

A warm water dog shower
just where you need one

Consumer Insights

July 2025

1. Market research

Between 24th July 2025 and 12th August 2025, 200 people completed a survey asking them to give their views on the proposed public warm water rinse station. Of the respondents, 84 were dog walkers, 110 were hikers/ramblers and 6 were cyclists. The respondents were carefully sampled to reflect national and regional demographics. Due to the small number of cyclists in the sample, the analysis in this report relates only to the **194 dog walkers and hikers/ramblers**.

Respondents were asked several questions specifically related to the activity they had selected, and then a set of questions asking them to give their views on a proposed solution to cleaning up after the activity. The only pre-briefing statement was as follows:

“We want to understand how you currently clean up after a muddy activity”

Detailed charts are available in the Appendix 1. A summary of the research is outlined below:

1.1. Overall feedback

The simple survey was designed to elicit opinions on a product/service that does not yet exist. But with very little description of the what the rinse station is, nearly 9 out of 10 respondents said they are likely to consider using it, with a similar number understanding how it would work. When asked an open question about pricing, responses suggest a price range of £2-£3 for a single use, which aligns to the ambition to be less than the price of an average cup of coffee (approx £3.50)

1.2. Usage

86% of both dog walkers and hikers/ramblers said they would consider using a public warm water rinse station to clean up after getting muddy through partaking of their respective activities.

1.3. Sentiment

75% of respondents liked the proposed solution; **88%** could see how or why they would use the rinse station; **70%** of hikers/ramblers and **78%** of dog walkers could see how the solution was relevant to them; and **86%** of all respondents could understand how the rinse station would work.

1.4. Location

When asked about a preferred location, 30% of all responses showed a preference for park entrances, 20% preferred near dog walking trails, 19% in green space car parks and 12% in managed grounds/estates (e.g. National Trust)

1.5. Pricing

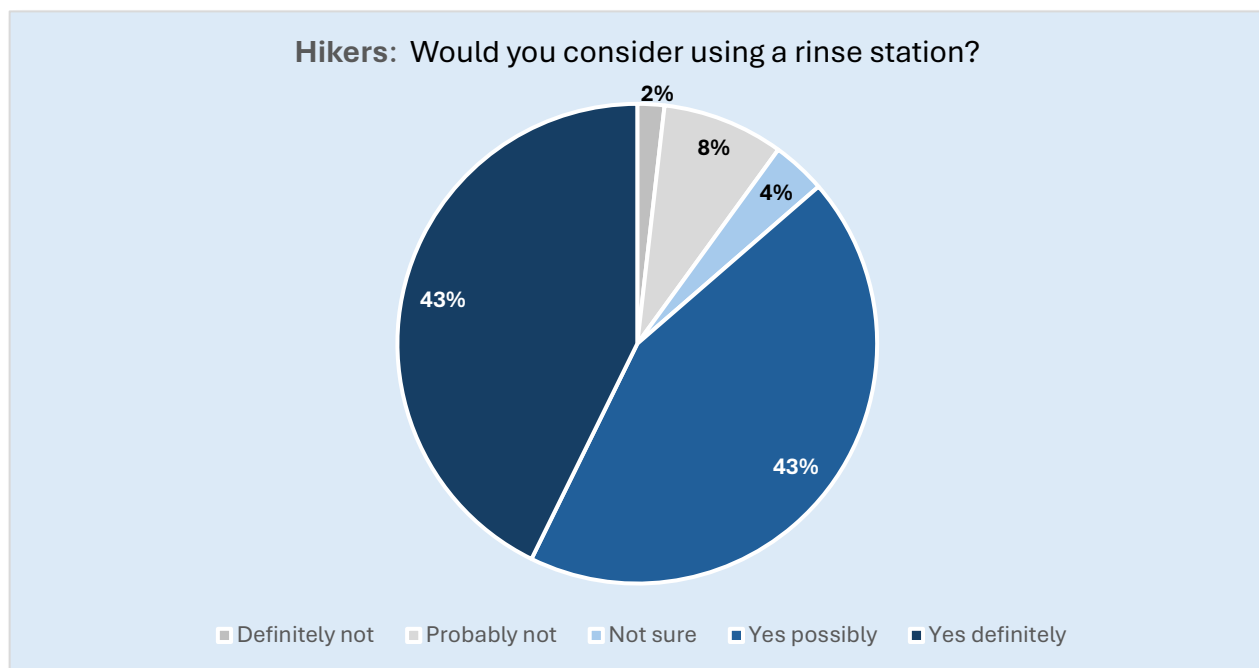
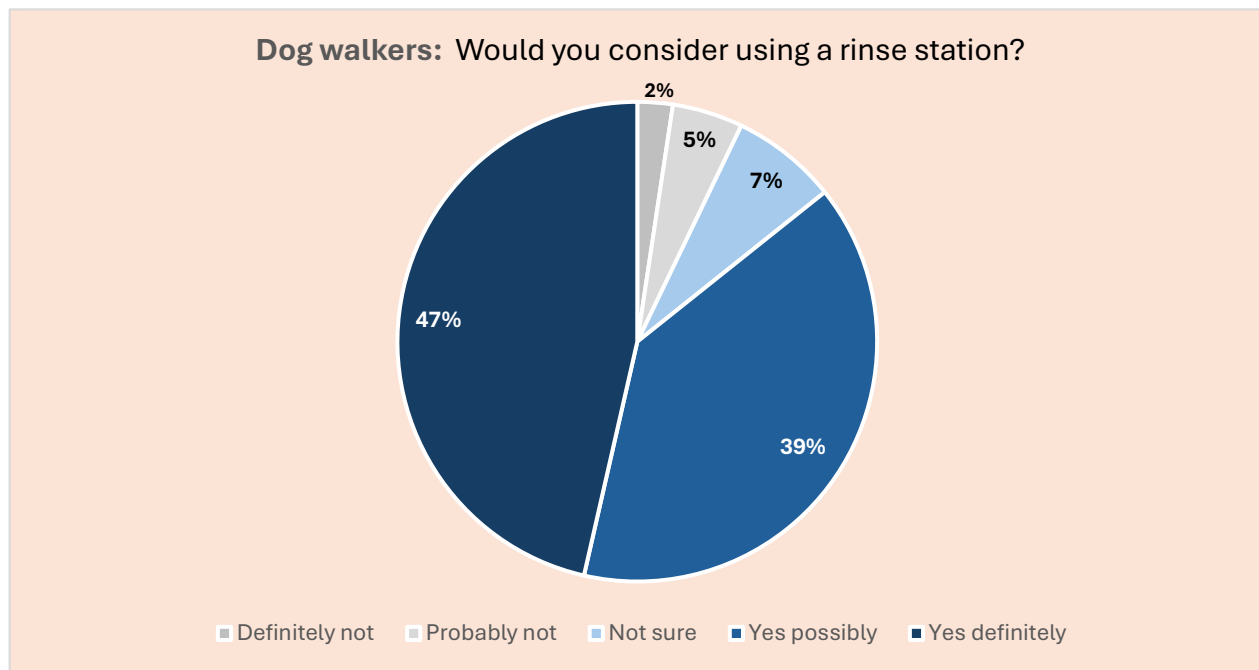
Using the Van Westendorp model of “Too cheap”, “Bargain”, “Expensive” and “Too Expensive”, respondents gave a broad spread of responses with a median of between **£2.50** as a bargain price, and £5.00 as being expensive.

2. Appendix – Detailed market research analysis

Detailed analysis of the market research summarised in section 5 is provided below:

2.1. Usage

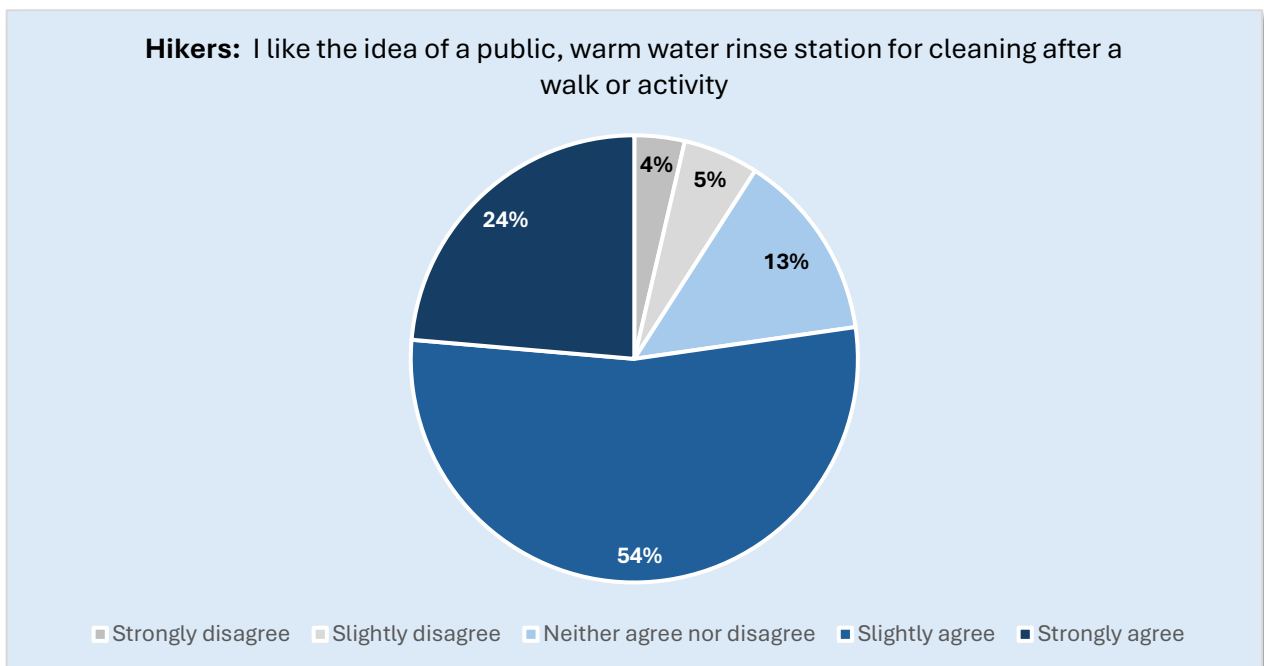
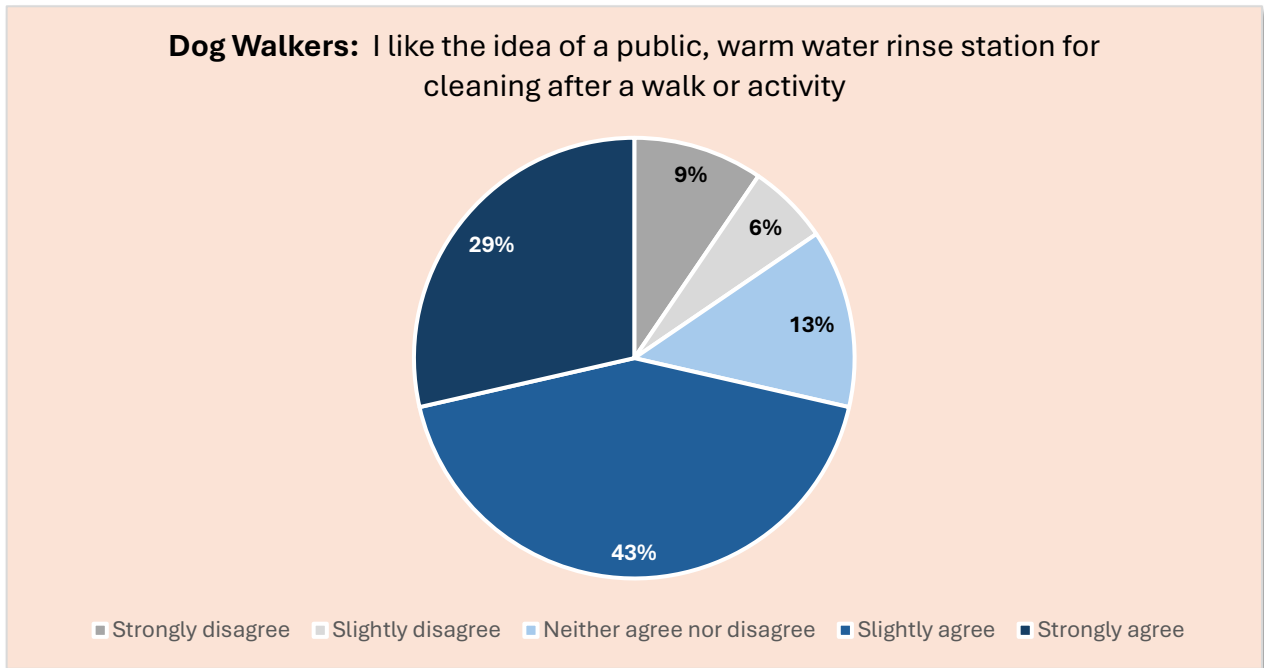
Respondents were asked: ***If there were a public, warm water rinse station for cleaning after your walk or activity, would you consider using it?***



2.2. Sentiment

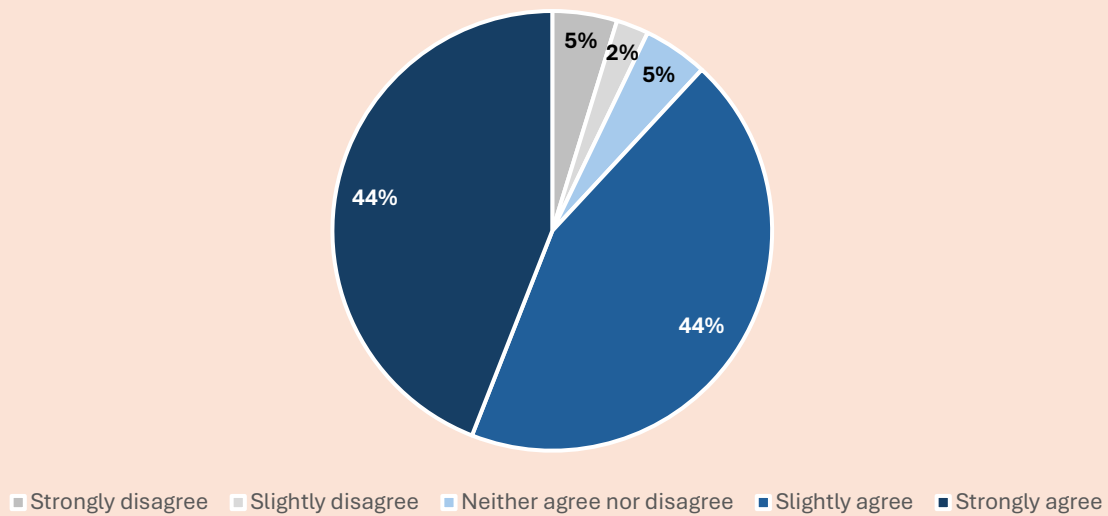
Respondents were asked a series of questions relating to how they felt (agree/disagree) about the proposed public rinse station.

2.2.1. Like it:

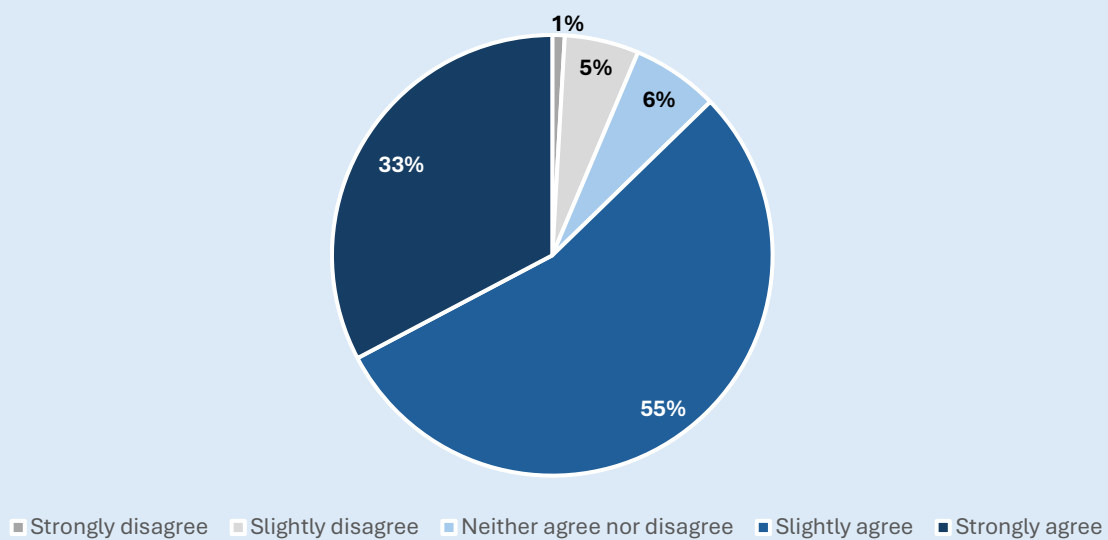


2.2.2. How or why it would be used:

Dog Walkers: I can see how or why I would use a public, warm water rinse station for cleaning after a walk or activity

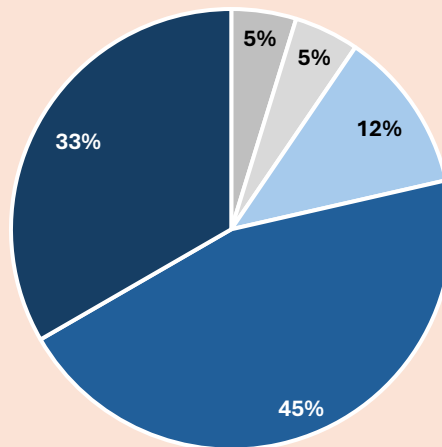


Hikers: I can see how or why I would use a public, warm water rinse station for cleaning after a walk or activity



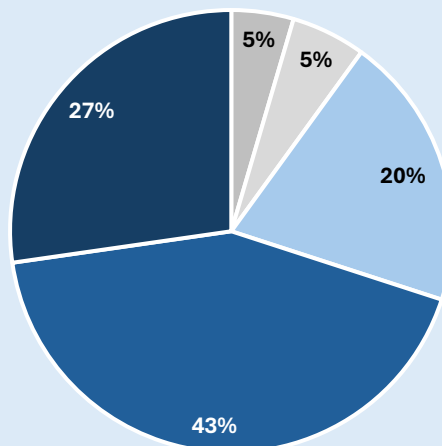
2.2.3. Relevance to the consumer:

Dog walkers: A public, warm water rinse station for cleaning after your walk or activity seems relevant to me



Strongly disagree Slightly disagree Neither agree nor disagree Slightly agree Strongly agree

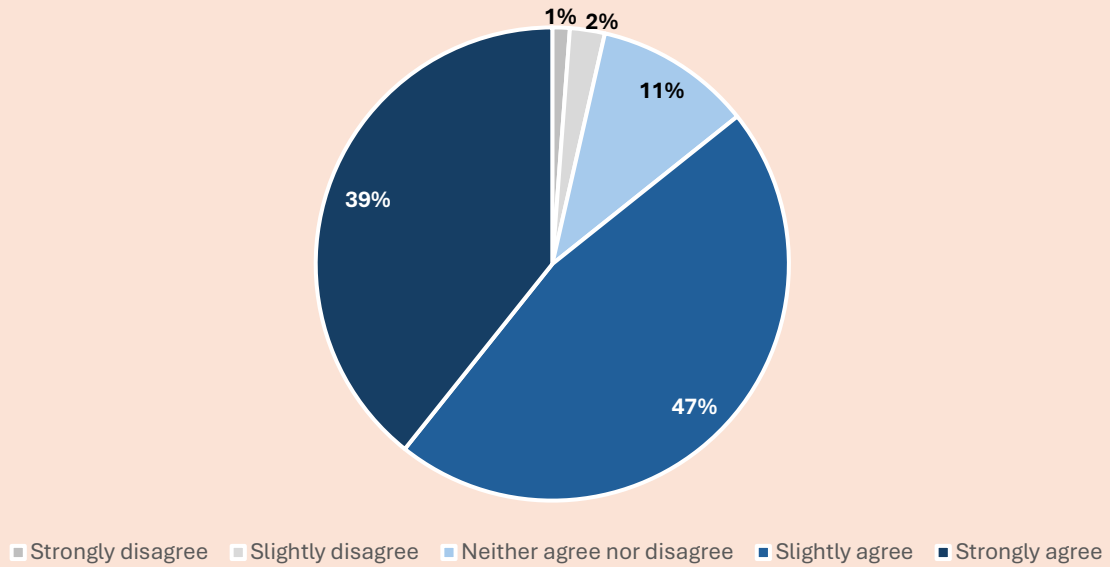
Hikers: A public, warm water rinse station for cleaning after your walk or activity seems relevant to me



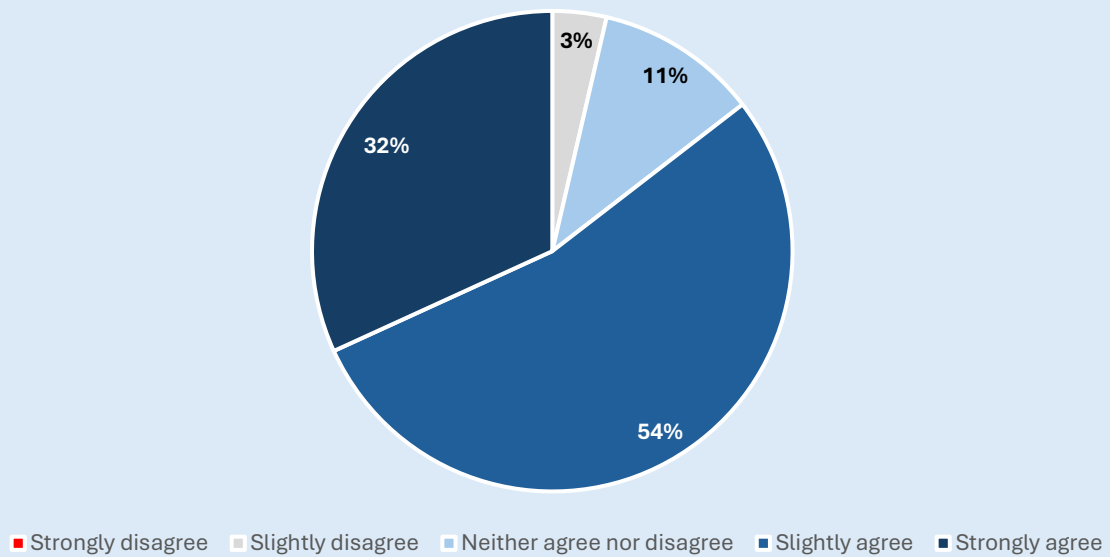
Strongly disagree Slightly disagree Neither agree nor disagree Slightly agree Strongly agree

2.2.4. Understand how it would work:

Dog Walkers: I understand how a public, warm water rinse station works

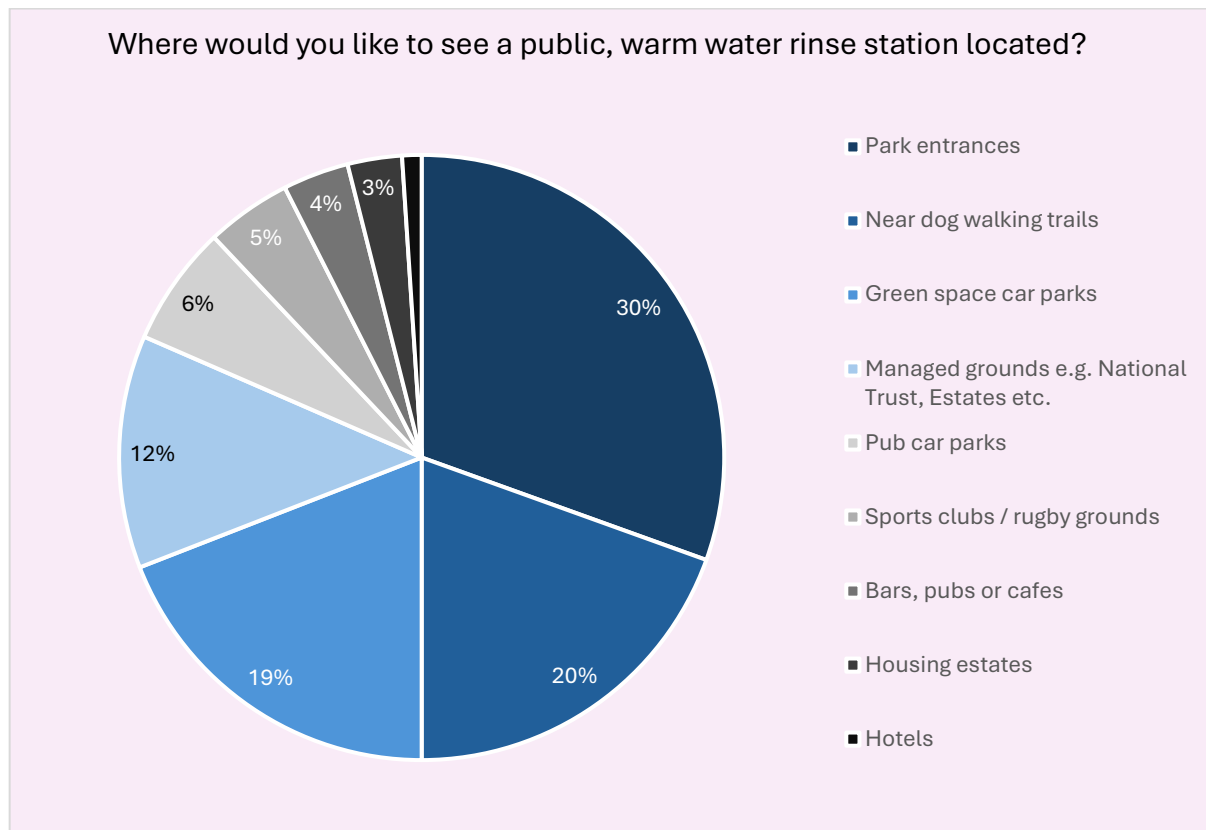


Hikers: I understand how a public, warm water rinse station works



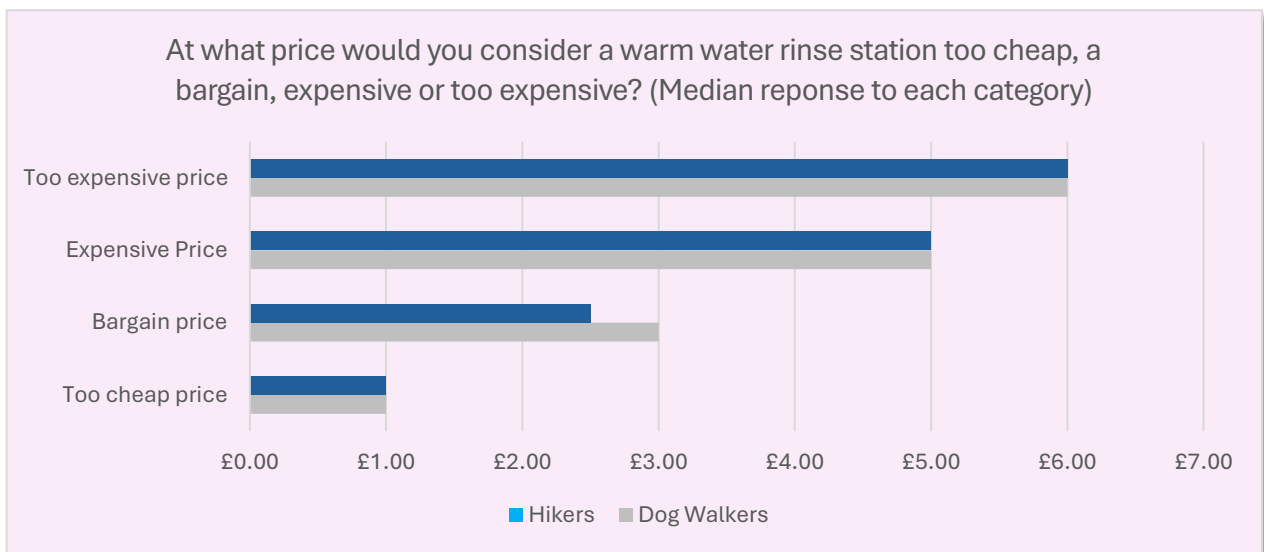
2.3. Location

Respondents were then asked about where they would like to see a public warm water rinse station located. They were able to select multiple answers in the survey question:



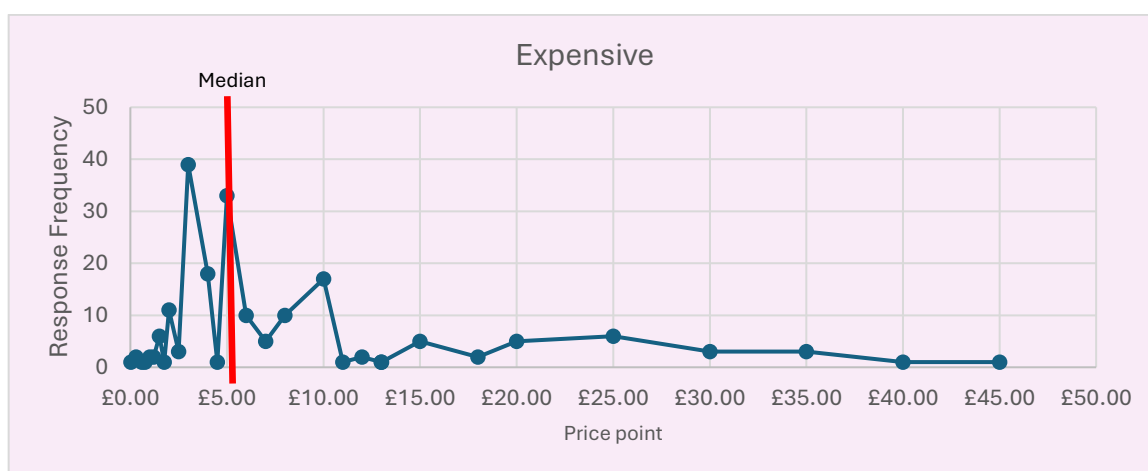
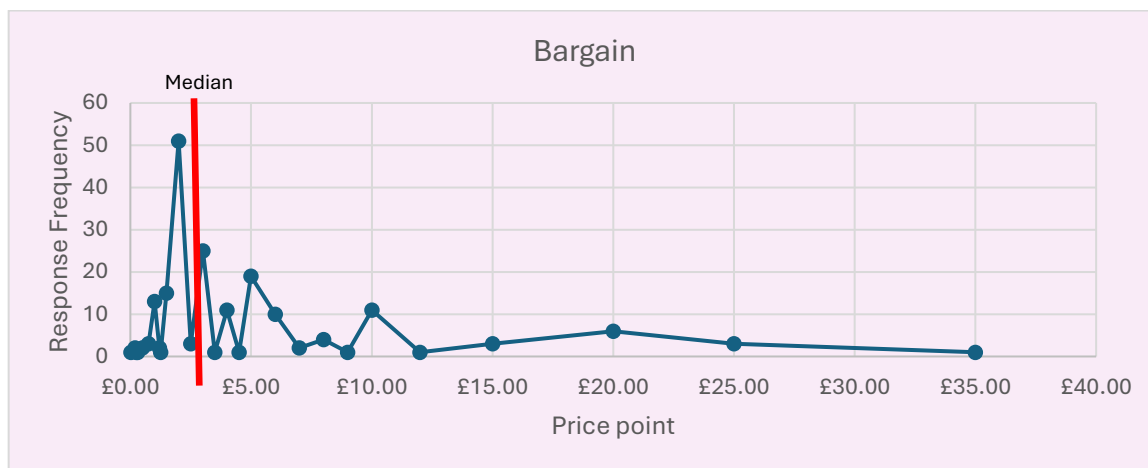
2.4. Pricing

Respondents were then asked a series of questions around the potential cost of using the public warm water rinse station using the Van Westendorp model of “Too cheap”, “Bargain”, “Expensive” and “Too Expensive”. Whilst some responses suggested the service should be free, others suggested the people would be willing to pay a significant amount to use the rinse station. This may be because some thought it simply provide cold running water and others may have thought it was a fully fledged cleaning/grooming station (which it is not!). The median responses to each question are shown in the chart below:



The full spread of responses to each question is shown in the following charts:





Research was carried out in July/August 2025 by [Strat 7](#) sampling 200 respondents in line with national representative quotas.