

J-24-089497-30 - 25th - 28th July 2025

PUBLIC

Hosepipe ban

Adults 16-75 GB

Q1. How concerned, if at all, are you about droughts and water shortages in your local area?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312			
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329			
Not at all concerned	159 15%	93 18% C	64 12%	63 18%	52 14%	43 12%	90 15%	69 15%	41 16%	40 14%	28 11%	14 9% *	11 22% **	25 28% UKL*	51 14%	108 15%	103 15%	56 15%	28 14%	53 19%	31 12%	36 13%	138 15%	21 14%	22 15%	46 14%	11 13% *	22 20% *	18 18% *	46 12%	54 16%			
Not very concerned	342 32%	146 28% B	191 36%	86 25%	128 34% D	127 37% D	173 28%	169 36% G	59 23%	95 34% I	81 33% I	39 26% *	24 47% **	44 48% UKL*	92 25%	250 36% O	208 29%	134 37% Q	66 33% V	108 38% V	82 33% V	63 23%	312 34% X	25 17%	40 28%	87 27%	26 32% *	37 33% *	35 34% *	118 30%	101 31%			
Fairly concerned	312 29%	147 28%	156 29%	84 24%	122 32% D	105 30%	184 30%	128 27%	76 30% N	80 29% N	83 33% N	51 33% N*	7 13% **	15 17% *	105 28%	207 29%	219 31%	93 25%	57 29%	65 23%	86 34% T	80 30%	264 29%	44 29%	37 26%	108 33%	25 31% *	28 25% *	35 34% *	136 35%	92 28%			
Very concerned	130 12%	72 14%	56 11%	56 16% E	35 9%	39 11%	85 14%	46 10%	39 15% N	32 12% N	32 13% N	21 14% N*	5 10% **	1 1% *	67 18% P	64 9%	92 13%	38 10%	21 10%	29 10%	28 11%	47 18% T	101 11%	29 19% W	29 21% ac	48 15%	7 8% *	15 13% *	7 7% *	49 12%	47 14%			
Extremely concerned	85 8%	43 8%	40 7%	32 9%	27 7%	25 7%	56 9%	29 6%	21 8%	23 8%	16 7%	15 10% *	4 8% **	5 5% *	39 11% P	45 6%	51 7%	33 9%	15 8%	24 9%	11 4%	30 11% U	70 8%	15 10%	13 9%	25 8%	12 15% *	7 6% *	6 5% *	31 8%	28 8%			
Don't know	48 4%	21 4%	26 5%	26 7% F	14 4%	8 2%	22 4%	26 6%	16 7%	9 3%	8 3%	13 9% KN*	- - **	1 1% *	20 5%	28 4%	37 5%	11 3%	10 5% T	3 1%	13 5% T	13 5% T	30 3%	17 11% W	1 1%	13 4%	1 2% *	3 3% *	1 1% *	11 3%	8 2%			

NET: Very/ Extremely Concerned	215 20%	115 22%	96 18%	88 25% E	62 16%	64 18%	140 23% H	74 16%	60 24% N	56 20% N	48 19% N	36 24% N*	9 18% **	6 7% *	106 28% P	109 15%	144 20%	71 19%	36 18%	54 19%	38 15%	78 29% STU	171 19%	44 29% W	43 30% c	73 22% c	19 23% *	23 20% *	13 12% *	80 21%	75 23%
NET: Not very/ Not at all Concerned	501 47%	238 46%	256 48%	150 43%	181 48%	171 49%	263 43%	238 51% G	100 40%	135 48% L	110 44%	53 35% *	35 69% **	69 76% UKL*	143 38% O	358 51% O	311 44%	190 52% Q	95 48% V	160 57% UV	113 45%	99 37%	449 49% X	47 31%	62 43%	133 41%	37 45% *	60 52% *	54 52% *	164 42%	155 47%
NET: Fairly/ Very/Extremely Concerned	526 49%	262 50%	251 47%	173 50%	184 49%	170 49%	324 53% H	202 43%	135 54% N	136 49% N	131 53% N	87 57% N*	16 31% **	21 23% *	211 56% P	315 45%	363 51%	164 45%	93 47%	119 42%	125 50%	158 59% ST	435 48% W	87 58% W	79 56%	181 55%	44 54% *	51 45% *	48 47% *	216 55%	166 51%

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PUBLIC

Hosepipe ban

Adults 16-75 GB

Q2. Four water companies in England have recently announced hosepipe bans due to drought conditions and water shortages. Before today, to what extent, if at all, were you aware of these hosepipe bans?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
I was fully aware of the hosepipe bans	376	187	182	90	123	163	197	178	99	88	113	40	15	20	119	257	237	139	78	106	86	84	338	38	64	121	34	43	29	130	157		
	35%	36%	34%	26%	32%	47% DE	32%	38%	39% LN	31%	46% JLN	26% *	29% **	22% *	32%	37%	33%	38%	39%	38%	34%	31%	37% X	25%	45% c	37%	42% *	38% *	28% *	33%	48% d		
I was aware of the hosepipe bans, but not in detail	453	203	238	133	168	152	264	188	102	135	93	67	23	34	163	290	283	170	76	122	107	112	386	60	61	146	35	41	52	189	127		
	42%	39%	45%	38%	44%	44%	43%	40%	41%	48% K	37%	44% *	45% **	37% *	44%	41%	40%	47%	38%	43%	43%	41%	42%	40%	43%	45%	42% *	36% *	50% *	48% e	39%		
I was not aware of the hosepipe bans	198	96	99	95	75	28	121	76	40	46	34	34	11	33	71	127	151	47	37	47	43	59	161	36	16	54	12	27	19	61	42		
	18%	18%	19%	27% EF	20% F	8%	20%	16%	16%	16%	14%	22% *	21% **	37% UKL*	19%	18%	21% R	13%	18%	17%	17%	22%	18%	24%	12%	17%	15% *	24% Y*	19% *	16%	13%		
Don't know	49	35	14	30	13	6	26	23	10	11	9	12	2	4	21	28	39	9	8	7	15	15	29	17	*	6	1	3	3	11	3		
	5%	7% C	3%	9% EF	3%	2%	4%	5%	4%	4%	4%	8% *	5% **	4% *	6%	4%	6%	3%	4%	3%	6%	6%	3%	12% W	0%	2%	1% *	3% *	3% *	3%	3%	1%	

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PUBLIC

Hosepipe ban

Adults 16-75 GB

Q3A. The hosepipe bans affect customers in Hampshire, the Isle of Wight, Swindon, Gloucestershire, Oxfordshire, parts of Berkshire, Kent, Sussex, much of Yorkshire, and parts of north Lincolnshire and Derbyshire. Do you live in an area with a hosepipe ban?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
Yes	228 21%	114 22%	105 20%	82 23%	82 22%	64 19%	118 19%	110 24%	85 34% JLN	27 10% N	99 40% JLN	14 9% *	2 4% **	2 2% *	71 19%	158 22%	161 23%	67 18%	39 19%	58 21%	59 23%	57 21%	191 21%	35 23%	37 26%	67 20%	17 21% *	30 27% *	20 19% *	71 18%	80 24%		
No	775 72%	366 70%	398 75%	226 65%	272 72%	277 80% DE	456 75%	319 69%	156 62%	232 83% IK	129 52%	121 79% IK*	49 96% **	88 97% UKL*	277 74%	498 71%	497 70%	278 76%	148 74%	213 75%	172 68%	198 73%	676 74% X	92 61%	101 71%	244 75%	64 79% *	81 71% *	80 78% *	305 78%	240 73%		
Don't know	72 7%	41 8%	30 6%	41 12% EF	25 7% F	6 2%	35 6%	37 8%	11 4%	21 7%	20 8%	19 12% JN*	- - **	1 2% *	26 7%	46 7%	51 7%	21 6%	13 6%	12 4%	21 8%	14 5%	46 5%	24 16% W	3 2%	16 5%	- - *	2 2% *	3 3% *	15 4%	9 3%		

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PUBLIC

Hosepipe ban

Adults 16-75 GB

Q3B. You mentioned that you live in an area currently affected by a hosepipe ban. How has the ban impacted your daily life and activities, if at all?

All Adults aged 16-75 in Great Britain who live in an area with hosepipe ban

	Gender		Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	232	107	116	85	82	65	145	87	88	31	93	17	1	2	126	106	176	56	34	52	55	75	188	42	38	75	19	24	19	87	69	
Weighted base	228	114	105	82	82	64	118	110	85	27	99	14	2	2	71	158	161	67	39	58	59	57	191	35	37	67	17	30	20	71	80	
It has had no impact on my daily life and activities	95	43	47	25	34	36	44	51	38	9	46	2	-	1	22	73	64	31	20	24	22	19	84	9	18	18	8	12	12	26	31	
	42%	38%	45%	30%	42%	56% D*	37%	46%	45%	32%	46%	14%	-	29%	31%	46% O*	40%	46%	53%	42%	38%	33%	44%	24%	48%	28%	44%	38%	60%	36%	39%	
Minor inconveniences, but I have adapted easily	88	42	42	31	32	26	51	37	33	9	38	7	-	1	30	58	59	30	12	23	23	25	72	16	13	32	6	13	4	29	31	
	39%	37%	39%	38%	39%	40%	43%	34%	39%	35%	39%	48%	-	71%	43%	37%	36%	44%	32%	40%	38%	44%	38%	45%	34%	48%	34%	44%	18%	41%	39%	
Moderate impact, I have had to make some significant changes to my routine	39	23	15	20	16	3	22	17	10	9	13	4	2	-	17	22	32	7	6	11	8	13	30	8	6	16	2	2	4	15	14	
	17%	20%	15%	25%	19%	5%	19%	15%	12%	34%	13%	31%	100%	-	24%	14%	20%	10%	15%	19%	14%	22%	16%	24%	16%	24%	9%	7%	22%	22%	17%	
Major disruption, it has been very difficult to adjust	6	5	1	6	-	-	1	5	3	-	2	1	-	-	1	5	6	-	-	-	5	1	3	2	1	-	2	3	-	1	3	
	3%	5%	1%	7%	-	-	0%	5%	4%	-	2%	4%	-	-	1%	3%	4%	-	-	-	9%	1%	2%	7%	2%	-	11%	11%	-	1%	4%	
Don't know	1	*	*	*	*	-	1	-	*	-	-	*	-	-	1	-	1	-	-	-	1	-	1	-	-	-	*	-	-	-	*	
	0%	0%	0%	1%	0%	-	1%	-	0%	-	-	3%	-	-	1%	-	0%	-	-	-	1%	-	0%	-	-	-	2%	-	-	-	0%	
	*	*	*	*	*	*	*	*	*	**	*	**	**	**	*	*	*	*	**	*	*	*	*	**	**	*	**	**	**	*	*	*

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PUBLIC

Hosepipe ban

Adults 16-75 GB

Q4A. To what extent do you support or oppose hosepipe bans when water levels fall?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
Strongly oppose	67 6%	45 9% C	22 4%	28 8%	26 7%	14 4%	28 5%	40 9% G	19 7%	9 3%	18 7%	9 6% *	8 16% **	5 6% *	14 4%	53 8% O	52 7%	15 4%	8 4%	16 6%	18 7%	19 7%	58 6%	9 6%	14 10% Zc	12 4%	9 11% Zc*	14 12% Zc*	2 2% *	12 3%	28 8% d		
Tend to oppose	75 7%	49 9% C	25 5%	25 7%	36 9% F	15 4%	47 8%	28 6%	17 7%	21 8%	19 8%	12 8% *	3 6% **	3 3% *	35 9% P	40 6%	56 8%	19 5%	5 3%	18 6%	15 6%	34 13% STU	67 7%	7 4%	8 6%	25 8%	5 6% *	14 13% *	4 4% *	28 7%	29 9%		
Neither support nor oppose	246 23%	130 25%	112 21%	90 26% F	103 27% F	53 15%	143 23%	104 22%	54 21%	64 23%	50 20%	43 28% *	10 20% **	27 29% *	90 24%	157 22%	174 25%	72 20%	55 28%	61 21%	56 22%	61 23%	202 22%	42 28%	29 20%	68 21%	16 20% *	31 27% *	29 29% *	86 22%	74 23%		
Tend to support	372 35%	162 31%	202 38%	106 31%	129 34%	137 39% D	218 36%	155 33%	88 35%	100 36%	93 37%	46 30% *	22 42% **	24 27% *	126 34%	246 35%	240 34%	133 36%	59 29%	106 37%	92 36%	88 33%	320 35%	49 33%	42 30% Y	137 42% Y	32 39% *	34 30% *	31 30% *	150 38%	102 31%		
Strongly support	226 21%	99 19%	122 23%	50 14%	59 16%	117 33% DE	129 21%	97 21%	49 20%	65 23%	52 21%	24 16% *	8 16% **	28 31% L*	78 21%	148 21%	125 18%	101 28% Q	58 29% UV	61 22%	47 19%	44 16%	210 23% X	15 10%	43 30% b	70 21%	19 23% *	18 16% *	28 27% *	99 25%	80 24%		
Don't know	56 5%	16 3%	39 7% B	27 8% F	18 5%	11 3%	32 5%	24 5%	18 7%	15 5%	14 6%	6 4% *	- - **	4 4% *	18 5%	38 5%	38 5%	18 5%	8 4%	18 6%	15 6%	12 5%	42 5%	13 9%	6 4%	12 4%	1 1% *	3 3% *	8 8% *	13 3%	16 5%		
Prefer not to say	32 3%	20 4%	12 2%	22 6% EF	8 2%	2 1%	14 2%	19 4%	7 3%	7 3%	4 2%	14 9% UKN*	- - **	- - *	14 4%	19 3%	25 3%	8 2%	6 3%	4 1%	9 4%	11 4%	14 2%	16 11% W	- -	3 1%	- -	- -	- -	3 1%	- -		

NET: Strongly/ tend to oppose	142 13%	94 18% C	46 9%	52 15% F	61 16% F	29 8%	74 12%	68 15%	35 14%	30 11%	36 15%	21 14% *	11 22% **	8 9% *	49 13%	93 13%	108 15% R	34 9%	13 7%	34 12%	33 13%	53 20% ST	126 14%	15 10%	22 15%	37 11%	14 17% *	28 25% Zc*	7 6% *	40 10%	56 17% d
NET: Strongly/ tend to support	598 56%	260 50%	324 61% B	156 45%	189 50%	253 73% DE	346 57%	252 54%	137 55%	165 59%	144 58% L	70 46% L	30 58% **	52 58% *	204 55%	394 56%	364 51%	234 64% Q	116 59%	167 59% V	139 55%	132 49%	530 58% X	64 43%	85 60%	207 63% b	51 62% *	52 45% *	59 58% *	249 64% e	182 55%

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J-24-089497-30 - 25th - 28th July 2025

PUBLIC
Hosepipe ban
Adults 16-75 GB

Q4B. You mentioned that you oppose hosepipe bans when water levels fall. In your opinion, which of the following alternative measures should be taken to address water shortages?

All Adults aged 16-75 in Great Britain who oppose the hosepipe ban

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	137	90	45	50	61	26	85	52	38	33	31	22	6	7	79	58	107	30	13	26	32	59	119	17	19	46	10	24	9	49	49			
Weighted base	142	94	46	52	61	29	74	68	35	30	36	21	11	8	49	93	108	34	13	34	33	53	126	15	22	37	14	28	7	40	56			
Water companies should fix leaks in their pipes and infrastructure	87	57	28	28	35	24	52	34	24	19	25	9	3	5	31	56	61	26	8	17	18	37	77	10	16	24	11	17	3	27	36			
	61%	61%	61%	54%	57%	83%	71%	51%	69%	66%	70%	43%	27%	64%	63%	60%	57%	76%	60%	51%	56%	69%	61%	65%	74%	66%	80%	60%	47%	66%	63%			
There should be more investment in water storage and reservoirs	74	50	23	22	32	20	40	34	19	16	19	10	6	4	29	45	52	22	8	18	14	26	68	6	10	19	10	15	3	24	28			
	52%	53%	50%	42%	52%	71%	54%	50%	55%	52%	53%	48%	52%	44%	59%	49%	48%	66%	61%	54%	42%	49%	54%	36%	47%	51%	72%	54%	42%	60%	50%			
Water recycling and reuse systems should be improved	68	42	25	24	31	13	31	37	14	13	21	14	1	6	30	38	51	17	5	13	21	25	64	4	9	21	9	12	6	23	28			
	48%	44%	55%	46%	51%	45%	42%	54%	41%	44%	57%	65%	5%	69%	60%	41%	47%	49%	38%	38%	65%	48%	51%	24%	43%	58%	64%	41%	84%	57%	50%			
More efficient irrigation techniques in agriculture should be developed and implemented	39	31	7	18	14	7	22	18	10	7	11	7	3	2	17	22	33	6	2	8	12	15	33	6	3	13	6	9	3	14	14			
	28%	33%	16%	35%	24%	23%	29%	26%	29%	23%	29%	32%	22%	25%	35%	24%	31%	16%	17%	23%	38%	28%	27%	37%	16%	34%	43%	31%	45%	35%	25%			
Campaigns should be run to encourage individuals to voluntarily reduce their water consumption	31	21	7	15	13	2	18	13	5	11	6	5	3	1	15	16	25	6	*	4	13	12	25	4	2	8	6	5	1	9	10			
	22%	23%	16%	29%	22%	7%	24%	19%	14%	36%	17%	24%	27%	10%	31%	17%	23%	18%	3%	11%	40%	23%	20%	27%	10%	21%	40%	19%	19%	23%	18%			
Restrictions on water usage by industries and businesses should be implemented	26	21	4	20	6	-	20	7	9	7	3	6	-	1	17	9	20	6	*	3	11	11	21	5	2	9	1	5	3	8	9			
	18%	22%	9%	38%	11%	-	26%	10%	24%	24%	8%	30%	-	15%	34%	10%	19%	17%	3%	9%	34%	20%	17%	34%	9%	23%	9%	16%	48%	20%	16%			
Prices for high water usage should be increased to discourage waste	17	12	6	6	11	1	11	7	3	3	2	9	-	-	11	6	13	4	1	2	5	10	16	1	2	7	1	2	*	8	3			
	12%	13%	12%	11%	18%	3%	14%	10%	10%	9%	7%	43%	-	-	23%	7%	12%	12%	5%	5%	16%	18%	13%	6%	9%	18%	4%	7%	5%	20%	6%			
Other (please specify)	7	7	*	2	2	3	1	6	2	4	*	-	-	1	2	5	4	3	3	1	-	1	7	-	2	1	-	1	-	2	1			
	5%	7%	1%	5%	3%	9%	2%	8%	5%	12%	1%	-	-	17%	4%	6%	4%	10%	23%	2%	-	1%	6%	-	11%	3%	-	3%	-	5%	2%			
None of the above	12	11	2	8	3	2	5	7	1	2	2	2	5	-	*	12	12	-	1	9	*	2	12	-	2	-	-	5	-	-	7			
	9%	11%	4%	15%	5%	6%	7%	11%	3%	8%	6%	10%	43%	-	1%	13%	11%	-	8%	25%	1%	4%	10%	-	10%	-	-	17%	-	-	13%			
Don't know	1	-	1	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-			
	0%	-	1%	1%	-	-	1%	-	-	-	-	3%	-	-	1%	-	1%	-	-	-	2%	-	0%	-	-	-	-	-	-	-	-			

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J-24-089497-30 - 25th - 28th July 2025

PUBLIC

Hosepipe ban

Adults 16-75 GB

Q5. Which of the following actions, if any, are you likely to take in response to drought conditions and water shortages?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312			
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329			
Turning off the taps while brushing your teeth	572 53%	246 47%	313 59% B	162 47%	188 50%	222 64% DE	320 53%	253 54%	130 52%	155 55%	145 58%	74 48% *	17 34% **	52 57% *	200 53%	373 53%	338 48%	235 64% Q	115 58%	145 51%	140 56%	128 47%	495 54%	72 48%	79 56%	181 55%	48 58% *	51 45% *	67 65% b*	228 58%	178 54%			
Abide by hosepipe bans in effect in my area	529 49%	231 44%	286 54% B	123 35%	184 48% D	222 64% DE	305 50%	224 48%	116 46%	139 50%	142 57% IL	61 40% *	27 53% **	44 48% *	170 46%	359 51%	313 44%	216 59% Q	90 45%	144 51%	130 52%	130 48%	474 52% X	53 35%	78 55%	172 53%	44 54% *	48 43% *	61 59% b*	226 58%	166 50%			
Taking shorter showers	483 45%	199 38%	272 51% B	146 42%	162 43%	176 51%	274 45%	210 45%	95 38%	138 49% I	108 44%	70 40% *	24 48% **	47 52% j*	162 43%	322 46%	302 43%	182 50%	81 41%	130 46%	118 47%	115 43%	418 46%	62 41%	70 49% b	147 45%	37 46% *	39 34% *	49 48% *	203 52% e	134 41%			
Use a water butt / bucket to collect any rainwater	358 33%	165 32%	186 35%	89 26%	129 34% D	140 40% D	200 33%	158 34%	81 32%	104 37% N	86 35% N	52 34% *	15 29% **	19 21% *	126 34%	232 33%	217 31%	141 39% Q	55 28%	97 34%	91 36%	95 35%	304 33%	53 35%	61 43%	106 33%	27 33% *	41 36% *	37 36% *	155 40%	112 34%			
Avoid flushing the toilet after every use	335 31%	153 29%	176 33% D	50 14% D	132 35% DE	153 44% DE	178 29%	157 34%	92 37% L	96 34% L	71 23%	33 21% *	20 39% **	23 25% *	106 28%	228 33%	194 27%	140 38% Q	76 37% UV	106 37% UV	68 27%	74 27%	313 34% X	22 15%	49 35%	96 29%	27 33% *	37 43% *	45 27% z*	149 38%	121 37%			
Wash clothes less frequently	286 27%	116 22%	159 30% B	90 26%	99 26%	98 28%	164 27%	123 26%	66 26%	67 24%	70 28%	37 24% *	16 31% **	31 34% *	115 31% P	171 24%	169 24%	118 32% Q	61 31%	75 26%	63 25%	65 24%	245 27%	40 26%	28 19%	88 27%	12 14% *	19 17% *	46 45% v2ab*	112 29%	80 24%			
Collecting water from showers or washing up to water the garden	226 21%	94 18%	131 25% B	73 21%	69 18%	84 24%	129 21%	97 21%	43 17%	56 20%	58 23%	43 28% IN*	13 25% **	14 15% *	91 24%	135 19%	148 21%	78 21%	36 18%	54 19%	53 21%	69 25%	185 20%	40 26%	45 32% z5	71 22%	16 20% *	15 13% *	28 27% b*	93 24%	72 22%			
Reusing bath water for other purposes (i.e. watering plants)	202 19%	93 18%	103 19% B	61 17%	72 19%	69 20%	123 20%	79 17%	44 18%	56 20%	40 16%	37 24% *	10 20% **	14 16% *	74 20%	128 18%	129 18%	73 20%	36 18%	59 21%	36 14%	59 22% U	171 19%	30 20%	30 21%	67 21%	14 17% *	21 18% *	27 26% *	88 22%	68 21%			
Stop using a dishwasher	125 12%	59 11%	64 12% I	57 16% I	31 8%	38 11%	75 12%	50 11%	25 10%	34 12%	23 9%	19 13% *	5 10% **	19 21% IK*	49 13%	77 11%	84 12%	41 11%	19 9%	27 9%	29 12%	41 15%	94 10%	31 20% W	22 16%	37 11%	7 8% *	8 7% *	13 12% *	55 14% e	27 8%			
Sharing bath water with other members of your household	79 7%	43 8%	32 6% B	30 9%	27 7%	21 6%	45 7%	35 7%	23 9%	25 9%	13 5%	11 7% *	3 5% **	5 5% *	40 11% P	39 6%	57 8%	22 6%	12 6%	16 7%	18 7%	28 10%	65 7%	13 8%	16 12%	24 7%	7 8% *	8 7% *	6 6% *	35 9%	23 7%			
None of these	121 11%	70 14%	50 9% F	44 13%	51 14% F	26 7%	63 10%	58 12%	35 14% J	20 7%	22 9%	20 13% *	10 19% **	15 16% j*	34 9%	87 12%	89 13%	32 9%	28 14% V	34 12% V	31 12% V	17 6%	111 12% X	8 5%	17 12%	24 7%	5 7% *	22 19% Zac*	8 7% *	28 7% *	39 12%			
Don't know	55 5%	34 6%	22 4% EF	32 9%	12 3%	11 3%	31 5%	24 5%	12 5%	14 5%	12 5%	8 5% *	4 8% **	5 6% *	21 6%	35 5%	43 6%	13 3%	8 4%	13 5%	12 5%	16 6%	36 4%	16 11% W	2 2%	14 4%	4 5% *	2 2% *	5 5% *	16 4%	8 2%			

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J-24-089497-30 - 25th - 28th July 2025

PUBLIC

Hosepipe ban

Adults 16-75 GB

Q5B. Have you or someone you know experienced any of the following health impacts due to the recent heatwave?

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
Mental health impacts (e.g., increased anxiety, sleep disturbances)	236	88	137	106	86	44	139	97	48	62	52	36	14	23	74	161	161	75	51	68	43	57	201	33	21	82	17	22	27	89	61		
	22%	17%	26% B	31% EF	23% F	13%	23%	21%	19%	22%	21%	24% *	28% **	25% *	20%	23%	23%	20%	26%	24%	17%	21%	22%	22%	15%	25% Y	21% *	19% *	26% *	23%	18%		
Direct impacts such as sunburn, heatstroke or heat exhaustion or dehydration	183	90	86	90	70	23	106	77	42	39	37	33	11	20	77	106	120	63	31	54	33	52	153	27	17	56	18	15	24	74	43		
	17%	17%	16%	26% EF	18% F	7%	17%	16%	17%	14%	15%	21% *	22% **	22% *	20% P	15%	17%	17%	15%	19%	13%	19%	17%	18%	12%	17%	23% *	13% *	23% Y*	19%	13%		
Worsening of existing health conditions (e.g., respiratory problems, cardiovascular issues)	135	66	65	47	48	40	86	49	33	36	34	14	5	13	56	79	87	48	27	31	29	37	112	22	18	46	13	14	23	54	40		
	13%	13%	12%	14%	13%	11%	14%	11%	13%	13%	14%	9% *	10% **	14% *	15%	11%	12%	13%	13%	11%	12%	14%	12%	15%	13%	14%	16% *	12% *	22% *	14%	12%		
Other health issues related to the heat (please specify)	13	2	8	2	4	6	6	7	5	5	2	1	-	-	3	9	6	7	6	2	4	1	12	1	1	3	-	-	1	3	2		
	1%	0%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1% *	- - **	- -	1% *	1%	1%	2%	3% V	1% *	2% *	0%	1% *	1% *	1% *	1% *	- - *	- -	1% *	1% *	1%		
I or someone I know did not experience any health issues related to the heatwave	517 48%	255 49%	257 48%	117 34%	182 48% D	218 62% DE	301 49%	216 46%	129 51%	124 44%	129 52%	70 46% *	22 43% **	43 47% *	189 51%	328 47%	347 49%	170 47%	93 47%	135 48%	127 50%	133 49%	454 50% X	60 39%	92 65% Zac	163 50%	34 41% *	65 57% *	44 43% *	187 48%	187 57% d		
Prefer not to say	25 2%	17 3%	7 1%	13 4%	8 2%	4 1%	16 3%	9 2%	5 2%	9 3%	5 2%	4 3% *	- - **	2 2% *	7 2%	18 3%	17 2%	8 2%	1 1%	8 3%	5 2%	5 2%	18 2%	6 4%	3 2%	2 1%	- - *	2 2% *	1 1% *	6 1%	4 1%		
Don't know	131 12%	71 14%	60 11%	42 12%	48 13%	41 12%	60 10%	71 15% G	25 10%	38 14%	26 10%	23 15% *	9 17% **	11 13% *	40 11%	92 13%	82 12%	49 14%	21 11%	24 9%	39 15% T	35 13%	103 11%	26 17%	6 4%	28 9%	14 18% YZ*	10 9% *	9 9% *	45 11%	33 10%		

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J-24-089497-30 - 25th - 28th July 2025

PUBLIC

Hosepipe ban

Adults 16-75 GB

Q6. How prepared do you feel to manage the following aspects during the current heatwave? - Summary
All Adults aged 16-75 in Great Britain

	Q6. How prepared do you feel to manage the following aspects during the current heatwave?				
	Keeping yourself cool and comfortable	Keeping your home cool	Ensuring your pets or livestock stay cool and hydrated (if applicable)	Maintaining your garden or outdoor plants (if applicable)	Adjusting your work or daily routine to cope with the heat
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1075	1075	1075	1075	1075
Weighted base	1075	1075	1075	1075	1075
Not at all prepared (4)	85 8% C	115 11% AC	25 2% C	94 9% C	126 12% ACD
Somewhat prepared (3)	496 46% CDE	505 47% CDE	228 21% C	372 35% C	388 36% C
Very prepared (2)	300 28% BCD	259 24% BCD	246 23% BCD	229 21% BCD	265 25% BCD
Extremely prepared (1)	145 13% DE	145 13% DE	168 16% DE	129 12% DE	129 12% DE
Don't know	26 2% C	22 2% C	16 1% C	32 3% C	32 3% C
Not applicable	24 2% ABDE	28 3% ABDE	392 37% ABDE	220 20% ABE	135 13% AB

NET: Not at all/somewhat prepared	581 54% CDE	621 58% ACDE	253 24% C	466 43% CD	514 48% CD
NET: Very/extremely prepared	445 41% BDE	404 38% D	413 38% D	358 33% D	394 37% D

Mean	2.51 C	2.58 AC	2.17 C	2.52 C	2.56 C
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J-24-089497-30 - 25th - 28th July 2025

PUBLIC
Hosepipe ban
Adults 16-75 GB

Q6. How prepared do you feel to manage the following aspects during the current heatwave? - Keeping yourself cool and comfortable
All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312	
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329	
Not at all prepared (4)	85 8%	34 7%	46 9%	43 12% F	34 9% F	8 2%	47 8%	38 8%	19 7%	15 6%	16 7%	19 12% J*	9 17% **	7 7% *	31 8%	53 8%	64 9%	21 6%	5 3%	26 9% S	26 10% S	19 7%	71 8%	13 8%	8 6%	16 5%	8 9% *	4 4% *	15 15% Y2b*	32 8%	14 4%	
Somewhat prepared (3)	496 46%	224 43%	263 49%	126 36%	201 53% D	170 49% D	294 48%	202 43%	108 43%	138 49%	112 45%	63 41% *	24 46% **	51 56% *	164 44%	332 47%	311 44%	185 51%	94 47%	141 50%	123 49%	111 41%	438 48% X	54 36%	63 44%	164 50% b	32 40% *	39 34% *	54 52% b*	191 49%	154 47%	
Very prepared (2)	300 28%	147 28%	151 28%	104 30%	88 23% E	108 31% E	175 29%	125 27%	76 30%	73 26%	83 33% N	44 29% *	8 15% **	16 18% *	109 29%	190 27%	193 27%	107 29%	58 29%	81 29%	53 21%	85 32% U	245 27%	52 34%	52 37% c	93 28% c	31 38% c*	29 25% *	16 16% *	107 27%	88 27%	
Extremely prepared (1)	145 13%	81 16%	58 11%	50 14%	42 11% E	53 15%	79 13%	65 14%	41 16%	36 13%	27 11%	17 11% *	10 19% **	13 14% *	52 14%	92 13%	107 15%	38 10%	28 14%	29 10%	35 14%	46 17% T	125 14%	19 13%	13 9%	47 14%	11 13% *	34 30% Y2ac*	11 10% *	51 13%	59 18%	
Don't know	26 2%	11 2%	14 3%	12 3%	8 2% E	6 2%	10 2%	16 3%	5 2%	10 4%	7 3%	1 1% *	1 1% **	2 2% *	8 2%	18 3%	19 3%	7 2%	10 5%	4 1%	4 2%	5 2%	21 2%	4 2%	2 1%	6 2%	- * *	5 5% *	3 3% *	4 1%	9 3%	
Not applicable	24 2%	22 4% C	2 0%	13 4%	7 2% E	4 1%	4 1%	20 4% G	2 1%	7 3%	3 1%	8 5% J*	1 2% **	3 3% *	9 2%	15 2%	17 2%	7 2%	3 2%	2 1%	10 4% T	3 1%	14 2%	10 6% W	3 2% Z	- - *	- - *	3 3% Z*	4 4% Z*	5 1%	4 1%	
NET: Not at all/somewhat prepared	581 54%	259 50%	309 58% B	169 48%	235 62% DF	177 51%	341 56%	240 51%	127 50%	154 55%	128 52%	82 54% *	32 63% **	57 63% *	195 52%	385 55%	374 53%	207 57%	100 50%	167 59% V	149 59% V	130 48%	509 56% X	67 44%	71 50%	181 55% b	40 49% *	43 38% *	69 67% Yab*	223 57%	168 51%	
NET: Very/extremely prepared	445 41%	229 44%	209 39%	154 44% E	129 34% E	161 46% E	254 42%	190 41%	117 47% N	109 39%	110 44%	62 40% *	17 34% **	29 32% *	162 43%	283 40%	300 42%	145 40%	86 43%	110 39%	88 35%	131 49% TU	370 40%	71 47%	66 46% c	140 43% c	42 51% c*	63 55% c*	27 26% *	158 40%	148 45%	
Mean	2.51	2.43	2.57 B	2.50	2.62 F	2.39	2.52	2.49	2.43	2.50	2.50	2.58 *	2.63 **	2.59 *	2.49	2.52	2.49	2.54	2.41	2.59 V	2.59 V	2.39	2.52	2.44	2.48 b	2.47 b	2.46 b*	2.12 *	2.77 Y2ab*	2.54 e	2.39	

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ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K,L/M/N,O/P,Q/R,S,T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K,L/M/N,O/P,Q/R,S,T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-30 - 25th - 28th July 2025

PUBLIC
Hosepipe ban
Adults 16-75 GB

Q6. How prepared do you feel to manage the following aspects during the current heatwave? - Keeping your home cool
All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312	
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329	
Not at all prepared (4)	115	52	59	51	47	17	62	54	24	22	29	20	11	10	41	74	88	27	22	34	24	28	96	19	10	27	8	12	17	40	24	
	11%	10%	11%	15% F	12% F	5%	10%	12%	9%	8%	12%	13% *	22% **	11% *	11%	11%	12% R	7%	11%	12%	10%	10%	10%	12%	7%	8%	10% *	11% *	17% YZ*	10%	7%	
Somewhat prepared (3)	505	220	277	119	194	192	284	221	116	148	119	61	16	46	148	357	301	204	103	140	122	103	445	55	71	150	43	40	52	185	170	
	47%	42%	52% B	34%	51% D	55% D	47%	48%	46%	53% L	48%	40% *	31% **	50% *	40%	51% O	42%	56% Q	52% V	49% V	49% V	38%	49% X	37%	50%	46%	53% *	36% *	51% *	47%	52%	
Very prepared (2)	259	141	113	92	84	83	159	100	64	62	64	39	14	16	104	156	180	79	47	67	57	75	213	44	43	89	23	30	12	100	76	
	24%	27%	21%	26%	22%	24%	26%	22%	25%	22%	26%	26% *	28% **	18% *	28% P	22%	25%	22%	24%	24%	23%	28%	23%	29%	30% c	27% c	29% c*	27% c*	12% *	26%	23%	
Extremely prepared (1)	145	78	63	58	40	47	88	57	40	42	26	16	8	13	61	84	107	38	20	35	32	53	123	21	14	53	7	28	14	58	52	
	13%	15%	12%	17% E	10%	14%	14%	12%	16%	15%	11%	10% *	15% **	14% *	16%	12%	15%	10%	10%	12%	13%	20% ST	14%	14%	10%	16%	9% *	25% Ya*	13% *	15%	16%	
Don't know	22	5	17	10	8	4	9	13	5	2	5	8	1	2	7	15	14	8	5	3	5	5	18	3	-	6	-	1	3	3	4	
	2%	1%	3% B	3%	2%	1%	1%	3%	2%	1%	2%	5% J*	1% **	2% *	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	-	2%	- *	1% *	3% *	1%	1%	
Not applicable	28	25	3	17	6	5	8	20	3	5	5	10	1	5	13	16	19	9	3	4	11	5	18	9	4	1	-	1	5	5	5	
	3%	5% C	1%	5% EF	2%	1%	1%	4% G	1%	2%	2%	6% IJ*	3% **	5% *	3%	2%	3%	3%	1%	1%	4%	2%	2%	6% W	3% Z	0%	- *	1% *	4% Z*	1%	1%	
NET: Not at all/somewhat prepared		621 58%	272 52%	337 63% B	171 49%	241 64% D	209 60% D	345 57%	275 59%	140 56%	170 61%	148 60%	80 53% *	27 53% **	55 61% *	189 51%	431 62% O	389 55%	231 63% Q	124 63% V	174 61% V	146 58%	131 49%	541 59% X	74 49%	81 57%	177 54%	51 63% *	53 46% *	69 67% Zb*	225 58%	193 59%
NET: Very/extremely prepared		404 38%	219 42% C	176 33%	150 43% E	124 33%	130 37%	247 41%	158 34%	103 41%	104 37%	91 37%	55 36% *	22 43% **	29 32% *	165 44% P	240 34%	287 41% R	117 32%	67 34%	102 36%	89 35%	128 47% STU	337 37%	65 43%	57 40% c	142 44% c	30 37% *	59 52% c*	26 26% *	157 40%	128 39%
Mean		2.58	2.50	2.65 B	2.51	2.68 DF	2.53	2.54	2.63	2.51	2.55	2.63	2.62 *	2.61 **	2.62 *	2.48	2.63 O	2.55	2.63	2.66 V	2.63 V	2.59	2.41	2.58	2.52	2.56	2.47	2.64 *	2.33 *	2.76 Zb*	2.54	2.51

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-30 - 25th - 28th July 2025

PUBLIC
Hosepipe ban
Adults 16-75 GB

Q6. How prepared do you feel to manage the following aspects during the current heatwave? - Ensuring your pets or livestock stay cool and hydrated (if applicable)

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
Not at all prepared (4)	25	8	16	13	10	2	18	7	7	8	4	5	-	2	9	17	18	7	-	5	9	10	18	7	4	6	1	5	4	8	6		
	2%	1%	3%	4% F	3%	1%	3%	2%	3%	3%	2%	3% *	- **	2% *	2%	2%	3%	2%	-	2%	3% S	4% S	2%	5%	3%	2%	1% *	4% *	3% *	2%	2%		
Somewhat prepared (3)	228	113	112	79	91	58	142	87	63	61	54	26	8	16	87	142	164	64	46	47	58	63	191	35	29	81	15	25	21	88	67		
	21%	22%	21%	23% F	24% F	17%	23%	19%	25%	22%	22%	17% *	15% **	17% *	23%	20%	23%	17%	23%	16%	23%	23%	21%	23%	20%	25%	18% *	22% *	21% *	23%	20%		
Very prepared (2)	246	123	119	83	87	75	132	114	47	65	64	34	14	21	92	154	178	67	32	68	54	72	213	32	44	70	17	21	25	90	69		
	23%	24%	22%	24%	23%	22%	22%	24%	19%	23%	26%	22% *	28% **	23% *	25%	22%	25% R	18%	16%	24%	21%	27% S	23%	21%	31%	21%	21% *	18% *	24% *	23%	21%		
Extremely prepared (1)	168	87	78	70	52	46	89	79	40	42	41	19	13	12	56	112	120	47	33	46	31	53	140	26	19	50	18	31	13	49	68		
	16%	17%	15%	20% F	14%	13%	15%	17%	16%	15%	17%	13% *	25% **	13% *	15%	16%	17%	13%	17%	16%	12%	20% U	15%	17%	13%	15%	22% *	27% Y2*	12% *	13%	21% d		
Don't know	16	7	9	8	6	2	6	10	5	2	6	1	-	2	8	8	12	4	3	2	4	6	12	2	1	4	-	3	-	3	4		
	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	3%	1% *	- **	2% *	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	0%	1%	- *	3% *	- *	1%	1%		
Not applicable	392	183	200	95	132	165	223	169	90	102	78	68	17	39	123	270	217	176	84	116	97	64	340	49	46	116	31	30	41	153	115		
	37%	35%	37%	27%	35%	47% DE	37%	36%	36%	36%	31%	44% K*	32% **	43% *	33%	38%	31%	48% Q	42% V	41% V	38% V	24%	37%	32%	33%	36%	38% *	26% *	40% *	39%	35%		
NET: Not at all/somewhat prepared	253	121	128	92	101	60	159	94	70	69	58	31	8	17	95	158	183	71	46	51	66	74	209	42	33	86	16	29	25	96	73		
	24%	23%	24%	26% F	27% F	17%	26%	20%	28%	25%	24%	20% *	15% **	19% *	25%	23%	26%	19%	23%	18%	26%	27% T	23%	28%	23%	26%	19% *	26% *	24% *	25%	22%		
NET: Very/extremely prepared	413	210	197	153	139	121	220	193	87	107	106	53	27	33	148	266	299	115	65	114	85	126	353	58	62	120	35	52	37	139	137		
	38%	40%	37%	44% F	37%	35%	36%	41%	35%	38%	43%	35% *	53% **	36% *	40%	38%	42% R	31%	33%	40%	34%	47% SU	39%	39%	44%	37%	43% *	45% *	36% *	36%	42%		
Mean	2.17	2.13	2.21	2.15	2.24	2.09	2.23	2.08	2.23	2.20	2.13	2.19 *	1.85 **	2.14 *	2.20	2.15	2.17	2.16	2.12 *	2.06	2.29 T*	2.15	2.15	2.23 *	2.19 *	2.20	1.98 *	2.04 *	2.26 *	2.23 e	2.05		

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ColumnProportions (5%): A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-30 - 25th - 28th July 2025

PUBLIC
Hosepipe ban
Adults 16-75 GB

Q6. How prepared do you feel to manage the following aspects during the current heatwave? - Maintaining your garden or outdoor plants (if applicable)

All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
Not at all prepared (4)	94	39	50	36	32	25	58	36	24	30	25	9	-	6	24	70	63	31	15	23	31	20	82	10	13	24	6	8	17	32	26		
	9%	8%	9%	10%	8%	7%	10%	8%	10%	11%	10%	6%	-	7%	6%	10%	9%	8%	7%	8%	12%	7%	9%	7%	9%	7%	7%	7%	16%	8%	8%		
Somewhat prepared (3)	372	184	183	97	140	136	215	157	75	114	96	40	14	35	137	235	239	133	66	88	97	99	333	38	53	108	31	45	41	149	119		
	35%	35%	34%	28%	37% D	39% D	35%	34%	30%	41% IL	39% L	26% *	26% **	38% *	37%	34%	34%	36%	33%	31%	39%	37%	36% X	25%	37%	33%	38% *	40% *	40% *	38%	36%		
Very prepared (2)	229	123	103	73	77	79	139	90	60	62	44	39	13	12	86	144	152	78	34	65	43	76	175	50	33	86	24	15	12	86	75		
	21%	24%	19%	21%	20%	23%	23%	19%	24%	22%	18%	26% N*	26% **	13% *	23%	20%	21%	21%	17%	23%	17%	28% SU	19%	33% W	23% c	26% bc	30% bc*	13% *	11%	22%	23%		
Extremely prepared (1)	129	65	61	52	35	41	72	57	36	28	23	16	15	10	47	81	100	29	21	37	20	45	113	16	22	41	3	31	6	42	51		
	12%	13%	11%	15% E	9%	12%	12%	12%	14%	10%	9%	11% *	29% **	11% *	13%	12%	14% R	8%	10%	13%	8%	17% U	12%	10%	16% ac	12% a	3% *	27% Zac*	5% *	11%	15%		
Don't know	32	15	16	17	12	2	11	21	5	9	11	6	-	1	13	18	20	11	4	5	10	8	23	8	*	5	-	3	2	4	5		
	3%	3%	3%	5% F	3% F	1%	2%	4% G	2%	3%	4%	4% *	-	2% *	4%	3%	3%	3%	2%	2%	4%	3%	2%	2%	5%	0%	2%	- *	3% *	2% *	1%	1%	
Not applicable	220	94	119	72	82	65	115	105	51	38	49	44	10	27	66	153	136	84	59	65	50	22	188	28	21	63	18	11	25	77	54		
	20%	18%	22%	21%	22%	19%	19%	23%	20%	14%	20%	29% J*	19% **	30% J*	18%	22%	19%	23%	30% V	23% V	20% V	8%	21%	18%	15%	19%	22% *	10% *	25% b*	20%	16%		
NET: Not at all/somewhat prepared		466 43%	223 43%	234 44%	134 38%	171 45%	161 46%	273 45%	193 41%	99 39%	143 51% IL	121 49% L	48 32% *	14 26% **	41 45% *	161 43%	305 44%	302 43%	164 45%	81 41%	111 39%	129 51% T	118 44%	415 45% X	49 32%	66 47%	132 40%	37 46% *	54 47% *	58 57% z*	181 46%	144 44%	
NET: Very/extremely prepared		358 33%	188 36%	164 31%	125 36%	113 30%	120 34%	211 35%	147 32%	96 38% KN	90 32%	67 27%	55 36% *	28 55% **	21 24% *	133 36%	225 32%	252 35%	106 29%	55 28%	102 36% U	63 25%	120 45% SU	288 32%	66 44% W	55 39% c	127 39% c	27 33% c*	46 40% c*	17 17% *	128 33%	126 38%	
Mean		2.52	2.48	2.56	2.45	2.59	2.52	2.54	2.50	2.44	2.62	2.66 IL	2.39 *	1.97 **	2.60 *	2.47	2.55	2.48	2.61	2.55 *	2.46	2.73 TV	2.39	2.55	2.38 *	2.47 *	2.44	2.63 *	2.32 *	2.92 v2b*	2.56	2.44	

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-30 - 25th - 28th July 2025

PUBLIC
Hosepipe ban
Adults 16-75 GB

Q6. How prepared do you feel to manage the following aspects during the current heatwave? - Adjusting your work or daily routine to cope with the heat
All Adults aged 16-75 in Great Britain

		Gender			Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	16-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312		
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329		
Not at all prepared (4)	126	50	71	62	46	19	78	48	24	34	31	17	5	15	42	85	102	25	11	37	29	38	104	20	15	35	12	9	15	35	32		
	12%	10%	13%	18% F	12% F	5%	13%	10%	9%	12%	12%	11% *	11% **	16% *	11%	12%	14% R	7%	6%	13% S	12%	14% S	11%	13%	11%	11%	15% *	8% *	15% *	9%	10%		
Somewhat prepared (3)	388	176	208	104	163	121	218	170	93	97	92	62	16	28	131	256	259	129	73	97	104	87	344	43	47	128	28	39	31	145	113		
	36%	34%	39%	30%	43% DF	35%	36%	37%	37%	35%	37%	40% *	31% **	31% *	35%	37%	37%	35%	37%	34%	41%	32%	38%	28%	33%	39%	34% *	35% *	30% *	37%	34%		
Very prepared (2)	265	137	121	98	82	84	165	99	63	69	68	40	9	15	105	159	185	80	47	77	47	83	212	50	46	94	21	18	18	110	82		
	25%	26%	23%	28%	22%	24%	27%	21%	25%	24%	28%	26% *	18% **	16% *	28%	23%	26%	22%	24%	27%	19%	31% U	23%	33% W	33% bc	29% bc	25% *	16% *	18% *	28%	25%		
Extremely prepared (1)	129	67	60	47	35	47	79	50	28	37	24	14	12	15	55	74	92	37	19	37	29	40	109	20	14	38	9	28	14	51	44		
	12%	13%	11%	14%	9%	13%	13%	11%	11%	13%	10%	9% *	23% **	16% *	15%	11%	13%	10%	10%	13%	12%	15%	12%	13%	10%	12%	10% *	25% YZa*	14% *	13%	13%		
Don't know	32	15	17	12	12	7	13	19	8	9	8	6	1	1	8	23	20	11	8	3	8	7	25	5	4	5	1	2	5	6	10		
	3%	3%	3%	4%	3%	2%	2%	4%	3%	3%	3%	4% *	1% **	1% *	2%	3%	3%	3%	4%	1%	3%	3%	3%	3%	3%	2%	1% *	2% *	5% *	2%	3%		
Not applicable	135	76	57	24	40	71	56	79	34	34	26	14	8	18	32	103	51	84	40	32	33	15	120	14	15	26	12	17	19	43	49		
	13%	15%	11%	7%	11%	20% DE	9%	17% G	14%	12%	11%	9% *	17% **	20% *	9%	15% O	7%	23% Q	20% TV	11% V	13% V	5%	13%	10%	11%	8%	14% *	15% *	18% Z*	11%	15%		
NET: Not at all/somewhat prepared		514 48%	226 43%	279 52% B	166 48%	209 55% F	139 40%	296 49%	218 47%	117 47%	132 49%	79 52% *	21 42% **	43 47% *	173 46%	341 49%	361 51% R	153 42%	84 42%	134 47%	134 53%	125 46%	448 49%	62 41%	62 44%	163 50%	40 49% *	48 43% *	46 45% *	181 46%	145 44%		
NET: Very/extremely prepared		394 37%	204 39%	181 34%	145 42% E	118 31%	131 38%	245 40% H	149 32%	92 36%	106 38%	54 35% *	21 41% **	30 33% *	160 43% P	234 33%	277 39%	117 32%	67 34%	114 40%	77 30%	122 45% SU	321 35%	70 46% W	61 43%	132 41%	29 36% *	47 41% *	32 31% *	161 41%	126 38%		
Mean		2.56	2.48	2.63 B	2.58	2.67 F	2.41	2.55	2.59	2.54	2.54	2.62 *	2.36 **	2.59 *	2.48	2.61 O	2.58	2.52	2.50 *	2.54	2.64	2.50	2.58	2.47 *	2.51 *	2.54	2.63 *	2.31 *	2.60 *	2.48	2.49		

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J-24-089497-30 - 25th - 28th July 2025

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Hosepipe ban

Adults 16-75 GB

Q7. Which of the following, if any, do you think is the cause of the recent heatwaves and droughts?

All Adults aged 16-75 in Great Britain

		Gender		Aggregated Age breaks			Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	16-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	
Unweighted base	1075	523	531	327	403	345	685	390	259	280	240	149	53	94	611	464	752	323	166	257	247	340	901	162	147	351	78	105	116	441	312	
Weighted base	1075	521	533	348	379	348	609	466	251	280	248	153	51	91	374	701	710	365	199	283	251	269	914	151	142	327	82	114	103	391	329	
The recent heatwaves and droughts are mainly caused by climate change as a result of human activity	347 32%	159 30%	178 33%	114 33%	116 31%	118 34%	207 34%	140 30%	82 33%	82 29%	93 38%	50 33% *	10 20% **	30 33% *	125 34%	222 32%	198 28%	150 41% Q	57 29%	93 33%	81 32%	87 32%	296 32%	49 33%	47 33% b	118 36% b	33 41% b*	14 12% *	53 51% YZb*	178 45% e	69 21%	
The recent heatwaves and droughts are partly caused by natural weather processes, and partly caused by climate change as a result of human activity	326 30%	135 26%	184 35% B	111 32%	99 26%	115 33%	209 34% H	116 25%	69 27%	98 35% L	74 30%	35 23% *	16 32% **	33 36% *	115 31%	210 30%	203 29%	122 33%	61 31%	89 31%	81 32%	73 27%	276 30%	47 31%	44 31%	102 31%	29 36% *	30 27% *	34 33% *	133 34%	88 27%	
The recent heatwaves and droughts are mainly caused by natural weather processes	170 16%	100 19% C	69 13%	42 12%	71 19% D	57 16%	84 14%	86 19%	37 15%	46 16%	45 18%	21 14% *	7 14% **	15 16% *	65 17%	106 15%	130 18% R	40 11%	37 19%	31 11%	43 17%	57 21% T	151 17%	18 12%	33 24% c	51 16%	10 12% *	39 34% Zac*	8 8% *	45 12%	87 27% d	
The recent heatwaves and droughts are not at all related to climate change	74 7%	50 10% C	22 4%	18 5%	33 9%	23 7%	39 6%	34 7%	18 7%	18 7%	8 3%	19 13% K*	6 11% **	4 5% *	16 4%	58 8% O	64 9% R	10 3%	10 5%	26 9%	19 8%	16 6%	67 7%	5 4%	10 7%	15 5%	6 8% *	18 16% Zc*	1 1% *	11 3%	38 12% d	
None of the above	59 5%	34 6%	24 5%	25 7%	19 5%	15 4%	30 5%	29 6%	12 5%	14 5%	9 3%	11 7% *	8 16% **	5 5% *	19 5%	39 6%	41 6%	17 5%	10 5%	18 6%	7 3%	16 6%	53 6%	6 4%	3 2%	11 3%	1 2% *	5 5% *	4 4% *	11 3%	19 6%	
Don't know	100 9%	43 8%	57 11%	38 11% F	41 11% F	20 6%	39 6%	60 13% G	33 13% N	22 8%	20 8%	17 11% *	4 8% **	4 4% *	34 9%	66 9%	74 10%	26 7%	23 12%	26 9%	21 8%	21 8%	70 8%	26 17% W	5 4%	28 9%	2 2% *	7 6% *	3 3% *	13 3%	28 9% d	

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