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Environmental Awareness Index

Summary Report
February 2023

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Foreword



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CCW wants to ensure that people in England and Wales have reliable water and sewerage services, now and in the future, causing the least damage to the environment. A key part of this is ensuring people have the information and resources they need to reduce their personal impact on the environment. Through our People and the Environment programme, we are setting out to help people make the connection between their own use of water and sewerage services, and the water environment.

To help us measure changes in levels of awareness and behaviours over time, we introduced our [Water Awareness Index in February 2022](#); this research provides our first opportunity to measure whether awareness has improved since then.

The key finding of the latest index was that, although we have seen some specific areas of awareness increase – particularly around the impact of personal water use, with a 12% rise since last year in respondents saying they knew how to go about reducing their water use - the baseline awareness measure has remained unchanged, at 55 out of 100.

Obviously we would have hoped to have seen a wider, overall increase in awareness, however given the extent to which water-related topics such as droughts and hosepipe bans have been in the news over the past year, perhaps it's not surprising therefore that water use was uppermost in peoples' minds. These findings demonstrate that it is possible to engage with people on the topic of water use in order to increase understanding and promote less wasteful activity.

Awareness of what can be flushed down the toilet and rinsed down the sink has decreased slightly since February 2022, with fewer people knowing that what they do in these areas has some effect on the environment. This suggests that communications and campaigning on these topics also needs to be improved in order to raise consumer awareness and to influence behaviors.

One year on, CCW's Water Awareness Index provides a useful challenge to the sector – a reminder of the distance we still have to go when it comes to informing customers about the environmental impact of their use of water services at home. We must rise to this challenge as we need people to play their part - this annual metric will help to chart our progress.



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Executive summary

Executive summary (1 of 2)



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CCW Behavioural Index

- The CCW Water Awareness Index score for this wave is the same as the previous wave, 55, which we can compare to future waves:
 - Seven metrics were combined to create an index based on a scale of 100. Although there have been small changes to a minority of the results, the alteration in response to these questions across all other answers has not resulted in a change large enough to impact the overall index result.
- Those who are more aware that their water behaviour has an impact on the environment tend to be:
 - Female (57)
 - Those living in Wales (58) and in rural areas across England and Wales (59)
 - Homeowners (56)
 - Water bill payers (joint or sole) (56)

Overall awareness of impact on environment

- Over 4 in 5 (86%) are aware what they rinse down the kitchen sink and flush or dispose of down the toilet has some effect on the environment. This is a reduction to awareness in February, where 9 in 10 (91%) were aware.
- People in England claim lower levels of awareness in Dec 2022 (86%) compared to Feb 2022 (91%). Awareness in Wales has remained consistent (93% in Feb and Dec 2022).
- Overall awareness amongst the below demographic groups has decreased over the past 10 months; especially for those residing in the North West of England (78%) those in socio-economic group C1 (86%) and those not working (83%).



Executive summary (2 of 2)



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Water Usage, Attitudes & Impact on the Environment

- Understanding about the impact of decreasing personal water use has increased since Feb 2022, although people were also significantly more likely to claim that saving money was the only thing that would motivate them to save water in Dec 2022 compared to Feb 2022.
- Women, those living in the East of England and those without a water meter are increasingly more likely to agree that they understand how reducing their personal water helps the environment (91% - women vs 84% in Feb 2022, 95% - Eastern England vs 79% in Feb 2022, 90% without a water meter vs 82% in Feb 2022).
- A range of people are more likely to agree in Dec 2022 that they would only save water if they would save money compared to when the question was asked in Feb 2022. The rise is significant in Eastern England (39% vs 22% Feb 2022), Wales (35% vs 25% Feb 2022), ABC1 (29% vs 19% Feb 2022), C2 (39% vs 19% Feb 2022), 55+ years (36% vs 24% Feb 2022), those not working (36% vs 21% Feb 2022), bill payers (32% vs 22% Feb 2022), urban dwellers (32% vs 22% Feb 2022), women (31% vs 19% Feb 2022) and homeowners (30% vs 19% Feb 2022).



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Background, objectives and methodology

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Background and objectives



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CCW has a strategic objective to lead an industry wide effort to raise consumer awareness of the impact their water use and disposal behaviours have on the environment.

Water behaviours affect the environment in three ways; water demand and supply, the things people flush down the toilets and pouring fats, oils and greases down the sink. In February 2022 CCW undertook [research](#) to measure consumer awareness that their water behaviours have an impact on the environment. An Environmental Awareness Index was created as part of the February 2022 research. This second phase of research tracks the Environmental Awareness Index result in Dec 2022. To make the research process more efficient, for the Dec 2022 research only the questions that feed into the Index (plus demographics) were asked. The objectives of this new research are:

1

To understand whether the Environmental Water Awareness Index has changed since February 2022

2

Explore changes in the Environmental Water Awareness Index amongst key demographic groups



Methodology



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Overview



CATI survey of 1,381 adults (aged 18+) in England and Wales



Fieldwork conducted 23rd November – 17th December 2022



The full sample was weighted to be representative of England and Wales combined based upon the 2011 Census profile. The boost sample was weighted down to be representative of Wales

Approach

CCW commissioned Yonder Consulting to undertake a CATI omnibus survey in England and Wales.

Yonder used their one-of-a-kind CATI Omnibus to reach the offline audience. The CATI Omnibus works to a nationally representative sample and is designed to ensure the right proportions of non internet users, vulnerable and hard to reach audiences are captured. The CATI Omnibus utilises Random Digit Dialing and calls both mobile and landlines sample, interviewing 1000 respondents each week

The CATI omnibus survey had a sample of 1,466 adults in England and Wales between the 23rd November and 17th of December 2022. Boost interviews of up to 405 interviews were conducted among consumers in Wales to allow for robust analysis and weighted back into the overall sample at the correct proportions.

Sampling

A stratified sampling technique was employed using multiple demographic groupings to select respondents randomly from Yonder Consulting's CATI Omnibus. This approach helps to minimise selection bias and ensure certain segments of the population are not over- or under-represented.

Quotas were set on age, gender, region and social grade. The data was then weighted based upon the 2011 Census profile of England and Wales combined. Rim weighting was applied for age, gender, government office region, social grade, taken a foreign holiday in the last 3 years, number of cars in the household, and working status. Tenure was weighted based upon the England and Wales profile as individual nations. The boost sample was weighted down to match the 2011 Census profile of Wales.



Change in Methodology: Feb vs Nov/Dec 2022



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The February 2022 survey was a partly exploratory piece that sought to gain a wide range of insight around consumer water behaviours. It consisted of 26 questions in total. A factor analysis was subsequently performed on these 26 questions to determine similarities and differences in how respondents answer the individual questions. This determined which questions should go into the index to retain the most information while minimising the number of questions incorporated into the index. See slide 15 for further details.

To streamline the research process for the Dec 2022 phase and most efficiently track the Environmental Awareness Water Index in the future, the Dec 2022 survey was shorted to just include the questions that feed into the index (Q4, Q23) and the demographic questions needed for analysis. No other change was made to the methodology.

The shortening of the survey for Dec 2022 could have had an effect on the index outcome as the context in which the questions were answered had changed. For this reason, although not all statements in Q23 feed into the index, all statements were asked within the Dec 2022 survey to maintain the integrity of the index questions as much as possible and reduce the risk of methodological changes impacting the index result. The results of Q23 statements that do not feed into the index are displayed in the appendix. Analysis of the results shows no significant change in index result within both the total sample and the demographic groups of interest was found when comparing Feb 2022 with Dec 2022. The results included in this report should be viewed in the knowledge that the methodology was changed between the Feb 2022 and Dec 2022 phases.

Future tracking waves will seek to exactly replicate the methodology used in Dec 2022 to provide a more robust comparison on-going.



Scope and limitations of this report



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Scope



This report aims to establish attitudes and behaviours of the overall England and Wales population and highlights results at an overall level as well as by the key sub-groups as outlined in the Table 1. It provides a robust sample to be able to analyse the data on this basis.

The statistical reliability of the data at 95% confidence level is outlined in Table 1

In addition to highlighting key subgroups significantly different to the total, results are also charted for other sub-group categories of interest when data is significantly different to the total.

Statistical differences legend (at 95% confidence)

 Statistically higher than the total
 Statistically lower than the total

 Statistically higher than all other categories within the subgroup
 Statistically lower than all other categories within the subgroup

NB: Data may not sum to 100% due to rounding

Table 1	Key subgroups	Sample Size	Margin of Error for response of 50%
	Total sample	1,466	+/- 2.6%
Region	England	1,061	+/- 3.0%
	Wales	405	+/- 4.9%
Gender	Male	716	+/- 3.7%
	Female	743	+/- 3.6%
Age	18-34 year olds	143	+/- 8.2%
	35-54 year olds	258	+/- 6.1%
	55 and over	1,056	+/- 3.0%
Social grade	ABC1	809	+/- 3.4%
	C2DE	657	+/- 3.8%
Urban/ Rural	Urban	884	+/- 3.3%
	Rural	424	+/- 4.8%
Tenure	Owners	1,016	+/- 3.1%
	Renters	416	+/- 4.8%



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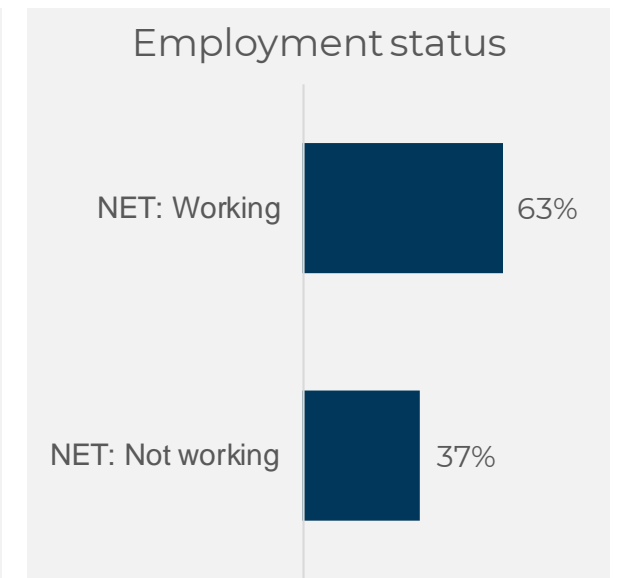
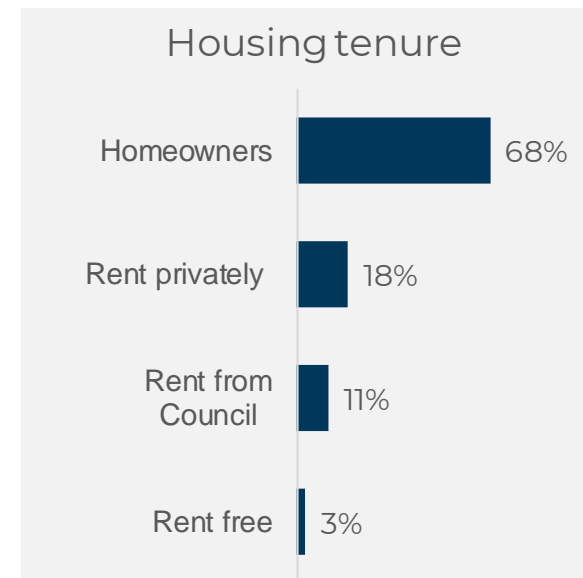
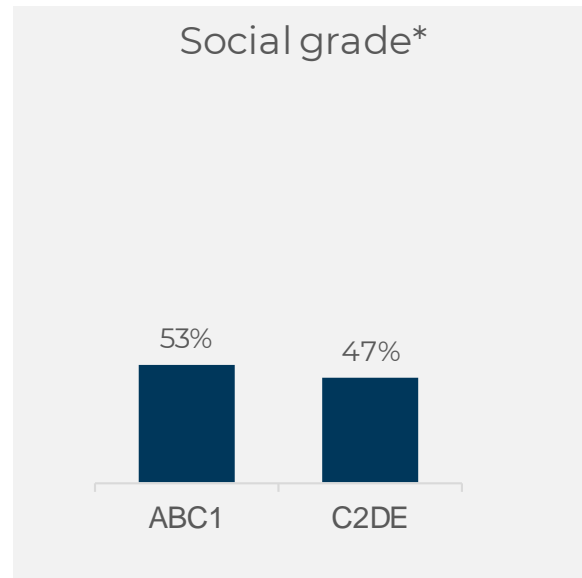
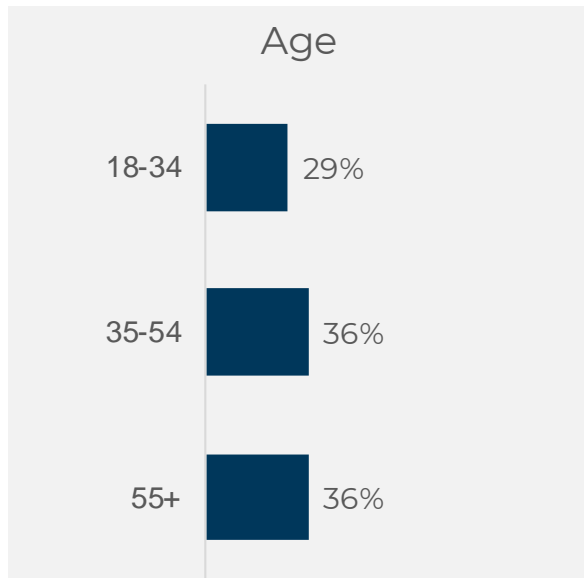
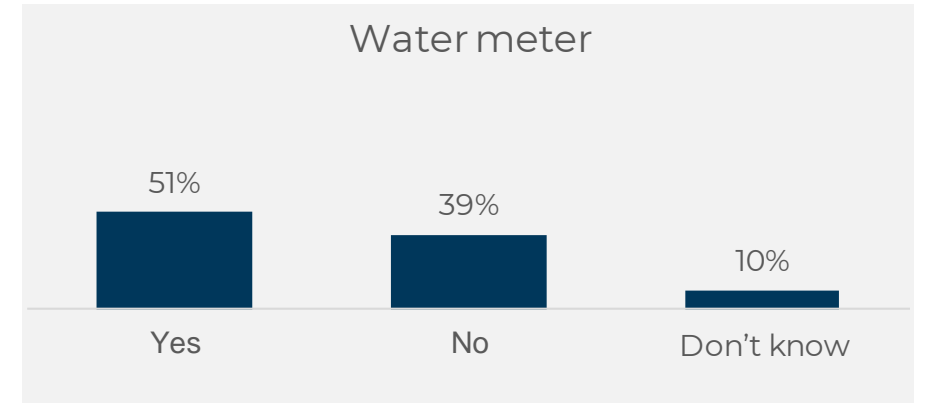
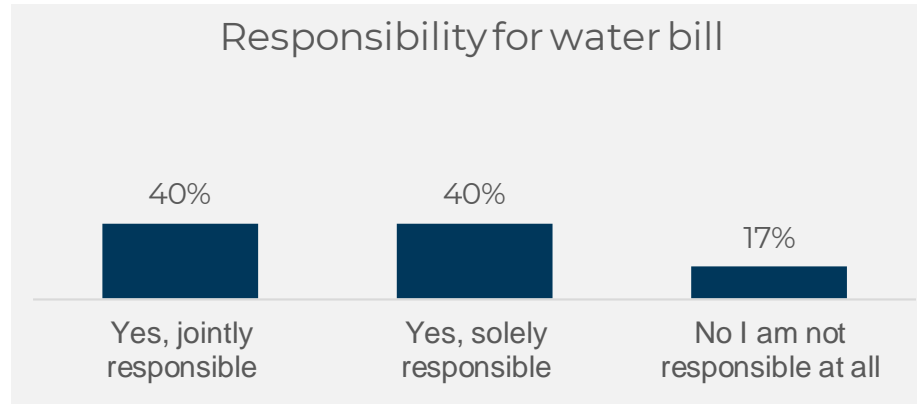
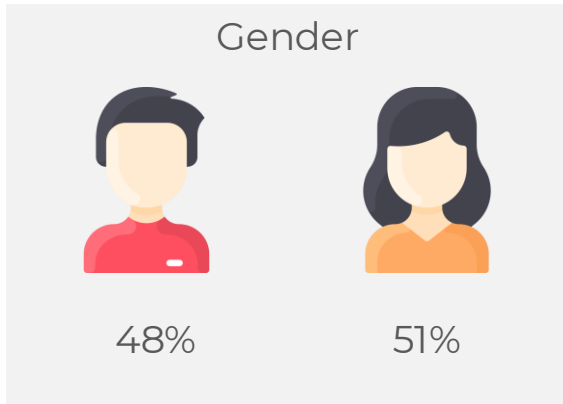
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Respondent profile

Respondent profile



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*Social grade is a demographic classification based on the occupation of a household's chief income earner. AB is higher or intermediate, managerial, administrative or professional; C1 is supervisory or clerical and junior managerial, administrative or professional; C2 is skilled manual workers; DE is semi-skilled and unskilled manual workers, state pensioners, casual workers and unemployed with state benefits only



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Environmental Awareness Index Results

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CCW Environmental Awareness Index methodology



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Yonder designed a statistically robust composite behavioural index using factor analysis to analyse the similarities and differences in how respondents answer the individual measures.

The factor analysis informed the decision of which measures can go into the index to retain the most information while minimising the number of questions.

The CCW Environmental Awareness Index encapsulated all the optimal metrics into one easy to use measure which can be tracked over time and analysed across subgroups.

The CCW Environmental Awareness Index is an average of these 7 measures (on the right) for each respondent, based upon a scale of 100. It includes those who gave a response for at least 6 out of 7 measures.



Q4. To what extent do you think the amount of water you personally use, what you rinse down the kitchen sink and flush or dispose of down the toilet affects the environment?

Q23 (18). I am aware of the impact of what I flush down the toilet on rivers and beaches

Q23 (14). I don't know how else to get rid of cooking fats and oils other than down the sink

Q23 (16). I avoid putting anything except human waste and toilet paper down the toilet

Q23 (1). I understand how reducing my personal water use helps the environment

Q23 (2). I would only reduce my personal water use if it saved me money

Q23 (4). I know where my water company takes water from, to treat and turn into my drinking water



- Although there have been small changes to a minority of the top 3 (Q4) and top 2 (Q23) box results (four remain the same and three show notable change, with two increasing and one decreasing), the alteration in response to these questions across all their answer codes has not resulted in a change that is big enough to impact the overall index result. The index result also takes into account all answer codes and individual responses, not just the top 3 and top 2 box results.

- Not all statements in Q23 feed into the index, but all statements were asked within the Dec 2022 survey to maintain the integrity of the index questions as much as possible and reduce the risk of methodological changes impacting the index result. The results of Q3 statements that do not feed into the index are displayed in the index.

Those who live in Wales, are older, not working and homeowners are more aware that their water behaviour has an impact on the environment

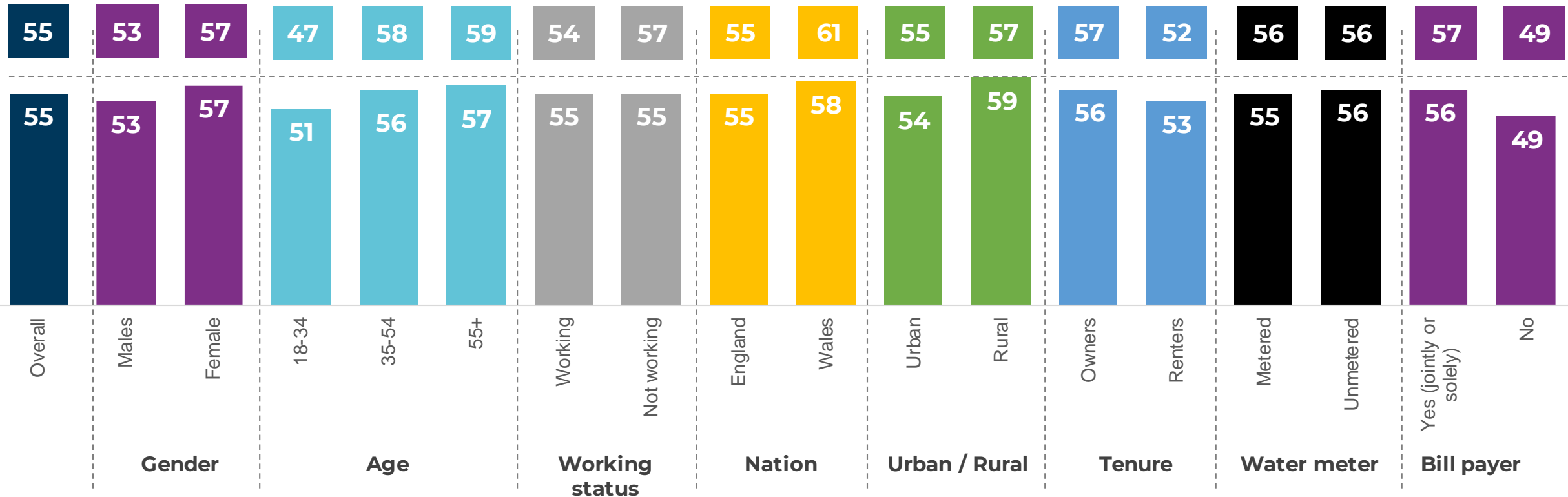


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Mean scores over time, by demographic groups

Seven metrics were combined to create a composite behavioural index based upon a scale of 100

Feb 2022 Index scores:



None of the scores were statistically higher or lower than the comparable Feb 2022 scores

Q4 To what extent do you think the amount of water you personally use, what you rinse down the kitchen sink and flush or dispose of down the toilet affects the environment? Please answer using a scale of a big effect, a moderate effect, a small effect or none. Q23 For each statement, please answer using a scale of strongly agree, agree, neither agree nor disagree, disagree or strongly disagree Base: All respondents who answered 6 out of 7 measures (1,381); 17



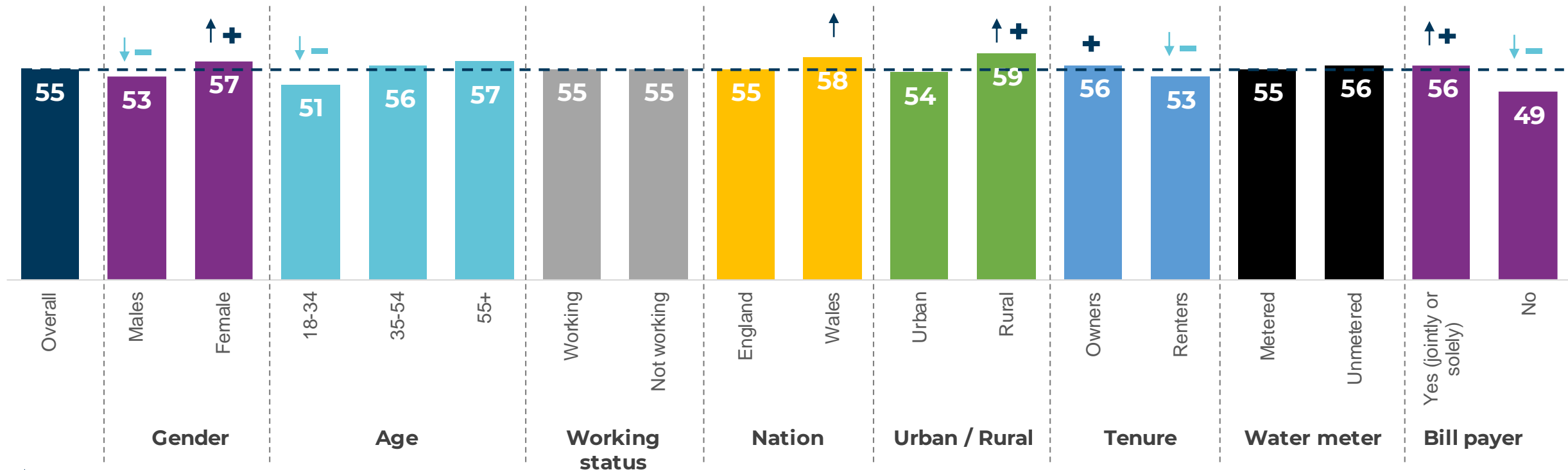
Women, those who live in Wales, those who live rurally, and billpayers are more aware that their water behaviour has an impact on the environment



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Mean score by demographic groups

Seven metrics were combined to create a composite behavioural index based upon a scale of 100



↑ Statistically higher than the total
 ↓ Statistically lower than the total
 + Statistically higher than all other categories within the subgroup
 - Statistically lower than all other categories within the subgroup

Q4 To what extent do you think the amount of water you personally use, what you rinse down the kitchen sink and flush or dispose of down the toilet affects the environment? Please answer using a scale of a big effect, a moderate effect, a small effect or none. Q23 For each statement, please answer using a scale of strongly agree, agree, neither agree nor disagree, disagree or strongly disagree Base: All respondents who answered 6 out of 7 measures (1,381);



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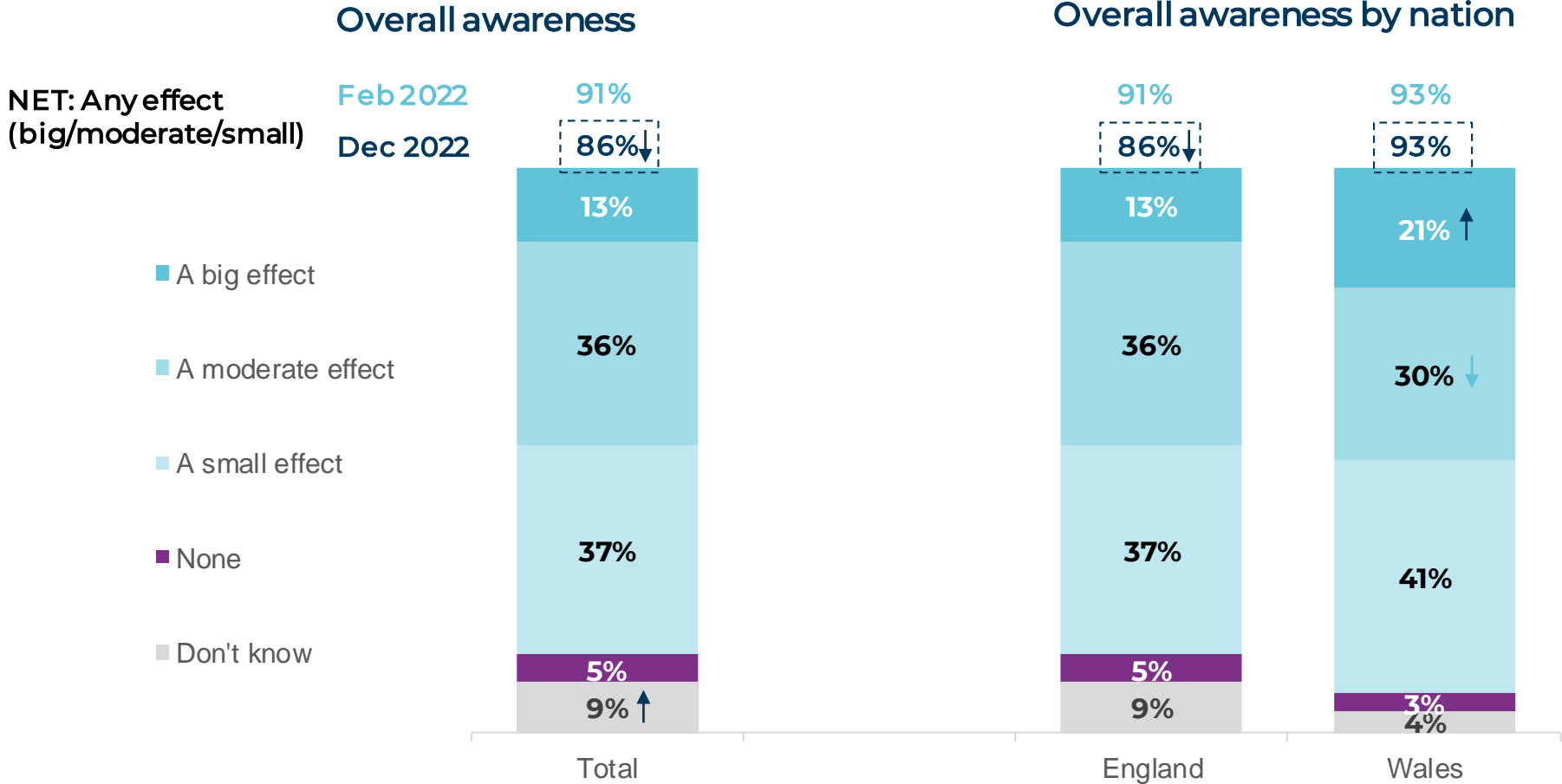
Detailed findings: the questions that form the index

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Most say that they are aware of the impact their behaviour has on the environment, although overall awareness has decreased since Feb'22



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↑ Statistically higher than the Feb 2022 score
↓ Statistically lower than the Feb 2022 score

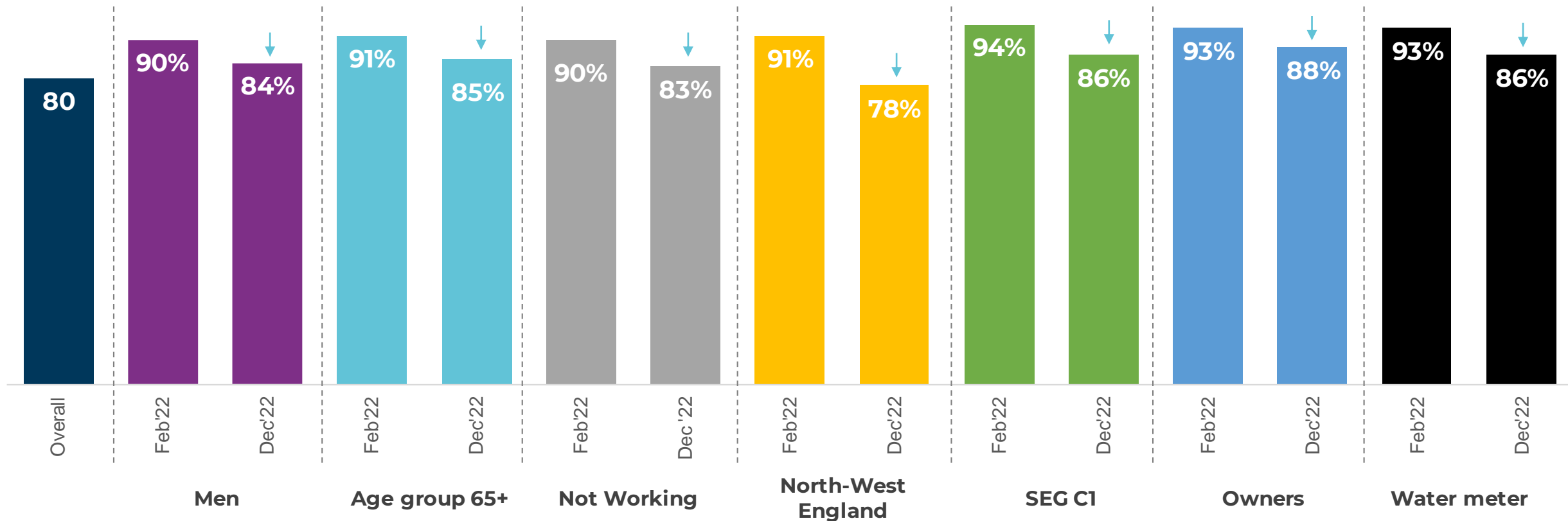


The decrease in awareness of how behaviours affect the environment is most marked in men, older people, those not working, those in North West England, C1 SEG, home owners and those with a water meter



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Overall Awareness by: demographic that show significant change since Feb'22
NET: Any effect (big/moderate/small)



↓ Statistically lower than the Feb 2022 score Q4 To what extent do you think the amount of water you personally use, what you rinse down the kitchen sink and flush or dispose

of down the toilet affects the environment? Please answer using a scale of a big effect, a moderate effect, a small effect or none.

Base: All respondents Feb 2022 (1,310); Dec 2022 (1,466) Men (618, 716), 65+ (649, 799), Not working (810, 999), North West (127, 154), C1 (310, 297), Owners (951, 1,016), Water meter (647, 738)

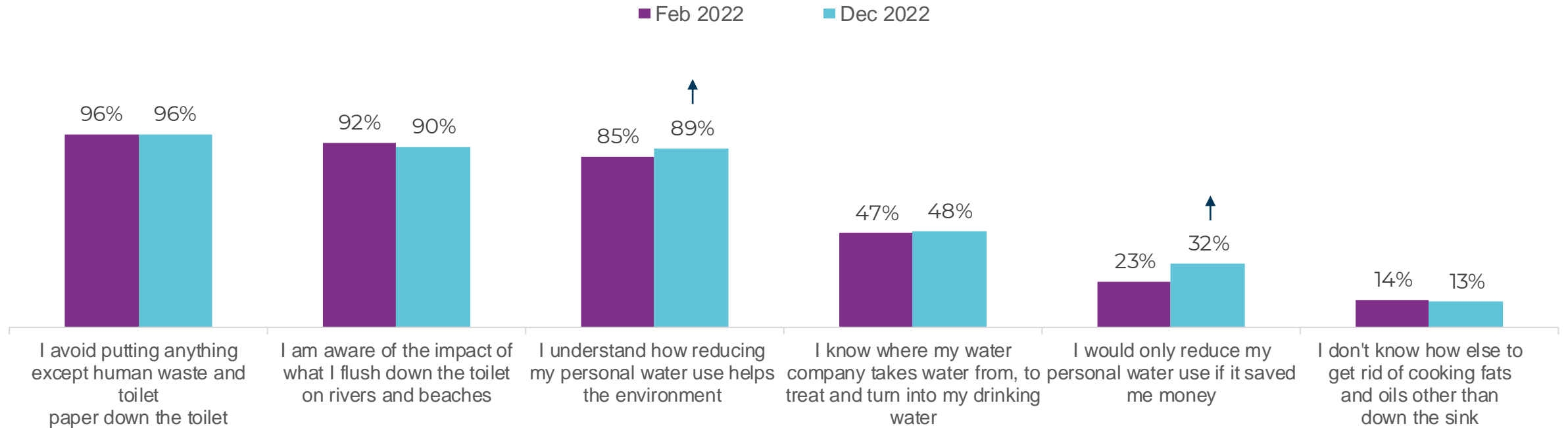


Understanding about the impact of personal water use has increased since Feb 2022



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Agreement with statements used in the index NET: Agree

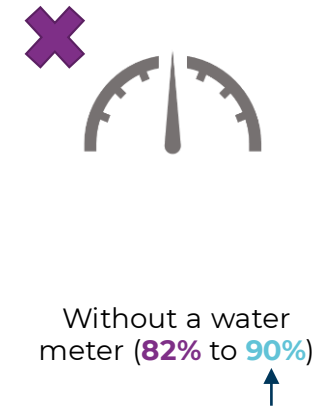
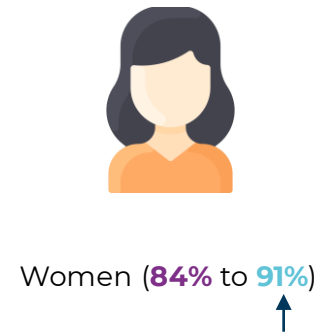
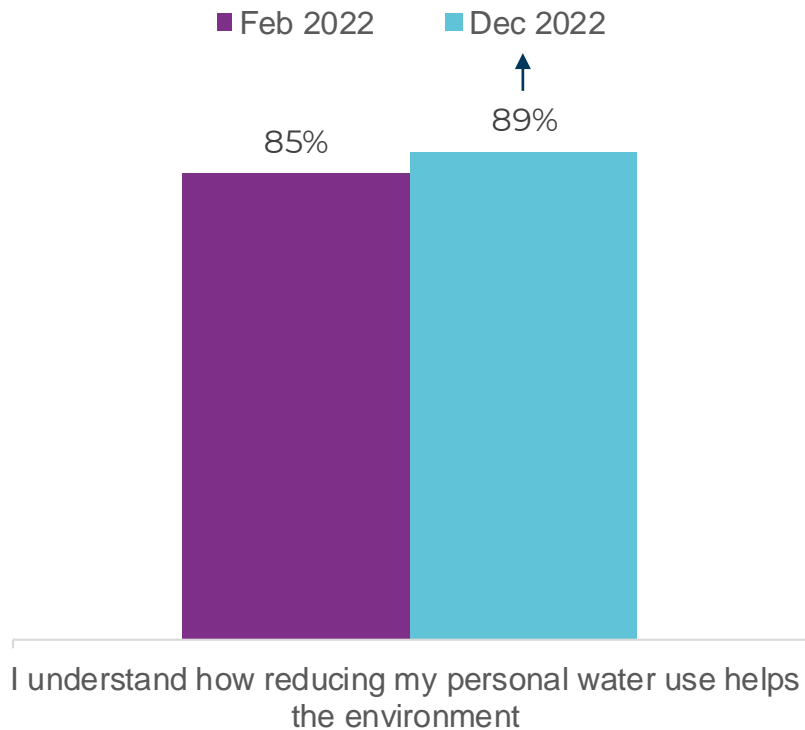


↑ Statistically higher than Feb 2022



Understanding of how reducing personal water use helps the environment has increased amongst women, those in Eastern England and those without a water meter

Who has increased understanding of how reducing personal water use helps the environment:
Demographics with significantly increased NET: Agreement since Feb'22



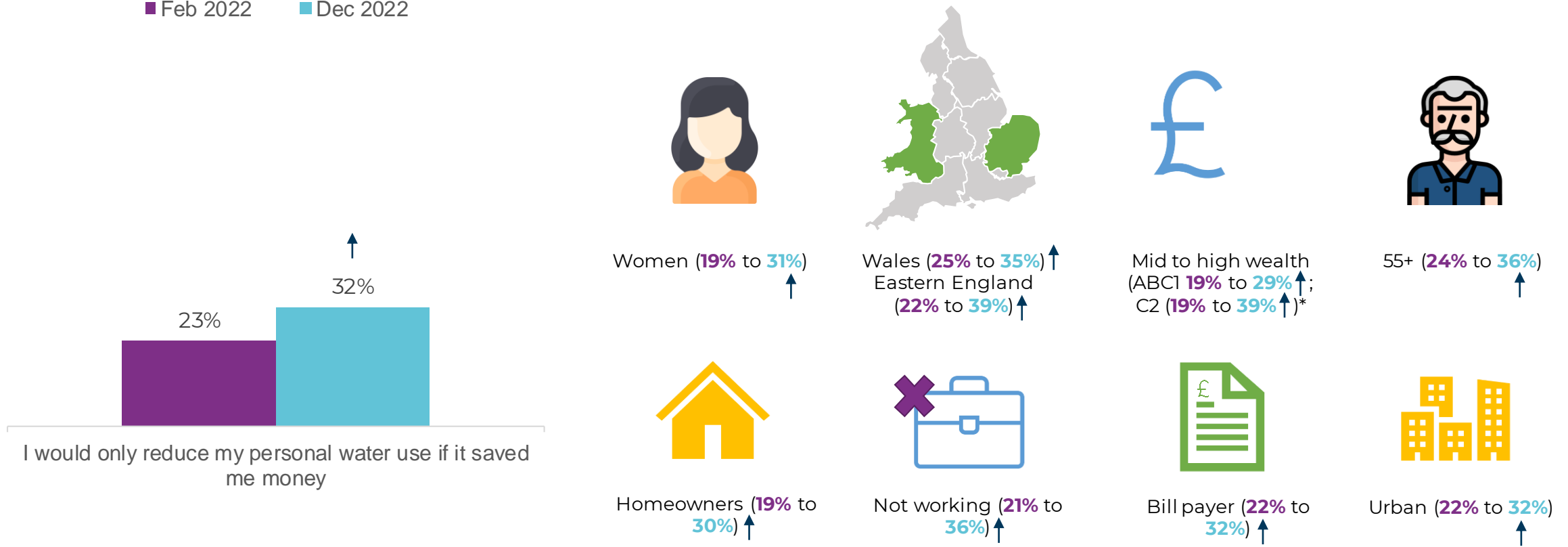
↑ Statistically higher than Feb 2022



Many demographics are more likely to be motivated to save water if it saved them money compared to Feb'22, with signs that motivation is across the wealth spectrum, and for older people/ pensioners

Who would only reduce personal water use if it saved them money:
Demographics with significantly increased NET: Agreement since Feb'22

■ Feb 2022 ■ Dec 2022



↑ Statistically higher than Feb 2022

*NB. DE already had elevated levels of agreement with this statement (35% for both waves)

Q23. For each statement, please answer using a scale of strongly agree, agree, neither agree nor disagree, disagree or strongly disagree ... Base: All respondents Feb 2022 (1,310); Dec 2022 (1,466), Women (692, 743), Wales (403, 405), Eastern England (102, 135), ABC1 (772, 809), C2 (181, 211), 55+ (938, 1,065), Homeowners (951, 1,016), Not working (810, 999), Bill payer (1,148, 1,261), Urban (816, 884), DE (357, 446)



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Recommendations

Recommendations



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1. As there has been no significant increase in the overall consumer Environmental Awareness Index since Feb 2022, there is a clear need to continue to look for ways to engage with people on these topics in order to increase awareness levels.
2. Target communications about water and the environment to men, younger people (18-34), renters and those who do not currently have responsibility for paying a water bill because these are the groups with the lowest Environmental Awareness Index scores
3. There has been improvement in awareness of personal water use and its impact on the wider environment, which is not surprising following the heightened communications relating to the drought in 2022. On the other hand, there is also an increase across a range of demographics in those saying they would only save water if it saved them money – potentially related to the cost of living crisis. Therefore, communications on how conserving water could save both money and protect the environment could land well with current public sentiment.
4. Increasing awareness of where drinking water comes from and what to do with fats and oils (other than pouring down the sink) could help raise index results as these are currently the lower performing attitudinal statements in the index.



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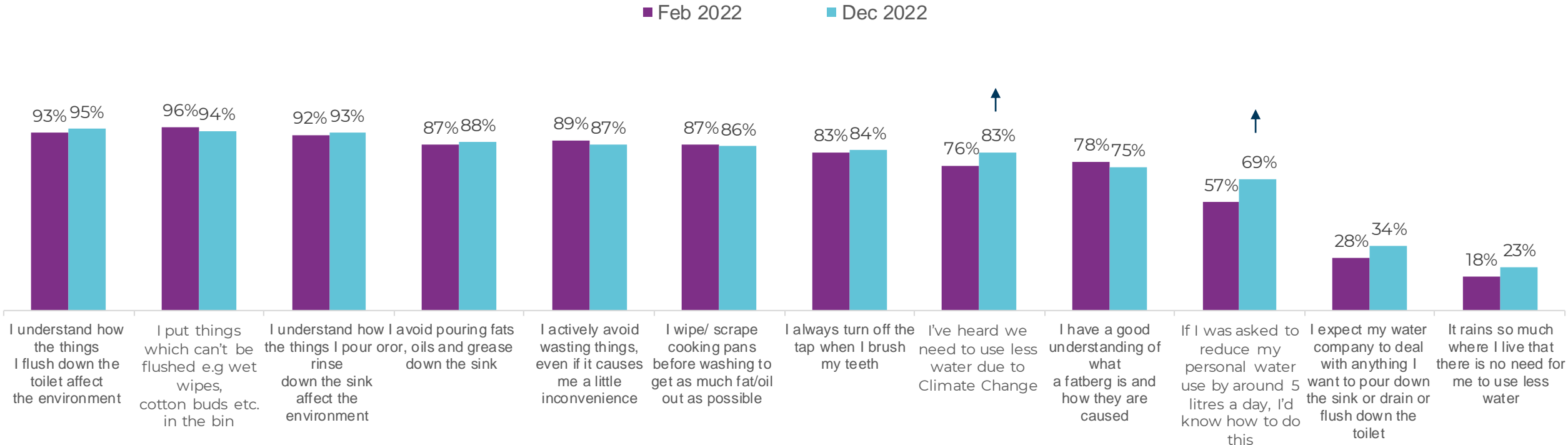
Appendix

Knowledge of reducing person water use and how it relates to climate change, has increased since Feb 2022



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Agreement with statements not used in the index NET: Agree



↑ Statistically higher than Feb 2022

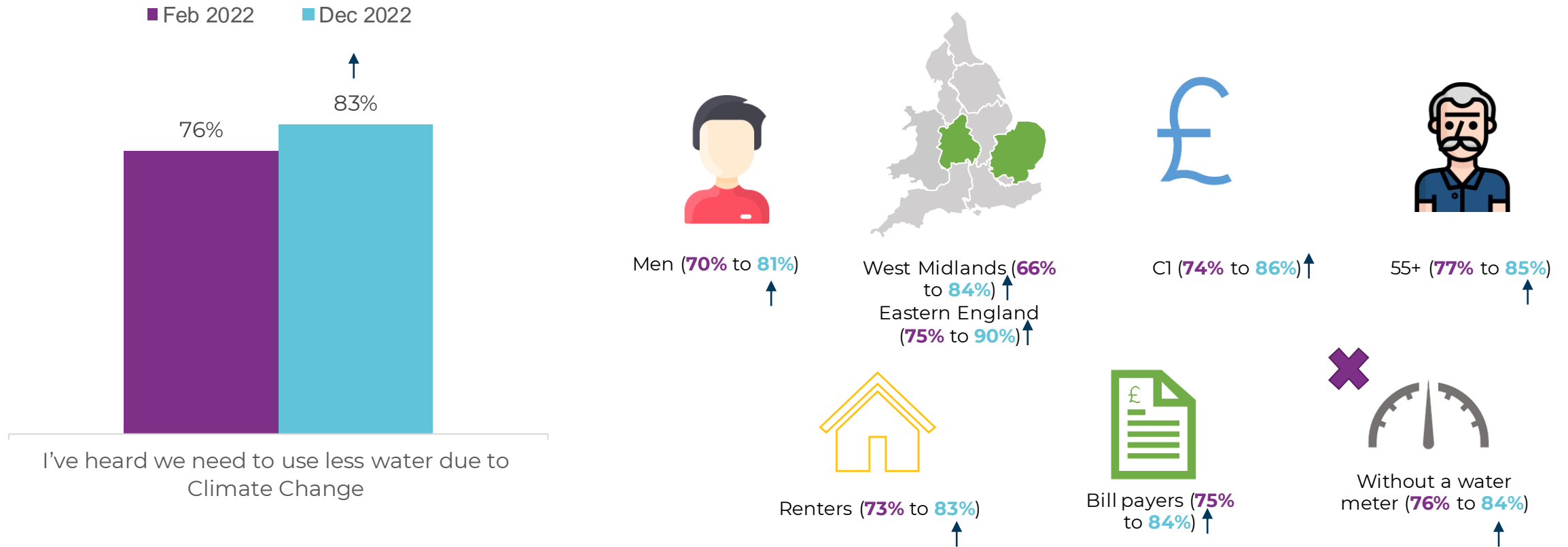


A range of people are more likely to feel they have heard about using less water due to climate change compared to Feb'22, with particular increases seen in the West Midlands and Eastern England



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Who has heard about using less water due to climate change: Demographics with significantly increased NET: Agreement since Feb'22



↑ Statistically higher than Feb 2022

Q23. For each statement, please answer using a scale of strongly agree, agree, neither agree nor disagree, disagree or strongly disagree ... Base: All respondents Feb 2022 (1,310); Dec 2022 (1,466), Men (618, 716), West Midlands (105, 124), Eastern England (102, 135), C1 (310, 297), 55+ (772, 809), Renters (318, 416), Bill payer (1,148, 1,261), Without a water meter (607, 645)

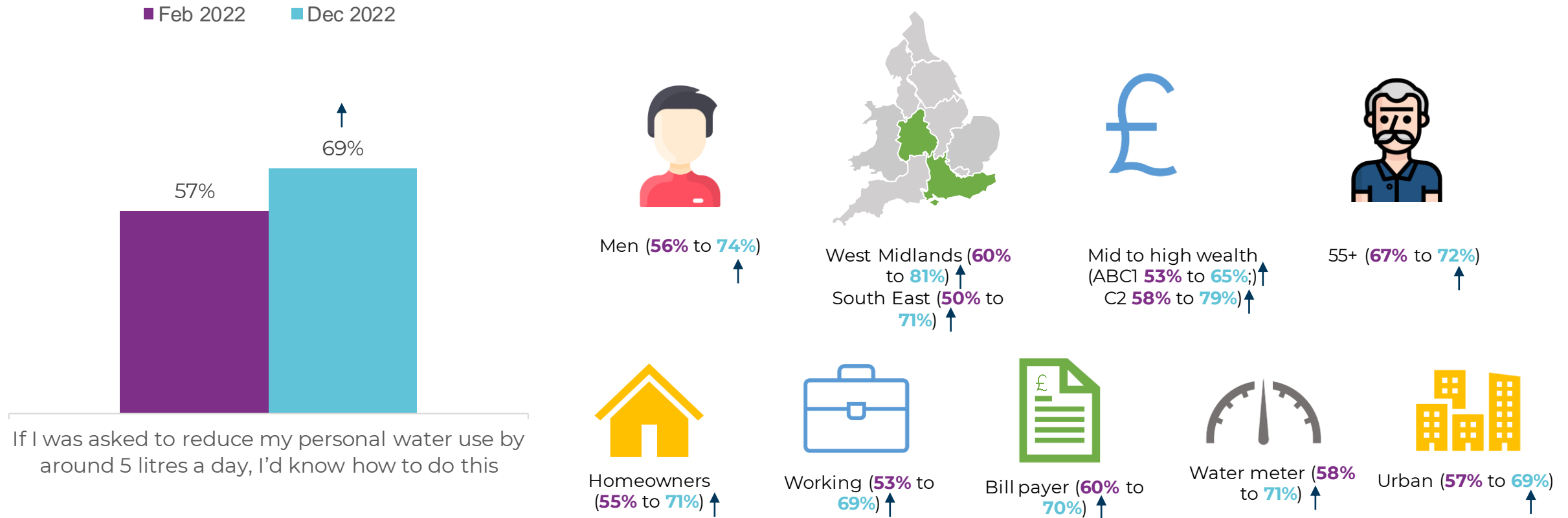


Perceived knowledge about how to reduce water use has increased for a selection of people, with a particular rise in the West Midlands and South East England



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Who feels they know how to reduce their personal water use by around 5 litres a day:
Demographics with significantly increased NET: Agreement since Feb'22



↑ Statistically higher than Feb 2022

Q23. For each statement, please answer using a scale of strongly agree, agree, neither agree nor disagree, disagree or strongly disagree ... Base: All respondents Feb 2022 (1,310); Dec 2022 (1,466), Men (618, 716), West Midlands (105, 124), South East (128, 131), ABC1 (772, 809), C2 (181, 211), 55+ (938, 1,065), Homeowners (951, 1,016), Working (500, 467), Bill payer (1,148, 1,261), Water meter (647, 738), Urban (816, 884)



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