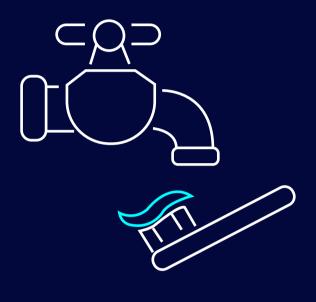
Consumer attitudes towards water usage and smart meters

Almost all (86%) of UK adults are trying to reduce their household water usage – meaning the total amount of water they use.

Most popular steps taken to reduce monthly water bill cost:



87% turn taps off while brushing teeth



73% fill the sink/use a washing up bowl

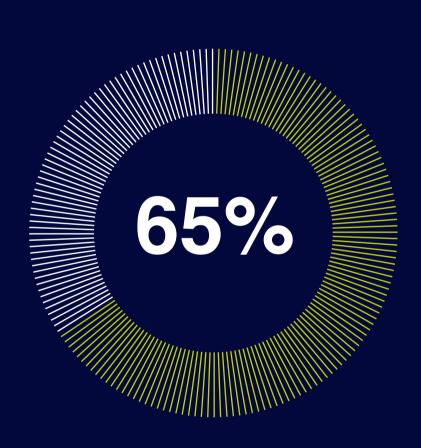


69% have more showers instead of baths



65% are reducing the frequency of using a washing machine

Smart meter



of smart water meter users say it has helped to reduce water usage and lower their bills



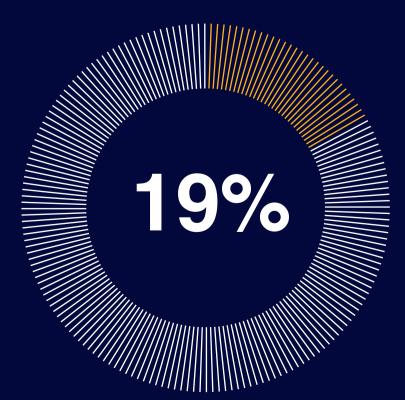
BUT

13%

are worried that more active tracking of their water usage would **increase their bills**



STILL



think that smart meter gives an accurate idea of how much they are spending

WHILE another 19% say that it does not impact how much water they use