

FUA-LEVEL WATER EFFICIENCY AND REUSE RELATED PUBLIC PERCEPTION ASSESSMENT - TURIN FUA

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Prepared by Poliedra and Municipality of
Turin

Version 1
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1. BACKGROUND

The data were collected between 23rd October and 15th December 2019. The survey was conducted by the Turin project partner and was advertised through institutional web sites, social media and fairs, with the support of local administrations of municipalities in the FUA.

845 answers were collected during the period. The answers were then randomly selected in order to obtain a **400 answers sample**, with the closer composition to the total population considering Gender, Age and Residence.

The target sample and the actual sample percentage are presented in the following tables.

TARGET	AREA A		AREA B		AREA C	
	M	F	M	F	M	F
16-25	3%	3%	1%	1%	2%	2%
26-65	16%	16%	6%	7%	9%	9%
66+	6%	9%	3%	3%	4%	4%

ACTUAL	AREA A		AREA B		AREA C	
	M	F	M	F	M	F
16-25	3%	3%	2%	1%	2%	2%
26-65	17%	18%	6%	7%	10%	10%
66+	5%	7%	1%	1%	4%	5%

1.1. Gender

In the actual sample, the balance between answers from males and females is very close to the real one. Many answers from females were discarded to obtain a correct balance.

1.2. Age

The group of over 66 years old is slightly under represented, in particular in area A and B.

1.3. Residence

The FUA was divided in three sub-areas. Area A includes the main city Turin. Area B includes the first ring of municipalities surrounding Turin. The AREA C includes all the other municipalities. The answers collected well represent the actual distribution of the population in the three areas.

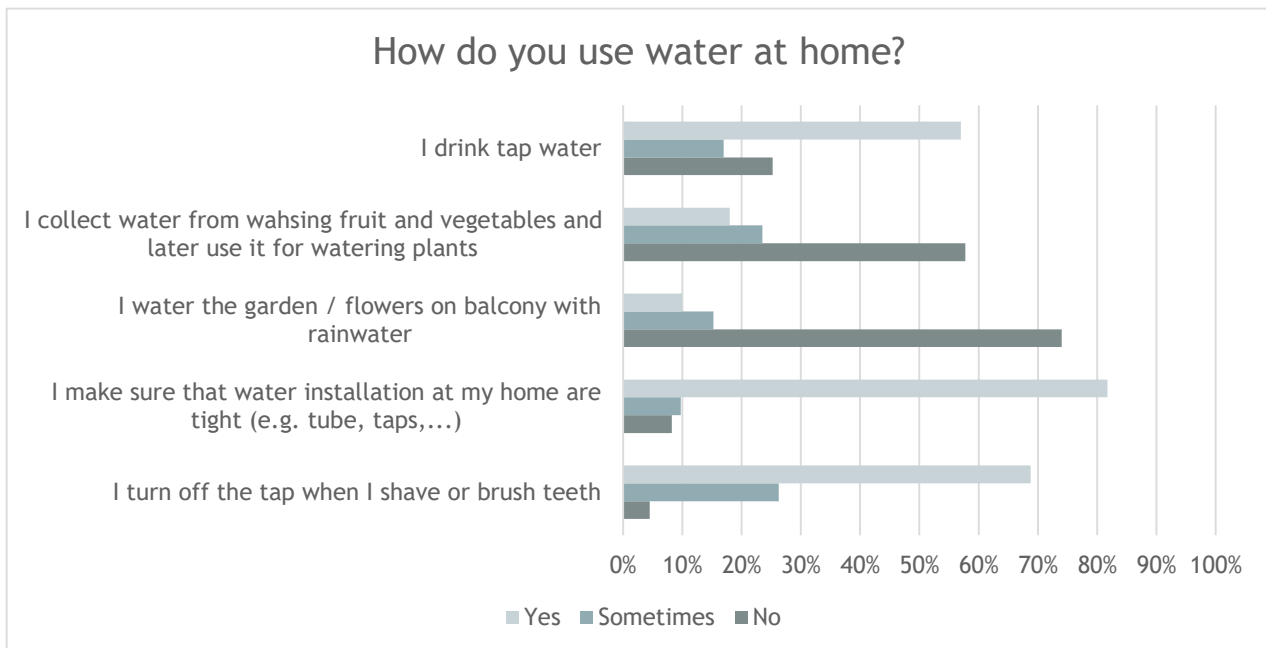


2. PERSONAL USES

2.1. Habits

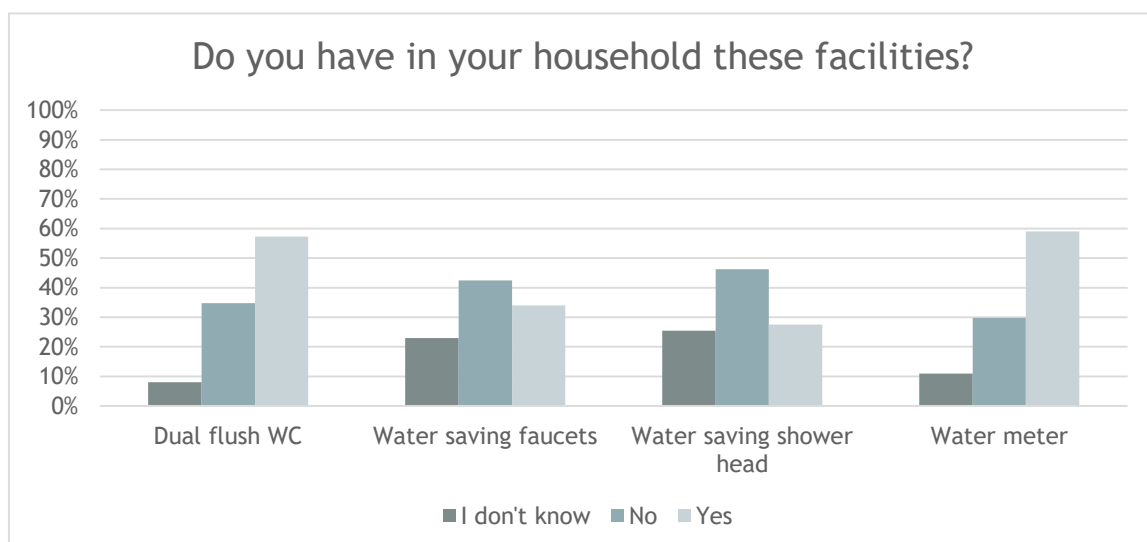
Nearly 70% of interviewees turn off the tap during saving and brushing teeth, 82% make sure to have tight water installation at home and 57% drink tap water.

Collecting and reuse rainwater or grey water are not so popular, only 10% and 18% responded yes on this question.



2.2. Facilities

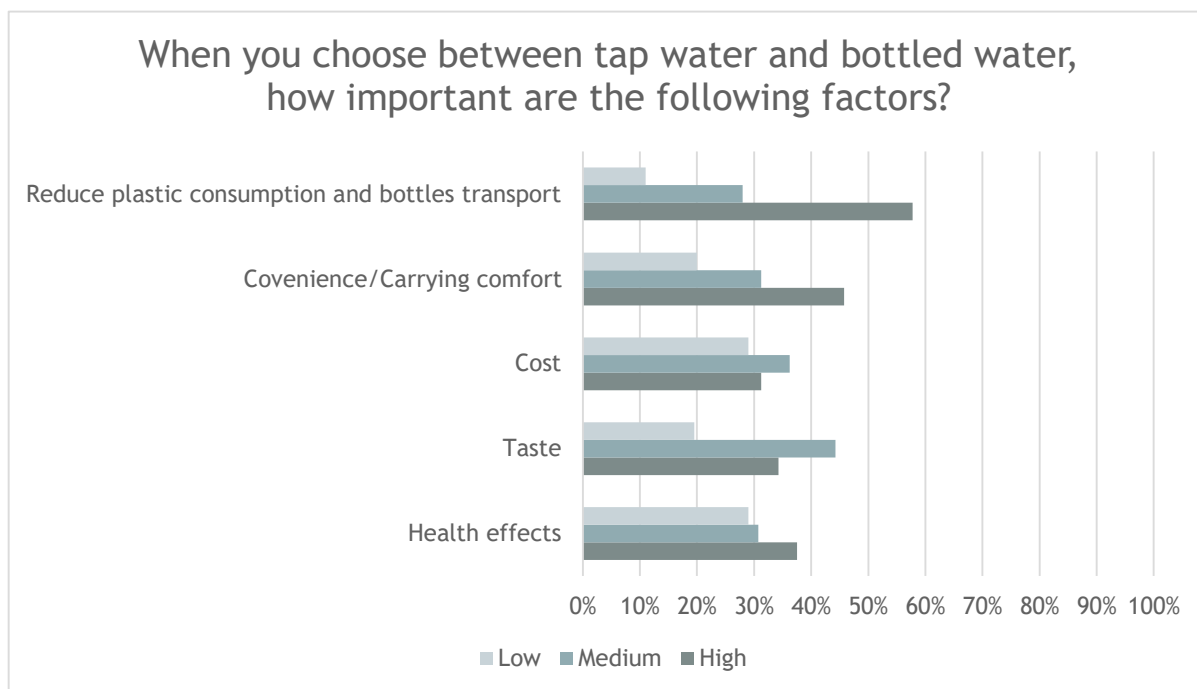
57% of interviewees have dual flush toilet, while only 34% and 28% have water saving faucet and shower head. A significant percentage of interviewees, 23% for faucets and 26% for shower, don't know if they own water saving facilities. 59% have a water meter.





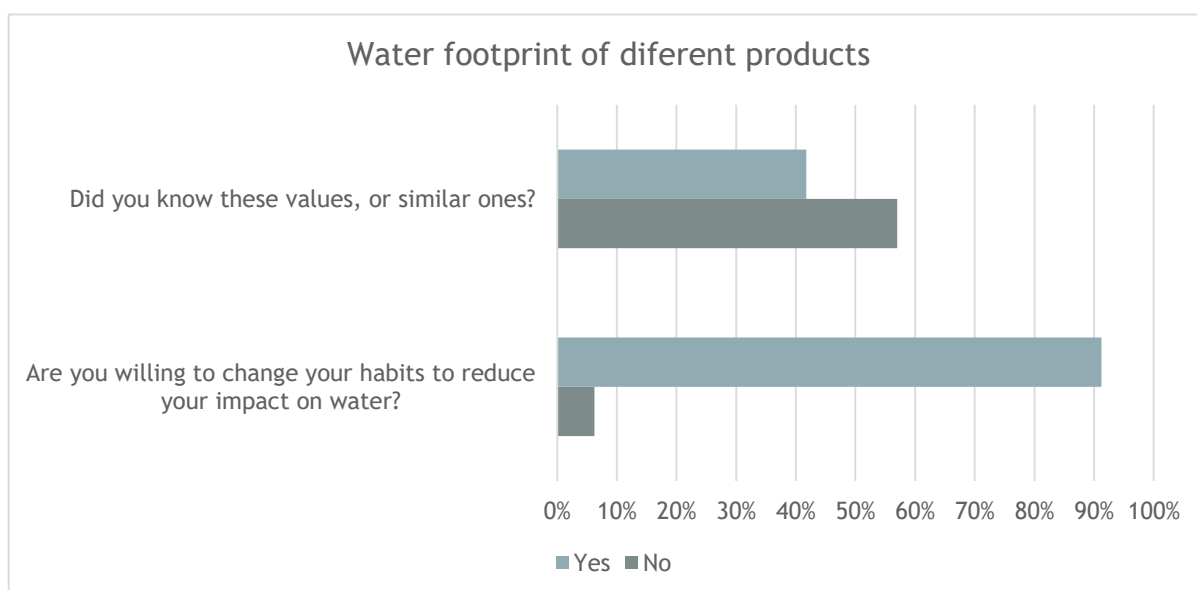
2.3. Bottle or tap?

When it comes to decide drinking bottled or tap water the following factors show high importance for the interviewees in Turin FUA: reducing the plastic consumption and bottle transport (58%) and convenience/carrying comfort (46%). Cost, health effects and taste have an average medium importance in Turin FUA.



2.4. Water footprint

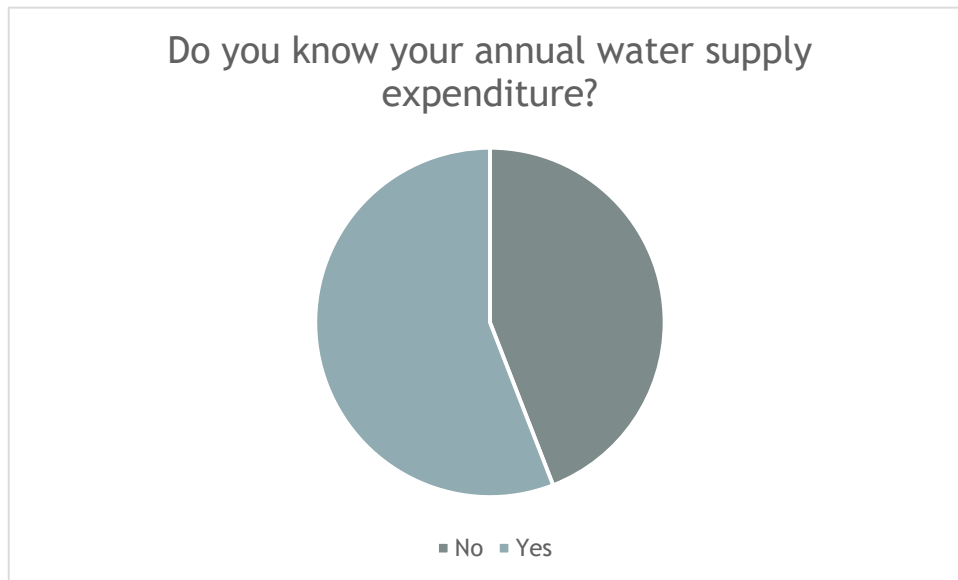
The impressive data of the water footprint of different products were not known by most of the interviewees: 57% had no information about the water needs of the products in the example. 91% of the interviewees are open to change their habits to reduce their environmental impacts.





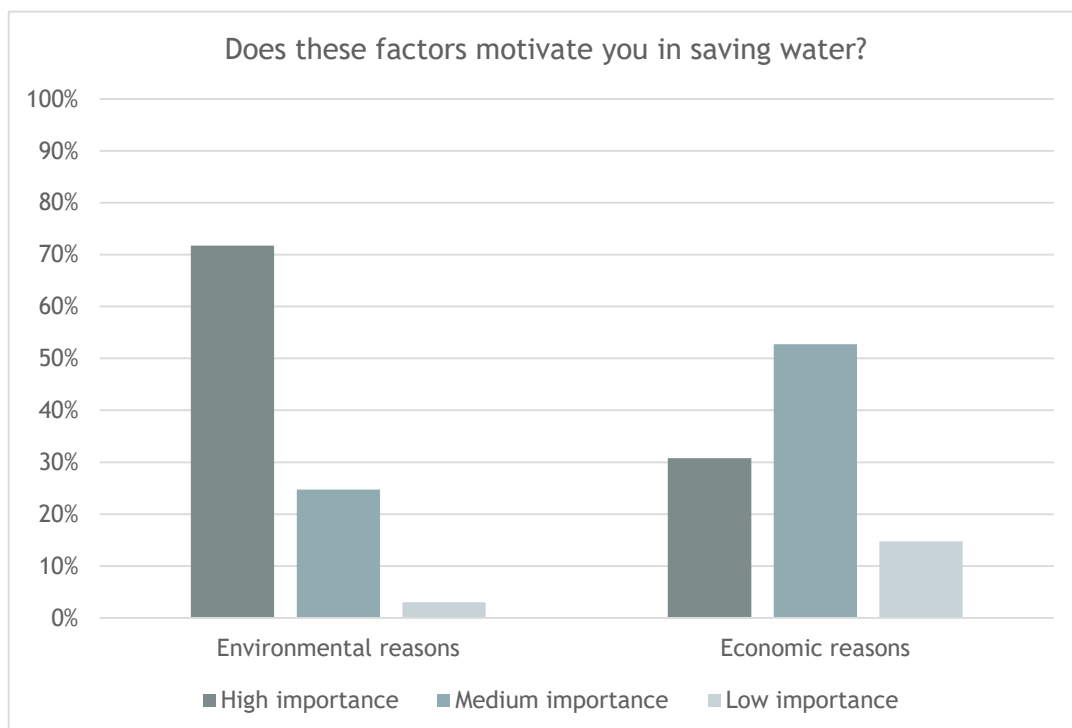
2.5. Annual costs

In Turin FUA only 56% of the interviewees are aware of the annual costs of the water supply.



2.6. Motivation

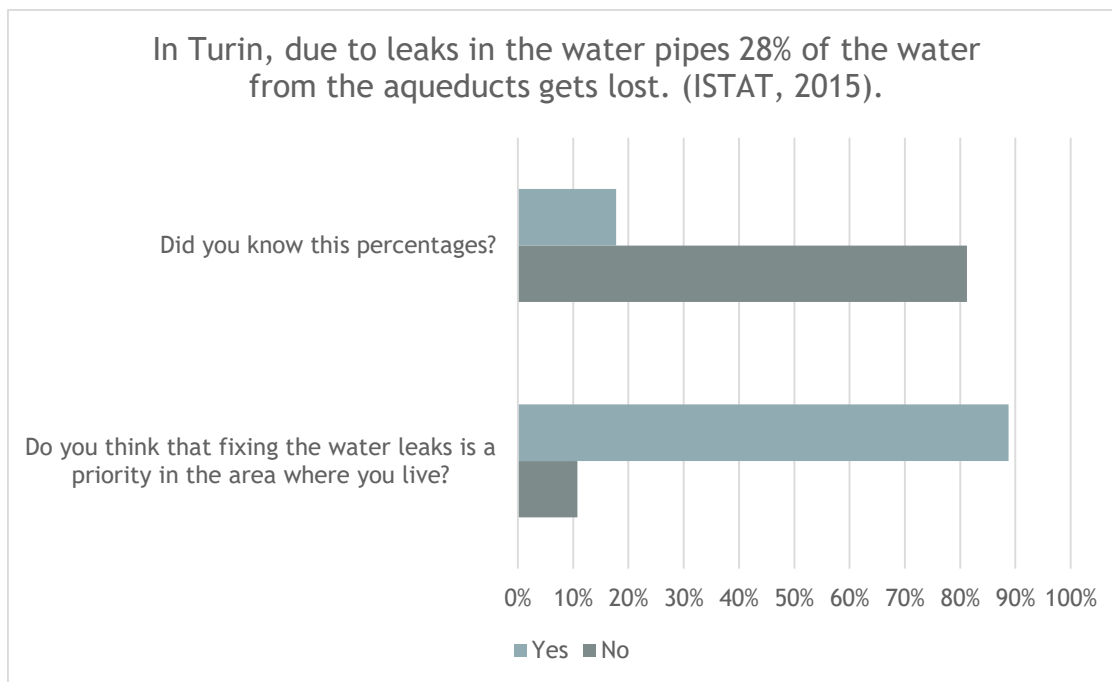
The interviewees indicated environmental factor as the highest motivation factor in water saving. For 72% environment is high important driver in savings, money get 31% rate.





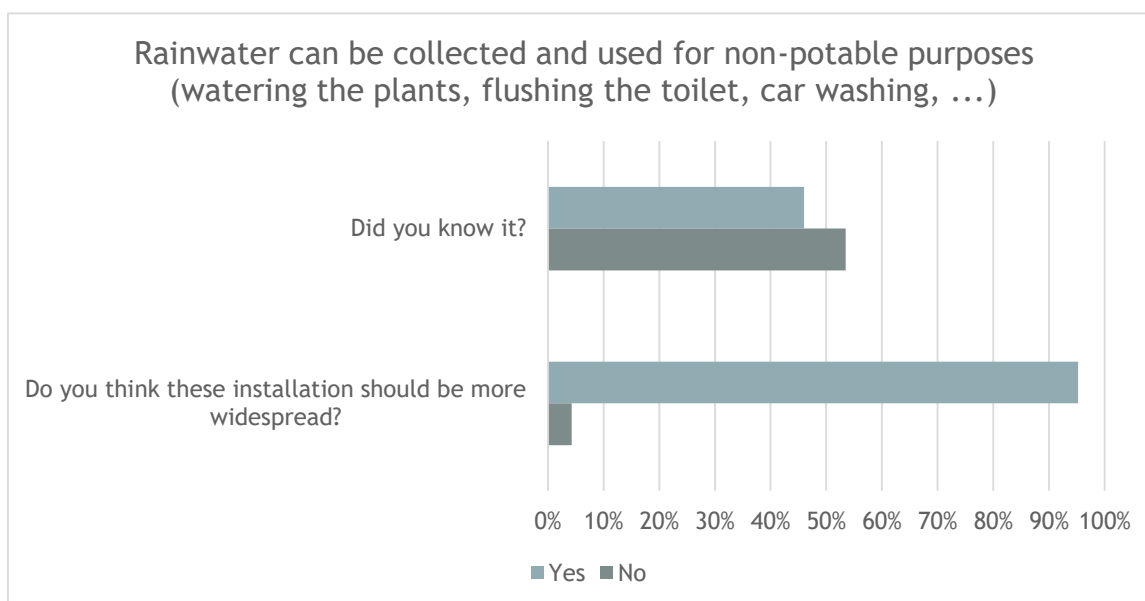
3. PROPER WATER USE AND REUSE

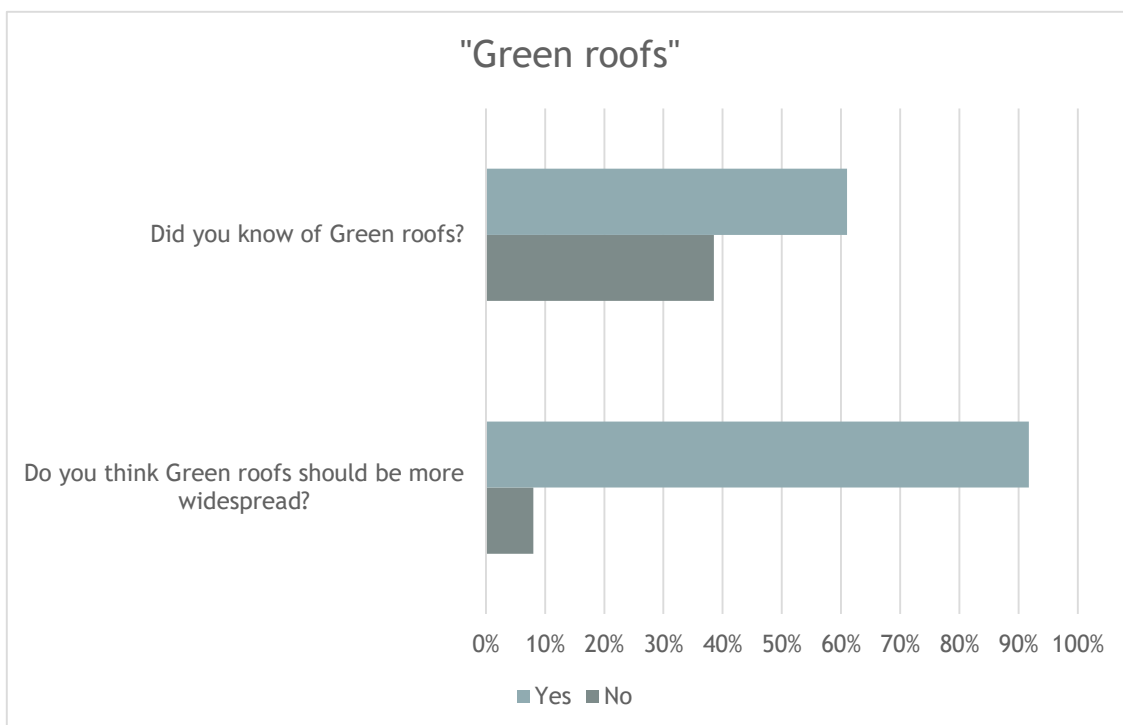
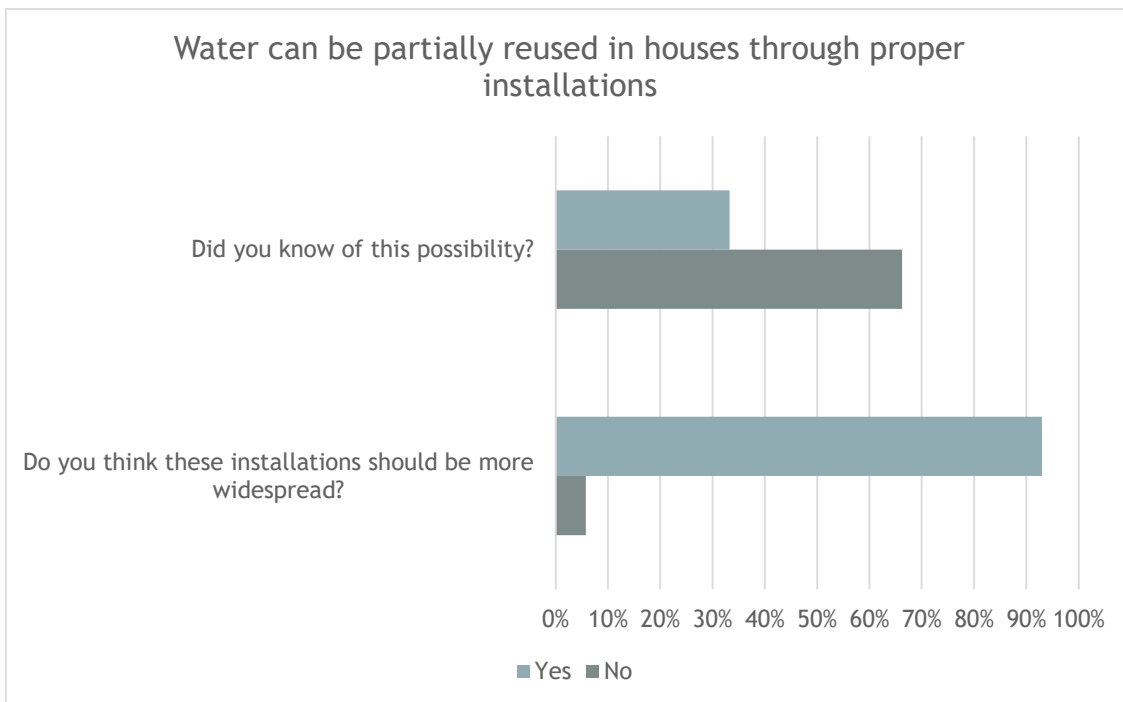
The actual state of water pipes in Turin is not well known by the population. 81% of the interviewees do not know how significant are water pipes leaks. 89% think that fixing those leaks is a priority in the Turin FUA.



3.1. Rainwater use, greywater and green roofs

Not all the sustainable solutions for the urban water management are well known and very popular in the Turin FUA. Only green roofs are known by most of the population (61%), while rainwater (46%) and grey water (33%) uses are less popular. More than 90% of the population think that all these three solutions should be more spread in Turin FUA.



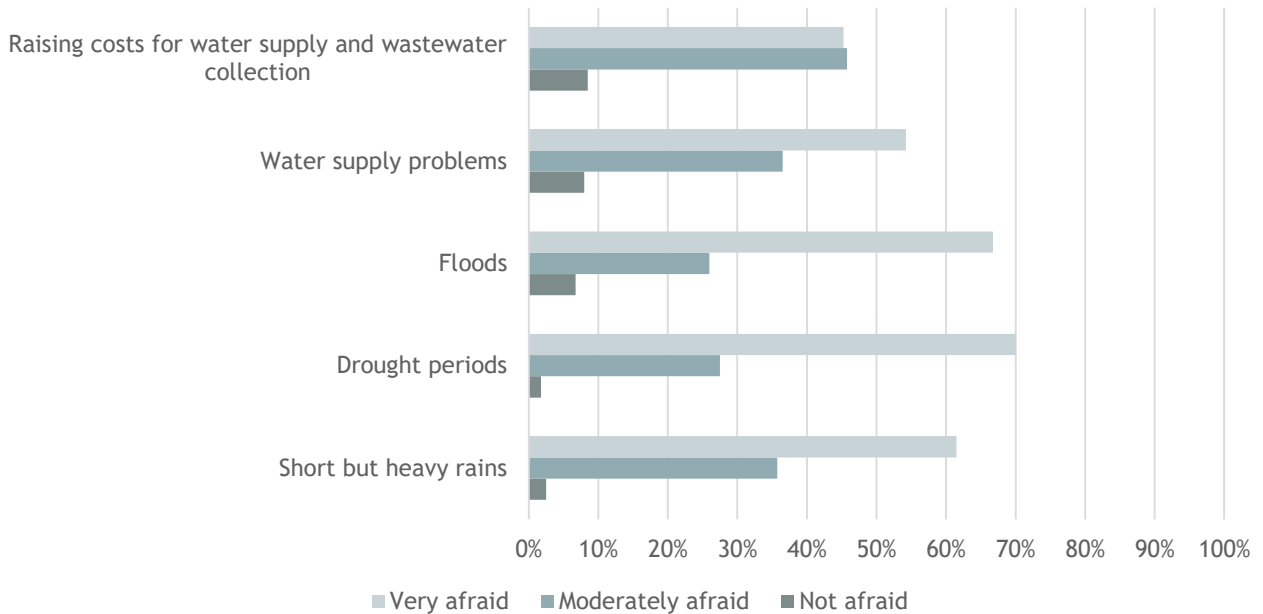


3.2. Effects of climate change: are you afraid?

The possible effects of climate change in water management cause climate anxiety. The most threatening phenomena for the responders in Turin FUA are the drought periods (70% are very afraid of it), floods (67% are very afraid) and heavy rains (62% are very afraid).



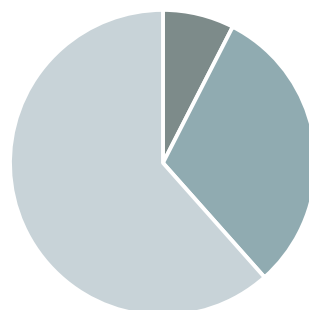
Due to climate change, the water cycle will undergo major changes in the coming years. Are you afraid of the following possible phenomena in your area?



3.3. Information campaigns

According to 62% of the interviewees, information campaigns are very useful to favour a proper use and reuse of water. Only 8% consider them not very useful.

How useful do you consider information campaigns to favour a proper use and reuse of water?



■ Not very useful ■ Useful ■ Very useful