - Did you agree a renegotiated cor

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **21** | 81 | . | 90 | . | 100 | 47 | . | . | . | 100 | 12 | . |
| No | **79** | 19 | 100 | 10 | 100 | . | 53 | 100 | 100 | . | . | 88 | 100 |
| *95% Confidence interval* | ***±10*** | *±24* | *0* | *±33* | *0* | *0* | *±49* | *0* | *0* | *0* | *0* | *±32* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **69** | 10 | 3 | 3 | 3 | 4 | 4 | 5 | 1 | . | 2 | 4 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | *1* | *1* | . | . | . | *1* | . | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,676*** | *238* | *68* | *61* | *68* | *182* | *48* | *152* | *27* | *23* | *60* | *130* | *79* |

# B20A - What benefits have you achiev

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Made financial savings | **41** | 100 | . | 100 | . | 100 | . | . | . | . | 100 | 100 | . |
| Bill consolidation across multiple sites | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| Other | **11** | . | . | . | . | 89 | . | . | . | . | . | . | . |
| Nothing | **59** | . | . | . | . | . | 100 | . | . | . | . | . | . |
| *95% Confidence interval* | ***±21*** | *0* | *0* | *0* | *0* | *±31* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 5 | . | 1 | . | 4 | 1 | . | . | . | 2 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *244* | *71* | *63* | *71* | *183* | *52* | *157* | *28* | *23* | *61* | *132* | *81* |

# B20ATX - What benefits have you achi

View verbatim text responses for this question

# B20B - In percentage terms, roughly hgotiating?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **6** | 100 | . | . | . | 8 | . | . | . | . | . | 100 | . |
| 6% to 10% | **39** | . | . | . | . | 89 | . | . | . | . | . | . | . |
| 11% to 15% | **8** | . | . | . | . | . | . | . | . | . | 100 | . | . |
| 36% to 40% | **2** | . | . | . | . | 3 | . | . | . | . | . | . | . |
| Amount in pounds | **45** | . | . | 100 | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±27*** | *0* | *0* | *0* | *0* | *±31* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **13** | 1 | . | 1 | . | 4 | . | . | . | . | 1 | 2 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | . | . | . | . | . | . | . | . | *1* | . | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,731*** | *244* | *71* | *63* | *71* | *183* | *53* | *157* | *28* | *23* | *61* | *132* | *81* |

## B20BTX - In Pounds, roughly how mucg?

View verbatim text responses for this question

# B20_C - Were the savings you made di

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | . | 100 | . | 100 | . | . | . | . | 100 | 100 | . |
| Water efficiency services | **69** | 10 | . | 100 | . | 92 | . | . | . | . | 45 | 100 | . |
| Other | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±23*** | *±30* | *0* | *0* | *0* | *±26* | *0* | *0* | *0* | *0* | *±69* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **16** | 4 | . | 1 | . | 4 | . | . | . | . | 2 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,734*** | *245* | *71* | *63* | *71* | *183* | *53* | *157* | *28* | *23* | *61* | *133* | *81* |

## B20CTX - Were the savings you made

View verbatim text responses for this question

# B20CA - Roughly what proportion of tl

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **53** | . | . | . | . | 89 | . | . | . | . | . | . | . |
| 6% to 10% | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| 46% to 50% | **1** | . | . | 100 | . | . | . | . | . | . | . | . | . |
| 86% to 90% | **0** | 2 | . | . | . | . | . | . | . | . | . | . | . |
| 96% to 100% | **45** | 98 | . | . | . | 11 | . | . | . | . | 100 | . | . |
| *95% Confidence interval* | ***±28*** | *±16* | *0* | *0* | *0* | *±31* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **12** | 3 | . | 1 | . | 4 | . | . | . | . | 2 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,735*** | *245* | *71* | *63* | *71* | *183* | *53* | *157* | *28* | *23* | *61* | *133* | *81* |

# B20CB - Roughly what proportion of tl

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **3** | . | . | . | . | 4 | . | . | . | . | . | . | . |
| 1% to 5% | **16** | . | . | . | . | . | . | . | . | . | 100 | . | . |
| 6% to 10% | **0** | 100 | . | . | . | . | . | . | . | . | . | . | . |
| 46% to 50% | **2** | . | . | 100 | . | . | . | . | . | . | . | . | . |
| 91% to 95% | **79** | . | . | . | . | 96 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±30*** | *0* | *0* | *0* | *0* | *±26* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | . | 1 | . | 2 | . | . | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,740*** | *247* | *71* | *63* | *71* | *185* | *53* | *157* | *28* | *23* | *62* | *133* | *81* |

# B20CC - Roughly what proportion of th

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **100** | . | . | . | . | 100 | . | . | . | . | 100 | . | . |
| 96% to 100% | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | . | . | 1 | . | . | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,747*** | *249* | *71* | *64* | *71* | *186* | *53* | *157* | *28* | *23* | *62* | *134* | *81* |

## B21TX - What, if any, issues or problens? ...and was this before or after April 2017?

View verbatim text responses for this question

# B21A - Have you had any problems wi

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **7** | 7 | 2 95 | 14 | 16 95 | 4 95 | 0 95 | 14 95 | 0 95 | 19 | 7 | 3 95 | 9 |
| No | **93** | 93 | 98 95 | 86 | 84 95 | 96 95 | 100 95 | 86 95 | 100 95 | 81 | 93 | 97 95 | 91 |
| *95% Confidence interval* | ***±1*** | *±3* | *±3* | *±8* | *±9* | *±3* | *±2* | *±5* | *±1* | *±16* | *±6* | *±3* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,748** | 249 | 71 | 64 | 70 | 187 | 53 | 157 | 28 | 23 | 63 | 134 | 81 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | *1* | . | . | . | . | . | . | . | . |

# B21B - Using a scale of 0 to 10, where your service have an impact on your business?

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 0 (no impact at all) | **66** | . | . | . | . | 100 | . | . | . | . | . | . | . |
| 1 | **0** | . | . | . | . | . | . | . | . | . | . | . | . |
| 3 | **10** | . | . | . | . | . | . | 71 | . | . | . | . | . |
| 4 | **18** | . | . | . | . | . | . | . | . | . | 100 | . | . |
| 5 | **2** | 100 | . | . | . | . | . | . | . | . | . | . | . |
| 8 | **4** | . | . | . | . | . | . | 29 | . | . | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *0* | *0* | *0* | *0* | *±63* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 1 | . | . | . | 1 | . | 2 | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *248* | *71* | *64* | *71* | *186* | *53* | *155* | *28* | *23* | *62* | *134* | *81* |

# B21C - What were they?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **34** | **89** 95 | 45 | 6 | 97 | 80 | 66 | 29 | 100 | . | 23 | 5 | 12 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **61** | **11** 95 | 89 | 94 | 3 | 20 | 34 | 70 | . | 100 | 77 | 78 | 46 |
| Freetext | **20** | **1** 95 | 47 | . | . | . | . | 45 | . | . | 77 | 18 | 44 |
| *95% Confidence interval* | ***±8*** | *±14* | *±49* | *±24* | *±12* | *±32* | *±46* | *±25* | *0* | *0* | *±41* | *±27* | *±35* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **147** | 20 | 4 | 4 | 9 | 6 | 4 | 15 | 1 | 1 | 4 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Refused* | ***2*** | . | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,601*** | *229* | *67* | *60* | *62* | *181* | *49* | *142* | *27* | *22* | *59* | *125* | *72* |

## B21CTX - What were they?

View verbatim text responses for this question

# B21D - How serious an impact did thes

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact | **42** | **0** 95 | 55 | 6 | . | 19 | 15 | 92 | . | 100 | . | 0 | 2 |
| Fairly serious impact | **14** | 8 | 35 | 59 | 10 | 7 | 24 | 1 | 100 | . | 14 | 55 | 15 |
| Not a very serious impact | **24** | **1** 95 | . | . | 88 | 67 | 61 | 7 | . | . | 9 | 39 | 34 |
| No impact at all | **19** | **91** 95 | 10 | 34 | 2 | 7 | . | . | . | . | 77 | 6 | 50 |
| *95% Confidence interval* | ***±8*** | *±13* | *±49* | *±48* | *±21* | *±38* | *±48* | *±14* | *0* | *0* | *±41* | *±33* | *±35* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 20 | 4 | 4 | 9 | 6 | 4 | 15 | 1 | 1 | 4 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* |
| *Not asked* | ***1,601*** | *229* | *67* | *60* | *62* | *181* | *49* | *142* | *27* | *22* | *59* | *125* | *72* |

# B21D|1GRP - How serious an impact d

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 8 95 | 90 | 66 | 10 | 26 | 39 | 93 | 100 | 100 | 14 | 55 | 17 |
| Not a very serious impact & No impact at all | **44** | 92 95 | 10 | 34 | 90 | 74 | 61 | 7 | . | . | 86 | 45 | 83 |
| *95% Confidence interval* | ***±8*** | *±12* | *±29* | *±47* | *±20* | *±35* | *±48* | *±13* | *0* | *0* | *±34* | *±33* | *±26* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 20 | 4 | 4 | 9 | 6 | 4 | 15 | 1 | 1 | 4 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,601*** | *229* | *67* | *60* | *62* | *181* | *49* | *142* | *27* | *22* | *59* | *125* | *72* |

# B21D|2GRP - How serious an impact d

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 8 95 | 90 | 66 | 10 | 26 | 39 | 93 | 100 | 100 | 14 | 55 | 17 |
| Not a very serious impact | **24** | 1 95 | . | . | 88 | 67 | 61 | 7 | . | . | 9 | 39 | 34 |
| No impact at all | **19** | 91 95 | 10 | 34 | 2 | 7 | . | . | . | . | 77 | 6 | 50 |
| *95% Confidence interval* | ***±8*** | *±13* | *±29* | *±47* | *±21* | *±38* | *±48* | *±13* | *0* | *0* | *±41* | *±33* | *±35* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 20 | 4 | 4 | 9 | 6 | 4 | 15 | 1 | 1 | 4 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* |
| *Not asked* | ***1,601*** | *229* | *67* | *60* | *62* | *181* | *49* | *142* | *27* | *22* | *59* | *125* | *72* |

# B22A - Since April 2017, have you mad

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **12** | **3** 95 | . | . | 1 | 2 | 10 | **45** 95 | 100 | 48 | 75 | 1 | 0 |
| No | **88** | **97** 95 | 100 | 100 | 99 | 98 | 90 | **55** 95 | . | 52 | 25 | 99 | 100 |
| *95% Confidence interval* | ***±4*** | *±6* | *0* | *0* | *±5* | *±7* | *±26* | *±21* | *0* | *±57* | *±35* | *±5* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **238** | 37 | 10 | 8 | 10 | 14 | 5 | 21 | 1 | 3 | 6 | 13 | 15 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,510*** | *212* | *61* | *56* | *61* | *173* | *48* | *136* | *27* | *20* | *57* | *121* | *66* |

# B23A - Which of the following have yo

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Retailer | **100** | 100 | . | . | . | 100 | . | 100 | . | . | 100 | . | . |
| Wholesaler | **20** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±35*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | 1 | . | . | . | 1 | . | 2 | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *248* | *71* | *64* | *71* | *186* | *53* | *155* | *28* | *23* | *62* | *134* | *81* |

# B23ATX - Which of the following have

View verbatim text responses for this question

# B23B - What did the complaint(s) relat

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **18** | 55 | . | . | 100 | 100 | 100 | 7 | 100 | . | 31 | . | . |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **64** | 45 | . | . | . | . | 39 | 41 | . | 100 | 69 | 100 | 100 |
| Other | **24** | 82 | . | . | . | 100 | . | 58 | . | . | . | 21 | . |
| *95% Confidence interval* | ***±15*** | *±40* | *0* | *0* | *0* | *0* | *±68* | *±37* | *0* | *0* | *±64* | *±57* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **42** | 6 | . | . | 1 | 1 | 2 | 7 | 1 | 1 | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,708*** | *243* | *71* | *64* | *70* | *186* | *51* | *150* | *27* | *22* | *61* | *132* | *80* |

## B23BTX - What did the complaint(s) re

View verbatim text responses for this question

# B24 - How satisfied or dissatisfied are

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Fairly satisfied | **10** | . | . | . | . | 100 | . | 1 | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **70** | 100 | . | . | . | . | . | . | . | . | 100 | . | . |
| Very dissatisfied | **20** | . | . | . | . | . | . | 99 | . | . | . | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *0* | *0* | *0* | *0* | *±11* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | 1 | . | . | . | 1 | . | 2 | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *248* | *71* | *64* | *71* | *186* | *53* | *155* | *28* | *23* | *62* | *134* | *81* |

# B24GRP - How satisfied or dissatisfied

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **10** | . | . | . | . | 100 | . | 1 | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **70** | 100 | . | . | . | . | . | . | . | . | 100 | . | . |
| Dissatisfied | **20** | . | . | . | . | . | . | 99 | . | . | . | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *0* | *0* | *0* | *0* | *±11* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | 1 | . | . | . | 1 | . | 2 | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *248* | *71* | *64* | *71* | *186* | *53* | *155* | *28* | *23* | *62* | *134* | *81* |

# B25 - Overall, how satisfied or dissatis

| | | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | 100 | . | . | . | 100 | . | . | . | . | . | . | . |
| Very dissatisfied | **57** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | 1 | . | . | . | 1 | . | 1 | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | . | . | *1* | . | . | *1* | . | . |
| *Not asked* | ***1,745*** | *248* | *71* | *64* | *71* | *186* | *53* | *155* | *28* | *23* | *62* | *134* | *81* |

# B25GRP - Overall, how satisfied or diss

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | 100 | . | . | . | 100 | . | . | . | . | . | . | . |
| Dissatisfied | **57** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | 1 | . | . | . | 1 | . | 1 | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,745*** | *248* | *71* | *64* | *71* | *186* | *53* | *155* | *28* | *23* | *62* | *134* | *81* |

# B26A - Were you directed to an altern

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No | **100** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,749*** | *249* | *71* | *64* | *71* | *187* | *53* | *156* | *28* | *23* | *63* | *134* | *81* |

# B1 - Since April 2017, organisations ha

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **48** | **88** 95 | **41** 95 | 54 | **40** 95 | 48 | 51 | **70** 95 | **89** 95 | 48 | 47 | 49 | 52 |
| No | **52** | **12** 95 | **59** 95 | 46 | **60** 95 | 52 | 49 | **30** 95 | **11** 95 | 52 | 53 | 51 | 48 |
| *95% Confidence interval* | ***±2*** | *±11* | *±8* | *±8* | *±7* | *±4* | *±4* | *±5* | *±4* | *±5* | *±6* | *±6* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 32 | 146 | 141 | 186 | 633 | 485 | 364 | 259 | 345 | 288 | 250 | 235 |

# B2A - How satisfied or dissatisfied are

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **5** | . | 20 | 28 | 49 | 3 | 25 | 24 | 3 | 4 | . | . | 29 |
| Fairly satisfied | **38** | . | 49 | 64 | 48 | 37 | 64 | 23 | 39 | 36 | 50 | 63 | 64 |
| Neither satisfied nor dissatisfied | **53** | 100 | 31 | 7 | 4 | 57 | 3 | 52 | 56 | 58 | 45 | . | 3 |
| Fairly dissatisfied | **1** | . | . | . | . | 1 | 4 | . | . | 0 | 5 | . | 4 |
| Very dissatisfied | **2** | . | . | 2 | . | 2 | 5 | . | 3 | 2 | . | 37 | . |
| *95% Confidence interval* | ***±12*** | *0* | *±31* | *±36* | *±44* | *±21* | *±24* | *±22* | *±29* | *±26* | *±35* | *±47* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 1 | 10 | 7 | 5 | 22 | 15 | 19 | 11 | 14 | 8 | 4 | 11 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *1* | . | *1* | *2* | . | . | . | *1* | *2* | . |
| *Not asked* | ***1,680*** | *31* | *136* | *133* | *181* | *610* | *468* | *345* | *248* | *331* | *279* | *244* | *224* |

# B2AGRP - How satisfied or dissatisfied

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **43** | . | 69 | 91 | 96 | 40 | 89 | 48 | 42 | 39 | 50 | 63 | 93 |
| Neither satisfied nor dissatisfied | **53** | 100 | 31 | 7 | 4 | 57 | 3 | 52 | 56 | 58 | 45 | . | 3 |
| Dissatisfied | **3** | . | . | 2 | . | 3 | 8 | . | 3 | 3 | 5 | 37 | 4 |
| *95% Confidence interval* | ***±12*** | *0* | *±29* | *±21* | *±17* | *±21* | *±16* | *±22* | *±29* | *±26* | *±35* | *±47* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 1 | 10 | 7 | 5 | 22 | 15 | 19 | 11 | 14 | 8 | 4 | 11 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *1* | . | *1* | *2* | . | . | . | *1* | *2* | . |
| *Not asked* | ***1,680*** | *31* | *136* | *133* | *181* | *610* | *468* | *345* | *248* | *331* | *279* | *244* | *224* |

# B2B - How satisfied or dissatisfied are

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **14** | . | 20 | 20 | 51 | 15 | 5 | 25 | 5 | 16 | 7 | 5 | 5 |
| Fairly satisfied | **13** | . | 79 | 80 | . | 10 | 35 | 49 | 70 | 11 | . | 26 | 36 |
| Neither satisfied nor dissatisfied | **62** | . | 0 | . | 49 | 65 | 46 | 14 | 22 | 63 | 78 | . | 54 |
| Fairly dissatisfied | **8** | . | . | . | . | 9 | 6 | . | . | 10 | . | 40 | . |
| Very dissatisfied | **2** | 100 | . | . | . | 2 | 8 | 12 | 2 | . | 15 | 29 | 4 |
| *95% Confidence interval* | ***±12*** | *0* | *±25* | *±28* | *±44* | *±20* | *±24* | *±23* | *±27* | *±26* | *±27* | *±43* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 1 | 10 | 8 | 5 | 22 | 16 | 18 | 11 | 13 | 9 | 5 | 11 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *1* | *1* | *1* | . | *1* | . | *1* | . |
| *Not asked* | ***1,680*** | *31* | *136* | *133* | *181* | *610* | *468* | *345* | *248* | *331* | *279* | *244* | *224* |

# B2BGRP - How satisfied or dissatisfied

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **27** | . | 100 | 100 | 51 | 25 | 40 | 74 | 75 | 27 | 7 | 31 | 41 |
| Neither satisfied nor dissatisfied | **62** | . | 0 | . | 49 | 65 | 46 | 14 | 22 | 63 | 78 | . | 54 |
| Dissatisfied | **11** | 100 | . | . | . | 11 | 14 | 12 | 2 | 10 | 15 | 69 | 4 |
| *95% Confidence interval* | ***±12*** | *0* | *±4* | *0* | *±44* | *±20* | *±24* | *±20* | *±26* | *±26* | *±27* | *±40* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 1 | 10 | 8 | 5 | 22 | 16 | 18 | 11 | 13 | 9 | 5 | 11 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *1* | *1* | *1* | . | *1* | . | *1* | . |
| *Not asked* | ***1,680*** | *31* | *136* | *133* | *181* | *610* | *468* | *345* | *248* | *331* | *279* | *244* | *224* |

# B2C - Overall, how satisfied or dissatis

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **35** | 9 95 | 47 95 | 35 | 54 95 | 35 | 39 95 | 37 | 23 95 | 34 | 40 90 | 36 | 42 95 |
| Fairly satisfied | **42** | 40 | 29 95 | 16 95 | 32 95 | 41 | 41 | 37 90 | 45 | 41 | 41 | 41 | 41 |
| Neither satisfied nor dissatisfied | **14** | 9 | 19 | 13 | 7 95 | 15 | 13 | 19 95 | 14 | 15 | 13 | 14 | 12 |
| Fairly dissatisfied | **4** | 41 95 | 2 95 | 12 95 | 2 | 4 | 4 | 3 | 10 95 | 4 | 3 | 5 | 3 |
| Very dissatisfied | **5** | 0 95 | 3 90 | 24 95 | 5 | 6 | 2 95 | 3 95 | 8 95 | 6 | 2 95 | 3 90 | 2 95 |
| *95% Confidence interval* | ***±2*** | *±17* | *±8* | *±8* | *±7* | *±4* | *±4* | *±5* | *±6* | *±5* | *±6* | *±6* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 31 | 146 | 139 | 186 | 628 | 482 | 359 | 253 | 342 | 286 | 247 | 235 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *.* | *1* | *.* | *5* | *3* | *5* | *4* | *3* | *2* | *3* | *.* |
| *Refused* | ***2*** | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* |

# B2CGRP - Overall, how satisfied or diss

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **77** | **50** 95 | 76 | **51** 95 | **86** 95 | 76 | **80** 95 | 74 | **68** 95 | 75 | **81** 95 | 77 | **83** 95 |
| Neither satisfied nor dissatisfied | **14** | 9 | 19 | 13 | **7** 95 | 15 | 13 | **19** 95 | 14 | 15 | 13 | 14 | 12 |
| Dissatisfied | **9** | **41** 95 | **4** 95 | **36** 95 | 7 | 9 | **7** 95 | **7** 95 | **18** 95 | 10 | **6** 95 | 9 | **5** 95 |
| *95% Confidence interval* | ***±2*** | *±18* | *±7* | *±8* | *±5* | *±3* | *±4* | *±5* | *±6* | *±5* | *±5* | *±5* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 31 | 146 | 139 | 186 | 628 | 482 | 359 | 253 | 342 | 286 | 247 | 235 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *.* | *1* | *.* | *5* | *3* | *5* | *4* | *3* | *2* | *3* | *.* |
| *Refused* | ***2*** | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *2* | *.* | *.* | *.* | *.* |

# B2D - Why were you dissatisfied?

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Water quality issue (e.g. cloudy water/strange taste) | **5** | . | . | . | 2 | 5 | 7 | 5 | . 95 | 6 | . | . | 19 |
| Price (e.g. too expensive) | **10** | . | 3 | 0 | 7 | 9 | 13 | 9 | 16 | 9 | 17 | 18 | 5 |
| Customer service (e.g. slow to respond to issues, hard to get in contact with etc.) | **63** | 99 | 54 | 100 | 66 | 63 | 60 | 35 95 | 52 | 66 | 35 | 42 | 93 |
| Billing issues (e.g. not receiving bills, incorrect charges) | **74** | 100 | 92 | 100 | 96 | 75 | 65 | 69 | 92 95 | 74 | 81 | 78 | 42 |
| Other | **25** | 0 | 59 | 33 | 4 | 25 | 24 | 35 | 34 | 25 | 20 | 8 | 54 |
| *95% Confidence interval* | ***±8*** | *±9* | *±23* | *±28* | *±22* | *±14* | *±18* | *±17* | *±15* | *±18* | *±22* | *±23* | *±31* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **144** | 4 | 18 | 11 | 18 | 46 | 28 | 29 | 40 | 27 | 19 | 18 | 10 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,606*** | *28* | *128* | *130* | *168* | *587* | *457* | *335* | *219* | *318* | *269* | *232* | *225* |

# B2DTX - Why were you dissatisfied?

View verbatim text responses for this question

# B3 - Has the tariff charged by either yc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - gone up | **9** | . | 9 | . | 14 | 9 | 10 | 3 | 14 | 9 | . | 9 | 10 |
| Yes - gone down | **2** | . | . | 63 | . | . | 12 95 | . | 1 | . | . | 38 | . |
| No - not changed | **90** | 100 | 91 | 37 | 86 | 91 | 78 90 | 97 | 85 | 91 | 100 | 53 | 90 |
| *95% Confidence interval* | ***±7*** | *0* | *±20* | *±33* | *±31* | *±13* | *±18* | *±8* | *±22* | *±16* | *0* | *±35* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **65** | 1 | 8 | 8 | 5 | 19 | 21 | 15 | 10 | 13 | 6 | 8 | 13 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *.* | *4* | *2* | *2* | *10* | *5* | *8* | *3* | *4* | *6* | *1* | *4* |
| *Not asked* | ***1,659*** | *31* | *134* | *131* | *179* | *604* | *459* | *341* | *246* | *328* | *276* | *241* | *218* |

# B3B - Which of the following scenarios

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 | **6** | . 95 | **13** 95 | **1** 95 | **13** 95 | 6 | 7 | **3** 95 | 7 | 6 | 6 | **3** 95 | **11** 95 |
| You are currently actively considering switching retailer. By actively considering, | **3** | 1 | 5 | 5 | 2 | 2 | **5** 95 | **11** 95 | **22** 95 | 2 | 2 | 5 | 5 |
| You actively considered switching but decided not to | **5** | . 95 | 4 | **16** 95 | **1** 95 | 4 | 5 | **7** 95 | **10** 95 | 4 | 7 | 3 | 7 |
| You actually tried to arrange a switch but something prevented the switch from | **2** | . 95 | **0** 95 | **25** 95 | 1 | 3 | . 95 | **0** 95 | 2 | 4 | **1** 95 | . 95 | . 95 |
| You have not actively considered switching but plan to over the next 3 months | **6** | **1** 95 | 9 | **1** 95 | **2** 95 | 5 | **9** 95 | **15** 95 | **10** 95 | 5 | 6 | **13** 95 | 5 |
| You have not actively considered switching but plan to at some point further in the | **28** | **78** 95 | **56** 95 | 23 | 25 | 27 | **34** 95 | **36** 95 | **21** 95 | 27 | 26 | **34** 90 | **34** 90 |
| You are not interested in switching water and wastewater retailer | **50** | **19** 95 | **14** 95 | **30** 95 | 56 | 53 | **41** 95 | **27** 95 | **27** 95 | 53 | 52 | **43** 95 | **38** 95 |
| *95% Confidence interval* | ***±3*** | *±17* | *±10* | *±9* | *±9* | *±5* | *±5* | *±6* | *±6* | *±7* | *±8* | *±8* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 24 | 104 | 101 | 107 | 333 | 314 | 273 | 229 | 182 | 151 | 159 | 155 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *1* | *2* | *1* | *7* | *3* | *2* | *4* | *5* | *2* | *1* | *2* |
| *Refused* | ***4*** | . | *1* | *1* | *1* | *1* | *1* | . | *2* | *1* | . | . | *1* |
| *Not asked* | ***575*** | *5* | *40* | *37* | *77* | *292* | *167* | *89* | *24* | *157* | *135* | *90* | *77* |

# B3B|1GRP - Which of the following sc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **1** 95 | 21 | **47** 95 | 16 | 15 | 17 | **22** 95 | **41** 95 | 15 | 16 | **11** 95 | **23** 95 |
| You have not actively considered switching but plan to over the next 3 months & You | **34** | **79** 95 | **65** 95 | **24** 95 | 28 | 32 | **42** 95 | **51** 95 | 31 | 32 | 32 | **46** 95 | 38 |
| You are not interested in switching water and wastewater retailer | **50** | **19** 95 | **14** 95 | **30** 95 | 56 | 53 | **41** 95 | **27** 95 | **27** 95 | 53 | 52 | **43** 95 | **38** 95 |
| *95% Confidence interval* | ***±3*** | *±16* | *±9* | *±10* | *±9* | *±5* | *±5* | *±6* | *±6* | *±7* | *±8* | *±8* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 24 | 104 | 101 | 107 | 333 | 314 | 273 | 229 | 182 | 151 | 159 | 155 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *1* | *2* | *1* | *7* | *3* | *2* | *4* | *5* | *2* | *1* | *2* |
| *Refused* | ***4*** | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *2* | *1* | *.* | *.* | *1* |
| *Not asked* | ***575*** | *5* | *40* | *37* | *77* | *292* | *167* | *89* | *24* | *157* | *135* | *90* | *77* |

# B3B|2GRP - Which of the following sc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **1** 95 | 21 | **47** 95 | 16 | 15 | 17 | **22** 95 | **41** 95 | 15 | 16 | **11** 95 | **23** 95 |
| You have not actively considered switching but plan to over the next 3 months & You | **84** | **99** 95 | 79 | **53** 95 | 84 | 85 | 83 | **78** 95 | **59** 95 | 85 | 84 | **89** 95 | **77** 95 |
| *95% Confidence interval* | ***±2*** | *±4* | *±8* | *±10* | *±7* | *±4* | *±4* | *±5* | *±6* | *±5* | *±6* | *±5* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 24 | 104 | 101 | 107 | 333 | 314 | 273 | 229 | 182 | 151 | 159 | 155 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *1* | *2* | *1* | *7* | *3* | *2* | *4* | *5* | *2* | *1* | *2* |
| *Refused* | ***4*** | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *2* | *1* | *.* | *.* | *1* |
| *Not asked* | ***575*** | *5* | *40* | *37* | *77* | *292* | *167* | *89* | *24* | *157* | *135* | *90* | *77* |

# B3B|3GRP - Which of the following sc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **20** | 2 | 30 95 | 23 | 17 | 17 | 26 95 | 37 95 | 50 95 | 16 | 21 | 23 | 28 95 |
| You actually tried to arrange a switch but something prevented the switch from | **80** | 98 95 | 70 95 | 77 | 83 | 83 | 74 95 | 63 95 | 50 95 | 84 | 79 | 77 | 72 95 |
| *95% Confidence interval* | ***±2*** | *±6* | *±9* | *±8* | *±7* | *±4* | *±5* | *±6* | *±6* | *±5* | *±6* | *±7* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 24 | 104 | 101 | 107 | 333 | 314 | 273 | 229 | 182 | 151 | 159 | 155 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *1* | *2* | *1* | *7* | *3* | *2* | *4* | *5* | *2* | *1* | *2* |
| *Refused* | ***4*** | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *2* | *1* | *.* | *.* | *1* |
| *Not asked* | ***575*** | *5* | *40* | *37* | *77* | *292* | *167* | *89* | *24* | *157* | *135* | *90* | *77* |

# B3B|4GRP - Which of the following sc

| Response option | Overall | By Size of Organisation (Broad) | | | | | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 24 | 104 | 101 | 107 | 333 | 314 | 273 | 229 | 182 | 151 | 159 | 155 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *3* | *1* | *2* | *1* | *7* | *3* | *2* | *4* | *5* | *2* | *1* | *2* |
| *Refused* | ***4*** | *.* | *1* | *1* | *1* | *1* | *1* | *.* | *2* | *1* | *.* | *.* | *1* |
| *Not asked* | ***575*** | *5* | *40* | *37* | *77* | *292* | *167* | *89* | *24* | *157* | *135* | *90* | *77* |

# B3C - Just to double check that your or

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - continue | **100** | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **51** | . | 3 | 5 | 5 | 12 | 14 | 9 | 14 | 5 | 7 | 9 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,699*** | *32* | *143* | *136* | *181* | *621* | *471* | *355* | *245* | *340* | *281* | *241* | *230* |

# B4A - Are you aware that intermediari

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - aware | **76** | **91** 95 | **89** 95 | **92** 95 | 79 | 74 | **80** 95 | **87** 95 | **93** 95 | 72 | **83** 95 | 77 | **83** 95 |
| No - not aware | **24** | **9** 95 | **11** 95 | **8** 95 | 21 | 26 | **20** 95 | **13** 95 | **7** 95 | 28 | **17** 95 | 23 | **17** 95 |
| *95% Confidence interval* | ***±2*** | *±11* | *±6* | *±5* | *±8* | *±5* | *±4* | *±4* | *±3* | *±6* | *±6* | *±7* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,171** | 27 | 105 | 103 | 108 | 341 | 317 | 275 | 232 | 188 | 153 | 160 | 157 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***579*** | *5* | *41* | *38* | *78* | *292* | *168* | *89* | *27* | *157* | *135* | *90* | *78* |

# B4B - Which of the following have you

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Open Water website | **10** | . | 1 | 2 95 | 10 | 8 | 12 | 22 95 | 23 95 | 9 | 3 90 | 26 95 | 5 |
| A retailer's website | **34** | . | . | 37 | 2 95 | 40 | 10 95 | 17 95 | 25 95 | 40 | 38 | 25 | 3 95 |
| A price comparison website | **31** | 27 | 10 | 37 | 1 95 | 33 | 30 | 14 95 | 5 95 | 34 | 31 | 30 | 29 |
| Direct contact with another retailer | **23** | . | 2 | 54 95 | 14 | 24 | 21 | 18 | 27 | 20 | 40 90 | 10 95 | 27 |
| A broker | **30** | 67 | 67 | 3 95 | 3 95 | 28 | 26 | 56 95 | 46 95 | 31 | 17 | 29 | 24 |
| A consultant | **2** | 27 | 4 | 1 | 1 | 1 | 2 | 14 95 | 30 95 | . | 5 | 3 | 1 |
| Other | **4** | 6 | 13 | 1 | 21 95 | 2 | 3 | 8 | 16 95 | 2 | 5 | 1 90 | 4 |
| None of the above | **19** | . | 10 | 4 95 | 54 95 | 21 | 17 | 1 95 | 5 95 | 25 | 4 95 | 5 95 | 24 |
| *95% Confidence interval* | ***±6*** | *±53* | *±22* | *±17* | *±19* | *±16* | *±12* | *±13* | *±10* | *±24* | *±21* | *±17* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 3 | 17 | 32 | 26 | 36 | 55 | 60 | 88 | 16 | 20 | 27 | 28 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know/cant remember* | ***9*** | *1* | *1* | *.* | *1* | *2* | *2* | *1* | *4* | *1* | *1* | *.* | *2* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

## B4BTX - Which of the following have y

View verbatim text responses for this question

# B5 - How easy or difficult was it for yo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **25** | 67 | 15 | 35 | 25 | 21 | 45 95 | 19 | 26 | 22 | 13 | 40 90 | 48 95 |
| Fairly easy | **47** | 33 | 79 | 9 95 | 72 95 | 46 | 48 | 49 | 39 95 | 38 | 79 | 52 | 46 |
| Neither easy nor difficult | **6** | . | 0 | 1 95 | 0 95 | 5 | 2 | 22 95 | 21 95 | 6 | 3 | 3 | 2 |
| Fairly difficult | **1** | . | . | 0 | 2 | . | 4 | 7 95 | 10 95 | . | . | 5 | 3 |
| Very difficult | **22** | . | 6 | 55 95 | 0 95 | 28 | 1 95 | 3 95 | 4 95 | 34 | 4 | . 95 | 1 95 |
| *95% Confidence interval* | ***±6*** | *±53* | *±20* | *±18* | *±18* | *±17* | *±13* | *±13* | *±10* | *±25* | *±19* | *±20* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 3 | 16 | 30 | 25 | 32 | 53 | 60 | 86 | 14 | 18 | 25 | 28 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *1* | *2* | *2* | *3* | *6* | *4* | *1* | *5* | *4* | *2* | *2* | *2* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,498*** | *28* | *128* | *109* | *158* | *594* | *428* | *303* | *167* | *327* | *267* | *223* | *205* |

# B5|1GRP - How easy or difficult was it

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **72** | 100 | 94 | 44 95 | 97 95 | 67 | 93 95 | 68 | 65 90 | 60 | 93 | 92 95 | 94 95 |
| Neither easy nor difficult | **6** | . | 0 | 1 95 | 0 95 | 5 | 2 | 22 95 | 21 95 | 6 | 3 | 3 | 2 |
| Fairly difficult & Very difficult | **23** | . | 6 | 56 95 | 3 95 | 28 | 4 95 | 10 95 | 14 95 | 34 | 4 | 5 95 | 4 95 |
| *95% Confidence interval* | ***±6*** | *0* | *±11* | *±18* | *±7* | *±16* | *±7* | *±12* | *±10* | *±26* | *±12* | *±10* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 3 | 16 | 30 | 25 | 32 | 53 | 60 | 86 | 14 | 18 | 25 | 28 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *1* | *2* | *2* | *3* | *6* | *4* | *1* | *5* | *4* | *2* | *2* | *2* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,498*** | *28* | *128* | *109* | *158* | *594* | *428* | *303* | *167* | *327* | *267* | *223* | *205* |

# B5B - Why was this difficult?

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Didn't know where to look for information/where to go | **1** | . | . | . | . | . | 7 | 22 | 13 | . | . | . | 11 |
| Don't know enough about the new market | **0** | . | . | . | . | . | 7 | . | 18 | . | . | . | 12 |
| Information not available via phone/online/my preferred communication | **61** | . | 79 | 99 | . | 64 | 32 | 22 | 7 | 63 | 100 | . | 51 |
| Information found wasn't relevant | **0** | . | 21 | . | . | . | . | 5 | 20 | . | . | . | . |
| Information found wasn't clear/didn't understand information | **1** | . | . | . | 2 | . | 7 | 21 | 10 | . | . | . | 11 |
| Other | **38** | . | 100 | 1 | 100 | 36 | 66 | 57 | 80 | 37 | . | 100 | 46 |
| *95% Confidence interval* | ***±16*** | *0* | *±57* | *±10* | *±12* | *±42* | *±35* | *±37* | *±20* | *±47* | *0* | *0* | *±44* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **34** | . | 2 | 3 | 5 | 5 | 7 | 7 | 15 | 4 | 1 | 2 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,716*** | *32* | *144* | *138* | *181* | *628* | *478* | *357* | *244* | *341* | *287* | *248* | *230* |

## B5BTX - Why was this difficult?

View verbatim text responses for this question

# B6 - How easy or difficult was it to con

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **24** | 92 | 83 | 34 | 42 90 | 19 | 35 95 | 31 | 17 90 | 19 | 25 | 28 | 40 90 |
| Fairly easy | **31** | . | 9 | 7 95 | 54 95 | 28 | 47 95 | 32 | 35 | 21 | 74 | 48 90 | 47 90 |
| Neither easy nor difficult | **6** | 8 | 2 | 3 | 1 | 4 | 6 | 27 95 | 28 95 | 4 | 1 | 2 | 9 |
| Fairly difficult | **38** | . | . | 56 90 | 2 95 | 48 | 10 95 | 7 95 | 13 95 | 56 | . | 20 95 | 4 95 |
| Very difficult | **1** | . | 6 | 0 | . | 1 | 1 | 4 | 7 95 | 1 | . | 1 | 1 |
| *95% Confidence interval* | ***±7*** | *±38* | *±22* | *±19* | *±22* | *±19* | *±14* | *±13* | *±11* | *±28* | *±22* | *±20* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 2 | 11 | 26 | 20 | 27 | 50 | 50 | 67 | 12 | 15 | 25 | 25 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *1* | *4* | *3* | *7* | *10* | *7* | *6* | *18* | *5* | *5* | *2* | *5* |
| *Refused* | ***13*** | *1* | *3* | *3* | *.* | *1* | *.* | *5* | *7* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B6|1GRP - How easy or difficult was it

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **55** | 92 | 92 | 41 | **96** 95 | 48 | **83** 95 | 63 | 52 | 39 | 99 | **77** 95 | **86** 95 |
| Neither easy nor difficult | **6** | 8 | 2 | 3 | 1 | 4 | 6 | **27** 95 | **28** 95 | 4 | 1 | 2 | 9 |
| Fairly difficult & Very difficult | **39** | . | 6 | **56** 90 | **2** 95 | 48 | **11** 95 | **10** 95 | **20** 95 | 56 | . | **21** 95 | **5** 95 |
| *95% Confidence interval* | ***±7*** | *±38* | *±16* | *±19* | *±8* | *±19* | *±11* | *±13* | *±12* | *±28* | *±6* | *±17* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 2 | 11 | 26 | 20 | 27 | 50 | 50 | 67 | 12 | 15 | 25 | 25 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *1* | *4* | *3* | *7* | *10* | *7* | *6* | *18* | *5* | *5* | *2* | *5* |
| *Refused* | ***13*** | *1* | *3* | *3* | *.* | *1* | *.* | *5* | *7* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B6B - Why was this difficult?

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Prices weren't clear | **1** | . | . | . | . | . | 10 | 53 | 0 | . | . | . | 40 |
| Information wasn't consistent/was hard to compare | **41** | . | . | 0 | 15 | 43 | 11 | 49 | 47 | 43 | . | 14 | . |
| Didn't know what to compare (lack of familiarity with the market) | **0** | . | . | . | 47 | . | 2 | 3 | . | . | . | 3 | . |
| Not enough time | **14** | . | . | . | . | 15 | . | . | 3 | 15 | . | . | . |
| Retailer failed to respond to query | **2** | . | . | . | 15 | 1 | 14 | 2 | 9 | 1 | . | 18 | . |
| Retailers not interested in me as a customer | **0** | . | . | . | . | . | . | 3 | . | . | . | . | . |
| Information not available via phone/online/my preferred communication | **54** | . | 81 | 100 | . | 56 | 15 | 33 | 9 | 56 | . | . | 60 |
| Other | **3** | . | 19 | 0 | 85 | . | 61 | 37 | 41 | . | . | 68 | 40 |
| *95% Confidence interval* | ***±16*** | *0* | *±55* | *±3* | *±40* | *±49* | *±34* | *±35* | *±23* | *±49* | *0* | *±41* | *±55* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **38** | . | 2 | 4 | 6 | 4 | 8 | 8 | 18 | 4 | . | 5 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | *1* |
| *Not asked* | ***1,711*** | *32* | *144* | *137* | *180* | *629* | *476* | *356* | *241* | *341* | *288* | *245* | *231* |

## B6BTX - Why was this difficult?

View verbatim text responses for this question

# B7A - How important or unimportant

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **62** | 77 | 91 | 94 95 | 44 95 | 63 | 52 90 | 71 | 65 | 63 | 59 | 56 | 50 |
| Fairly important | **32** | 23 | 9 | 6 95 | 56 95 | 34 | 33 | 27 | 32 | 32 | 38 | 44 | 28 |
| Neither important nor unimportant | **4** | . | . | . 95 | . 95 | 3 | 9 90 | 1 95 | 0 95 | 4 | . 95 | . 95 | 14 90 |
| Fairly unimportant | **1** | . | . | 0 | . 90 | 1 | 5 90 | 2 | 1 | . | 3 | . 90 | 8 |
| Very unimportant | **0** | . | . | . | . | . | . | . | 2 95 | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±41* | *±13* | *±8* | *±19* | *±16* | *±13* | *±11* | *±10* | *±24* | *±21* | *±19* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 4 | 18 | 32 | 27 | 37 | 57 | 61 | 91 | 16 | 21 | 27 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | *1* | . | . | *1* | *1* | . | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7A|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 100 | 100 | 100 95 | 100 95 | 96 | 85 95 | 97 | 96 | 96 | 97 | 100 95 | 78 95 |
| Neither important nor unimportant | **4** | . | . | . 95 | . 95 | 3 | 9 90 | 1 95 | 0 95 | 4 | . 95 | . 95 | 14 90 |
| Fairly unimportant & Very unimportant | **1** | . | . | 0 | . 90 | 1 | 5 90 | 2 | 3 | . | 3 | . 90 | 8 |
| *95% Confidence interval* | ***±3*** | *0* | *0* | *±1* | *0* | *±6* | *±9* | *±4* | *±4* | *±10* | *±7* | *0* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 4 | 18 | 32 | 27 | 37 | 57 | 61 | 91 | 16 | 21 | 27 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | *1* | . | . | *1* | *1* | . | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7B - How important or unimportant

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **59** | 18 | 83 | 96 95 | 86 95 | 60 | 49 | 40 95 | 66 90 | 64 | 43 | 49 | 50 |
| Fairly important | **36** | 82 | 16 | 3 95 | 13 95 | 39 | 24 95 | 50 95 | 29 90 | 36 | 51 | 31 | 20 95 |
| Neither important nor unimportant | **3** | . | 1 | . 95 | . 95 | 0 95 | 19 95 | 6 | 3 | . | 2 | 13 | 22 95 |
| Fairly unimportant | **2** | . | . | 0 | 1 | 1 | 7 90 | 5 | 2 | . | 4 | 8 | 6 |
| Very unimportant | **0** | . | . | . | 1 | . | 1 | . | . | . | . | . | 2 |
| *95% Confidence interval* | ***±6*** | *±37* | *±17* | *±6* | *±13* | *±16* | *±13* | *±13* | *±10* | *±24* | *±21* | *±19* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 4 | 18 | 32 | 27 | 37 | 56 | 61 | 90 | 16 | 21 | 27 | 29 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *1* | . | . | *2* | *1* | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7B|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 100 | 99 | 100 95 | 99 90 | 99 95 | 73 95 | 90 | 95 | 100 | 94 | 80 95 | 70 95 |
| Neither important nor unimportant | **3** | . | 1 | . 95 | . 95 | 0 95 | 19 95 | 6 | 3 | . | 2 | 13 | 22 95 |
| Fairly unimportant & Very unimportant | **2** | . | . | 0 90 | 1 | 1 | 8 95 | 5 | 2 | . | 4 | 8 | 8 |
| *95% Confidence interval* | ***±3*** | *0* | *±4* | *±1* | *±4* | *±4* | *±12* | *±8* | *±5* | *0* | *±10* | *±15* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 4 | 18 | 32 | 27 | 37 | 56 | 61 | 90 | 16 | 21 | 27 | 29 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *1* | . | . | *2* | *1* | . | . | . |
| *Refused* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7C - How important or unimportant v

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **37** | . | 60 | 38 | 39 | 38 | 37 | **22** 95 | 41 | 44 | **13** 95 | 33 | 39 |
| Fairly important | **39** | 45 | 13 | **54** 90 | 37 | 44 | **17** 95 | 34 | **30** 95 | 46 | 37 | **12** 95 | **20** 95 |
| Neither important nor unimportant | **9** | 55 | 0 | **1** 95 | **1** 95 | 5 | **28** 95 | **19** 95 | **18** 95 | 4 | 8 | 15 | **34** 95 |
| Fairly unimportant | **4** | . | 12 | **1** 90 | **23** 95 | 2 | 7 | 8 | **10** 95 | 1 | 8 | **19** 95 | 1 |
| Very unimportant | **11** | . | 14 | 6 | **.** 95 | 11 | 11 | 17 | **2** 95 | 5 | **34** 95 | 21 | 6 |
| *95% Confidence interval* | ***±6*** | *±49* | *±23* | *±17* | *±19* | *±16* | *±13* | *±12* | *±10* | *±25* | *±21* | *±18* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 4 | 18 | 32 | 25 | 36 | 54 | 61 | 88 | 15 | 21 | 26 | 28 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | . | . | . | *2* | *2* | *2* | . | *4* | *2* | . | *1* | *1* |
| *Refused* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7C|1GRP - How important or unimpc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **76** | 45 | 73 | **93** 95 | 76 | 82 | **54** 95 | **56** 95 | 70 | 90 | **50** 95 | **45** 95 | **58** 95 |
| Neither important nor unimportant | **9** | 55 | 0 | **1** 95 | **1** 95 | 5 | **28** 95 | **19** 95 | **18** 95 | 4 | 8 | 15 | **34** 95 |
| Fairly unimportant & Very unimportant | **15** | . | 26 | **7** 90 | 23 | 14 | 18 | **25** 95 | 12 | 6 | **42** 95 | **41** 95 | 7 |
| *95% Confidence interval* | ***±5*** | *±49* | *±20* | *±9* | *±17* | *±13* | *±13* | *±12* | *±10* | *±15* | *±21* | *±19* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 4 | 18 | 32 | 25 | 36 | 54 | 61 | 88 | 15 | 21 | 26 | 28 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | . | . | . | *2* | *2* | *2* | . | *4* | *2* | . | *1* | *1* |
| *Refused* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7D - How important or unimportant

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | . | 65 | 25 | 2 | 38 | 29 | 25 | 51 95 | 100 | 6 | 8 | 46 |
| Fairly important | **22** | 33 | 19 | 25 | 89 | . | 7 95 | 30 | 25 | . | . | 4 | 10 |
| Neither important nor unimportant | **12** | 67 | . | 5 | . | 62 | 4 90 | 2 95 | 10 | . | 94 | . | 7 |
| Fairly unimportant | **13** | . | 16 | . 95 | 4 | . | 26 | 8 | 10 | . | . | 14 | 35 |
| Very unimportant | **23** | . | . | 46 95 | 5 | . | 35 | 34 90 | 4 95 | . | . | 74 | 2 |
| *95% Confidence interval* | ***±8*** | *±53* | *±28* | *±21* | *±18* | *±55* | *±21* | *±15* | *±11* | *0* | *±32* | *±30* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 3 | 11 | 22 | 12 | 3 | 20 | 37 | 75 | 1 | 2 | 8 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | *1* | . | . | *2* | . | . | *2* | *1* | *1* | . | . |
| *Not asked* | ***1,610*** | *29* | *134* | *119* | *174* | *628* | *465* | *327* | *182* | *343* | *285* | *242* | *223* |

# B7D|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **52** | 33 | 84 | 49 | 91 | 38 | 36 | 55 | **76** 95 | 100 | 6 | 12 | 56 |
| Neither important nor unimportant | **12** | 67 | . | 5 | . | 62 | **4** 90 | **2** 95 | 10 | . | 94 | . | 7 |
| Fairly unimportant & Very unimportant | **36** | . | 16 | 46 | 9 | . | **60** 95 | 43 | **14** 95 | . | . | 88 | 37 |
| *95% Confidence interval* | ***±8*** | *±53* | *±22* | *±21* | *±16* | *±55* | *±21* | *±16* | *±10* | *0* | *±32* | *±22* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 3 | 11 | 22 | 12 | 3 | 20 | 37 | 75 | 1 | 2 | 8 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | *1* | . | . | *2* | . | . | *2* | *1* | *1* | . | . |
| *Not asked* | ***1,610*** | *29* | *134* | *119* | *174* | *628* | *465* | *327* | *182* | *343* | *285* | *242* | *223* |

# B7E - How important or unimportant v

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **11** | . | 2 | 4 90 | 0 95 | 13 | 7 | 10 | 6 95 | 7 | 36 95 | . 95 | 10 |
| Fairly important | **37** | 27 | 9 | 54 95 | 8 95 | 45 | 14 95 | 14 95 | 2 95 | 48 | 31 | 16 95 | 13 95 |
| Neither important nor unimportant | **7** | 55 | 3 | 2 95 | 1 95 | 3 | 24 95 | 23 95 | 17 95 | 4 | 1 95 | 11 | 30 95 |
| Fairly unimportant | **28** | 18 | 10 | 34 | 88 95 | 29 | 28 | 16 95 | 36 95 | 30 | 22 | 26 | 29 |
| Very unimportant | **16** | . | 77 | 6 95 | 3 95 | 10 | 28 95 | 38 95 | 39 95 | 10 | 11 | 47 95 | 19 |
| *95% Confidence interval* | ***±6*** | *±49* | *±20* | *±17* | *±13* | *±16* | *±12* | *±12* | *±10* | *±24* | *±20* | *±19* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 4 | 18 | 32 | 26 | 37 | 56 | 60 | 90 | 16 | 21 | 26 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | . | . | . | *1* | *1* | *1* | *1* | *2* | *1* | . | *1* | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7E|1GRP - How important or unimpc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **49** | 27 | 11 | 59 | **8** 95 | 58 | **20** 95 | **24** 95 | **7** 95 | 55 | **66** 90 | **16** 95 | **23** 95 |
| Neither important nor unimportant | **7** | 55 | 3 | **2** 95 | **1** 95 | 3 | **24** 95 | **23** 95 | **17** 95 | 4 | **1** 95 | 11 | **30** 95 |
| Fairly unimportant & Very unimportant | **44** | 18 | 86 | 40 | **91** 95 | 39 | **56** 95 | **53** 90 | **75** 95 | 41 | 33 | **74** 95 | 47 |
| *95% Confidence interval* | ***±6*** | *±49* | *±16* | *±17* | *±11* | *±16* | *±13* | *±13* | *±9* | *±24* | *±20* | *±17* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 4 | 18 | 32 | 26 | 37 | 56 | 60 | 90 | 16 | 21 | 26 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *.* | *.* | *.* | *1* | *1* | *1* | *1* | *2* | *1* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7F - How important or unimportant v

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **43** | 55 | 12 | **95** 95 | **22** 95 | 44 | 45 | 40 | **52** 95 | 43 | 45 | **59** 90 | 38 |
| Fairly important | **37** | 45 | 87 | **3** 95 | **18** 95 | 36 | 33 | 38 | 36 | 40 | **19** 95 | **10** 95 | 43 |
| Neither important nor unimportant | **7** | . | 1 | **1** 95 | **.** 95 | 6 | 11 | 12 | 10 | 7 | **.** 95 | 2 | 15 |
| Fairly unimportant | **13** | . | . | **1** 95 | **60** 95 | 14 | 10 | 8 | **2** 95 | 9 | **35** 95 | 26 | **3** 95 |
| Very unimportant | **0** | . | . | . | . | . | 2 | 3 | . | . | . | 3 | 1 |
| *95% Confidence interval* | ***±6*** | *±49* | *±16* | *±7* | *±19* | *±16* | *±13* | *±12* | *±10* | *±24* | *±22* | *±19* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 4 | 18 | 32 | 25 | 36 | 55 | 61 | 91 | 16 | 20 | 26 | 29 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *2* | *1* | *2* | . | *1* | *1* | . | *1* | *1* |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7F|1GRP - How important or unimpo

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 100 | 99 | 99 95 | 40 95 | 80 | 77 | 77 | 88 95 | 84 | 65 | 69 | 81 |
| Neither important nor unimportant | **7** | . | 1 | 1 95 | . 95 | 6 | 11 | 12 | 10 | 7 | . 95 | 2 | 15 |
| Fairly unimportant & Very unimportant | **13** | . | . | 1 95 | 60 95 | 14 | 12 | 11 | 2 95 | 9 | 35 95 | 29 90 | 4 95 |
| *95% Confidence interval* | ***±5*** | *0* | *±5* | *±4* | *±19* | *±13* | *±11* | *±11* | *±7* | *±18* | *±21* | *±18* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 4 | 18 | 32 | 25 | 36 | 55 | 61 | 91 | 16 | 20 | 26 | 29 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *2* | *1* | *2* | . | *1* | *1* | . | *1* | *1* |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7G - How important or unimportant

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **26** | . | 14 | 38 | 86 95 | 28 | 10 95 | 15 95 | 37 95 | 33 | 9 95 | 2 95 | 14 90 |
| Fairly important | **30** | 100 | 13 | 2 95 | 5 95 | 29 | 35 | 43 95 | 32 | 27 | 36 | 29 | 37 |
| Neither important nor unimportant | **11** | . | 5 | 4 90 | 1 95 | 8 | 27 95 | 13 | 13 | 9 | 3 95 | 32 95 | 25 90 |
| Fairly unimportant | **28** | . | 69 | 55 95 | 8 95 | 28 | 25 | 26 | 14 95 | 25 | 42 | 31 | 22 |
| Very unimportant | **6** | . | . | 1 95 | 1 95 | 7 | 3 | 3 | 4 | 7 | 9 | 6 | 2 |
| *95% Confidence interval* | ***±6*** | *0* | *±21* | *±17* | *±13* | *±15* | *±12* | *±12* | *±10* | *±23* | *±21* | *±18* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 4 | 18 | 32 | 26 | 37 | 56 | 61 | 89 | 16 | 21 | 26 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *1* | *1* | *1* | . | *3* | *1* | . | *1* | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7G|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **55** | 100 | 26 | 40 | 91 95 | 57 | 45 90 | 58 | 69 95 | 60 | 46 | 31 95 | 51 |
| Neither important nor unimportant | **11** | . | 5 | 4 90 | 1 95 | 8 | 27 95 | 13 | 13 | 9 | 3 95 | 32 95 | 25 90 |
| Fairly unimportant & Very unimportant | **34** | . | 69 | 56 95 | 9 95 | 35 | 28 | 28 | 18 95 | 31 | 52 90 | 37 | 24 |
| *95% Confidence interval* | ***±6*** | *0* | *±21* | *±17* | *±11* | *±16* | *±13* | *±12* | *±10* | *±24* | *±21* | *±19* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 4 | 18 | 32 | 26 | 37 | 56 | 61 | 89 | 16 | 21 | 26 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *.* | *.* | *.* | *1* | *1* | *1* | *.* | *3* | *1* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7H - How important or unimportant

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 22 | 4 | 36 | **92** 95 | 30 | 29 | 27 | 31 | 27 | 39 | 39 | 24 |
| Fairly important | **50** | 23 | 19 | 63 | **5** 95 | 54 | **38** 95 | **38** 95 | **42** 90 | 65 | 10 | 42 | **36** 90 |
| Neither important nor unimportant | **13** | 55 | 5 | **1** 95 | **2** 95 | 11 | **23** 95 | 16 | 10 | 4 | 41 | **1** 95 | **33** 95 |
| Fairly unimportant | **7** | . | 72 | **1** 95 | **0** 95 | 4 | 10 | **17** 95 | **13** 95 | 4 | 6 | 15 | 7 |
| Very unimportant | **1** | . | . | . | 1 | 1 | 1 | 2 | **4** 95 | . | 4 | 3 | . |
| *95% Confidence interval* | ***±6*** | *±49* | *±21* | *±17* | *±10* | *±17* | *±13* | *±12* | *±10* | *±23* | *±22* | *±19* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 4 | 18 | 32 | 27 | 35 | 57 | 60 | 91 | 16 | 19 | 27 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | *2* | . | *1* | *1* | *1* | *1* | . | . |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7H|1GRP - How important or unimpo

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 45 | 22 | 98 95 | 97 95 | 84 | 67 95 | 65 95 | 73 90 | 92 | 49 | 81 | 60 95 |
| Neither important nor unimportant | **13** | 55 | 5 | 1 95 | 2 95 | 11 | 23 95 | 16 | 10 | 4 | 41 | 1 95 | 33 95 |
| Fairly unimportant & Very unimportant | **8** | . | 72 | 1 95 | 1 95 | 5 | 11 | 19 95 | 16 95 | 4 | 10 | 18 | 7 |
| *95% Confidence interval* | ***±5*** | *±49* | *±21* | *±5* | *±7* | *±12* | *±12* | *±12* | *±9* | *±13* | *±22* | *±15* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 4 | 18 | 32 | 27 | 35 | 57 | 60 | 91 | 16 | 19 | 27 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | *2* | . | *1* | *1* | *1* | *1* | . | . |
| *Refused* | ***1*** | . | . | . | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7I - How important or unimportant w

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **64** | 27 | 91 | 95 95 | 88 95 | 64 | 54 90 | 76 95 | 78 95 | 69 | 42 95 | 58 | 52 |
| Fairly important | **32** | 73 | 9 | 5 95 | 12 95 | 32 | 38 | 21 95 | 21 95 | 26 | 57 95 | 39 | 37 |
| Neither important nor unimportant | **3** | . | . | . 95 | . 95 | 4 | 2 | 2 | 1 95 | 5 | . 95 | . 95 | 3 |
| Fairly unimportant | **1** | . | . | . | . | 0 | 5 90 | . | . | . | 1 | . | 8 |
| Very unimportant | **0** | . | . | . | . | . | 1 | . | . | . | . | 3 | . |
| *95% Confidence interval* | ***±6*** | *±43* | *±13* | *±7* | *±12* | *±15* | *±13* | *±11* | *±8* | *±23* | *±21* | *±19* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 4 | 18 | 32 | 27 | 37 | 57 | 61 | 91 | 16 | 21 | 27 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | *1* | . | . | *1* | *1* | . | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7I|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **96** | 100 | 100 | **100** 95 | **100** 95 | 96 | 92 | 98 | **99** 95 | 95 | 99 | 97 | 89 |
| Neither important nor unimportant | **3** | . | . | . 95 | . 95 | 4 | 2 | 2 | **1** 95 | 5 | . 95 | . 95 | 3 |
| Fairly unimportant & Very unimportant | **1** | . | . | . | . | 0 | **6** 95 | . | . | . | 1 | 3 | 8 |
| *95% Confidence interval* | ***±3*** | *0* | *0* | *0* | *0* | *±6* | *±7* | *±4* | *±2* | *±11* | *±4* | *±7* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 4 | 18 | 32 | 27 | 37 | 57 | 61 | 91 | 16 | 21 | 27 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | . | *1* | . | . | *1* | *1* | . | . | . |
| *Not asked* | ***1,499*** | *28* | *128* | *109* | *159* | *595* | *428* | *303* | *167* | *328* | *267* | *223* | *205* |

# B7_J - Are there any other factors whi

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, Nothing | **91** | . | 98 | 94 | 100 | 100 | 46 | 100 | 43 | 100 | 100 | 62 | 42 |
| Freetext | **9** | . | 2 | 6 | 0 | . | 54 | . | 57 | . | . | 38 | 58 |
| *95% Confidence interval* | ***±7*** | *0* | *±17* | *±22* | *±3* | *0* | *±24* | *0* | *±23* | *0* | *0* | *±32* | *±34* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **58** | . | 3 | 5 | 6 | 12 | 17 | 9 | 18 | 5 | 7 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,692*** | *32* | *143* | *136* | *180* | *621* | *468* | *355* | *241* | *340* | *281* | *241* | *227* |

## B7_JTX - Are there any other factors w

View verbatim text responses for this question

# B8A - How satisfied or dissatisfied wer

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **39** | . | . | 92 | . | . | 46 | . | . | . | . | 100 | . |
| Fairly satisfied | **47** | . | . | 4 | . | . | 54 | . | 18 | . | . | . | 100 |
| Neither satisfied nor dissatisfied | **14** | . | 100 | 3 | . | . | . | 100 | 82 | . | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *±30* | *0* | *0* | *±56* | *0* | *±37* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | . | 1 | 3 | . | . | 3 | 2 | 4 | . | . | 1 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *32* | *145* | *138* | *186* | *633* | *482* | *362* | *255* | *345* | *288* | *249* | *233* |

# B8B - How satisfied or dissatisfied wer

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | . | . | . | . | 7 | . | . | . | . | . | 12 |
| Fairly satisfied | **81** | . | . | 97 | . | . | 93 | . | 18 | . | . | 100 | 88 |
| Neither satisfied nor dissatisfied | **14** | . | 100 | 3 | . | . | . | 100 | 82 | . | . | . | . |
| *95% Confidence interval* | ***±26*** | *0* | *0* | *±20* | *0* | *0* | *±28* | *0* | *±37* | *0* | *0* | *0* | *±45* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | . | 1 | 3 | . | . | 3 | 2 | 4 | . | . | 1 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *32* | *145* | *138* | *186* | *633* | *482* | *362* | *255* | *345* | *288* | *249* | *233* |

# B8C - How satisfied or dissatisfied wer

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **2** | . | . | 38 | . | . | . | 18 | . | . | . | . | . |
| Fairly satisfied | **75** | . | . | 51 | . | . | 100 | . | 23 | . | . | . | 100 |
| Neither satisfied nor dissatisfied | **1** | . | 100 | 11 | . | . | . | . | 8 | . | . | . | . |
| Fairly dissatisfied | **21** | . | . | . | . | . | . | 82 | 69 | . | . | . | . |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *±57* | *0* | *0* | *0* | *±53* | *±45* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 1 | 3 | . | . | 1 | 2 | 4 | . | . | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *32* | *145* | *138* | *186* | *633* | *484* | *362* | *255* | *345* | *288* | *250* | *234* |

# B8D - How satisfied or dissatisfied wer

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | . | 89 | . | . | . | 18 | 23 | . | . | . | . |
| Fairly satisfied | **72** | . | . | . | . | . | 100 | . | . | . | . | . | 100 |
| Neither satisfied nor dissatisfied | **12** | . | 100 | . | . | . | . | 82 | 3 | . | . | . | . |
| Fairly dissatisfied | **11** | . | . | 11 | . | . | . | . | 74 | . | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *±35* | *0* | *0* | *0* | *±53* | *±43* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 1 | 3 | . | . | 1 | 2 | 4 | . | . | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *32* | *145* | *138* | *186* | *633* | *484* | *362* | *255* | *345* | *288* | *250* | *234* |

# B9A - How important or unimportant a

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **53** | 43 | **73** 95 | 51 | **60** 90 | 53 | 53 | **61** 95 | **60** 95 | 54 | 49 | 54 | 52 |
| Fairly important | **33** | **14** 95 | **22** 95 | **42** 95 | 27 | 32 | 32 | 33 | 28 | 31 | 36 | 31 | 33 |
| Neither important nor unimportant | **6** | **0** 95 | **4** 90 | 7 | 7 | 6 | **10** 95 | **3** 95 | **11** 95 | 6 | 7 | **12** 95 | 8 |
| Fairly unimportant | **5** | **42** 95 | **0** 95 | **0** 95 | 5 | 6 | **3** 95 | **2** 95 | **0** 95 | 6 | 5 | **1** 95 | 6 |
| Very unimportant | **3** | **.** 95 | **1** 95 | **.** 95 | 1 | 3 | **2** 95 | **1** 95 | **.** 95 | 3 | 3 | 2 | 2 |
| *95% Confidence interval* | ***±3*** | *±19* | *±8* | *±10* | *±8* | *±4* | *±5* | *±6* | *±8* | *±5* | *±6* | *±7* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 25 | 126 | 106 | 157 | 587 | 422 | 301 | 160 | 322 | 265 | 220 | 202 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *.* | *.* | *.* | *.* | *.* | *2* | *.* | *1* | *.* | *.* | *2* | *.* |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9A|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **85** | **57** 95 | **95** 95 | **93** 95 | 87 | 85 | 85 | **94** 95 | 88 | 85 | 85 | 85 | 85 |
| Neither important nor unimportant | **6** | **0** 95 | **4** 90 | 7 | 7 | 6 | **10** 95 | **3** 95 | **11** 95 | 6 | 7 | **12** 95 | 8 |
| Fairly unimportant & Very unimportant | **8** | **42** 95 | **1** 95 | **0** 95 | 6 | 9 | **5** 95 | **3** 95 | **0** 95 | 9 | 8 | **3** 95 | 7 |
| *95% Confidence interval* | ***±2*** | *±19* | *±4* | *±5* | *±5* | *±3* | *±3* | *±3* | *±5* | *±4* | *±4* | *±5* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 25 | 126 | 106 | 157 | 587 | 422 | 301 | 160 | 322 | 265 | 220 | 202 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | . | *2* | . | *1* | . | . | *2* | . |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9B - How important or unimportant a

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **48** | 52 | 46 | 68 95 | 57 95 | 49 | 40 95 | 54 95 | 48 | 50 | 43 90 | 44 | 35 95 |
| Fairly important | **41** | 48 | 48 90 | 28 95 | 36 | 40 | 47 95 | 39 | 45 | 39 | 42 | 41 | 54 95 |
| Neither important nor unimportant | **6** | . 95 | 3 | 3 | 6 | 5 | 8 95 | 4 | 5 | 5 | 7 | 9 95 | 7 |
| Fairly unimportant | **4** | . 95 | 1 95 | 0 95 | 0 95 | 4 | 2 95 | 1 95 | 2 90 | 4 | 5 | 3 | 1 95 |
| Very unimportant | **2** | . 95 | 1 | . 95 | . 95 | 2 | 2 | 2 | . 95 | 2 | 2 | 2 | 3 |
| *95% Confidence interval* | ***±3*** | *±20* | *±9* | *±9* | *±8* | *±4* | *±5* | *±6* | *±8* | *±5* | *±6* | *±7* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 25 | 126 | 106 | 157 | 583 | 423 | 301 | 161 | 318 | 265 | 222 | 201 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | . | *4* | *1* | . | . | *4* | . | . | *1* |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9B|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **89** | **100** 95 | **94** 95 | **97** 95 | **93** 95 | 89 | 87 | **93** 95 | **93** 95 | 89 | 86 | 85 | 89 |
| Neither important nor unimportant | **6** | **.** 95 | 3 | 3 | 6 | 5 | **8** 95 | 4 | 5 | 5 | 7 | **9** 95 | 7 |
| Fairly unimportant & Very unimportant | **6** | **.** 95 | **2** 95 | **0** 95 | **0** 95 | 6 | 5 | **3** 95 | **2** 95 | 6 | 7 | 5 | 4 |
| *95% Confidence interval* | ***±2*** | *0* | *±4* | *±3* | *±4* | *±3* | *±3* | *±3* | *±4* | *±3* | *±4* | *±5* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 25 | 126 | 106 | 157 | 583 | 423 | 301 | 161 | 318 | 265 | 222 | 201 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *.* | *.* | *.* | *.* | *4* | *1* | *.* | *.* | *4* | *.* | *.* | *1* |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9C - How important or unimportant a

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **58** | **40** 90 | **46** 95 | 62 | 53 | 59 | **52** 95 | 56 | **42** 95 | 61 | **48** 95 | 57 | **45** 95 |
| Fairly important | **28** | **52** 95 | **42** 95 | 32 | **37** 95 | 28 | **32** 95 | 28 | **38** 95 | 25 | **41** 95 | 26 | **39** 95 |
| Neither important nor unimportant | **7** | 8 | 4 | 4 | 6 | 7 | **10** 95 | 8 | 9 | 7 | 7 | **11** 90 | **10** 90 |
| Fairly unimportant | **4** | **.** 95 | 5 | 2 | 4 | 4 | 3 | **7** 90 | **11** 95 | 5 | 3 | 3 | 4 |
| Very unimportant | **2** | **.** 95 | 2 | **0** 95 | **0** 95 | 2 | 2 | **1** 90 | **0** 95 | 3 | **1** 95 | 3 | 2 |
| *95% Confidence interval* | ***±3*** | *±20* | *±9* | *±9* | *±8* | *±4* | *±5* | *±6* | *±8* | *±5* | *±6* | *±7* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 25 | 126 | 105 | 154 | 579 | 419 | 299 | 161 | 318 | 261 | 218 | 201 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | . | . | . | *3* | *7* | *4* | *1* | . | *3* | *4* | *3* | *1* |
| *Refused* | ***2*** | . | . | . | . | *1* | *1* | . | . | *1* | . | *1* | . |
| *Not asked* | ***273*** | *7* | *20* | *36* | *29* | *46* | *61* | *64* | *98* | *23* | *23* | *28* | *33* |

# B9C|1GRP - How important or unimpc

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **86** | 92 | 88 | 94 95 | 90 90 | 87 | 84 90 | 85 | 79 95 | 86 | 90 95 | 83 | 84 |
| Neither important nor unimportant | **7** | 8 | 4 | 4 | 6 | 7 | 10 95 | 8 | 9 | 7 | 7 | 11 90 | 10 90 |
| Fairly unimportant & Very unimportant | **7** | . 95 | 8 | 2 95 | 4 90 | 7 | 6 | 8 | 12 95 | 7 | 4 95 | 6 | 6 |
| *95% Confidence interval* | ***±2*** | *±10* | *±6* | *±5* | *±5* | *±3* | *±4* | *±4* | *±6* | *±4* | *±4* | *±5* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 25 | 126 | 105 | 154 | 579 | 419 | 299 | 161 | 318 | 261 | 218 | 201 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *.* | *.* | *.* | *3* | *7* | *4* | *1* | *.* | *3* | *4* | *3* | *1* |
| *Refused* | ***2*** | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *.* | *1* | *.* |
| *Not asked* | ***273*** | *7* | *20* | *36* | *29* | *46* | *61* | *64* | *98* | *23* | *23* | *28* | *33* |

# B9D - How important or unimportant

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **16** | 14 | 10 95 | 15 | 17 | 16 | 17 | 19 | 23 95 | 16 | 16 | 20 90 | 14 |
| Fairly important | **29** | 43 | 22 95 | 39 95 | 21 95 | 29 | 32 | 34 90 | 27 | 28 | 33 | 30 | 34 |
| Neither important nor unimportant | **16** | 12 | 37 95 | 7 95 | 19 | 15 | 19 90 | 19 | 15 | 15 | 15 | 26 95 | 12 95 |
| Fairly unimportant | **26** | 28 | 27 | 20 | 36 95 | 26 | 23 | 21 95 | 26 | 26 | 27 | 17 95 | 30 |
| Very unimportant | **13** | 2 95 | 3 95 | 20 90 | 8 95 | 13 | 9 95 | 8 95 | 9 90 | 14 | 10 90 | 7 95 | 10 |
| *95% Confidence interval* | ***±2*** | *±19* | *±9* | *±9* | *±8* | *±4* | *±4* | *±5* | *±7* | *±5* | *±6* | *±6* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 25 | 123 | 105 | 155 | 578 | 418 | 297 | 160 | 317 | 261 | 219 | 199 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | . | 3 | 1 | 2 | 8 | 5 | 4 | 1 | 4 | 4 | 3 | 2 |
| *Not asked* | ***274*** | 7 | 20 | 35 | 29 | 47 | 62 | 63 | 98 | 24 | 23 | 28 | 34 |

# B9D|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **45** | 58 | **32** 95 | **54** 90 | **37** 95 | 45 | **49** 90 | **53** 95 | 50 | 44 | 48 | 50 | 48 |
| Neither important nor unimportant | **16** | 12 | **37** 95 | **7** 95 | 19 | 15 | **19** 90 | 19 | 15 | 15 | 15 | **26** 95 | **12** 95 |
| Fairly unimportant & Very unimportant | **38** | 30 | **31** 90 | 39 | 44 | 40 | **31** 95 | **29** 95 | 35 | 40 | 36 | **24** 95 | 40 |
| *95% Confidence interval* | ***±3*** | *±19* | *±9* | *±10* | *±8* | *±4* | *±5* | *±6* | *±8* | *±5* | *±6* | *±7* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 25 | 123 | 105 | 155 | 578 | 418 | 297 | 160 | 317 | 261 | 219 | 199 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *.* | *3* | *1* | *2* | *8* | *5* | *4* | *1* | *4* | *4* | *3* | *2* |
| *Not asked* | ***274*** | *7* | *20* | *35* | *29* | *47* | *62* | *63* | *98* | *24* | *23* | *28* | *34* |

# B9E - How important or unimportant a

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **61** | 66 | 68 90 | 73 95 | 68 90 | 61 | 58 | 68 95 | 77 95 | 62 | 56 | 57 | 60 |
| Fairly important | **30** | 33 | 29 | 26 | 26 | 30 | 33 | 28 | 16 95 | 29 | 36 95 | 33 | 32 |
| Neither important nor unimportant | **7** | 0 95 | 1 95 | 0 95 | 5 | 7 | 5 | 2 95 | 6 | 7 | 5 | 7 | 3 95 |
| Fairly unimportant | **1** | 0 | . 95 | 1 | 2 | 1 | 3 95 | 2 | 1 | 1 | 1 | 1 | 4 95 |
| Very unimportant | **1** | . 95 | 1 | . 95 | . 95 | 1 | 1 | 0 95 | . 95 | 1 | 1 | 1 | 0 95 |
| *95% Confidence interval* | ***±2*** | *±19* | *±8* | *±8* | *±7* | *±4* | *±5* | *±5* | *±6* | *±5* | *±6* | *±7* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 25 | 126 | 106 | 156 | 582 | 424 | 300 | 161 | 320 | 262 | 222 | 202 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | *3* | . | *1* | . | *1* | *2* | . | . |
| *Refused* | ***2*** | . | . | . | *1* | *2* | . | . | . | *1* | *1* | . | . |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9E|1GRP - How important or unimpo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **91** | **100** 95 | **98** 95 | **99** 95 | 94 | 91 | 91 | **96** 95 | 93 | 91 | 92 | 90 | 92 |
| Neither important nor unimportant | **7** | **0** 95 | **1** 95 | **0** 95 | 5 | 7 | 5 | **2** 95 | 6 | 7 | 5 | 7 | **3** 95 |
| Fairly unimportant & Very unimportant | **2** | **0** 95 | 1 | **1** 95 | 2 | 2 | **3** 90 | 2 | 1 | 2 | 2 | 2 | **5** 90 |
| *95% Confidence interval* | ***±1*** | *±2* | *±3* | *±2* | *±4* | *±2* | *±3* | *±2* | *±4* | *±3* | *±3* | *±4* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 25 | 126 | 106 | 156 | 582 | 424 | 300 | 161 | 320 | 262 | 222 | 202 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | *3* | . | *1* | . | *1* | *2* | . | . |
| *Refused* | ***2*** | . | . | . | *1* | *2* | . | . | . | *1* | *1* | . | . |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9F - Are there any other factors whic

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, nothing | **86** | 49 95 | 82 | 84 | 87 | 86 | 90 95 | 83 90 | 66 95 | 85 | 90 95 | 88 | 91 95 |
| Good service/quality of supplier | **2** | 42 95 | 2 | 0 95 | 1 | 2 | 1 | 4 90 | 4 | 2 | 2 | 1 | 2 |
| Good quality/clean water | **2** | . 95 | 4 | 1 90 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 2 |
| Good repairs service/quick repairs needed | **2** | . 95 | 6 95 | 0 95 | 1 | 2 | 2 | 3 | 4 | 2 | 0 95 | 3 | 1 |
| Good communication/point of contact/kept updated | **3** | 8 | 2 | 0 95 | 7 95 | 3 | 2 | 2 | 7 95 | 3 | 1 95 | 1 90 | 2 |
| Good customer service | **1** | . 95 | 2 | 0 | . 95 | 1 | 0 | 1 | 5 95 | 1 | 0 95 | . 95 | 1 |
| Good pricing/not too expensive | **1** | 0 | 4 90 | 0 90 | 0 95 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 |
| Freetext | **7** | 8 | 3 95 | 15 95 | 6 | 7 | 3 95 | 5 | 20 95 | 8 | 5 | 4 90 | 2 95 |
| *95% Confidence interval* | ***±2*** | *±20* | *±7* | *±7* | *±5* | *±3* | *±3* | *±4* | *±7* | *±4* | *±4* | *±4* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 25 | 126 | 106 | 157 | 584 | 424 | 301 | 161 | 322 | 262 | 222 | 202 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *3* | . | . | . | . | *3* | . | . |
| *Not asked* | ***272*** | *7* | *20* | *35* | *29* | *46* | *61* | *63* | *98* | *23* | *23* | *28* | *33* |

# B9FTX - Are there any other factors wl

View verbatim text responses for this question

# B11B - Did the broker or consultant yo

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They contacted me | **82** | 71 | 89 | 45 | 63 | 87 | 70 | 58 95 | 41 95 | 88 | 83 | 74 | 67 |
| I approached them | **18** | 29 | 11 | 55 | 37 | 13 | 30 | 42 95 | 59 95 | 12 | 17 | 26 | 33 |
| *95% Confidence interval* | ***±7*** | *±63* | *±21* | *±25* | *±28* | *±19* | *±18* | *±16* | *±14* | *±32* | *±26* | *±26* | *±26* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **122** | 2 | 9 | 15 | 11 | 12 | 24 | 35 | 50 | 4 | 8 | 11 | 13 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *2* | . | . | *2* | *3* | . | . | . | . |
| *Not asked* | ***1,623*** | *30* | *137* | *126* | *173* | *621* | *461* | *327* | *206* | *341* | *280* | *239* | *222* |

# B12A - How satisfied or dissatisfied we

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **61** | 100 | 90 | 82 | 32 | 64 | 49 | **44** 95 | **41** 95 | 78 | 13 | 57 | 44 |
| Fairly satisfied | **33** | . | 9 | 8 | 61 | 33 | 35 | 39 | 40 | 22 | 74 | 12 | 49 |
| Neither satisfied nor dissatisfied | **5** | . | . | 9 | 4 | 3 | **16** 95 | 9 | **15** 95 | . | 13 | 32 | 7 |
| Fairly dissatisfied | **0** | . | 1 | 1 | 2 | . | . | **4** 90 | **4** 95 | . | . | . | . |
| Very dissatisfied | **0** | . | . | . | . | . | . | **5** 95 | . | . | . | . | . |
| *95% Confidence interval* | ***±8*** | *0* | *±19* | *±17* | *±25* | *±22* | *±17* | *±15* | *±13* | *±33* | *±25* | *±24* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 1 | 10 | 19 | 14 | 18 | 34 | 42 | 53 | 6 | 12 | 16 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *1* | . | . | . | *1* | *1* | *1* | . | . | *1* | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***1,598*** | *30* | *135* | *122* | *172* | *615* | *450* | *321* | *204* | *339* | *276* | *233* | *217* |

# B12AGRP - How satisfied or dissatisfie

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **94** | 100 | 99 | 90 | 94 | 97 | 84 95 | 82 95 | 81 95 | 100 | 87 | 68 | 93 |
| Neither satisfied nor dissatisfied | **5** | . | . | 9 | 4 | 3 | 16 95 | 9 | 15 95 | . | 13 | 32 | 7 |
| Dissatisfied | **1** | . | 1 | 1 | 2 | . | . | 9 95 | 4 95 | . | . | . | . |
| *95% Confidence interval* | ***±4*** | *0* | *±8* | *±14* | *±13* | *±8* | *±12* | *±12* | *±10* | *0* | *±19* | *±23* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 1 | 10 | 19 | 14 | 18 | 34 | 42 | 53 | 6 | 12 | 16 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *1* | . | . | . | *1* | *1* | *1* | . | . | *1* | . |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***1,598*** | *30* | *135* | *122* | *172* | *615* | *450* | *321* | *204* | *339* | *276* | *233* | *217* |

# B12B - You said you were satisfied, ple

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | . | 100 | . | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | . | 4 | 4 | 2 | 2 | 2 | 7 | 11 | . | 2 | . | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *32* | *142* | *137* | *184* | *631* | *483* | *357* | *248* | *345* | *286* | *250* | *233* |

## B12BTX - You said you were satisfied,

View verbatim text responses for this question

# B12C - You said you were dissatisfied,

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | . | 100 | 100 | 100 | . | . | 100 | 100 | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | . | 1 | 2 | 1 | . | . | 5 | 3 | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *32* | *145* | *139* | *185* | *633* | *485* | *359* | *256* | *345* | *288* | *250* | *235* |

## B12CTX - You said you were dissatisfie

View verbatim text responses for this question

# B13 - How did you arrange the switch?

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Using a retailer website or direct contact with retailer | **43** | . | 4 | 99 | 27 | 43 | 41 | 47 | 53 | 44 | 38 | 21 | 49 |
| Using a price comparison website | **2** | . | . | . | . | 1 | 14 | . | 2 | . | 11 | 4 | 17 |
| Using a broker or consultant | **36** | . | 96 | 1 | 9 | 37 | 23 | 43 | 44 | 37 | 32 | 75 | 3 |
| Other | **18** | . | 0 | . | 64 | 19 | 22 | 10 | **1** 95 | 19 | 20 | . | 30 |
| *95% Confidence interval* | ***±12*** | *0* | *±20* | *±8* | *±38* | *±24* | *±25* | *±31* | *±22* | *±32* | *±34* | *±28* | *±40* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | . | 4 | 7 | 6 | 17 | 15 | 10 | 20 | 9 | 8 | 9 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | *1* | *2* | . | . | . | *1* | . | *2* |
| *Refused* | ***1*** | . | . | . | *1* | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***1,682*** | *32* | *142* | *134* | *179* | *615* | *468* | *354* | *238* | *336* | *279* | *241* | *227* |

## B13TX - How did you arrange the swit

View verbatim text responses for this question

# B14_ - Why did you decide to switch r

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cheaper/lower price | **48** | . | 98 | 2 | 35 | 47 | 37 | 45 | 43 | 45 | 86 | 82 | 21 |
| Freetext | **54** | . | 2 | 98 | 65 | 55 | 66 | 60 | 82 | 55 | 49 | 30 | 79 |
| *95% Confidence interval* | ***±12*** | *0* | *±14* | *±11* | *±38* | *±24* | *±24* | *±31* | *±22* | *±32* | *±35* | *±30* | *±30* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | . | 4 | 7 | 6 | 17 | 16 | 10 | 19 | 9 | 8 | 9 | 7 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *.* | *.* | *1* | *1* | *1* | *.* | *2* | *.* | *1* | *.* | *1* |
| *Not asked* | ***1,682*** | *32* | *142* | *134* | *179* | *615* | *468* | *354* | *238* | *336* | *279* | *241* | *227* |

# B14TX - Why did you decide to switch

View verbatim text responses for this question

# B14B - Have you consolidated your wa

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - consolidated with other services | **25** | . | . | 97 | 16 | 27 | 0 | 33 | 2 95 | 30 | 9 | 2 | . |
| No - did not consolidate with other services | **75** | . | 100 | 3 | 84 | 73 | 100 | 67 | 98 95 | 70 | 91 | 98 | 100 |
| *95% Confidence interval* | ***±10*** | *0* | *0* | *±13* | *±27* | *±21* | *±3* | *±29* | *±6* | *±30* | *±19* | *±9* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **68** | . | 4 | 7 | 7 | 18 | 17 | 10 | 21 | 9 | 9 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,682*** | *32* | *142* | *134* | *179* | *615* | *468* | *354* | *238* | *336* | *279* | *241* | *227* |

# B15 - Once you had chosen the retaile

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **58** | . | 96 | 2 | 57 | 55 | 69 | 59 | 30 | 60 | 28 | 95 | 62 |
| Fairly easy | **18** | . | 2 | 2 | 41 | 16 | 30 | 37 | 37 | 7 | 72 | 3 | 38 |
| Neither easy nor difficult | **0** | . | 2 | . | 2 | . | 0 | . | 7 | . | . | 2 | . |
| Fairly difficult | **0** | . | . | . | . | . | . | . | 8 | . | . | . | . |
| Very difficult | **24** | . | . | 97 | . | 29 | . | 5 | 18 | 33 | . | . | . |
| *95% Confidence interval* | ***±12*** | *0* | *±22* | *±13* | *±49* | *±25* | *±22* | *±30* | *±22* | *±36* | *±31* | *±14* | *±34* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | . | 3 | 7 | 4 | 15 | 17 | 10 | 18 | 7 | 8 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | . | *1* | . | *3* | *3* | . | . | *3* | *2* | *1* | . | . |
| *Not asked* | ***1,682*** | *32* | *142* | *134* | *179* | *615* | *468* | *354* | *238* | *336* | *279* | *241* | *227* |

# B15|1GRP - Once you had chosen the

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **76** | . | 98 | 3 | 98 | 71 | 100 | 95 | 67 | 67 | 100 | 98 | 100 |
| Neither easy nor difficult | **0** | . | 2 | . | 2 | . | 0 | . | 7 | . | . | 2 | . |
| Fairly difficult & Very difficult | **24** | . | . | 97 | . | 29 | . | 5 | 26 | 33 | . | . | . |
| *95% Confidence interval* | ***±11*** | *0* | *±17* | *±13* | *±13* | *±23* | *±3* | *±13* | *±22* | *±35* | *0* | *±9* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | . | 3 | 7 | 4 | 15 | 17 | 10 | 18 | 7 | 8 | 9 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *.* | *1* | *.* | *3* | *3* | *.* | *.* | *3* | *2* | *1* | *.* | *.* |
| *Not asked* | ***1,682*** | *32* | *142* | *134* | *179* | *615* | *468* | *354* | *238* | *336* | *279* | *241* | *227* |

# B15B - What did you find difficult abou

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | . | . | 100 | . | 100 | . | 100 | 100 | 100 | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | . | 2 | . | 2 | . | 1 | 4 | 2 | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *32* | *146* | *139* | *186* | *631* | *485* | *363* | *255* | *343* | *288* | *250* | *235* |

# B15BTX - What did you find difficult ab

View verbatim text responses for this question

# B16A - Why have you not considered s

| Response option | Overall | By Size of Organisation (Broad) | | | | | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Service is good/happy with current retailer | **37** | 10 95 | 15 95 | 59 95 | 42 | 38 | 29 95 | 24 95 | 22 95 | 38 | 42 | 29 95 | 29 95 |
| Don't know any other retailers/no alternative | **2** | . 95 | 3 | 0 90 | 1 | 1 | 4 95 | 2 | . 95 | 1 | 1 | 7 95 | 0 90 |
| Don't know how to switch | **2** | . 95 | . 95 | 0 95 | . 95 | 2 | 0 95 | 1 | 1 90 | 2 | 3 | 1 | . 95 |
| Too much effort to switch/no point | **19** | 10 | 18 | 19 | 10 95 | 19 | 23 90 | 11 95 | 20 | 18 | 26 90 | 23 | 23 |
| Prefer a local company | **0** | . | 0 | . | . | . | 0 | 3 95 | 1 | . | . | 1 | . |
| Better the devil you know | **7** | 0 95 | . 95 | 10 | 3 95 | 8 | 3 95 | 5 | 1 95 | 6 | 14 95 | 5 | 0 95 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | . 95 | . 95 | 8 95 | 0 95 | 2 | 0 95 | 2 | . 95 | 2 | 3 | 0 95 | . 95 |
| No retailer is offering what I want/what I am looking for | **5** | 1 90 | 0 95 | 1 95 | 3 | 5 | 3 | 4 | 12 95 | 6 | 0 95 | 3 | 4 |
| Worried about being worse off after switching/being taken advantage of | **1** | 0 | 1 | . 95 | 1 | 1 | 0 | 1 | 1 | 1 | . 95 | 1 | . 95 |
| Intend to in the future, but haven't got round to it | **26** | 23 | 63 95 | 35 90 | 40 95 | 24 | 34 95 | 48 95 | 40 95 | 24 | 20 90 | 36 95 | 30 |
| Other | **8** | 57 95 | 8 | 7 | 14 | 8 | 10 | 16 95 | 21 95 | 8 | 6 | 7 | 14 90 |
| Not a high priority/have greater priorities | **3** | . 95 | 1 90 | 0 95 | 1 90 | 3 | 2 | 2 | 3 | 3 | 4 | 1 95 | 3 |
| Do not have enough time to look into it/too busy | **9** | . 95 | 8 | 3 95 | 3 95 | 10 | 4 95 | 6 | 5 95 | 9 | 14 90 | 3 95 | 5 90 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Do not spend enough/use enough water to consider switching | **5** | . 95 | . 95 | 1 95 | 12 90 | 5 | 7 | 4 | . 95 | 5 | 8 | 3 | 11 95 |
| Didn't know it was a possibility/wasnt aware we could switch | **4** | . 95 | 6 | 0 95 | 0 95 | 4 | 2 95 | 1 95 | 1 95 | 5 | 1 95 | 0 95 | 4 |
| Won't save much/any money | **2** | 0 95 | 0 95 | 0 95 | 0 95 | 2 | 3 | 3 | 3 | 3 | 1 95 | 6 90 | 0 95 |
| Haven't been approached about switching/waiting to be approached | **2** | 0 | 1 | . 95 | 1 | 2 | 1 | 1 90 | 0 95 | 3 | 0 95 | 2 | 0 95 |
| Haven't thought about it | **1** | . 95 | 1 | 1 | 0 | 1 | 2 | 0 | . 95 | 1 | 2 | 1 | 3 |
| *95% Confidence interval* | ***±3*** | *±22* | *±10* | *±12* | *±11* | *±6* | *±6* | *±7* | *±8* | *±8* | *±8* | *±8* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **883** | 20 | 84 | 68 | 77 | 289 | 252 | 207 | 133 | 159 | 130 | 129 | 123 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***19*** | . | *1* | *1* | *3* | *6* | *5* | *5* | *3* | *6* | . | *3* | *2* |
| *Refused* | ***1*** | . | *1* | . | . | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***847*** | *12* | *60* | *72* | *106* | *338* | *228* | *152* | *122* | *180* | *158* | *118* | *110* |

## B16ATX - Why have you not considere

View verbatim text responses for this question

# B16C - Why did you decide not to swit

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Savings were minimal/didn't save enough money | **43** | . | 11 | 7 | 77 | 34 | 83 95 | 69 95 | 40 | 12 | 89 | 67 | 90 |
| No other benefits to be gained from switching | **5** | . | 37 | 0 | 17 | 5 | 5 | 8 | 20 95 | 3 | 8 | 8 | 3 |
| Service is good/happy with current retailer | **35** | . | 23 | 92 | 58 | 33 | 55 95 | 23 | 3 95 | 43 | 6 | 34 | 63 |
| Don't know any other retailers/no alternative | **0** | . | . | . | . | . | 3 | . | . | . | . | 9 | . |
| Too much effort to switch | **11** | . | . | 4 | 46 | 9 | 25 90 | 9 | 14 | 12 | . | 44 | 17 |
| Better the devil you know | **2** | . | 18 | 1 | . | . | 4 | 20 95 | . | . | . | . | 6 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | . | 6 | . | . | 2 | . | 1 | . | . | 8 | . | . |
| No retailer is offering what I want/what I am looking for | **1** | . | . | . | 3 | . | 4 | 14 95 | . | . | . | 14 | . |
| Worried about being worse off after switching/being taken advantage of | **2** | . | 18 | . | . | 2 | 1 | . | . | . | 8 | 5 | . |
| Other | **59** | . | 71 | 92 | 10 | 73 | 3 95 | 4 95 | 44 | 97 | 11 | 2 | 3 |
| *95% Confidence interval* | ***±11*** | *0* | *±42* | *±18* | *±33* | *±27* | *±21* | *±18* | *±21* | *±43* | *±23* | *±32* | *±27* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **78** | . | 5 | 9 | 9 | 12 | 21 | 24 | 21 | 5 | 7 | 9 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,672*** | *32* | *141* | *132* | *177* | *621* | *464* | *340* | *238* | *340* | *281* | *241* | *223* |

## B16CTX - Why did you decide not to sv

View verbatim text responses for this question

# B16D - What prevented the switch fro

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | . | 100 | 100 | 100 | 100 | . | 100 | 100 | 100 | 100 | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | . | 1 | 2 | 2 | 5 | . | 1 | 4 | 4 | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,739*** | *32* | *145* | *139* | *184* | *627* | *485* | *363* | *255* | *341* | *286* | *250* | *235* |

## B16DTX - What prevented the switch f

View verbatim text responses for this question

# B16E - Why have you not used an inte

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| FREETEXT | **100** | 100 | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **19** | 1 | . | 4 | 2 | 6 | 3 | 5 | 5 | 5 | 1 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | *1* |
| *Not asked* | ***1,730*** | *31* | *146* | *137* | *184* | *627* | *481* | *359* | *254* | *340* | *287* | *248* | *233* |

## B16ETX - Why have you not used an in

View verbatim text responses for this question

# B17A - In percentage terms, roughly h

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **15** | . | 62 | 7 | 82 | 16 | 11 | . | 35 | 14 | 46 | . | 22 |
| 1% to 5% | **5** | . | 38 | 93 | 18 | . | 11 | 93 | 45 | . | . | 12 | 9 |
| 6% to 10% | **25** | . | . | . | . | 28 | 7 | 7 | . | 29 | 20 | 12 | 3 |
| 11% to 15% | **6** | . | . | . | . | 2 | 53 | . | 11 | . | 20 | 39 | 66 |
| 21% to 25% | **2** | . | . | . | . | 1 | 18 | . | . | . | 14 | 37 | . |
| 46% to 50% | **38** | . | . | . | . | 44 | . | . | . | 48 | . | . | . |
| Amount in pounds | **8** | . | . | . | . | 9 | . | . | 9 | 9 | . | . | . |
| *95% Confidence interval* | ***±15*** | *0* | *±67* | *±25* | *±34* | *±31* | *±28* | *±25* | *±27* | *±44* | *±44* | *±36* | *±41* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **40** | . | 2 | 4 | 5 | 10 | 12 | 4 | 13 | 5 | 5 | 7 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***9*** | . | . | *1* | . | *1* | *3* | *4* | *1* | . | *1* | *1* | *2* |
| *Refused* | ***1*** | . | . | . | . | . | . | . | *1* | . | . | . | . |
| *Not asked* | ***1,700*** | *32* | *144* | *136* | *181* | *622* | *470* | *356* | *244* | *340* | *282* | *242* | *228* |

## B17ATX - In pounds, roughly how muc

View verbatim text responses for this question

# B17B - Is this reduction due to a lower

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | . | 100 | 100 | 100 | 100 | 100 | 100 | 87 | 100 | 100 | 100 | 100 |
| Water efficiency services | **19** | . | . | . | 1 | 22 | 7 | . | 23 | 19 | 63 | 3 | 12 |
| Other | **0** | . | . | . | . | . | . | . | 13 | . | . | . | . |
| *95% Confidence interval* | ***±14*** | *0* | *0* | *0* | *±10* | *±31* | *±16* | *0* | *±28* | *±39* | *±55* | *±12* | *±36* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **31** | . | 1 | 3 | 3 | 7 | 10 | 4 | 9 | 4 | 3 | 7 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | 1 | 1 | . | . | . | 1 | . | . | . |
| *Not asked* | ***1,718*** | 32 | 145 | 138 | 182 | 625 | 475 | 360 | 250 | 340 | 285 | 243 | 232 |

## B17BTX - Is this reduction due to a low

View verbatim text responses for this question

# B17_BA - Roughly what proportion of

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 21% to 25% | **0** | . | . | . | 1 | . | . | . | 9 | . | . | . | . |
| 46% to 50% | **6** | . | . | . | . | 8 | 7 | . | . | . | 26 | 3 | 12 |
| 76% to 80% | **0** | . | . | . | . | . | . | . | 40 | . | . | . | . |
| 86% to 90% | **0** | . | . | . | . | . | . | . | 5 | . | . | . | . |
| 91% to 95% | **6** | . | . | . | . | 11 | . | . | . | . | 37 | . | . |
| 96% to 100% | **87** | . | 100 | 100 | 99 | 82 | 93 | 100 | 46 | 100 | 37 | 97 | 88 |
| *95% Confidence interval* | ***±14*** | *0* | *0* | *0* | *±10* | *±38* | *±18* | *0* | *±44* | *0* | *±55* | *±14* | *±45* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **21** | . | 1 | 3 | 3 | 4 | 8 | 3 | 5 | 1 | 3 | 6 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,728*** | *32* | *145* | *138* | *183* | *628* | *477* | *361* | *254* | *343* | *285* | *244* | *233* |

# B17_BB - Roughly what proportion of

| Response option | Overall | By Size of Organisation (Broad) | | | | | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **47** | . | . | . | . | 59 | . | . | . | . | 59 | . | . |
| 6% to 10% | **0** | . | . | . | . | . | . | . | 9 | . | . | . | . |
| 16% to 20% | **3** | . | . | . | . | . | . | . | 74 | . | . | . | . |
| 46% to 50% | **49** | . | . | . | . | 41 | 100 | . | . | . | 41 | 100 | 100 |
| 71% to 75% | **1** | . | . | . | 100 | . | . | . | 17 | . | . | . | . |
| *95% Confidence interval* | ***±37*** | *0* | *0* | *0* | *0* | *±68* | *0* | *0* | *±50* | *0* | *±68* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | . | . | 1 | 2 | 2 | . | 3 | . | 2 | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,742*** | *32* | *146* | *141* | *185* | *630* | *483* | *364* | *256* | *344* | *286* | *249* | *234* |

# B17_BC - Roughly what proportion of

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **58** | . | . | . | . | . | 100 | . | . | . | . | 100 | . |
| 96% to 100% | **42** | . | . | . | . | . | . | . | 100 | . | . | . | . |
| *95% Confidence interval* | ***±68*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **2** | . | . | . | . | . | 1 | . | 1 | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,748*** | *32* | *146* | *141* | *186* | *633* | *484* | *364* | *258* | *345* | *288* | *249* | *235* |

# B17C - What is the total length of your

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than a year | **1** | . | 6 | 62 | . | . | 2 | 25 | 21 | . | . | 11 | . |
| A year but less than 2 years | **79** | . | 94 | 7 | 95 | 96 | 33 | 11 | 34 | 100 | 72 | 42 | 31 |
| 2 years but less than 3 years | **6** | . | . | . | 1 | 4 | 9 | 41 | 16 | . | 28 | 40 | 1 |
| More than 3 years | **4** | . | . | 31 | . | . | 15 | 23 | 29 | . | . | 4 | 17 |
| Rolling/no fixed length | **9** | . | . | . | 4 | . | 41 | . | . | . | . | 3 | 51 |
| *95% Confidence interval* | ***±12*** | *0* | *±23* | *±43* | *±26* | *±15* | *±24* | *±36* | *±23* | *0* | *±39* | *±34* | *±35* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **47** | . | 4 | 5 | 3 | 6 | 16 | 7 | 17 | 1 | 5 | 8 | 8 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *.* | *.* | *.* | *3* | *6* | *2* | *2* | *2* | *4* | *2* | *1* | *1* |
| *Not asked* | ***1,690*** | *32* | *142* | *136* | *180* | *621* | *467* | *355* | *240* | *340* | *281* | *241* | *226* |

# B17D - In percentage terms, what leve

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **0** | . 90 | . 90 | . 90 | . 90 | 0 | . 90 | . 90 | . 90 | 0 | 1 | . 90 | . 90 |
| 1% to 5% | **9** | 3 | 17 90 | 2 95 | 15 | 8 | 10 | 25 95 | 33 95 | 9 | 7 | 9 | 11 |
| 6% to 10% | **25** | 66 95 | 63 95 | 24 | 37 95 | 24 | 30 95 | 35 95 | 36 95 | 24 | 21 | 30 | 32 |
| 11% to 15% | **11** | 1 95 | 5 95 | 8 | 1 95 | 11 | 8 90 | 7 90 | 14 | 12 | 9 | 8 | 8 |
| 16% to 20% | **19** | 27 | 6 95 | 39 95 | 18 | 19 | 17 | 15 90 | 3 95 | 17 | 28 95 | 14 | 20 |
| 21% to 25% | **9** | 0 95 | 3 95 | 3 95 | 13 | 10 | 7 | 5 95 | 2 95 | 11 | 4 95 | 9 | 5 95 |
| 26% to 30% | **2** | . 95 | 4 | 0 90 | 2 | 1 | 3 | 2 | 0 95 | 1 | 2 | 3 | 2 |
| 31% to 35% | **1** | . 95 | 0 90 | . 95 | . 95 | 2 | 0 95 | . 95 | 0 | 2 | 0 95 | 0 | . 95 |
| 36% to 40% | **1** | . 95 | 2 | 4 | 0 95 | 1 | 1 | 1 | 0 90 | . 95 | 8 95 | 0 95 | 2 |
| 46% to 50% | **9** | . 95 | . 95 | 18 95 | 1 95 | 10 | 6 90 | 2 95 | 1 95 | 11 | 5 90 | 6 90 | 8 |
| 56% to 60% | **0** | . | . | 0 | 2 | 0 | 0 | . | 1 | 0 | . | . | 0 |
| 71% to 75% | **0** | . | . | . | . | 0 | 0 | . | . | 0 | . | 0 | . |
| 76% to 80% | **0** | . 90 | . 90 | . 90 | . 90 | 0 | 0 | 0 | . 90 | . 90 | 2 | 0 | . 90 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 91% to 95% | **1** | . | . | . | . | 1 | . | . | . | 1 | . | . | . |
| 96% to 100% | **0** | . | . | . | 0 | 0 | 0 | . | 1 | 0 | 1 | 0 | 1 |
| Would not switch | **12** | **3** | **0** | **0** | 10 | 11 | **17** | **8** | **8** | 11 | 13 | **20** | 12 |
| *95% Confidence interval* | ***±3*** | *±20* | *±10* | *±11* | *±11* | *±5* | *±6* | *±6* | *±7* | *±7* | *±8* | *±8* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **915** | 22 | 84 | 73 | 78 | 265 | 254 | 216 | 179 | 140 | 125 | 131 | 123 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***178*** | *2* | *16* | *22* | *22* | *55* | *43* | *48* | *30* | *37* | *18* | *19* | *24* |
| *Refused* | ***4*** | *.* | *1* | *1* | *2* | *1* | *.* | *.* | *3* | *.* | *1* | *.* | *.* |
| *Not asked* | ***653*** | *8* | *45* | *45* | *84* | *312* | *188* | *100* | *47* | *168* | *144* | *100* | *88* |

# B18A - Have you attempted to negotia

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - with my previous retailer | **0** | . | 0 | . | . | . | . | 0 | 1 (90) | . | . | . | . |
| Yes - with my current retailer | **8** | 1 (95) | 1 (95) | 20 (95) | 8 | 9 | 5 (95) | 6 | 8 | 10 | 2 (95) | 7 | 3 (95) |
| No | **92** | 99 (95) | 99 (95) | 80 (95) | 92 | 91 | 95 (95) | 93 | 91 | 90 | 98 (95) | 93 | 97 (95) |
| *95% Confidence interval* | ***±2*** | *±4* | *±2* | *±8* | *±5* | *±3* | *±2* | *±3* | *±4* | *±4* | *±2* | *±4* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,191** | 25 | 105 | 104 | 109 | 355 | 328 | 276 | 226 | 197 | 158 | 164 | 164 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***14*** | *2* | *2* | *2* | *1* | *2* | *.* | *3* | *9* | *.* | *2* | *.* | *.* |
| *Not asked* | ***545*** | *5* | *39* | *35* | *76* | *276* | *157* | *85* | *24* | *148* | *128* | *86* | *71* |

# B18B - What were your reasons for att

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Wanted lower price | **41** | 100 | 69 | 2 | 100 | 38 | 63 | 94 95 | 93 95 | 36 | 100 | 46 | 100 |
| Wanted better quality customer service | **0** | . | 8 | . | . | . | . | . | 25 95 | . | . | . | . |
| Bill consolidation across multiple premises | **9** | . | 8 | 0 | 0 | 8 | 20 | . 95 | 37 95 | 8 | . | 30 | . |
| Water efficiency services | **0** | . | . | . | 0 | . | . | . | 1 | . | . | . | . |
| Leakage control services | **0** | . | . | . | 1 | . | 1 | . | . | . | . | 2 | . |
| Other | **61** | . | 31 | 98 | . | 66 | 16 | 6 95 | 15 95 | 67 | 23 | 24 | . |
| *95% Confidence interval* | ***±11*** | *0* | *±37* | *±10* | *±7* | *±25* | *±27* | *±10* | *±17* | *±30* | *±41* | *±31* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **80** | 4 | 6 | 8 | 11 | 14 | 12 | 22 | 32 | 10 | 4 | 10 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,669*** | *28* | *139* | *133* | *175* | *619* | *473* | *341* | *227* | *335* | *284* | *240* | *233* |

# B18BTX - What were your reasons for

View verbatim text responses for this question

# B19 - Did you agree a renegotiated cor

| Response option | Overall | By Size of Organisation (Broad) | | | | | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **21** | 27 | 23 | 0 | 46 | 22 | 18 | 14 | 27 | 20 | 66 | 16 | 21 |
| No | **79** | 73 | 77 | 100 | 54 | 78 | 82 | 86 | 73 | 80 | 34 | 84 | 79 |
| *95% Confidence interval* | ***±10*** | *±50* | *±37* | *±2* | *±29* | *±22* | *±22* | *±16* | *±17* | *±25* | *±46* | *±23* | *±57* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **69** | 3 | 5 | 6 | 11 | 14 | 12 | 18 | 25 | 10 | 4 | 10 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *.* | *.* | *.* | *.* | *.* | *1* | *3* | *.* | *.* | *.* | *.* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,676*** | *28* | *141* | *135* | *175* | *619* | *473* | *344* | *231* | *335* | *284* | *240* | *233* |

# B20A - What benefits have you achiev

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Made financial savings | **41** | 100 | 4 | 100 | 100 | 37 | 100 | 100 | 66 | 30 | 100 | 100 | 100 |
| Bill consolidation across multiple sites | **0** | . | 4 | . | . | . | . | . | 1 | . | . | . | . |
| Other | **11** | . | 4 | 100 | . | 12 | . | . | 13 | 14 | . | . | . |
| Nothing | **59** | . | 96 | . | . | 63 | . | . | 34 | 70 | . | . | . |
| *95% Confidence interval* | ***±21*** | *0* | *±23* | *0* | *0* | *±39* | *0* | *0* | *±31* | *±52* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 1 | 3 | 1 | 2 | 6 | 3 | 4 | 9 | 3 | 3 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *31* | *143* | *140* | *184* | *627* | *482* | *360* | *250* | *342* | *285* | *248* | *234* |

# B20ATX - What benefits have you achi

View verbatim text responses for this question

# B20B - In percentage terms, roughly h

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **6** | 100 | 100 | . | . | . | 29 | 81 | 56 | . | . | 100 | . |
| 6% to 10% | **39** | . | . | . | 1 | 46 | . | . | 44 | 46 | . | . | . |
| 11% to 15% | **8** | . | . | . | . | . | 71 | . | . | . | . | . | 100 |
| 36% to 40% | **2** | . | . | . | . | 2 | . | . | . | . | 100 | . | . |
| Amount in pounds | **45** | . | . | . | 99 | 53 | . | 19 | . | 54 | . | . | . |
| *95% Confidence interval* | ***±27*** | *0* | *0* | *0* | *±11* | *±56* | *±63* | *±45* | *±43* | *±69* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **13** | 1 | 1 | . | 2 | 3 | 2 | 3 | 5 | 2 | 1 | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | *1* | . | *2* | *1* | . | *2* | . | *2* | *1* | . |
| *Refused* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,731*** | *31* | *145* | *140* | *184* | *628* | *482* | *360* | *252* | *343* | *285* | *248* | *234* |

## B20BTX - In Pounds, roughly how muc

View verbatim text responses for this question

# B20_C - Were the savings you made du

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | . | 100 | 100 | 100 | 100 | 100 | 98 | 100 | 100 | 100 | 100 |
| Water efficiency services | **69** | 100 | . | 100 | 100 | 79 | 38 | 100 | 84 | 100 | 12 | . | 100 |
| Other | **0** | . | 100 | . | . | . | . | . | 2 | . | . | . | . |
| *95% Confidence interval* | ***±23*** | *0* | *0* | *0* | *0* | *±46* | *±55* | *0* | *±27* | *0* | *±45* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **16** | 1 | 1 | 1 | 1 | 3 | 3 | 3 | 7 | 1 | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,734*** | *31* | *145* | *140* | *185* | *630* | *482* | *361* | *252* | *344* | *286* | *248* | *234* |

## B20CTX - Were the savings you made

View verbatim text responses for this question

# B20CA - Roughly what proportion of tl

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **53** | . | . | . | . | 76 | . | . | . | 100 | . | . | . |
| 6% to 10% | **0** | 100 | . | . | . | . | . | . | 24 | . | . | . | . |
| 46% to 50% | **1** | . | . | . | 100 | . | . | 100 | 34 | . | . | . | . |
| 86% to 90% | **0** | . | . | . | . | . | . | . | 25 | . | . | . | . |
| 96% to 100% | **45** | . | . | . | . | 24 | 100 | . | 17 | . | 100 | 100 | 100 |
| *95% Confidence interval* | ***±28*** | *0* | *0* | *0* | *0* | *±48* | *0* | *0* | *±42* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **12** | 1 | . | . | 1 | 3 | 3 | 1 | 5 | 1 | 2 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *.* | *.* | *1* | *.* | *.* | *.* | *2* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,735*** | *31* | *146* | *140* | *185* | *630* | *482* | *361* | *253* | *344* | *286* | *248* | *234* |

# B20CB - Roughly what proportion of tl

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **3** | . | . | . | . | 4 | . | . | . | . | 100 | . | . |
| 1% to 5% | **16** | . | . | . | . | . | 100 | . | . | . | . | . | 100 |
| 6% to 10% | **0** | . | . | . | . | . | . | . | 30 | . | . | . | . |
| 46% to 50% | **2** | . | . | . | 100 | . | . | 100 | 41 | . | . | . | . |
| 91% to 95% | **79** | 100 | . | . | . | 96 | . | . | 29 | 100 | . | . | . |
| *95% Confidence interval* | ***±30*** | *0* | *0* | *0* | *0* | *±26* | *0* | *0* | *±56* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | . | . | 1 | 2 | 1 | 1 | 3 | 1 | 1 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *.* | *.* | *1* | *.* | *.* | *.* | *2* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,740*** | *31* | *146* | *140* | *185* | *631* | *484* | *361* | *255* | *344* | *287* | *250* | *234* |

# B20CC - Roughly what proportion of th

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **100** | . | . | . | . | 100 | 100 | . | . | . | 100 | . | 100 |
| 96% to 100% | **0** | . | 100 | . | . | . | . | . | 100 | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | 1 | . | . | 1 | 1 | . | 1 | . | 1 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,747*** | *32* | *145* | *141* | *186* | *632* | *484* | *364* | *258* | *345* | *287* | *250* | *234* |

## B21TX - What, if any, issues or probler

View verbatim text responses for this question

# B21A - Have you had any problems wi

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **7** | 1 95 | 12 90 | 15 95 | 3 95 | 7 | 8 | 10 95 | 21 95 | 7 | 6 | 8 | 8 |
| No | **93** | 99 95 | 88 90 | 85 95 | 97 95 | 93 | 92 | 90 95 | 79 95 | 93 | 94 | 92 | 92 |
| *95% Confidence interval* | ***±1*** | *±3* | *±5* | *±6* | *±3* | *±2* | *±2* | *±3* | *±5* | *±3* | *±3* | *±3* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,748** | 32 | 146 | 141 | 185 | 633 | 485 | 364 | 258 | 345 | 288 | 250 | 235 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | . | *1* | . | . | . | *1* | . | . | . | . |

# B21B - Using a scale of 0 to 10, where (

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 0 (no impact at all) | **66** | . | . | 85 | . | 67 | 57 | . | . | 100 | . | 100 | . |
| 1 | **0** | . | . | 15 | . | . | . | 100 | . | . | . | . | . |
| 3 | **10** | . | . | . | . | 10 | . | . | . | . | 30 | . | . |
| 4 | **18** | . | . | . | . | 19 | . | . | . | . | 58 | . | . |
| 5 | **2** | . | . | . | . | . | 43 | . | . | . | . | . | 100 |
| 8 | **4** | . | . | . | . | 4 | . | . | . | . | 12 | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *±50* | *0* | *±41* | *±69* | *0* | *0* | *0* | *±56* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | . | . | 2 | . | 5 | 2 | 1 | . | 2 | 3 | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *32* | *146* | *139* | *186* | *628* | *483* | *363* | *259* | *343* | *285* | *249* | *234* |

# B21C - What were they?

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **34** | 64 | 13 | 17 | 21 | 33 | 42 | 31 | **73** 95 | 31 | 48 | 33 | 50 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **61** | 64 | 42 | 83 | 70 | 63 | 56 | 70 | **11** 95 | 65 | 47 | 49 | 64 |
| Freetext | **20** | . | 51 | 1 | 29 | 20 | 15 | **7** 95 | **32** 95 | 20 | 14 | 18 | 11 |
| *95% Confidence interval* | ***±8*** | *±42* | *±22* | *±19* | *±23* | *±17* | *±19* | *±14* | *±13* | *±21* | *±30* | *±25* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **147** | 5 | 19 | 15 | 15 | 30 | 27 | 41 | 48 | 19 | 11 | 15 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Refused* | ***2*** | . | *1* | . | . | *1* | . | . | *1* | . | *1* | . | . |
| *Not asked* | ***1,601*** | *27* | *126* | *126* | *171* | *602* | *458* | *323* | *210* | *326* | *276* | *235* | *223* |

## B21CTX - What were they?

View verbatim text responses for this question

# B21D - How serious an impact did thes

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact | **42** | 36 | **7** 95 | 82 | 23 | 50 | **10** 95 | **11** 95 | **13** 95 | 56 | 16 | 20 | . |
| Fairly serious impact | **14** | 28 | **70** 95 | 1 | 4 | **6** 95 | **52** 95 | **35** 95 | **43** 95 | 6 | 4 | 66 | 37 |
| Not a very serious impact | **24** | 36 | 19 | 16 | 21 | 23 | 29 | **37** 95 | **37** 95 | 19 | 46 | 7 | 54 |
| No impact at all | **19** | . | **4** 95 | 1 | 52 | 22 | **8** 95 | 17 | **7** 95 | 20 | 34 | 8 | 9 |
| *95% Confidence interval* | ***±8*** | *±42* | *±20* | *±19* | *±25* | *±18* | *±19* | *±15* | *±14* | *±23* | *±28* | *±24* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 5 | 20 | 15 | 15 | 30 | 27 | 41 | 49 | 18 | 12 | 15 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,601*** | *27* | *126* | *126* | *171* | *602* | *458* | *323* | *210* | *326* | *276* | *235* | *223* |

# B21D|1GRP - How serious an impact d

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 64 | **77** 95 | 83 | 27 | 55 | 62 | 46 | 55 | 62 | 20 | 85 | 37 |
| Not a very serious impact & No impact at all | **44** | 36 | **23** 95 | 17 | 73 | 45 | 38 | 54 | 45 | 38 | 80 | 15 | 63 |
| *95% Confidence interval* | ***±8*** | *±42* | *±18* | *±19* | *±22* | *±18* | *±18* | *±15* | *±14* | *±22* | *±23* | *±18* | *±27* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 5 | 20 | 15 | 15 | 30 | 27 | 41 | 49 | 18 | 12 | 15 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,601*** | *27* | *126* | *126* | *171* | *602* | *458* | *323* | *210* | *326* | *276* | *235* | *223* |

# B21D|2GRP - How serious an impact d

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 64 | **77** 95 | 83 | 27 | 55 | 62 | 46 | 55 | 62 | 20 | 85 | 37 |
| Not a very serious impact | **24** | 36 | 19 | 16 | 21 | 23 | 29 | **37** 95 | **37** 95 | 19 | 46 | 7 | 54 |
| No impact at all | **19** | . | **4** 95 | 1 | 52 | 22 | **8** 95 | 17 | **7** 95 | 20 | 34 | 8 | 9 |
| *95% Confidence interval* | ***±8*** | *±42* | *±18* | *±19* | *±25* | *±18* | *±18* | *±15* | *±14* | *±22* | *±28* | *±18* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 5 | 20 | 15 | 15 | 30 | 27 | 41 | 49 | 18 | 12 | 15 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | *1* | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,601*** | *27* | *126* | *126* | *171* | *602* | *458* | *323* | *210* | *326* | *276* | *235* | *223* |

# B22A - Since April 2017, have you mad

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **12** | 16 | **5** 90 | 7 | **4** 90 | 13 | **2** 95 | 12 | **29** 95 | 12 | 20 | **1** 95 | **3** 95 |
| No | **88** | 84 | **95** 90 | 93 | **96** 90 | 87 | **98** 95 | 88 | **71** 95 | 88 | 80 | **99** 95 | **97** 95 |
| *95% Confidence interval* | ***±4*** | *±32* | *±8* | *±10* | *±8* | *±8* | *±4* | *±8* | *±11* | *±11* | *±16* | *±4* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **238** | 5 | 31 | 25 | 22 | 60 | 53 | 63 | 61 | 36 | 24 | 24 | 29 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,510*** | *26* | *114* | *116* | *164* | *573* | *432* | *300* | *197* | *309* | *264* | *226* | *206* |

# B23A - Which of the following have yo

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Retailer | **100** | . | . | . | . | 100 | 100 | . | 100 | . | 100 | . | 100 |
| Wholesaler | **20** | . | . | . | . | 21 | . | . | 100 | . | 21 | . | . |
| *95% Confidence interval* | ***±35*** | *0* | *0* | *0* | *0* | *±46* | *0* | *0* | *0* | *0* | *±46* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | . | . | . | 3 | 1 | . | 1 | . | 3 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *32* | *146* | *141* | *186* | *630* | *484* | *364* | *258* | *345* | *285* | *250* | *234* |

# B23ATX - Which of the following have

View verbatim text responses for this question

# B23B - What did the complaint(s) relat

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **18** | . | 55 | 96 | 25 | 16 | 37 | 20 | 85 | . | 88 | 55 | 33 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **64** | 100 | 54 | 2 | 48 | 64 | 43 | 82 | 21 | 73 | 25 | 55 | 40 |
| Other | **24** | . | 15 | 2 | 52 | 23 | 90 | 8 | 12 | 27 | 6 | 45 | 100 |
| *95% Confidence interval* | ***±15*** | *0* | *±44* | *±16* | *±49* | *±30* | *±43* | *±26* | *±19* | *±39* | *±38* | *±69* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **42** | 1 | 5 | 6 | 4 | 10 | 5 | 9 | 18 | 5 | 5 | 2 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,708*** | *31* | *141* | *135* | *182* | *623* | *480* | *355* | *241* | *340* | *283* | *248* | *232* |

## B23BTX - What did the complaint(s) re

View verbatim text responses for this question

# B24 - How satisfied or dissatisfied are

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Fairly satisfied | **10** | . | . | . | . | 10 | . | . | 100 | . | 10 | . | . |
| Neither satisfied nor dissatisfied | **70** | . | . | . | . | 69 | 100 | . | . | . | 69 | . | 100 |
| Very dissatisfied | **20** | . | . | . | . | 21 | . | . | . | . | 21 | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *0* | *0* | *±53* | *0* | *0* | *0* | *0* | *±53* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | . | . | . | 3 | 1 | . | 1 | . | 3 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *32* | *146* | *141* | *186* | *630* | *484* | *364* | *258* | *345* | *285* | *250* | *234* |

# B24GRP - How satisfied or dissatisfied

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **10** | . | . | . | . | 10 | . | . | 100 | . | 10 | . | . |
| Neither satisfied nor dissatisfied | **70** | . | . | . | . | 69 | 100 | . | . | . | 69 | . | 100 |
| Dissatisfied | **20** | . | . | . | . | 21 | . | . | . | . | 21 | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *0* | *0* | *±53* | *0* | *0* | *0* | *0* | *±53* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | . | . | . | 3 | 1 | . | 1 | . | 3 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *32* | *146* | *141* | *186* | *630* | *484* | *364* | *258* | *345* | *285* | *250* | *234* |

# B25 - Overall, how satisfied or dissatis

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | . | . | . | . | 32 | 100 | . | . | . | 32 | . | 100 |
| Very dissatisfied | **57** | . | . | . | . | 68 | . | . | . | . | 68 | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *±65* | *0* | *0* | *0* | *0* | *±65* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | . | . | 2 | 1 | . | . | . | 2 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,745*** | *32* | *146* | *141* | *186* | *630* | *484* | *364* | *258* | *345* | *285* | *250* | *234* |

# B25GRP - Overall, how satisfied or diss

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | . | . | . | . | 32 | 100 | . | . | . | 32 | . | 100 |
| Dissatisfied | **57** | . | . | . | . | 68 | . | . | . | . | 68 | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *±65* | *0* | *0* | *0* | *0* | *±65* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | . | . | 2 | 1 | . | . | . | 2 | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,745*** | *32* | *146* | *141* | *186* | *630* | *484* | *364* | *258* | *345* | *285* | *250* | *234* |

# B26A - Were you directed to an altern

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No | **100** | . | . | . | . | 100 | . | . | . | . | 100 | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1** | . | . | . | . | 1 | . | . | . | . | 1 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,749*** | *32* | *146* | *141* | *186* | *632* | *485* | *364* | *259* | *345* | *287* | *250* | *235* |

# B1 - Since April 2017, organisations ha

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **48** | **66** 95 | **77** 95 | **89** 95 | 49 | **88** 95 | **81** 95 | 48 | 47 | 47 | **87** 95 | **98** 95 | 49 |
| No | **52** | **34** 95 | **23** 95 | **11** 95 | 51 | **12** 95 | **19** 95 | 52 | 53 | 53 | **13** 95 | **2** 95 | 51 |
| *95% Confidence interval* | ***±2*** | *±6* | *±7* | *±4* | *±4* | *±6* | *±8* | *±4* | *±7* | *±6* | *±5* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 209 | 155 | 259 | 680 | 114 | 93 | 666 | 225 | 297 | 179 | 116 | 1,365 |

# B2A - How satisfied or dissatisfied are

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **5** | 26 | 21 | 3 | 3 | . | . | 1 | 0 | 12 | 2 | . | 12 |
| Fairly satisfied | **38** | 25 | 20 | 39 | **56** 95 | 47 | 4 | 46 | 16 | **64** 95 | 31 | 18 | **67** 95 |
| Neither satisfied nor dissatisfied | **53** | 49 | 58 | 56 | **31** 95 | 53 | 96 | 52 | 84 | **3** 95 | 67 | 78 | **20** 95 |
| Fairly dissatisfied | **1** | . | . | . | 2 | . | . | 1 | . | 4 | . | . | . |
| Very dissatisfied | **2** | . | . | 3 | 8 | . | . | . | . | **17** 95 | . | 4 | 1 |
| *95% Confidence interval* | ***±12*** | *±27* | *±39* | *±29* | *±21* | *±40* | *±19* | *±22* | *±25* | *±21* | *±31* | *±36* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 13 | 6 | 11 | 21 | 6 | 4 | 19 | 8 | 20 | 9 | 5 | 45 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *1* | . | . | *2* | *1* | . | . | . | *1* |
| *Not asked* | ***1,680*** | *196* | *149* | *248* | *658* | *108* | *89* | *645* | *216* | *277* | *170* | *111* | *1319* |

# B2AGRP - How satisfied or dissatisfied

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **43** | 51 | 42 | 42 | 59 90 | 47 | 4 | 47 | 16 | 76 95 | 33 | 18 | 79 95 |
| Neither satisfied nor dissatisfied | **53** | 49 | 58 | 56 | 31 95 | 53 | 96 | 52 | 84 | 3 95 | 67 | 78 | 20 95 |
| Dissatisfied | **3** | . | . | 3 | 10 | . | . | 1 | . | 21 95 | . | 4 | 1 |
| *95% Confidence interval* | ***±12*** | *±27* | *±39* | *±29* | *±21* | *±40* | *±19* | *±22* | *±25* | *±19* | *±31* | *±36* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 13 | 6 | 11 | 21 | 6 | 4 | 19 | 8 | 20 | 9 | 5 | 45 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *.* | *.* | *.* | *1* | *.* | *.* | *2* | *1* | *.* | *.* | *.* | *1* |
| *Not asked* | ***1,680*** | *196* | *149* | *248* | *658* | *108* | *89* | *645* | *216* | *277* | *170* | *111* | *1319* |

# B2B - How satisfied or dissatisfied are

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **14** | 27 | 21 | 5 | **35** 95 | . | 4 | 20 | 2 | 3 | 4 | 4 | **27** 95 |
| Fairly satisfied | **13** | 51 | 46 | 70 | 23 | 79 | 16 | **4** 90 | 78 | 28 | 20 | 92 | **18** 95 |
| Neither satisfied nor dissatisfied | **62** | 22 | . | 22 | **39** 95 | 21 | . | 74 | 21 | 14 | 22 | . | **55** 90 |
| Fairly dissatisfied | **8** | . | . | . | **1** 95 | . | . | **1** 95 | . | 48 | . | . | **.** 95 |
| Very dissatisfied | **2** | . | 32 | 2 | 2 | . | 80 | 1 | . | 6 | 54 | 4 | 1 |
| *95% Confidence interval* | ***±12*** | *±28* | *±40* | *±27* | *±21* | *±32* | *±39* | *±19* | *±29* | *±22* | *±33* | *±23* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 12 | 6 | 11 | 21 | 6 | 4 | 20 | 8 | 19 | 9 | 5 | 45 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *.* | *.* | *1* | *.* | *.* | *1* | *1* | *1* | *.* | *.* | *1* |
| *Not asked* | ***1,680*** | *196* | *149* | *248* | *658* | *108* | *89* | *645* | *216* | *277* | *170* | *111* | *1319* |

# B2BGRP - How satisfied or dissatisfied

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **27** | 78 | 68 | 75 | 58 95 | 79 | 20 | 24 | 79 | 32 | 24 | 96 | 45 95 |
| Neither satisfied nor dissatisfied | **62** | 22 | . | 22 | 39 95 | 21 | . | 74 | 21 | 14 | 22 | . | 55 90 |
| Dissatisfied | **11** | . | 32 | 2 | 4 | . | 80 | 2 95 | . | 54 | 54 | 4 | 1 95 |
| *95% Confidence interval* | ***±12*** | *±23* | *±37* | *±26* | *±21* | *±32* | *±39* | *±19* | *±28* | *±22* | *±33* | *±17* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 12 | 6 | 11 | 21 | 6 | 4 | 20 | 8 | 19 | 9 | 5 | 45 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *.* | *.* | *1* | *.* | *.* | *1* | *1* | *1* | *.* | *.* | *1* |
| *Not asked* | ***1,680*** | *196* | *149* | *248* | *658* | *108* | *89* | *645* | *216* | *277* | *170* | *111* | *1319* |

# B2C - Overall, how satisfied or dissatis

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | 1 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **35** | 38 | 36 | 23 95 | 35 | 22 95 | 9 95 | 35 | 24 95 | 34 | 20 95 | 23 95 | 36 |
| Fairly satisfied | **42** | 37 | 38 | 45 | 44 90 | 74 95 | 65 95 | 42 | 47 90 | 46 | 57 95 | 30 95 | 40 |
| Neither satisfied nor dissatisfied | **14** | 19 90 | 19 | 14 | 13 90 | 2 95 | 15 | 14 | 12 | 14 | 18 | 14 | 15 |
| Fairly dissatisfied | **4** | 2 90 | 5 | 10 95 | 4 | 1 95 | 7 | 2 95 | 15 95 | 5 | 3 | 25 95 | 4 |
| Very dissatisfied | **5** | 5 | 1 95 | 8 95 | 5 | 1 95 | 3 | 7 95 | 2 95 | 2 95 | 2 95 | 8 | 5 |
| *95% Confidence interval* | ***±2*** | *±7* | *±8* | *±6* | *±4* | *±8* | *±10* | *±4* | *±7* | *±6* | *±7* | *±8* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 205 | 154 | 253 | 674 | 110 | 90 | 660 | 224 | 293 | 176 | 113 | 1,141 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *1* | *4* | *6* | *4* | *1* | *6* | *1* | *4* | *2* | *2* | *11* |
| *Refused* | ***2*** | *.* | *.* | *2* | *.* | *.* | *2* | *.* | *.* | *.* | *1* | *1* | *.* |

# B2CGRP - Overall, how satisfied or dis

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | 1 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **77** | 74 | 75 | 68 95 | 79 95 | 96 95 | 75 | 77 | 71 95 | 79 | 77 | 52 95 | 76 |
| Neither satisfied nor dissatisfied | **14** | 19 90 | 19 | 14 | 13 90 | 2 95 | 15 | 14 | 12 | 14 | 18 | 14 | 15 |
| Dissatisfied | **9** | 7 | 6 | 18 95 | 8 | 2 95 | 11 | 9 | 17 95 | 6 90 | 5 95 | 33 95 | 9 |
| *95% Confidence interval* | ***±2*** | *±6* | *±7* | *±6* | *±3* | *±4* | *±9* | *±3* | *±6* | *±5* | *±6* | *±9* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 205 | 154 | 253 | 674 | 110 | 90 | 660 | 224 | 293 | 176 | 113 | 1,141 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *1* | *4* | *6* | *4* | *1* | *6* | *1* | *4* | *2* | *2* | *11* |
| *Refused* | ***2*** | *.* | *.* | *2* | *.* | *.* | *2* | *.* | *.* | *.* | *1* | *1* | *.* |

# B2D - Why were you dissatisfied?

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Water quality issue (e.g. cloudy water/strange taste) | **5** | 4 | 5 | . 95 | 8 | 12 | . 95 | 6 | 2 | 12 | 7 | . 95 | . |
| Price (e.g. too expensive) | **10** | 9 | 9 | 16 | 13 | 37 | 5 | 6 | 24 | 5 | 35 | 6 | 4 |
| Customer service (e.g. slow to respond to issues, hard to get in contact with etc.) | **63** | 38 | 31 | 52 | 57 | 61 | 31 95 | 72 | 65 | 17 95 | 42 | 28 95 | 96 |
| Billing issues (e.g. not receiving bills, incorrect charges) | **74** | 70 | 68 | 92 95 | 68 | 73 | 67 | 71 | 85 | 63 | 56 | 85 90 | . |
| Other | **25** | 38 | 31 | 34 | 17 | 30 | 43 95 | 31 | 8 | 29 | 44 | 31 | 96 |
| *95% Confidence interval* | ***±8*** | *±26* | *±23* | *±15* | *±15* | *±30* | *±19* | *±14* | *±24* | *±19* | *±23* | *±17* | *±27* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **144** | 13 | 16 | 40 | 41 | 10 | 26 | 39 | 15 | 25 | 18 | 30 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,606*** | *196* | *139* | *219* | *639* | *104* | *67* | *627* | *210* | *272* | *161* | *86* | *1363* |

# B2DTX - Why were you dissatisfied?

View verbatim text responses for this question

# B3 - Has the tariff charged by either yc

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - gone up | **9** | 4 | . | 14 | 9 | . | 50 | 7 | 15 | 4 | 43 | 20 | 9 |
| Yes - gone down | **2** | . | . | 1 | . | . | . | 3 | . | . | . | . | 3 |
| No - not changed | **90** | 96 | 100 | 85 | 91 | 100 | 50 | 90 | 85 | 96 | 57 | 80 | 88 |
| *95% Confidence interval* | ***±7*** | *±12* | *0* | *±22* | *±11* | *0* | *±44* | *±13* | *±22* | *±9* | *±37* | *±35* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **65** | 11 | 4 | 10 | 26 | 4 | 5 | 21 | 10 | 18 | 7 | 5 | 46 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *4* | *4* | *3* | *5* | *2* | *.* | *9* | *3* | *5* | *5* | *1* | *15* |
| *Not asked* | ***1,659*** | *194* | *147* | *246* | *649* | *108* | *88* | *636* | *212* | *274* | *167* | *110* | *1304* |

# B3B - Which of the following scenarios

| Response option | Overall | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 | **6** | **1** 95 | 5 | 7 | **8** 90 | 8 | **2** 95 | 7 | **1** 95 | **14** 95 | **3** 95 | **11** 90 | 6 |
| You are currently actively considering switching retailer. By actively considering, | **3** | **17** 95 | 5 | **22** 95 | 3 | 3 | **7** 90 | 3 | **1** 95 | **6** 95 | **11** 95 | **28** 95 | 2 |
| You actively considered switching but decided not to | **5** | 6 | **9** 90 | **10** 95 | **3** 95 | 3 | **2** 90 | 3 | **1** 95 | **2** 95 | 4 | **10** 90 | **3** 95 |
| You actually tried to arrange a switch but something prevented the switch from | **2** | **0** 95 | **.** 95 | 2 | **1** 95 | **0** 95 | **0** 95 | 3 | **0** 95 | **1** 95 | **0** 95 | **.** 95 | **1** 95 |
| You have not actively considered switching but plan to over the next 3 months | **6** | **16** 95 | **14** 95 | **10** 95 | 5 | **2** 95 | 11 | 5 | 7 | **13** 95 | **12** 95 | **20** 95 | 5 |
| You have not actively considered switching but plan to at some point further in the | **28** | 30 | **44** 95 | **21** 95 | 27 | **62** 95 | **67** 95 | 25 | **38** 95 | **45** 95 | **40** 95 | **18** 95 | 27 |
| You are not interested in switching water and wastewater retailer | **50** | **30** 95 | **22** 95 | **27** 95 | 53 | **21** 95 | **10** 95 | **54** 90 | 52 | **20** 95 | **31** 95 | **13** 95 | **56** 95 |
| *95% Confidence interval* | ***±3*** | *±7* | *±9* | *±6* | *±5* | *±10* | *±10* | *±5* | *±8* | *±7* | *±8* | *±8* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 151 | 122 | 229 | 403 | 93 | 86 | 377 | 149 | 205 | 151 | 109 | 906 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *2* | *.* | *4* | *3* | *.* | *.* | *5* | *.* | *3* | *2* | *1* | *11* |
| *Refused* | ***4*** | *.* | *.* | *2* | *2* | *1* | *1* | *1* | *.* | *.* | *.* | *2* | *3* |
| *Not asked* | ***575*** | *56* | *33* | *24* | *272* | *20* | *6* | *283* | *76* | *89* | *26* | *4* | *445* |

Detailed) | By Annual Water Usage | By Amount Paid Per Annum | By Ove satisfaction current clea and waste retaile

# B3B|1GRP - Which of the following sc

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **24** 95 | 20 | **41** 95 | 14 | 15 | 12 | 16 | **3** 95 | **22** 95 | 17 | **48** 95 | **12** 95 |
| You have not actively considered switching but plan to over the next 3 months & You | **34** | **46** 95 | **58** 95 | 31 | 32 | **64** 95 | **78** 95 | 31 | **45** 95 | **58** 95 | **51** 95 | 38 | **32** 90 |
| You are not interested in switching water and wastewater retailer | **50** | **30** 95 | **22** 95 | **27** 95 | 53 | **21** 95 | **10** 95 | **54** 90 | 52 | **20** 95 | **31** 95 | **13** 95 | **56** 95 |
| *95% Confidence interval* | ***±3*** | *±8* | *±9* | *±6* | *±5* | *±10* | *±9* | *±5* | *±8* | *±7* | *±8* | *±9* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 151 | 122 | 229 | 403 | 93 | 86 | 377 | 149 | 205 | 151 | 109 | 906 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *2* | *.* | *4* | *3* | *.* | *.* | *5* | *.* | *3* | *2* | *1* | *11* |
| *Refused* | ***4*** | *.* | *.* | *2* | *2* | *1* | *1* | *1* | *.* | *.* | *.* | *2* | *3* |
| *Not asked* | ***575*** | *56* | *33* | *24* | *272* | *20* | *6* | *283* | *76* | *89* | *26* | *4* | *445* |

# B3B|2GRP - Which of the following sc

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **24** 95 | 20 | **41** 95 | 14 | 15 | 12 | 16 | **3** 95 | **22** 95 | 17 | **48** 95 | **12** 95 |
| You have not actively considered switching but plan to over the next 3 months & You | **84** | **76** 95 | 80 | **59** 95 | 86 | 85 | 88 | 84 | **97** 95 | **78** 95 | 83 | **52** 95 | **88** 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±7* | *±6* | *±3* | *±7* | *±7* | *±4* | *±3* | *±6* | *±6* | *±9* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 151 | 122 | 229 | 403 | 93 | 86 | 377 | 149 | 205 | 151 | 109 | 906 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *2* | *.* | *4* | *3* | *.* | *.* | *5* | *.* | *3* | *2* | *1* | *11* |
| *Refused* | ***4*** | *.* | *.* | *2* | *2* | *1* | *1* | *1* | *.* | *.* | *.* | *2* | *3* |
| *Not asked* | ***575*** | *56* | *33* | *24* | *272* | *20* | *6* | *283* | *76* | *89* | *26* | *4* | *445* |

# B3B|3GRP - Which of the following sc

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **20** | **40** 95 | **34** 95 | **50** 95 | 18 | 17 | 23 | 18 | **9** 95 | **34** 95 | **29** 95 | **69** 95 | **17** 95 |
| You actually tried to arrange a switch but something prevented the switch from | **80** | **60** 95 | **66** 95 | **50** 95 | 82 | 83 | 77 | 82 | **91** 95 | **66** 95 | **71** 95 | **31** 95 | **83** 95 |
| *95% Confidence interval* | ***±2*** | *±8* | *±8* | *±6* | *±4* | *±8* | *±9* | *±4* | *±5* | *±7* | *±7* | *±9* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 151 | 122 | 229 | 403 | 93 | 86 | 377 | 149 | 205 | 151 | 109 | 906 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *2* | *.* | *4* | *3* | *.* | *.* | *5* | *.* | *3* | *2* | *1* | *11* |
| *Refused* | ***4*** | *.* | *.* | *2* | *2* | *1* | *1* | *1* | *.* | *.* | *.* | *2* | *3* |
| *Not asked* | ***575*** | *56* | *33* | *24* | *272* | *20* | *6* | *283* | *76* | *89* | *26* | *4* | *445* |

# B3B|4GRP - Which of the following sc

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 151 | 122 | 229 | 403 | 93 | 86 | 377 | 149 | 205 | 151 | 109 | 906 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *2* | *.* | *4* | *3* | *.* | *.* | *5* | *.* | *3* | *2* | *1* | *11* |
| *Refused* | ***4*** | *.* | *.* | *2* | *2* | *1* | *1* | *1* | *.* | *.* | *.* | *2* | *3* |
| *Not asked* | ***575*** | *56* | *33* | *24* | *272* | *20* | *6* | *283* | *76* | *89* | *26* | *4* | *445* |

# B3C - Just to double check that your or

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - continue | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **51** | 4 | 5 | 14 | 19 | 7 | 6 | 16 | 3 | 9 | 6 | 9 | 35 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,699*** | *205* | *150* | *245* | *661* | *107* | *87* | *650* | *222* | *288* | *173* | *107* | *1330* |

# B4A - Are you aware that intermediari

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - aware | **76** | 80 | 94 95 | 93 95 | 73 | 54 95 | 99 95 | 74 | 79 | 67 95 | 86 95 | 98 95 | 75 90 |
| No - not aware | **24** | 20 | 6 95 | 7 95 | 27 | 46 95 | 1 95 | 26 | 21 | 33 95 | 14 95 | 2 95 | 25 90 |
| *95% Confidence interval* | ***±2*** | *±6* | *±4* | *±3* | *±4* | *±10* | *±2* | *±4* | *±7* | *±6* | *±6* | *±3* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,171** | 153 | 122 | 232 | 407 | 93 | 86 | 382 | 149 | 208 | 152 | 110 | 917 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***579*** | *56* | *33* | *27* | *273* | *21* | *7* | *284* | *76* | *89* | *27* | *6* | *448* |

# B4B - Which of the following have you

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Open Water website | **10** | 18 | **28** 90 | **23** 95 | 15 | 11 | **42** 95 | 7 | . | 7 | **27** 95 | **27** 95 | **15** 95 |
| A retailer's website | **34** | **22** 90 | **10** 95 | **25** 95 | **45** 95 | **9** 95 | 38 | 34 | 12 | **1** 95 | **14** 95 | 32 | **46** 95 |
| A price comparison website | **31** | **15** 95 | **13** 95 | **5** 95 | 37 | **4** 95 | **7** 95 | 31 | 69 | **6** 95 | **4** 95 | **5** 95 | **40** 95 |
| Direct contact with another retailer | **23** | 22 | 13 | 27 | **11** 95 | **52** 95 | **61** 95 | 27 | 8 | 22 | **13** 90 | **38** 95 | **16** 95 |
| A broker | **30** | **48** 95 | **66** 95 | **46** 95 | **43** 95 | 36 | 32 | 32 | 18 | **42** 95 | **66** 95 | 38 | **37** 95 |
| A consultant | **2** | **8** 90 | **23** 95 | **30** 95 | 1 | 9 | **15** 95 | 1 | 3 | 4 | **12** 95 | **32** 95 | 3 |
| Other | **4** | **13** 95 | **.** 95 | **16** 95 | 1 | 5 | **18** 95 | 2 | . | 9 | 8 | **15** 95 | 3 |
| None of the above | **19** | **1** 95 | **2** 95 | **5** 95 | 18 | **.** 95 | **.** 95 | 19 | 7 | 24 | **.** 95 | **9** 95 | **12** 95 |
| *95% Confidence interval* | ***±6*** | *±15* | *±21* | *±10* | *±12* | *±17* | *±17* | *±13* | *±23* | *±14* | *±15* | *±13* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 40 | 20 | 88 | 62 | 35 | 31 | 50 | 16 | 51 | 38 | 52 | 168 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know/cant remember* | ***9*** | *.* | *1* | *4* | *1* | *2* | *1* | *2* | *.* | *1* | *2* | *1* | *6* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

## B4BTX - Which of the following have y

View verbatim text responses for this question

# B5 - How easy or difficult was it for yo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **25** | 19 | 19 | 26 | 14 95 | 66 95 | 22 | 11 95 | 18 | 62 95 | 13 95 | 26 | 21 90 |
| Fairly easy | **47** | 52 | 43 | 39 95 | 79 95 | 21 95 | 28 95 | 58 90 | 64 | 22 95 | 53 | 28 95 | 73 95 |
| Neither easy nor difficult | **6** | 22 95 | 23 95 | 21 95 | 1 95 | 4 | 16 90 | 0 95 | 8 | 12 90 | 18 95 | 23 95 | 1 95 |
| Fairly difficult | **1** | 3 | 13 90 | 10 95 | . | 7 90 | 31 95 | . | 8 | 3 | 15 95 | 17 95 | 1 |
| Very difficult | **22** | 5 95 | 1 95 | 4 95 | 6 95 | 1 95 | 3 95 | 30 | 1 | 1 95 | 1 95 | 6 95 | 5 95 |
| *95% Confidence interval* | ***±6*** | *±15* | *±22* | *±10* | *±11* | *±16* | *±17* | *±14* | *±24* | *±14* | *±16* | *±12* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 40 | 20 | 86 | 56 | 34 | 30 | 46 | 15 | 49 | 38 | 51 | 164 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *.* | *1* | *5* | *7* | *2* | *2* | *5* | *1* | *3* | *1* | *2* | *9* |
| *Refused* | ***2*** | *.* | *.* | *1* | *1* | *1* | *.* | *1* | *.* | *.* | *1* | *.* | *1* |
| *Not asked* | ***1,498*** | *169* | *134* | *167* | *616* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B5|1GRP - How easy or difficult was it

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **72** | 71 | 63 | 65 90 | 92 95 | 87 95 | 50 95 | 69 | 82 | 84 95 | 65 | 54 95 | 93 95 |
| Neither easy nor difficult | **6** | 22 95 | 23 95 | 21 95 | 1 95 | 4 | 16 90 | 0 95 | 8 | 12 90 | 18 95 | 23 95 | 1 95 |
| Fairly difficult & Very difficult | **23** | 8 95 | 14 | 14 95 | 6 95 | 9 95 | 34 | 30 | 10 | 3 95 | 16 | 23 | 6 95 |
| *95% Confidence interval* | ***±6*** | *±14* | *±21* | *±10* | *±7* | *±11* | *±18* | *±13* | *±19* | *±10* | *±15* | *±14* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 40 | 20 | 86 | 56 | 34 | 30 | 46 | 15 | 49 | 38 | 51 | 164 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *.* | *1* | *5* | *7* | *2* | *2* | *5* | *1* | *3* | *1* | *2* | *9* |
| *Refused* | ***2*** | *.* | *.* | *1* | *1* | *1* | *.* | *1* | *.* | *.* | *1* | *.* | *1* |
| *Not asked* | ***1,498*** | *169* | *134* | *167* | *616* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B5B - Why was this difficult?

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Didn't know where to look for information/where to go | **1** | 45 | . | 13 | . | . | . | . | . | . | 16 | 9 | 2 |
| Don't know enough about the new market | **0** | . | . | 18 | . | . | 9 | . | . | . | . | 18 | 1 |
| Information not available via phone/online/my preferred communication | **61** | 45 | . | 7 | . | 50 | . | 73 | 57 | 22 | . | 7 | 6 |
| Information found wasn't relevant | **0** | . | 9 | 20 | . | 15 | . | . | . | . | 8 | 19 | 1 |
| Information found wasn't clear/didn't understand information | **1** | 16 | 26 | 10 | . | . | 9 | . | 28 | . | 16 | 9 | 4 |
| Other | **38** | 38 | 74 | 80 | 100 | 50 | 91 | 27 | 15 | 100 | 84 | 84 | 90 |
| *95% Confidence interval* | ***±16*** | *±49* | *±50* | *±20* | *0* | *±44* | *±23* | *±43* | *±56* | *±47* | *±29* | *±23* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **34** | 4 | 3 | 15 | 3 | 5 | 6 | 4 | 3 | 3 | 6 | 11 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,716*** | *205* | *152* | *244* | *677* | *109* | *87* | *662* | *222* | *294* | *173* | *105* | *1348* |

## B5BTX - Why was this difficult?

View verbatim text responses for this question

# B6 - How easy or difficult was it to con

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **24** | 27 | 36 | 17 90 | 16 90 | 22 | 12 95 | 12 95 | 2 | 36 90 | 16 | 14 95 | 19 95 |
| Fairly easy | **31** | 41 | 18 | 35 | 44 95 | 43 | 23 | 28 | 58 | 42 | 47 90 | 26 | 50 95 |
| Neither easy nor difficult | **6** | 21 95 | 36 | 28 95 | 7 | 17 90 | 20 95 | 5 | 27 | 15 95 | 16 90 | 31 95 | 3 95 |
| Fairly difficult | **38** | 5 95 | 10 | 13 95 | 32 | 14 95 | 36 | 55 95 | 12 | 5 95 | 17 95 | 18 95 | 29 95 |
| Very difficult | **1** | 6 | . | 7 95 | 1 | 5 | 9 90 | 1 | 1 | 2 | 4 | 11 95 | 0 |
| *95% Confidence interval* | ***±7*** | *±17* | *±22* | *±11* | *±14* | *±18* | *±19* | *±15* | *±26* | *±15* | *±18* | *±14* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 32 | 18 | 67 | 50 | 28 | 25 | 44 | 14 | 40 | 29 | 42 | 140 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *4* | *2* | *18* | *8* | *6* | *6* | *7* | *2* | *8* | *7* | *7* | *26* |
| *Refused* | ***13*** | *4* | *1* | *7* | *5* | *3* | *1* | *1* | *.* | *4* | *4* | *4* | *8* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B6|1GRP - How easy or difficult was it

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **55** | 68 90 | 54 | 52 | 60 | 64 | 35 95 | 40 95 | 59 | 78 95 | 63 | 40 95 | 69 95 |
| Neither easy nor difficult | **6** | 21 95 | 36 | 28 95 | 7 | 17 90 | 20 95 | 5 | 27 | 15 95 | 16 90 | 31 95 | 3 95 |
| Fairly difficult & Very difficult | **39** | 11 95 | 10 | 20 95 | 33 | 19 95 | 45 | 55 95 | 14 | 7 95 | 21 95 | 30 | 29 95 |
| *95% Confidence interval* | ***±7*** | *±16* | *±23* | *±12* | *±14* | *±18* | *±20* | *±15* | *±26* | *±13* | *±18* | *±15* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 32 | 18 | 67 | 50 | 28 | 25 | 44 | 14 | 40 | 29 | 42 | 140 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *4* | *2* | *18* | *8* | *6* | *6* | *7* | *2* | *8* | *7* | *7* | *26* |
| *Refused* | ***13*** | *4* | *1* | *7* | *5* | *3* | *1* | *1* | *.* | *4* | *4* | *4* | *8* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B6B - Why was this difficult?

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Prices weren't clear | **1** | 25 | 100 | 0 | . | . | 70 | 0 | . | . | 69 | 20 | 1 |
| Information wasn't consistent/was hard to compare | **41** | 18 | 100 | 47 | 93 | . | 67 | 42 | 48 | 18 | 64 | 32 | 95 93 |
| Didn't know what to compare (lack of familiarity with the market) | **0** | 5 | . | . | . | 12 | . | . | . | 8 | 5 | . | 0 |
| Not enough time | **14** | . | . | 3 | . | . | 3 | 14 | . | . | . | 4 | 0 95 |
| Retailer failed to respond to query | **2** | 4 | . | 9 | 3 | . | . | 1 | . | 53 | . | 10 | 0 |
| Retailers not interested in me as a customer | **0** | 5 | . | . | . | . | 4 | . | . | . | 5 | . | 0 |
| Information not available via phone/online/my preferred communication | **54** | 53 | . | 9 | 0 | 48 | . | 55 | 52 | 21 | . | 10 | 2 95 |
| Other | **3** | 59 | . | 41 | 4 | 52 | 27 | 2 | . | 11 | 26 | 55 | 6 |
| *95% Confidence interval* | ***±16*** | *±37* | *0* | *±23* | *±22* | *±40* | *±33* | *±40* | *±57* | *±40* | *±38* | *±26* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **38** | 7 | 1 | 18 | 5 | 6 | 8 | 6 | 3 | 6 | 6 | 14 | 21 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | . | . | . | *1* | . | *1* |
| *Not asked* | ***1,711*** | *202* | *154* | *241* | *675* | *108* | *85* | *660* | *222* | *291* | *172* | *102* | *1343* |

## B6BTX - Why was this difficult?

View verbatim text responses for this question

# B7A - How important or unimportant

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **62** | 82 95 | 56 | 65 | 48 95 | 31 95 | 50 | 57 | 85 | 73 90 | 75 90 | 61 | 53 95 |
| Fairly important | **32** | 15 95 | 43 | 32 | 42 90 | 68 95 | 47 90 | 41 | 8 | 16 95 | 25 | 37 | 39 95 |
| Neither important nor unimportant | **4** | 1 | . 95 | 0 95 | 7 | 0 95 | . 95 | . 95 | 7 | 11 95 | . 95 | 0 95 | 6 95 |
| Fairly unimportant | **1** | 2 | 2 | 1 | 2 | . 90 | 3 | 2 | . | 0 | . 90 | 2 | 2 95 |
| Very unimportant | **0** | . | . | 2 95 | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±6*** | *±12* | *±21* | *±10* | *±12* | *±15* | *±17* | *±13* | *±18* | *±12* | *±13* | *±13* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 40 | 21 | 91 | 63 | 37 | 32 | 52 | 16 | 52 | 40 | 53 | 174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | *1* | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7A|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 97 | 98 | 96 | 90 | **100** 95 | 97 | **98** 90 | 93 | **89** 90 | **100** 95 | 98 | **92** 95 |
| Neither important nor unimportant | **4** | 1 | . 95 | **0** 95 | 7 | **0** 95 | . 95 | . 95 | 7 | **11** 95 | . 95 | **0** 95 | **6** 95 |
| Fairly unimportant & Very unimportant | **1** | 2 | 2 | 3 | 2 | . 90 | 3 | 2 | . | 0 | . 90 | 2 | **2** 95 |
| *95% Confidence interval* | ***±3*** | *±6* | *±6* | *±4* | *±7* | *±2* | *±6* | *±4* | *±13* | *±9* | *0* | *±4* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 40 | 21 | 91 | 63 | 37 | 32 | 52 | 16 | 52 | 40 | 53 | 174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | *1* | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7B - How important or unimportant

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **59** | **29** 95 | 54 | **66** 90 | **39** 95 | **79** 95 | **72** 90 | 54 | 33 | **44** 95 | 51 | **80** 95 | **45** 95 |
| Fairly important | **36** | **58** 95 | 39 | **29** 90 | **57** 95 | **20** 95 | **20** 95 | 43 | 21 | 38 | 45 | **15** 95 | **49** 95 |
| Neither important nor unimportant | **3** | 5 | 7 | 3 | 4 | 1 | 3 | 1 | 37 | **12** 95 | 2 | 2 | **5** 95 |
| Fairly unimportant | **2** | **8** 90 | . 95 | 2 | 1 | . 95 | 5 | 1 | 10 | 5 | 2 | 3 | 1 |
| Very unimportant | **0** | . | . | . | 0 | . | . | . | . | 1 | . | . | **0** 90 |
| *95% Confidence interval* | ***±6*** | *±15* | *±21* | *±10* | *±12* | *±13* | *±15* | *±14* | *±24* | *±13* | *±16* | *±11* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 40 | 21 | 90 | 63 | 36 | 32 | 52 | 16 | 52 | 39 | 53 | 173 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *2* | . | *1* | . | . | . | . | *1* | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7B|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 87 | 93 | 95 | 95 | 99 95 | 93 | 97 | 53 | 82 95 | 96 | 95 | 93 |
| Neither important nor unimportant | **3** | 5 | 7 | 3 | 4 | 1 | 3 | 1 | 37 | 12 95 | 2 | 2 | 5 95 |
| Fairly unimportant & Very unimportant | **2** | 8 90 | . 95 | 2 | 1 | . 95 | 5 | 1 | 10 | 7 | 2 | 3 | 2 |
| *95% Confidence interval* | ***±3*** | *±10* | *±11* | *±5* | *±5* | *±3* | *±9* | *±4* | *±24* | *±11* | *±6* | *±6* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 40 | 21 | 90 | 63 | 36 | 32 | 52 | 16 | 52 | 39 | 53 | 173 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *2* | . | *1* | . | . | . | . | *1* | . | . |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7C - How important or unimportant v

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **37** | 27 | 14 95 | 41 | 33 | 62 95 | 39 | 29 | 13 | 41 | 25 90 | 45 | 31 95 |
| Fairly important | **39** | 40 | 26 | 30 95 | 35 | 14 95 | 44 | 47 | 22 | 33 | 48 | 29 90 | 36 |
| Neither important nor unimportant | **9** | 14 | 27 95 | 18 95 | 12 | 9 | 3 90 | 8 | 44 | 16 90 | 9 | 16 90 | 12 95 |
| Fairly unimportant | **4** | 9 | 6 | 10 95 | 3 | 3 | 10 | 2 | . | 6 | 17 95 | 8 | 4 |
| Very unimportant | **11** | 10 | 27 90 | 2 95 | 17 | 12 | 5 90 | 14 | 21 | 4 95 | 1 95 | 2 95 | 17 95 |
| *95% Confidence interval* | ***±6*** | *±15* | *±19* | *±10* | *±12* | *±16* | *±17* | *±14* | *±24* | *±13* | *±16* | *±13* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 40 | 21 | 88 | 61 | 36 | 32 | 50 | 16 | 52 | 39 | 53 | 169 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | . | . | *4* | *2* | *1* | . | *2* | . | . | *1* | . | *4* |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7C|1GRP - How important or unimpc

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **76** | 66 | **41** 95 | 70 | 68 | 76 | 82 | 75 | 34 | 74 | 73 | 74 | **67** 95 |
| Neither important nor unimportant | **9** | 14 | **27** 95 | **18** 95 | 12 | 9 | **3** 90 | 8 | 44 | **16** 90 | 9 | **16** 90 | **12** 95 |
| Fairly unimportant & Very unimportant | **15** | 20 | **33** 90 | 12 | 20 | 16 | 15 | 17 | 21 | 10 | 19 | 10 | **21** 95 |
| *95% Confidence interval* | ***±5*** | *±15* | *±21* | *±10* | *±12* | *±14* | *±13* | *±12* | *±24* | *±12* | *±14* | *±12* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 40 | 21 | 88 | 61 | 36 | 32 | 50 | 16 | 52 | 39 | 53 | 169 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | . | . | *4* | *2* | *1* | . | *2* | . | . | *1* | . | *4* |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7D - How important or unimportant

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 24 | 27 | 51 95 | 21 | 26 | 69 95 | 20 | 9 | 33 | 45 90 | 53 95 | 33 |
| Fairly important | **22** | 26 | 33 | 25 | 13 | 26 | 25 | 1 | 72 | 16 | 38 95 | 26 | 17 90 |
| Neither important nor unimportant | **12** | 3 95 | 2 | 10 | 29 | 11 | 3 95 | 22 | . | 14 | 5 90 | 7 | 4 95 |
| Fairly unimportant | **13** | 14 | 3 | 10 | 10 | 5 90 | . 95 | 24 | 19 | 7 | 5 90 | 12 | 16 90 |
| Very unimportant | **23** | 33 | 36 | 4 95 | 26 | 32 | 2 95 | 33 | . | 30 | 7 95 | 1 95 | 30 95 |
| *95% Confidence interval* | ***±8*** | *±21* | *±23* | *±11* | *±21* | *±18* | *±17* | *±24* | *±36* | *±20* | *±18* | *±14* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 20 | 17 | 75 | 19 | 27 | 28 | 15 | 6 | 22 | 30 | 46 | 92 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | *2* | *1* | . | . | *1* | . | . | . | . | *2* |
| *Not asked* | ***1,610*** | *189* | *138* | *182* | *660* | *87* | *65* | *650* | *219* | *275* | *149* | *70* | *1271* |

# B7D|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **52** | 50 | 59 | **76** 95 | 34 | 52 | **94** 95 | 20 | 81 | 50 | **82** 95 | **79** 95 | 50 |
| Neither important nor unimportant | **12** | **3** 95 | 2 | 10 | 29 | 11 | **3** 95 | 22 | . | 14 | **5** 90 | 7 | **4** 95 |
| Fairly unimportant & Very unimportant | **36** | 47 | 39 | **14** 95 | 36 | 37 | **2** 95 | 57 | 19 | 37 | **13** 95 | **14** 95 | **46** 95 |
| *95% Confidence interval* | ***±8*** | *±22* | *±23* | *±10* | *±22* | *±19* | *±9* | *±25* | *±31* | *±21* | *±14* | *±12* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 20 | 17 | 75 | 19 | 27 | 28 | 15 | 6 | 22 | 30 | 46 | 92 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *.* | *2* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *2* |
| *Not asked* | ***1,610*** | *189* | *138* | *182* | *660* | *87* | *65* | *650* | *219* | *275* | *149* | *70* | *1271* |

# B7E - How important or unimportant v

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **11** | **2** 95 | 21 | **6** 95 | 17 | **4** 95 | **5** 90 | 14 | 5 | 10 | 11 | **3** 95 | **17** 95 |
| Fairly important | **37** | **24** 95 | **2** 95 | **2** 95 | 41 | **2** 95 | **0** 95 | **51** 95 | 22 | **15** 95 | **0** 95 | **1** 95 | 38 |
| Neither important nor unimportant | **7** | **27** 95 | 16 | **17** 95 | 9 | 11 | 12 | **2** 95 | 38 | **19** 95 | **29** 95 | 12 | **10** 95 |
| Fairly unimportant | **28** | **14** 95 | 18 | **36** 95 | 22 | **58** 95 | 31 | **17** 95 | 14 | **47** 95 | 27 | **43** 95 | **20** 95 |
| Very unimportant | **16** | **34** 95 | **43** 95 | **39** 95 | 11 | 25 | **52** 95 | 16 | 21 | **9** 90 | **33** 95 | **41** 95 | 15 |
| *95% Confidence interval* | ***±6*** | *±15* | *±21* | *±10* | *±12* | *±16* | *±17* | *±14* | *±24* | *±14* | *±15* | *±13* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 39 | 21 | 90 | 62 | 36 | 32 | 52 | 16 | 51 | 40 | 53 | 171 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *1* | *.* | *2* | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *3* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7E|1GRP - How important or unimpc

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **49** | **25** 95 | **22** 95 | **7** 95 | **58** 90 | **6** 95 | **5** 95 | **65** 95 | 27 | **26** 95 | **11** 95 | **4** 95 | **55** 95 |
| Neither important nor unimportant | **7** | **27** 95 | 16 | **17** 95 | 9 | 11 | 12 | **2** 95 | 38 | **19** 95 | **29** 95 | 12 | **10** 95 |
| Fairly unimportant & Very unimportant | **44** | 47 | **61** 90 | **75** 95 | **33** 95 | **83** 95 | **83** 95 | **33** 90 | 35 | **56** 90 | **60** 95 | **83** 95 | **34** 95 |
| *95% Confidence interval* | ***±6*** | *±16* | *±21* | *±9* | *±12* | *±12* | *±13* | *±13* | *±24* | *±14* | *±15* | *±10* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 39 | 21 | 90 | 62 | 36 | 32 | 52 | 16 | 51 | 40 | 53 | 171 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *1* | *.* | *2* | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *3* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7F - How important or unimportant v

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **43** | 38 | 43 | **52** 95 | **21** 95 | **81** 95 | 32 | 36 | 13 | **60** 95 | 41 | 50 | **32** 95 |
| Fairly important | **37** | 43 | 31 | 36 | **54** 95 | **16** 95 | 26 | 40 | 72 | **20** 95 | 41 | 30 | **50** 95 |
| Neither important nor unimportant | **7** | **16** 90 | 6 | 10 | 3 | **2** 90 | **24** 95 | 6 | 3 | **17** 95 | **2** 90 | **17** 95 | **3** 95 |
| Fairly unimportant | **13** | **4** 95 | 14 | **2** 95 | **21** 95 | **0** 95 | 18 | 18 | 12 | **2** 95 | 15 | **2** 95 | 14 |
| Very unimportant | **0** | . | 7 | . | . | 1 | . | . | . | 1 | 1 | . | 0 |
| *95% Confidence interval* | ***±6*** | *±15* | *±21* | *±10* | *±12* | *±13* | *±16* | *±13* | *±22* | *±13* | *±15* | *±13* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 40 | 21 | 91 | 62 | 37 | 32 | 52 | 16 | 51 | 40 | 53 | 172 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | *1* | *1* | . | . | . | . | . | . | . | *2* |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7F|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 80 | 73 | 88 95 | 75 | 97 95 | 58 95 | 76 | 86 | 80 | 82 | 81 | 82 |
| Neither important nor unimportant | **7** | 16 90 | 6 | 10 | 3 | 2 90 | 24 95 | 6 | 3 | 17 95 | 2 90 | 17 95 | 3 95 |
| Fairly unimportant & Very unimportant | **13** | 4 95 | 21 | 2 95 | 21 90 | 1 95 | 18 | 18 | 12 | 3 95 | 16 | 2 95 | 15 |
| *95% Confidence interval* | ***±5*** | *±12* | *±19* | *±7* | *±11* | *±5* | *±17* | *±12* | *±17* | *±11* | *±12* | *±11* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 40 | 21 | 91 | 62 | 37 | 32 | 52 | 16 | 51 | 40 | 53 | 172 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | *1* | *1* | . | . | . | . | . | . | . | *2* |
| *Refused* | ***1*** | . | . | . | . | . | . | . | . | *1* | . | . | . |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7G - How important or unimportant

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **26** | 16 90 | 14 | 37 95 | 27 | 14 95 | 24 | 21 | 7 | 12 95 | 21 | 47 95 | 18 95 |
| Fairly important | **30** | 43 90 | 42 | 32 | 43 95 | 11 95 | 55 95 | 35 | 24 | 25 | 40 | 35 | 45 95 |
| Neither important nor unimportant | **11** | 16 | 9 | 13 | 15 | 10 | 3 95 | 7 | 44 | 13 | 15 | 3 95 | 17 95 |
| Fairly unimportant | **28** | 23 | 29 | 14 95 | 14 95 | 64 95 | 14 95 | 29 | 25 | 47 95 | 24 | 9 95 | 17 95 |
| Very unimportant | **6** | 1 95 | 6 | 4 | 2 95 | 1 95 | 4 | 9 | . | 2 90 | 0 95 | 7 | 2 95 |
| *95% Confidence interval* | ***±6*** | *±15* | *±21* | *±10* | *±12* | *±15* | *±18* | *±13* | *±24* | *±14* | *±15* | *±13* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 40 | 21 | 89 | 62 | 37 | 31 | 52 | 16 | 52 | 39 | 53 | 172 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *.* | *.* | *3* | *1* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *2* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7G|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **55** | 59 | 56 | **69** 95 | **70** 95 | **25** 95 | **79** 95 | 56 | 31 | **37** 95 | 61 | **82** 95 | **64** 95 |
| Neither important nor unimportant | **11** | 16 | 9 | 13 | 15 | 10 | **3** 95 | 7 | 44 | 13 | 15 | **3** 95 | **17** 95 |
| Fairly unimportant & Very unimportant | **34** | 24 | 34 | **18** 95 | **16** 95 | **65** 95 | **18** 95 | 37 | 25 | **49** 95 | 24 | **15** 95 | **19** 95 |
| *95% Confidence interval* | ***±6*** | *±15* | *±21* | *±10* | *±11* | *±15* | *±14* | *±14* | *±24* | *±14* | *±15* | *±10* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 40 | 21 | 89 | 62 | 37 | 31 | 52 | 16 | 52 | 39 | 53 | 172 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *.* | *.* | *3* | *1* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *2* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7H - How important or unimportant

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 30 | 23 | 31 | 28 | 62 95 | 14 95 | 22 | 34 | 28 | 38 | 25 | 24 95 |
| Fairly important | **50** | 47 | 25 95 | 42 90 | 52 | 18 95 | 31 95 | 65 95 | 23 | 22 95 | 34 95 | 43 | 52 |
| Neither important nor unimportant | **13** | 13 | 21 | 10 | 18 | 2 95 | 29 95 | 9 | 31 | 25 95 | 13 | 10 | 18 95 |
| Fairly unimportant | **7** | 8 | 30 95 | 13 95 | 3 95 | 18 90 | 20 95 | 3 | 12 | 24 95 | 12 | 17 95 | 5 |
| Very unimportant | **1** | 1 | 2 | 4 95 | . | . | 6 | 1 | . | 1 | 4 | 6 95 | 0 |
| *95% Confidence interval* | ***±6*** | *±16* | *±20* | *±10* | *±12* | *±16* | *±16* | *±13* | *±23* | *±12* | *±15* | *±13* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 39 | 21 | 91 | 63 | 36 | 32 | 52 | 16 | 50 | 40 | 53 | 173 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *.* | *1* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *1* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7H|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 77 | 48 95 | 73 90 | 80 | 80 | 45 95 | 87 90 | 58 | 50 95 | 71 | 67 95 | 76 95 |
| Neither important nor unimportant | **13** | 13 | 21 | 10 | 18 | 2 95 | 29 95 | 9 | 31 | 25 95 | 13 | 10 | 18 95 |
| Fairly unimportant & Very unimportant | **8** | 10 | 31 95 | 16 95 | 3 95 | 18 90 | 26 95 | 4 | 12 | 26 95 | 16 | 23 95 | 5 95 |
| *95% Confidence interval* | ***±5*** | *±13* | *±21* | *±9* | *±10* | *±13* | *±17* | *±9* | *±24* | *±14* | *±14* | *±13* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 39 | 21 | 91 | 63 | 36 | 32 | 52 | 16 | 50 | 40 | 53 | 173 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *.* | *1* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *1* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7I - How important or unimportant w

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **64** | 72 | 82 95 | 78 95 | 46 95 | 43 95 | 76 | 55 | 49 | 73 90 | 82 95 | 85 95 | 44 95 |
| Fairly important | **32** | 28 | 12 95 | 21 95 | 48 95 | 57 95 | 24 | 39 | 44 | 25 | 18 95 | 14 95 | 49 95 |
| Neither important nor unimportant | **3** | . 95 | 6 | 1 95 | 6 | . 95 | . 95 | 4 | . | . 95 | . 95 | 1 95 | 6 95 |
| Fairly unimportant | **1** | . | . | . | . | . | . | 1 | 7 | . | . | . | 1 95 |
| Very unimportant | **0** | . | . | . | . | . | . | . | . | 1 | . | . | . |
| *95% Confidence interval* | ***±6*** | *±14* | *±16* | *±8* | *±12* | *±16* | *±15* | *±14* | *±24* | *±12* | *±12* | *±10* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 40 | 21 | 91 | 63 | 36 | 32 | 52 | 16 | 52 | 39 | 53 | 174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | *1* | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7I|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **96** | 100 95 | 94 | 99 95 | 94 | 100 95 | 100 95 | 94 | 93 | 99 90 | 100 95 | 99 95 | 93 95 |
| Neither important nor unimportant | **3** | . 95 | 6 | 1 95 | 6 | . 95 | . 95 | 4 | . | . 95 | . 95 | 1 95 | 6 95 |
| Fairly unimportant & Very unimportant | **1** | . | . | . | . | . | . | 1 | 7 | 1 | . | . | 1 |
| *95% Confidence interval* | ***±3*** | *0* | *±10* | *±2* | *±6* | *0* | *0* | *±6* | *±12* | *±3* | *0* | *±2* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 40 | 21 | 91 | 63 | 36 | 32 | 52 | 16 | 52 | 39 | 53 | 174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | *1* | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,499*** | *169* | *134* | *167* | *617* | *77* | *61* | *614* | *209* | *245* | *139* | *63* | *1191* |

# B7_J - Are there any other factors whi

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, Nothing | **91** | 100 | 100 | 43 | 95 | 12 | 47 | 98 | 100 | 61 | 83 | 38 | 89 |
| Freetext | **9** | . | . | 57 | 5 | 88 | 53 | 2 | . | 39 | 17 | 62 | 11 |
| *95% Confidence interval* | ***±7*** | *0* | *0* | *±23* | *±10* | *±24* | *±40* | *±6* | *0* | *±29* | *±28* | *±27* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **58** | 4 | 5 | 18 | 21 | 7 | 6 | 16 | 4 | 11 | 7 | 12 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,692*** | *205* | *150* | *241* | *659* | *107* | *87* | *650* | *221* | *286* | *172* | *104* | *1328* |

## B7_JTX - Are there any other factors w

View verbatim text responses for this question

# B8A - How satisfied or dissatisfied wer

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **39** | . | . | . | . | . | . | 91 | . | . | . | . | 41 |
| Fairly satisfied | **47** | . | . | 18 | 80 | 18 | . | . | . | 97 | . | 25 | 50 |
| Neither satisfied nor dissatisfied | **14** | 100 | . | 82 | 20 | 82 | . | 9 | . | 3 | 100 | 75 | 9 |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *±37* | *±55* | *±37* | *0* | *±39* | *0* | *±19* | *0* | *±60* | *±40* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 2 | . | 4 | 2 | 4 | . | 2 | . | 3 | 2 | 2 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *207* | *155* | *255* | *678* | *110* | *93* | *664* | *225* | *294* | *177* | *114* | *1359* |

# B8B - How satisfied or dissatisfied wer

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | . | . | 80 | . | . | . | . | 12 | . | . | 6 |
| Fairly satisfied | **81** | . | . | 18 | . | 18 | . | 91 | . | 85 | . | 25 | 85 |
| Neither satisfied nor dissatisfied | **14** | 100 | . | 82 | 20 | 82 | . | 9 | . | 3 | 100 | 75 | 9 |
| *95% Confidence interval* | ***±26*** | *0* | *0* | *±37* | *±55* | *±37* | *0* | *±39* | *0* | *±40* | *0* | *±60* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 2 | . | 4 | 2 | 4 | . | 2 | . | 3 | 2 | 2 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *207* | *155* | *255* | *678* | *110* | *93* | *664* | *225* | *294* | *177* | *114* | *1359* |

# B8C - How satisfied or dissatisfied wer

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **2** | 100 | . | . | 100 | . | . | . | . | 3 | . | . | . |
| Fairly satisfied | **75** | . | . | 23 | . | 24 | . | . | . | 96 | . | 25 | 88 |
| Neither satisfied nor dissatisfied | **1** | . | . | 8 | . | 3 | . | . | . | 1 | 4 | . | 1 |
| Fairly dissatisfied | **21** | . | 100 | 69 | . | 72 | 100 | . | . | . | 96 | 75 | 11 |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *±45* | *0* | *±51* | *0* | *0* | *0* | *±23* | *±27* | *±60* | *±32* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | 1 | 4 | 1 | 3 | 1 | . | . | 3 | 2 | 2 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *208* | *154* | *255* | *679* | *111* | *92* | *666* | *225* | *294* | *177* | *114* | *1361* |

# B8D - How satisfied or dissatisfied wer

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | 100 | . | 23 | 100 | 24 | . | . | . | 3 | . | 25 | 4 |
| Fairly satisfied | **72** | . | . | . | . | . | . | . | . | 96 | . | . | 84 |
| Neither satisfied nor dissatisfied | **12** | . | 100 | 3 | . | 3 | 100 | . | . | . | 100 | . | . |
| Fairly dissatisfied | **11** | . | . | 74 | . | 72 | . | . | . | 1 | . | 75 | 12 |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *±43* | *0* | *±51* | *0* | *0* | *0* | *±23* | *0* | *±60* | *±36* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | 1 | 4 | 1 | 3 | 1 | . | . | 3 | 2 | 2 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *208* | *154* | *255* | *679* | *111* | *92* | *666* | *225* | *294* | *177* | *114* | *1361* |

# B9A - How important or unimportant a

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **53** | 59 90 | 63 95 | 60 95 | 48 95 | 67 95 | 29 95 | 54 | 35 95 | 75 95 | 64 95 | 62 | 53 |
| Fairly important | **33** | 30 | 36 | 28 | 34 | 21 95 | 71 95 | 29 95 | 57 95 | 21 95 | 33 | 35 | 31 95 |
| Neither important nor unimportant | **6** | 5 | 1 95 | 11 95 | 9 95 | 4 | . 95 | 8 | 3 95 | 2 95 | 2 95 | 2 95 | 7 |
| Fairly unimportant | **5** | 4 | . 95 | 0 95 | 4 95 | 8 | . 95 | 6 | 4 | 2 95 | 0 95 | 0 95 | 6 95 |
| Very unimportant | **3** | 1 | . 95 | . 95 | 5 95 | . 95 | . 95 | 3 | 1 95 | . 95 | . 95 | . 95 | 3 95 |
| *95% Confidence interval* | ***±3*** | *±7* | *±8* | *±8* | *±4* | *±11* | *±12* | *±4* | *±7* | *±5* | *±8* | *±12* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 167 | 134 | 160 | 611 | 76 | 60 | 607 | 209 | 242 | 137 | 60 | 1,174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *1* | *1* | . | . | *1* | . | . | . | . | *3* |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9A|1GRP - How important or unimpo

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **85** | 90 90 | 99 95 | 88 | 83 95 | 88 | 100 95 | 83 95 | 92 95 | 96 95 | 98 95 | 97 95 | 84 95 |
| Neither important nor unimportant | **6** | 5 | 1 95 | 11 95 | 9 95 | 4 | . 95 | 8 | 3 95 | 2 95 | 2 95 | 2 95 | 7 |
| Fairly unimportant & Very unimportant | **8** | 5 90 | . 95 | 0 95 | 8 | 8 | . 95 | 9 | 5 95 | 2 95 | 0 95 | 0 95 | 9 95 |
| *95% Confidence interval* | ***±2*** | *±5* | *±2* | *±5* | *±3* | *±7* | *0* | *±3* | *±4* | *±2* | *±2* | *±4* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 167 | 134 | 160 | 611 | 76 | 60 | 607 | 209 | 242 | 137 | 60 | 1,174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | *1* | *1* | . | . | *1* | . | . | . | . | *3* |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9B - How important or unimportant a

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **48** | 47 | **63** 95 | 48 | **42** 95 | **64** 95 | **16** 95 | 47 | 46 | **54** 90 | **57** 95 | **68** 95 | **50** 95 |
| Fairly important | **41** | 44 | **34** 90 | 45 | **44** 95 | **31** 90 | **76** 95 | 41 | **47** 90 | 39 | **32** 95 | 31 | **39** 90 |
| Neither important nor unimportant | **6** | 5 | **2** 95 | 5 | 6 | 3 | 2 | 5 | 5 | 7 | 5 | **1** 95 | 5 |
| Fairly unimportant | **4** | **1** 95 | **1** 95 | **2** 90 | **5** 95 | **0** 95 | **1** 95 | 4 | **2** 95 | **1** 95 | **1** 95 | **0** 95 | 4 |
| Very unimportant | **2** | 3 | **.** 95 | **.** 95 | **3** 95 | 1 | 6 | 3 | **1** 95 | **.** 95 | **6** 95 | **.** 95 | **1** 95 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±4* | *±11* | *±11* | *±4* | *±7* | *±6* | *±8* | *±12* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 167 | 134 | 161 | 608 | 76 | 60 | 604 | 208 | 242 | 137 | 60 | 1,176 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *.* | *.* | *.* | *4* | *.* | *.* | *4* | *1* | *.* | *.* | *.* | *1* |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9B|1GRP - How important or unimpc

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **89** | 91 | **97** 95 | **93** 95 | **86** 95 | **96** 95 | 91 | 88 | **93** 95 | **92** 95 | 89 | **99** 95 | 89 |
| Neither important nor unimportant | **6** | 5 | **2** 95 | 5 | 6 | 3 | 2 | 5 | 5 | 7 | 5 | **1** 95 | 5 |
| Fairly unimportant & Very unimportant | **6** | 4 | **1** 95 | **2** 95 | **9** 95 | **1** 95 | 6 | 7 | **2** 95 | **1** 95 | 7 | **0** 95 | 6 |
| *95% Confidence interval* | ***±2*** | *±4* | *±3* | *±4* | *±3* | *±5* | *±7* | *±3* | *±3* | *±3* | *±5* | *±3* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 167 | 134 | 161 | 608 | 76 | 60 | 604 | 208 | 242 | 137 | 60 | 1,176 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | . | *4* | . | . | *4* | *1* | . | . | . | *1* |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9C - How important or unimportant a

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **58** | 57 | 55 | 42 95 | 52 95 | 73 95 | 71 95 | 60 | 54 | 64 95 | 52 | 66 | 61 95 |
| Fairly important | **28** | 25 | 33 | 38 95 | 31 90 | 17 95 | 21 | 26 | 30 | 28 | 34 | 24 | 27 95 |
| Neither important nor unimportant | **7** | 7 | 9 | 9 | 9 95 | 1 95 | 6 | 7 | 5 | 5 | 9 | 9 | 6 95 |
| Fairly unimportant | **4** | 9 95 | 3 | 11 95 | 6 95 | 1 95 | 2 | 4 | 8 95 | 2 95 | 4 | 1 95 | 4 |
| Very unimportant | **2** | 2 | . 95 | 0 95 | 3 | 8 90 | . 95 | 3 | 2 | 0 95 | 2 | . 95 | 2 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±4* | *±10* | *±12* | *±4* | *±7* | *±6* | *±8* | *±12* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 165 | 134 | 161 | 608 | 75 | 58 | 604 | 207 | 239 | 135 | 60 | 1,164 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *1* | *.* | *.* | *2* | *1* | *2* | *3* | *1* | *2* | *2* | *.* | *10* |
| *Refused* | ***2*** | *.* | *.* | *.* | *2* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *2* |
| *Not asked* | ***273*** | *43* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *56* | *42* | *56* | *189* |

# B9C|1GRP - How important or unimpc

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **86** | 82 | 88 | 79 95 | 83 95 | 90 | 92 | 86 | 84 | 93 95 | 85 | 90 | 88 95 |
| Neither important nor unimportant | **7** | 7 | 9 | 9 | 9 95 | 1 95 | 6 | 7 | 5 | 5 | 9 | 9 | 6 95 |
| Fairly unimportant & Very unimportant | **7** | 12 95 | 3 95 | 12 95 | 9 95 | 9 | 2 95 | 6 | 10 90 | 2 95 | 6 | 1 95 | 6 |
| *95% Confidence interval* | ***±2*** | *±6* | *±5* | *±6* | *±3* | *±7* | *±7* | *±3* | *±5* | *±3* | *±6* | *±7* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 165 | 134 | 161 | 608 | 75 | 58 | 604 | 207 | 239 | 135 | 60 | 1,164 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *1* | *.* | *.* | *2* | *1* | *2* | *3* | *1* | *2* | *2* | *.* | *10* |
| *Refused* | ***2*** | *.* | *.* | *.* | *2* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *2* |
| *Not asked* | ***273*** | *43* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *56* | *42* | *56* | *189* |

# B9D - How important or unimportant

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **16** | 18 | 20 | **23** 95 | 15 | 12 | **5** 95 | **18** 90 | **8** 95 | **12** 95 | **9** 95 | **29** 95 | 17 |
| Fairly important | **29** | 29 | **41** 95 | 27 | 29 | **56** 95 | 24 | 30 | **22** 95 | **44** 95 | 35 | **40** 90 | **32** 95 |
| Neither important nor unimportant | **16** | 20 | 17 | 15 | **13** 95 | **5** 95 | **55** 95 | **13** 95 | **26** 95 | **20** 90 | **9** 95 | **6** 95 | **15** 95 |
| Fairly unimportant | **26** | 22 | 20 | 26 | **32** 95 | **17** 95 | **9** 95 | **28** 90 | 25 | **13** 95 | 25 | 21 | 26 |
| Very unimportant | **13** | 12 | **2** 95 | **9** 90 | **11** 90 | 10 | **7** 90 | **11** 90 | **19** 95 | 11 | **22** 95 | **3** 95 | **11** 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±8* | *±7* | *±4* | *±11* | *±13* | *±4* | *±6* | *±6* | *±8* | *±13* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 164 | 133 | 160 | 603 | 76 | 60 | 597 | 208 | 241 | 137 | 59 | 1,162 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *3* | *1* | *1* | *8* | *.* | *.* | *10* | *1* | *1* | *.* | *1* | *13* |
| *Not asked* | ***274*** | *42* | *21* | *98* | *69* | *38* | *33* | *59* | *16* | *55* | *42* | *56* | *190* |

# B9D|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **45** | 46 | **61** 95 | 50 | 44 | **68** 95 | **29** 95 | 48 | **30** 95 | **56** 95 | 44 | **70** 95 | **48** 95 |
| Neither important nor unimportant | **16** | 20 | 17 | 15 | **13** 95 | **5** 95 | **55** 95 | **13** 95 | **26** 95 | **20** 90 | **9** 95 | **6** 95 | **15** 95 |
| Fairly unimportant & Very unimportant | **38** | 34 | **22** 95 | 35 | **43** 95 | **27** 95 | **15** 95 | 39 | **44** 90 | **24** 95 | **47** 95 | **24** 95 | **37** 95 |
| *95% Confidence interval* | ***±3*** | *±8* | *±8* | *±8* | *±4* | *±10* | *±13* | *±4* | *±7* | *±6* | *±8* | *±12* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 164 | 133 | 160 | 603 | 76 | 60 | 597 | 208 | 241 | 137 | 59 | 1,162 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *3* | *1* | *1* | *8* | *.* | *.* | *10* | *1* | *1* | *.* | *1* | *13* |
| *Not asked* | ***274*** | *42* | *21* | *98* | *69* | *38* | *33* | *59* | *16* | *55* | *42* | *56* | *190* |

# B9E - How important or unimportant a

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **61** | **68** 95 | **68** 90 | **77** 95 | **58** 95 | **28** 95 | **89** 95 | 61 | 60 | **71** 95 | 66 | **92** 95 | **60** 90 |
| Fairly important | **30** | 25 | 31 | **16** 95 | **34** 95 | **60** 95 | **11** 95 | 32 | **24** 95 | 26 | 25 | **5** 95 | **32** 95 |
| Neither important nor unimportant | **7** | **3** 95 | **1** 95 | 6 | 6 | **2** 95 | **.** 95 | **5** 90 | **14** 95 | **1** 95 | **2** 95 | **0** 95 | **5** 95 |
| Fairly unimportant | **1** | 3 | **.** 95 | 1 | 1 | **11** 95 | **.** 95 | 1 | 1 | 2 | **7** 95 | 3 | 1 |
| Very unimportant | **1** | **0** 95 | **.** 95 | **.** 95 | 1 | **.** 95 | **.** 95 | 1 | **0** 95 | **.** 95 | **.** 95 | **.** 95 | **2** 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±8* | *±6* | *±4* | *±11* | *±8* | *±4* | *±7* | *±6* | *±8* | *±7* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 167 | 133 | 161 | 611 | 76 | 59 | 607 | 209 | 241 | 136 | 60 | 1,173 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *1* | *.* | *4* |
| *Refused* | ***2*** | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9E|1GRP - How important or unimpo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **91** | 93 | 99 95 | 93 | 92 | 88 | 100 95 | 93 | 85 95 | 97 95 | 91 | 97 95 | 92 90 |
| Neither important nor unimportant | **7** | 3 95 | 1 95 | 6 | 6 | 2 95 | . 95 | 5 90 | 14 95 | 1 95 | 2 95 | 0 95 | 5 95 |
| Fairly unimportant & Very unimportant | **2** | 3 | . 95 | 1 | 2 | 11 95 | . 95 | 2 | 2 | 2 | 7 95 | 3 | 3 95 |
| *95% Confidence interval* | ***±1*** | *±4* | *±2* | *±4* | *±2* | *±7* | *0* | *±2* | *±5* | *±2* | *±5* | *±4* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 167 | 133 | 161 | 611 | 76 | 59 | 607 | 209 | 241 | 136 | 60 | 1,173 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | *1* | . | . | . | *1* | . | . | *1* | *1* | . | *4* |
| *Refused* | ***2*** | . | . | . | *1* | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9F - Are there any other factors whic

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, nothing | **86** | 83 | 82 | 66 95 | 87 | 89 | 86 | 88 90 | 81 95 | 76 95 | 81 90 | 62 95 | 88 95 |
| Good service/quality of supplier | **2** | 4 | 3 | 4 | 3 | 2 | 5 | 2 | 3 | 1 95 | 6 95 | 17 95 | 1 95 |
| Good quality/clean water | **2** | 1 | 4 | 1 | 3 | 0 95 | 3 | 3 | 2 | 1 | 5 90 | . 95 | 2 |
| Good repairs service/quick repairs needed | **2** | 3 | 3 | 4 | 1 95 | 3 | 0 90 | 1 95 | 1 90 | 18 95 | 2 | 6 | 2 95 |
| Good communication/point of contact/kept updated | **3** | 2 | 2 | 7 95 | 4 | 2 | 3 | 3 | 2 | 1 95 | 5 | 3 | 3 95 |
| Good customer service | **1** | 2 | 1 | 5 95 | 1 | . 95 | 1 | 0 | . 95 | 0 90 | 1 | 4 | 0 90 |
| Good pricing/not too expensive | **1** | 0 | 3 | 1 | 1 | 3 | 0 90 | 1 | . 95 | 1 | 2 | 0 | 1 |
| Freetext | **7** | 5 | 6 | 20 95 | 5 95 | 4 | 5 | 5 95 | 13 95 | 20 95 | 5 | 15 90 | 5 95 |
| *95% Confidence interval* | ***±2*** | *±6* | *±7* | *±7* | *±3* | *±7* | *±9* | *±3* | *±5* | *±5* | *±7* | *±12* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 167 | 134 | 161 | 612 | 76 | 60 | 608 | 207 | 242 | 137 | 60 | 1,174 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | . | . | . | . | *2* | . | . | . | *3* |
| *Not asked* | ***272*** | *42* | *21* | *98* | *68* | *38* | *33* | *58* | *16* | *55* | *42* | *56* | *188* |

# B9FTX - Are there any other factors wl

View verbatim text responses for this question

# B11B - Did the broker or consultant yo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They contacted me | **82** | 78 | 39 | **41** 95 | 88 | **22** 95 | 37 | 89 | 48 | 81 | **65** 95 | **23** 95 | **77** 95 |
| I approached them | **18** | 22 | 61 | **59** 95 | 12 | **78** 95 | 63 | 11 | 52 | 19 | **35** 95 | **77** 95 | **23** 95 |
| *95% Confidence interval* | ***±7*** | *±17* | *±28* | *±14* | *±12* | *±16* | *±24* | *±15* | *±37* | *±15* | *±17* | *±16* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **122** | 23 | 12 | 50 | 29 | 25 | 15 | 18 | 7 | 26 | 30 | 27 | 86 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *1* | *1* | *3* | *.* | *.* | *.* | *.* | *.* | *2* | *1* | *1* | *2* |
| *Not asked* | ***1,623*** | *185* | *142* | *206* | *651* | *89* | *78* | *648* | *218* | *269* | *148* | *88* | *1277* |

# B12A - How satisfied or dissatisfied we

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **61** | 22 95 | 67 | 41 95 | 54 | 69 | 26 | 53 | 14 | 74 90 | 38 95 | 47 90 | 55 95 |
| Fairly satisfied | **33** | 56 95 | 20 | 40 | 42 | 21 90 | 37 | 40 | 82 | 17 95 | 54 95 | 32 | 40 95 |
| Neither satisfied nor dissatisfied | **5** | 16 90 | . | 15 95 | 5 | 6 | 21 | 7 | . | 6 | 5 | 15 90 | 4 |
| Fairly dissatisfied | **0** | 6 | 1 | 4 95 | 0 | 4 | 15 | . | 4 | . | 3 | 6 | 0 |
| Very dissatisfied | **0** | . | 11 | . | . | . | . | . | . | 3 | . | . | 0 |
| *95% Confidence interval* | ***±8*** | *±18* | *±25* | *±13* | *±16* | *±17* | *±24* | *±18* | *±23* | *±15* | *±17* | *±18* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 28 | 14 | 53 | 37 | 28 | 16 | 28 | 11 | 31 | 32 | 29 | 107 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *.* | *1* | *1* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *2* |
| *Refused* | ***1*** | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* |
| *Not asked* | ***1,598*** | *180* | *141* | *204* | *641* | *86* | *77* | *638* | *213* | *264* | *147* | *87* | *1255* |

# B12AGRP - How satisfied or dissatisfie

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **94** | 78 95 | 87 | 81 95 | 95 | 89 | 64 | 93 | 96 | 91 | 92 | 79 95 | 95 |
| Neither satisfied nor dissatisfied | **5** | 16 90 | . | 15 95 | 5 | 6 | 21 | 7 | . | 6 | 5 | 15 90 | 4 |
| Dissatisfied | **1** | 6 | 13 | 4 95 | 0 | 4 | 15 | . | 4 | 3 | 3 | 6 | 1 |
| *95% Confidence interval* | ***±4*** | *±15* | *±17* | *±10* | *±7* | *±11* | *±24* | *±9* | *±12* | *±10* | *±9* | *±15* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 28 | 14 | 53 | 37 | 28 | 16 | 28 | 11 | 31 | 32 | 29 | 107 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *.* | *1* | *1* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *2* |
| *Refused* | ***1*** | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* |
| *Not asked* | ***1,598*** | *180* | *141* | *204* | *641* | *86* | *77* | *638* | *213* | *264* | *147* | *87* | *1255* |

# B12B - You said you were satisfied, ple

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | 100 | 100 | 100 | . | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 5 | 2 | 11 | 4 | 8 | . | 2 | 2 | 5 | 8 | 3 | 16 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *204* | *153* | *248* | *676* | *106* | *93* | *664* | *223* | *292* | *171* | *113* | *1349* |

## B12BTX - You said you were satisfied,

View verbatim text responses for this question

# B12C - You said you were dissatisfied,

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | 100 | 100 | 100 | 100 | . | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 3 | 2 | 3 | 1 | 2 | 3 | . | 2 | 1 | 3 | 2 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *206* | *153* | *256* | *679* | *112* | *90* | *666* | *223* | *296* | *176* | *114* | *1359* |

## B12CTX - You said you were dissatisfie

View verbatim text responses for this question

# B13 - How did you arrange the switch?

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Using a retailer website or direct contact with retailer | **43** | 54 | 45 | 53 | **23** 95 | 96 | 54 | 41 | 14 | 34 | 70 | 69 | **28** 95 |
| Using a price comparison website | **2** | . | . | 2 | 1 | . | . | 1 | 70 | 1 | 3 | . | 3 |
| Using a broker or consultant | **36** | 46 | 42 | 44 | 46 | 2 | 43 | 36 | 16 | 48 | 27 | 31 | 95 **50** |
| Other | **18** | . | 13 | **1** 95 | 30 | 2 | 3 | 22 | . | 17 | . | . | 19 |
| *95% Confidence interval* | ***±12*** | *±44* | *±44* | *±22* | *±21* | *±15* | *±37* | *±23* | *±37* | *±30* | *±34* | *±26* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 5 | 5 | 20 | 22 | 7 | 7 | 17 | 6 | 11 | 7 | 12 | 38 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | . | . | *2* | . | . | *2* | . | *1* | . | . | *3* |
| *Refused* | ***1*** | . | . | *1* | . | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***1,682*** | *204* | *150* | *238* | *656* | *106* | *86* | *647* | *219* | *285* | *171* | *104* | *1324* |

## B13TX - How did you arrange the swit

View verbatim text responses for this question

# B14_ - Why did you decide to switch r

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cheaper/lower price | **48** | 21 | 51 | 43 | 59 | 8 | 40 | 46 | 85 | 50 | 68 | 42 | 66 95 |
| Freetext | **54** | 79 | 55 | 82 | 41 90 | 92 | 92 | 55 | 15 | 53 | 37 | 86 | 36 95 |
| *95% Confidence interval* | ***±12*** | *±36* | *±44* | *±22* | *±20* | *±20* | *±36* | *±23* | *±29* | *±30* | *±36* | *±28* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 5 | 5 | 19 | 23 | 7 | 7 | 18 | 6 | 11 | 7 | 12 | 39 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *.* | *2* | *1* | *1* | *.* | *1* | *.* | *1* | *1* | *.* | *2* |
| *Not asked* | ***1,682*** | *204* | *150* | *238* | *656* | *106* | *86* | *647* | *219* | *285* | *171* | *104* | *1324* |

# B14TX - Why did you decide to switch

View verbatim text responses for this question

# B14B - Have you consolidated your wa

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - consolidated with other services | **25** | . | 42 | 2 95 | 2 95 | 2 | . | 31 | . | 3 | 14 | . | 0 95 |
| No - did not consolidate with other services | **75** | 100 | 58 | 98 95 | 98 95 | 98 | 100 | 69 | 100 | 97 | 86 | 100 | 100 95 |
| *95% Confidence interval* | ***±10*** | *0* | *±43* | *±6* | *±5* | *±10* | *0* | *±21* | *0* | *±9* | *±24* | *0* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **68** | 5 | 5 | 21 | 24 | 8 | 7 | 19 | 6 | 12 | 8 | 12 | 41 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,682*** | *204* | *150* | *238* | *656* | *106* | *86* | *647* | *219* | *285* | *171* | *104* | *1324* |

# B15 - Once you had chosen the retaile

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **58** | 54 | 60 | 30 | 75 95 | 87 | 44 | 57 | 11 | 85 | 5 | 32 | 74 95 |
| Fairly easy | **18** | 25 | 40 | 37 | 24 | 9 | 56 | 10 | 85 | 15 | 71 | 44 | 26 95 |
| Neither easy nor difficult | **0** | . | . | 7 | . | 2 | . | . | . | . | 24 | . | 0 |
| Fairly difficult | **0** | . | . | 8 | . | 2 | . | . | . | . | . | 12 | . |
| Very difficult | **24** | 21 | . | 18 | 1 95 | . | . | 33 | 3 | . | . | 12 | 0 95 |
| *95% Confidence interval* | ***±12*** | *±44* | *±43* | *±22* | *±18* | *±25* | *±40* | *±24* | *±28* | *±21* | *±36* | *±28* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 5 | 5 | 18 | 23 | 7 | 6 | 17 | 6 | 11 | 6 | 12 | 40 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | . | . | *3* | *1* | *1* | *1* | *2* | . | *1* | *2* | . | *1* |
| *Not asked* | ***1,682*** | *204* | *150* | *238* | *656* | *106* | *86* | *647* | *219* | *285* | *171* | *104* | *1324* |

# B15|1GRP - Once you had chosen the

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **76** | 79 | 100 | 67 | 99 95 | 97 | 100 | 67 | 97 | 100 | 76 | 76 | 100 95 |
| Neither easy nor difficult | **0** | . | . | 7 | . | 2 | . | . | . | . | 24 | . | 0 |
| Fairly difficult & Very difficult | **24** | 21 | . | 26 | 1 95 | 2 | . | 33 | 3 | . | . | 24 | 0 95 |
| *95% Confidence interval* | ***±11*** | *±36* | *0* | *±22* | *±4* | *±13* | *0* | *±22* | *±14* | *0* | *±34* | *±24* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 5 | 5 | 18 | 23 | 7 | 6 | 17 | 6 | 11 | 6 | 12 | 40 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *.* | *.* | *3* | *1* | *1* | *1* | *2* | *.* | *1* | *2* | *.* | *1* |
| *Not asked* | ***1,682*** | *204* | *150* | *238* | *656* | *106* | *86* | *647* | *219* | *285* | *171* | *104* | *1324* |

# B15B - What did you find difficult abou

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | . | 100 | 100 | 100 | . | 100 | 100 | . | . | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | . | 4 | 2 | 1 | . | 2 | 1 | . | . | 3 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *208* | *155* | *255* | *678* | *113* | *93* | *664* | *224* | *297* | *179* | *113* | *1364* |

# B15BTX - What did you find difficult ab

View verbatim text responses for this question

# B16A - Why have you not considered s

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Service is good/happy with current retailer | **37** | 22 95 | 27 95 | 22 95 | 39 | 10 95 | 70 95 | 42 95 | 17 95 | 22 95 | 23 95 | 32 | 41 95 |
| Don't know any other retailers/no alternative | **2** | 2 | 3 | . 95 | 1 | . 95 | 1 | 1 | 1 | 7 95 | 3 | . 95 | 2 |
| Don't know how to switch | **2** | 2 | . 95 | 1 90 | 2 | 0 90 | . 95 | 1 | 3 | 7 95 | 2 | 1 | 1 |
| Too much effort to switch/no point | **19** | 10 95 | 13 95 | 20 | 26 95 | 7 95 | 6 95 | 22 | 13 95 | 6 95 | 10 95 | 11 90 | 17 95 |
| Prefer a local company | **0** | 5 95 | 2 | 1 | 0 | . | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Better the devil you know | **7** | 6 | 5 | 1 95 | 3 95 | . 95 | 0 95 | 9 90 | 5 | 0 95 | 0 95 | 3 | 7 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | 4 | 1 | . 95 | 1 | 8 90 | . 95 | 1 90 | 6 95 | 0 95 | 17 95 | . 95 | 1 |
| No retailer is offering what I want/what I am looking for | **5** | 6 | 3 | 12 95 | 8 95 | 1 95 | 6 | 5 | 7 | 2 95 | 6 | 9 | 4 90 |
| Worried about being worse off after switching/being taken advantage of | **1** | . 95 | 2 | 1 | 0 90 | . 95 | 0 | . 95 | 4 95 | 0 | 1 | 2 | 0 90 |
| Intend to in the future, but haven't got round to it | **26** | 42 95 | 54 95 | 40 95 | 21 95 | 72 95 | 78 95 | 20 95 | 29 | 70 95 | 31 | 36 | 23 95 |
| Other | **8** | 20 95 | 12 | 21 95 | 5 95 | 7 | 6 | 5 95 | 22 95 | 11 | 17 95 | 37 95 | 6 95 |
| Not a high priority/have greater priorities | **3** | 1 95 | 3 | 3 | 3 | 0 95 | 1 | 3 | 4 | 0 95 | 1 | 10 90 | 3 |
| Do not have enough time to look into it/too busy | **9** | 9 | 3 95 | 5 95 | 7 | 1 95 | 1 95 | 7 | 21 95 | 7 | 8 | 1 95 | 10 95 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Do not spend enough/use enough water to consider switching | **5** | 3 | 6 | . | 8 | 5 | . | 7 | 1 | 3 | 1 | . | 5 |
| | | 90 | | 95 | 95 | | 95 | | 95 | 95 | 95 | 95 | |
| Didn't know it was a possibility/wasnt aware we could switch | **4** | 1 | 1 | 1 | 5 | . | . | 5 | 2 | 0 | . | . | 3 |
| | | 95 | 95 | 95 | 90 | 95 | 95 | | 90 | 95 | 95 | 95 | 95 |
| Won't save much/any money | **2** | 1 | 6 | 3 | 4 | 0 | 1 | 3 | 0 | 1 | 0 | 4 | 2 |
| | | | | | | 95 | | | 95 | 95 | 95 | | |
| Haven't been approached about switching/waiting to be approached | **2** | 0 | 1 | 0 | 3 | . | 0 | 3 | 0 | 1 | 1 | 1 | 2 |
| | | 95 | | 95 | 90 | 95 | 95 | | 95 | | 95 | | 90 |
| Haven't thought about it | **1** | . | 1 | . | 0 | 1 | . | 0 | 1 | 0 | . | . | 2 |
| | | 95 | | 95 | 95 | | 95 | 95 | | 95 | 95 | 95 | 95 |
| *95% Confidence interval* | ***±3*** | *±9* | *±10* | *±8* | *±5* | *±12* | *±12* | *±5* | *±8* | *±7* | *±9* | *±13* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **883** | 108 | 99 | 133 | 333 | 56 | 54 | 317 | 131 | 151 | 108 | 55 | 714 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***19*** | *3* | *2* | *3* | *7* | *.* | *.* | *8* | *2* | *2* | *3* | *1* | *17* |
| *Refused* | ***1*** | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* |
| *Not asked* | ***847*** | *98* | *54* | *122* | *340* | *58* | *39* | *341* | *92* | *144* | *68* | *60* | *633* |

## B16ATX - Why have you not considere

View verbatim text responses for this question

# B16C - Why did you decide not to swit

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Savings were minimal/didn't save enough money | **43** | 77 | 64 | 40 | **93** 95 | 62 | 65 | **65** 95 | 83 | 53 | 52 | 32 | **85** 95 |
| No other benefits to be gained from switching | **5** | . | 13 | **20** 95 | 9 | 28 | 2 | 6 | 22 | 20 | 30 | 11 | 10 |
| Service is good/happy with current retailer | **35** | 19 | 26 | **3** 95 | **17** 95 | 8 | . | **11** 95 | . | 28 | 20 | 5 | **21** 95 |
| Don't know any other retailers/no alternative | **0** | . | . | . | 1 | . | . | . | . | . | . | . | 1 |
| Too much effort to switch | **11** | 9 | 8 | 14 | **28** 95 | 11 | . | 18 | 70 | 8 | 21 | . | 22 |
| Better the devil you know | **2** | 15 | 23 | . | . | 19 | . | . | 8 | 26 | 28 | . | 3 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | 3 | . | . | . | . | 15 | 4 | . | . | 6 | . | 4 |
| No retailer is offering what I want/what I am looking for | **1** | . | 24 | . | 2 | . | . | 1 | . | 20 | . | . | 3 |
| Worried about being worse off after switching/being taken advantage of | **2** | . | . | . | . | 8 | . | 4 | . | 8 | . | . | 4 |
| Other | **59** | 9 | . | 44 | **17** 95 | 8 | 35 | 44 | . | 17 | 18 | 63 | **18** 95 |
| *95% Confidence interval* | ***±11*** | *±21* | *±31* | *±21* | *±18* | *±32* | *±35* | *±22* | *±45* | *±24* | *±31* | *±27* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **78** | 15 | 9 | 21 | 23 | 9 | 7 | 20 | 4 | 17 | 10 | 12 | 67 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,672*** | *194* | *146* | *238* | *657* | *105* | *86* | *646* | *221* | *280* | *169* | *104* | *1298* |

## B16CTX - Why did you decide not to sv

View verbatim text responses for this question

# B16D - What prevented the switch fro

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | . | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 1 | . | 4 | 3 | 1 | 1 | 3 | 1 | 1 | 2 | . | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *1* |
| *Not asked* | ***1,739*** | *208* | *155* | *255* | *677* | *113* | *92* | *663* | *223* | *296* | *177* | *116* | *1361* |

## B16DTX - What prevented the switch f

View verbatim text responses for this question

# B16E - Why have you not used an inte

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| FREETEXT | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **19** | 2 | 3 | 5 | 5 | 1 | 2 | 5 | 3 | 3 | 3 | 2 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | . | . | *1* | . | . | *1* |
| *Not asked* | ***1,730*** | *207* | *152* | *254* | *675* | *113* | *91* | *661* | *222* | *293* | *176* | *114* | *1352* |

## B16ETX - Why have you not used an in

View verbatim text responses for this question

# B17A - In percentage terms, roughly h

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **15** | . | . | 35 | 17 | 20 | 49 | 15 | 79 | 10 | . | 39 | **4** 95 |
| 1% to 5% | **5** | . | 93 | 45 | 1 | 68 | 51 | 1 | 21 | 7 | 100 | 39 | 2 |
| 6% to 10% | **25** | . | 7 | . | 28 | . | . | 29 | . | 4 | . | . | 90 **33** |
| 11% to 15% | **6** | . | . | 11 | 4 | 13 | . | 4 | . | 21 | . | 13 | 6 |
| 21% to 25% | **2** | . | . | . | 3 | . | . | 3 | . | . | . | . | 3 |
| 46% to 50% | **38** | . | . | . | 47 | . | . | 49 | . | . | . | . | 95 **52** |
| Amount in pounds | **8** | . | . | 9 | . | . | . | . | . | 57 | . | 10 | . 90 |
| *95% Confidence interval* | ***±15*** | *0* | *±25* | *±27* | *±25* | *±41* | *±49* | *±27* | *±57* | *±37* | *0* | *±29* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **40** | . | 4 | 13 | 15 | 5 | 4 | 13 | 2 | 7 | 3 | 11 | 26 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***9*** | *3* | *1* | *1* | *3* | *2* | *.* | *3* | *2* | *1* | *1* | *.* | *7* |
| *Refused* | ***1*** | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,700*** | *206* | *150* | *244* | *662* | *107* | *88* | *650* | *221* | *289* | *175* | *104* | *1332* |

## B17ATX - In pounds, roughly how muc

View verbatim text responses for this question

# B17B - Is this reduction due to a lower

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | . | 100 | 87 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 84 | 100 |
| Water efficiency services | **19** | . | . | 23 | 21 | 16 | 8 | 22 | 100 | . | . | 25 | 23 |
| Other | **0** | . | . | 13 | . | . | . | . | . | . | . | 16 | . |
| *95% Confidence interval* | ***±14*** | *0* | *0* | *±28* | *±24* | *±41* | *±38* | *±24* | *0* | *0* | *0* | *±32* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **31** | . | 4 | 9 | 11 | 3 | 2 | 11 | 1 | 6 | 3 | 7 | 21 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,718*** | *209* | *151* | *250* | *668* | *111* | *91* | *655* | *224* | *291* | *176* | *109* | *1344* |

## B17BTX - Is this reduction due to a low

View verbatim text responses for this question

# B17_BA - Roughly what proportion of

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 21% to 25% | **0** | . | . | 9 | . | . | . | . | . | . | . | 15 | 0 |
| 46% to 50% | **6** | . | . | . | 7 | . | . | 9 | 100 | . | . | . | 8 |
| 76% to 80% | **0** | . | . | 40 | . | 16 | . | . | . | . | . | 65 | . |
| 86% to 90% | **0** | . | . | 5 | . | . | 100 | . | . | . | . | . | 0 |
| 91% to 95% | **6** | . | . | . | . | . | . | . | . | . | . | . | 7 |
| 96% to 100% | **87** | . | 100 | 46 | 93 | 84 | . | 91 | . | 100 | 100 | 21 | 85 |
| *95% Confidence interval* | ***±14*** | *0* | *0* | *±44* | *±19* | *±41* | *0* | *±21* | *0* | *0* | *0* | *±54* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **21** | . | 3 | 5 | 7 | 3 | 1 | 7 | 1 | 4 | 3 | 3 | 16 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | *1* | . | . | . | . | *1* |
| *Not asked* | ***1,728*** | *209* | *152* | *254* | *672* | *111* | *92* | *658* | *224* | *293* | *176* | *113* | *1348* |

# B17_BB - Roughly what proportion of

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **47** | . | . | . | . | . | . | . | . | . | . | . | 48 |
| 6% to 10% | **0** | . | . | 9 | . | . | 100 | . | . | . | . | . | 0 |
| 16% to 20% | **3** | . | . | 74 | . | 100 | . | . | . | . | . | 82 | . |
| 46% to 50% | **49** | . | . | . | 100 | . | . | 100 | 100 | . | . | . | 51 |
| 71% to 75% | **1** | . | . | 17 | . | . | . | . | . | . | . | 18 | 1 |
| *95% Confidence interval* | ***±37*** | *0* | *0* | *±50* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±54* | *±40* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | . | 3 | 2 | 1 | 1 | 2 | 1 | . | . | 2 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | *1* | . | . | . | . | *1* |
| *Not asked* | ***1,742*** | *209* | *155* | *256* | *677* | *113* | *92* | *663* | *224* | *297* | *179* | *114* | *1358* |

# B17_BC - Roughly what proportion of

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **58** | . | . | . | 100 | . | . | . | 100 | . | . | . | 100 |
| 96% to 100% | **42** | . | . | 100 | . | . | . | . | . | . | . | 100 | . |
| *95% Confidence interval* | ***±68*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **2** | . | . | 1 | 1 | . | . | . | 1 | . | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,748*** | *209* | *155* | *258* | *679* | *114* | *93* | *666* | *224* | *297* | *179* | *115* | *1364* |

# B17C - What is the total length of your

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than a year | **1** | . | 29 | 21 | . | 10 | . | 1 | . | . | 72 | 17 | 2 |
| A year but less than 2 years | **79** | 84 | . | 34 | 90 | 1 | 63 | 91 | 4 | 39 | 16 | 29 | 82 |
| 2 years but less than 3 years | **6** | 16 | 45 | 16 | 8 | 2 | 4 | 7 | 1 | 7 | . | 19 | 3 |
| More than 3 years | **4** | . | 26 | 29 | . | . | 34 | 0 | 79 | 4 | . | 36 | 4 |
| Rolling/no fixed length | **9** | . | . | . | 2 | 87 | . | 1 | 15 | 50 | 12 | . | 10 |
| *95% Confidence interval* | ***±12*** | *±42* | *±49* | *±23* | *±15* | *±25* | *±42* | *±16* | *±40* | *±35* | *±36* | *±27* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **47** | 3 | 4 | 17 | 16 | 7 | 5 | 12 | 4 | 8 | 6 | 12 | 33 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *1* | *1* | *2* | *6* | *1* | *1* | *5* | *.* | *3* | *1* | *1* | *6* |
| *Not asked* | ***1,690*** | *205* | *150* | *240* | *658* | *106* | *87* | *649* | *221* | *286* | *172* | *103* | *1326* |

# B17D - In percentage terms, what leve

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **0** | . 90 | . 90 | . 90 | 0 | . 90 | . 90 | 0 | . 90 | . 90 | . 90 | . 90 | **0** 90 |
| 1% to 5% | **9** | **25** 95 | **24** 95 | **33** 95 | **7** 95 | 15 | **16** 90 | 8 | 10 | 11 | **29** 95 | **32** 95 | 10 |
| 6% to 10% | **25** | **34** 95 | **37** 95 | **36** 95 | **20** 95 | **65** 95 | **65** 95 | **20** 95 | **38** 95 | **67** 95 | **34** 95 | **36** 95 | 25 |
| 11% to 15% | **11** | **4** 95 | 13 | 14 | **14** 95 | **4** 95 | **6** 90 | 10 | **22** 95 | **3** 95 | 9 | 14 | **12** 95 |
| 16% to 20% | **19** | 14 | 16 | **3** 95 | **15** 90 | **8** 95 | **3** 95 | 21 | **11** 95 | **9** 95 | **9** 95 | . 95 | **15** 95 |
| 21% to 25% | **9** | 6 | **3** 95 | **2** 95 | **13** 95 | **0** 95 | **0** 95 | **12** 90 | 6 | **4** 95 | **3** 95 | **2** 95 | **11** 95 |
| 26% to 30% | **2** | 3 | . 95 | **0** 95 | 1 | . 95 | . 95 | 1 | 2 | 1 | . 95 | 1 | **2** 95 |
| 31% to 35% | **1** | . 95 | . 95 | 0 | 2 | . 95 | . 95 | 2 | . 95 | . 95 | **0** 95 | . 95 | 1 |
| 36% to 40% | **1** | 2 | . 95 | **0** 90 | 2 | 1 | **0** 90 | 2 | . 95 | 1 | 3 | . 95 | 1 |
| 46% to 50% | **9** | **3** 95 | **1** 95 | **1** 95 | **13** 95 | **1** 95 | . 95 | 11 | **5** 95 | **1** 95 | **3** 95 | **1** 95 | **7** 95 |
| 56% to 60% | **0** | . | . | 1 | 0 | . | . | 0 | . | . | 1 | . | 0 |
| 71% to 75% | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | 0 |
| 76% to 80% | **0** | . 90 | 0 | . 90 | 1 | . 90 | . 90 | 1 | . 90 | . 90 | 0 | . 90 | 0 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 91% to 95% | **1** | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | . 95 | **5** 95 | . 95 | . 95 | . 95 | **1** 95 |
| 96% to 100% | **0** | . | . | 1 | 0 | . | **6** 95 | 0 | . | . | **6** 95 | . | 0 |
| Would not switch | **12** | 9 | **6** 95 | **8** 95 | 11 | **6** 95 | **4** 95 | 11 | **2** 95 | **3** 95 | **3** 95 | 14 | **13** 95 |
| *95% Confidence interval* | ***±3*** | *±8* | *±10* | *±7* | *±4* | *±11* | *±11* | *±5* | *±9* | *±7* | *±8* | *±10* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **915** | 122 | 94 | 179 | 331 | 76 | 75 | 305 | 114 | 167 | 127 | 90 | 716 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***178*** | *25* | *23* | *30* | *51* | *10* | *4* | *56* | *31* | *27* | *16* | *6* | *151* |
| *Refused* | ***4*** | *.* | *.* | *3* | *.* | *.* | *1* | *.* | *.* | *.* | *2* | *1* | *2* |
| *Not asked* | ***653*** | *62* | *38* | *47* | *298* | *28* | *13* | *305* | *80* | *103* | *34* | *19* | *496* |

# B18A - Have you attempted to negotia

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - with my previous retailer | **0** | . | 0 | 1 (90) | . | 0 | . | . | . | . | 0 | 1 | 0 |
| Yes - with my current retailer | **8** | 10 | 3 (95) | 8 | 4 (95) | 1 (95) | 5 | 8 | 18 (95) | 4 (95) | 22 (95) | 11 | 5 (95) |
| No | **92** | 90 | 97 (95) | 91 | 96 (95) | 99 (95) | 95 | 92 | 82 (95) | 96 (95) | 77 (95) | 88 | 95 (95) |
| *95% Confidence interval* | ***±2*** | *±5* | *±3* | *±4* | *±2* | *±2* | *±5* | *±3* | *±6* | *±3* | *±7* | *±6* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,191** | 152 | 124 | 226 | 420 | 93 | 86 | 397 | 152 | 210 | 153 | 111 | 926 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***14*** | *3* | *.* | *9* | *3* | *1* | *1* | *2* | *1* | *4* | *1* | *1* | *11* |
| *Not asked* | ***545*** | *54* | *31* | *24* | *257* | *20* | *6* | *267* | *72* | *83* | *25* | *4* | *428* |

# B18B - What were your reasons for att

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Wanted lower price | **41** | 94 | 95 | **93** 95 | 50 | 75 | 100 | 27 | 56 | 100 | 89 | **99** 95 | **67** 95 |
| Wanted better quality customer service | **0** | . | . | **25** 95 | . | . | 31 | . | . | . | . | **34** 95 | 0 |
| Bill consolidation across multiple premises | **9** | . | . | **37** 95 | 29 | . | 29 | . | 26 | . | 2 | **37** 95 | **4** 90 |
| Water efficiency services | **0** | . | . | 1 | . | . | . | . | . | . | . | 1 | 0 |
| Leakage control services | **0** | . | . | . | 0 | . | . | 0 | . | . | . | . | . |
| Other | **61** | 6 | 5 | **15** 95 | 53 | 42 | 4 | 77 | 44 | 19 | 11 | **16** 95 | **36** 95 |
| *95% Confidence interval* | ***±11*** | *±12* | *±16* | *±17* | *±25* | *±39* | *±24* | *±26* | *±31* | *±25* | *±15* | *±21* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **80** | 15 | 7 | 32 | 15 | 6 | 14 | 11 | 10 | 9 | 18 | 20 | 52 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *1* |
| *Not asked* | ***1,669*** | *193* | *148* | *227* | *665* | *108* | *79* | *655* | *215* | *288* | *160* | *96* | *1312* |

# B18BTX - What were your reasons for

View verbatim text responses for this question

# B19 - Did you agree a renegotiated cor

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **21** | 15 | . | 27 | 51 | . | 39 | 5 | 60 | 21 | 2 | 17 | 47 95 |
| No | **79** | 85 | 100 | 73 | 49 | 100 | 61 | 95 | 40 | 79 | 98 | 83 | 53 95 |
| *95% Confidence interval* | ***±10*** | *±19* | *0* | *±17* | *±26* | *0* | *±30* | *±12* | *±30* | *±28* | *±7* | *±18* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **69** | 14 | 4 | 25 | 14 | 5 | 10 | 11 | 10 | 8 | 14 | 17 | 47 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *1* | *3* | *1* | *.* | *1* | *.* | *.* | *.* | *2* | *1* | *2* |
| *Refused* | ***1*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,676*** | *194* | *150* | *231* | *665* | *109* | *82* | *655* | *215* | *289* | *163* | *97* | *1315* |

# B20A - What benefits have you achiev

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Made financial savings | **41** | 100 | . | 66 | 18 | . | 100 | 100 | 27 | 100 | 35 | 100 | 38 |
| Bill consolidation across multiple sites | **0** | . | . | 1 | . | . | . | . | . | . | . | 4 | 0 |
| Other | **11** | . | . | 13 | 16 | . | 24 | 85 | . | . | . | 30 | 12 |
| Nothing | **59** | . | . | 34 | 82 | . | . | . | 73 | . | 65 | . | 62 |
| *95% Confidence interval* | ***±21*** | *0* | *0* | *±31* | *±28* | *0* | *±42* | *±31* | *±39* | *0* | *±54* | *±40* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 4 | . | 9 | 7 | . | 4 | 5 | 5 | 2 | 3 | 5 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *205* | *155* | *250* | *673* | *114* | *89* | *661* | *220* | *295* | *176* | *111* | *1348* |

# B20ATX - What benefits have you achi

View verbatim text responses for this question

# B20B - In percentage terms, roughly h

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **6** | 81 | . | 56 | 6 | . | 18 | 10 | 0 | 100 | . | 100 | 6 |
| 6% to 10% | **39** | . | . | 44 | 89 | . | 82 | 85 | . | . | 100 | . | 39 |
| 11% to 15% | **8** | . | . | . | . | . | . | . | . | . | . | . | 8 |
| 36% to 40% | **2** | . | . | . | 3 | . | . | 3 | . | . | . | . | 2 |
| Amount in pounds | **45** | 19 | . | . | 1 | . | . | 1 | 100 | . | . | . | 45 |
| *95% Confidence interval* | ***±27*** | *±45* | *0* | *±43* | *±27* | *0* | *±53* | *±31* | *±6* | *0* | *0* | *0* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **13** | 3 | . | 5 | 5 | . | 2 | 5 | 2 | 1 | 1 | 3 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | . | . | *2* | . | . | *2* | . | *2* | *1* | . | *2* | *2* |
| *Refused* | ***1*** | *1* | . | . | . | . | . | . | . | . | . | . | *1* |
| *Not asked* | ***1,731*** | *205* | *155* | *252* | *675* | *114* | *89* | *661* | *221* | *295* | *178* | *111* | *1350* |

## B20BTX - In Pounds, roughly how muc

View verbatim text responses for this question

# B20_C - Were the savings you made di

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | . | 98 | 100 | . | 100 | 100 | 100 | 100 | 100 | 96 | 100 |
| Water efficiency services | **69** | 100 | . | 84 | 100 | . | 91 | 93 | . | 10 | 100 | 87 | 94 |
| Other | **0** | . | . | 2 | . | . | . | . | . | . | . | 4 | 0 |
| *95% Confidence interval* | ***±23*** | *0* | *0* | *±27* | *0* | *0* | *±27* | *±25* | *0* | *±41* | *0* | *±29* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **16** | 3 | . | 7 | 4 | . | 4 | 4 | 2 | 2 | 1 | 5 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,734*** | *206* | *155* | *252* | *676* | *114* | *89* | *662* | *223* | *295* | *178* | *111* | *1353* |

## B20CTX - Were the savings you made

View verbatim text responses for this question

# B20CA - Roughly what proportion of tl

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **53** | . | . | . | 95 | . | . | 88 | . | . | . | . | 74 |
| 6% to 10% | **0** | . | . | 24 | . | . | . | . | . | . | . | 43 | 0 |
| 46% to 50% | **1** | 100 | . | 34 | 2 | . | 51 | 1 | . | . | 100 | . | 2 |
| 86% to 90% | **0** | . | . | 25 | . | . | 37 | . | . | . | . | 44 | 0 |
| 96% to 100% | **45** | . | . | 17 | 4 | . | 11 | 11 | 100 | 100 | . | 13 | 24 |
| *95% Confidence interval* | ***±28*** | *0* | *0* | *±42* | *±25* | *0* | *±57* | *±32* | *0* | *0* | *0* | *±56* | *±29* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **12** | 1 | . | 5 | 3 | . | 3 | 4 | 2 | 1 | 1 | 3 | 9 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *2* | *.* | *1* | *1* | *.* | *1* | *.* | *.* | *1* | *.* | *1* | *2* |
| *Not asked* | ***1,735*** | *206* | *155* | *253* | *676* | *114* | *89* | *662* | *223* | *295* | *178* | *112* | *1354* |

# B20CB - Roughly what proportion of th

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **3** | . | . | . | 4 | . | . | 4 | . | . | . | . | 3 |
| 1% to 5% | **16** | . | . | . | . | . | . | . | . | . | . | . | 16 |
| 6% to 10% | **0** | . | . | 30 | . | . | 42 | . | . | . | . | 51 | 0 |
| 46% to 50% | **2** | 100 | . | 41 | 2 | . | 58 | 2 | . | . | 100 | . | 2 |
| 91% to 95% | **79** | . | . | 29 | 95 | . | . | 95 | . | . | . | 49 | 79 |
| *95% Confidence interval* | ***±30*** | *0* | *0* | *±56* | *±25* | *0* | *±68* | *±25* | *0* | *0* | *0* | *±69* | *±30* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | . | 3 | 3 | . | 2 | 3 | . | . | 1 | 2 | 7 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *2* | *.* | *1* | *1* | *.* | *1* | *.* | *.* | *1* | *.* | *1* | *2* |
| *Not asked* | ***1,740*** | *206* | *155* | *255* | *676* | *114* | *90* | *663* | *225* | *296* | *178* | *113* | *1356* |

# B20CC - Roughly what proportion of th

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **100** | . | . | . | 100 | . | . | 100 | . | . | . | . | 100 |
| 96% to 100% | **0** | . | . | 100 | . | . | . | . | . | . | . | 100 | 0 |
| *95% Confidence interval* | ***±6*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | 1 | 1 | . | . | 1 | . | . | . | 1 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,747*** | *209* | *155* | *258* | *679* | *114* | *93* | *665* | *225* | *297* | *179* | *115* | *1362* |

## B21TX - What, if any, issues or probler

View verbatim text responses for this question

# B21A - Have you had any problems wi

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **7** | **11** 95 | 9 | **21** 95 | **4** 95 | 9 | **16** 95 | 6 | **13** 95 | 9 | **14** 95 | **30** 95 | **4** 95 |
| No | **93** | **89** 95 | 91 | **79** 95 | **96** 95 | 91 | **84** 95 | 94 | **87** 95 | 91 | **86** 95 | **70** 95 | **96** 95 |
| *95% Confidence interval* | ***±1*** | *±4* | *±5* | *±5* | *±2* | *±5* | *±8* | *±2* | *±4* | *±3* | *±5* | *±8* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,748** | 209 | 155 | 258 | 680 | 114 | 93 | 666 | 225 | 297 | 179 | 116 | 1,365 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | . | . | *1* | . | . | . | . | . | . | . | . | . |

# B21B - Using a scale of 0 to 10, where (

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 0 (no impact at all) | **66** | . | . | . | . | . | . | 55 | 16 | . | . | . | 100 |
| 1 | **0** | 100 | . | . | 2 | . | . | . | . | 9 | . | . | . |
| 3 | **10** | . | . | . | . | . | . | . | 72 | . | . | . | . |
| 4 | **18** | . | . | . | 90 | . | . | 45 | . | . | . | . | . |
| 5 | **2** | . | . | . | 8 | . | . | . | 12 | . | . | . | . |
| 8 | **4** | . | . | . | . | . | . | . | . | 91 | . | . | . |
| *95% Confidence interval* | ***±33*** | *0* | *0* | *0* | *±33* | *0* | *0* | *±69* | *±51* | *±40* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 1 | . | . | 3 | . | . | 2 | 3 | 2 | . | . | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *208* | *155* | *259* | *677* | *114* | *93* | *664* | *222* | *295* | *179* | *116* | *1364* |

# B21C - What were they?

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **34** | 35 | 26 | **73** 95 | 28 | 4 | **74** 95 | 31 | 47 | 28 | 49 | **67** 95 | **43** 95 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **61** | 67 | 74 | **11** 95 | 72 | 94 | **13** 95 | 63 | 56 | 72 | **44** 90 | **11** 95 | **54** 90 |
| Freetext | **20** | **5** 95 | 11 | **32** 95 | **5** 95 | 2 | 17 | 16 | 21 | 29 | 14 | **31** 90 | 21 |
| *95% Confidence interval* | ***±8*** | *±21* | *±19* | *±13* | *±16* | *±13* | *±16* | *±18* | *±23* | *±19* | *±21* | *±15* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **147** | 20 | 21 | 48 | 32 | 14 | 28 | 27 | 18 | 23 | 21 | 37 | 75 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Refused* | ***2*** | . | . | *1* | *1* | . | *1* | *1* | . | . | . | . | . |
| *Not asked* | ***1,601*** | *189* | *134* | *210* | *647* | *100* | *64* | *638* | *207* | *274* | *158* | *79* | *1290* |

## B21CTX - What were they?

View verbatim text responses for this question

# B21D - How serious an impact did thes

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact | **42** | **5** 95 | **21** 95 | **13** 95 | **29** 90 | 9 | **5** 95 | 48 | 27 | 43 | **25** 90 | **9** 95 | **28** 95 |
| Fairly serious impact | **14** | **41** 95 | 26 | **43** 95 | 19 | 5 | **34** 95 | 14 | 8 | 16 | 23 | **36** 95 | 10 |
| Not a very serious impact | **24** | 29 | **50** 95 | **37** 95 | 15 | 86 | **53** 95 | 14 | 44 | 39 | **52** 95 | **42** 95 | **31** 95 |
| No impact at all | **19** | 26 | **3** 95 | **7** 95 | **37** 95 | . | **9** 95 | 24 | 21 | **2** 95 | **.** 95 | 12 | **30** 95 |
| *95% Confidence interval* | ***±8*** | *±22* | *±21* | *±14* | *±17* | *±18* | *±18* | *±19* | *±23* | *±20* | *±21* | *±16* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 20 | 21 | 49 | 33 | 14 | 29 | 27 | 18 | 23 | 21 | 37 | 75 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,601*** | *189* | *134* | *210* | *647* | *100* | *64* | *638* | *207* | *274* | *158* | *79* | *1290* |

# B21D|1GRP - How serious an impact d

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 46 | 47 | 55 | 48 | 14 | **38** 95 | 62 | 35 | 59 | 48 | 46 | **38** 95 |
| Not a very serious impact & No impact at all | **44** | 54 | 53 | 45 | 52 | 86 | **62** 95 | 38 | 65 | 41 | 52 | 54 | **62** 95 |
| *95% Confidence interval* | ***±8*** | *±22* | *±21* | *±14* | *±17* | *±18* | *±18* | *±18* | *±22* | *±20* | *±21* | *±16* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 20 | 21 | 49 | 33 | 14 | 29 | 27 | 18 | 23 | 21 | 37 | 75 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,601*** | *189* | *134* | *210* | *647* | *100* | *64* | *638* | *207* | *274* | *158* | *79* | *1290* |

# B21D|2GRP - How serious an impact d

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 46 | 47 | 55 | 48 | 14 | 38 95 | 62 | 35 | 59 | 48 | 46 | 38 95 |
| Not a very serious impact | **24** | 29 | 50 95 | 37 95 | 15 | 86 | 53 95 | 14 | 44 | 39 | 52 95 | 42 95 | 31 95 |
| No impact at all | **19** | 26 | 3 95 | 7 95 | 37 95 | . | 9 95 | 24 | 21 | 2 95 | . 95 | 12 | 30 95 |
| *95% Confidence interval* | ***±8*** | *±22* | *±21* | *±14* | *±17* | *±18* | *±18* | *±18* | *±23* | *±20* | *±21* | *±16* | *±11* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 20 | 21 | 49 | 33 | 14 | 29 | 27 | 18 | 23 | 21 | 37 | 75 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | *1* | . | . | . | . | . |
| *Not asked* | ***1,601*** | *189* | *134* | *210* | *647* | *100* | *64* | *638* | *207* | *274* | *158* | *79* | *1290* |

# B22A - Since April 2017, have you mad

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **12** | 9 | 18 | **29** 95 | 15 | 14 | **30** 95 | 7 | 21 | 13 | 19 | **36** 95 | 12 |
| No | **88** | 91 | 82 | **71** 95 | 85 | 86 | **70** 95 | 93 | 79 | 87 | 81 | **64** 95 | 88 |
| *95% Confidence interval* | ***±4*** | *±10* | *±14* | *±11* | *±9* | *±15* | *±15* | *±7* | *±14* | *±10* | *±13* | *±15* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **238** | 34 | 29 | 61 | 64 | 20 | 34 | 58 | 31 | 46 | 33 | 42 | 136 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,510*** | *174* | *126* | *197* | *616* | *94* | *59* | *608* | *194* | *251* | *146* | *73* | *1229* |

# B23A - Which of the following have yo

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Retailer | **100** | . | . | 100 | 100 | . | . | 100 | 100 | . | . | . | . |
| Wholesaler | **20** | . | . | 100 | . | . | . | 21 | . | . | . | . | . |
| *95% Confidence interval* | ***±35*** | *0* | *0* | *0* | *0* | *0* | *0* | *±46* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | . | 1 | 3 | . | . | 3 | 1 | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *209* | *155* | *258* | *677* | *114* | *93* | *663* | *224* | *297* | *179* | *116* | *1365* |

# B23ATX - Which of the following have

View verbatim text responses for this question

# B23B - What did the complaint(s) relat

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **18** | 19 | 22 | 85 | 19 | 21 | 57 | 29 | 1 | 44 | 16 | 87 | 1 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **64** | 81 | 82 | 21 | 81 | 76 | 19 | 77 | 47 | 52 | 73 | 22 | 58 |
| Other | **24** | . | 14 | 12 | 5 | 11 | 37 | 5 | 53 | 6 | 11 | 14 | 43 |
| *95% Confidence interval* | ***±15*** | *±44* | *±33* | *±19* | *±26* | *±37* | *±24* | *±36* | *±44* | *±40* | *±39* | *±21* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **42** | 3 | 6 | 18 | 9 | 5 | 17 | 6 | 5 | 6 | 5 | 15 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,708*** | *206* | *149* | *241* | *671* | *109* | *76* | *660* | *220* | *291* | *174* | *101* | *1353* |

## B23BTX - What did the complaint(s) re

View verbatim text responses for this question

# B24 - How satisfied or dissatisfied are

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Fairly satisfied | **10** | . | . | 100 | 12 | . | . | 10 | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **70** | . | . | . | 88 | . | . | 69 | 100 | . | . | . | . |
| Very dissatisfied | **20** | . | . | . | . | . | . | 21 | . | . | . | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *0* | *±37* | *0* | *0* | *±53* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | . | 1 | 3 | . | . | 3 | 1 | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *209* | *155* | *258* | *677* | *114* | *93* | *663* | *224* | *297* | *179* | *116* | *1365* |

# B24GRP - How satisfied or dissatisfied

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **10** | . | . | 100 | 12 | . | . | 10 | . | . | . | . | . |
| Neither satisfied nor dissatisfied | **70** | . | . | . | 88 | . | . | 69 | 100 | . | . | . | . |
| Dissatisfied | **20** | . | . | . | . | . | . | 21 | . | . | . | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* | *0* | *±37* | *0* | *0* | *±53* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | . | . | 1 | 3 | . | . | 3 | 1 | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *209* | *155* | *258* | *677* | *114* | *93* | *663* | *224* | *297* | *179* | *116* | *1365* |

# B25 - Overall, how satisfied or dissatis

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | . | . | . | 100 | . | . | 32 | 100 | . | . | . | . |
| Very dissatisfied | **57** | . | . | . | . | . | . | 68 | . | . | . | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *0* | *0* | *±65* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | . | 2 | . | . | 2 | 1 | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,745*** | *209* | *155* | *258* | *677* | *114* | *93* | *663* | *224* | *297* | *179* | *116* | *1365* |

# B25GRP - Overall, how satisfied or diss

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | . | . | . | 100 | . | . | 32 | 100 | . | . | . | . |
| Dissatisfied | **57** | . | . | . | . | . | . | 68 | . | . | . | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* | *0* | *0* | *0* | *0* | *±65* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | . | . | 2 | . | . | 2 | 1 | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,745*** | *209* | *155* | *258* | *677* | *114* | *93* | *663* | *224* | *297* | *179* | *116* | *1365* |

# B26A - Were you directed to an altern

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No | **100** | . | . | . | . | . | . | 100 | . | . | . | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,749*** | *209* | *155* | *259* | *680* | *114* | *93* | *665* | *225* | *297* | *179* | *116* | *1365* |

# B1 - Since April 2017, organisations ha

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **48** | 49 | 48 | 42 90 | 81 95 | 67 95 | 49 | 49 | 52 | 47 | 89 95 | 49 | 48 |
| No | **52** | 51 | 52 | 58 90 | 19 95 | 33 95 | 51 | 51 | 48 | 53 | 11 95 | 51 | 52 |
| *95% Confidence interval* | ***±2*** | *±5* | *±3* | *±7* | *±5* | *±7* | *±7* | *±3* | *±7* | *±5* | *±4* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,750** | 366 | 1,152 | 185 | 224 | 176 | 199 | 1,430 | 204 | 421 | 259 | 1,482 | 633 |

# B2A - How satisfied or dissatisfied are

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **5** | . 90 | 5 | 3 | 16 | 2 | 55 | 4 | 2 | 5 | 3 | 5 | 3 |
| Fairly satisfied | **38** | 23 90 | 36 | 97 | 16 | 11 | 14 | 39 | 20 | 35 | 39 | 38 | 37 |
| Neither satisfied nor dissatisfied | **53** | 69 90 | 55 | . | 43 | 84 | 12 | 54 | 75 | 56 | 56 | 53 | 57 |
| Fairly dissatisfied | **1** | 3 | 1 | . | 25 | . | 19 | 1 | 3 | . | . | 1 | 1 |
| Very dissatisfied | **2** | 5 | 2 | . | . | 2 | . | 2 | . | 4 | 3 | 2 | 2 |
| *95% Confidence interval* | ***±12*** | *±20* | *±15* | *±13* | *±31* | *±27* | *±32* | *±13* | *±30* | *±27* | *±29* | *±13* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 21 | 43 | 6 | 10 | 7 | 9 | 54 | 8 | 13 | 11 | 56 | 22 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *3* | *.* | *.* | *.* | *.* | *3* | *1* | *.* | *.* | *3* | *1* |
| *Not asked* | ***1,680*** | *344* | *1106* | *179* | *214* | *169* | *190* | *1373* | *195* | *408* | *248* | *1423* | *610* |

# B2AGRP - How satisfied or dissatisfied

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **43** | **23** 95 | 41 | 100 | 32 | 13 | 69 | 43 | 22 | 40 | 42 | 43 | 40 |
| Neither satisfied nor dissatisfied | **53** | **69** 90 | 55 | . | 43 | 84 | 12 | 54 | 75 | 56 | 56 | 53 | 57 |
| Dissatisfied | **3** | 8 | 3 | . | 25 | 2 | 19 | 3 | 3 | 4 | 3 | 3 | 3 |
| *95% Confidence interval* | ***±12*** | *±20* | *±15* | *0* | *±31* | *±27* | *±30* | *±13* | *±30* | *±27* | *±29* | *±13* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 21 | 43 | 6 | 10 | 7 | 9 | 54 | 8 | 13 | 11 | 56 | 22 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *3* | *.* | *.* | *.* | *.* | *3* | *1* | *.* | *.* | *3* | *1* |
| *Not asked* | ***1,680*** | *344* | *1106* | *179* | *214* | *169* | *190* | *1373* | *195* | *408* | *248* | *1423* | *610* |

# B2B - How satisfied or dissatisfied are

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **14** | . | 15 | 3 | 16 | 2 | . | 15 | 2 | 31 | 5 | 14 | 15 |
| Fairly satisfied | **13** | 7 | 9 | 87 | 12 | 58 | 70 | 11 | 11 | 11 | 70 | 12 | 10 |
| Neither satisfied nor dissatisfied | **62** | 71 | 66 | . | 47 | . | 11 | 63 | 84 | 38 | 22 | 62 | 65 |
| Fairly dissatisfied | **8** | 18 | 9 | 10 | . | . | . | 9 | . | 19 | . | 9 | 9 |
| Very dissatisfied | **2** | 4 | 2 | . | 25 | 39 | 19 | 2 | 3 | 1 | 2 | 2 | 2 |
| *95% Confidence interval* | ***±12*** | *±19* | *±14* | *±27* | *±31* | *±37* | *±30* | *±13* | *±24* | *±27* | *±27* | *±13* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 22 | 43 | 6 | 10 | 7 | 9 | 54 | 9 | 12 | 11 | 56 | 22 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *3* | . | . | . | . | *3* | . | *1* | . | *3* | *1* |
| *Not asked* | ***1,680*** | *344* | *1106* | *179* | *214* | *169* | *190* | *1373* | *195* | *408* | *248* | *1423* | *610* |

95

90

# B2BGRP - How satisfied or dissatisfied

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **27** | 7 95 | 24 | 90 | 28 | 61 | 70 | 26 | 13 | 42 | 75 | 27 | 25 |
| Neither satisfied nor dissatisfied | **62** | 71 | 66 | . | 47 | . | 11 | 63 | 84 | 38 | 22 | 62 | 65 |
| Dissatisfied | **11** | 23 90 | 10 | 10 | 25 | 39 | 19 | 11 | 3 | 20 | 2 | 11 | 11 |
| *95% Confidence interval* | ***±12*** | *±19* | *±14* | *±24* | *±31* | *±36* | *±30* | *±13* | *±24* | *±28* | *±26* | *±13* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **67** | 22 | 43 | 6 | 10 | 7 | 9 | 54 | 9 | 12 | 11 | 56 | 22 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *.* | *3* | *.* | *.* | *.* | *.* | *3* | *.* | *1* | *.* | *3* | *1* |
| *Not asked* | ***1,680*** | *344* | *1106* | *179* | *214* | *169* | *190* | *1373* | *195* | *408* | *248* | *1423* | *610* |

# B2C - Overall, how satisfied or dissatis

| | | By Number of Premises | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size of Organisation (Grouped2) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **35** | 28 95 | 28 95 | 21 95 | 27 95 | 35 | 35 | 33 | 23 95 | 35 | 35 | 39 95 | 23 95 |
| Fairly satisfied | **42** | 60 95 95 | 49 95 | 34 95 | 65 95 | 41 | 30 95 | 47 95 | 45 | 41 | 41 | 41 | 45 |
| Neither satisfied nor dissatisfied | **14** | 10 95 | 13 | 32 95 | 3 95 | 16 95 | 19 90 | 13 | 14 | 14 | 15 | 14 | 14 |
| Fairly dissatisfied | **4** | 1 95 | 9 95 | 4 | 5 | 4 | 2 95 | 5 | 10 95 | 4 | 4 | 4 | 10 95 |
| Very dissatisfied | **5** | 1 95 | 2 95 | 9 90 | 0 95 | 5 90 | 15 95 | 2 95 | 8 95 | 5 | 6 | 3 95 | 8 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±7* | *±7* | *±7* | *±3* | *±7* | *±5* | *±6* | *±3* | *±4* | *±3* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 184 | 220 | 174 | 197 | 1,414 | 204 | 416 | 253 | 1,469 | 628 | 841 | 253 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *3* | *2* | *1* | *15* | *.* | *5* | *4* | *13* | *5* | *8* | *4* |
| *Refused* | ***2*** | *.* | *1* | *.* | *1* | *1* | *.* | *.* | *2* | *.* | *.* | *.* | *2* |

# B2CGRP - Overall, how satisfied or dis

| Response option | Overall | By Number of Premises: 2 | By Number of Premises: 3 - 9 | By Number of Premises: 10+ | By Trade Effluent License: Yes | By Trade Effluent License: No | By Sole Trader: Yes | By Sole Trader: No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | By Size of Organisation (Large vs not large): Not large organisation (<250 employees) | By Size of Organisation (Grouped2): Micro organisation (0-9 employees) | By Size of Organisation (Grouped2): SME (10 to 249 employees) | By Size of Organisation (Grouped2): Large organisation (250+ employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **77** | **88** 95 | 76 | **55** 95 | **92** 95 | 76 | **65** 95 | **81** 95 | **68** 95 | 77 | 76 | **79** 95 | **68** 95 |
| Neither satisfied nor dissatisfied | **14** | **10** 95 | 13 | **32** 95 | **3** 95 | **16** 95 | **19** 90 | 13 | 14 | 14 | 15 | 14 | 14 |
| Dissatisfied | **9** | **2** 95 | 11 | 13 | **6** 95 | 8 | **16** 95 | **7** 95 | **18** 95 | 9 | 9 | **7** 95 | **18** 95 |
| *95% Confidence interval* | ***±2*** | *±5* | *±6* | *±7* | *±4* | *±2* | *±7* | *±4* | *±6* | *±2* | *±3* | *±3* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,731** | 184 | 220 | 174 | 197 | 1,414 | 204 | 416 | 253 | 1,469 | 628 | 841 | 253 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *1* | *3* | *2* | *1* | *15* | *.* | *5* | *4* | *13* | *5* | *8* | *4* |
| *Refused* | ***2*** | *.* | *1* | *.* | *1* | *1* | *.* | *.* | *2* | *.* | *.* | *.* | *2* |

# B2D - Why were you dissatisfied?

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Water quality issue (e.g. cloudy water/strange taste) | **5** | 5 | 6 | . | 1 | . 95 | 33 95 | 5 | 11 | . 95 | . 95 | 5 | 5 |
| Price (e.g. too expensive) | **10** | 10 | 10 | . | 11 | 2 95 | 4 90 | 11 | 4 | 14 | 16 | 10 | 9 |
| Customer service (e.g. slow to respond to issues, hard to get in contact with etc.) | **63** | 63 | 63 | 34 | 79 95 | 65 | 21 95 | 60 | 71 | 56 | 52 | 63 | 63 |
| Billing issues (e.g. not receiving bills, incorrect charges) | **74** | 74 | 73 | 67 | 94 95 | 81 | 57 95 | 71 | 84 | 65 | 92 95 | 74 | 75 |
| Other | **25** | 25 | 25 | 42 | 12 95 | 33 | 18 | 17 95 | 36 | 14 | 34 | 25 | 25 |
| *95% Confidence interval* | ***±8*** | *±8* | *±11* | *±26* | *±17* | *±17* | *±17* | *±9* | *±21* | *±19* | *±15* | *±9* | *±14* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **144** | 142 | 76 | 14 | 23 | 29 | 31 | 103 | 21 | 25 | 40 | 103 | 46 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,606*** | *224* | *1076* | *171* | *201* | *147* | *168* | *1327* | *183* | *396* | *219* | *1379* | *587* |

## B2DTX - Why were you dissatisfied?

View verbatim text responses for this question

# B3 - Has the tariff charged by either yc

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - gone up | **9** | 19 | 4 | 62 | 37 | . | . | 9 | 30 | 4 | 14 | 9 | 9 |
| Yes - gone down | **2** | 0 | . | 23 | . | 1 | 0 | 2 | . | . | 1 | 2 | . |
| No - not changed | **90** | 81 | 96 90 | 15 | 63 | 99 | 100 | 89 | 70 | 96 | 85 | 90 | 91 |
| *95% Confidence interval* | ***±7*** | *±18* | *±6* | *±39* | *±29* | *±7* | *±3* | *±8* | *±37* | *±11* | *±22* | *±8* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **65** | 18 | 41 | 6 | 11 | 7 | 8 | 54 | 6 | 13 | 10 | 55 | 19 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***26*** | *10* | *16* | *2* | *6* | *1* | *2* | *22* | *4* | *5* | *3* | *23* | *10* |
| *Not asked* | ***1,659*** | *338* | *1095* | *177* | *207* | *168* | *189* | *1354* | *194* | *403* | *246* | *1404* | *604* |

# B3B - Which of the following scenarios

| Response option | Overall | Not satisfied | By Number of Premises: 1 | By Number of Premises: 2 | By Number of Premises: 3 - 9 | By Number of Premises: 10+ | By Trade Effluent License: Yes | By Trade Effluent License: No | By Sole Trader: Yes | By Sole Trader: No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | By Size of Organisation (Large vs not large): Not large organisation (<250 employees) | By Size (: Micro organisation (0-9 employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 | 6 | 7 | 7 | 0 95 | 2 95 | 18 95 | 4 90 | 6 | 4 | 7 | 7 | 6 | 6 |
| You are currently actively considering switching retailer. By actively considering, | 3 | 4 | 2 90 | 11 95 | 7 95 | 18 95 | 11 95 | 2 95 | 2 | 2 | 22 95 | 3 | 2 |
| You actively considered switching but decided not to | 5 | 12 95 | 4 | 4 | 7 | 4 | 3 | 5 | 5 | 4 | 10 95 | 5 | 4 |
| You actually tried to arrange a switch but something prevented the switch from | 2 | 10 95 | 3 | . 95 | . 95 | 1 | 0 95 | 1 95 | 9 95 | 1 95 | 2 | 2 | 3 |
| You have not actively considered switching but plan to over the next 3 months | 6 | 8 | 5 | 17 95 | 11 95 | 14 95 | 12 95 | 6 | 7 | 4 | 10 95 | 6 | 5 |
| You have not actively considered switching but plan to at some point further in the | 28 | 29 | 28 | 29 | 26 | 22 90 | 37 95 | 28 | 25 | 27 | 21 95 | 28 | 27 |
| You are not interested in switching water and wastewater retailer | 50 | 29 95 | 52 | 39 95 | 46 | 22 95 | 34 95 | 53 95 | 48 | 55 | 27 95 | 51 | 53 |
| *95% Confidence interval* | ***±3*** | *±6* | *±4* | *±9* | *±7* | *±7* | *±7* | *±3* | *±9* | *±7* | *±6* | *±3* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 238 | 694 | 124 | 175 | 151 | 159 | 926 | 108 | 221 | 229 | 920 | 333 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *9* | *1* | *4* | *2* | *4* | *11* | *3* | *4* | *4* | *12* | *7* |
| *Refused* | ***4*** | *1* | *2* | *.* | *.* | *2* | *1* | *3* | *1* | *.* | *2* | *2* | *1* |
| *Not asked* | ***575*** | *123* | *447* | *60* | *45* | *21* | *35* | *490* | *92* | *196* | *24* | *548* | *292* |

# B3B|1GRP - Which of the following sc

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **33** 95 | 16 | 15 | 16 | **41** 95 | 18 | **14** 95 | 20 | 13 | **41** 95 | 16 | 15 |
| You have not actively considered switching but plan to over the next 3 months & You | **34** | 38 | 33 | **46** 95 | 38 | 37 | **48** 95 | 34 | 32 | 32 | 31 | 34 | 32 |
| You are not interested in switching water and wastewater retailer | **50** | **29** 95 | 52 | **39** 95 | 46 | **22** 95 | **34** 95 | **53** 95 | 48 | 55 | **27** 95 | 51 | 53 |
| *95% Confidence interval* | ***±3*** | *±6* | *±4* | *±9* | *±7* | *±8* | *±8* | *±3* | *±9* | *±7* | *±6* | *±3* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 238 | 694 | 124 | 175 | 151 | 159 | 926 | 108 | 221 | 229 | 920 | 333 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *9* | *1* | *4* | *2* | *4* | *11* | *3* | *4* | *4* | *12* | *7* |
| *Refused* | ***4*** | *1* | *2* | *.* | *.* | *2* | *1* | *3* | *1* | *.* | *2* | *2* | *1* |
| *Not asked* | ***575*** | *123* | *447* | *60* | *45* | *21* | *35* | *490* | *92* | *196* | *24* | *548* | *292* |

# B3B|2GRP - Which of the following sc

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **33** 95 | 16 | 15 | 16 | **41** 95 | 18 | **14** 95 | 20 | 13 | **41** 95 | 16 | 15 |
| You have not actively considered switching but plan to over the next 3 months & You | **84** | **67** 95 | 84 | 85 | 84 | **59** 95 | 82 | **86** 95 | 80 | 87 | **59** 95 | 84 | 85 |
| *95% Confidence interval* | ***±2*** | *±6* | *±3* | *±6* | *±5* | *±8* | *±6* | *±2* | *±8* | *±4* | *±6* | *±2* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 238 | 694 | 124 | 175 | 151 | 159 | 926 | 108 | 221 | 229 | 920 | 333 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *9* | *1* | *4* | *2* | *4* | *11* | *3* | *4* | *4* | *12* | *7* |
| *Refused* | ***4*** | *1* | *2* | *.* | *.* | *2* | *1* | *3* | *1* | *.* | *2* | *2* | *1* |
| *Not asked* | ***575*** | *123* | *447* | *60* | *45* | *21* | *35* | *490* | *92* | *196* | *24* | *548* | *292* |

# B3B|3GRP - Which of the following sc

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **20** | **31** 95 | 18 | **32** 95 | **27** 95 | **54** 95 | **30** 95 | 19 | 19 | 17 | **50** 95 | 19 | 17 |
| You actually tried to arrange a switch but something prevented the switch from | **80** | **69** 95 | 82 | **68** 95 | **73** 95 | **46** 95 | **70** 95 | 81 | 81 | 83 | **50** 95 | 81 | 83 |
| *95% Confidence interval* | ***±2*** | *±6* | *±3* | *±8* | *±7* | *±8* | *±7* | *±3* | *±7* | *±5* | *±6* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 238 | 694 | 124 | 175 | 151 | 159 | 926 | 108 | 221 | 229 | 920 | 333 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *9* | *1* | *4* | *2* | *4* | *11* | *3* | *4* | *4* | *12* | *7* |
| *Refused* | ***4*** | *1* | *2* | *.* | *.* | *2* | *1* | *3* | *1* | *.* | *2* | *2* | *1* |
| *Not asked* | ***575*** | *123* | *447* | *60* | *45* | *21* | *35* | *490* | *92* | *196* | *24* | *548* | *292* |

# B3B|4GRP - Which of the following sc

| | | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,154** | 238 | 694 | 124 | 175 | 151 | 159 | 926 | 108 | 221 | 229 | 920 | 333 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***17*** | *4* | *9* | *1* | *4* | *2* | *4* | *11* | *3* | *4* | *4* | *12* | *7* |
| *Refused* | ***4*** | *1* | *2* | *.* | *.* | *2* | *1* | *3* | *1* | *.* | *2* | *2* | *1* |
| *Not asked* | ***575*** | *123* | *447* | *60* | *45* | *21* | *35* | *490* | *92* | *196* | *24* | *548* | *292* |

# B3C - Just to double check that your or

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - continue | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **51** | 14 | 33 | 3 | 5 | 10 | 6 | 42 | 3 | 9 | 14 | 35 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,699*** | *352* | *1119* | *182* | *219* | *166* | *193* | *1388* | *201* | *412* | *245* | *1447* | *621* |

# B4A - Are you aware that intermediari

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - aware | **76** | 79 | 74 | 87 95 | 93 95 | 97 95 | 65 95 | 75 | 80 | 72 | 93 95 | 75 | 74 |
| No - not aware | **24** | 21 | 26 | 13 95 | 7 95 | 3 95 | 35 95 | 25 | 20 | 28 | 7 95 | 25 | 26 |
| *95% Confidence interval* | ***±2*** | *±5* | *±3* | *±6* | *±4* | *±3* | *±7* | *±3* | *±7* | *±6* | *±3* | *±3* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,171** | 242 | 703 | 125 | 179 | 153 | 163 | 937 | 112 | 225 | 232 | 933 | 341 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***579*** | *124* | *449* | *60* | *45* | *23* | *36* | *493* | *92* | *196* | *27* | *549* | *292* |

# B4B - Which of the following have you

| Response option | Overall | Not satisfied | By Number of Premises: 1 | 2 | 3 - 9 | 10+ | By Trade Effluent License: Yes | No | By Sole Trader: Yes | No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | Not large organisation (<250 employees) | By Size: Micro organisation (0-9 employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| The Open Water website | **10** | 3 95 | 9 | 18 | 11 | 21 95 | 69 95 | 7 95 | 10 | 6 | 23 95 | 9 | 8 |
| A retailer's website | **34** | 18 95 | 36 | 22 90 | 7 95 | 18 95 | 66 95 | 38 95 | 10 | 60 95 | 25 95 | 35 | 40 |
| A price comparison website | **31** | 18 95 | 31 | 58 95 | 1 95 | 5 95 | 5 95 | 39 95 | 1 | 55 95 | 5 95 | 32 | 33 |
| Direct contact with another retailer | **23** | 31 90 | 24 | 23 | 4 95 | 24 | 8 95 | 13 95 | 40 | 13 | 27 | 23 | 24 |
| A broker | **30** | 19 95 | 29 | 17 95 | 56 95 | 41 95 | 17 95 | 33 95 | 9 | 41 | 46 95 | 29 | 28 |
| A consultant | **2** | 1 | 1 | 4 | 5 | 21 95 | 7 90 | 2 | 0 | 2 | 30 95 | 2 | 1 |
| Other | **4** | 4 | 2 | 3 | 20 95 | 40 95 | 3 | 3 | 3 | 1 | 16 95 | 3 | 2 |
| None of the above | **19** | 27 95 | 21 | 1 95 | 9 95 | 0 95 | 6 95 | 23 95 | 37 | 10 | 5 95 | 19 | 21 |
| *95% Confidence interval* | ***±6*** | *±11* | *±9* | *±17* | *±15* | *±12* | *±13* | *±7* | *±27* | *±20* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 71 | 102 | 34 | 41 | 61 | 50 | 174 | 13 | 23 | 88 | 151 | 36 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know/cant remember* | ***9*** | *2* | *6* | *.* | *1* | *1* | *3* | *6* | *1* | *1* | *4* | *5* | *2* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B4BTX - Which of the following have y

View verbatim text responses for this question

# B5 - How easy or difficult was it for yo

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **25** | 29 | 24 | 28 | 14 90 | 57 95 | 8 95 | 29 95 | 9 | 28 | 26 | 24 | 21 |
| Fairly easy | **47** | 11 95 | 46 | 62 90 | 66 95 | 25 95 | 84 95 | 52 95 | 18 | 65 90 | 39 95 | 47 | 46 |
| Neither easy nor difficult | **6** | 13 95 | 5 | 7 | 13 | 6 | 4 | 7 90 | 13 | . 95 | 21 95 | 6 | 5 |
| Fairly difficult | **1** | 1 | 0 | 2 | 6 | 10 95 | 4 | 1 | . | . | 10 95 | 1 | . |
| Very difficult | **22** | 46 95 | 24 | 0 95 | 1 95 | 2 95 | 1 95 | 11 95 | 60 | 6 95 | 4 95 | 23 | 28 |
| *95% Confidence interval* | ***±6*** | *±12* | *±10* | *±17* | *±16* | *±12* | *±10* | *±8* | *±28* | *±21* | *±10* | *±8* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 67 | 100 | 33 | 36 | 61 | 48 | 169 | 12 | 20 | 86 | 145 | 32 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *6* | *9* | *1* | *4* | *1* | *5* | *11* | *3* | *3* | *5* | *11* | *6* |
| *Refused* | ***2*** | *1* | *.* | *.* | *2* | *.* | *.* | *1* | *.* | *1* | *1* | *1* | *1* |
| *Not asked* | ***1,498*** | *292* | *1043* | *151* | *182* | *114* | *146* | *1249* | *189* | *397* | *167* | *1325* | *594* |

# B5|1GRP - How easy or difficult was it

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **72** | **40** 95 | 70 | **90** 95 | 79 | **82** 95 | **92** 95 | **81** 95 | 27 | **94** 95 | **65** 90 | 71 | 67 |
| Neither easy nor difficult | **6** | **13** 95 | 5 | 7 | 13 | 6 | 4 | **7** 90 | 13 | **.** 95 | **21** 95 | 6 | 5 |
| Fairly difficult & Very difficult | **23** | **47** 95 | 25 | **3** 95 | **7** 95 | **12** 95 | **4** 95 | **12** 95 | 60 | **6** 95 | **14** 95 | 24 | 28 |
| *95% Confidence interval* | ***±6*** | *±12* | *±9* | *±10* | *±13* | *±10* | *±8* | *±6* | *±28* | *±10* | *±10* | *±7* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **234** | 67 | 100 | 33 | 36 | 61 | 48 | 169 | 12 | 20 | 86 | 145 | 32 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***16*** | *6* | *9* | *1* | *4* | *1* | *5* | *11* | *3* | *3* | *5* | *11* | *6* |
| *Refused* | ***2*** | *1* | *.* | *.* | *2* | *.* | *.* | *1* | *.* | *1* | *1* | *1* | *1* |
| *Not asked* | ***1,498*** | *292* | *1043* | *151* | *182* | *114* | *146* | *1249* | *189* | *397* | *167* | *1325* | *594* |

# B5B - Why was this difficult?

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Didn't know where to look for information/where to go | **1** | 1 | 1 | . | 5 | 8 | 15 | 2 | . | . | 13 | 1 | . |
| Don't know enough about the new market | **0** | 0 | . | . | 32 | 8 | 21 | 0 | . | . | 18 | 0 | . |
| Information not available via phone/online/my preferred communication | **61** | 71 | 63 | 85 | . | 6 | . | 10 95 | 73 | . | 7 | 62 | 64 |
| Information found wasn't relevant | **0** | 0 | . | 15 | . | 16 | 14 | 0 | . | . | 20 | 0 | . |
| Information found wasn't clear/didn't understand information | **1** | 0 | 0 | . | 38 | 1 | 10 | 1 | . | . | 10 | 1 | . |
| Other | **38** | 29 | 37 | 15 | 37 | 94 | 86 | 89 95 | 27 | 100 | 80 | 37 | 36 |
| *95% Confidence interval* | ***±16*** | *±22* | *±24* | *±49* | *±36* | *±23* | *±30* | *±13* | *±43* | *0* | *±20* | *±22* | *±42* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **34** | 17 | 15 | 2 | 7 | 10 | 7 | 24 | 4 | 1 | 15 | 19 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,716*** | *349* | *1137* | *183* | *217* | *166* | *192* | *1406* | *200* | *420* | *244* | *1463* | *628* |

## B5BTX - Why was this difficult?

View verbatim text responses for this question

# B6 - How easy or difficult was it to con

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **24** | 31 | 23 | 25 | 8 95 | 60 95 | 2 95 | 28 95 | 0 | 29 | 17 90 | 22 | 19 |
| Fairly easy | **31** | 4 95 | 29 | 50 95 | 64 95 | 13 95 | 88 95 | 33 | 17 | 34 | 35 | 31 | 28 |
| Neither easy nor difficult | **6** | 10 | 5 | 10 | 21 95 | 9 | 7 | 7 | . | 6 | 28 95 | 5 | 4 |
| Fairly difficult | **38** | 54 95 | 42 | 15 95 | 5 95 | 14 95 | 3 95 | 31 95 | 81 | 31 | 13 95 | 40 | 48 |
| Very difficult | **1** | 2 | 1 | 0 | 2 | 4 90 | 0 | 1 | 2 | . | 7 95 | 1 | 1 |
| *95% Confidence interval* | ***±7*** | *±13* | *±10* | *±18* | *±18* | *±14* | *±10* | *±8* | *±29* | *±21* | *±11* | *±9* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 54 | 85 | 30 | 28 | 50 | 38 | 143 | 7 | 20 | 67 | 127 | 27 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *14* | *20* | *2* | *10* | *8* | *12* | *29* | *7* | *3* | *18* | *23* | *10* |
| *Refused* | ***13*** | *5* | *3* | *2* | *4* | *4* | *3* | *8* | *.* | *1* | *7* | *6* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B6|1GRP - How easy or difficult was it

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **55** | **34** 95 | 53 | **75** 95 | **72** 95 | **73** 95 | **89** 95 | **61** 95 | 18 | 63 | 52 | 54 | 48 |
| Neither easy nor difficult | **6** | 10 | 5 | 10 | **21** 95 | 9 | 7 | 7 | . | 6 | **28** 95 | 5 | 4 |
| Fairly difficult & Very difficult | **39** | **55** 95 | 43 | **15** 95 | **7** 95 | **18** 95 | **4** 95 | **32** 95 | 82 | 31 | **20** 95 | 41 | 48 |
| *95% Confidence interval* | ***±7*** | *±13* | *±11* | *±16* | *±17* | *±12* | *±10* | *±8* | *±28* | *±21* | *±12* | *±9* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **197** | 54 | 85 | 30 | 28 | 50 | 38 | 143 | 7 | 20 | 67 | 127 | 27 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***41*** | *14* | *20* | *2* | *10* | *8* | *12* | *29* | *7* | *3* | *18* | *23* | *10* |
| *Refused* | ***13*** | *5* | *3* | *2* | *4* | *4* | *3* | *8* | *.* | *1* | *7* | *6* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B6B - Why was this difficult?

| Response option | Overall | Not satisfied | By Number of Premises: 1 | 2 | 3 - 9 | 10+ | By Trade Effluent License: Yes | No | By Sole Trader: Yes | No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | Not large organisation (<250 employees) | By Size: Micro organisation (0-9 employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Prices weren't clear | **1** | 1 | 0 | 2 | 71 | 35 | 25 | 1 | . | . | 0 | 1 | . |
| Information wasn't consistent/was hard to compare | **41** | 1 | 42 | 0 | . | 68 | 43 | 68 95 | . | 100 | 47 | 41 | 43 |
| Didn't know what to compare (lack of familiarity with the market) | **0** | 0 | 0 | . | 6 | . | . | 0 | . | . | . | 0 | . |
| Not enough time | **14** | 25 | 14 | . | . | 2 | . | 23 95 | 26 | . | 3 | 14 | 15 |
| Retailer failed to respond to query | **2** | 3 | 2 | . | . | 8 | 13 | 3 90 | 2 | . | 9 | 2 | 1 |
| Retailers not interested in me as a customer | **0** | . | . | 2 | . | . | . | 0 | . | . | . | 0 | . |
| Information not available via phone/online/my preferred communication | **54** | 95 | 56 | 16 | . | 6 | 13 | 25 95 | 98 | . | 9 | 54 | 56 |
| Other | **3** | 1 | 1 | 82 | 94 | 23 | 45 | 5 90 | . | . | 41 | 3 | . |
| *95% Confidence interval* | ***±16*** | *±21* | *±26* | *±37* | *±51* | *±23* | *±33* | *±18* | *±49* | *0* | *±23* | *±22* | *±49* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **38** | 17 | 14 | 4 | 3 | 16 | 9 | 27 | 3 | 1 | 18 | 20 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | . | *1* | . | . | . | *1* | . |
| *Not asked* | ***1,711*** | *349* | *1137* | *181* | *221* | *160* | *190* | *1402* | *201* | *420* | *241* | *1461* | *629* |

## B6BTX - Why was this difficult?

View verbatim text responses for this question

# B7A - How important or unimportant

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **62** | 76 95 | 63 | 59 | 51 90 | 78 95 | 85 95 | 54 95 | 71 | 58 | 65 | 61 | 63 |
| Fairly important | **32** | 23 95 | 32 | 40 | 46 90 | 20 95 | 14 95 | 39 95 | 29 | 36 | 32 | 33 | 34 |
| Neither important nor unimportant | **4** | 0 95 | 4 | . 95 | 4 | 0 95 | 0 95 | 5 | . | 5 | 0 95 | 4 | 3 |
| Fairly unimportant | **1** | 0 90 | 1 | 1 | . 90 | 1 | . 90 | 2 | . | 1 | 1 | 1 | 1 |
| Very unimportant | **0** | 0 | . | . | . | 1 | 1 | . | . | . | 2 95 | . | . |
| *95% Confidence interval* | ***±6*** | *±10* | *±9* | *±17* | *±15* | *±10* | *±10* | *±7* | *±25* | *±20* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 71 | 107 | 34 | 42 | 61 | 52 | 179 | 13 | 24 | 91 | 155 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *2* | *1* | *.* | *.* | *1* | *1* | *1* | *1* | *.* | *1* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7A|1GRP - How important or unimpo

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 100 95 | 94 | 99 95 | 96 | 98 | 99 95 | 93 90 | 100 | 94 | 96 | 95 | 96 |
| Neither important nor unimportant | **4** | 0 95 | 4 | . 95 | 4 | 0 95 | 0 95 | 5 | . | 5 | 0 95 | 4 | 3 |
| Fairly unimportant & Very unimportant | **1** | 0 | 1 | 1 | . 90 | 2 | 1 | 2 | . | 1 | 3 | 1 | 1 |
| *95% Confidence interval* | ***±3*** | *±2* | *±4* | *±3* | *±6* | *±4* | *±2* | *±4* | *0* | *±9* | *±4* | *±4* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 71 | 107 | 34 | 42 | 61 | 52 | 179 | 13 | 24 | 91 | 155 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *2* | *1* | *.* | *.* | *1* | *1* | *1* | *1* | *.* | *1* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7B - How important or unimportant

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **59** | 80 95 | 60 | 43 95 | 41 95 | 74 95 | 89 95 | 49 95 | 88 | 44 | 66 90 | 57 | 60 |
| Fairly important | **36** | 17 95 | 36 | 38 | 52 95 | 21 95 | 10 95 | 44 95 | 9 | 56 95 | 29 90 | 37 | 39 |
| Neither important nor unimportant | **3** | 1 90 | 3 | 2 | 4 | 5 | 0 95 | 4 90 | 1 | . 95 | 3 | 3 | 0 95 |
| Fairly unimportant | **2** | 2 | 1 | 16 95 | 2 | 0 95 | 1 | 2 | 2 | 0 | 2 | 2 | 1 |
| Very unimportant | **0** | . | 0 | . | 1 | . | . | 0 | . | . | . | 0 | . |
| *95% Confidence interval* | ***±6*** | *±9* | *±9* | *±17* | *±15* | *±11* | *±8* | *±7* | *±18* | *±20* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 71 | 106 | 34 | 41 | 61 | 52 | 177 | 13 | 24 | 90 | 154 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *2* | *2* | *.* | *.* | *1* | *1* | *2* | *1* | *.* | *2* | *1* | *1* |
| *Refused* | ***1*** | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7B|1GRP - How important or unimpc

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **95** | 97 | 95 | 81 95 | 93 | 95 | 99 95 | 93 90 | 97 | 100 95 | 95 | 94 | 99 95 |
| Neither important nor unimportant | **3** | 1 90 | 3 | 2 | 4 | 5 | 0 95 | 4 90 | 1 | . 95 | 3 | 3 | 0 95 |
| Fairly unimportant & Very unimportant | **2** | 2 | 1 | 16 95 | 3 | 0 95 | 1 | 2 | 2 | 0 90 | 2 | 2 | 1 |
| *95% Confidence interval* | ***±3*** | *±4* | *±4* | *±13* | *±8* | *±6* | *±2* | *±4* | *±9* | *±1* | *±5* | *±4* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **247** | 71 | 106 | 34 | 41 | 61 | 52 | 177 | 13 | 24 | 90 | 154 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *2* | *2* | *.* | *.* | *1* | *1* | *2* | *1* | *.* | *2* | *1* | *1* |
| *Refused* | ***1*** | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7C - How important or unimportant

| Response option | Overall | Not satisfied | By Number of Premises: 1 | 2 | 3 - 9 | 10+ | By Trade Effluent License: Yes | No | By Sole Trader: Yes | No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | Not large organisation (<250 employees) | By Size: Micro organisation (0-9 employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **37** | **46** 90 | 40 | **25** 90 | **6** 95 | **28** 90 | **71** 95 | **41** 95 | 37 | 38 | 41 | 37 | 38 |
| Fairly important | **39** | 45 | 39 | 29 | 30 | **56** 95 | **9** 95 | **32** 95 | 59 | 36 | **30** 95 | 39 | 44 |
| Neither important nor unimportant | **9** | **4** 90 | 7 | 15 | **36** 95 | 15 | 5 | 10 | 1 | 7 | **18** 95 | 9 | 5 |
| Fairly unimportant | **4** | 4 | 3 | 11 | **16** 95 | **1** 90 | 5 | 4 | 2 | 3 | **10** 95 | 3 | 2 |
| Very unimportant | **11** | **1** 95 | 11 | 21 | 12 | **0** 95 | 10 | **13** 95 | 1 | 16 | **2** 95 | 11 | 11 |
| *95% Confidence interval* | ***±6*** | *±12* | *±9* | *±15* | *±15* | *±12* | *±13* | *±7* | *±28* | *±19* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 69 | 104 | 34 | 38 | 61 | 48 | 176 | 12 | 24 | 88 | 151 | 36 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *4* | *4* | *.* | *3* | *1* | *5* | *3* | *2* | *.* | *4* | *4* | *2* |
| *Refused* | ***1*** | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7C|1GRP - How important or unimpc

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **76** | 91 95 | 79 | 54 95 | 35 95 | 84 90 | 80 | 73 90 | 96 | 74 | 70 | 76 | 82 |
| Neither important nor unimportant | **9** | 4 90 | 7 | 15 | 36 95 | 15 | 5 | 10 | 1 | 7 | 18 95 | 9 | 5 |
| Fairly unimportant & Very unimportant | **15** | 5 95 | 14 | 32 95 | 28 95 | 1 95 | 15 | 17 90 | 3 | 19 | 12 | 15 | 14 |
| *95% Confidence interval* | ***±5*** | *±7* | *±8* | *±17* | *±15* | *±9* | *±11* | *±7* | *±11* | *±17* | *±10* | *±7* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **242** | 69 | 104 | 34 | 38 | 61 | 48 | 176 | 12 | 24 | 88 | 151 | 36 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *4* | *4* | *.* | *3* | *1* | *5* | *3* | *2* | *.* | *4* | *4* | *2* |
| *Refused* | ***1*** | *.* | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7D - How important or unimportant

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | 24 | . | 30 | 27 | 37 | 37 | 36 95 | 100 | 35 | 51 95 | 29 | 38 |
| Fairly important | **22** | 34 95 | . | 10 95 | 16 | 53 95 | 22 | 16 95 | . | . | 25 | 14 95 | . |
| Neither important nor unimportant | **12** | 30 95 | . | 4 95 | 25 95 | 4 95 | 8 | 4 95 | . | 65 | 10 | 14 | 62 |
| Fairly unimportant | **13** | 6 95 | . | 20 | 12 | 1 95 | 3 95 | 18 95 | . | . | 10 | 15 | . |
| Very unimportant | **23** | 6 95 | . | 36 90 | 19 | 5 95 | 29 | 26 | . | . | 4 95 | 28 | . |
| *95% Confidence interval* | ***±8*** | *±14* | *0* | *±16* | *±14* | *±13* | *±16* | *±10* | *0* | *±66* | *±11* | *±11* | *±55* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 43 | . | 34 | 41 | 61 | 36 | 92 | 1 | 2 | 75 | 60 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *2* | *2* | *.* | *1* | *1* | *3* | *1* | *1* | *1* | *2* | *2* | *2* |
| *Not asked* | ***1,610*** | *321* | *1150* | *151* | *182* | *114* | *160* | *1337* | *202* | *418* | *182* | *1420* | *628* |

# B7D|1GRP - How important or unimpo

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **52** | 58 | . | 40 | 43 | 90 95 | 59 | 52 | 100 | 35 | 76 95 | 43 90 | 38 |
| Neither important nor unimportant | **12** | 30 95 | . | 4 95 | 25 95 | 4 95 | 8 | 4 95 | . | 65 | 10 | 14 | 62 |
| Fairly unimportant & Very unimportant | **36** | 12 95 | . | 56 95 | 31 | 6 95 | 33 | 44 95 | . | . | 14 95 | 43 90 | . |
| *95% Confidence interval* | ***±8*** | *±15* | *0* | *±17* | *±15* | *±7* | *±16* | *±10* | *0* | *±66* | *±10* | *±13* | *±55* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **136** | 43 | . | 34 | 41 | 61 | 36 | 92 | 1 | 2 | 75 | 60 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *2* | *2* | *.* | *1* | *1* | *3* | *1* | *1* | *1* | *2* | *2* | *2* |
| *Not asked* | ***1,610*** | *321* | *1150* | *151* | *182* | *114* | *160* | *1337* | *202* | *418* | *182* | *1420* | *628* |

# B7E - How important or unimportant v

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **11** | 2 95 | 12 | 1 95 | 6 | 8 | 3 95 | 14 95 | 3 | 18 | 6 95 | 12 | 13 |
| Fairly important | **37** | 37 | 41 | 11 95 | 7 95 | 1 95 | 67 95 | 26 95 | 56 | 39 | 2 95 | 39 | 45 |
| Neither important nor unimportant | **7** | 2 95 | 6 | 18 90 | 20 95 | 16 95 | 5 | 9 90 | . | 5 | 17 95 | 7 | 3 |
| Fairly unimportant | **28** | 41 95 | 28 | 29 | 34 | 30 | 4 95 | 34 95 | 24 | 31 | 36 95 | 28 | 29 |
| Very unimportant | **16** | 17 | 13 | 41 95 | 34 95 | 45 95 | 21 | 17 | 16 | 7 | 39 95 | 14 | 10 |
| *95% Confidence interval* | ***±6*** | *±12* | *±9* | *±17* | *±14* | *±13* | *±13* | *±7* | *±27* | *±20* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 70 | 105 | 34 | 41 | 60 | 49 | 179 | 13 | 24 | 90 | 153 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *3* | *3* | *.* | *1* | *2* | *4* | *1* | *1* | *.* | *2* | *3* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7E|1GRP - How important or unimpc

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **49** | 39 90 | 53 | 12 95 | 13 95 | 9 95 | 70 95 | 41 95 | 59 | 57 | 7 95 | 50 | 58 |
| Neither important nor unimportant | **7** | 2 95 | 6 | 18 90 | 20 95 | 16 95 | 5 | 9 90 | . | 5 | 17 95 | 7 | 3 |
| Fairly unimportant & Very unimportant | **44** | 58 95 | 40 | 70 95 | 67 95 | 75 95 | 25 95 | 50 95 | 41 | 38 | 75 95 | 42 | 39 |
| *95% Confidence interval* | ***±6*** | *±12* | *±10* | *±15* | *±14* | *±11* | *±13* | *±7* | *±27* | *±20* | *±9* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 70 | 105 | 34 | 41 | 60 | 49 | 179 | 13 | 24 | 90 | 153 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *3* | *3* | *.* | *1* | *2* | *4* | *1* | *1* | *.* | *2* | *3* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7F - How important or unimportant v

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **43** | 60 95 | 42 | 67 95 | 39 | 25 95 | 18 95 | 37 95 | 55 | 37 | 52 95 | 44 | 44 |
| Fairly important | **37** | 17 95 | 37 | 24 90 | 43 | 59 95 | 79 95 | 37 | 13 | 49 | 36 | 36 | 36 |
| Neither important nor unimportant | **7** | 12 90 | 7 | 3 | 9 | 6 | 2 90 | 8 95 | 16 | . 95 | 10 | 7 | 6 |
| Fairly unimportant | **13** | 11 | 14 | 5 90 | 9 | 6 95 | 1 95 | 17 95 | 15 | 14 | 2 95 | 13 | 14 |
| Very unimportant | **0** | 0 | 0 | . | . | 5 95 | . | 1 | . | . | . | 0 | . |
| *95% Confidence interval* | ***±6*** | *±12* | *±10* | *±16* | *±15* | *±12* | *±11* | *±7* | *±28* | *±20* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 69 | 104 | 34 | 41 | 61 | 51 | 177 | 12 | 24 | 91 | 152 | 36 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | *3* | *.* | *1* | *1* | *2* | *2* | *1* | *.* | *1* | *3* | *1* |
| *Refused* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7F|1GRP - How important or unimpo

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 77 | 79 | 91 95 | 82 | 84 | 97 95 | 75 95 | 69 | 86 | 88 95 | 79 | 80 |
| Neither important nor unimportant | **7** | 12 90 | 7 | 3 | 9 | 6 | 2 90 | 8 95 | 16 | . 95 | 10 | 7 | 6 |
| Fairly unimportant & Very unimportant | **13** | 11 | 14 | 5 95 | 9 | 11 | 1 95 | 17 95 | 15 | 14 | 2 95 | 14 | 14 |
| *95% Confidence interval* | ***±5*** | *±10* | *±8* | *±9* | *±12* | *±9* | *±5* | *±6* | *±26* | *±14* | *±7* | *±6* | *±13* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **245** | 69 | 104 | 34 | 41 | 61 | 51 | 177 | 12 | 24 | 91 | 152 | 36 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | *3* | *.* | *1* | *1* | *2* | *2* | *1* | *.* | *1* | *3* | *1* |
| *Refused* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7G - How important or unimportant

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **26** | **38** 95 | 26 | **8** 95 | **10** 95 | **65** 95 | **61** 95 | 27 | 25 | 30 | **37** 95 | 25 | 28 |
| Fairly important | **30** | **5** 95 | 29 | 42 | 37 | 23 | 26 | **36** 95 | 2 | 44 | 32 | 30 | 29 |
| Neither important nor unimportant | **11** | **1** 95 | 10 | **33** 95 | 8 | **2** 95 | **2** 95 | **13** 95 | 2 | 11 | 13 | 11 | 8 |
| Fairly unimportant | **28** | **44** 95 | 28 | **15** 95 | **42** 95 | **4** 95 | **10** 95 | **16** 95 | 55 | **13** 95 | **14** 95 | 27 | 28 |
| Very unimportant | **6** | **13** 95 | 7 | 2 | **2** 90 | 6 | **1** 95 | **8** 95 | 18 | 2 | 4 | 7 | 7 |
| *95% Confidence interval* | ***±6*** | *±12* | *±9* | *±17* | *±15* | *±12* | *±14* | *±7* | *±27* | *±20* | *±10* | *±7* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 71 | 105 | 34 | 41 | 61 | 49 | 179 | 13 | 24 | 89 | 154 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *2* | *3* | *.* | *1* | *1* | *4* | *1* | *1* | *.* | *3* | *2* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7G|1GRP - How important or unimpo

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **55** | 42 95 | 55 | 50 | 47 | 88 95 | 87 95 | 63 95 | 26 | 74 95 | 69 95 | 55 | 57 |
| Neither important nor unimportant | **11** | 1 95 | 10 | 33 95 | 8 | 2 95 | 2 95 | 13 95 | 2 | 11 | 13 | 11 | 8 |
| Fairly unimportant & Very unimportant | **34** | 57 95 | 35 | 18 95 | 44 | 10 95 | 11 95 | 24 95 | 72 | 15 95 | 18 95 | 34 | 35 |
| *95% Confidence interval* | ***±6*** | *±12* | *±10* | *±17* | *±15* | *±8* | *±9* | *±7* | *±24* | *±18* | *±10* | *±8* | *±16* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 71 | 105 | 34 | 41 | 61 | 49 | 179 | 13 | 24 | 89 | 154 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *2* | *3* | *.* | *1* | *1* | *4* | *1* | *1* | *.* | *3* | *2* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7H - How important or unimportant

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **30** | **39** 90 | 29 | 27 | 31 | **52** 95 | **53** 95 | 32 | 27 | 31 | 31 | 29 | 30 |
| Fairly important | **50** | 45 | 51 | 54 | **26** 95 | **21** 95 | **15** 95 | 47 | 61 | 51 | **42** 90 | 51 | 54 |
| Neither important nor unimportant | **13** | **4** 95 | 12 | **5** 90 | **25** 95 | 16 | 18 | 13 | 1 | 17 | 10 | 13 | 11 |
| Fairly unimportant | **7** | 10 | 6 | 14 | **16** 90 | 7 | 13 | 6 | 9 | **2** 90 | **13** 95 | 6 | 4 |
| Very unimportant | **1** | 2 | 1 | . | 1 | 3 | 2 | 1 | 2 | . | **4** 95 | 1 | 1 |
| *95% Confidence interval* | ***±6*** | *±12* | *±10* | *±17* | *±14* | *±13* | *±14* | *±7* | *±28* | *±20* | *±10* | *±8* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 69 | 105 | 33 | 42 | 61 | 52 | 176 | 12 | 23 | 91 | 152 | 35 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *3* | *2* | *1* | *.* | *1* | *1* | *3* | *1* | *1* | *1* | *3* | *2* |
| *Refused* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7H|1GRP - How important or unimpo

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **80** | 84 | 81 | 81 | **57** 95 | 73 | **68** 95 | 79 | 87 | 82 | **73** 90 | 80 | 84 |
| Neither important nor unimportant | **13** | **4** 95 | 12 | **5** 90 | **25** 95 | 16 | 18 | 13 | 1 | 17 | 10 | 13 | 11 |
| Fairly unimportant & Very unimportant | **8** | 12 | 7 | 14 | **18** 95 | 10 | 14 | 7 | 12 | **2** 95 | **16** 95 | 7 | 5 |
| *95% Confidence interval* | ***±5*** | *±9* | *±8* | *±13* | *±15* | *±11* | *±13* | *±6* | *±19* | *±16* | *±9* | *±6* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **246** | 69 | 105 | 33 | 42 | 61 | 52 | 176 | 12 | 23 | 91 | 152 | 35 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *3* | *2* | *1* | *.* | *1* | *1* | *3* | *1* | *1* | *1* | *3* | *2* |
| *Refused* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7I - How important or unimportant w

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **64** | 94 95 | 64 | 49 90 | 61 | 89 95 | 97 95 | 56 95 | 97 | 45 95 | 78 95 | 63 | 64 |
| Fairly important | **32** | 5 95 | 32 | 38 | 35 | 6 95 | 3 95 | 38 95 | 3 | 49 90 | 21 95 | 33 | 32 |
| Neither important nor unimportant | **3** | . 95 | 4 | . 95 | . 95 | 4 | 0 95 | 4 90 | . | 6 | 1 95 | 4 | 4 |
| Fairly unimportant | **1** | . | 0 | 13 95 | 4 | . | . | 1 | 1 | . | . | 1 | 0 |
| Very unimportant | **0** | 0 | 0 | . | . | . | . | 0 | . | . | . | 0 | . |
| *95% Confidence interval* | ***±6*** | *±5* | *±9* | *±17* | *±15* | *±8* | *±5* | *±7* | *±9* | *±20* | *±8* | *±8* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 72 | 106 | 34 | 42 | 62 | 53 | 178 | 13 | 24 | 91 | 155 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *2* | *.* | *.* | *.* | *.* | *2* | *1* | *.* | *1* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7I|1GRP - How important or unimpo

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **96** | 100 95 | 96 | 87 | 96 | 96 | 100 95 | 94 95 | 99 | 94 | 99 95 | 95 | 96 |
| Neither important nor unimportant | **3** | . 95 | 4 | . 95 | . 95 | 4 | 0 95 | 4 90 | . | 6 | 1 95 | 4 | 4 |
| Fairly unimportant & Very unimportant | **1** | 0 | 0 | 13 95 | 4 | . | . | 1 | 1 | . | . | 1 | 0 |
| *95% Confidence interval* | ***±3*** | *±1* | *±4* | *±11* | *±6* | *±5* | *±1* | *±3* | *±4* | *±10* | *±2* | *±3* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **249** | 72 | 106 | 34 | 42 | 62 | 53 | 178 | 13 | 24 | 91 | 155 | 37 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *1* | *2* | *.* | *.* | *.* | *.* | *2* | *1* | *.* | *1* | *1* | *1* |
| *Not asked* | ***1,499*** | *293* | *1044* | *151* | *182* | *114* | *146* | *1250* | *190* | *397* | *167* | *1326* | *595* |

# B7_J - Are there any other factors whi

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, Nothing | **91** | 98 | 92 | 73 | 100 | 86 | 93 | 91 | 100 | 100 | 43 | 92 | 100 |
| Freetext | **9** | 2 | 8 | 27 | . | 14 | 7 | 9 | . | . | 57 | 8 | . |
| *95% Confidence interval* | ***±7*** | *±6* | *±9* | *±50* | *0* | *±19* | *±16* | *±9* | *0* | *0* | *±23* | *±9* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **58** | 19 | 36 | 3 | 6 | 13 | 10 | 44 | 3 | 9 | 18 | 38 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,692*** | *347* | *1116* | *182* | *218* | *163* | *189* | *1386* | *201* | *412* | *241* | *1444* | *621* |

## B7_JTX - Are there any other factors w

View verbatim text responses for this question

# B8A - How satisfied or dissatisfied wer

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **39** | . | . | 100 | . | . | . | 97 | . | . | . | 44 | . |
| Fairly satisfied | **47** | . | 92 | . | . | 25 | 83 | . | . | . | 18 | 51 | . |
| Neither satisfied nor dissatisfied | **14** | 100 | 8 | . | 100 | 75 | 17 | 3 | . | . | 82 | 6 | . |
| *95% Confidence interval* | ***±33*** | *0* | *±27* | *0* | *0* | *±60* | *±33* | *±25* | *0* | *0* | *±37* | *±44* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 3 | 4 | 1 | 2 | 2 | 5 | 2 | . | . | 4 | 5 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *363* | *1148* | *184* | *222* | *174* | *194* | *1428* | *204* | *421* | *255* | *1477* | *633* |

# B8B - How satisfied or dissatisfied wer

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | . | 11 | . | . | . | . | . | . | . | . | 6 | . |
| Fairly satisfied | **81** | . | 81 | 100 | . | 25 | 83 | 97 | . | . | 18 | 88 | . |
| Neither satisfied nor dissatisfied | **14** | 100 | 8 | . | 100 | 75 | 17 | 3 | . | . | 82 | 6 | . |
| *95% Confidence interval* | ***±26*** | *0* | *±39* | *0* | *0* | *±60* | *±33* | *±25* | *0* | *0* | *±37* | *±28* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 3 | 4 | 1 | 2 | 2 | 5 | 2 | . | . | 4 | 5 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,741*** | *363* | *1148* | *184* | *222* | *174* | *194* | *1428* | *204* | *421* | *255* | *1477* | *633* |

# B8C - How satisfied or dissatisfied wer

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **2** | 17 | . | . | 100 | . | . | 17 | . | . | . | 3 | . |
| Fairly satisfied | **75** | . | 99 | . | . | 13 | 88 | . | . | . | 23 | 84 | . |
| Neither satisfied nor dissatisfied | **1** | 3 | 1 | . | . | 3 | 1 | 5 | . | . | 8 | . | . |
| Fairly dissatisfied | **21** | 79 | . | . | . | 84 | 12 | 78 | . | . | 69 | 13 | . |
| *95% Confidence interval* | ***±32*** | *±46* | *±11* | *0* | *0* | *±36* | *±32* | *±47* | *0* | *0* | *±45* | *±41* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 3 | 2 | . | 1 | 4 | 4 | 3 | . | . | 4 | 3 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *363* | *1150* | *185* | *223* | *172* | *195* | *1427* | *204* | *421* | *255* | *1479* | *633* |

# B8D - How satisfied or dissatisfied wer

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **6** | 17 | . | . | 100 | 13 | 4 | 17 | . | . | 23 | 3 | . |
| Fairly satisfied | **72** | . | 99 | . | . | . | 84 | . | . | . | . | 84 | . |
| Neither satisfied nor dissatisfied | **12** | 83 | 1 | . | . | 44 | 1 | 78 | . | . | 3 | 13 | . |
| Fairly dissatisfied | **11** | . | . | . | . | 42 | 12 | 5 | . | . | 74 | . | . |
| *95% Confidence interval* | ***±33*** | *±43* | *±11* | *0* | *0* | *±49* | *±36* | *±47* | *0* | *0* | *±43* | *±41* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 3 | 2 | . | 1 | 4 | 4 | 3 | . | . | 4 | 3 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *363* | *1150* | *185* | *223* | *172* | *195* | *1427* | *204* | *421* | *255* | *1479* | *633* |

# B9A - How important or unimportant

| Response option | Overall | Not satisfied | By Number of Premises: 1 | By Number of Premises: 2 | By Number of Premises: 3 - 9 | By Number of Premises: 10+ | By Trade Effluent License: Yes | By Trade Effluent License: No | By Sole Trader: Yes | By Sole Trader: No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | By Size of Organisation (Large vs not large): Not large organisation (<250 employees) | By Size (: Micro organisation (0-9 employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **53** | 55 | 54 | 40 95 | 54 | 35 95 | 59 | 52 | 60 95 | 50 | 60 95 | 53 | 53 |
| Fairly important | **33** | 35 | 32 | 45 95 | 27 90 | 62 95 | 31 | 33 | 23 95 | 36 90 | 28 | 32 | 32 |
| Neither important nor unimportant | **6** | 6 | 6 | 10 90 | 5 | 4 90 | 7 | 6 | 9 | 5 | 11 95 | 7 | 6 |
| Fairly unimportant | **5** | 3 95 | 5 | 4 | 14 95 | 0 95 | 2 95 | 6 90 | 6 | 6 | 0 95 | 5 | 6 |
| Very unimportant | **3** | 1 95 | 3 | 1 95 | . 95 | . 95 | 1 95 | 3 | 2 | 3 | . 95 | 3 | 3 |
| *95% Confidence interval* | ***±3*** | *±6* | *±3* | *±8* | *±7* | *±9* | *±8* | *±3* | *±7* | *±5* | *±8* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 288 | 1,031 | 150 | 177 | 110 | 141 | 1,234 | 186 | 393 | 160 | 1,310 | 587 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *.* | *2* | *.* | *1* | *.* | *.* | *2* | *.* | *.* | *1* | *2* | *.* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9A|1GRP - How important or unimpo

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **85** | **89** 95 | 86 | 85 | **81** 90 | **96** 95 | **90** 90 | 85 | 83 | 86 | 88 | 85 | 85 |
| Neither important nor unimportant | **6** | 6 | 6 | **10** 90 | 5 | **4** 90 | 7 | 6 | 9 | 5 | **11** 95 | 7 | 6 |
| Fairly unimportant & Very unimportant | **8** | **5** 95 | 8 | **4** 95 | **14** 95 | **0** 95 | **3** 95 | **9** 95 | 9 | 9 | **0** 95 | 8 | 9 |
| *95% Confidence interval* | ***±2*** | *±4* | *±2* | *±6* | *±6* | *±3* | *±5* | *±2* | *±5* | *±3* | *±5* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 288 | 1,031 | 150 | 177 | 110 | 141 | 1,234 | 186 | 393 | 160 | 1,310 | 587 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *.* | *2* | *.* | *1* | *.* | *.* | *2* | *.* | *.* | *1* | *2* | *.* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9B - How important or unimportant a

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **48** | 45 | 47 | 60 95 | 54 90 | 66 95 | 63 95 | 47 95 | 60 95 | 44 90 | 48 | 48 | 49 |
| Fairly important | **41** | 41 | 41 | 35 | 38 | 31 95 | 25 95 | 42 95 | 33 95 | 43 | 45 | 41 | 40 |
| Neither important nor unimportant | **6** | 8 | 6 | 5 | 6 | 2 95 | 3 | 6 | 5 | 5 | 5 | 6 | 5 |
| Fairly unimportant | **4** | 2 95 | 4 | 0 95 | 1 95 | 1 95 | 9 95 | 4 | 2 95 | 5 | 2 90 | 4 | 4 |
| Very unimportant | **2** | 5 95 | 2 | . 95 | 1 95 | . 95 | 0 95 | 2 | . 95 | 3 | . 95 | 2 | 2 |
| *95% Confidence interval* | ***±3*** | *±6* | *±3* | *±8* | *±7* | *±9* | *±8* | *±3* | *±7* | *±5* | *±8* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 285 | 1,028 | 150 | 178 | 110 | 141 | 1,231 | 185 | 390 | 161 | 1,307 | 583 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | *5* | *.* | *.* | *.* | *.* | *5* | *1* | *3* | *.* | *5* | *4* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9B|1GRP - How important or unimpc

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **89** | 86 | 88 | 94 95 | 92 90 | 97 95 | 88 | 89 | 93 95 | 87 | 93 95 | 89 | 89 |
| Neither important nor unimportant | **6** | 8 | 6 | 5 | 6 | 2 95 | 3 | 6 | 5 | 5 | 5 | 6 | 5 |
| Fairly unimportant & Very unimportant | **6** | 6 | 6 | 0 95 | 1 95 | 1 95 | 9 | 6 | 2 95 | 8 90 | 2 95 | 6 | 6 |
| *95% Confidence interval* | ***±2*** | *±4* | *±2* | *±4* | *±4* | *±3* | *±5* | *±2* | *±4* | *±3* | *±4* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,473** | 285 | 1,028 | 150 | 178 | 110 | 141 | 1,231 | 185 | 390 | 161 | 1,307 | 583 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | *5* | *.* | *.* | *.* | *.* | *5* | *1* | *3* | *.* | *5* | *4* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9C - How important or unimportant a

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **58** | 51 95 | 58 | 60 | 64 90 | 48 95 | 71 95 | 57 | 64 90 | 57 | 42 95 | 58 | 59 |
| Fairly important | **28** | 28 | 28 | 29 | 25 | 38 95 | 21 95 | 29 | 25 | 29 | 38 95 | 28 | 28 |
| Neither important nor unimportant | **7** | 13 95 | 7 | 7 | 8 | 10 | 6 | 7 | 7 | 6 | 9 | 7 | 7 |
| Fairly unimportant | **4** | 5 | 4 | 4 | 2 95 | 4 | 1 95 | 5 | 2 95 | 5 | 11 95 | 4 | 4 |
| Very unimportant | **2** | 4 | 2 | . 95 | 1 95 | . 95 | . 95 | 2 | 1 | 3 | 0 95 | 2 | 2 |
| *95% Confidence interval* | ***±3*** | *±6* | *±3* | *±8* | *±7* | *±9* | *±7* | *±3* | *±7* | *±5* | *±8* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 287 | 1,019 | 149 | 178 | 110 | 140 | 1,224 | 184 | 387 | 161 | 1,297 | 579 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *1* | *11* | *1* | *.* | *.* | *1* | *9* | *2* | *5* | *.* | *12* | *7* |
| *Refused* | ***2*** | *.* | *2* | *.* | *.* | *.* | *.* | *2* | *.* | *1* | *.* | *2* | *1* |
| *Not asked* | ***273*** | *78* | *120* | *35* | *46* | *66* | *58* | *195* | *18* | *28* | *98* | *171* | *46* |

# B9C|1GRP - How important or unimpc

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **86** | 79 95 | 86 | 89 | 89 | 87 | 93 95 | 86 | 89 | 86 | 79 95 | 86 | 87 |
| Neither important nor unimportant | **7** | 13 95 | 7 | 7 | 8 | 10 | 6 | 7 | 7 | 6 | 9 | 7 | 7 |
| Fairly unimportant & Very unimportant | **7** | 8 | 7 | 4 | 3 95 | 4 90 | 1 95 | 7 | 3 95 | 8 | 12 95 | 7 | 7 |
| *95% Confidence interval* | ***±2*** | *±5* | *±2* | *±5* | *±5* | *±6* | *±4* | *±2* | *±4* | *±3* | *±6* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,463** | 287 | 1,019 | 149 | 178 | 110 | 140 | 1,224 | 184 | 387 | 161 | 1,297 | 579 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***12*** | *1* | *11* | *1* | *.* | *.* | *1* | *9* | *2* | *5* | *.* | *12* | *7* |
| *Refused* | ***2*** | *.* | *2* | *.* | *.* | *.* | *.* | *2* | *.* | *1* | *.* | *2* | *1* |
| *Not asked* | ***273*** | *78* | *120* | *35* | *46* | *66* | *58* | *195* | *18* | *28* | *98* | *171* | *46* |

# B9D - How important or unimportant

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **16** | 16 | 16 | 19 | 14 | 7 95 | 13 | 17 | 19 | 14 | 23 95 | 16 | 16 |
| Fairly important | **29** | 21 95 | 29 | 33 | 51 95 | 16 95 | 39 95 | 29 | 20 95 | 33 90 | 27 | 30 | 29 |
| Neither important nor unimportant | **16** | 17 | 16 | 20 | 11 95 | 27 95 | 13 | 16 | 18 | 14 | 15 | 16 | 15 |
| Fairly unimportant | **26** | 25 | 26 | 18 95 | 23 | 40 95 | 18 95 | 26 | 26 | 27 | 26 | 26 | 26 |
| Very unimportant | **13** | 21 95 | 13 | 10 | 2 95 | 10 | 17 | 13 | 18 95 | 12 | 9 90 | 13 | 13 |
| *95% Confidence interval* | ***±2*** | *±5* | *±3* | *±8* | *±7* | *±9* | *±8* | *±3* | *±6* | *±5* | *±7* | *±2* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 284 | 1,015 | 149 | 177 | 110 | 140 | 1,219 | 182 | 388 | 160 | 1,293 | 578 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *4* | *16* | *1* | *1* | *.* | *1* | *15* | *4* | *4* | *1* | *17* | *8* |
| *Not asked* | ***274*** | *78* | *121* | *35* | *46* | *66* | *58* | *196* | *18* | *29* | *98* | *172* | *47* |

# B9D|1GRP - How important or unimpo

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **45** | **37** 95 | 45 | **53** 90 | **65** 95 | **23** 95 | 52 | 45 | **39** 95 | 47 | 50 | 46 | 45 |
| Neither important nor unimportant | **16** | 17 | 16 | 20 | **11** 95 | **27** 95 | 13 | 16 | 18 | 14 | 15 | 16 | 15 |
| Fairly unimportant & Very unimportant | **38** | **46** 95 | 39 | **28** 95 | **25** 95 | **51** 95 | 35 | 39 | 44 | 39 | 35 | 39 | 40 |
| *95% Confidence interval* | ***±3*** | *±6* | *±3* | *±8* | *±7* | *±9* | *±8* | *±3* | *±7* | *±5* | *±8* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 284 | 1,015 | 149 | 177 | 110 | 140 | 1,219 | 182 | 388 | 160 | 1,293 | 578 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***18*** | *4* | *16* | *1* | *1* | *.* | *1* | *15* | *4* | *4* | *1* | *17* | *8* |
| *Not asked* | ***274*** | *78* | *121* | *35* | *46* | *66* | *58* | *196* | *18* | *29* | *98* | *172* | *47* |

# B9E - How important or unimportant a

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important | **61** | **68** 95 | 61 | 60 | **73** 95 | 64 | **48** 95 | 61 | 65 | 59 | **77** 95 | 61 | 61 |
| Fairly important | **30** | **26** 90 | 30 | **38** 95 | **23** 95 | 24 | **49** 95 | 29 | 28 | 31 | **16** 95 | 30 | 30 |
| Neither important nor unimportant | **7** | 5 | 7 | **0** 95 | **3** 95 | **12** 90 | **3** 95 | 7 | 4 | 8 | 6 | 7 | 7 |
| Fairly unimportant | **1** | 1 | 1 | 2 | 2 | . 95 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Very unimportant | **1** | **0** 95 | 1 | . 95 | . 95 | . 95 | . 95 | 1 | 1 | 1 | . 95 | 1 | 1 |
| *95% Confidence interval* | ***±2*** | *±5* | *±3* | *±8* | *±7* | *±9* | *±8* | *±3* | *±7* | *±5* | *±6* | *±3* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 286 | 1,028 | 150 | 177 | 110 | 141 | 1,230 | 184 | 390 | 161 | 1,306 | 582 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | *3* | . | *1* | . | . | *4* | *2* | *1* | . | *4* | *3* |
| *Refused* | ***2*** | *2* | *2* | . | . | . | . | *2* | . | *2* | . | *2* | *2* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9E|1GRP - How important or unimpc

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very important & Fairly important | **91** | 94 90 | 91 | 98 95 | 96 95 | 88 | 97 95 | 91 | 93 | 90 | 93 | 91 | 91 |
| Neither important nor unimportant | **7** | 5 | 7 | 0 95 | 3 95 | 12 90 | 3 95 | 7 | 4 | 8 | 6 | 7 | 7 |
| Fairly unimportant & Very unimportant | **2** | 1 95 | 2 | 2 | 2 | . 95 | 1 95 | 2 | 2 | 2 | 1 | 2 | 2 |
| *95% Confidence interval* | ***±1*** | *±3* | *±2* | *±2* | *±3* | *±6* | *±3* | *±2* | *±4* | *±3* | *±4* | *±2* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,472** | 286 | 1,028 | 150 | 177 | 110 | 141 | 1,230 | 184 | 390 | 161 | 1,306 | 582 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | *3* | . | *1* | . | . | *4* | *2* | *1* | . | *4* | *3* |
| *Refused* | ***2*** | *2* | *2* | . | . | . | . | *2* | . | *2* | . | *2* | *2* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9F - Are there any other factors whic

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No, nothing | **86** | 87 | 86 | 87 | 81 90 | 90 | 87 | 86 | 89 | 85 | 66 95 | 86 | 86 |
| Good service/quality of supplier | **2** | 5 95 | 2 | 1 | 10 95 | 2 | 8 95 | 2 | 1 | 2 | 4 | 2 | 2 |
| Good quality/clean water | **2** | 3 | 2 | 5 | 1 90 | 1 95 | 7 95 | 2 | 1 | 3 | 1 | 2 | 2 |
| Good repairs service/quick repairs needed | **2** | 1 95 | 2 | 4 | 0 95 | 2 | 1 | 2 | 0 95 | 3 | 4 | 2 | 2 |
| Good communication/point of contact/kept updated | **3** | 1 90 | 3 | 1 | 4 | 2 | 7 95 | 3 | 3 | 3 | 7 95 | 3 | 3 |
| Good customer service | **1** | 2 90 | 1 | . 95 | 0 | 1 | 3 95 | 0 | 1 | 0 | 5 95 | 1 | 1 |
| Good pricing/not too expensive | **1** | 1 | 1 | 0 95 | 0 90 | 0 95 | 0 95 | 1 | 1 | 1 | 1 | 1 | 1 |
| Freetext | **7** | 6 | 7 | 3 95 | 4 95 | 5 | 0 95 | 7 90 | 5 | 8 | 20 95 | 7 | 7 |
| *95% Confidence interval* | ***±2*** | *±4* | *±2* | *±5* | *±6* | *±6* | *±6* | *±2* | *±5* | *±4* | *±7* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,475** | 288 | 1,030 | 150 | 178 | 110 | 140 | 1,235 | 185 | 391 | 161 | 1,309 | 584 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | *3* | . | . | . | *1* | *1* | *1* | *2* | . | *3* | *3* |
| *Not asked* | ***272*** | *78* | *119* | *35* | *46* | *66* | *58* | *194* | *18* | *28* | *98* | *170* | *46* |

# B9FTX - Are there any other factors wl

View verbatim text responses for this question

# B11B - Did the broker or consultant yo

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| They contacted me | **82** | 92 95 | 85 | 31 | 78 | 41 95 | 34 95 | 83 | 100 | 86 | 41 95 | 83 | 87 |
| I approached them | **18** | 8 95 | 15 | 69 | 22 | 59 95 | 66 95 | 17 | . | 14 | 59 95 | 17 | 13 |
| *95% Confidence interval* | ***±7*** | *±9* | *±10* | *±21* | *±19* | *±16* | *±19* | *±8* | *0* | *±23* | *±14* | *±9* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **122** | 34 | 47 | 18 | 19 | 37 | 25 | 87 | 3 | 9 | 50 | 71 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | *1* | *1* | *1* | *2* | *2* | *3* | *.* | *.* | *3* | *2* | *.* |
| *Not asked* | ***1,623*** | *329* | *1104* | *166* | *204* | *137* | *172* | *1340* | *201* | *412* | *206* | *1409* | *621* |

# B12A - How satisfied or dissatisfied we

| Response option | Overall | Not satisfied | By Number of Premises: 1 | 2 | 3 - 9 | 10+ | By Trade Effluent License: Yes | No | By Sole Trader: Yes | No | By Size of Organisation (Large vs not large): Large organisation (250+ employees) | Not large organisation (<250 employees) | By Size: Micro organisation (0-9 employees) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very satisfied | **61** | **71** 90 | 65 | **35** 95 | **28** 95 | 66 | 56 | 61 | 85 | 62 | **41** 95 | 61 | 64 |
| Fairly satisfied | **33** | **19** 95 | 34 | 36 | 23 | 26 | 32 | 35 | 15 | 35 | 40 | 34 | 33 |
| Neither satisfied nor dissatisfied | **5** | 9 | **1** 95 | **27** 95 | **43** 95 | 9 | 12 | 3 | . | 3 | **15** 95 | 5 | 3 |
| Fairly dissatisfied | **0** | 0 | 0 | 2 | . | . | 0 | 0 | . | . | **4** 95 | 0 | . |
| Very dissatisfied | **0** | . | . | . | 6 | . | . | 0 | . | . | . | 0 | . |
| *95% Confidence interval* | ***±8*** | *±14* | *±12* | *±19* | *±22* | *±15* | *±19* | *±9* | *±35* | *±25* | *±13* | *±10* | *±22* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 39 | 62 | 24 | 20 | 40 | 27 | 110 | 4 | 14 | 53 | 94 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *1* | *1* | *1* | *.* | *2* | *1* | *.* | *.* | *1* | *2* | *.* |
| *Refused* | ***1*** | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,598*** | *326* | *1089* | *159* | *203* | *136* | *169* | *1319* | *200* | *407* | *204* | *1386* | *615* |

# B12AGRP - How satisfied or dissatisfie

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **94** | 91 | 99 95 | 71 95 | 51 95 | 91 | 88 | 96 | 100 | 97 | 81 95 | 94 | 97 |
| Neither satisfied nor dissatisfied | **5** | 9 | 1 95 | 27 95 | 43 95 | 9 | 12 | 3 | . | 3 | 15 95 | 5 | 3 |
| Dissatisfied | **1** | 0 | 0 | 2 | 6 | . | 0 | 1 | . | . | 4 95 | 1 | . |
| *95% Confidence interval* | ***±4*** | *±9* | *±3* | *±18* | *±22* | *±9* | *±12* | *±4* | *0* | *±9* | *±10* | *±5* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 39 | 62 | 24 | 20 | 40 | 27 | 110 | 4 | 14 | 53 | 94 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | *1* | *1* | *1* | *1* | *.* | *2* | *1* | *.* | *.* | *1* | *2* | *.* |
| *Refused* | ***1*** | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,598*** | *326* | *1089* | *159* | *203* | *136* | *169* | *1319* | *200* | *407* | *204* | *1386* | *615* |

# B12B - You said you were satisfied, ple

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | . | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 6 | 9 | 3 | 3 | 7 | 5 | 14 | . | 2 | 11 | 11 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *360* | *1143* | *182* | *221* | *169* | *194* | *1416* | *204* | *419* | *248* | *1471* | *631* |

## B12BTX - You said you were satisfied,

View verbatim text responses for this question

# B12C - You said you were dissatisfied,

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | 100 | 100 | . | 100 | 100 | . | . | 100 | 100 | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 2 | 3 | 4 | 1 | . | 1 | 6 | . | . | 3 | 5 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *364* | *1149* | *181* | *223* | *176* | *198* | *1424* | *204* | *421* | *256* | *1477* | *633* |

# B12CTX - You said you were dissatisfie

View verbatim text responses for this question

# B13 - How did you arrange the switch?

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Using a retailer website or direct contact with retailer | **43** | 64 95 | 42 | 27 | 100 | 84 | 84 | 25 95 | 65 | 26 | 53 | 43 | 43 |
| Using a price comparison website | **2** | . | 2 | . | . | 1 | . | 3 95 | . | 1 | 2 | 2 | 1 |
| Using a broker or consultant | **36** | 17 95 | 37 | 40 | . | 15 | 16 | 46 95 | 15 | 55 | 44 | 35 | 37 |
| Other | **18** | 19 | 19 | 33 | . | 0 | . | 26 95 | 21 | 18 | 1 95 | 19 | 19 |
| *95% Confidence interval* | ***±12*** | *±19* | *±15* | *±55* | *0* | *±18* | *±23* | *±14* | *±35* | *±31* | *±22* | *±15* | *±24* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 24 | 39 | 3 | 6 | 16 | 10 | 49 | 7 | 10 | 20 | 42 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***3*** | . | 3 | . | . | . | 1 | 2 | . | 1 | . | 3 | 1 |
| *Refused* | ***1*** | 1 | . | . | . | 1 | . | 1 | . | . | 1 | . | . |
| *Not asked* | ***1,682*** | 341 | 1110 | 182 | 218 | 159 | 188 | 1378 | 197 | 410 | 238 | 1437 | 615 |

## B13TX - How did you arrange the swit

View verbatim text responses for this question

# B14_ - Why did you decide to switch r

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Cheaper/lower price | **48** | 24 95 | 47 | 100 | 46 | 84 | 56 | 60 95 | 18 | 72 | 43 | 46 | 47 |
| Freetext | **54** | 80 95 | 55 | 33 | 54 | 23 | 46 | 42 95 | 85 | 30 | 82 | 56 | 55 |
| *95% Confidence interval* | ***±12*** | *±17* | *±15* | *±53* | *±40* | *±21* | *±33* | *±14* | *±28* | *±28* | *±22* | *±15* | *±24* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **64** | 23 | 40 | 3 | 6 | 15 | 9 | 50 | 7 | 10 | 19 | 43 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *2* | *2* | *.* | *.* | *2* | *2* | *2* | *.* | *1* | *2* | *2* | *1* |
| *Not asked* | ***1,682*** | *341* | *1110* | *182* | *218* | *159* | *188* | *1378* | *197* | *410* | *238* | *1437* | *615* |

# B14TX - Why did you decide to switch

View verbatim text responses for this question

# B14B - Have you consolidated your wa

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - consolidated with other services | **25** | 63 95 | 24 | . | . | 71 | . | 3 95 | 66 | . | 2 95 | 24 | 27 |
| No - did not consolidate with other services | **75** | 37 95 | 76 | 100 | 100 | 29 | 100 | 97 95 | 34 | 100 | 98 95 | 76 | 73 |
| *95% Confidence interval* | ***±10*** | *±19* | *±13* | *0* | *0* | *±22* | *0* | *±5* | *±35* | *0* | *±6* | *±13* | *±21* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **68** | 25 | 42 | 3 | 6 | 17 | 11 | 52 | 7 | 11 | 21 | 45 | 18 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,682*** | *341* | *1110* | *182* | *218* | *159* | *188* | *1378* | *197* | *410* | *238* | *1437* | *615* |

# B15 - Once you had chosen the retaile

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy | **58** | 29 95 | 58 | . | 43 | 82 | 9 | 77 95 | 19 | 75 | 30 | 57 | 55 |
| Fairly easy | **18** | 2 95 | 17 | 73 | 57 | 9 | 84 | 22 90 | . | 25 | 37 | 18 | 16 |
| Neither easy nor difficult | **0** | . | 0 | 27 | . | . | . | 0 | . | . | 7 | 0 | . |
| Fairly difficult | **0** | 0 | . | . | . | 3 | 2 | . | . | . | 8 | . | . |
| Very difficult | **24** | 69 95 | 25 | . | . | 6 | 5 | 1 95 | 81 | . | 18 | 25 | 29 |
| *95% Confidence interval* | ***±12*** | *±20* | *±15* | *±50* | *±40* | *±20* | *±22* | *±12* | *±38* | *±26* | *±22* | *±15* | *±25* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 20 | 39 | 3 | 6 | 14 | 11 | 46 | 4 | 11 | 18 | 42 | 15 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *5* | *3* | *.* | *.* | *3* | *.* | *6* | *3* | *.* | *3* | *3* | *3* |
| *Not asked* | ***1,682*** | *341* | *1110* | *182* | *218* | *159* | *188* | *1378* | *197* | *410* | *238* | *1437* | *615* |

# B15|1GRP - Once you had chosen the

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very easy & Fairly easy | **76** | 31 95 | 75 | 73 | 100 | 91 | 92 | 99 95 | 19 | 100 | 67 | 75 | 71 |
| Neither easy nor difficult | **0** | . | 0 | 27 | . | . | . | 0 | . | . | 7 | 0 | . |
| Fairly difficult & Very difficult | **24** | 69 95 | 25 | . | . | 9 | 8 | 1 95 | 81 | . | 26 | 25 | 29 |
| *95% Confidence interval* | ***±11*** | *±20* | *±14* | *±50* | *0* | *±15* | *±16* | *±3* | *±38* | *0* | *±22* | *±13* | *±23* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **62** | 20 | 39 | 3 | 6 | 14 | 11 | 46 | 4 | 11 | 18 | 42 | 15 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***6*** | *5* | *3* | *.* | *.* | *3* | *.* | *6* | *3* | *.* | *3* | *3* | *3* |
| *Not asked* | ***1,682*** | *341* | *1110* | *182* | *218* | *159* | *188* | *1378* | *197* | *410* | *238* | *1437* | *615* |

# B15B - What did you find difficult abou

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | . | . | 100 | 100 | 100 | 100 | . | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 6 | 3 | . | . | 4 | 4 | 2 | 2 | . | 4 | 3 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,743*** | *360* | *1149* | *185* | *224* | *172* | *195* | *1428* | *202* | *421* | *255* | *1479* | *631* |

# B15BTX - What did you find difficult ab

View verbatim text responses for this question

# B16A - Why have you not considered s

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Service is good/happy with current retailer | 37 | 14 95 | 39 90 | 15 95 | 19 95 | 21 95 | 34 | 36 | 45 90 | 36 | 22 95 | 37 | 38 |
| Don't know any other retailers/no alternative | 2 | 2 | 2 | 0 95 | 0 95 | 7 95 | 0 95 | 2 | 1 | 1 | . 95 | 2 | 1 |
| Don't know how to switch | 2 | 4 90 | 2 | 3 | 0 95 | 0 90 | . 95 | 2 | 4 | 2 | 1 90 | 2 | 2 |
| Too much effort to switch/no point | 19 | 32 95 | 20 | 18 | 15 | 14 | 1 95 | 21 95 | 18 | 20 | 20 | 19 | 19 |
| Prefer a local company | 0 | . | 0 | . | 0 | 0 | 0 | 0 | . | . | 1 | 0 | . |
| Better the devil you know | 7 | 7 | 7 | 17 95 | 0 95 | 3 95 | 13 95 | 7 | 7 | 8 | 1 95 | 7 | 8 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | 2 | 3 | 1 | 5 90 | . 95 | 1 | 5 | 1 | 2 | 2 | . 95 | 2 | 2 |
| No retailer is offering what I want/what I am looking for | 5 | 9 95 | 5 | 4 | 2 95 | 3 | 0 95 | 5 | 0 95 | 7 | 12 95 | 5 | 5 |
| Worried about being worse off after switching/being taken advantage of | 1 | 3 95 | 1 | 1 | . 95 | 2 | 0 | 1 | 2 | . 95 | 1 | 1 | 1 |
| Intend to in the future, but haven't got round to it | 26 | 35 95 | 25 | 39 95 | 27 | 45 95 | 63 95 | 23 95 | 33 | 20 95 | 40 95 | 26 | 24 |
| Other | 8 | 16 95 | 7 90 | 6 | 39 95 | 20 95 | 13 | 8 | 6 | 8 | 21 95 | 8 | 8 |
| Not a high priority/have greater priorities | 3 | 0 95 | 3 | 1 | 3 | 1 | 1 95 | 3 | 0 95 | 4 | 3 | 3 | 3 |
| Do not have enough time to look into it/too busy | 9 | 1 95 | 9 | 5 90 | 7 | 7 | 2 95 | 9 | 2 95 | 12 | 5 95 | 9 | 10 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Do not spend enough/use enough water to consider switching | **5** | 6 | 5 | 9 | 6 | 2 95 | 5 | 6 | 7 | 5 | . 95 | 5 | 5 |
| Didn't know it was a possibility/wasnt aware we could switch | **4** | 11 95 | 4 | 0 95 | 0 95 | . 95 | . 95 | 4 | 4 | 5 | 1 95 | 4 | 4 |
| Won't save much/any money | **2** | 3 | 3 | 0 95 | 3 | 1 95 | 0 95 | 3 | 0 95 | 3 | 3 | 2 | 2 |
| Haven't been approached about switching/waiting to be approached | **2** | 0 95 | 2 | 0 95 | 0 95 | 0 95 | 0 95 | 2 | 0 95 | 3 | 0 95 | 2 | 2 |
| Haven't thought about it | **1** | 0 95 | 1 | 2 | 1 | . 95 | 8 95 | 1 90 | . 95 | 2 | . 95 | 1 | 1 |
| *95% Confidence interval* | ***±3*** | *±7* | *±4* | *±10* | *±8* | *±10* | *±9* | *±3* | *±10* | *±7* | *±8* | *±3* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **883** | 164 | 574 | 87 | 131 | 87 | 105 | 729 | 91 | 195 | 133 | 748 | 289 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***19*** | *1* | *12* | *3* | *1* | *2* | *1* | *17* | *3* | *2* | *3* | *16* | *6* |
| *Refused* | ***1*** | . | . | . | *1* | . | . | . | . | . | *1* | . | . |
| *Not asked* | ***847*** | *201* | *566* | *95* | *91* | *87* | *93* | *684* | *110* | *224* | *122* | *718* | *338* |

# B16ATX - Why have you not considere

View verbatim text responses for this question

# B16C - Why did you decide not to swit

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Savings were minimal/didn't save enough money | **43** | 2 | 38 | 92 | 71 | 35 | 61 | 42 | 6 | 48 | 40 | 43 | 34 |
| No other benefits to be gained from switching | **5** | 0 | 3 | 5 | 32 | 44 | 8 | 5 | 2 | 6 | 20 95 | 5 | 5 |
| Service is good/happy with current retailer | **35** | 48 | 35 | 61 | 13 | . | 19 | 35 | . | 50 | 3 95 | 35 | 33 |
| Don't know any other retailers/no alternative | **0** | . | 0 | . | . | . | 12 | . | . | . | . | 0 | . |
| Too much effort to switch | **11** | 1 | 9 | 9 | 37 | . | 6 | 11 | . | 13 | 14 | 11 | 9 |
| Better the devil you know | **2** | . | 1 | . | 15 | . | . | 2 | . | . | . | 2 | . |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | . | 2 | . | . | 7 | . | 2 | . | 3 | . | 2 | 2 |
| No retailer is offering what I want/what I am looking for | **1** | . | 1 | 3 | 8 | . | . | 1 | . | . | . | 1 | . |
| Worried about being worse off after switching/being taken advantage of | **2** | . | 2 | 5 | . | . | . | 2 | . | 3 | . | 2 | 2 |
| Other | **59** | 98 | 66 | . | 7 | 25 | 20 | 61 | 94 | 62 | 44 | 59 | 73 |
| *95% Confidence interval* | ***±11*** | *±30* | *±16* | *±27* | *±22* | *±31* | *±26* | *±13* | *±23* | *±35* | *±21* | *±13* | *±27* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **78** | 11 | 36 | 13 | 18 | 10 | 13 | 59 | 4 | 8 | 21 | 57 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,672*** | *355* | *1116* | *172* | *206* | *166* | *186* | *1371* | *200* | *413* | *238* | *1425* | *621* |

# B16CTX - Why did you decide not to sv

View verbatim text responses for this question

# B16D - What prevented the switch fro

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Freetext | **100** | 100 | 100 | . | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 7 | 6 | . | . | 4 | 1 | 8 | 4 | 1 | 4 | 6 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | . | *1* | . | *1* | . | *1* | *1* |
| *Not asked* | ***1,739*** | *359* | *1145* | *185* | *224* | *172* | *198* | *1421* | *200* | *419* | *255* | *1475* | *627* |

## B16DTX - What prevented the switch f

View verbatim text responses for this question

# B16E - Why have you not used an inte

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| FREETEXT | **100** | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **19** | 7 | 11 | 1 | 2 | 5 | 3 | 15 | 3 | 3 | 5 | 14 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | *1* | . | . | . | . | *1* | . |
| *Not asked* | ***1,730*** | *359* | *1140* | *184* | *222* | *171* | *195* | *1415* | *201* | *418* | *254* | *1467* | *627* |

# B16ETX - Why have you not used an in

View verbatim text responses for this question

# B17A - In percentage terms, roughly h

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **15** | 52 | 16 | . | 25 | 9 | 4 | 17 | 62 | 3 | 35 | 16 | 16 |
| 1% to 5% | **5** | 15 | 1 | 44 | 75 | 86 | 15 | 2 | . | . | 45 | 2 | . |
| 6% to 10% | **25** | 2 | 26 | 56 | . | . | . | 25 | . | 36 | . | 26 | 28 |
| 11% to 15% | **6** | 0 | 6 | . | . | 3 | 79 | 3 | . | 2 | 11 | 6 | 2 |
| 21% to 25% | **2** | . | 3 | . | . | . | . | 3 | . | 2 | . | 3 | 1 |
| 46% to 50% | **38** | . | 40 | . | . | . | . | 42 | . | 57 | . | 40 | 44 |
| Amount in pounds | **8** | 31 | 8 | . | . | 2 | 2 | 8 | 38 | . | 9 | 8 | 9 |
| *95% Confidence interval* | ***±15*** | *±27* | *±21* | *±69* | *±38* | *±20* | *±28* | *±18* | *±55* | *±37* | *±27* | *±19* | *±31* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **40** | 13 | 21 | 2 | 5 | 12 | 8 | 30 | 3 | 7 | 13 | 26 | 10 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***9*** | *1* | *8* | *1* | *.* | *.* | *.* | *8* | *.* | *1* | *1* | *8* | *1* |
| *Refused* | ***1*** | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***1,700*** | *351* | *1122* | *182* | *219* | *164* | *190* | *1392* | *201* | *413* | *244* | *1448* | *622* |

## B17ATX - In pounds, roughly how muc

View verbatim text responses for this question

# B17B - Is this reduction due to a lower

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 99 | 100 | 100 | 100 | 98 | 98 | 100 | 100 | 100 | 87 | 100 | 100 |
| Water efficiency services | **19** | 1 | 20 | . | 35 | 4 | 3 | 19 | . | 24 | 23 | 20 | 22 |
| Other | **0** | 1 | . | . | . | 2 | 2 | . | . | . | 13 | . | . |
| *95% Confidence interval* | ***±14*** | *±6* | *±19* | *0* | *±47* | *±13* | *±13* | *±17* | *0* | *±34* | *±28* | *±17* | *±31* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **31** | 9 | 17 | 2 | 4 | 8 | 7 | 22 | 1 | 6 | 9 | 21 | 7 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,718*** | *356* | *1134* | *183* | *220* | *168* | *192* | *1407* | *202* | *415* | *250* | *1460* | *625* |

## B17BTX - Is this reduction due to a low

View verbatim text responses for this question

# B17_BA - Roughly what proportion of

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 21% to 25% | **0** | . | . | . | . | 1 | . | 0 | . | . | 9 | . | . |
| 46% to 50% | **6** | . | 5 | . | 34 | . | . | 9 | . | 8 | . | 7 | 8 |
| 76% to 80% | **0** | 3 | . | . | . | 4 | 3 | . | . | . | 40 | . | . |
| 86% to 90% | **0** | . | . | . | 1 | . | 0 | . | . | . | 5 | . | . |
| 91% to 95% | **6** | . | 7 | . | . | . | . | . | . | 11 | . | 7 | 11 |
| 96% to 100% | **87** | 97 | 88 | 100 | 65 | 96 | 97 | 91 | . | 82 | 46 | 86 | 82 |
| *95% Confidence interval* | ***±14*** | *±15* | *±19* | *0* | *±47* | *±20* | *±18* | *±14* | *0* | *±38* | *±44* | *±17* | *±38* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **21** | 4 | 12 | 1 | 4 | 4 | 4 | 15 | . | 4 | 5 | 15 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | . | *1* | . | *1* | . | *1* | *1* |
| *Not asked* | ***1,728*** | *362* | *1139* | *184* | *220* | *172* | *195* | *1414* | *204* | *416* | *254* | *1466* | *628* |

# B17_BB - Roughly what proportion of

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **47** | . | 56 | . | . | . | . | . | . | 59 | . | 49 | 59 |
| 6% to 10% | **0** | . | . | . | 3 | . | 11 | . | . | . | 9 | . | . |
| 16% to 20% | **3** | 100 | . | . | . | 82 | 89 | . | . | . | 74 | . | . |
| 46% to 50% | **49** | . | 44 | . | 97 | . | . | 99 | . | 41 | . | 51 | 41 |
| 71% to 75% | **1** | . | . | . | . | 18 | . | 1 | . | . | 17 | . | . |
| *95% Confidence interval* | ***±37*** | *0* | *±56* | *0* | *±24* | *±54* | *±44* | *±12* | *0* | *±68* | *±50* | *±49* | *±68* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | 1 | 3 | . | 2 | 2 | 2 | 4 | . | 2 | 3 | 4 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | *1* | . | . | . | . | *1* | . | *1* | . | *1* | *1* |
| *Not asked* | ***1,742*** | *365* | *1148* | *185* | *222* | *174* | *197* | *1425* | *204* | *418* | *256* | *1477* | *630* |

# B17_BC - Roughly what proportion of

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **58** | . | 100 | . | . | . | . | 100 | . | . | . | 100 | . |
| 96% to 100% | **42** | 100 | . | . | . | 100 | 100 | . | . | . | 100 | . | . |
| *95% Confidence interval* | ***±68*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **2** | 1 | 1 | . | . | 1 | 1 | 1 | . | . | 1 | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,748*** | *365* | *1151* | *185* | *224* | *175* | *198* | *1429* | *204* | *421* | *258* | *1481* | *633* |

# B17C - What is the total length of your

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than a year | **1** | . | 0 | 27 | 28 | 17 | 16 | 1 | . | . | 21 | 1 | . |
| A year but less than 2 years | **79** | 69 | 81 | . | 28 | 32 | 76 | 77 | . | 96 | 34 | 79 | 96 |
| 2 years but less than 3 years | **6** | 19 | 6 | . | 1 | 19 | 3 | 7 | . | 4 | 16 | 6 | 4 |
| More than 3 years | **4** | 5 | 3 | 73 | 19 | 32 | 6 | 5 | . | . | 29 | 4 | . |
| Rolling/no fixed length | **9** | 7 | 9 | . | 25 | . | . | 11 | . | . | . | 10 | . |
| *95% Confidence interval* | ***±12*** | *±26* | *±15* | *±50* | *±36* | *±26* | *±28* | *±14* | *0* | *±15* | *±23* | *±15* | *±15* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **47** | 12 | 26 | 3 | 6 | 12 | 9 | 35 | . | 6 | 17 | 29 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***13*** | *7* | *11* | *.* | *.* | *2* | *2* | *10* | *3* | *3* | *2* | *10* | *6* |
| *Not asked* | ***1,690*** | *347* | *1115* | *182* | *218* | *162* | *188* | *1385* | *201* | *412* | *240* | *1443* | *621* |

# B17D - In percentage terms, what leve

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **0** | . 90 | 0 | 1 | . 90 | . 90 | 1 | 0 | . 90 | 1 | . 90 | 0 | 0 |
| 1% to 5% | **9** | 9 | 8 | 23 95 | 15 95 | 23 95 | 4 95 | 10 90 | 9 | 8 | 33 95 | 9 | 8 |
| 6% to 10% | **25** | 26 | 24 | 25 | 46 95 | 31 | 39 95 | 25 | 30 | 21 | 36 95 | 25 | 24 |
| 11% to 15% | **11** | 6 95 | 11 | 10 | 4 95 | 21 95 | 2 95 | 12 95 | 5 95 | 14 | 14 | 11 | 11 |
| 16% to 20% | **19** | 31 95 | 19 | 14 | 13 95 | 7 95 | 18 | 16 95 | 20 | 19 | 3 95 | 19 | 19 |
| 21% to 25% | **9** | 4 95 | 9 | 7 | 13 | 5 95 | 4 95 | 10 90 | 4 95 | 12 | 2 95 | 9 | 10 |
| 26% to 30% | **2** | 0 95 | 1 | 3 | . 95 | 4 | 7 95 | 1 | 1 | 2 | 0 95 | 2 | 1 |
| 31% to 35% | **1** | 2 | 1 | . 95 | 0 95 | . 95 | 0 90 | 1 | 4 | 1 | 0 | 1 | 2 |
| 36% to 40% | **1** | 1 | 1 | . 95 | 3 | . 95 | 1 | 1 | 3 | 1 | 0 90 | 1 | 1 |
| 46% to 50% | **9** | 14 95 | 10 | 5 90 | 4 95 | 2 95 | 11 | 9 | 12 | 9 | 1 95 | 9 | 10 |
| 56% to 60% | **0** | 0 | 0 | . | . | 1 | . | 0 | 0 | . | 1 | 0 | 0 |
| 71% to 75% | **0** | . | 0 | 1 | . | . | . | 0 | . | 0 | . | 0 | 0 |
| 76% to 80% | **0** | 1 | 0 | . 90 | 1 | . 90 | . 90 | 0 | . 90 | 1 | . 90 | 0 | 0 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 91% to 95% | **1** | .[95] | 1 | .[95] | .[95] | .[95] | .[95] | 1 | .[95] | 1 | .[95] | 1 | 1 |
| 96% to 100% | **0** | 0 | 0 | . | 0 | . | 0 | 0 | . | 0 | 1 | 0 | 0 |
| Would not switch | **12** | 7[95] | 12 | 11 | 2[95] | 6[95] | 12 | 12 | 13 | 10 | 8[95] | 12 | 11 |
| *95% Confidence interval* | ***±3*** | *±7* | *±4* | *±8* | *±8* | *±8* | *±8* | *±3* | *±10* | *±6* | *±7* | *±3* | *±5* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **915** | 192 | 542 | 108 | 137 | 122 | 131 | 737 | 85 | 177 | 179 | 735 | 265 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***178*** | *26* | *115* | *13* | *32* | *14* | *17* | *144* | *20* | *34* | *30* | *146* | *55* |
| *Refused* | ***4*** | *2* | *2* | *.* | *.* | *2* | *1* | *2* | *.* | *1* | *3* | *1* | *1* |
| *Not asked* | ***653*** | *146* | *493* | *64* | *55* | *38* | *50* | *547* | *99* | *209* | *47* | *600* | *312* |

# B18A - Have you attempted to negotia

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes - with my previous retailer | **0** | 0 | 0 | . | 0 | 0 | 0 | 0 | . | . | **1** 90 | 0 | . |
| Yes - with my current retailer | **8** | **21** 95 | 8 | 8 | 7 | 10 | **5** 95 | **7** 95 | **16** 95 | **6** 90 | 8 | 8 | 9 |
| No | **92** | **79** 95 | 92 | 92 | 93 | 90 | **95** 95 | **93** 95 | **84** 95 | **94** 90 | 91 | 92 | 91 |
| *95% Confidence interval* | ***±2*** | *±5* | *±2* | *±5* | *±4* | *±5* | *±3* | *±2* | *±7* | *±3* | *±4* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,191** | 252 | 724 | 125 | 179 | 151 | 161 | 960 | 116 | 234 | 226 | 959 | 355 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***14*** | *2* | *5* | *2* | *3* | *4* | *4* | *7* | *1* | *1* | *9* | *5* | *2* |
| *Not asked* | ***545*** | *112* | *423* | *58* | *42* | *21* | *34* | *463* | *87* | *186* | *24* | *518* | *276* |

# B18B - What were your reasons for att

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Wanted lower price | **41** | **22** 95 | 35 | 100 | 99 | **98** 95 | **89** 95 | 47 | 14 | 69 | **93** 95 | 41 | 38 |
| Wanted better quality customer service | **0** | 0 | 0 | 0 | . | **15** 95 | **6** 90 | 0 | . | . | **25** 95 | . | . |
| Bill consolidation across multiple premises | **9** | 13 | 10 | . | 1 | **22** 95 | 6 | 12 | . | 19 | **37** 95 | 9 | 8 |
| Water efficiency services | **0** | . | . | . | . | 1 | . | 0 | . | . | 1 | . | . |
| Leakage control services | **0** | 0 | 0 | . | . | . | . | 0 | . | . | . | 0 | . |
| Other | **61** | **79** 95 | 66 | 16 | 1 | **8** 95 | **14** 95 | 55 | 86 | 39 | **15** 95 | 61 | 66 |
| *95% Confidence interval* | ***±11*** | *±16* | *±17* | *±23* | *±6* | *±16* | *±14* | *±14* | *±27* | *±34* | *±17* | *±14* | *±25* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **80** | 26 | 30 | 10 | 13 | 25 | 23 | 51 | 6 | 8 | 32 | 48 | 14 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | *1* | . | . | . | *1* | . |
| *Not asked* | ***1,669*** | *340* | *1122* | *175* | *210* | *151* | *176* | *1378* | *198* | *413* | *227* | *1433* | *619* |

# B18BTX - What were your reasons for

View verbatim text responses for this question

# B19 - Did you agree a renegotiated co

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **21** | **2** 95 | 18 | 30 | 92 | 32 | 2 | **28** 90 | 6 | 42 | 27 | 21 | 22 |
| No | **79** | **98** 95 | 82 | 70 | 8 | 68 | 98 | **72** 90 | 94 | 58 | 73 | 79 | 78 |
| *95% Confidence interval* | ***±10*** | *±6* | *±14* | *±34* | *±15* | *±22* | *±6* | *±13* | *±19* | *±34* | *±17* | *±12* | *±22* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **69** | 21 | 30 | 7 | 12 | 18 | 18 | 45 | 6 | 8 | 25 | 44 | 14 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *.* | *.* | *1* | *3* | *2* | *2* | *.* | *.* | *3* | *1* | *.* |
| *Refused* | ***1*** | *.* | *.* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,676*** | *344* | *1122* | *177* | *211* | *155* | *178* | *1383* | *198* | *413* | *231* | *1436* | *619* |

# B20A - What benefits have you achiev

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Made financial savings | **41** | 99 | 26 | 100 | 99 | 100 | 100 | 40 | 100 | 26 | 66 | 41 | 37 |
| Bill consolidation across multiple sites | **0** | . | . | . | . | 1 | 4 | . | . | . | 1 | . | . |
| Other | **11** | 1 | 15 | . | . | 11 | 33 | 12 | . | 15 | 13 | 11 | 12 |
| Nothing | **59** | 1 | 74 | . | 1 | . | . | 60 | . | 74 | 34 | 59 | 63 |
| *95% Confidence interval* | ***±21*** | *±8* | *±32* | *0* | *±9* | *±27* | *±46* | *±24* | *0* | *±43* | *±31* | *±27* | *±39* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **22** | 5 | 7 | 3 | 6 | 5 | 4 | 16 | 2 | 4 | 9 | 13 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,728*** | *361* | *1145* | *182* | *218* | *171* | *195* | *1414* | *202* | *417* | *250* | *1469* | *627* |

# B20ATX - What benefits have you achi

View verbatim text responses for this question

# B20B - In percentage terms, roughly h

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **6** | 100 | 5 | 100 | 7 | 18 | 100 | 6 | . | . | 56 | 6 | . |
| 6% to 10% | **39** | . | 79 | . | 1 | . | . | 39 | . | 100 | 44 | 39 | 46 |
| 11% to 15% | **8** | . | 16 | . | . | . | . | 8 | . | . | . | 8 | . |
| 36% to 40% | **2** | . | . | . | . | 82 | . | 2 | 3 | . | . | 2 | 2 |
| Amount in pounds | **45** | . | . | . | 93 | . | . | 46 | 97 | . | . | 46 | 53 |
| *95% Confidence interval* | ***±27*** | *0* | *±40* | *0* | *±25* | *±37* | *0* | *±31* | *±25* | *0* | *±43* | *±35* | *±56* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **13** | 1 | 4 | 1 | 4 | 4 | 2 | 10 | 2 | 1 | 5 | 8 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***5*** | *3* | *2* | *2* | *.* | *1* | *2* | *2* | *.* | *2* | *2* | *3* | *2* |
| *Refused* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,731*** | *362* | *1146* | *182* | *220* | *171* | *195* | *1417* | *202* | *418* | *252* | *1470* | *628* |

## B20BTX - In Pounds, roughly how muc

View verbatim text responses for this question

# B20_C - Were the savings you made du

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Lower tariff | **100** | 100 | 100 | 100 | 100 | 99 | 96 | 100 | 100 | 100 | 98 | 100 | 100 |
| Water efficiency services | **69** | 1 | 100 | . | 22 | 95 | 96 | 78 | 100 | 78 | 84 | 69 | 79 |
| Other | **0** | . | . | . | . | 1 | 4 | . | . | . | 2 | . | . |
| *95% Confidence interval* | ***±23*** | *±9* | *0* | *0* | *±47* | *±20* | *±19* | *±26* | *0* | *±57* | *±27* | *±30* | *±46* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **16** | 4 | 4 | 3 | 3 | 5 | 4 | 10 | 1 | 2 | 7 | 9 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,734*** | *362* | *1148* | *182* | *221* | *171* | *195* | *1420* | *203* | *419* | *252* | *1473* | *630* |

## B20CTX - Were the savings you made

View verbatim text responses for this question

# B20CA - Roughly what proportion of tl

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1% to 5% | **53** | . | 83 | . | . | . | . | 62 | . | 78 | . | 54 | 76 |
| 6% to 10% | **0** | . | . | . | . | 12 | 49 | . | . | . | 24 | . | . |
| 46% to 50% | **1** | . | . | . | 22 | . | . | 1 | . | . | 34 | 1 | . |
| 86% to 90% | **0** | . | 0 | . | . | . | 51 | . | . | . | 25 | . | . |
| 96% to 100% | **45** | 100 | 17 | 100 | 78 | 88 | . | 37 | 100 | 22 | 17 | 45 | 24 |
| *95% Confidence interval* | ***±28*** | *0* | *±43* | *0* | *±47* | *±37* | *±69* | *±34* | *0* | *±57* | *±42* | *±37* | *±48* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **12** | 3 | 3 | 3 | 3 | 3 | 2 | 8 | 1 | 2 | 5 | 7 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *1* | *1* | *.* | *.* | *1* | *1* | *2* | *.* | *.* | *1* | *2* | *.* |
| *Not asked* | ***1,735*** | *362* | *1148* | *182* | *221* | *172* | *196* | *1420* | *203* | *419* | *253* | *1473* | *630* |

# B20CB - Roughly what proportion of tl

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **3** | . | . | . | . | 87 | . | 3 | 100 | . | . | 3 | 4 |
| 1% to 5% | **16** | . | 17 | . | . | . | . | 16 | . | . | . | 16 | . |
| 6% to 10% | **0** | . | 0 | . | . | . | 51 | . | . | . | 30 | . | . |
| 46% to 50% | **2** | . | . | . | 100 | . | . | 2 | . | . | 41 | 1 | . |
| 91% to 95% | **79** | . | 83 | . | . | 13 | 49 | 79 | . | 100 | 29 | 80 | 96 |
| *95% Confidence interval* | ***±30*** | *0* | *±43* | *0* | *0* | *±46* | *±69* | *±36* | *0* | *0* | *±56* | *±39* | *±26* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **7** | . | 3 | . | 2 | 2 | 2 | 5 | 1 | 1 | 3 | 4 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don''t know* | ***3*** | *1* | *1* | *.* | *.* | *1* | *1* | *2* | *.* | *.* | *1* | *2* | *.* |
| *Not asked* | ***1,740*** | *365* | *1148* | *185* | *222* | *173* | *196* | *1423* | *203* | *420* | *255* | *1476* | *631* |

# B20CC - Roughly what proportion of th

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No reduction (0%) | **100** | . | 100 | . | . | 98 | . | 100 | 100 | . | . | 100 | 100 |
| 96% to 100% | **0** | . | . | . | . | 2 | 100 | . | . | . | 100 | . | . |
| *95% Confidence interval* | ***±6*** | *0* | *0* | *0* | *0* | *±18* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | . | 1 | . | . | 2 | 1 | 2 | 1 | . | 1 | 2 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,747*** | *366* | *1151* | *185* | *224* | *174* | *198* | *1428* | *203* | *421* | *258* | *1480* | *632* |

## B21TX - What, if any, issues or probler

View verbatim text responses for this question

# B21A - Have you had any problems wi

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **7** | **16** 95 | 7 | **3** 95 | **26** 95 | **33** 95 | **16** 95 | **6** 95 | 7 | 7 | **21** 95 | 7 | 7 |
| No | **93** | **84** 95 | 93 | **97** 95 | **74** 95 | **67** 95 | **84** 95 | **94** 95 | 93 | 93 | **79** 95 | 93 | 93 |
| *95% Confidence interval* | ***±1*** | *±4* | *±1* | *±3* | *±6* | *±7* | *±5* | *±1* | *±4* | *±2* | *±5* | *±1* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,748** | 364 | 1,151 | 185 | 224 | 175 | 198 | 1,430 | 204 | 421 | 258 | 1,482 | 633 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *2* | *1* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *1* | *.* | *.* |

# B21B - Using a scale of 0 to 10, where (

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 0 (no impact at all) | **66** | 65 | 68 | . | . | . | . | 69 | 91 | 45 | . | 66 | 67 |
| 1 | **0** | 0 | . | . | 20 | . | . | 0 | . | . | . | 0 | . |
| 3 | **10** | 10 | 10 | . | . | . | . | 10 | . | 19 | . | 10 | 10 |
| 4 | **18** | 19 | 19 | . | . | . | . | 19 | . | 36 | . | 18 | 19 |
| 5 | **2** | 2 | . | . | 80 | . | . | 2 | . | . | . | 2 | . |
| 8 | **4** | 4 | 4 | . | . | . | 100 | . | 9 | . | . | 4 | 4 |
| *95% Confidence interval* | ***±33*** | *±35* | *±37* | *0* | *±55* | *0* | *0* | *±34* | *±39* | *±56* | *0* | *±33* | *±41* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **8** | 7 | 6 | . | 2 | . | 1 | 7 | 2 | 3 | . | 8 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,742*** | *359* | *1146* | *185* | *222* | *176* | *198* | *1423* | *202* | *418* | *259* | *1474* | *628* |

# B21C - What were they?

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **34** | **25** 95 | **24** 95 | 38 | **94** 95 | **87** 95 | **46** 90 | **39** 95 | . | 46 | **73** 95 | 34 | 33 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **61** | 68 | **70** 95 | 63 | **6** 95 | **10** 95 | 54 | **55** 95 | 98 | 49 | **11** 95 | 62 | 63 |
| Freetext | **20** | 18 | 23 | 2 | **3** 95 | **5** 95 | **2** 95 | **26** 95 | 14 | 22 | **32** 95 | 19 | 20 |
| *95% Confidence interval* | ***±8*** | *±11* | *±11* | *±22* | *±10* | *±10* | *±16* | *±9* | *±26* | *±20* | *±13* | *±10* | *±17* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **147** | 69 | 64 | 19 | 22 | 40 | 36 | 106 | 7 | 23 | 48 | 98 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Refused* | ***2*** | *2* | *1* | *.* | *.* | *1* | *.* | *2* | *.* | *1* | *1* | *1* | *1* |
| *Not asked* | ***1,601*** | *295* | *1087* | *166* | *202* | *135* | *163* | *1322* | *197* | *397* | *210* | *1383* | *602* |

## B21CTX - What were they?

View verbatim text responses for this question

# B21D - How serious an impact did thes

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact | **42** | **56** 95 | 49 | 25 | **3** 95 | **3** 95 | 33 | **33** 95 | 84 | 36 | **13** 95 | 43 | 50 |
| Fairly serious impact | **14** | 19 | 13 | 32 | 11 | **36** 95 | **4** 95 | **17** 95 | . | 8 | **43** 95 | 13 | **6** 95 |
| Not a very serious impact | **24** | **17** 95 | **15** 95 | 25 | **83** 95 | **59** 95 | **3** 95 | **33** 95 | 5 | 30 | **37** 95 | 24 | 23 |
| No impact at all | **19** | **8** 95 | 22 | 19 | **2** 95 | **1** 95 | **61** 95 | 16 | 11 | 26 | **7** 95 | 20 | 22 |
| *95% Confidence interval* | ***±8*** | *±12* | *±12* | *±21* | *±16* | *±15* | *±16* | *±9* | *±27* | *±20* | *±14* | *±10* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 70 | 64 | 19 | 22 | 41 | 36 | 107 | 7 | 23 | 49 | 98 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *1* | *1* |
| *Not asked* | ***1,601*** | *295* | *1087* | *166* | *202* | *135* | *163* | *1322* | *197* | *397* | *210* | *1383* | *602* |

# B21D|1GRP - How serious an impact d

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | **75** 95 | 63 | 56 | **14** 95 | **39** 95 | **37** 95 | **51** 95 | 84 | 44 | 55 | 56 | 55 |
| Not a very serious impact & No impact at all | **44** | **25** 95 | 37 | 44 | **86** 95 | **61** 95 | **63** 95 | **49** 95 | 16 | 56 | 45 | 44 | 45 |
| *95% Confidence interval* | ***±8*** | *±10* | *±12* | *±22* | *±15* | *±15* | *±16* | *±9* | *±27* | *±20* | *±14* | *±10* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 70 | 64 | 19 | 22 | 41 | 36 | 107 | 7 | 23 | 49 | 98 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *1* | *1* |
| *Not asked* | ***1,601*** | *295* | *1087* | *166* | *202* | *135* | *163* | *1322* | *197* | *397* | *210* | *1383* | *602* |

# B21D|2GRP - How serious an impact d

| | | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Very serious impact & Fairly serious impact | **56** | **75** 95 | 63 | 56 | **14** 95 | **39** 95 | **37** 95 | **51** 95 | 84 | 44 | 55 | 56 | 55 |
| Not a very serious impact | **24** | **17** 95 | **15** 95 | 25 | **83** 95 | **59** 95 | **3** 95 | **33** 95 | 5 | 30 | **37** 95 | 24 | 23 |
| No impact at all | **19** | **8** 95 | 22 | 19 | **2** 95 | **1** 95 | **61** 95 | 16 | 11 | 26 | **7** 95 | 20 | 22 |
| *95% Confidence interval* | ***±8*** | *±10* | *±12* | *±22* | *±16* | *±15* | *±16* | *±9* | *±27* | *±20* | *±14* | *±10* | *±18* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **148** | 70 | 64 | 19 | 22 | 41 | 36 | 107 | 7 | 23 | 49 | 98 | 30 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *1* | *.* | *1* | *1* |
| *Not asked* | ***1,601*** | *295* | *1087* | *166* | *202* | *135* | *163* | *1322* | *197* | *397* | *210* | *1383* | *602* |

# B22A - Since April 2017, have you mad

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **12** | 14 | 12 | 1 | 4 | 43 95 | 32 95 | 11 | 4 | 18 | 29 95 | 12 | 13 |
| No | **88** | 86 | 88 | 99 95 | 96 95 | 57 95 | 68 95 | 89 | 96 | 82 | 71 95 | 88 | 87 |
| *95% Confidence interval* | ***±4*** | *±7* | *±6* | *±3* | *±6* | *±14* | *±14* | *±5* | *±9* | *±12* | *±11* | *±5* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **238** | 97 | 122 | 27 | 38 | 48 | 45 | 183 | 17 | 42 | 61 | 176 | 60 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *2* | *.* | *.* | *1* | *1* | *1* | *1* | *.* | *.* | *1* | *1* | *.* |
| *Not asked* | ***1,510*** | *267* | *1030* | *158* | *185* | *127* | *153* | *1246* | *187* | *379* | *197* | *1305* | *573* |

# B23A - Which of the following have yo

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Retailer | **100** | 100 | 100 | . | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Wholesaler | **20** | 20 | 21 | . | . | 100 | 100 | 20 | 100 | . | 100 | 20 | 21 |
| *95% Confidence interval* | ***±35*** | *±35* | *±46* | *0* | *0* | *0* | *0* | *±39* | *0* | *0* | *0* | *±39* | *±46* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | 5 | 3 | . | 1 | 1 | 1 | 4 | 1 | 2 | 1 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *361* | *1149* | *185* | *223* | *175* | *198* | *1426* | *203* | *419* | *258* | *1478* | *630* |

# B23ATX - Which of the following have

View verbatim text responses for this question

# B23B - What did the complaint(s) relat

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Billing issue | **18** | **34** 95 | 12 | 6 | 46 | 94 | 7 | 20 | 27 | 15 | 85 | 17 | 16 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **64** | 69 | 68 | 94 | 49 | 7 | 94 | 57 | 100 | 61 | 21 | 64 | 64 |
| Other | **24** | **5** 95 | 25 | . | 47 | 6 | 1 | 29 | . | 25 | 12 | 24 | 23 |
| *95% Confidence interval* | ***±15*** | *±18* | *±22* | *±27* | *±40* | *±13* | *±13* | *±19* | *±61* | *±34* | *±19* | *±19* | *±30* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **42** | 28 | 18 | 3 | 6 | 13 | 16 | 26 | 2 | 8 | 18 | 24 | 10 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,708*** | *338* | *1134* | *182* | *218* | *163* | *183* | *1404* | *202* | *413* | *241* | *1458* | *623* |

# B23BTX - What did the complaint(s) re

View verbatim text responses for this question

# B24 - How satisfied or dissatisfied are

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Fairly satisfied | **10** | 10 | 10 | . | . | 100 | 100 | 10 | . | 13 | 100 | 10 | 10 |
| Neither satisfied nor dissatisfied | **70** | 70 | 69 | . | 100 | . | . | 70 | . | 87 | . | 70 | 69 |
| Very dissatisfied | **20** | 20 | 21 | . | . | . | . | 20 | 100 | . | . | 20 | 21 |
| *95% Confidence interval* | ***±40*** | *±40* | *±53* | *0* | *0* | *0* | *0* | *±45* | *0* | *±46* | *0* | *±45* | *±53* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | 5 | 3 | . | 1 | 1 | 1 | 4 | 1 | 2 | 1 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *361* | *1149* | *185* | *223* | *175* | *198* | *1426* | *203* | *419* | *258* | *1478* | *630* |

# B24GRP - How satisfied or dissatisfied

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Satisfied | **10** | 10 | 10 | . | . | 100 | 100 | 10 | . | 13 | 100 | 10 | 10 |
| Neither satisfied nor dissatisfied | **70** | 70 | 69 | . | 100 | . | . | 70 | . | 87 | . | 70 | 69 |
| Dissatisfied | **20** | 20 | 21 | . | . | . | . | 20 | 100 | . | . | 20 | 21 |
| *95% Confidence interval* | ***±40*** | *±40* | *±53* | *0* | *0* | *0* | *0* | *±45* | *0* | *±46* | *0* | *±45* | *±53* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **5** | 5 | 3 | . | 1 | 1 | 1 | 4 | 1 | 2 | 1 | 4 | 3 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,745*** | *361* | *1149* | *185* | *223* | *175* | *198* | *1426* | *203* | *419* | *258* | *1478* | *630* |

# B25 - Overall, how satisfied or dissatis

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | 43 | 32 | . | 100 | . | . | 43 | . | 100 | . | 43 | 32 |
| Very dissatisfied | **57** | 57 | 68 | . | . | . | . | 57 | 100 | . | . | 57 | 68 |
| *95% Confidence interval* | ***±56*** | *±56* | *±65* | *0* | *0* | *0* | *0* | *±56* | *0* | *0* | *0* | *±56* | *±65* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | 3 | 2 | . | 1 | . | . | 3 | 1 | 1 | . | 3 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *2* | *1* | *.* | *.* | *1* | *1* | *1* | *.* | *1* | *1* | *1* | *1* |
| *Not asked* | ***1,745*** | *361* | *1149* | *185* | *223* | *175* | *198* | *1426* | *203* | *419* | *258* | *1478* | *630* |

# B25GRP - Overall, how satisfied or diss

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Neither satisfied nor dissatisfied | **43** | 43 | 32 | . | 100 | . | . | 43 | . | 100 | . | 43 | 32 |
| Dissatisfied | **57** | 57 | 68 | . | . | . | . | 57 | 100 | . | . | 57 | 68 |
| *95% Confidence interval* | ***±56*** | *±56* | *±65* | *0* | *0* | *0* | *0* | *±56* | *0* | *0* | *0* | *±56* | *±65* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **3** | 3 | 2 | . | 1 | . | . | 3 | 1 | 1 | . | 3 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***2*** | *2* | *1* | *.* | *.* | *1* | *1* | *1* | *.* | *1* | *1* | *1* | *1* |
| *Not asked* | ***1,745*** | *361* | *1149* | *185* | *223* | *175* | *198* | *1426* | *203* | *419* | *258* | *1478* | *630* |

# B26A - Were you directed to an altern

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| No | **100** | 100 | 100 | . | . | . | . | 100 | 100 | . | . | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1** | 1 | 1 | . | . | . | . | 1 | 1 | . | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,749*** | *365* | *1151* | *185* | *224* | *176* | *199* | *1429* | *203* | *421* | *259* | *1481* | *632* |

# B1 - Since April 2017, organisations ha

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes | **48** | **54** 95 | **89** 95 |
| No | **52** | **46** 95 | **11** 95 |
| *95% Confidence interval* | ***±2*** | *±3* | *±4* |
| | N | N | N |
| Base | **1,750** | 849 | 259 |

# B2A - How satisfied or dissatisfied are

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very satisfied | **5** | **25** 95 | 3 |
| Fairly satisfied | **38** | **54** 95 | 39 |
| Neither satisfied nor dissatisfied | **53** | **15** 95 | 56 |
| Fairly dissatisfied | **1** | **3** 90 | . |
| Very dissatisfied | **2** | 3 | 3 |
| *95% Confidence interval* | ***±12*** | *±17* | *±29* |
| | N | N | N |
| Base | **67** | 34 | 11 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *.* |
| *Not asked* | ***1,680*** | *813* | *248* |

# B2AGRP - How satisfied or dissatisfied

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Satisfied | **43** | **79** 95 | 42 |
| Neither satisfied nor dissatisfied | **53** | **15** 95 | 56 |
| Dissatisfied | **3** | 6 | 3 |
| *95% Confidence interval* | ***±12*** | *±14* | *±29* |
| | N | N | N |
| Base | **67** | 34 | 11 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *.* |
| *Not asked* | ***1,680*** | *813* | *248* |

# B2B - How satisfied or dissatisfied are

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very satisfied | **14** | 10 | 5 |
| Fairly satisfied | **13** | **38** 95 | 70 |
| Neither satisfied nor dissatisfied | **62** | **38** 95 | 22 |
| Fairly dissatisfied | **8** | 5 | . |
| Very dissatisfied | **2** | **9** 95 | 2 |
| *95% Confidence interval* | ***±12*** | *±16* | *±27* |
| | N | N | N |
| Base | **67** | 34 | 11 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *.* |
| *Not asked* | ***1,680*** | *813* | *248* |

# B2BGRP - How satisfied or dissatisfied

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Satisfied | **27** | **48** 95 | 75 |
| Neither satisfied nor dissatisfied | **62** | **38** 95 | 22 |
| Dissatisfied | **11** | 14 | 2 |
| *95% Confidence interval* | ***±12*** | *±17* | *±26* |
| | N | N | N |
| Base | **67** | 34 | 11 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *.* |
| *Not asked* | ***1,680*** | *813* | *248* |

# B2C - Overall, how satisfied or dissatis

| Response option | Overall |
|---|---|
| | % |
| Very satisfied | **35** |
| Fairly satisfied | **42** |
| Neither satisfied nor dissatisfied | **14** |
| Fairly dissatisfied | **4** |
| Very dissatisfied | **5** |
| *95% Confidence interval* | ***±2*** |
| | N |
| Base | **1,731** |
| ***Invalid responses*** | |
| *Don't know* | ***17*** |
| *Refused* | ***2*** |

# B2CGRP - Overall, how satisfied or diss

| Response option | Overall |
|---|---|
| | % |
| Satisfied | **77** |
| Neither satisfied nor dissatisfied | **14** |
| Dissatisfied | **9** |
| *95% Confidence interval* | ***±2*** |
| | N |
| Base | **1,731** |
| ***Invalid responses*** | |
| *Don't know* | ***17*** |
| *Refused* | ***2*** |

# B2D - Why were you dissatisfied?

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Water quality issue (e.g. cloudy water/strange taste) | **5** | 6 | . 95 |
| Price (e.g. too expensive) | **10** | 13 | 16 |
| Customer service (e.g. slow to respond to issues, hard to get in contact with etc.) | **63** | 56 | 52 |
| Billing issues (e.g. not receiving bills, incorrect charges) | **74** | 66 90 | 92 95 |
| Other | **25** | 26 | 34 |
| *95% Confidence interval* | ***±8*** | *±13* | *±15* |
| | N | N | N |
| Base | **144** | 57 | 40 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,606*** | *792* | *219* |

## B2DTX - Why were you dissatisfied?

View verbatim text responses for this question

# B3 - Has the tariff charged by either yc

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes - gone up | **9** | 9 | 14 |
| Yes - gone down | **2** | 10 | 1 |
| No - not changed | **90** | **81** 95 | 85 |
| *95% Confidence interval* | ***±7*** | *±13* | *±22* |
| | N | N | N |
| Base | **65** | 36 | 10 |
| ***Invalid responses*** | | | |
| *Don't know* | ***26*** | *13* | *3* |
| *Not asked* | ***1,659*** | *800* | *246* |

# B3B - Which of the following scenarios

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 | **6** | 6 | 7 |
| You are currently actively considering switching retailer. By actively considering, | **3** | **6** 95 | **22** 95 |
| You actively considered switching but decided not to | **5** | 5 | **10** 95 |
| You actually tried to arrange a switch but something prevented the switch from | **2** | **0** 95 | 2 |
| You have not actively considered switching but plan to over the next 3 months | **6** | **10** 95 | **10** 95 |
| You have not actively considered switching but plan to at some point further in the | **28** | **34** 95 | **21** 95 |
| You are not interested in switching water and wastewater retailer | **50** | **38** 95 | **27** 95 |
| *95% Confidence interval* | ***±3*** | *±4* | *±6* |
| | N | N | N |
| Base | **1,154** | 587 | 229 |
| ***Invalid responses*** | | | |
| *Don't know* | ***17*** | *5* | *4* |
| *Refused* | ***4*** | *1* | *2* |
| *Not asked* | ***575*** | *256* | *24* |

# B3B|1GRP - Which of the following sc

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **18** 90 | **41** 95 |
| You have not actively considered switching but plan to over the next 3 months & You | **34** | **44** 95 | 31 |
| You are not interested in switching water and wastewater retailer | **50** | **38** 95 | **27** 95 |
| *95% Confidence interval* | ***±3*** | *±4* | *±6* |
| | N | N | N |
| Base | **1,154** | 587 | 229 |
| ***Invalid responses*** | | | |
| *Don't know* | ***17*** | *5* | *4* |
| *Refused* | ***4*** | *1* | *2* |
| *Not asked* | ***575*** | *256* | *24* |

# B3B|2GRP - Which of the following sc

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **16** | **18** 90 | **41** 95 |
| You have not actively considered switching but plan to over the next 3 months & You | **84** | **82** 90 | **59** 95 |
| *95% Confidence interval* | ***±2*** | *±3* | *±6* |
| | N | N | N |
| Base | **1,154** | 587 | 229 |
| ***Invalid responses*** | | | |
| *Don't know* | ***17*** | *5* | *4* |
| *Refused* | ***4*** | *1* | *2* |
| *Not asked* | ***575*** | *256* | *24* |

# B3B|3GRP - Which of the following sc

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **20** | **28** 95 | **50** 95 |
| You actually tried to arrange a switch but something prevented the switch from | **80** | **72** 95 | **50** 95 |
| *95% Confidence interval* | ***±2*** | *±4* | *±6* |
| | N | N | N |
| Base | **1,154** | 587 | 229 |
| ***Invalid responses*** | | | |
| *Don't know* | ***17*** | *5* | *4* |
| *Refused* | ***4*** | *1* | *2* |
| *Not asked* | ***575*** | *256* | *24* |

# B3B|4GRP - Which of the following sc

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| You have switched retailer for clean water or waste water since 1st April 2017 & You | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **1,154** | 587 | 229 |
| ***Invalid responses*** | | | |
| *Don't know* | ***17*** | *5* | *4* |
| *Refused* | ***4*** | *1* | *2* |
| *Not asked* | ***575*** | *256* | *24* |

# B3C - Just to double check that your or

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes - continue | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **51** | 23 | 14 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,699*** | *826* | *245* |

# B4A - Are you aware that intermediari

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes - aware | **76** | **81** 95 | **93** 95 |
| No - not aware | **24** | **19** 95 | **7** 95 |
| *95% Confidence interval* | ***±2*** | *±3* | *±3* |
| | N | N | N |
| Base | **1,171** | 592 | 232 |
| ***Invalid responses*** | | | |
| *Not asked* | ***579*** | *257* | *27* |

# B4B - Which of the following have you

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| The Open Water website | **10** | **15** 95 | **23** 95 |
| A retailer's website | **34** | **12** 95 | **25** 95 |
| A price comparison website | **31** | 26 | **5** 95 |
| Direct contact with another retailer | **23** | 20 | 27 |
| A broker | **30** | 33 | **46** 95 |
| A consultant | **2** | **5** 95 | **30** 95 |
| Other | **4** | 4 | **16** 95 |
| None of the above | **19** | **13** 90 | **5** 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **242** | 115 | 88 |
| ***Invalid responses*** | | | |
| *Don't know/cant remember* | ***9*** | *3* | *4* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B4BTX - Which of the following have y

View verbatim text responses for this question

# B5 - How easy or difficult was it for yo

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very easy | **25** | **39** 95 | 26 |
| Fairly easy | **47** | 48 | **39** 95 |
| Neither easy nor difficult | **6** | 7 | **21** 95 |
| Fairly difficult | **1** | 95 **4** | **10** 95 |
| Very difficult | **22** | **1** 95 | **4** 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **234** | 113 | 86 |
| ***Invalid responses*** | | | |
| *Don't know* | ***16*** | *5* | *5* |
| *Refused* | ***2*** | *.* | *1* |
| *Not asked* | ***1,498*** | *731* | *167* |

# B5|1GRP - How easy or difficult was it

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very easy & Fairly easy | **72** | **87** 95 | **65** 90 |
| Neither easy nor difficult | **6** | 7 | **21** 95 |
| Fairly difficult & Very difficult | **23** | **6** 95 | **14** 95 |
| *95% Confidence interval* | ***±6*** | *±6* | *±10* |
| | N | N | N |
| Base | **234** | 113 | 86 |
| ***Invalid responses*** | | | |
| *Don't know* | ***16*** | *5* | *5* |
| *Refused* | ***2*** | *.* | *1* |
| *Not asked* | ***1,498*** | *731* | *167* |

# B5B - Why was this difficult?

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Didn't know where to look for information/where to go | **1** | 13 | 13 |
| Don't know enough about the new market | **0** | 4 | 18 |
| Information not available via phone/online/my preferred communication | **61** | 28 | 7 |
| Information found wasn't relevant | **0** | 2 | 20 |
| Information found wasn't clear/didn't understand information | **1** | 13 | 10 |
| Other | **38** | 62 | 80 |
| *95% Confidence interval* | ***±16*** | *±25* | *±20* |
| | N | N | N |
| Base | **34** | 14 | 15 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,716*** | *835* | *244* |

## B5BTX - Why was this difficult?

View verbatim text responses for this question

# B6 - How easy or difficult was it to con

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very easy | **24** | **34** 95 | **17** 90 |
| Fairly easy | **31** | **44** 95 | 35 |
| Neither easy nor difficult | **6** | **11** 95 | **28** 95 |
| Fairly difficult | **38** | **10** 95 | **13** 95 |
| Very difficult | **1** | 2 | **7** 95 |
| *95% Confidence interval* | ***±7*** | *±10* | *±11* |
| | N | N | N |
| Base | **197** | 100 | 67 |
| ***Invalid responses*** | | | |
| *Don't know* | ***41*** | *13* | *18* |
| *Refused* | ***13*** | *5* | *7* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B6|1GRP - How easy or difficult was it

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very easy & Fairly easy | **55** | **78** 95 | 52 |
| Neither easy nor difficult | **6** | **11** 95 | **28** 95 |
| Fairly difficult & Very difficult | **39** | **11** 95 | **20** 95 |
| *95% Confidence interval* | ***±7*** | *±8* | *±12* |
| | N | N | N |
| Base | **197** | 100 | 67 |
| ***Invalid responses*** | | | |
| *Don't know* | ***41*** | *13* | *18* |
| *Refused* | ***13*** | *5* | *7* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B6B - Why was this difficult?

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Prices weren't clear | **1** | 20 | 0 |
| Information wasn't consistent/was hard to compare | **41** | 19 | 47 |
| Didn't know what to compare (lack of familiarity with the market) | **0** | 2 | . |
| Not enough time | **14** | . | 3 |
| Retailer failed to respond to query | **2** | 11 | 9 |
| Retailers not interested in me as a customer | **0** | 1 | . |
| Information not available via phone/online/my preferred communication | **54** | 19 | 9 |
| Other | **3** | 55 | 41 |
| *95% Confidence interval* | ***±16*** | *±24* | *±23* |
| | N | N | N |
| Base | **38** | 16 | 18 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | *1* | *.* |
| *Not asked* | ***1,711*** | *832* | *241* |

## B6BTX - Why was this difficult?

View verbatim text responses for this question

# B7A - How important or unimportant

| | | of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **62** | 56 90 | 65 |
| Fairly important | **32** | 32 | 32 |
| Neither important nor unimportant | **4** | 7 95 | 0 95 |
| Fairly unimportant | **1** | 5 95 | 1 |
| Very unimportant | **0** | . | 2 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **249** | 118 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | *.* | *1* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7A|1GRP - How important or unimpo

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important & Fairly important | **95** | **88** 95 | 96 |
| Neither important nor unimportant | **4** | **7** 95 | **0** 95 |
| Fairly unimportant & Very unimportant | **1** | **5** 95 | 3 |
| *95% Confidence interval* | ***±3*** | *±6* | *±4* |
| | N | N | N |
| Base | **249** | 118 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | *.* | *1* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7B - How important or unimportant v

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **59** | **47** 95 | **66** 90 |
| Fairly important | **36** | **30** 90 | **29** 90 |
| Neither important nor unimportant | **3** | **16** 95 | 3 |
| Fairly unimportant | **2** | **6** 95 | 2 |
| Very unimportant | **0** | **1** 95 | . |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **247** | 117 | 90 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *.* | *2* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7B|1GRP - How important or unimpc

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important & Fairly important | **95** | **77** 95 | 95 |
| Neither important nor unimportant | **3** | **16** 95 | 3 |
| Fairly unimportant & Very unimportant | **2** | **7** 95 | 2 |
| *95% Confidence interval* | ***±3*** | *±8* | *±5* |
| | N | N | N |
| Base | **247** | 117 | 90 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *.* | *2* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7C - How important or unimportant v

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **37** | 33 | 41 |
| Fairly important | **39** | **21** 95 | **30** 95 |
| Neither important nor unimportant | **9** | **26** 95 | **18** 95 |
| Fairly unimportant | **4** | **7** 95 | **10** 95 |
| Very unimportant | **11** | 13 | **2** 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **242** | 115 | 88 |
| ***Invalid responses*** | | | |
| *Don't know* | ***8*** | *2* | *4* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7C|1GRP - How important or unimpc

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important & Fairly important | **76** | **54** 95 | 70 |
| Neither important nor unimportant | **9** | **26** 95 | **18** 95 |
| Fairly unimportant & Very unimportant | **15** | **20** 95 | 12 |
| *95% Confidence interval* | ***±5*** | *±9* | *±10* |
| | N | N | N |
| Base | **242** | 115 | 88 |
| ***Invalid responses*** | | | |
| *Don't know* | ***8*** | *2* | *4* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7D - How important or unimportant

| | | of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **30** | 27 | **51** 95 |
| Fairly important | **22** | 17 | 25 |
| Neither important nor unimportant | **12** | **3** 95 | 10 |
| Fairly unimportant | **13** | 18 | 10 |
| Very unimportant | **23** | **35** 95 | **4** 95 |
| *95% Confidence interval* | ***±8*** | *±12* | *±11* |
| | N | N | N |
| Base | **136** | 57 | 75 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *.* | *2* |
| *Not asked* | ***1,610*** | *792* | *182* |

# B7D|1GRP - How important or unimpo

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **52** | 44 | **76** 95 |
| Neither important nor unimportant | **12** | **3** 95 | 10 |
| Fairly unimportant & Very unimportant | **36** | **53** 95 | **14** 95 |
| *95% Confidence interval* | ***±8*** | *±13* | *±10* |
| | N | N | N |
| Base | **136** | 57 | 75 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *.* | *2* |
| *Not asked* | ***1,610*** | *792* | *182* |

# B7E - How important or unimportant v

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **11** | **8** 90 | **6** 95 |
| Fairly important | **37** | **14** 95 | **2** 95 |
| Neither important nor unimportant | **7** | **24** 95 | **17** 95 |
| Fairly unimportant | **28** | 25 | **36** 95 |
| Very unimportant | **16** | **30** 95 | **39** 95 |
| *95% Confidence interval* | ***±6*** | *±8* | *±10* |
| | N | N | N |
| Base | **245** | 116 | 90 |
| ***Invalid responses*** | | | |
| *Don't know* | ***6*** | *2* | *2* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7E|1GRP - How important or unimpo

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important & Fairly important | **49** | **21** 95 | **7** 95 |
| Neither important nor unimportant | **7** | **24** 95 | **17** 95 |
| Fairly unimportant & Very unimportant | **44** | **55** 95 | **75** 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±9* |
| | N | N | N |
| Base | **245** | 116 | 90 |
| ***Invalid responses*** | | | |
| *Don't know* | ***6*** | *2* | *2* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7F - How important or unimportant v

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **43** | 43 | **52** 95 |
| Fairly important | **37** | 34 | 36 |
| Neither important nor unimportant | **7** | **11** 95 | 10 |
| Fairly unimportant | **13** | 10 | **2** 95 |
| Very unimportant | **0** | **2** 95 | . |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **245** | 116 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *2* | *1* |
| *Refused* | ***1*** | *.* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7F|1GRP - How important or unimpo

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important & Fairly important | **80** | 77 | **88** 95 |
| Neither important nor unimportant | **7** | **11** 95 | 10 |
| Fairly unimportant & Very unimportant | **13** | 12 | **2** 95 |
| *95% Confidence interval* | ***±5*** | *±8* | *±7* |
| | N | N | N |
| Base | **245** | 116 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *2* | *1* |
| *Refused* | ***1*** | *.* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7G - How important or unimportant

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **26** | **11** 95 | **37** 95 |
| Fairly important | **30** | **37** 95 | 32 |
| Neither important nor unimportant | **11** | **24** 95 | 13 |
| Fairly unimportant | **28** | 25 | **14** 95 |
| Very unimportant | **6** | **3** 95 | 4 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **246** | 117 | 89 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *1* | *3* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7G|1GRP - How important or unimpo

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **55** | **48** 95 | **69** 95 |
| Neither important nor unimportant | **11** | **24** 95 | 13 |
| Fairly unimportant & Very unimportant | **34** | **28** 90 | **18** 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **246** | 117 | 89 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *1* | *3* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7H - How important or unimportant

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **30** | 28 | 31 |
| Fairly important | **50** | **38** 95 | **42** 90 |
| Neither important nor unimportant | **13** | **21** 95 | 10 |
| Fairly unimportant | **7** | **12** 95 | **13** 95 |
| Very unimportant | **1** | 1 | **4** 95 |
| *95% Confidence interval* | ***±6*** | *±9* | *±10* |
| | N | N | N |
| Base | **246** | 117 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *1* | *1* |
| *Refused* | ***1*** | . | . |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7H|1GRP - How important or unimpo

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **80** | 66 95 | 73 90 |
| Neither important nor unimportant | **13** | 21 95 | 10 |
| Fairly unimportant & Very unimportant | **8** | 13 95 | 16 95 |
| *95% Confidence interval* | ***±5*** | *±9* | *±9* |
| | N | N | N |
| Base | **246** | 117 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *1* | *1* |
| *Refused* | ***1*** | *.* | *.* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7I - How important or unimportant w

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important | **64** | 59 | **78** 95 |
| Fairly important | **32** | 34 | **21** 95 |
| Neither important nor unimportant | **3** | 2 | **1** 95 |
| Fairly unimportant | **1** | **4** 95 | . |
| Very unimportant | **0** | **1** 95 | . |
| *95% Confidence interval* | ***±6*** | *±9* | *±8* |
| | N | N | N |
| Base | **249** | 118 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | . | *1* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7I|1GRP - How important or unimpo

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **96** | **93** 90 | **99** 95 |
| Neither important nor unimportant | **3** | 2 | **1** 95 |
| Fairly unimportant & Very unimportant | **1** | **5** 95 | . |
| *95% Confidence interval* | ***±3*** | *±5* | *±2* |
| | N | N | N |
| Base | **249** | 118 | 91 |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | . | *1* |
| *Not asked* | ***1,499*** | *731* | *167* |

# B7_J - Are there any other factors whi

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No, Nothing | **91** | **51** 95 | 43 |
| Freetext | **9** | **49** 95 | 57 |
| *95% Confidence interval* | ***±7*** | *±19* | *±23* |
| | N | N | N |
| Base | **58** | 26 | 18 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,692*** | *823* | *241* |

## B7_JTX - Are there any other factors w

View verbatim text responses for this question

# B8A - How satisfied or dissatisfied wer

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very satisfied | **39** | 44 | . |
| Fairly satisfied | **47** | 51 | 18 |
| Neither satisfied nor dissatisfied | **14** | 6 | 82 |
| *95% Confidence interval* | ***±33*** | *±44* | *±37* |
| | N | N | N |
| Base | **9** | 5 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,741*** | *844* | *255* |

# B8B - How satisfied or dissatisfied wer

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very satisfied | **6** | 6 | . |
| Fairly satisfied | **81** | 88 | 18 |
| Neither satisfied nor dissatisfied | **14** | 6 | 82 |
| *95% Confidence interval* | ***±26*** | *±28* | *±37* |
| | N | N | N |
| Base | **9** | 5 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,741*** | *844* | *255* |

# B8C - How satisfied or dissatisfied wer

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very satisfied | **2** | 3 | . |
| Fairly satisfied | **75** | 84 | 23 |
| Neither satisfied nor dissatisfied | **1** | . | 8 |
| Fairly dissatisfied | **21** | 13 | 69 |
| *95% Confidence interval* | ***±32*** | *±41* | *±45* |
| | N | N | N |
| Base | **7** | 3 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,743*** | *846* | *255* |

# B8D - How satisfied or dissatisfied wer

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very satisfied | **6** | 3 | 23 |
| Fairly satisfied | **72** | 84 | . |
| Neither satisfied nor dissatisfied | **12** | 13 | 3 |
| Fairly dissatisfied | **11** | . | 74 |
| *95% Confidence interval* | ***±33*** | *±41* | *±43* |
| | N | N | N |
| Base | **7** | 3 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,743*** | *846* | *255* |

# B9A - How important or unimportant a

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **53** | 54 | **60** 95 |
| Fairly important | **33** | 32 | 28 |
| Neither important nor unimportant | **6** | **9** 95 | **11** 95 |
| Fairly unimportant | **5** | **3** 95 | **0** 95 |
| Very unimportant | **3** | **1** 95 | **.** 95 |
| *95% Confidence interval* | ***±3*** | *±4* | *±8* |
| | N | N | N |
| Base | **1,475** | 723 | 160 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *1* |
| *Not asked* | ***272*** | *124* | *98* |

# B9A|1GRP - How important or unimpo

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **85** | 86 | 88 |
| Neither important nor unimportant | **6** | 9 95 | 11 95 |
| Fairly unimportant & Very unimportant | **8** | 5 95 | 0 95 |
| *95% Confidence interval* | ***±2*** | *±3* | *±5* |
| | N | N | N |
| Base | **1,475** | 723 | 160 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *1* |
| *Not asked* | ***272*** | *124* | *98* |

# B9B - How important or unimportant a

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **48** | 42 95 | 48 |
| Fairly important | **41** | 46 95 | 45 |
| Neither important nor unimportant | **6** | 8 95 | 5 |
| Fairly unimportant | **4** | 2 95 | 2 90 |
| Very unimportant | **2** | 2 | . 95 |
| *95% Confidence interval* | ***±3*** | *±4* | *±8* |
| | N | N | N |
| Base | **1,473** | 724 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *1* | *.* |
| *Not asked* | ***272*** | *124* | *98* |

# B9B|1GRP - How important or unimpc

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **89** | 88 | 93 95 |
| Neither important nor unimportant | **6** | 8 95 | 5 |
| Fairly unimportant & Very unimportant | **6** | 4 95 | 2 95 |
| *95% Confidence interval* | ***±2*** | *±2* | *±4* |
| | N | N | N |
| Base | **1,473** | 724 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *1* | *.* |
| *Not asked* | ***272*** | *124* | *98* |

# B9C - How important or unimportant a

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important | **58** | **52** 95 | **42** 95 |
| Fairly important | **28** | 95 **32** | 95 **38** |
| Neither important nor unimportant | **7** | 95 **10** | 9 |
| Fairly unimportant | **4** | 4 | 95 **11** |
| Very unimportant | **2** | 2 | **0** 95 |
| *95% Confidence interval* | ***±3*** | *±4* | *±8* |
| | N | N | N |
| Base | **1,463** | 718 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***12*** | *5* | *.* |
| *Refused* | ***2*** | *1* | *.* |
| *Not asked* | ***273*** | *125* | *98* |

# B9C|1GRP - How important or unimpc

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **86** | **84** 95 | **79** 95 |
| Neither important nor unimportant | **7** | **10** 95 | 9 |
| Fairly unimportant & Very unimportant | **7** | 6 | **12** 95 |
| *95% Confidence interval* | ***±2*** | *±3* | *±6* |
| | N | N | N |
| Base | **1,463** | 718 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***12*** | *5* | *.* |
| *Refused* | ***2*** | *1* | *.* |
| *Not asked* | ***273*** | *125* | *98* |

# B9D - How important or unimportant

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important | **16** | 18 | **23** 95 |
| Fairly important | **29** | **32** 95 | 27 |
| Neither important nor unimportant | **16** | **19** 95 | 15 |
| Fairly unimportant | **26** | **23** 95 | 26 |
| Very unimportant | **13** | **8** 95 | **9** 90 |
| *95% Confidence interval* | ***±2*** | *±3* | *±7* |
| | N | N | N |
| Base | **1,458** | 715 | 160 |
| ***Invalid responses*** | | | |
| *Don't know* | ***18*** | *9* | *1* |
| *Not asked* | ***274*** | *125* | *98* |

# B9D|1GRP - How important or unimpo

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very important & Fairly important | **45** | **50** 95 | 50 |
| Neither important nor unimportant | **16** | **19** 95 | 15 |
| Fairly unimportant & Very unimportant | **38** | **31** 95 | 35 |
| *95% Confidence interval* | ***±3*** | *±4* | *±8* |
| | N | N | N |
| Base | **1,458** | 715 | 160 |
| ***Invalid responses*** | | | |
| *Don't know* | ***18*** | *9* | *1* |
| *Not asked* | ***274*** | *125* | *98* |

# B9E - How important or unimportant a

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important | **61** | 60 | **77** 95 |
| Fairly important | **30** | 32 | **16** 95 |
| Neither important nor unimportant | **7** | **5** 95 | 6 |
| Fairly unimportant | **1** | 95 **3** | 1 |
| Very unimportant | **1** | **1** 95 | . 95 |
| *95% Confidence interval* | ***±2*** | *±4* | *±6* |
| | N | N | N |
| Base | **1,472** | 724 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *1* | . |
| *Refused* | ***2*** | . | . |
| *Not asked* | ***272*** | *124* | *98* |

# B9E|1GRP - How important or unimpc

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very important & Fairly important | **91** | 92 | 93 |
| Neither important nor unimportant | **7** | 5 95 | 6 |
| Fairly unimportant & Very unimportant | **2** | 3 95 | 1 |
| *95% Confidence interval* | ***±1*** | *±2* | *±4* |
| | N | N | N |
| Base | **1,472** | 724 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *1* | *.* |
| *Refused* | ***2*** | *.* | *.* |
| *Not asked* | ***272*** | *124* | *98* |

# B9F - Are there any other factors whic

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No, nothing | **86** | 89 95 | 66 95 |
| Good service/quality of supplier | **2** | 2 | 4 |
| Good quality/clean water | **2** | 2 | 1 |
| Good repairs service/quick repairs needed | **2** | 3 | 4 |
| Good communication/point of contact/kept updated | **3** | 2 90 | 7 95 |
| Good customer service | **1** | 0 | 5 95 |
| Good pricing/not too expensive | **1** | 1 | 1 |
| Freetext | **7** | 4 95 | 20 95 |
| *95% Confidence interval* | ***±2*** | *±2* | *±7* |
| | N | N | N |
| Base | **1,475** | 725 | 161 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | . | . |
| *Not asked* | ***272*** | *124* | *98* |

# B9FTX - Are there any other factors wl

View verbatim text responses for this question

# B11B - Did the broker or consultant yo

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| They contacted me | **82** | **65** 95 | **41** 95 |
| I approached them | **18** | **35** 95 | **59** 95 |
| *95% Confidence interval* | ***±7*** | *±12* | *±14* |
| | N | N | N |
| Base | **122** | 59 | 50 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *2* | *3* |
| *Not asked* | ***1,623*** | *788* | *206* |

# B12A - How satisfied or dissatisfied we

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very satisfied | **61** | **47** 95 | **41** 95 |
| Fairly satisfied | **33** | 36 | 40 |
| Neither satisfied nor dissatisfied | **5** | **14** 95 | **15** 95 |
| Fairly dissatisfied | **0** | 1 | **4** 95 |
| Very dissatisfied | **0** | **1** 95 | . |
| *95% Confidence interval* | ***±8*** | *±11* | *±13* |
| | N | N | N |
| Base | **148** | 76 | 53 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *1* |
| *Refused* | ***1*** | *.* | *1* |
| *Not asked* | ***1,598*** | *771* | *204* |

# B12AGRP - How satisfied or dissatisfie

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Satisfied | **94** | **84** 95 | **81** 95 |
| Neither satisfied nor dissatisfied | **5** | 95 **14** | 95 **15** |
| Dissatisfied | **1** | 95 **2** | 95 **4** |
| *95% Confidence interval* | ***±4*** | *±8* | *±10* |
| | N | N | N |
| Base | **148** | 76 | 53 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *1* |
| *Refused* | ***1*** | *.* | *1* |
| *Not asked* | ***1,598*** | *771* | *204* |

# B12B - You said you were satisfied, ple

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Freetext | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **22** | 9 | 11 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,728*** | *840* | *248* |

## B12BTX - You said you were satisfied,

View verbatim text responses for this question

# B12C - You said you were dissatisfied,

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Freetext | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **8** | 5 | 3 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,742*** | *844* | *256* |

## B12CTX - You said you were dissatisfie

View verbatim text responses for this question

# B13 - How did you arrange the switch?

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Using a retailer website or direct contact with retailer | **43** | 42 | 53 |
| Using a price comparison website | **2** | **12** 95 | 2 |
| Using a broker or consultant | **36** | 25 | 44 |
| Other | **18** | 21 | **1** 95 |
| *95% Confidence interval* | ***±12*** | *±19* | *±22* |
| | N | N | N |
| Base | **64** | 25 | 20 |
| ***Invalid responses*** | | | |
| *Don't know* | ***3*** | *2* | *.* |
| *Refused* | ***1*** | *.* | *1* |
| *Not asked* | ***1,682*** | *822* | *238* |

## B13TX - How did you arrange the swit

View verbatim text responses for this question

# B14_ - Why did you decide to switch r

| | | e of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Cheaper/lower price | **48** | 38 | 43 |
| Freetext | **54** | 65 | 82 |
| *95% Confidence interval* | ***±12*** | *±19* | *±22* |
| | N | N | N |
| Base | **64** | 26 | 19 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *1* | *2* |
| *Not asked* | ***1,682*** | *822* | *238* |

# B14TX - Why did you decide to switch

View verbatim text responses for this question

# B14B - Have you consolidated your wa

| Response option | Overall | of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Yes - consolidated with other services | **25** | **4** 95 95 | **2** 95 95 |
| No - did not consolidate with other services | **75** | **96** | **98** |
| *95% Confidence interval* | ***±10*** | *±7* | *±6* |
| | N | N | N |
| Base | **68** | 27 | 21 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,682*** | *822* | *238* |

# B15 - Once you had chosen the retaile

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very easy | **58** | 68 | 30 |
| Fairly easy | **18** | 31 95 | 37 |
| Neither easy nor difficult | **0** | 0 | 7 |
| Fairly difficult | **0** | . | 8 |
| Very difficult | **24** | 0 95 | 18 |
| *95% Confidence interval* | ***±12*** | *±18* | *±22* |
| | N | N | N |
| Base | **62** | 27 | 18 |
| ***Invalid responses*** | | | |
| *Don't know* | ***6*** | . | *3* |
| *Not asked* | ***1,682*** | *822* | *238* |

# B15|1GRP - Once you had chosen the

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Very easy & Fairly easy | **76** | **99** 95 | 67 |
| Neither easy nor difficult | **0** | 0 | 7 |
| Fairly difficult & Very difficult | **24** | **0** 95 | 26 |
| *95% Confidence interval* | ***±11*** | *±4* | *±22* |
| | N | N | N |
| Base | **62** | 27 | 18 |
| ***Invalid responses*** | | | |
| *Don't know* | ***6*** | *.* | *3* |
| *Not asked* | ***1,682*** | *822* | *238* |

# B15B - What did you find difficult abou

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Freetext | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **7** | 1 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,743*** | *848* | *255* |

## B15BTX - What did you find difficult ab

View verbatim text responses for this question

# B16A - Why have you not considered s

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Service is good/happy with current retailer | 37 | 28 95 | 22 95 |
| Don't know any other retailers/no alternative | 2 | 4 95 | . 95 |
| Don't know how to switch | 2 | 1 95 | 1 90 |
| Too much effort to switch/no point | 19 | 21 | 20 |
| Prefer a local company | 0 | 1 95 | 1 |
| Better the devil you know | 7 | 3 95 | 1 95 |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | 2 | 0 95 | . 95 |
| No retailer is offering what I want/what I am looking for | 5 | 4 90 | 12 95 |
| Worried about being worse off after switching/being taken advantage of | 1 | 0 | 1 |
| Intend to in the future, but haven't got round to it | 26 | 36 95 | 40 95 |
| Other | 8 | 11 95 | 21 95 |
| Not a high priority/have greater priorities | 3 | 2 95 | 3 |
| Do not have enough time to look into it/too busy | 9 | 4 95 | 5 95 |

| | | | |
|---|---|---|---|
| Do not spend enough/use enough water to consider switching | **5** | 7 | . 95 |
| Didn't know it was a possibility/wasnt aware we could switch | **4** | **2** 95 | **1** 95 |
| Won't save much/any money | **2** | **3** 90 | 3 |
| Haven't been approached about switching/waiting to be approached | **2** | **1** 95 | **0** 95 |
| Haven't thought about it | **1** | 1 | . 95 |
| *95% Confidence interval* | ***±3*** | *±4* | *±8* |
| | N | N | N |
| Base | **883** | 459 | 133 |
| ***Invalid responses*** | | | |
| *Don't know* | ***19*** | *10* | *3* |
| *Refused* | ***1*** | *.* | *1* |
| *Not asked* | ***847*** | *380* | *122* |

## B16ATX - Why have you not considere

View verbatim text responses for this question

# B16C - Why did you decide not to swit

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Savings were minimal/didn't save enough money | **43** | **80** 95 | 40 |
| No other benefits to be gained from switching | **5** | 5 | **20** 95 |
| Service is good/happy with current retailer | **35** | **47** 95 | **3** 95 |
| Don't know any other retailers/no alternative | **0** | 2 | . |
| Too much effort to switch | **11** | **20** 95 | 14 |
| Better the devil you know | **2** | 9 | . |
| Bad experiences switching other utilities (e.g. gas, electric, telephone) | **2** | 0 | . |
| No retailer is offering what I want/what I am looking for | **1** | 7 | . |
| Worried about being worse off after switching/being taken advantage of | **2** | 1 | . |
| Other | **59** | **3** 95 | 44 |
| *95% Confidence interval* | ***±11*** | *±15* | *±21* |
| | N | N | N |
| Base | **78** | 45 | 21 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,672*** | *804* | *238* |

## B16CTX - Why did you decide not to sv

View verbatim text responses for this question

# B16D - What prevented the switch fro

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Freetext | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **10** | 1 | 4 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | . | . |
| *Not asked* | ***1,739*** | *848* | *255* |

## B16DTX - What prevented the switch f

View verbatim text responses for this question

# B16E - Why have you not used an inte

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| FREETEXT | **100** | 100 | 100 |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **19** | 8 | 5 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | *1* | *.* |
| *Not asked* | ***1,730*** | *840* | *254* |

## B16ETX - Why have you not used an in

View verbatim text responses for this question

# B17A - In percentage terms, roughly h

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| No reduction (0%) | **15** | 10 | 35 |
| 1% to 5% | **5** | 24 | 45 |
| 6% to 10% | **25** | 7 | . |
| 11% to 15% | **6** | 45 | 11 |
| 21% to 25% | **2** | 15 | . |
| 46% to 50% | **38** | . | . |
| Amount in pounds | **8** | . | 9 |
| *95% Confidence interval* | ***±15*** | *±24* | *±27* |
| | N | N | N |
| Base | **40** | 16 | 13 |
| ***Invalid responses*** | | | |
| *Don't know* | ***9*** | *7* | *1* |
| *Refused* | ***1*** | . | *1* |
| *Not asked* | ***1,700*** | *826* | *244* |

## B17ATX - In pounds, roughly how muc

View verbatim text responses for this question

# B17B - Is this reduction due to a lower

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | : of Organisation Grouped2) Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Lower tariff | **100** | 100 | 87 |
| Water efficiency services | **19** | 6 | 23 |
| Other | **0** | . | 13 |
| *95% Confidence interval* | ***±14*** | *±12* | *±28* |
| | N | N | N |
| Base | **31** | 14 | 9 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | *.* | *.* |
| *Not asked* | ***1,718*** | *835* | *250* |

## B17BTX - Is this reduction due to a low

View verbatim text responses for this question

# B17_BA - Roughly what proportion of

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| 21% to 25% | **0** | . | 9 |
| 46% to 50% | **6** | 6 | . |
| 76% to 80% | **0** | . | 40 |
| 86% to 90% | **0** | . | 5 |
| 91% to 95% | **6** | . | . |
| 96% to 100% | **87** | 94 | 46 |
| *95% Confidence interval* | ***±14*** | *±14* | *±44* |
| | N | N | N |
| Base | **21** | 11 | 5 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | . | . |
| *Not asked* | ***1,728*** | *838* | *254* |

# B17_BB - Roughly what proportion of

| Response option | Overall | of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| 1% to 5% | **47** | . | . |
| 6% to 10% | **0** | . | 9 |
| 16% to 20% | **3** | . | 74 |
| 46% to 50% | **49** | 100 | . |
| 71% to 75% | **1** | . | 17 |
| *95% Confidence interval* | ***±37*** | *0* | *±50* |
| | N | N | N |
| Base | **7** | 2 | 3 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | . | . |
| *Not asked* | ***1,742*** | *847* | *256* |

# B17_BC - Roughly what proportion of

| Response option | Overall | of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No reduction (0%) | **58** | 100 | . |
| 96% to 100% | **42** | . | 100 |
| *95% Confidence interval* | ***±68*** | *0* | *0* |
| | N | N | N |
| Base | **2** | 1 | 1 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,748*** | *848* | *258* |

# B17C - What is the total length of your

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Less than a year | **1** | **5** 90 | 21 |
| A year but less than 2 years | **79** | **31** 95 | 34 |
| 2 years but less than 3 years | **6** | **12** 90 | 16 |
| More than 3 years | **4** | **16** 95 | 29 |
| Rolling/no fixed length | **9** | **37** 95 | . |
| *95% Confidence interval* | ***±12*** | *±20* | *±23* |
| | N | N | N |
| Base | **47** | 23 | 17 |
| ***Invalid responses*** | | | |
| *Don't know* | ***13*** | *4* | *2* |
| *Not asked* | ***1,690*** | *822* | *240* |

# B17D - In percentage terms, what leve

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No reduction (0%) | **0** | . 90 | . 90 |
| 1% to 5% | **9** | 13 95 | 33 95 |
| 6% to 10% | **25** | 31 95 | 36 95 |
| 11% to 15% | **11** | 8 95 | 14 |
| 16% to 20% | **19** | 17 90 | 3 95 |
| 21% to 25% | **9** | 6 95 | 2 95 |
| 26% to 30% | **2** | 3 95 | 0 95 |
| 31% to 35% | **1** | 0 95 | 0 |
| 36% to 40% | **1** | 1 | 0 90 |
| 46% to 50% | **9** | 6 95 | 1 95 |
| 56% to 60% | **0** | 0 | 1 |
| 71% to 75% | **0** | 0 | . |
| 76% to 80% | **0** | 0 | . 90 |

| | | | |
|---|---|---|---|
| 91% to 95% | **1** | .[95] | .[95] |
| 96% to 100% | **0** | 0 | 1 |
| Would not switch | **12** | 15[95] | 8[95] |
| *95% Confidence interval* | ***±3*** | *±4* | *±7* |
| | N | N | N |
| Base | **915** | 470 | 179 |
| ***Invalid responses*** | | | |
| *Don't know* | ***178*** | *91* | *30* |
| *Refused* | ***4*** | *.* | *3* |
| *Not asked* | ***653*** | *288* | *47* |

# B18A - Have you attempted to negotia

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Yes - with my previous retailer | **0** | 0 | **1** 90 |
| Yes - with my current retailer | **8** | **5** 95 | 8 |
| No | **92** | **95** 95 | 91 |
| *95% Confidence interval* | ***±2*** | *±2* | *±4* |
| | N | N | N |
| Base | **1,191** | 604 | 226 |
| ***Invalid responses*** | | | |
| *Don't know* | ***14*** | *3* | *9* |
| *Not asked* | ***545*** | *242* | *24* |

# B18B - What were your reasons for att

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Wanted lower price | **41** | **70** 95 | **93** 95 |
| Wanted better quality customer service | **0** | . | **25** 95 |
| Bill consolidation across multiple premises | **9** | **16** 90 | **37** 95 |
| Water efficiency services | **0** | . | 1 |
| Leakage control services | **0** | 1 | . |
| Other | **61** | **14** 95 | **15** 95 |
| *95% Confidence interval* | ***±11*** | *±15* | *±17* |
| | N | N | N |
| Base | **80** | 34 | 32 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | *1* | *.* |
| *Not asked* | ***1,669*** | *814* | *227* |

## B18BTX - What were your reasons for

View verbatim text responses for this question

# B19 - Did you agree a renegotiated co

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Yes | **21** | 17 | 27 |
| No | **79** | 83 | 73 |
| *95% Confidence interval* | ***±10*** | *±13* | *±17* |
| | N | N | N |
| Base | **69** | 30 | 25 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *1* | *3* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,676*** | *817* | *231* |

# B20A - What benefits have you achiev

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Made financial savings | **41** | 100 | 66 |
| Bill consolidation across multiple sites | **0** | . | 1 |
| Other | **11** | . | 13 |
| Nothing | **59** | . | 34 |
| *95% Confidence interval* | ***±21*** | *0* | *±31* |
| | N | N | N |
| Base | **22** | 7 | 9 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,728*** | *842* | *250* |

# B20ATX - What benefits have you achi

View verbatim text responses for this question

# B20B - In percentage terms, roughly h

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | : of Organisation Grouped2) Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| 1% to 5% | **6** | 41 | 56 |
| 6% to 10% | **39** | . | 44 |
| 11% to 15% | **8** | 55 | . |
| 36% to 40% | **2** | . | . |
| Amount in pounds | **45** | 4 | . |
| *95% Confidence interval* | ***±27*** | *±44* | *±43* |
| | N | N | N |
| Base | **13** | 5 | 5 |
| ***Invalid responses*** | | | |
| *Don't know* | ***5*** | *1* | *2* |
| *Refused* | ***1*** | *1* | *.* |
| *Not asked* | ***1,731*** | *842* | *252* |

## B20BTX - In Pounds, roughly how muc

View verbatim text responses for this question

# B20_C - Were the savings you made di

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Lower tariff | **100** | 100 | 98 |
| Water efficiency services | **69** | 46 | 84 |
| Other | **0** | . | 2 |
| *95% Confidence interval* | ***±23*** | *±40* | *±27* |
| | N | N | N |
| Base | **16** | 6 | 7 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,734*** | *843* | *252* |

## B20CTX - Were the savings you made

View verbatim text responses for this question

# B20CA - Roughly what proportion of tl

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| 1% to 5% | **53** | . | . |
| 6% to 10% | **0** | . | 24 |
| 46% to 50% | **1** | 3 | 34 |
| 86% to 90% | **0** | . | 25 |
| 96% to 100% | **45** | 97 | 17 |
| *95% Confidence interval* | ***±28*** | *±17* | *±42* |
| | N | N | N |
| Base | **12** | 4 | 5 |
| ***Invalid responses*** | | | |
| *Don''t know* | ***3*** | *2* | *1* |
| *Not asked* | ***1,735*** | *843* | *253* |

# B20CB - Roughly what proportion of th

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No reduction (0%) | **3** | . | . |
| 1% to 5% | **16** | 93 | . |
| 6% to 10% | **0** | . | 30 |
| 46% to 50% | **2** | 7 | 41 |
| 91% to 95% | **79** | . | 29 |
| *95% Confidence interval* | ***±30*** | *±36* | *±56* |
| | N | N | N |
| Base | **7** | 2 | 3 |
| ***Invalid responses*** | | | |
| *Don''t know* | ***3*** | *2* | *1* |
| *Not asked* | ***1,740*** | *845* | *255* |

# B20CC - Roughly what proportion of th

| Response option | Overall | of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No reduction (0%) | **100** | 100 | . |
| 96% to 100% | **0** | . | 100 |
| *95% Confidence interval* | ***±6*** | *0* | *0* |
| | N | N | N |
| Base | **3** | 1 | 1 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,747*** | *848* | *258* |

# B21TX - What, if any, issues or probler

View verbatim text responses for this question

# B21A - Have you had any problems wi

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Yes | **7** | **9** 95 | **21** 95 |
| No | **93** | **91** 95 | **79** 95 |
| *95% Confidence interval* | ***±1*** | *±2* | *±5* |
| | N | N | N |
| Base | **1,748** | 849 | 258 |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | *.* | *1* |

# B21B - Using a scale of 0 to 10, where (

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| 0 (no impact at all) | **66** | 52 | . |
| 1 | **0** | 9 | . |
| 3 | **10** | . | . |
| 4 | **18** | . | . |
| 5 | **2** | 39 | . |
| 8 | **4** | . | . |
| *95% Confidence interval* | ***±33*** | *±57* | *0* |
| | N | N | N |
| Base | **8** | 3 | . |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,742*** | *846* | *259* |

# B21C - What were they?

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Billing issue | **34** | 39 | **73** 95 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **61** | 59 | **11** 95 |
| Freetext | **20** | **13** 90 | **32** 95 |
| *95% Confidence interval* | ***±8*** | *±12* | *±13* |
| | N | N | N |
| Base | **147** | 68 | 48 |
| ***Invalid responses*** | | | |
| *Refused* | ***2*** | *.* | *1* |
| *Not asked* | ***1,601*** | *781* | *210* |

# B21CTX - What were they?

View verbatim text responses for this question

# B21D - How serious an impact did thes

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very serious impact | **42** | **10** 95 | **13** 95 |
| Fairly serious impact | **14** | **49** 95 95 | **43** 95 |
| Not a very serious impact | **24** | **31** 90 | **37** 95 |
| No impact at all | **19** | **10** 95 | **7** 95 |
| *95% Confidence interval* | ***±8*** | *±12* | *±14* |
| | N | N | N |
| Base | **148** | 68 | 49 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | . | . |
| *Not asked* | ***1,601*** | *781* | *210* |

# B21D|1GRP - How serious an impact d

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 59 | 55 |
| Not a very serious impact & No impact at all | **44** | 41 | 45 |
| *95% Confidence interval* | ***±8*** | *±12* | *±14* |
| | N | N | N |
| Base | **148** | 68 | 49 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | . | . |
| *Not asked* | ***1,601*** | *781* | *210* |

# B21D|2GRP - How serious an impact d

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Very serious impact & Fairly serious impact | **56** | 59 | 55 |
| Not a very serious impact | **24** | 31 90 | 37 95 |
| No impact at all | **19** | 10 95 | 7 95 |
| *95% Confidence interval* | ***±8*** | *±12* | *±14* |
| | N | N | N |
| Base | **148** | 68 | 49 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | *.* | *.* |
| *Not asked* | ***1,601*** | *781* | *210* |

# B22A - Since April 2017, have you mad

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | : of Organisation Grouped2) Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Yes | **12** | **4** 95 | **29** 95 |
| No | **88** | **96** 95 | **71** 95 |
| *95% Confidence interval* | ***±4*** | *±4* | *±11* |
| | N | N | N |
| Base | **238** | 116 | 61 |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | *1* | *1* |
| *Not asked* | ***1,510*** | *732* | *197* |

# B23A - Which of the following have yo

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Retailer | **100** | 100 | 100 |
| Wholesaler | **20** | . | 100 |
| *95% Confidence interval* | ***±35*** | *0* | *0* |
| | N | N | N |
| Base | **5** | 1 | 1 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,745*** | *848* | *258* |

## B23ATX - Which of the following have

View verbatim text responses for this question

# B23B - What did the complaint(s) relat

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | : of Organisation Grouped2) Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Billing issue | **18** | 28 | 85 |
| Reported a repairs/problem e.g. water leaks/quality of water etc. | **64** | 64 | 21 |
| Other | **24** | 44 | 12 |
| *95% Confidence interval* | ***±15*** | *±26* | *±19* |
| | N | N | N |
| Base | **42** | 14 | 18 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,708*** | *835* | *241* |

# B23BTX - What did the complaint(s) re

View verbatim text responses for this question

# B24 - How satisfied or dissatisfied are

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | : of Organisation Grouped2) Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Fairly satisfied | **10** | . | 100 |
| Neither satisfied nor dissatisfied | **70** | 100 | . |
| Very dissatisfied | **20** | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* |
| | N | N | N |
| Base | **5** | 1 | 1 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,745*** | *848* | *258* |

# B24GRP - How satisfied or dissatisfied

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Satisfied | **10** | . | 100 |
| Neither satisfied nor dissatisfied | **70** | 100 | . |
| Dissatisfied | **20** | . | . |
| *95% Confidence interval* | ***±40*** | *0* | *0* |
| | N | N | N |
| Base | **5** | 1 | 1 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,745*** | *848* | *258* |

# B25 - Overall, how satisfied or dissatis

| Response option | Overall | : of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Neither satisfied nor dissatisfied | **43** | 100 | . |
| Very dissatisfied | **57** | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* |
| | N | N | N |
| Base | **3** | 1 | . |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | *.* | *1* |
| *Not asked* | ***1,745*** | *848* | *258* |

# B25GRP - Overall, how satisfied or diss

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Neither satisfied nor dissatisfied | **43** | 100 | . |
| Dissatisfied | **57** | . | . |
| *95% Confidence interval* | ***±56*** | *0* | *0* |
| | N | N | N |
| Base | **3** | 1 | . |
| ***Invalid responses*** | | | |
| *Don't know* | ***2*** | *.* | *1* |
| *Not asked* | ***1,745*** | *848* | *258* |

# B26A - Were you directed to an altern

| Response option | Overall | of Organisation Grouped2) | |
|---|---|---|---|
| | | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| No | **100** | . | . |
| *95% Confidence interval* | ***±0*** | *0* | *0* |
| | N | N | N |
| Base | **1** | . | . |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,749*** | *849* | *259* |

# C1AB - Including yourself, how many people work for your organisation, across all of your premises?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **10** | 6 95 | 17 95 | 3 95 | 9 | 16 95 | 14 | 9 | 8 | . 95 | 13 | 11 | . |
| 2-4 | **61** | 63 | 56 | 67 95 | 62 | 56 | 57 | 65 | 65 | . 95 | 57 | 80 95 | 71 |
| 5-9 | **15** | 15 | 12 | 13 | 17 | 16 | 15 | 11 | 14 | . 95 | 16 | 5 95 | 16 |
| 10-19 | **6** | 6 | 5 | 6 | 4 | 5 | 7 | 6 | 7 | . 95 | 7 | 1 95 | 3 |
| 20-49 | **6** | 8 | 7 | 7 | 5 | 4 | 6 | 6 | 5 | 59 95 | 4 | 3 | 7 |
| 50-99 | **1** | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 1 |
| 100-249 | **1** | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | . 95 | 1 | 0 | 1 |
| 250 or more | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 38 95 | 0 | 0 | 0 |
| *95% Confidence interval* | ***±2*** | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±7* | *±19* | *±7* | *±12* | *±20* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,741** | 191 | 193 | 174 | 196 | 200 | 199 | 179 | 187 | 25 | 197 | 42 | 19 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | *1* | *2* | . | . | . | . | . | *1* | . | . |
| *Refused* | ***3*** | . | *1* | . | . | . | *1* | *1* | . | . | . | . | . |
| *Not asked* | ***2*** | . | . | . | . | . | . | . | *1* | . | *1* | . | . |

# C1BA - Including yourself, how many people work for your organisation, across the premises you are responsible for?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | . | . | . | 80 | . | . | . | . | . | . |
| 10-19 | **47** | 100 | 100 | 100 | . | 100 | 20 | . | . | . | . | 100 | . |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *±56* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 2 | 1 | 1 | . | 4 | 2 | . | . | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *189* | *193* | *174* | *198* | *196* | *198* | *180* | *188* | *25* | *199* | *41* | *19* |

# C1BB - Could you tell me within what range your organisation's number of employees falls, across the premises you are responsible for?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | . | . | . | 80 | . | . | . | . | . | . |
| 10-19 | **47** | 100 | 100 | 100 | . | 100 | 20 | . | . | . | . | 100 | . |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *±56* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 2 | 1 | 1 | . | 4 | 2 | . | . | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *189* | *193* | *174* | *198* | *196* | *198* | *180* | *188* | *25* | *199* | *41* | *19* |

# C1C - Is your organisation legally classed as a Sole Trader?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **29** | 22 | 34 | 17 95 | 31 | 27 | 35 | 27 | 27 | . | 35 | 51 95 | . |
| No | **71** | 78 | 66 | 83 95 | 69 | 73 | 65 | 73 | 73 | . | 65 | 49 95 | 100 |
| *95% Confidence interval* | ***±4*** | *±10* | *±11* | *±11* | *±10* | *±10* | *±10* | *±11* | *±10* | *0* | *±12* | *±20* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **625** | 68 | 66 | 46 | 83 | 79 | 82 | 60 | 76 | . | 65 | 25 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *.* | *1* | *.* | *2* | *.* | *.* | *3* | *.* | *.* | *2* | *.* | *.* |
| *Not asked* | ***1,117*** | *123* | *127* | *129* | *113* | *121* | *118* | *117* | *112* | *25* | *132* | *17* | *14* |

# C1D - Do you have a trade effluent license?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **6** | 7 | 3 95 | 7 | 8 | 3 95 | 5 | 2 95 | 11 95 | 36 95 | 4 | 28 95 | 8 |
| No | **94** | 93 | 97 95 | 93 | 92 | 97 95 | 95 | 98 95 | 89 95 | 64 95 | 96 | 72 95 | 92 |
| *95% Confidence interval* | ***±1*** | *±4* | *±2* | *±4* | *±4* | *±2* | *±3* | *±2* | *±5* | *±19* | *±3* | *±14* | *±12* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,629** | 182 | 183 | 164 | 179 | 193 | 184 | 164 | 175 | 24 | 181 | 39 | 19 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***117*** | *9* | *11* | *11* | *18* | *7* | *14* | *15* | *13* | *1* | *18* | *3* | *.* |
| *Refused* | ***4*** | *.* | *.* | *.* | *1* | *.* | *2* | *1* | *.* | *.* | *.* | *.* | *.* |

# C1E - Are you on a metered supply?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **79** | **91** 95 | **66** 95 | **88** 95 | **66** 95 | **89** 95 | 79 | **88** 95 | **90** 95 | 98 | **65** 95 | 85 | 100 |
| No | **20** | **9** 95 | **34** 95 | **11** 95 | **33** 95 | **11** 95 | 20 | **12** 95 | **8** 95 | . | **35** 95 | **11** 90 | . |
| Some premises | **1** | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 2 | 1 | 3 | 0 |
| *95% Confidence interval* | ***±2*** | *±5* | *±7* | *±5* | *±7* | *±5* | *±6* | *±5* | *±5* | *±6* | *±7* | *±12* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 153 | 162 | 139 | 177 | 174 | 171 | 142 | 152 | 18 | 170 | 36 | 17 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***67*** | *11* | *4* | *3* | *6* | *8* | *12* | *8* | *10* | *.* | *5* | *1* | *.* |
| *Refused* | ***11*** | *1* | *1* | *.* | *3* | *.* | *4* | *1* | *.* | *.* | *1* | *.* | *.* |
| *Not asked* | ***214*** | *26* | *27* | *33* | *12* | *18* | *13* | *29* | *26* | *7* | *23* | *5* | *2* |

# C2A - Approximately how much water does your organisation use, to the nearest litre, per year across all premises?

| Response option | Overall | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **96** | 96 | 98 95 | 97 | 93 | 98 | 97 | 95 | 95 | . | 96 | 73 | 100 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **1** | 2 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | . | 3 | . | . |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **2** | 2 | 0 95 | 0 95 | 6 90 | 1 | 2 | 0 95 | 3 | . | 0 95 | 7 | . |
| 5,000,000 up to 49,999,999 litres (5000-49,999 cubic meters or 1,100,000- | **1** | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 1 | . | 0 | 20 | 0 |
| 50,000,000 or more litres (more than 50,000 cubic meters or more than | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | . | . |
| *95% Confidence interval* | ***±1*** | *±4* | *±2* | *±4* | *±5* | *±3* | *±3* | *±4* | *±5* | *0* | *±4* | *±20* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **887** | 99 | 115 | 77 | 102 | 99 | 98 | 97 | 90 | 1 | 109 | 19 | 6 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***825*** | *90* | *78* | *98* | *92* | *100* | *99* | *82* | *97* | *.* | *89* | *21* | *11* |
| *Refused* | ***8*** | *1* | *1* | *.* | *2* | *1* | *1* | *1* | *1* | *.* | *.* | *2* | *.* |
| *Not asked* | ***30*** | *1* | *.* | *.* | *2* | *.* | *2* | *.* | *.* | *24* | *1* | *.* | *2* |

# C2B - And approximately how much water does your organisation use, to the nearest litre, across the premises you are responsible for?

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **94** | . | . | 100 | . | 82 | 100 | . | . | . | . | 100 | . |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **5** | 100 | . | . | . | . | . | . | . | . | . | . | . |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **1** | . | . | . | . | 18 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±19*** | *0* | *0* | *0* | *0* | *±44* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | 1 | . | 1 | . | 3 | 1 | . | . | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *1* | *.* | *.* | *1* | *1* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,740*** | *189* | *193* | *174* | *198* | *196* | *198* | *180* | *188* | *25* | *199* | *41* | *19* |

# C3B - Approximately how much does your organisation pay for your water supply and sewerage retail services per year, across all premi

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **77** | 70 90 | 79 | 73 | 76 | 71 | 77 | 81 | 82 90 | . 95 | 80 | 44 95 | 36 |
| £1,000 up to £1,999 | **13** | 19 90 | 15 | 18 | 12 | 18 90 | 15 | 5 95 | 8 95 | . 95 | 11 | 19 | 12 |
| £2,000 up to £9,999 | **9** | 10 | 5 95 | 7 | 11 | 8 | 7 | 13 90 | 6 | . 95 | 8 | 32 95 | 51 |
| £10,000 up to £100,000 | **1** | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 3 90 | 2 | 1 | 5 | 0 |
| More than £100,000 | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 98 95 | 0 | 0 | 0 |
| *95% Confidence interval* | ***±2*** | *±7* | *±6* | *±7* | *±6* | *±7* | *±6* | *±6* | *±6* | *±6* | *±6* | *±17* | *±28* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,483** | 151 | 159 | 139 | 171 | 177 | 175 | 149 | 159 | 23 | 180 | 34 | 12 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***254*** | *38* | *33* | *36* | *25* | *21* | *24* | *30* | *27* | *2* | *18* | *7* | *6* |
| *Refused* | ***12*** | *2* | *2* | *.* | *2* | *2* | *1* | *.* | *2* | *.* | *1* | *1* | *1* |
| *Not asked* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |

# C3BB - Can you tell me within what range the amount your organisation pays for your water supply and sewerage services per year, acro

| | | By Water Region | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Anglian Water | Northumbrian Water | Southern Water | Severn Trent Water | South West Water | Thames Water | United Utilities | Wessex Water | Dwr Cymru Welsh Water | Yorkshire Water | Agriculture, forestry & fishing (A) | Mining, quarrying & utilities (B,D and E) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **61** | . | . | . | . | . | 100 | . | . | . | . | . | . |
| £1,000 up to £1,999 | **5** | . | 100 | . | . | . | . | . | . | . | . | . | . |
| £2,000 up to £9,999 | **28** | . | . | 100 | . | 96 | . | . | . | . | . | 100 | . |
| £10,000 up to £100,000 | **5** | 100 | . | . | . | . | . | . | . | . | . | . | . |
| More than £100,000 | **1** | . | . | . | . | 4 | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *0* | *0* | *±19* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 2 | 1 | 1 | . | 4 | 1 | . | . | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | *1* | . | . | . | . | . | . |
| *Not asked* | ***1,740*** | *189* | *193* | *174* | *198* | *196* | *198* | *180* | *188* | *25* | *199* | *41* | *19* |

# C1AB - Including yourself, how many p

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **10** | **15** 95 | . 95 | 17 | . 95 | **17** 95 | . 95 | **15** 90 | . 95 | 7 | . 95 | 11 | **19** 95 |
| 2-4 | **61** | **53** 95 | 62 | 67 | **70** 90 | **70** 95 | 68 | **69** 95 | 56 | 73 | 69 | **48** 95 | **34** 95 |
| 5-9 | **15** | 14 | 21 | 14 | 16 | **9** 95 | **7** 95 | **10** 90 | 20 | 11 | 17 | **21** 90 | 20 |
| 10-19 | **6** | 8 | 5 | **2** 95 | **3** 90 | **2** 95 | 11 | **4** 90 | 12 | 5 | 9 | **11** 90 | **12** 90 |
| 20-49 | **6** | 8 | 10 | **0** 95 | 7 | **1** 95 | 11 | **2** 95 | 9 | 3 | 4 | 7 | 10 |
| 50-99 | **1** | 2 | 1 | **0** 95 | 1 | **0** 95 | 1 | **0** 90 | 3 | 0 | 1 | 2 | 2 |
| 100-249 | **1** | 1 | 1 | 0 | 2 | **0** 95 | 1 | **0** 95 | 0 | 1 | 1 | 1 | 2 |
| 250 or more | **0** | 0 | 0 | **0** 95 | 1 | **0** 90 | 1 | 0 | 1 | 0 | 0 | 0 | 1 |
| *95% Confidence interval* | ***±2*** | *±6* | *±11* | *±12* | *±11* | *±7* | *±13* | *±7* | *±19* | *±18* | *±11* | *±8* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,741** | 249 | 70 | 64 | 71 | 186 | 53 | 155 | 27 | 23 | 63 | 134 | 81 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | . | . | . | . | . | . | *1* | *1* | . | . | . | . |
| *Refused* | ***3*** | . | *1* | . | . | . | . | . | . | . | . | . | . |
| *Not asked* | ***2*** | . | . | . | . | *1* | . | *1* | . | . | . | . | . |

# C1BA - Including yourself, how many p

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | . | . | . | . | . | . | . | . | . | . |
| 10-19 | **47** | . | . | . | 100 | . | . | . | . | 100 | . | 100 | 100 |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | . | . | . | 1 | . | . | . | . | 1 | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *249* | *71* | *64* | *70* | *187* | *53* | *157* | *28* | *22* | *63* | *133* | *80* |

# C1BB - Could you tell me within what r

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | . | . | . | . | . | . | . | . | . | . |
| 10-19 | **47** | . | . | . | 100 | . | . | . | . | 100 | . | 100 | 100 |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | . | . | . | 1 | . | . | . | . | 1 | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *249* | *71* | *64* | *70* | *187* | *53* | *157* | *28* | *22* | *63* | *133* | *80* |

# C1C - Is your organisation legally class

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **29** | 26 | **1** 95 | **49** 95 | **3** 95 | **42** 95 | 30 | **53** 95 | . | . | **5** 95 | 20 | 24 |
| No | **71** | 74 | **99** 95 | **51** 95 | **97** 95 | **58** 95 | 70 | **47** 95 | 100 | 100 | **95** 95 | 80 | 76 |
| *95% Confidence interval* | ***±4*** | *±11* | *±3* | *±14* | *±8* | *±8* | *±28* | *±11* | *0* | *0* | *±8* | *±13* | *±19* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **625** | 59 | 27 | 47 | 20 | 131 | 10 | 76 | 7 | 10 | 24 | 35 | 20 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | . | *1* | . | . | *1* | . | *2* | . | . | . | *2* | . |
| *Not asked* | ***1,117*** | *190* | *43* | *17* | *51* | *55* | *43* | *79* | *21* | *13* | *39* | *97* | *61* |

# C1D - Do you have a trade effluent lice

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **6** | 8 | **2** 95 | **19** 95 | **1** 95 | 6 | **18** 95 | **10** 95 | **0** 95 | 3 | **1** 95 | **1** 95 | **1** 95 |
| No | **94** | 92 | **98** 95 | **81** 95 | **99** 95 | 94 | **82** 95 | **90** 95 | **100** 95 | 97 | **99** 95 | **99** 95 | **99** 95 |
| *95% Confidence interval* | ***±1*** | *±4* | *±3* | *±10* | *±3* | *±3* | *±11* | *±5* | *±2* | *±7* | *±2* | *±1* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,629** | 227 | 64 | 61 | 66 | 180 | 50 | 154 | 25 | 22 | 61 | 123 | 77 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***117*** | *22* | *7* | *3* | *5* | *7* | *3* | *2* | *3* | *1* | *2* | *11* | *4* |
| *Refused* | ***4*** | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* |

# C1E - Are you on a metered supply?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **79** | 80 | 79 | 78 | **95** 95 | **72** 95 | **96** 95 | **89** 95 | 78 | 77 | 69 | **87** 95 | 76 |
| No | **20** | 19 | 20 | 22 | **4** 95 | **28** 95 | **3** 95 | **11** 95 | 22 | 23 | 30 | **13** 95 | 23 |
| Some premises | **1** | 1 | 1 | 0 | 1 | **0** 90 | 1 | **0** 95 | **.** 95 | 0 | 1 | 0 | 0 |
| *95% Confidence interval* | ***±2*** | *±5* | *±10* | *±11* | *±6* | *±7* | *±6* | *±5* | *±17* | *±18* | *±13* | *±6* | *±10* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 209 | 62 | 58 | 52 | 168 | 39 | 141 | 22 | 21 | 48 | 108 | 66 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***67*** | *6* | *4* | *2* | *6* | *9* | *3* | *4* | *.* | *.* | *3* | *6* | *2* |
| *Refused* | ***11*** | *.* | *.* | *2* | *2* | *.* | *.* | *2* | *1* | *.* | *.* | *.* | *.* |
| *Not asked* | ***214*** | *34* | *5* | *2* | *11* | *10* | *11* | *10* | *5* | *2* | *12* | *20* | *13* |

# C2A - Approximately how much water

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **96** | 98 | 100 95 | 98 | 97 | 100 95 | 72 95 | 96 | 99 | 100 | 99 | 96 | 96 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **1** | 1 | 0 95 | 2 | 2 | 0 95 | 3 | 4 | 1 | 0 | 1 | 1 | 2 |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **2** | 1 95 | . 95 | 0 90 | 0 95 | 0 95 | 24 95 | 0 95 | . | 0 | . 95 | 3 | 1 |
| 5,000,000 up to 49,999,999 litres (5000-49,999 cubic meters or 1,100,000- | **1** | 1 | 0 | . 95 | 1 | 0 95 | 0 | 0 | . | . | . 95 | 0 | 1 |
| 50,000,000 or more litres (more than 50,000 cubic meters or more than | **0** | 0 | . | . | 0 | 0 | 0 | . | 0 | . | 0 | . | 0 |
| *95% Confidence interval* | ***±1*** | *±3* | *±1* | *±4* | *±5* | *±1* | *±17* | *±5* | *±5* | *±4* | *±4* | *±4* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **887** | 142 | 38 | 43 | 44 | 122 | 27 | 54 | 16 | 11 | 33 | 81 | 43 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***825*** | *91* | *33* | *19* | *25* | *65* | *26* | *100* | *12* | *12* | *30* | *50* | *38* |
| *Refused* | ***8*** | *.* | *.* | *1* | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***30*** | *16* | *.* | *1* | *1* | *.* | *.* | *2* | *.* | *.* | *.* | *2* | *.* |

# C2B - And approximately how much w

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **94** | . | . | . | . | . | . | . | . | . | . | . | . |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **5** | . | . | . | . | . | . | . | . | . | . | 100 | . |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **1** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±19*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | . | . | . | . | . | . | . | . | . | . | 1 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *.* | *.* | *1* |
| *Not asked* | ***1,740*** | *249* | *71* | *64* | *70* | *187* | *53* | *157* | *28* | *22* | *63* | *133* | *80* |

# C3B - Approximately how much does ses?

| Response option | Overall | By SIC Broad Industrial Groups: Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **77** | 86 95 | 91 95 | 96 95 | 63 95 | 93 95 | 46 95 | 58 95 | 54 95 | 75 | 75 | 80 | 85 95 |
| £1,000 up to £1,999 | **13** | 7 95 | 3 95 | 2 95 | 32 95 | 4 95 | 22 | 34 95 | 2 95 | 2 95 | 21 | 15 | 10 |
| £2,000 up to £9,999 | **9** | 5 95 | 5 | 1 95 | 3 95 | 3 95 | 31 95 | 8 | 43 95 | 23 | 3 95 | 4 95 | 4 95 |
| £10,000 up to £100,000 | **1** | 2 | 0 | 0 | 2 | 0 95 | 0 | 1 | . 95 | 0 | 1 | 1 | 1 |
| More than £100,000 | **0** | 1 | . 90 | 0 90 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| *95% Confidence interval* | ***±2*** | *±5* | *±7* | *±5* | *±12* | *±4* | *±15* | *±8* | *±20* | *±18* | *±12* | *±7* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,483** | 206 | 61 | 58 | 58 | 171 | 42 | 130 | 23 | 22 | 52 | 116 | 71 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***254*** | *41* | *10* | *5* | *12* | *15* | *10* | *25* | *5* | *1* | *11* | *17* | *10* |
| *Refused* | ***12*** | *2* | *.* | *1* | *1* | *1* | *1* | *2* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |

# C3BB - Can you tell me within what raıss the premises you are responsible for?

| Response option | Overall | By SIC Broad Industrial Groups | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Manufacturing (C) | Construction (F) | Motor trades (Part G) | Wholesale (Part G) | Retail (Part G) | Transport & storage (inc postal) (H) | Accommodation & food services (I) | Information & communication (J) | Financial & insurance (K) | Property (L) | Professional, scientific & technical (M) | Business administration & support services (N) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **61** | . | . | . | . | . | . | . | . | . | . | . | . |
| £1,000 up to £1,999 | **5** | . | . | . | . | . | . | . | . | 100 | . | . | . |
| £2,000 up to £9,999 | **28** | . | . | . | . | . | . | . | . | . | . | . | 100 |
| £10,000 up to £100,000 | **5** | . | . | . | . | . | . | . | . | . | . | 100 | . |
| More than £100,000 | **1** | . | . | . | . | . | . | . | . | . | . | . | . |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | . | . | . | . | . | . | . | . | 1 | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | *1* | . | . | . | . | . | . | . | . |
| *Not asked* | ***1,740*** | *249* | *71* | *64* | *70* | *187* | *53* | *157* | *28* | *22* | *63* | *133* | *80* |

# C1AB - Including yourself, how many p

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Annual Water Usage: Less than 500,000 litres | By Annual Water Usage: 500,000 to 4,999,999 litres | By Annual Water Usage: More than 5,000,000 litres | By Amount Paid Per Annum: Less than £1,000 | By Amount Paid Per Annum: £1,000 up to £1,999 | By Amount Paid Per Annum: £2,000 up to £9,999 | By Amount Paid Per Annum: £10,000 up to £100,000 | By Amount Paid Per Annum: More than £100,000 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | **10** | 5 | . 95 | 4 95 | 23 95 | 9 | . 95 | . 95 | 11 | 14 90 | 4 95 | . 95 | . 95 |
| 2-4 | **61** | 67 | 16 95 | 72 95 | 62 | 64 95 | 46 95 | 48 95 | 65 95 | 53 95 | 45 95 | 12 95 | . 95 |
| 5-9 | **15** | 22 | 28 95 | 9 95 | 10 95 | 16 | 4 95 | 13 | 16 | 12 | 12 | 4 95 | . 95 |
| 10-19 | **6** | 2 | 10 90 | 3 90 | 2 95 | 6 | 9 | 2 95 | 5 | 7 | 8 | 5 | . 95 |
| 20-49 | **6** | 2 90 | 21 95 | 6 | 2 95 | 5 90 | 23 95 | 7 | 3 95 | 11 95 | 18 95 | 20 95 | 9 |
| 50-99 | **1** | 0 | 10 95 | 2 | 1 | 1 95 | 8 95 | 5 | 0 95 | 2 | 7 95 | 17 95 | 2 |
| 100-249 | **1** | 0 | 10 95 | 2 | 0 95 | 0 95 | 5 95 | 10 95 | 0 95 | 1 | 4 95 | 28 95 | 12 95 |
| 250 or more | **0** | 1 | 4 95 | 1 | 0 | 0 95 | 5 95 | 16 95 | 0 95 | 0 | 1 | 14 95 | 77 95 |
| *95% Confidence interval* | ***±2*** | *±17* | *±7* | *±7* | *±7* | *±4* | *±9* | *±10* | *±4* | *±7* | *±6* | *±7* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,741** | 31 | 145 | 141 | 184 | 678 | 114 | 93 | 665 | 225 | 296 | 179 | 116 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | . | . | *1* | . | . | . | . | . | . | . | . |
| *Refused* | ***3*** | . | *1* | . | *1* | *1* | . | . | . | . | *1* | . | . |
| *Not asked* | ***2*** | . | . | . | . | *1* | . | . | *1* | . | . | . | . |

# C1BA - Including yourself, how many p

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | 95 | . | . | 67 | . | . | . | . | 84 | . |
| 10-19 | **47** | . | . | 5 | 100 | . | 33 | 100 | 100 | . | . | 16 | 100 |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *±22* | *0* | *0* | *±46* | *0* | *0* | *0* | *0* | *±51* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | . | . | 4 | 1 | . | 4 | 2 | 4 | . | . | 2 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *32* | *146* | *137* | *185* | *633* | *481* | *362* | *255* | *345* | *288* | *248* | *233* |

# C1BB - Could you tell me within what

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | 95 | . | . | 67 | . | . | . | . | 84 | . |
| 10-19 | **47** | . | . | 5 | 100 | . | 33 | 100 | 100 | . | . | 16 | 100 |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *±22* | *0* | *0* | *±46* | *0* | *0* | *0* | *0* | *±51* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | . | . | 4 | 1 | . | 4 | 2 | 4 | . | . | 2 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *32* | *146* | *137* | *185* | *633* | *481* | *362* | *255* | *345* | *288* | *248* | *233* |

# C1C - Is your organisation legally class

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **29** | 5 | . | 43 | **56** 95 | 29 | . | . | . | **32** 90 | **15** 95 | . | . |
| No | **71** | 95 | 100 | 57 | **44** 95 | 71 | . | . | . | **68** 90 | **85** 95 | . | . |
| *95% Confidence interval* | ***±4*** | *±16* | *0* | *±24* | *±10* | *±4* | *0* | *0* | *0* | *±5* | *±4* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **625** | 7 | 11 | 17 | 94 | 625 | . | . | . | 341 | 284 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | . | *1* | . | *1* | *8* | . | . | . | *4* | *4* | . | . |
| *Not asked* | ***1,117*** | *25* | *134* | *124* | *91* | . | *485* | *364* | *259* | . | . | *250* | *235* |

# C1D - Do you have a trade effluent lice

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **6** | 5 | **3** 90 | **1** 95 | 7 | 5 | 4 | **12** 95 | **29** 95 | 6 | **1** 95 | 5 | 4 |
| No | **94** | 95 | **97** 90 | **99** 95 | 93 | 95 | 96 | **88** 95 | **71** 95 | 94 | **99** 95 | 95 | 96 |
| *95% Confidence interval* | ***±1*** | *±8* | *±3* | *±2* | *±4* | *±2* | *±2* | *±4* | *±6* | *±3* | *±1* | *±3* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,629** | 30 | 133 | 128 | 167 | 608 | 451 | 330 | 235 | 337 | 271 | 235 | 216 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***117*** | *2* | *12* | *12* | *18* | *23* | *34* | *34* | *24* | *7* | *16* | *15* | *19* |
| *Refused* | ***4*** | *.* | *1* | *1* | *1* | *2* | *.* | *.* | *.* | *1* | *1* | *.* | *.* |

# C1E - Are you on a metered supply?

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **79** | **95** 95 | 83 | **61** 95 | **71** 95 | 80 | 77 | 80 | **74** 90 | 82 | **72** 95 | 80 | **74** 90 |
| No | **20** | **5** 95 | 15 | **39** 95 | **29** 95 | 20 | 21 | **13** 95 | **7** 95 | 18 | **28** 95 | 19 | 23 |
| Some premises | **1** | 0 | 1 | 0 | 1 | **0** 90 | **2** 95 | **7** 95 | **19** 95 | 0 | 0 | 2 | **3** 95 |
| *95% Confidence interval* | ***±2*** | *±8* | *±7* | *±9* | *±7* | *±3* | *±4* | *±5* | *±6* | *±4* | *±5* | *±5* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 26 | 123 | 102 | 160 | 592 | 413 | 258 | 190 | 330 | 262 | 214 | 199 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***67*** | *2* | *5* | *7* | *7* | *26* | *23* | *10* | *7* | *11* | *15* | *11* | *12* |
| *Refused* | ***11*** | *.* | *3* | *.* | *1* | *1* | *2* | *6* | *.* | *.* | *1* | *1* | *1* |
| *Not asked* | ***214*** | *4* | *15* | *32* | *18* | *14* | *47* | *90* | *62* | *4* | *10* | *24* | *23* |

# C2A - Approximately how much water

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **96** | 99 | 82 95 | 98 | 97 | 97 95 | 90 95 | 55 95 | 8 95 | 97 | 98 95 | 95 | 84 95 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **1** | . | 8 95 | 1 | 0 | 0 95 | 5 95 | 17 95 | 30 95 | 0 95 | 0 90 | 5 95 | 6 95 |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **2** | 0 | 7 | 1 | 1 | 2 | 4 95 | 17 95 | 17 95 | 2 | 1 95 | 0 95 | 9 95 |
| 5,000,000 up to 49,999,999 litres (5000-49,999 cubic meters or 1,100,000- | **1** | 0 | 2 | 0 | 1 | 1 | 1 | 10 95 | 20 95 | 1 | 1 | 0 | 1 |
| 50,000,000 or more litres (more than 50,000 cubic meters or more than | **0** | 1 | 1 | 1 | 0 | . | 0 | 1 | 25 95 | . | . | . | 0 |
| *95% Confidence interval* | ***±1*** | *±6* | *±10* | *±4* | *±4* | *±2* | *±4* | *±8* | *±9* | *±2* | *±2* | *±4* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **887** | 10 | 57 | 51 | 88 | 399 | 240 | 135 | 111 | 229 | 170 | 135 | 105 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***825*** | *22* | *87* | *87* | *96* | *232* | *240* | *227* | *121* | *115* | *117* | *113* | *127* |
| *Refused* | ***8*** | *.* | *1* | *.* | *1* | *2* | *3* | *1* | *.* | *1* | *1* | *2* | *1* |
| *Not asked* | ***30*** | *.* | *1* | *3* | *1* | *.* | *2* | *1* | *27* | *.* | *.* | *.* | *2* |

# C2B - And approximately how much w

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **94** | . | . | 99 | . | . | 100 | 100 | 11 | . | . | 100 | 100 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **5** | . | . | . | . | . | . | . | 78 | . | . | . | . |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **1** | . | . | 1 | . | . | . | . | 11 | . | . | . | . |
| *95% Confidence interval* | ***±19*** | *0* | *0* | *±10* | *0* | *0* | *0* | *0* | *±47* | *0* | *0* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | . | . | 4 | . | . | 2 | 1 | 3 | . | . | 1 | 1 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *.* | *.* | *.* | *1* | *.* | *2* | *1* | *1* | *.* | *.* | *1* | *1* |
| *Not asked* | ***1,740*** | *32* | *146* | *137* | *185* | *633* | *481* | *362* | *255* | *345* | *288* | *248* | *233* |

# C3B - Approximately how much does y

| | | | | | | By Size of Organisation (Broad) | | | | By Size of Organisation ( | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | 1-4 | 5-9 | 10-19 | 20-49 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **77** | 63 | 58 95 | 74 | 83 95 | 81 95 | 56 95 | 9 95 | 1 95 | 81 95 | 81 95 | 70 95 | 40 95 |
| £1,000 up to £1,999 | **13** | 31 90 | 11 | 17 | 10 | 12 | 22 95 | 17 90 | 3 95 | 12 | 11 | 17 | 27 95 |
| £2,000 up to £9,999 | **9** | 4 | 21 95 | 7 | 6 | 6 95 | 21 95 | 50 95 | 21 95 | 6 95 | 7 | 12 90 | 29 95 |
| £10,000 up to £100,000 | **1** | 1 | 9 95 | 2 | 1 | 0 95 | 2 95 | 22 95 | 32 95 | 0 95 | 0 90 | 1 | 3 95 |
| More than £100,000 | **0** | 1 | 1 | 1 | 0 | . 90 | 0 | 2 95 | 43 95 | . 90 | . 90 | . 90 | 0 |
| *95% Confidence interval* | ***±2*** | *±20* | *±9* | *±8* | *±6* | *±3* | *±5* | *±6* | *±7* | *±4* | *±5* | *±6* | *±7* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,483** | 23 | 118 | 121 | 162 | 565 | 410 | 295 | 211 | 308 | 257 | 219 | 191 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***254*** | *9* | *27* | *20* | *23* | *66* | *72* | *66* | *46* | *36* | *30* | *29* | *43* |
| *Refused* | ***12*** | *.* | *.* | *.* | *1* | *2* | *3* | *3* | *2* | *1* | *1* | *2* | *1* |
| *Not asked* | ***1*** | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |

# C3BB - Can you tell me within what ra

| Response option | Overall | Public administration & defence (O) | Education (P) | Health (Q) | Arts, entertainment, recreation & other services (R,S,T and U) | By Size of Organisation (Broad): Micro organisation (0-9 employees) | Small organisation (10-49 employees) | Medium organisation (50-249 employees) | Large organisation (250+ employees) | By Size of Organisation (: 1-4 | 5-9 | 10-19 | 20-49 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **61** | . | . | 95 | . | . | 67 | . | . | . | . | 84 | . |
| £1,000 up to £1,999 | **5** | . | . | . | . | . | 6 | . | . | . | . | . | 27 |
| £2,000 up to £9,999 | **28** | . | . | 4 | . | . | 27 | 100 | 10 | . | . | 16 | 73 |
| £10,000 up to £100,000 | **5** | . | . | . | 100 | . | . | . | 80 | . | . | . | . |
| More than £100,000 | **1** | . | . | 1 | . | . | . | . | 10 | . | . | . | . |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *±22* | *0* | *0* | *±46* | *0* | *±39* | *0* | *0* | *±51* | *±62* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | . | . | 4 | 1 | . | 4 | 1 | 4 | . | . | 2 | 2 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | . | . | . | . | . | . | 1 | . | . | . | . | . |
| *Not asked* | ***1,740*** | *32* | *146* | *137* | *185* | *633* | *481* | *362* | *255* | *345* | *288* | *248* | *233* |

# C1AB - Including yourself, how many p

| Response option | Overall | By Overall satisfaction with your current clean water and waste water retailer(s) | | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisat (Grouped2) | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Satisfied | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Micro organisation (0-9 employees) | SME (10 to 249 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1 | 10 | 8 95 | 14 95 | 11 | 4 95 | . 95 | . 95 | 7 | 11 90 | 24 95 | 7 95 | 12 90 | . 95 |
| 2-4 | 61 | 62 90 | 61 | 64 95 | 19 95 | 39 95 | . 95 | 73 95 | 61 | 67 95 | 73 95 | 71 95 | . 95 |
| 5-9 | 15 | 15 95 | 12 90 | 14 | 27 95 | 8 95 | 17 | 3 95 | 15 | 9 95 | 21 95 | 17 95 | . 95 |
| 10-19 | 6 | 6 | 6 | 5 90 | 20 95 | 8 | 18 95 | 5 | 6 | . 95 | . 95 | . 95 | 43 95 |
| 20-49 | 6 | 7 95 | 4 90 | 5 95 | 19 95 | 17 95 | 9 | 4 | 6 | . 95 | . 95 | . 95 | 41 95 |
| 50-99 | 1 | 1 | 1 | 1 95 | 7 95 | 11 95 | 5 95 | 2 | 1 | . 95 | . 95 | . 95 | 9 95 |
| 100-249 | 1 | 1 | 1 | 0 95 | 3 90 | 13 95 | 19 95 | 3 90 | 1 | . 95 | . 95 | . 95 | 7 95 |
| 250 or more | 0 | 0 | 1 | 0 95 | 1 | 5 95 | 32 95 | 2 90 | 0 | . 95 | . 95 | . 95 | . 95 |
| *95% Confidence interval* | ±2 | ±3 | ±5 | ±3 | ±6 | ±6 | ±7 | ±6 | ±3 | ±6 | ±4 | ±4 | ±3 |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | 1,741 | 1,359 | 363 | 1,147 | 183 | 224 | 175 | 195 | 1,429 | 204 | 421 | 633 | 849 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | 4 | 3 | 1 | 2 | 1 | . | . | 2 | . | . | . | . | . |
| *Refused* | 3 | 1 | 2 | 1 | 1 | . | 1 | 1 | . | . | . | . | . |
| *Not asked* | 2 | 2 | . | 2 | . | . | . | 1 | 1 | . | . | . | . |

# C1BA - Including yourself, how many p

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | . | . | . | . | 100 | . | . | . | . | 78 |
| 10-19 | **47** | 100 | . | 100 | 100 | 100 | . | . | 100 | 100 | 100 | 100 | 22 |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±36* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 2 | . | 4 | 3 | 1 | . | 1 | 1 | 4 | 2 | 1 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *207* | *155* | *255* | *677* | *113* | *93* | *665* | *224* | *293* | *177* | *115* | *1360* |

# C1BB - Could you tell me within what

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | . | . | . | . | 100 | . | . | . | . | 78 |
| 10-19 | **47** | 100 | . | 100 | 100 | 100 | . | . | 100 | 100 | 100 | 100 | 22 |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±36* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 2 | . | 4 | 3 | 1 | . | 1 | 1 | 4 | 2 | 1 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *207* | *155* | *255* | *677* | *113* | *93* | *665* | *224* | *293* | *177* | *115* | *1360* |

# C1C - Is your organisation legally classe

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **29** | . | . | . | **25** 95 | 82 | . | **31** 90 | **21** 90 | 29 | 72 | . | **26** 95 |
| No | **71** | . | . | . | **75** 95 | 18 | 100 | **69** 90 | **79** 90 | 71 | 28 | . | **74** 95 |
| *95% Confidence interval* | ***±4*** | *0* | *0* | *0* | *±4* | *±29* | *0* | *±4* | *±9* | *±14* | *±51* | *0* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **625** | . | . | . | 387 | 7 | 3 | 445 | 72 | 38 | 3 | . | 501 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *.* | *.* | *.* | *2* | *.* | *.* | *5* | *1* | *1* | *.* | *.* | *7* |
| *Not asked* | ***1,117*** | *209* | *155* | *259* | *291* | *107* | *90* | *216* | *152* | *258* | *176* | *116* | *857* |

# C1D - Do you have a trade effluent lice

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **6** | **9** 90 | **17** 95 | **29** 95 | **3** 95 | **45** 95 | **12** 90 | **3** 95 | 6 | **18** 95 | **28** 95 | **45** 95 | **7** 95 |
| No | **94** | **91** 90 | **83** 95 | **71** 95 | **97** 95 | **55** 95 | **88** 90 | **97** 95 | 94 | **82** 95 | **72** 95 | **55** 95 | **93** 95 |
| *95% Confidence interval* | ***±1*** | *±4* | *±6* | *±6* | *±1* | *±9* | *±7* | *±1* | *±3* | *±5* | *±7* | *±9* | *±1* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,629** | 193 | 137 | 235 | 655 | 106 | 88 | 638 | 211 | 278 | 172 | 109 | 1,272 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***117*** | *16* | *18* | *24* | *25* | *8* | *5* | *27* | *14* | *19* | *7* | *7* | *92* |
| *Refused* | ***4*** | . | . | . | . | . | . | *1* | . | . | . | . | *1* |

# C1E - Are you on a metered supply?

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **79** | 80 | 80 | **74** 90 | 79 | **93** 95 | **96** 95 | 78 | 81 | **92** 95 | **70** 95 | 82 | 79 |
| No | **20** | **13** 95 | **13** 95 | **7** 95 | 21 | **5** 95 | **1** 95 | 22 | 18 | **6** 95 | **9** 95 | **6** 95 | 21 |
| Some premises | **1** | **6** 95 | **7** 95 | **19** 95 | **0** 90 | 2 | 3 | **0** 95 | 0 | 1 | **21** 95 | **12** 95 | 1 |
| *95% Confidence interval* | ***±2*** | *±6* | *±8* | *±6* | *±3* | *±5* | *±5* | *±3* | *±6* | *±3* | *±8* | *±8* | *±2* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 158 | 100 | 190 | 601 | 96 | 76 | 609 | 191 | 241 | 142 | 87 | 1,142 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***67*** | *6* | *4* | *7* | *30* | *.* | *1* | *29* | *8* | *3* | *4* | *1* | *49* |
| *Refused* | ***11*** | *1* | *5* | *.* | *.* | *1* | *.* | *1* | *2* | *2* | *1* | *.* | *7* |
| *Not asked* | ***214*** | *44* | *46* | *62* | *49* | *17* | *16* | *27* | *24* | *51* | *32* | *28* | *167* |

# C2A - Approximately how much water

| | | Detailed) | | | By Amount Paid Per Annum | | | | | By Overall satisfaction with your current clean water and waste water retailer(s) | | By Number o | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied | Not satisfied | 1 | 2 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **96** | 64 95 | 40 95 | 8 95 | 100 95 | 90 95 | 46 95 | 16 95 | 3 95 | 95 95 | 98 95 | 96 | 96 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **1** | 18 95 | 15 95 | 30 95 | 0 95 | 6 95 | 9 95 | 23 95 | 5 | 1 | 0 90 | 1 | 2 |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **2** | 13 95 | 24 95 | 17 95 | . 95 | 4 | 35 95 | 16 95 | 22 95 | 3 95 | 0 95 | 2 | 2 |
| 5,000,000 up to 49,999,999 litres (5000-49,999 cubic meters or 1,100,000- | **1** | 4 90 | 21 95 | 20 95 | 0 95 | . 95 | 10 95 | 44 95 | 29 95 | 1 | 1 | 1 | 0 |
| 50,000,000 or more litres (more than 50,000 cubic meters or more than | **0** | 1 | . | 25 95 | . | . | 0 | 1 | 42 95 | 0 | 0 | 0 | 0 |
| *95% Confidence interval* | ***±1*** | *±10* | *±14* | *±9* | *±1* | *±6* | *±10* | *±11* | *±12* | *±2* | *±2* | *±1* | *±4* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **887** | 91 | 44 | 111 | 478 | 101 | 105 | 77 | 65 | 686 | 188 | 637 | 91 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***825*** | *116* | *111* | *121* | *187* | *124* | *192* | *100* | *25* | *649* | *170* | *500* | *91* |
| *Refused* | ***8*** | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *5* | *3* | *4* | *1* |
| *Not asked* | ***30*** | *1* | *.* | *27* | *.* | *.* | *.* | *2* | *26* | *25* | *5* | *11* | *2* |

# C2B - And approximately how much w

| Response option | Overall | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **94** | 100 | . | 11 | 100 | . | . | 100 | . | 96 | . | 100 | 93 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **5** | . | . | 78 | . | 100 | . | . | . | . | 100 | . | 6 |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **1** | . | . | 11 | . | . | . | . | . | 4 | . | . | 1 |
| *95% Confidence interval* | ***±19*** | *0* | *0* | *±47* | *0* | *0* | *0* | *0* | *0* | *±22* | *0* | *0* | *±26* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | 1 | . | 3 | 3 | 1 | . | 1 | . | 3 | 1 | 1 | 4 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *1* | *.* | *1* | *.* | *.* | *.* | *.* | *1* | *1* | *1* | *.* | *1* |
| *Not asked* | ***1,740*** | *207* | *155* | *255* | *677* | *113* | *93* | *665* | *224* | *293* | *177* | *115* | *1360* |

# C3B - Approximately how much does y

| | | Detailed) | | | By Annual Water Usage | | | By Overall satisfaction with your current clean water and waste water retailer(s) | | By Number of Premises | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Satisfied | Not satisfied | 1 | 2 | 3 - 9 | 10+ |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **77** | 13 | 5 | 1 | 90 95 | 6 | 8 | 79 95 | 75 | 79 95 | 65 | 20 | 10 |
| £1,000 up to £1,999 | **13** | 23 95 | 9 | 3 | 7 | 22 95 | . | 11 | 15 | 12 | 16 | 48 95 | 5 |
| £2,000 up to £9,999 | **9** | 51 95 | 49 | 21 | 2 | 63 95 | 51 95 | 9 | 8 | 8 | 15 95 | 23 95 | 44 95 |
| £10,000 up to £100,000 | **1** | 14 95 | 34 95 | 32 95 | 0 | 7 95 | 26 95 | 1 | 1 | 0 | 4 95 | 7 95 | 23 95 |
| More than £100,000 | **0** | 0 | 3 95 | 43 95 | 0 | 2 | 15 95 | 0 | 0 | 0 | 0 | 1 | 19 95 |
| *95% Confidence interval* | ***±2*** | *±7* | *±9* | *±7* | *±2* | *±9* | *±10* | *±2* | *±5* | *±3* | *±8* | *±8* | *±8* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,483** | 176 | 119 | 211 | 633 | 104 | 89 | 1,159 | 307 | 1,008 | 153 | 169 | 147 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***254*** | *31* | *35* | *46* | *47* | *9* | *3* | *199* | *53* | *139* | *31* | *52* | *26* |
| *Refused* | ***12*** | *2* | *1* | *2* | *.* | *1* | *1* | *7* | *5* | *4* | *1* | *3* | *3* |
| *Not asked* | ***1*** | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *1* | *.* | *.* | *.* |

# C3BB - Can you tell me within what ra

| | | Detailed) | | | By Annual Water Usage | | | By Amount Paid Per Annum | | | | | By Ove satisfaction current clea and waste retaile |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 50-99 | 100-249 | 250 or more | Less than 500,000 litres | 500,000 to 4,999,999 litres | More than 5,000,000 litres | Less than £1,000 | £1,000 up to £1,999 | £2,000 up to £9,999 | £10,000 up to £100,000 | More than £100,000 | Satisfied |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **61** | . | . | . | . | . | . | 100 | . | . | . | . | 78 |
| £1,000 up to £1,999 | **5** | . | . | . | . | . | . | . | 100 | . | . | . | . |
| £2,000 up to £9,999 | **28** | 100 | . | 10 | 96 | . | . | . | . | 100 | . | . | 16 |
| £10,000 up to £100,000 | **5** | . | . | 80 | . | 100 | . | . | . | . | 100 | . | 5 |
| More than £100,000 | **1** | . | . | 10 | 4 | . | . | . | . | . | . | 100 | 1 |
| *95% Confidence interval* | ***±32*** | *0* | *0* | *±39* | *±22* | *0* | *0* | *0* | *0* | *0* | *0* | *0* | *±36* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 1 | . | 4 | 3 | 1 | . | 1 | 1 | 4 | 2 | 1 | 5 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* | *.* |
| *Not asked* | ***1,740*** | *207* | *155* | *255* | *677* | *113* | *93* | *665* | *224* | *293* | *177* | *115* | *1360* |

# C1AB - Including yourself, how many p

| Response option | Overall | tion: Large organisation (250+ employees) |
|---|---|---|
| | % | % |
| 1 | **10** | . 95 |
| 2-4 | **61** | . 95 |
| 5-9 | **15** | . 95 |
| 10-19 | **6** | . 95 |
| 20-49 | **6** | . 95 |
| 50-99 | **1** | . 95 |
| 100-249 | **1** | . 95 |
| 250 or more | **0** | 100 95 |
| *95% Confidence interval* | ***±2*** | *0* |
| | N | N |
| Base | **1,741** | 259 |
| ***Invalid responses*** | | |
| *Don't know* | ***4*** | . |
| *Refused* | ***3*** | . |
| *Not asked* | ***2*** | . |

# C1BA - Including yourself, how many p

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | 100 | . | . | . | 64 | . | . | . | 56 | . |
| 10-19 | **47** | 100 | . | . | 100 | 100 | 100 | 36 | . | . | 100 | 44 | . |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *0* | *±33* | *0* | *0* | *0* | *±40* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 5 | . | 1 | 7 | 2 | 1 | 8 | . | . | 4 | 6 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *361* | *1152* | *184* | *217* | *174* | *198* | *1422* | *204* | *421* | *255* | *1476* | *633* |

# C1BB - Could you tell me within what

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5-9 | **53** | . | . | 100 | . | . | . | 64 | . | . | . | 56 | . |
| 10-19 | **47** | 100 | . | . | 100 | 100 | 100 | 36 | . | . | 100 | 44 | . |
| *95% Confidence interval* | ***±31*** | *0* | *0* | *0* | *0* | *0* | *0* | *±33* | *0* | *0* | *0* | *±40* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **10** | 5 | . | 1 | 7 | 2 | 1 | 8 | . | . | 4 | 6 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Not asked* | ***1,740*** | *361* | *1152* | *184* | *217* | *174* | *198* | *1422* | *204* | *421* | *255* | *1476* | *633* |

# C1C - Is your organisation legally class

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Size of Organisation (Large vs not large) | | By Size of Organisation (Grouped2) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **29** | 44 95 | 29 | 38 | 12 | 4 | 77 95 | 26 95 | . | 29 | 29 | . | . |
| No | **71** | 56 95 | 71 | 62 | 88 | 96 | 23 95 | 74 95 | . | 71 | 71 | . | . |
| *95% Confidence interval* | ***±4*** | *±9* | *±4* | *±18* | *±18* | *±23* | *±14* | *±4* | *0* | *±4* | *±4* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **625** | 119 | 580 | 29 | 13 | 3 | 35 | 567 | . | 625 | 625 | . | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***8*** | *1* | *8* | *.* | *.* | *.* | *.* | *6* | *.* | *8* | *8* | *.* | *.* |
| *Not asked* | ***1,117*** | *246* | *564* | *156* | *211* | *173* | *164* | *857* | *259* | *849* | *.* | *849* | *259* |

# C1D - Do you have a trade effluent lice

| Response option | Overall | erall with your n water water r(s) | By Number of Premises | | | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size of Organisation (Grouped2) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **6** | 2 | 5 | 6 | 6 | 12 95 | 15 95 | 2 95 | 29 95 | 5 | 5 | 6 | 29 95 |
| No | **94** | 98 95 | 95 | 94 | 94 | 88 95 | 85 95 | 98 95 | 71 95 | 95 | 95 | 94 | 71 95 |
| *95% Confidence interval* | ***±1*** | *±1* | *±1* | *±4* | *±3* | *±5* | *±5* | *±1* | *±6* | *±1* | *±2* | *±2* | *±6* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,629** | 339 | 1,080 | 175 | 204 | 159 | 196 | 406 | 235 | 1,389 | 608 | 781 | 235 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***117*** | *24* | *69* | *10* | *20* | *16* | *7* | *14* | *24* | *91* | *23* | *68* | *24* |
| *Refused* | ***4*** | *3* | *3* | *.* | *.* | *1* | *1* | *1* | *.* | *2* | *2* | *.* | *.* |

# C1E - Are you on a metered supply?

| | | erall with your n water water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Yes | **79** | 79 | 80 | 63 95 | 90 95 | 68 95 | 95 95 | 79 | 81 | 80 | 74 90 | 80 | 80 |
| No | **20** | 20 | 20 | 27 | 7 95 | 5 95 | 3 95 | 21 | 18 | 20 | 7 95 | 20 | 20 |
| Some premises | **1** | 0 | . 95 | 11 95 | 3 90 | 27 95 | 2 90 | 0 | 0 | 0 95 | 19 95 | 0 | 0 90 |
| *95% Confidence interval* | ***±2*** | *±5* | *±2* | *±9* | *±5* | *±9* | *±3* | *±2* | *±6* | *±4* | *±6* | *±2* | *±3* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **1,458** | 300 | 1,096 | 106 | 139 | 108 | 161 | 1,208 | 192 | 392 | 190 | 1,263 | 592 |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***67*** | *18* | *53* | *4* | *3* | *3* | *3* | *53* | *6* | *20* | *7* | *59* | *26* |
| *Refused* | ***11*** | *4* | *3* | *.* | *6* | *2* | *1* | *7* | *.* | *1* | *.* | *9* | *1* |
| *Not asked* | ***214*** | *44* | *.* | *75* | *76* | *63* | *34* | *162* | *6* | *8* | *62* | *151* | *14* |

# C2A - Approximately how much water

| | | f Premises | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size of Organisation (Grouped2) | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **96** | **79** 95 | **33** 95 | **66** 95 | **97** 95 | 94 | **99** 95 | **8** 95 | 96 | **97** 95 | **86** 95 | **8** 95 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **1** | **9** 95 | **19** 95 | 4 | 1 | 1 | **0** 95 | **30** 95 | 1 | **0** 95 | **7** 95 | **30** 95 |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **2** | **7** 90 | **15** 95 | **28** 95 | **1** 95 | **5** 90 | **0** 95 | **17** 95 | 2 | 2 | **5** 95 | **17** 95 |
| 5,000,000 up to 49,999,999 litres (5000-49,999 cubic meters or 1,100,000- | **1** | **4** 90 | **15** 95 | 1 | 1 | . 95 | 1 | **20** 95 | 1 | 1 | **2** 95 | **20** 95 |
| 50,000,000 or more litres (more than 50,000 cubic meters or more than | **0** | 1 | **18** 95 | 1 | 0 | . | . | **25** 95 | 0 | . | 0 | **25** 95 |
| *95% Confidence interval* | ***±1*** | *±9* | *±11* | *±10* | *±1* | *±4* | *±1* | *±9* | *±1* | *±2* | *±4* | *±9* |
| | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **887** | 83 | 74 | 93 | 756 | 122 | 275 | 111 | 774 | 399 | 375 | 111 |
| ***Invalid responses*** | | | | | | | | | | | | |
| *Don't know* | ***825*** | *137* | *87* | *83* | *665* | *82* | *144* | *121* | *699* | *232* | *467* | *121* |
| *Refused* | ***8*** | *2* | *1* | *.* | *3* | *.* | *2* | *.* | *6* | *2* | *4* | *.* |
| *Not asked* | ***30*** | *2* | *14* | *23* | *6* | *.* | *.* | *27* | *3* | *.* | *3* | *27* |

# C2B - And approximately how much w

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **94** | 100 | . | 100 | 78 | 50 | . | 99 | . | . | 11 | 100 | . |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **5** | . | . | . | 22 | . | 100 | . | . | . | 78 | . | . |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **1** | . | . | . | . | 50 | . | 1 | . | . | 11 | . | . |
| *95% Confidence interval* | ***±19*** | *0* | *0* | *0* | *±47* | *±69* | *0* | *±8* | *0* | *0* | *±47* | *0* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **6** | 2 | . | 1 | 3 | 2 | 1 | 5 | . | . | 3 | 3 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***4*** | *3* | *.* | *.* | *4* | *.* | *.* | *3* | *.* | *.* | *1* | *3* | *.* |
| *Not asked* | ***1,740*** | *361* | *1152* | *184* | *217* | *174* | *198* | *1422* | *204* | *421* | *255* | *1476* | *633* |

# C3B - Approximately how much does y

| | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size of Organisation (Grouped2) | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **77** | **48** 95 | **78** 95 | **85** 95 | **80** 90 | **1** 95 | 77 | **81** 95 | **49** 95 | **1** 95 |
| £1,000 up to £1,999 | **13** | 15 | 13 | **9** 95 | 14 | **3** 95 | 13 | 12 | **21** 95 | **3** 95 |
| £2,000 up to £9,999 | **9** | **30** 95 | **8** 95 | **6** 90 | **6** 95 | **21** 95 | 9 | **6** 95 | **25** 95 | **21** 95 |
| £10,000 up to £100,000 | **1** | **5** 95 | 1 | 0 | **0** 95 | **32** 95 | 1 | **0** 95 | **5** 95 | **32** 95 |
| More than £100,000 | **0** | **2** 90 | 0 | **.** 90 | **.** 90 | **43** 95 | 0 | **.** 90 | 0 | **43** 95 |
| *95% Confidence interval* | ***±2*** | *±8* | *±2* | *±5* | *±4* | *±7* | *±2* | *±3* | *±4* | *±7* |
| | N | N | N | N | N | N | N | N | N | N |
| Base | **1,483** | 158 | 1,250 | 184 | 374 | 211 | 1,270 | 565 | 705 | 211 |
| ***Invalid responses*** | | | | | | | | | | |
| *Don't know* | ***254*** | *37* | *176* | *19* | *46* | *46* | *204* | *66* | *138* | *46* |
| *Refused* | ***12*** | *4* | *4* | *1* | *1* | *2* | *8* | *2* | *6* | *2* |
| *Not asked* | ***1*** | . | . | . | . | . | . | . | . | . |

# C3BB - Can you tell me within what ra

| Response option | Overall | erall with your n water e water r(s) | By Number of Premises | | | | By Trade Effluent License | | By Sole Trader | | By Size of Organisation (Large vs not large) | | By Size ( |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Not satisfied | 1 | 2 | 3 - 9 | 10+ | Yes | No | Yes | No | Large organisation (250+ employees) | Not large organisation (<250 employees) | Micro organisation (0-9 employees) |
| | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Less than £1,000 | **61** | . | . | 100 | . | . | . | 64 | . | . | . | 65 | . |
| £1,000 up to £1,999 | **5** | 24 | . | . | 14 | . | . | 5 | . | . | . | 5 | . |
| £2,000 up to £9,999 | **28** | 73 | . | . | 73 | 50 | . | 29 | . | . | 10 | 29 | . |
| £10,000 up to £100,000 | **5** | 3 | . | . | 13 | . | 100 | 1 | . | . | 80 | . | . |
| More than £100,000 | **1** | . | . | . | . | 50 | . | 1 | . | . | 10 | . | . |
| *95% Confidence interval* | ***±32*** | *±44* | *0* | *0* | *±36* | *±69* | *0* | *±33* | *0* | *0* | *±39* | *±42* | *0* |
| | N | N | N | N | N | N | N | N | N | N | N | N | N |
| Base | **9** | 4 | . | 1 | 6 | 2 | 1 | 8 | . | . | 4 | 5 | . |
| ***Invalid responses*** | | | | | | | | | | | | | |
| *Don't know* | ***1*** | *1* | *.* | *.* | *1* | *.* | *.* | *.* | *.* | *.* | *.* | *1* | *.* |
| *Not asked* | ***1,740*** | *361* | *1152* | *184* | *217* | *174* | *198* | *1422* | *204* | *421* | *255* | *1476* | *633* |

# C1AB - Including yourself, how many p

| Response option | Overall |
|---|---|
| | % |
| 1 | **10** |
| 2-4 | **61** |
| 5-9 | **15** |
| 10-19 | **6** |
| 20-49 | **6** |
| 50-99 | **1** |
| 100-249 | **1** |
| 250 or more | **0** |
| *95% Confidence interval* | ***±2*** |
| | N |
| Base | **1,741** |
| ***Invalid responses*** | |
| *Don't know* | ***4*** |
| *Refused* | ***3*** |
| *Not asked* | ***2*** |

# C1BA - Including yourself, how many p

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| 5-9 | **53** | 56 | . |
| 10-19 | **47** | 44 | 100 |
| *95% Confidence interval* | ***±31*** | *±40* | *0* |
| | N | N | N |
| Base | **10** | 6 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,740*** | *843* | *255* |

# C1BB - Could you tell me within what r

| Response option | Overall | of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| 5-9 | **53** | 56 | . |
| 10-19 | **47** | 44 | 100 |
| *95% Confidence interval* | ***±31*** | *±40* | *0* |
| | N | N | N |
| Base | **10** | 6 | 4 |
| ***Invalid responses*** | | | |
| *Not asked* | ***1,740*** | *843* | *255* |

# C1C - Is your organisation legally class

| Response option | Overall |
|---|---|
| | % |
| Yes | **29** |
| No | **71** |
| *95% Confidence interval* | ***±4*** |
| | N |
| Base | **625** |
| ***Invalid responses*** | |
| *Don't know* | ***8*** |
| *Not asked* | ***1,117*** |

# C1D - Do you have a trade effluent lice

| Response option | Overall |
|---|---|
| | % |
| Yes | **6** |
| No | **94** |
| *95% Confidence interval* | ***±1*** |
| | N |
| Base | **1,629** |
| ***Invalid responses*** | |
| *Don't know* | ***117*** |
| *Refused* | ***4*** |

# C1E - Are you on a metered supply?

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Yes | **79** | 77 | **74** 90 |
| No | **20** | 20 | **7** 95 |
| Some premises | **1** | **3** 95 | **19** 95 |
| *95% Confidence interval* | ***±2*** | *±3* | *±6* |
| | N | N | N |
| Base | **1,458** | 671 | 190 |
| ***Invalid responses*** | | | |
| *Don't know* | ***67*** | *33* | *7* |
| *Refused* | ***11*** | *8* | *.* |
| *Not asked* | ***214*** | *137* | *62* |

# C2A - Approximately how much water

| Response option | Overall |
|---|---|
| | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **96** |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **1** |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **2** |
| 5,000,000 up to 49,999,999 litres (5000-49,999 cubic meters or 1,100,000- | **1** |
| 50,000,000 or more litres (more than 50,000 cubic meters or more than | **0** |
| *95% Confidence interval* | ***±1*** |
| | N |
| Base | **887** |
| ***Invalid responses*** | |
| *Don't know* | ***825*** |
| *Refused* | ***8*** |
| *Not asked* | ***30*** |

# C2B - And approximately how much w

| Response option | Overall | : of Organisation Grouped2) SME (10 to 249 employees) | : of Organisation Grouped2) Large organisation (250+ employees) |
|---|---|---|---|
| | % | % | % |
| Less than 500,000 litres (Less than 500 cubic meters or less than 110,000 gallons) | **94** | 100 | 11 |
| 500,000 up to 999,999 litres (500-999 cubic meters or 110,000-219,999 gallons) | **5** | . | 78 |
| 1,000,000 up to 4,999,999 litres (1000-4999 cubic meters or 220,000-1,099,000 gallons) | **1** | . | 11 |
| *95% Confidence interval* | ***±19*** | *0* | *±47* |
| | N | N | N |
| Base | **6** | 3 | 3 |
| ***Invalid responses*** | | | |
| *Don't know* | ***4*** | *3* | *1* |
| *Not asked* | ***1,740*** | *843* | *255* |

# C3B - Approximately how much does y

| Response option | Overall |
|---|---|
| | % |
| Less than £1,000 | **77** |
| £1,000 up to £1,999 | **13** |
| £2,000 up to £9,999 | **9** |
| £10,000 up to £100,000 | **1** |
| More than £100,000 | **0** |
| *95% Confidence interval* | ***±2*** |
| | N |
| Base | **1,483** |
| ***Invalid responses*** | |
| *Don't know* | ***254*** |
| *Refused* | ***12*** |
| *Not asked* | ***1*** |

# C3BB - Can you tell me within what ra

| | | : of Organisation Grouped2) | |
|---|---|---|---|
| **Response option** | **Overall** | SME (10 to 249 employees) | Large organisation (250+ employees) |
| | % | % | % |
| Less than £1,000 | **61** | 65 | . |
| £1,000 up to £1,999 | **5** | 5 | . |
| £2,000 up to £9,999 | **28** | 29 | 10 |
| £10,000 up to £100,000 | **5** | . | 80 |
| More than £100,000 | **1** | . | 10 |
| *95% Confidence interval* | ***±32*** | *±42* | *±39* |
| | N | N | N |
| Base | **9** | 5 | 4 |
| ***Invalid responses*** | | | |
| *Don't know* | ***1*** | *1* | *.* |
| *Not asked* | ***1,740*** | *843* | *255* |

# Interpreting Data

## ORS Guide for Users

### Introduction

This document gives a basic guide to the interpretation of data tables. We hope it will assist readers in understanding the statistical outputs that ORS provides. The sections are in the following order:

- Valid data
- Cross-tabulations – including:
  - General
  - Interpreting cross-tabulations
  - Statistical significance
  - Small sample sizes

### Valid Data

In a perfect world, respondents to questionnaires would answer every question – but in practice respondents may overlook some questions, decline to answer or say that they 'do not know'. Normally, when analysing responses to questionnaires the data primarily to consider is the 'valid data' – that is, the views of respondents who expressed an opinion.

#### A1 - Is this your only home?

| Response option | Overall |
|---|---|
| | % |
| Yes | **67** |
| No | **33** |
| *95% Confidence interval* | ***±11*** |
| | N |
| Base | **75** |
| ***Invalid responses*** | |
| *Not answered* | ***25*** |

In the above example, 100 people returned a questionnaire. For question A1: 50 answered yes; 25 answered no; and the remaining 25 did not answer - yielding a 50%, 25% and 25% split respectively. However, in this case, we are interested primarily in the respondents who gave an answer (Yes or No). This is the 'valid data'.

If we consider question A1 above, 75 of the 100 responses should be considered 'valid data'. The percentage splits can then be calculated as 67% for yes (50 out of 75) and 33% for no (25 out of 75).

All analysis including cross-tabulation uses only 'valid data'. For this reason the population labelled as 'Base' should be noted, as when this number drops so would the statistical significance of the result.

At the bottom of the table are counts for the 'invalid' responses.

## Cross-tabulations

**General**

The purpose of cross-tabulations is to break down results in order to compare results for the various sub-groups within the population. For example, a cross-tabulation by gender compares the responses of men and women.

The response options for any question are listed on the left of the table and the figures directly to the right refer to the distribution of valid responses. These figures give a benchmark/average against which to judge each sub-group.

In cross-tabulations produced by ORS, the sub-groups are identified across the table and their respective responses are shown down the corresponding columns. By identifying sub-groups at the top, and reading across the response option rows beneath, the responses of different sub-groups can be compared.

On some occasions there are differences between the total number of valid responses and the summed total of cases in a sub-group. This difference arises when individuals gave a valid answer to the main question, but withheld information concerning their identity or characteristics. In this example there were a total of 2,863 valid responses, but the number of cases in the gender sub-group totals only 2,750 - showing that not everyone who gave a valid response to the main question also answered the question regarding their gender.

### A2 - How satisfied or dissatisfied are you with your home?

| | | By Gender | |
|---|---|---|---|
| **Response option** | **Overall** | Male | Female |
| | % | % | % |
| Very satisfied | **75** | 71 | 79 |
| Fairly satisfied | **17** | 20 | 15 |
| Neither satisfied nor dissatisfied | **5** | 6 | 4 |
| Fairly dissatisfied | **1** | 1 | 1 |

| | | | |
|---|---|---|---|
| Very dissatisfied | **1** | 2 | 1 |
| | N | N | N |
| Base | **2,863** | 1,349 | 1,401 |

**Interpreting Cross-tabulations**

Even simple cross-tabulations often contain important information. For example, in the case above women are 2.3 percentage points more likely than men to feel very or fairly satisfied (the results being 91.2% for males and 93.5% for females (71.2 + 20.0 and 78.5 + 15.0 respectively)).

Given the sample size for each sub-group in this example (1,349 males and 1,401 females), and the polarised split in opinion, the difference between the responses of men and women is statistically significant. Applying standard statistical procedures, we can be 95% confident that the difference in the responses for men and women is real and not due to chance. So, whilst the difference is apparently numerically small, it is very significant – women are more likely to feel satisfied than men.

In this simplified example, gender defines the only sub-group, but more commonly cross-tabulations would include age, ethnicity, location, household types, and so on. Many of our tables use colour and other codes to indicate whether apparent sub-group differences are statistically significant.

**Statistical Significance**

In the table below, cross-tabulations have been provided for gender and age. Each column should first be read independently, but can then be compared with results from other columns.

In order to identify which differences in sub-group responses are significant, ORS applies statistical tests to calculate whether apparent differences are due to chance or statistically significant. By taking into account the sample and sub-sample sizes, we calculate whether we can be 90% or 95% confident that a particular difference is statistically significant.

In the following tables, where the results for sub-groups show statistically significant variations, they have been shaded – with orange to highlight percentages that are higher than average and turquoise for those which are lower than average.

Where a cell is shaded, the confidence level is given in the superscript to the immediate right of the cell.

The confidence interval (based on a 95% confidence level) has been provided at the bottom of the cross-tabulations. A confidence interval has been calculated for each of the subgroups within the cross-tabulation. The confidence intervals are used to test whether differences between subgroups are significant. The value displayed at the bottom of the cross-tabulations is the largest of the confidence intervals used in the above significance tests.

## A3 - Overall, how satisfied or dissatisfied are you with your local area as a place to live?

| | | By Gender | | By Age | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Male | Female | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 to 74 | 75+ |
| | % | % | % | % | % | % | % | % | % |
| Very satisfied | **31** | 32 | 30 | **21**$^{95}$ | **28**$^{95}$ | 33 | **38**$^{95}$ | **40**$^{95}$ | **55**$^{95}$ |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Fairly satisfied | **56** | 53 95 | 59 90 | 64 95 | 59 90 | 57 | 48 95 | 49 90 | 27 95 |
| Neither satisfied nor dissatisfied | **7** | 9 95 | 6 95 | 9 | 7 | 6 | 8 | 7 | 18 |
| Fairly dissatisfied | **4** | 4 | 4 | 5 | 4 | 3 95 | 4 | 4 | . 95 |
| Very dissatisfied | **1** | 1 | 1 | 1 | 2 | 1 | 1 | . 95 | . 95 |
| *95% Confidence interval* | ***±1*** | *±2* | *±2* | *±3* | *±3* | *±3* | *±3* | *±8* | *±21* |
| | N | N | N | N | N | N | N | N | N |
| Base | **4,240** | 1,770 | 2,460 | 732 | 1,086 | 1,230 | 980 | 166 | 22 |
| ***Invalid responses*** | | | | | | | | | |
| *Not answered* | ***16*** | *10* | *6* | *6* | *8* | *2* | . | . | . |

### Small Sample Sizes

Where results are based upon a small number of cases (say, less than about 70 respondents) they should be treated with caution – since error margins increase as number of cases in the sample decreases. ORS will normally advise clients if this is the case.

### Anonymisation of Data

In some cases it may be necessary to anonymise data for certain sub-groups containing low numbers of respondents. This is to avoid the possibility of respondents being identifiable. In such cases anonymised data will be replaced with an exclamation mark (!). In the following example sub-groups containing less than 10 respondents have been anonymised.

## A4 - How satisfied or dissatisfied are you with your local refuse collection?

| | | By Gender | | By Age | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| **Response option** | **Overall** | Male | Female | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 to 74 | 75+ |
| | % | % | % | % | % | % | % | % | % |
| Very satisfied | **29** | 31 | 27 | ! | ! | ! | 33 | 20 | 31 |
| Fairly satisfied | **44** | 31 | 57 95 | ! | ! | ! | 67 | 60 95 | 38 |
| Neither satisfied nor dissatisfied | **17** | 19 | 11 | ! | ! | ! | . | 13 | 24 |
| Fairly dissatisfied | **4** | 4 | 5 | ! | ! | ! | . | 7 | 3 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Very dissatisfied | **7** | 15 | .[95] | ! | ! | ! | . | .[95] | 3[95] |
| *95% Confidence interval* | ***±8*** | *±13* | *±11* | *!* | *!* | *!* | *±27* | *±18* | *±12* |
| | N | N | N | N | N | N | N | N | N |
| Base | **168** | 52 | 74 | . | 8 | 6 | 12 | 30 | 58 |
| ***Invalid responses*** | | | | | | | | | |
| *Not answered* | ***14*** | *7* | *7* | *.* | *.* | *2* | *2* | *3* | *7* |