

Caroma National Survey

Below is a summary of some of the key findings in the Caroma national survey.

Question	Results	Comments
What type of toilet do you have in your household a)Single flush b)Dual flush c)Both types d)Not sure	<ul style="list-style-type: none"> ▪ 34% of respondents only have single flush toilets in their household ▪ 60% have dual flush toilets 	Still a significant number of households use single flush toilets despite the additional water they waste. This shows that there are still a number of New Zealand households using more water than they need to.
How much water do you think is used every time you 'full' flush your toilet	<p>A standard dual flush toilet uses 6 litres of water in a 'full' flush. A standard single flush toilet uses between 10-11 litres of water in a 'full' flush.</p> <ul style="list-style-type: none"> ▪ 80% of the single flush users underestimated the amount of water that was being used in a 'full' flush ▪ Only 26% of respondents knew how much water their toilets were using in a 'full' flush. ▪ 31% of the dual flush users underestimated the amount of water being used in a 'full' flush <p>Out of the single flush toilet users:</p> <ul style="list-style-type: none"> - 40% think they use 6 or 8 litres in a 'full' flush - 40% thought they only used 4 litres or below in a 'full' flush - 21% thought their toilets use 10 litres in a 'full' flush <p>Out of the dual flush toilet users:</p> <ul style="list-style-type: none"> - Just under a third (31%) thought they used 4 litres or below in a 'full' flush - 29% thought they used 6 litres in a 'full' flush - 40% thought they actually used 8 litres or more 	<p>Further to the comment above, it is possible people are still using single flush toilets because they are not aware of how much water they are wasting.</p> <p>Clearly the lack of awareness among Kiwis as to the actual amount water being used is unacceptably high.</p>

Question	Results	Comments
<p>Thinking about reducing water consumption, how important do you think it is to try and reduce the level of water being used in the home?</p> <p>a)Very important b)Important c) Not very important d)Not important at all e)Don't know</p>	<ul style="list-style-type: none"> ▪ 85% of respondents feel it is important to try and reduce the level of water being used in the home ▪ Only 14% didn't think this was important 	<p>The respondents clearly are conservation minded (86% of all respondents regularly recycle their glass and plastics). It can be assumed they need educating on the level of water they are actually using in the home.</p>
<p>Compared to a single flush toilet, a dual flush toilet saves between 30,000 and 35,000 litres of water per year</p> <p>Given this statement, which of the following most strongly represents your point of view:</p> <p>a)It should be mandatory for New Zealand houses to have dual flush toilets b)Builders/owners of NZ houses should be strongly encouraged to use dual flush toilets c)The situation is fine as it is</p>	<ul style="list-style-type: none"> ▪ 93% of the 300 respondents feel either a law or regulation should be introduced to either ensure or encourage the use of dual flush toilets in all New Zealand buildings <ul style="list-style-type: none"> - 46% of respondents feel it should be mandatory for New Zealand houses to have dual flush toilets - 47% of respondents feel that builders/owners of New Zealand houses should be strongly encouraged to use dual flush toilets 	<p>Once the respondents were educated on the amount of water saved each year by using a dual flush toilet compared to a single flush toilet, virtually all felt dual flush toilets should be either mandatory or strongly encouraged, suggesting a call for government /council action.</p>
<p>On a scale of 1-7 where 7 is strongly agree and 1 is strongly disagree, tell us how strongly you agree with the following statements:</p> <p>a)I'm very likely to change my single flush to dual flush now I've read how much water this could save b) If I was putting in a new bathroom, I'd definitely put in dual flush toilets c)I'm still ok about single flush toilets – I'd be happy to use either</p> <p>NB: This question was only put to those that own their own home)</p>	<ul style="list-style-type: none"> ▪ A third of respondents stated they will be changing their single flush toilet to a dual flush just in light of this new information ▪ 82% of homeowners said they will definitely put in a dual flush toilet when they renovate their bathroom ▪ 64% of homeowners stated that they are now not ok with single flush toilets 	<p>After being given the statistics on the potential water saving of the dual flush, a third of respondents stated they will actually be changing their toilet suite as a result. It is therefore important to educate other households on the amount of water they are using to encourage similar action.</p>

Question	Results	Comments
<p>The Government is introducing a new water efficiency labeling system for all water using products. If you were buying a new toilet would you be more inclined to buy a toilet suite that was rated the highest in the water efficiency ratings?</p>	<ul style="list-style-type: none"> ▪ 85% stated they would be more inclined to buy the toilet suite with the highest water efficiency rating ▪ 11% were not sure 	<p>This shows that these respondents do think that water saving in the home is important and that they do want to be informed of the environmental impact they are making with they buy their products as this is likely to influence their buying decisions when purchasing water using products.</p>
<p>How often do you clean the toilet?</p> <p>a) Twice a week or more b) Once a week c) Once every two weeks d) Once a month e) Once every two months f) Less than once every two months g) Never</p>	<ul style="list-style-type: none"> ▪ 77% of the males questioned stated they clean the toilets in their household! Not only that, but they clean it either once a week or more. Only 10% lived alone. ▪ 90% of the females questioned stated they clean the toilets once a week or more in their household 	<p>So New Zealand men seem to be moving with the times and sharing the household duties</p>
<p>Do you read when you go to the toilet?</p> <p>If yes, what do you read?</p> <p>a) Magazine b) Book c) Comic d) Newspaper</p>	<ul style="list-style-type: none"> ▪ 43% of all respondents read when they visit the toilet, and an equal distribution of men and women ▪ Magazines were the favourite choice amongst the respondents (39%); books and newspapers came an equal second (25%); only 2% read comics. ▪ Some respondents' reading material did not fit into any of the 4 categories we gave them, and surprisingly reading junk mail was a favourite amongst 45% of these respondents. 	<p>Apparently it's not that unusual for Kiwi men and women to read when they visit the toilet.</p> <p>It seems junk mail is not wasted on everyone either.</p>

According to a survey conducted by EcoMatters Environment Trust on behalf of Waitakere City Council, out of all the utilities in the home toilet suites are responsible for using the most water. The amount of water needed to flush the toilet in the average Kiwi home accounts for 25% of all water usage in the home over one year; this is equal to the amount of water used by the rest of the bathroom put together. The laundry and garden come an equal second accounting for 20% of all water usage, and the kitchen comes third with 10%.

In light of this information, Caroma has developed this national survey to find out more about New Zealand bathroom behaviour, how important water saving is to the average Kiwi, and to test their awareness of how much water their toilets are using.

- Kiwi males are moving with the times – virtually just as many men as women claim they are the ones who clean the toilets in their household!
- Both men and women read when they visit the toilet and although magazines were the most popular choice, junk mail also seemed to make the list (for reading that is!).
- Overwhelmingly, Kiwis do care about the environment. Most of those in our sample size were regular recyclers of glass and plastics.
- Kiwis do feel water saving in the home is important, but they are clearly unaware of how much their toilets contribute to the water waste problem.
- They are totally unaware of how much water their toilets use and what the 'full' flush volume difference is between single and dual flush toilets.
- An overwhelming number of respondents called for a government sponsored law or council regulation to ensure dual flush toilets are used in Kiwi homes by stating it should be 'mandatory' or 'strongly encouraged' in light of the information we gave them regarding how much water a dual flush saves in one year.
- A significant number of respondents will be changing their single flush to a dual flush.