

# South Staffs Water Business Plan Acceptability Study Main Study Results

June 2014

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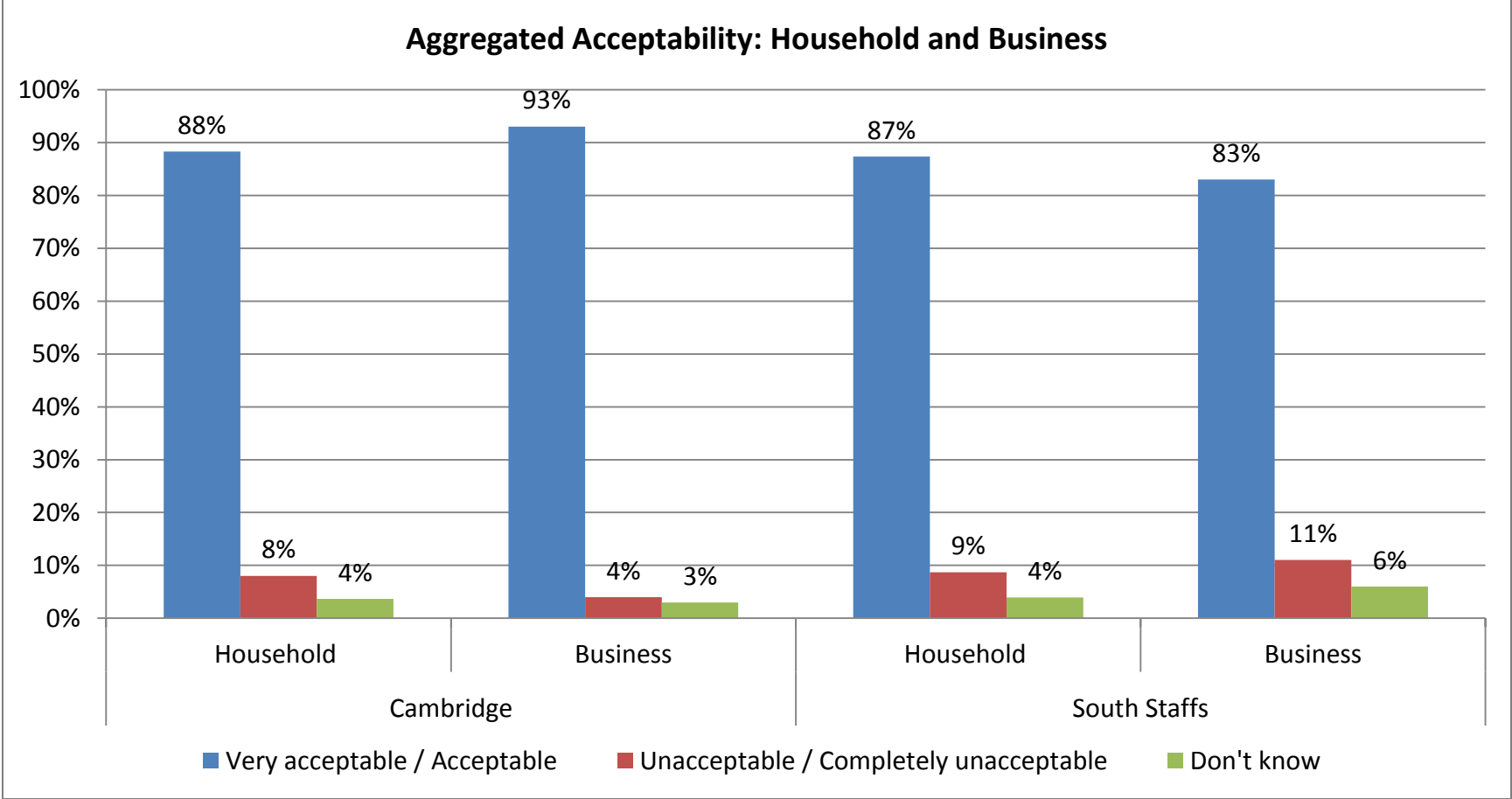
# Overview of the study

- The Acceptability survey completed and results collated
  - This is a test of the revised business plan
  - Aim is to understand how acceptable the plan is
- 1000 surveys conducted with customers:
  - 800 Household
    - 500 South Staffs
    - 300 Cambridge
  - 200 Business Online
    - 100 each region
- Survey modes
  - Household – CAPI and Online
  - Business – CATI and Online

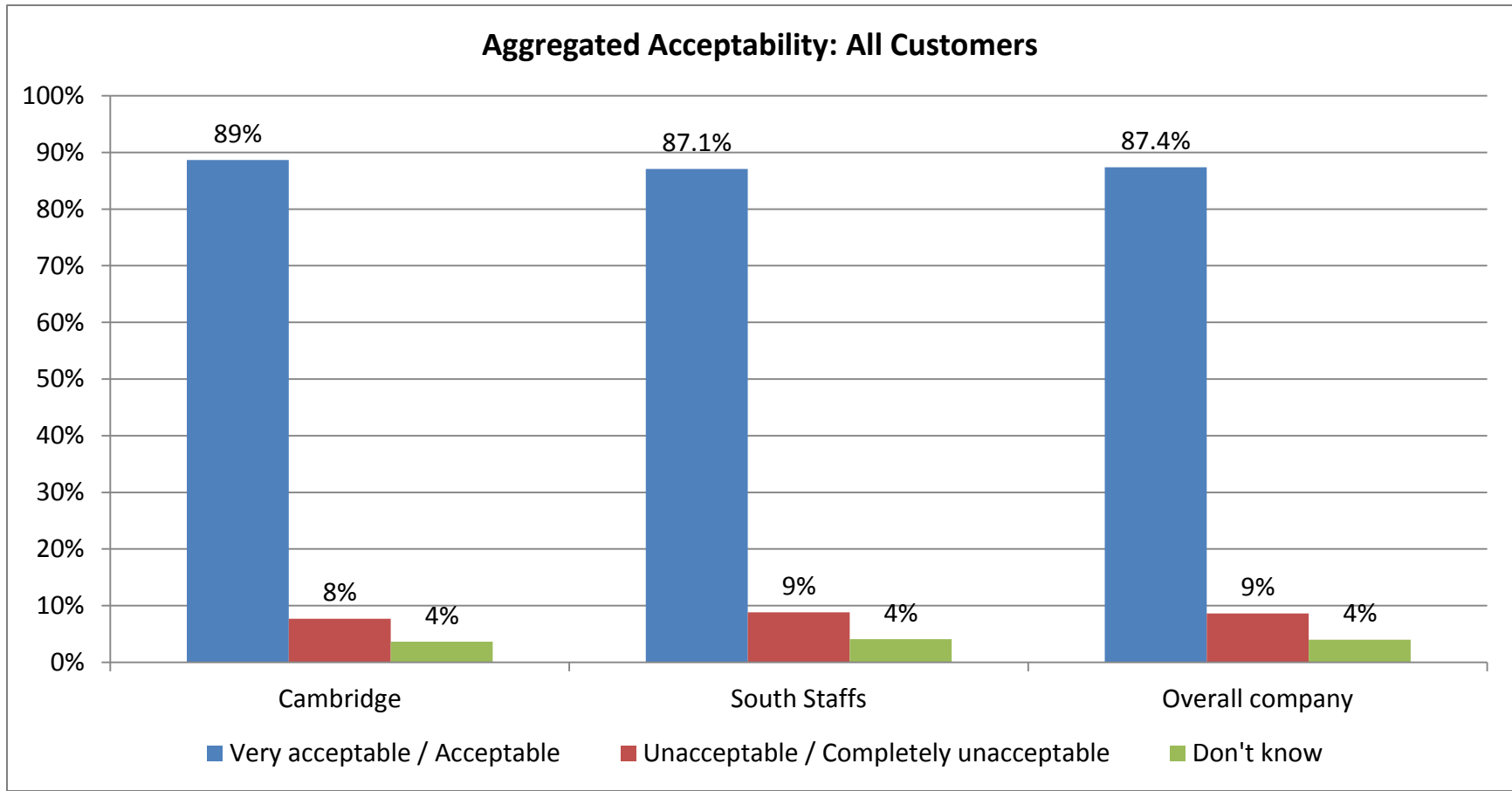
## Price Base – Real

- All prices are shown in real terms
- REAL
  - This involved presenting all figures in real terms to 2020
  - All appropriate references to inflation, including example of the impact inflation has on the bill included
- Aligns with the reported values by Ofwat of the enhanced companies. This approach was agreed after discussions with Ofwat and the CCG.

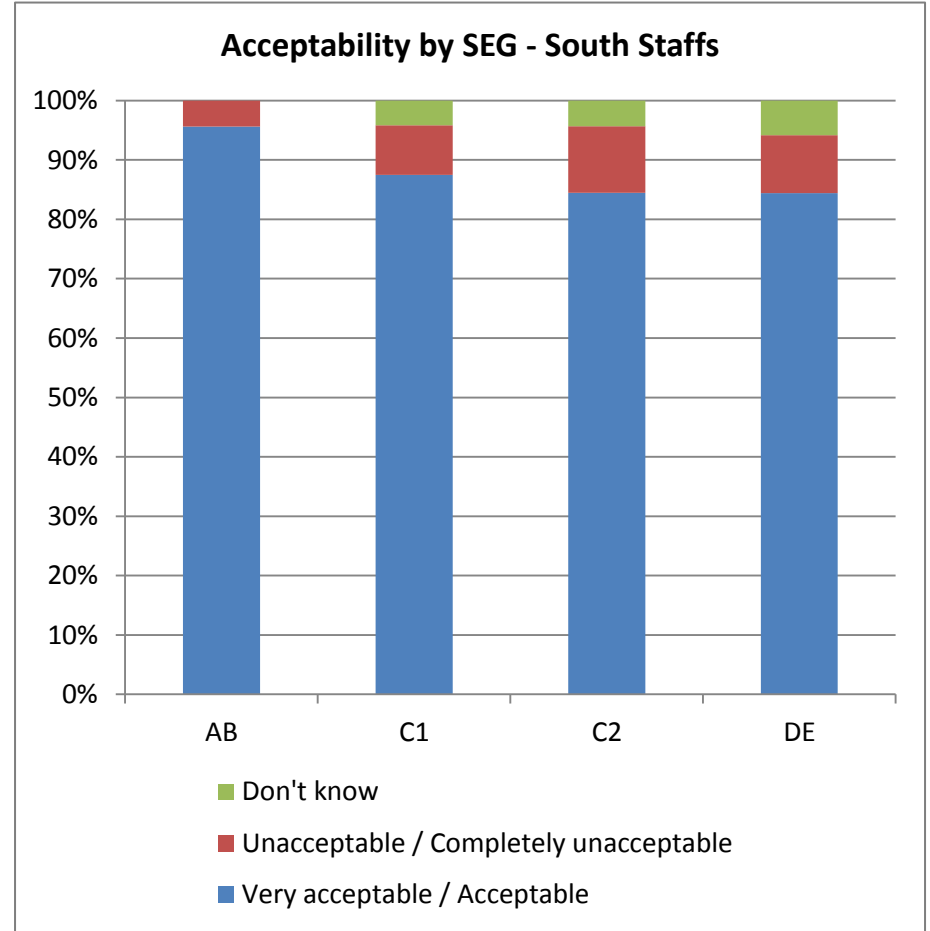
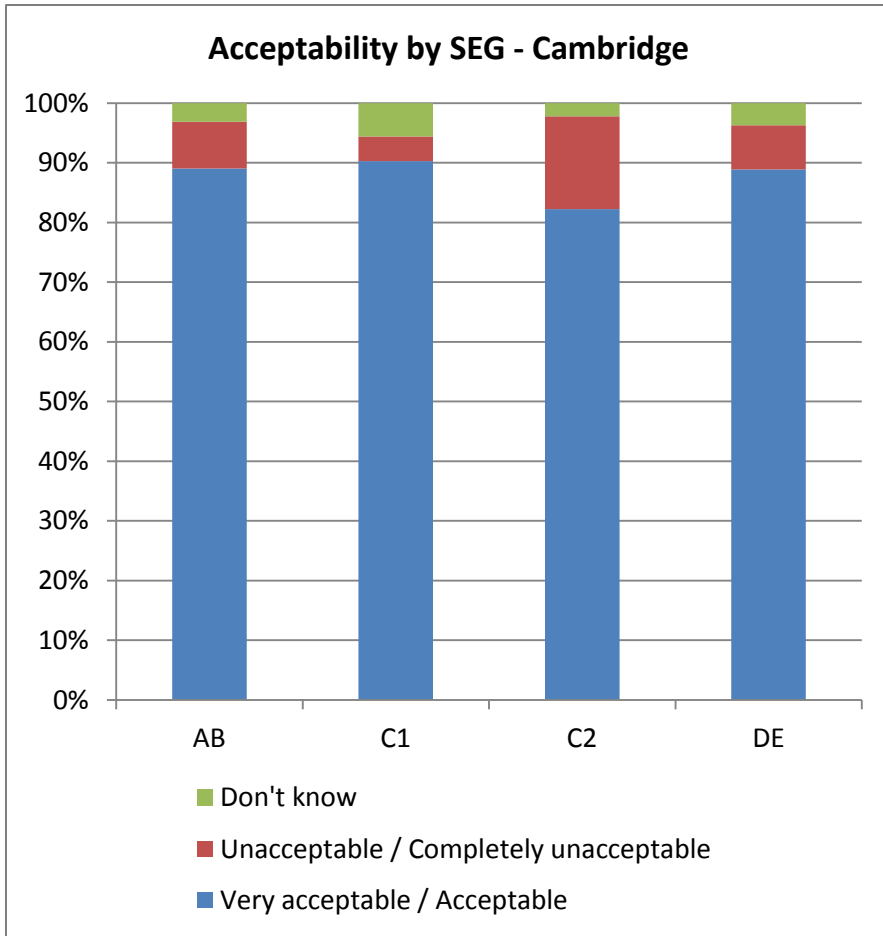
# Acceptability results - split by region and customer type



# Acceptability results - split by region and overall



# Acceptability by SEG - low SEG find high acceptability

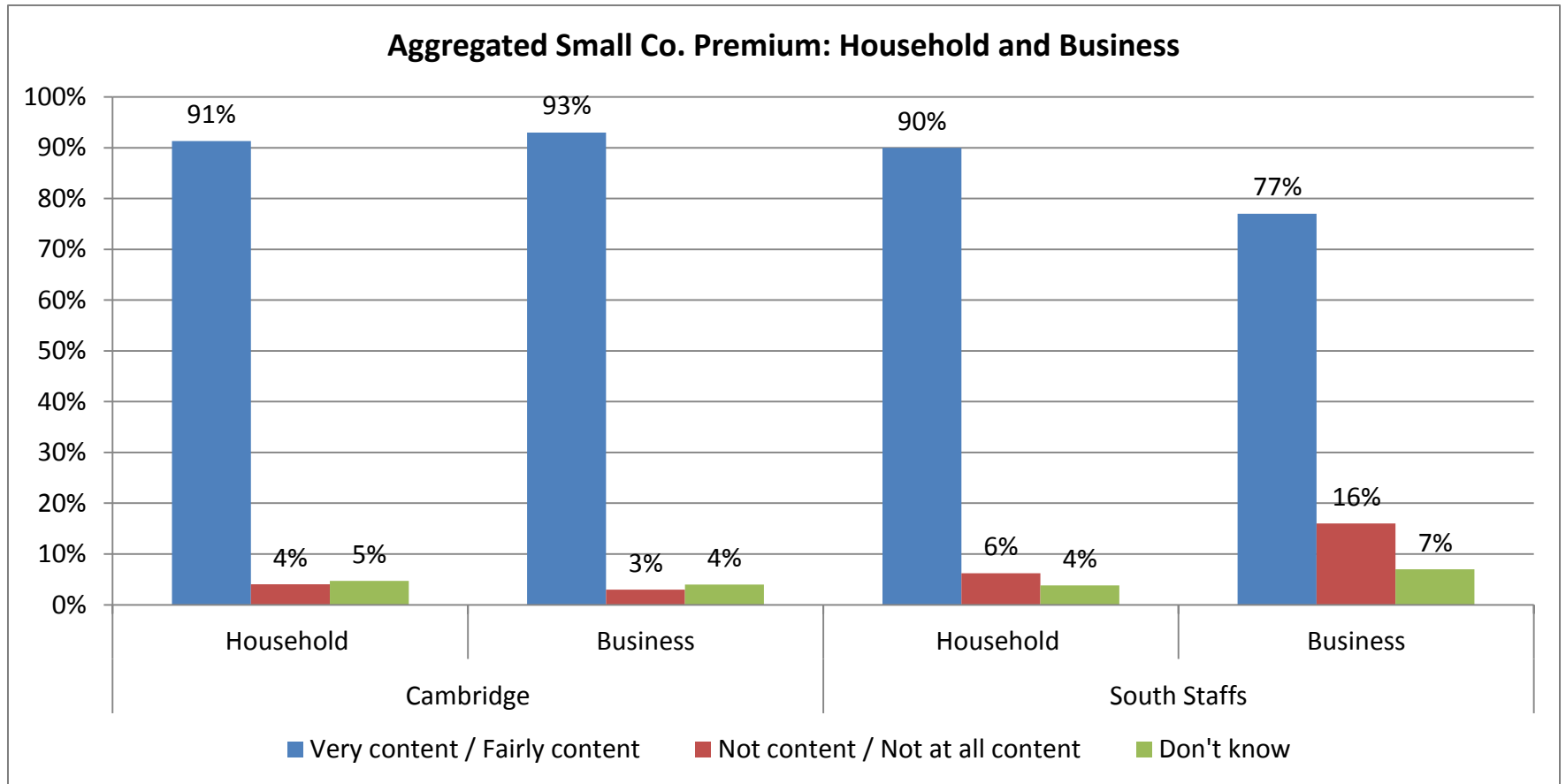


# Findings

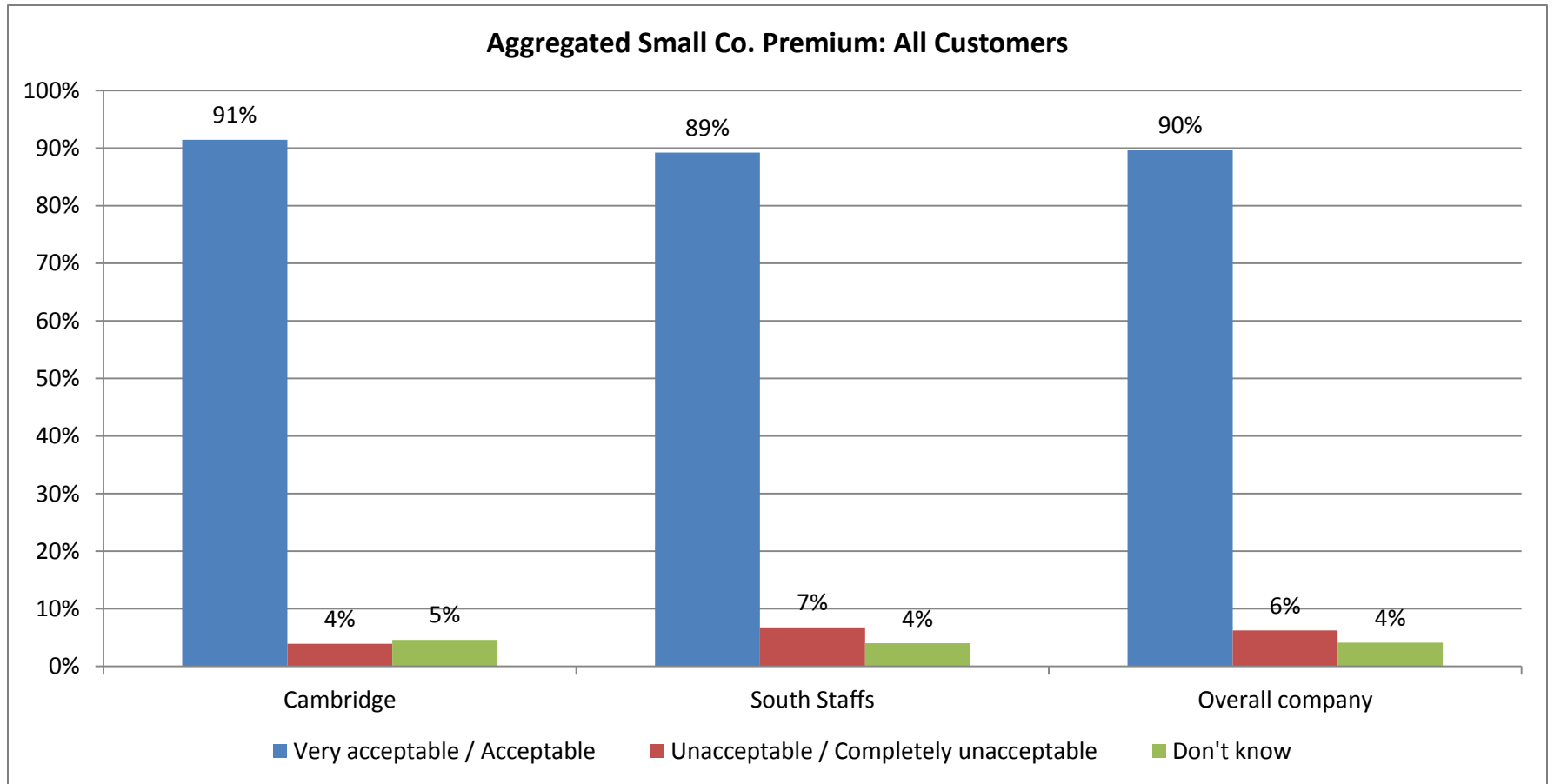
- High levels of acceptability
- Across all regions and customer types
- Results are for a representative sample of customers
- SEG has an impact, but all categories find high levels of acceptability



# Small Company Premium – split region & customer



# Small company premium - split by region and overall



# Summary

- Survey works well with good engagement from customers
- Significant support for the plans evident
- Overall acceptability is high
- Support for local premia also high
- Next steps are to fully analyse the data
  - E.g., Initiatives, full sample information, etc
- Produce reports