

THE VALUE OF WATER AMERICANS ON THE U.S. WATER CRISIS

Growing populations, rapid urbanization and chronic underinvestment are putting pressure on our nation's aging water infrastructure.

BROKEN/ LEAKING
PIPES LOSE

**1.7
TRILLION
GALLONS**
OF WATER
PER YEAR

**COST
OF
\$2.6B***

A WATER MAIN BREAK
IN AMERICA EVERY
10 HOURS

TWO 
MINUTES*

RECOGNITION OF THE WATER CRISIS

Americans recognize that our nation's water resources are increasingly at risk and are concerned about the state of our infrastructure system.

80%

recognize demands on water resources are growing and water is becoming increasingly scarce

77%

are concerned about our nation's water infrastructure system

88%

believe our water infrastructure needs

REFORM

86%

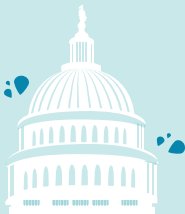
say they have experienced the impact of water shortages and contamination

GOVERNMENT HAS A ROLE TO PLAY

They believe the government should be accountable for fixing problems with our water infrastructure system.

88%

believe government (federal, state and municipal) should be accountable for fixing water infrastructure problems



85%

want greater government investment



79%

want more time spent addressing issues



39%

trust local and municipal governments most to address these problems



A SENSE OF PERSONAL RESPONSIBILITY

Americans recognize that they also have a personal role to play and are willing to pay for water infrastructure upgrades.

31%

believe Americans should be responsible for paying for water infrastructure improvements by paying a little more in their water bills



Despite recent increases in water bills

six in ten Americans are willing to pay a little more each month to upgrade our water system



They are willing to pay an average of **\$7.70** more per month increase from **\$6.20** per month in 2010

Resulting in **\$6.4B** in water infrastructure investments per year

LEVEL OF DISCONNECT REMAINS

However, Americans are largely unaware of the factors impacting water costs, their water footprint or the extent to which water infrastructure problems would impact them personally.

Americans attribute water costs to a variety of factors



usage



quality



utility management



54%

=50 gallons

estimate that they use **50 gallons** or less of water daily while the average family of four uses

400 gallons of water per day*



while the true factors depend on utilities' financial structures



labor



debt



infrastructure improvements

Only **29%**



believe problems with America's water infrastructure would affect them personally "a great deal"