

Study: Consumers unaware of their water usage

By Monte Morin, Los Angeles Times

Americans use twice the amount of water they think they do, and appear to be particularly oblivious about how much H₂O they flush down the toilet on a daily basis, according to new research.

In a paper published online Monday in the journal PNAS, a researcher concluded that Americans underestimated their water use by a factor of 2, and were only slightly aware of how much water goes into growing the food they eat.

The study's conclusions were based on an Internet survey of 1,020 people, and comes amid a national drought that extends from the Pacific Coast to portions of the Mississippi Valley, with the most severe conditions in California.

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