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**Happiness on Tap:
Piped Water Adoption in Urban Morocco***

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Connecting private dwellings to the water main is expensive and typically cannot be publicly financed. We show that households' willingness to pay for a private connection is high when it can be purchased on credit, not because a connection improves health but because it increases the time available for leisure and reduces inter- and intra-household conflicts on water matters, leading to sustained improvements in well-being. Our results suggest that facilitating access to credit for households to finance lump sum quality-of-life investments can significantly increase welfare, even if those investments do not result in any health or income gains. (JEL: D12, I31, O12, O13, O18, Q25)

Worldwide, 1.1 billion people have no access to any type of improved drinking source of water within 1 kilometer. Furthermore, only about 42 percent of the people with access to water have a household connection or yard tap (World Health Organization, United Nations Children's Fund Joint Monitoring Programme for Water Supply and Sanitation 2005). As a result, households in developing countries spend considerable amount of time fetching water. For example, Kermer et al. (2011) estimate that a rural household in Western Kenya does around seven water-fetching trips per day, with each trip requiring a 20-minute walk on average. In urban Morocco, the setting of this study, households that rely on public taps spend more than seven hours a week collecting water, despite the higher density of water taps. The time burden of water collection does not typically spare anyone in the household, but in many countries it is borne primarily by women and girls. This burden generates considerable stress and tension. For example, in Morocco,

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