

INFORMATION REPORT

FACTS. EXPLAIN. INFORM.

WATER USAGE IN THE UK

KEY FACTS

150
LITRES

Average daily
water use per
person

9.1

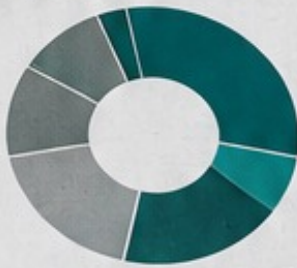
BILLION LITRES

Of water used
every day in
the UK

1/3

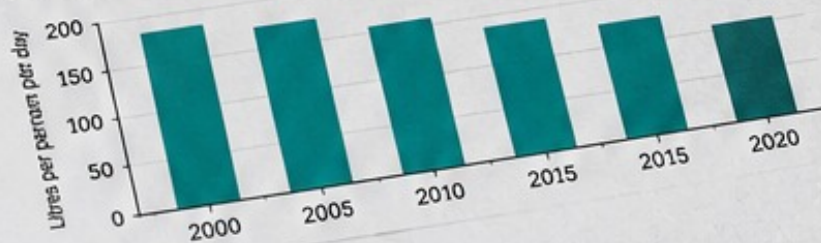
Of water is used
for showering
and bathing

WHERE DOES OUR WATER GO?



- 29% Showers & baths
- 20% Toilets
- 17% Washing machines
- 14% Taps
- 10% Dishwashers
- 10% Other

WATER USE OVER TIME



CONCLUSION

While progress has been made in reducing daily water use, continued changes in behaviour and technology are needed to protect this vital resource.

INFORM WITH
FACTS, NOT OPINIONS.

PURPOSE

INFORM

Present facts and explain
information clearly.

KEY FEATURES

HEADINGS

FACTS

STATISTICS

THIRD PERSON

PRESENT TENSE

TECHNICAL VOCABULARY

TENSES USED

PRESENT SIMPLE

PRESENT PASSIVE

DO

USE EVIDENCE

BE OBJECTIVE

USE CLEAR
HEADINGS

DON'T

GIVE OPINIONS

TELL STORIES

USE SLANG

LET THE FACTS
SPEAK.