

Perspectives on America's Water: Spotlight on Pennsylvania

Pennsylvania residents make substantial efforts to conserve, and believe their role as consumers is an important one. They also look to businesses to work with community members to promote water conservation.

75% vs. 80%

In a recent study, **75%** of Pennsylvania residents said that **drinking enough water is very important** to their overall health

69%

Getting enough rest



75%

Drinking enough water



60%

Visiting your doctors regularly



The majority of Pennsylvanians are conscious of their water usage and try to conserve regularly – largely aligning with Consumers nationally. However, a full quarter of residents say they do not know enough ways to conserve water.

■ Pennsylvania
■ Nationally



50% vs. 55%

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



54% 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



44% 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

Though they are less likely to think businesses in the U.S. use too much water, they think that businesses should prioritize educating and working with communities on water-related initiatives.



44% vs. 53%

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



67% vs. 62%

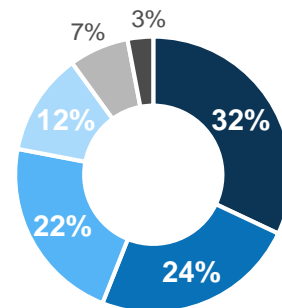
Say businesses should prioritize **donating time to water conservation efforts**



71% 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



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