



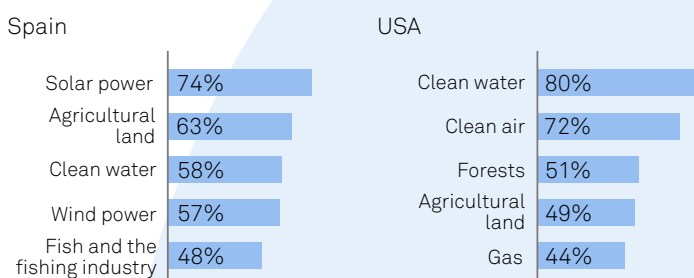
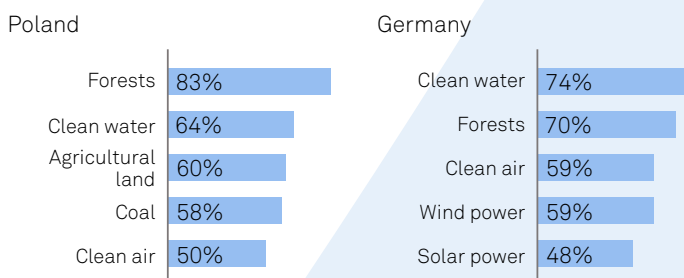
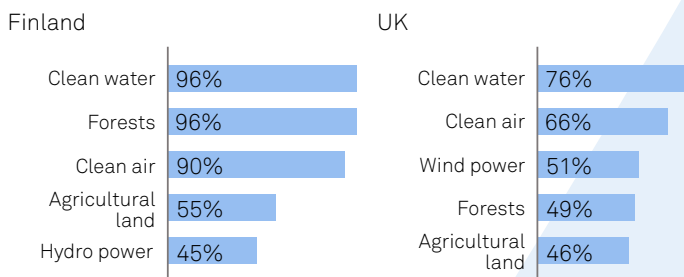
Highlights from an international consumer survey on water:

consumers' views on the value of water, their own water use, and concerns and responsibilities related to water supply.

The survey was commissioned by the global water treatment chemicals and solutions company Kemira, and conducted in spring 2020 by an independent research partner across six countries: UK, Poland, Spain, Finland, Germany, and select US states * (Florida, Georgia, Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin).

International survey findings

THE FIVE MOST IMPORTANT DOMESTIC NATURAL RESOURCES, in view of respondents



7,963

respondents

Finland 1,040
UK 1,056
Poland 1,015
Germany 1,043

Spain 1,001
Select US states
2,808, approx. 400
respondents each.

TRUST IN TAP WATER

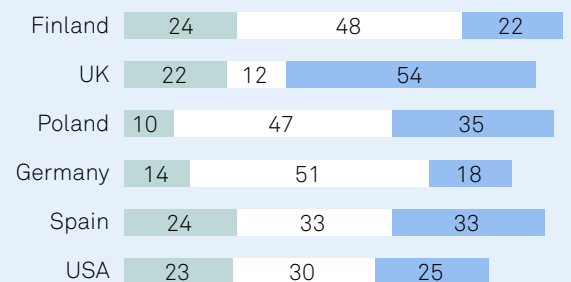
I trust the tap water in my home to be safe to drink

Finland	97%
UK	72%
Poland	61%
Germany	73%
Spain	65%
USA	60%

I generally trust tap water to be safe to drink when travelling abroad

Finland	8%
UK	23%
Poland	26%
Germany	26%
Spain	21%
USA	20%

WHICH AUTHORITY IS RESPONSIBLE FOR SUFFICIENT SUPPLY OF CLEAN WATER TO HOUSEHOLDS *, in view of respondents



- The government
- Local government (e.g. cities, municipalities)
- Water companies

* Three most common categories

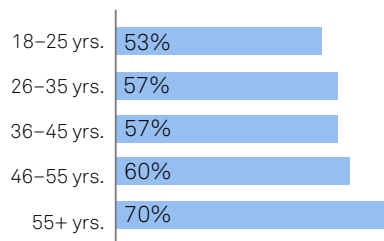
Survey findings, US

ESTIMATE OF PERSONAL WATER CONSUMPTION AT HOME IN AN AVERAGE MONTH (drinking, showering/bathing, and wastewater, such as flushing the toilet)

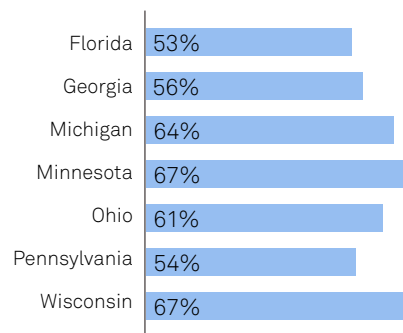
Florida: 3,047	Georgia: 4,296	Michigan: 1,859	Minnesota: 4,406
Ohio: 24,423	Pennsylvania: 5,356	Wisconsin: 29,878	Actual average monthly household water usage in the US*: 2,459 gallons
* Source: U.S. Department of the Interior and the U.S. Geological Survey, 2015			

US respondents don't seem to have a clear idea about the water consumption of their own household, and there are major differences in their estimates.

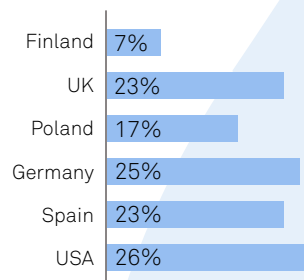
THE BIGGEST TRUST FOR TAP WATER FOR DRINKING AT HOME IS AMONG CONSUMERS AGE 55+ (70%), WHEREAS CONSUMERS AGES 18-25 ARE MORE SKEPTICAL (53%).



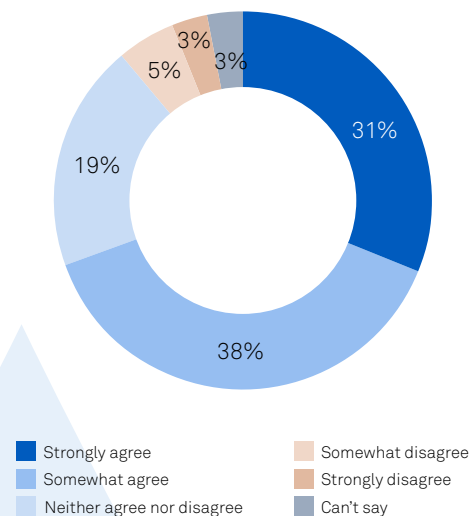
TRUST IN TAP WATER ALSO VARIES BY STATE.



ABOUT A FOURTH OF PEOPLE IN THE SURVEYED US STATES DON'T SEE THAT INDIVIDUALS CAN COMBAT CLIMATE CHANGE WITH THEIR OWN ACTIONS. THIS DIFFERS ESPECIALLY FROM THE VIEWS OF FINNS IN THIS SURVEY.

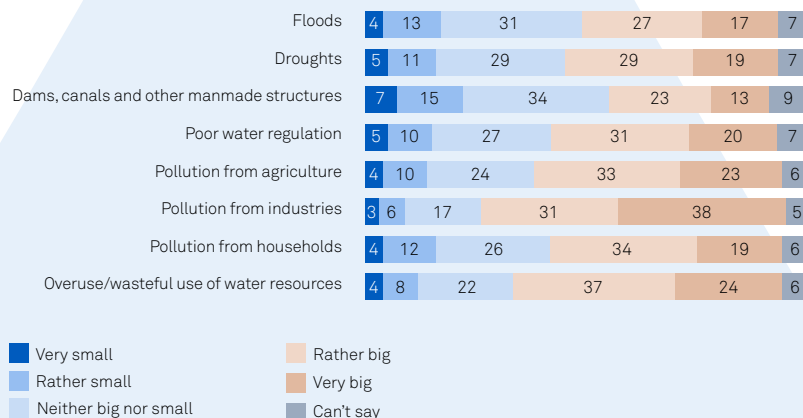


THE MAJORITY OF AMERICANS THINK THAT IT IS IMPORTANT TO MINIMIZE HOUSEHOLD WATER USAGE.

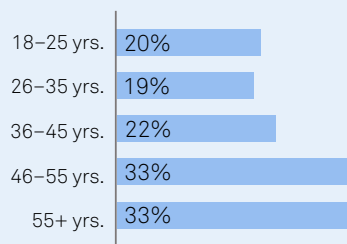


The respondents consider pollution from industries as the biggest threat to water resources in the US.

HOW BIG OF A THREAT DO YOU FEEL ARE THE FOLLOWING ISSUES TO WATER RESOURCES IN THE US?



IN ADDITION, THE PERCEPTION OF THE RESPONDENT'S OWN ABILITY TO FIGHT CLIMATE CHANGE VARIES WITH AGE.



"Individuals can't or don't need to combat climate change with their actions." Share of respondents who agreed with the statement.