



# Adolescents and showers – in their own words

## Watef Network Conference

### Coventry 8<sup>th</sup>-9<sup>th</sup> September 2016

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# Some UK shower facts

- The average person in the UK uses 150 litres of water a day, 47 litres of which are for bathing
- 2 billion litres of water are used in the UK's showers every day
- The average shower lasts 7.5 minutes
- Heating hot water at home results in 6% of the UK's CO<sub>2</sub> emissions
- There is a concerted UK campaign to reduce shower times to four minutes
- Anecdotally most adolescents are in the shower for longer than the UK average



# The brief

- Thames Water's Water Efficiency in Schools project
- Get adolescents to meet the four minute shower challenge
- 2.9 million secondary school pupils in England



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# Gudge theory



Is your shower killing the polar bears?



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An ech<sub>2</sub>o workshop for Thames Water WESP 2016

[www.ech2o.co.uk](http://www.ech2o.co.uk)

- Nudge theory with a dollop of guilt.
- Read more at <http://www.watefnetwork.co.uk/blog> - the best blog about water, people and communities on the web!

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# Save the Amphiro polar bear!



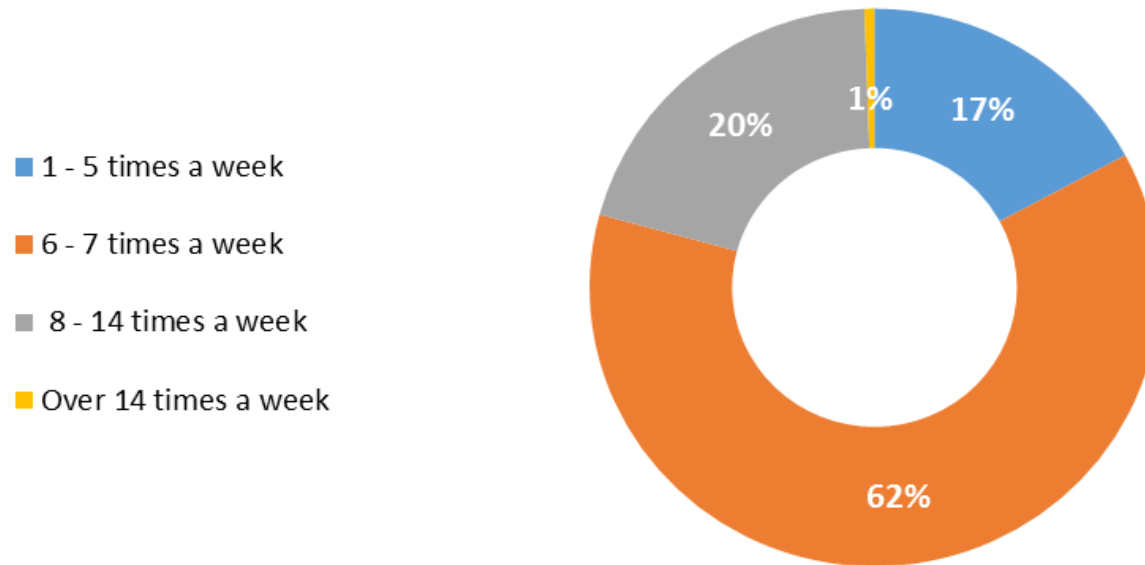
# Let's collect some shower data about this class

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- 356 adolescents. Year groups 7-12. Main year groups, 7, 8 and 10. (Ages 11-15)
- Four London secondary schools
- Data collected between February 2015 and April 2016

# Frequency of shower

How often are you in the shower?



n = 370

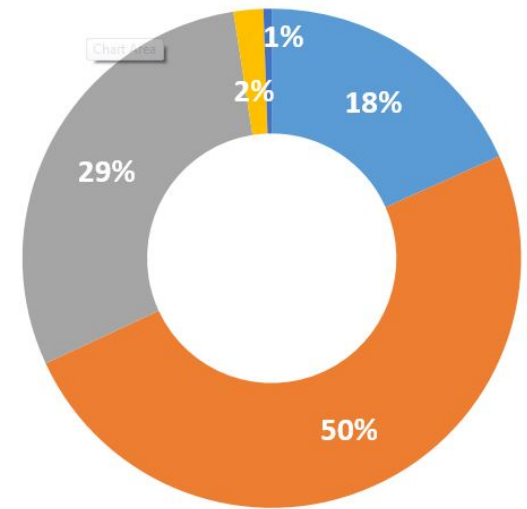
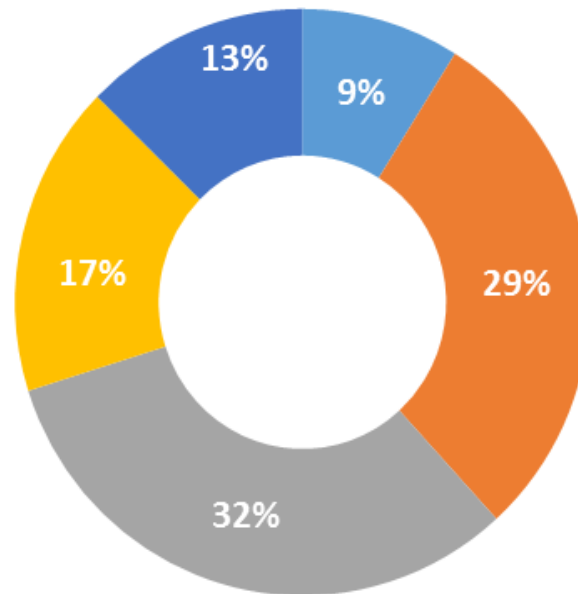


# Length of shower

How long are you in the shower?

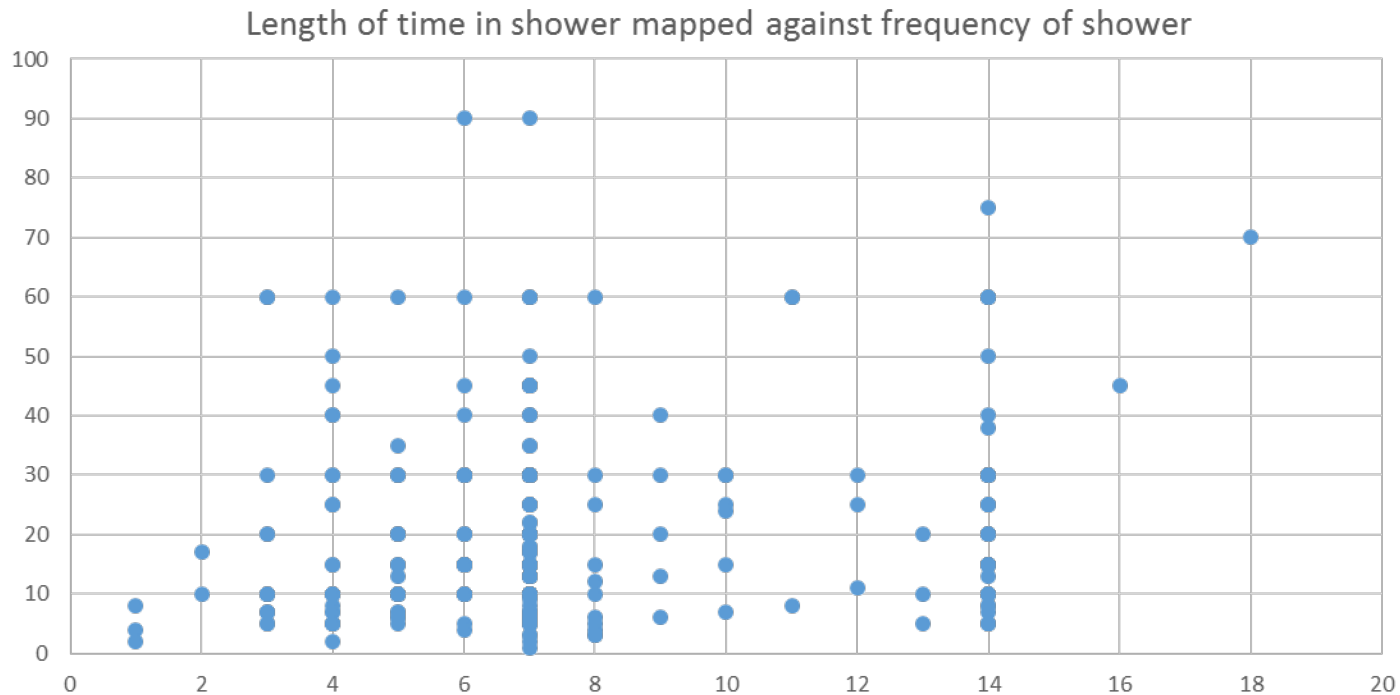
- 5 minutes or less
- 6 - 10 minutes
- 11 - 20 minutes
- 21 - 30 minutes
- Over 30 minutes

n = 356





# Length v frequency

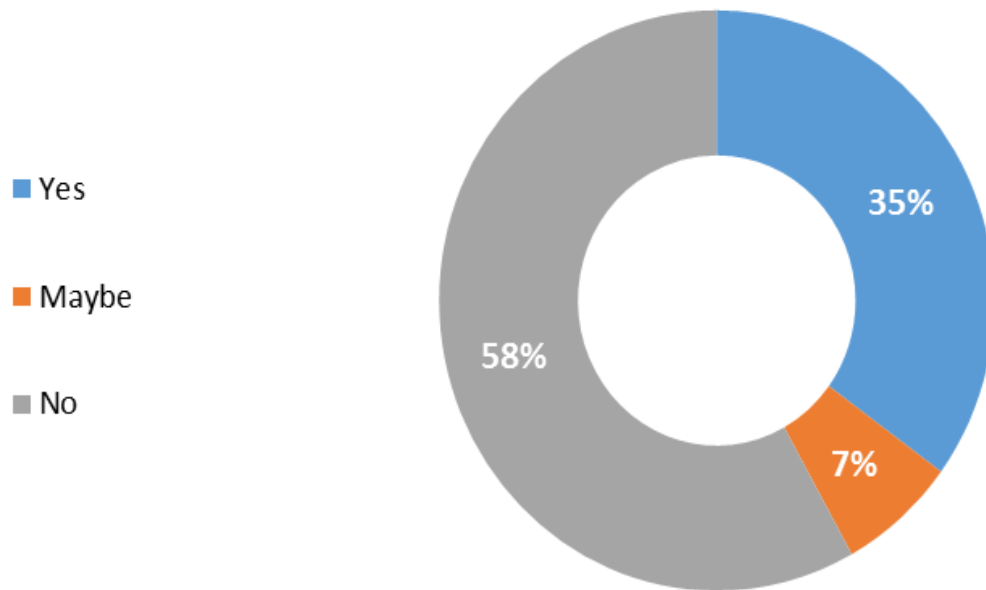


n = 356

# Four minute shower challenge

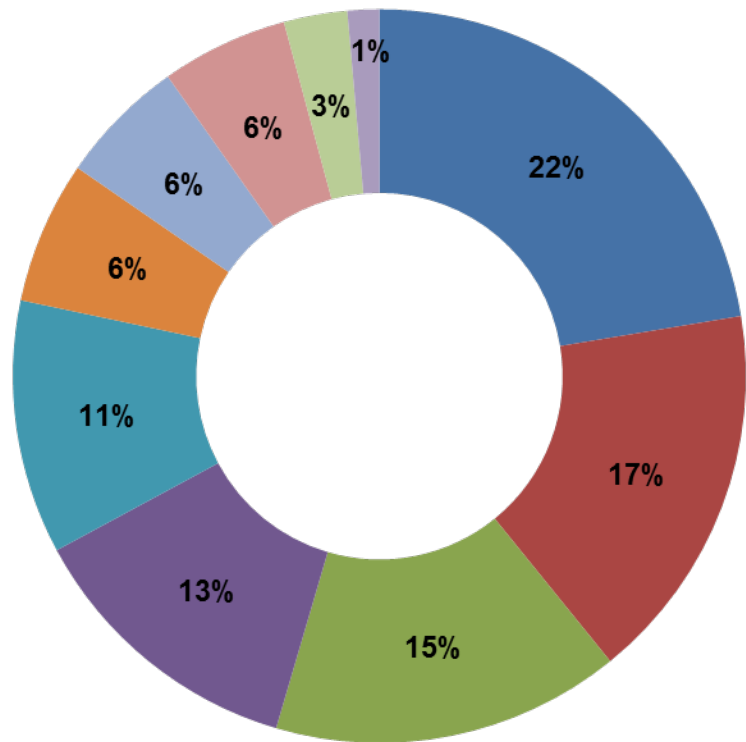


Can you meet the four minute shower challenge?



n= 376

# Incentives for a shorter shower



- Environmental impacts
- Rewards (inc bribery!)
- Parents/household
- Nothing/extreme violence
- Technology
- 4 minute shower challenge
- Time constraints
- Financial charges
- Punishment
- Financial saving

n= 117




# What they said – the lost causes

Nothing and no-one can persuade me

Year 7 girl. Two showers a day. 30 mins in morning. One hour in evening in shower. 20 minutes before gets into shower. On her phone.

If I could get £1,000,000

Year 7 girl. Once a day for 30 minutes

Nothing. I  my showers

Year 7 girl. Showers 16 times a week for 1.5 hours a time.

# What they said – some hope

Someone who works for a water company and persuades me.

No sweat. No dirt. 😊

A shampoo that makes you clean straight away

Year 7 girl. 20 minute shower once a day

Year 7 boy. Twice a day. 15 minutes each time. Could never meet the 4 minute shower challenge

Year 7 girl. Once a day 20 minutes if washing hair 10 minutes if not

# What they said – good global citizens

If I could save the polar bears losing their homes then drowning

Year 8 boy. Showers six times a week for 5-10 minutes while listening to music.

To think about the people who need the water that I'm using like people in LEDCs

Year 7 girl. Once a day for 15 minutes

The safeness of the world  
😊

Year 7 girl. 20 mins, once a day

# What they said – out of the box

A rubbish shower!

Year 7 boy. Once a day. 20 minutes.

If we got our periods all the time because of a long shower

3 x Year 10 girls. At least 30 mins per shower. At least once a day

If I could see a picture of how much water I was wasting

Year 7 boy. Twice a day for 50 minutes





# Some more UK shower facts



- 21% of adolescents shower more than once a day. (Average is 7.5 times a week v 4.4 all of UK)
- 83% of adolescents have a shower that is longer than the UK average. Average shower time is 20.5 minutes
- 62% of adolescents shower for longer than ten minutes compared to 32% of the UK as a whole
- 30% shower for longer than 20 minutes compared to 3% across the UK
- Just 3% of adolescents currently meet the 4 minute shower challenge. 35% of adolescents think they could meet it

# How long?????



The mysterious case of the sinking flamingo  
<http://www.ech2o.co.uk/frankie.shtml>

- Clarence the crab showed Frankie the flamingo some of the shower statistics he had just collected from a large number of adolescents. Frankie couldn't imagine what it must be like to spend so much time in the shower and suddenly felt a bit faint and had to sit down.

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