**Abstract**

Global consumption of water is doubling every 20 years, more than twice the rate of human population growth. The emerging scarcity of water has also raised a host of issues related to sustainability of the present form of economic development, sustained water supply, equity and social justice, water financing, pricing, governance and management. Changes in lifestyle and changes in consumption rate of water are also leading to pressure on fresh water resources. Patterns of water consumption vary with nation and communities depending on a multitude of factors like economic, cultural, climatic, water availability and accessibility as well. In this background an attempt is made to analyze the domestic consumption pattern of water among households in Coimbatore city.