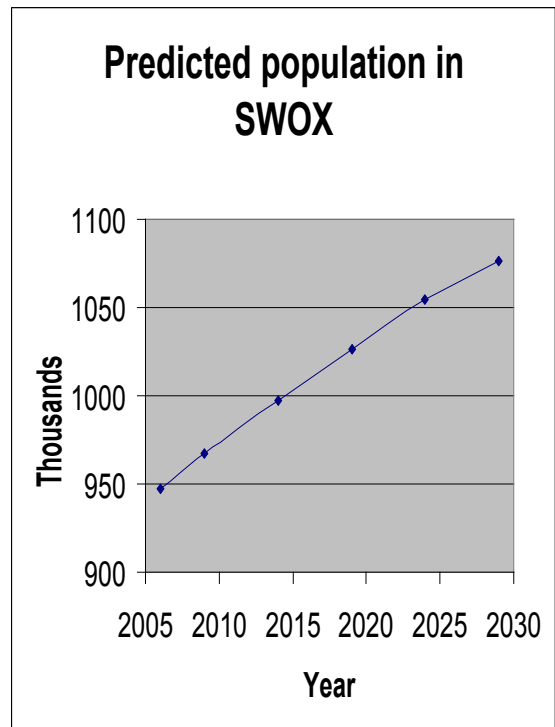
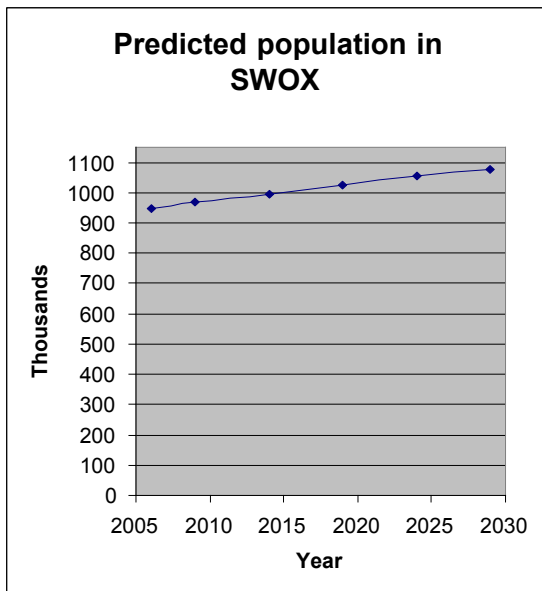


APPENDIX 6

DATA

In our view the rev.dWRMP should show, in a clear, unbiased and honest manner, why Thames Water has chosen certain options and rejected others. The Parish Council is concerned at the extensive use of ‘truncated graphs’ by Thames Water. Truncated graphs are typically used to mislead (see graphs below which have been produced from the same data). The extrapolation of results from small (possibly unrepresentative) samples taken from huge numbers is used to predict the future.

The extensive use of abbreviations, not all of which seemed to be in the glossary, makes the report difficult and slow to read. The data printed in volume 4 is so small that it would be impossible for many people to read it without the use of a powerful magnifying glass.



To the inexperienced eye the first graph shows a slight increase with time whereas the second shows a dramatic rate of increase. Thames Water should be aware that many of their customers who read their rev.dWRMP will be inexperienced in assessing such data.

REFERENCE

“How to Lie with Statistics” - Darrell Huff (1974) ISBN 0140213007.