

# Review of attitudes and preferences for water efficiency in homes

**Dexter Robinson**  
**Dr Kemi Adeyeye**  
**Della Madgwick**  
**Andrew Church**

@BEACON

School of Environment & Technology  
University of Brighton, UK



# Introduction

Part of a wider research plan which hopes to:

- Understanding behavioural determinants for optimised design and implementation of shower efficiency solutions in homes
- Integrate this knowledge into existing water assessment calculators and toolkits

# Introduction

Aim:

- To understand how habits, lifestyles and attitudes towards water consumption affect domestic consumption.
- Compare the results between a historic and recent study.

# Overview

- Water scarcity is aggravated by increasing water use, population increases and climate change.
- Many governments have invested significantly in the development and the implementation of a range of water strategies
- Recognise the need to manage water demand

# Study context

- The earlier study; 393 respondents, primarily in the South East.
- Latest study; 243 respondents, primarily located in the Surrey and Sussex
- Quantitative approach using questionnaires
- Inputted into a spreadsheet and analysed with MiniTab

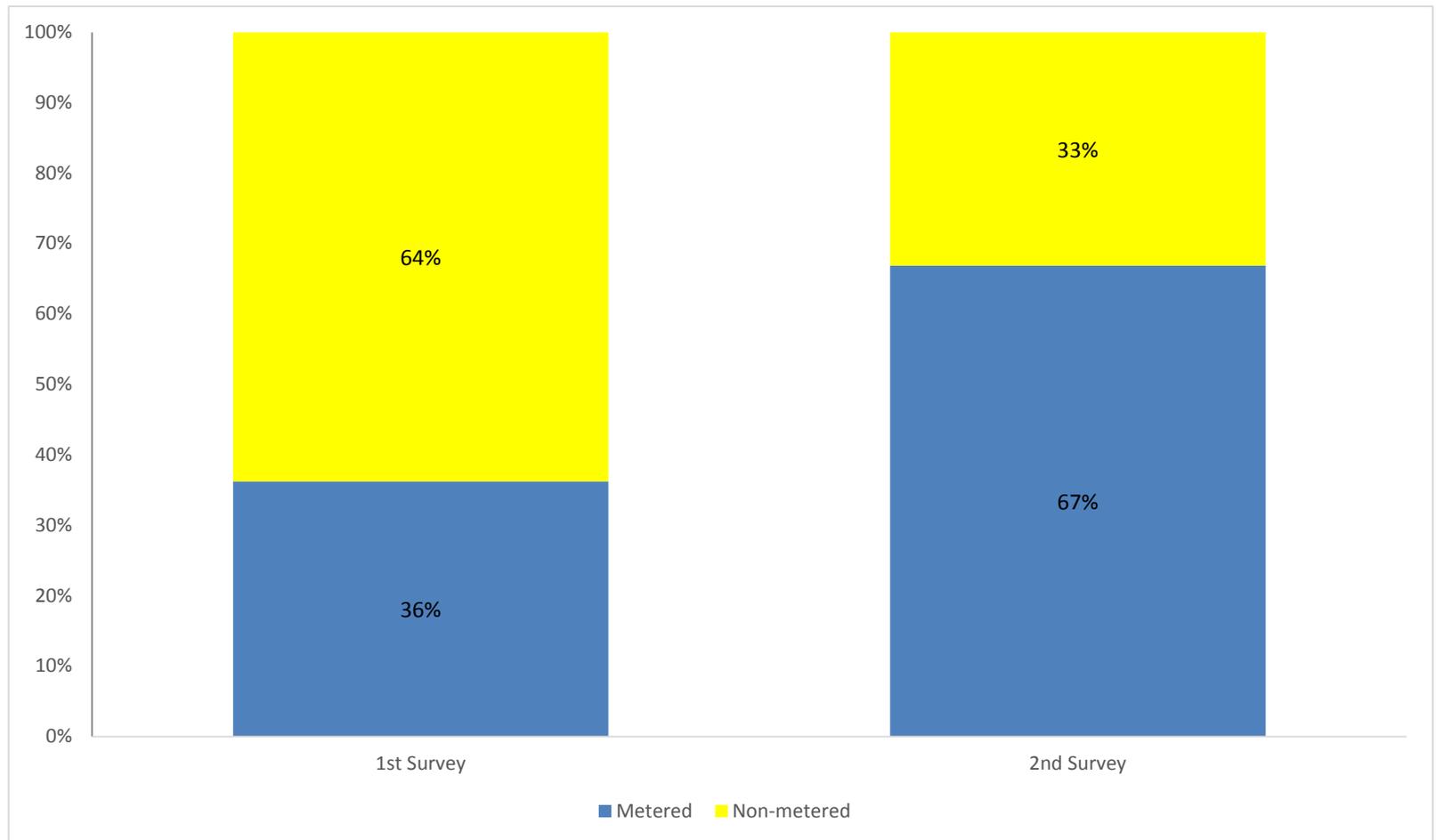
# Demographics

- 503 participants in 4 age bands:
  - under 25: 8%
  - 25-45: 45%
  - 46-65: 37%
  - over 65: 10%
- 66% of all from South East England
- Housing occupancy:
  - 1-2 person household: 59%
  - 3-4 person household: 35%
  - 5 or more person household: 6%

# Demographics

- **Ownership**
  - 71% owner
  - 26% rented
- **Dwelling type**
  - 19% detached housing
  - 25% terraced houses
  - 31% semi-detached houses
  - 23% Apartments or flats

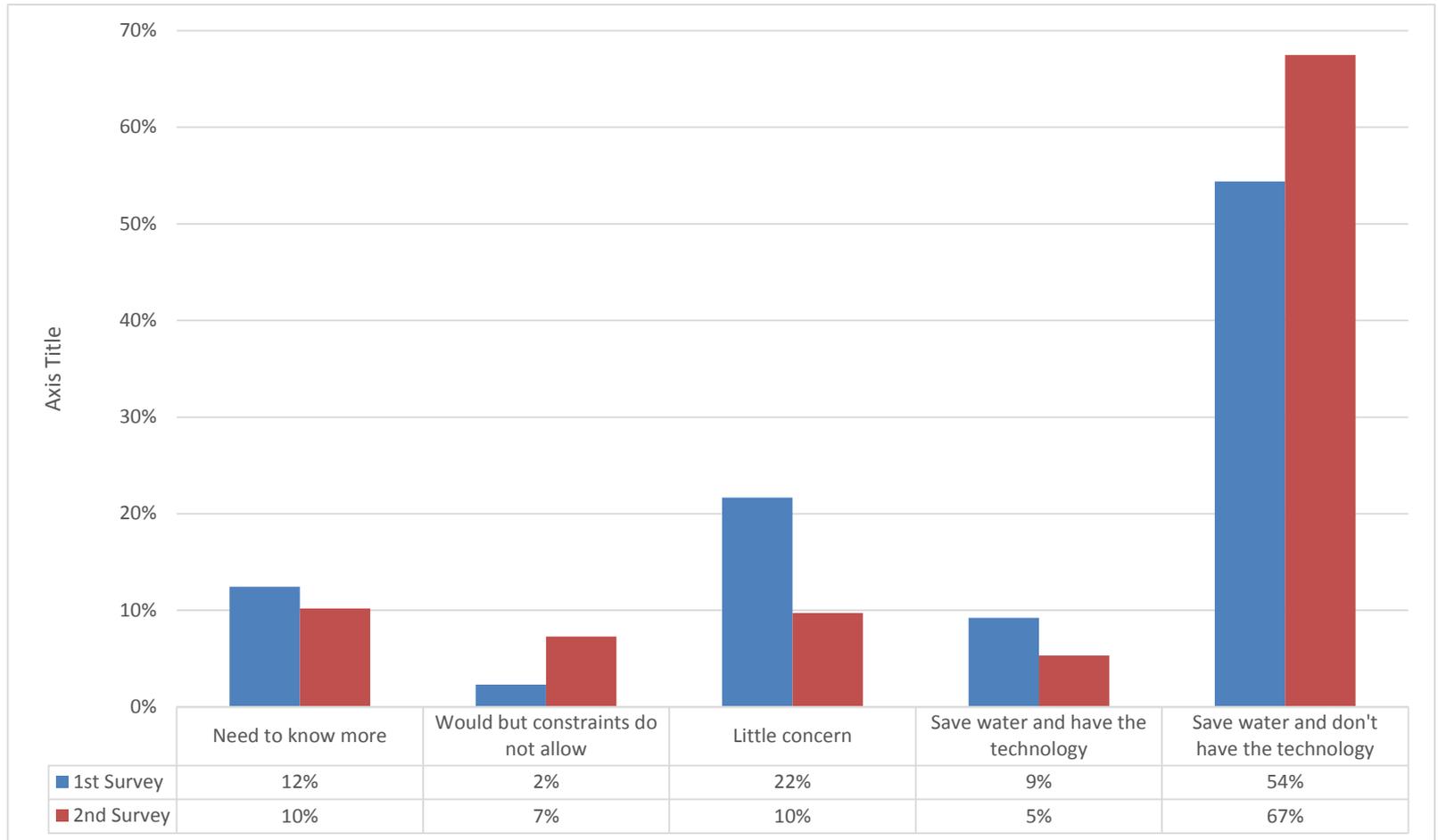
# Presence of metering



# Effect of metering

- 54% of those in the second survey with a meter felt the meter has an impact
- Probably as water meters are generally not installed in isolation, they are often supported with media campaigns and mail-outs occur at the same time.

# Attitudes



# Attitudes

- Increases in respondents that perceive themselves to already be water efficient
- Reductions in the percentage with little awareness or concern for water efficiency
- Demonstrates a perception shift or change in what is socially acceptable for efficient water consumption
- Likely can be attributed to a variety of factors including the media campaigns and mail-outs that supported the implementation of the compulsory metering program.

# Awareness

- In both surveys, awareness of several factors including water efficiency and related environmental issues
- The awareness of environmental concerns in both studies was average to high
- There appears to be an increase in respondents stating that they have low awareness of environmental issues

# Barriers to the uptake of water efficient technologies

- Increases in all four barriers to water efficient technologies that were analysed; the age of property, cost of installation and disruption and responsibility levels
- Links between disruption and the attitude that they already save water despite not having water efficient technologies
- This indicates a perception that water efficient technologies have an impact on lifestyles.

# Conclusion

- Findings demonstrate that attitudes and awareness of water efficiency has changed in the last year.
- Particularly present in the South East.
- A probable cause is compulsory metering
- The combination of metering and associated media and mail outs

**Thank you**

More information about the paper:  
[d.robinson2@uni.brighton.ac.uk](mailto:d.robinson2@uni.brighton.ac.uk)



[www.waterefficientbuildings.co.uk](http://www.waterefficientbuildings.co.uk)