



# WATER CONSUMPTION STUDY

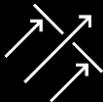
Report prepared for Reckitt-Beckiser

July 2019

This artwork was created using Nielsen data.

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# RESEARCH DETAILS

 <b>METHODOLOGY</b>	Face to face, observations and water measurement at the Respondent's home
<b>RESPONDENTS</b>	<b>Respondents:</b> <ul style="list-style-type: none"><li>▪ people who wash dishes by hand,</li><li>▪ do not have dishwasher at home,</li><li>▪ prepare and eat meals at home every day,</li><li>▪ people who are mainly responsible for dish washing in household,</li><li>▪ wash the dishes under running water,</li><li>▪ have accessible and working properly water meter at home.</li></ul>
<b>SAMPLE</b>	Total N=120; N=30 per market (Poland, Czech, Hungary, Romania)
<b>LOCATION</b>	1 big city and smaller 1-4 cities per market
<b>LOI</b>	Visit time – around 1 hour (including meter accuracy check, dishes checks, washing process oversight, time and water usage)

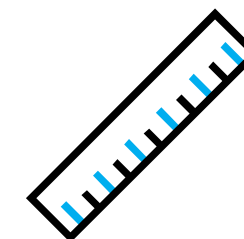
# ABOUT THE OBSERVATION EXECUTION

## ✓ Recruitment process:

1. Screener
2. Pictures of water-meter status test

## ✓ Preparations to the survey:

1. MS WORD instructions for the Auditor and for the Respondent,
2. Q&A telephone session with Reckitt and local Nielsen representatives.



**Recruitment process**  
**Nielsen**



**Preparations to the survey**  
**Nielsen**  
**Reckitt-Beckiser**

# ABOUT THE OBSERVATION EXECUTION

## ✓ Fieldwork Execution at the Respondent's home:

1. Explanation of the rules
2. Pre-check of water-meter and number of prepared dirty dishes to wash.
3. Picture of the water-meter status before the main observation.
4. Observation and time measurement start.
5. End of the observation: stop the stopwatch, picture of the water-meter status after the main observation.
6. Additional post-test: pouring 5 L of water into a container and measuring time.



Execution of the project  
Nielsen

# THE MOST IMPORTANT INDICATORS

How much does it take to wash the dishes in hand?

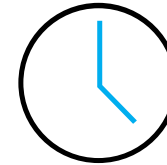
**WATER**



Avg. number of liters

**88**

**TIME**



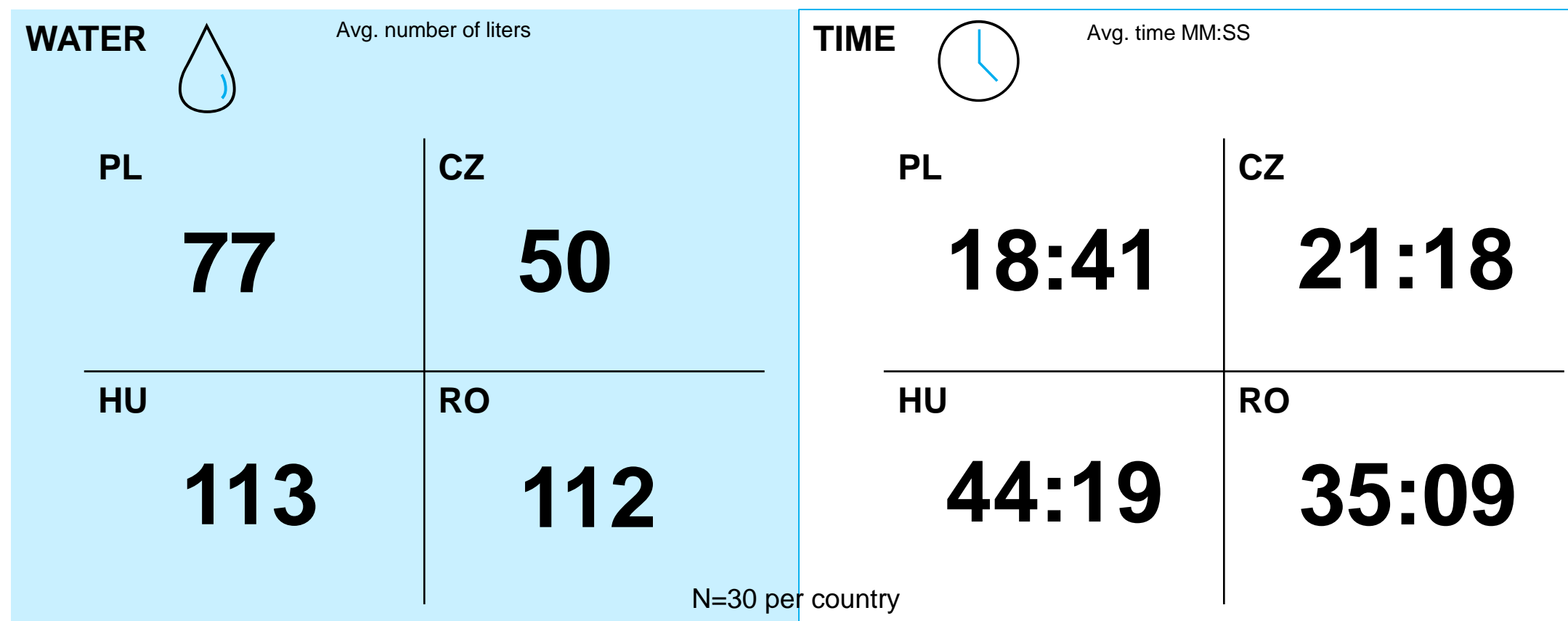
Avg. time MM:SS

**29:52**

Average number of litres & average time

# THE MOST IMPORTANT INDICATORS SPLIT BY COUNTRIES

How much does it take to wash the dishes in hand?

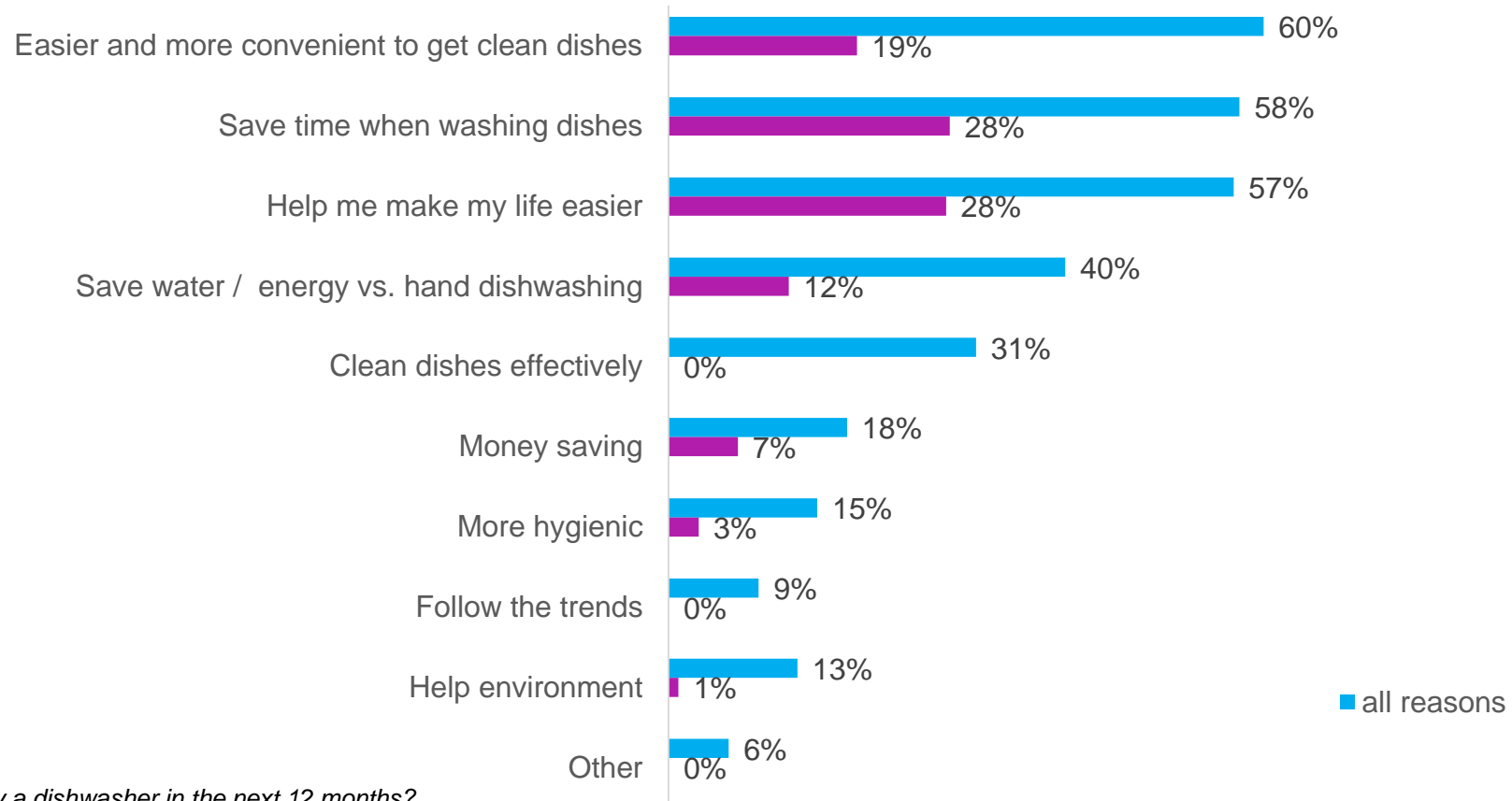


For communication purposes minimum sample required is N=100

# PEOPLE WHO DOES NOT HAVE A DISHWASHER...

56%

## Plan to buy a dishwasher in the next 12 months



Base: All respondents N=120

Ref: Q1. Are you planning to buy a dishwasher in the next 12 months?

Base: respondents who want to buy a dishwasher N=67

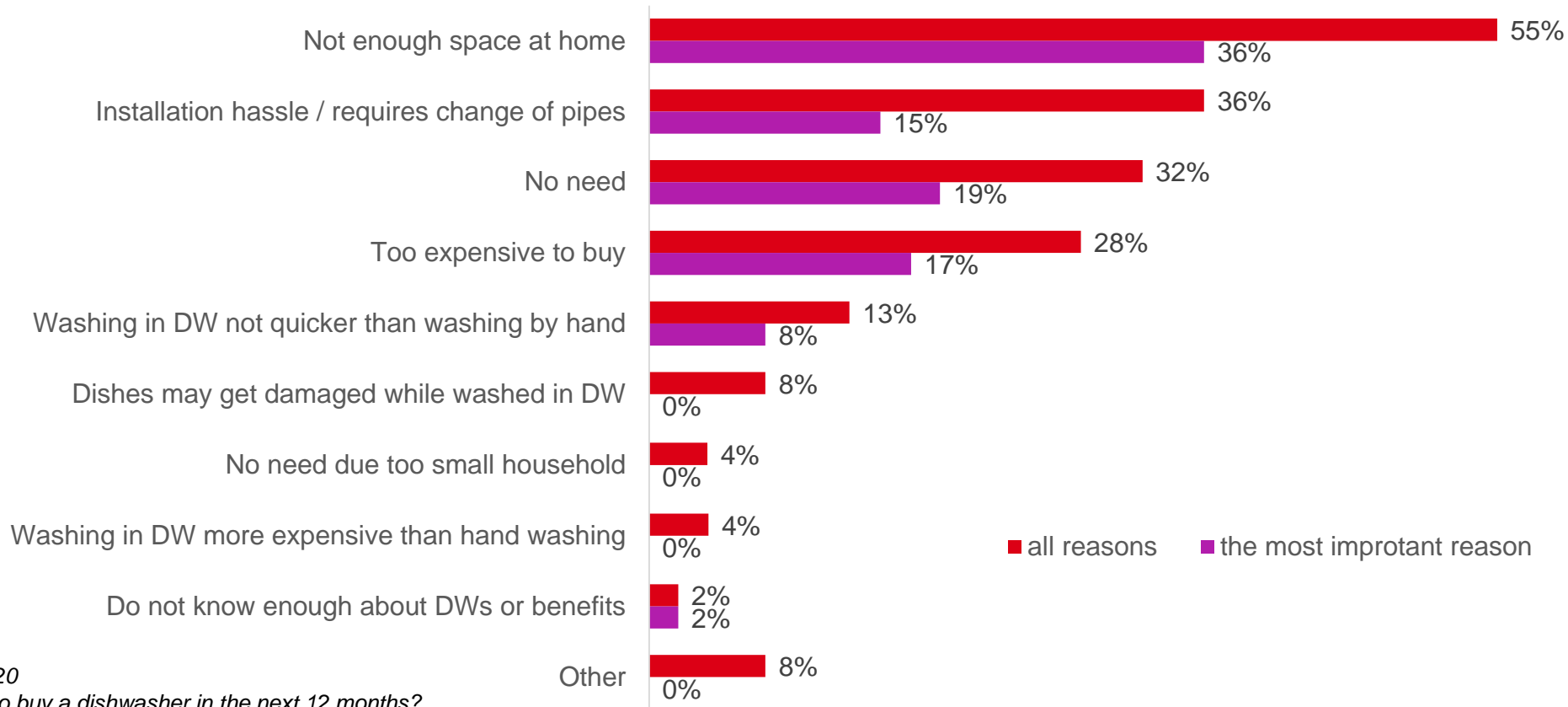
Q2. What are the reasons why you want to buy a dishwasher:

Q2a Which reason is the most important to you?

# PEOPLE WHO DOES NOT HAVE A DISHWASHER...

44%

## Do not plan to buy a dishwasher in the next 12 months



Base: All respondents N=120

Ref: Q1. Are you planning to buy a dishwasher in the next 12 months?

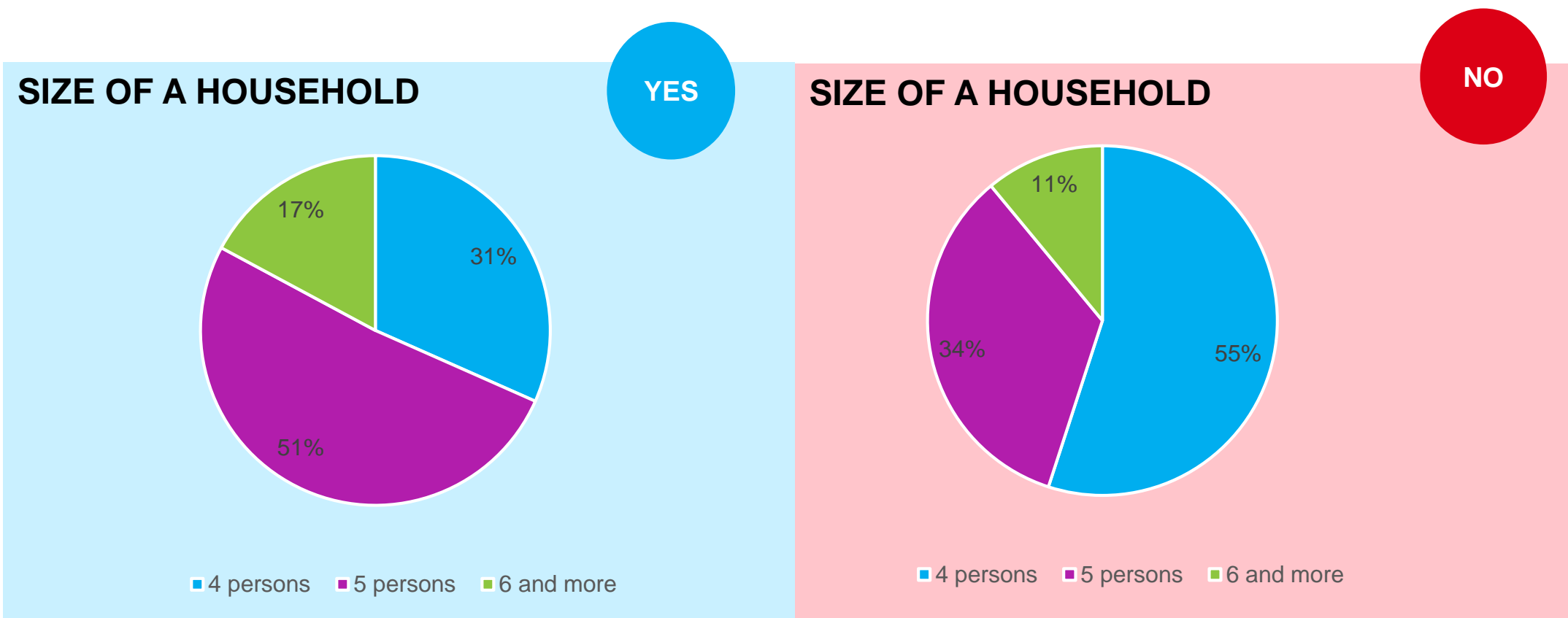
Base: respondents who do not want to buy a dishwasher N=53

Q3. What are the reasons why you do not want or plan to buy a dishwasher (mark the barriers):

Q3a. What is the main reason why you do not want to buy a DW:



# THE PROFILE OF PEOPLE WHO WANT AND DO NOT WANT TO HAVE A DISHWASHER



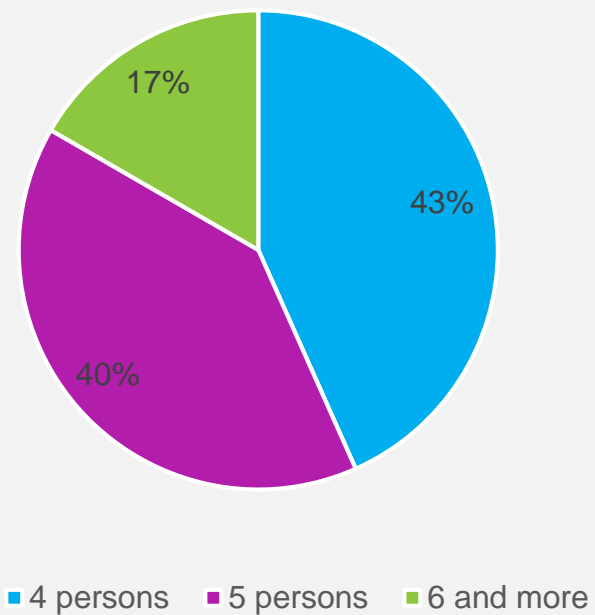
Base: All respondents N=120

Ref: Q1. Are you planning to buy a dishwasher in the next 12 months?

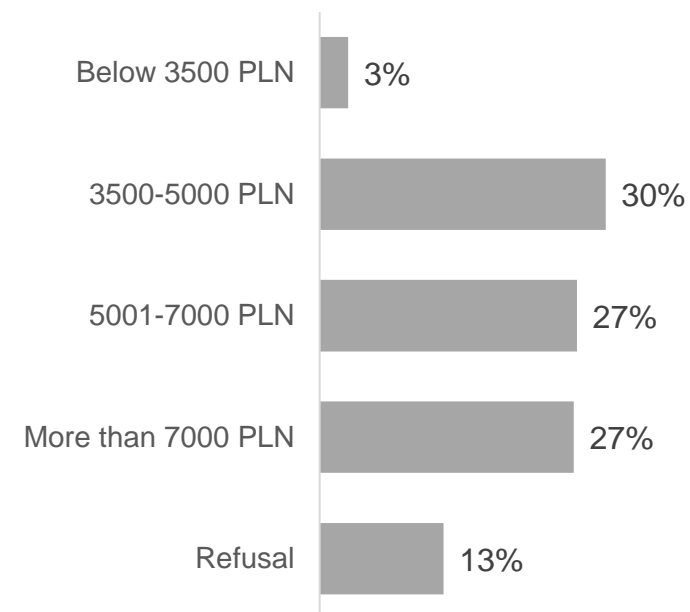
# DEMOGRAPHY: POLAND



## SIZE OF A HOUSEHOLD



## INCOME OF A HOUSEHOLD



Base: All respondents N=30 – SMALL BASE

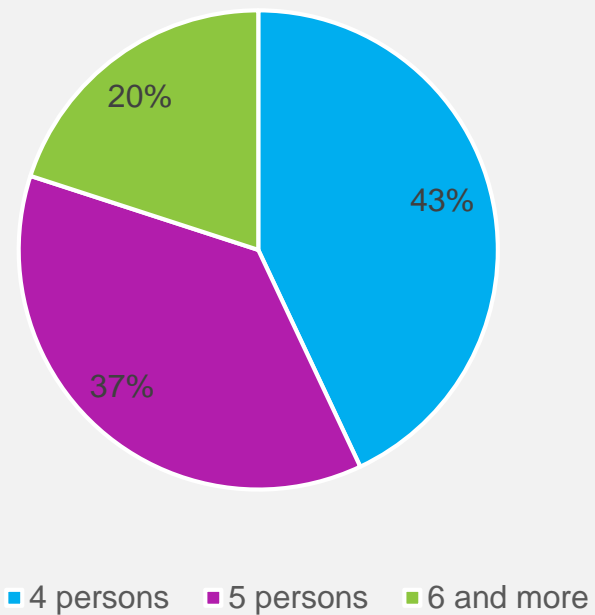
Ref: Q1. Are you planning to buy a dishwasher in the next 12 months?

Q4. Please indicate the range on this form, which corresponds to the approximate monthly income of your household (net income, or "on hand").

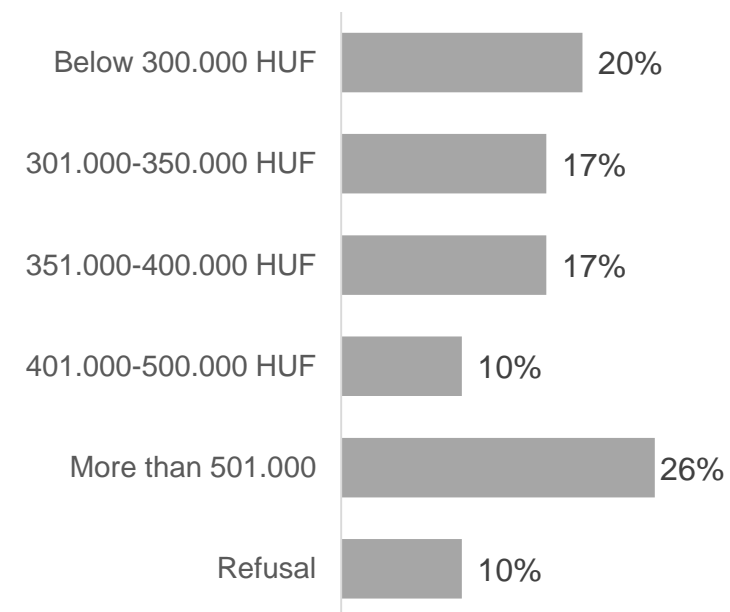
# DEMOGRAPHY: HUNGARY



## SIZE OF A HOUSEHOLD



## INCOME OF A HOUSEHOLD



Base: All respondents N=30 – SMALL BASE

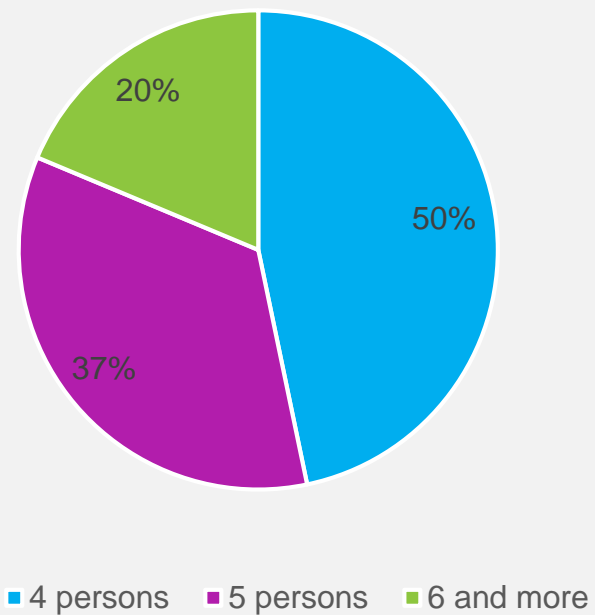
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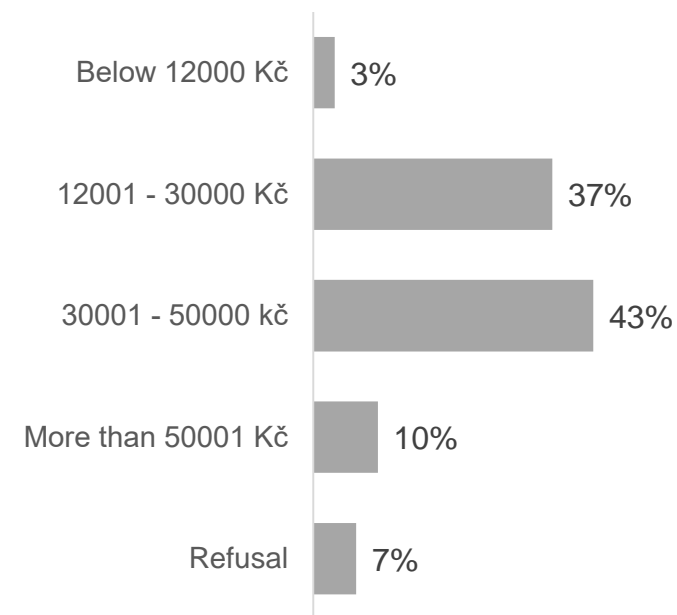
# DEMOGRAPHY: CZECH REPUBLIC



## SIZE OF A HOUSEHOLD



## INCOME OF A HOUSEHOLD



Base: All respondents N=30 – SMALL BASE

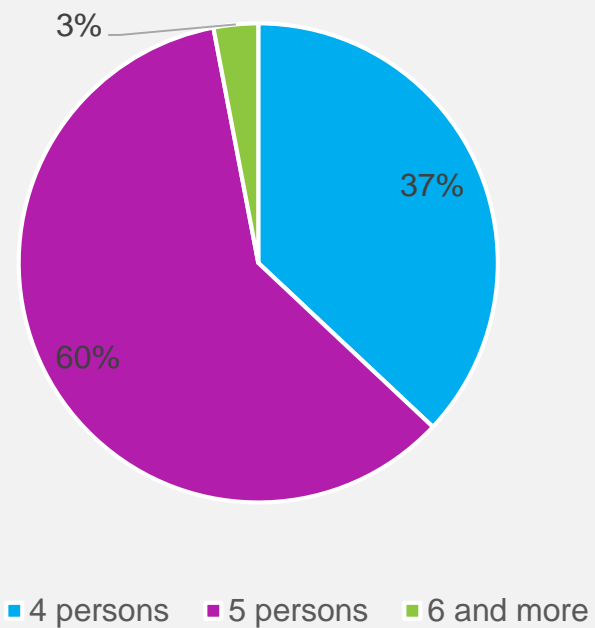
Ref: Q1. Are you planning to buy a dishwasher in the next 12 months?

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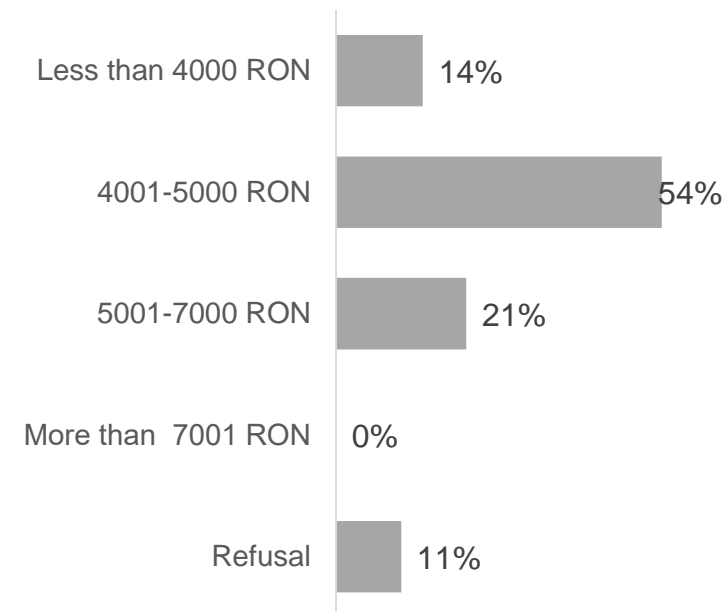
# DEMOGRAPHY: ROMANIA



## SIZE OF A HOUSEHOLD



## INCOME OF A HOUSEHOLD



Base: All respondents N=30 –SMALL BASE

Ref: Q1. Are you planning to buy a dishwasher in the next 12 months?

Q4. Please indicate the range on this form, which corresponds to the approximate monthly income of your household (net income, or "on hand").