

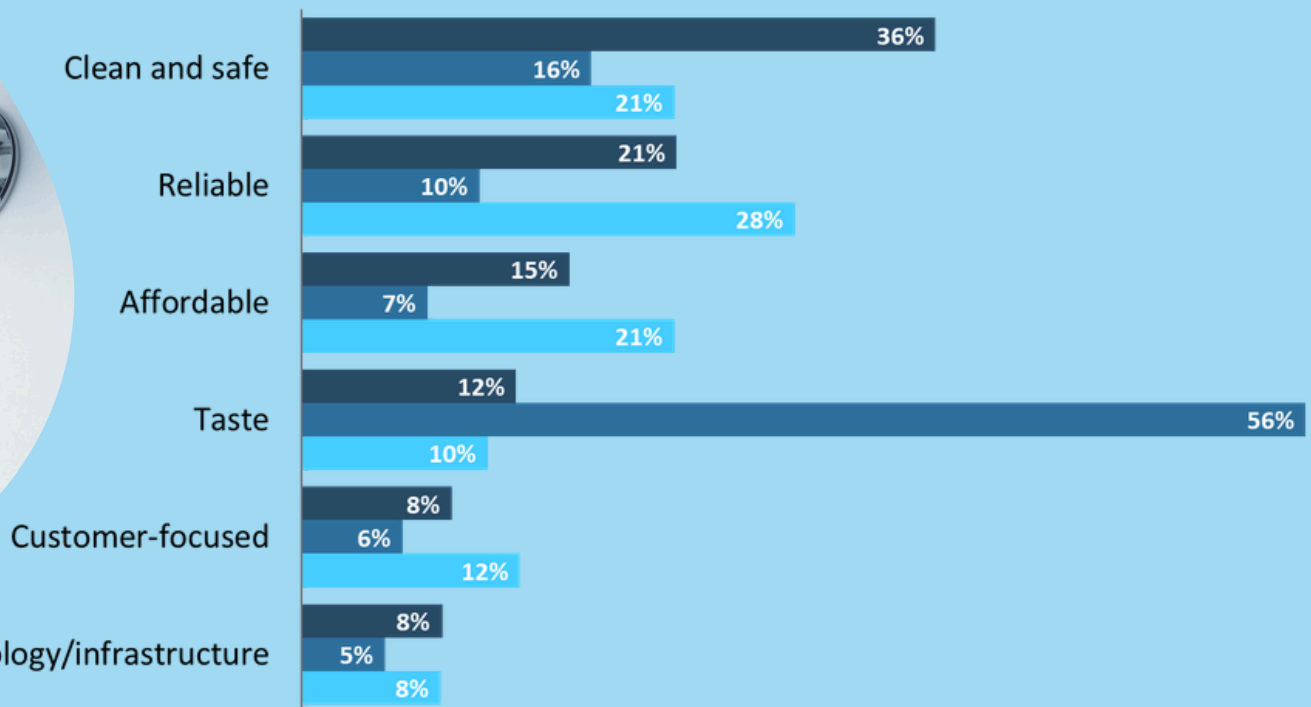
# Tap Water

## What Matters Most

When asked what matters most in tap water, customers are remarkably consistent in Trust in Water polling data.

TRUST  
IN  
WATER

**Clean and safe** water is the most important attribute to more than a third of customers and more than half rate **taste** as their second most important attribute.



These priorities highlight a fundamental truth: customers judge water systems by what they experience every day in their homes and communities. This emphasis on results helps explain why ownership itself carries less weight in customer perceptions.

Whether a system is publicly or privately owned and operated, **customers expect their water to meet high standards for safety, reliability, and quality.** Providers that consistently deliver on these expectations, and invest to maintain and improve infrastructure, are more likely to earn long-term trust.

Learn more at: [TrustinH2O.com](https://TrustinH2O.com)