Press release

# Wasting water isn’t a big problem in Czech households

**Prague, 21 March 2017 – The issue of an insufficiency of potable water is highlighted each year on World Water Day, which takes place on March 22nd. This year was no exception. Joining the worldwide campaign this year was the JIKA brand, a leading Czech manufacturer of ceramic sanitaryware, bathroom equipment, and wall and floor tiles. For this occasion, the brand conducted a survey\* to examine water-conservation habits in Czech households. The survey results are positive: Czechs act wisely about water and do not waste it unnecessarily.**

Hospodaření s pitnou vodou nedělá Čechům podle aktuálního průzkumu značky JIKA žádný problém. Vodu využívají uvědoměle a s rozvahou.

((**do boxu:** Conserving water is not a problem for Czechs, according to a recent survey by the JIKA brand. They use water conscientiously and wisely.))

Personal hygiene and flushing account for 70% of daily water consumption in the household. Therefore, the JIKA brand’s survey focused on three daily activities in which inefficient water use often occurs: brushing teeth, showering and flushing toilets. *“We are quite pleasantly surprised and encouraged by the results of the survey. It seems that Czechs really are deliberate about their use of water; they don’t just let it run down the drain for no reason and try to use it effectively”*, says Ingrid Hubáček, marketing manager for the JIKA brand.

**I clean, you clean, we all clean**

Water is often wasted during such common activities as brushing your teeth. Some of us leave the water running during this entire process. For some it is soothing, while others don’t even think about it. Fortunately, this only applies to a minimum our Czech citizens. Almost 80% of Czechs turn off the water when brushing their teeth and turn it back on only to rinse their mouths. And this is true across age groups, irrespective of gender. The most conscientious in this respect are residents of the Liberec and Vysočina regions, where 95% of the citizens turn off the water, according to the survey.



Využití systému Dual flush je velmi jednoduché. Na splachovací nádržce je tlačítko ventilu dvojité, stlačením menší části vypouštíme 3 litry vody, stlačením větší části // Dual flush system usage is very simple. On cistern button is double valve, draining the pressing smaller parts 3 liters of water, mostly by compression 4,5 litrů.

((**do boxu:** Using the dual-flush system is very simple. On the toilet tank is a button with two parts: pressing the smaller one flushes with 3 litres of water, and the larger one uses 4.5 litres.))

**Flush, but try not to wake anyone up**

More than 80% of Czechs flush the toilet after each use, thus several times a day. The same percentage of citizens also give some thought to how much water is needed for a given flush. This decision is very easy with a dual-flush system, which is already in use in a majority of households. *“Careful water management is a very important area for us, one that we have focused on for a long time. With the dual-flush system, which is installed in all our toilets, complete flushing requires only 3 litres of water, or, respectively, 4.5 litres. This maximizes water savings and thereby is good for the environment”*, says Ingrid Hubáček. The frequency of flushing, however, changes at night. One-fifth of respondents said that at night they flush the toilet only after several uses. The main reason for this is that they do not want to wake up other members of the household.

**Lather up and rinse off**

A significant area of uncontrolled water waste water is in the shower. Here, Czechs are, unfortunately, not so conscientious. While half the Czech population uses the method of turning off the water to lather up and then turning it back on to rinse off, the other half lets the water run freely the entire time. And the majority of this second group are women (54% of respondents). *“With modern lever faucets, which you can easily and quickly set to the desired water temperature, a constant flow during a shower is totally unnecessary. It takes just one motion to turn the tap to the original setting to rinse off the soap”*, says Ingrid Hubáček. Although a gentle water massage may be pleasant after a hard day, the level of water consumption is too high.

It’s very good news that the Czechs have relatively good habits in terms of water usage. World Water Day is a reminder that we can still do much more for the planet.

**About the poll**

The poll was taken through the Ipsos Instant Research platform. The data collection was done online in March 2017. To the online questionnaire there were 525 respondents with a representative sample across age groups, regions, household size and education.