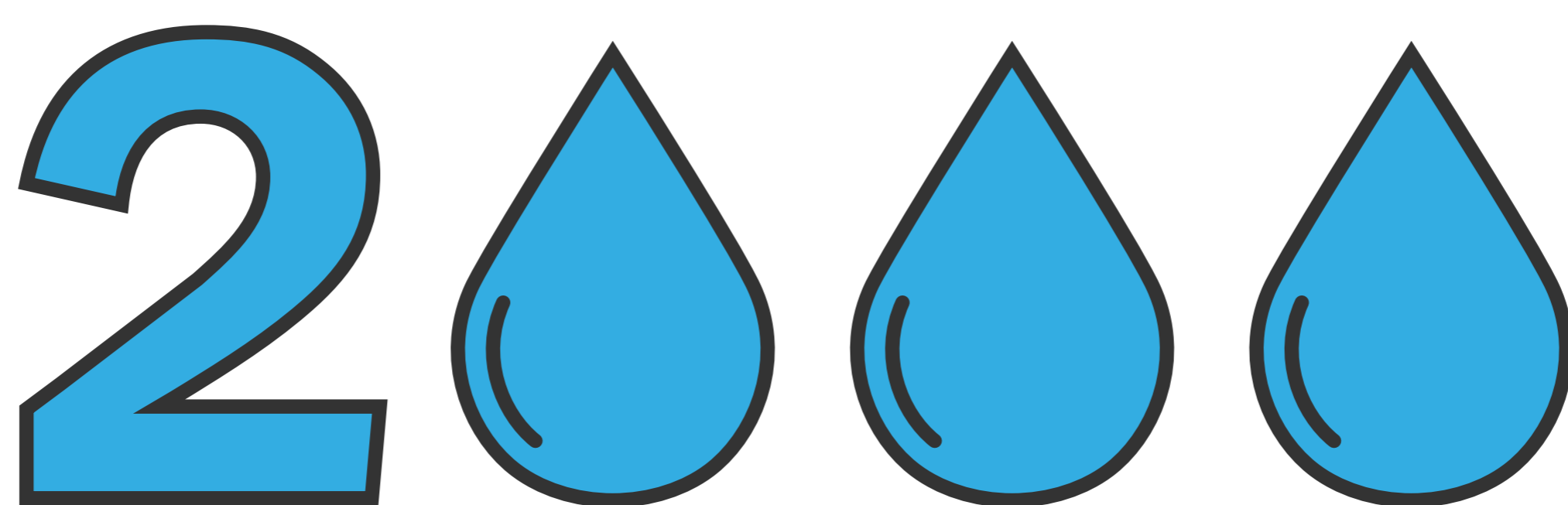


# CAN YOU IMAGINE HOW MUCH WATER AMERICANS USE IN A DAY?

On average, each American uses over

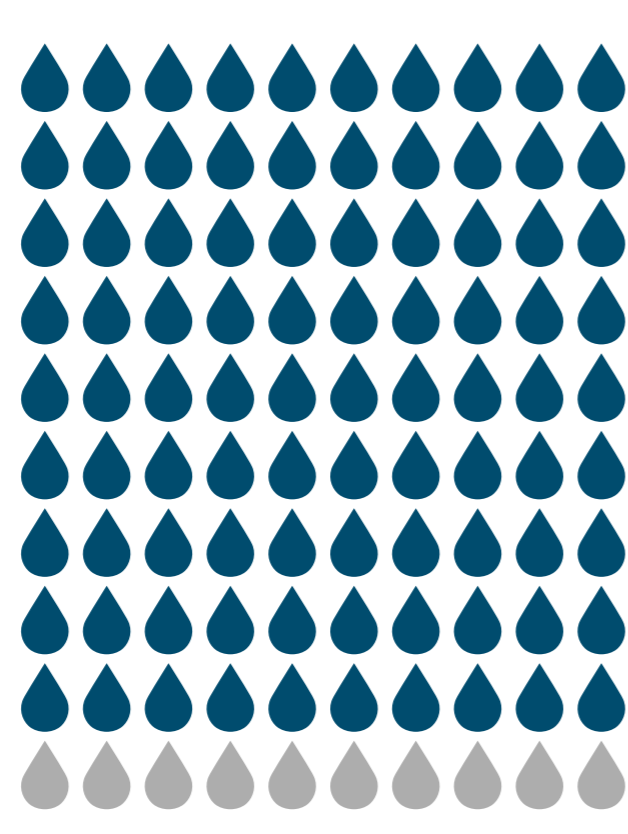


**gallons of water each day\***

This includes our direct usage, such as drinking water and cooking with water, as well as our indirect water usage, such as how much water it takes to produce items we use every day.

\*Source: National Water Footprint

## OUR PERCEPTION

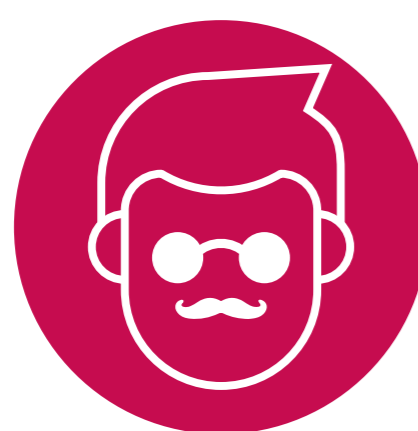


**But Americans underestimate their daily water consumption**

**BY 90%**



**Gen Z** had the closest estimate of their water usage at 365 gallons.

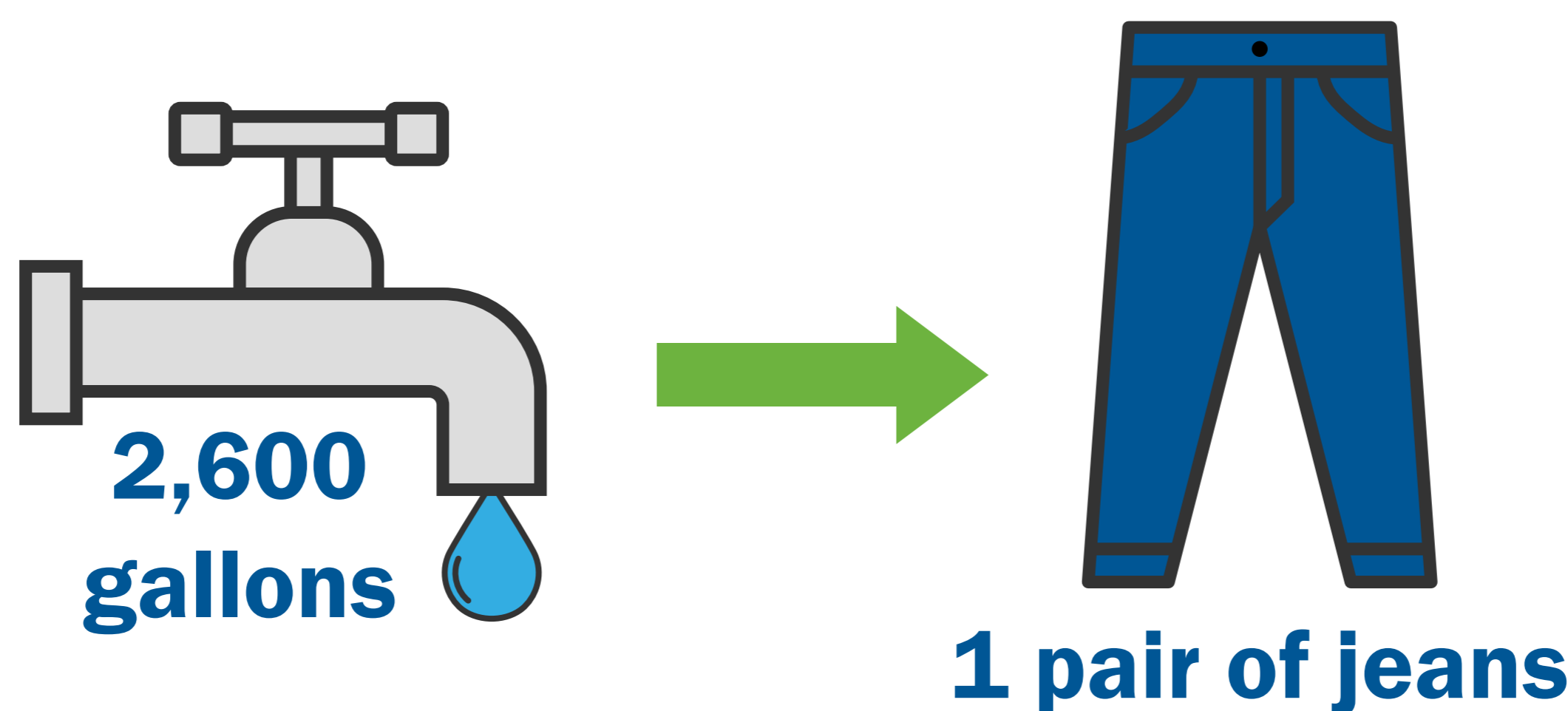


**Millennials** lead all other generations in severely underestimating how much water they use in a day at 35.6 gallons.

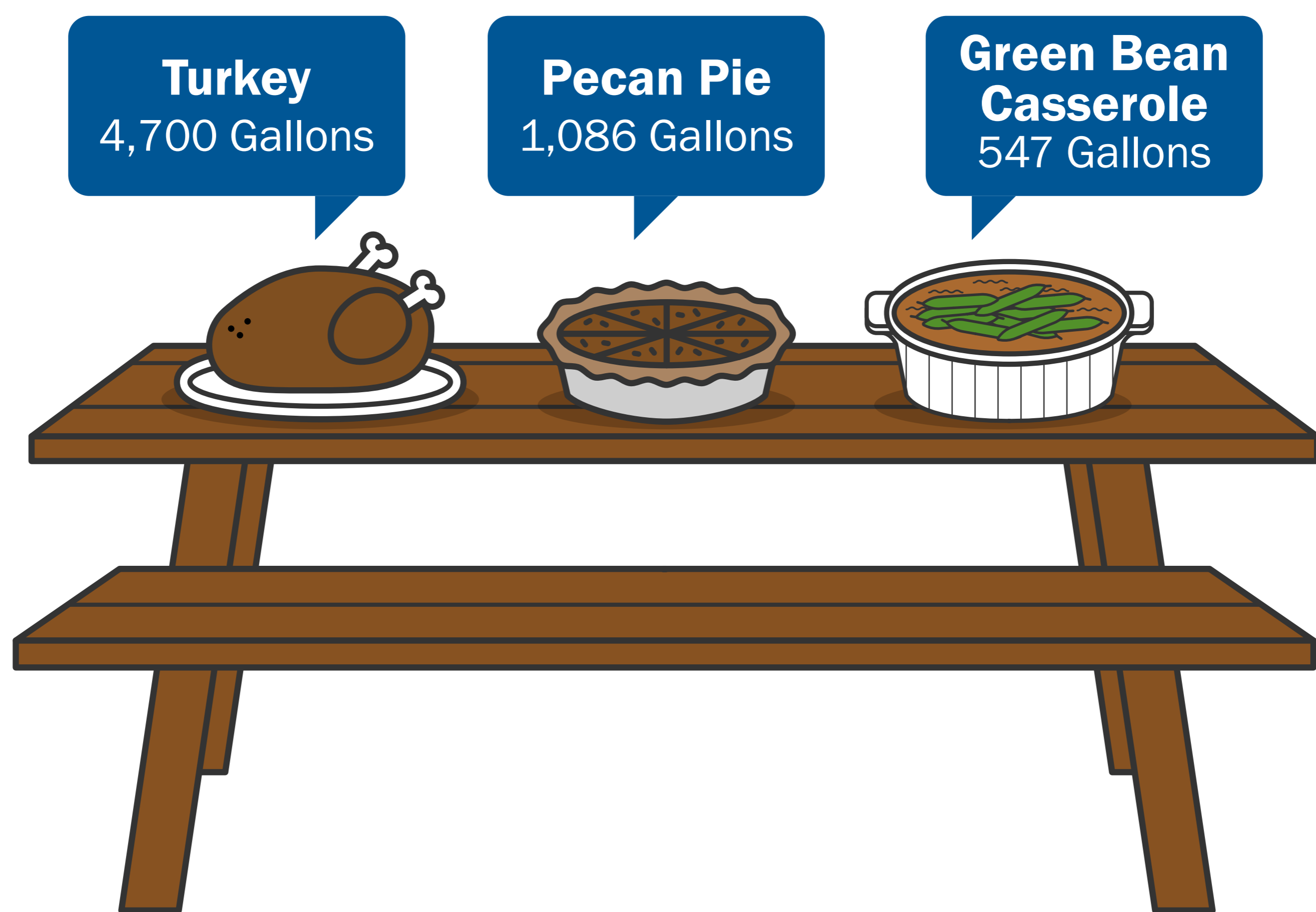
## HOW ARE WE USING THAT MUCH WATER?

We're often unaware of the amount of water it takes to produce items we use every day.

For example, almost 90 million Americans think it takes no water to make a pair of jeans, when it actually takes 2,600 gallons.



And with the holiday season just around the corner, Americans are also less aware of just how much water goes into making their favorite dishes.



For more info on ways to reduce your water footprint and help conserve water – one of our most important resources – visit [pennsylvaniaamwater.com](http://pennsylvaniaamwater.com)