



## Water saving communications research: topline findings (19.06.20)

**Methodology:** as of COP 18.06.20 the following interviews were completed

	Stockport Trial (n)	Stockport Control (n)	Blackburn Trial (n)	Bolton Control (n)
<b>CATI</b>	142	139	107	95
<b>Online</b>	198	566	216	98
<b>Total</b>	<b>340</b>	<b>705</b>	<b>323</b>	<b>193</b>

**Caution:** due to fieldwork being ongoing the Trial and Control samples aren't matched. They will be on completion of fieldwork.

### Interim findings

**Q03a:** have you seen or heard anything in the media or the local area about water saving recently?

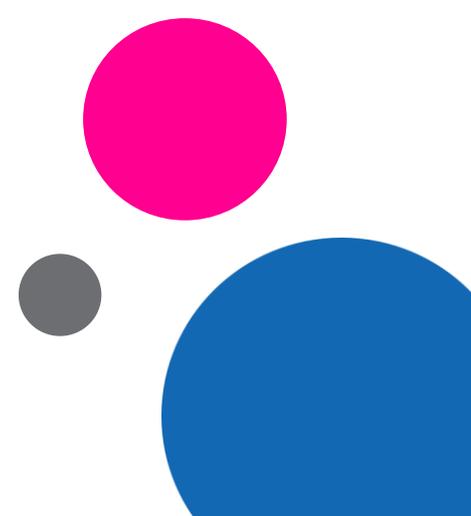
	Stockport Trial	Stockport Control	Blackburn Trial	Bolton Control
Yes	25%	22%	14%	19%
No	69%	71%	78%	76%
Not sure	6%	6%	8%	5%
<b>Base</b>	<b>340</b>	<b>705</b>	<b>323</b>	<b>193</b>

**Base:** all respondents.

**Q03b:** have you seen or heard anything from United Utilities about this?

	Stockport Trial	Stockport Control	Blackburn Trial	Bolton Control
Yes	43%	31%	27%	31%
No	50%	54%	62%	60%
Not sure	7%	15%	11%	10%
<b>Base</b>	<b>340</b>	<b>705</b>	<b>323</b>	<b>193</b>

**Base:** all respondents.





**Q03c:** where have you seen/heard/read this?

	<b>Stockport Trial (%)</b>	<b>Stockport Control (%)</b>	<b>Blackburn Trial (%)</b>	<b>Bolton Control (%)</b>
United Utilities website	10%	11%	8%	10%
Online	5%	8%	5%	8%
Email	56%	58%	50%	32%
Text	17%*	9%	3%	10%
Leaflet/poster	10%	5%	14%	15%
Radio	2%	5%	-	3%
TV	13%	14%	13%	8%
Facebook	1%	1%	3%	7%
Instagram	-	-	-	2%
Email forwarded by my MP/school/other	1%	1%	3%	3%
Local paper	-	2%	5%	5%
Other	8%	7%	9%	15%
<b>Base</b>	<b>146</b>	<b>219</b>	<b>88</b>	<b>59</b>

**Base:** all respondents who have seen something from UU \*CATI online i.e. mobile numbers 44% (low base: 39)

**STOCKPORT ONLY** **Q04a:** have you received any emails from United Utilities in the last week or two about water saving?

	<b>Stockport Trial (%)</b>	<b>Stockport Control (%)</b>
One email	31%	27%
Two emails	9%	2%
Three or more emails	-	-
No	43%	50%
I'm not sure/can't remember	17%	21%
<b>Base</b>	<b>340</b>	<b>705</b>

**Base:** all Stockport respondents.

**Q04bi:** did you open and read this email?

	<b>Stockport Trial (%)</b>	<b>Stockport Control (%)</b>
Yes	97%	95%
No	2%	4%
Not sure	1%	2%
<b>Base</b>	<b>107</b>	<b>188</b>

**Base:** all Stockport respondents recalling receiving **one** email.

**Q04bii:** how many of these emails did you open and read?

	Stockport Trial (%)	Stockport Control (%)
One	7%	8%
Two	83%	92%
Three or more	3%	-
None	7%	-
Can't remember	-	-
<b>Base</b>	<b>30*</b>	<b>13*</b>

**Base:** all Stockport respondents recalling receiving **more than one** email.

**Q04c:** which emails from United Utilities do you recall opening?

	Stockport Trial (%)
Can't remember	55%
<b>Base</b>	<b>198</b>

**Base:** all Stockport Trial online respondents

**Q04d:** why didn't you open/read the email/s?

	Stockport Trial (%)	Stockport Control (%)
I never open/read emails from United Utilities	-	-
I was too busy to read them	100%	43%
They went into my junk mail	-	-
I didn't think it was important	-	29%
Other	-	43%
<b>Base</b>	<b>2*</b>	<b>7*</b>

**Base:** all Stockport respondents who didn't open an email.

**Q05a:** have you received a text from United Utilities in the last week or two about water saving?

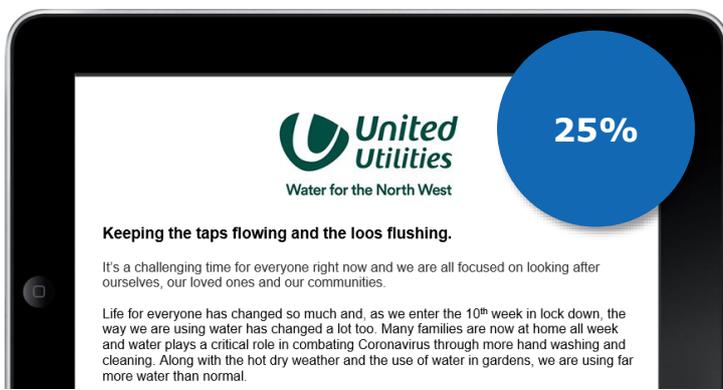
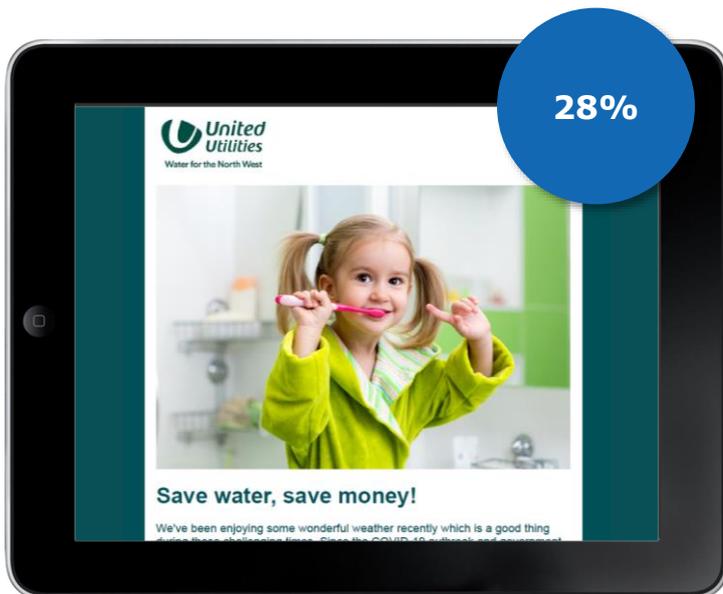
	Stockport Trial (%)
Yes	20%*
No	66%
Not sure	14%
<b>Base</b>	<b>340</b>

**Base:** Stockport trial only  
\*CATI mobile users result: 30% (base 142).

**Q05b:** did you read the text?

	Stockport Trial (%)
Yes	97%
No	3%
Not sure	-
<b>Base</b>	<b>68</b>

**Base:** those recalling the text.



**Q06a:** have you seen anything from United Utilities on social media in the last week or two about water saving?

	Blackburn Trial (%)
Yes	10%
No	78%
Not sure	12%
<b>Base</b>	<b>323</b>

**Base:** all Blackburn Trial respondents.

**Q06b:** what did you do when you saw it?

	Blackburn Trial (%)
I scrolled past it	9%
I read it	81%
I read it and commented	-
I read it and shared it	6%
I'm not sure/ can't remember	3%
<b>Base</b>	<b>32*</b>

**Base:** all Blackburn Trial respondents seeing something on social media.

**Q07a:** have you seen anything about water saving over the last week or two on the social media accounts for the following?

	Blackburn Trial (%)
East Lancs Hospice	1%
Local MP	1%
Local community group	-
Other	4%
I'm not sure /can't remember	94%
<b>Base</b>	<b>323</b>

**Base:** all Blackburn Trial respondents.

**Q07b:** what did you do when you saw it?

	Blackburn Trial (%)
I scrolled past it	15%
I read it	10%
I read it and commented	5%
I read it and shared it	10%
I'm not sure/ can't remember	60%
<b>Base</b>	<b>20*</b>

**Base:** all Blackburn Trial respondents seeing something on social media @ Q7a.

**Q07c:** do you recall seeing either of these images on social media over the last week or two?

	Blackburn Trial (%)
Can't remember	92%
<b>Base</b>	<b>216</b>

**Base:** all Blackburn Trial online respondents.



**\*Caution:** Low base



**ALL AUDIENCES**

**Q08b:** can you recall any of the following key points or messages

	<b>Stockport Trial (%)</b>	<b>Stockport Control (%)</b>	<b>Blackburn Trial (%)</b>	<b>Bolton Control (%)</b>
Save water, save money off your water bill	23%	13%	21%	19%
Save water, save money off your energy bill	17%	12%	12%	15%
It's been dry for a while so save water	29%	39%	34%	32%
With more of us at home, we're using more water, so be careful about the water you use	48%	53%	41%	36%
Take a minute off your shower time	22%	24%	26%	22%
Use a watering can instead of a sprinkler	41%	45%	27%	41%
Use a full load in the dishwasher/washing machine	43%	41%	32%	32%
Order a water saving pack	28%	17%	16%	29%
Water and conserve in Blackburn	N/A	N/A	4%	N/A
If you pledge to save water, we'll match it and donate to a local charity	N/A	N/A	6%	N/A
Thanks for checking your loo for leaks	9%	5%	9%	12%
It's been a scorcher, so let's keep saving water	16%	15%	14%	14%
Turn off the tap to make some savings on your water bill	26%	14%	13%	24%
Turning off the tap whilst you brush your teeth could reduce your water bill by as much as £100 a year for a family of four	53%	30%	26%	37%
Go to the United Utilities website to order free water saving goodies	39%	21%	15%	27%
Go to the United Utilities website for hints and tips on how to save water	42%	35%	34%	49%
Don't know/can't remember	7%	6%	5%	10%
Nothing	3%	5%	15%	-
<b>Base</b>	<b>184</b>	<b>276</b>	<b>116</b>	<b>59</b>

**Base:** all recalling any campaign.



TRIAL AUDIENCES ONLY

**Q09a:** having seen or heard any of this information on water saving from United Utilities, please state the extent to which you agree or disagree with the following statements:

	<b>Stockport Trial</b> (% agree)	<b>Blackburn Trial</b> (% agree)
It made me change my behaviour to more actively save water	44%	60%
It made me visit the United Utilities website to find out more about water saving	24%	26%
It made me order/look into ordering water saving products	28%	35%
It made me pledge to United Utilities that I will save water	N/A	38%
It provided helpful advice	72%	74%
It made me talk to friends/family about how we can save water	34%	37%

**Base:** all recalling any campaign (exc I'm not sure)

BLACKBURN 'TRIAL' ONLY

**Q09b:** what was it that made you pledge that you would save water?

	<b>Blackburn Trial (%)</b>
The fact that United Utilities were making a charity donation	9%
The charity they have chosen to donate to (East Lancs Hospice)	9%
The value of the donation (£25,000)	9%
Other people I know were pledging	5%
Something else (please specify)	35%
None of the above	44%
<b>Base</b>	<b>43*</b>

**Base:** all pledging at Q9a.

**\*Caution: Low base**