POSEIDON

Thinking About Water Scarcity

Designed for **Reckitt Benckiser**

December 20, 2019

Reckitt Benckiser

GAME CHANGERS

Ipsos

ACTIVITIES MADE WITH THE DISHES

Indoor occasions

Loaded in the dishwasher **WITHOUT PRE-RINSE** **44%**

Loaded in the dishwasher **AFTER PRE-RINSE** **39%**

Completely or partially **HAND-WASHED** **19%**

Left in the kitchen sink/**UNWASHED** **9%**

Loaded in the dishwasher **AFTER SOAKING** **5%**

Average of 1,2 actions

+10 pt
Men as householder

+11 pt
Householder aged more than 64 y.o.

+12 pt
Household with 2 persons

+6 pt
Household with no children

+25 pt
Age of DW 11 years or more

+12 pt
Marseille

Base : indoor occasions N=2246
Q12. Activities made with the dishes

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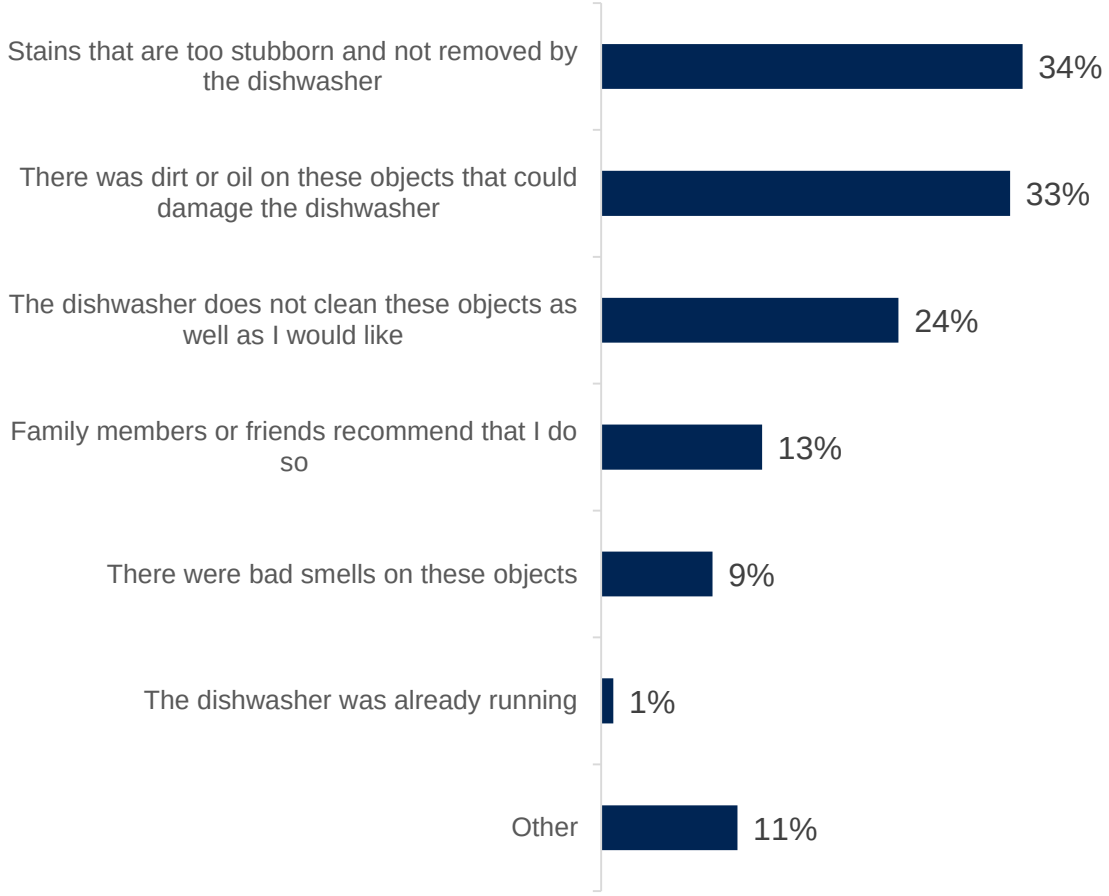
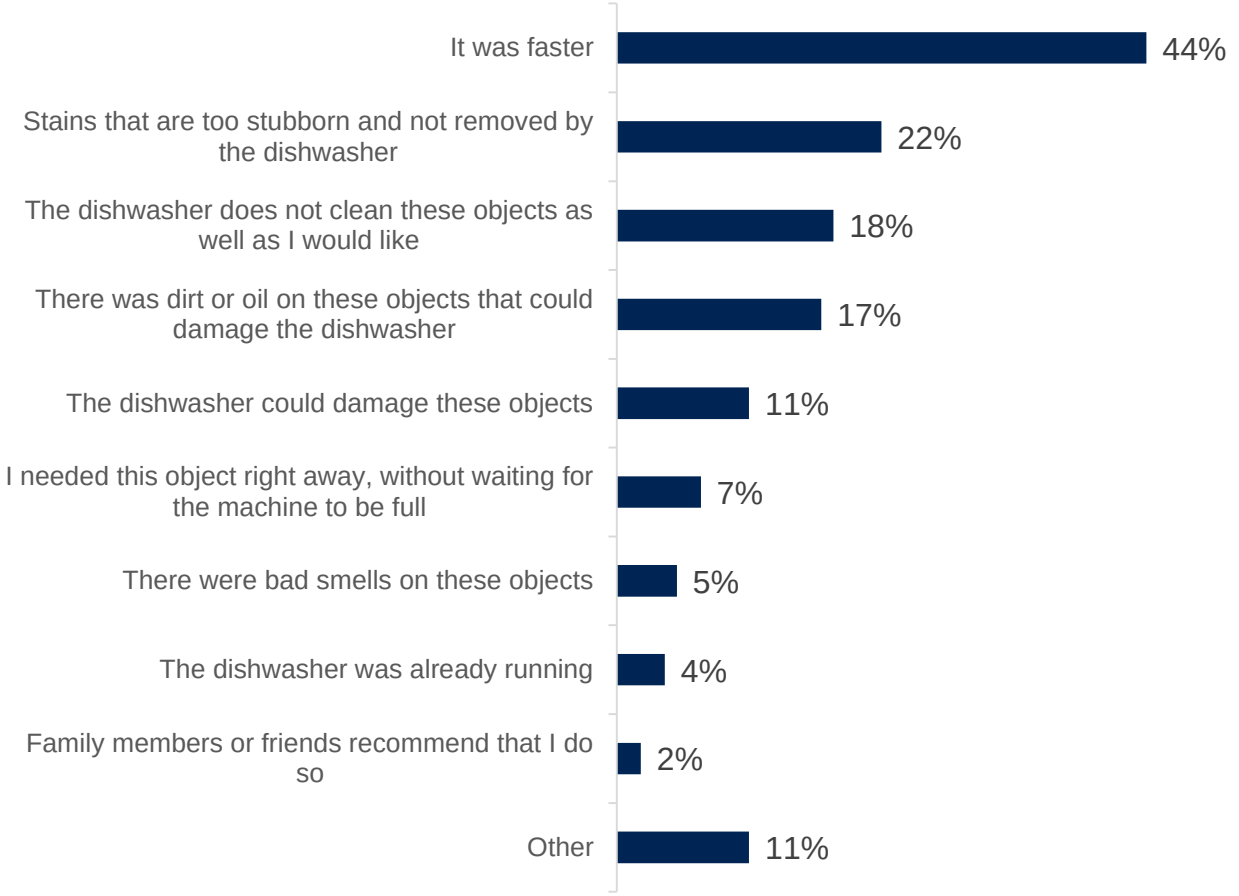
KEY RESULTS – REASONS TO PRE-RINSE/SOAK OR HANDWASH

Reasons to pre-rinse/soak



Reasons to handwash



Base : occasion Pre-rinse / soak N= 945 ; occasion handwash N=439

PRE-RINSING– ACTS AND CONSUMPTION

Acts

1,19

Average number of **pre-rinse/ soak acts per day** *(weekly base)*

8,33

Average number of **pre-rinse/ soak acts per week**

Consumption

7,49L

Average number of **liters wasted at pre-rinse/soak per act**

8,9L

Average number of **liters wasted at pre-rinse/soak per day**

62,39L

Average number of **liters wasted at pre-rinse/soak per week**

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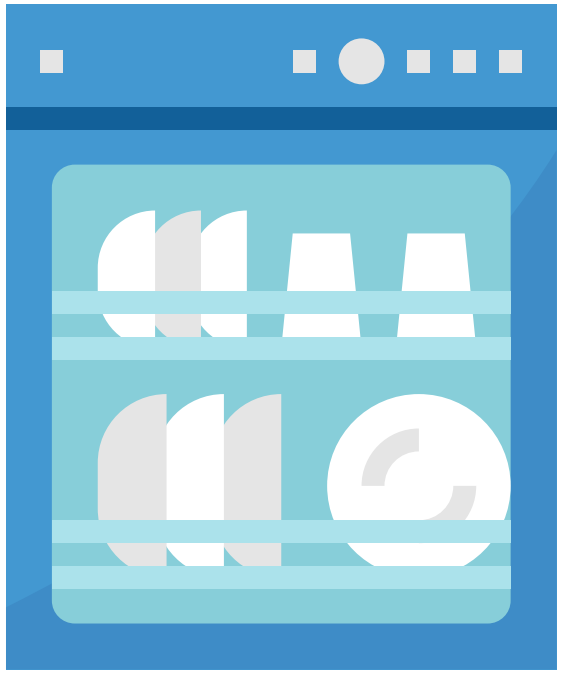
Maximum value 52L excluding 1.6% occasions

KEY RESULTS – WATER USED TO PRE-RINSE A LOAD OF DW



AVERAGE USE OF DISHWASHER

4,42 per week

AVERAGE LOAD OF DISHWASHER

43,98 units

(average units)

Cutlery	*17,13*
Plates	*7,93*
Glasses/cups	*10,68*
Pans/Pots	*3,95*
Other dishes	*4,29*

WATER USED TO PRE-RINSE THE LOAD

60,69L

(1,38L per unit)

Calculation steps:

1/ calculation of the average number of parts per load of dishwasher (per type of part) :
(Number of cutlery used over 7 days - Number of hand-washed cutlery) / average number of times per week the dishwasher is used (4,42

⇨ Cutlery = 17,13 per charge

⇨ Plates = 7,93 per charge…

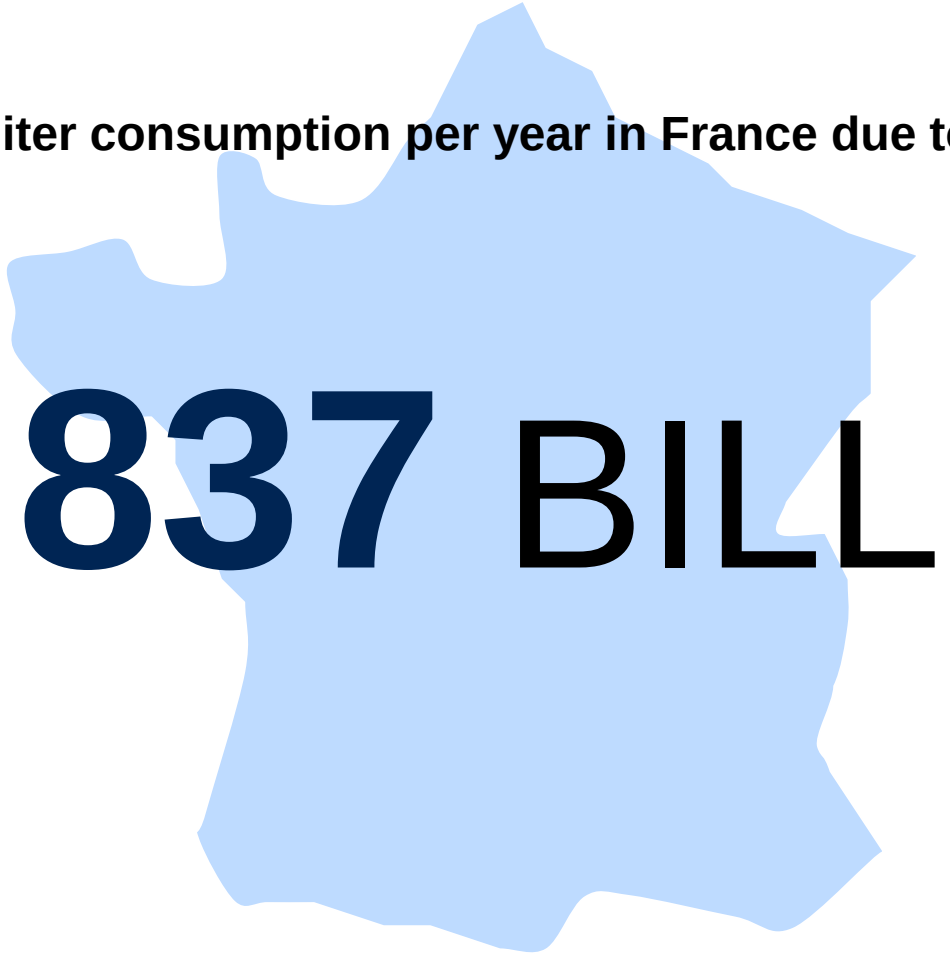
2/ addition of the different parts constituting an average load of dishwasher :
Average load for dishwashers = 17.13 cutlery + 7.93 plates +… = 43.98 pieces in total

3/ calculation of the number of litres of water wasted for an average pre-rinsed load :
Average load for dishwasher x average number of litres used to pre-rinse 1 piece

⇨ 43, 98 x 1,38L = 60,69 L

KEY RESULTS – EXTRAPOLATION OF WATER WASTED PER YEAR DUE TO PRE-RINSE/SOAK

Extrapolation of average liter consumption per year in France due to pre-rinse/soak



22.837 BILLIONS L

Calculation : 28,5 millions household in France 2013 from INSEE / % household pre rinsing/soaking x number of household in France x average quantity used per year

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SURVEY DESIGN

REMINDER

SAMPLING METHOD

- Participant selection from a panel list using the quota method
- Recruitment in 5 cities:
  - Paris
  - Lille
  - Lyon
  - Bordeaux
  - Marseille

TARGET

- 127 valid respondents – 4444 acts described
- Representative in terms of:
  - Gender / Age / Social-economic category (SEC) / Household composition

Based on Ipsos Poseidon Omnibus Data

DATA COLLECTION

- Face-to-face recruitment
- In-home test using water meter
- Online follow-up diary on 7 consecutive days (incl. week-end)
- CAPI / CAWI
- Collection dates:
- Recruitment: 20-28 November
- Diary : 7 days

STATISTICAL ANALYSIS

- Weighted sample
- Rim Weighting on quotas (gender, age, household composition, SEC)

METHODOLOGY

127

VALID INTERVIEWS

4.444

ACTS DESCRIBED

100%

DISHWASHER MACHINE OWNERS WHO PRE-RINSE THE DISHES

WATER METER AND ADAPTATOR USED (BRAND GARDENA, MANUFACTURER'S REFERENCE 8188-20)

DATA COLLECTION

Daily Diary:

- Self-completion
- 7 days x 5 meals occasion (breakfast, lunch, dinner, snack, other)

QUOTAS

- City
- Gender, age and SEC of householder
- Household composition

QUESTIONNAIRE LENGTH

- Screener : 5min
- Diary : 8-10min

CITIES

- Paris, Lille, Lyon, Bordeaux, Marseille

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