2024
Value of Water Index

The Value of Water Campaign polls American voters annually to better understand their opinions on our nation's water infrastructure, what they view as priorities for action, and potential solutions.

The Value of Water Campaign is pleased to share the results of our ninth 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 11 and March 18, 2024. This year, we sought insights on Americans' perceptions around the need for continued federal investment in our nation's water infrastructure, where that investment should be focused, and outlooks on water safety and affordability.

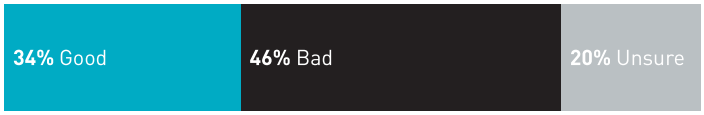
Ensuring reliable water services continues to be the top issue for voters, and concern about water infrastructure is on the rise.

For the fourth year in a row, ensuring a reliable water supply was the top priority of voters—with 88 percent of voters ranking it as extremely or very important. This was followed by reducing inflation and strengthening the economy, with 86 percent of voters ranking each as extremely or very important.

Support for water comes as voter outlooks on the state of the nation's water infrastructure continue to decline. Indeed, only 34 percent of voters rated the current condition of the nation's water infrastructure as good—a new low—whereas 46 percent of voters rated the current condition as bad.

88% of voters ranked ensuring a reliable water supply as extremely important or very important

Voter assesment of the current state of the nation's water infrastructure



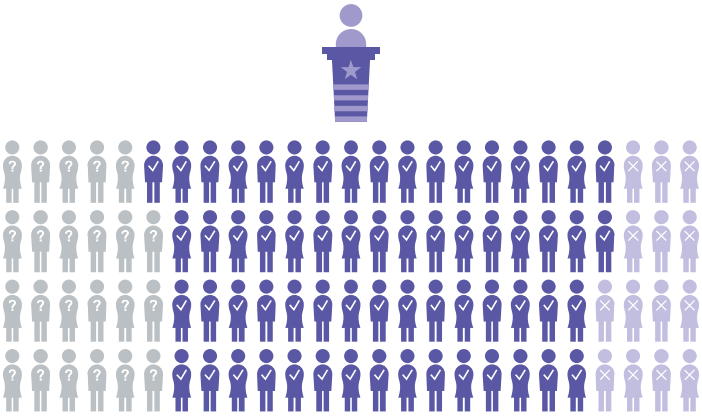
There is strong bipartisan support for more federal water funding to help improve the nation's water infrastructure.

Sixty-five percent of voters said they would support continued federal investment in water after the Bipartisan Infrastructure Law sunsets. Twenty percent of voters would oppose continued federal investment in the same circumstances, and 16 percent were unsure.

65% of voters would support continued federal investment in water after the Bipartisan Infrastructure Law sunsets

A majority of voters support elected officials who advocate for investment in water.

Sixty-three percent of all voters would view an elected official who supported additional investment in water infrastructure more favorably, with only 14 percent viewing such an official less favorably.

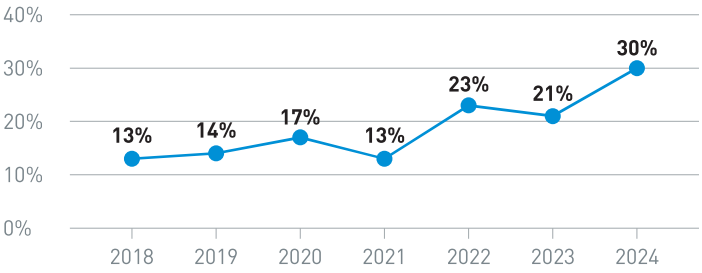


63% of all voters would view an elected official who supported additional investment in water infrastructure more favorably

Water affordability is a rising concern among voters, yielding growing support for a permanent federal water bill assistance program.

In the last six years, the percentage of voters who find their water service unaffordable has more than doubled, rising from 13 percent of voters in 2018 to 30 percent of voters in 2024. Accordingly, 59 percent of voters would support making the Low-Income Household Water Assistance Program (LIHWAP), a federal government assistance program to help low-income customers pay their water bills and avoid shutoffs, a permanent program.

Percentage of voters who find their water service unaffordable



of voters support a permanent government-funded assistance program to help low-income customers pay their water bills and avoid shutoffs

A majority of voters would pay modest rate increases to support local utility projects that improve water accessibility and community health.

Despite affordability concerns, 61 percent of voters would pay 50 dollars more per year on their water bills if it helped fund projects that prioritized the safety and health of their area's drinking water and ensured that everyone in their community had basic water and sewer service.

61% of voters would pay $50 more per year on their water bills if it:

ensured that everyone in their community had basic water services

helped make drinking water safer and healthier

helped reduce pollution