

2024 Better Water, Together: Exploring Perceptions and Attitudes Towards Tap Water in the U.S.



The 2024 Better Water, Together Report explores Americans' attitudes, perceptions, and concerns about their tap water.

This poll was conducted by Morning Consult on behalf of Leaf Home between February 28, 2024, and March 4, 2024, among a sample of 2,193 adults in the United States. Throughout the report, any data referencing 2022 is marked with two asterisks (**) and refers to a survey conducted through Survey Monkey in 2022. Due to possible methodological differences, any comparisons should be used directionally.

Key Findings:



Water contaminants are the top home water issue Americans are concerned about, followed by hard water and taste.



Fewer Americans say they drink tap water (51%) versus 61% in 2022. As a result, the use of plastic water bottles has increased from 59% in 2022** to 69% in 2024.**



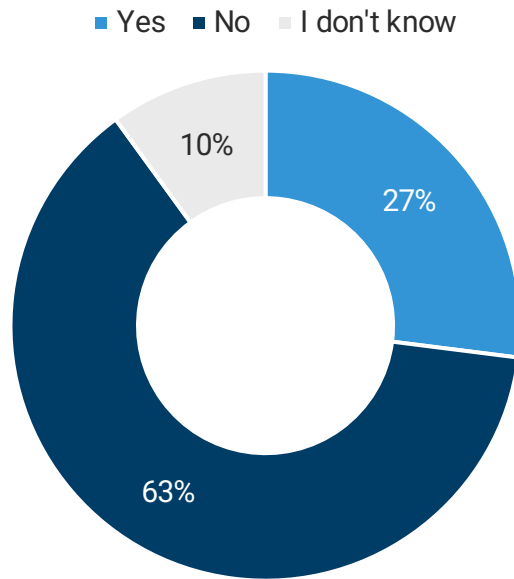
Only 17% of Americans are aware of microplastics and 13% of forever chemicals (PFAs). Hard water and taste are the top home tap water issues Americans are aware of.



The majority of Americans (63%) have never had their home water tested.

The majority of Americans (63%) have never had their home water tested, while nearly half are unaware of what's in their water.

% of Americans That Have Had Their Home Water Tested
Have you ever had your home water tested?



Nearly half of Americans (49%) are **unaware** of what's in their **drinking water**.



Gen X (67%) and **Boomers** (71%) are more likely to have **never had their home water tested** than Gen Z (50%) and Millennials (58%)

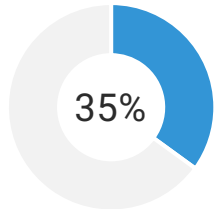


Those who have **city water** (65%) are more likely to have **never had their home water tested** than those who have well water (40%)

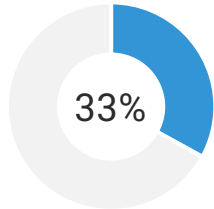
Americans do not feel empowered to improve water quality.

% Selected

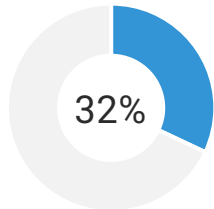
Do you think there is anything you could do to address or improve your home's tap water quality?



Of Americans think **something** can be done to improve their home's water quality



Of Americans **don't know** if anything can be done to improve their home's water quality



Of Americans **do not think** anything can be done to improve their home's water quality

More **renters** feel there is **nothing they can do** (36%) to improve water quality than homeowners (28%)

Top 10 Reasons Cited for Distrusting Water Quality

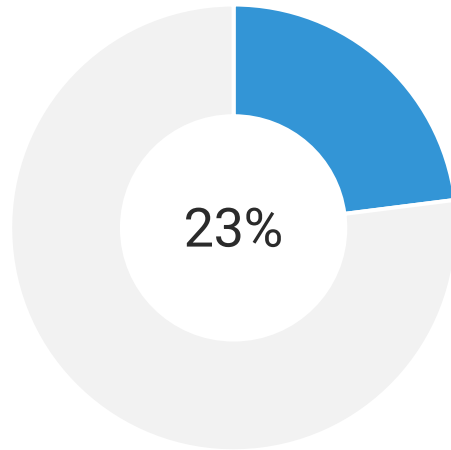
How has receiving a boil water advisory impacted your long-term trust in the quality of your drinking water?

- 1 Water quality has not been tested for a long time
- 2 Notable changes in the taste of my home's tap water
- 3 Outdated infrastructure
- 4 Notable changes in the appearance of my home's tap water
- 5 Emerging water quality threats
- 6 Notable changes in the scent of my home's tap water
- 7 Insufficient government regulation
- 8 News reports of changes in water quality in my neighborhood
- 9 Friends, family, and/or neighbors experiencing health issues
- 10 I have personally experienced health issues

Nearly a quarter of Americans (23%) have received a boil water advisory, and 41% said it did not impact their trust in drinking water.

% Selected

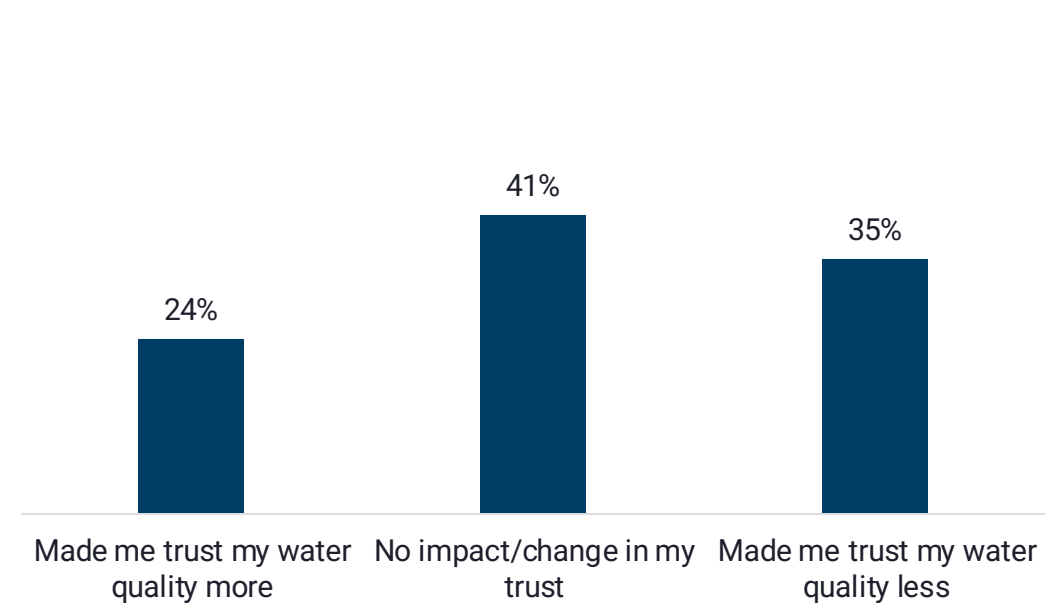
Have you ever received a boil water advisory?



of Americans have received a **boil water advisory**

% Received a Boil Water Advisory

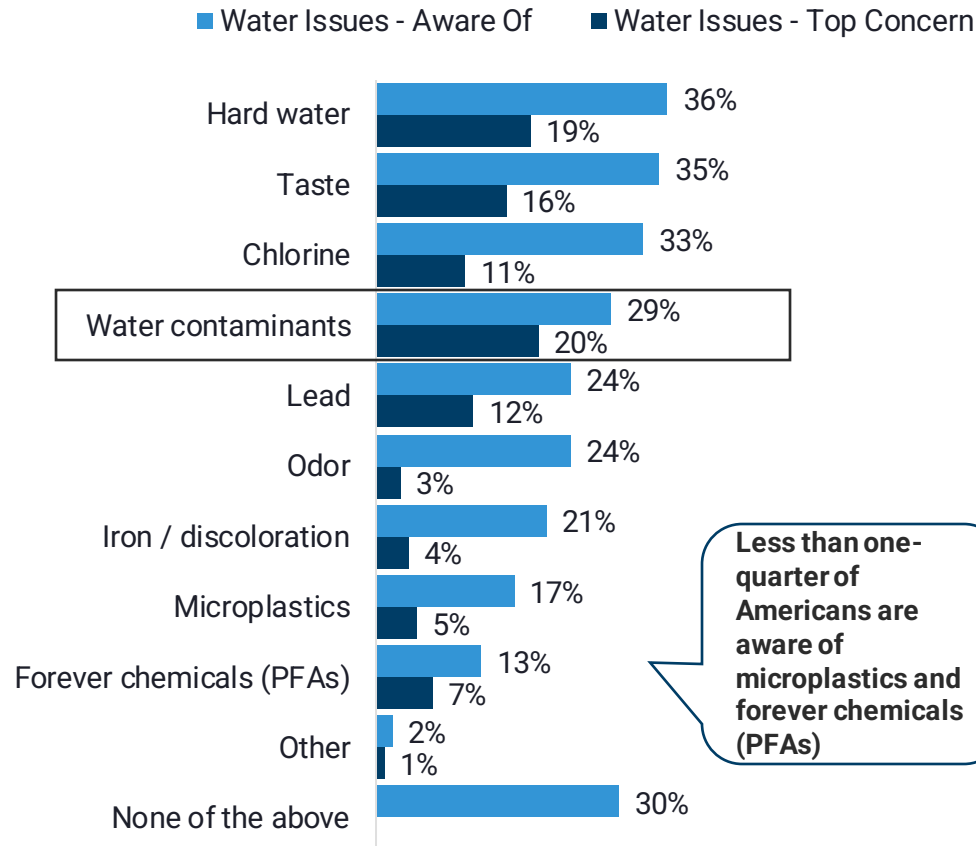
How has receiving a boil water advisory impacted your long-term trust in the quality of your drinking water?



Americans are aware of top water issues: hard water, taste, and chlorine. However, water contaminants are their #1 concern.

% Selected

Which of the following home water issues, if any, are you aware of? / Now, which of the following home water issues is your top concern? – Among those aware of issues



Homeowners (22%) are more concerned about **hard water** than renters (15%), likely because they're more aware of the impacts on their homes.

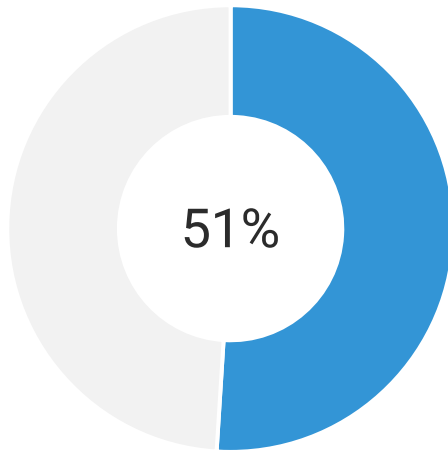


Gen X and Baby Boomers (both 23%) are more concerned about **hard water** than Gen Z (12%) and Millennials (17%)

The current use of plastic water bottles (69%) has increased since 2022**, when only 59% of Americans claimed to drink bottled water.

% Selected

Do you drink water that comes straight from the tap?



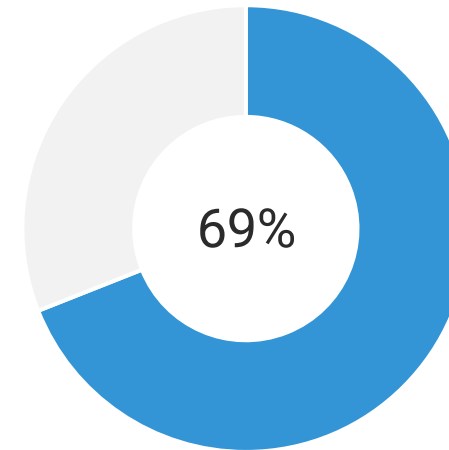
of Americans **drink**
water that comes
straight from the tap



Fewer Americans today drink water that comes from the tap than in 2022** (61%)

% Selected

Do you use single-use plastic water bottles in your home?



of Americans **use**
single-use plastic
water bottles

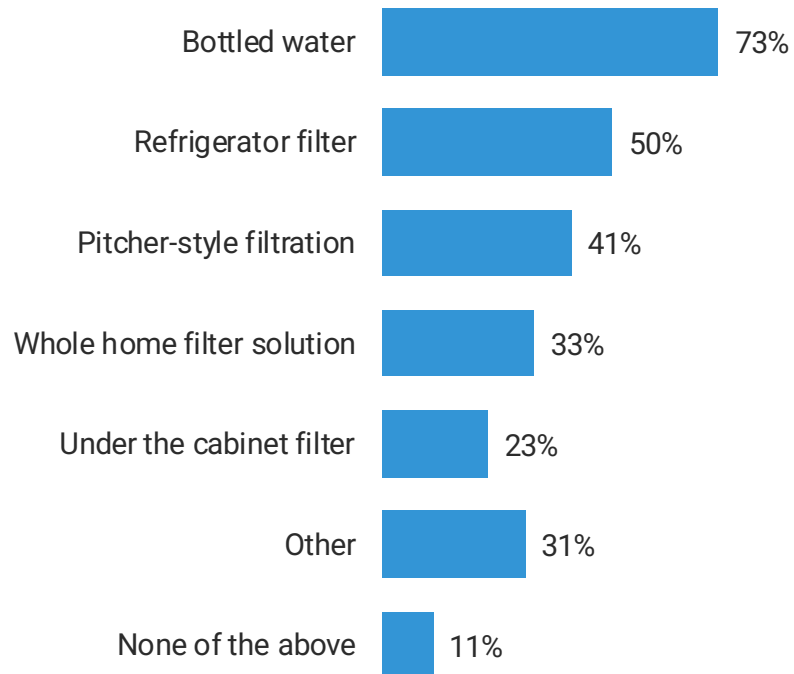


More Americans today use single-use plastic water bottles than they did in 2022** (59%)

Most Americans (89%) turn to bottled water to tackle quality issues.

% Selected

Which of the following home water improvement solutions, if any, are currently in use/implemented in your home? – Among those aware of home water improvement solutions



Renters are more likely to use **pitcher-style filtration** (47%) and **bottled water** (78%) than homeowners (38% and 69%, respectively)



Those who have **well water** are more likely to use **whole home filter solutions** (50%) than those who have city water (31%)

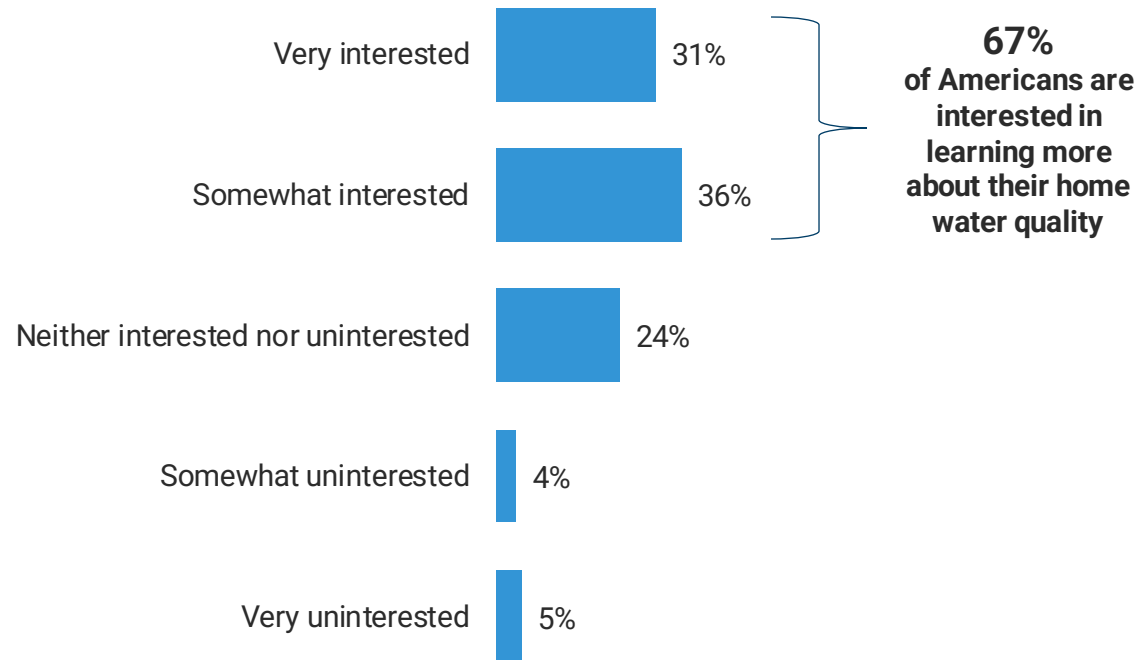


More **Americans today** use **pitcher-style filtration** systems (41%) than they did in 2022** (24%)

Two-thirds (67%) of Americans are interested in learning about their home water quality.

% Selected

How interested are you in learning more about your home water quality/safety?

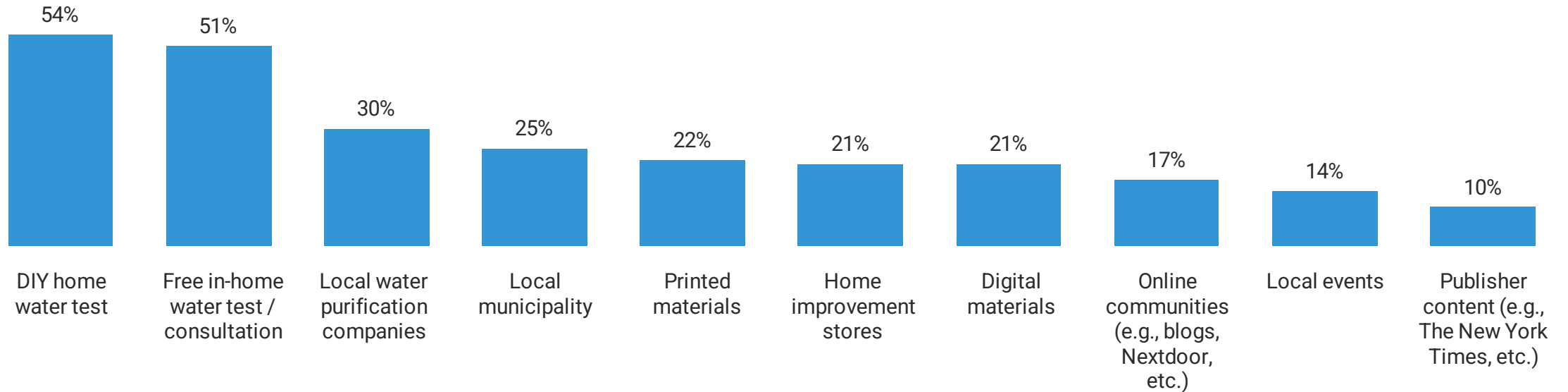


More adults who live in **urban** (72%) areas are **somewhat/very interested in learning more about their home water quality/safety** than those who live in suburban (67%) and rural (59%) areas.

Around half of Americans are interested in learning more about their home water quality through DIY tests and free in-home consultations.

% Very + Somewhat Interested

In which of the following ways, if any, would you be interested in learning more about home water quality/safety?



Background



METHODOLOGY

This poll was conducted by Morning Consult on behalf of Leaf Home between February 28, 2024, and March 4, 2024, among a sample of 2,193 adults in the US. The interviews were conducted online, and the data were weighted to approximate a target sample of adults in each group based on gender, age, race/ethnicity, education, and region. Results from the full survey have a margin of error of +/- 2 percentage points.



USING THE DATA

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ABOUT LEAF HOME

Leaf Home is a home improvement products and services company in North America with more than 200 locations, providing gutter protection (LeafFilter), home safety products, water purification, windows and doors, kitchen and bath, and more. With more than 50% of consumers worried about the cost and effort of home maintenance, Leaf Home focuses on enhancing the safety, enjoyment, and comfort of homeowners and their families. Trusted by millions of homeowners across the U.S. and Canada, Leaf Home and its products have earned numerous awards and recognition from Good Housekeeping, Qualified Remodeler, Angi, Consumer Reports, This Old House, and more. Leaf Home has been consistently named one of the fastest-growing private companies by Inc 5000 and recognized as a top employer nationally. For more information, visit <https://www.leafhome.com>.

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