



Fix A Leak Week

March 15-21, 2021

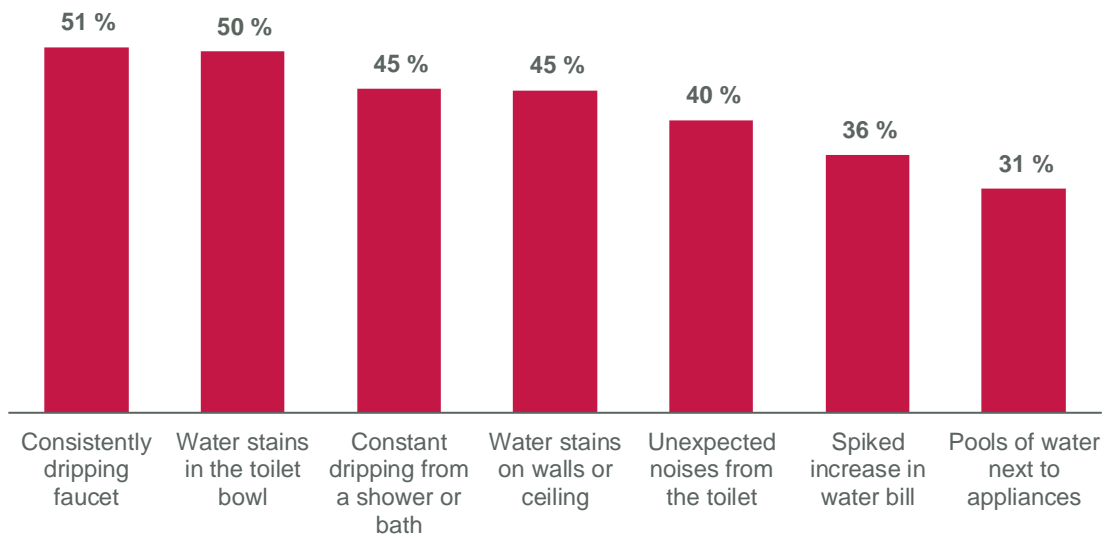


Over two-in-three Americans have had a water leak in their home

More than two-in-three (69%) Americans have suffered a leak at their home. This includes 52% who have had a leak in their bathroom and 50% who have had a leak in the kitchen. A further 38% have suffered the consequences of a mains water leak, including 31% who have had a supply issue and 28% who have had an infrastructure issue.

As high as these numbers are, they could be higher still as 77% of Americans report seeing signs that could indicate they have had a water leak. The most common, experienced by more than half the population (51%) is a consistently dripping faucet. Water stains in the toilet, however, are the most recurring, with 28% saying they have experienced this on multiple occasions. At the other end of the spectrum, pools of water next to appliances are thankfully rarer, with just under a third of Americans (31%) saying they've experienced this.

% of people experiencing potential water leaks



Across the data, we see younger Americans below 45 consistently more likely to experience water leaks as well as *signs* of potential water leaks compared to older Americans aged 45+. For instance, 45% of 18–24-year-olds and 53% of 25-34-year-olds have experienced pools of water next to appliances compared to just 31% of the general population.

Amongst those who have experienced potential leaks, the most common reason people had the issue fixed was to make sure it didn't worsen. This was the most frequent reason to fix all issues, except for water stains in the toilet bowl, where people were more likely to fix the issue because they didn't like the way it looked (32%). Water stains on walls and ceilings are the most likely issue to go unfixed by Americans, in 29% of cases.



A quarter are using more water in the pandemic

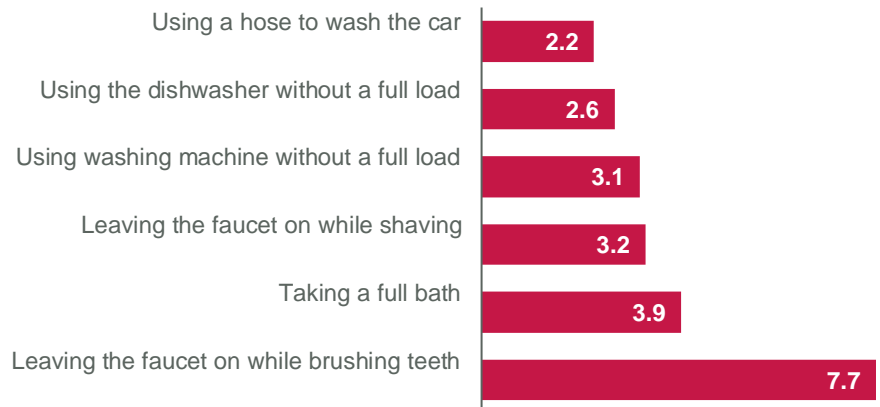
Since the start of the pandemic, a quarter (24%) of Americans say they have been using more water, meaning it's more important than ever to look after your water supply. Younger Americans are most likely to have increased their water usage, with 36% of 18–24-year-olds and 43% of full-time students saying their water usage has increased.

The most common way Americans waste water is by leaving the faucet on when brushing their teeth, doing so 8 times a month on average.

Despite doing it the least, the most wasteful action is using a hose to wash your car. Just having the hose on for five minutes will likely use 75 gallons of water, meaning the average person wastes nearly 2,000 gallons (1,980) a year washing their cars, or 66 full bathtubs!

In doing just these six actions, the average citizen is wasting over 300 gallons of water every month – that's the equivalent of 10 bathtubs!

Times per month people waste water by:



Survey Methodology: This survey was conducted online by global research agency [Opinium](#) on behalf of American Water from January 26th to February 2nd 2021 among 2,000 US adults aged 18 and older. The sample was weighted to nationally representative criteria.

