

Perspectives on America's Water: Spotlight on California

Water conservation is a high priority for Californians. Residents think businesses need to do more and are open to working with them in their conservation efforts.

80% / 80%

In a recent study, **80%** of California residents said that **drinking enough water is very important** to their overall health

74%

Getting enough rest



80%

Drinking enough water



68%

Maintaining healthy diet



California
Nationally

The vast majority of Californians know that water conservation is essential, and they are more likely than the rest of the country to actively try to conserve water in their daily lives. Yet, a full quarter say they don't know enough ways to conserve.



61% vs. 55%

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



70% vs. 58%

Reduce water usage to help protect the environment



54% vs. 46%

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



40% / 40%

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



25% vs. 28%

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

California residents expect more from businesses – they want businesses to not only reduce their water usage, but also work with the community on water conservation efforts.



66% vs. 53%

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



88% vs. 80%

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



74% 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

