

Fourth Annual Value of Water Index

Over the past four years, the Value of Water Campaign has polled 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 fourth 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).

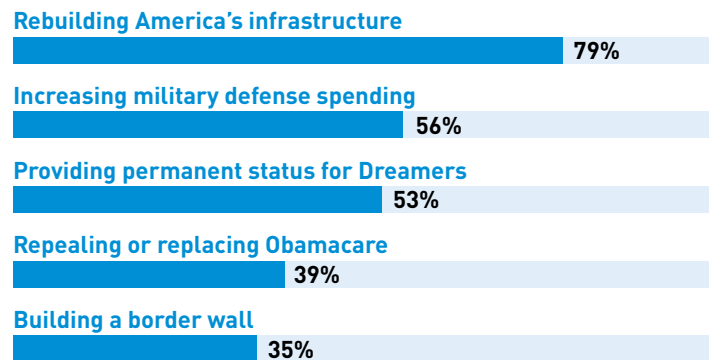
Water infrastructure is a TOP PRIORITY.

Americans support rebuilding our nation's infrastructure more than any other issue facing the current administration, including building a border wall, repealing or replacing Obamacare, providing permanent status for Dreamers, or increasing military defense spending.

79%

of voters say rebuilding America's infrastructure is extremely or very important.

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Americans support INVESTING NOW, before our nation's water infrastructure fails.

85%

of Americans support (with 52 percent strongly supporting) increasing federal investment to rebuild our water infrastructure.

68%

continue to support capital investments at the national, state, and local levels—even when told that investment carries a \$1.2 trillion price tag.

67%

of voters support a *proactive* program of water infrastructure upgrades, rather than fixing problems as they arise.

80%

of American voters say what they pay for water service is affordable and more than three in five voters would be willing to pay a modest increase in local water rates to fund improved service.

Agreement across party lines and demographics: water infrastructure is essential to all.

Support for investing in water infrastructure cuts across age, gender, party, geography, and ideology.



More than three in four Democrats *and* Republicans agree rebuilding America's infrastructure should be a top priority for the President and Congress this year.

Water quality concerns emphasize need for investment and innovation.



of Americans—living in both urban and rural areas—are concerned about contaminants affecting their water quality.



More than five in eight Americans support local water agencies increasing the use of potable recycled water in their community.

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](http://thevalueofwater.org).