

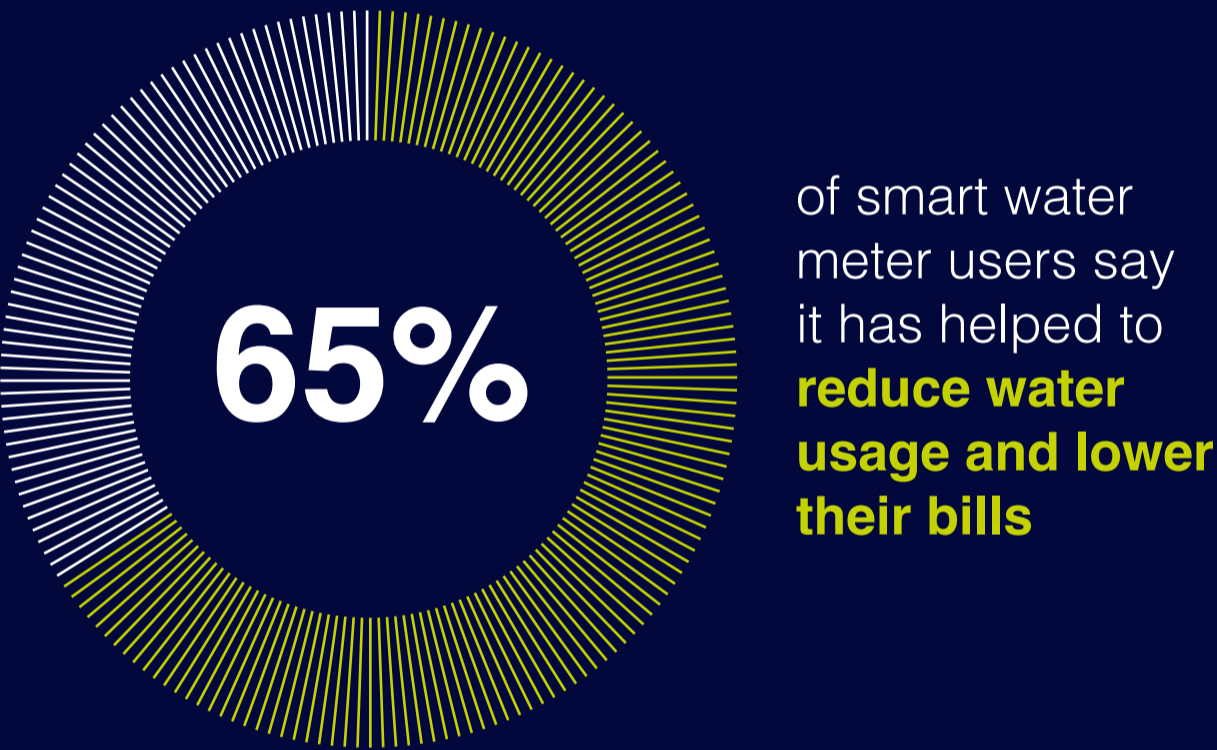
Consumer attitudes towards water usage and smart meters

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:



Smart meter



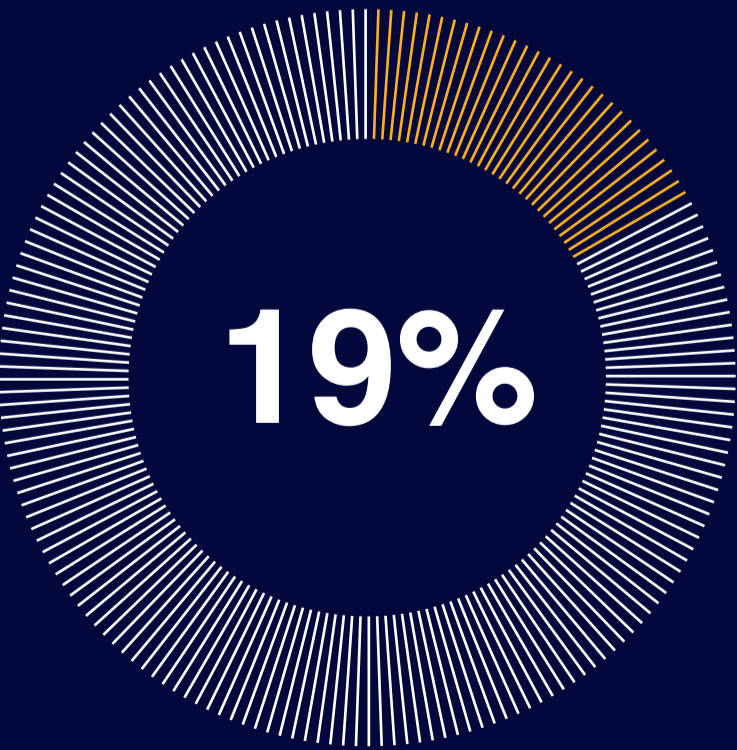
BUT

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