

Potable Water Reuse Survey Analysis Report



This report represents data collected
between March 11 through March 20, 2020

Submitted by

Dr. Tait Martin
Chief Research Officer

Sara Fay
Project Manager

taproot

Table of Contents

Executive Summary	1
Sample Demographics	3
Next Steps	9
Self-Reported Drinking Water Behaviors	10
Drinking Water Issues	13
Reclaimed Water Definitions	28
Reclaimed Water	28
Indirect Potable Reuse	35
Direct Potable Reuse	48
Information Sources and Channels	69
Did the Survey Change Opinions?	83
Dissecting the Sample for Targeted Messaging	85
Appendix I: English Survey	89
Appendix II: Spanish Survey	4

Executive Summary

Introduction & Background

This study is the research-based foundation for developing a strategy-focused outreach plan for Florida citizens concerning recycled water (indirect/direct potable reuse). The study, funded through the Florida Department of Environmental Protection and facilitated by the Southwest Florida Water Management District and The Taproot Agency, sought to gather a baseline of citizen attitudes and perceptions surrounding water reuse.

Methods of Data Collection and Analysis

In March 2020, the Taproot research team conducted online panel surveys with 1,980 Florida citizens classified by their residency in one of the five Florida water management districts:

- **Northwest Florida Water Management District (n=392; 19.8% of the entire sample)**
 - Bay, Calhoun, Escambia, Franklin, Gadsden, Gulf, Holmes, Jackson, Leon, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton and Washington counties, as well as a portion of Jefferson county.
- **South Florida Water Management District (n=396; 20.0% of the entire sample)**
 - Broward, Collier, Dade, Glades, Hendry, Lee, Martin, Monroe, Palm Beach and St. Lucie counties, as well as portions of Charlotte, Highlands, Okeechobee, Orange, Osceola and Polk counties.
- **Southwest Florida Water Management District (n=400; 20.1% of the entire sample)**
 - Citrus, DeSoto, Hardee, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota and Sumter counties, as well as portions of Charlotte, Highlands, Lake, Levy, Marion and Polk counties.
- **St. Johns River Water Management District (n=400; 20.1% of the entire sample)**
 - Brevard, Clay, Duval, Flagler, Indian River, Nassau, Seminole, St. Johns and Volusia counties, as well as portions of Alachua, Baker, Bradford, Lake, Marion, Okeechobee, Orange, Osceola and Putnam counties.
- **Suwannee River Water Management District (n=392; 20.1% of the entire sample)**
 - Columbia, Dixie, Gilchrist, Hamilton, Lafayette, Madison, Suwannee, Taylor and Union counties, as well as portions of Alachua, Baker, Bradford, Jefferson, Levy and Putnam counties.

The study received feedback from adult citizens who lived at least part of the year in the state and who had been vetted as a member of Taproot's research panel (identification and address checks). After receiving an email recruiting panel participants to the blind study, respondents completed the survey instrument in one session at the respondent's computer (while we discussed the government, we did not explicitly say we were doing the survey on behalf of the State of Florida).

Each of the District samples resulted in a theoretical margin of error of approximately +/-5% at the 95% confidence level. The entire sample garnered a +/-2.2% theoretical margin of error for the entire state. It is

important to look at these at the DISTRICT level rather than at the county level since many of the smaller counties may not have large enough samples to adequately infer at the local level (e.g., comparing Miami-Dade to Jefferson).

Statistical differences between the Districts will be noted in red throughout the tables in the document. We used the Pearson's Chi Square statistical test to determine nominal and ordinal measures while using parametric statistics for continuous variables. The Chi Square allows the researcher to determine if a distribution of categorical variables (Likert-type measures) is different from one another. This allows us to understand if two or more groups (in this case, water management districts) are statistically different from each other.

Since this is a baseline study, there was little comparison with previous data available. Also, the survey itself was sizeable — there is a lot of data to comb through. Rather than filling the pages with narrative that may not be useful for the varying districts, Taproot instead presents notes for data we believe water professionals should pay attention to if they hope to diffuse the belief that recycled water is a viable, safe, and important part of Florida's future water supply.

Sample Demographics

Water Management District Breakdown

Sample Size (n=)	Population within District		District Portion of FL Pop
392	1,487,565	Northwest Florida Water Management District	7%
396	9,338,529	South Florida Water Management District	44%
400	5,183,490	Southwest Florida Water Management District	24%
400	4,841,470	St. Johns River Water Management District	23%
392	448,272	Suwannee River Water Management District	2%

Note: While each of the five Districts are being compared in this document, one should note the population and cultural disparities in each of the areas.

Home Ownership

Housing	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Own a single-family home	34.2%	48.2%	48.9%	44.3%	58.0%	46.8%
Own a condominium	30.1%	19.4%	24.4%	21.4%	22.1%	23.5%
Rent an apartment or home	34.9%	30.6%	24.7%	32.5%	19.8%	28.5%

Other	0%	1.0%	1.0%	1.3%	0%	0.7%
Don't know	0.8%	0.8%	1.0%	0.5%	0%	0.6%

Children at Home

Do you have any children under the age of 18 living at home?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District
Yes	34.9%	35.6%	35.5%	38.0%	44.7%
No	38.3%	50.3%	47.6%	44.1%	38.7%
Prefer not to answer	26.8%	14.1%	16.9%	17.9%	16.6%

Note: Previous national studies have shown that living with kids increases one's motivation to protect water resources.

Education

What is the last grade of formal education that you completed?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Grades 1–8	32.1%	14.4%	22.7%	22.2%	19.6%	22.2%
Grades 9–11	27.8%	13.9%	21.7%	19.1%	22.1%	20.9%
High school graduate	32.4%	22.5%	24.9%	21.7%	17.8%	23.8%
Technical/Vocational school	0.5%	2.0%	1.5%	0.8%	8.0%	2.6%

What is the last grade of formal education that you completed?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Some college	2.8%	10.1%	6.8%	8.6%	8.3%	7.3%
College graduate (4 years)	2.3%	21.7%	13.9%	12.3%	16.1%	13.3%
Post-graduate	2.0%	15.2%	8.6%	15.4%	8.0%	9.8%
Prefer not to answer	0%	0.3%	0%	0%	0%	0.1%

Race/Ethnic Identity

With which racial or ethnic group do you identify yourself?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Hispanic/Latino	30.4%	23.0%	21.7%	21.2%	15.8%	22.4%
Black/African American	29.8%	24.7%	24.2%	21.4%	20.6%	24.1%
Anglo/White	37.8%	48.0%	50.9%	51.6%	58.5%	49.4%
Asian/Pacific Islander	0.8%	1.5%	2.0%	2.5%	5.0%	2.4%
Native American	0.5%	0.5%	0.3%	1.5%	0%	0.6%
Other/Mixed	0.8%	2.3%	1.0%	1.8%	0%	1.2%

Note: We provided respondents with both English and Spanish survey instrument choices. Only 70 people responded to the Spanish survey.

Age

Which category best fits your age?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
18 – 34	34.2%	32.1%	31.7%	36.3%	44.7%	35.8%
35 to 54	33.7%	35.9%	30.5%	33.8%	31.2%	33.0%
55 or older	32.1%	32.1%	37.8%	30.0%	22.9%	31.0%
Prefer not to answer	0%	0%	0%	0%	1.3%	0.3%

Note: Taproot sought to balance the demographics with the state's latest 2010 Census estimates.

Household Income

What is your total combined household income?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
\$25,000 or less	20.9%	18.7%	17.9%	20.2%	19.6%	19.4%
\$25,001–\$50,000	19.9%	20.2%	17.6%	17.6%	22.4%	19.5%
\$50,001–\$75,000	18.6%	17.7%	20.4%	19.6%	13.8%	18.0%
\$75,001–\$100,000	17.3%	16.7%	18.1%	16.6%	11.3%	16.0%
\$100,001 or more	23.2%	26.8%	25.9%	25.9%	32.9%	27.0%

Note: Income is a datapoint that people tend to exaggerate.

Gender

To which gender identity do you most identify?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Female	55.9%	53.5%	58.2%	58.2%	56.5%	56.5%
Male	44.1%	45.2%	41.6%	41.6%	38.4%	42.2%
Transgender female	0%	0.8%	0%	0%	0%	0.2%
Transgender male	0%	0%	0.3%	0%	5.0%	1.1%
Gender variant/Non-conforming	0%	0.5%	0%	0.3%	0%	0.2%

Social Issues

On social issues, would you consider yourself:	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
“Left of Center” or Liberal	31.1%	27.5%	28.5%	12.1%	27.1%	25.3%
“Middle of the Road” or Moderate	36.7%	39.4%	38.8%	34.3%	27.4%	35.3%
“Right of Center” or Conservative	31.4%	30.3%	31.0%	36.8%	45.5%	35.0%
Prefer not to answer	0.8%	2.8%	1.8%	16.9%	0%	4.4%

Note: Rather than asking people their political points of view, asking them to examine their beliefs from a social and financial lens is less intrusive than making a respondent “pick a side.”

Fiscal Issues

On fiscal issues, would you consider yourself:	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
“Left of Center” or Liberal	33.7%	29.3%	28.2%	11.6%	24.4%	25.4%
“Middle of the Road” or Moderate	33.4%	36.9%	35.3%	36.8%	36.7%	35.8%
“Right of Center” or Conservative	32.4%	30.8%	35.0%	35.0%	38.9%	34.4%
Prefer not to answer	0.5%	3.0%	1.5%	16.6%	0%	4.3%

This report is to be used as a springboard for targeted approaches focusing on appropriate water behaviors. In addition to the notes and data, the Taproot team included space near most tables to write notes and jot questions to focus on targeted Districtwide outreach.

Major Themes Uncovered from the Study to Consider

- Citizens are all over the board about where their water comes from — this could be a positive or a negative. Positive: the public may not know or care about where their water comes from as long as it's abundant. Negative: with so many “channels” to get water, focusing on recycled water may seem unnecessary; and therefore, may seem overtly gross.
- Tap water already gets a bad rap...now we want to throw something else contaminated into the discussion. Talking about recycled water as part of the “water to your tap” discussion introduces something “dirty” into a system that is supposed to be “clean.” How do you talk about the “cleanliness” or “security” of using recycled water?
- There are lots of loud voices who think they understand and know what's best for Florida's water resources. How do water management districts take over the conversation? Hint: it's not going to be spewing science facts. You have to give people something easy to do that gives them a feeling of responsibility. What is that action you can encourage people to do to save Florida's water?
- People are concerned about what goes into their bodies — even more so now after Covid-19 — so any discussion of impurities will be a tough sell.
- Don't rely on people to distinguish fact from opinion. Be explicit — just like we were in our questioning.
- Be ready for population segments to never buy-in to any concept of recycled water for potable use. How can you lower the barrier for people to accept this newer environmental technology?
- Economic or scarcity messaging may work as long as you don't make citizens feel helpless. Is there a way to frame the recycled water message as being cutting-edge, innovative, benefiting the whole community — especially their neighbors.
- The highest-rated attention-getter was the bill insert, yet the water management district rated lower on the list. Do not confuse attention with trust or vice versa.
- Overall, a majority in each District ended the survey with a solid, positive opinion about recycled potable water.

Next Steps

This report serves as a start for an ongoing dialog among all five districts about how to best promote and educate Florida residents about recycled water.

- Remember, this is a baseline — use it to develop messaging and targeted strategies to better understand where your citizens are coming from in relation to their views of water in their community.
- Use the data as a tool to educate policymakers on water issues.

- Remember, logic does not always make sense with the public. What may seem right or logical for a water scientist may be foreign or scary to a citizen.

Self-Reported Drinking Water Behaviors

Select the sources of your drinking water (select all that apply).

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Drinking water from my utility	45.4%	22.7%	30.7%	29.0%	39.7%	33.5%
Well	44.9%	21.0%	29.5%	28.2%	41.2%	32.9%
Underground water	48.7%	20.2%	29.7%	27.5%	25.9%	30.4%
Reservoirs	43.1%	21.5%	31.5%	28.7%	21.4%	29.2%
Water treatment plants	45.7%	18.4%	29.5%	29.7%	22.6%	29.1%
Other	44.1%	17.2%	30.0%	30.0%	23.4%	28.9%
Floridan Aquifer System	46.2%	20.5%	29.2%	25.7%	17.1%	27.7%
Lakes, rivers and creeks	43.1%	22.0%	30.5%	28.7%	7.5%	26.3%
Springs	41.1%	14.9%	30.2%	31.2%	13.6%	26.2%
Desalinated water from the gulf	42.1%	20.7%	30.2%	26.7%	8.3%	25.6%

Other	44.1%	17.2%	30.0%	30.0%	23.4%	28.9%
Not Sure	44.6%	19.7%	32.5%	28.2%	21.4%	29.2%

Note: While we were expecting to see a variety of responses, we did not expect to see the extent to where people are reporting getting water from. For example, is desalination this obvious for citizens? Are people simply responding because we asked about it (an instrumentation risk)? Districts should use this as a baseline for future studies.

Select the type of water you drink at home (select all that apply).

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Bottled water	45.2%	21.2%	32.5%	27.7%	33.7%	32.0%
Tap water that is filtered in your home through a pitcher or container	41.6%	19.7%	31.2%	31.2%	31.7%	31.1%
Unfiltered water straight from the tap/faucet	44.6%	18.9%	28.7%	30.0%	25.9%	29.6%
Tap water that is filtered in your home through your sink	42.3%	19.2%	26.2%	29.0%	31.2%	29.5%
Tap water that is filtered in your home at your well	46.7%	19.9%	30.7%	29.0%	21.6%	29.5%
Tap water that is filtered in your home through your refrigerator	46.9%	18.7%	30.7%	28.5%	22.9%	29.5%

Note: Even when given several choices, bottles are still key. The plastic bottle issue could be an ancillary environmental aspect to discuss in a community campaign.

Drinking Water Issues

Below are opinions some people may have given for not drinking water directly from the tap/faucet. Tell me whether you agree or disagree with the following statements.

The table below shows what each percentage of the individual District populations agree with each statement about tap water. The following chart shows the sum of the agreement responses (Strongly Agree and Agree).

Agree (SA+A)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Tap water has a poor taste	47.70%	52.00%	52.10%	54.60%	53.80%	52.10%
Tap water is unsafe	45.40%	46.20%	44.60%	43.60%	55.20%	47.00%
Tap water sits in or flows through lead pipes	51.50%	51.50%	44.80%	45.10%	53.00%	49.20%
Tap water has bacteria	50.30%	45.90%	47.40%	42.00%	50.30%	47.10%
Tap water has a poor smell	48.00%	42.40%	38.80%	44.80%	52.80%	45.40%
Tap water isn't as healthy as filtered water	50.50%	54.00%	52.40%	48.80%	52.00%	51.60%

Note: Tap water gets a bad rap. Use these data points to see how perceptions are changing throughout your outreach.

Tap water has a poor taste	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	24.0%	26.0%	25.9%	25.4%	27.9%	25.9%
Agree	23.7%	26.0%	26.2%	29.2%	25.9%	26.2%
Neither Agree nor Disagree	22.7%	18.2%	24.7%	22.4%	20.9%	21.8%
Disagree	28.3%	22.2%	18.9%	17.9%	24.1%	22.3%
Strongly Disagree	1.3%	7.6%	4.3%	5.0%	1.3%	3.9%

Note: What is tap water supposed to taste like? How can you define that message?

Tap water is unsafe	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	21.9%	18.4%	19.9%	22.7%	28.6%	22.3%
Agree	23.5%	27.8%	24.7%	20.9%	26.6%	24.7%
Neither Agree nor Disagree	27.3%	22.0%	27.0%	25.4%	21.9%	24.7%
Disagree	25.3%	23.2%	23.2%	24.9%	21.6%	23.6%
Strongly Disagree	2.0%	8.6%	5.3%	6.0%	1.3%	4.6%

Tap water sits in or flows through lead pipes	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	22.7%	23.7%	25.2%	22.7%	31.4%	25.2%
Agree	28.8%	27.8%	19.6%	22.4%	21.6%	24.0%
Neither Agree nor Disagree	25.5%	28.5%	25.2%	29.5%	23.6%	26.5%
Disagree	21.4%	14.6%	25.2%	20.7%	22.1%	20.8%
Strongly Disagree	1.5%	5.3%	4.8%	4.8%	1.3%	3.5%

Tap water has bacteria	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	24.0%	18.9%	22.2%	19.6%	26.4%	22.2%
Agree	26.3%	27.0%	25.2%	22.4%	23.9%	24.9%
Neither Agree nor Disagree	26.0%	29.0%	28.7%	30.2%	28.1%	28.4%
Disagree	22.4%	19.9%	20.9%	24.2%	21.6%	21.8%

Strongly Disagree	1.3%	5.1%	3.0%	3.5%		2.6%
-------------------	------	------	------	------	--	------

Tap water has a poor smell	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	24.0%	17.4%	18.6%	24.9%	26.9%	22.4%
Agree	24.0%	25.0%	20.2%	19.9%	25.9%	23.0%
Neither Agree nor Disagree	26.5%	24.5%	27.7%	22.2%	21.6%	24.5%
Disagree	23.5%	22.5%	27.2%	26.7%	24.4%	24.8%
Strongly Disagree	2.0%	10.6%	6.3%	6.3%	1.3%	5.3%

Tap water isn't as healthy as filtered water	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	24.5%	26.0%	22.9%	23.4%	28.9%	25.2%
Agree	26.0%	28.0%	29.5%	25.4%	23.1%	26.4%
Neither Agree nor Disagree	24.2%	24.0%	25.9%	27.2%	25.4%	25.4%
Disagree	23.5%	17.7%	18.6%	19.9%	20.1%	19.9%

Strongly Disagree	1.8%	4.3%	3.0%	4.0%	2.5%	3.1%
-------------------	------	------	------	------	------	------

Note: People see water as serving a utility function — “I’m thirsty. I drink.” When you start talking about taste, etc., you are going beyond utility and talking about a choice. How do you make your tap water or recycled water more appealing than that cold bottle from the supermarket?

Complete the following statement. There are currently enough freshwater resources to provide my local drinking water _____.*	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
...for the next 5 years	12.5%	11.6%	11.6%	18.4%	13.3%	13.5%
...for the next 20 years	12.5%	15.2%	14.9%	9.3%	13.1%	13.0%
...for the next 50 years	9.9%	9.6%	7.8%	12.6%	8.8%	9.7%
...for my generation	13.8%	10.4%	11.1%	10.3%	13.3%	11.8%
...for the next generation	11.0%	10.4%	11.1%	7.8%	13.1%	10.7%
...for the next generation, but one day we will run out.	12.5%	11.4%	9.6%	11.3%	13.3%	11.6%
...forever. Our current freshwater resources will always provide enough drinking water for all future generations.	13.3%	10.6%	13.1%	12.1%	10.6%	11.9%
I’m not sure how to complete this statement	14.5%	21.0%	20.9%	18.1%	14.6%	17.8%

Note: People are all over the board here. It's concerning that nearly a fifth have no idea about the situation and the majority think we're going to have an endless supply of water. There is much work to be done to communicate the truth.

Listed below are some potential issues that your area may be facing that other people may have mentioned. Tell us how you would rate the following using the scale: Not a problem at all, Somewhat of a problem, A serious problem, or Don't know.

The table below shows what each percentage of the individual District populations believe that the following potential issues are SERIOUS PROBLEM.

Northwest Florida Water Management District	
Jobs and the local economy	28.8%
Environmental impacts from too much water use	27.0%
The quality of public education in local schools	26.5%
Conservation lands	25.8%
Transportation and roadway challenges due to Florida's growing population	23.5%
The ability to meet future water supply needs due to Florida's growing population	23.0%
Jobs and the local economy	21.2%
Environmental impacts from too much water use	21.2%
The quality of public education in local schools	20.7%
South Florida Water Management District	

Transportation and roadway challenges due to Florida's growing population	29.5%
Environmental impacts from too much water use	29.0%
The quality of public education in local schools	28.5%
Conservation lands	28.0%
Waste and inefficiency in local government	27.8%
The ability to meet future water supply needs due to Florida's growing population	23.0%
Drinking water quality	22.7%
Jobs and the local economy	22.7%
The amount people pay in local taxes	20.7%

Southwest Florida Water Management District	
Transportation and roadway challenges due to Florida's growing population	32.50%
Waste and inefficiency in local government	29.20%
The ability to meet future water supply needs due to Florida's growing population	26.20%
Environmental impacts from too much water use	25.90%
Conservation lands	25.70%
The quality of public education in local schools	25.40%
Drinking water quality	21.40%
The amount people pay in local taxes	19.90%
Jobs and the local economy	17.40%

St. Johns River Water Management District	
Transportation and roadway challenges due to Florida's growing population	28.20%
Waste and inefficiency in local government	27.50%
The quality of public education in local schools	27.00%
Jobs and the local economy	26.20%

The ability to meet future water supply needs due to Florida's growing population	25.40%
Environmental impacts from too much water use	23.70%
Conservation lands	23.70%
The amount people pay in local taxes	23.20%
Drinking water quality	22.20%

Suwannee River Water Management District	
The amount people pay in local taxes	26.10%
Environmental impacts from too much water use	26.10%
Drinking water quality	25.10%
The quality of public education in local schools	24.10%
Conservation lands	24.10%
Waste and inefficiency in local government	22.90%
The ability to meet future water supply needs due to Florida's growing population	22.40%
Transportation and roadway challenges due to Florida's growing population	22.40%
Jobs and the local economy	21.90%

Total	
Transportation and roadway challenges due to Florida's growing population	27.20%
Environmental impacts from too much water use	26.40%
The quality of public education in local schools	26.30%
Waste and inefficiency in local government	25.70%
Conservation lands	25.50%
The ability to meet future water supply needs due to Florida's growing population	24.00%
Jobs and the local economy	23.40%
Drinking water quality	22.40%
The amount people pay in local taxes	22.20%

The following tables are each potential issue broken down individually.

Drinking water quality	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	28.3%	34.1%	26.4%	32.5%	28.4%	29.9%
Somewhat of a problem	23.2%	30.3%	33.5%	27.2%	26.9%	28.2%
A serious problem	20.7%	22.7%	21.4%	22.2%	25.1%	22.4%
Don't know	27.8%	12.9%	18.6%	18.1%	19.6%	19.4%

Note: There is little consistency on quality. What's concerning are the sizeable citizen groups who are at odds on what is considered quality. Who is leading this charge? Who is leading the conversation?

The ability to meet future water supply needs due to Florida's growing population	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	26.3%	23.2%	23.2%	26.4%	25.6%	24.9%
Somewhat of a problem	24.0%	33.8%	30.5%	31.2%	23.9%	28.7%
A serious problem	23.0%	23.0%	26.2%	25.4%	22.4%	24.0%
Don't know	26.8%	19.9%	20.2%	16.9%	28.1%	22.4%

Note: How is this being communicated? Why should the average person care? Do citizens believe that water is a finite resource?

Jobs and the local economy	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	26.8%	26.8%	28.7%	25.4%	23.6%	26.3%
Somewhat of a problem	22.2%	36.1%	33.2%	27.7%	28.1%	29.5%
A serious problem	28.8%	22.7%	17.4%	26.2%	21.9%	23.4%
Don't know	22.2%	14.4%	20.7%	20.7%	26.4%	20.9%

The amount people pay in local taxes	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	27.0%	28.5%	32.0%	25.7%	24.9%	27.6%
Somewhat of a problem	26.5%	33.8%	27.5%	28.2%	24.1%	28.0%
A serious problem	21.2%	20.7%	19.9%	23.2%	26.1%	22.2%
Don't know	25.3%	16.9%	20.7%	22.9%	24.9%	22.1%

Note: Previous research — specifically SWFWMD and SFWMD surveys — shows that people will pay for water to have it readily available. There is other industry research showing that people truly don't appreciate something unless they feel a sacrifice for it. Simply opening a tap may not be sacrifice enough.

Waste and inefficiency in local government	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	27.3%	20.7%	22.2%	26.2%	23.6%	24.0%
Somewhat of a problem	27.8%	35.4%	27.5%	25.9%	25.4%	28.4%
A serious problem	21.2%	27.8%	29.2%	27.5%	22.9%	25.7%
Don't know	23.7%	16.2%	21.2%	20.4%	28.1%	21.9%

The quality of public education in local schools	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	24.5%	20.5%	21.9%	28.7%	22.9%	23.7%
Somewhat of a problem	26.8%	37.4%	36.0%	30.7%	29.9%	32.2%
A serious problem	26.5%	28.5%	25.4%	27.0%	24.1%	26.3%
Don't know	22.2%	13.6%	16.6%	13.6%	23.1%	17.8%

Transportation and roadway challenges due to Florida's growing population	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	21.9%	21.7%	23.7%	24.7%	23.6%	23.1%
Somewhat of a problem	33.4%	34.8%	25.9%	30.0%	26.4%	30.1%
A serious problem	23.5%	29.5%	32.5%	28.2%	22.4%	27.2%
Don't know	21.2%	13.9%	17.9%	17.1%	27.6%	19.5%

Environmental impacts from too much water use	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	24.7%	17.9%	20.4%	25.4%	26.1%	22.9%
Somewhat of a problem	22.4%	35.4%	31.7%	28.5%	22.6%	28.1%
A serious problem	27.0%	29.0%	25.9%	23.7%	26.1%	26.4%
Don't know	25.8%	17.7%	21.9%	22.4%	25.1%	22.6%

Conservation lands	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not a problem at all	26.3%	23.2%	23.4%	29.7%	27.1%	26.0%

Somewhat of a problem	24.5%	29.5%	28.0%	28.5%	22.9%	26.7%
A serious problem	25.8%	28.0%	25.7%	23.7%	24.1%	25.5%
Don't know	23.5%	19.2%	22.9%	18.1%	25.9%	21.9%

Note: Each of these questions had sizeable responses in each of the four answer choices lending the reader to believe that there is no one guiding “waterway” for the recycled water issue. Districts will have to take a segmented approach to communicating this topic to its citizens. Districts will also need to coordinate messaging because what may be important to one District may be trivial to the next.

Reclaimed Water Definitions

During the survey, toward the middle of the interview, respondents were introduced to several different definitions that are important to the recycled water discussion:

- **Wastewater:** Used water from toilet flushing and washing food, dishes, clothes and bodies.
- **Reclaimed Water (Purple Pipe):** Highly treated wastewater that can be used for irrigation, industrial uses or other non-drinking water purposes.
- **Indirect Potable Reuse:** Highly treated wastewater that receives additional natural treatment in an aquifer or a wetland, then is withdrawn and treated all the way to drinking water standards and sent directly to homes and businesses for all purposes.
- **Direct Potable Reuse:** Wastewater that is treated all the way to drinking water standards and then sent directly to homes and businesses for all purposes.
- **Recycled Water:** Water that has received advanced treatment for non-potable irrigation (reclaimed water) or indirect/direct potable reuse (drinking water).

Respondents were asked about each of these different water variations during the survey.

Reclaimed Water

Using a scale from 1 to 5, where 1 is “not at all familiar” and 5 is “very familiar,” how familiar would you say you are with the concept of reclaimed water?

Reclaimed Water (Purple Pipe): Highly treated wastewater that can be used for irrigation, industrial uses or other non-drinking water purposes.

How familiar would you say you are with the concept of reclaimed water?

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not at all familiar	25.3%	28.5%	25.9%	19.6%	23.1%	24.5%

Somewhat familiar	27.6%	41.7%	32.5%	38.8%	25.4%	33.2%
Very familiar	47.20%	29.80%	41.50%	41.60%	51.50%	42.40%

Please indicate your level of agreement in using reclaimed water for the following potential uses:

The table below shows what each percentage of the individual District populations agree with using reclaimed water for the following potential uses. The following chart shows the sum of the agreement responses (Strongly Agree and Agree).

Agreement (SA+A)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
To water your lawn	51.50%	68.20%	63.20%	66.00%	47.80%	59.30%
To wash your car	48.70%	61.80%	54.90%	62.00%	45.80%	54.60%
To water crops	53.40%	52.00%	51.10%	59.70%	47.70%	52.70%
To be used for industrial uses	47.50%	60.90%	59.20%	60.00%	53.00%	56.10%
To raise lake or wetland levels	50.50%	45.70%	43.10%	48.80%	50.50%	47.70%
To increase river flows	53.90%	49.50%	49.40%	48.10%	57.50%	51.60%
To raise	48.70%	48.00%	47.60%	48.60%	50.80%	48.80%

groundwater levels						
--------------------	--	--	--	--	--	--

To water your lawn	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	27.3%	33.6%	33.5%	34.8%	23.4%	30.5%
Agree	24.2%	34.6%	29.7%	31.2%	24.4%	28.8%
Neither Agree nor Disagree	27.6%	18.2%	17.4%	17.6%	27.6%	21.7%
Disagree	19.6%	9.8%	17.1%	14.9%	24.6%	17.2%
Strongly Disagree	0.8%	1.3%	0.8%	1.0%	0%	0.8%
Don't Know	0.5%	2.5%	1.5%	0.5%	0%	1.0%

Note: If people don't have to drink it or come into contact with it, reclaimed water is fairly well received.

To wash your car	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	23.7%	32.3%	25.7%	30.0%	23.4%	27.0%
Agree	25.0%	29.5%	29.2%	32.0%	22.4%	27.6%

Neither Agree nor Disagree	23.5%	19.7%	24.7%	19.1%	27.1%	22.8%
Disagree	26.5%	13.4%	17.4%	16.9%	26.6%	20.2%
Strongly Disagree	0.5%	2.3%	1.3%	0.8%	0.5%	1.1%
Don't Know	0.8%	2.8%	1.8%	1.3%	0%	1.3%

To water crops	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	27.6%	25.0%	22.9%	27.7%	21.6%	24.9%
Agree	25.8%	27.0%	28.2%	32.0%	26.1%	27.8%
Neither Agree nor Disagree	23.2%	20.5%	23.9%	21.4%	27.1%	23.2%
Disagree	22.4%	20.5%	20.9%	14.9%	25.1%	20.8%
Strongly Disagree	0.5%	4.0%	1.8%	2.3%	0%	1.7%
Don't Know	0.5%	3.0%	2.3%	1.8%	0%	1.5%

To be used for industrial uses	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
--------------------------------	---	---	---	---	--	-------

Strongly Agree	23.5%	31.6%	30.2%	29.5%	25.6%	28.1%
Agree	24.0%	29.3%	29.0%	30.5%	27.4%	28.0%
Neither Agree nor Disagree	26.8%	22.0%	21.4%	21.9%	21.9%	22.8%
Disagree	24.7%	10.6%	16.1%	15.6%	25.1%	18.4%
Strongly Disagree	0.5%	1.8%	1.3%	0.3%	0%	0.8%
Don't Know	0.5%	4.8%	2.0%	2.3%	0%	1.9%

To raise lake or wetland levels	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	22.2%	21.7%	22.7%	23.4%	27.9%	23.6%
Agree	28.3%	24.0%	20.4%	25.4%	22.6%	24.1%
Neither Agree nor Disagree	25.8%	25.5%	24.4%	24.2%	26.9%	25.4%
Disagree	21.9%	18.2%	24.7%	20.2%	22.1%	21.4%
Strongly Disagree	1.0%	3.3%	3.0%	2.8%	0.5%	2.1%
Don't Know	0.8%	7.3%	4.8%	4.0%	0%	3.4%

To increase river flows	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	26.3%	21.0%	21.4%	20.9%	28.1%	23.5%
Agree	27.6%	28.5%	28.0%	27.2%	29.4%	28.1%
Neither Agree nor Disagree	24.2%	20.5%	21.9%	20.9%	22.9%	22.1%
Disagree	20.2%	16.9%	21.4%	22.9%	18.8%	20.1%
Strongly Disagree	1.3%	4.3%	3.3%	3.3%	0.5%	2.5%
Don't Know	0.5%	8.8%	4.0%	4.8%	0.3%	3.7%

To raise groundwater levels	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	21.7%	19.7%	22.2%	23.4%	24.9%	22.4%
Agree	27.0%	28.3%	25.4%	25.2%	25.9%	26.4%
Neither Agree nor Disagree	27.3%	24.0%	24.2%	24.7%	25.1%	25.1%
Disagree	22.4%	15.4%	19.9%	18.1%	23.9%	19.9%

Strongly Disagree	1.0%	3.0%	4.0%	3.5%	0.3%	2.4%
Don't Know	0.5%	9.6%	4.3%	5.0%	0%	3.9%

Do you believe that it is possible to further treat reclaimed water to standards that make it safe for drinking?

Do you believe that it is possible to further treat reclaimed water to standards that make it safe for drinking?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Yes	39.0%	44.9%	37.3%	43.3%	33.2%	39.5%
No	31.9%	28.3%	28.5%	28.5%	33.9%	30.2%
Don't know	29.1%	26.8%	34.3%	28.2%	32.9%	30.3%

Note: While it is known that reclaimed water can be made safe to drink, any discussions of “dirty” water has the potential to cause a question in the minds of the public in regard to safety.

Indirect Potable Reuse

Please indicate your level of agreement in using indirect potable reuse for the following potential uses:

The table below shows what each percentage of the individual District populations agree with using indirect potable reuse water for the following potential uses. The following chart shows the sum of the agreement responses (Strongly Agree and Agree).

Agreement (SA+A)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
To water vegetables in your garden	65.10%	71.40%	69.30%	71.30%	66.80%	68.80%
To take a shower or bath	66.80%	62.10%	63.70%	65.50%	62.90%	64.20%
To drink	64.60%	51.00%	54.40%	55.90%	66.10%	58.40%
To swim in	62.50%	51.50%	58.90%	63.70%	66.10%	60.60%
To add to local drinking water supplies	65.00%	50.20%	54.70%	58.70%	65.60%	58.80%
To raise lake or wetland levels	33.10%	52.30%	45.30%	44.10%	33.40%	41.60%
To increase river flows	32.90%	52.80%	43.50%	46.60%	30.20%	41.20%
To raise groundwater levels	34.10%	47.20%	41.80%	44.10%	39.40%	41.30%

To water vegetables in your garden	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	32.7%	33.3%	31.0%	33.0%	32.9%	32.6%
Agree	32.4%	38.1%	38.3%	38.3%	33.9%	36.2%
Neither Agree nor Disagree	33.2%	19.4%	25.2%	23.9%	33.2%	27.0%
Disagree	1.0%	3.3%	2.0%	2.8%	0%	1.8%
Strongly Disagree	0.5%	2.8%	1.0%	0.8%	0%	1.0%
Don't Know	0.3%	3.0%	2.5%	1.3%	0%	1.4%

To take a shower or bath	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	31.9%	29.0%	32.0%	29.5%	30.7%	30.6%
Agree	34.9%	33.1%	31.7%	36.0%	32.2%	33.6%
Neither Agree nor Disagree	31.6%	21.7%	28.2%	23.9%	36.9%	28.5%
Disagree	0.5%	9.8%	4.0%	5.5%	0.3%	4.0%

Strongly Disagree	0.8%	4.0%	1.8%	3.3%	0%	2.0%
Don't Know	0.3%	2.3%	2.3%	1.8%	0%	1.3%

To drink	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	30.4%	22.7%	26.4%	26.2%	34.2%	28.0%
Agree	34.2%	28.3%	28.0%	29.7%	31.9%	30.4%
Neither Agree nor Disagree	33.2%	23.2%	31.0%	27.7%	33.2%	29.6%
Disagree	1.3%	10.9%	7.6%	7.3%	0.5%	5.5%
Strongly Disagree	0.8%	10.1%	4.5%	6.3%	0%	4.3%
Don't Know	0.3%	4.8%	2.5%	2.8%	0.3%	2.1%

Note: There are too many definitions and descriptions for water. We, as environmental folks, expect people to understand the nuances of each of these. But in reality, the two big categories people put water in are: Can I drink it? Can I not drink it? Sometimes we get hung up in the nuance when realizing the public has already flown past your issue.

To swim in	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	36.7%	23.2%	25.9%	29.2%	33.4%	29.7%

Agree	25.8%	28.3%	33.0%	34.5%	32.7%	30.9%
Neither Agree nor Disagree	36.0%	29.5%	31.0%	23.7%	33.4%	30.7%
Disagree	1.3%	8.8%	5.3%	7.1%	0.5%	4.6%
Strongly Disagree		7.1%	2.3%	4.0%	0%	2.7%
Don't Know	0.3%	3.0%	2.5%	1.5%	0%	1.5%

Note: Is there a link to make people realize how much cleaner properly scrubbed water is than the average public swimming pool. Folks will jump into a public swimming pool without thinking yet will question danger of recycled water.

To add to local drinking water supplies	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	32.1%	21.7%	28.5%	28.7%	31.7%	28.5%
Agree	32.9%	28.5%	26.2%	30.0%	33.9%	30.3%
Neither Agree nor Disagree	31.9%	25.3%	29.2%	26.7%	33.7%	29.3%
Disagree	1.8%	10.9%	8.6%	7.1%	0.5%	5.8%
Strongly Disagree	1.0%	8.1%	4.5%	5.5%	0.3%	3.9%

Don't Know	0.3%	5.6%	3.0%	2.0%	0%	2.2%
------------	------	------	------	------	----	------

To raise lake or wetland levels	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	15.8%	20.7%	19.9%	19.4%	15.8%	18.3%
Agree	17.3%	31.6%	25.4%	24.7%	17.6%	23.3%
Neither Agree nor Disagree	18.6%	15.9%	19.4%	17.9%	16.6%	17.7%
Disagree	12.0%	8.3%	12.3%	12.8%	16.8%	12.5%
Strongly Disagree	17.6%	8.6%	12.6%	13.1%	15.6%	13.5%
Don't Know	18.6%	14.9%	10.3%	12.1%	17.6%	14.7%

To increase river flows	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	17.6%	20.7%	17.1%	18.4%	17.1%	18.2%
Agree	15.3%	32.1%	26.4%	28.2%	13.1%	23.0%
Neither Agree nor Disagree	19.4%	16.2%	16.4%	17.1%	17.6%	17.3%

Disagree	18.6%	8.3%	14.4%	14.1%	17.3%	14.5%
Strongly Disagree	15.1%	9.1%	9.8%	9.1%	18.3%	12.3%
Don't Know	14.0%	13.6%	15.9%	13.1%	16.6%	14.6%

To raise groundwater levels	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	17.3%	20.7%	18.1%	20.9%	21.1%	19.6%
Agree	16.8%	26.5%	23.7%	23.2%	18.3%	21.7%
Neither Agree nor Disagree	16.6%	17.2%	18.4%	15.9%	15.6%	16.7%
Disagree	15.3%	11.6%	12.1%	13.1%	13.8%	13.2%
Strongly Disagree	16.3%	10.4%	13.6%	10.6%	13.8%	12.9%
Don't Know	17.6%	13.6%	14.1%	16.4%	17.3%	15.8%

Why would you support indirect potable reuse of recycled water in your community? (select all that apply)

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
--	---	---	---	---	--	-------

Indirect potable reuse is a sustainable option during times of drought	41.3%	17.9%	37.0%	28.5%	24.6%	29.8%
Indirect potable reuse is a good use of resources for future limited water supplies	41.3%	18.4%	28.7%	27.5%	22.9%	27.7%
Indirect potable reuse has been used safely in other regions of the U.S.	41.1%	19.2%	31.2%	24.9%	22.9%	27.8%
Indirect potable reuse is treated naturally in the environment as well as in treatment facilities	41.6%	19.7%	33.2%	25.4%	22.9%	28.5%
Indirect potable reuse is competitively priced compared to other future water supply options	46.2%	20.2%	29.7%	28.2%	24.4%	29.7%
Indirect potable reuse makes the most of available existing technology	43.9%	19.7%	30.5%	27.2%	23.9%	29.0%
I would not support indirect potable reuse in my community	46.7%	19.7%	31.7%	29.0%	26.9%	30.8%
Other	49.7%	22.0%	27.5%	29.5%	26.9%	31.1%

Below are opinions some people may have given for not supporting indirect potable reuse. Why would you oppose indirect potable reuse of recycled water in your community? (select all that apply)

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Indirect potable reuse is unhealthy	46.7%	20.2%	29.7%	28.7%	24.6%	29.9%
Indirect potable reuse is unsafe	43.6%	17.7%	30.2%	27.7%	23.4%	28.5%
I am unfamiliar with the treatment process	40.1%	19.2%	32.7%	27.5%	23.4%	28.5%
I am unfamiliar with the quality standards	37.5%	19.4%	33.5%	27.2%	23.1%	28.1%
All toxins cannot be removed	43.1%	18.2%	31.5%	29.5%	24.4%	29.3%
Chemicals are used in the treatment process	43.4%	21.2%	33.0%	30.7%	22.6%	30.2%
Indirect potable reuse can contaminate natural water sources like water under the ground and rivers	48.2%	21.5%	30.0%	28.7%	25.1%	30.7%
Potential for human error in the treatment process	41.6%	18.9%	32.0%	26.4%	23.4%	28.4%
Indirect potable reuse	44.1%	16.7%	29.7%	28.0%	23.9%	28.4%

is too expensive						
Indirect potable reuse will taste bad	45.9%	19.9%	29.0%	24.9%	23.6%	28.6%
I would not oppose indirect potable reuse in my community	45.9%	21.0%	29.7%	28.7%	24.6%	29.9%
Other	0%	0%	0%	27.5%	5.3%	6.6%

Below is a list of FACTS about indirect potable reuse of recycled water. Using a scale from “not confident at all” to “very confident,” please indicate how confident you are about reuse of recycled water.

The table below shows the confidence measures (very confident + somewhat confident) for each District.

Agreement (VC+SC)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
The treatment process produces water that is treated to drinking water standards	69.40%	68.70%	69.00%	68.50%	68.40%	68.80%

The quality of recycled water, once it has been treated, will be strictly monitored by the utility and the Florida Department of Environmental Protection	65.30%	69.20%	68.80%	71.80%	72.10%	69.40%
Florida's water complies with strict state and federal drinking water standards	67.30%	73.30%	72.60%	74.30%	66.10%	70.70%
Indirect potable reuse is tested constantly, in real-time, with online sensors	62.50%	71.70%	65.50%	71.80%	69.10%	68.10%
Indirect potable reuse has been safely used to supplement drinking water in other U.S. communities	62.00%	71.50%	68.50%	74.30%	68.80%	69.10%
Indirect potable reuse could supply a portion of Florida's drinking water supplies in the future	66.30%	70.70%	66.70%	71.00%	68.60%	68.70%
Indirect potable reuse has been going on forever because we all live downstream from somebody else.	70.60%	68.70%	67.00%	71.00%	65.50%	68.60%

The treatment process produces water that is treated to drinking water standards	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	30.6%	31.3%	31.0%	31.5%	31.7%	31.2%
Somewhat confident	37.8%	42.9%	39.5%	39.5%	32.7%	38.5%
Very Confident	31.6%	25.8%	29.5%	29.0%	35.7%	30.3%

The quality of recycled water, once it has been treated, will be strictly monitored by the utility and the Florida Department of Environmental Protection	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	34.7%	30.8%	31.2%	28.2%	27.9%	30.6%
Somewhat confident	37.0%	46.2%	44.1%	41.6%	36.2%	41.0%
Very Confident	28.3%	23.0%	24.7%	30.2%	35.9%	28.4%

Florida's water complies with strict state and federal drinking water standards	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
---	---	---	---	---	--	-------

Not confident at all	32.7%	26.8%	27.5%	25.7%	33.9%	29.3%
Somewhat confident	37.5%	42.7%	43.6%	42.1%	32.9%	39.7%
Very Confident	29.8%	30.6%	29.0%	32.2%	33.2%	31.0%

Indirect potable reuse is tested constantly, in real-time, with online sensors	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	37.5%	28.3%	34.5%	28.2%	30.9%	31.9%
Somewhat confident	30.4%	43.9%	38.0%	42.3%	32.9%	37.5%
Very Confident	32.1%	27.8%	27.5%	29.5%	36.2%	30.6%

Indirect potable reuse has been safely used to supplement drinking water in other U.S. communities	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	38.0%	28.5%	31.5%	25.7%	31.2%	31.0%
Somewhat confident	31.6%	42.7%	39.3%	40.3%	35.9%	38.0%
Very Confident	30.4%	28.8%	29.2%	34.0%	32.9%	31.1%

Indirect potable reuse could supply a portion of Florida's drinking water supplies in the future	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	33.7%	29.3%	33.2%	29.0%	31.4%	31.3%
Somewhat confident	37.5%	46.5%	38.5%	35.5%	37.4%	39.1%
Very Confident	28.8%	24.2%	28.2%	35.5%	31.2%	29.6%

Indirect potable reuse has been going on forever because we all live downstream from somebody else.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	29.3%	31.3%	33.0%	29.0%	34.4%	31.4%
Somewhat confident	33.4%	41.9%	38.3%	37.5%	26.6%	35.6%
Very Confident	37.2%	26.8%	28.7%	33.5%	38.9%	33.0%

Note: What are other terms you can use instead of “indirect potable” or “direct potable” water? Does direct or indirect really matter to anyone outside of the water science arena?

Direct Potable Reuse

Please indicate your level of agreement in using direct potable reuse for the following potential uses:

The table below shows what each percentage of the individual District populations agree with using direct potable reuse water for the following potential uses. The following chart shows the sum of the agreement responses (Strongly Agree and Agree).

Agreement (SA+A)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
To water vegetables in your garden	64.30%	66.50%	72.50%	70.20%	64.90%	67.60%
To take a shower or bath	65.40%	62.10%	68.30%	65.30%	68.60%	65.90%
To drink	64.80%	53.30%	56.70%	61.20%	69.10%	61.00%
To swim in	67.60%	55.30%	60.50%	63.20%	65.10%	62.30%
To add to local drinking water supplies	63.50%	55.00%	55.90%	64.30%	65.90%	60.90%

To water vegetables in your garden	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
------------------------------------	---	---	---	---	--	-------

Strongly Agree	30.1%	31.1%	32.2%	37.5%	34.2%	33.0%
Agree	34.2%	35.4%	40.3%	32.7%	30.7%	34.6%
Neither Agree nor Disagree	34.4%	23.2%	23.2%	25.7%	35.2%	28.3%
Disagree	0.3%	4.3%	2.0%	3.3%	0%	2.0%
Strongly Disagree	0.5%	4.0%	0.5%	0%	0%	1.0%
Don't Know	0.5%	2.0%	1.8%	0.8%	0%	1.0%

To take a shower or bath	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	32.7%	32.8%	27.5%	31.0%	35.4%	31.9%
Agree	32.7%	29.3%	40.8%	34.3%	33.2%	34.0%
Neither Agree nor Disagree	32.7%	23.2%	24.7%	26.2%	30.9%	27.5%
Disagree	1.5%	7.6%	3.8%	5.3%	0.5%	3.7%
Strongly Disagree	0.3%	5.3%	1.8%	2.0%	0%	1.9%
Don't Know	0.3%	1.8%	1.5%	1.3%	0%	1.0%

To drink	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	30.1%	25.5%	23.7%	31.5%	35.4%	29.2%
Agree	34.7%	27.8%	33.0%	29.7%	33.7%	31.8%
Neither Agree nor Disagree	32.7%	25.8%	29.7%	24.2%	30.4%	28.5%
Disagree	1.5%	7.8%	6.5%	7.8%	0.3%	4.8%
Strongly Disagree	0.8%	10.4%	5.3%	5.5%	0.3%	4.4%
Don't Know	0.3%	2.8%	1.8%	1.3%	0%	1.2%

To swim in	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	30.4%	26.0%	25.2%	28.2%	35.7%	29.1%
Agree	37.2%	29.3%	35.3%	35.0%	29.4%	33.2%
Neither Agree nor Disagree	30.1%	28.3%	28.2%	26.7%	34.4%	29.5%
Disagree	1.5%	8.1%	5.8%	5.8%	0.3%	4.3%
Strongly Disagree	0.5%	6.1%	3.5%	2.8%	0.3%	2.6%

Don't Know	0.3%	2.3%	2.0%	1.5%	0%	1.2%
------------	------	------	------	------	----	------

To add to local drinking water supplies	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	32.1%	26.5%	27.2%	27.5%	31.7%	29.0%
Agree	31.4%	28.5%	28.7%	36.8%	34.2%	31.9%
Neither Agree nor Disagree	34.2%	23.2%	29.5%	23.2%	33.7%	28.7%
Disagree	0.5%	8.3%	6.5%	5.3%	0.3%	4.2%
Strongly Disagree	1.5%	8.3%	4.5%	4.3%	0.3%	3.8%
Don't Know	0.3%	5.1%	3.5%	3.0%	0%	2.4%

Note: Talking in terms of “supplies” makes the issue seem a lot bigger and is explicit that the supply one day could run out.

Why would you support direct potable reuse in your community? (select all that apply)

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Direct potable reuse is a sustainable option during times of drought	43.1%	15.9%	31.7%	31.5%	24.1%	29.2%
Direct potable reuse is a good use of resources for future limited water supplies	42.1%	21.7%	31.0%	30.7%	24.4%	29.9%
Direct potable reuse has been used in other regions of the U.S.	46.9%	20.5%	29.0%	28.0%	24.4%	27.7%
Direct potable reuse is competitively priced compared to other future water supply options	45.9%	23.0%	28.5%	28.5%	24.1%	29.5%
Direct potable reuse makes the most of available existing technology	50.3%	17.2%	27.2%	28.0%	24.6%	29.4%
Other	44.4%	18.9%	31.5%	29.0%	26.2%	29.6%
I would not support direct potable reuse in my community	43.9%	18.2%	31.5%	30.0%	22.6%	28.3%

Note: The top two responses have to do with “dire circumstances.” Are we setting people up to only think of using these water technologies when a “natural” supply is not there? How can you bridge the “naturalness” of water with the technology available to recycle used water?

Below are opinions some people may have given for not supporting direct potable reuse. Why would you oppose direct potable reuse of recycled water in your community? (select all that apply)

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Direct potable reuse is unhealthy	41.6%	18.2%	30.5%	30.2%	24.1%	28.9%
Direct potable reuse is unsafe	46.7%	16.7%	25.2%	25.9%	24.4%	27.7%
I am unfamiliar with the treatment process	43.1%	20.2%	31.7%	29.0%	24.4%	29.6%
I am unfamiliar with the quality standards	46.2%	16.7%	30.7%	26.2%	24.1%	28.7%
All toxins cannot be removed	45.7%	19.7%	33.5%	25.9%	24.6%	29.8%
Chemicals are used in the treatment of direct potable reuse of recycled water	41.8%	21.0%	29.0%	27.5%	23.6%	28.5%
Potential for human error in the treatment process	41.6%	22.0%	30.5%	26.2%	22.6%	28.5%

Mistrust of government	43.9%	19.2%	32.2%	28.7%	23.1%	29.4%
Direct potable reuse is too expensive	48.0%	20.5%	34.0%	28.2%	25.6%	31.2%
Direct potable reuse will taste bad	42.9%	20.5%	31.5%	29.7%	24.4%	29.7%
I would not oppose direct potable reuse in my community	38.3%	19.4%	31.7%	31.2%	23.6%	28.8%

Note: We have a lot of faith that people can distinguish between opinion and fact. How can Districts curtail untruths?

Below is a list of FACTS about direct potable reuse of recycled water. Using a scale from “not confident at all” to “very confident,” please indicate how confident you are about reuse of recycled water.

The table below shows the confidence measures (very confident + someone confident) for each District.

Agreement (VC+SC)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
The treatment process produces water that is treated to drinking water standards	67.60%	69.50%	68.60%	71.50%	68.90%	69.20%

The quality of direct potable reuse water, once it has been treated, will be strictly monitored by the utility and the Florida Department of Environmental Protection	66.10%	70.70%	66.20%	73.50%	62.80%	67.80%
Florida's water complies with strict state and federal drinking water standards	71.70%	70.50%	66.50%	74.00%	64.60%	69.50%
Drinking water could be tested constantly, in real-time, with online sensors	68.60%	71.50%	66.70%	67.50%	62.60%	67.30%
Some methods used for direct potable reuse are similar to the process involved in removing salt from ocean water to produce drinking water	67.40%	67.20%	69.00%	70.50%	65.50%	67.90%
Direct potable reuse has been used to supplement drinking water in other U.S. communities	66.00%	70.70%	67.30%	70.80%	64.10%	67.80%
Direct potable reuse could supply a portion of Florida's drinking water supplies in the future	70.70%	73.20%	71.30%	76.00%	67.30%	71.70%

Direct potable reuse has been used since the late 1960s	71.00%	70.20%	66.80%	67.50%	65.10%	68.10%
---	--------	--------	--------	--------	--------	--------

The treatment process produces water that is treated to drinking water standards	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	32.4%	30.6%	31.5%	28.5%	31.2%	30.8%
Somewhat confident	35.5%	43.2%	41.1%	42.8%	31.7%	38.8%
Very confident	32.1%	26.3%	27.5%	28.7%	37.2%	30.4%

The quality of direct potable reuse water, once it has been treated, will be strictly monitored by the utility and the Florida Department of Environmental Protection	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	33.9%	29.3%	33.8%	26.4%	37.2%	32.1%
Somewhat confident	36.5%	44.2%	40.3%	40.8%	33.4%	39.0%
Very confident	29.6%	26.5%	25.9%	32.7%	29.4%	28.8%

Florida's water complies with strict state and federal drinking water standards	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	28.3%	29.5%	33.5%	25.9%	35.4%	30.6%
Somewhat confident	33.4%	46.0%	35.8%	37.5%	34.2%	37.4%
Very confident	38.3%	24.5%	30.7%	36.5%	30.4%	32.1%

Drinking water could be tested constantly, in real-time, with online sensors	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	31.4%	28.5%	33.2%	32.5%	37.4%	32.6%
Somewhat confident	37.5%	44.2%	38.5%	38.0%	30.4%	37.7%
Very confident	31.1%	27.3%	28.2%	29.5%	32.2%	29.6%

Some methods used for direct potable reuse are similar to the process involved in removing salt from ocean water to produce drinking water	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	32.7%	32.8%	31.0%	29.5%	34.4%	32.1%

Somewhat confident	31.9%	41.7%	41.3%	39.8%	36.9%	38.3%
Very confident	35.5%	25.5%	27.7%	30.7%	28.6%	29.6%

Direct potable reuse has been used to supplement drinking water in other U.S. communities	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	33.9%	29.3%	32.7%	29.2%	35.9%	32.2%
Somewhat confident	32.1%	46.2%	39.3%	39.3%	33.4%	38.1%
Very confident	33.9%	24.5%	28.0%	31.5%	30.7%	29.7%

Direct potable reuse could supply a portion of Florida's drinking water supplies in the future	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	29.3%	26.8%	28.7%	23.9%	32.7%	28.3%
Somewhat confident	32.9%	44.9%	42.6%	42.8%	34.9%	39.6%
Very confident	37.8%	28.3%	28.7%	33.2%	32.4%	32.1%

Direct potable reuse has been used since the late 1960s	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not confident at all	29.1%	29.8%	33.2%	32.5%	34.9%	31.9%
Somewhat confident	37.8%	41.9%	39.3%	35.3%	36.2%	38.1%
Very confident	33.2%	28.3%	27.5%	32.2%	28.9%	30.0%

Note: To the average person, as long as clean water is coming out of the tap, they don't really care where it comes from.

Below are some statements made by supporters of direct potable reuse of recycled water. Please rate your level of agreement with each statement

The following chart shows the sum of the agreement responses (Strongly Agree and Agree).

Agreement (SA+A)	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
We need to consider all options to ensure a reliable and locally controlled supply of water for ourselves and future generations.	66.50%	70.20%	70.50%	73.00%	70.60%	70.20%
Thanks to advances in modern technology, it no longer matters where water comes from. We have the ability to treat any water and make it healthy to drink.	62.20%	57.50%	61.00%	60.00%	70.10%	62.20%
Over time, making better use of our existing water supplies through direct potable reuse will be one of the best ways to keep water rates low.	63.80%	59.60%	63.00%	64.50%	61.70%	62.90%

Using direct potable reuse is good for our environment. The more direct potable reuse water we use, the less we must take out of rivers and streams and our limited groundwater supplies. That's good for rivers, streams, springs, and the fish, plants and wildlife that rely on them.	64.50%	63.40%	65.70%	67.20%	64.10%	65.00%
The water treatment process uses state-of-the-art multi-stage technology and monitoring. It cleans water to a drinking water standard and ensures that drinking water produced is safe.	64.30%	57.80%	59.90%	64.20%	66.40%	62.50%
We all recycle as often as we can—glass, plastic, paper, even yard waste. It's the right thing to do. For the same reason, we should recycle and reuse as much of our limited water supplies as we possibly can. Water is too valuable to be used just once.	67.40%	59.30%	63.70%	64.50%	59.60%	62.90%

Using advanced technology to treat recycled water merely speeds up a natural process—and in fact, direct potable reuse meets a much higher standard of quality than what occurs naturally.	64.60%	57.00%	61.00%	60.40%	65.90%	61.80%
Recycling water is a drought-proof way to help ensure a reliable supply of water to meet local needs, independent of climate change or weather in other locations.	62.20%	57.50%	61.00%	60.00%	70.10%	62.20%

We need to consider all options to ensure a reliable and locally controlled supply of water for ourselves and future generations.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	34.4%	32.1%	28.7%	34.0%	34.7%	32.8%
Agree	32.1%	38.1%	41.8%	39.0%	35.9%	37.4%
Neither Agree nor Disagree	31.6%	24.5%	25.2%	22.9%	29.4%	26.7%
Disagree	1.0%	1.8%	1.8%	1.5%	0%	1.2%
Strongly Disagree	0.5%	1.0%	0.8%	0.8%	0%	0.6%
Don't Know	0.3%	2.5%	1.8%	1.8%	0%	1.3%

Thanks to advances in modern technology, it no longer matters where water comes from. We have the ability to treat any water and make it healthy to drink.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	32.1%	24.7%	26.2%	24.2%	35.2%	28.5%
Agree	30.1%	32.8%	34.8%	35.8%	34.9%	33.7%
Neither Agree nor	34.4%	27.5%	27.2%	31.0%	29.6%	29.9%

Disagree						
Disagree	1.8%	8.1%	6.8%	4.5%	0%	4.2%
Strongly Disagree	0.5%	4.8%	2.3%	2.5%	0%	2.0%
Don't Know	1.0%	2.0%	2.8%	2.0%	0.3%	1.6%

Note: Remember, any time you discuss “any water,” be ready to explain it to the public. Don’t complicate the situation when in reality people just want clean water.

Over time, making better use of our existing water supplies through direct potable reuse will be one of the best ways to keep water rates low.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	27.8%	28.3%	27.0%	29.5%	32.3%	29.4%
Agree	36.0%	31.3%	36.0%	35.0%	29.4%	33.5%
Neither Agree nor Disagree	34.4%	30.3%	28.5%	30.2%	35.7%	31.8%
Disagree	0.8%	4.5%	4.3%	1.8%	0.5%	2.4%
Strongly Disagree	0.5%	2.5%	1.0%	1.5%	0.4%	1.1%

Don't Know	0.5%	3.0%	3.3%	2.0%	2.1%	1.8%
------------	------	------	------	------	------	------

Note: Talk about money and show a link to where adoption of the recycled water will allow for more money or larger family financial benefits.

Using direct potable reuse is good for our environment. The more direct potable reuse water we use, the less we must take out of rivers and streams and our limited groundwater supplies. That's good for rivers, streams, springs, and the fish, plants and wildlife that rely on them.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	32.4%	24.0%	29.7%	31.2%	33.2%	30.1%
Agree	32.1%	39.4%	36.0%	36.0%	30.9%	34.9%
Neither Agree nor Disagree	33.9%	26.5%	28.5%	27.2%	35.7%	30.4%
Disagree	0.8%	4.8%	2.3%	2.8%	0%	2.1%
Strongly Disagree	0.3%	2.3%	1.5%	1.3%	0.3%	1.1%
Don't Know	0.5%	3.0%	2.0%	1.5%	0%	1.4%

The water treatment process uses state-of-the-art multi-stage technology and monitoring. It cleans water to a drinking water standard and ensures that drinking water produced is safe.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	31.1%	24.7%	23.9%	25.9%	34.7%	28.1%
Agree	33.2%	33.1%	36.0%	38.3%	31.7%	34.4%
Neither Agree nor Disagree	33.9%	31.8%	32.5%	28.2%	32.9%	31.9%
Disagree	0.5%	3.8%	2.0%	2.3%	0.3%	1.8%
Strongly Disagree	0.8%	2.3%	1.5%	1.8%	0.3%	1.3%
Don't Know	0.5%	4.3%	4.0%	3.5%	0.3%	2.5%

We all recycle as often as we can—glass, plastic, paper, even yard waste. It's the right thing to do. For the same reason, we should recycle and reuse as much of our limited water supplies as we possibly can. Water is too valuable to be used just once.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	30.4%	26.5%	31.0%	29.7%	28.9%	29.3%

Agree	37.0%	32.8%	32.7%	34.8%	30.7%	33.6%
Neither Agree nor Disagree	29.8%	28.8%	29.2%	29.2%	39.9%	31.4%
Disagree	1.3%	4.8%	3.5%	2.8%	0.3%	2.5%
Strongly Disagree	0.8%	4.5%	1.3%	1.3%	0.3%	1.6%
Don't Know	0.8%	2.5%	2.3%	2.3%	0%	1.6%

Using advanced technology to treat recycled water merely speeds up a natural process—and in fact, direct potable reuse meets a much higher standard of quality than what occurs naturally.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	31.9%	23.2%	27.5%	28.2%	34.7%	29.1%
Agree	32.7%	33.8%	33.5%	32.2%	31.2%	32.7%
Neither Agree nor Disagree	32.9%	29.0%	28.5%	31.2%	33.4%	31.0%
Disagree	1.8%	5.1%	5.8%	4.3%	0.3%	3.4%
Strongly Disagree	0%	4.8%	1.3%	1.5%	0.3%	1.6%
Don't Know	0.8%	4.0%	3.5%	2.5%	0.3%	2.2%

Note: Beware of overcomplicating your message. Focus on clean water and easy access for all.

Recycling water is a drought-proof way to help ensure a reliable supply of water to meet local needs, independent of climate change or weather in other locations.	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly Agree	34.4%	23.5%	29.7%	28.2%	35.4%	30.3%
Agree	29.1%	38.4%	35.3%	35.5%	34.7%	34.6%
Neither Agree nor Disagree	34.2%	27.8%	27.7%	30.5%	29.4%	29.9%
Disagree	0.5%	3.0%	2.8%	2.3%	0.3%	1.8%
Strongly Disagree	0.5%	2.3%	0.5%	1.0%	0%	0.9%
Don't Know	1.3%	5.1%	4.0%	2.5%	0.3%	2.6%

Information Sources and Channels

While this section looks at each of these sources and channels individually, we decided to put all of the sources and channels into a table to see how they compare. Only those percentages related to “Completely trustworthy” or “Definitely Pay Attention To” were included in this table. This table focuses on those elements that will either gain a lot of attention or trust.

Attention and Trust	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Water utility bill inserts	35.7%	37.1%	36.0%	38.0%	35.9%	36.6%
Medical doctors	34.7%	35.1%	36.8%	33.2%	34.4%	34.8%
University professors	35.7%	32.1%	30.5%	39.0%	34.4%	34.3%
Florida Department of Health	34.7%	32.6%	32.7%	39.0%	32.7%	34.3%
Scientists from the National Academy of Sciences	33.4%	38.9%	33.5%	35.5%	29.1%	34.1%
News reports	30.6%	40.7%	29.5%	34.8%	33.7%	33.8%
Independent lab studies	32.9%	31.8%	32.0%	36.3%	35.4%	33.7%
United States Environmental Protection Agency	29.1%	33.6%	33.2%	35.3%	35.9%	33.4%

Your county health department	34.7%	33.1%	27.5%	31.2%	35.7%	32.4%
Nutritionists	33.9%	26.8%	31.2%	35.0%	33.9%	32.2%
Environmental groups	30.6%	33.3%	28.0%	35.3%	32.9%	32.0%
Information from community organizations of which you are a member	31.9%	32.8%	27.0%	34.8%	31.4%	31.6%
Florida Department of Environmental Protection	31.9%	29.8%	29.2%	32.0%	34.4%	31.5%
Water utility website	36.2%	32.6%	26.2%	32.2%	29.6%	31.4%
Your local water utility	32.4%	25.3%	26.4%	28.7%	37.4%	30.1%
TV ads	35.5%	26.5%	27.5%	27.5%	33.2%	30.0%
Facebook*	33.2%	23.5%	30.7%	28.7%	33.7%	29.9%
Information sent home with children from school*	30.1%	29.5%	28.2%	29.7%	31.2%	29.7%
Newsletters mailed to your home	29.3%	27.8%	26.7%	29.7%	32.9%	29.3%
Radio ads	33.2%	24.2%	29.0%	31.0%	27.4%	28.9%
Twitter*	29.8%	24.2%	27.5%	33.2%	29.9%	28.9%

Your water management district	31.6%	26.0%	24.4%	27.5%	33.9%	28.7%
Residents of a community that already have direct potable reuse	27.6%	24.7%	25.2%	32.7%	33.2%	28.7%
Elected officials	29.8%	23.2%	25.9%	29.0%	34.4%	28.5%
Local business owners	33.7%	20.5%	27.5%	28.7%	31.9%	28.4%
Billboards	30.1%	20.5%	25.7%	27.0%	32.9%	27.2%

Note: The highest-rated attention-getter was the bill insert, yet the water management district rated lower on the list. Do not confuse attention with trust or vice versa.

Using a scale from “not trustworthy at all” to “completely trustworthy,” how much would you trust information provided about direct potable reuse water from each entity listed below?

Your water management district	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	29.6%	22.2%	28.2%	25.4%	31.9%	27.5%
Somewhat trustworthy	38.8%	51.8%	47.4%	47.1%	34.2%	43.8%
Completely trustworthy	31.6%	26.0%	24.4%	27.5%	33.9%	28.7%

University professors	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	32.1%	23.2%	26.2%	24.4%	31.9%	27.6%
Somewhat trustworthy	32.1%	44.7%	43.3%	36.5%	33.7%	38.1%
Completely trustworthy	35.7%	32.1%	30.5%	39.0%	34.4%	34.3%

Scientists from the National Academy of Sciences	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	30.1%	18.7%	25.2%	23.9%	35.7%	26.7%
Somewhat trustworthy	36.5%	42.4%	41.3%	40.6%	35.2%	39.2%
Completely trustworthy	33.4%	38.9%	33.5%	35.5%	29.1%	34.1%

United States Environmental Protection Agency	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	32.4%	21.0%	25.9%	27.0%	31.2%	27.5%
Somewhat trustworthy	38.5%	45.5%	40.8%	37.8%	32.9%	39.1%

Completely trustworthy	29.1%	33.6%	33.2%	35.3%	35.9%	33.4%
------------------------	-------	-------	-------	-------	-------	-------

Florida Department of Environmental Protection	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	33.4%	20.5%	29.2%	25.9%	33.2%	28.4%
Somewhat trustworthy	34.7%	49.7%	41.6%	42.1%	32.4%	40.1%
Completely trustworthy	31.9%	29.8%	29.2%	32.0%	34.4%	31.5%

Florida Department of Health	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	32.7%	18.9%	26.2%	22.7%	34.4%	27.0%
Somewhat trustworthy	32.7%	48.5%	41.1%	38.3%	32.9%	38.7%
Completely trustworthy	34.7%	32.6%	32.7%	39.0%	32.7%	34.3%

Your local water utility	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	31.4%	24.0%	31.0%	27.5%	30.2%	28.8%

Somewhat trustworthy	36.2%	50.8%	42.6%	43.8%	32.4%	41.2%
Completely trustworthy	32.4%	25.3%	26.4%	28.7%	37.4%	30.1%

Your county health department	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	30.6%	18.4%	27.0%	23.7%	30.2%	26.0%
Somewhat trustworthy	34.7%	48.5%	45.6%	45.1%	34.2%	41.6%
Completely trustworthy	34.7%	33.1%	27.5%	31.2%	35.7%	32.4%

Environmental groups	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	31.6%	21.7%	30.5%	25.2%	34.9%	28.8%
Somewhat trustworthy	37.8%	44.9%	41.6%	39.5%	32.2%	39.2%
Completely trustworthy	30.6%	33.3%	28.0%	35.3%	32.9%	32.0%

Medical doctors	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
-----------------	---	---	---	---	--	-------

Not trustworthy at all	30.6%	19.2%	23.9%	24.7%	32.2%	26.1%
Somewhat trustworthy	34.7%	45.7%	39.3%	42.1%	33.4%	39.0%
Completely trustworthy	34.7%	35.1%	36.8%	33.2%	34.4%	34.8%

Independent lab studies	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	29.8%	22.2%	24.4%	22.4%	31.7%	26.1%
Somewhat trustworthy	37.2%	46.0%	43.6%	41.3%	32.9%	40.2%
Completely trustworthy	32.9%	31.8%	32.0%	36.3%	35.4%	33.7%

Local business owners	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	31.1%	31.8%	31.0%	29.2%	31.4%	30.9%
Somewhat trustworthy	35.2%	47.7%	41.6%	42.1%	36.7%	40.7%
Completely trustworthy	33.7%	20.5%	27.5%	28.7%	31.9%	28.4%

Residents of a community that already have direct potable reuse	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	30.6%	23.2%	27.2%	25.7%	34.2%	28.2%
Somewhat trustworthy	41.8%	52.0%	47.6%	41.6%	32.7%	43.1%
Completely trustworthy	27.6%	24.7%	25.2%	32.7%	33.2%	28.7%

Elected officials	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	34.7%	39.1%	37.3%	33.5%	30.2%	34.9%
Somewhat trustworthy	35.5%	37.6%	36.8%	37.5%	35.4%	36.6%
Completely trustworthy	29.8%	23.2%	25.9%	29.0%	34.4%	28.5%

Nutritionists	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Not trustworthy at all	32.4%	22.0%	28.0%	23.4%	34.9%	28.1%
Somewhat trustworthy	33.7%	51.3%	40.8%	41.6%	31.2%	39.7%
Completely trustworthy	33.9%	26.8%	31.2%	35.0%	33.9%	32.2%

Below is a list of ways someone might try to get in touch with you with more information about direct potable reuse water. Using a scale of 1 to 5, where 1 is “pay no attention” and 5 is “definitely pay attention,” how much attention would you give each of the following:

Newsletters mailed to your home	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	36.2%	31.1%	33.5%	34.3%	33.2%	33.6%
Somewhat pay attention	34.4%	41.2%	39.8%	36.0%	33.9%	37.1%
Definitely pay attention	29.3%	27.8%	26.7%	29.7%	32.9%	29.3%

TV ads	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	30.1%	30.6%	36.3%	31.5%	31.9%	32.1%
Somewhat pay attention	34.4%	42.9%	36.3%	41.1%	34.9%	37.9%
Definitely pay attention	35.5%	26.5%	27.5%	27.5%	33.2%	30.0%

News reports	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total

Pay no attention	31.6%	21.5%	24.4%	24.7%	32.2%	Total
Somewhat pay attention	37.8%	37.9%	46.1%	40.6%	34.2%	39.3%
Definitely pay attention	30.6%	40.7%	29.5%	34.8%	33.7%	33.8%

Billboards	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	32.1%	37.9%	41.8%	35.3%	34.9%	36.4%
Somewhat pay attention	37.8%	41.7%	32.5%	37.8%	32.2%	36.4%
Definitely pay attention	30.1%	20.5%	25.7%	27.0%	32.9%	27.2%

Information from community organizations of which you are a member	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	33.4%	27.5%	30.7%	26.2%	31.4%	29.8%
Somewhat pay attention	34.7%	39.6%	42.3%	39.0%	37.2%	38.6%
Definitely pay attention	31.9%	32.8%	27.0%	34.8%	31.4%	31.6%

Radio ads	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	34.9%	30.6%	39.3%	32.7%	36.9%	34.9%
Somewhat pay attention	31.9%	45.2%	31.7%	36.3%	35.7%	36.2%

Definitely pay attention	33.2%	24.2%	29.0%	31.0%	27.4%	28.9%
--------------------------	-------	-------	-------	-------	-------	-------

Water utility website	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	31.1%	28.8%	34.5%	28.7%	34.2%	31.5%
Somewhat pay attention	32.7%	38.6%	39.3%	39.0%	36.2%	37.2%
Definitely pay attention	36.2%	32.6%	26.2%	32.2%	29.6%	31.4%

Facebook	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	34.2%	42.9%	41.1%	39.3%	33.2%	38.1%
Somewhat pay attention	32.7%	33.6%	28.2%	32.0%	33.2%	31.9%
Definitely pay attention	33.2%	23.5%	30.7%	28.7%	33.7%	29.9%

Twitter	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	37.2%	48.0%	43.8%	37.0%	34.2%	40.1%

Somewhat pay attention	32.9%	27.8%	28.7%	29.7%	35.9%	31.0%
Definitely pay attention	29.8%	24.2%	27.5%	33.2%	29.9%	28.9%

Information sent home with children from school	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	34.9%	31.1%	36.5%	31.7%	35.2%	33.9%
Somewhat pay attention	34.9%	39.4%	35.3%	38.5%	33.7%	36.4%
Definitely pay attention	30.1%	29.5%	28.2%	29.7%	31.2%	29.7%

Water utility bill inserts	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Pay no attention	30.6%	21.7%	24.9%	26.2%	31.7%	27.0%
Somewhat pay attention	33.7%	41.2%	39.0%	35.8%	32.4%	36.4%
Definitely pay attention	35.7%	37.1%	36.0%	38.0%	35.9%	36.6%

Note: What are the other ways you can garner attention? What about opening a coffee shop that only used recycled water? The attention and the message has to come from someone or place that is important to the individual.

Nuanced approaches will need to be employed if this is going to work.

Did the Survey Change Opinions?

Sometimes over the course of a survey like this, people change their minds—and sometimes they do not. Now that you’ve heard more about it, do you support or oppose indirect potable reuse of recycled water in your community for all household purposes, including drinking?

Indirect Potable Reuse: Highly treated wastewater that receives additional natural treatment in an aquifer or a wetland, then is withdrawn and treated all the way to drinking water standards and sent directly to homes and businesses for all purposes.*	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly support	30.9%	29.3%	27.2%	35.8%	41.0%	32.8%
Somewhat support	34.2%	31.6%	36.0%	30.7%	22.4%	31.0%
Neither support nor oppose	33.4%	30.1%	31.2%	30.5%	24.4%	29.9%
Somewhat oppose	1.3%	5.8%	4.0%	1.8%	12.3%	5.1%
Strongly oppose	0.3%	3.3%	1.5%	1.3%	0%	1.3%

Lastly, you already read about direct potable reuse. After hearing more about this option, do you support or oppose direct potable reuse of recycled water in your community for all household purposes, including drinking?

Direct Potable Reuse: After hearing more about this option, do you support or oppose direct potable reuse of recycled water in your community for all household purposes, including drinking?	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Strongly support	35.2%	29.5%	25.7%	33.5%	29.6%	30.7%
Somewhat support	33.9%	30.1%	36.3%	32.0%	45.7%	35.6%
Neither support nor oppose	29.1%	29.8%	31.5%	29.7%	20.4%	28.1%
Somewhat oppose	1.3%	7.1%	4.5%	2.8%	4.3%	4.0%
Strongly oppose	0.5%	3.5%	2.0%	2.0%	0%	1.6%

Note: Overall, a majority in each District ended the survey with a solid opinion about direct and indirect potable water.

Dissecting the Sample for Targeted Messaging

Based on the two previous questions about supporting indirect and direct reclaimed potable water, we were able to break the sample down into four segments of Florida's population who would be supportive of recycled water use. We defined four specific segments as:

- Opposition – this segment does not support direct or indirect use
- Still Deciding – this segment may or may not eventually support direct or indirect use
- Evident Support – this segment supports most use of either direct or indirect use
- Strong Support – this segment supports most all uses of direct or indirect use

	Northwest Florida Water Management District	South Florida Water Management District	Southwest Florida Water Management District	St. Johns River Water Management District	Suwannee River Water Management District	Total
Opposition for Recycled Water	1.50%	7.60%	4.50%	3.00%	4.30%	4.20%
Still Deciding on Recycled Water	9.70%	21.70%	18.90%	16.60%	17.60%	16.90 %
Evident Support for Recycled Water	55.10%	40.20%	49.90%	44.30%	38.90%	45.70 %
Strong Support for Recycled Water	33.70%	30.60%	26.70%	36.00%	39.20%	33.20 %

Below are the demographic differences as defined by each segment.

What is your total combined household income?	Opposition for Recycled Water	Still Deciding on Recycled Water	Evident Support for Recycled Water	Strong Support for Recycled Water	Total
\$25,000 or less	15.7%	21.8%	20.4%	17.5%	19.4%
\$25,001–\$50,000	34.9%	23.9%	21.0%	13.4%	19.5%
\$50,001–\$75,000	15.7%	21.8%	18.0%	16.4%	18.0%
\$75,001–\$100,000	19.3%	10.4%	17.1%	16.9%	16.0%
\$100,001 or more	14.5%	22.1%	23.5%	35.9%	27.0%

Note: Lower income individuals seem to be most against recycled water.

On fiscal issues, would you consider yourself:	Opposition for Recycled Water	Still Deciding on Recycled Water	Evident Support for Recycled Water	Strong Support for Recycled Water	Total
“Left of Center” or Liberal	13.3%	26.0%	25.7%	26.3%	25.4%
“Middle of the Road” or Moderate	37.3%	35.5%	37.6%	33.3%	35.8%
“Right of Center” or Conservative	45.8%	32.5%	32.1%	37.2%	34.4%
Prefer not to answer	3.6%	6.0%	4.6%	3.2%	4.3%

On social issues, would you consider yourself:	Opposition for Recycled Water	Still Deciding on Recycled Water	Evident Support for Recycled Water	Strong Support for Recycled Water	Total
“Left of Center” or Liberal	19.3%	18.2%	25.7%	29.0%	25.3%
“Middle of the Road” or Moderate	34.9%	43.6%	36.7%	29.2%	35.3%
“Right of Center” or Conservative	42.2%	32.8%	33.1%	37.8%	35.0%
Prefer not to answer	3.6%	5.4%	4.5%	4.0%	4.4%

Note: Those who are both fiscally and socially conservative seem to oppose the use of direct and indirect potable water.

What is the last grade of formal education that you completed?	Opposition for Recycled Water	Still Deciding on Recycled Water	Evident Support for Recycled Water	Strong Support for Recycled Water	Total
Grades 1–8	1.2%	18.8%	25.1%	22.5%	22.2%
Grades 9–11	1.2%	15.5%	24.6%	21.1%	20.9%
High school graduate	12.0%	20.3%	28.9%	20.2%	23.8%
Technical/Vocational school	0%	10.1%	1.4%	0.6%	2.6%
Some college	41.0%	11.3%	5.6%	3.3%	7.3%
College graduate (4 years)	30.1%	13.7%	7.9%	18.4%	13.3%
Post-graduate	14.5%	10.1%	6.4%	13.8%	9.8%

Prefer not to answer	0%	0%	0.1%	0%	0.1%
----------------------	----	----	------	----	------

Note: Those who are more educated seem to oppose recycled water more than other groups.

Do you have any children under the age of 18 living at home?	Opposition for Recycled Water	Still Deciding on Recycled Water	Evident Support for Recycled Water	Strong Support for Recycled Water	Total
Yes	18.1%	26.6%	37.2%	46.8%	37.8%
No	81.9%	62.7%	40.2%	34.3%	43.8%
Prefer not to answer	0%	10.7%	22.7%	18.8%	18.4%

Note: Those who have children living at home are more likely to support indirect and direct potable use.

Pay no attention	Opposition for Recycled Water	Still Deciding on Recycled Water	Evident Support for Recycled Water	Strong Support for Recycled Water	Total
News reports	27.7%	25.4%	29.8%	23.6%	26.9%
Water utility bill inserts	36.1%	31.3%	27.3%	23.3%	27.0%
Information from community organizations of which you are a member	39.8%	32.2%	31.3%	25.4%	29.8%
Water utility website	50.6%	37.3%	30.2%	27.8%	31.5%
TV ads	37.3%	39.4%	32.1%	27.7%	32.1%

Newsletters mailed to your home	44.6%	34.6%	33.5%	31.9%	33.6%
Information sent home with children from school	49.4%	39.4%	33.7%	29.3%	33.9%
Radio ads	59.0%	41.8%	34.0%	29.6%	34.9%
Billboards	62.7%	42.1%	36.8%	29.6%	36.4%
Facebook	61.4%	46.3%	36.1%	33.9%	38.1%
Twitter	73.5%	51.3%	39.7%	30.5%	40.1%

Note: While over a quarter of the sample reported not paying attention to any of the communication channels, news reports and water utility bill inserts seemed to garner the most attention. Overall, the key to making this resonate with your audience will be making the issue newsworthy and easy to access.

Appendix I: English Survey

2020 Florida Water Use Survey – Final English Survey

We are conduct a short public opinion survey about what it's like to live in Florida. Your answers will remain anonymous.

Please complete all the questions appearing on each page. Always scroll down to make sure you have answered each question before moving to the next page.

When you are ready to move on to the next page, click the button located in the lower portion of the screen.

[Screener Questions] SCREENING

• **In which county do you live? This will not be analyzed by counties but split into the 5 water districts.**

- | | | | |
|-------------|----------------|--------------|--------------|
| • Alachua | • Gadsden | • Leon | • Polk |
| • Baker | • Gilchrist | • Levy | • Putnam |
| • Bay | • Glades | • Liberty | • St. Johns |
| • Bradford | • Gulf | • Madison | • St. Lucie |
| • Brevard | • Hamilton | • Manatee | • Santa Rosa |
| • Broward | • Hardee | • Marion | • Sarasota |
| • Calhoun | • Hendry | • Martin | • Seminole |
| • Charlotte | • Hernando | • Miami-Dade | • Sumter |
| • Citrus | • Highlands | • Monroe | • Suwannee |
| • Clay | • Hillsborough | • Nassau | • Taylor |
| • Collier | • Holmes | • Okaloosa | • Union |
| • Columbia | • Indian River | • Okeechobee | • Volusia |
| • DeSoto | • Jackson | • Orange | • Wakulla |
| • Dixie | • Jefferson | • Osceola | • Walton |
| • Duval | • Lafayette | • Palm Beach | • Washington |
| • Escambia | • Lake | • Pasco | |
| • Flagler | • Lee | • Pinellas | |
| • Franklin | | | |

WATER RESOURCES

• **Select the sources of your drinking water (select all that apply).** [Randomize Responses]

- | | |
|----------------------------------|-----------------------------------|
| - Drinking water from my utility | - Reservoirs |
| - Well | - Springs |
| - Floridan Aquifer system | - Water treatment plants |
| - Groundwater | - Desalinated water from the gulf |
| - Underground water | - Other [Comment Box] |
| - Lakes, rivers and creeks | - Not Sure |

- **Select the type of water you drink at home (select all that apply).**
 - Unfiltered water straight from the tap/faucet
 - Tap water that is filtered in your home through your sink
 - Tap water that is filtered in your home through your refrigerator
 - Tap water that is filtered in your home through a pitcher or container
 - Tap water that is filtered in your home at your well
 - Bottled water
 - Not sure/Don't Know
- **Below are opinions some people may have given for not drinking water directly from the tap/faucet. Tell me whether you agree or disagree with the following statements. [Strongly Agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree]**
 - Tap water has a poor taste
 - Tap water is unsafe
 - Tap water sits in or flows through lead pipes
 - Tap water has bacteria
 - Tap water has a poor smell
 - Tap water isn't as healthy as filtered water
 - Other. Please describe. [TEXT BOX]
- **Complete the following statement. There are currently enough freshwater resources to provide my local drinking water _____.**
 - ...for the next 5 years
 - ...for the next 20 years
 - ...for the next 50 years
 - ...for my generation
 - ...for the next generation
 - ...for the next generation, but one day we will run out.
 - ...forever. Our current freshwater resources will always provide enough drinking water for all future generations.
 - I'm not sure how to complete this statement
- **Listed below are some potential issues that your area may be facing that other people may have mentioned. Tell us how you would rate the following using the scale Not a problem at all, Somewhat of a problem, A serious problem, or Don't know.**

- Drinking water quality
- The ability to meet future water supply needs due to Florida's growing population
- Jobs and the local economy
- The amount people pay in local taxes
- Waste and inefficiency in local government
- The quality of public education in local schools
- Transportation and roadway challenges due to Florida's growing population
- Environmental impacts from too much water use
- Conservation lands

Wastewater: Used water from toilet flushing and washing food, dishes, clothes and bodies.

Reclaimed Water (Purple Pipe): Highly treated wastewater that can be used for irrigation, industrial uses or other non-drinking water purposes.

Indirect Potable Reuse: Highly treated wastewater that receives additional natural treatment in an aquifer or a wetland, then is withdrawn and treated all the way to drinking water standards and sent directly to homes and businesses for all purposes.

Direct Potable Reuse: Wastewater that is treated all the way to drinking water standards and then sent directly to homes and businesses for all purposes.

Recycled Water: Water that has received advanced treatment for non-potable irrigation (reclaimed water) or indirect/direct potable reuse (drinking water).

RECLAIMED WATER

- Using a scale from “not at all familiar” “somewhat familiar” or “very familiar,” how familiar would you say you are with the concept of reclaimed water?
- Please indicate your level of agreement in using reclaimed water for the following potential uses: [Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't Know]
 - To water your lawn – reclaimed water
 - To wash your car – reclaimed water
 - To water crops – reclaimed water
 - To be used for industrial uses – reclaimed water
 - To raise lake or wetland levels – reclaimed water
 - To increase river flows – reclaimed water
 - To raise groundwater levels – reclaimed water
- Do you believe that it is possible to further treat reclaimed water to standards that make it safe for drinking?

- Yes
- No
- Don't know

INDIRECT POTABLE REUSE

- **Please indicate your level of agreement in using indirect potable reuse for the following potential uses: [Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't Know]**
 - To water vegetables in your garden - indirect potable reuse
 - To take a shower or bath - indirect potable reuse
 - To drink - indirect potable reuse
 - To swim in - indirect potable reuse
 - To add to local drinking water supplies - indirect potable reuse
 - To raise lake or wetland levels - indirect potable reuse
 - To increase river flows - indirect potable reuse
 - To raise groundwater levels - indirect potable reuse
- **Why would you support indirect potable reuse of recycled water in your community? (select all that apply)**
 - Indirect potable reuse is a sustainable option during times of drought
 - Indirect potable reuse is a good use of resources for future limited water supplies
 - Indirect potable reuse has been used safely in other regions of the U.S.
 - Indirect potable reuse is treated naturally in the environment as well as in treatment facilities
 - Indirect potable reuse is competitively priced compared to other future water supply options
 - Indirect potable reuse makes the most of available existing technology
 - Other [TEXT BOX]
 - I would not support indirect potable reuse in my community
- **Below are opinions some people may have given for not supporting indirect potable reuse. Why would you oppose indirect potable reuse of recycled water in your community? (select all that apply)**
 - Indirect potable reuse is unhealthy
 - Indirect potable reuse is unsafe
 - I am unfamiliar with the treatment process - indirect potable reuse
 - I am unfamiliar with the quality standards - indirect potable reuse
 - All toxins cannot be removed - indirect potable reuse

- Chemicals are used in the treatment process - indirect potable reuse
 - Indirect potable reuse can contaminate natural water sources like water under the ground and rivers
 - Potential for human error in the treatment process - indirect potable reuse
 - Mistrust of government - indirect potable reuse
 - Indirect potable reuse is too expensive
 - Indirect potable reuse will taste bad
 - I would not oppose indirect potable reuse in my community
 - Other [TEXT BOX]
- **Below is a list of **FACTS** about indirect potable reuse of recycled water. Using a scale from 1 to 5, where 1 is “not confident at all” and 5 is “very confident,” please indicate how confident you are about reuse of recycled water. [1-5]**
 - The treatment process produces water that is treated to drinking water standards - indirect potable reuse
 - The quality of recycled water, once it has been treated, will be strictly monitored by the utility and the Florida Department of Environmental Protection - indirect potable reuse
 - Florida’s water complies with strict state and federal drinking water standards - indirect potable reuse
 - Indirect potable reuse is tested constantly, in real-time, with online sensors - indirect potable reuse
 - Indirect potable reuse has been safely used to supplement drinking water in other U.S. communities - indirect potable reuse
 - Indirect potable reuse could supply a portion of Florida’s drinking water supplies in the future - indirect potable reuse
 - Indirect potable reuse has been going on forever because we all live downstream from somebody else. - indirect potable reuse

DIRECT POTABLE REUSE

- **Please indicate your level of agreement in using direct potable reuse for the following potential uses: [Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don’t Know]**
 - To water vegetables in your garden - direct potable reuse
 - To take a shower or bath - direct potable reuse
 - To drink - direct potable reuse
 - To swim in - direct potable reuse
 - To add to local drinking water supplies - direct potable reuse

- **Why would you support direct potable reuse in your community? (select all that apply)**
 - Direct potable reuse is a sustainable option during times of drought
 - Direct potable reuse is a good use of resources for future limited water supplies
 - Direct potable reuse has been used in other regions of the U.S.
 - Direct potable reuse is competitively priced compared to other future water supply options
 - Direct potable reuse makes the most of available existing technology
 - Other [TEXT BOX]
 - I would not support direct potable reuse in my community
- **Below are opinions some people may have given for not supporting direct potable reuse. Why would you oppose direct potable reuse of recycled water in your community? (select all that apply)**
 - Direct potable reuse is unhealthy
 - Direct potable reuse is unsafe
 - I am unfamiliar with the treatment process- direct potable reuse
 - I am unfamiliar with the quality standards- direct potable reuse
 - All toxins cannot be removed- direct potable reuse
 - Chemicals are used in the treatment of direct potable reuse of recycled water
 - Potential for human error in the treatment process- direct potable reuse
 - Mistrust of government- direct potable reuse
 - Direct potable reuse is too expensive
 - Direct potable reuse will taste bad
 - I would not oppose direct potable reuse in my community
 - Other [TEXT BOX]
- **Below is a list of **FACTS** about direct potable reuse of recycled water. Using a scale from 1 to 5, where 1 is “not confident at all” and 5 is “very confident,” please indicate how confident you are about reuse of recycled water. [1-5]**
 - The treatment process produces water that is treated to drinking water standards - direct potable reuse
 - The quality of direct potable reuse water, once it has been treated, will be strictly monitored by the utility and the Florida Department of Environmental Protection - direct potable reuse
 - Florida’s water complies with strict state and federal drinking water standards - direct potable reuse
 - Drinking water could be tested constantly, in real-time, with online sensors - direct potable reuse

- Some methods used for direct potable reuse are similar to the process involved in removing salt from ocean water to produce drinking water - direct potable reuse
- Direct potable reuse has been used to supplement drinking water in other U.S. communities - direct potable reuse
- Direct potable reuse could supply a portion of Florida's drinking water supplies in the future - direct potable reuse
- Direct potable reuse has been used since the late 1960s - direct potable reuse
- **Below are some statements made by supporters of direct potable reuse of recycled water. Please rate your level of agreement with each statement. [Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree, Don't Know]**
 - We need to consider all options to ensure a reliable and locally controlled supply of water for ourselves and future generations. (SUPPLY)
 - Thanks to advances in modern technology, it no longer matters where water comes from. We have the ability to treat any water and make it healthy to drink. (SAFETY)
 - Over time, making better use of our existing water supplies through direct potable reuse will be one of the best ways to keep water rates low. (RATES)
 - Using direct potable reuse is good for our environment. The more direct potable reuse water we use, the less we must take out of rivers and streams and our limited groundwater supplies. That's good for rivers, streams, springs, and the fish, plants and wildlife that rely on them. (ENVIRONMENT)
 - The water treatment process uses state-of-the-art multi-stage technology and monitoring. It cleans water to a drinking water standard and ensures that drinking water produced is safe. (ADVANCED TREATMENT)
 - We all recycle as often as we can—glass, plastic, paper, even yard waste. It's the right thing to do. For the same reason, we should recycle and reuse as much of our limited water supplies as we possibly can. Water is too valuable to be used just once. (PRINCIPLE)
 - The amount of fresh water on the planet does not change. Through nature, all water has been used and reused since the beginning of time across every river system in the world. Using advanced technology to treat recycled water merely speeds up a natural process—and in fact, direct potable reuse meets a much higher standard of quality than what occurs naturally. (NATURAL PROCESS)
 - Recycling water is a drought-proof way to help ensure a reliable supply of water to meet local needs, independent of climate change or weather in other locations. (DROUGHT-PROOF)
- **Using a scale from “not trustworthy at all” to “completely trustworthy,” how much would you trust information provided about direct potable reuse water from each entity listed below?**

- Your water management district - University professors - Scientists from the National Academy of Sciences	- United States Environmental Protection Agency - Florida Department of Environmental Protection - Florida Department of Health
---	---

- Your local water utility
- Your county health department
- Environmental groups
- Medical doctors
- Independent lab studies
- Local business owners
- Residents of a community that already have direct potable reuse
- Elected officials
- Nutritionists

- **Below is a list of ways someone might try to get in touch with you with more information about direct potable reuse water. Using a scale of “pay no attention” to “definitely pay attention,” how much attention would you give each of the following:**

- Newsletters mailed to your home
- TV ads
- News reports
- Billboards
- Information from community organizations of which you are a member
- Radio ads
- Water utility website
- Facebook
- Twitter
- Information sent home with children from school
- Water utility bill inserts

Insert definition of direct potable reuse above direct potable question; insert definition of indirect potable reuse above indirect potable question

- **Sometimes over the course of a survey like this, people change their minds—and sometimes they do not. Now that you’ve heard more about it, do you support or oppose indirect potable reuse of recycled water in your community for all household purposes, including drinking?**

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose

- **Lastly, you already read about direct potable reuse. After hearing more about this option, do you support or oppose direct potable reuse of recycled water in your community for all household purposes, including drinking?**

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose

Insert definition of indirect potable reuse

DEMOGRAPHICS

- **Do you:**

- Own a single-family home
- Own a condominium
- Rent an apartment or home
- Other [text box]
- Don't know

- **Do you have any children under the age of 18 living at home?**

- Yes
- No
- Prefer not to answer

- **What is the last grade of formal education that you completed?**

- Grades 1–8
- Grades 9–11
- High school graduate
- Technical/Vocational school
- Some college
- College graduate (4 years)
- Post-graduate
- Prefer not to answer

- **With which racial or ethnic group do you identify yourself?**

- Hispanic/Latino
- Black/African American
- Anglo/White
- Asian/Pacific Islander
- Native American
- Other/Mixed
- Prefer not to answer

- **Which category best fits your age?**

- 18 – 34
- 35 to 64
- 65 or older
- Prefer not to answer

- **What is your total combined household income?**

- \$25,000 or less
- \$25,001–\$50,000
- \$50,001–\$75,000
- \$75,001–\$100,000
- \$100,001 or more
- Prefer not to answer

- **To which gender identity do you most identify?**

- Female
- Male
- Transgender female
- Transgender male
- Gender variant/Non-conforming
- Prefer not to answer

- **On social issues, would you consider yourself:**

- “Left of Center” or Liberal
- “Middle of the Road” or Moderate

- “Right of Center” or Conservative
- Prefer not to answer
- On **fiscal** issues, would you consider yourself:
 - “Left of Center” or Liberal
 - “Middle of the Road” or Moderate
 - “Right of Center” or Conservative
 - Prefer not to answer

Appendix II: Spanish Survey

2020 Florida Water Use Survey – Final Spanish Survey

- ¿En qué condado vive?
- **Seleccione las fuentes de su agua potable. (seleccione todas las que correspondan)**
 - Mi compañía de servicios públicos
 - Pozo
 - Sistema de Acuíferos de Florida
 - Aguas subterráneas
 - Agua del subsuelo
 - Lagos, ríos y arroyos
 - Reservorios
 - Manantiales
 - Plantas de tratamiento de agua
 - Agua desalinizada del Golfo
 - Otro
 - No estoy Seguro
- **Seleccione el tipo de agua que bebe en su casa. (seleccione todas las que correspondan)**
 - Agua sin filtrar directamente del grifo / grifo
 - El agua del grifo que se filtra en su hogar a través de su fregadero
 - El agua del grifo que se filtra en su hogar a través de su refrigerador

- El agua del grifo que se filtra en su hogar a través de una jarra o recipiente
 - El agua del grifo que se filtra en su hogar en su pozo
 - Agua embotellada
 - No estoy seguro / No lo sé
- **A continuación, se presentan opiniones que algunas personas pueden haber dado del porque no beber agua directamente del grifo. Seleccione si está de acuerdo o en desacuerdo con las siguientes declaraciones.**

Answer1	Totalmente de acuerdo
Answer2	De acuerdo
Answer3	No estoy de acuerdo ni en desacuerdo
Answer4	En desacuerdo
Answer5	Muy en desacuerdo

 - El agua del grifo tiene mal sabor
 - El agua del grifo no es segura
 - El agua del grifo se asienta o fluye a través de tuberías de plomo
 - El agua del grifo tiene bacterias
 - El agua del grifo tiene mal olor
 - El agua del grifo no es tan saludable como el agua filtrada
 - Siéntase libre de agregar otras opiniones que haya escuchado sobre el agua del grifo que no aparezcan en la lista anterior.
 - Complete la siguiente declaración. Actualmente hay suficientes recursos de agua dulce para proporcionar mi agua potable local _____.
 - ... por los próximos 5 años
 - ... por los próximos 20 años
 - ... por los próximos 50 años
 - ... para mi generación
 - ... para la próxima generación
 - ... para la próxima generación, pero algún día se nos acabará.
 - ...Siempre. Nuestros recursos actuales de agua dulce siempre proporcionarán suficiente agua potable para todas las generaciones futuras.
 - No estoy seguro de cómo completar esta declaración
 - A continuación, se enumeran algunos problemas potenciales que su área puede estar enfrentando y que otras personas pueden haber mencionado. Díganos cómo calificaría lo siguiente usando la escala: No es un problema en absoluto, es un problema, es un problema grave o no sabe.

Answer1	No es un problema en absoluto
Answer2	Es un problema
Answer3	Es un problema grave
Answer4	No lo sé

- La calidad del agua potable
- La capacidad de satisfacer las necesidades futuras de suministro de agua debido al aumento de la población en Florida
- Los empleos y la economía local
- La cantidad que la gente paga en impuestos locales
- Desperdicio e ineficiencia en el gobierno local
- La calidad de la educación pública en las escuelas locales
- Los problemas de transporte y carreteras debido al aumento de la población en Florida
- El impacto ambiental por el uso excesivo de agua
- Tierras de conservación

A continuación se presentan algunas definiciones que serán útiles para las siguientes preguntas:

Aguas residuales: agua usada de la descarga del inodoro, lavado de alimentos, platos, ropa y cuerpos.

Aguas residuales tratadas (tubería morada): aguas residuales altamente tratadas que pueden usarse para riego, usos industriales u otros fines, pero no son para consumo humano.

Reutilización indirecta de agua potable: aguas residuales altamente tratadas que reciben tratamiento natural adicional en un acuífero o un humedal, luego se extraen y se tratan hasta los estándares de agua potable y se envían directamente a hogares y empresas para todos los fines.

Reutilización directa de agua potable: aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

Aguas recicladas: agua que ha recibido tratamiento avanzado para riego no potable (aguas residuales tratadas) o reutilización potable indirecta / directa (agua potable).

- **Aguas residuales tratadas (tubería morada):** aguas residuales altamente tratadas que pueden usarse para riego, usos industriales u otros fines, pero no son para consumo humano

¿Qué tan familiarizado diría usted que está con el concepto de **aguas residuales tratadas**?

- Nada familiar
- Algo familiar

- Muy familiar

- **Aguas residuales tratadas (tubería morada):** aguas residuales altamente tratadas que pueden usarse para riego, usos industriales u otros fines, pero no son para consumo humano

Indique en qué nivel está de acuerdo en el uso de las **aguas residuales tratadas** para los siguientes fines:

Answer1	Totalmente de acuerdo
Answer2	De acuerdo
Answer3	No estoy de acuerdo ni en desacuerdo
Answer4	En desacuerdo
Answer5	Muy en desacuerdo
Answer6	No lo sé

- Para regar su césped
- Para lavar su auto
- Para regar los cultivos
- Para usos industriales
- Para elevar los niveles de lagos o humedales
- Para aumentar los caudales de los ríos.
- Aumentar los niveles de agua subterránea.

- **Aguas residuales tratadas (tubería morada):** aguas residuales altamente tratadas que pueden usarse para riego, usos industriales u otros fines, pero no son para consumo humano

¿Cree que es posible darle más tratamiento a las **aguas residuales tratadas** con fin de que pueden ser utilizadas para consumo humano?

- Sí
- No
- No lo sé

- **Reutilización indirecta de agua potable:** aguas residuales altamente tratadas que reciben tratamiento natural adicional en un acuífero o un humedal, luego se extraen y se tratan hasta los estándares de agua potable y se envían directamente a hogares y empresas para todos los fines.

Indique en qué nivel está de acuerdo con la reutilización **indirecta** de agua potable para los siguientes fines:

Answer1	Totalmente de acuerdo
Answer2	De acuerdo
Answer3	No estoy de acuerdo ni en desacuerdo

Answer4 En desacuerdo
 Answer5 Muy en desacuerdo
 Answer6 No lo sé

- Para regar las plantas de su huerto
- Para ducharse o bañarse
- Para beber
- Para nadar
- Para agregar a los suministros locales de agua potable
- Para elevar los niveles de lagos o humedales
- Para aumentar los caudales de los ríos.
- Aumentar los niveles de agua subterránea.

- **Reutilización indirecta de agua potable:** aguas residuales altamente tratadas que reciben tratamiento natural adicional en un acuífero o un humedal, luego se extraen y se tratan hasta los estándares de agua potable y se envían directamente a hogares y empresas para todos los fines.

¿Por qué apoyaría la reutilización indirecta de aguas recicladas en su comunidad? (seleccione todas las que correspondan)

- La reutilización indirecta de agua potable es una opción sostenible en tiempos de sequía.
- La reutilización indirecta de agua potable es un buen uso de los recursos para futuros suministros limitados de agua.
- La reutilización indirecta de agua potable se ha utilizado de manera segura en otras regiones de los EE. UU.
- La reutilización indirecta de agua potable se trata de forma natural tanto en el medio ambiente como en las instalaciones de tratamiento.
- La reutilización indirecta de agua potable tiene un precio competitivo en comparación con otras opciones futuras de suministro de agua.
- La reutilización indirecta de agua potable aprovecha al máximo la tecnología existente disponible
- Otro
- No apoyaría la reutilización indirecta de agua potable en mi comunidad

- **Reutilización indirecta de agua potable:** aguas residuales altamente tratadas que reciben tratamiento natural adicional en un acuífero o un humedal, luego se extraen y se tratan hasta los estándares de agua potable y se envían directamente a hogares y empresas para todos los fines.

A continuación, se presentan opiniones que algunas personas pueden haber dado para no apoyar la reutilización indirecta de agua potable. ¿Por qué se opondría usted a **la reutilización indirecta de agua potable** reciclada en su comunidad? (seleccione todas las que correspondan)

- La reutilización indirecta de agua potable no es saludable
 - La reutilización indirecta de agua potable no es segura
 - No estoy familiarizado con el proceso de tratamiento
 - No estoy familiarizado con los estándares de calidad
 - No se pueden eliminar todas las toxinas
 - Se utilizan productos químicos en el proceso de tratamiento
 - La reutilización indirecta de agua potable puede contaminar las fuentes naturales de agua como el agua subterránea y los ríos
 - Posible error humano en el proceso de tratamiento
 - Desconfianza del gobierno
 - La reutilización indirecta de agua potable es demasiado cara
 - La reutilización indirecta de agua potable tendrá mal sabor
 - No me opondría a la reutilización indirecta de agua potable en mi comunidad
 - Otro
- **Reutilización indirecta de agua potable:** aguas residuales altamente tratadas que reciben tratamiento natural adicional en un acuífero o un humedal, luego se extraen y se tratan hasta los estándares de agua potable y se envían directamente a hogares y empresas para todos los fines.

Answer1	No estoy seguro en lo absoluto
Answer2	Algo confiado
Answer3	Muy confiado

A continuación se muestra una lista de **HECHOS** sobre la reutilización indirecta de agua potable reciclada. Indique qué tan seguro está de la reutilización de aguas recicladas.

- El proceso de tratamiento produce agua tratada según los estándares de agua potable
- La calidad del agua reciclada, una vez que ha sido tratada, será estrictamente monitoreada por la empresa de servicios públicos y el Departamento de Protección Ambiental de Florida
- El agua de Florida cumple con los estrictos estándares estatales y federales de agua potable
- La reutilización indirecta de agua potable se analiza constantemente, en tiempo real, con sensores en línea
- La reutilización indirecta de agua potable se ha utilizado de manera segura para complementar el agua potable en otras comunidades de EE. UU.
- La reutilización indirecta de agua potable podría abastecer una parte de los suministros de agua potable de Florida en el futuro
- La reutilización indirecta de agua potable ha ocurrido desde siempre porque todos vivimos río abajo de otra persona.

- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

Indique en qué nivel está de acuerdo con la reutilización directa de agua potable para los siguientes fines:

Answer1	Totalmente de acuerdo
Answer2	De acuerdo
Answer3	No estoy de acuerdo ni en desacuerdo
Answer4	En desacuerdo
Answer5	Muy en desacuerdo
Answer6	No lo sé

- Para regar las plantas de su huerto
- Para ducharse o bañarse
- Para beber
- Para nadar
- Para agregar a los suministros locales de agua potable

- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

¿Por qué apoyaría usted la reutilización **directa** de agua potable en su comunidad? (seleccione todas las que correspondan)

- La reutilización directa de agua potable es una opción sostenible en tiempos de sequía.
- La reutilización directa de agua potable es un buen uso de los recursos para futuros suministros limitados de agua.
- La reutilización directa de agua potable se ha utilizado en otras regiones de los EE. UU.
- La reutilización directa de agua potable tiene un precio competitivo en comparación con otras opciones futuras de suministro de agua.
- La reutilización directa de agua potable aprovecha al máximo la tecnología existente disponible
- Otro
- No apoyaría la reutilización directa de agua potable en mi comunidad

- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

A continuación se presentan opiniones que algunas personas pueden haber dado para no apoyar la reutilización directa de agua potable.

¿Por qué se opondría usted a la reutilización **directa** de agua potable reciclada en su comunidad? (seleccione todas las que correspondan)

- La reutilización directa de agua potable no es saludable
 - La reutilización directa de agua potable no es segura
 - No estoy familiarizado con el proceso de tratamiento
 - No estoy familiarizado con los estándares de calidad
 - No se pueden eliminar todas las toxinas
 - Productos químicos son utilizados en el tratamiento de la reutilización directa de agua potable reciclada.
 - Posible error humano en el proceso de tratamiento
 - Desconfianza del gobierno
 - La reutilización directa de agua potable es demasiado costosa
 - La reutilización directa de agua potable tendrá un mal sabor
 - No me opondría a la reutilización directa de agua potable en mi comunidad
 - Otro
- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

Answer1 No estoy seguro en absoluto
 Answer2 Algo confiado
 Answer3 Muy confiado

A continuación se muestra una lista de HECHOS sobre la reutilización directa de agua potable reciclada. Indique qué tan seguro está de la reutilización de aguas recicladas.

- El proceso de tratamiento produce agua tratada según los estándares de agua potable
- La calidad del agua potable de la reutilización directa, una vez que haya sido tratada, será estrictamente controlada por la empresa de servicios públicos y el Departamento de Protección Ambiental de Florida
- El agua de Florida cumple con los estrictos estándares estatales y federales de agua potable
- El agua potable se puede analizar constantemente, en tiempo real, con sensores en línea
- Algunos métodos utilizados para la reutilización directa de agua potable son similares al proceso de eliminación de sal del agua del océano para producir agua potable
- La reutilización directa de agua potable se ha utilizado para complementar el agua potable en otras comunidades de EE. UU.
- La reutilización directa de agua potable podría abastecer una parte de los suministros de agua potable de Florida en el futuro
- La reutilización directa de agua potable se ha utilizado desde fines de la década de 1960.

- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

A continuación se presentan algunas declaraciones hechas por los partidarios de la reutilización **directa** de agua potable reciclada . Califique en qué nivel está de acuerdo con cada declaración.

Answer1	Totalmente de acuerdo
Answer2	De acuerdo
Answer3	No estoy de acuerdo ni en desacuerdo
Answer4	En desacuerdo
Answer5	Muy en desacuerdo
Answer6	No lo sé

- Necesitamos considerar todas las opciones para garantizar para nosotros y para las futuras generaciones, un suministro de agua confiable controlada localmente.
 - Gracias a los avances en la tecnología moderna, ya no importa de dónde viene el agua. Tenemos la capacidad de tratar cualquier agua y hacer que sea saludable para beber.
 - Con el tiempo, hacer un mejor uso de nuestros suministros de agua existentes mediante la reutilización directa de agua potable será una de las mejores maneras de mantener bajas las tarifas de agua.
 - La reutilización directa de agua potable es bueno para nuestro medio ambiente. Mientras más se haga uso de la reutilización directamente de agua potable , menos debemos sacar de los ríos y arroyos y de nuestros limitados suministros de agua subterránea. Eso es bueno para los ríos, arroyos, manantiales y los peces, plantas y vida silvestre que dependen de ellos.
 - El proceso del tratamiento de agua utiliza tecnología y monitoreo de etapas múltiples de última generación. Limpia el agua a un estándar de agua potable y garantiza que el agua potable producida sea segura.
 - Todos reciclamos tan a menudo como podemos: vidrio, plástico, papel, incluso desechos del jardín. Es lo correcto. Por la misma razón, debemos reciclar y reutilizar la mayor cantidad posible de nuestros limitados suministros de agua. El agua es demasiado valiosa para ser utilizada solo una vez.
 - La cantidad de agua dulce en el planeta no cambia. A través de la naturaleza, toda el agua se ha utilizado y reutilizado desde el principio de los tiempos en todos los sistemas fluviales del mundo. El uso de tecnología avanzada para tratar las aguas recicladas simplemente acelera un proceso natural y, de hecho, la reutilización directa de agua potable cumple con un estándar de calidad mucho más alto que lo que ocurre naturalmente.
 - El reciclaje del agua es una forma a prueba de sequía para ayudar a garantizar un suministro confiable de agua para satisfacer las necesidades locales, independientemente del cambio climático o el clima en otros lugares.
- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

¿En qué grado confiaría usted en la información proporcionada sobre la reutilización directa de agua potable de cada entidad enumerada a continuación?

Answer1 No es confiable en absoluto
 Answer2 Algo confiable
 Answer3 Completamente confiable

- Tu distrito de gestión del agua
- Profesores universitarios
- Científicos de la Academia Nacional de Ciencias
- Agencia de Protección Ambiental de los Estados Unidos
- Departamento de Protección Ambiental de Florida
- Departamento de Salud de Florida
- Su empresa local de agua
- El departamento de salud de su condado
- Grupos ambientales
- Doctores en medicina
- Estudios de laboratorio independientes
- Dueños de negocios locales
- Residentes de una comunidad que ya tiene reutilización potable directa
- Oficiales electos
- Nutricionistas

- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

A continuación se muestra una lista de formas en que alguien podría tratar de comunicarse con usted para proveerle más información acerca de la reutilización directa de agua potable. ¿Cuánta atención le daría a cada uno de los siguientes:

Answer1 No prestaría atención
 Answer2 Prestaría algo de atención
 Answer3 Definitivamente prestaría atención

- Boletines informativos enviados a su hogar
- Anuncios de televisión
- Reportes de noticias
- Vallas publicitarias
- Información de organizaciones comunitarias de las que es miembro
- Anuncios de radio

- Sitio web de servicios de agua
 - Facebook
 - Twitter
 - Información enviada a casa por las escuelas de sus niños
 - Información adjunta con la factura de servicios de agua
- **Reutilización indirecta de agua potable:** aguas residuales altamente tratadas que reciben tratamiento natural adicional en un acuífero o un humedal, luego se extraen y se tratan hasta los estándares de agua potable y se envían directamente a hogares y empresas para todos los fines.

A veces, en el transcurso de una encuesta como esta, las personas cambian de opinión, y otras veces no. Ahora que ha escuchado más al respecto, ¿apoya o se opone a la reutilización indirecta de agua potable reciclada en su comunidad para todos los fines del hogar, incluyendo el consumo humano?

- Lo apoyo firmemente
 - Lo apoyo
 - No apoyo ni me opongo
 - Me opongo
 - Me opongo firmemente
- **Reutilización directa de agua potable:** aguas residuales que se tratan hasta los estándares de agua potable y luego se envían directamente a hogares y empresas para todos los fines.

Por último, ya que usted leyó sobre la reutilización directa de agua potable. Después de escuchar más sobre esta opción, ¿apoya o se opone a la reutilización directa de agua potable reciclada en su comunidad para todos los fines domésticos, incluyendo el consumo humano?

- Lo apoyo firmemente
 - Lo apoyo
 - No apoyo ni me opongo
 - Me opongo
 - Me opongo firmemente
- Usted:
 - Posee una casa unifamiliar
 - Posee un condominio
 - Alquila un apartamento o casa
 - Otro

- No se
- ¿Tiene niños menores de 18 años viviendo en su casa?
 - Sí
 - No
 - Prefiero no responder
- ¿Cuál es el último grado de educación formal que completó?
 - Grados 1-8
 - Grados 9-11
 - Graduado de preparatoria
 - Escuela técnica / vocacional
 - Alguna educación superior
 - Graduado universitario (4 años)
 - Postgrado
 - Prefiero no responder
- ¿Con qué grupo racial o étnico se identifica?
 - Hispano / latino
 - Negro / afroamericano
 - Anglo / blanco
 - Isleño de Asia / Pacífico
 - Nativo americano
 - Otro / Mixto
 - Prefiero no responder
- ¿Qué categoría se adapta mejor a su edad?
 - 18 a 34
 - 35 a 64
 - 65 o mayor
 - Prefiero no responder
- ¿Cuál es el ingreso total combinado de su hogar?

- \$ 25,000 o menos
 - \$ 25,001– \$ 50,000
 - \$ 50,001– \$ 75,000
 - \$ 75,001– \$ 100,000
 - \$ 100,001 o más
 - Prefiero no responder
- ¿Con qué identidad de género se identifica más?
 - Femenino
 - Masculino
 - Mujer transgénero
 - Hombre transgénero
 - Variante de género / No conforme
 - Prefiero no responder
- En temas **sociales**, se consideraría a sí mismo:
 - “Izquierda de centro” o liberal
 - “Medio” o moderado
 - “Derecha de centro” o conservador
 - Prefiero no responder
- En cuestiones **fiscales**, se consideraría a sí mismo:
 - “Izquierda del centro” o liberal
 - “Medio” o moderado
 - “Derecha de centro” o conservador
 - Prefiero no responder