

Perspectives on America's Water: Spotlight on Arizona

Clean drinking water is extremely important to Arizona residents. They prioritize water conservation efforts and expect businesses in the U.S. to do the same.

85% vs. 80%

In a recent study, **85%** of Arizona residents said that **drinking enough water is very important** to their overall health

77%

Getting enough rest



85%

Drinking enough water



62%

Maintaining healthy diet



Arizona residents are more likely than the average American consumer to think about their water usage and conserve on a regular basis. One-quarter of residents say they don't know enough ways to conserve.

■ Arizona
■ Nationally



58% vs. 55%

Think about their water usage on a **daily basis**



67% vs. 58%

Reduce water usage to help protect the environment



52% vs. 46%

Say they are **actively trying to conserve water** in their daily household activities



50% vs. 40%

Believe **Consumers** should play a role in promoting water-related innovations



23% vs. 28%

Say they **don't know** enough ways to conserve water in their daily household activities

Arizona residents believe businesses use too much water, and that they should expand their efforts to both conserve and educate.



57% vs. 53%

Think businesses in the U.S. use **too much water**



82% vs. 80%

Think businesses in the U.S. should **follow a standard for water conservation**



69% vs. 67%

Think businesses in the U.S. should **educate community members on water usage and conservation**

Most Impactful Approach to Addressing Water Access Issues

