

Perspectives on America's Water: Spotlight on Maine

Maine residents believe clean drinking water is very important and do their part to conserve. They think that consumers and businesses alike should contribute to conservation efforts in the U.S.

77% vs. 80%

In a recent study, **77%** of Maine residents said that **drinking enough water is very important** to their overall health

73%

Getting enough rest



77%

Drinking enough water



64%

Maintaining healthy diet



Maine residents are taking steps in their daily lives to actively conserve water, yet a full quarter say they do not know enough ways to conserve water in their daily activities.

■ Maine
■ Nationally



55% / 55%

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



55% vs. 58%

Reduce **water usage** to help protect the environment



46% / 46%

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



47% vs. 40%

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



26% vs. 28%

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

Maine looks to businesses to ensure proper water conservation practices and follow conservation standards.



59% vs. 53%

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



81% vs. 80%

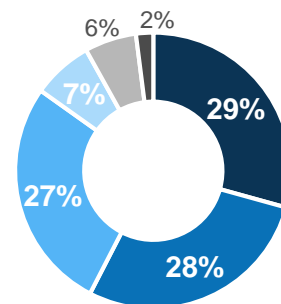
Think businesses in the U.S. should **follow a standard for water conservation**



58% vs. 62%

Think businesses in the U.S. should **donate time to water conservation efforts**

Most Impactful Approach to Addressing Water Access Issues



- Conservation
- Innovation
- Infrastructure
- Alternative sources
- None of the above
- Other