

# Research report

## Wastewater spider trials

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# Background, objectives & methodology

# Background

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

United Utilities have identified 4 postcode areas on Wirral where sewer misuse is high. United Utilities has labelled these the Spider Trial areas. There are 4 areas which can be identified by the following postcodes:

Spider Trial Area 1 - CH46 6HZ - 410 properties

Spider Trial Area 2 - CH46 6HH - 222 properties

Spider Trial Area 3 - CH46 0QW - 173 properties

Spider Trial Area 4 - CH46 8SW - 350 properties

Technology has been used to identify what is being put down drains in these areas and a comms campaign designed to change behaviours.

Wider comms have also been targeted across the rest of Wirral.

United Utilities commissioned a pre and post communications survey with customers in Wirral (including the Spider trial areas) and a control area (Congleton) to test the impact of the communications on customer behaviours.

Following on from this further research will be undertaken later in the year to decipher if behaviours have changed once time has passed following communications being sent out.

Throughout the report we refer to the following 4 areas:

Spider Trial areas 1-4 = the 4 postcode areas described opposite

Wirral = Wirral excluding the Spider Trial areas

Total Trial = Wirral including the Spider Trial areas

Control = Congleton

# Research objectives

The purpose of the research was to:

*‘Understand customers behaviours and attitudes towards their wastewater service.’*

**More specifically, UU wants to explore the following areas:**

1. Understand customers attitudes and behaviours towards what they should be flushing down the loo or putting down the sink/drain
2. Understand customers knowledge and awareness around what they should be flushing down the loo or putting down the sink/drain
3. Awareness and recall of communications from United Utilities on what they should avoid flushing/putting down the sink/drain
4. If behaviours and attitudes had changed due to communications seen from United Utilities and impacted behaviours and attitudes

# Methodology (1)

We used a mixed method approach (CATI and online) to interview household customers.

Sample was provided by United Utilities and supplemented by purchased sample from DJS Research.

For both the pre and post comms stage, quotas were set to ensure that the sample in the Trial areas was representative of UU's wastewater segments and that the Control sample matched the Trial areas.

Quotas were also set to ensure the post-comms stage sample matched that from the pre-comms stage.

## Respondents were screened on the following criteria:

- United Utilities must provide their water and/or sewerage service
- Must be over 18
- Must be solely or jointly responsible for paying their water bill

The campaign ran throughout March and was sent out across the following channels:

- Out of home posters e.g. roadside
- Social media e.g. Facebook
- Direct mail
- Door drop
- School event/competitions
- Newspaper e.g. Wirral Globe

# Methodology (2)

## Pre-stage

	Spider Trial areas 1-4 (n)	Wirral (n)	Total trial (n)	Control (n)
<b>CATI</b>	38	39	77	146
<b>Online</b>	29	99	128	54
<b>Total</b>	<b>67</b>	<b>138</b>	<b>205</b>	<b>200</b>

## Post-stage

	Spider Trial areas 1-4 (n)	Wirral (n)	Total trial (n)	Control (n)
<b>CATI</b>	56	74	130	135
<b>Online</b>	32	65	97	37
<b>Total</b>	<b>88</b>	<b>139</b>	<b>227</b>	<b>172</b>

Fieldwork was carried out in January 2021 for the pre-comms stage and April 2021 for the post-comms stage.

# Sample profile



# Methodology (2)

## Pre-stage

	Spider Trial areas 1-4	Total trial (n)	Control (n)
<b>Busy Parents</b>	43%	21%	22%
<b>Cautious Families</b>	34%	45%	46%
<b>Resilient Challengers</b>	21%	29%	28%
<b>Able Advocates</b>	0%	3%	3%
<b>Here and Now</b>	0%	1%	1%

## Post-stage

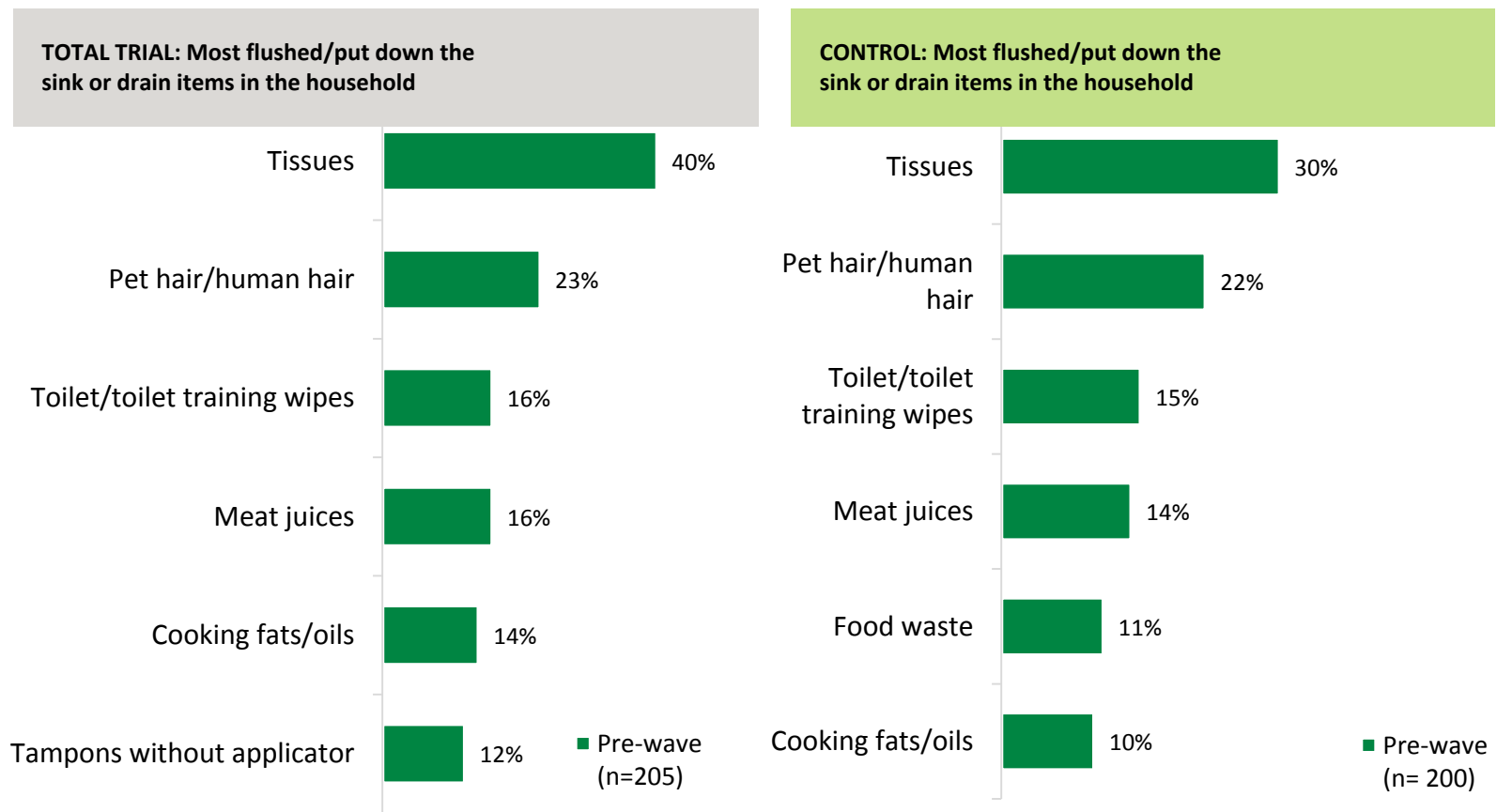
	Spider Trial areas 1-4	Total trial (n)	Control (n)
<b>Busy Parents</b>	41%	21%	21%
<b>Cautious Families</b>	34%	45%	44%
<b>Resilient Challengers</b>	24%	31%	30%
<b>Able Advocates</b>	0%	2%	3%
<b>Here and Now</b>	0%	0%	2%

\*Please note percentages may not equal 100% due to N/A's in each area.

# Pre-comms: attitudes & behaviours

# Tissues and pet/human hair were the most flushed items prior to the campaign launching

32% of those with children 0-7 years flush toilet training wipes vs. 12% of those with no children

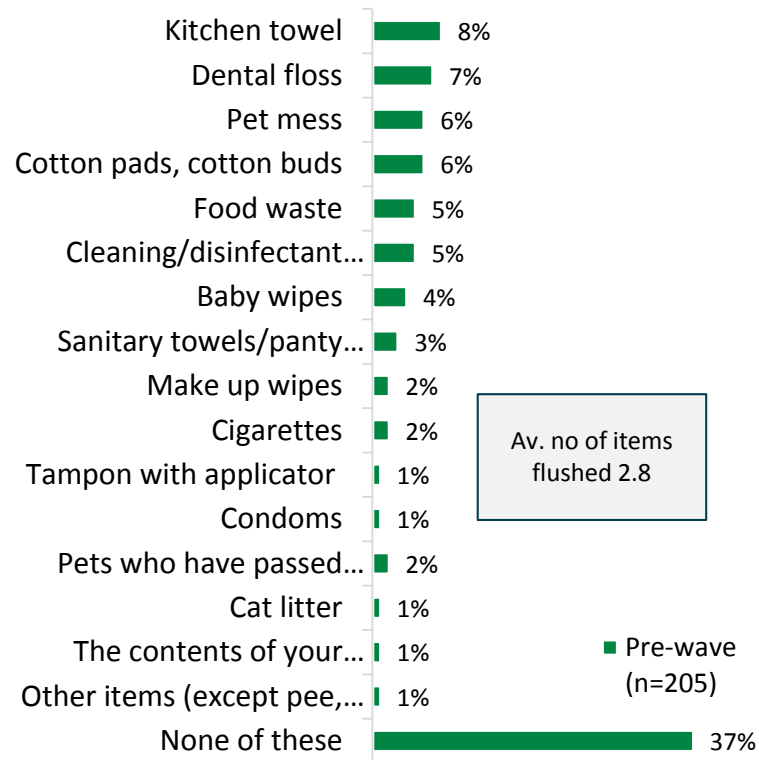


Items	Spider Trials 1-4 (n=67)	Wirral (n=138)
Tissues	46%	37%
Pet /human hair	21%	24%
Toilet training wipes	13%	17%
Meat juices	16%	16%
Cooking fats/oils	9%	17%
Tampons without applicators	16%	9%
Food waste	3%	6%

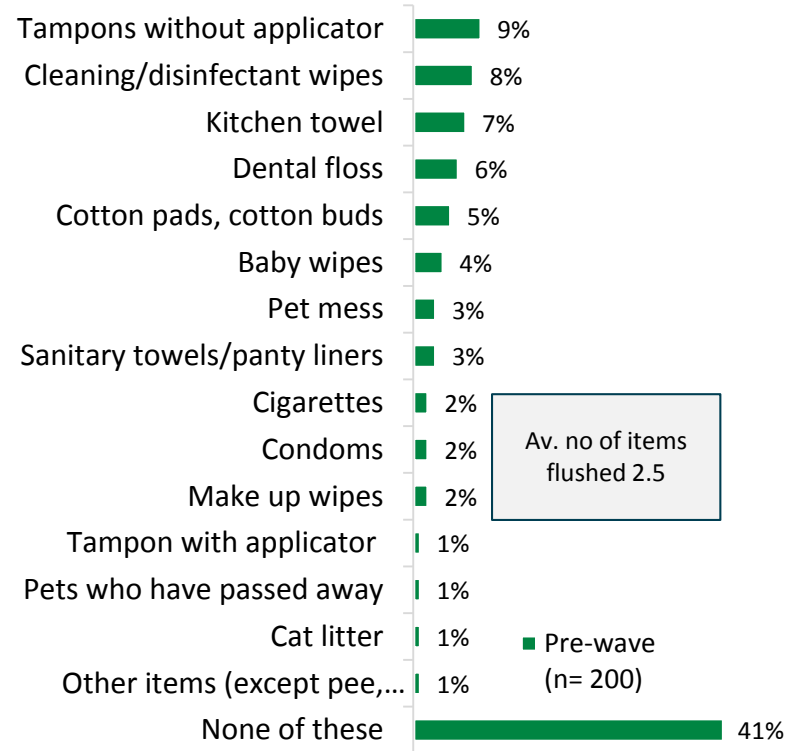
Base: All respondents Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains? Significantly higher than Wirral.

# Over a third of customers in the pre-comms wave claimed to not dispose of any items they shouldn't down the sink or drain

**TOTAL TRIAL: Most flushed/put down the sink or drain items in the household**



**CONTROL: Most flushed/put down the sink or drain items in the household**

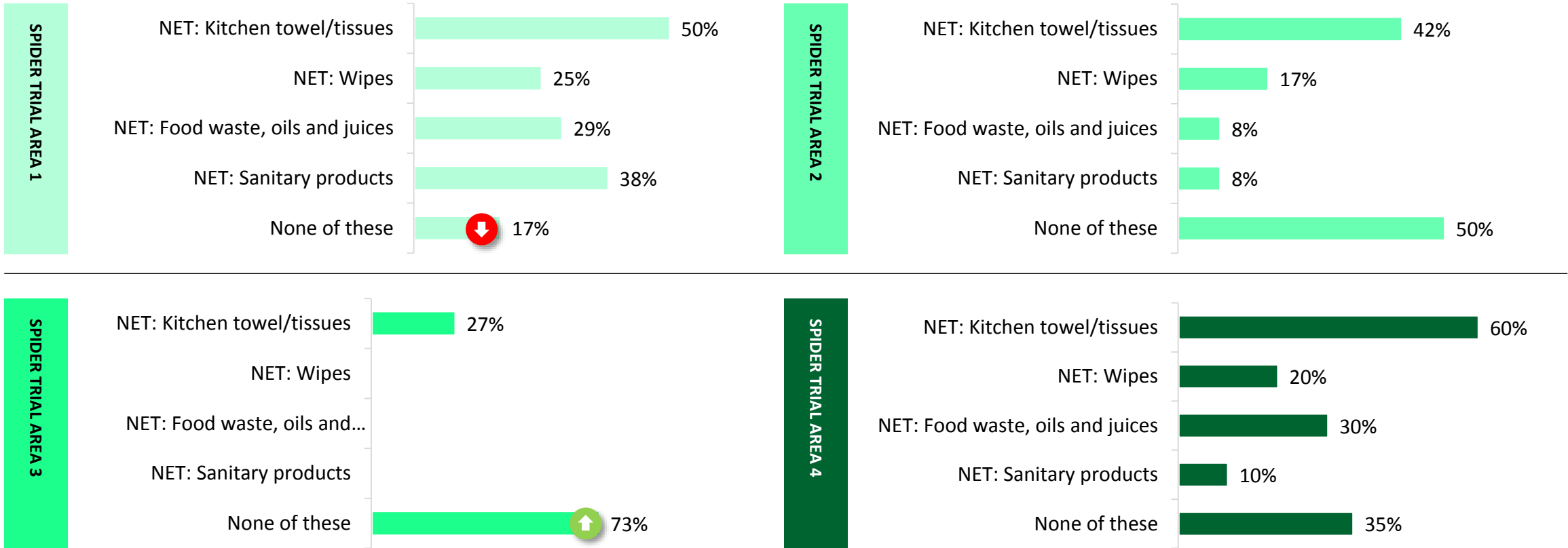


Items	Spider Trials 1-4 (n=67)	Wirral (n=138)
Kitchen towel	3%	11%
Pet mess	1%	9%
Dental floss	7%	7%
Cotton pads	6%	6%
Cigarettes	3%	2%
Cleaning wipes	3%	7%
Tampons w/ applicators	1%	1%
None of these	37%	36%
Average	2.6	2.9

Base: All respondents Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains?

# Those in Spider Trial area 3 were most likely not to be disposing of items they shouldn't

Whilst those in Spider Trial area 1 were least likely to be.



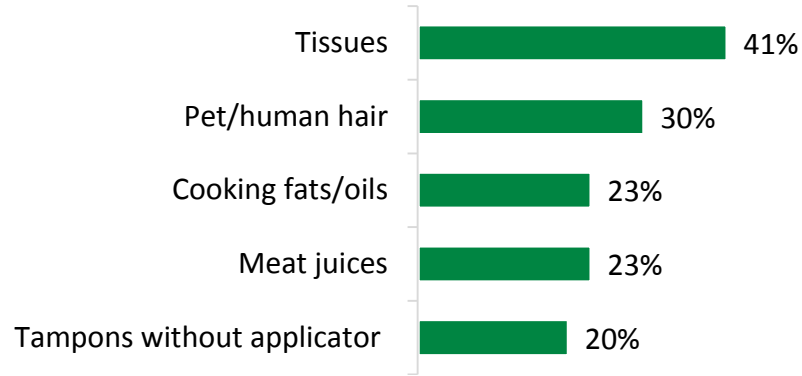
Base: All Spider trial respondents (1= 24, 2=12, 3=11, 4=20) Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains? Significantly higher or lower than other Spider trial areas.



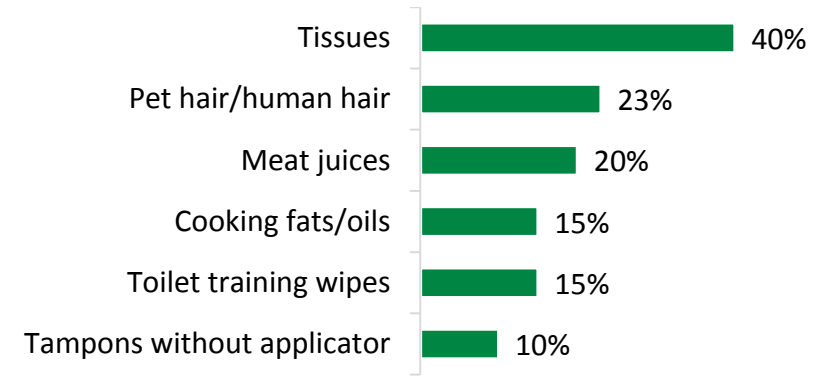
# Tissues were the most flushed items across all segments in the pre-wave

Hair was also common across all segments.

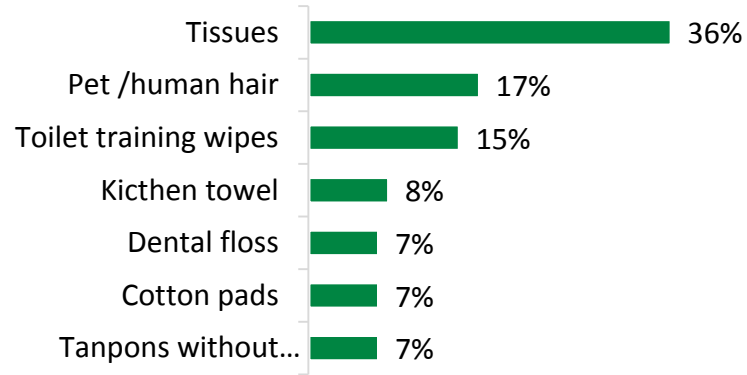
## BUSY PARENTS



## CAUTIOUS FAMILIES

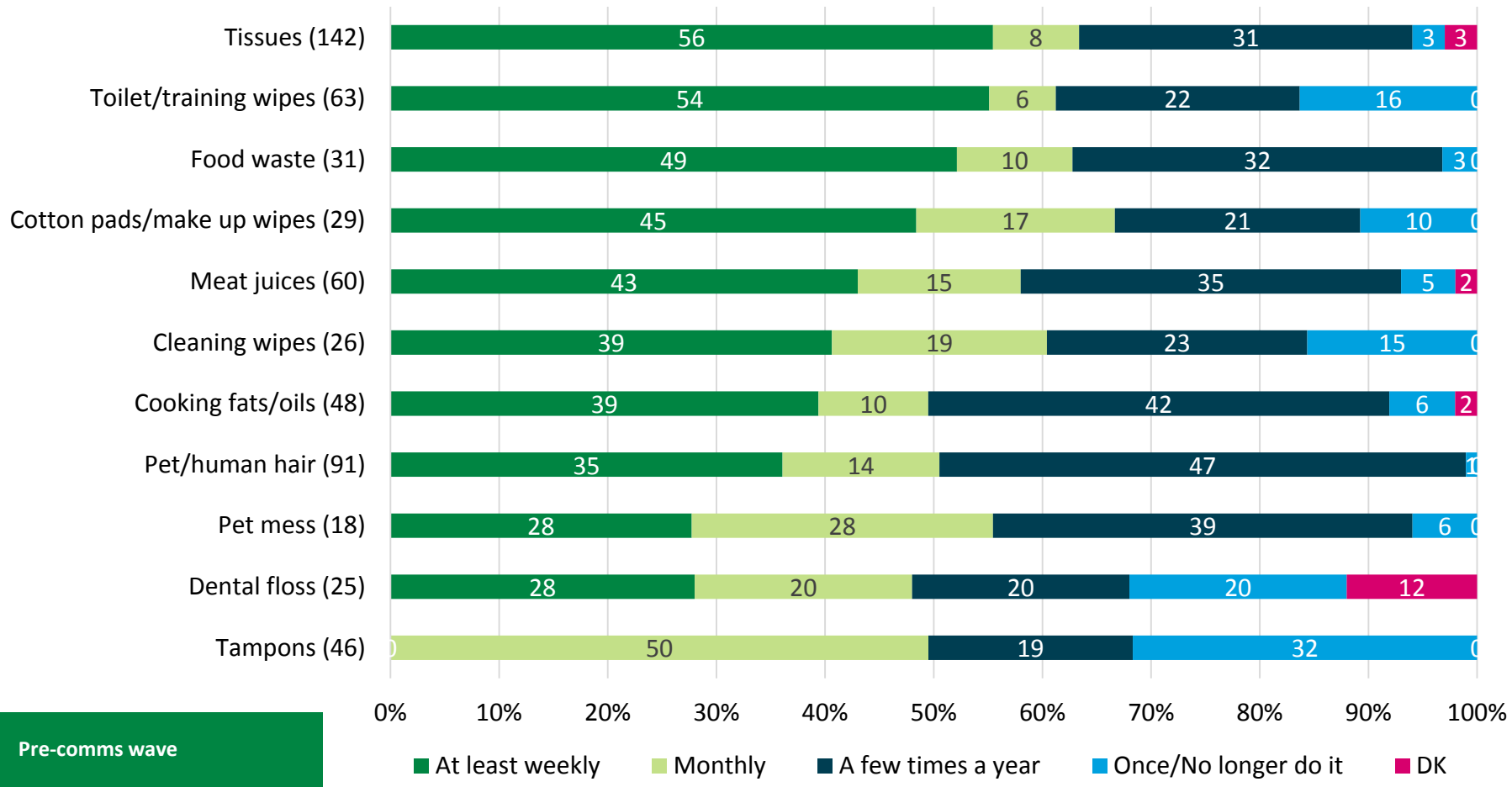


## RESILIENT CHALLENGERS



Base: All Total trial respondents (Busy parents= 44, Cautious families=92, Resilient challengers=59) Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains?

# Over half of those disposing of tissues and toilet wipes/toilet training wipes, were doing it at least weekly.



The data indicates that those in the Spider Trial areas were flushing items more regularly.

**At least weekly:**  
 Tissues 64%  
 Toilet/training wipes 67%  
 Meat juices 55%  
 Pet/human hair (57%)

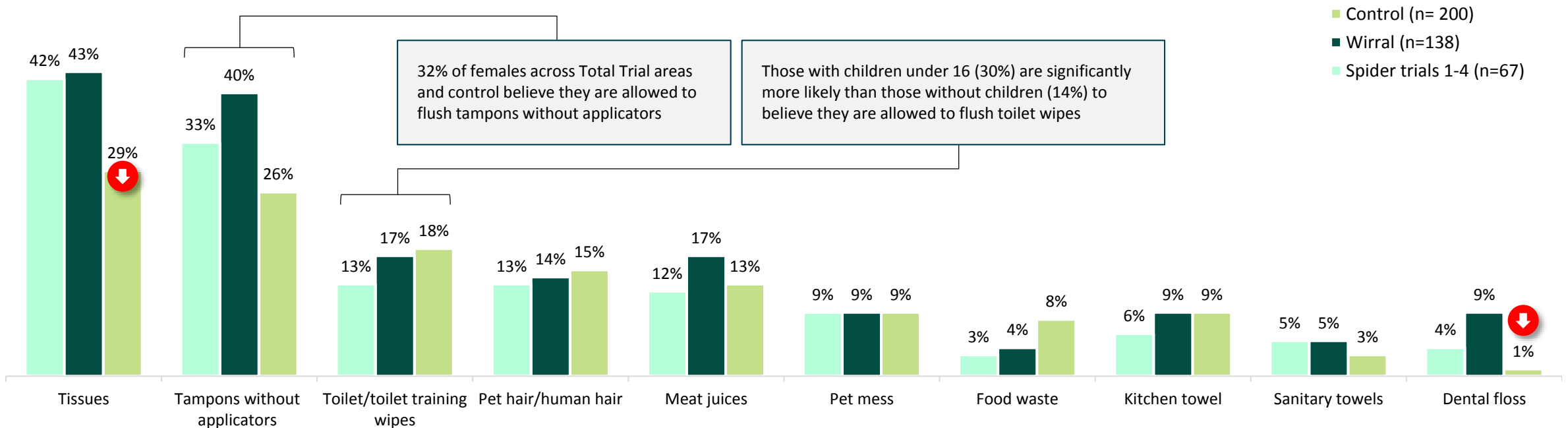
**Monthly:**  
 Tampons (64%)

Base: All respondents who flushed item down the toilet. Q02. When disposing of the item(s) you mentioned, how frequently do you or other members of your household put them down the loo or the sink/drains?

# Tissues and tampons without applicators were the items most people assumed could be flushed

Those in the Spider Trial areas were significantly more likely to assume they were allowed to flush tissues (42%) than those in the Control

PRE-COMMS WAVE: Items most assumed to be allowed to be flushed/put down drains



Base: All respondents Q04. Which of the items do you think you should or shouldn't flush down the loo or put down the sink/drains? Significantly lower than the other areas.

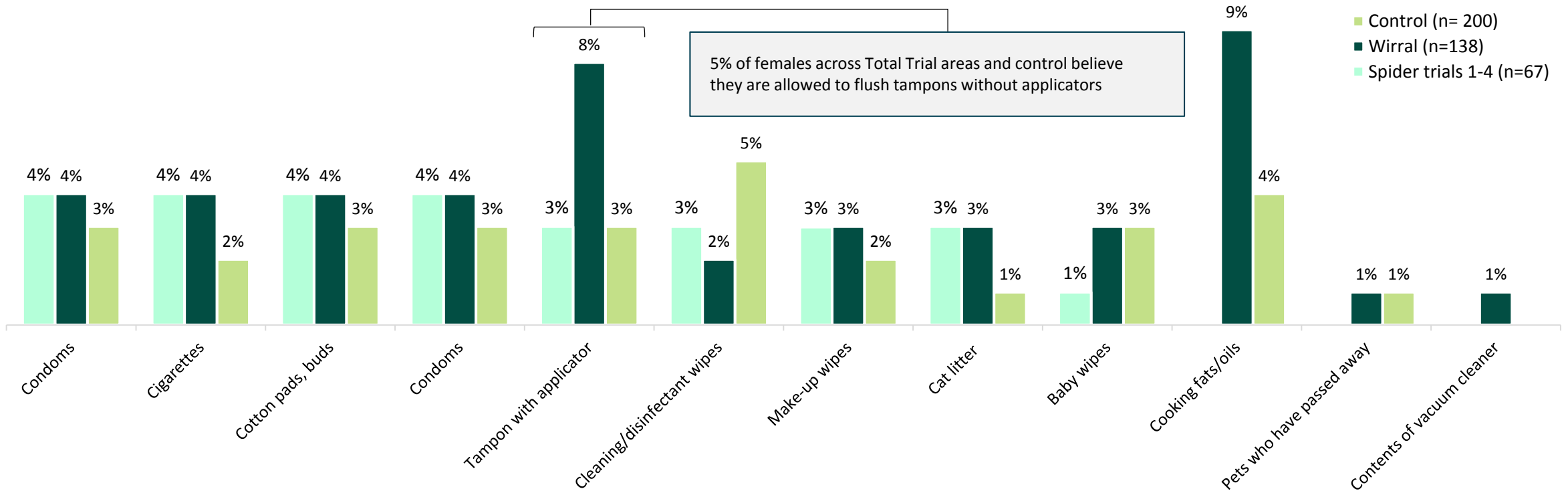




# The majority of customers knew not to flush plastics and non-toilet training wipes down the loo

Those in Wirral were more likely to believe they are allowed to dispose of tampons with applicators and cooking fats/oils down the loo or sink.

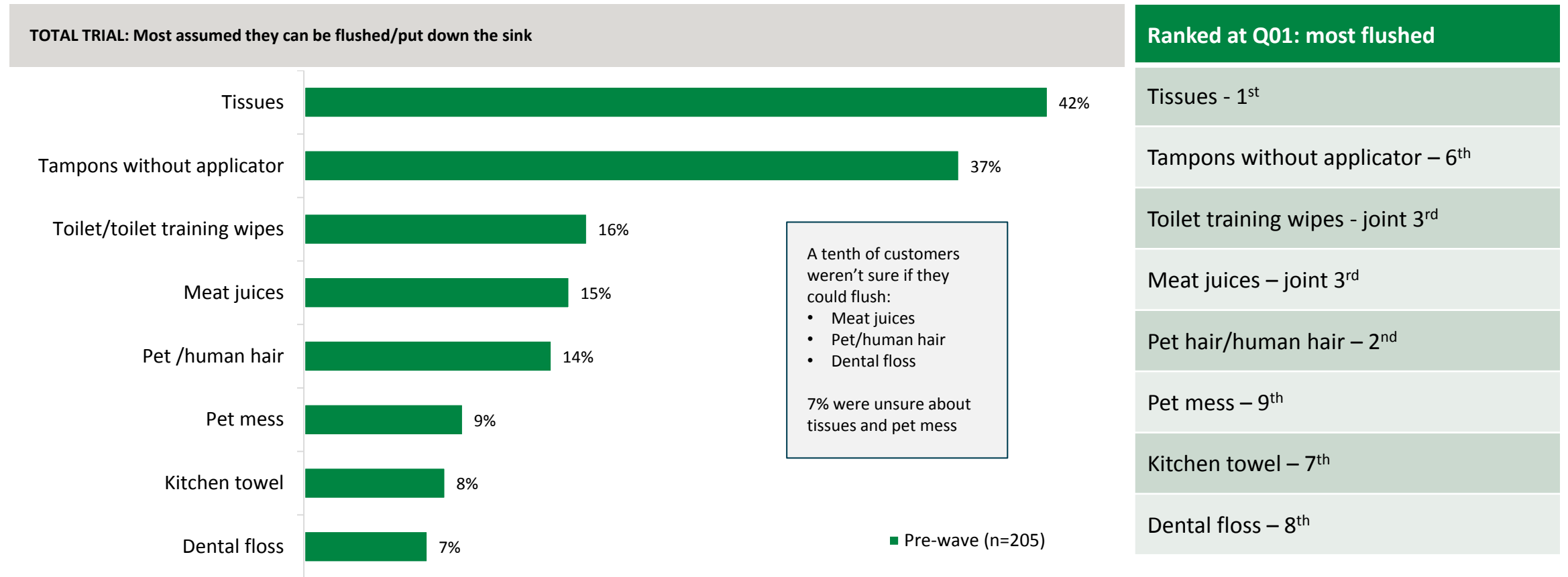
PRE-COMMS WAVE: Items most assumed to be allowed to be flushed/put down drains



Base: All respondents Q04. Which of the items do you think you should or shouldn't flush down the loo or put down the sink/drains? Significantly lower than the other areas.

# Tissues were most flushed and the item most assumed they can flush

This was generally the case for many of the items










**Base: All respondents** Q04. Which of the items do you think you should or shouldn't flush down the loo or put down the sink/drains? \*All items not shown % under 4 for allowed to be flushed.

# Recall of communications

# Significantly more customers were aware of the communications both prompted and unprompted in the post-comms wave of the research than the pre-comms wave

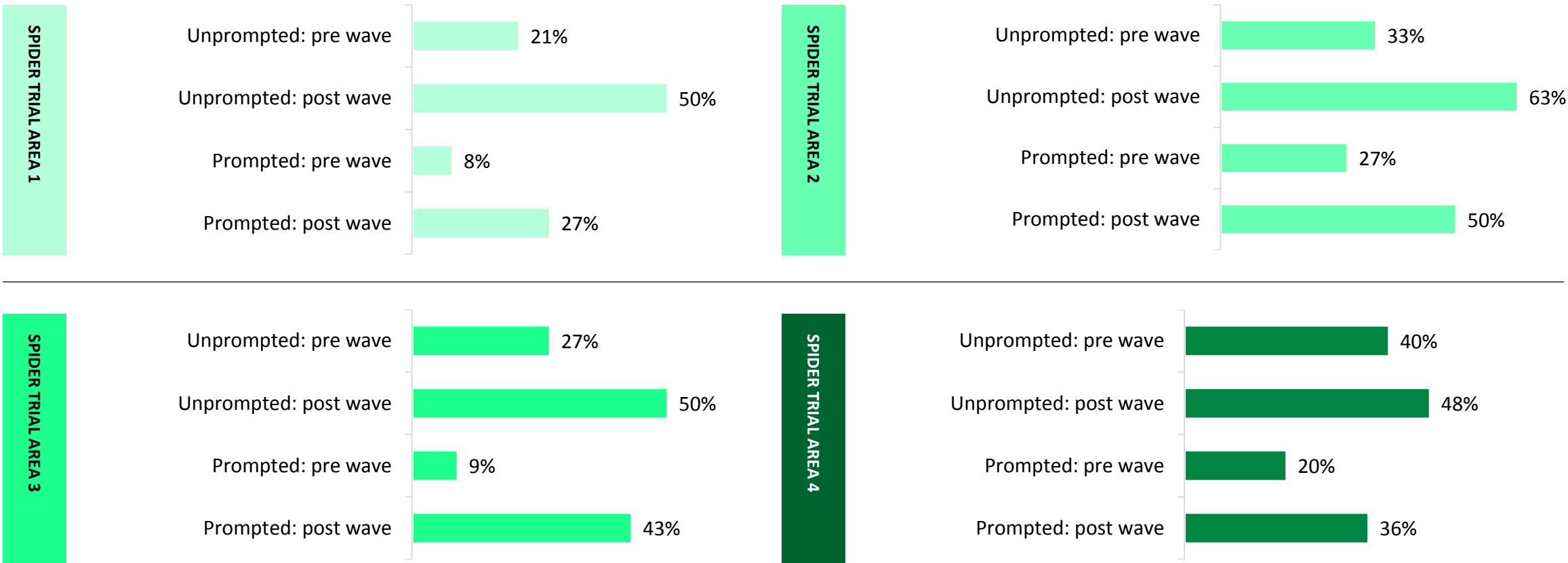
Just over half in Wirral and the trial areas felt they had seen or heard something in the media; when prompted just over a third thought they had seen or heard this from UU.

	TOTAL TRIAL AREAS		WIRRAL		SPIDER TRIALS		CONTROL	
	PRE (N=205)	POST (N=227)	PRE (N=138)	POST (N=139)	PRE (N=67)	POST (N=88)	PRE (N=200)	POST (N=173)
<b>Unprompted awareness:</b> Seen or heard anything in media	29%	55% 	29%	56% 	30%	52% 	29%	26%
<b>Prompted awareness:</b> Seen or heard anything from UU	12%	37% 	11%	37% 	13%	38% 	11%	5% 

**Base: All respondents** Q07. Have you seen or heard anything in the media or the local area about preventing sewer blockages by being careful about what you flush down the loos or put down the sink/drain? Q09. More specifically, have you seen or heard anything from United Utilities about this? Significantly higher/lower than the pre-stage for that area.



# Significantly more customers in the Spider Trial areas were aware of communications post campaign

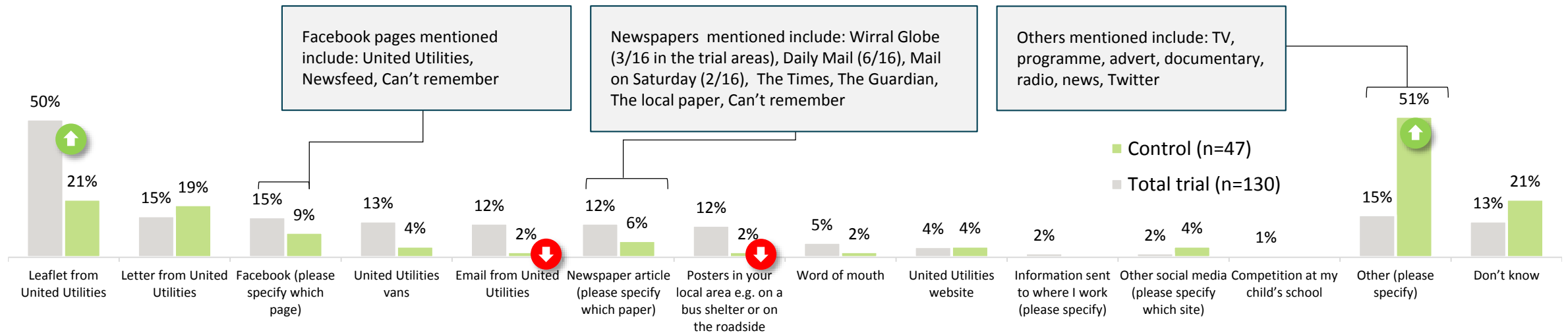


Base: All Spider trial respondents pre wave (1= 24, 2=12, 3=11, 4=20) post wave (1= 30, 2=19, 3=14, 4=25 Q07. Have you seen or heard anything in the media or the local area about preventing sewer blockages by being careful about what you flush down the toilet, or put down the sink/drain? Q09. More specifically, have you seen or heard anything from United Utilities about this?

# The leaflet from United Utilities and Facebook posts were the most popular channels in which customers saw the communications

Half of those in the total trial areas felt they had seen or read a leaflet.

POST-COMMS WAVE



**Waste Water segments**  
 Cautious families (61%) are significantly more likely to see a leaflet from UU. Busy parents (7%) are more likely to hear from word of mouth. Resilient Challengers (26%) are significantly more likely to not know where they had seen or heard communications.

**Those with children**  
 Under 16 (30%) and aged 0-7 (40%) are more likely to see posters in the local area compared to those without children (8%)

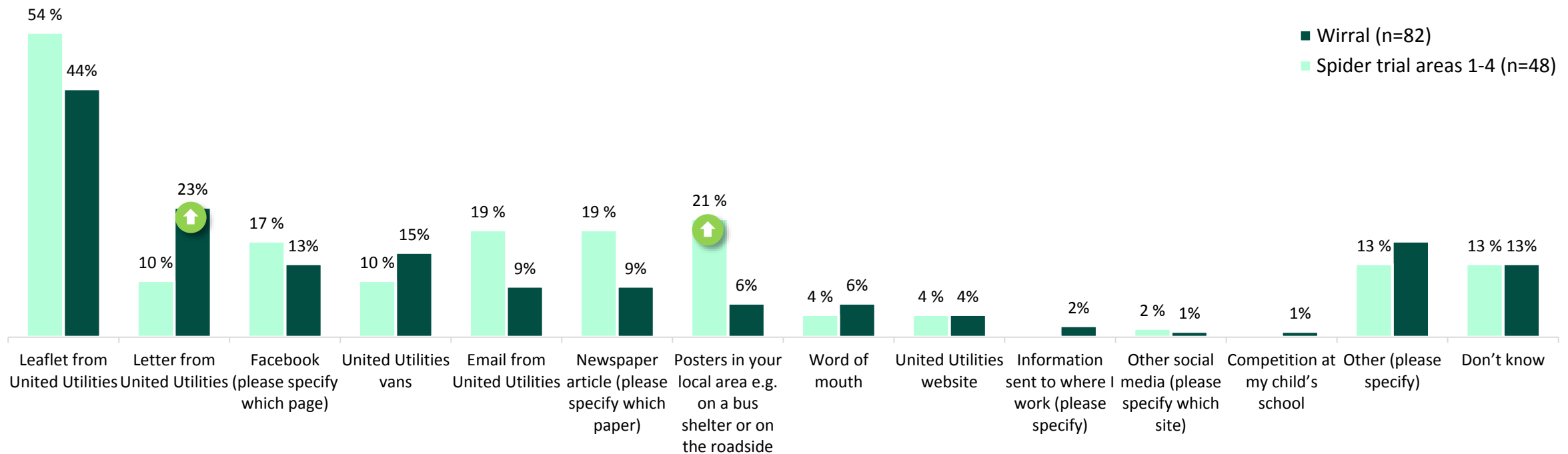
Base: All respondents who had seen or read something. Q10NEW. And have you seen/heard or read any of the following from this list? Significantly higher or lower than the other area.



# Over half of those in Spider Trial areas 1-4 recalled seeing a leaflet from United Utilities

Just under half in Wirral also recalled the leaflet (44%). Those in Wirral were significantly more likely to have seen a letter (23%), compared to those in the Spider Trial areas.

POST-COMMS WAVE



Base: All respondents who had seen or read something. Q10NEW. And have you seen/heard or read any of the following from this list? Significantly higher than other area



# Just over a quarter could spontaneously recall the key points on the communications

29% (65 out of 227 post-comms total trial) could recall key points or messages from the communication. When given a prompted list over half could recall pouring fats etc. down the sink and flushing wet wipes can block sewers.

The majority of the key points mentioned spontaneously were accurate, they included:

- What not to flush
- Stop the block
- Fatbergs
- Pictures of blocked sewers
- Cooking fats, tissues and wipes shouldn't go down the drain

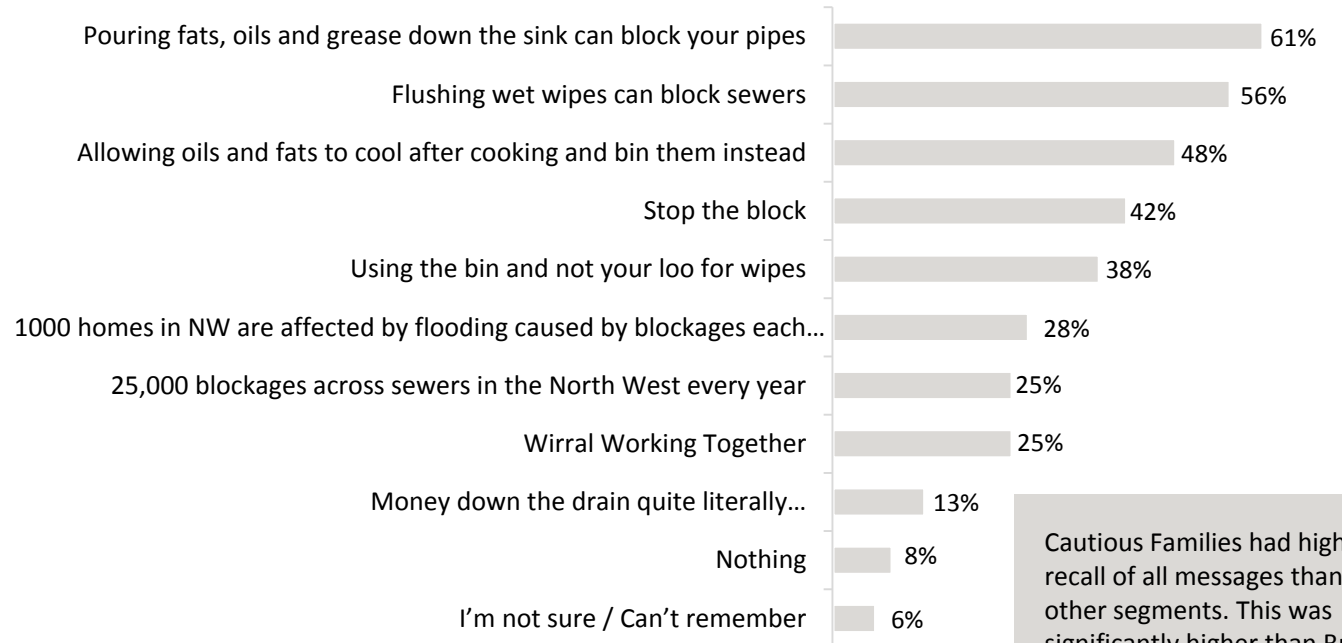
"Stop the block. Keep the pipes clear of fats. Be mindful of what we put down drains."

Female, 25-34, Wirral

"The usual about cooking fats and tissues and wipes."

Male, 45-54, Spider trial area 1

## POST-COMMS WAVE



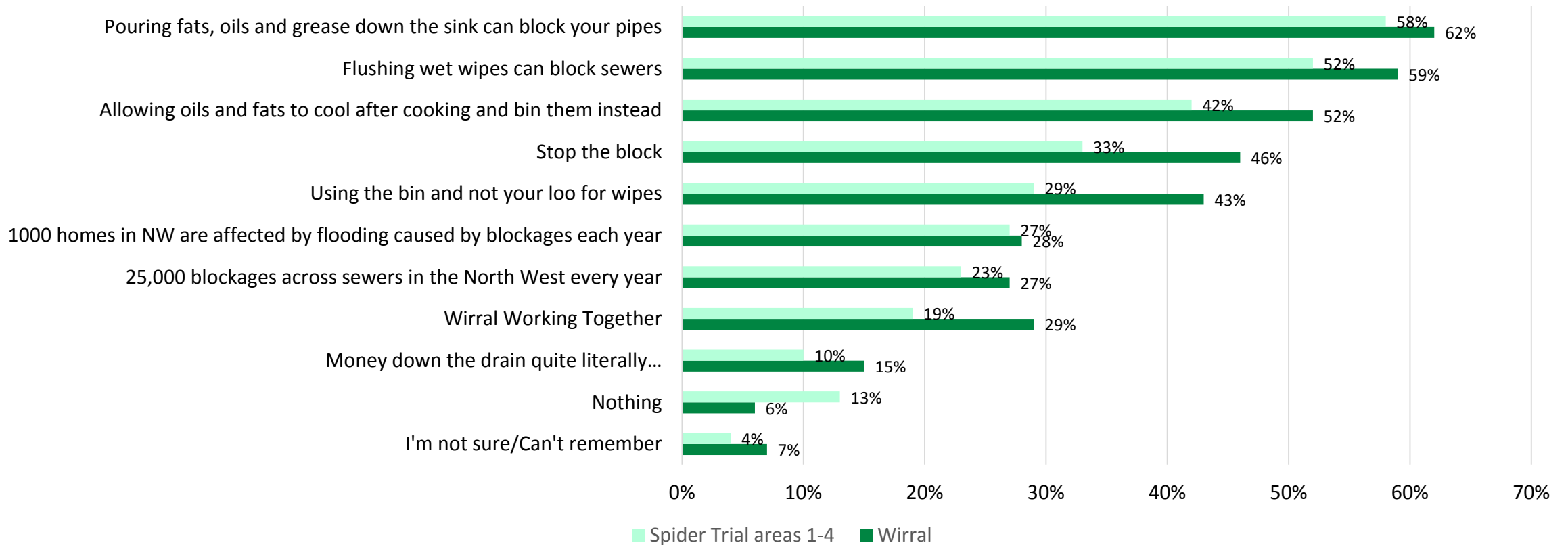
Cautious Families had higher recall of all messages than other segments. This was significantly higher than Busy Parents for Stop the Block (51% vs 26%). 19% of Resilient Challengers couldn't recall any messages vs. 1-2% from other segments

Base: (227) All total trial respondents Q10A. What can you remember about this communication? Can you recall any key points or messages? (130) All total trial respondents who has seen, heard or read something Q10B.. Can you recall any of the following key points or messages?



# There was higher recall of the campaign messages in Wirral than in the Spider Trial areas

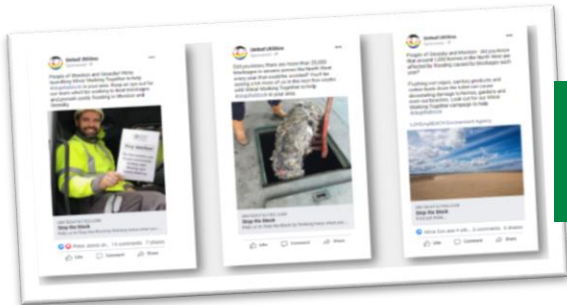
POST-COMMS WAVE: TOTAL TRIAL AREAS



Base: All total trial respondents who has seen, heard or read something Wirral (82); Spider Trial (48) Q10B.. Can you recall any of the following key points or messages?

**Prompted awareness:** on prompting with visuals, the social media posts were the most commonly seen communications

Followed closely by the leaflet door drop and newspaper adverts in the Wirral Globe.



33%



**Social media posts:** targeted Moreton and Greasby



31%



**Leaflet door drop:** to 13,000 homes in Moreton & Greasby



30%



**Newspaper advert in the Wirral Globe**



22%

**Localised outdoor media:** all segments



19%

**Digital newspaper coverage**



11%

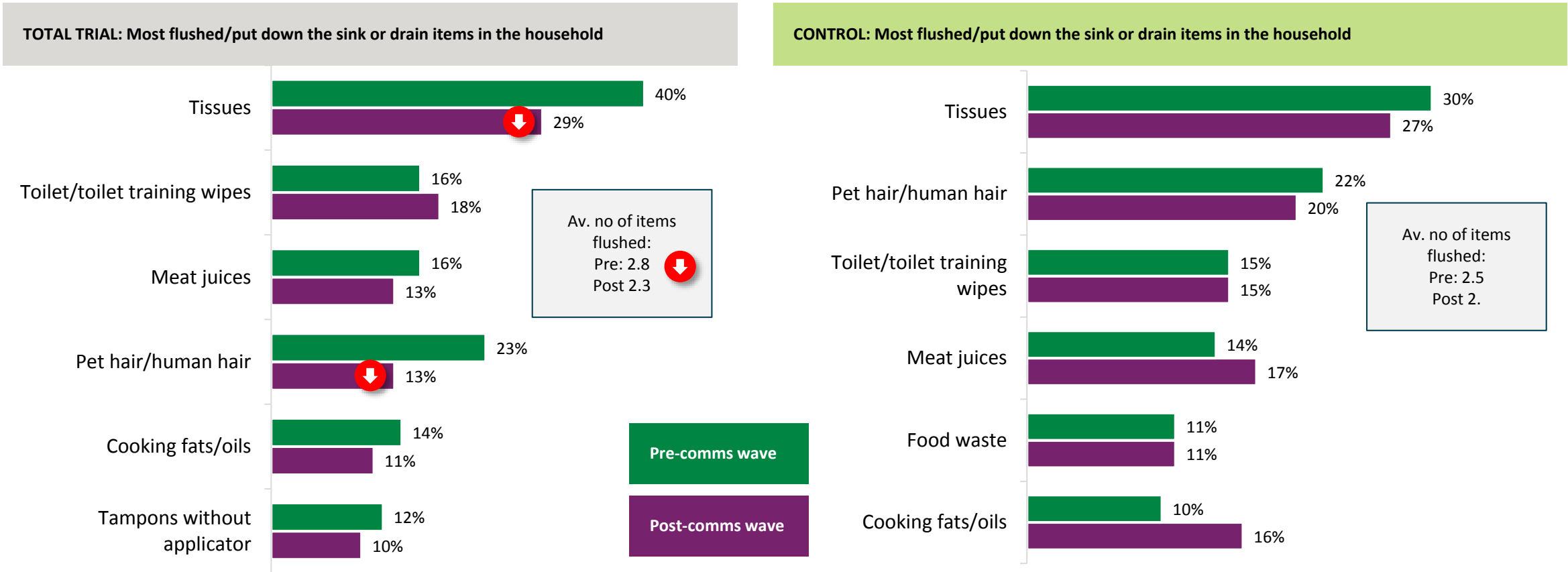
**Newspaper advert:** regional campaign assets

Base: (97) All online trial respondents Q11B. Do you recall seeing any of the following in the last few months?

# Post comms: attitudes & behaviours

# There have been reductions in the majority of the top most flushed items post-comms

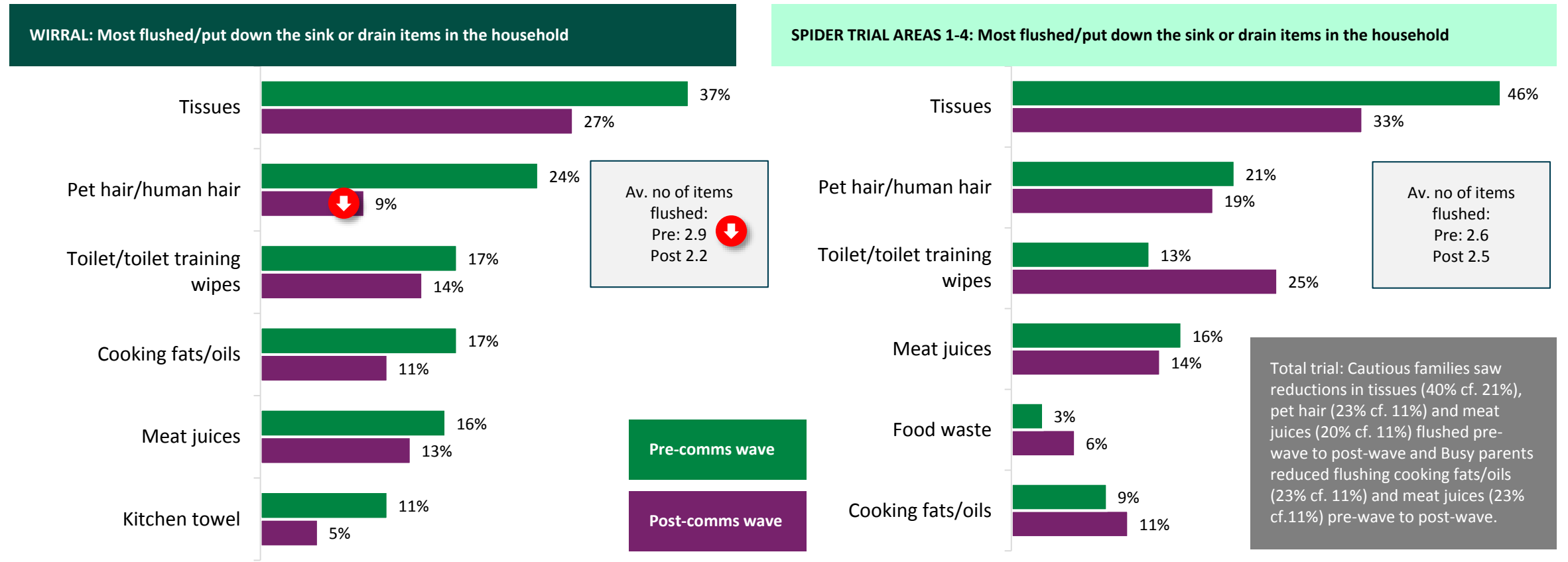
Significantly less Total Trial area customers have flushed tissues and pet/human hair since the campaign



Base: All respondents total trial pre-wave: 200, post-wave: 227, control pre-wave: 67 post wave: 88 Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains? Other items flushed are hidden in the chart. Significantly lower than the pre-wave.

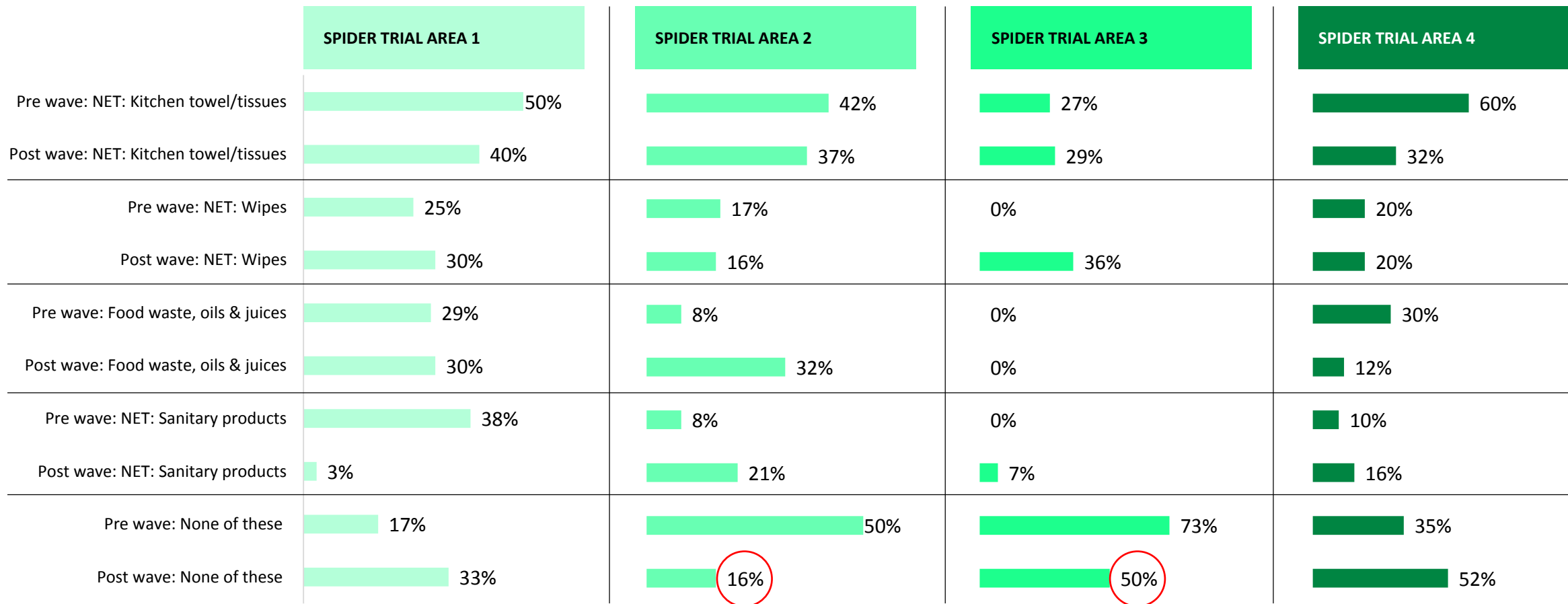
# Aside from tissues, those in Wirral have reduced the amount they flush/put down the sink more than those in the Spider Trial areas

The data indicates an uplift in Spider Trial customers flushing toilet/toilet training wipes



Base: All respondents Wirral pre-wave: 138, post-wave: 139, Spider trial areas pre-wave: 67 post-wave: 88 Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains? Other items flushed are hidden in the chart. Significantly lower than the pre-wave.

# There has been an uplift in those flushing items in Areas 2 & 3

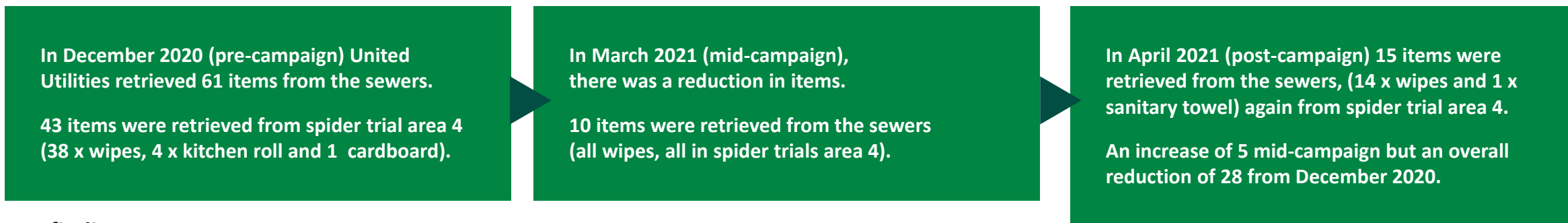


Base: All Spider trial respondents (1= 24, 2=12, 3=11, 4=20) Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains?.

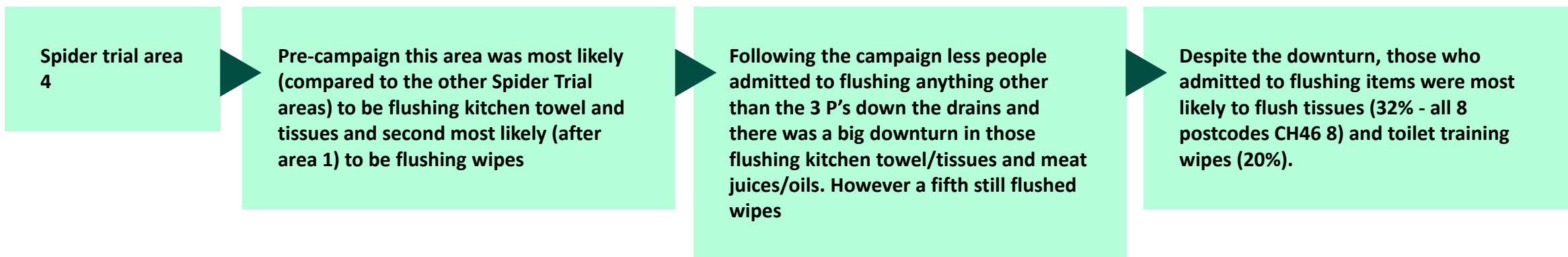
# United Utilities have recovered less items from sewers mid-post campaign compared to beforehand

Most items were found in Spider Trial area 4. In line with what UU has found, there has been a reduction in those disposing of the wrong items down the drains since the campaign.

## United Utilities findings



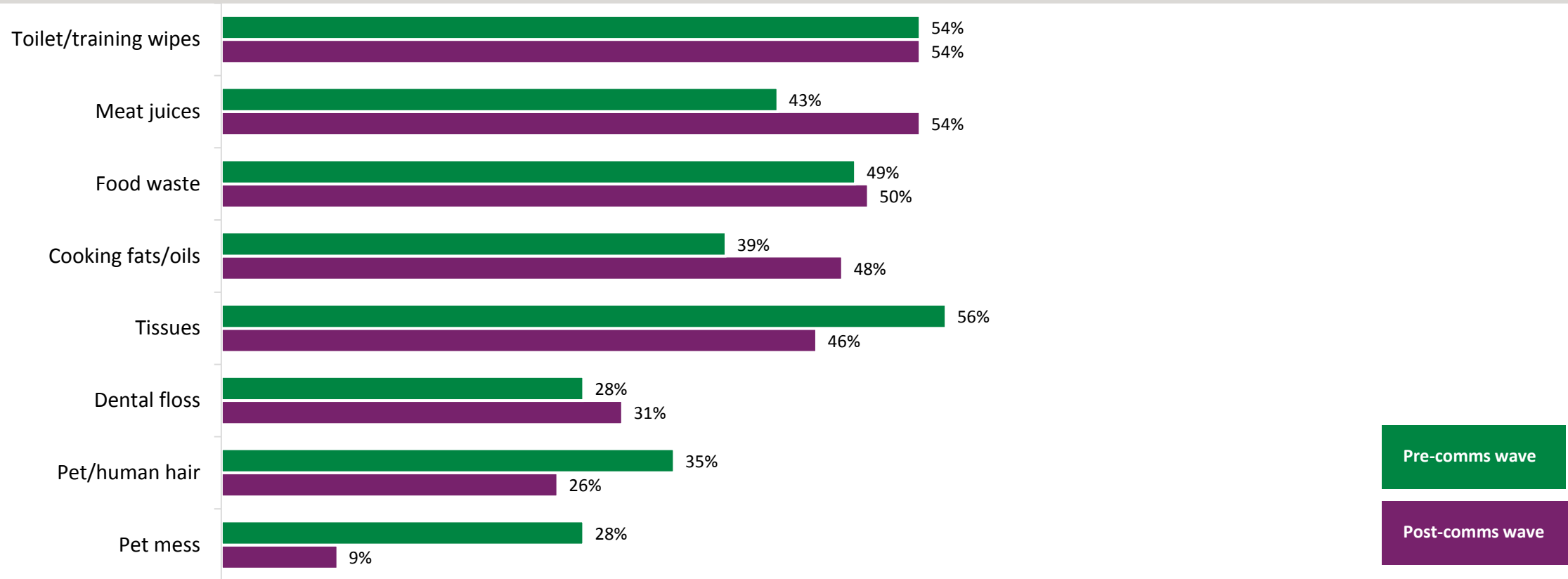
## DJS findings



Base: 88 (post) All respondents Q01. Which of the following items do you or have you or anyone in your household ever flushed down your loo or put down the sink/drains?

# Although less households are flushing items, those doing it are still doing it with some regularity

TOTAL TRIAL: Items being flushed at least weekly

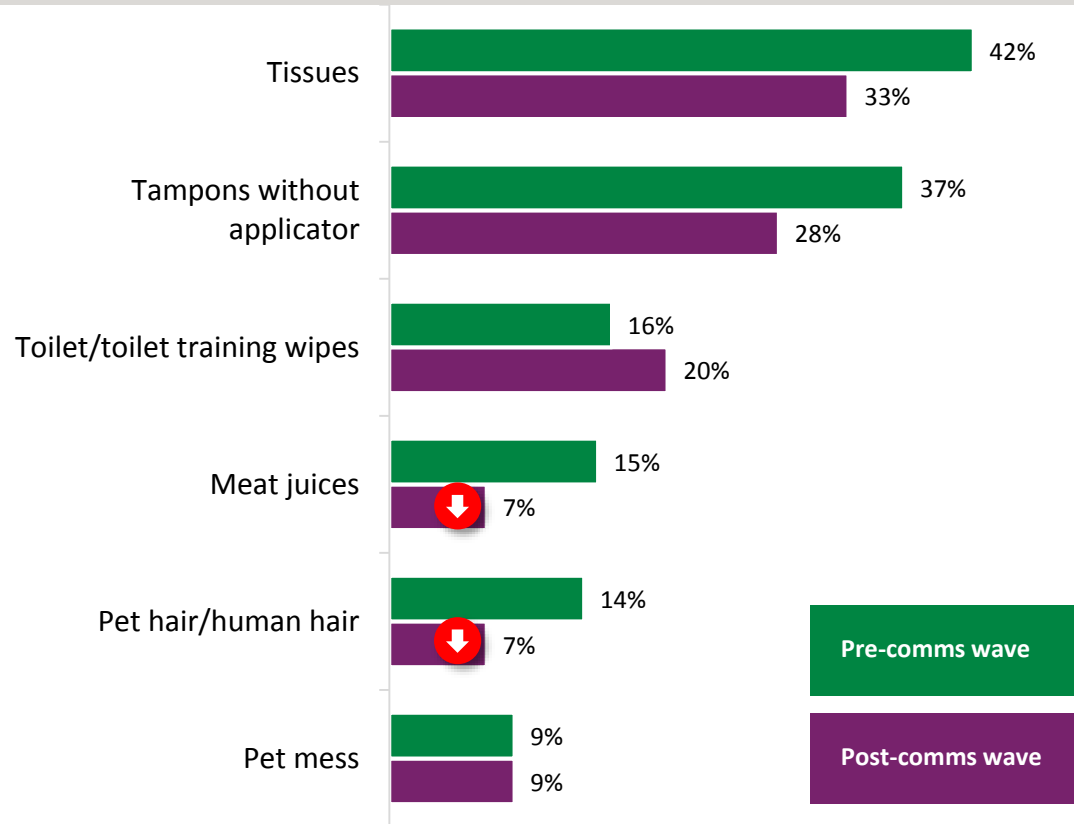


Base: All respondents who flushed item down the toilet. Q02. When disposing of the item(s) you mentioned, how frequently do you or other members of your household put them down the loo or the sink/drains?

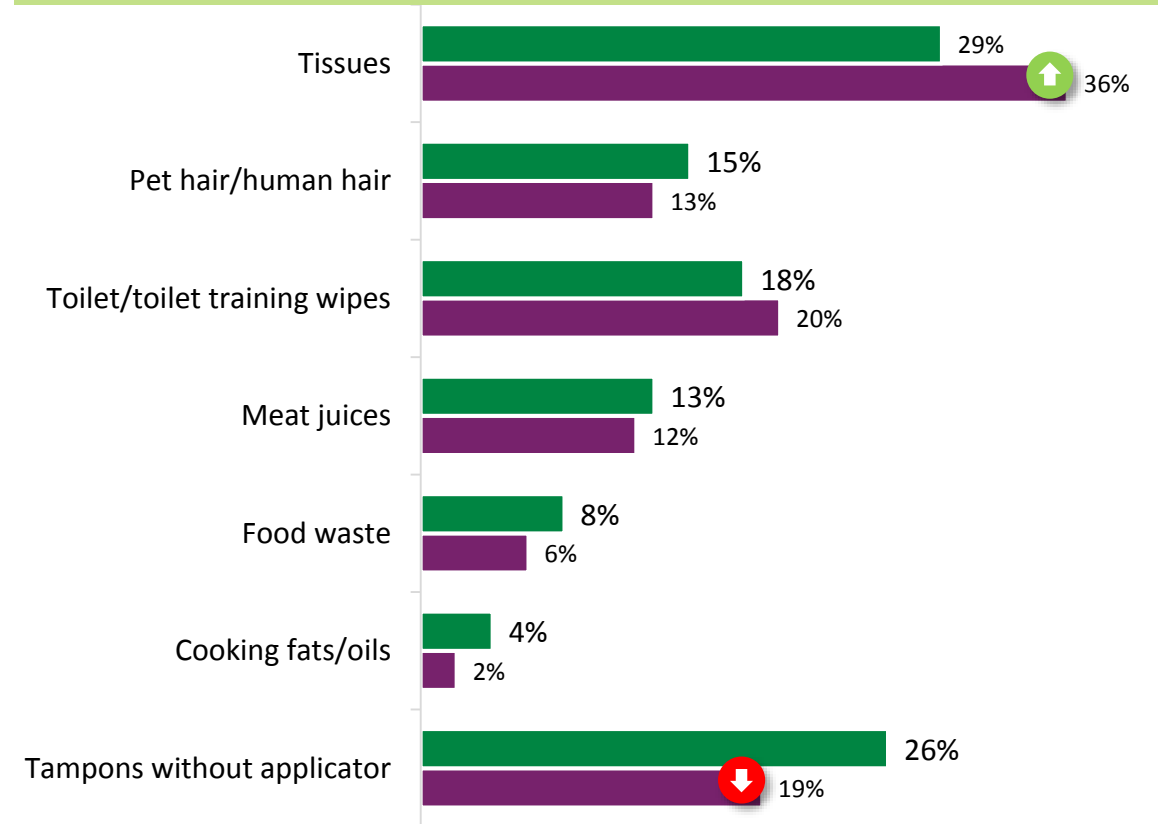


# There has been a downturn in those assuming they can flush meat juices and pet/human hair in the Trial areas

**TOTAL TRIAL: Items most assumed to be allowed to be flushed/put down drains**



**CONTROL: Items most assumed to be allowed to be flushed/put down drains**



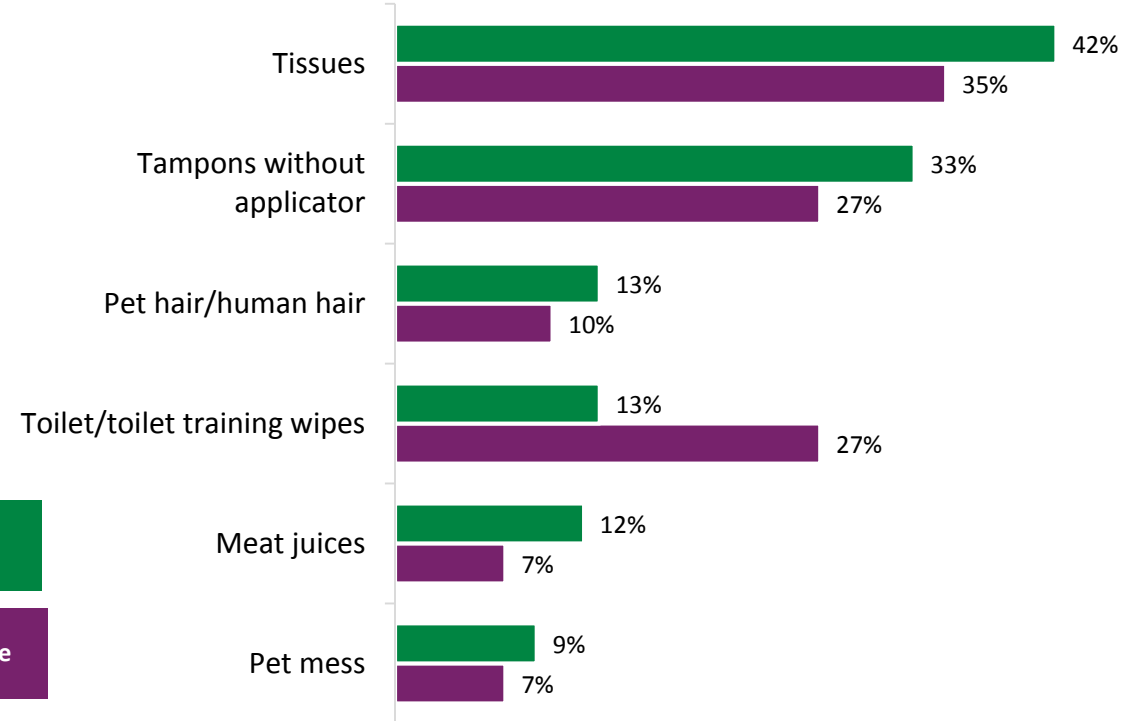
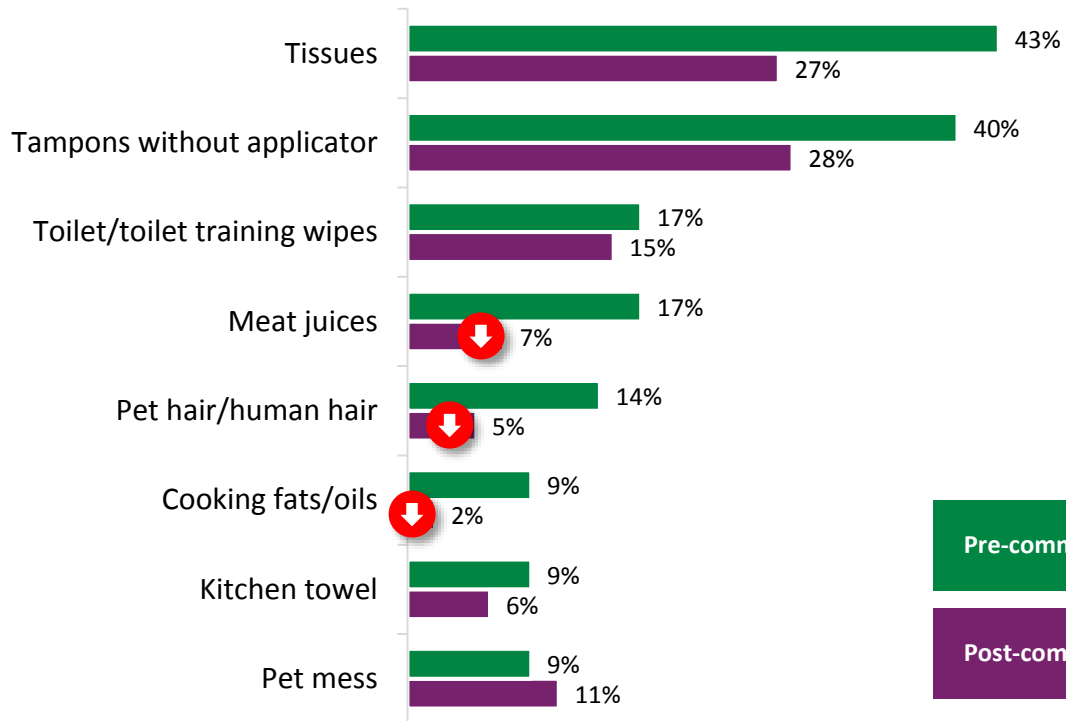
Base: All respondents total trial pre-wave: 205, post-wave: 227 control pre-wave: 200 post-wave 173 Q04. Which of the items do you think you should or shouldn't flush down the loo or put down the sink/drains? \*Other items have been hidden in the cart. Significantly less than the pre-wave.

# Those in Wirral are more likely to assume they are not allowed to flush certain items down the loo and drain compared to the Spider Trial areas

Over a quarter in the Spider Trial areas admit to thinking they are allowed to flush toilet training wipes post-campaign.

**WIRRAL: Most assumed to be allowed to be flushed/put down the sink or drain items in the household**

**SPIDER TRIAL AREAS 1-4: Most assumed to be allowed to be flushed/put down the sink or drain items in the household**



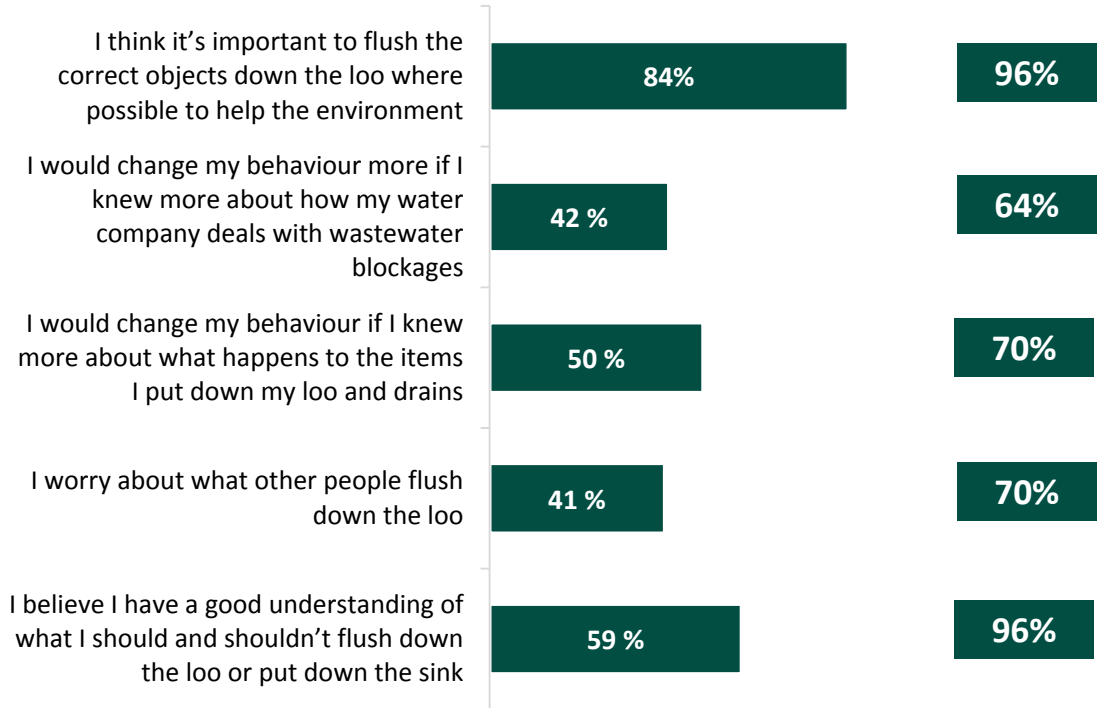
Base: All respondents Wirral pre-wave: 138, post-wave: 139 Spider trial areas pre-wave: 67 post-wave: 88 Q04. Which of the items do you think you should or shouldn't flush down the loo or put down the sink/drains? Other items have been hidden in the chart. Significantly less than the pre-wave.

# Those in Wirral are significantly more likely to think it is important to flush the correct items down the loo to help the environment and believe they have a good understanding of what to flush post-comms

## PRE-COMMS WAVE: Attitudes

Strongly agree

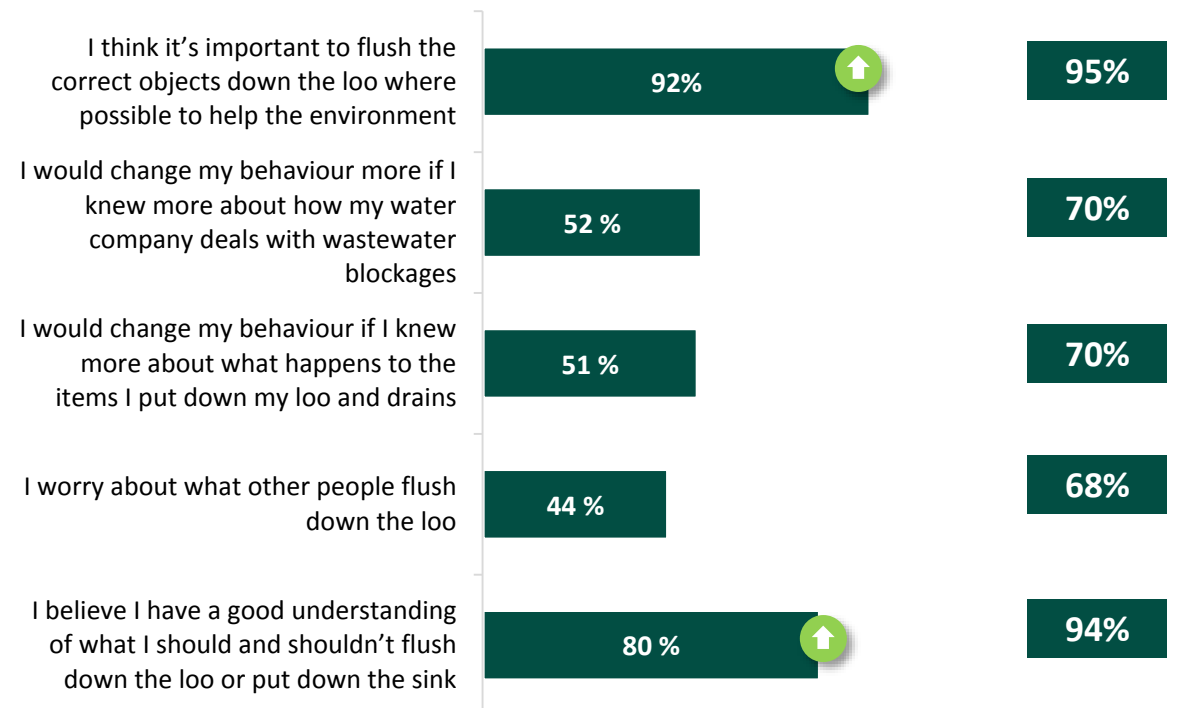
NET: agree



## POST-COMMS WAVE: Attitudes

Strongly agree

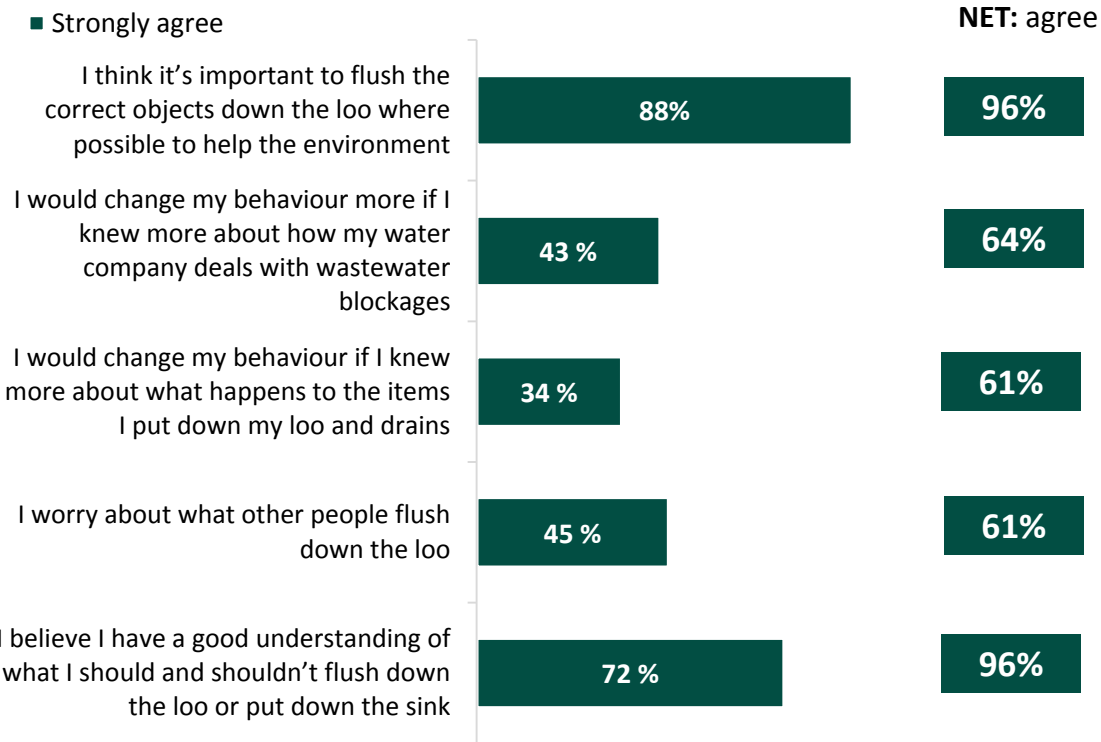
NET: agree



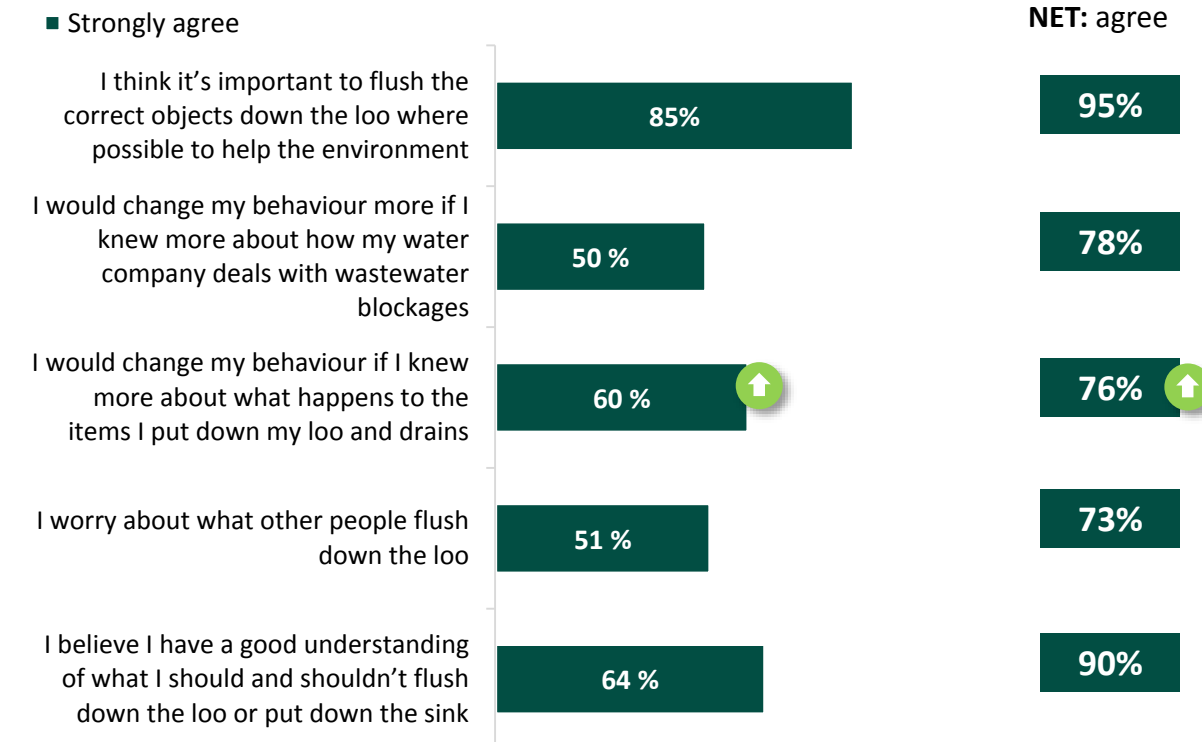
Base: 138 (pre) 139 (post) All respondents Q06. Below are a number of statements which we would like to know the extent to which you agree with each one. Please tick one response for each statement? Significantly higher than the pre-stage. ↑

# Whilst post comms, more in the Spider Trial areas claim if they knew more about what happens to their wastewater they'd change their behaviour

## PRE-COMMS WAVE: Attitudes



## POST-COMMS WAVE: Attitudes



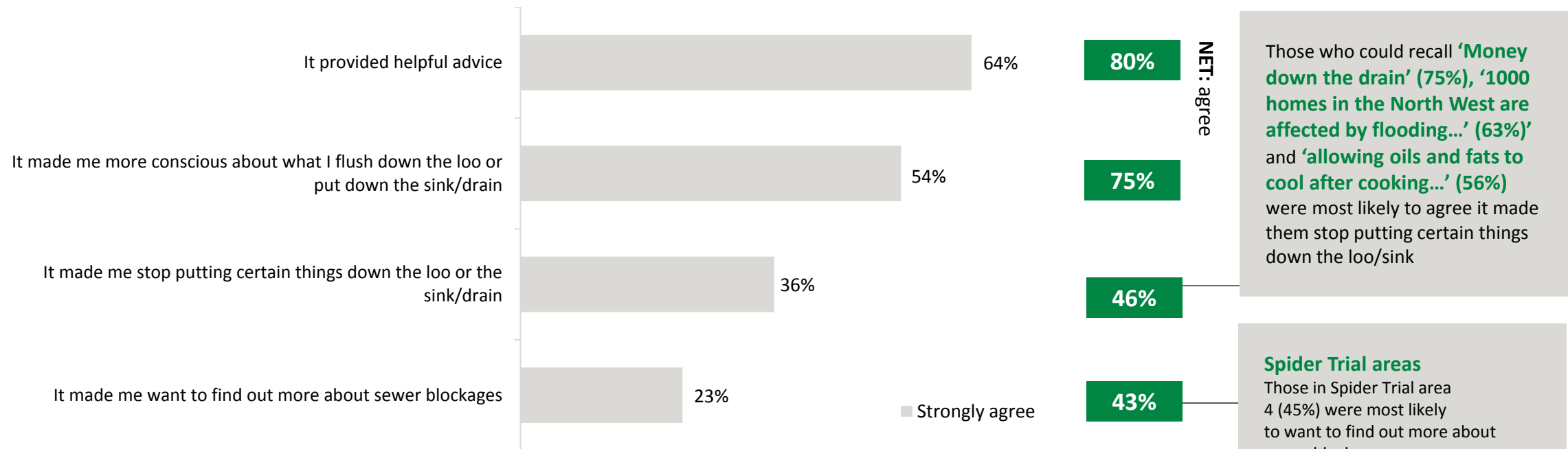
Base: 67 (pre) 88 (post) All respondents Q06. Below are a number of statements which we would like to know the extent to which you agree with each one. Please tick one response for each statement? Significantly higher than the pre-stage.

# Attitudes and behaviours upon seeing/reading communications

# Over half strongly agree the communications they've seen have provided helpful advice and made them more conscious about what they flush

Over a third (36%) strongly agree it's made them stop putting certain things down the drains.

## POST-COMMS WAVE: Attitudes after seeing the communications

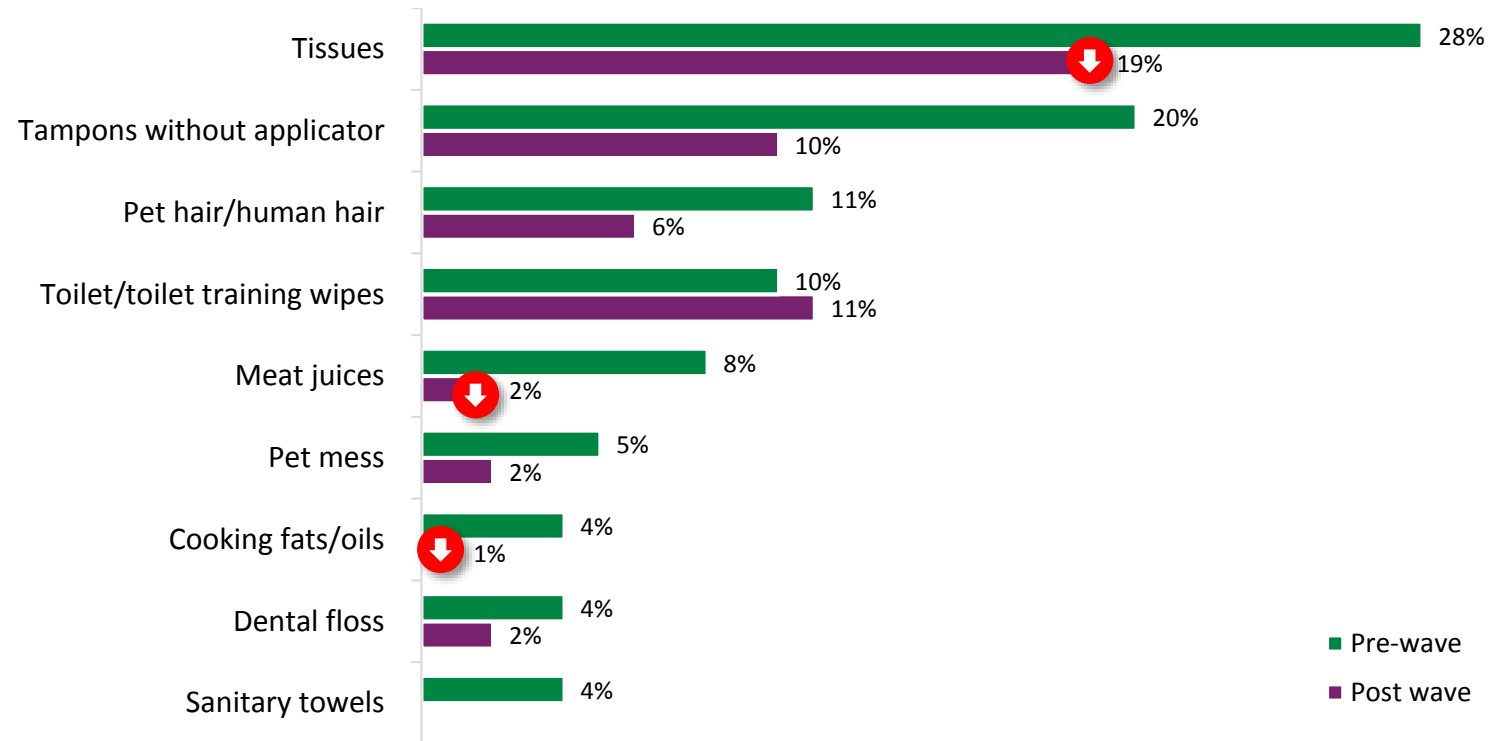


Base: (107) All total trial respondents who have seen/read the communications Q12NEW. Please state the extent to which you agree with the following statements?

# The majority are less likely to dispose of items they shouldn't in the future compared to pre-comms

Significantly less will flush tissues, meat juices and cooking fats/oils down the drain post campaign.

TOTAL TRIAL: Likelihood to dispose of items down the toilet in the future NET: Likely



### Spider Trial areas

Those in Spider Trial area 1 have seen the biggest reduction in people saying they will be likely to dispose of tissues (33% pre-wave cf. 21% post-wave ).

Whilst 35% in Spider Trial area 4 are likely to still flush tissues (post-wave). This is an increase of only 3% from the pre-wave.

### Those who had seen the campaign and could recall key messages

Were generally less likely to flush items down the drain.

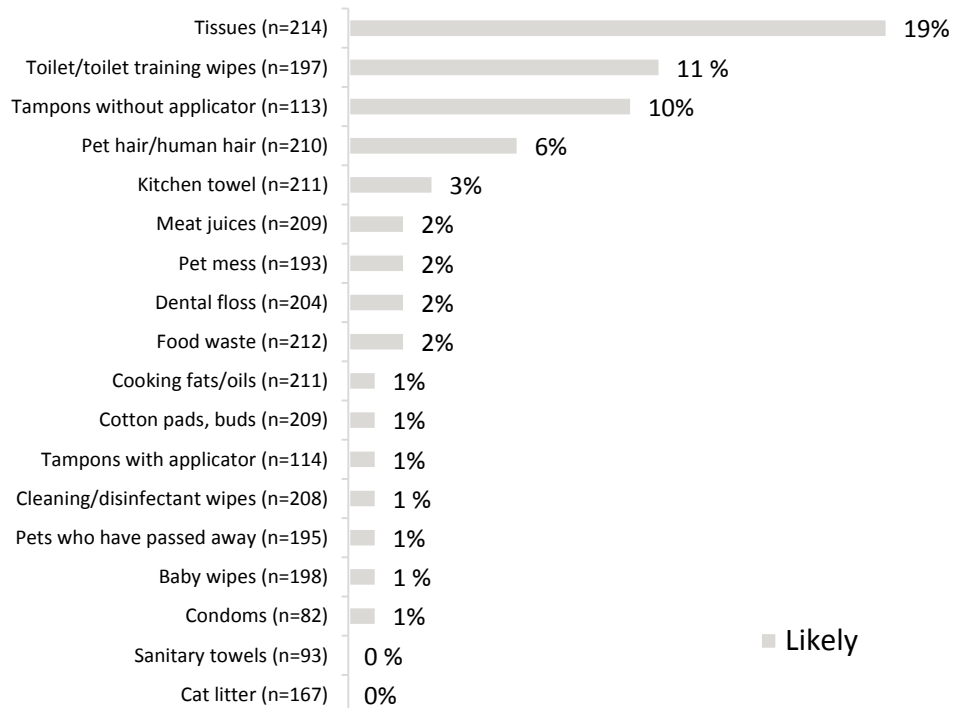
Base: All respondents exc Don't know and N/A 85-193 base range. Post-wave Q12. How likely are you to dispose of the following items down your toilet in the future? Significantly lower than the pre-wave



# Those who are likely to still dispose of items down the toilet will do so because they assume it to be harmless

This is particularly the case when it comes to tissue as people deem it the same as toilet paper. There is also confusion over wipes when the packaging explains it is flushable/biodegradable. Convenience also plays a part too. Customers in spider trial 1 are the main culprits.

**POST-COMMS WAVE: Likelihood to dispose of the following items down the toilet in the future...**



“It says they are flushable so you assume they're not going to block anything and they will break down.”

**Female, 25-34, Wirral**

“Human hair from shower. Right next to it.”

**Male, 18-24, Spider Trial area 1**

“Tissues are like toilet paper and can be flushed. Some toilet paper are thicker than most tissues.”

**Male, 35-44, Spider Trial area 1**

“When cleaning up dog poo in the house, in a rush it's convenient and hygienic to flush it down the toilet rather than bagging it and going outside to put it in the bin.”

**Female, 25-34, Spider Trial area 1**

“If the label says you can then I would assume its okay, convenience putting the tissues down and assume it just disintegrates and therefore wont cause blockage.”

**Male, 18-24, Spider Trial area 1**

Base: All respondents exc Don't know and N/A Q12. How likely are you to dispose of the following items down your toilet in the future

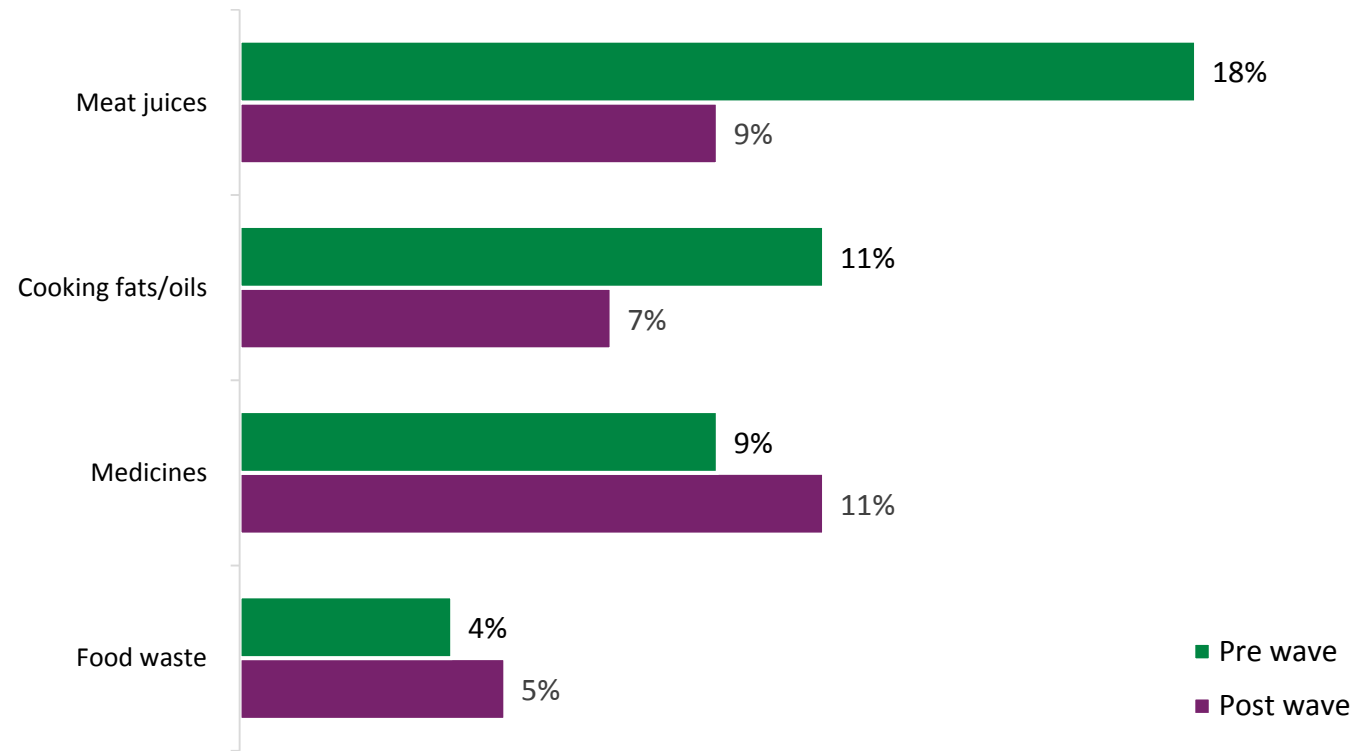
Base: All respondents who said they would be likely to flush this item down the sink (68) Q13. Why do you think you will continue to flush these items down the toilet?



# Customers are less likely to dispose of meat juices & cooking fats/oils

This can be viewed positively as the campaign specifically related to these items. The campaign had little effect on whether they would be less likely to put medicines and food waste down the sink/drains.

TOTAL TRIAL: Likelihood to dispose of the following items down your sink/drain NET: likely



### Spider trial areas

Those in Spider trial area 1 are most likely to dispose of all of these items.

### Age

18-24 are most likely to dispose of meat juices and cooking fats/oils (33%) compared to other age groups.

### Seen the campaign and can recall key messages

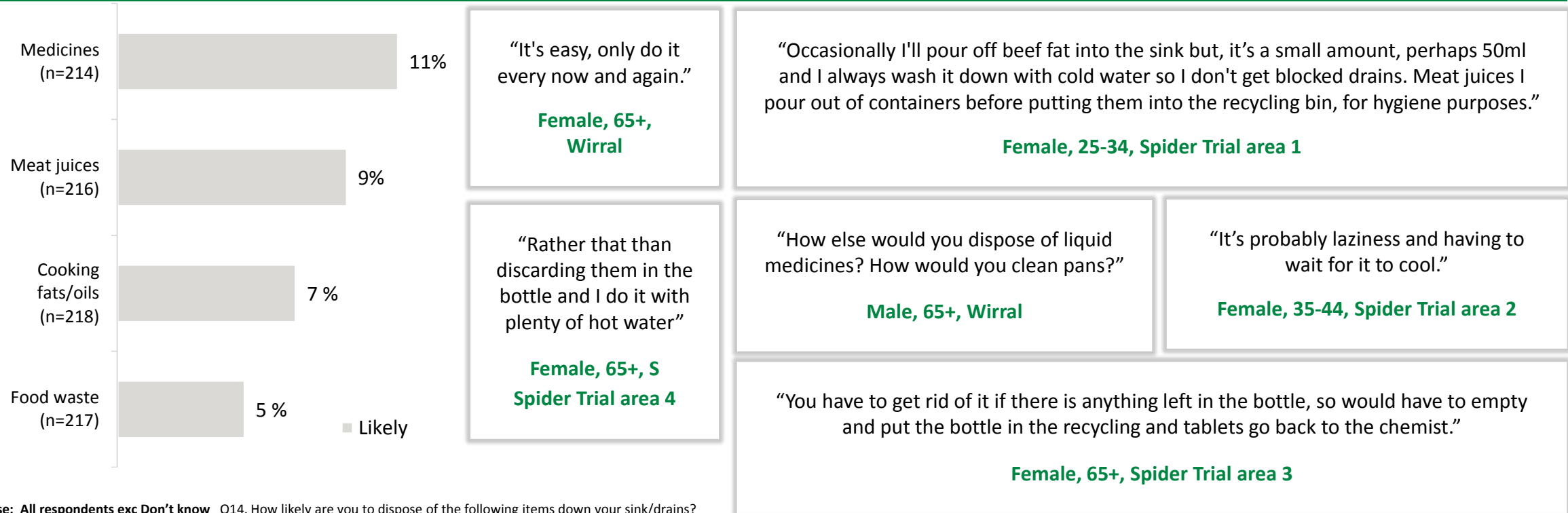
Generally those who could recall key messages from the communications they had seen were less likely to flush these items down the drain.

Base: All respondents exc Don't know base range from 200-218 Q14. How likely are you to dispose of the following items down your sink/drains?

# There is a lack of knowledge around how and where cooking fats/oils, juices and medicines should be disposed

Out of those who explained why they would be likely to put these items down the drain 71% were over 55. 20/24 customers over 55 explained why they would be likely to put medicines down the drain. There is also an element of laziness and convenience involved in disposing of these items down the sink.

**PRE-COMMS WAVE: Likelihood to dispose of the following items down your sink/drain**



Base: All respondents exc Don't know Q14. How likely are you to dispose of the following items down your sink/drains?  
 Base: All respondents who said they would be likely to flush this item down the sink (34) Q15. Why do you think you will continue to flush these items down the sink/drain?

# Conclusions & recommendations

# Conclusions

Tissues are the most flushed item. They are also the top item most customers assume they can flush. Pet hair/human hair, toilet wipes and meat juices are also up there. Post-comms we have seen reductions in the amount of tissues and pet/human hair being flushed and in those who say they will put meat juices and cooking fat/oils down the sink in the future.

Recall of the communications is positive with over half recalling something about this unprompted and over a third recalling the UU comms when prompted.

Recall is similar in Wirral and the Spider Trial areas, however, recall of the campaign messages is higher in Wirral compared to the Spider Trial areas.

Recall is highest amongst older households and lowest amongst those in the Busy Parents segment.

Leaflets from UU are the most recalled channel. (50%), followed by a letter from UU (15%) and Facebook (15%)

Pouring fats, oils and grease down the sink is the most recalled message; this correlates with less respondents saying they'll put meat juices and cooking fats/oil down the drain in the future post comms.

Post-comms, more customers in Wirral strongly agree (80% cf. 59%) they have a good understanding of what they should and shouldn't flush. In the Spider Trial areas, slightly less said they had a good understanding of what they should and shouldn't flush post comms.

Those who recalled 'Money down the drain' (75%), '1000 homes in the North West are affected by flooding...' (63%) and 'allowing oils and fats to cool after cooking...' (56%) were most likely to agree it made them stop putting certain things down the loo/sink

# Conclusions & recommendations

There is clear evidence in the experiment and the research, that less items were being flushed post campaign.

However, there is still a significant proportion of customers in the trial area and especially in the Spider Trial areas flushing items and in particular tissues and wipes because they assume this is acceptable (and also for hygiene reasons)

The results suggest that the campaign has helped to reduce the amount of cooking fats and oils disposed of down the drain, suggesting the key messages and images seeped through to customers conscience. Continuing to inform and educate customers on the harm putting these items down the drain can do would help further reduce the problem.

The leaflet door drop and the social media elements of the campaign were most recalled. Newspaper adverts and localized outdoor media were less successful. Using social media and targeted door drops in the future would be key to drawing customers' attention.

The Spider Trial areas and the Busy Parents segment are the audiences to focus on changing behaviour moving forward.

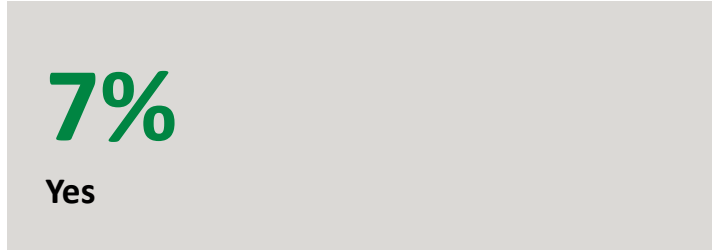
A further wave of research with customers in the Spider Trials area will measure the longer term impact of the campaign

# Appendix

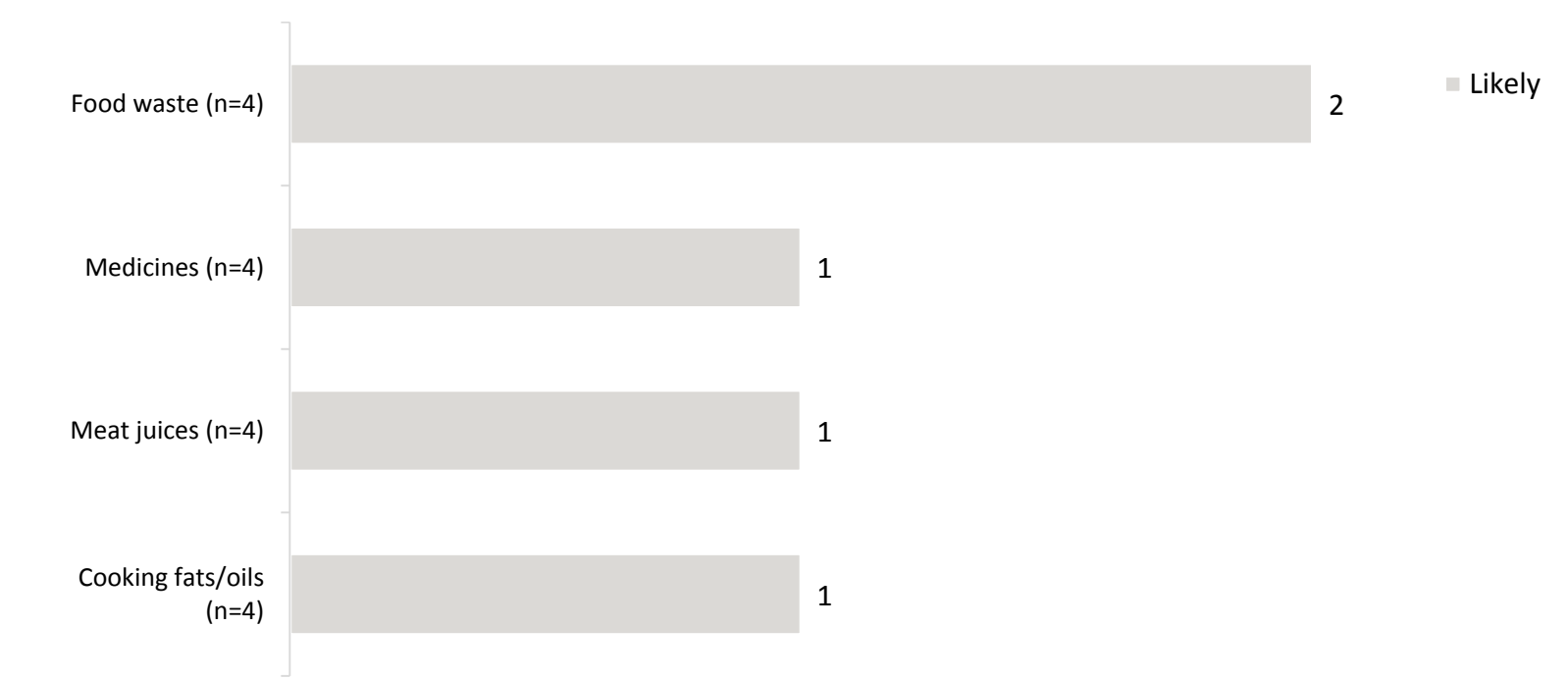
# The majority of customers did not have a food waste disposal unit

Out of those who did only 2 of them would dispose of food waste down the waste disposal unit

## PRE-COMMS: Do you have a food waste disposal unit?




## PRE-COMMS WAVE: Likelihood to dispose of the following items down your waste disposal unit



Base: All respondents exc Don't know (402) Q16A. Do you have a food waste disposal unit e.g. Insinkerator installed in your sink? All respondents who have a food waste disposal unit exc Don't know (22\*) Q16B. And how likely are you to dispose of the following items down your food waste disposal unit? \*Caution: low base size

# Over two thirds have not experienced any form of wastewater flooding or blockages in or around their home

Just over a quarter of customers have experienced a blocked drain or sewer.

PRE-COMMS WAVE	WIRRAL (N=138)	SPIDER TRIAL AREAS 1 -4 (N=67)	TOTAL TRIAL AREAS (N=205)	CONTROL (N=200)
Blocked drain or sewer	28%	27%	28%	29%
Sewer flooding inside the house	0% 	1%	0%	2%
Sewer flooding outside the house e.g. in the garden	7%	10%	8%	10%
No	68%	69%	68%	66%

Those in Spider trial area 3 (9%) are significantly more likely to have had sewer flooding inside the house.


Base: All respondents Q17. Have you experienced any of the following on your property? Significantly lower than the other areas.





# Over two thirds have not known anyone to have experienced any form of wastewater flooding or blockages in or around their home

Just over a quarter of customers know someone who has experiences a blocked drain or sewer.

PRE-COMMS WAVE	WIRRAL (N=138)	SPIDER TRIAL AREAS 1 -4 (N=67)	TOTAL TRIAL AREAS (N=205)	CONTROL (N=200)
Blocked drain or sewer	29%	21%	26%	29%
Sewer flooding inside the house	1% 	3%	1%	2%
Sewer flooding outside the house e.g. in the garden	7%	6%	7%	10%
No	69%	75%	71%	6%

Those with no children (30%) are more likely to have known someone who has experienced a blocked drain or sewer compared to those who have (15%).

Those in Spider trial area 3 (9%) are significantly more likely to have known someone who has had sewer flooding inside the house.

Base: All respondents Q18. Do you know friends, family or neighbours who have experienced any of the following? Significantly lower than the other areas.



# Around three quarters have not seen sewer flooding in public places

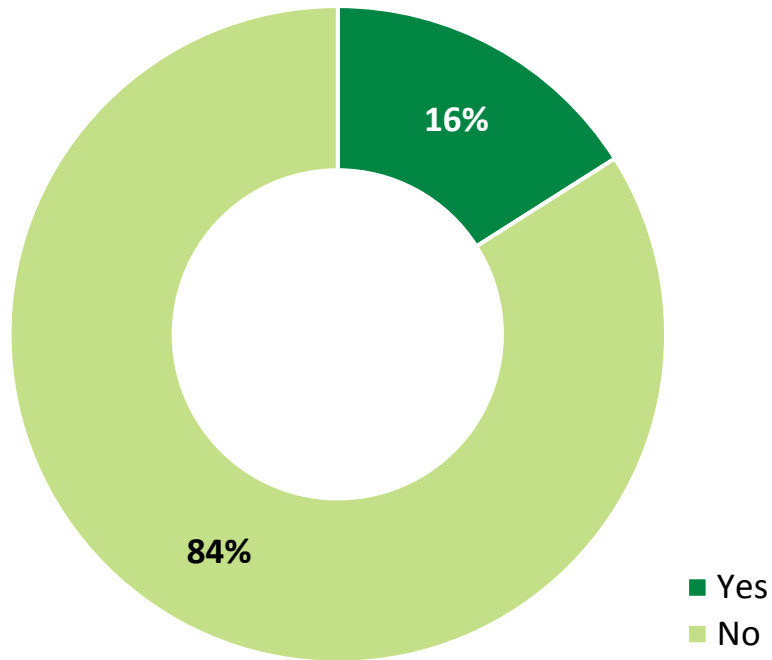
PRE-COMMS WAVE	WIRRAL (N=138)	SPIDER TRIAL AREAS 1 -4 (N=67)	TOTAL TRIAL AREAS (N=205)	CONTROL (N=200)
Yes	23%	22%	23%	29%
No	72%	75%	73%	70%
Don't know	4%	3%	4%	2%

Resilient challengers in Trial areas (83%) are more likely to have not seen sewer flooding in a public place.

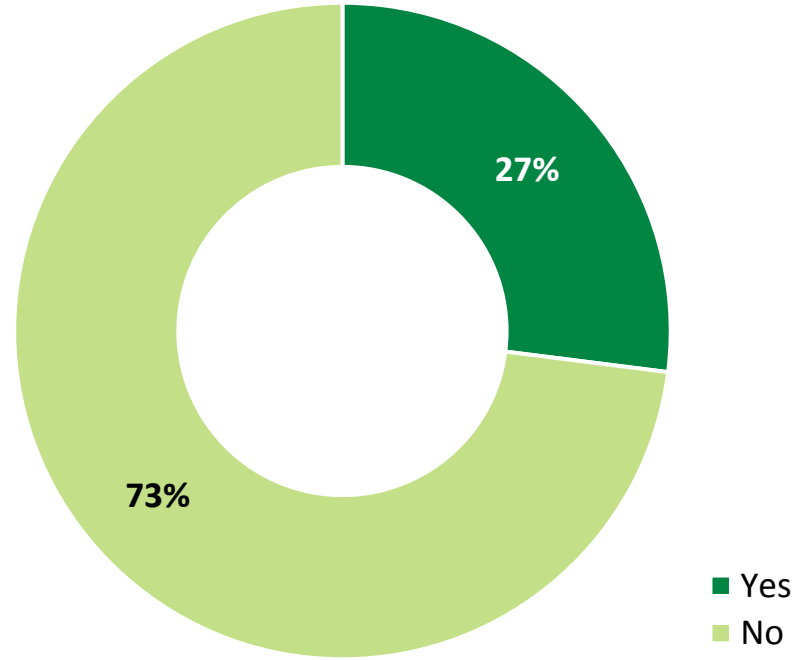
Base: All respondents Q19. Have you seen sewer flooding in public places e.g. parks?

# Just over a quarter in the post-comms wave are toilet training their children compared to just under a fifth in the pre-comms stage

PRE-COMMS: Currently toilet/potty training?



POST-COMMS: Currently toilet/potty training?



Base: All respondents with children aged 0-7 (Pre-comms: 27) (Post-comms: 22) C03. Are you currently toilet/potty training your child (ren)?

# Demographics

## WW SEGMENT

Demographics	Total % (base)
Spider trial 1-4	17% (67)
Wirral	34% (138)
Control	49% (200)
Busy parents	11% (44)
Cautious families	23% (92)
Resilient Challengers	15% (59)
Able Advocates	1% (6)

## AGE

Demographics	Total % (base)
18-24	1% (3)
25-34	9% (37)
35-44	13% (53)
45-54	17% (69)
55-64	25% (101)
65+	35% (142)
Male	52% (207)
Female	49% (197)
A	11% (46)
B	24% (96)
C1 + students	20% (81)
C2	17% (70)
D	11% (43%)
E	10% (39)
Prefer not to say	7% (30)

## GENDER SEG

## AGE OF CHILDREN

Demographics	Total % (base)
0-3	24% (16)
4-7	39% (26)
8-11	40% (27)
12-16	43% (29)
White	96% (390)
Ethnic minority	1% (5)
Do not suffer with any disabilities	59% (238)
Disability	40% (161)
I'm not sure	1% (6)
Prefer not to say	6% (23)
Do not follow a religion	45% (182)
Follows a religion	47% (202)
Prefer not to say	5% (21)
Owner	74% (300)
Tenant	25% (102)

## ETHNICITY DISABILITY

## RELIGION

## HOUSE

# Demographics

WW SEGMENT

Demographics	Total % (base)
Busy parents	21% (36)
Cautious families	42% (73)
Resilient Challengers	31% (53)
Able Advocates	3% (5)
Here and Now	2% (3)
A (Budget conscious elderly)	22% (38)
B (Indebted singles)	6% (10)
C (Comfortable mid-life established families)	14% (24)
D (Comfortable mid-life established families)	14% (25)
E (Financially secure empty nesters)	12% (20)
F (hard-pressed families)	3% (5)
G (Struggling single pensioners)	8% (14)
H (Families getting by)	7% (12)
Unknown	14% (25)

CACI SEGMENT

AGE

Demographics	Total % (base)
18-24	1% (2)
25-34	12% (20)
35-44	11% (19)
45-54	17% (29)
55-64	24% (42)
65+	35% (61)
Male	49% (85)
Female	51% (88)
I describe my gender in another way	
Prefer not to say	
A	12% (21)
B	27% (47)
C1 + students	22% (38)
C2	21% (36)
D	12% (20%)
E	5% (9%)
Prefer not to say	1% (2)

GENDER

SEG

AGE OF CHILDREN

Demographics	Total % (base)
0-3	29% (7)
4-7	10% (42)
8-11	29% (7)
12-16	33% (8)
Do not suffer with any disabilities	61% (105)
Disability	35% (61)
Prefer not to say	4% (7)

DISABILITY

# Demographics

WW SEGMENT

Demographics	Total % (base)
Busy parents	41% (36)
Cautious families	34% (30)
Resilient Challengers	24% (21)
A (Budget conscious elderly)	20% (18)
B (Indebted singles)	3% (3)
C (Comfortable mid-life established families)	26% (23)
D (Comfortable mid-life established families)	23% (20)
E (Financially secure empty nesters)	5% (4)
F (hard-pressed families)	9% (8)
G (Struggling single pensioners)	7% (6)
H (Families getting by)	5% (4)
Unknown	2% (2)

CACI SEGMENT

AGE

Demographics	Total % (base)
18-24	3% (3)
25-34	23% (20)
35-44	7% (6)
45-54	11% (10)
55-64	22% (19)
65+	34% (30)
Male	41% (36)
Female	58% (51)
I describe my gender in another way	1% (1)
Prefer not to say	0% (0)
A	8% (7)
B	20% (18)
C1 + students	28% (5)
C2	16% (14)
D	1% (1%)
E	8% (7)
Prefer not to say	7% (6)

GENDER

SEG

AGE OF CHILDREN

Demographics	Total % (base)
0-3	40 (8)
4-7	25% (5)
8-11	35% (7)
12-16	35% (7)
Do not suffer with any disabilities	48% (42)
Disability	45% (40)
I'm not sure	1% (1)
Prefer not to say	6% (5)

DISABILITY

# Demographics

WW SEGMENT

Demographics	Total % (base)
Busy parents	8% (11)
Cautious families	52% (72)
Resilient Challengers	49% (35)
Able Advocates	4% (3)
Here and Now	1% (1)
A (Budget conscious elderly)	34% (47)
B (Indebted singles)	6% (4)
C (Comfortable mid-life established families)	16% (22)
D (Comfortable mid-life established families)	14% (19)
E (Financially secure empty nesters)	4% (5)
F (hard-pressed families)	4% (5)
G (Struggling single pensioners)	6% (8)
H (Families getting by)	22% (16)
Unknown	4% (5)

CACI SEGMENT

AGE

Demographics	Total % (base)
18-24	
25-34	10% (14)
35-44	7% (10)
45-54	11% (15)
55-64	18% (25)
65+	54% (75)
Male	45% (63)
Female	55% (76)
I describe my gender in another way	
Prefer not to say	
A	9% (13)
B	15% (21)
C1 + students	30% (43)
C2	19% (27)
D	16% (22%)
E	6% (9)
Prefer not to say	4% (6)

GENDER

SEG

AGE OF CHILDREN

Demographics	Total % (base)
0-3	15% (3)
4-7	45% (9)
8-11	35% (7)
12-16	60% (12)
Do not suffer with any disabilities	53% (74)
Disability	41% (56)
Prefer not to say	6% (9)

DISABILITY