

YouGov / Cavendish Consulting Survey Results

Sample Size: 6515 Adults in GB (16+)
Fieldwork: 29th October - 3rd November 2025

	Westminster VI						Vote in 2024 GE						2016 EU Ref		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	6515	778	846	646	1311	836	1134	1622	586	684	371	2215	2345	3160	3355	840	2613	1570	1492	3710	2754	
Unweighted Sample	6515	740	892	716	1337	843	1061	1741	648	744	393	2498	2326	2845	3670	626	2410	1714	1765	3893	2589	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Which of the following, if any, have you ever seen or been shared information on regarding developments in water infrastructure in your area?
Water infrastructure can include things like reservoirs, pipelines, towers and other storage facilities, and so on.

Printed leaflets/letters through your door	12	12	15	16	11	12	11	13	16	10	13	13	10	13	11	12	13	10	10	13	9
Email and newsletters from your water company	11	13	15	15	12	11	14	13	13	10	14	13	12	12	10	8	11	11	13	12	10
Local broadcast media (TV and radio)	8	11	11	12	7	8	10	10	9	5	8	8	8	10	6	11	6	8	9	9	7
Local newspapers (print and online)	6	8	11	8	5	8	7	8	8	4	7	6	5	8	5	9	7	5	6	8	4
Water company websites	6	8	9	7	5	8	7	8	5	5	9	7	5	8	5	7	7	5	6	7	5
Targeted social media adverts	4	4	7	4	3	5	4	5	3	2	4	4	2	5	3	8	5	3	2	5	3
Mobile phone messages via SMS or WhatsApp	4	6	6	4	3	4	5	5	3	3	5	4	3	5	3	4	5	3	3	4	3
Community engagement events	2	3	5	3	2	2	2	3	3	1	2	2	2	3	2	3	3	1	2	3	1
Individual project websites	1	2	2	2	1	2	2	2	1	0	2	1	1	2	1	2	2	1	1	2	1
Other	1	2	2	3	1	2	2	2	2	1	2	1	1	2	1	2	2	1	1	2	1
Not applicable – I have never seen this sort of information	61	57	52	56	65	59	58	58	59	68	56	59	64	58	65	59	58	65	65	59	64
Don't know	8	7	7	5	6	8	6	6	6	7	7	7	7	7	9	11	10	6	5	7	9

How good or bad would you say the current state of water supply and management is...
...in the UK?

Very good	5	7	6	4	4	4	6	4	2	5	5	4	5	4	6	5	4	3	5	4	
Fairly good	28	34	32	25	27	21	29	26	23	28	18	24	27	27	29	38	29	26	25	28	29
TOTAL GOOD	33	41	38	29	31	25	35	30	25	33	23	28	32	32	33	44	34	30	28	33	33
Fairly bad	30	32	30	38	34	29	35	32	37	30	29	33	33	31	29	24	29	30	36	31	29
Very bad	22	17	22	24	25	32	21	26	25	25	35	26	24	26	19	14	20	29	25	23	22
TOTAL BAD	52	49	52	62	59	61	56	58	62	55	64	59	57	57	48	38	49	59	61	54	51
Don't know	15	9	9	9	11	14	10	12	12	12	14	13	12	11	18	19	18	11	11	14	15

...in England/Wales/Scotland? [Wording routed based on respondents country]

Very good	8	8	8	5	7	6	7	8	4	7	6	8	7	8	7	9	9	7	6	8	8
Fairly good	29	33	30	25	27	22	30	26	24	29	16	25	28	28	30	34	29	28	27	28	29
TOTAL GOOD	37	41	38	30	34	28	37	34	28	36	22	33	35	36	37	43	38	35	33	36	37
Fairly bad	27	32	28	34	29	26	33	29	33	28	29	29	30	28	27	23	26	27	32	28	27
Very bad	24	19	25	29	28	35	23	28	29	27	38	28	26	27	21	16	21	29	28	25	23
TOTAL BAD	51	51	53	63	57	61	56	57	62	55	67	57	56	55	48	39	47	56	60	53	50
Don't know	12	7	8	7	9	12	8	9	10	10	11	10	9	9	15	17	15	8	7	11	13

...in your local area?

Very good	11	13	12	9	10	8	11	11	7	10	7	11	11	12	10	11	11	10	12	11	11
Fairly good	35	41	39	33	34	28	38	34	30	36	25	33	34	36	35	43	36	33	34	35	36
TOTAL GOOD	46	54	51	42	44	36	49	45	37	46	32	44	45	48	45	54	47	43	46	46	47
Fairly bad	22	23	22	30	25	21	25	23	30	22	23	24	24	22	22	16	21	23	26	23	21
Very bad	18	15	16	21	22	25	17	20	21	22	27	20	21	20	17	10	16	23	21	18	19
TOTAL BAD	40	38	38	51	47	46	42	43	51	44	50	44	45	42	39	26	37	46	47	41	40
Don't know	13	8	11	7	10	17	9	12	11	10	18	12	9	10	16	20	16	10	7	13	14

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	Country			Region in England				Water Company															
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Affinity Water	Anglian water	Northumbrian Water	South West Water	Scottish Water	South East Water	Southern Water	South Staffs Water	Severn Trent Water	Thames Water	United Utilities Water	Welsh Water	Wessex Water	Yorkshire Water	
Weighted Sample	6515	5629	319	567	1551	1075	775	2228	325	520	503	416	567	220	309	184	790	816	672	322	135	531	
Unweighted Sample	6515	5652	318	545	1586	1085	628	2353	327	533	493	440	545	233	326	195	803	732	695	322	142	540	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, have you ever seen or been shared information on regarding developments in water infrastructure in your area? Water infrastructure can include things like reservoirs, pipelines, towers and other storage facilities, and so on.

Printed leaflets/letters through your door	12	12	9	11	12	9	13	12															
Email and newsletters from your water company	11	12	9	3	11	11	10	14															
Local broadcast media (TV and radio)	8	8	8	7	9	5	8	9															
Local newspapers (print and online)	6	6	7	5	7	4	7	8															
Water company websites	6	6	7	4	7	5	8	6															
Targeted social media adverts	4	4	3	4	4	2	5	4															
Mobile phone messages via SMS or WhatsApp	4	4	5	3	4	4	5	3															
Community engagement events	2	2	2	2	2	2	4	2															
Individual project websites	1	1	1	1	2	1	2	1															
Other	1	1	2	1	1	1	2	2															
Not applicable – I have never seen this sort of information	61	60	62	71	62	65	58	57															
Don't know	8	8	8	7	7	9	9	7															

How good or bad would you say the current state of water supply and management is...
...in the UK?

Very good	5	5	5	5	5	5	6	4	6	3	8	4	5	4	1	5	5	5	5	4	5	4
Fairly good	28	28	28	32	28	35	27	25	25	29	31	25	32	26	23	33	34	24	29	29	27	26
TOTAL GOOD	33	33	33	37	33	40	33	29	31	32	39	29	37	30	24	38	39	29	34	33	32	30
Fairly bad	30	31	27	24	31	28	27	33	30	33	26	34	24	31	33	31	29	29	33	27	38	33
Very bad	22	23	22	19	21	18	22	26	23	21	20	28	19	28	31	20	17	27	20	24	17	23
TOTAL BAD	52	54	49	43	52	46	49	59	53	54	46	62	43	59	64	51	46	56	53	51	55	56
Don't know	15	14	18	20	14	15	17	12	16	14	15	10	20	11	13	11	14	15	14	17	13	14

...in England/Wales/Scotland? [Wording routed based on respondents country]

Very good	8	5	9	37	5	5	6	4	5	4	7	4	37	4	1	7	5	5	5	8	4	5
Fairly good	29	27	40	44	27	34	25	24	24	27	30	23	44	25	20	30	34	22	28	39	29	24
TOTAL GOOD	37	32	49	81	32	39	31	28	29	31	37	27	81	29	21	37	39	27	33	47	33	29
Fairly bad	27	30	22	9	30	27	27	32	31	31	27	31	9	30	33	31	28	28	30	23	36	32
Very bad	24	27	16	2	25	21	27	30	25	24	23	34	2	32	36	21	21	32	25	18	19	26
TOTAL BAD	51	57	38	11	55	48	54	62	56	55	50	65	11	62	69	52	49	60	55	41	55	58
Don't know	12	12	13	8	13	13	14	10	15	13	13	8	8	9	10	10	12	12	13	12	12	13

...in your local area?

Very good	11	8	13	39	9	10	8	6	7	6	13	6	39	5	2	7	12	7	7	13	11	8
Fairly good	35	34	42	46	35	42	32	30	32	34	40	32	46	30	24	45	40	27	38	41	42	28
TOTAL GOOD	46	42	55	85	44	52	40	36	39	40	53	38	85	35	26	52	52	34	45	54	53	36
Fairly bad	22	24	18	5	26	22	20	26	28	28	19	24	5	22	27	20	22	21	26	20	25	29
Very bad	18	20	12	2	17	11	23	26	17	16	13	29	2	33	35	13	12	30	15	13	9	22
TOTAL BAD	40	44	30	7	43	33	43	52	45	44	32	53	7	55	62	33	34	51	41	33	34	51
Don't know	13	14	14	8	14	15	17	12	15	16	15	9	8	10	11	15	14	15	14	14	12	13

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Weighted Sample	6515	778	846	646	1311	836	1134	1622	586	684	371	2215	2345	3160	3355	840	2613	1570	1492	3710	2754
Unweighted Sample	6515	740	892	716	1337	843	1061	1741	648	744	393	2498	2326	2845	3670	626	2410	1714	1765	3893	2589
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about **your own** water company, how well or badly do you think they are doing at...

...handling sewage management and disposal?

Very well	5	6	7	4	4	3	4	6	4	4	3	6	4	6	5	6	6	5	4	5	5
Fairly well	25	31	28	20	24	17	30	23	21	22	16	24	25	24	25	21	25	25	24	25	24
TOTAL WELL	30	37	35	24	28	20	34	29	25	26	19	30	29	30	30	27	31	30	28	30	29
Fairly badly	19	20	21	25	22	18	21	20	23	20	17	20	22	21	18	15	17	20	23	19	20
Very badly	23	18	21	29	27	33	21	26	28	27	34	25	26	26	19	17	22	26	23	23	22
TOTAL BADLY	42	38	42	54	49	51	42	46	51	47	51	45	48	47	37	32	39	46	46	42	42
Don't know	28	24	22	23	23	30	24	26	25	27	29	26	24	23	34	41	29	23	25	28	29

...managing water reservoirs effectively?

Very well	5	7	8	5	5	3	6	7	5	5	2	6	5	6	4	6	6	4	5	6	5
Fairly well	28	33	32	27	28	21	33	26	27	26	19	28	29	29	27	27	26	29	30	28	28
TOTAL WELL	33	40	40	32	33	24	39	33	32	31	21	34	34	35	31	33	32	33	35	34	33
Fairly badly	18	20	17	22	20	18	20	19	20	19	18	17	21	18	17	14	16	20	21	17	18
Very badly	15	12	15	18	20	20	14	17	16	20	23	17	17	18	12	9	16	18	15	16	15
TOTAL BADLY	33	32	32	40	40	38	34	36	36	39	41	34	38	36	29	23	32	38	36	33	33
Don't know	34	27	29	28	27	38	28	32	32	31	38	32	28	28	39	44	36	28	30	34	34

...maintaining pipes and fixing leaks?

Very well	5	7	7	4	4	4	5	6	4	3	4	5	4	6	4	8	6	4	4	6	4
Fairly well	30	34	35	27	29	24	31	29	26	30	20	30	28	31	29	34	31	27	28	29	31
TOTAL WELL	35	41	42	31	33	28	36	35	30	33	24	35	32	37	33	42	37	31	32	35	35
Fairly badly	23	26	23	27	26	20	29	23	28	21	21	24	27	23	23	13	20	27	30	23	23
Very badly	19	16	16	24	25	25	17	21	22	25	25	20	23	21	17	10	18	24	19	19	18
TOTAL BADLY	42	42	39	51	51	45	46	44	50	46	46	44	50	44	40	23	38	51	49	42	41
Don't know	23	17	19	18	16	28	18	20	20	21	31	21	18	19	27	34	25	17	18	23	23

...dealing with their customers?

Very well	6	7	8	5	5	3	6	7	4	5	4	6	5	6	6	7	6	5	6	6	6
Fairly well	33	38	35	31	33	27	36	33	33	31	22	33	34	32	33	29	33	33	35	33	33
TOTAL WELL	39	45	43	36	38	30	42	40	37	36	26	39	39	38	39	36	39	38	41	39	39
Fairly badly	16	18	17	19	17	19	17	17	19	15	21	17	18	18	15	15	15	18	18	16	17
Very badly	13	10	13	15	17	17	11	15	15	18	20	14	14	16	11	8	14	16	12	14	12
TOTAL BADLY	29	28	30	34	34	36	28	32	34	33	41	31	32	34	26	23	29	34	30	30	29
Don't know	32	27	27	30	28	34	29	29	29	31	33	30	29	28	35	41	33	28	29	31	32

...keeping your water bills down?

Very well	3	4	7	3	3	2	3	5	3	2	2	4	3	4	3	4	4	3	2	3	4
Fairly well	21	27	23	19	18	18	24	20	20	18	16	22	21	20	23	21	20	20	25	22	20
TOTAL WELL	24	31	30	22	21	20	27	25	23	20	18	26	24	24	26	25	24	23	27	25	24
Fairly badly	28	32	27	32	30	23	34	26	31	28	25	29	30	27	29	20	27	28	34	27	29
Very badly	30	26	29	31	39	36	27	32	30	40	36	30	35	34	26	19	30	36	28	29	30
TOTAL BADLY	58	58	56	63	69	59	61	58	61	68	61	59	65	61	55	39	57	64	62	56	59
Don't know	18	11	15	16	11	21	12	17	16	12	21	16	11	15	20	37	19	13	11	18	17

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Weighted Sample	6515	5629	319	567	1551	1075	775	2228	325	520	503	416	567	220	309	184	790	816	672	322	135	531
Unweighted Sample	6515	5652	318	545	1586	1085	628	2353	327	533	493	440	545	233	326	195	803	732	695	322	142	540
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about **your own** water company, how well or badly do you think they are doing at...

...handling sewage management and disposal?

Very well	5	4	6	16	5	5	4	3	3	4	6	3	16	1	2	4	6	3	4	6	2	5
Fairly well	25	23	23	39	24	31	21	20	25	24	27	19	39	16	13	30	30	18	26	23	28	19
TOTAL WELL	30	27	29	55	29	36	25	23	28	28	33	22	55	17	15	34	36	21	30	29	30	24
Fairly badly	19	20	18	9	21	18	18	21	19	21	20	23	9	21	24	18	17	17	21	19	30	23
Very badly	23	25	18	5	21	15	26	32	22	22	17	36	5	37	42	11	16	34	19	19	16	27
TOTAL BADLY	42	45	36	14	42	33	44	53	41	43	37	59	14	58	66	29	33	51	40	38	46	50
Don't know	28	28	35	31	29	31	31	24	32	29	30	19	31	25	20	36	30	28	30	33	24	26

...managing water reservoirs effectively?

Very well	5	4	6	19	5	5	5	3	2	4	7	3	19	2	2	5	4	4	6	7	4	
Fairly well	28	26	32	46	27	35	17	24	22	28	33	25	46	16	17	32	34	17	29	33	29	22
TOTAL WELL	33	30	38	65	32	40	22	27	24	32	40	28	65	18	19	34	39	21	33	39	36	26
Fairly badly	18	19	13	5	21	16	16	20	15	18	15	21	5	24	26	18	15	18	21	14	19	26
Very badly	15	17	8	2	17	9	20	20	16	14	10	19	2	27	26	9	10	25	13	7	10	27
TOTAL BADLY	33	36	21	7	38	25	36	40	31	32	25	40	7	51	52	27	25	43	34	21	29	53
Don't know	34	34	41	28	29	36	41	34	46	36	35	32	28	31	29	39	36	36	33	40	36	21

...maintaining pipes and fixing leaks?

Very well	5	4	7	15	5	5	5	3	5	4	6	3	15	1	2	2	5	3	5	7	4	5
Fairly well	30	28	35	50	29	35	26	24	29	29	33	27	50	21	19	28	36	21	31	35	36	21
TOTAL WELL	35	32	42	65	34	40	31	27	34	33	39	30	65	22	21	30	41	24	36	42	40	26
Fairly badly	23	24	23	9	25	21	23	26	20	27	20	25	9	26	30	24	19	25	25	26	21	28
Very badly	19	21	10	4	18	15	23	25	21	18	13	24	4	33	31	11	16	30	14	9	15	26
TOTAL BADLY	42	45	33	13	43	36	46	51	41	45	33	49	13	59	61	35	35	55	39	35	36	54
Don't know	23	23	25	22	24	24	23	22	25	21	28	21	22	19	18	35	24	20	24	23	24	20

...dealing with their customers?

Very well	6	5	8	17	6	7	4	3	3	5	7	2	17	2	1	6	7	4	5	7	5	6
Fairly well	33	32	37	40	34	39	27	29	30	37	38	30	40	26	23	35	39	22	35	38	38	29
TOTAL WELL	39	37	45	57	40	46	31	32	33	42	45	32	57	28	24	41	46	26	40	45	43	35
Fairly badly	16	17	16	6	17	15	18	19	16	18	14	17	6	21	28	15	14	20	17	16	16	18
Very badly	13	14	7	2	11	9	19	18	14	10	9	19	2	21	22	8	10	24	10	7	10	15
TOTAL BADLY	29	31	23	8	28	24	37	37	30	28	23	36	8	42	50	23	24	44	27	23	26	33
Don't know	32	31	31	35	32	31	32	31	37	29	32	32	35	29	26	36	30	30	32	32	31	32

...keeping your water bills down?

Very well	3	2	4	15	3	2	3	1	0	2	4	1	15	1	2	3	3	2	2	3	1	3
Fairly well	21	19	24	38	20	26	15	17	21	21	24	19	38	14	9	25	25	13	21	25	25	17
TOTAL WELL	24	21	28	53	23	28	18	18	21	23	28	20	53	15	11	28	28	15	23	28	26	20
Fairly badly	28	29	32	11	30	30	24	30	29	32	29	34	11	27	29	29	29	23	31	31	35	29
Very badly	30	33	25	4	30	23	39	36	29	27	23	34	4	45	49	23	24	46	30	26	21	35
TOTAL BADLY	58	62	57	15	60	53	63	66	58	59	52	68	15	72	78	52	53	69	61	57	56	64
Don't know	18	16	15	32	16	18	18	15	20	18	20	12	32	13	12	19	18	16	15	15	18	16

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	6515	778	846	646	1311	836	1134	1622	586	684	371	2215	2345	3160	3355	840	2613	1570	1492	3710	2754
Unweighted Sample	6515	740	892	716	1337	843	1061	1741	648	744	393	2498	2326	2845	3670	626	2410	1714	1765	3893	2589
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking again about your water company, how often, if at all, do you think they dump sewage into waterways or bodies of water (including things like rivers, lakes, estuaries, the ocean) in your local area?

Very often	17	13	19	21	20	24	16	20	20	20	26	19	19	20	14	12	17	19	19	17	17
Fairly often	21	22	22	27	22	23	22	22	25	21	22	22	22	19	19	19	19	22	23	20	21
Sometimes	16	18	17	18	18	17	17	14	20	15	17	16	16	17	15	18	14	17	16	17	15
Not very often	7	8	7	6	6	5	7	7	5	6	2	7	6	8	6	9	6	7	6	8	6
Never	2	3	4	1	2	2	1	2	2	2	3	2	2	2	3	5	3	2	1	2	3
Don't know	37	36	32	27	32	29	36	34	28	37	30	34	35	31	43	38	41	33	34	36	40

In the past 12 months, have you personally experienced any of the following, or been aware of any of the following affecting your area? Please select all that apply.

Water infrastructure leaks	21	25	22	24	25	24	24	23	23	25	24	23	26	24	19	13	20	26	24	22	20
Water pressure problems	20	19	20	23	22	24	19	21	22	22	24	20	21	19	21	19	21	23	17	20	20
Hosepipe ban	18	21	16	23	20	18	20	18	22	20	18	17	20	19	18	17	16	20	20	19	18
Sewage discharge into public waterways/the sea	18	15	20	25	19	24	16	21	24	18	25	20	17	19	16	18	16	18	19	18	16
Water supply interruption	15	14	15	17	15	18	13	16	16	15	19	15	15	15	14	15	15	17	13	15	15
Droughts or water shortages	9	10	10	13	9	11	11	10	11	8	10	10	10	10	8	8	9	9	10	10	8
None of these	40	41	40	34	38	32	42	38	37	38	29	39	39	38	40	38	39	38	42	39	40
Don't know	8	5	6	5	6	9	5	7	6	6	13	7	5	8	9	15	10	5	5	7	9

Who, in your opinion, is MOST responsible for any issues with water supply and management in the UK? Please tick up to two options.

Water companies	77	82	78	83	80	77	82	80	79	81	79	81	81	78	75	63	72	84	84	78	75
Water industry regulator (Ofwat)	31	33	35	38	32	31	35	33	37	29	32	33	32	33	30	29	29	31	37	33	29
The UK Government	24	19	25	22	23	36	19	26	24	25	31	24	20	27	21	34	28	18	17	25	22
Local governments	6	6	6	5	6	6	5	5	5	6	3	5	5	7	6	11	7	5	5	6	7
Consumers	2	4	3	2	2	1	3	2	1	1	1	2	2	2	2	3	2	2	3	2	2
Other [See Tab 1]	1	0	1	1	0	1	1	1	1	0	1	1	1	1	1	0	1	1	1	1	1
Don't know	9	6	6	5	6	6	6	7	8	5	7	6	7	6	12	14	13	6	4	8	12

Sample Size: 6515 Adults in GB (16+)
Fieldwork: 29th October - 3rd November 2025

	Country			Region in England				Water Company														
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Affinity Water	Anglican water	Northumbrian Water	South West Water	Scottish Water	South East Water	Southern Water	South Staffs Water	Severn Trent Water	Thames Water	United Utilities Water	Welsh Water	Wessex Water	Yorkshire Water
Weighted Sample	6515	5629	319	567	1551	1075	775	2228	325	520	503	416	567	220	309	184	790	816	672	322	135	531
Unweighted Sample	6515	5652	318	545	1586	1085	628	2353	327	533	493	440	545	233	326	195	803	732	695	322	142	540
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking again about your water company, how often, if at all, do you think they dump sewage into waterways or bodies of water (including things like rivers, lakes, estuaries, the ocean) in your local area?

Very often	17	19	16	3	17	11	19	23	18	16	13	31	3	25	29	6	11	22	17	17	12	18
Fairly often	21	22	21	10	22	19	20	24	14	21	18	25	10	28	30	20	20	23	20	21	21	25
Sometimes	16	16	17	13	17	15	15	17	14	16	17	15	13	18	18	16	15	15	17	18	22	17
Not very often	7	5	5	19	5	9	5	4	5	6	4	3	19	1	3	7	10	5	7	5	8	3
Never	2	2	2	7	2	2	3	1	2	2	3	1	7	1	2	1	3	2	3	1	0	2
Don't know	37	36	39	48	38	43	38	31	47	39	45	24	48	27	19	50	41	34	37	38	37	34

In the past 12 months, have you personally experienced any of the following, or been aware of any of the following affecting your area? Please select all that apply.

Water infrastructure leaks	21	23	20	8	22	18	25	25	21	24	16	19	8	31	31	18	17	31	21	20	15	29
Water pressure problems	20	21	22	11	20	20	23	21	21	24	15	17	11	28	19	18	26	23	24	17	20	20
Hosepipe ban	18	20	4	3	30	9	8	24	11	6	5	9	3	55	47	12	10	20	9	4	10	71
Sewage discharge into public waterways/the sea	18	19	19	4	16	10	11	27	13	15	15	40	4	26	38	11	10	17	16	20	17	17
Water supply interruption	15	15	24	10	16	11	15	16	12	14	15	17	10	21	20	12	10	17	16	24	15	16
Droughts or water shortages	9	10	4	5	14	5	5	11	6	5	3	7	5	25	18	8	5	10	7	4	7	31
None of these	40	37	41	67	35	47	39	32	43	38	52	30	67	21	19	46	50	31	44	40	49	13
Don't know	8	8	8	6	7	9	12	8	10	10	9	6	6	7	7	7	10	10	7	8	9	6

Who, in your opinion, is MOST responsible for any issues with water supply and management in the UK? Please tick up to two options.

Water companies	77	77	79	68	77	75	73	80
Water industry regulator (Ofwat)	31	32	29	24	30	32	34	33
The UK Government	24	24	24	22	25	23	29	23
Local governments	6	5	9	14	6	4	8	5
Consumers	2	2	1	3	2	2	2	2
Other [See Tab 1]	1	1	1	2	1	0	1	0
Don't know	9	9	7	13	9	11	9	9

Sample Size: 6515 Adults in GB (16+)
Fieldwork: 29th October - 3rd November 2025

	Westminster VI						Vote in 2024 GE					2016 EU Ref		Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	6515	778	846	646	1311	836	1134	1622	586	684	371	2215	2345	3160	3355	840	2613	1570	1492	3710	2754
Unweighted Sample	6515	740	892	716	1337	843	1061	1741	648	744	393	2498	2326	2845	3670	626	2410	1714	1765	3893	2589
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When thinking about where you hear information about **issues with the water supply** in the UK, which of the following, if any, do you trust **MOST** to tell you the truth? Please tick up to three options.

Environment Agency/NRW/SEPA	30	31	38	41	22	41	29	37	41	21	39	39	25	31	30	31	30	33	29	33	27
The water industry regulator (Ofwat)	23	27	32	28	18	24	25	29	26	15	18	28	19	24	23	25	25	22	21	26	20
Drinking Water Inspectorate	12	13	16	15	9	14	10	14	14	9	12	13	10	12	11	14	12	9	13	12	11
The media	16	17	19	19	17	18	19	18	17	15	17	16	16	19	13	17	14	16	19	17	14
Your water company	14	21	16	12	13	8	16	15	10	13	10	13	15	13	16	14	15	14	14	14	15
Friends and family	12	9	11	10	14	14	9	10	12	16	13	9	12	12	11	16	12	10	10	12	11
The Government	6	6	13	6	3	6	4	8	6	2	4	6	3	7	4	11	7	3	2	6	5
Your local council/councillors	5	6	6	8	4	6	5	6	8	4	6	5	5	5	6	7	6	4	5	6	5
Your MP	3	3	5	5	1	3	3	3	4	1	3	3	2	3	2	4	2	1	3	3	2
None of these	17	15	8	13	27	12	20	13	14	27	14	14	23	18	16	9	15	20	21	15	20
Don't know	16	12	13	11	12	17	12	14	13	14	17	14	15	12	20	19	18	14	13	14	18

When thinking about where you hear information about **water companies** in the UK, which of the following, if any, do you trust **MOST** to tell you the truth? Please tick up to three options.

Environment Agency/NRW/SEPA	31	32	38	42	23	41	30	36	40	22	40	39	25	31	30	32	29	33	29	33	27
The water industry regulator (Ofwat)	25	30	35	32	19	26	26	31	31	16	22	30	21	25	25	29	26	25	22	28	21
The media	15	16	18	20	17	18	18	17	17	14	19	17	15	19	11	15	13	16	19	16	14
Drinking Water Inspectorate	12	13	14	16	9	15	12	14	15	8	11	13	11	13	12	15	12	11	12	13	11
Friends and family	11	8	9	9	15	12	8	8	9	15	14	8	12	12	10	15	12	9	9	11	11
Your water company	10	15	12	7	8	6	12	10	7	7	7	9	10	8	11	12	10	9	9	9	11
The Government	6	5	13	8	3	5	3	8	6	2	3	6	3	7	5	10	7	3	3	6	5
Your local council/councillors	6	7	7	8	3	7	5	6	7	3	8	5	4	6	5	8	6	4	6	6	5
Your MP	3	4	6	5	2	2	3	3	5	2	4	4	2	4	2	5	2	2	4	3	2
None of these	18	18	11	14	27	14	21	14	16	30	14	15	25	19	18	11	17	21	23	17	21
Don't know	17	12	14	11	12	15	13	16	13	13	17	14	16	12	21	19	19	15	14	15	19

Which of the following, if any, do you think are **MOST** to blame for the increasing cases of drought and water shortages across the UK? Please select up to three options

Poor water management by water companies	53	51	55	60	57	58	52	60	57	55	59	57	57	56	50	41	49	60	59	54	52
Ageing water infrastructure	46	53	48	58	50	41	55	50	52	49	43	52	52	49	42	23	40	54	60	47	43
Climate change	33	27	45	45	13	52	24	43	44	11	48	43	21	29	37	44	37	29	27	37	28
Overdevelopment / too many houses built	28	43	18	23	39	18	44	20	25	40	20	25	39	24	31	12	22	35	38	26	30
Lack of new reservoirs	26	33	26	28	34	19	34	25	27	32	21	25	33	32	20	19	20	29	37	25	27
Pollution	9	7	11	8	6	13	7	9	7	5	10	9	5	8	10	17	10	6	6	9	9
Immigration	8	8	3	2	21	1	10	3	3	22	2	3	13	9	6	5	7	8	10	6	10
Use of water by data centres	7	6	8	8	3	18	4	8	8	3	18	8	4	7	7	15	8	5	3	8	5
Businesses using too much water	6	5	6	6	3	11	4	7	6	4	8	5	4	5	7	11	7	4	4	6	6
The increasing use of AI	5	2	5	7	2	15	1	5	6	2	12	4	2	5	6	23	5	1	1	6	4
Water-intensive appliances at home	4	7	5	3	4	3	6	3	4	3	2	4	4	3	5	4	4	4	5	4	4
Something else [See Tab 2]	3	2	3	3	2	3	3	2	4	3	3	3	2	4	2	1	2	3	3	3	2
Don't know	11	6	8	4	8	6	6	9	7	9	6	8	7	9	12	15	15	7	4	9	13

Sample Size: 6515 Adults in GB (16+)
 Fieldwork: 29th October - 3rd November 2025

	Country			Region in England				Water Company															
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Affinity Water	Anglican water	Northumbrian Water	South West Water	Scottish Water	South East Water	Southern Water	South Staffs Water	Severn Trent Water	Thames Water	United Utilities Water	Welsh Water	Wessex Water	Yorkshire Water	
Weighted Sample	6515	5629	319	567	1551	1075	775	2228	325	520	503	416	567	220	309	184	790	816	672	322	135	531	
Unweighted Sample	6515	5652	318	545	1586	1085	628	2353	327	533	493	440	545	233	326	195	803	732	695	322	142	540	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When thinking about where you hear information about **issues with the water supply** in the UK, which of the following, if any, do you trust **MOST** to tell you the truth? Please tick up to three options.

Environment Agency/NRW/SEPA	30	31	30	29	30	28	28	33
The water industry regulator (Ofwat)	23	23	23	22	23	24	22	24
Drinking Water Inspectorate	12	12	7	13	12	11	13	12
The media	16	16	15	16	15	13	22	16
Your water company	14	14	18	18	16	16	13	12
Friends and family	12	12	12	11	11	12	13	11
The Government	6	6	5	6	6	5	8	5
Your local council/councillors	5	5	7	7	4	6	5	6
Your MP	3	3	3	2	2	3	4	2
None of these	17	18	15	12	17	18	16	19
Don't know	16	16	19	18	16	17	19	14

When thinking about where you hear information about **water companies** in the UK, which of the following, if any, do you trust **MOST** to tell you the truth? Please tick up to three options.

Environment Agency/NRW/SEPA	31	30	31	31	30	31	25	33
The water industry regulator (Ofwat)	25	25	25	24	26	26	26	25
The media	15	15	16	15	14	12	21	16
Drinking Water Inspectorate	12	12	9	13	12	12	14	12
Friends and family	11	11	10	12	10	11	13	11
Your water company	10	9	11	16	12	12	8	7
The Government	6	5	5	7	6	5	7	5
Your local council/councillors	6	5	7	6	5	5	7	6
Your MP	3	3	2	3	3	2	5	3
None of these	18	19	14	11	19	20	18	20
Don't know	17	16	18	20	16	17	18	15

Which of the following, if any, do you think are **MOST** to blame for the increasing cases of drought and water shortages across the UK? Please select up to three options

Poor water management by water companies	53	54	49	46	55	50	52	56
Ageing water infrastructure	46	45	50	43	45	43	43	48
Climate change	33	33	32	41	32	31	37	33
Overdevelopment / too many houses built	28	29	22	21	25	30	16	35
Lack of new reservoirs	26	27	22	21	29	27	23	26
Pollution	9	8	10	12	9	8	11	8
Immigration	8	8	6	5	8	10	6	8
Use of water by data centres	7	7	9	9	7	5	10	7
Businesses using too much water	6	6	6	7	6	5	9	5
The increasing use of AI	5	5	5	8	5	6	6	5
Water-intensive appliances at home	4	4	2	5	5	4	3	4
Something else [See Tab 2]	3	3	3	3	2	3	3	2
Don't know	11	10	15	12	10	12	15	9

Sample Size: 6515 Adults in GB (16+)
Fieldwork: 29th October - 3rd November 2025

	Westminster VI					Vote in 2024 GE					2016 EU Ref		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	Reform UK	Green	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	6515	778	846	646	1311	836	1134	1622	586	684	371	2215	2345	3160	3355	840	2613	1570	1492	3710	2754
Unweighted Sample	6515	740	892	716	1337	843	1061	1741	648	744	393	2498	2326	2845	3670	626	2410	1714	1765	3893	2589
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What changes by your water company would MOST improve your opinion of them? Please select up to three options.

Stopping sewage discharge and pollution	50	47	53	61	48	62	49	56	58	45	63	56	49	50	50	48	47	52	54	52	46
Reducing pay and bonuses for water company bosses	44	44	41	49	48	49	48	48	47	47	51	48	51	43	44	25	39	51	56	42	46
Reducing water bills	41	39	39	36	49	34	40	40	38	51	34	36	44	43	39	39	45	39	35	39	43
Improving and repairing current infrastructure	40	47	42	49	41	39	47	43	49	39	38	45	43	42	38	30	36	45	48	43	36
Fixing pipe leaks quicker	24	33	23	24	30	14	35	21	23	28	13	23	30	23	24	13	17	31	33	23	25
More environmental investment	15	10	20	17	6	31	9	18	17	6	29	17	8	13	17	32	15	11	9	18	11
Greater transparency on spending and investment	14	16	17	15	13	14	14	15	15	13	13	15	12	14	13	16	14	12	14	15	12
Better customer service	5	6	6	4	6	3	6	5	3	4	3	3	5	5	8	5	4	5	5	6	6
Fewer hose-pipe bans	2	3	3	2	3	1	2	2	2	3	1	2	2	3	2	3	3	2	2	2	2
Other [See Tab 3]	2	1	2	2	2	4	1	2	2	3	4	2	2	3	1	1	2	2	2	2	2
Don't know	10	6	7	5	7	7	6	7	6	9	7	8	8	9	11	17	13	6	5	9	12

Which of the following statements best reflects your view?

It is more important that water companies reduce pollution, even if that means increases in my water bills	43	46	56	50	28	58	42	51	51	24	55	51	33	42	43	55	41	37	42	48	34
It is more important that my water bills are lower, even if that means problems with water pollution	9	10	8	6	13	5	10	7	4	15	2	6	11	11	7	11	11	9	5	9	10
Neither of these	39	38	30	37	53	32	41	36	38	55	36	36	50	40	39	22	36	47	47	36	45
Don't know	9	6	5	6	6	5	7	7	7	6	6	7	7	7	11	12	11	7	6	7	11

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

Sample Size: 6515 Adults in GB (16+)
 Fieldwork: 29th October - 3rd November 2025

	Country			Region in England				Water Company														
	Total	England	Wales	Scotland	North	Midlands	London	Rest of South	Affinity Water	Anglian water	Northumbrian Water	South West Water	Scottish Water	South East Water	Southern Water	South Staffs Water	Severn Trent Water	Thames Water	United Utilities Water	Welsh Water	Wessex Water	Yorkshire Water
Weighted Sample	6515	5629	319	567	1551	1075	775	2228	325	520	503	416	567	220	309	184	790	816	672	322	135	531
Unweighted Sample	6515	5652	318	545	1586	1085	628	2353	327	533	493	440	545	233	326	195	803	732	695	322	142	540
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What changes by your water company would MOST improve your opinion of them? Please select up to three options.

Stopping sewage discharge and pollution	50	50	56	43	51	46	47	52	47	47	53	62	43	52	55	47	47	48	50	58	54	49
Reducing pay and bonuses for water company bosses	44	45	44	34	45	46	40	46	42	47	42	46	34	48	47	45	46	43	44	44	48	48
Reducing water bills	41	42	45	22	41	42	45	42	45	41	41	44	22	40	45	40	42	43	43	44	43	39
Improving and repairing current infrastructure	40	40	39	37	41	36	38	43	38	41	39	48	37	48	40	36	36	41	38	39	42	43
Fixing pipe leaks quicker	24	24	21	19	23	24	24	26	28	27	18	20	19	32	28	25	23	26	21	22	20	29
More environmental investment	15	15	12	19	14	16	17	14	19	14	14	18	19	9	13	16	17	14	14	12	14	13
Greater transparency on spending and investment	14	14	12	13	13	13	16	14	16	15	12	14	13	12	13	11	13	16	14	13	16	13
Better customer service	5	5	4	7	4	6	8	4	6	5	3	4	7	5	6	6	8	5	4	1	5	5
Fewer hose-pipe bans	2	3	0	1	3	1	3	3	2	2	2	2	1	4	5	1	2	3	2	0	1	6
Other [See Tab 3]	2	2	1	2	2	2	2	2	2	2	1	2	2	2	2	3	2	2	2	1	2	2
Don't know	10	9	11	20	9	11	10	8	8	9	11	4	20	5	7	13	10	9	10	9	11	7

Which of the following statements best reflects your view?

It is more important that water companies reduce pollution, even if that means increases in my water bills	43	42	41	52	40	42	46	41														
It is more important that my water bills are lower, even if that means problems with water pollution	9	10	8	5	11	11	11	8														
Neither of these	39	40	44	32	40	38	34	43														
Don't know	9	9	7	11	9	9	10	8														

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.