

The missed opportunity

In the year since the English water market opened, **more than 120,000** supply points have switched their water retailer.*

*MOSL figure

At **SES Business Water**, we wanted to dig a little deeper into what's been happening in the open market, so we commissioned YouGov to carry out some primary research for us.

We spoke to **over 700 small businesses** – here's what we found.

YouGov

Savings are paramount to small businesses

98% of small businesses believe being cost-conscious is an important attribute for a small business

...and **92%** of small businesses think they are cost-savvy when choosing suppliers

Lack of awareness is an ongoing issue

Over half of small businesses surveyed (**59%**) were unaware businesses in England had the power to switch their water supplier

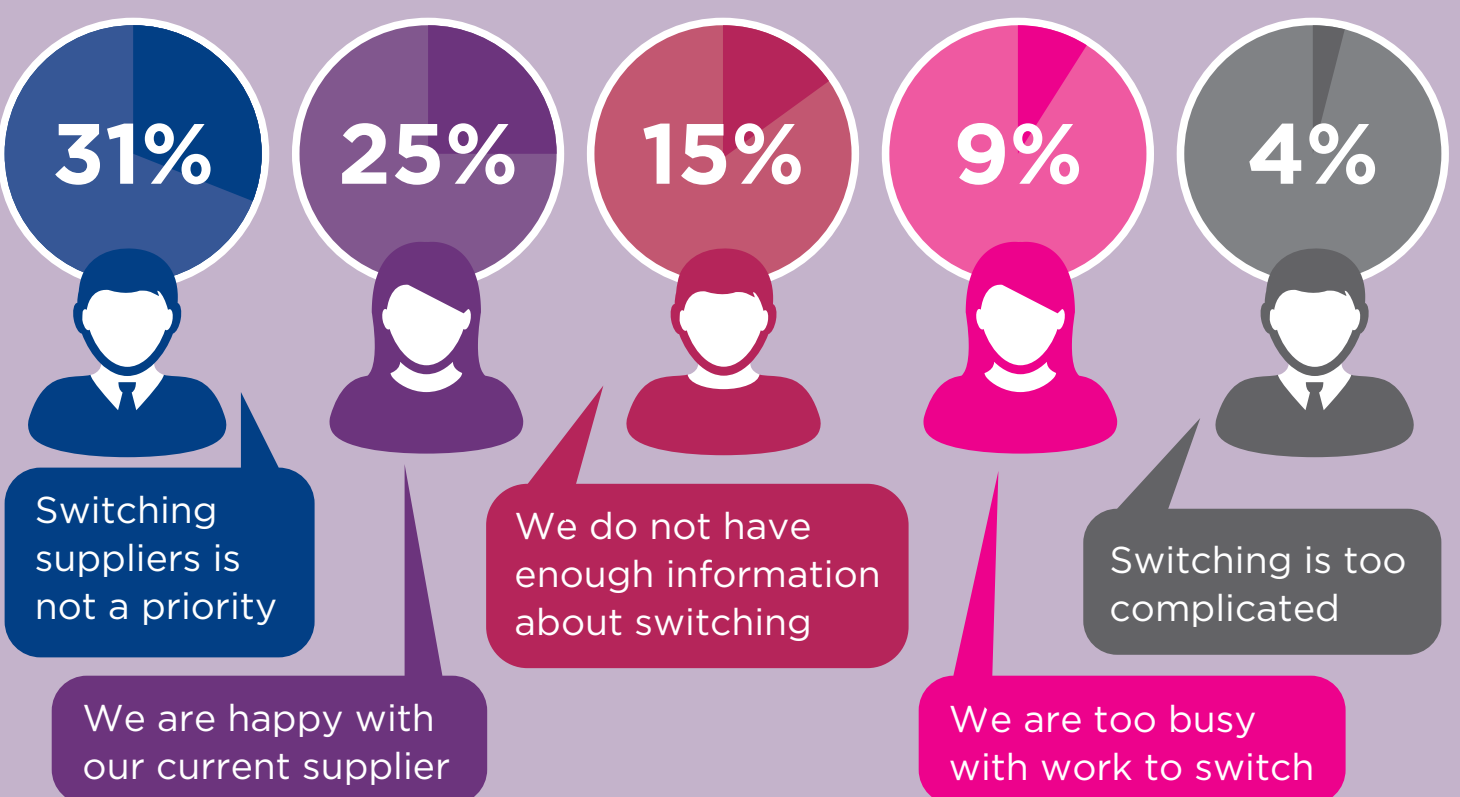
Different attitudes to utilities

Over a third (**38%**) of those surveyed had switched their energy supplier in the past 12 months, but **only 6%** of those with an office in England had taken the opportunity to switch their water supplier

Some areas are benefitting from open water more than others...

Small businesses in the **North East & North West** are the most likely to switch – while those in the **East** and **London** are the least likely to change their water supplier

Why aren't small businesses switching?



To find out more about the open water market and what it means for your business, visit our website at www.sesbusinesswater.co.uk

