
Does anyone out there have a shallow bath?

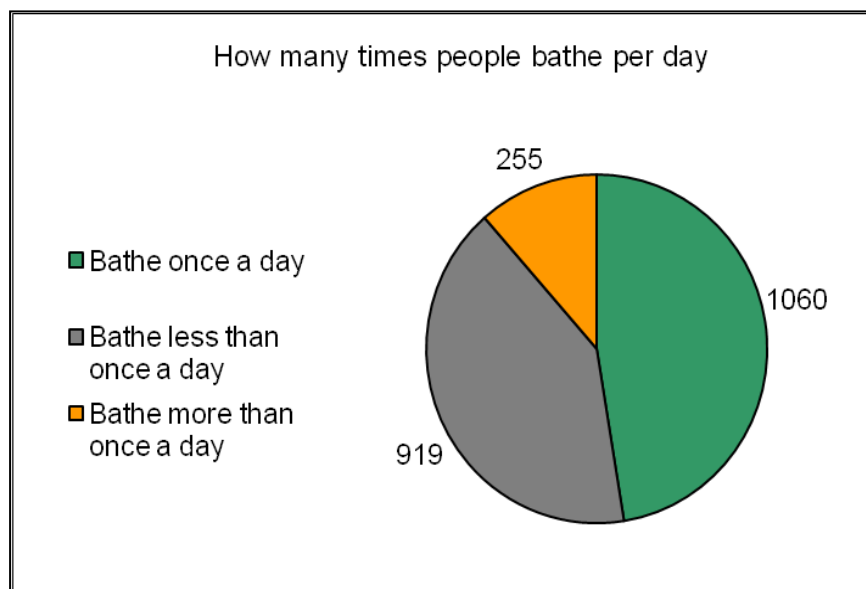
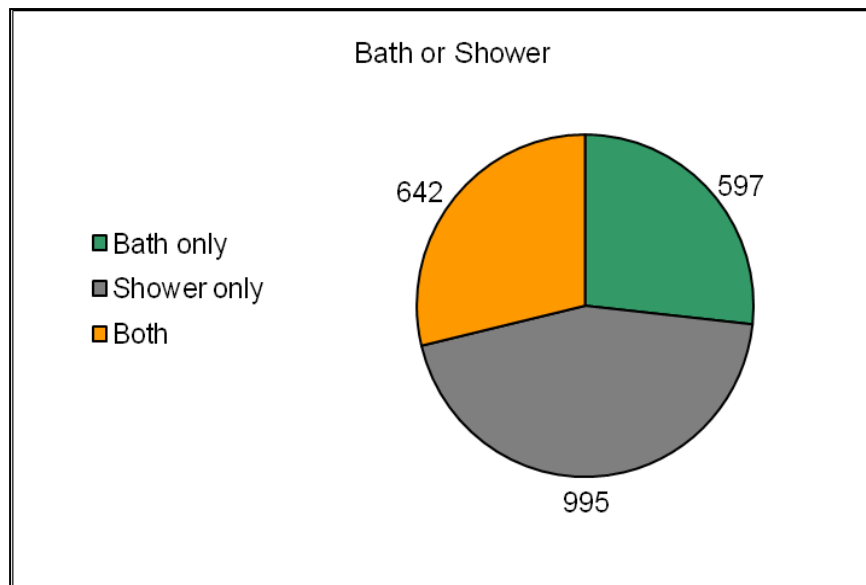
An ech₂o report • August 2015

With thanks to everyone who answered the questionnaires, and to Trevon Jervis and Safa El-Jamal for analysing the information and to Safa for writing the report.

For any questions about this report please contact Cath Hassell at cath.hassell@ech2o.co.uk.

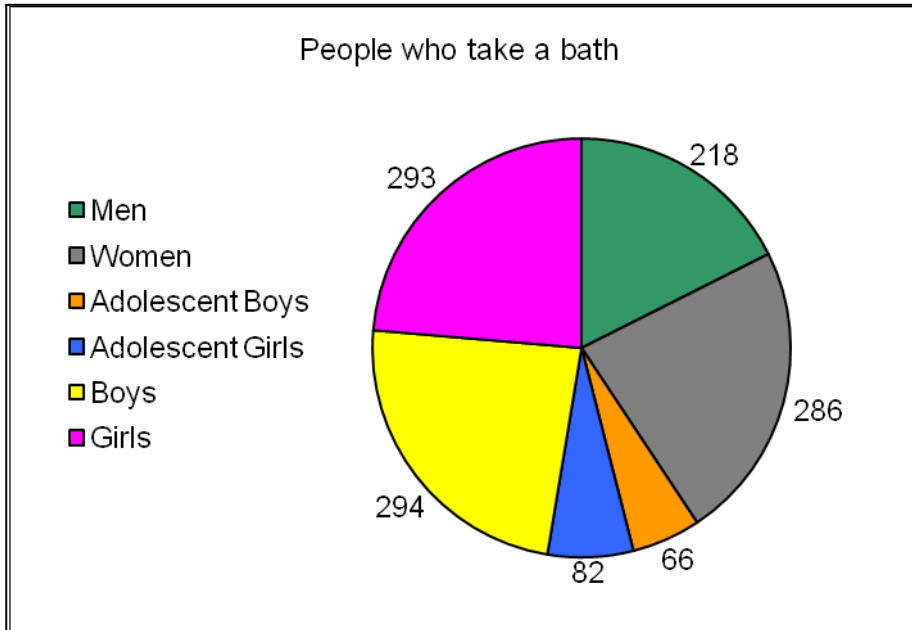
Introduction

- Over the past ten years, working with a range of stakeholders, ech₂o has collected data on how people use water in the home. This report uses data collected between 2010 and 2014 to analyse bath use.
- Our data set is 2,234 people, of whom 1,239 (56%) take a bath at least once a week.
- Out of the 1,239 people who regularly take a bath, 597 (48%) have baths only, whilst 642 (52%) regularly have either a bath or a shower.



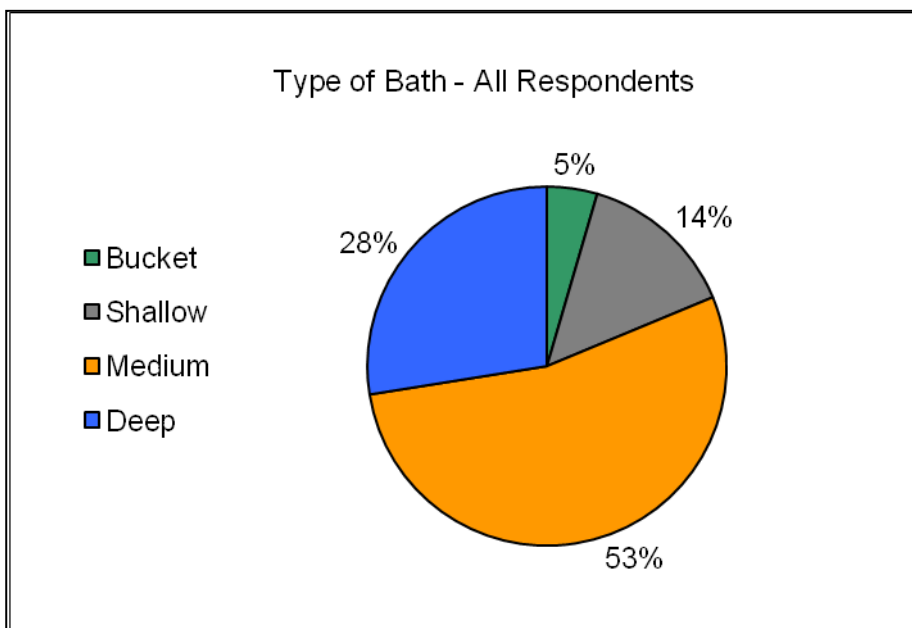
- Of the 2,234 people who took the survey 47% bathe once a day, 41% bathe less than once a day and 12% bathe more than once a day.

- This summary analyses these 1,239 people who have baths and who provided complete data. ech₂o has broken the analysis of this data down by:
 - ~ gender and age
 - ~ type of bath and gender and age
 - ~ frequency of baths by gender and age
- Of the 1,239 people who take a bath. 504 (41%) are adults, 148 (12%) adolescents and 587 (47%) children. 578 (47%) are male and 661 (53%) are female.



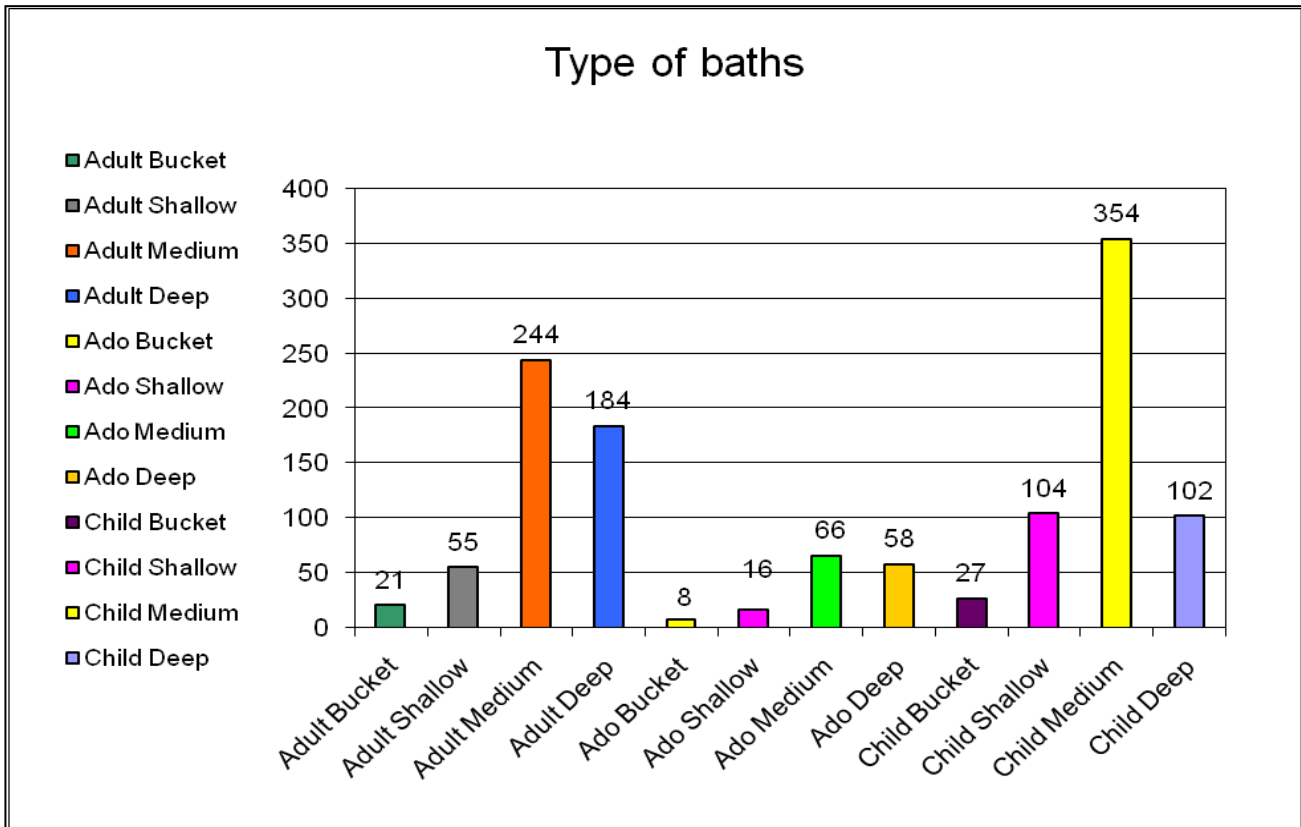
Type of bath

- We asked whether people took a deep, medium, shallow or a bucket bath.
- Out of all respondents over half (53%) take a medium bath, followed by 28% who have a deep bath. Least favoured is a bucket bath at 5%.



Bath Data Analysis

- The bar chart and tables show bath type in more detail.



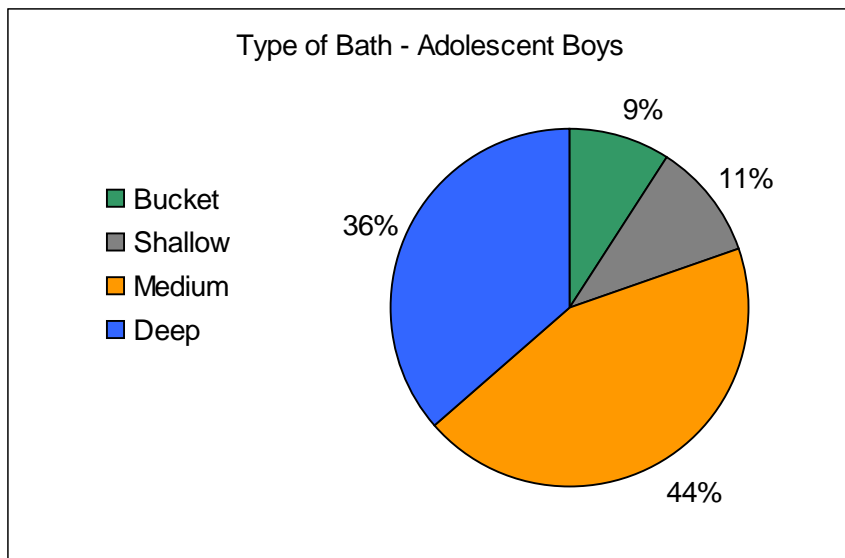
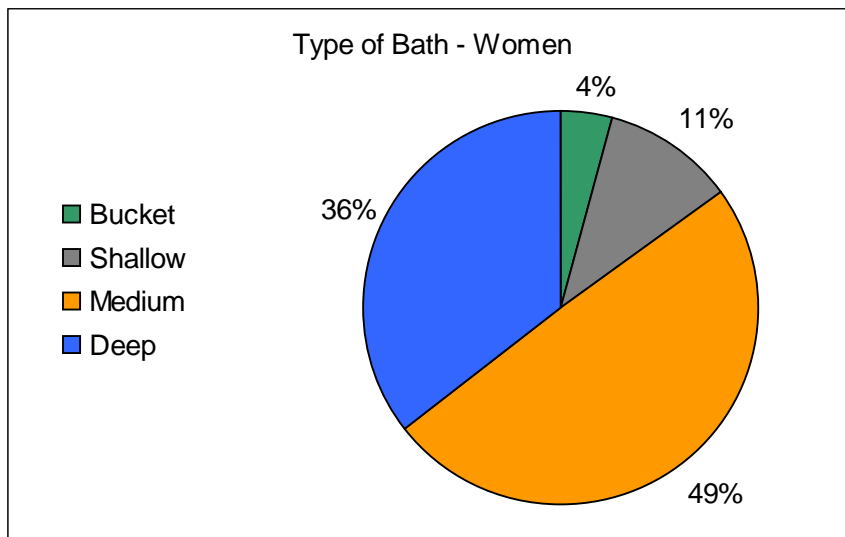
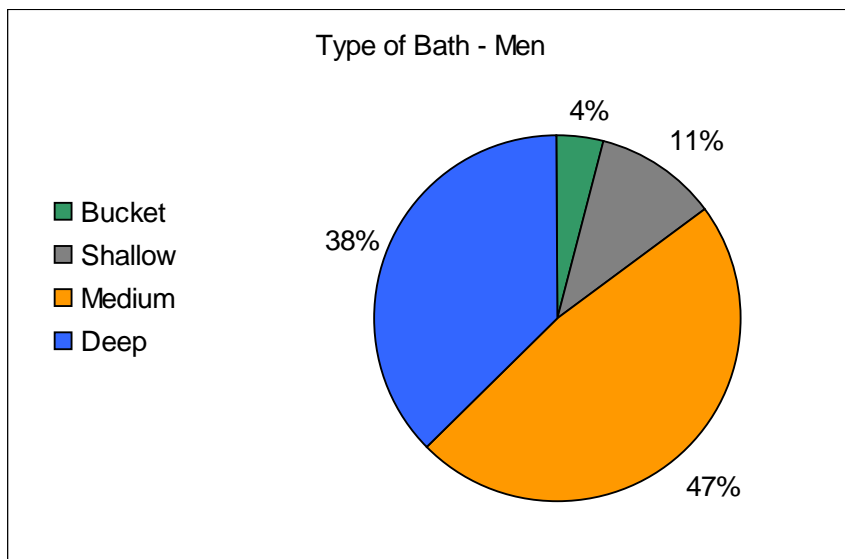
Type of bath by grouping

	Bucket	Shallow	Medium	Deep	Total
Adults Male	9	24	103	82	218
Adults Female	12	31	141	102	286
Adolescent Male	6	7	29	24	66
Adolescent Female	2	9	37	34	82
Children Boys	13	48	172	61	294
Children Girls	14	56	182	41	293
Total	56	175	664	344	

Percentage of type of bath by grouping

	Bucket	Shallow	Medium	Deep
Adults Male	4%	11%	47%	38%
Adults Female	4%	11%	49%	36%
Adolescent Male	9%	11%	44%	36%
Adolescent Female	2%	11%	45%	41%
Children Boys	4%	16%	59%	21%
Children Girls	5%	19%	62%	14%
Total percentage of bath type	5%	14%	54%	28%

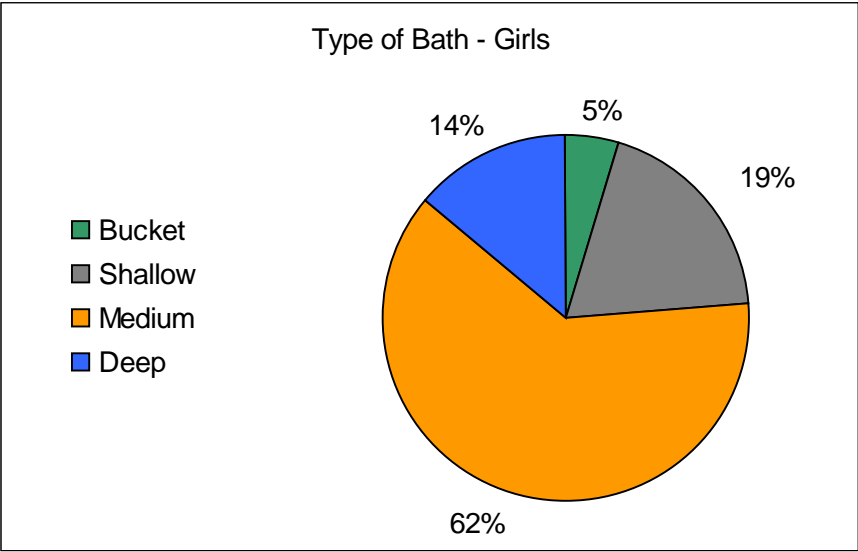
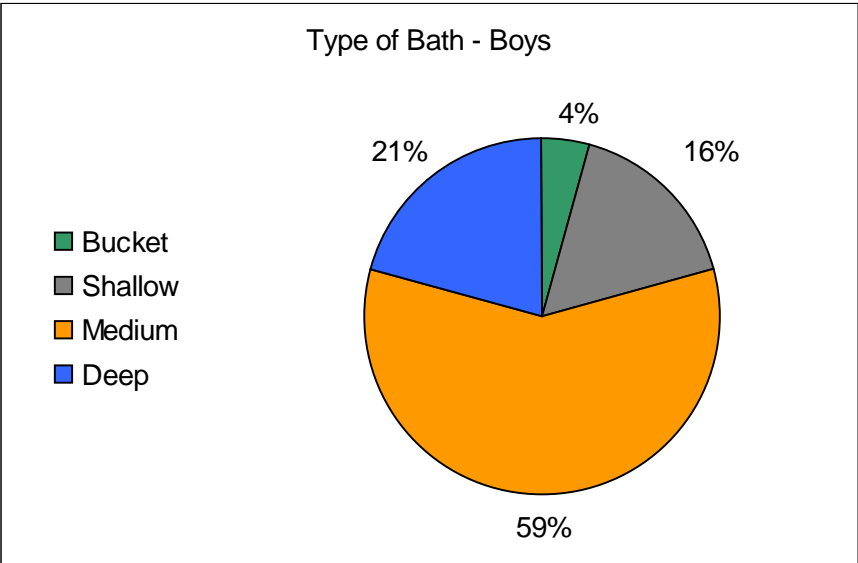
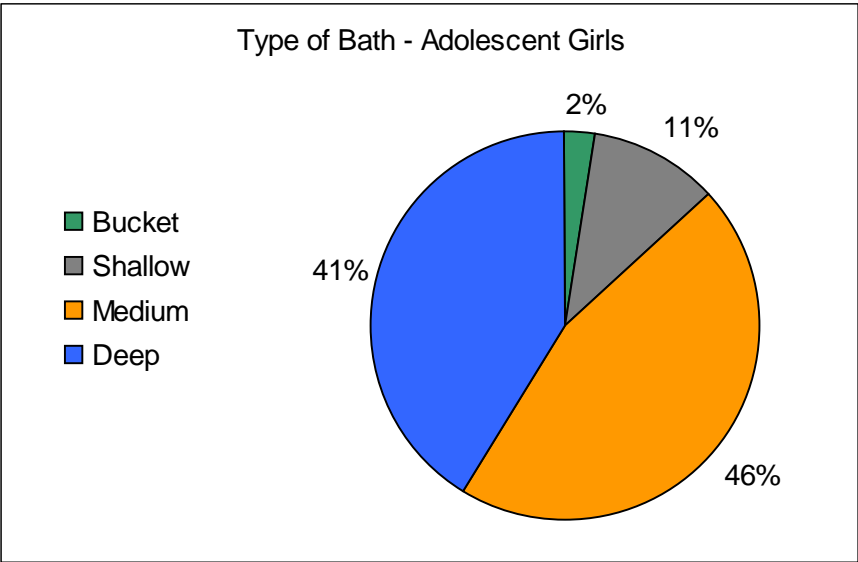
Gender, age and bath type



- The following pie charts show type of bath broken down by age and gender. Adults are classed as over 18, adolescents are 12 to 17 and children are up to twelve.
- Adults are more likely to have a deep bath than the average (at 38% - men and 36% - women compared to 28% - all). They are less likely to have a medium bath (47% - men and 48% - women compared to 53% - all)

- Deep baths are more likely to be taken by adults and adolescents.
- Adolescent girls are most likely to have a deep bath. 41% of the baths they take are deep.
- 87% of adolescent girls take either a medium or deep bath

Bath Data Analysis

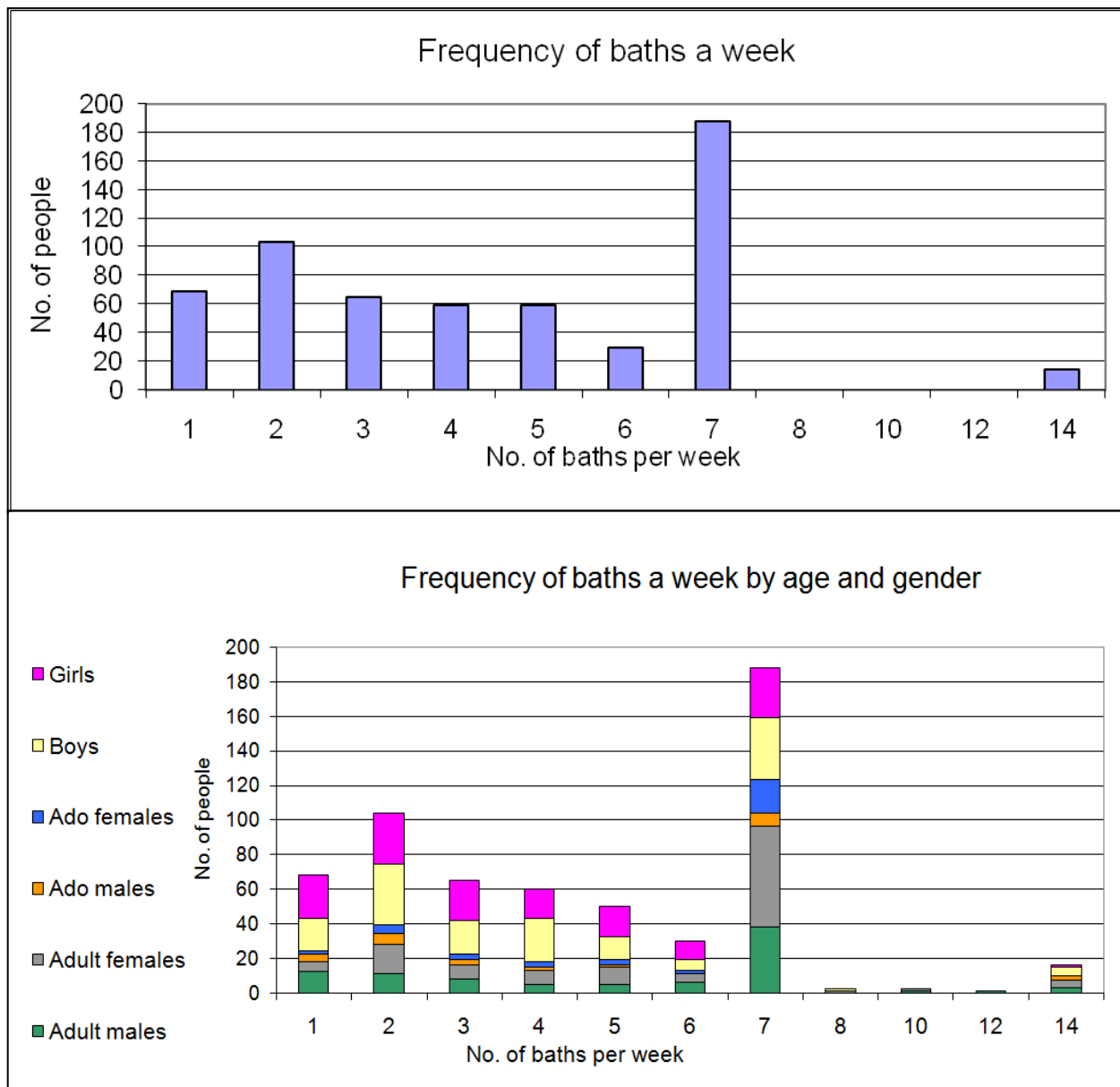


- Children are most likely to take a medium bath. 59% of boys and 62% of girls take a medium bath compared to 53% of all respondents.
- Just 14% of girls have a deep bath



How often people have baths

- This section analyses the data from 586 respondents who have baths only.¹
- 2,729 baths are taken by 586 people in our survey.
- This is an average of 4.7 baths per person a week².
- The range was from 1 to 14 baths a week. The majority (188) have 7 baths a week.
- On average 32% of respondents bath every day. By age, adults are most likely to have a daily bath. By age and gender adolescent girls are more likely than the rest to bath daily.



¹ Of the 597 people who only have baths 11 people did not provide information on how often they have a bath, therefore the graphs shows data of 586 respondents.

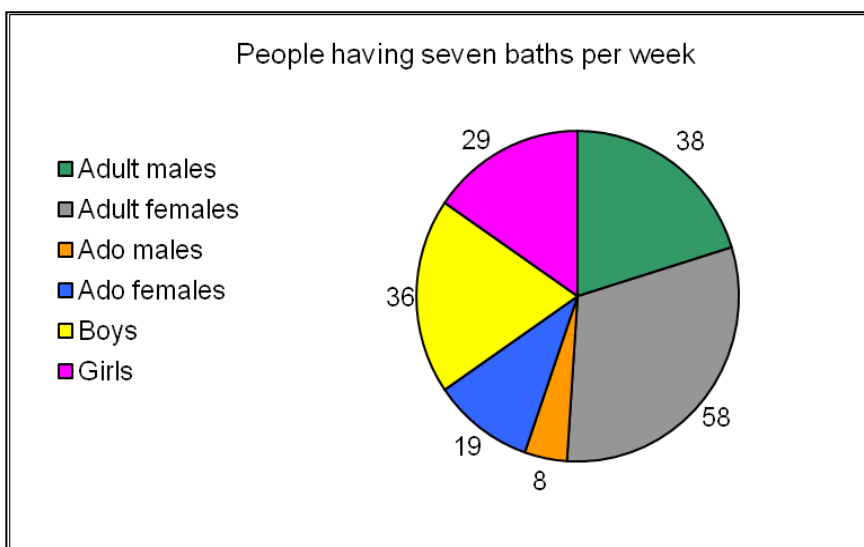
² When ech₂o analysed the frequency of bathing from people who took both baths and showers the frequency was 3 times a week. The Market Transformation Programme (2011) has a corresponding figure of 4.7 baths a week and the Energy Savings Trust (2013) a figure of 1.3 baths a week.

Bath Data Analysis

Number of people per grouping and frequency												
	1	2	3	4	5	6	7	8	10	12	14	Total
Adult males	12	11	8	5	5	6	38	0	1	1	3	90
Adult females	6	17	8	8	10	5	58	1	1	0	4	118
Ado males	4	6	3	2	1	0	8	0	0	0	3	27
Ado females	2	5	3	3	3	2	19	0	0	0	0	37
Boys	19	35	20	25	13	6	36	1	0	0	5	160
Girls	25	30	23	17	18	11	29	0	0	0	1	154
Total	68	104	65	60	50	30	188	2	2	1	16	

Percentage of people per grouping and frequency												
	1	2	3	4	5	6	7	8	10	12	14	
Adult males	13%	12%	9%	6%	6%	7%	42%	0%	1%	1%	3%	
Adult females	5%	14%	7%	7%	8%	4%	49%	1%	1%	0%	3%	
Ado males	15%	22%	11%	7%	4%	0%	30%	0%	0%	0%	11%	
Ado females	5%	14%	8%	8%	8%	5%	51%	0%	0%	0%	0%	
Boys	12%	22%	13%	16%	8%	4%	23%	1%	0%	0%	3%	
Girls	16%	19%	15%	11%	12%	7%	19%	0%	0%	0%	1%	
Total percentage of all baths	12%	18%	11%	10%	9%	5%	32%					3%

- The most common frequency in each group is to take a bath every day. 32% of all respondents take a bath every day.
- The frequency of children who have a bath daily is equal to children who bath twice a week.
- 21 people have more than one bath a day. Just over half (11) are adults.
- Most people who bath more than once a day do so twice a day, every day.
- Of all adolescent boys 11% have a bath twice a day compared to 3 or less percentage in the other groups.



- Of the people who have a daily bath just over half are adults.
- 56% of daily baths are taken by females.
- 34% of all females and 30% of all males have a daily bath.
- 51% of adolescent females (51%) have a daily bath. Children, both boys and girls, are least likely to have a daily bath.

Summary

Most common bath type

The majority of people have a medium bath (54%). More people have a deep bath (28%) than a shallow bath (14%). 5% of people have a bucket bath.

Most likely to have a medium bath

Children girls (62%) have medium baths the most.

Most likely to have a deep bath

Adolescent females (41%) are more likely to have deep baths in this survey.

Most likely to have a shallow baths

59% of people who take shallow baths are children. Girls (19%) have more shallow baths than boys (16%).

Most likely to have a bucket bath

The percentage of each group that take a bucket bath is similar. Adolescent girls (2%) have the least amount of bucket baths.

The average frequency people take a bath per week (baths only)

The most common occurrence of a bath is people who have a bath seven days a week. Almost a third of all respondents take a daily bath. 56% of daily baths are taken by females.

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