

Fifth Annual 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 fifth 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 7–18, 2020, at the beginning of the COVID-19 pandemic. The impact of this pandemic on public opinion of water infrastructure is difficult to predict, but the critical nature of water and sewer services, and the public health protection they provide, is in the public eye now more than ever.

Water infrastructure is a TOP PRIORITY.

Americans support rebuilding our nation's infrastructure more than most other issues today including reforming our healthcare system, expanding early childhood education, and ending the opioid crisis. It ranked similarly to strengthening the economy.

80%

of Americans agree that rebuilding America's infrastructure is extremely or very important.

Strengthening the economy



Rebuilding America's infrastructure



Reforming our healthcare system



Increasing the availability of high-quality early childhood education



Ending America's opioid crisis



Americans support investment.

84%

of Americans support (with 47 percent strongly supporting) increasing federal investment to rebuild our water infrastructure.

70%

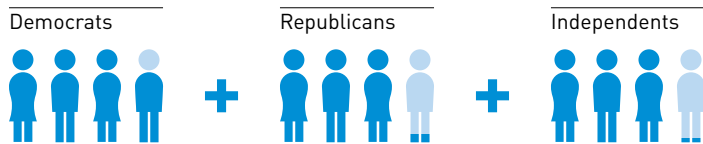
of Americans want the President and Congress to develop a plan to rebuild water infrastructure.

73%

of Americans support investing in water infrastructure to increase resilience to climate change, even with a \$1.27 trillion price tag.

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

Support for water infrastructure investment cuts across demographic, political, and geographic divisions.



More than three in four Democrats (94%), Republicans (77%), and Independents (76%) all broadly support increasing federal investment. Support also cuts across gender, age group, and 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](https://thevalueofwater.org).