

# STAKEHOLDER TRACKING

Q4 2022

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# STAKEHOLDER TRACKING – Q4 2022

## INTRODUCTION

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This is an ongoing research programme with NWG's key stakeholders tracking key measures to understand the satisfaction with engagement with this group

- Carried out by phone
- 50 interviews per quarter
- Data provided by NWG to Trinity McQueen
- Quotas set in proportion to the profile of stakeholders by:
  - Region – NW, ESW and National
  - Type – Public Affairs, NGO and Media
- Q4 fieldwork dates: 28 November to 12 December
- Average interview length: 13 minutes

Type of business	Number of interviews
Public	27
NGO	22
Media	1

Topics discussed cover:

- Trust and other brand values measures
- Likelihood to recommend, with reasons
- Overall satisfaction
- Contact satisfaction (where applicable)
- Preferences for information channels

Location	Number of interviews
NWG	50
NW	36
ESW	6
National	8

# STAKEHOLDER TRACKING – Q4 2022

## SUMMARY

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The final results of the year show a decline in most measures, the biggest decline being NPS (Q3 33.3 to Q4 26.7), and providing an unrivalled customer experience (Q3 7.8 to Q4 6.9). We do see a 0.2 increase in overall satisfaction (Q4 8.3) and a 4% increase stakeholders saying they are provided all the information wanted to feel informed (Q4 84%). You can find the summary tables in this report from pages 14 to 17

Overall trust declined by 0.3 to 8.1 in Q4, leaving our final 2022 result at 8.0, 0.9 below target. Even though we see a 0.8 increase in trust from Q3 to Q4 for ESW (Q4 8.0), and a similar pattern for National ie 0.1 increase (Q4 8.9), we see the opposite in NW with a decline of 0.7 (Q4 7.9)

NW key measures declined across the board, with the biggest drop being for NPS (Q3 37.9 to Q4 29.4), and providing an unrivalled customer experience (Q3 7.9 to Q4 6.8)

There is positive news for ESW with most measures increasing, the biggest being a 39% increase for providing all the information wanted to feel informed (Q4 83%), and a 1.1 increase in providing reliable and resilient services (Q4 8.2). There is a similar pattern for NPS for ESW with a 33.3 decline compared to Q3 (Q4 - 33.3)

On average throughout 2022, 54% of Stakeholders indicate that they have had contact in the last three months. Compared to Q3, we see a 10% decline for those who have never had contact (Q4 4%)

Email has consistently been the channel of the most recent contact throughout 2022. In Q4 we see a 10% increase (compared to Q3) in stakeholders attending events in the area (Q4 19%), taking us close to where we were at the start of the year (Q1 17%)

The top five preferred channels for regular information (based on the average of the 2022 results): email (93%); Company website (60%); events in the area (59%); dedicated newsletter (52%) and Social Media (48%)

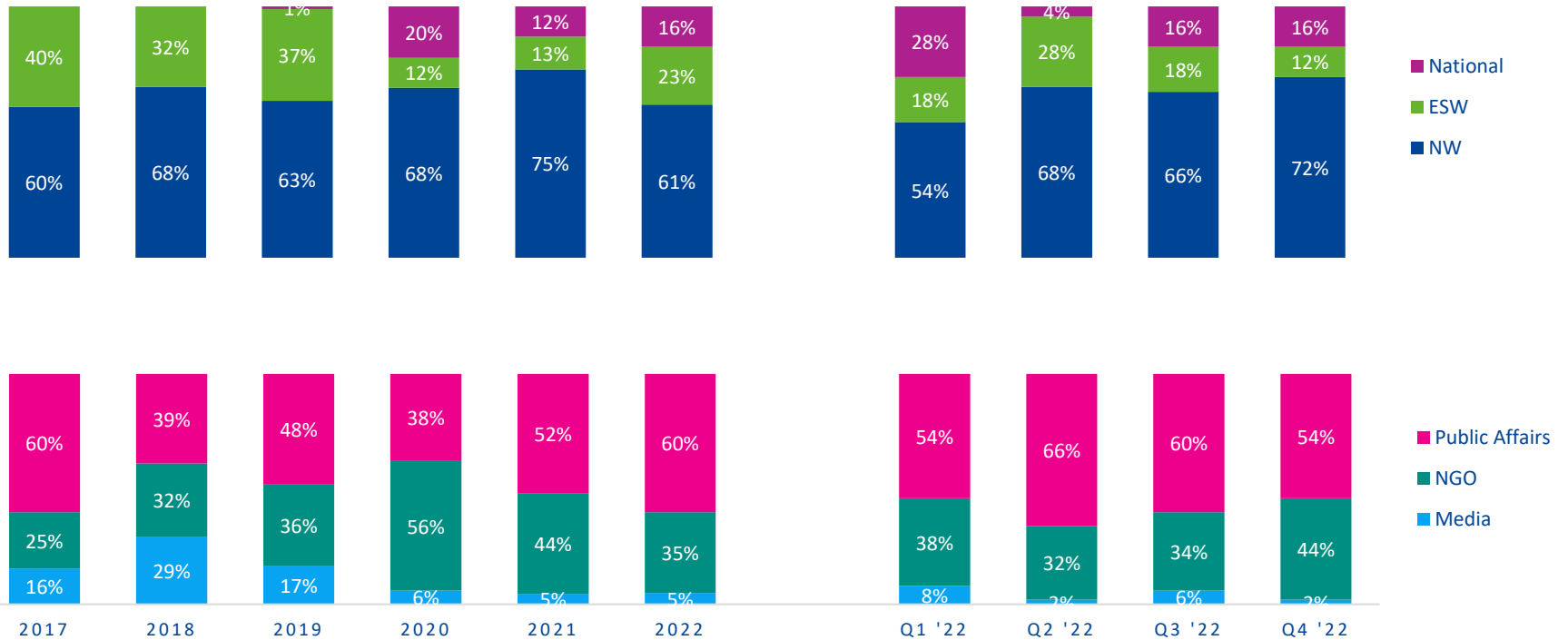
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# SAMPLE PROFILE

# STAKEHOLDER TRACKING – Q4 2022

## SAMPLE PROFILE

Variation in profile from year to year



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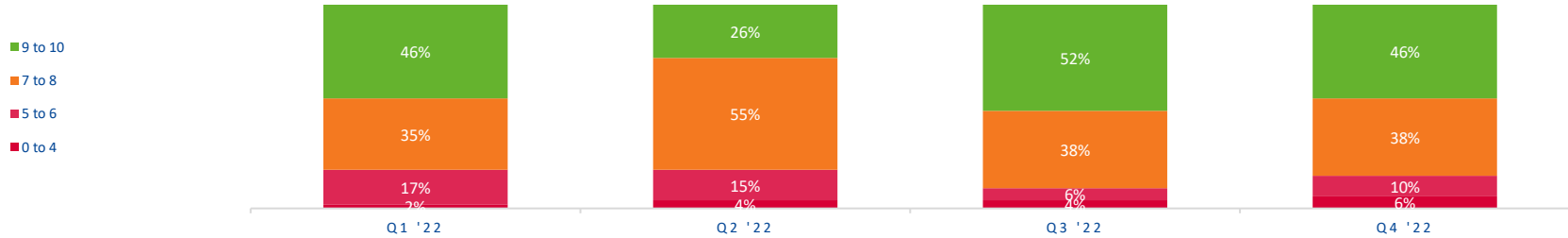
# SATISFACTION

WITH TRUST, OVERALL SATISFACTION AND BRAND VALUES

# STAKEHOLDER TRACKING – Q4 2022

## TRUST

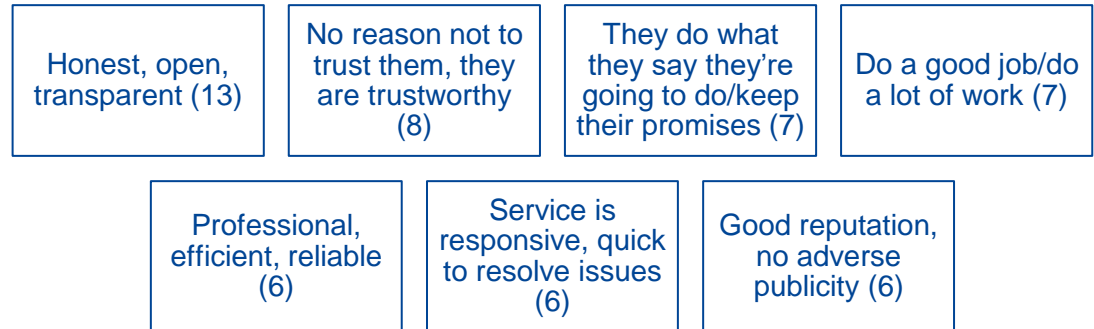
**NWG is a company you can trust**  
(10 = agree strongly, 0 = disagree strongly)



**Q4 overall mean score: 8.1**

Region	NW (36)	7.9
	ESW (6)	8.0
	National (8)	8.9
Type	Public Affairs (27)	8.0
	NGO (22)	8.2
	Media (1)	7.0

**Comment themes for reasons for trust score:**



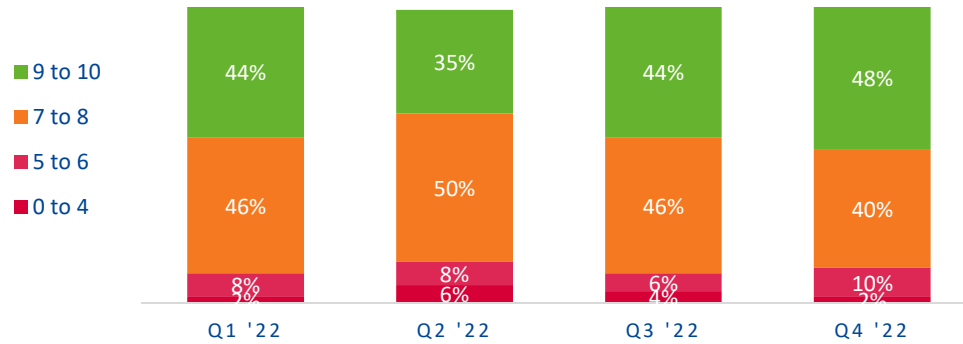
Q7g: Thinking about your overall impressions of [NW/ESW/NWG], to what extent would you agree or disagree with the following statements? They are a company that you can trust. Q8 In relation to the statement 'They are a company that you can trust', you [gave a score of .../couldn't give a score out of 10]. Why is that? Q8: Reason for trust score.



# STAKEHOLDER TRACKING – Q4 2022

## OVERALL SATISFACTION

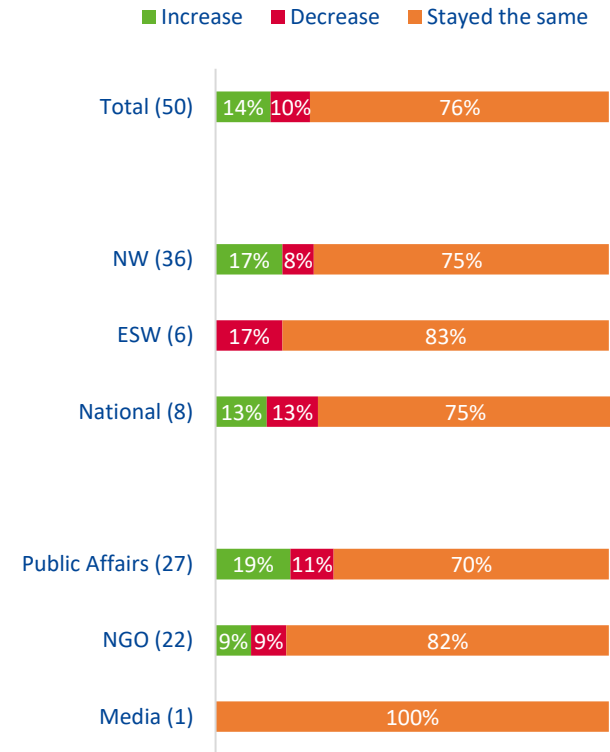
How satisfied are you overall with NWG  
(10 = very satisfied, 0 = very dissatisfied)



**Q4 overall mean score: 8.3**

Region	NW (36)	8.3
	ESW (6)	7.5
	National (8)	8.5
Type	Public Affairs (27)	8.0
	NGO (22)	8.5
	Media (1)	8.0

Q4 Overall satisfaction change over the last year:



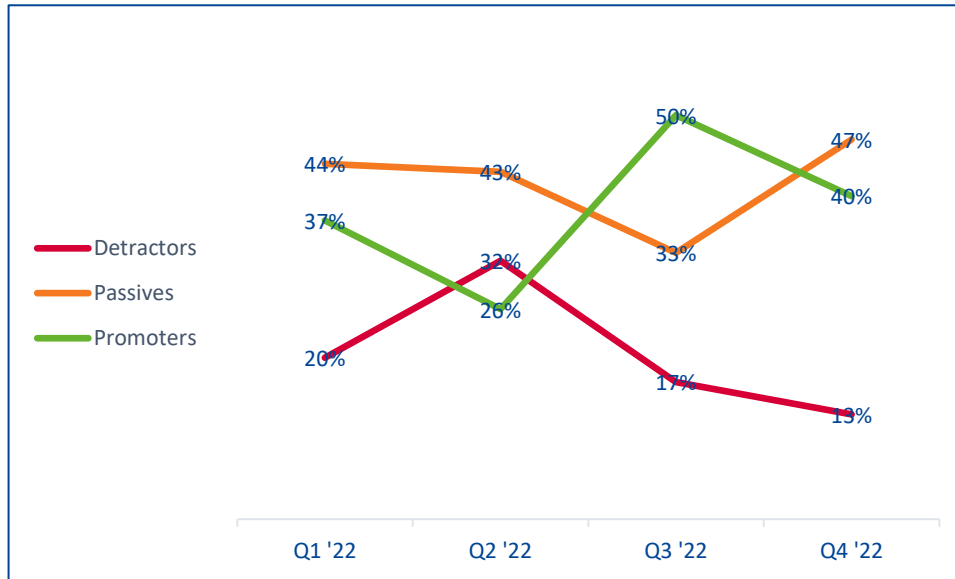
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# NPS

# STAKEHOLDER TRACKING – Q4 2022

## NPS

**Likelihood to recommend NWG**  
 (Score range: Detractor 0-6; Passive 7-8; Promoter 9-10)



**Q4 Overall NPS: 26.7**

Region	NW (36)	29.4
	ESW (6)	-33.3
	National (8)	37.5
Type	Public Affairs (27)	20.8
	NGO (22)	35.0
	Media (1)	0.0

We see a 4% decrease in the percentage of Detractors compared to Q3, and although the number of Promoters has declined we do see an increase in the number of Passives

This indicates that Detractors are moving up the scale, but even though there is a decline in the percentage of Promoters, they appear to not be dropping so far that they are Detractors

# STAKEHOLDER TRACKING – Q4 2022

## NPS – COMMENT THEMES

### (WHERE MORE THAN ONE COMMENT WAS MADE)

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#### PROMOTERS

- Good service (4)
- Good communication (3)
- Can't make comparison – no real choice of supplier (3)
- Helpful, friendly, polite, good staff (3)
- Good experience with them (3)
- No problems, happy with the service (2)
- Good working relationship (2)
- Good reputation (2)
- Regional presence/engagement – supporting communities (2)
- Do a good job, they are good, good in general (2)

#### PASSIVES

- No problems, happy with the service (4)
- Supply is reliable/constant (3)
- Better communication required, including notice of works (3)
- Good service (3)
- Service is responsive, quick to resolve issues (3)
- Always room for improvement (2)
- Can't make comparison – no real choice of supplier (2)
- Regional presence/engagement – supporting communities (2)
- They're neither good nor bad (2)
- Need to improve their environmental work (2)
- Good company (2)
- Give more detailed information/advice etc (2)

#### DETRACTORS

- Can't make a comparison, no real choice of supplier (4)
- No problems, happy with the service (2)
- Problems with leaks (2)

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# PROGRESS MONITORING

NWG, NW, ESW, NATIONAL

# STAKEHOLDER TRACKING – Q4 2022

## PROGRESS MONITORING - NWG

STAKEHOLDER TRACKER SURVEY NWG TOTAL	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22	Qtr3 '22	Qtr4 '22		2017 Total	2018 Total	2019 Total	2020 Total	2021 Total	2022 YTD	
	<i>Base:</i>	50	50	50	50	50	50	50	50		200	200	200	201	200	200
NPS	40.0	50.0	33.3	38.6	17.1	-6.4	33.3	26.7	-6.6	29.7	29.2	23.0	43.8	40.5	17.1	-23.4
Overall satisfaction	8.5	8.5	8.7	8.1	8.1	7.9	8.1	8.3	+0.2	8.2	8.4	8.3	8.7	8.5	8.1	-0.4
Satisfaction with most recent contact	8.6	8.9	8.8	8.9	8.5	8.2	8.7	8.6	-0.1			8.5	8.8	8.8	8.5	-0.3
NWG has provided all information wanted	92%	80%	76%	74%	74%	74%	80%	84%	+4%	80%	83%	81%	82%	81%	78%	-3%
<u>Brand values agreement:</u>																
They provide an unrivalled customer experience	7.8	7.0	7.9	7.3	7.2	6.5	7.8	6.9	-0.9	7.8	8.0	7.1	7.6	7.5	7.1	-0.4
They provide affordable and inclusive services	8.1	8.3	8.0	7.8	7.4	7.2	8.2	7.6	-0.6			7.5	8.2	8.1	7.6	-0.5
They provide reliable and resilient services	8.6	8.2	8.2	7.9	7.7	7.2	8.2	8.1	-0.1			8.2	8.5	8.2	7.8	-0.4
They are leading in innovation	8.2	8.3	8.4	8.1	7.9	7.0	8.0	7.5	-0.5	7.6	7.9	7.3	8.4	8.3	7.6	-0.7
I trust they work with others to improve the environment	8.2	8.5	8.0	8.2	7.9	7.6	8.2	7.4	-0.8	7.9	8.2	8.0	8.8	8.2	7.8	-0.4
They contribute to building a successful economy in the region	8.1	8.5	8.0	8.1	7.7	7.1	8.0	7.8	-0.2			7.8	8.5	8.2	7.6	-0.6
They are a company that you can trust	8.6	8.6	8.4	8.3	8.0	7.6	8.4	8.1	-0.3	8.1	8.2	8.2	8.7	8.5	8.0	-0.5
They are a leading company in tackling leakage	7.4	7.5	7.9	7.2	6.9	6.6	7.7	7.1	-0.6			7.6	7.8	7.5	7.1	-0.4
<u>They are working to improve their environmental impact for customers and its communities</u>																
Now					7.7	7.3	7.7	7.7	0.0							7.6
Future generations					7.8	7.2	7.7	7.2	-0.5							7.5
<u>Those that say they are a domestic customer agreement:</u>																
They supply clean and clear drinking water	9.1	9.2	9.3	9.1	9.2	9.3	9.4	9.2	-0.2					9.2	9.3	+0.1
They supply drinking water that tastes and smells good	9.1	8.8	9.1	8.7	9.0	8.9	9.4	8.9	-0.5					8.9	9.0	+0.1
They provide a reliable supply of water	9.3	9.4	9.4	9.5	9.5	9.2	9.5	9.6	+0.1					9.4	9.4	0.0
They provide sufficient pressure	8.8	9.1	9.0	9.1	9.2	8.6	9.2	9.1	-0.1					9.0	9.0	0.0
Prefer tap water	89%	86%	89%	94%	84%	88%	86%	89%	+3%					90%	87%	-3%

# STAKEHOLDER TRACKING – Q4 2022

## PROGRESS MONITORING - NW

STAKEHOLDER TRACKER SURVEY NW	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22	Qtr 3 '22	Qtr4 '22		2017 Total	2018 Total	2019 Total	2020 Total	2021 Total	2022 YTD	
<i>Base:</i>	35	39	41	35	27	34	33	36		120	119	125	136	150	130	
NPS	48.4	45.5	35.1	45.2	22.7	6.3	37.9	29.4	-8.5	39.1	32.7	31.4	50.8	43.6	23.9	-19.7
Overall satisfaction	8.6	8.4	8.7	8.3	8.2	7.9	8.4	8.3	-0.1	8.4	8.5	8.3	8.6	8.5	8.2	-0.3
Satisfaction with most recent contact	8.6	8.9	8.9	9.0	8.4	8.4	8.7	8.4	-0.3			8.5	8.8	8.9	8.5	-0.4
NWG has provided all information wanted	94%	79%	71%	77%	67%	82%	85%	81%	-4%	82%	84%	82%	83%	80%	79%	-1%
<u>Brand values agreement:</u>																
They provide an unrivalled customer experience	8.3	6.9	7.9	7.6	7.2	6.9	7.9	6.8	-1.1	7.9	8.0	7.2	7.8	7.7	7.2	-0.5
They provide affordable and inclusive services	8.2	8.3	8.0	8.1	7.0	7.5	8.5	7.5	-1.0			7.5	8.2	8.2	7.6	-0.6
They provide reliable and resilient services	8.7	8.2	8.1	8.2	7.7	7.2	8.3	8.3	0.0			8.3	8.5	8.3	7.8	-0.5
They are leading in innovation	8.3	8.1	8.4	8.2	7.9	7.5	8.1	7.2	-0.9	7.8	8.1	7.5	8.4	8.3	7.7	-0.6
I trust they work with others to improve the environment	8.4	8.4	8.0	8.2	7.9	7.7	8.4	7.2	-1.2	8.1	8.4	8.1	8.9	8.3	7.8	-0.5
They contribute to building a successful economy in the region	8.5	8.5	8.1	8.2	7.9	7.4	8.3	7.7	-0.6			8.0	8.6	8.3	7.8	-0.5
They are a company that you can trust	8.7	8.5	8.5	8.4	8.0	7.5	8.6	7.9	-0.7	8.3	8.3	8.2	8.7	8.5	8.0	-0.5
They are a leading company in tackling leakage	7.7	7.6	7.8	7.3	6.6	6.7	8.2	7.0	-1.2			7.7	7.9	7.6	7.1	-0.5
<u>They are working to improve their environmental impact for customers and its communities</u>																
Now					7.6	7.4	7.8	7.8	0.0							7.7
Future generations					7.8	7.5	7.8	7.2	-0.6							7.6
<u>Those that say they are a domestic customer agreement:</u>																
They supply clean and clear drinking water	9.2	9.2	9.5	9.2	9.3	9.4	9.4	9.2	-0.2					9.3	9.3	0.0
They supply drinking water that tastes and smells good	9.2	8.7	9.3	9.0	9.0	9.2	9.4	9.2	-0.2					9.1	9.2	+0.1
They provide a reliable supply of water	9.3	9.3	9.4	9.7	9.4	9.2	9.5	9.6	+0.1					9.4	9.4	0.0
They provide sufficient pressure	8.9	9.1	9.1	9.4	9.2	8.8	9.4	9.0	-0.4					9.1	9.1	0.0
Prefer tap water	90%	85%	88%	100%	90%	97%	88%	91%	+3%					91%	92%	+1%

# STAKEHOLDER TRACKING – Q4 2022

## PROGRESS MONITORING - ESW

STAKEHOLDER TRACKER SURVEY ESW	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22	Qtr3 '22	Qtr4 '22		2017 Total	2018 Total	2019 Total	2020 Total	2021 Total	2022 YTD	
<i>Base:</i>	10	4	6	6	9	14	9	6		80	56	73	24	26	38	
NPS	0.0	25.0	33.3	0.0	25.0	-23.1	0.0	-33.3	-33.3	15.3	21.3	8.5	-4.5	14.6	-6.5	-21.1
Overall satisfaction	8.1	8.3	8.7	7.3	7.9	7.8	6.8	7.5	+0.7	7.9	8.4	8.3	8.3	8.1	7.5	-0.6
Satisfaction with most recent contact	8.1	8.8	8.2	8.3	8.0	7.8	7.0	8.8	+1.8			8.4	8.0	8.4	7.9	-0.5
NWG has provided all information wanted	80%	75%	100%	100%	78%	57%	44%	83%	+39%	78%	82%	78%	83%	89%	63%	-26%
<u>Brand values agreement:</u>																
They provide an unrivalled customer experience	6.5	7.0	8.4	5.5	7.3	5.7	6.0	7.0	+1.0	7.4	7.9	7.0	6.1	6.9	6.4	-0.5
They provide affordable and inclusive services	7.6	7.7	8.0	5.3	7.7	6.6	6.7	7.0	+0.3			7.5	6.8	7.2	7.0	-0.2
They provide reliable and resilient services	8.3	7.7	8.5	7.4	7.8	7.6	7.1	8.2	+1.1			8.0	7.9	8.0	7.6	-0.4
They are leading in innovation	6.8	8.7	8.0	7.3	8.3	5.8	6.6	6.3	-0.3	7.2	7.7	6.7	7.8	7.7	6.7	-1.0
I trust they work with others to improve the environment	7.4	9.3	8.3	6.8	8.3	7.5	7.0	6.8	-0.2	7.6	8.0	7.8	8.0	8.0	7.5	-0.5
They contribute to building a successful economy in the region	6.4	8.0	7.0	6.4	7.1	6.6	6.6	7.0	+0.4			7.3	7.3	7.0	6.8	-0.2
They are a company that you can trust	7.9	8.3	8.3	7.4	7.9	7.7	7.2	8.0	+0.8	7.7	8.1	8.1	8.2	8.0	7.7	-0.3
They are a leading company in tackling leakage	6.7	7.0	7.8	6.5	7.8	6.6	5.7	5.7	0.0			7.4	6.8	7.0	6.6	-0.4
<u>They are working to improve their environmental impact for customers and its communities</u>																
Now					7.9	6.9	6.6	5.8	-0.8							6.8
Future generations					8.0	6.8	6.3	6.0	-0.3							6.8
<u>Those that say they are a domestic customer agreement:</u>																
They supply clean and clear drinking water	8.3		8.0	8.0	8.4	8.8	9.5	9.3	-0.2					8.1	9.0	+0.9
They supply drinking water that tastes and smells good	8.3		7.8	6.3	8.4	7.9	9.3	8.0	-1.3					7.5	8.3	+0.8
They provide a reliable supply of water	9.3		9.0	8.5	9.4	9.1	9.2	9.8	+0.6					8.9	9.3	+0.4
They provide sufficient pressure	8.0		8.5	7.5	9.4	8.1	8.0	9.3	+1.3					8.0	8.5	+0.5
Prefer tap water	83%		100%	100%	60%	64%	83%	100%	+17%					94%	73%	-21%



# STAKEHOLDER TRACKING – Q4 2022

## PROGRESS MONITORING - NATIONAL

STAKEHOLDER TRACKER SURVEY National									2017	2018	2019	2020	2021	2022	
	Qtr1 '21	Qtr2 '21	Qtr3 '21	Qtr4 '21	Qtr1 '22	Qtr2 '22	Qtr3 '22	Qtr4 '22	Total	Total	Total	Total	Total	YTD	
<b>Base:</b>	5	7	3	9	14	2	8	8				41	24	32	
NPS	75.0	85.7	0.0	37.5	0.0	-100.0	50.0	37.5	-12.5			50.0	49.6	14.8	-34.8
Overall satisfaction	8.8	9.1	8.3	7.8	8.2	6.0	8.4	8.5	+0.1			8.9	8.5	8.2	-0.3
Satisfaction with most recent contact	8.8	9.1	8.3	9.0	9.0	7.0	9.3	9.1	-0.2			9.2	8.9	9.0	+0.1
NWG has provided all information wanted	100%	86%	100%	44%	86%	50%	100%	100%	0%			78%	93%	91%	-2%
<b>Brand values agreement:</b>															
They provide an unrivalled customer experience	6.8	7.4	6.5	6.3	7.1	4.0	8.4	7.4	-1.0			7.5	7.0	7.4	+0.4
They provide affordable and inclusive services	8.8	8.5	8.0	8.0	7.8	5.0	8.6	8.4	-0.2			8.7	8.5	8.0	-0.5
They provide reliable and resilient services	8.2	9.0	8.3	6.8	7.8	5.0	8.8	9.0	+0.2			8.7	8.6	8.1	-0.5
They are leading in innovation	8.8	9.2	8.3	8.4	7.7	7.0	8.7	8.9	+0.2			8.7	8.9	8.2	-0.7
I trust they work with others to improve the environment	8.6	9.1	8.0	8.5	7.7	7.0	8.7	8.8	+0.1			8.8	8.7	8.2	-0.5
They contribute to building a successful economy in the region	9.0	8.7	8.3	8.7	7.7	5.0	8.5	8.5	0.0			8.7	8.7	8.0	-0.7
They are a company that you can trust	9.0	9.1	8.3	8.4	8.1	7.0	8.8	8.9	+0.1			8.9	8.9	8.4	-0.5
They are a leading company in tackling leakage	7.2	7.5	8.0	7.0	6.7	6.0	8.2	8.2	0.0			7.8	7.5	7.3	-0.2
<b>They are working to improve their environmental impact for customers and its communities</b>															
Now					7.6	7.0	8.3	8.7	+0.4						7.9
Future generations					7.6	5.0	8.4	8.0	-0.4						7.3
<b>Those that say they are a domestic customer agreement:</b>															
They supply clean and clear drinking water	10.0	10.0		9.5	9.8	0.0	9.5	9.5	0.0				10.0	9.7	-0.3
They supply drinking water that tastes and smells good	10.0	10.0		9.0	9.5	0.0	9.3	7.0	-2.3				10.0	9.0	-1.0
They provide a reliable supply of water	10.0	10.0		9.5	9.8	0.0	9.5	10.0	+0.5				10.0	9.8	-0.2
They provide sufficient pressure	10.0	10.0		9.0	9.3	0.0	9.5	10.0	+0.5				10.0	9.5	-0.5
Prefer tap water	100%	100%		100%	83%	0%	75%	50%	-25%				100%	75%	-25%

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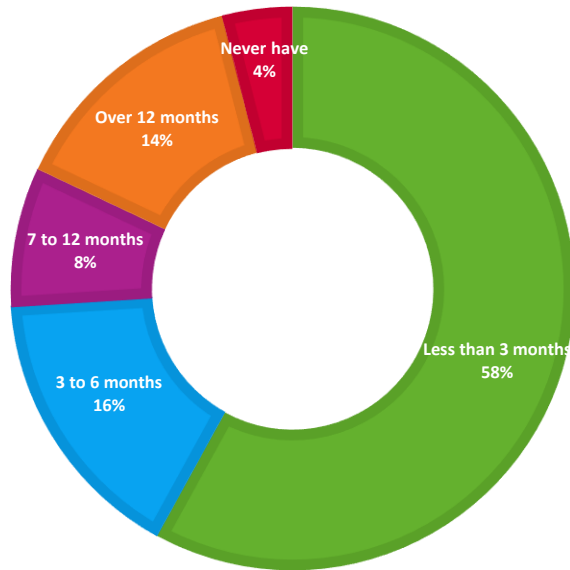
# CONTACT

MOST RECENT CONTACT, CHANNEL, SUPPLIED WITH ALL INFORMATION WANTED, AND PREFERRED CHANNEL FOR REGULAR INFORMATION

# STAKEHOLDER TRACKING – Q4 2022

## CONTACT

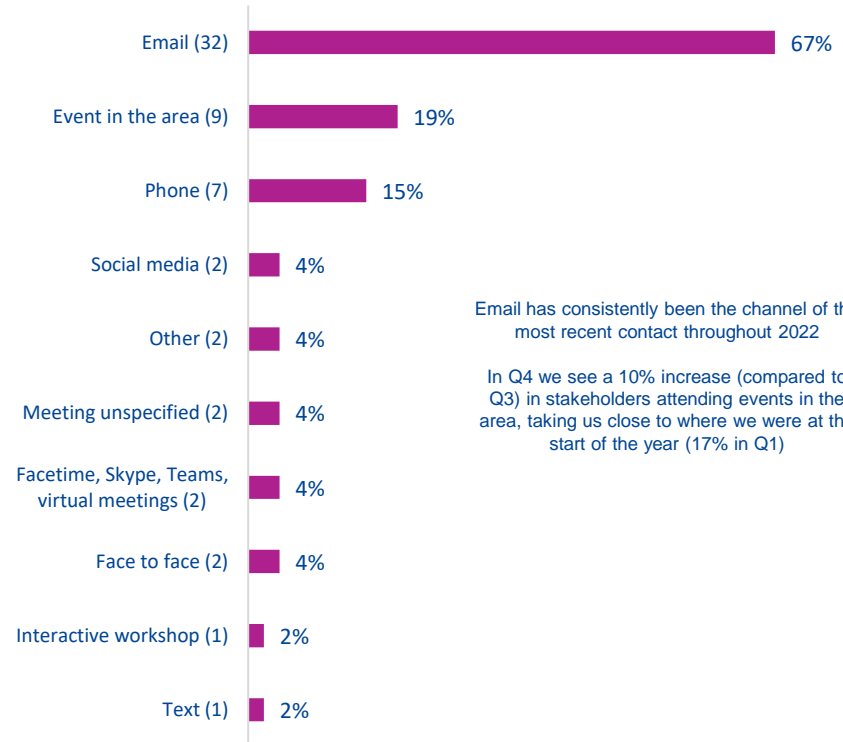
Q4 Most recent contact with NWG



On average throughout 2022, 54% of Stakeholders indicate that they have had contact in the last three months

Compared to Q3, we see a 10% decline for those who have never had contact

Q4 Channel of most recent contact

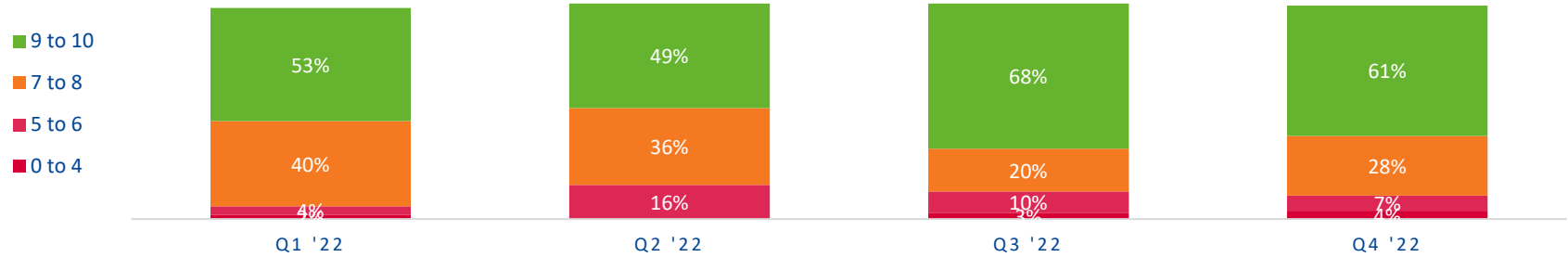


Email has consistently been the channel of the most recent contact throughout 2022

In Q4 we see a 10% increase (compared to Q3) in stakeholders attending events in the area, taking us close to where we were at the start of the year (17% in Q1)

# STAKEHOLDER TRACKING – Q4 2022

## SATISFACTION WITH MOST RECENT CONTACT



**Q4 mean score: 8.6**

Region	NW (35)	8.4
	ESW (5)	8.8
	National (8)	9.1
Type	Public Affairs (25)	8.5
	NGO (22)	8.6
	Media (1)	9.0

**Q4 Comments made for satisfaction with the most recent contact:**

“It's this historical problem I've got, which is very complicated to explain.”

NW, NGO

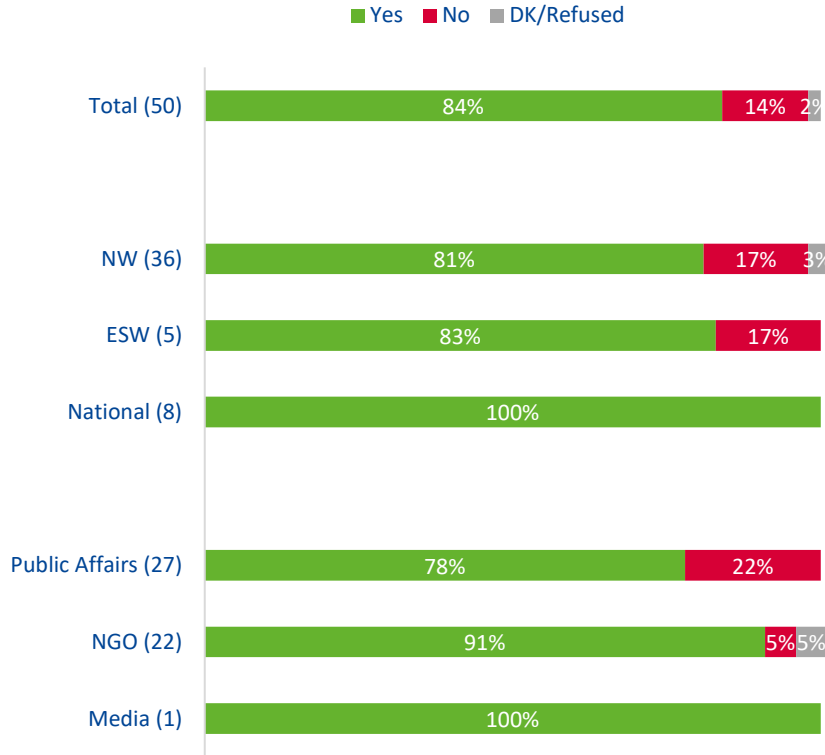
“Lack of response, no urgency, residents complaining, so badly flooded that cars couldn't get into their drives.”

NW, Public Affairs

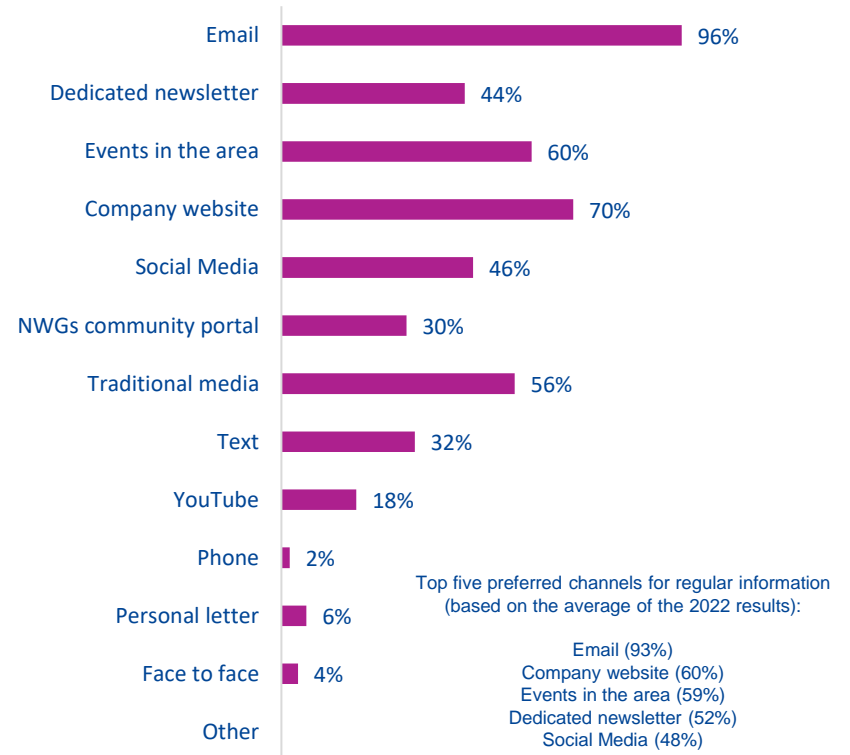
# STAKEHOLDER TRACKING – Q4 2022

## INFORMATION

### Supplied with all the information wanted to feel informed



### Preferred channel(s) for regular information (prompted)



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# MOVING ANNUAL AVERAGES COMPARISON

(MAA)

## STAKEHOLDER TRACKING – Q3 2022 MOVING ANNUAL AVERAGES

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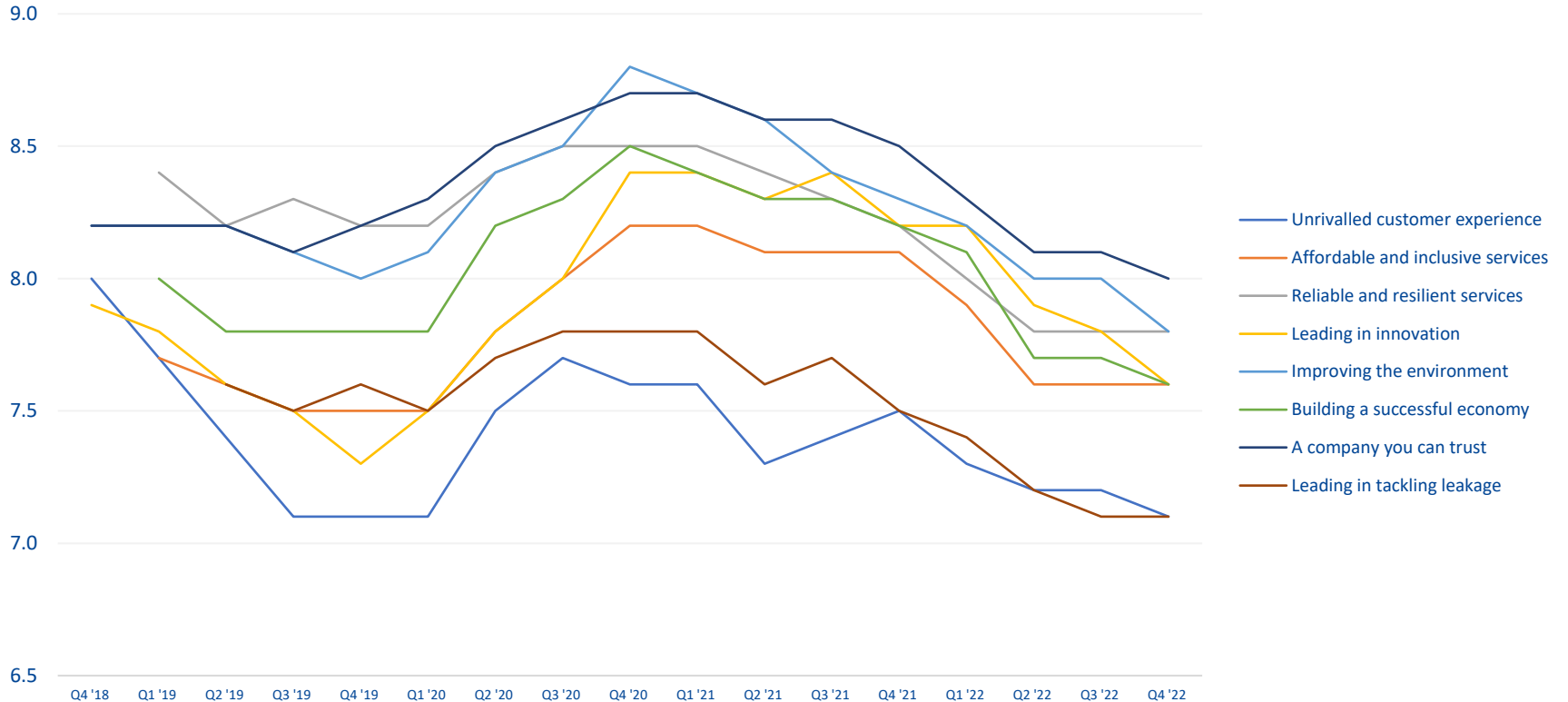
The sample base each quarter is relatively small, so the scope for analysis of trends within the region and sample type sub-groups is limited. Therefore, a Moving Annual Average (MAA) has been included in order to increase the sub-group bases and also to iron out peaks and troughs in the data caused by sample profile differences from wave to wave.

Each MAA data point is a total of the interviews completed in the four quarters up to and including that wave. This gives a total base averaging around 120 for NW and 60-80 for ESW, along with 90 for public affairs, 65 for NGOs and 40 for media; it is then possible also to significance test the MAA data points.

# STAKEHOLDER TRACKING – Q4 2022

## MAA BRAND VALUES

Looking at the MAA three brand measures remain consistent with the previous quarter ie providing a reliable and resilient service, affordable and inclusive services and leading in tackling leakage. We see a decline in the other brand measures





# STAKEHOLDER TRACKING – Q4 2022

## TRUST

MAA 12 months to:		Q4 '19	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Region	Total	8.2	8.3	8.5	8.6	8.7	8.7	8.6	8.6	8.5	8.3	8.1	8.1	8.0
	NW	8.2	8.3	8.6	8.6	8.7	8.7	8.6	8.6	8.5	8.4	8.1	8.2	8.0
	ESW	8.1	8.0	7.9	8.3	8.2	8.1	8.1	8.0	8.0	8.0	7.8	7.6	7.7
Type	Public	8.2	8.1	8.3	8.5	8.5	8.4	8.3	8.3	8.3	8.2	8.0	8.0	7.9
	NGO	8.3	8.6	8.7	8.8	8.9	9.0	8.9	8.8	8.8	8.5	8.3	8.3	8.2
	Media	7.9	7.7	7.9	7.8	7.8	8.3	7.8	8.4	8.1	8.0	8.0	7.7	7.8

# STAKEHOLDER TRACKING – Q4 2022

## OVERALL SATISFACTION

MAA 12 months to:		Q4 '19	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Region	Total	8.3	8.4	8.6	8.7	8.7	8.6	8.5	8.5	8.5	8.4	8.2	8.0	8.1
	NW	8.3	8.5	8.7	8.7	8.6	8.5	8.5	8.5	8.5	8.4	8.3	8.2	8.2
	ESW	8.3	8.1	8.1	8.3	8.3	8.3	8.3	8.3	8.1	8.0	7.9	7.5	7.5
Type	Public	8.3	8.3	8.4	8.5	8.5	8.4	8.3	8.5	8.4	8.4	8.2	8.0	7.9
	NGO	8.3	8.6	8.7	8.8	8.8	8.7	8.7	8.6	8.6	8.5	8.3	8.2	8.3
	Media	8.1	8.1	8.6	8.5	8.6	8.2	8.0	8.3	7.3	7.5	7.5	7.3	7.9

# STAKEHOLDER TRACKING – Q4 2022

## NPS

MAA 12 months to:		Q4 '19	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Region	Total	23.0	24.2	33.9	36.9	43.8	44.6	42.0	39.1	40.4	35.1	20.3	20.1	17.1
	NW	31.4	38.7	50.0	47.5	50.8	48.0	43.7	40.2	43.2	38.2	27.9	28.1	23.9
	ESW	8.5	-4.1	-24.2	-13.3	-4.5	0.0	4.0	12.0	12.0	21.7	3.1	-3.0	-6.5
Type	Public	22.5	16.9	23.7	28.8	40.9	35.1	31.6	34.9	39.1	36.0	23.7	19.2	11.9
	NGO	29.8	34.8	47.4	49.4	47.0	54.9	52.8	45.8	44.9	35.9	17.4	21.2	25.8
	Media	10.7	18.2	18.8	6.3	30.0	14.3	16.7	12.5	12.5	20.0	9.1	22.2	12.5

# STAKEHOLDER TRACKING – Q4 2022

## SATISFACTION WITH MOST RECENT CONTACT

MAA 12 months to:		Q4 '19	Q1 '20	Q2 '20	Q3 '20	Q4 '20	Q1 '21	Q2 '21	Q3 '21	Q4 '21	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Region	Total	8.5	8.6	8.7	8.8	8.8	8.8	8.8	8.8	8.8	8.8	8.6	8.6	8.5
	NW	8.5	8.6	8.7	8.8	8.8	8.8	8.8	8.8	8.9	8.8	8.7	8.6	8.5
	ESW	8.4	8.2	8.1	8.2	8.0	8.2	8.3	8.2	8.3	8.2	8.0	7.8	7.9
Type	Public	8.4	8.4	8.5	8.6	8.8	8.7	8.7	8.8	8.7	8.8	8.6	8.5	8.5
	NGO	8.7	8.8	8.9	8.9	8.9	8.9	8.9	8.8	8.9	8.7	8.6	8.7	8.5
	Media	8.4	8.3	8.5	8.6	8.3	8.4	8.5	9.0	9.0	8.9	8.9	8.3	8.1

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# TAP OR BOTTLED WATER PREFERENCE

STAKEHOLDERS WHO ARE ALSO DOMESTIC CUSTOMERS

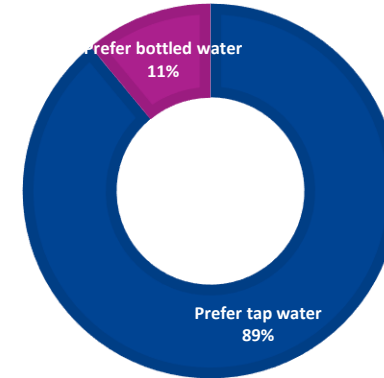
# STAKEHOLDER TRACKING – Q4 2022

## TAP OR BOTTLED WATER PREFERENCE – ONLY ASKED TO THOSE SUPPLIED BY NW/ESW

Overall 68% of stakeholders are supplied by NW (89%) or ESW (0%) at home

Q4 Stakeholders who are supplied water at home who prefer tap water to bottled water

Satisfaction with domestic supply	2021	2022 YTD	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Supply clean and clear drinking water	9.2	<b>9.3</b>	9.2	9.3	9.4	9.2
Supply drinking water that tastes and smells good	8.9	<b>9.0</b>	9.0	8.9	9.4	8.9
Provide a reliable supply of water	9.4	<b>9.4</b>	9.5	9.2	9.5	9.6
Provide sufficient pressure	9.0	<b>9.0</b>	9.2	8.6	9.2	9.1



Q4 First three things that come to mind when using tap water at home

