

Taking the public's pulse on hosepipe bans

Demonstrating increased positive acceptance

November 2022

waterwise

Introduction

A hosepipe ban during a period of drought is estimated to save 1.5bn litres of water.



This year, some parts of the UK faced unprecedented weather conditions, including the driest start to the year since 1976 and the driest July since the 1930s.

Prolonged periods of hot and dry weather and higher levels of household water use meant that some water companies saw very high demand levels leading to the daily production of extra hundreds of millions of litres of water.

Typically, hosepipes or equivalent devices use a lot of water for generally non-essential purposes such as filling paddling pools, watering gardens, or cleaning buildings, cars or decking.

Considering that a hosepipe ban reduces water usage by 10%, it is deemed an effective and immediate restriction to ensure that there is enough water to go round for all.

Following the declaration of drought and instatement of hosepipe bans for millions of people in areas across the country, Waterwise, the UK's leading authority on water efficiency checked the public's pulse.

Because public participation is key to maximising the benefits of hosepipe bans, this study aims to help water companies evidence public support.

Between 14 -16 October 2022, we surveyed 2,238 UK residents.

Key findings

The public is concerned about water and think a hosepipe ban is a legitimate temporary measure to significantly reduce water use when necessary

Concern for water

- 76% said they were more concerned about water availability in the UK regardless of whether their area had a hosepipe ban or not; 8% were not concerned; and 16% were neither concerned nor unconcerned.

Attitudes towards hosepipe bans

- 70% of participants think it is right to ask people to not use a hosepipe for as long as necessary while 17% disagreed and 13% were unsure.



- 76% thought instating the hosepipe ban when it was hot, dry and sunny was justifiable while 9% disagreed and 15% were unsure.

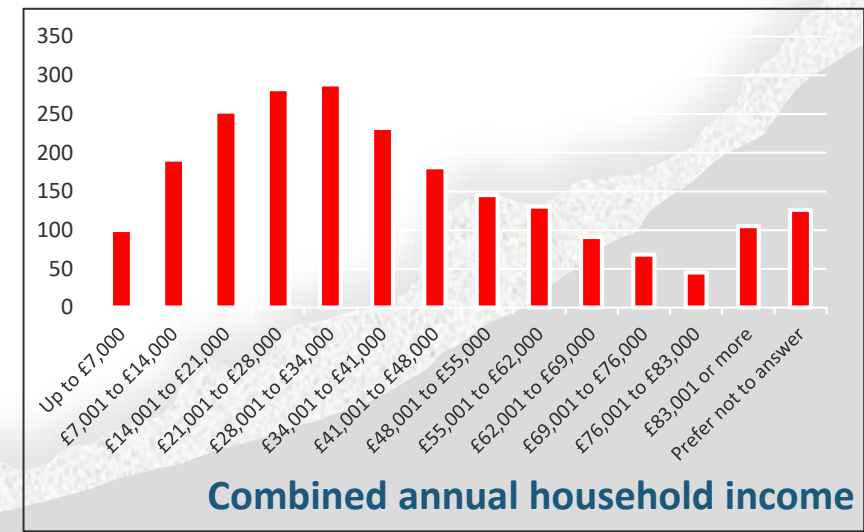
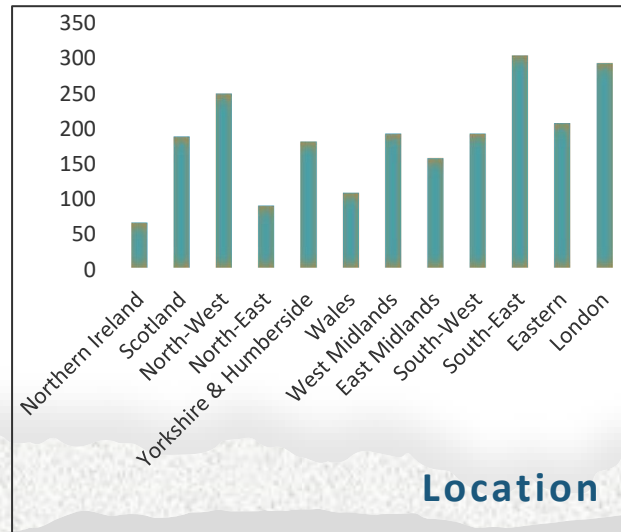
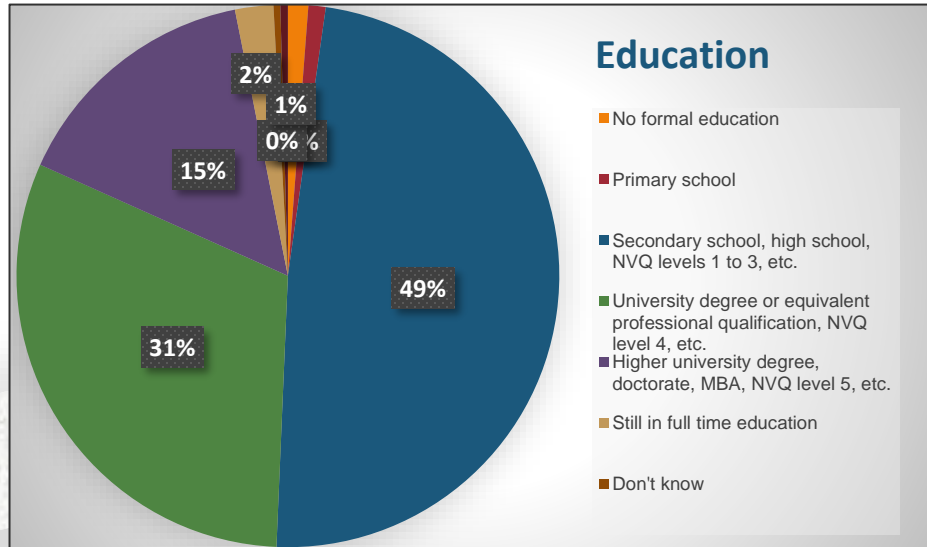
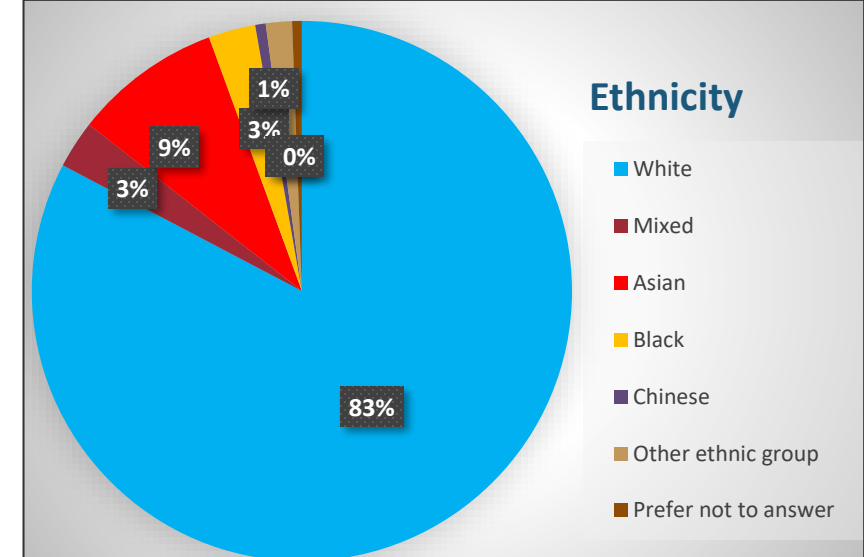
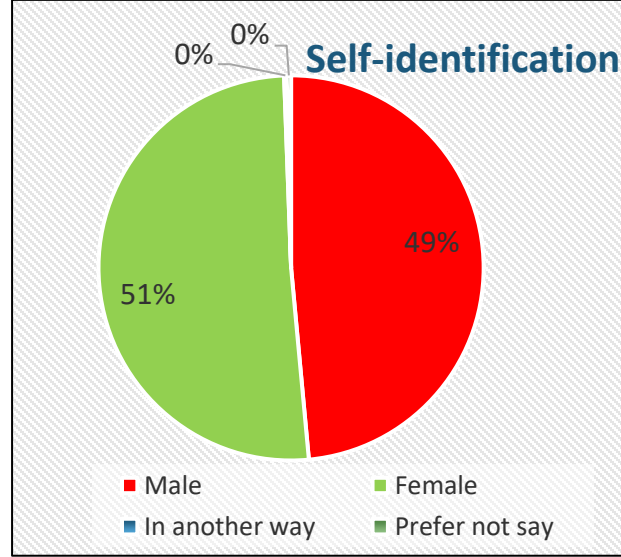
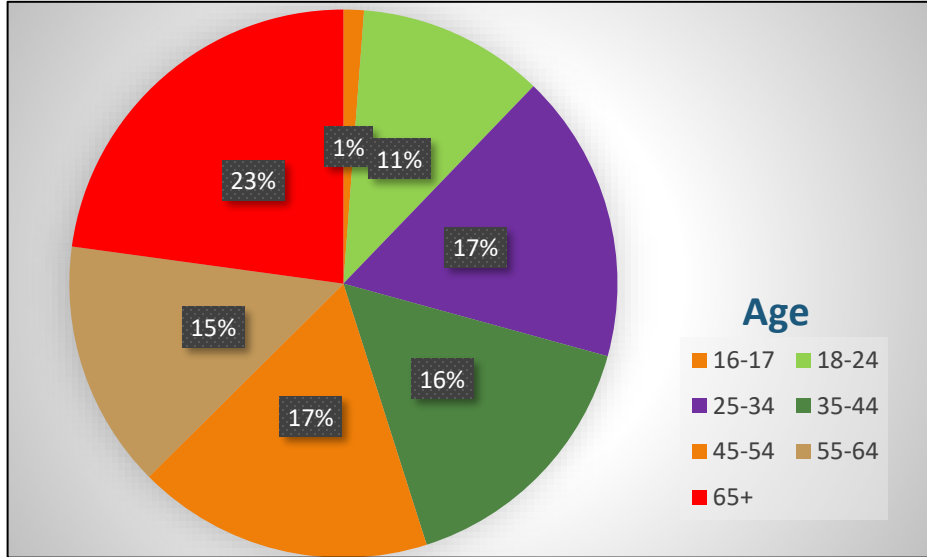
Impact: behaviour change due to public engagement around heatwave, drought, and water scarcity

A hosepipe ban accompanied with public awareness campaigns increases public receptivity towards the restriction and motivates water efficiency action.



- ❑ Only 10% said they had not changed how they use water. And 3% said they were unable to reflect on how their water use behaviours may have been influenced because they hadn't given any thought to their usage.
- ❑ While 30% claimed there were already taking action to reduce water use and hadn't done anything differently since the hosepipe ban, 28% said that they had tried to do more to save water. And 10% said they sometimes exercise caution when using water but often forget to reduce their usage.
- ❑ 18% said that they were taking new actions to reduce their usage, for example, watering plants with a watering can instead of using a hosepipe, reducing the time spent showering, turning the tap off while toothbrushing etc. 18-34 year olds were most predominant in this group.

About participants



About Waterwise

Waterwise was founded in 2005 and is the leading authority on water efficiency in the UK. It is an independent, not-for-profit organisation and its vision is that water will be used wisely, every day, everywhere, by everyone.

Waterwise works in a range of areas including: influencing and shaping policy and legislation; driving strategic and practical ambition in the water sector; designing and delivering research; media, campaigns and promotion; running demonstration projects; promoting water efficient technology; helping businesses be more water efficient; facilitating partnerships; brokering new solutions; and training water efficiency practitioners.

Discover more: www.waterwise.org.uk

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The Waterwise logo consists of the word "waterwise" in a bold, blue, sans-serif font, enclosed within a white oval shape. The background of the slide features a decorative, torn-paper-like border at the bottom, with a grey area below it where the logo is placed.

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