

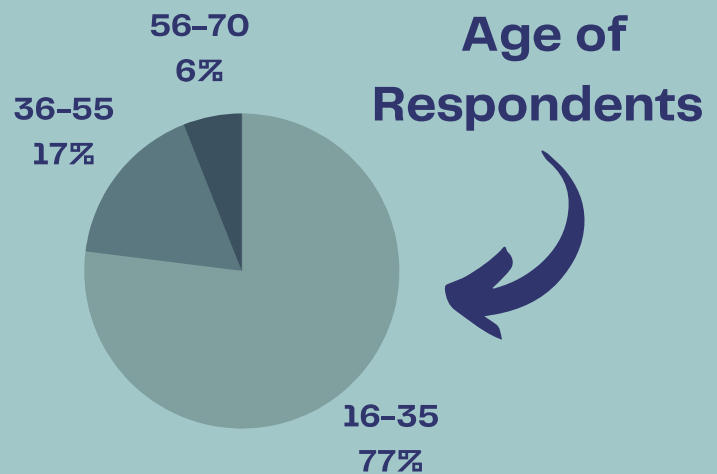
ADDRESSING SEWAGE ISSUES

What's in your toilet?

A survey was conducted to determine the London community's knowledge about what can and cannot be flushed down the toilet.

108 Respondents

Of the respondents, 41% identified as male and 54% identified as female. Most of the respondents were between the ages of 16 to 35.



47 %

Almost half of the respondents rated their knowledge of what can and cannot be flushed down the toilet as low to medium.

9 % believed tampons can be flushed

38 % believed facial tissue can be flushed

ONLY $\frac{3}{10}$

.....individuals consistently check if their products are flushable before they flush them.

How do we make it easier for them?

BRANDING AND LOGOS

How do we make it easier for consumers to identify what is NOT flushable?



90 %

Which logo is most effective?

An overwhelming amount of the respondents believe this logo is most effective.



7 %

Only 30% of individuals check to see if their items are flushable and only 30% of individuals look for these logos in the first place.



2 %

So, why not make it easy for them?

Opportunity for Improvement

One third of all respondents have never received any education on what can and cannot be flushed down the toilet. This includes receiving education at school or seeing infographics in public bathrooms

$\frac{1}{3}$