

# Perspectives on America's Water: Spotlight on Michigan

Michigan residents prioritize clean drinking water and look to businesses to work with the community to help conserve. Michigan residents emphasize the importance of improving infrastructure to help expand water access.

**78% vs. 80%**

In a recent study, **78%** of Michigan residents said that **drinking enough water is very important** to their overall health



**78%**

Drinking enough water

**67%**

Getting enough rest



**59%**

Maintaining healthy diet



Similar to the consumers nationally, a substantial portion of Michigan residents make a conscious effort to help conserve water in their daily lives. Yet, almost one-third say they don't know enough ways to conserve.

Michigan  
Nationally



**52% vs. 55%**

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



**57% vs. 58%**

Reduce water usage to help protect the environment



**43% vs. 46%**

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



**41% vs. 40%**

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



**28% vs. 28%**

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

Michigan residents are especially likely to believe businesses should manage their water usage better. And, in terms of approaches to water access issues, they believe infrastructure is the most critical.



**64% vs. 53%**

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



**85% vs. 80%**

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



**68% vs. 70%**

Think businesses in the U.S. should **work with community groups on water-related initiatives**

## Most Impactful Approach to Addressing Water Access Issues

