

H₂O h?

AMERICANS' ATTITUDES AND BEHAVIORS TOWARDS WATER CONSUMPTION

When it comes to water usage, Americans set out on saving our most precious resource. Yet, most Americans are using more water than they realize.

MAKING EVERY DROP COUNT —OR ARE WE?

As a result of the drought across the nation, 56% of respondents said they were more water conscious.

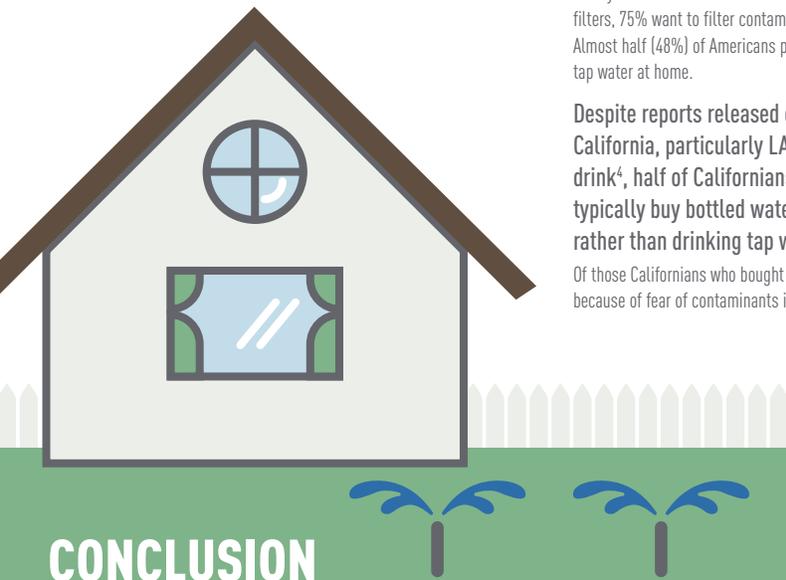
Those in California, who were especially affected by the drought, were also hyperconscious: 81% of Californians said the drought they experienced changed their behavior towards water conservation.

More than half of Californians (58%) think about water conservation at least daily.

A majority of them (84%) turn off the water then they brush their teeth, however, only 57% of respondents do it to conserve water.

More than three quarters (87%) of Americans considered themselves to be thoughtful about water consumption.

Yet, 42% of Americans don't understand how their water bill is calculated. Additionally, 43% don't know how much they spend on water each month.



CONCLUSION

Most Americans recognize how important water conservation is, and desire to do their part. The lack of knowledge and available facts are primary obstacles that enable continual water offenses to occur. Through a concerted effort, genuine change will occur.

Seek out products that manage water consumption and remove the guesswork to be more water-conscious. That will bring the greatest change to help save our most precious resource.

At its driest point in September 2012, 20% of the country experienced what is classified as *extreme* drought conditions.¹ According to the National Drought Mitigation Center, just a year ago, a little over 42% of Californians were still experiencing these *extreme* drought conditions.

Today, California is finally out of that drought, with only about 22% of the state in *abnormally dry* conditions.²

With the drought finally subsiding, Orbit was interested in seeing if experiencing a drought had changed Americans' attitudes and perceptions towards water usage. Orbit conducted a survey of 1,000 Americans to see their attitudes and behaviors as it relates to water conservation.

The bottom line: Americans have their heart in the right place when it comes to using and saving water, but still need to be better informed of the facts behind their water usage.

NEIGHBORHOOD WATCH ON WATER OFFENDERS

A majority of Americans (59%) notice when others are watering in the rain, and 64% of them get angry when they see it happen. The top offenders?

Large spaces, like public spaces, commercial buildings and government facilities made up more than half (61%) of offenders. Neighbors came in second at 33%.

Californians are even more vigilant of water offenders, with 66% of them noticing when others water in the rain.

Yet, almost all (97%) of Americans surveyed said they stop watering when it rains.

WATCHING WHAT WE DRINK

Almost three quarters (70%) of Americans are concerned about what is in their drinking water.

Nearly 60% of Americans own a water filter. Of those who own water filters, 75% want to filter contaminants, while 15% prefer the taste. Almost half (48%) of Americans prefer to buy bottled water over using tap water at home.

Despite reports released dispelling myths about California, particularly LA's tap water being unfit to drink⁴, half of Californians surveyed also said they typically buy bottled water for home drinking usage, rather than drinking tap water.

Of those Californians who bought bottled water, 43% said they did so because of fear of contaminants in tap water.

HOW MUCH WATER ARE WE REALLY USING?

Despite concerns on wasting water, only 7% of Americans surveyed own a smart sprinkler timer. 38% don't see the need for a smart sprinkler.

Only 68% of Americans flush the toilet after every use.

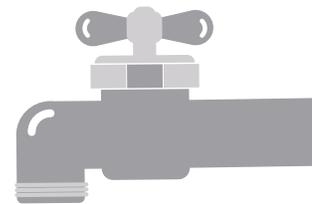
Almost 50% of Americans average a shower time between 6 to 10 minutes.

Nearly 70% of Americans claim they know how long they should water their lawn. However, according to this report Americans drastically underestimate how much water they use each time they water with 77% believe that they use anywhere between 1 to 250 gallons of water per quarter acre.

To water a quarter acre lawn takes about 1400 gallons of water on average.³ Nearly 30% of Americans don't know how long to water their lawn for.

While Americans are concerned about water usage, almost half of Americans (44%) believe the government shouldn't place limits on residential water usage.

However, 22% feel government should be involved in regulating residential water usage during times of drought.



ABOUT THE RESEARCH

The late summer of 2017 study collected responses via an online survey from 1,005 individuals. Respondents are over the age of 18, and located in the U.S. with 491 located in California. This research was generated by Orbit in partnership with Qualtrics.

ABOUT ORBIT

Orbit is enabling conservation through innovation. The company's mission is to bring smart yard technology to homeowners, landowners and farmers across the globe. Orbit spans five continents and 40 countries, and for decades has been the worldwide leader in manufacturing and supplying innovative water conservation products. For more information, visit www.orbitonline.com.

1. <http://thehill.com/homenews/state-watch/333113-us-drought-levels-fall-to-lowest-point-in-years>
2. <http://droughtmonitor.unl.edu/Home/StateDroughtMonitor.aspx?CA>
3. <http://www.procarelandscape.com/2014/07/how-much-water-does-a-lawn-need-to-grow-and-thrive/>
4. <http://www.scrp.org/programs/take-two/2017/04/14/56183/new-report-washes-away-uncertainty-surrounding-la/>