

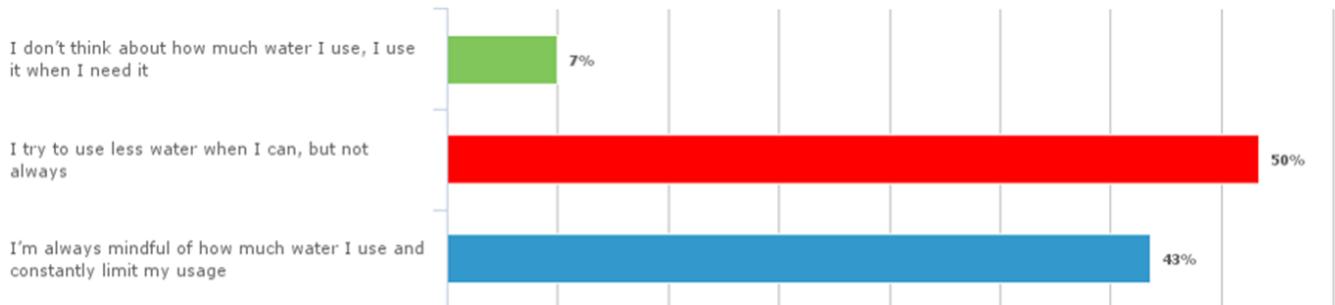


# Results Newsletter

Thank you for taking part in our latest survey on saving water and drought.

Here's how you answered.

## We asked you how you use water at home.



- The vast majority of you (93%) try to use less water either all the time or when you can, which is great
- 77% of you have a water meter installed

## We then asked you which of the following water saving devices or appliances, if any, do you have at home.

Response	Percentage saying Yes
AAA rated washing machine or dishwasher	54%
Water butt to collect rainwater	54%
Toilet cistern device to reduce flush volume (Save-A-Flush/Hippo)	44%
Water efficient shower head	35%
Shower hose device to regulate the flow (ShowerSave)	13%
Tap inserts/aerators to reduce the volume of water from your taps	15%
None of the above/Don't know	12%

- 88% of you have at least one water saving device in your home
- AAA rated washing machines were the most popular (54%) along with water butts

**We asked how often you do each of the following in your home.**

<b>Activity</b>	<b>Regularly+ sometimes</b>	<b>Regularly</b>	<b>Sometimes</b>	<b>Rarely</b>	<b>Never</b>	<b>Not applicable</b>
Watering a garden/plants using a hosepipe	31%	6%	25%	30%	32%	7%
Cleaning a car using a hosepipe	20%	5%	15%	26%	46%	8%
Cleaning paths or patios using a hosepipe	13%	1%	12%	36%	43%	8%
Filling or maintaining a garden pond using a hosepipe	6%	1%	5%	8%	47%	39%
Cleaning other artificial outdoor surfaces using a hosepipe.	6%	1%	5%	19%	60%	15%
Cleaning walls, or windows, of your home using a hosepipe	4%	0%	4%	13%	73%	10%
Filling or maintaining a swimming pool or paddling pool	3%	1%	2%	5%	47%	45%
Filling or maintaining an ornamental fountain	1%	0%	1%	3%	51%	44%
Cleaning a leisure boat using a hosepipe	1%	0%	1%	1%	50%	49%

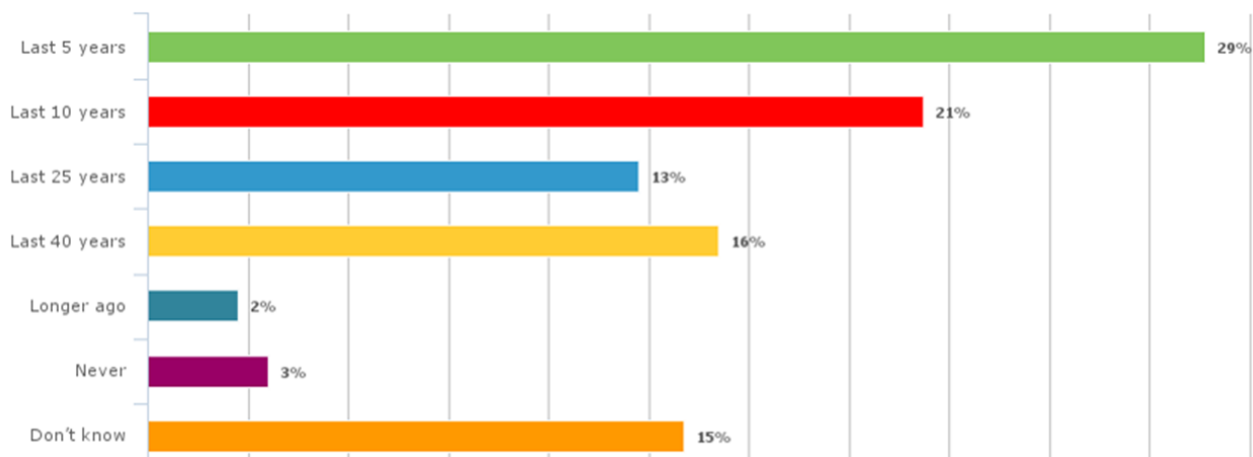
- We've added 'Regularly and Sometimes' together and then put the activities in decreasing order
- Watering a garden/plants using a hosepipe was the most popular answer followed by cleaning a car using a hosepipe

**We then asked you what time of year you carry out these activities.**

<b>Activity</b>	<b>Mostly in spring/summer</b>	<b>Mostly in autumn/winter</b>	<b>Equally all year round</b>
Watering a garden/plants using a hosepipe	97%	2%	1%
Filling or maintaining a swimming pool or paddling pool	90%	0%	10%
Filling or maintaining a garden pond using a hosepipe	83%	4%	13%
Filling or maintaining an ornamental fountain	82%	0%	18%
Cleaning a leisure boat using a hosepipe	70%	10%	20%
Cleaning paths or patios using a hosepipe	71%	20%	9%
Cleaning other artificial outdoor surfaces using a hosepipe.	70%	14%	16%
Cleaning walls, or windows, of your home using a hosepipe	67%	9%	24%
Cleaning a car using a hosepipe	29%	19%	52%

- This time we've put the answers in decreasing order using 'Mostly in spring/summer'
- All activities apart from 'Cleaning a car using a hosepipe' are more likely to be carried out in the summer
- Those of you with no water meter are more likely to carry out most of these activities all year round
- 97% of you water a garden/plants using a hosepipe only in the spring or summer

**We then asked how recently you can remember experiencing a period of extended dry weather or drought in the UK.**



- Only 3% of you had never experienced a drought in the UK
- During this time, 21% of you used waste water for the garden or plants
- 20% of you avoided using the hose at all
- Those of you with no water meter are more likely to carry out most of these activities all year round
- 25% of those in the Wessex Water area have experienced drought in other areas of the UK and beyond (mostly other SW areas and London/SE)
- However, most of the experience of drought was in the South West (83%), where all panel members currently live.

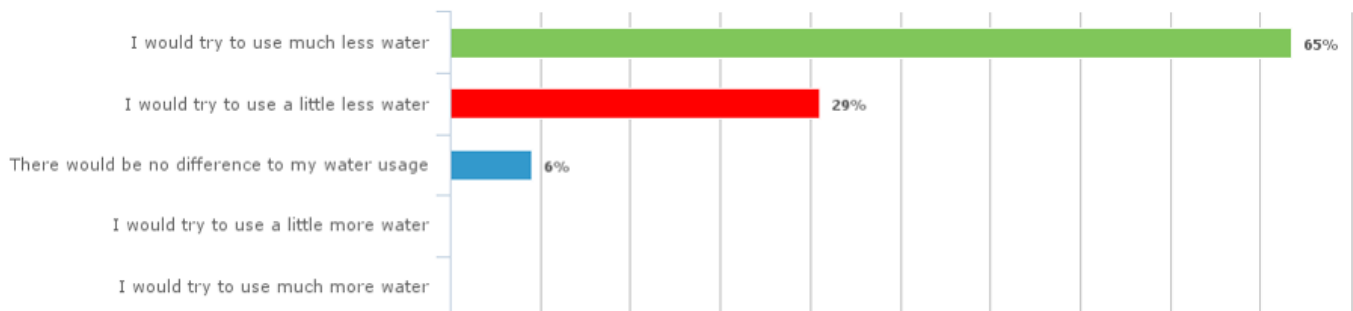
We have experienced dry weather a number of times in recent years, notably in the summers of 2003, 1995, and 1991. Yet, we would have to go back 41 years, all the way to 1976, to the time we last had to restrict customer water use in the form of a hosepipe ban.

**We wanted to know that if a drought was happening in your area, how you would expect to find out about it.**

Response	Percentage
Local news (TV/Radio/newspapers)	81%
National news (TV/Radio/newspapers)	68%
Direct communications from Water Companies	57%
Internet	43%
Word of mouth from friends and family	23%
Social media (eg Facebook)	19%
Other	3%

Most of you would expect to find out about drought from some form of local news (81%)

**We then asked you to imagine that a drought was happening and water companies had asked customers to use water more wisely. We wanted to understand what impact you thought this would have on your water use?**



The vast majority of you (94%) would try to use a little or much less water which is great to hear, thank you

**When asked what strategies you would use to use less water,**

- 25% of you would use water butts or grey water to water the garden
- 16% of you would have less showers

**We then asked if you would be prepared to do the following to reduce your water use, if asked by your water company and for how long.**

Activity	Yes	No	Not applicable
Take shorter length showers	82%	12%	6%
Reuse bathwater/dishwater (eg, for watering plants)	78%	12%	10%
Wash my car less often	74%	3%	23%
Wash the windows of my home less often	74%	5%	21%
Stop using a hosepipe	73%	4%	23%
Flush the toilet less often	72%	26%	2%
Wash clothes less often	57%	42%	2%
Have fewer showers/baths	56%	43%	2%

Activity	A week or less	2/3 weeks	1 month	2/3 months	Over 3 months
Wash the windows of my home less often	1%	2%	7%	23%	68%
Wash my car less often	1%	2%	11%	22%	63%
Stop using a hosepipe	2%	9%	16%	21%	52%
Reuse bathwater/dishwater (eg, for watering plants)	3%	7%	18%	21%	51%
Flush the toilet less often	8%	12%	17%	19%	45%
Take shorter length showers	5%	12%	24%	21%	38%
Have fewer showers/baths	8%	18%	22%	19%	33%
Wash clothes less often	8%	19%	27%	19%	27%

- The most popular answer was to take shorter showers (82%) although most of you were happy to save water in a number of ways
- Activities such as not washing the windows of your house or not washing the car are tolerable for longer periods of time
- Activities that relate to hygiene are tolerable for shorter periods of time.

**We asked you to think about what Wessex Water could do to support you during a drought should there be one.**

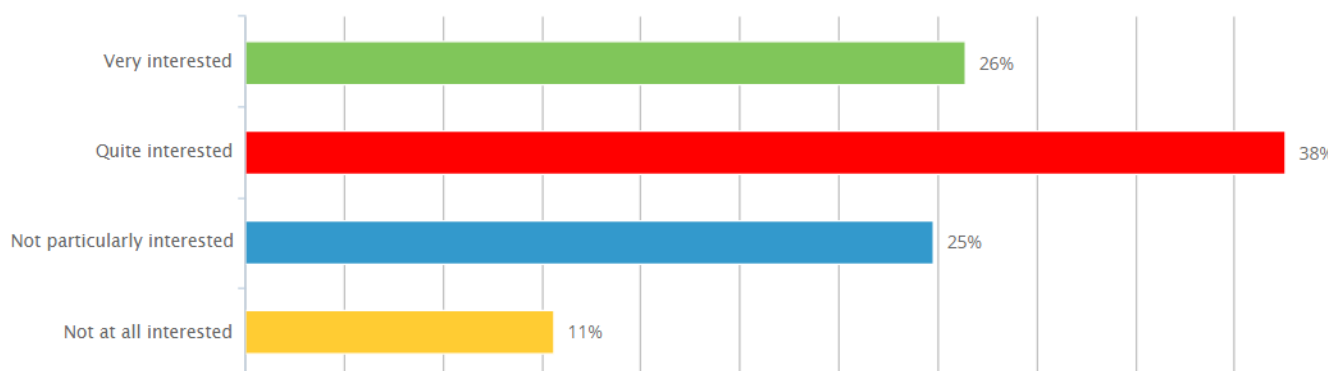
Response	Percentage
Offer water saving advice and free devices via our website	76%
Offer water saving advice via local media, eg newspapers, radio, TV	65%
Visit local events to offer water saving advice and free devices, eg watering cans, water efficient shower head	50%
Other (specify)	12%
None of the above	6%

Offering advice and free water saving devices on our website (76%) or via local media (65%) were the most popular answers.

**We wanted to know that if Wessex Water were to offer the following free water saving devices during a drought, would you request and install one?**

Response	Save-A-Flush/Hippo	Water Efficient Shower Head
No, I already have one of these	30%	22%
Yes, and I would fit it myself (or get friends/family to help me)	34%	40%
Yes, but I would need a plumber to fit it for me	10%	10%
No, I'm not interested in having one	6%	10%
I'm not sure	8%	10%
Other answers such as don't use a shower, doesn't work with electric showers or have dual flush toilets already	12%	8%

**If there was a drought, how interested would you be in having a water efficiency visit from Wessex Water, where advice is given and free devices are provided and fitted? This is a free service.**



64% of you would be very or quite interested in having a water efficiency visit to help them save water

**Thank you for all your additional comments.**

We really value the extra information.

And thank you for taking the time to write some insightful and detailed responses to some of the questions.

This will help us greatly in our planning for drought.

**What next?**

The information provided in your feedback has been very useful to us as we prepare our next drought plan and Water Resources Management Plan.

Our drought plan sets out what we will do to maintain a secure supply of water under extended periods of dry weather, whilst also protecting the environment. In addition to taking actions to improve supply, we also need to understand how effective other things we could do in a drought, like encouraging customers to be more water efficient, and implementing temporary use restrictions (hose pipe bans) might be in saving water.

Your answers have really helped here, and it's great to see how water efficient many of our customers already are!

Effective communication is also vital during a drought, and we now have a better understanding of what communication channels we might use to best reach you.

You also provided many additional answers at the end of the questionnaire, which has not only improved our understanding of your thoughts about drought, but has also helped us to think about what communication messages might be most important during periods of dry weather.

**Thank you once again for being a member of 'have your say'.**