



Image Tracker April-June 2025

Report

July 2025



	'21/ '22 – '23/ '24	Q1 & Q2 '24/ '25	Q3' 24/25 onwards
Sample definition	All adults 18+ living in the Wessex Water region		
Demographic profile	Demographic profile weighted to match ONS (2019-20) for Wessex Water region Supply areas represented in actual proportions		
Interview method	50% telephone 50% online survey	20% telephone 80% online survey	20% telephone 80% online survey
Sample source	Panel sample	Customer sample (from Wessex Water)	Customer sample (Wessex Water) Online panel
Bill payer status	80% bill payers 20% non bill payers	100% bill payers only	90% bill payers 10% non bill payer

Note: Given that the sample size for non bill payers is 55/543 for Q1 25/26, we have decided to report the total (but will make note if the differences between bill payers and non bill payers in the latest Quarter are significant throughout the report).

Note on the new segmentation (2024)

Customers are assigned into one of 6 segments.

The segments are based on the segmentation from November 2024 – which comprised a quantitative survey amongst Wessex Water customers, as well as focus groups.

There is some variation in the sizes of segments, and this should be taken into account when considering the opportunity each represents.

Segment 6: Carefree Consumers

Climate change sceptical – unwilling to make changes for environmental purposes, do not believe in or care about the issues and are negative about bills. High water consumption and uninterested in changing.

Segment 5: Pro-Planet Advocates

Climate anxious, company critical – strongly pro-eco action and feel it's important we all do our bit. Would be prepared to do more, negative company outlook but has room to know more about Wessex Water.

Segment 4: Frugal Traditionalists

Disengaged and lacking concern – environment isn't top priority though and have some scepticism and budget concerns. Some openness for change due to having less water-intensive behaviours already.

Segment 1: Responsible Environmentalists

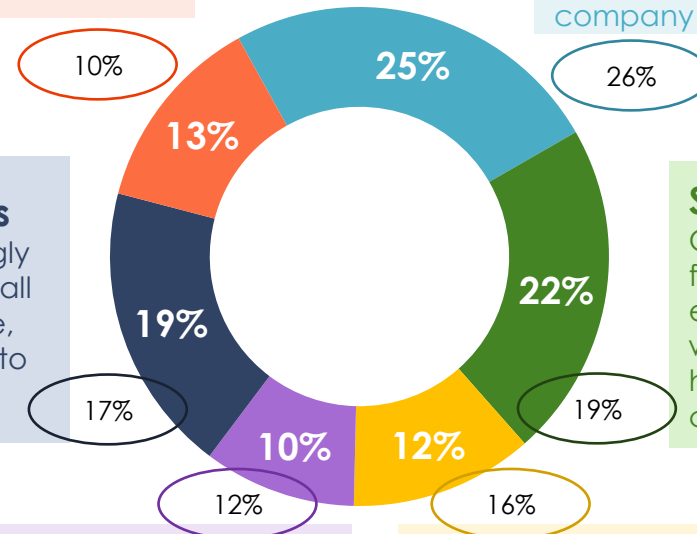
Action-oriented environmentalists – passionate about making eco changes and are likely to already be taking steps to reduce consumption. Knowledgeable on the topic and more positive company outlook.

Segment 2: Lifestyle Empowered

Comfortable, information driven, more families – fairly concerned about the environment, willingness to put money into water saving devices, prioritise values of hygiene and relaxation. Diverse media consumption, using many sources.

Segment 3: Convenience Cost-Savers

Younger, occupied, more families – enjoy relaxing and daily bathing, some environmental concerns but less proactive, feel a bit more negatively/less trusting towards Wessex Water.



Figures in the chart represent the customer proportions found in the original segmentation research sample. The circle figures represent the proportions among this sample for Q1 25/26.

1

Overall satisfaction with Wessex Water seems to polarise more this Quarter. Perceptions of value for money reach a record low - with a disproportionately significant drop off among the Lifestyle Empowered segment. A year-long downward trend suggests customers feel the service no longer justifies increased bills rolled out at the start of the Quarter.

2

Although the proportion of customers feeling 'worse off' has tailed off from the peak last Quarter, disagreement about charges being affordable peaks and anxiety about paying these remains high. The trade off between environmental friendliness and costs has shifted this Quarter, with costs being significantly more prioritised - despite environmental concern levels remaining stable with previous waves.

3

Customer priorities hold fast, with a reliable water supply and ensuring the sewerage system works properly coming out on top. When asked what Wessex Water could improve or do more of, customers still prioritise environmental action. Bill payment ease continues to decline, although it still performs best among the tracked service areas.

4

Trust in Wessex Water to provide a reliable supply and manage wastewater hits its lowest levels, despite customer knowledge rising slightly. However, although knowledge improves, a growing knowledge gap emerges with Quarter - with Carefree Consumers and Pro-Planet Advocates lagging behind after a notable drop this Quarter.

5

Amidst value for money and affordability concerns, appetite for water usage updates continues to rise. Almost all customers claim to be making efforts to keep usage down but while these behavioural change attitudes are growing, uptake and willingness to use water saving devices remains unchanged for a while. Has a behavioural ceiling been reached?

6

Storm overflow awareness hits its highest levels, with news and word of mouth as main sources. However, methodological changes to question wording this Quarter may account for this and will be closely observed. Awareness of the company's efforts to reduce overflows also peaks, potentially contributing to the greater awareness of overflows overall.

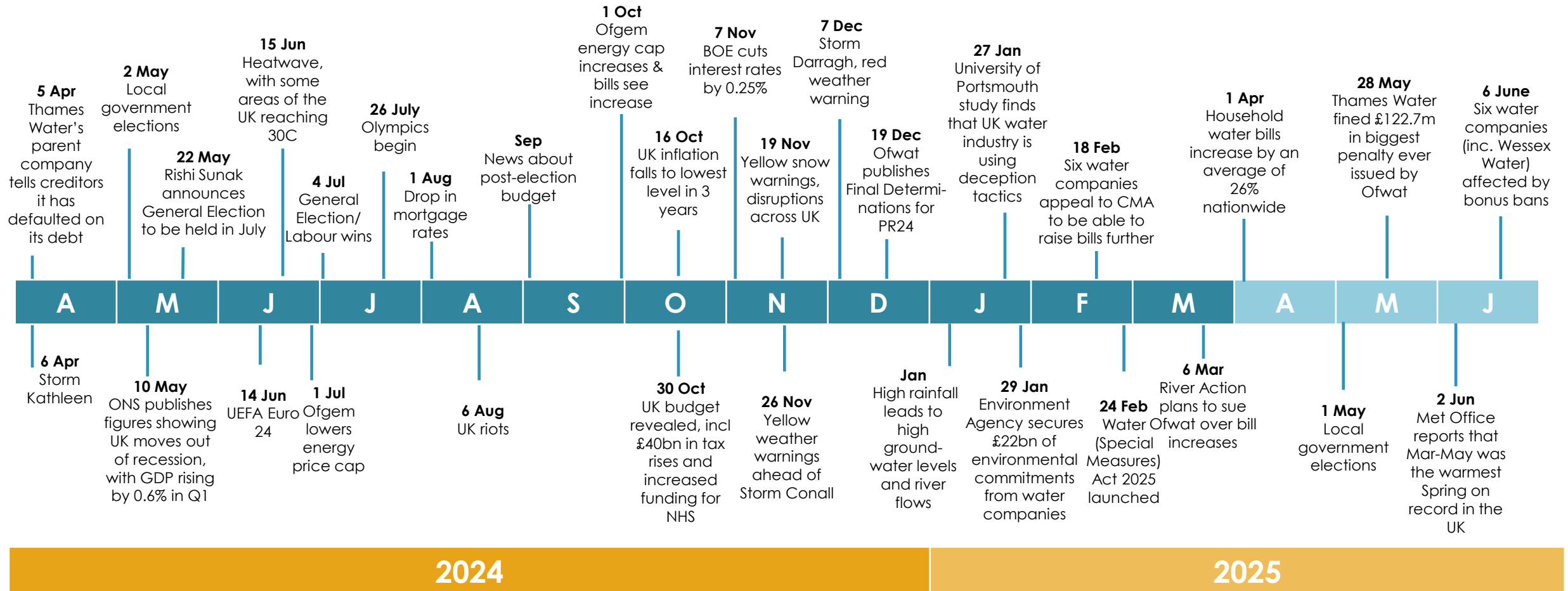


Wider context



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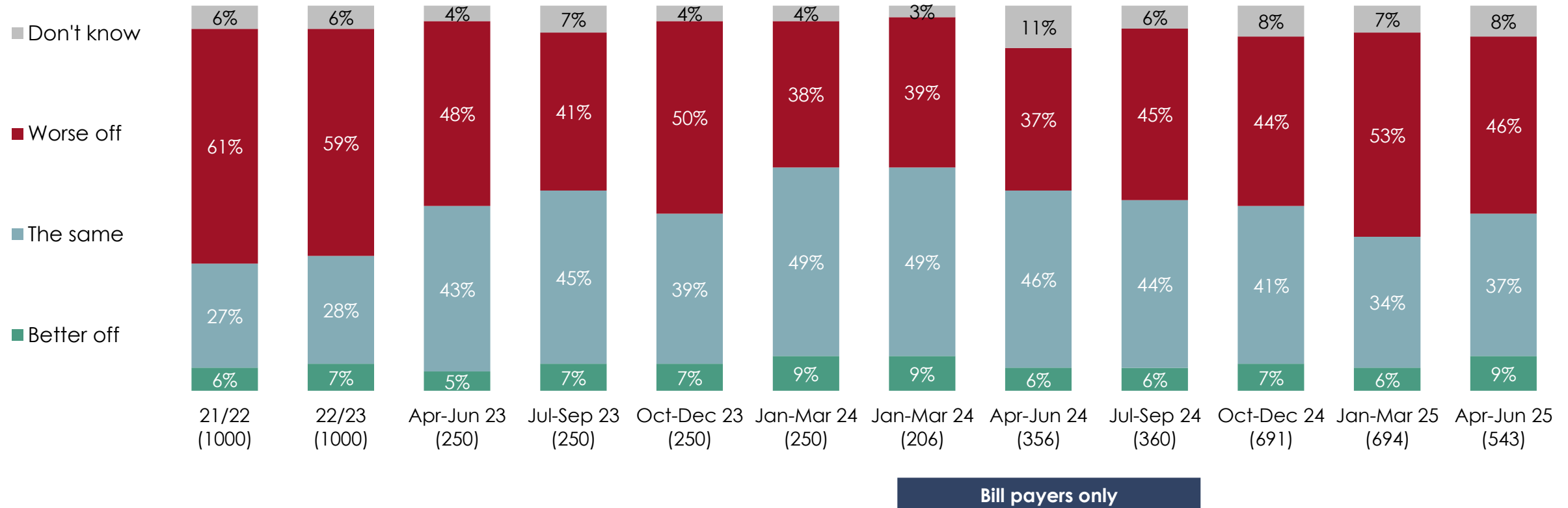
Timeline of key events



Some level of optimism around customers' financial situation is returning, with nearly 1 in 10 feeling they will be better off, although many still feel they will be worse off. 7

Bill payers, vulnerable respondents, those aged 55+, and those with less positive sentiment towards Wessex Water are more likely to feel they will be worse off in 12 months time. Feelings are similar across the customer segments – though Lifestyle Empowered has increased most.

QF5. Thinking about the current economic climate, do you expect your household to be better off, worse off or about the same in the next 12 months? Base: All respondents

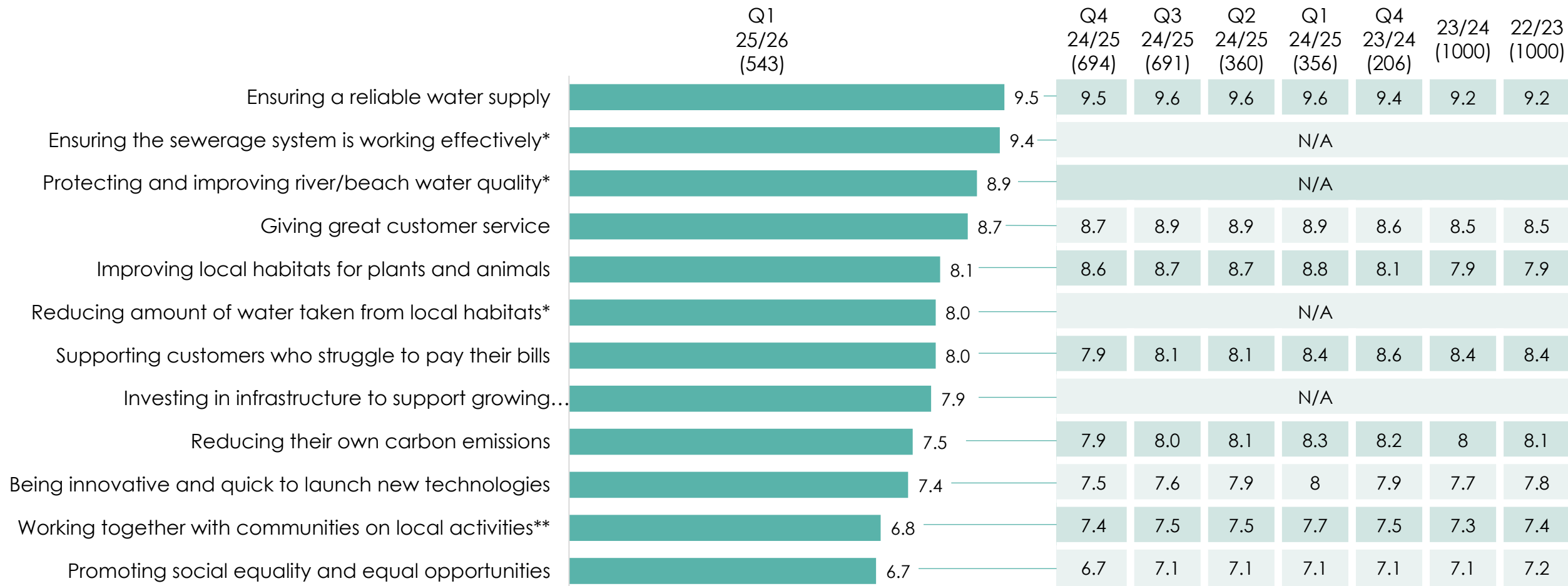


Providing a reliable water supply and acting on sewerage and water quality remain the top priorities.

Working with local communities drops this Quarter – with those dissatisfied with Wessex Water driving this movement.

Q7. How important do you think it is for Wessex Water to focus on each of the following things?

Mean score (10 = 'a top priority' 0 = 'not a priority'). Base: All respondents



Bill payers only



Core Measures

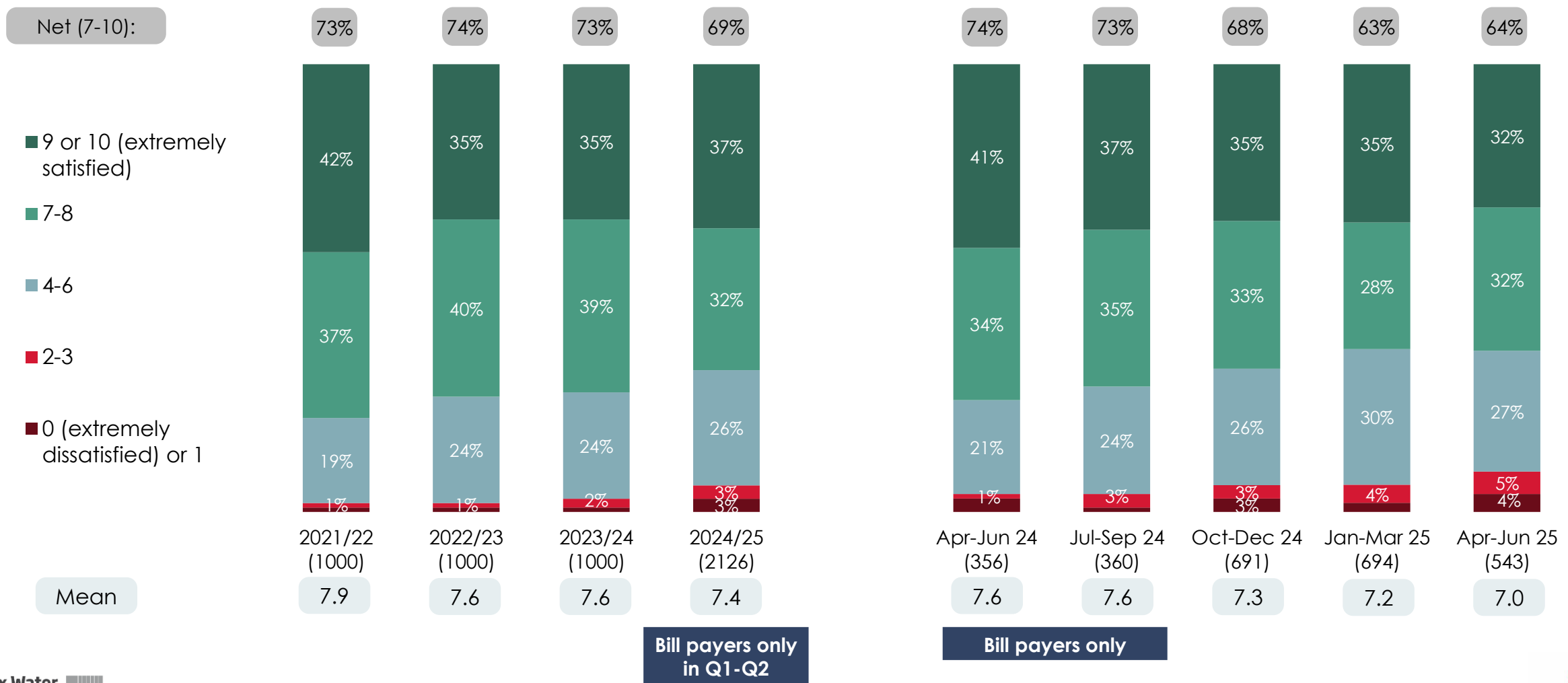


BLUE MARBLE

While average satisfaction continues to decline, the proportion of 'satisfied' customers slightly increases – 10 suggesting a growing polarisation in customer satisfaction with Wessex Water.

Satisfaction is lower among single service customers than dual service customers. Convenience Cost-Savers take a notable dip this Quarter (now the least satisfied), while Carefree Consumers show a significant uplift by contrast.

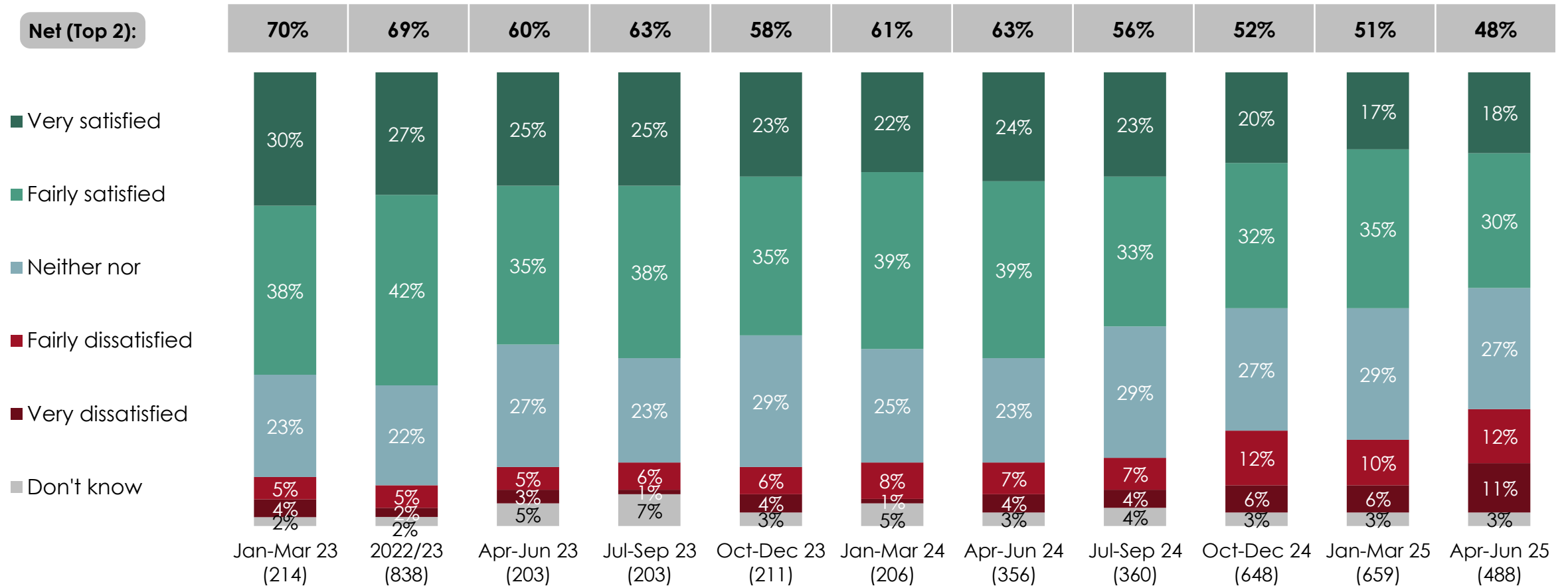
Q11. Taking everything into account, how satisfied are you with Wessex Water? *Base: All respondents*



Satisfaction with value for money has dropped this Quarter, to the lowest on record.

Dissatisfaction is highest among those who feel the water quality is 'poor' and the Lifestyle Empowered segment – a drastic 23% point increase in dissatisfaction for this segment since last Quarter. Most segments have become increasingly dissatisfied, compared with 2024/25.

Q16. Thinking now about value for money, how satisfied or dissatisfied are you with the value for money of the water and sewerage services in your area? Base: All bill payers

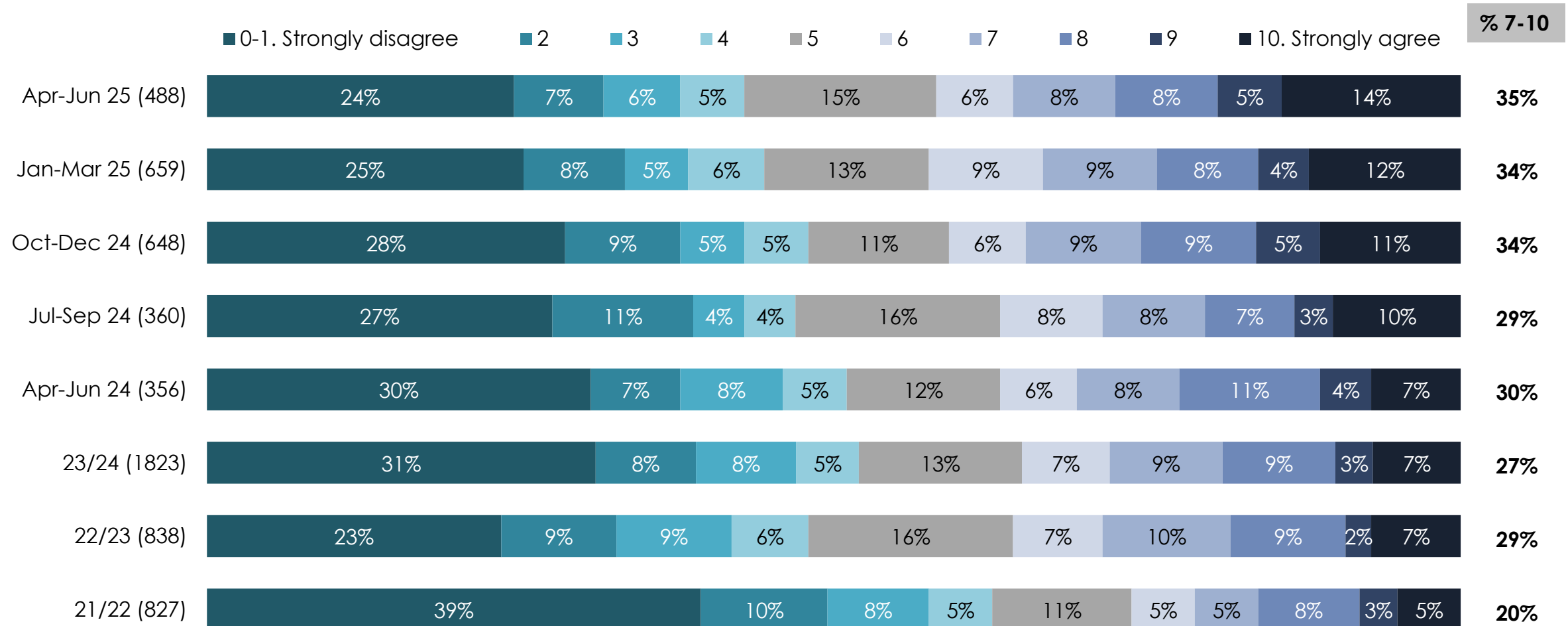


Over 1 in 3 remain anxious around affording their water bills, reaching peak levels.

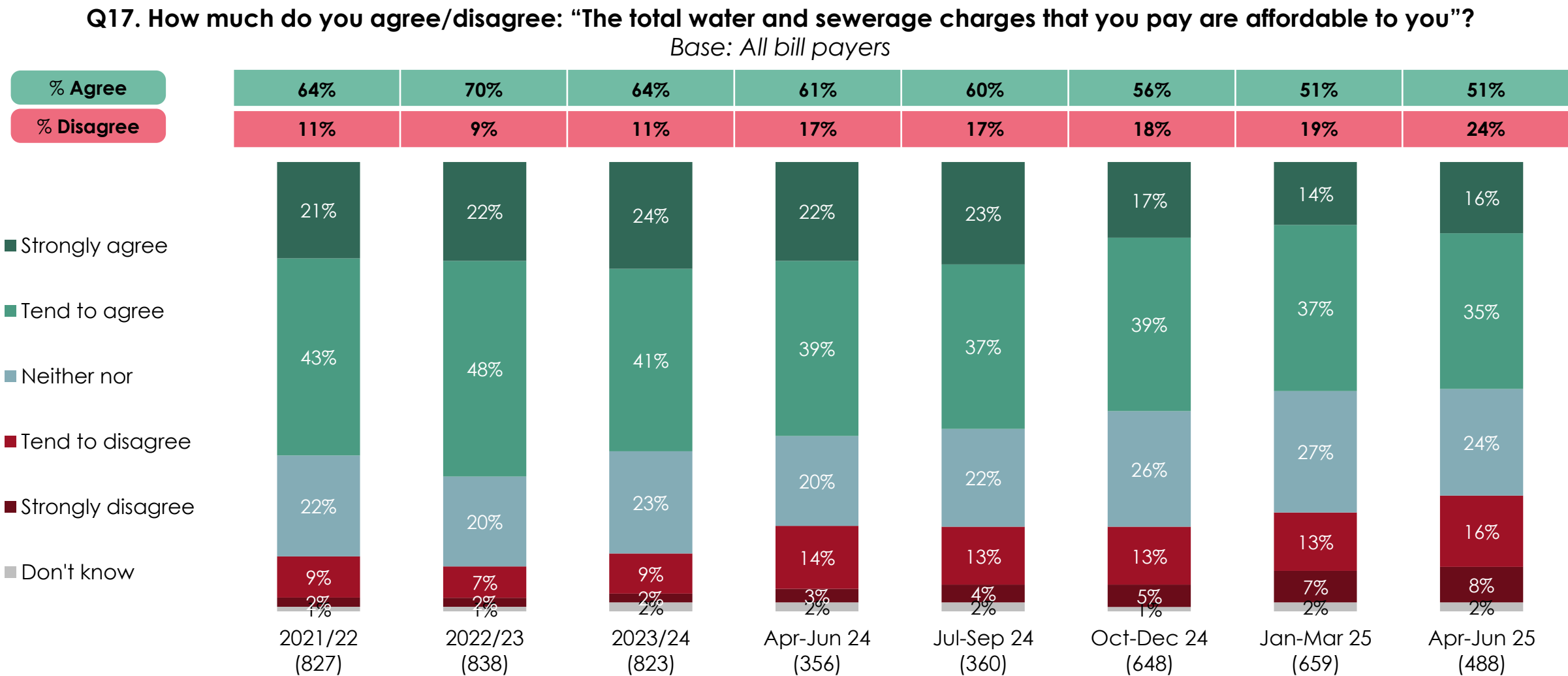
Pro-Planet Advocates, Convenience Cost-Savers, those without a water meter and C2DE customers are more likely to feel worried. Responsible Environmentalists are the least worried segment – the anxiety gap now widening between segments since last Quarter.

Q15. How strongly do you agree or disagree...? I worry about being able to afford my water bill

Base: All bill payers



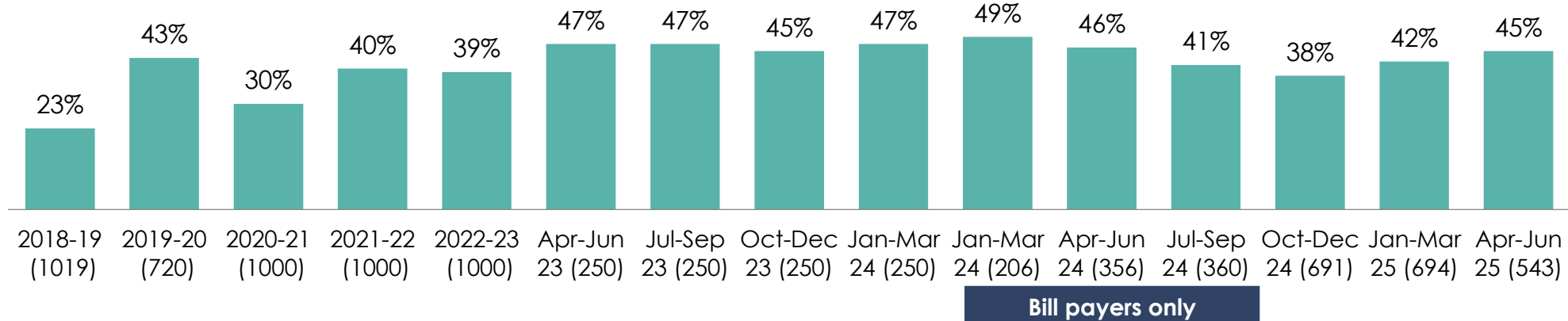
In line with concerns about affording their water bill, C2DE customers and Pro-Planet Advocates disagree the most with this statement.



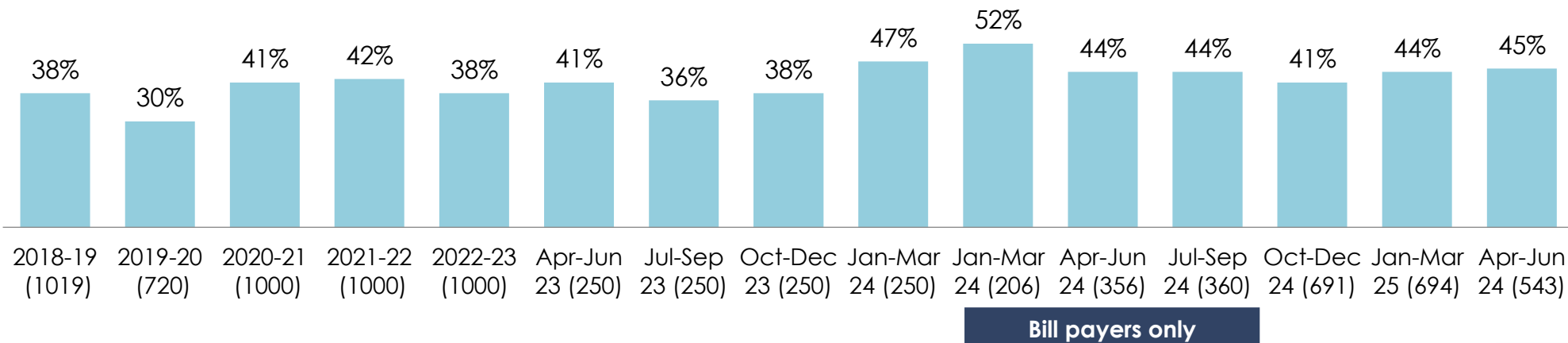
Awareness of financial support increases again alongside rising affordability concerns, while Priority Services remain stable.

For customers aged 55+, awareness of financial support jumps up 9% points since last Quarter.

Q20r1: Are you aware of Wessex Water doing any of the following? - **Assisting customers who struggle to afford their water bill** Base: All respondents



Q20r2: Are you aware of Wessex Water doing any of the following? - **Providing priority services for customers who need them, such as braille or extra support during a supply interruption** Base: All respondents



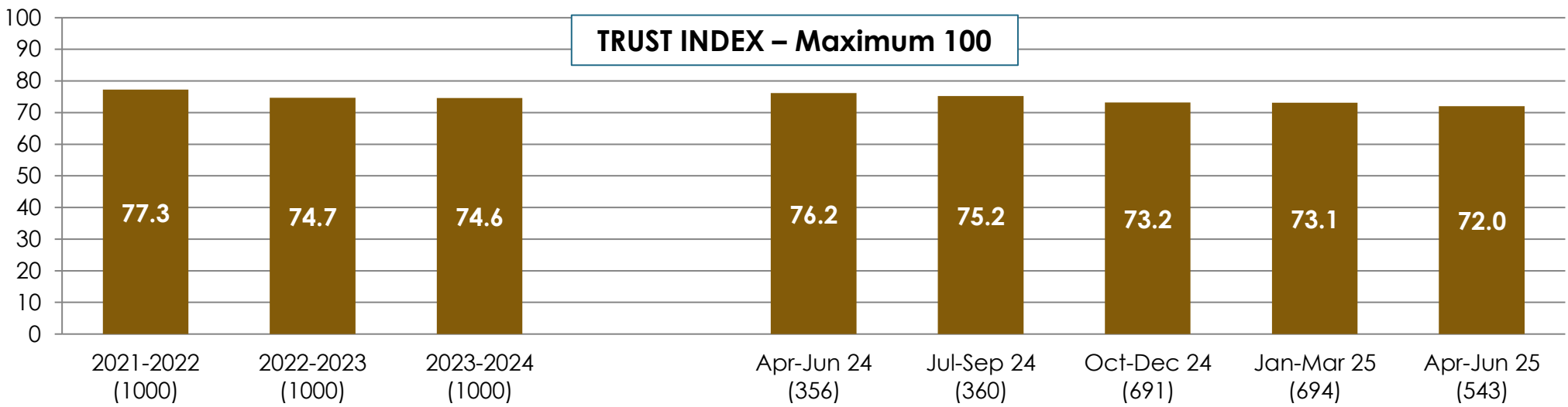


The current tracking study incorporates several image and performance measures that are known to drive trust, based on components of trust from ICS and Edelman models. The new ‘Trust Index’ is made up of **6 dimensions**

Trust dimensions	Tracker measures included
Customer ethos	<ul style="list-style-type: none">• Care about you and your community• Making it easy for you to deal with them
Competence and capability	<ul style="list-style-type: none">• Provide exceptional service• Fix any problems quickly
Reliability and dependability	<ul style="list-style-type: none">• Reliability of their services• Easy to contact
Transparency	<ul style="list-style-type: none">• Open and transparent company• Providing clear and easy to understand information
Ethics	<ul style="list-style-type: none">• A responsible and ethical company that does the right thing• Care about the environment
Brand validation	<ul style="list-style-type: none">• Well regarded in your community

The Trust Index scores continues to fall after the plateau last Quarter.

There are no significant differences between subgroups, with Convenience Cost-Savers now the most negative across all components. Responsible Environmentalists score highest an all metrics.



Components – Mean scores

Reliability and dependability	8.20	8.05	8.18	8.30	8.33	8.12	8.02	7.99
Competence and capability	7.68	7.39	7.23	7.44	7.56	7.22	7.23	7.19
Customer ethos	7.64	7.40	7.34	7.63	7.41	7.29	7.27	7.11
Transparency	7.78	7.62	7.73	7.73	7.79	7.47	7.47	7.35
Ethics	7.44	7.16	6.93	7.08	6.93	6.87	6.81	6.75
Brand validation	7.42	6.98	6.97	7.06	7.13	6.57	6.66	6.51

Bill payers only



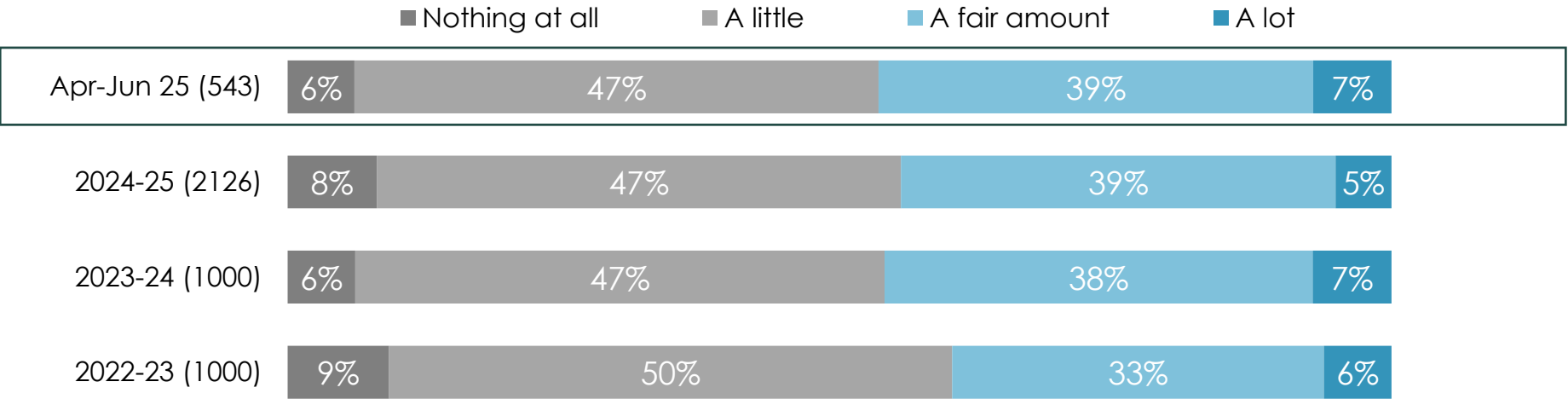
The proportion of customers who feel **knowledgeable** about Wessex Water has marginally increased, the highest tracked so far.



The proportion of customers who feel **negative** about Wessex Water has also increased, to just over 1 in 10. Those feeling 'very positive' falls.

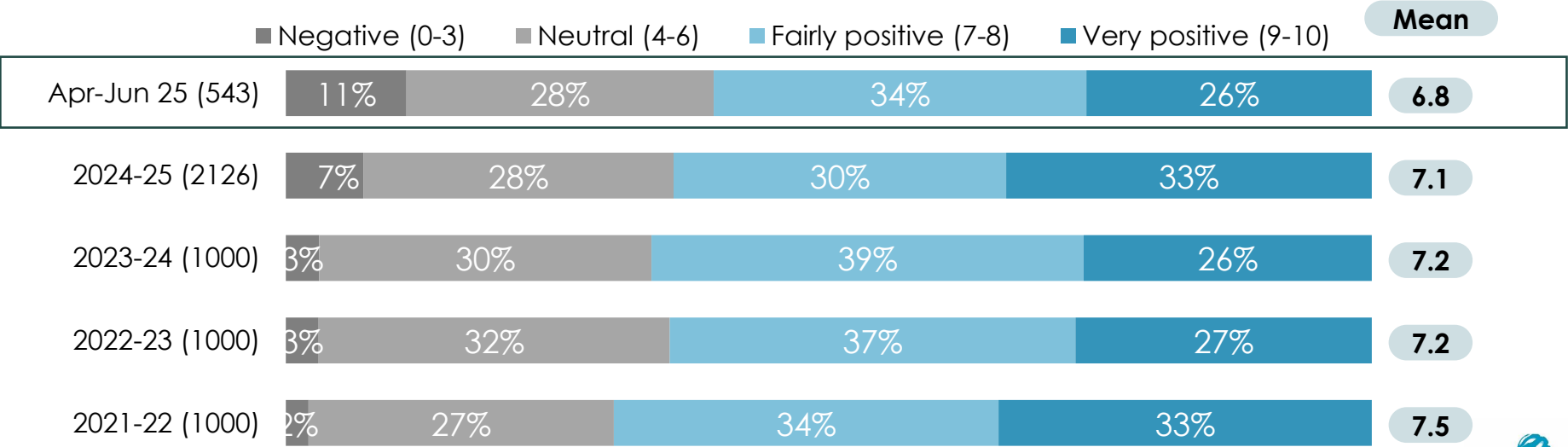
Q6. How much do you feel you know about Wessex Water and what they do?

Base: All respondents



Q4. Now thinking about Wessex Water. Please tell us how do you feel about them overall?

Base: All respondents

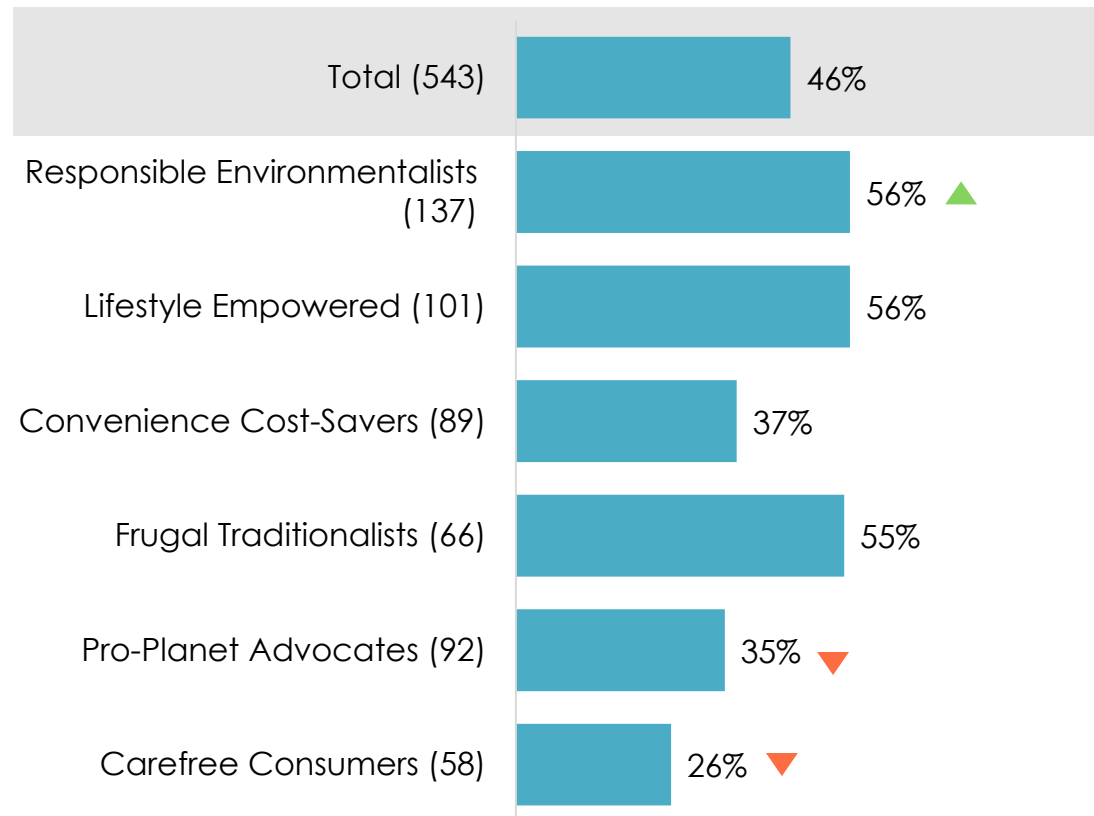


Methodology change in Q1 2024/25 – excl. non bill payers; Methodology change in Q3 2024/25 – includes non bill payers

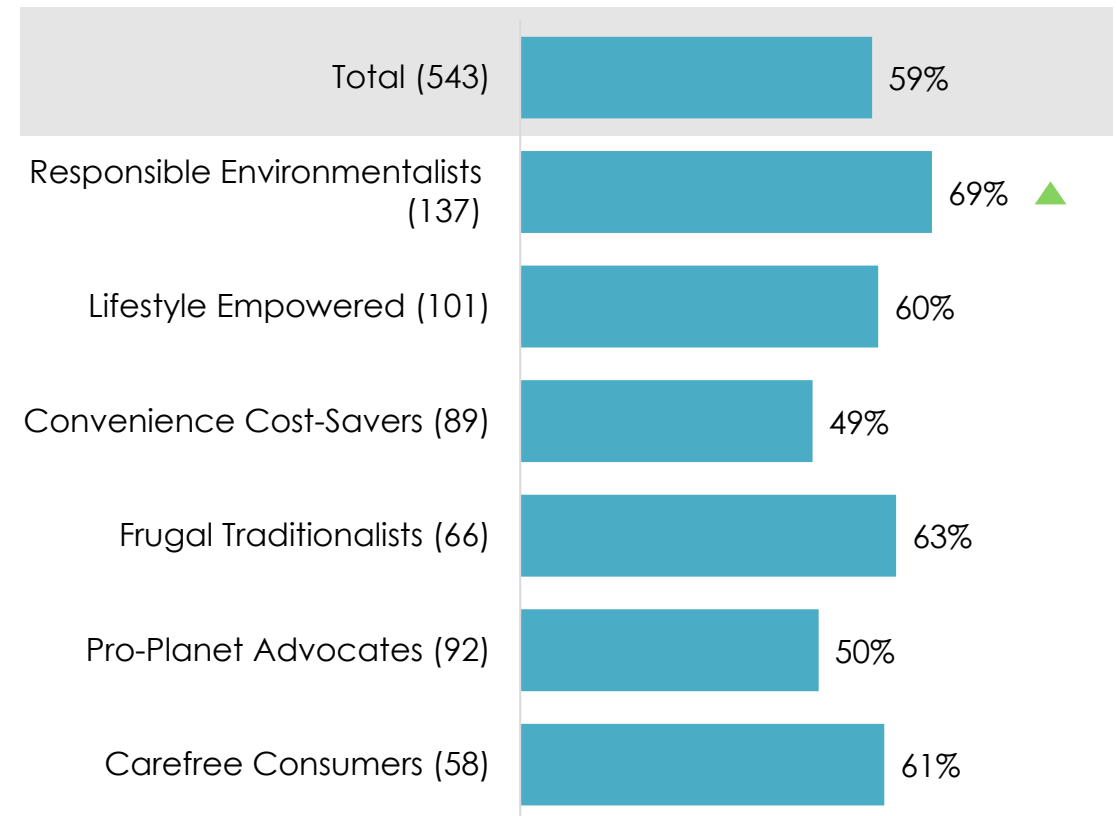
Notable gaps in perceived knowledge about Wessex Water open up between the customer segments this 18 Quarter.

Responsible Environmentalists feel significantly more knowledgeable and positive towards Wessex Water than the average, while Pro-Planet Advocates and Carefree Consumers fall behind the other segments.

Q6. How much do you feel you know about Wessex Water and what they do? (% A fair amount/a lot)



Q4. Now thinking about Wessex Water. Please tell how do you feel about them overall? (% Fairly/very positive, 7-10)

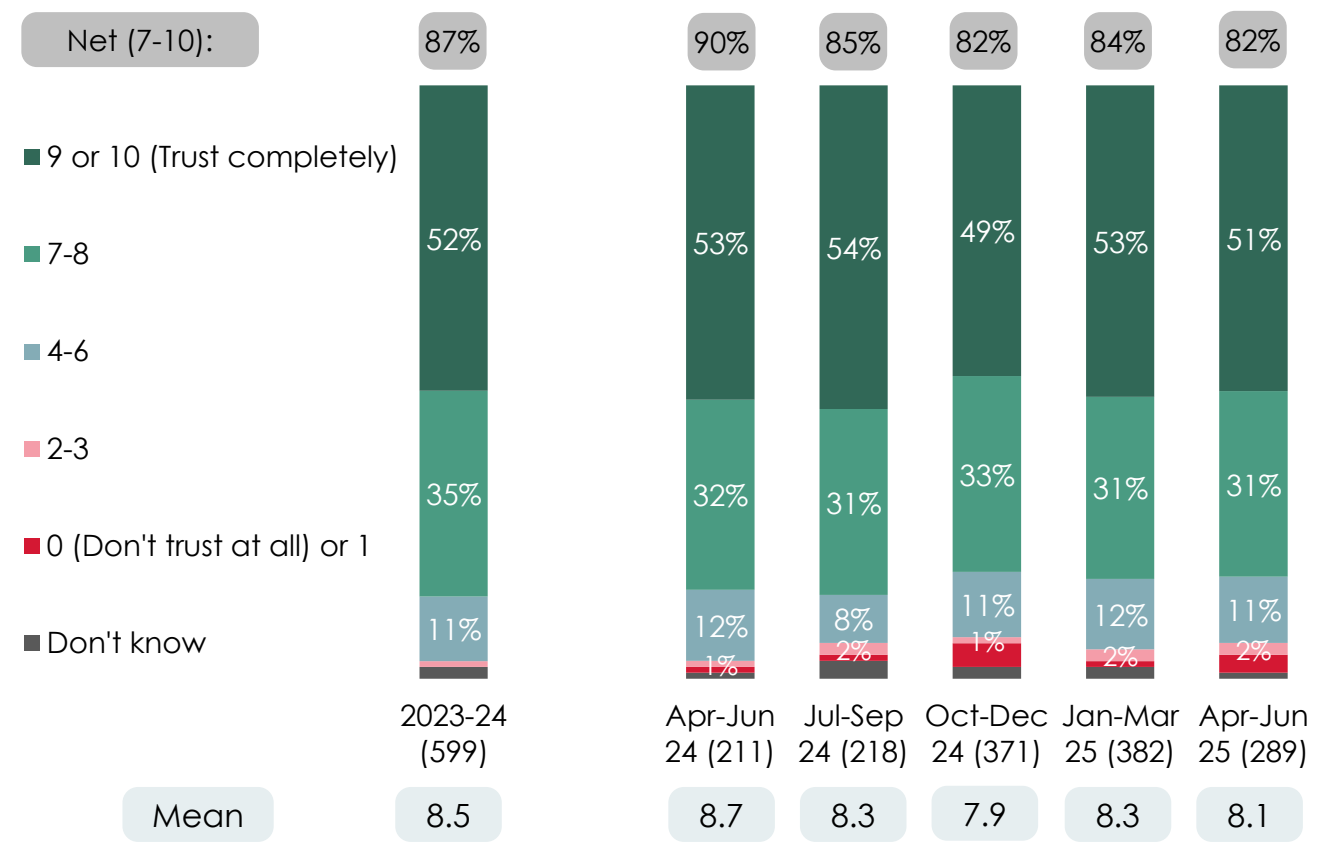


Trust in Wessex Water to responsibly manage wastewater and sewage has recovered from the dip across 2024/25.

Responsible Environmentalists are the most trusting of their tap water quality, while Carefree Consumers are highest for wastewater.

QT1. How much do you trust Wessex Water to provide a reliable supply of good quality tap water?

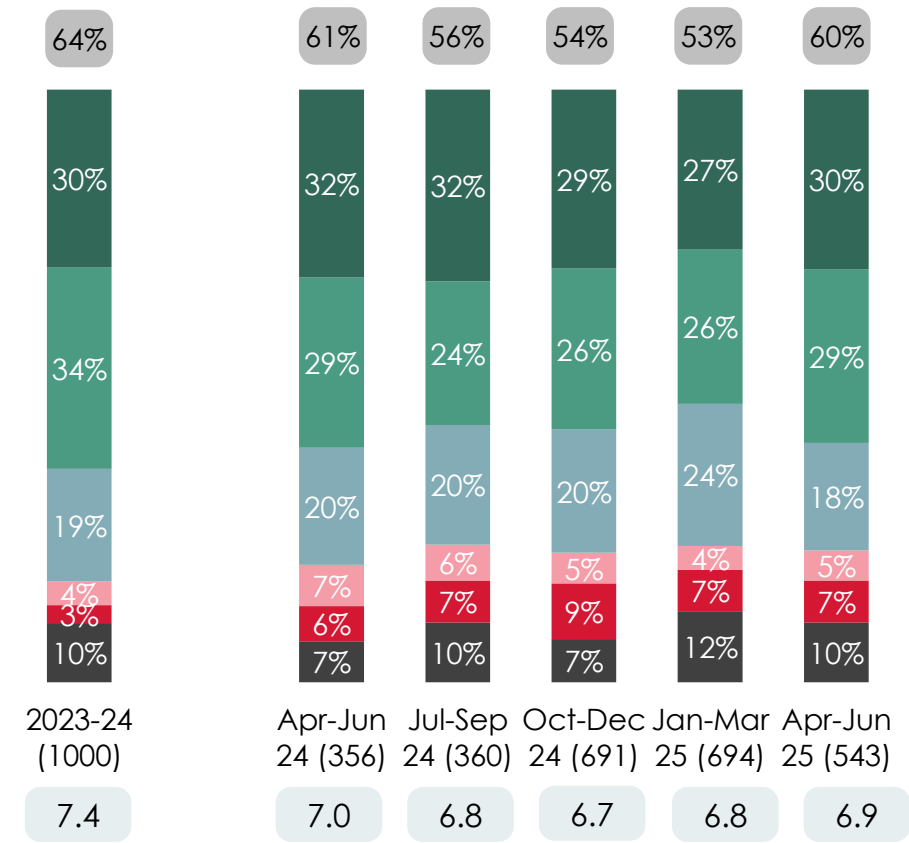
Base: All respondents in Wessex Water supply area



Bill payers only

QT2. How much do you trust Wessex Water to take away wastewater and sewage and deal with it responsibly?

Base: All respondents



Bill payers only



Brand health and image

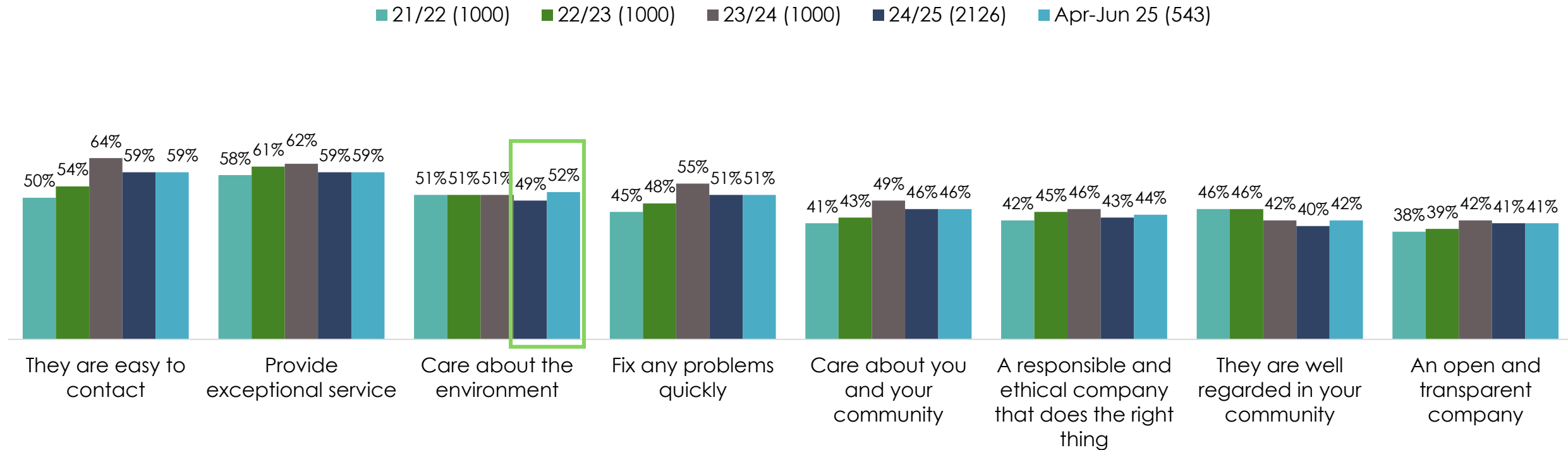


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This Quarter, most of the brand image metrics appear to be consistent with last year's average.

'Care about the environment' has seen a small uplift – now the third most positive impression associated with Wessex Water.

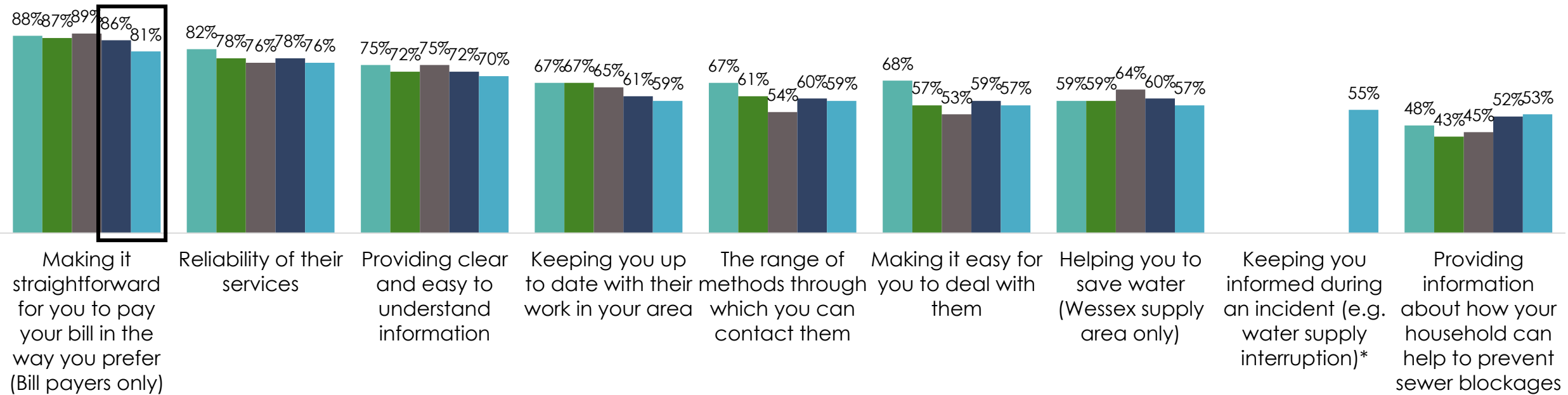
Q8. Thinking about your impressions of Wessex Water, how much would you agree or disagree with the following statements? % rating 7-10 (10 = 'strongly agree' 0 = 'strongly disagree').* Base: All respondents



Among those who have received a text or seen Wessex Water's social media activity in the past 6 months, 8 in 10 feel Wessex Water keep them informed during an incident.

Q13. How would you rate Wessex Water's performance in the following areas?
(% rating 7-10, 10 = 'excellent' 0 = 'very poor'). Base: All respondents

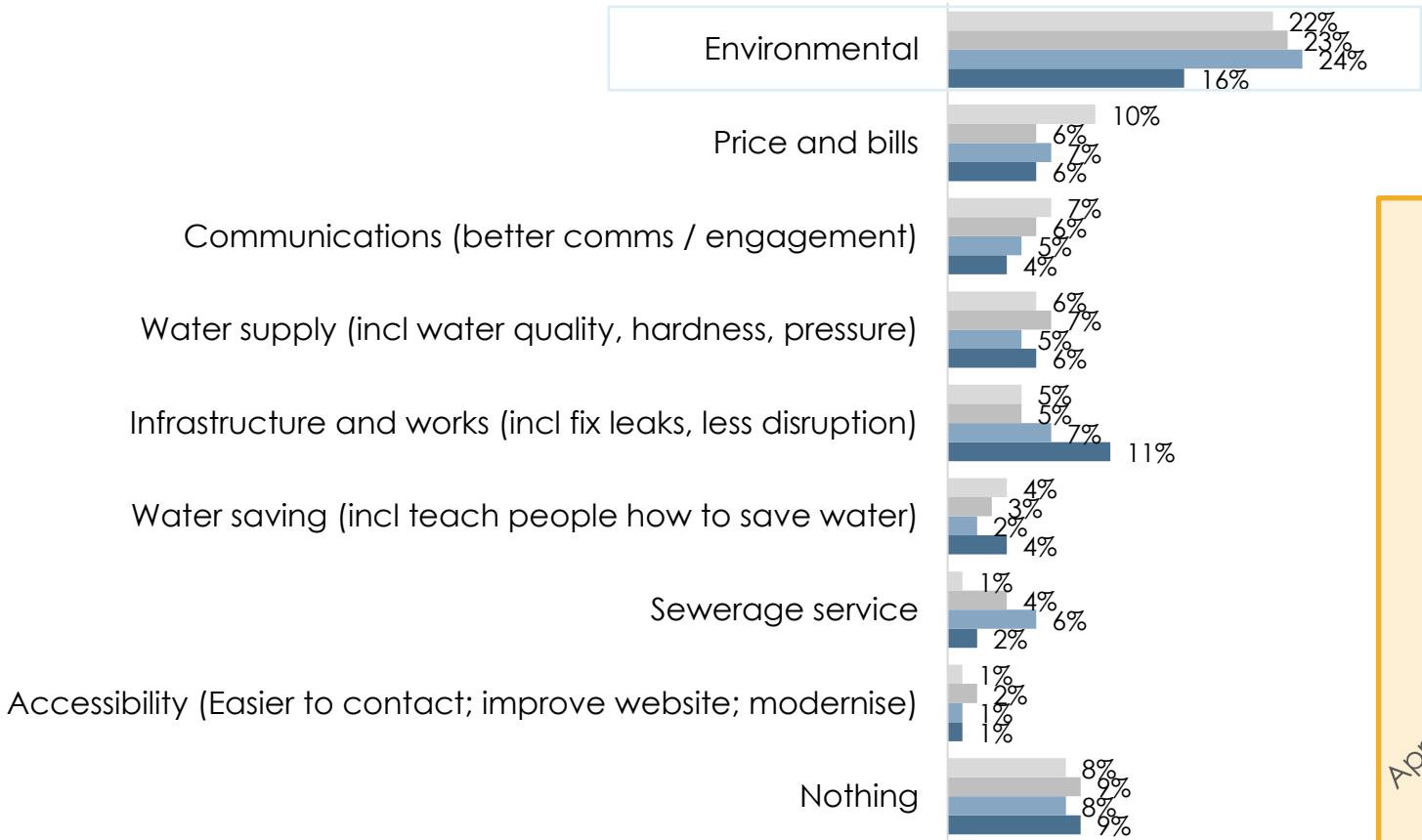
21/22 (1000) 22/23 (1000) 23/24 (1000) 24/25 (2126) Apr-Jun 25 (543)



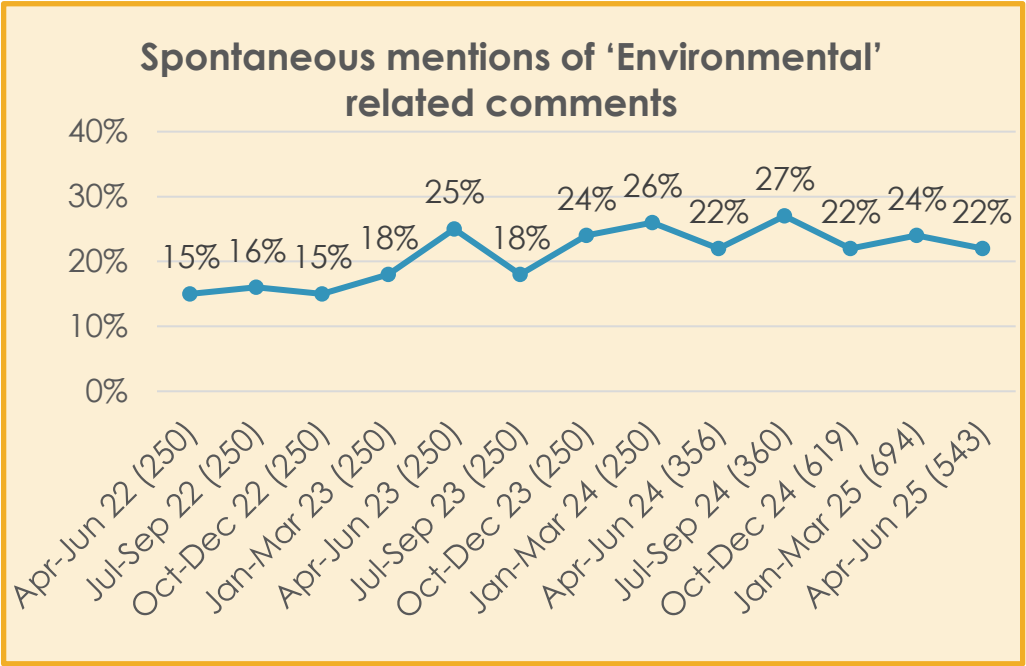
For those unsatisfied with Wessex Water, 1 in 4 spontaneously mention this. This coincides with the increase to customer bills at the start of this Quarter.

Q14: Thinking of all the things that Wessex Water do and could do in future, what do you think it could do more of, or do better at? Base: All respondents

Apr-Jun 25 (543) 24/25 (2126) 23/24 (1000) 22/23 (1000)



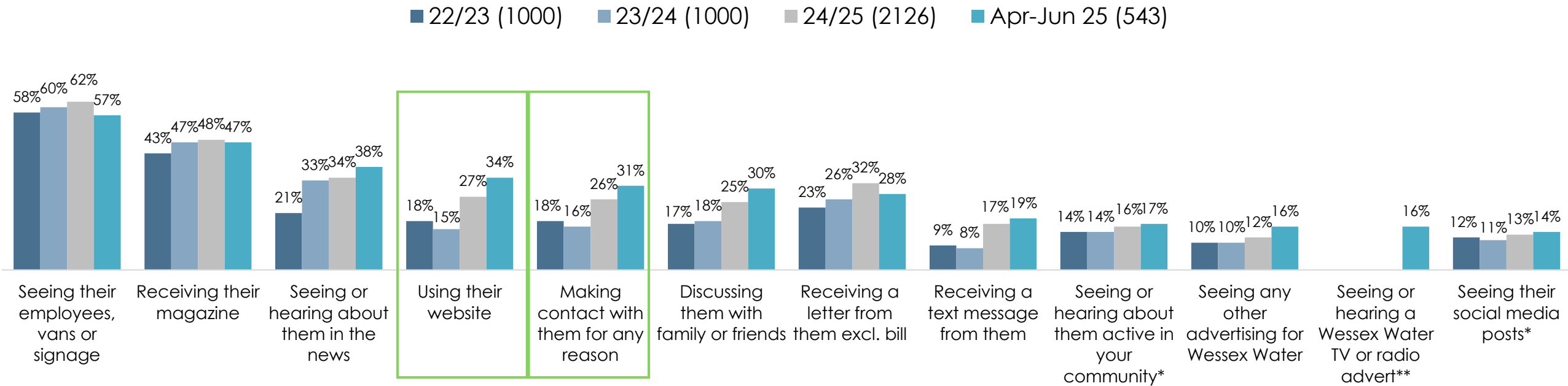
Should be no sewage in rivers/sea	10%
Should be less sewage in rivers/sea	4%
Be more environmentally friendly	5%



For proactively making contact or visiting the website, this falls out evenly among demographic groups, with no differences in age, gender or supply area.

Q23: Thinking about Wessex Water, in the last six months do you recall...?

Base: All respondents



Nearly half of the Lifestyle Empowered segment contacted Wessex Water within the last six months.

Convenience Cost-Savers are significantly less likely to recall receiving direct postal communications or reaching out to Wessex Water, compared to the average. Pro-Planet Advocates are the least likely to have made contact themselves.

Q23: Thinking about Wessex Water, in the last six months do you recall...? *Base: All respondents*

	Total	Responsible Environmentalists	Lifestyle Empowered	Convenience Cost-Savers	Frugal Traditionalists	Pro-Planet Advocates	Carefree Consumers
Base size	543	140	102	89	63	93	56
Seeing their employees, vans or signage	57%	69% ▲	59%	49%	48%	51%	59%
Receiving their magazine	47%	60% ▲	53%	32% ▼	35%	45%	45%
Seeing or hearing about them in the news	38%	47%	43%	36%	27%	29%	34%
Using their website	34%	38%	40%	20% ▼	34%	35%	29%
Making contact with them for any reason	31%	36%	45% ▲	21% ▼	25%	18% ▼	38%
Discussing them with family or friends	30%	34%	29%	26%	28%	27%	35%
Receiving a letter from them other than your bill	28%	33%	33%	17% ▼	21%	23%	38%
Receiving a text message from them	19%	18%	22%	15%	18%	16%	26%
Seeing or hearing about them active in your community	17%	14%	23%	18%	15%	16%	19%
Seeing any other advertising for Wessex Water	16%	18%	18%	15%	13%	12%	16%
Seeing or hearing a Wessex Water TV or radio advert	16%	12%	23%	17%	17%	9%	17%
Seeing their social media posts	14%	9%	21%	17%	6% ▼	14%	16%

A sepia-toned photograph of an industrial landscape. In the foreground, there are silhouettes of power lines and a fence. In the background, several tall smokestacks are visible, with thick plumes of smoke rising into a cloudy sky. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the title text.

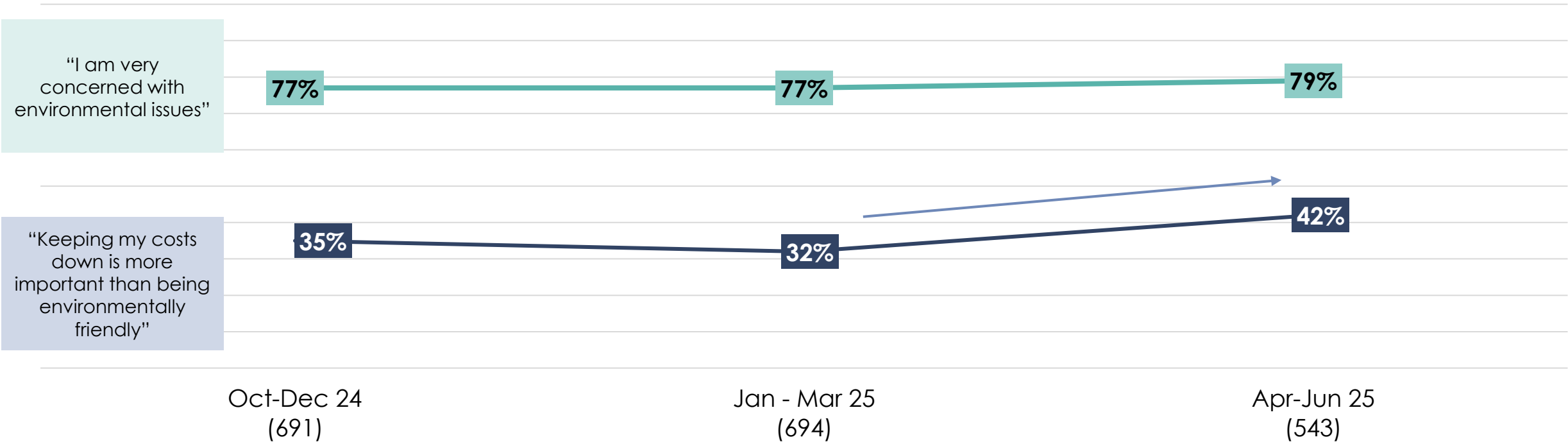
Environmental attitudes

Although environmental concern has remained stable, the relative importance of cost in this trade off has risen significantly. 27

This is particularly driven by a considerable uplift in 18-34s and C2DEs agreeing cost is more important. All customer segments show an increase here this Quarter – with only 5% of Frugal Traditionalists now disagreeing.

Q3. Thinking about your own social and environmental views, how much do you agree or disagree with the following statements? (% strongly agree/somewhat agree)

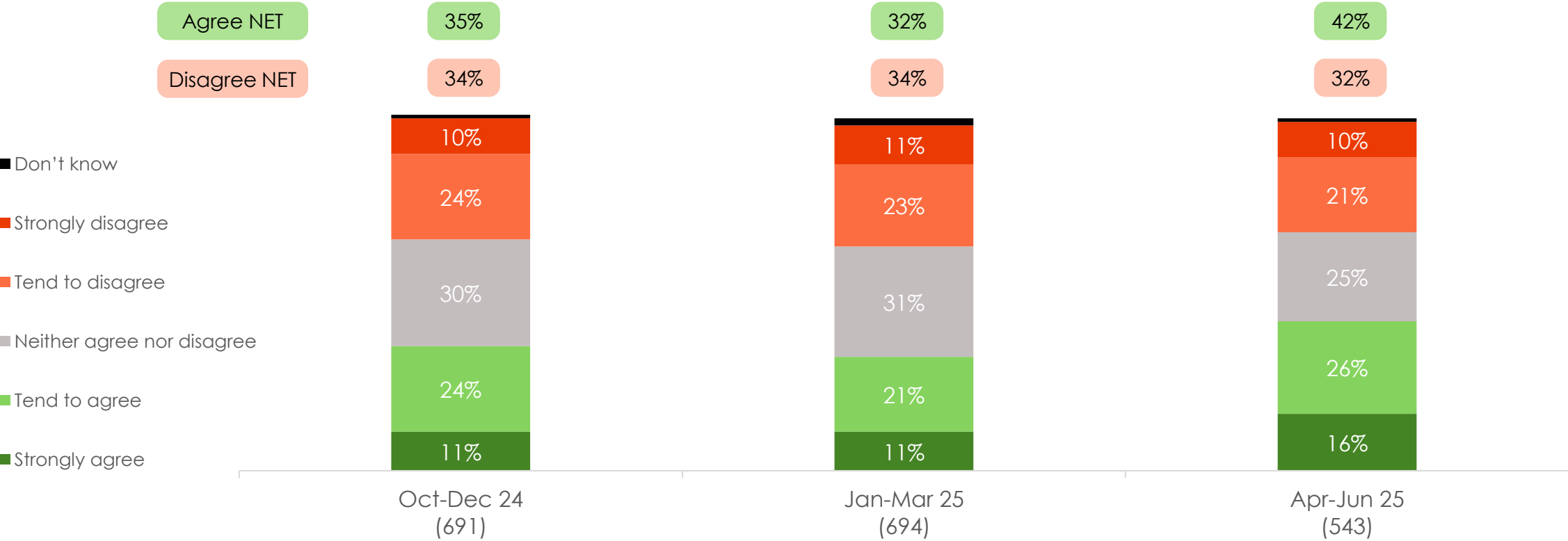
Base: All respondents



More customers are now focused on keeping their costs down, versus being environmentally friendly.

However, the emerging consistency of those disagreeing with this statement each Quarter indicates that this attitude could be resistant to bill increases. For example, around 1 in 2 Responsible Environmentalists consistently hold this view.

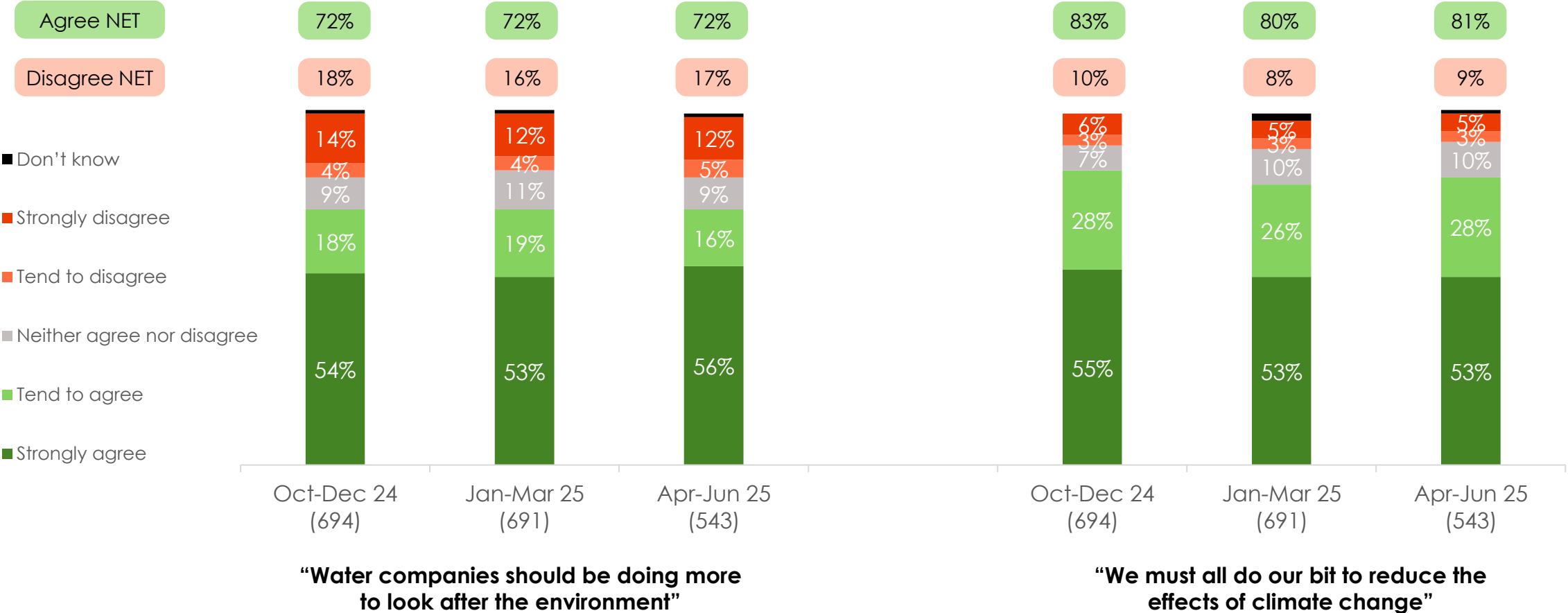
Q3. Thinking about your own social and environmental views, how much do you agree or disagree with the following statement: “Keeping my costs down is more important than being environmentally friendly”?
Base: All respondents



The majority believe both society and water companies must take responsibility for the environment.

Those with negative sentiment towards Wessex Water are significantly more likely to believe water companies should be doing more for the environment.

Q3/5b. How much do you agree or disagree with the following statements?
Base: All respondents





Water use behaviours



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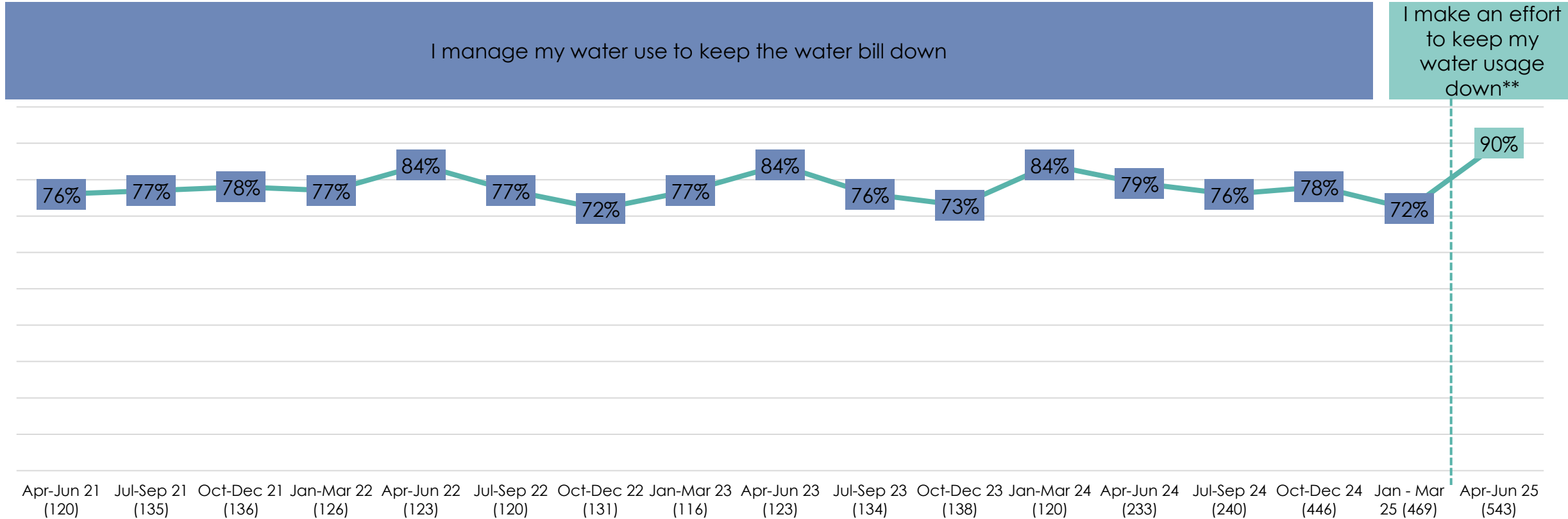
9 in 10 customers claim to keep their water usage down – a higher proportion than when focussed on doing so to manage bill prices.

31

Those who feel they get good value for money are significantly more likely to strongly agree that they do this. Those who under 55 are significantly less likely to do so than their older counterparts.

QF1. And how much would you agree or disagree with ...? % rating 7-10 (10 = 'strongly agree').

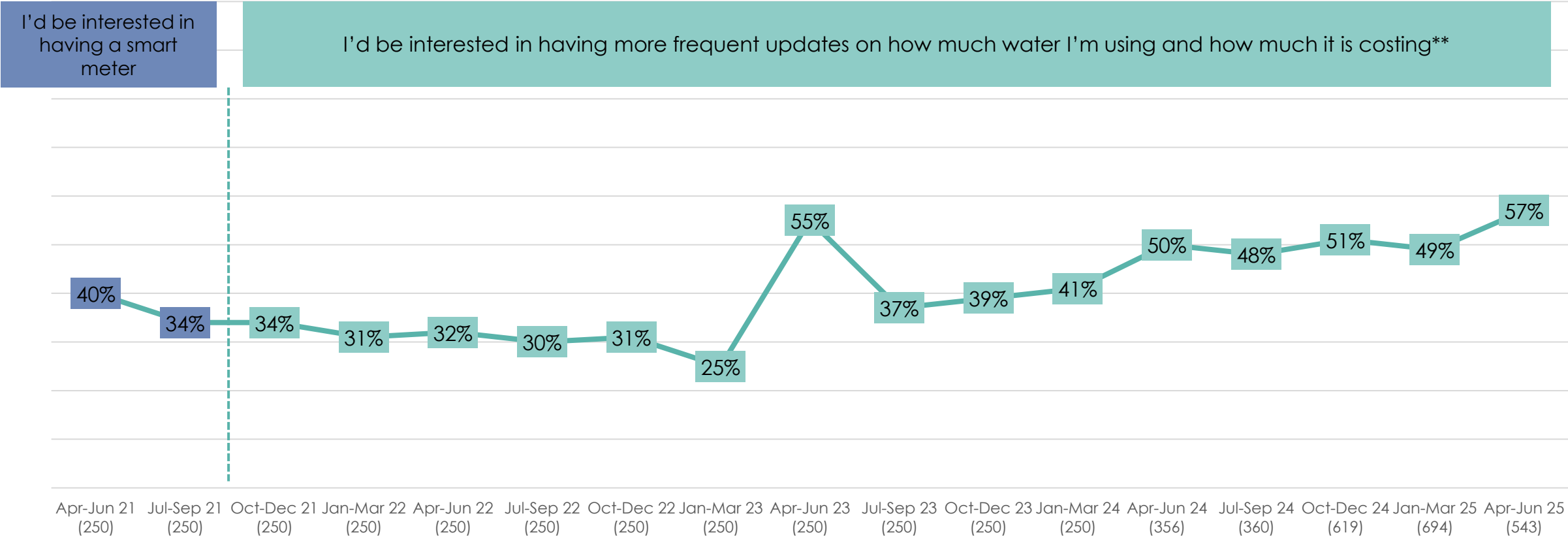
Base: All who have a water meter



*Base: Respondents with a water meter. **Question wording changed in Q1 2025/26 from 'I manage my water use to keep the water bill down' New methodology: Customer sample used from Q1 2024-2025 (excludes non bill payers Methodology change in Q3 2024/25 – includes non bill payers)

Lifestyle Empowered and those who have contacted Wessex Water within the past 6 months are among the most interested audiences. Non-bill payers also show significantly higher appetite – suggesting potential for more appetite in the future too.

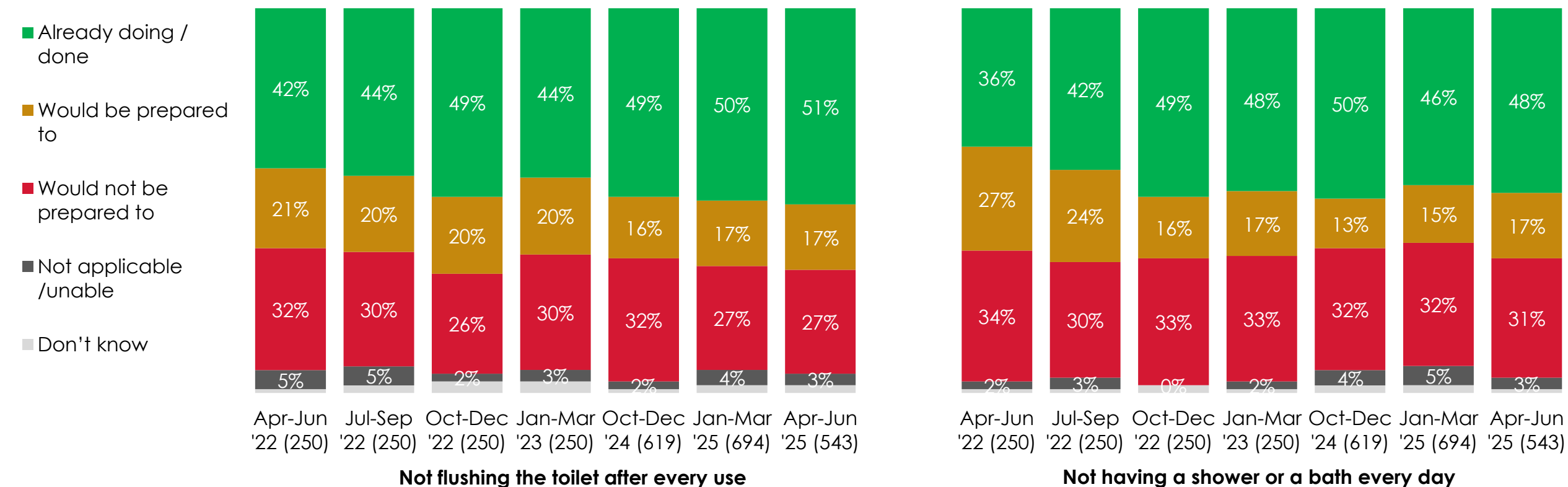
QF1. And how much would you agree or disagree with ...? % rating 7-10 (10 = 'strongly agree'). Base: All respondents*



The proportion of customers engaged in water saving behaviours remains stable.

There has been little change since these measures were first tracked, indicating that perhaps a 'soft limit' has been reached on the proportion of customers willing to make these changes without new approaches.

QF2c1. Please tell us which of these you are already doing / you have already done, and which others, if any, you would be prepared to do, to reduce your use of water? *Base: All respondents*

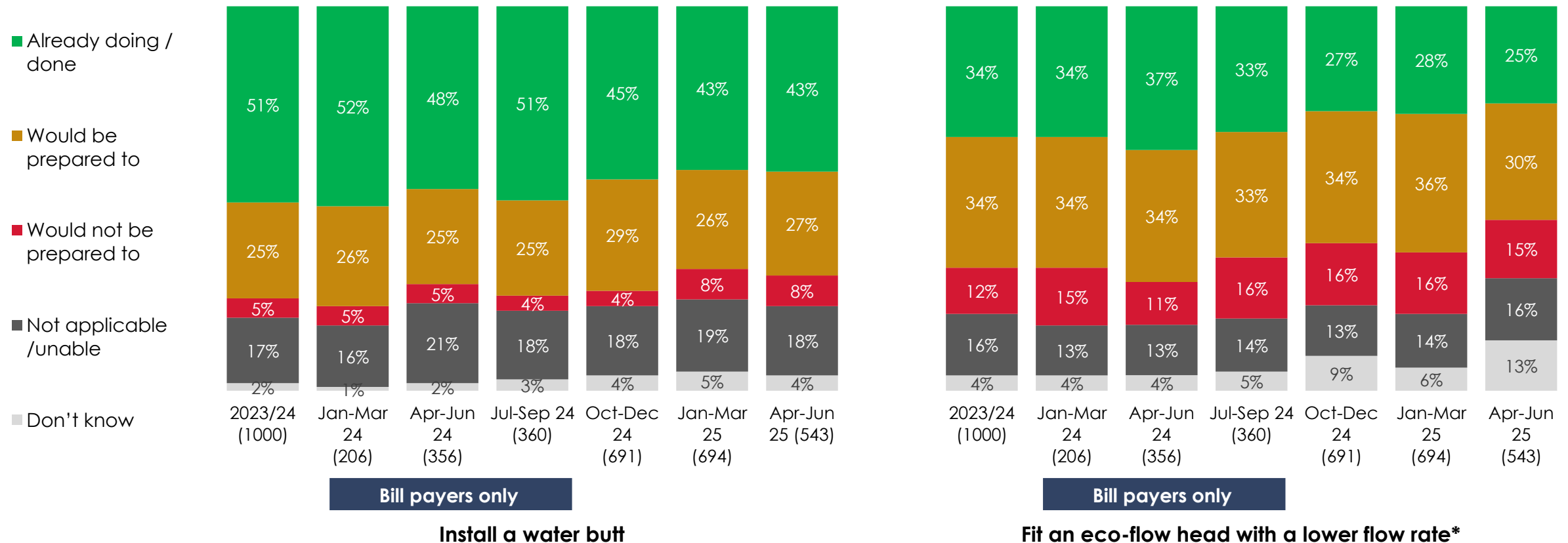


The proportion of customers who have or are prepared to use water saving devices is also unchanged.

Almost 1 in 3 Carefree Consumers (a 'resistant' segment) would not be prepared to use an eco-flow shower head.

QF2c2. Please tell us which of these you are already doing / have already done, and which others, if any, you would be prepared to do, to reduce your use of water?

Base: All respondents





Storm overflows



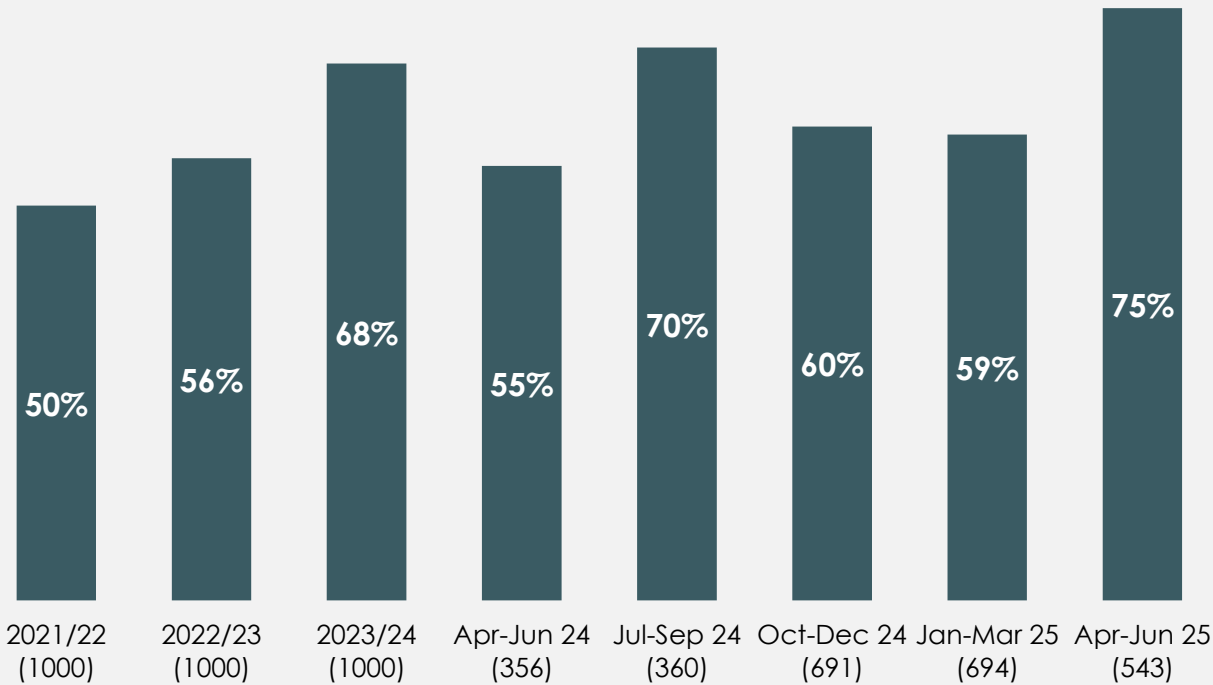
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3 in 4 customers have heard of storm overflows – the highest level of awareness to date.*

Impressions of local water quality remains mostly consistent with previous Quarters, suggesting using ‘sewer overflows’ improves clarity*.

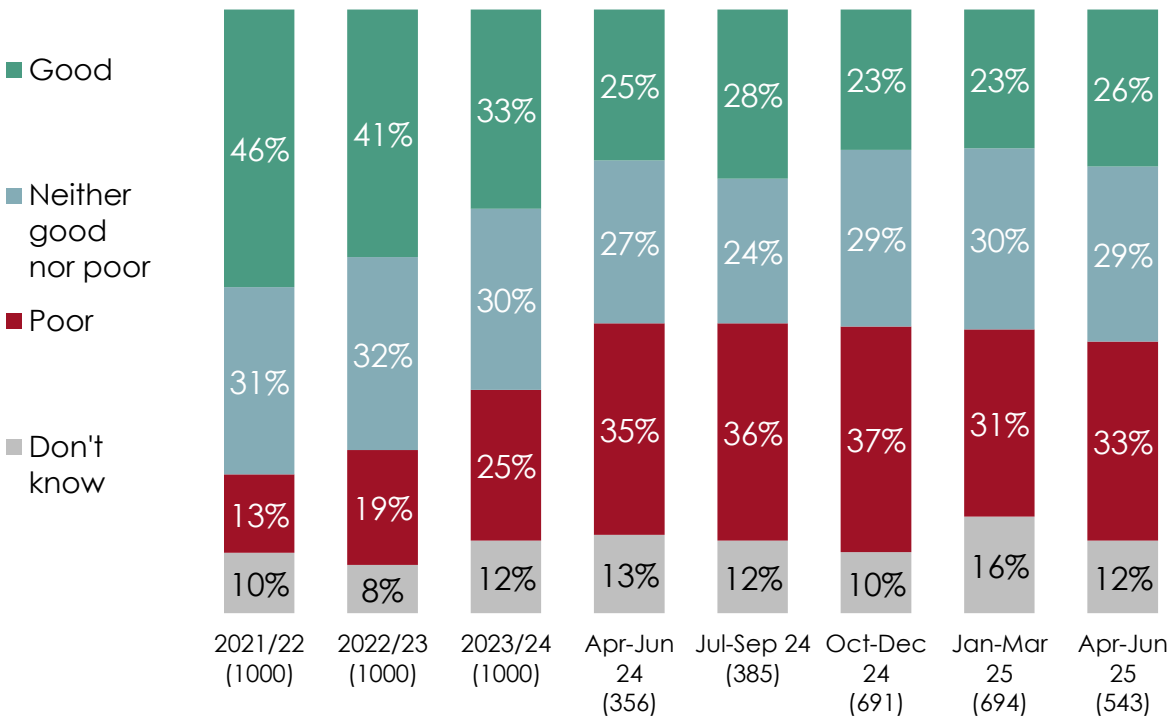
QF1c. Have you heard anything about storm / sewer overflows into rivers or the sea before? - % aware*

Base: All respondents



Bill payers only

QF1b. Thinking about rivers or the sea in your area – whichever you are most familiar with – what is your impression of the water quality? Base: All respondents



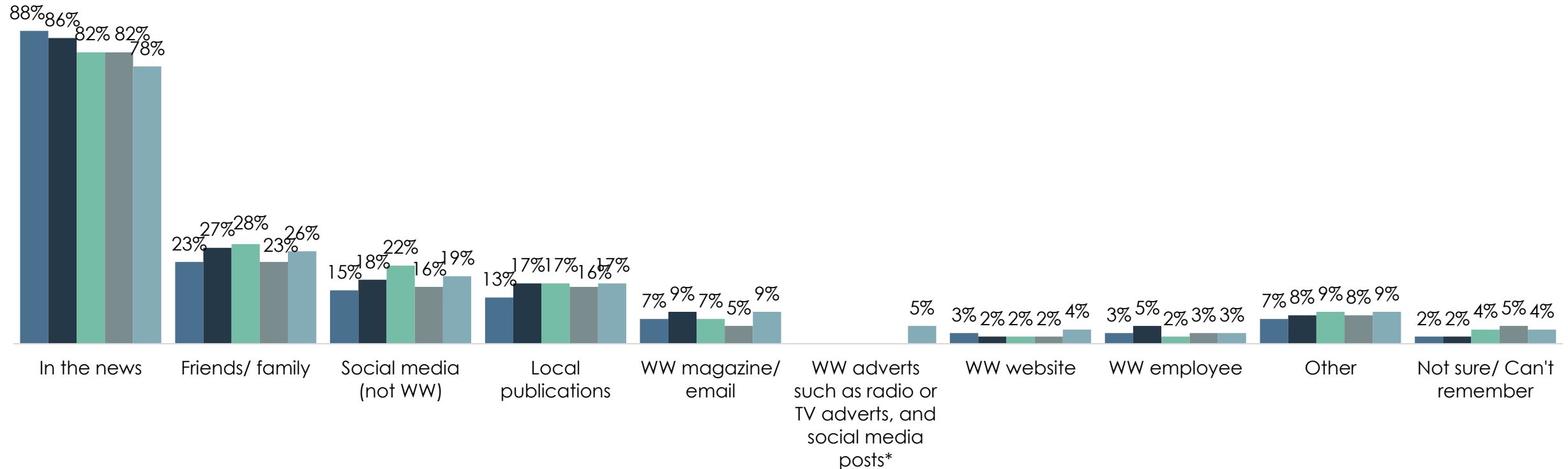
Bill payers only

News coverage and word of mouth remain the primary channels for hearing about storm overflows.

Those less satisfied with Wessex Water are more likely to have heard about them through discussions with their circles than those satisfied.

QF1e. And where did you hear about this topic? Base: Those aware of storm overflows

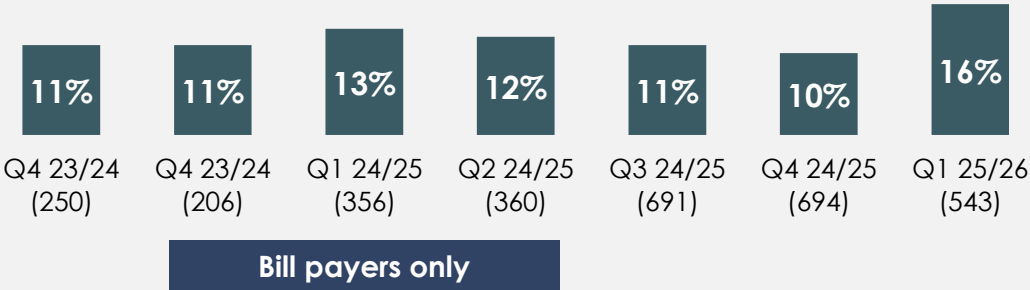
■ Apr-Jun 24 billpayers (209) ■ Jul-Sep 24 billpayers (252) ■ Oct-Dec 24 (415) ■ Jan-Mar 25 (411) ■ Apr-Jun 25 (543)



The news is now the top channel for spreading awareness of these efforts after dropping last Quarter. The Wessex Water magazine and emails have the most cut-through of all of Wessex Water’s channels.

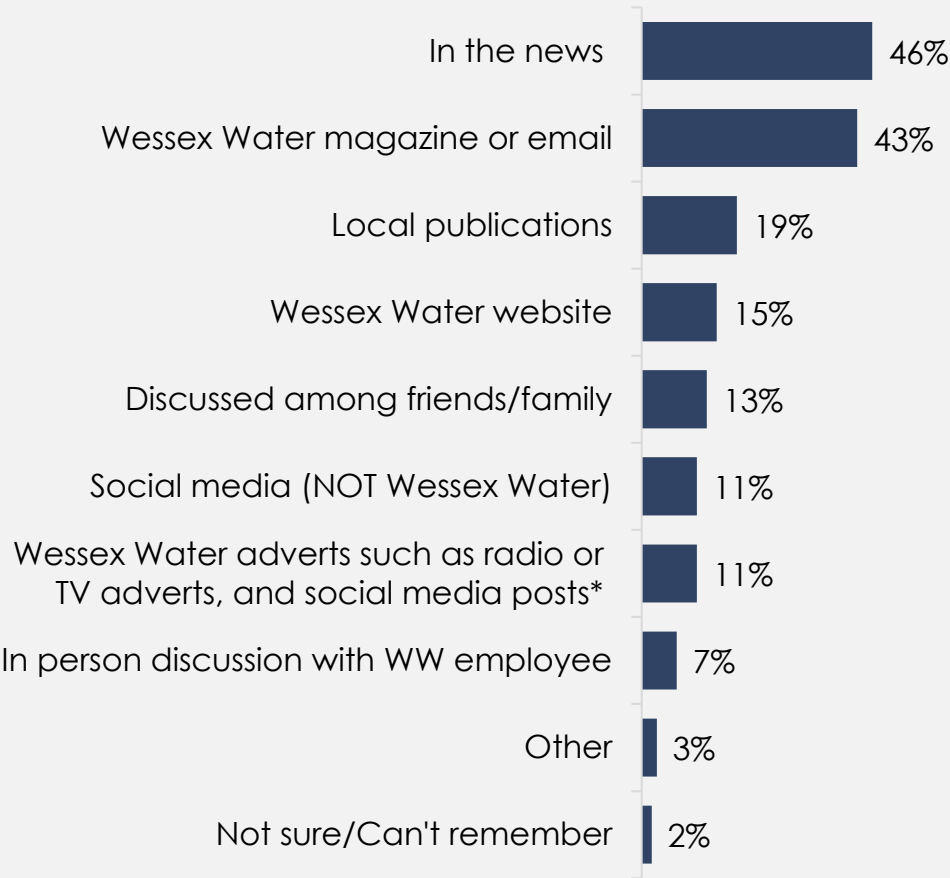
QF1g. Have you heard or seen any information about what Wessex Water is doing to reduce storm overflows into rivers or the sea?

Base: All respondents



QF1h And where did you hear about this topic?

Base: All aware of Wessex Water activity to reduce storm overflows (88)





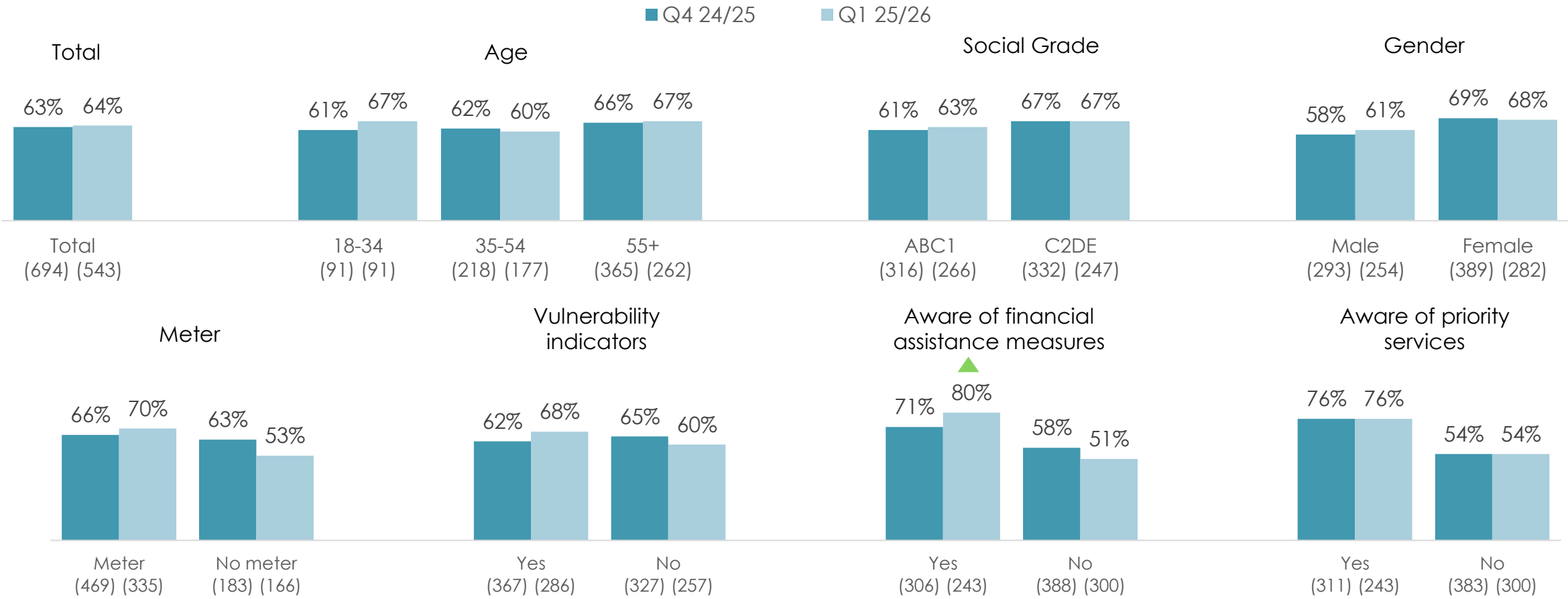
Appendix



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Satisfaction has significantly increased this Quarter amongst those aware of financial assistance.

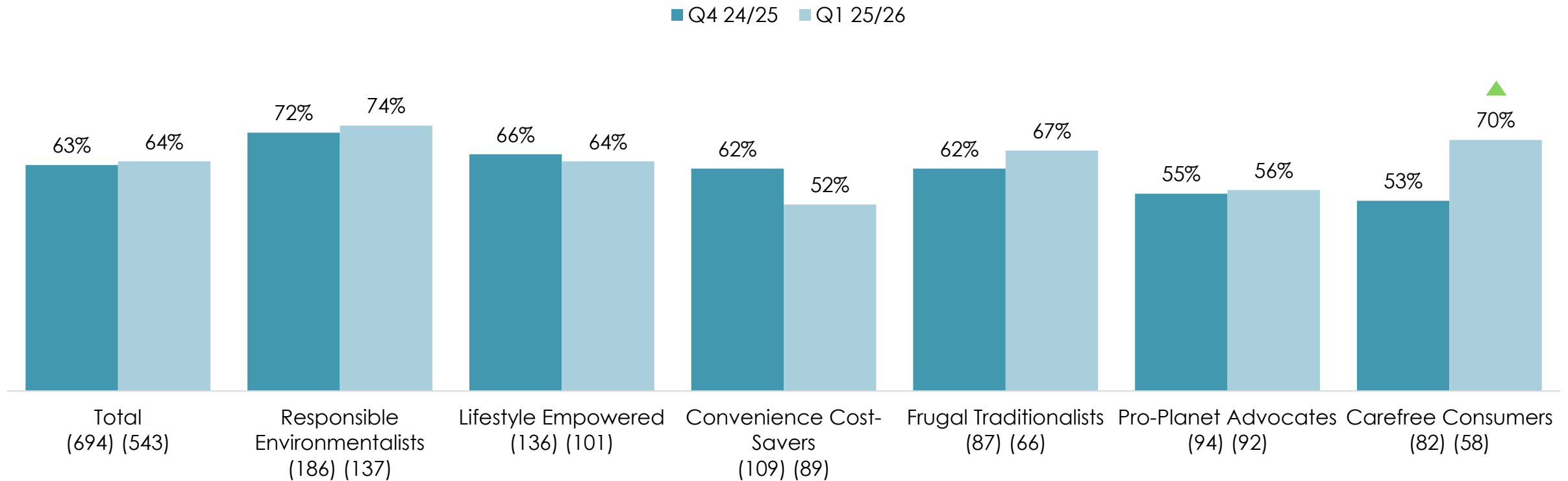
Q11. Taking everything into account how satisfied are you with Wessex Water?
(% Rate 7-10)



Overall satisfaction with Wessex Water - by segments Q1 2025/2026.

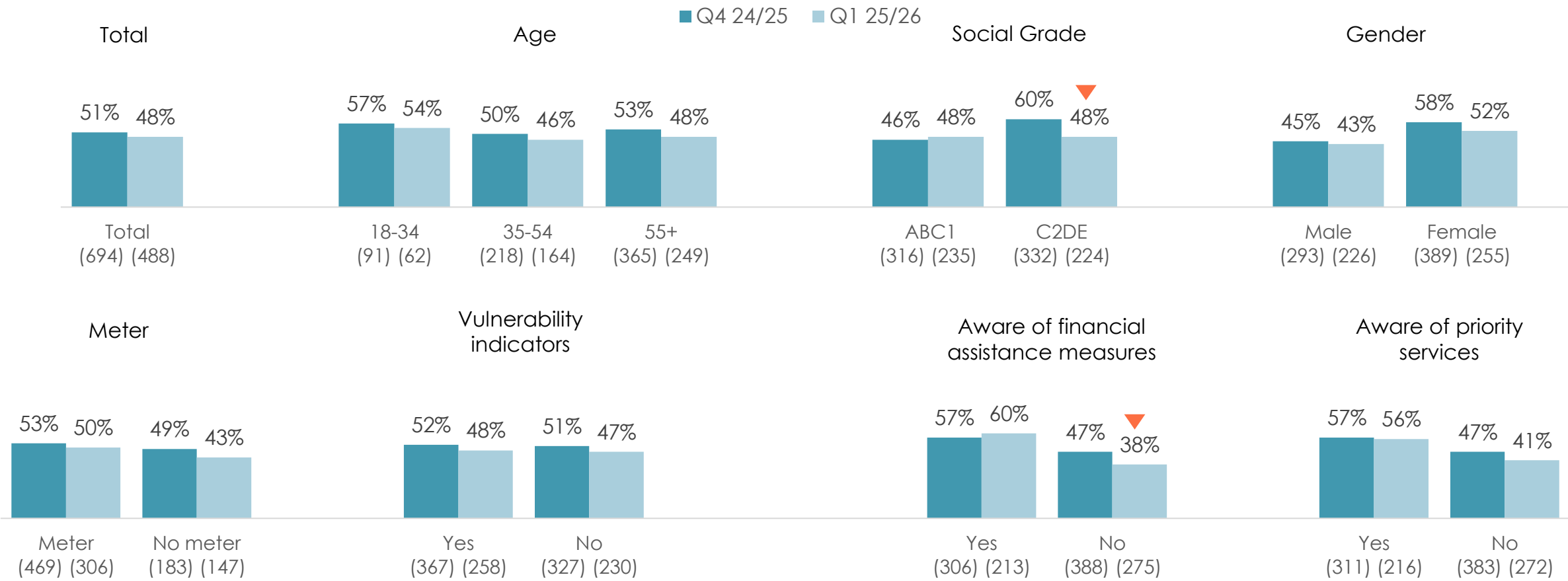
Overall satisfaction remains stable for most segments, though has increased significantly for Carefree Consumers this Quarter.

Q11. Taking everything into account how satisfied are you with Wessex Water? – by segment (% Rate 7-10)



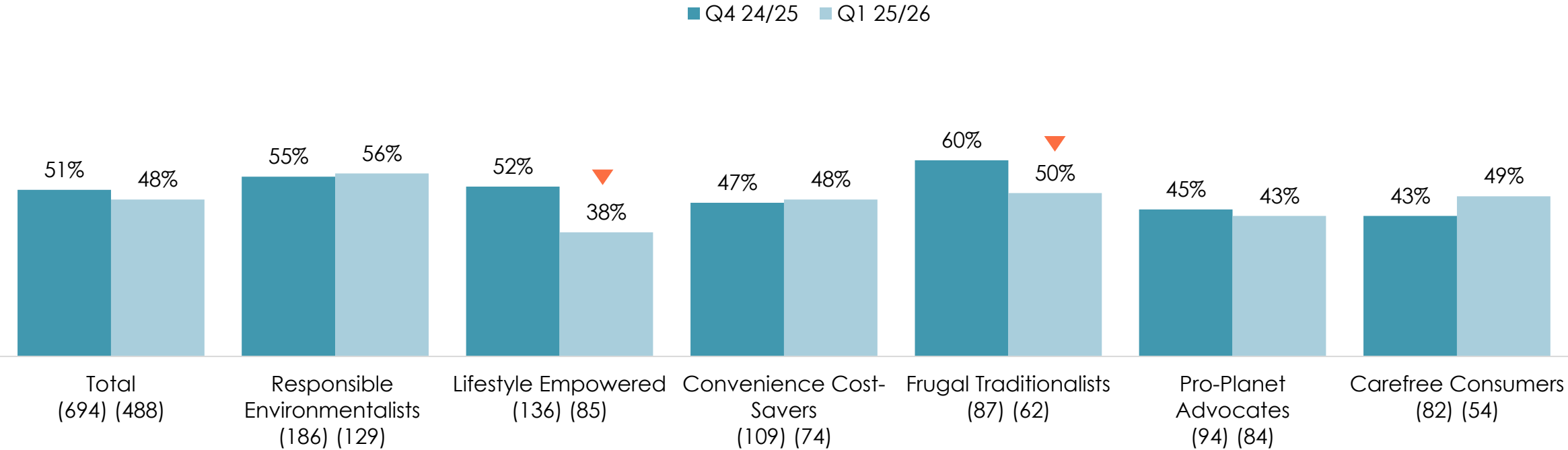
Satisfaction with value for money has dropped among C2DE social grade customers and those unaware of financial assistance measures.

Q16. Thinking now about value for money, how satisfied or dissatisfied are you with the value for money of the water and sewerage services in your area? (% Rate Very/fairly satisfied)



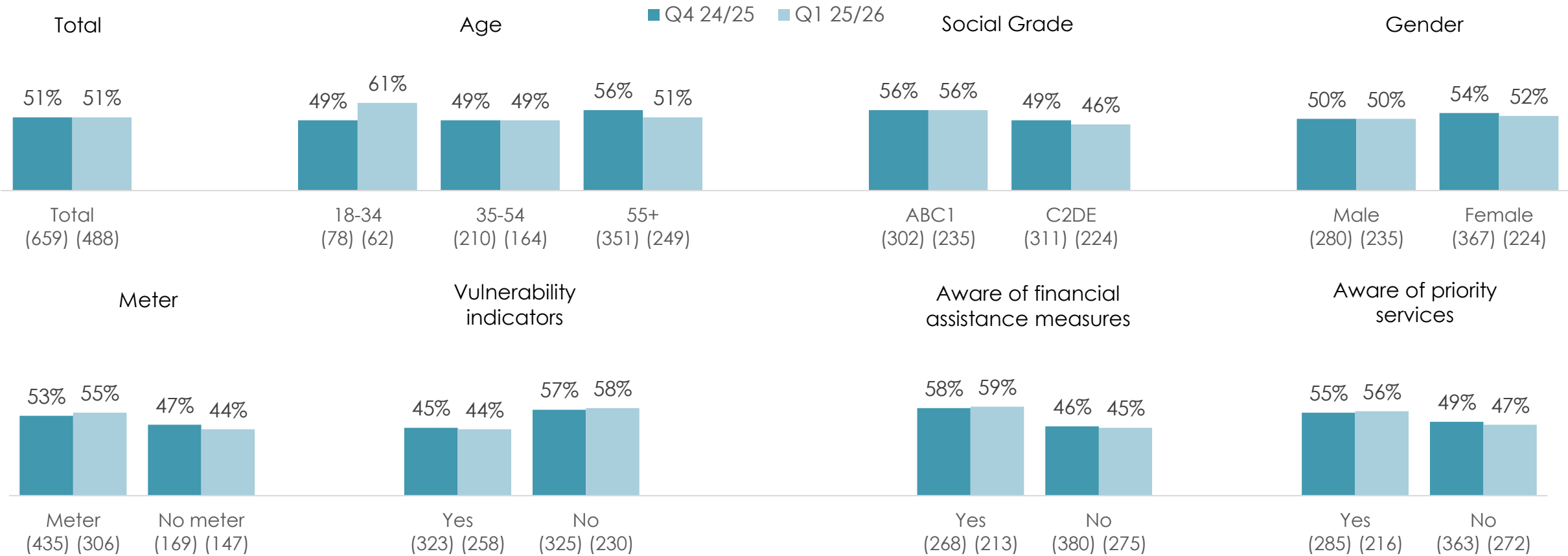
Satisfaction with value for money has significantly fallen among Lifestyle Empowered and Frugal Traditionalists this Quarter.

Q16. Thinking now about value for money, how satisfied or dissatisfied are you with the value for money of the water and sewerage services in your area? (% Rate very/fairly satisfied)



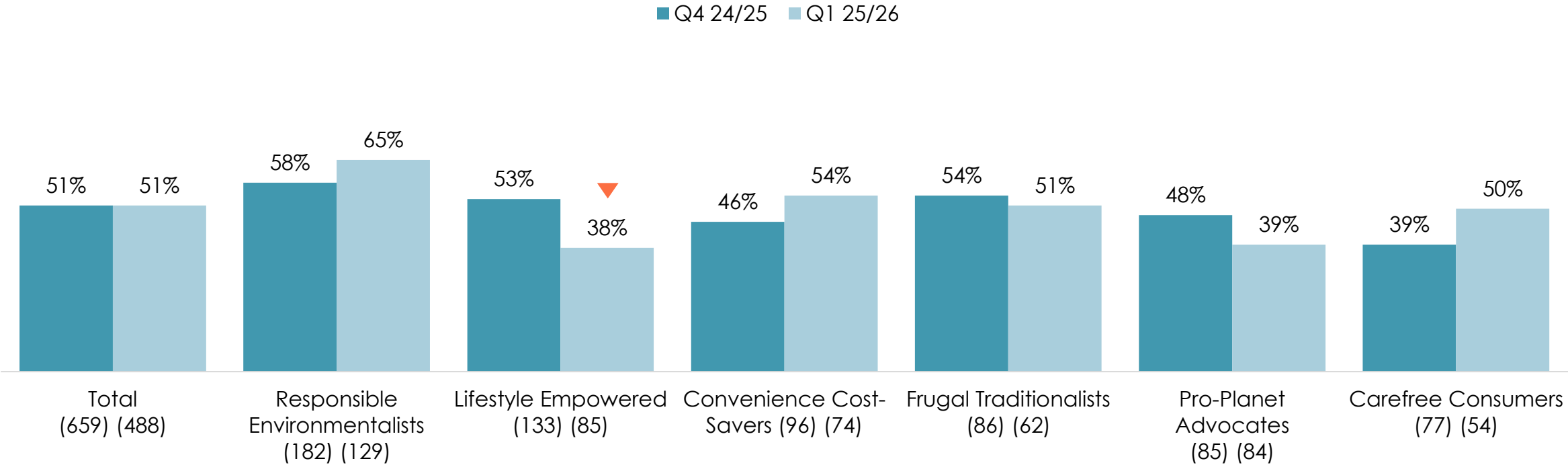
There are no significant differences compared to the last Quarter in terms of the proportion that agree that the water/sewerage charges are affordable to them.

Q17. How much do you agree or disagree: “The total water and sewerage charges that you pay are affordable to you”?
(% Strongly/tend to agree)



Amongst segments, Lifestyle Empowered are significantly less positive about the affordability of their charges compared to last Quarter.

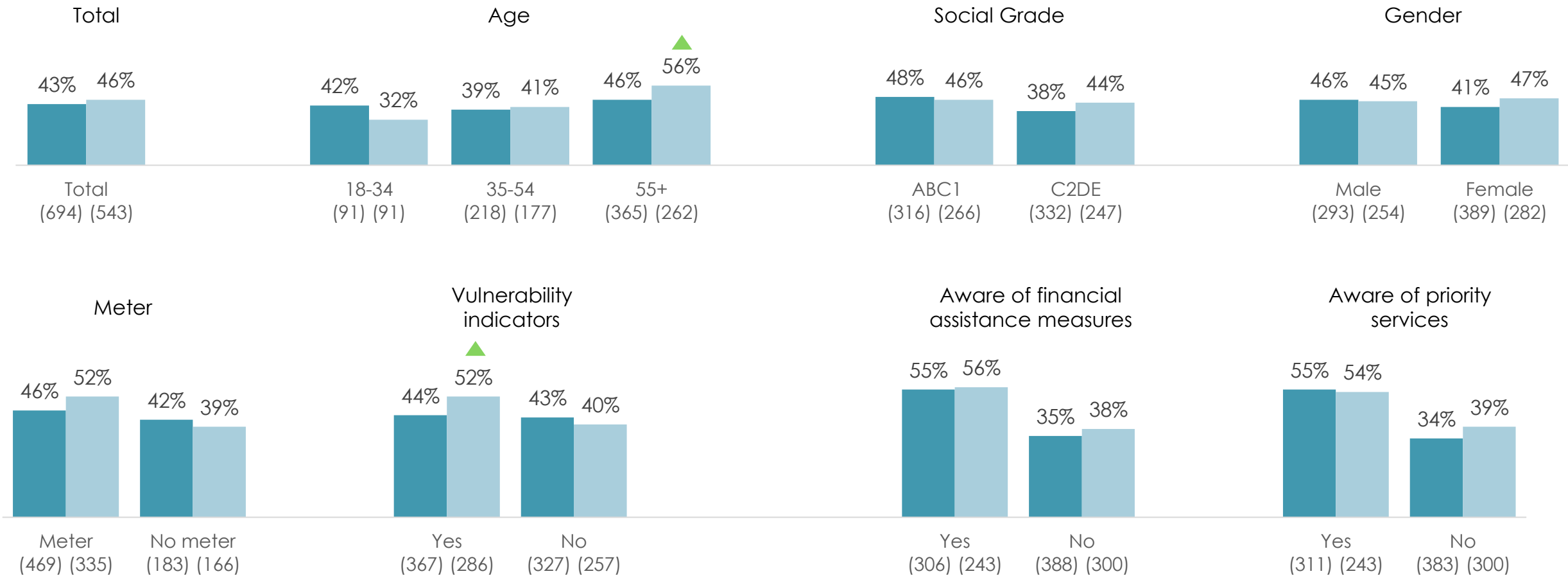
Q17. How much do you agree or disagree: “The total water and sewerage charges that you pay are affordable to you”?
(% Strongly/tend to agree)



Knowledge about Wessex Water shows a small increase this wave, with significant uplifts for vulnerable customers and those aged 55+.

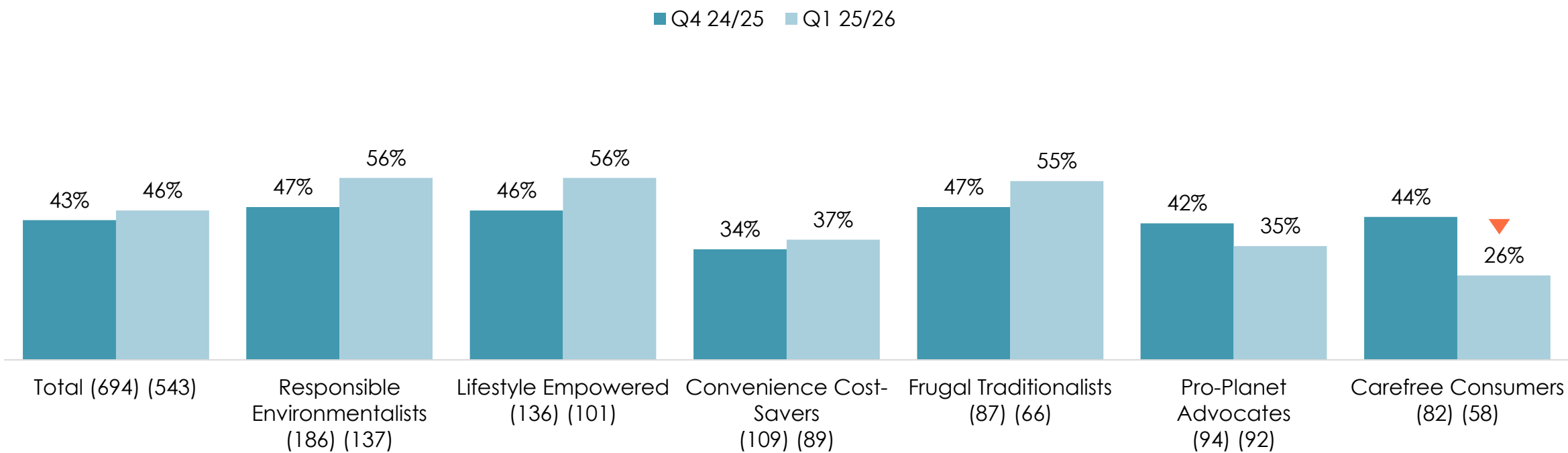
Q6. How much do you agree or disagree: “How much do you feel you know about Wessex Water and what they do?”
(% A fair amount/a lot)

■ Q4 24/25 ■ Q1 25/26



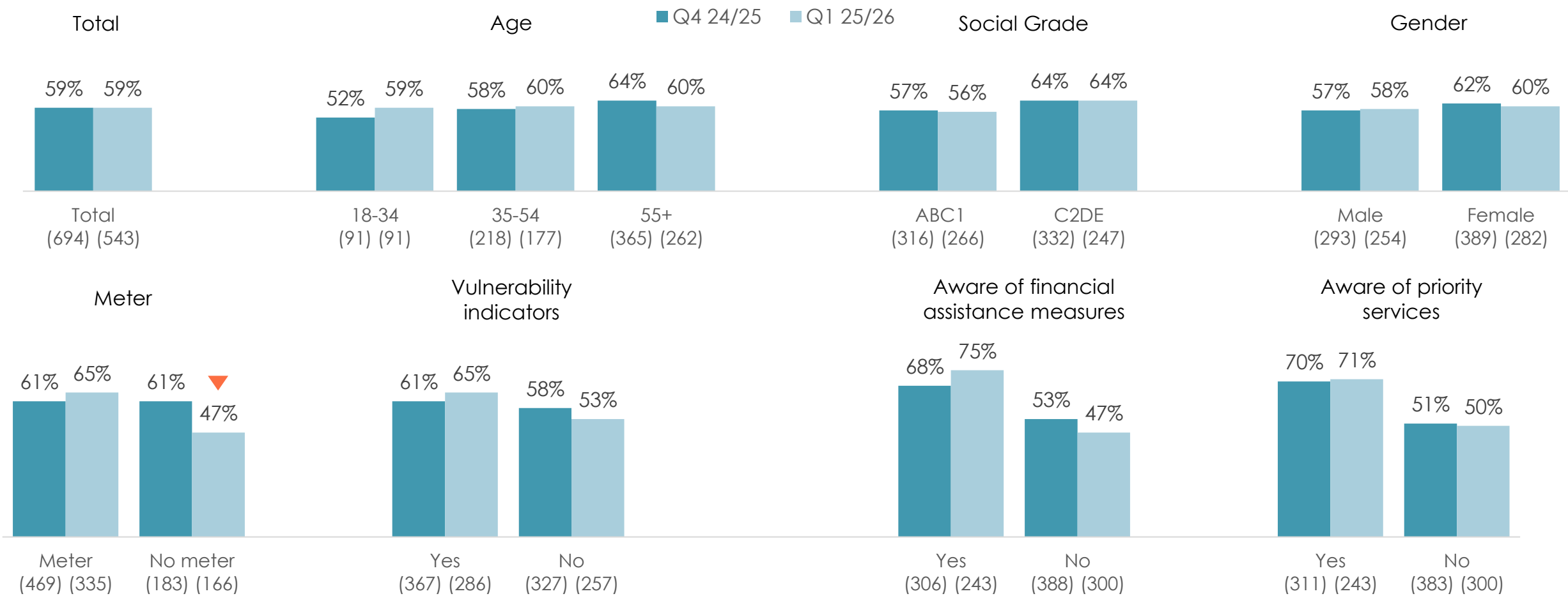
While knowledge about Wessex Water rises slightly for most segments, it drops significantly for Carefree Consumers this Quarter.

Q6. How much do you agree or disagree: “How much do you feel you know about Wessex Water and what they do?”
(% A fair amount/a lot)



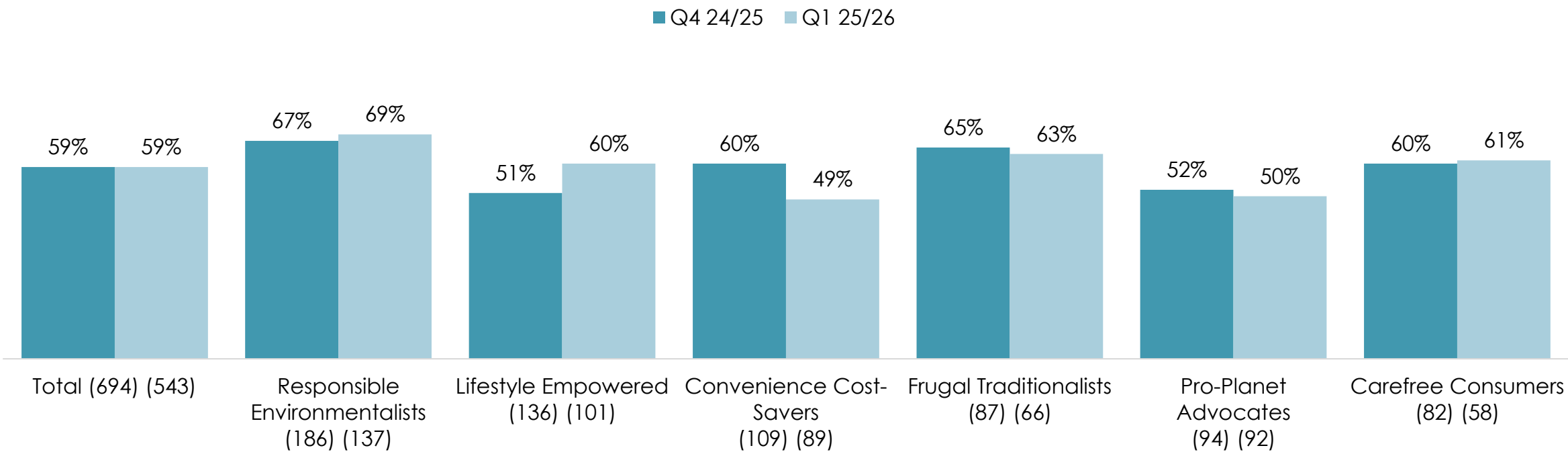
This Quarter, unmetered customers have significantly less positive sentiment towards Wessex Water compared to last Quarter.

Q4. Now thinking about Wessex Water. Please tell how do you feel about them overall?
(% Fairly/very positive)



Positive sentiment towards Wessex Water remains stable for all segments.

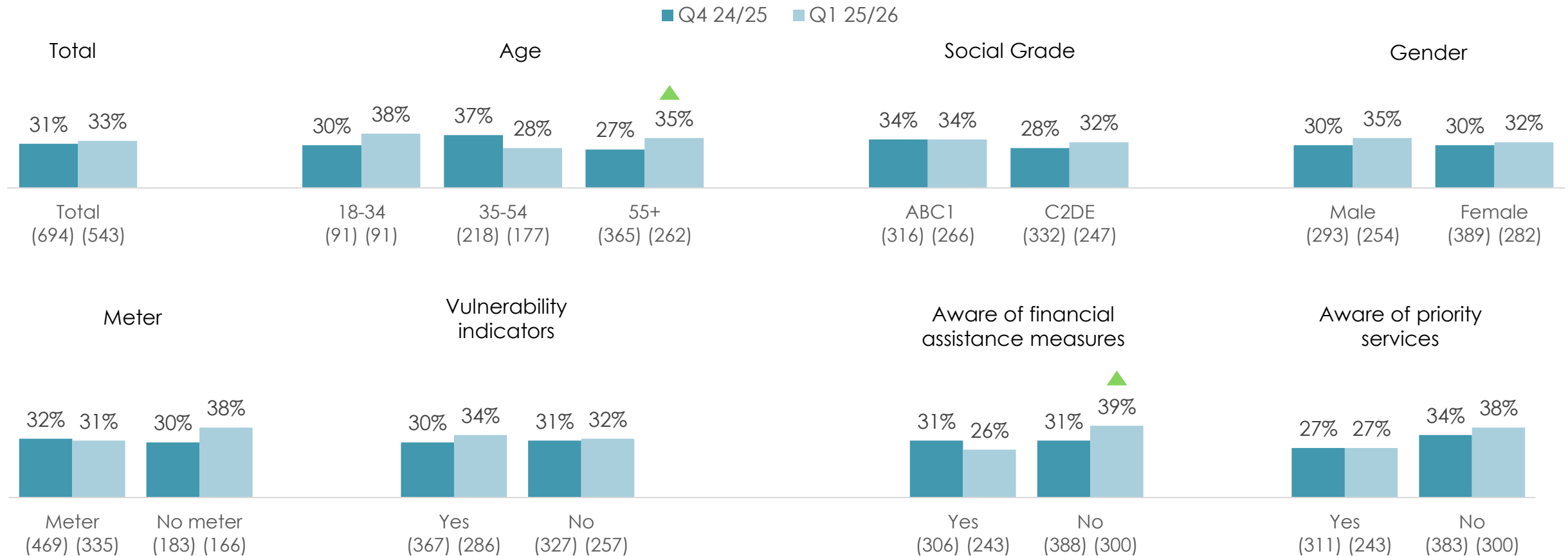
Q4. Now thinking about Wessex Water. Please tell how do you feel about them overall?
(% Fairly/very positive)



Impressions of water quality - by key groups Q1 2025/2026.

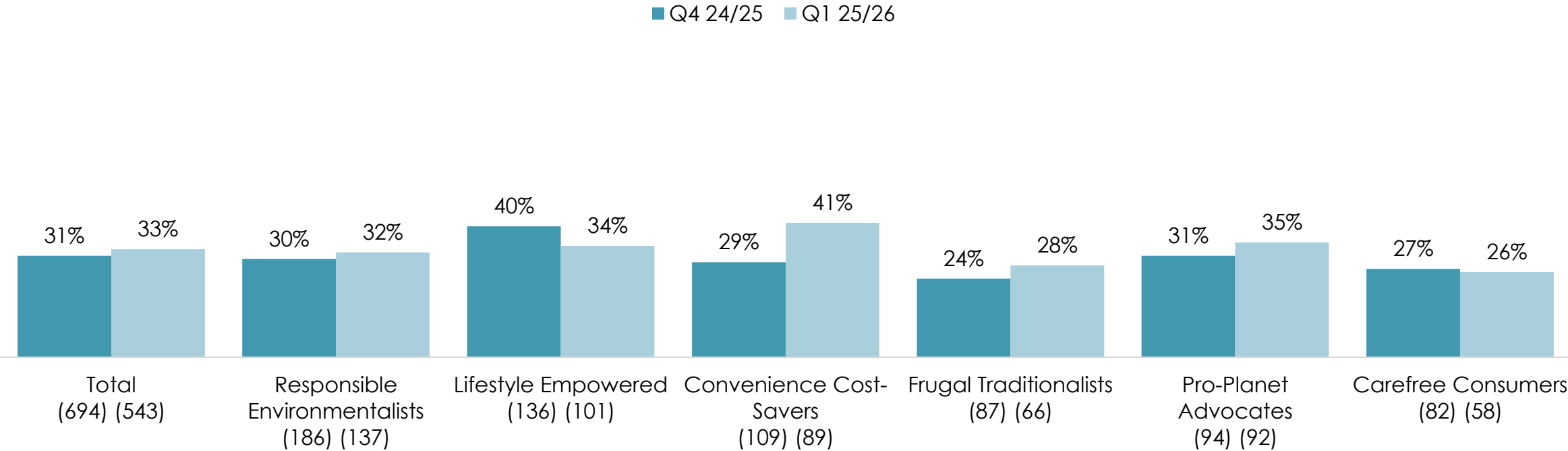
Significantly more 55+ customers and people unaware of financial support think their region's water quality is poor – with both now slightly above the Quarter's average.

QF1b. Thinking about rivers or the sea in your area – whichever you are most familiar with – what is your impression of the water quality? (% Poor)



There are no significant changes across segments in terms of those who think that the water quality in their region is poor.

QF1b. Thinking about rivers or the sea in your area – whichever you are most familiar with – what is your impression of the water quality?
(% Poor)



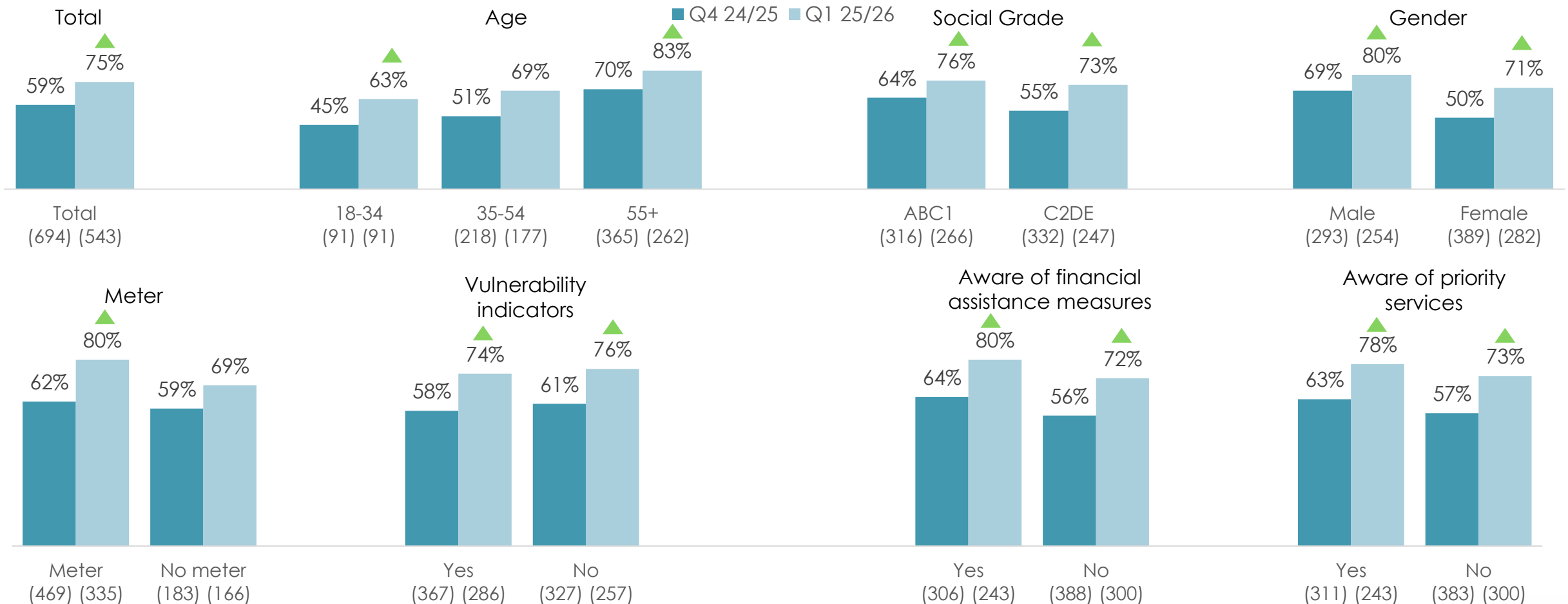
▲ Sig higher than Q4 total
▼ Sig lower than Q4 total

Awareness of Storm Overflows - by key groups Q1 2025/2026.

There is a consistent uplift in awareness of storm overflows across all groups, likely due to the change in question wording this Quarter.

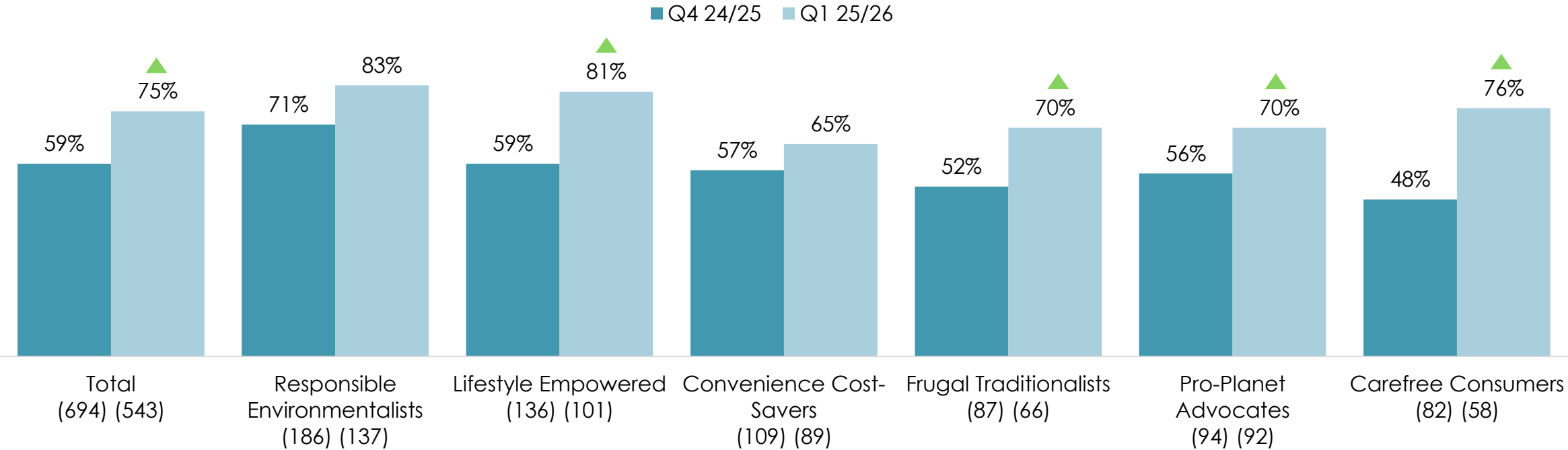
QF1c. Have you heard anything about storm/sewer overflows into rivers or the sea before?*

(% Aware(yes))



This awareness rises significantly from last Quarter for most segments, besides Responsible Environmentalists and Convenience Cost-Savers.

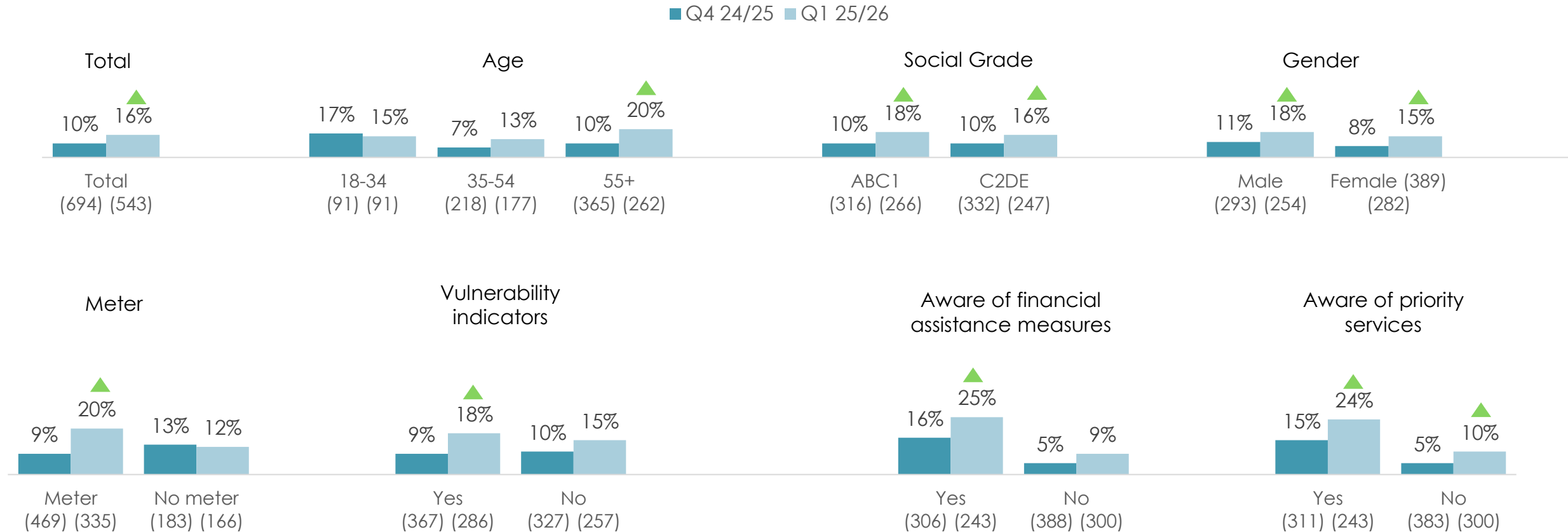
QF1c. Have you heard anything about storm/sewer overflows into rivers or the sea before?
(% Aware(yes))



Awareness of Wessex Water's activity to reduce Storm Overflows - by key groups Q1 2025/2026.

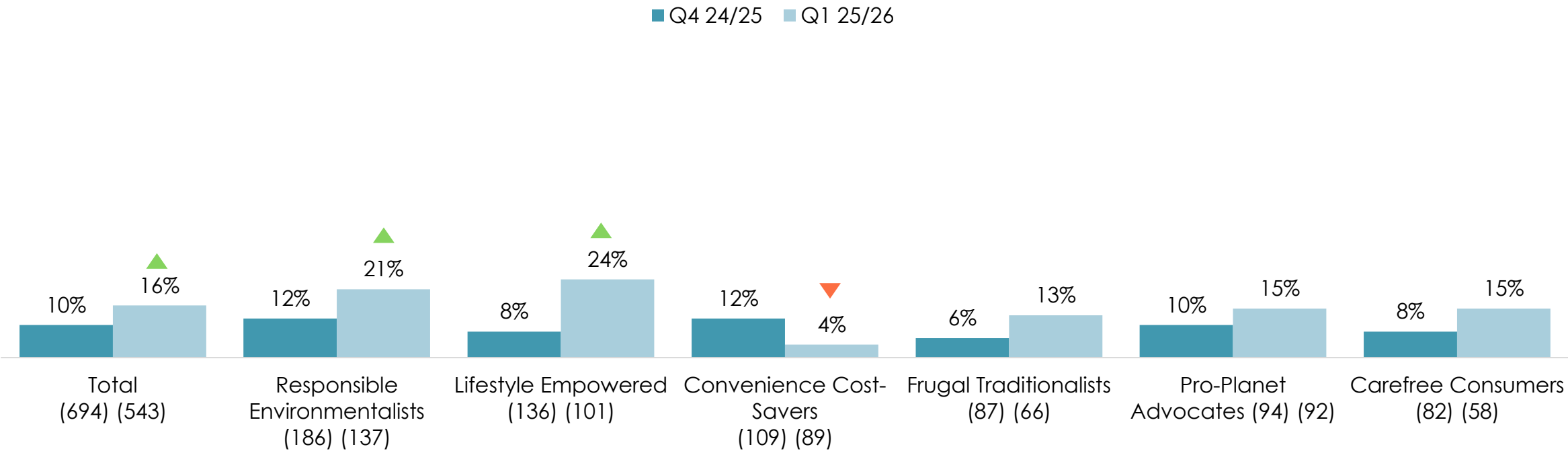
Awareness of Wessex Water's efforts to reduce storm overflows reaches its highest level yet, increasing among many demographic groups since last Quarter.

QF1g. Have you heard or seen any information about what Wessex Water is doing to reduce storm overflows into rivers or the sea? (% Yes)



Awareness of Wessex Water's efforts to reduce storm overflows almost doubles among Responsible Environmentalists and triples for Lifestyle Empowered, while Convenience Cost-Savers show a significant decrease.

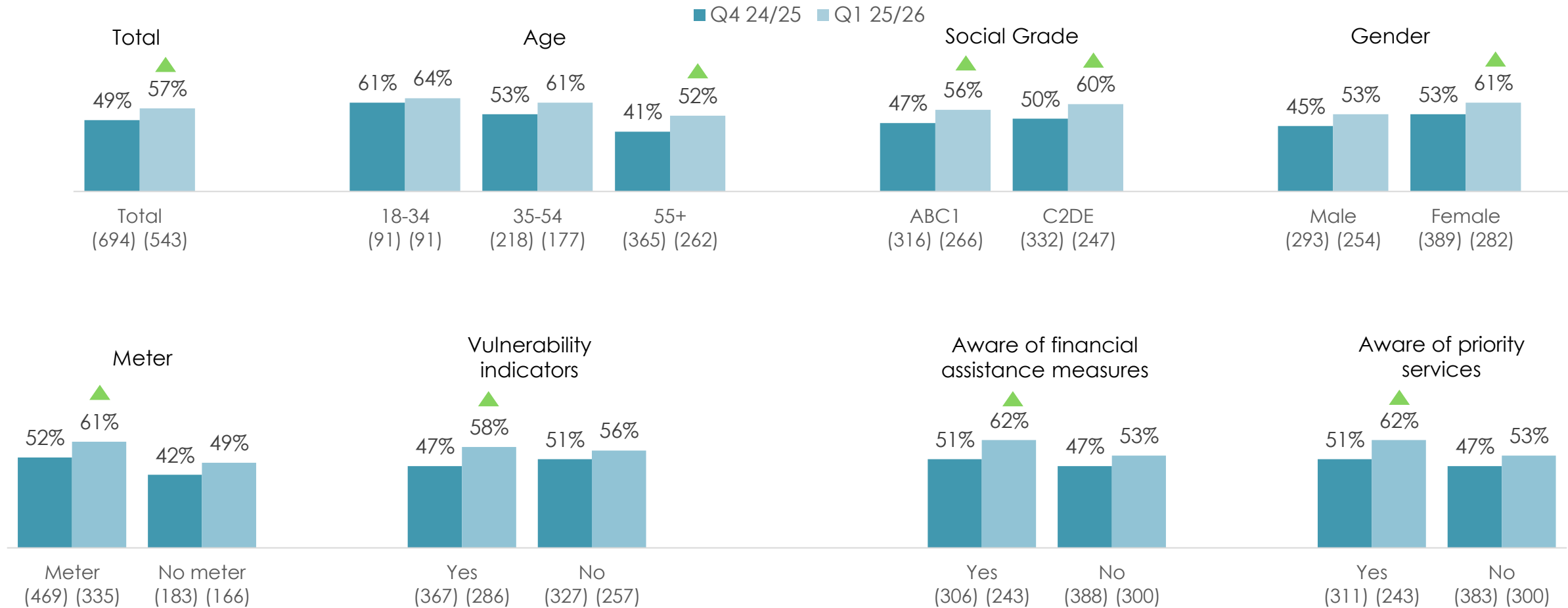
QF1g. Have you heard or seen any information about what Wessex Water is doing to reduce storm overflows into rivers or the sea?
(% Yes)



Interest in the principle of smart water meters - by key groups Q1 2025/2026.

An upward trend in interest in water usage updates is observed this Quarter, reflected across several key groups.

QF1. How much would you agree or disagree with the following statements? : “I’d be interested in having more frequent updates on how much water I’m using and how much it is costing”
(% Strongly/tend to agree)



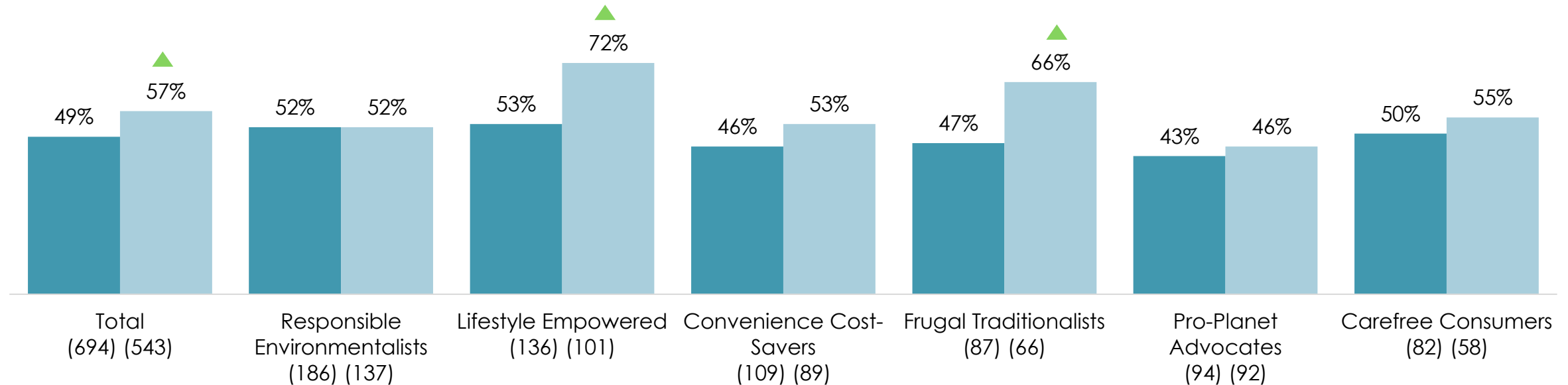
Interest in the principle of smart water meters - by segments Q1 2025/2026.

Lifestyle Empowered and Frugal Traditionalists are significantly more interested in the benefits of smart water meters versus last Quarter.

QF1. How much would you agree or disagree with the following statements? : "I'd be interested in having more frequent updates on how much water I'm using and how much it is costing"

(% Strongly/tend to agree)

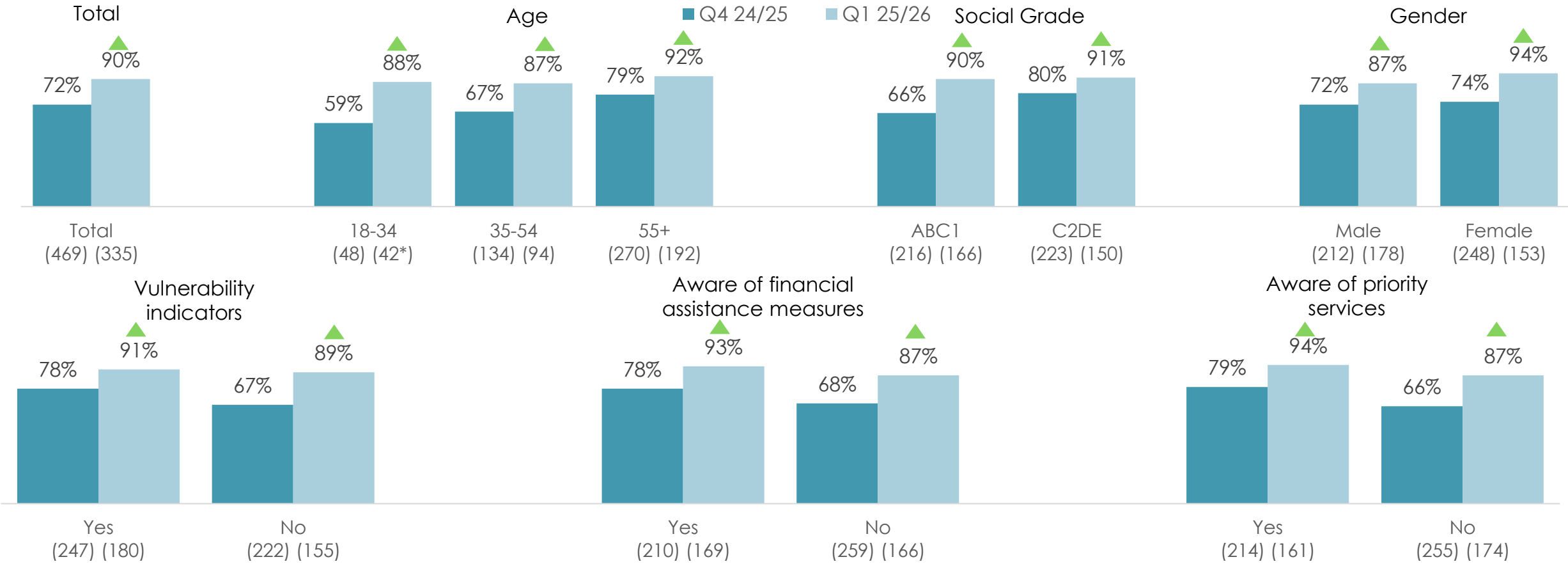
■ Q4 24/25 ■ Q1 25/26



All groups shows elevated efforts to reduce water usage - though uplifts are likely influenced by the wording change that now reflects broader motivations beyond just lowering bill costs.

QF1. How much would you agree or disagree with the following statements? : “I make an effort to keep my water usage down”*

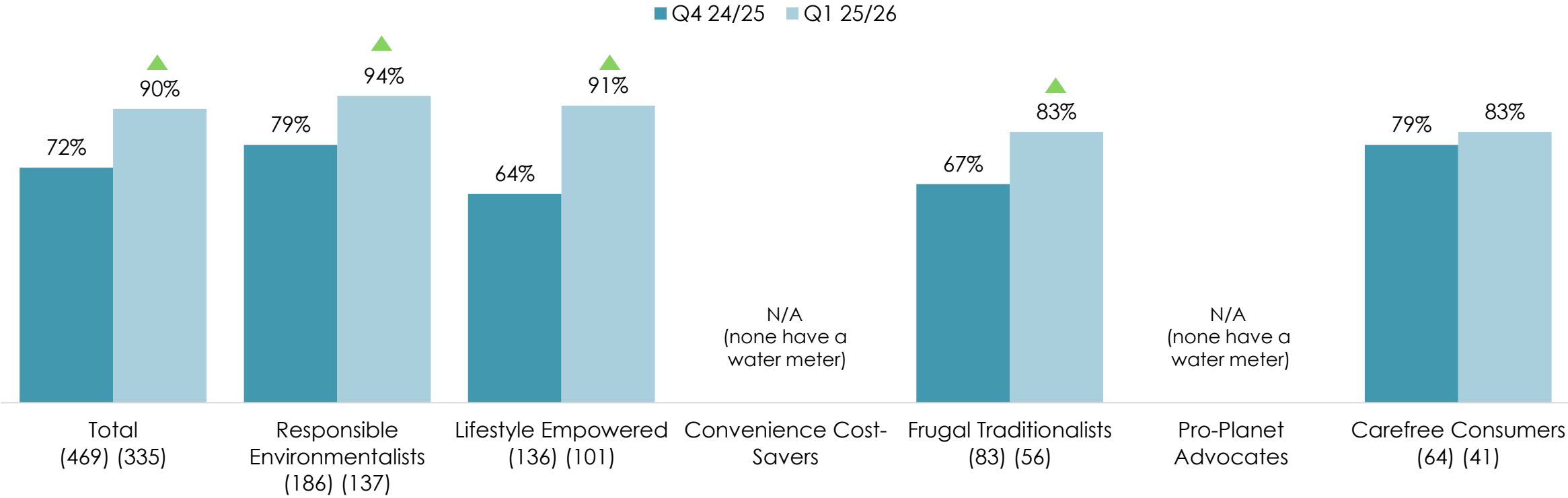
(% Strongly/tend to agree (7-10), among those who have a water meter)



Most segments spike this wave for managing their water use, with Lifestyle Empowered rising by nearly 30%. However, methodological changes to wording this Quarter are a key consideration.

QF1. How much would you agree or disagree with the following statements? : “I make an effort to keep my water usage down”*

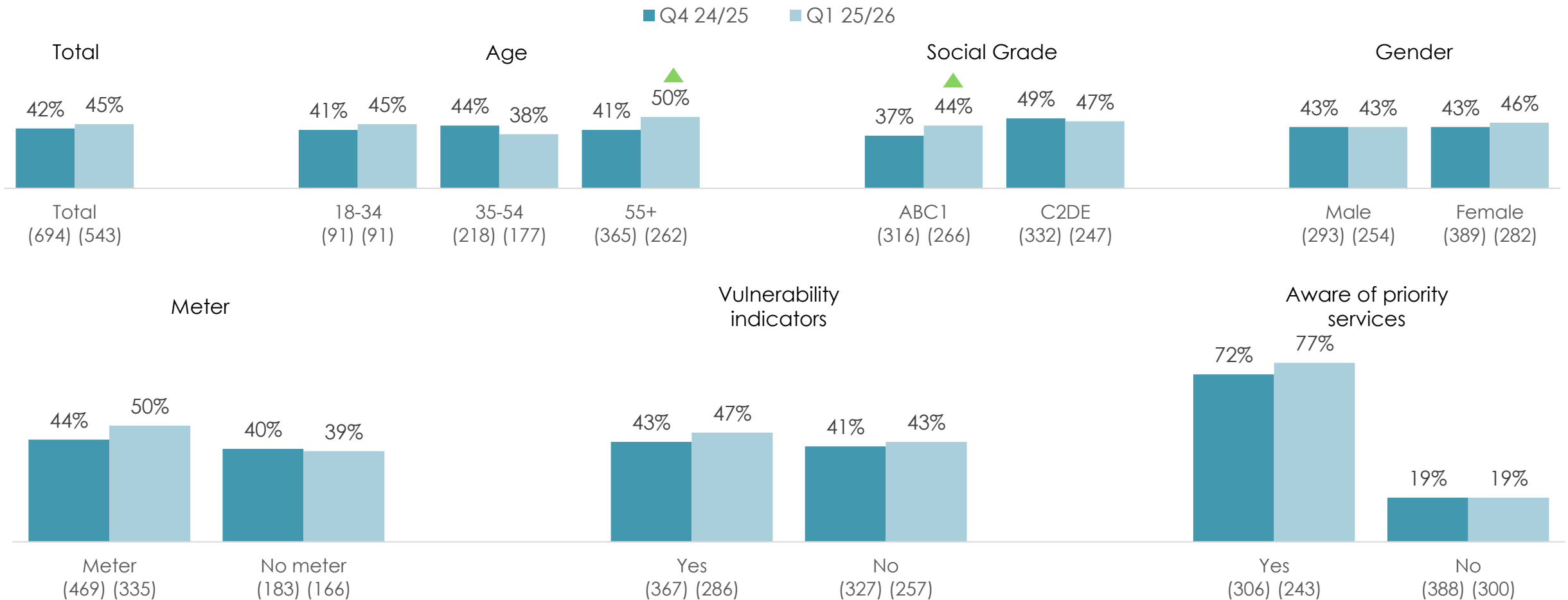
(% Strongly/tend to agree (7-10), among those who have a water meter)



Awareness of financial aid provided by Wessex Water - by key groups Q1 2025/2026.

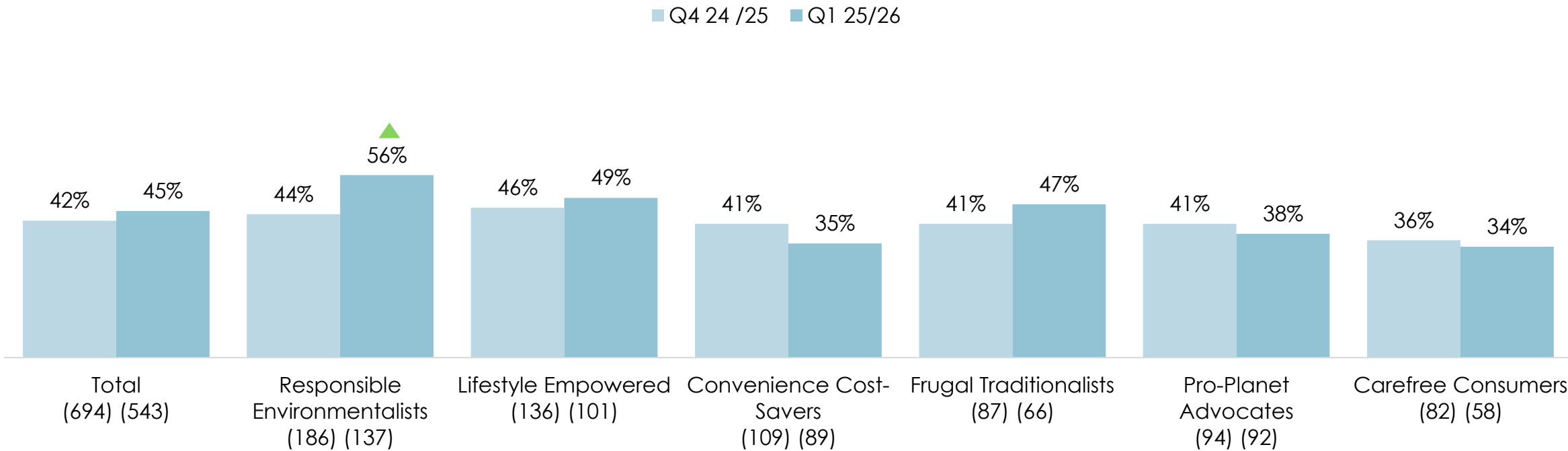
Awareness of financial assistance provided by Wessex Water is largely similar this wave, with only those 55+ showing a significant increase.

Q20r1. Are you aware of Wessex Water doing any of the following? "Assisting customers who struggle to afford their water bill" (% Yes)



While there is a notable rise in awareness of Wessex Water's financial support among Responsible Environmentalists, there are no significant differences since last Quarter for the other segments.

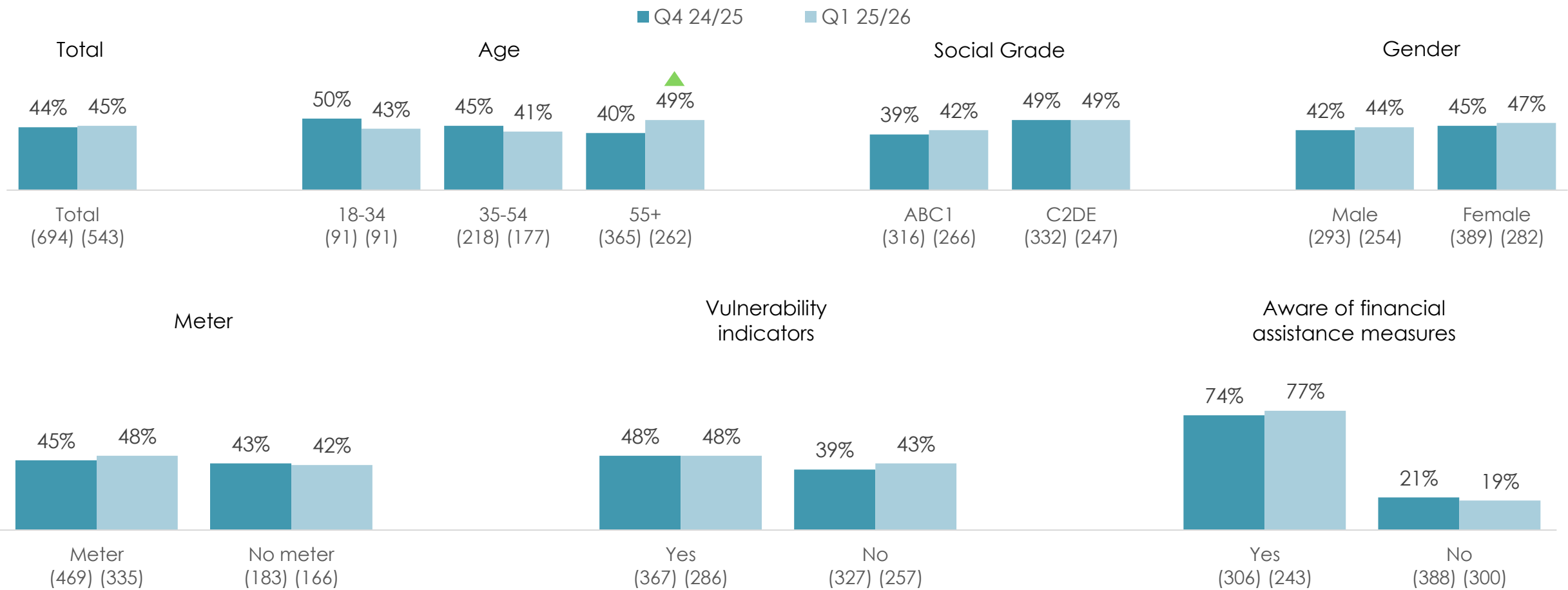
Q20r1. Are you aware of Wessex Water doing any of the following? “Assisting customers who struggle to afford their water bill”
(% Yes)



▲ Sig higher than Q4 total
▼ Sig lower than Q4 total

Those who are 55+ are significantly more likely to be aware of priority services compared to last Quarter.

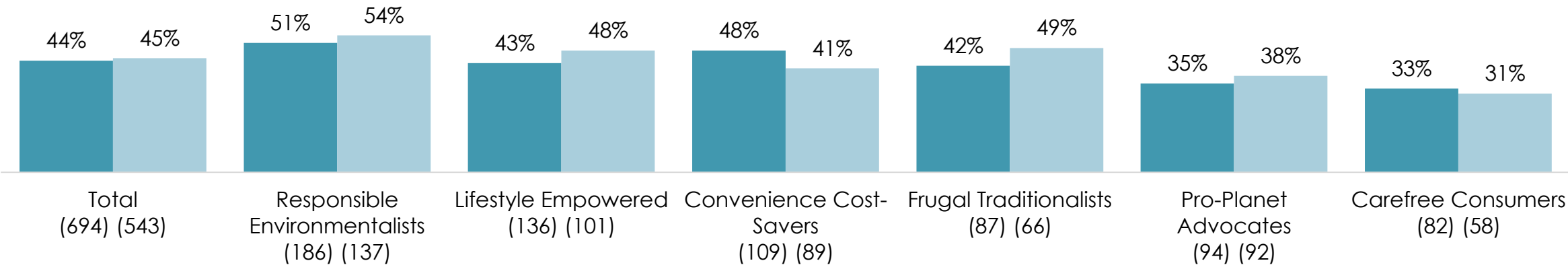
Q20r2. Are you aware of Wessex Water doing any of the following? : “Providing priority services for customers who need them, such as braille or extra support during a supply interruption.”
(% Yes)



Awareness of priority services by segment is broadly consistent with the levels observed last Quarter.

Q20r2. Are you aware of Wessex Water doing any of the following? : “Providing priority services for customers who need them, such as braille or extra support during a supply interruption.”
(% Yes)

■ Q4 24/25 ■ Q1 25/26



▲ Sig higher than Q4 total
▼ Sig lower than Q4 total



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