

# Water Poll

22/06/2018

Prepared on behalf of We Own It



# Methodology

## Fieldwork Dates

19<sup>th</sup> - 20<sup>th</sup> June 2018

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 18+ in the United Kingdom

## Sample Size

1,022

## Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by age, sex, region, household income, education, 2017 General Election vote and 2016 EU Referendum vote. Targets for the weighted data were derived from Office for National Statistics 2011 Census data, and the results of the 2017 General Election and 2016 EU Referendum.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,022 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross breaks with very small sub-samples should be treated with caution.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information please contact:

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If you are interested in commissioning a poll from us, please contact [researchteam@survation.com](mailto:researchteam@survation.com) for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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<http://www.britishpollingcouncil.org>

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21 Jun 2018

**Table 1**  
**Q1.By Normal Weighting**  
Q1.Water in England is mostly distributed by 10 regional private water companies. Before 1989, water was in public ownership. It has been proposed that the government buys the shares from these companies in order to bring the water industry into public ownership. There is a debate about how much shareholders should be compensated, with the decision resting with Parliament. Some argue that shareholders should be entitled to the full market value of their shares, plus a 20-30% acquisition cost as is conventional takeover practice. However, others argue that shareholders have already benefited from £1.8bn annual dividend payments, and Parliament should take into account this and other practices such as lack of investment and pollution when deciding compensation. If the government was to buy the shares from these companies, which of the following would be your preferred option for compensating the shareholders?

Base: All Respondents

	Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12												
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
Shareholders should be compensated for the full market value of their shares plus a 20-30% acquisition. This would cost the government up to £90 billion	96	57	38	13	36	12	7	11	7	9	35	25	6	30	31	28	35	33	29	5	-	7	39	36	4	24	4	12	6	3	5	6	10	73	8	6	8
	9.3%	11.5%	7.3%	11.2%	20.3%	7.5%	3.8%	7.7%	5.4%	8.7%	9.5%	9.9%	4.6%	10.8%	10.3%	8.0%	10.2%	9.5%	8.8%	8.6%	-	11.2%	9.0%	9.1%	4.6%	17.6%	9.0%	10.3%	4.2%	3.0%	6.4%	7.0%	12.3%	8.5%	9.0%	12.5%	29.8%
Shareholders should be compensated in line with the full value of the water industry as estimated by the industry regulator. This would cost the government £54 billion	130	69	61	30	30	36	13	8	10	2	31	36	18	45	35	42	53	43	48	6	5	6	46	63	12	27	3	18	16	9	7	13	6	111	12	5	2
	12.7%	13.8%	11.6%	26.0%	17.0%	21.6%	7.3%	5.7%	8.0%	1.5%	8.5%	14.2%	14.2%	16.1%	11.7%	12.2%	15.2%	12.4%	14.6%	9.2%	19.8%	10.0%	10.5%	15.5%	12.9%	20.0%	6.5%	15.7%	11.7%	10.0%	9.9%	14.9%	7.1%	12.9%	13.7%	10.6%	5.3%
Shareholders should be compensated for the current market value of their shares. This would cost the government around £37 billion	157	97	60	15	20	23	37	24	17	20	36	31	30	61	37	54	61	66	53	6	4	12	72	67	15	25	4	21	17	7	9	13	14	125	19	5	8
	15.4%	19.5%	11.4%	13.1%	11.6%	13.7%	20.4%	16.4%	13.6%	18.8%	9.8%	12.3%	23.5%	21.8%	12.5%	15.5%	17.6%	19.0%	16.3%	9.1%	15.4%	19.8%	16.6%	16.5%	15.5%	18.5%	8.5%	18.6%	12.4%	7.6%	12.2%	14.9%	17.1%	14.5%	21.9%	11.2%	28.3%
Shareholders should be compensated for the actual level of shareholder equity i.e. The book value of their shares (company assets minus existing liabilities and debts). This would cost the government £14.3 billion	93	45	48	8	12	15	9	19	11	19	34	22	13	24	25	32	35	34	24	16	-	4	42	38	3	4	2	8	23	7	11	17	10	85	5	3	-
	9.1%	9.0%	9.3%	7.3%	7.0%	8.8%	4.9%	12.8%	8.6%	17.9%	9.2%	8.8%	10.6%	8.7%	8.5%	9.2%	10.0%	9.9%	7.3%	26.4%	-	7.3%	9.6%	9.5%	3.2%	2.9%	5.5%	7.2%	16.5%	8.1%	14.8%	18.6%	12.1%	9.9%	5.5%	6.1%	-

**Survation.**

**Water Poll**  
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**Table 1**  
**Q1.By Normal Weighting**  
Q1.Water in England is mostly distributed by 10 regional private water companies. Before 1989, water was in public ownership. It has been proposed that the government buys the shares from these companies in order to bring the water industry into public ownership. There is a debate about how much shareholders should be compensated, with the decision resting with Parliament. Some argue that shareholders should be entitled to the full market value of their shares, plus a 20-30% acquisition cost as is conventional takeover practice. However, others argue that shareholders have already benefited from £1.8bn annual dividend payments, and Parliament should take into account this and other practices such as lack of investment and pollution when deciding compensation. If the government was to buy the shares from these companies, which of the following would be your preferred option for compensating the shareholders?

Base: All Respondents

	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12																					
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland									
Weighted Total	1022	498 524	117 176	167 183	148 126	105	368	250 126 278	298 347 347	346 326 60 24 59	435 403	95 134 42 113 140 87 74 89 85 858 86 49 28																																	
Shareholders should be compensated for the book value of the companies minus original government subsidies of around £12 billion at today's prices - £2.3 billion	111	59 52	4 14 11 22 20 22 17	39 26 15 30	27 45 39	49 28 6 - 7	59 35	13 10 5 17 13 22 4 11 8 103 2 5 -	10.8%	11.8%	9.9%	3.6%	8.0%	6.6%	12.2%	13.4%	17.2%	16.3%	10.7%	10.4%	12.2%	10.8%	9.0%	13.0%	11.1%	14.1%	8.5%	9.4%	-	11.6%	13.5%	8.6%	13.6%	7.1%	12.1%	15.5%	9.1%	25.6%	4.9%	11.9%	10.0%	12.0%	2.7%	11.0%	-
Shareholders should not be compensated at all	155	75 80	5 15 20 37 34 29 15	66 40 15 34	47 54 47	49 62 7 8 11	69 67	13 19 1 19 30 20 10 6 13 131 16 5 3	15.2%	15.1%	15.3%	4.5%	8.4%	11.9%	20.4%	22.9%	23.0%	14.5%	17.9%	16.0%	11.8%	12.4%	15.8%	15.5%	13.6%	14.2%	18.9%	12.2%	31.4%	18.6%	15.9%	16.5%	13.8%	14.3%	1.6%	16.5%	21.5%	23.2%	13.7%	7.0%	15.5%	15.3%	18.5%	9.3%	11.6%
Don't know	281	96 185	40 49 50 57 31 31 24	127 71 29 54	96 93 77	72 83 15 8 13	108 98	35 26 24 18 34 20 28 23 22 230 25 19 7	27.5%	19.3%	35.3%	34.3%	27.7%	30.0%	31.0%	21.0%	24.1%	22.4%	34.4%	28.4%	23.1%	19.4%	32.3%	26.7%	22.2%	20.9%	25.6%	25.0%	33.4%	21.5%	24.9%	24.3%	36.6%	19.6%	56.9%	16.1%	24.6%	22.4%	38.1%	25.6%	25.8%	26.8%	28.7%	39.2%	24.9%
SIGMA	1022	498 524	117 176 167 183 148 126 105	368 250 126 278	298 347 347	346 326 60 24 59	435 403	95 134 42 113 140 87 74 89 85 858 86 49 28	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



**Table 2**  
**Q2.By Normal Weighting**  
**Q2.Which of the following organisations have you heard of?**  
**Ofcom**

**Base: All Respondents**

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12													
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
Have heard of	802	403	399	59	127	132	160	126	106	91	291	196	104	211	210	279	291	294	265	48	22	47	371	323	72	88	34	98	119	73	59	65	63	672	67	41	22
	78.5%	80.9%	79.2%	50.6%	72.4%	79.2%	87.7%	85.0%	83.6%	86.7%	79.0%	78.3%	82.5%	76.0%	70.5%	80.5%	83.9%	85.0%	81.2%	79.1%	86.3%	79.2%	85.4%	89.0%	76.2%	65.4%	81.2%	87.3%	85.0%	83.3%	80.1%	73.1%	74.9%	78.3%	78.0%	82.5%	79.8%
Have not heard of	220	95	125	58	48	35	23	22	21	14	77	54	22	67	88	68	58	52	61	13	3	12	64	80	23	46	8	14	21	15	15	24	21	187	19	9	6
	21.5%	19.1%	23.8%	49.4%	27.6%	20.8%	12.3%	15.0%	16.4%	13.3%	21.0%	21.7%	17.5%	24.0%	29.5%	19.5%	16.1%	15.0%	18.8%	20.9%	11.7%	20.8%	14.6%	20.0%	23.8%	34.6%	18.8%	12.7%	15.0%	16.7%	19.9%	26.9%	25.1%	21.7%	22.0%	17.5%	21.2%
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 3**  
**Q3.By Normal Weighting**  
**Q3.Which of the following organisations have you heard of?**  
**Ofgem**

Base: All Respondents

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12													
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
Have heard of	635	335	301	32	86	101	142	108	96	70	230	158	74	173	170	222	229	245	209	41	20	33	297	257	52	63	24	89	91	55	48	56	52	530	59	30	17
	62.2%	57.2%	57.4%	27.4%	49.2%	60.4%	77.6%	72.5%	76.2%	66.8%	62.5%	63.2%	59.1%	62.1%	57.2%	63.9%	66.0%	70.6%	64.0%	68.0%	82.3%	56.9%	68.2%	63.9%	54.7%	47.4%	56.9%	78.8%	65.1%	62.6%	64.8%	62.7%	61.8%	61.7%	67.7%	61.1%	60.7%
Have not heard of	387	163	223	85	89	86	41	41	30	35	138	92	51	105	127	125	118	102	117	19	4	25	138	146	43	70	18	24	49	33	26	33	32	329	28	19	11
	37.8%	32.8%	42.6%	72.6%	50.8%	39.6%	22.4%	27.5%	23.8%	33.2%	37.5%	36.8%	40.9%	37.9%	42.7%	36.1%	34.0%	29.4%	36.0%	32.0%	17.5%	43.1%	31.8%	36.1%	45.3%	52.6%	43.1%	21.2%	34.9%	37.4%	35.2%	37.3%	38.2%	38.3%	32.3%	38.9%	39.3%
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Water Poll**  
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**Table 4**  
**Q4.By Normal Weighting**  
**Q4.Which of the following organisations have you heard of?**  
**Owat**

Base: All Respondents

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12	
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
Have heard of	419	250	169	11	47	53	86	85	70	68	137	104	42	135	97	139	173	192	123	34	4	20	214	164	41	51	12	50	71	43	34	35	34	371	19	19	9	
	41.0%	50.1%	32.2%	9.1%	26.7%	32.0%	48.8%	57.1%	55.0%	64.4%	37.3%	41.7%	33.0%	48.7%	32.4%	40.0%	49.8%	55.4%	37.7%	55.8%	18.0%	34.8%	49.1%	40.8%	43.2%	38.4%	29.6%	44.1%	50.8%	49.5%	45.8%	39.1%	39.9%	43.3%	22.4%	38.3%	32.0%	
Have not heard of	603	248	355	106	129	113	97	64	57	37	231	146	84	143	201	208	174	154	203	27	20	38	221	239	54	82	29	63	69	44	40	54	51	487	67	30	19	
	59.0%	49.9%	67.8%	90.9%	73.3%	68.0%	53.2%	42.9%	45.0%	35.6%	62.7%	58.3%	67.0%	51.3%	67.6%	60.0%	50.2%	44.6%	62.3%	44.2%	82.0%	65.2%	50.9%	59.2%	56.8%	61.6%	70.4%	55.9%	49.2%	50.5%	54.2%	60.9%	60.1%	56.7%	77.6%	61.7%	68.0%	
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Table 5**  
**Q5.By Normal Weighting**  
**Q5.Which of the following organisations have you heard of?**  
**Ofqual**

**Base: All Respondents**

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12	
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
Have heard of	174	91	83	28	39	30	27	17	10	23	54	35	17	68	51	51	72	58	65	10	-	14	66	76	12	45	5	10	19	24	11	23	9	158	3	4	9	
	17.1%	18.3%	15.9%	24.2%	22.3%	17.9%	14.6%	11.7%	8.3%	21.4%	14.7%	14.1%	13.4%	24.5%	17.1%	14.5%	20.8%	16.6%	19.9%	17.2%	-	24.3%	15.2%	18.9%	12.4%	33.5%	11.9%	8.6%	13.8%	27.9%	14.9%	25.6%	11.1%	18.4%	3.7%	8.2%	32.0%	
Have not heard of	848	407	441	89	136	137	156	131	116	83	314	215	109	210	247	296	275	289	262	50	24	44	369	327	83	89	37	103	121	63	63	67	75	700	83	45	19	
	82.9%	81.7%	84.1%	75.8%	77.7%	82.1%	85.4%	88.3%	91.7%	78.6%	85.3%	85.9%	86.6%	75.5%	82.9%	85.4%	79.2%	83.4%	80.1%	82.8%	100.0%	75.7%	84.8%	81.1%	87.6%	66.5%	88.1%	91.4%	86.2%	72.1%	85.1%	74.4%	88.9%	81.6%	96.3%	91.8%	68.0%	
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Water Poll**  
Prepared on behalf of We Own It

**Table 6**  
**Q6.By Normal Weighting**  
**Q6.Which of the following organisations have you heard of**  
**Ofsted**

Base: All Respondents

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12													
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
Have heard of	836	388	448	87	128	138	159	122	113	89	286	212	112	225	235	289	290	304	270	50	16	44	373	324	80	95	34	99	118	79	72	78	75	730	54	35	16
	81.8%	77.9%	85.4%	74.2%	73.0%	82.1%	88.8%	81.9%	89.6%	84.5%	77.8%	84.8%	89.1%	81.1%	79.1%	83.3%	83.4%	87.8%	82.8%	82.7%	63.7%	74.3%	85.7%	80.3%	84.5%	71.1%	81.2%	87.9%	84.3%	90.3%	97.4%	87.1%	89.2%	85.1%	62.9%	71.2%	57.2%
Have not heard of	186	110	76	30	47	28	24	27	13	16	82	38	14	53	62	58	59	42	56	10	9	15	62	80	15	39	8	14	22	8	2	11	9	128	32	14	12
	18.2%	22.1%	14.6%	25.8%	27.0%	16.9%	13.2%	18.1%	10.4%	15.5%	22.2%	15.2%	10.9%	18.9%	20.9%	16.7%	16.6%	12.2%	17.2%	17.3%	36.3%	25.7%	14.3%	19.7%	15.5%	28.9%	18.8%	12.1%	15.7%	9.7%	2.6%	12.9%	10.8%	14.9%	37.1%	28.8%	42.8%
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Table 7**  
**Q7. By Normal Weighting**  
**Q7. Which of the following organisations have you heard of?**  
**Otpow**

Base: All Respondents

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12	
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
Have heard of	149	84	65	13	43	21	17	18	12	24	56	40	11	42	46	44	58	56	46	7	-	13	64	58	11	35	6	12	20	24	4	12	6	129	6	4	10	
	14.6%	16.9%	12.4%	10.9%	24.4%	12.8%	9.5%	12.2%	9.9%	23.2%	15.3%	15.9%	9.1%	15.1%	15.6%	12.8%	16.8%	16.1%	14.1%	12.1%	-	22.6%	14.6%	14.4%	11.6%	25.8%	14.3%	11.0%	14.0%	27.2%	4.9%	13.8%	7.1%	15.1%	7.2%	8.5%	34.1%	
Have not heard of	873	414	459	104	133	145	166	130	114	81	312	211	114	236	251	303	289	291	280	53	24	45	371	345	84	99	36	100	120	64	70	77	79	729	80	45	19	
	85.4%	83.1%	87.6%	89.1%	75.6%	87.2%	90.5%	87.8%	90.1%	76.8%	84.7%	84.1%	90.9%	84.9%	84.4%	87.2%	83.2%	83.9%	85.9%	87.9%	100.0%	77.4%	85.4%	85.6%	88.4%	74.2%	85.7%	89.0%	86.0%	72.8%	95.1%	86.2%	92.9%	84.9%	92.8%	91.5%	65.9%	
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 8**  
**Q8.By Normal Weighting**  
**Q8.Which of the following organisations have you heard of**  
**Onews**

Base: All Respondents

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12														
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NO / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland		
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12	
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
Have heard of	142	76	65	21	44	24	16	9	10	19	56	27	13	45	41	40	62	50	47	9	-	15	56	61	11	42	5	9	17	20	2	8	9	124	3	7	8	
	13.9%	15.4%	12.5%	17.6%	25.1%	14.5%	8.8%	5.8%	7.7%	17.7%	15.2%	11.0%	10.5%	16.2%	13.7%	11.4%	17.7%	14.3%	14.5%	14.1%	-	24.9%	13.0%	15.1%	11.1%	31.7%	11.5%	8.0%	12.0%	23.3%	3.3%	9.5%	10.4%	14.4%	3.1%	13.3%	32.0%	
Have not heard of	880	422	459	96	132	142	167	140	117	87	312	223	113	233	257	308	286	297	279	52	24	44	379	342	85	91	37	104	123	67	71	81	76	735	84	43	19	
	86.1%	84.6%	87.5%	82.4%	74.9%	85.5%	91.2%	94.2%	92.3%	82.3%	84.8%	89.0%	89.5%	83.8%	86.3%	88.6%	82.3%	85.7%	85.5%	85.9%	100.0%	75.1%	87.0%	84.5%	88.9%	68.3%	88.5%	92.0%	88.0%	76.7%	96.7%	90.5%	89.6%	85.6%	96.9%	86.7%	68.0%	
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Table 9**  
**Q9. By Normal Weighting**  
**Q9. When water was privatised, the debt of the previous water companies was cleared so that the new operators could start with a clean slate. How much debt do you think the new water companies have built up in total since 1989?**

Base: All Respondents

Total	Gender		Age							Education Level				HH Income p.a.			2017 GE Vote					2016 EU Ref Vote		Region 12													
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	NQ / Level 1	Level 2 Apprenticeship / Other	Level 3	Level 4	£0 - £19,999	£20,000 - £39,999	£40,000+	CON	LAB	LD	SNP	Other	Leave	Remain	East	London	North East	North West	South East	South West	East Midlands	West Midlands	Yorkshire & Humber	England	Scotland	Wales	Northern Ireland	
Unweighted Total	1022	450	572	80	184	184	168	224	152	30	201	233	163	425	268	488	236	329	315	73	19	80	396	442	117	94	60	125	145	83	71	85	106	886	75	49	12
Weighted Total	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
Less than £10bn	76	42	34	12	16	15	11	14	7	-	24	24	8	20	28	24	23	25	24	4	-	6	28	31	6	14	2	9	14	3	4	5	10	68	4	3	2
	7.4%	8.5%	6.4%	10.4%	9.1%	9.1%	5.9%	9.6%	5.9%	-	6.6%	9.6%	6.2%	7.0%	9.5%	6.9%	6.7%	7.2%	7.5%	7.3%	-	9.9%	6.5%	7.8%	5.6%	10.6%						11.8%	7.9%	4.1%	5.6%	6.0%	
Between £10-30bn	205	88	117	32	59	42	35	19	11	7	81	50	21	54	74	68	61	59	75	10	9	10	91	73	28	26	7	16	23	15	16	17	18	166	25	9	5
	20.1%	17.7%	22.4%	27.6%	33.4%	25.1%	19.0%	12.8%	8.9%	7.0%	21.9%	20.0%	16.5%	19.3%	24.9%	19.7%	17.7%	17.0%	22.9%	17.3%	36.4%	17.7%	20.9%	18.0%	29.4%	19.6%	15.8%	14.6%	16.3%	17.6%	21.7%	19.1%	20.9%	19.3%	28.8%	17.8%	19.4%
Between £31-50bn	111	34	77	15	24	19	18	15	10	9	31	22	16	41	26	39	43	38	41	6	5	4	38	58	13	14	4	16	15	13	5	9	6	95	7	9	-
	10.9%	6.8%	14.8%	12.8%	13.4%	11.7%	9.9%	10.2%	8.3%	8.9%	8.5%	8.9%	12.8%	14.9%	8.7%	11.3%	12.5%	11.0%	12.7%	9.3%	21.4%	6.2%	8.7%	14.5%	14.1%	10.3%	9.8%	14.1%	10.6%	14.4%	7.3%	10.2%	7.0%	11.1%	8.0%	18.6%	
More than £50bn	126	70	56	12	29	14	33	14	14	12	41	24	23	39	27	39	59	34	48	8	2	15	45	66	5	32	4	13	16	8	6	11	7	102	10	5	10
	12.4%	14.1%	10.7%	10.0%	16.2%	8.2%	18.1%	9.1%	11.2%	11.0%	11.2%	9.6%	17.9%	14.0%	9.0%	11.3%	17.1%	9.8%	14.7%	13.2%	6.9%	26.2%	10.4%	16.3%	5.7%	23.9%	10.3%	12.0%	11.1%	8.6%	8.5%	11.9%	8.0%	11.9%	11.9%	9.4%	34.0%
Don't know	504	264	240	46	49	76	86	87	83	77	191	130	59	124	142	176	160	191	138	32	9	24	233	175	42	48	25	58	72	49	42	48	44	427	41	24	11
	49.3%	53.0%	45.8%	39.2%	27.8%	45.9%	47.0%	58.3%	65.7%	73.1%	51.8%	51.9%	46.5%	44.8%	47.8%	50.8%	46.1%	55.0%	42.2%	52.8%	35.3%	40.1%	53.7%	43.4%	44.2%	35.7%	59.2%	51.3%	51.8%	55.8%	56.8%	53.5%	52.2%	49.8%	47.3%	48.6%	40.6%
SIGMA	1022	498	524	117	176	167	183	148	126	105	368	250	126	278	298	347	347	346	326	60	24	59	435	403	95	134	42	113	140	87	74	89	85	858	86	49	28
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

	Page	Table	Title	Base Description	Base
	4	1	<p>Q1.By Normal Weighting</p> <p>Q1.Water in England is mostly distributed by 10 regional private water companies. Before 1989, water was in public ownership. It has been proposed that the government buys the shares from these companies in order to bring the water industry into public ownership. There is a debate about how much shareholders should be compensated, with the decision resting with Parliament. Some argue that shareholders should be entitled to the full market value of their shares, plus a 20-30% acquisition cost as is conventional takeover practice.</p> <p>However, others argue that shareholders have already benefited from £1.8bn annual dividend payments, and Parliament should take into account this and other practices such as lack of investment and pollution when deciding compensation. If the government was to buy the shares from these companies, which of the following would be your preferred option for compensating the shareholders?</p>	Base: All Respondents	1022
	5	1	<p>Q1.By Normal Weighting</p> <p>Q1.Water in England is mostly distributed by 10 regional private water companies. Before 1989, water was in public ownership. It has been proposed that the government buys the shares from these companies in order to bring the water industry into public ownership. There is a debate about how much shareholders should be compensated, with the decision resting with Parliament. Some argue that shareholders should be entitled to the full market value of their shares, plus a 20-30% acquisition cost as is conventional takeover practice.</p> <p>However, others argue that shareholders have already benefited from £1.8bn annual dividend payments, and Parliament should take into account this and other practices such as lack of investment and pollution when deciding compensation. If the government was to buy the shares from these companies, which of the following would be your preferred option for compensating the shareholders?</p>	Base: All Respondents	1022
	6	2	<p>Q2.By Normal Weighting</p> <p>Q2.Which of the following organisations have you heard of? Ofcom</p>	Base: All Respondents	1022
	7	3	<p>Q3.By Normal Weighting</p> <p>Q3.Which of the following organisations have you heard of? Ofgem</p>	Base: All Respondents	1022
	8	4	<p>Q4.By Normal Weighting</p> <p>Q4.Which of the following organisations have you heard of? Ofwat</p>	Base: All Respondents	1022

	Page	Table	Title	Base Description	Base
	9	5	Q5.By Normal Weighting Q5.Which of the following organisations have you heard of? Ofqual	Base: All Respondents	1022
	10	6	Q6.By Normal Weighting Q6.Which of the following organisations have you heard of? Ofsted	Base: All Respondents	1022
	11	7	Q7.By Normal Weighting Q7.Which of the following organisations have you heard of? Ofpow	Base: All Respondents	1022
	12	8	Q8.By Normal Weighting Q8.Which of the following organisations have you heard of? Ofnews	Base: All Respondents	1022
	13	9	Q9.By Normal Weighting Q9.When water was privatised, the debt of the previous water companies was cleared so that the new operators could start with a clean slate. How much debt do you think the new water companies have built up in total since 1989?	Base: All Respondents	1022