



ADS | The Harris Poll 2024 Stormwater Survey

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



Americans are more concerned about their communities flooding than last year

A devastating hurricane season, along with many severe weather events, drove concerns about stormwater infrastructure, impacts on communities and their resilience.

Key survey findings include:

- **Americans face growing negative stormwater effects.** 64% of Americans say stormwater has a negative impact on their community – with 12% indicating it has a major negative impact. Among those who say stormwater has negatively impacted their community, 64% say it comes in the form of flooded streets and 45% report damaged homes and/or businesses.
- **Concerns are rising on inadequate stormwater infrastructure, highlighting growing public anxiety over stormwater management.** 60% of Americans report concern over their community's stormwater management infrastructure, a notable 9 percentage point increase from last year (51%).
- **Environmental impact remains a priority for most Americans,** with 60% expressing concern about how stormwater is managed to ensure sustainability and stewardship—a small increase from 58% last year.

AT ADS /// OUR REASON IS WATER

To protect and manage water,
the world's most precious resource,
we are committed to building solutions
that safeguard our environment and
build resilient communities.

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



As storms increase in frequency and intensity, resulting in more individuals experiencing devastating flooding damage across communities in the U.S., it's understandable that more Americans are concerned about the infrastructure in place to manage stormwater. We are focused on developing innovative products that enable increased community resilience, reducing their vulnerability with stormwater infrastructure designed to handle the increased flooding caused by stronger and more frequent storms.



Scott Barbour

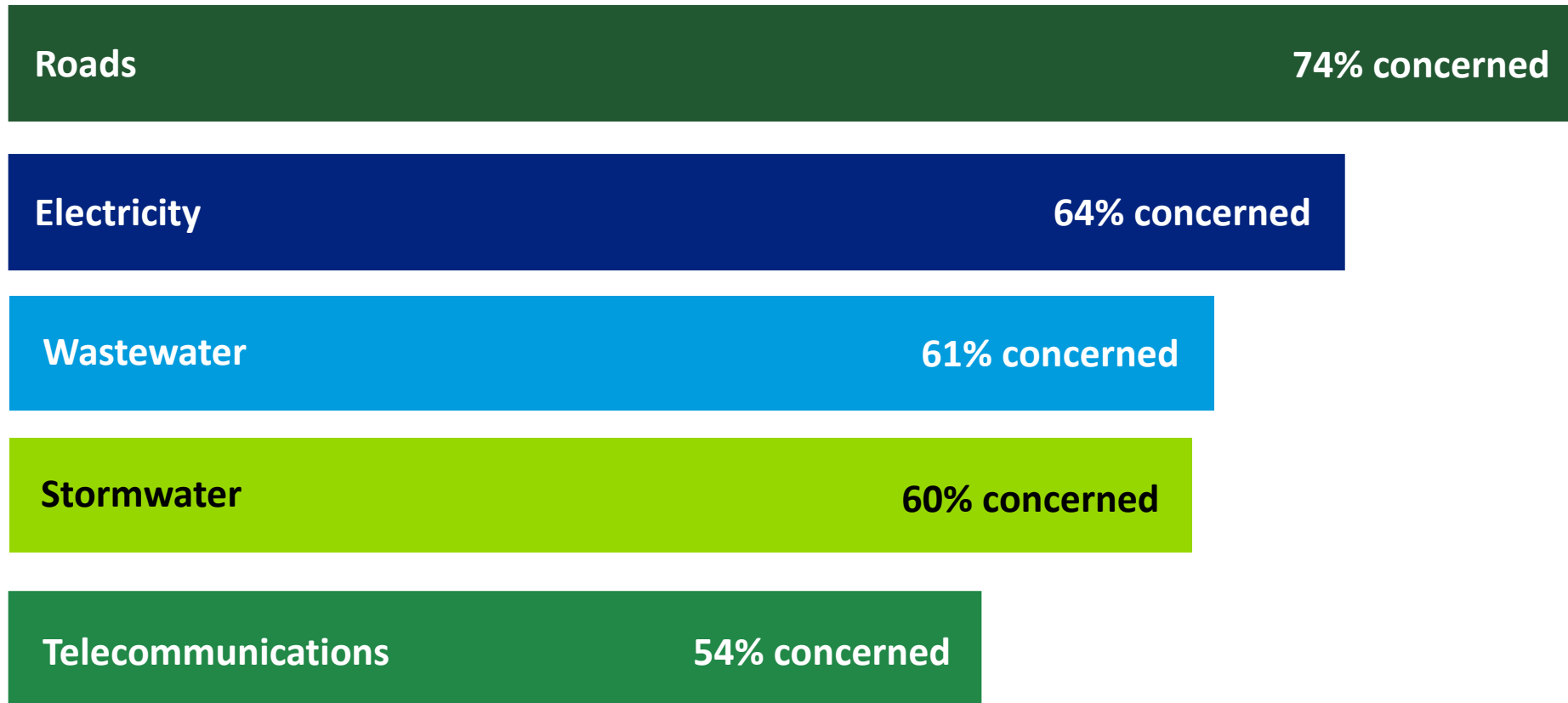
President and Chief Executive Officer, ADS

Survey Results



Americans are more concerned about infrastructure in their communities than last year

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



Where ADS plays a role

60% of Americans are concerned with their community's stormwater management

Flooding



Resiliency



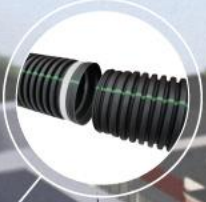
Reclamation and
Water Scarcity



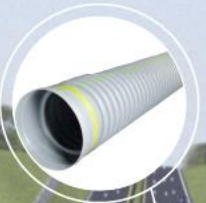
ADS' products and solutions are uniquely positioned to address stormwater concerns



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

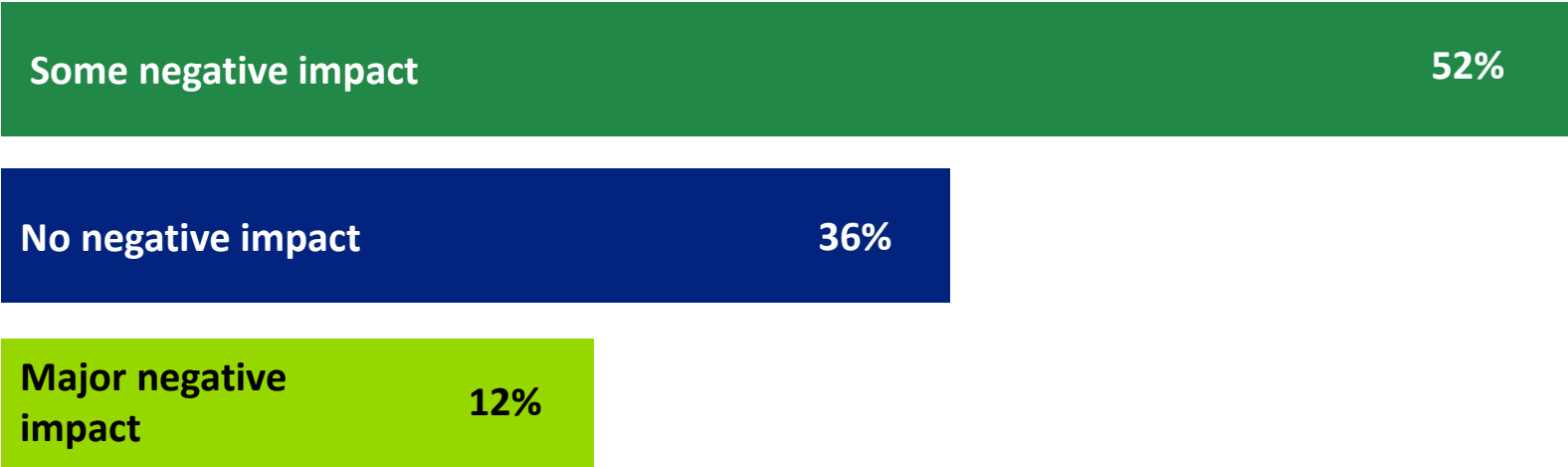


Infiltrator
SEPTIC TANK

ADS Products Improve Quality of Life

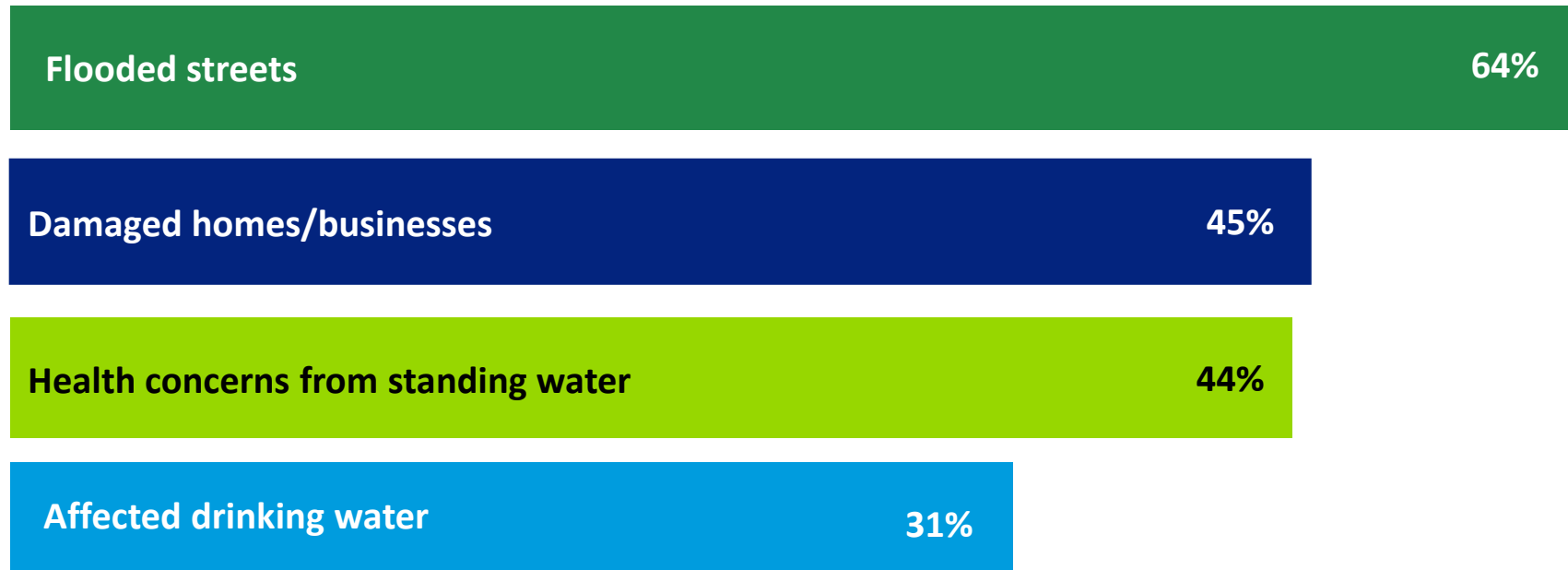
Americans face growing negative stormwater effects

In general, how much of a negative impact does stormwater have on your community?



Negative stormwater effects vary from flooded streets to affected drinking water

What kind of negative impact has stormwater had on your community?



Environmental impact remains a priority for most Americans, while more than 50% worry about flooding in and around their home

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.

60% Agree

Local officials/state regulatory bodies prioritize stormwater management in my community.

57% Agree

I worry about flooding in/around my home.

52% Agree

The stormwater management in my area is not keeping up with climate changes.

44% Agree

Research Method

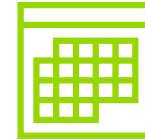
This survey was conducted by The Harris Poll on behalf of Advanced Drainage Systems, Inc.



Sample Size:
n=2,092



Mode:
Online survey



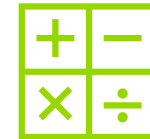
Field Dates:
November 14-18, 2024



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.™