

# 2025 Value of Water Index



The Value of Water Campaign is pleased to share the results of its tenth annual Water Index Poll. Since 2016, the Campaign has conducted bipartisan polling of 1,000 voters nationwide to test opinions on water infrastructure, services, affordability, and funding. The resulting insights have informed a decade of water leaders, policymakers, and elected officials on how Americans view the state of our nation's water systems.

The poll was conducted between February 24 and February 28, 2025, by the bipartisan research team of Fairbank, Maslin, Maullin, Metz, and Associates (D) and New Bridge Strategy (R). While many of the polling questions have remained consistent for tracking over time, voters also had an opportunity to share opinions on timely issues, including the possibility of water funding cuts and the impacts of extreme weather on water services.

## Bipartisan voter support for prioritizing reliable water access reached a new high.

92%

of voters identify reliable water access as a very or extremely important issue.

For the fifth year in a row, the number of voters who identified reliable water access as a very or extremely important issue has grown, reaching 92 percent in 2025. Reducing inflation and strengthening the economy round out the top three voter priorities this year, with 86 and 85 percent of voters ranking them as very or extremely important, respectively.

## Voters across the country strongly support continued water infrastructure funding at the federal level.

When informed about the possibility of federal funding cuts to water infrastructure projects, 80 percent of voters supported continued funding.

Consistent with that support, 76 percent of voters would view an elected official who supports additional investment in water infrastructure more favorably. Similarly, 66 percent of voters would view an elected official opposed to additional investment less favorably, with 44 percent of that group viewing the elected official much less favorably.

80%

of voters support continued federal funding for water infrastructure.

## Nearly 20 percent of Americans experienced water service impacts due to extreme weather in the last five years.

46 percent of voters reported water-related impacts from droughts, wildfires, hurricanes, freezes, or flooding in the past five years. Of that group, 21 percent lost access to water service, 19 percent experienced severe contamination to their water supply, and 22 percent experienced shortages due to water availability.\*

74 percent of voters reported concern about weather-related water impacts in the future, and over 70 percent believe that it is very or extremely important for the federal government to help reduce the likelihood of water challenges resulting from future natural disasters.

\*respondents were able to select multiple impact options, though 40 percent of respondents selected at least one of the three options.

## Voters believe continued investments in drinking water and wastewater services are critical to support life as we know it.

A whopping 96 percent of voters believe these investments are critical for good public health, 95 percent believe they're critical for the overall well-being of their communities, and 85 percent believe they're critical for a strong economy. High voter levels of support for funding water at all levels reflect these beliefs.

To voice your support for water infrastructure, please visit [unitedforwater.com](https://unitedforwater.com).

