

THE VALUE OF WATER

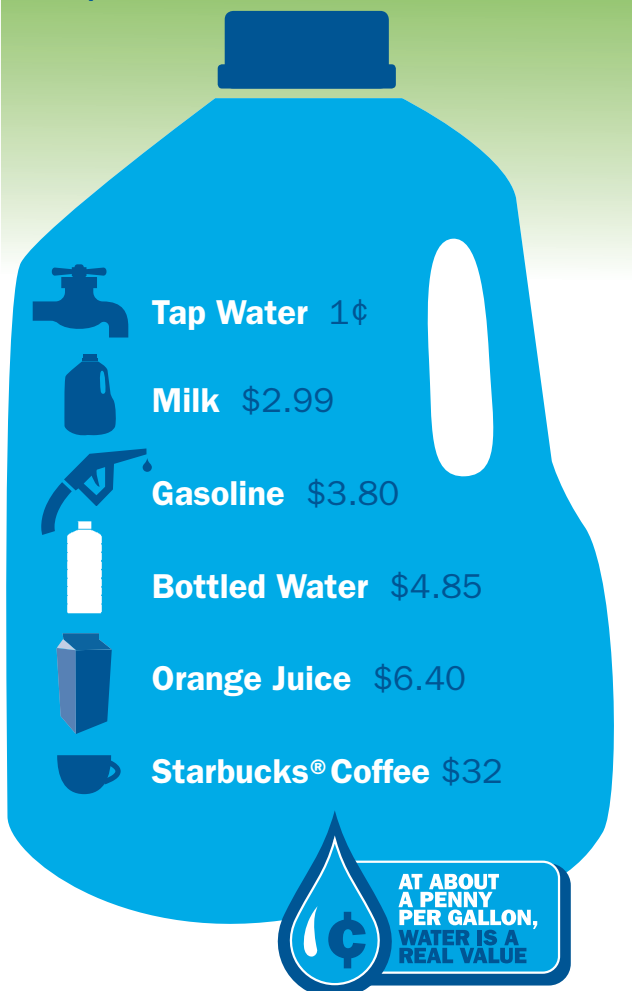


AMERICAN WATER

IS WATER ESSENTIAL? YES!

Water is essential to our daily lives. Without it, there would be no fire protection, no agriculture, no manufacturing and no power grid. Yet, this precious resource is too easily undervalued, particularly in the U.S., where 300 million Americans are accustomed to paying as little as a penny a gallon to have clean, safe water delivered straight to their tap.

COST PER GALLON Tap water is UNMATCHED



NOTE: Prices from 2012 and may fluctuate due to sales, customer demands and other market factors. Prices also vary between stores, stations and public water supply systems. Starbucks® is a registered trademark of Starbucks Coffee Company.

DO AMERICANS VALUE WATER SERVICES?

(YES — but we take it for granted.)

95%

Believe water is the most important service they receive, ahead of electricity, heat, the internet and cell phone service

69%

Take access to clean water for granted

DO AMERICANS SUPPORT MAKING CHANGES TO ADDRESS INFRASTRUCTURE NEEDS?

(YES — and they are willing to pay more.)

Nationwide, water systems and their customers are experiencing the impacts of under investment and poor maintenance. Every two minutes, a significant water line ruptures in the U.S., leading to trillions of gallons of water wasted annually and severe economic losses. The good news: Survey results suggest the public understands the issue.

29%

Believe the system is approaching crisis stage

80%

Support water infrastructure policy reform

63%

Are willing to pay more on their water bills to address the nation's infrastructure needs

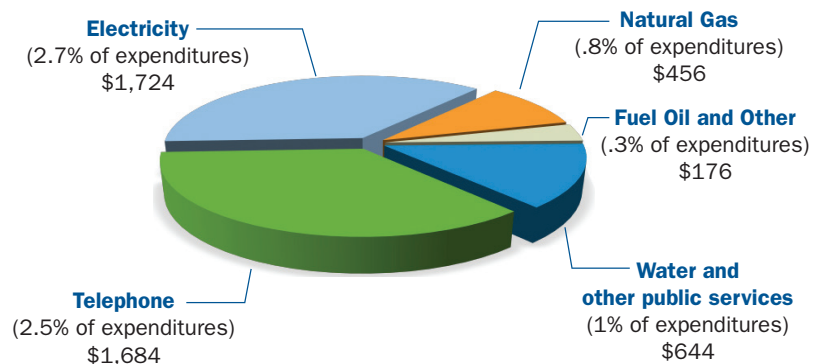
Source: 2010 survey of American voters by Xylem Inc.

WATER IS A GREAT VALUE!

Your water bill is one of the lowest monthly household bills. It's well below what customers pay annually for phone and electric service a year, and it's even below what consumers spend on soft drinks and other beverages a year (\$707).

ANNUAL UTILITY EXPENDITURES

(for a four-person household)



Source: Michigan State University Institute of Public Utilities, 2012 data