

HOW WELL DO YOU KNOW YOUR H₂O?



TOP CONCERNS FOR HOME WATER ISSUES (Ranked most to least concerning):



Fact

PFAs (or "forever chemicals" and contaminants) are growing at an alarming rate in our water.

As of 2021, **2,854** locations in **50** states and **two** territories are known to be contaminated.

44%

of respondents consider their home's water to be a factor in their skin and hair quality.

Women are more likely to be aware of their home water's impact on skin and hair quality than men.

Hard Water

OVER 80% of U.S. households suffer from hard water*

IN FACT

1 Grain/gallon = 21 lbs of minerals in your home's pipes/year that can cause damage!*

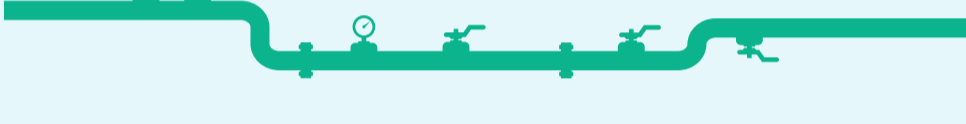
HOWEVER, WE FOUND THAT:

ONLY 54%

of respondents are aware of the potential health impact of hard water,

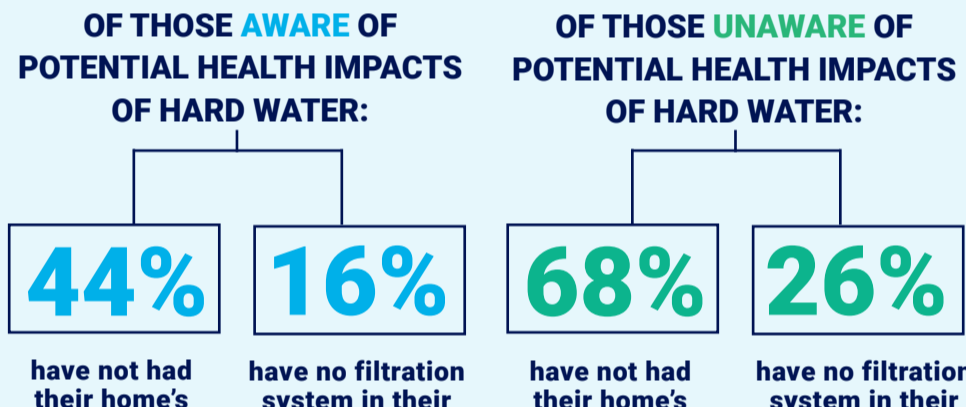
WHILE 68%

of respondents are aware of the impact of hard water on their home



TOP 5 PROBLEMS MOST COMMONLY ASSOCIATED WITH HARD WATER:

- 1 Buildup on shower heads and faucets
- 2 Soap scum
- 3 Spotted dishes and glassware
- 4 Clogged pipes
- 5 Dingy laundry



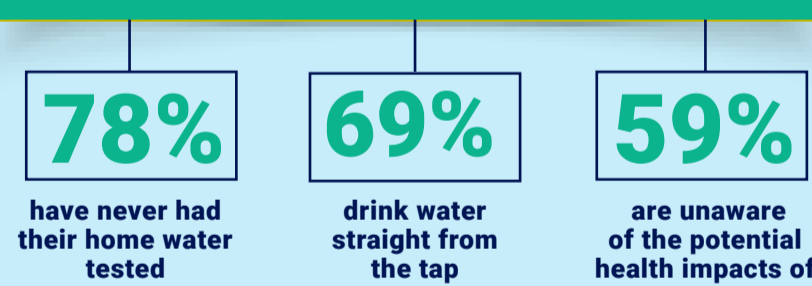
Water Filtration and Plastic Usage

80% OF RESPONDENTS HAVE SOME FORM OF HOME FILTRATION SYSTEM

Top 3 home filtration systems:

- 1 IN-FRIDGE FILTRATION
- 2 PITCHER-STYLE FILTRATION
- 3 WHOLE-HOUSE FILTRATION

20% OF RESPONDENTS DO NOT HAVE A HOME FILTRATION SYSTEM OF ANY KIND. OF THOSE PEOPLE:



61% OF RESPONDENTS DRINK WATER STRAIGHT FROM THE TAP. OF THOSE PEOPLE:



59% OF RESPONDENTS USE SINGLE-USE PLASTIC WATER BOTTLES. OF THOSE WHO ONLY USE WATER BOTTLES IN THEIR HOME:



But to put it in perspective:

Each day, the U.S. throws away more than **60 million** plastic water bottles**

Americans spent **\$31 billion** on bottled water in 2018***

The average cost of a water filtration system is **\$3,500** and can last for years if maintained properly

Leaf Home surveyed 1,063 homeowners across the United States
 * Source: United States Geological Survey (USGS)
 ** Source: <https://www.container-recycling.org/index.php/issues/.../275-down-the-drain>
 ***Source: <https://www.consumerreports.org/epa/should-we-break-our-bottled-water-habit-a5667672175/>

