

AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 1

Q.11 In the event of a hosepipe ban (or if you are already faced by one) in your area, being unable to do which of the following would have the greatest effect on your life?

Base: All respondents

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	19284	12366	6918	365	1882	2932	4536	5340	4229	1729	725	1906	1464	1518	1500	856	1409	1506	4180	2416	75	8805	6356	2710	1413
NET: Any	11255	7150	4105	191	932	1611	2552	3283	2686	951	413	1075	800	892	911	503	833	887	2568	1368	54	5483	3511	1472	789
	58%	58%	59%	52%	50%	55%	56%	61%	64%	55%	57%	56%	55%	59%	61%	59%	59%	59%	61%	57%	72%	62%	55%	54%	56%
Water plants in your garden	6603	3986	2617	50	374	839	1436	2099	1805	497	248	570	452	514	524	304	510	519	1560	881	24	3479	2004	709	411
	34%	32%	38%	14%	20%	29%	32%	39%	43%	29%	34%	30%	31%	34%	35%	36%	36%	34%	37%	36%	32%	40%	32%	26%	29%
Clean the car	1886	1471	415	92	281	321	457	457	278	180	66	191	146	143	155	72	144	134	445	200	10	772	621	348	145
	10%	12%	6%	25%	15%	11%	10%	9%	7%	10%	9%	10%	10%	9%	10%	8%	10%	9%	11%	8%	13%	9%	10%	13%	10%
Clean other parts of the house/ domestic items	1647	913	734	36	180	273	410	403	345	241	70	223	132	141	132	95	71	93	243	188	18	681	555	272	139
	9%	7%	11%	10%	10%	9%	9%	8%	8%	14%	10%	12%	9%	9%	9%	11%	5%	6%	6%	8%	24%	8%	9%	10%	10%
Water the lawn	590	434	156	7	67	101	141	148	126	28	16	62	26	39	41	20	50	100	177	30	1	315	168	60	47
	3%	4%	2%	2%	4%	3%	3%	3%	3%	2%	2%	3%	2%	3%	3%	2%	4%	7%	4%	1%	1%	4%	3%	2%	3%
Fill a pool/ pond	529	346	183	6	30	77	108	176	132	5	13	29	44	55	59	12	58	41	143	69	1	236	163	83	47
	3%	3%	3%	2%	2%	3%	2%	3%	3%	*	2%	2%	3%	4%	4%	1%	4%	3%	3%	3%	1%	3%	3%	3%	3%
None of the above	8029	5216	2813	174	950	1321	1984	2057	1543	778	312	831	664	626	589	353	576	619	1612	1048	21	3322	2845	1238	624
	42%	42%	41%	48%	50%	45%	44%	39%	36%	45%	43%	44%	45%	41%	39%	41%	41%	41%	39%	43%	28%	38%	45%	46%	44%



Prepared on behalf of The AA by Populus



AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 2

Q.12 What water supply and method do you normally adopt to wash your car?**Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	19284	12366	6918	365	1882	2932	4536	5340	4229	1729	725	1906	1464	1518	1500	856	1409	1506	4180	2416	75	8805	6356	2710	1413
A bucket filled from the tap	6370 33%	4079 33%	2291 33%	133 36%	591 31%	950 32%	1601 35%	1837 34%	1258 30%	507 29%	237 33%	584 31%	548 37%	541 36%	519 35%	287 34%	475 34%	464 31%	1377 33%	816 34%	15 20%	2709 31%	2220 35%	957 35%	484 34%
A car wash	5914 31%	3458 28%	2456 36%	95 26%	691 37%	974 33%	1288 28%	1500 28%	1366 32%	534 31%	201 28%	605 32%	430 29%	428 28%	462 31%	235 27%	420 30%	616 41%	1322 32%	640 26%	21 28%	2807 32%	1958 31%	726 27%	423 30%
Water from a hose pipe connected to the house supply	3453 18%	2429 20%	1024 15%	75 21%	257 14%	428 15%	766 17%	1048 20%	879 21%	398 23%	143 20%	350 18%	225 15%	258 17%	253 17%	169 20%	254 18%	201 13%	753 18%	429 18%	20 27%	1644 19%	1066 17%	503 19%	240 17%
A power washer connected to the house supply	1423 7%	1120 9%	303 4%	24 7%	120 6%	231 8%	378 8%	413 8%	257 6%	162 9%	80 11%	169 9%	89 6%	109 7%	112 7%	61 7%	89 6%	68 5%	285 7%	185 8%	14 19%	684 8%	410 6%	238 9%	91 6%
Don't wash my car	1204 6%	664 5%	540 8%	25 7%	157 8%	231 8%	326 7%	278 5%	187 4%	78 5%	41 6%	121 6%	105 7%	108 7%	90 6%	50 6%	88 6%	124 8%	249 6%	146 6%	4 5%	580 7%	419 7%	120 4%	85 6%
A bucket filled from stored water	545 3%	366 3%	179 3%	7 2%	33 2%	52 2%	96 2%	157 3%	200 5%	22 1%	10 1%	45 2%	36 2%	40 3%	46 3%	30 4%	58 4%	18 1%	122 3%	117 5%	1 1%	218 2%	175 3%	87 3%	65 5%
A power washer connected to a stored water supply	194 1%	142 1%	52 1%	3 1%	17 1%	33 1%	48 1%	58 1%	35 1%	20 1%	9 1%	19 1%	14 1%	18 1%	10 1%	14 2%	11 1%	7 *	34 1%	38 2%	- -	81 1%	57 1%	41 2%	15 1%
Recycled water from stored water at home	181 1%	108 1%	73 1%	3 1%	16 1%	33 1%	33 1%	49 1%	47 1%	8 *	4 1%	13 1%	17 1%	16 1%	8 1%	10 1%	14 1%	8 1%	38 1%	45 2%	- -	82 1%	51 1%	38 1%	10 1%

AA

Prepared on behalf of The AA by Populus


Populus

AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 3

Q.13 How frequently do you wash your car?**Base: All respondents who wash their car**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	North Ireland	AB	C1	C2	DE
Base	18080	11702	6378	340	1725	2701	4210	5062	4042	1651	684	1785	1359	1410	1410	806	1321	1382	3931	2270	71	8225	5937	2590	1328
Every week	1156 6%	954 8%	202 3%	12 4%	69 4%	141 5%	304 7%	364 7%	266 7%	181 11%	72 11%	115 6%	120 9%	95 7%	88 6%	59 7%	72 5%	51 4%	199 5%	98 4%	6 8%	477 6%	328 6%	259 10%	92 7%
Every fortnight	2296 13%	1807 15%	489 8%	23 7%	123 7%	264 10%	514 12%	733 14%	639 16%	274 17%	117 17%	247 14%	198 15%	189 13%	187 13%	109 14%	149 11%	110 8%	452 11%	250 11%	14 20%	986 12%	668 11%	439 17%	203 15%
Every three weeks	1287 7%	954 8%	333 5%	19 6%	84 5%	171 6%	271 6%	378 7%	364 9%	146 9%	52 8%	132 7%	95 7%	113 8%	96 7%	59 7%	83 6%	76 5%	270 7%	155 7%	10 14%	604 7%	400 7%	199 8%	84 6%
Every month	4245 23%	2942 25%	1303 20%	69 20%	329 19%	621 23%	925 22%	1221 24%	1080 27%	396 24%	159 23%	435 24%	317 23%	358 25%	332 24%	184 23%	300 23%	307 22%	917 23%	526 23%	14 20%	1934 24%	1306 22%	656 25%	349 26%
Every couple of months	6164 34%	3569 30%	2595 41%	144 42%	679 39%	984 36%	1456 35%	1681 33%	1220 30%	460 28%	208 30%	605 34%	419 31%	438 31%	518 37%	275 34%	474 36%	531 38%	1406 36%	811 36%	19 27%	2881 35%	2136 36%	730 28%	417 31%
Every six months	2272 13%	1150 10%	1122 18%	53 16%	320 19%	394 15%	587 14%	539 11%	379 9%	149 9%	62 9%	192 11%	166 12%	166 12%	143 10%	86 11%	195 15%	240 17%	543 14%	326 14%	4 6%	1048 13%	846 14%	228 9%	150 11%
Once a year	444 2%	218 2%	226 4%	10 3%	82 5%	92 3%	99 2%	96 2%	65 2%	27 2%	8 1%	35 2%	32 2%	30 2%	32 2%	18 2%	37 3%	51 4%	102 3%	69 3%	3 4%	208 3%	164 3%	52 2%	20 2%
Less than once a year	195 1%	96 1%	99 2%	6 2%	39 2%	32 1%	49 1%	44 1%	25 1%	16 1%	6 1%	22 1%	11 1%	17 1%	14 1%	13 2%	9 1%	13 1%	40 1%	34 1%	- -	79 1%	83 1%	21 1%	12 1%
Never	21 *	12 *	9 *	4 1%	- -	2 *	5 *	6 *	4 *	2 *	- -	2 *	1 *	4 *	- -	3 *	2 *	3 *	2 *	1 *	1 1%	8 *	6 *	6 *	1 *



Prepared on behalf of The AA by Populus



AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 4
Q.D1 Gender
Base: All respondents

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	19284	12366	6918	365	1882	2932	4536	5340	4229	1729	725	1906	1464	1518	1500	856	1409	1506	4180	2416	75	8805	6356	2710	1413
Male	12366	12366	-	155	873	1628	2784	3649	3277	1141	503	1264	932	986	944	542	925	958	2639	1478	54	5744	3682	2003	937
	64%	100%	-	42%	46%	56%	61%	68%	77%	66%	69%	66%	64%	65%	63%	63%	66%	64%	63%	61%	72%	65%	58%	74%	66%
Female	6918	-	6918	210	1009	1304	1752	1691	952	588	222	642	532	532	556	314	484	548	1541	938	21	3061	2674	707	476
	36%	-	100%	58%	54%	44%	39%	32%	23%	34%	31%	34%	36%	35%	37%	37%	34%	36%	37%	39%	28%	35%	42%	26%	34%



Prepared on behalf of The AA by Populus



AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 5
Q.D2 Age
Base: All respondents

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	19284	12366	6918	365	1882	2932	4536	5340	4229	1729	725	1906	1464	1518	1500	856	1409	1506	4180	2416	75	8805	6356	2710	1413
18-24	365 2%	155 1%	210 3%	365 100%	-	-	-	-	-	23 1%	15 2%	36 2%	25 2%	32 2%	32 2%	19 2%	18 1%	39 3%	71 2%	54 2%	1 1%	109 1%	164 3%	68 3%	24 2%
25-34	1882 10%	873 7%	1009 15%	-	1882 100%	-	-	-	-	170 10%	64 9%	186 10%	168 11%	143 9%	165 11%	79 9%	104 7%	193 13%	393 9%	213 9%	4 5%	744 8%	841 13%	231 9%	66 5%
35-44	2932 15%	1628 13%	1304 19%	-	-	2932 100%	-	-	-	278 16%	93 13%	304 16%	225 15%	253 17%	211 14%	122 14%	187 13%	258 17%	640 15%	349 14%	12 16%	1226 14%	1109 17%	436 16%	161 11%
45-54	4536 24%	2784 23%	1752 25%	-	-	-	4536 100%	-	-	431 25%	180 25%	447 23%	361 25%	363 24%	344 23%	228 27%	304 22%	380 25%	957 23%	520 22%	21 28%	1830 21%	1579 25%	816 30%	311 22%
55-64	5340 28%	3649 30%	1691 24%	-	-	-	-	5340 100%	-	462 27%	213 29%	550 29%	413 28%	385 25%	416 28%	234 27%	426 30%	363 24%	1158 28%	694 29%	26 35%	2596 29%	1580 25%	735 27%	429 30%
65+	4229 22%	3277 27%	952 14%	-	-	-	-	-	4229 100%	365 21%	160 22%	383 20%	272 19%	342 23%	332 22%	174 20%	370 26%	273 18%	961 23%	586 24%	11 15%	2300 26%	1083 17%	424 16%	422 30%
Average age	53.14	55.28	49.31	22.34	30.07	39.94	49.60	59.76	70.65	52.88	53.64	52.73	52.07	52.93	52.82	53.05	55.13	51.09	53.52	53.97	52.97	54.94	50.61	51.60	56.25



Prepared on behalf of The AA by Populus



AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 6
Q.D3 Region
Base: All respondents

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Northern Ireland	AB	C1	C2	DE
Base	19284	12366	6918	365	1882	2932	4536	5340	4229	1729	725	1906	1464	1518	1500	856	1409	1506	4180	2416	75	8805	6356	2710	1413
Scotland	1729	1141	588	23	170	278	431	462	365	1729	-	-	-	-	-	-	-	-	-	-	-	840	530	239	120
		9%	9%	8%	6%	9%	10%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	10%	8%	9%	8%
North East	725	503	222	15	64	93	180	213	160	-	725	-	-	-	-	-	-	-	-	-	-	295	234	138	58
		4%	4%	3%	4%	3%	3%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	4%	5%	4%
North West	1906	1264	642	36	186	304	447	550	383	-	-	1906	-	-	-	-	-	-	-	-	-	846	621	281	158
		10%	10%	9%	10%	10%	10%	10%	9%	-	-	100%	-	-	-	-	-	-	-	-	-	10%	10%	10%	11%
Yorkshire & Humberside	1464	932	532	25	168	225	361	413	272	-	-	-	1464	-	-	-	-	-	-	-	-	613	519	219	113
		8%	8%	8%	7%	9%	8%	8%	6%	-	-	-	100%	-	-	-	-	-	-	-	-	7%	8%	8%	8%
West Midlands	1518	986	532	32	143	253	363	385	342	-	-	-	-	1518	-	-	-	-	-	-	-	660	522	225	111
		8%	8%	8%	9%	8%	9%	8%	8%	-	-	-	-	100%	-	-	-	-	-	-	-	7%	8%	8%	8%
East Midlands	1500	944	556	32	165	211	344	416	332	-	-	-	-	-	1500	-	-	-	-	-	-	650	487	232	131
		8%	8%	8%	9%	9%	7%	8%	8%	-	-	-	-	-	100%	-	-	-	-	-	-	7%	8%	9%	9%
Wales	856	542	314	19	79	122	228	234	174	-	-	-	-	-	-	856	-	-	-	-	-	369	285	113	89
		4%	4%	5%	5%	4%	4%	5%	4%	-	-	-	-	-	-	100%	-	-	-	-	-	4%	4%	4%	6%
Eastern	1409	925	484	18	104	187	304	426	370	-	-	-	-	-	-	-	1409	-	-	-	-	660	451	195	103
		7%	7%	7%	5%	6%	6%	7%	8%	-	-	-	-	-	-	-	100%	-	-	-	-	7%	7%	7%	7%
London	1506	958	548	39	193	258	380	363	273	-	-	-	-	-	-	-	-	1506	-	-	-	774	496	155	81
		8%	8%	8%	11%	10%	9%	8%	7%	-	-	-	-	-	-	-	-	100%	-	-	-	9%	8%	6%	6%
South East	4180	2639	1541	71	393	640	957	1158	961	-	-	-	-	-	-	-	-	-	4180	-	-	2005	1410	527	238
		22%	21%	22%	19%	21%	22%	21%	22%	-	-	-	-	-	-	-	-	-	100%	-	-	23%	22%	19%	17%
South West	2416	1478	938	54	213	349	520	694	586	-	-	-	-	-	-	-	-	-	-	2416	-	1056	777	377	206
		13%	12%	14%	15%	11%	12%	11%	13%	-	-	-	-	-	-	-	-	-	-	100%	-	12%	12%	14%	15%
Northern Ireland	75	54	21	1	4	12	21	26	11	-	-	-	-	-	-	-	-	-	-	-	75	37	24	9	5
	*	*	*	*	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	100%	*	*	*	*



Prepared on behalf of The AA by Populus



AA Survey - May 2012 - The Hosepipe Ban & Car Washing

ONLINE Fieldwork Dates: 22nd-30th May 2012

Absolutes/col percents

Table 7

Q.D4 Which of these best describes the occupation of the chief income earner in your household, or their previous occupation before they retired if you or they are still receiving a pension from their job?

Base: All respondents

	Gender		Age							Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	19284	12366	6918	365	1882	2932	4536	5340	4229	1729	725	1906	1464	1518	1500	856	1409	1506	4180	2416	75	8805	6356	2710	1413
Higher or middle level managerial, administrative or professional position	8805 46%	5744 46%	3061 44%	109 30%	744 40%	1226 42%	1830 40%	2596 49%	2300 54%	840 49%	295 41%	846 44%	613 42%	660 43%	650 43%	369 43%	660 47%	774 51%	2005 48%	1056 44%	37 49%	8805 100%	-	-	-
Supervisor or clerical position - junior managerial, administrative or professional position - self-employed - student living away from home	6356 33%	3682 30%	2674 39%	164 45%	841 45%	1109 38%	1579 35%	1580 30%	1083 26%	530 31%	234 32%	621 33%	519 35%	522 34%	487 32%	285 33%	451 32%	496 33%	1410 34%	777 32%	24 32%	-	6356 100%	-	-
Skilled manual or service worker	2710 14%	2003 16%	707 10%	68 19%	231 12%	436 15%	816 18%	735 14%	424 10%	239 14%	138 19%	281 15%	219 15%	225 15%	232 15%	113 13%	195 14%	155 10%	527 13%	377 16%	9 12%	-	-	2710 100%	-
Semi skilled or unskilled manual or service worker - dependent on state benefits - unemployed for six months or longer - or state pensioner with no earnings	1413 7%	937 8%	476 7%	24 7%	66 4%	161 5%	311 7%	429 8%	422 10%	120 7%	58 8%	158 8%	113 8%	111 7%	131 9%	89 10%	103 7%	81 5%	238 6%	206 9%	5 7%	-	-	-	1413 100%



Prepared on behalf of The AA by Populus

