

Have You Seen

This Symbol?



The Responsible Flushing Alliance (RFA) commissioned a survey¹ to see how #FlushSmart Californians are around the “Do Not Flush” symbol and their flushing habits.

The “Do Not Flush” symbol is gaining recognition in California.



75%

claimed they somewhat recall seeing the DNF symbol.

A 6-point increase!

In awareness from RFA's 2021 baseline survey.

Despite this, some people are still **not practicing responsible flushing habits...**



60%

of consumers self-reported flushing something they knew wasn't flushable in the past year.



26%

of consumers falsely believe baby wipes are flushable.



1/5

Californians mistakenly believe all soft-paper or tissue products to be flushable.



18%

of people falsely believe makeup wipes are flushable.



17%

of participants falsely believe disinfecting/cleaning wipes are flushable.



Regardless, California consumers affirmed the importance of the issue.



93%

consumers feel this issue is at least somewhat, if not very, important to their local community.

Ultimately, most consumers are willing to change their behavior. Education about the consequences of improper flushing to their wallet, their community, and the environment resonated the most.



68%

of consumers willing to change behavior after learning about the costs of improper flushing.

\$47M

additional operating costs² in collection systems of California clean water utilities.



Together, and with the partnership from the wastewater community, RFA is raising awareness of the “Do Not Flush” symbol to ultimately help reduce the amount fatbergs and clogs across the state of California and beyond.

To learn more about RFA and our #FlushSmart campaign, please visit us at www.flushsmart.org.

1. Survey Methodology & Approach

Fieldwork was conducted in with adult (18+) residents of the state of California. Quotas were created to ensure the mix of respondents by geography, gender, ethnicity and other demographics were representative of the state of California and reflective of census data. The research was conducted using an online survey panel, took an average of 7 minutes to complete and included 28 questions. The survey received 1,417 responses. Fieldwork for the survey extended Nov. 1-22, 2022. With a probabilistic sample, a total of 1,417 responses at the 95% confidence level offers a 2.6% margin of error. The margin of error can be used as a guideline to understand the reliability of these results.

2. National Association of Clean Water Agencies (NACWA) report: The Cost of Wipes on America's Clean Water Utilities, September 2020