

The logo for WaterTalk, featuring the word "Water" in a dark blue font and "Talk" in a lighter blue font, set against a white rectangular background.

WaterTalk

Water Saving Comms

A WaterTalk research report prepared for United Utilities
July 2020

Background, approach and summary

Research background and approach

Background and objectives

United Utilities is currently developing a set of messages around the need for customers to conserve water, given the recent dry weather.

Research was therefore required to:

- Understand how customers are using water in their homes, and how this has changed over the last month.
- Understand water use patterns and what messaging and potential interventions could help customers minimise the amount of water that they use.
- Understand how well these messages cut through and how they can be refined to be as effective as possible.

What we did:



21-question online survey with 1,131 WaterTalk members



Fieldwork ran between 26th – 30th June 2020



Data resulted from natural fall out from the WaterTalk panel

Summary of findings

Current water usage in the home

Customers broadly believe they are currently using just the right amount of water or less than other households. In particular, those who have been trying to save water for a while feel they use comparatively less water at home.

While many already engage in water saving activities, over the last 4 weeks there has been a claimed increase in hand washing, plant watering, drinking tap water, and flushing the toilet at home – unsurprising given that lockdown is largely still in place.

Reducing water usage

Most customers feel they have been trying to reduce water usage for some time. However, there's a sense that it won't be easy for some groups to do so, particularly those in the Pre-contemplation and Contemplation stages of behaviour change.

Many express the need for information, support and guidance in terms of how they can further reduce their water usage, while still fitting into their lifestyle and household situation.

Reaction to comms

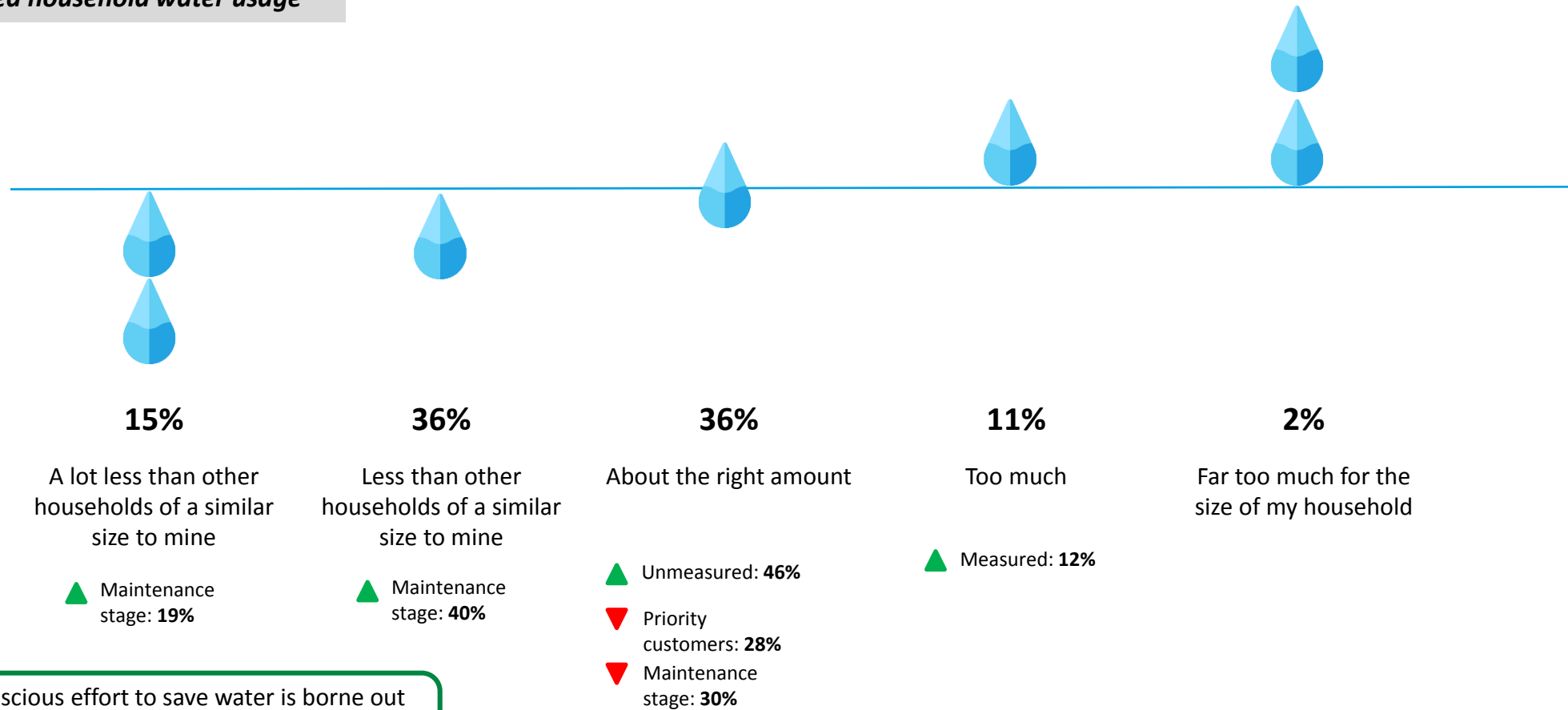
The red press ads outperformed the other messaging across key metrics. Customers were responsive to its ability to convey urgency in an appropriate tone, while remaining informative.

The use of children within the other adverts was polarising. While those who do have children / grandchildren found it impactful, it lacked relevance for those who do not.

Current water usage in the home

Customers tend to believe they use less water than other similar sized households

Perceived household water usage

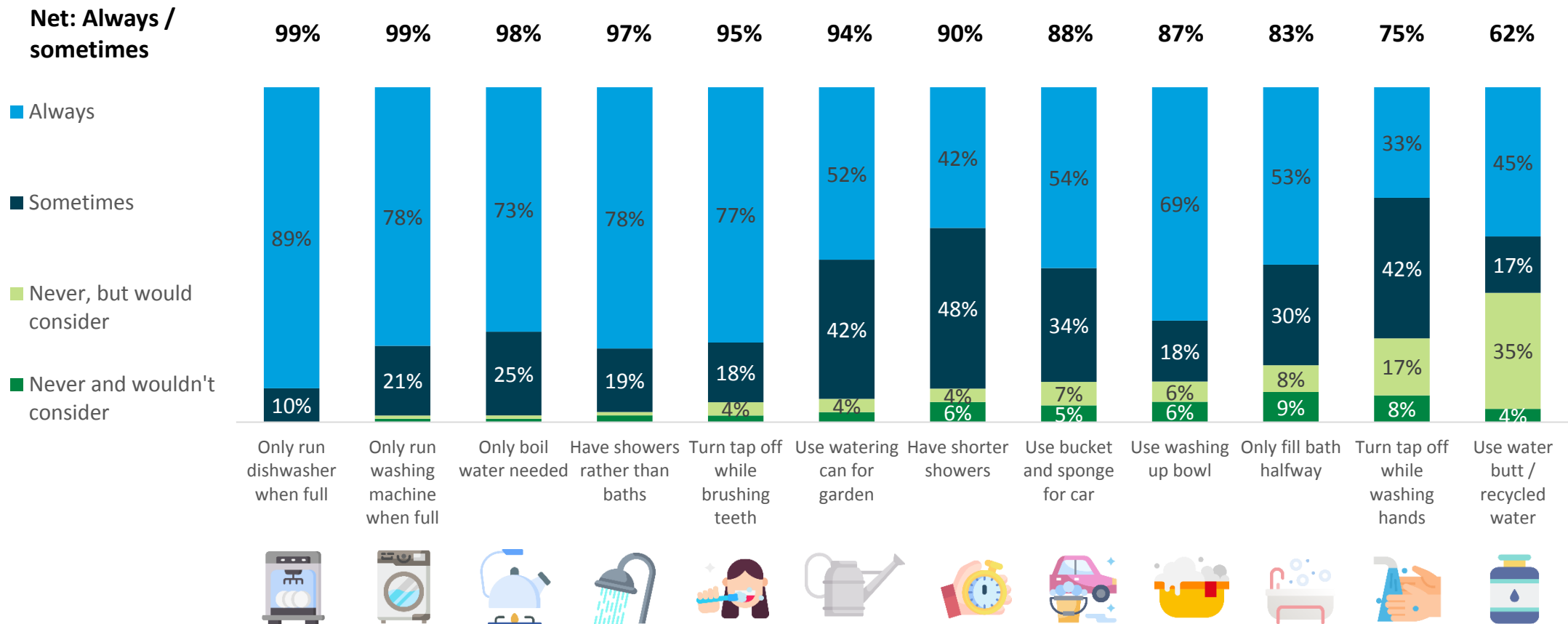


A conscious effort to save water is borne out by most customers in the Maintenance stage thinking they use comparatively less water

▲ ▼ Significant difference at 95% CI


Water-saving activities such as using the dishwasher / washing machine when full or only boiling water needed are routine

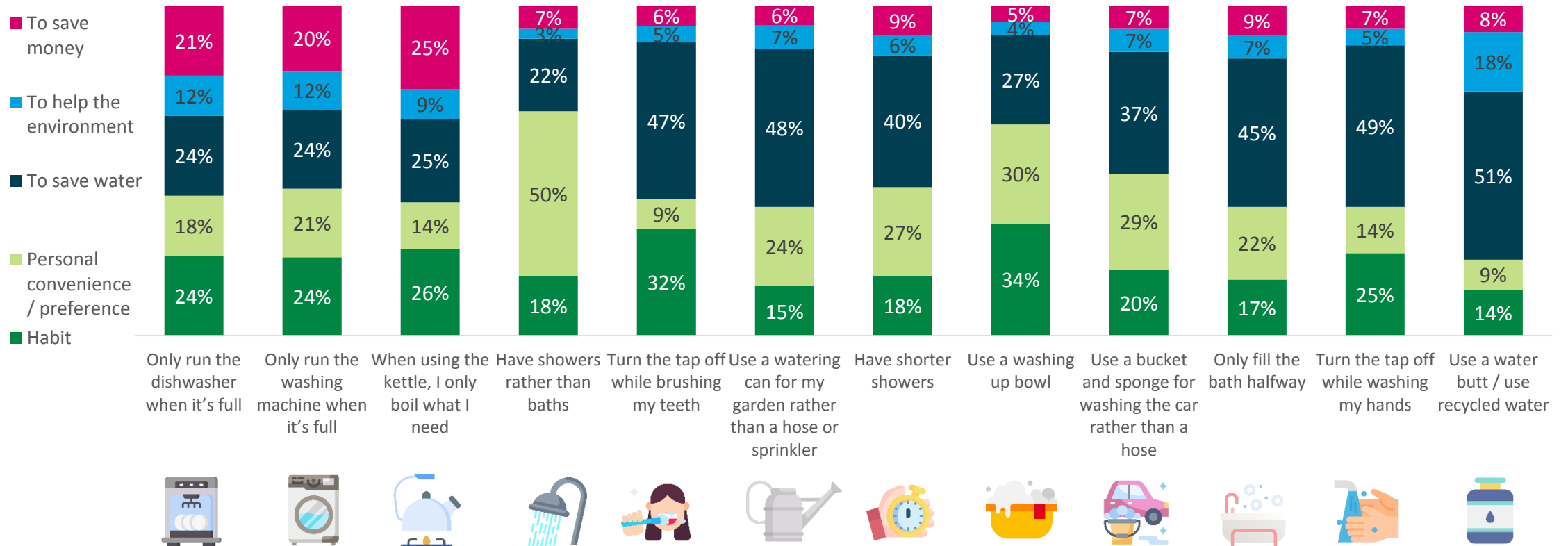
Frequency of doing water-saving activities



The top water-saving activities are mainly driven by conscious efforts to save water, habit or monetary gains

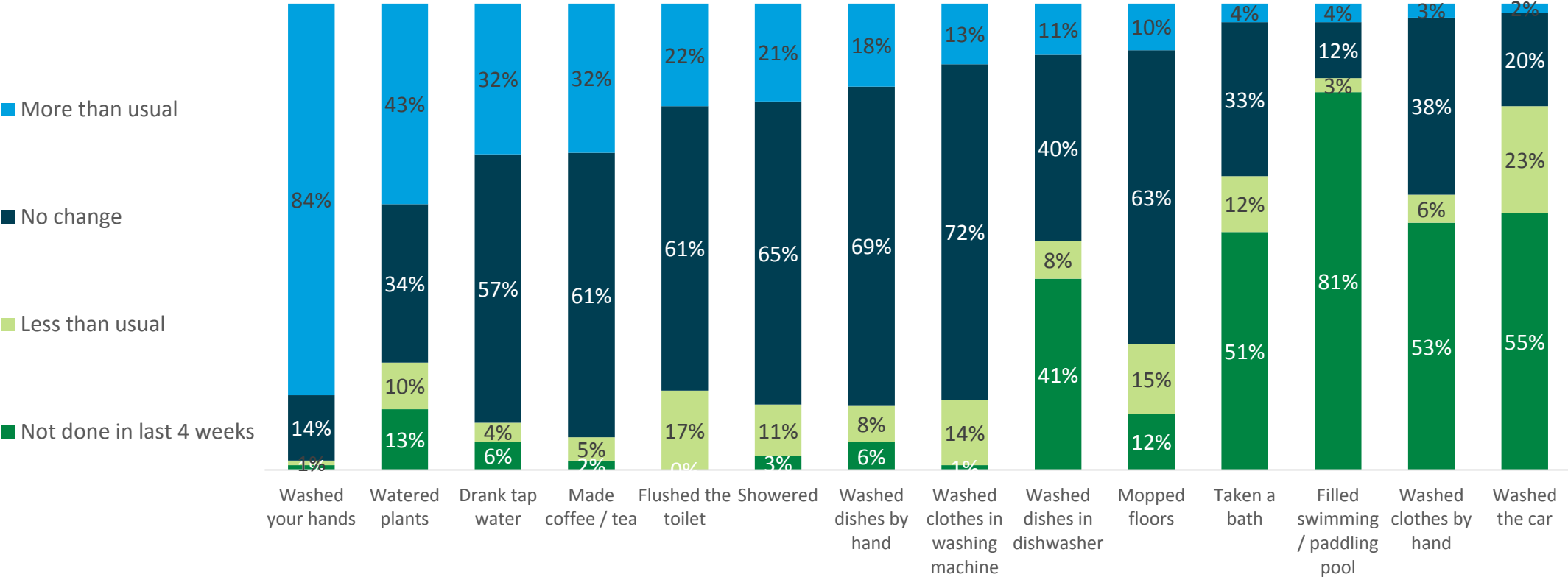
Main motivation for doing water-saving activities

 A variety of activities are driven by the desire to *save water*, suggesting that relevant comms are hitting the mark



Given the current climate, it's unsurprising that hand-washing is the activity being done more often than usual

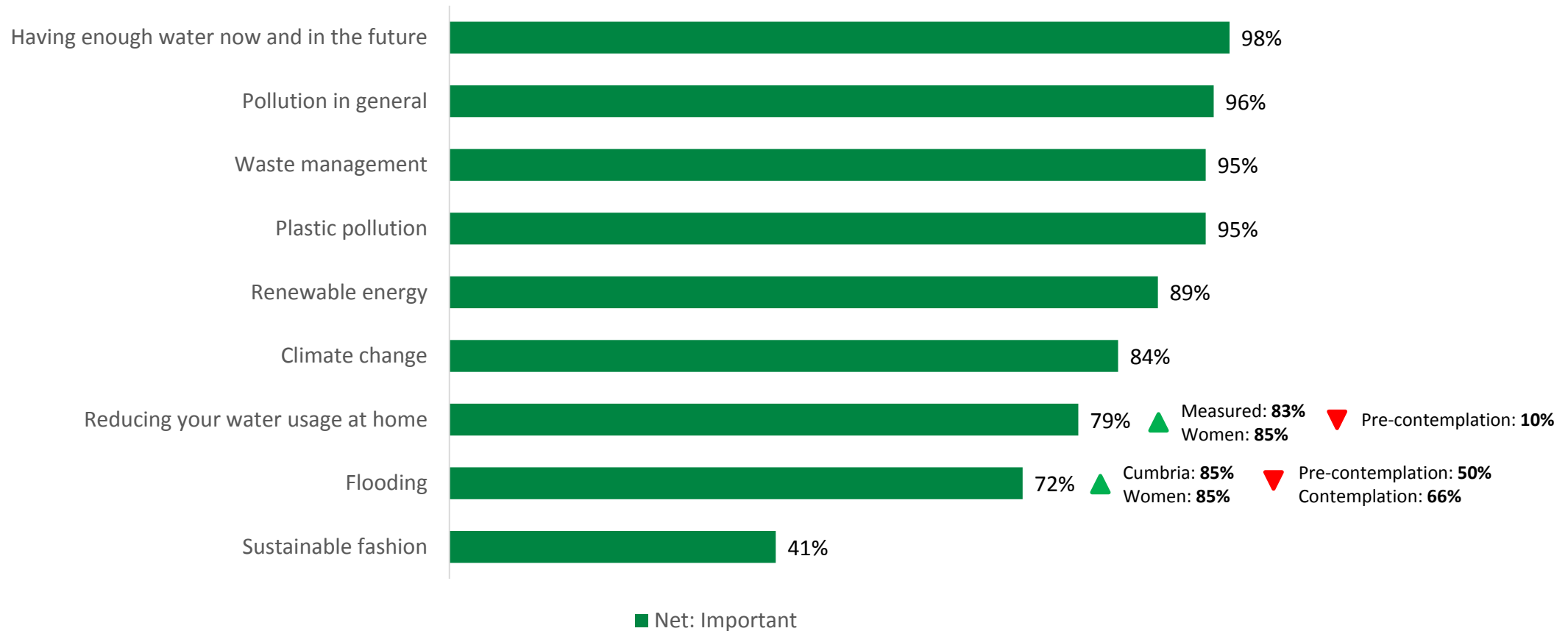
Change in water-related activities over last 4 weeks



Reducing water usage

Having enough water is customers' chief concern, but reducing water usage at home is considerably less so

Importance of environmental issues to customers

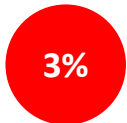


However, most have been trying to reduce water usage for some time now, particularly those with a water meter

Stages of water-saving behaviour change

Pre-contemplation:

I have never really thought about saving water and I don't plan to



- ▲ Male: 4%
- ▲ Unmeasured: 6%

Contemplation:

I have never really thought about reducing my water use, but would be open to doing so



- ▲ Tech dependent young families: 14%
- ▼ £0 - £19,999: 2%

Preparation:

I intend to reduce my water use in the near future

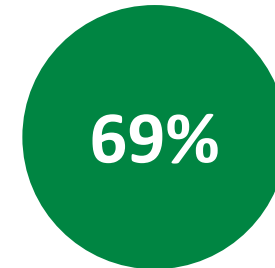


Action:

I have recently taken steps to reduce my water use

Maintenance:

I have been taking steps to reduce my water use for a long time



- ▲ Measured: 72%
- ▼ Aged 18-34: 38%
- ▼ Pre-family: 35%
- ▼ Family: 45%



There is an opportunity to nudge younger customers along the behaviour change model, but they are busy juggling work and homelife so changes needs to be easy for them to adopt.

▲ ▼ Significant difference at 95% CI

Younger customers are less likely to be at the maintenance stage, many are in either an action or contemplation mindset

Stages of water-saving behaviour change

	Total (n=1131)	Male (n=707)	Female (n=420)	18-34 (n=50)	35-54 (n=223)	55+ (n=790)	Measured (n=802)	Unmeasured (n=323)
Pre-contemplation: I have never really thought about saving water and I don't plan to	3%	4%	1%	2%	3%	2%	1%	6%
Contemplation: I have never really thought about reducing my water use, but would be open to doing so	7%	7%	7%	18%	9%	6%	6%	8%
Preparation: I intend to reduce my water use in the near future	6%	6%	7%	14%	12%	4%	5%	8%
Action: I have recently taken steps to reduce my water use	16%	16%	16%	28%	17%	14%	15%	17%
Maintenance: I have been taking steps to reduce my water use for a long time	69%	69%	69%	38%	59%	74%	72%	61%

‘Struggling single pensioners’ are the most likely to be in the maintenance stage; ‘tech dependent families’ most open to start saving water

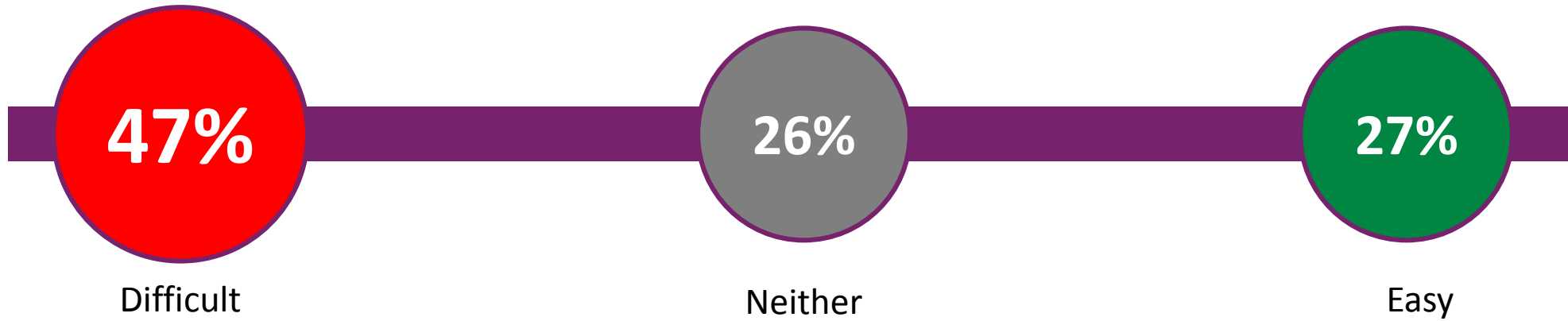
Stages of water-saving behaviour change

	Total	Budget conscious elderly (n=227)	Comfy mid-life est. families (n=227)	Families getting by (n=80)	Fin. secure empty nesters (n=207)	Hard pressed families (n=46*)	Indebted singles (n=38*)	Struggling single pensioners (n=54)	Tech. dependent young families (n=138)
Pre-contemplation: I have never really thought about saving water and I don't plan to	3%	2%	2%	0%	3%	7%	5%	2%	5%
Contemplation: I have never really thought about reducing my water use, but would be open to doing so	7%	5%	5%	6%	6%	7%	5%	6%	14%
Preparation: I intend to reduce my water use in the near future	6%	4%	7%	8%	4%	11%	13%	2%	7%
Action: I have recently taken steps to reduce my water use	16%	17%	19%	25%	10%	7%	16%	9%	18%
Maintenance: I have been taking steps to reduce my water use for a long time	69%	72%	68%	61%	77%	70%	61%	81%	55%

▲ ▼ Significant difference at 95% CI

Nearly half of customers think it would be difficult to reduce their water usage

Perceived ease of reducing water usage



- ▼ Tech dependent young families: **37%**
- ▲ 18-34s: **60%**

- ▲ Female: **32%**
- ▼ Pre-contemplation stage: **10%**
- ▼ Contemplation stage: **7%**

💡 Those not already planning to reduce their water usage are least likely to think it would be easy, so they are likely to need additional support / motivation to nudge them

▲ ▼ Significant difference at 95% CI

'Comfy families' and 'Families getting by' would find it most difficult to reduce water usage

Perceived ease of reducing water usage

	Total	Budget conscious elderly (n=227)	Comfy mid-life est. families (n=227)	Families getting by (n=80)	Fin. secure empty nesters (n=207)	Hard pressed families (n=46*)	Indebted singles (n=38*)	Struggling single pensioners (n=54)	Tech. dependent young families (n=138)
Difficult	47%	46%	50%	53%	49%	46%	47%	46%	37%
Neither	26%	26%	27%	14%	26%	28%	21%	33%	32%
Easy	27%	28%	23%	34%	25%	26%	32%	20%	31%

  Significant difference at 95% CI

Customers are easily able to discuss ways in which one could look to reduce their water consumptions over time

Why saving water would be easy

Setting realistic achievable goals

“ *The small things you do every day like turning the tap off when you brush your teeth and storing up washing to do a full load rather than a half full machine and having shorter showers all effect it*
Female, 35-54, Families getting by

“ *Because there are still ways I know that I can reduce my usage (e.g. reducing time spent in shower, re-using waste water more efficiently)*
Male, 55+, Budget conscious elderly

Minimising or terminating activities

“ *I don't use the garden hose nor am I obsessed with cleaning flags with a jet washer.*
Male, 55+, Families getting by

“ *I am aware of some activities that I could adjust to save some of my current usage i.e. watering plants, washing the car, washing dishes*
Male, 55+, Families getting by

Access to education and support

“ *Given the right direction, guidance and support everything is easy as long as it is understood the reasons why and what for*
Female, 35-54, Tech. dependent young families

“ *I recently installed a water meter & keeping a weekly check on usage has made us more aware of water usage*
Male, 55+, Budget conscious elderly

Some feel understanding how to *further* reduce their household consumption would be difficult, with the need for support highlighted

Why saving water would be difficult

Some feel they have already reached their threshold for saving water

Household size and children

Lack of awareness and support

“

We have already taken steps to reduce water usage. It would be quite difficult to reduce further.

Male, 55+, Budget conscious elderly

“

Because I already take measures to minimise my water use and don't really see how I could reduce it further without impacting my health.

Female, 55+, Comfy mid-life est. families

“

Because I have a family of 5 including 3 children. We all need to shower/bath at least once daily and drink and use the toilet etc

Female, 18-34, Budget conscious elderly

“

I have a very active household

Female, 35-54, Comfy mid-life etc. families

“

Knowing how to reduce the amount of water we use, getting the correct products

Female, 35-54, Families getting by

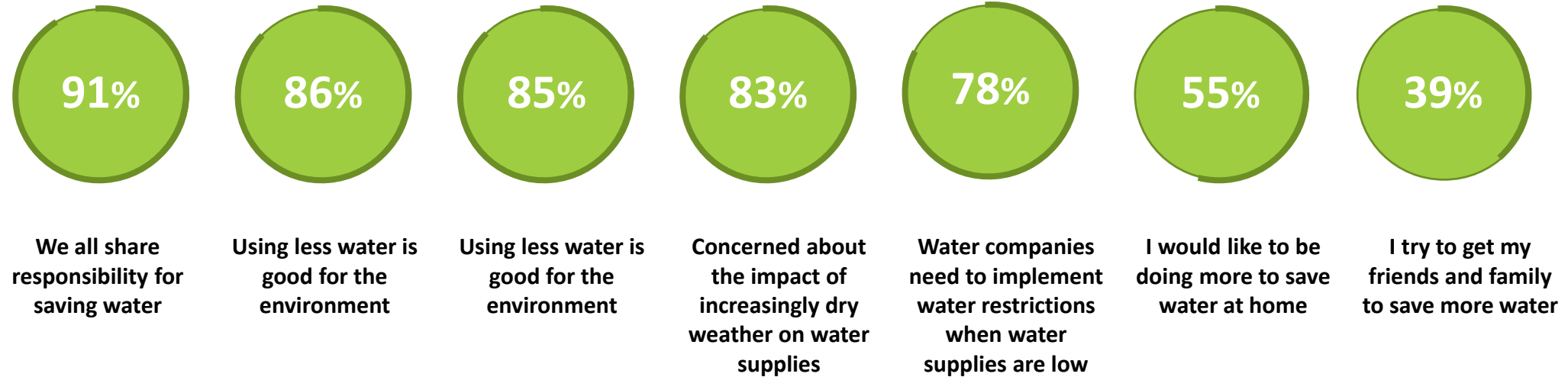
“

To make bigger reductions I imagine would require mechanical or maybe electronic interventions and to be honest I wouldn't know where to begin.

Female, 55+, Comfy mid-life est. families

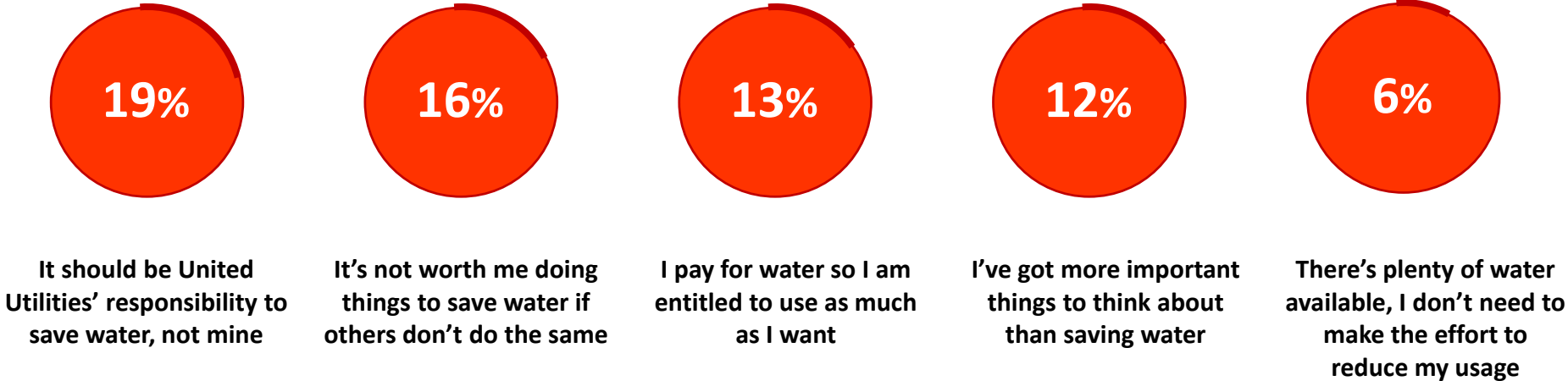
Customers are broadly on-board with the need to save water, recognising it's a communal effort

Attitudes towards saving water (% net agree)



However, there are a minority of customers that are resistant to the idea

Attitudes towards saving water (% net agree)



Unsurprisingly, those with a water meter are most likely to have a positive mindset towards saving water



Pre-contemplators' views are the least positive across the board, indicating that they are unlikely to be moved by a comms campaign.

Positive attitudes towards saving water (% net agree)

	Total (n=1131)	Male (n=707)	Female (n=420)	Measured (n=802)	Unmeasured (n=323)	Pre-contemplation (n=30*)	Contemplation (n=76)	Preparation (n=68)	Action (n=178)	Maintenance (n=778)	Detractor (n=76)	Promoter (n=633)
We all share responsibility for saving water	91%	89%	95%	92%	88%	37%	75%	91%	93%	94%	79%	94%
I actively try to save as much water as possible at home	86%	84%	90%	90%	78%	13%	45%	71%	89%	94%	78%	89%
Using less water is good for the environment	85%	83%	88%	87%	79%	20%	74%	94%	87%	87%	71%	89%
I'm concerned about the impact of increasingly dry weather on water supplies	83%	81%	85%	84%	79%	37%	67%	82%	92%	84%	70%	86%
I would like to be doing more to save water at home	55%	52%	59%	55%	54%	7%	46%	81%	64%	53%	43%	59%
I try to get my friends and family to save more water	39%	35%	46%	41%	33%	0%	17%	24%	34%	45%	25%	43%

▲ ▼ Significant difference at 95% CI

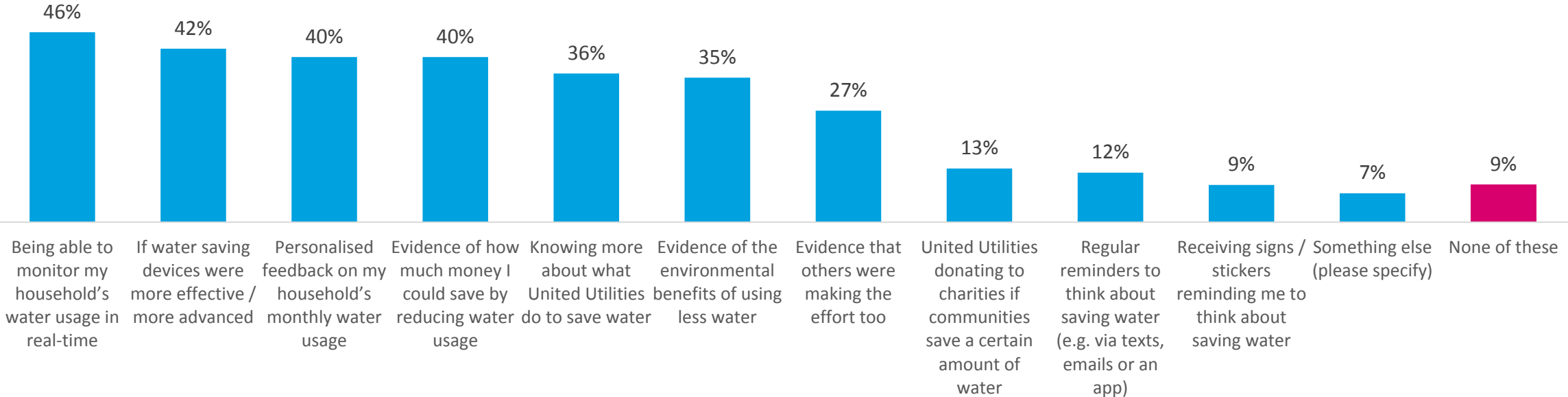
Unmeasured customers are more likely to feel saving water is not their responsibility and that they're entitled to use as much as they want

Negative attitudes towards saving water (% net agree)

	Total (n=1131)	Male (n=707)	Female (n=420)	Measured (n=802)	Unmeasured (n=323)	Pre-contemplation (n=30*)	Contemplation (n=76)	Preparation (n=68)	Action (n=178)	Maintenance (n=778)	Detractor (n=76)	Promoter (n=633)
Water companies need to implement water restrictions when water supplies are low	78%	75%	82%	79%	75%	30%	67%	78%	80%	80%	63%	82%
It should be United Utilities' responsibility to save water, not mine	19%	24%	11%	17%	23%	70%	32%	19%	21%	15%	32%	13%
It's not worth me doing things to save water if others don't do the same	16%	17%	14%	15%	16%	43%	41%	19%	16%	12%	26%	13%
I pay for water so I am entitled to use as much as I want	13%	15%	10%	11%	16%	70%	34%	12%	11%	9%	28%	9%
I've got more important things to think about than saving water	12%	14%	10%	12%	14%	53%	29%	22%	11%	8%	26%	11%
There's plenty of water available, I don't need to make the effort to reduce my usage	6%	7%	3%	4%	10%	40%	11%	7%	5%	4%	11%	4%

Digital solutions such as being able to monitor consumption in real time, and water saving devices would be welcomed

Factors that would encourage reduced water usage



▲ ▼ Significant difference at 95% CI

Younger customers are likely to be most receptive to digital solutions to reducing water consumption



The introduction of solutions to water usage are likely to have the lowest impact on Pre-contemplators.

Factors that would encourage reduced water usage – Top 5

	Total (n=1131)	18-34 (n=50*)	35-54 (n=223)	55+ (n=790)	Measured (n=802)	Unmeasured (n=323)	Pre- contemplation (n=30)	Contemplation (n=76)	Preparation (n=68)	Action (n=178)	Maintenance (n=778)
Being able to monitor my household's water usage in real-time	46%	70%	52%	43%	50%	35%	10%	46%	57%	56%	44%
If water saving devices were more effective / more advanced	42%	54%	48%	38%	44%	36%	17%	42%	40%	49%	42%
Personalised feedback on my household's monthly water usage	40%	62%	39%	38%	44%	31%	13%	36%	44%	46%	40%
Evidence of how much money I could save by reducing water usage	40%	64%	45%	35%	42%	33%	17%	42%	53%	49%	37%
Knowing more about what United Utilities do to save water	36%	42%	31%	36%	35%	39%	23%	26%	37%	38%	37%

  Significant difference at 95% CI

Reaction to comms

Unprompted, customers feel messaging to reduce water usage should focus on the future and the personal impact of not doing so

Suggested messages to prompt reduced water usage

Impact on future generations

“

Think about both the inside and outside of your residence, by being more careful about the use of an important essential to life, you can not only save yourself money but can also help save the environment for future generations.

Male, 55+, Fin. Secure empty nester

“

Think about your children's future and the impact that a lack of water could have on their future world.

Female, 55+, Budget conscious elderly

Impact on environment

“

If we go on using water at the current rate, we will run out in x number of months. Impact on environment. Show pictures of dried up reservoirs.

Female, 34-54, Tech. dependent young families

“

Link it to the environment as well as what you are doing.

Male, 55+, Families getting by

Personal financial impact

“

Saving water saves them money. Then give advice and free gadgets to reduce water usage

Female, 35-54, Comfy mid-life est. families

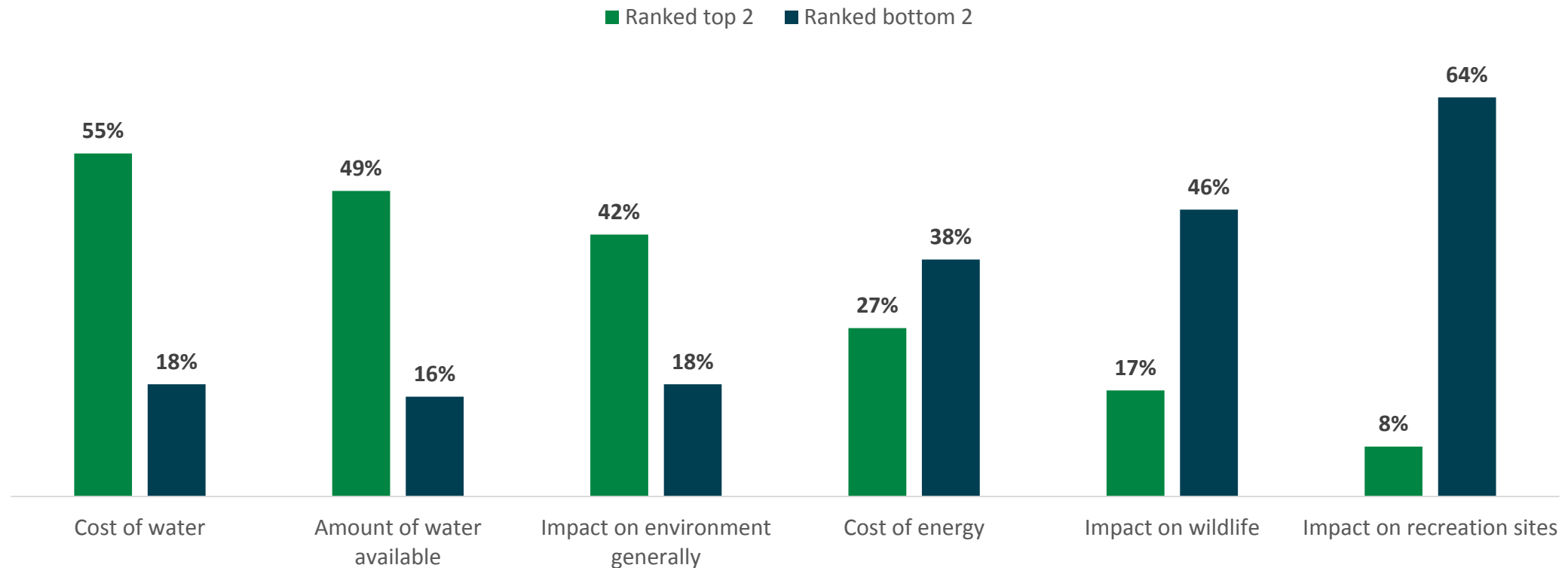
“

Personal benefits of saving water

Male, 55+, Tech. dependent young families

Correspondingly, they feel comms outlining the cost of water and availability of water to use would most likely prompt water saving

Type of messaging that would have most impact on water consumption



Focusing on the direct impact to customers is likely to be most influential, so consider clearly emphasising the cost of water and availability of water to use

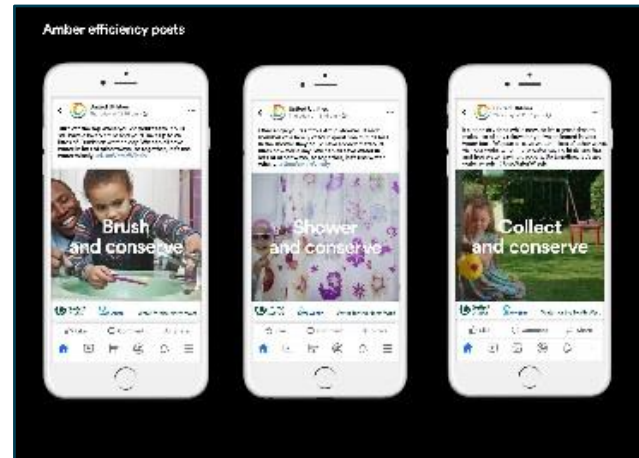
▲ ▼ Significant difference at 95% CI

Four styles of messaging were presented to customers

Amber 1 (press ads)



Amber 2 (efficiency posts)

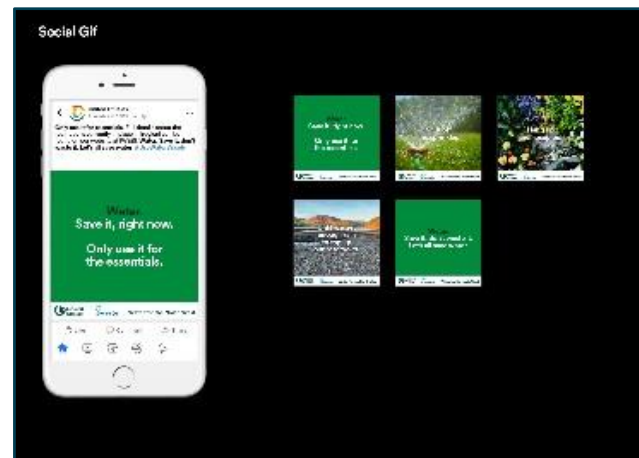


Amber messages would be shown when it's hot and hasn't rained for a while, demand for water is increasing due to the warm weather and water stocks are reducing.

Red 1 (press ads)



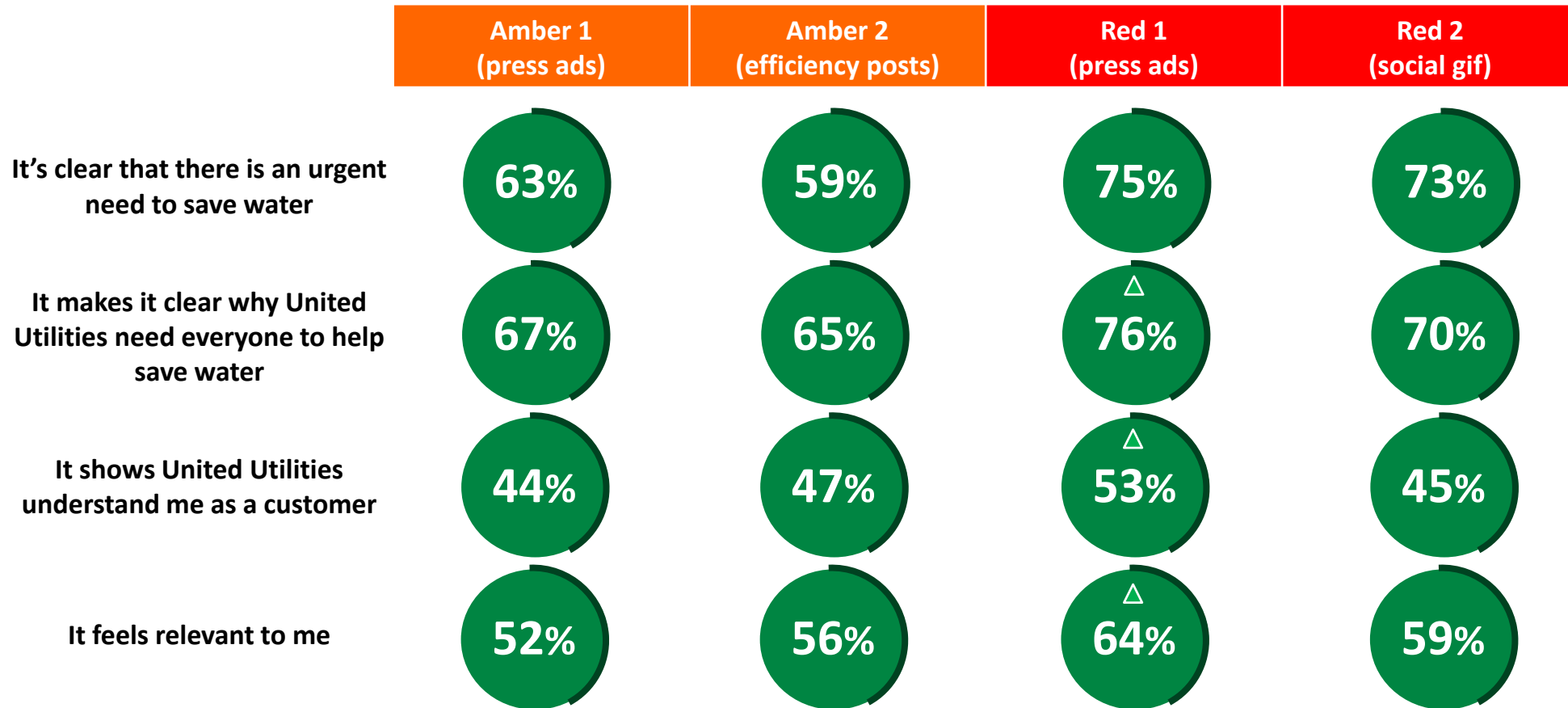
Red 2 (social media gif)



Red messages would be shown when there's been a prolonged period of dry weather and demand for water is very high. The rivers and reservoir water levels are low, and temporary usage bans (e.g. hosepipe bans) may need to be introduced if we don't save water soon.

Against key metrics, the messaging of the red press ads is most impactful

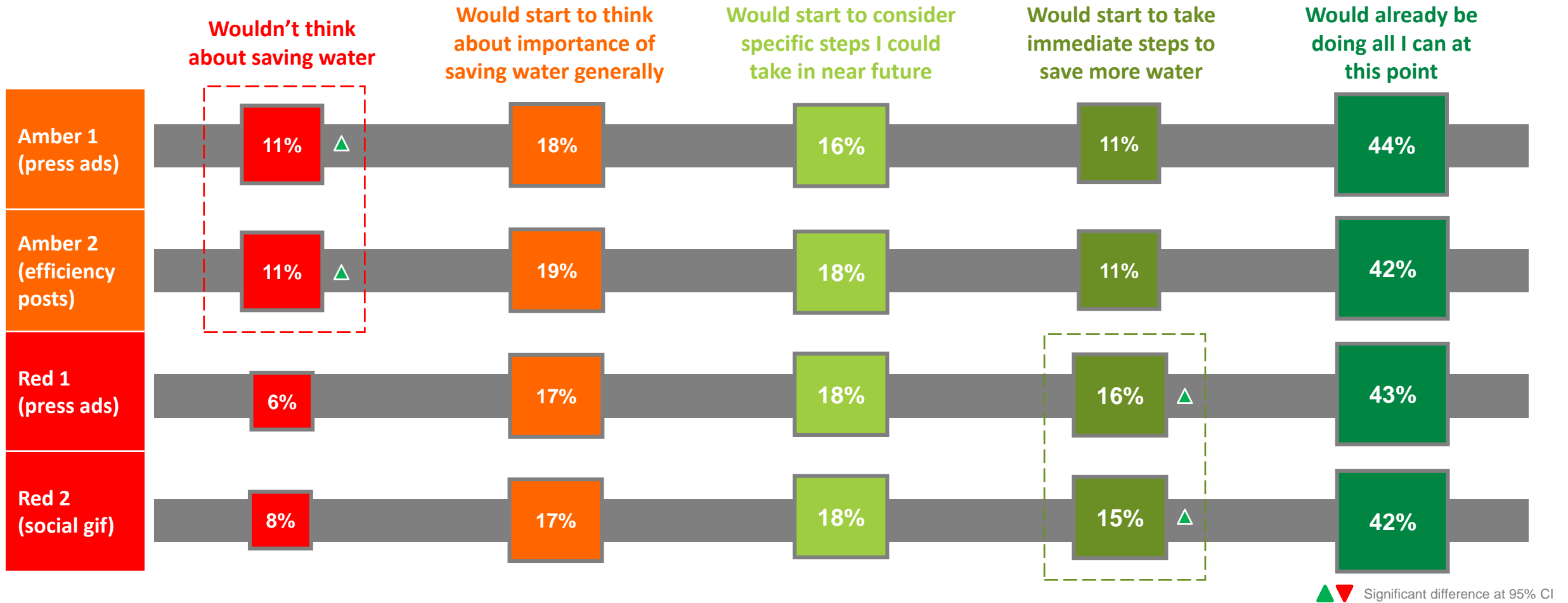
Impact of messaging on perceptions (% net agree)



△ ▼ Significant difference at 95% CI

The red messages are more likely than the amber versions to drive behavioural change in consumers

Impact of messaging on water saving



The tone of the comms largely felt to be just right, particularly the red messages

Perceived tone of messaging

Too strong

Just right

Too weak

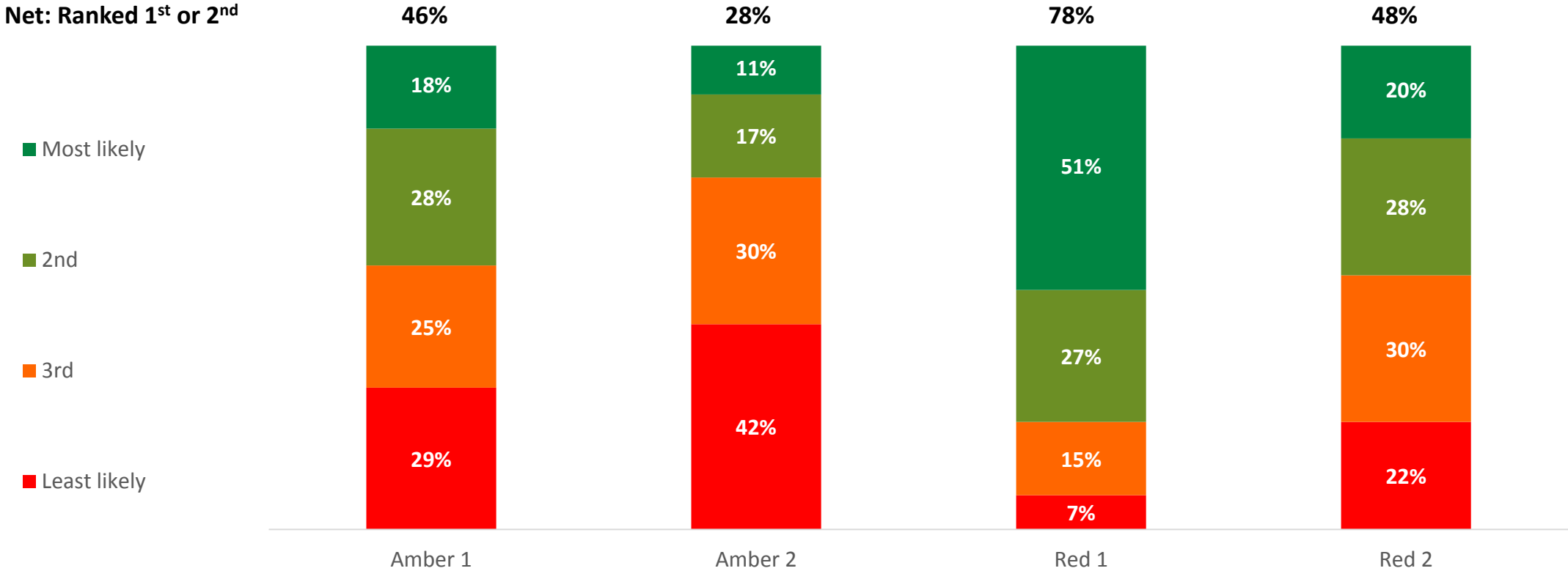
- Amber 1 (press ads)
- Amber 2 (efficiency posts)
- Red 1 (press ads)
- Red 2 (social gif)



▲ ▼ Significant difference at 95% CI

The red press ads would be most impactful in prompting customers to consider saving water

Style of messaging most likely to make customers consider saving water



▲ ▼ Significant difference at 95% CI

Across all segments, the red press ads are the most likely to cut through to customers

Style of messaging most likely to make customers consider saving water – Ranked 1st or 2nd

	Total	Budget conscious elderly (n=227)	Comfy mid-life est. families (n=227)	Families getting by (n=80)	Fin. secure empty nesters (n=207)	Hard pressed families (n=46*)	Indebted singles (n=38*)	Struggling single pensioners (n=54)	Tech. dependent young families (n=138)
Amber 1 (press ads)	46%	47%	43%	39%	47%	58%	42%	52%	47%
Amber 2 (efficiency posts)	28%	27%	26%	34%	23%	20%	29%	26%	34%
Red 1 (press ads)	78%	79%	79%	78%	81%	76%	79%	84%	77%
Red 2 (social gif)	48%	47%	52%	51%	49%	46%	50%	39%	42%

  Significant difference at 95% CI

The use of a child resonates with some, while the message feels relevant and to the point



Why Amber 1 would be **most likely** to make customers consider saving water

Impactful imagery

The use of children evokes a response for some and feels relatable

“

A child is often the way to adults hearts
Male, 55+, Budget conscious elderly

“

The use of the shorter concise points with a contrast between the image of the child and reservoir is a good technique
Male, 18-34, Tech. dependent young families

Directive

It convincingly tells you what you need to do in order to reduce you water consumption

“

Because it shows 1 easy way to save water and what the impact could be on the environment if water was not saved
Female

“

It sounds more like a demand than the rest.
Female, 55+, Budget conscious elderly

Clear and concise messaging

The reader is easily able to understand the purpose of the communication, and it is supported by relevant information

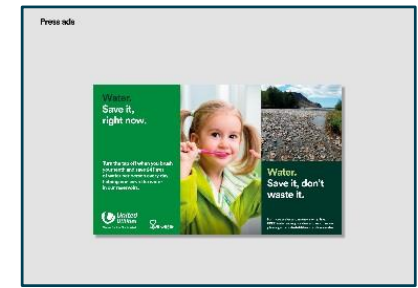
“

The clear strap line 'Save it Right Now'
Male, 55+, Fin. Secure empty nester

“

Because it's the one that gives the most information about how much water you can save by doing this. It has a more powerful message because of this.
Female, 35-44, Hard pressed families

More could be done to really inform the viewer – moving on from behaviours they may have already adopted



Why Amber 1 would be least likely to make customers consider saving water

Lacks a holistic story

While the advert tells you what needs to be done, it doesn't explain the 'why'

“ I do not think it gets its message across and does not appeal to me (it does not address why we need to conserve energy)
Male, 55+, Budget conscious elderly

“ Not enough impact and only mentions one way of saving water.
Male, 55+

Imagery does not appeal to all

Focusing on children feels too specific for some, lacking relevance and ultimately appeal

“ It looks like it's only children that need to save and I don't have kids, I feel very segregated from this ad
Female, 35-54, Tech dependent young families

“ Kids only appeal to a certain niche of people i.e. those with families.
Female, 18-34, Budget conscious elderly

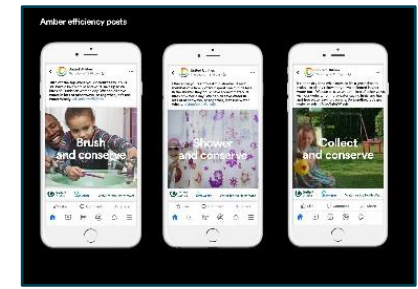
Limited number of solutions

The advert focuses on 'basic' activities to reducing water consumption, which many are already doing

“ I'm fed up of being told to turn the tap off whilst brushing my teeth, I've been doing that for a couple of decades. I want to know what else I can do, and to find measures that might save even more
Male, 18-34

“ It is too limited. Cleaning teeth is only done once or twice a day, and would adults feel included?
Female, 55+, Budget conscious elderly

The phone format is effective in reaching the viewer, with the clear and concise supporting information praised



Why Amber 2 would be most likely to make customers consider saving water

Phone format

A digital phone format feels appropriate and accessible to the mass

“

Most adults use mobile phones. You reach your audience quicker by having phone adverts.

Male, 35-54, Families getting by

“

The smart phone is most peoples life support machine. It's the only thing they understand.

Male, 55+, Tech. dependent young families

Clear direction for future behaviour

The reader is able to understand what they need to do upon reading

“

Because it gives specific guidance on what can be done. Also gives a range of options to consider.

Female, 55+, Comfy mid-life est. families

“

It gave specific and simple instructions.

Male, 55+, Fin. Secure empty nester

Concise with key information

The short approach to text, allows the ready to easily take in the key points

“

Short and snappy sound-bites are better at getting the attention of the reader.

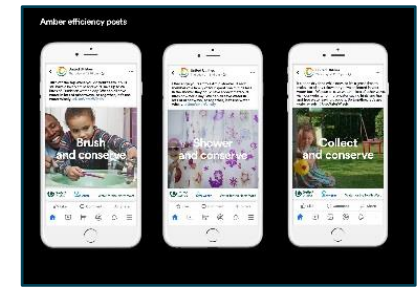
Male

“

Simple format not to much information on the page

Female, 55+, Fin. Secure empty nester

A reduction in the amount of text would be welcomed, with less of a focus on children



Why Amber 2 would be least likely to make customers consider saving water

Text heavy

While broken out, some feel there is simply too much text on the pages

“

Too much text to digest if I was in a hurry
Male, 35-45, Fin. Secure empty nesters

“

Not noticeable enough and people would scroll past. Doesn't catch attention.
Female, 18-34, Budget conscious elderly

Child focus

For those who may not have children, the advert feel less relevant

“

Concentrated too much on children
Female, 55+, Fin. Secure empty nester

“

Centred around family and children. Not relevant to single people.
Female, 55+, Indebted singles

Lack of clarification

While the advert say what to do, it doesn't sell the 'why', suggesting no real call to action

“

Seemed a bit weak and unclear why I was being asked to do it
Male, 55+, Comfy mid-life est. families

“

Has a softness about it which does not impact on me
Female, 55+, Fin. Secure empty nester

Red press ads tell a more compelling story by explaining the ‘why’ and including a range of occasions for action



Why Red 1 would be most likely to make customers consider saving water

Wider audience appeal

As opposed to the other adverts, the inclusive focus is welcomed

“

It has more appeal, it covers a wider audience, i.e. families, indoors and outdoors
Female, 55+, Tech. dependent young family

“

Impactful images and most importantly would be relevant to some variety of backgrounds.
Female, 18-34, Budget conscious elderly

Offers a number of opportunities

The scenarios included feel relevant to the reader, and their everyday life

“

Gives an idea that water needs to be saved in everything you undertake not just singular activities like brushing your teeth
Male, 35-54, Comfy mid-life est. Family

“

It contains the most information and presents the widest relevance
Male, 35-54, Comfy mid-life est. Family

Explains the ‘Why’

Something the other adverts were deemed to lack, the red press ads explain why action is needed now

“

It makes it clearer WHY it's needed, and more clearly communicates the urgency
Female, 35-44, Hard pressed families

“

It shows why you need to act, not just what you need to do.
Male, 55+

Some feel there is too much info to absorb and that more could be done to make it feel cohesive



Why Red 1 would be least likely to make customers consider saving water

Information overload

While using multiple scenarios is effective, some find there to be too much text within the advert

“

A little too much info and whilst each shot is good it may be a bit of overload in one go

Female, 55+, Indebted singles

“

Too many messages at one time, I think people would lose interest in reading the entire thing.

Female, 55+, Tech. dependent young families

May not drive behaviour change

While the majority found the call to action effective, some did not

“

Did not give me enough reason to do more.

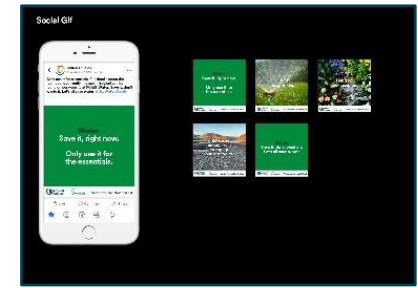
Female, Fin. Secure empty nester

“

Use the left panel to succinctly explain the situation - here is where you can convey the urgency, e.g. 'reservoirs are low' with maybe a few words here or on the right to explain why. The panels in the middle are fine. The slogan on the right is convoluted. How about just 'Water: please don't waste it'? In the paragraph underneath you could add something about what United Utilities is doing to help, or where to find further information on that. I'm fully on board with us all doing our bit to save water, and even I feel this campaign could sound a lot more collaborative and less hectoring.

Male, 35-44

The mobile format feels accessible, with the clear call to action, and proposed activities being effective



Why Red 2 would be most likely to make customers consider saving water

Conveys urgency

The viewer is able to gauge the urgency and need for immediate action

“ *The words "save it right now" convey the urgency of saving water and cutting down usage at the present time.*
Male

“ *It's short and to the point. There is no way to misread it, it's asking you to do something now not think about it.*
Male, 35-44, Budget conscious elderly

Clearly suggests actions

The advert works well to inform the viewer of next steps, and easy actions they can begin to take

“ *It highlights 5 of the most effective means to save water without being too overbearing*
Male, 55+, Tech. dependent young family

“ *Short and sharp for an immediate ask for summer help. Asking to help now with regard to things we only do in summer months*
Female, 35-54

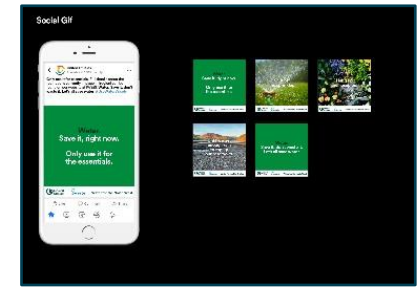
Mobile format

The use of mobile feels suited and relevant to people's lifestyles

“ *It's clear and to the point, while scrolling on social media, the other images with more text might get missed or people won't stop to read it all. this gets to the point.*
Female, 18-34, Comfy mid-life est. families

“ *All the others are child based, there are no children in this house and this is a more adult friendly presentation*
Female, 55+, Fin. Secure empty nester

By not including images of people as the other adverts have, some feel it lacks appeal and is less eye-catching



Why Red 2 would be least likely to make customers consider saving water

Is not eye catching

Some feel it would not draw their attention, particularly on platforms where there is already sensory overload

“

Does not instantly attract my attention and the message is very weak about consequences if we don't save water

Female, 55+, Budget conscious elderly

“

It is still a good advert but lacks the appeal of the others. It doesn't appear as catchy or enticing as the others

Male, 55+, Families getting by

Photography

More could be done to improve the imagery, with relevance to the viewer being key

“

The photographs are weak, they don't have enough impact or feel relevant.

Female, 55+, Budget conscious elderly

“

Because it was only a message without pictures

Male, 55+, Budget conscious elderly

Tone of voice

Tone of voice could be softened – however should still provide clear and directive instruction

“

Far too strong. Would not get my support and feels condescending

Male, 35-54, Comfy mid-life est. families

“

Because it just gives a command and doesn't explain why people need to do it, so they won't be motivated.


Female, 55+, Comfy mid-life est. families

Appendix

Perceived household water usage by segment

Perceived household water usage

	Total	Budget conscious elderly (n=227)	Comfy mid-life est. families (N=227)	Families getting by (n=80)	Fin. secure empty nesters (n=207)	Hard pressed families (n=46*)	Indebted singles (n=38*)	Struggling single pensioners (n=54)	Tech. dependent young families (n=138)
A lot less than other households of a similar size to mine	15%	1%	3%	0%	1%	7%	3%	2%	2%
Less than other households of a similar size to mine	36%	9%	12%	13%	14%	9%	5%	9%	7%
About the right amount	36%	35%	36%	38%	40%	30%	34%	28%	42%
Too much	11%	41%	36%	35%	33%	39%	39%	39%	30%
Far too much for the size of my household	2%	14%	13%	15%	12%	15%	18%	22%	18%

  Significant difference at 95% CI

Sources of info used to find out more about environmental issues

Sources of info used to find out more about environmental issues

	Climate change (n=946)	Waste management (N=1079)	Renewable energy (n=1003)	Plastic pollution (n=1077)	Pollution in general (n=1085)	Reducing water usage (n=893)	Having enough water (n=1114)	Flooding (n=814)	Sustainable fashion (n=464)
Reading newspapers / magazines	56%	45%	52%	53%	54%	35%	44%	47%	43%
Social media	28%	19%	22%	29%	29%	18%	18%	24%	24%
Speaking to friends / family	27%	20%	21%	23%	24%	23%	17%	22%	19%
Searching for info online	45%	38%	49%	40%	39%	45%	37%	35%	28%
Listening to podcasts	7%	3%	4%	4%	4%	2%	3%	3%	4%
Watching TV / films	63%	41%	45%	63%	57%	26%	37%	54%	38%
Listening to radio	34%	24%	27%	31%	33%	19%	24%	33%	23%
Something else	5%	9%	7%	4%	5%	19%	10%	6%	7%

Factors prompting behaviour change on environmental issues

Factors prompting behaviour change on environmental issues

	Climate change (n=946)	Waste management (N=1079)	Renewable energy (n=1003)	Plastic pollution (n=1077)	Pollution in general (n=1085)	Reducing water usage (n=893)	Having enough water (n=1114)	Flooding (n=814)	Sustainable fashion (n=464)
Understanding how much money I could save	15%	15%	35%	11%	13%	48%	26%	7%	21%
Understanding the impact my actions were having on the environment	75%	67%	63%	78%	74%	69%	65%	47%	54%
Discovering easy ways to change my behaviour	47%	45%	36%	50%	47%	48%	45%	27%	33%
Celebrities / influencers raising awareness for info online	6%	2%	1%	6%	4%	1%	1%	3%	5%
Other people I know influenced me to change my behaviour	7%	6%	5%	8%	6%	4%	3%	5%	4%
To feel good about making a difference	40%	37%	32%	44%	40%	36%	31%	22%	27%
To look better in the eyes of others	1%	1%	1%	1%	1%	1%	1%	1%	0%
I haven't done anything to change my behaviour for this issue	12%	18%	21%	10%	15%	8%	20%	45%	33%

Sample profile

Total	Unweighted	
	Count	%
Gender		
Male	707	63%
Female	420	37%
Unknown	4	0%
Age		
18-34	50	4%
35-54	223	20%
55+	790	70%
Unknown	68	6%
Region		
Cheshire	183	16%
Cumbria	82	7%
Greater Manchester	410	36%
Lancashire	260	23%
Merseyside	190	17%

Total	Unweighted	
	Count	%
Water meter		
Measured	802	71%
Unmeasured	323	29%
Unknown	6	1%
Segment		
Budget conscious elderly	227	20%
Comfy mid-life est. families	227	20%
Families getting by	80	7%
Fin. Secure empty nesters	207	18%
Hard pressed families	46	4%
Indebted singles	38	3%
Struggling single pensioners	54	5%
Tech. dependent young families	138	12%
Unknown	114	10%

The WaterTalk panel

- Water Talk is an online community designed to reflect the views of those in the North West who have access to the internet (circa 90% of the population)
- Customer panels typically provide a deeper level of engagement with customers than ad-hoc pieces of research
- It provides rapid research access to UU customers
 - This can provide fast and cost effective feedback on a wide range of issues
- Where appropriate, work is supported with other methodologies and samples to represent those not present on WaterTalk
- Over 7,000 UU customers are on the panel:
 - 2,600 have taken part in a research activity in the last 6 months

To find out more about using the WaterTalk panel to meet your business needs, please contact **Shy Sharma**:



Shy Sharma

Customer Insight and Exploration Manager

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