

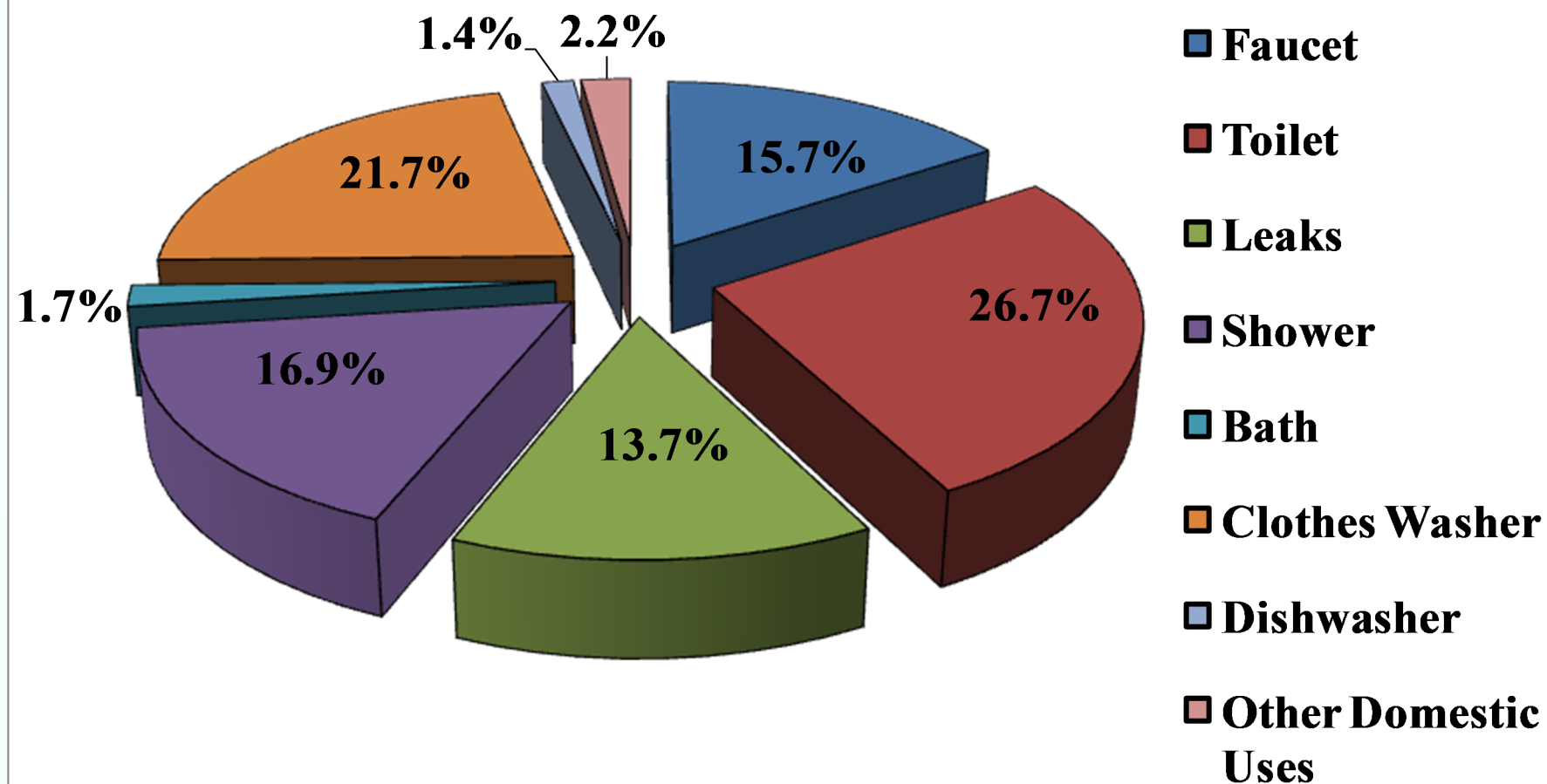


# WATER CONSERVATION

## Saving Water and Lowering Utility Bills

“Water, water everywhere, nor any drop to drink”  
The Rime of the Ancient Mariner

**Average Water Use in a  
4-person, Single-Family Home**



Of all the water in the world, only 3% is fresh water. Of all the fresh water in the world, only 1% is available for drinking, the rest being locked up in polar ice, polluted, or too deep to extract. As a consequence, more than one billion people lack access to safe drinking water, and 3,900 children die from poor hygiene and water-related illnesses. Every day. (World Health Organization, 2009)

### Using Water Wisely

Every day the average American flushes, pours, and sprinkles between 45 and 150 gallons of water at home. By using simple conservation measures, that amount could be reduced by 15 to 40 gallons, a reduction of about 30%. Increasing concerns associated with climate change and reduced water recharge now makes water conservation more important than ever before.