

*New urban lifestyles and welfare: water
consumption in the suburbs of Barcelona*

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Introduction

- ” Changing lifestyles and changing urbanism
 - . Welfare
 - . Social preferences

- ” Gardens and swimming pools, new geographies of consumption
 - . new spaces are being created for and by consumers
 - . consumption is involved in creating personal, political and place identities.

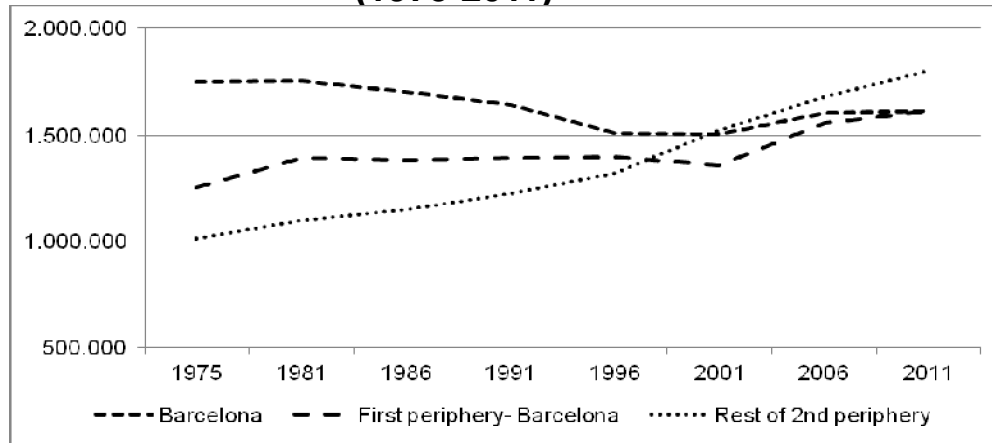
- ” Water related consumption patterns
 - . Connotations of power
 - . Social expression

Suburban dream



Urban change in the Barcelona Region

**Population in the Metropolitan Region of Barcelona
(1975-2011)**



Source: Dades ambientals AMB and Idescat

Typical new urban development in the RMB

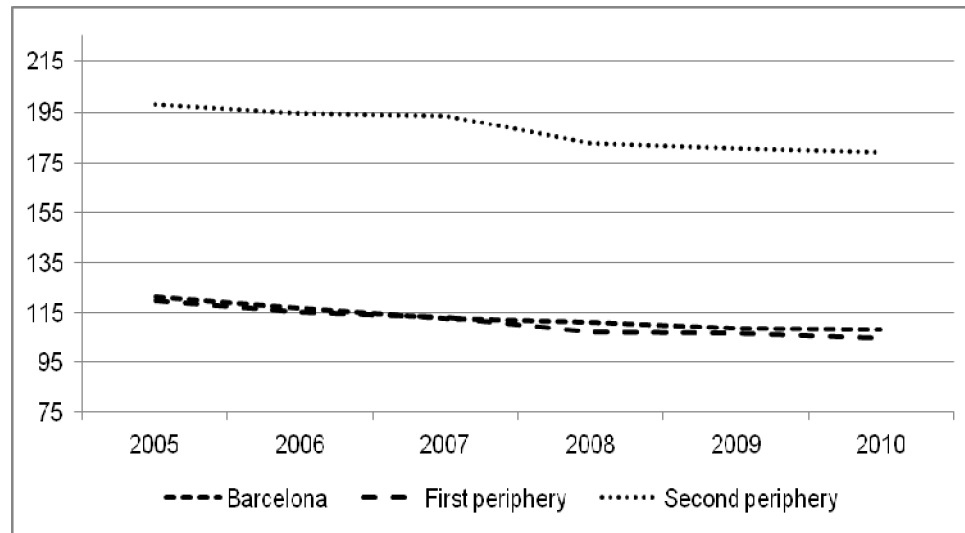


Driving forces (demographic, economic and cultural):

- Higher demand for housing due to longer life expectancies, weight of the boom+ generation and decrease in the household size
- Higher housing prices in the centre.
- Greater amount of land ready for development in the periphery
- Social preference for single-family housing in the periphery (easy access to open spaces, cleaner air, etc)

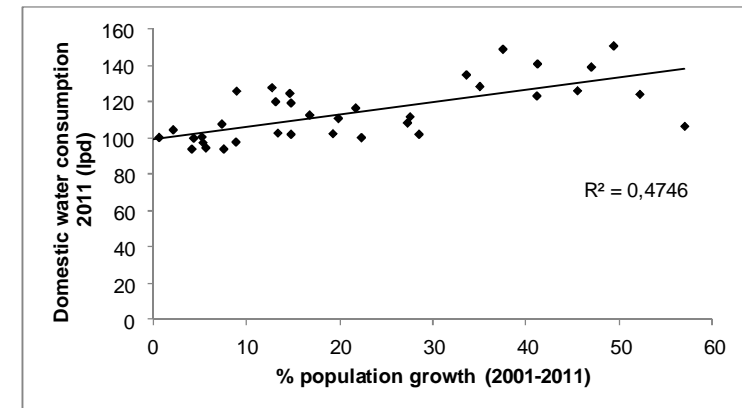
New water consumption patterns

Domestic water consumption per capita in the Metropolitan Region of Barcelona (2005-2010)



Source: Elaboration from Idescat and Dades Ambientals AMB.

Relationship between percent of population change (2001-2011) and domestic water consumption (2011).



Low density urban form (with important presence of gardens and swimming pools) contribute to the higher water consumption observed in households of the second periphery . **Spatial differentiation**

Factors conditioning domestic water use:

- Household size
- Housing size
- Metering

- Water price
- Environmental awareness
- Climate

New water consumption patterns

Average volumes of household consumption (lpd) and water for gardening (l/m² × week) according to income class

		Summer	Annual average
Household consumption (lpd)	Low income group	248	215
	High income group	459	322
Water for gardening (l/m ² ×week)	Low income group	18,6±11,3	7,3±4,6
	High income group	30,7± 9,2	12,1±4,7

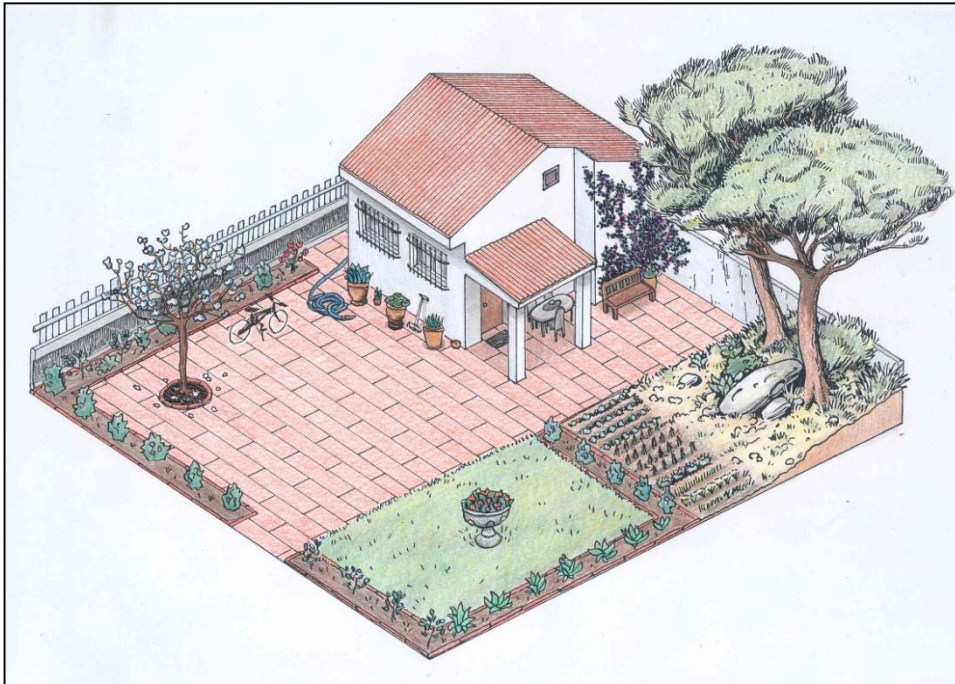
Increasing outdoor water use is related to **social preferences** for gardens with grass and other highly consuming species to the detriment of autochthonous Mediterranean species less appealing aesthetically but more adapted to climate .

Social differentiation

Positional goods

New water consumption patterns

Garden type of low income class:
Mediterranean garden



Garden type of high income class:
Atlantic garden



Private garden irrigation

Irrigation adequacy: perception

Low income group:

55% complained that they not irrigate according water needs because of:

- High water cost

High income group

25% complained that they not irrigate according water needs because of:

- Lack of time
- Environmental awareness

Irrigation adequacy: results

Gardens in the Barcelona Region present certain irrigation deficit, specially in the summer months:

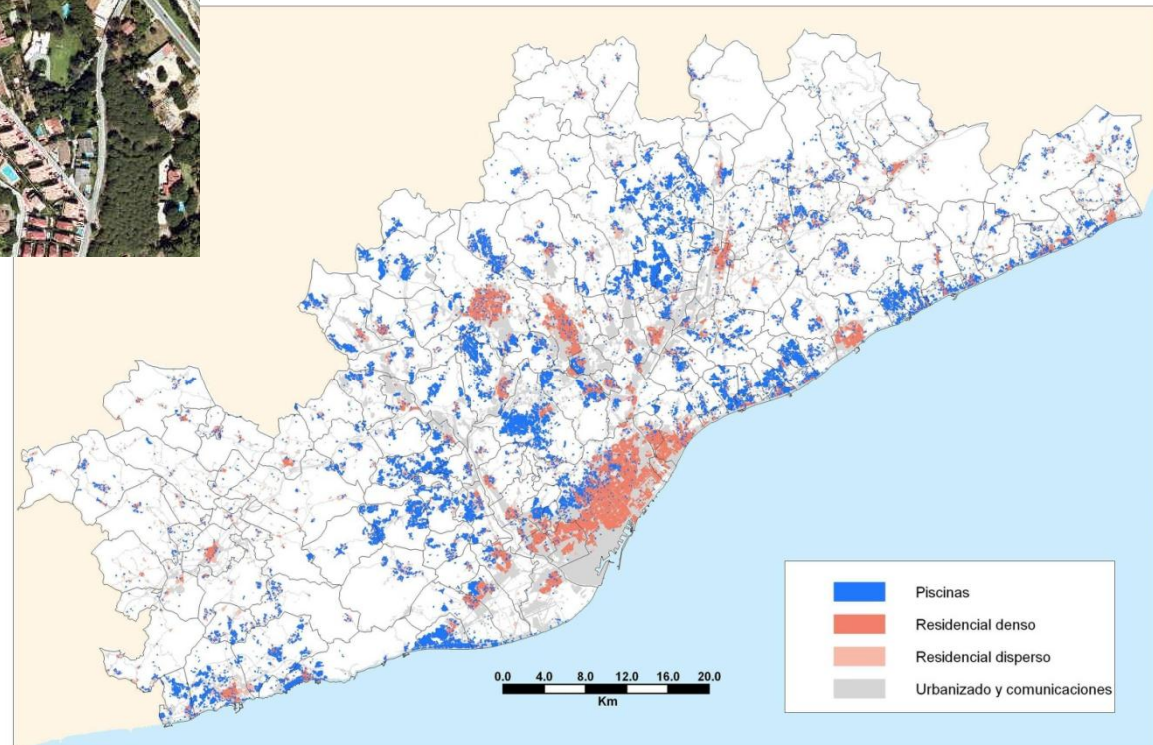
- Low income group:43%
- High income group: 23%

New water consumption patterns



Sant Andreu de Llavaneres
Maresme

The total amount of water for watering the gardens is around 40 Hm³/year, and for maintaining the swimming pools, 3 Hm³/year, of the 375 Hm³/year of domestic consumption.



Suburban model



cambia de ritmo

Ven a vivir a Cànoves,
a 25 minutos de Barcelona.
Disfrutarás del aire puro, la hierba
el silencio, los bosques... y sin
perder las ventajas de la ciudad.

casas plurifamiliares
3 y 4 dormitorios
parcelas desde 350m²
garaje
sistema de seguridad



Comparte tu éxito

Toda una casa a tu alcance

Torres con jardín en el ensanche del casco urbano de **Roda de Barà** (piscina opcional).
Excelente comunicación: tren y autobús cerca.

Superficie casa 140-160 m²
Terreno 400-600 m²

3 habitaciones + 1 Suite con solárium y gran baño privado sectorizado con bañera hidromasaje y ducha independiente, Comedor con chimenea hogar, amplia Cocina con dñette, 2º Baño completo también sectorizado, Bodega, Sala de máquinas, espacioso Garaje para 2 coches.

306.000 €*
Porque el reconocimiento de los tuyos importa.

Porque el reconocimiento de los tuyos importa

Suburban model

Do you have a dream?
¿TIENES UN SUEÑO?

In swimming pools S&S we make it real...
EN PISCINAS S&S POOLS LO HACEMOS REALIDAD...

EN 7 DÍAS
MULTITUD DE FORMAS, TAMAÑOS Y ACABADOS
Desde 6.900€ (IVA incluido)

te ofrecemos la mayor garantía del mercado: 50 años



Pida su catálogo gratuito sin compromiso

NUEVO PANEL PROTECT

(*) Garantía de 50 años en estructura. Gracias a nuestro nuevo departamento de Servicio de Asistencia Técnica (S.A.T.), podemos atender todas sus necesidades técnicas en menos de 24h.



Your own swimming pool?



Why not?
SU PROPIA PISCINA...

¿Y POR QUÉ NO? Piscina 7x3,5 m., sólo
EN SÓLO 7 DÍAS 9.275€
PUEDEN TENER LA SUYA IVA incluido*

Con todas las ventajas S&S POOLS:

- Servicio Técnico Permanente, que atiende cualquier necesidad técnica en menos de 48 horas y que disponemos de personal en su zona.
- Personalización de piscina, todas las formas, los más variados fondos y diferentes acabados para crear una piscina única a su medida.
- Filtración con clorador salino, que evita el uso de productos químicos para depurar el agua y reduce los costes de mantenimiento al mínimo.

They are asking for it...
SE LA ESTÁN PIDIENDO

This summer don't leave them without



NO LES DEJE ESTE VERANO SIN PISCINA.
EN SÓLO 7 DÍAS
PUEDEN TENER LA SUYA

Piscina 7x3,5 m., sólo
9.275€
IVA incluido*

Conclusions

- “ Single or detached housing with gardens and swimming pools are fashionable commodities that have arrived to growing segments of the population in the MRB.
- “ Influenced by structural, geographical, social and cultural factors (real market evolution, suburban model, housing preferences)
- “ Gardens and swimming pools are positional goods
- “ Gardens become a product of sociophysical processes with important connotations of power.
- “ Contradictions of these development