



Part of **Accenture** Song

R E S E A R C H F I N D I N G S

Water Efficiency Campaign communications testing: **Appendix Report**

December 2025

Prepared for Ofwat



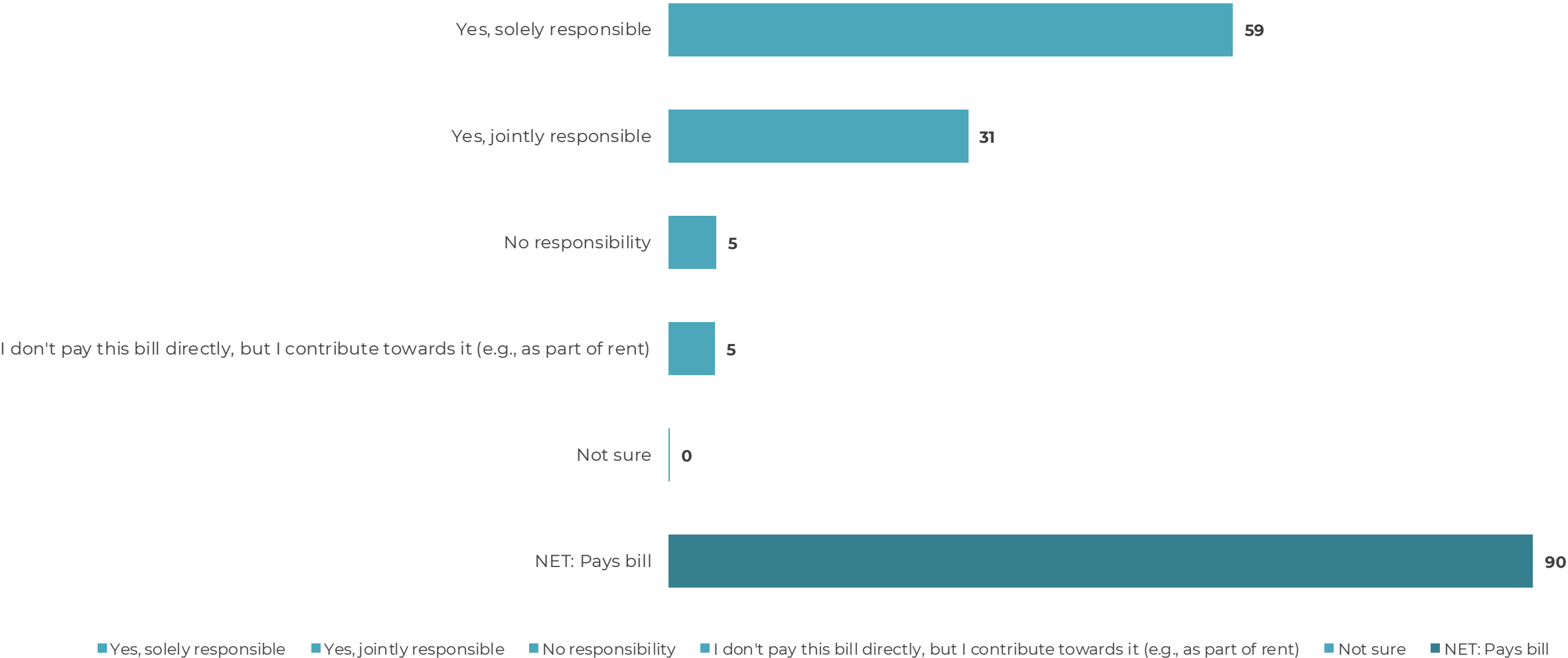
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Drew Still | Research Director | drew.still@accenture.com
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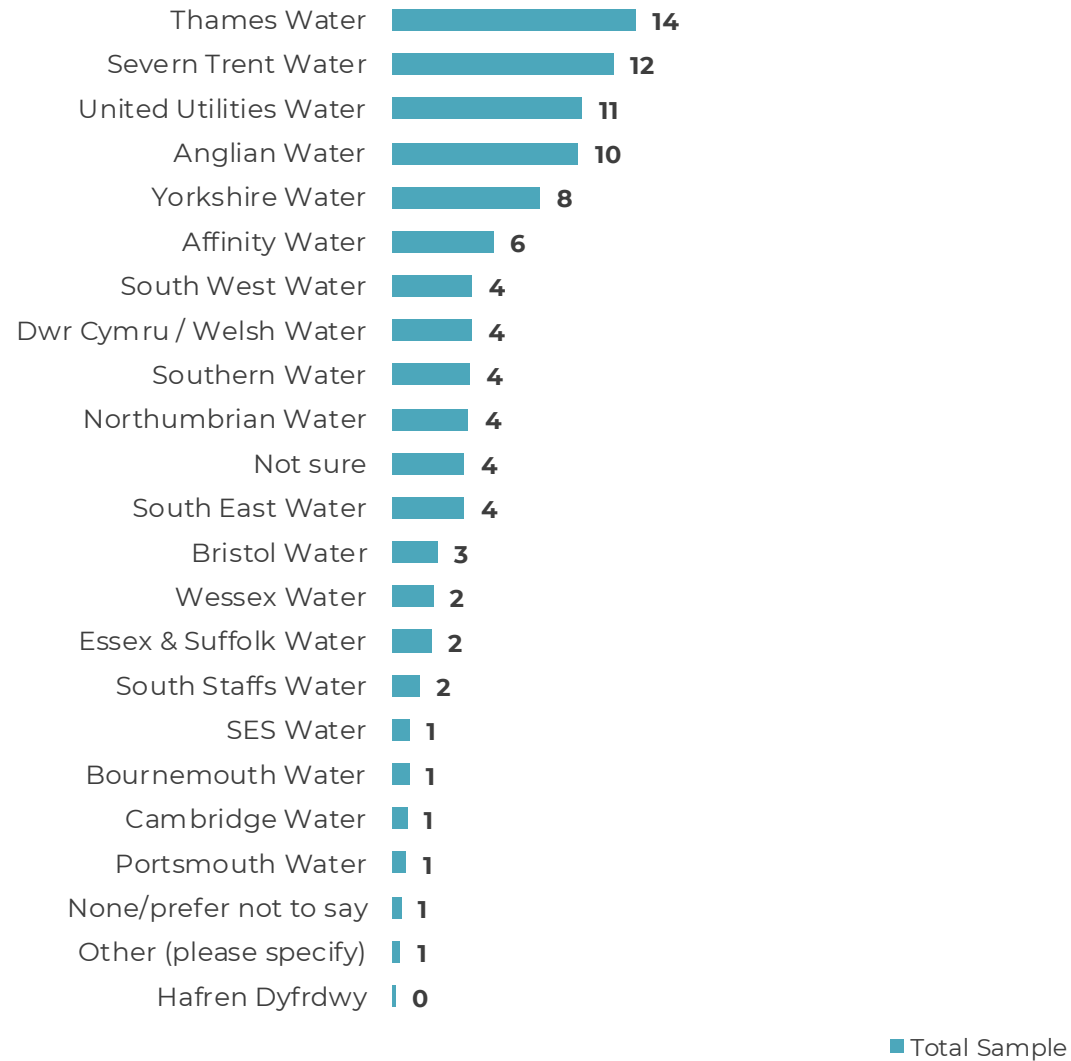
The human understanding agency.

Demographics

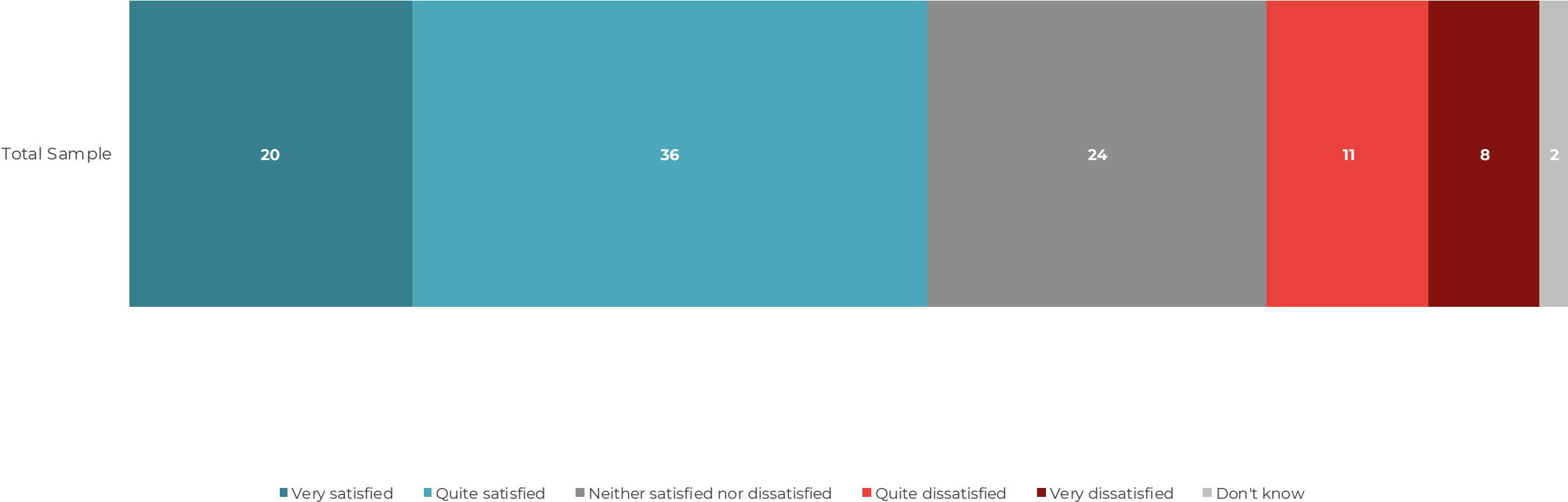
E1. Do you have any responsibility for paying your household water bill? (%)



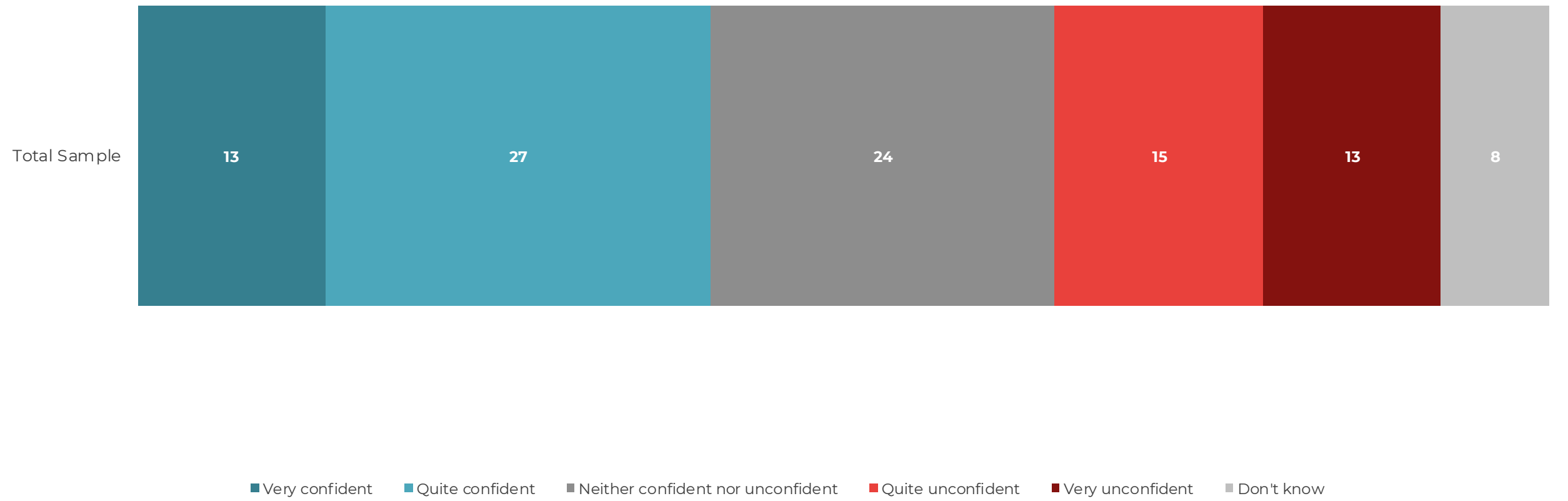
E2. Which water company provides water to your home? (%)



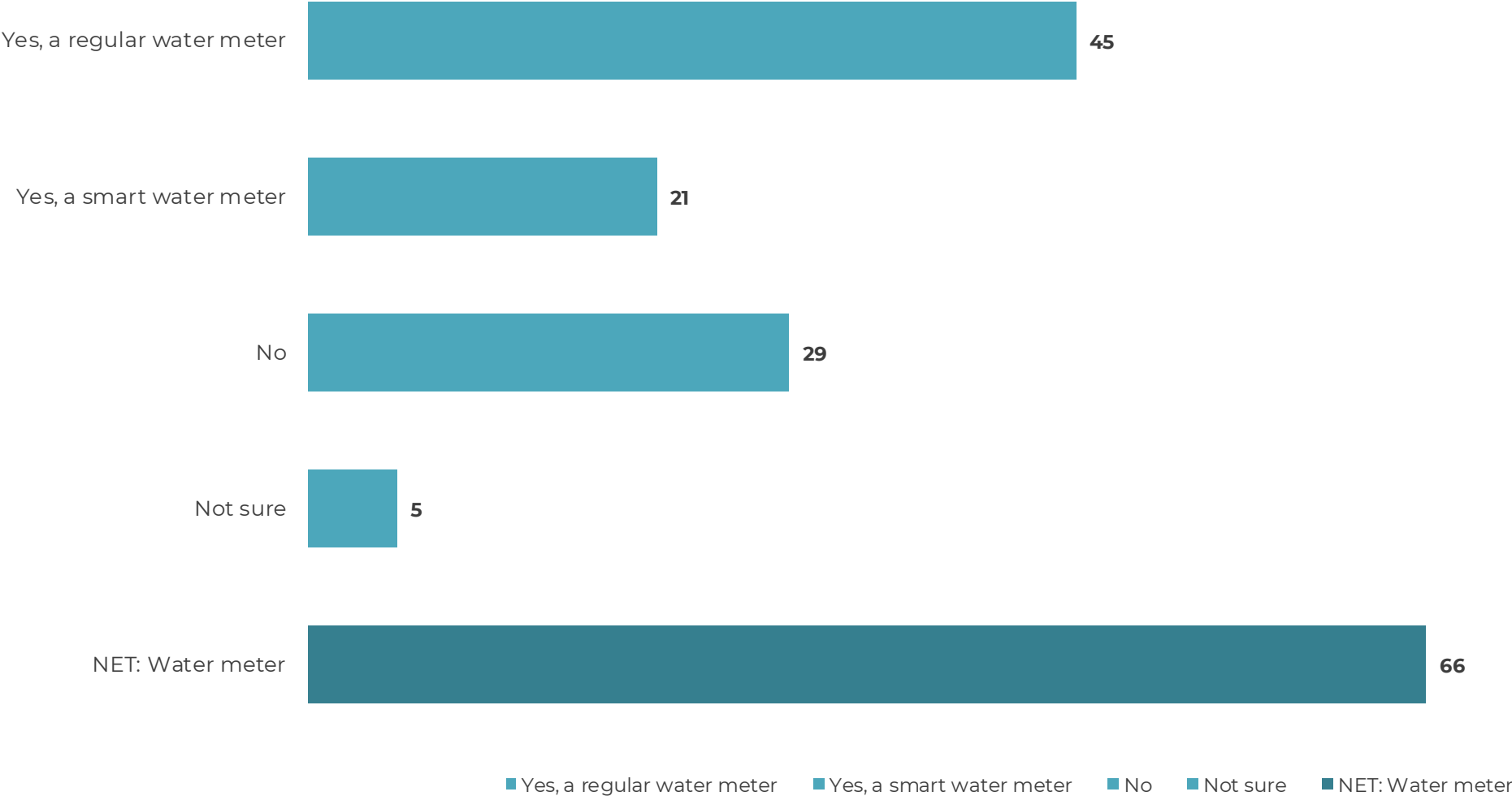
E2a. To what extent are you satisfied or dissatisfied with your water company? (%)



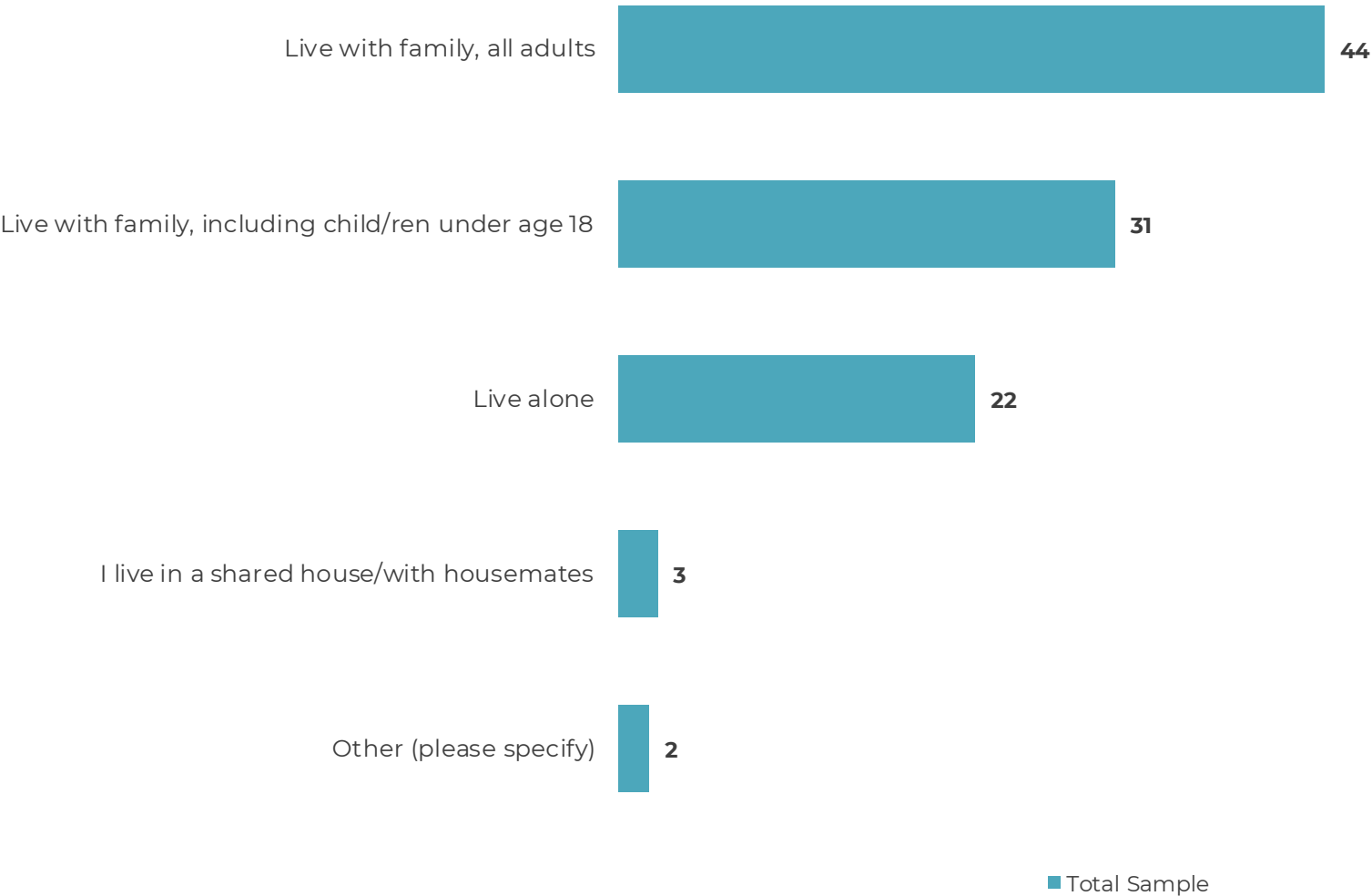
E2b. How confident or otherwise are you that your water company is doing enough to manage water resources responsibly and sustainably? (%)



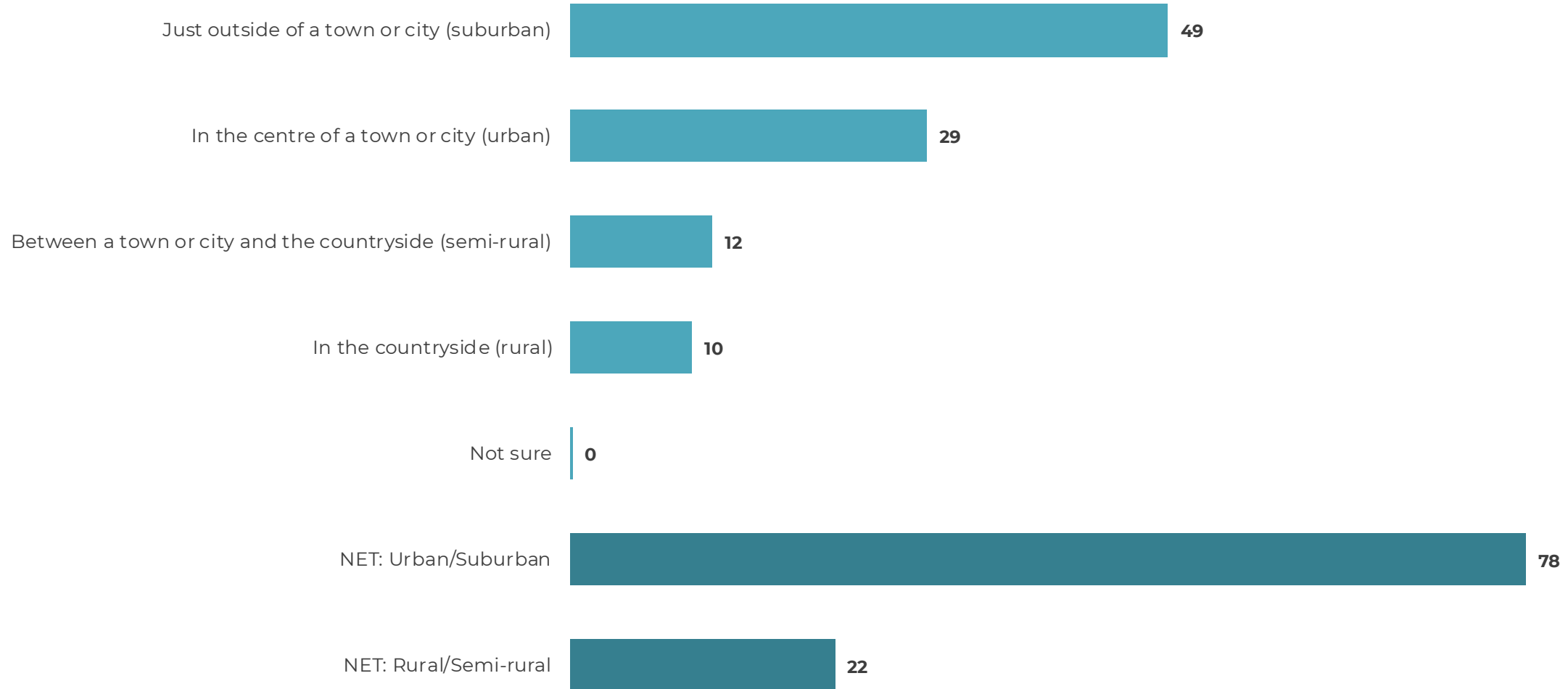
E3. Does your home have a water meter? (%)



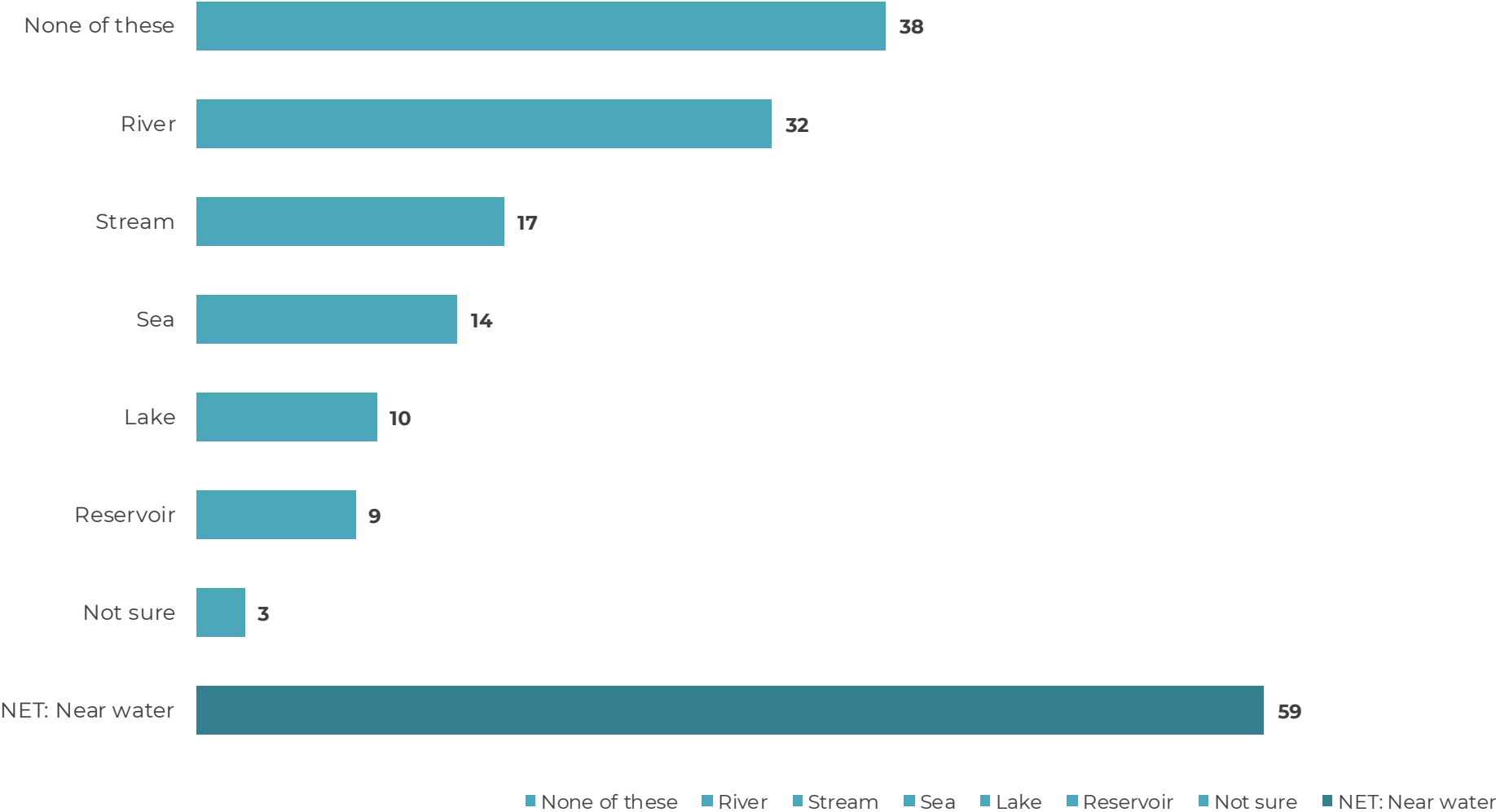
E4. Who, if anyone, do you live with? (%)



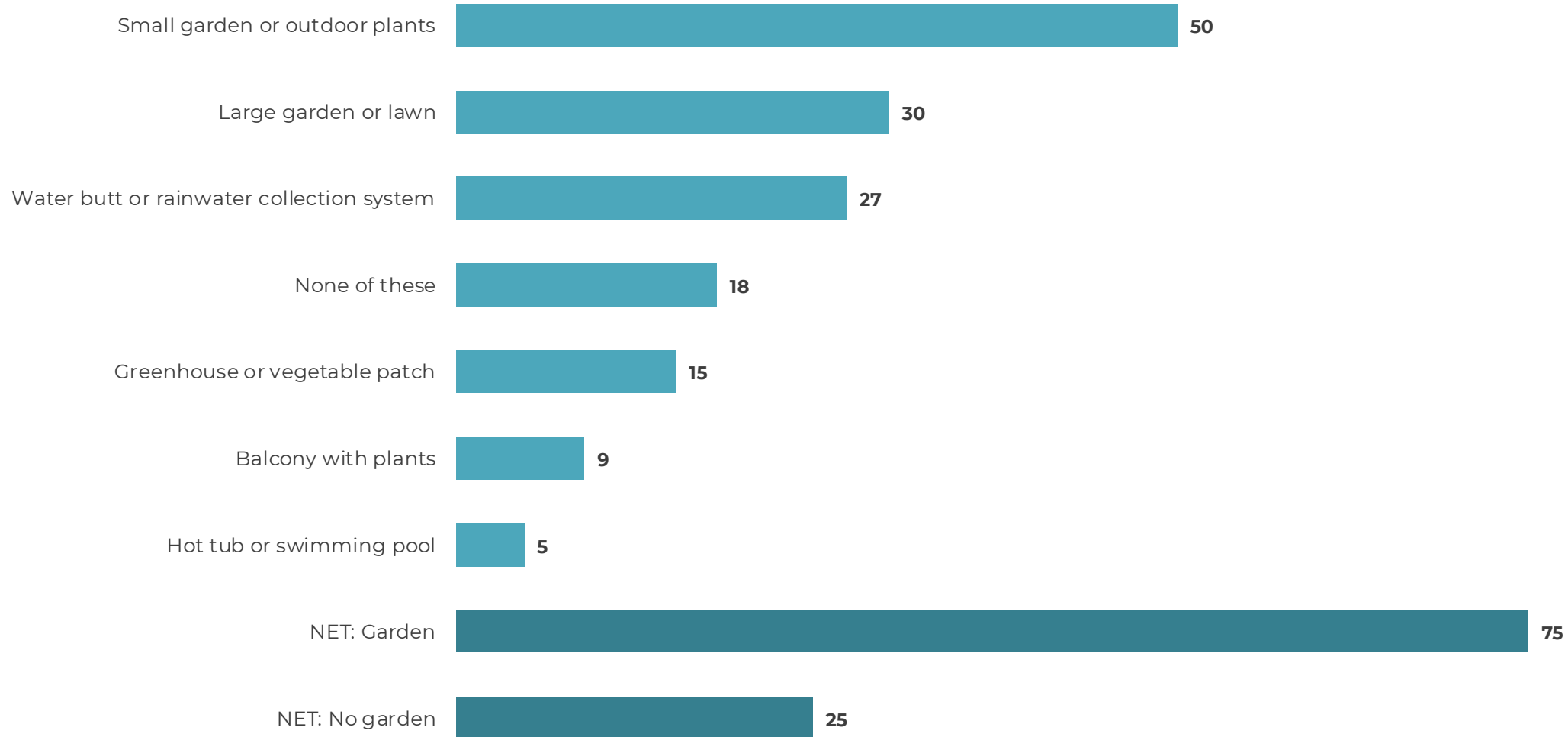
E5. How would you describe the type of area you live in? (%)



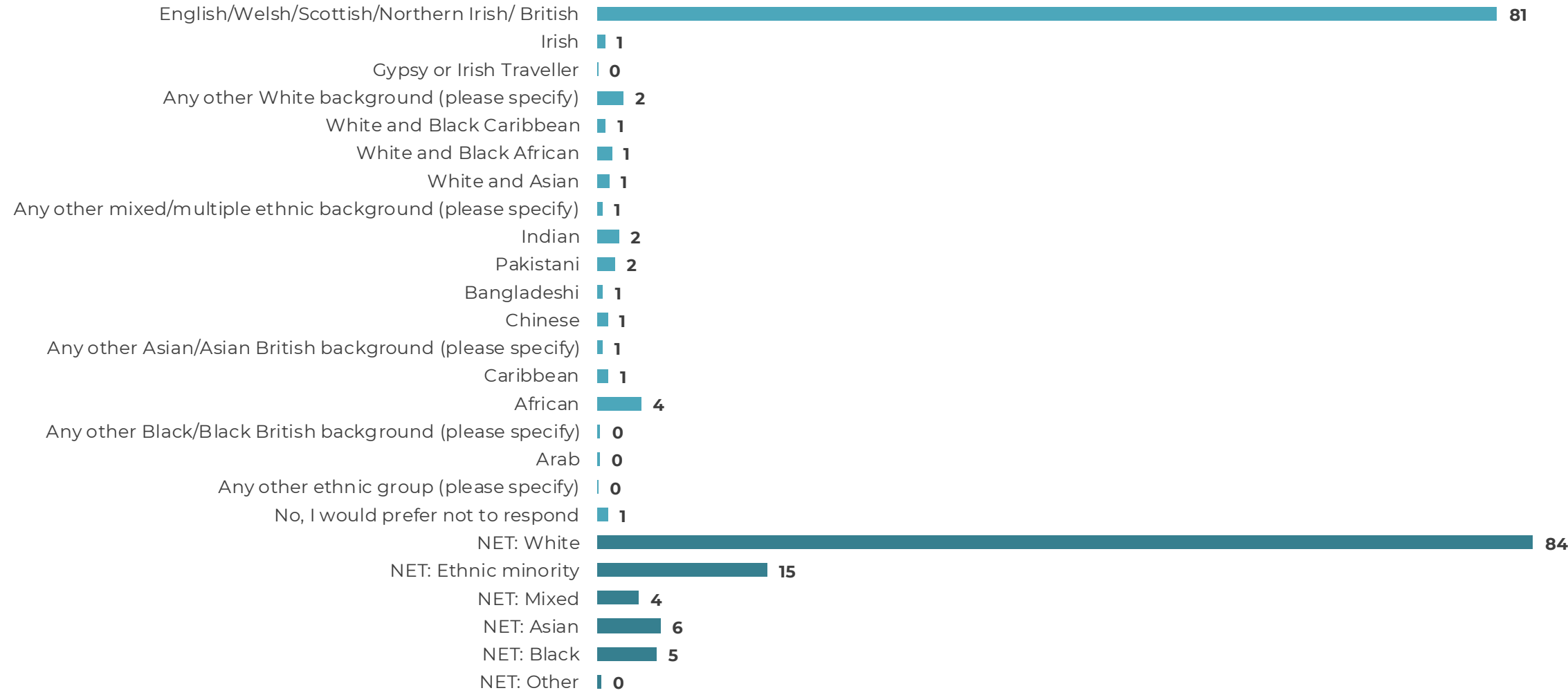
E6. And do you live near any of the following? (%)



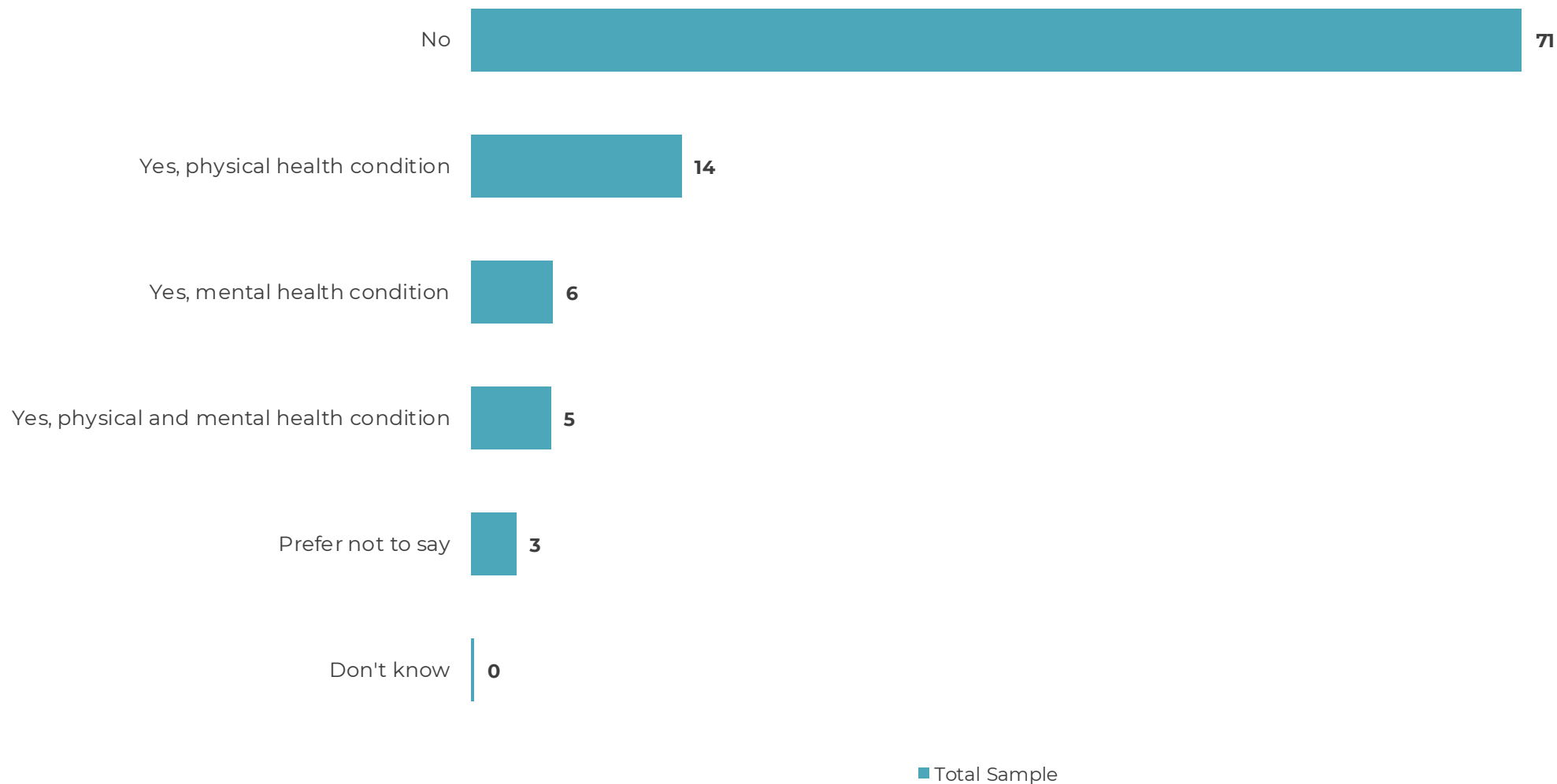
E7. Does your home have any of the following? (%)



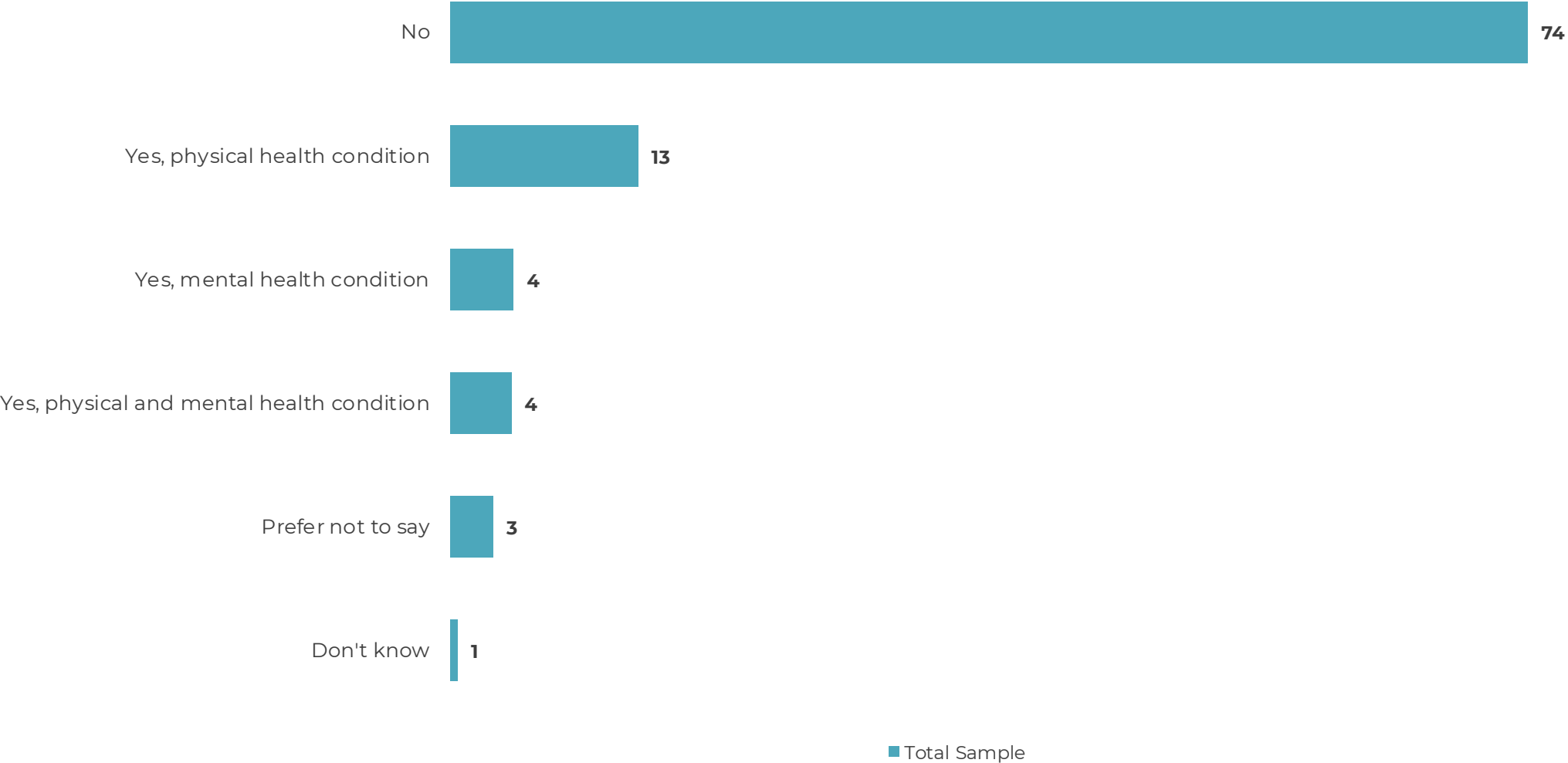
E9. Which one of the following best describes your ethnic group or background? (%)



E10. Do you have any long-standing illness, health condition (including skin conditions), or disability? (%)



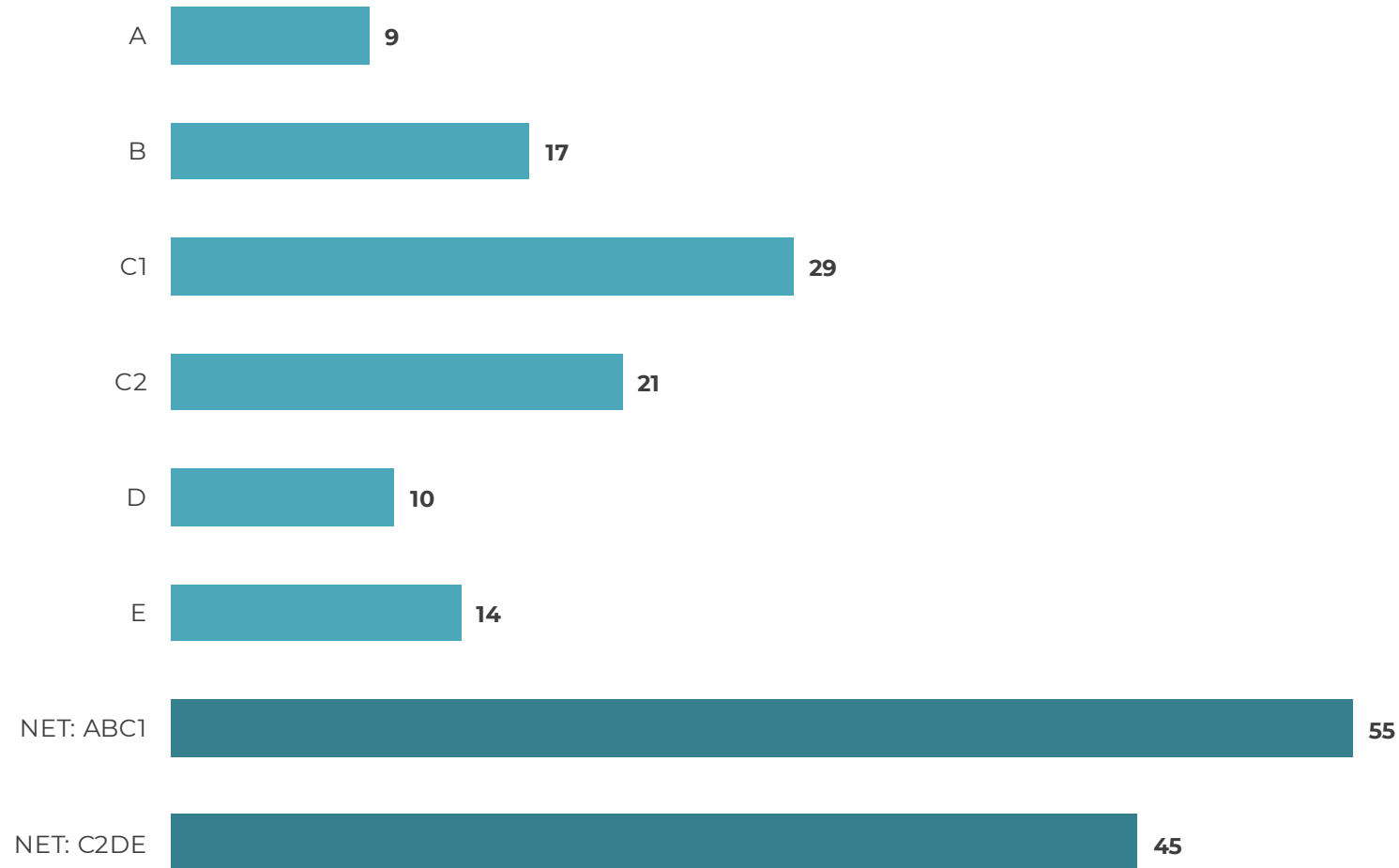
E11. And does anyone else in your household have any long-standing illness, health condition (including skin conditions), or disability? (%)



E12. Is treatment or management of your/the person in your household’s long-term illness, health condition or disability dependent on water use in any way? For example, needing to wash frequently for a medical condition? (%)

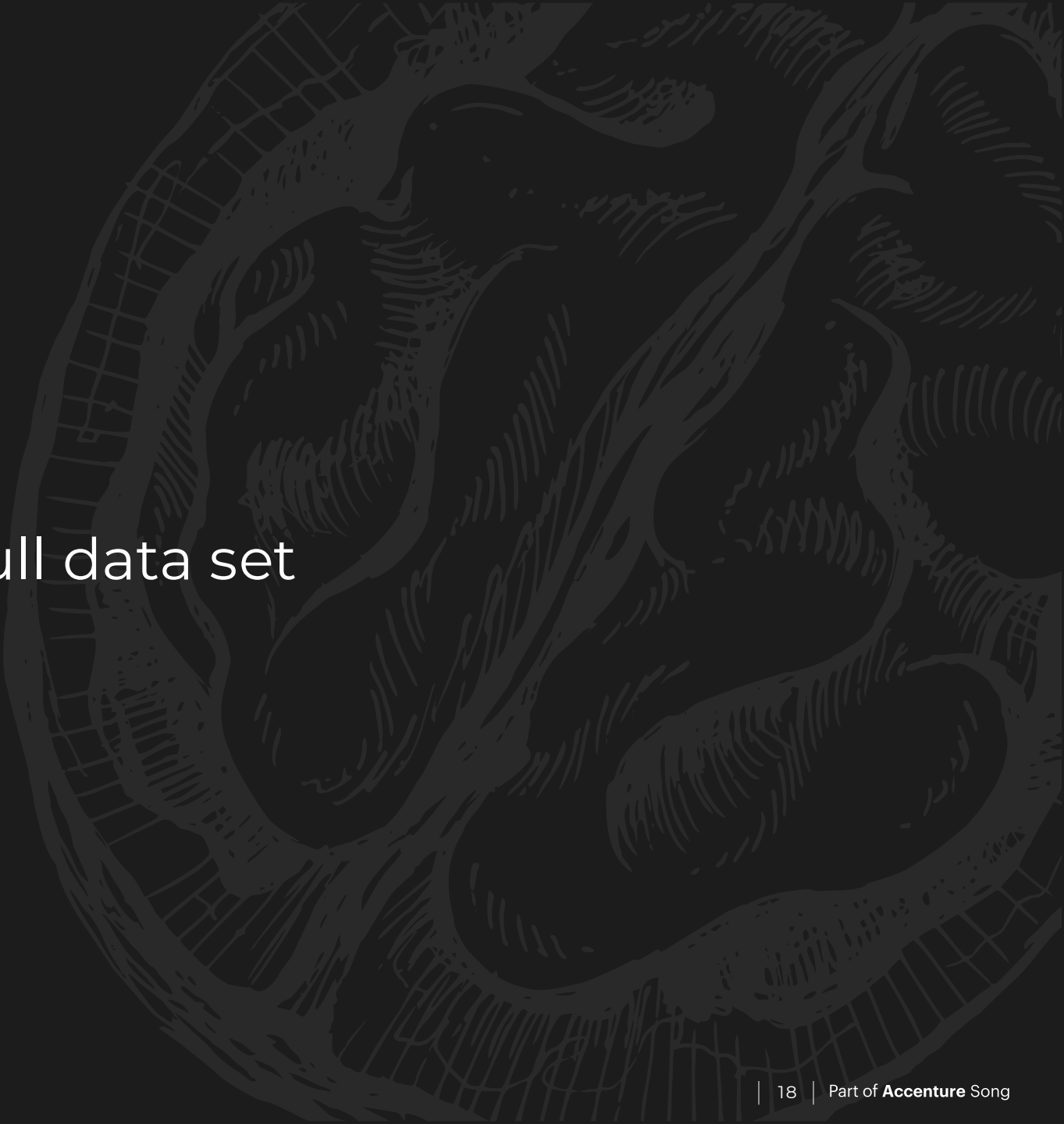


Social Grade (%)



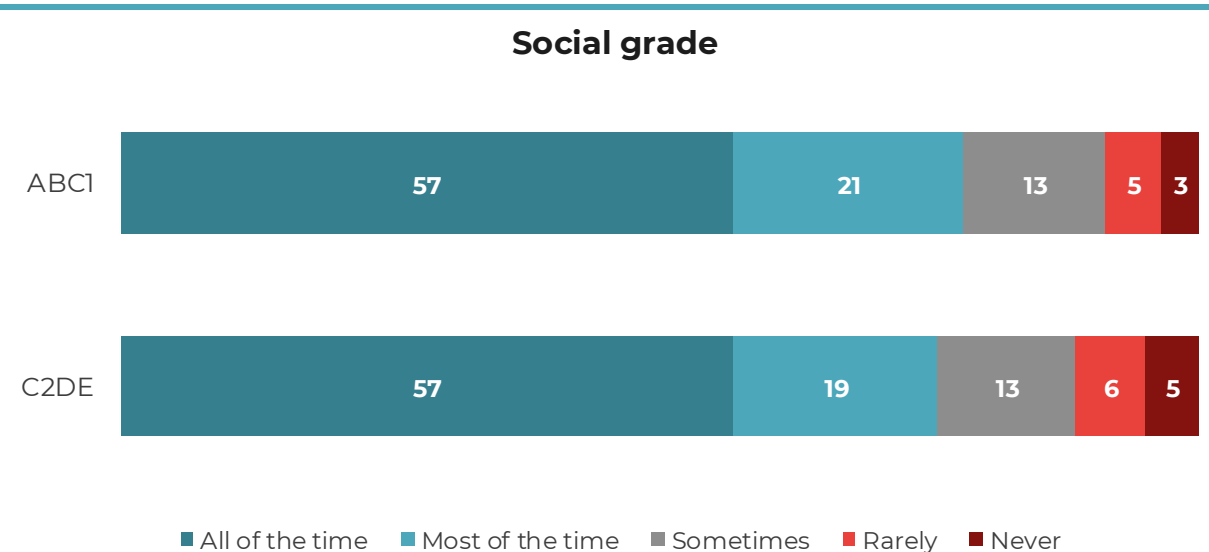
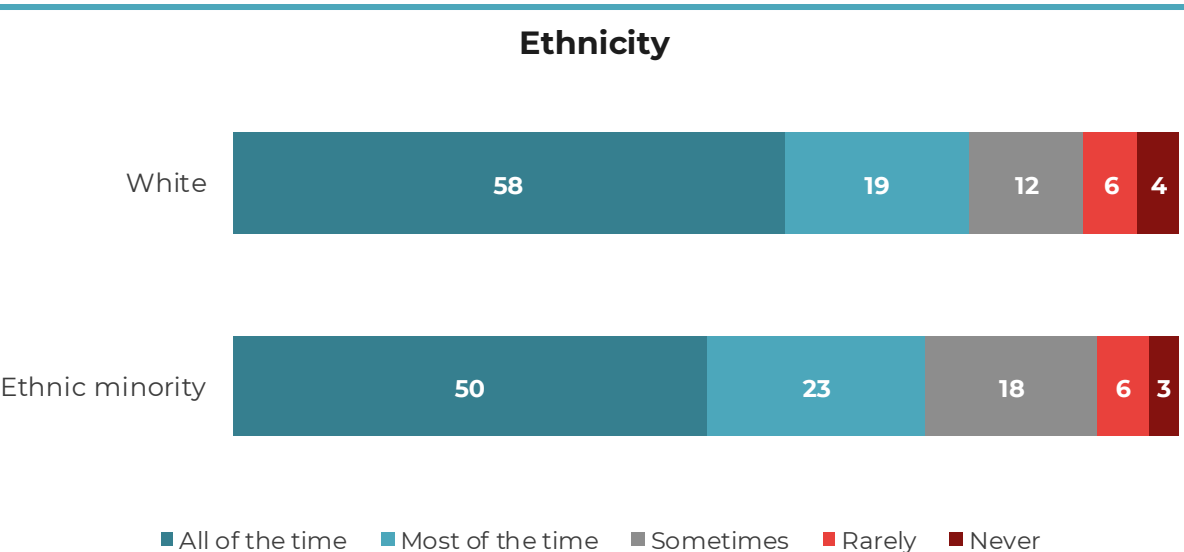
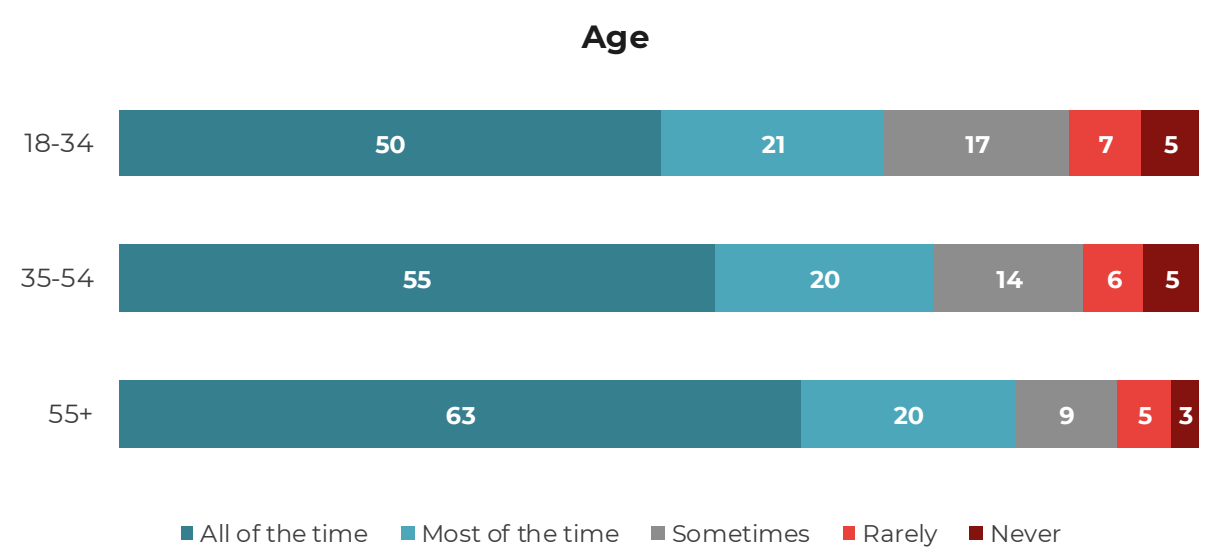
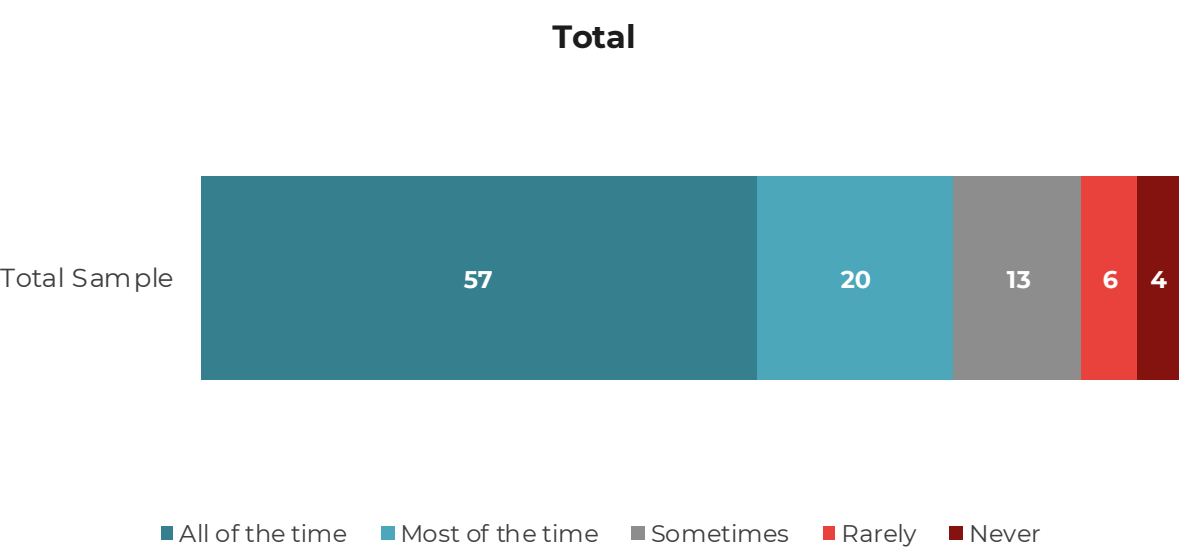
Section 1: Benchmark





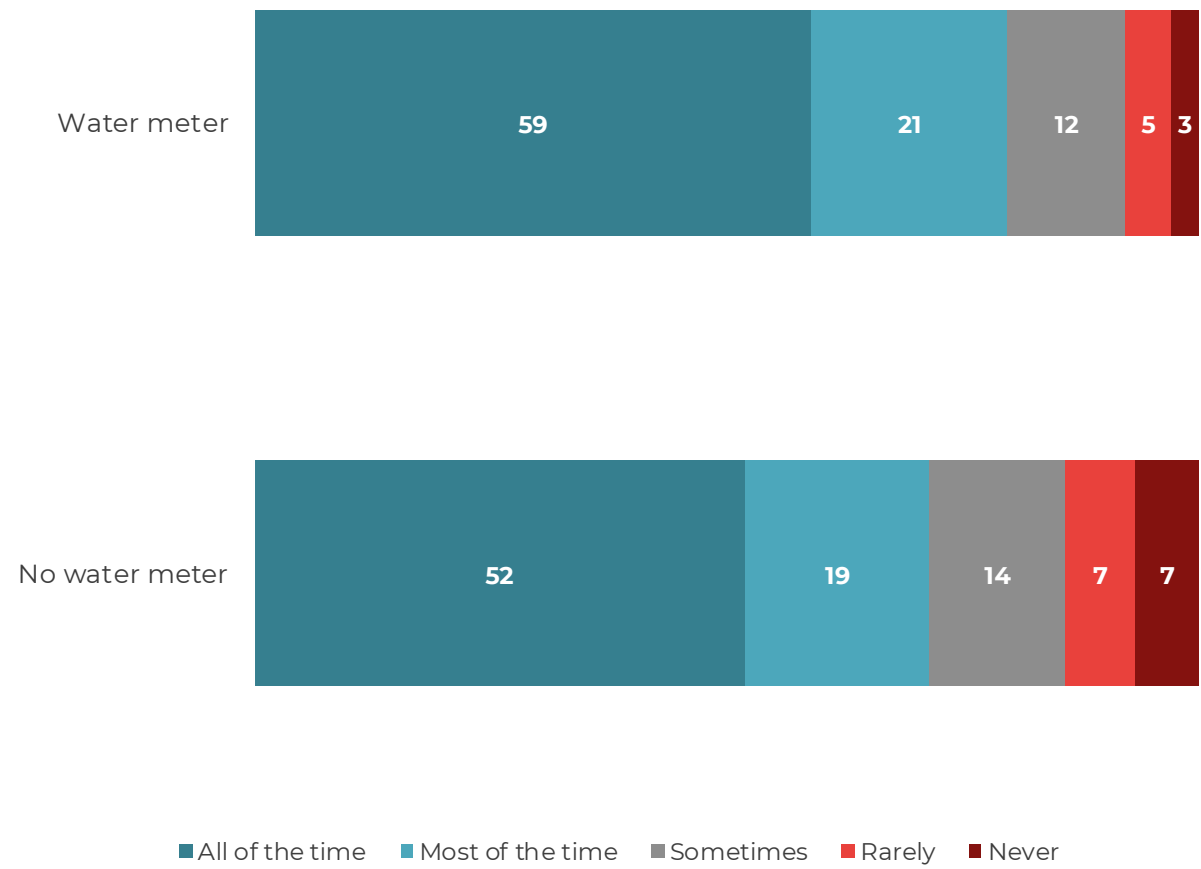
The full data set

B1_1. Turn off the tap when brushing teeth (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

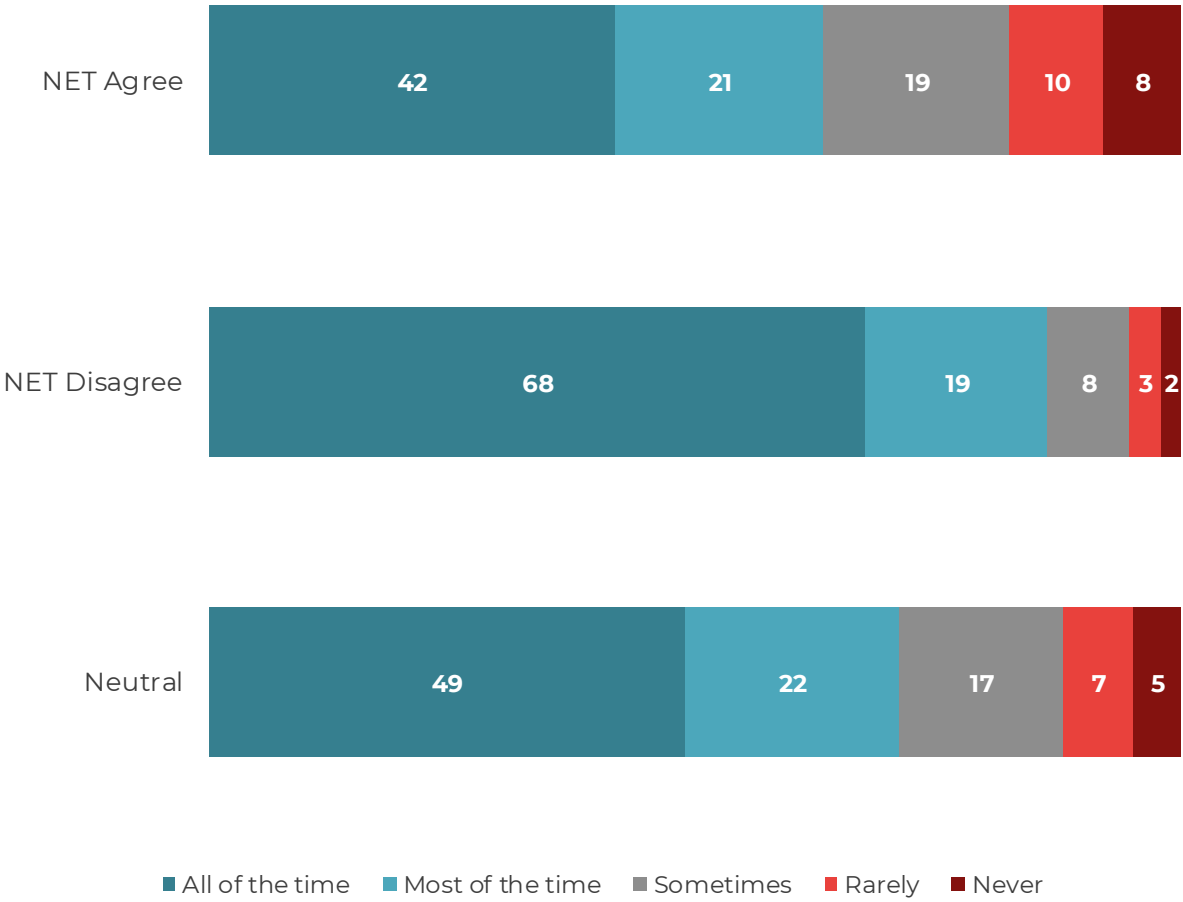


B1_1. Turn off the tap when brushing teeth (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

Water meter



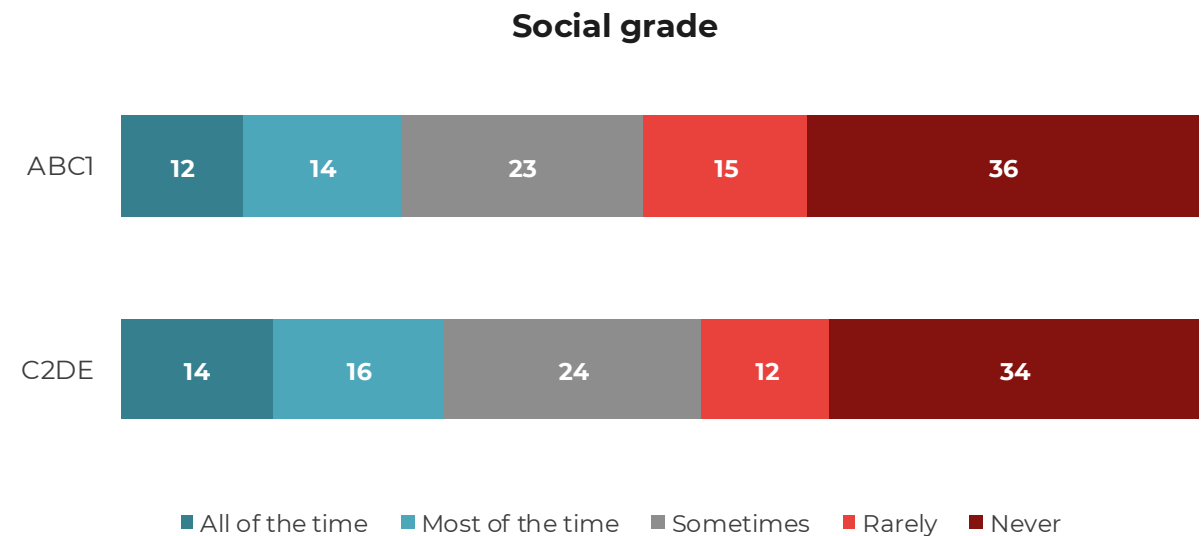
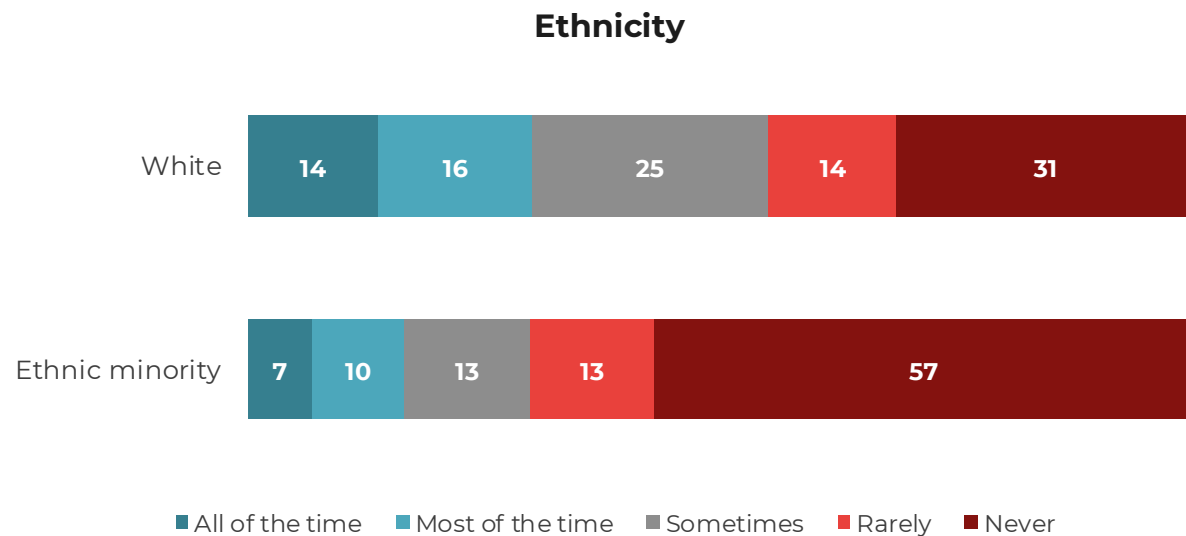
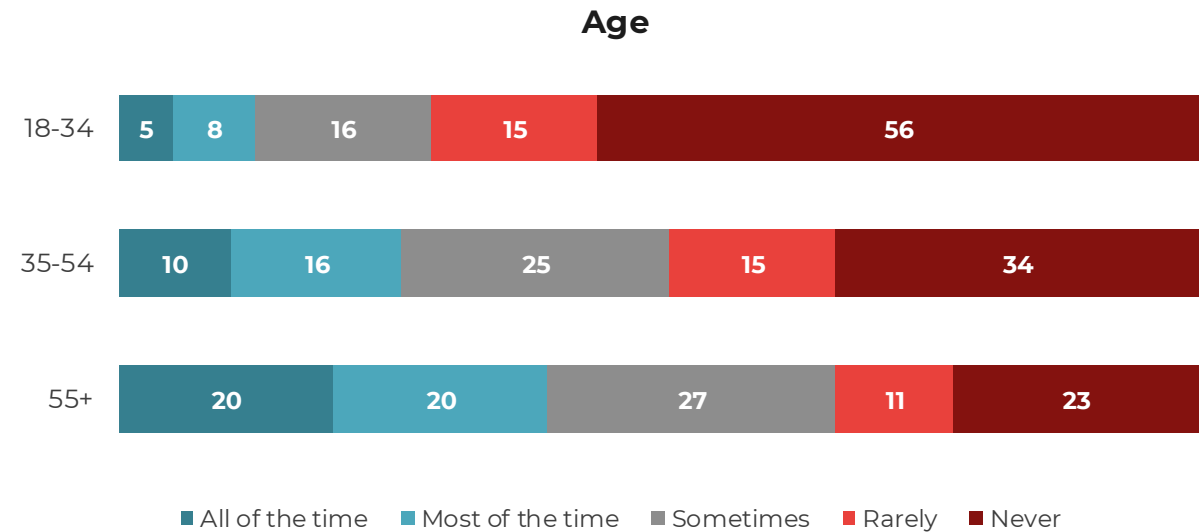
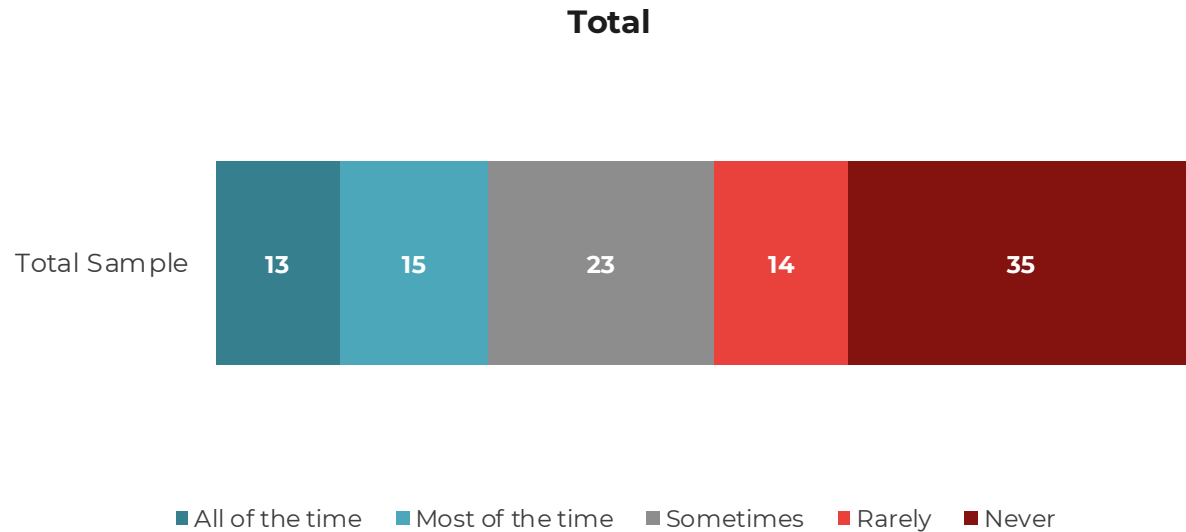
Comparison with responses to the statement 'I don't want to use less water' (B4.7)



B1_1. Turn off the tap when brushing teeth (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	57	48	56	61	56	53	57	60	49	65	64
Most of the time	20	20	19	20	21	21	19	19	23	19	18
Sometimes	13	16	15	12	14	13	14	12	16	9	10
Rarely	6	10	5	3	6	8	5	5	7	5	5
Never	4	6	4	4	4	5	5	3	4	3	3
NET: All/Most of the time	77	68	75	81	76	74	76	79	72	84	81
NET: Rarely/Never	10	16	9	7	10	13	10	9	12	8	8

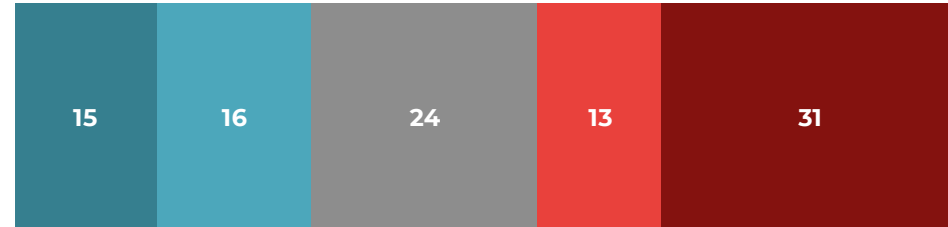
B1_2. Not flushing the toilet when it's only a number 1 (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



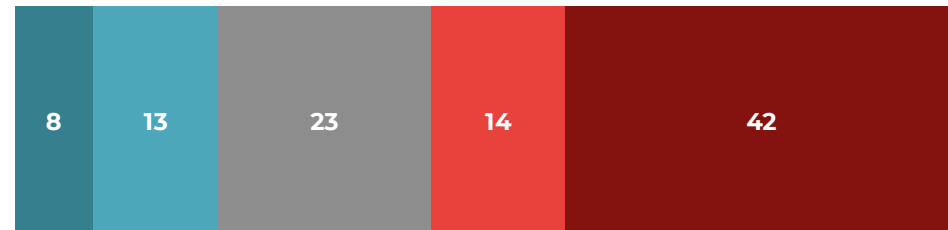
Note: For this question, our regression analysis revealed that the variables of age and ethnicity as well as the interaction between both are significant

B1_2. Not flushing the toilet when it's only a number 1 (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

Water meter



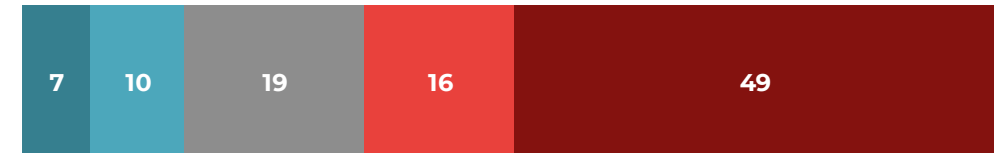
No water meter



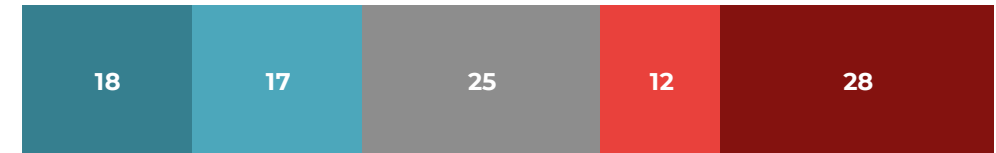
■ All of the time ■ Most of the time ■ Sometimes ■ Rarely ■ Never

Comparison with responses to the statement 'I don't want to use less water' (B4.7)

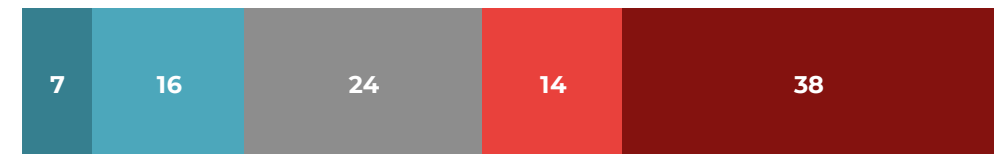
NET Agree



NET Disagree



Neutral

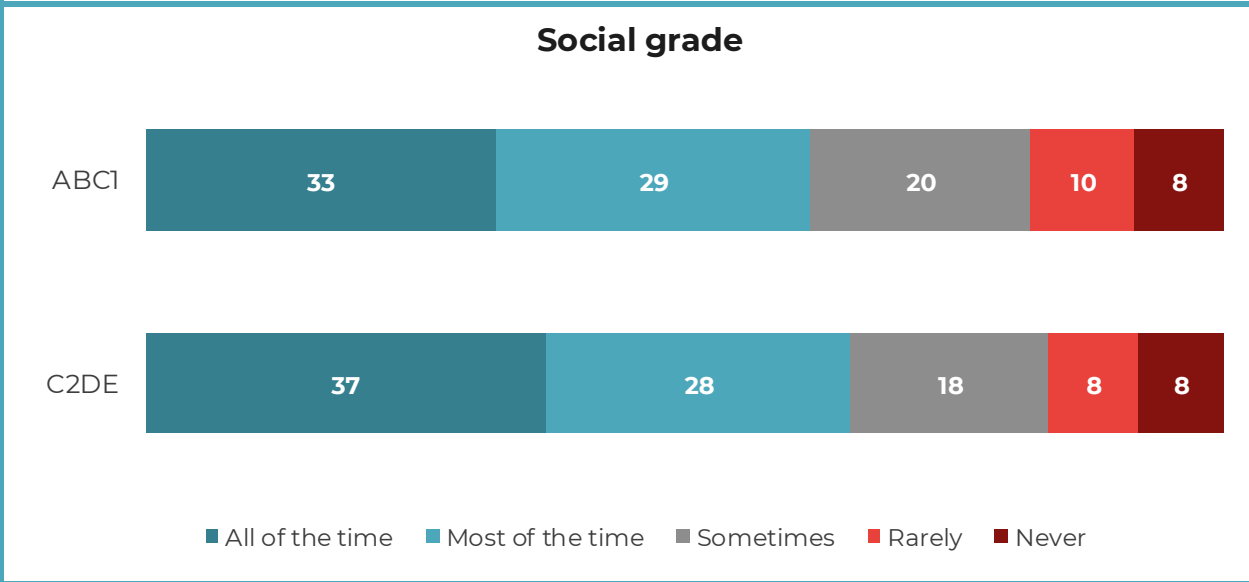
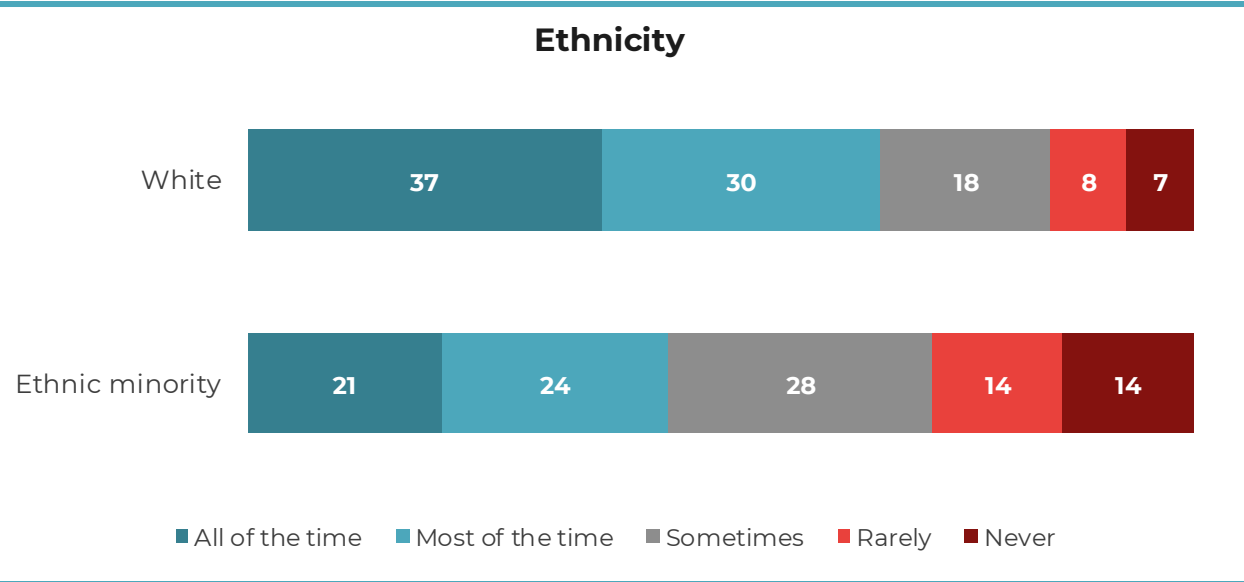
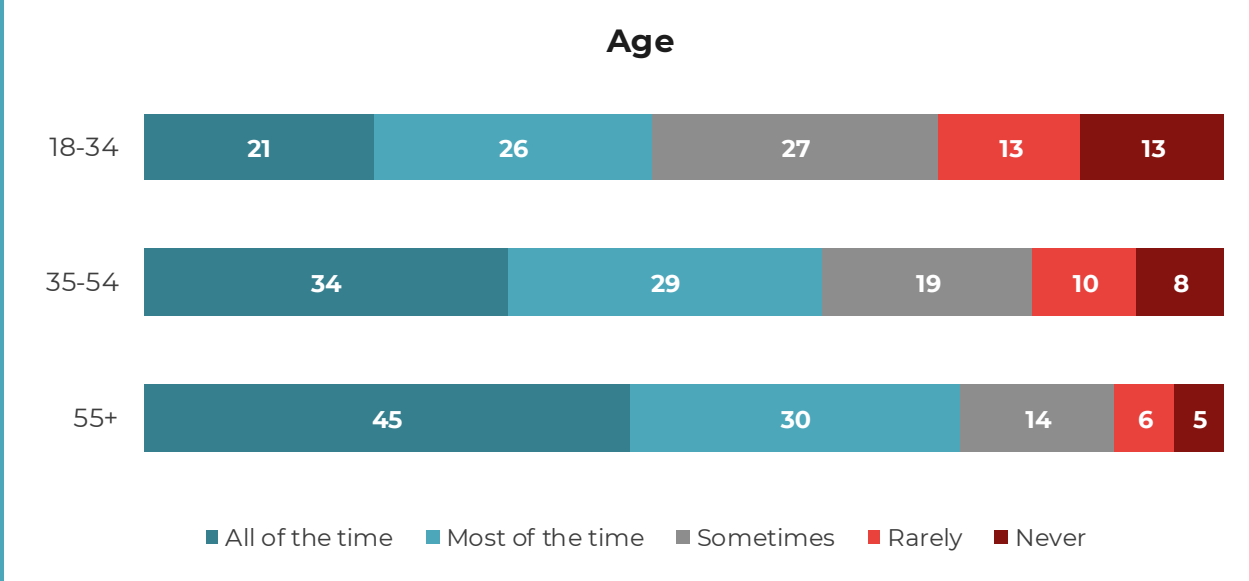
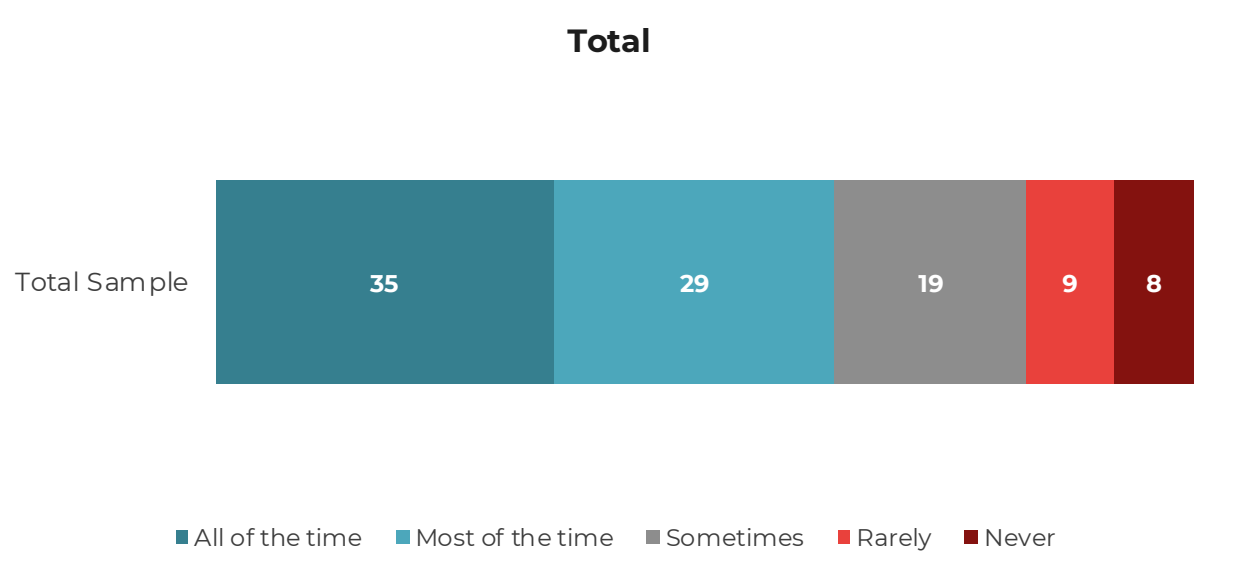


■ All of the time ■ Most of the time ■ Sometimes ■ Rarely ■ Never

B1_2. Not flushing the toilet when it's only a number 1 (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

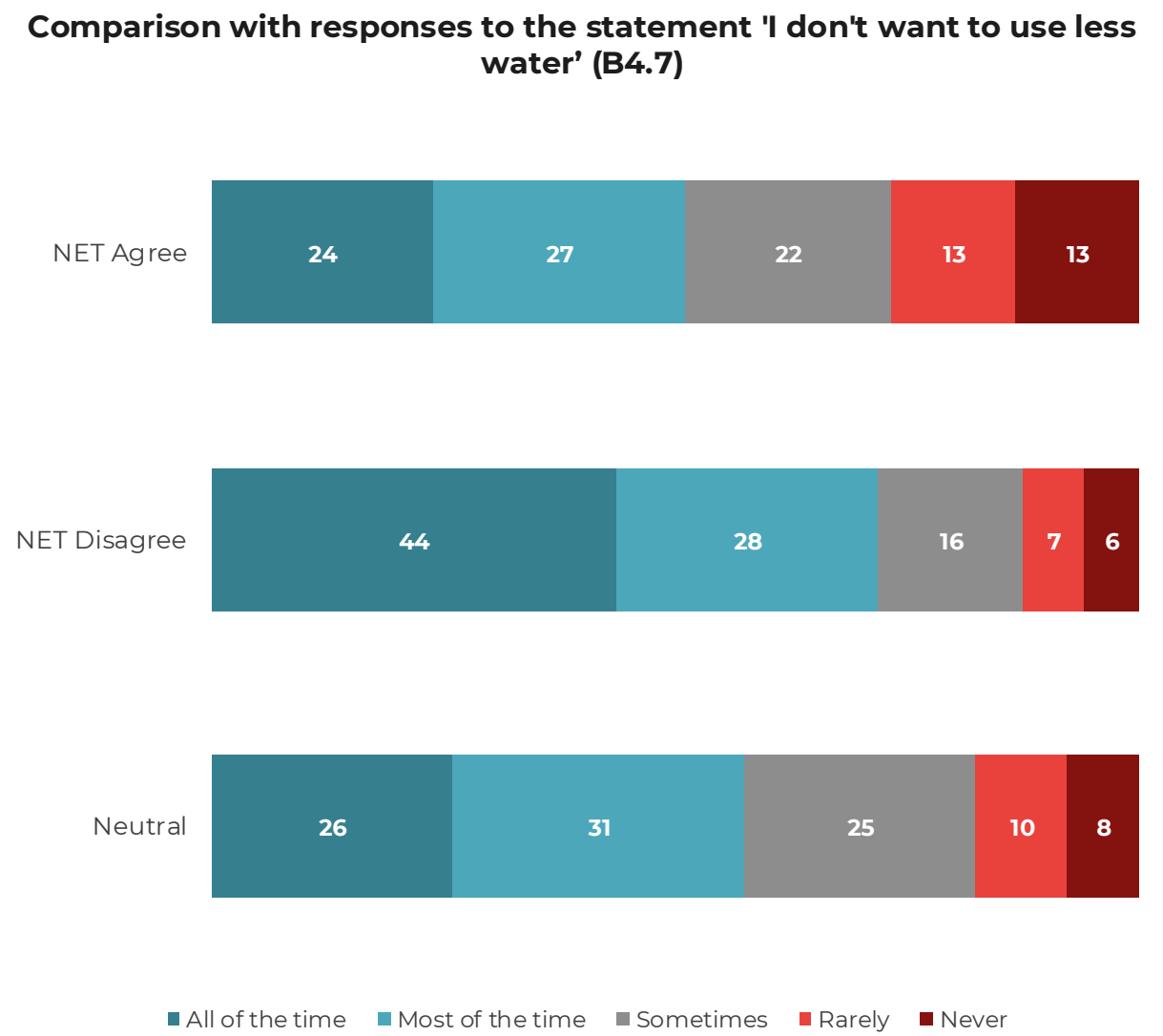
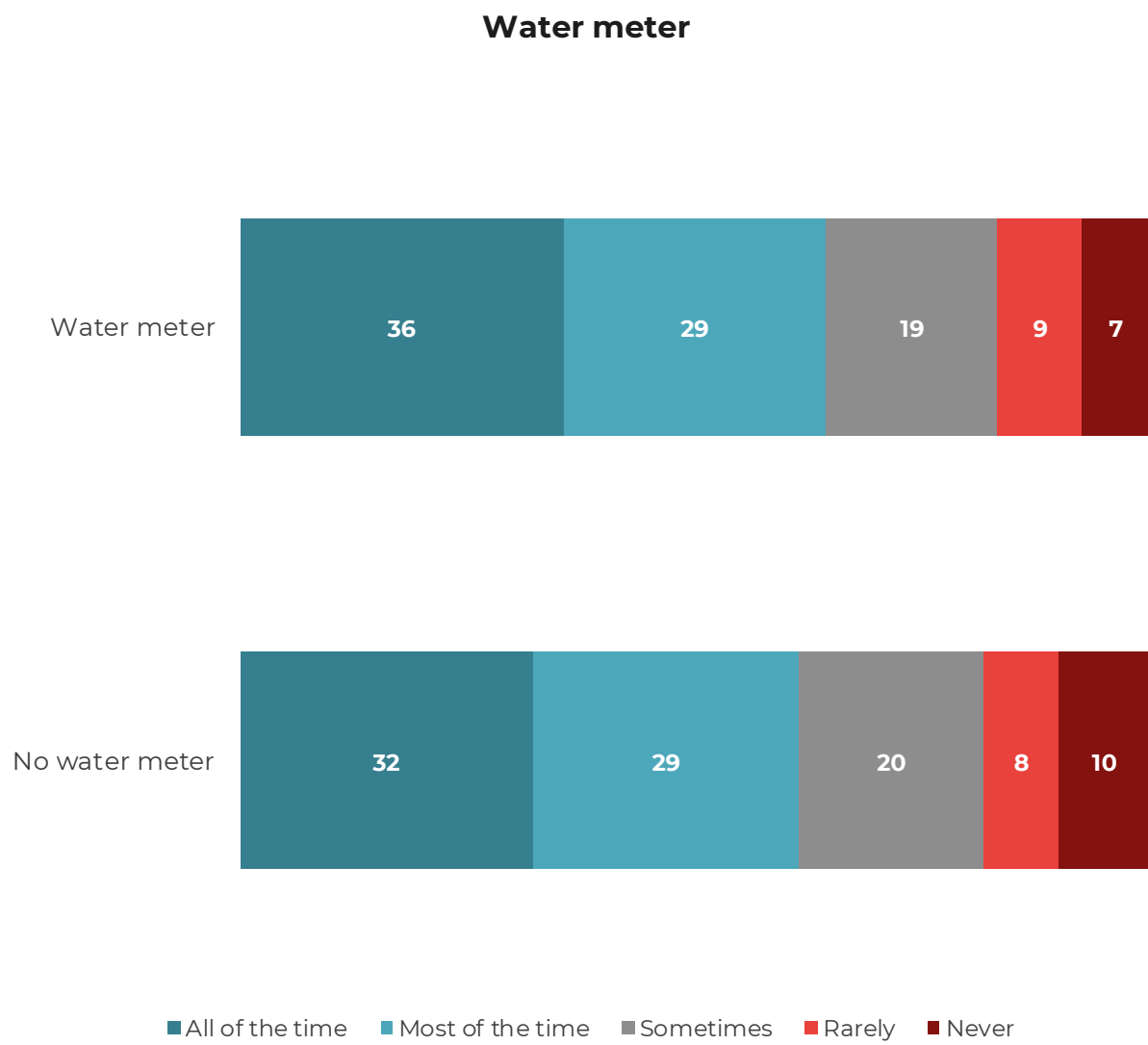
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	13	9	10	13	12	10	13	15	9	19	16
Most of the time	15	14	16	19	14	10	15	20	12	14	19
Sometimes	23	23	22	22	29	25	18	24	17	27	25
Rarely	14	11	14	13	14	13	12	14	16	13	13
Never	35	43	39	32	30	41	42	27	47	27	28
Not applicable	0	0	0	0	0	0	0	0	0	0	0
NET: All/Most of the time	28	23	25	32	26	20	28	35	20	33	34
NET: Rarely/Never	49	54	53	46	44	54	54	41	63	40	41

B1_3. Save the washing up until there's a full basin/dishwasher load (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that the variables of age and ethnicity are both significant, when controlling for one another

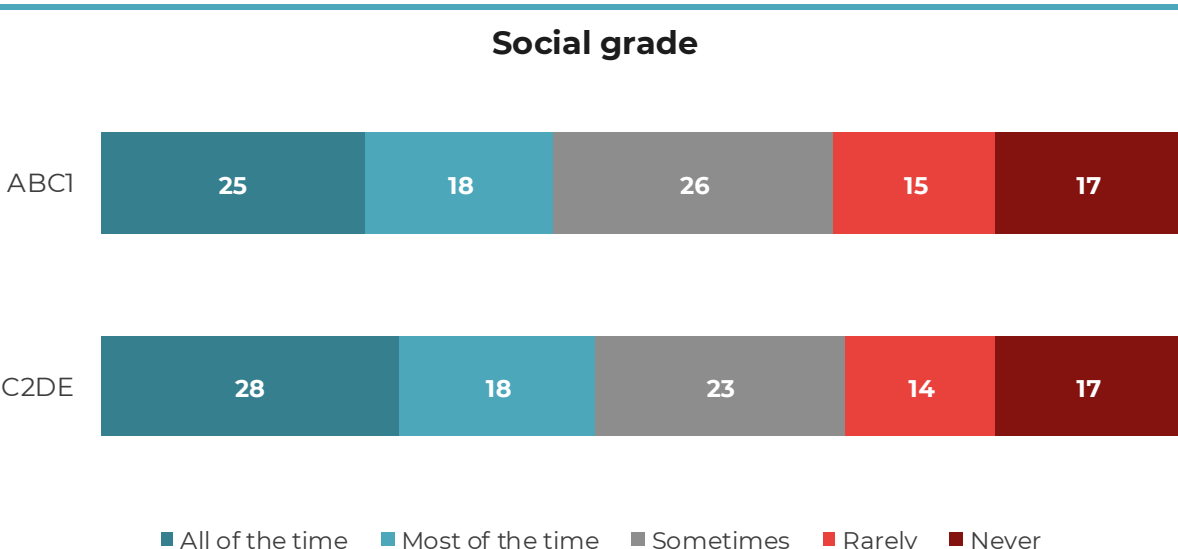
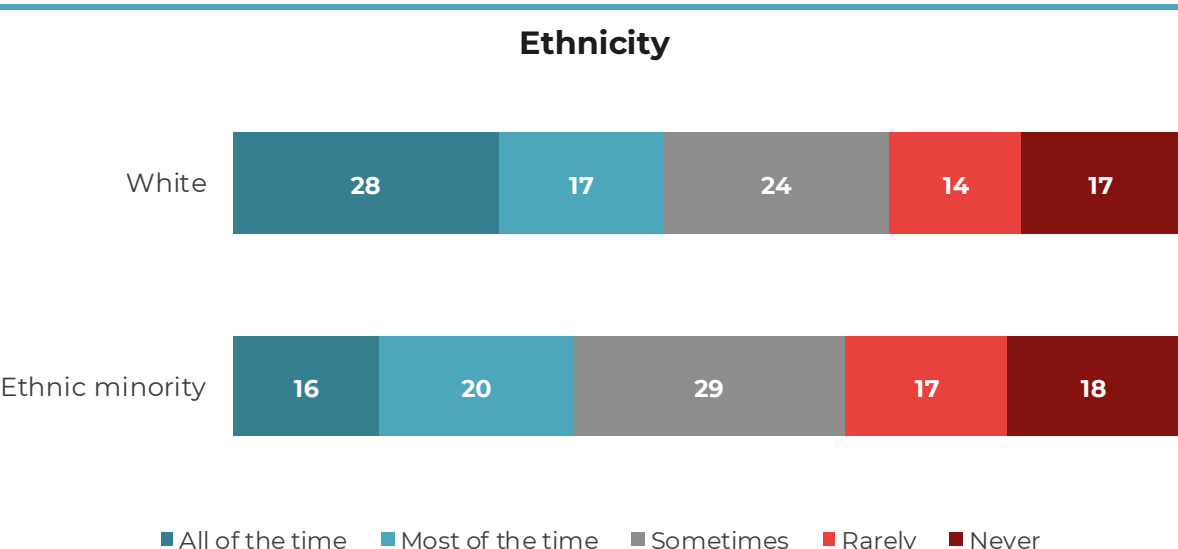
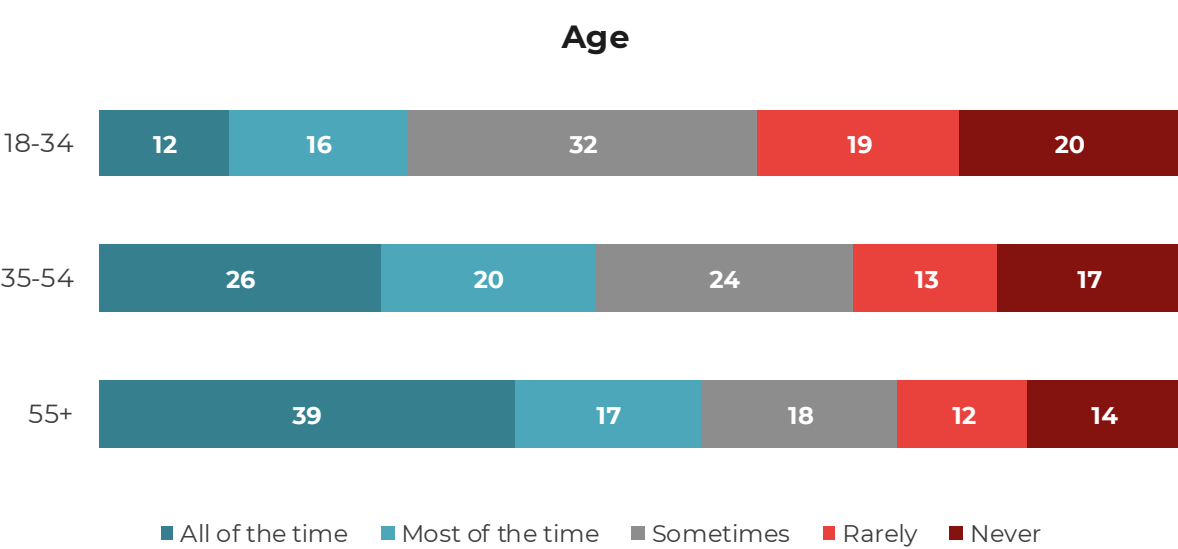
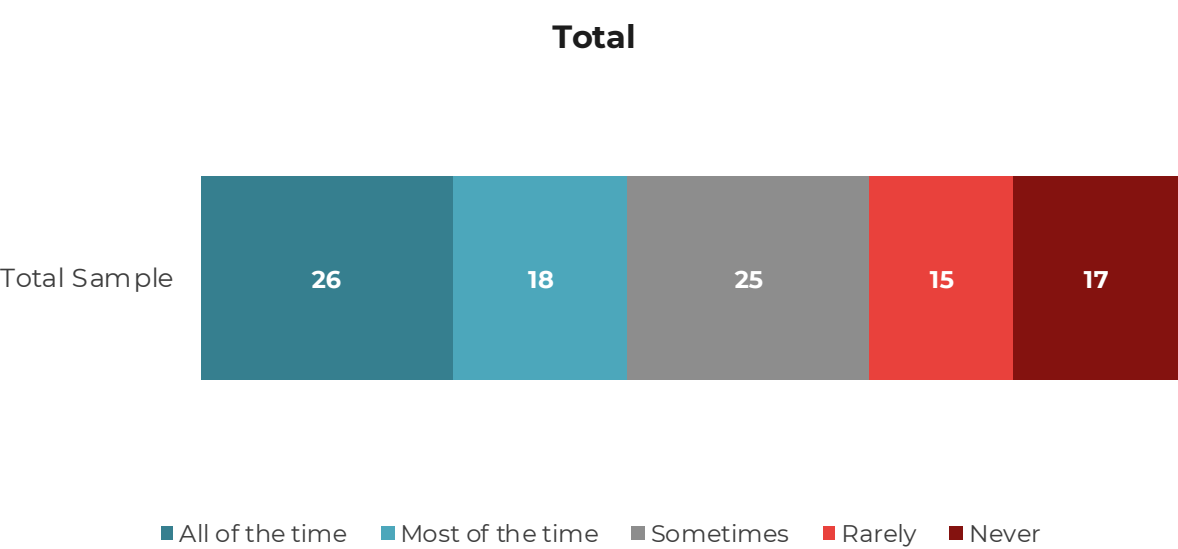
B1_3. Save the washing up until there's a full basin/dishwasher load (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



B1_3. Save the washing up until there's a full basin/dishwasher load (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

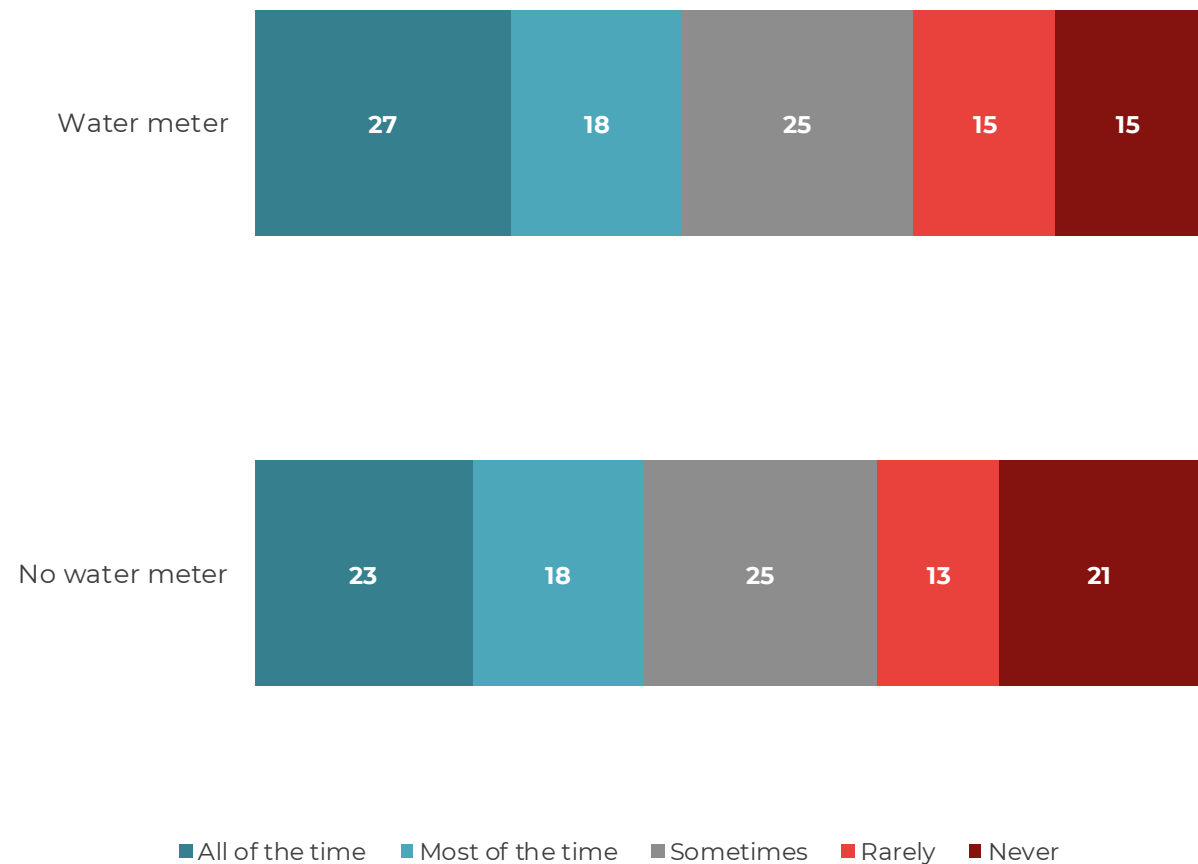
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	35	29	32	41	39	30	35	38	22	41	43
Most of the time	29	28	32	29	29	31	29	28	27	28	26
Sometimes	19	23	19	15	16	21	19	18	24	18	19
Rarely	9	10	9	9	10	9	7	7	14	7	6
Never	8	10	9	7	6	8	9	7	13	6	6
NET: All/Most of the time	63	57	63	69	69	62	64	67	49	69	69
NET: Rarely/Never	17	20	18	16	16	17	16	15	26	13	12

B1_4. Washing the car with a bucket instead of a hose (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

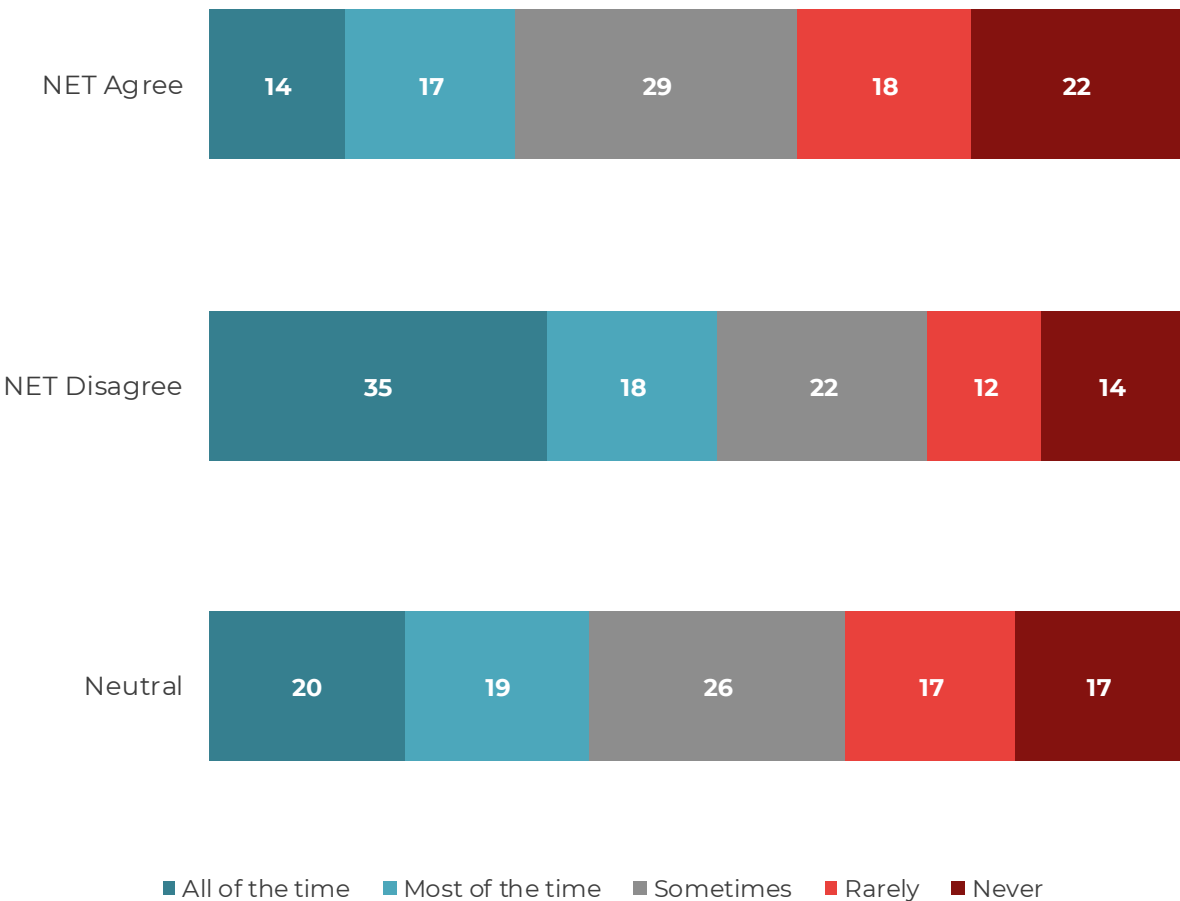


B1_4. Washing the car with a bucket instead of a hose (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

Water meter



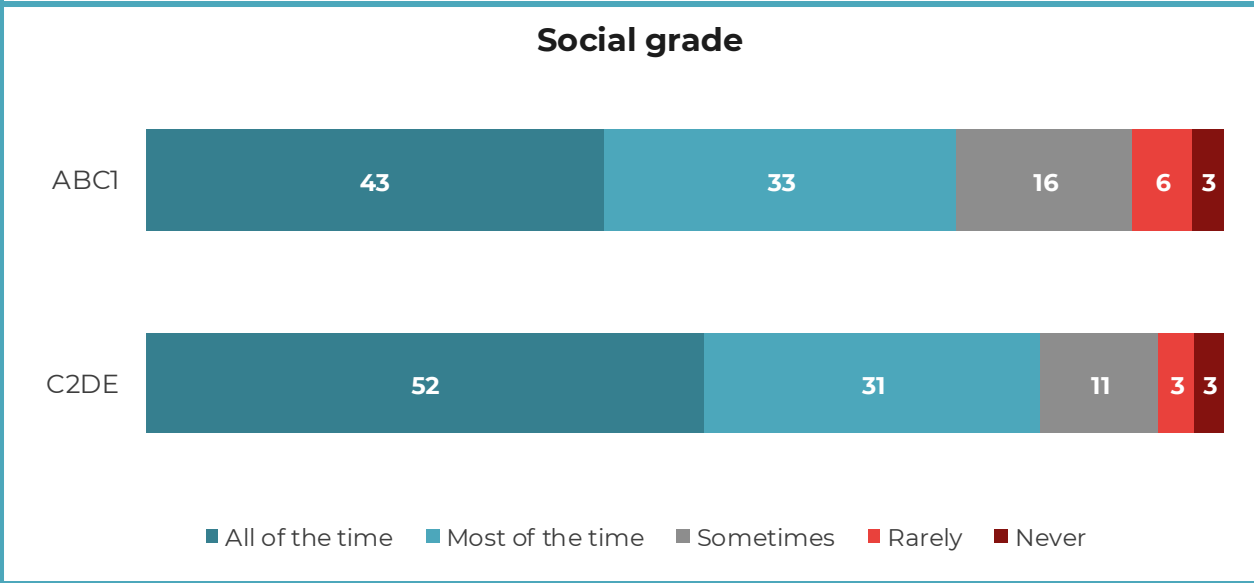
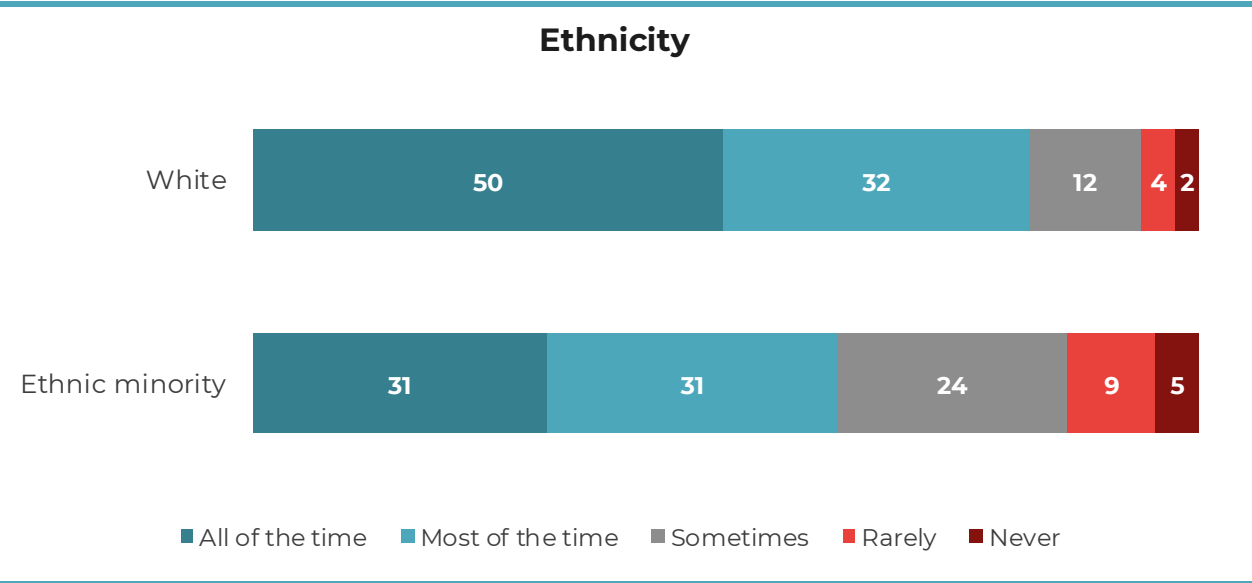
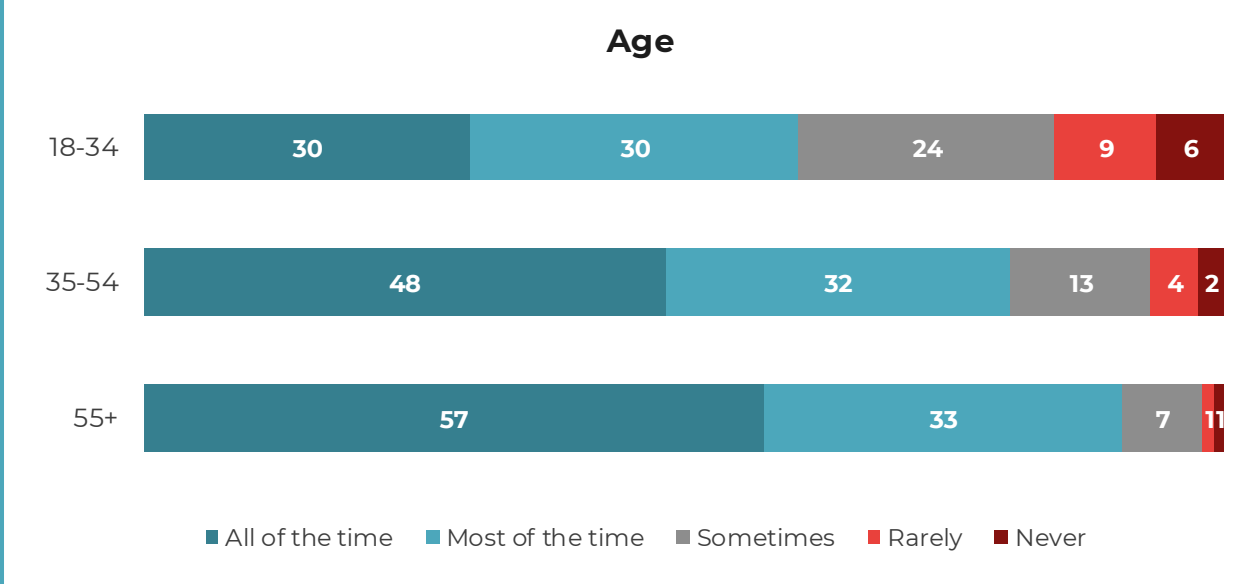
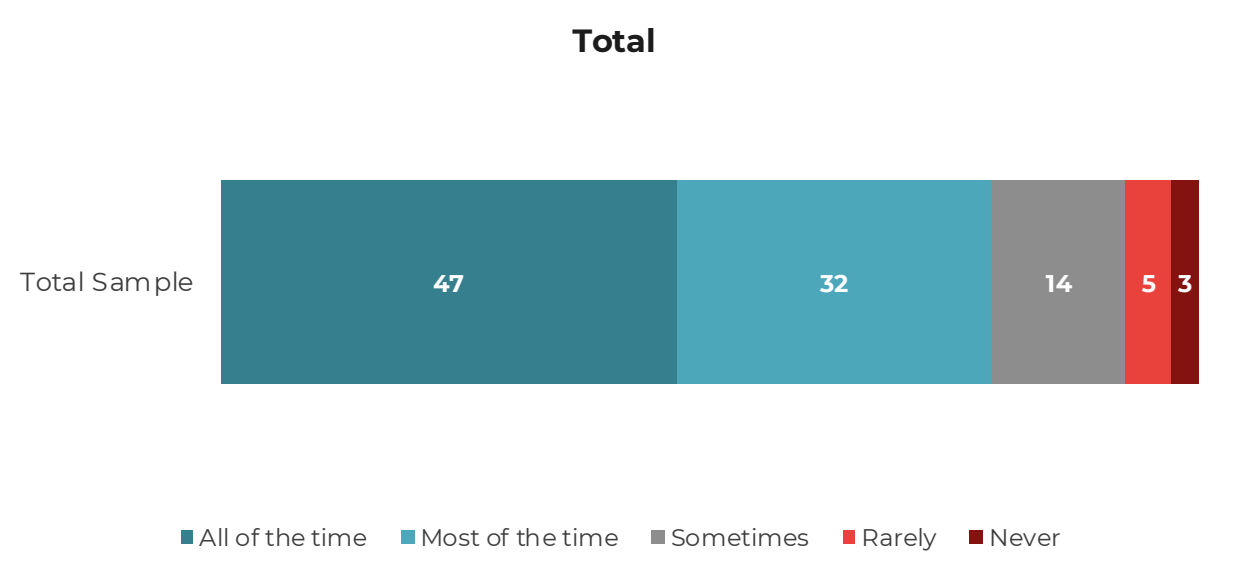
Comparison with responses to the statement 'I don't want to use less water' (B4.7)



B1_4. Washing the car with a bucket instead of a hose (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

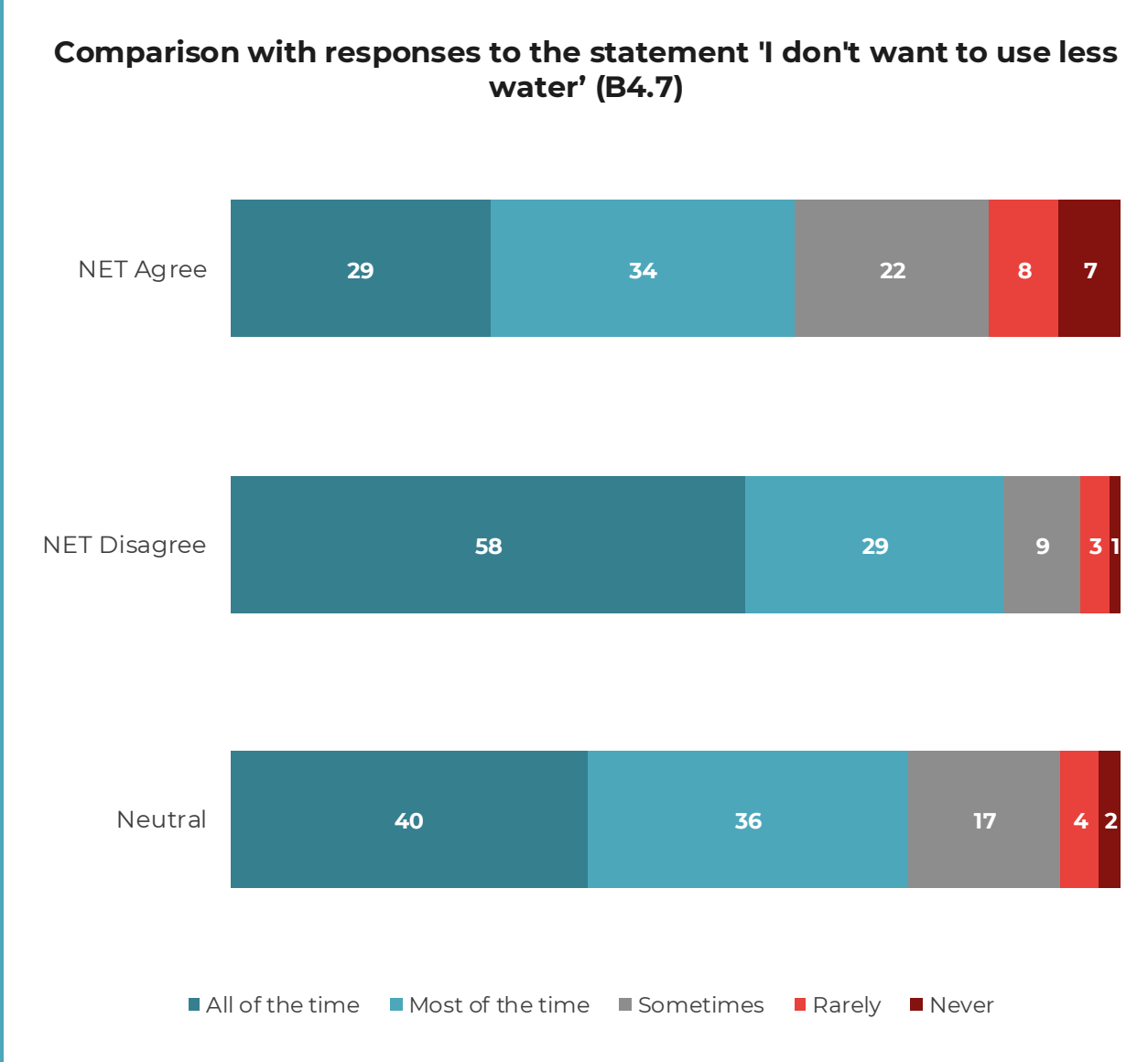
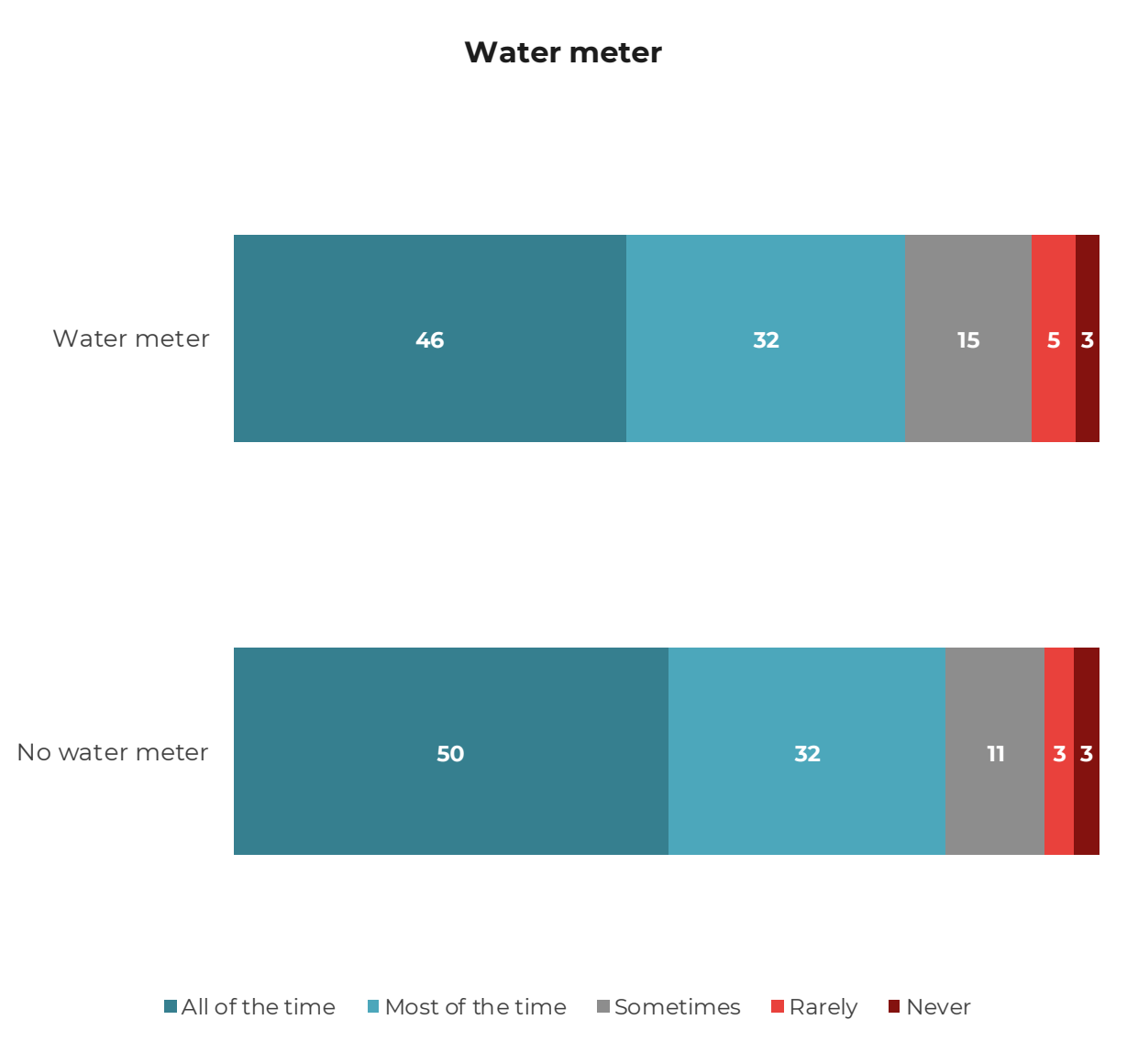
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	26	23	25	25	29	19	25	37	17	29	34
Most of the time	18	19	19	23	16	16	16	16	20	18	13
Sometimes	25	21	25	21	25	30	23	21	30	23	24
Rarely	15	18	14	14	13	17	14	13	17	14	10
Never	17	19	18	16	16	18	22	13	16	16	19
NET: All/Most of the time	44	42	43	49	45	35	41	53	37	47	47
NET: Rarely/Never	32	37	32	31	30	35	36	26	33	30	29

B1_5. Only run the washing machine with a full load (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that the variables of age and ethnicity are both significant, when controlling for one another

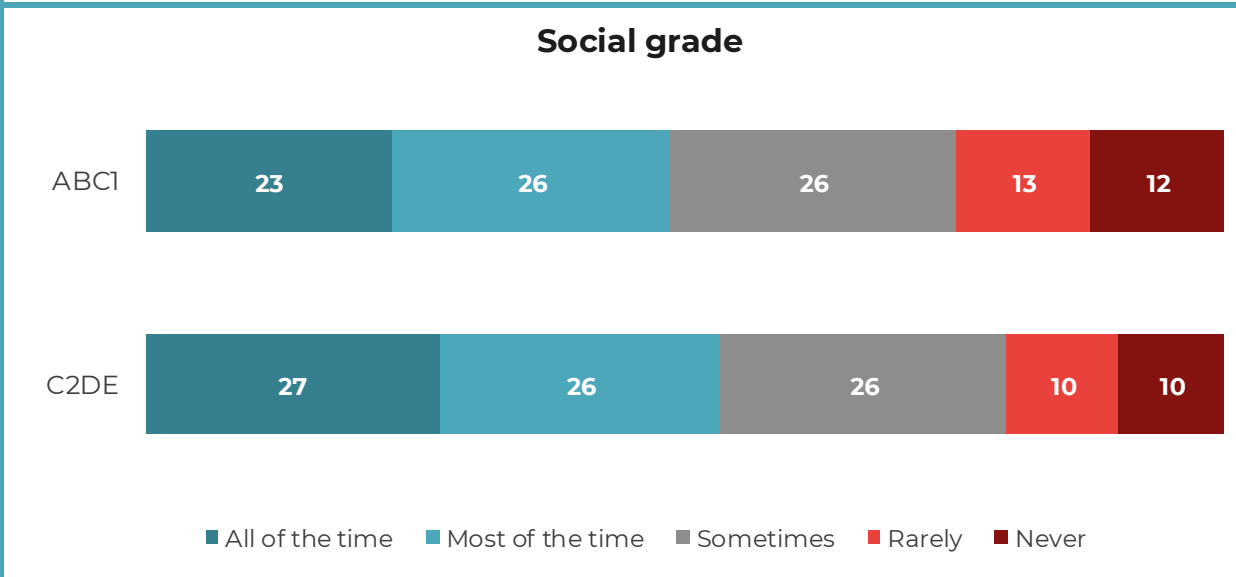
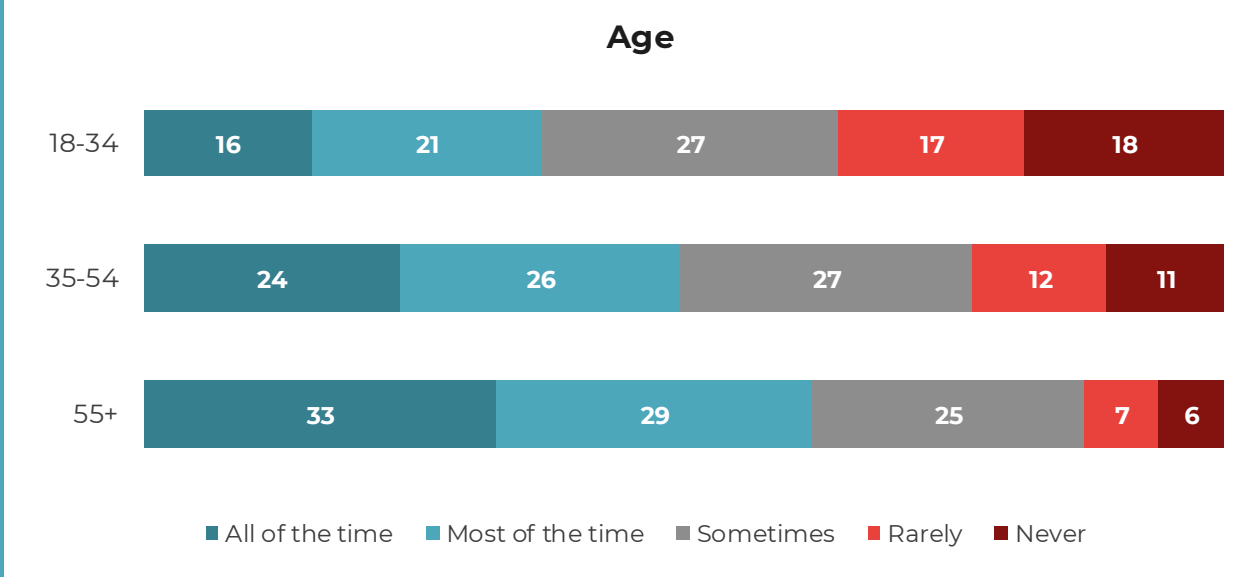
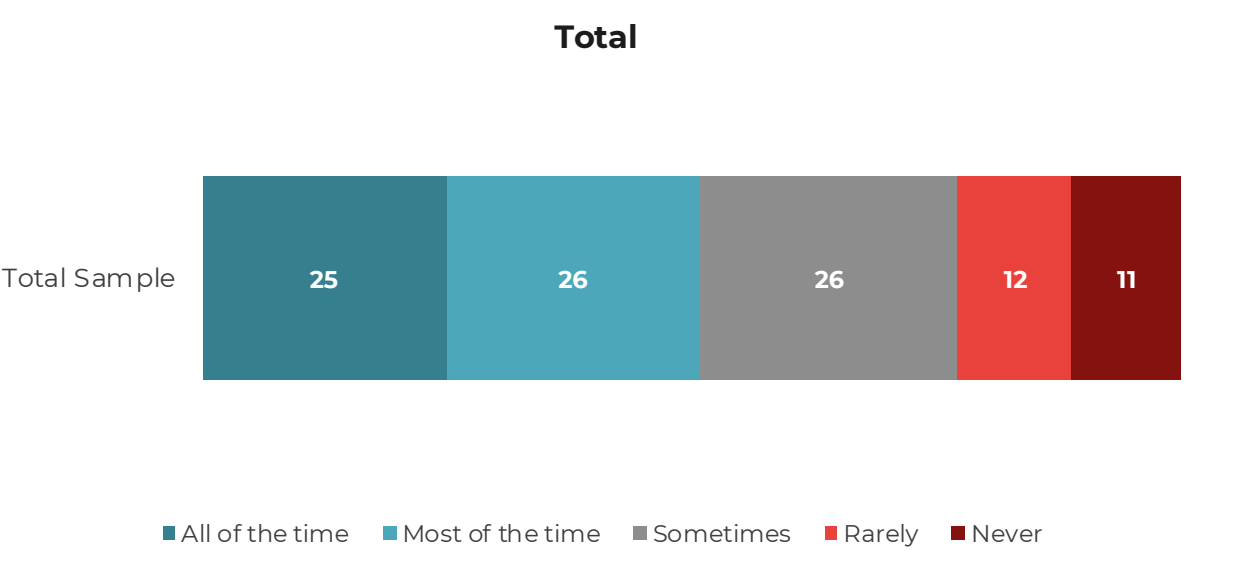
B1_5. Only run the washing machine with a full load (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



B1_5. Only run the washing machine with a full load (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

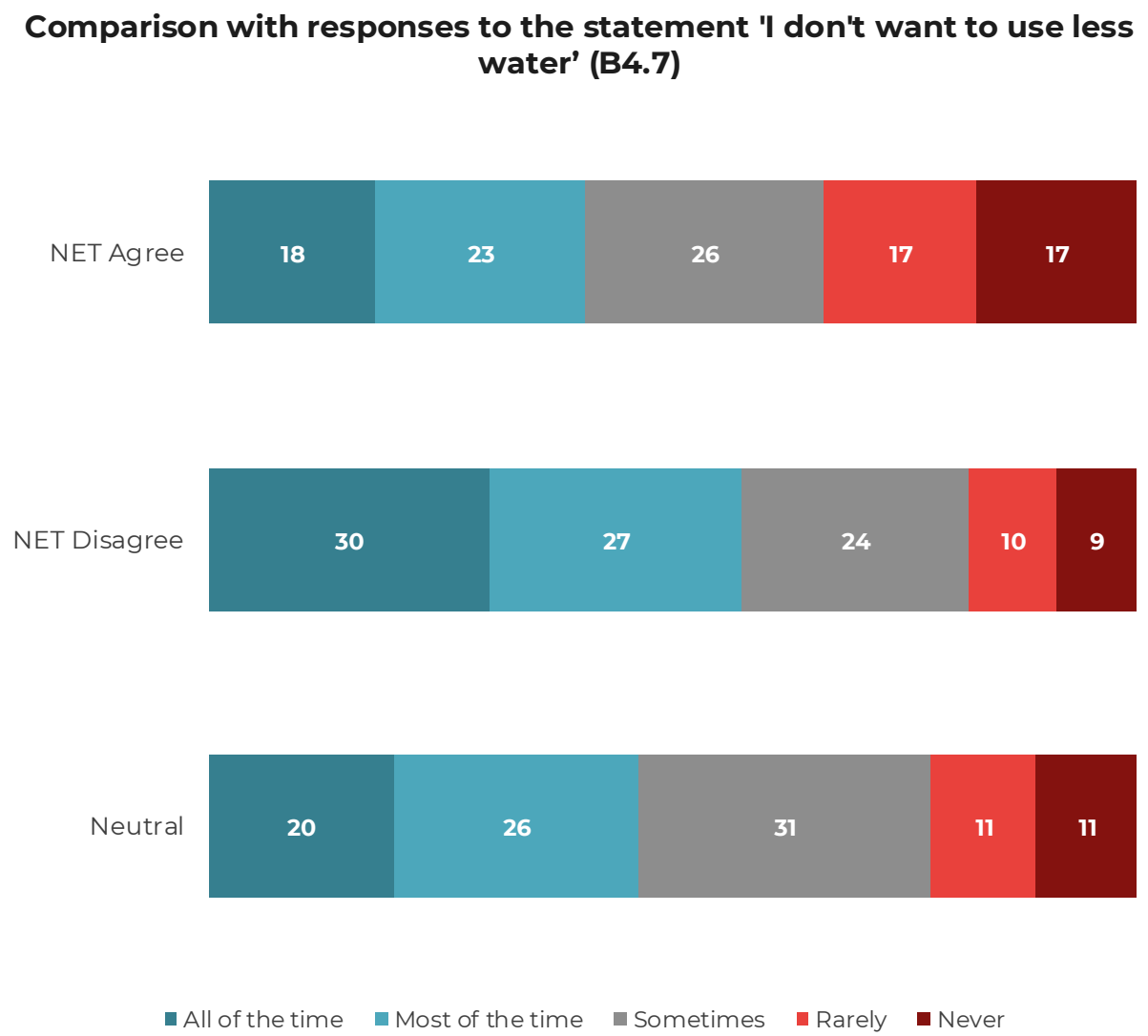
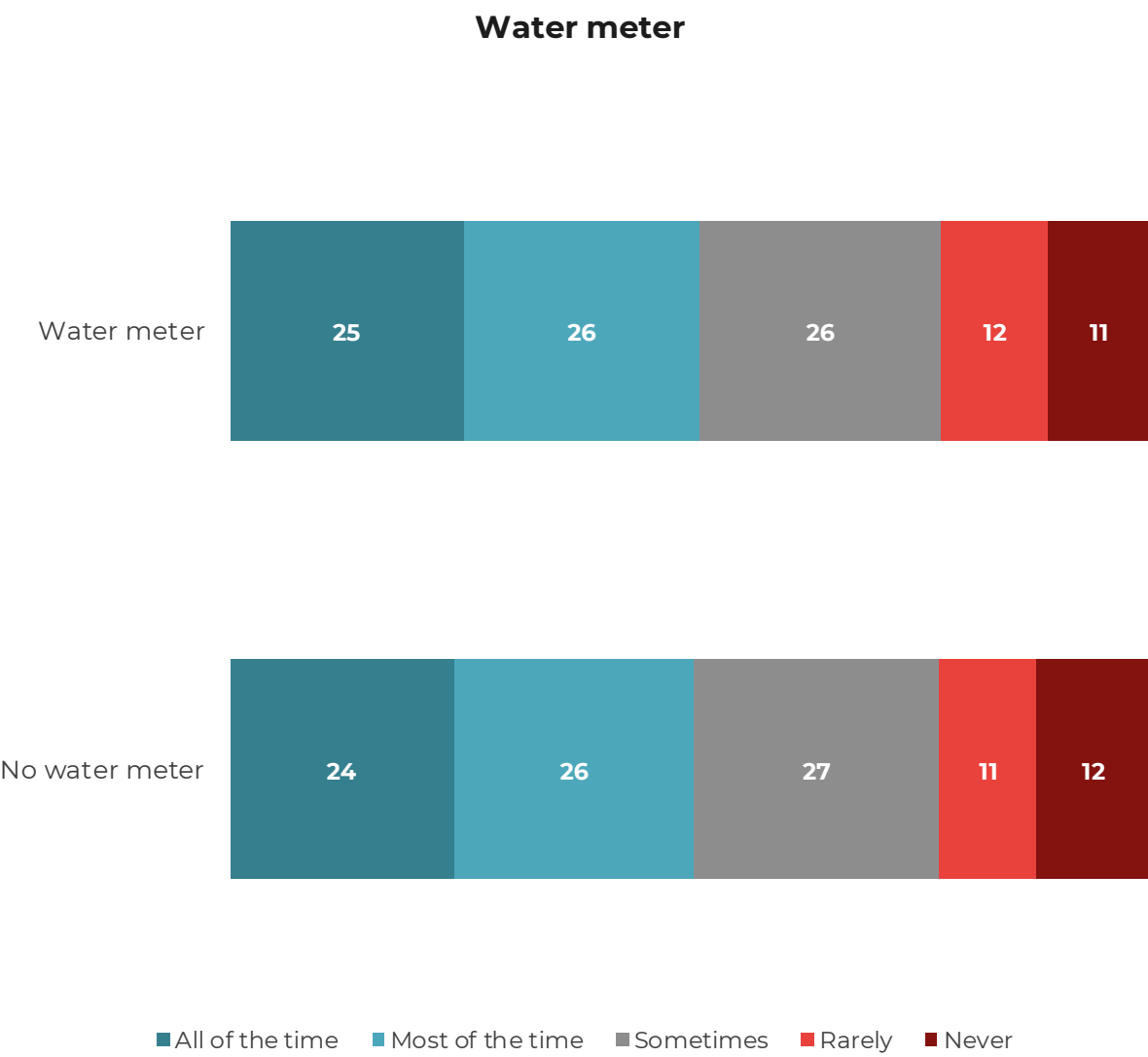
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	47	44	44	53	50	42	51	53	30	56	52
Most of the time	32	31	36	29	30	36	30	32	32	31	32
Sometimes	14	18	13	11	14	15	14	11	23	9	11
Rarely	5	3	4	4	3	6	2	3	10	3	3
Never	3	3	2	3	3	2	2	2	5	2	2
NET: All/Most of the time	79	75	81	82	80	78	81	84	62	86	84
NET: Rarely/Never	7	6	6	7	6	8	5	5	15	5	5

B1_6. Wear some clothes three or four times before washing them (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that only the variable of age is significant, once ethnicity is controlled for

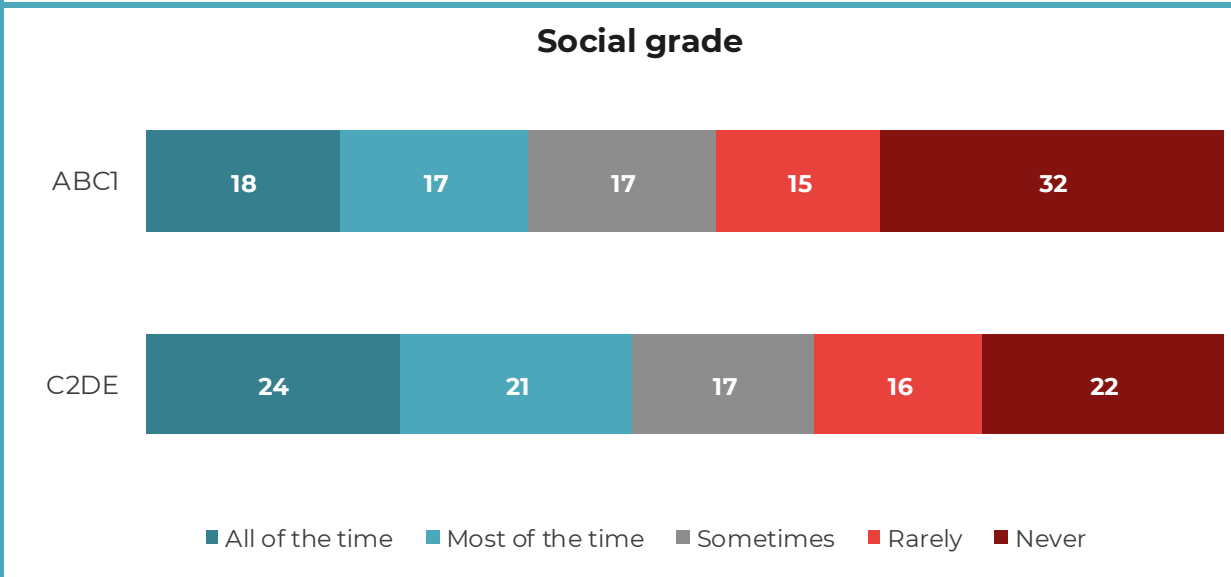
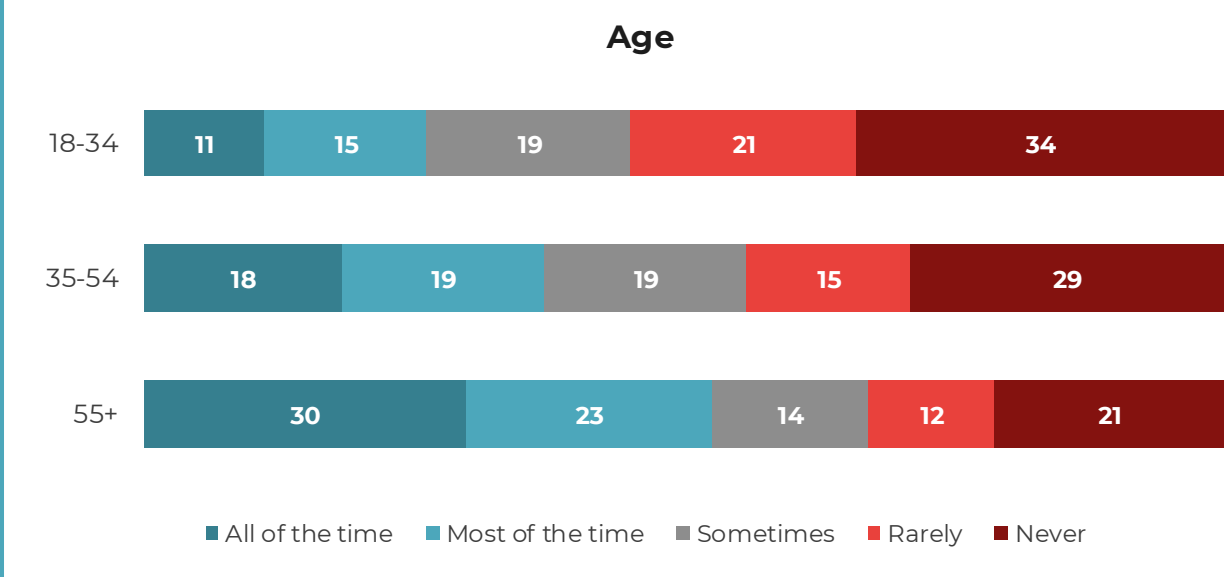
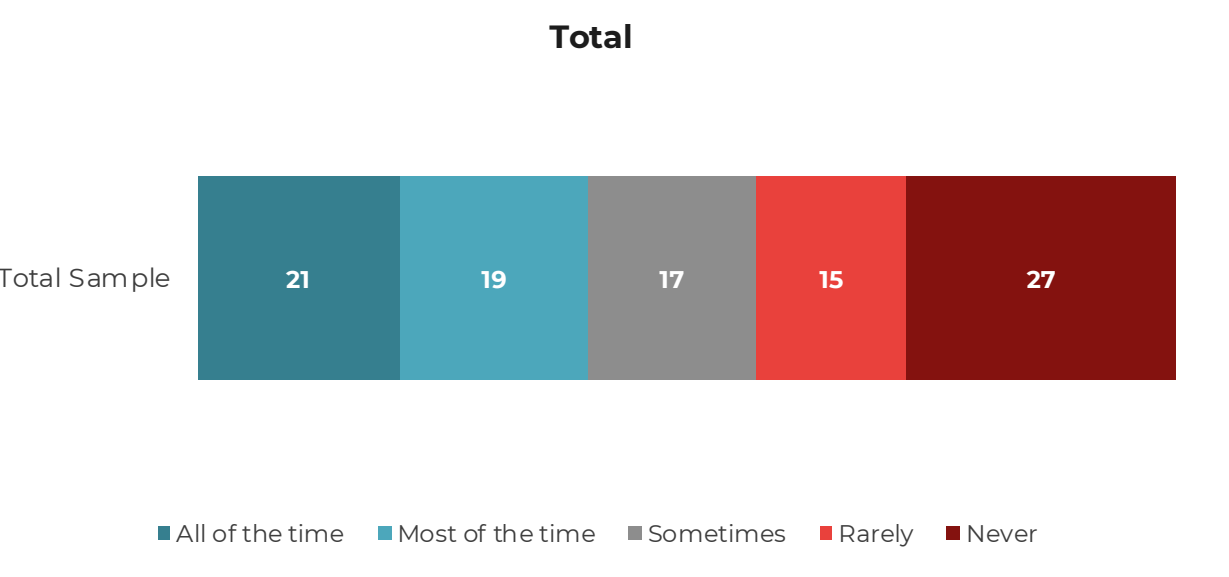
B1_6. Wear some clothes three or four times before washing them (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



B1_6. Wear some clothes three or four times before washing them (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

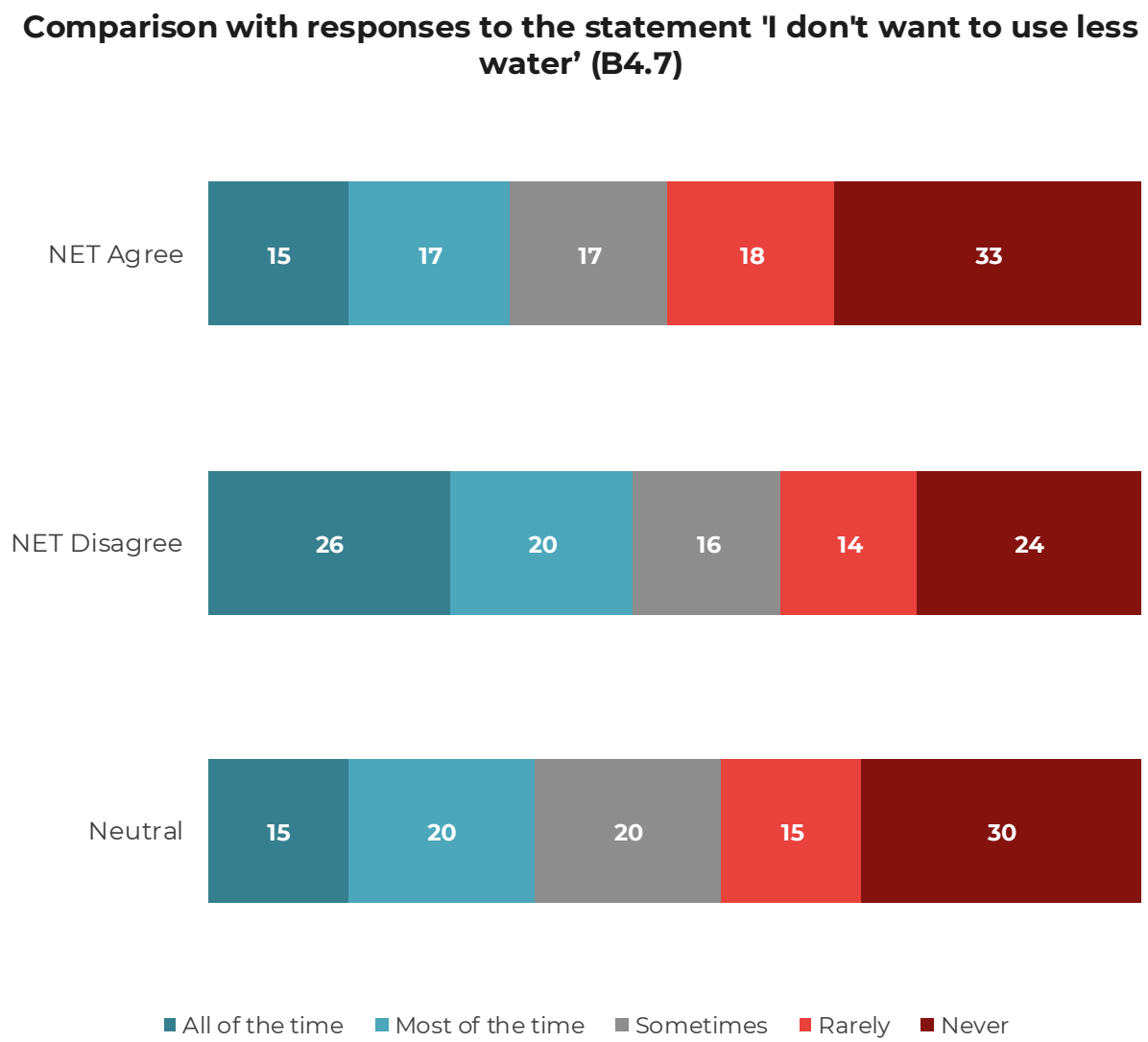
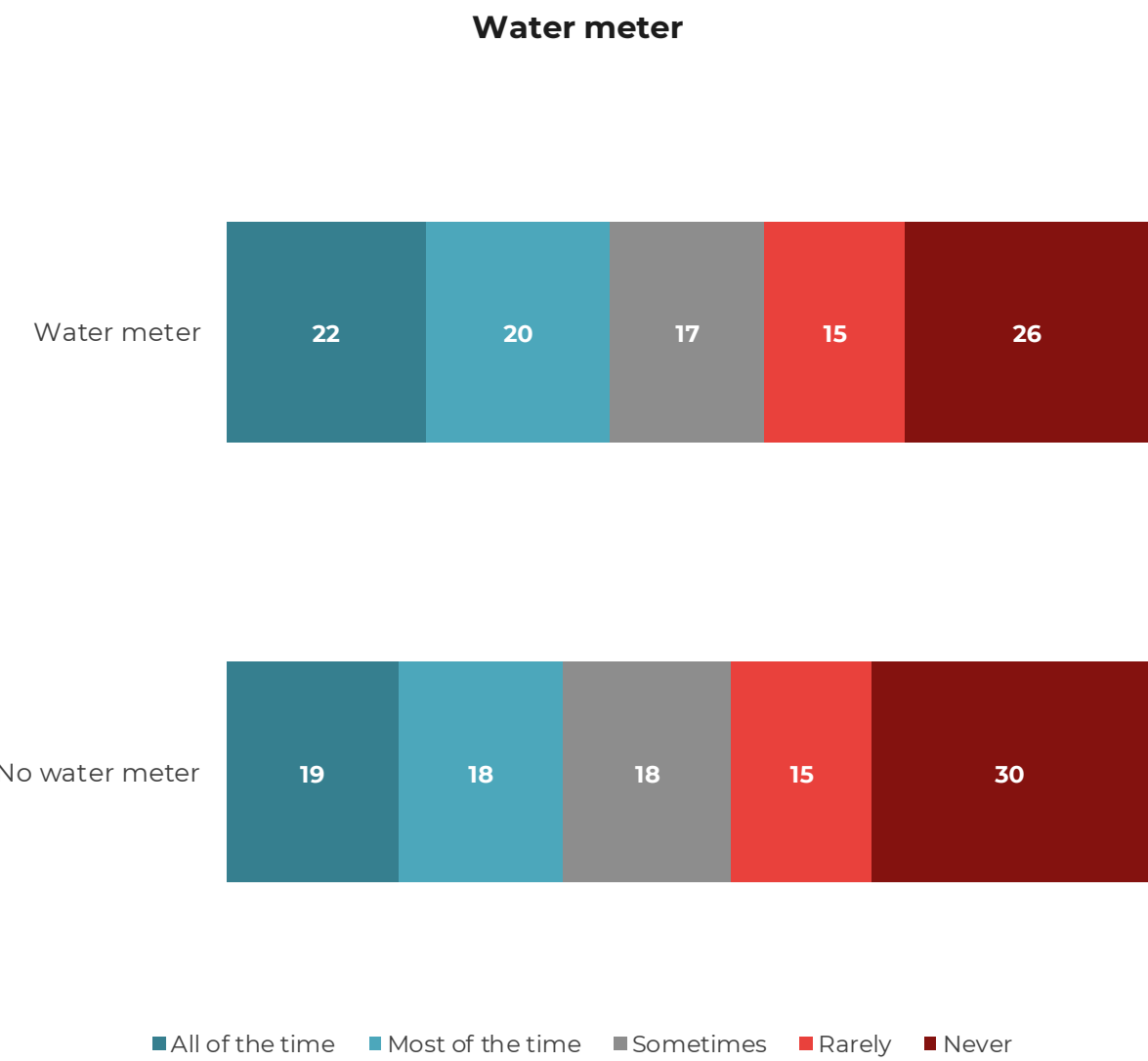
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	25	23	23	27	25	24	25	29	18	26	34
Most of the time	26	25	27	27	26	25	22	31	22	28	26
Sometimes	26	27	27	30	27	25	26	24	26	28	23
Rarely	12	13	11	8	13	15	13	9	17	9	8
Never	11	12	12	8	10	11	14	8	17	10	9
NET: All/Most of the time	51	48	50	54	51	49	47	60	40	53	60
NET: Rarely/Never	23	25	23	16	23	26	27	16	34	19	17

B1_7. Only showering every couple of days (or less often) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that the variables of age and ethnicity are both significant, when controlling for one another

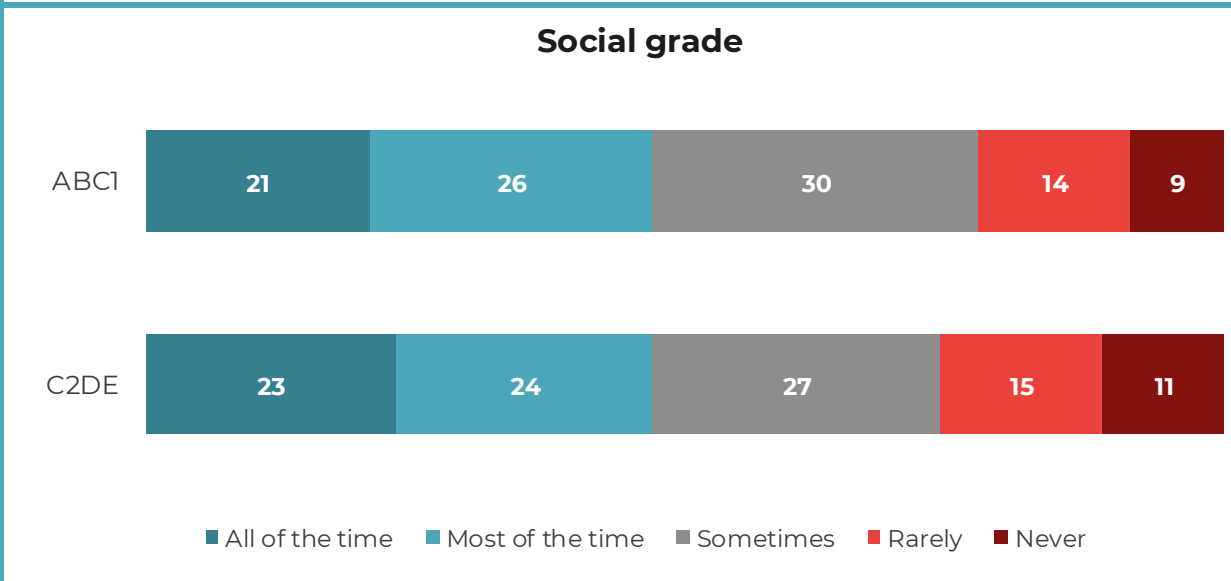
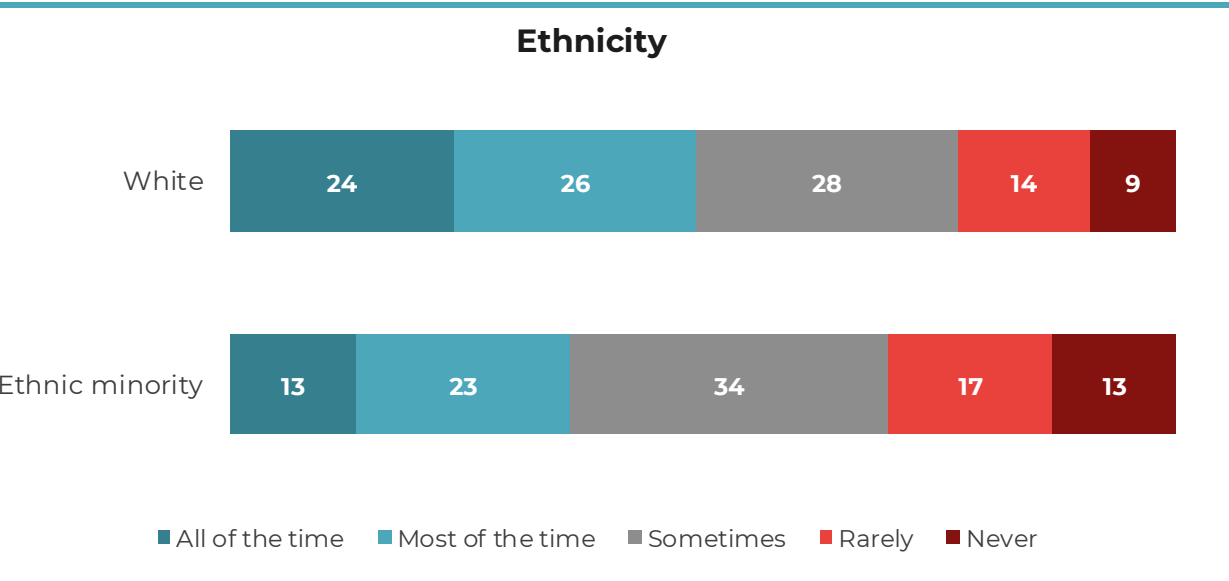
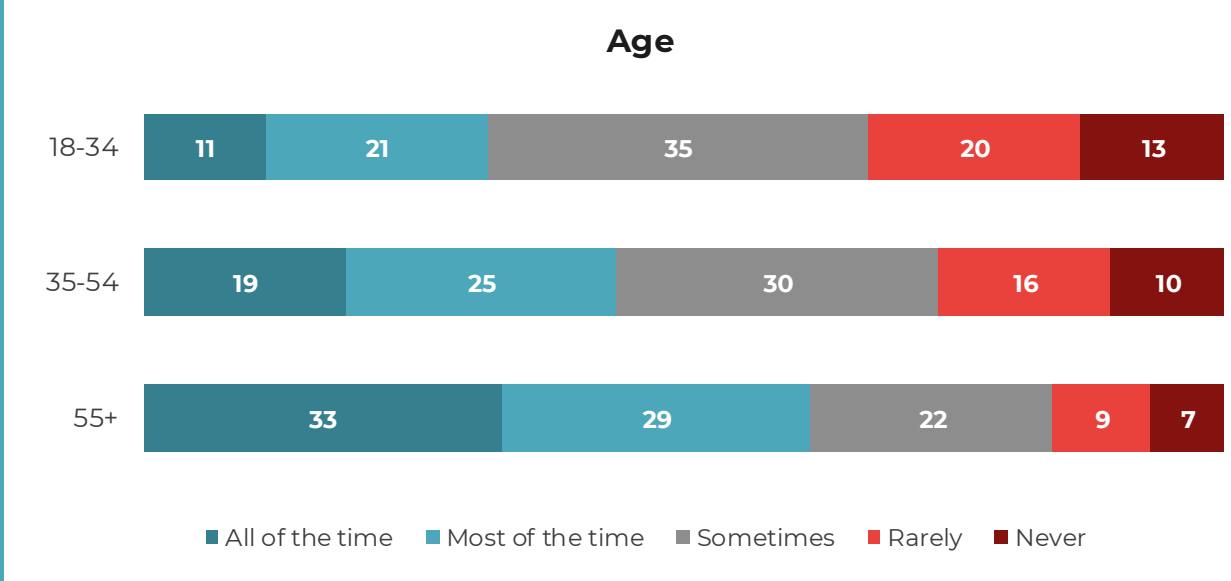
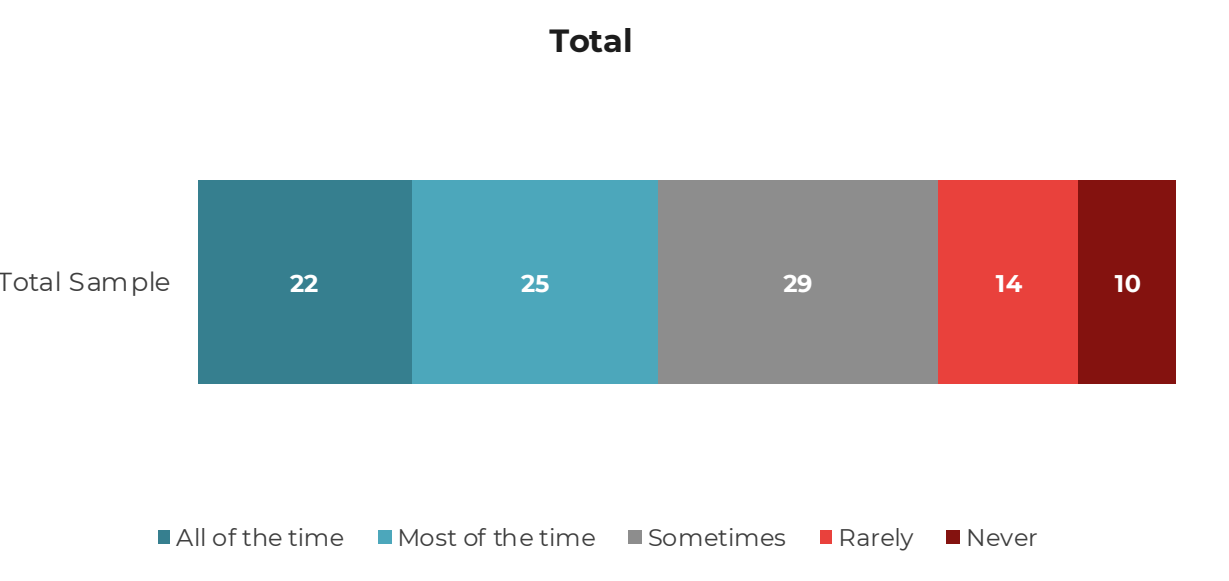
B1_7. Only showering every couple of days (or less often) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



B1_7. Only showering every couple of days (or less often) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

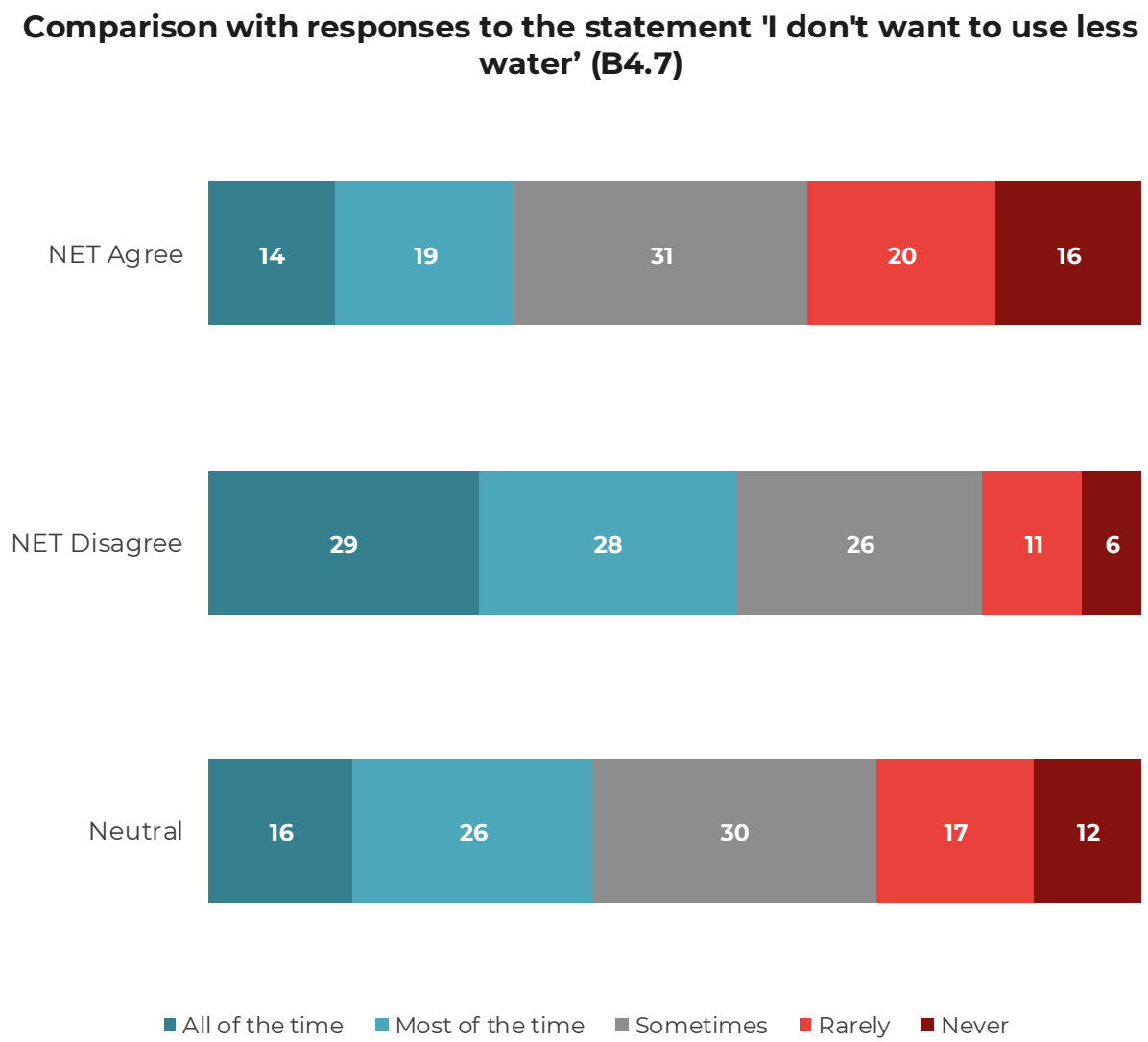
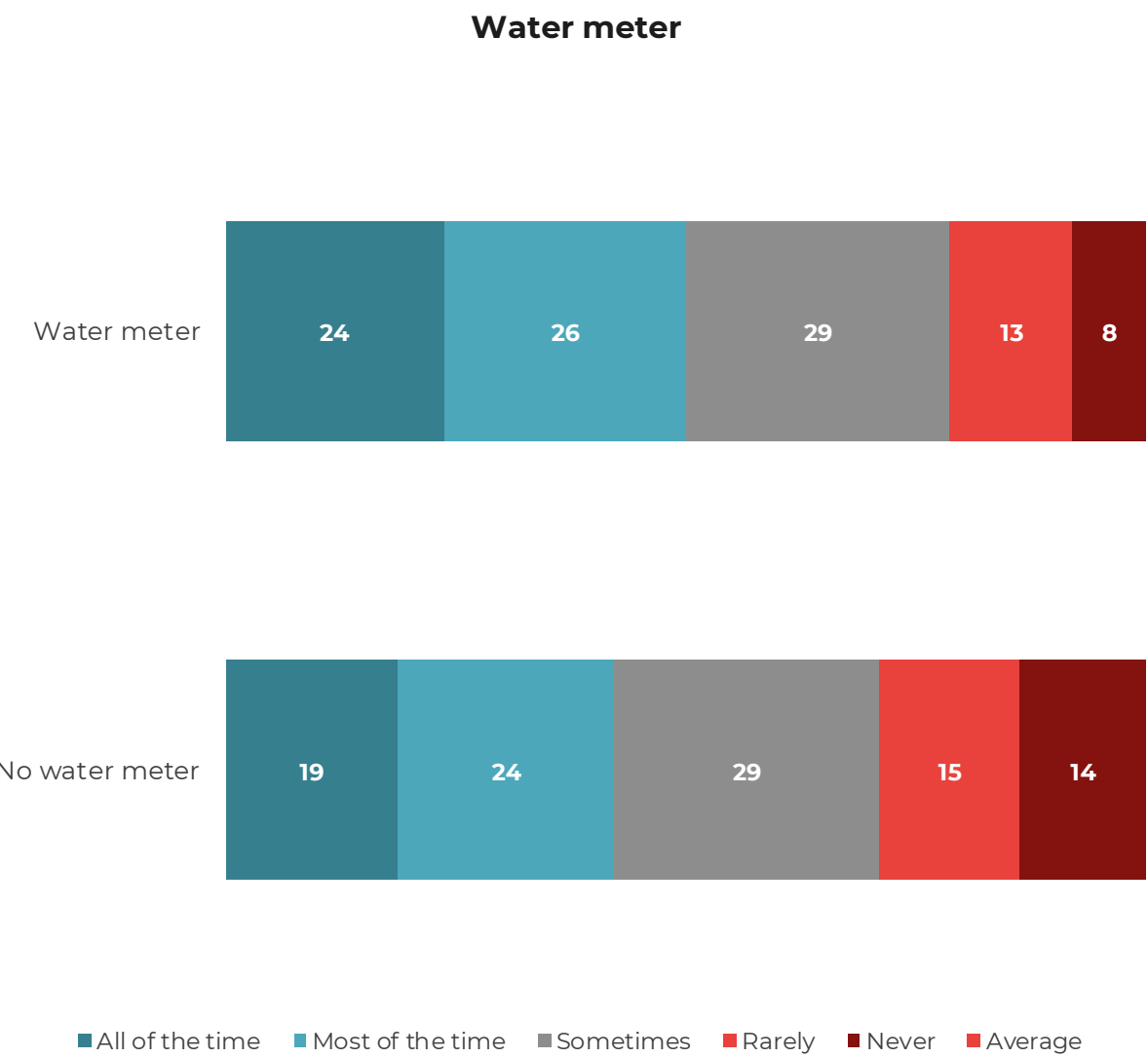
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	21	18	21	25	19	19	19	24	14	23	27
Most of the time	19	17	18	19	22	18	21	22	17	20	21
Sometimes	17	16	19	15	17	19	16	17	18	18	14
Rarely	15	15	18	14	15	20	13	15	17	14	12
Never	27	34	25	27	26	24	32	22	34	26	26
NET: All/Most of the time	40	35	39	44	41	37	40	46	31	42	48
NET: Rarely/Never	43	49	43	41	42	44	45	37	51	40	38

B1_8. Take short showers (up to 4mins) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that the variables of age and ethnicity are both significant, when controlling for one another

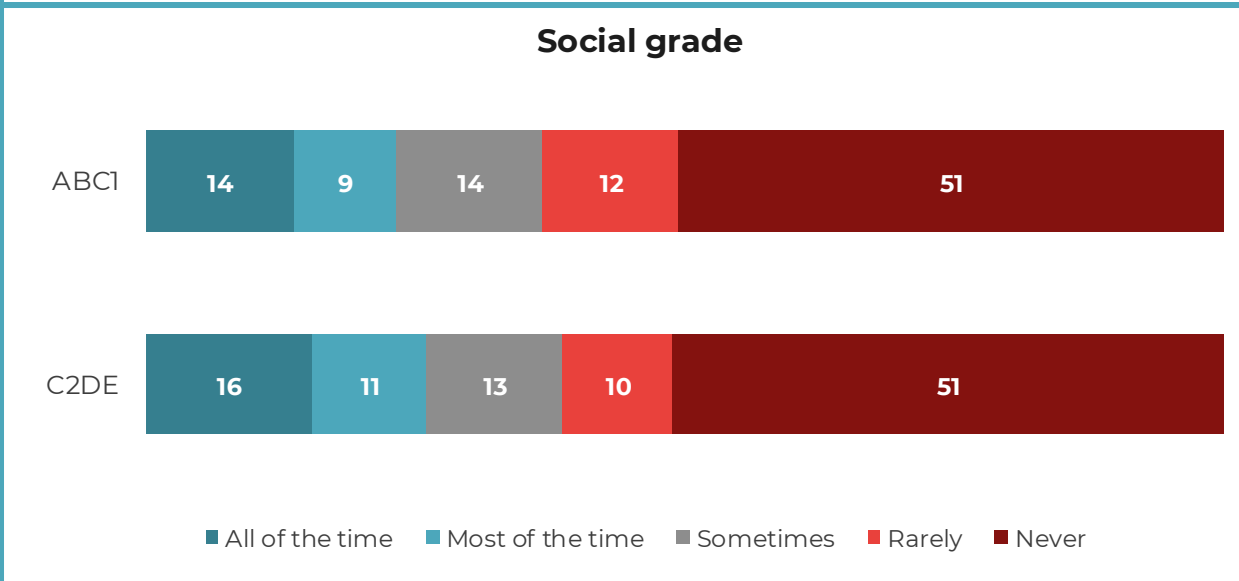
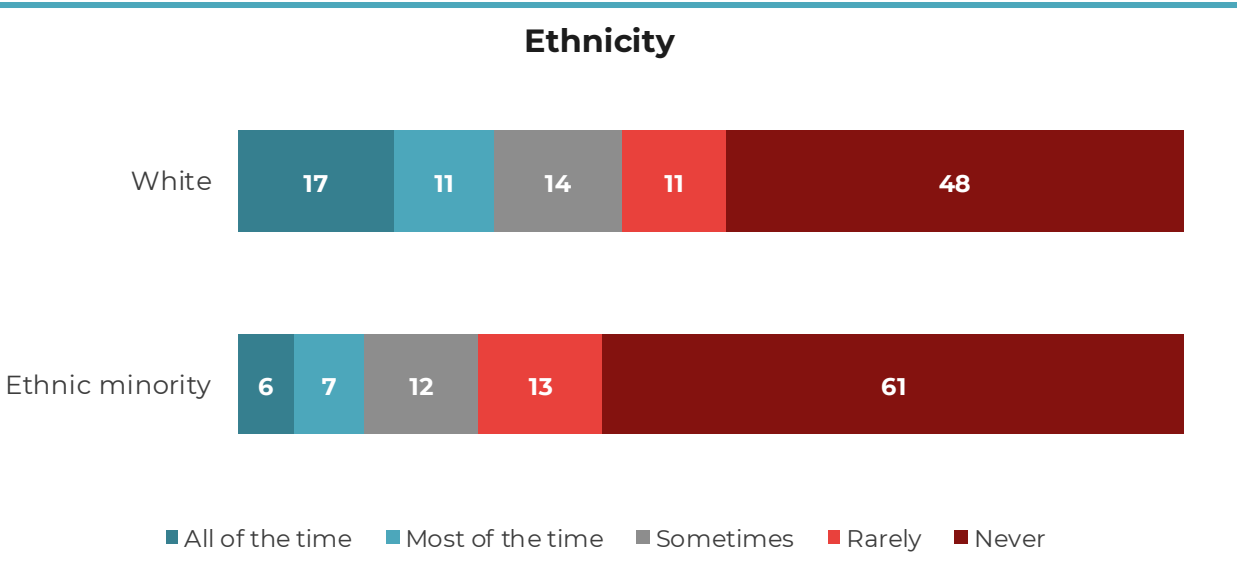
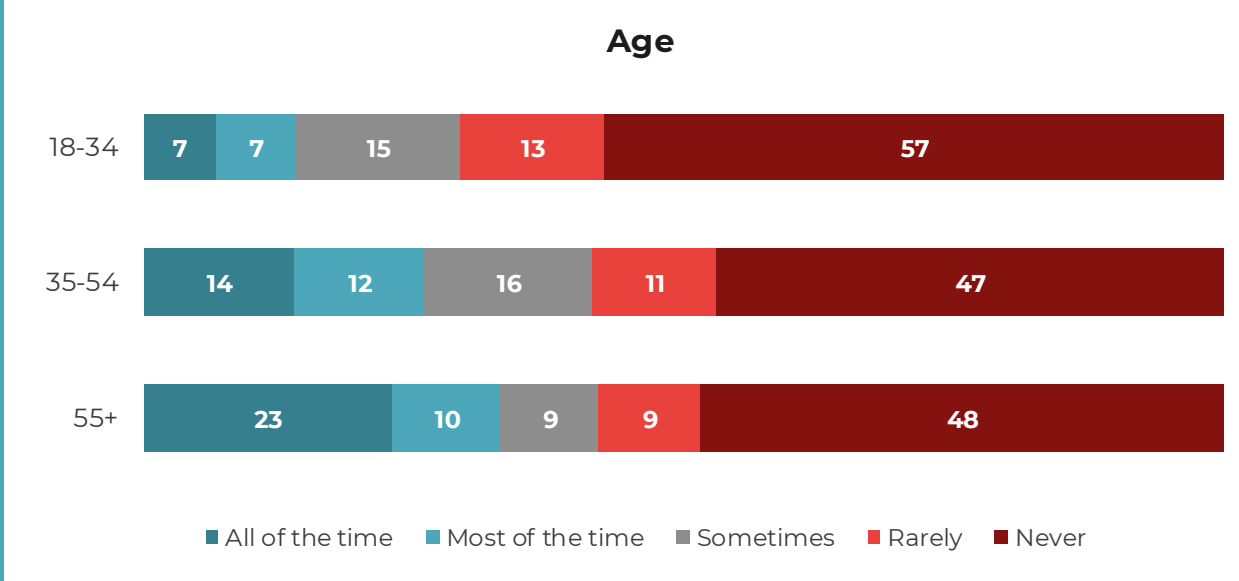
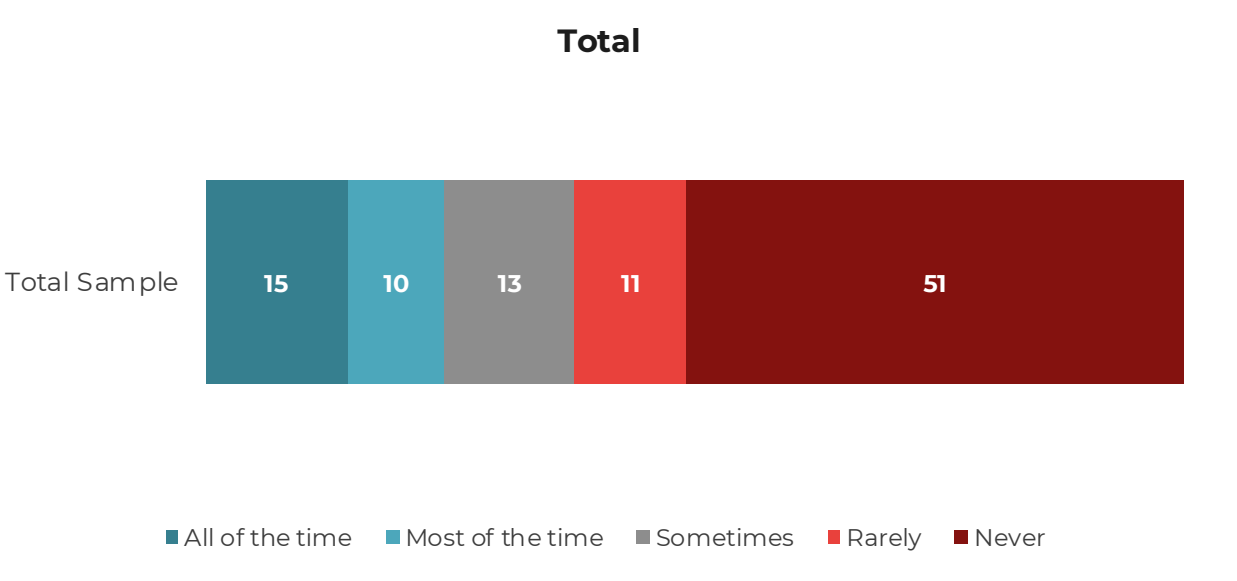
B1_8. Take short showers (up to 4mins) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



B1_8. Take short showers (up to 4mins) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

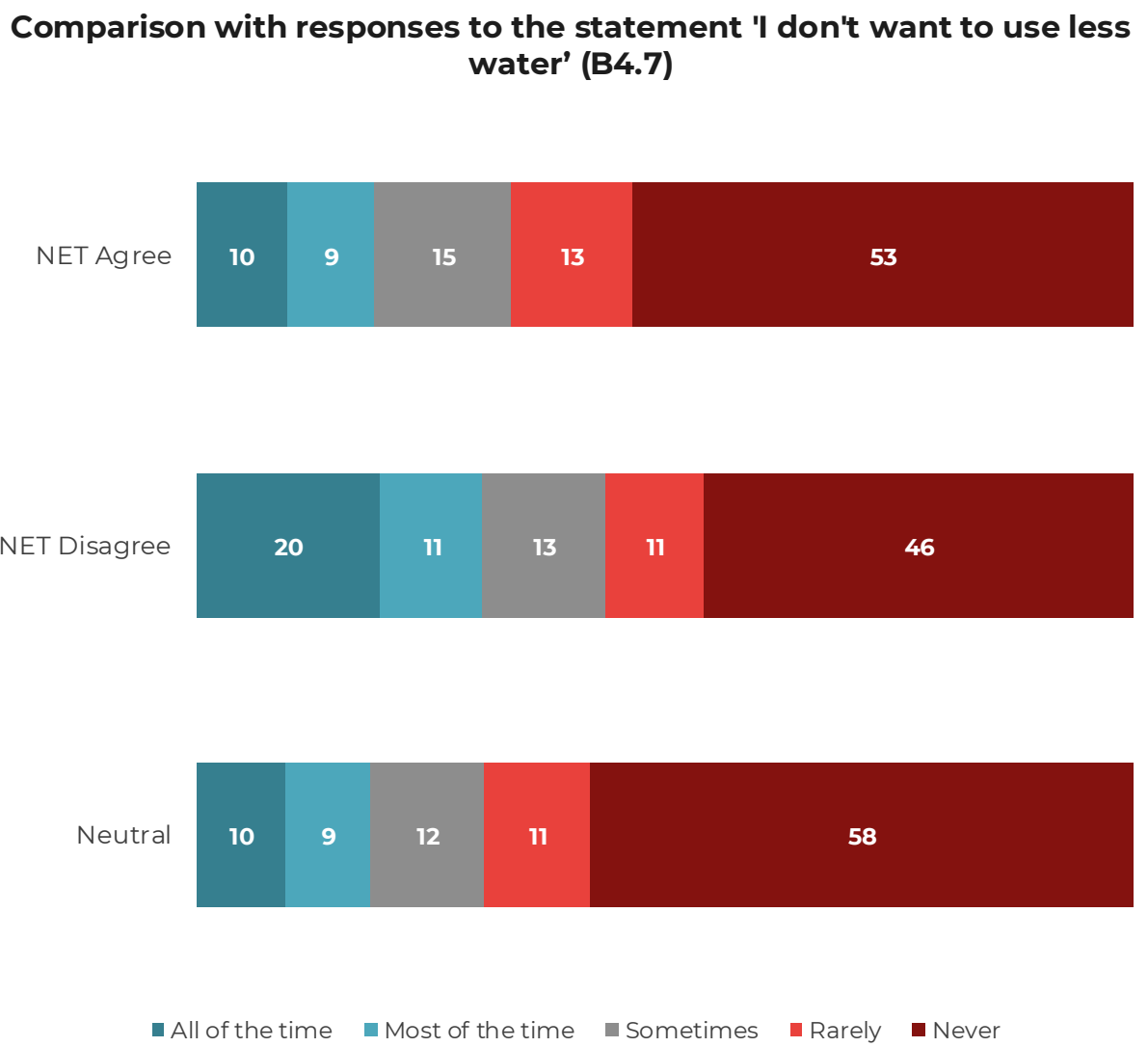
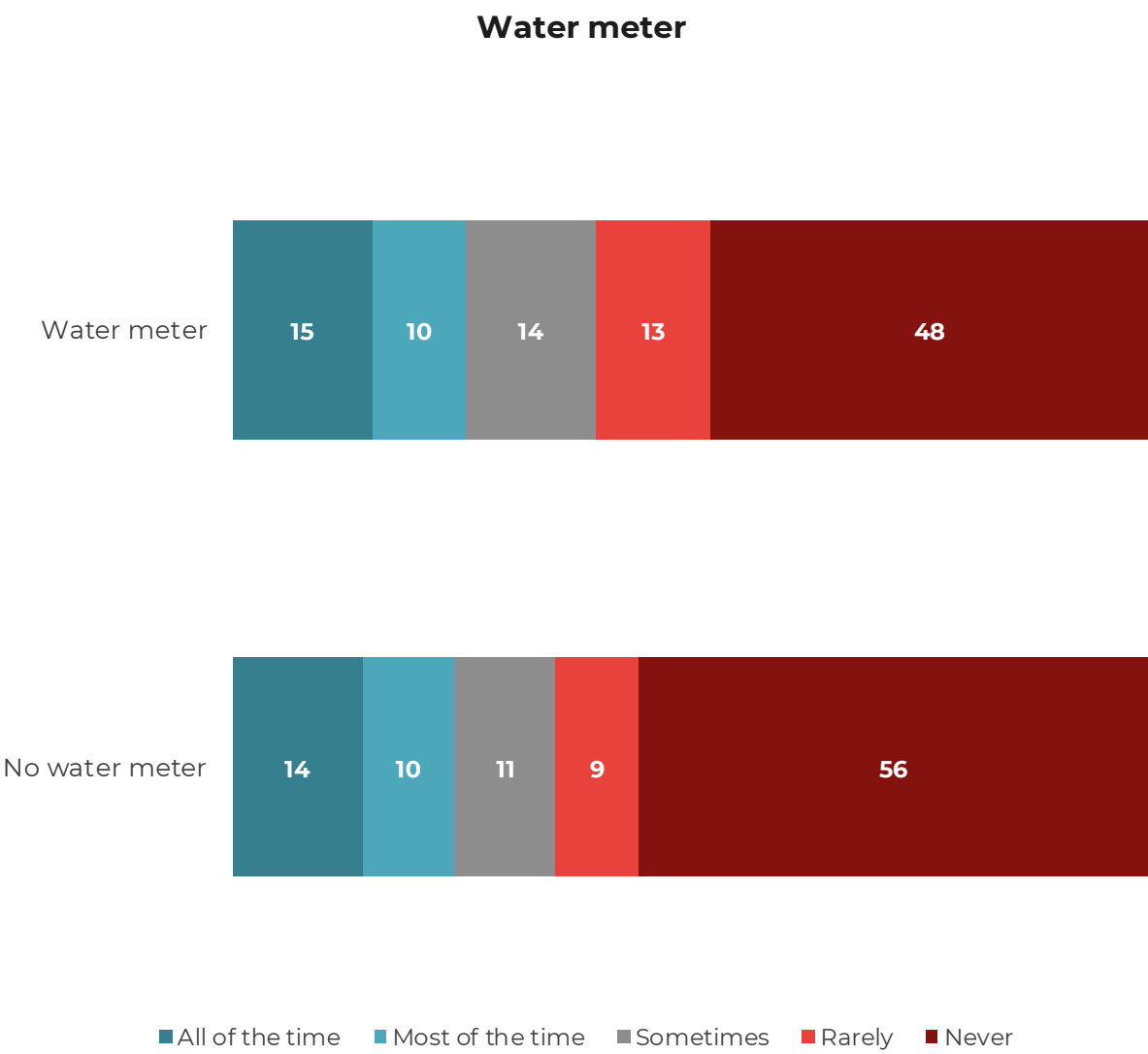
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	22	18	20	25	20	17	25	29	16	27	24
Most of the time	25	24	26	24	27	26	24	26	24	25	25
Sometimes	29	34	29	24	27	30	24	28	30	27	32
Rarely	14	16	14	16	16	14	16	10	19	12	13
Never	10	8	10	11	11	13	12	7	11	9	6
NET: All/Most of the time	47	42	47	49	47	43	49	55	40	52	49
NET: Rarely/Never	24	24	24	27	27	28	27	18	29	21	19

B1_9. Share bathwater or avoid taking baths (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that the variables of age and ethnicity as well as the interaction between both are significant

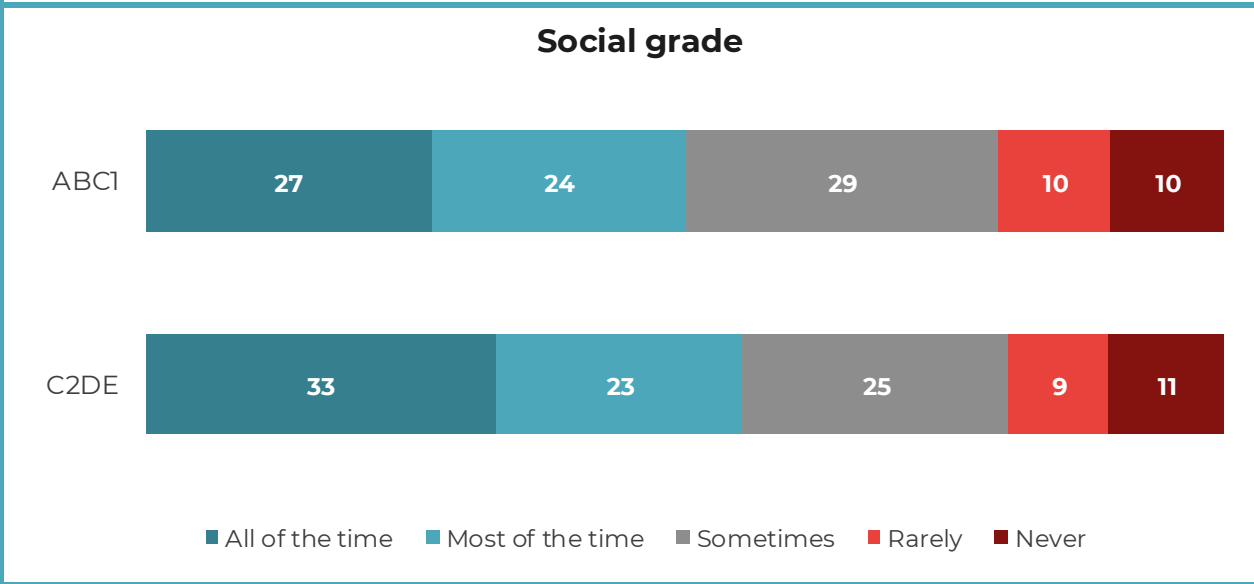
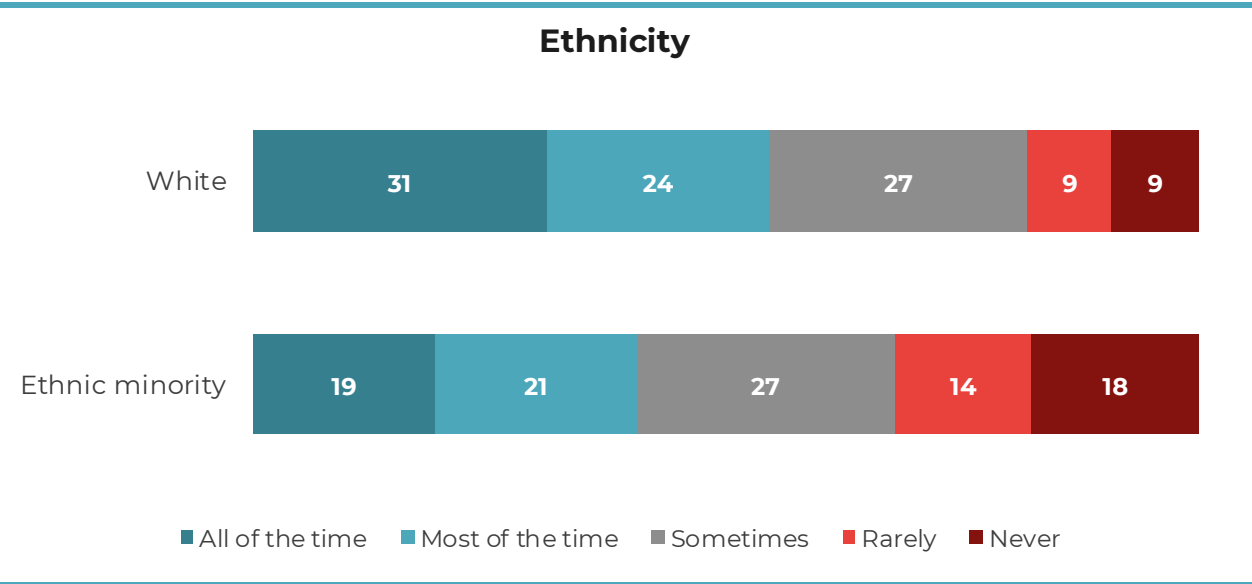
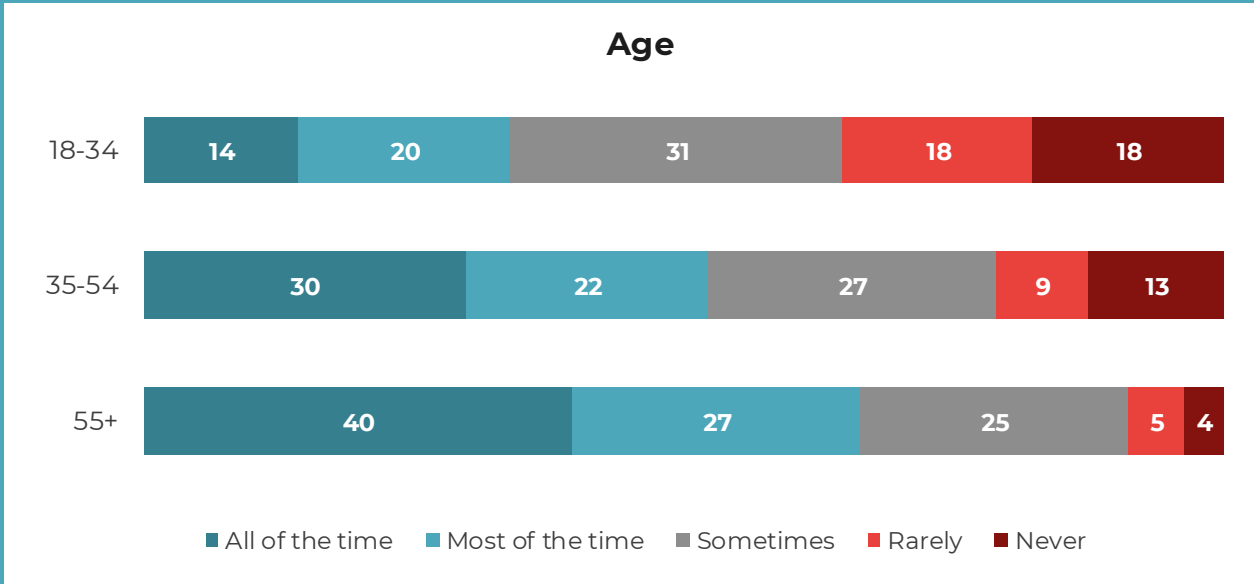
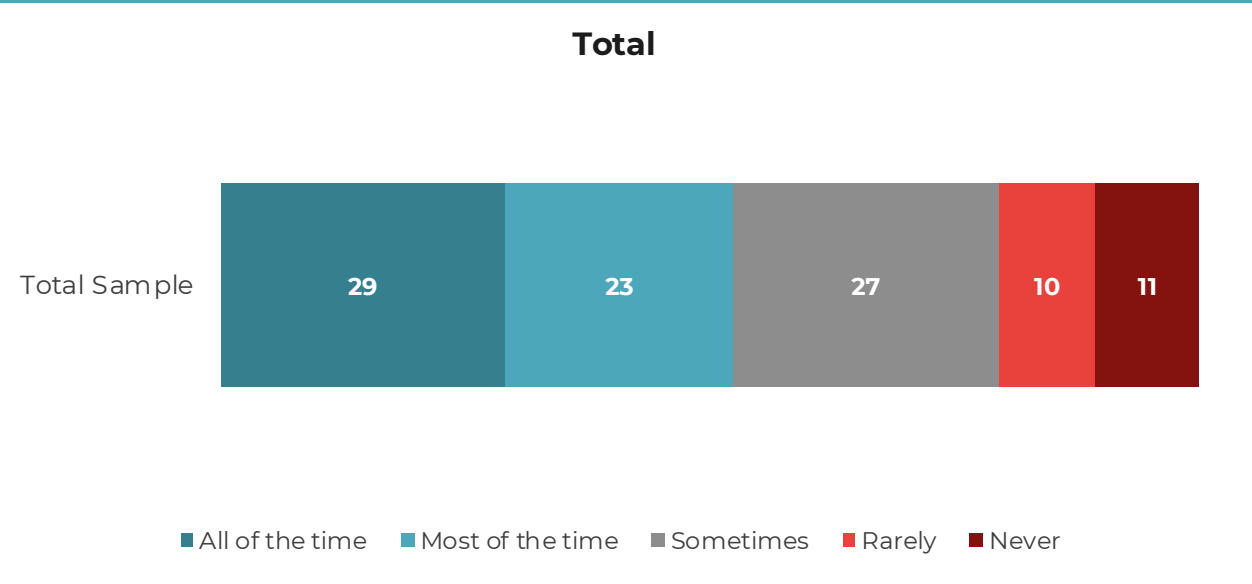
B1_9. Share bathwater or avoid taking baths (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



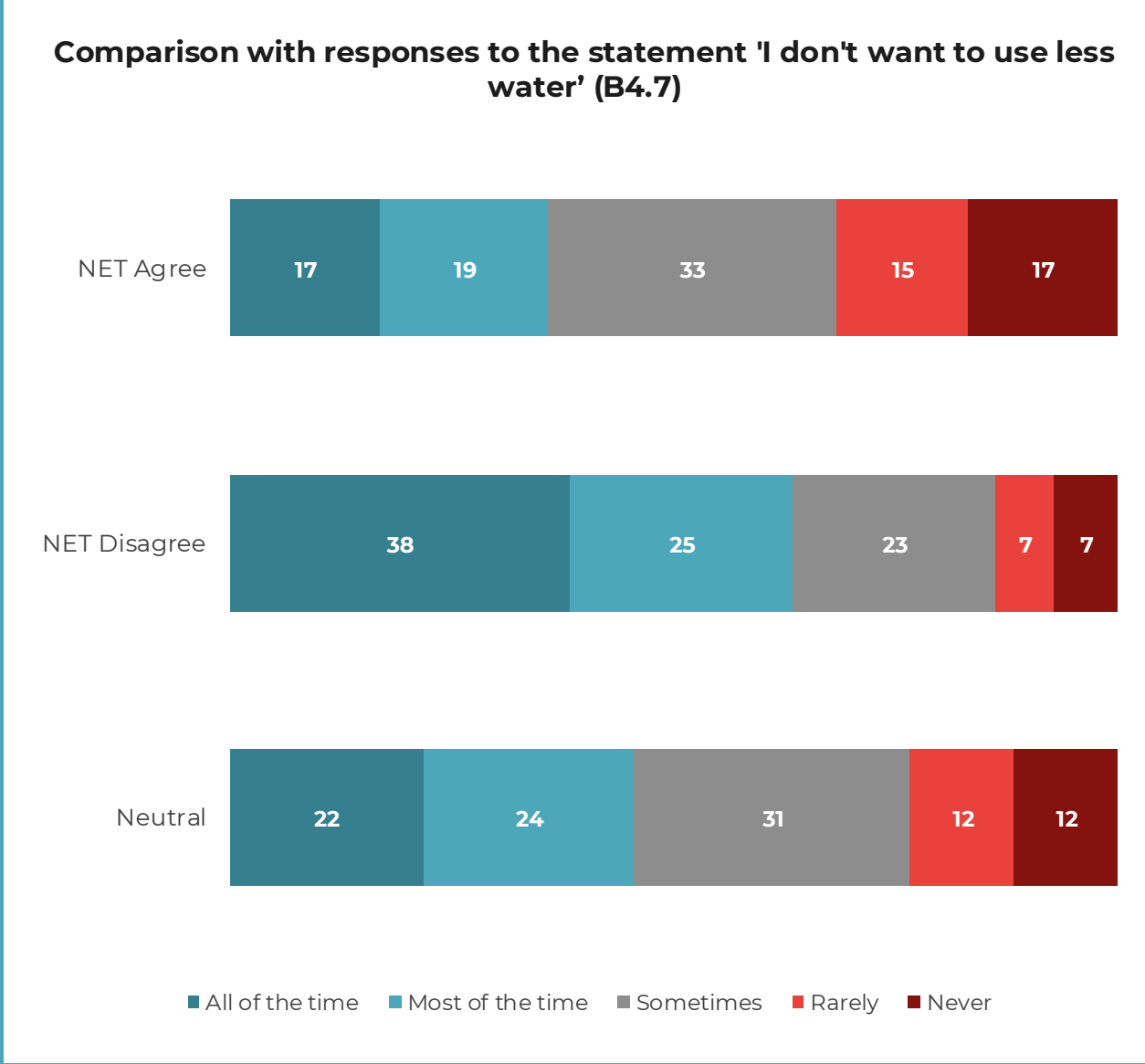
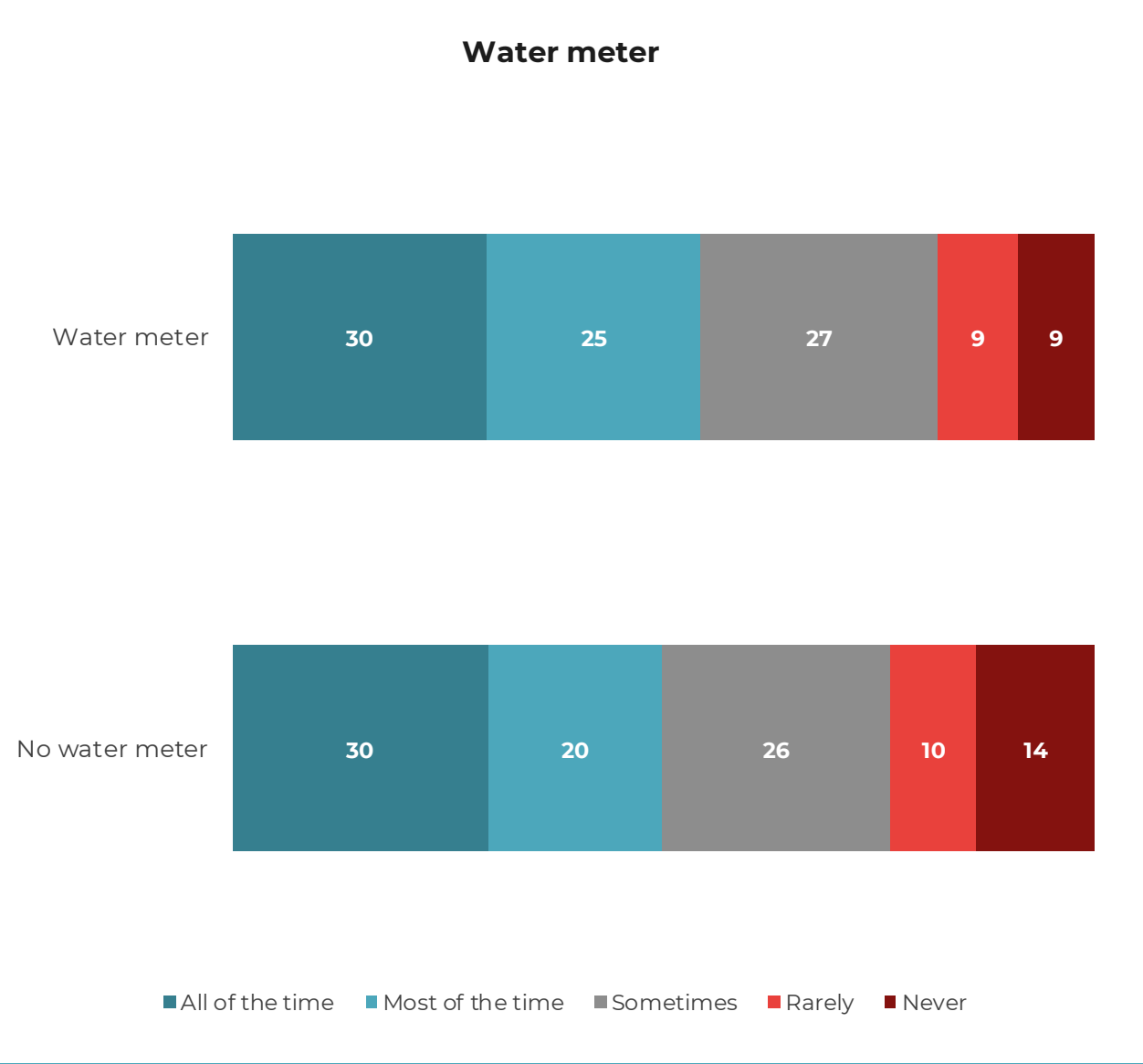
B1_9. Share bathwater or avoid taking baths (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	15	17	17	15	15	11	13	16	10	18	17
Most of the time	10	10	10	15	9	8	9	12	9	11	7
Sometimes	13	16	11	14	14	12	9	14	14	15	13
Rarely	11	13	10	7	10	15	10	9	15	11	12
Never	51	44	53	49	52	54	58	48	54	45	51
NET: All/Most of the time	25	27	26	30	24	19	22	29	18	29	24
NET: Rarely/Never	62	57	63	56	62	69	68	57	68	56	62

B1_10. Use a watering can rather than a hose in the garden (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



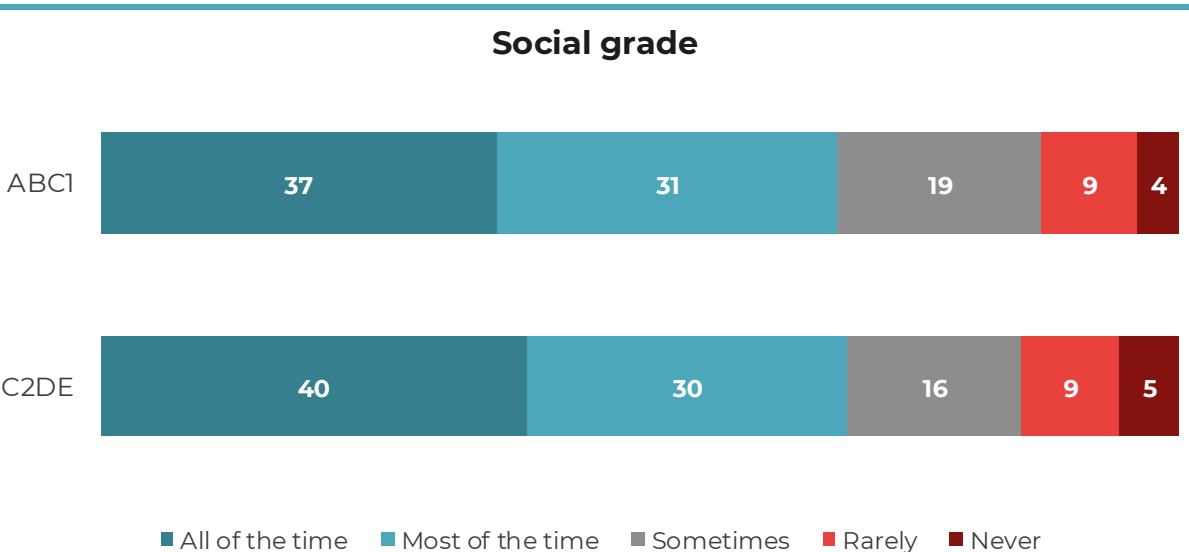
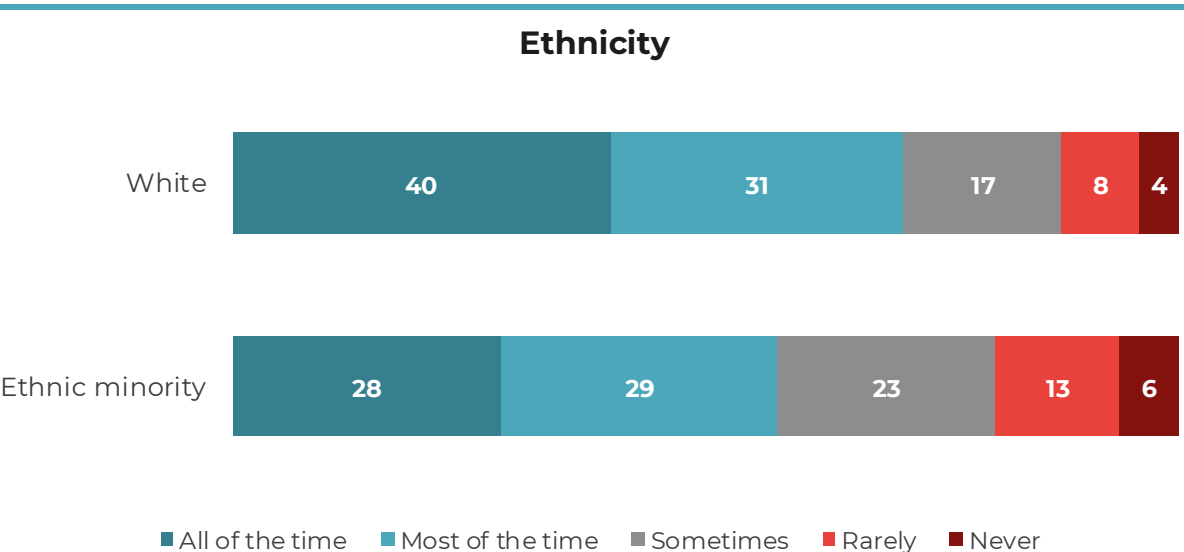
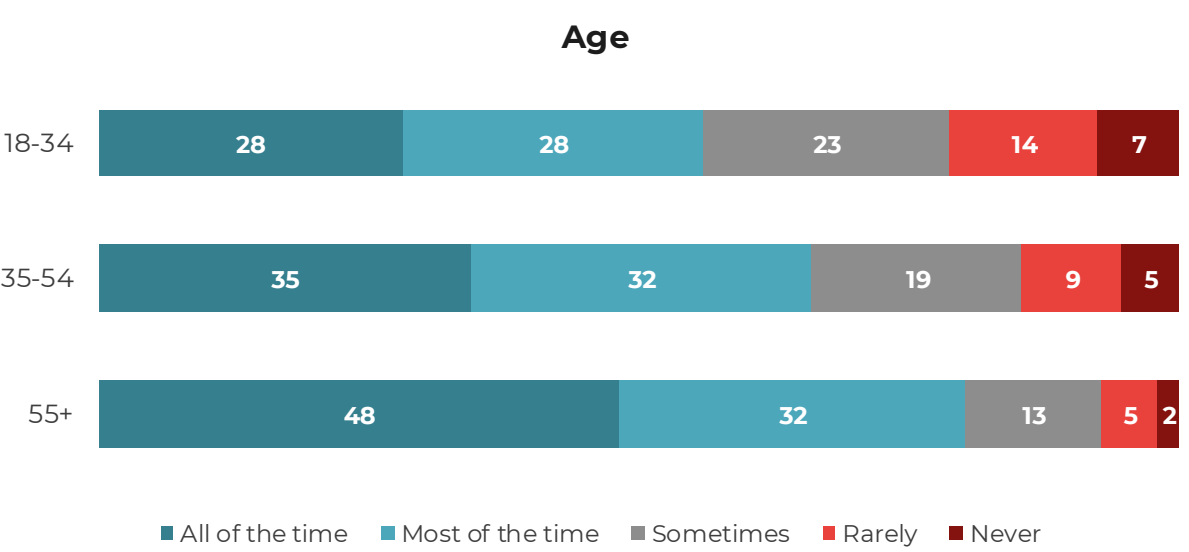
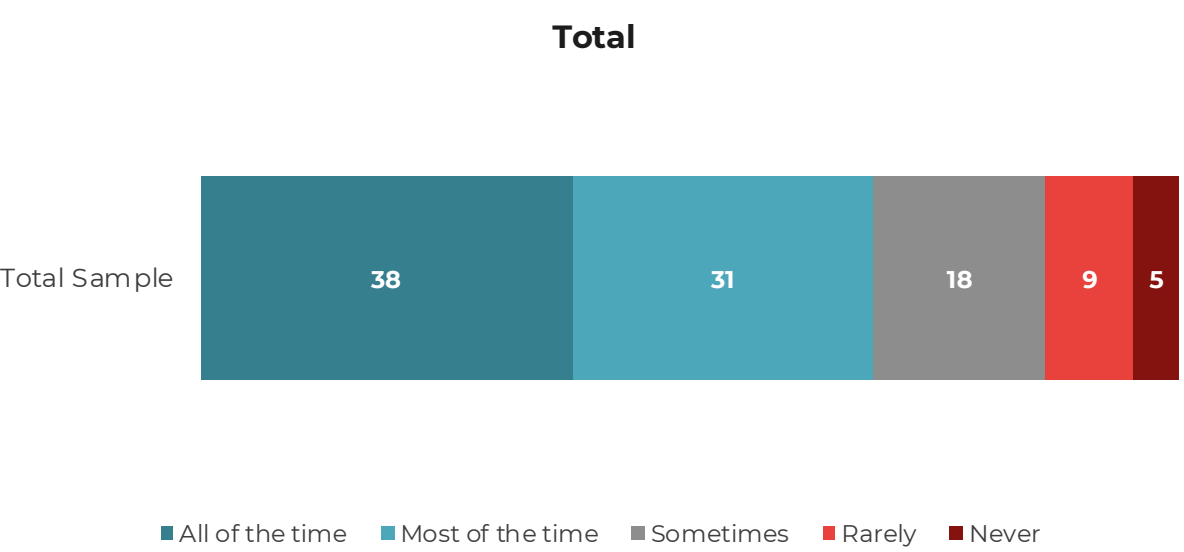
B1_10. Use a watering can rather than a hose in the garden (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



B1_10. Use a watering can rather than a hose in the garden (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

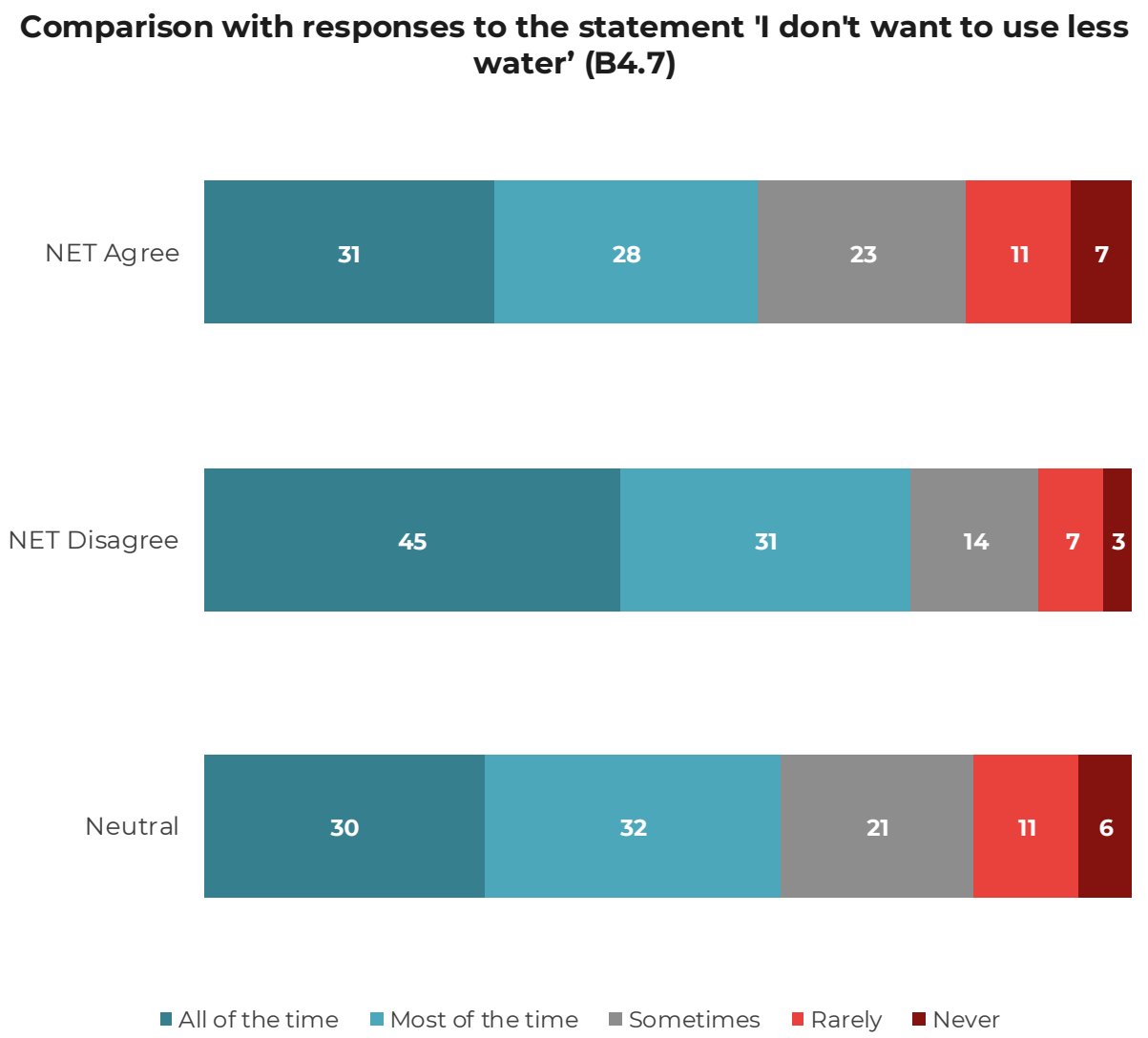
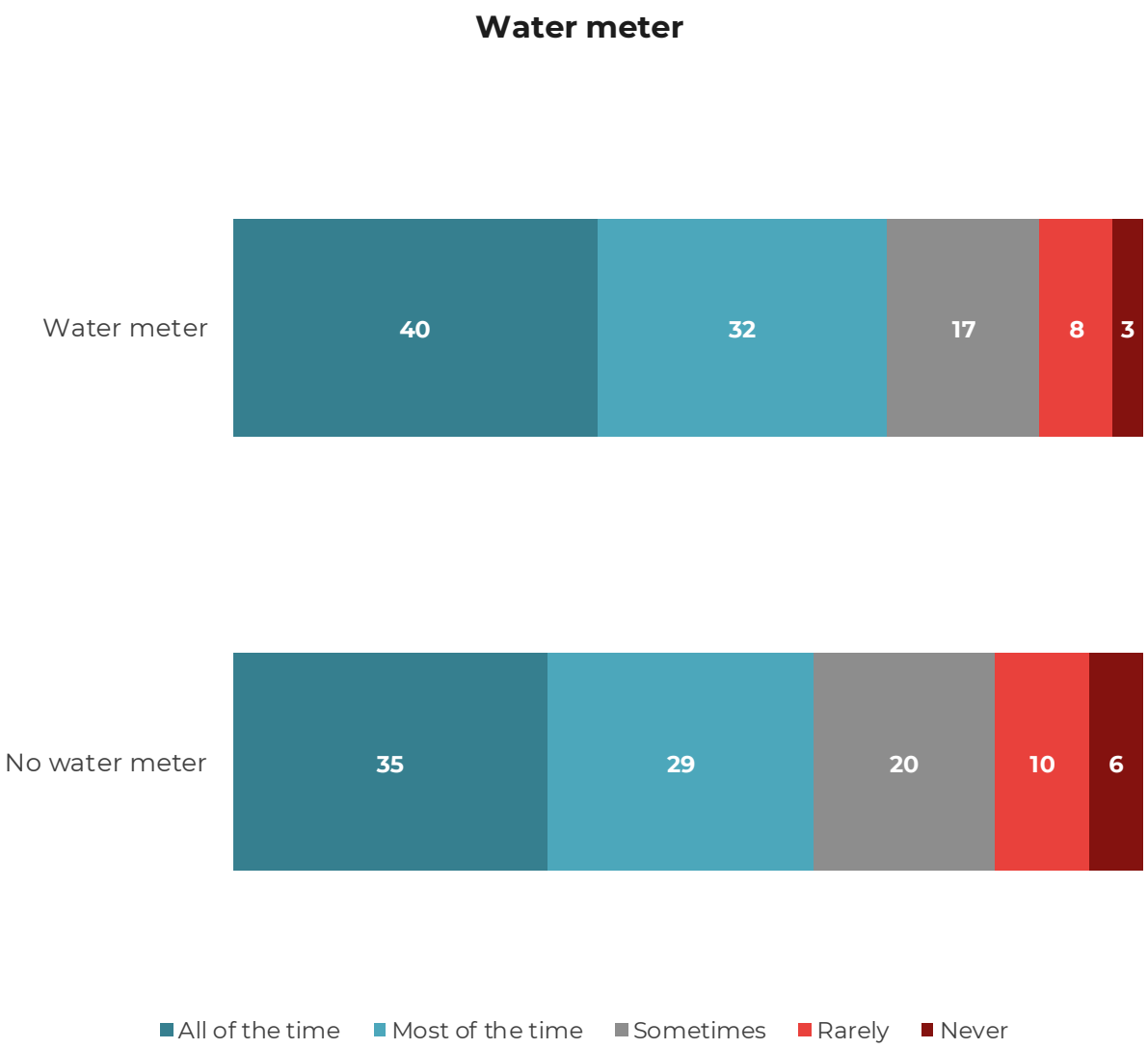
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	29	31	29	35	30	26	28	32	17	34	37
Most of the time	23	21	22	21	28	21	19	25	22	24	26
Sometimes	27	25	27	28	28	28	28	27	32	24	21
Rarely	10	9	10	8	8	11	11	8	15	8	9
Never	11	14	13	8	6	14	14	8	13	9	7
NET: All/Most of the time	52	52	50	56	58	47	47	57	40	58	63
NET: Rarely/Never	20	23	23	16	14	25	25	16	28	17	16

B1_11. Fix leaks promptly (even small drips from taps) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)



Note: For this question, our regression analysis revealed that only the variable of age is significant, once ethnicity is controlled for

B1_11. Fix leaks promptly (even small drips from taps) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

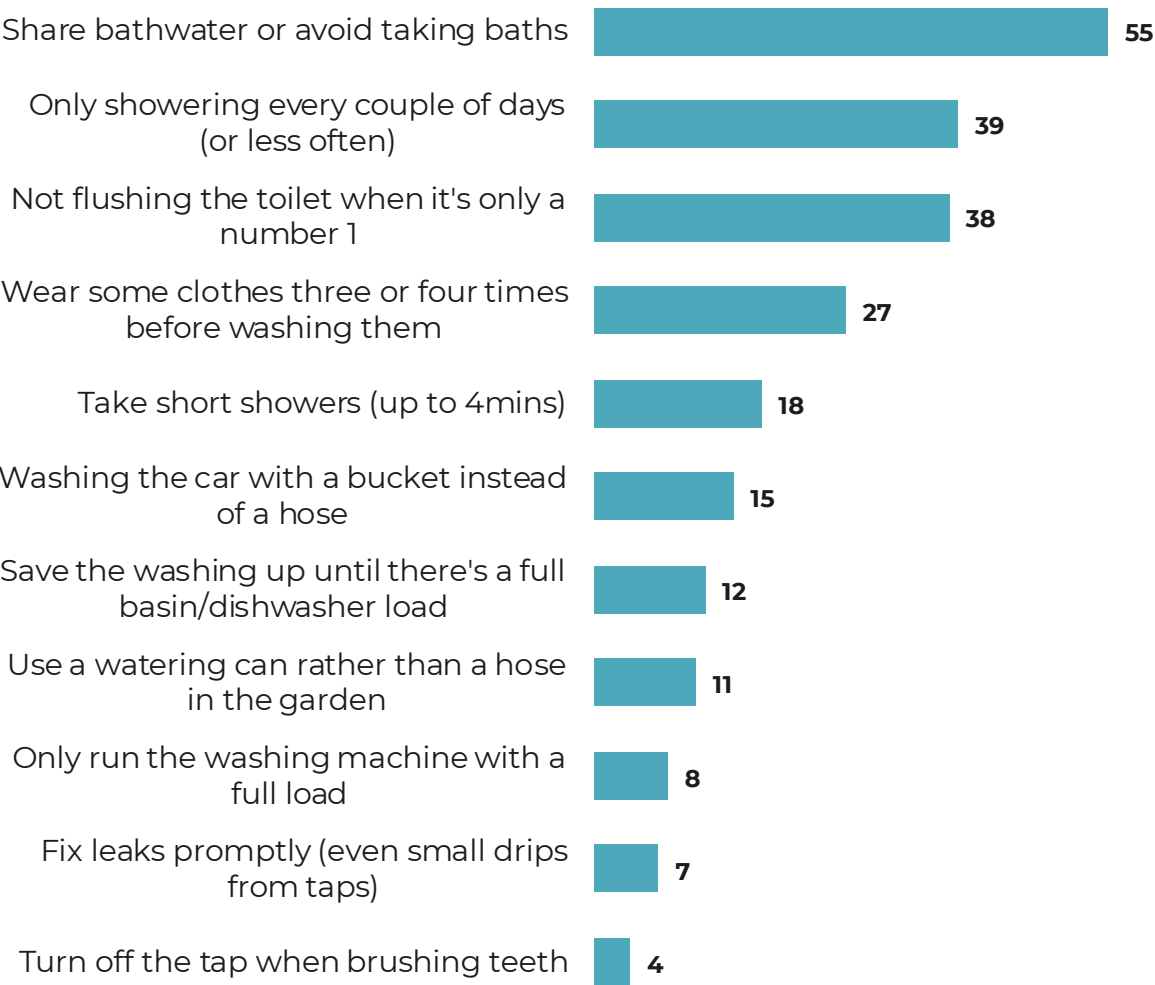


B1_11. Fix leaks promptly (even small drips from taps) (We're going to show you a set of statements. Please tell us which of these, if any, you currently do at home.) - Excl. N/A (%)

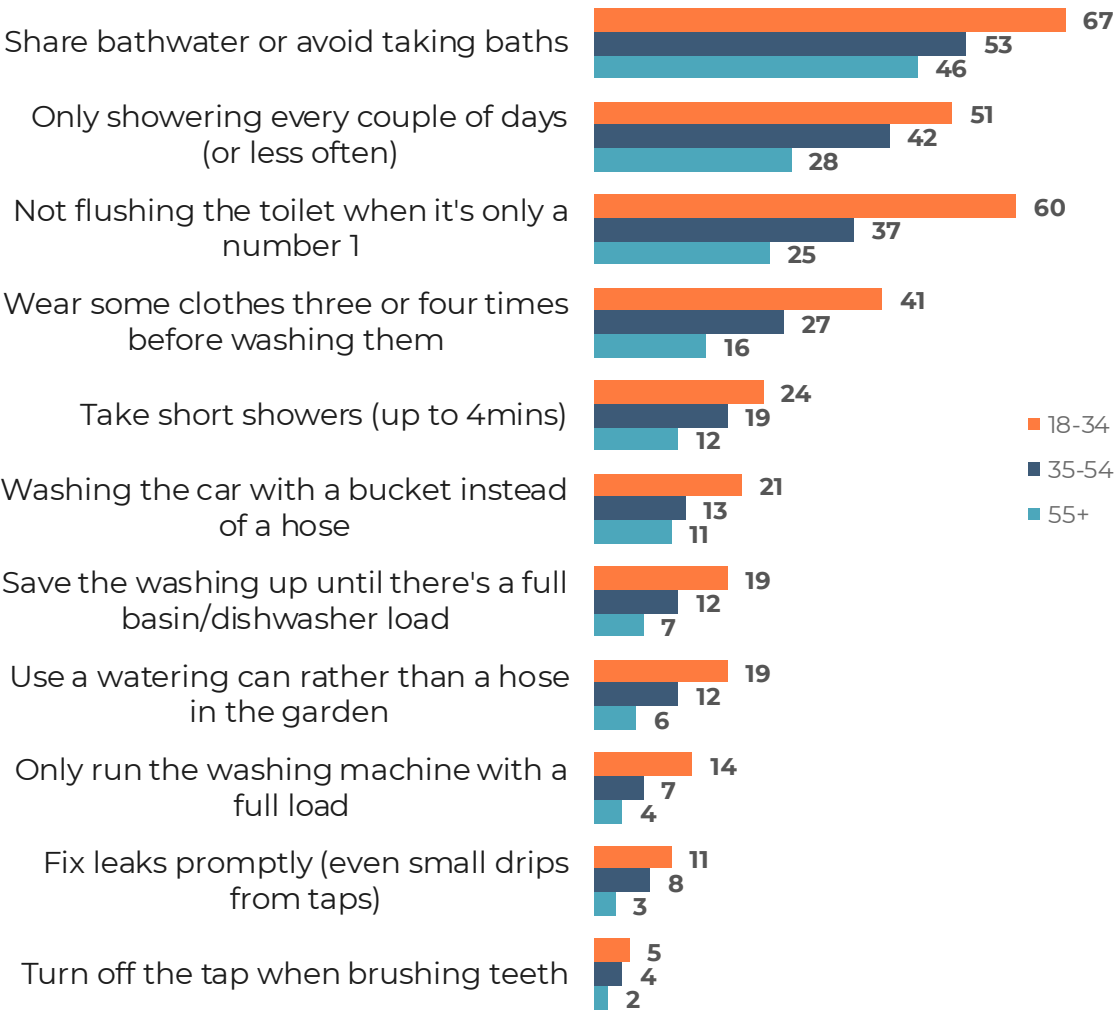
Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
All of the time	38	38	39	44	37	37	41	37	33	39	40
Most of the time	31	25	30	29	33	32	32	37	30	30	28
Sometimes	18	24	17	18	19	16	15	12	20	18	19
Rarely	9	8	9	6	7	11	7	9	11	9	9
Never	5	5	5	3	5	5	5	5	5	4	4
NET: All/Most of the time	69	63	69	73	69	69	73	74	63	69	68
NET: Rarely/Never	14	13	14	9	12	16	12	14	17	13	13

B7. Below are some different ways you can use less water in the home. For each, please sort into which you Would be willing to do and which you wouldn't be willing to do. - Excl. N/A (%)

Total - % wouldn't be willing to do

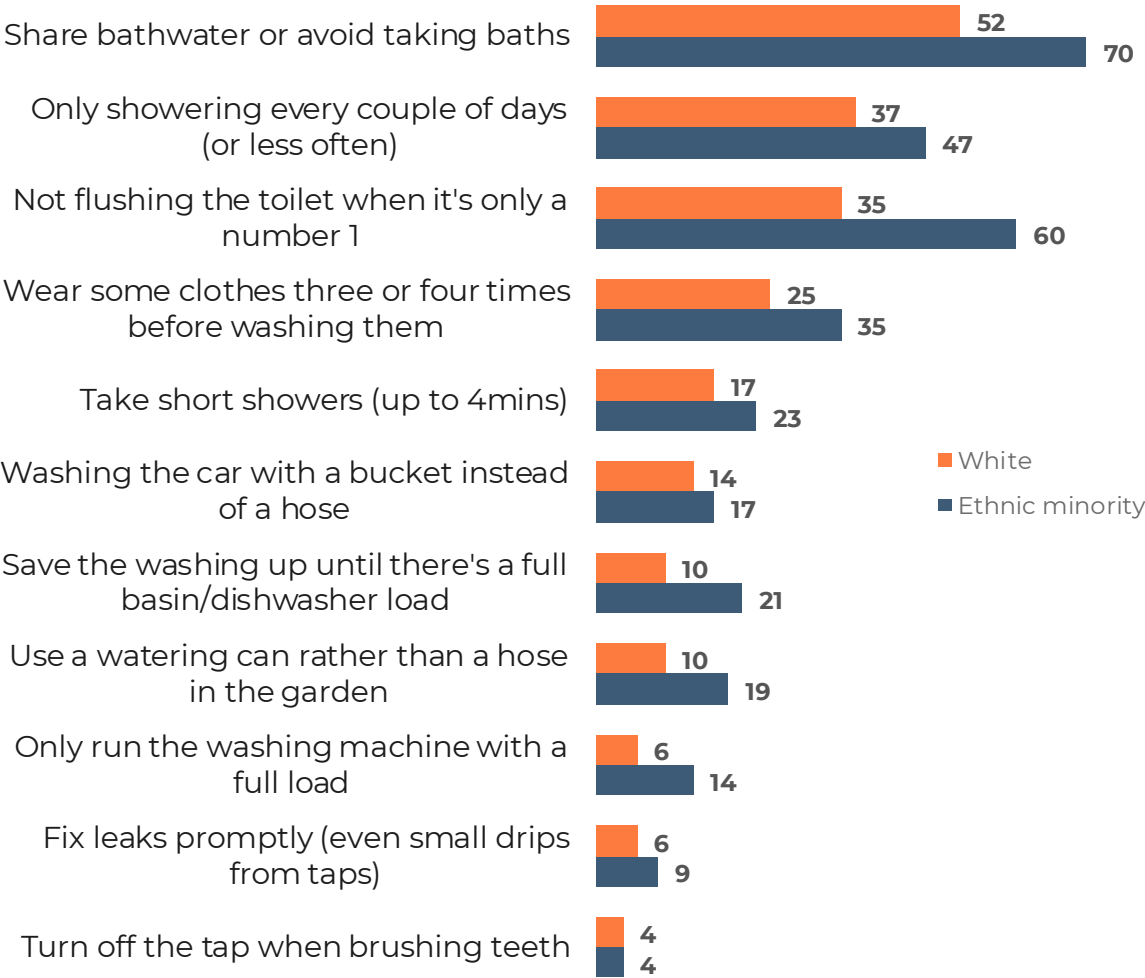


Age - % wouldn't be willing to do

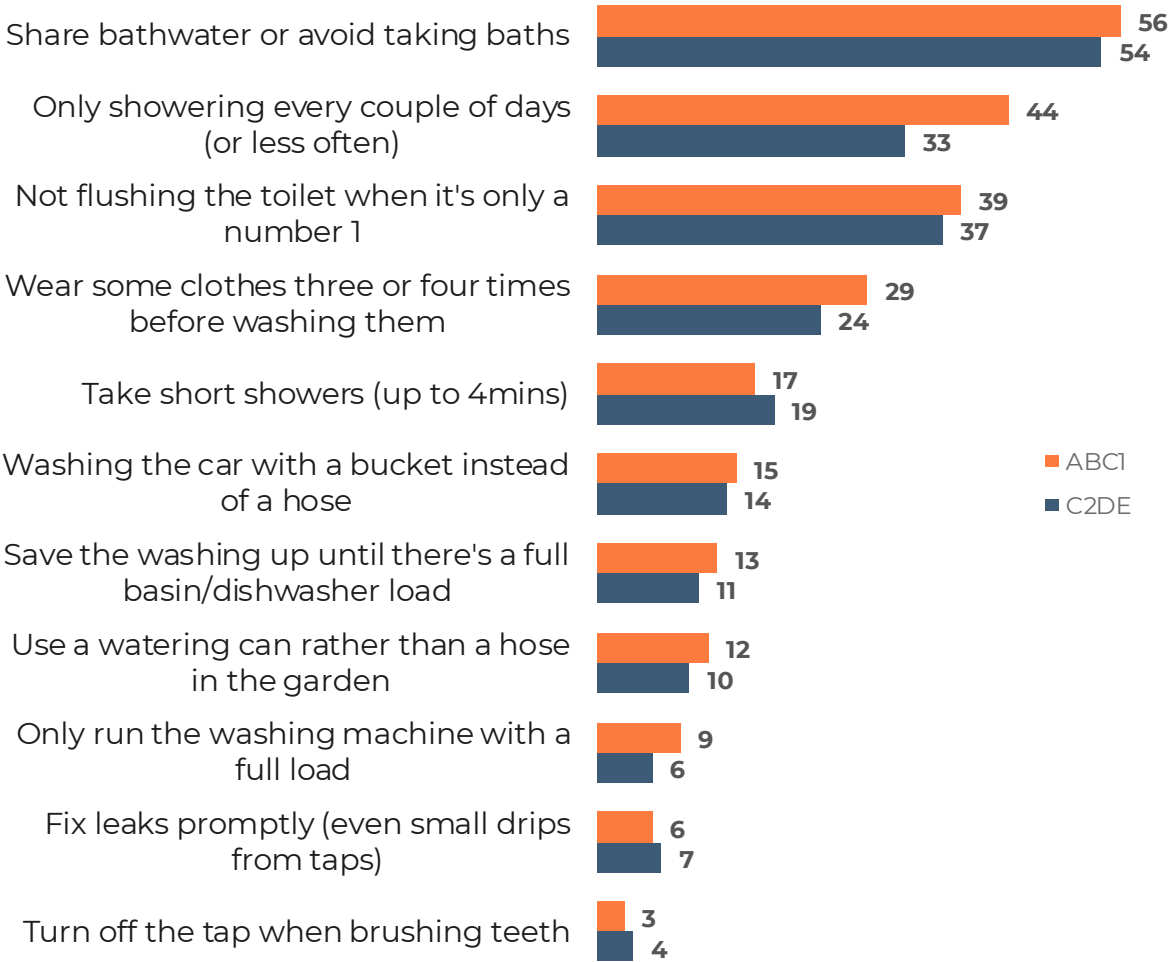


B7. Below are some different ways you can use less water in the home. For each, please sort into which you Would be willing to do and which you wouldn't be willing to do. - Excl. N/A (%)

Ethnicity - % wouldn't be willing to do



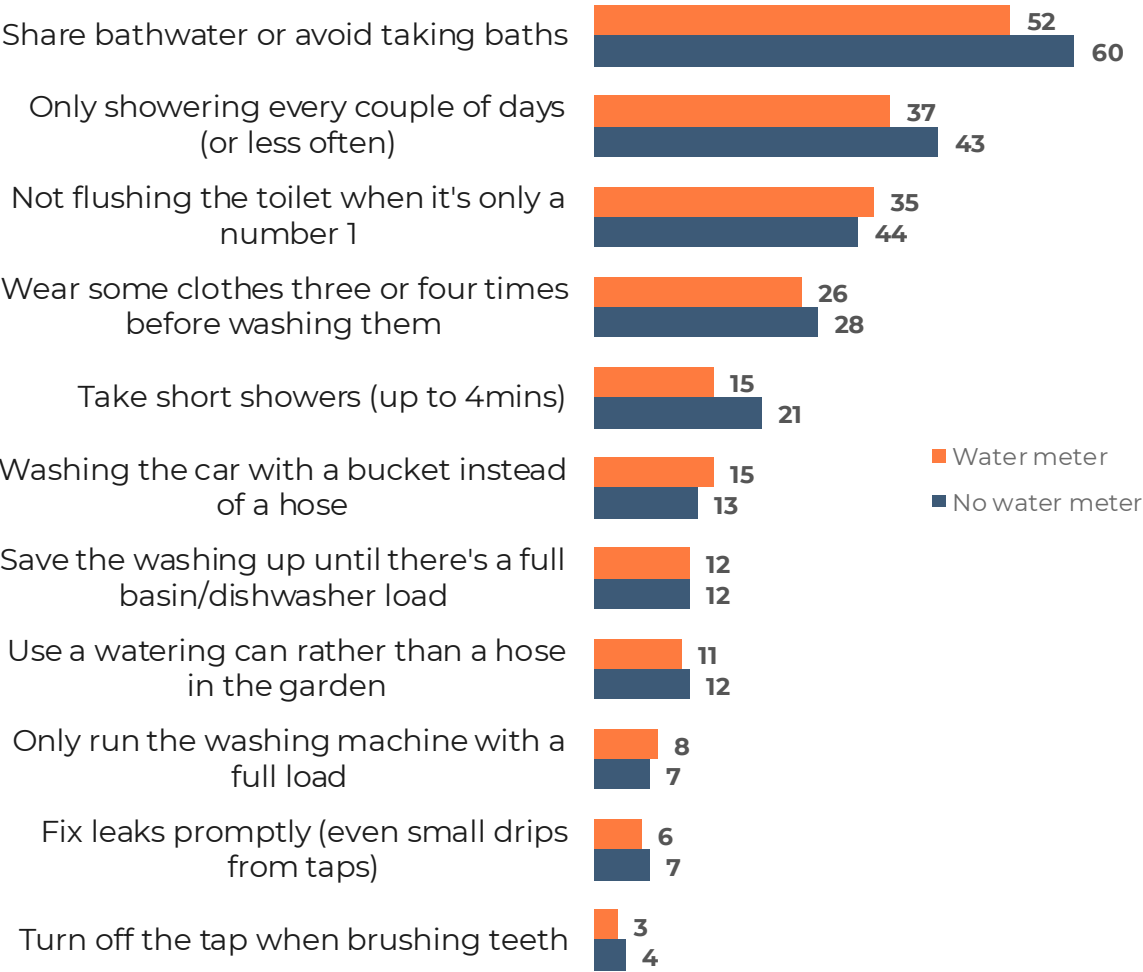
Social grade - % wouldn't be willing to do



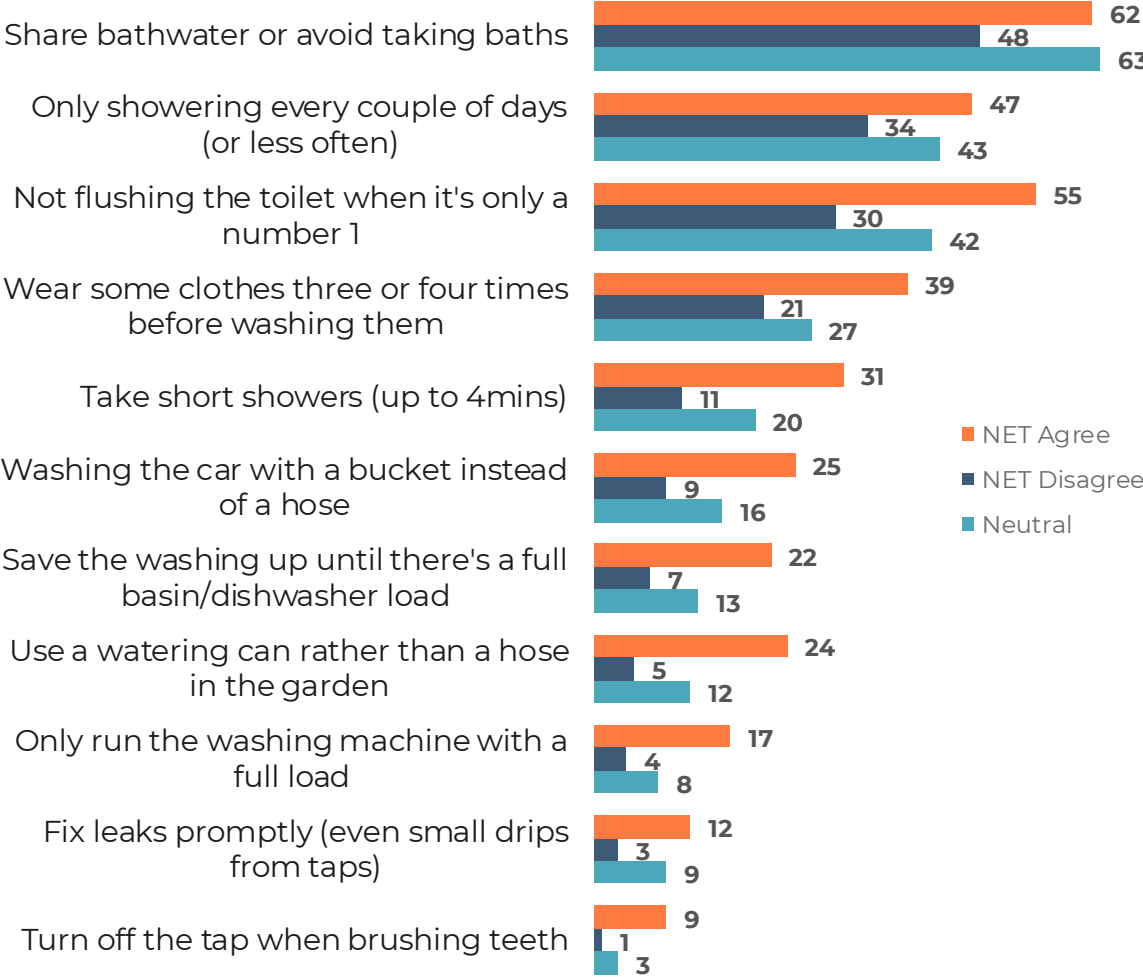
B7. Below are some different ways you can use less water in the home. For each, please sort into which you would be willing to do and which you wouldn't be willing to do.
Base: All respondents excl. those who selected not applicable for each statement
Turn off the tap when brushing teeth: white=3610, ethnic minority=640, ABC1=2648, C2DE=1642; Not flushing the toilet when it's only a number 1: white=3477, ethnic minority=562, ABC1=2475, C2DE=1602; Save the washing up until there's a full basin/dishwasher load: white=3472, ethnic minority=591, ABC1=2527, C2DE=1573; Washing the car with a bucket instead of a hose: white=2369, ethnic minority=484, ABC1=1892, C2DE=986; Only run the washing machine with a full load: white=3550, ethnic minority=623, ABC1=2600, C2DE=1611; Wear some clothes three or four times before washing them: white=2583, ethnic minority=466, ABC1=1880, C2DE=1199; Only showering every couple of days: white=3365, ethnic minority=586, ABC1=2450, C2DE=1536; Take short showers: white=3353, ethnic minority=614, ABC1=2505, C2DE=1498; Share bathwater or avoid taking baths: white=2520, ethnic minority=508, ABC1=1932, C2DE=1127; Use a watering can rather than a hose in the garden: white=2852, ethnic minority=502, ABC1=2155, C2DE=1226; Fix leaks promptly: white=3240, ethnic minority=578, ABC1=2401, C2DE=1447

B7. Below are some different ways you can use less water in the home. For each, please sort into which you Would be willing to do and which you wouldn't be willing to do. - Excl. N/A (%)

Water meter - % wouldn't be willing to do



Comparison with responses to the statement 'I don't want to use less water' (B4.7) - % wouldn't be willing to do



B7. Below are some different ways you can use less water in the home. For each, please sort into which you would be willing to do and which you wouldn't be willing to do. (B4.7 'Neutral' code in survey was 'Neither agree nor disagree')
Base: All respondents excl. those who selected not applicable for each statement
Turn off the tap when brushing teeth: NET Agree=964, NET Disagree=2241, Neutral=1029, Water meter=2826, No water meter=1239; Not flushing the toilet when it's only a number 1: NET Agree=869, NET Disagree=2174, Neutral=984, Water meter=2659, No water meter=1205; Save the washing up until there's a full basin/dishwasher load: NET Agree=918, NET Disagree=2146, Water meter=2726, No water meter=1172; Washing the car with a bucket instead of a hose: NET Agree=711, NET Disagree=1470, Neutral=670, Water meter=2018, No water meter=751; Only run the washing machine with a full load: NET Agree=939, NET Disagree=2202, Neutral=1016, Water meter=2775, No water meter=1225; Wear some clothes three or four times before washing them: NET Agree=703, NET Disagree=1591, Neutral=741, Water meter=2011, No water meter=904; Only showering every couple of days: NET Agree=871, NET Disagree=2103, Neutral=959, Water meter=2624, No water meter=1147; Take short showers: NET Agree=903, NET Disagree=2099, Neutral=953, Water meter=2659, No water meter=1135; Share bathwater or avoid taking baths: NET Agree=750, NET Disagree=2010, Neutral=910, Water meter=2602, No water meter=1081; Fix leaks promptly: NET Agree=882, NET Disagree=2010, Neutral=910, Water meter=2602, No water meter=1081

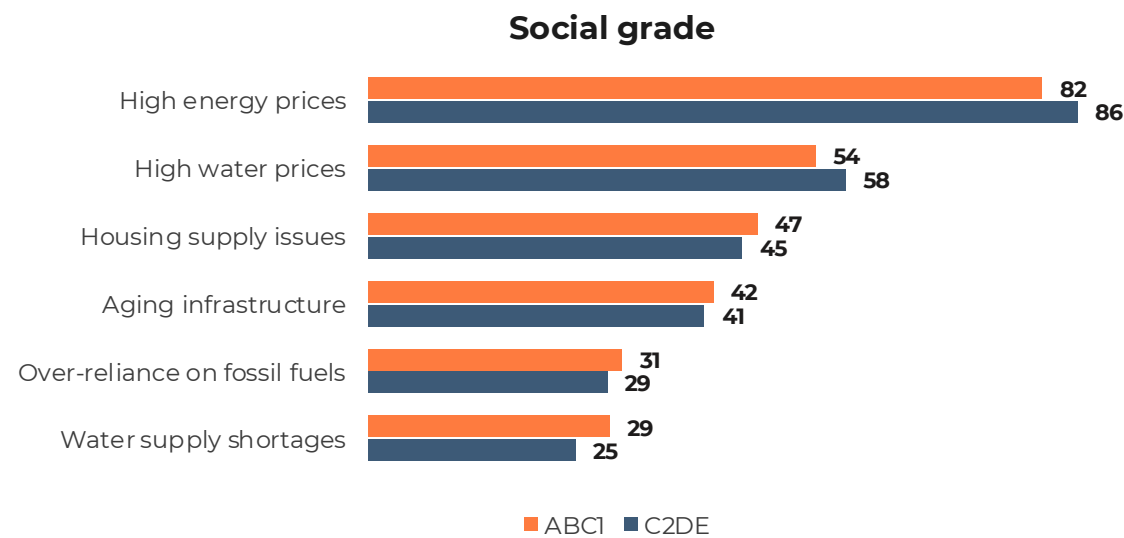
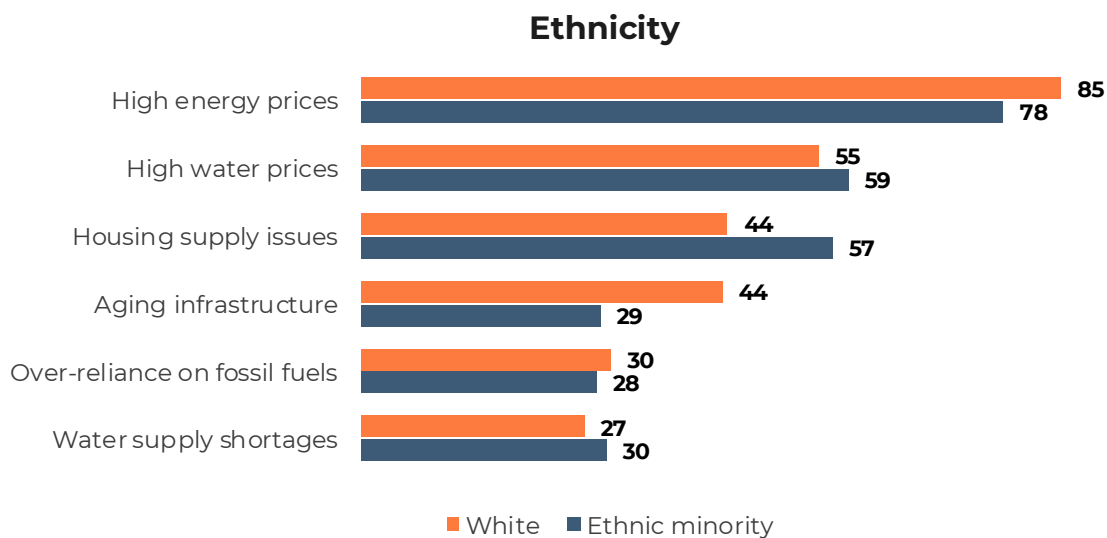
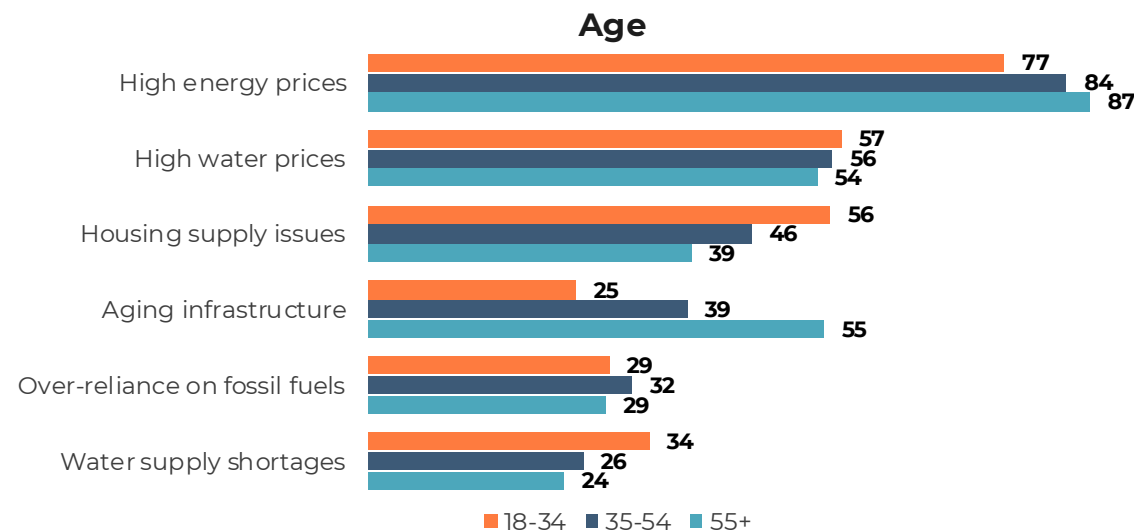
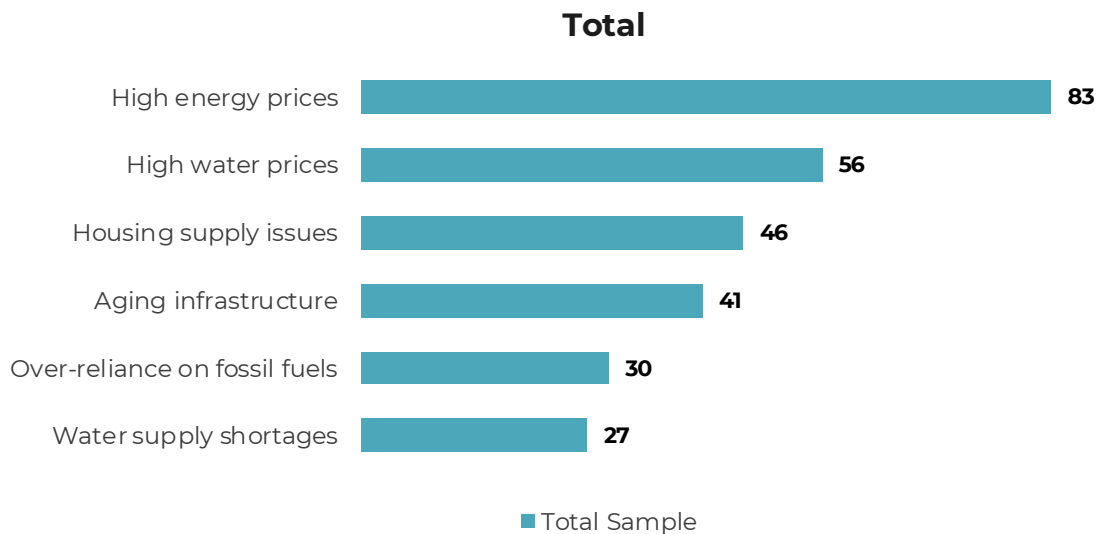
B7. Below are some different ways you can use less water in the home. For each, please sort into which you Would be willing to do and which you wouldn't be willing to do. - Excl. N/A (%)

Region - % wouldn't be willing to do											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Share bathwater or avoid taking baths	55	51	55	50	58	62	60	51	65	45	51
Only showering every couple of days (or less often)	39	43	36	38	37	40	42	33	48	38	34
Not flushing the toilet when it's only a number 1	38	48	40	36	35	45	43	31	50	28	31
Wear some clothes three or four times before washing them	27	36	26	20	23	31	31	18	39	23	21
Take short showers (up to 4mins)	18	17	19	17	17	24	18	15	19	16	15
Washing the car with a bucket instead of a hose	15	13	15	12	13	18	12	12	21	11	14
Save the washing up until there's a full basin/dishwasher load	12	12	14	9	9	12	12	10	20	9	9
Use a watering can rather than a hose in the garden	11	8	13	7	10	15	11	10	19	8	8
Only run the washing machine with a full load	8	6	8	6	6	9	7	6	13	5	6
Fix leaks promptly (even small drips from taps)	7	6	7	6	7	8	6	4	9	5	7
Turn off the tap when brushing teeth	4	4	4	3	4	5	3	3	5	2	2

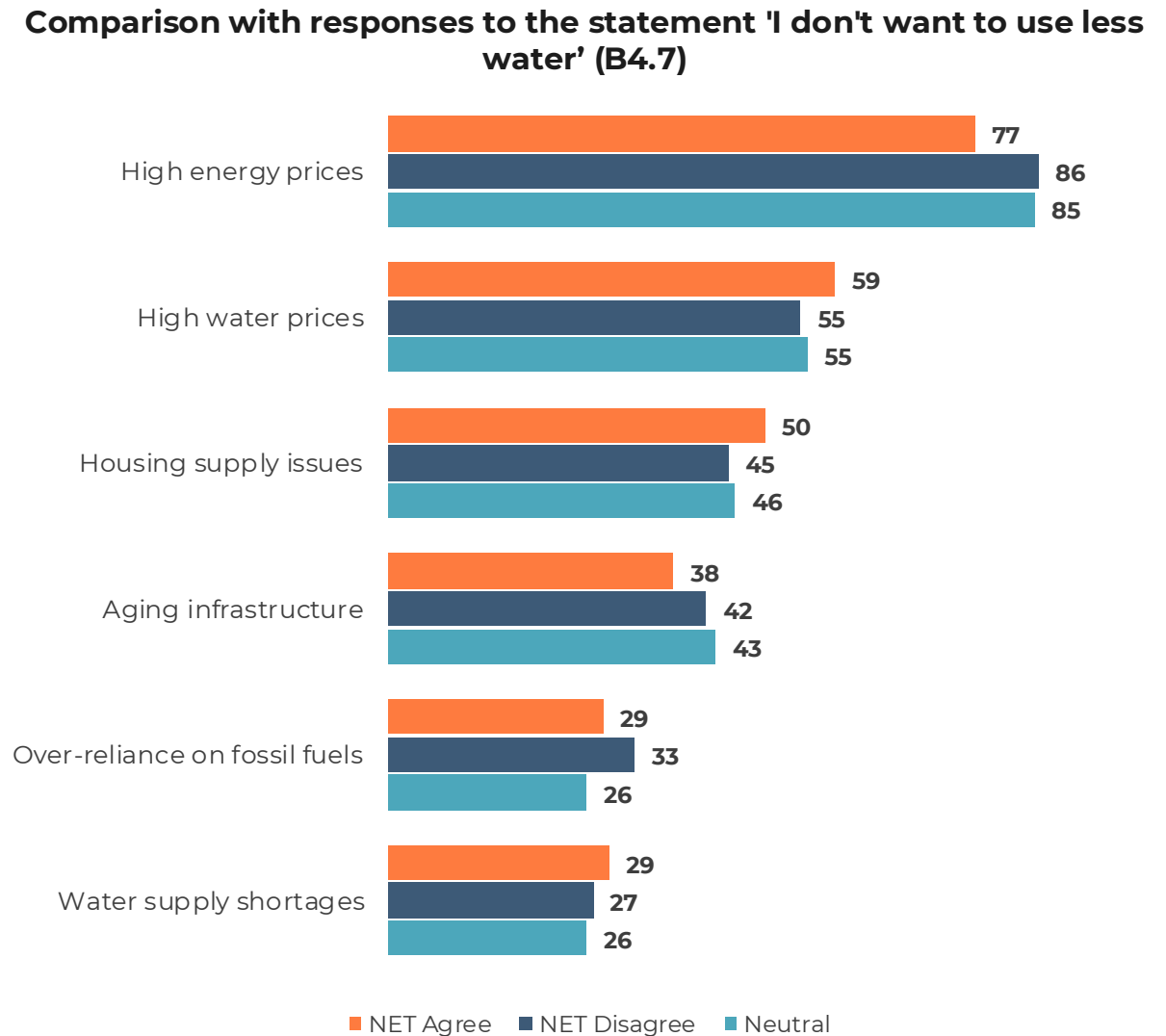
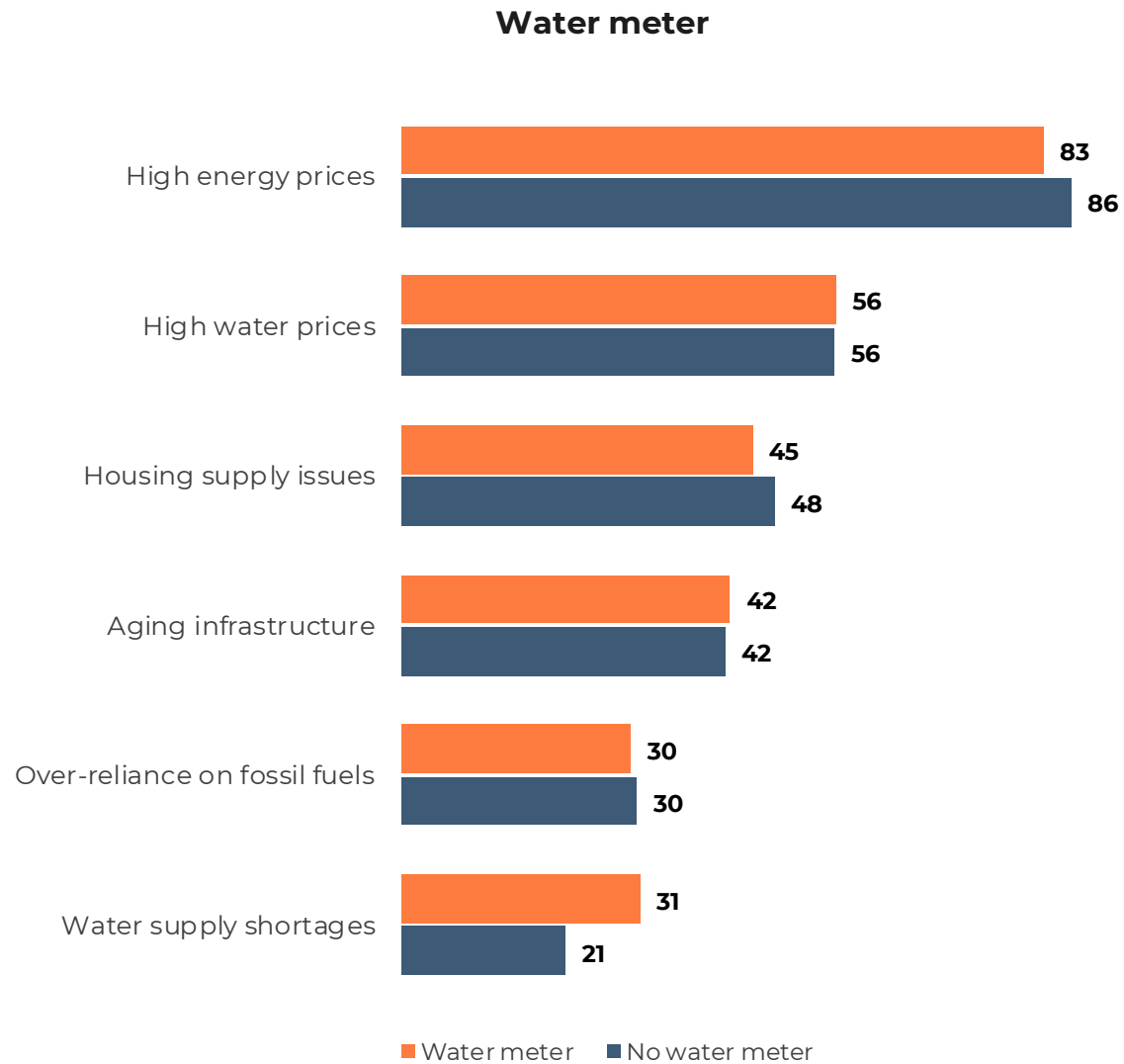
B7. Below are some different ways you can use less water in the home. For each, please sort into which you would be willing to do and which you wouldn't be willing to do.
Base: All respondents excl. those who selected not applicable for each statement
Turn off the tap when brushing teeth (4290), North East=217, North West=478, Yorkshire and the Humber=375, East Midlands=356, West Midlands=409, Wales=502, East of England=389, London=670, South East=551, South West=343; Not flushing the toilet when it's only a number 1 (4077), North East=215, North West=454, Yorkshire and the Humber=359, East Midlands=339, West Midlands=381, Wales=483, East of England=375, London=605, South East=535, South West=331; Save the washing up until there's a full basin/dishwasher load (4100), North East=211, North West=450, Yorkshire and the Humber=361, East Midlands=338, West Midlands=390, Wales=483, East of England=380, London=631, South East=529, South West=327; Washing the car with a bucket instead of a hose (2878), North East=150, North West=295, Yorkshire and the Humber=248, East Midlands=252, West Midlands=278, Wales=347, East of England=261, London=460, South East=357, South West=230; Only run the washing machine with a full load (4211), North East=216, North West=470, Yorkshire and the Humber=373, East Midlands=352, West Midlands=394, Wales=497, East of England=384, London=649, South East=540, South West=336; Wear some clothes three or four times before washing them (3079), North East=163, North West=335, Yorkshire and the Humber=269, East Midlands=250, West Midlands=297, Wales=379, East of England=262, London=484, South East=392, South West=248; Only showering every couple of days (3986), North East=206, North West=444, Yorkshire and the Humber=356, East Midlands=332, West Midlands=372, Wales=482, East of England=362, London=610, South East=513, South West=309; Take short showers (4003), North East=206, North West=456, Yorkshire and the Humber=345, East Midlands=333, West Midlands=380, Wales=474, East of England=361, London=629, South East=505, South West=314; Share bathwater or avoid taking baths (3059), North East=165, North West=334, Yorkshire and the Humber=255, East Midlands=255, West Midlands=290, Wales=372, East of England=273, London=529, South East=365, South West=221; Use a watering can rather than a hose in the garden (3381), North East=176, North West=357, Yorkshire and the Humber=304, East Midlands=291, West Midlands=325, Wales=404, East of England=323, London=513, South East=411, South West=277; Fix leaks promptly (3848), North East=194, North West=422, Yorkshire and the Humber=343, East Midlands=325, West Midlands=368, Wales=457, East of England=354, London=602, South East=487, South West=296



B2. Which of the following do you personally think are the biggest concerns in England/Wales (Top 3 Box) (%)



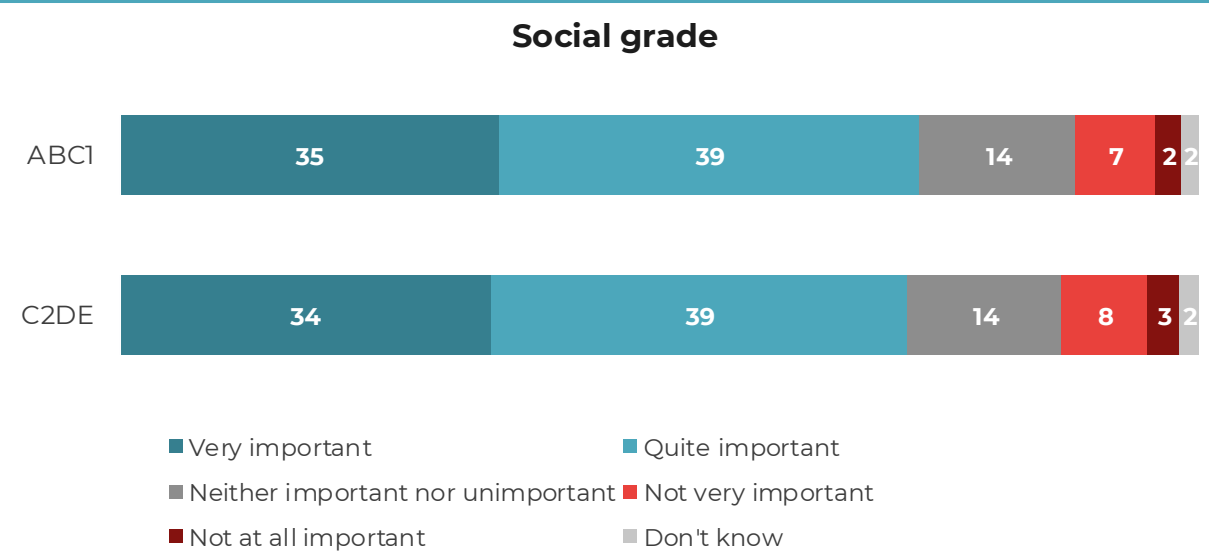
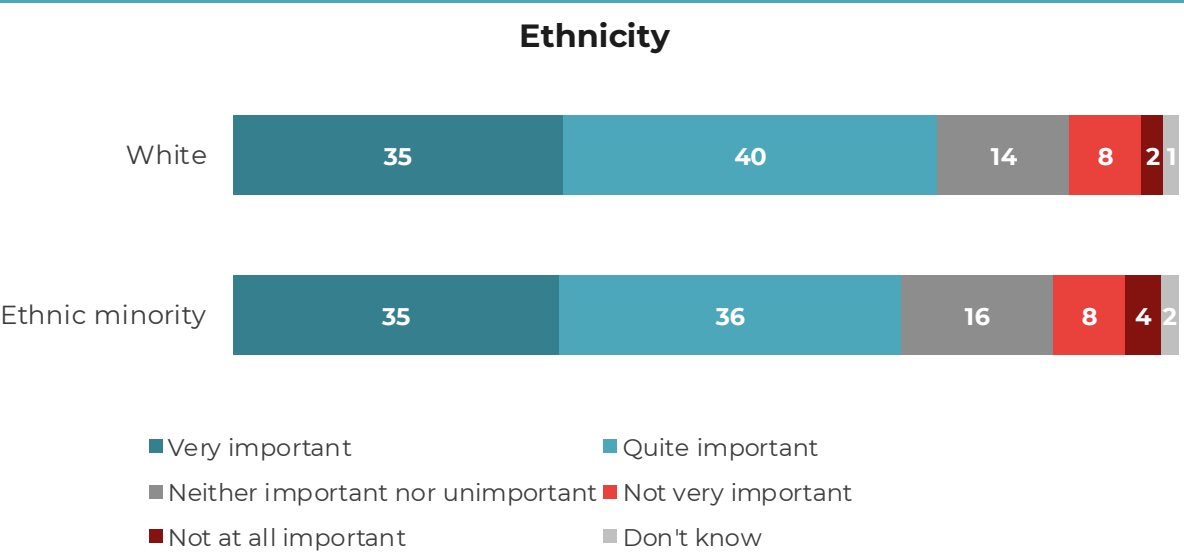
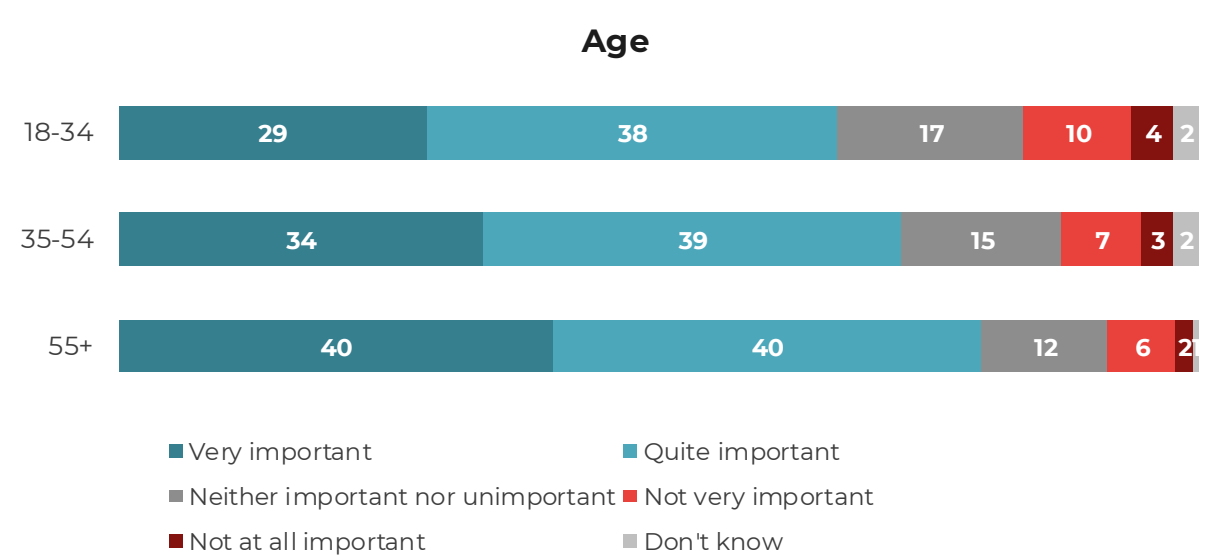
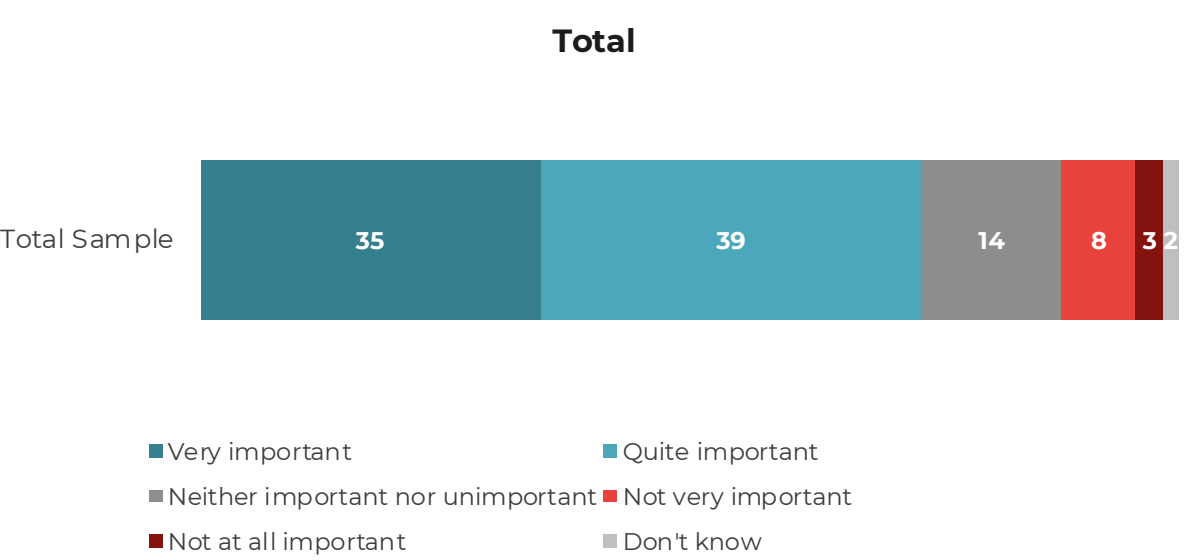
B2. Which of the following do you personally think are the biggest concerns in England/Wales (Top 3 Box) (%)



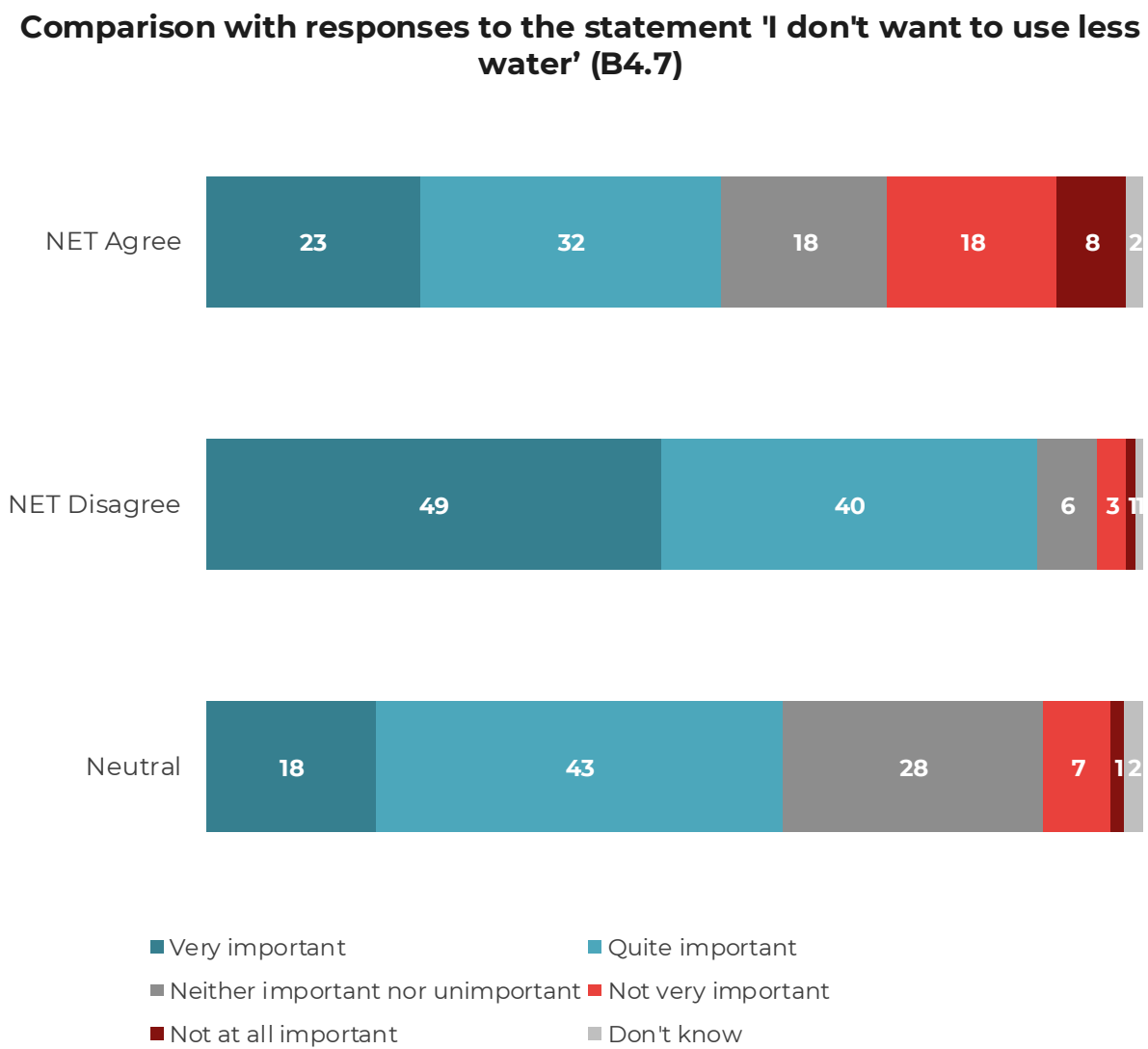
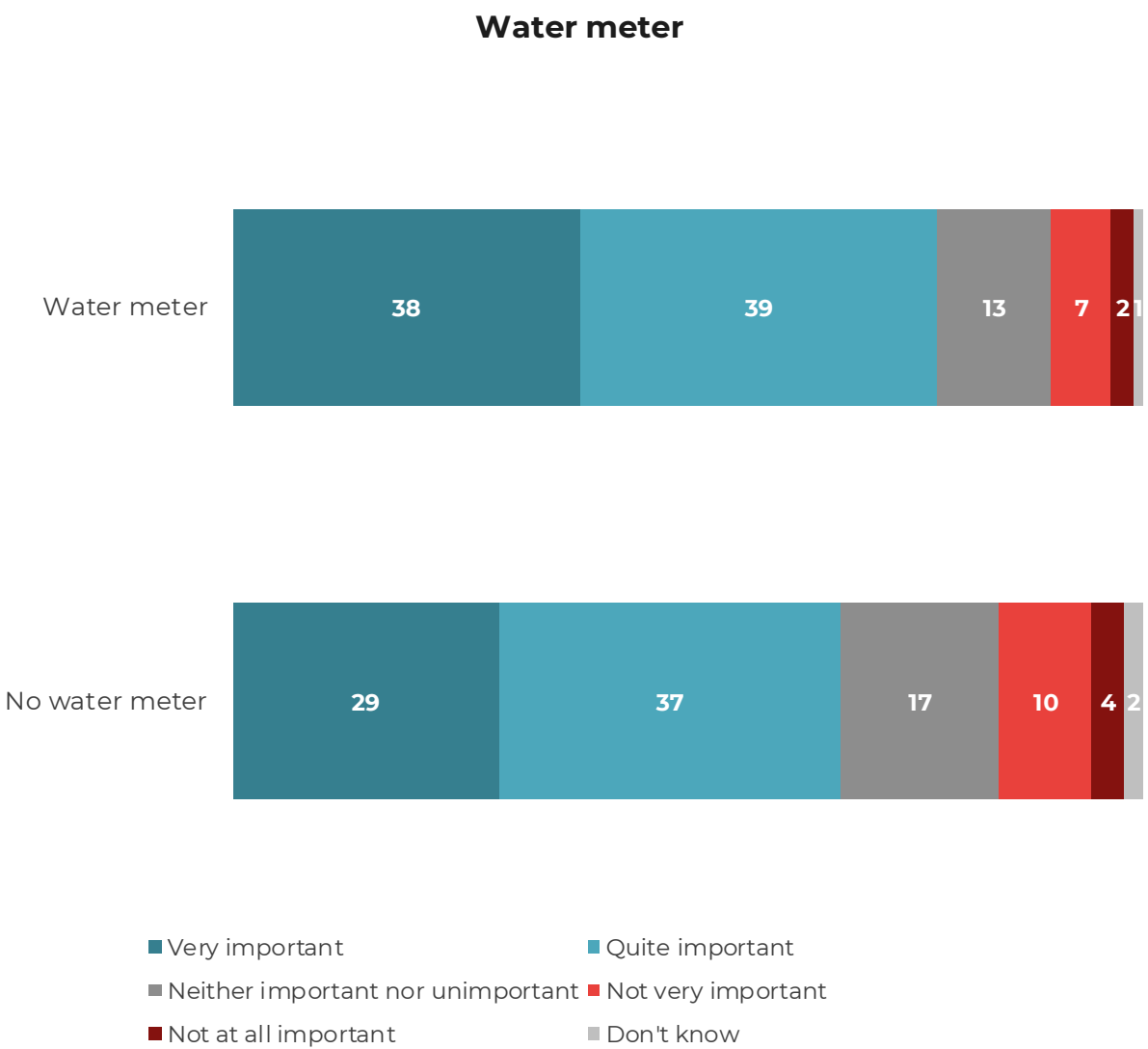
B2. Which of the following do you personally think are the biggest concerns in England/Wales (Top 3 Box) (%)

	Total Sample	Region									
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
High energy prices	83	89	86	86	82	84	82	82	79	85	82
Water supply shortages	27	23	23	36	27	25	16	31	31	28	26
Aging infrastructure	41	42	42	35	45	41	46	47	33	47	41
High water prices	56	56	55	62	56	53	59	54	58	52	56
Over-reliance on fossil fuels	30	26	30	28	31	31	23	33	29	32	30
Housing supply issues	46	46	47	40	44	48	50	38	53	44	50

B3_1. People like me (How important, if at all, is using less water in the home for...) (%)



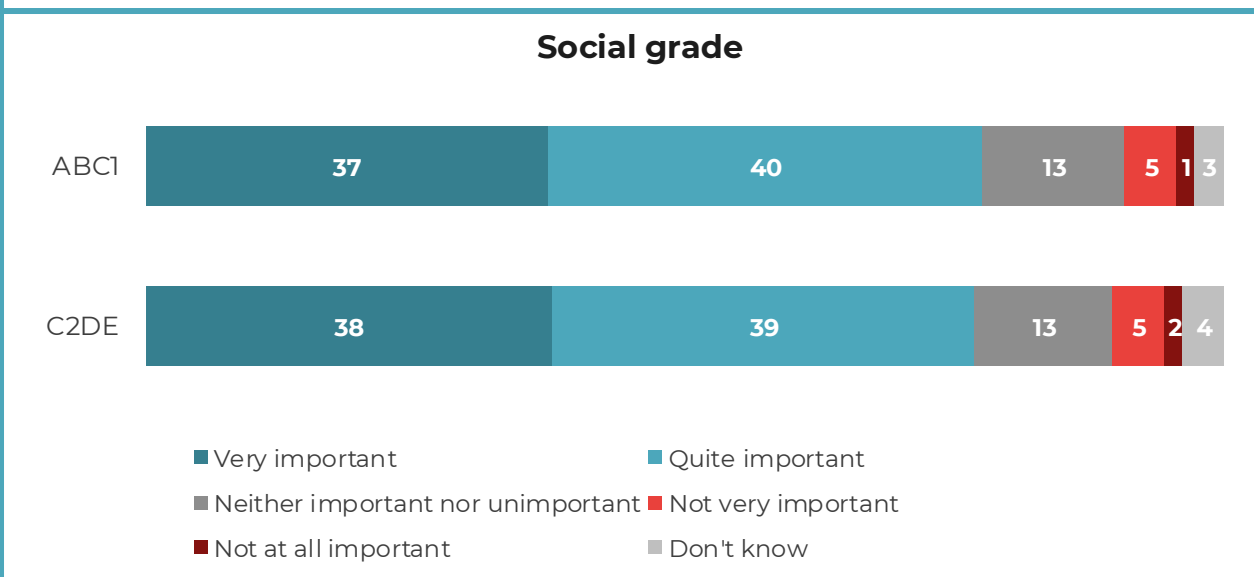
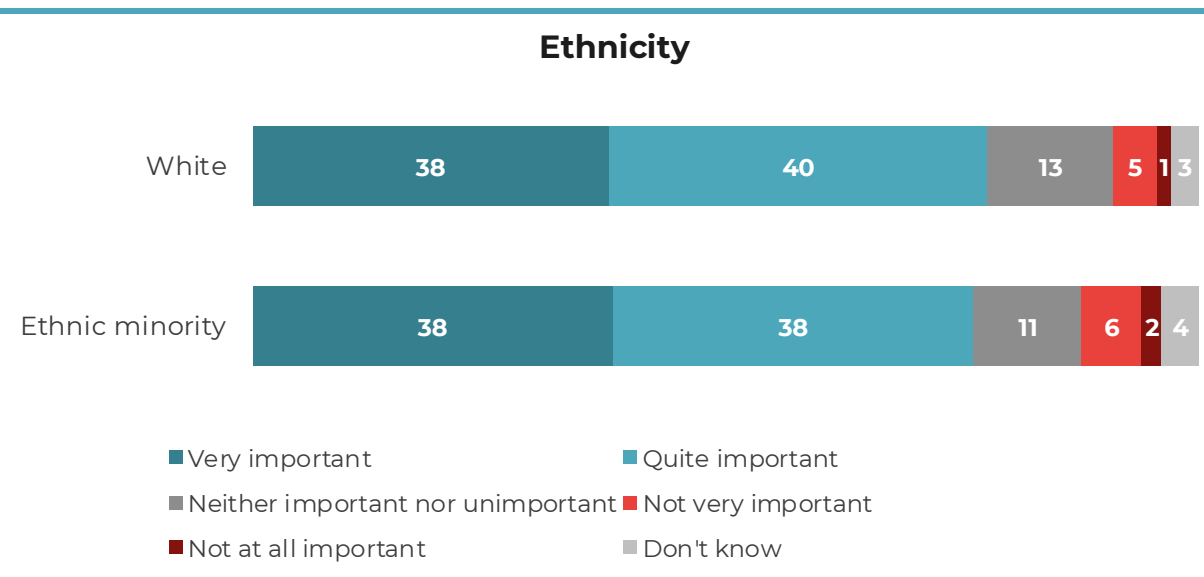
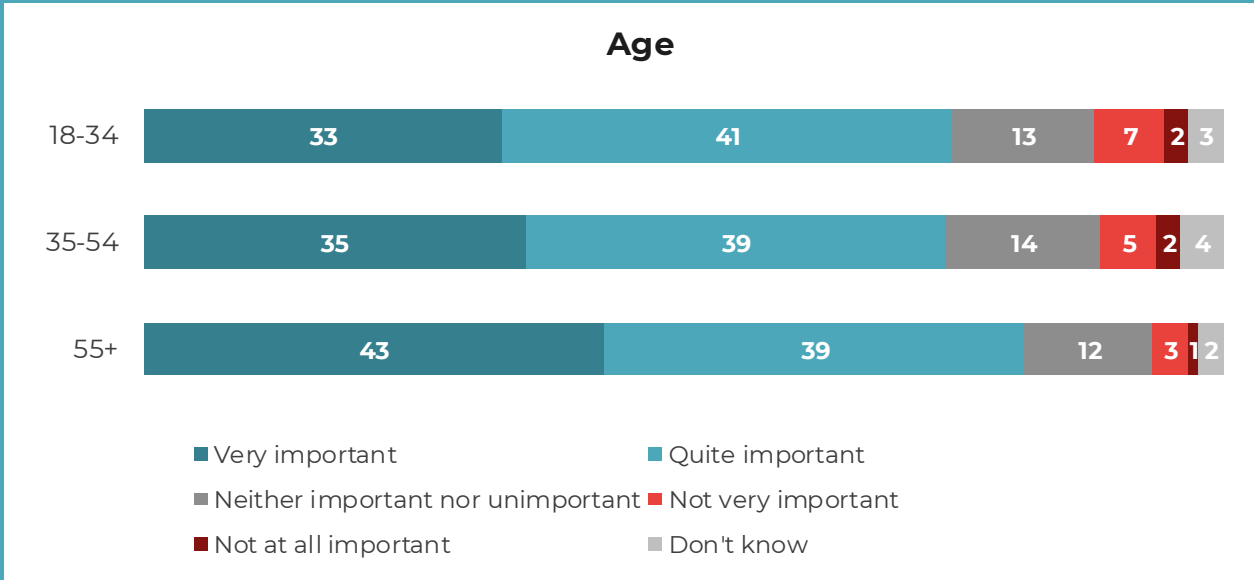
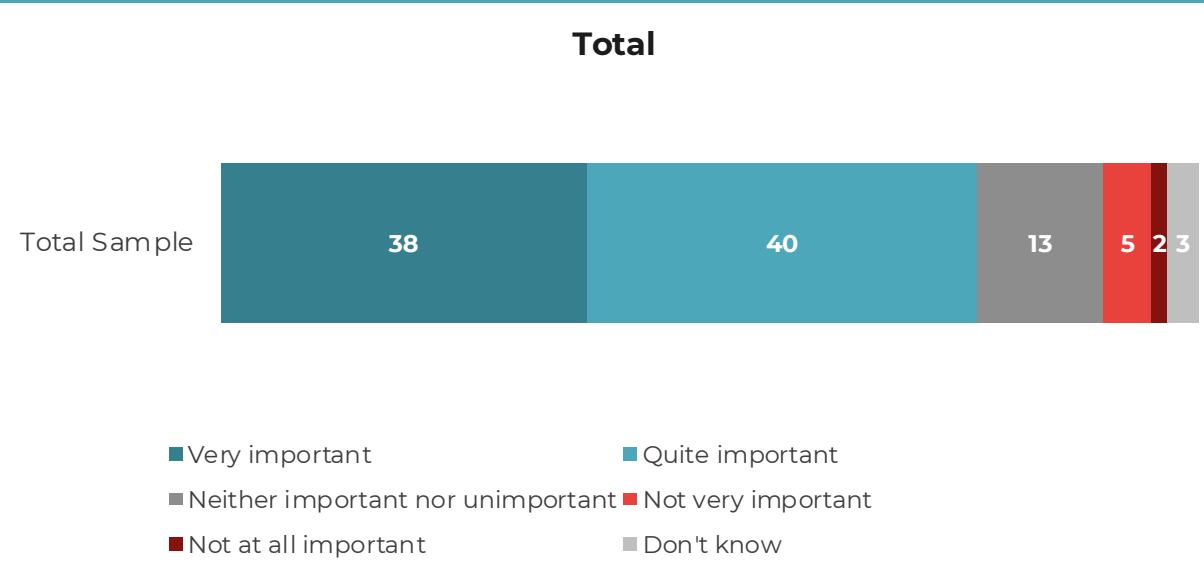
B3_1. People like me (How important, if at all, is using less water in the home for...) (%)



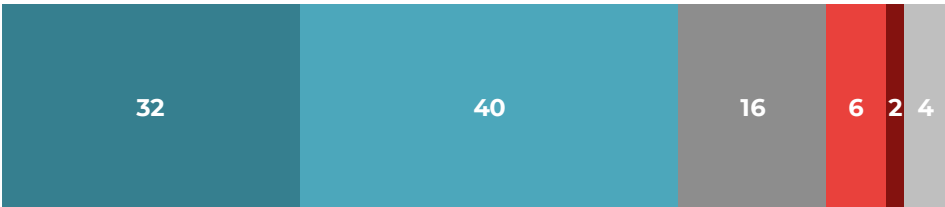
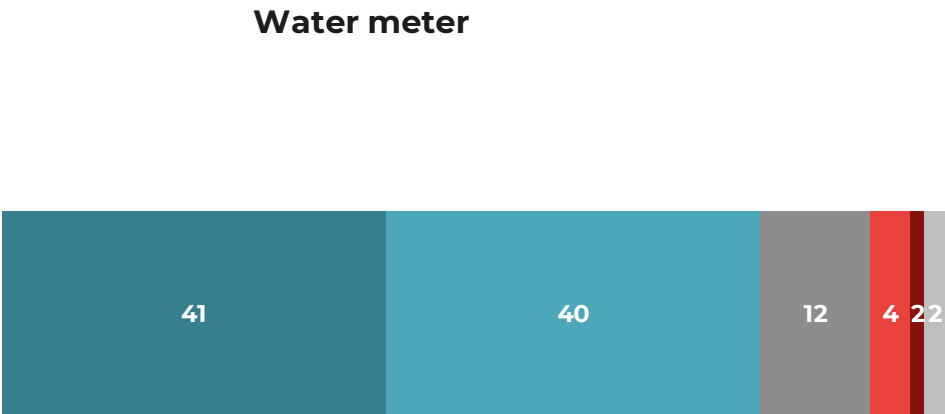
B3_1. People like me (How important, if at all, is using less water in the home for...) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Very important	35	32	32	36	36	30	40	40	32	38	35
Quite important	39	40	40	39	36	41	37	38	41	35	41
Neither important nor unimportant	14	19	14	12	16	16	11	14	14	15	13
Not very important	8	7	8	8	8	8	7	6	9	7	7
Not at all important	3	1	3	3	1	3	4	2	4	2	2
Don't know	2	1	2	2	2	2	2	0	1	2	2
NET: Important	74	72	72	75	72	71	76	77	73	74	76
NET: Not important	10	8	12	11	9	11	11	8	12	9	9

B3_2. People living in England/Wales (How important, if at all, is using less water in the home for...) (%)

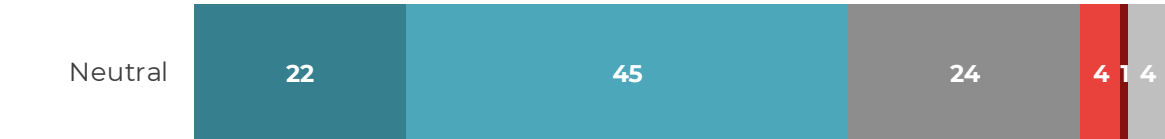
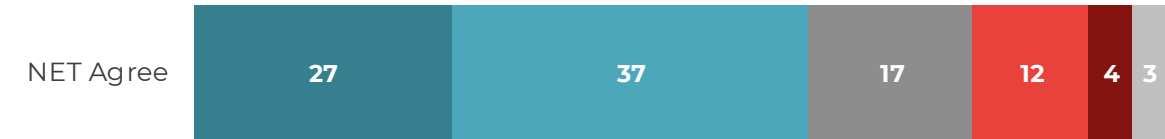


B3_2. People living in England/Wales (How important, if at all, is using less water in the home for...) (%)



Very important Quite important
Neither important nor unimportant Not very important
Not at all important Don't know

Comparison with responses to the statement 'I don't want to use less water' (B4.7)



Very important Quite important
Neither important nor unimportant Not very important
Not at all important Don't know

B3_2. People living in England/Wales (How important, if at all, is using less water in the home for...) (%)

	Region										
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Very important	38	33	33	40	39	34	38	42	38	38	41
Quite important	40	43	42	38	37	40	40	38	40	40	40
Neither important nor unimportant	13	15	13	13	15	14	12	13	11	13	12
Not very important	5	5	6	5	4	5	5	4	6	5	4
Not at all important	2	0	2	1	1	2	2	1	3	2	0
Don't know	3	3	4	4	4	4	3	2	2	3	3
NET: Important	77	76	76	77	75	74	78	80	78	77	80
NET: Not important	7	5	7	6	6	8	7	5	9	6	4

B3_3. People globally (How important, if at all, is using less water in the home for...) (%)

Total



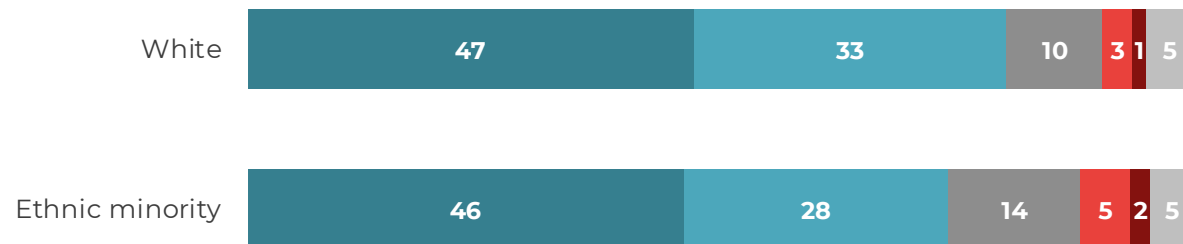
■ Very important ■ Quite important
 ■ Neither important nor unimportant ■ Not very important
 ■ Not at all important ■ Don't know

Age



■ Very important ■ Quite important
 ■ Neither important nor unimportant ■ Not very important
 ■ Not at all important ■ Don't know

Ethnicity



■ Very important ■ Quite important
 ■ Neither important nor unimportant ■ Not very important
 ■ Not at all important ■ Don't know

Social grade



■ Very important ■ Quite important
 ■ Neither important nor unimportant ■ Not very important
 ■ Not at all important ■ Don't know

B3_3. People globally (How important, if at all, is using less water in the home for...) (%)

Water meter



■ Very important ■ Quite important
■ Neither important nor unimportant ■ Not very important
■ Not at all important ■ Don't know

Comparison with responses to the statement 'I don't want to use less water' (B4.7)

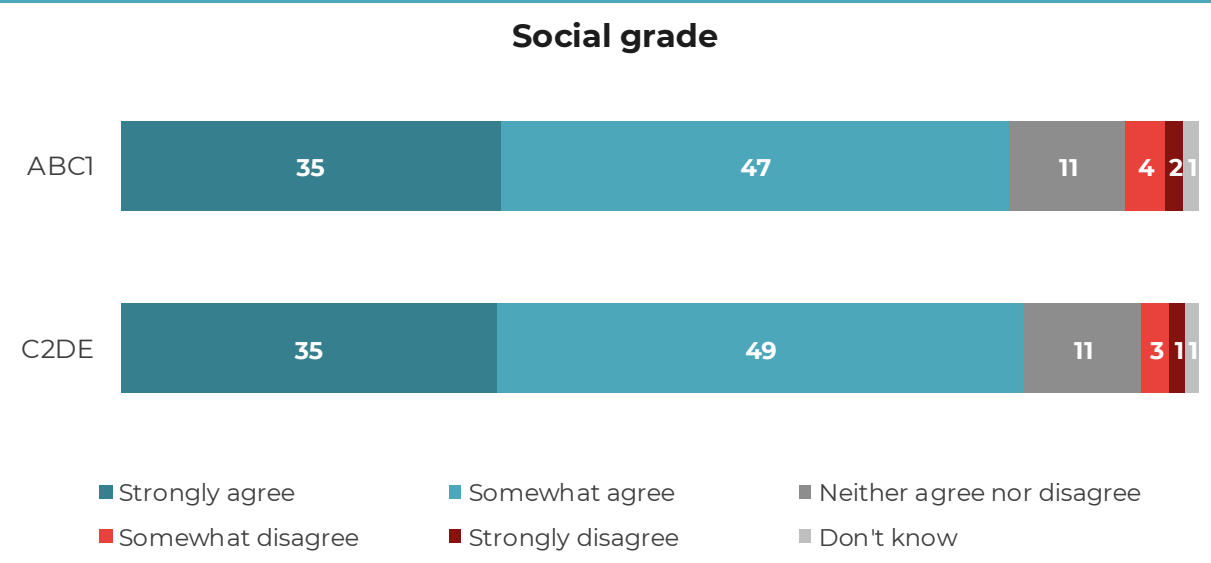
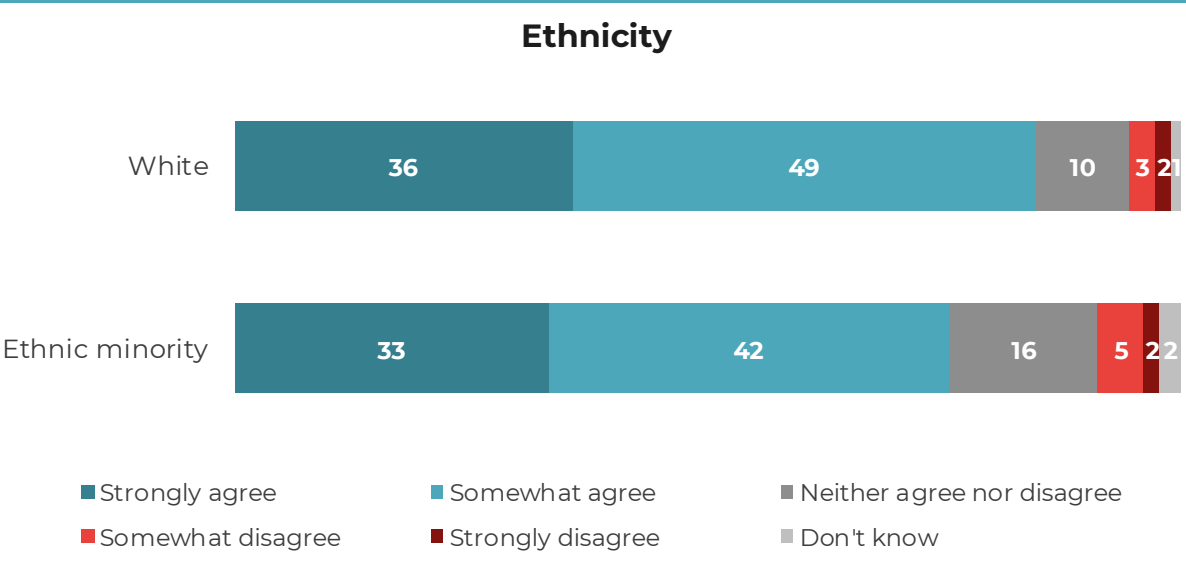
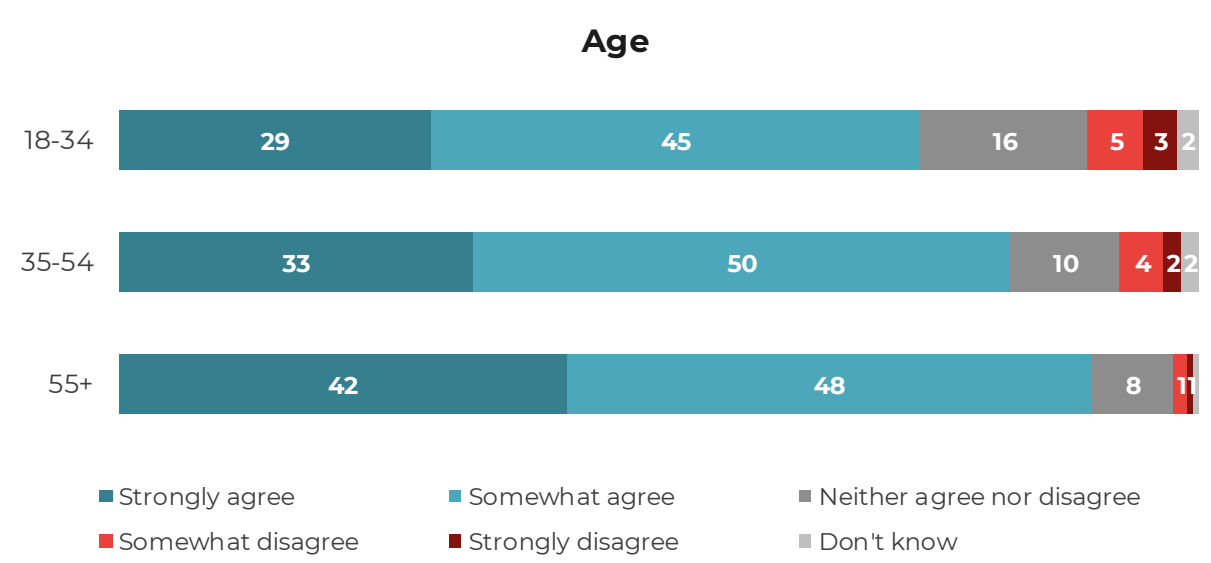
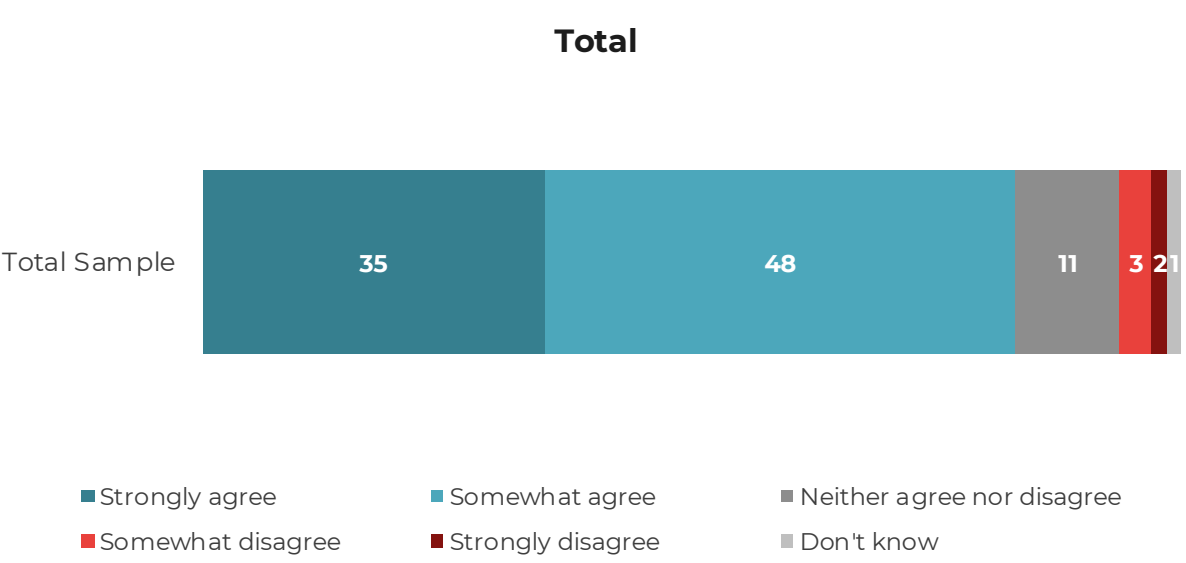


■ Very important ■ Quite important
■ Neither important nor unimportant ■ Not very important
■ Not at all important ■ Don't know

B3_3. People globally (How important, if at all, is using less water in the home for...) (%)

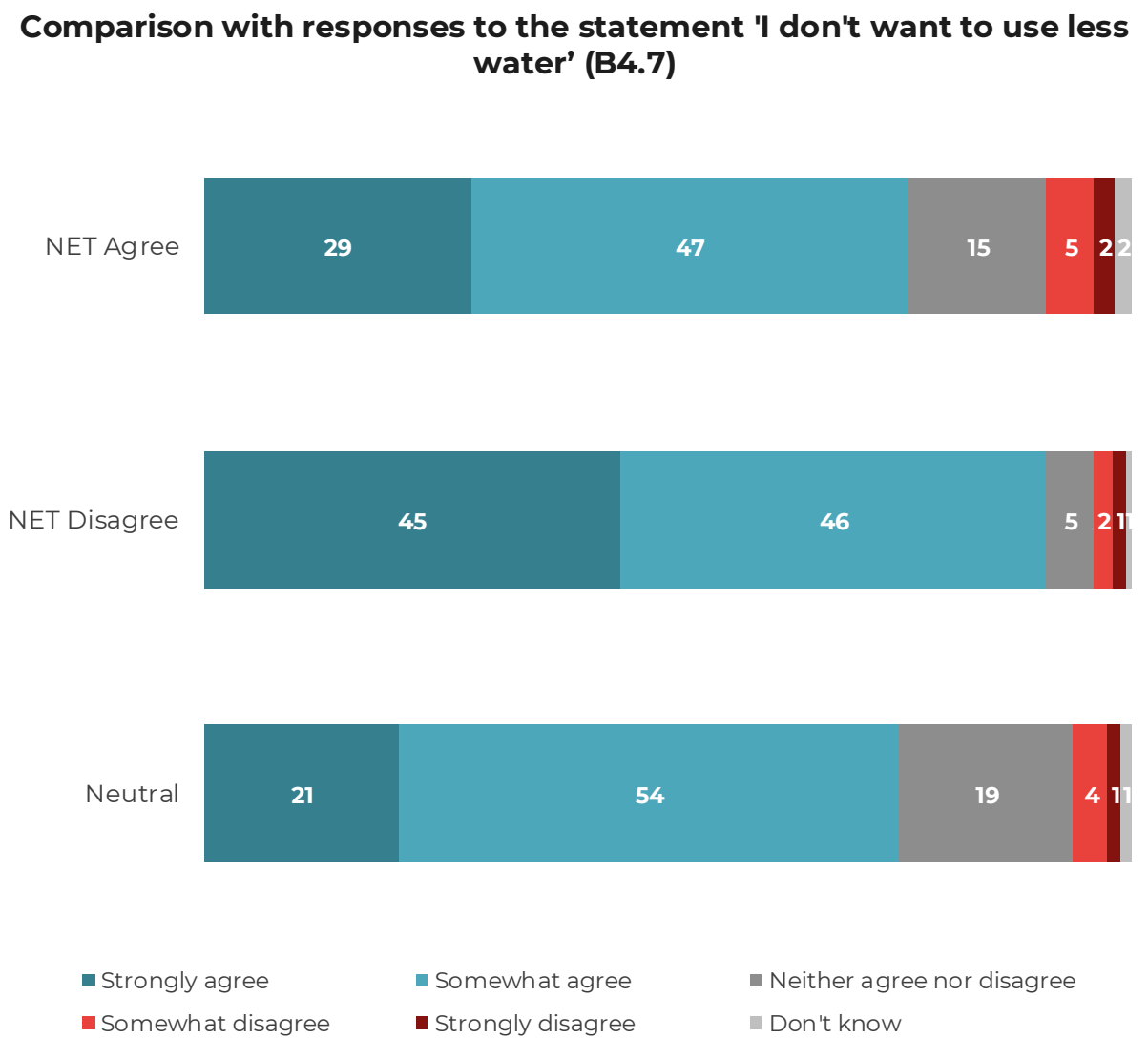
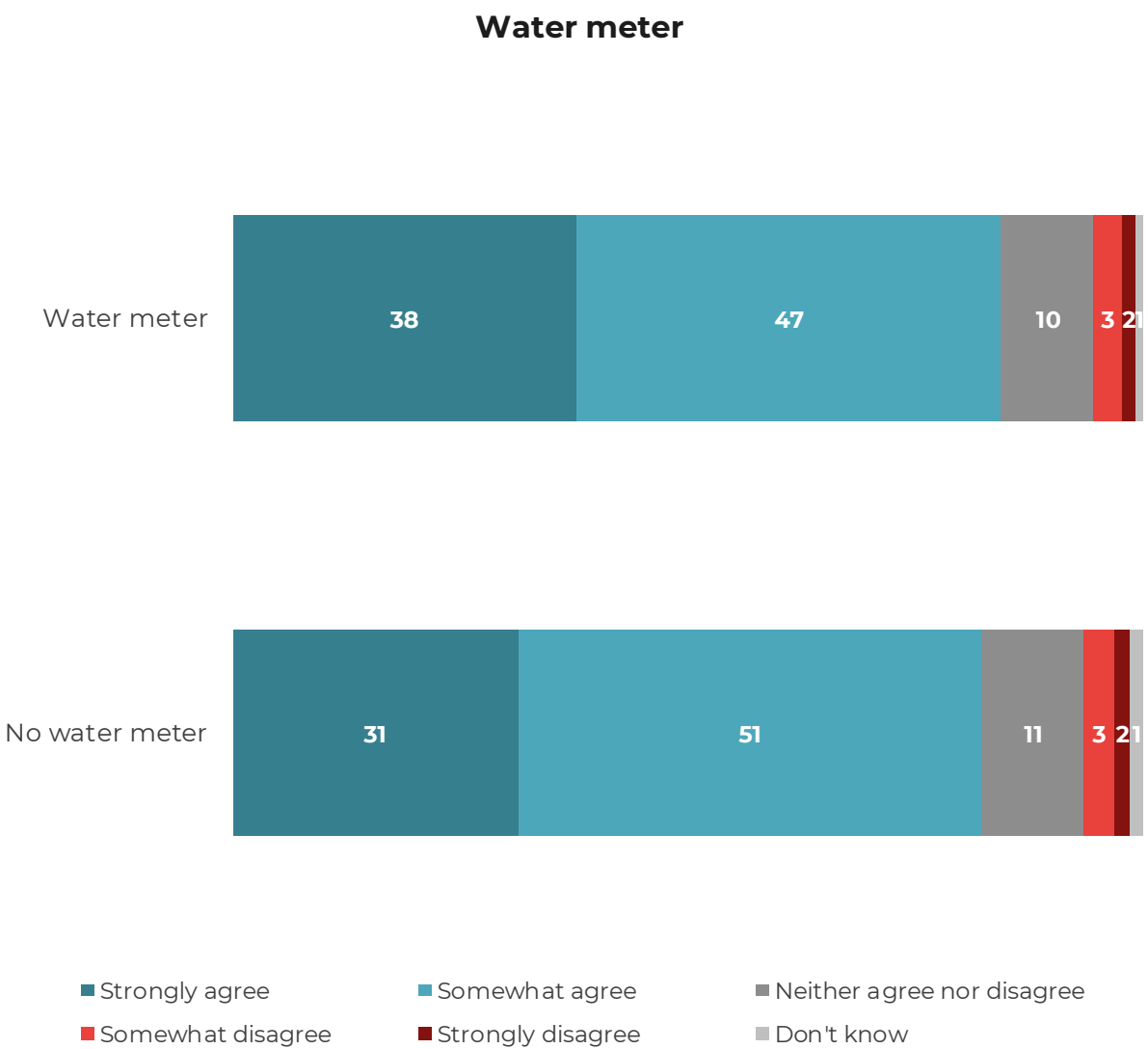
	Region										
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Very important	47	47	45	45	49	46	52	49	44	46	52
Quite important	32	35	34	34	29	29	30	33	33	33	31
Neither important nor unimportant	11	12	11	11	12	13	9	9	12	10	7
Not very important	3	3	3	2	3	3	4	3	5	3	3
Not at all important	2	1	2	2	2	2	2	1	2	1	1
Don't know	5	3	5	6	6	7	4	4	4	6	6
NET: Important	79	81	79	79	77	75	82	83	77	79	83
NET: Not important	5	4	5	4	5	5	6	4	8	5	4

B4_1. I know what steps to take to use less water (How much do you agree or disagree with the following statements?) (%)



Note: For this question, our regression analysis revealed that only the variable of age is significant, once ethnicity is controlled for

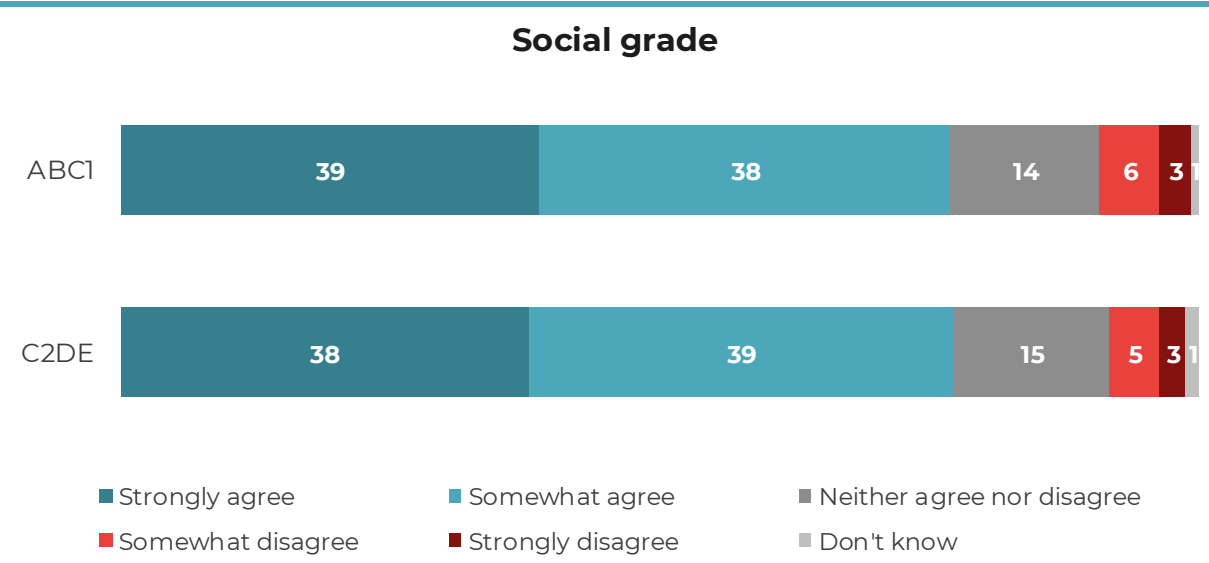
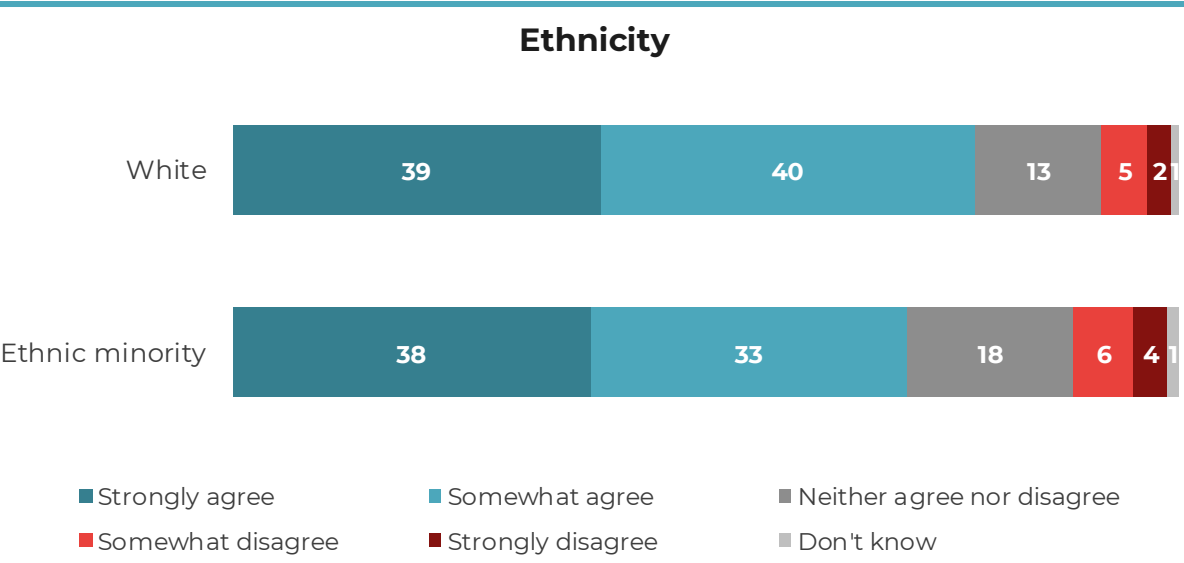
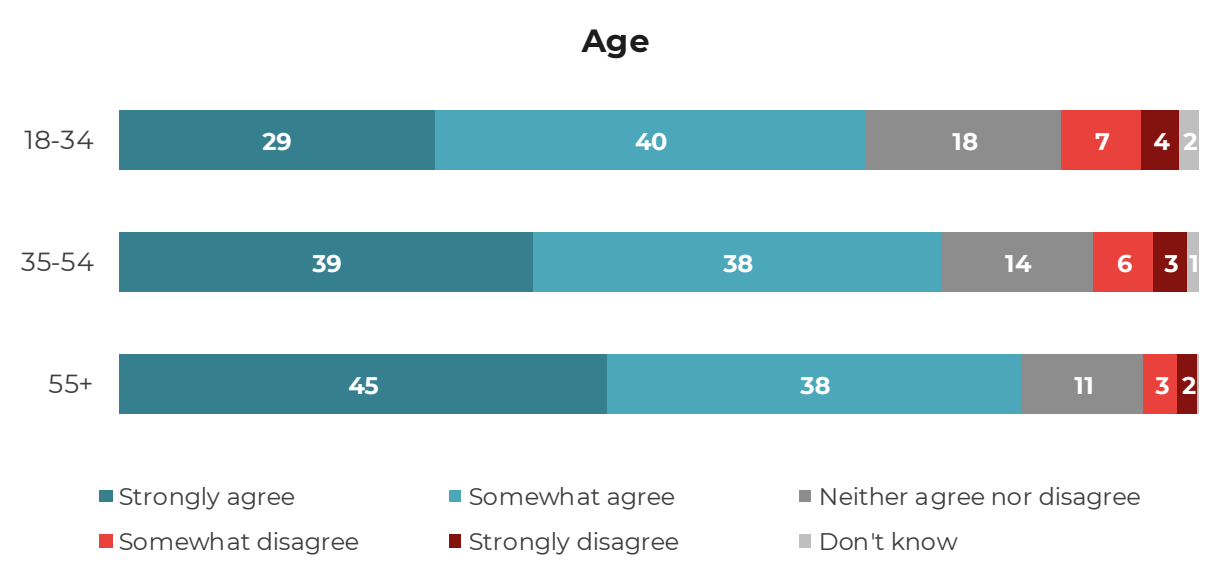
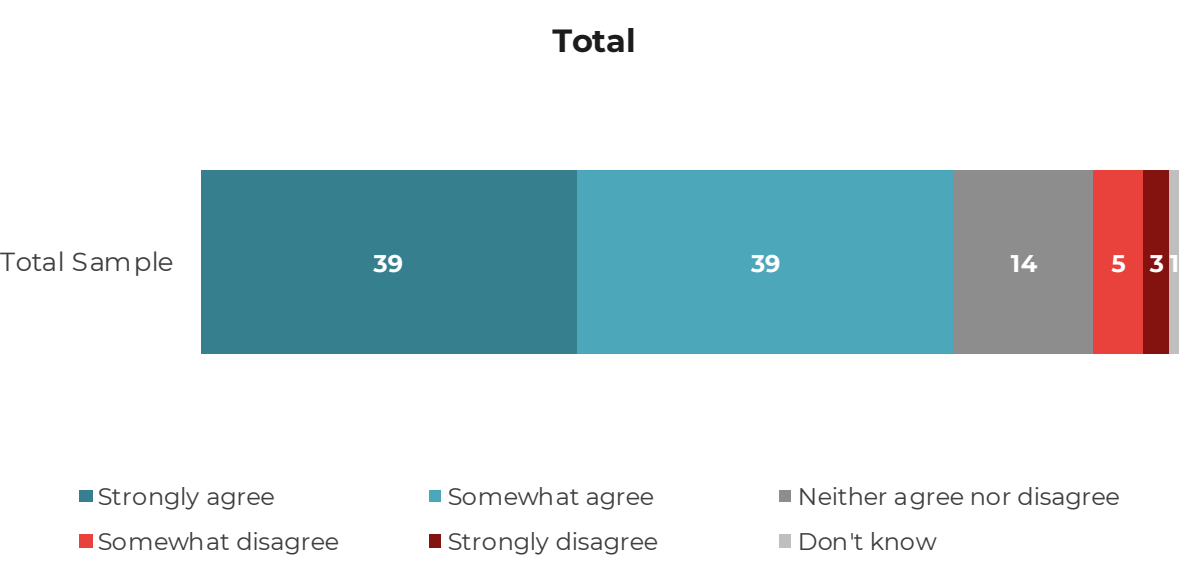
B4_1. I know what steps to take to use less water (How much do you agree or disagree with the following statements?) (%)



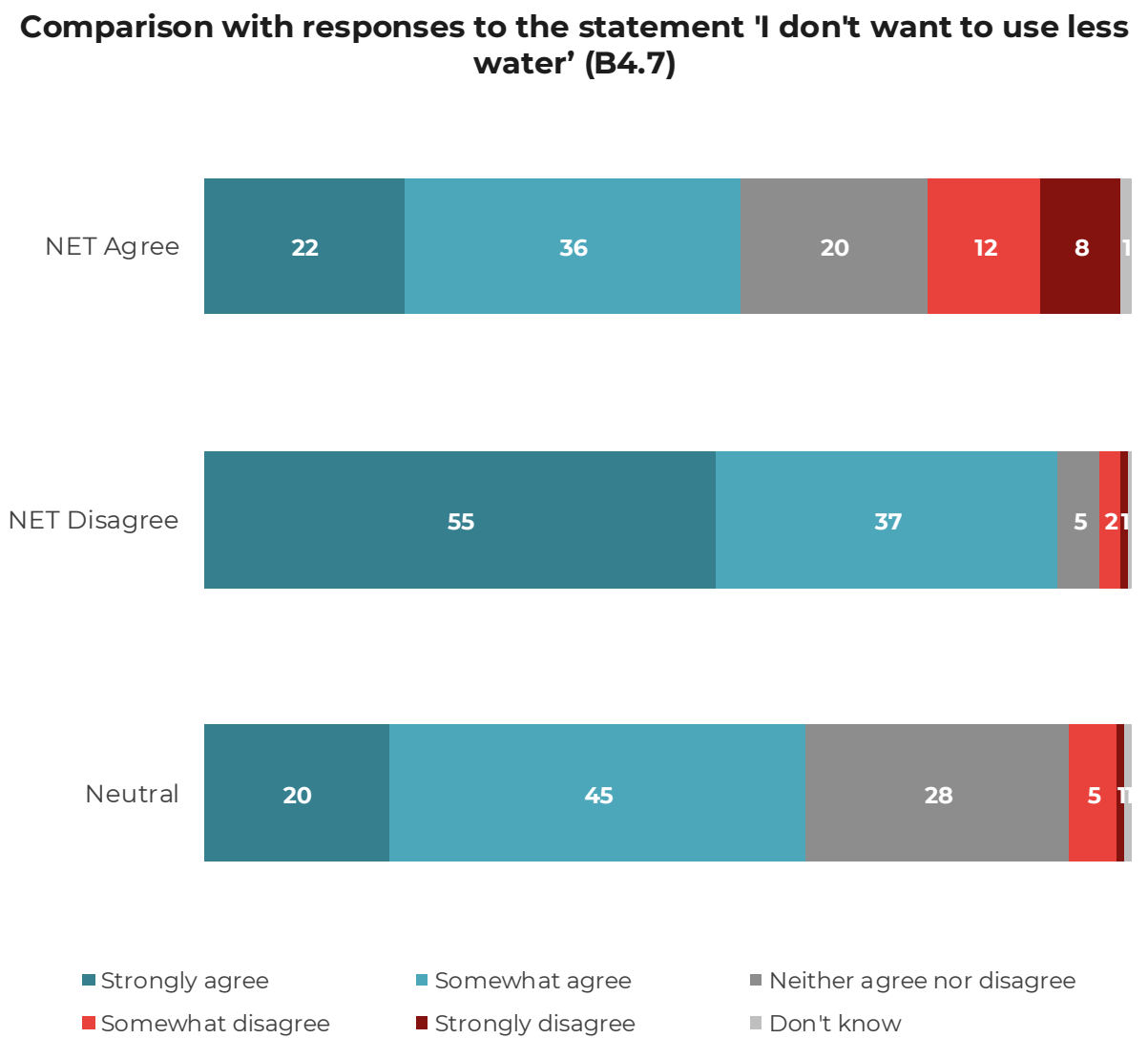
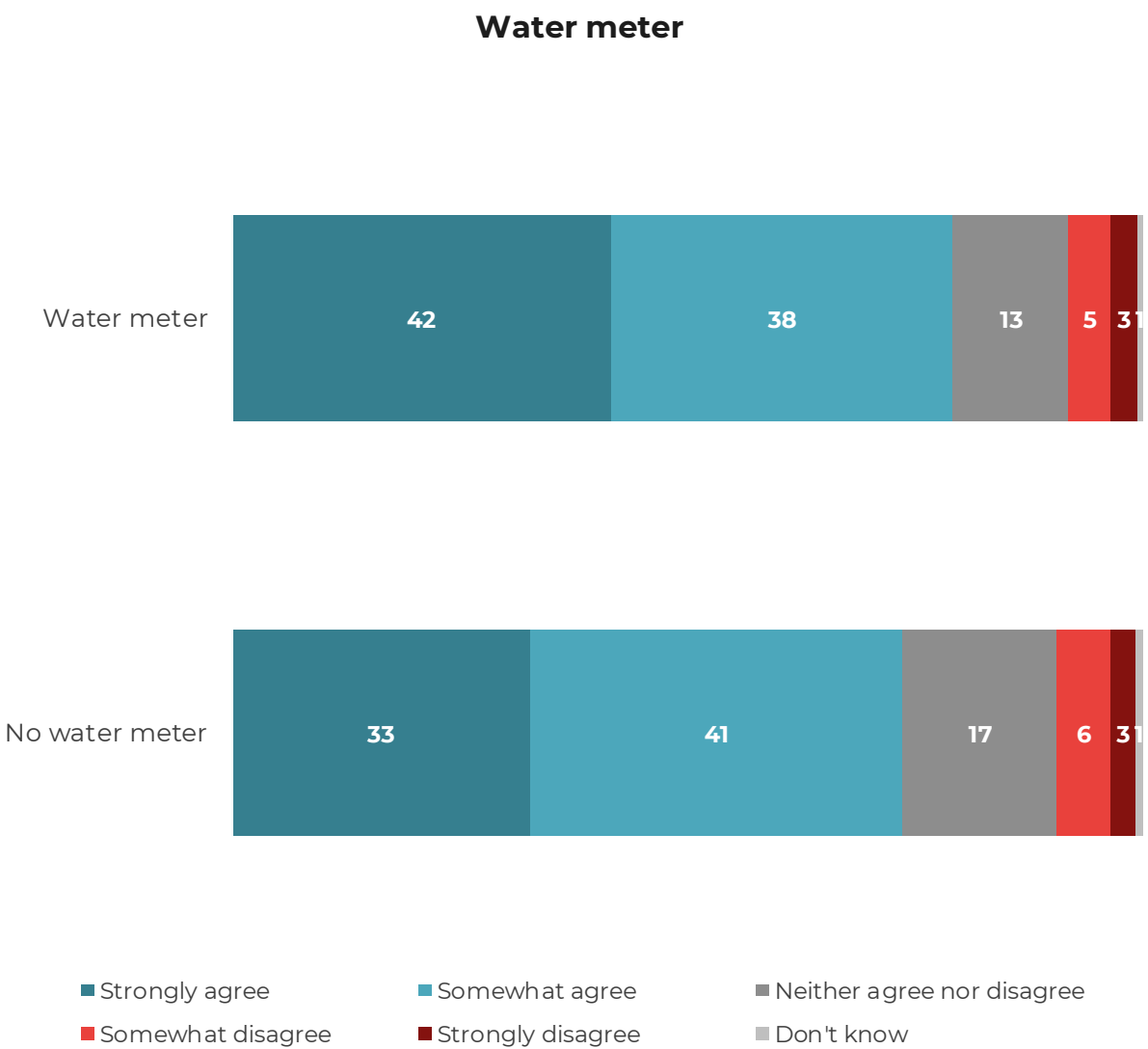
B4_1. I know what steps to take to use less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	35	30	33	38	34	30	38	35	33	38	40
Somewhat agree	48	55	51	48	45	52	49	50	45	44	47
Neither agree nor disagree	11	11	9	8	17	11	9	10	14	11	7
Somewhat disagree	3	3	3	3	2	3	2	3	5	4	3
Strongly disagree	2	0	2	2	1	2	1	1	2	1	2
Don't know	1	1	2	1	1	2	1	1	1	2	1
NET: Agree	83	85	84	86	79	82	87	86	78	82	87
NET: Disagree	5	3	5	5	3	5	3	4	7	5	5

B4_2. It is my responsibility to use less water (How much do you agree or disagree with the following statements?) (%)



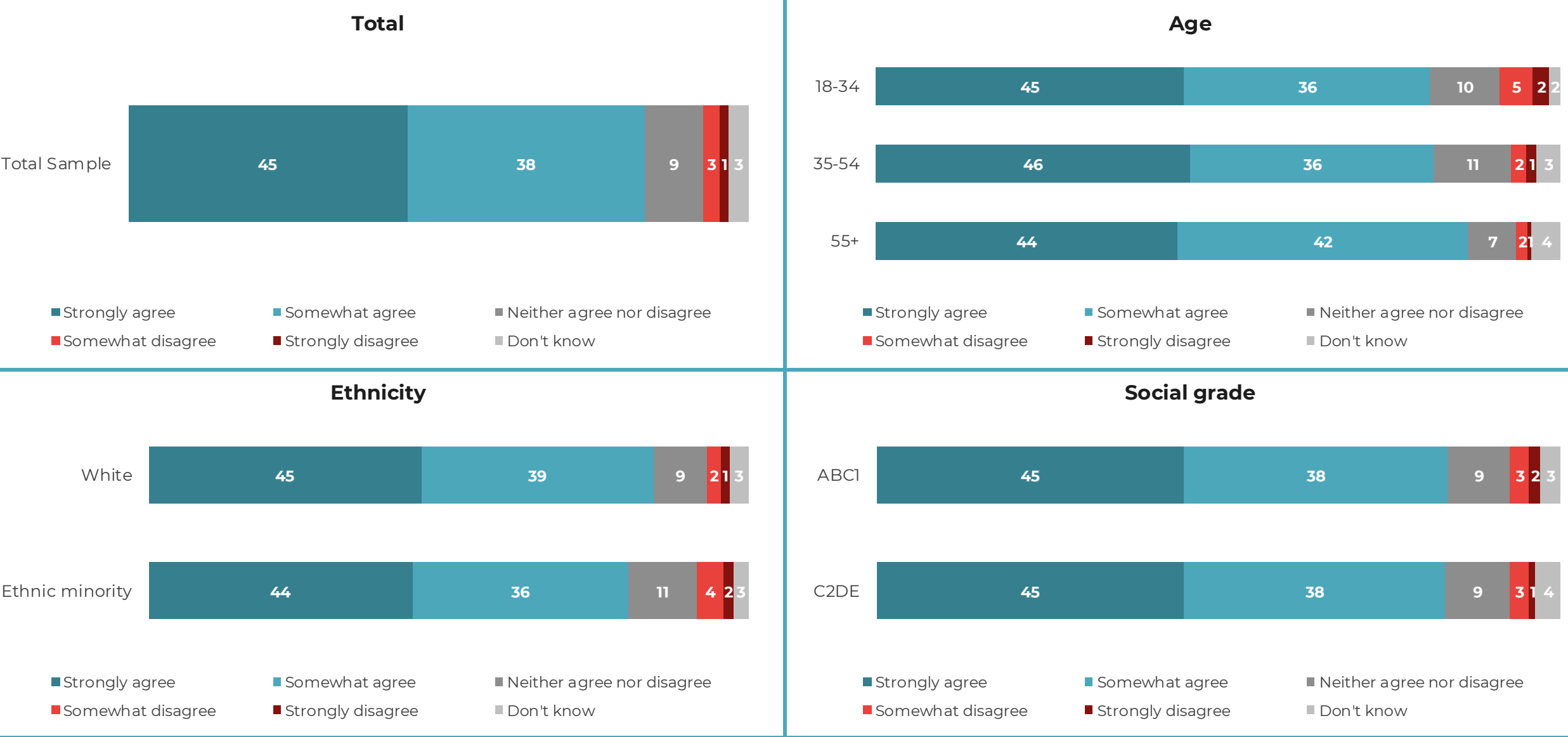
B4_2. It is my responsibility to use less water (How much do you agree or disagree with the following statements?) (%)



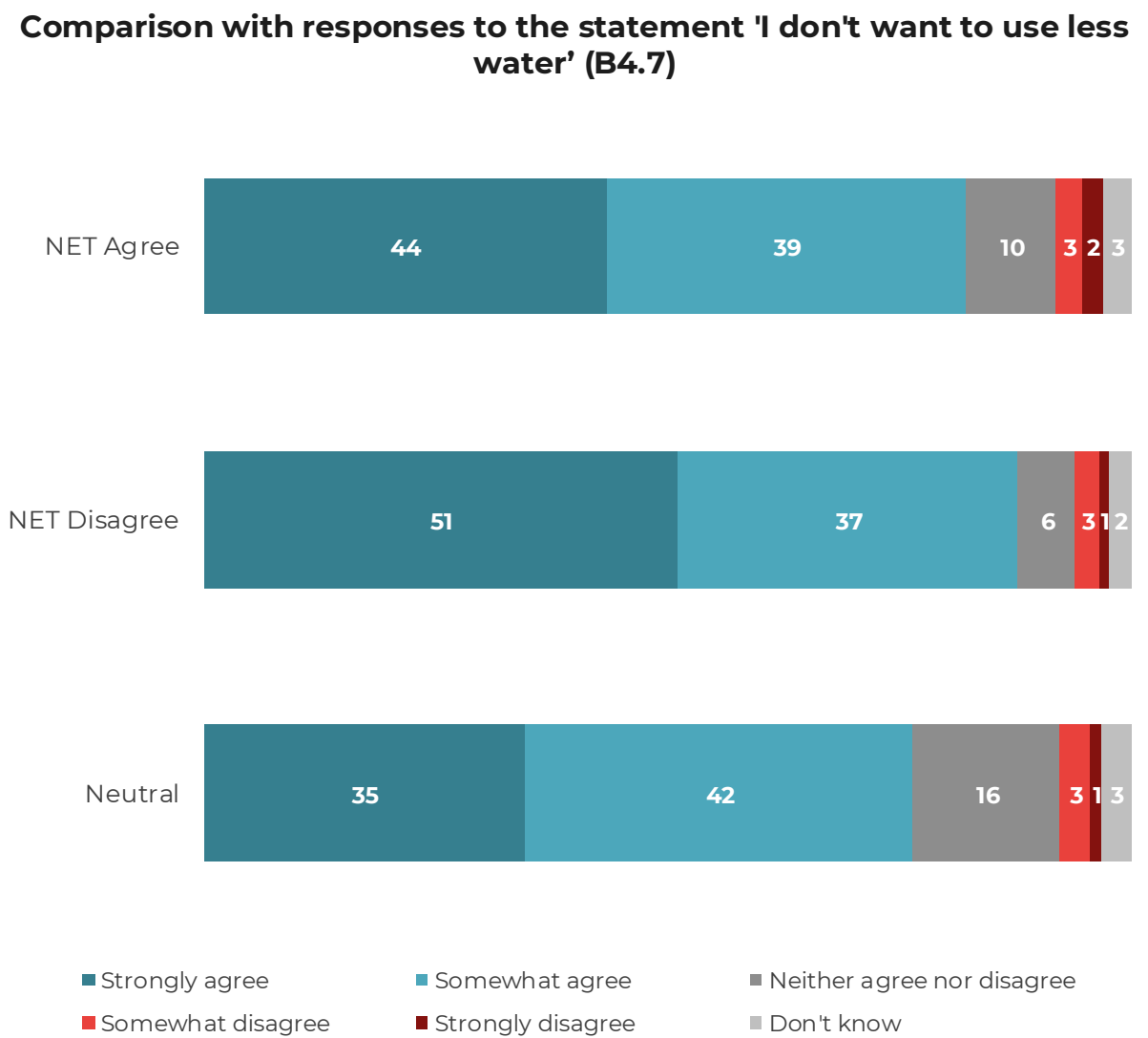
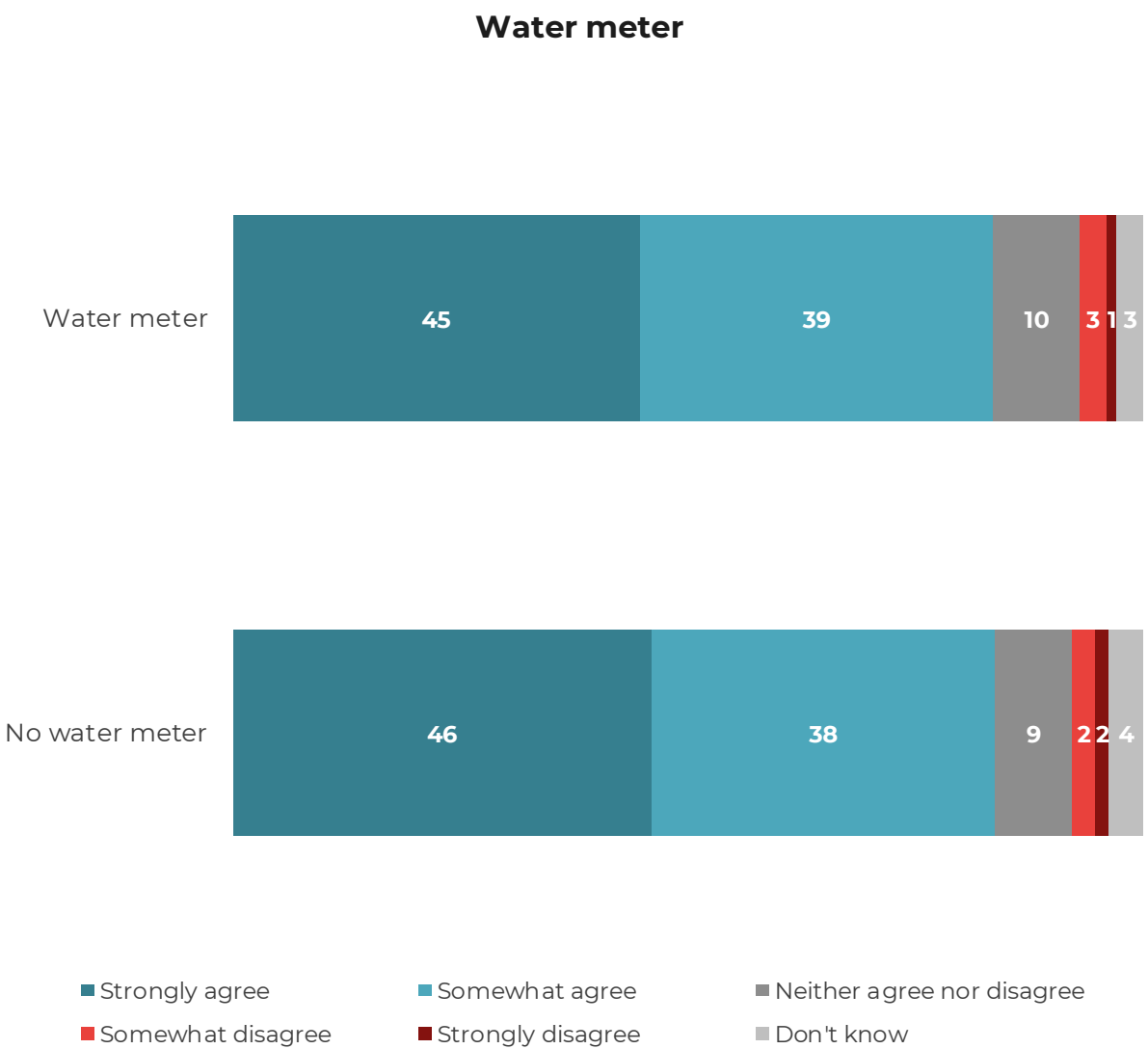
B4_2. It is my responsibility to use less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	39	37	38	40	40	37	42	43	33	40	40
Somewhat agree	39	40	39	38	39	35	39	39	39	38	39
Neither agree nor disagree	14	15	13	11	15	17	12	11	18	15	13
Somewhat disagree	5	6	4	6	4	7	4	4	7	5	5
Strongly disagree	3	1	4	3	2	3	4	2	3	1	2
Don't know	1	0	2	2	1	1	0	1	0	1	1
NET: Agree	77	77	77	78	79	72	81	82	72	78	80
NET: Disagree	8	7	8	10	6	10	7	6	10	6	7

B4_3. Lots of people don't think about the amount of water they use (How much do you agree or disagree with the following statements?) (%)



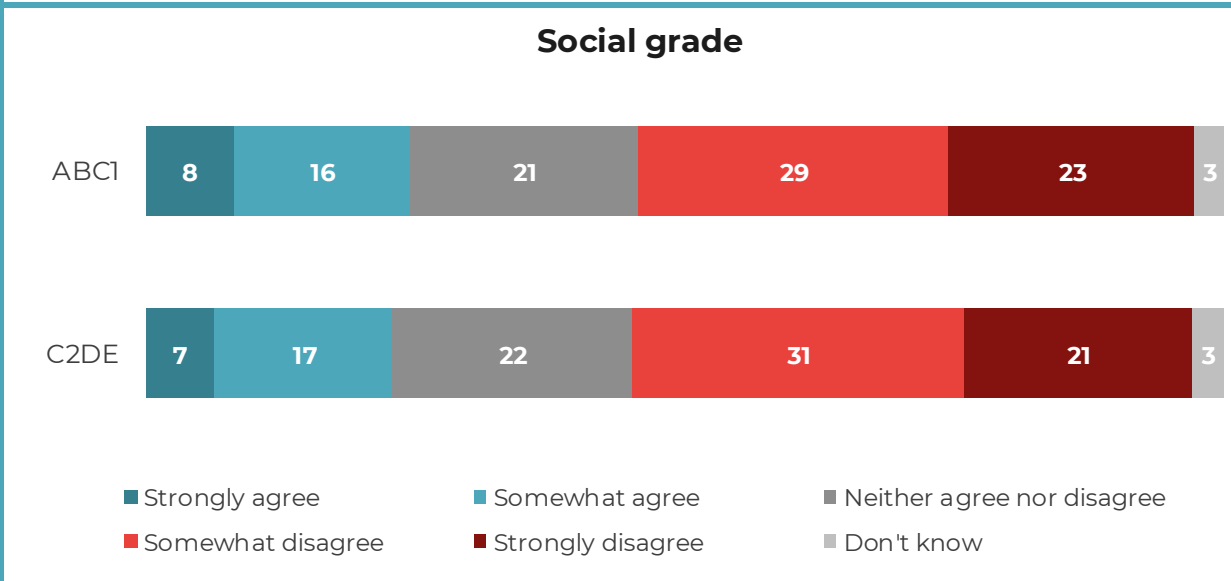
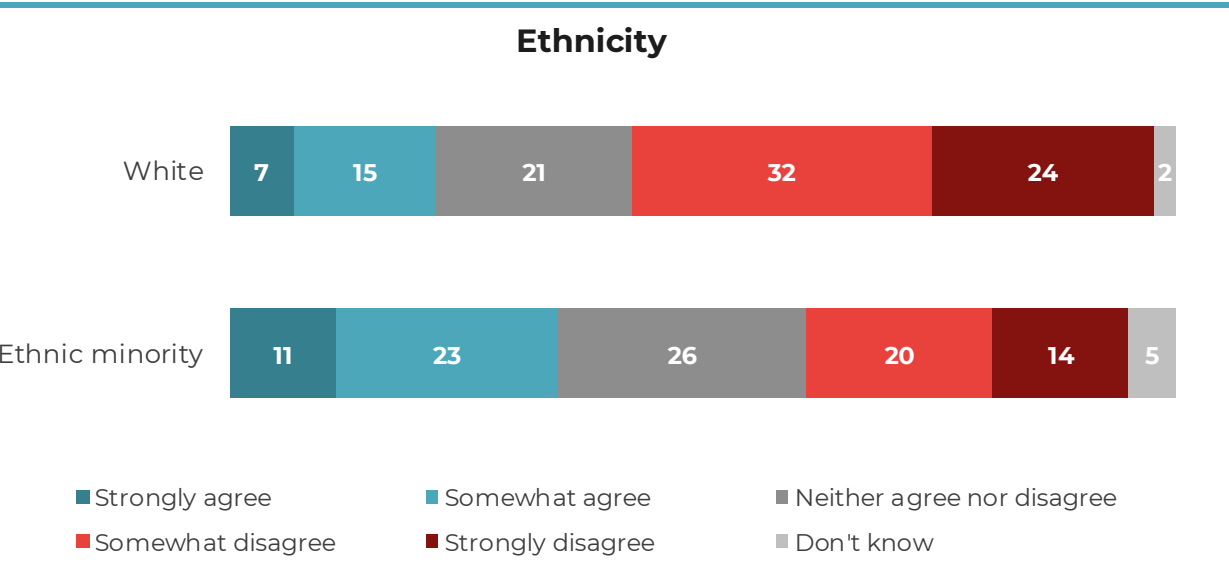
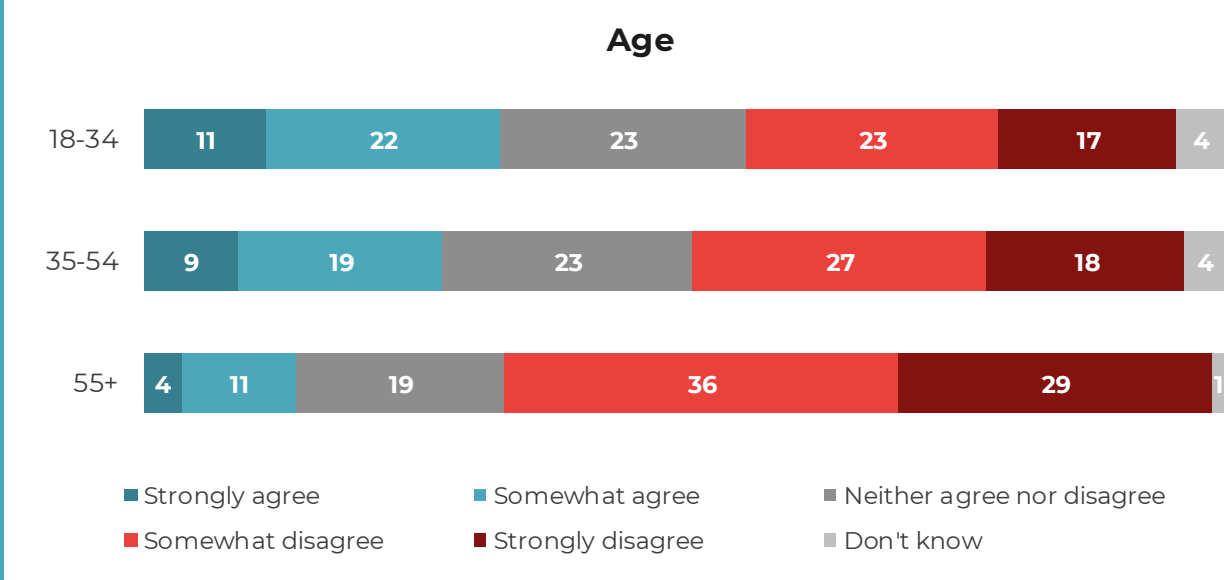
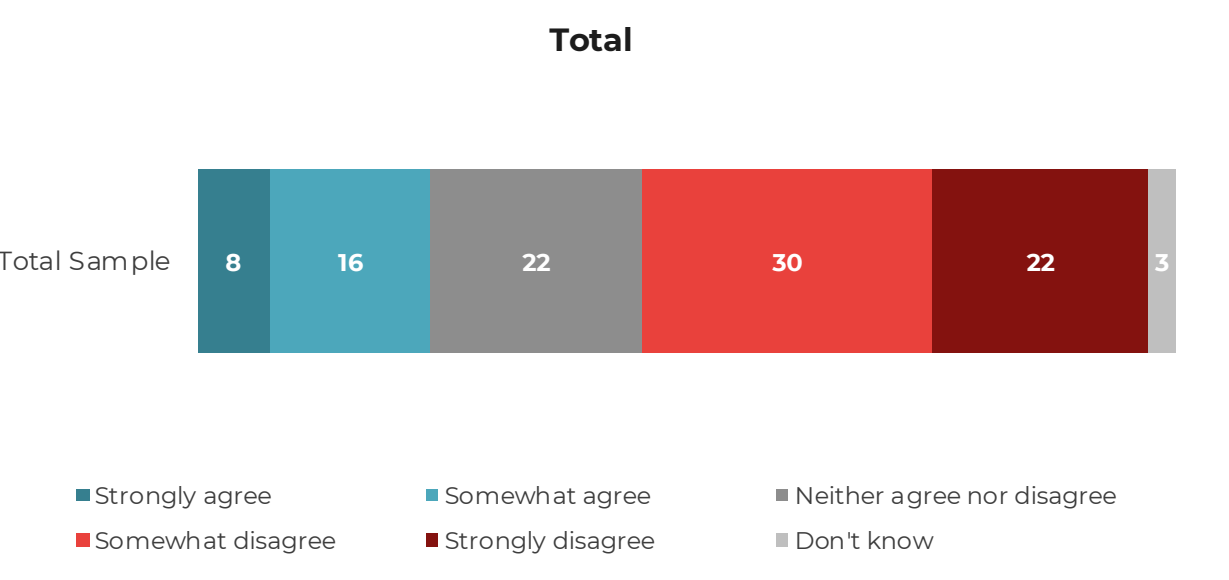
B4_3. Lots of people don't think about the amount of water they use (How much do you agree or disagree with the following statements?) (%)



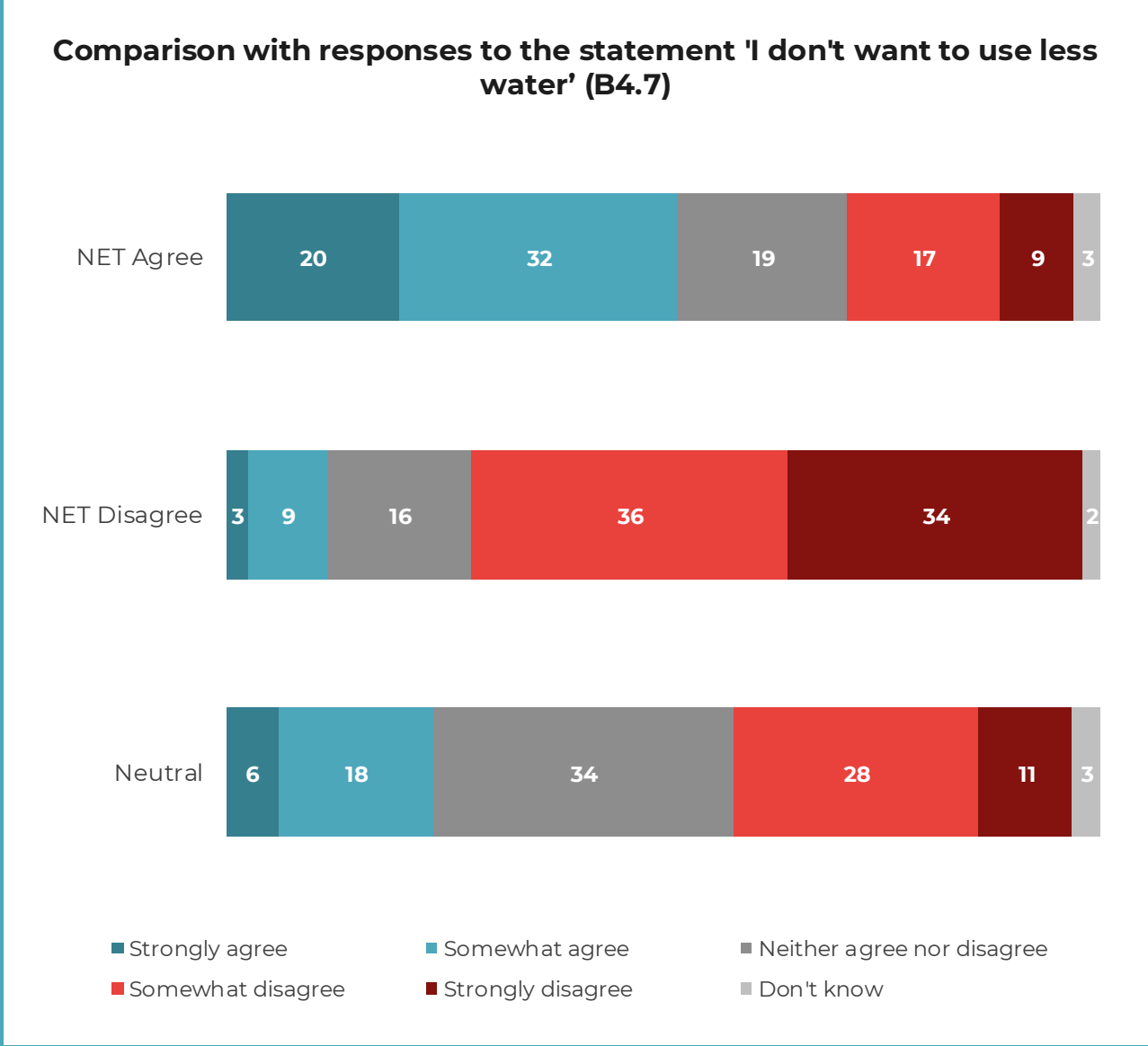
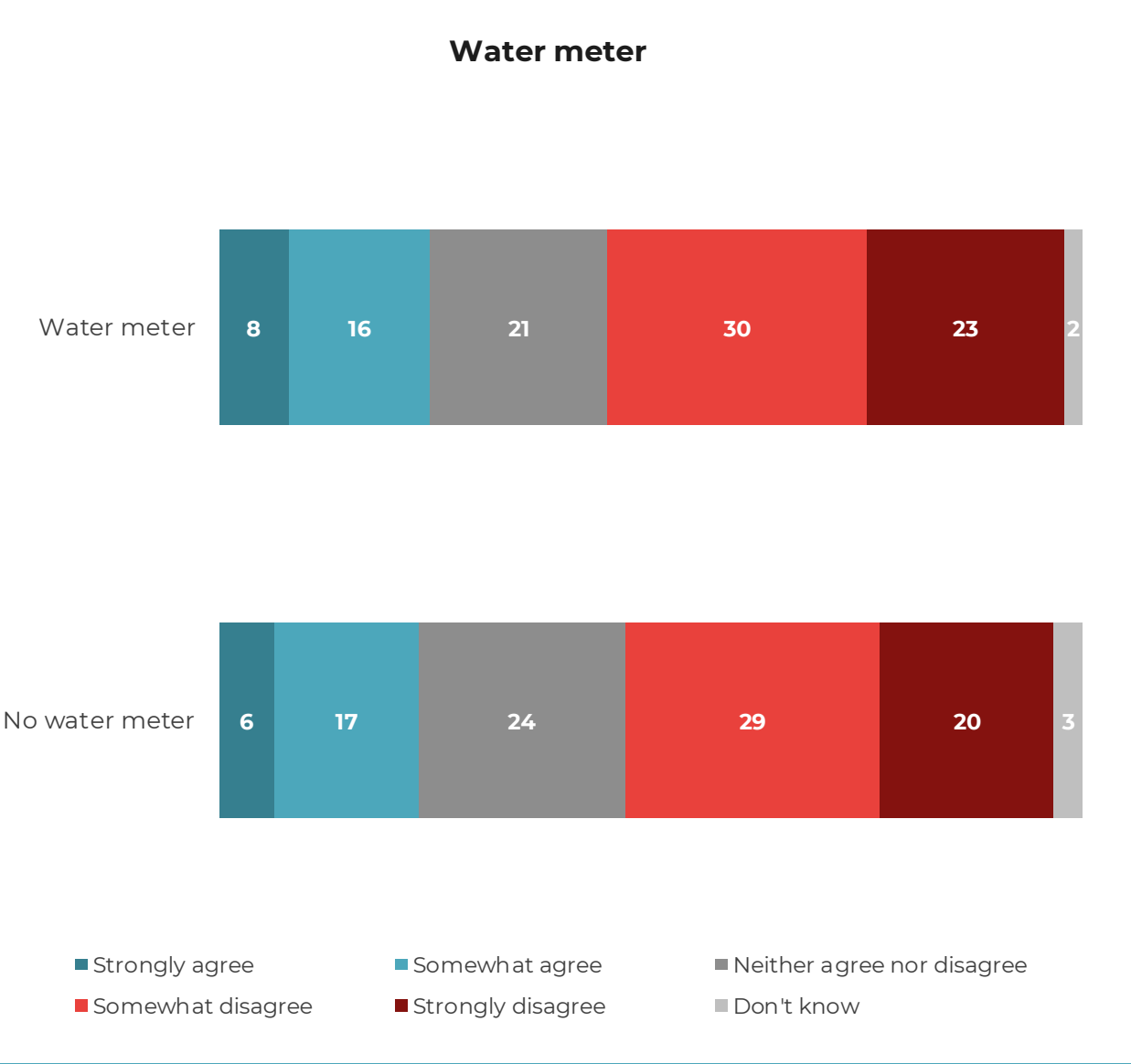
B4_3. Lots of people don't think about the amount of water they use (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	45	45	46	46	44	45	49	46	43	45	46
Somewhat agree	38	39	40	39	36	37	35	39	39	39	39
Neither agree nor disagree	9	10	7	9	13	11	8	9	11	9	7
Somewhat disagree	3	3	2	3	3	3	4	1	4	3	2
Strongly disagree	1	1	1	2	1	1	1	2	2	1	1
Don't know	3	2	3	2	3	4	3	4	1	4	5
NET: Agree	83	84	86	84	80	81	85	84	81	83	85
NET: Disagree	4	4	4	5	4	4	4	3	6	4	3

B4_4. It is often raining in England/Wales so the amount of water we use isn't a problem (How much do you agree or disagree with the following statements?) (%)



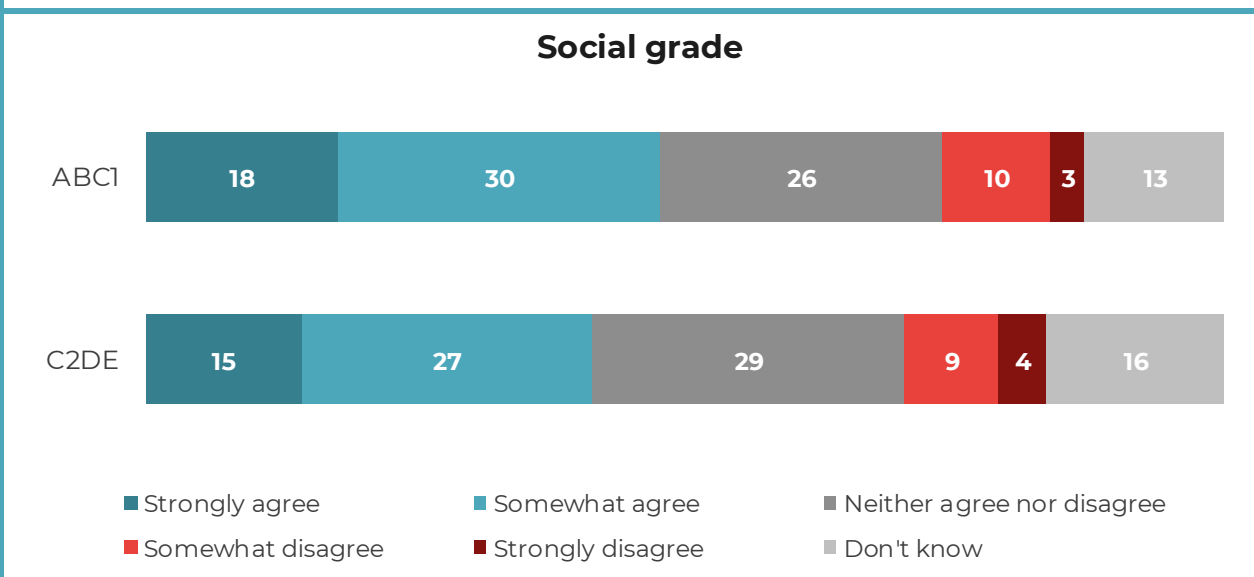
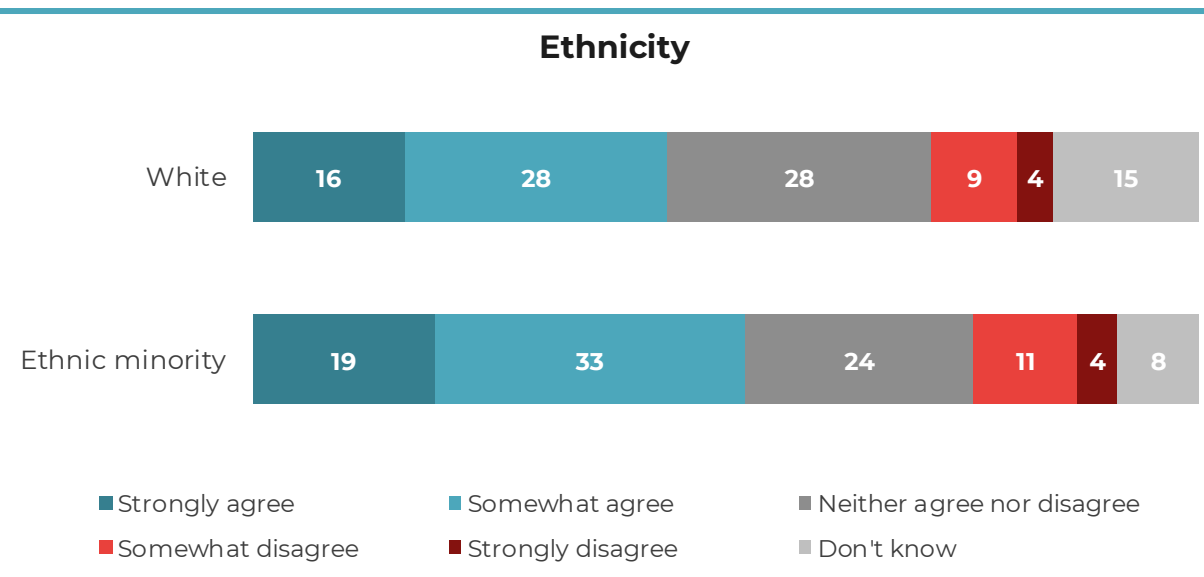
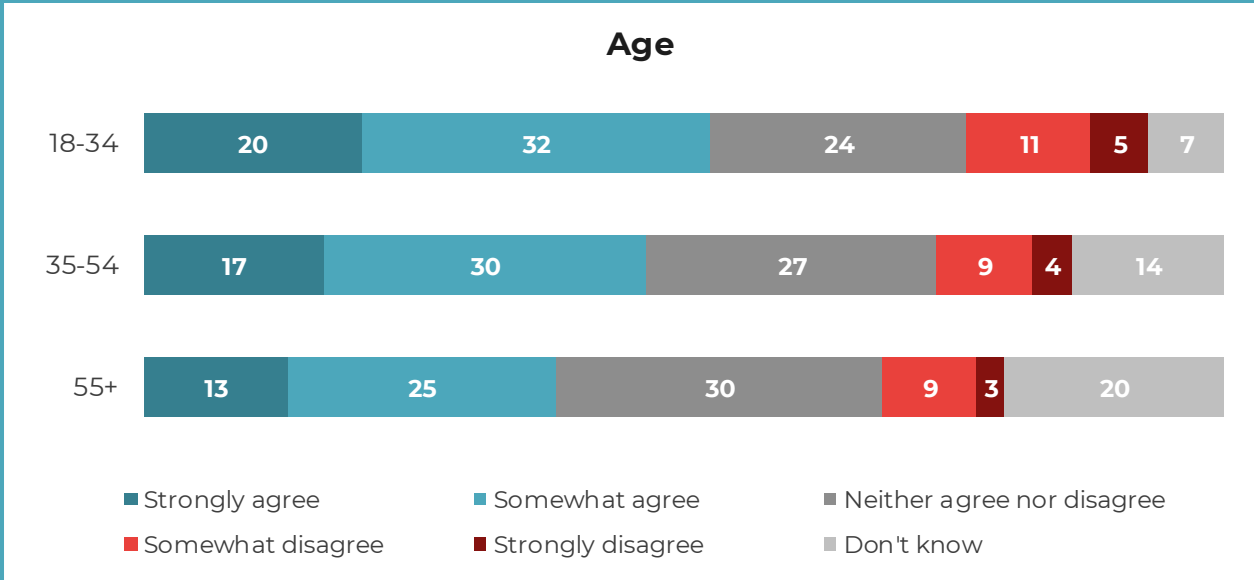
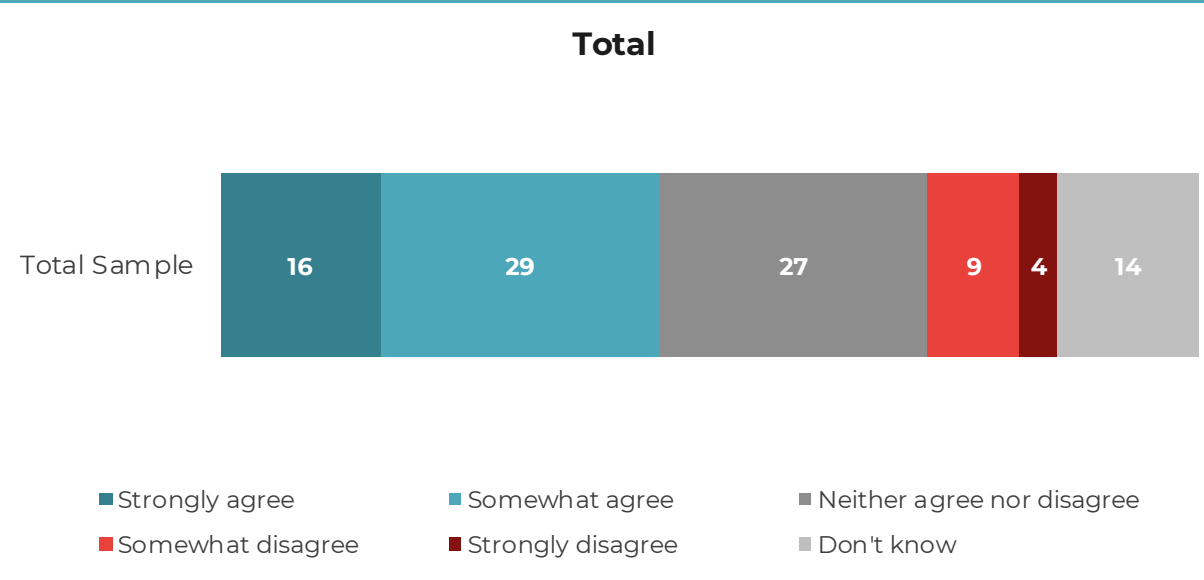
B4_4. It is often raining in England/Wales so the amount of water we use isn't a problem (How much do you agree or disagree with the following statements?) (%)



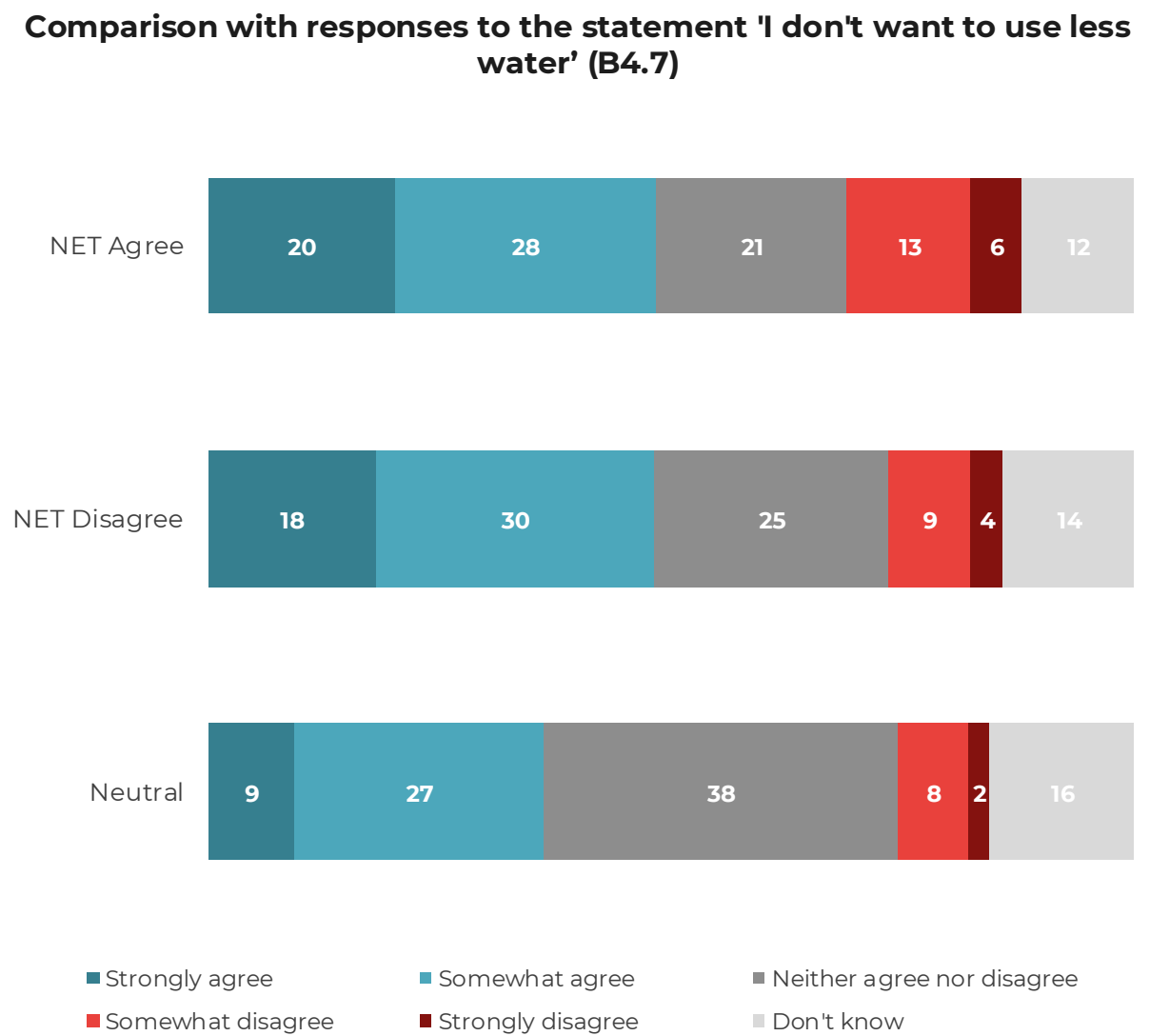
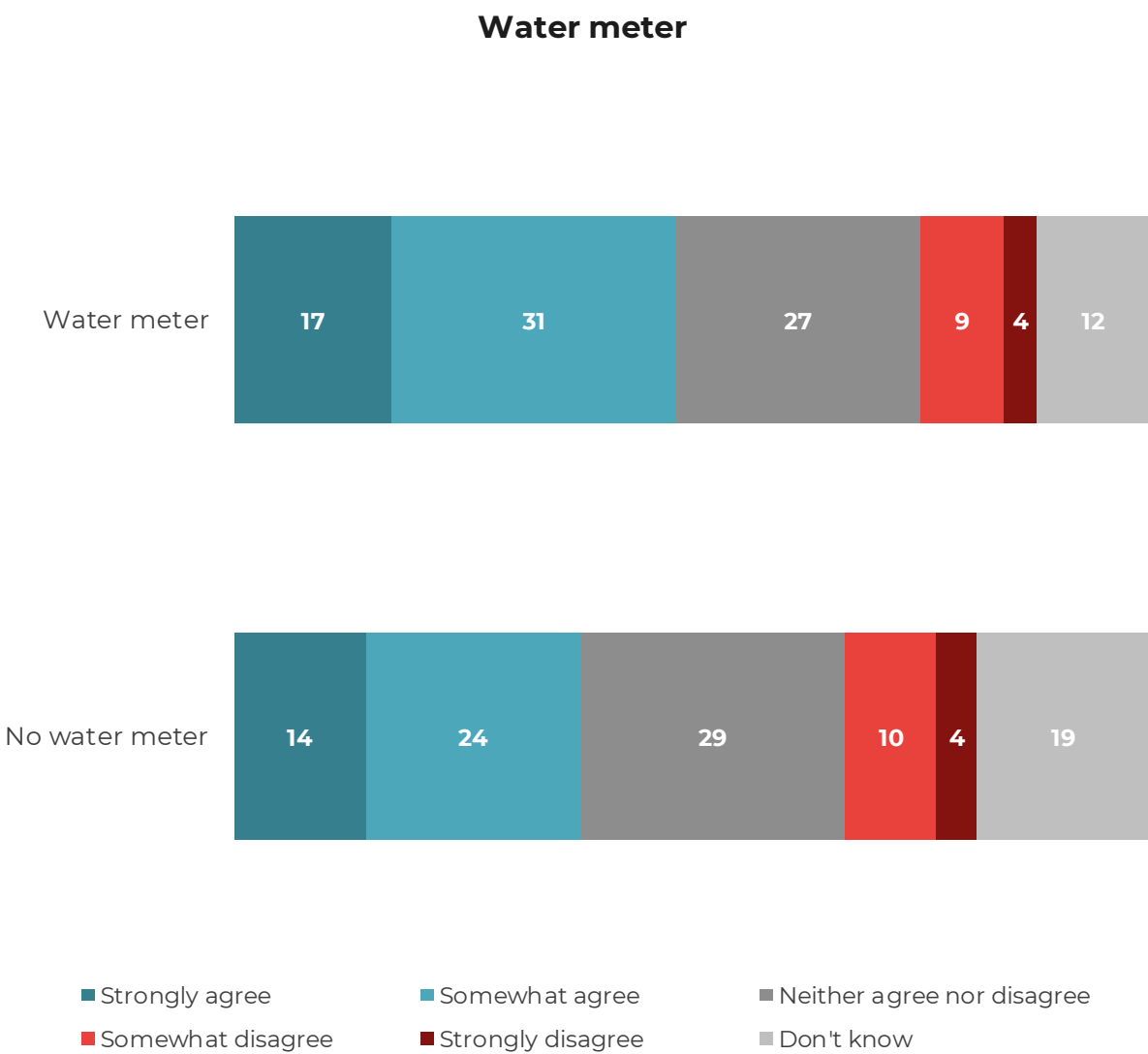
B4_4. It is often raining in England/Wales so the amount of water we use isn't a problem (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	8	3	9	9	8	8	8	6	12	4	5
Somewhat agree	16	17	20	14	13	21	17	12	21	12	15
Neither agree nor disagree	22	25	20	21	21	22	23	21	23	20	23
Somewhat disagree	30	34	28	32	31	29	25	35	22	33	30
Strongly disagree	22	21	20	21	23	17	23	23	19	28	24
Don't know	3	0	3	3	3	3	2	4	2	3	3
NET: Agree	24	20	28	22	22	30	25	17	33	16	20
NET: Disagree	52	55	48	53	54	46	49	58	41	61	54

B4_5. People I know use too much water (How much do you agree or disagree with the following statements?) (%)



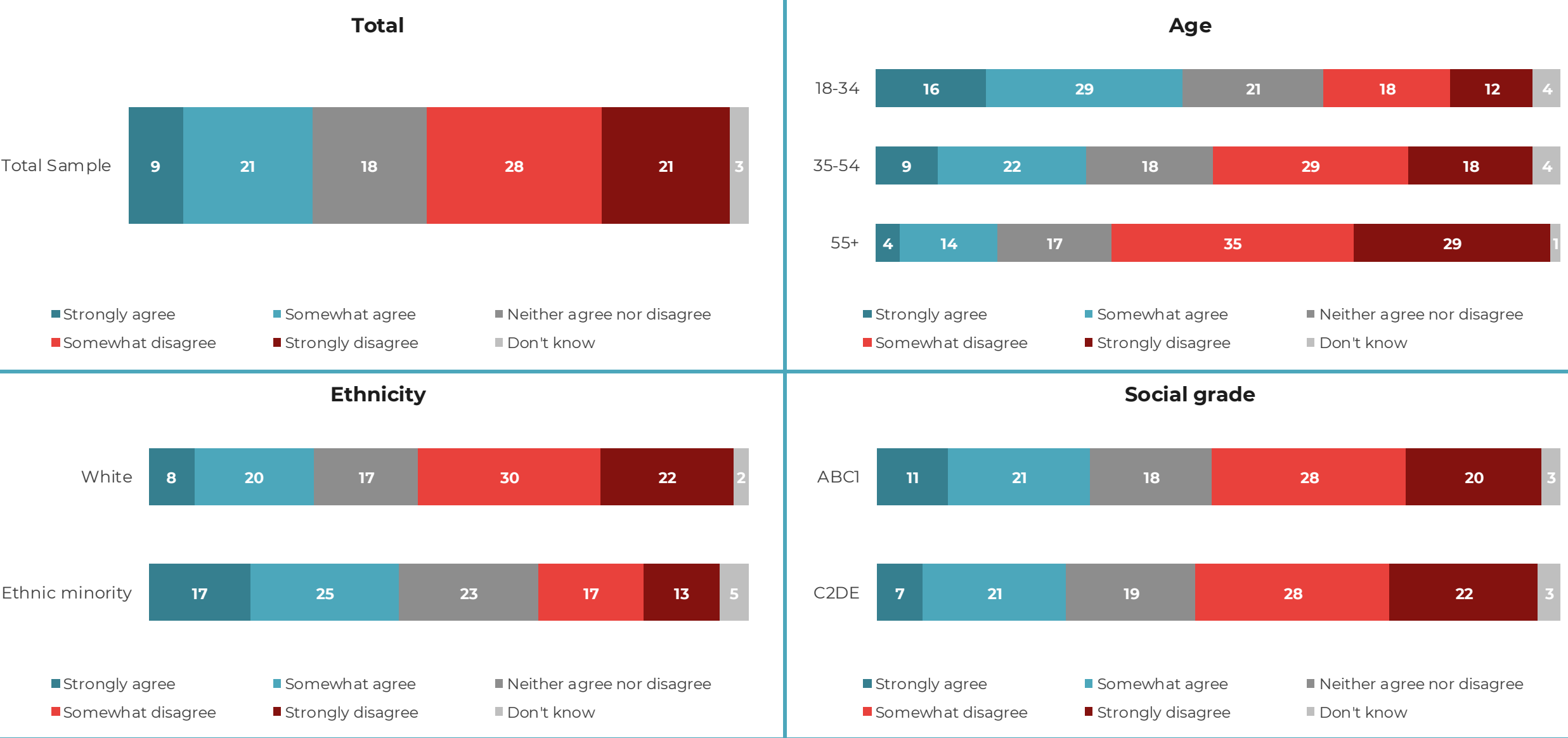
B4_5. People I know use too much water (How much do you agree or disagree with the following statements?) (%)



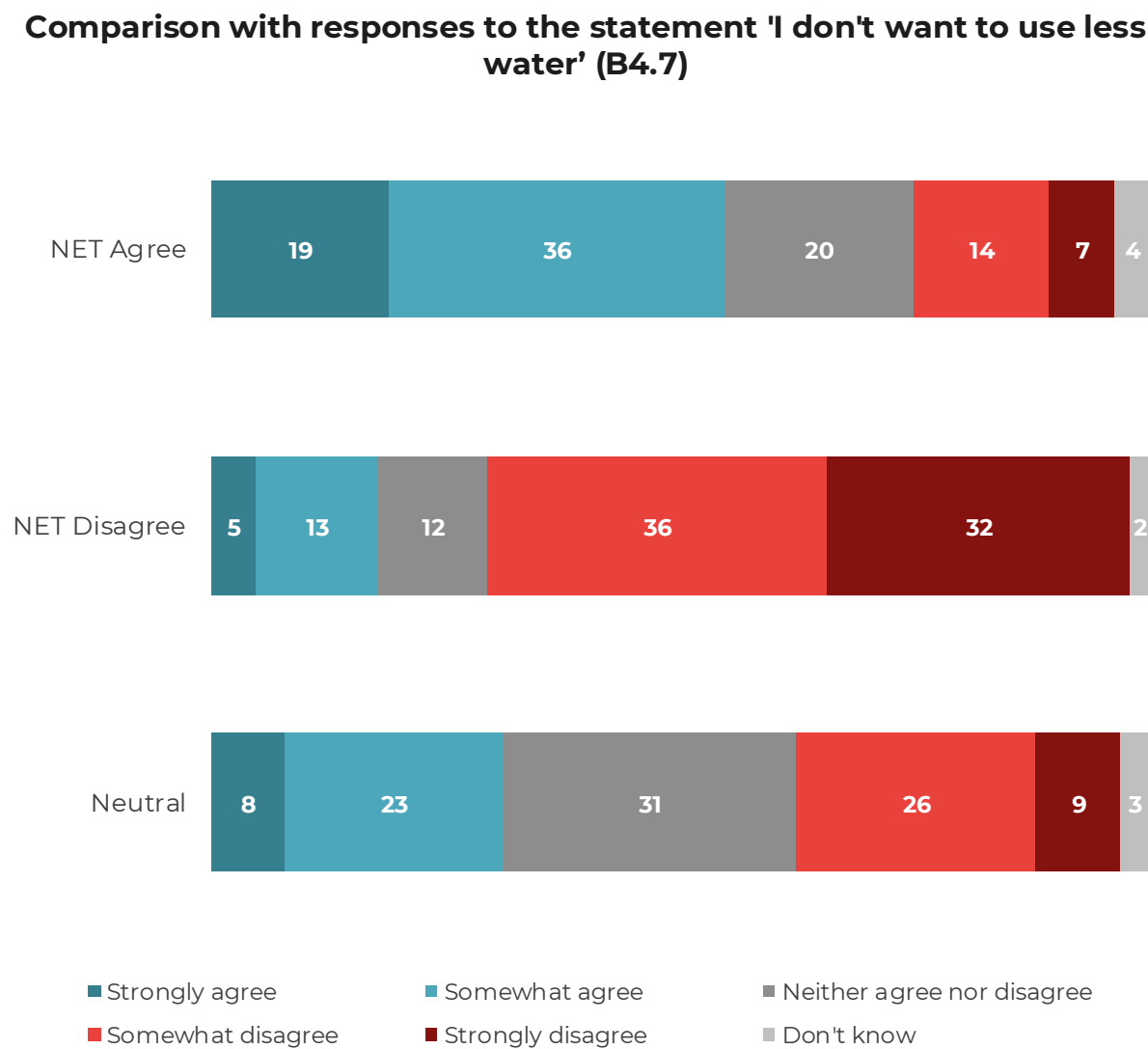
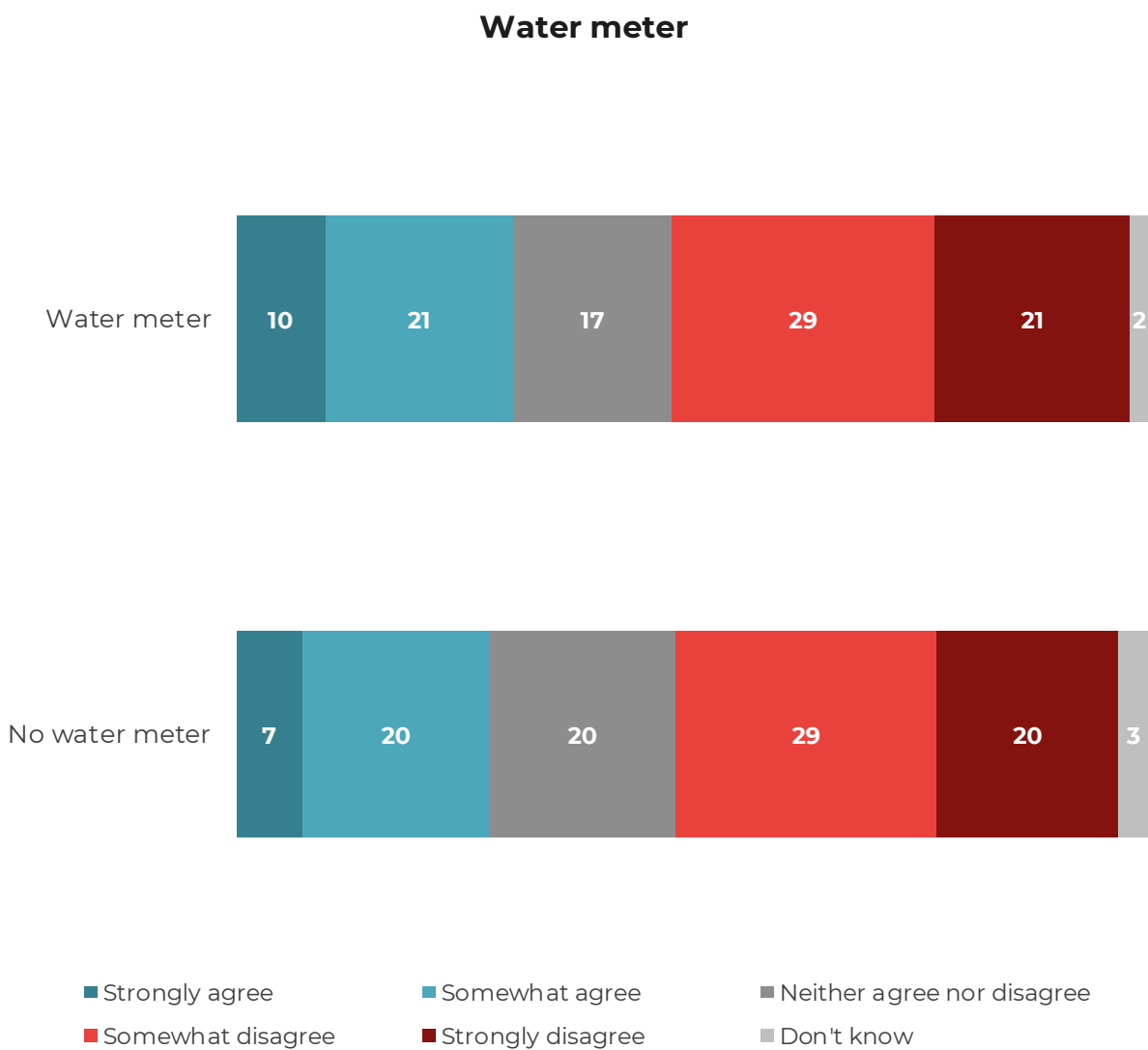
B4_5. People I know use too much water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	16	12	16	16	18	15	20	18	16	15	18
Somewhat agree	29	30	29	28	28	26	24	26	31	30	29
Neither agree nor disagree	27	32	28	23	29	29	24	31	27	27	26
Somewhat disagree	9	8	8	12	10	10	10	7	11	10	7
Strongly disagree	4	4	5	5	3	5	4	3	3	3	4
Don't know	14	14	15	15	12	16	18	15	11	15	16
NET: Agree	45	43	45	45	46	41	44	44	47	45	48
NET: Disagree	13	11	12	17	12	15	14	10	15	13	11

B4_6. Using less water is only an issue in the summer, when it's hotter/drier (How much do you agree or disagree with the following statements?) (%)



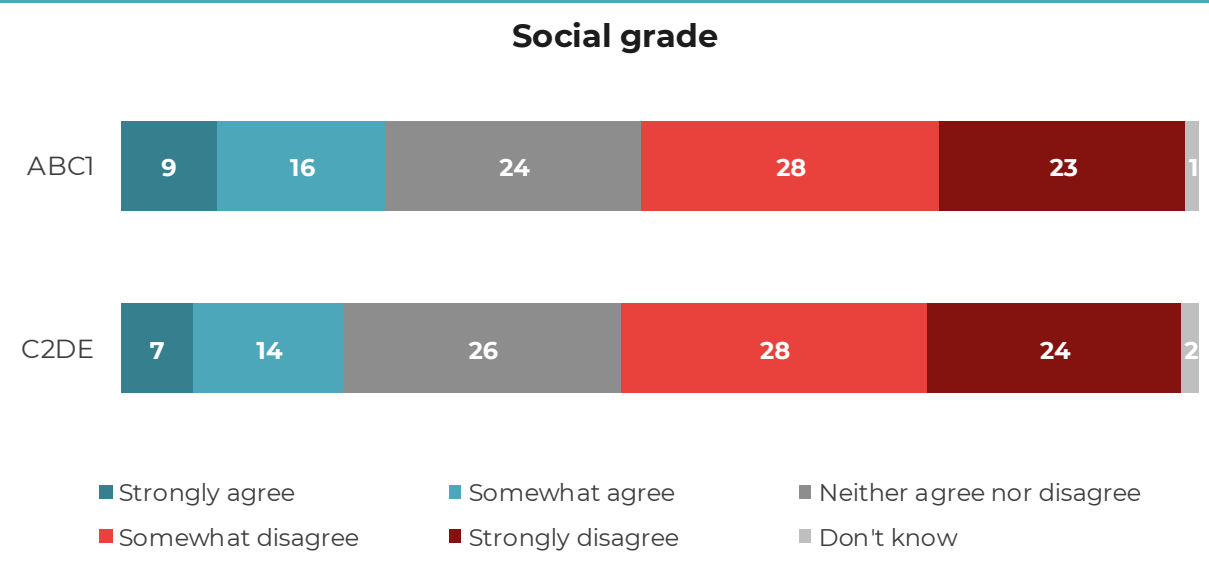
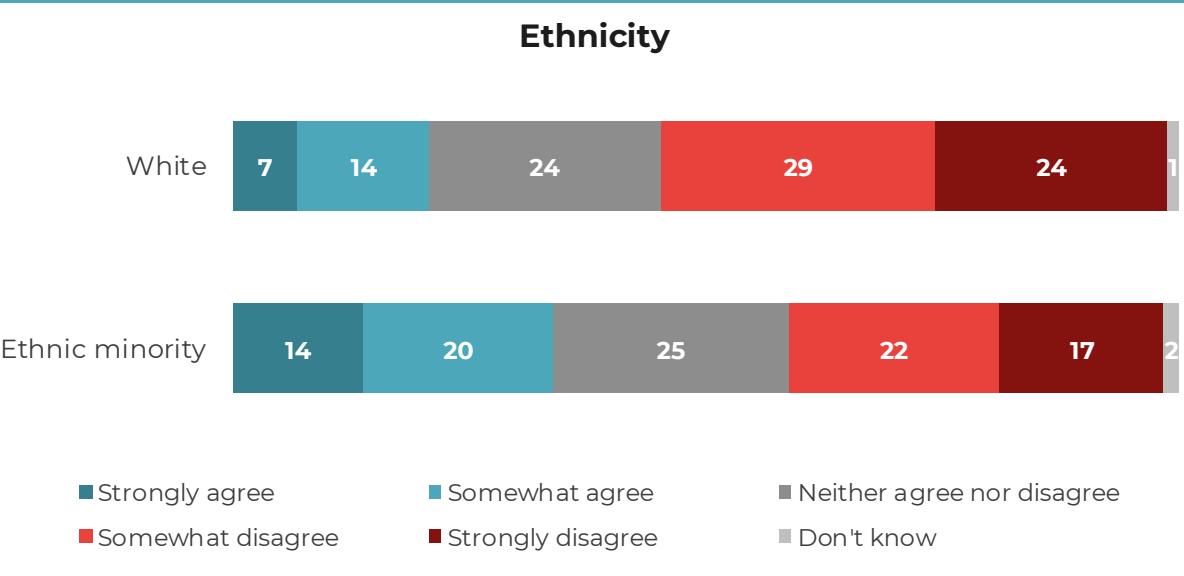
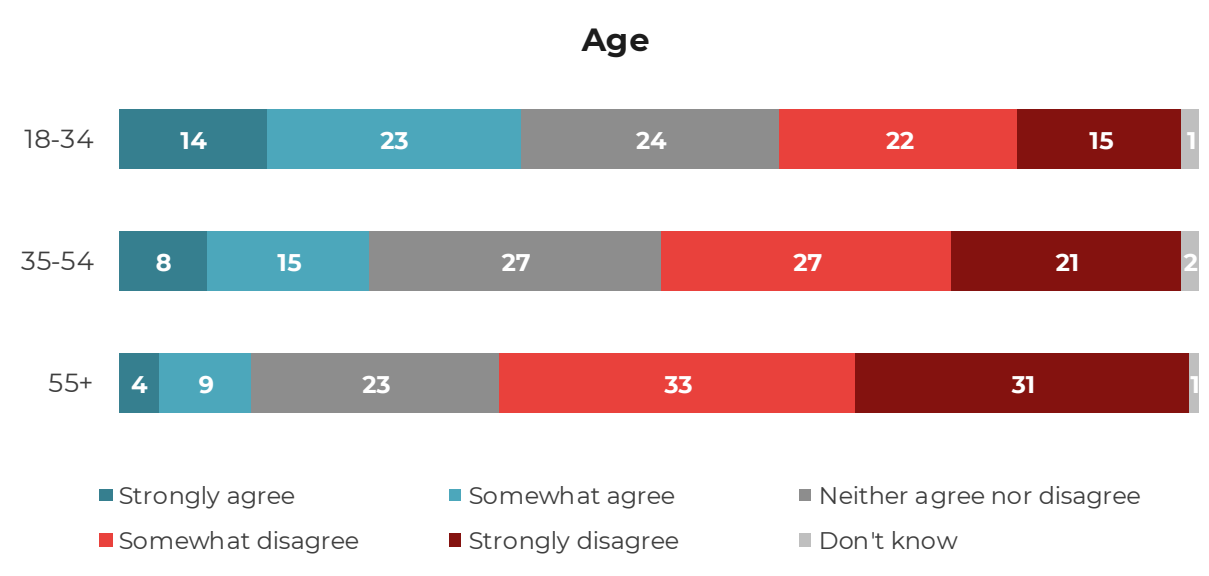
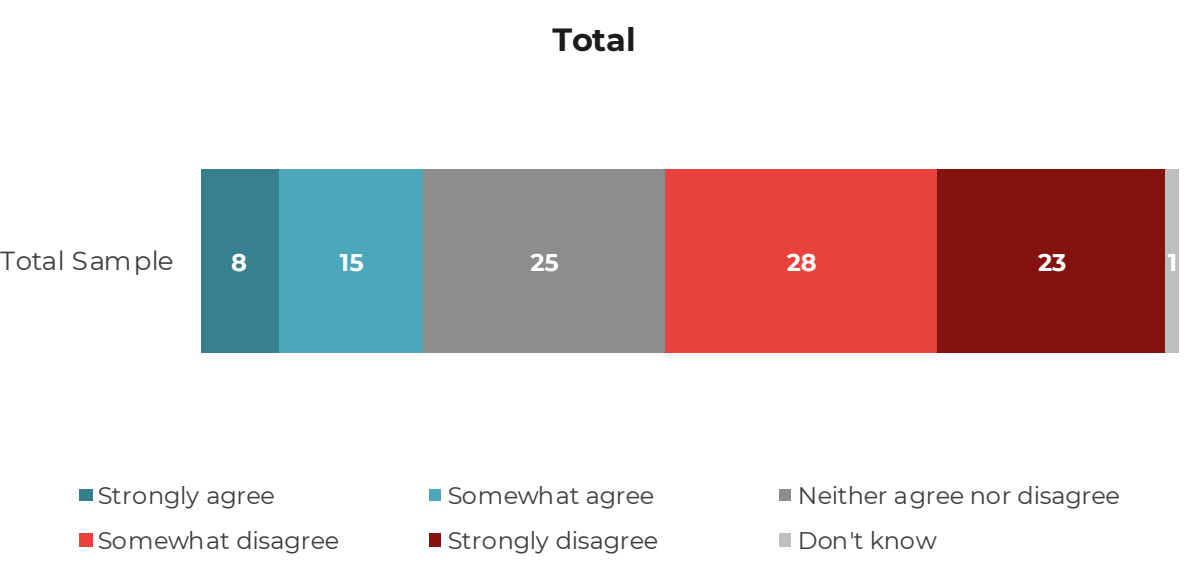
B4_6. Using less water is only an issue in the summer, when it's hotter/drier (How much do you agree or disagree with the following statements?) (%)



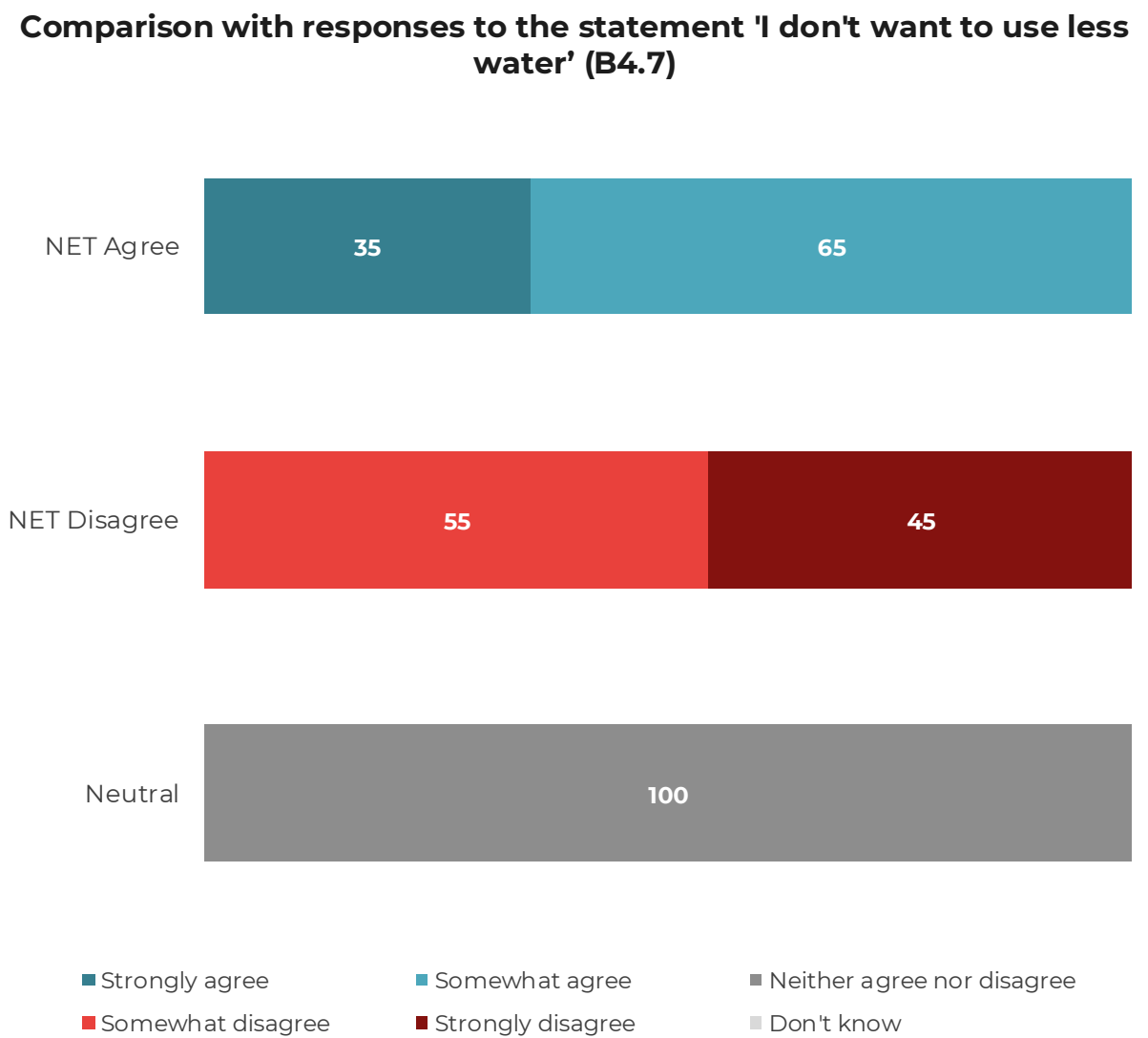
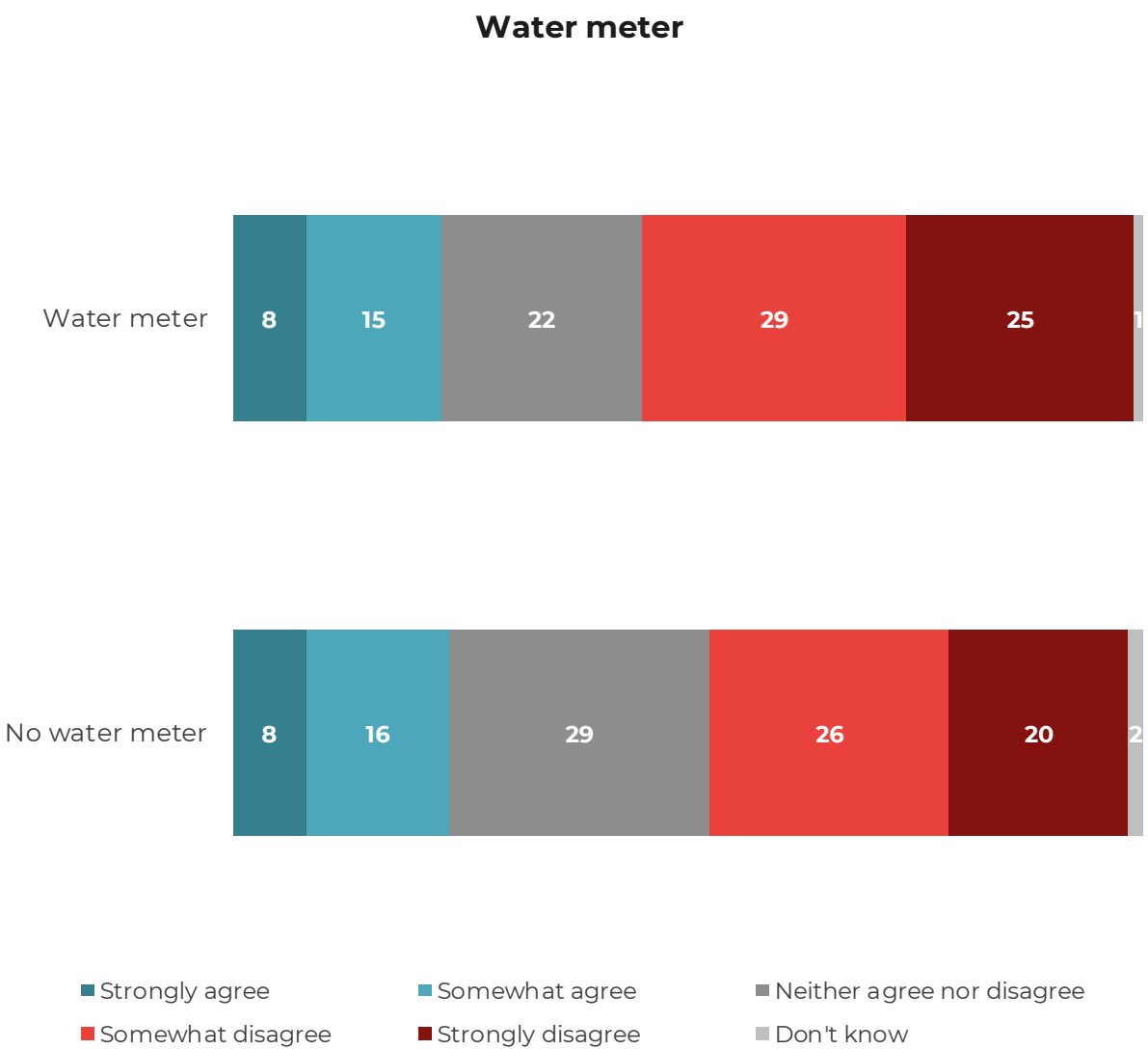
B4_6. Using less water is only an issue in the summer, when it's hotter/drier (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	9	4	10	8	9	8	8	6	15	6	10
Somewhat agree	21	23	20	18	19	22	19	17	26	21	19
Neither agree nor disagree	18	18	17	17	18	21	17	19	20	18	17
Somewhat disagree	28	31	31	31	30	28	28	34	21	27	28
Strongly disagree	21	22	20	21	21	16	26	21	14	26	23
Don't know	3	2	2	4	3	4	2	3	3	3	2
NET: Agree	30	27	30	26	27	30	27	24	41	26	29
NET: Disagree	49	53	50	52	51	45	54	55	35	53	52

B4_7. I don't want to use less water (How much do you agree or disagree with the following statements?) (%)



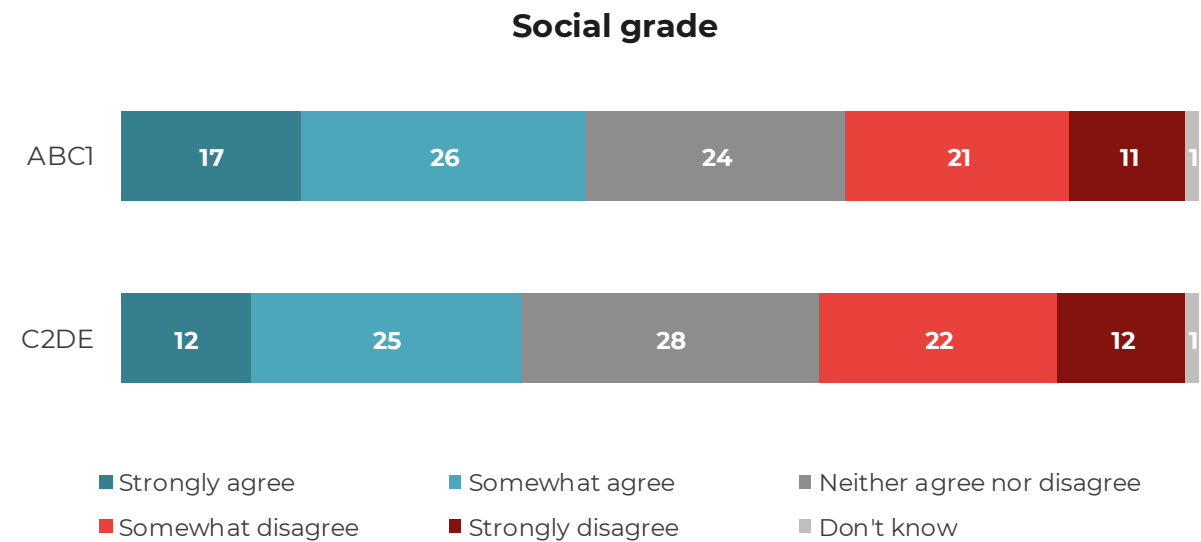
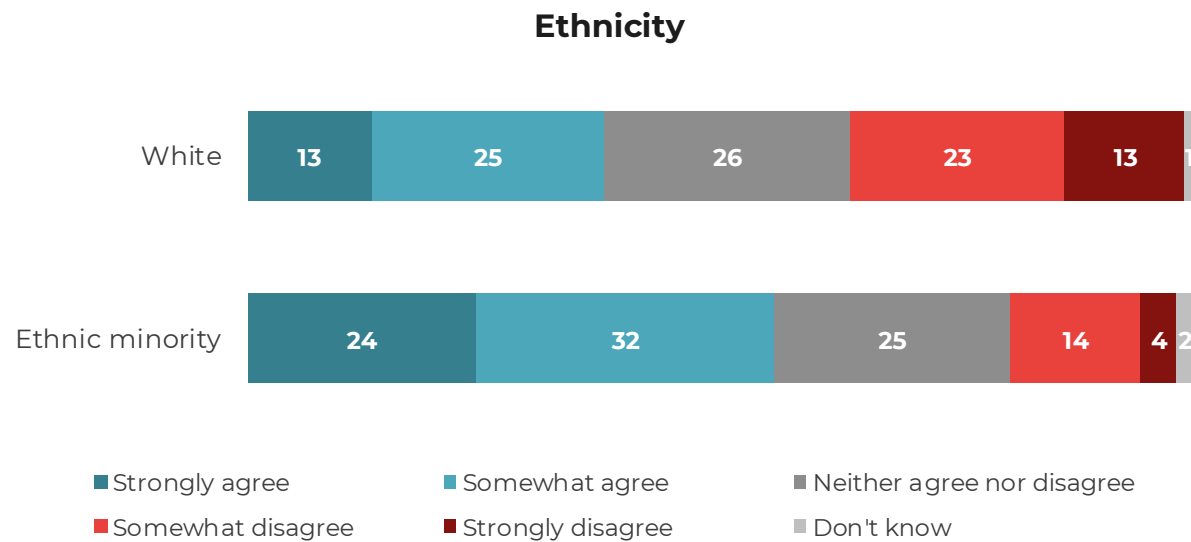
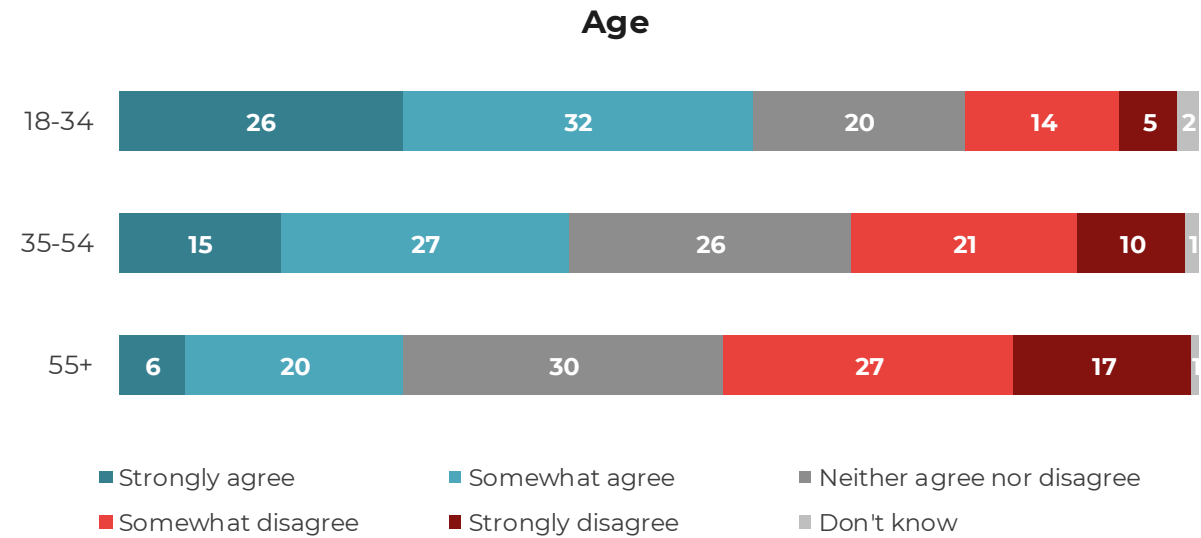
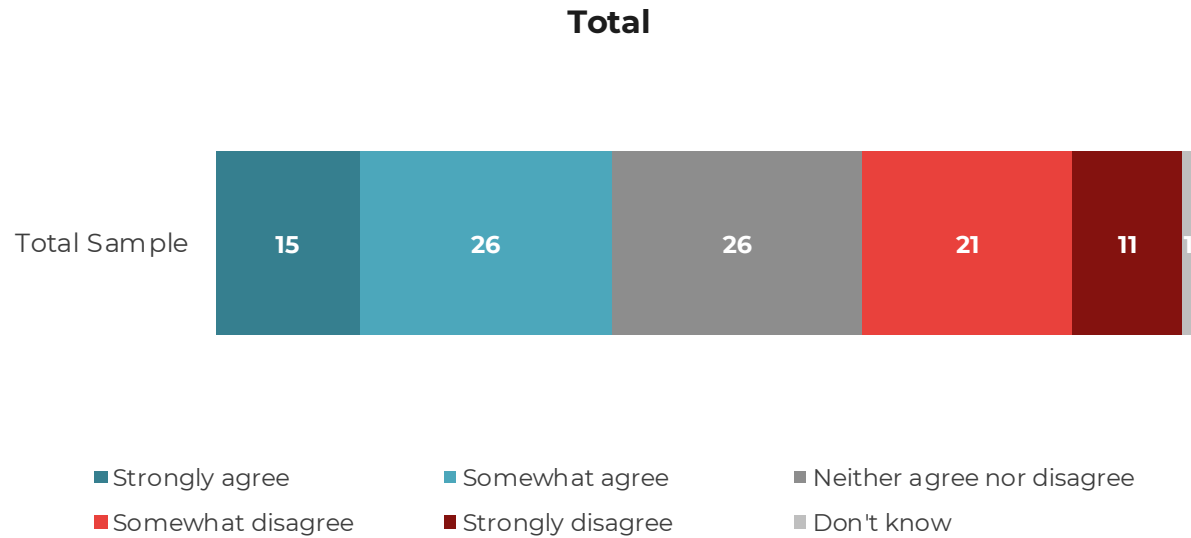
B4_7. I don't want to use less water (How much do you agree or disagree with the following statements?) (%)



B4_7. I don't want to use less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	8	6	9	9	7	10	7	8	11	5	7
Somewhat agree	15	18	15	14	13	17	11	13	20	12	13
Neither agree nor disagree	25	23	25	23	23	26	23	22	26	26	26
Somewhat disagree	28	30	30	25	31	27	29	31	26	27	26
Strongly disagree	23	23	19	29	26	19	28	25	16	28	27
Don't know	1	1	2	1	1	1	2	1	1	2	1
NET: Agree	23	23	24	23	19	27	18	21	31	17	20
NET: Disagree	51	53	49	54	57	46	57	56	42	55	53

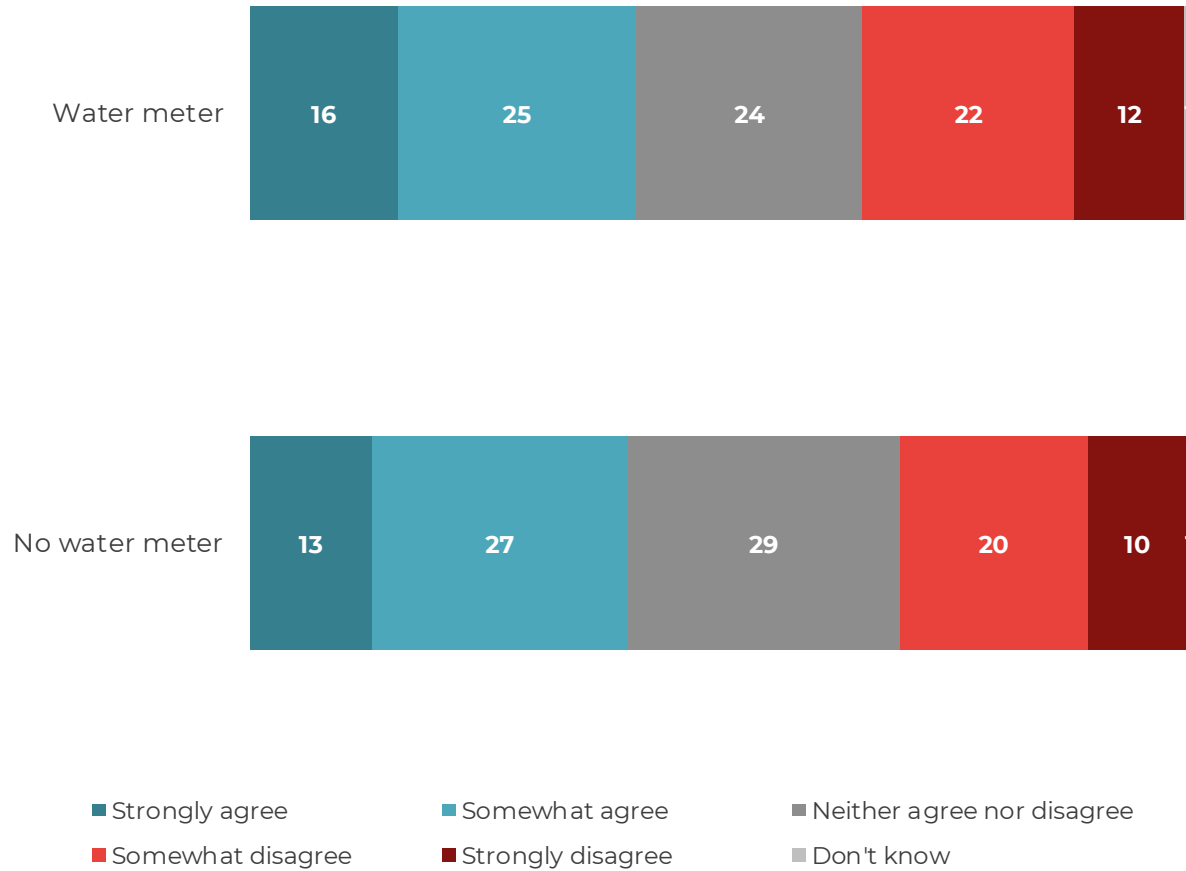
B4_8. I enjoy things that need water i. baths, watering the garden, and I am not willing to give them up (How much do you agree or disagree with the following statements?) (%)



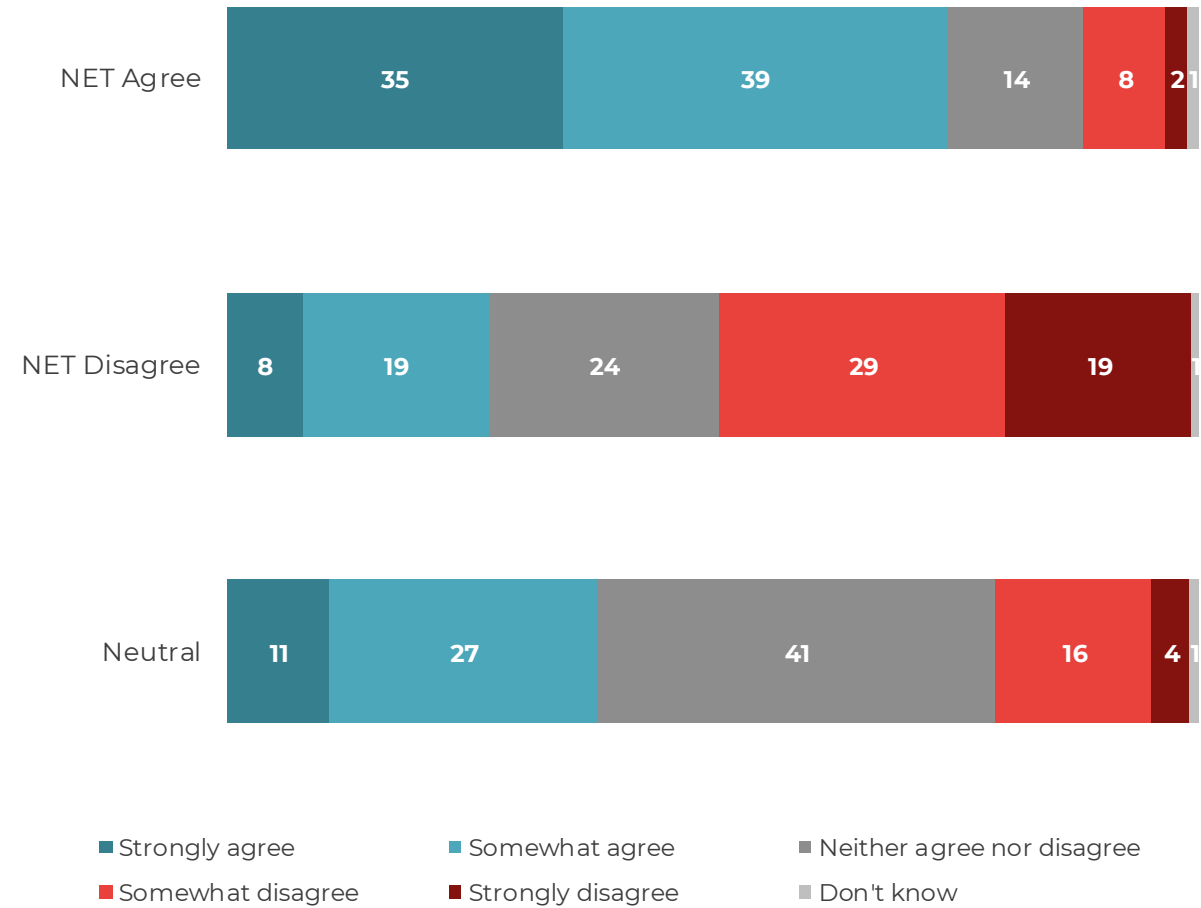
Note: For this question, our regression analysis revealed that the variables of age and ethnicity are both significant, when controlling for one another

B4_8. I enjoy things that need water i. baths, watering the garden, and I am not willing to give them up (How much do you agree or disagree with the following statements?) (%)

Water meter



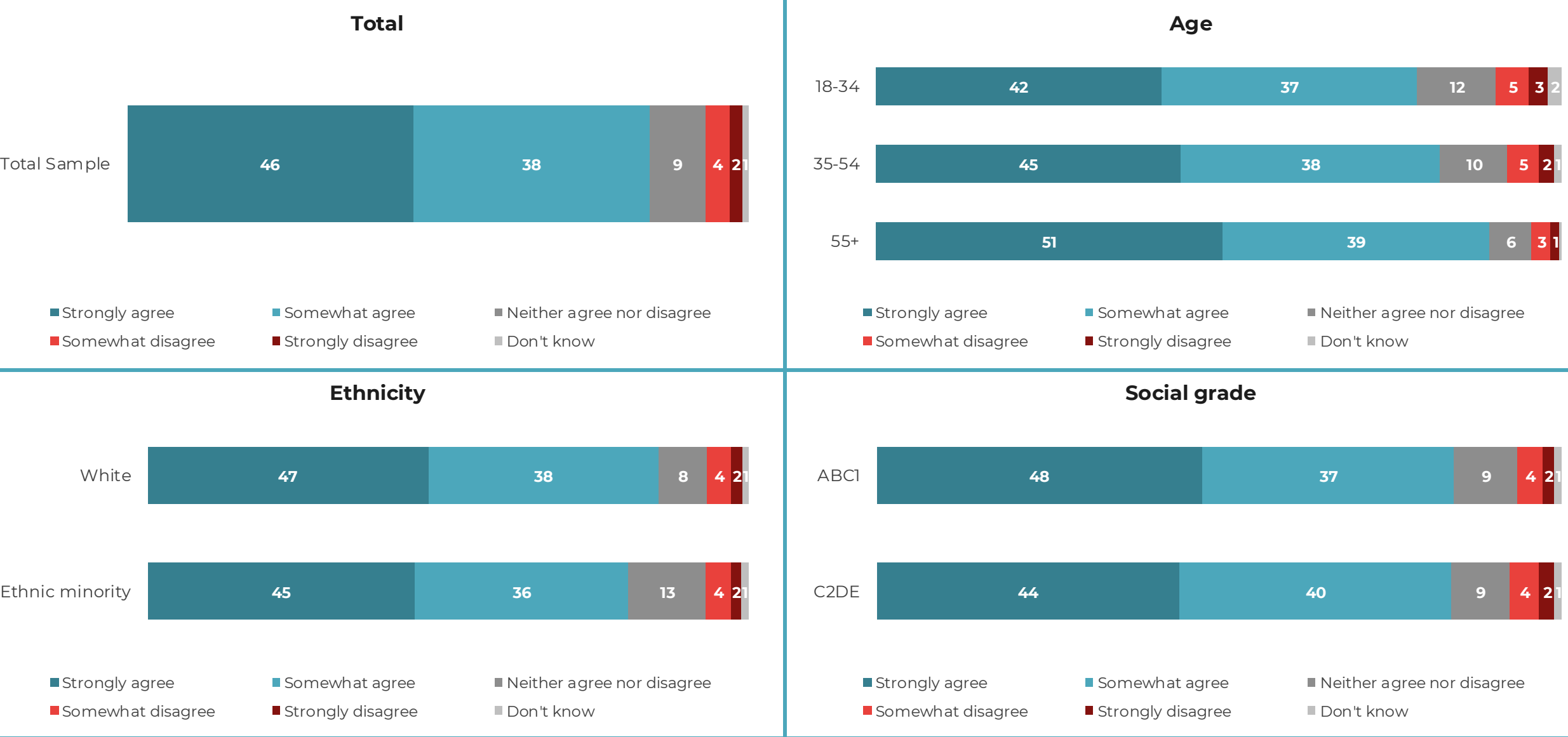
Comparison with responses to the statement 'I don't want to use less water' (B4.7)



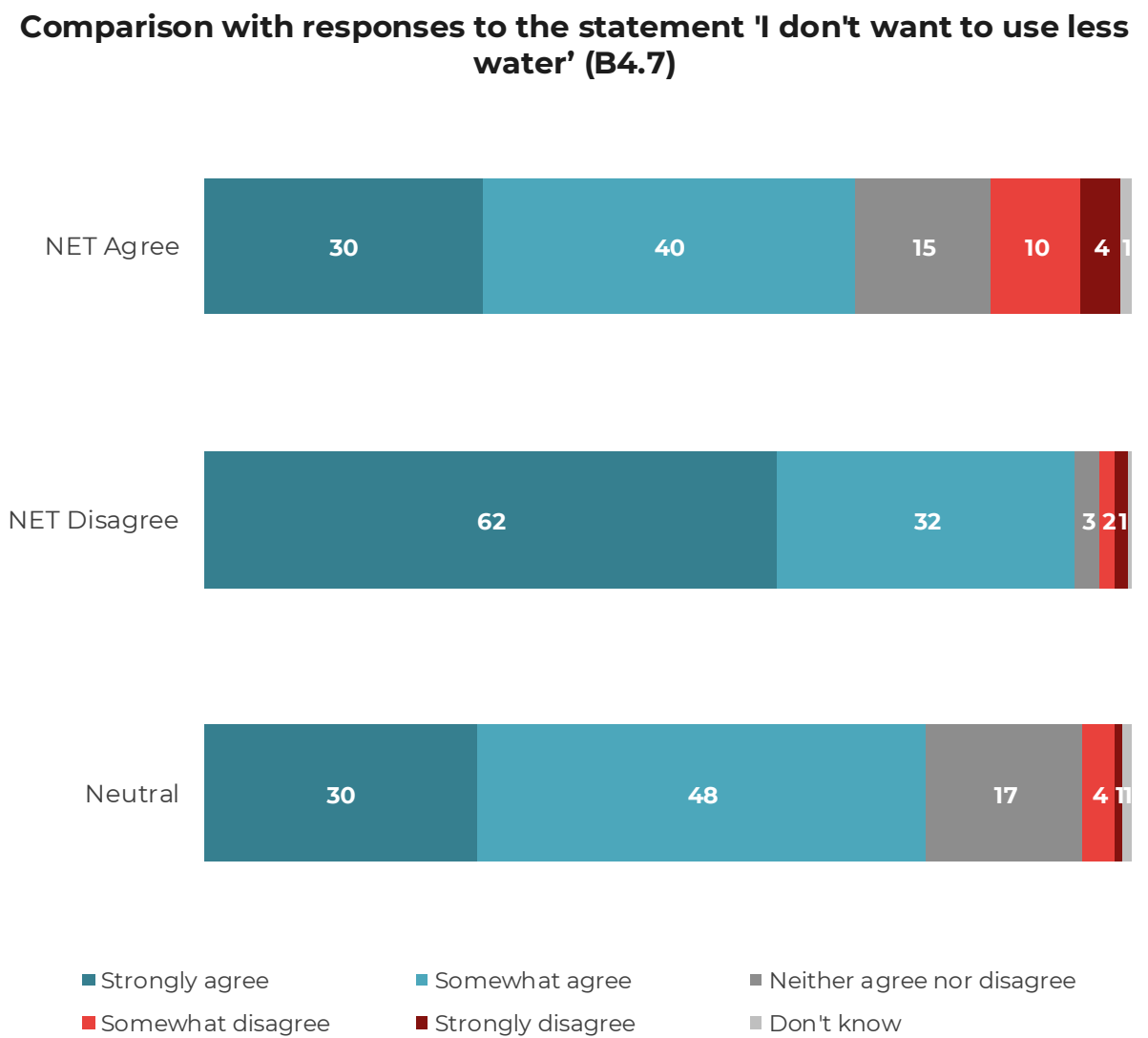
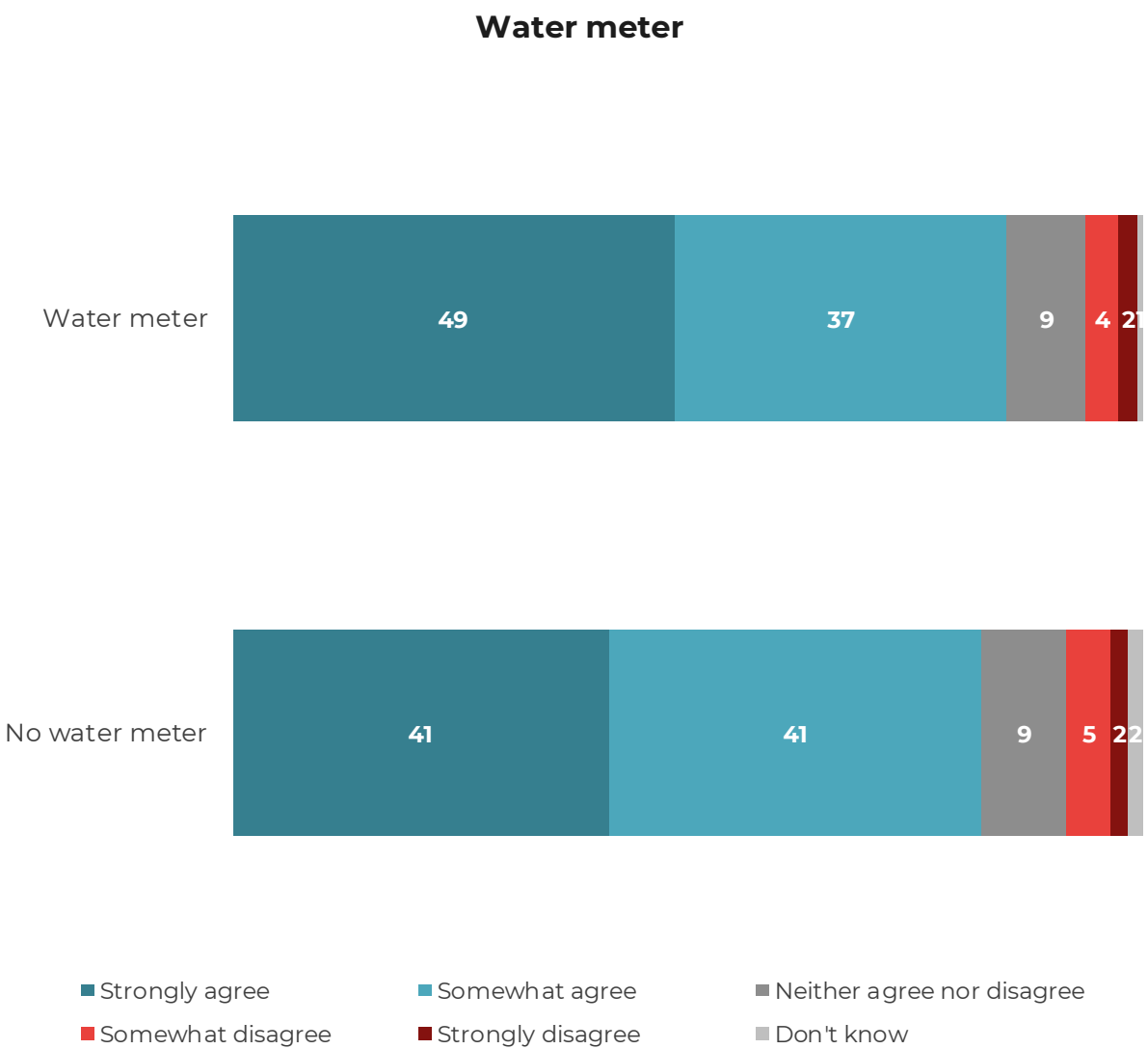
B4_8. I enjoy things that need water i. baths, watering the garden, and I am not willing to give them up (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	15	13	16	13	15	15	15	10	24	10	14
Somewhat agree	26	27	23	23	22	29	25	23	32	26	23
Neither agree nor disagree	26	27	27	23	28	26	23	27	22	28	27
Somewhat disagree	21	20	21	23	22	19	22	27	16	24	21
Strongly disagree	11	13	11	18	12	9	14	13	5	12	12
Don't know	1	1	2	1	1	1	1	0	1	1	2
NET: Agree	41	40	39	36	37	44	40	33	56	35	37
NET: Disagree	33	32	33	41	34	28	36	40	21	36	33

B4_9. I understand why it's important to use less water (How much do you agree or disagree with the following statements?) (%)



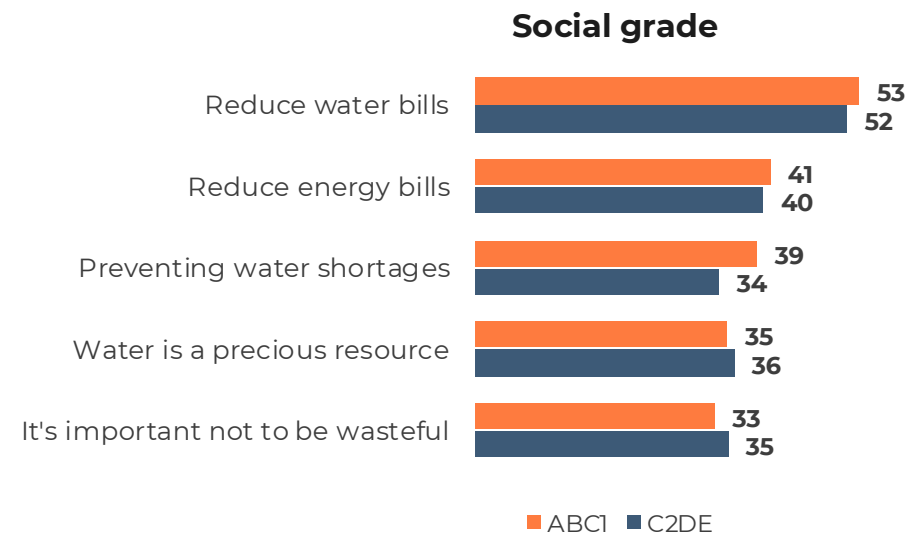
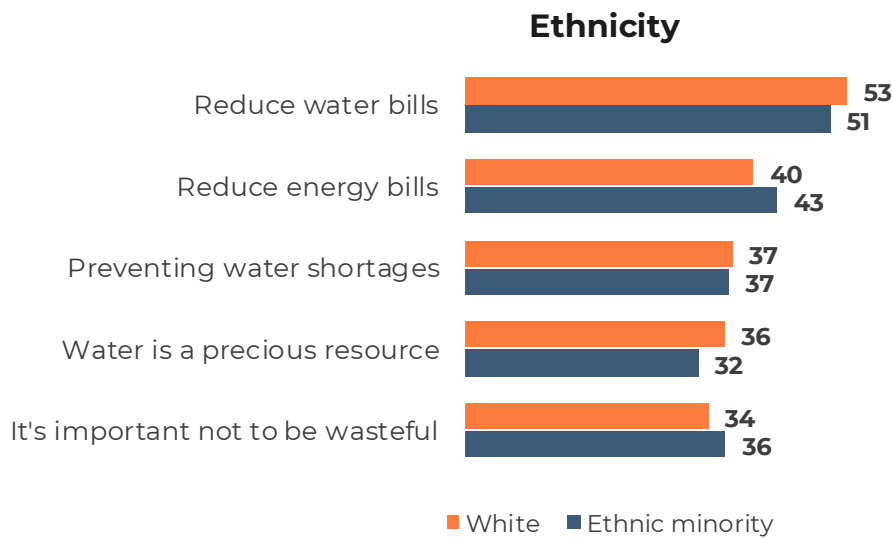
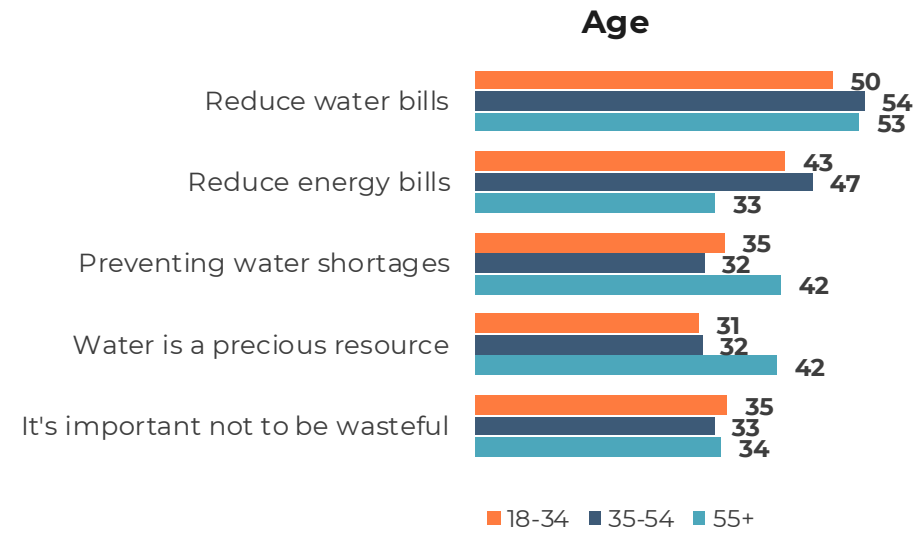
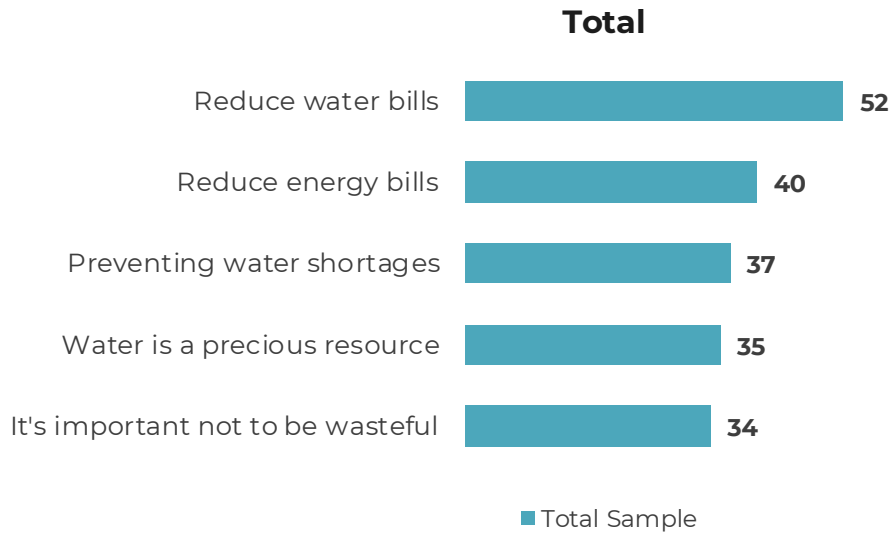
B4_9. I understand why it's important to use less water (How much do you agree or disagree with the following statements?) (%)



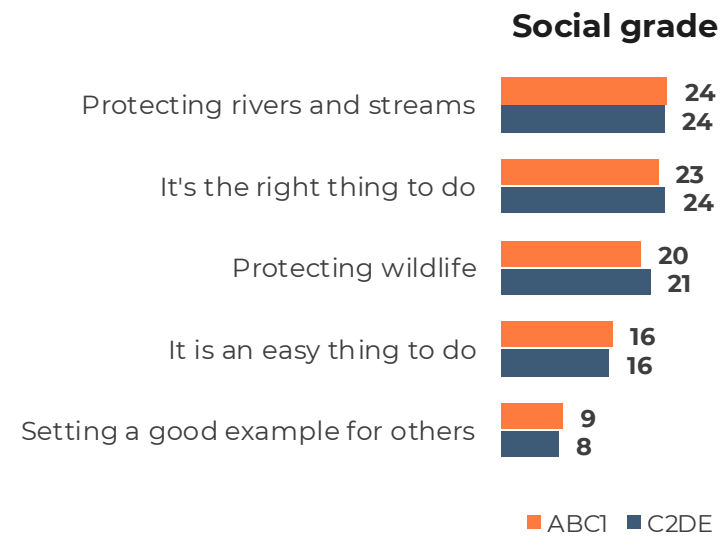
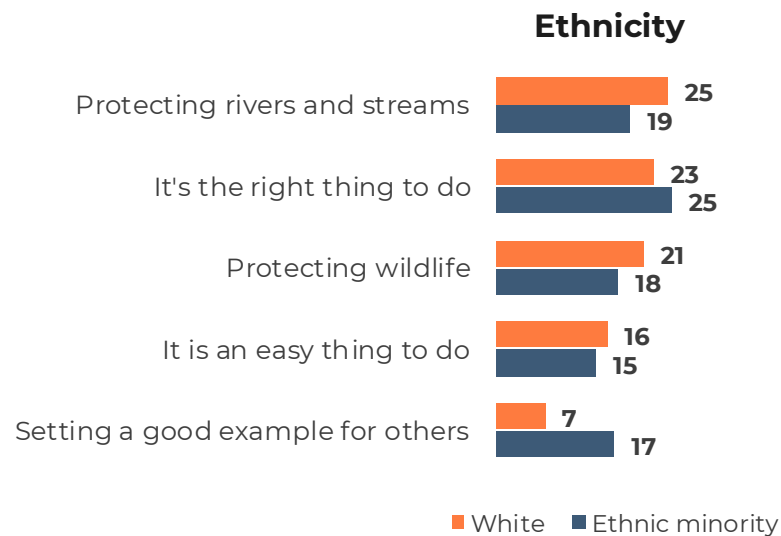
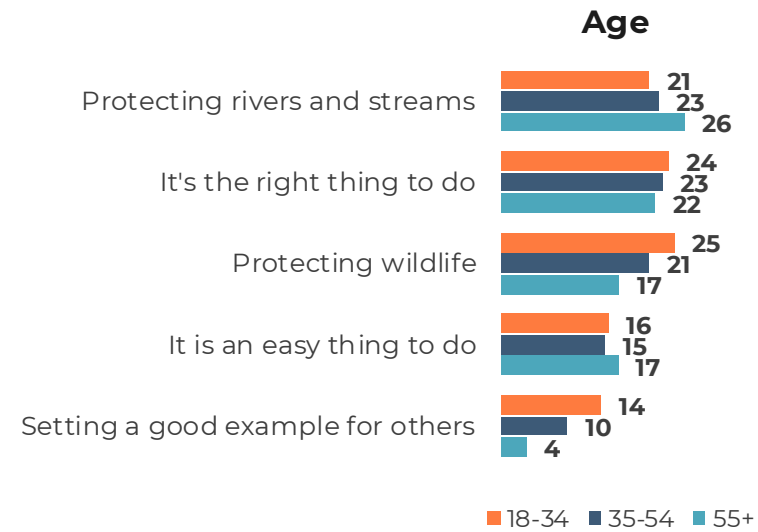
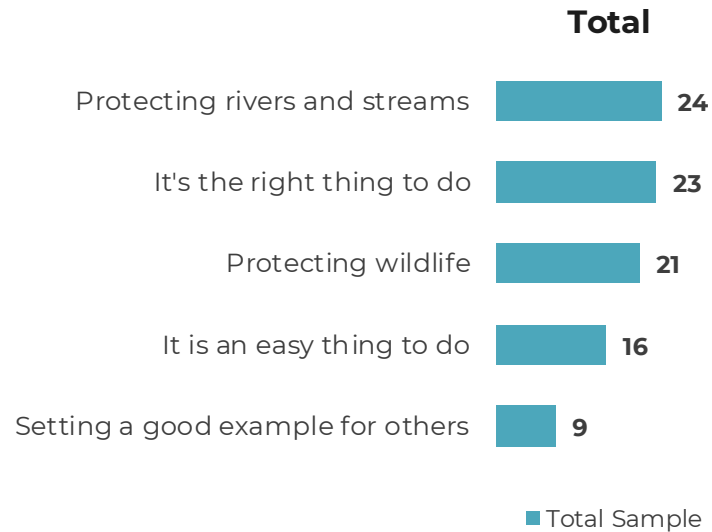
B4_9. I understand why it's important to use less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	46	44	46	48	47	42	51	46	42	48	51
Somewhat agree	38	43	38	36	36	40	33	42	39	35	38
Neither agree nor disagree	9	8	8	7	10	10	8	8	13	9	5
Somewhat disagree	4	4	5	4	4	4	3	2	3	5	5
Strongly disagree	2	0	2	3	2	2	3	1	2	2	2
Don't know	1	0	1	2	1	1	1	1	1	1	0
NET: Agree	84	87	84	83	83	82	85	88	81	84	88
NET: Disagree	6	5	7	7	6	6	6	3	5	7	6

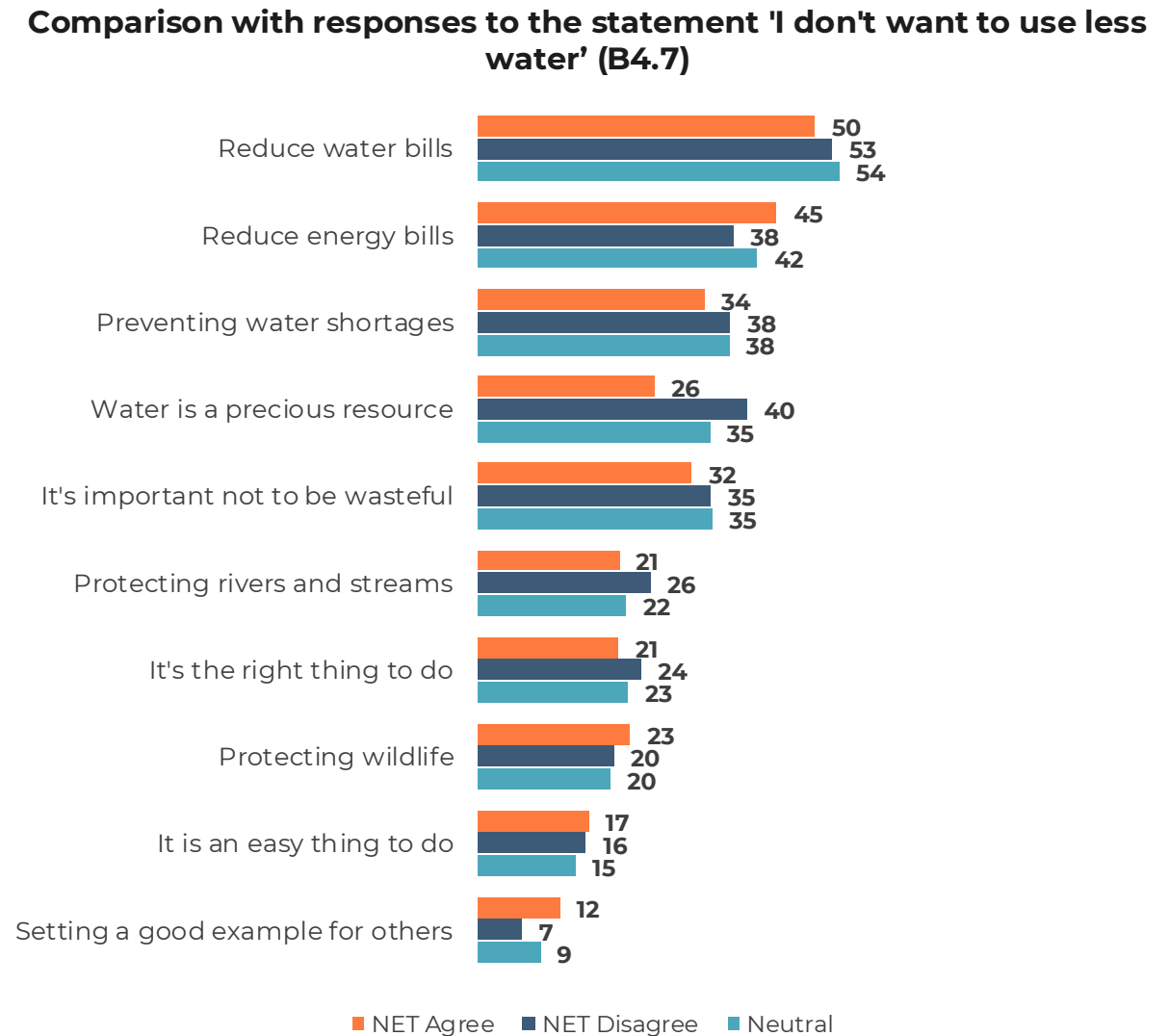
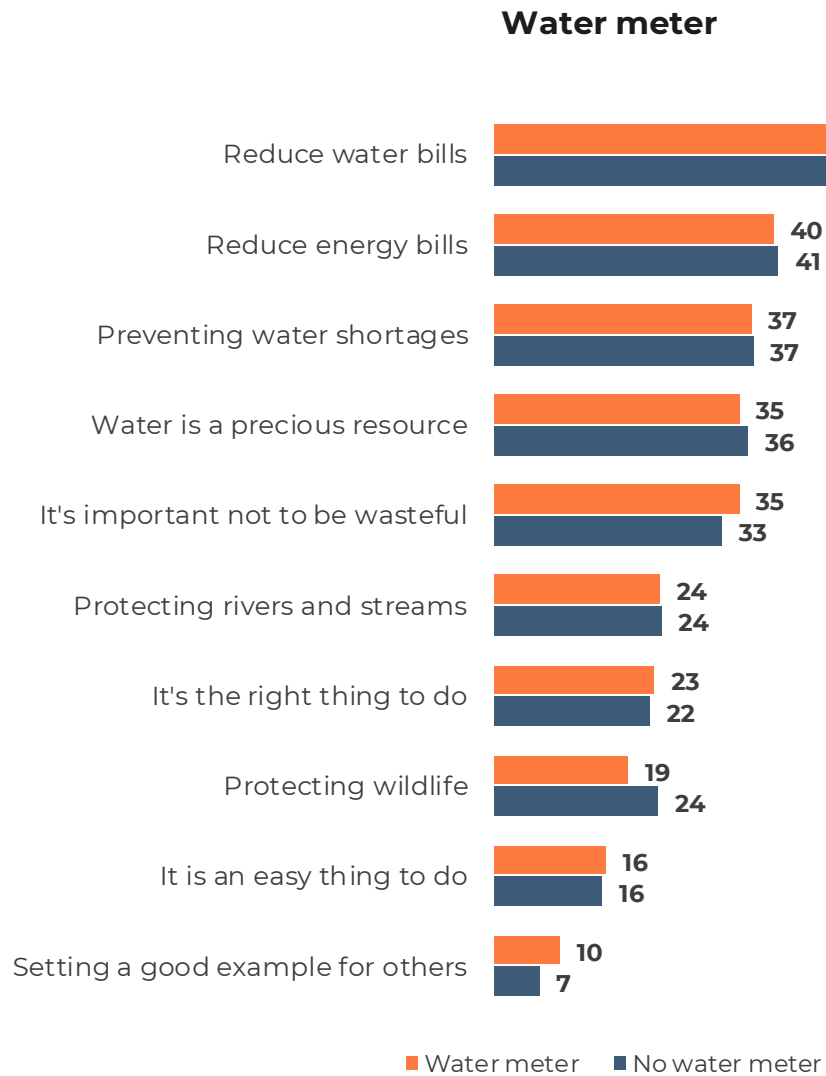
B5. Here are some reasons that people say encourage them to use less water in the home. Which of these, if any, would encourage you to use less water? - Top 5 reasons (Ranked in top 3) (%)



B5. Here are some reasons that people say encourage them to use less water in the home. Which of these, if any, would encourage you to use less water? - Bottom 5 reasons (Ranked in top 3) (%)



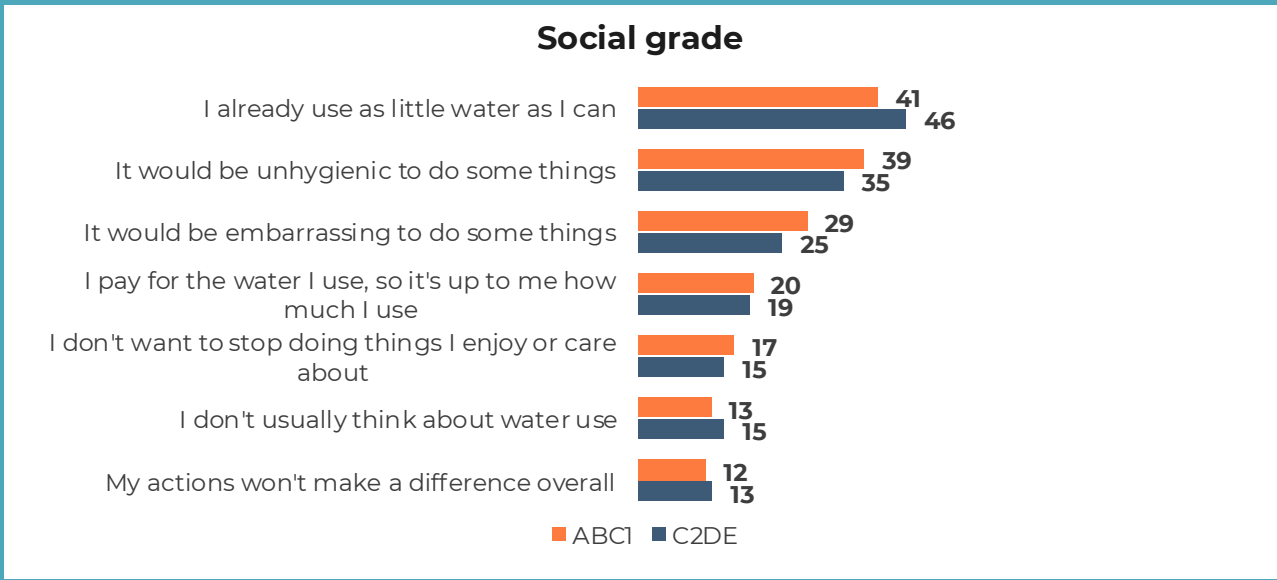
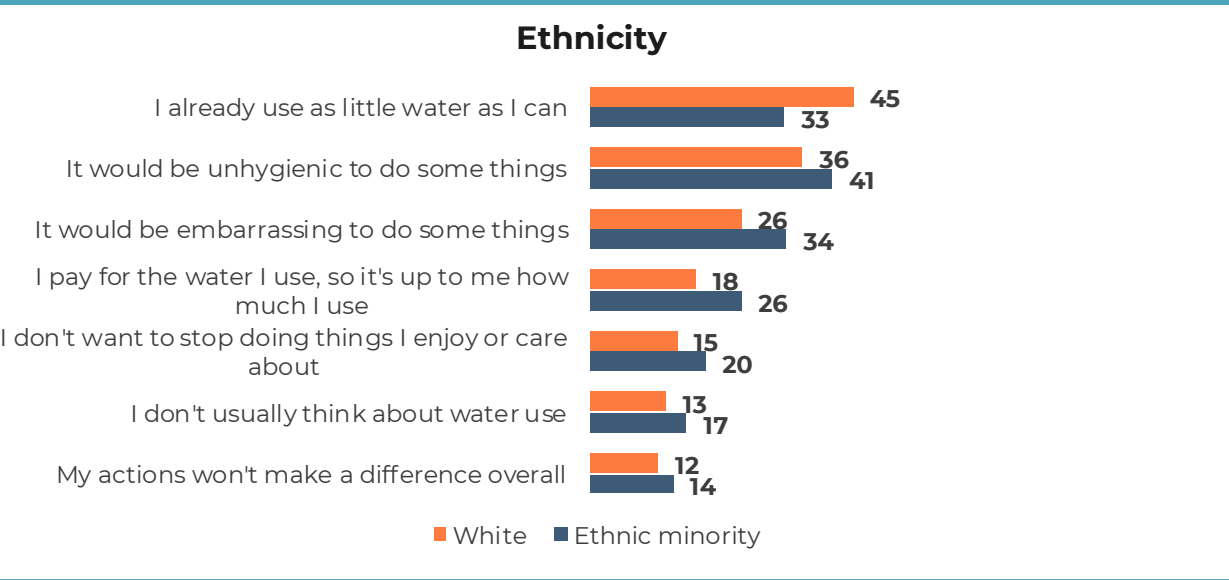
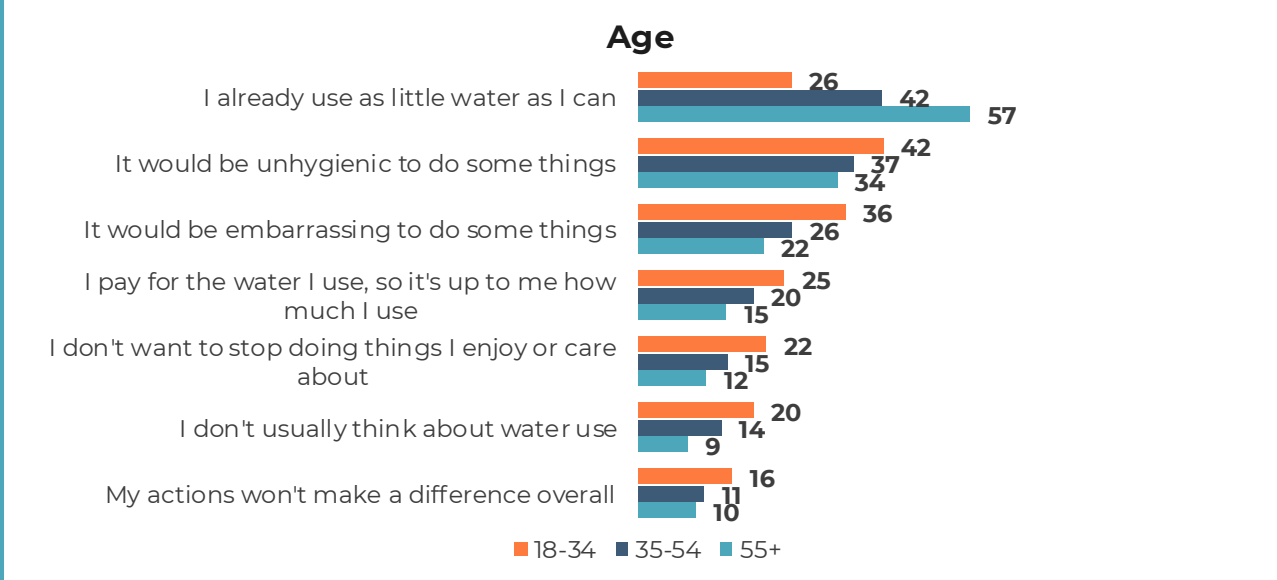
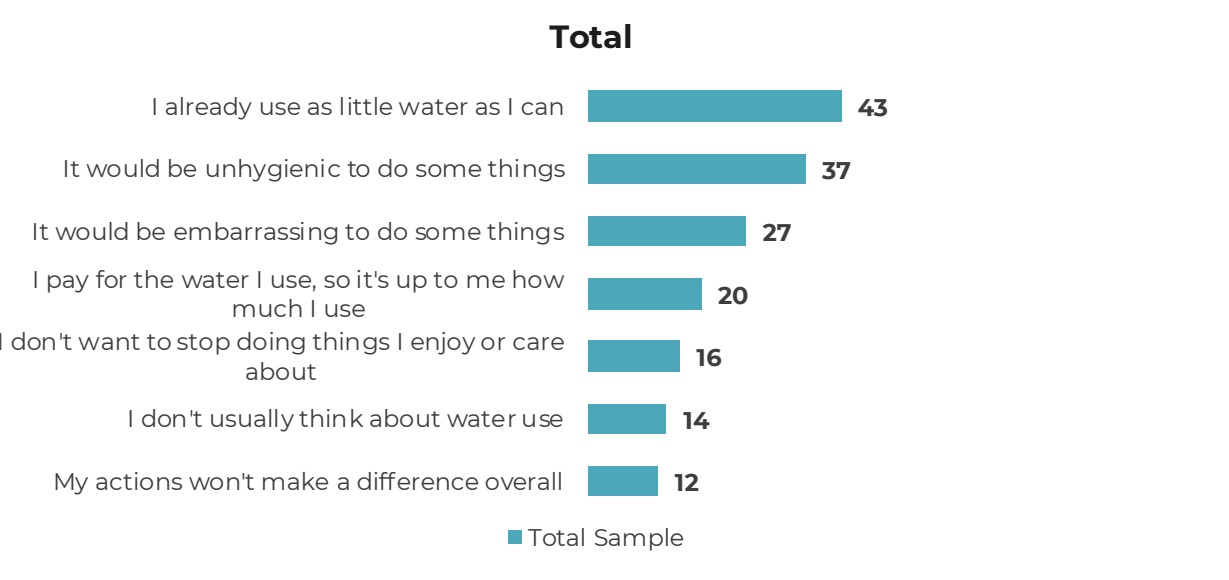
B5. Here are some reasons that people say encourage them to use less water in the home. Which of these, if any, would encourage you to use less water? – All reasons (Ranked in top 3) (%)



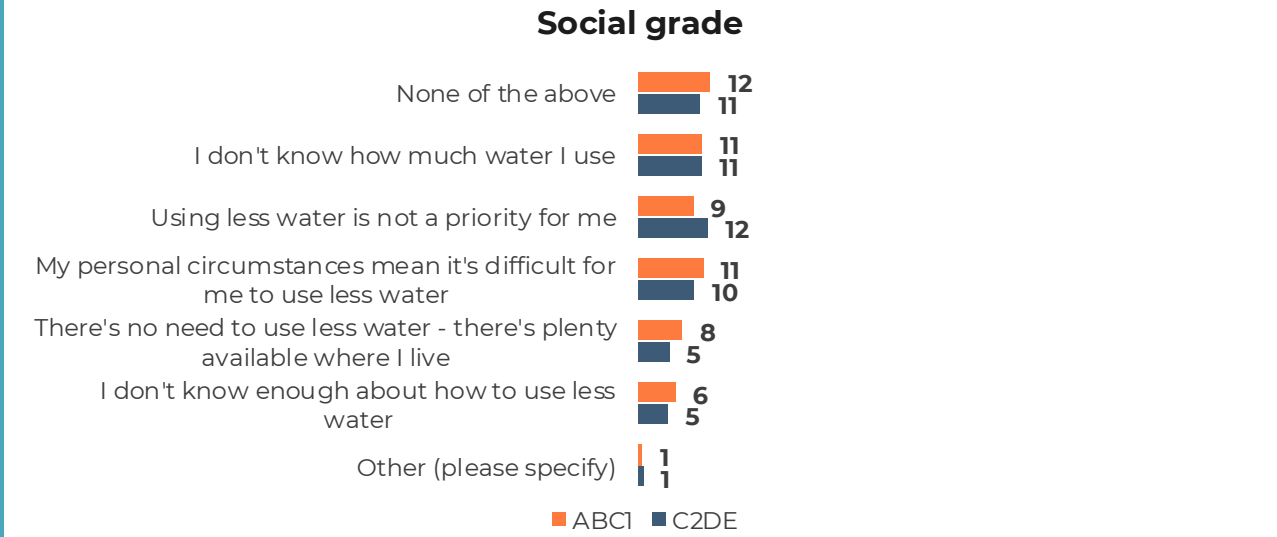
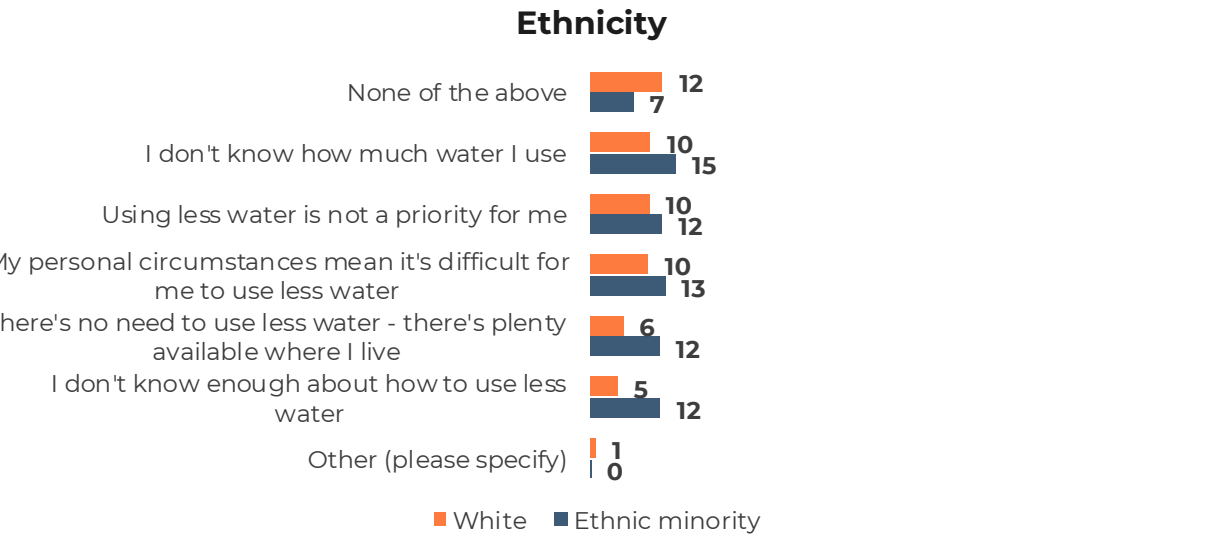
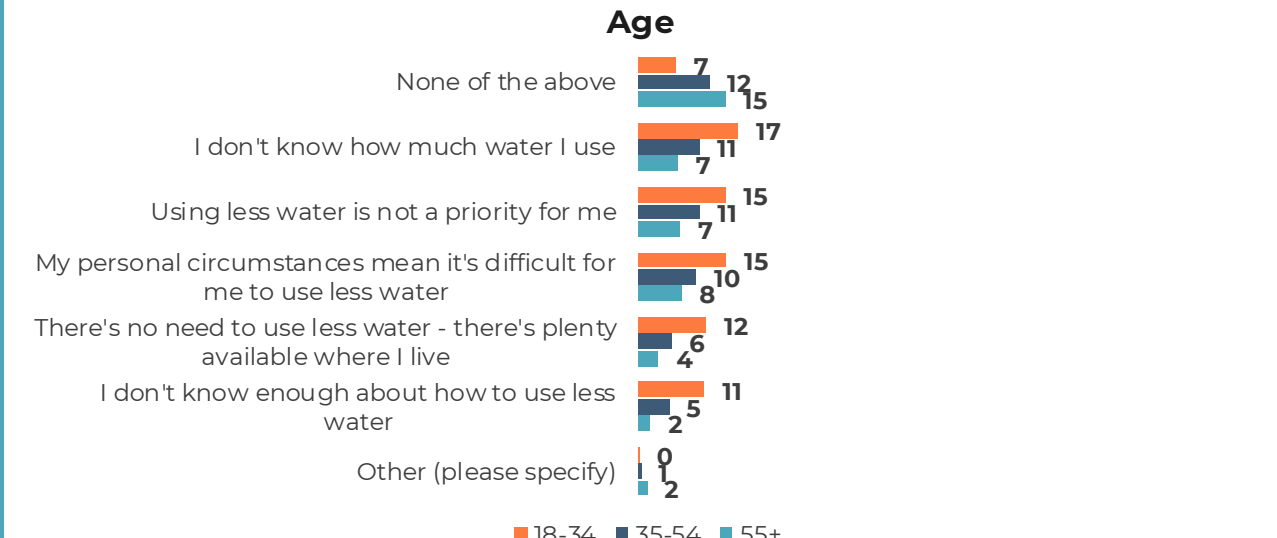
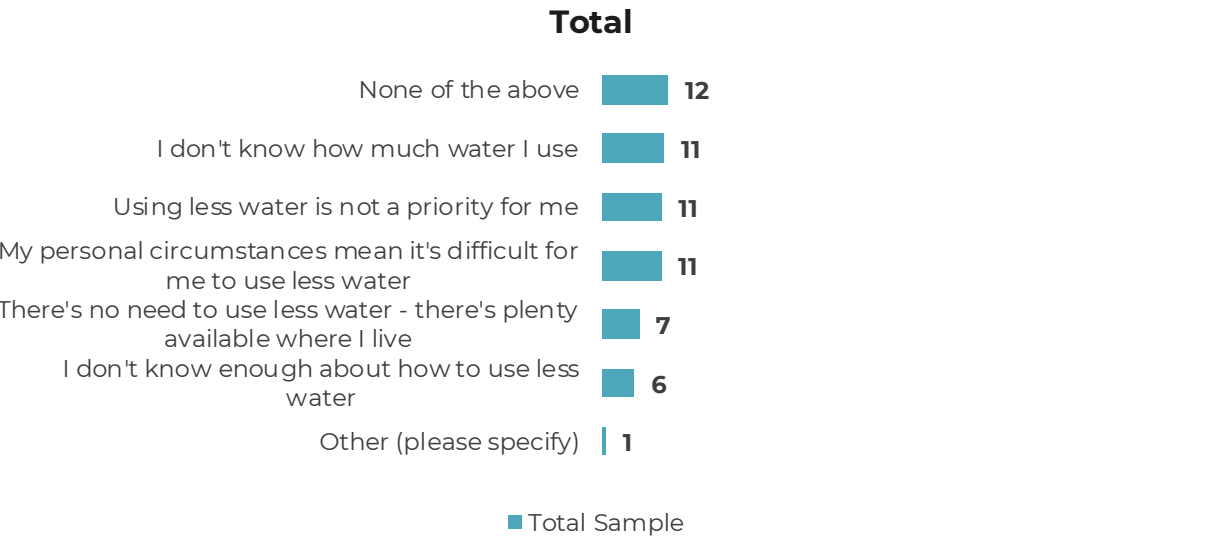
B5. Here are some reasons that people say encourage them to use less water in the home. Which of these, if any, would encourage you to use less water? – All reasons (Ranked in top 3) (%)

	Region										
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Reduce water bills	52	50	52	55	51	48	54	58	48	56	53
Reduce energy bills	40	40	44	40	34	43	42	42	41	39	39
Protecting rivers and streams	24	25	21	24	25	23	26	22	22	26	27
Protecting wildlife	21	22	21	23	23	20	19	21	19	21	20
Preventing water shortages	37	39	36	37	35	36	33	37	38	38	38
Setting a good example for others	9	9	8	10	8	9	6	5	16	5	7
It is an easy thing to do	16	18	13	17	18	18	17	14	17	15	14
It's the right thing to do	23	24	22	25	25	24	22	22	24	22	21
It's important not to be wasteful	34	32	35	27	34	35	36	36	36	34	33
Water is a precious resource	35	34	34	34	38	37	37	34	31	37	40

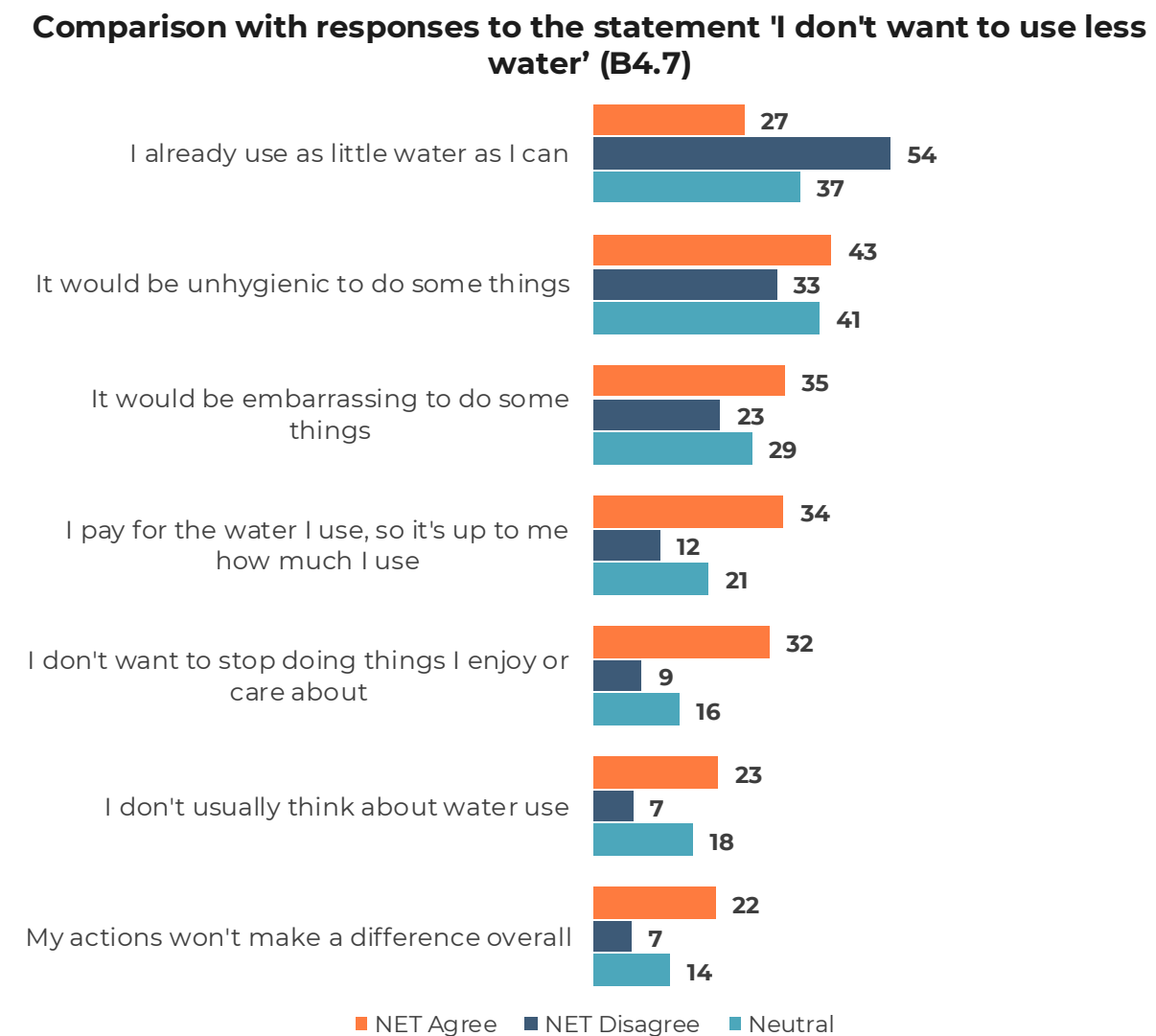
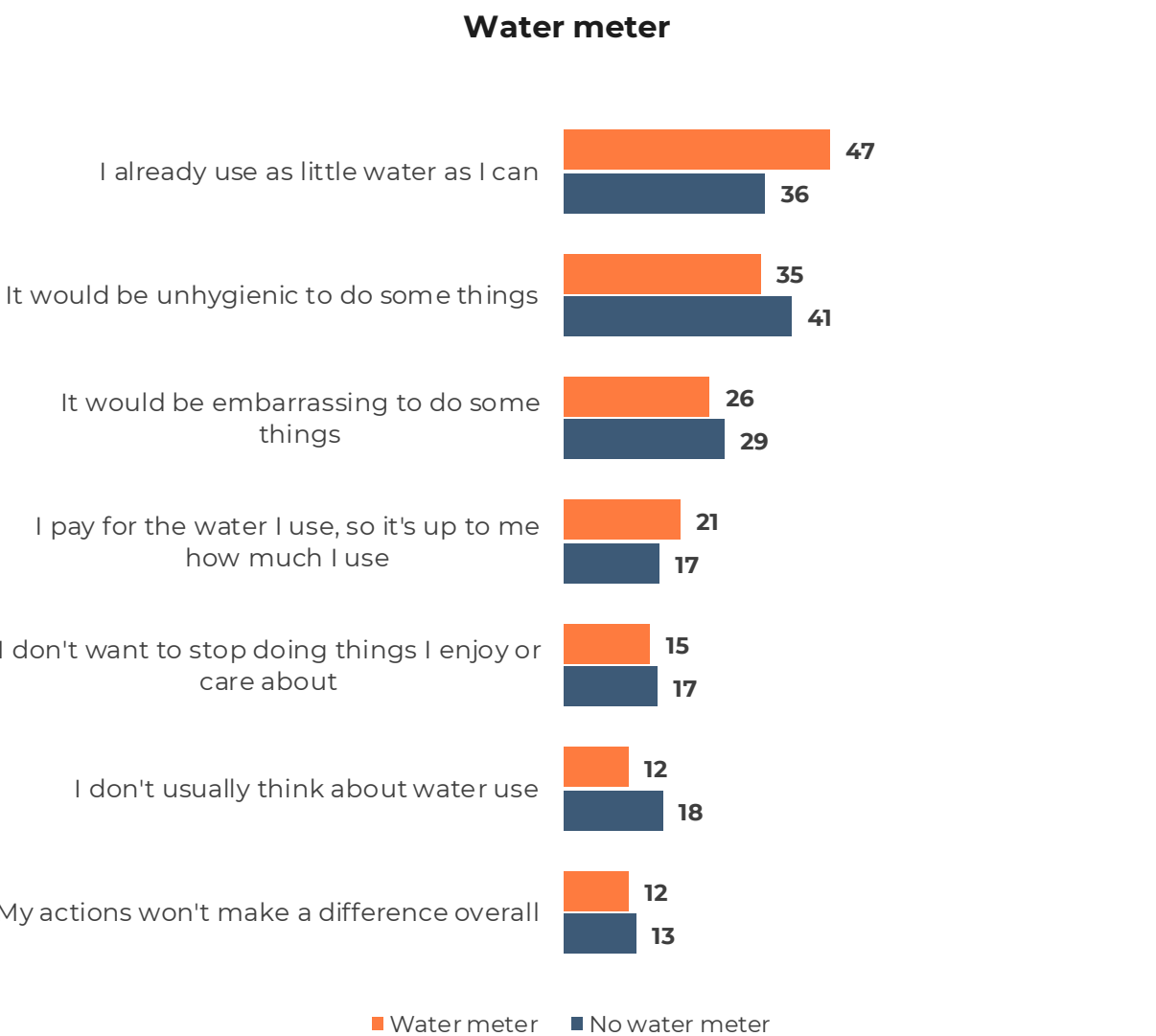
B6. And here are some reasons that people say stop them using less water in the home. Which of these, if any, apply to you? - Top 7 reasons (%)



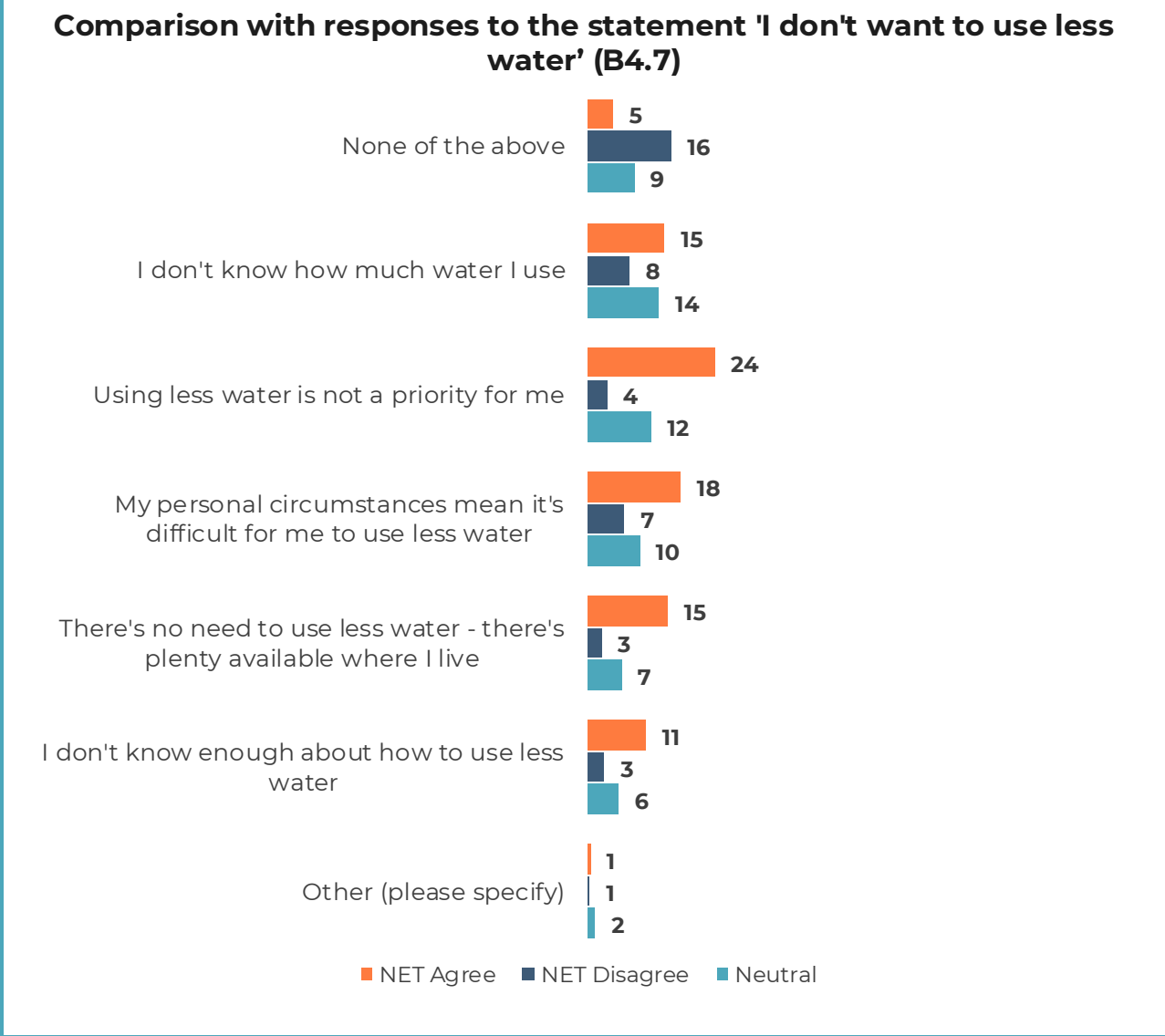
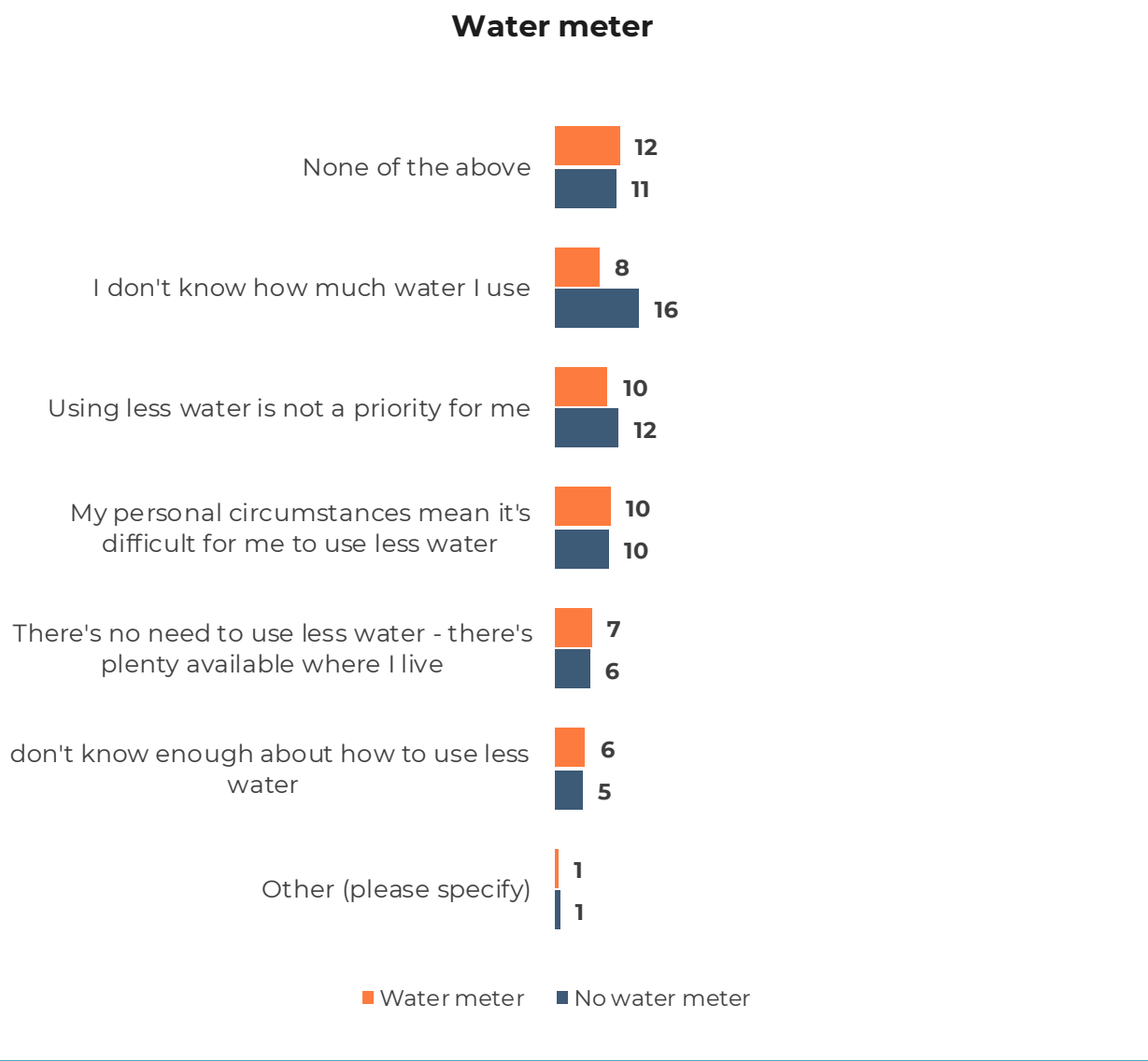
B6. And here are some reasons that people say stop them using less water in the home. Which of these, if any, apply to you? - Bottom 7 reasons (%)



B6. And here are some reasons that people say stop them using less water in the home. Which of these, if any, apply to you? - Top 7 reasons (%)



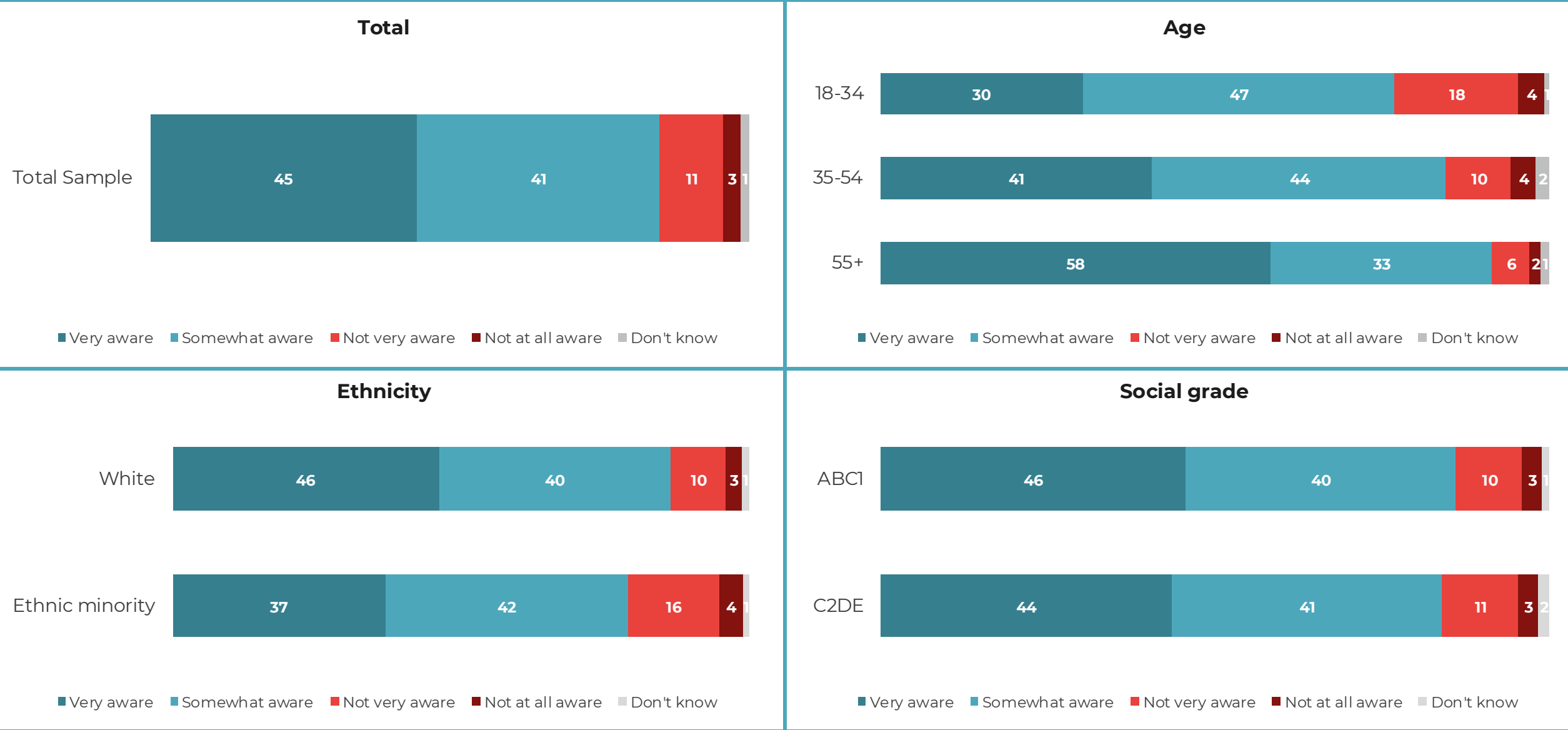
B6. And here are some reasons that people say stop them using less water in the home. Which of these, if any, apply to you? - Bottom 7 reasons (%)



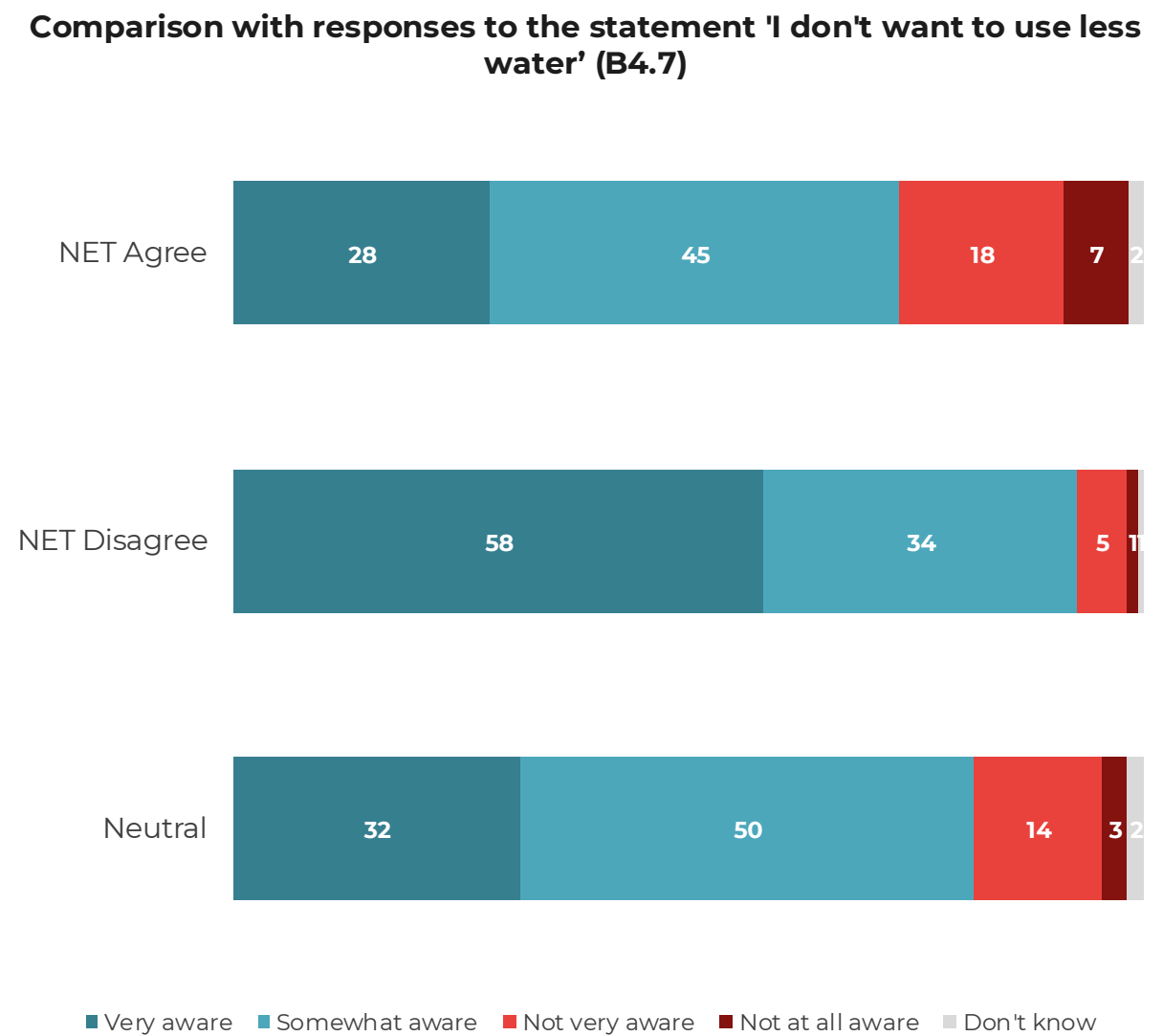
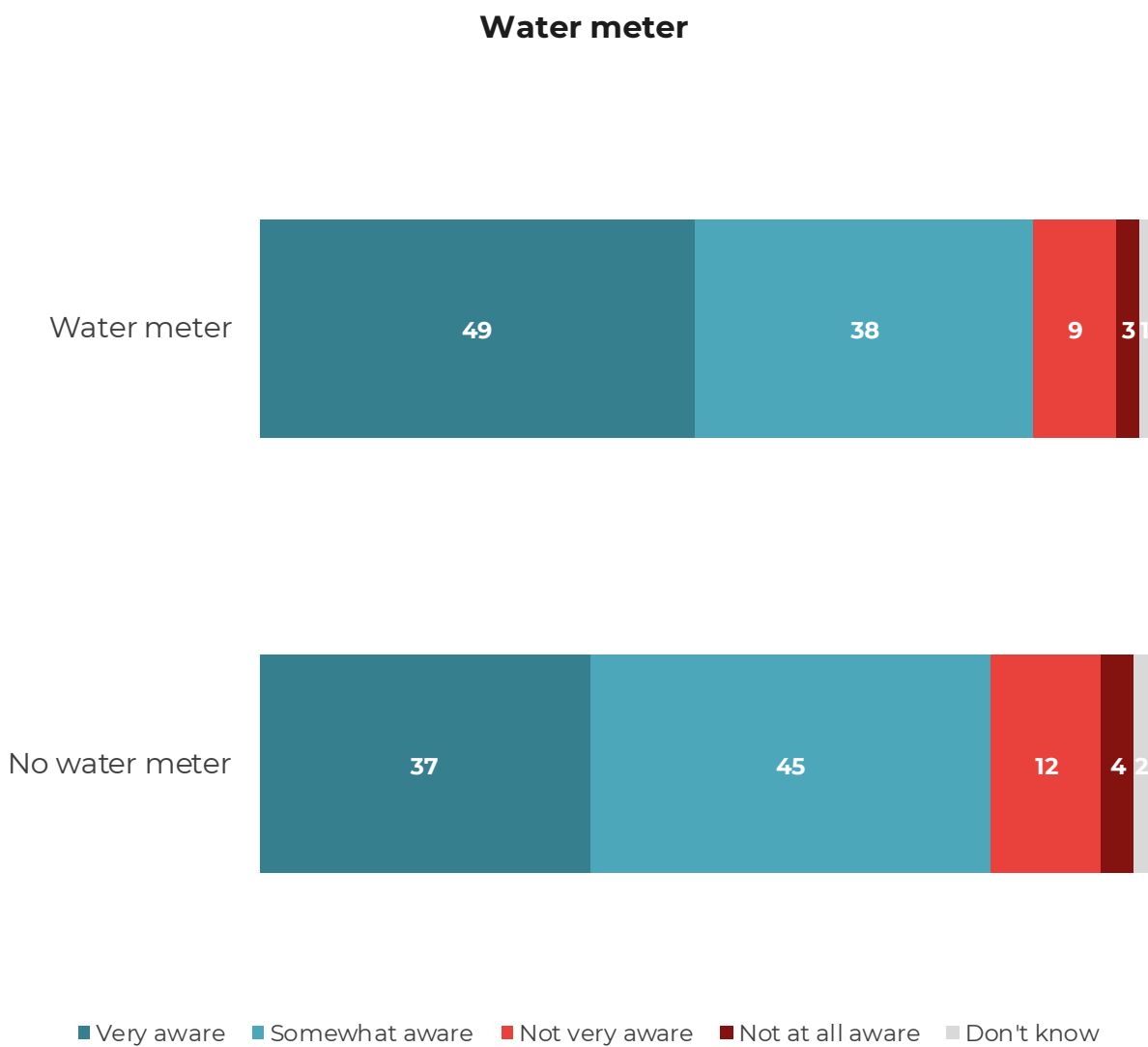
B6. And here are some reasons that people say stop them using less water in the home. Which of these, if any, apply to you? - All reasons (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
I already use as little water as I can	43	38	40	46	42	37	42	52	34	51	50
It would be unhygienic to do some things	37	38	42	36	32	42	36	34	41	35	32
It would be embarrassing to do some things	27	31	26	26	24	29	26	23	33	26	26
I pay for the water I use, so it's up to me how much I use	20	16	22	17	16	21	17	16	25	18	19
I don't want to stop doing things I enjoy or care about	16	12	17	15	15	17	14	14	20	14	14
I don't usually think about water use	14	21	17	13	9	18	13	10	14	12	12
My actions won't make a difference overall	12	14	13	11	10	11	9	12	13	12	12
None of the above	12	11	10	13	14	10	14	10	11	14	11
I don't know how much water I use	11	12	11	9	11	12	12	10	12	12	10
Using less water is not a priority for me	11	8	12	12	9	15	9	8	13	9	7
My personal circumstances mean it's difficult for me to use less water	11	5	10	11	11	11	12	10	12	10	10
There's no need to use less water - there's plenty available where I live	7	8	9	7	6	5	8	6	10	4	4
I don't know enough about how to use less water	6	5	7	5	6	5	5	6	9	5	4
Other (please specify)	1	1	0	1	1	0	1	1	0	2	1

D2. Before today, how aware or unaware were you that we need to start using less water? (%)



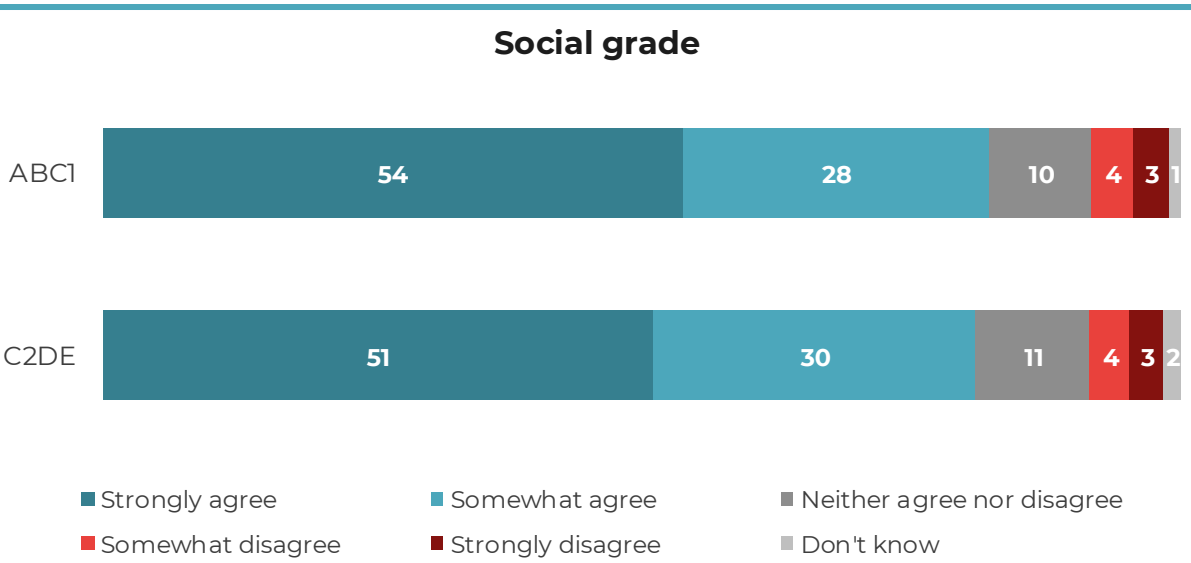
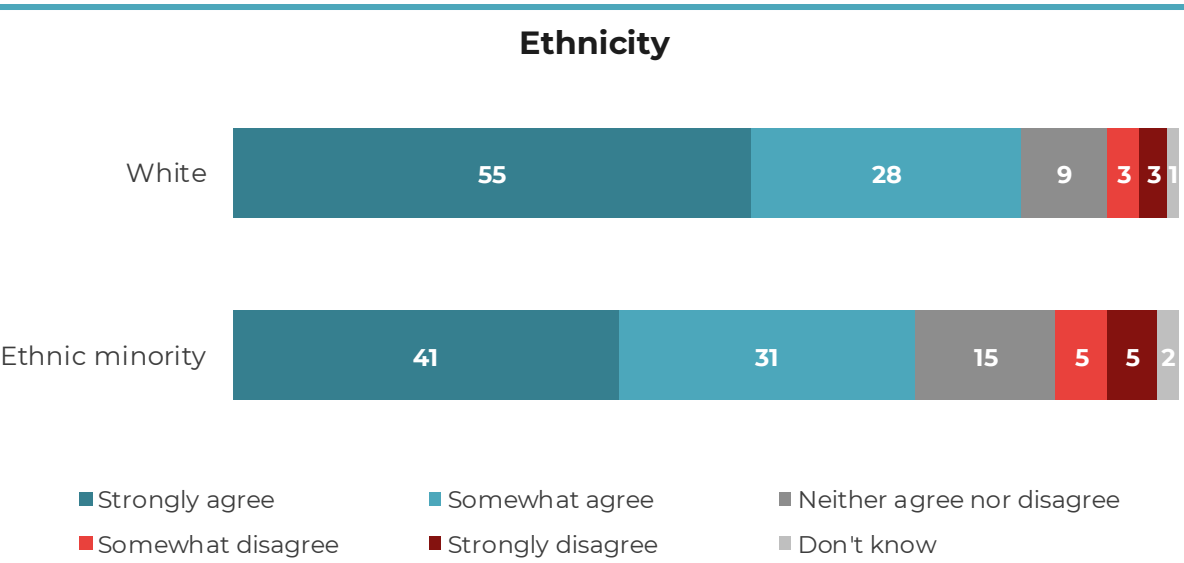
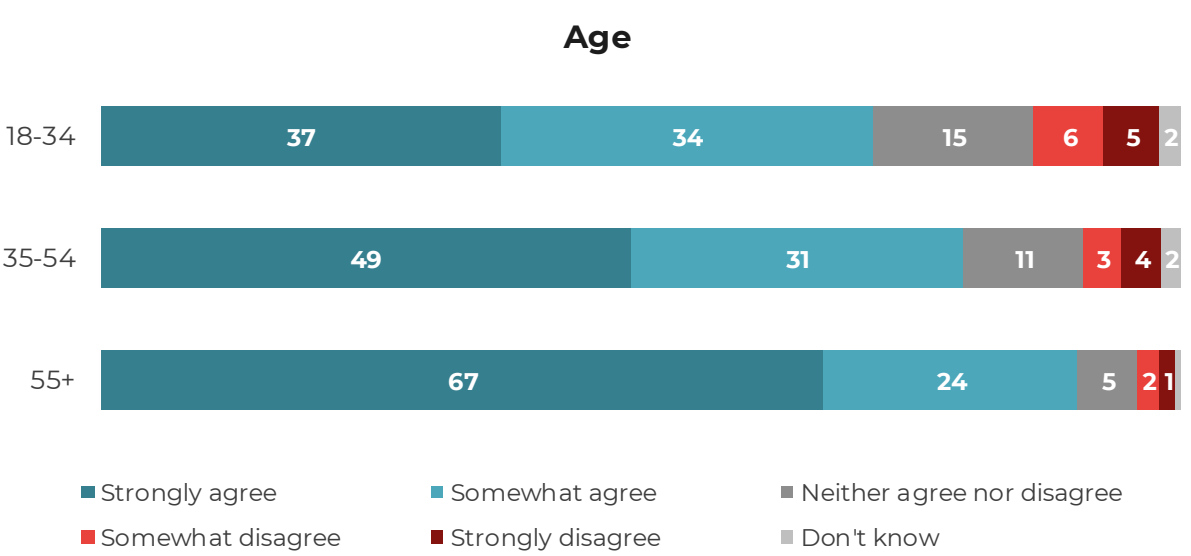
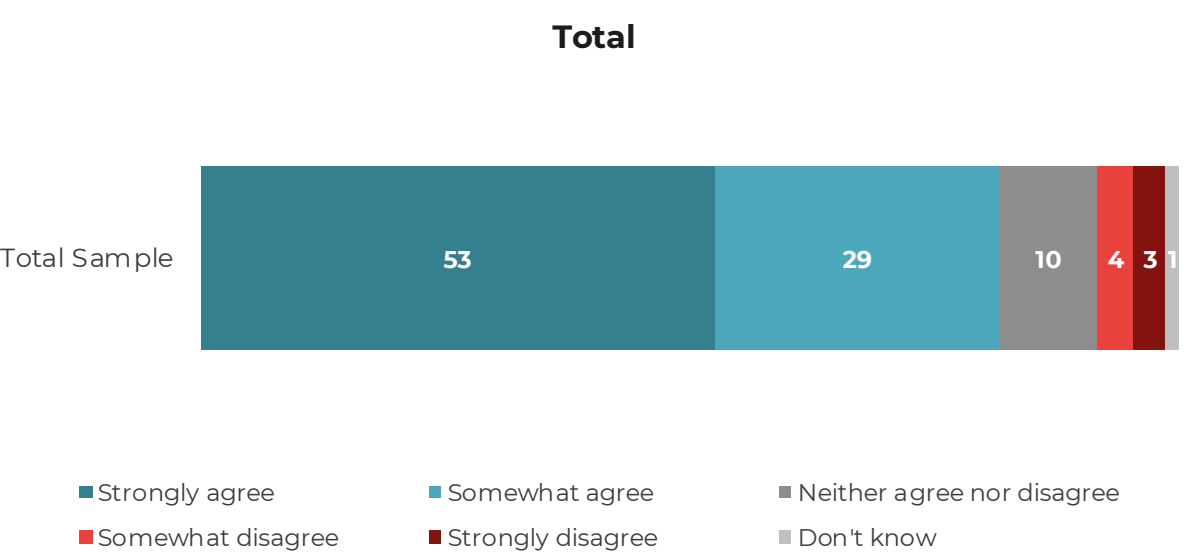
D2. Before today, how aware or unaware were you that we need to start using less water? (%)



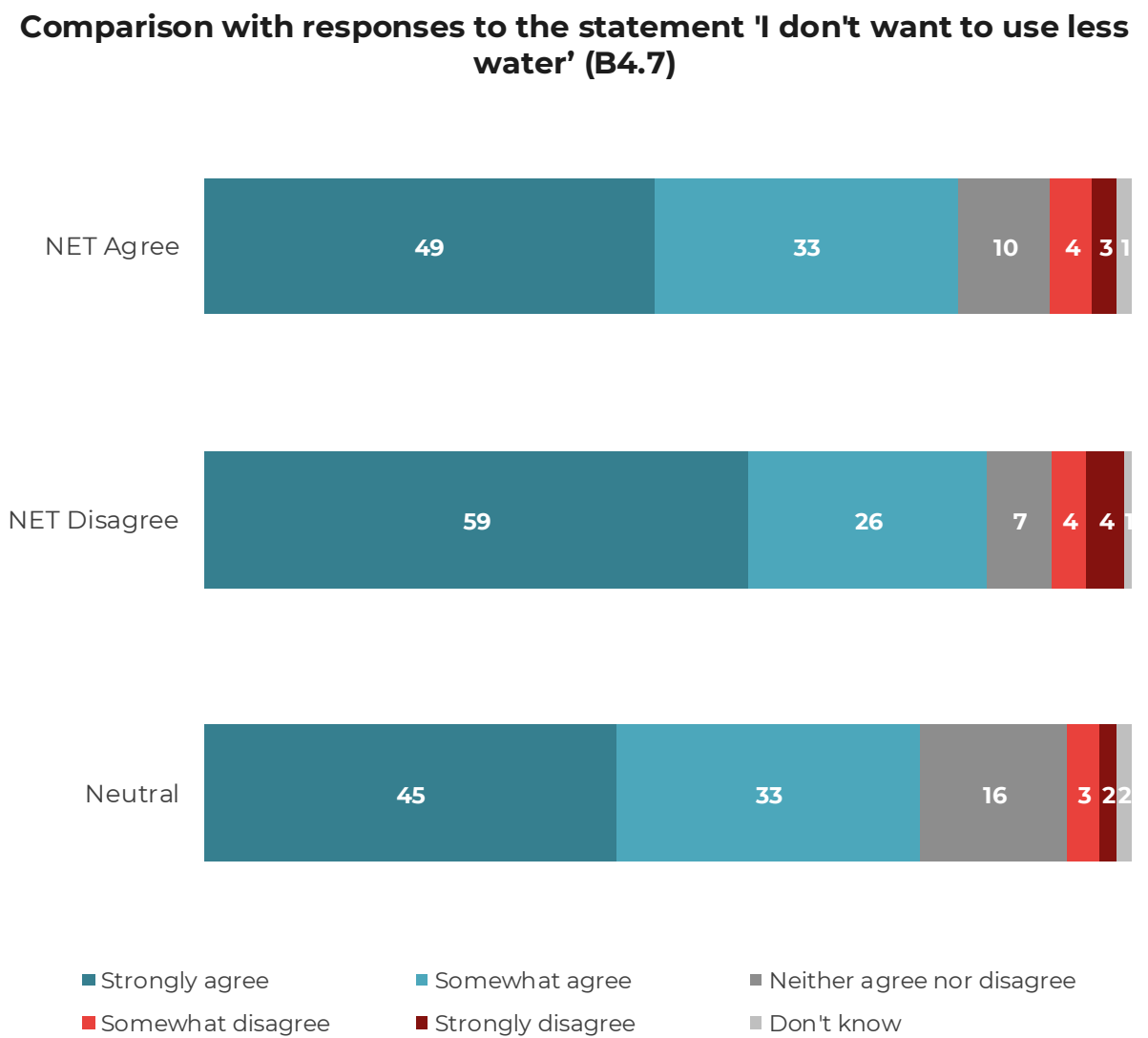
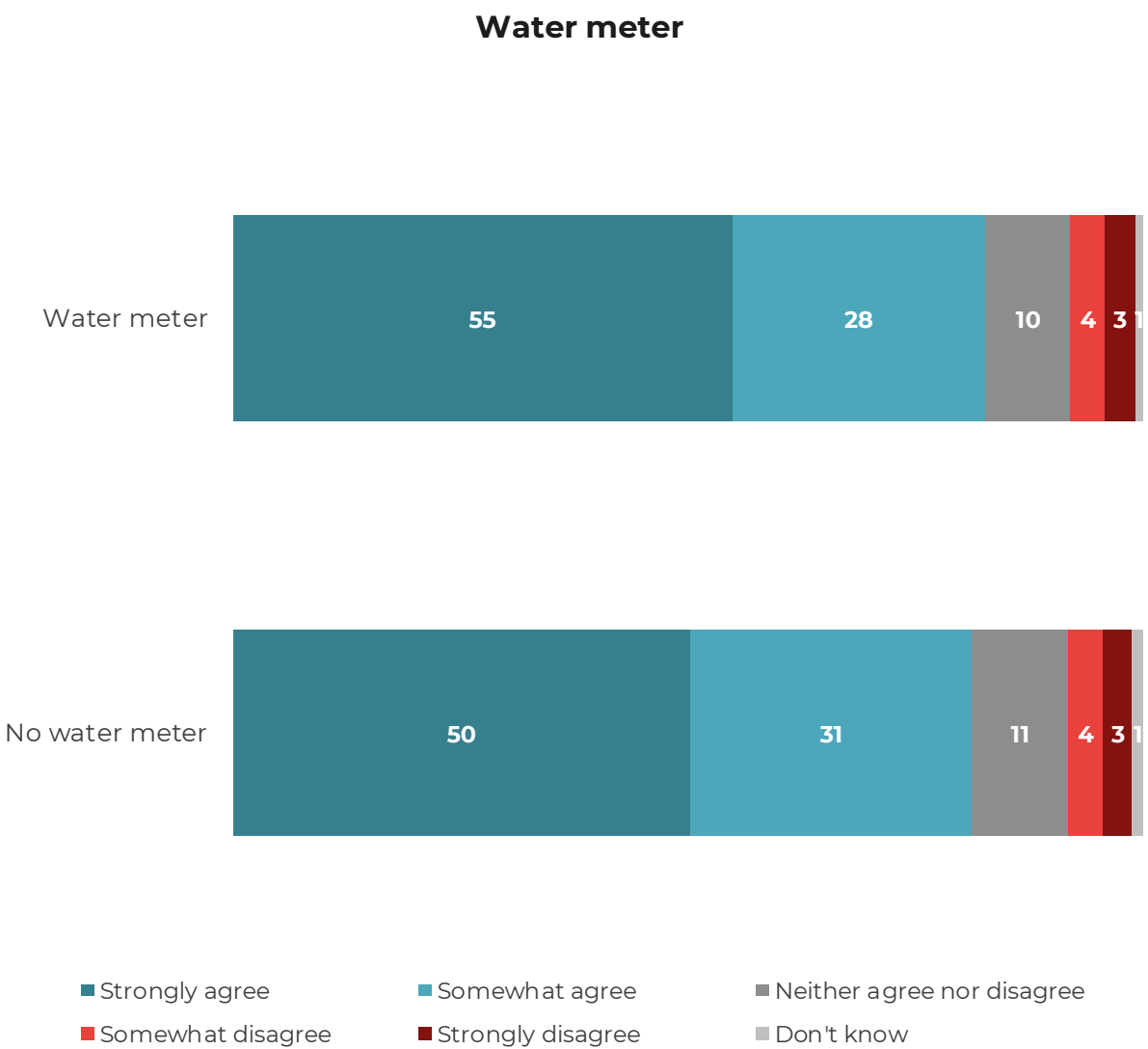
D2. Before today, how aware or unaware were you that we need to start using less water? (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Very aware	45	38	42	49	41	38	47	47	38	53	51
Somewhat aware	41	47	41	41	46	43	42	40	42	33	37
Not very aware	11	10	12	6	9	14	6	9	15	9	8
Not at all aware	3	4	3	2	3	4	3	2	4	2	3
Don't know	1	0	2	1	1	1	1	1	1	2	1
NET: Aware	85	85	83	91	87	81	90	88	80	86	88
NET: Unaware	14	14	15	8	12	18	9	11	19	12	11

D3_1. It is the responsibility of the water industry to waste less water (How much do you agree or disagree with the following statements?) (%)



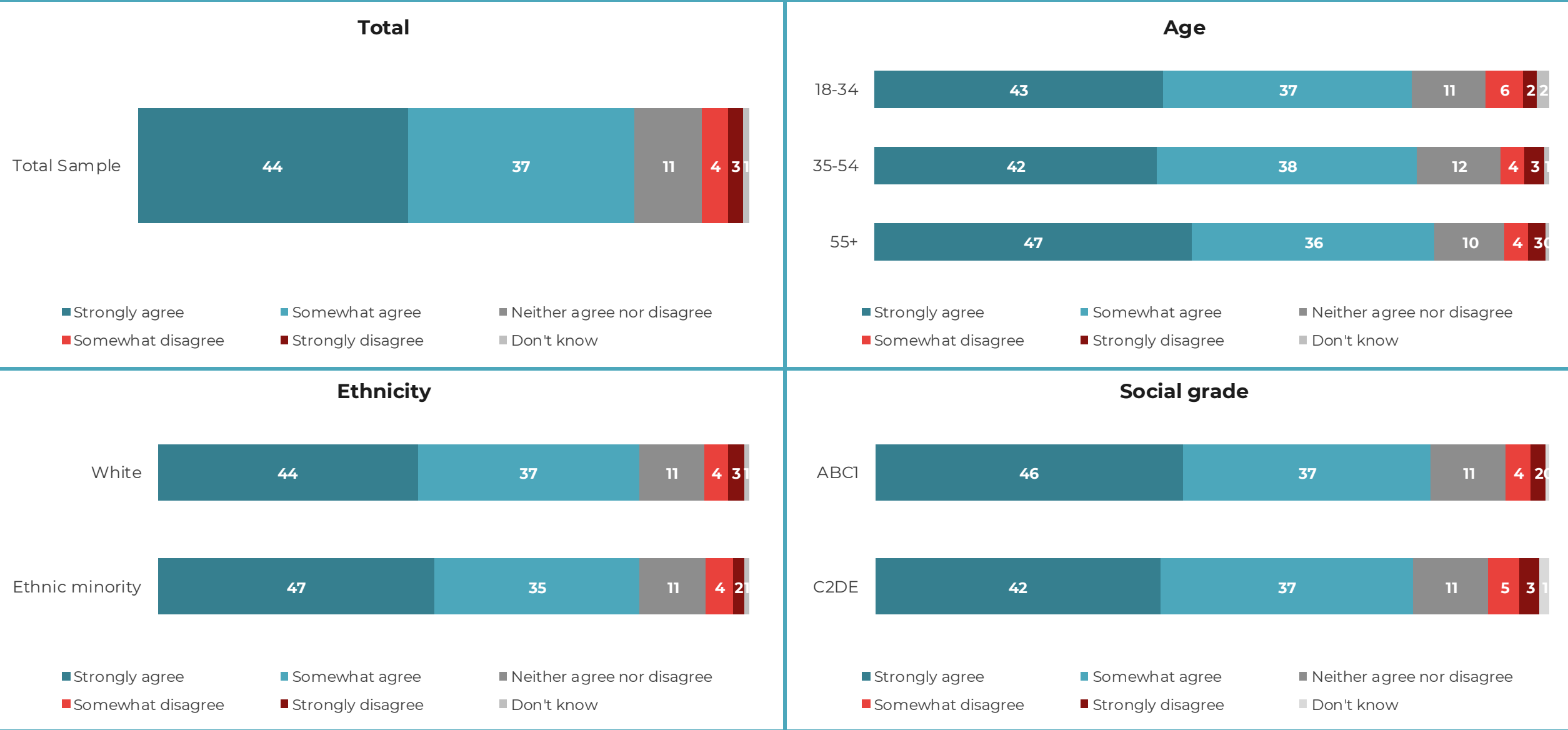
D3_1. It is the responsibility of the water industry to waste less water (How much do you agree or disagree with the following statements?) (%)



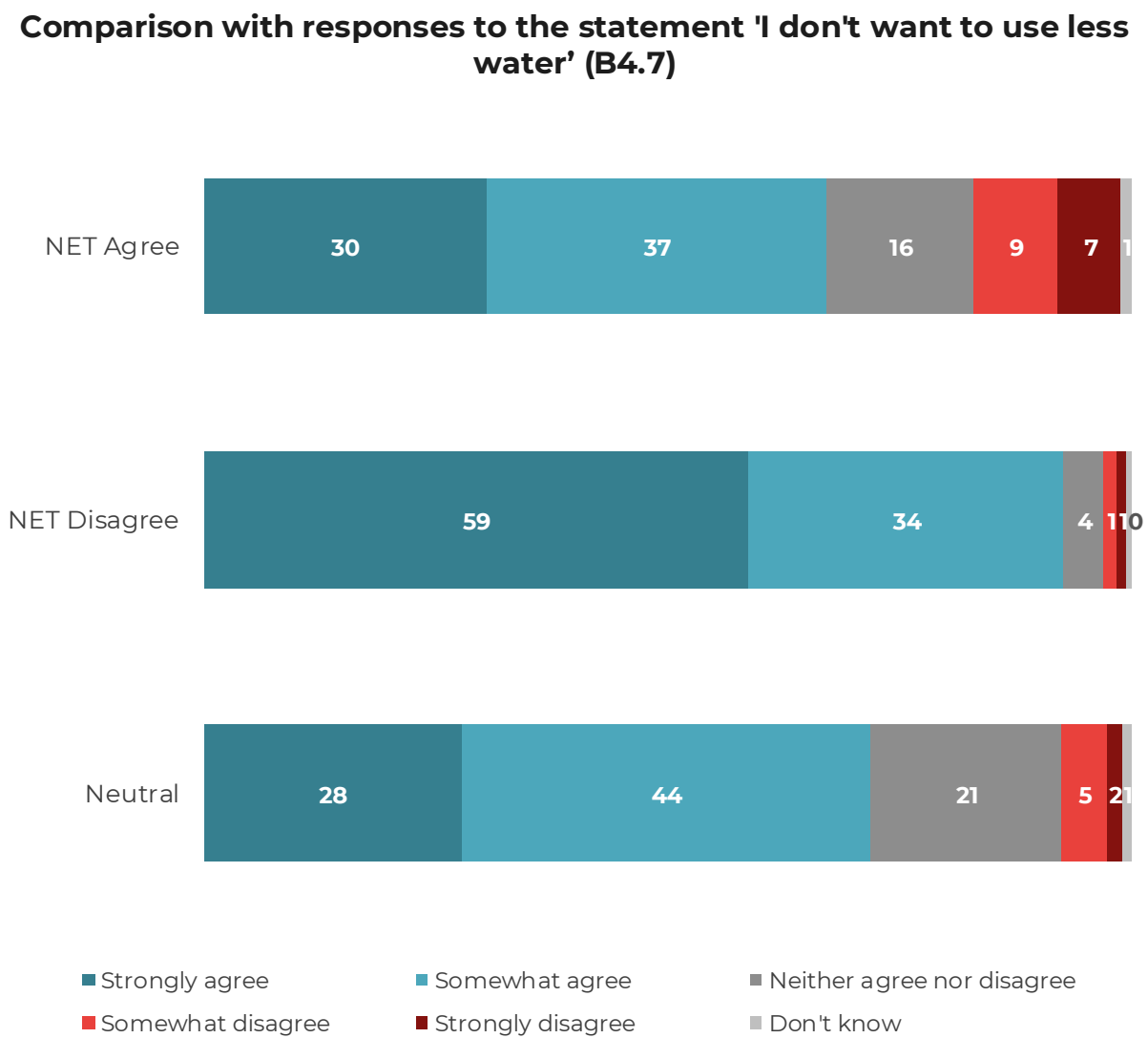
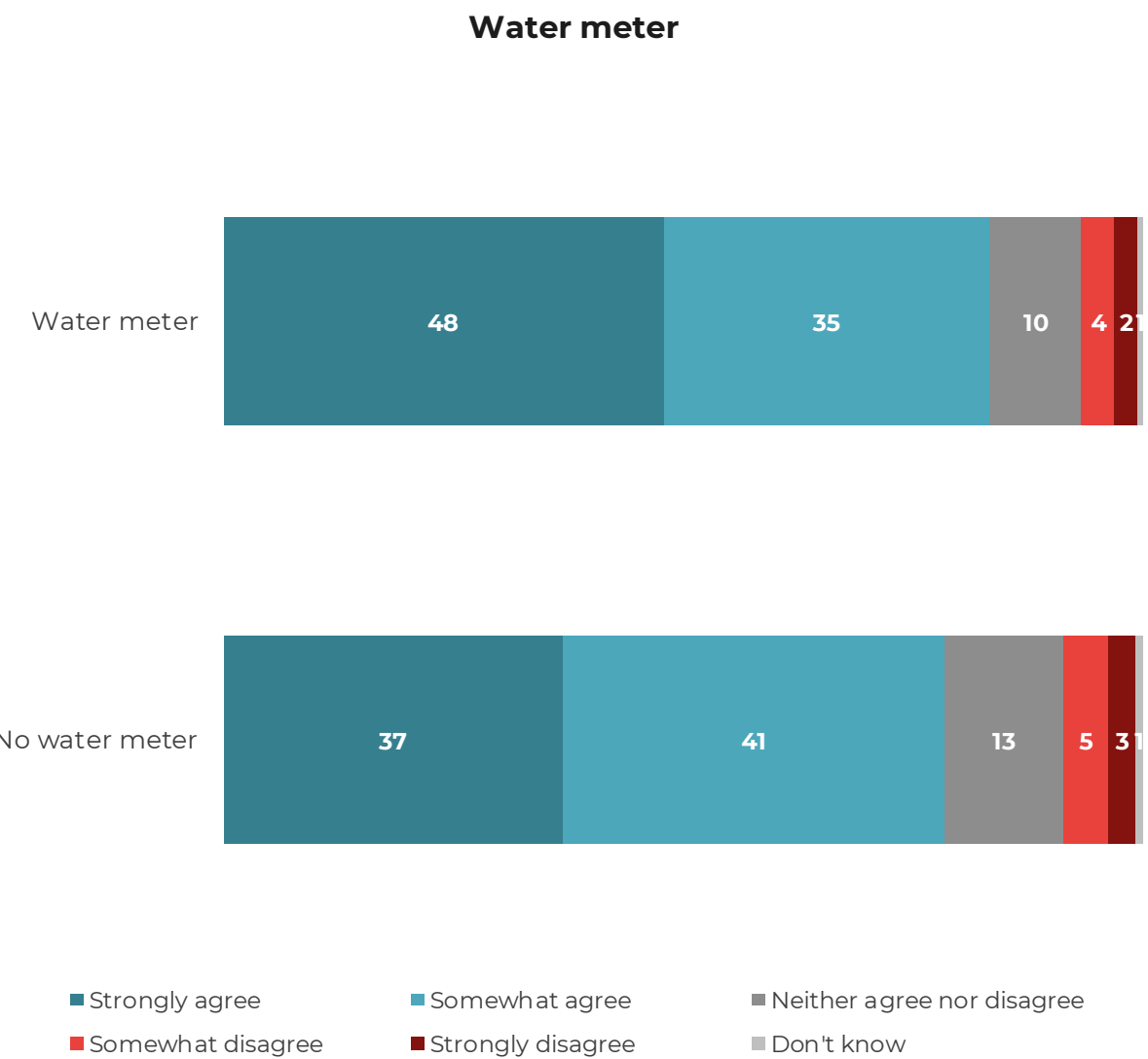
D3_1. It is the responsibility of the water industry to waste less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	53	48	55	57	49	44	52	54	47	61	56
Somewhat agree	29	27	28	26	31	32	30	31	30	27	28
Neither agree nor disagree	10	16	8	9	11	14	12	9	13	5	10
Somewhat disagree	4	5	4	4	5	5	3	2	5	3	2
Strongly disagree	3	4	3	3	3	3	3	4	5	2	2
Don't know	1	1	1	1	2	2	1	1	1	1	2
NET: Agree	82	74	84	83	80	76	81	84	77	88	84
NET: Disagree	7	9	7	7	8	8	6	6	9	6	4

D3_2. It is my responsibility to start using less water (How much do you agree or disagree with the following statements?) (%)



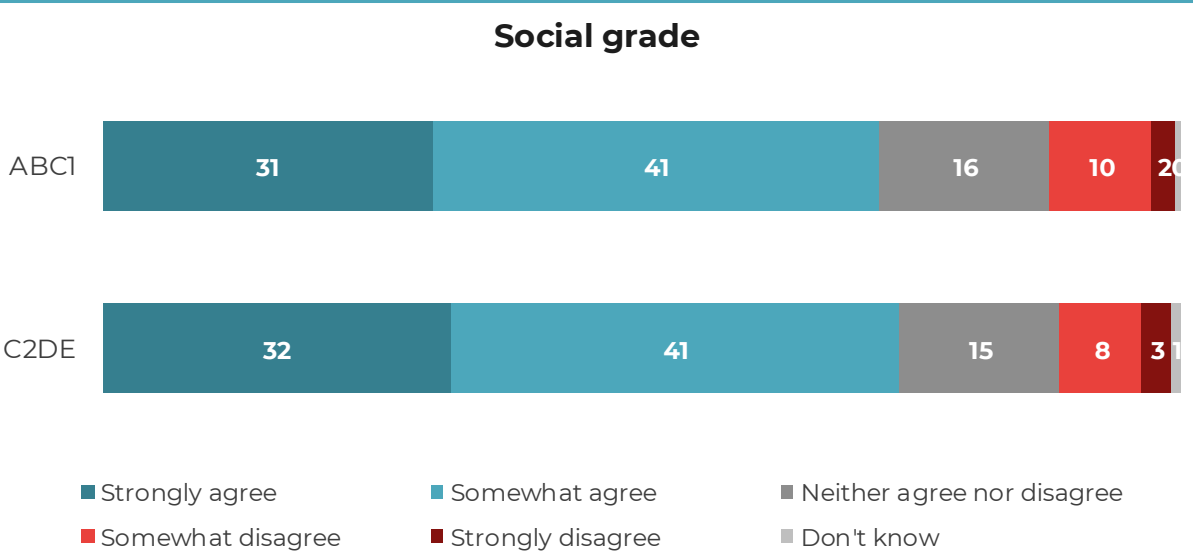
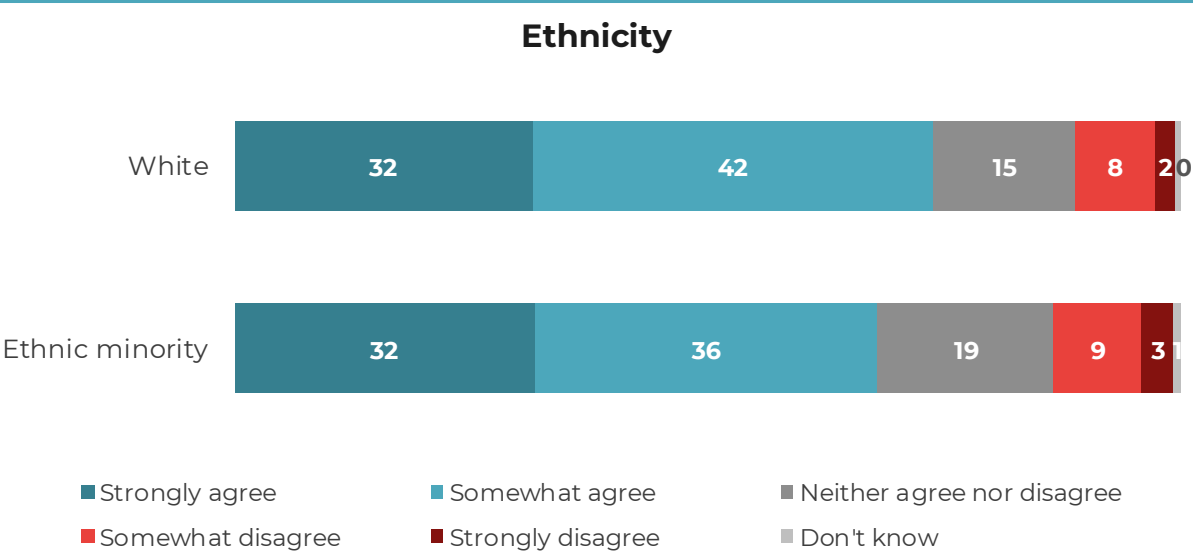
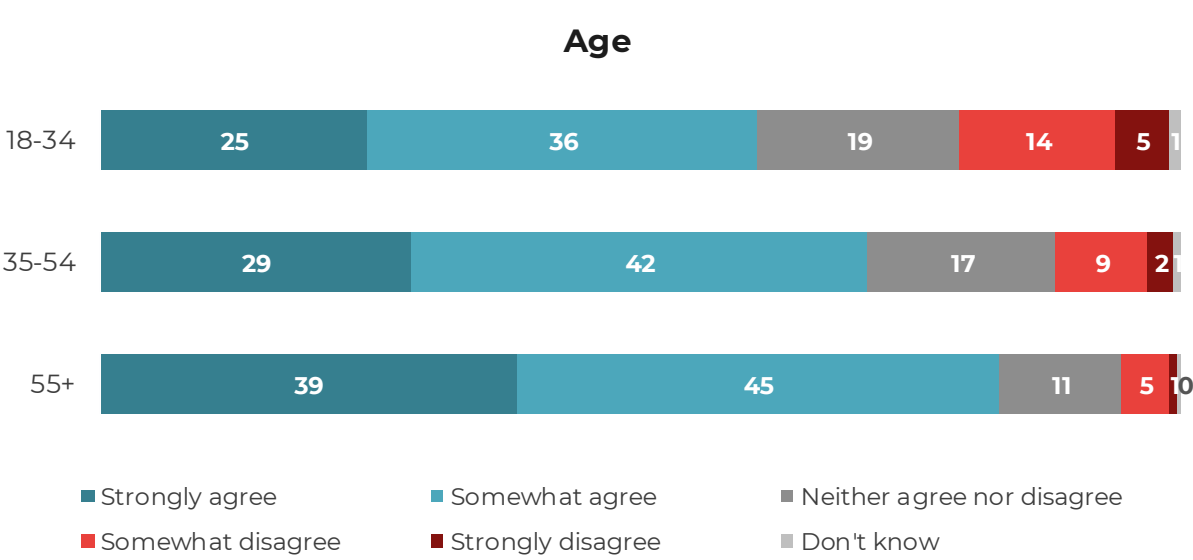
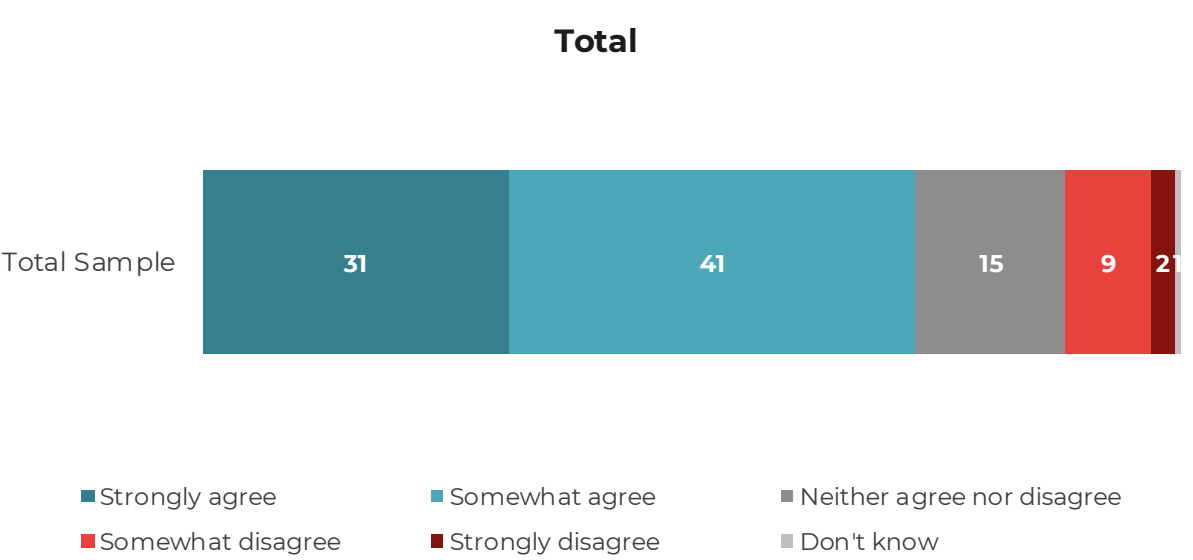
D3_2. It is my responsibility to start using less water (How much do you agree or disagree with the following statements?) (%)



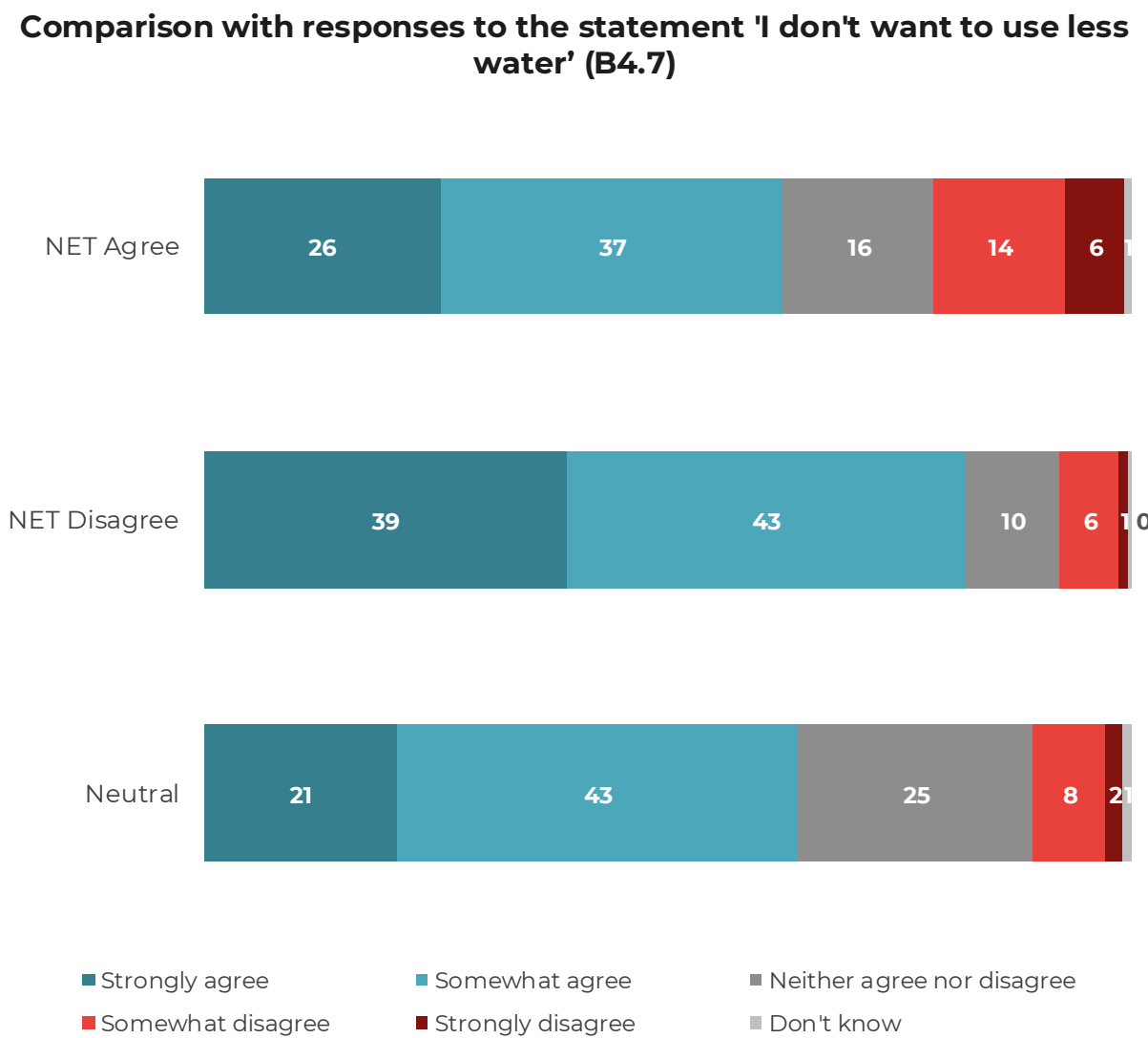
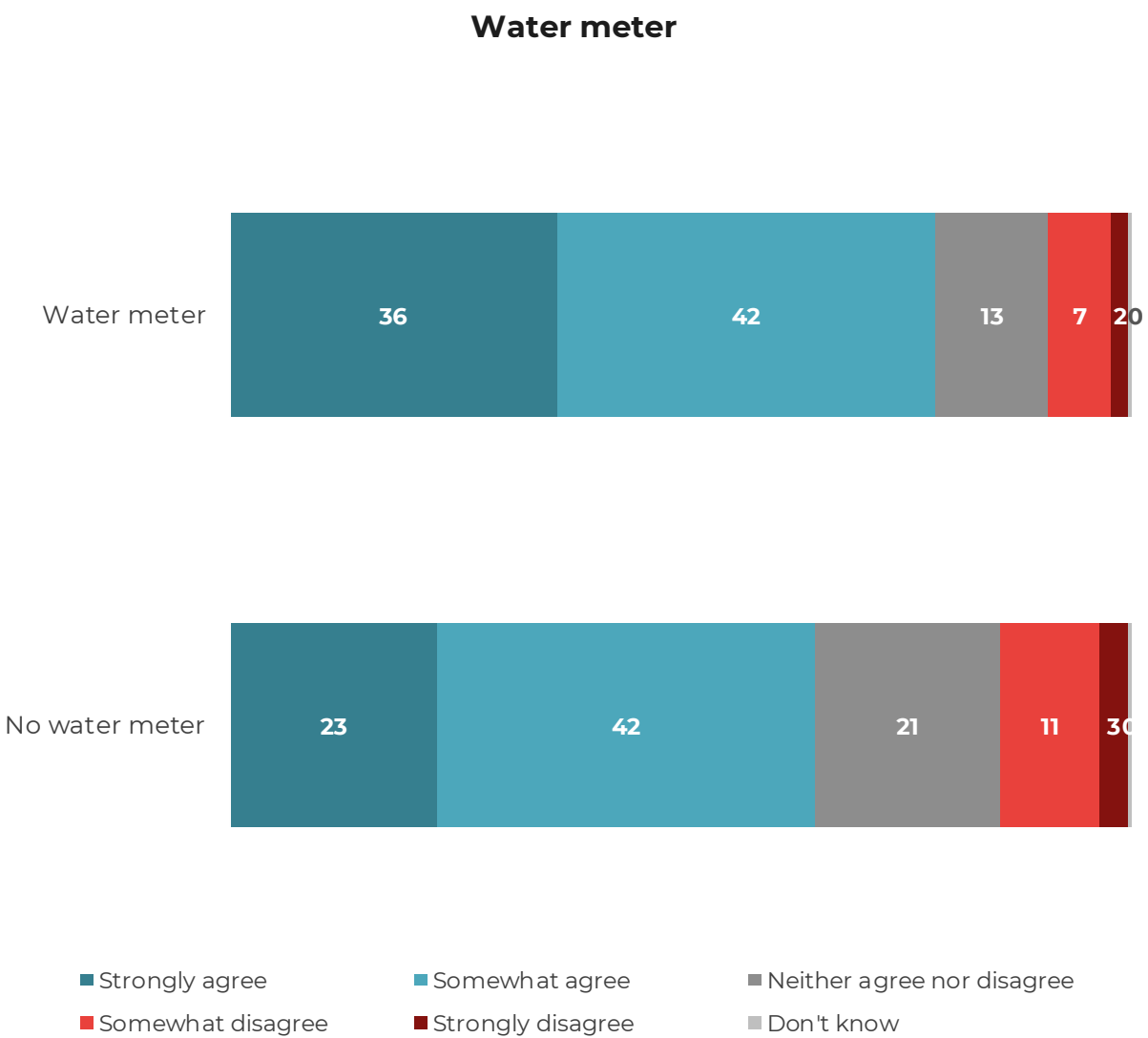
D3_2. It is my responsibility to start using less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	44	47	44	46	41	42	49	46	45	42	45
Somewhat agree	37	36	36	35	41	35	35	36	37	39	39
Neither agree nor disagree	11	12	10	12	12	13	9	10	12	11	9
Somewhat disagree	4	4	5	4	3	5	4	4	5	4	3
Strongly disagree	3	1	3	3	2	3	3	4	1	3	3
Don't know	1	1	1	0	1	1	0	0	0	1	1
NET: Agree	81	83	81	80	82	77	84	82	81	81	84
NET: Disagree	7	5	8	8	5	8	6	7	6	7	6

D3_3. I'm already using as little water as possible (How much do you agree or disagree with the following statements?) (%)



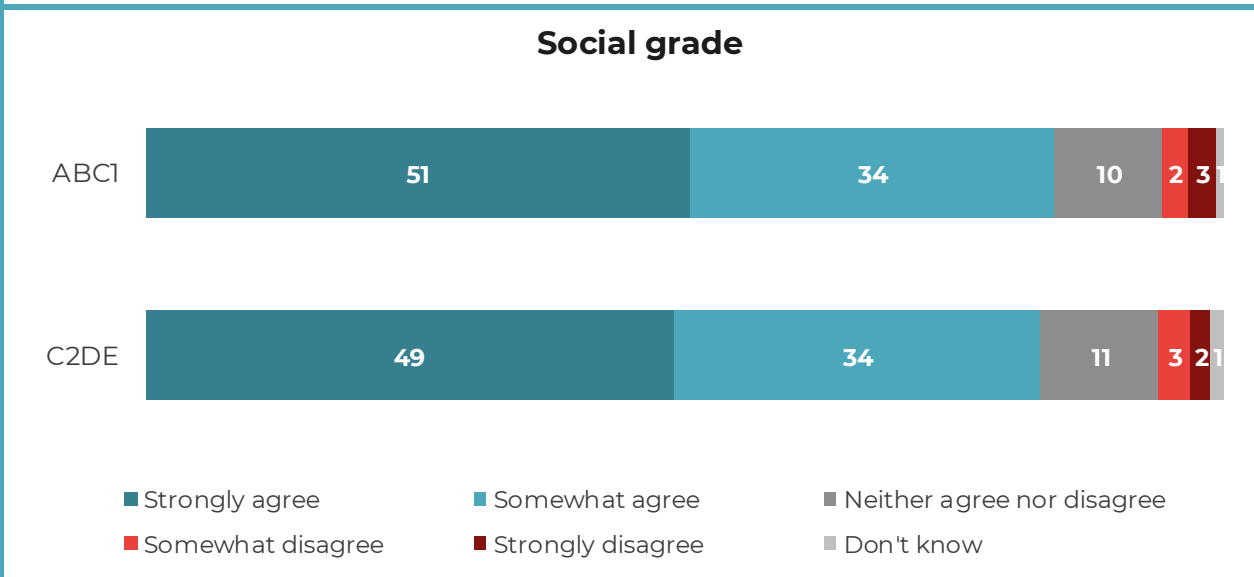
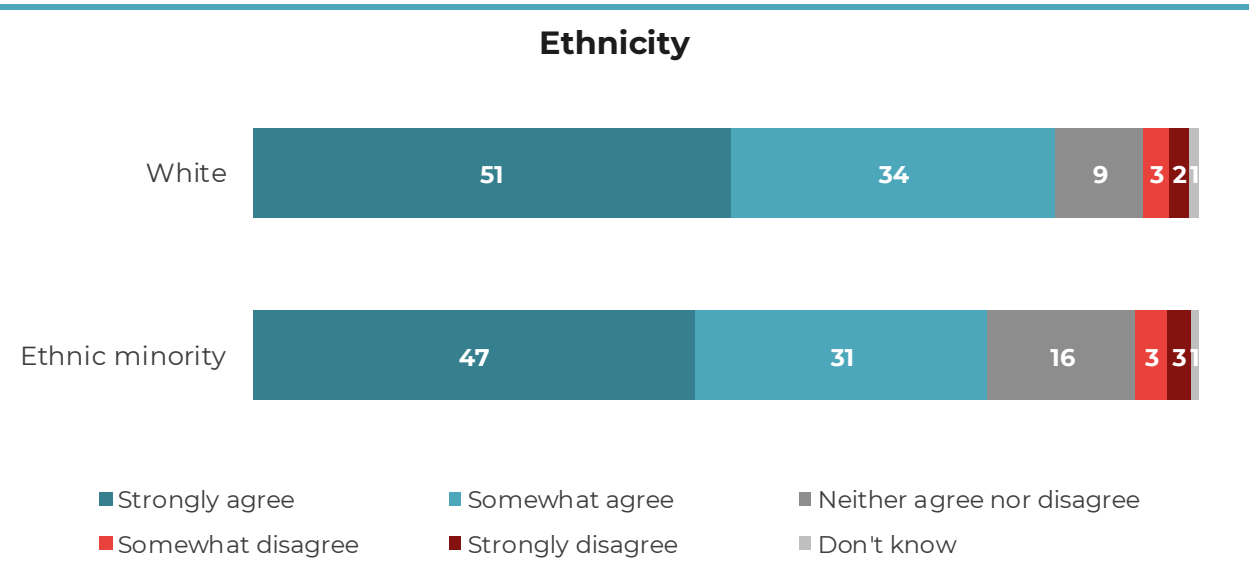
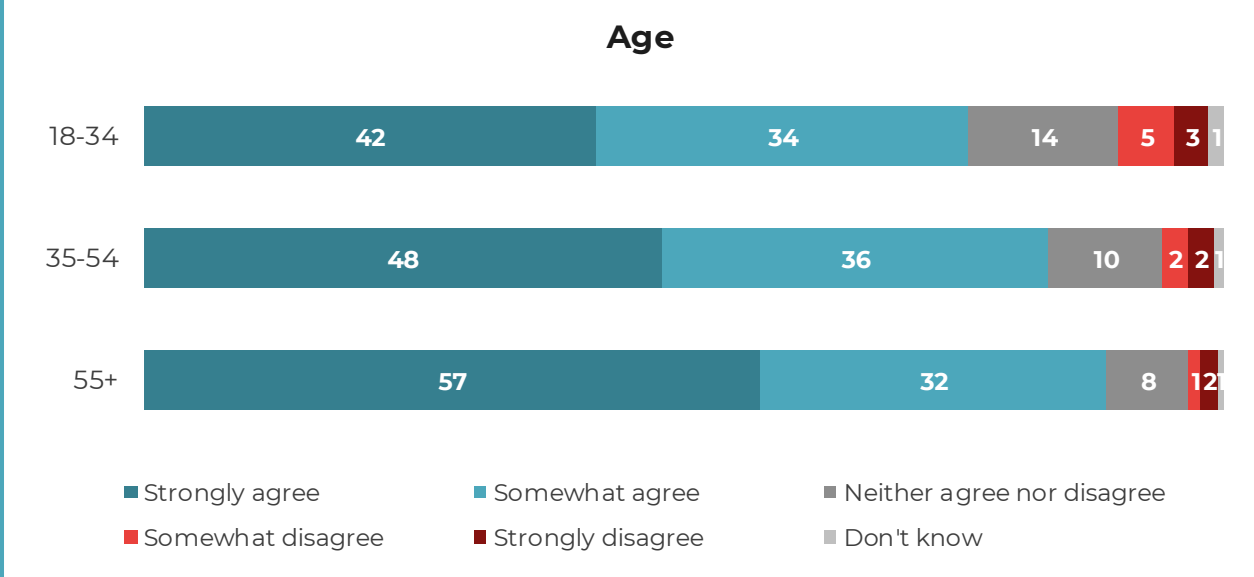
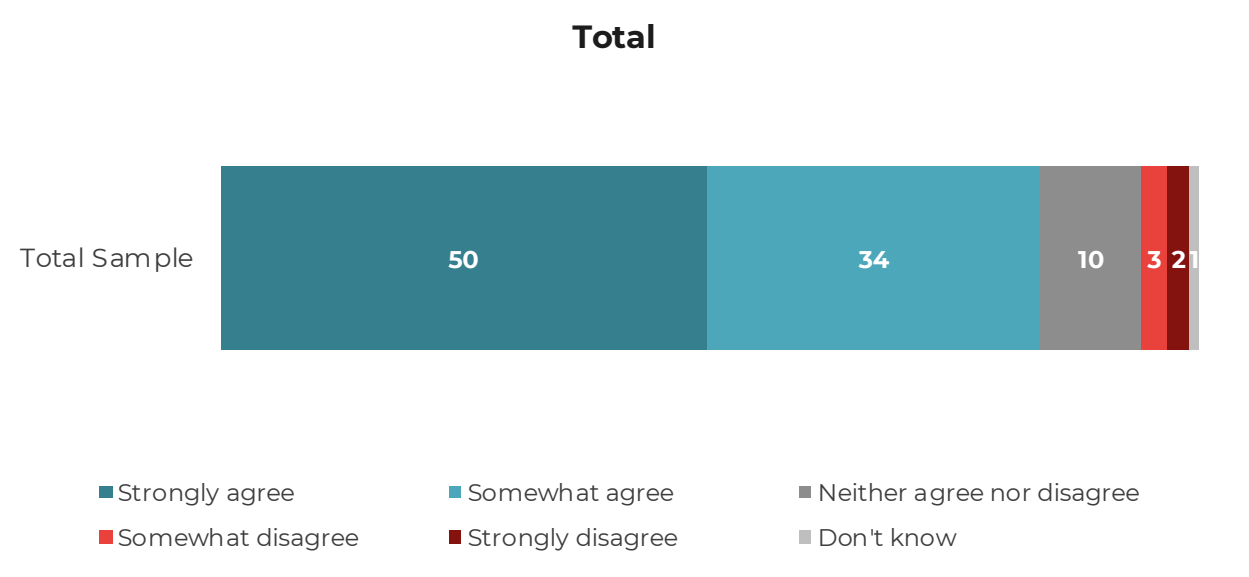
D3_3. I'm already using as little water as possible (How much do you agree or disagree with the following statements?) (%)



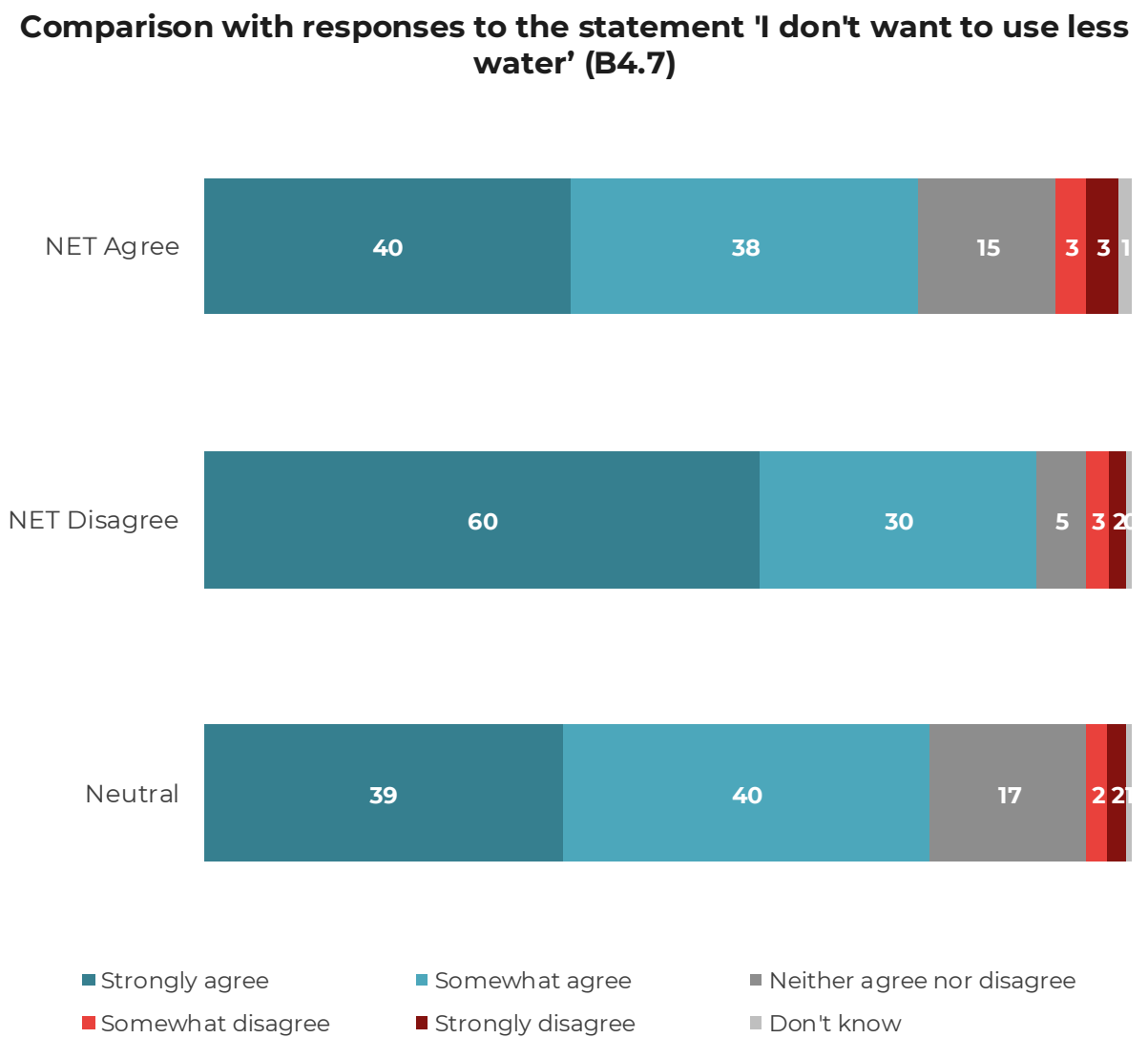
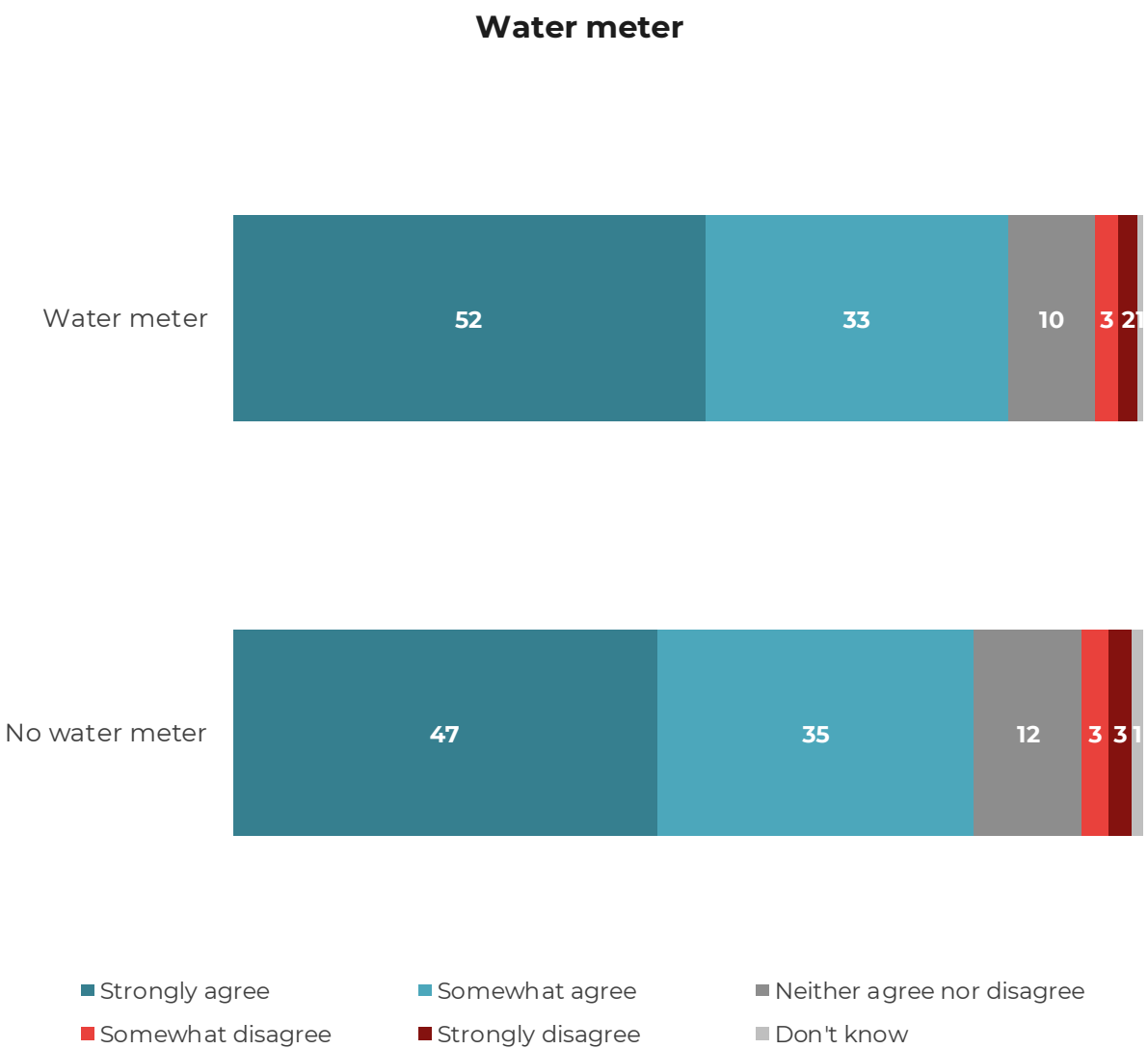
D3_3. I'm already using as little water as possible (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	31	25	29	35	29	29	30	32	30	38	33
Somewhat agree	41	39	41	40	44	43	41	43	41	38	44
Neither agree nor disagree	15	18	15	16	16	16	16	13	17	13	15
Somewhat disagree	9	12	11	7	10	9	8	9	7	9	6
Strongly disagree	2	5	3	1	2	3	4	2	3	2	1
Don't know	1	1	0	1	1	1	1	0	1	0	0
NET: Agree	73	64	70	75	72	72	71	76	71	76	77
NET: Disagree	11	17	14	8	11	11	12	10	11	11	8

D3_4. It is the responsibility of businesses to use less water (How much do you agree or disagree with the following statements?) (%)



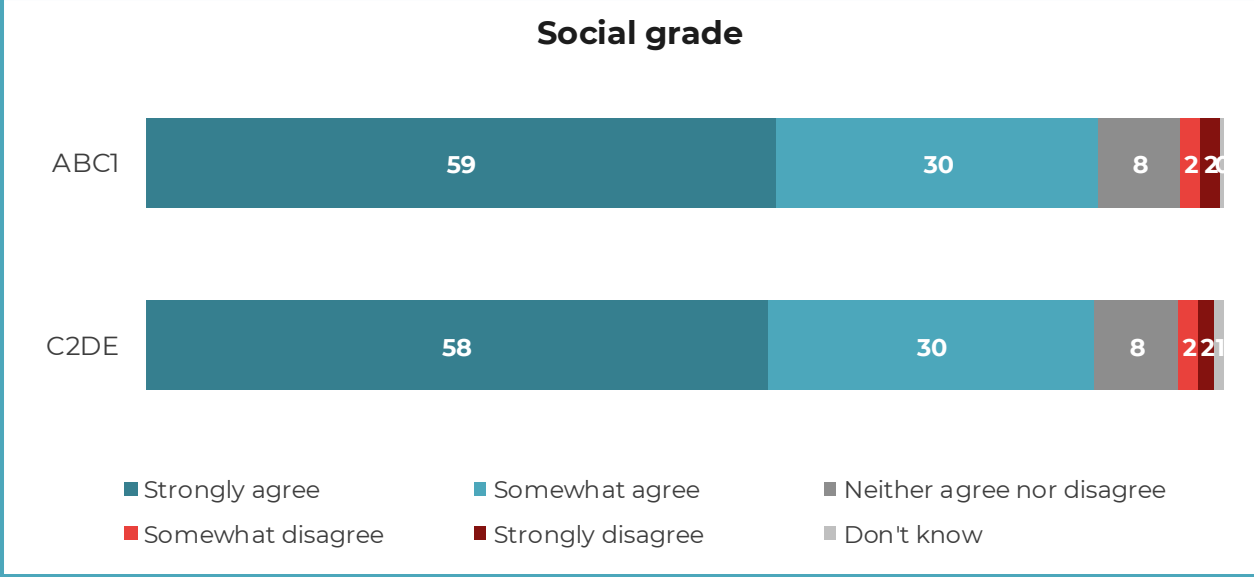
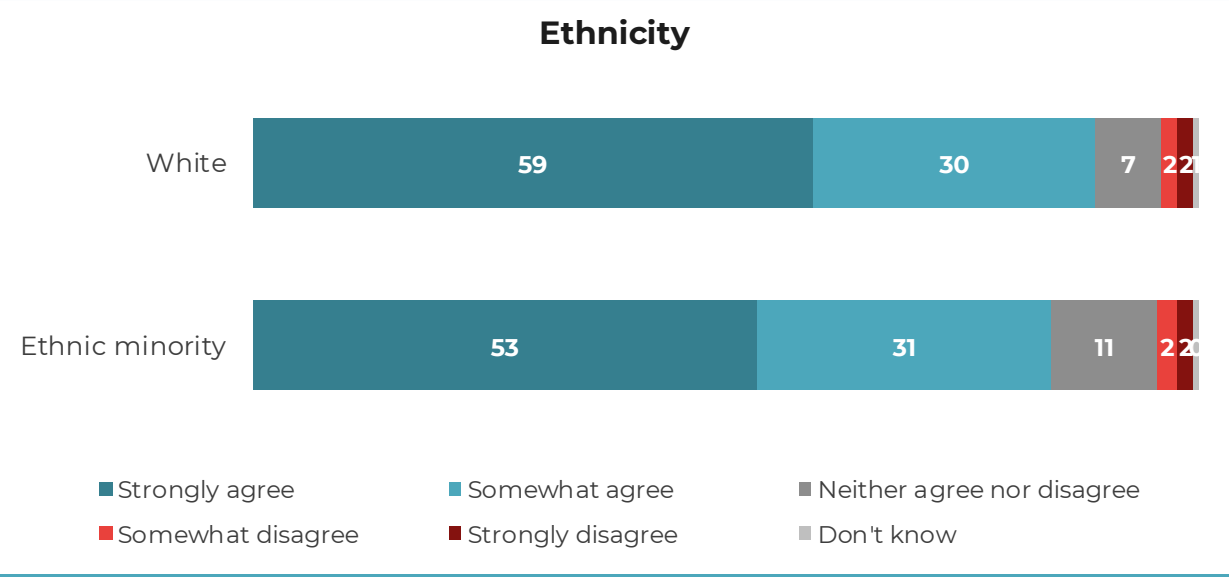
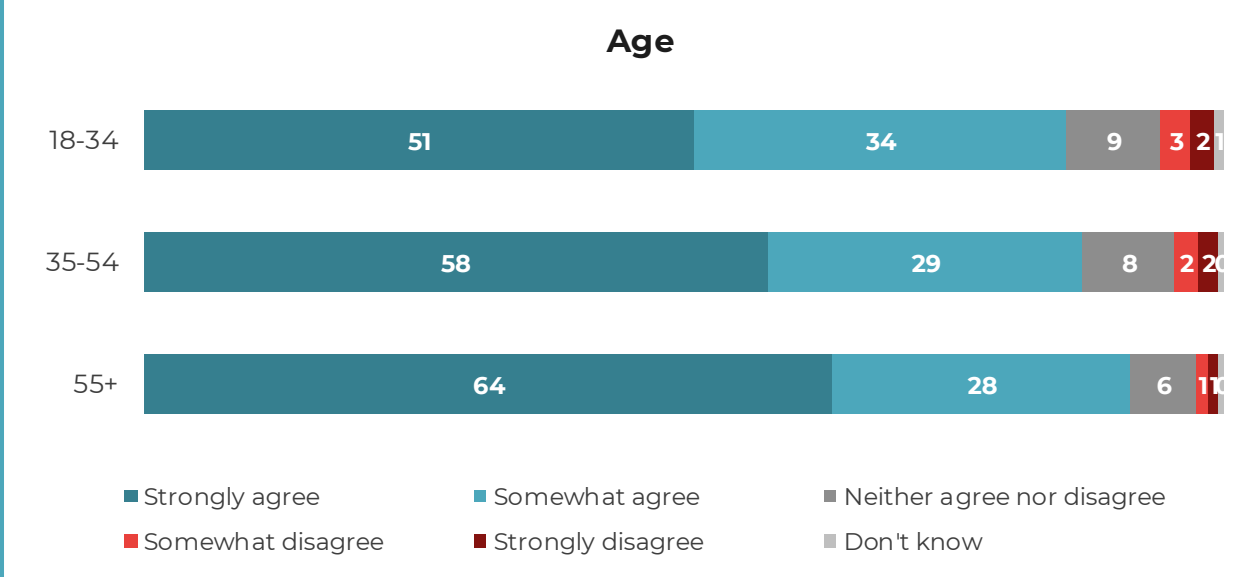
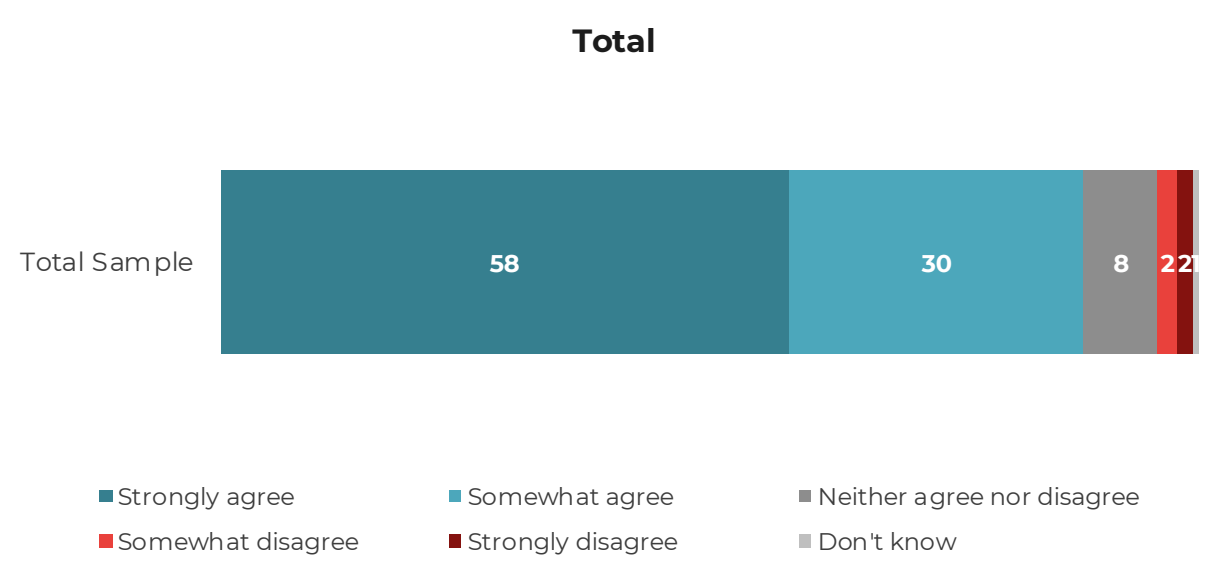
D3_4. It is the responsibility of businesses to use less water (How much do you agree or disagree with the following statements?) (%)



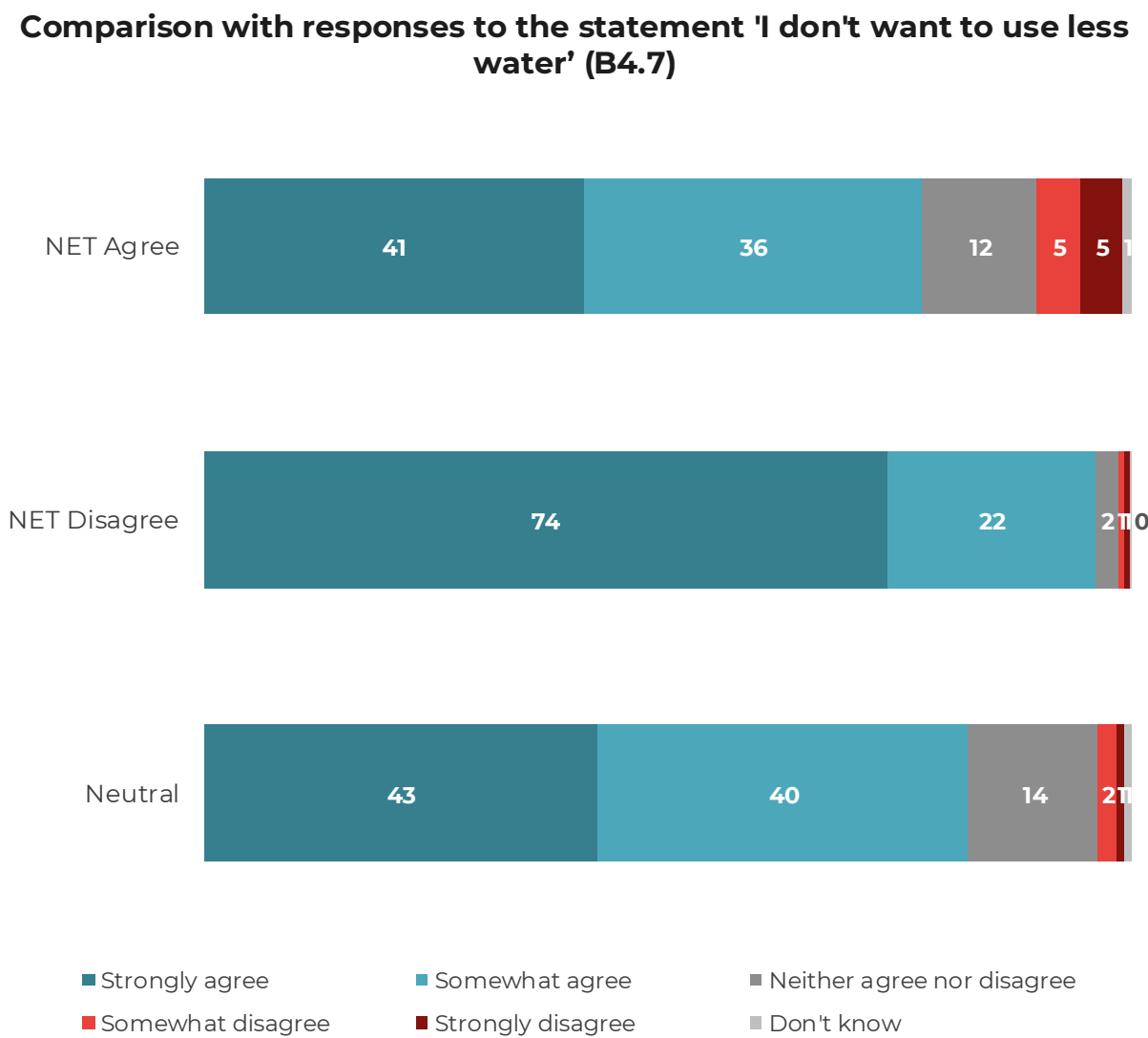
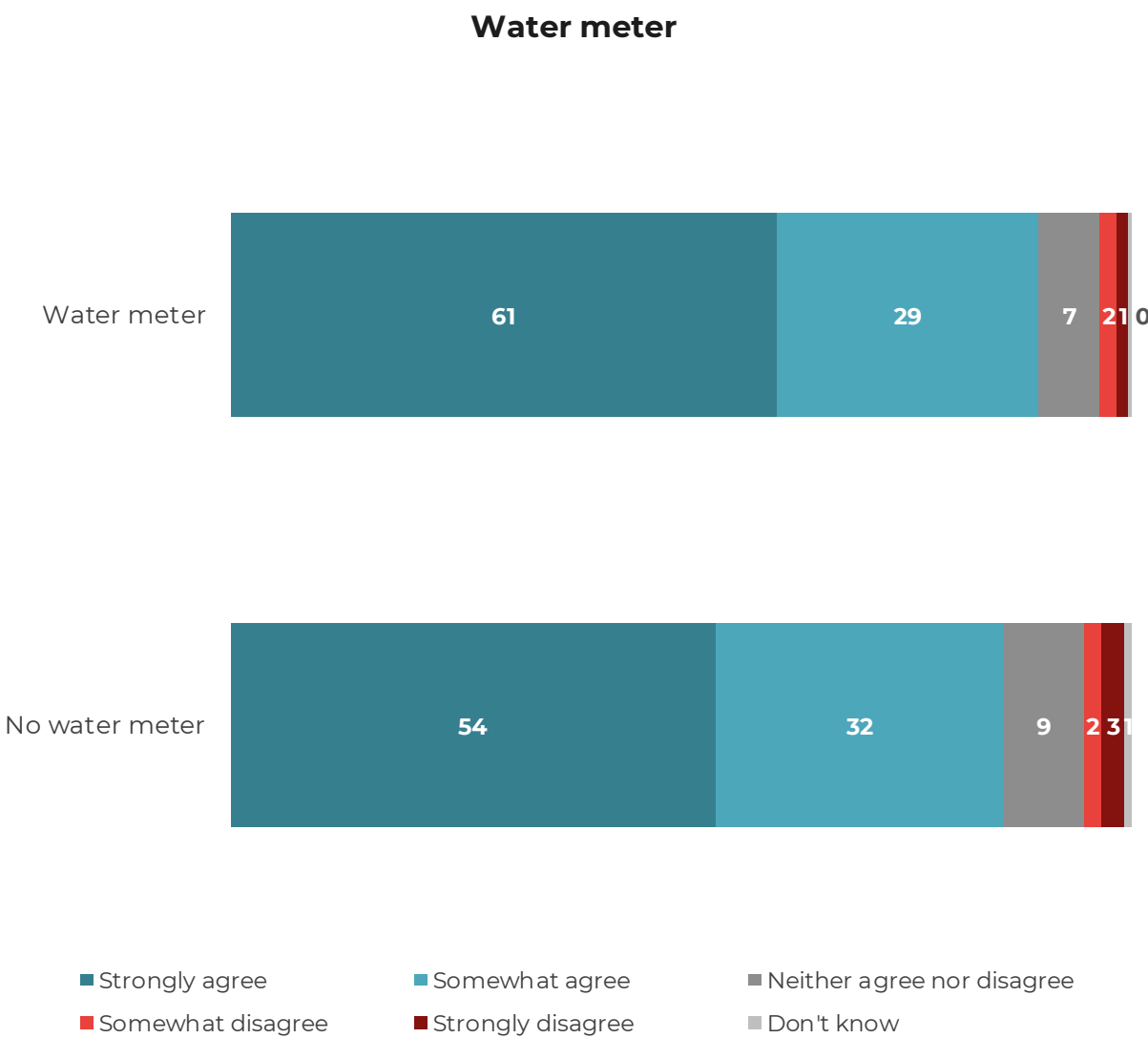
D3_4. It is the responsibility of businesses to use less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	50	53	52	48	47	47	52	52	45	52	55
Somewhat agree	34	30	36	31	37	34	32	32	37	34	31
Neither agree nor disagree	10	11	9	13	11	12	9	10	13	7	9
Somewhat disagree	3	4	1	4	3	3	3	3	2	3	3
Strongly disagree	2	2	2	3	2	3	2	2	2	3	2
Don't know	1	0	1	1	1	1	1	1	1	1	1
NET: Agree	84	83	87	80	83	81	84	84	82	86	86

D3_5. It is a shared responsibility of all in society to start using less water (How much do you agree or disagree with the following statements?) (%)



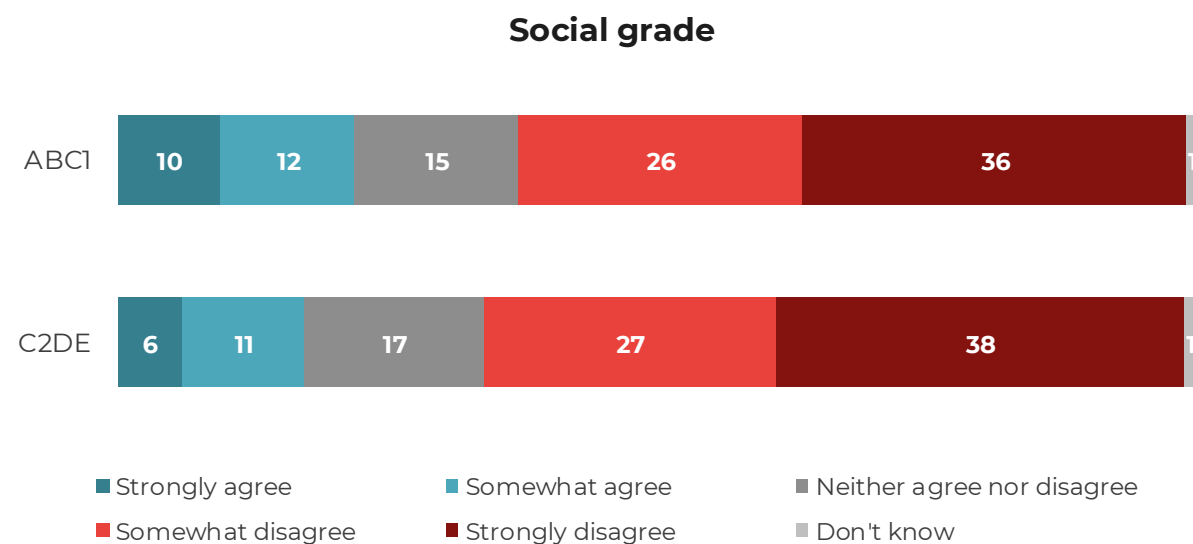
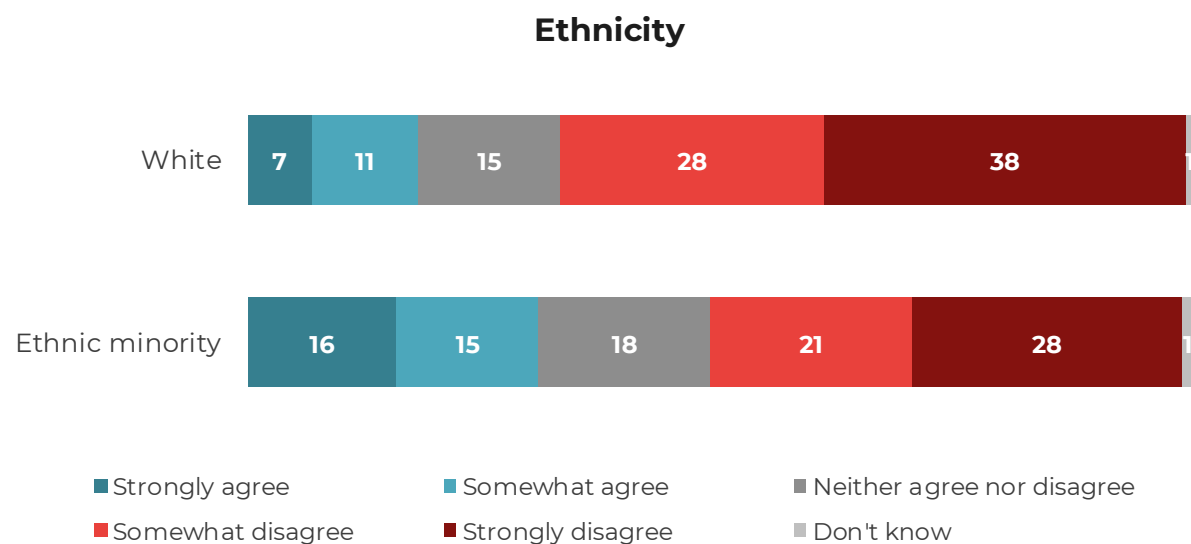
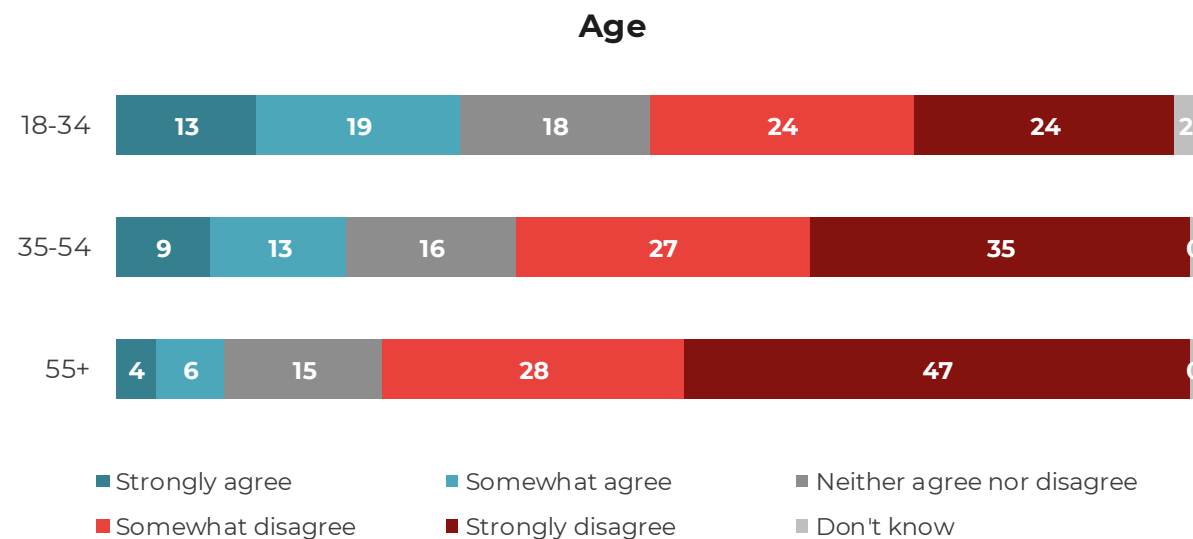
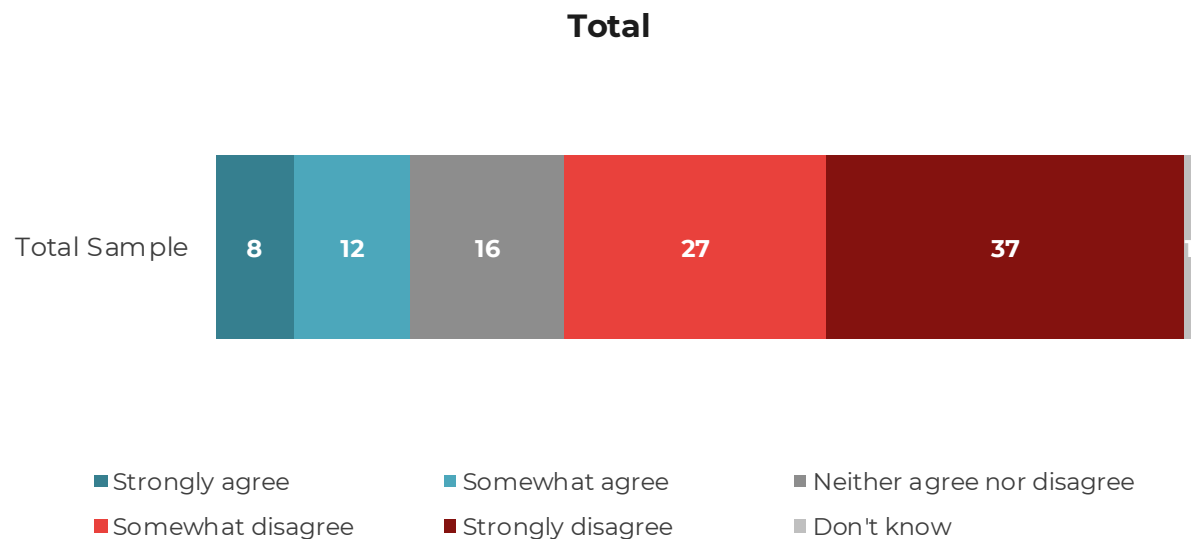
D3_5. It is a shared responsibility of all in society to start using less water (How much do you agree or disagree with the following statements?) (%)



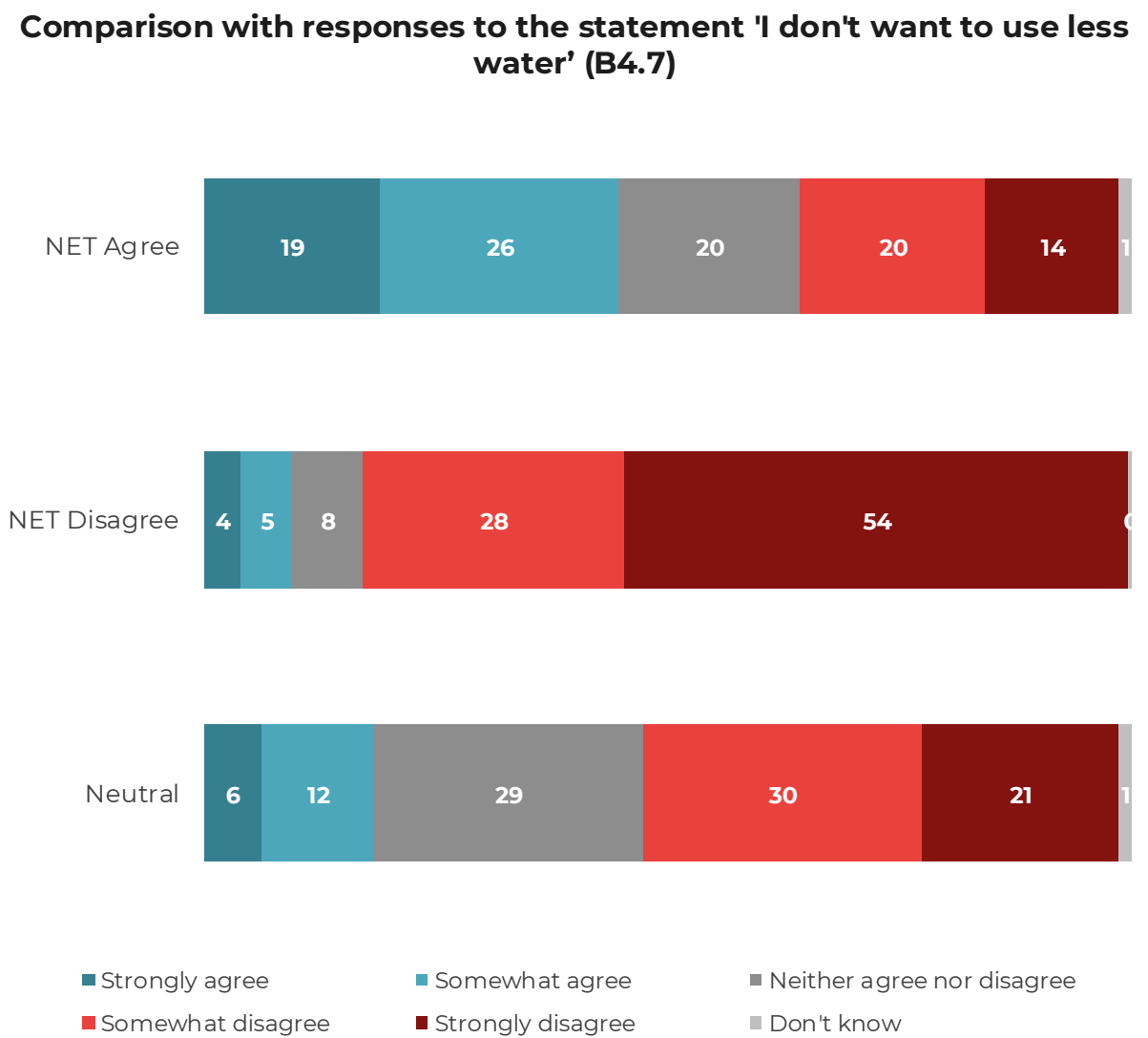
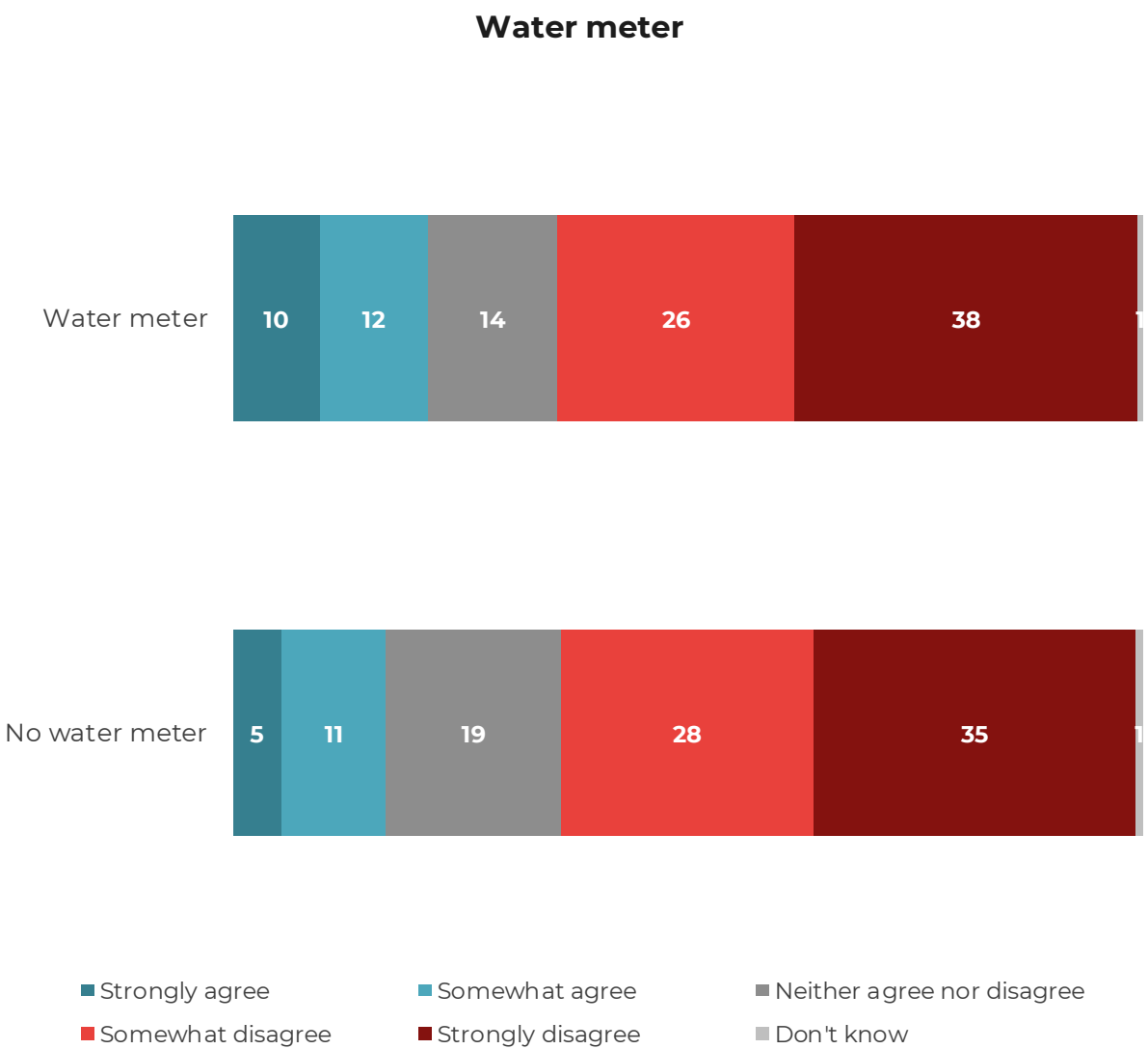
D3_5. It is a shared responsibility of all in society to start using less water (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	58	55	58	56	60	58	64	61	55	60	59
Somewhat agree	30	29	31	31	29	28	25	30	33	29	30
Neither agree nor disagree	8	11	6	10	5	10	8	6	8	7	7
Somewhat disagree	2	4	2	2	3	2	2	1	2	1	2
Strongly disagree	2	1	2	1	2	2	2	2	2	1	2
Don't know	1	0	1	1	1	1	0	1	1	1	0
NET: Agree	88	84	89	86	90	85	89	91	88	89	90
NET: Disagree	4	5	4	4	5	4	3	3	3	3	4

D3_6. Using less water is not my problem (How much do you agree or disagree with the following statements?) (%)



D3_6. Using less water is not my problem (How much do you agree or disagree with the following statements?) (%)



D3_6. Using less water is not my problem (How much do you agree or disagree with the following statements?) (%)

Region											
	Total Sample	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	Wales	East of England	London	South East	South West
Strongly agree	8	5	9	6	6	9	6	8	14	5	8
Somewhat agree	12	12	12	12	11	11	11	10	19	9	8
Neither agree nor disagree	16	18	16	14	17	18	14	14	16	17	13
Somewhat disagree	27	27	28	30	28	27	24	27	22	25	32
Strongly disagree	37	38	34	38	37	33	43	40	28	43	39
Don't know	1	0	0	1	1	1	1	1	1	1	1
NET: Agree	20	16	22	18	17	20	18	18	33	14	15
NET: Disagree	63	65	62	68	66	60	67	67	49	68	70



Regression analysis

Regression analysis methodology



A two-way ANOVA can be used to determine whether a categorical variable has an impact on an attribute whilst controlling for another categorical variable (and any interactions between the two categorical variables). **We have used this across a range of our behavioural and attitudinal survey statements to assess whether age has an impact after controlling for ethnicity, and vice versa.**

A standard two-way ANOVA assumes certain data properties, such as normally distributed data and equal variances across each group. We have found in previous survey data that this is rarely the case and have therefore opted to use **Wilcoxon's Robust ANOVA** where these assumptions don't need to be satisfied. The Robust ANOVA, however, cannot be used on weighted survey data so we are using the raw survey scores from the main sample.

We have applied this analysis to the whole agreement scale for each statement however, due to unbalanced sample sizes, we cannot run the analysis on the granular ethnic groups. We have therefore grouped ethnicity into White and Ethnic minority groups (as per the data tables).



Variables where **only age is significant**, once ethnicity is controlled for

B1_4: Washing the car with a bucket instead of a hose
B1_6: Wear some clothes three or four times before washing them
B1_10: Use a watering can rather than a hose in the garden
B1_11: Fix leaks promptly
B4_1: I know what steps to take to use less water
B4_7: I don't want to use less water



Variables where **both age and ethnicity are significant**, even once controlling for one another

B1_3: Save the washing up until there's a full basin/dishwasher load
B1_5: Only run the washing machine with a full load
B1_7: Only showering every couple of days
B1_8: Take short showers
B4_6: Using less water is only an issue in the summer, when it's hotter/drier
B4_8: I enjoy things that need water i. baths, watering the garden, and I am not willing to give them up



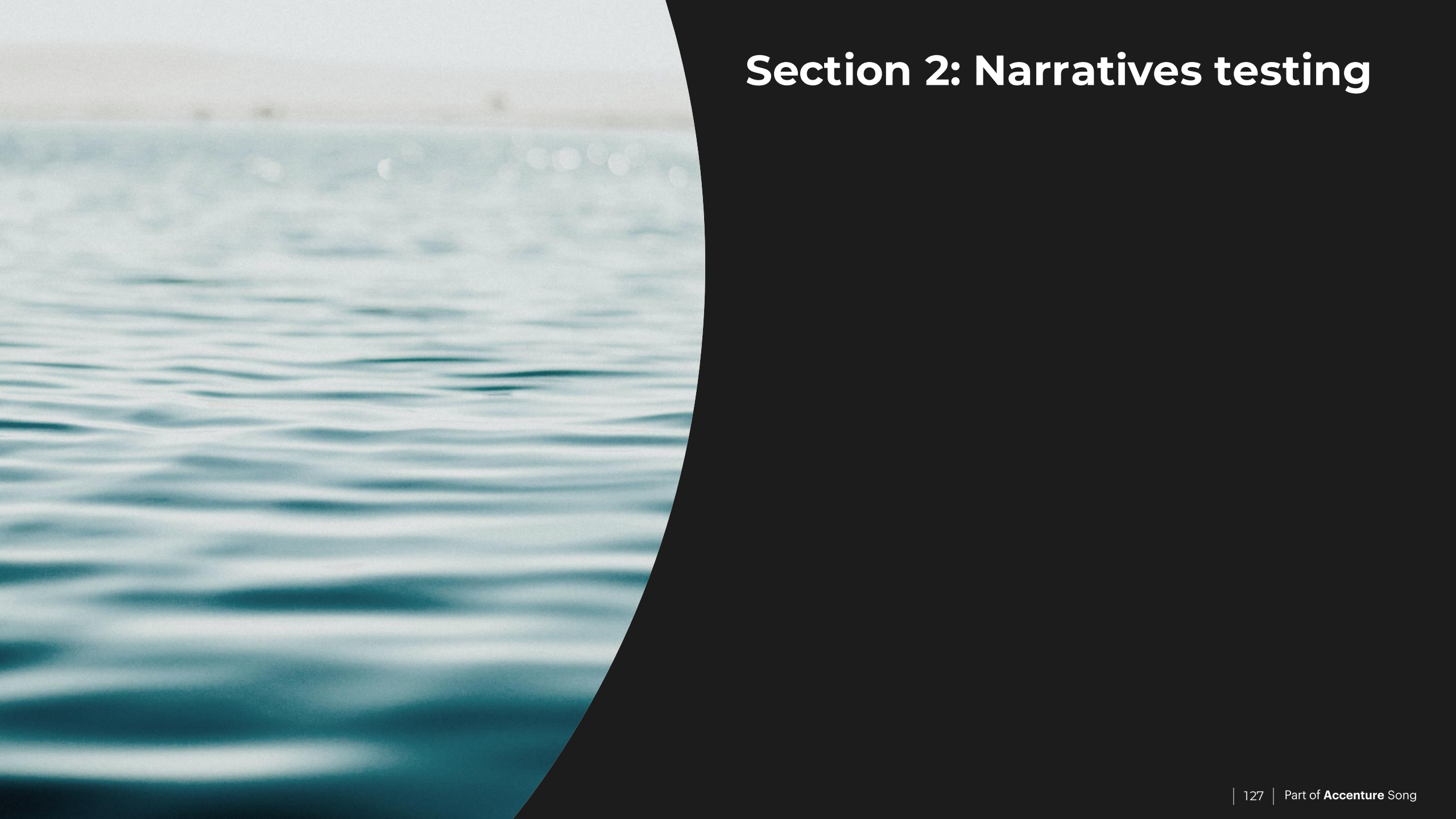
Variables where **age is significant and the interaction between age and ethnicity is significant**, once ethnicity is controlled for

B1_1: Turn off the tap when brushing teeth

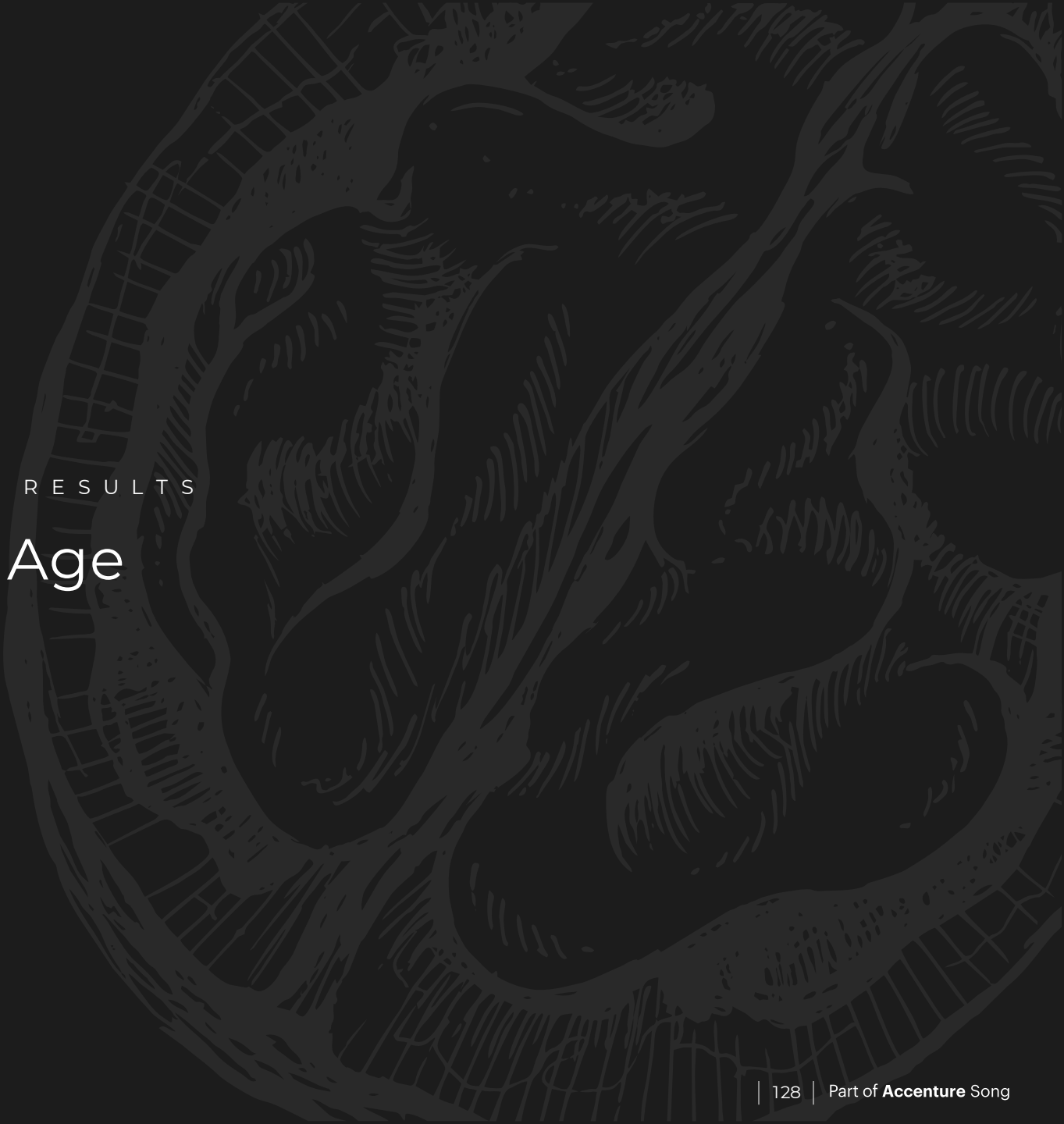


Variables where **both age and ethnicity are significant and there is also a significant interaction between the two**, even once controlling for one another

B1_2: Not flushing the toilet when it's only a number 1
B1_9: Share bathwater or avoid taking baths



Section 2: Narratives testing

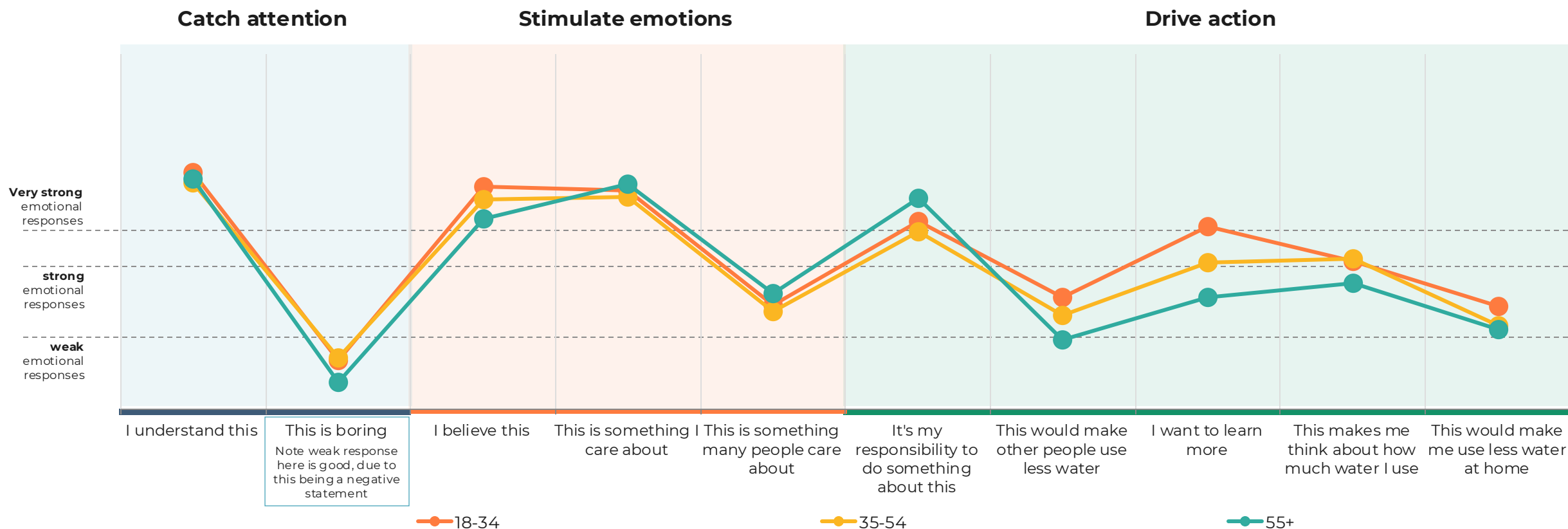


THE RESULTS

Age

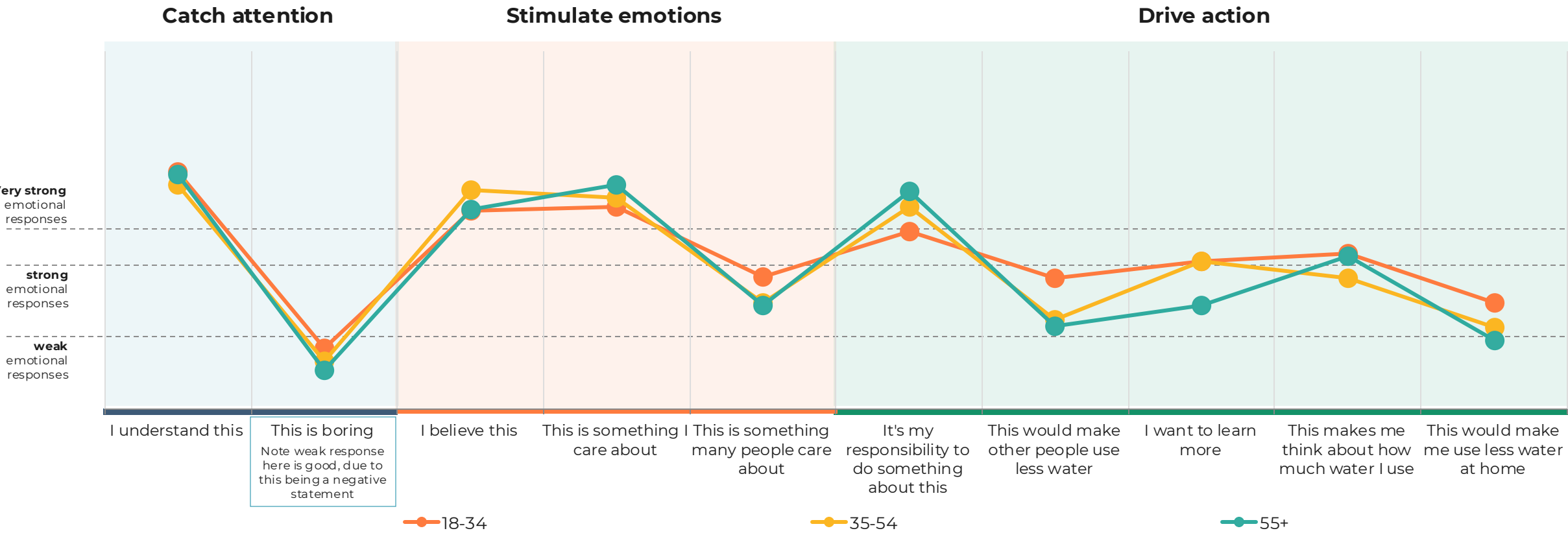
Environment – Reaction Time Results: Age

% Fast Yes



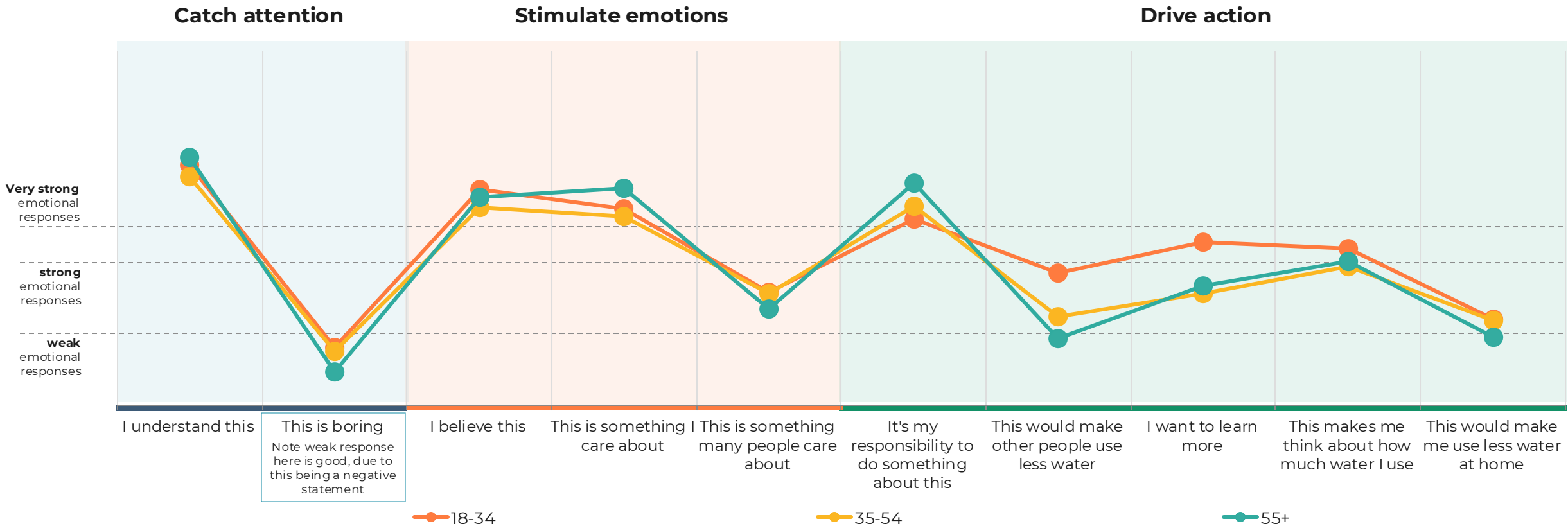
Future – Reaction Time Results: Age

% Fast Yes



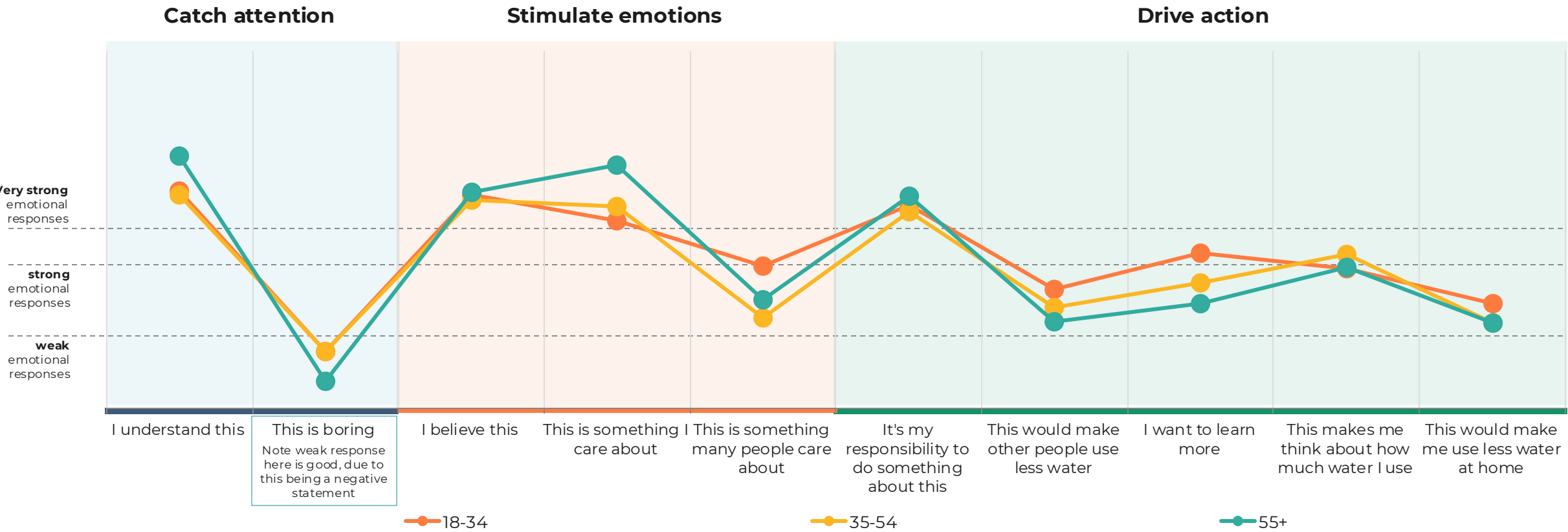
Value – Reaction Time Results: Age

% Fast Yes



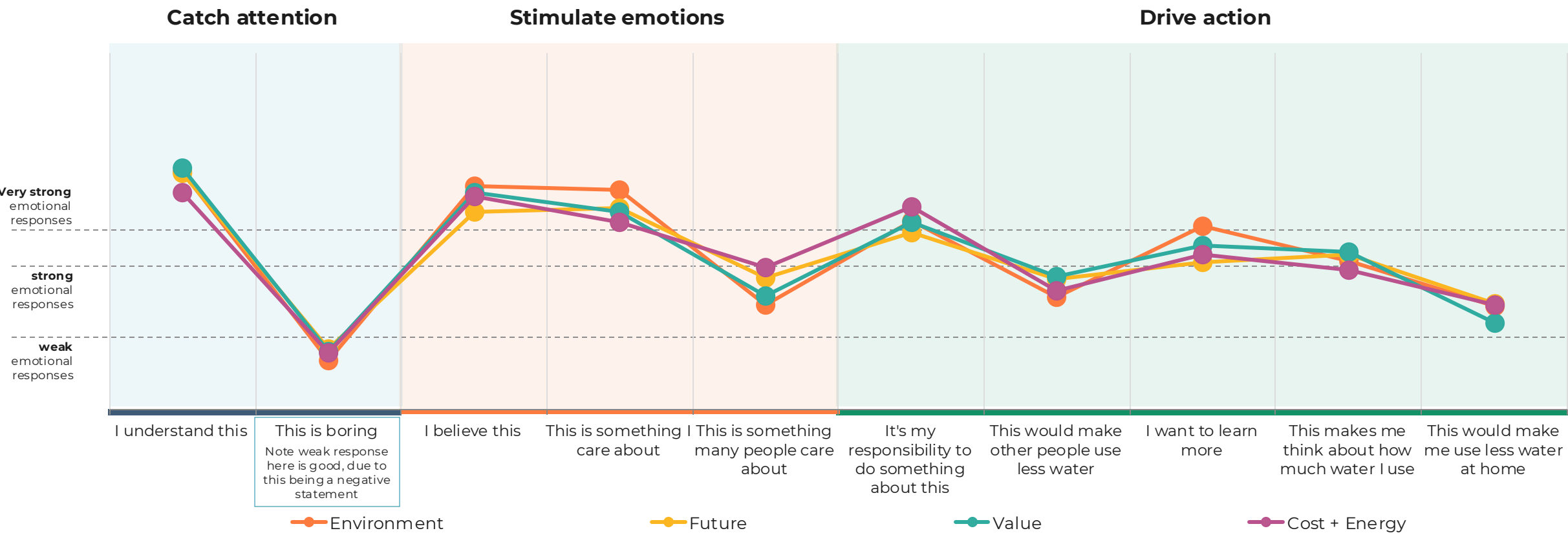
Cost + Energy – Reaction Time Results: Age

% Fast Yes



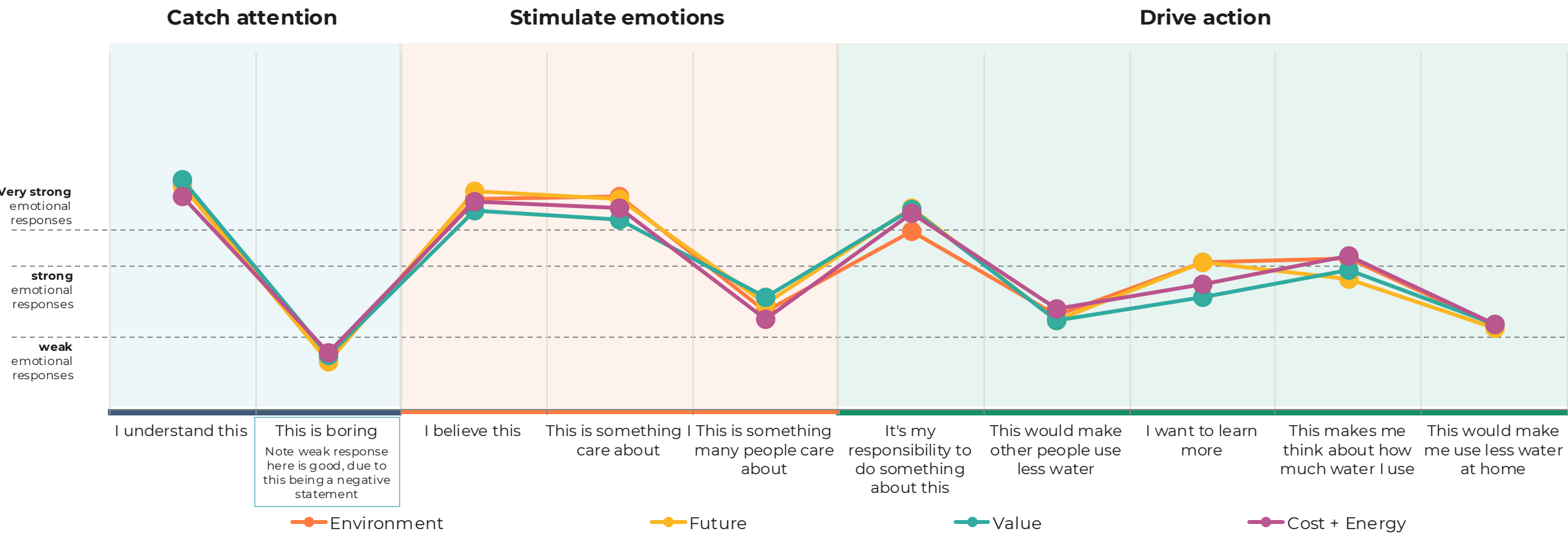
18-34 years – Reaction Time Results

% Fast Yes



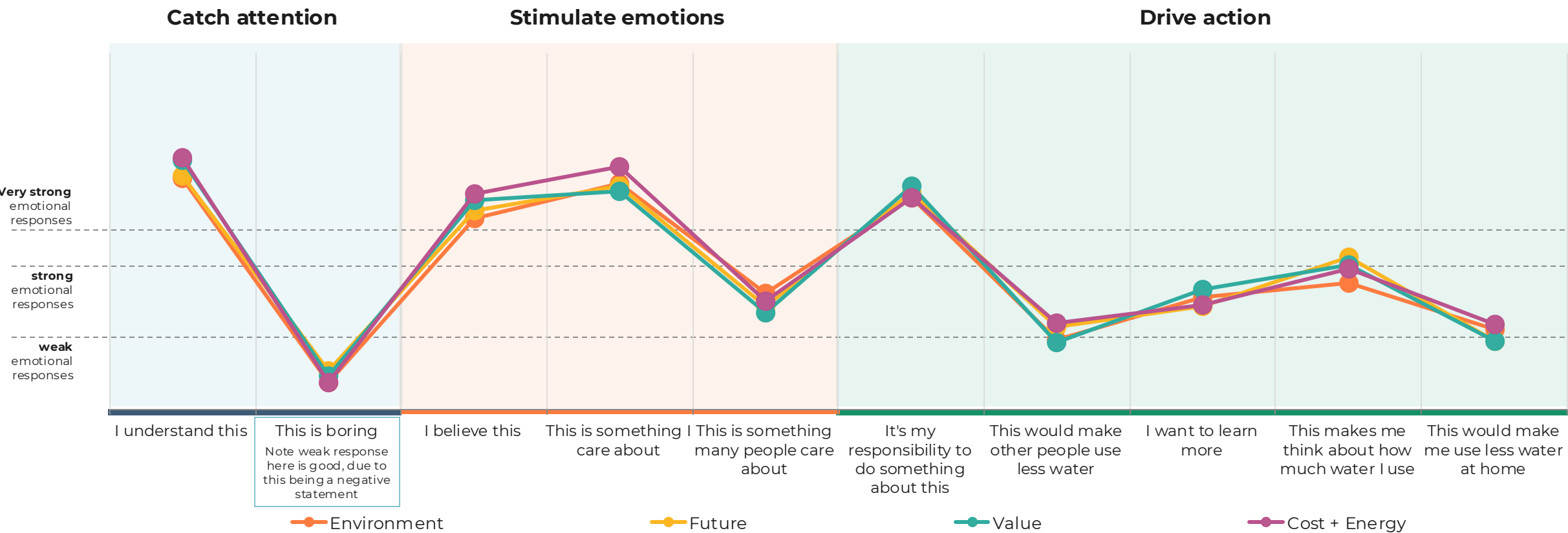
35-54 years – Reaction Time Results

% Fast Yes



55+ years – Reaction Time Results

% Fast Yes



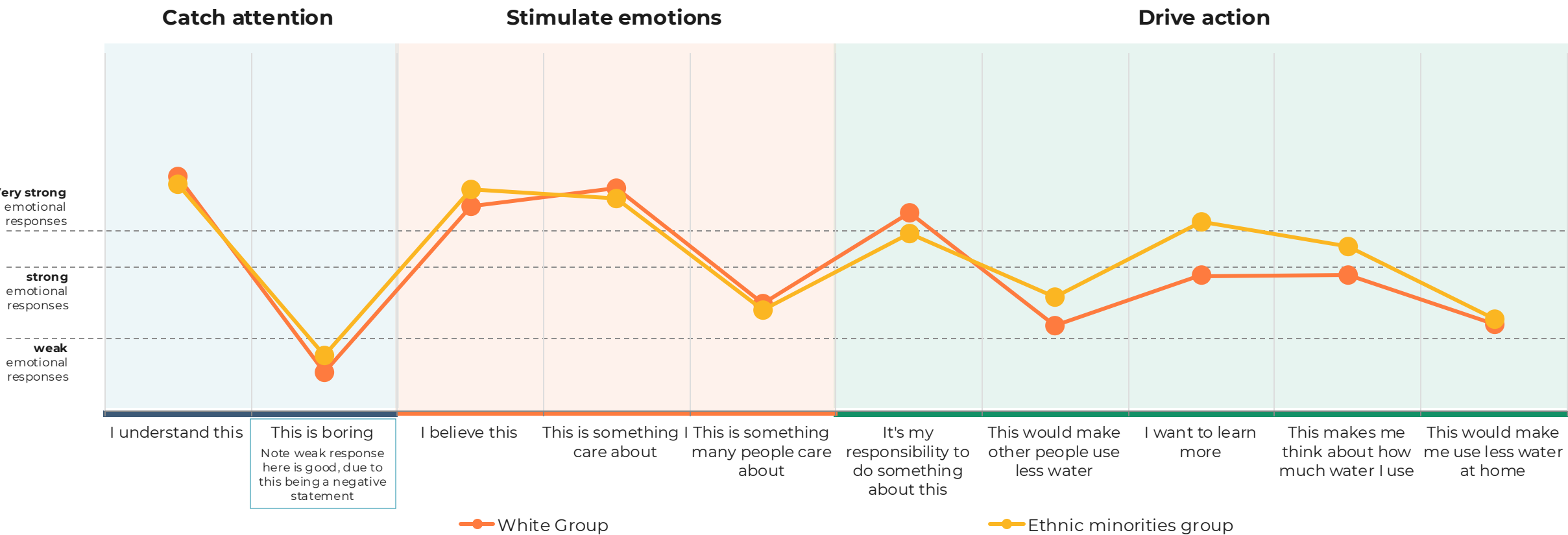


THE RESULTS

Ethnicity

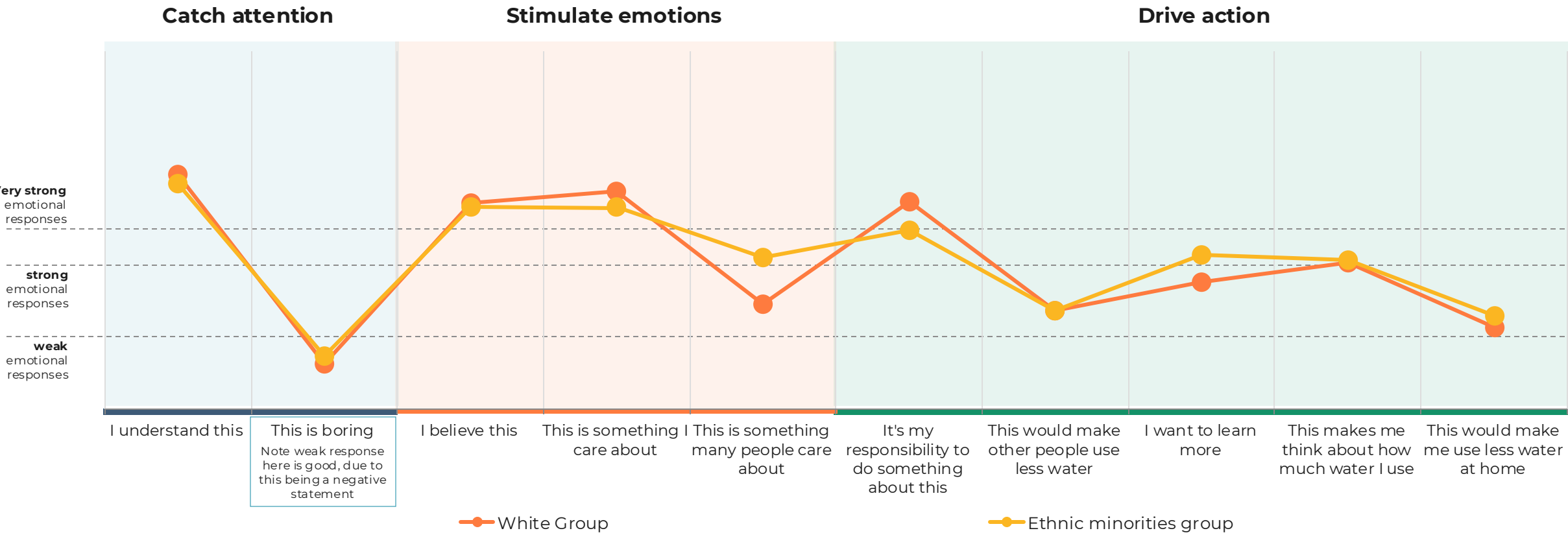
Environment – Reaction Time Results: Ethnicity

% Fast Yes



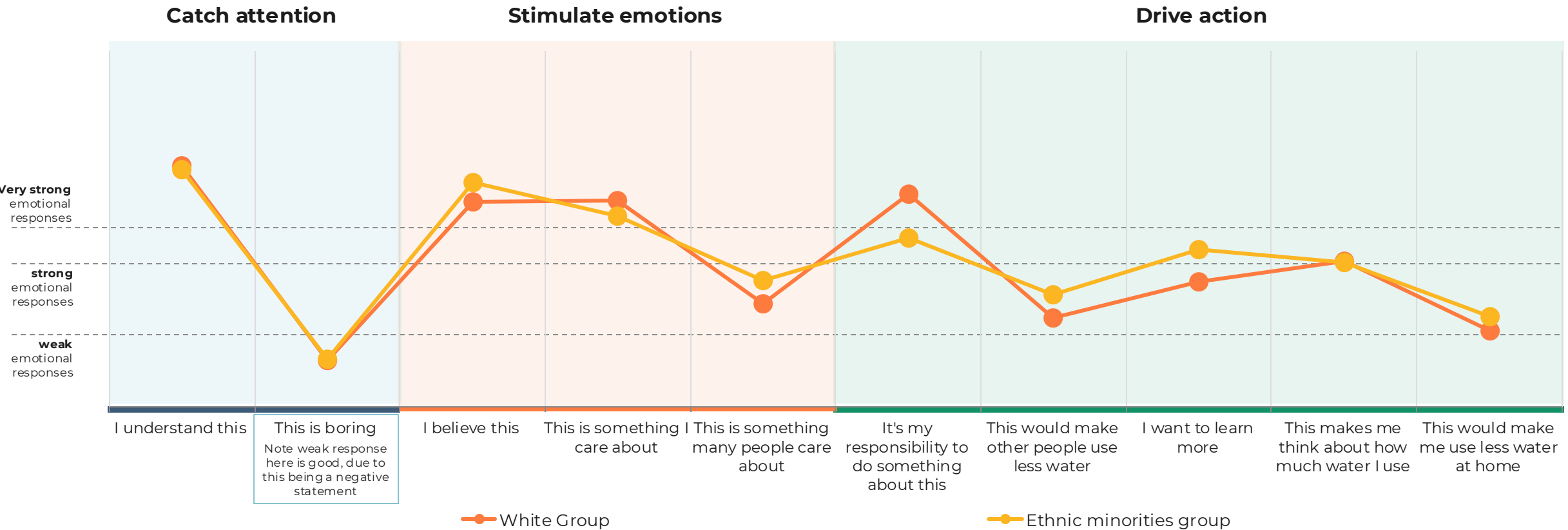
Future – Reaction Time Results: Ethnicity

% Fast Yes



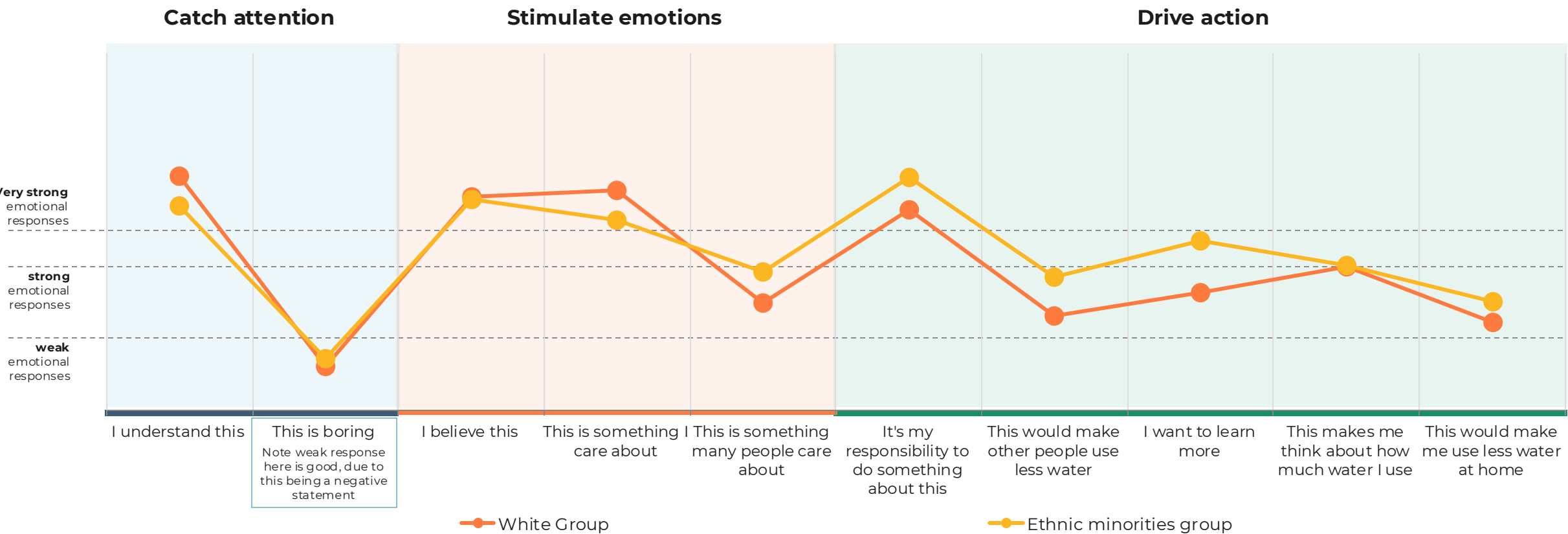
Value – Reaction Time Results: Ethnicity

% Fast Yes



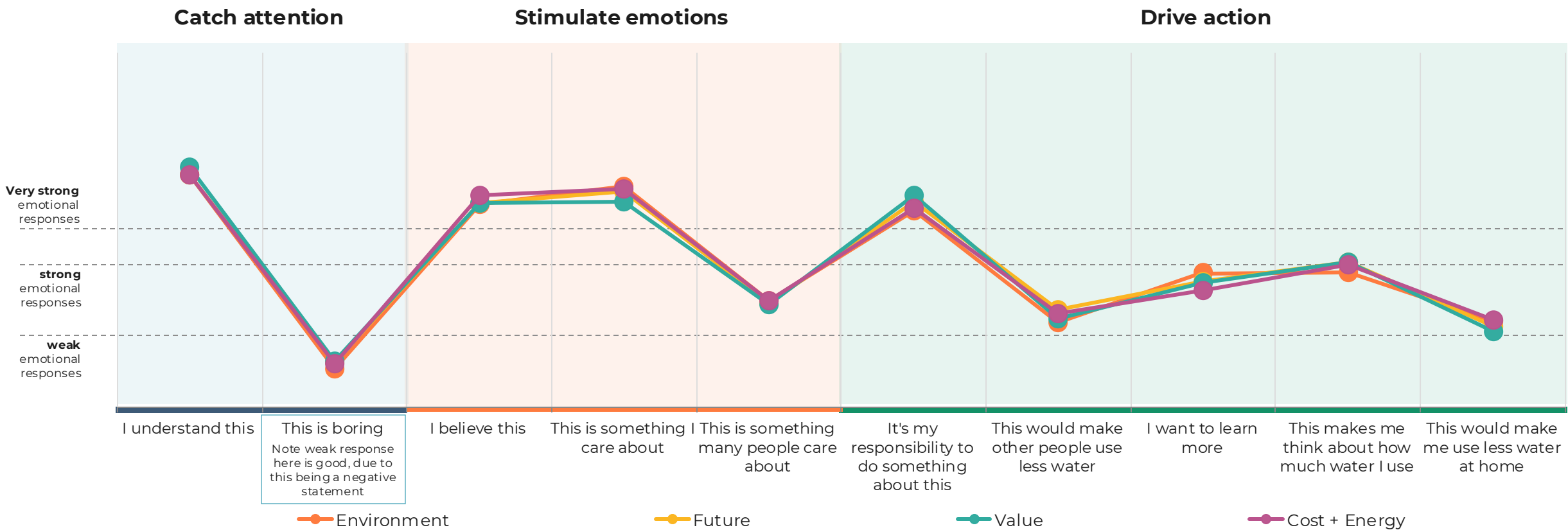
Cost + Energy – Reaction Time Results: Ethnicity

% Fast Yes



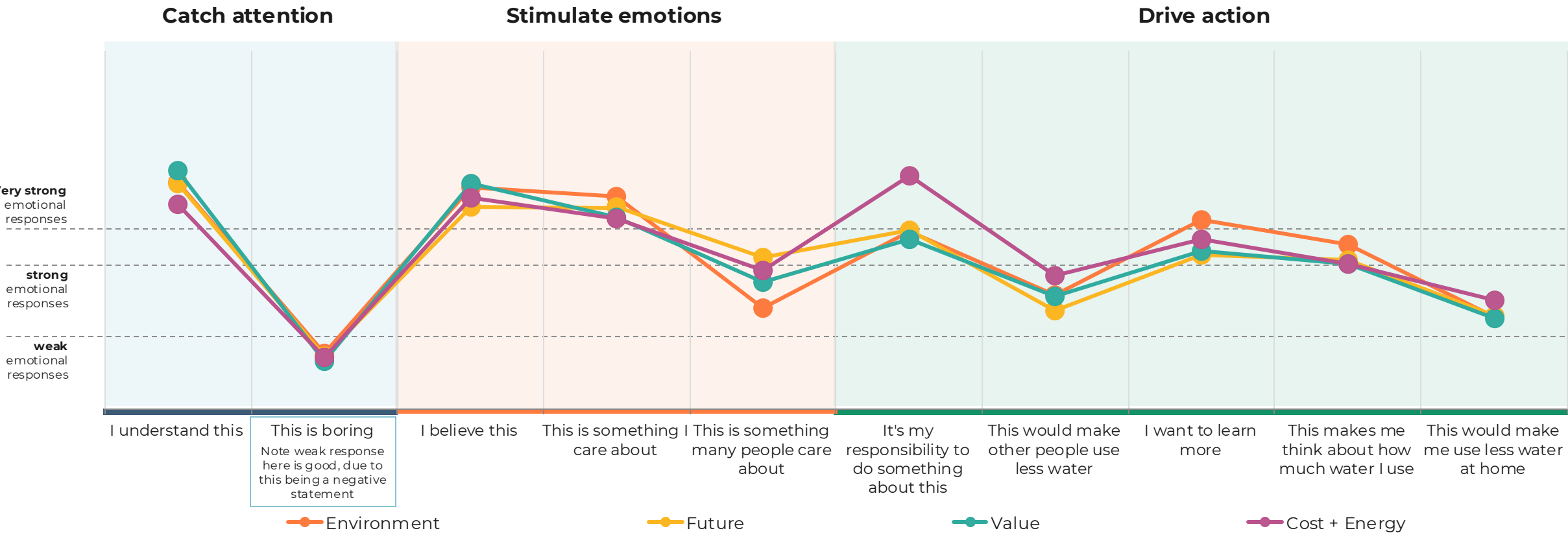
White ethnicity – Reaction Time Results

% Fast Yes



Ethnic minority– Reaction Time Results

% Fast Yes



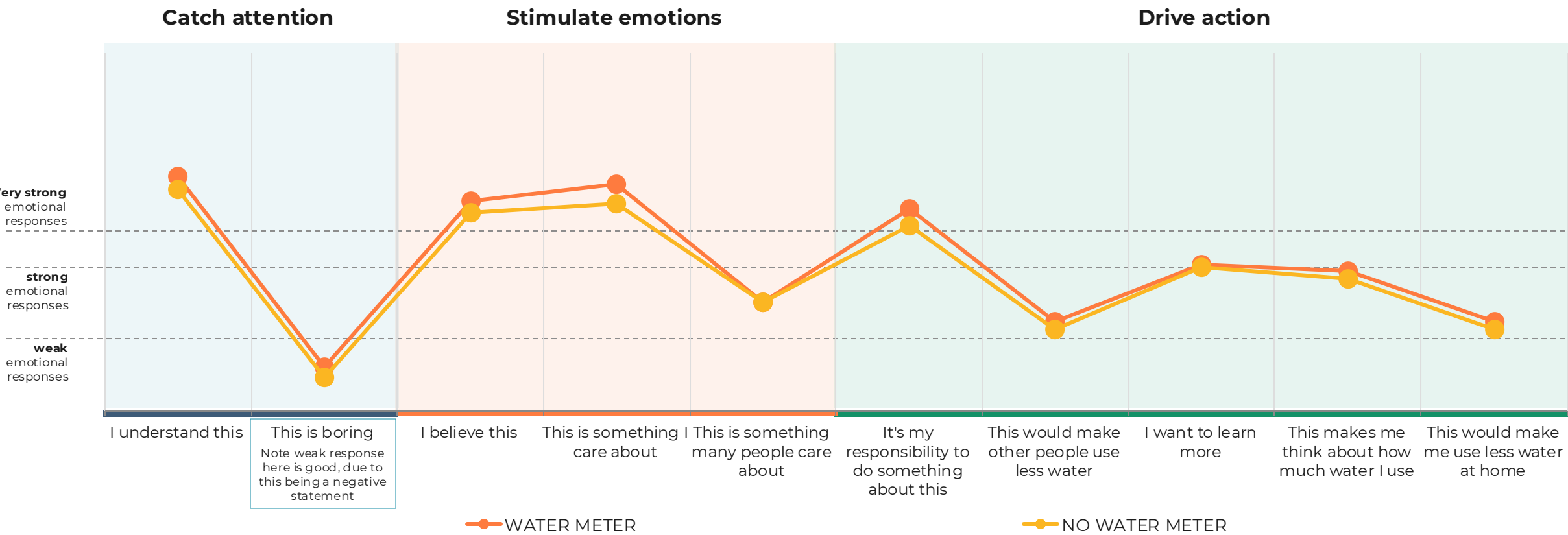


THE RESULTS

Water meter

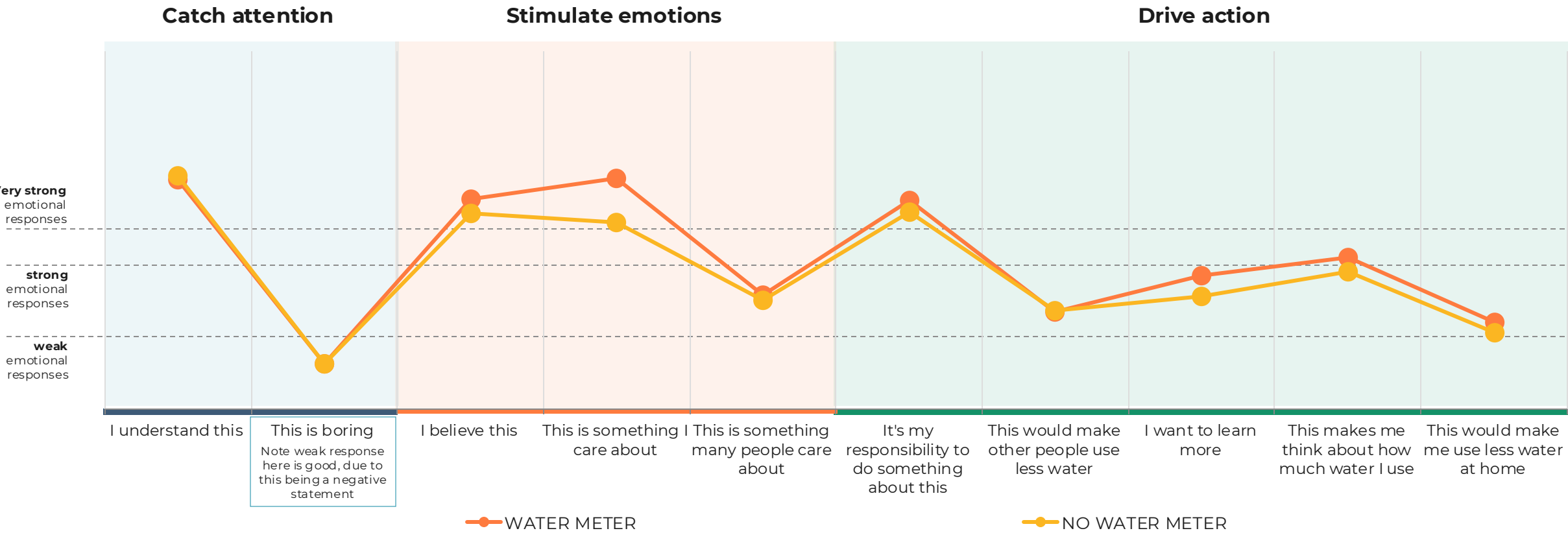
Environment – Reaction Time Results: Water meter

% Fast Yes



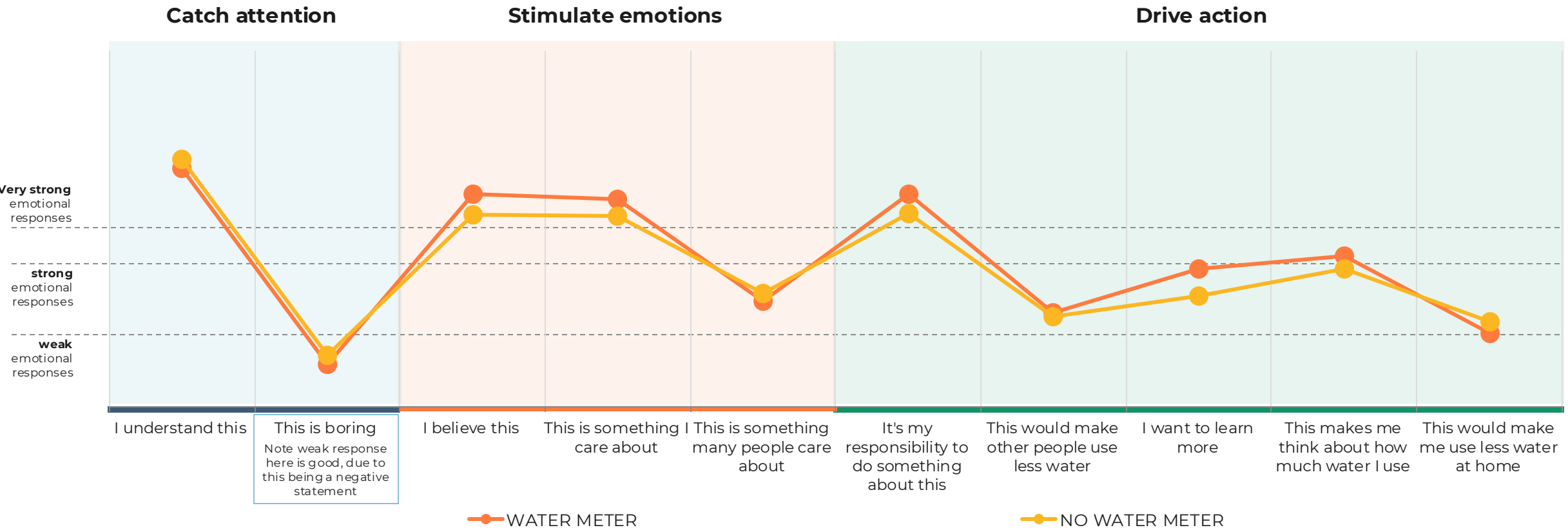
Future – Reaction Time Results: Water meter

% Fast Yes



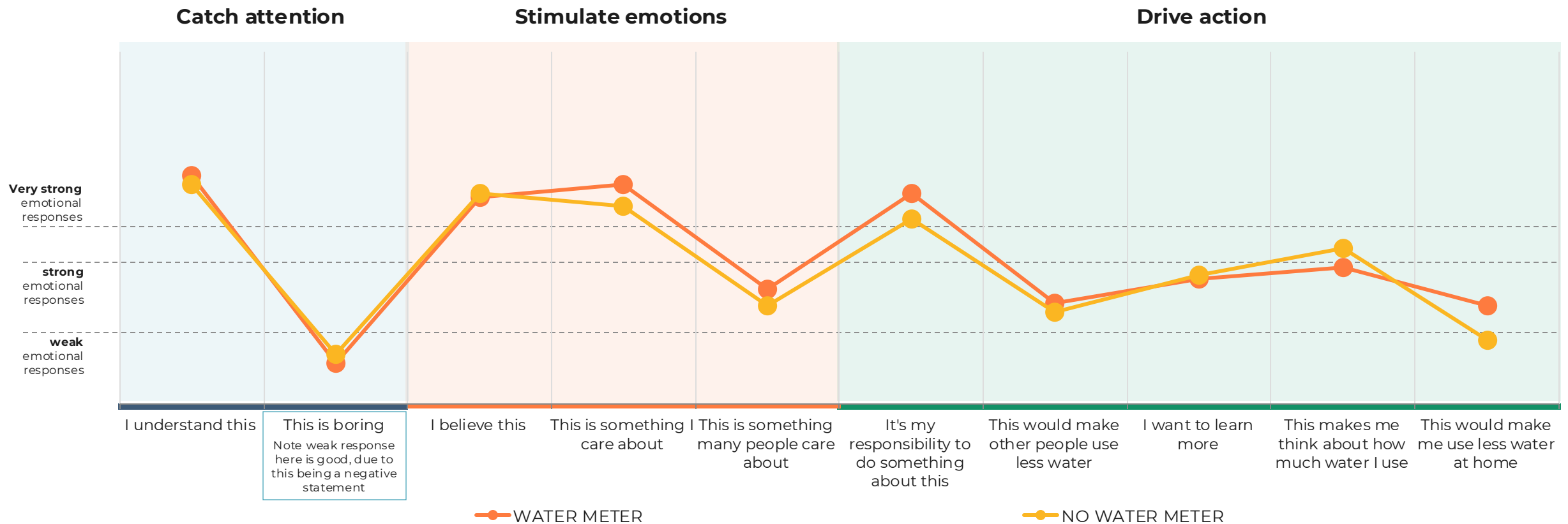
Value – Reaction Time Results: Water meter

% Fast Yes



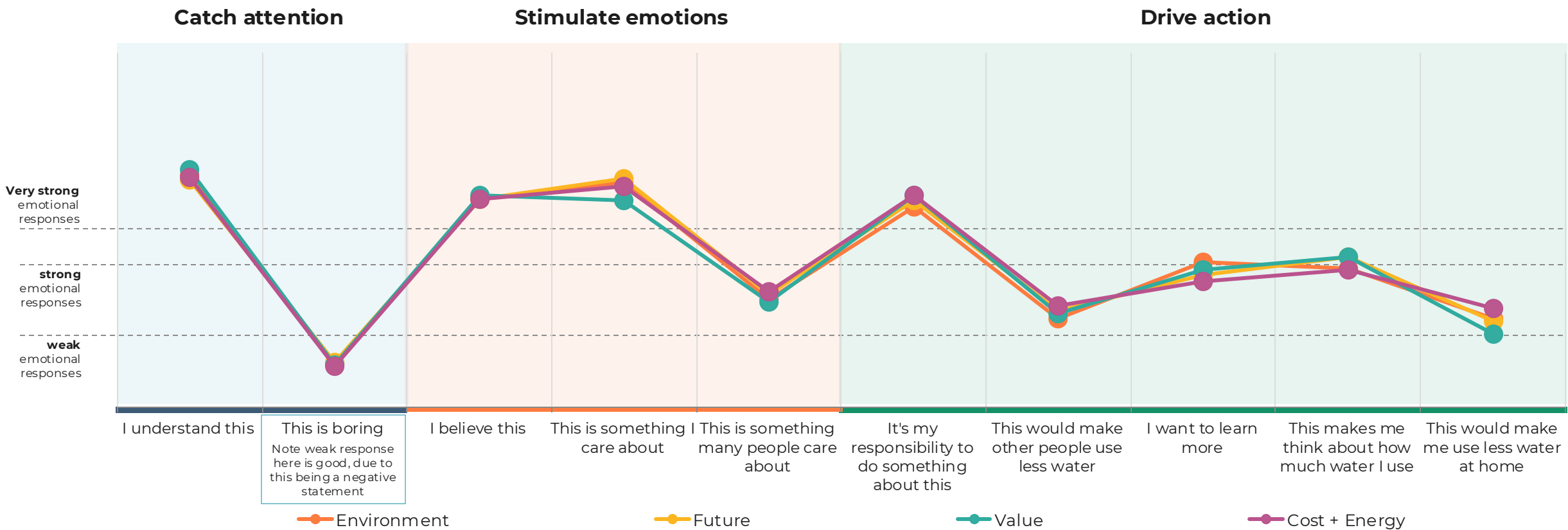
Cost + Energy – Reaction Time Results: Water meter

% Fast Yes



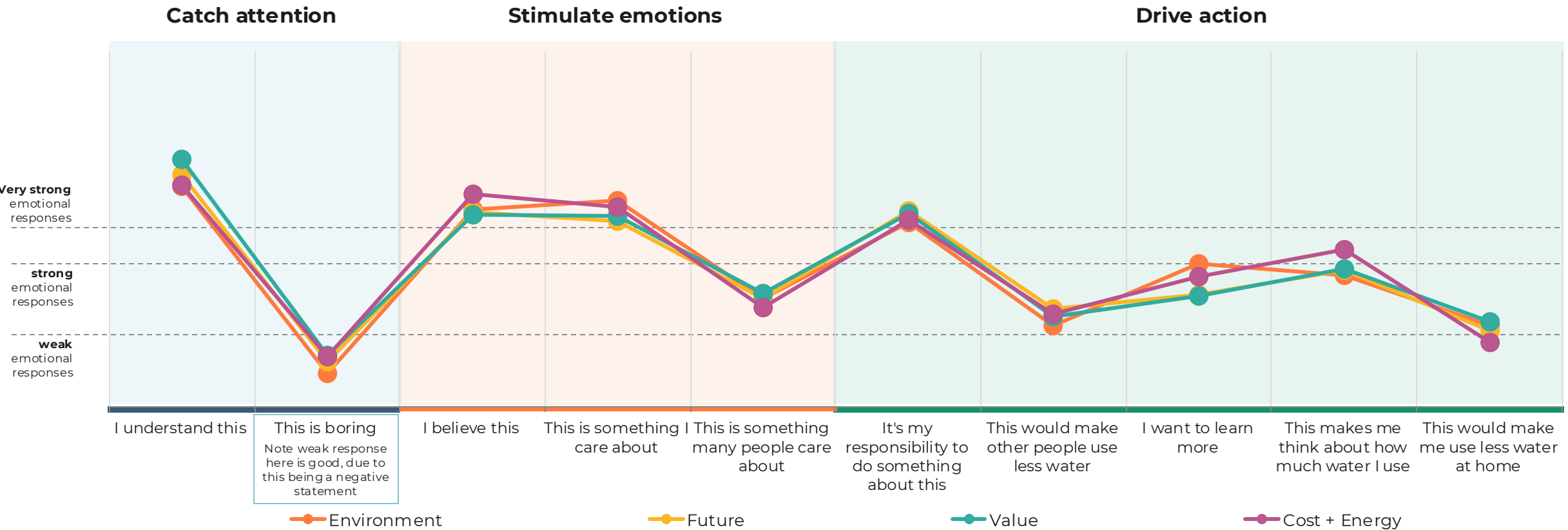
Those who have a water meter – Reaction Time Results

% Fast Yes



Those who do not have a water meter – Reaction Time Results

% Fast Yes



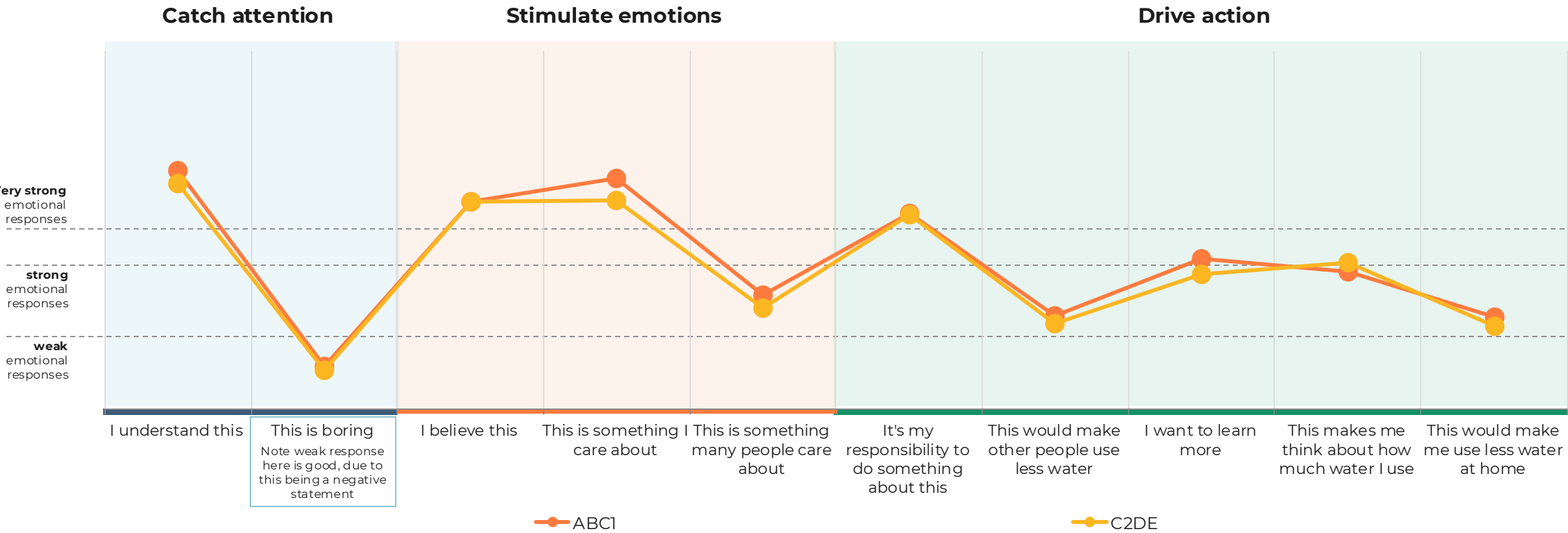


THE RESULTS

Social grade

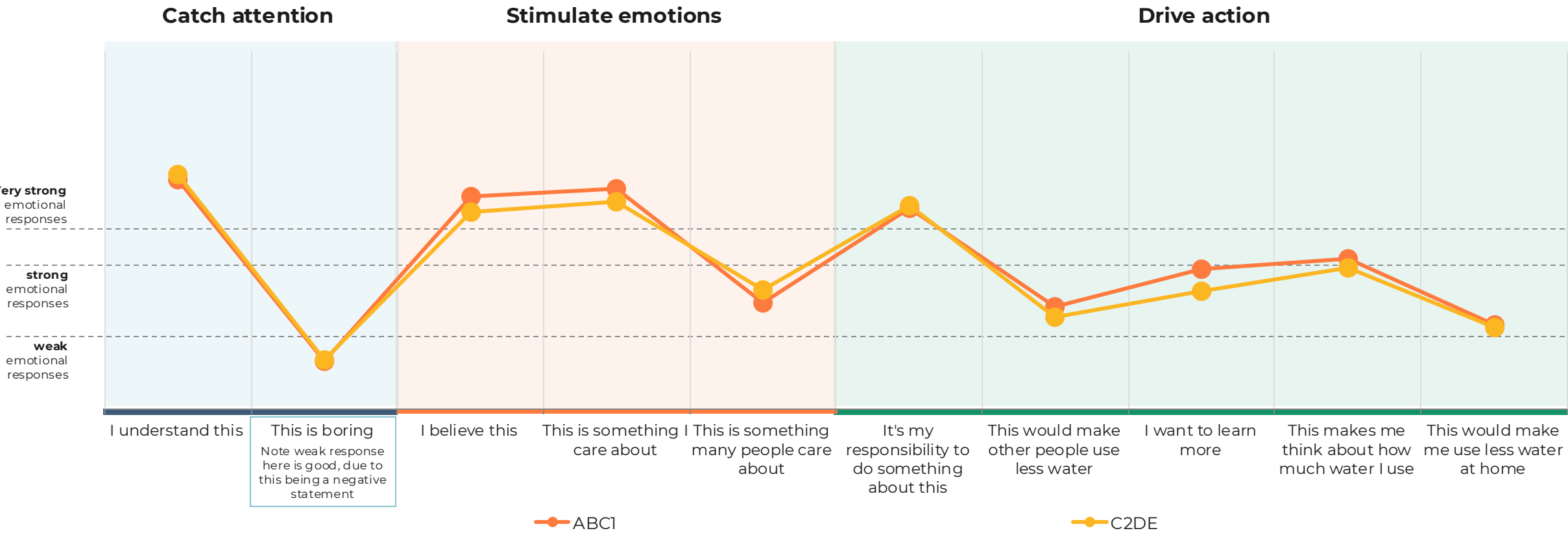
Environment – Reaction Time Results: Social grade

% Fast Yes



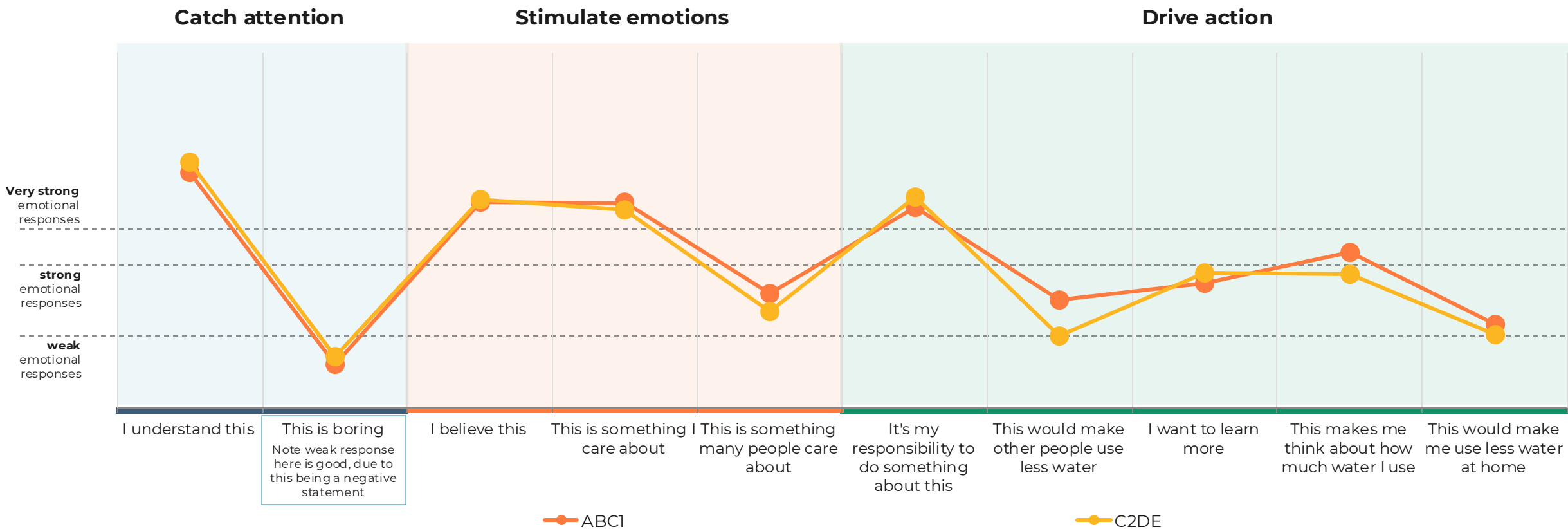
Future – Reaction Time Results: Social grade

% Fast Yes



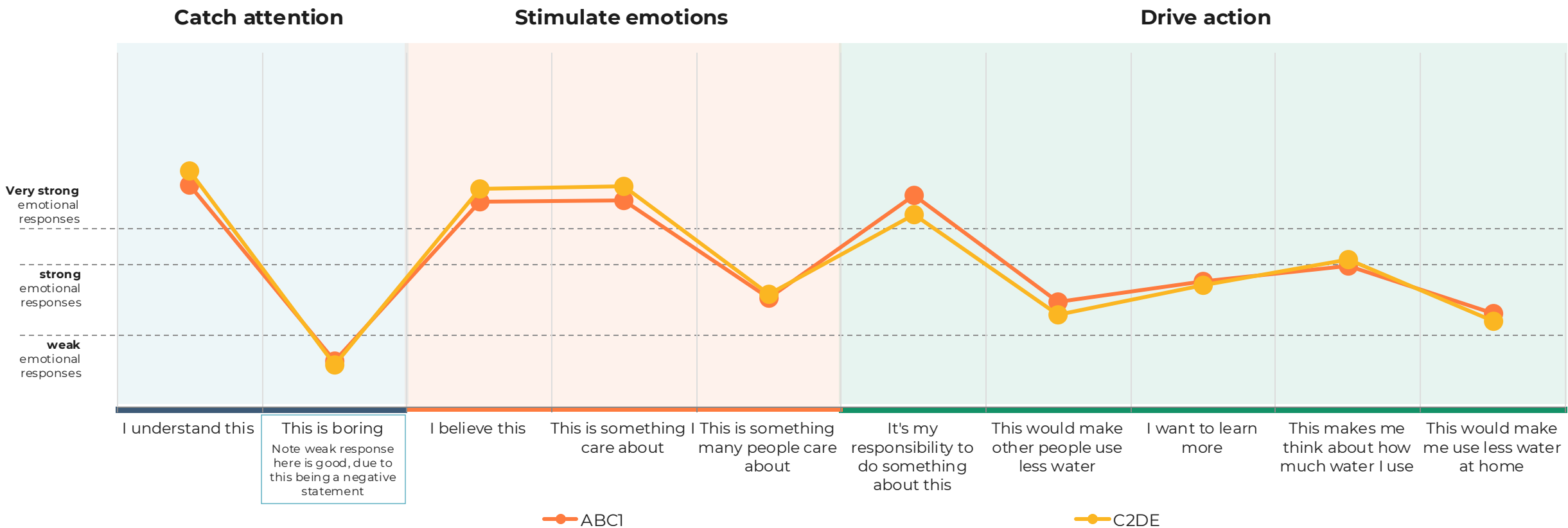
Value – Reaction Time Results: Social grade

% Fast Yes

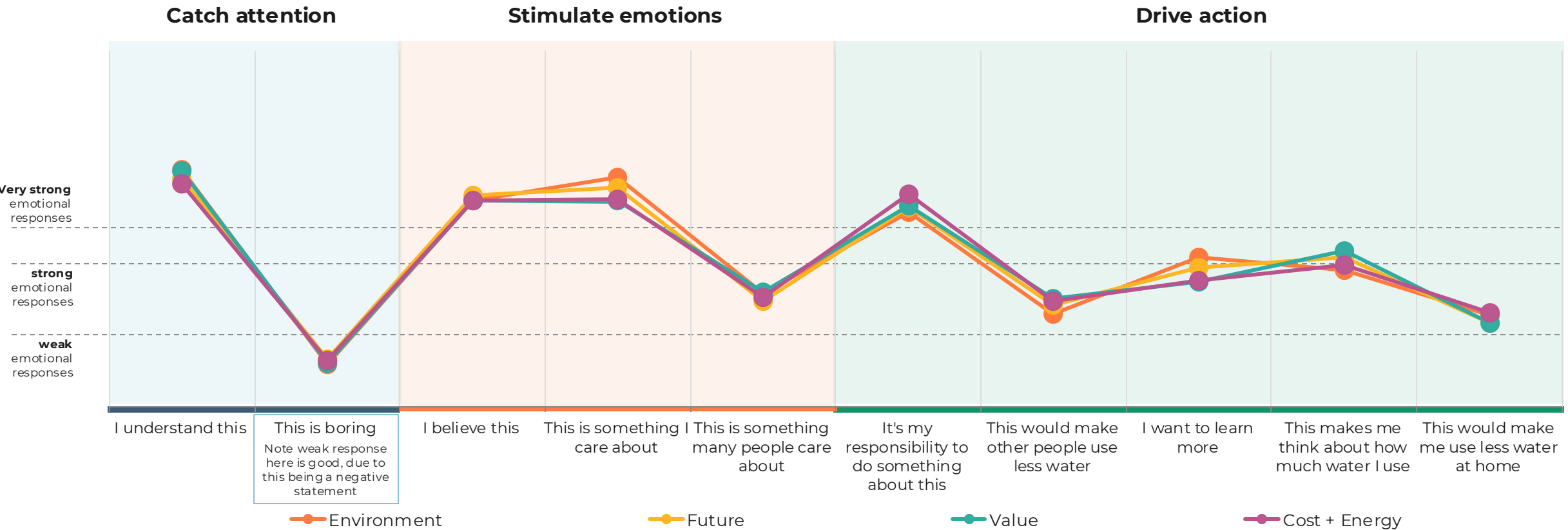


Cost + Energy – Reaction Time Results: Social grade

% Fast Yes

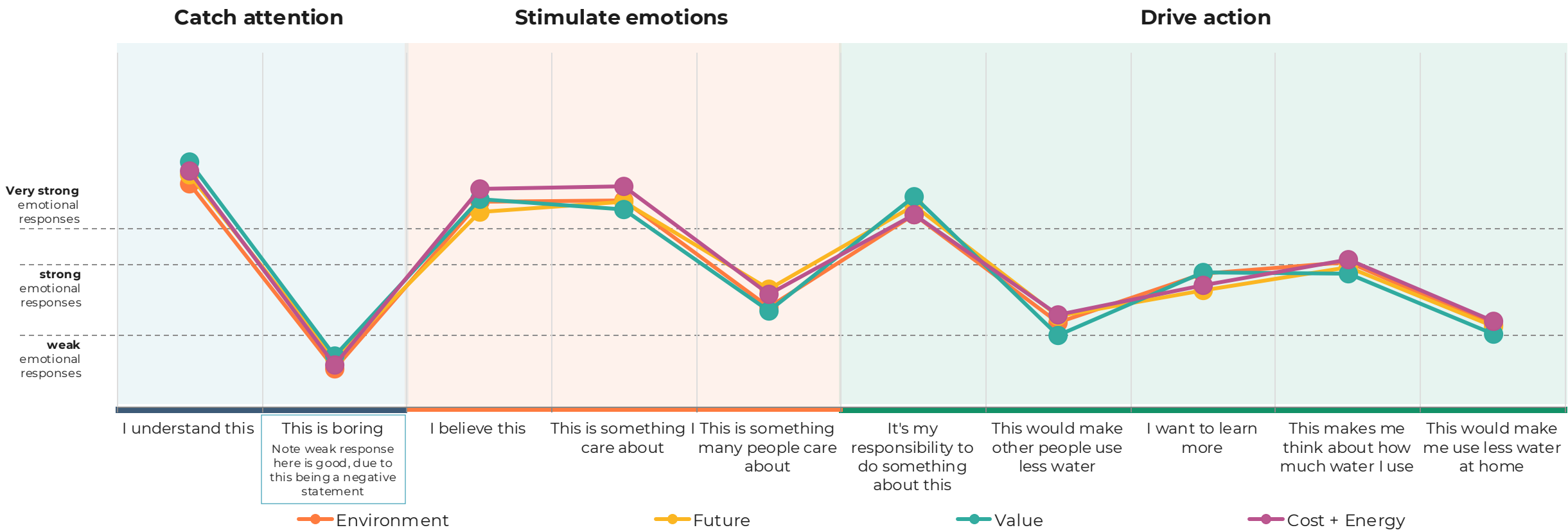


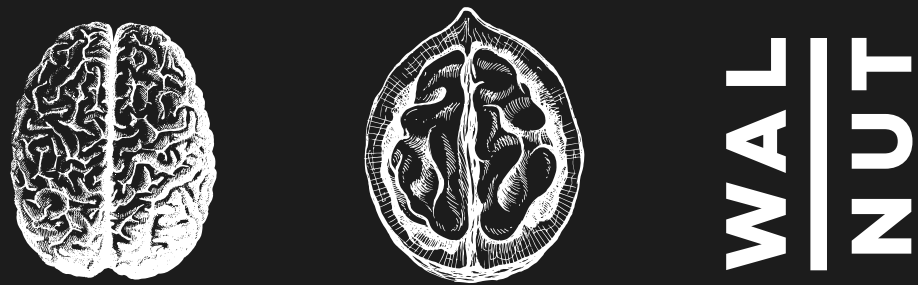
ABC1 – Reaction Time Results



C2DE – Reaction Time Results

% Fast Yes





The human understanding agency.

