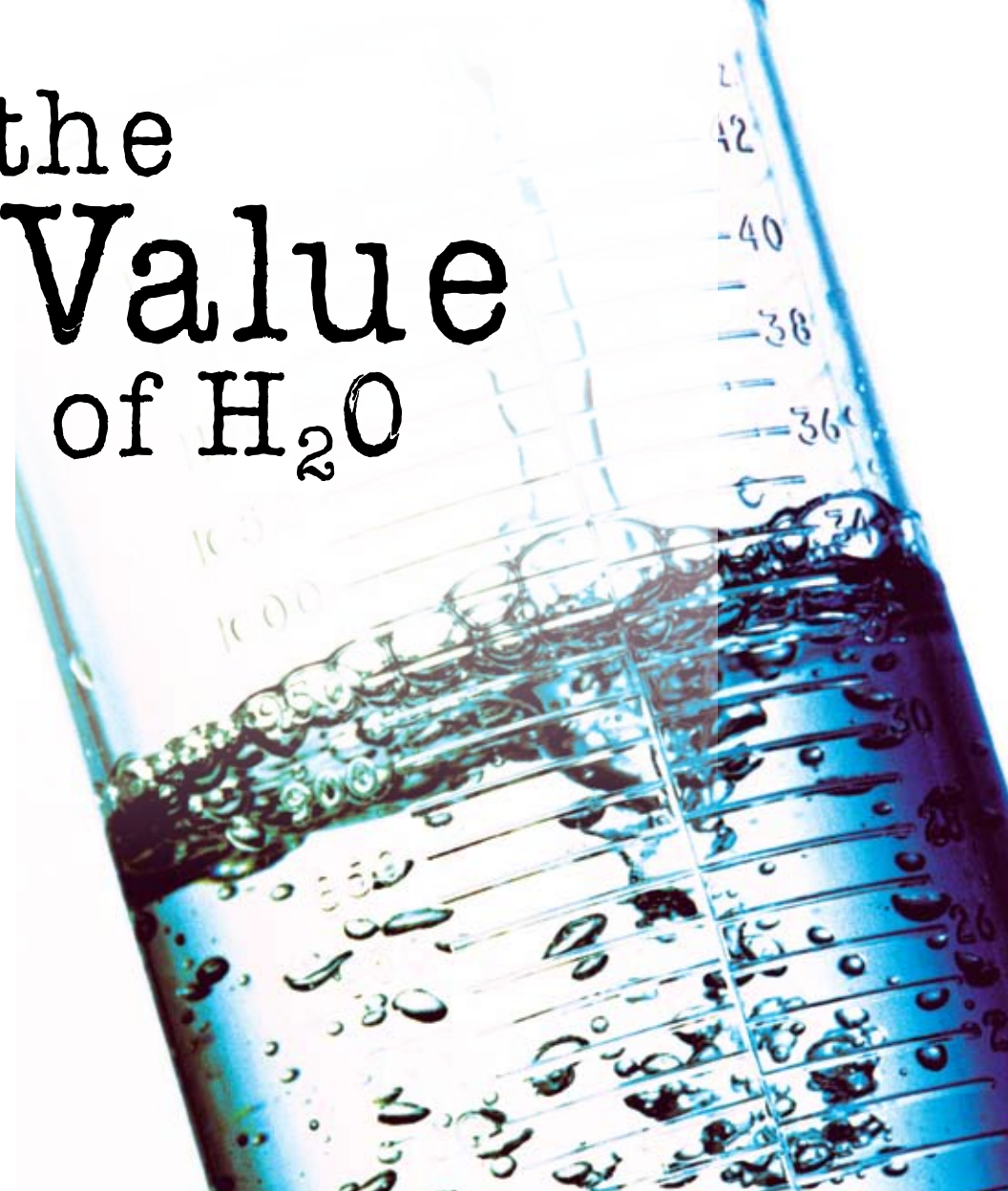


Go ahead,
call me
cheap.



the
Value
of H_2O

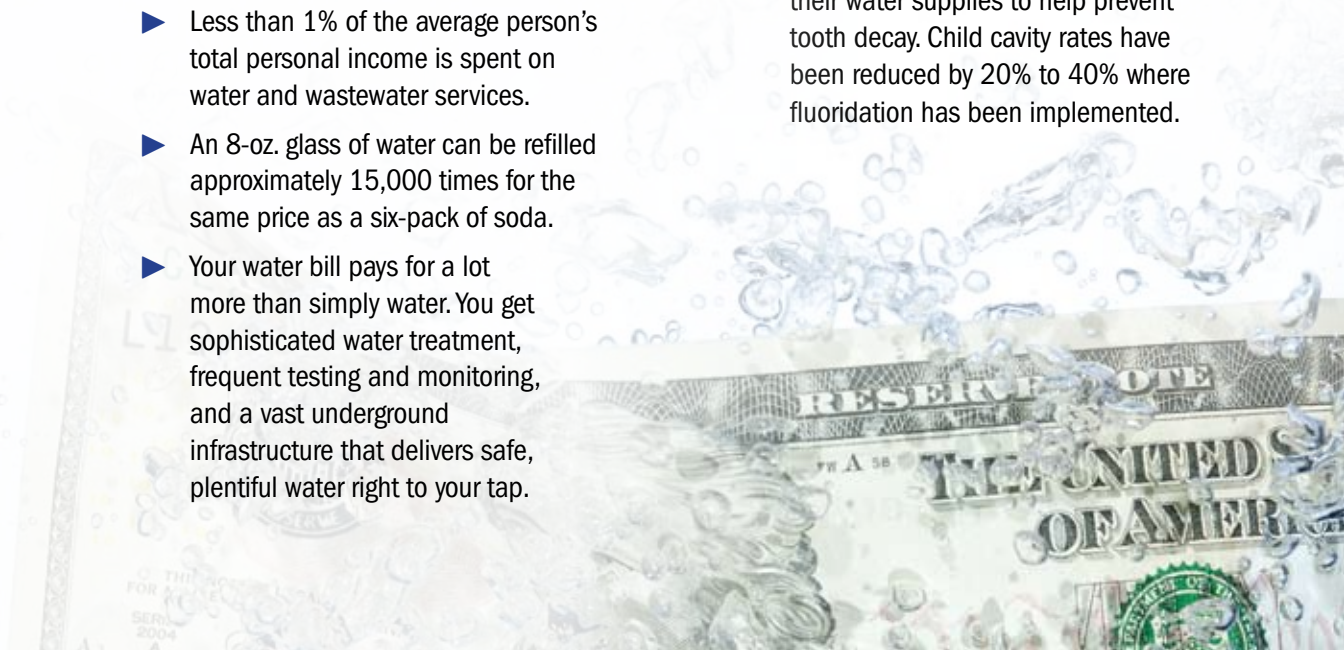


A liquid asset

In a world of sky-rocketing prices on everything from food to homes to fuel, your tap water remains one of the best bargains around.

- ▶ At a fraction of a penny per gallon, tap water provides safety, convenience, and freedom.
- ▶ Less than 1% of the average person's total personal income is spent on water and wastewater services.
- ▶ An 8-oz. glass of water can be refilled approximately 15,000 times for the same price as a six-pack of soda.
- ▶ Your water bill pays for a lot more than simply water. You get sophisticated water treatment, frequent testing and monitoring, and a vast underground infrastructure that delivers safe, plentiful water right to your tap.

- ▶ Studies show that bottled water is no purer than tap water, yet bottled water costs about 1,900% more.
- ▶ American water utilities monitor for more than 100 contaminants and must meet close to 90 regulations for water safety and quality.
- ▶ Community water supplies are tested every day—far more frequent testing than for bottled water.
- ▶ Many North American water systems add small amounts of fluoride to their water supplies to help prevent tooth decay. Child cavity rates have been reduced by 20% to 40% where fluoridation has been implemented.



A little comparative shopping...

On average, a gallon of tap water in the United States costs a fraction of a penny. You simply can't find a better deal for a commodity that means so much to your daily life. Compare that with the cost of some other liquids you might use on a daily basis.



**ONE GALLON
of tap water = less
than 1/2 of 1 cent**

ONE GALLON
of gasoline = \$2.49-\$3.75



ONE GALLON
of table wine = \$18.50-\$37.95

ONE GALLON
of bottled water = \$1.43-\$8.00



ONE GALLON
of café-lattés \$35-\$52



ONE GALLON
of soda = \$2.80-\$4.60



ONE GALLON
of imported olive oil = \$135-\$525

ONE GALLON
of milk = \$3.79-\$4.24



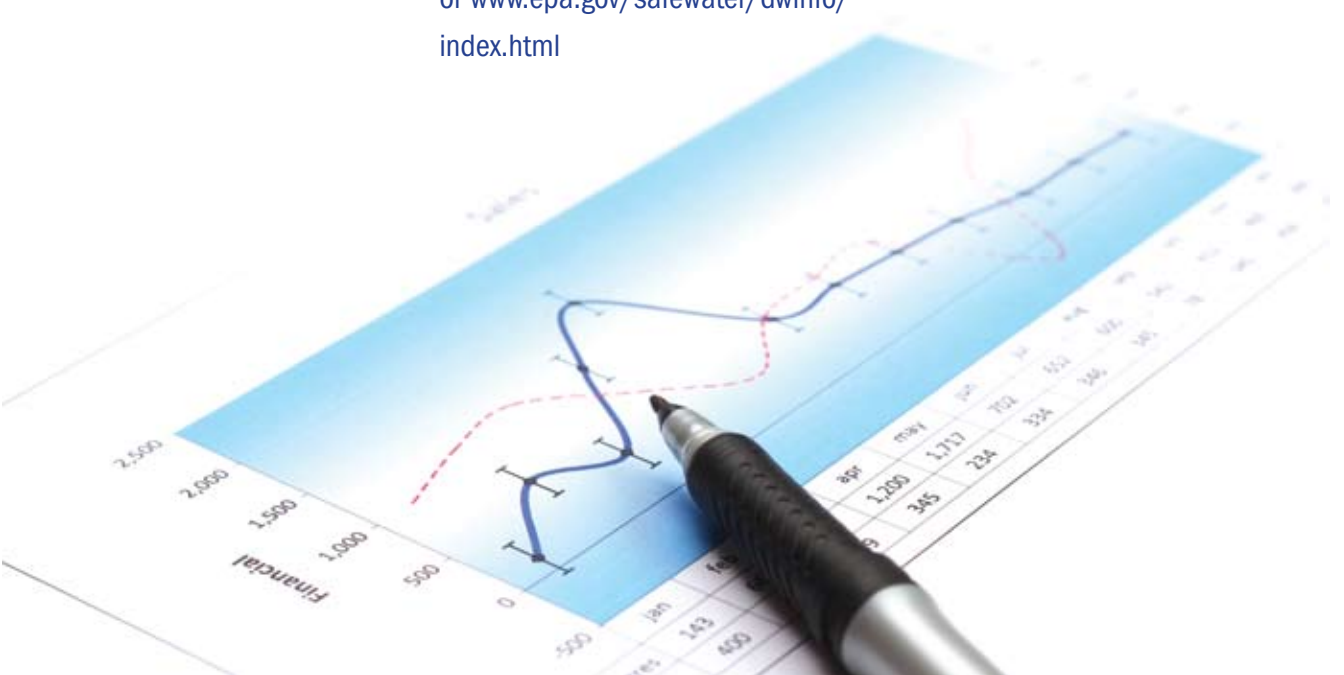
ONE GALLON
of fine French perfume = \$60,160



Based on 2009 US prices.

Did you know?

Every year, water utilities provide customers with a detailed report on the quality of their drinking water. To find your utility's report, contact your local utility or visit www.drinktap.org or www.epa.gov/safewater/dwinfo/index.html



As your water provider, we serve more than water. We provide value, public health, fire protection, reliability, and peace of mind. Our job is to ensure that your water keeps flowing not only today, but well into the future. It's all part of our service commitment to you and everyone in our community.



Gwinnett County Department of Water Resources
684 Winder Highway
Lawrenceville, GA 30045
(678) 376.6800
www.gwinnetth2o.com
www.gwinnettcountry.com



American Water Works
Association

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