

Eco Index 2021: Water

Savanta:

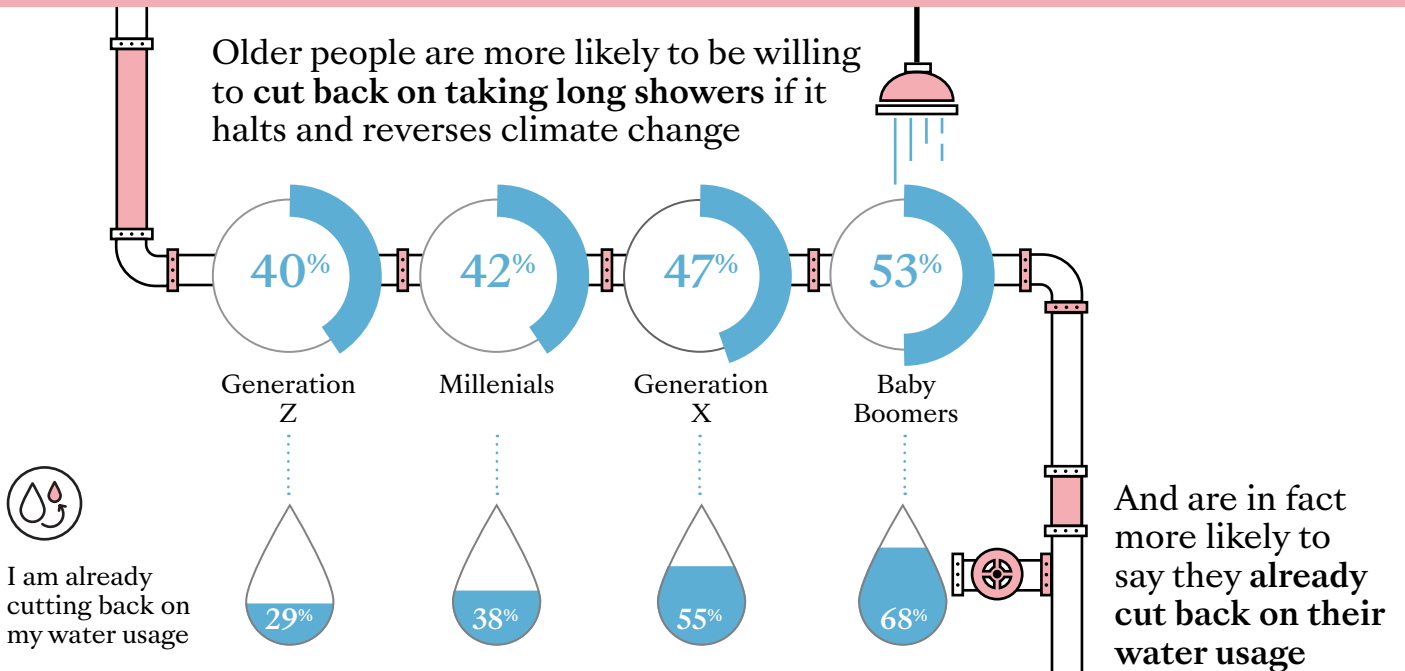


As the climate changes, and society works towards Net Zero, society's usage of water and relationship with water providers will change.

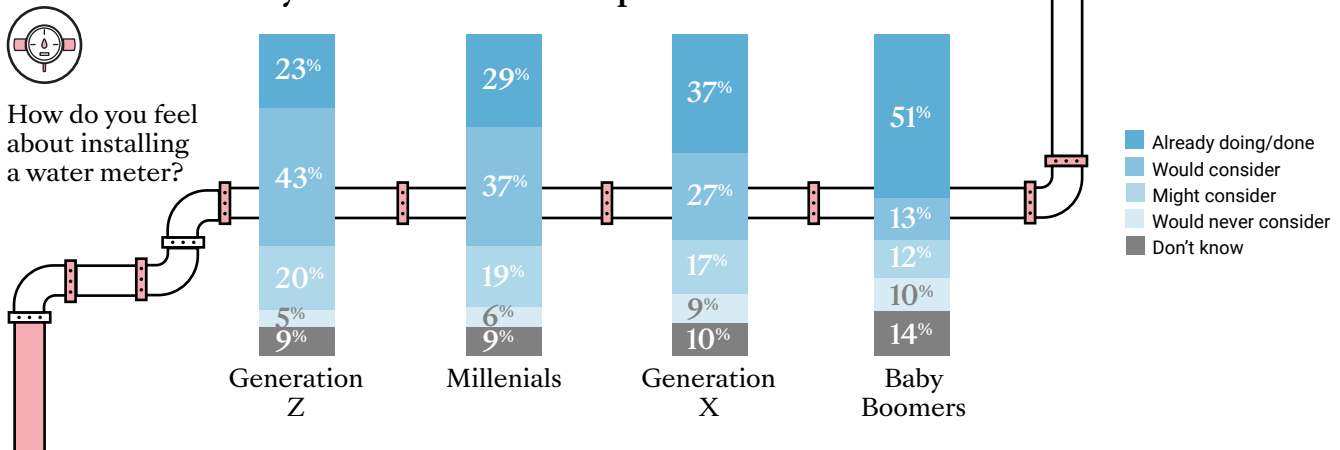
Our Eco Index data explores how behaviours are already changing across the generations, and the changing role that the environment plays in their decision making around water provision.

Older generations are most likely to already be reducing their water usage

Older people are more likely to be willing to cut back on taking long showers if it halts and reverses climate change



Although younger generations are usually seen as the most environmentally-conscious and open to new technologies, older generations are more likely to consider and adopt water meters



Younger generations are more influenced by the environment when making water purchasing decisions

However, it is younger generations that are more likely to be influenced by environmental reasons in their purchasing decisions...

