

Northumbrian Water Group
Water Resources Management Plan Survey report
Comparison of MaxDiff scores across regions

Solution	Essex & Suffolk Water	Northumbrian Water
Company-side leak reduction	Above average	Above average
Winter storage reservoirs	Above average	Not tested
Pipeline	Above average	Above average
Aquifer storage & recharge	Above average	Not tested
Water recycling plants	Above average	Not tested
Customer-side leak reduction	Above average	Below average
Water saving devices/ behaviours	Above average	Above average
Water import	Below average	Not tested
Smart metering	Below average	Below average
Compulsory metering	Below average	Not tested
Nitrate removal	Below average	Not tested
Opt-in metering	Below average	Below average
Desalination plants	Below average	Not tested
Abstraction	Below average	Below average
New borehole	Not tested	Below average

The table shows a comparison of the MaxDiff preference scores achieved by each solution in the two regions (where applicable), and how each score compares to the average score each solution could have achieved in that region if all solutions had been chosen equally.

Please note: the number of repetitions and the magnitude of the resulting percentages (shares of preference) are driven by the number of solutions being tested in each region and are not meant to be compared across regions.