

2026 Potable Water Reuse Survey: Report

This report represents data collected
between May 28 – 31, 2026.

Submitted by

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The logo for the Southwest Florida Water Management District features the text "Southwest Florida" in a blue serif font, with "Water Management District" in a smaller, italicized blue serif font below it. Underneath the text are three stylized, wavy blue lines representing water.

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Executive Summary

Background & Goals

The Southwest Florida Water Management District (SWFWMD) reached out to The Taproot Agency to conduct a survey of residents in Hillsborough and Polk counties regarding their opinions of potable water reuse. In 2020 The Taproot Agency, in partnership with SWFWMD and the Florida Department of Environmental Protection, conducted a similar statewide survey to gather a baseline of citizen attitudes and perceptions surrounding water reuse.

While a one-to-one comparison cannot be made when focusing on just two counties (Hillsborough and Polk) versus the entire state, valuable information regarding current opinions was still gathered. Having this information will allow SWFWMD to revise or expand existing messaging related to potable water reuse in future educational channels.

Methods of Data Collection and Analysis

The Taproot Agency conducted an online, anonymous panel survey from May 28 – 31, 2026 that reached 450 residents distributed evenly between Hillsborough and Polk counties. For the purposes of calculating the margin of error for this study, a combined population of roughly 2.5 million people is being used. With 450 responses gathered, there is a 95% confidence level that the survey, if repeated, would provide the same results within +/- 5 percentage points.

Environmental Context

Survey responses were collected during an extended period of drought in Florida, including a Modified Phase III “Extreme” Water Shortage in the District. This prolonged rainfall deficit contributed to declining water resources, many of which are severely abnormal, and low levels of public water supplies. These conditions likely increased public awareness of water availability and conservation issues and may have influenced respondents’ perceptions of water resources.

Survey Structure

This survey included the following groupings of questions:

- Water Resources
- Reclaimed Water
- Recycled Indirect Potable Reuse
- Recycled Direct Potable Reuse
- Opinion Shifts
- Demographics

Created as not just an information-gathering survey, prior to the question sets about Reclaimed Water, Recycled Indirect Potable Reuse, and Recycled Direct Potable Reuse, definitions were provided to ensure all respondents were answering questions from the same baseline understanding. The provided definitions were:

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

The types of recycled water relevant to this survey are:

- **Recycled Indirect Potable Reuse:** Recycled water that receives additional natural treatment in an aquifer or wetland, then is withdrawn and treated through advanced technologies all the way to drinking water standards and sent directly to homes and businesses for all purposes.
- **Recycled Direct Potable Reuse:** Recycled water that is treated through advanced technologies all the way to drinking water standards and then sent directly to homes and businesses for all purposes.

All questions were required for completion of the survey by all participants. Following the specific recycled water question sets, respondents were asked to reconsider their opinions on indirect and direct potable reuse in their community. The definitions were again supplied as a memory tool for each. Additionally, respondents were asked to identify what they deemed the most appropriate description of recycled water, based on the knowledge they gained throughout the survey.

Survey Sample Description

The final questions of the survey asked respondents to answer common demographic questions. As an overall note, the following are true of survey participants:

- Households were split regarding whether they had children under the age of 18 in the home (40% yes; 58% no).
- The overwhelming majority had at least a high school diploma (30% high school diploma, 24% some college, 21% college graduate, 14% post graduate).
- Most respondents identified themselves as either “White or Caucasian” (62%) or “Black or African American” (26%).
- Ages were split across the ranges:
 - 18 – 34 (29%)
 - 35 – 54 (40%)
 - 55+ (30%)
- Household income was similarly split across the ranges provided with the largest percentage (25%) reporting \$25,000 - \$50,000 annually.
- Respondents were balanced between genders with 51% identifying as female and 47% as male.

Post-Survey Insights

- Most respondents (76%) indicated the water they use in their home comes from their local utilities.
- The top three sources respondents selected for where their drinking water comes from were:
 - Floridian aquifer system / groundwater (44%)
 - Lakes, rivers, springs and creeks (35%)
 - Reservoirs (26%)
- Most respondents (70%) selected bottled water as the type of water they drink at home.
- When asked to select up to five (5) adjectives to describe the drinking water in their home, the top five chosen by respondents were positive in nature.
 - Clear (38%)
 - Cold (31%)
 - Good tasting (27%)
 - Safe (23%)
 - Fresh (21%)
- While many of the top adjectives selected to describe drinking water at home were positive in nature, roughly half of respondents agreed (either “Strongly agree” or “Agree”) with the opinions presented for why others might not drink water directly from the tap/faucet. The percentages below represent the combined “Strongly agree” and “Agree” choices.
 - 68% - Tap water isn’t as healthy as filtered water.
 - 56% - Tap water sits in or flows through lead pipes.
 - 55% - Tap water has a poor taste.
 - 48% - Tap water has a poor smell.
 - 46% - Tap water is unsafe.
- Respondents were divided on how long our freshwater resources will last for local drinking water, with 26% indicating it will last for the next five (5) years and 24% extended to lasting for the next 20 years. There is a strong educational opportunity for the 25% who were unsure how to respond to the statement.
- The top three challenges identified as impacting their local area were:
 - Increase in cost of living (53%)
 - Jobs and the local economy (32%)
 - Drinking water quality (28%)
- 58% of respondents indicated being familiar (either “Very” or “Somewhat”) with the concept of reclaimed water. Similarly, across the variety of statements provided about the use of reclaimed water, most respondents agreed with those potential uses. The percentages below represent the combined “Strongly agree” and “Agree” choices.
 - To water your lawn (80%)
 - To wash your car (74%)
 - To water crops (73%)
 - To be used for industrial uses (73%)
 - To raise lake and groundwater levels and increase river flows (62%)
- Half of respondents (50%) believe that it is possible to further treat reclaimed water to standards that make it safe for drinking.
- When asked their level of agreement to the following potential uses for recycled **indirect** potable reuse, roughly half or more agreed. The lowest level of agreement, however, was to use as drinking water. The percentages below represent the combined “Strongly agree” and “Agree” choices.
 - To water vegetables in your garden (77%)

- To raise lake and groundwater levels and increase river flows (71%)
 - To take a shower or bath (65%)
 - To drink (48%)
- More than half of respondents agreed with all statements provided regarding facts supporting recycled **indirect** potable reuse. These breakdowns are provided later in the report, but there are roughly a quarter of respondents indicating they are neutral (“Neither agree nor disagree”) for each statement. This presents an opportunity for additional education on the facts.
- When asked their level of agreement to the following potential uses for recycled **direct** potable reuse, the majority agree. Like recycled indirect potable reuse, drinking water was the lowest level of agreement. The percentages below represent the combined “Strongly agree” and “Agree” choices.
 - To water vegetables in your garden (76%)
 - To raise lake and groundwater levels and increase river flows (73%)
 - To take a shower or bath (69%)
 - To drink (54%)
- There is, likewise, a similar level of agreement with the factual statements provided to support recycled **direct** potable reuse. These breakdowns are included later in the report.
- Respondents were also asked their level of support for statements regarding recycled **direct** potable reuse. The majority of respondents were either “Very” or “Somewhat supportive.” These breakdowns are also provided later in the report.
- When asked to indicate how trustworthy respondents considered various sources of information about recycled **direct** potable reuse. The top resources are listed below, showing the combined values for “Very trustworthy” and “Somewhat trustworthy.”
 - Medical doctors (73%)
 - United States Environmental Protection Agency (69%)
 - Florida Department of Environmental Protection (69%)
 - Residents of other communities that already have recycled direct potable reuse (69%)
 - NOTE: “Your water management district” was selected as trustworthy by a combined 66% of respondents.
- To conclude this section of questions, respondents were asked how much attention they gave to resources in a provided list regarding topics related to recycled **direct** potable reuse. The top five (5) resources are listed below, showing the combined values for “Definitely pay attention” and “Some attention.”
 - Information from medical doctors (77%)
 - Water utility bill inserts (74%)
 - Information from community organizations of which you are a member (70%)
 - Water utility website (70%)
 - News media organizations (TV news, newspaper, etc.) (68%)
- Following the sections of questions related to specific types of potable water, respondents were asked to reevaluate their opinions based on what was covered in the definitions provided and questions asked during the survey.
 - Regarding recycled **indirect** potable reuse, 72% indicated that they would support (either “Strongly” or “Somewhat”) this in their community.
 - When asked a similar question about their potential shift in opinion regarding support for recycled **direct** potable reuse, 70% supported (either “Strongly” or “Somewhat”) this in their community.

- The final topical question regarding recycled water asked respondents to select a term, from a list provided, that they felt is appropriate to describe reclaimed water that has received advanced treatment to meet or exceed drinking water standards. The top four (4) are below:
 - Purified recycled water (24%)
 - Recycled water (20%)
 - Purified water (16%)
 - Potable reuse (16%)

Water Resources Questions

Where does the water you use in your home come from?

	Total	Hillsborough	Polk
Local utility	76%	78%	73%
Well	19%	16%	22%
Not sure / Don't know	6%	7%	5%

Select where your drinking water comes from. Select all that apply.

	Total	Hillsborough	Polk
Floridan aquifer system/groundwater	44%	49%	40%
Lakes, rivers, springs and creeks	35%	32%	37%
Reservoirs	26%	27%	24%
Desalinated water from the gulf	17%	20%	15%
Other*	2%	18%	1%
Not sure / Don't know	22%	4%	24%

Note: Those who selected "Other" were given the opportunity to type a response.

Responses received included: Bottled water, buy drinking water, Grocery store / Zephyrhills water

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

	Total	Hillsborough	Polk
Unfiltered water straight from the tap/faucet	28%	28%	27%
Tap water that is filtered in your home through your sink, refrigerator, pitcher or at your well	56%	57%	54%
Bottled water	70%	69%	70%
Not sure / Don't know	1%	<1%	2%

How would you describe your drinking water at home? Select up to five of the adjectives below.

	Total		Total		Total
Bitter	6%	Flat	11%	Room temperature	6%
Bland	12%	Fresh	21%	Safe	23%
Chemical tasting	8%	Good tasting	27%	Salty	2%
Chlorinated	15%	Hard	10%	Smelly	6%
Clear	38%	Metallic	5%	Soft	5%
Cloudy	7%	Odorless	17%	Sour	2%
Cold	31%	Purified	18%	Treated	8%
Crisp	17%	Recycled	3%	Typical	7%
Dirty	4%	Refreshing	19%	Unsafe	6%
Filtered tasting	12%	Reliable	12%	Warm	4%

Hillsborough County responses

	Total		Total		Total
Bitter	5%	Flat	10%	Room temperature	8%
Bland	9%	Fresh	22%	Safe	25%
Chemical tasting	8%	Good tasting	24%	Salty	2%
Chlorinated	16%	Hard	9%	Smelly	7%
Clear	38%	Metallic	3%	Soft	6%
Cloudy	5%	Odorless	17%	Sour	3%
Cold	28%	Purified	18%	Treated	10%
Crisp	14%	Recycled	3%	Typical	5%
Dirty	3%	Refreshing	16%	Unsafe	8%
Filtered tasting	10%	Reliable	16%	Warm	5%

Polk County responses

	Total		Total		Total
Bitter	7%	Flat	12%	Room temperature	4%
Bland	15%	Fresh	21%	Safe	21%
Chemical tasting	7%	Good tasting	29%	Salty	2%
Chlorinated	15%	Hard	12%	Smelly	4%
Clear	38%	Metallic	7%	Soft	4%
Cloudy	8%	Odorless	17%	Sour	2%
Cold	35%	Purified	17%	Treated	7%
Crisp	20%	Recycled	3%	Typical	8%
Dirty	4%	Refreshing	23%	Unsafe	3%
Filtered tasting	13%	Reliable	8%	Warm	3%

How would you describe your drinking water at home? (Crosstab provided for those who selected they drink “unfiltered water straight from the tap/faucet”)

	Total		Total		Total
Bitter	9%	Flat	12%	Room temperature	7%
Bland	18%	Fresh	25%	Safe	24%
Chemical tasting	5%	Good tasting	30%	Salty	4%
Chlorinated	14%	Hard	10%	Smelly	1%
Clear	48%	Metallic	3%	Soft	5%
Cloudy	9%	Odorless	21%	Sour	2%
Cold	32%	Purified	7%	Treated	6%
Crisp	18%	Recycled	4%	Typical	12%
Dirty	5%	Refreshing	18%	Unsafe	3%
Filtered tasting	13%	Reliable	18%	Warm	2%

Hillsborough County responses

	Total		Total		Total
Bitter	9%	Flat	12%	Room temperature	11%
Bland	14%	Fresh	27%	Safe	26%
Chemical tasting	6%	Good tasting	35%	Salty	5%
Chlorinated	17%	Hard	5%	Smelly	2%
Clear	53%	Metallic	5%	Soft	8%
Cloudy	6%	Odorless	27%	Sour	3%
Cold	35%	Purified	8%	Treated	6%
Crisp	15%	Recycled	8%	Typical	9%
Dirty	5%	Refreshing	12%	Unsafe	3%
Filtered tasting	11%	Reliable	23%	Warm	2%

Polk County responses

	Total		Total		Total
Bitter	8%	Flat	12%	Room temperature	3%
Bland	23%	Fresh	23%	Safe	22%
Chemical tasting	3%	Good tasting	25%	Salty	3%
Chlorinated	12%	Hard	15%	Smelly	0%
Clear	43%	Metallic	2%	Soft	2%
Cloudy	12%	Odorless	13%	Sour	2%
Cold	28%	Purified	7%	Treated	5%
Crisp	22%	Recycled	0%	Typical	15%
Dirty	5%	Refreshing	23%	Unsafe	3%
Filtered tasting	15%	Reliable	13%	Warm	3%

Below are opinions some people may have given for not drinking water directly from the tap/faucet. Please indicate 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.	28%	27%	19%	17%	9%
Tap water is unsafe.	26%	20%	23%	22%	10%
Tap water sits in or flows through lead pipes.	28%	28%	27%	10%	7%
Tap water has a poor smell.	26%	22%	22%	19%	11%
Tap water isn't as healthy as filtered water.	36%	32%	18%	9%	6%

Hillsborough County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Tap water has a poor taste.	25%	28%	19%	19%	10%
Tap water is unsafe.	25%	16%	22%	25%	11%
Tap water sits in or flows through lead pipes.	29%	25%	27%	12%	7%
Tap water has a poor smell.	23%	23%	22%	19%	12%
Tap water isn't as healthy as filtered water.	32%	35%	17%	8%	7%

Polk County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Tap water has a poor taste.	32%	27%	19%	15%	8%
Tap water is unsafe.	27%	23%	24%	18%	9%
Tap water sits in or flows through lead pipes.	28%	31%	27%	8%	6%
Tap water has a poor smell.	28%	22%	21%	19%	10%
Tap water isn't as healthy as filtered water.	39%	29%	19%	9%	4%

Complete the following statement: There are currently enough freshwater resources to provide my local drinking water _____.

	Total	Hillsborough	Polk
...for the next 5 years.	26%	29%	22%
...for the next 20 years.	24%	24%	24%
...for the next 50 years.	8%	8%	9%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	17%	19%	16%
I'm not sure how to complete this statement.	25%	20%	30%

Based on what you know or have heard, what are the top three challenges your area faces? Select up to three.

	Total	Hillsborough	Polk
Drinking water quality.	28%	22%	35%
The ability to meet future water supply needs due to Florida's growing population.	22%	22%	22%
Jobs and the local economy.	32%	34%	31%
The amount people pay in local taxes.	17%	16%	19%
Waste and inefficiency in local government.	20%	21%	18%
The quality of public education in local schools.	21%	23%	18%
Transportation and roadway challenges due to Florida's growing population.	26%	25%	27%
Environmental impacts from too much water use.	18%	18%	19%
Overdevelopment.	23%	25%	21%
Increase in cost of living.	53%	58%	49%

Reclaimed Water Questions

Respondents were provided the following definition for **Reclaimed Water (Purple Pipe)** above each question: Highly treated wastewater that can be used for irrigation, industrial uses or other non-drinking water purposes.

Please indicate how familiar you are with the concept of reclaimed water?

	Total	Hillsborough	Polk
Very familiar	22%	24%	20%
Somewhat familiar	36%	38%	33%
Neither familiar nor unfamiliar	14%	11%	17%
Somewhat unfamiliar	11%	12%	10%
Not at all familiar	17%	15%	20%

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	40%	40%	12%	3%	2%	3%
To wash your car	36%	38%	14%	7%	2%	3%
To water crops	36%	37%	16%	5%	3%	3%
To be used for industrial uses	37%	36%	18%	4%	2%	4%
To raise lake and groundwater levels and increase river flows	32%	30%	22%	7%	4%	5%

Hillsborough County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water your lawn	41%	41%	11%	3%	3%	2%
To wash your car	37%	38%	13%	7%	3%	3%
To water crops	34%	38%	15%	7%	4%	2%
To be used for industrial uses	35%	37%	18%	4%	2%	4%
To raise lake and groundwater levels and increase river flows	31%	28%	25%	7%	5%	3%

Polk County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water your lawn	39%	39%	13%	4%	2%	3%
To wash your car	34%	38%	15%	8%	1%	4%
To water crops	38%	36%	17%	3%	2%	4%
To be used for industrial uses	39%	36%	18%	4%	1%	3%
To raise lake and groundwater levels and increase river flows	33%	32%	18%	7%	4%	6%

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

	Total	Hillsborough	Polk
Yes	50%	52%	48%
No	28%	26%	29%
Not sure / Don't know	23%	22%	23%

Recycled Indirect Potable Reuse Questions

Respondents were provided the following definition for **Recycled Water** above each question: Reclaimed water that has received advanced treatment for drinking water purposes. The types of recycled water relevant to this survey are:

- 1. Recycled Indirect Potable Reuse:** Recycled water that receives additional natural treatment in an aquifer or wetland, then is withdrawn and treated through advanced technologies all the way to drinking water standards and sent directly to homes and businesses for all purposes.
- 2. Recycled Direct Potable Reuse:** Recycled water that is treated through advanced technologies all the way to drinking water standards and then sent directly to homes and businesses for all purposes.

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

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water vegetables in your garden	36%	41%	14%	4%	4%	2%
To take a shower or bath	32%	33%	18%	9%	6%	2%
To drink	24%	24%	23%	16%	12%	1%
To raise lake and groundwater levels and increase river flows	37%	34%	20%	6%	2%	2%

Hillsborough County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water vegetables in your garden	36%	38%	16%	5%	4%	<1%
To take a shower or bath	32%	32%	17%	11%	7%	1%
To drink	22%	23%	24%	19%	13%	0%
To raise lake and groundwater levels and increase river flows	36%	36%	20%	6%	2%	1%

Polk County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water vegetables in your garden	36%	43%	13%	3%	4%	3%
To take a shower or bath	32%	33%	20%	7%	5%	3%
To drink	26%	24%	22%	14%	12%	3%
To raise lake and groundwater levels and increase river flows	38%	33%	20%	5%	2%	3%

Please indicate your level of agreement with the below facts supporting recycled **indirect** potable reuse water.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
Recycled <u>indirect</u> potable reuse can be used for drinking, cooking and bathing.	24%	34%	23%	9%	8%	2%
Recycled <u>indirect</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.	26%	42%	21%	7%	3%	3%
Recycled <u>indirect</u> potable reuse meets or is a higher quality than strict state and federal drinking water standards.	24%	31%	25%	9%	6%	6%
A variety of recycled <u>indirect</u> potable reuse projects are safely being used across Florida and the United States.	20%	32%	28%	6%	4%	10%
Recycled <u>indirect</u> potable reuse is treated naturally in the environment as well as in treatment facilities.	23%	38%	25%	7%	3%	4%
The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled <u>indirect</u> potable reuse.	28%	33%	26%	5%	3%	5%
I would support recycled <u>indirect</u> potable reuse in my community.	36%	31%	23%	3%	4%	3%

Hillsborough County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
Recycled <u>indirect</u> potable reuse can be used for drinking, cooking and bathing.	24%	32%	23%	10%	9%	2%
Recycled <u>indirect</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.	21%	46%	19%	9%	3%	2%
Recycled <u>indirect</u> potable reuse meets or is a higher quality than strict state and federal drinking water standards.	24%	30%	24%	13%	5%	5%
A variety of recycled <u>indirect</u> potable reuse projects are safely being used across Florida and the United States.	19%	35%	27%	7%	5%	8%
Recycled <u>indirect</u> potable reuse is treated naturally in the environment as well as in treatment facilities.	25%	37%	24%	9%	3%	3%
The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled <u>indirect</u> potable reuse.	28%	32%	26%	6%	4%	4%
I would support recycled <u>indirect</u> potable reuse in my community.	33%	31%	25%	5%	5%	1%

Polk County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
Recycled <u>indirect</u> potable reuse can be used for drinking, cooking and bathing.	23%	36%	22%	8%	8%	3%
Recycled <u>indirect</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.	30%	37%	23%	4%	2%	4%
Recycled <u>indirect</u> potable reuse meets or is a higher quality than strict state and federal drinking water standards.	24%	32%	25%	6%	6%	6%
A variety of recycled <u>indirect</u> potable reuse projects are safely being used across Florida and the United States.	22%	29%	29%	6%	3%	12%
Recycled <u>indirect</u> potable reuse is treated naturally in the environment as well as in treatment facilities.	22%	39%	25%	6%	3%	4%
The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled <u>indirect</u> potable reuse.	28%	33%	26%	4%	3%	7%
I would support recycled <u>indirect</u> potable reuse in my community.	39%	31%	21%	2%	2%	4%

Recycled Direct Potable Reuse Questions

Respondents were provided the following definition for **Recycled Direct Potable Reuse** above each question: Reclaimed water that is treated all the way to drinking water standards and then sent directly to homes and businesses for all purposes.

Please indicate your level of agreement in using recycled 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	36%	40%	14%	5%	3%	2%
To take a shower or bath	31%	38%	17%	7%	7%	1%
To drink	24%	30%	20%	15%	10%	2%
To raise lake and groundwater levels and increase water flow	36%	37%	16%	7%	3%	2%

Hillsborough County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water vegetables in your garden	35%	40%	17%	6%	3%	<1%
To take a shower or bath	29%	37%	18%	8%	7%	<1%
To drink	22%	30%	20%	18%	10%	0%
To raise lake and groundwater levels and increase water flow	34%	40%	14%	8%	4%	<1%

Polk County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
To water vegetables in your garden	38%	40%	12%	4%	4%	3%
To take a shower or bath	32%	39%	16%	5%	6%	2%
To drink	26%	30%	20%	12%	10%	3%
To raise lake and groundwater levels and increase water flow	37%	33%	18%	6%	2%	3%

Please indicate your level of agreement with the below facts supporting recycled direct potable reuse water.

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
Recycled <u>direct</u> potable reuse can be used for drinking, cooking and bathing.	27%	34%	22%	9%	5%	3%
Recycled <u>direct</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.	27%	42%	19%	6%	4%	2%
Recycled <u>direct</u> potable reuse meets or is a higher quality than strict state and federal drinking water standards.	26%	34%	23%	8%	4%	5%
A variety of recycled <u>direct</u> potable reuse projects are safely being used across the United States and the world.	26%	34%	22%	6%	4%	9%
Recycled <u>direct</u> potable reuse is treated using an advanced multi-step process in treatment facilities.	28%	41%	20%	5%	2%	4%
The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled <u>direct</u> potable reuse.	30%	33%	23%	5%	3%	6%
I would support recycled <u>direct</u> potable reuse in my community.	38%	32%	19%	5%	4%	3%

Hillsborough County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
Recycled direct potable reuse can be used for drinking, cooking and bathing.	25%	32%	23%	10%	6%	3%
Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.	28%	40%	19%	9%	3%	<1%
Recycled direct potable reuse meets or is a higher quality than strict state and federal drinking water standards.	24%	34%	23%	11%	5%	4%
A variety of recycled direct potable reuse projects are safely being used across the United States and the world.	28%	30%	21%	8%	4%	9%
Recycled direct potable reuse is treated using an advanced multi-step process in treatment facilities.	28%	40%	22%	5%	2%	4%
The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled direct potable reuse.	30%	34%	22%	7%	3%	4%
I would support recycled direct potable reuse in my community.	37%	32%	18%	7%	4%	2%

Polk County responses

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't know
Recycled direct potable reuse can be used for drinking, cooking and bathing.	28%	35%	21%	7%	4%	4%
Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.	26%	44%	19%	4%	4%	3%
Recycled direct potable reuse meets or is a higher quality than strict state and federal drinking water standards.	27%	34%	24%	5%	4%	7%
A variety of recycled direct potable reuse projects are safely being used across the United States and the world.	24%	39%	22%	3%	4%	8%
Recycled direct potable reuse is treated using an advanced multi-step process in treatment facilities.	27%	43%	18%	6%	2%	4%
The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled direct potable reuse.	29%	32%	25%	4%	2%	8%
I would support recycled direct potable reuse in my community.	39%	32%	20%	3%	3%	3%

Please indicate your level of support for the following statements regarding recycled direct potable reuse.

	Strongly Support	Somewhat Support	Neither Support Nor Oppose	Somewhat Oppose	Strongly Oppose	Don't know
We need to consider all options to ensure there is plenty of water to meet demand.	47%	30%	15%	4%	3%	2%
The advanced processes used to treat recycled <u>direct</u> potable reuse water provide a safe drinking water supply.	38%	34%	18%	4%	4%	2%
The more water we recycle, the more water remains in our rivers and springs for the plants and wildlife.	43%	33%	16%	3%	2%	2%
Our water supply is not endless. Recycled <u>direct</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.	44%	32%	14%	4%	4%	2%
Recycling water isn't new. Thanks to the water cycle, the water you drink today might be the same water a dinosaur drank 65 million years ago.	38%	29%	19%	4%	6%	4%

Hillsborough County responses

	Strongly Support	Somewhat Support	Neither Support Nor Oppose	Somewhat Oppose	Strongly Oppose	Don't know
We need to consider all options to ensure there is plenty of water to meet demand.	47%	29%	16%	4%	4%	<1%
The advanced processes used to treat recycled direct potable reuse water provide a safe drinking water supply.	37%	32%	19%	7%	5%	1%
The more water we recycle, the more water remains in our rivers and springs for the plants and wildlife.	44%	32%	16%	4%	3%	2%
Our water supply is not endless. Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.	45%	30%	14%	4%	4%	2%
Recycling water isn't new. Thanks to the water cycle, the water you drink today might be the same water a dinosaur drank 65 million years ago.	40%	29%	16%	5%	7%	3%

Polk County responses

	Strongly Support	Somewhat Support	Neither Support Nor Oppose	Somewhat Oppose	Strongly Oppose	Don't know
We need to consider all options to ensure there is plenty of water to meet demand.	47%	31%	14%	4%	2%	3%
The advanced processes used to treat recycled direct potable reuse water provide a safe drinking water supply.	39%	36%	17%	2%	4%	3%
The more water we recycle, the more water remains in our rivers and springs for the plants and wildlife.	42%	35%	16%	3%	2%	2%
Our water supply is not endless. Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.	43%	34%	14%	4%	3%	2%
Recycling water isn't new. Thanks to the water cycle, the water you drink today might be the same water a dinosaur drank 65 million years ago.	36%	28%	23%	4%	5%	4%

Please indicate how trustworthy you would consider information provided about recycled direct potable reuse water from each entity listed below.

[VT = Very Trustworthy, ST=Somewhat Trustworthy, NTNU=Neither Trustworthy nor Untrustworthy, SU=Somewhat Untrustworthy, VU=Very Untrustworthy]

	VT	ST	NTNU	SU	VU	Don't know
Your water management district	27%	39%	20%	8%	3%	3%
Universities	31%	37%	18%	6%	4%	4%
United States Environmental Protection Agency	36%	33%	17%	7%	5%	2%
Florida Department of Environmental Protection	35%	34%	15%	8%	4%	5%
Florida Department of Health	33%	34%	18%	8%	3%	4%
Your local water utility	29%	38%	21%	6%	4%	2%
Environmental groups	33%	31%	24%	6%	4%	3%
Medical doctors	39%	34%	16%	5%	3%	3%
Independent lab studies	35%	33%	21%	6%	3%	3%
Residents of other communities that already have recycled direct potable reuse	34%	35%	21%	4%	3%	3%
Elected officials	24%	21%	23%	15%	13%	4%

Hillsborough County responses

	VT	ST	NTNU	SU	VU	Don't know
Your water management district	25%	40%	19%	10%	3%	2%
Universities	30%	36%	20%	7%	4%	3%
United States Environmental Protection Agency	37%	30%	21%	5%	6%	2%
Florida Department of Environmental Protection	36%	37%	12%	9%	3%	3%
Florida Department of Health	34%	35%	17%	10%	2%	3%
Your local water utility	27%	38%	23%	6%	4%	1%
Environmental groups	32%	31%	26%	6%	3%	1%
Medical doctors	44%	32%	14%	4%	3%	2%
Independent lab studies	35%	32%	22%	7%	2%	1%
Residents of other communities that already have recycled direct potable reuse	33%	38%	20%	5%	2%	3%
Elected officials	22%	22%	25%	16%	12%	4%

Polk County responses

	VT	ST	NTNU	SU	VU	Don't know
Your water management district	28%	38%	20%	7%	3%	4%
Universities	32%	39%	17%	4%	4%	4%
United States Environmental Protection Agency	35%	36%	13%	9%	4%	3%
Florida Department of Environmental Protection	33%	32%	19%	7%	4%	6%
Florida Department of Health	32%	33%	19%	6%	4%	5%
Your local water utility	32%	37%	19%	6%	4%	3%
Environmental groups	33%	30%	22%	5%	4%	5%
Medical doctors	34%	37%	18%	5%	2%	4%
Independent lab studies	34%	33%	20%	5%	4%	4%
Residents of other communities that already have recycled direct potable reuse	36%	32%	23%	3%	4%	3%
Elected officials	25%	20%	22%	15%	14%	4%

Below is a list of ways you may receive information about recycled direct potable reuse water. Please indicate how much attention you would give each of the following sources.

	Definitely pay attention	Some attention	Neither pay attention nor ignore	Somewhat ignore	Definitely ignore
Newsletters mailed to your home	29%	36%	21%	10%	5%
TV ads	27%	35%	23%	11%	5%
News media organizations (TV news, newspaper, etc.)	31%	37%	20%	7%	5%
Billboards	22%	34%	24%	14%	7%
Information from community organizations of which you are a member	31%	39%	21%	6%	3%
Radio ads	25%	31%	21%	14%	9%
Water utility website	35%	35%	18%	7%	4%
Social media	36%	30%	20%	8%	6%
Information from medical doctors	44%	33%	16%	5%	1%
Information sent home with children from school	35%	32%	22%	6%	5%
Water utility bill inserts	40%	34%	14%	8%	4%

Hillsborough County responses

	Definitely pay attention	Some attention	Neither pay attention nor ignore	Somewhat ignore	Definitely ignore
Newsletters mailed to your home	31%	32%	21%	10%	6%
TV ads	26%	33%	23%	13%	5%
News media organizations (TV news, newspaper, etc.)	30%	37%	20%	8%	5%
Billboards	20%	32%	25%	16%	8%
Information from community organizations of which you are a member	29%	41%	19%	8%	2%
Radio ads	22%	33%	19%	17%	9%
Water utility website	32%	35%	20%	9%	4%
Social media	33%	31%	21%	8%	7%
Information from medical doctors	44%	32%	19%	6%	<1%
Information sent home with children from school	31%	35%	23%	5%	6%
Water utility bill inserts	40%	32%	14%	8%	5%

Polk County responses

	Definitely pay attention	Some attention	Neither pay attention nor ignore	Somewhat ignore	Definitely ignore
Newsletters mailed to your home	26%	40%	20%	9%	4%
TV ads	28%	36%	22%	9%	5%
News media organizations (TV news, newspaper, etc.)	32%	38%	20%	6%	4%
Billboards	23%	36%	23%	12%	6%
Information from community organizations of which you are a member	33%	36%	22%	5%	4%
Radio ads	27%	30%	24%	11%	8%
Water utility website	39%	36%	16%	5%	4%
Social media	38%	30%	19%	9%	4%
Information from medical doctors	45%	34%	14%	5%	1%
Information sent home with children from school	39%	29%	20%	6%	5%
Water utility bill inserts	39%	36%	14%	8%	2%

Opinion Shift Questions

Prior to the first two questions, respondents were again provided the appropriate definition as a reminder from previous sections.

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

	Total	Hillsborough	Polk
Strongly support	32%	35%	30%
Somewhat support	40%	37%	44%
Neither support nor oppose	19%	19%	19%
Somewhat oppose	4%	5%	4%
Strongly oppose	4%	5%	4%

After reading about recycled direct potable reuse while completing this survey, do you support or oppose recycled direct potable reuse in your community for all purposes, including drinking?

	Total	Hillsborough	Polk
Strongly support	31%	35%	28%
Somewhat support	39%	36%	43%
Neither support nor oppose	18%	15%	22%
Somewhat oppose	7%	10%	4%
Strongly oppose	5%	6%	4%

Now that you have read more about using recycled water for drinking water purposes throughout this survey, which of the following terms is appropriate to describe reclaimed water that has received advanced treatment to meet or exceed drinking water standards?

	Total	Hillsborough	Polk
Recycled water	20%	19%	21%
Purified water	16%	15%	17%
Purified recycled water	24%	24%	24%
Advanced purified water	13%	14%	11%
Potable reuse	16%	19%	15%
Pure water	11%	11%	12%
Other*	<1%	<1%	0%
None of the above	0%	0%	0%

**No answers were written in for any respondents choosing “Other.”*

Survey Demographics

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

	Total	Hillsborough	Polk
Yes	40%	38%	41%
No	58%	60%	56%
Prefer not to answer	2%	2%	2%

Which of the following best represents your formal education?

	Total	Hillsborough	Polk
Did not graduate from high school	2%	3%	2%
High school graduate	30%	26%	35%
Technical/Vocational school	7%	7%	8%
Some college	24%	25%	23%
College graduate (4 years)	21%	24%	19%
Post-graduate	14%	15%	12%
Prefer not to answer	1%	1%	1%

Which ethnic or race category best fits you? Select one or all that apply.

	Total	Hillsborough	Polk
White or Caucasian	62%	63%	32%
Black or African American	26%	25%	26%
American Indian/Native American or Alaska Native	4%	4%	4%
Asian	4%	5%	4%
Native Hawaiian or Other Pacific Islander	3%	4%	3%
Other	5%	4%	6%
Prefer not to answer	1%	2%	1%

Which category best fits your age?

	Total	Hillsborough	Polk
18 – 34	29%	28%	29%
35 – 54	40%	40%	39%
55 or older	30%	31%	30%
Prefer not to answer	1%	1%	1%

Which of the following best represents your combined household income?

	Total	Hillsborough	Polk
\$25,000 or less	18%	16%	20%
\$25,001 – \$50,000	25%	23%	26%
\$50,001 – \$75,000	19%	18%	20%
\$75,001 – \$100,000	16%	17%	16%
\$100,001 or more	19%	23%	15%
Prefer not to answer	3%	3%	3%

How would you best describe yourself?

	Total	Hillsborough	Polk
Female	51%	51%	50%
Male	47%	46%	48%
Non-binary	2%	3%	2%
Prefer not to answer	<1%	1%	0%

Appendix I: Additional Crosstabs

Comparison of responses between:

- Complete the following statement: There are currently enough freshwater resources to provide my local drinking water _____. [Q7]

AND

- Please indicate your level of agreement with the below facts supporting recycled **indirect** potable reuse water. [Q13]

Recycled indirect potable reuse can be used for drinking, cooking and bathing.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	29%	35%	18%	4%	10%	3%
...for the next 20 years.	29%	34%	21%	7%	8%	1%
...for the next 50 years.	18%	40%	21%	11%	11%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	19%	38%	23%	13%	6%	1%
I'm not sure how to complete this statement.	18%	27%	29%	14%	7%	4%

Recycled indirect potable reuse is one way we can help ensure there is plenty of water to meet the demand.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	33%	41%	15%	6%	3%	3%
...for the next 20 years.	30%	40%	19%	8%	2%	1%
...for the next 50 years.	26%	47%	13%	8%	5%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	18%	39%	30%	8%	3%	3%
I'm not sure how to complete this statement.	20%	43%	25%	5%	3%	4%

Recycled indirect potable reuse meets or is a higher quality than strict state and federal drinking water standards.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	28%	30%	26%	6%	4%	6%
...for the next 20 years.	32%	29%	24%	11%	3%	2%
...for the next 50 years.	26%	40%	16%	3%	11%	5%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	24%	30%	24%	15%	4%	3%
I'm not sure how to complete this statement.	12%	31%	27%	10%	9%	12%

A variety of recycled indirect potable reuse projects are safely being used across Florida and the United States.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	30%	35%	21%	5%	3%	7%
...for the next 20 years.	26%	38%	23%	5%	2%	7%
...for the next 50 years.	18%	37%	34%	8%	3%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	18%	29%	32%	9%	8%	5%
I'm not sure how to complete this statement.	9%	22%	35%	6%	4%	23%

Recycled indirect potable reuse is treated naturally in the environment as well as in treatment facilities.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	32%	32%	18%	9%	4%	6%
...for the next 20 years.	24%	44%	22%	6%	2%	3%
...for the next 50 years.	34%	37%	24%	5%	0%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	17%	41%	27%	13%	1%	3%
I'm not sure how to complete this statement.	16%	37%	33%	4%	4%	5%

The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled indirect potable reuse.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	35%	27%	24%	3%	4%	7%
...for the next 20 years.	32%	39%	20%	5%	1%	4%
...for the next 50 years.	29%	42%	34%	3%	3%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	24%	42%	24%	5%	3%	3%
I'm not sure how to complete this statement.	20%	22%	36%	8%	5%	9%

I would support recycled indirect potable reuse in my community.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	45%	27%	20%	2%	3%	3%
...for the next 20 years.	45%	34%	16%	3%	2%	1%
...for the next 50 years.	42%	26%	29%	3%	0%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	25%	30%	32%	5%	6%	1%
I'm not sure how to complete this statement.	24%	34%	27%	4%	5%	6%

Comparison of responses between:

- Complete the following statement: There are currently enough freshwater resources to provide my local drinking water _____. [Q7]

AND

- Please indicate your level of agreement with the below facts supporting recycled **direct** potable reuse water. [Q15]

Recycled direct potable reuse can be used for drinking, cooking and bathing.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	33%	29%	22%	3%	8%	5%
...for the next 20 years.	31%	38%	21%	6%	4%	0%
...for the next 50 years.	18%	42%	21%	13%	5%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	28%	29%	25%	13%	4%	1%
I'm not sure how to complete this statement.	19%	35%	22%	12%	5%	7%

Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	31%	41%	16%	5%	5%	2%
...for the next 20 years.	34%	37%	15%	11%	4%	0%
...for the next 50 years.	24%	50%	13%	8%	5%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	28%	41%	24%	6%	1%	0%
I'm not sure how to complete this statement.	18%	44%	26%	3%	4%	5%

Recycled direct potable reuse meets or is a higher quality than strict state and federal drinking water standards.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	32%	28%	23%	9%	5%	3%
...for the next 20 years.	28%	39%	17%	10%	2%	4%
...for the next 50 years.	26%	42%	16%	0%	8%	8%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	25%	39%	20%	9%	4%	3%
I'm not sure how to complete this statement.	17%	28%	34%	7%	4%	10%

A variety of recycled direct potable reuse projects are safely being used across the United States and the world.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	40%	31%	15%	3%	5%	6%
...for the next 20 years.	25%	40%	20%	6%	4%	6%
...for the next 50 years.	21%	21%	34%	16%	3%	5%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	25%	37%	25%	5%	3%	5%
I'm not sure how to complete this statement.	15%	35%	23%	4%	4%	18%

Recycled direct potable reuse is treated using an advanced multi-step process in treatment facilities.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	40%	32%	19%	3%	2%	5%
...for the next 20 years.	26%	48%	13%	10%	1%	3%
...for the next 50 years.	29%	47%	13%	5%	5%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	19%	51%	24%	4%	1%	1%
I'm not sure how to complete this statement.	22%	36%	27%	4%	3%	8%

The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled direct potable reuse.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	33%	37%	16%	3%	6%	5%
...for the next 20 years.	35%	30%	23%	9%	1%	3%
...for the next 50 years.	29%	42%	24%	0%	3%	3%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	30%	39%	23%	4%	0%	4%
I'm not sure how to complete this statement.	21%	26%	32%	6%	4%	12%

I would support recycled direct potable reuse in my community.	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
...for the next 5 years.	48%	27%	14%	4%	5%	3%
...for the next 20 years.	38%	36%	18%	6%	2%	0%
...for the next 50 years.	45%	42%	8%	3%	3%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	38%	29%	20%	5%	4%	4%
I'm not sure how to complete this statement.	26%	33%	27%	5%	4%	5%

Comparison of responses between:

- Complete the following statement: There are currently enough freshwater resources to provide my local drinking water _____. [Q7]

AND

- Please indicate your level of support for the following statements regarding recycled **direct** potable reuse. [Q16]

We need to consider all options to ensure there is plenty of water to meet demand.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
...for the next 5 years.	44%	30%	16%	5%	3%	3%
...for the next 20 years.	42%	40%	11%	6%	1%	1%
...for the next 50 years.	50%	21%	16%	11%	3%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	46%	34%	17%	3%	1%	0%
I'm not sure how to complete this statement.	54%	20%	16%	1%	6%	3%

The advanced processes used to treat recycled direct potable reuse water provide a safe drinking water supply.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
...for the next 5 years.	48%	27%	17%	2%	4%	2%
...for the next 20 years.	32%	42%	16%	5%	6%	0%
...for the next 50 years.	34%	42%	11%	8%	3%	3%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	39%	35%	17%	8%	1%	0%
I'm not sure how to complete this statement.	33%	29%	23%	4%	5%	6%

The more water we recycle, the more water remains in our rivers and springs for the plants and wildlife.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
...for the next 5 years.	45%	30%	15%	4%	2%	3%
...for the next 20 years.	44%	37%	14%	4%	1%	1%
...for the next 50 years.	50%	29%	13%	0%	8%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	38%	39%	17%	4%	1%	1%
I'm not sure how to complete this statement.	43%	29%	20%	3%	4%	3%

Our water supply is not endless. Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
...for the next 5 years.	47%	33%	13%	2%	2%	3%
...for the next 20 years.	52%	28%	16%	3%	1%	0%
...for the next 50 years.	32%	47%	8%	5%	8%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	42%	35%	10%	5%	8%	0%
I'm not sure how to complete this statement.	40%	27%	17%	6%	4%	5%

Recycling water isn't new. Thanks to the water cycle, the water you drink today might be the same water a dinosaur drank 65 million years ago.	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
...for the next 5 years.	42%	28%	15%	5%	5%	4%
...for the next 20 years.	45%	28%	16%	5%	5%	2%
...for the next 50 years.	40%	34%	18%	3%	5%	0%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	30%	29%	30%	4%	6%	0%
I'm not sure how to complete this statement.	32%	27%	19%	4%	9%	9%

Comparison of responses between:

- Complete the following statement: There are currently enough freshwater resources to provide my local drinking water _____. [Q7]

AND

- Sometimes over the course of a survey, people change their minds—and sometimes they do not. Now that you’ve read more about it in previous questions, do you support or oppose recycled **indirect** potable reuse in your community for all purposes, including drinking? [Q19]

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
...for the next 5 years.	43%	33%	16%	3%	4%
...for the next 20 years.	37%	41%	15%	4%	4%
...for the next 50 years.	32%	42%	16%	5%	5%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	28%	42%	22%	6%	3%
I’m not sure how to complete this statement.	20%	44%	26%	4%	5%

Comparison of responses between:

- Complete the following statement: There are currently enough freshwater resources to provide my local drinking water _____. [Q7]

AND

- After reading about recycled **direct** potable reuse while completing this survey, do you support or oppose recycled **direct** potable reuse in your community for all purposes, including drinking?

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
...for the next 5 years.	39%	34%	15%	7%	4%
...for the next 20 years.	38%	37%	16%	6%	2%
...for the next 50 years.	26%	45%	13%	8%	8%
...forever. Our current freshwater resources will always provide enough drinking water for the future.	24%	46%	19%	8%	4%
I'm not sure how to complete this statement.	23%	40%	24%	5%	8%

Comparison of responses between:

- Please indicate your level of agreement with the below facts supporting recycled **indirect** potable reuse water. [Q13]

AND

- Sometimes over the course of a survey, people change their minds—and sometimes they do not. Now that you’ve read more about it in previous questions, do you support or oppose recycled **indirect** potable reuse in your community for all purposes, including drinking? [Q19]

Recycled <u>indirect</u> potable reuse can be used for drinking, cooking and bathing.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	47%	16%	9%	5%	0%
	Agree	37%	38%	24%	30%	11%
	Neither agree nor disagree	10%	23%	44%	25%	21%
	Disagree	3%	12%	13%	15%	11%
	Strongly disagree	3%	75	7%	20%	58%
	Don’t know	1%	3%	3%	5%	0%

Recycled <u>indirect</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	51%	14%	13%	20%	5%
	Agree	38%	59%	24%	25%	11%
	Neither agree nor disagree	7%	19%	49%	30%	5%
	Disagree	2%	6%	10%	5%	42%
	Strongly disagree	1%	2%	0%	15%	26%
	Don’t know	2%	2%	3%	5%	11%

Recycled indirect potable reuse meets or is a higher quality than strict state and federal drinking water standards.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	42%	16%	17%	20%	0%
	Agree	37%	39%	14%	20%	0%
	Neither agree nor disagree	13%	26%	45%	15%	21%
	Disagree	5%	8%	14%	25%	21%
	Strongly disagree	1%	3%	5%	15%	58%
	Don't know	3%	9%	6%	5%	0%

A variety of recycled indirect potable reuse projects are safely being used across Florida and the United States.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	41%	13%	9%	5%	5%
	Agree	35%	33%	24%	40%	16%
	Neither agree nor disagree	16%	32%	45%	10%	26%
	Disagree	1%	8%	9%	15%	55%
	Strongly disagree	1%	2%	3%	20%	26%
	Don't know	6%	13%	9%	10%	21%

Recycled indirect potable reuse is treated naturally in the environment as well as in treatment facilities.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	44%	14%	13%	25%	5%
	Agree	35%	50%	25%	30%	11%
	Neither agree nor disagree	11%	21%	52%	25%	37%
	Disagree	7%	7%	8%	15%	5%
	Strongly disagree	1%	3%	0%	0%	26%
	Don't know	1%	6%	2%	5%	16%

The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled indirect potable reuse.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	51%	20%	14%	10%	11%
	Agree	37%	40%	13%	50%	5%
	Neither agree nor disagree	9%	27%	59%	20%	11%
	Disagree	1%	4%	8%	5%	26%
	Strongly disagree	1%	2%	2%	10%	37%
	Don't know	2%	8%	5%	5%	11%

I would support recycled indirect potable reuse in my community.		Question 19				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 13	Strongly agree	62%	27%	18%	30%	5%
	Agree	30%	40%	20%	25%	0%
	Neither agree nor disagree	5%	24%	54%	15%	26%
	Disagree	1%	2%	3%	10%	26%
	Strongly disagree	1%	1%	2%	15%	42%
	Don't know	1%	5%	2%	5%	0%

Comparison of responses between:

- Please indicate your level of agreement with the below facts supporting recycled **direct** potable reuse water. [Q15]

AND

- After reading about recycled **direct** potable reuse while completing this survey, do you support or oppose recycled **direct** potable reuse in your community for all purposes, including drinking? [Q20]

Recycled direct potable reuse can be used for drinking, cooking and bathing.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	52%	16%	16%	17%	9%
	Agree	36%	46%	22%	3%	5%
	Neither agree nor disagree	7%	24%	49%	20%	9%
	Disagree	3%	8%	7%	33%	18%
	Strongly disagree	1%	1%	1%	23%	59%
	Don't know	1%	5%	5%	3%	0%

Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	54%	16%	18%	13%	0%
	Agree	36%	60%	27%	20%	14%
	Neither agree nor disagree	6%	16%	46%	30%	18%
	Disagree	3%	5%	5%	17%	32%
	Strongly disagree	1%	2%	1%	17%	36%
	Don't know	1%	1%	4%	3%	0%

Recycled direct potable reuse meets or is a higher quality than strict state and federal drinking water standards.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	46%	20%	16%	7%	5%
	Agree	39%	45%	15%	20%	5%
	Neither agree nor disagree	10%	21%	49%	30%	18%
	Disagree	3%	6%	12%	27%	18%
	Strongly disagree	1%	2%	4%	7%	46%
	Don't know	2%	7%	5%	10%	9%

A variety of recycled direct potable reuse projects are safely being used across the United States and the world.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	47%	18%	18%	13%	5%
	Agree	35%	45%	24%	17%	5%
	Neither agree nor disagree	10%	18%	47%	33%	18%
	Disagree	2%	5%	4%	17%	23%
	Strongly disagree	1%	2%	2%	7%	41%
	Don't know	6%	12%	5%	13%	9%

Recycled direct potable reuse is treated using an advanced multi-step process in treatment facilities.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	50%	19%	17%	17%	5%
	Agree	35%	55%	30%	37%	18%
	Neither agree nor disagree	10%	15%	43%	30%	18%
	Disagree	3%	4%	7%	7%	23%
	Strongly disagree	1%	1%	0%	3%	27%
	Don't know	1%	6%	2%	7%	9%

The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled direct potable reuse.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	49%	22%	17%	27%	14%
	Agree	33%	46%	19%	13%	9%
	Neither agree nor disagree	12%	19%	52%	37%	9%
	Disagree	1%	4%	7%	17%	23%
	Strongly disagree	2%	1%	0%	0%	36%
	Don't know	4%	7%	5%	7%	9%

I would support recycled direct potable reuse in my community.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 15	Strongly agree	64%	29%	27%	30%	5%
	Agree	27%	48%	19%	13%	9%
	Neither agree nor disagree	4%	15%	49%	33%	14%
	Disagree	3%	3%	2%	17%	23%
	Strongly disagree	1%	1%	0%	3%	50%
	Don't know	1%	4%	2%	3%	0%

Comparison of responses between:

- Please indicate your level of support for the following statements regarding recycled **direct** potable reuse. [Q16]

AND

- After reading about recycled **direct** potable reuse while completing this survey, do you support or oppose recycled **direct** potable reuse in your community for all purposes, including drinking? [Q20]

We need to consider all options to ensure there is plenty of water to meet demand.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 16	Strongly support	64%	46%	33%	27%	18%
	Somewhat support	25%	39%	22%	27%	32%
	Neither support nor oppose	8%	11%	36%	20%	0%
	Somewhat oppose	3%	2%	6%	20%	5%
	Strongly oppose	0%	2%	0%	3%	41%
	Don't know	0%	1%	4%	3%	5%

The advanced processes used to treat recycled direct potable reuse water provide a safe drinking water supply.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 16	Strongly support	64%	32%	21%	13%	9%
	Somewhat support	27%	48%	29%	20%	9%
	Neither support nor oppose	8%	13%	41%	27%	18%
	Somewhat oppose	0%	3%	6%	23%	9%
	Strongly oppose	1%	2%	0%	10%	55%
	Don't know	0%	3%	4%	7%	0%

The more water we recycle, the more water remains in our rivers and springs for the plants and wildlife.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 16	Strongly support	66%	40%	25%	23%	18%
	Somewhat support	20%	47%	28%	40%	14%
	Neither support nor oppose	10%	10%	36%	23%	18%
	Somewhat oppose	1%	2%	5%	7%	14%
	Strongly oppose	1%	1%	2%	0%	27%
	Don't know	1%	1%	4%	7%	9%

Our water supply is not endless. Recycled <u>direct</u> potable reuse is one way we can help ensure there is plenty of water to meet the demand.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 16	Strongly support	73%	40%	21%	30%	0%
	Somewhat support	18%	43%	34%	33%	27%
	Neither support nor oppose	6%	12%	33%	13%	14%
	Somewhat oppose	2%	1%	6%	17%	14%
	Strongly oppose	1%	3%	1%	3%	36%
	Don't know	0%	1%	6%	3%	9%

Recycling water isn't new. Thanks to the water cycle, the water you drink today might be the same water a dinosaur drank 65 million years ago.		Question 20				
		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose
Question 16	Strongly support	64%	31%	22%	13%	18%
	Somewhat support	18%	41%	28%	30%	0%
	Neither support nor oppose	7%	20%	36%	23%	23%
	Somewhat oppose	3%	3%	4%	20%	9%
	Strongly oppose	6%	3%	4%	7%	41%
	Don't know	2%	2%	7%	7%	9%

Appendix II: Survey Questions

INITIAL SCREENING

1. In which county do you live?
 - a. Hillsborough
 - b. Polk
 - c. Other [TERMINATE]

WATER RESOURCES

2. Where does the water you use in your home come from?
 - a. Local utility
 - b. Well
 - c. Not sure / Don't know
3. Select where your drinking water comes from. Select all that apply. [RANDOMIZE]
 - a. Floridan aquifer system/groundwater
 - b. Lakes, rivers, springs and creeks
 - c. Reservoirs
 - d. Desalinated water from the gulf
 - e. Other [TEXTBOX]
 - f. Not sure / Don't know
4. Select the type of water you drink at home. Select all that apply. [RANDOMIZE]
 - a. Unfiltered water straight from the tap/faucet
 - b. Tap water that is filtered in your home through your sink, refrigerator, pitcher or at your well
 - c. Bottled water
 - d. Not sure / Don't know
5. How would you describe your drinking water at home? Select up to five of the adjectives below. [RANDOMIZE]

a. Bitter	p. Odorless
b. Bland	q. Purified
c. Chemical tasting	r. Recycled
d. Chlorinated	s. Refreshing
e. Clear	t. Reliable
f. Cloudy	u. Room temperature
g. Cold	v. Safe
h. Crisp	w. Salty
i. Dirty	x. Smelly
j. Filtered tasting	y. Soft
k. Flat	z. Sour
l. Fresh	aa. Treated
m. Good tasting	bb. Typical
n. Hard	cc. Unsafe
o. Metallic	dd. Warm

6. Below are opinions some people may have given for not drinking water directly from the tap/faucet. Please indicate whether you agree or disagree with the following statements.
[Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree]
[RANDOMIZE]
- Tap water has a poor taste.
 - Tap water is unsafe.
 - Tap water sits in or flows through lead pipes.
 - Tap water has a poor smell.
 - Tap water isn't as healthy as filtered water.
7. 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.
 - ...forever. Our current freshwater resources will always provide enough drinking water for the future.
 - I'm not sure how to complete this statement.
8. Based on what you know or have heard, what are the top three challenges your area faces? Select up to three. [RANDOMIZE]
- 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.
 - Overdevelopment.
 - Increase in cost of living.

RECLAIMED WATER

[Have definition of "Reclaimed Water (Purple Pipe)" appear with each of Questions 8-10]

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

9. Please indicate how familiar you are with the concept of **reclaimed** water?
- Very familiar
 - Somewhat familiar
 - Neither familiar nor unfamiliar
 - Somewhat unfamiliar

- e. Not at all familiar
10. 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] [RANDOMIZE]
- a. To water your lawn
 - b. To wash your car
 - c. To water crops
 - d. To be used for industrial uses
 - e. To raise lake and groundwater levels and increase river flows
11. Do you believe that it is possible to further treat **reclaimed** water to standards that make it safe for drinking?
- a. Yes
 - b. No
 - c. Not sure / Don't know

RECYCLED INDIRECT POTABLE REUSE

[Have definition of "Recycled Indirect Potable Reuse" appear with each of Questions 11-12]

Recycled Water: Reclaimed water that has received advanced treatment for drinking water purposes. The types of recycled water relevant to this survey are:

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

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

12. Please indicate your level of agreement in using recycled **indirect** potable reuse water for the following potential uses: [Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know] [RANDOMIZE]
- a. To water vegetables in your garden
 - b. To take a shower or bath
 - c. To drink
 - d. To raise lake and groundwater levels and increase river flows
13. Please indicate your level of agreement with the below facts supporting recycled **indirect** potable reuse water. [Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don't know] [RANDOMIZE]
- a. Recycled indirect potable reuse can be used for drinking, cooking and bathing.
 - b. Recycled indirect potable reuse is one way we can help ensure there is plenty of water to meet the demand.

- c. Recycled indirect potable reuse meets or is a higher quality than strict state and federal drinking water standards.
- d. A variety of recycled indirect potable reuse projects are safely being used across Florida and the United States.
- e. Recycled indirect potable reuse is treated naturally in the environment as well as in treatment facilities.
- f. The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled indirect potable reuse.
- g. I would support recycled indirect potable reuse in my community.

RECYCLED DIRECT POTABLE REUSE

[Have definition of “Recycled Direct Potable Reuse” appear with each of Questions 13-15]

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

14. Please indicate your level of agreement in using recycled **direct** potable reuse for the following potential uses: [Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don’t know] [RANDOMIZE]
 - a. To water vegetables in your garden
 - b. To take a shower or bath
 - c. To drink
 - d. To raise lake and groundwater levels and increase river flows
15. Please indicate your level of agreement with the below facts supporting recycled **direct** potable reuse water. [Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree, Don’t know] [RANDOMIZE]
 - a. Recycled direct potable reuse can be used for drinking, cooking and bathing.
 - b. Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.
 - c. Recycled direct potable reuse meets or is a higher quality than strict state and federal drinking water standards.
 - d. A variety of recycled direct potable reuse projects are safely being used across the United States and the world.
 - e. Recycled direct potable reuse is treated using an advanced multi-step process in treatment facilities.
 - f. The Florida Department of Environmental Protection takes its responsibility seriously to ensure that water utilities provide safe, reliable drinking water including recycled direct potable reuse.
 - g. I would support recycled direct potable reuse in my community.
16. Please indicate your level of support for the following statements regarding recycled **direct** potable reuse. [Strongly support, Somewhat support, Neither support nor oppose, Somewhat oppose, Strongly oppose, Don’t know] [RANDOMIZE]

- a. We need to consider all options to ensure there is plenty of water to meet demand.
 - b. The advanced processes used to treat recycled direct potable reuse water provide a safe drinking water supply.
 - c. The more water we recycle, the more water remains in our rivers and springs for the plants and wildlife.
 - d. Our water supply is not endless. Recycled direct potable reuse is one way we can help ensure there is plenty of water to meet the demand.
 - e. Recycling water isn't new. Thanks to the water cycle, the water you drink today might be the same water a dinosaur drank 65 million years ago.
17. Please indicate how trustworthy you would consider information provided about recycled **direct** potable reuse water from each entity listed below. [Very trustworthy, Somewhat trustworthy, Neither trustworthy nor untrustworthy, Somewhat untrustworthy, Very untrustworthy, Don't know] [RANDOMIZE]
- a. Your water management district
 - b. Universities
 - c. United States Environmental Protection Agency
 - d. Florida Department of Environmental Protection
 - e. Florida Department of Health
 - f. Your local water utility
 - g. Environmental groups
 - h. Medical doctors
 - i. Independent lab studies
 - j. Residents of other communities that already have recycled direct potable reuse
 - k. Elected officials
18. Below is a list of ways you may receive information about recycled **direct** potable reuse water. Please indicate how much attention you would give each of the following sources. [Definitely pay attention, Some attention, Neither pay attention nor ignore, Somewhat ignore, Definitely ignore] [RANDOMIZE]
- a. Newsletters mailed to your home
 - b. TV ads
 - c. News media organizations (TV news, newspaper, etc.)
 - d. Billboards
 - e. Information from community organizations of which you are a member
 - f. Radio ads
 - g. Water utility website
 - h. Social media
 - i. Information from medical doctors
 - j. Information sent home with children from school
 - k. Water utility bill inserts

OPINION SHIFTS

Insert definition of recycled indirect potable reuse

19. Sometimes over the course of a survey, people change their minds—and sometimes they do not. Now that you’ve read more about it in previous questions, do you support or oppose recycled **indirect** potable reuse in your community for all purposes, including drinking?
- a. Strongly support
 - b. Somewhat support
 - c. Neither support nor oppose
 - d. Somewhat oppose
 - e. Strongly oppose

Insert definition of recycled direct potable reuse

20. After reading about recycled **direct** potable reuse while completing this survey, do you support or oppose recycled direct potable reuse in your community for all purposes, including drinking?
- a. Strongly support
 - b. Somewhat support
 - c. Neither support nor oppose
 - d. Somewhat oppose
 - e. Strongly oppose
21. Now that you have read more about using recycled water for drinking water purposes throughout this survey, which of the following terms is appropriate to describe reclaimed water that has received advanced treatment to meet or exceed drinking water standards? [RANDOMIZE]
- a. Recycled water
 - b. Purified water
 - c. Purified recycled water
 - d. Advanced purified water
 - e. Potable reuse
 - f. Pure water
 - g. Other [TEXTBOX – RESTRICTED LENGTH]
 - h. None of the above.

DEMOGRAPHICS

22. Do you have any children under the age of 18 living at home?
- a. Yes
 - b. No
 - c. Prefer not to answer
23. Which of the following best represents your formal education?
- a. Did not graduate from high school
 - b. High school graduate
 - c. Technical/Vocational school
 - d. Some college
 - e. College graduate (4 years)
 - f. Post-graduate

- g. Prefer not to answer
24. Which ethnic or race category best fits you? Select one or all that apply.
- a. White or Caucasian
 - b. Black or African American
 - c. American Indian/Native American or Alaska Native
 - d. Asian
 - e. Native Hawaiian or Other Pacific Islander
 - f. Other
 - g. Prefer not to answer
25. Which category best fits your age?
- a. 18 – 34
 - b. 35 to 64
 - c. 65 or older
 - d. Prefer not to answer
26. Which of the following best represents your combined household income?
- a. \$25,000 or less
 - b. \$25,001–\$50,000
 - c. \$50,001–\$75,000
 - d. \$75,001–\$100,000
 - e. \$100,001 or more
 - f. Prefer not to answer
27. How would you best describe yourself?
- a. Female
 - b. Male
 - c. Non-binary
 - d. Prefer not to answer