


HOW AMERICANS RELATE TO

water

the
WATER MAIN

The Water Main builds public will in support of clean, affordable, accessible water.

We do this as a hub that brings people together, informs and expands perspectives, catalyzes new thinking and action, and collaborates with stakeholders.



Public will is a willingness
and ability to act

Knowledge
and
understand
ing

+

Relevance
and
connection

+

A set of
solutions to
the issues

+

A pathway
to action

=

Public Will

Water IQ

*Understanding of key
water issues and
possible solutions*

Water EQ

*Affinity and personal
connection to water*

An American flag is shown waving on a wooden pole against a backdrop of a blue ocean and a bright, hazy sky. The flag's stars and stripes are clearly visible. The text "How do Americans relate to water?" is superimposed in the center of the image.

How do Americans relate to
water?



the
WATER
MAIN



A P M

RESEARCH

LAB

“

It's essential to my existence...
I couldn't make...macaroni and
cheese or shower without it.
Clean water specifically. My
pets depend on it. It's intrinsic
to one's life and livelihood.

People talk about what they hear and see



54%

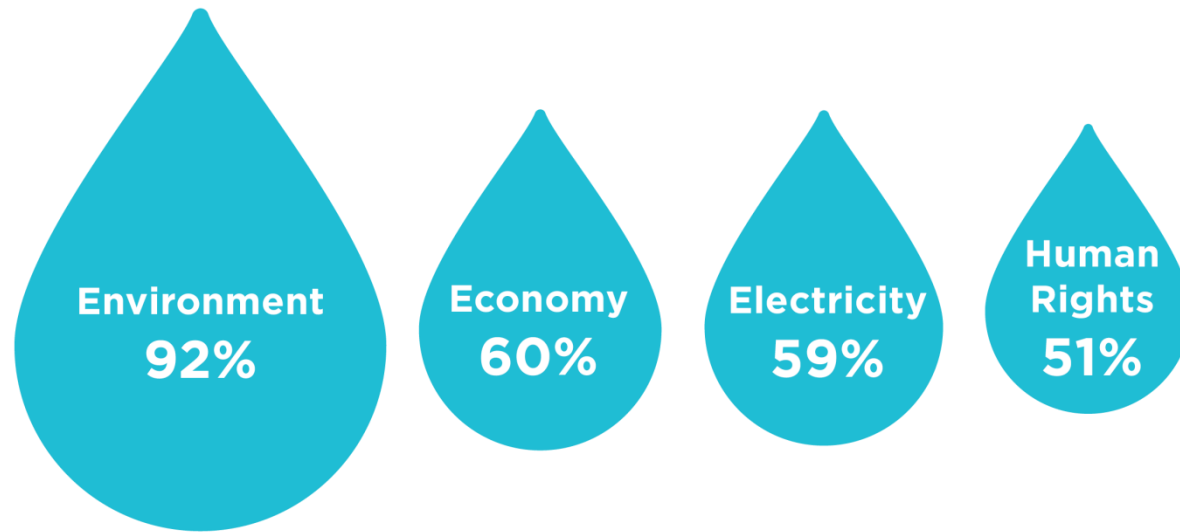
of respondents
(highest share)
had most recently
encountered a
water-related news
story about an
environmental
issue



32%

of respondents
(highest share) said
their most recent
conversation about
water was related
to environmental
issues

But people relate to water beyond environmental concerns



How water connects to my life

9 in 10

Personal Hygiene

Health

5 in 10

Food

Personal Safety

Recreation

4 in 10

Cost of Living

3 in 10

Spirituality

Another interesting point is **what didn't show up.** For instance, we did not hear much explicitly about water infrastructure from respondents, despite EPA statistics widely shared that the U.S. will need **\$472 billion** in **infrastructure improvements** over the next 20 years to continue providing safe drinking water.



Individually, few
respondents wanted to
know more

“Personally, I know quite
a bit about water. If I
want to know more, I will
look it up.”

But **100%** of respondents
had an answer for what
other people needed to
know

“I just think they need to
be more educated on
what’s actually in the
water.”

A high-angle photograph of a person floating on a bright yellow inflatable ring in clear, turquoise water. The person is lying on their back with their legs raised and arms extended. The water is calm with some ripples around the ring. The overall scene conveys a sense of relaxation and connection with nature.

78%

More than three-quarters of respondents feel a personal connection to a **specific body of water**

Core Values

We identified at least **three** preliminary core interests and values related to water

OUTDOOR | PERSONAL | SOCIETAL



OUTDOOR

The outdoor recreation enthusiast

Interested in:

**Connects with water
through:**

Fishing

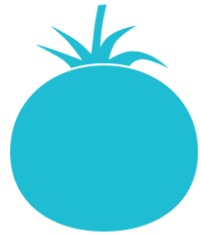
Their favorite
body of water

Boating

Science-related
information

Swimming

Their heritage



PERSONAL

The day to day user

Interested in:

**Connects with water
through:**

Health

Drinking water /
hygiene / food

Food

Cost of living

Education

Job / Career



SOCIETAL

The social impact citizen

Interested in:

**Connects with water
through:**

Arts

Environmental issues

Science

Societal
well-being

Culture

Spirituality

F**ELD WORK**

CONVENTIONAL FARMERS, SUSTAINABLE TALK.



F**ELD
WORK**

DRAIN TILE
FRIEND OR FOE?

Find us at:

Field Work Talk

