



# What Water Stress Means to the Everyday Water User (Usually not this!)

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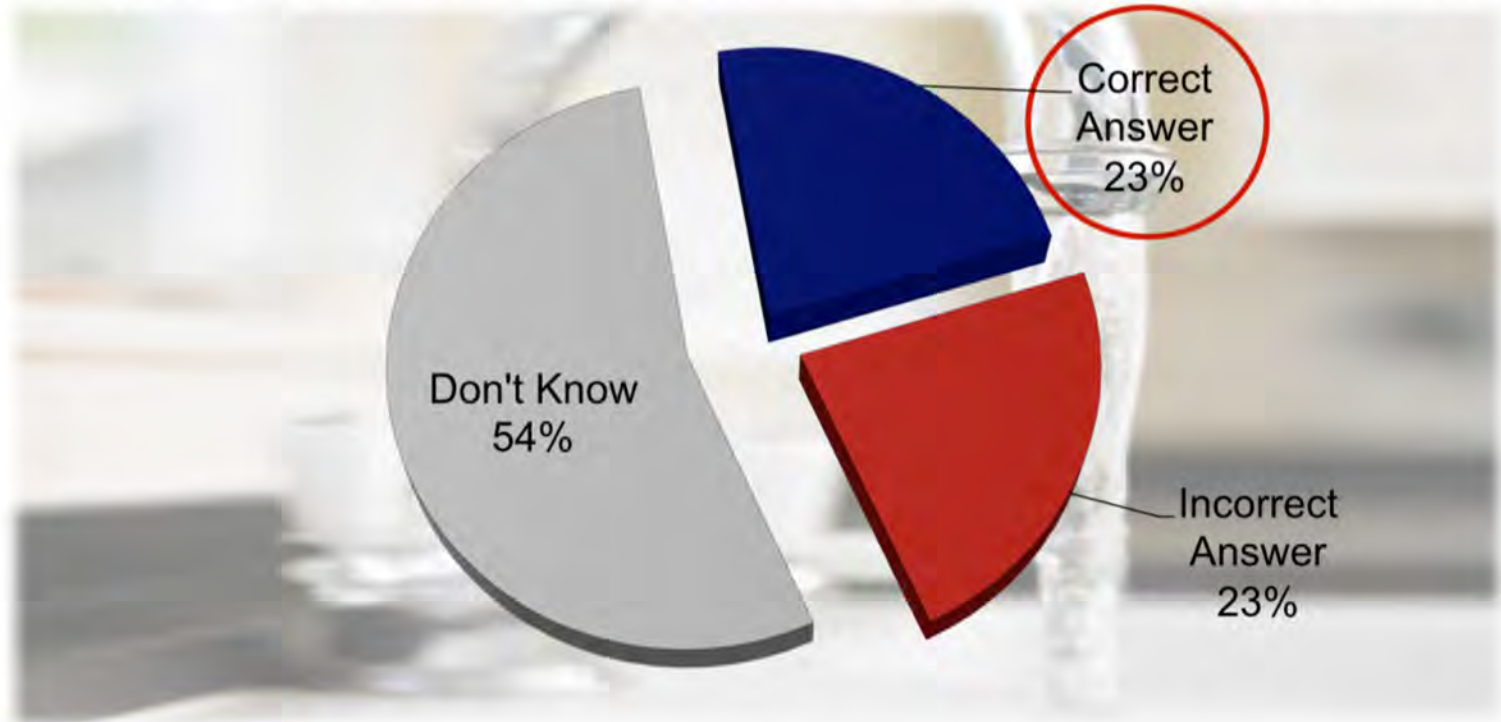
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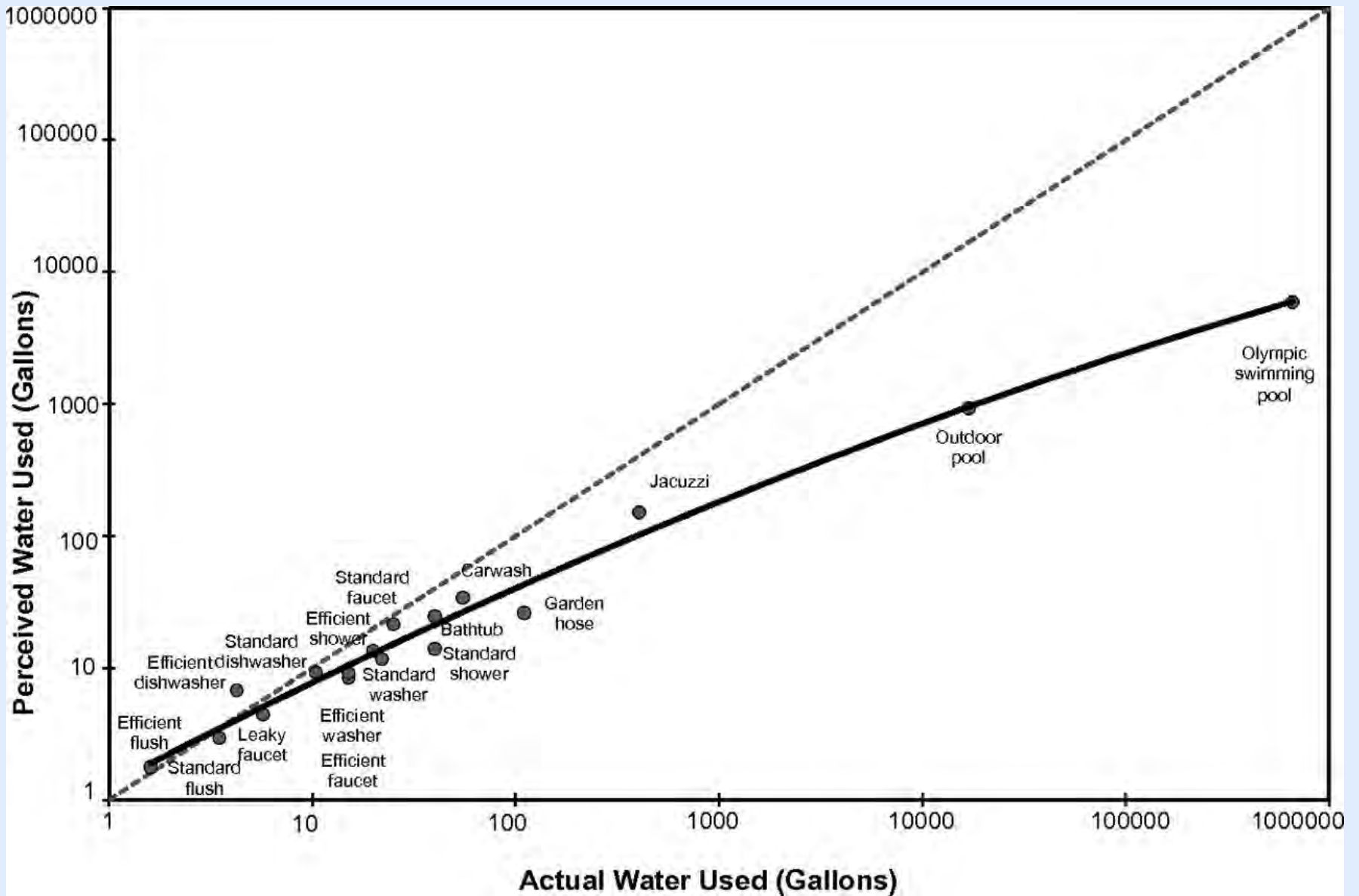
Water – New England's  
Next Big Challenge  
March 29, 2019 | Hanson, MA

*Painting: Herring Fest by Chris Walker*

# In a national survey, fewer than one-quarter of voters could identify the actual source of their drinking water.

(March 2011 FM3 / POS National Survey of 961 Voters; Responses Among Those Not on Wells)





## The average American eats:



**736**  
almonds  
/year (2 lbs)

=

**736**  
gallons of  
water/year

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**245**  
eggs/year

=

**12,985**  
gallons of  
water/year

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**144**  
hamburgers  
/year

=

**102,960**  
gallons of  
water/year

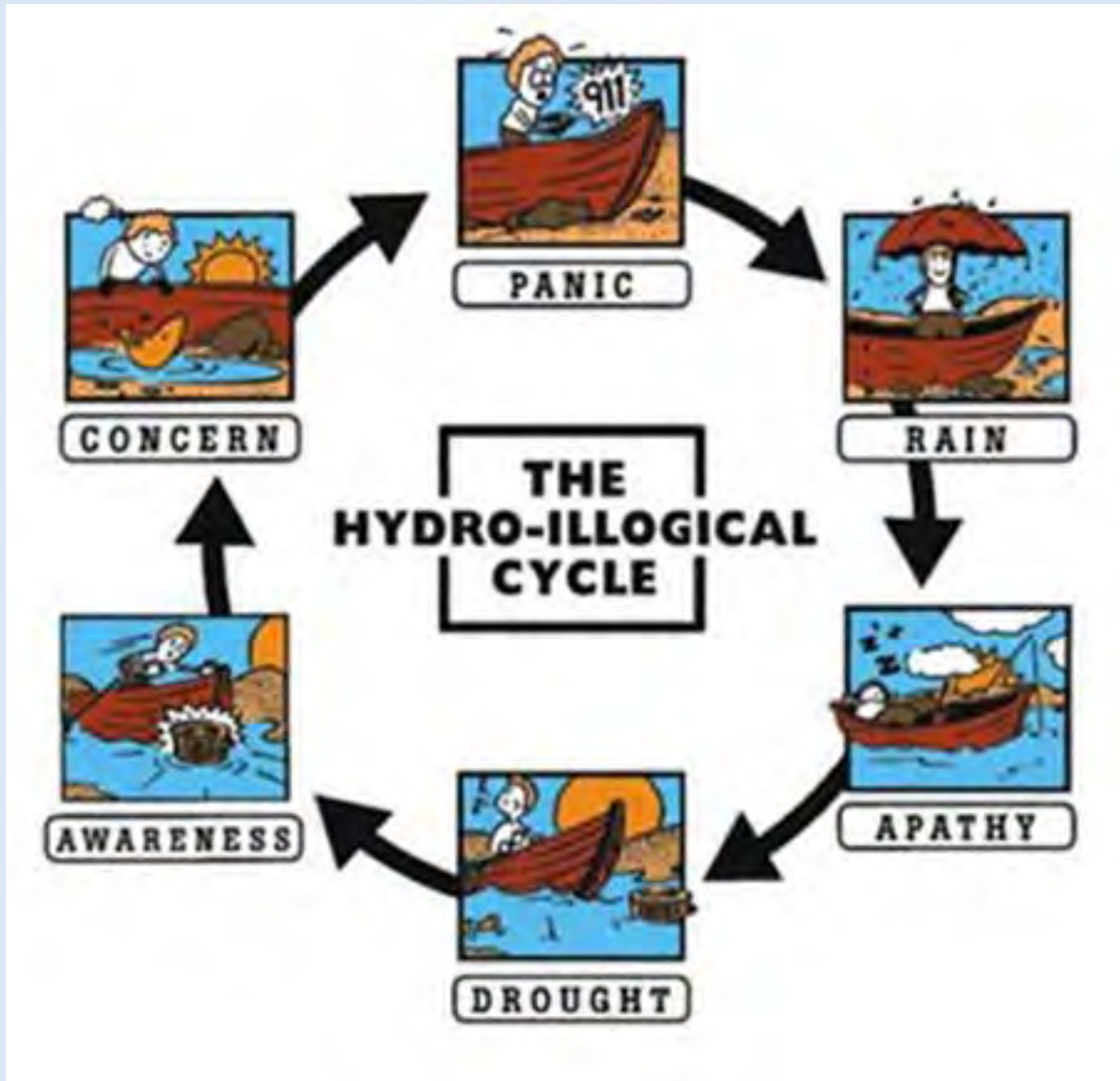


*Once you carry  
your own water,  
you will learn  
the value of every  
drop.*

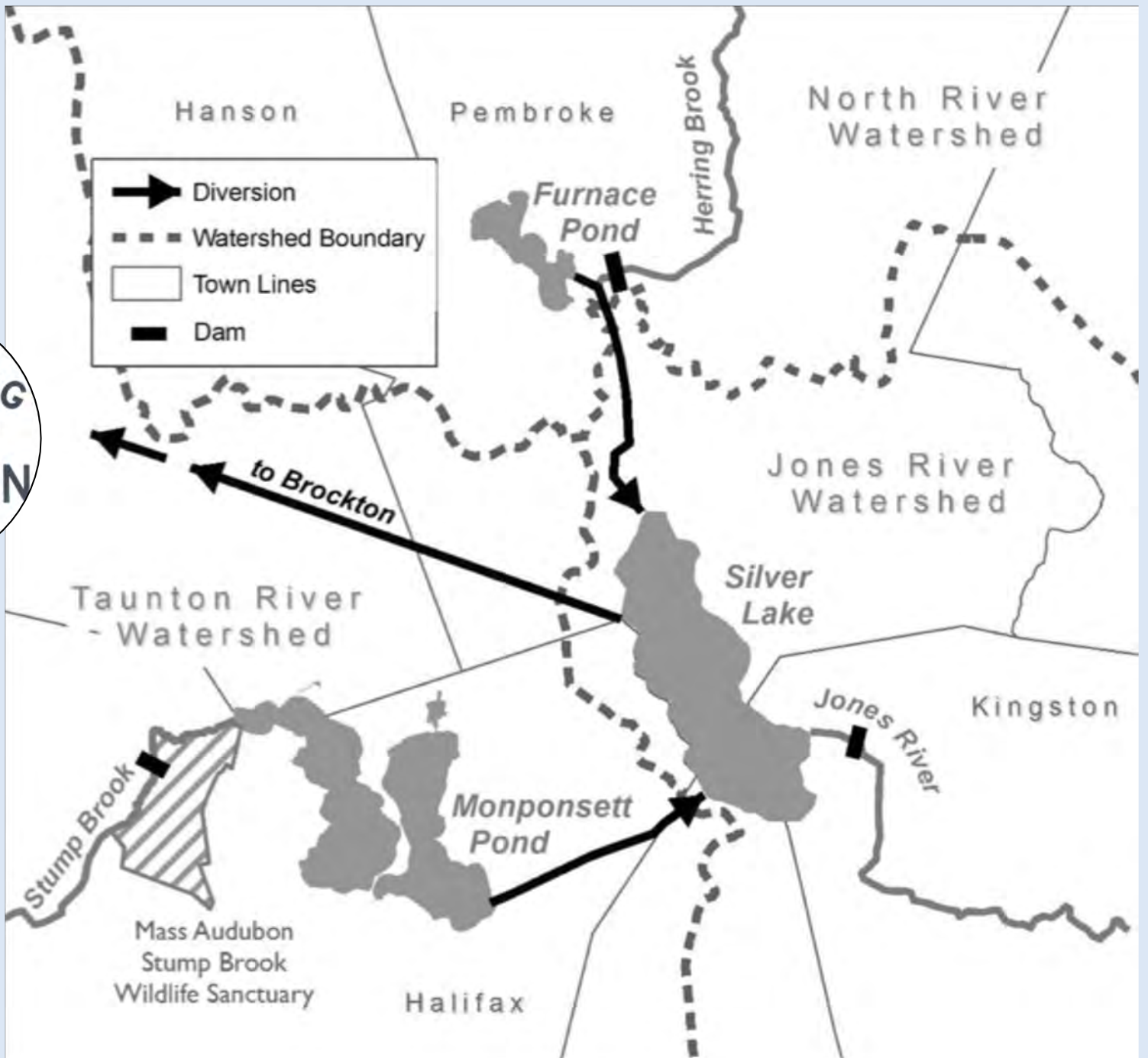
Our brains favor  
experience over  
analysis



If it's out of sight then  
it's out of mind  
(or, in the case of water, we notice  
when it's not there)



Credit: National Drought Mitigation Center





# Dual-process Theory of Reasoning

- Impulsive
- Unconscious
- Sensory-driven
- Short-term

- Cautious
- Conscious
- Analytical
- Long-term

VS



*Metaphor credit: Thaler and Sustain, Nudge*

- Make water issues personal
- And tangible
- Scale down to the local level
- Appeal to both Dr. Spock and Homer
- Make it seem like everyone is doing it

# Most folks think the condition of water infrastructure is relatively excellent/good

Now I'm going to mention some specific aspects of the infrastructure here in Massachusetts. Please rate the condition of each one using a scale of excellent, good, fair, or poor. First, **READ FIRST**. How about **READ NEXT? REPEAT QUESTION STEM AND SCALE ONLY AS NEEDED**.

<b>ROTATE ORDER</b>	Excellent	Good	Fair	Poor	Don't Know / Refused
Roads in your neighborhood	5%	31%	34%	30%	1%
Highways and bridges	3%	23%	41%	32%	2%
The pipes carrying natural gas to homes and businesses	3%	16%	27%	41%	13%
The electric grid	8%	42%	33%	12%	6%
The MBTA system	1%	19%	32%	32%	16%
The water system	10%	46%	29%	11%	4%

Source: 2018 WBUR Poll of 506 Likely MA Voters



**Thank you!**

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