



WATER UK – PUBLIC REPUTATION POLLING JUNE 2018

Methodology: ComRes interviewed 2,012 GB adults aged 18+ online between 8th – 12th June 2018.

Data were weighted to be nationally representative of all GB adults by age, gender, region and social grade.

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REPUTATION | COMMUNICATIONS | PUBLIC POLICY

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Water Public Reputation Research ~ Fieldwork dates: 8th - 12th June 2018

Q1. Thinking generally about the company that provides your water and sewerage services, do you or do you not trust your water company?

BASE: All respondents

	Gender		Age									Social Grade				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-65	65+	18-34	35-54	55+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	e	f	g	h	i	a	b	c	d
Unweighted Total	2012	1003	1003	208	368	369	396	337	334	576	765	671	616	540	227	629
Total	2012	982	1023	241	362	362	382	302	362	604	744	664	609	537	225	640
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I trust my water company	1721	814	902	217	319	308	322	245	309	536	631	554	524	466	188	542
	86%	83%	88%	90%	88%	85%	84%	81%	85%	89%	85%	83%	86%	87%	83%	85%
			a	ei	ei					dehi						
I do not trust my water company	291	169	121	24	43	54	60	57	53	68	114	110	85	71	37	98
	14%	17%	12%	10%	12%	15%	16%	19%	15%	11%	15%	17%	14%	13%	17%	15%
		b					g	abg			g	abg				

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Q1. Thinking generally about the company that provides your water and sewerage services, do you or do you not trust your water company?

BASE: All respondents

	Region												Water company		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Trust	Do not trust
	a	b	c	d	e	f	g	h	i	j	k	l	a	b	
Significance Level: 95%															
Unweighted Total	2012	183	104	1725	89	209	185	171	147	177	272	287	188	1717	295
Total	2012	181	101	1730	80	201	201	161	141	221	262	282	181	1721	291
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I trust my water company	1721	174	82	1465	70	165	178	142	124	181	216	232	157	1721	-
	86%	96%	82%	85%	86%	82%	88%	88%	88%	82%	82%	82%	87%	100%	-
		bdefghijkl												b	
I do not trust my water company	291	7	18	266	11	36	23	19	17	40	46	50	24	-	291
	14%	4%	18%	15%	14%	18%	12%	12%	12%	18%	18%	18%	13%	-	100%
			a	a	a	a	a	a	a	a	a	a	a		a