

Survey on Thames Water

Analysed by Survation on behalf of We Own It



Methodology: Online interviews of residents aged 18+ living in areas covered by Thames Water

Fieldwork dates: 18th – 26th December 2025

Sample size: 1,095

Survation.

Methodology

Fieldwork Dates

18th – 26th December 2026

Data Collection Method

The survey was conducted via online panel.

Different response rates from different demographic groups were taken into account.

Population Sampled

Adults aged 18+ living in areas covered by Thames Water

Sample Size

1,095

Data Weighting

Data is weighted to the profile of the population of the United Kingdom.

Data is weighted by respondent's sex, age, region, household income, education, socioeconomic group, 2024 General Election vote, and 2016 EU referendum vote.

Targets for the weighted data are derived from the ONS.

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% of respondents (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,095 it is 95% certain that the 'true' value will fall within the range of 3.52% from the sample result. Subsamples from cross-breaks will be subject to higher margin of error. Conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All tables are shown in full, in the order and wording put to respondents.

In all questions where the responses are a list of 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

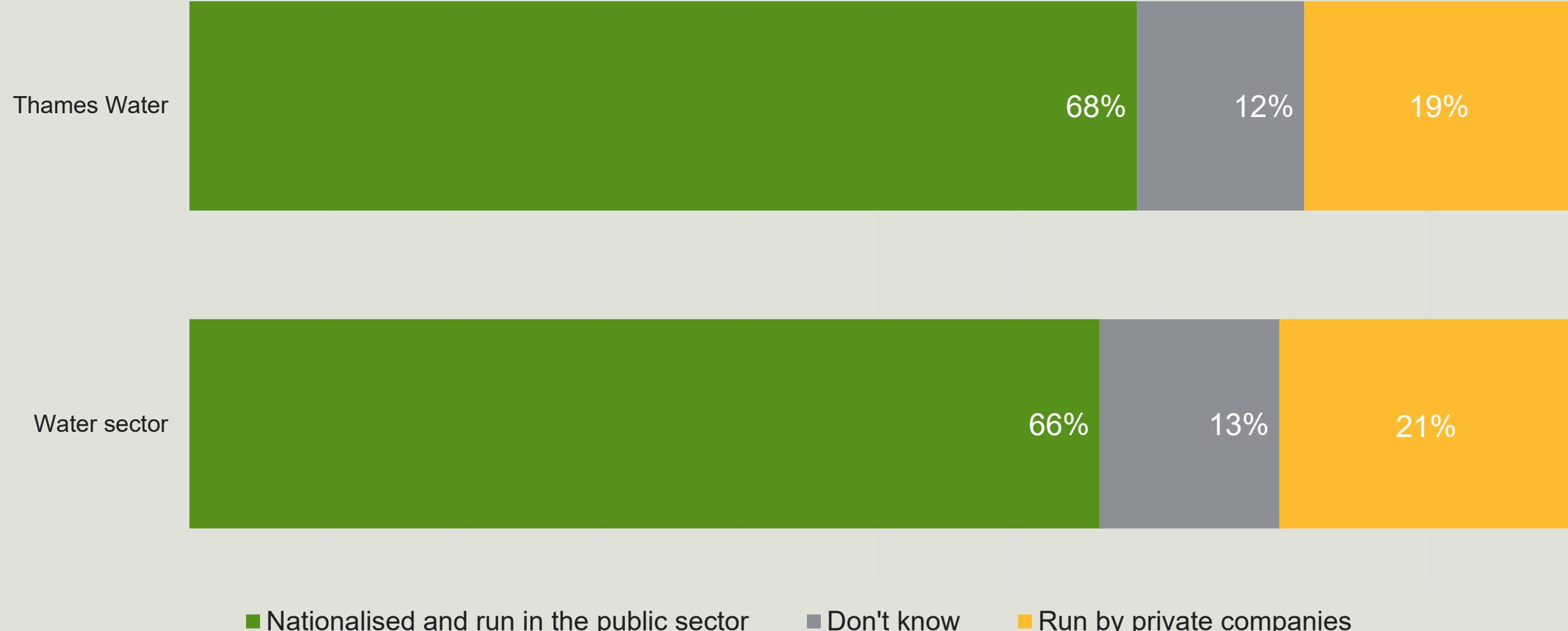
– e.g. a list of numbers from 0 to 10. "Other" and "Prefer not to say" options are not randomised.

Not all questions will have necessarily been asked to all respondents. They may be follow-on questions from previous questions or only appropriate to certain groups.

Lower response counts should make clear where this has occurred.

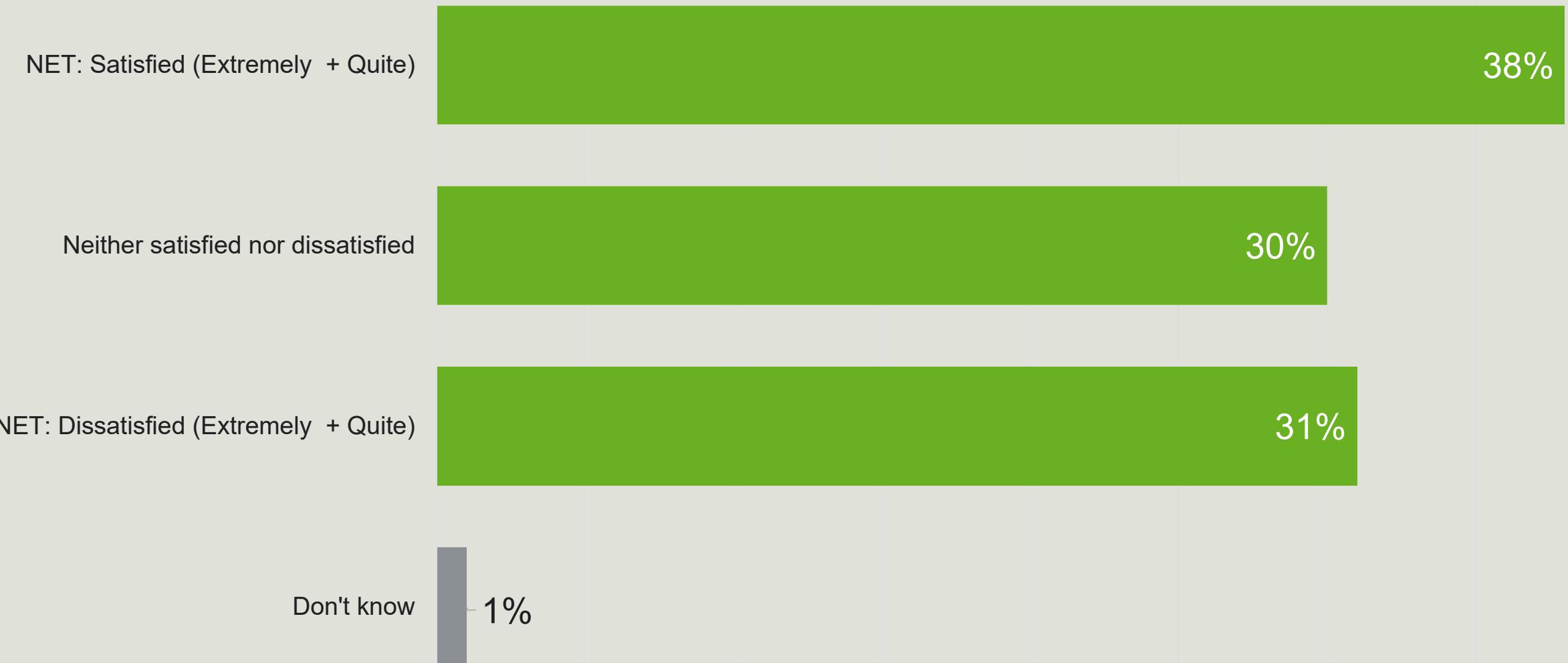
Data was collected, analysed, and weighted by Survation.

Q1_Summary. Do you think the following should be privatised and run by private companies or be nationalised and run in the public sector?



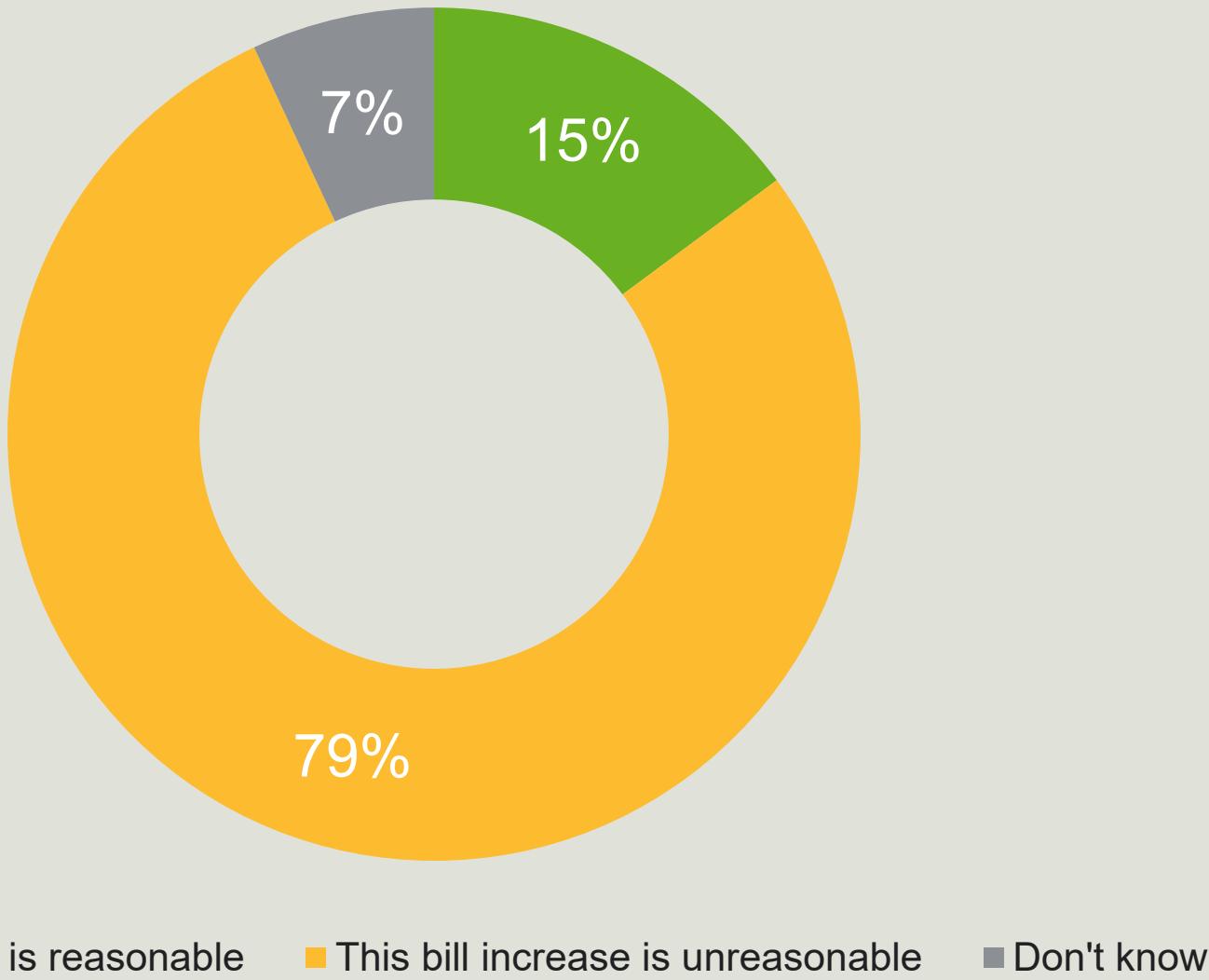
BASE: All respondents, Unweighted total: 1,095.

Q2. How satisfied or dissatisfied are you with the service provided by Thames Water?



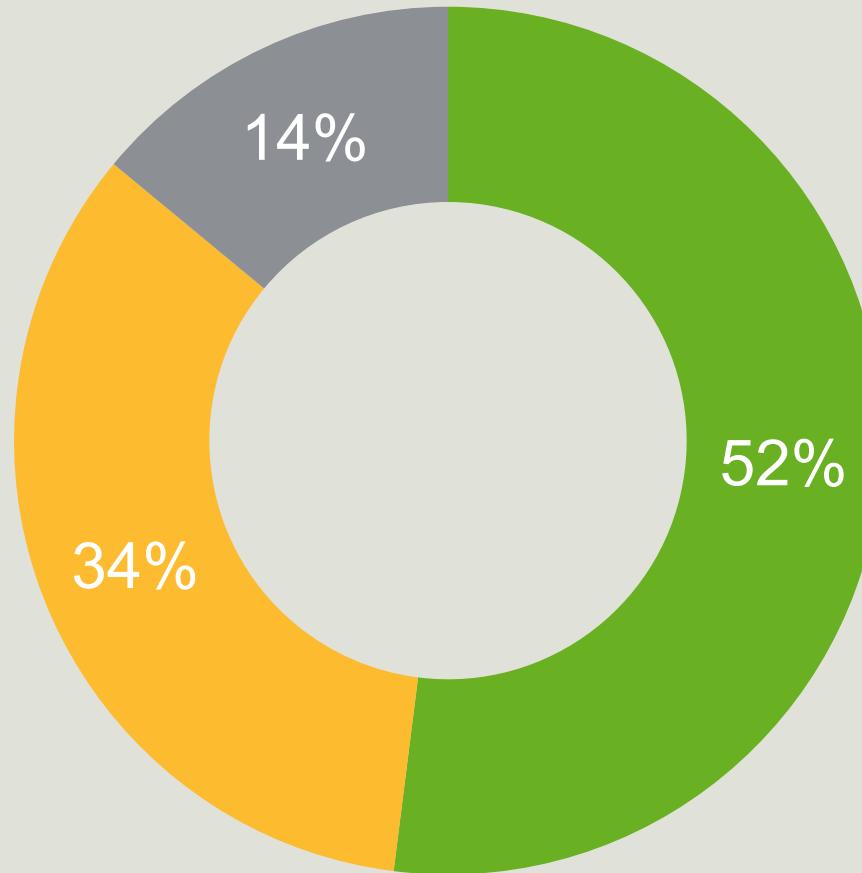
BASE: All respondents, Unweighted total: 1,095.

Q3. Ofwat has agreed to allow Thames Water to increase customers' bills by an average of 35% before inflation over the next five years, which Thames Water has said is needed to fund investment to improve services for people and the environment. Critics highlight that - since privatisation in 1989 - Thames Water has paid out over £10 billion in dividends for shareholders. Which of the following statements comes closest to your view?



BASE: All respondents, Unweighted total: 1,095.

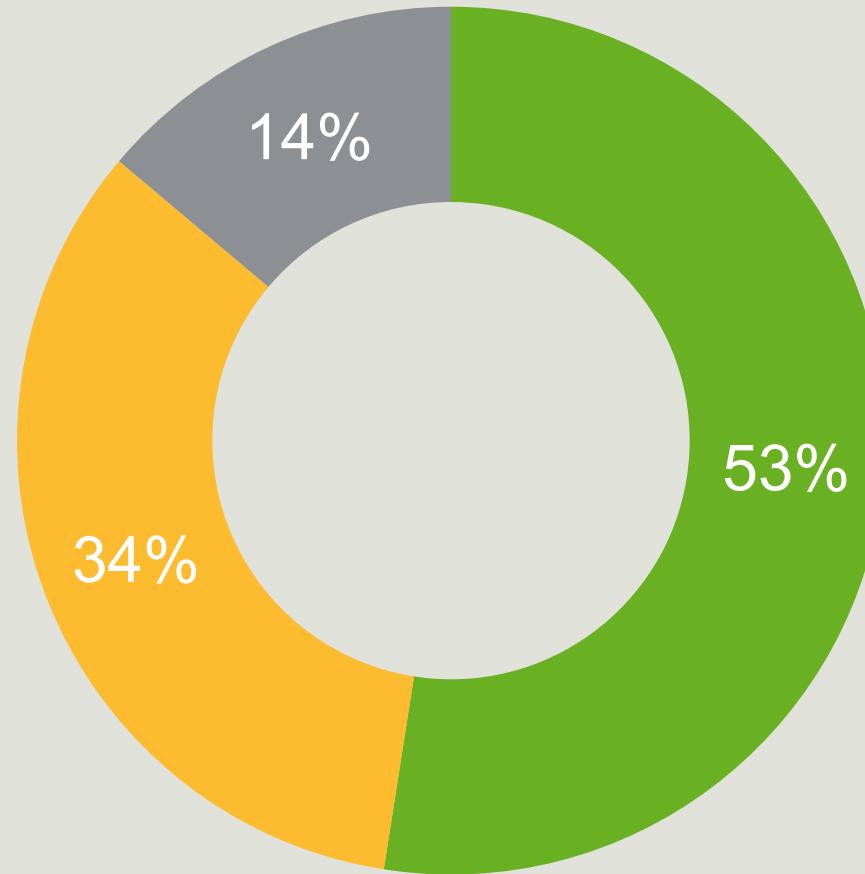
Q4. Which of the following statements comes closest to your view?



- I expect I will be able to afford the increase in my water bills
- I expect I will be unable to afford the increase in my water bills
- Don't know

BASE: All respondents, Unweighted total: 1,095.

Q5. Which of the following statements comes closest to your view?



- It would be reasonable for Thames Water customers to stop paying their water bills in protest against bill increases
- It would be unreasonable for Thames Water customers to stop paying their water bills in protest against bill increases
- Don't know

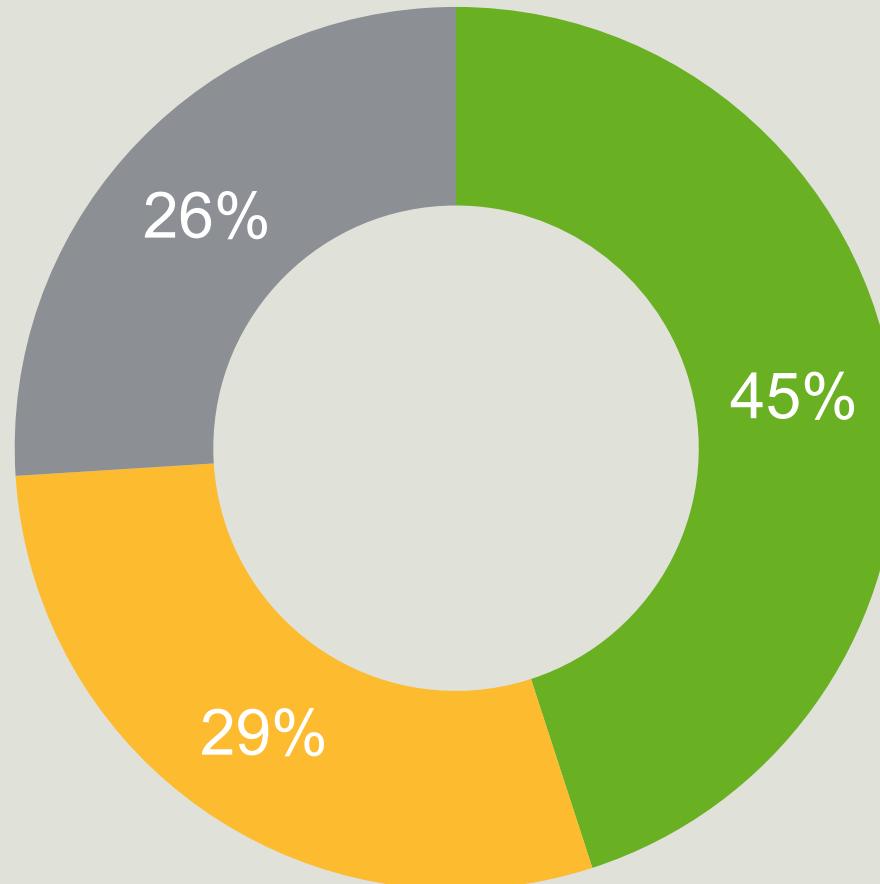
BASE: All respondents, Unweighted total: 1,095.

Q6. Former environment secretary Minister Steve Reed pledged to halve sewage levels by 2030. Which of the following statements comes closest to your view?



BASE: All respondents, Unweighted total: 1,095.

Q7. Thames Water is currently in financial trouble. One solution is to take it into a form of temporary national ownership called special administration. In special administration, its debt can be cut by at least 40%. If it stays privatised, the creditors have offered a 25% 'haircut' (reduction) on their debt. Do you think that this government should take Thames Water into special administration to carry out a greater reduction to its debt, or accept the 25% haircut being offered by creditors?



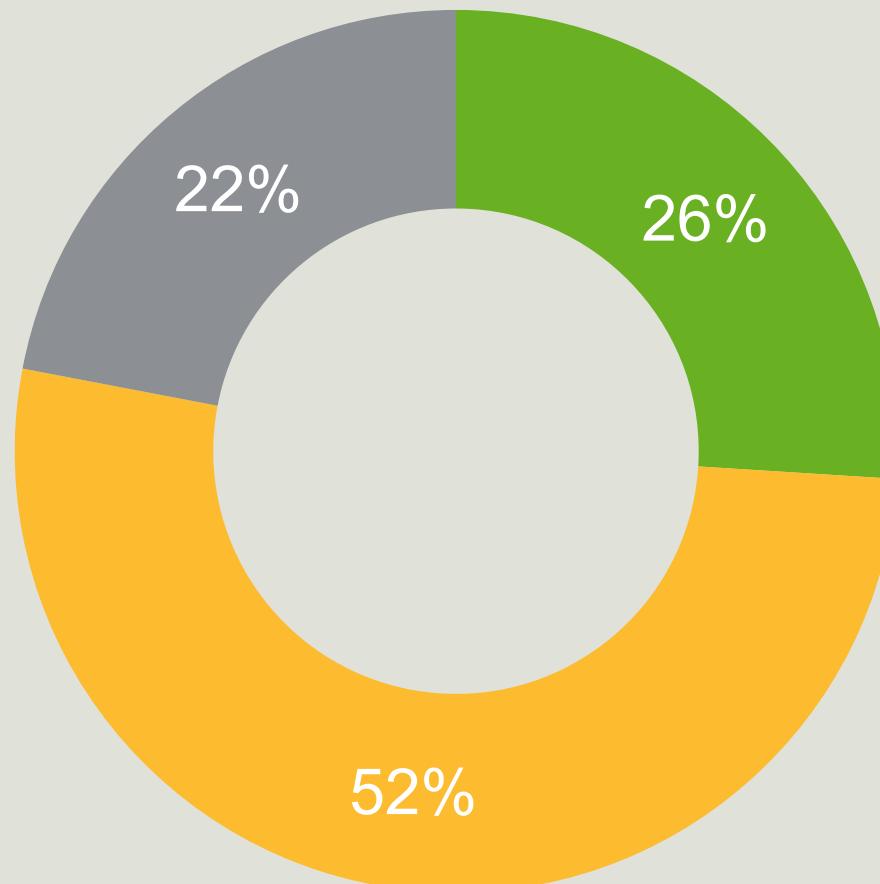
■ 40% reduction in debt under special administration

■ 25% reduction in debt under creditors' deal

■ Don't know

BASE: All respondents, Unweighted total: 1,095.

Q8. Thames Water's creditors are currently negotiating with the water regulator - Ofwat - to keep the company financially afloat. Creditors have proposed providing further investment in the company in exchange for leniency from pollution rules. The creditors have stated that a 'full return to legal, regulatory and environmental compliance' would not take place until at least 2035-2040. Which of the following statements comes closest to your view?

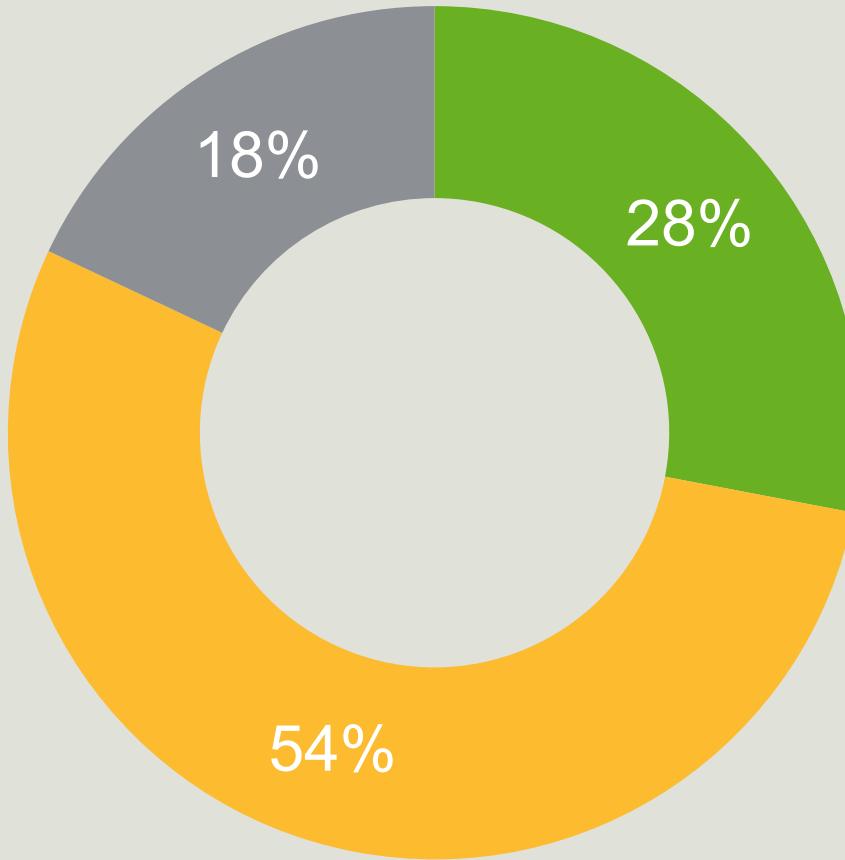


■ This is an acceptable proposal

■ This is not an acceptable proposal

■ Don't know

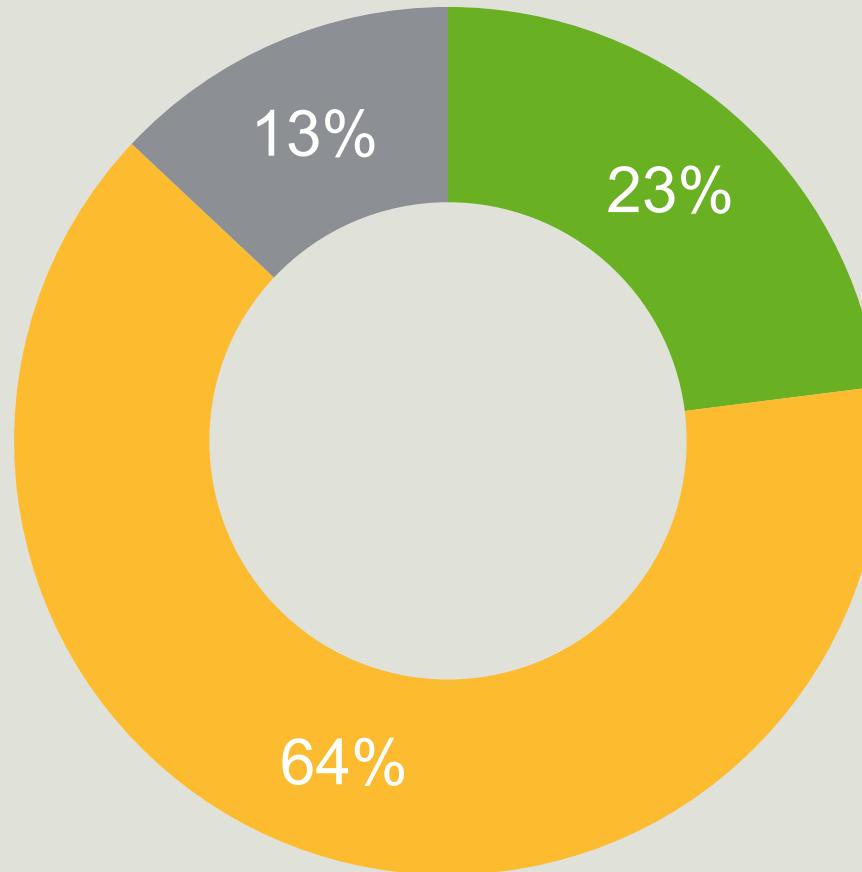
Q9. If Ofwat do not accept Thames Water's deal, they are likely to go into a form of temporary national ownership called special administration. Do you think that Ofwat should accept the deal proposed by Thames Water's creditors or put Thames Water into special administration?



- Accept the deal proposed by Thames Water's creditors
- Reject the deal and put Thames Water into special administration
- Don't know

BASE: All respondents, Unweighted total: 1,095.

Q10. If Thames Water is taken into special administration, it will then need to be transferred into new ownership. Do you think Thames Water should be...?



- Transferred back to the private sector
- Transferred into permanent public ownership
- Don't know

BASE: All respondents, Unweighted total: 1,095.

Q11. If the entire water sector came into public ownership, how much, if anything, do you think its shareholders should be compensated?

£100 billion - the government's estimation of the water industry's value

10%

£14.5 billion - the 'Book Value' (value of the industry's assets minus their debts) as of 2019

32%

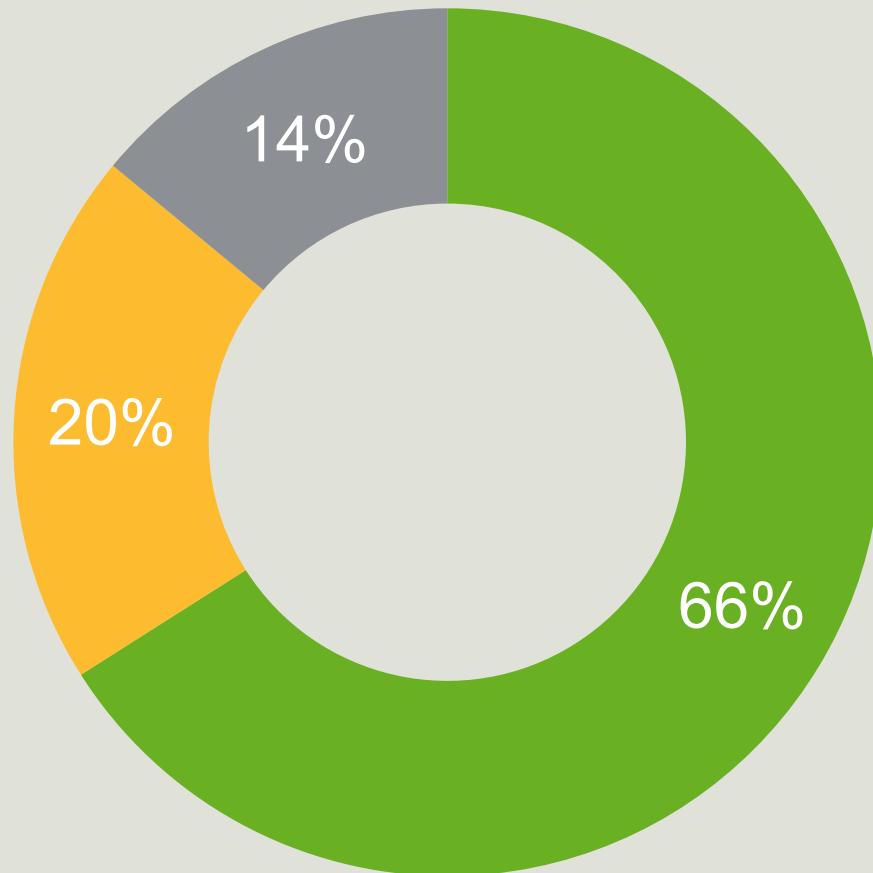
No compensation

36%

Don't know

22%

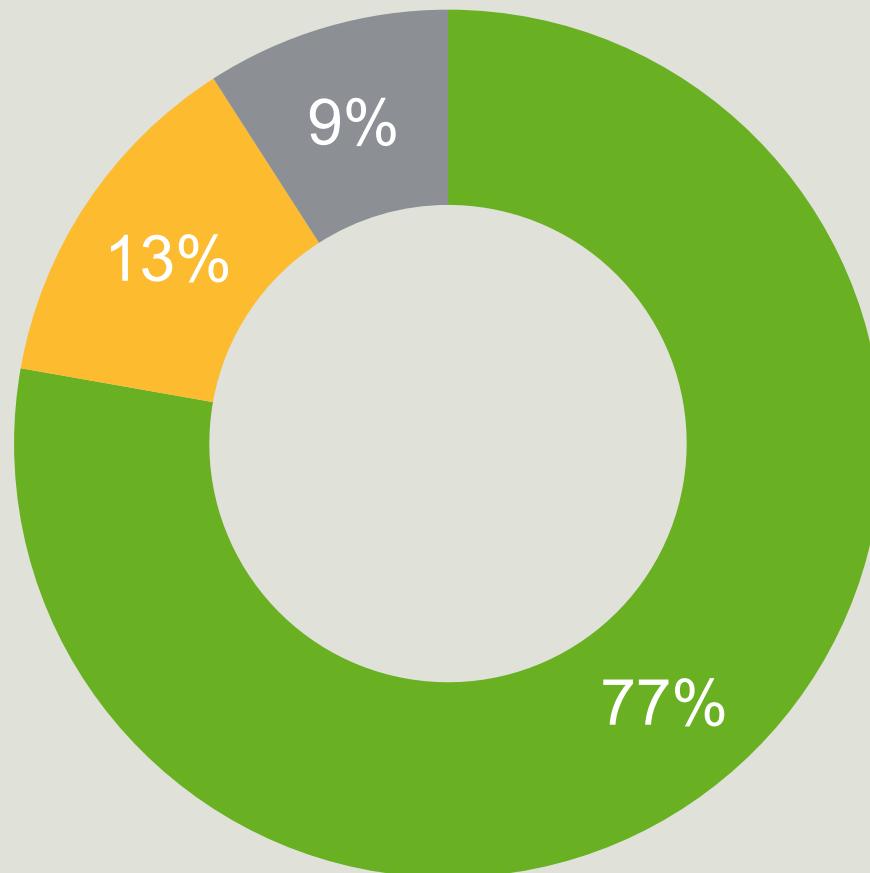
Q12. Which of the following statements comes closest to your view?



- Environmental groups who campaign against the pollution of waterways should have a place on the Board of Thames Water
- Environmental groups who campaign against the pollution of waterways should not have a place on the Board of Thames Water
- Don't know

BASE: All respondents, Unweighted total: 1,095.

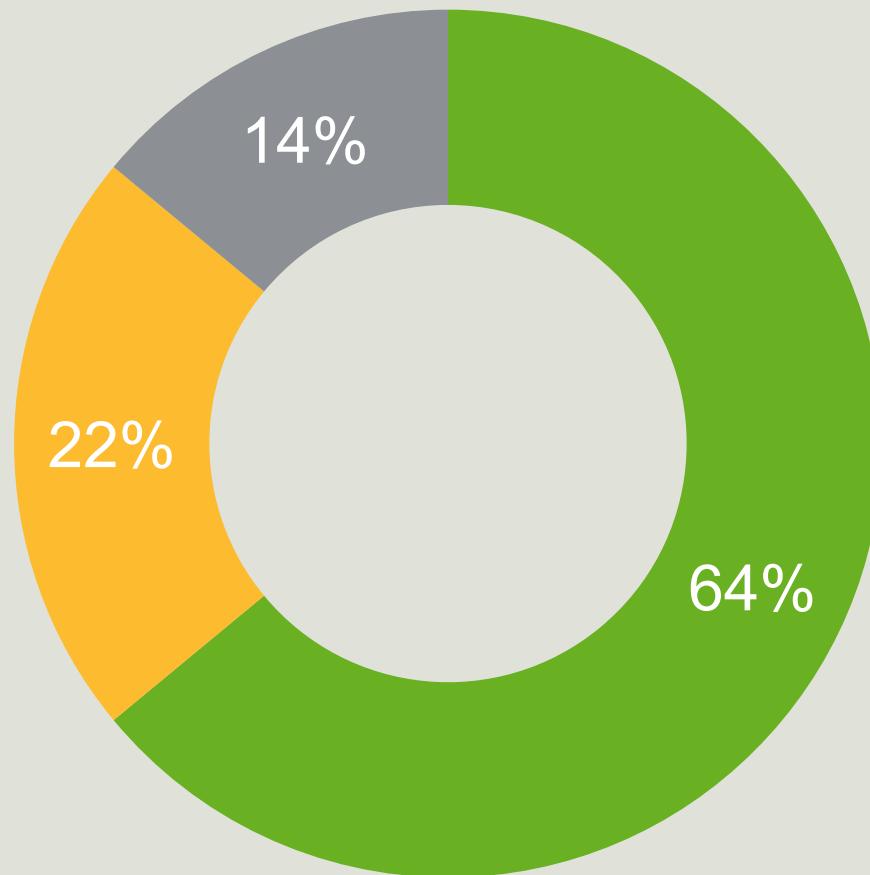
Q13. Which of the following statements comes closest to your view?



- Households should be represented on the Board of Thames Water
- Households should not be represented on the Board of Thames Water
- Don't know

BASE: All respondents, Unweighted total: 1,095.

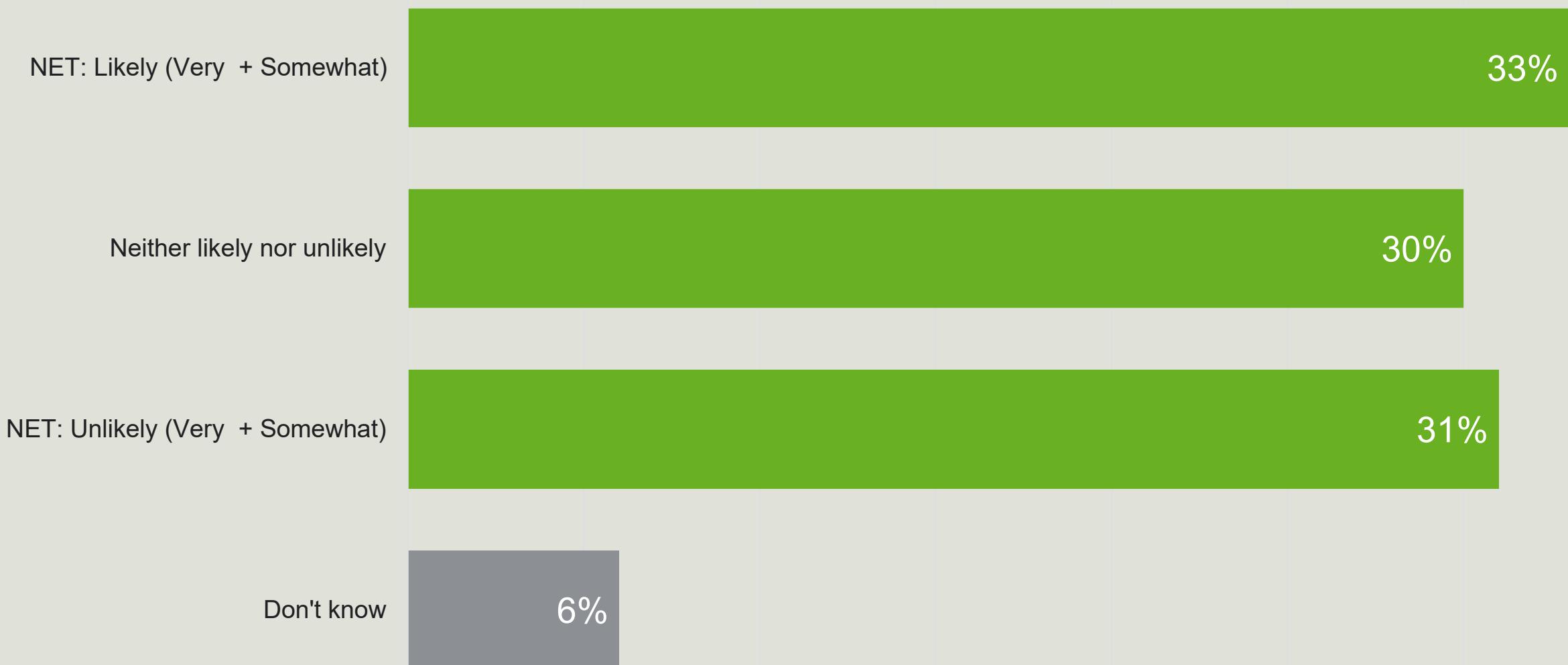
Q14. Which of the following statements comes closest to your view?



- Thames Water's employees should be represented on the Board of Thames Water
- Thames Water's employees should not be represented on the Board of Thames Water
- Don't know

BASE: All respondents, Unweighted total: 1,095.

Q15. How likely or unlikely is it that the future of Thames Water will influence your vote at the next General Election?



BASE: All respondents, Unweighted total: 1,095.

Survation. Engaging opinion to inform the future.

Survation provides vital insights for brands and organisations wanting to better understand authentic opinion, adding value and credibility to the research we provide to our clients. We are an innovative and creative market researcher and do not believe any single method can always be the right answer to complex client objectives. We conduct bespoke online and telephone custom research, omnibus surveys, face to face research, and advanced statistical modelling and data analysis.

Survation is an MRS Company Partner. All MRS Company Partners and their employees agree to adhere to the MRS Code of Conduct and MRS Company Partner Quality Commitment whilst undertaking research. As a member of the British Polling Council, Survation has a strong commitment to transparency and the integrity of our work.

The Living Wage

Survation is proud to be a Living Wage Employer. This means that every member of staff in our organisation plus any contract staff are paid the London Living Wage. The Living Wage is an hourly rate set independently and updated annually, based on the cost living in the UK. We believe that every member of staff deserves at least a Living Wage. You can find out more about the Living Wage by visiting www.livingwage.org.uk



British Polling Council

Survation.