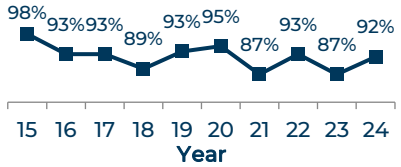
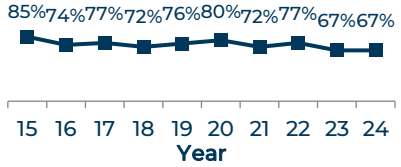
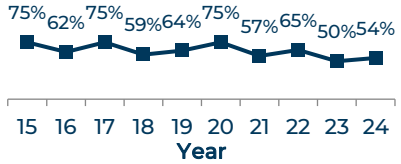
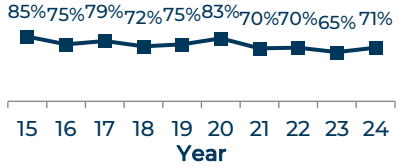
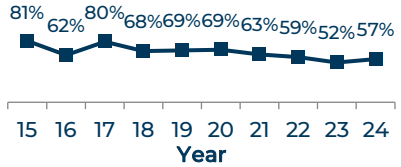
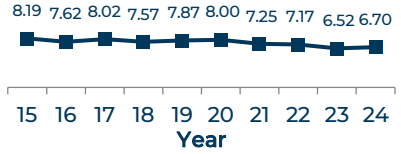
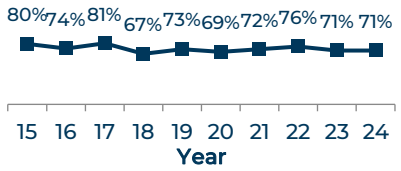
CCW Research Report
Water Matters 2025
Summary of findings for South Staffs Water

Results for South Staffordshire Water	Percentage of household customers	Range and average for all WoCs[1]	Comments or points of interest
Satisfaction with water services			
Overall satisfaction with water supply (Sample size: 151)[2]		96% to 86 Average: 90%	
Satisfaction with value for money			
Satisfied with value for money of water services (Sample size: 149)		74% to 58 Average: 65%	
Views on fairness and affordability of charges			
Agree charges are fair (Sample size: 147)		58% to 47% Average: 52%	
Agree water and sewerage charges are affordable (Sample size: 150)		80% to 70% Average: 74%	
Care and trust			
Agree company cares about service given to customers (Sample size: 140)		60% to 43% Average: 53%	
Trust company (mean score – where 10 is trust completely and 1 is do not trust at all) (Sample size: 149)		6.83 to 5.81 Average: 6.49	Significantly higher than WoC average
Awareness of consumer rights and responsibilities			
Likely to contact company if worried about paying bill (Sample size: 147)		73% to 65% Average: 68%	

South Staffs Water

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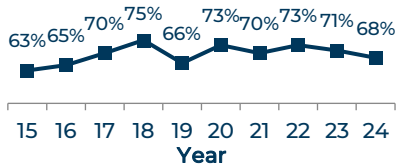
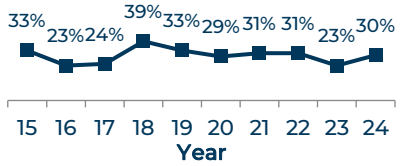
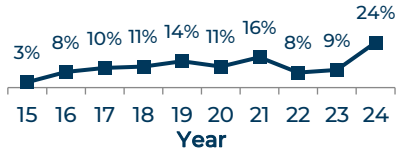
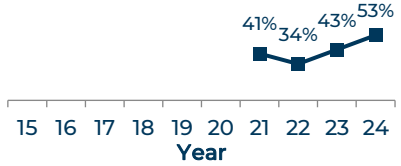
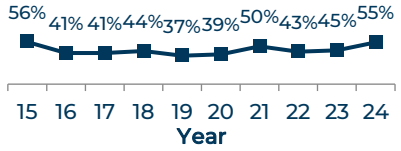
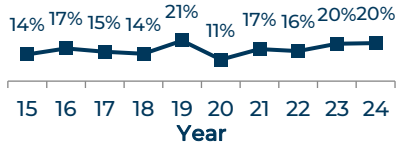
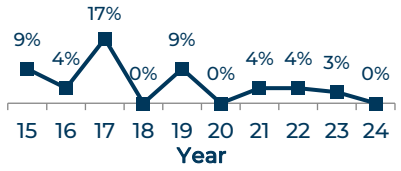
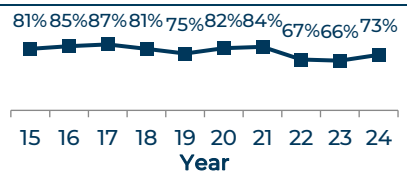
The voice for water consumers
Llais defnyddwyr dŵr

Results for South Staffordshire Water	Percentage of household customers	Range and average for all WoCs[1]	Comments or points of interest
Aware of free meter option (Sample size: 79)[3]		83% to 65 Average: 73%	
Aware of option to go back to rateable value charge within 24 months (Sample size: 79)[4]		39% to 15% Average: 29%	
Aware of WaterSure tariff[4] (Sample size: 151)		24% to 17% Average: 20%	Significant change since last year
Aware water company offers reduced charges to some households who struggle to afford their bills (Sample size: 151)[5]		58% to 47% Average: 52%	
Aware of Priority services (Sample size: 151)		61% to 45% Average: 53%	
Contact			
Contacted water company with query in last 12 months (Sample size: 149*)		28% to 17% Average: 22%	
Reason for contacting water company was to complain (Sample size: 30 who made contact)		4% to 0% Average: 2%	Low base size
Satisfaction with way query handled (Sample size: 30 who made contact)		95% to 55% Average: 72%	Low base size

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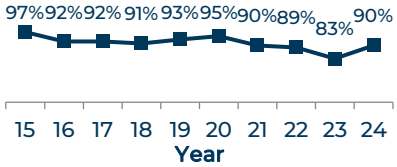
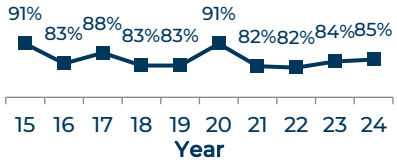
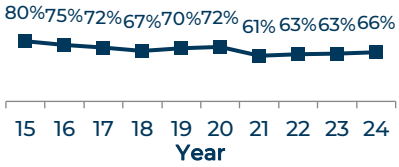
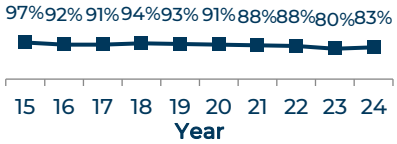
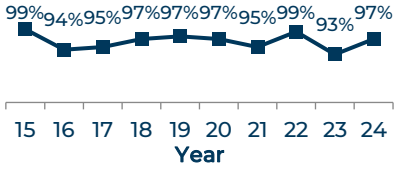
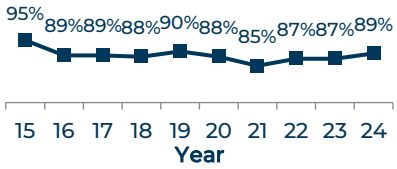
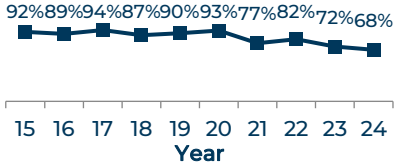
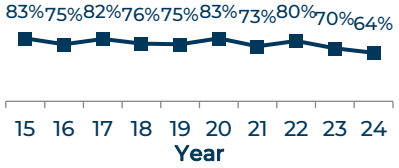
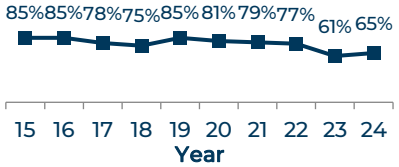
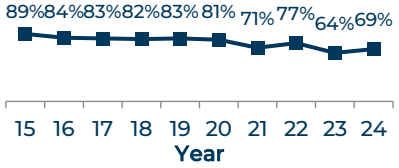
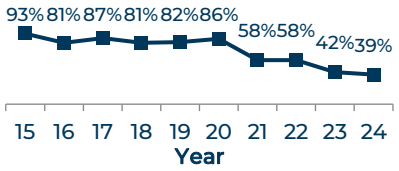
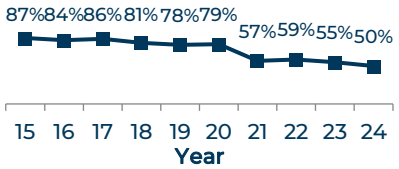
Results for South Staffordshire Water	Percentage of household customers	Range and average for all WoCs[1]	Comments or points of interest
Water on tap			
Satisfied with colour and appearance of tap water (Sample size: 148)		94% to 88% Average: 90%	
Satisfied with taste and smell (Sample size: 147)		87% to 81% Average: 82%	
Satisfied with hardness/softness (Sample size: 145)		66% to 37% Average: 47%	Significantly higher than WoC average
Satisfied with safety (Sample size: 145)		92% to 83% Average: 85%	
Satisfied with reliability of supply (Sample size: 151)		99% to 87% Average: 95%	
Satisfied with water pressure (Sample size: 151)		89% to 81% Average: 84%	

South Staffordshire Water sewerage services are provided by Severn Trent (144 respondents)

SEVERN TRENT

Results for sewerage service provider(s) for South Staffordshire Water	Percentage of household customers	Range and average for all WoCs[1]	Comments or points of interest
Satisfaction with sewerage services			
Overall satisfaction with sewerage services (Sample size: 142)		68% to 36% Average: 58%	Significantly higher than WoC average
Satisfaction with value for money			
Satisfied with value for money of sewerage services (Sample size: 141)		69% to 47% Average: 62%	
A sewerage system that works			
Satisfied with company actions to reduce smells from sewerage treatment works (Sample size: 108)		68% to 40% Average: 58%	
Satisfied with maintenance of sewerage pipes & treatment works (Sample size: 117)		69% to 36% Average: 56%	Significantly higher than WoC average
Satisfied with company cleaning of waste water before releasing it back into the environment (Sample size: 120)		39% to 16% Average: 30%	Significantly higher than WoC average
Satisfied with company actions to minimise sewer flooding (Sample size: 123)		50% to 17% Average: 37%	Significantly higher than WoC average

Sample Profile

Sample profile for South Staffordshire Water	(Sample size: 151)
Gender	
Male	48%
Female	52%
Age[6]	
18-29	3%
30-44	9%
45-59	28%
60-64	7%
65-74	30%
75+	24%
SEC	
Higher managerial, administrative & professional occupations	47%
Intermediate occupations	26%
Routine & manual occupations	24%
Never worked and long-term unemployed/Full-time students	2%
Refused	1%
Water Meter	
Proportion having a water meter	48%

Statistical reliability on sample size of 151 is +/- 6.2%

[1] Average (mean) proportion for all WoCs is based on weighted data. All other data is unweighted.
[2] Sample size is shown in brackets and excludes don't knows unless followed by an asterisk *.
[3] Question filtered on unmetered households as per the main report and not stated removed.
[4] Question wording changed in 2024 to include "Yes, have enquired but not eligible"
[5] Question changed to Yes/No option in 2021 so data not comparable with previous years.
[6] Percentages do not add to 100% due to rounding