



TRUST
WATER

Customers Value Safe, Reliable Water Service

In Trust in Water polling data, 78% of respondents express a willingness to pay more for higher-quality outcomes, especially when investments are transparent, regulated, and paired with protections for affordability.

Customers recognize the importance of investing in a safe, reliable water system. There is broad, bipartisan openness for investment in water systems when outcomes are clear and oversight is strong.

Customers of both public and private water providers value high-quality water service and recognize the importance of investing in the systems that deliver it.

Support is notably higher among:

- Younger customers
- Men
- Customers identifying as Hispanic or African American

Political affiliation shows little division:

- **78% of Democrats** and **80% of Republicans** are willing to invest in better quality water.



63%

of people strongly agree that investing in the reliability and safety of our water and wastewater systems is **critical to our health** and should be a priority for communities.