

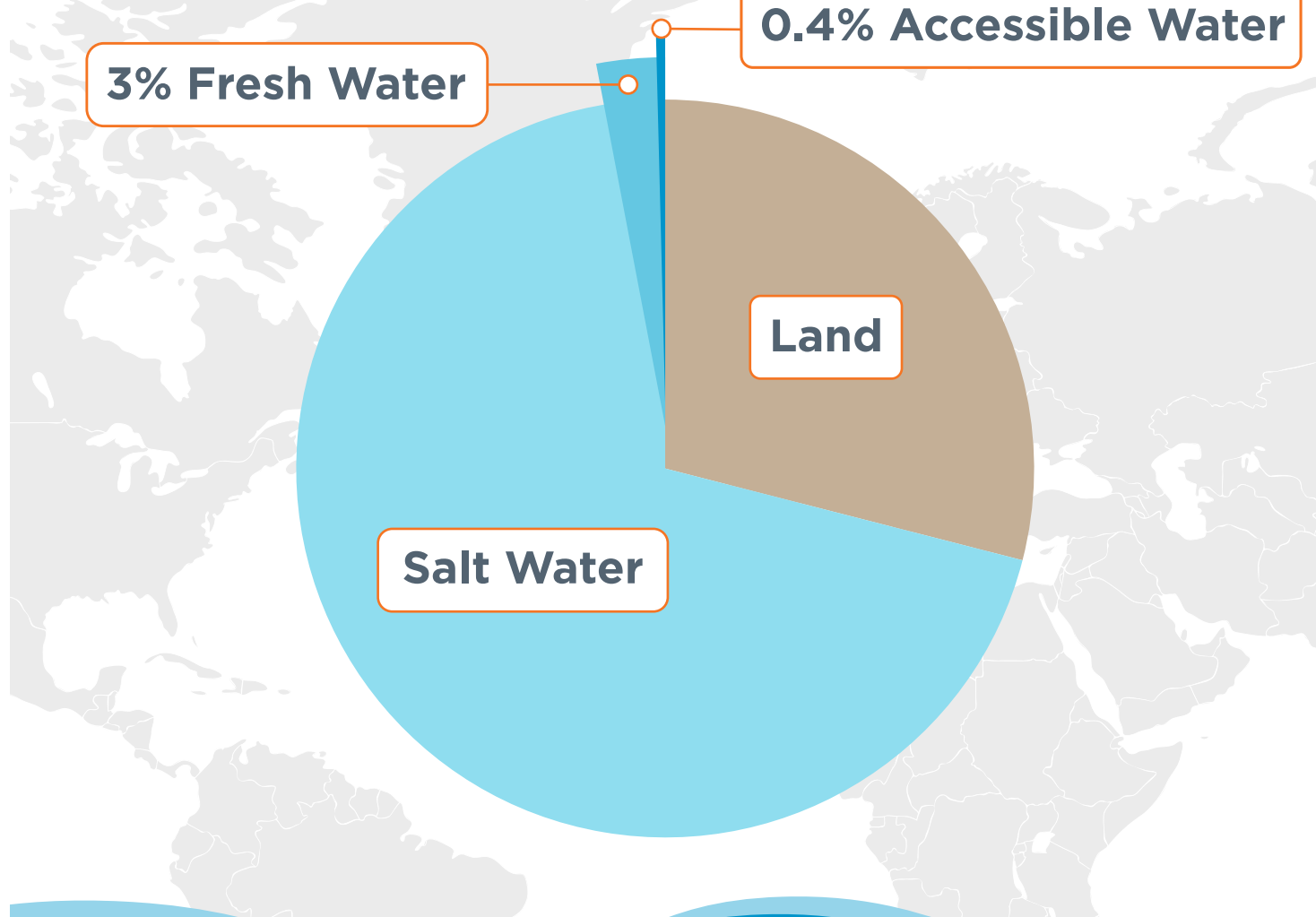
# Water Scarcity and Wastage: A Growing American Concern



In a world covered by water, only a fraction is accessible. This infographic sheds light on the delicate global water balance and the pressing challenges of water scarcity and wastage facing Americans today.

## Delicate Global Water Balance

71% of the Earth's surface is water. Only 3% is freshwater. A mere 0.4% of it is accessible to humans.



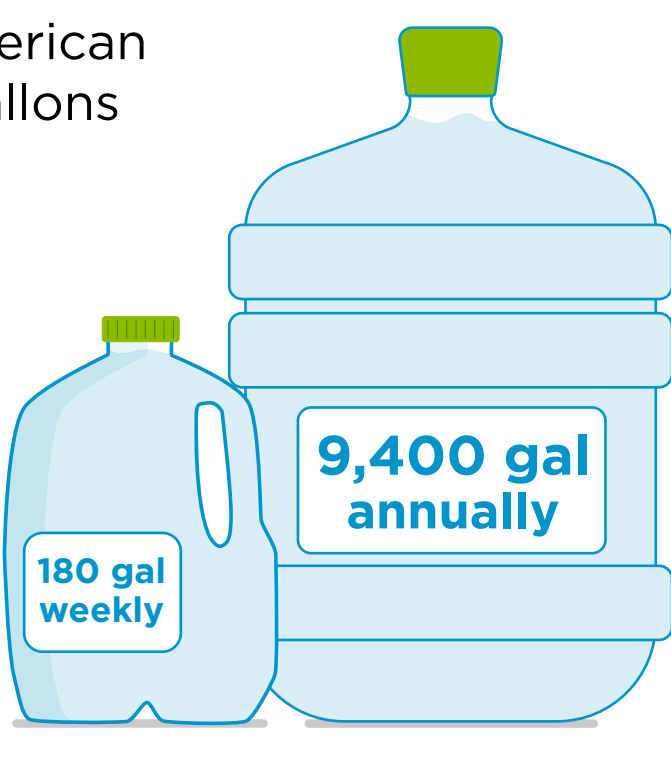
Scarcity looms for  $\frac{2}{3}$  of the population by 2025, displacing 700 million by 2030.

## Water Usage Disparities and Challenges



The average American uses over 100 gallons of water daily.

The average American family wastes ~180 gallons of water per week, or 9,400 gallons annually.



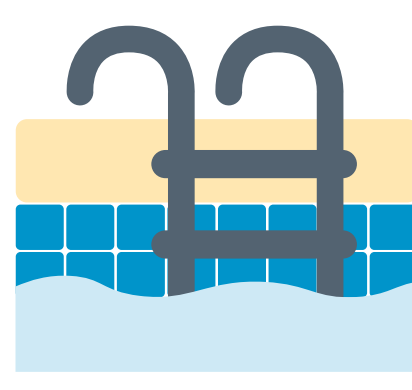
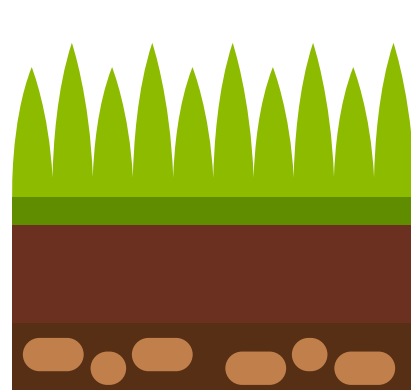
By 2050, a projected temperature increase of 5.7°F has the potential to intensify heatwaves and droughts.

## Water Wastage in American Homes



Using a hose/sprinkler for one hour = a family's daily water consumption.

Gardens and lawns account for 60% of yearly household water usage.



It takes 22,000 gallons of water to fill a swimming pool, and 1/4 inch is lost each day to evaporation.

## Escalating Impact of Daily Household Leaks

1 trillion gallons of water annually lost to household leaks.



A faucet dripping once per second in every U.S. household =

**928 million gallons of water lost daily.**

## Know Your Household Water Usage

With KUBRA Dropcountr™, consumers have access to convenient web tools and a mobile app that help increase their Water IQ by raising awareness around household water use and even notifying them of potential leaks. Utilities appreciate our cloud-based customer engagement and analytics solution because it allows them to gain a better understanding of their customers and communicate directly with them through email, text messages, and push notifications.



[www.KUBRA.com](http://www.KUBRA.com)

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