Public Understanding of Sustainable Water Use in the Home

A research report completed for the Department for Environment, Food and Rural Affairs by Synovate.

September 2009

Department for Environment, Food and Rural Affairs
Nobel House
17 Smith Square
London SW1P 3JR
Tel: 020 7238 6000
Website: www.defra.gov.uk

© Queen's Printer and Controller of HMSO 2007

This publication is value added. If you wish to re-use this material, please apply for a Click-Use Licence for value added material at:
http://www.opsi.gov.uk/click-use/value-added-licence-information/index.htm

Alternatively applications can be sent to Office of Public Sector Information, Information Policy Team, St Clements House, 2-16 Colegate, Norwich NR3 1BQ; Fax: +44 (0)1603 723000; email: hmsolicensing@cabinet-office.x.gsi.gov.uk

Information about this publication is available from:
Sustainable Behaviours Unit
Defra
Zone C, 5th Floor, Ergon House
c/o Nobel House, 17 Smith Square
London SW1P 3JR

Email: behavioursunit@defra.gsi.gov.uk

Published by the Department for Environment, Food and Rural Affairs

Public Understanding of Sustainable Water use in the Home

Final Report to the Department for Environment Food and Rural Affairs

September 2009

Suggested citation for this report:

Owen, Liz., Bramley, Hetta, and Tocock, Jo. (2009). *Public understanding of sustainable water use in the home: A report to the Department for Environment, Food and Rural Affairs..* Synovate. Defra, London.

This research was commissioned and funded by Defra. The views expressed reflect the research findings and the authors' interpretation; they do not necessarily reflect Defra policy or opinions.

TABLE OF CONTENTS

1 Executive Summary 1

- Background 1
- Objectives 1
- Approach and Sample 2
- Current Understanding of the Water Supply System 2
- Water Using Behaviours 3
- Barriers to Water Efficiency 4
- Response to information 4
- Attitudes to the Behaviour Goals 5
- Researcher's Summary Conclusions 6

2 Research Overview 8

- Background 8
- Background 9
- Approach 9
- Participant profile 12
- Comparison with previous research 13
- Outline of the report 16

3 Factors affecting water use in the UK 17

- Overview 17
- Lack of knowledge of the water supply situation in the UK 18
- Understanding of terms relating to water scarcity 20
- Lack of knowledge or motivating reason to save water 22
- Motivations to save water - "the feeling that you should" 22
- Motivations to save water - Impact of Metering status 23
- Motivations to save water - Impact of Location 25
- Summary 27

4 Current water using practices in the home 28

- Overview 28
- Bathing 28
- Showering 30
- Washing machines 32
- Washing dishes 33
- Taps 35

- Gardening 36
- Recycling 37

5 Barriers to Water Efficiency 39

- Introduction 39
- Lack of awareness about the water supply situation in the UK 39
- Perceptions of water as a natural resource 39
- Belief that it is 'someone else's' responsibility 40
- Water Companies 40
- 'Other People' 41
- Neighbours and Family 41
- Impact on Personal Life 41
- Time and Effort 42
- Hygiene 42
- Loss of 'me-time' 42
- The feeling that 'I'm already doing all I can' 42
- Financial Implications 43

6 Water Sustainability – Response to Information 44

- Introduction 44
- Overall Response 44
- Water Usage Amounts 44
- Water Shortages 45
- Energy Usage - environmental and financial implications 46
- Impact on plants and animals 47
- Water Leakage 47
- Information Needs and Sources 48
- Why do I need to save water? 48
- What can I do to save water? 49
- How can I save water? 49
- Follow Up Calls – Response to the Information 50

7 Attitudes towards the Behaviour Goals 52

- Introduction 52
- Overall response to the behaviour goals 52
- Turn off the taps whilst brushing teeth, shaving or washing hands 53
- Fit a 'hippo' in the WC cistern or a variable flush to an existing toilet 54
- Use a water butt rather than a hose pipe for garden watering 55
- Shower not bath 56

- Buy Water Efficient Products 57
- Alternative water saving behaviours 58
- Follow Up Calls – Trying to save water 59

8 Perceptions of Responsibility 60

9 Researcher's Conclusions 62

- Engage 62
- Enable 63
- Exemplify 64
- Encourage 64
- Recommendations for future research 65

10 Appendices 67

- Quotas 68
- Pre tasks 69
- Discussion Guide 76
- Shower comparison sheet 85
- Washing machine comparison sheet 86
- Water Use Fact Sheet 88
- Wider Impact Factsheet 89
- The Water Cycle 91
- Leakage factsheet (Southern Water) 92
- Leakage factsheet (Thames Water) 94
- Leakage factsheet (United Utilities) 96
- Leakage factsheet (South West Water) 98
- Permission to recontact form 100

Glossary

Defra	Department for Environment, Food and Rural Affairs
EA	Environment Agency

1 Executive Summary

Background

1.1 The UK is becomingly increasingly water stressed, with many areas already at their maximum abstraction levels. In addition, water treatment, supply and heating all carry a high energy burden. UK households use the bulk of water supplied in the UK, so their actions can make a significant difference to the sustainability of future water supplies.

1.2 In December 2008, Synovate was commissioned by Defra[1] to conduct research to explore the public's aspirations, assumptions and expectations around sustainable water use in the home. The research was designed to build on previous work in this area, most notably the Consumer Council for Waters research 'Using Water Wisely', which was undertaken in 2006 following a period of drought in the UK.

Objectives

1.3 The specific research objectives were to explore:

- Aspirations around water consumption and water using products
- Assumptions about what is 'normal' and what is 'good' – in particular perceptions around unlimited vs. efficient use
- Understanding of sustainable water use in the home – both water use in general and hot water/ energy use in particular, as well as people's understanding of and responses to Defra's specific behaviour change goals on water
- Willingness and ability to act – what could they do; what would they need to do to enable, engage, encourage and exemplify behaviour change; and what role others (government, water companies, other public bodies) can play

[1] See http://www.defra.gov.uk

1.4 The research was designed to provide evidence to inform future policy development to encourage more sustainable water consumption. The research complements previous research commissioned by Defra to explore public understanding in relation to a number of environmental issues (energy consumption in the home, food, transport, clothing, etc).

Approach and Sample

1.5 The research utilised a qualitative methodology. 18 focus groups, each lasting two hours, were conducted between 12th January and 22nd January 2009. The groups were recruited to Defra's segmentation model as outlined in Defra's Framework for Pro-Environmental Behaviour. The model identifies seven population segments clustered by people's values, beliefs and attitudes towards the environment[2]. The groups were split according to metering status. Nine participants were recruited to ensure eight attended each group.

1.6 The groups were preceded by two written pre tasks; a two day room diary for bathrooms and kitchen/utility rooms and a washing machine and dishwasher purchase questionnaire. Care was taken to mask the topic of the research to ensure that participants talked honestly about water use and to minimise the risk of participants potentially over-claiming their water efficient attitudes or behaviour.

1.7 Approximately two weeks after the groups were completed we conducted a series of semi structured telephone interviews with 70 of the focus group participants. These were designed to capture any further thoughts or changes in perception and / or behaviour once participants had the opportunity to digest the information received during the group discussions.

Current Understanding of the Water Supply System

1.8 Overall, there is limited awareness of water scarcity and the environmental implications of water usage. People in water stressed areas worry about hose pipe bans during periods of hot weather, but there are few concerns beyond this. There is also low awareness of the wider environmental issues, such as

[2] For further details please see Defra framework for pro-environmental behaviours http://www.defra.gov.uk/evidence/social/behaviour/documents/behaviours-jan08-report.pdf

energy used in treating, supplying and heating water.

1.9 Participants currently report few motivations to save water – particularly for those without water meters. As a result of this low awareness and lack of motivations, water efficiency is seldom a consideration during water use. Even where people do have some awareness that a behaviour is wasteful – e.g. running the tap whilst cleaning their teeth or washing up – they have little conception of the impact of such wastefulness, so therefore do not see water efficiency as a serious issue.

1.10 Most participants are unaware of the severity of the water scarcity issues within the UK and few have considered the environmental implications of supplying water to the population.

1.11 There is some awareness of basic water efficient behaviours, such as turning off taps or choosing to have a shower instead of a bath. However the motivations to adopt by these behaviours were more likely to be, for example, lifestyle fit. As few understand the environmental reasons why it is important to be water efficient, there is little guilt about only adopting these behaviours to a limited extent, if at all. Water usage is based on ingrained habits, beliefs that water is plentiful and a right, as well as a lack of conscious awareness and knowledge about the issue.

1.12 Region and metering status were seen to influence behaviour. People in more water stressed areas tended to be slightly more aware of water scarcity issues – but awareness is still not high. Metering was thought to have increased water efficient behaviour to some extent, but many feel that the cost of water is not high enough to merit stringent water economies.

Water Using Behaviours

1.13 Overall, people pay little attention to efficiency when using water - even where they are aware of water efficiencies they could practice, they often don't. As people have limited knowledge of the environmental concerns around water usage, for many the environment is not a key factor impacting on their water using behaviour. There is a degree of consistency in terms of water saving behaviours across the sample, although perceived 'normal' behaviour encompass a very wide range of practices.

1.14 Practices tend to be governed by personal habit and preference – where differences in behaviour can be attributed to influences such as environmental attitude, metering status or geographic location, these have been highlighted in the main body of the report.

1.15 Water efficiency is not a key priority when purchasing water using appliances. The top considerations are brand and price.

Barriers to Water Efficiency

1.16 Participants identified a number of key barriers to adopting water efficient behaviours. These include a lack of conscious awareness and understanding of the issues surrounding water supply in the UK. Water is seen as a plentiful natural resource which all people have a right to. There is a common tendency to evade personal responsibility by blaming others' actions or inaction (in particular there was strong mistrust of the water companies). People are put off by the potential impact on their lives of having to consider water use every time they use water at home. The potential personal impacts included time, effort and hygiene. Water use was also based on deeply ingrained habits.

Response to information

1.17 The overall response to the information shown in the groups was positive, with most respondents expressing a willingness to change smaller water efficient behaviours after processing the information.

1.18 Focusing on the volumes of water wasted in simple tasks, such as running a tap, can provide immediate motivation for some respondents, and overall the desire to avoid waste and wastefulness is a powerful motivator. However, a greater level of willingness to change is expressed when participants are aware of the context in which such wastage is situated.

1.19 Water shortages provide strong reasons to change for all segments, although this is less true in regions of low water stress. Potential financial savings are perceived as motivating across the sample whilst environmental concerns are impactful for Positive Greens, Concerned Consumers, Cautious Participants

and, to a lesser extent, Waste Watchers.

1.20 Given the widespread mistrust of water companies, people find it difficult to accept information about their efforts to redress leakage problems. On the flip side though they were seen as a potential source of information and support e.g. on water savings devices.

Attitudes to the Behaviour Goals

1.21 Overall there was openness to adopting smaller water saving behaviours explored as part of the research (for example installing a hippo). These behaviours were considered to be comparatively easy to achieve. Most respondents felt that at least some level of change is within their grasp.

1.22 Respondents seemed agreeably surprised by the behaviour goals, explored as part of the research, and felt that many would be comparatively easy to adopt.

1.23 The goals are listed below in predicted order of sustained uptake:

1. Turn off tap when brushing teeth, shaving or washing hands.

   Many respondents are already aware of this as a method of saving water and consequently found it easy to understand and accept, as well as feeling it would be easy to achieve.

2. Fit a 'hippo' or 'save a flush' in the cistern or a variable flush to an existing toilet – for those without variable flushes

   Respondents who were not already aware of these water saving devices needed some explanation about how they would work and reassurance about cost, fitting and performance, but many agree that they would be easy to adopt.

3. Use a water butt instead of tap water – for those with gardens

   Metered respondents and those from the more environmentally conscious segments can see the benefits of fitting a water butt. However, some are concerned by the potential cost and the effort required to source, transport and install the water butt.

4. Take a short shower instead of a bath

   Regular bathers did not feel they could give up their baths, but did feel they could bath less often and / or take shallower baths.

5. Buy water efficient products

   Respondents felt that this should be a shared responsibility with government and manufacturers, expecting government to enact legislation to enforce water efficiency standards and manufacturers to ensure that products met those standards without impacting on performance.

Researchers' Summary Conclusions

1.24 There are two possible options to help increase awareness of water efficiency. The first is simply to communicate Defra's target behaviours, without trying to address the question of 'why' people should adopt the behaviours, for example without making the environmental objectives explicit . This could encourage uptake of the current behaviour goals but is unlikely to prompt water saving behaviour beyond this.

1.25 The second option is to build engagement and understanding of the wider issues around water shortages and from increased demand, to help people understand the over-arching importance of water efficiency. This should be strengthened and supported by information about the potential wider benefits to be made by heating less water.

1.26 Overall the behaviour goals give people simple and effective ideas for changing their water usage behaviour and they could all be adopted to some extent. To support the goals, people will also need information and help sourcing, installing and financing water saving devices, such as hippos and water butts.

1.27 People need to see their own small individual contribution reproduced on a larger scale, to help believe that behaviour change can address the issues of water efficiency. Visible government action, such as the introduction of legislation to ensure water efficiency standards from manufacturers and industries, will bolster their own efforts.

1.28 Financial barriers fall under two main headings – the cost of water itself and

the cost of water saving devices. For unmetered participants, there is little financial incentive to save water until the link with energy costs was explained, however this saving does not apply to cold water usage and so the financial savings could be insufficient alone to prompt any significant behaviour change. Many participants with water meters feel that their meters had already saved them money, lessening the need to make further savings by decreasing their usage. This perception is strengthened by the relative cheapness of water in comparison with their other utility bills.

1.29 The financial savings from reduced energy costs do have some potential to encourage water saving. However, the potential effects of water metering demonstrates that a more direct link with financial saving could have greater impact, particularly in regions where water costs are considered to be relatively high.

1.30 A commitment from the water companies to reducing bills in proportion to a regional drop in water usage could prove motivating, as well as strengthening belief in the water companies' own commitment to saving water.

1.31 Increased levels of metering could encourage water saving – but there are barriers to be overcome if uptake is to increase, particularly amongst families and larger households, for whom metering is unlikely at present to prove cost efficient.

1.32 Assistance with the financing and installation of water saving devices will also facilitate changes as some people are put off by the hassle of installation and / or the financial costs.

2 Research Overview

Background

2.1 In December 2008, Synovate was commissioned by Defra to conduct research to explore the public's aspirations, assumptions and expectations around sustainable water use in the home. The research was designed to provide evidence to inform future policy development and social marketing campaigns and initiatives. The research complements previous research commissioned by Defra to explore public understanding of a range of environmental issues (for example, energy consumption in the home, food, transport and clothing) and builds on Defra's framework for pro-environmental behaviour[3].

2.2 Water usage is a significant issue for the UK, with 11 of the 22 water supply areas designated as seriously water stressed. In the context of climate change and behaviour change, water is a uniquely domestic issue. UK households use the bulk of water supplied in the UK, so their actions can make a significant difference to the sustainability of future water supplies. In addition, the use of hot water in the home links to the wider agenda on household energy use and carbon dioxide emissions.

2.3 Existing research shows that there is substantial awareness of the need for and importance of water conservation – when people are asked directly about it. However, it is unclear whether this prompted awareness has translated into action. It is also unclear as to depth of knowledge and understanding of these issues. Water usage behaviour is based on deeply held beliefs and ingrained habits, as well as levels of conscious awareness and knowledge about the issues. Only by understanding and working with these beliefs and habits will we be able to achieve the vision for 2030 set out in Future Water of 'consumers using water wisely, appreciating its value and the consequences of wasting it'.

2.4 There is a significant body of existing research on these issues, notably the

[3] For further details please see Defra framework for pro-environmental behaviours http://www.defra.gov.uk/evidence/social/behaviour/documents/behaviours-jan08-report.pdf

'Using Water Wisely' work commissioned by the Consumer Council for Water in 2006 following a period of drought in the UK. The research documented in this report complements the existing knowledge by exploring aspirations, assumptions and expectations around sustainable water use in the home.

Background

2.5 The detailed objectives were designed to provide evidence to inform future social marketing and policy development, specifically:

- Aspirations around water consumption and water using products
- Assumptions about what is 'normal' and what is 'good' - in particular perceptions around unlimited vs. efficient use
- Understanding of sustainable water use in the home – both water use in general and hot water/energy use in particular, and response to Defra's specific behaviour change goals
- Willingness and ability to act – what could they do, what would they do, what would they need to enable, engage, encourage and exemplify behaviour change, and what role others (Government, water companies, other public bodies) can play

Approach

2.6 To meet the stated objectives the research followed a qualitative approach in order to unpick aspirations and assumptions in depth. 18 focus groups, each lasting two hours, were conducted between 12th January and 22nd January 2009, during which we spoke to a total of 161 respondents. It is important to note that qualitative data is primarily designed to explore issues in depth from a range of different perspectives. It is not statistically representative and cannot be generalised to the population, findings are drawn from a small sample who have been purposively selected to take part to ensure a range of views are captured.

2.7 Previous research (Wutich, A. (2009) Estimating Household Water Use: A

Comparison of Diary, Prompted Recall, and Free Recall Methods. Arizona State University, USA) comparing three methods for collecting household water use data (a diary, prompted recall, and free recall) identified that studies of household water use are often based on retrospective behavioural reports, which are vulnerable to threats of participant inaccuracy. This study concluded that the diary provided the most accurate estimate of household water use. Therefore a pre-task was used to ensure as accurate a response as possible in relation to current water using behaviour and attitudes around water use.

2.8 The purpose of the research was not disclosed to participants before completing the pre-task or until relatively late in the group discussion. This is because it may have sensitised participants to the main topic of discussion which may have lead to potential overclaim.

Pre-tasks

2.9 Participants were asked to complete a 'room diary' for the key water using rooms in the house i.e. the kitchen and bathroom before attending the focus group. Participants were encouraged to write a brief overview of who used each room, what for and for how long. They were asked to complete the diary for one weekday and either a Saturday or Sunday for both rooms to ensure any differences in water use over a weekend compared to a week day were uncovered.

2.10 A self-completion questionnaire exploring the decision making criteria around water purchasing white goods i.e. a dishwasher and / or a washing machine, was also used to understand spontaneous considerations in relation to water using appliances, and where water use and sustainability are in the decision making hierarchy.

2.11 The pre tasks were used predominantly as a stimulus to prompt discussion during the focus group and to help respondents report their behaviour as accurately as possible. The tasks were also used in the analysis phase, to give further depth to our findings.

Focus group discussions

2.12 In order to understand attitudes and assumptions surrounding water use the initial part of the discussion was relatively broad and spontaneous. This was followed by a more structured discussion where participants were prompted to discuss specific goals or pieces of information. The discussion guide used in the focus groups is included in the Appendix.

Stimulus materials used in the focus group discussion

2.13 Having initially explored spontaneous views, participants were provided with information on a range of issues in order to identify how this information impacts on participants assumptions of sustainable water use. In the early stages of the project, we worked with Defra and the project steering group to identify appropriate sources from which to develop the stimulus materials.

2.14 Information provided included:

- Information on appliances

  In order to understand aspirations in terms of water use and to understand further the decision making criteria in relation to water using products, participants were provided with information on different washing machines and showers and encouraged to select their ideal product.

- Volumes of water used

  We provided participants with a factsheet with information on the amount of water used in everyday tasks and a factsheet on the wider impact of water stress e.g. water abstraction and the natural environment.

- Wider impact factsheet

  Respondents were given a factsheet explaining the issues around water usage in more detail.

- Factsheet on water company performance against leakage targets

  The CCWater quantitative research showed that 76% of participants felt that water companies do not do enough to save water. While understanding spontaneous views was critical we were also aware that

during the research process we would possibly need to manage issues around the negative perceptions of water companies to ensure that this issue did not dominate discussion. Therefore we provided participants with a factsheet with information on current performance against leakage targets in order to challenge these perceptions and gauge response.

Follow up calls

2.15 A series of semi structured telephone interviews were conducted approximately two weeks after the groups had taken place. These interviews were designed to capture any further thoughts or changes in perception and / or reported behaviour once participants had, had the opportunity to digest the information received. All participants who gave permission were re-contacted and 70 follow-up interviews were conducted.

Participant profile

2.16 The sample was recruited to Defra's segmentation model on people's values, beliefs and attitudes towards the environment.[4] The segmentation model divides the public into seven clusters each sharing a distinct set of attitudes, values and beliefs towards the environment. All seven segments were included in the research, as follows:

1. Positive Greens
2. Waste Watchers
3. Concerned Consumers
4. Sideline Supporters
5. Cautious Participants
6. Stalled Starters
7. Honestly Disengaged

2.17 Within the overall framework provided by the segmentation, the sample was split by metering status, in line with existing evidence from the CCWater 'Using Water Wisely' research suggesting possession of a meter influences water using behaviour. Fourteen groups were conducted with unmetered respondents (two per segment.) Four groups were conducted with metered respondents, two with segments 1,2,3 & 5 and two with segments 4, 6 & 7.

[4] For further details please see Defra framework for pro-environmental behaviours http://www.defra.gov.uk/evidence/social/behaviour/documents/behaviours-jan08-report.pdf

2.18 Research was conducted in four locations – two areas of low to moderate water stress and two areas of high water stress. Locations were chosen to ensure a good geographical spread and a balance of urban and rural participants.

2.19 Quotas were set to ensure the sample was representative of the appropriate demographics for each segment and inclusive of all BME groups.

Table 1: Sample Frame

Serious water stress Bromley	Serious water stress location Brighton	Moderate or low water stress location Plymouth	Moderate or low water stress location Manchester
1 Positive Greens	2 Waste Watchers	1 Positive Greens	2 Waste Watchers
3 Concerned Consumers	4 Sideline Supporters	3 Concerned Consumers	4 Sideline Supporters
5 Cautious Participants	7 Honestly Disengaged	5 Cautious Participants	7 Honestly Disengaged
6 Stalled Starters	Metered 4, 6 & 7	6 Stalled Starters	Metered 4, 6 & 7
Metered 1, 2 ,3 & 5		Metered 1, 2 ,3 & 5	

Comparison with previous research

2.20 A literature review was not undertaken as part of this research project. However the research was designed to complement an earlier study led by the Consumer Council for Water 'Using Water Wisely.'[5]. There are some key distinctions between the research reported here and the CC Water Research, which need to be taken into account when making any comparisons between the two research projects, these are discussed briefly below.

2.21 The CC Water research used quantitative research methods, and found a

[5] CCWater commissioned both quantitative and deliberative research on 'Using Water Wisely'. The reports are available at http://www.ccwater.org.uk/upload/pdf/Using_Water_Wisely_v4_PRINT.pdf and http://www.ccwater.org.uk/upload/pdf/Using_Water_Wisely_Final_Written_Report.pdf.pdf

high level of unprompted concern regarding environmental issues, with one in ten mentioning water conservation specifically. Although we cannot compare the studies directly, results of this research are not fully consistent with the CC Water research. These differences can perhaps be explained by differences in methodology and timing of the research.

2.22 Both the deliberative and quantitative elements of the CC Water research adopted a methodology where respondents were told in advance that the subject matter involved environmental issues. The research was also conducted during a drought and at a time when water companies in the South East, in conjunction with the Environment Agency, had increased their collective promotional activities in the area of water efficiency. Additionally, the fieldwork took place during a sustained period of media attention on water infrastructure leakage and the commencement of the enquiry into Thames Water desalination plant and public consultation on their new reservoir proposal.

2.23 The key findings around attitudes and awareness to water use were as follows:

- From the deliberative research:
  - Many use water freely and without any great consideration of supply, and find it hard to conceptualise what volumes they are using but for a minority conservation is moving up the agenda
  - Those with water meters have greater awareness, if only financially rather than in terms of volumes used.
  - Attitudes and behaviour towards meters and water saving devices showed some lack of awareness, and even actual misinformation
  - Many claimed not to use any specific water saving devices but many acknowledged they did upon prompting suggesting that certain devices are not clearly linked to saving water
  - Perceptions of water companies and whether supply is scarce varies considerably across regions
  - There are a number of issues that have challenged deeply held assumptions about the place of water in everyday life, including the

rising profile of climate change, recent hosepipe bans, privatisation of water supply, lack of investment in infrastructure

- These issues tend to evoke a range of responses, including pragmatism, refusal to engage, anger and blame, and denying reality

- From the quantitative research:
  - There was a high level of unprompted concern regarding environmental issues, with nearly one in ten respondents mentioning concerns about water conservation specifically
  - Respondents considered water conservation to be relatively important when compared with other environmental issues
  - Most respondents thought wasteful demand and management of supply were jointly to blame for the water shortage
  - In general, respondents stated that both they themselves, and members of their household, do their bit to save water
  - Barriers to water-saving behaviour included: habit, lack of convenience, lack of necessity, and, in the case of collecting rainwater, practical reasons (lack of space etc.)
  - The majority of customers think that the water shortage in their area is 'not very serious' or 'not at all serious'. This is not the majority view in water-stretched areas with restrictions, where three-quarters of respondents consider the local situation to be 'quite serious' or 'very serious.' However, in water-stretched areas where there are no restrictions, only one-third of customers hold this view

2.24 In contrast, the research reported here was conducted qualitatively, and the purpose of the research was not disclosed to participants before completing the pre-task or until relatively late in the group discussion. This is because it may have sensitised participants to the main topic of discussion which may have lead to potential over-claim. Fieldwork took place in January, following a wet summer and winter.

Outline of the report

2.25 The remainder of this report discusses the findings from the research, split into the following sections:

- Factors affecting water use in the UK

  In this section we explore participants' spontaneous awareness and knowledge of water use, water scarcity and water efficiency considerations.

- Current water using practices in the home

  In this section we report findings from the group discussions on current water usage practices in the home in relation to washing behaviours (including bathing, showering, using taps), washing clothes, washing dishes, gardening and recycling.

- Barriers to water efficiency

  Here we discuss the factors that could prevent respondents from altering their behaviour.

- Water sustainability – response to information

  This section reports the response to the water sustainability information we shared with participants during the groups.

- Attitudes to the behaviour goals

  The response to the behaviour goals is reported in this section.

- Perceptions of responsibility

  Towards the end of the discussion, participants were asked briefly what actions should be taken, and by whom, to increase water sustainability. The topic was then re-visited in greater depth during the follow up calls. This section reports their response.

- Researchers conclusions and suggestions

3 Factors affecting water use in the UK

Overview

3.1 In this section we explore participants' spontaneous awareness and knowledge of water use, water scarcity and water efficiency considerations.

3.2 There is relatively low engagement with using less water which means there is not the potential for significant differences between each segment. There are distinctions between some segments such as between Positive Greens, Waste Watchers and Honestly Disengaged. For example, Positive Greens are most likely to understand the reasons for using less water, to be acting already, and more likely to see it as the right thing to do; Waste Watchers are likely to be acting though through seeking to avoid waste and Honestly Disengaged are least likely to be acting or to have engaged with the principles of using less water.

3.3 Key findings from this section are as follows:

- Many participants do not believe that water scarcity is an issue in the UK and have little understanding of the water supply situation
- There is limited understanding of most terms relating to water scarcity
- The lack of knowledge and understanding of the water scarcity issues in the UK means that many participants have no compelling environmental reason to save water
- There are three factors that, depending on circumstances, can influence some participants:
    - General feeling that everyone "should" save water
    - Metering status
    - Location
- Metered respondents living in areas where water charges are considered to be high do make efforts to reduce water usage in order to make

financial savings. However the cost of water is not considered sufficiently high to motivate more stringent water saving to drive down bills further.

- Location can have a significant impact on water usage, with a variety of local factors influencing behaviour:
    - Water company reputation
    - Level of water stress
    - Cost of water
    - Recent water shortages
    - General visibility of water overall.

Lack of knowledge of the water supply situation in the UK

3.4 There is very low awareness of the water supply situation in the UK and many participants do not believe that water scarcity is an issue. It is not a front of mind topic and therefore is not something that many participants consider in their daily lives.

3.5 *"I'm not aware of any problems…. I don't think there's an issue at the moment"* (Male, Metered, Mixed Segment Group, London)

3.6 A number of misconceptions came into play as to why water scarcity was not perceived to be a problem. These misconceptions can be broadly grouped into six key beliefs.

- **The UK is an island which is surrounded by water**

  "I can't understand how we can have these water shortages, we are an island. I just don't get how we are an island and we have a drought!" (Honestly Disengaged, Unmetered, Brighton)

- **The UK experiences a great deal of rain fall**

  "We have more rain here than anywhere else in the world don't we?" (Metered, Mixed Segment Group, Brighton)

  "From purely the amount of rain we get I don't consider being careful with the water, I just use it as it is." (Positive Green, Unmetered, Plymouth)

- **Sea levels are rising so there should be more water**

  "We have more water now because of the ice caps melting." (Honestly Disengaged, Unmetered, Manchester)

- **The situation in the UK is not as bad as other countries**

  "I have friends who live in Cyprus where it doesn't rain for like seven months a year and they have no water drought." (Honestly Disengaged, Unmetered, Brighton)

- **Water is a natural resource so there is the same amount now as there's always been**

  "The water is just going around in one big circle; it's a fallacy that you're wasting water." (Metered, Mixed segment group, Brighton)

  "Well since time began and we're living on a planet, it's always been the same water. We don't get water from anywhere other than what's here already and it goes up and it comes down and it goes up and it's the same water that Jesus Christ drank when he was wandering in the desert! It's not coming from Mars, it's not coming from outer space, it's the same water that we use." (Honestly Disengaged, Unmetered, Manchester)

- **There hasn't been a hose pipe ban for years therefore there is no problem**

  "I think it has been three years since we have had any problems." (Metered, Mixed segment group, Plymouth)

3.7 The facts that the UK is an island and is renowned for bad weather and constant rain are the most commonly held misconceptions. Most participants genuinely struggle to understand how the UK can have problems and they do not understand the reasons behind water scarcity.

3.8 The presence of reservoirs was often referred to as a reason why the UK can not be running out of water. There was a perception that if reservoirs are full they see no need to worry about water shortages. Some participants even thought that water companies were draining the reservoirs and saw that as

evidence that there can not be a problem.

3.9 *"We have got reservoirs so it's not like we haven't got water saved up."* (Sideline Supporter, Unmetered, Brighton)

3.10 These misconceptions, combined with other barriers including lack of personal responsibility, the role of water companies, the role of habit, impact on personal life and lack of financial incentives, prevented participants taking action.

Understanding of terms relating to water scarcity

3.11 Perhaps unsurprisingly, given the lack of knowledge in relation to water supply issues, there was a limited understanding of most terms relating to water supply.

Water scarcity

3.12 Water scarcity is not a term that is familiar to participants. By definition participants understand that water scarcity means that water is scarce, however it is not thought of in terms of everyday use. The implications of water scarcity are not widely known or understood, and it is not spontaneously considered as relevant to the UK or everyday water usage.

Drought

3.13 Most participants understood drought to mean that there has been no rain fall and that water in the reservoirs has temporally dried up. They believed this to be something that only happens in the summer due to extreme hot weather and do not perceive it to be a real or permanent threat. For most drought is synonymous with hose pipe bans and is not considered beyond not being able to use the hose pipe in their garden for a temporary period.

3.14 *"When it comes to the summer…. and your gardens are looking nice and if we did go into a drought and all your flowers start dying that are you going to sit there"* (Positive Green, Unmetered, Plymouth)

3.15 Participants believe that real and serious drought only happens in countries with a very hot climate such as Africa and Australia. These are countries for which drought has been well publicised in the media. There was no mention

of potential temperature rises in the future and increased exposure to drought in the UK.

Environmental strain

3.16 Environmental strain (where a combination of human activities, including agriculture, industry, transport, energy and human settlement lead to the contamination or pollution of natural water supplies) is not understood by most participants. Many tried to guess what it meant and notably a minority of Positive Greens were able to grasp the concept better than other segments and understood how water abstraction could be a strain on the environment. However it was not something most participants had previously considered in relation to water use.

Energy saving

3.17 Few participants could grasp the link between water use and energy use. They did not spontaneously consider the energy used to produce hot water for heating or washing and it was not something most had thought about before discussing it at the groups

Water efficiency

3.18 Whilst participants lacked a detailed understanding of the water supply situation in the UK, participants were much more familiar with the term water efficiency. Although they don't fully understand the reasons why people should be water efficient, they are all aware of some ways in which they can be water efficient within the home. The most common way participants mentioned they can be water efficient is turning the tap off when cleaning their teeth. Other commonly mentioned ways are; having a water butt in the garden, fitting a hippo (which many participants refer to as a "brick"), having showers instead of a bath, not flushing the toilet every time and not filling the kettle or the washing up bowl up to the top unless necessary.

3.19 When participant were asked what they thought of when they hear the term 'water efficiency' they mentioned a range of things, for example;

3.20 *"We should be saving water"* (Honestly Disengaged, unmetered, Brighton)

3.21 *"Being able to get as much out of as little water as possible"* (Cautious

participants, unmetered, London)

3.22 *"I don't always pull the chain if I'm on my own"* (Concerned consumers, unmetered, Plymouth)

3.23 *"I've got a hippo in my toilet"* (Stalled starters, unmetered, Plymouth)

3.24 *"Not filling the kettle up to the top when you're having a cuppa"* (Honestly Disengaged, unmetered, Manchester)

3.25 *"I think of my bills"* (Metered, Mixed segment group, London)

3.26 *"If you've only got a few pots to wash don't fill the bowl up full with water"* (Waste Watchers, unmetered, Manchester)

3.27 *"Having showers instead of baths… don't let the tap run when you're brushing your teeth"* (Sideline supporters, unmetered, Manchester)

3.28 *"I've got a water butt in the garden"* (Positive Greens, unmetered, Plymouth)

3.29 Despite lacking a detailed knowledge or understanding of the broader issues around water efficiency, there is still openness and some awareness of individual water efficient behaviours. While all participants are aware of small ways in which they can be more water efficient, not all have adopted these behaviours - this is particularly true for the Honestly Disengaged segment.

Lack of knowledge or motivating reason to save water

3.30 Lack of knowledge and awareness surrounding the water supply situation in the UK means that for many there are no compelling reasons to save water. They make no effort to reduce their water usage as they do not realise the environmental or financial implications of using water and see no benefit, either personal or societal, for doing so.

Motivations to save water – "the feeling that you 'should'"

3.31 Within each segment there are some participants who feel that they "should" save water. However, beyond a general idea that 'water is precious', they can rarely suggest a reason why this is true. It seems that this has become an innate, subconscious belief that they do not question.

3.32 When asked to explain where this belief has come from, they suggested four

possible sources:

- Childhood memories of being told not to waste water
- Media communications – for example from water companies
- Pressure from their own children
- An awareness of water shortages in other countries.

3.33 Interestingly, although they can remember who told them to save water, they could not recall the rationale behind the message.

3.34 Consequently, some of these participants experience a feeling of guilt when they consciously waste water, but this is not necessarily a strong enough reason to adopt further water saving behaviours, because they have not absorbed any reason why they should.

3.35 Some participants who subscribe to this general feeling that people "should" save water do try to avoid obvious water wastage. Often these are the participants who have slightly more knowledge around the potential implications of water usage. It is also particularly true for Waste Watchers who will strive to avoid waste in their everyday lives and this extends to their water using behaviour.

Motivations to save water - Impact of Metering status

Metered

3.36 Participants who had a water meter installed (as opposed to those who moved into a property which already had a meter) reported that they had done so in order to save themselves money. The motivating reason was to save money, rather than saving water.

3.37 Those who were metered, including most of those who moved into a property with a meter already there, spoke positively about water meters. Most thought that they had saved money, and whilst the primary driving factor in prompting them to get a meter installed in the first instance was to save money, some perceived that the presence of the meter had prompted them to think more about the water they are using and for some it led to a slight reduction in the amount of water they were using. Whilst having a meter installed had led to

an initial reduction in their bills, most felt that the cost of water is not sufficiently high to motivate them to adopt more stringent water saving behaviour to try to drive down bills further.[6]

3.38 The exception to this is metered participants in Plymouth where the cost of water is particularly high and all participants consider it to be excessive. This led to strong negative perceptions towards the water company. These participants were more consistently water efficient across the sample because water is known to be expensive and they reported that this had motivated them to adopt water efficient practices.

Unmetered

3.39 Most participants who are unmetered respond negatively to the idea of installing a meter. A key factor driving negative views and opinions towards meters was the perception that bills would increase. However, amongst unmetered participants, there was a perception that the presence of a meter might lead them to adopt more water efficient behaviours in the home. There was also discussion of ways in which current levels of water use could be maintained, for example using an unmetered neighbours hose to wash the car or use the car wash instead.

3.40 *"No (to the idea of having a meter installed) because then they're robbing you… because they charge you too much for what you're using and really you don't use that much."* (Sideline Supporters, Unmetered, Manchester)

3.41 "You're paying for the water meter as well, it's not just the water that's going through it, you're paying for that water meter because somebody has got to pay for it… The guys that come round to check it you've got to pay their wages and that's why your money is so high, its a blag at the end of the day, its just another way to make money from the government." (Honestly Disengaged, Unmetered, Manchester)

3.42 *"If I was metered I would be even more careful and it's annoying because my water rates are exactly the same as my daughter who has got a 1 bedroom flat and I've got a 3 bedroom house, it's just not fair but I would never want to be metered."* (Waste Watcher, Unmetered, Brighton)

[6] Please note that this research was carried out in January 2009. Although financial issues relating to the 'credit crunch' were being reported, it was not a significant issue for participants in this research.

3.43 *"In council properties when anybody moves out they get a water meter in before the next person moves in (agree) and one of my neighbours she's got a council house and her water bill is awful, its so high, she comes and puts her hosepipe on our taps to water her garden because we're not metered and filling up her kids paddling pool and things like that." (Waste Watcher, Unmetered, Brighton)*

3.44 The most resistance to water meters was from those with families / large households and those who have large gardens as they believed that the cost of their water will increase considerably. However most were also resigned to the fact that in the future there was the potential that everyone will be on a meter.

3.45 Some participants, particularly those who live alone, are open to the idea of having a water meter installed and some reported that they had looked into it. This was particularly true where family circumstances had recently changed, for example older participants who are recently widowed or where children had recently left home were the most open to the possibility. These participants thought that they would save money, however some believed that having a meter may affect their ability to sell their house and may even negatively affect the value of their house. Some participants are aware that you are unable to remove a water meter after twelve months of it being installed which led to some to be concerned that they will be "stuck with it" and that prices may then rise beyond their control.

3.46 *"There's only one downside to having a water meter, it's difficult to sell your house."* (Waste Watcher, Unmetered, Manchester)

Motivations to save water - Impact of Location

3.47 Where participants lived in the UK appeared to have a notable effect on how they reported to use water. Many different variables affected how participants viewed the water supply situation in their local area and how they reported to use water, notably water company reputation, level of water stress, cost of water, recent water shortages and the general visibility of water overall.

Manchester

3.48 Manchester is a low water stress area and here participants believed water is

plentiful. Participants could not recall experiencing hose pipe bans in recent years and did not consider the cost of their water excessive, in fact when asked most could not even recall the cost of their water. Participants in Manchester were the least water efficient across the sample and they were also the least likely to feel guilty about “bad” water using behaviour. There was little apparent difference in water use between metered and unmetered participants in this area.

Plymouth

3.49 Plymouth is also an area of low water stress and participants believe water is plentiful. However, the water company operating in this area had a particularly bad reputation amongst participants and there was a perception amongst participants that the water company sold water to other areas in the North of the UK. This led many participants to feel that the water company was taking ‘their’ water away from them to make a profit.

3.50 This water company was also perceived to charge some of the highest water rates in the UK. Unsurprisingly all participants consider their bills to be excessive and as such those who are metered reported to be particularly careful with the amount of water they use. In contrast, the reputation of the water company and the cost of water, led many of those who were unmetered to report not being careful when using water because many perceive any water efficiencies they make will only benefit the water companies and increase their profits.

Brighton

3.51 Brighton is an area of serious water stress and overall participants were slightly more aware of issues relating to water scarcity than in Manchester and Plymouth. Participants can recall hose pipe bans in recent years and most reported that they had abided by them at the time. As a result of their higher awareness respondents in Brighton are slightly more likely to adopt water using behaviours such as owning a water butt and turning the tap off when cleaning their teeth, than respondents in other regions.

London

3.52 Overall participants in London can recall water shortages and hose pipe bans

in recent years and consequently were slightly more aware of issues relating to water scarcity than those in Manchester and Plymouth. However the water company operating in this area has a poor reputation amongst participants, particularly in terms of leakage, which causes unmetered respondents to wonder why they should be water efficient when they perceive the water company to be careless.

Summary

3.53 As can be seen, participants are currently lacking reasons for adopting water saving behaviours beyond an innate, but not particularly strong, feeling that they ‘should.’ There are exceptions, those Metered participants who feel their water costs are high and participants living in areas of higher water stress, but overall it seems that the absence of known reasons to save water is a key barrier to change. Other barriers are discussed in Chapter 5 below.

4 Current water using practices in the home

Overview

4.1 In this section we report findings from the group discussions on current water usage practices in the home in relation to washing behaviours (including bathing, showering, using taps), washing clothes, washing dishes, gardening and recycling. The findings are further supported by the information supplied in the pre task water usage diaries. Response to information on actual water usage information is covered in Section 6.3 below.

4.2 The purpose of this element of the research was to understand where water efficiency currently lies as an issue for participants, the extent to which they aspire to use more water in their daily practices, and to provide an insight into the potential triggers to the adoption of more water efficient practices. Participant perceptions of 'good' water usage behaviours were explored to help further understanding, and inform discussions about willingness and ability to adopt a series of behaviour goals (which are discussed later in this report).

4.3 Most participants were unaware of issues relating to water scarcity and are largely unaware of the water supply situation in the UK, it therefore perhaps unsurprising that most participants across all segments do not consider water use in their everyday lives (when bathing, washing clothes, preparing food).

4.4 When purchasing water using appliances, water efficiency is rarely considered among participants. When it is a consideration it is low down the list of priorities and is not something participants are willing to pay much more money for.

Bathing

4.5 Bathing behaviour is determined by a combination of hygiene factors, bathroom infrastructure, pleasure and identity, and lifestyle choices. A minority across all segments report to bath rather than shower. Some take baths simply because they do not own a shower but for most it is because

they find baths are more of an ‘experience’. For these participants baths often fulfil an emotional need which is very important to them, thus they are unwilling to change this behaviour.

4.6 *“It’s a personal experience.”* (Waste Watcher, Unmetered, Brighton)

4.7 Bathing was more likely to take place at night, due to time constraints in the morning. Those who own a shower will usually shower in the morning instead of bathing because it is quicker, whilst some respondents wash multiple times a day. The length of time participants spend in the bath varies greatly but is usually between fifteen minutes to an hour long. Participants claim to take baths more frequently in the winter months when the weather is colder because they give a sense of comfort and ‘warms them up’ more effectively.

4.8 For most across all segments a bath is only considered to be full when the water reaches the overflow. For many participants the ideal bath is large, deep and hot. Most ‘top up’ the hot water to ensure the bath doesn’t get cold. A minority of Honestly Disengaged participants said that they leave the hot tap dripping for the duration of the bath and let the excess water run down the overflow to maintain a constant hot temperature. Only Honestly Disengaged participants reported this behaviour in the groups.

4.9 *“You just leave it on a trickle… It’s just going down your overflow, but coming out of the tap, so you don’t go cold and warm up.* (Honestly Disengaged, Unmetered, Manchester)

Good behaviour

4.10 Sharing bath water or reusing bath water (perhaps to water the garden) were considered to be good behaviours, although very few reported to be doing these behaviours. Having a shallow bath instead of filling the water up to the overflow was considered to be good behaviour, although again few participants currently do this and if they do it is not because they want to save water, it is driven more by personal preference. All participants agree that having a shower is better than a bath in terms of water use. However they make no distinction between power showers and other showers and they make no allowance for the length of time spent in the shower. In order to be ‘good’ some metered participants occasionally have showers instead of baths

when it is convenient for them to do so, this is because they are motivated by saving money, rather than saving water.

Showering

4.11 Most participants reported to take showers more often than they take baths. Time, convince, hygiene, and quality were all factors influencing the choice to take showers. Showers were seen to be quicker and more powerful. Some also believe showers are more hygienic because they have more power and because they provide a constant flow of fresh water. Some older participants shower because they are no longer agile enough to get in and out of a bath. Many participants will often choose to shower if they need to wash their hair or shave.

4.12 Participants from all segments believe that showers consume less water than baths and do not make any distinction between power showers and other showers. A minority of Waste Watchers and a minority of those who are metered do sometimes have showers instead of a bath - for the Waste Watchers this is to avoid waste and for those who are metered it is to save money.

4.13 Practices of showering behaviour are determined by lifestyle. We believe that there is an engrained perception that you should have a shower or bath at least once a day and many respondents do this. Showering/ bathing is usually done in the morning before work or in the evening before bed. The amount of time spent in the shower varies greatly but it is usually between three to fifteen minutes. Women are more likely to spend longer, however anything beyond thirty minutes is considered excessive by many. Participants spend longer in the shower after sport, heavy labour, when shaving and washing their hair. Some participants claim to shower more frequently during the summer months in order to stay fresh. Some participants, notably some of the Honestly Disengaged, admit to leaving the shower on to heat up the room before getting in. Many other segments claim to see this as bad behaviour; while the Honestly Disengaged do not see this as being really bad they are aware that they ‘shouldn’t’ do this.

4.14 Some participants also admit to leaving the shower on and going away to do

other activities such as talking on the phone. Some also leave the shower on to ensure it is ready for other family members to get straight in, rather than turning it on and off for each person.

4.15 *"I turn the shower on, go in my room, get changed, take my makeup off, put my hair up….. probably have a sing along to a song or something and then about 5/10 minutes later when the room is all steamy, really hot and get in the shower"* (Honestly Disengaged, Unmetered, Brighton)

4.16 *"I switch it on, probably clean my teeth or whatever before I get in the shower, instead of getting in the shower then turning it on."* (Sideline Supporter, Unmetered, Brighton)

4.17 *"If I weren't there, she would leave it on for an hour at least. She is unreal, she just forgets about it…. She will put it on then go and start cleaning, doing other things. I hear the shower going, is anyone in there, no, she is walking around the house to clean it!"* (Sideline Supporter, Unmetered, Brighton)

4.18 For showers water use is not a consideration for most segments, even those who are metered. This may be because participants already feel they are being 'good' by taking a shower in the first place, regardless of length of time.

4.19 Power showers are what most participants aspire to owning. When it comes to showers a powerful water flow is important, many participants do not like what they describe as "a trickle / dribble", they want it to be hot and powerful.

4.20 *"I wanted a real power shower…. Because they're much nicer than the dribble that was coming out of my shower that was currently going."* (Concerned Consumer, Unmetered, Plymouth)

4.21 When participants were given information on different showers in the groups and asked to choose their ideal shower, most participants ignored the information on water consumption and did not engage with this at all even when prompted. Most chose showers based on aesthetics, brand and price, water use was not a primary consideration. When asked about the possibility of buying water efficient showers most participants were not positive. This is because there is a general feeling that water efficient showers may not be as good in terms of power and therefore effectiveness.

4.22 *"It would be a dribble."* (Concerned Consumer, Unmetered, Plymouth)

Good behaviour

4.23 Participants consider that good behaviour is spending less than five minutes in the shower. Men were more likely to report that currently do this.

Washing machines

4.24 The frequency of use of washing machines depends mainly on the size of the household. Those who use their washing machines less frequently do so about once or twice a week, whereas the heaviest users do so up to three times a day.

4.25 Many participants are aware of energy use in relation to washing machines and some participants, most notably Waste Watchers and Sideline Supporters, reported that they wait to put their washing on at night to save on the cost of their energy bill by using Economy 7.

4.26 *"I always put mine on as soon as I get up in the morning, because its cheaper on my electricity meter before 7.30am, I've got an Economy 7 meter and it's cheaper during the evening and first thing in the morning."* (Metered, Mixed segment group, Brighton)

4.27 Most participants reported that they wait for a full load before turning their machines on but the main reason for this is to save time and energy, rather than saving water. Participants do use the economy wash and half load functions but this is not to save water, again the primary reason is to save energy, money and time.

4.28 There were certain occasions when participants reported to wash without having a full load, this usually occurs when washing delicates, uniforms and sports wear if needed quickly. Some participants also claim to decrease their wash loads in the summer months, this is because they dry the clothes outside and will often wash anything dirty in time to catch the sun, regardless of whether they have a full load or not.

4.29 Participants consider it to be bad to use the washing machine for one small item although they understand that sometimes this is necessary. While many

participants wash their towels and bedding at higher temperatures (sixty to ninety degrees) there is a slight feeling of guilt that this is not what they 'should' be doing.

4.30 While participants are open to the idea of buying a water efficient washing machine, water was not a spontaneous consideration and therefore is unlikely to be a key driver in determining their choice. Participants primarily choose washing machines based on brand, price, load size (the bigger the better) and spin speed (the higher the better). Some claim that energy rating is also a consideration but when probed few had detailed spontaneous knowledge about the energy rating system.

4.31 Few respondents had previously considered whether or not appliances would be water efficient, as this had not previously been on their radar.

Good behaviour

4.32 Participants consider good behaviour to be using products with a good energy rating although many are not entirely sure what this really means. Many also consider washing at thirty degrees or fifteen degrees is 'the right thing to do' because that is what they have heard in recent advertisements. Many participants across all segments have tried to wash at lower temperatures because they believe it is what they 'should' do and they also believe it will save money on their energy bill. However some have found this to be ineffective and have reverted back to using a forty degree wash. Positive Greens were the most likely segment to report continuing washing at a lower temperature.

Washing dishes

4.33 Participants vary in terms of how they wash their dishes with a mix in each segment using dishwashers as their main method of cleaning dishes. Most across all segments believe that dishwashers use more energy, water and cost more to run than washing by hand. Some participants own dishwashers but will only use them at weekends or on special occasions when they can achieve a full load because they believe they are expensive to run and think it

is quicker to wash by hand. This is particularly true for participants living within smaller households, whereas larger families use their dishwashers more frequently (once a day or once every two days).

4.34 Most participants do not put pans in the dishwasher because they think they take up too much room and are not effectively cleaned. Many will rinse particularly dirty plates under a running tap before placing them in the dishwasher, whereas some will rinse all of their plates before placing in the dishwasher, regardless of how dirty they are.

4.35 Similar to washing machines most participants will wait for a full load before turning the dishwasher on, however this is to save energy and cost rather than water. Some participants, most notably Waste Watchers and Sideline Supporters, wait to put their dishwasher on at night to save on the cost of their energy bill by using Economy 7.

4.36 The eco wash function is not as widely known or used as much as it is for washing machines. Many participants are not aware of this function and say their dishwashers do not have it. The few participants who do use this function do so because they believe it saves time, energy and money, water use is not a consideration.

4.37 Those participants who wash by hand do so because either they don't own a dishwasher or they choose not to use it on a regular basis. Washing by hand is mostly done using a bowl or sink. A mix in the groups used a bowl rather than a sink but this was not to save water, it was either done out of habit or to preserve the sink and ensure no scratches.

4.38 Participants have varying set routines as to how they wash up, but usually they change the water multiple times (e.g. three times each wash), and some will rinse under a running tap after washing in the sink / bowl to make sure all traces of soap are removed. Single participants are more likely to wash up under a running tap because it is quicker and they generally have fewer dishes to wash. They are more likely to wash up after each meal rather than waiting for a full sink / bowl.

Good behaviour

4.39 A minority of Waste Watcher participants and those who are metered reuse

their washing up water in the garden during the summer months. The motivation to do this is to avoid waste and / or save money, rather than saving water, however this is still considered to be good behaviour. Many participants claim they are more likely to do this during a hose pipe ban.

4.40 *"In the summer, I'm not saying it's very hygienic or anything like that, but I do use my pot water to throw on my garden."* (Waste Watcher, Unmetered, Manchester)

Taps

4.41 As expected, taps were used frequently by all participants throughout the day, they are generally used more frequently in the morning and evening when participants wash themselves and when they wash and prepare food.

4.42 Participants believe it is normal to leave the tap running when waiting for the right temperature i.e. to cool when waiting for a glass of water or to heat when waiting to wash their hands.

4.43 Many consider it bad to leave a tap dripping. Most participants claim not to do this except for a minority of participants in the Honestly Disengaged segment who admit to doing this when bathing to maintain a hot temperature.

4.44 Many participants from all segments were aware of the water wastage caused by leaving the tap running whilst cleaning their teeth – they were less conscious of water wastage from leaving the tap running in any other situations, such as whilst washing up, shaving or washing their hands.

Good behaviour

4.45 Turning the tap off when cleaning their teeth is a behaviour most participants have adopted. It is therefore seen as a 'normal behaviour', and also perceived to be a 'good' thing to do. Although most participants have adopted this behaviour, they are unsure of the reasons why they turn the tap off. There is a feeling that it is the 'right thing to do' and it is what they 'should' be doing.

4.46 *"My daughter, when she was 7 or 8 said daddy you're naughty you shouldn't do that, you should turn the tap off when you're washing your teeth"* (Metered,

Mixed segment group, London)

4.47 There is also a sense that running the tap when cleaning their teeth feels particularly wasteful because they can see water that hasn't physically touched them, or been used in any way running down the drain. A minority who don't turn the tap off when cleaning their teeth worry that they can't break the habit because it is what they have always done.

Gardening

4.48 Participants with gardens tended to only water their gardens in the summer months or at times when there is hot weather and there has been little rain.

4.49 When there is a hose pipe ban many claim to abide by the ban, apart from a minority of Honestly Disengaged participants. However many will still water their garden using a watering can. This is because participants say that plants are expensive and a lot of time and energy has been invested into them and they are therefore reluctant to let them die.

4.50 Many across all segments use a hose and a watering can depending on the situation, this is considered normal and acceptable behaviour. Those who are metered are slightly less likely to use a hose on a regular basis than those who are unmetered because they are aware the cost is higher.

4.51 Some participants from the less green segments leave the hose running for hours, notably those from the Honestly Disengaged segment. Some leave it lying on the ground even though they are not using the water for any purpose. This may be because the tap is far away and doesn't act as a physical prompt to turn it off, there is also more effort required to walk and turn it off.

4.52 *"I wash the car, well mine and the missus' car every 2 weeks and it takes me about 4 hours and I have the hose pipe on for 4 hours, you know, I fill my bucket up and then leave it on the road and I must waste loads of water."* (Honestly Disengaged, Unmetered, Manchester)

4.53 *"I am terrible, I have got a very big garden, I have got a patio and everything, the hosepipe is going all the time."* (Honestly Disengaged, Unmetered, Brighton)

4.54 Water use is more of a consideration for those who are metered.

Good behaviour

4.55 As previously stated a minority of participants from the Waste Watcher segment and those who are metered reuse their washing up water in the garden during the summer months. This is considered to be good behaviour. For some metered respondents the motivation to do this is saving money rather than saving water, whereas waste avoidance is a strong motivator for the Waste Watchers. Participants across greener segments claim they are more likely to do this during a hose pipe ban. However some participants are concerned that the soapy water may kill the plants.

4.56 Having a water butt is also considered to be good behaviour. A mix across all segments reported to own a water butt. There was a feeling among participants that this is 'the right thing to do. However, saving water is not necessarily the primary reason many participants use a water butt, for many it is ease of use and for those who are metered it is because it saves them money.

4.57 *"Watering the garden (using a water butt) is just wonderful, easier and it saves you a lot of traipsing in and out and money"* (Female, Metered, Mixed segment group, Brighton)

4.58 Many participants don't own a water butt; they claim this is due to cost, effort to fit and lack of space.

Recycling

4.59 Some participants rinse items before recycling because they believe it is what they 'should' do, they say they have been told to do this and believe their recycling will not be collected otherwise. Others rinse because they think it is hygienic and won't attract animals. Rinsing is usually done under a running tap for speed.

Good behaviour

4.60 Participants believe they are being good by rinsing.

5 Barriers to Water Efficiency

Introduction

5.1 The barriers to water efficiency were explored during discussions on water efficient behaviours and indirectly during discussion of their existing perceptions of the water supply situation and their current water using behaviour.

5.2 The barriers to adopting water efficient identified by the participants can be grouped under four key headings:

- Lack of awareness about the water supply situation in the UK (See Section 3.1)
- Perceptions of water as a natural resource
- Belief that it is 'someone else's' responsibility
- Impact on personal life

Lack of awareness about the water supply situation in the UK

5.3 With little detailed knowledge of the environmental implications of water usage or the stress of supply, participants do not feel it is important to make a conscious effort to save water and consequently make relatively few efforts to do so.

Perceptions of water as a natural resource

5.4 Participants feel that as water is a natural resource, it is something to which everyone has a right. This feeling is strengthened by the knowledge that they also pay for it. They overlook the role played by the water companies in treating and supplying the water and consequently feel a degree of outrage at the idea that their usage could be controlled or restricted. These perceptions are common across the sample.

5.5 *"It evaporates and goes into the sky and comes back down again."* (Honestly

Disengaged, Unmetered, Manchester)

5.6 Participants have difficulty understanding how a natural resource which appears to be extremely plentiful could be in short supply. Factors contributing to their confusion are:

- The amount of rainfall received in the UK (especially for Plymouth and Manchester respondents)
- Living in an island surrounded by sea – none had considered the financial and energy requirements of desalination plants
- The knowledge that the amount of water on the planet stays consistent – some participants are aware of this but have not taken increasing demand into account
- The knowledge that sea levels are rising as the polar ice caps melt, especially amongst the less environmentally concerned groups.

Belief that it is 'someone else's' responsibility

5.7 Many participants express concerns that any efforts they might make themselves would be outweighed by the behaviour of others, particularly the water companies, 'other people' and neighbours and family.

Water Companies

5.8 Water leakage issues are mentioned spontaneously and extensively across all groups. Perceptions of the water companies' attempts to stem leakage are extremely negative and leakage is felt by all respondents to be a major contributing factor to any water shortages. Many feel the problem was so severe that it makes any individual contribution to water saving futile.

5.9 The nature and remit of the water companies also contributes to participants' negative perceptions. Although participants have a limited awareness of the role played by the water companies in treating waste water and sewage and supplying their water, this tends to be overshadowed by the strong belief that the water companies are merely making money out of a natural resource. This negative impression is strengthened by their perceptions that company profits and individuals' salaries and bonuses are disproportionately high. The

problem is compacted by each company's monopoly in their region – participants resent not being able to change company in the event of dissatisfaction.

5.10 All of these factors mean that participants feel widespread and entrenched mistrust for the water companies. Without understanding the wider context for water saving, this can act as a barrier to individual behaviour change, as participants feel that decreasing water use would just increase water company profits.

'Other People'

5.11 There was a general feeling that even if they, as individuals, attempt to change their own behaviour and adopt more water efficient practices, many other people will not, making their own efforts negligible. Participants struggled to see how they themselves could make a difference, without others also taking action.

5.12 This feeling is true across the sample but is especially noteworthy amongst the Positive Greens in this study, who seem frustrated by the gaps between their current environmental efforts and everyone else's. This may impact on some people's willingness to adopt further water efficient behaviours without evidence of others increased action.

Neighbours and Family

5.13 This sense of needing to see others taking action, before participants were willing to act themselves was strengthened for some participants by examples found closer to home – many respondents cited examples of neighbours and even family members being profligate with their use of water. Failure to see others acting close to home was a barrier to action for some.

Impact on Personal Life

5.14 Participants are also put off by the potential impact adopting water efficient behaviours could have on their daily lives and the lifestyles they had become accustomed to. Concerns about self-sacrifice include:

- Time and effort

- Hygiene
- Loss of ‘me time’
- ‘I’m already doing all I can’
- Financial implications

Time and Effort

5.15 Prior to learning about the behaviour goals, participants felt that changing their behaviour would entail too much time and effort. Whilst they are agreeably surprised by most of the behaviour goals, all but the Positive Greens envisage weighing the amount of time and effort any behaviour change take against the volume of water saved.

Hygiene

5.16 Where participants feel using less water will decrease hygiene levels, they will not change their behaviour. For example, some participants believe that leaving washing up liquid on dishes is unhygienic – these participants are unwilling to give up rinsing their dishes under the tap. Similarly, bathing or showering on a daily basis is an accepted social norm – decreasing the frequency of bathing would be considered unhygienic.

Loss of ‘me-time’

5.17 Bathing, and to a lesser extent, showering, provide important ‘me-time’ for participants. Some participants feel changes in this respect requires too much emotional sacrifice.

The feeling that ‘I’m already doing all I can’

5.18 Some participants who felt they had already made significant changes to help address other environmental issues expressed feelings of demotivation by the news of another environmental worry and the need to make further changes. However, it is important to note that participants were open to the smaller

behaviour goals discussed in Section 7 below.

Financial Implications

5.19 Financial barriers fall under two main headings – the cost of water itself and the cost of water saving devices.

5.20 For unmetered participants, there is little financial incentive to save water until the link with energy costs was explained. However, this saving does not apply to cold water usage and so is unlikely to have an impact on these behaviours.

5.21 Many participants with water meters feel that their meters have already saved them money, lessening the need to make further savings by decreasing their usage. This perception is strengthened by the relative cheapness of water in comparison with their other utility bills. For these respondents, the financial savings were insufficient alone to prompt any significant behaviour change, despite being metered.

5.22 This barrier does not apply to metered respondents who consider their water bills to be high, notably metered participants in Plymouth.

5.23 There was also a perception that the cost of water saving devices, would require a large initial financial outlay. Most participants were put off installing water saving devices such as water butts, hippos and variable flushes by the expected expense. For unmetered participants in particular, there is no scope to recoup the initial costs through future savings.

6 Water Sustainability – Response to Information

Introduction

6.1 Throughout the group discussions, participants were given information on a variety of different areas relating to water sustainability:

- Energy usage – environmental and financial implications
- Impact on plants and animals
- Water shortages
- Water usage volumes for different water using activities
- Water leakage information for their region

6.2 In this section we explore response to the information supplied and impact on attitudes towards water usage and efficiency.

Overall Response

6.3 Much of the information disseminated to participants during the focus groups was new to them and most found it surprising and interesting. Reviewing and discussing the information lead to most participants expressing openness to adopting at least some of the smaller water saving behaviours. Whilst not all participants are convinced by the environmental arguments in favour of water efficiency, they still find much of the information motivating for different reasons, for example the financial savings to be made or the thought that the population increase means that there is less water per head of the population. In this chapter we detail which aspects of the information are found motivating to which participants, and the reasons why.

Water Usage Amounts

6.4 Participants are all surprised by the volumes of water used by the various domestic activities discussed in the groups, in particular the amounts used by

a running tap and a power shower. Many were surprised also by the amount that could be saved by using hippos, variable flushes and some makes and settings of dishwashers.

6.5 Of all the information disseminated during the groups, the amounts of water used in each activity had the highest recall during the follow up calls. Participants found the facts easy to process and personally relevant. Many participants, especially the Waste Watchers, were shocked by the sheer volume of wastage. However, for most, the wastage needs to be placed within the context of water shortages and / or the environmental impact of water supply, before it becomes something relevant to their behaviour. Within this context, knowledge of the volumes used helped participants to see how individual contributions can add up to a significant whole.

6.6 *"Oh that makes us feel terrible now"* (Cautious Participant, Unmetered, London)

6.7 *"The average person, oh my God, that's terrible."* (Sideline Supporter, Unmetered, Brighton)

6.8 *"I'm astounded that it's 150 litres per person!"* (Waste Watcher, Unmetered, Manchester)

6.9 Many participants felt that being able to see the financial costs of each activity, as well as the water volumes used, would provide further, personal motivation to take action.

Water Shortages

6.10 No participants fully appreciated the severity of the water supply situation in the UK prior to attending the group. When the information about water shortages was first introduced, they were resistant to the idea and some doubted its credibility. However, when they had accepted it, the information about water shortage and population growth resonated with participants from all segments. The information about environmental strain resonated with participants from the more pro-environmental segments.

6.11 *"I just thought we were a country where we could have indefinite amount of water."* (Sideline Supporter, Unmetered, Brighton)

6.12 Some participants are aware that the actual amount of water in the UK remains constant and have failed to take into account the increased demands placed upon it. However, when this was understood, it was of interest across all segments. As stress of supply caused by increased demand stems from a sociological problem, rather than an environmental issue, when it is fully understood it is resonates strongly with all segments, even those who are less environmentally conscious.

6.13 Two further misconceptions initially prevented many participants from accepting that water supply levels are low. They dismissed the concept of water shortages, saying that water can be transported from high rainfall areas to water stressed regions or that water can be taken out of the sea. It was only when they understood the high energy and financial costs involved in either of these procedures that they would actively consider the possibility of water shortages.

6.14 Whilst the information about water shortages is compelling, it has less impact on participants from low water stress regions, particularly Plymouth.

Energy Usage - environmental and financial implications

6.15 In the early part of the discussions few participants considered the amount of energy used in the treatment, supply or heating of water even for water heated and used in their home. Positive Greens and Concerned Consumers are quick to understand and take on board these arguments, making the link between water usage and wider environmental impacts. Other segments took some time to process and accept them.

6.16 *"We are all blasé at getting lots of rain, but looking at this its surprising."* (Female, Mixed segment group, Manchester)

6.17 Participants found it difficult to interpret the CO2 volumes used in water supply, treatment and heating, as they find it struggle to imagine the amounts of CO2 used and have no context within which to evaluate the proportion of CO2 used in water supply. Comparisons with other sources of CO2 helped to illustrate the point, but also risked distracting attention away from the water supply CO2 burden. For the more environmentally conscious groups, the simple fact that water usage carries a CO2 burden is convincing. Less

environmentally conscious participants, especially the Honestly Disengaged, show little interest in the energy usage of the CO2 burden of water supply.

6.18 *"The CO2 production is a bit of an eye opener isn't it… you don't think of using water as producing that amount of CO2."* (Stalled Starter, Unmetered, Plymouth)

6.19 Few participants in any groups had previously considered the impact of heating water on their energy bills; the possibility of reducing energy bills via reducing water wastage was of interest to all.

6.6 Impact on plants and animals

6.20 As knowledge and awareness of water shortage in the UK was low, participants had not considered the impact on plants and animals. When they had accepted that stress of supply is a reality, they understood and accepted the potential consequent impact on flora and fauna quite readily. All but the Honestly Disengaged found these facts motivating and convincing to some degree.

Water Leakage

6.21 Participants' negative views of the water companies' performance were evident from the many spontaneous comments made even before participants were given the leakage information factsheet.

6.22 *"Generally speaking we have lots of water and its all coming down for free. What annoys me is the companies that own it, i.e. Thames Water as we are here, they don't seem to be doing enough to stop the leakage."* (Positive Green, unmetered, London)

6.23 Their response to the factsheet demonstrated that their mistrust of the water companies is hard to overcome and they place much of the blame and responsibility on the water companies. Mistrust of the water companies lead to participants disbelieving any information about water leakage improvements. Awareness of Ofwat is low and few appreciate its independent status. This leads them to doubt whether leakage targets are appropriate.

6.24 Participants expressed more shock at the amounts of water still leaking, than by the volumes of leakage that have been prevented. Some participants feel that the ongoing leakage volumes make any individual efforts worthless. Perceptions around the size of water company profits made it hard for participants to believe that the companies are doing all that they can to stem the problem.

6.25 *"If you think about it an Olympic swimming pool is 2.5 mega litres and we're losing 3290 mega litres a day, that's 1315.6 swimming pools. That's a lot that. They're obviously not doing very well at it are they?"* (Honestly Disengaged, Unmetered, Manchester)

6.26 *"You feel guilty about leaving your tap on whilst you are brushing your teeth, and then you're thinking hold on a minute, they're wasting a whole bunch more than me."* (Positive Green, Unmetered, London)

6.27 *"(If) all the fat cats weren't getting such big bonuses…. surely they'd have money to replace all of the pipe work. Because I mean they get huge bonuses don't they?"* (Waste Watcher, Unmetered, Manchester)

Information Needs and Sources

6.28 Participants identified three main questions around water efficiency issues, that they felt needed to be answered:

- Why do I need to save water?
- What can I do to save water?
- How can I save water?

Why do I need to save water?

6.29 Whilst information about financial savings was something that participants highlighted as appealing to them, this issue needs further investigation particularly as the cost of water is low in comparison to other utility bills. Environmental issues are of interest to the more environmentally conscious segments. Water shortage information impacts on all respondents in

particular those in areas of high water stress.

6.30 As awareness of the situation is low, any communications about it must come from an authoritative source. Ofwat could be an appropriate source, but not all of our respondents had heard of Ofwat or understood what it does.

What can I do to save water?

6.31 Most participants are keen to learn what they could do as soon as they had understood and accepted the severity of the situation. They feel they would welcome information on this front from a number of different sources.

6.32 In addition to government involvement, the role of children in educating their parents in environmental issues was a key emerging theme across all groups. Many parents reported behaviours, such as turning off the taps, which they had adopted purely on the instruction of their children, without necessarily understanding or even questioning the reasons why.

6.33 *"My kids sometimes wag their fingers and say naughty, naughty because they're brought up at school…. a lot of it is environmental related and therefore they come home and say this is what we should do, we should do this, this and this so they educate us as well to a certain extent"* (Metered, Mixed segment group, London)

6.34 Advertising was also consistently mentioned – the 'Act On CO2' advert was repeatedly cited as a good example.

6.35 Some respondents also felt that communications via a trusted third party, such as a celebrity, would have impact.

6.36 *"Someone like Trevor McDonald people respect him."* (Sideline Supporter, Unmetered, Manchester)

How can I save water?

6.37 Finally, participants feel that they need logistical information about the water saving devices they will need to accomplish the behaviour goals. There is also a role here for the water companies – participants feel that actively helping people to change their own behaviour will help make the water

companies' own efforts to address leakage seem more credible.

6.38 With these information needs satisfied, participants do not feel they would need new information – but they do feel that their levels of motivation will slacken off. Timely reminders, for example whilst cleaning teeth or doing the washing up, were needed to help them continue their water saving behaviour.

Follow Up Calls – Response to the Information

6.39 During the follow up call exercise we asked participants a number of questions which help demonstrate their response to the information they received in the groups:

(**Q7) In the light of what you heard at the focus group, how important do you think it is for individuals to try and use less water in our daily lives?**

(Q1) What did you think about the information you found out in the focus groups?

(Q2) Which specific bits of information do you remember from the focus groups?

(Q3) Since taking part in the focus group, which of the following have you done?

- Tried to use less water in my daily life
- Discussed the issues with family and friends
- Tried to persuade others to use less water in their daily lives
- Tried to find out more information about water shortages in the UK
- None of the above
- Other

(Q5) What made you decide to try and use less water and / or persuade other people to use less water?

The charted results of the follow up calls are contained in the Appendix .

The key points from these questions provide are summarised below:.

- The vast majority of participants reported that they felt it was important to save water in the light of the information they received during the focus group.
- Participants found the information interesting and educational, with nearly all reactions proving positive.
- Participants could recall a wide range of the information sources discussed in the groups, however information on the levels of water wasted and information about saving water in future stood out for participants.
- Most participants reported that they have tried to use less water since taking part in the focus group. Participants also mentioned that they had actively sought to discuss the issues with family and friends and / or had tried to persuade others to use less water in their daily lives.
- A mix of reasons is given for trying to save water – preventing general wastage was the most frequently mentioned.

7 Attitudes towards the Behaviour Goals

Introduction

7.1 When participants had understood and discussed the information about water sustainability in the UK, they were asked to suggest ways in which they could change their behaviour to reduce water wastage. In this way, we were able to explore spontaneously current awareness and activity around the five behaviour goals. These responses are discussed below. The five behaviour goals were then formally introduced to participants and their response evaluated.

7.2 The follow up telephone interviews also explored to what extent participants had considered and acted upon any of the behaviour goals after the initial group discussions.

7.3 The behaviour goals are:

- Turn off the tap when brushing teeth, shaving or washing hands
- Fit a 'hippo' in the WC cistern or a variable flush to an existing toilet
- Use a water butt rather than a hose pipe for garden watering
- Take a short shower instead of a bath
- Buy water efficient products

7.2 Overall response to the behaviour goals

7.4 Overall participants seem agreeably surprised by the lack of effort required by the behaviour goals and participants across all segments felt that many would be comparatively easy to adopt.

7.5 *"There's nothing unreasonable there."* (Waste Watcher, Unmetered, Brighton)

7.6 *"Some of those are quite reasonable aren't they? Some of them can be done."* (Sideline Supporter, Unmetered, Brighton)

7.7 Awareness of the need to turn off the tap whilst cleaning teeth is sufficiently high for this to be considered a social duty – whilst some respondents do not do this, many feel guilty about their omission. None of the other goals discussed in the groups achieved the same level of awareness.

7.8 Most participants feel that they could adopt at least one or two of the smaller water efficiency behaviours. Positive Greens, Waste Watchers, Concerned Consumers were prepared to attempt more goals than participants from the other segments, perhaps as a result of having been given information about the environmental issues, which resonates more strongly with their environmental attitudes.

7.9 Most participants from the less environmentally conscious segments, particularly those in areas of low water stress, feel they could attempt one or two goals. Having been prompted to think about the issues in detail, these participants say they would be motivated to take action due to the thought of financial savings on their energy bills through heating less water and from the knowledge that water supplies are becoming insufficient to meet demand. With this in mind, there is also a sense that, as the goals require little effort, there is no reason not to adopt them.

7.10 *"Its not going to cause any of us any hardship to do, I don't know, turn the tap off when you're cleaning your teeth or not leave the shower running for 20 minutes before you get in it, its not going to cause anyone any hardship or its not going to change anyone's lives so why not try it and do it."* (Female, Sideline Supporter, Unmetered, Manchester)

Turn off the taps whilst brushing teeth, shaving or washing hands

7.11 Turning off the taps whilst cleaning teeth is already widely known and accepted as good practice, even though most participants did not appreciate the environmental implications of adopting this behaviour.

7.12 Many participants said that they had been told by their children that they should turn the taps off where possible – this has contributed to overall willingness to accept this behaviour goal.

7.13 Participants were prepared to adopt this goal whilst cleaning their teeth as they feel it is easy to do and would have no time, cost or performance losses.

7.14 Wastage here is tangible – as people clean their teeth, they can actually see the water running down the drain, without achieving any useful purpose – this provides an added motivation to attempt this goal.

7.15 However, some participants did feel that over time their efforts to change their behaviour might lapse, as teeth cleaning behaviour is deeply ingrained and habitual. They suggested timely reminders, for example on toothpaste tubes, might help them to maintain their efforts.

7.16 Participants were less likely to try to turn off the taps whilst washing their hands, as they feel that the time it takes to lather is negligible and therefore the tap is not running for a significant amount of time. Indeed, many feel that turning the tap on and off again will take longer than it would have run for as they lathered – plus they would then need to use more water whilst they rinsed the soap off the tap.

7.17 Most participants do not run the tap whilst shaving, preferring to fill up the sink. Of those that do, most use the pressure of the tap to clean the razor – this is not something they would be prepared to give up.

7.18 *"I would need to run the tap to clear the razor."* (Male, Cautious Participant, Unmetered, London)

Fit a 'hippo' in the WC cistern or a variable flush to an existing toilet

7.19 A few participants were familiar with the concept of hippos and awareness was particularly high amongst metered respondents, many of whom had fitted hippos.

7.20 Some participants who were unfamiliar with the concept had difficulty understanding how a hippo would work. However, when it was explained to them, they were easily able to appreciate the potential water saving.

7.21 Few participants were prepared to have variable flushes fitted to their existing toilets, put off partly by the perceived hassle and cost of installation and partly because they consider the hippo option as effective alternative.

7.22 Fitting a hippo is considered easy to achieve, especially since it requires a single, one off effort, rather than continued change in behaviour over time.

Consequently, many participants reported that they were open to the idea of fitting a hippo, particularly those from the greener segments. Carrying no financial incentive, this has less appeal for Honestly Disengaged participants and obviously excludes those with lavatories already fitted with variable flushes.

7.23 Immediate barriers to adoption are concerns over logistics – many participants felt that they would prefer a 'proper' hippo and therefore want information about where to buy them and how much they cost. Some more knowledgeable participants mentioned alternatives to proper hippos to the rest of their groups. During subsequent discussion a few are prepared to use a bottle of water but many are put off by the thought of putting a brick into the cistern, concerned that it might discolour the lavatory or block up the system with brick dust.

7.24 *"I'd rather have a hippo than using a bottle or using a brick, if I knew where I could get a hippo for £5 I would get one."* (Cautious Participant, Unmetered, London)

7.25 Participants who were less keen on adopting this behaviour goal are largely influenced by concerns over its effect on performance – many felt that it would make performance comparable to the short flush on a variable flush toilet, and they felt this will not be sufficient in all cases. Few of these participants are prepared to have a variable flush fitted as an alternative as the perceived effort was felt to outweigh the benefits.

7.26 Many participants felt that this would be an appropriate opportunity for water company involvement, following the example set by energy suppliers in supplying energy efficient light bulbs. However, discussion around this point helped illustrate the need for greater awareness of the context for water saving – there were some instances where participants recalled having been given hippos in the past from their water companies, but without understanding the need to save water, they had thrown them away.

Use a water butt rather than a hose pipe for garden watering

7.27 This is a popular option for garden owners amongst the Positive Greens, Concerned Consumers, Waste Watchers, particularly for those in regions of

high water stress. A slightly higher number of Metered participants were already in possession of a water butt and many of the remainder reported that they were open to the idea of purchasing one, possibly due to the financial savings they could achieve.

7.28 Participants felt that water butts have a clear link with water saving, which is strengthened by the fact that they can physically see the volume of water they have saved. In addition, they still have rainwater to use in place of the tap water they have saved, so they experience little actual loss. The potential to 'beat' a hosepipe ban is considered a real advantage here.

7.29 *"If there is a hose pipe ban you have got that storage and you can even wash your car with it if you really needed to."* (Stalled Starter, Unmetered, London)

7.30 In terms of installation, the 'one off' effort required was felt to be an advantage compared to everyday behaviours which require sustained change in habits. However, participants did have concerns regarding the cost, logistics and effort of installation. Problems associated with installation can be as much of a disincentive as the costs for some participants. Again, this was an area where participants would welcome involvement from the water companies.

7.31 *"I think they should be subsidised"* (Waste Watcher, Unmetered, Brighton)

7.32 *"Hand them out like they do with the recycling bins now, they are given free now so why not water butts."* (Positive Green, Unmetered, London)

7.33 Initially, participants with smaller gardens, or without gardens, felt that this goal is not relevant to them. However, after discussion, many were prepared to consider installing a water butt where practicable, to help with tasks such as washing patios and cars, provided they could be given reassurance that rain water will not risk damaging paintwork on vehicles through containing grit or dirt.

Shower not bath

7.34 All participants could appreciate the link with water saving and found this behaviour goal easy to understand. It has more resonance for some of the Honestly Disengaged participants than some of the other goals, perhaps as they can appreciate the financial savings to be made by heating less water.

7.35 However, for those participants who prefer regular baths to showering, this goal requires a real sacrifice. Bathing provides valued 'me-time' for many participants and this is something most would find hard to give up, regardless of region, segment or metering.

7.36 "*I'll never stop having baths and have showers because I am careful in other ways, I've got the economy washing machine, I've got the flush thing, so I do my bit and I'm not going to stop having a bath."* (Waste Watcher, Unmetered, Brighton)

7.37 This behaviour was seen to be particularly hard to adopt during the winter months, when baths offer the additional advantage of helping to warm people up.

7.38 Whilst giving up baths altogether is felt to be too onerous, most regular bathers are prepared to decrease the regularity with which they bathe, particularly in the summer. In addition, when they do have a bath, they are often prepared to make the water shallower, rather than automatically letting the water run until it reaches the overflow. They feel that these compromise options would be more achievable, and less alienating, than being asked to give up baths altogether.

7.39 Having previously received information about the volume of water used by showers and baths, participants were also sensitive to the fact that some showers can use more water than a bath. For some bathers, this restores the justification for choosing a bath over a shower. Equally, owners of power showers, felt that it could possibly encourage greater bathing uptake. As a result, participants feel that 'taking shorter showers' needs to be set as a more quantifiable target.

Buy Water Efficient Products

7.40 Participants across the sample expressed openness to this goal – it has appeal even for the less environmentally conscious segments, as it has the potential to decrease energy bills.

7.41 "*The next time I buy a washer I will make sure it is water efficient; I will look for the signs as opposed to price."* (Metered, Mixed segment group,

Manchester)

7.42 Participants anticipate a similar system being created for water efficiency as is already in place for energy efficiency and feel that they would use it in the same way. Brand, cost and performance would remain the key factors taken into account when choosing an appliance, but energy and water efficiency would be considered together after these priorities.

7.43 Participants' willingness to adopt this goal was almost entirely based on their belief that the government would introduce water efficiency standards. It is therefore considered to be a governmental, rather than an individual, responsibility. In the immediate future only metered participants and those from the greener segments anticipate actively looking for products that are more water efficient.

7.44 Whilst participants feel that they do want the government to act to increase water efficiency standards, they clearly did not want this to impact negatively on the cost.

7.45 *"I don't think you want it to be any more expensive really because you're doing them the favour so why should you pay more to do them the favour."* (Sideline Supporter, Unmetered, Manchester)

7.46 *"They should make the water efficient ones a bit cheaper then more people would be able to afford them"* (Metered, Mixed segment group, Manchester)

7.47 Participants do not anticipate a drop in performance for most appliances. This assumption is based on their belief that there was no drop in performance when energy efficiency standards were introduced. It is also founded in their trust in the different brands' ability to manufacture machines that achieve a good balance between performance and water efficiency.

7.48 Showers are the exception to this as participants find it hard to understand how good power can be achieved with less water. In this scenario, they fear that increased water efficiency can only be achieved through a decrease in performance or an increase in energy.

Alternative water saving behaviours

7.49 Participants suggested some additional behaviour that could help to save

water:

- Making sure dishwashers and washing machines are completely full before using
- Washing up with a bowl rather than running the tap / using the sink
- Using the economy settings on water using appliances

7.50 Metered respondents, Positive Greens and Concerned Consumers reported that they were open to undertake more arduous behaviours, including:

- Saving water that has run while waiting for the right temperature for use in the garden
- Using greywater in the garden
- Flushing the lavatory with greywater

Follow Up Calls – Trying to save water

7.51 We asked all the participants in the follow up calls who had tried to save water since the focus group what they had done.

7.52 The charted results of the follow up calls are contained in the Appendix. However, the results of this questions show that turning off the taps whilst cleaning teeth and taking shorter showers or showering instead of bathing are amongst the most popular options. There is less uptake for the behaviour changes that require new equipment or financial outlay. Installing a water butt – the most demanding behaviour change in terms of effort and financial outlay – tended to be more popular with Metered participants in high water cost areas.

8 Perceptions of Responsibility

8.1 During the discussion, participants were asked briefly what actions should be taken, and by whom, to increase water sustainability. The topic was then re-visited in greater depth during the follow up calls.

8.2 Whilst most participants agree that they have an individual responsibility to decrease water wastage, they need to see their own small individual contribution reproduced on a larger scale, to help believe that behaviour change can address the issues.

8.3 Participants feel that the government, water companies and manufacturers share the core responsibility with individuals. Some feel it was also the responsibility of retailers, charities and community groups.

8.4 *"Well I think if the water is that bad the government should turn around and say to the manufacturers make water efficient stuff full stop."* (Stalled Starter, Unmetered, Plymouth)

8.5 We asked all the participants in the follow up calls who they felt should be responsible for saving water. Participants felt that government should raise awareness of the situation and work to increase the water efficiency of water using appliances.

8.6 Participants feel the key task for the water companies is to reduce water leakage. Other areas where the water companies can help are by helping to raise awareness of the issues, investing more in water saving and helping to incentivise the public to save water. It is generally anticipated that the water companies will follow the lead set by the energy companies, demonstrating their commitment to increased water sustainability through helping to provide their customers with the necessary knowledge and equipment to decrease their water usage.

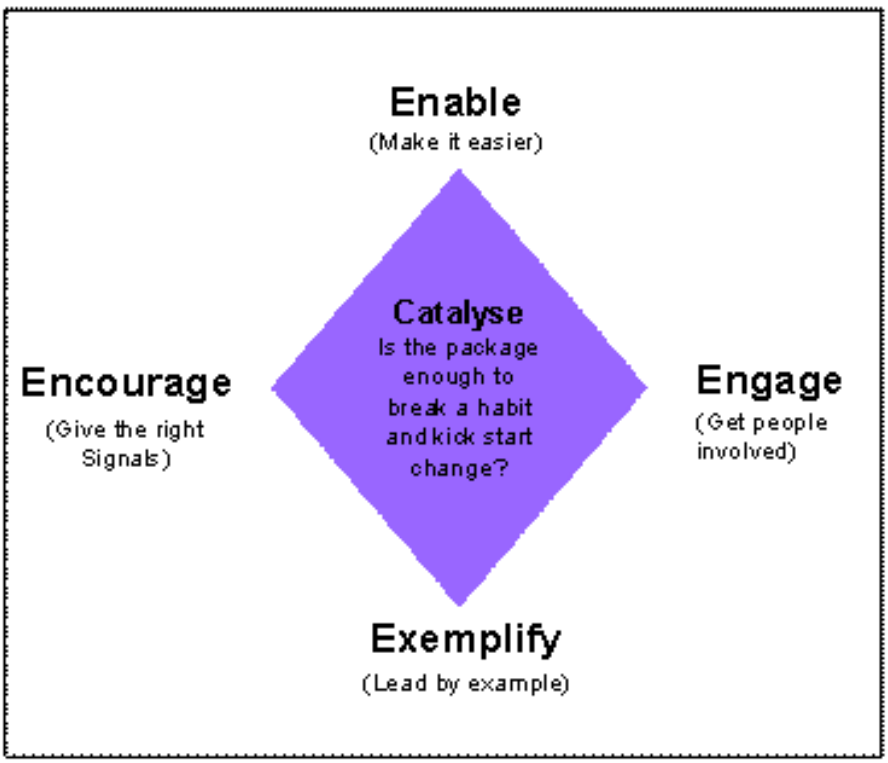
8.7 Manufacturers are expected to produce more water efficient products in the future, in line with any government standards and to use less water in production processes.

8.8 Shared responsibilities across all the identified stakeholder groups included

helping to raise awareness of the situation, using less water generally and encouraging personal water savings amongst staff.

9 Researchers' Conculsions and Suggestions

9.1 Our conclusions are organised around the '4Es' model described in the UK Sustainable Development Strategy, shown below:



Engage

9.2 The positive response to the information disseminated during the focus groups indicates that there is openness to consider adopting at least some water saving behaviours. This insight is supported by the findings from the follow up calls, which found that most participants reported that they had changed made some changes or where intending to make changes as a result of attending the groups (however this is based on self-reported data and can't be substantiated).

9.3 The research suggests two possible options to help increase awareness of water efficiency. The choice of route will depend on whether behaviour change efforts are focussed solely on the behaviour goals, or if there is a desire to encourage change beyond these specific behaviours.

9.4 The first option is simply to communicate Defra's target behaviours, without

trying to address the question of 'why' people should adopt the behaviours. The widespread awareness and adoption of turning the taps off when brushing your teeth demonstrates that simply encouraging the the desired behaviours can be effective, without for example making the environmental objectives explicit. The sense of 'guilt' that people describe around wasteful water use may be enough of a motivator, particularly if combined with the potential to save money from heating their water. However, this information may not encourage further effort beyond the adoption of the suggested behaviours because of a lack of awareness of the overarching goal of water efficiency.

9.5 The second option is to build engagement and understanding of the wider issues within the context of water shortages caused by increased demand due to population growth and increased water use. Participants found this information convincing and relevant , although, to be successful, they must also fully understand why other methods, such as desalination and the long-distance transfer of water, are not viable alternatives. Motivation may be further strengthened by conveying the potential financial savings to be made by heating less water. Creating a wider awareness may help to deliver ongoing behaviour changes above and beyond the individual behaviour goals.

9.6 The environmental impact of water supply may provide motivation for change to the more environmentally conscious, but this may have little impact on the less environmentally aware segments. Given the lack of awareness around water issues, detailed communication of these issues would be required before they could be sufficiently understood to be found motivational.

9.7 All initial communications around water using behaviour needs to come from a trusted source if they are to be considered credible. Television advertising is the most widely respected medium for communications of this type.

Enable

9.8 Clearly people need to know what they can do to help effect change. Overall the behaviour goals give people simple and effective ideas for changing their water usage behaviour and there was openness to the goals to some extent.

Results from the follow up calls shows that, of those who reported taking action, the simpler more straight forward goals were more likely to have been attempted. Those requiring higher levels of effort and financial investment unsurprisingly had the lowest uptake.

9.9 To support the goals, people will also need information and help sourcing, installing and financing water saving devices such as hippos and water butts. There is a role for water companies here, which would illustrate their own commitment to saving water.

Exemplify

9.10 People need to see their own small individual contribution reproduced on a larger scale, to help believe that behaviour change can address the issues. Visible government action, such as the introduction of legislation to ensure water efficiency standards from manufacturers and industries, will bolster their own efforts.

9.11 Manufacturers and the government are considered jointly responsible for increasing the water efficiency of water using appliances without impairing performance – the government by enforcing standards, manufacturers by 'inventing' water efficient products. The energy ratings on electrical appliances have set a precedent for this.

9.12 There needs to be a noticeable contribution from the water companies. Overcoming negative perceptions around water leakage will be an uphill struggle; they need to be seen to be actively helping to reduce the problem. However, without greater awareness of the background context of the water supply situation in the UK, their efforts are likely to be misunderstood or misinterpreted.

Encourage

9.13 Financial barriers fall under two main headings – the cost of water itself and the cost of water saving devices. For unmetered participants, there is little financial incentive to save water until the link with energy costs was explained,

however this saving does not apply to cold water usage and so the financial savings could be insufficient alone to prompt any significant behaviour change. Many participants with water meters feel that their meters had already saved them money, lessening the need to make further savings by decreasing their usage. This perception is strengthened by the relative cheapness of water in comparison with their other utility bills.

9.14 The financial savings from reduced energy costs does have the potential to encourage water saving. However, the effect of water metering demonstrates that a more direct link with financial saving could have greater impact.

9.15 For those without meters, the financial savings of reducing water use are transferred to the water companies, rather than to themselves. Reducing bills in proportion to a regional drop in water usage could prove extremely motivating, as well as strengthening belief in the water companies' own commitment to saving water.

9.16 Increased levels of metering has the potential to encourage water saving for some – but there are barriers to be overcome if uptake is to increase, particularly amongst families and larger households, for whom metering is unlikely to prove cost efficient.

9.17 Assistance with the financing and installation of water saving devices will also encourage behaviour change as people are put off by the hassle of installation and / or the financial costs. There is a general expectation that the water companies will help with this – following the example set by energy suppliers. Again, this is another opportunity for the water companies to demonstrate their commitment to preventing water wastage.

Recommendations for future research

Literature review

9.18 During the preparation phases for the research, many of the representatives from the steering group, particularly those from the water companies, mentioned reports from research conducted by their own organisations. It seems that there is may be a significant amount of useful data contained in this grey literature, that could further develop our knowledge and

understanding of attitudes and behaviour towards water saving. We therefore recommend conducting a literature review, to combine all the existing information.

Actual vs. reported behaviour

9.19 The findings in this research are all based on reported behaviour. Whilst every effort was made in the design and execution of the research to help participants report their behaviour as accurately as possible, water usage is often subconscious and therefore hard to recall and describe realistically. It would be valuable to build on the findings of this research by studying actual behaviour, for example by combining the evidence from water meters, and self-completion diaries with an ethnographic approach.

10 Appendices

Appendix Contents

- Quotas 68
- Pre tasks 69
- Discussion Guide 76
- Shower comparison sheet 85
- Washing machine comparison sheet 86
- Water Use Fact Sheet 88
- Wider Impact Factsheet 89
- The Water Cycle 91
- Leakage factsheet (Southern Water) 92
- Leakage factsheet (Thames Water) 94
- Leakage factsheet (United Utilities) 96
- Leakage factsheet (South West Water) 98
- Permission to recontact form 100

Quotas

	Positive Green (Segment 1)	Waste Watchers (Segment 2)	Concerned Consumers (Segment 3)	Sideline Supporters (Segment4)	Cautious Participants (Segment 5)	Stalled Starters (Segment 6)	Honestly Disengaged (Segment 7)
Gender	4 X Male 4 X Female	4 X Male 4 X Female	4 X Male 4 X Female	4 X Male 4 X Female	4 X Male 4 X Female	4 X Male 4 X Female	**4 X Male** **4 X Female**
Age	At least 4 per group to be aged 41 – 64	At least 4 per group to be aged over 65	4 per group to be aged 30 – 40 years	At least 3 per group to be aged under 30	At least 3 per group to be under 30	At least 3 per group to be under 30	**At least 4 per group to be aged under 40**
		Max 2 per group to be aged under 40	NONE to be aged over 65 years	Ensure a good spread of remaining ages	NONE to be aged over 65 years	At least 3 per group to be aged over 65	**Max I per group to be aged over 65**
Children	Max 2 per group to have children aged under 5	Max 2 per group to have children aged under 5	Max 2 per group to have children aged under 5	Max 2 per group to have children aged under 5	Max 4 per group to have children aged under 5	Max 2 per group to have children aged under 5	**Max 2 per group to have children aged under 5**
Occupation	4 per group to be AB	3 per group to be AB	3 per group to be AB	4 per group to be C1C2	2 per group to be AB	3 per group to be C1C2	**4 per group to be C1C2**
	4 per group to be C1C2	5 per group to be C1C2	5 per group to be C1C2	4 per group to be DE	4 per group to be C1C2	5 per group to be DE	**4 per group to be DE**
					2 per group to be DE		
If NOT Chief Income Earner	No quota	At least 3 per group to be retired	No quota	No quota	No quota	At least 4 per group to be non-working	**At least 4 per group to be working full time**
Education	4 per group to have a degree	No quota	No quota	No quota	No quota	None to have a degree	**No quota**
Household Income	At least 3 per group to have a high level	At least 3 per group to have a low – medium level	At least 3 per group to have a high level	At least 3 per group to have a medium level	No quota	At least 6 per group to have a low level	**At least 4 per group to have a low level**
Living situation	At least 4 per group to personally / jointly own their property	At least 4 per group to personally / jointly own their property outright	At least 3 per group to personally / jointly own their property with a mortgage	At least 2 per group to personally / jointly own their property with a mortgage	At least 2 per group to personally / jointly own their property with a mortgage	At least 2 per group to personally / jointly own their property outright	**At least 3 per group to personally / jointly own their property with a mortgage**
	Max 4 to rent	Max to personally / jointly own their property with a mortgage	Max 5 to rent OR personally / jointly own their property outright	At least 2 per group to rent	At least 2 to rent	At least 4 per group to rent	**At least 3 to rent**
Belong to any organisations	At least 1 per group to be actively involved in an environmental group	No quota	No quota	No quota	No quota	No quota	**No quota**

Pre tasks

Hello

Thank you very much for agreeing to take part in our research project. To help you prepare for the focus group, we need you to complete the following simple tasks:

1. Room Diary
   Please complete the attached diary for your kitchen (and utility room if you have one) and your bathroom – we just need a brief overview of who used each room, what for and for how long. It is very important that you write about one weekday and either a Saturday or Sunday for both rooms.

2. Buying a washing machine or dishwasher
   Please think back to the last time you bought a washing machine or dishwasher and complete the attached questionnaire. There are only a few questions so please complete them in as much detail as possible. If it has been a long time since you have bought one, please think about what you would consider if you were buying one in the future.

Please bring your completed diaries and questionnaires with you to the focus group.

Thanks very much, we look forward to meeting you!

Room Diary

Room..... **Day of the week** .....

Time	Who was in there?	What were they doing?
e.g. 7.30 – 4.45	*Dad*	*Shower, clean teeth, shaving*

Room Diary

Room..... **Day of the week** .....

Time	Who was in there?	What were they doing?
e.g. 7.30 – 4.45	*Dad*	*Shower, clean teeth, shaving*

Room Diary

Room ..... **Day of the week** .....

Time	Who was in there?	What were they doing?
e.g. 7.30 – 4.45	*Dad*	*Shower, clean teeth, shaving*

Room Diary

Room..... **Day of the week** .....

Time	Who was in there?	What were they doing?
e.g. 7.30 – 4.45	*Dad*	*Shower, clean teeth, shaving*

Washing Machine and Dishwasher Purchase Questionnaire

Please think back to the last time you bought a washing machine or a dishwasher and answer the following questions:

What did you buy?

.....

.....

What made you decide to buy a new one?

.....

.....

.....

.....

Where did you go to find out what machines were available – i.e. where did you get information from?

.....

.....

.....

.....

What factors did you take into account when you were deciding what to buy?

.....

.....

.....

.....

What other machines did you consider?

.....

.....

.....

.....

What made you choose your machine in the end?

.....

.....

.....

.....

Thank you very much, please don't forget to bring your completed diaries and questionnaires to the group.

See you soon!

Discussion Guide

Defra: Public Understanding of Sustainable Water Use in the Home

PRE TASKS

Prior to the research the participants will be asked to undertake two tasks, to help them prepare for the discussion and to provide context for our findings.

Task One: Room Diary

We will ask participants to write about a typical day in the life of their kitchens/ utility rooms and their bathrooms – who uses them, when, why etc. They will be asked to do this for both a week day and a week end day.

Task Two: Washing Machine/ Dishwasher Purchase

Participants will be asked to complete a brief questionnaire, describing their last washing machine/ dishwasher purchase or their intentions if they are planning to a new one soon.

DISCUSSION GUIDE

1. Introduction to Research (0,5)[7]

Introduction

Aims of the research

- *Want to talk about the things they have in their homes and how they use them*

Confidentiality / No selling

Duration – up to two hours

Permission to tape, anonymity – if appropriate moderator will mention here that we will be talking about relatively personal things like length of time in the shower, and will reassure as necessary

2. Respondent Introductions (5,5)

Group will divide into pairs and spend a few minutes talking to each other. Each will then introduce their partner to the group

[7] [approximate timings (time expired, time for section)]

3. Habitual water-using behaviour in the home (10,20)

Objectives covered in this section:
- Understanding of sustainable water use in the home
- What is 'normal' behaviour

NB During this part of the discussion, respondents will not be asked specifically about water using behaviour, although the moderator will ensure that the discussion does focus on this. This is so that we can establish their behaviours before they understand the purpose of the research and are tempted to over claim.

Using their pre-task diaries, we will explore current behaviour in terms of water using activities in the home. We will be seeking to understand the reasons why people do what they do at the moment and whether water use/sustainability is a consideration, rather than understanding the detail of behaviour.

We will probe specifically around the behaviour goal areas, so:

- Showering
    - How often? And at what time of day?
    - Why do you choose to shower instead of bath?
    - Attitude to showering - quick in and out or longer experience?
    - How long do you spend in a shower? What governs how long you spend in the shower? *As long as you need to wash, time available, concerns about water/ energy use etc, number of people and bathrooms in household*

- Bathing
    - How often? And at what time of day?
    - Why do you choose to bath instead of shower?
    - Attitude to bathing – quick dip or longer experience?
    - Deep baths and lots of bubbles or just enough water to wash in? Why?

- Taps
    - What do you use the water from bathroom/ kitchen taps for? *Washing up, shaving, cleaning teeth, washing hands, cleaning, drinking, cooking*
    - For each use, probe around how they do it - *fill up bowl, fill up sink, leave tap running?*

- Washing Machines

During this section the moderator will remain neutral and collect the focus groups' real answer, trying to avoid giving the impression that overfilling a washing machine is good, as if machines are over-full, they don't always wash/ rinse properly.

- Who has a washing machine? Who has a washer drier?
- How often do you use it? *When full load ready, as and when etc*
- How full is a full washing machine? How full do you fill yours for a typical wash?
- *Show respondents picture of washing baskets and probe for their reactions – how does this compare with their usual wash size?*
- Which settings does it have? Which ones do you use? Why?

- Dishwashers
  - Who has a dishwasher?
  - How often do you use it? *When full load ready, as and when etc*
  - How full is a full dishwasher? How full do you fill yours for a typical wash?
  - Does anyone rinse or scrape the dirty items before loading them into the machine?
  - Which settings does it have? Which ones do you use? Why?

- Recycling
  - Do you sort waste for recycling?
  - Do you wash/ rinse items before putting them out for recycling?

Within this discussion we will be probing for their perceptions of what is 'normal' and what is 'good' and listening out for any mentions of water efficiency/water saving.

4. Water using appliances and the 'ideal' washing machine/shower (30, 15)

Objectives covered in this section:

- Aspirations around water consumption and water using products

We will start with a short discussion on the water-using white goods pre-task questionnaire to understand current decision making criteria and whether/where water use and sustainability fits in.

We will then move on to an 'ideal' exercise to explore aspirations in more detail. We will give participants a choice of washing machines and washer driers, including a range of product information and ask them to make a 'real world' and 'ideal world' choice and explain their reasons. We will then repeat the exercise with showers, using actual product examples if available.

- For each product chosen, ask:
  - Why did you choose this product?
  - What were the plus points for this?
  - What put you off?

Moderator will listen for any mentions of water efficiency/ saving etc and probe as appropriate. At the end of the exercise, she will choose the most water efficient model and ask respondents to comment on its key attributes.

5. Spontaneous understanding of water efficiency (45, 15)

Objectives covered in this section:

- Understanding of sustainable water use in the home – both hot and cold water / energy use in particular
- Assumptions around what is 'normal' and what is 'good' – in particular perceptions around unlimited vs. efficient use

During this section we will ask directly about water use to explore participants' understanding and perceptions and contrast responses with what participants have already told us about their behaviour and aspirations:

- We have talked a lot about activities using water in the home today.
  - If I say 'water efficiency' to you, what do think of?
  - If someone wanted to be 'water efficient' in their home, what should they be doing?

- Why do you think someone might want to be water efficient in their home? *Listen for spontaneous then prompt for:*
    - *Water scarcity, drought and stress of supply? What do each of these mean? How would they make someone feel about being more water efficient in the home?*
    - *Environmental strain? What does this mean? How is it different from water scarcity? How would it make someone feel about being more water efficient in the home?*
    - *Energy saving*
    - *It's the right thing to do*
    - *Save money on bills*

- Why would someone not want to be water efficient?

- How do you feel about the cost of your water?

- <u>Unmetered Groups Only:</u>
    - How would you feel about having a water meter? *Pros and cons*
    - What impact would it have on your water consumption?
    - What impact would it have on your water bills?

- <u>Metered Groups Only:</u>
    - How do you feel about having a water meter?
    - How does it affect your water consumption?
    - How does it affect your water bills?

- How important do you think water efficiency is in this country? Why? ***Probe to understand their perceptions of how serious the problem is***
    - What do you think causes the water shortages in this country?
    - *Probe perceptions of water companies leakage repairs*
    - *How does that make you feel about saving water yourselves?*

- Here are some other phrases on the same subject – for each one, please tell me if you have heard it before and what it means to you:
    - Water efficient
    - Water and energy efficient
    - Water/ energy saving
    - Flushwise

- Waterwise
- Water savings
- Qualified Water Technology List

- When you see that a shower or a washing machine is water efficient, what are your expectations of its performance? *E.g. For showers Unsatisfactory performance – very restricted flow of water or a decent satisfactory performance? For washing machines: how clean would you clothes be with a water efficient machine?*
  - How would you feel about buying a water efficient shower/ washing machine?
  - Would it cost more / less/ the same as a 'normal' one?
  - How would it compare in terms of performance?

6. Response to information about water efficiency (60, 20)

Objectives covered in this section:
- Willingness and ability to act – what could they do, what would they do, what would they need to enable, engage, encourage and exemplify behaviour change and what role others can play

Having spontaneously discussed water efficiency, we will give participants some information and explore their responses: ROTATE ORDER BETWEEN GROUPS

- *Information about the volume of water used in different activities*
- *Information about the wider environmental impact of water use*
- *Information about water company leakage performance*

- Is this something you had thought about before? If yes, which aspects?
  - What do you think of it?
  - Does any of this matter? Which bits? Why?
  - Did you think about any of this before when you were using water?
  - Will you think about it in future when you are using water?
  - What do you think would get in the way of changing our behaviour in relation to water use?
  - What are the easy things people like us can do to help change this?
  - Are there any other things people like us could do, that would help but which are harder?
  - What information or help would you need to help you to make these changes?
  - Would you be interested in getting more information about this?

- How would it be best to communicate with you about this sort of thing?
- Who do you think should send you this information?

7. Gardening (80,10)

Objectives covered in this section:
- Understanding of sustainable water use in (and around) the home

NB Not all respondents will have gardens – moderator will pose these questions tactfully to avoid causing offence

- How many people here have house plants that need watering? How often do you water them?
- Who has gardens? When do you use water in the garden?
  - *Prompt for watering plants, washing the patio, washing the car, paddling pools etc*
    - How often? How does this vary across the year? What time of day?
    - What do you use? *Hose, water butt, watering can, sprinkler – reasons for each*
    - Where do you get the water from that you use in your gardens? *Tap water, rain water, grey water?*
    - How much water do you use in your garden? How long is the hose/ sprinkler running for on average? *Prompt by season*
    - Have you made any changes to your garden in recent years? *Probe for water efficient planting and plant selection, watering systems, use of mulch etc*
    - Before this discussion, how much did you think about the water you use in your garden?
    - In what way has this discussion impacted on that do you think?

8. Explicit discussion about the behaviour goals (90, 25)

Objectives covered in this section:
- Response to Defra's specific behaviour change goals - Willingness and ability to act – what could they do, what would they do, what would they need to enable, engage, encourage and exemplify behaviour change and what role others can play

At this stage we will explain that there are several actions that the Government has highlighted which, if adopted by all consumers, would significantly reduce the overall environmental impacts associated with water use. The government is therefore keen to get feedback on these changes to find out what people think about them as an idea and whether they can see themselves and others adopting these actions – or indeed, if they are already doing them.

Introduce the five behaviour goals in turn. ROTATE ORDER BETWEEN GROUPS

1. Buy water efficient products
2. Fit a 'hippo' or 'save a flush' in the cistern or a variable flush to an existing toilet
3. Take a short shower instead of a bath (but be careful with power showers as they can take more water than a bath)
4. Use a water butt instead of tap water
5. Turn off tap when brushing teeth, shaving or washing hands

For each, explore initial reactions and thoughts:

- How do these actions fit with your current lifestyle?
  - Are you already doing any of this? *Refer back to earlier discussions*
  - Can you see yourselves doing this? Why/ why not?

- Can you see other people doing this?
  - Why/ why not
  - Who do you think would/ wouldn't?
  - What are the barriers to people changing in this way?
  - What would motivate people to make these changes?
  - Do you think there should be penalties for people who don't make any changes?
  - What should they be?
  - Who do you think should be responsible for administering any incentives or penalties?

- Which larger organisations should also make changes? What should they do?
  - Listen for spontaneous then prompt for:
    - Water Industry
    - Government
    - Manufacturers & Retailers
    - Community groups & NGOs

After considering each action, as a group:

- Rank actions in order of personal willingness to adopt them
- Rank actions in order of what you think other people would be willing to adopt
- Rank according to their current ability to take action in this way

For each ranking, explore reasoning fully and any differences amongst the group

9 Final Things (115, 5)

- Each participant to write a postcard (to be used as a prompt for the telephone interviews):
  - What have they learnt today?
  - What surprised them the most?
  - How, if at all, have their perceptions changed?
  - Do they think they will change anything about their water usage habits on the back of today?

Thanks and Close

- *Participants complete permission to re-contact form as they leave*

Shower comparison sheet

Shower type/ description	**Tap shower**	**Electric shower**	**Thermostatic electric shower**	**Thermostatic mixer shower**	**Digital mixer shower**	**Deluge shower**	**Power shower (other than Digital mixer or Deluge)**
Water usage e.g. litres per minute	Depends on flow of bath taps	Between 3 and 9 litres per minute	Between 3 and 9 litres per minute	Between 4 and 20 litres per minute	Between 8 and 16 litres per minute	Between 8 and 25 litres per minute	Between 8 and 16 litres per minute
Any special features		Flow depends on kilowatt rating - higher rating = higher flow	Flow depends on kilowatt rating - higher rating = higher flow Includes thermostatic control	Includes thermostatic control	Includes thermostatic control Some models have a pump included in the shower unit - these are a type of power shower	Includes thermostatic control Some models have a pump included in the shower unit - these are a type of power shower	Pump is included in the shower unit Some models include a thermostatic control
Requirements e.g. minimum pressure, bathroom size/ specification, boiler requirements	Hose pushes onto bathroom taps, so no special requirements	Cold water mains and electrical connection needed	Cold water mains and electrical connection needed	Hot and cold water connections needed	Hot and cold water connections and electrical connection needed	Hot and cold water connections needed	Hot and cold water connections and electrical connection needed

Washing machine comparison sheet

	HAIER HW-C1460TVE-U Washing Machine	Zanussi ZWF12070W1 Washing Machine	John Lewis JLWM1407 Washing Machine	Zanussi ZWF16581W Washing Machine	INDESIT WIDXE146 Washer Dryer	Siemens WM16S493 Washing Machine	Electrolux EWT12420W Top Loader Washing Machine
Price	£199	£236	£390	£390	£399.95	£830	£396
Digital display	Yes	No	Yes	Yes	Yes	No	Yes
Energy rating	A	A	A+	A	B	A+	A+
Half load	No	Auto	Automatic load adjustment	Yes	No	Yes (auto)	No
Wash rating	A	A	A	A	A	A	A
Load capacity	6kg	6kg	7kg	7kg	6kg	7kg	5.5kg
Quick wash	Yes	Yes	Yes	Yes	Yes	Yes	No
Spin performance	B	B	B	A	B	A	B
Water use per wash	56 litres	54 litres	56 litres	52 litres	86 litres	49 litres	46 litres
Water use per kilo of washing	9.3 litres	9.0 litres	8.0 litres	7.4 litres	14.3 litres	7.0 litres	8.4 litres

Water Use Fact Sheet

Defra: Water Use Factsheet

Factsheet on average amount of water used for everyday tasks

On average, each person uses 150 litres of water at home per day

80 litres per bath

Standard electric shower = 8 litres per minute
Power shower = 20 litres per minute

While tap running = 6 litres per minute
Using a cup = 1 litre in total

With trigger gun / nozzle = 600 litres per hour
Without = 1000 litres per hour
Sprinkler = 1000 litres per hour
Watering can = 10 litres per can

Manufactured before 1991 = 9 litres per flush
Manufactured 1991 – 2001 = 7.5 litres per flush
Manufactured post 2001 = 6 litres per flush

Manufactured before 2000 = 80 litres per load
Manufactured after 2000 = 50 litres per load on a normal setting
= 35 litres per load on an eco setting

Under running tap = 9 litres per minute
Using a bowl (tap off) = 8 litres per bowl
Plugged sink = 16 litres per bowl

Manufactured before 2000 = 25 litres per load
Manufactured after 2000 = 14 litres per load on a normal setting
= 10 litres per load on an eco setting

Source: Waterwise

Wider Impact Factsheet

Defra: Public Understanding of Sustainable Water Use in the Home

Information on the wider impact of water usage for moderator to read out alongside water cycle diagram

---

Introduction

I'm sure everyone remembers the water cycle diagram from school! I'd like to spend a few minutes thinking about how the water we use gets to us and what happens to it after we've used it.

Every drop of water we use at home and work comes out of our rivers, streams and groundwater – water stored in layers of rock beneath the soil called 'aquifers'.

Water companies take water from rivers and streams, or drill wells or bore holes into aquifers and draw water from them. The water is then treated at water treatment works before passing through water mains to arrive at your home.

Waste water from our homes and businesses then goes back into the drainage system and on to a water treatment plant, where the water is cleaned and purified and then put back into the water system.

The process involved in getting clean water to our homes and businesses has many impacts but I'd like to focus on three main issues:

- The amount of energy involved in the process – and what this means for CO_2 emissions
- How our water use affects plants and animals
- What climate change means for water supplies in the future

How much energy is used in the process of providing water to homes and businesses?

Energy is used at a number of points in the water cycle:

- Pumping – energy is used to pump water from rivers, streams and groundwater sources through the network of water mains and pipes to our homes, and then from our homes to treatment plants
- Treating water – energy is used to treat the water taken from rivers, streams and groundwater sources before we use it, and then again to clean it before it goes back into the water system
- Heating – on average, heating water to use as hot water (e.g. for showers or washing clothes) accounts for 23% of your household energy bill (but this figure does not include your central heating.)

Pumping and treating the drinking water supplied to our homes and businesses produces 365 kilograms of CO_2 for every million litres of water.

Pumping and treating the sewage from our homes and businesses produces 822 kilograms of CO_2 for every million litres of water.

So, on average, pumping and treating the water we use each year accounts for 65 kilograms of CO_2 per person.

To put it in context:

- Using an A rated tumble drier once a week for a year produces 57 kg of CO_2
- Watching TV for 2 hours a day for a year produces 84 kg of CO_2

Overall, water companies are responsible for almost 2% of the UK's total greenhouse gas emissions.

The water we heat in our homes account for about 5% of the UK's total greenhouse gas emissions. Reducing this by 5% would be the equivalent of taking 600,000 cars off the road.

How does our water use affect plants and animals?

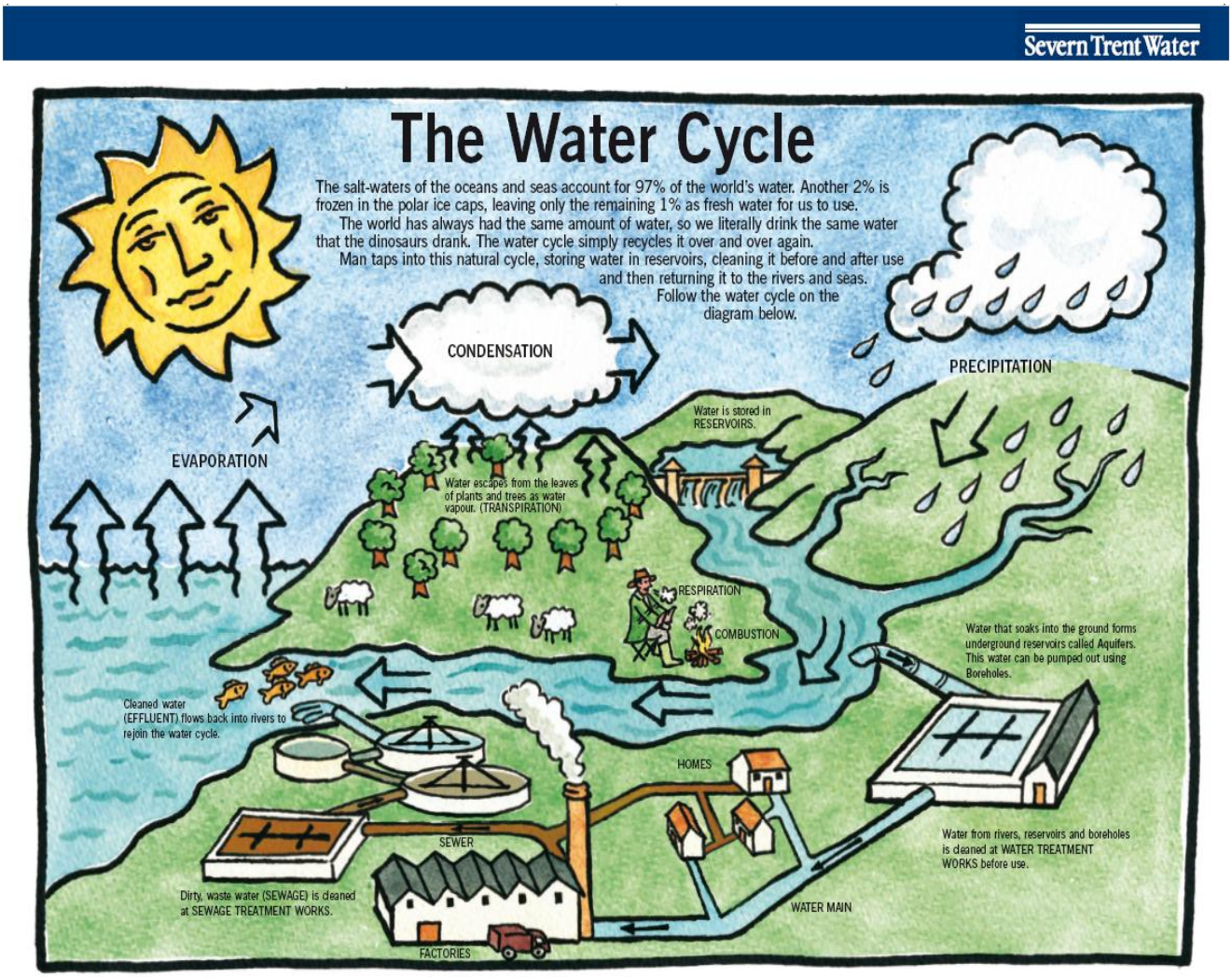
Because all of our water comes from rivers, streams and groundwater, the amount we use and where it comes from can have an impact on plants and animals.

Plants and animals depend on having enough water in their natural environment to survive. In some places the amount of water taken for our needs is drying out local environments, making it harder for plants and animals to survive. For example, when the water level in a river or stream is low, it can lead to less oxygen and more pollutants in the water. This in turn can kill fish and lead to big increases in the amounts of algae in the water which suffocates other forms of life. In wetland areas, where a great range of plants and animals depend on the land being in a wet condition, drying out can mean irreversible changes.

The future

It is likely that there will be less water available for use in the future due to the effect of climate change. In parts of England and Wales there is already no more water available for abstraction, so future efforts to bolster supplies will increasingly rely on energy intensive options such as long-distance transfers or desalination, both of which require the use of energy and emit greenhouse gases.

The Water Cycle



Leakage factsheet (Southern Water)

Defra: Public Understanding of Sustainable Water Use in the Home
Leakage factsheet

Introduction

Managing leakage is a key issue for the water companies. Each company in England and Wales sets its targets for leakage control based on its plan to balance water supply and demand in a way which minimises costs to consumers and the environment. Ofwat is responsible for seeing the targets are calculated correctly and, if the targets are not met, they can take appropriate action e.g. fine the water company.

Leakage is measured in megalitres – one megalitre is one million litres of water. To give you an idea how much this is, imagine a million bottles of water of 1 litre each or think about an Olympic swimming pool, which contains 2.5 megalitres.

How are the water companies doing?

In 1994-95, the total industry leakage was 5,112 megalitres a day.

In 2004-05, the total industry leakage was 3,608 megalitres a day.

In 2007-08, the total industry leakage was 3,290 megalitres a day.

So since 1995, the water companies have reduced leakage by 1,822 megalitres a day – or 36%.

All water companies met their leakage targets in 2007-08.

How is my water company doing?

The table below shows how Southern Water has been performing against its leakage targets for the last five years:

Megalitres per day	2003/4	2004/5	2005/6	2006/7	2007/8
Total leakage	92	92	93	82	83
Target	92	92	92	92	92
Result	Achieved Target	Achieved Target	Missed target by 1%	Exceeded target by 11%	Exceeded target by 10%

Why are the leakage targets not ‘0’?

The water companies in England and Wales are responsible for a network of pipes which is approximately 335,000km long, and includes over 24 million connections to customer's properties - all of which are potential sources of leaks. Temperature, soil conditions, vehicle movement and a range of other factors all have an impact on leakage.

Mending leaks is difficult and expensive, so it would be virtually impossible and very expensive to reduce leakage close to zero. So, there comes a point where it is more cost-effective to spend money on other ways of saving or providing water than on mending leaks e.g. encouraging people to save water at home, investing in new ways of treating water effectively etc. Reducing leakage below this level would result in higher bills for customers.

Leakage factsheet (Thames Water)

Defra: Public Understanding of Sustainable Water Use in the Home
Leakage factsheet

Introduction

Managing leakage is a key issue for the water companies. Each company in England and Wales sets its targets for leakage control based on its plan to balance water supply and demand in a way which minimises costs to consumers and the environment. Ofwat is responsible for seeing the targets are calculated correctly and, if the targets are not met, they can take appropriate action e.g. fine the water company.

Leakage is measured in megalitres – one megalitre is one million litres of water. To give you an idea how much this is, imagine a million bottles of water of 1 litre each or think about an Olympic swimming pool, which contains 2.5 megalitres.

How are the water companies doing?

In 1994-95, the total industry leakage was 5,112 megalitres a day.

In 2004-05, the total industry leakage was 3,608 megalitres a day.

In 2007-08, the total industry leakage was 3,290 megalitres a day.

So since 1995, the water companies have reduced leakage by 1,822 megalitres a day – or 36%.

All water companies met their leakage targets in 2007-08.

How is my water company doing?

The table below shows how Thames Water has been performing against its leakage targets for the last five years:

Megalitres per day	2003/4	2004/5	2005/6	2006/7	2007/8
Total leakage	945	915	860	790	715
Target	850	905	830	810	755
Result	Missed target by 10%	Missed target by 1%	Missed target by 4%	Exceeded target by 3%	Exceeded target by 6%

Why are the leakage targets not ‘0’?

The water companies in England and Wales are responsible for a network of pipes which is approximately 335,000km long, and includes over 24 million connections to customer's properties - all of which are potential sources of leaks. Temperature, soil conditions, vehicle movement and a range of other factors all have an impact on leakage.

Mending leaks is difficult and expensive, so it would be virtually impossible and very expensive to reduce leakage close to zero. So, there comes a point where it is more cost-effective spend money on other ways of saving or providing water than on mending leaks e.g. encouraging people to save water at home, investing in new ways of treating water effectively etc. Reducing leakage below this level would result in higher bills for customers.

Leakage factsheet (United Utilities)

Defra: Public Understanding of Sustainable Water Use in the Home
Leakage factsheet

Introduction

Managing leakage is a key issue for the water companies. Each company in England and Wales sets its targets for leakage control based on its plan to balance water supply and demand in a way which minimises costs to consumers and the environment. Ofwat is responsible for seeing the targets are calculated correctly and, if the targets are not met, they can take appropriate action e.g. fine the water company.

Leakage is measured in megalitres – one megalitre is one million litres of water. To give you an idea how much this is, imagine a million bottles of water of 1 litre each or think about an Olympic swimming pool, which contains 2.5 megalitres.

How are the water companies doing?

In 1994-95, the total industry leakage was 5,112 megalitres a day.

In 2004-05, the total industry leakage was 3,608 megalitres a day.

In 2007-08, the total industry leakage was 3,290 megalitres a day.

So since 1995, the water companies have reduced leakage by 1,822 megalitres a day – or 36%.

All water companies met their leakage targets in 2007-08.

How is my water company doing?

The table below shows how United Utilities has been performing against its leakage targets for the last five years:

Megalitres per day	2003/4	2004/5	2005/6	2006/7	2007/8
Total leakage	479	500	475	470	460
Target	445	445	470	470	465
Result	Missed target by 8%	Missed target by 12%	Missed target by 1%	Achieved Target	Exceeded target by 1%

Why are the leakage targets not ‘0’?

The water companies in England and Wales are responsible for a network of pipes which is approximately 335,000km long, and includes over 24 million connections to customer's properties - all of which are potential sources of leaks. Temperature, soil conditions, vehicle movement and a range of other factors all have an impact on leakage.

Mending leaks is difficult and expensive, so it would be virtually impossible and very expensive to reduce leakage close to zero. So, there comes a point where it is more cost-effective spend money on other ways of saving or providing water than on mending leaks e.g. encouraging people to save water at home, investing in new ways of treating water effectively etc. Reducing leakage below this level would result in higher bills for customers.

Leakage factsheet (South West Water)

Defra: Public Understanding of Sustainable Water Use in the Home
Leakage factsheet

Introduction

Managing leakage is a key issue for the water companies. Each company in England and Wales sets its targets for leakage control based on its plan to balance water supply and demand in a way which minimises costs to consumers and the environment. Ofwat is responsible for seeing the targets are calculated correctly and, if the targets are not met, they can take appropriate action e.g. fine the water company.

Leakage is measured in megalitres – one megalitre is one million litres of water. To give you an idea how much this is, imagine a million bottles of water of 1 litre each or think about an Olympic swimming pool, which contains 2.5 megalitres.

How are the water companies doing?

In 1994-95, the total industry leakage was 5,112 megalitres a day.

In 2004-05, the total industry leakage was 3,608 megalitres a day.

In 2007-08, the total industry leakage was 3,290 megalitres a day.

So since 1995, the water companies have reduced leakage by 1,822 megalitres a day – or 36%.

All water companies met their leakage targets in 2007-08.

How is my water company doing?

The table below shows how South West Water has been performing against its leakage targets for the last five years:

Megalitres per day	2003/4	2004/5	2005/6	2006/7	2007/8
Total leakage	84	83	84	83	84
Target	84	84	84	84	84
Result	Achieved Target	Exceeded target by 1.2%	Achieved Target	Exceeded target by 1.2%	Achieved Target

Why are the leakage targets not ‘0’?

The water companies in England and Wales are responsible for a network of pipes which is approximately 335,000km long, and includes over 24 million connections to customer's properties - all of which are potential sources of leaks. Temperature, soil conditions, vehicle movement and a range of other factors all have an impact on leakage.

Mending leaks is difficult and expensive, so it would be virtually impossible and very expensive to reduce leakage close to zero. So, there comes a point where it is more cost-effective to spend money on other ways of saving or providing water than on mending leaks e.g. encouraging people to save water at home, investing in new ways of treating water effectively etc. Reducing leakage below this level would result in higher bills for customers.

08-2391 Recontact Permission Form

Name .....

Daytime contact number .....

Evening contact number .....

Weekend contact number .....

Mobile .....

Following on from this research, I confirm that I am happy to be contacted by Synovate for a short telephone interview over the next few weeks.

Signed Date

08-2391 Follow Up Phone Interviews Questionnaire

Good Morning/Afternoon/Evening, my name is …….. and I am conducting some phone interviews for Synovate, an independent market research company. I believe you took part in a focus group for Defra a few weeks ago and I just wanted to ask you a few follow up questions. The interview should last 7 to 10 minutes. Is now a convenient time to go through the interview?

1. What did you think about the information you found out in the focus groups? *WRITE IN – PROBE FULLY*

2. Which specific bits of information do you remember from the focus groups? *WRITE IN – PROBE FULLY*

3. Since taking part in the focus group, which of the following have you done: *READ OUT - MULTICODE*
   1. Discussed the issues with family and friends
   2. Tried to find out more information about water shortages in the UK
   3. Tried to use less water in my daily life
   4. Tried to persuade others to use less water in their daily lives
   5. None of the above

   Other (Write In)

4. [ASK ONLY IF ANSWERED YES TO OPTION 2 AT Q3]
   A. What did you find out? *WRITE IN – PROBE FULLY*
   B. Where did you look for information? *WRITE IN – PROBE FULLY*

5. [ASK ONLY IF ANSWERED YES TO OPTIONS 3 AND/OR 4 AT Q3]
   What made you decide to try and use less water and/or persuade other people use less water? *WRITE IN – PROBE FULLY*

6. [ONLY ASK IF ANSWERED YES TO OPTIONS 3 AND/OR 4 AT Q3]
   Which of the following have you done to try and use less water? *READ OUT - MULTICODE*
   1. Buy water efficient products
   2. Fitted a 'hippo' or variable flush to your toilet
   3. Taken more short showers, instead of longer showers or a bath
   4. Bought a water butt to use in the garden instead of tap water
   5. Used an existing water butt instead of tap water
   6. Turned off the tap whilst shaving/ washing hands/ cleaning teeth

   Other (Please Specify)

7. In light of what you learnt at the focus group, how important do you think it is for individuals to try and use less water in our daily lives? READ OUT – SINGLE CODE
   Very Important = 5
   Quite Important = 4
   Neither Important nor unimportant = 3
   Not Very Important = 2
   Not at all Important = 1

8. *[ONLY ASK IF NOT IMPORTANT i.e. CODED 1 OR 2 AT Q4]*
   Why do you say this? *WRITE IN – PROBE FULLY*

9. Who do you think should be responsible for saving water? READ OUT - MULTICODE
   1. Individuals
   2. Water industry
   3. Government
   4. Manufacturers
   5. Retailers
   6. Community Groups
   7. Charities

   Other (please specify)

10. *[ASK FOR EACH OPTION SELECTED AT Q9}*
    What should xxx do to help save water?
    WRITE IN – PROBE FULLY

11. Thank you for your time. We may wish to contact you in the future to discuss this study; do we have your permission to do this?

    Thank and close

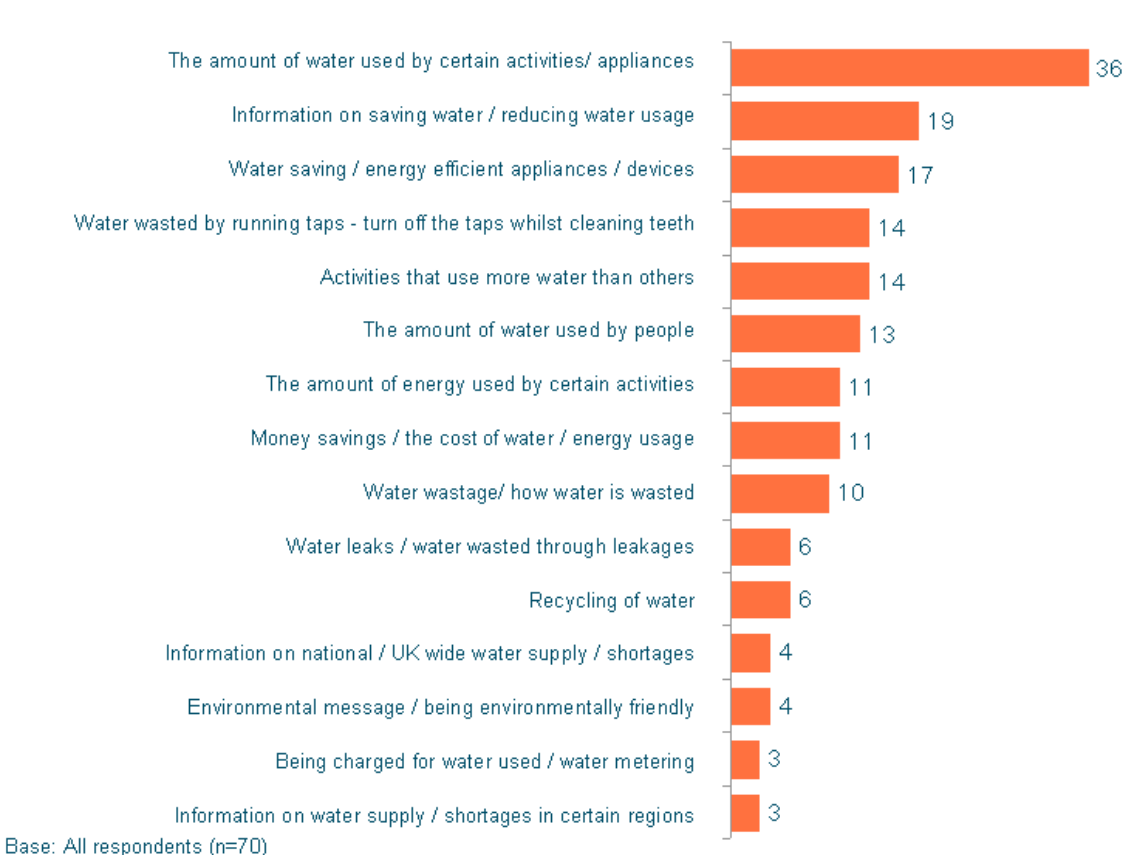
Q1. What did you think about the information you found out in the focus groups? (1)

%

Caution: Low base

Base: All respondents (n=70)

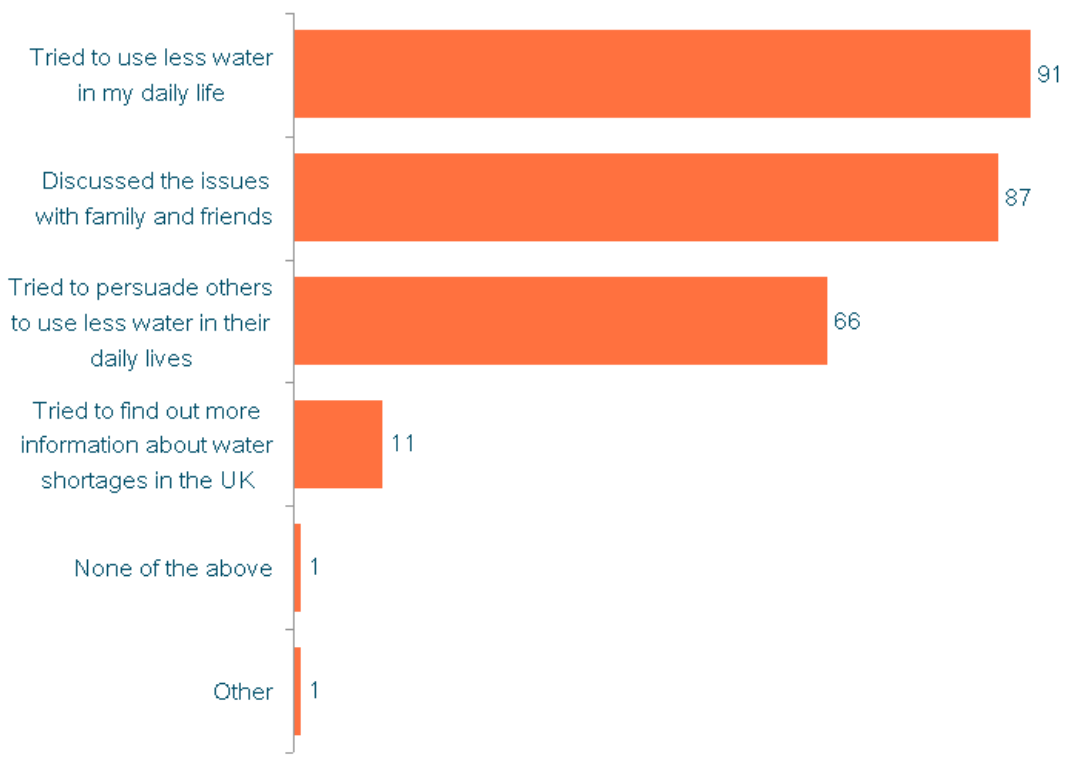
Q2. Which specific bits of information do you remember from the focus groups? (1)



Caution: Low base

Base: All respondents (n=70)

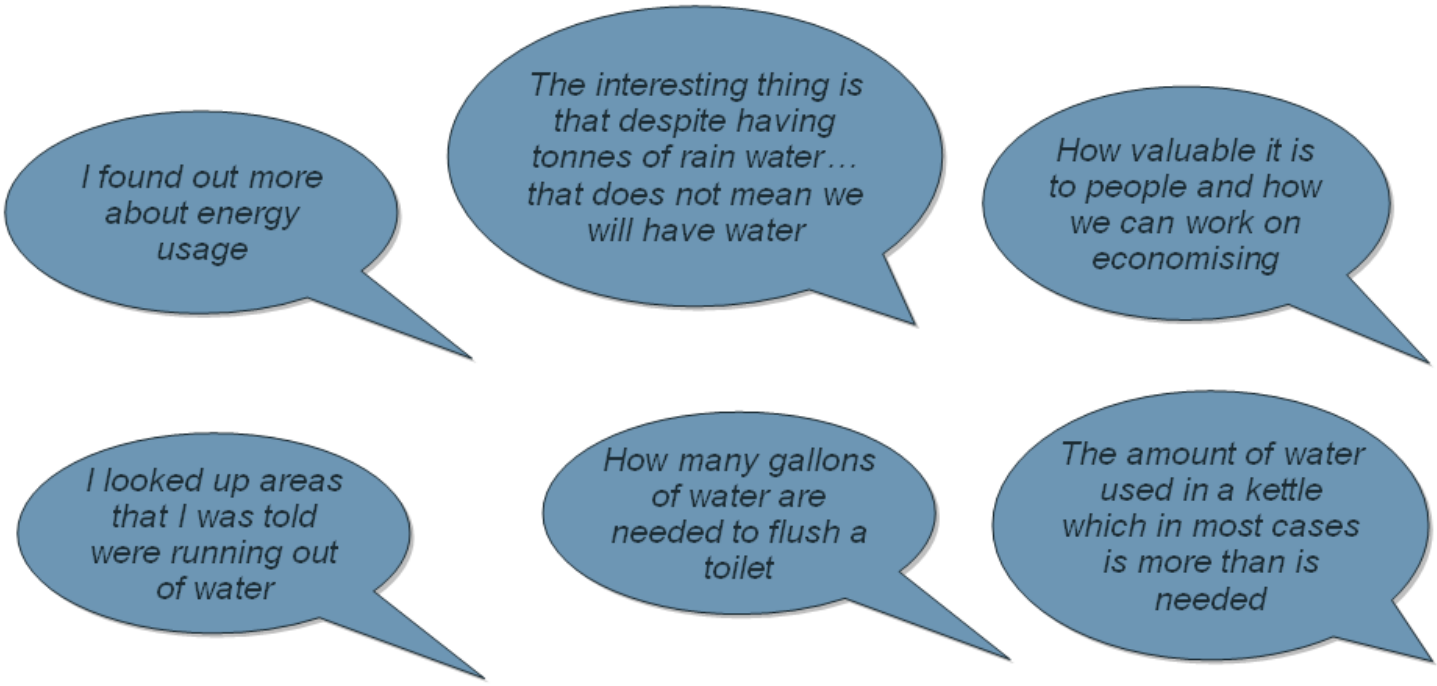
Q3. Since taking part in the focus group, which of the following have you done?



Caution: Low base

Base: All respondents (n=70)

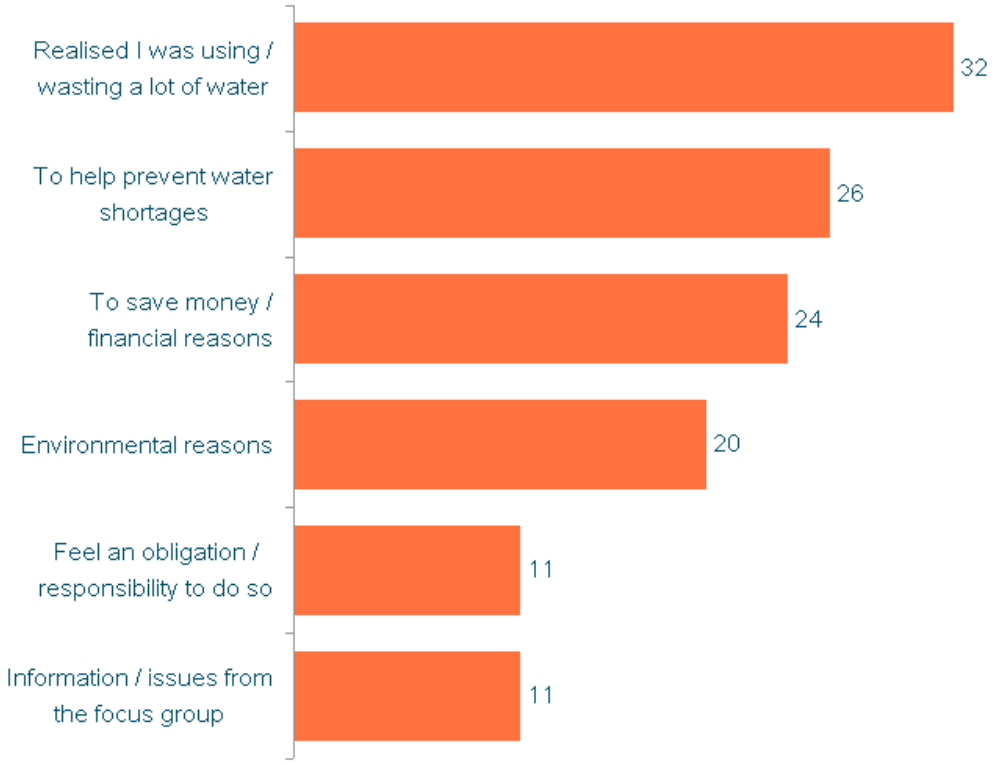
Q4a. What did you find out?



Most looked for more information on the internet

Caution: Low base

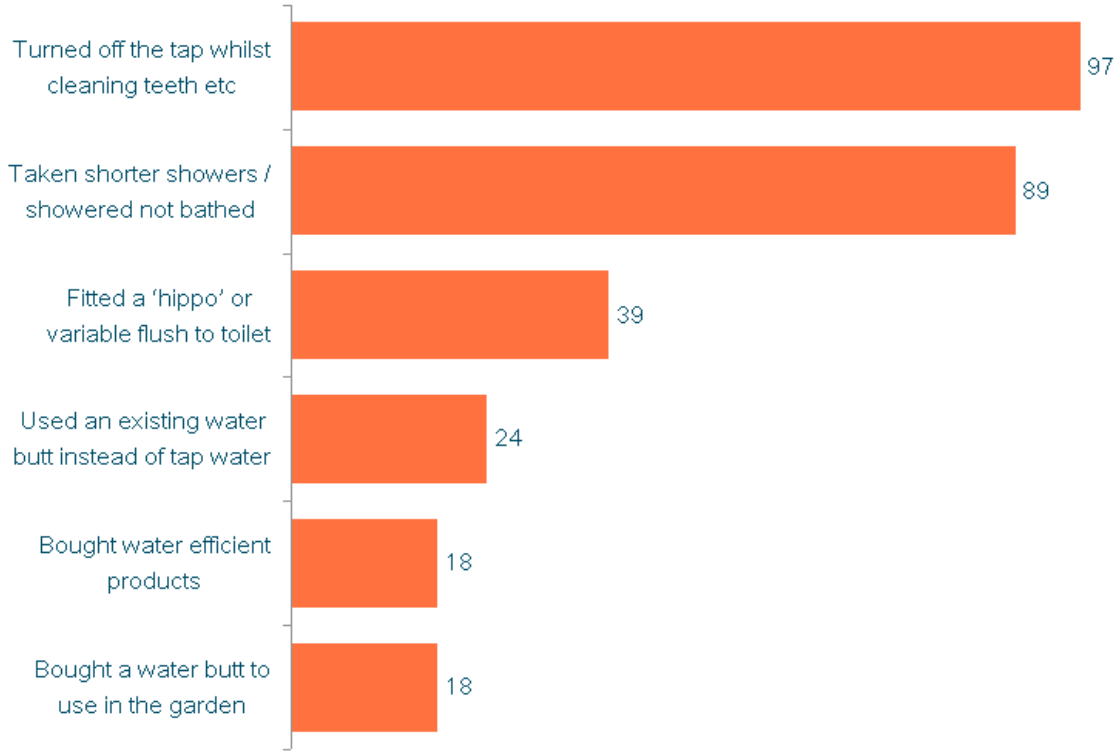
Q5. What made you decide to try and use less water and/or persuade other people to use less water?



Caution: Low base

Base: All who have tried to or tried to persuade others to use less water in their daily lives (n=66)

Q6. Which of the following have you done to try and use less water?

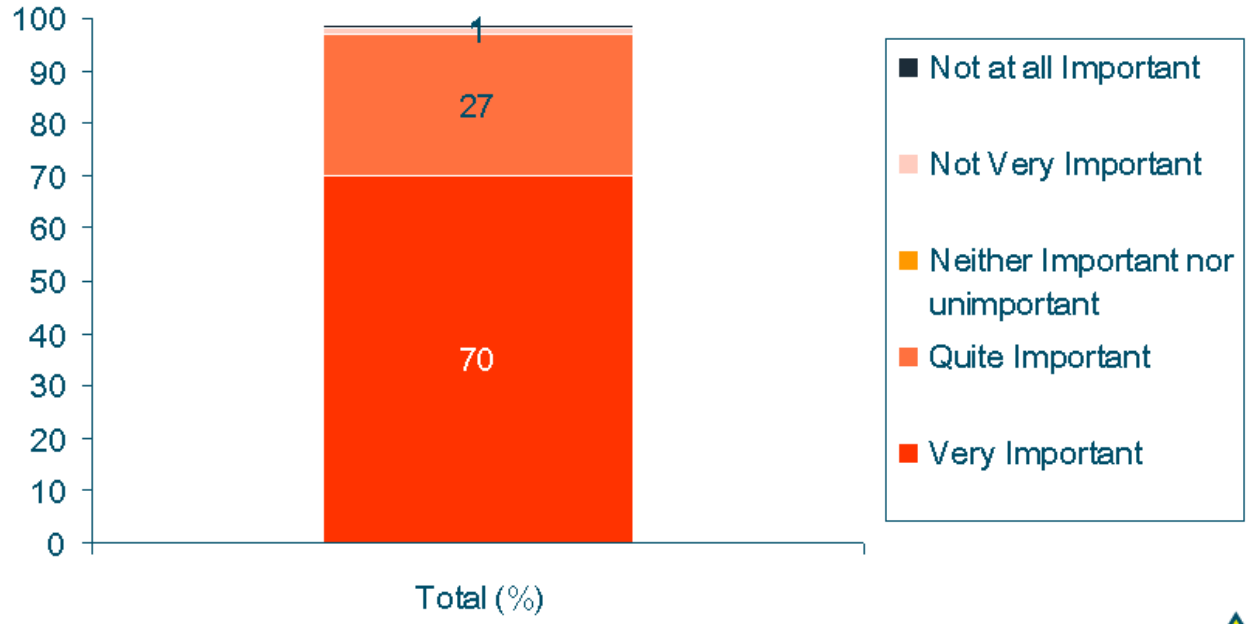


Caution: Low base

Base: All who have tried to or tried to persuade others to use less water in their daily lives (n=66)

Q7. In light of what you learnt at the focus group, how important do you think it is for individuals to try and use less water in our daily lives?

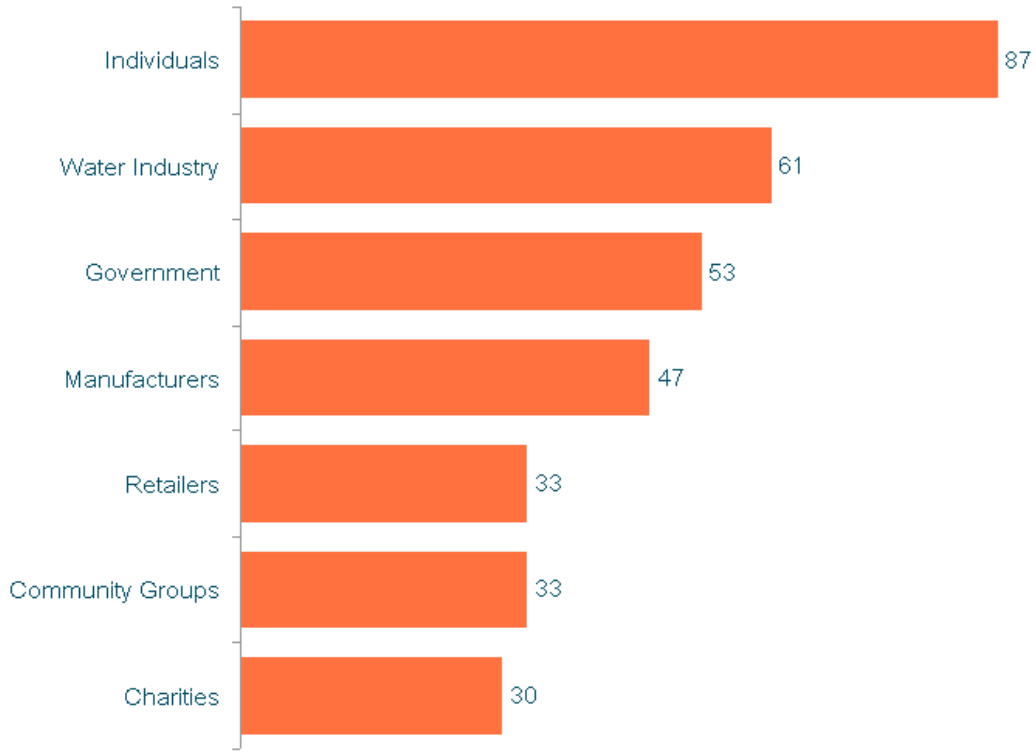
Only two respondents (both Unmetered Honestly Disengaged) did not feel that saving less water was 'Very Important' or 'Quite Important'



Caution: Low base

Base: All respondents (n=70)

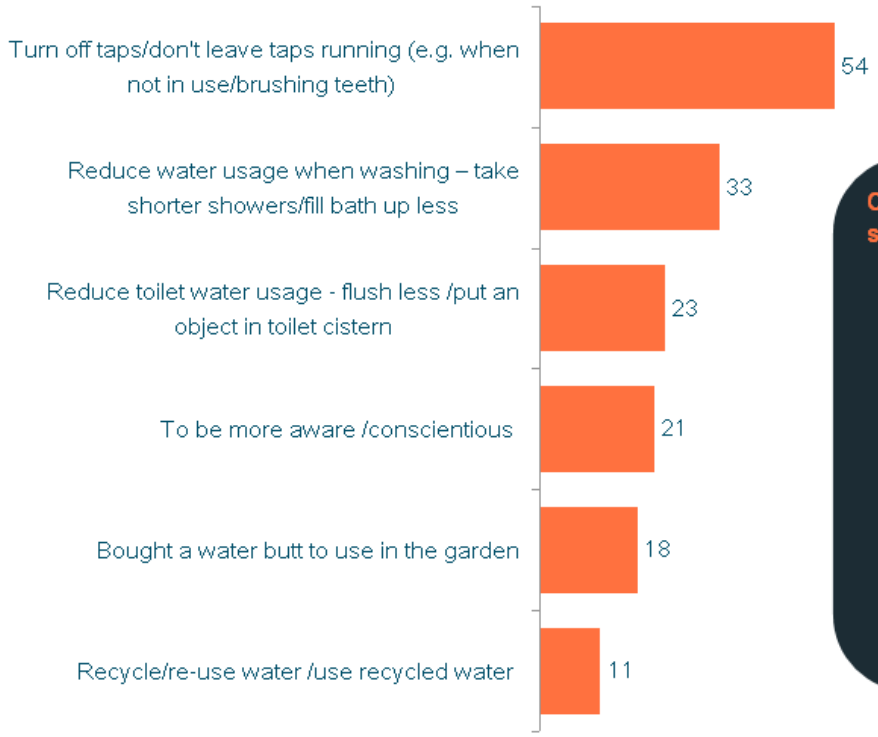
Q9. Who do you think should be responsible for saving water?



Caution: Low base

Base: All who have tried to or tried to persuade others to use less water in their daily lives (n=66)

Q10a. What should 'Individuals' do to help save water?



Other water saving behaviours suggested were:

- Use hose pipes less / reduce water use in the garden / use water butts (10%)
- Just use less water in general (10%)
- Purchase more water / energy efficient appliances (8%)
- Reduce washing machine/ dishwasher use (8%)
- Reduce wastage through leaks (3%)
- Don't fill kettles up unless needed (2%)

Caution: Low base

Base: All who have tried to or tried to persuade others to use less water in their daily lives (n=66)

Q10. What should other organisations do?

Water companies should:

- Reduce leakage (100%)
- Advertise to improve public awareness (14%)
- Increase the amount in reservoirs (5%)
- Invest more in water saving (5%)
- Incentivise the public to save water (2%)
- Introduce new legislation / regulations (2%)

Base: *All who say "The Water industry" is responsible for saving water (43)*

The government should:

- Advertise to improve public awareness (41%)
- Reduce leakage (16%)
- Introduce new legislation (14%)
- Increase the amount in reservoirs (14%)
- Invest more in water saving (11%)
- Incentivise the public to save water (8%)
- Make / sell more water efficient products (5%)

Base: *All who say "The Government" is responsible for saving water (37)*

What should Other Organisations do?

Manufacturers should:

- Make / sell more water saving / energy efficient products (39%
- Use less water in production processes (36%)
- Recycle / reuse water (9%)
- Purchase / use more water efficient products (9%
- Encourage personal water saving amongst staff (12%)
- Use less water in general (3%)

Base: *All who say "Manufacturers" are responsible for saving water (33)*

Retailers should:

- Make / sell more water efficient products (26%)
- Advertise to improve public awareness (13%)
- Use less water in general / be more conscientious (7%)
- Recycle / reuse water (4%)
- Purchase / use more water efficient products (9%)
- Encourage personal water saving amongst staff (26%)

Base: *All who say "The Government" is responsible for saving water (37)*

What should Other Organisations do?

synovate
Research reinvented

Community groups should:

- Advertise to improve public awareness (52%)
- Use less water in general / be more conscientious (13%)
- Recycle / reuse water (4%)
- Encourage personal water saving amongst staff (4%)

Base: All who say "Community Groups" are responsible for saving water (23)

Charities should:

- Advertise to improve public awareness (33%)
- Recycle / reuse water (5%)
- Encourage personal water saving amongst staff (10%)

Base: All who say "Charities" are responsible for saving water (21)

Nobel House
17 Smith Square
LONDON SW1P 3 JR

www.defra.gov.uk