

WHAT'S YOUR WATER FOOTPRINT?

How Much Water You Really Use



Water footprint (n.): The total volume of water we use in our daily lives—both directly and indirectly.

The Basics of Water Footprints

Your water footprint is the amount of water you use everyday and falls in one of two categories:



Your direct water use: The amount of water you use throughout the day (e.g. flushing the toilet, washing your hands or showering).



Your indirect (or virtual) water use: The amount of water used to produce goods and services you use (e.g. food, consumer products, etc.)

Water footprints are also described based on the type of water used:



Blue water: The amount of surface or groundwater required to produce an item.



Green water: The amount of rainwater required to produce an item.



Gray water: The amount of freshwater needed to dilute pollution and wastewater generated by manufacturing to maintain safe water quality standards.

How to Reduce Your Water Footprint



Choose Water-Efficient Appliances

WaterSense-labeled dishwashers, toilets, showerheads and washing machines use at least 20% less water than non-efficient models.



Invest in Drought-Friendly Landscaping

Outdoor irrigation can make up over half of a household's water use. Replace grass lawns with drought-tolerant options.



Protect Your Pool

Uncovered pools lose water from evaporation. Cover your pool to reduce refills and heating energy costs.



Buy Less, Buy Used

Cars, clothes, smartphones, and plastic products require large amounts of water to manufacture. Buy less and choose secondhand products when possible.



Rethink Your Plate

Meat is among the most water-intensive foods (just six ounces of steak takes 674 gallons to produce), so swap meat-based meals for some plant-based ones.



Calculate Your Water Footprint

Visit **WaterCalculator.org** to calculate your water footprint. Visit **WaterforLA.com** to learn how you can reduce your water use.