

KEY FINDINGS

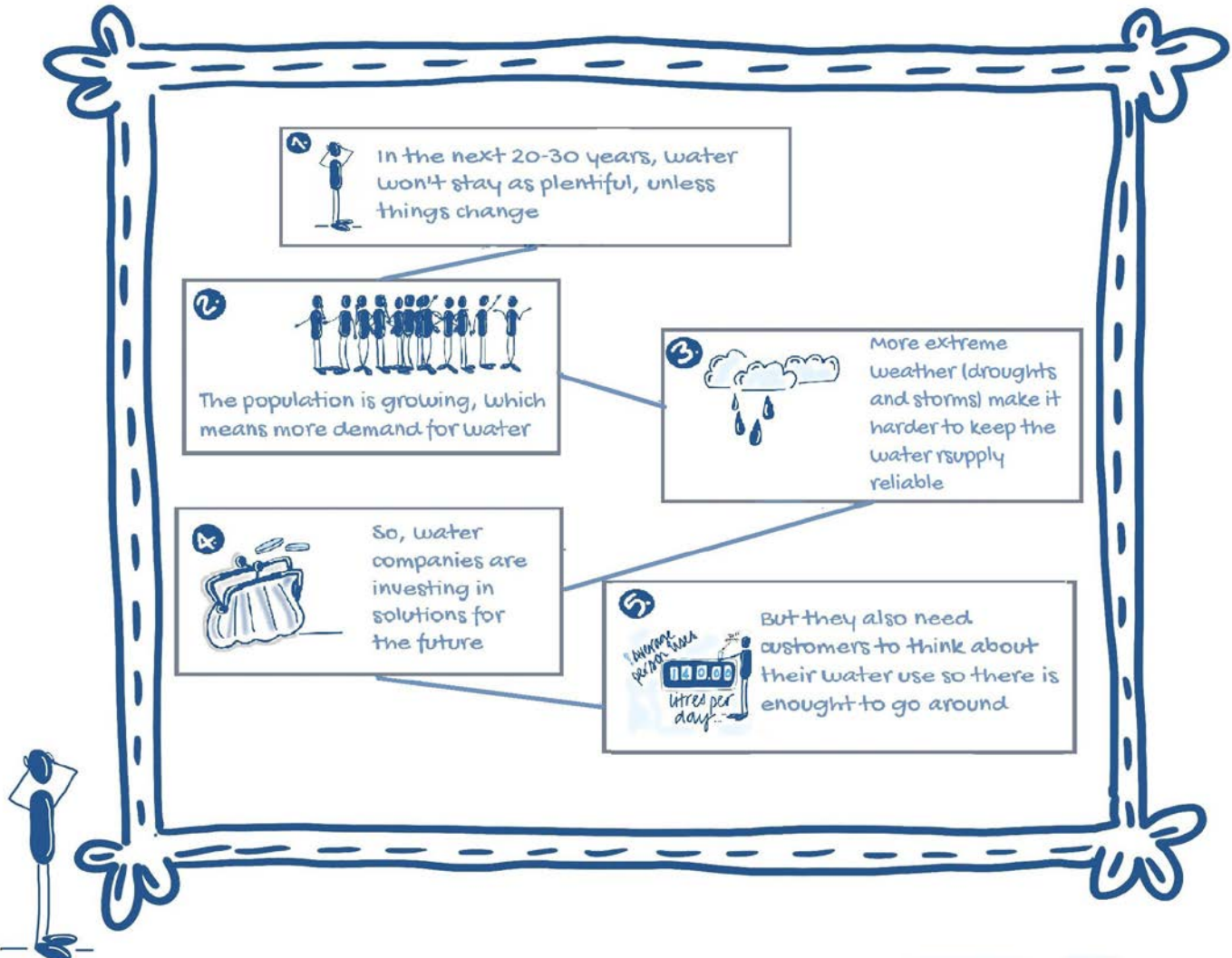
Water saving: Helping customers to see the bigger picture

Water customers have been asked by the water industry to use less water for years. But...

- The lived experience of most people is that water is reliable and plentiful, both from the tap and from the skies.
- Without understanding the big picture, there is no reason to think about whether water might be less plentiful in the future.
- So why should we save water?



There are five key messages that may work to shift this situation, what is required is a widespread understanding of 'the bigger picture.' These messages should be communicated together, to help people 'join the dots.' Key messages for customers to understand are:



In our research, talking about:

- A timescale of 20-30 years for water supplies to start falling short unless we do something now....
- Giving reasons for this that people could relate to:
 - local population growth
 - effect of extreme weather (rather than climate change)

...had the biggest impact in getting people to think about the bigger picture of 'Why?' we should save water.

Knowing more about 'Why?' helped people engage with their water use for what could have been the first time.

So a better understanding of the 'bigger picture' can make people more receptive and responsive to messages about 'How?' to save water.

And knowing about the 'bigger picture' may help people to understand and accept that water companies need to invest to keep future water supplies as reliable as they are today.

