



17 / 06 / 21

Stakeholder Tracker

Results: Quarter 2 2021

Our ref. J8158.1



DEFINING THE **CLEAREST** DIRECTION

A

Stakeholder Tracker

On-going research programme among stakeholders - individuals and organisations who have a professional interest or concern in what the company is doing

Covering:

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

A

Approach

- Carried out by phone
- 50 interviews per quarter
- Sample provided by NWG
- Quotas set in proportion to the profile of stakeholders, by:
 - Region - NW, ESW, National
 - Type – Public affairs, NGO, media

Qtr2 2021

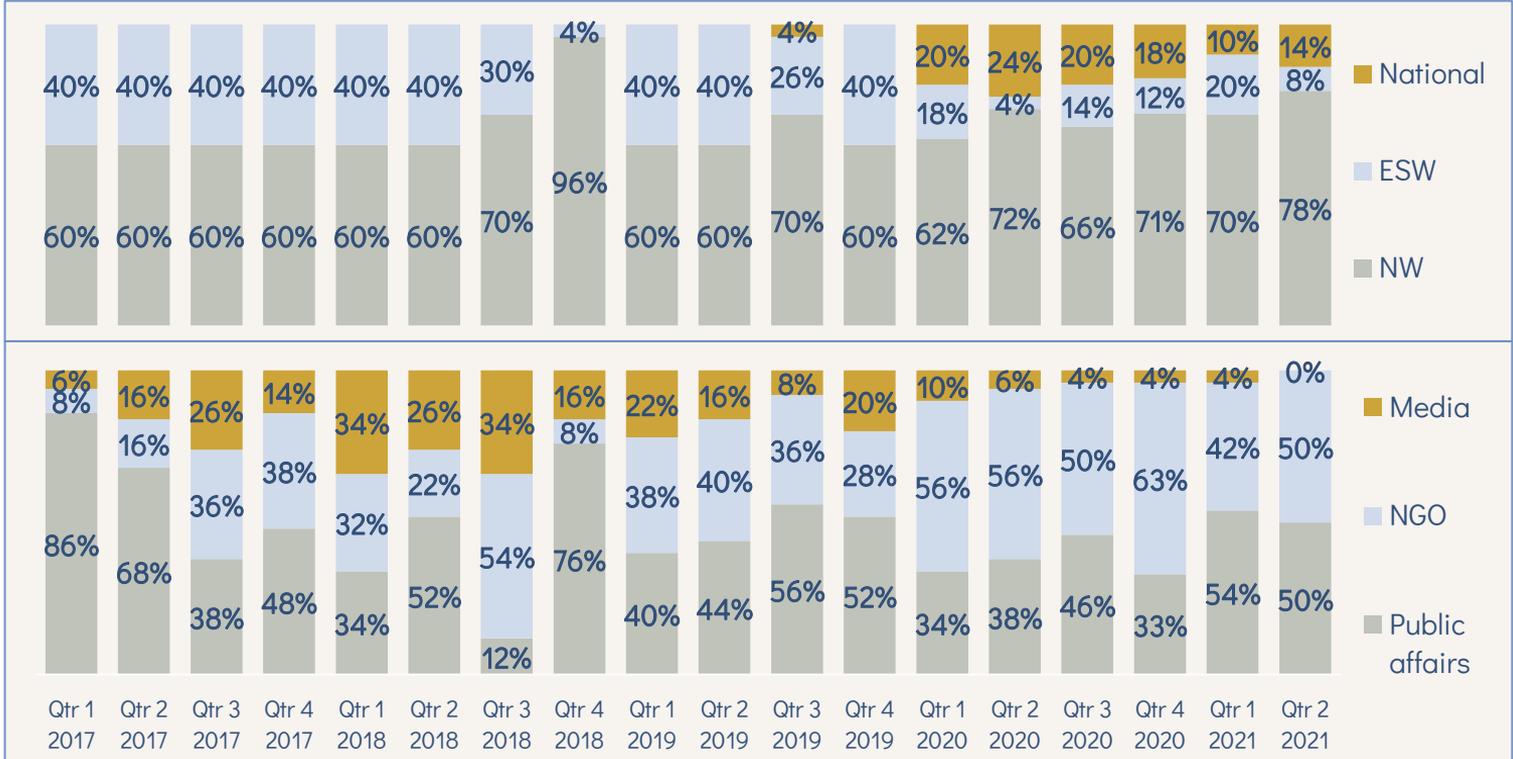
Fieldwork carried out:

2 – 10 June 2021

We have merged all previous data and the latest results have been tested for statistical significance vs earlier waves. Significantly different figures are highlighted with circles - green indicates a significantly higher result than any figure circled red in the same row



Variation in the profile from wave to wave to each sample of 50 means that differences in the results may be a result of differences in the profile

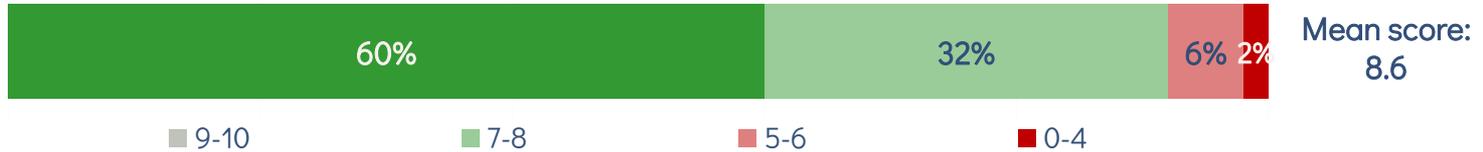


(Qtr4 '18 – 25 interviews)



Trust

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



Base: all respondents, where answer given (50)

Region	NW (39)	8.5
	ESW (4)	8.3
	National (7)	9.1
Type	Public affairs (25)	8.4
	NGO (25)	8.8
	Media (0)	

I think they put a lot of effort into making sure they are visible across the community, both with the business community and local communities, they are consistently award winning, and seem very values driven.

When I've been reporting bursts or leaks, I'm having to repeatedly phone back with the same problem, and still not getting the problem sorted.

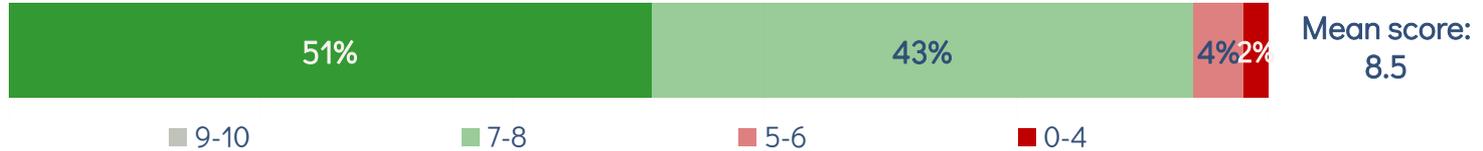
They deliver what they are supposed to, I've never had a problem with them, I know they go above and beyond delivering what they are supposed to.

Because every interaction with them that I have is genuine, honest and constructive. And I think they show very strong senior leadership.



Overall satisfaction

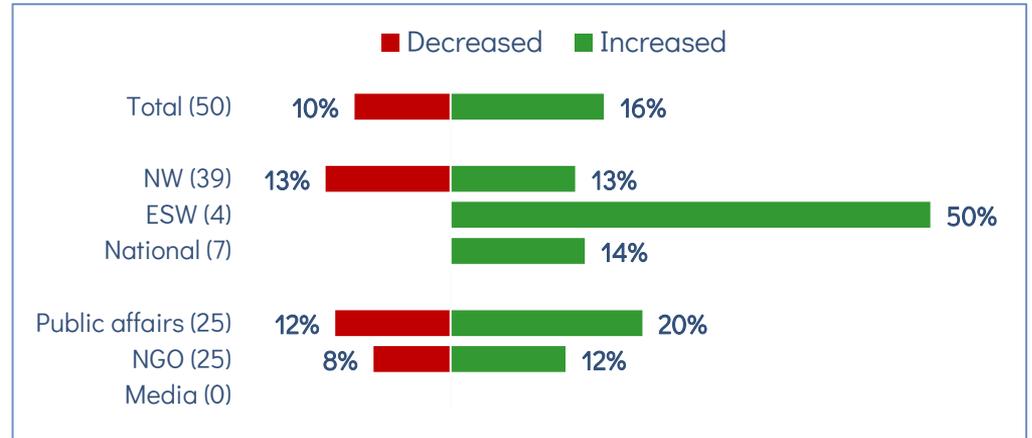
How satisfied are you overall with NWG (10 = very satisfied, 0 = very dissatisfied)



Base: all respondents, where answer given (49)

Region	NW (38)	8.4
	ESW (4)	8.3
	National (7)	9.1
Type	Public affairs (24)	8.3
	NGO (25)	8.7
	Media (0)	

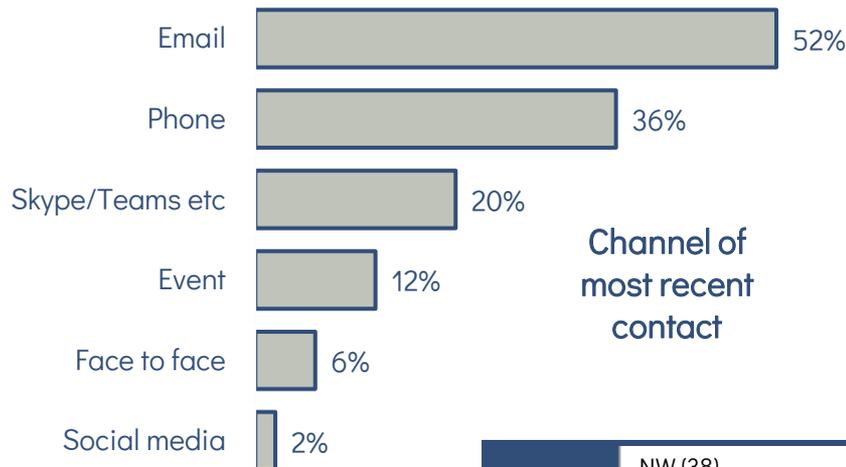
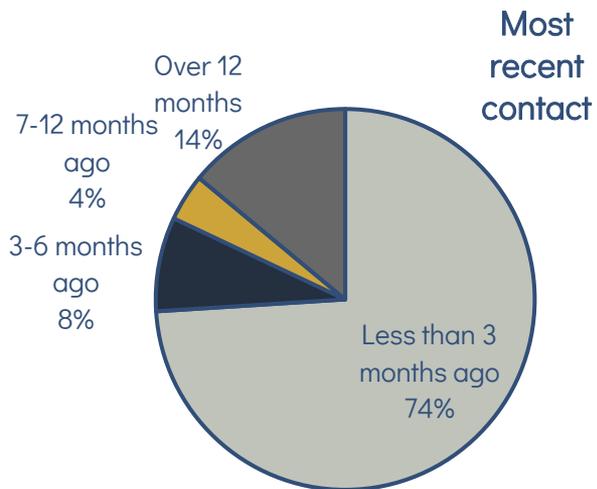
Overall satisfaction change over the last year



Base: all respondents (as shown)

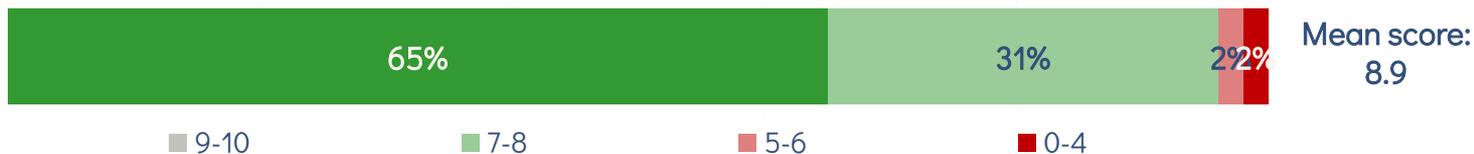


Contact



Region	NW (38)	8.9
	ESW (4)	8.8
	National (7)	9.1
Type	Public affairs (24)	9.0
	NGO (25)	8.9
	Media (0)	

Satisfaction with most recent contact

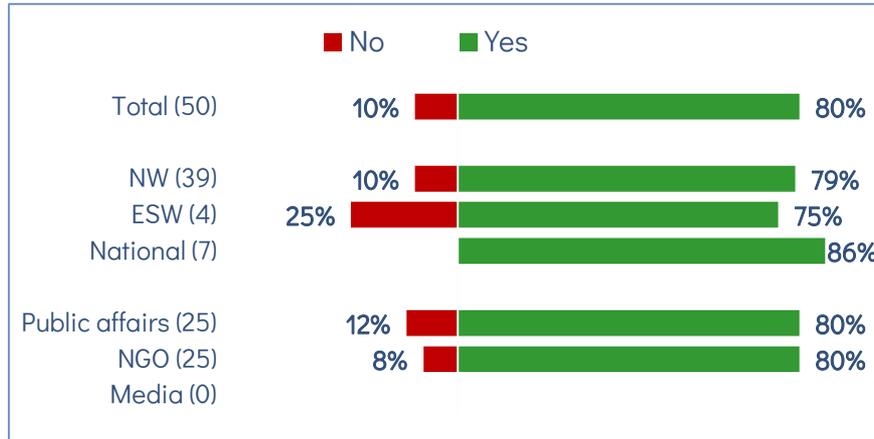


Base: have had contact, where answer given (49)

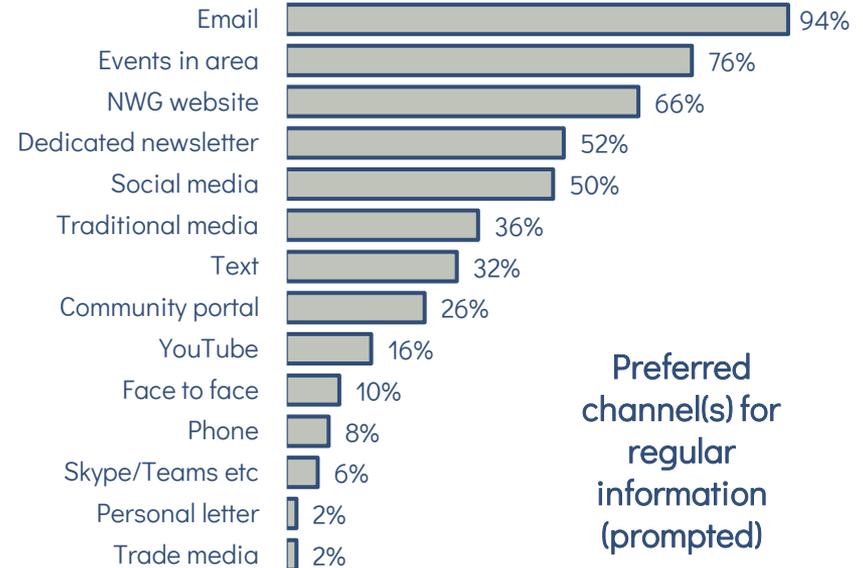


Information

Been supplied with all the info wanted



Base: all respondents (as shown)

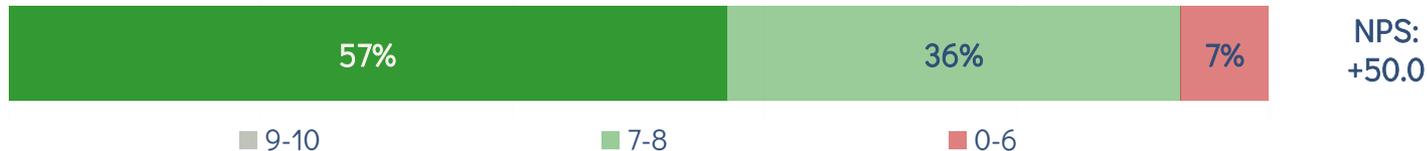


Preferred channel(s) for regular information (prompted)



NPS

Likelihood to recommend NWG (10 = very likely, 0 = very unlikely)



Base: all respondents, where answer given (44)

Region	NW (33)	+45.5
	ESW (4)	+25.0
	National (7)	+85.7
Type	Public affairs (20)	+35.0
	NGO (24)	+62.5
	Media (0)	

They are really good at managing their stakeholder relationships. Their business ethos is good in terms of what they do for managing their teams and innovation.

Because in my elected member role I find Northumbrian Water is not the easiest thing to catch up with. I find the web reporting page isn't easy for those who aren't computer literate, and the lack of a phone number to talk to somebody.

Good service, good water quality, good community engagement, good focus on innovation.

Because they are always trying to do right by the community in which they operate. Although it's a business it feels like they are trying to engage with communities and do the right thing by customers who struggle. They are trying to positively influence change in the industry.

They give a good professional service, and with commitment to environmental sustainability.

A

Brand values – progress monitoring

Brand values	2017 total	2018 total	2019 total	2020 total	2021 YTD
Provide an unrivalled customer experience	7.8	8.0	7.1	7.6	7.4
Provide affordable and inclusive services			7.5	8.2	8.2
Provide reliable and resilient services			8.2	8.5	8.4
Leading in innovation	7.6	7.9	7.3	8.4	8.2
Trust they work with others to improve the environment	7.9	8.2	8.0	8.8	8.4
Contribute to successful economy in region			7.8	8.5	8.3
Company you can trust	8.1	8.2	8.2	8.7	8.6
Leading company in tackling leakage			7.6	7.8	7.5

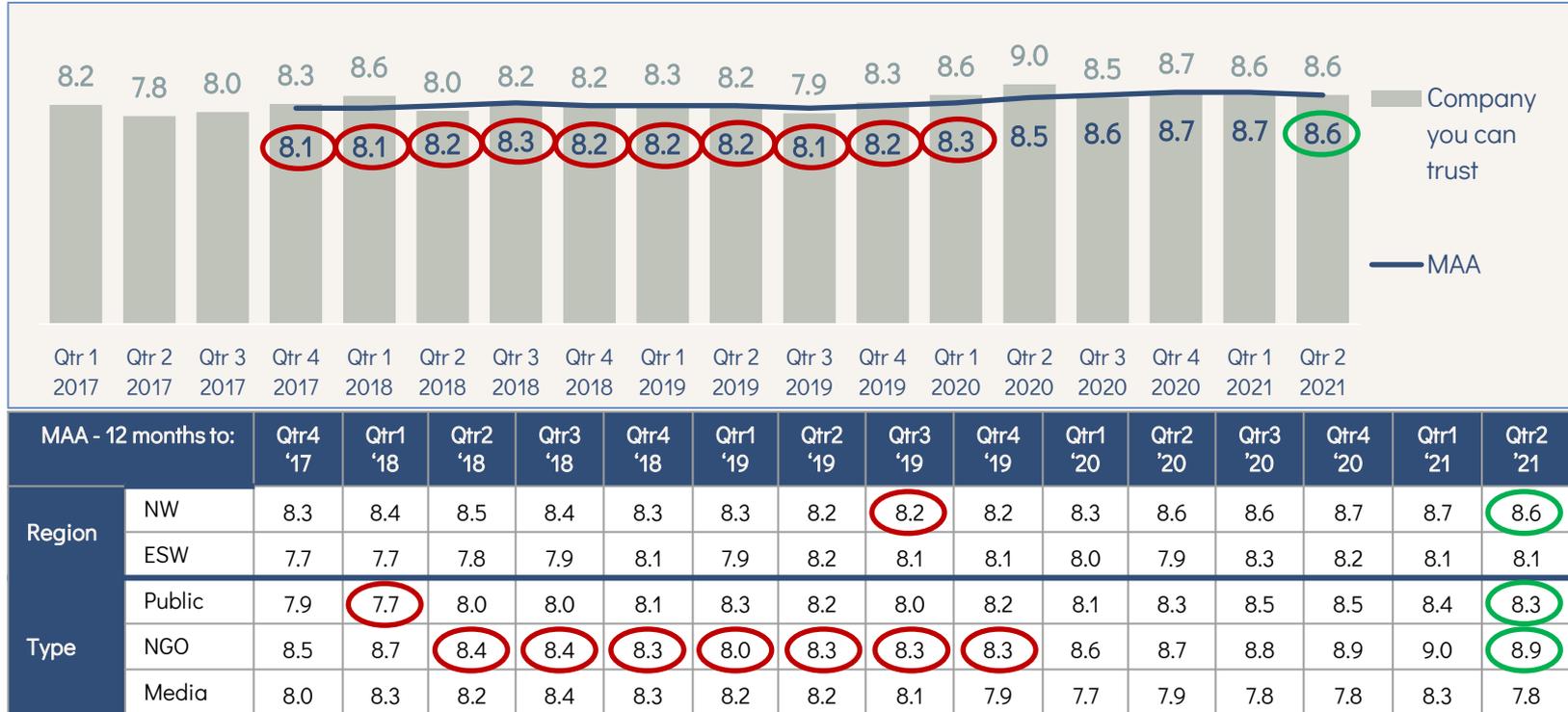


The sample base each quarter is relatively small, so the scope for analysis of trends within the region and sample type sub-groups is limited. We have therefore run 'moving annual averages' (MAA) in order to increase the sub-group bases and also to iron out peaks and troughs in the data caused by sample profile differences from wave to wave.

Each MAA data point is a total of the interviews completed in the 4 quarters up to and including that wave. This gives us total bases 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.

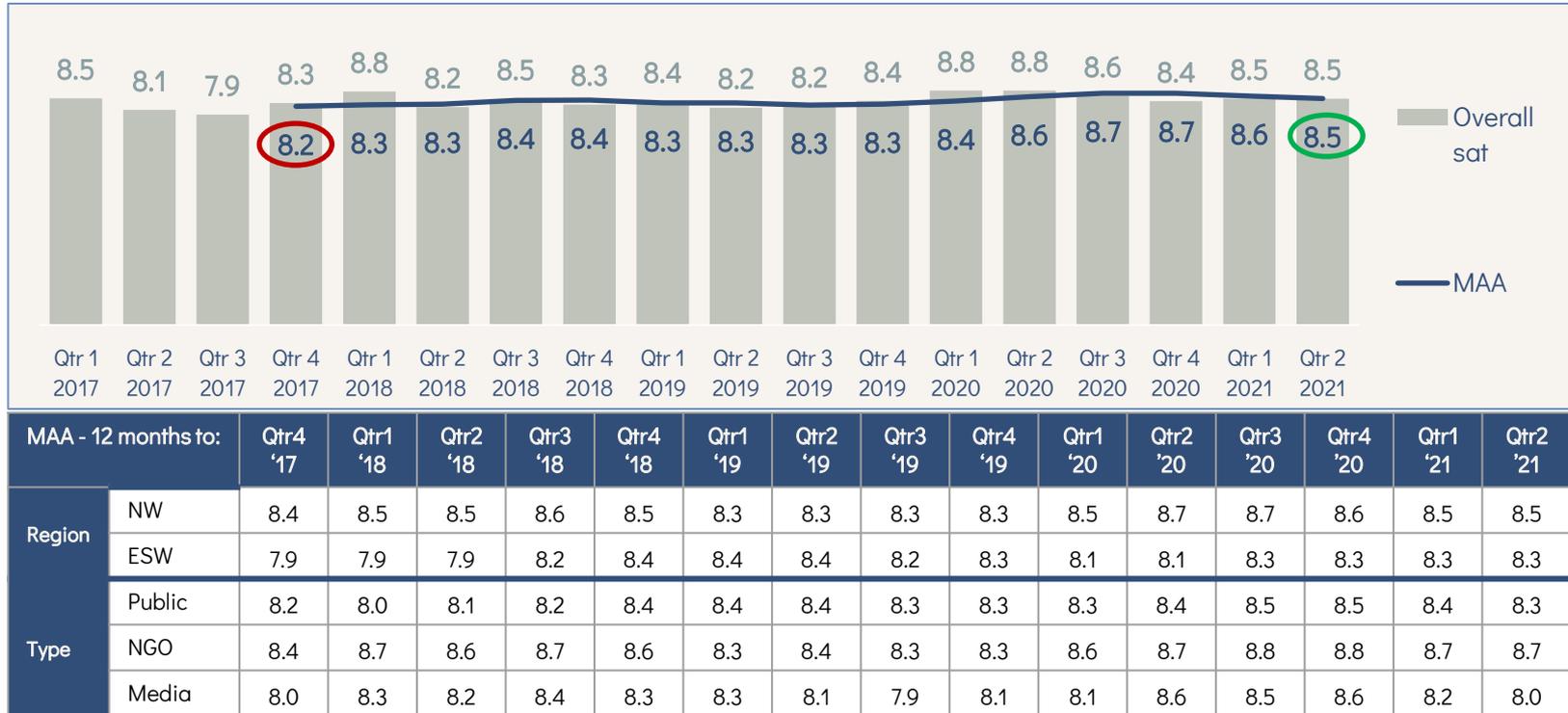
A

Trust – the moving annual average is significantly higher than it has been previously



A

Overall satisfaction – the trend is broadly steady



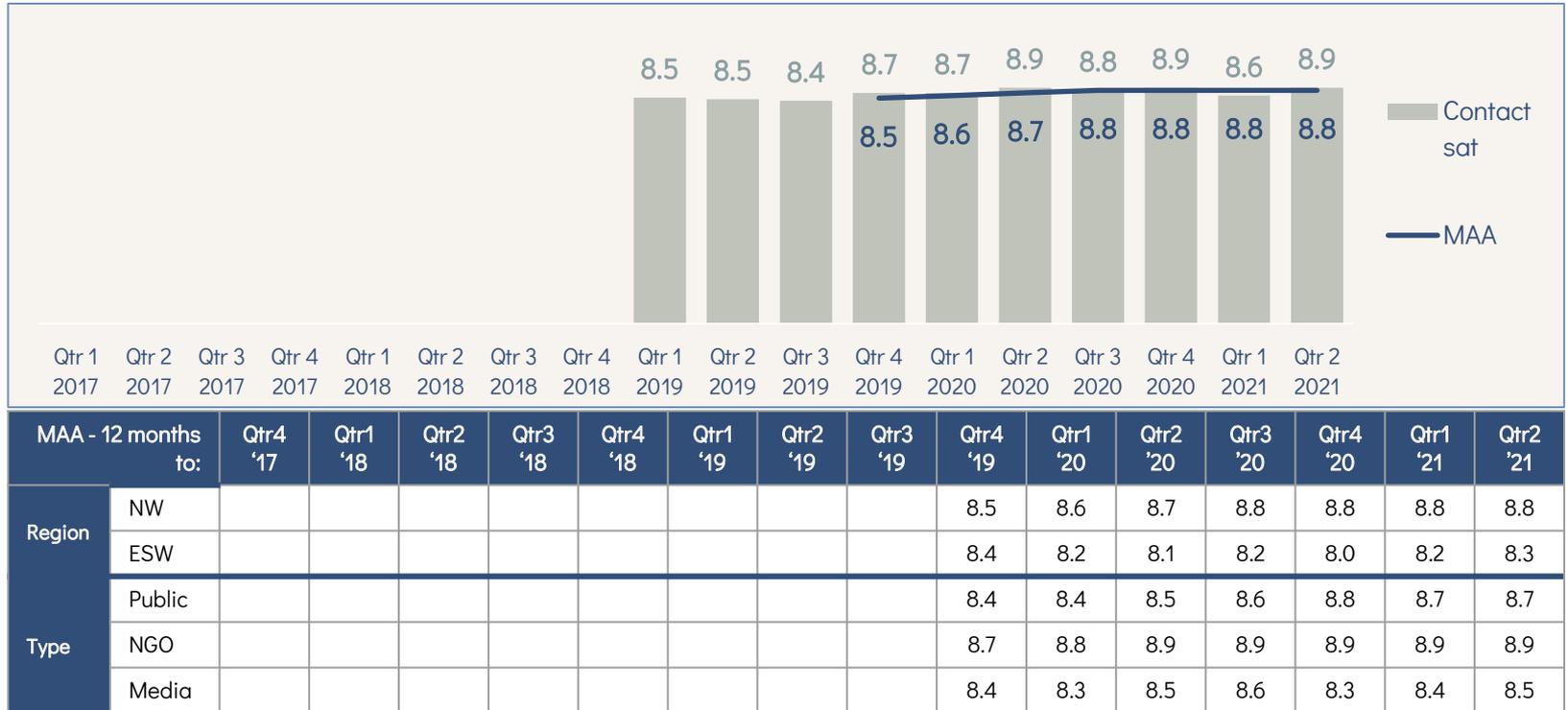
A

The overall NPS measure has improved vs the last couple of years, although the trend has now flattened



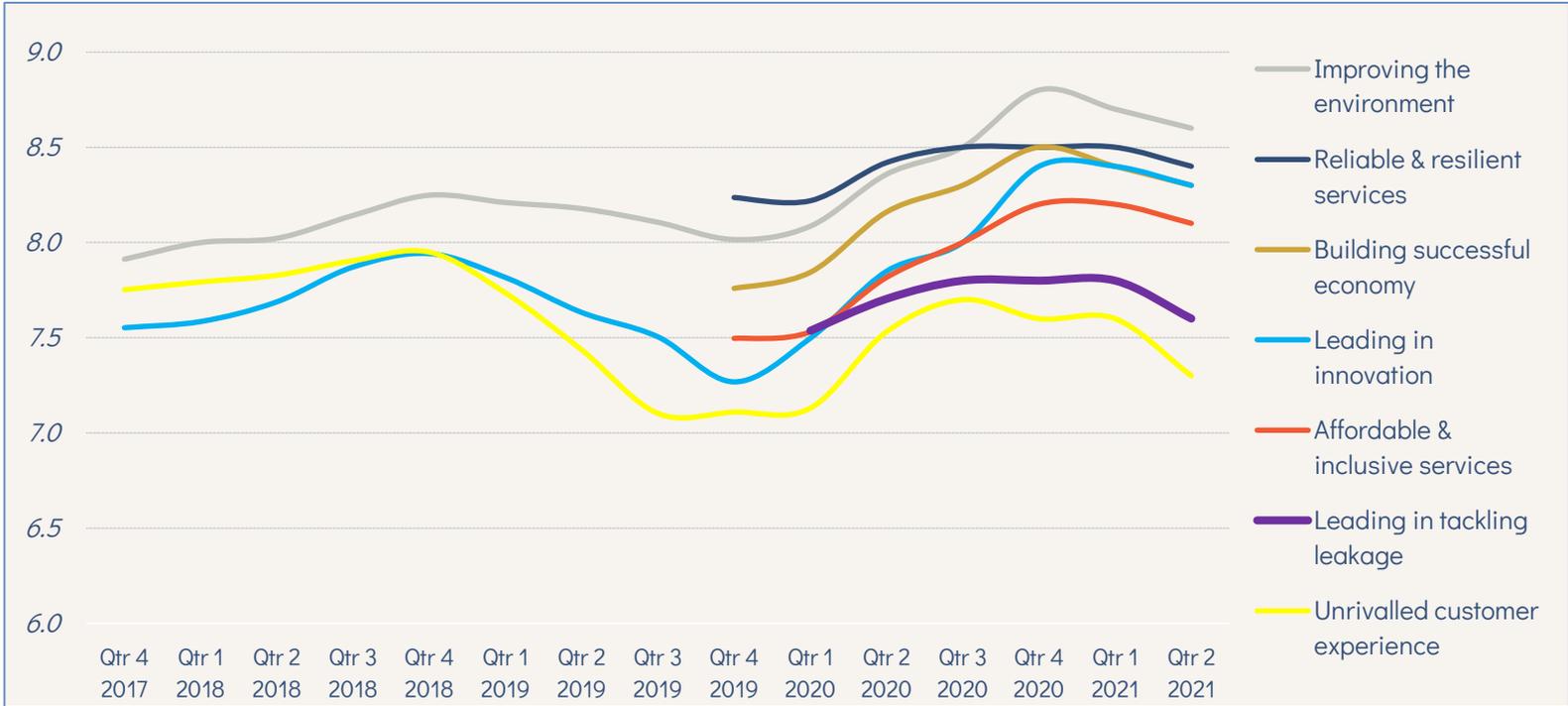
A

The contact satisfaction moving annual average is steady





The other brand values moving annual averages show downward movement, after improvement through 2020



A

77% of stakeholder respondents are supplied by NW or ESW at home

Of those expressing a preference,
86% of stakeholders supplied at home
by NW/ESW prefer tap water over bottled

SATISFACTION WITH DOMESTIC SUPPLY:	Qtr1 '21	Qtr2 '21
They supply clean and clear drinking water	9.1	9.2
They supply drinking water that tastes and smells good	9.1	8.8
They provide a reliable supply of water	9.3	9.4
They provide sufficient pressure	8.8	9.1

Base: supplied by NW/ESW at home (37)



DEFINING THE **CLEAREST** DIRECTION

TELEPHONE | +44 (0)113 237 5590

WEBSITE | www.allto.co.uk

ADDRESS | 23 Harrogate Road, Chapel Allerton, Leeds, LS7 3PD

THANK YOU

NWG
living water

All of our work is carried out in accordance with the requirements of the international quality standard specific to the market research industry, ISO 20252

