

2021 Value of Water Index

On an annual basis, the Value of Water Campaign polls American voters to better understand their opinions about the state of our nation's water infrastructure and what they view as priorities for action and potential solutions.

The Value of Water Campaign is pleased to share the results of our sixth annual national poll of over 1,000 American voters, conducted by the bipartisan research team of Fairbank, Maslin, Maullin, Metz, and Associates (D) and New Bridge Strategy (R).

The poll was conducted between March 15–21, 2021. Just two weeks later on March 31, 2021, the Biden administration announced The American Jobs Plan, a proposal to invest \$2.25 trillion in infrastructure over eight years to rebuild the economy and create new jobs. The administration will be working with Congress in the coming months about how to implement this vision. This poll shows continued widespread, bipartisan support among voters for reinvesting in our critical water infrastructure.

Water supply reliability is the highest priority for voters.

Among a variety of issues polled, the highest single federal priority for voters was ensuring a reliable water supply. Other water issues were among the top concerns facing the nation today. Addressing water contamination and rebuilding the nation's infrastructure were also top priorities, on par with rebuilding the nation's economy and ending the COVID-19 pandemic. These polled higher than reforming our healthcare system, or increasing the minimum wage.

Ensuring a reliable supply of water



Strengthening the economy



Addressing drinking water contamination



Eliminating COVID-19



Rebuilding America's infrastructure



Increasing availability of high-quality early childhood education



Ending America's opioid crisis



Increasing the minimum wage



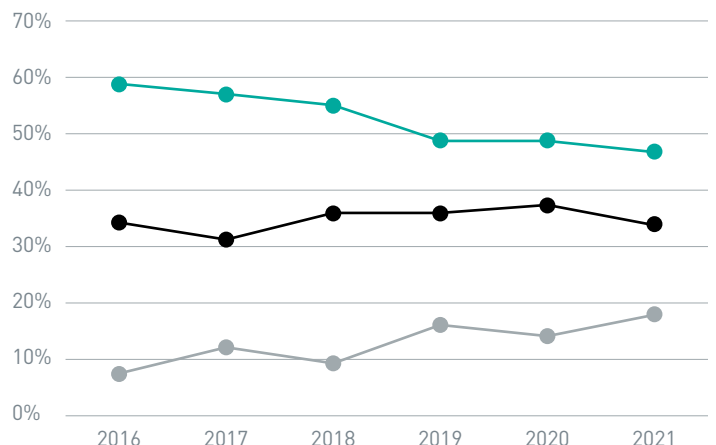
Americans are growing more uncertain about the nation's water infrastructure.

Over the last six years, fewer Americans have rated the national water infrastructure as good, while the number of Americans who are uncertain about the state of water infrastructure has grown.

This shows a growing recognition that our water infrastructure is in need of repair, replacement, and rehabilitation.

American's voters' evaluation of the nation's water infrastructure

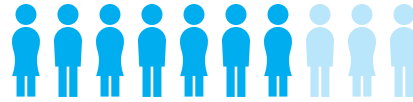
- Somewhat good or very good
- Somewhat bad or very bad
- Don't know



Across all demographics, Americans strongly support water infrastructure investment.

78%

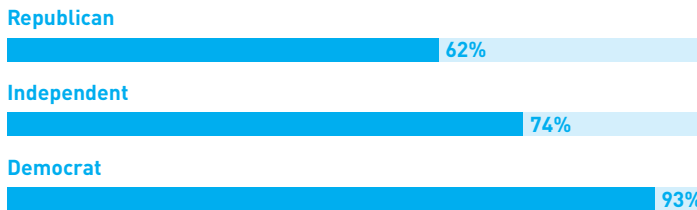
of voters support (with 48 percent strongly supporting) a proposal to reinvest in the nation's water infrastructure.



7 in 10 voters believe that the water sector should receive the same level of federal COVID relief funding that other infrastructure sectors receive.

Support for this proposal is widespread across party affiliation, race and ethnicity, geography, and household income.

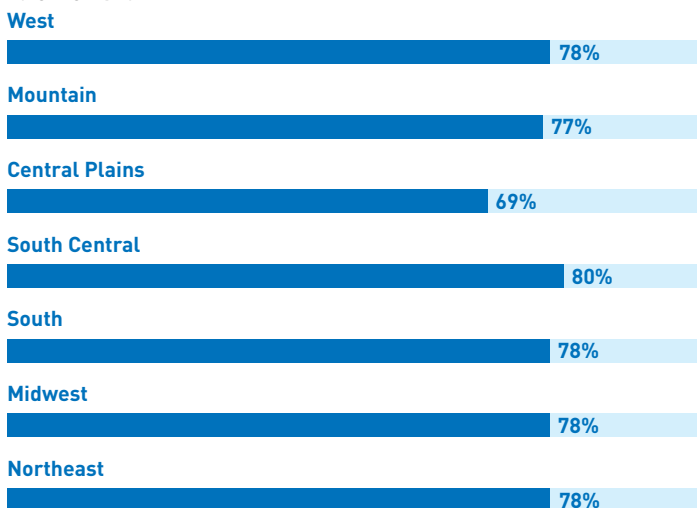
By party affiliation



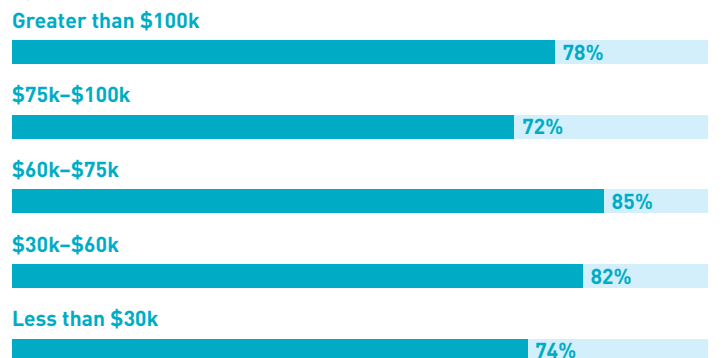
By race and ethnicity



By geography



By household income



About the Value of Water Campaign

The Value of Water Campaign educates and inspires the nation about how water is essential, invaluable, and in need of investment. Spearheaded by top leaders in the water industry, and coordinated by the US Water Alliance, the Value of Water Campaign is building public and political will for investment in America's water and wastewater infrastructure through best-in-class communications tools, high-impact events, media activities, and robust research and publications. More at thevalueofwater.org.