



ADS & The Harris Poll Stormwater Survey

Exploring Public Perceptions on
Water Management in the U.S.



Over half of Americans are worried about how their stormwater is managed

Devastating weather events drive concerns about infrastructure, sustainability and climate change.

In addition to infrastructure concerns, survey findings also revealed

- **There is confusion among U.S. adults about how water is managed.** More than half of Americans (53%) do not know where water goes after it leaves their home, which would include how it is stored and treated before being returned to back into the environment.
- **When it comes to water, environmental impact is top of mind for most Americans.** Fifty-eight percent of U.S. adults are concerned how stormwater is managed in their communities to ensure environmental stewardship and sustainability (i.e., transportation efficiency, energy usage, water reusage, etc.).
- **Climate change is believed to be outpacing stormwater management practices.** Forty-three percent of Americans feel the stormwater management in their area is not keeping up with climate changes, emphasizing the need for stronger and more sustainable water management practices.

PUT SIMPLY /// OUR PROMISE

To protect and manage water,
the world's most precious
resource, **safeguarding**
our environment
and communities.

Our vision is to advance quality of life through sustainable solutions to water management challenges

“

With the ever-increasing frequency of large-scale stormwater-related natural disasters, having a proper infrastructure in place to capture, convey, store and treat water has never been more important,” said ADS President and CEO Scott Barbour. “At ADS we focus on managing the entire life cycle of a raindrop, from the time it falls from the sky and hits the ground, to the time it is filtered, treated and returned to lakes and streams. This approach delivers the health and safety necessary to keep communities thriving.

”

Scott Barbour

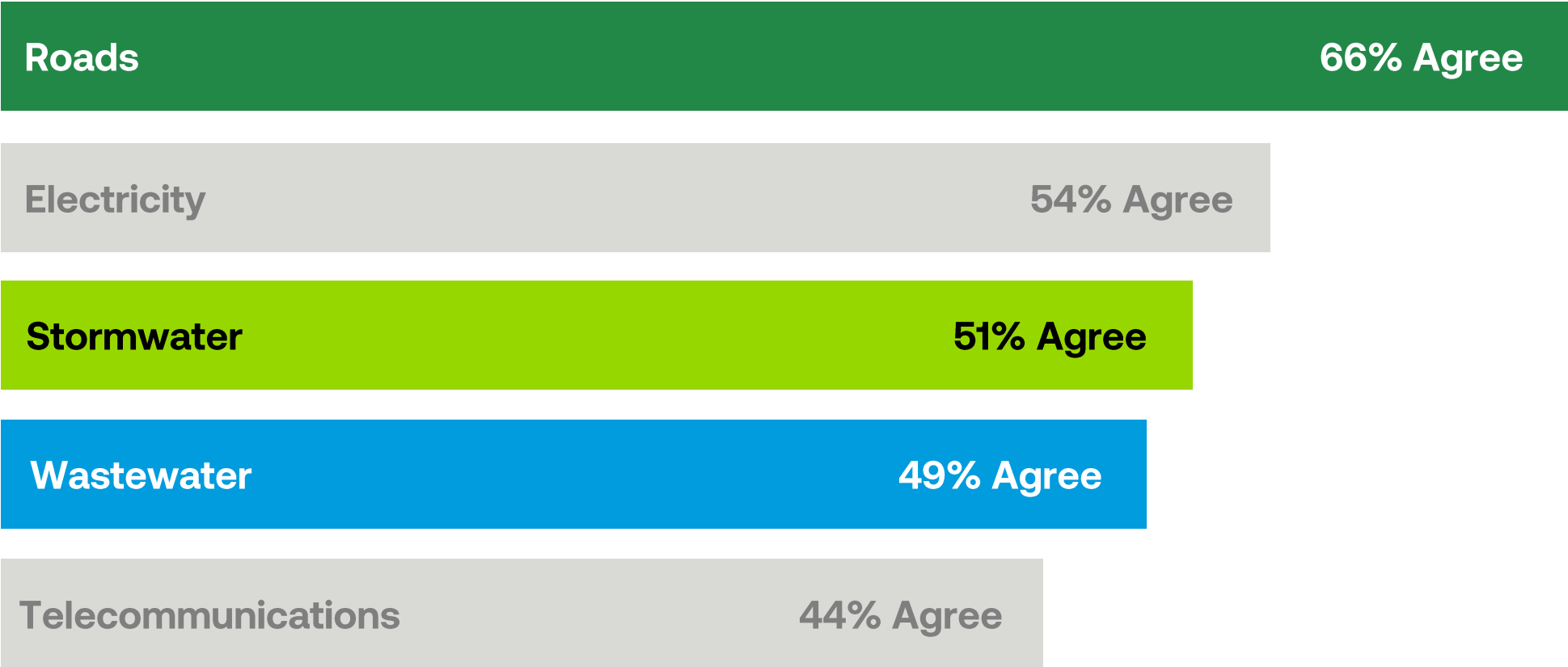
President and Chief Executive Officer, ADS

Survey Results



Americans are concerned about infrastructure in their communities

How concerned are you about the infrastructure for each of the following where you live?



Where ADS plays a role

51% of Americans are concerned with stormwater management

Flooding



Resiliency



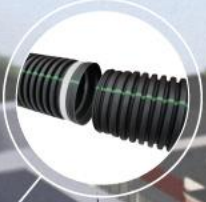
Reclamation and
Water Scarcity



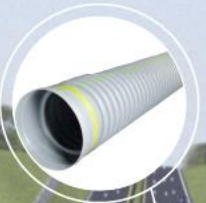
**ADS' products and solutions are uniquely positioned
to address stormwater concerns**



StormTech
CHAMBERS



N-12
DUAL WALL PIPE



HP Storm
DUAL WALL PIPE



ADS
WATER QUALITY



Nyloplast
DRAIN BASIN



Single Wall
PIPE



Nyloplast
DRAIN BASIN



Single Wall
PIPE



Quick4 Series
SEPTIC CHAMBER



N-12
DUAL WALL PIPE



HP Storm
DUAL WALL PIPE



Infiltrator
SEPTIC TANK

ADS Products Improve Quality of Life

When it comes to stormwater, environmental impact is top of mind for most Americans

How much do you agree or disagree with each of the following statements?

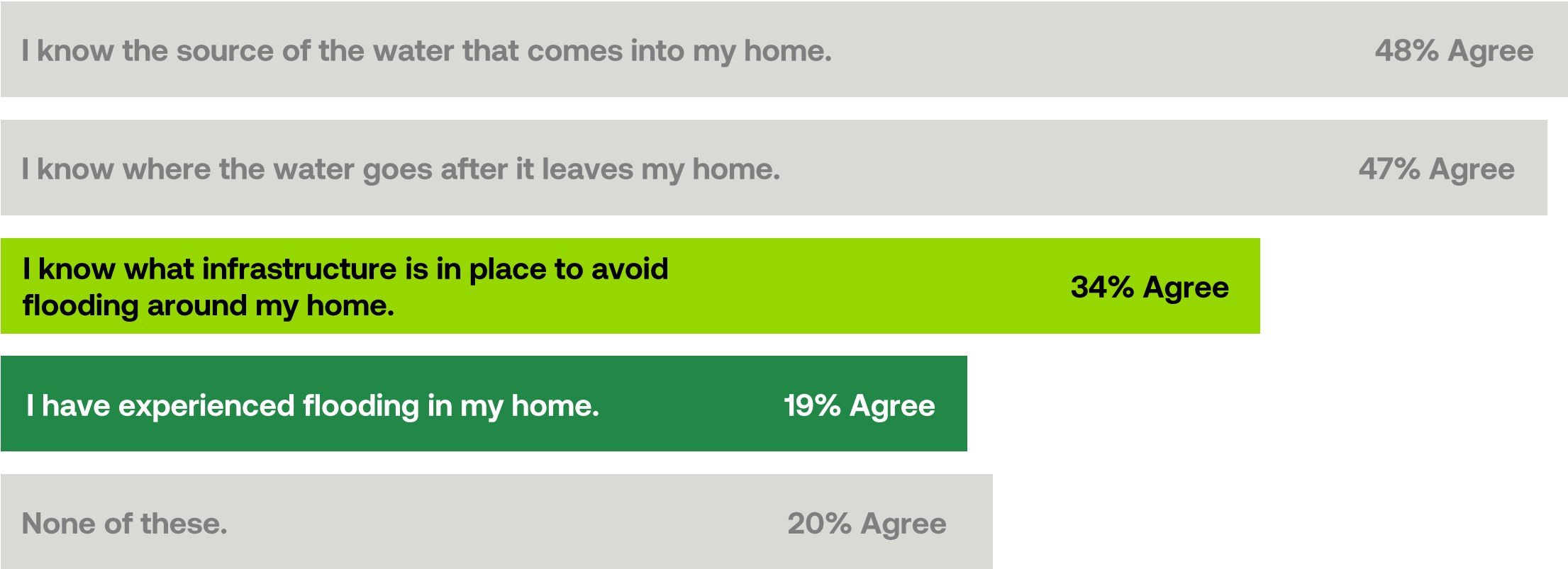
I am concerned about how stormwater in my area is managed to ensure environmental stewardship and sustainability. **58% Agree**

I worry about flooding in/around my home. **51% Agree**

The stormwater management in my area is not keeping up with climate changes. **43% Agree**

There is confusion among American adults about how water is managed

Which of the following statements are true for you?



Research Method

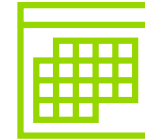
This survey was conducted by The Harris Poll on behalf of Advanced Drainage Systems, Inc.



Sample Size:
n=2,061



Mode:
Online survey



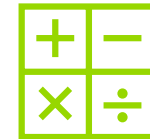
Field Dates:
November 14-16, 2023



Qualification Criteria:
U.S. residents
Adults, ages 18+



Weighting:
Data weighted to ensure results
are projectable to U.S. adults ages
18+



In tables and charts:
Percentages may not add up to
100% due to weighting, computer
rounding, and/or the acceptance
of multiple responses



Our reason is water.TM