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# Leaky loos campaign awareness: report

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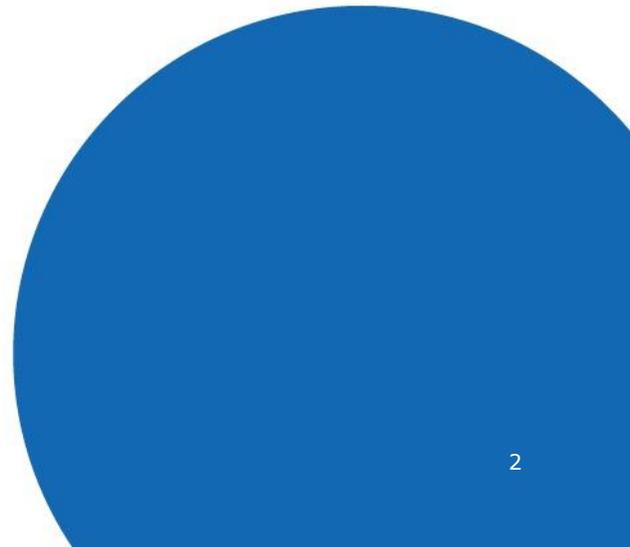
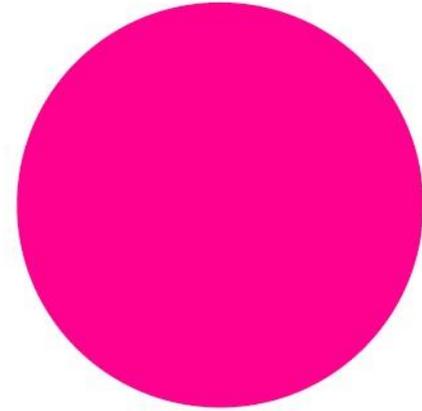
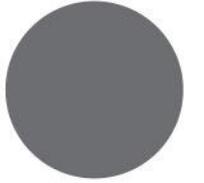
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# Background & objective

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

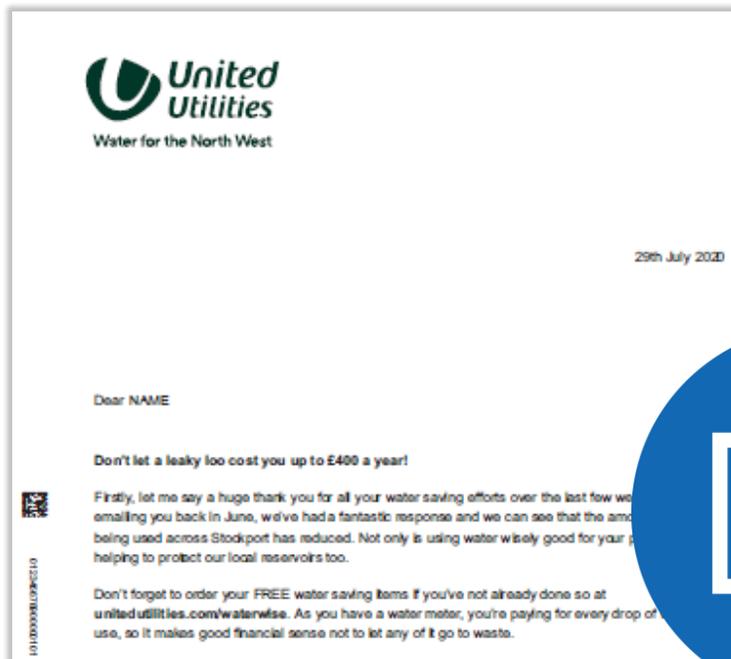
One of UU's common performance commitments is linked to reducing per capita consumption (PCC). One way of doing this is to promote ways in which to save water.

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.

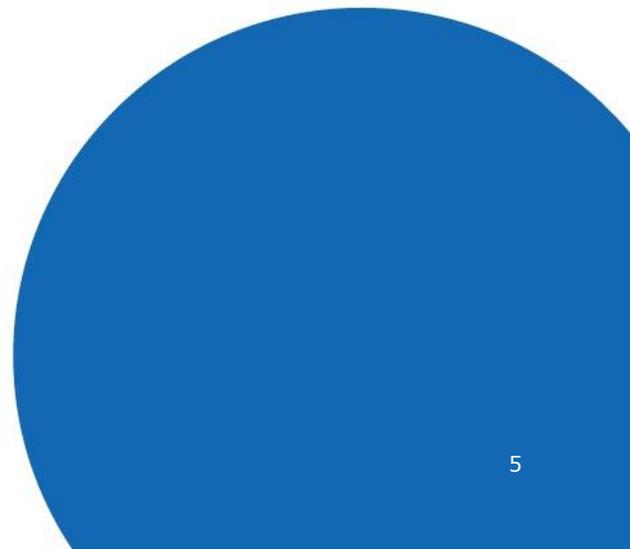
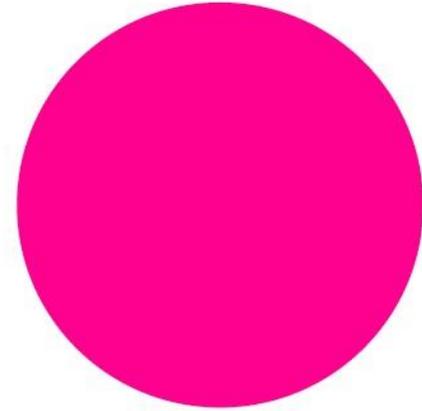
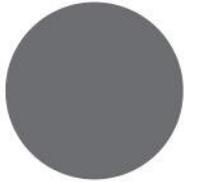
**Leak detection** – In the morning (providing the toilet's not been used overnight), you'll be able to see if the overflow in your cistern has a leak. If the strip is altered, then you have a leak.

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



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# Sample profile

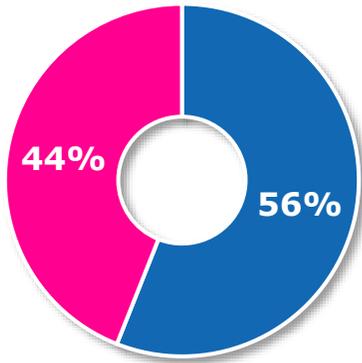


# Sample profile

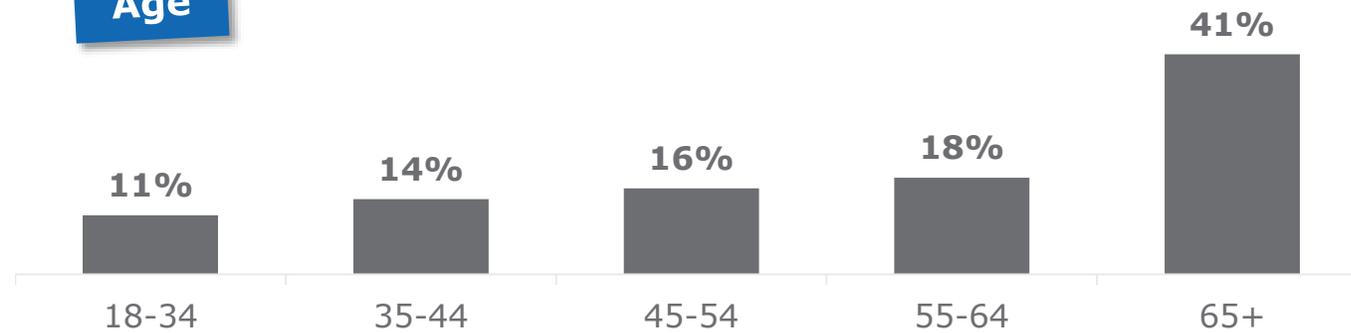
All respondents confirmed that they were responsible for paying the household water bill, either solely or jointly. Monitoring quotas were set on CACI segment, so the research sample would mirror the sample provided by UU.

## Gender

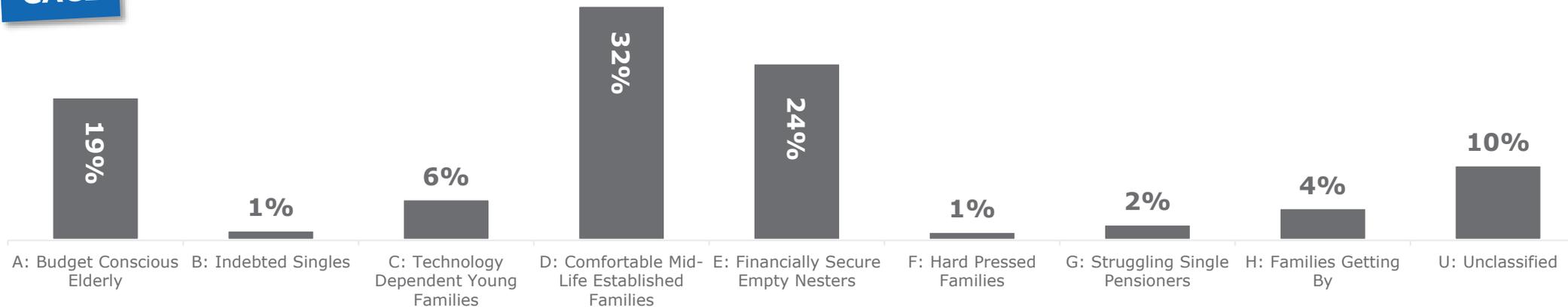
- Male
- Female



## Age



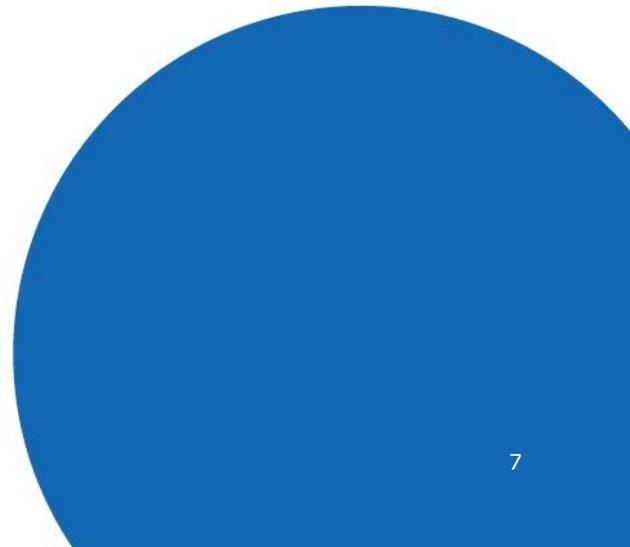
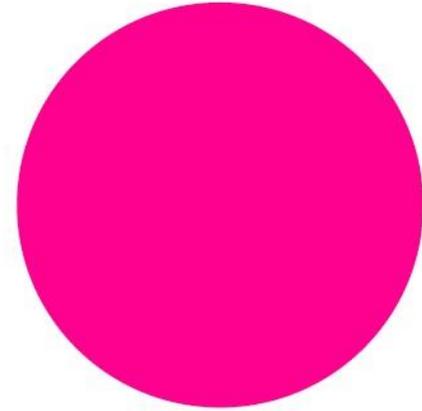
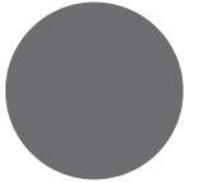
## CACI



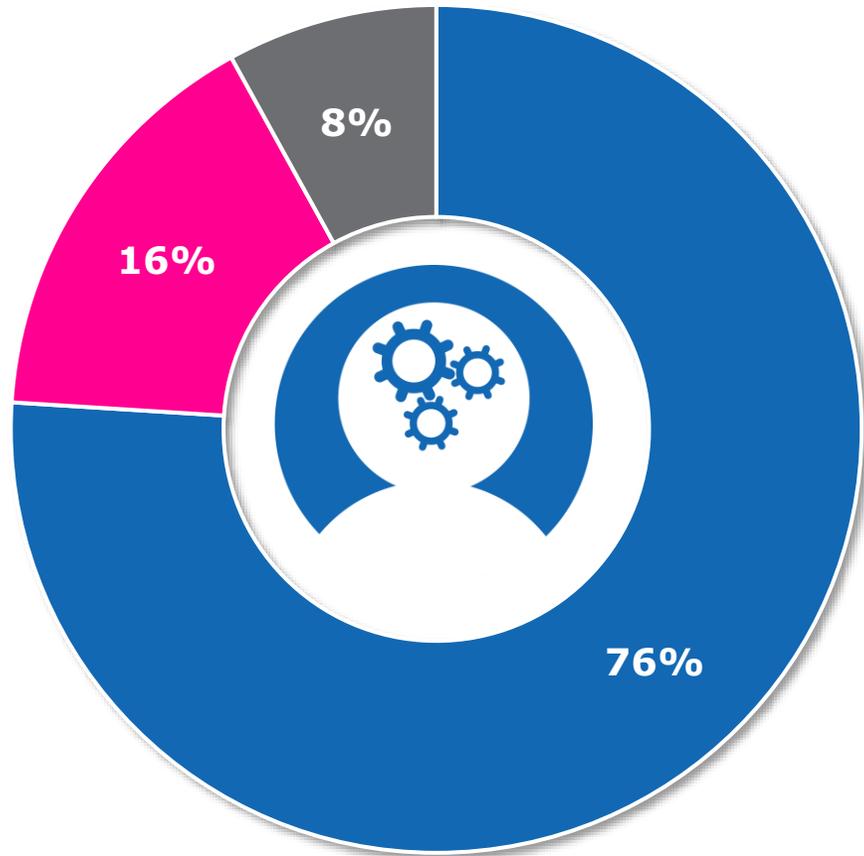
Base: all respondents (501)

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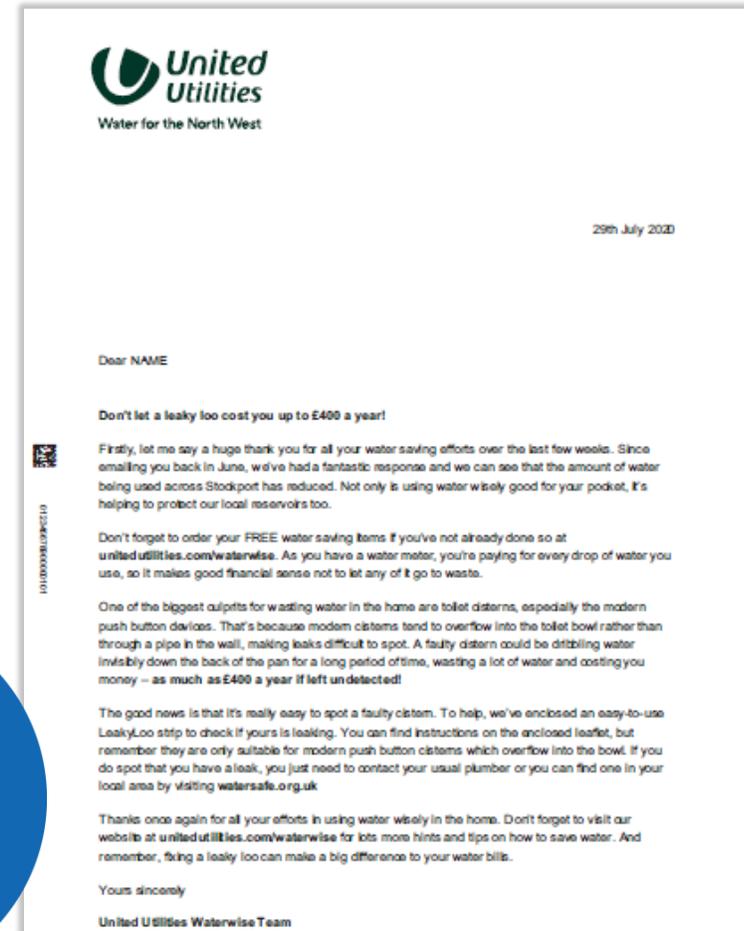
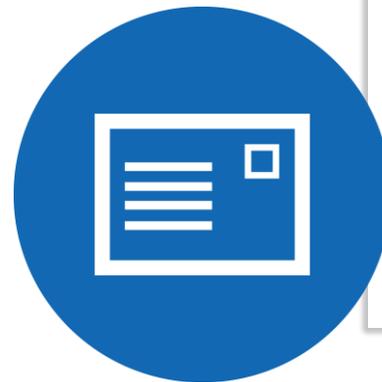
# Survey results



# Overall, three-quarters of respondents recalled the letter

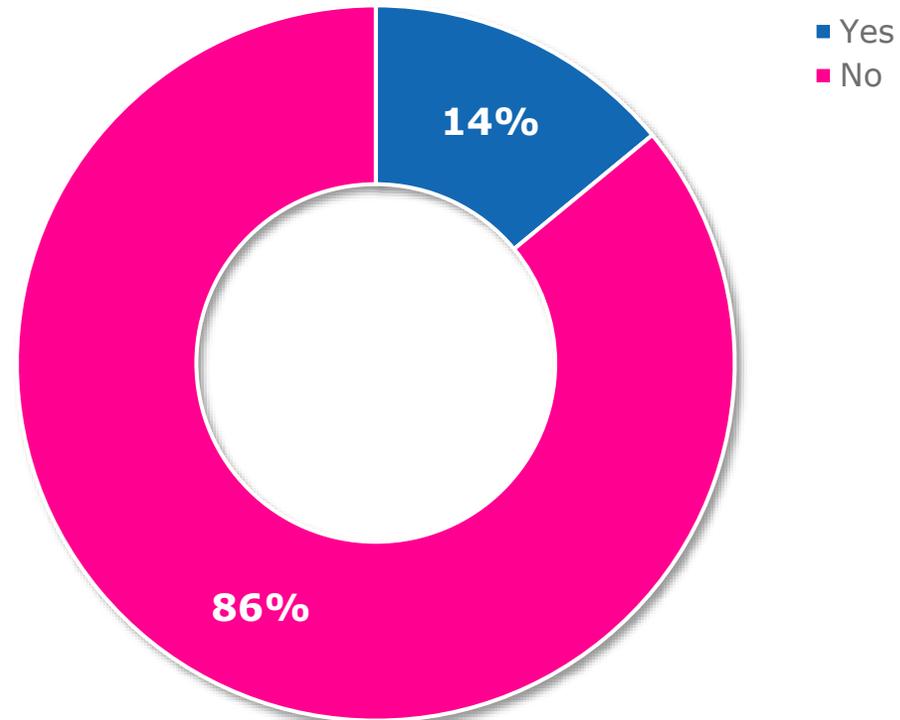


- Yes
- No
- I'm not sure



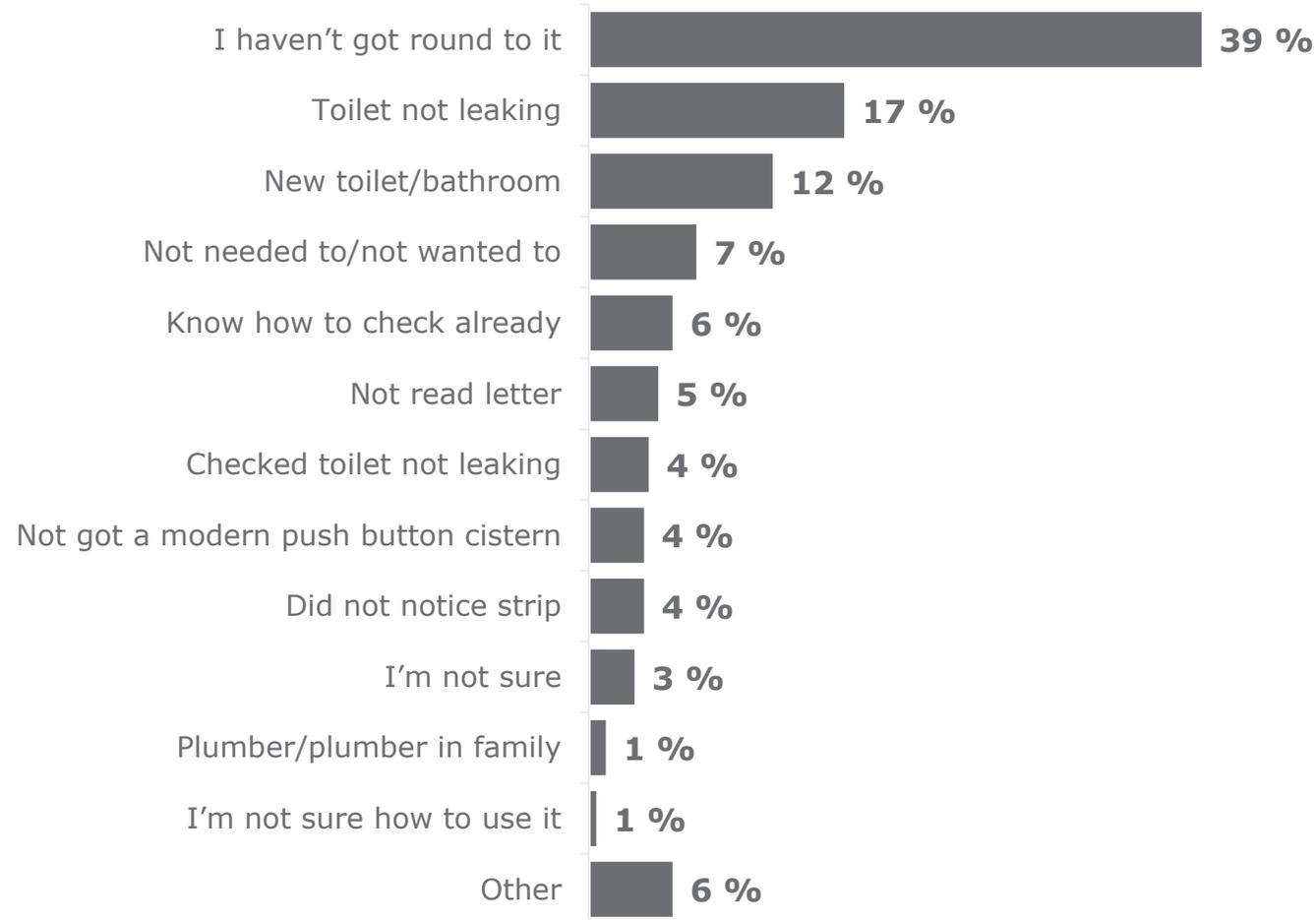
**Base:** all respondents (501). Q01 Have you received a letter from United Utilities in the last week or two which includes the message “don't let a leaky loo cost you £400” and which included a leaflet and a strip to test whether you have a leaky loo?

# Only one in seven had used the strip



**Base:** all respondents who can recall receiving the letter (380). Q02a Have you used the strip?

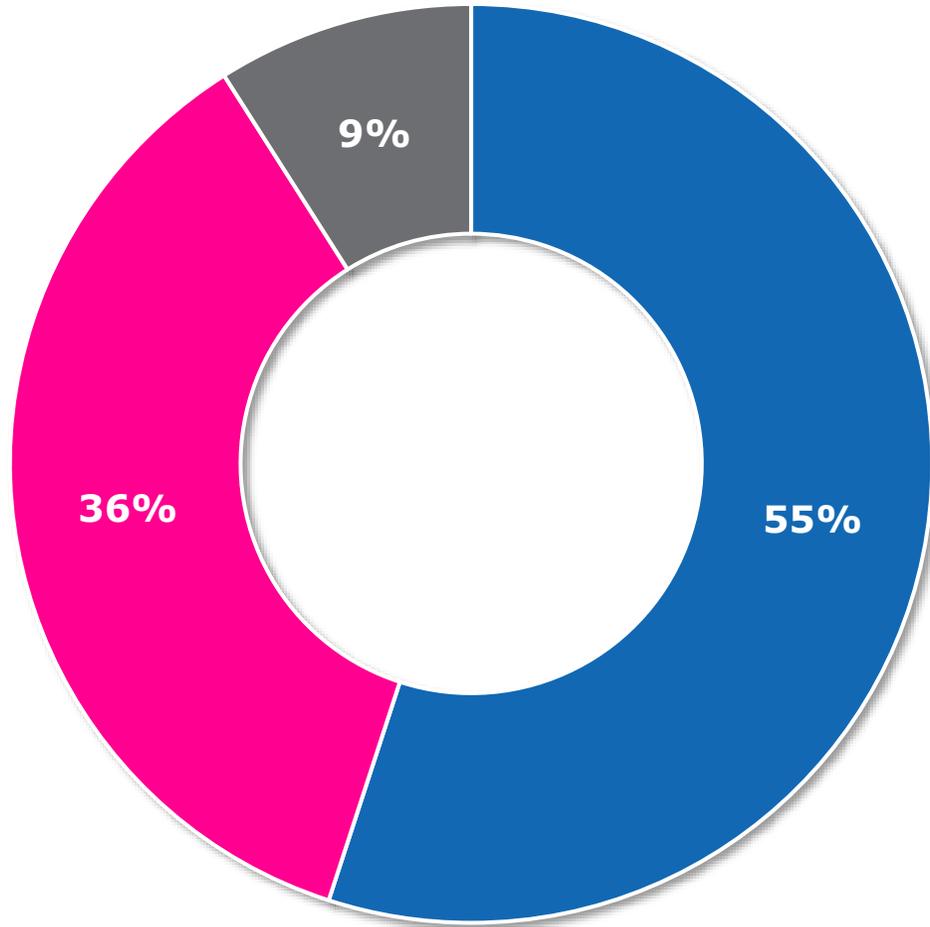
# Two-fifths just hadn't got around to using it yet



**Base:** all respondents who haven't used the strip (327). Q02b Why haven't you used the strip?



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

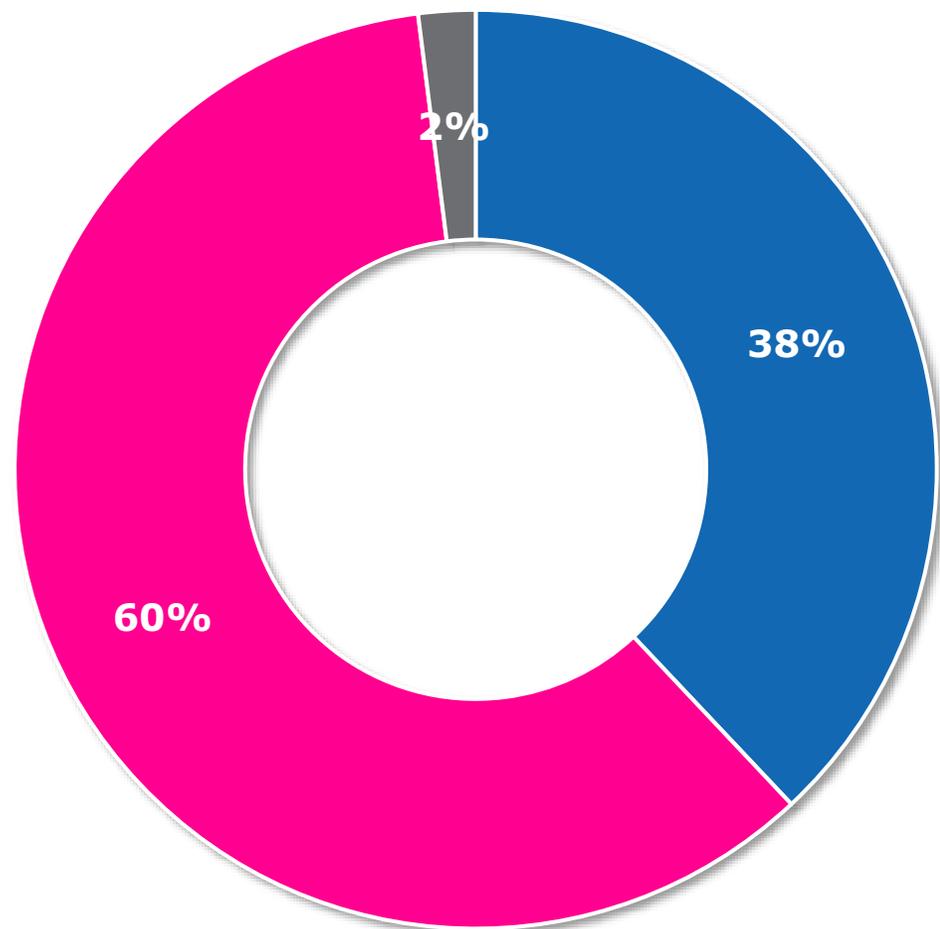


- Yes
- No
- I'm not sure



**Base:** all respondents not using the =strip (305). Q02c Do you intend to use the strip?

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



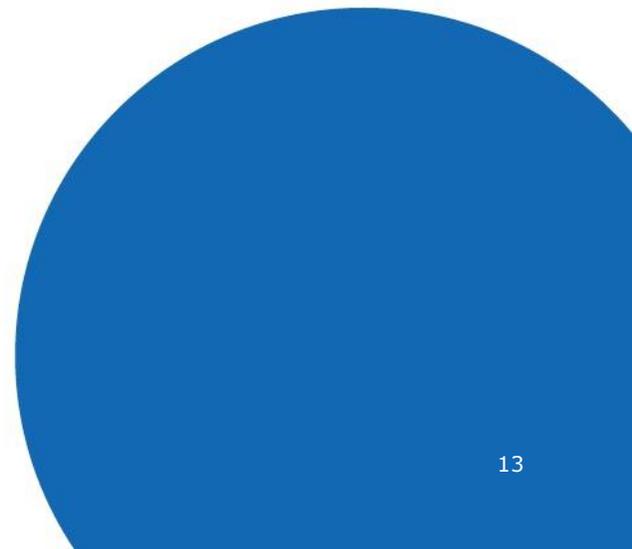
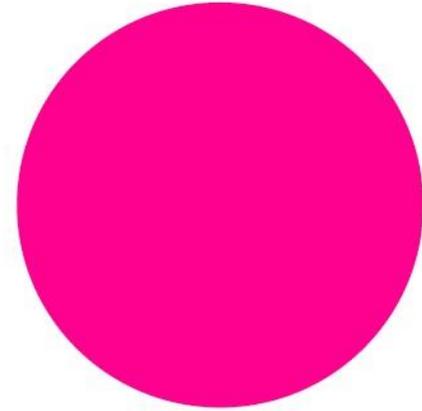
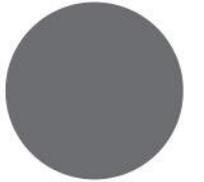
- Yes
- No
- I'm not sure



**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?

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# Key take-outs



# Key take-outs



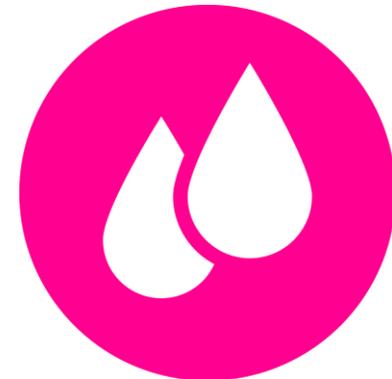
**76%** of respondents recalled receiving the letter

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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