

2014

Value of Water Index in China

xylem
Let's Solve Water

China's Water Crisis

Chinese people are concerned about the water issues in China and are willing to make personal contributions to finding solutions.



Online interviews were conducted among 2,360 urban consumers and national elites in selected Tier 1 and Tier 2 Chinese cities, and 159 water industry experts in China.

CHINESE URBAN CONSUMERS ARE THINKING ABOUT WATER:

96%
categorize the water issues in China as serious.

99%
believe it is important to take urgent action to address and solve water issues today.

88%
are willing to invest more money to ensure access to safe, clean water.

94%
feel they need to take more personal responsibility to help solve water issues in China.

INDUSTRY EXPERTS AGREE:

As China plans to **invest more than \$330 billion** on an action plan to address water issues, **technical expertise is necessary** to develop tailored solutions.

INNOVATIVE TECHNOLOGY

Public education is key to increasing awareness with urban consumers.

EDUCATION

80% believe that the **government and private sector companies should work together** to address water-related issues.

COOPERATION