

# expenditure survey

This expenditure survey illustrates how much you spend in your household each month and shows how much you will save with soft water in your home.

Find which type of household best describes you, then follow the examples down to see the total hard-water costs for household consumables, utility costs and depreciation of appliances. Below each of these sections you will see how much you save with a water softener installed in your home.

Ask your engineer to help you work through this survey, explain the benefits of soft water, then help you choose the right softener for your home.

We have shown a typical range of costs incurred by a range of homes - from a single person household to a household with four or more people.

- A** indicates usage for a single person household
- B** indicates two people aged under 50
- C** indicates two people aged over 50
- D** indicates usage for three people
- E** indicates usage four or more people

## 1 Household Consumables

The table below shows the monthly averages spent on common household consumables for different size families.

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Number Of Occupants & Age:	Single person	2 age under 50	2 age 50+	3 people	4 or more
Bars of Soap & Washing Up Liquid	£1.88	£2.37	£2.37	£3.76	£4.74
Shampoo & Conditioner	£3.91	£7.82	£5.87	£11.73	£15.64
Bubble bath & Shower Gel	£1.95	£1.95	£1.95	£2.93	£3.90
Hand cream & Body lotion	£1.76	£1.76	£1.76	£2.64	£3.52
Shaving cream & Razor blades	£4.00	£4.00	£4.00	£6.00	£8.00
Floor & Surface Cleaners	£0.70	£0.70	£0.70	£0.70	£1.40
Bathroom & Toilet cleaner	£0.80	£0.80	£0.80	£0.80	£0.80
Scouring Creams	£1.04	£1.04	£1.04	£1.04	£1.04
Car & Pet shampoo	£1.00	£1.00	£1.00	£1.00	£1.00
Washing powder & Fabric Conditioner	£3.99	£7.97	£7.97	£11.46	£15.94
Dishwasher salt	£1.50	£1.50	£1.50	£1.50	£2.25
Scale Removal	£1.87	£1.87	£1.87	£1.87	£1.87
Calgon	£1.75	£3.50	£3.50	£4.62	£7.00
<b>Total Hard Water Costs</b>	<b>£26.15</b>	<b>£36.28</b>	<b>£34.33</b>	<b>£50.05</b>	<b>£67.10</b>

Soft water lathers up beautifully with soaps, etc., so you'll only use half as much. Plus there's no need for scale removal agents. Look how much you save using softened water throughout your home.

<b>Savings with soft water</b>	<b>-£15.64</b>	<b>-£21.58</b>	<b>-£20.60</b>	<b>-£29.02</b>	<b>-£39.11</b>
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## 2 Utility Costs

This table shows average monthly gas usage and how much you save when there is no limescale build-up in your plumbing system.

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Number Of Occupants & Age:	Single person	2 age under 50	2 age 50+	3 people	4 or more
<b>Total monthly gas bill</b>	£18.00	£24.00	£24.00	£33.00	£41.00
<b>Savings with soft water</b>	-£5.40	-£7.20	-£7.20	-£9.90	-£12.30

## 3 Depreciation of Appliances

These are the average costs of your household appliances - showing monthly depreciation with and without limescale build-up.

	Replacement Value	using hard water		using soft water		<b>Savings with soft water</b>
		Expected Life	Depreciation per month	Expected Life	Depreciation per month	
Central Heating Boiler	£650	12yrs	£4.51	18yrs	£3.01	-£1.51
Hot Water Cylinder	£280	14yrs	£1.67	25yrs	£0.93	-£0.73
Electric Shower	£200	3.5yrs	£4.76	7yrs	£2.38	-£2.37
Washing Machine	£395	5yrs	£6.58	10yrs	£3.29	-£3.29
Electric Kettle	£30	3yrs	£0.83	8yrs	£0.31	-£0.52
Immersion Heater	£65	4.5yrs	£1.20	10yrs	£0.54	-£0.54
Pipework & Taps	£500	20yrs	£2.08	30yrs	£1.39	-£0.70
Bathroom Suite	£1,300	12yrs	£9.03	18yrs	£6.02	-£3.01
<b>Total depreciation and how much you could save</b>			£30.67		£17.88	<b>-£12.80</b>

## 4 Total Savings with Soft Water

So, look how much you actually save every month when living with the luxury of softened water...

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
Number Of Occupants & Age:	Single person	2 age under 50	2 age 50+	3 people	4 or more
Savings on Consumables	-£15.64	-£21.58	-£20.60	-£29.02	-£39.11
Savings on Utility Costs	-£5.40	-£7.20	-£7.20	-£9.90	-£12.30
Savings on Depreciation	-£12.80	-£12.80	-£12.80	-£12.80	-£12.80
<b>Monthly Soft Water Savings</b>	<b>-£33.84</b>	<b>-£41.58</b>	<b>-£43.30</b>	<b>-£54.12</b>	<b>-£51.91</b>

The hard facts are that it is cheaper to live with the luxury of soft water than without. Ask your dealer about the cost of buying or renting a water softener that's suitable for your family. The savings you make easily cover the cost of a luxury you'll never be without again.