

# 2023 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 eighth 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 22 and March 29, 2023. This year, we continued to seek insights into how Americans feel about the 2021 Bipartisan Infrastructure Law, as well as how water ranked in comparison with other issue areas Americans believe the federal government should tackle.

## Ensuring a reliable supply of water remains a top concern for voters.

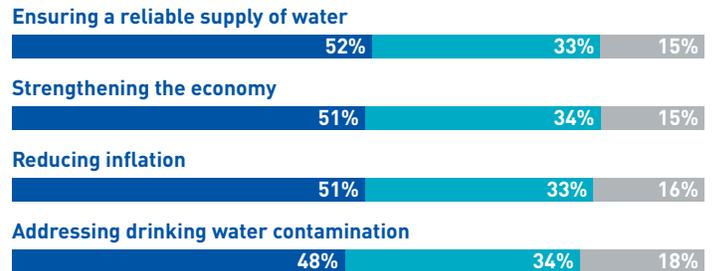
Of 10 options given, ensuring a reliable supply of water received the greatest support with 85% of voters classifying it as extremely or very important. Respondents ranked this priority equivalent to strengthening the economy, with 85% of voters finding this extremely or very important (but with fewer voters finding it extremely important). Reducing inflation was the third highest-ranking voter issue with 84% finding it extremely or very important, followed by addressing water contamination with 82% finding it extremely or very important. Water remains at the top of voters' minds, even as prices and inflation dominate media coverage.



85% of voters find ensuring a reliable supply of water extremely or very important.

### Voter ranking of top issues for the federal government to address this year

● Extremely important ● Very important ● Other



## While awareness of the Bipartisan Infrastructure Law hasn't grown, once voters were informed, approval of the law continues to be broad and strong.

Familiarity with the Bipartisan Infrastructure Law dropped from 48% to 42% between 2022 and 2023 (likely due to the story leaving media coverage), but after reading a short description of the Law, voter approval revealed 77% support, which is up from 75% in 2022. This support continues to cut across political parties, races, regions, genders, income levels, and ages. To keep maximizing the Law's potential, messaging must persist to ensure voters remain informed of its content and impact.



Only 42% of voters knew of the Bipartisan Infrastructure Law...

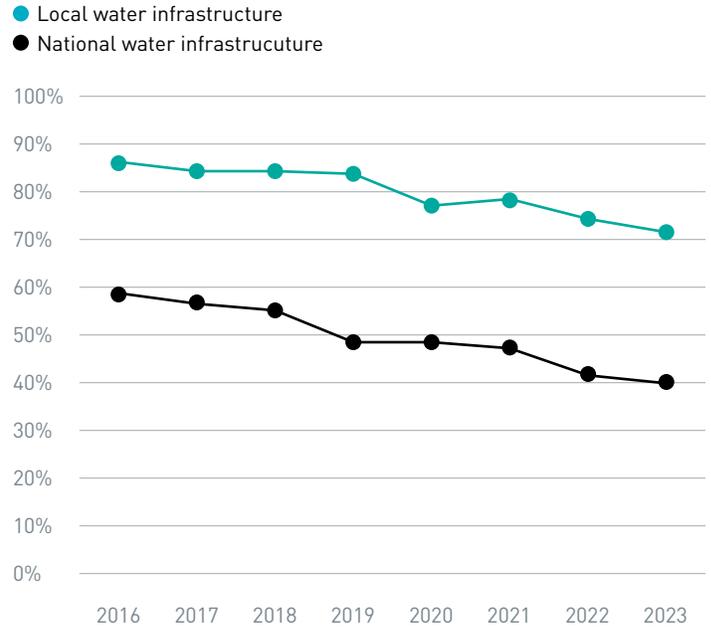


...but 77% of voters approved of the Law once informed.

## While voters' ratings of their local and national water infrastructure remain relatively high, positive perception has been steadily eroding.

While trust in drinking water delivered through the tap has remained strong, voters' evaluation of local water infrastructure went from 86% "good" in 2016 to 71% "good" in 2023, and voters' evaluation of national water infrastructure went from 59% "good" in 2016 to 40% "good" in 2023. While majorities still perceive their infrastructure as good, positive perception has steadily decreased over the eight years of this poll. This is a clear call to action to stop this downward trend by continuing to invest in infrastructure and better convey the connections between infrastructure projects and practices and the positive outcomes they have on communities.

Voters' "good" views of local and national water infrastructure over time



## Voters support government-led water affordability programs, and majorities would pay more to ensure clean, safe, and more affordable water services for their communities.

72% of voters support government programs to help low-income households pay their water bills, and 53% would pay a modestly increased rate for water services to ensure that everyone in their community has basic water and sewer service and will not be shut off for non-payment. Additionally, 55% of voters would pay a modestly increased rate for water services to reduce pollution in local waterways, and 54% would pay a modestly increased rate for water services to make their area's drinking water safer and healthier.



**72%**

of voters support government programs to help low-income households pay their water bills



**53%**

of voters would pay more to ensure others avoid shutoffs for non-payment



**55%**

of voters would pay more to reduce pollution in local waterways



**54%**

of voters would pay more to make drinking water safer and healthier

### 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, the Value of Water Campaign is building public and political will for investment in America's water infrastructure. Visit the Value of Water Campaign [website](#) and follow us on [Twitter](#).