

News Release

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NEW SURVEY SHOWS LACK OF WATER AWARENESS

Most people give water conservation a low priority and substantially underestimate the amount they use, according to a new survey by Thames Water.

A study carried out for the company by online research experts YouGov revealed that people think they use about 68 litres per day? While the correct average used per head is actually 163 litres.

The majority of those questioned also chose other priorities when asked to select their most important environmental issue. Most picked recycling or sustainable energy, while only one in 20 highlighted water scarcity as their key priority.

The survey also found that five out of ten Londoners believe there has been a hosepipe ban in the last three years? Even though there have been no restrictions in the Thames Water region since 1990.

Dr David Cook, Water Resources Manager at Thames Water, said: "The findings of this survey are worrying, given the increasing pressures on water resources in the south-east.

"More and more people are moving to the region, and there is mounting evidence of climate change. At the same time, the quantity of water people use per head is gradually rising year by year.

"We are keen to raise awareness that water is an increasingly precious resource. We are doing all we can to develop new sources and reduce leakage, but we also need to underline the long-term importance of water efficiency.

"We have in fact been much more successful at managing our water resources than people imagine. Despite serving one of the driest parts of the country, we have not imposed a hosepipe ban for 14 years, a record we want to continue."

When asked whether they did anything which helped save water, three out of four people said they tended to take showers instead of baths, while nearly a half of those surveyed used a trigger nozzle when watering the garden with a hose.