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Happiness on Tap: Featured in The Wall Street Journal

An experiment they ran in Tangiers showed that households were willing to pay a substantial amount of money to have a private tap in their home. Once they had a tap, there was no reduction in water borne illness. But there was a substantial increase in self-reported well-being as families had more time for leisure, and the tensions that arose between households as they jostled in line at the public tap disappeared.

April 23, 2011