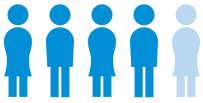


Third Annual Value of Water Index

Over the past three 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. This third annual poll of 1,000 American voters was conducted by the bipartisan research team of Fairbank,

Maslin, Maullin, Metz, and Associates (D) and Public Opinion Strategies (R). The findings demonstrate that water is an issue that resonates with the public over time and that Americans across the political spectrum support investment and stewardship of our water infrastructure and resources.

Water infrastructure is a TOP PRIORITY for voters.



4 of 5 voters say rebuilding America's infrastructure is extremely or very important.

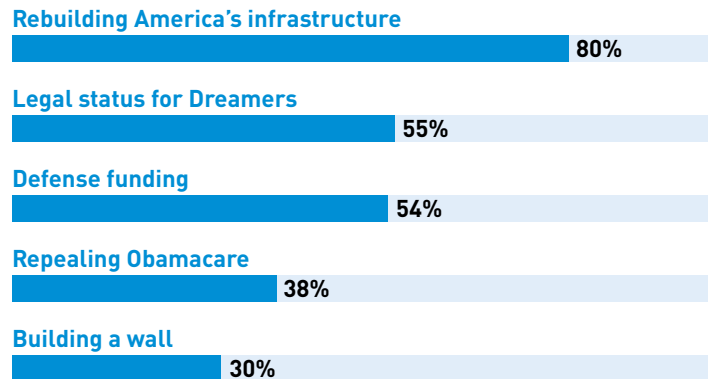


When asked about water infrastructure specifically (the infrastructure that brings clean drinking water to our homes and removes and treats wastewater) 78% say it is extremely or very important for the President and Congress to develop a plan to rebuild our water infrastructure.

95%

of voters say it is at least somewhat important.

Voters say infrastructure is more important than every other top federal issue right now.



Americans want Congress to INVEST in our nation's water infrastructure BEFORE our systems fail.

88%

of Americans support increasing federal investment to rebuild our water infrastructure.

75%

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

Rare agreement across party and demographic lines: water infrastructure is essential to all.

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

Percentage of voters that agree that investing in our water infrastructure is either extremely or very important:



Ratepayers will do their share. Congress should do the same.

When informed that some of the costs would be borne by ratepayers:

78%

of Americans continue to support reinvestment in our water infrastructure, and...

75%

would be willing to pay a modest increase in local water rates to fund improved service.

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).