



For Immediate Release

Value of Water Coalition Releases New Poll Results: Over 80% of Americans Believe Securing Sustainable Water Supplies to Be a National Priority

The Value of Water Coalition Highlights the Importance of Investing in Water Resources and Infrastructure during National Drinking Water Week

Washington, DC – May 4, 2015 – In conjunction with National Drinking Water Week, the Value of Water Coalition today released the results of a poll that asked Americans about the importance of water in their lives. The results of the survey paint a stark picture about the role water plays in our lives and the urgent action needed to ensure a safe, reliable water supply for all communities.

More than four out of five Americans said it was important or extremely important to invest in strategies and programs to develop sustainable water supplies. The survey explained that water and wastewater service providers are the primary source for funding water infrastructure, and customers are typically charged relatively small fees for water compared to other household utilities such as electricity, heat, cable or Internet. Surprisingly more than half of respondents agreed that water bills need to increase so water systems can be modernized.

“The results of this survey show that Americans know the truth about water: It is essential, at risk, and worth investing in,” said Radhika Fox, director of the Value of Water Coalition. “During National Drinking Water Week we want to remind Americans that the infrastructure that brings water to and from their homes and businesses is incredibly valuable, and in need of investment. In many communities, water systems are more than a century old and desperately need to be modernized. What these new national poll findings demonstrate is that Americans fundamentally understand how essential water and wastewater service is to their everyday lives, and they are willing to make the investment to ensure reliability, even if it means that their water bills will increase.”

The survey was commissioned by the Value of Water Coalition and conducted online by Harris Poll between April 9-13, 2015, among 2,023 adults ages 18 and older living in the United States. The findings include:

- **Eighty two percent of Americans think it is important or extremely important to invest in strategies and programs that develop sustainable water supplies.**

- After explaining that the primary source of funding to modernize and repair water infrastructure is the revenue collected by local water and wastewater providers from their customers, **more than half of respondents (56 percent) agreed with the statement “water bills need to increase to repair and modernize water and wastewater infrastructure.”**

Millions of Americans are adjusting to life during a historic drought and millions of others live in cities with perilously outdated infrastructure.

The Value of Water Coalition is encouraged by the survey’s results: the public supports the Coalition’s commitment to elevating the importance of investment in water infrastructure and water resources in our national dialogue.

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About the Value of Water Coalition

The Value of Water Coalition builds national will for investment in water infrastructure and water resources. The Coalition has come together to advance positive solutions to our nation’s pressing water challenges.

Members include: Alexandria Renew Enterprises , American Water, American Water Works Association, Association of Metropolitan Water Agencies, Black & Veatch, Camden County Municipal Utilities Authority , CH2M Hill, DC Water, Dow Chemical Company, Hampton Roads Sanitation District, Kansas City Water Services, Metropolitan Sewer District of Greater Cincinnati, Metropolitan Water Reclamation District of Greater Chicago, MWH Global, National Association of Clean Water Agencies, National Association of Water Companies, Northeast Ohio Regional Sewer District, Philadelphia Water Department, San Francisco Public Utilities Commission, United Water, U.S. Water Alliance, Veolia, Water Environment Federation and Xylem.

Learn more about The Value of Water coalition at thevalueofwater.org and follow us on Twitter [@TheValueofWater](https://twitter.com/TheValueofWater).

Methodology

This survey was conducted online within the United States by Harris Poll on behalf of the Value of Water Coalition from April 9-13, 2015 among 2,023 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact agardner@skdknick.com.