

Saving water

Thank you to everyone who took part in our 5th online survey about saving water. We received just under 1,000 responses which is great.

We wanted to understand what motivates you to save water, what water saving techniques you use in your home and garden and how aware you are about water saving devices that Wessex Water offer for free. Here's how you answered.

Firstly we asked what motivates you to save water

- 95% of you said that saving money on your water and energy bills is important.
- Over 80% said that benefitting both the local and global environment is important.
- 76% of you felt it was important that water saving devices were readily available.

A number of you said that having a water meter would motivate you to save water. If you live on your own, have a small family, live in a house with a high rateable value, or you are a low water user, a water meter could help you reduce how much water you use and lower your bill. You can apply online at www.wessexwater.co.uk/meteroption

We then asked if and how you save water in your home and garden

- 78% of you turn off the tap when brushing your teeth – did you know this saves around 18 litres of water every time?
- 63% of you don't flush the toilet every time you use it – depending on the type of toilet you have you'll save between 5-15 litres of water each time you don't flush.
- Over half of you said you use a water butt to collect rainwater to water plants, use a trigger gun on a hose to control the flow of water and use a bucket and water instead of a hose pipe to wash your car.
- 81% of you normally use a watering can instead of a hose.

We showed you pictures of different water saving devices to see whether you'd heard about them and if you thought we provided them for free

- Around half of you had heard of the different devices, the 'save a flush' being the most well-known.

Question 11. Do we provide any of these devices for free?

	Not sure	No	Yes	Sometimes
Water efficient shower head	70%	24%	5%	1%
Shower timer	65%	13%	21%	1%
Shower save	63%	13%	23%	1%
Save a flush	55%	8%	35%	2%

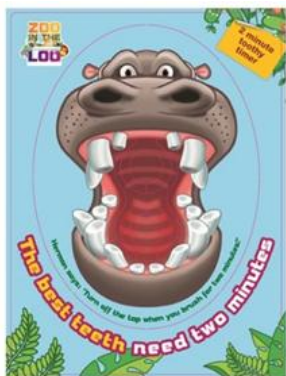
Many of you weren't sure if we provided free devices. In fact we do provide free shower timers, save a flush and shower saves and have been for the last few years. This survey shows that we need to work much harder to promote these products.

		
Shower timer	Save a flush	Shower save

We sometimes provide water efficient shower heads for free.

You also gave us some good ideas of other water saving products and tips that we should recommend to customers. We'll look into these.

We asked you to choose your favourite toothy timer.

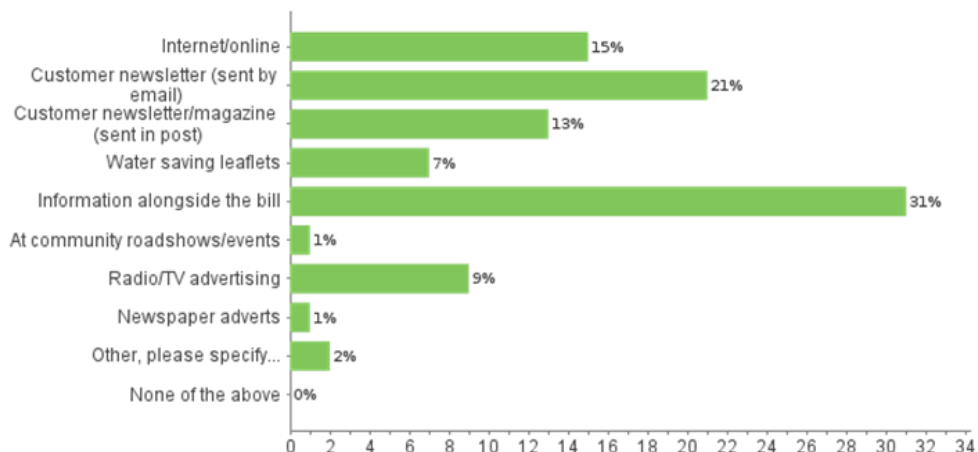


There was no clear winner but the Hippo was the most popular with 19% of your votes. The second favourite was the tiger!

We then asked what's the best way of letting you know about water saving devices

- The most popular were information provided alongside the bill (31%) followed by a customer newsletter sent by email (21%). 15% of you felt the internet or online was the best way.

Question 13. What do you think is the best way for us to let our customers know about free water saving devices/gadgets? Please tick one answer only.



You also came up with some new suggestions which we can look at – thank you.

Finally we asked you about the link between water and energy use

It's great to see that customers really understand how water and energy are linked. If you're metered and save water you might be able to reduce both your water and energy bills.

Question 14. Which of the following activities use energy and water?

	Energy and water	Energy only	Water only	Not sure
Using the washing machine	98%	2%	0%	0%
Using the kettle	96%	3%	0%	0%
Having a shower	95%	2%	3%	0%
Flushing the toilet	14%	0%	85%	1%
Drinking cold tap water	13%	0%	86%	1%

97% of you want to save water and energy in some way, with $\frac{3}{4}$ of you wanting to save water and energy equally.

If you want to order FREE water savings items:-

- Visit our website www.wessexwatershop.co.uk or
- Call us on 0845 600 4 600 (Monday to Friday, 8am to 6pm) or
- Write to Water Efficiency, Wessex Water, Claverton Down Road, Bath, BA2 7WW

From time to time we offer additional free or discounted water saving items such as showerheads, BathBuoy's and BubbleStream's – keep checking our website to see what's on offer!

What next?

Our next survey will be in a month's time and we hope you'll be able to take part.

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

Sue Lindsay

Head of Customer Relations Wessex Water