

# 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** SECONDS

**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.

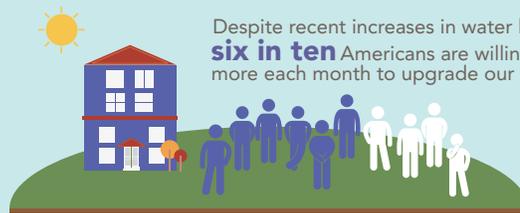
**31%**

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"