



## Water UK – Public Polling – February 2019

Methodology: ComRes interviewed 2,034 GB adults aged 18+ online between 15th and 16th February 2019. Data were weighted to be nationally representative of all GB adults by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules. ComRes is a member of the British Polling Council and abides by its rules. Full tables at [www.comresglobal.com](http://www.comresglobal.com)

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## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 1

**Q.1 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				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust my water company	1746 86%	827 83%	920 88%A	205 91%deF	297 85%	277 85%	299 83%	257 85%	411 87%	502 87%	576 84%	668 87%	480 86%	490 86%	356 86%	420 85%	299 87%	697 84%
I do not trust my water company	288 14%	166 17%B	122 12%	21 9%	54 15%c	48 15%c	61 17%C	44 15%	60 13%	75 13%	109 16%	104 13%	75 14%	82 14%	57 14%	74 15%	46 13%	132 16%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 2

**Q.1 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**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust my water company	1746 86%	167 94%DFgHIJKLM	93 91%dfJIM	1486 85%	77 90% <i>m</i>	194 83%	152 89% <i>ijM</i>	158 88% <i>m</i>	127 85%	159 81%	237 86% <i>m</i>	238 84%	144 80%
I do not trust my water company	288 14%	10 6%	9 9%	269 15% <i>Ab</i>	9 10%	40 17% <i>Ab</i>	19 11% <i>a</i>	23 12% <i>A</i>	22 15% <i>A</i>	36 19% <i>ABg</i>	37 14% <i>A</i>	47 16% <i>Ab</i>	37 20% <i>ABeGhk</i>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 3  
**Q.2 More specifically, do you or do you not trust your water company to...**  
**Summary Table**  
**Base: All respondents**

	Aspects							
	Provide a reliable service	Ensure good quality of water	Fix water pipe leaks in public areas (e.g. in roads, not in the home)	Take action to protect and improve the environment	Take away wastewater and deal with it responsibly	Provide good value for money to customers	Pay an appropriate amount of tax	Invest sufficient money on the water network
Unweighted base	2034	2034	2034	2034	2034	2034	2034	2034
Weighted base	2034	2034	2034	2034	2034	2034	2034	2034
Trust	1839 90%	1823 90%	1657 81%	1581 78%	1795 88%	1465 72%	1594 78%	1490 73%
Do not trust	195 10%	211 10%	377 19%	453 22%	239 12%	569 28%	440 22%	544 27%

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 4  
**Q.2 More specifically, do you or do you not trust your water company to...**  
**Provide a reliable service**  
**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1839 90%	896 90%	943 91%	207 92% <sup>d</sup>	301 86%	294 91% <sup>d</sup>	324 90%	272 90%	441 94% <sup>Df</sup>	508 88%	618 90%	713 92% <sup>l</sup>	497 90%	521 91%	372 90%	449 91%	311 90%	742 90%
Do not trust	195 10%	97 10%	98 9%	19 8%	51 14% <sup>ceH</sup>	31 9%	36 10% <sup>h</sup>	29 10%	30 6%	69 12% <sup>K</sup>	67 10%	59 8%	58 10%	50 9%	41 10%	46 9%	34 10%	86 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 5

**Q.2 More specifically, do you or do you not trust your water company to...**

**Provide a reliable service**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1839 90%	169 96%DfHijKLM	96 94%J	1574 90%	80 94%j	212 91%	163 96%fthiJKLM	163 90%	133 90%	167 86%	245 89%	251 88%	158 88%
Do not trust	195 10%	8 4%	6 6%	181 10%A	5 6%	21 9%ag	7 4%	18 10%Ag	15 10%ag	28 14%ABeG	30 11%AG	34 12%AG	23 12%AG

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 6

**Q.2 More specifically, do you or do you not trust your water company to...**

**Ensure good quality of water**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1823 90%	890 90%	933 90%	200 89%	301 86%	286 88%	323 90%	274 91% <sup>d</sup>	439 93% <sup>cDE</sup>	501 87%	609 89%	713 92% <sup>IJ</sup>	492 89%	511 89%	374 91%	446 90%	317 92% <sup>Q</sup>	717 87%
Do not trust	211 10%	102 10%	109 10%	26 11% <sup>h</sup>	51 14% <sup>gH</sup>	39 12% <sup>H</sup>	37 10%	27 9%	32 7%	76 13% <sup>K</sup>	76 11% <sup>K</sup>	59 8%	63 11%	61 11%	39 9%	49 10%	28 8%	111 13% <sup>P</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 7

**Q.2 More specifically, do you or do you not trust your water company to...**

**Ensure good quality of water**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1823 90%	168 95%DjJKLM	97 95%dJKIm	1558 89%	78 91%	212 91%k	157 92%k	165 91%k	132 89%	170 87%	234 85%	252 88%	158 87%
Do not trust	211 10%	9 5%	5 5%	198 11%Ab	7 9%	22 9%	14 8%	16 9%	17 11%a	25 13%AB	41 15%ABfgh	33 12%Ab	23 13%Ab

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 8

**Q.2 More specifically, do you or do you not trust your water company to...**

**Fix water pipe leaks in public areas (e.g. in roads, not in the home)**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1657 81%	792 80%	864 83% <sup>a</sup>	188 83%	288 82%	276 85% <sup>G</sup>	289 80%	235 78%	381 81%	476 83%	565 82%	616 80%	447 81%	461 81%	348 84%	401 81%	282 82%	667 81%
Do not trust	377 19%	200 20% <sup>b</sup>	177 17%	38 17%	63 18%	49 15%	71 20%	66 22% <sup>E</sup>	90 19%	101 17%	120 18%	156 20%	108 19%	110 19%	65 16%	94 19%	63 18%	161 19%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 9

**Q.2 More specifically, do you or do you not trust your water company to...**

**Fix water pipe leaks in public areas (e.g. in roads, not in the home)**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1657 81%	165 93% DFGHIJKLM	94 93% DFHIJKLM	1398 80%	80 94% FgHIJKLM	182 78%	146 86% fJKLm	148 82%	124 83%	148 76%	211 77%	217 76%	141 78%
Do not trust	377 19%	12 7%	7 7%	358 20% AB	5 6%	52 22% ABEg	25 14% Ae	33 18% ABE	25 17% ABE	47 24% ABEG	63 23% ABEG	68 24% ABEG	40 22% ABEg

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 10

**Q.2 More specifically, do you or do you not trust your water company to...**

**Take action to protect and improve the environment**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1581 78%	759 77%	822 79%	168 74%	264 75%	243 75%	286 79%	232 77%	388 82% CDEg	432 75%	529 77%	620 80% l	417 75%	446 78%	323 78%	395 80% l	277 80% q	618 75%
Do not trust	453 22%	233 23%	220 21%	58 26% H	88 25% H	82 25% H	74 21%	69 23% h	83 18%	146 25% K	156 23%	152 20%	138 25% o	126 22%	90 22%	99 20%	68 20%	210 25% p

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 11

**Q.2 More specifically, do you or do you not trust your water company to...**

**Take action to protect and improve the environment**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1581 78%	154 87%DfghIJKLM	92 90%DFGHIJKLM	1335 76%	72 84%jK m	188 80%jK	136 80%K	144 80%K	113 76%	140 72%	191 70%	218 77%k	133 73%
Do not trust	453 22%	22 13%	10 10%	421 24%AB	14 16%	46 20%aB	35 20%aB	37 20%aB	36 24%AB	55 28%ABef	84 30%ABEFGHI	66 23%AB	48 27%ABe

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 12

**Q.2 More specifically, do you or do you not trust your water company to...**

**Take away wastewater and sewage and deal with it responsibly**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1795 88%	873 88%	921 88%	195 86%	295 84%	281 86%	314 87%	276 92% <sup>c</sup> Def	434 92% <sup>CDEF</sup>	490 85%	595 87%	710 92% <sup>IJ</sup>	484 87%	502 88%	373 90%	435 88%	309 90% <sup>q</sup>	706 85%
Do not trust	239 12%	119 12%	120 12%	31 14% <sup>gH</sup>	57 16% <sup>GH</sup>	44 14% <sup>gH</sup>	46 13% <sup>gH</sup>	25 8%	36 8%	87 15% <sup>K</sup>	90 13% <sup>K</sup>	62 8%	71 13%	70 12%	40 10%	59 12%	36 10%	122 15% <sup>p</sup>

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 13

**Q.2 More specifically, do you or do you not trust your water company to...**

**Take away wastewater and sewage and deal with it responsibly**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1795 88%	164 93%DJKLM	99 97%DfGhIJKLM	1532 87%	79 93%ijklm	213 91%JKLM	153 89%	163 90%j	133 89%	163 84%	232 85%	244 86%	151 84%
Do not trust	239 12%	13 7%	3 3%	224 13%AB	6 7%	21 9%b	18 11%B	18 10%b	16 11%B	32 16%ABeFh	42 15%ABef	41 14%ABef	30 16%ABeF

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 14

**Q.2 More specifically, do you or do you not trust your water company to...**

**Provide good value for money to customers**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1465 72%	674 68%	790 76%A	170 75%f	261 74%f	239 74%f	242 67%	217 72%	336 71%	431 75%	481 70%	553 72%	407 73%	405 71%	290 70%	363 73%	249 72%	587 71%
Do not trust	569 28%	318 32%B	251 24%	56 25%	91 26%	86 26%	118 33%cde	84 28%	135 29%	147 25%	204 30%	219 28%	148 27%	166 29%	123 30%	132 27%	96 28%	241 29%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 15

**Q.2 More specifically, do you or do you not trust your water company to...**

**Provide good value for money to customers**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1465 72%	155 88% DEFGHIJKLM	82 1% DFJKLM	1228 70%	62 73%	162 69%	128 75% jm	135 75% jm	110 74%	127 65%	195 71%	192 67%	117 65%
Do not trust	569 28%	22 12%	20 19%	528 30% AB	23 27% A	72 31% AB	43 25% A	46 25% A	38 26% A	68 35% ABgh	80 29% Ab	93 33% AB	64 35% ABgh

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 16

**Q.2 More specifically, do you or do you not trust your water company to...**

**Pay an appropriate amount of tax**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1594 78%	736 74%	857 82%A	188 83%eF	270 77%	248 76%	270 75%	241 80%	377 80%	458 79%	518 76%	618 80%j	434 78%	449 79%	329 80%	382 77%	274 79%	631 76%
Do not trust	440 22%	256 26%B	184 18%	38 17%	82 23%	77 24%c	90 25%C	60 20%	94 20%	119 21%	167 24%k	154 20%	121 22%	123 21%	84 20%	113 23%	71 21%	198 24%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 17

**Q.2 More specifically, do you or do you not trust your water company to...**

**Pay an appropriate amount of tax**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1594 78%	154 87%DEFHIJKLM	90 88%DEFHIJKLM	1349 77%	65 76%	186 79% <sup>m</sup>	144 84%IJIM	143 79%	108 73%	145 74%	214 78%	217 76%	129 71%
Do not trust	440 22%	22 13%	12 12%	406 23%AB	20 24%AB	48 21%Ab	27 16%	38 21%Ab	41 27%ABG	50 26%ABG	61 22%AB	68 24%ABg	52 29%ABfG

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 18

**Q.2 More specifically, do you or do you not trust your water company to...**

**Invest sufficient money on the water network**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
Trust	1490 73%	693 70%	798 77%A	180 80%efh	259 74%	235 72%	259 72%	220 73%	338 72%	439 76%	493 72%	558 72%	411 74%	408 71%	303 73%	367 74%	257 74%	602 73%
Do not trust	544 27%	300 30%B	244 23%	46 20%	92 26%	90 28%c	101 28%c	81 27%	133 28%c	138 24%	192 28%	214 28%	144 26%	163 29%	109 27%	127 26%	88 26%	227 27%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 19

**Q.2 More specifically, do you or do you not trust your water company to...**

**Invest sufficient money on the water network**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
Trust	1490 73%	152 86% <small>DFGHJKLM</small>	91 89% <small>DeFGHiJKLM</small> *1%	1248 78% <small>lM</small>	67 78% <small>lM</small>	168 72%	131 77% <small>ijlM</small>	134 74% <small>m</small>	118 79% <small>JKLM</small>	132 68%	189 69%	193 68%	116 64%
Do not trust	544 27%	25 14%	11 11%	508 29% <small>AB</small>	18 22% <small>b</small>	66 28% <small>AB</small>	40 23% <small>AB</small>	47 26% <small>AB</small>	31 21% <small>b</small>	63 32% <small>ABgl</small>	85 31% <small>ABl</small>	92 32% <small>ABegl</small>	65 36% <small>ABEGhl</small>

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 20

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Summary Table**

**Base: All respondents**

	Organisations								
	Train companies	Energy companies	The NHS	Banks	The Government	Your local authority/ council	Newspapers	Charities	Environmental campaigning organisations
Unweighted base	2034	2034	2034	2034	2034	2034	2034	2034	2034
Weighted base	2034	2034	2034	2034	2034	2034	2034	2034	2034
I trust water companies more than these organisations	1564 77%	1598 79%	596 29%	1420 70%	1512 74%	1325 65%	1565 77%	1021 50%	972 48%
I trust water companies less than these organisations	470 23%	436 21%	1438 71%	614 30%	522 26%	709 35%	469 23%	1013 50%	1062 52%

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 21

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Train companies**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1564 77%	786 79%B	778 75%	148 66%	254 72%	254 78%C	280 78%C	248 82%CD	381 81%CD	402 70%	533 78%I	629 81%I	429 77%	432 76%	321 78%	382 77%	259 75%	626 76%
I trust water companies less than these organisations	470 23%	207 21%	263 25%A	77 34%EFGH	98 28%GH	71 22%	80 22%	53 18%	90 19%	175 30%JK	152 22%	143 19%	126 23%	140 24%	91 22%	113 23%	86 25%	203 24%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 22

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Train companies**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1564 77%	137 78%	82 80%	1345 77%	63 74%	191 82%KLm	137 80%k	148 82%KLm	114 77%	155 79%	197 72%	207 73%	133 74%
I trust water companies less than these organisations	470 23%	40 22%	20 20%	410 23%	22 26%	43 18%	34 20%	33 18%	34 23%	41 21%	77 28%FgH	78 27%FH	48 26%fh

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 23

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Energy companies**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1598 79%	782 79%	816 78%	156 69%	273 78% <sup>c</sup>	253 78% <sup>c</sup>	289 80% <sup>C</sup>	248 82% <sup>C</sup>	379 80% <sup>C</sup>	429 74%	542 79% <sup>i</sup>	627 81% <sup>l</sup>	422 76%	460 80%	328 79%	388 78%	280 81%	634 77%
I trust water companies less than these organisations	436 21%	211 21%	225 22%	69 31% <sup>de</sup>	79 22% <sup>FGH</sup>	73 22%	70 20%	53 18%	92 20%	148 26% <sup>jk</sup>	143 21%	145 19%	133 24%	112 20%	85 21%	107 22%	65 19%	194 23%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 24

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Energy companies**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1598 79%	148 83% <i>dgjm</i>	86 84% <i>g</i>	1365 78%	67 78%	184 79%	128 75%	145 80%	119 80%	148 76%	213 77%	226 79%	136 75%
I trust water companies less than these organisations	436 21%	29 17%	16 16%	390 22% <i>a</i>	19 22%	50 21%	43 25% <i>ab</i>	36 20%	30 20%	47 24% <i>a</i>	62 23%	59 21%	45 25% <i>a</i>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 25

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**The NHS**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	596 29%	253 26%	342 33%A	78 35%FH	113 32%Fh	106 33%FH	88 24%	90 30%	121 26%	191 33%K	194 28%	211 27%	172 31%	163 29%	131 32%	130 26%	121 35%	248 30%
I trust water companies less than these organisations	1438 71%	739 74%B	699 67%	148 65%	239 68%	219 67%	272 76%CDE	211 70%	349 74%CdE	387 67%	491 72%	561 73%l	384 69%	408 71%	282 68%	364 74%	224 65%	581 70%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 26

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**The NHS**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	596 29%	57 32%	43 42% DFGIJKLM	496 28%	31 36% fgj	58 25%	41 24%	71 39% FGIJKLM	41 28%	49 25%	80 29%	78 27%	46 26%
I trust water companies less than these organisations	1438 71%	120 68%	59 58%	1260 72% B	55 64%	175 75% BeH	129 76% BeH	110 61%	107 72% BH	146 75% BeH	195 71% BH	207 73% BH	135 74% BH

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 27

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Banks**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1420 70%	712 72% <sup>b</sup>	707 68%	123 55%	228 65% <sup>C</sup>	238 73% <sup>CD</sup>	270 75% <sup>CD</sup>	228 76% <sup>CD</sup>	331 70% <sup>C</sup>	351 61%	509 74% <sup>l</sup>	560 73% <sup>l</sup>	392 71%	423 74% <sup>nO</sup>	281 68%	324 66%	265 77% <sup>Q</sup>	566 68%
I trust water companies less than these organisations	614 30%	280 28%	334 32% <sup>a</sup>	103 45% <sup>DEFGH</sup>	124 35% <sup>EFG</sup>	87 27%	90 25%	73 24%	139 30%	226 39% <sup>JK</sup>	176 26%	212 27%	163 29%	149 26%	132 32% <sup>m</sup>	171 34% <sup>M</sup>	80 23%	263 32% <sup>P</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 28

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Banks**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1420 70%	139 79%DgIKLM	78 77%dkLM	1202 68%	60 71%	170 72%lm	119 70%	134 74%LM	101 68%	140 72%	181 66%	183 64%	114 63%
I trust water companies less than these organisations	614 30%	37 21%	23 23%	554 32%Ab	25 29%	64 28%	52 30%a	47 26%	48 32%A	56 28%	93 34%Ab	102 36%ABfH	67 37%ABfH

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 29

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**The Government**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1512 74%	725 73%	787 76%	141 62%	266 76% <sup>C</sup>	249 77% <sup>C</sup>	271 75% <sup>C</sup>	236 78% <sup>C</sup>	349 74% <sup>C</sup>	407 70%	521 76% <sup>l</sup>	585 76% <sup>i</sup>	403 73%	427 75%	303 73%	379 77%	269 78% <sup>q</sup>	598 72%
I trust water companies less than these organisations	522 26%	267 27%	255 24%	85 38% <sup>DEFGH</sup>	86 24%	76 23%	89 25%	65 22%	122 26%	171 30% <sup>JK</sup>	164 24%	187 24%	152 27%	145 25%	110 27%	116 23%	76 22%	231 28% <sup>p</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 30

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**The Government**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1512 74%	148 84%DFIJKLM	82 80%KIM	1282 73%	67 79%kM	174 75%M	140 82%IKLM	148 82%IKLM	106 71%	145 74%M	188 69%	201 71% <i>m</i>	112 62%
I trust water companies less than these organisations	522 26%	29 16%	20 20%	473 27%A	18 21%	59 25%A	31 18%	33 18%	43 29%AGH	50 26%A	86 31%ABeGH	83 29%AbGH	69 38%ABEFGHJI

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 31

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Your local authority/council**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1325 65%	636 64%	689 66%	117 52%	223 63% <sup>C</sup>	233 72% <sup>CD</sup>	233 65% <sup>fh</sup>	212 70% <sup>C</sup>	307 65% <sup>C</sup>	340 59%	466 68% <sup>l</sup>	519 67% <sup>l</sup>	351 63%	371 65%	272 66%	331 67%	234 68%	534 64%
I trust water companies less than these organisations	709 35%	357 36%	353 34%	109 48% <sup>DEFGH</sup>	128 37% <sup>E</sup>	92 28%	127 35% <sup>e</sup>	89 30%	163 35% <sup>e</sup>	237 41% <sup>JK</sup>	219 32%	253 33%	205 37%	200 35%	141 34%	163 33%	112 32%	294 36%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 32

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Your local authority/council**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1325 65%	130 73% <sup>DfKLM</sup>	71 70% <sup>K</sup>	1124 64%	59 69% <sup>K</sup>	150 64% <sup>k</sup>	121 71% <sup>KIM</sup>	124 69% <sup>Km</sup>	101 68% <sup>K</sup>	138 71% <sup>KIM</sup>	150 55%	175 61%	107 59%
I trust water companies less than these organisations	709 35%	47 27%	31 30%	631 36% <sup>A</sup>	26 31%	84 36% <sup>a</sup>	50 29%	57 31%	48 32%	57 29%	125 45% <sup>ABEFGHIJ</sup>	110 39% <sup>Agj</sup>	74 41% <sup>AGhJ</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 33

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Newspapers**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1565 77%	772 78%	794 76%	162 72%	282 80%CH	265 81%CH	285 79%CH	230 77%	342 73%	444 77%	550 80%K	572 74%	434 78%	429 75%	330 80%	373 75%	288 83%Q	630 76%
I trust water companies less than these organisations	469 23%	221 22%	248 24%	64 28%DEF	70 20%	60 19%	75 21%	71 23%	129 27%DEF	133 23%	135 20%	200 26%J	121 22%	142 25%	83 20%	122 25%	57 17%	198 24%P

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 34

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Newspapers**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1565 77%	142 80%K	84 83%K	1339 76%	64 75%	176 75%k	143 84%fKL	141 78%K	121 81%K	154 79%K	185 67%	211 74%	144 80%K
I trust water companies less than these organisations	469 23%	35 20%	18 17%	416 24%	21 25%	58 25%g	28 16%	40 22%	28 19%	41 21%	90 33%ABFGHIJM	74 26%G	37 20%

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 35

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Charities**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	1021 50%	509 51%	511 49%	93 41%	172 49%	153 47%	181 50% <sup>c</sup>	152 50% <sup>c</sup>	269 57% <sup>CDE</sup>	266 46% <sup>fg</sup>	334 49%	421 55% <sup>IJ</sup>	283 51%	284 50%	209 51%	245 50%	182 53%	400 48%
I trust water companies less than these organisations	1013 50%	483 49%	530 51%	132 59% <sup>fgH</sup>	179 51% <sup>H</sup>	172 53% <sup>H</sup>	179 50% <sup>h</sup>	150 50% <sup>h</sup>	201 43%	312 54% <sup>K</sup>	351 51% <sup>K</sup>	351 45%	273 49%	288 50%	204 49%	249 50%	163 47%	428 52%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 36

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Charities**

**Base: All respondents**

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	1021 50%	112 63% DEFGJKLM	58 57% L	851 49%	39 46%	115 49% l	82 48%	100 55% L	79 53% L	90 46%	143 52% L	116 41%	88 49%
I trust water companies less than these organisations	1013 50%	65 37%	44 43%	904 51% A	47 54% A	119 51% A	89 52% A	81 45%	70 47% a	105 54% A	131 48% A	169 59% ABfHIK	93 51% A

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 37

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Environmental campaigning organisations**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
I trust water companies more than these organisations	972 48%	479 48%	493 47%	78 34%	172 49% <sup>C</sup>	149 46% <sup>C</sup>	169 47% <sup>C</sup>	144 48% <sup>C</sup>	260 55% <sup>CE</sup>	249 43% <sup>F</sup>	319 47%	404 52% <sup>IJ</sup>	268 48%	264 46%	199 48%	240 49%	153 44%	386 47%
I trust water companies less than these organisations	1062 52%	513 52%	549 53%	148 66% <sup>DEFGH</sup>	180 51%	176 54% <sup>H</sup>	191 53% <sup>H</sup>	157 52% <sup>h</sup>	211 45%	328 57% <sup>K</sup>	366 53% <sup>K</sup>	368 48%	287 52%	308 54%	214 52%	254 51%	192 56%	442 53%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 38

**Q.3 Would you say you trust water companies more or less than each of the following types of organisation?**

**Environmental campaigning organisations**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
I trust water companies more than these organisations	972 48%	96 54% <sup>dJKm</sup>	64 63% <sup>DeFghiJKLM</sup>	812 46%	42 49% <sup>j</sup>	115 49% <sup>J</sup>	87 51% <sup>J</sup>	94 52% <sup>JK</sup>	73 49% <sup>J</sup>	73 37%	118 43%	132 46% <sup>j</sup>	79 43%
I trust water companies less than these organisations	1062 52%	81 46%	38 37%	943 54% <sup>aB</sup>	43 51% <sup>b</sup>	119 51% <sup>B</sup>	84 49% <sup>b</sup>	87 48% <sup>b</sup>	75 51% <sup>b</sup>	122 63% <sup>ABeFGHIl</sup>	157 57% <sup>ABh</sup>	153 54% <sup>B</sup>	102 57% <sup>aB</sup>

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 39

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
**Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).**

**Summary Table****Base: All respondents**

	Services			
	National Rail services	Mail and postal services	Energy (gas and electricity) services	Water and sewerage services
Unweighted base	2034	2034	2034	2034
Weighted base	2034	2034	2034	2034
NET: Support	1221 60%	1144 56%	1098 54%	1017 50%
Strongly support (4)	616 30%	526 26%	481 24%	457 22%
Tend to support (3)	605 30%	617 30%	617 30%	559 28%
Tend to oppose (2)	248 12%	316 16%	317 16%	359 18%
Strongly oppose (1)	236 12%	274 13%	281 14%	280 14%
NET: Oppose	484 24%	591 29%	597 29%	638 31%
Don't know	329 16%	299 15%	338 17%	379 19%
Mean	2.94	2.80	2.77	2.72
Standard deviation	1.03	1.04	1.04	1.05
Standard error	0.02	0.03	0.03	0.03

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 40

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).

**National Rail services**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Support	1221 60%	650 65%B	571 55%	125 55%	217 62%	181 56%	212 59%	190 63%e	296 63%ce	342 59%	393 57%	486 63%J	347 62%o	347 61%	248 60%	279 56%	217 63%	504 61%
Strongly support	(4) 30%	616 36%B	256 25%	55 24%	97 28%	89 27%	120 33%C	104 34%Ce	151 32%c	153 26%	209 30%	255 33%I	191 34%No	171 30%	111 27%	143 29%	118 34%	242 29%
Tend to support	(3) 30%	605 29%	315 30%	69 31%	120 34%F	92 28%	93 26%	86 29%	145 31%	189 33%J	184 27%	231 30%	156 28%	176 31%	138 33%o	136 27%	99 29%	262 32%
Tend to oppose	(2) 12%	248 12%	124 12%	34 15%d	33 9%	38 12%	52 15%d	36 12%	55 12%	67 12%	90 13%	91 12%	65 12%	65 11%	53 13%	65 13%	36 10%	114 14%
Strongly oppose	(1) 12%	236 12%	116 11%	32 14%e	33 9%	28 9%	33 9%	28 9%	82 17%DEFG	64 11%	61 9%	110 14%J	73 13%	71 12%	40 10%	51 10%	32 9%	81 10%
NET: Oppose	484 24%	244 25%	240 23%	66 29%DEg	66 19%	66 20%	85 24%	64 21%	137 29%DEG	131 23%	151 22%	201 26%	138 25%	136 24%	94 23%	116 23%	68 20%	195 23%
Don't know	329 16%	99 10%	230 22%A	36 16%H	69 19%H	78 24%CFGH	62 17%H	47 16%H	38 8%	104 18%K	140 20%K	85 11%	71 13%	88 15%	71 17%I	99 20%Lm	61 18%	130 16%
Mean	2.94	3.00B	2.88	2.78	3.00c	2.98c	3.00Ch	3.04CH	2.85	2.91	2.99	2.92	2.96	2.92	2.93	2.94	3.06	2.95
Standard deviation	1.03	1.04	1.01	1.04	0.96	0.99	1.01	1.00	1.10	1.00	1.00	1.07	1.06	1.04	0.97	1.02	0.99	0.99
Standard error	0.02	0.03	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 41

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
**Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).**

#### **National Rail services**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Support	1221 60%	111 63%GI	65 64%GI	1046 60%	47 55%	146 63%GI	87 51%	108 60%I	73 49%	117 60%I	173 63%GI	175 61%GI	118 65%GI
Strongly support	(4) 616 30%	58 33%	27 26%	532 30%	27 32%	75 32%	54 32%	58 32%	47 31%	50 25%	81 29%	86 30%	55 30%
Tend to support	(3) 605 30%	53 30%GI	38 37%eGI	514 29%	20 23%	71 30%GI	33 20%	51 28%gi	26 18%	67 35%eGI	93 34%eGI	89 31%GI	63 35%eGI
Tend to oppose	(2) 248 12%	17 9%	7 7%	225 13%b	13 16%b	23 10%	30 18%ABFjl	21 12%	31 21%ABFHJKLM	20 10%	33 12%	32 11%	20 11%
Strongly oppose	(1) 236 12%	15 8%	12 12%	209 12%	13 15%	24 10%	22 13%	19 10%	23 16%ak	27 14%	26 9%	30 11%	25 14%
NET: Oppose	484 24%	32 18%	19 19%	433 25%A	26 31%Abf	47 20%	52 30%AbFkl	40 22%	54 37%ABFHJKLM	47 24%	59 22%	63 22%	45 25%
Don't know	329 16%	35 20%M	18 18%m	276 16%	12 14%	41 17%M	32 19%M	33 18%M	21 14%	31 16%	42 15%	47 17%m	17 10%
Mean	2.94	3.08dgIj	2.95	2.93	2.84	3.02I	2.86	3.00I	2.75	2.85	2.98I	2.97I	2.91
Standard deviation	1.03	0.97	1.00	1.03	1.12	1.00	1.10	1.02	1.14	1.03	0.97	1.01	1.04
Standard error	0.02	0.08	0.11	0.03	0.13	0.07	0.09	0.08	0.10	0.08	0.07	0.07	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 42

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
**Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).**

**Mail and postal services**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Support	1144 56%	609 61%B	535 51%	134 59%	185 52%	176 54%	215 60%d	172 57%	261 56%	319 55%	392 57%	433 56%	350 63%MNO	307 54%	224 54%	263 53%	209 61%	472 57%
Strongly support	(4) 26%	526 29%B	234 22%	54 24%	77 22%	75 23%	112 31%DE	79 26%	129 27%	131 23%	187 27%i	208 27%	168 30%MN	138 24%	90 22%	131 27%	103 30%	206 25%
Tend to support	(3) 30%	617 32%	301 29%	80 35%h	108 31%	102 31%	103 29%	93 31%	132 28%	188 33%	205 30%	225 29%	183 33%O	169 30%	134 32%o	132 27%	106 31%	267 32%
Tend to oppose	(2) 16%	316 16%	155 15%	27 12%	57 16%	45 14%	49 14%	46 15%	92 20%CeF	84 15%	94 14%	138 18%J	60 11%	99 17%L	74 18%L	83 17%L	45 13%	130 16%
Strongly oppose	(1) 13%	274 14%	139 13%	33 15%	46 13%	34 10%	39 11%	39 13%	84 18%dEFg	79 14%	73 11%	123 16%J	86 15%n	83 15%	46 11%	59 12%	35 10%	107 13%
NET: Oppose	591 29%	290 29%	301 29%	60 27%	103 29%	79 24%	88 24%	85 28%	176 37%CDEFG	163 28%	167 24%	261 34%iJ	146 26%	182 32%iI	120 29%	143 29%	79 23%	237 29%p
Don't know	299 15%	94 9%	206 20%A	31 14%H	64 18%H	69 21%cfgH	57 16%H	45 15%H	33 7%	96 17%K	126 18%K	78 10%	59 11%	83 15%iI	69 17%L	89 18%L	56 16%	119 14%
Mean	2.80	2.85b	2.75	2.80	2.75	2.85h	2.95DH	2.83	2.70	2.77	2.91iK	2.75	2.87m	2.74	2.78	2.83	2.96q	2.81
Standard deviation	1.04	1.04	1.04	1.03	1.02	0.99	1.02	1.03	1.09	1.02	1.01	1.07	1.07	1.05	0.98	1.04	1.00	1.02
Standard error	0.03	0.03	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 43

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**

**Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).**

**Mail and postal services**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Support	1144 56%	109 61%Bgll	45 44%	990 56%B	47 55%	151 64%BGIJL	87 51%	104 58%BI	65 44%	103 53%	167 61%Bgll	150 53%	117 64%BGIJL
Strongly support	(4) 526 26%	54 30%bJ	20 19%	453 26%	32 38%BgHIJKLM	73 31%BiJ	45 26%	43 24%	33 22%	40 20%	68 25%	73 26%	44 25%
Tend to support	(3) 617 30%	55 31%Ei	25 25%	538 31%	15 17%	78 33%Egl	42 25%	61 34%Egl	32 21%	63 32%Ei	99 36%bEGIL	77 27%e	72 40%BEGIL
Tend to oppose	(2) 316 16%	16 9%	19 19%AF	281 16%A	14 16%	23 10%	27 16%a	26 14%	40 27%AeFGHKIM	36 18%AF	38 14%	52 18%AF	27 15%
Strongly oppose	(1) 274 13%	20 12%	19 18%FK	235 13%	13 15%	23 10%	27 16%fk	27 15%k	26 17%FK	32 16%fK	25 9%	40 14%	22 12%
NET: Oppose	591 29%	36 20%	38 38%AFK	516 29%A	26 31%aF	46 20%	54 32%AFk	53 29%aF	65 44%AeFGHKLM	68 35%AFK	63 23%	92 32%AFK	49 27%
Don't know	299 15%	32 18%M	19 18%M	249 14%	12 14%	37 16%M	30 18%M	24 13%	18 12%	25 13%	45 16%M	43 15%m	15 8%
Mean	2.80	2.98dBghlJl	2.55	2.80B	2.91bl	3.02BGHIJL	2.74	2.77	2.56	2.65	2.91BIJ	2.76	2.84bl
Standard deviation	1.04	1.03	1.09	1.04	1.15	0.98	1.10	1.04	1.08	1.04	0.95	1.06	0.97
Standard error	0.03	0.08	0.12	0.03	0.13	0.07	0.09	0.08	0.09	0.08	0.06	0.07	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 44

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).

**Energy (gas and electricity) services**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Support	1098 54%	598 60%B	500 48%	113 50%	185 53%	164 50%	203 57%	176 58%ce	257 55%	298 52%	367 54%	433 56%	307 55%	295 52%	231 56%	266 54%	199 58%	460 56%
Strongly support	(4) 24%	481 29%B	193 19%	36 16%	67 19%	70 22%	99 27%CD	79 26%Cd	130 28%CDe	104 18%	169 25%I	209 27%I	138 25%	129 22%	89 22%	125 25%	86 25%	184 22%
Tend to support	(3) 30%	617 31%	307 29%	77 34%h	118 34%h	94 29%	105 29%	97 32%	127 27%	195 34%	198 29%	224 29%	169 30%	166 29%	142 34%o	141 28%	114 33%	276 33%
Tend to oppose	(2) 16%	317 15%	167 16%	34 15%	55 16%	49 15%	54 15%	46 15%	79 17%	89 15%	103 15%	125 16%	85 15%	96 17%	62 15%	74 15%	52 15%	124 15%
Strongly oppose	(1) 14%	281 14%	144 14%	39 17%efG	44 13%	37 11%	40 11%	31 10%	89 19%DEFG	83 14%	77 11%	120 16%J	83 15%	81 14%	57 14%	59 12%	34 10%	113 14%
NET: Oppose	597 29%	286 29%	311 30%	73 32%	99 28%	86 26%	94 26%	77 26%	168 36%DEFG	172 30%	180 26%	245 32%J	169 30%	176 31%	119 29%	133 27%	86 25%	238 29%
Don't know	338 17%	108 11%	230 22%A	40 18%H	68 19%H	75 23%fGH	62 17%H	48 16%H	45 10%	107 19%K	138 20%K	94 12%	80 14%	100 18%	63 15%	95 19%I	60 17%	131 16%
Mean	2.77	2.85B	2.68	2.59	2.73	2.79c	2.88CH	2.89CH	2.70	2.68	2.84I	2.77	2.76	2.73	2.75	2.83	2.88	2.76
Standard deviation	1.04	1.04	1.03	1.03	0.99	1.01	1.02	0.99	1.11	1.01	1.02	1.07	1.06	1.04	1.01	1.03	0.98	1.02
Standard error	0.03	0.03	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 45

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).

**Energy (gas and electricity) services**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Support	1098 54%	96 54%	47 46%	955 54%	47 55%	137 59%bGi	80 47%	104 57%bg	71 48%	98 50%	161 59%bGi	157 55%	100 55%
Strongly support	(4) 481 24%	46 26%m	21 21%	414 24%	29 34%bGJLM	68 29%gJM	34 20%	45 25%	36 24%	38 19%	68 25%	64 22%	32 18%
Tend to support	(3) 617 30%	50 28%	26 25%	541 31%	18 21%	69 29%	46 27%	59 33%e	35 24%	60 31%	93 34%ei	93 33%ei	68 38%abEgl
Tend to oppose	(2) 317 16%	24 13%	17 17%	276 16%	14 16%	34 14%	28 16%	27 15%	32 22%afkL	33 17%	39 14%	36 13%	34 19%
Strongly oppose	(1) 281 14%	16 9%	14 14%	250 14%a	15 17%a	24 10%	29 17%Afk	26 14%	29 20%AFK	30 16%a	29 10%	40 14%	28 15%a
NET: Oppose	597 29%	40 22%	32 31%	526 30%A	29 33%a	58 25%	57 33%Afk	53 29%	61 41%AFHKL	63 32%Ak	67 24%	76 27%	62 34%Afk
Don't know	338 17%	41 23%DEHIM	23 23%dehIM	275 16%	10 11%	39 17%	34 20%IM	25 14%	16 11%	34 18%m	46 17%m	52 18%iM	19 10%
Mean	2.77	2.93dGIJM	2.69	2.76	2.81	2.93GIJM	2.61	2.79	2.59	2.65	2.88GIJM	2.78	2.64
Standard deviation	1.04	1.00	1.07	1.04	1.15	1.01	1.08	1.04	1.11	1.04	0.98	1.03	0.99
Standard error	0.03	0.08	0.12	0.03	0.13	0.07	0.09	0.08	0.10	0.08	0.07	0.07	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 46

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).

**Water and sewerage services**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Support	1017 50%	561 56%B	456 44%	112 49%	178 51%	154 47%	193 54%	152 51%	227 48%	289 50%	348 51%	380 49%	299 54%M	265 46%	210 51%	243 49%	186 54%	432 52%
Strongly support	(4) 22%	457 29%B	172 17%	43 19%	64 18%	69 21%	87 24%d	70 23%	124 26%cD	108 19%	156 23%	194 25%I	133 24%	123 21%	87 21%	115 23%	90 26%Q	164 20%
Tend to support	(3) 28%	559 28%	276 27%	68 30%H	114 32%H	85 26%	106 30%H	83 28%h	103 22%	182 31%K	192 28%	186 24%	166 30%m	143 25%	123 30%	127 26%	96 28%	268 32%
Tend to oppose	(2) 18%	359 18%	174 18%	184 17%	47 13%	57 17%	58 16%	61 20%D	97 21%D	86 15%	115 17%	158 20%I	92 17%	105 18%	73 18%	88 18%	59 17%	124 15%
Strongly oppose	(1) 14%	280 13%	147 14%	37 16%eF	47 13%	34 11%	35 10%	34 11%	93 20%DEFG	83 14%J	69 10%	127 16%J	79 14%	90 16%O	56 14%	55 11%	31 9%	117 14%P
NET: Oppose	638 31%	308 31%	331 32%	76 33%f	94 27%	91 28%	93 26%	95 32%	189 40%DEFG	169 29%	185 27%	284 37%IJ	172 31%	195 34%o	129 31%	143 29%	89 26%	241 29%
Don't know	379 19%	124 13%	255 24%A	39 17%h	80 23%H	80 24%cgH	73 20%H	54 18%H	54 11%	119 21%K	153 22%K	108 14%	85 15%	111 19%I	74 18%	109 22%L	69 20%	155 19%
Mean	2.72	2.82B	2.61	2.63	2.72	2.77	2.86CH	2.76	2.62	2.68	2.82iK	2.67	2.75	2.65	2.71	2.79m	2.89Q	2.71
Standard deviation	1.05	1.05	1.02	1.05	1.01	1.01	0.99	1.01	1.13	1.03	1.00	1.09	1.05	1.07	1.02	1.03	0.99	1.02
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 47

**Q.4 To what extent would you support or oppose the nationalisation of the following services in England (meaning they would be owned and run by the Government)?**  
**Please note that currently, none of these services are owned and run by the Government (they are owned and run by private companies).**

**Water and sewerage services**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Support	1017 50%	95 54%B <sup>G</sup>	39 38%	883 50%B	44 51% <sup>b</sup>	123 53%B <sup>G</sup>	68 40%	87 48%	65 44%	93 48%	154 56%B <sup>G</sup> <sup>I</sup>	152 53%B <sup>G</sup> <sup>i</sup>	97 54%B <sup>G</sup>
Strongly support	(4) 457 22%	51 29% <sup>d</sup> B <sup>G</sup> <sup>j</sup> <sup>M</sup>	12 12%	394 22%B	22 26%B <sup>g</sup>	65 28%B <sup>G</sup> <sup>j</sup> <sup>m</sup>	27 16%	39 22% <sup>b</sup>	35 24%B	39 20%	67 24%B <sup>g</sup>	65 23%B <sup>g</sup>	35 19%
Tend to support	(3) 559 28%	44 25% <sup>d</sup>	26 26%	489 28%	21 25%	58 25%	41 24%	48 26%	30 20%	54 28%	87 32% <sup>l</sup>	87 30% <sup>l</sup>	62 34% <sup>a</sup> <sup>f</sup> <sup>g</sup> <sup>l</sup>
Tend to oppose	(2) 359 18%	27 16%	19 18%	312 18%	14 17%	44 19%	42 25% <sup>A</sup> <sup>j</sup> <sup>k</sup> <sup>L</sup>	34 19%	35 23% <sup>a</sup> <sup>k</sup> <sup>L</sup>	33 17%	36 13%	39 14%	36 20% <sup>k</sup>
Strongly oppose	(1) 280 14%	13 7%	21 21% <sup>d</sup> <sup>A</sup> <sup>F</sup> <sup>g</sup> <sup>K</sup> <sup>L</sup>	245 14% <sup>A</sup>	18 21% <sup>A</sup> <sup>F</sup> <sup>g</sup> <sup>K</sup> <sup>L</sup>	21 9%	21 12%	32 18% <sup>A</sup> <sup>F</sup> <sup>k</sup> <sup>L</sup>	27 18% <sup>A</sup> <sup>F</sup> <sup>k</sup> <sup>L</sup>	34 17% <sup>A</sup> <sup>F</sup> <sup>I</sup>	31 11%	30 10%	30 17% <sup>A</sup> <sup>F</sup> <sup>I</sup>
NET: Oppose	638 31%	41 23%	40 39% <sup>A</sup> <sup>f</sup> <sup>k</sup> <sup>L</sup>	557 32% <sup>A</sup>	32 38% <sup>A</sup> <sup>k</sup> <sup>L</sup>	66 28%	63 37% <sup>A</sup> <sup>f</sup> <sup>k</sup> <sup>L</sup>	66 37% <sup>A</sup> <sup>f</sup> <sup>k</sup> <sup>L</sup>	62 42% <sup>A</sup> <sup>F</sup> <sup>k</sup> <sup>L</sup>	66 34% <sup>A</sup> <sup>k</sup> <sup>L</sup>	67 24%	69 24%	66 36% <sup>A</sup> <sup>k</sup> <sup>L</sup>
Don't know	379 19%	41 23% <sup>d</sup> <sup>E</sup> <sup>h</sup> <sup>i</sup> <sup>M</sup>	23 23% <sup>e</sup> <sup>M</sup>	315 18%	9 11%	45 19% <sup>M</sup>	40 23% <sup>E</sup> <sup>h</sup> <sup>i</sup> <sup>M</sup>	28 15%	21 14%	36 18% <sup>M</sup>	53 19% <sup>M</sup>	64 22% <sup>E</sup> <sup>h</sup> <sup>i</sup> <sup>M</sup>	18 10%
Mean	2.72	2.98 <sup>D</sup> <sup>B</sup> <sup>E</sup> <sup>G</sup> <sup>H</sup> <sup>I</sup> <sup>J</sup> <sup>M</sup>	2.38	2.72 <sup>B</sup>	2.63	2.88 <sup>B</sup> <sup>G</sup> <sup>H</sup> <sup>I</sup> <sup>J</sup> <sup>M</sup>	2.56	2.61	2.58	2.62	2.86 <sup>B</sup> <sup>G</sup> <sup>H</sup> <sup>I</sup> <sup>J</sup> <sup>M</sup>	2.85 <sup>B</sup> <sup>G</sup> <sup>H</sup> <sup>J</sup> <sup>M</sup>	2.62
Standard deviation	1.05	0.99	1.05	1.04	1.15	1.01	0.99	1.09	1.11	1.07	1.01	1.00	1.02
Standard error	0.03	0.08	0.12	0.03	0.13	0.07	0.09	0.09	0.10	0.08	0.07	0.07	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 48

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Summary Table****Base: All respondents**

	Arguments For			Arguments Against		
	Profits will be reinvested into water and sewerage services (instead of going to shareholders who own private water companies)	Water companies will be run and owned by the workers who understand how the industry works best	A public water industry would be more efficient and would cut bills	Since privatisation, customers are 5 times less likely to have their water cut off, 8 times less likely to suffer from sewer flooding and 100 times less likely to have low water pressure	A Govt which owned and ran the water industry wouldn't prioritise spending money on water because it needs to prioritise spending on other things like health, education and pensions instead	We don't need to nationalise water - water companies provide a good service and are well regulated
Unweighted base	2034	2034	2034	2034	2034	2034
Weighted base	2034	2034	2034	2034	2034	2034
NET: Convincing	1265 62%	1128 55%	1046 51%	1015 50%	1029 51%	1042 51%
Very convincing (4)	491 24%	349 17%	362 18%	373 18%	344 17%	313 15%
Fairly convincing (3)	774 38%	779 38%	685 34%	642 32%	685 34%	730 36%
Not very convincing (2)	341 17%	417 21%	459 23%	440 22%	488 24%	406 20%
Not at all convincing (1)	152 7%	197 10%	237 12%	197 10%	204 10%	257 13%
NET: Not convincing	493 24%	614 30%	695 34%	637 31%	692 34%	662 33%
Don't have a view	276 14%	292 14%	293 14%	382 19%	312 15%	329 16%
Mean	2.91	2.73	2.67	2.72	2.68	2.64
Standard deviation	0.90	0.91	0.95	0.94	0.93	0.95
Standard error	0.02	0.02	0.02	0.02	0.02	0.02

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 49

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**For: Profits will be reinvested into water and sewerage services (instead of going to shareholders who own private water companies)**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Convincing	1265 62%	632 64%	633 61%	139 62%	213 61%	202 62%	232 65%	195 65%	284 60%	352 61%	434 63%	479 62%	355 64%	357 62%	248 60%	305 62%	226 65%	517 62%
Very convincing	(4) 491 24%	272 27%B	219 21%	46 20%	74 21%	79 24%	99 28%cd	82 27%cd	110 23%	120 21%	179 26%l	193 25%	149 27%o	137 24%	99 24%	106 21%	96 28%	187 23%
Fairly convincing	(3) 774 38%	360 36%	413 40%	93 41%	139 40%	122 38%	133 37%	113 38%	173 37%	232 40%	255 37%	286 37%	206 37%	220 38%	149 36%	199 40%	130 38%	329 40%
Not very convincing	(2) 341 17%	161 16%	180 17%	33 14%	60 17%	46 14%	64 18%	48 16%	91 19%e	92 16%	110 16%	139 18%	111 20%mO	86 15%	74 18%	70 14%	57 17%	143 17%
Not at all convincing	(1) 152 7%	100 10%B	52 5%	19 9%D	13 4%	20 6%	21 6%	26 9%D	52 11%DEF	33 6%	41 6%	78 10%IJ	39 7%	41 7%	40 10%	33 7%	17 5%	57 7%
NET: Not convincing	493 24%	260 26%b	232 22%	52 23%	73 21%	66 20%	85 24%	74 24%	144 31%cDEFg	125 22%	150 22%	217 28%IJ	150 27%mO	126 22%	114 28%mO	103 21%	74 22%	201 24%
Don't have a view	276 14%	100 10%	176 17%A	35 15%H	66 19%FGH	58 18%FGH	43 12%	32 11%	43 9%	100 17%K	100 15%K	75 10%	50 9%	88 15%L	50 12%	87 18%LN	45 13%	111 13%
Mean	2.91	2.90	2.92	2.87	2.96H	2.98H	2.98H	2.94h	2.80	2.92	2.98K	2.85	2.92	2.94	2.85	2.93	3.01	2.90
Standard deviation	0.90	0.96	0.84	0.90	0.81	0.88	0.88	0.93	0.96	0.85	0.88	0.95	0.90	0.89	0.95	0.87	0.86	0.88
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 50

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**For: Profits will be reinvested into water and sewerage services (instead of going to shareholders who own private water companies)**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Convincing	1265 62%	104 59%	61 60%	1100 63%	56 65%M	152 65%M	110 64%M	111 62% <i>m</i>	91 61%	128 66%M	178 65%M	180 63%M	93 51%
Very convincing	(4) 491 24%	46 26%	28 28%	417 24%	25 29%	69 30% <i>ij</i> <i>kM</i>	43 25%	44 24%	28 19%	42 22%	58 21%	72 25%	36 20%
Fairly convincing	(3) 774 38%	58 33%	33 32%	683 39%	31 37%	83 35%	67 39%	67 37%	63 43% <i>m</i>	86 44% <i>AbM</i>	120 44% <i>AbfM</i>	109 38%	57 31%
Not very convincing	(2) 341 17%	28 16%	17 17%	296 17%	14 16%	36 15%	23 13%	35 19%	25 17%	27 14%	45 16%	54 19%	38 21% <i>g</i>
Not at all convincing	(1) 152 7%	9 5%	8 8%	135 8%	4 5%	9 4%	12 7%	16 9% <i>F</i>	9 6%	19 10% <i>aF</i>	19 7%	20 7%	27 15% <i>AEFGIKL</i>
NET: Not convincing	493 24%	36 20%	25 25%	432 25%	18 21%	45 19%	35 21%	51 28% <i>aF</i>	34 23%	46 23%	64 23%	74 26%	65 36% <i>AbEFGIJKL</i>
Don't have a view	276 14%	36 21% <i>DHJKLm</i>	15 15%	224 13%	12 14%	37 16%	26 15%	18 10%	24 16%	21 11%	33 12%	31 11%	24 13%
Mean	2.91	3.01 <i>M</i>	2.94 <i>M</i>	2.90	3.04 <i>M</i>	3.08 <i>Hij</i> <i>kM</i>	2.97 <i>M</i>	2.85 <i>m</i>	2.88 <i>m</i>	2.87 <i>m</i>	2.90 <i>M</i>	2.91 <i>M</i>	2.65
Standard deviation	0.90	0.88	0.95	0.90	0.86	0.85	0.89	0.94	0.84	0.91	0.86	0.89	1.01
Standard error	0.02	0.07	0.10	0.02	0.10	0.06	0.08	0.07	0.08	0.07	0.06	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 51

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**For: Water companies will be run and owned by the workers who understand how the industry works best**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Convincing	1128 55%	545 55%	583 56%	137 61% <sup>H</sup>	197 56%	188 58% <sup>h</sup>	206 57% <sup>h</sup>	161 53%	238 51%	335 58% <sup>K</sup>	395 58% <sup>K</sup>	399 52%	303 55%	311 55%	237 57%	276 56%	225 65% <sup>Q</sup>	455 55%
Very convincing	(4) 349 17%	190 19% <sup>B</sup>	160 15%	36 16%	44 13%	61 19% <sup>D</sup>	74 21% <sup>D</sup>	58 19% <sup>D</sup>	76 16%	80 14%	135 20% <sup>I</sup>	134 17%	97 17%	82 14%	75 18%	95 19% <sup>m</sup>	69 20%	140 17%
Fairly convincing	(3) 779 38%	355 36%	424 41% <sup>A</sup>	101 45% <sup>fGH</sup>	153 44% <sup>GH</sup>	127 39%	133 37%	102 34%	163 35%	254 44% <sup>jK</sup>	259 38%	265 34%	207 37%	229 40%	161 39%	182 37%	156 45% <sup>q</sup>	315 38%
Not very convincing	(2) 417 21%	220 22% <sup>b</sup>	197 19%	39 17%	71 20% <sup>e</sup>	46 14%	78 22% <sup>E</sup>	61 20% <sup>e</sup>	122 26% <sup>CdEg</sup>	110 19%	124 18%	183 24% <sup>iJ</sup>	121 22%	121 21%	82 20%	92 19%	49 14%	180 22% <sup>P</sup>
Not at all convincing	(1) 197 10%	120 12% <sup>B</sup>	77 7%	14 6%	19 5%	23 7%	30 8%	40 13% <sup>CDEf</sup>	72 15% <sup>CDEF</sup>	33 6%	53 8%	112 14% <sup>IJ</sup>	70 13% <sup>nO</sup>	56 10%	34 8%	37 8%	22 6%	72 9%
NET: Not convincing	614 30%	340 34% <sup>B</sup>	274 26%	53 23%	90 26%	69 21%	107 30% <sup>E</sup>	101 34% <sup>CDE</sup>	194 41% <sup>CDEFg</sup>	143 25%	177 26%	295 38% <sup>IJ</sup>	191 34% <sup>nO</sup>	178 31%	116 28%	130 26%	71 21%	253 31% <sup>P</sup>
Don't have a view	292 14%	108 11%	184 18% <sup>A</sup>	36 16% <sup>H</sup>	64 18% <sup>fgH</sup>	68 21% <sup>FGH</sup>	46 13% <sup>H</sup>	39 13% <sup>h</sup>	39 8%	100 17% <sup>K</sup>	114 17% <sup>K</sup>	78 10%	61 11%	82 14%	60 15%	88 18% <sup>L</sup>	49 14%	120 15%
Mean	2.73	2.69	2.78 <sup>a</sup>	2.84 <sup>H</sup>	2.78 <sup>H</sup>	2.88 <sup>GH</sup>	2.80 <sup>H</sup>	2.68	2.56	2.80 <sup>K</sup>	2.83 <sup>K</sup>	2.61	2.67	2.69	2.79	2.82 <sup>LM</sup>	2.92 <sup>Q</sup>	2.74
Standard deviation	0.91	0.96	0.85	0.81	0.78	0.88	0.91	0.99	0.96	0.80	0.89	0.97	0.95	0.88	0.89	0.89	0.83	0.89
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 52

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**For: Water companies will be run and owned by the workers who understand how the industry works best**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Convincing	1128 55%	91 52%	55 54%	982 56%	59 69%AbjJKLM	142 61%alk	98 58%	105 58%	72 48%	109 56%	142 52%	159 56%	96 53%
Very convincing	(4) 349 17%	35 20%lm	12 12%	302 17%	18 21%im	48 20%bIM	34 20%im	38 21%bIM	17 11%	35 18%	41 15%	50 17%	22 12%
Fairly convincing	(3) 779 38%	56 32%	43 42%	680 39%a	41 48%Ak	94 40%a	64 38%	67 37%	55 37%	74 38%	101 37%	109 38%	75 41%a
Not very convincing	(2) 417 21%	34 19%	21 20%	362 21%	15 18%	39 17%	35 21%	35 20%	29 20%	38 19%	70 25%F	57 20%	43 24%
Not at all convincing	(1) 197 10%	13 7%	10 10%	174 10%	3 4%	17 7%	13 8%	17 9%	23 16%AEFgK	28 15%AEFgK	21 8%	32 11%e	18 10%
NET: Not convincing	614 30%	48 27%	31 31%	536 31%	18 22%	56 24%	49 29%	52 29%	53 35%EF	66 34%eF	91 33%eF	88 31%	61 34%ef
Don't have a view	292 14%	38 21%DEgHJKLM	16 15%	238 14%	8 9%	36 15%	24 14%	23 13%	24 16%	21 11%	41 15%	37 13%	23 13%
Mean	2.73	2.82i	2.66	2.73	2.95BIJKIM	2.87bJKIM	2.81i	2.80i	2.52	2.66	2.69	2.71i	2.63
Standard deviation	0.91	0.92	0.87	0.91	0.77	0.88	0.90	0.93	0.95	0.98	0.87	0.93	0.86
Standard error	0.02	0.07	0.09	0.02	0.09	0.06	0.08	0.07	0.09	0.07	0.06	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 53

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**For: A public water industry would be more efficient and would cut bills**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Convincing	1046 51%	522 53%	524 50%	122 54%h	192 55%H	177 55%H	195 54%H	146 48%	214 45%	314 54%K	373 47%	359	299 54%	281 49%	211 51%	256 52%	202 58%	438 53%
Very convincing	(4) 362 18%	183 18%	179 17%	40 18%	67 19%H	64 20%H	71 20%H	59 19%H	61 13%	107 19%	135 20%k	120 15%	98 18%	96 17%	79 19%	89 18%	80 23%Q	143 17%
Fairly convincing	(3) 685 34%	339 34%	345 33%	82 36%	125 36%	114 35%	124 34%	87 29%	153 32%	207 36%	238 35%	240 31%	200 36%	185 32%	132 32%	167 34%	121 35%	295 36%
Not very convincing	(2) 459 23%	229 23%	230 22%	40 18%	77 22%	67 20%	75 21%	66 22%	134 29%CdEFg	117 20%	142 21%	200 26%lJ	123 22%	139 24%o	99 24%	96 19%	63 18%	185 22%
Not at all convincing	(1) 237 12%	143 14%B	93 9%	25 11%DE	19 5%	16 5%	44 12%DE	48 16%DE	85 18%CDEF	44 8%	60 9%	132 17%lJ	81 15%O	65 11%	45 11%	45 9%	31 9%	86 10%
NET: Not convincing	695 34%	372 37%B	323 31%	65 29%	96 27%	83 25%	119 33%E	114 38%cDE	219 46%CDEFG	161 28%	202 29%	332 43%lJ	205 37%O	204 36%O	145 35%o	141 29%	94 27%	271 33%
Don't have a view	293 14%	98 10%	194 19%A	39 17%H	63 18%fH	65 20%FgH	46 13%H	42 14%H	38 8%	102 18%K	110 16%K	80 10%	52 9%	86 15%L	57 14%L	97 20%LmN	49 14%	120 14%
Mean	2.67	2.63	2.72a	2.74H	2.83GH	2.86fGH	2.71H	2.60H	2.44	2.80K	2.78K	2.50	2.63	2.64	2.69	2.75lm	2.85Q	2.70
Standard deviation	0.95	0.98	0.92	0.95	0.86	0.86	0.97	1.03	0.96	0.90	0.92	0.99	0.97	0.95	0.96	0.93	0.94	0.93
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.04	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 54

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**For: A public water industry would be more efficient and would cut bills**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Convincing	1046 51%	90 51%l	51 50%l	905 52%	46 54%l	136 58%glm	83 48%l	100 55%l	53 36%	106 54%l	142 52%l	150 53%l	89 49%l
Very convincing	(4) 362 18%	37 21%lM	19 18%	306 17%	17 20%	49 21%lM	28 16%	39 22%lM	18 12%	30 16%	52 19%im	51 18%	22 12%
Fairly convincing	(3) 685 34%	53 30%	32 31%	599 34%	29 34%	87 37%l	55 32%	61 33%i	36 24%	76 39%l	90 33%i	99 35%l	67 37%l
Not very convincing	(2) 459 23%	38 22%	25 25%	395 22%	18 21%	43 18%	42 24%	31 17%	46 31%aFHkm	44 23%	59 22%	72 25%fh	40 22%
Not at all convincing	(1) 237 12%	8 4%	10 10%	219 12%A	9 10%	18 8%	21 12%A	26 14%AF	25 17%AF	23 12%A	36 13%Af	32 11%A	30 17%AF
NET: Not convincing	695 34%	46 26%	35 35%	613 35%A	27 31%	60 26%	63 37%aF	57 31%	71 48%AbEFgHJKL	68 35%f	95 35%af	103 36%AF	70 38%AF
Don't have a view	293 14%	40 23%DgHJKLM	16 15%	237 13%	12 15%	38 16%	26 15%	24 13%	24 16%	21 11%	37 14%	31 11%	23 13%
Mean	2.67	2.87DGIJKLM	2.69l	2.65	2.76lm	2.85GijKLM	2.62i	2.72lm	2.37	2.65l	2.66l	2.67l	2.51
Standard deviation	0.95	0.88	0.94	0.96	0.95	0.90	0.95	1.02	0.96	0.92	0.98	0.94	0.95
Standard error	0.02	0.07	0.10	0.02	0.11	0.06	0.08	0.08	0.09	0.07	0.07	0.06	0.08

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 55

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Against: Since privatisation of the water industry, customers are 5 times less likely to have their water cut off, 8 times less likely to suffer from sewer flooding and 100 times less likely to have low water pressure**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Convincing	1015 50%	489 49%	526 51%	134 60% <sup>efgh</sup>	202 58% <sup>efgh</sup>	158 48%	164 46%	134 45%	222 47%	337 58% <sup>jk</sup>	322 47%	356 46%	285 51%	289 51%	197 48%	244 49%	179 52%	411 50%
Very convincing	(4) 373 18%	182 18%	190 18%	53 24% <sup>FGH</sup>	74 21%	60 19%	56 16%	47 15%	83 18%	127 22% <sup>JK</sup>	116 17%	129 17%	90 16%	110 19%	77 19%	95 19%	52 15%	151 18%
Fairly convincing	(3) 642 32%	306 31%	336 32%	81 36%	129 37% <sup>gh</sup>	97 30%	108 30%	88 29%	139 30%	210 36% <sup>JK</sup>	206 30%	227 29%	195 35% <sup>n</sup>	179 31%	120 29%	149 30%	127 37%	260 31%
Not very convincing	(2) 440 22%	246 25% <sup>B</sup>	194 19%	22 10%	61 17% <sup>C</sup>	60 18% <sup>C</sup>	91 25% <sup>CDE</sup>	76 25% <sup>CDe</sup>	131 28% <sup>CDE</sup>	83 14%	150 22% <sup>l</sup>	207 27% <sup>lJ</sup>	124 22%	121 21%	97 23%	98 20%	68 20%	186 22%
Not at all convincing	(1) 197 10%	118 12% <sup>B</sup>	79 8%	25 11% <sup>D</sup>	13 4%	37 11% <sup>D</sup>	27 8% <sup>D</sup>	41 14% <sup>DF</sup>	54 11% <sup>Df</sup>	38 7%	64 9%	95 12% <sup>l</sup>	64 12% <sup>O</sup>	58 10%	39 9%	36 7%	36 10%	73 9%
NET: Not convincing	637 31%	364 37% <sup>B</sup>	273 26%	47 21%	74 21%	97 30% <sup>CD</sup>	118 33% <sup>CD</sup>	117 39% <sup>CDE</sup>	184 39% <sup>CDef</sup>	121 21%	214 31% <sup>l</sup>	301 39% <sup>lJ</sup>	188 34% <sup>O</sup>	179 31%	135 33% <sup>o</sup>	134 27%	104 30%	259 31%
Don't have a view	382 19%	140 14%	242 23% <sup>A</sup>	45 20% <sup>h</sup>	75 21% <sup>H</sup>	71 22% <sup>H</sup>	78 22% <sup>H</sup>	50 16%	65 14%	120 21% <sup>K</sup>	148 22% <sup>K</sup>	114 15%	82 15%	104 18%	80 19% <sup>l</sup>	117 24% <sup>LM</sup>	62 18%	159 19%
Mean	2.72	2.65	2.80 <sup>A</sup>	2.90 <sup>efgh</sup>	2.95 <sup>efgh</sup>	2.71	2.68	2.56	2.62	2.93 <sup>JK</sup>	2.70 <sup>k</sup>	2.59	2.66	2.73	2.71	2.80 <sup>L</sup>	2.69	2.73
Standard deviation	0.94	0.97	0.91	0.98	0.82	0.99	0.90	0.97	0.95	0.89	0.94	0.96	0.94	0.96	0.95	0.93	0.92	0.93
Standard error	0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 56

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Against: Since privatisation of the water industry, customers are 5 times less likely to have their water cut off, 8 times less likely to suffer from sewer flooding and 100 times less likely to have low water pressure**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Convincing	1015 50%	83 47%	49 48%	882 50%	34 40%	111 47%	89 52%	99 55%E	80 54%e	104 53%e	143 52%e	131 46%	90 50%
Very convincing	(4) 373 18%	27 15%	21 21%	324 18%	15 17%	48 20%	33 19%	43 24%aKLM	39 27%AKLM	36 19%	40 14%	44 15%	25 14%
Fairly convincing	(3) 642 32%	56 32%	28 27%	558 32%	19 23%	63 27%	56 33%	56 31%	40 27%	68 35%e	103 38%bEFi	87 31%	65 36%ef
Not very convincing	(2) 440 22%	36 20%	23 22%	382 22%	18 21%	60 26%Gj	27 16%	42 23%	28 19%	34 18%	56 20%	74 26%Gj	42 23%
Not at all convincing	(1) 197 10%	17 10%	13 12%	167 10%	17 19%AFghJKLM	18 8%	18 11%	18 10%	11 7%	17 9%	28 10%	24 8%	17 9%
NET: Not convincing	637 31%	53 30%	36 35%	548 31%	34 40%GIJ	78 34%	45 26%	60 33%	39 26%	51 26%	84 30%	98 34%j	59 33%
Don't have a view	382 19%	41 23%H	17 17%	325 18%	17 20%	44 19%h	37 21%H	22 12%	30 20%h	40 20%h	48 18%	55 19%h	31 17%
Mean	2.72	2.68	2.68	2.73	2.47	2.74e	2.78e	2.78e	2.91aEkLm	2.80E	2.68	2.66	2.66
Standard deviation	0.94	0.94	1.02	0.94	1.09	0.94	0.97	0.97	0.97	0.92	0.90	0.90	0.89
Standard error	0.02	0.08	0.11	0.03	0.13	0.07	0.09	0.08	0.09	0.07	0.06	0.06	0.08

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 57

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Against: A Government which owned and ran the water industry wouldn't prioritise spending money on water because it needs to prioritise spending on other things like health, education and pensions instead**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)	
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792	
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829	
NET: Convincing	1029 51%	475 48%	554 53%A	119 53%	187 53%h	174 54%h	182 51%	149 50%	218 46%	306 53%k	356 52%	367 48%	291 53%	281 49%	212 51%	244 49%	177 51%	427 51%	
Very convincing	(4) 17%	344 14%	202 19%A	41 18%	71 20%fh	57 18%	52 15%	54 18%	68 15%	113 19%	109 16%	123 16%	81 15%	98 17%	73 18%	93 19%l	54 16%	137 17%	
Fairly convincing	(3) 34%	685 34%	333 34%	352 34%	78 35%	115 33%	118 36%	130 36%	95 32%	150 32%	193 33%	247 36%	245 32%	211 38% <sup>m</sup> O	183 32%	139 34%	152 31%	123 36%	289 35%
Not very convincing	(2) 24%	488 24%	283 29%B	204 20%	45 20%	73 21%	61 19%	82 23%	84 28% <sup>cd</sup> E	143 30% <sup>CDEF</sup>	118 20%	143 21%	227 29% <sup>IJ</sup>	131 24%	149 26%	98 24%	109 22%	76 22%	197 24%
Not at all convincing	(1) 10%	204 10%	116 12%B	89 9%	30 13% <sup>de</sup>	27 8%	26 8%	38 10%	28 9%	55 12% <sup>d</sup>	57 10%	64 9%	84 11%	61 11%	57 10%	39 10%	47 10%	35 10%	75 9%
NET: Not convincing	692 34%	399 40%B	293 28%	74 33%	100 29%	87 27%	119 33% <sup>e</sup>	112 37% <sup>DE</sup>	199 42% <sup>CDEF</sup>	175 30%	206 30%	311 40% <sup>IJ</sup>	192 35%	206 36%	138 33%	156 32%	111 32%	272 33%	
Don't have a view	312 15%	118 12%	194 19%A	32 14%	65 18%H	64 20% <sup>GH</sup>	58 16% <sup>h</sup>	39 13%	54 11%	97 17% <sup>K</sup>	122 18% <sup>K</sup>	93 12%	72 13%	84 15%	63 15%	94 19% <sup>Lm</sup>	57 16%	130 16%	
Mean	2.68	2.57	2.79A	2.68	2.80fH	2.79H	2.65	2.67	2.55	2.75K	2.71K	2.60	2.65	2.66	2.70	2.72	2.68	2.70	
Standard deviation	0.93	0.91	0.92	0.98	0.92	0.90	0.91	0.93	0.92	0.95	0.91	0.92	0.90	0.93	0.92	0.95	0.91	0.91	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 58

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Against: A Government which owned and ran the water industry wouldn't prioritise spending money on water because it needs to prioritise spending on other things like health, education and pensions instead**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Convincing	1029 51%	80 45%	59 58%AL	891 51%	40 47%	115 49%	87 51%	102 56%AL	83 56%al	94 48%	146 53%	130 46%	94 52%
Very convincing	(4) 344 17%	29 16%	23 23%kM	292 17%	21 25%fKIM	36 15%	28 16%	41 23%fKIM	31 21%M	32 17%	39 14%	45 16%	18 10%
Fairly convincing	(3) 685 34%	51 29%	36 35%e	599 34%	19 22%	79 34%e	59 35%e	61 34%e	52 35%e	62 32%	107 39%AEL	85 30%	76 42%AEJL
Not very convincing	(2) 488 24%	45 25%g	18 17%	425 24%	19 22%	60 26%g	30 17%	36 20%	31 21%	53 27%bg	66 24%	91 32%BGHIM	39 21%
Not at all convincing	(1) 204 10%	17 10%	9 9%	178 10%	14 17%jKL	25 11%	22 13%	19 10%	10 7%	17 9%	27 10%	25 9%	20 11%
NET: Not convincing	692 34%	62 35%	27 26%	603 34%	33 39%bi	84 36%	51 30%	55 30%	41 27%	70 36%	93 34%	116 41%BGHI	59 33%
Don't have a view	312 15%	35 20%dkl	16 15%	262 15%	12 14%	35 15%	32 19%	24 13%	25 17%	31 16%	36 13%	39 14%	27 15%
Mean	2.68	2.65	2.85flm	2.67	2.63	2.63	2.67	2.80l	2.84fLM	2.66	2.66	2.61	2.60
Standard deviation	0.93	0.94	0.94	0.92	1.10	0.92	0.97	0.97	0.89	0.91	0.88	0.90	0.87
Standard error	0.02	0.07	0.10	0.02	0.13	0.06	0.08	0.08	0.08	0.07	0.06	0.06	0.07

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 59

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Against: We don't need to nationalise water - water companies provide a good service and are well regulated**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Convincing	1042	477	565	116	192	155	176	152	252	308	331	404	284	288	219	252	175	419
	51%	48%	54%A	51%	55%	48%	49%	50%	54%	53%	48%	52%	51%	50%	53%	51%	51%	51%
Very convincing	(4) 313	141	172	20	66	57	37	44	89	86	93	133	70	86	68	89	41	119
	15%	14%	16%	9%	19%CF	17%CF	10%	15%c	19%CF	15%	14%	17%j	13%	15%	16%	18%L	12%	14%
Fairly convincing	(3) 730	336	394	96	126	98	140	108	163	222	238	270	214	202	151	163	134	299
	36%	34%	38%a	43%Eh	36%	30%	39%E	36%	35%	38%	35%	35%	39%o	35%	37%	33%	39%	36%
Not very convincing	(2) 406	230	176	44	69	78	69	58	89	112	147	147	114	113	84	94	70	178
	20%	23%B	17%	19%	20%	24%	19%	19%	19%	19%	21%	19%	21%	20%	20%	19%	20%	21%
Not at all convincing	(1) 257	163	94	26	25	22	53	49	81	51	76	130	88	74	43	52	43	92
	13%	16%B	9%	12%e	7%	7%	15%DE	16%DE	17%cDE	9%	11%	17%IJ	16%NO	13%	10%	10%	13%	11%
NET: Not convincing	662	393	269	70	94	100	122	107	169	163	222	277	202	188	126	146	114	270
	33%	40%B	26%	31%	27%	31%	34%d	36%D	36%D	28%	32%	36%I	36%O	33%	31%	30%	33%	33%
Don't have a view	329	122	207	40	66	70	62	42	49	106	132	91	70	96	68	96	56	140
	16%	12%	20%A	18%H	19%H	22%GH	17%H	14%	10%	18%K	19%K	12%	13%	17%I	16%	19%L	16%	17%
Mean	2.64	2.52	2.77A	2.59	2.82CFGH	2.74Fg	2.53	2.57	2.62	2.73K	2.63	2.60	2.55	2.63	2.71L	2.73L	2.60	2.65
Standard deviation	0.95	0.97	0.90	0.86	0.89	0.90	0.92	0.98	1.02	0.88	0.92	1.01	0.95	0.95	0.92	0.95	0.91	0.92
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 60

**Q.5 Here are some arguments for and against nationalising water and sewerage services in England. Nationalising refers to the process of moving something from private ownership to public ownership - which means instead of being owned and run by private companies, it will be owned and run by the Government. How personally convincing do you find the following arguments for and against the nationalisation of water and sewerage services in England?**

**Against: We don't need to nationalise water - water companies provide a good service and are well regulated**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Convincing	1042 51%	73 41%	60 59%AkL	909 52%A	47 55%Al	124 53%Al	101 59%AKL	97 53%Al	79 53%Al	112 57%AkL	130 47%	125 44%	95 52%a
Very convincing	(4) 313 15%	20 12%	21 21%aKl	271 15%	23 27%AFgjKLM	38 16%K	28 16%K	38 21%AKL	26 18%K	32 16%K	24 9%	37 13%	25 14%
Fairly convincing	(3) 730 36%	53 30%	39 38%	638 36%	24 28%	85 37%	73 43%AEhL	59 32%	53 36%	80 41%AeL	106 39%al	88 31%	70 39%
Not very convincing	(2) 406 20%	36 20%e	15 14%	355 20%	10 11%	41 18%	24 14%	41 23%Eg	30 20%	37 19%	60 22%Eg	73 26%BEfG	39 22%eg
Not at all convincing	(1) 257 13%	27 15%h	12 11%	218 12%	16 19%GHj	33 14%	16 9%	16 9%	20 13%	21 11%	40 15%h	37 13%	21 12%
NET: Not convincing	662 33%	63 35%G	26 26%	573 33%	26 30%	75 32%g	39 23%	57 31%	49 33%g	58 29%	101 37%bG	109 38%BGj	60 33%g
Don't have a view	329 16%	41 23%DfhIjkm	16 15%	273 16%	12 14%	36 15%	31 18%	28 15%	20 14%	26 13%	43 16%	51 18%	26 14%
Mean	2.64	2.49	2.80AKL	2.65a	2.75k	2.65	2.81AKL	2.78AKL	2.67	2.73AKI	2.49	2.53	2.64
Standard deviation	0.95	0.97	0.96	0.94	1.13	0.98	0.88	0.94	0.97	0.91	0.90	0.94	0.91
Standard error	0.02	0.08	0.10	0.02	0.13	0.07	0.08	0.07	0.09	0.07	0.06	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 61

**Q.6 How confident are you, or would you be, in the ability of each of the following to run regional water and sewerage services in England?**

**Summary Table**

**Base: All respondents**

	Organisations	
	A combination of local councils and trade unions	Private companies
Unweighted base	2034	2034
Weighted base	2034	2034
NET: Confident	665 33%	1088 53%
Very confident (4)	105 5%	155 8%
Fairly confident (3)	560 28%	933 46%
Not very confident (2)	591 29%	411 20%
Not at all confident (1)	401 20%	190 9%
NET: Not confident	992 49%	601 30%
Don't know	377 19%	345 17%
Mean	2.22	2.62
Standard deviation	0.89	0.80
Standard error	0.02	0.02

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 62

**Q.6 How confident are you, or would you be, in the ability of each of the following to run regional water and sewerage services in England?**

**A combination of local councils and trade unions**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector		
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)	
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792	
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829	
NET: Confident	665 33%	345 35% <sup>b</sup>	320 31%	99 44% <sup>FGH</sup>	147 42% <sup>fGH</sup>	120 37% <sup>GH</sup>	124 34% <sup>GH</sup>	69 23%	106 23%	246 43% <sup>JK</sup>	244 36% <sup>K</sup>	175 23%	174 31%	176 31%	149 36%	166 34%	144 42% <sup>q</sup>	288 35%	
Very confident	(4) 5%	105 7% <sup>B</sup>	66 4%	39 5%	11 7% <sup>H</sup>	26 7% <sup>H</sup>	22 7% <sup>H</sup>	18 5%	13 4%	15 3%	37 6% <sup>K</sup>	40 6% <sup>k</sup>	28 4%	30 5%	28 5%	20 5%	27 6%	24 7%	48 6%
Fairly confident	(3) 28%	560 28%	279 27%	281 39% <sup>eFGH</sup>	121 34% <sup>GH</sup>	98 30% <sup>GH</sup>	106 29% <sup>GH</sup>	56 19%	91 19%	209 36% <sup>JK</sup>	204 30% <sup>K</sup>	147 19%	144 26%	149 26%	129 31%	139 28%	120 35% <sup>q</sup>	240 29%	
Not very confident	(2) 29%	591 31%	303 28%	289 26%	59 26%	97 28%	83 26%	107 30%	94 31%	152 32% <sup>e</sup>	156 27%	190 28%	245 32% <sup>i</sup>	157 28%	184 32% <sup>o</sup>	118 29%	132 27%	87 25%	251 30%
Not at all confident	(1) 20%	401 24% <sup>B</sup>	240 15%	161 7%	29 8%	42 13% <sup>Cd</sup>	59 16% <sup>CD</sup>	89 30% <sup>CDEF</sup>	166 35% <sup>CDEF</sup>	45 8%	100 15% <sup>I</sup>	256 33% <sup>IJ</sup>	137 25% <sup>mNO</sup>	112 20%	70 17%	82 17%	48 14%	136 16%	
NET: Not confident	992 49%	542 55% <sup>B</sup>	450 43%	75 33%	126 36%	125 38%	166 46% <sup>CDe</sup>	183 61% <sup>CDEF</sup>	318 68% <sup>CDEFg</sup>	201 35%	291 42% <sup>I</sup>	501 65% <sup>IJ</sup>	293 53% <sup>nO</sup>	296 52% <sup>nO</sup>	188 46%	214 43%	135 39%	387 47% <sup>P</sup>	
Don't know	377 19%	105 11%	272 26% <sup>A</sup>	52 23% <sup>H</sup>	79 22% <sup>gH</sup>	80 25% <sup>GH</sup>	70 20% <sup>H</sup>	49 16% <sup>H</sup>	46 10%	130 23% <sup>K</sup>	150 22% <sup>K</sup>	96 12%	88 16%	99 17%	76 18%	114 23% <sup>LM</sup>	65 19%	154 19%	
Mean	2.22	2.19	2.26	2.54 <sup>FGH</sup>	2.53 <sup>FGH</sup>	2.41 <sup>GH</sup>	2.29 <sup>GH</sup>	1.97	1.89	2.53 <sup>JK</sup>	2.34 <sup>K</sup>	1.92	2.14	2.19	2.29 <sup>L</sup>	2.29 <sup>L</sup>	2.43 <sup>q</sup>	2.30	
Standard deviation	0.89	0.92	0.84	0.74	0.81	0.87	0.86	0.88	0.86	0.78	0.87	0.87	0.92	0.87	0.86	0.89	0.87	0.87	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03	

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 63

**Q.6 How confident are you, or would you be, in the ability of each of the following to run regional water and sewerage services in England?**

**A combination of local councils and trade unions**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Confident	665 33%	54 31%	24 24%	587 33%b	35 42%Bm	88 38%Bm	57 33%	58 32%	47 31%	67 34%b	88 32%	95 33%b	51 28%
Very confident	(4) 105 5%	10 6%L	2 2%	93 5%	9 11%BjklM	20 9%BkLM	9 5%L	10 5%L	15 10%BjklM	8 4%l	13 5%L	3 1%	5 3%
Fairly confident	(3) 560 28%	44 25%	22 22%	494 28%	26 31%	68 29%	48 28%	49 27%	32 21%	58 30%	75 27%	92 32%bl	46 26%
Not very confident	(2) 591 29%	49 27%	28 28%	515 29%	20 24%	65 28%	47 28%	52 29%	52 35%	55 28%	78 28%	87 31%	59 32%
Not at all confident	(1) 401 20%	29 16%	26 26%afk	346 20%	17 20%	38 16%	34 20%	37 20%	33 22%	43 22%	45 17%	55 19%	44 24%afk
NET: Not confident	992 49%	77 44%	55 54%	860 49%	37 44%	103 44%	81 47%	89 49%	85 57%AeFK	97 50%	123 45%	143 50%	102 57%AeFK
Don't know	377 19%	45 26%DefJLM	23 23%l	308 18%	13 15%	43 18%	33 19%i	34 19%	17 11%	31 16%	63 23%llm	47 17%	27 15%
Mean	2.22	2.27Bm	1.99	2.23B	2.38BM	2.37BLM	2.24b	2.21	2.22	2.20	2.26Bm	2.18	2.08
Standard deviation	0.89	0.89	0.85	0.89	0.98	0.92	0.90	0.90	0.95	0.89	0.86	0.80	0.84
Standard error	0.02	0.07	0.10	0.02	0.12	0.07	0.08	0.07	0.08	0.07	0.06	0.05	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 64

**Q.6 How confident are you, or would you be, in the ability of each of the following to run regional water and sewerage services in England?**

**Private companies**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Confident	1088 53%	588 59%B	500 48%	132 59%e	188 54%	164 50%	189 52%	153 51%	262 56%	321 56%	352 51%	415 54%	312 56%o	315 55%	215 52%	246 50%	171 50%	466 56%p
Very confident	(4) 155 8%	92 9%B	62 6%	27 12%deFH	24 7%	21 7%	19 5%	31 10%F	32 7%	51 9%j	40 6%	63 8%	47 9%	40 7%	30 7%	38 8%	30 9%	62 7%
Fairly confident	(3) 933 46%	495 50%B	438 42%	105 47%	164 47%	143 44%	169 47%	121 40%	230 49%G	270 47%	312 46%	352 46%	264 48%	276 48%o	185 45%	208 42%	141 41%	405 49%P
Not very confident	(2) 411 20%	189 19%	222 21%	31 14%	72 20%c	66 20%c	78 22%C	57 19%	108 23%C	102 18%	144 21%	165 21%	108 19%	119 21%	87 21%	97 20%	78 23%	163 20%
Not at all confident	(1) 190 9%	115 12%B	75 7%	16 7%	16 5%	21 7%	36 10%D	41 14%CDE	59 13%cDE	32 6%	58 8%i	100 13%lJ	59 11%	49 9%	40 10%	42 8%	38 11%	65 8%
NET: Not confident	601 30%	304 31%	297 29%	47 21%	88 25%	87 27%	114 32%Cd	98 33%Cd	167 35%CDE	135 23%	201 29%l	265 34%lj	167 30%	168 29%	127 31%	139 28%	116 34%q	228 28%
Don't know	345 17%	101 10%	244 23%A	47 21%H	75 21%fH	74 23%FgH	57 16%H	50 17%H	41 9%	122 21%K	131 19%K	92 12%	76 14%	89 16%	71 17%	109 22%LMn	58 17%	134 16%
Mean	2.62	2.63	2.61	2.80eFGH	2.71FgH	2.65	2.57	2.57	2.55	2.75JK	2.61	2.56	2.63	2.63	2.60	2.63	2.57	2.67
Standard deviation	0.80	0.84	0.76	0.80	0.71	0.75	0.78	0.91	0.82	0.75	0.77	0.85	0.82	0.77	0.81	0.81	0.85	0.77
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.06	0.04	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 65

**Q.6 How confident are you, or would you be, in the ability of each of the following to run regional water and sewerage services in England?**

**Private companies**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Confident	1088 53%	74 42%	42 42%	972 55%AB	45 53%a	122 52%A	94 55%Ab	106 59%AB	89 60%AB	102 52%a	142 52%A	156 55%AB	115 63%ABFJK
Very confident	(4) 155 8%	5 3%	9 8%A	141 8%A	13 15%AFGKLM	15 6%	11 6%	31 17%AbFGJKLM	16 11%AKI	16 8%A	14 5%	15 5%	11 6%
Fairly confident	(3) 933 46%	69 39%	34 33%	831 47%AB	32 38%	108 46%B	83 48%aB	75 42%	73 49%aB	86 44%	128 47%B	141 49%ABe	104 58%ABEFHJK
Not very confident	(2) 411 20%	34 19%	24 23%	354 20%	19 23%	50 21%	30 18%	33 18%	24 16%	49 25%im	51 18%	66 23%	31 17%
Not at all confident	(1) 190 9%	25 14%DhkL	9 9%	155 9%	8 9%	27 12%	14 8%	14 8%	17 11%	17 9%	22 8%	20 7%	15 8%
NET: Not confident	601 30%	59 33%	33 33%	509 29%	27 32%	77 33%	44 26%	48 26%	41 28%	66 34%	73 27%	86 30%	46 25%
Don't know	345 17%	45 25%DeFHIJLM	26 26%DeFHIJLM	274 16%	13 15%	35 15%	33 19% <i>m</i>	27 15%	18 12%	27 14%	59 22% <i>fijjlm</i>	42 15%	20 11%
Mean	2.62	2.40	2.55	2.65A	2.69A	2.55	2.66A	2.80AbFjkL	2.68A	2.60a	2.62A	2.62A	2.68A
Standard deviation	0.80	0.84	0.86	0.79	0.90	0.82	0.77	0.87	0.85	0.80	0.76	0.73	0.74
Standard error	0.02	0.07	0.10	0.02	0.11	0.06	0.07	0.07	0.08	0.06	0.05	0.05	0.06

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Water UK Public Reputation Survey**  
**ONLINE Fieldwork: 15th-17th February 2019**

Absolutes/col percents

Table 66

**Q.7 Which of the following do you think are best placed to manage and make decisions on the running of regional water and sewerage services in England?**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
A combination of local councils and trade unions	1000 49%	469 47%	530 51%	121 54%GH	201 57%GH	187 58%fGH	183 51%GH	127 42%	181 38%	322 56%K	370 54%K	308 40%	264 48%	275 48%	214 52%	246 50%	207 60%Q	391 47%
Private companies	1034 51%	523 53%	511 49%	104 46%	151 43%	138 42%	177 49%e	174 58%CDEF	290 62%CDEF	255 44%	315 46%	464 60%IJ	291 52%	296 52%	198 48%	248 50%	138 40%	437 53%P

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 67

**Q.7 Which of the following do you think are best placed to manage and make decisions on the running of regional water and sewerage services in England?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
A combination of local councils and trade unions	1000 49%	116 65%DBFGHIJKLMI2%	43	841 48%	48 56%bIM	120 51%M	79 46%	84 47%	67 45%	89 46%	155 56%BghiJLM	128 45%	72 40%
Private companies	1034 51%	61 35%	59 58%AeK	914 52%A	38 44%	114 49%A	92 54%Ak	97 53%Ak	81 55%Ak	106 54%AK	120 44%a	157 55%AeK	109 60%AEFK

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 68

**Q.8 Based on the information you have just seen and what you know about water and sewerage services, to what extent do you support or oppose the nationalisation of water and sewerage services in England?**

**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2034	1009	1025	212	318	349	371	305	479	530	720	784	514	581	392	547	307	792
Weighted base	2034	992	1042	226	352	325	360	301	471	577	685	772	555	571	413	494	345	829
NET: Support	850 42%	465 47%B	385 37%	91 40%	144 41%	142 44%	164 46%g	114 38%	194 41%	235 41%	306 45%k	309 40%	256 46%O	240 42%	168 41%	185 37%	176 51%Q	343 41%
Strongly support	(4) 13%	266 17%B	93 9%	28 13%	37 11%	41 13%	49 14%	43 14%	67 14%	66 11%	90 13%	109 14%	85 15%o	78 14%	47 11%	56 11%	58 17%Q	94 11%
Tend to support	(3) 29%	585 30%	292 28%	63 28%	106 30%	100 31%g	115 32%G	72 24%	128 27%	169 29%	216 32%K	199 26%	172 31%	162 28%	121 29%	129 26%	117 34%	248 30%
Tend to oppose	(2) 24%	496 24%	257 25%	60 26%	85 24%	73 23%	80 22%	80 26%	118 25%	145 25%	153 22%	198 26%	135 24%	141 25%	91 22%	129 26%	67 19%	203 24%
Strongly oppose	(1) 12%	253 15%B	107 10%	22 10%	29 8%	26 8%	35 10%	45 15%DEF	95 20%CDEFg	52 9%	60 9%	141 18%IJ	66 12%	85 15%O	55 13%o	47 9%	26 7%	96 12%p
NET: Oppose	749 37%	385 39%	364 35%	82 36%	115 33%	99 30%	115 32%	125 41%DEF	214 45%CDEF	197 34%	214 31%	338 44%IJ	201 36%	225 39%	146 35%	176 36%	93 27%	299 36%P
Don't know	435 21%	143 14%	292 28%A	53 23%H	93 26%H	84 26%H	81 22%H	62 20%H	63 13%	146 25%K	165 24%K	124 16%	98 18%	106 19%	98 24%Lm	133 27%LM	77 22%	187 23%
Mean	2.54	2.58	2.50	2.56	2.59H	2.66GH	2.64gH	2.47	2.41	2.58K	2.65K	2.43	2.60	2.50	2.51	2.54	2.78Q	2.53
Standard deviation	0.95	1.00	0.89	0.91	0.87	0.89	0.91	0.99	1.02	0.89	0.90	1.01	0.95	0.97	0.95	0.91	0.90	0.92
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Water UK Public Reputation Survey

### ONLINE Fieldwork: 15th-17th February 2019

Absolutes/col percents

Table 69

**Q.8 Based on the information you have just seen and what you know about water and sewerage services, to what extent do you support or oppose the nationalisation of water and sewerage services in England?**

**Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2034	199	103	1732	86	233	167	187	148	198	258	283	172
Weighted base	2034	177	102*	1755	85*	234	171	181	148	195	275	285	181
NET: Support	850 42%	84 48%Bgj	32 32%	734 42%b	32 38%	105 45%B	63 37%	73 41%	58 39%	72 37%	133 49%BGIJm	126 44%B	70 39%
Strongly support	(4) 266 13%	28 16%Bm	5 4%	233 13%B	15 18%Bm	45 19%BgHJLM	21 12%b	20 11%b	23 16%Bm	24 12%b	39 14%B	30 10%b	16 9%
Tend to support	(3) 585 29%	56 32%e	28 27%	501 29%	17 20%	59 25%	43 25%	53 29%	35 24%	49 25%	95 34%EFgj	96 34%Efglj	54 30%
Tend to oppose	(2) 496 24%	33 19%	23 23%	440 25%a	24 28%a	48 21%	51 30%Afkl	44 24%	43 29%Af	53 27%a	59 22%	61 22%	57 32%AFKL
Strongly oppose	(1) 253 12%	11 6%	21 21%DAFgKL	220 13%A	12 14%Ak	27 11%a	20 12%a	33 18%AfKI	27 18%AfKI	26 13%Ak	20 7%	32 11%a	24 13%Ak
NET: Oppose	749 37%	44 25%	44 44%AfKI	661 38%A	36 42%AK	75 32%	70 41%AfK	77 43%AFKI	70 47%AFKL	79 40%AK	79 29%	93 33%a	81 45%AFKL
Don't know	435 21%	49 28%DHIM	25 25%l	361 21%	17 20%	55 23%l	37 22%i	31 17%	20 14%	44 23%i	62 23%l	65 23%l	29 16%
Mean	2.54	2.79DBeGHIJLM	2.20	2.54B	2.52b	2.69BgHIJm	2.48b	2.40	2.42	2.46b	2.72BGHIJm	2.56B	2.41
Standard deviation	0.95	0.88	0.92	0.95	1.03	1.01	0.93	0.98	1.02	0.96	0.87	0.90	0.88
Standard error	0.02	0.07	0.11	0.03	0.12	0.08	0.08	0.08	0.09	0.08	0.06	0.06	0.07

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**