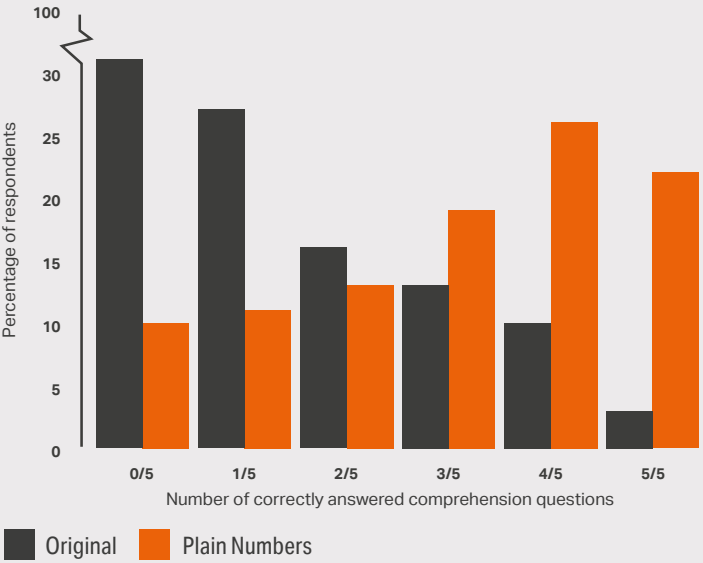


Trial 5 Results: Thames Water



Difference in number of questions answered correctly between original and Plain Numbers versions



Percentage answering at least 4 questions correctly:

13%
Original version

48%
Plain Numbers version

Comprehension questions

	Original correct*	Plain Numbers correct*
According to this bill, how much water have you used in the first half of the year?	15%	61%
What is the total cost for the water used in the first half of the year?	19%	53%
How much will you have paid by Direct Debit from your bank account for your water use in the first half of the year?	26%	51%
What is the difference between the cost of what you have used and the total amount that you have paid for the first half of the year?	31%	64%
What are your new monthly Direct Debit payments?	62%	77%

*the percentage of respondents who correctly answered this question for each version.

The Plain Numbers version of the customer bill



Numbers themselves

Combined the quarterly charges, removed the 4 decimal places and moved the calculations to the sidebar along with a link to read finer detail.

Numbers in context

Talking 'human to human' and making the numbers relatable by providing context and comparators.

How we think

No decisions are needed but seeking active engagement so introduced clearer headings to support 'fast' / System 1 thinking.



Partner qualitative research.

See the Appendix on page 24-25 for overview of the Plain Numbers Approach