

A close-up photograph of a person's hand turning a silver, circular flush valve on a white toilet. The hand is positioned on the left side of the frame, with the index finger and thumb gripping the edge of the valve. The valve is mounted on the top surface of the toilet. The background is a plain, light-colored wall.

Research report

Leaky loos campaign awareness 2021

Key Summary

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The cut through of the leaflets is particularly apparent, with there being a significant difference in recall amongst the sample in the leaflet drop area compared to those who didn't receive a leaflet. This is also reflected in the open responses

The messaging itself appears to have been received well. The majority of customers understand what the term 'Leaky loos' relates to (a leak into the bowl rather than an external leak)

The principal ways in which the Leaky loos communications are reaching customers is via the leaflets and the United Utilities website - although with the latter, some appear to coming across it indirectly whilst on the website for another purpose

There is very little to separate the channels of communication in terms of overall prompted awareness. Each performed at a similar level, achieving between 6-8% recall

The reference of what impact a leaky toilet could have on the environment is the component which has cut through the most. The key action points the messaging wanted customers to take were also recalled by a good proportion (free strips are available to order and identifying signs of a Leaky Loo)

There appears to be a Halo effect amongst the door drop sample. They are consistently more likely to say they have come across all the various campaign elements (when prompted)

A substantial proportion of those who have seen the communications have taken a look at their toilet to check for leaks.

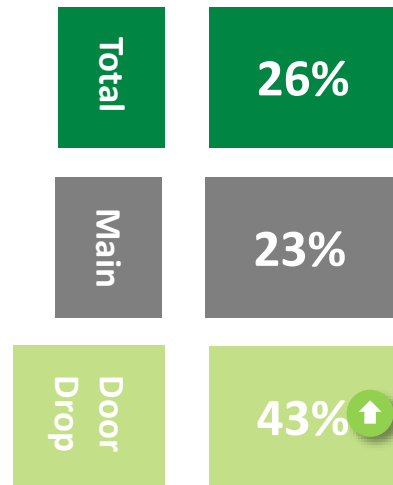
And while a lesser proportion have ordered the strips, many have said it has made them reflect more generally on wasting water and perhaps more importantly they have mentioned it to friends and family. With there being so few interactions/touch points with customers, this shows UU to be proactive in helping the environment and potentially saving their own customers money

Recall of communications

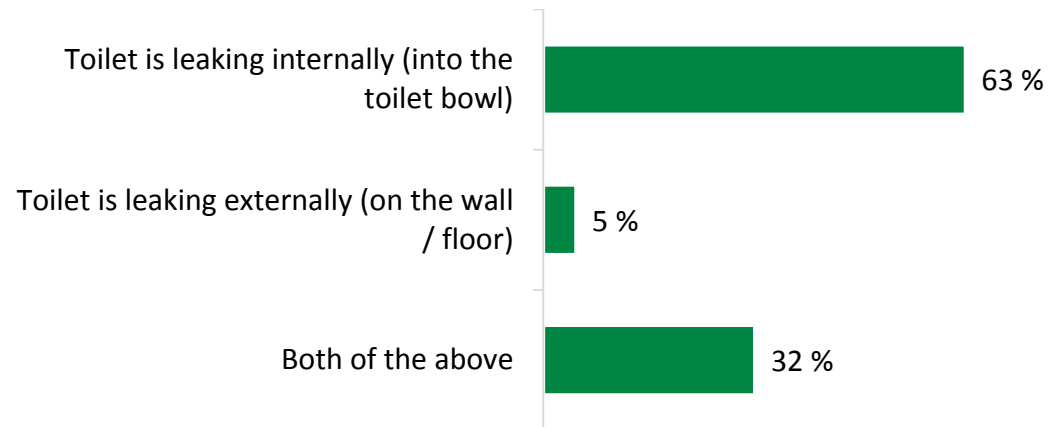
Those in the door drop sample are significantly more likely to recall the phrase 'Leaky loos' (43%)

The majority of those who came across the term correctly understood it was referring to a toilet leaking internally (63%), with only 5% solely believing its refers to a leak outside the toilet

Come across the term **leaky loo** used anywhere recently



Understanding of the term leaky loo



Hard Pressed Families

Those in the CACI segment F are significantly less likely to come across the term 'Leaky loos' (15%).

Metered Customers

Those on a meter are significantly more likely to have come across the term leaky Loos (28% vs 21%)

Male

Males are significantly more likely to be aware of the term Leaky loos (32% vs 20%).

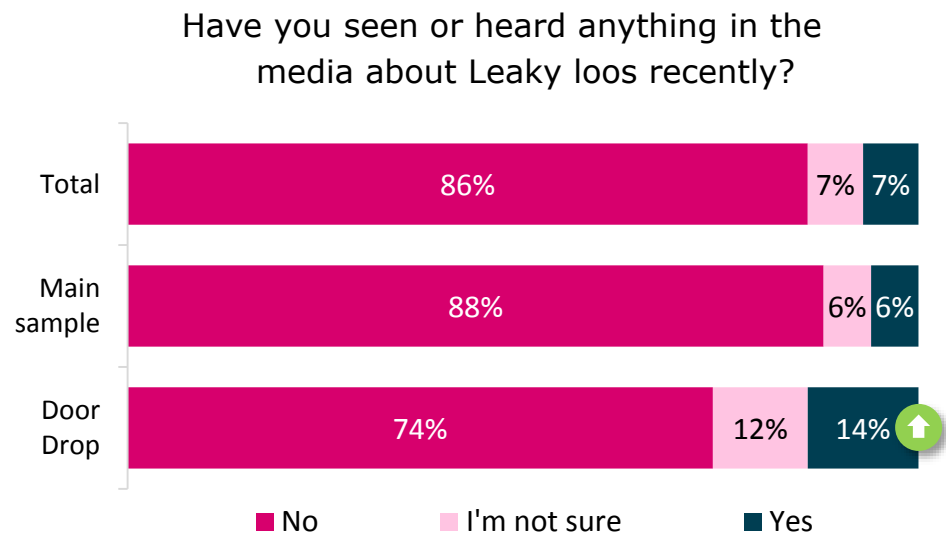
Door drop group

Whilst not statistically significant due to the limited base sizes, those in the Door Drop group are proportionally more likely to understand that the term relates to an internal leak (74% vs 60%)

Base: All respondents Q01. Have you come across the term leaky loo used anywhere recently?loos or put down the sink/drain? & Base: All aware of term leaky loo (Total 213) Q02. What is your understanding of the term leaky loo?

However far fewer say they are aware of being exposed to something regarding Leaky loos specifically from the media (7%)

It is likely that there a proportion who have heard the term are simply unable to attribute this directly to a piece of media they had come across. Those who were part of the door drop sample were twice as likely to say they had seen or heard something in the media (14%)



"I have seen something in the press recently about dripping taps and Leaky loos"
Male, 65+

"Got tester - with magazine?"
Female, 65+

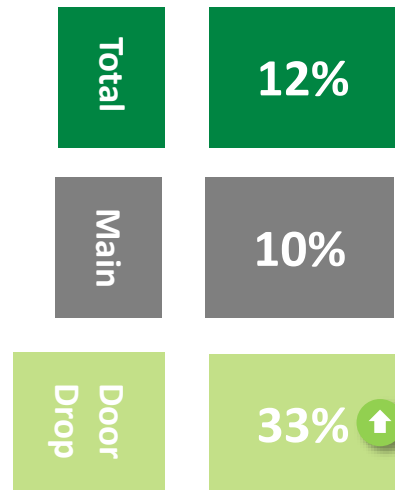
Dual Flush
 Interestingly those with a dual flush toilet were twice as likely to say they saw something in the media than those without (8% vs 4%)

Base: All respondents Q03. A leaky loo is when cisterns overflow into the toilet bowl rather than through a pipe in the wall, making leaks difficult to spot. Have you seen or heard anything in the media about Leaky loos recently? -

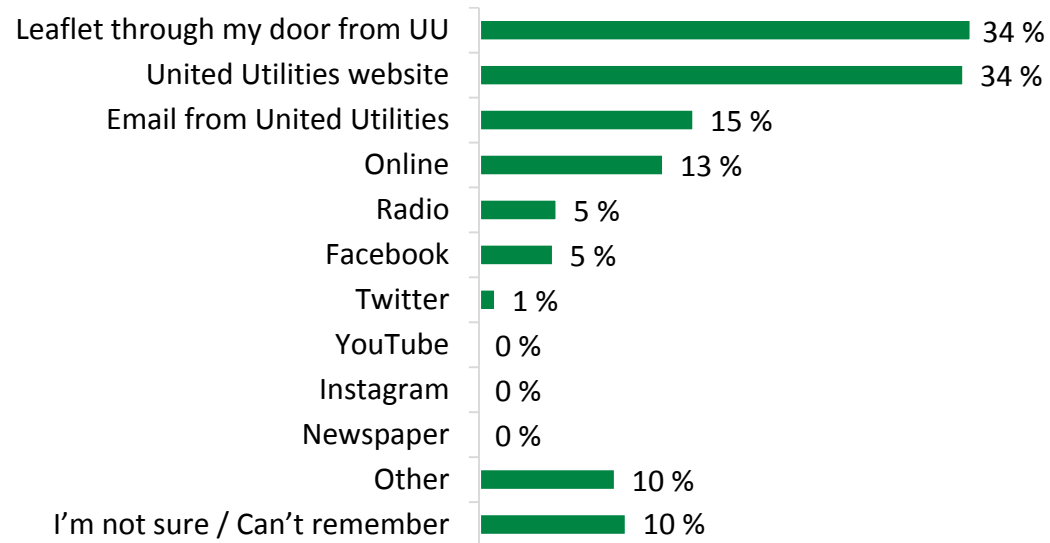
Those in the door drop sample are significantly more likely to recall hearing/seeing something from UU relating to Leaky loos (33%)

An equal proportion of those that had seen/heard something from UU say they did so from the UU website, and from a leaflet that was posted in their door (34%). Only a very small minority said they had seen something via a social media platform (Instagram and YouTube each having 0% recall)

Specifically heard/seen something from **UU** about Leaky loos (832)



Where seen/heard from UU (101)



Metered Customers
 Those on a meter are significantly more likely to have come across the term leaky Loos via United Utilities (15% vs 8%)

Base: All respondents Q04. More specifically, have you seen or heard anything from United Utilities about this? & Base: All who have seen/heard from UU Q05. Where have you seen/heard/read this?

When asked what they saw/heard from UU, the majority referred to the strip, with some specifically focusing on the potential savings

“We got a sticker to help detect a leaky loo, we popped it on and thankfully we don't have a leaky loo.”

Female, 35-44

“They were telling us about Leaky loos. It was either on the radio when I was in work or on the TV when I was busy so I didn't actually see it..”

Female, 25-34

There was a much smaller proportion who saw the campaign indirectly via the UU website, most came across the Leaky loos via the leaflet

“How to spot it , using special strips in the toilet bowl”

Male, 65+

“Leaflet included strip to attach to bowl for leaks”

Male, 65+

“When I moved into this house and created an account with United Utilities I received a leaflet and a Leaky Loo device to use, as well as timers for shower and teeth cleaning etc.”

Male, 35-44

“There is a leaflet with a thing to put in the loo to check if it leaks. Also that a leaky loo costs me £400 a year”

Female, 45-54

“I went on the website to check my bill and there were items to save water available for free. I chose to receive a leaky loo sticker which I have used to test my toilet as it was making a leaking noise.”

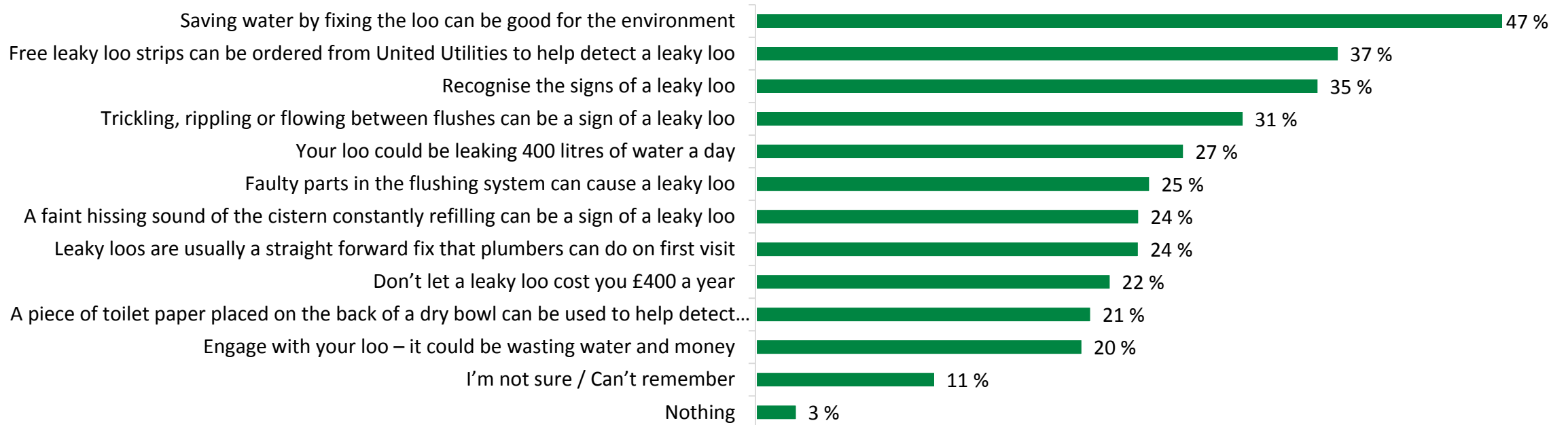
Female, 35-44

Base: All who recall seeing or hearing something from UU regarding Leaky loos Q:Q06. What can you remember about this communication? Can you recall any key points or messages?

Almost half (47%) of those that recall seeing something from UU referred to the message around negating the negative environmental impact of a leak

As customers become more environmentally conscious, the appeal of 'doing your bit' will continue to be a significant draw and way of nudging customers to take action. Encouragingly, the key action points the messaging wanted customers to take were recalled by a good proportion (Free strips were available, signs of a Leaky Loo)

Recall seeing the following messages (129)



Base: All who have seen/heard about 'Leaky loos' Q07. Can you recall any of the following key points or messages?

Recall of communications (Prompted)

A relatively small proportion of customers recall receiving an email from United Utilities

Almost 7 in 10 (69%) of those who recall receiving an email from United Utilities said they opened and read it



Hello,

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

We spend a lot of time in our loo! But do we really know them inside and out? Leaky loos can often waste a mammoth 400 litres of fresh water every day; that's an extra 66 flushes a day!

One of the biggest culprits for wasting water in the home are our toilets, especially if they have a dual flush, which is most modern loos. The dual flush system has a seal that stops water leaking after flushing, but this can break down over time, causing water to constantly leak out into the toilet bowl. A faulty flush could be dribbling 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!

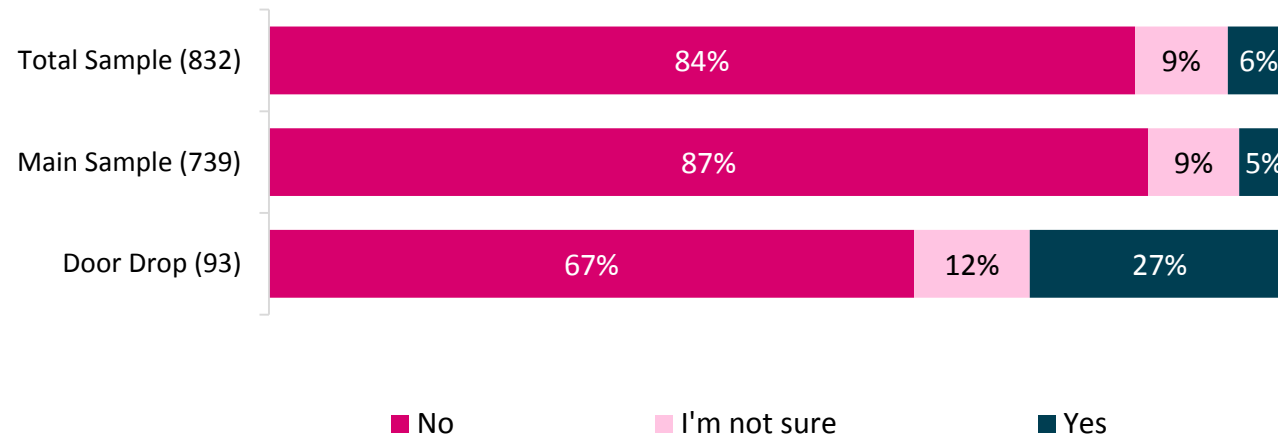
A leaky loo doesn't mean that you'll have water all over the floor, but there are simple ways to spot a leak between flushes. Simply **LOOK** into the bowl for any signs of rippling on the surface or water dripping down the back of the loo, then **LISTEN** for the sound of water as it trickles into the bowl or a faint hissing sound as the cistern is constantly refilling.

To help, we have leaky loo test strips you can order from us for FREE so you can check if your loo's leaking.

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.

And remember, fixing a leaky loo can make a big difference to your water bill.

Recall seeing...

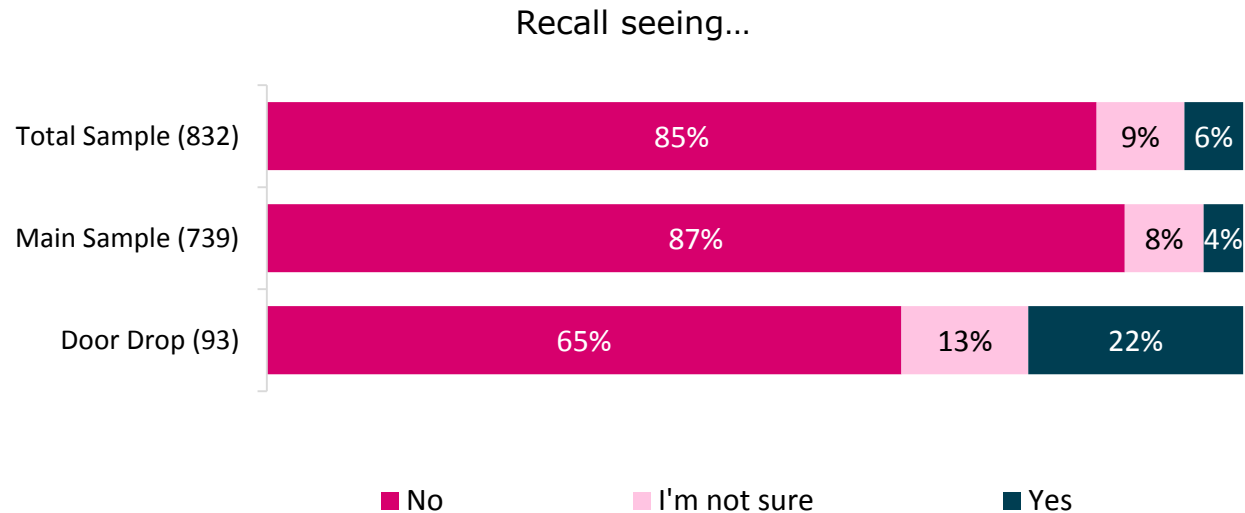


Metered Customers
 Those on a meter are twice as likely to have come across an email from United Utilities (8% vs 4%). Of all the comms, this only instance where this significant difference is observed.

Base: All respondents Q10A. Do you recall seeing any of the following in the last 2 months?

A similar proportion state they recall seeing the following - although we can't directly attribute this to the door drop leaflet or newspaper (6%)

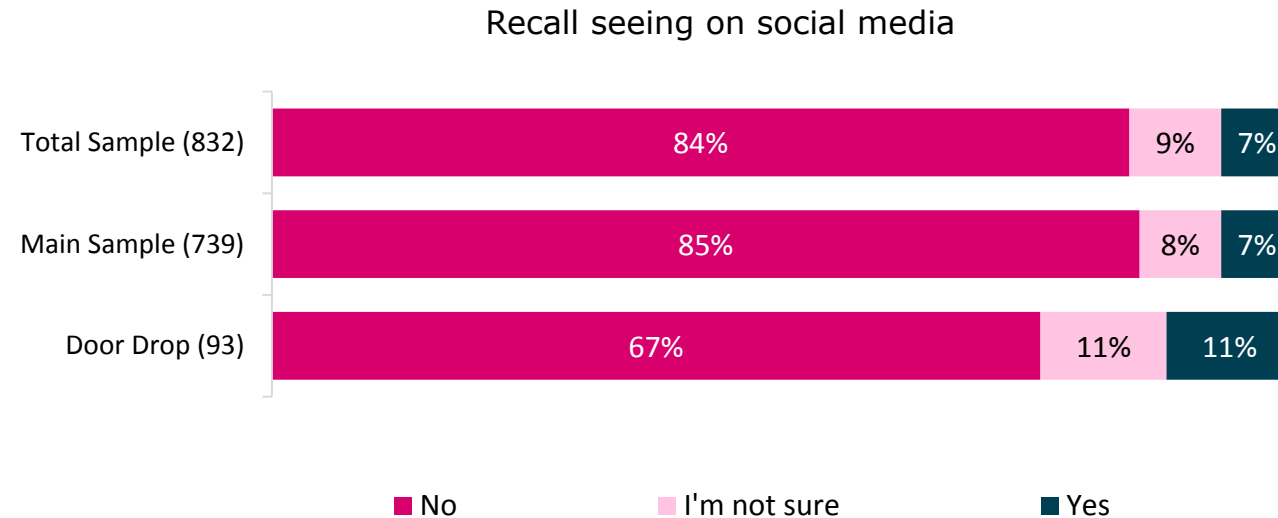
In the open responses where customers were asked to recall where they had seen the term 'Leaky loos', no customers directly mentioned their newspaper or the Liverpool Echo



Base: All respondents Q10A. Do you recall seeing any of the following in the last 2 months?

Marginally more say they are aware of being exposed to something regarding Leaky loos through social media (7%)

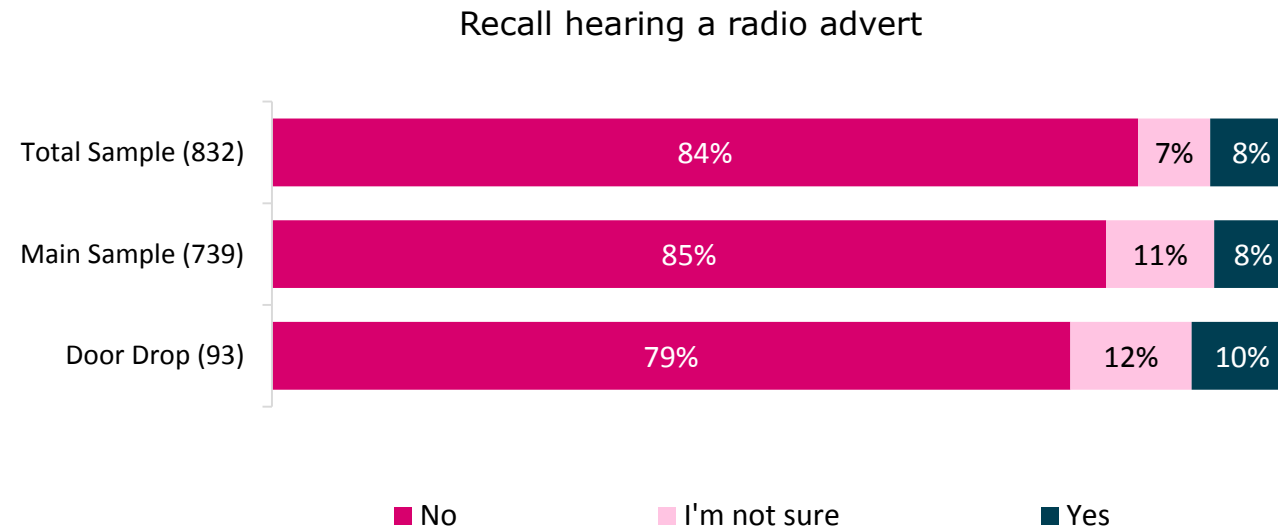
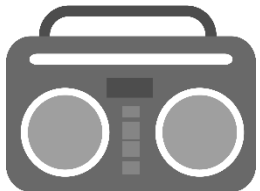
Very few specifically mentioned a social media platform when asked where they had seen the term 'Leaky loos'



Base: All respondents Q10A. Do you recall seeing any of the following in the last 2 months?

Radio is the highest performing channel in terms of recall, performing marginally better than the other channels (8%)

It is worth noting however that the proportion who said 'no, they didn't hear a radio advert' is in line with the other channels (84%)



Base: All respondents Q10A. Do you recall seeing any of the following in the last 2 months?-

Action taken upon seeing/hearing communications

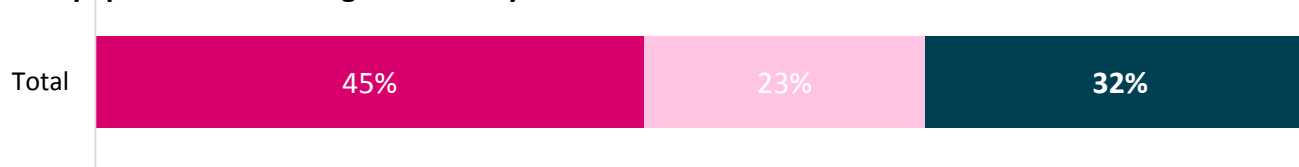
Over three quarters (77%) of customers who saw the communication state they have since done a visual check on their toilet

Interestingly almost a third (32%) used a piece of toilet paper whilst only 13% ordered a leaky loo strip online. Although almost a third (32%) state they plan on ordering them.

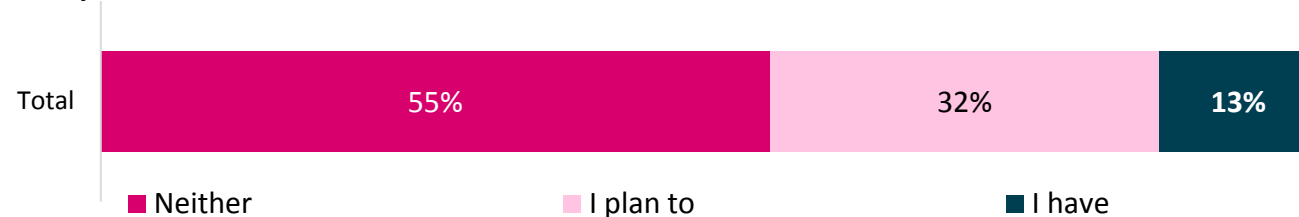
Visually check your toilet for signs of a leaky loo



Use a piece of toilet paper to check for signs of a leaky loo



Order a leaky loo strip online



Base: All respondents who have seen/heard about 'Leaky loos' (129) Q08. After seeing this communication have you or do you plan to...

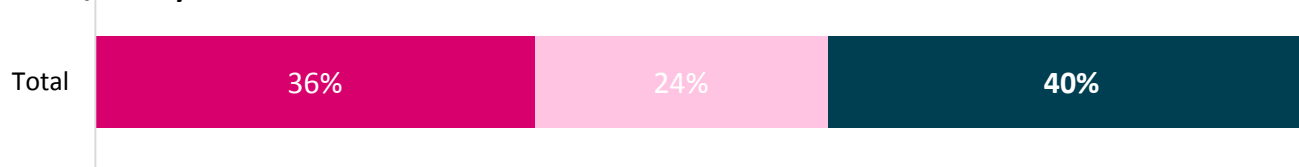
Encouragingly almost two thirds of customers who have seen communications say they have since made a conscious effort to save water

While only a fifth say they have used a leaky loo strip, two fifths say they have mentioned about 'Leaky loos' to a friend or family

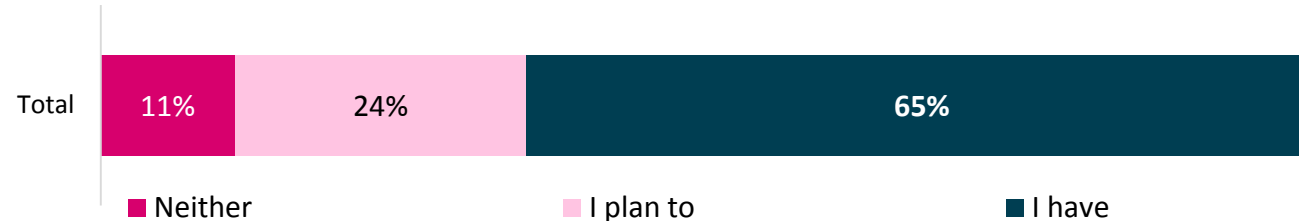
Use a leaky loo strip to check for signs of a leaky loo



Mention it to friends / family



Make a conscious effort to save more water



Base: All respondents who have seen/heard about 'Leaky loos' (129) Q08. After seeing this communication have you or do you plan to...