



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.

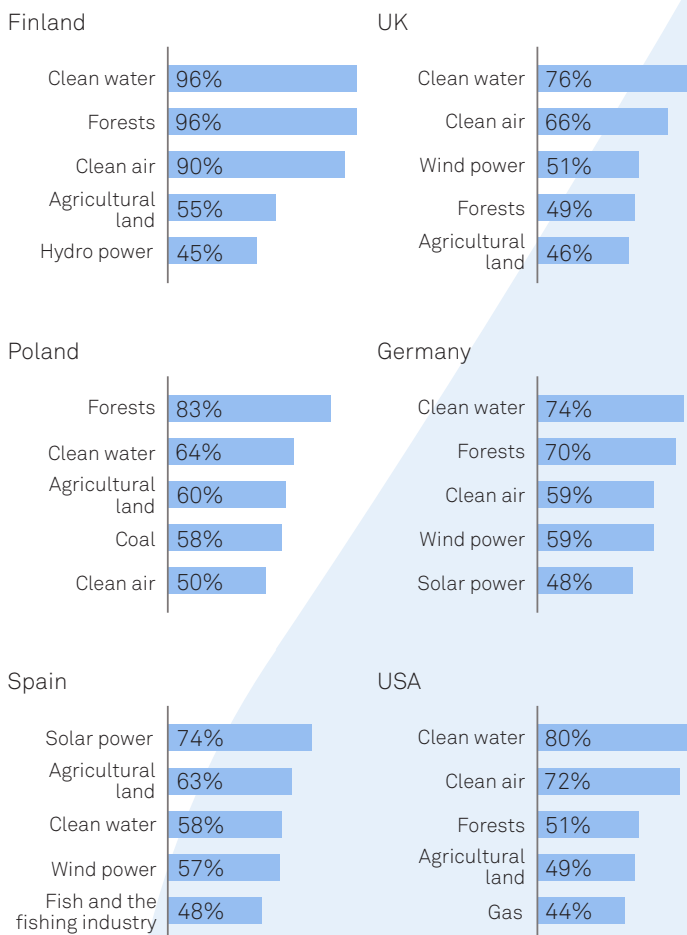
The survey was commissioned by the global water treatment chemicals and solutions company Kemira, and conducted in spring 2020 by an independent research partner across six countries: UK, Poland, Spain, Finland, Germany, and select US states * (Florida, Georgia, Michigan, Minnesota, Ohio, Pennsylvania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

7,963 respondents

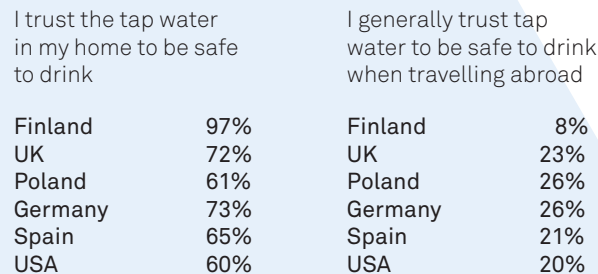
Finland 1,040	Spain 1,001
UK 1,056	Select US states
Poland 1,015	2,808, approx. 400
Germany 1,043	respondents each.

International survey findings

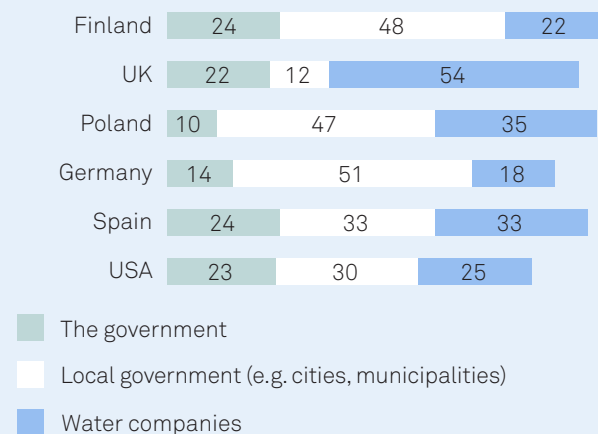
THE FIVE MOST IMPORTANT DOMESTIC NATURAL RESOURCES, in view of respondents



TRUST IN TAP WATER



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



* Three most common categories

Survey findings, US

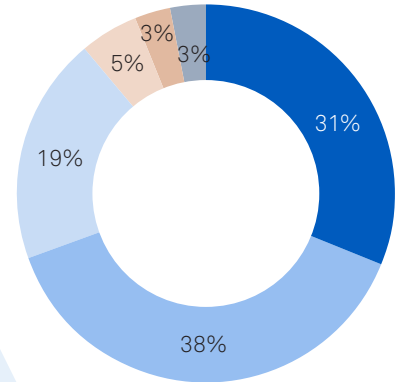
US respondents don't have a clear idea about water consumption in their own households. When asked to guess how much water they consume each month, most people overestimated.

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

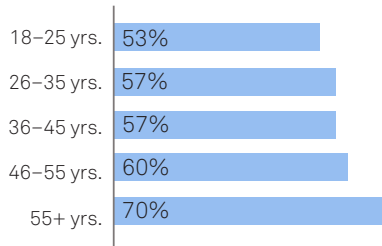
Florida: 3,047	Georgia: 4,296	Michigan: 1,859	Minnesota: 4,406
Ohio: 24,423	Pennsylvania: 5,356	Wisconsin: 29,878	Actual average monthly household water usage in the US*: 2,459 gallons

* Source: U.S. Department of the Interior and the U.S. Geological Survey, 2015

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



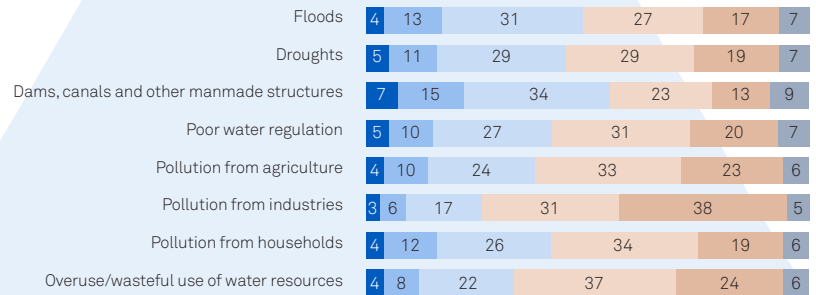
THE BIGGEST TRUST FOR TAP WATER FOR DRINKING AT HOME IS AMONG CONSUMERS AGE 55+ (70%), WHEREAS CONSUMERS AGES 18-25 ARE MORE SKEPTICAL (53%).



Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree
Can't say

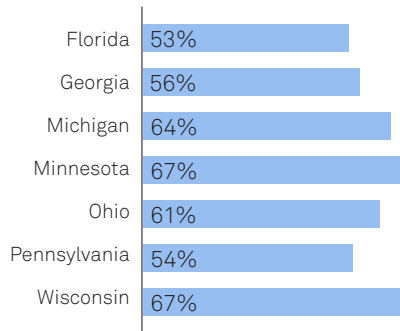
The respondents consider pollution from industries as the biggest threat to water resources in the US.

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

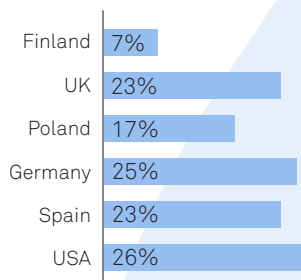


Very small
Rather small
Neither big nor small
Rather big
Very big
Can't say

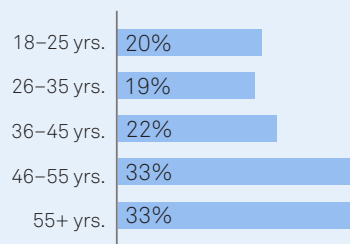
TRUST IN TAP WATER ALSO VARIES BY STATE.



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.



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.