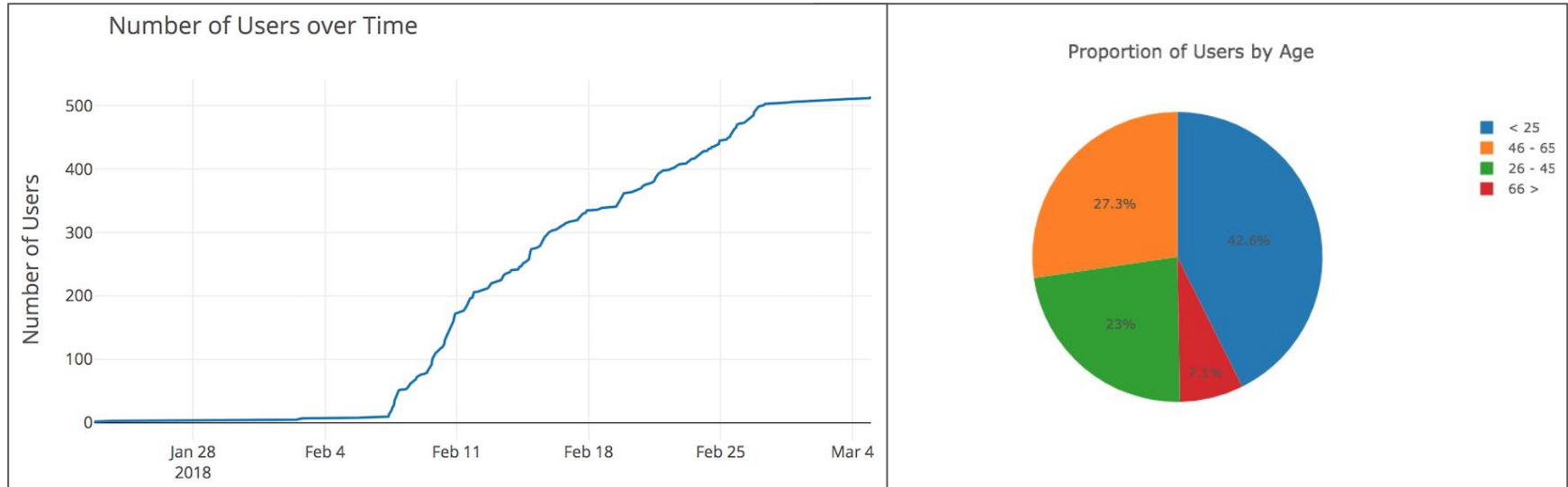


# ChatScotland Data pack (8 February - 28 February)



# ChatScotland received 523 users over 20 days

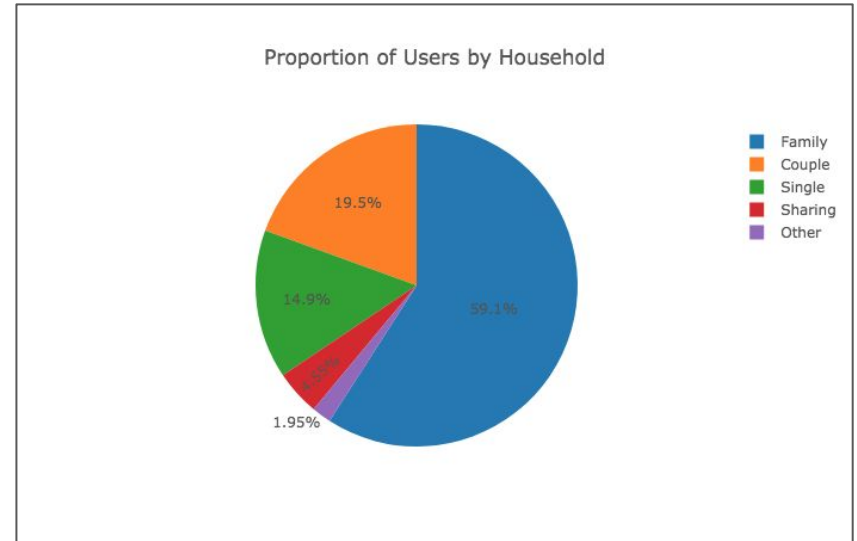
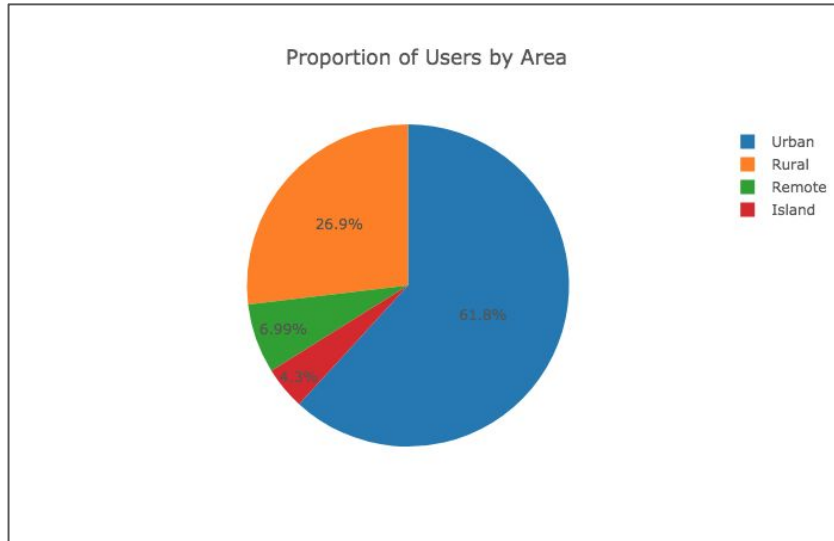


42% female

65% sample under 45 years of age

94% resident

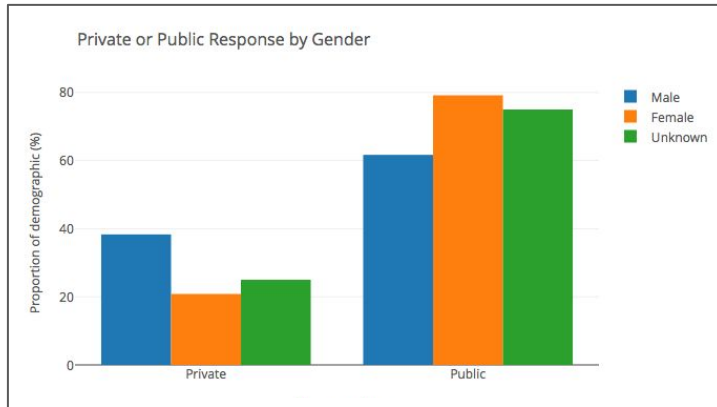
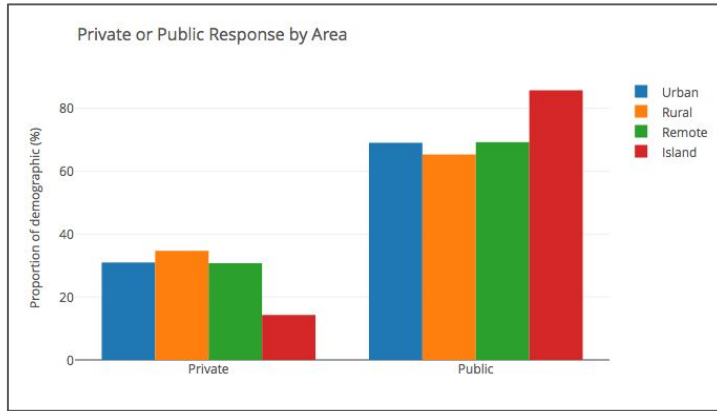
# Proportion of users by area and household



The first chat gained responses in every area / household category that we selected

# Scottish Water: Private or Public

"...do you think that Scottish Water is a Private or Public company?"

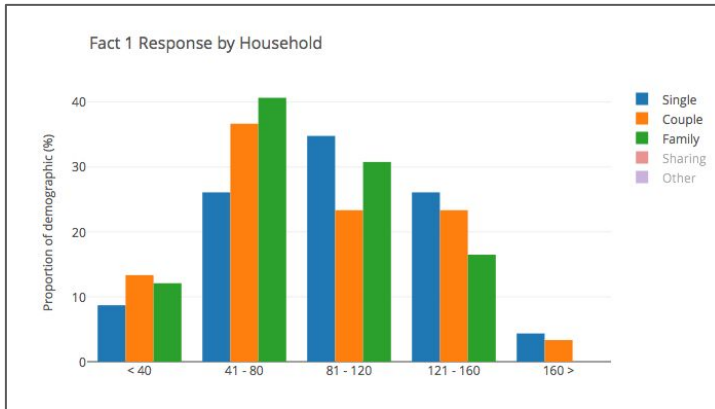
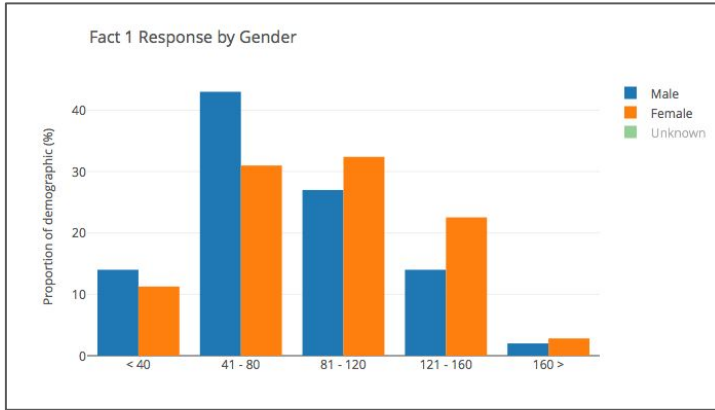


## Comments:

- Across most demographics, ~20-40% of users thought that Scottish Water is a Private company. The 'Island' and 'remote' categories have too few users to draw substantive conclusions.
- Male users were much more likely than female users to think that Scottish Water is a private company (~38% vs 20%). The unknown category has too few users to draw substantive conclusions.

## Fact 1:

“How many litres of water does a person in Scotland use a day on average?”

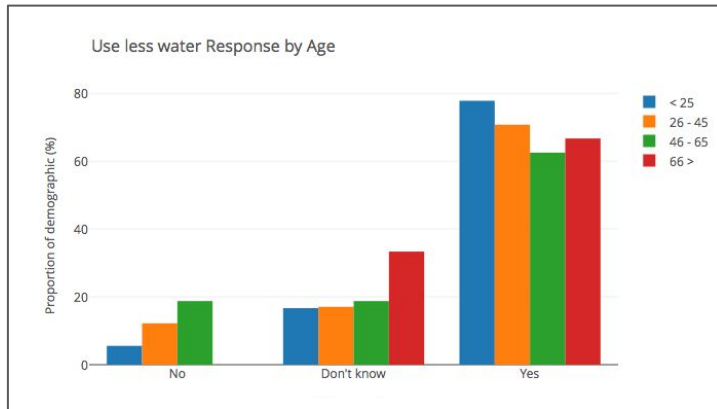
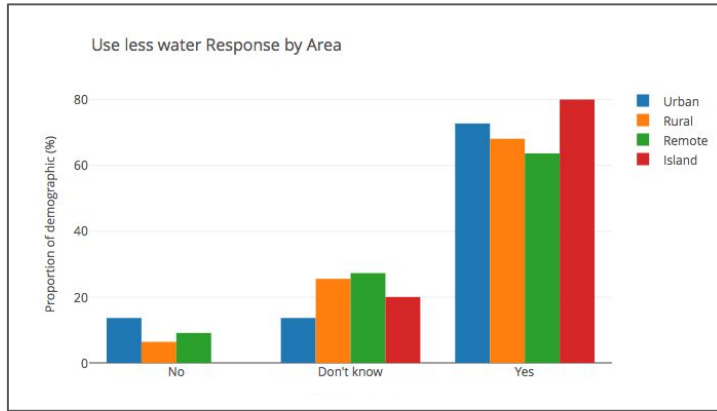


## Comments:

- Most people underestimated with their answer (the correct answer is 150 litres).
- Male users were more likely to underestimate than female users.
- Single households were more likely to get this answer right than couples or families (~25% vs ~23% vs ~17%).
- The graphs here have had 'unknown sex' and 'sharing' / 'other'.

# Use less water

"Do you think that you could use less water?"

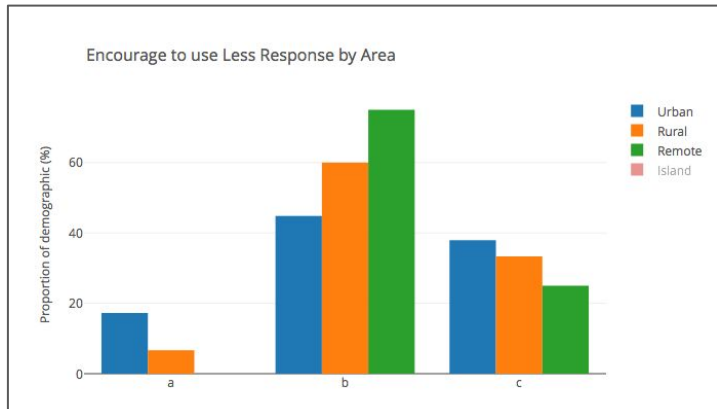
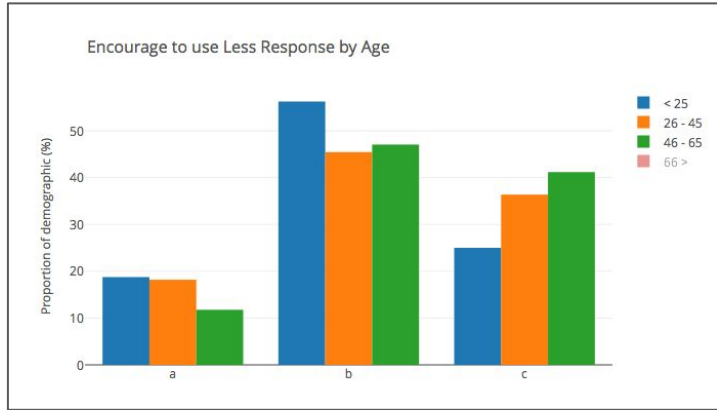


## Comments:

- Most people said that they could use less water (across each demographic, at least 60% of users agreed).
- Users living in an urban area were more likely to agree with this than those from remote areas (~72% vs. ~62%).
- Younger users (esp. < 25s) were much more likely to say that they could use less water than older users.

# What would encourage you to use less water?

a) A higher price of water ; b) More information about the environmental impact ; c) Other"

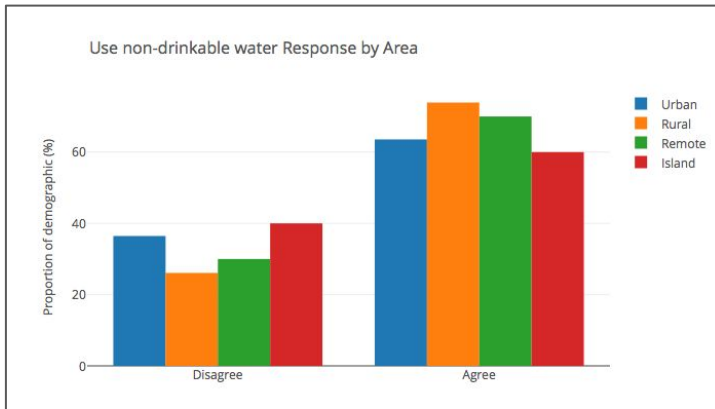
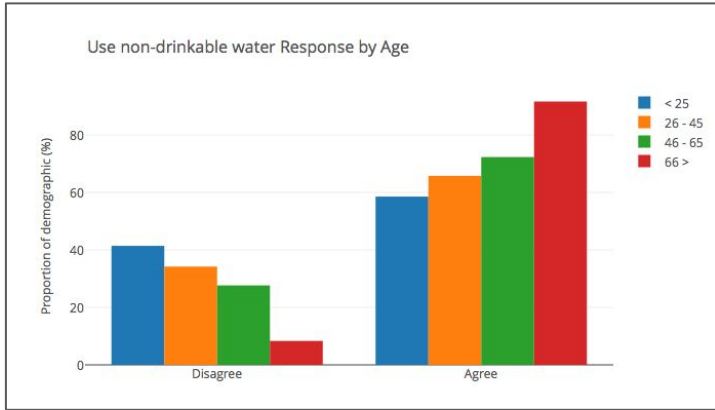


## Comments:

- Across the age groups, at least 10% of people agreed that a higher price of water would encourage them to use less water.
- Younger users were much more likely to think more information (~57% vs ~45%) or a higher price of water (~18%) would work.
- People in rural areas were much less likely to agree that higher prices would encourage them to use less (~6% vs. 17%), but they were much more likely to state that more information would be effective (~60% vs ~45%).

# Use non-drinkable water

"I currently use non-drinkable (e.g. rain) water for things like watering plants."










## Comments:

- Overall, most people agreed with this statement.
- Older users were more likely to agree than younger users (~72% of 46 - 65 vs. ~58% of < 25).
- People in urban areas were much less likely to agree compared to those in rural areas (~36% vs. ~25%).

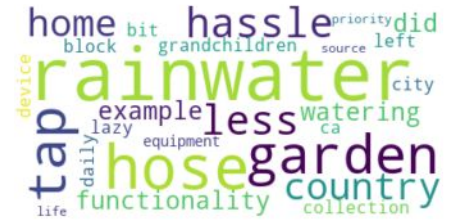









# Those that said 'Agree' were likely to say the following



User	Age	Household	SW ownership	Quote
Male	<25	 rural	Public	'It's free and does the same job'
Male	26-45	 rural	Private	'I have a nearby stream, and a water butt that we use for tasks such as, power washing the car, plant watering, patio cleaning.'
Male	46-65	 urban	Public	'because its a huge energy saving on tapped water - and it's really free.'
Female	46-65	 urban	Public	'Collectwater in a butt for use on my allotment - easier than hosepipe'
Male	46-65	 urban	Public	'Bit obvious, wasting drinking water is a waste. Plants do not need tap water.'
Female	46-65	 urban	Public	'I collect it in containers in the garden for the plants, insects, etc..'
Male	26-45	 urban	Public	'Plants grow in outside world. With rainwater there's natural food'

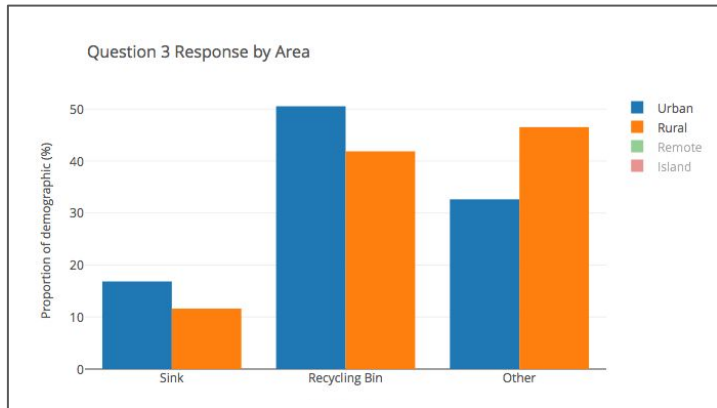
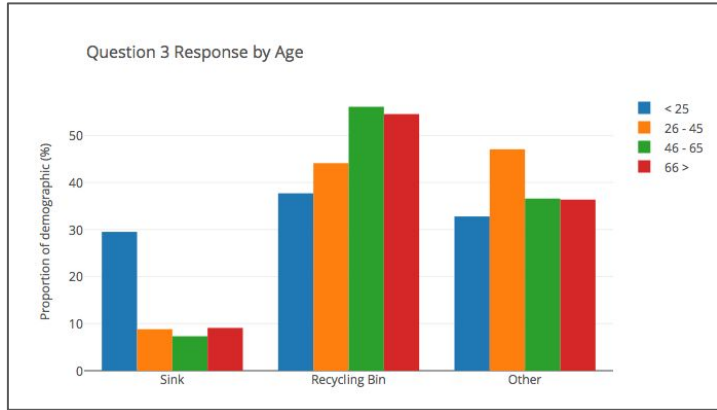
## Those that said 'Disagree' were likely to say the following



User	Age	Household	SW ownership	Quote
Male	< 25	 urban	Public	'I fill a watering can from the tap for example'
Female	66 >	 island	Public	'Didn't consider it.'
Female	< 25	 rural	Public	'I use tap water to water plants. Or half used water bottle'
Male	< 25	 urban	Public	'Never thought to use it as our water is free'
Male	< 25	 island	Private	'Lazy'
Female	46-65	 urban	Public	'I don't have a collection device'
Male	26-45	 urban	Private	'I live in a city flat block. Wouldn't know how to get nondrinkable water Daily'

# Cooking Waste

"How do you dispose of your cooking waste (e.g. grease, fats and oil)?"









## Comments:

- Most people used either a recycling bin or, in the 'Other' category specified using a landfill bin.
- < 25s were much more likely than any other age category to say that they used the sink to dispose of waste oil (~29% vs ~7% in other age groups).
- People in urban areas were also much more likely to use the sink (~17% vs ~11% in rural areas), or use a recycling bin (~50% vs ~42% in rural areas).

## Those that selected 'sink' were likely to say the following



User	Age	Household	SW ownership	Quote
Female	< 25	 island	Public	'It's the most commonly used to dispose of this waste'
Male	26-45	 rural	Private	'We're on a septic tank, so it doesn't affect anyone apart from us.'
Female	< 25	 rural	Public	'Seems like the quickest easiest way but it's really not helping in the long run, it wouldn't take 2 minutes to put it in the bin etc'
Male	< 25	 remote	Public	'Because i cant be bothere putting it in the bin'
Male	26-45	 urban	Private	'I feel like I don't use much, a tablespoon a day? Laziness. And not entirely sure where to put it after accumulating it in a glass jar or similar.'
Female	< 25	 urban	Public	'Because if it's hot the safest thing to do is to put it in the sink'

# Those that selected 'other' were likely to say the following

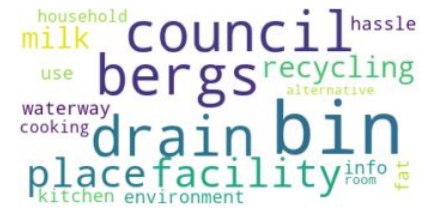
(1/2)



User	Age	Household	SW ownership	Quote
Female	< 25	 urban	Public	'We allow to solidify and use with feeding birds. We add nuts and seeds to it'
Male	26-45	 rural	Public	'No recycling bin for oil to go in at home so has to be bottle and put in a bin. Like the advert on tv states.'
Female	< 25	 remote	Public	'Toilet, Dont no of any other ways'
Female	< 25	 rural	Public	'landfill'
Female	46-65	 urban	Public	'Putting milk down into the waterway contributes to fat bergs I believe. And you cannot put old milk down the drain or in the food recycling.'
Male	< 25	 rural	Public	'Place in a plastic bottle and place in the bin'

# Those that selected 'other' were likely to say the following

(2/2)



User	Age	Household	SW ownership	Quote
Female	26-45	 urban	Private	'Council told us not to put in food waste bin. Don't want to put down sink due to fatberg info.'
Male	26-45	 urban	Private	'By recycling it with bread nuts and other foods and then freezing so birds that frequent the bird feeding tables/area can eat it they love it normally is gone well before dark'
Female	26-45	 urban	Public	'Keep it all in pots and then bun it when full.'
Unknown	46-65	 urban	Public	'Mixed into the compost. Very little waste fat anyway and none that can be recycled.'

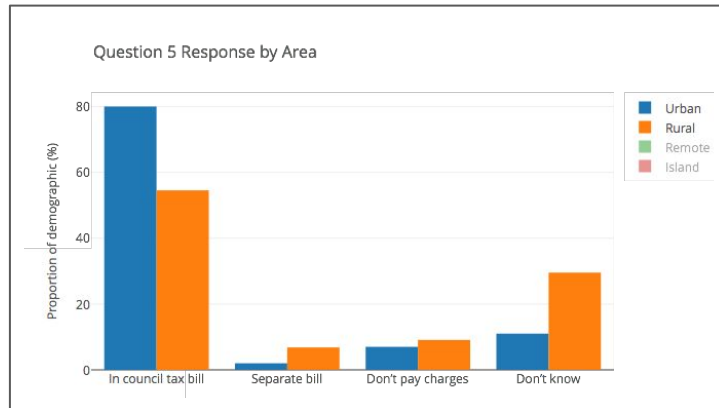
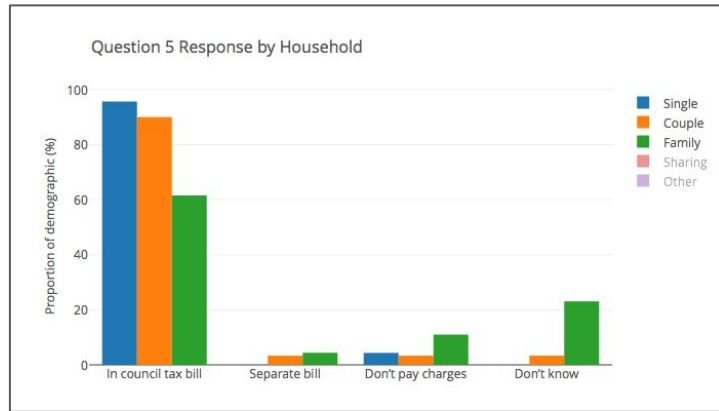
## Those that selected ‘recycling bin’ were likely to say the following



User	Age	Household	SW ownership	Quote
Male	46-65	 urban	Private	‘Any food waste or grease is a potential blocking hazard for sinks baths and toilets. And it all boils down to ignorance.’
Male	26-45	 urban	Private	‘Council doesn't provide facility to recycle’
Male	46-65	 urban	Public	‘We have food waste collections once every two weeks, collected with garden waste’
Female	66 >	 urban	Public	‘We have a very good recycling unit at Polmadie in Glasgow South and i recycle items which can't go into the recycling home bins.’
Unknown	46-65	 rural	Public	‘Saves the hassle of unblocking the kitchen sink’
Male	26-45	 urban	Public	‘Local recycling place collects oils and fats for processing into fuel so makes sense’

# Water Charges

"How do you currently pay your water charges?" (1/2)



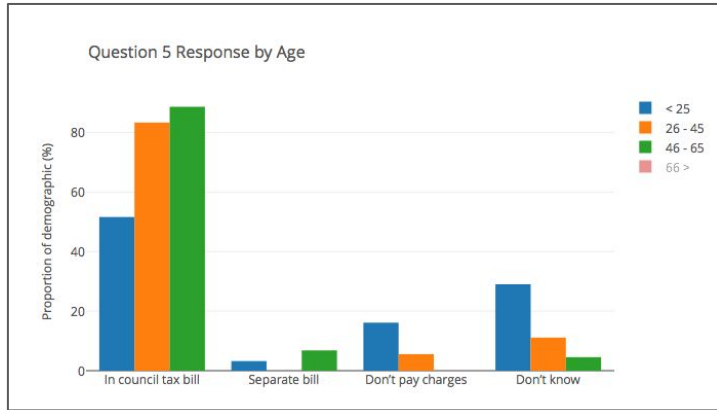
## Comments:

- Most people stated that they pay their water charges as part of their council tax bill.
- People in 'Family' type households were more likely to say that they didn't know how they paid (~23% vs ~1% of other household types). This may be due to the person answering the chat not actually being responsible for paying the bill.
- People in rural areas were also much more likely to say that they didn't know how they paid (~30% vs ~10% living in urban areas).



# Water Charges

"How do you currently pay your water charges?" (2/2)

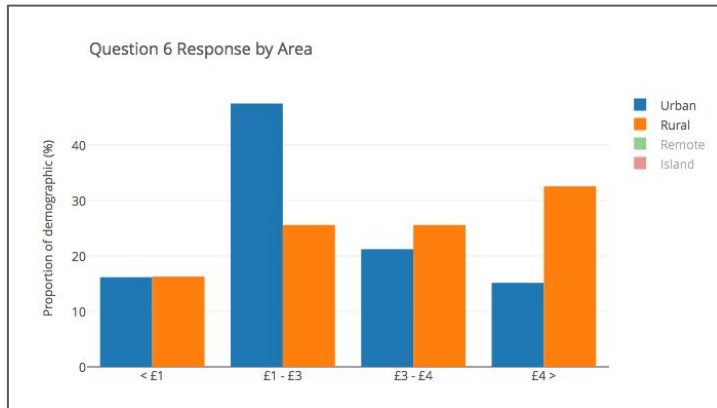
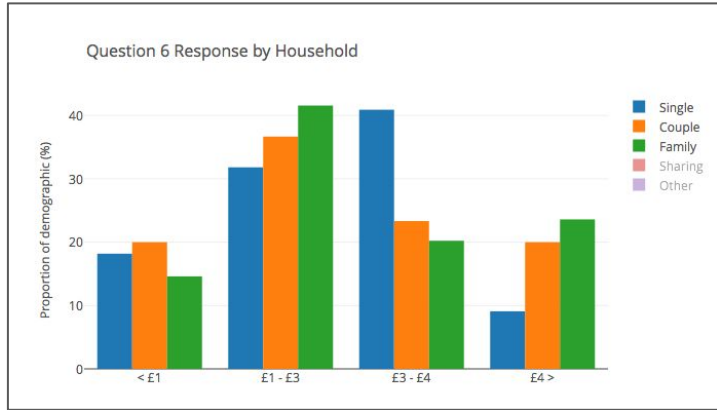


## Comments:

- < 25s were the most likely of all age groups to say that they didn't know how they paid (~28% vs. less than ~10% in other age groups).

# Daily Charges

"How much do you think you pay per day for your water and waste water services?"

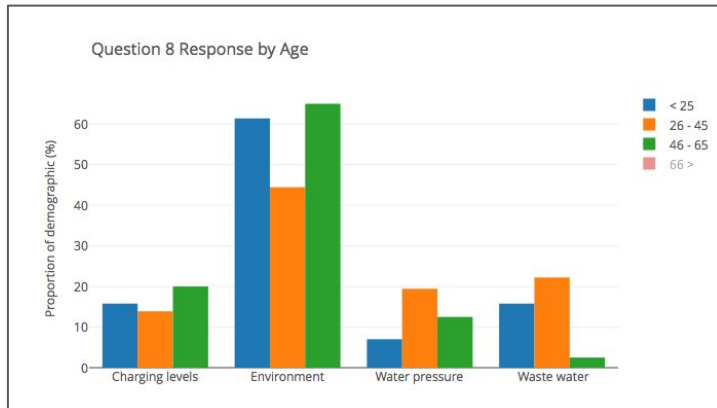
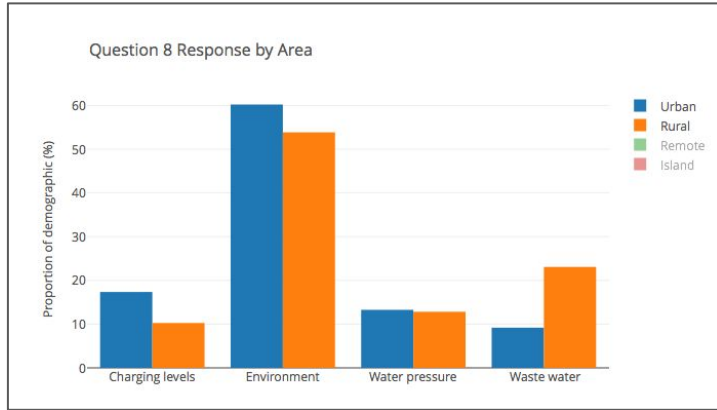


## Comments:

- ~46% of those that answered this question specified an amount greater than £3 (including the £3 - £4 category).
- People living in 'Single' type households were more likely to be in this category of over-estimation than 'Couple' or 'Family' type households (~52% vs ~44%).
- Users from rural areas were also more likely to over-estimate than those from urban areas (~64% vs ~45%).

## Future topics

"Please tell us which area you would like to give your view on in the future:"



### Comments:

- Most users in each demographic chose 'Environment' as their preferred future topic.
- Users from urban areas were less likely than those from rural areas to want to be engaged on 'Waste water' (~22% vs 9%).
- People in the age bracket 26 - 45 were notably less likely to want to be engaged on 'Environment' (only ~44%).
- This age group were relatively more interested in 'Water pressure' or 'Waste water' topics.

## Conclusion

- This chat received less traction than we expected. We believe that there are a number of factors that influenced this:
  - (a) Interest in the topic on social media / press (limited re-tweeting and no press articles).
  - (b) Higher cost of click through on advertising (circa £1 a user compared to c. £0.40 with our other clients).
  - (c) Less use of engaging advertising on the subject (e.g. no mention of leaks or customer service).
  - (d) Males were proportionally more drawn to the subject than females. This may be linked to the fact that the best performing advert related to the Fatberg.
  
- The chat does, however, reveal a number of interesting points:
  - (e) Positive feedback from users who engaged.
  - (f) Interest from other sectors in the Scottish Government on using this approach for non-water topics.
  - (g) Free-text comments usually detailed and provide good overview of sentiment towards topics.
  - (h) Users who completed the chat and joined the Facebook group seemed interested to explore further topics.

## Next steps

- Our assessment is that a small community could be built and maintained over the course of three chats.
- Given traction of chat one, and if we were able to better engage the media or tie this into another theme(s) in Scotland, we would expect this active user base to total 1,000 - 3,000.
- If stakeholders wished to proceed with another chat to attempt to grow the user base further, we would suggest that this is done as follows:
  - (a) More alignment with Scottish Water's [yourwater.scot](https://www.yourwater.scot) campaign to avoid duplication and to cross-pollinate both campaigns (e.g. direct chatbot users to the deeper dive web survey).
  - (b) Keep the structure of engaging facts and free text comments.
  - (c) Engage on more controversial questions such as leakage which may result in more users joining the chat.
  - (d) Use the Government of Scotland's social media reach to engage a wider user base.
  - (e) Increasing the advertising spend from £1,000.