



### Leaky loos campaign awareness: report

August 2020

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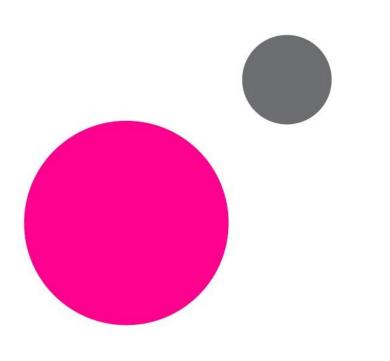






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### **Background & objective**

United Utilities Water Limited (UUWL) provide water and wastewater services to around seven million people and businesses in the North West of England.

One of UU's common performance commitments is linked to reducing per capita consumption (PCC). One way of doing this is to promote ways in which to save water.

UU have run a series of comms in the Stockport area over the summer. Most recently this has been a mail out with a strip insert which can be used to test for leaks in toilets.

DJS Research were commissioned to measure recall of the letter.

More specifically, UU wanted to measure:

- "Recall of the "Don't let a leaky loo cost you up to £400 per year" letter
- Usage of/intention to use the strip
- Whether the letter has prompted customers to think of other water saving activities



## Methodology

**Campaign:** Don't let a leaky loo cost you up to £400 a year!

- United Utilities Waterwise team sent a letter to households in the Stockport area in July 2020.
- A short time later, DJS Research were asked to contact recipients to gauge recall, usage and attitudes towards the campaign.
- UU provided a list of names and telephone numbers of the households the letter was sent to.
- Responses were captured via a short telephone survey.
- Fieldwork dates: 13<sup>th</sup> 20<sup>th</sup> August 2020.

A leaky loo wastes up to 400 litres of water a day, fix it and save this summer!



**Save water** – A leak isn't always easy to spot as the water often dribbles invisibly down the back of the pan — but you could be wasting up to 400 litres of water a day.

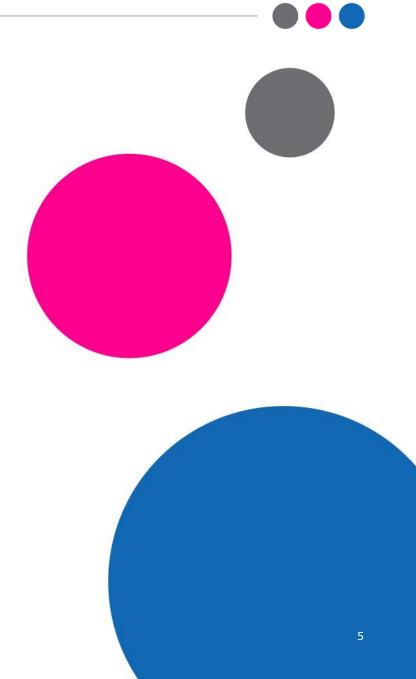
**Save money** – Over the course of one year, if undetected, this could add up to well over 100,000 litres of wasted water, and in excess of £250 on your water bill.

**Easy to use** – Wait half an hour after the last flush, wipe the back of the pan dry with toilet tissue, peel back the adhesive cover and place the strip horizontally across the back of the pan just above the overflow hole.

**Leak detection** – In the morning (providing the toilet's not been used overnight), you'll be able to see if the overflow in your cistern has a leak. If the strip is altered, then you have a leak.

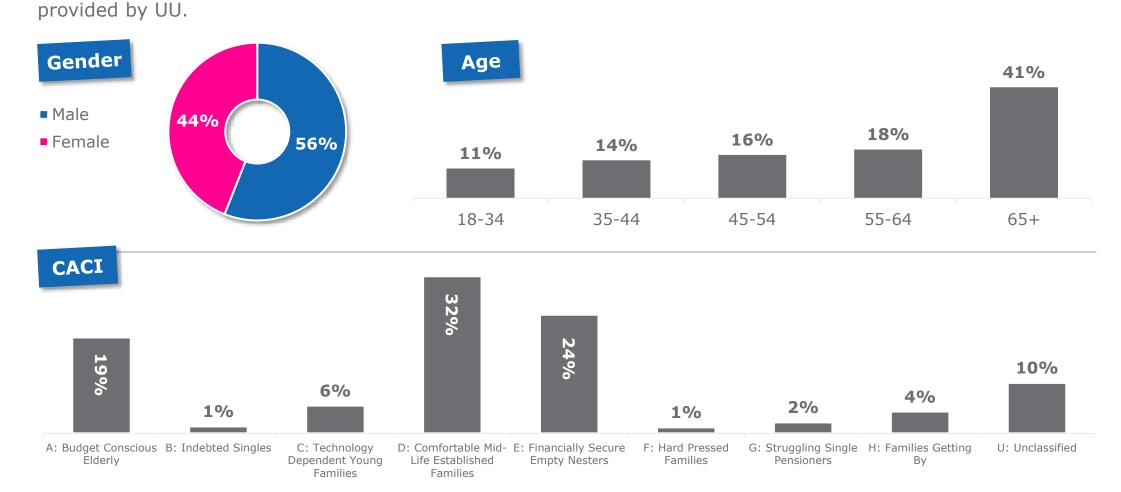
**Easy disposal** – LeakyLoo is made of biodegradable water soluble paper which flushes away without blockage or damage to the environment.

## Sample profile



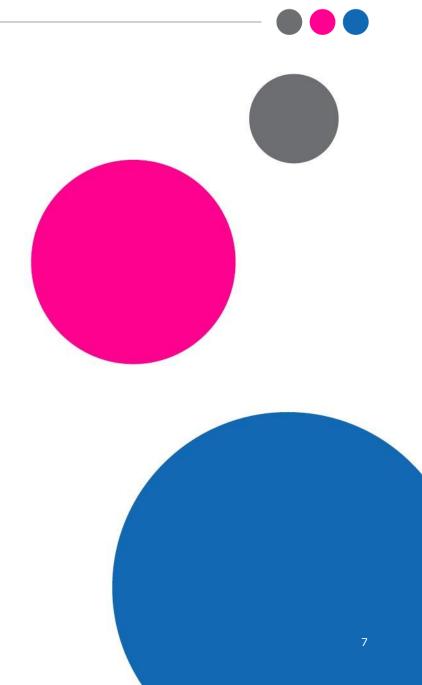


All respondents confirmed that they were responsible for paying the household water bill, either solely or jointly. Monitoring quotas were set on CACI segment, so the research sample would mirror the sample



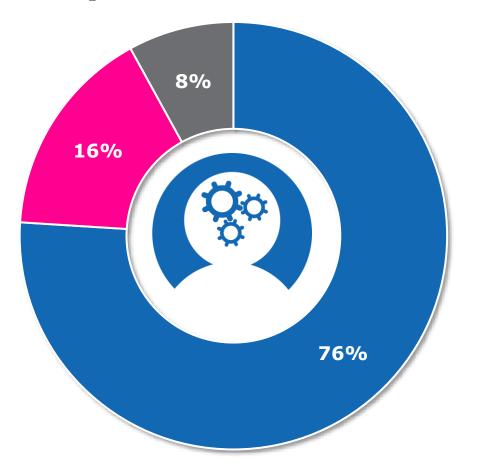
**Base:** all respondents (501)

## **Survey results**





# Overall, three-quarters of respondents recalled the letter





■ I'm not sure

29th July 2020

#### Doar NAME

#### Don't let a leaky loo cost you up to £400 a year!

Firstly, let me say a huge thank you for all your water saving efforts over the last few weeks. Since emailing you back in June, we've had a fantastic response and we can see that the amount of water helping used across Stockport has reduced. Not only is using water wisely good for your pocket, it's helping to protect our local reservoirs too.

Don't forget to order your FREE water sawing items if you've not already done so at united utilities.com/waterwise. As you have a water motor, you're paying for every drop of water you use, so it makes good financial sense not to let any of it go to waste.

One of the biggest culprits for wasting water in the home are toilet disterns, especially the modern push button devices. That's because modern disterns tend to overflow into the toilet bowl rather than through a pipe in the wall, making leaks difficult to spot. A faulty distern could be dritbilling water invisibly down the back of the pan for a long period of time, wasting a lot of water and costing you money — as much as £400 a year if left undetected!

The good news is that it's really easy to spot a faulty cistem. To help, we've enclosed an easy-to-use LeakyLoo strip to check if yours is leaking. You can find instructions on the enclosed leaflet, but remember they are only suitable for modern push button cistems which overflow into the bowl. If you do spot that you have a leak, you just need to contact your usual plumber or you can find one in your local area by visiting watersafe.org.uk

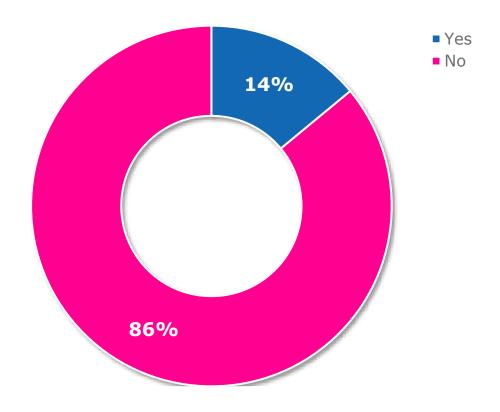
Thanks once again for all your efforts in using water wisely in the home. Don't forget to visit our website at united utilities.com/waterwise for lots more hints and tips on how to save water. And remember, fixing a leaky loo can make a big difference to your water bills.

Yours sincerely

United Utilities Waterwise Team

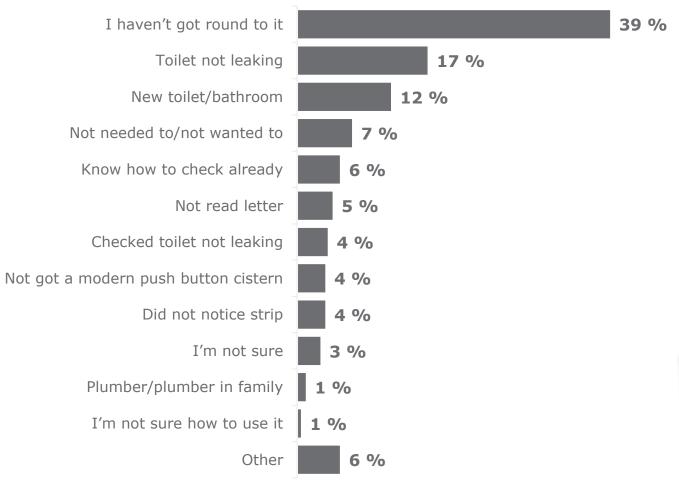
## Only one in seven had used the strip





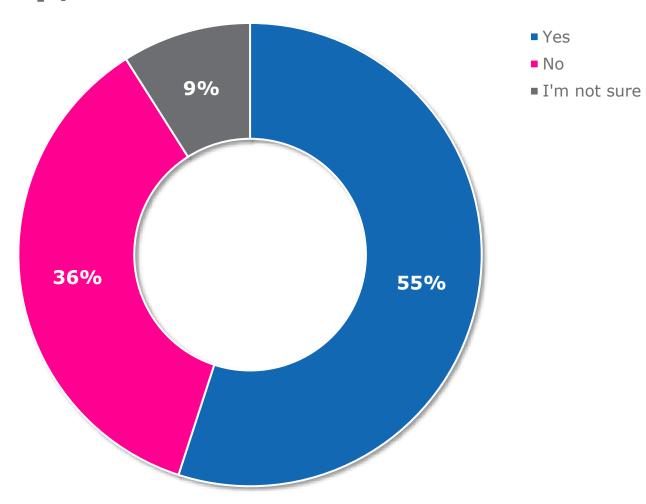








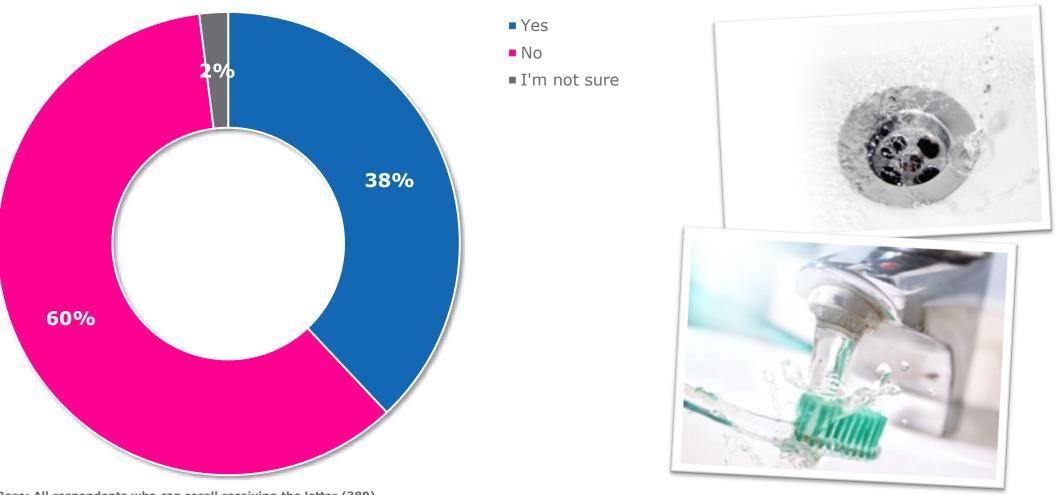
# Over half who hadn't used the strip, intended to do so





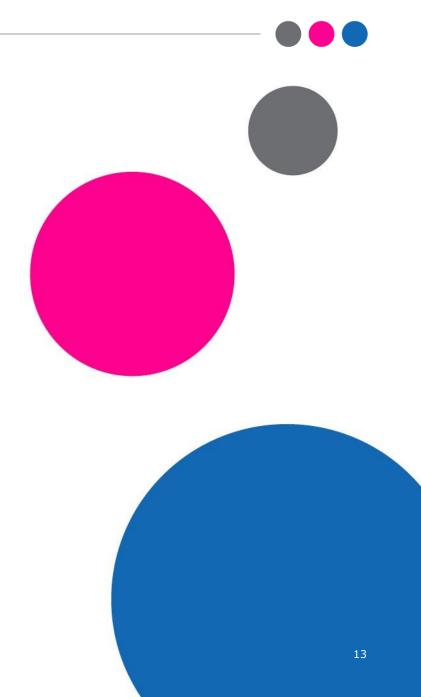


# Nearly two-fifths had been looking for other ways to save water in the home



Base: All respondents who can recall receiving the letter (380)
Q03 Since receiving the letter have you been looking for other ways to save water in the home?

## **Key take-outs**



## **Key take-outs**

**76%** of respondents recalled receiving the letter

However, only **14%** had used the strip by the time of interview

Of those who hadn't used the strip, **two-fifths** (39%) just hadn't got round to it yet...

...and 55% intended to use it in the future

The campaign encouraged **38%** to look at other ways of saving water



## For more information



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