

Toilet Leaks
SoundStats Survey
November 2002

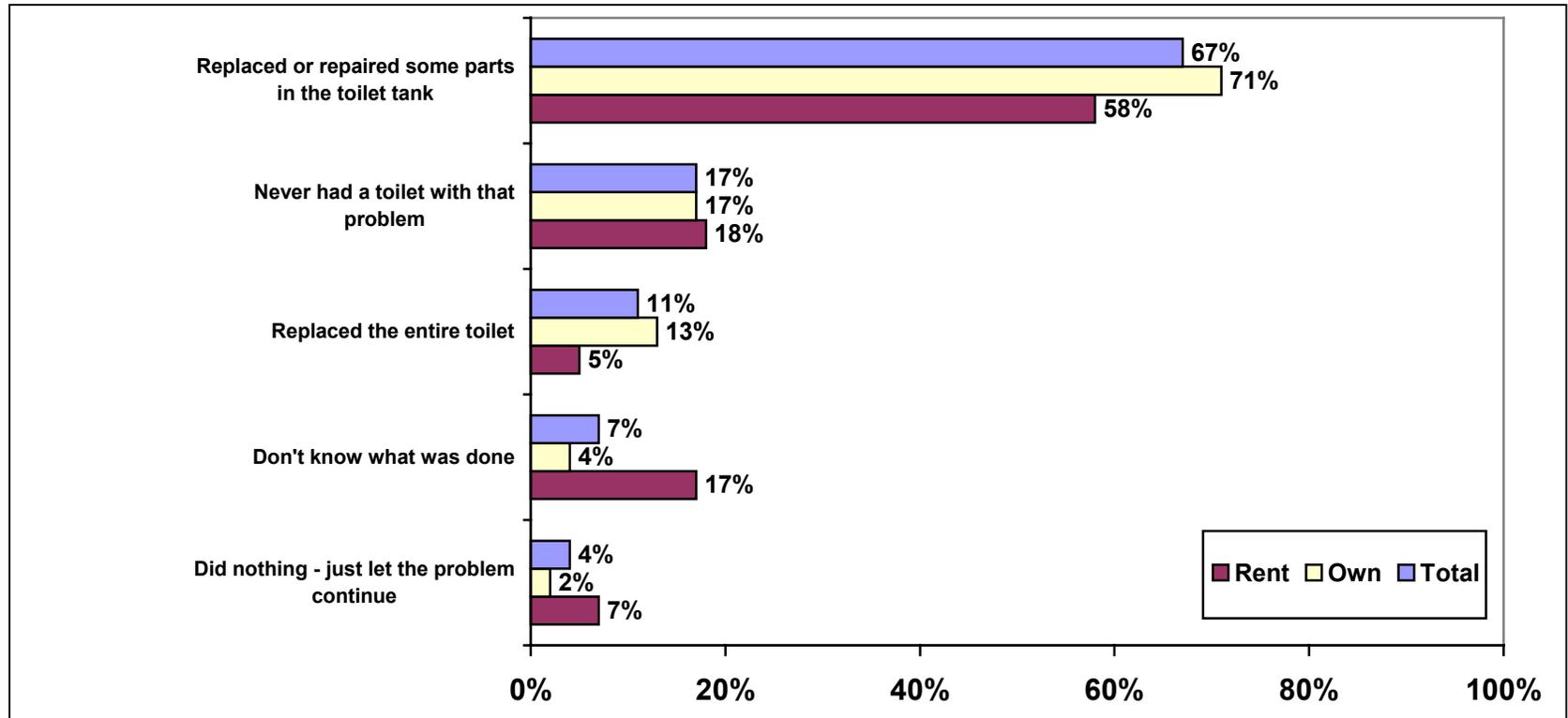
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Findings

Q1 – If you ever had a toilet that "Kept Running" or was leaking, of the following choices, what did you do?

(Base = All Respondents [n=401])

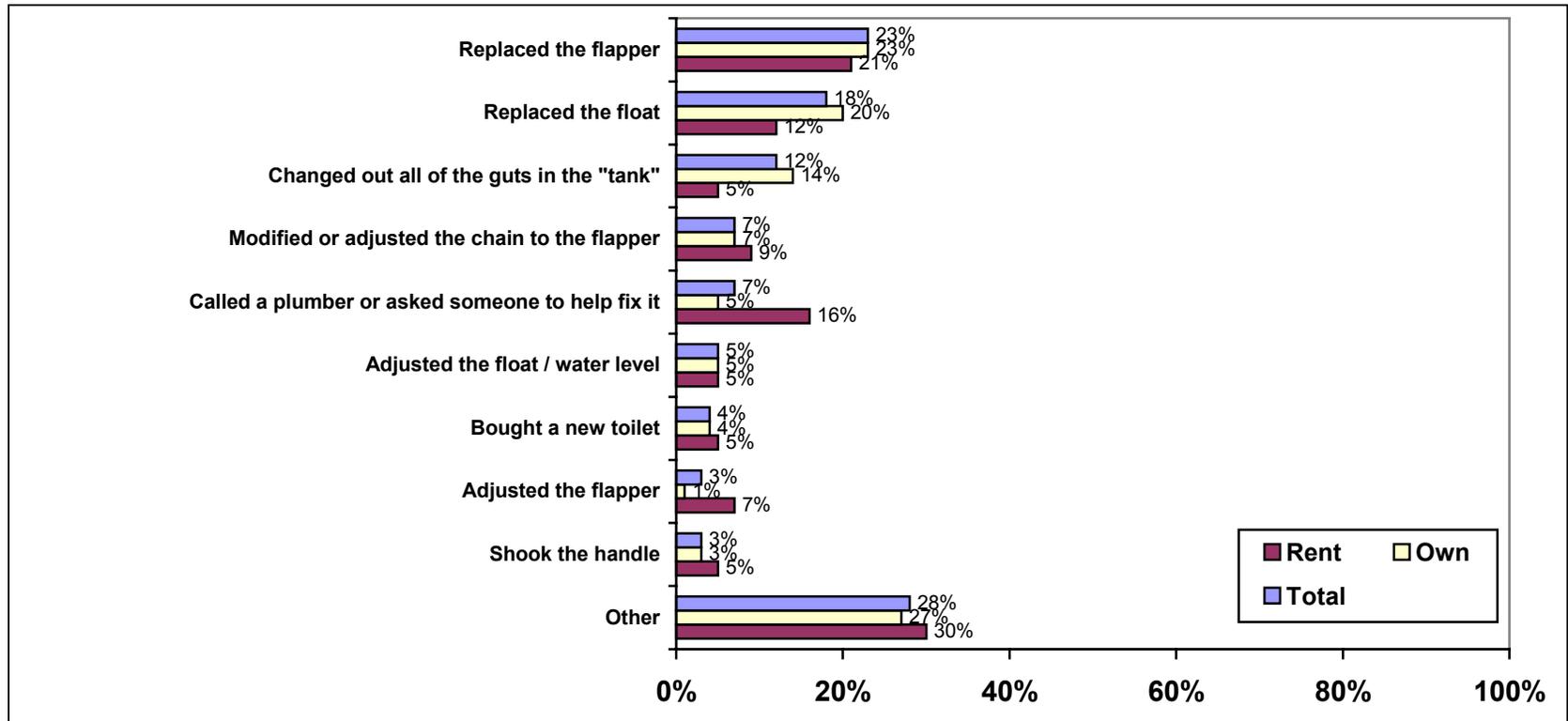


Summary Results

- Two-thirds (67%) of respondents stated that they "repaired or replaced some parts in the toilet tank". Those who own their homes are significantly more likely to "repair parts in their toilet tank" (71%) than those who rent (58%) or "replace the entire toilet" (13%) than those who rent (5%).
- Respondents aged 45-54 are significantly more likely (86%) than all other age groups to have replaced or repaired some part in the toilet tank than all other age groups.

Q2 – Thinking of the last time you repaired or replaced your toilet, how was the problem fixed?

(Base = Respondents who replaced or repaired some part in the toilet tank [n=237])

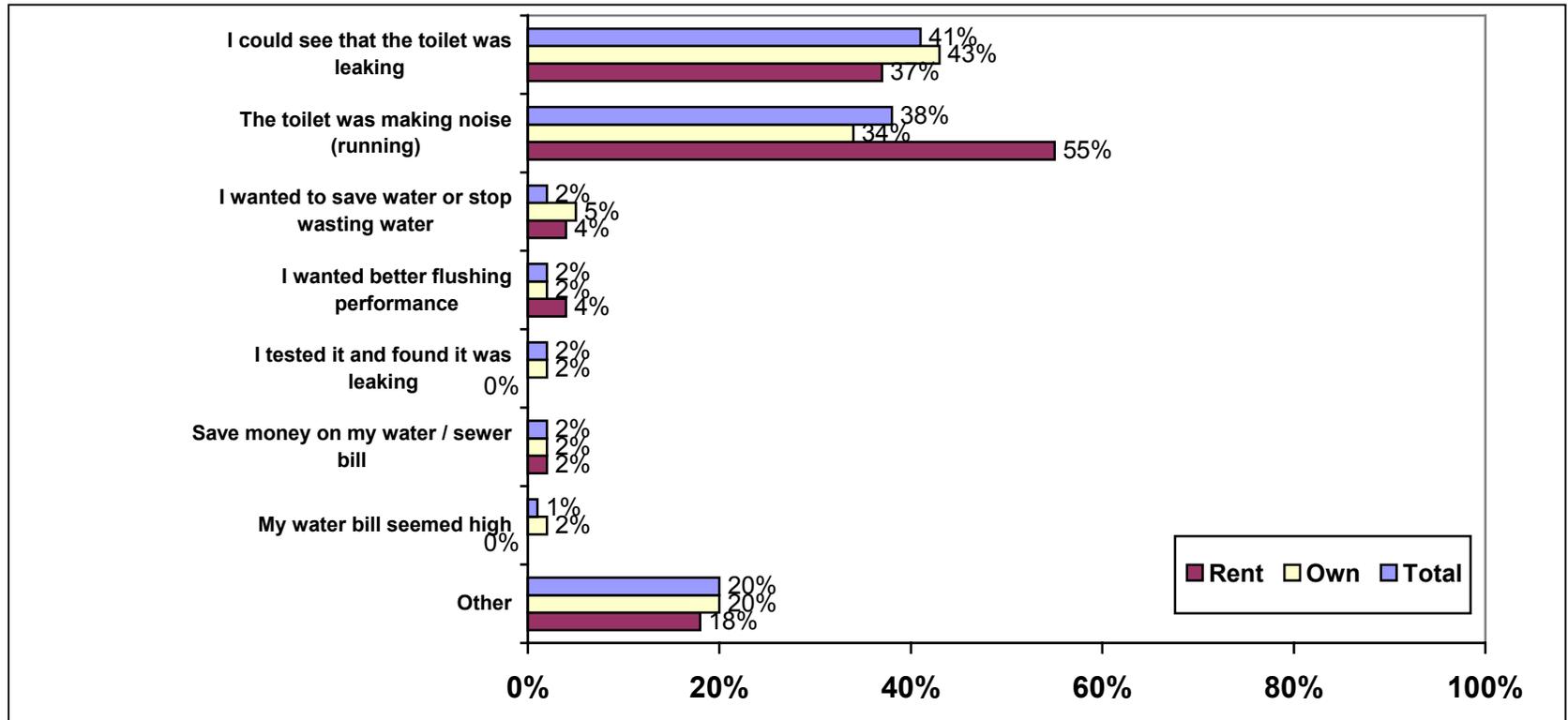


Summary Results

- Forty-one percent (41%) of respondents who replaced or repaired some part of their toilet stated that they “replaced the flapper or the float” in their toilet. Those who own are significantly more likely (14%) than renters (5%) to have “changed out all the guts in the tank”.
- Respondents aged 55-64 are significantly more likely (19%) than most other age groups to have adjusted the float / water level in their toilet.

Q3 – What prompted you to make the fix?

(Base = Respondents who replaced or repaired some part in the toilet tank [n=237])

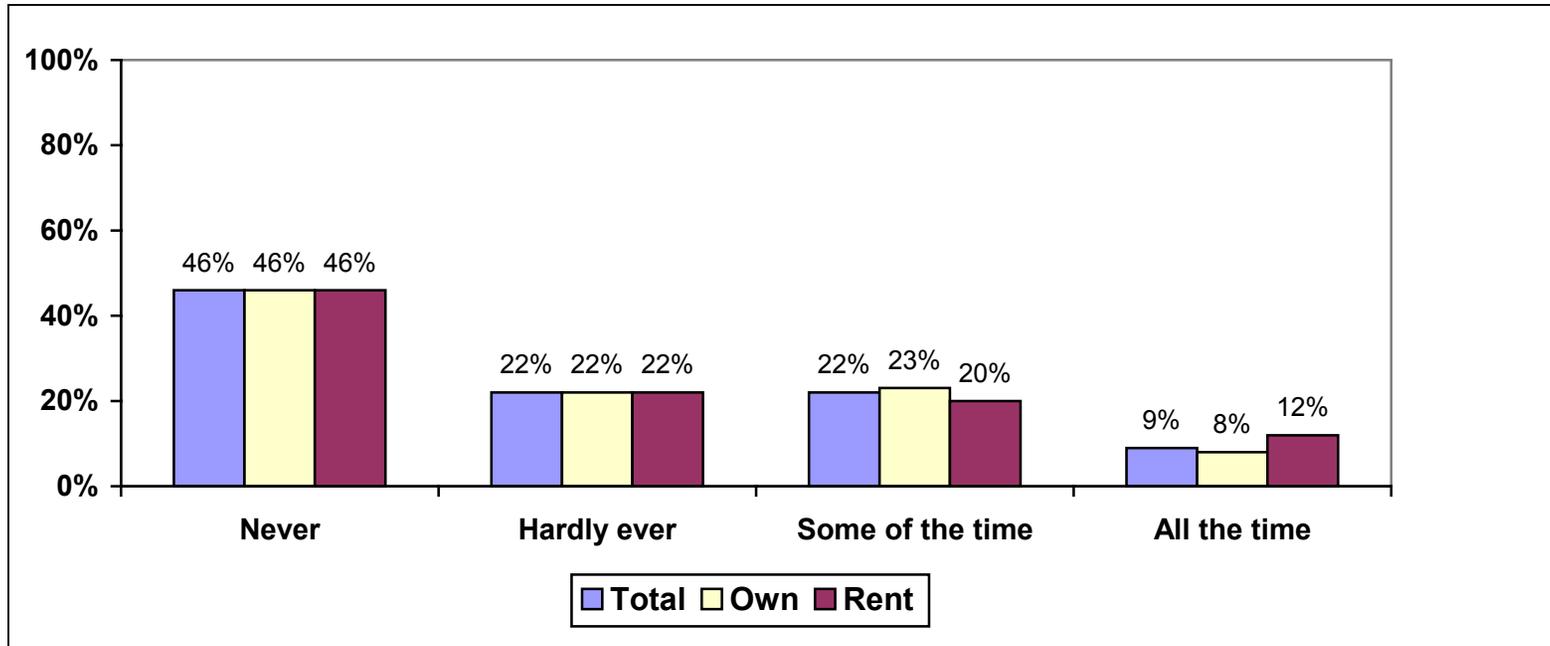


Summary Results

- Forty-one percent (41%) of respondents who replaced or repaired some part of their toilet stated that they were prompted to fix the toilet because they “could see that the toilet was leaking”.
- Thirty-eight (38%) said they were prompted to fix the toilet because they could hear that the “toilet was making noise”.

Q4 – How frequently do you use toilet cleaning products like sanitizers or deodorizers that you put in the toilet tank, not in the toilet bowl? Would you say...

(Base = All Respondents [n=401])

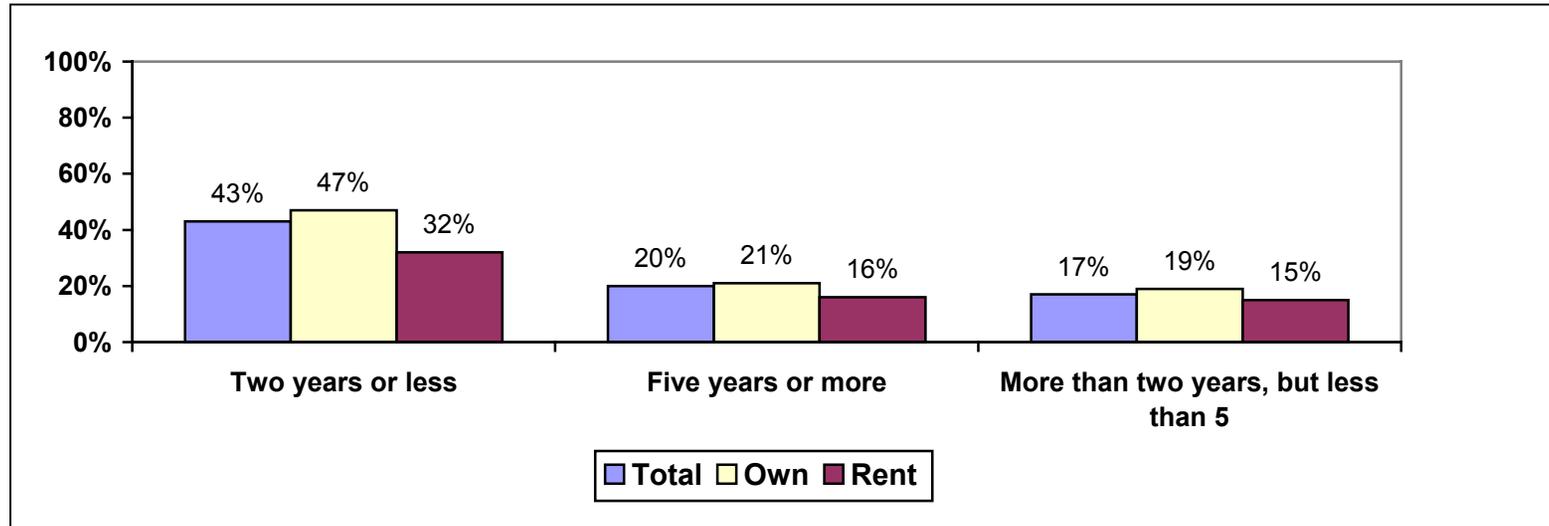


Summary Results

- Forty-six percent (46%) of respondents, report they never use toilet cleaning products in the toilet tank, not the bowl. Males (28%) are significantly more likely to state they “hardly ever” use toilet cleaning products in the toilet tank, than females (18%).
- Respondents aged 25-34 (50%) or aged 55-64 (64%) are significantly more likely to “never” use toilet cleaning products in the toilet tank than those aged 35-44 (34%). Those aged 55-64 are also significantly more likely than those aged 18-24 (32%) or aged 65+ (40%) to never use toilet cleaning products in the toilet tank, not the bowl.

Q5 – How long has it been since the flapper in your toilet was replaced? Would you say...

(Base = All Respondents [n=401])

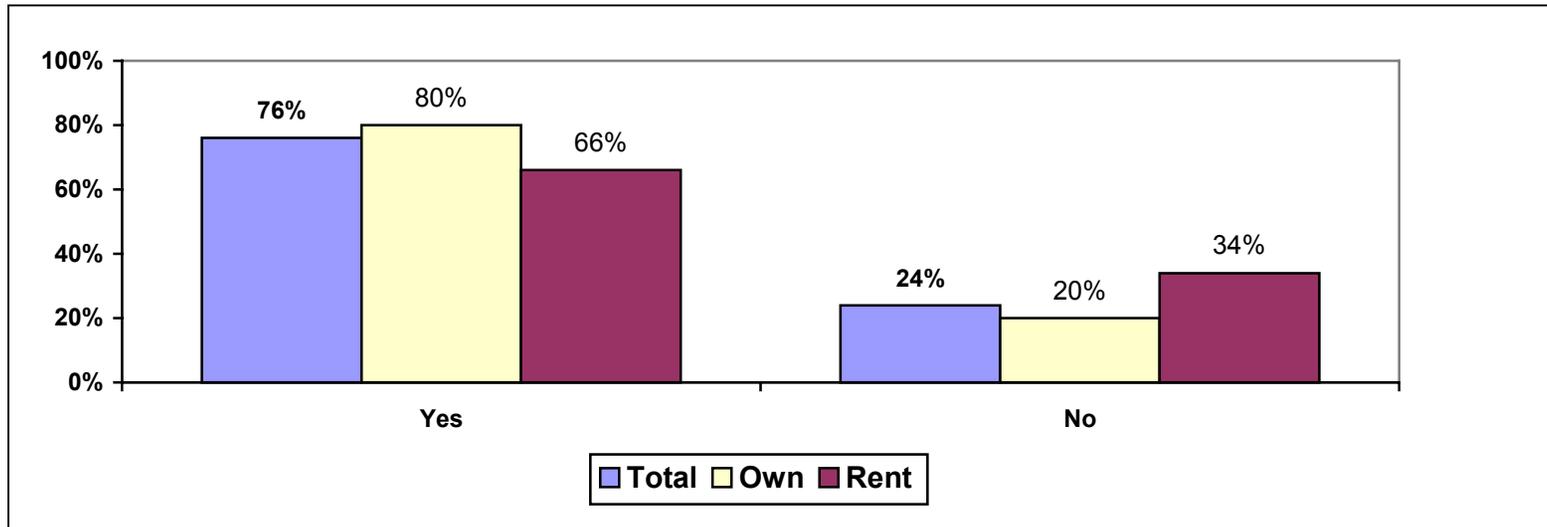


Summary Results

- Respondents who own their home (47%) are significantly more likely to have replaced the flapper in their toilet in the last two years than those who rent (32%). Those aged 45-54 are significantly more likely to have replaced the flapper in their toilet in the last two years (54%) versus younger respondents aged 18-34 (33%) and older respondents aged 65+ (37%).
- Twenty-eight percent (28%) of non-married respondents and those earning less than \$30,000 annually “don’t know” when the last time the flapper in their toilet was replaced. Females (24%) versus males (16%), renters (37%) versus owners (13%), and those aged 25-34 (35%) versus those aged 35-64 (13%) are significantly less likely to know when the last time their flapper was replaced in their toilet.

Q6 – Are you aware that the flapper in the toilet tank wears out over time and needs to be replaced when it starts to leak?

(Base = All Respondents [n=401])

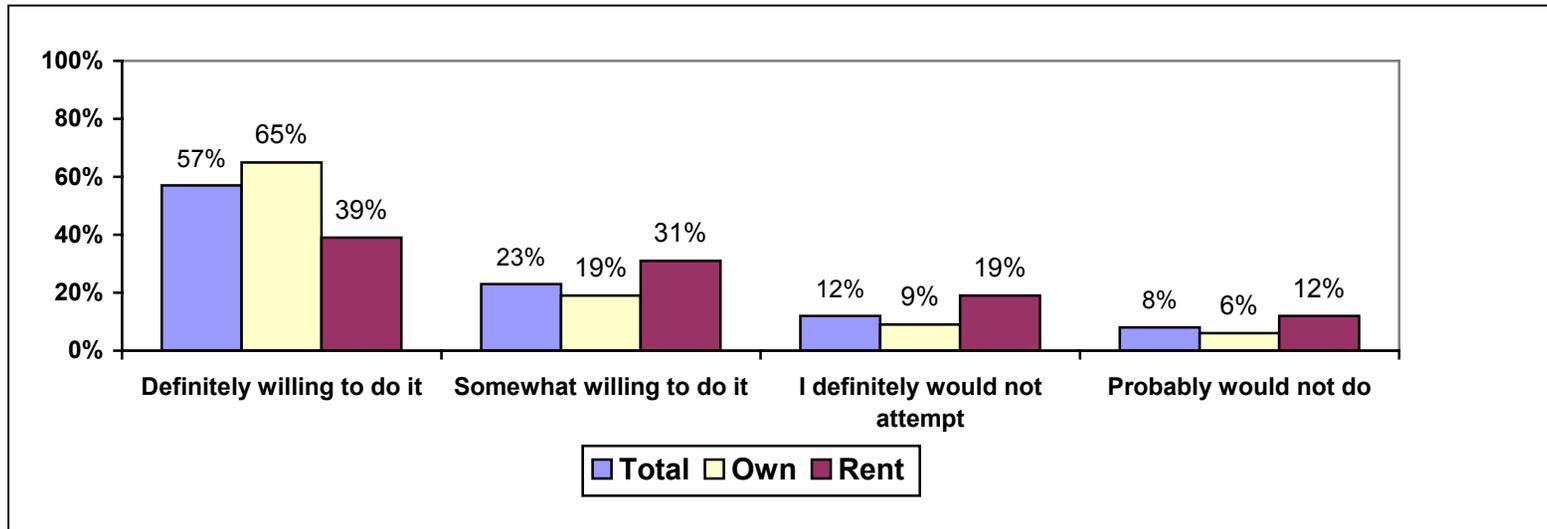


Summary Results

- Respondents who own their home (80%) and respondents who are married (82%) are significantly more likely to be aware that the flapper wears out over time and needs to be replaced when it starts to leak versus renters (66%) and non-married respondents (70%).
- Male respondents (83%) are more likely to be aware that the flapper wears out over time and needs to be replaced than females (70%).
- Younger respondents are also less likely to be aware that the flapper wears out over time and needs to be replaced than older respondents.

**Q7 – Of the following choices, which would best describe your willingness to do repairs or replacements in the toilet tank, not the bowl, yourself?
Would you say...**

(Base = All Respondents [n=401])

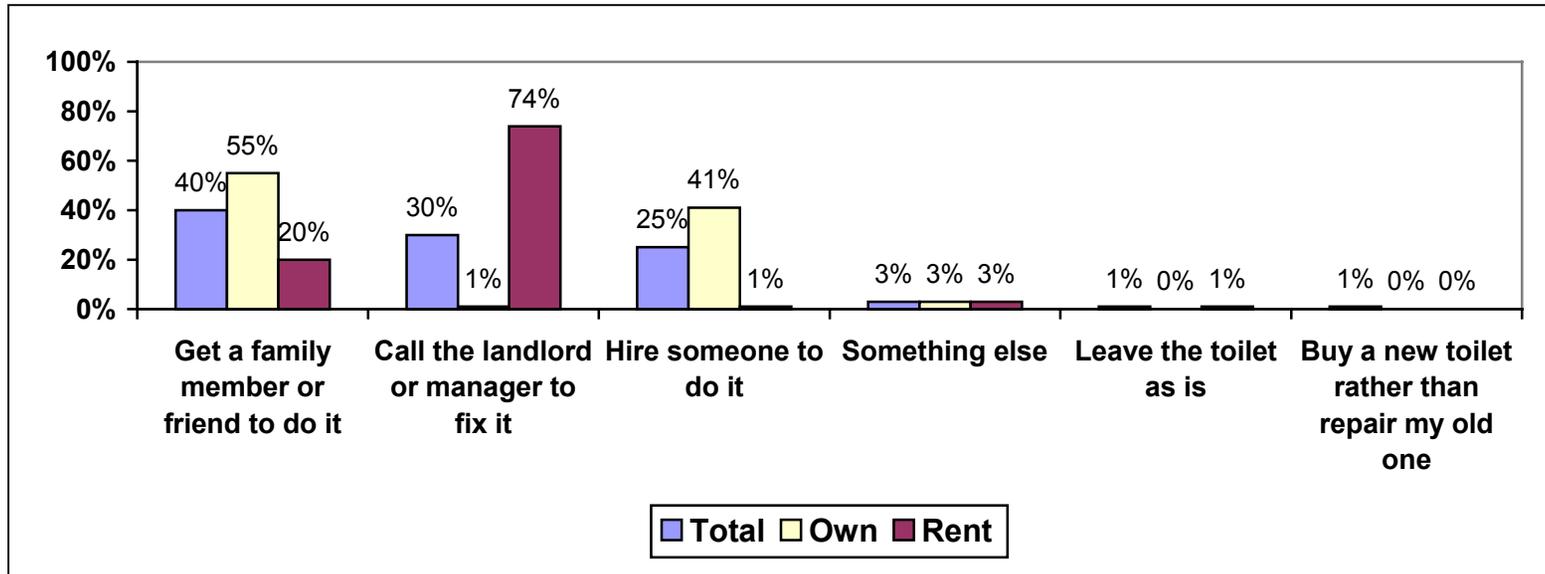


Summary Results

- Respondents who own their home (65%) and respondents who are married (63%) are significantly more likely to state they are “definitely willing to” do the repairs to the toilet tank, not the bowl, themselves than those who rent (39%) and non-married respondents (51%).
- Older respondents (above age 35) are also significantly more likely to state they are “definitely willing to” do the repairs to the toilet tank, not the bowl, themselves than under age 35.

Q8 – If you wouldn't do the repairs or replacements in the tank yourself, what would be your first way to deal with the problem? Would you say...

(Base = Respondents who are somewhat likely, probably would not, or definitely would not do repairs or replacements themselves [n=173])

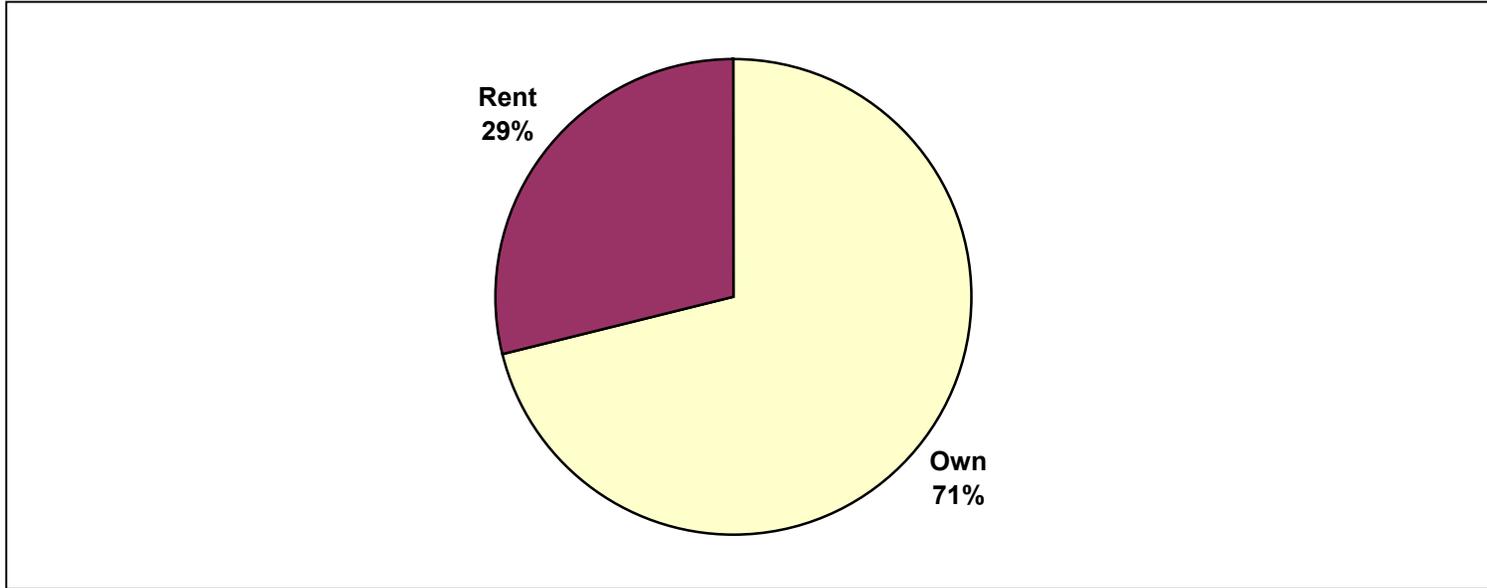


Summary Results

- Forty-one (41%) of home owners say they would hire someone to fix the repairs or replacements. Those aged 35+ are more likely to hire someone to do the repairs or replacements than those under age 35.
- Fifty-five percent (55%) of home owners who are somewhat likely, probably would not, or definitely would not do repairs or replacements themselves say they would “get a family member or friend to do it” versus twenty percent (20%) of renters.
- Seventy-four percent (74%) of renters and forty-eight (48%) of those earning under \$50,000 would call their landlord or manager to fix the repairs or replacements.

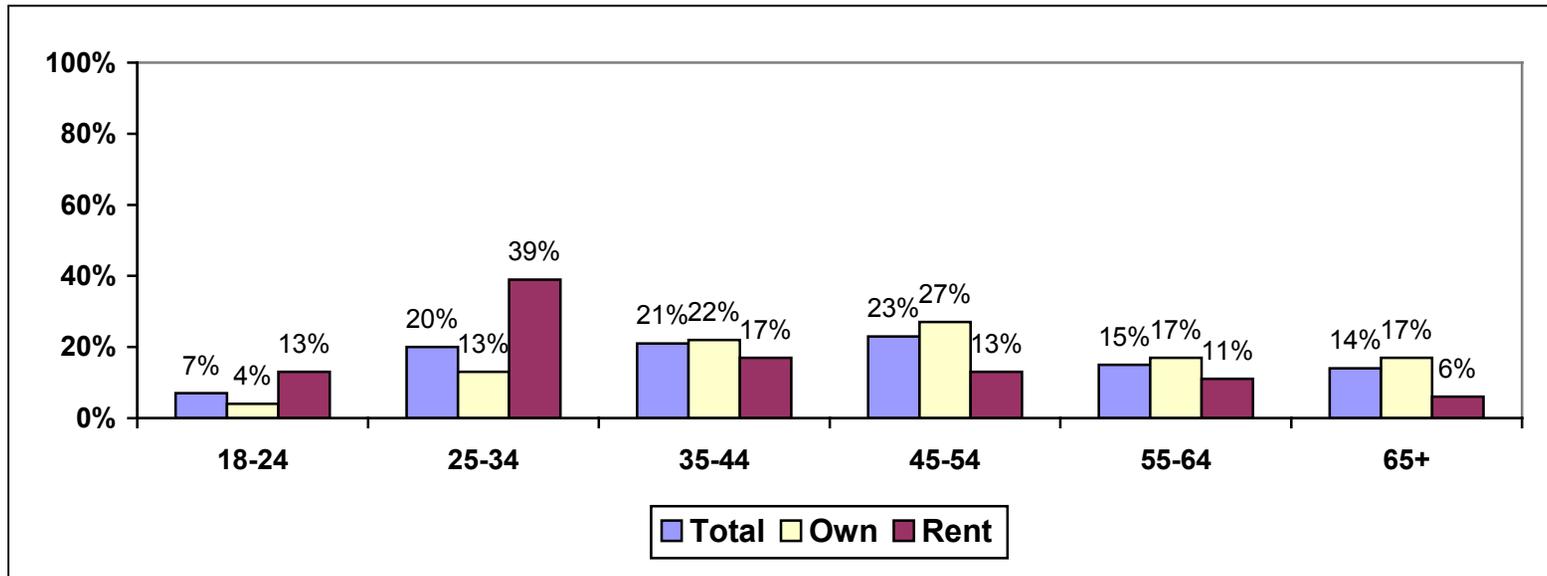
Q9 – Do you own your home or rent?

(Base = All Respondents [n=401])



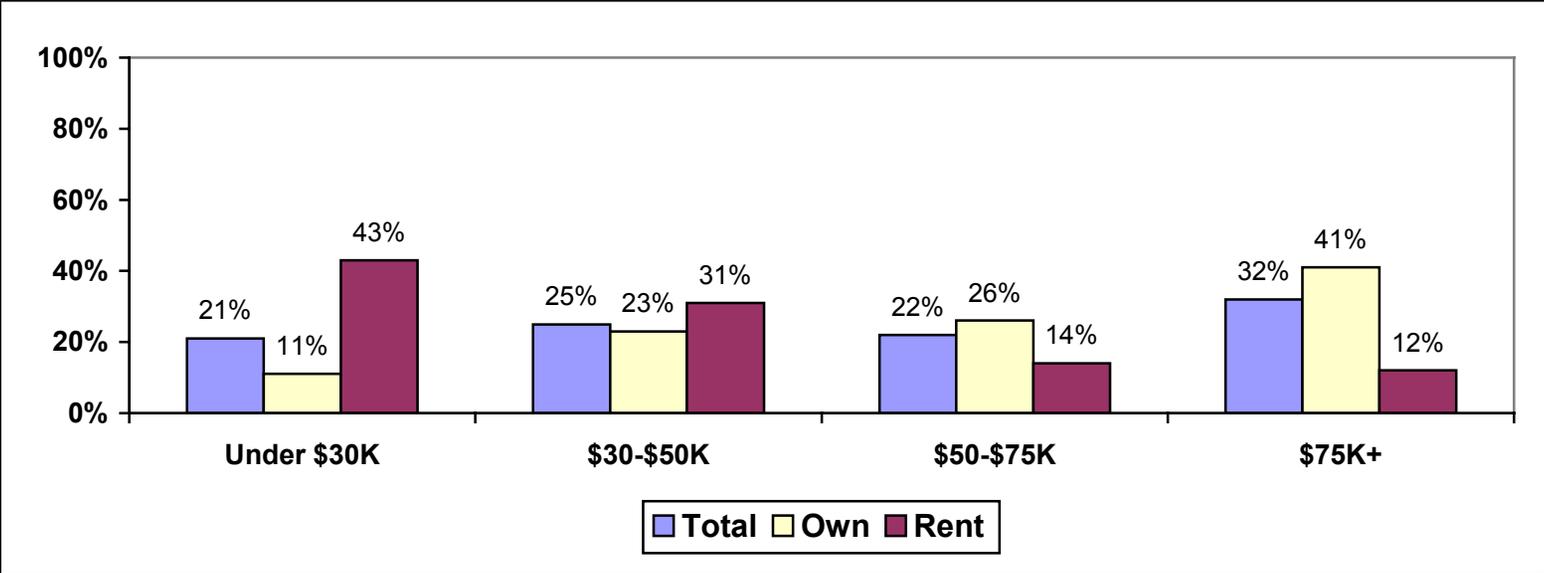
AGE

(Base = All Respondents [n=401])



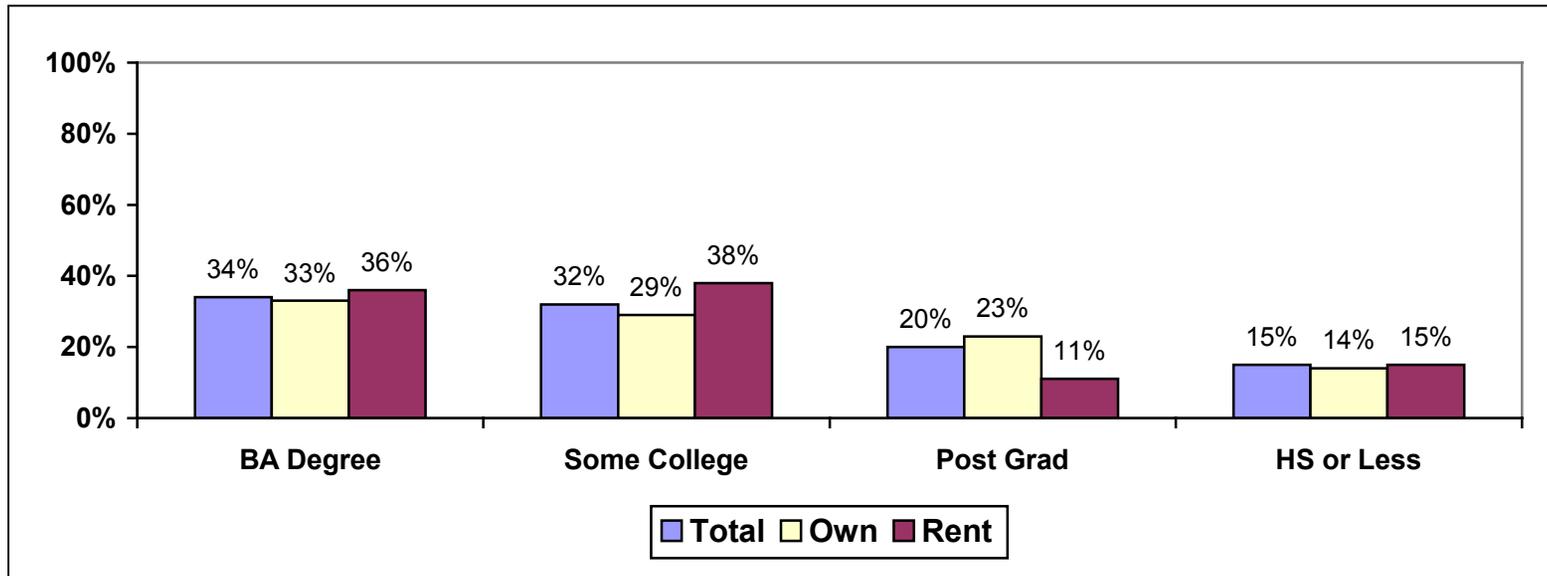
Income

(Base = All Respondents [n=401])



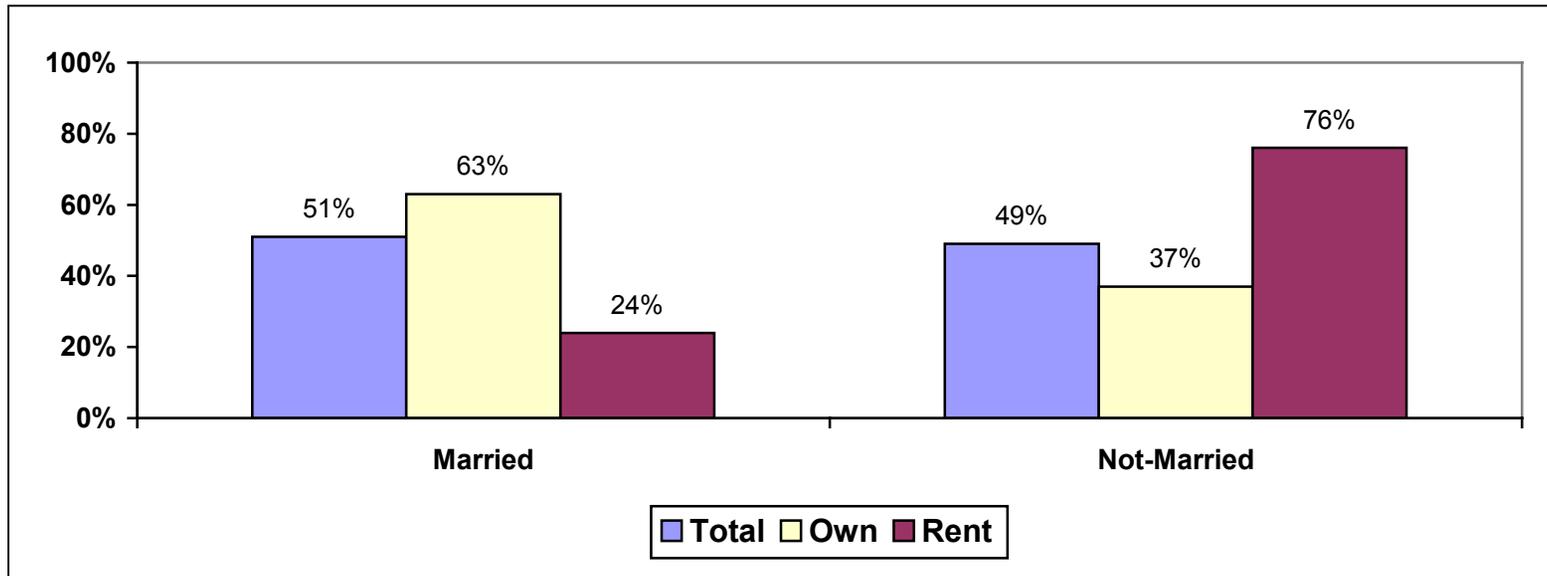
Education

(Base = All Respondents [n=401])



Marital Status

(Base = All Respondents [n=401])



Questionnaire

SoundStats – November 2002

PRR

Questionnaire

INTRO Hello, this is _____ from Northwest Research Group, a public opinion research firm located in Bellevue. Today/Tonight we are conducting a very brief study and we'd like to include the opinions of your household. Please let me assure you that we are not selling anything. The survey is being conducted for research purposes only and your answers will be kept confidential. For quality purposes this call may be monitored.

[READ IF NECESSARY: The survey will include general questions on a few selected topics.]

[PRESS ANY KEY TO CONTINUE]

[FOR MID-INTERVIEW CALLBACKS]

Hello, this is _____ from Northwest Research Group, a market research firm located in Bellevue. I'm calling back to complete the survey we started.

[PRESS ANY KEY TO CONTINUE]

SCREENER

SCREEN1 Are you 18 years of age or older and a member of the household?

- 1 YES **[SKIP TO COUNTY]**
- 2 NO
- 9 DON'T KNOW / REFUSED **[SKIP TO TKREF]**

SCREEN2 May I speak to a member of the household who is 18 years of age or older?

[IF PERSON OVER 18 TEMPORARILY UNAVAILABLE, PRESS CTRL-END AND SCHEDULE A CALLBACK.]

- 1 YES **[SKIP TO INTRO2]**
- 2 NO, NO ONE OVER 18 IN HOUSEHOLD **[SKIP TO TKAGE]**
- 9 DON'T KNOW / REFUSED **[SKIP TO TKREF]**

INTRO2 Hello, this is _____ from Northwest Research Group, a public opinion research firm located in Bellevue. Today/Tonight we are conducting a very brief study and we'd like to include the opinions of your household. Please let me assure you that we are not selling anything. The survey is being conducted for research purposes only and your answers will be kept confidential. For quality purposes this call may be monitored.

[READ IF NECESSARY: The survey will include general questions on a few selected topics.]

[PRESS ANY KEY TO CONTINUE]

SCREEN3 Are you 18 years of age or older and a member of the household?

- 1 YES **[SKIP TO COUNTY]**
- 2 NO **[SKIP TO SCREEN2]**
- 9 DON'T KNOW / REFUSED **[SKIP TO TKREF]**

COUNTY Which county do you live in?

- 1 KING
- 2 PIERCE **[SKIP TO TKCOUNTY]**
- 3 SNOHOMISH **[SKIP TO TKCOUNTY]**
- 4 OTHER **[SKIP TO TKCOUNTY]**
- 9 DON'T KNOW / REFUSED **[SKIP TO TKCNTY2]**

GENDER [ENTER RESPONDENT'S GENDER]

- 1 MALE
- 2 FEMALE

Q1 If you ever had a toilet that “kept running” or was leaking, of the following choices, what did you do?

[READ LIST AND CHECK ALL THAT APPLY]

- 1 Never had a toilet with that problem, **[SKIP TO Q4]**
- 2 Replaced or repaired some parts in the toilet tank,
- 3 Replaced the entire toilet, **[IF THIS IS THE ONLY ANSWER, SKIP TO Q4]**
- 4 Did nothing – just let the problem continue, or **[SKIP TO Q4]**
- 5 Don’t know what was done? **[SKIP TO Q4]**
- 8 **DON’T KNOW [SKIP TO Q4]**
- 9 **REFUSED [SKIP TO Q4]**

Q2 Thinking of the last time you repaired your toilet, how was the problem fixed?

[DO NOT READ LIST] [SELECT ALL THAT APPLY]

- 1 SHOOK THE HANDLE
- 2 ADJUSTED THE FLOAT / WATER LEVEL
- 3 REPLACED THE FLOAT
- 4 ADJUSTED THE FLAPPER
- 5 REPLACED THE FLAPPER
- 6 MODIFIED OR ADJUSTED THE CHAIN TO THE FLAPPER
- 7 CHANGED OUT ALL OF THE GUTS IN THE TANK
- 8 CALLED A PLUMBER OR ASKED SOMEONE TO HELP FIX IT
- 9 BOUGHT A NEW TOILET
- 10 OTHER
- 11 DON’T KNOW
- 12 REFUSED

Q3 What prompted you to make the fix?

[DO NOT READ LIST]

[SELECT ALL THAT APPLY]

[RESPONDENT CAN ANSWER FOR MORE THAN ONE TOILET]

[IF THEY SAY THAT THE TOILET WAS "RUNNING," PROBE: Could you see the toilet was leaking and/or making noise?
THEN SELECT APPROPRIATE RESPONSE]

- 1 I COULD SEE THE TOILET WAS LEAKING (RUNNING)
- 2 THE TOILET WAS MAKING NOISE (RUNNING)
- 3 I WANTED BETTER FLUSHING PERFORMANCE
- 4 MY WATER BILL SEEMED HIGH
- 5 I TESTED IT AND FOUND IT WAS LEAKING
- 6 I HEARD YOU SHOULD CHANGE THE FLAPPER EVERY FEW YEARS
- 7 I WANTED TO SAVE WATER OR STOP WASTING WATER
- 8 SAVE MONEY ON MY WATER/SEWER BILL
- 9 OTHER
- 10 DON'T KNOW
- 11 REFUSED

Q4 How frequently do you use toilet cleaning products like sanitizers or deodorizers that you put in the toilet tank, **not** in the toilet bowl? Would you say...

- 1 All of the time,
- 2 Some of the time,
- 3 Hardly ever, or
- 4 Never?
- 8 DON'T KNOW
- 9 REFUSED

- Q5 How long has it been since the flapper in your toilet was replaced? Would you say...
- [IF NECESSARY, PROBE: The flapper is the round rubber or plastic stopper at the bottom of the tank that keeps the water in the tank?
- 1 2 years or less,
 - 2 More than 2 years, but less than 5, or
 - 3 5 years or more?
 - 8 DON'T KNOW
 - 9 REFUSED
- Q6 Are you aware that the flapper in the toilet tank wears out over time and needs to be replaced when it starts to leak?
- [IF NECESSARY, PROBE: The flapper is the round rubber or plastic stopper at the bottom of the tank that keeps the water in the tank.?
- 1 YES
 - 2 NO
 - 8 DON'T KNOW
 - 9 REFUSED
- Q7 Of the following choices, which would best describe your willingness to do repairs or replacements in the toilet tank, not the toilet bowl, yourself? Would you say...
- 1 Definitely willing to do it, **[SKIP TO Q9]**
 - 2 Somewhat willing to do it,
 - 3 Probably would not do it, or
 - 4 I definitely would not attempt it?
 - 8 DON'T KNOW **[SKIP TO Q9]**
 - 9 REFUSED **[SKIP TO Q9]**

Q8 If you wouldn't do the repairs or replacements in the toilet tank yourself, what would be your first way to deal with the problem? Would you say...

[SELECT ONLY ONE RESPONSE]

- 1 Hire someone to do it,
- 2 Get a family member or friend to do it,
- 3 Call the landlord or manager to fix it,
- 4 Buy a new toilet rather than repair my old one,
- 5 Leave the toilet as is, or
- 6 Something else?
- 8 DON'T KNOW
- 9 REFUSED

Q9 Do you own your home or rent?

- 1 OWN
- 2 RENT
- 8 DON'T KNOW
- 9 REFUSED

Demographics

EDUC Now I have a few demographic questions which will be used to group your answers. What is the highest level of education that you have had the opportunity to complete?

[READ IF NECESSARY / PROBE FOR NEXT LEVEL OF EDUCATION]

- 1 (High school graduate or less)
- 2 (Some college, associate degree, or technical/vocational school)
- 3 (Bachelor's degree or four-year college graduate)
- 4 (Post-graduate study or degree)
- 9 DON'T KNOW / REFUSED

EMPLOY What is your employment status? Are you...

- 1 Employed full-time,
- 2 Employed part-time,
- 3 Self-employed,
- 4 A student,
- 5 Retired,
- 6 A homemaker, or
- 7 Currently unemployed?
- 9 DON'T KNOW / REFUSED

ETHNIC Which of the following best describes your ethnic background?

- 1 White / Caucasian,
- 2 African-American,
- 3 Asian / Pacific-Islander,
- 4 Native-American, or
- 5 Hispanic?
- 6 OTHER [SPECIFY]
- 7 **Biracial**
- 9 DON'T KNOW / REFUSED

VOTER Are you registered to vote in the state of Washington?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

MARITAL What is your current marital status? Are you...

- 1 Married
- 2 Single [PROBE: "Do you mean never married?"]
- 3 Divorced
- 4 Widowed, or
- 5 Separated?
- 6 OTHER [SPECIFY]
- 8 **Partner**
- 9 DON'T KNOW / REFUSED

CHILD How many children under the age of 18 currently live in your household?

- ENTER ACTUAL NUMBER
- 99 DON'T KNOW / REFUSED

[IF CHILD = 0 OR 99, SKIP ZIP CODE]

CHILD1 How many of these children are under the age of 6?

____ ENTER ACTUAL NUMBER
99 DON'T KNOW / REFUSED

CHILD2 How many of these children are age 6 to 11?

____ ENTER ACTUAL NUMBER
99 DON'T KNOW / REFUSED

CHILD3 How many of these children are age 12 to 17?

____ ENTER ACTUAL NUMBER
99 DON'T KNOW / REFUSED

ZIPCODE What is your zip code?

____ ENTER ZIP CODE
99999 DON'T KNOW / REFUSED

TRAVEL What is your primary mode of travel?

[IF CAR: PROBE: "Do you drive alone or with at least one other person in the car?"]

1 CAR
2 BUS
3 CARPOOL / VANPOOL
4 MOTORCYCLE
5 BICYCLE
6 WALK
8 OTHER [SPECIFY]
9 DON'T KNOW / REFUSED

COMPUTER Do you have a computer at home?

1 YES
2 NO
9 DON'T KNOW / REFUSED

INCOME Please stop me when I reach the bracket, which includes your total annual household income for last year.

- 1 Under \$20,000,
- 2 \$20,000 up to \$30,000,
- 3 \$30,000 up to \$40,000,
- 4 \$40,000 up to \$50,000,
- 5 \$50,000 up to \$60,000,
- 6 \$60,000 up to \$75,000,
- 7 \$75,000 up to \$100,000, or
- 8 Over \$100,000?
- 9 DON'T KNOW / REFUSED

BIRTH In what year were you born?

- _____ ENTER YEAR
- 9999 DON'T KNOW / REFUSED

DIAL And did I dial [PHONE NUMBER]?

- 1 YES **[SKIPTO FG1]**
- 2 NO
- 9 DON'T KNOW / REFUSED **[SKIPTO FG1]**

CORRECT What is your correct phone number?

(###) ###-#### ENTER PHONE NUMBER

Focus Group Invite

FG1 Our client, PRR, will be conducting focus groups in early December regarding toilet leaks. Focus Groups typically involve 8 to 10 people, last 2 hours and are designed to discuss issues in depth. You would be compensated \$60 for your time. May we provide your name and telephone number, age, gender, whether you ever had a toilet that “kept running” or was leaking, your willingness to do repairs or replacements in the toilet tank (not the bowl) and whether you own or rent your home to PRR for the purpose of conducting this additional research?

We will not provide any other information that can be linked to your name and telephone number. Moreover, the client has agreed that this information will be used only for the purposes of recruiting for the focus groups and that your name and telephone number will not be used for any other purposes, such as sales or telemarketing, and that your name and telephone number will not be provided to any other third party. Would you be interested in participating?

1 YES

2 NO **[SKIPTO THANK]**

FG2 Great! Could I please have your name?

[OPEN END] [GET NAME]

NAME: (FNAME) (LNAME)

FG3 The focus group will take place in the next couple of months. Because your name will be included in a large pool of respondents who also wish to participate in the group, names will be randomly selected to call, so you may or may not be called for the group.

[PRESS ANY KEY TO CONTINUE]

Thank You

THANK That concludes our survey. Thank you very much for your time today, your answers will be very helpful.

[PRESS ANY KEY TO END INTERVIEW]

INTNUM [PLEASE ENTER YOUR INTERVIEWER NUMBER]

____ ENTER NUMBER
999 DK/REF

CONFIRM Is [NUMBER] correct

1 Yes
2 No

TKQUOTA Thank you very much for your time, we have already completed our surveys with households in your area.

[PRESS ANY KEY TO END INTERVIEW]

TKREF Thank you for your time, but I am unable to continue without that information.

[PRESS ANY KEY TO END INTERVIEW]

TKAGE Thank you for your time. Today we are looking for households with members eighteen years or older.

[PRESS ANY KEY TO END INTERVIEW]

TKCOUNTY Thank you for your time. Today we are looking for households in King County only.

[PRESS ANY KEY TO END INTERVIEW]

TKCNTY2 Thank you for your time, but I am unable to continue without that information.

[PRESS ANY KEY TO END INTERVIEW]

Verbatim Responses

ETHNIC – Which of the following best describe your ethnic background?

Resp #	Quest #	Post Code	Org. Code	Verbatim Response
22	ETHNIC	7	6	BIRACIAL
96	ETHNIC	6	6	GERMAN
177	ETHNIC	6	6	AMERICAN
219	ETHNIC	6	6	AMERICAN GYPSY
225	ETHNIC	7	6	ASIAN AND CAUCASIAN
332	ETHNIC	6	6	EUROPEAN AMERICAN

MARITAL STATUS – What is your current marital status? Are you...

Resp #	Quest #	Post Code	Org. Code	Verbatim Response
84	MARITAL	8	6	PARTNER
111	MARITAL	8	6	PARTNER
164	MARITAL	8	6	DOMESTIC PARTNERSHIP

TRAVEL – What is your primary mode of travel?

Resp #	Quest #	Post Code	Org. Code	Verbatim Response
5	TRAVEL	8	8	AIR PLANE
20	TRAVEL	8	8	I DON'T DRIVE
163	TRAVEL	2	8	PUBLIC TRANSPORTATION
194	TRAVEL	8	8	GO BACK TO CHINA EVERY 2 YEARS
301	TRAVEL	8	8	DAUGHTER DRIVES
334	TRAVEL	3	8	GET A RIDE
368	TRAVEL	1	8	COMPANY VEHICLE
384	TRAVEL	8	8	CARS, BUS, RIDE BIKE.

435	TRAVEL	1	8	WORK TRUCK
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