

# Setting the record straight

Our guide to dispelling common myths about water meters and other things  
(including which way the water drains Down Under)

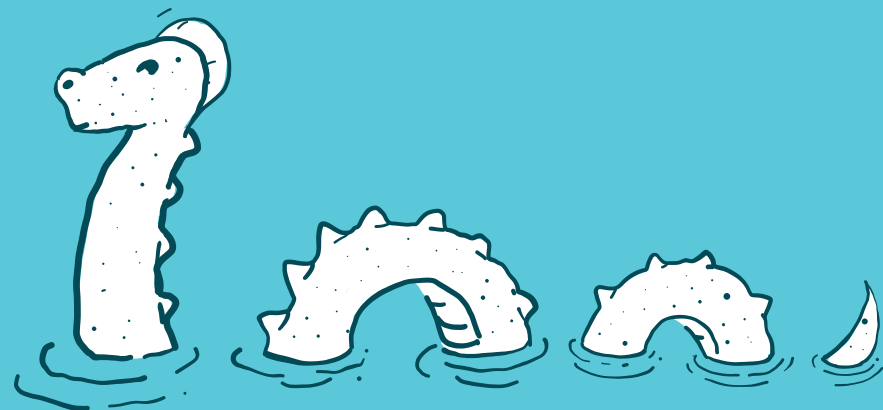


# Red makes bulls angry. You shouldn't wake sleepwalkers. Goldfish have a 3 second memory.

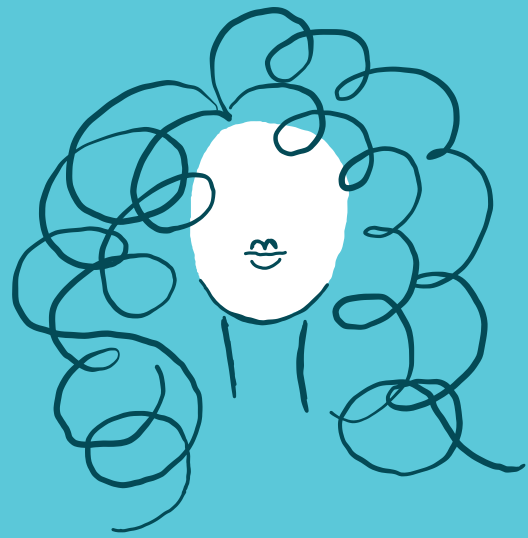
We've all heard myths just like these. Maybe you've also heard some of the myths about water meters. Things like "they're difficult to install" or "you'll end up paying more."

So at United Utilities, we decided to set the record straight. Designed to reduce water usage and your bills too, we think it's time you learnt the truth about water meters.

(By the way, water doesn't go down the plughole in a different direction because you're in the northern or southern hemisphere – it's all down to the Coriolis effect).







## Myth:

EATING CRUSTS WILL  
MAKE YOUR HAIR CURLY



## Truth:

**When you have a water meter,  
your bills won't make your toes curl**

Many people think that with a meter fitted, their water bill will go up. But often their bills will go down. In fact, we'll never recommend having a meter unless we're sure you'll save money.

Plus you only pay for what you use. And if it turns out your meter isn't saving you money, you'll have up to two years to change back.

We fit them for free, there are no hidden costs and you could actually be better off with a meter. To see how much you might save, visit [unitedutilities.com/water-calculator](https://unitedutilities.com/water-calculator)





**Myth:**  
EATING CARROTS HELPS  
YOU SEE IN THE DARK

**Truth:**  
Having a water meter lets you  
see exactly what you're using

While a water meter measures your usage, it shouldn't stop you using the washer, taking a shower or doing what you normally do. The idea is that the meter puts you in control, letting you see what you're using and how much you're paying – just like with your energy bills.

Plus, we offer lots of ways you can save water and money too. Take a look for yourself at [unitedutilities.com/watertight](https://unitedutilities.com/watertight)







## Myth:

THE AVERAGE PERSON  
ONLY USES 10% OF THEIR  
BRAIN CAPACITY

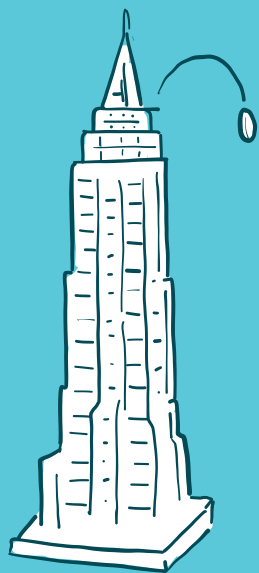
## Truth:

**The average water meter only  
takes up a tiny amount of room**

Water meters are only about the size of a tin of baked beans. That means we can fit them under the kitchen sink or in your downstairs toilet. Where that isn't possible, we'll try to fit one in the pavement outside.

They're quick and easy to install - **just call 0345 072 6065** or **request a meter fitting online**. Once fitted, we can check your meter remotely, so you won't have to send in readings. Which means choosing a water meter really is a no brainer.





## Myth:

IF YOU DROP A PENNY OFF A  
SKYSCRAPER YOU CAN KILL SOMEONE

## Truth:

**We supply the meter for free and  
you won't pay a penny in advance**

With pre-paid gas and electricity meters, you pay for energy in advance, before you use it.

But with water meters you don't pre-pay for anything. Instead it will simply record what you use to calculate what you owe.

You'll then be sent a bill every six months, showing you how much water you've used since the last one.







**Myth:**  
GHOSTS ONLY  
HAUNT OLD HOUSES

**Truth:**  
**A water meter won't scare off  
potential house buyers**

Some believe buyers may be put off houses that have a water meter. But the demand for housing continues and in 2017 the number of completed new build dwellings in England totalled 163,250 – up 16% on the previous year.

As with every home built since 1990, each of these will have been fitted with a water meter. And when you consider that meters can actually save you money, having one may even make your property a more attractive purchase.





**One final truth:**

**Over 500,000 customers in the North West have already switched to a water meter.**

To join them and enjoy cheaper water bills  
visit [unitedutilities.com](https://unitedutilities.com) or call 0345 072 6065

### A word from the customer water watchdog

“There are a lot of myths surrounding water meters, and together with United Utilities, we’re aiming to bust those myths and reassure consumers that switching to a meter could be a good option for them. Some households find they can save more than £100 a year by switching and consumers who request a meter have up to two years to trial one, with the option to switch back if they are unhappy.”

**Andy White**  
Consumer Council for Water

CONSUMER COUNCIL FOR



Endorsed by the  
Customer Water  
Watchdog





