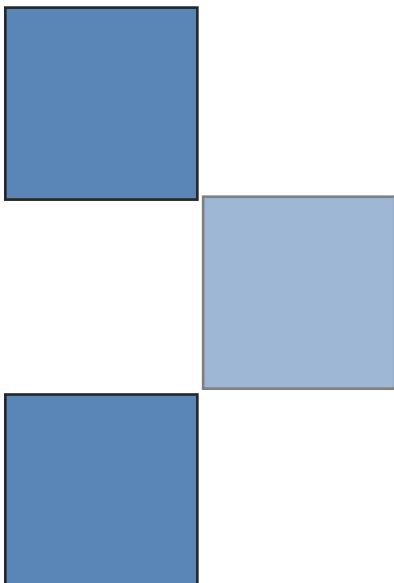
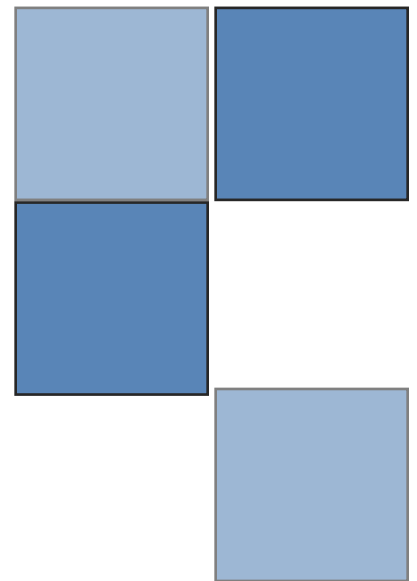
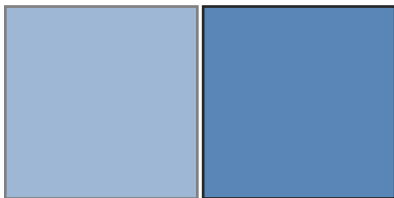


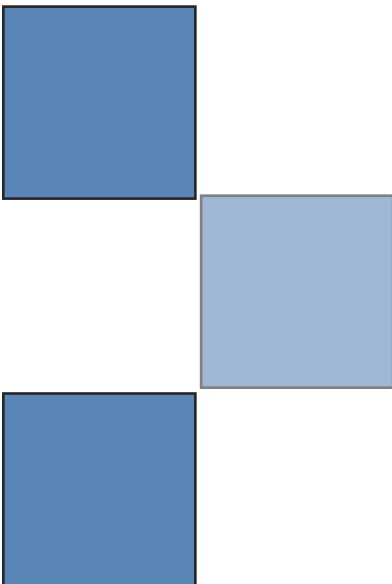
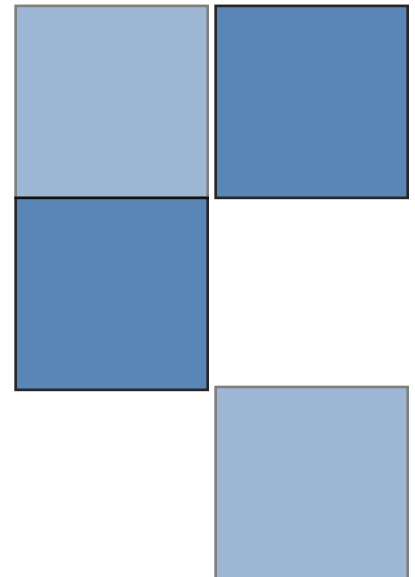
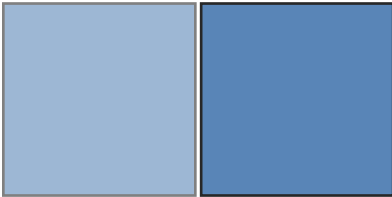


2012 Recharge Survey Final Report





2012 Recharge Survey Final Report



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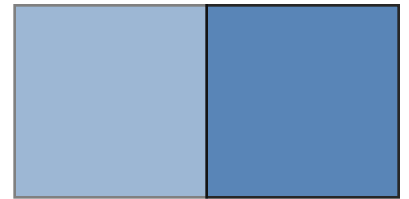
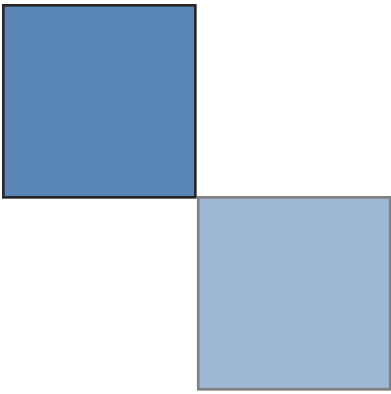
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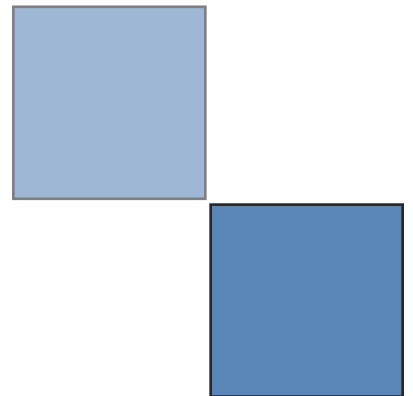
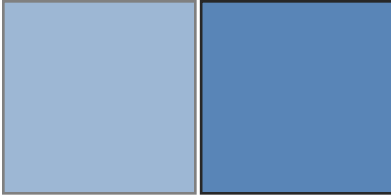


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EXECUTIVE SUMMARY



Introduction

The goal of this study was to gauge the public's perception of reused water. Two research issues raised in the study are:

1. Which terms for "reused" water are most acceptable to the public, and hence, will encourage more and varied uses of reused water
2. Which sources are most credible in speaking about reused water as being acceptable for more and varied uses

The data produced by this study can be utilized to educate the public and increase the acceptance of reused water.

Overall Recommendation

A comprehensive review of the results of this study reveals that the term "purified water" should be used in order to increase the acceptance of reused water for drinking and other uses. Purified water is the most understood term of the reused water terms and it has the most positive image, even higher than the term "drinking water." When using the term "purified water," it should be certified safe by a spokesperson from the National Academy of Sciences, Florida Department of Health, or the Florida Department of Environmental Protection. These institutions were the top three rated sources for the public in terms of credibility and willingness to accept reused water for a variety of uses, including drinking. Finally, when presenting purified (reused) water, the current practice scenario, where all the world's water is already being reused, is the most likely scenario to be accepted by the public for all uses. Positioning purified water in the context that all water is "used" could be implemented in conjunction with or in a tone similar to the Water Reuse Foundation's "Downstream" campaign.

Methodology

The population for this study included adults living in the following counties within the Southwest Florida Water Management District: 1. Hillsborough, 2. Pasco, 3. Pinellas, and 4. Polk. The sampling frame consisted of all working landline and cell telephone numbers in these four counties. A random sampling process was used to select households. To ensure a representative sample, interviews within contacted households were rotated across the following four classifications: 1. Youngest male over 21, 2. Oldest male over 21, 3. Youngest female over 21, and 4. Oldest female over 21.

Interviews were conducted June 12 through June 30, 2012 from Kerr & Downs Research's office. There were 384 completed interviews in each county resulting in a ± 5 percentage points sampling error given a 95% confidence level. The total sample across four counties was 1,536, resulting in a 2.5 percentage points sampling error given a 95% confidence level. Ten percent of the completed interviews were validated by call-backs.

Major Findings

Water Attitudes

Six in ten residents (59%) agree that there will be enough water to meet their needs in ten years. In contrast, 37% of residents do not know the source of their tap water, 26% think it originates in the Floridan aquifer, and 13% believe it originates in lakes, rivers and streams.

Credibility of Information Sources

One research question examined in this study is the level of credibility possessed by various sources that offer information to the public about reused water. The following nine information sources were examined:

- Environmental Protection Agency
- Florida Department of Environmental Protection
- Florida Department of Health
- Internet sources
- Scientists from the National Academy of Sciences
- Southwest Florida Water Management District
- Traditional media (TV, radio, newspapers)
- University professors
- Water utility companies

Scientists from the National Academy of Sciences (NAS) have the highest credibility in speaking to the public about water quality. All sources, except the internet and traditional media, score rather well in terms of their credibility as sources of information about drinking water quality.

The Florida Department of Health was rated a close second to the scientists from NAS, and the EPA and Florida Department of Environmental Protection were a close third and fourth in terms of credibility.

Familiarity with Terms for Reused Water

While we have used the term reused water to this point, one objective of this study was to find the term or terms that best position reused water in the public's mind. Residents in the four counties in the study were asked about their familiarity with the following terms:

- Certified safe recycled water
- Drinking water
- Effluent water
- Grey water
- Highly processed water
- Highly purified water
- Highly treated waste water
- Highly treated water
- Potable water
- Purified recycled water
- Purified water
- Reclaimed water
- Recycled waste water
- Reused water
- Recycled water
- Sewage water
- Tap water
- Toilet to tap water
- Treated water
- Used water
- Waste water

For each term, residents were asked to indicate if they:

- Completely understand the term
- Have heard it, but do not quite understand it
- Have not heard the term

Drinking water and tap water are the two most understood terms, and more than seven in ten residents claim to completely understand them. Purified water is the reused water term understood by the highest percentage of residents (63%). A majority of residents also claim to completely understand the following terms:

- Waste water (54% completely understand the term)
- Treated water (53% completely understand the term)
- Sewage water (53% completely understand the term)
- Reclaimed water (52% completely understand the term)

Terms that have the lowest levels of awareness are:

- Effluent water (67% have not heard of)
- Grey water (61% have not heard of)
- Certified safe recycled water (52% have not heard of)
- Highly processed water (52% have not heard of)

Evaluative Component of Water Terms

Residents were asked to rate eighteen (18) water terms using a 10-point scale, where 10 conveys an extremely positive image and 1 conveys an extremely negative image. The top three terms are:

- Purified water
- Drinking water
- Highly purified water

It is significant that purified water is rated higher than drinking water. Tap water has a lower image than the terms listed above. Grey water, waste water, and recycled waste water had the lowest image scores.

One in three residents (32%) agrees that having someone they trust assure them that their water is safe is more important than being given all the facts. Six in ten residents (59%) are disgusted by the idea of drinking water after it has gone through a waste water treatment plant and then through a drinking water treatment plant.

Willingness to Drink Reused Water

Terms for reused water that scored highly in terms of image (acceptability) were then paired with sources of information that scored highly in terms of credibility when presenting information about water quality. Residents were asked whether or not they would be willing to drink reused water if it was certified safe and pure by each of the sources of information listed below. It should be noted that “drinking water,” which scored highly in terms of image, was not used in this part of the study because the focus was on “reused” water terms when paired with various information sources.

The three reused water terms were:

- Purified recycled water
- Certified safe recycled water
- Highly purified water

Sources of information were:

- Florida Department of Health
- Florida Department of Environmental Protection
- Scientists at the National Academy of Sciences
- Florida universities
- Local water utility company

Residents were instructed to indicate whether they were willing, uncertain, or unwilling to drink reused water if it were certified by each of the information sources. With three terms for reused water and five sources of information, there were fifteen possible combinations of reused water terms and information sources.

The table below shows the percentages of residents who are willing to drink “reused” water when it is called “purified recycled water,” “highly purified water,” or “certified safe recycled water” and it is presented by one of the following sources:

- Florida Department of Environmental Protection
- Florida Department of Health
- Scientists at the National Academy of Sciences
- Local water utility company
- Florida universities

The percentage of residents who are willing to drink reused water ranged from a low of 46% (purified recycled water presented by a Florida university spokesperson) to a high of 71% (highly purified water presented by a Florida Department of Health spokesperson) as shown in the following table:

Reused water term	Information source	% Willing to drink
Purified recycled	Florida Department of Environmental Protection	60%
Purified recycled	Florida Department of Health	59%
Purified recycled	Scientists at the National Academy of Sciences	58%
Purified recycled	Local water utility company	51%
Purified recycled	Florida universities	46%
Highly purified	Florida Department of Health	71%
Highly purified	Florida Department of Environmental Protection	67%
Highly purified	Scientists at the National Academy of Sciences	66%
Highly purified	Florida universities	64%
Highly purified	Local water utility company	51%
Certified safe recycled	Florida Department of Health	60%
Certified safe recycled	Florida Department of Environmental Protection	57%
Certified safe recycled	Scientists at the National Academy of Sciences	54%
Certified safe recycled	Local water utility company	51%
Certified safe recycled	Florida universities	50%

Willingness to Drink Reused Water

Residents were asked if they would be willing to use recycled water that had been certified safe and pure by either the Florida Department of Environmental Protection or scientists at the National Academy of Sciences for seven different uses, ranging from watering the lawn to drinking it. The results are summarized in the table below.

If certified safe and pure, residents are most willing to use recycled water for watering their lawn (88% to 89%, depending on the source of information). Fewer than half of residents (39% to 47%, depending on the source of information) are willing to drink recycled water. The differences in willingness to use recycled water based on whether the Florida Department of Environmental Protection or scientists at the National Academy of Sciences serve as the certifying agency are very slight, with one exception. In the case of drinking water, residents prefer scientists at the National Academy of Sciences to be the certifying agency.

Uses	Source of information	% willing to use
Water lawn	Florida Department of Environmental Protection	88%
Water vegetables	Florida Department of Environmental Protection	79%
Take a shower/bath	Florida Department of Environmental Protection	71%
Cook pasta	Florida Department of Environmental Protection	56%
Give to pets to drink	Florida Department of Environmental Protection	54%
Add to existing water supplies	Florida Department of Environmental Protection	43%
Drink	Florida Department of Environmental Protection	39%
Water lawn	Scientists at the National Academy Sciences	89%
Water vegetables	Scientists at the National Academy Sciences	77%
Take a shower/bath	Scientists at the National Academy Sciences	70%
Give to pets to drink	Scientists at the National Academy Sciences	59%
Cook pasta	Scientists at the National Academy Sciences	53%
Drink	Scientists at the National Academy Sciences	47%
Add to existing water supplies	Scientists at the National Academy Sciences	46%

Willingness to Use Recycled Water in Five Scenarios

Residents were presented with five scenarios for how recycled water could be treated and introduced into public consumption. In each of these scenarios, residents were asked if they would be willing to use recycled water for the following six uses:

- Water their lawns
- Water their vegetables
- Take a shower or bath
- Give to their pets to drink
- Cook pasta with it
- Drink

The five scenarios presented to residents in the study were as follows:

1. **Astronaut scenario**

Astronauts in space live in a closed loop system regarding water. They drink fresh water that is then recycled through their waste. This waste water is then purified and again consumed by the astronauts. If used water were purified for you in the same way it is purified for astronauts would you be willing to use it?

2. **Upstream discharge scenario**

Water comes from rivers, lakes, reservoirs and the aquifer. It is then treated for our drinking consumption, bathroom use, irrigation of farms, etc. This water travels through our sewer systems to a waste water treatment plant and is treated. Then it travels to a drinking water treatment plant where it is treated further. Then we use it again for drinking, bathroom use, irrigation of farms, etc. If used water were treated in this fashion, would you be willing to use it?

3. **Blended reservoir scenario**

Water that we have used for drinking, bathroom use, irrigation of farms, etc. is treated at a waste water treatment plant. Then it is further treated at a drinking water treatment plant. This water is put into our reservoirs, the aquifer and lakes to add to the water supply. Then water is taken from these reservoirs, the aquifer and lakes and treated at a drinking water treatment plant again. If used water were treated in this fashion, would you be willing to use it?

4. **Current practice scenario**

The air we breathe is recycled. It has been inside other people's lungs, inside animals, and around some of the grossest places on earth. Yet, we breathe in air without thinking about where it has been. Water we drink has been on and around the earth since day one. Someone else drank it or used it to go to the bathroom or it was in a cow trough at some point. Yet, it returns to our rivers, lakes, and aquifer. We treat it and then drink it again. If water were treated in this fashion, would you be willing to use it?

5. **Price discount**

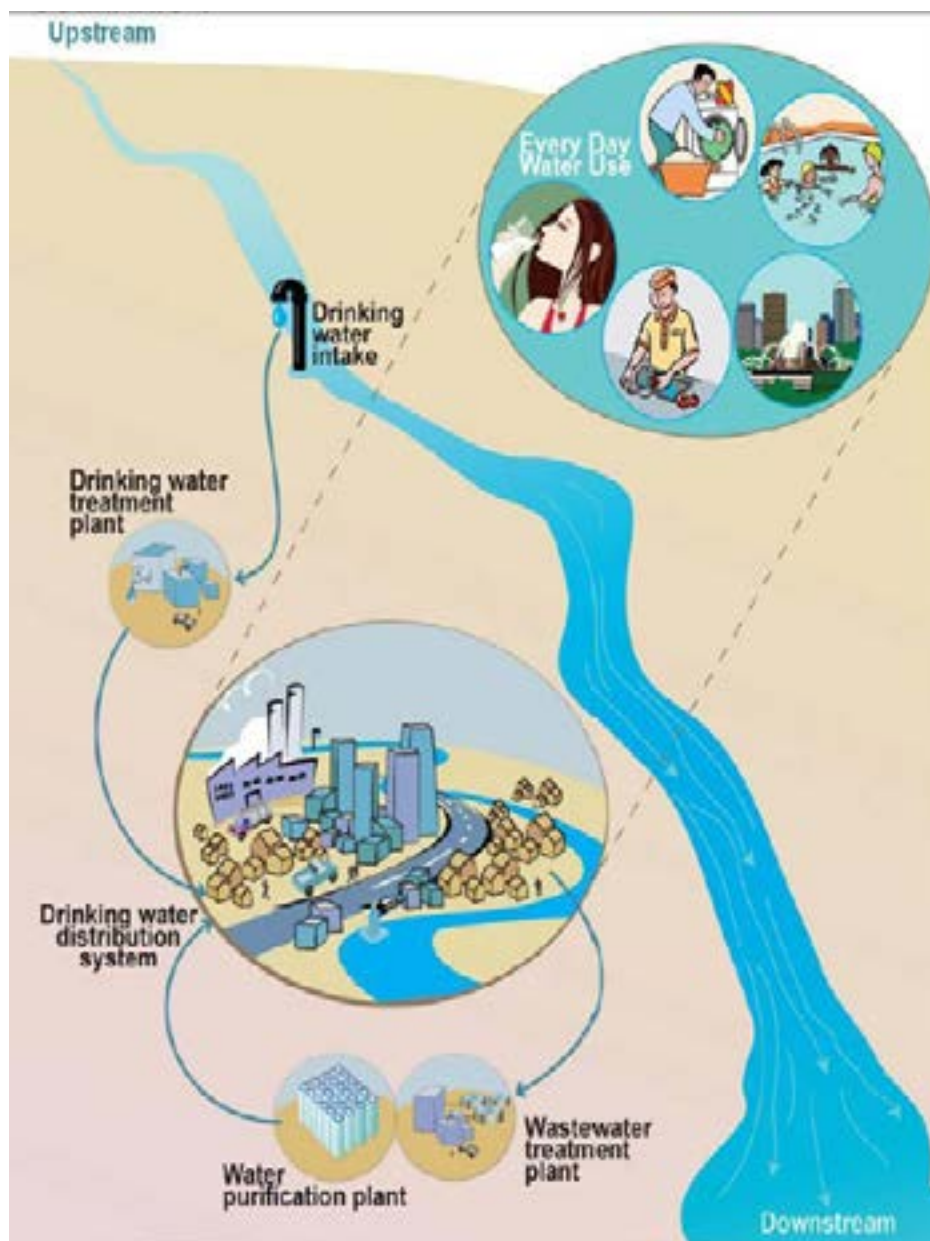
Let's say that recycled water from your local water treatment plant has been certified as safe and pure by scientists at the National Academy of Sciences (or the Florida Department of Environmental Protection) and cost 20% less. That is to say that your water utility bill would go down 20%. Would you be willing to use it?

Willingness to use recycled water for various uses given different ways of positioning recycled water

Recycled water scenario	Water lawn	Water vegetables	Take a shower or bath	Give to pets to drink	Cook pasta	Drink
Astronaut scenario	82%	69%	64%	55%	48%	37%
Upstream discharge scenario	78%	59%	59%	45%	47%	32%
Blended reservoir scenario	85%	73%	73%	58%	52%	38%
Current practice scenario	87%	78%	68%	65%	62%	55%
Price discount scenario	84%	75%	66%	57%	52%	40%

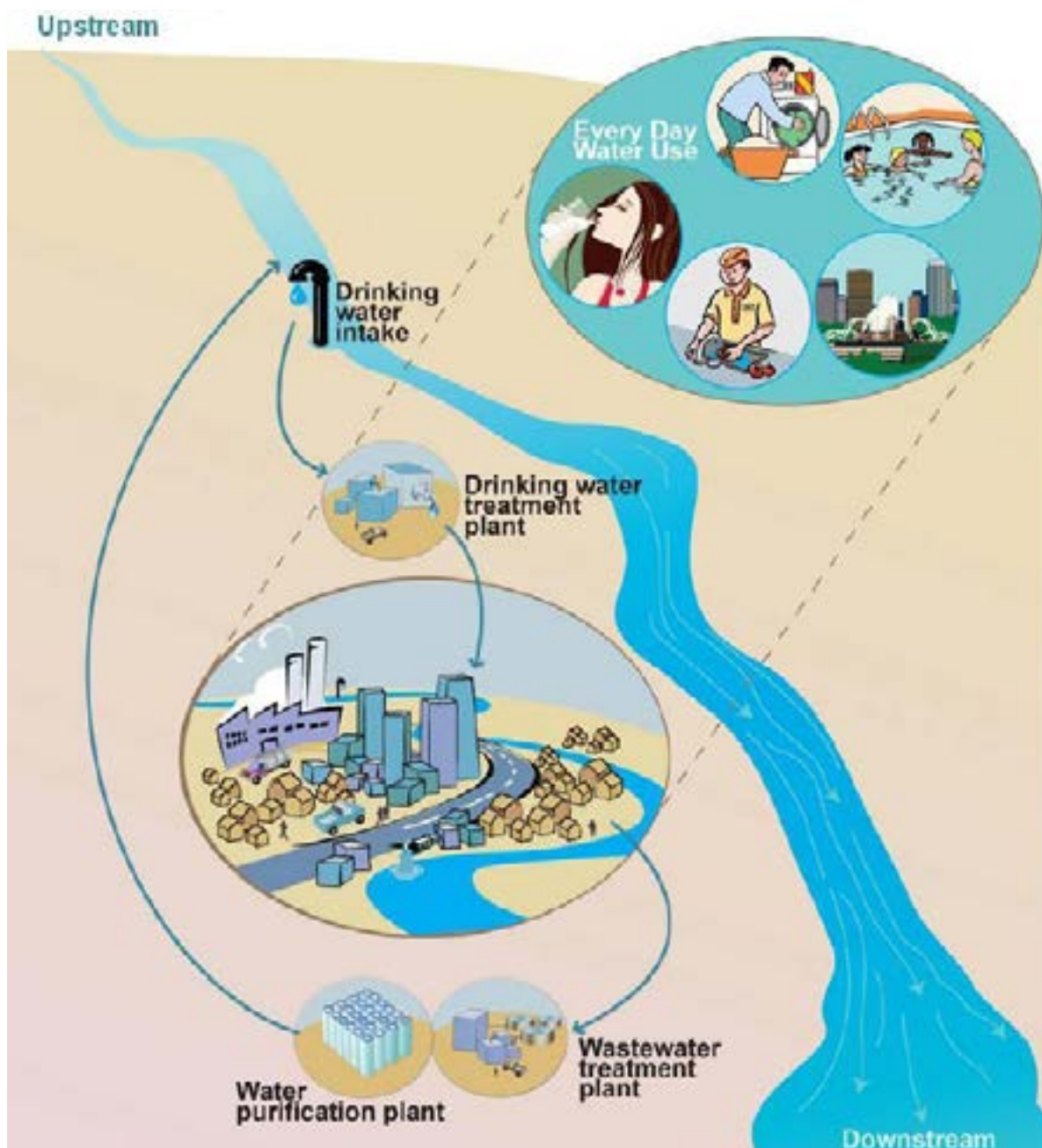
Presenting a brief story about how water is already recycled in current practice is the most effective way of positioning recycled water. Significantly more residents (55%) claim they will drink recycled water if it were treated as it is in current practice. The current practice scenario also results in the highest use percentages for all other uses except for taking a shower or bath, in which case the blended reservoir scenario has the highest rate of acceptance. Significantly, the current practice is more effective in getting residents to accept recycled water than a 20% price discount.

“Real-life” depiction of astronaut scenario¹



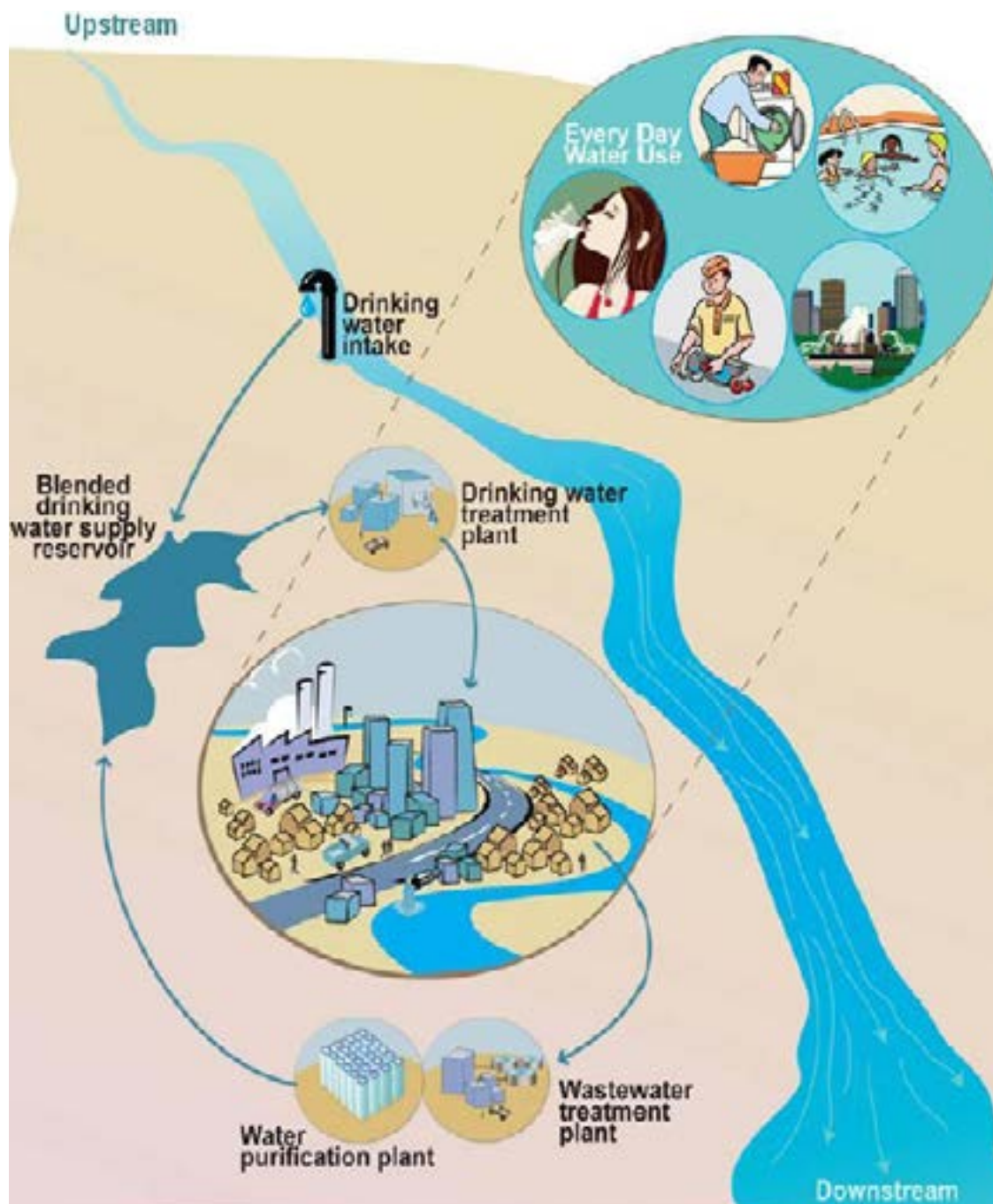
¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (WaterReuse Foundation, 2012) 5.

Depiction of upstream discharge scenario¹



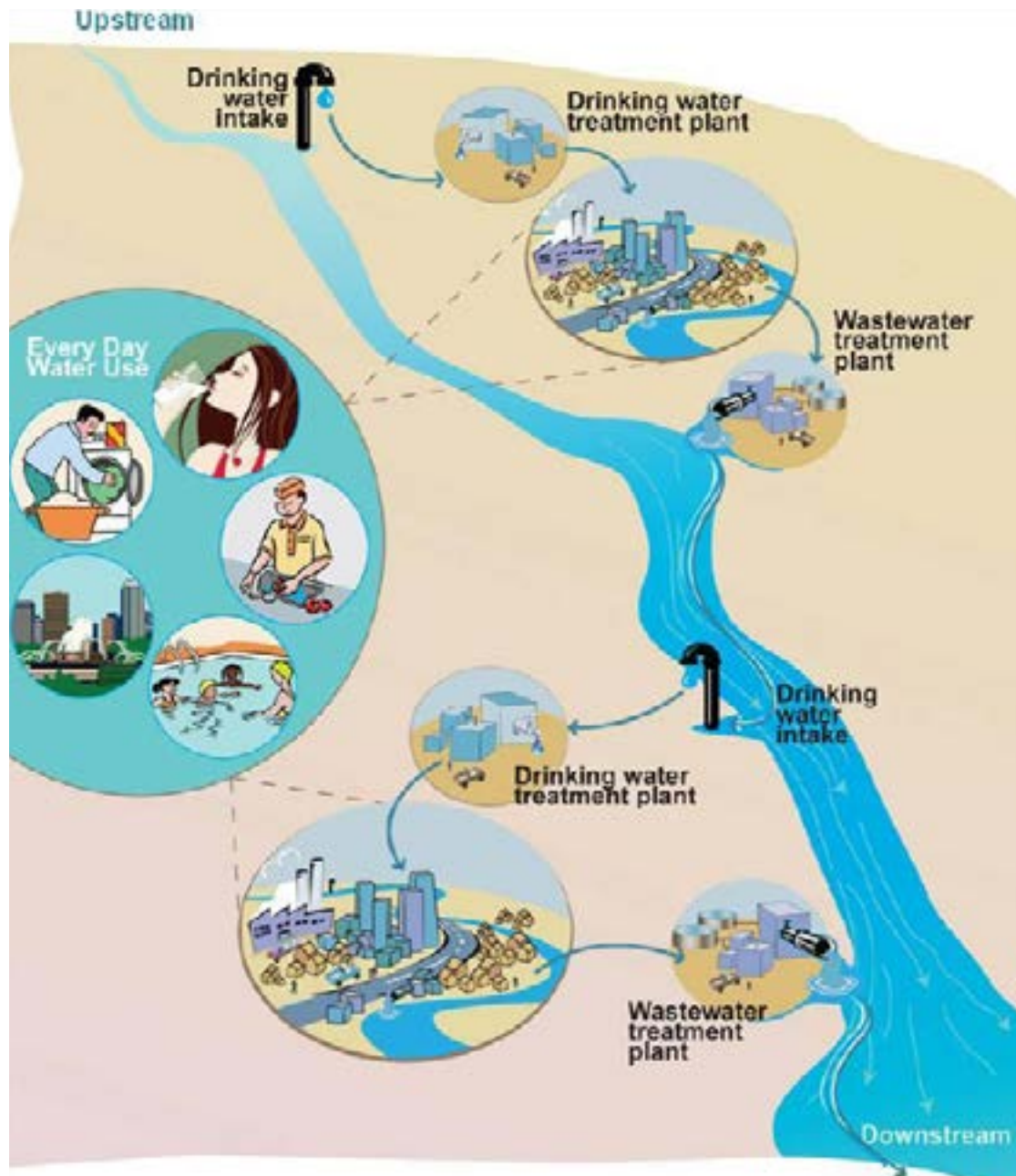
¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (WaterReuse Foundation, 2012) 4.

Depiction of blended reservoir scenario¹



¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (Water Reuse Foundation, 2012) 3.

Depiction of current practice scenario¹



¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (Water Reuse Foundation, 2012) 2.

Advantages & Disadvantages of Recycled Water

The three terms for recycled water that were most acceptable to residents were used to examine the advantages and disadvantages of recycled water. These three terms were:

- Purified recycled water
- Certified safe recycled water
- Highly purified water

A plurality of residents (26%) believes that using recycled water presents no advantages to them. Nearly one in five residents (18%) states that ensuring a continuing supply of water and saving the environment are two advantages of using recycled water. Just over one in ten residents thinks saving money (12%) and having safer/healthier water (11%) are advantages of using recycled water.

A plurality of residents (37%) also believes there are no disadvantages to using recycled water. Two in ten residents (19%) think using recycled water would “expose them to something bad.” One in six residents (16%) is more specific about what “bad” means and expresses concerns about getting sick or being exposed to bacteria. Only 6% of residents mention bad taste and only 4% listed odor as potential problems of using recycled water.

Current Water Sources & Attitudes

Six in ten residents in the study (62%) drink tap water; nearly as many residents (61%) have a filter on their tap or a filtration system in their homes. Over eight out of ten residents (84%) drink bottled water; of those who drink tap and bottled water, more consume water that comes from the tap.

Only 9% of residents believe that drinking water already contains reclaimed water. Just over two out of ten residents (22%) say they water their lawns with reclaimed water. About one in four residents (23%) agrees that highly treated reclaimed water is as pure as water from the aquifer.

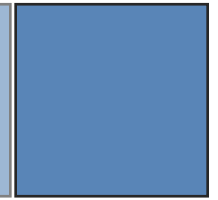
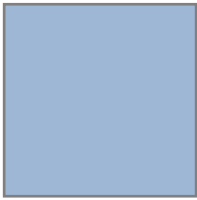
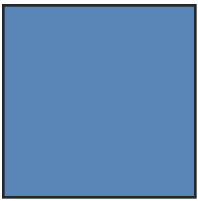
Eighty-five percent (85%) of residents get their water from a utility company and 20% get it from a well (some get it from both sources). Over half of residents (53%) who have wells use them for purposes other than watering their lawns.

Demographics

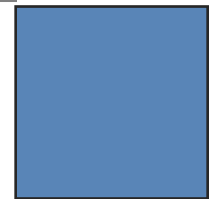
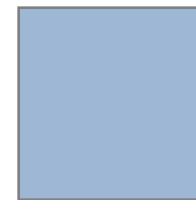
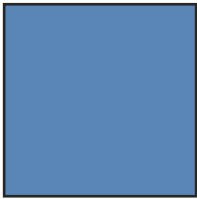
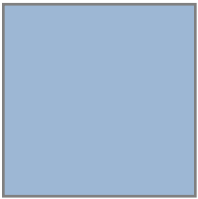
The typical participant in this study:

- Lived in the area 16 years
- Lives in the area year-round
- Is 48 years old
- Is white (69%)
- Has completed some college
- Has a household income of \$52,000

Equal percentages of males and females participated in the study, and participants are equally dispersed between the four counties represented in the study (Pasco, Pinellas, Hillsborough, and Polk).



ATTITUDES ABOUT WATER



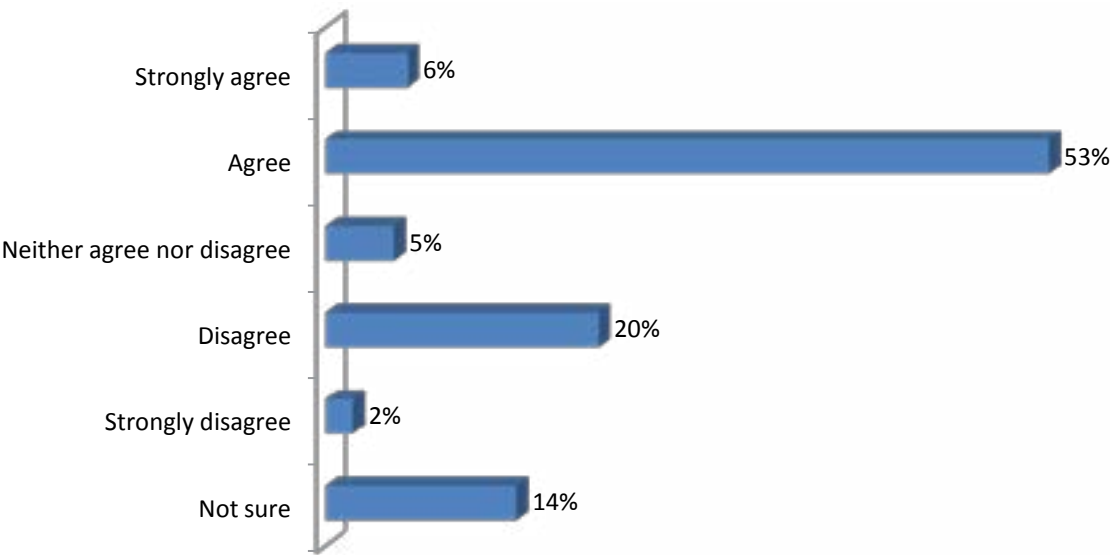
Water Attitudes

Six in ten residents (59%) agree that there will be enough water to meet their needs in ten years. This belief is greatest among residents in Polk County (65%) and lowest in Hillsborough County (57%).

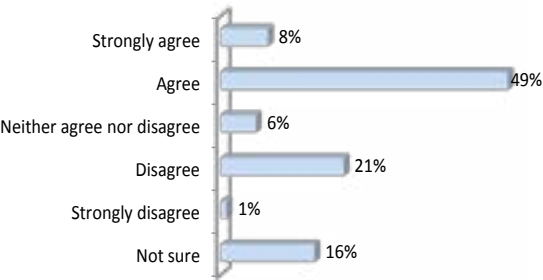
Two in five residents (37%) do not know the sources of their tap water. Confusion regarding the sources of tap water is highest in Pinellas County (41%) and lowest in Hillsborough County (29%). One in four residents (26%) thinks their tap water comes from the Floridan aquifer system and 13% believe it originates in lakes, rivers, and streams. The belief that residents' tap water originates in the Floridan aquifer system is greatest in Pinellas County (28%).

There will be enough water to meet your needs in 10 years.

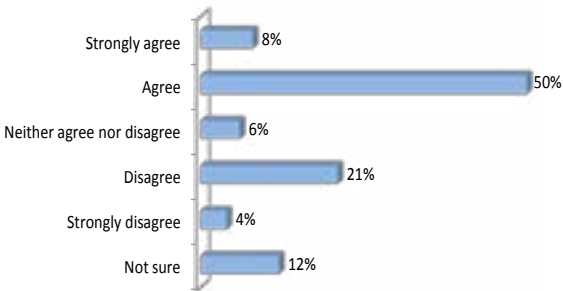
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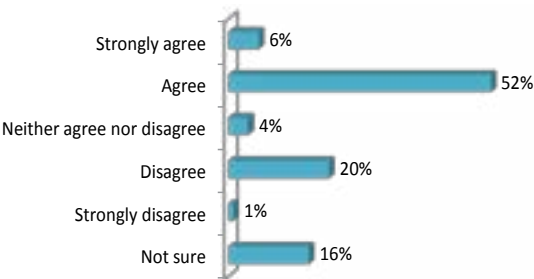
Hillsborough



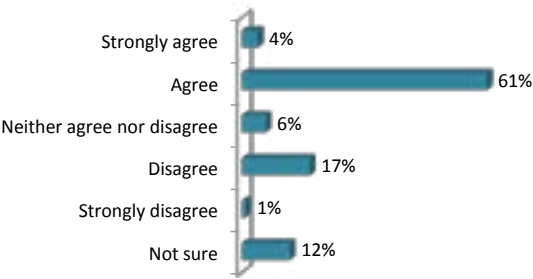
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Pinellas

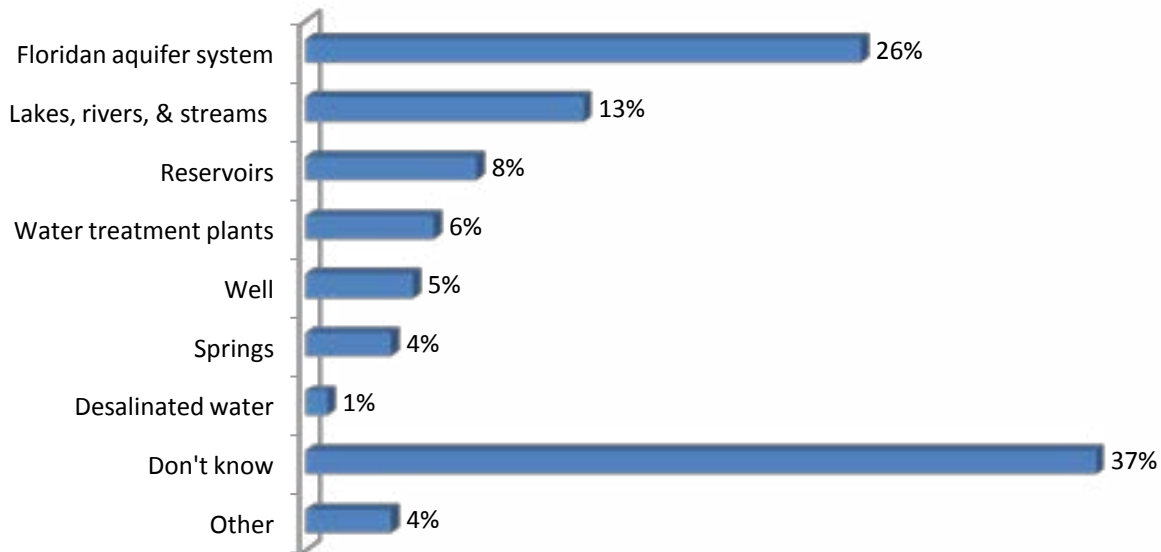


Polk

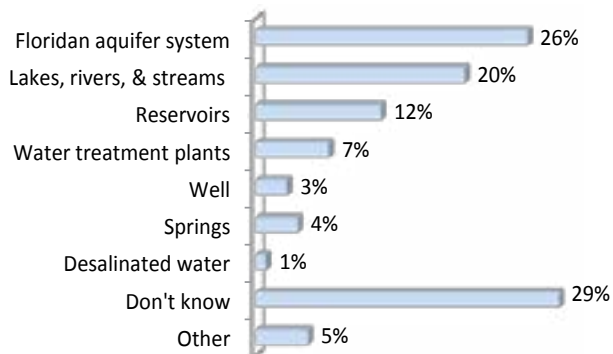


Based on what you know or have heard, what are the main sources of your tap water?

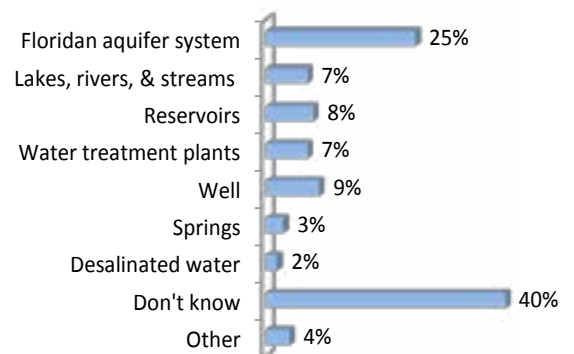
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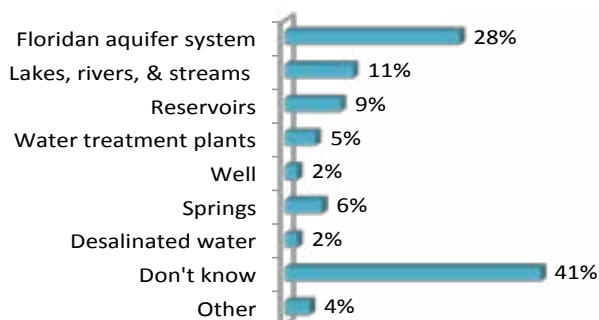
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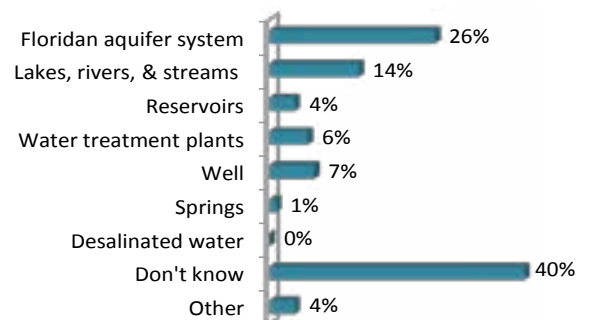
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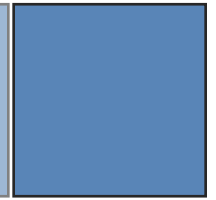
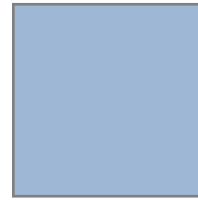
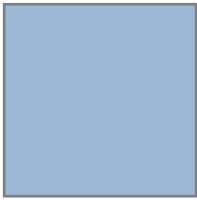
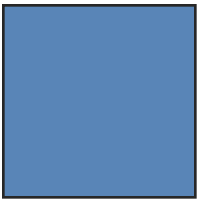


Pinellas

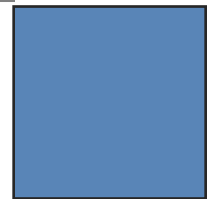
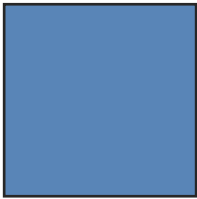
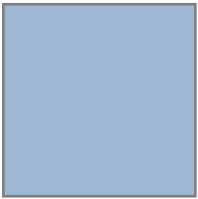


Polk





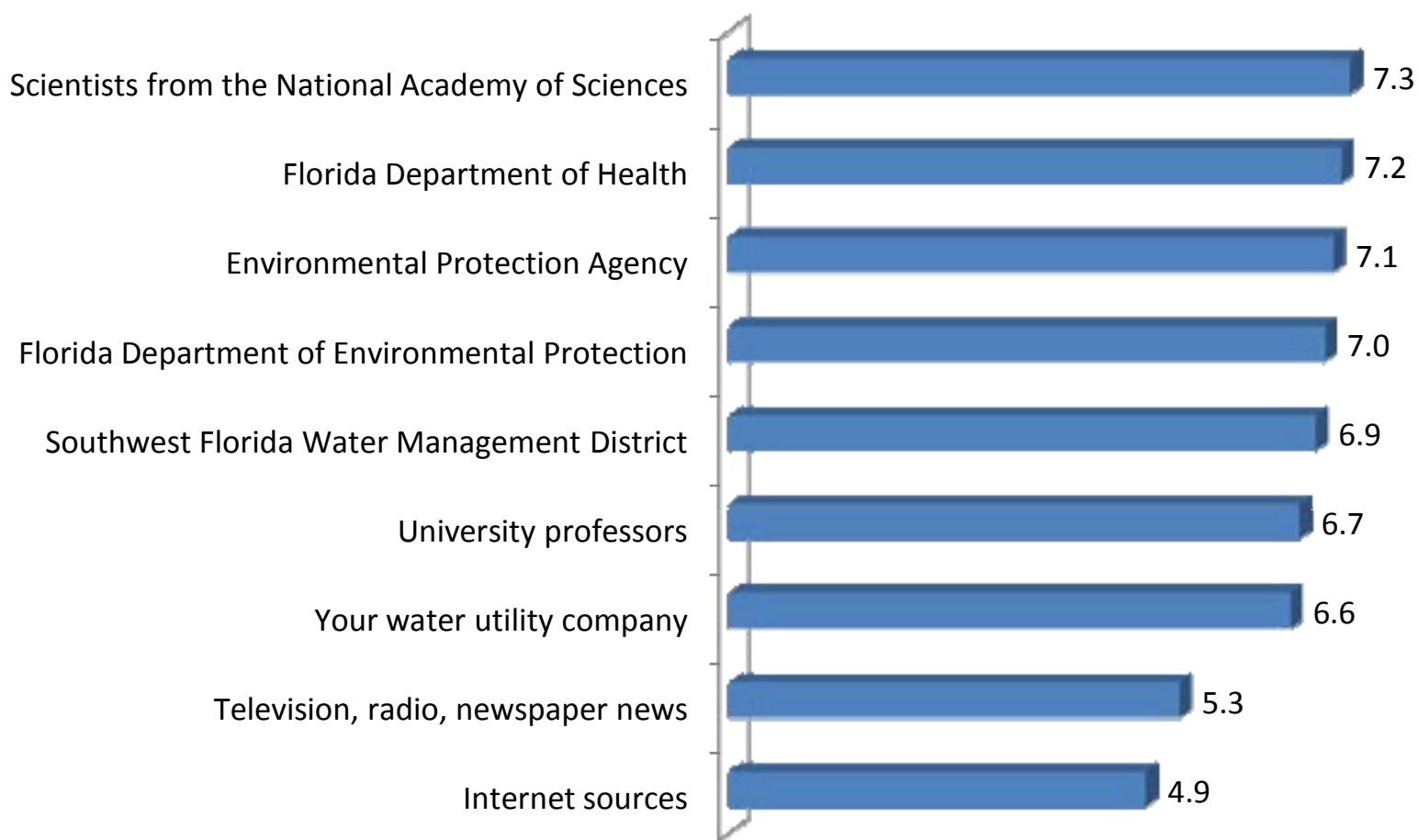
CREDIBILITY OF INFORMATION SOURCES



Credibility of Information Sources

Scientists from the National Academy of Sciences (NAS) have the highest credibility as a source for information about water quality with a score of 7.3 on a ten-point scale. Trust in scientists from the NAS was highest among residents in Pinellas (7.5) and Polk counties (7.5), and lowest in Pasco County (6.9). The Florida Department of Health (7.2), the Environmental Protection Agency (7.1), and the Florida Department of Environmental Protection (7.0) rate second, third, and fourth, in terms of credibility. The Environmental Protection Agency is the most credible source in Hillsborough County (7.4 rating) and the Florida Department of Health is tied with scientists from the NAS (7.5 rating) as the most credible source in Polk County.

Average ratings for sources of information on drinking water quality/***



* Using a scale from 1 to 10, where 10 means you'd trust them completely and 1 means you would not trust them at all.

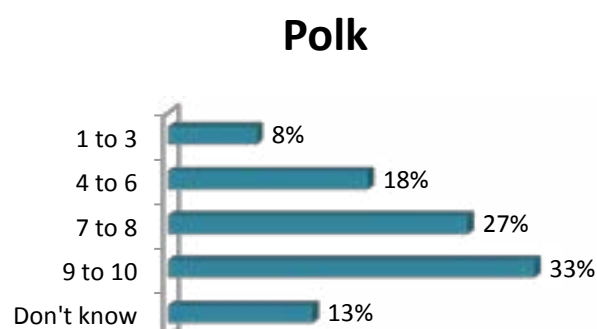
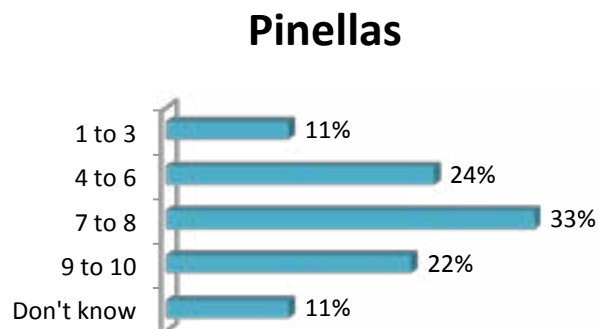
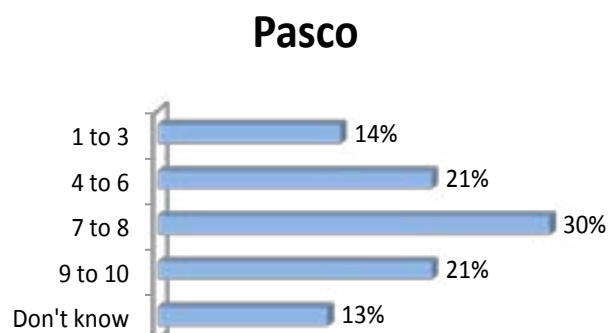
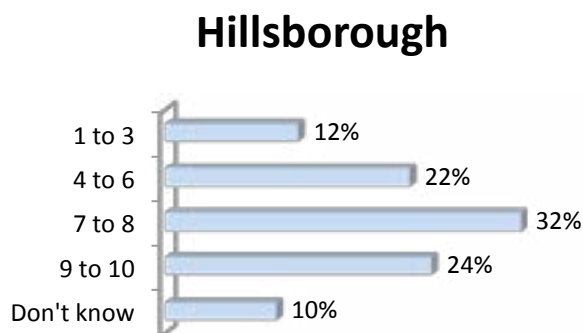
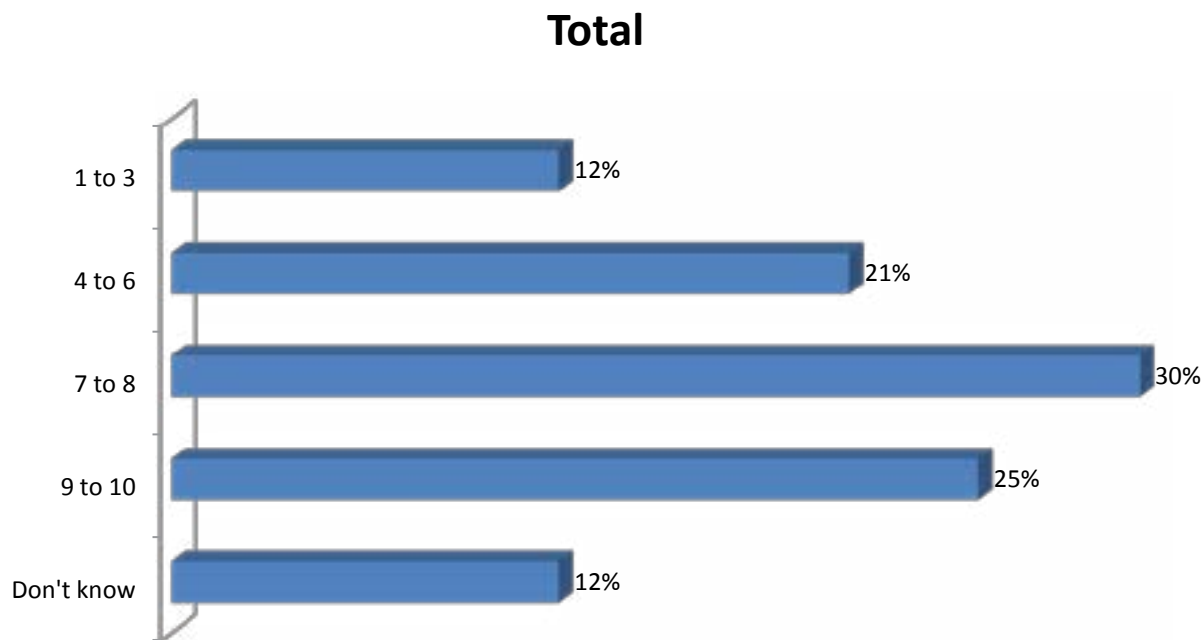
** Total sample

*Average ratings for sources of information on drinking water quality**

	Total	Hillsborough	Pasco	Pinellas	Polk
Scientists from the National Academy of Sciences	7.3	7.3	6.9	7.5	7.5
Florida Department of Health	7.2	7.3	6.8	7.2	7.5
Environmental Protection Agency	7.1	7.4	6.7	7.3	7.1
Florida Department of Environmental Protection	7.0	7.2	6.7	7.0	7.3
Southwest Florida Water Management District	6.9	6.8	6.5	6.8	7.4
University professors	6.7	6.6	6.4	6.7	7.0
Your water utility company	6.6	6.5	6.2	6.7	6.8
Television, radio, newspaper news	5.3	5.4	5.0	5.5	5.5
Internet sources	4.9	4.8	4.4	5.0	5.5

* Using a scale from 1 to 10, where 10 means you'd trust them completely and 1 means you would not trust them at all.

*If Southwest Florida Water Management District reported to you on the quality of drinking water, how much would you trust the information?**

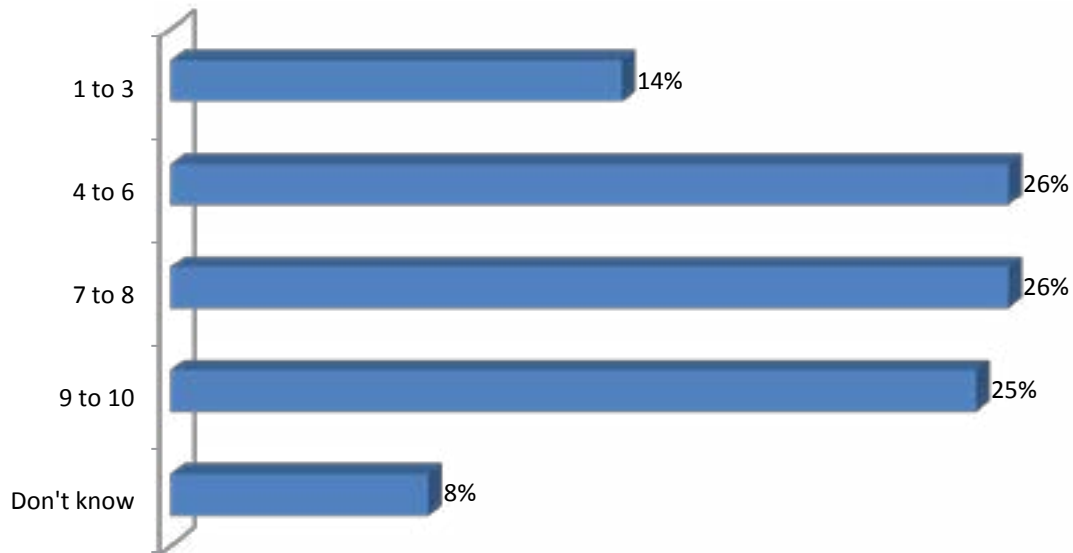


* Using a scale from 1 to 10, where 10 means you'd trust them completely and 1 means you would not trust them at all.

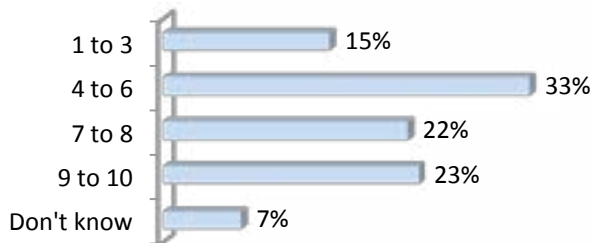
1 to 3 means no/low trust; 4 to 6 means medium trust; 7 to 8 means fairly high trust; and 9 to 10 means very high trust.

If your water utility company reported to you on the quality of drinking water, how much would you trust the information?

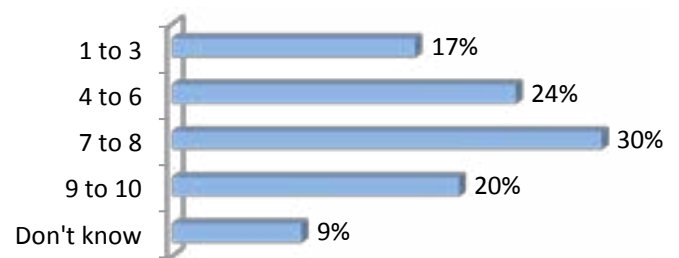
Total



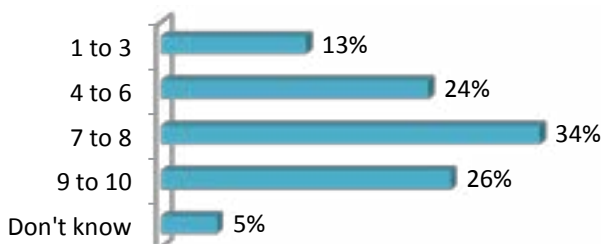
Hillsborough



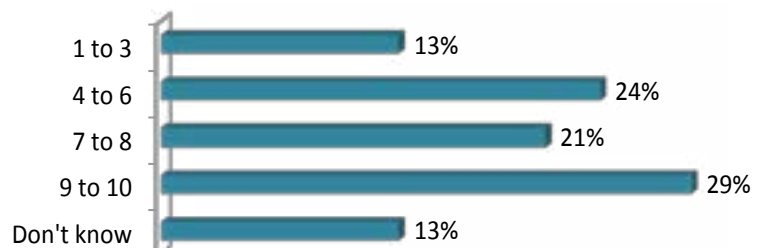
Pasco



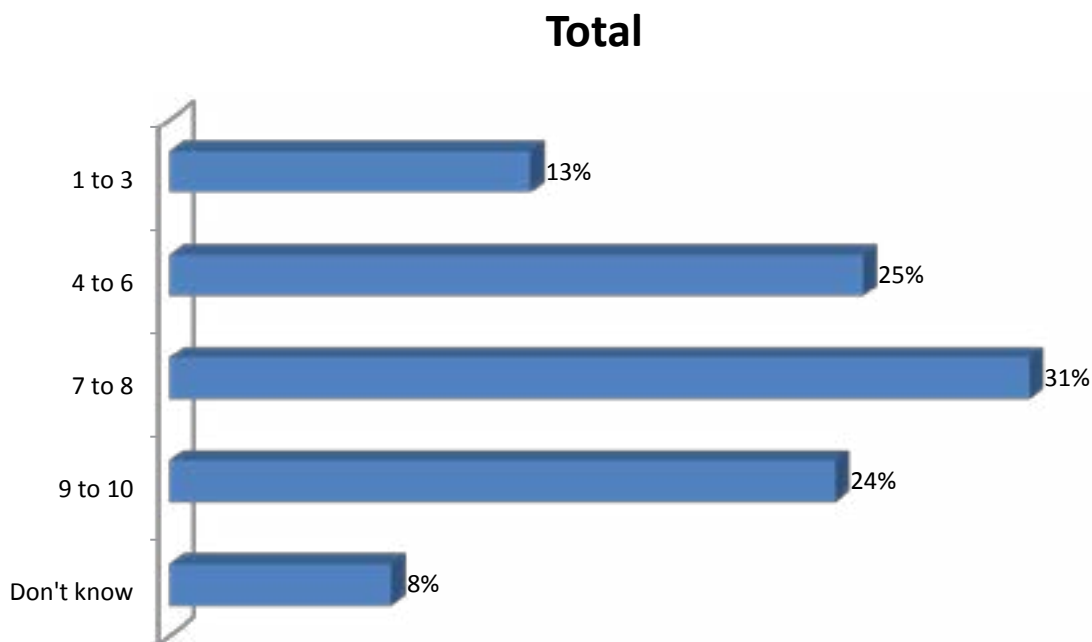
Pinellas



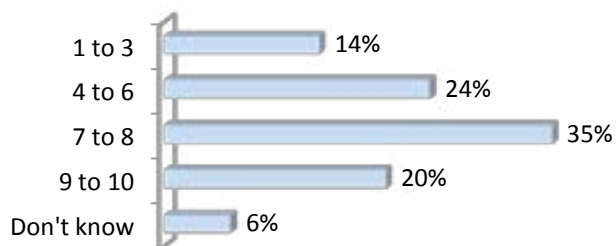
Polk



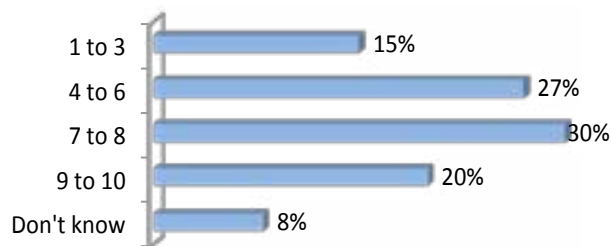
If university professors reported to you on the quality of drinking water, how much would you trust the information?



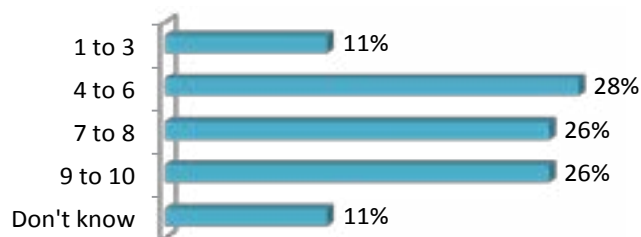
Hillsborough



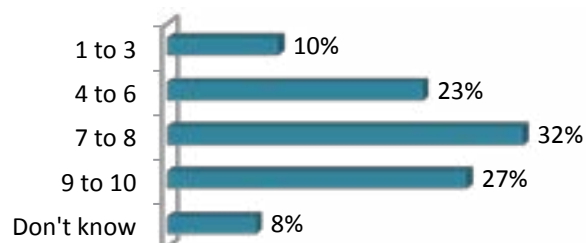
Pasco



Pinellas

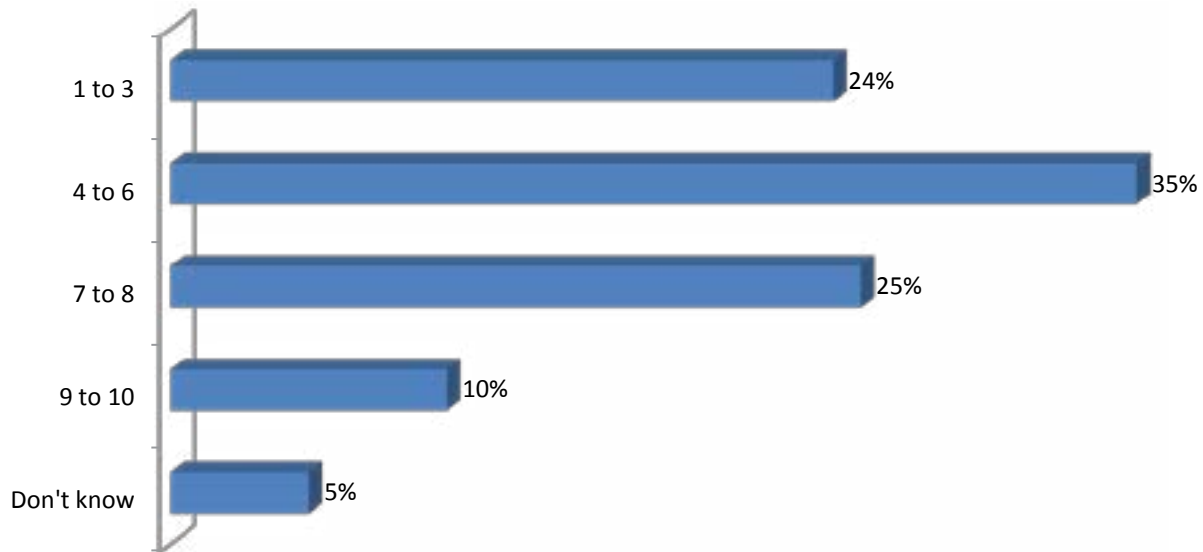


Polk

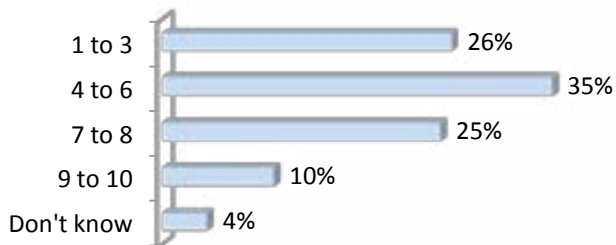


If television, radio or newspaper news sources reported to you on the quality of drinking water, how much would you trust the information?

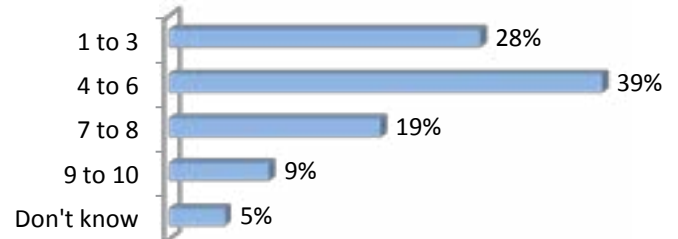
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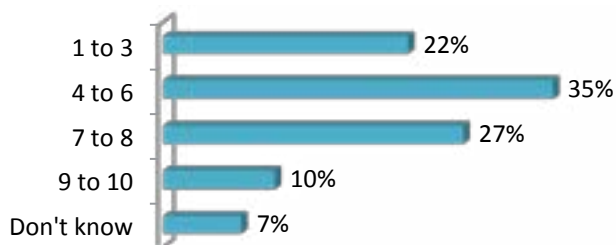
Hillsborough



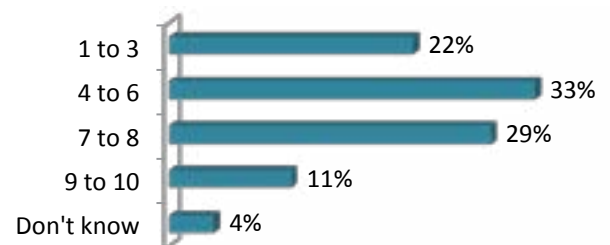
Pasco



Pinellas

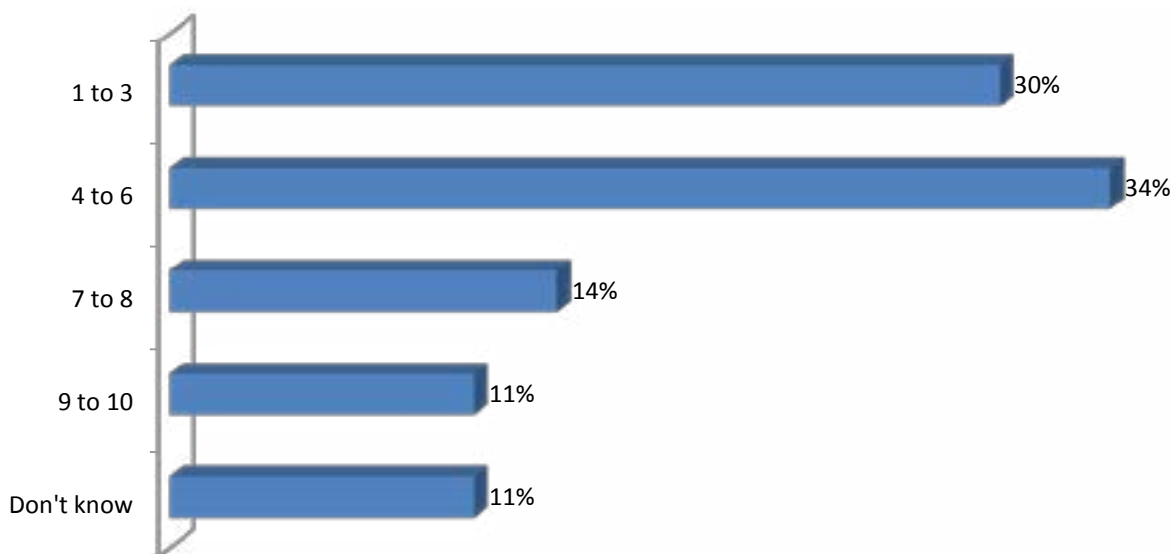


Polk

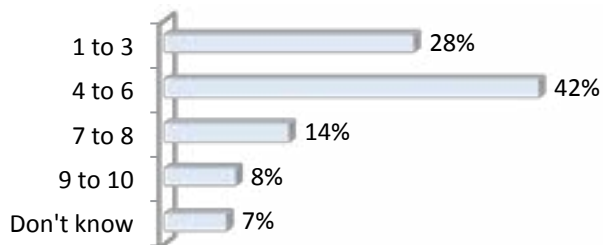


If internet sources reported to you on the quality of drinking water, how much would you trust the information?

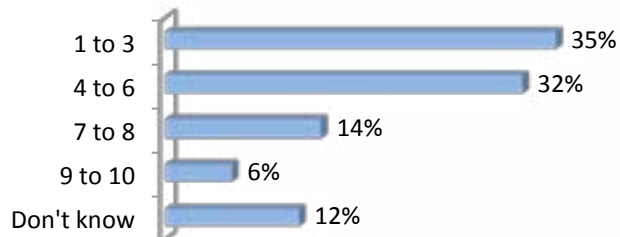
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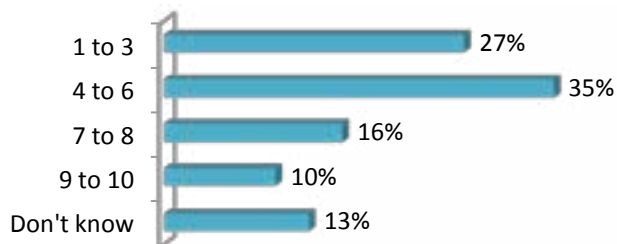
Hillsborough



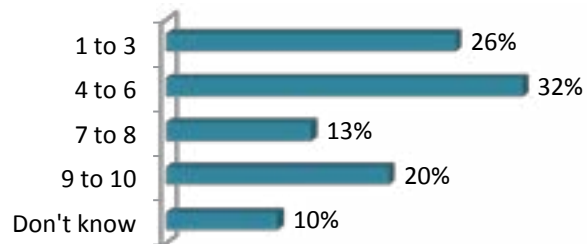
Pasco



Pinellas

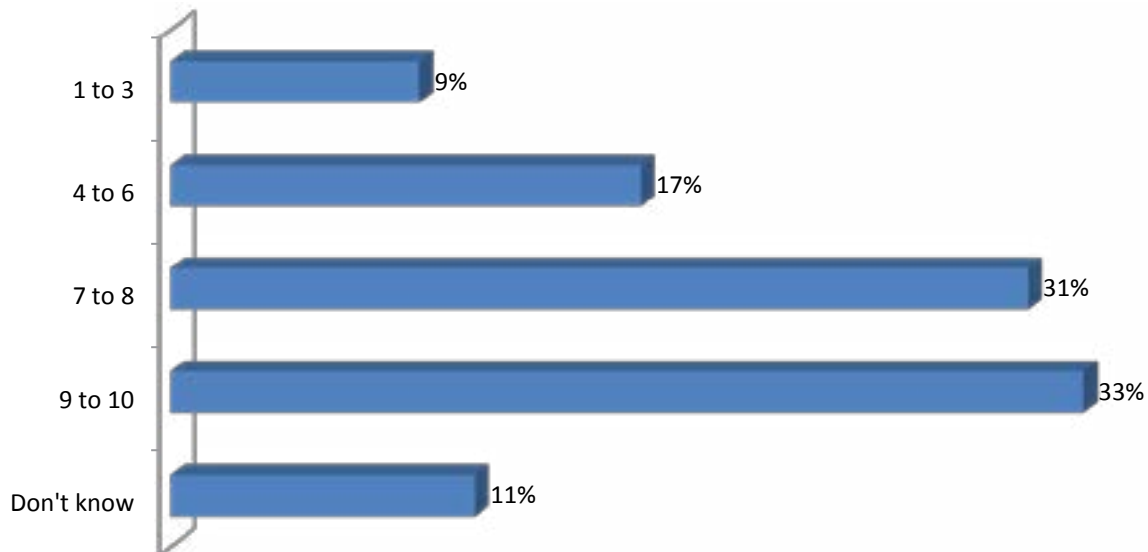


Polk

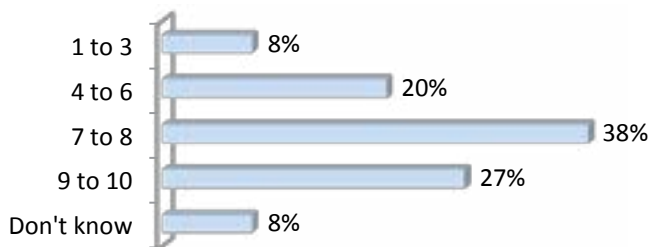


If scientists from the National Academy of Sciences reported to you on the quality of drinking water, how much would you trust the information?

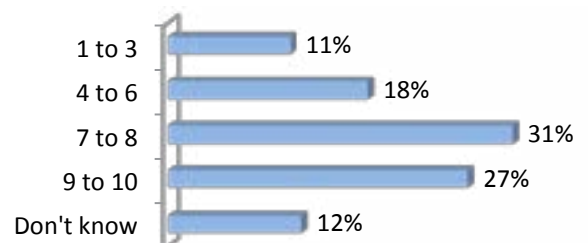
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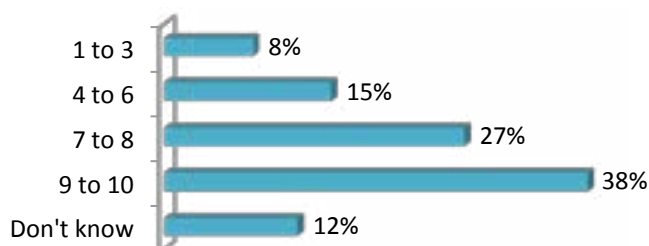
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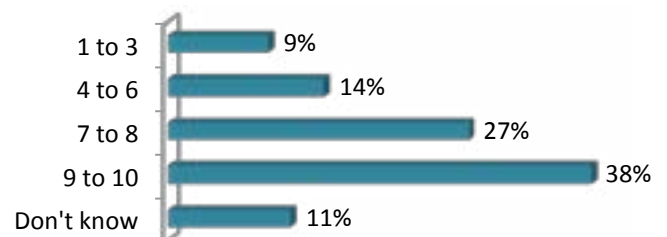
Pasco



Pinellas

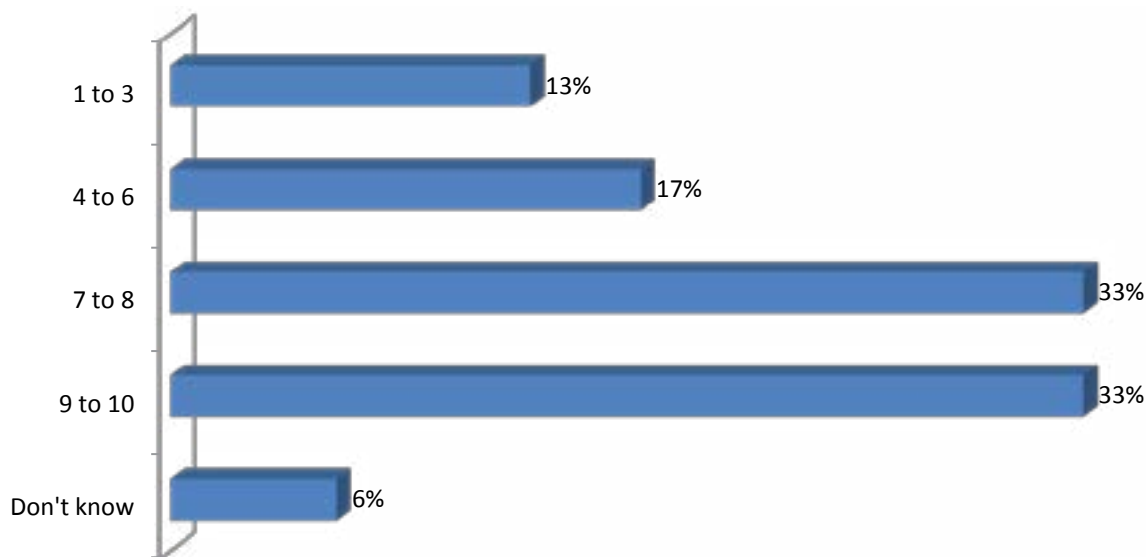


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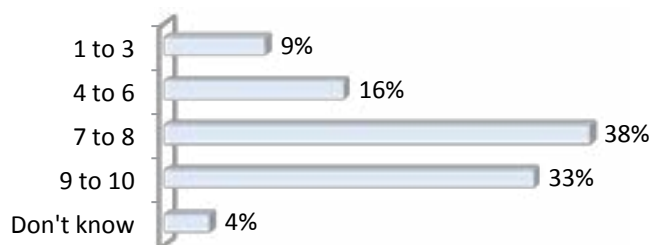


If the Environmental Protection Agency reported to you on the quality of drinking water, how much would you trust the information?

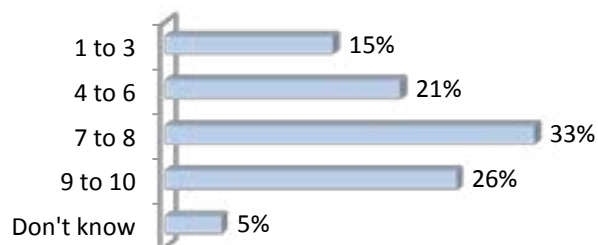
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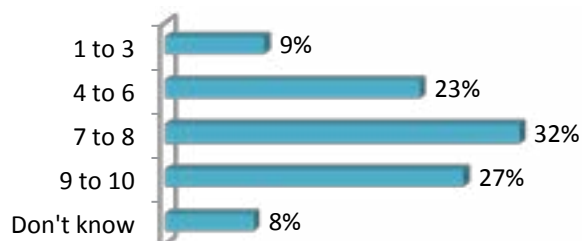
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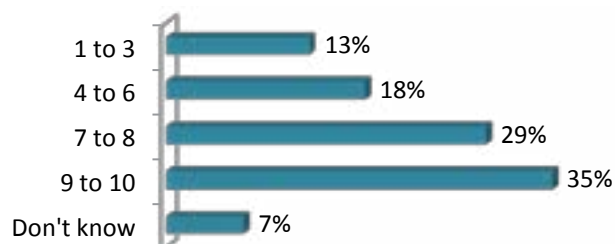
Pasco



Pinellas

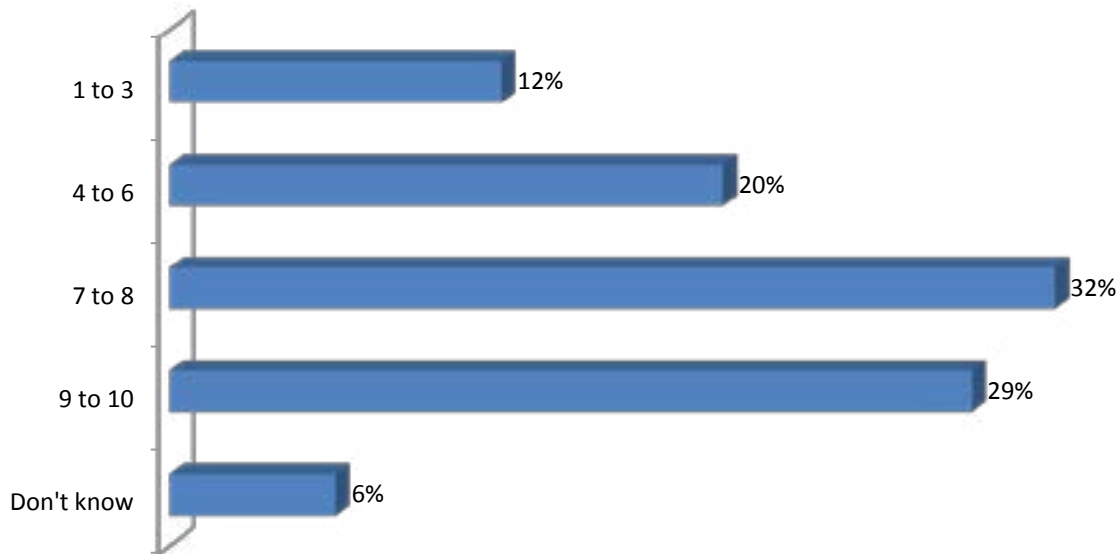


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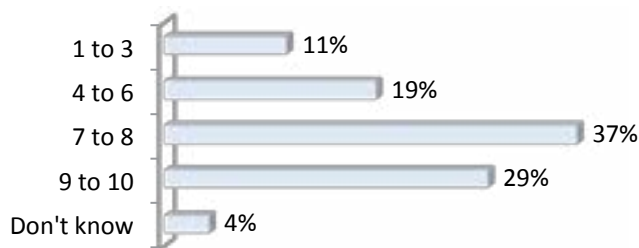


If the Florida Department of Environmental Protection reported to you on the quality of drinking water, how much would you trust the information?

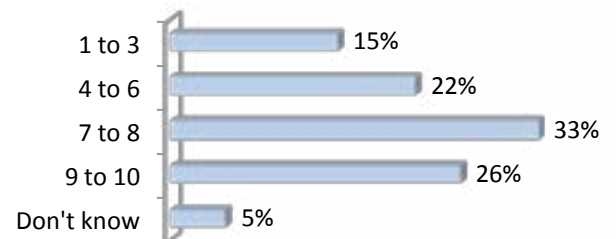
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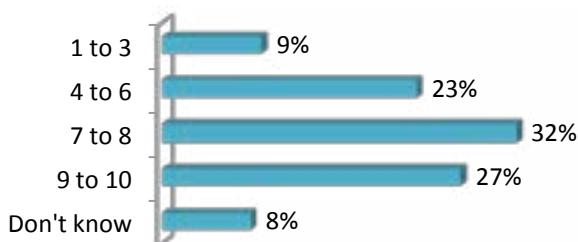
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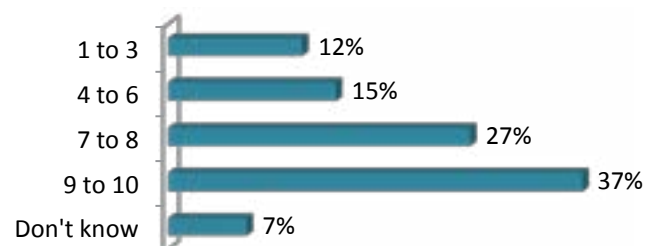
Pasco



Pinellas

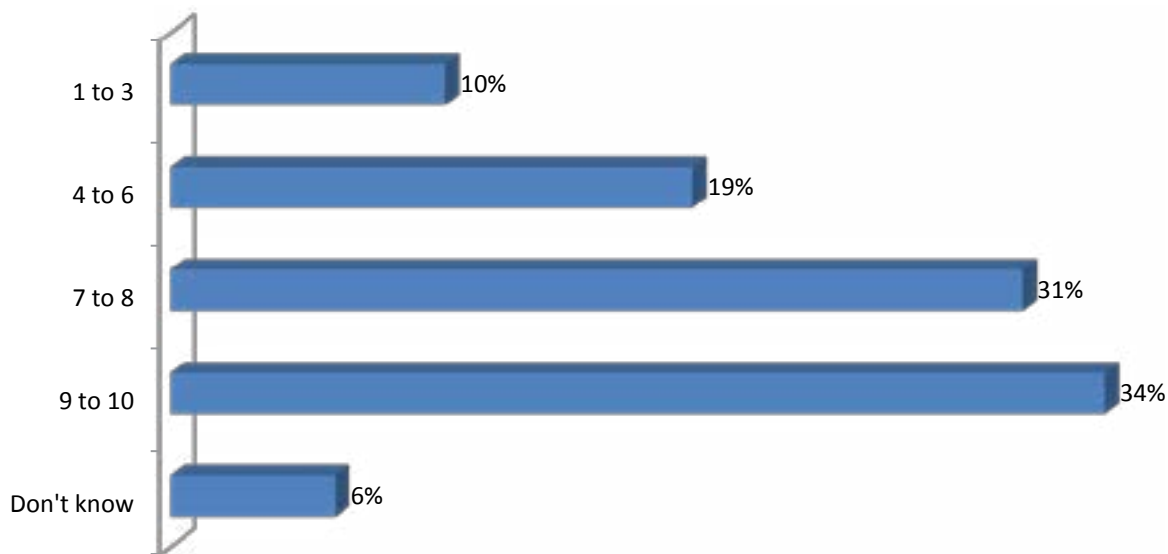


Polk

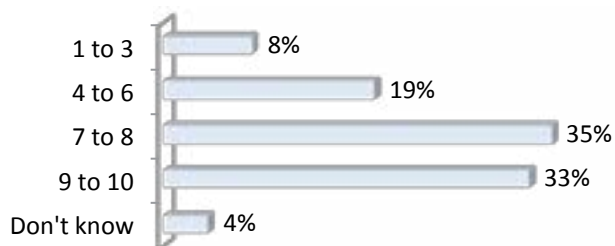


If the Florida Department of Health reported to you on the quality of drinking water, how much would you trust the information?

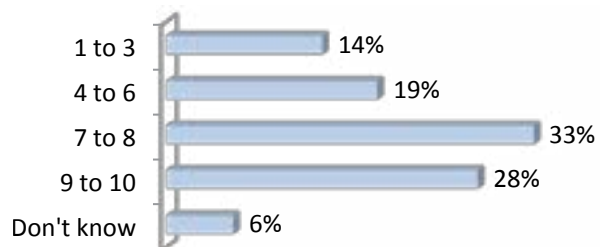
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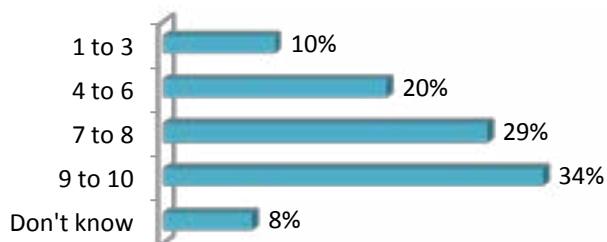
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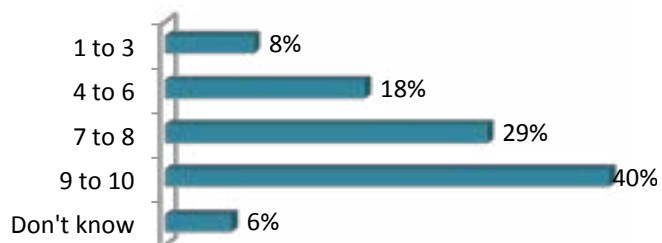
Pasco

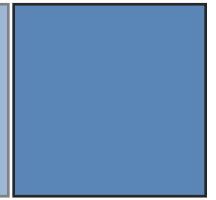
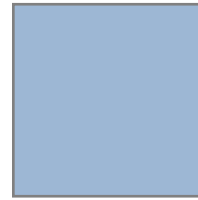
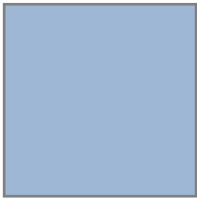
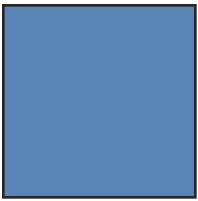


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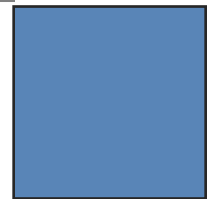
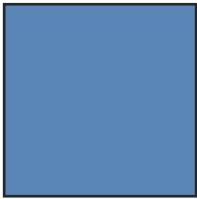
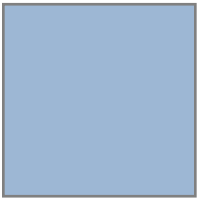


Polk





FAMILIARITY WITH TERMS FOR REUSED WATER



Familiarity with Terms for Reused Water

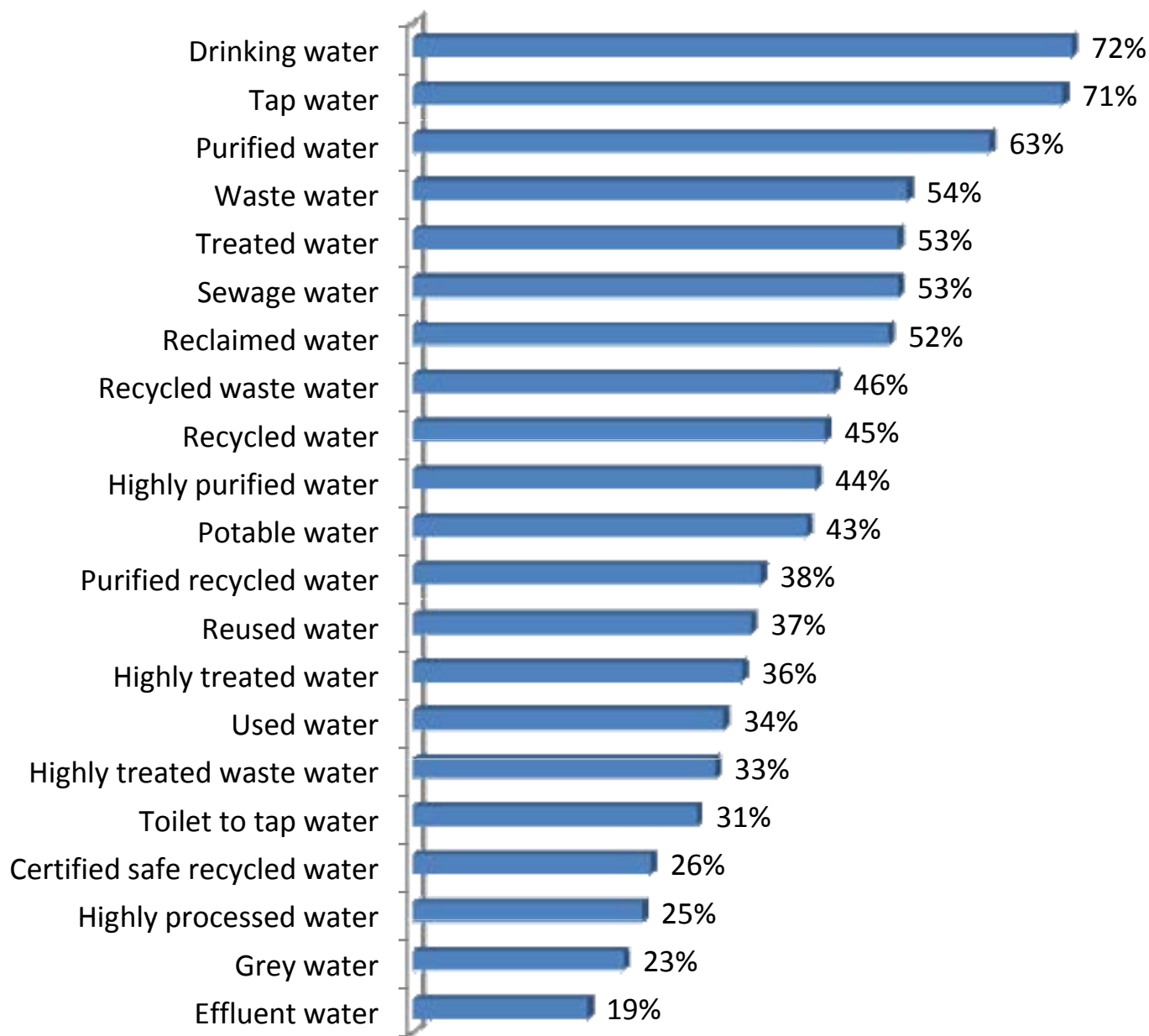
Drinking water and tap water are the two most understood terms and over seven in ten residents (72% and 71%, respectively) claim to completely understand both of them. Drinking water is the most understood term among residents of all counties interviewed in this study, and tap water was second in all counties, except for Pasco County where it was third.

Purified water is the reused water term that is understood by the highest percentage of residents (63%). Understanding of this term is greatest among residents in Pasco County (72%) and lowest in Hillsborough County (58%). At least half of residents claim they completely understand the following terms: waste water, reclaimed water, treated water, and sewage water. At least half of residents in the following counties (relevant county in parentheses) claim to completely understand the terms recycled water (Pasco) and recycled waste water (Hillsborough).

The terms that have the lowest levels of understanding are effluent water (67% had never heard of) and grey water (61%). Understanding of the term effluent water is lowest in Hillsborough County (70% have not heard of) and understanding of the term grey water is lowest in Pasco County (64%).

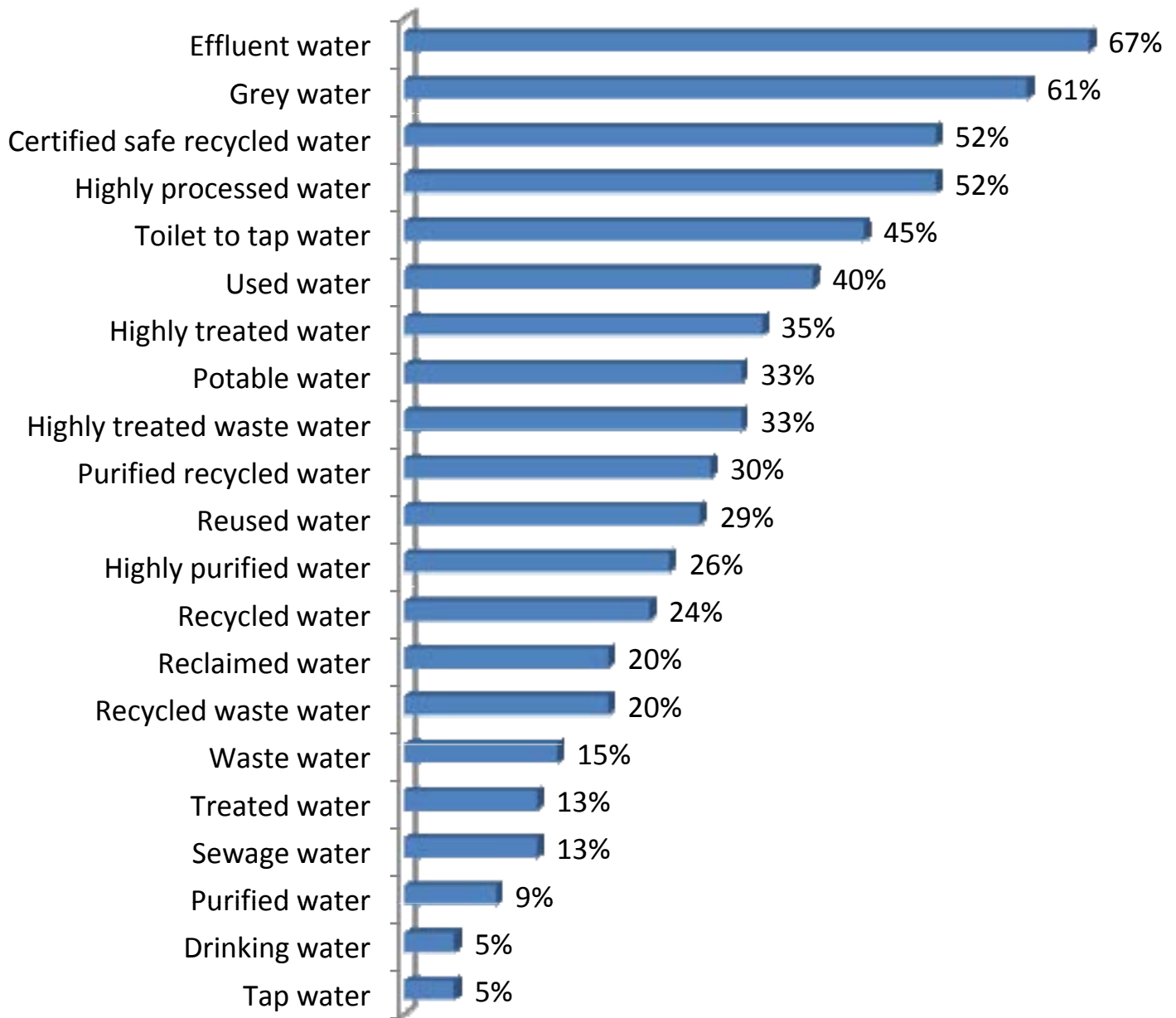
Familiarity with terms for water

The following terms for water were presented to individuals. The percentages below reflect how many individuals “completely understand” each term.



Familiarity with terms for water

The following terms for water were presented to individuals. The percentages below reflect how many individuals had not heard of each term.



Familiarity with terms for water

	Total			Hillsborough			Pasco		
	Completely understand term	Have heard of term, but don't quite understand	Have not heard of it at all	Completely understand term	Have heard of term, but don't quite understand	Have not heard of it at all	Completely understand term	Have heard of term, but don't quite understand	Have not heard of it at all
Drinking water**	72%	23%	5%	68%	25%	7%	75%	24%	2%
Tap water**	71%	24%	5%	68%	26%	6%	71%	28%	1%
Purified water*	63%	28%	9%	58%	28%	14%	72%	21%	7%
Waste water*	54%	31%	15%	45%	27%	28%	67%	23%	10%
Treated water**	53%	34%	13%	53%	33%	14%	51%	38%	11%
Sewage water**	53%	34%	13%	54%	35%	11%	51%	35%	14%
Reclaimed water*	52%	28%	20%	44%	35%	21%	63%	24%	13%
Recycled waste water**	46%	34%	20%	53%	29%	19%	43%	38%	19%
Recycled water*	45%	31%	24%	42%	41%	17%	57%	26%	16%
Highly purified water**	44%	30%	26%	46%	31%	23%	44%	35%	21%
Potable water*	43%	24%	33%	45%	23%	32%	46%	20%	34%
Purified recycled water**	38%	32%	30%	36%	31%	32%	38%	32%	29%
Reused water**	37%	34%	29%	34%	35%	31%	34%	39%	27%
Highly treated water*	36%	29%	35%	33%	32%	35%	36%	35%	29%
Used water*	34%	26%	40%	24%	23%	53%	45%	19%	36%
Highly treated waste water*	33%	34%	33%	27%	40%	33%	34%	29%	37%
Toilet to tap water**	31%	23%	35%	33%	25%	42%	25%	29%	46%
Certified safe recycled water*	26%	21%	52%	29%	22%	49%	27%	22%	52%
Highly processed water**	25%	23%	52%	26%	25%	49%	27%	22%	51%
Grey water**	23%	17%	61%	26%	19%	55%	20%	17%	64%
Effluent water*	19%	14%	67%	13%	17%	70%	20%	15%	65%

* 751 responses: Because of length of questionnaire, not all questions were asked to all respondents.

**807 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Familiarity with terms for water

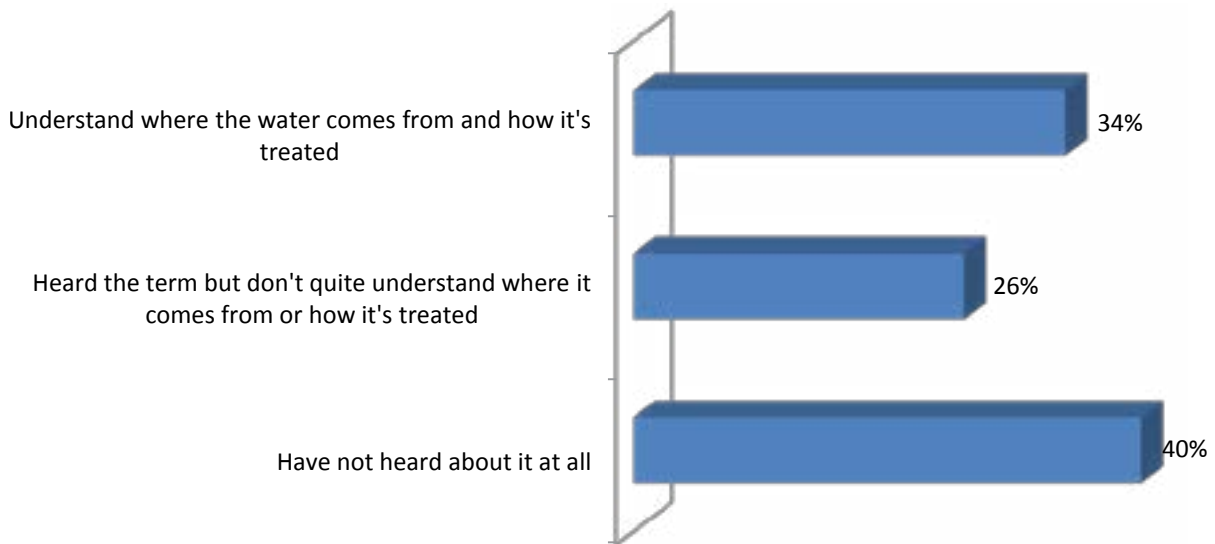
	Pinellas			Polk		
	Completely understand term	Have heard of term, but don't quite understand	Have not heard of it at all	Completely understand term	Have heard of term, but don't quite understand	Have not heard of it at all
Drinking water**	72%	21%	7%	74%	21%	5%
Tap water**	72%	22%	6%	73%	21%	6%
Purified water*	63%	31%	6%	60%	32%	8%
Waste water*	54%	31%	15%	51%	41%	8%
Treated water**	46%	35%	19%	63%	28%	10%
Sewage water**	46%	38%	16%	61%	28%	11%
Reclaimed water*	59%	29%	12%	43%	24%	34%
Recycled waste water**	43%	38%	19%	44%	32%	24%
Recycled water*	47%	28%	25%	37%	27%	37%
Highly purified water**	41%	25%	34%	44%	29%	27%
Potable water*	41%	25%	34%	39%	28%	33%
Purified recycled water**	34%	35%	31%	43%	27%	29%
Reused water**	36%	32%	32%	46%	27%	26%
Highly treated water*	42%	29%	30%	35%	22%	44%
Used water*	35%	29%	36%	33%	34%	33%
Highly treated waste water*	36%	26%	38%	38%	38%	24%
Toilet to tap water**	32%	21%	46%	36%	19%	46%
Certified safe recycled water*	31%	24%	45%	20%	19%	61%
Highly processed water**	19%	23%	58%	30%	21%	49%
Grey water**	25%	14%	61%	20%	18%	62%
Effluent water*	20%	17%	63%	22%	9%	69%

* 751 responses: Because of length of questionnaire, not all questions were asked to all respondents.

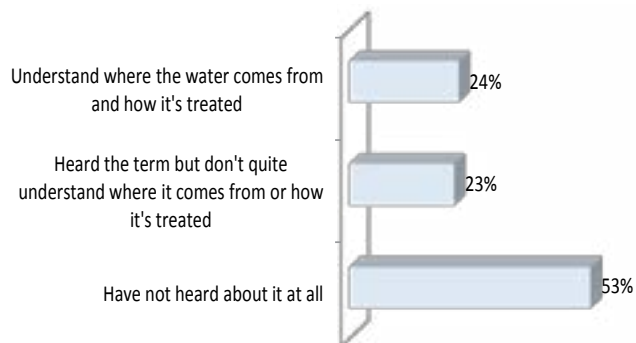
**807 responses: Because of length of questionnaire, not all questions were asked to all respondents.

What do you know about used water?*

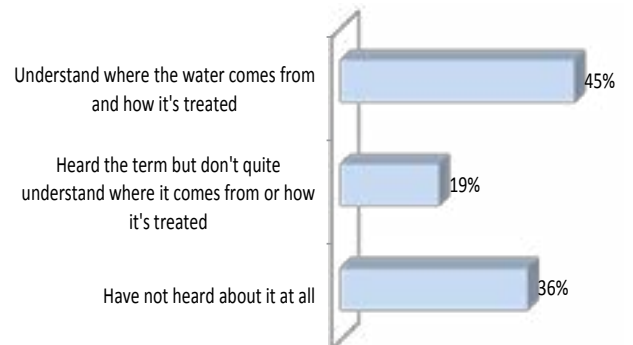
Total



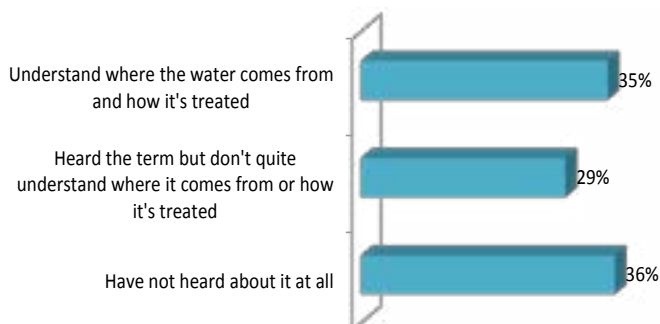
Hillsborough



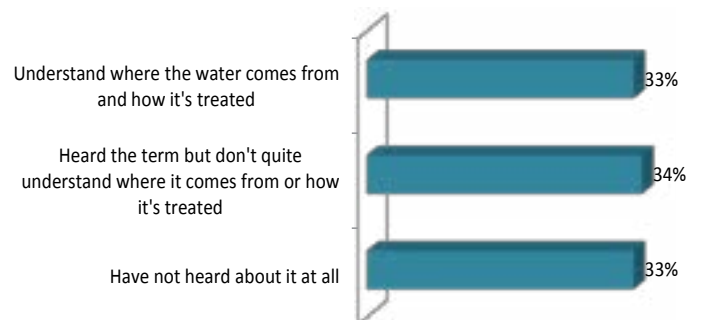
Pasco



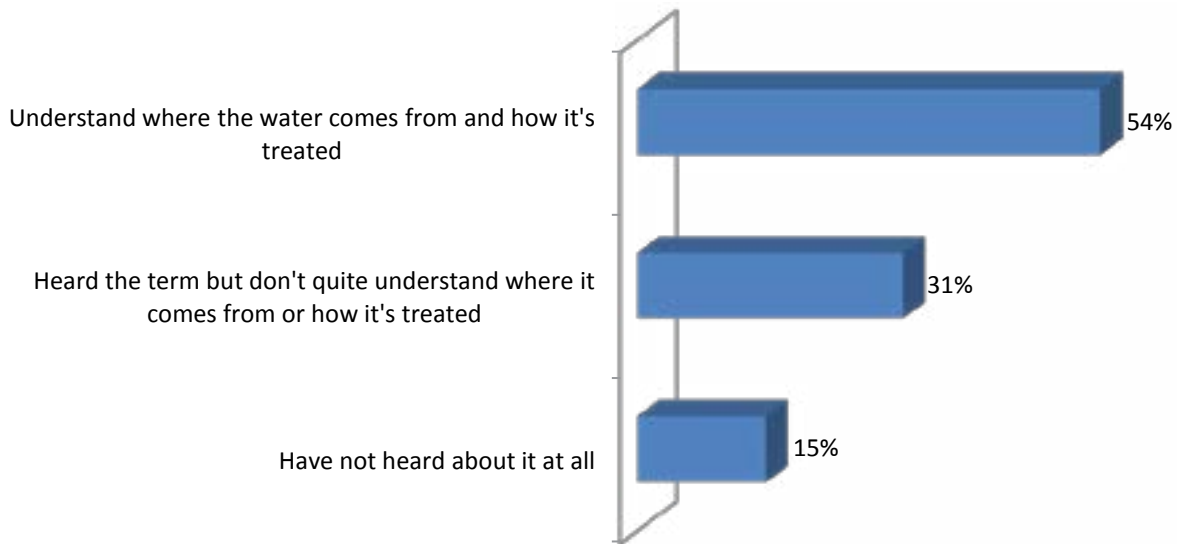
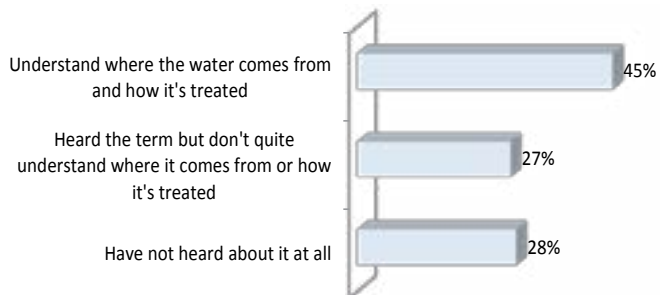
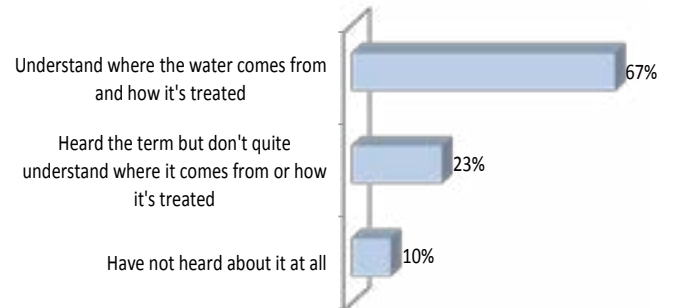
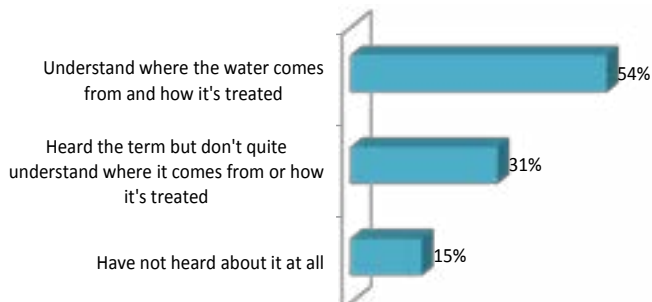
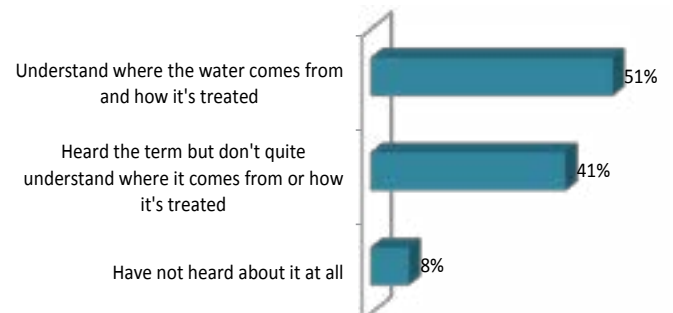
Pinellas



Polk



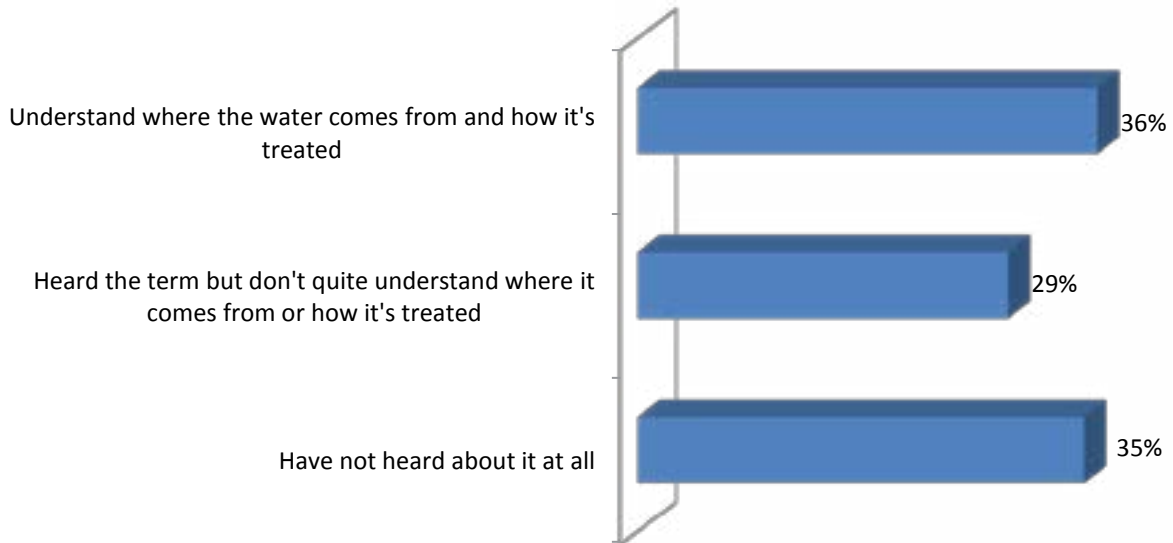
* 751 Responses

*What do you know about waste water?****Total****Hillsborough****Pasco****Pinellas****Polk**

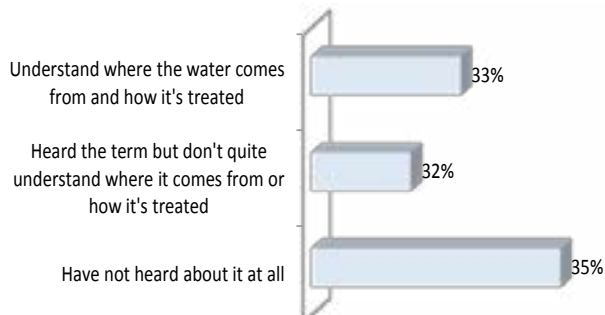
* 751 Responses

What do you know about highly treated water?*

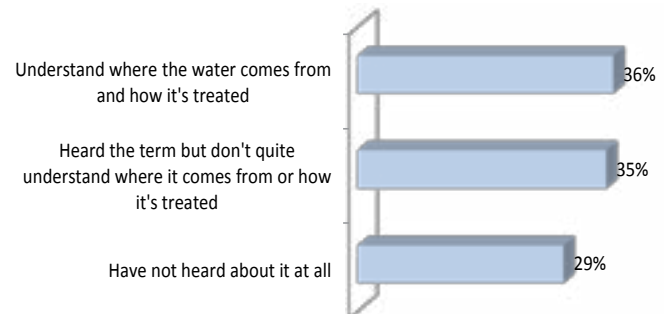
Total



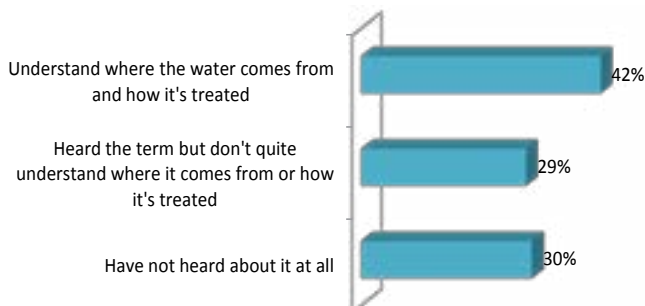
Hillsborough



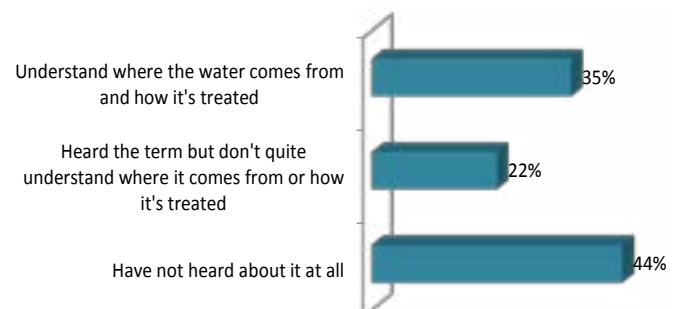
Pasco



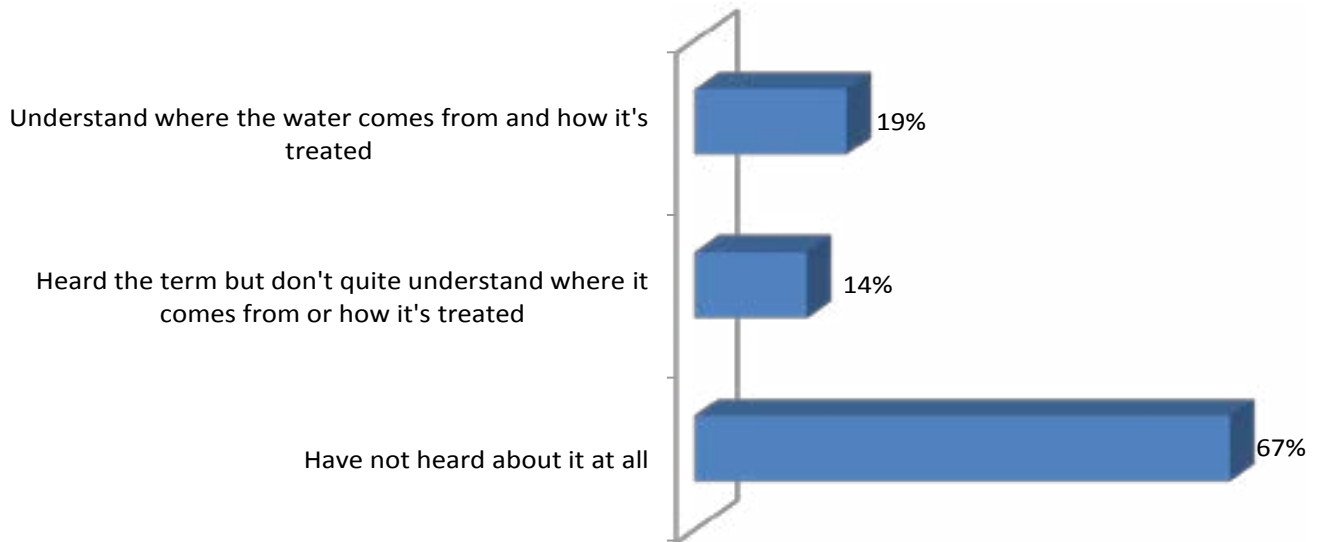
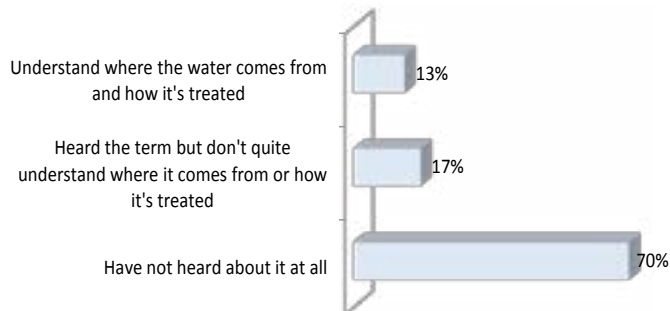
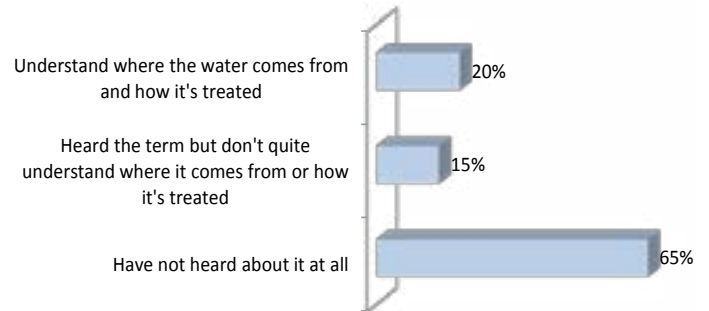
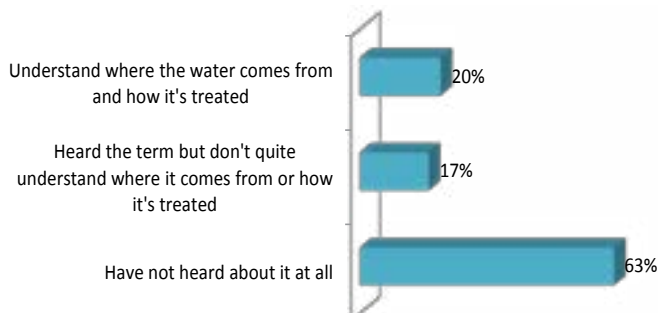
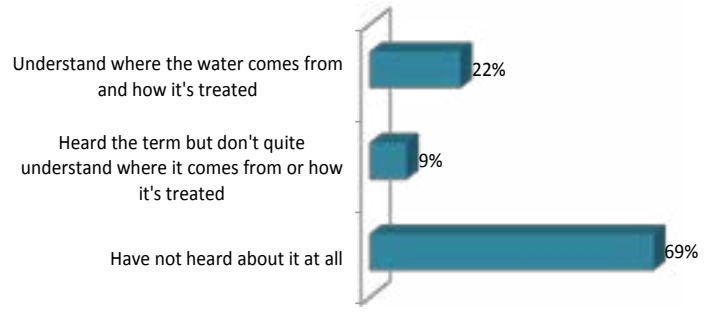
Pinellas



Polk



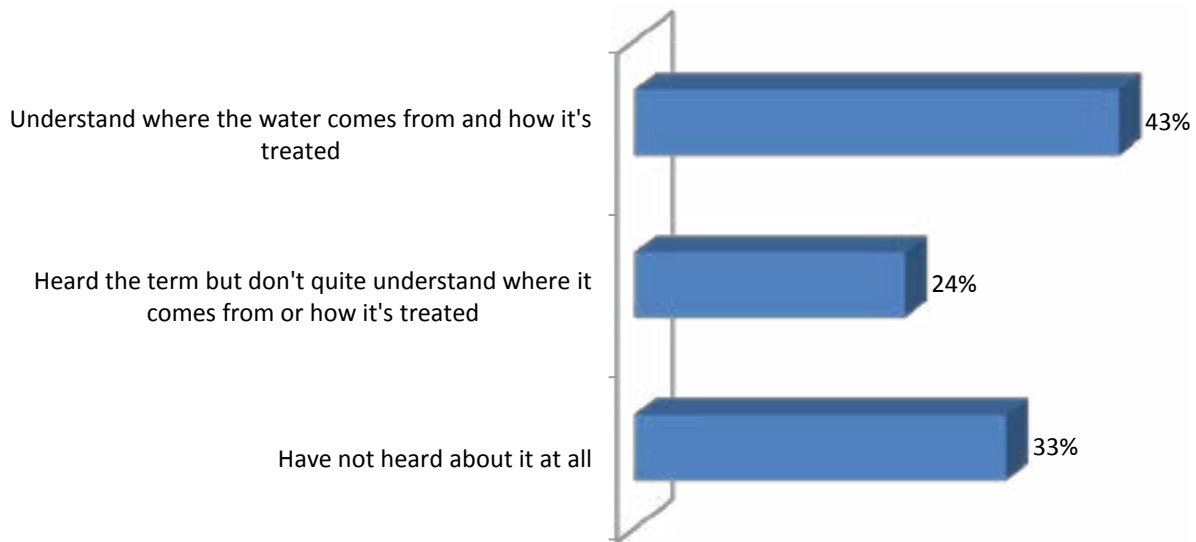
* 751 Responses

*What do you know about effluent water?****Total****Hillsborough****Pasco****Pinellas****Polk**

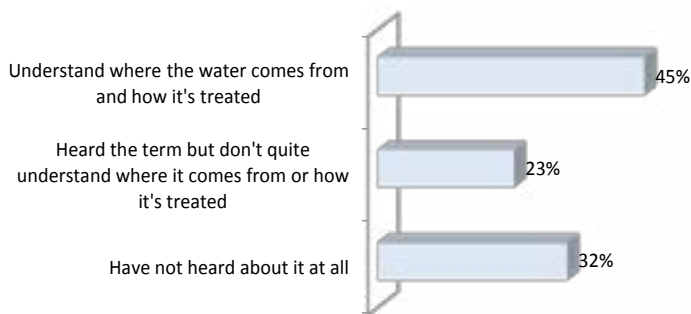
* 751 Responses

What do you know about potable water?*

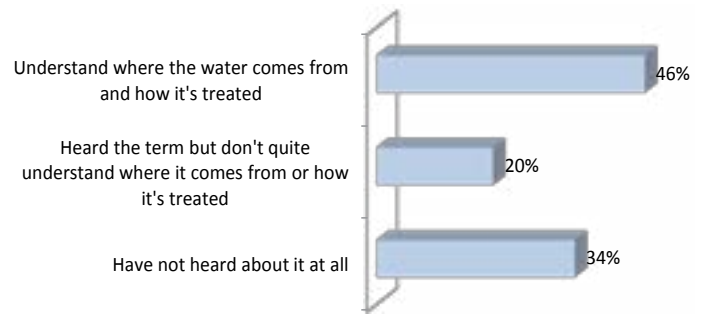
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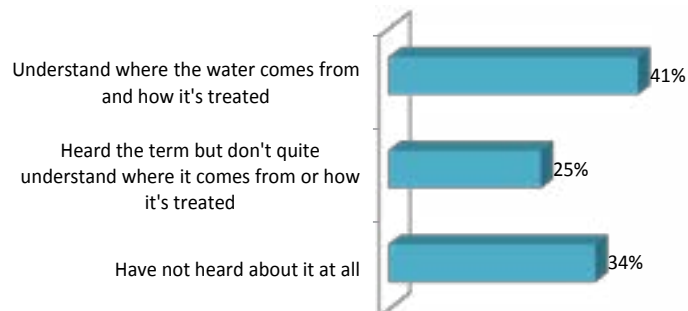
Hillsborough



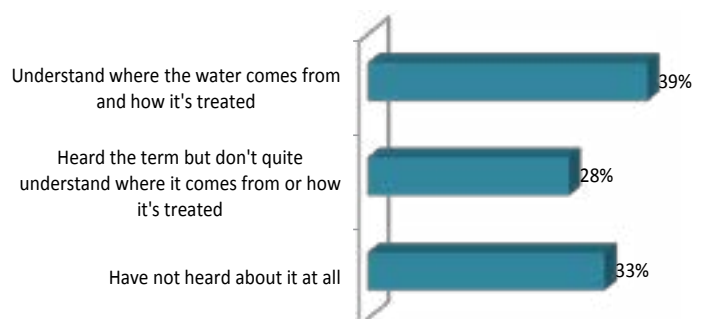
Pasco



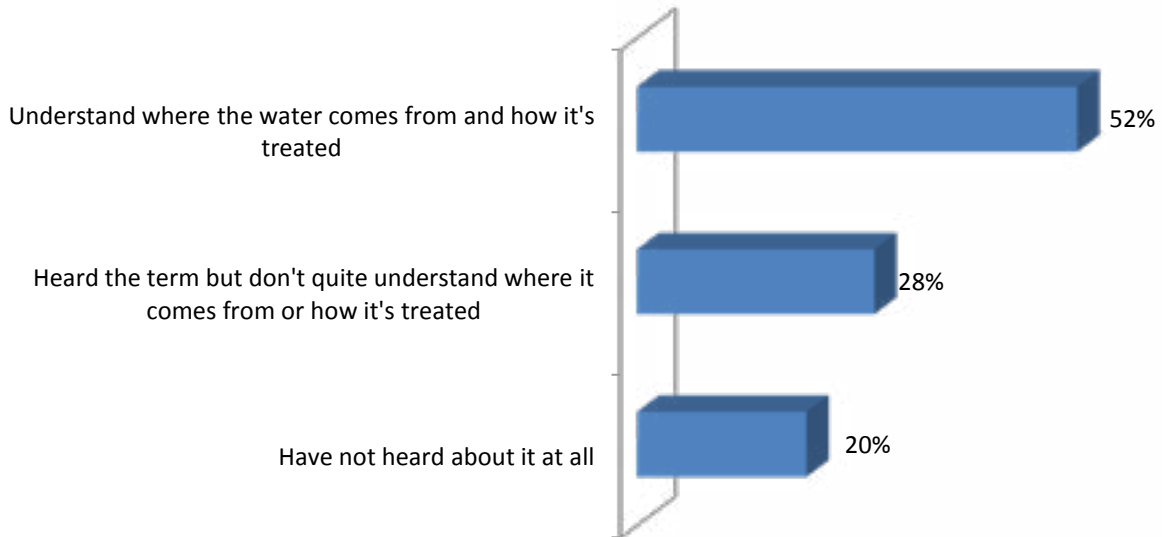
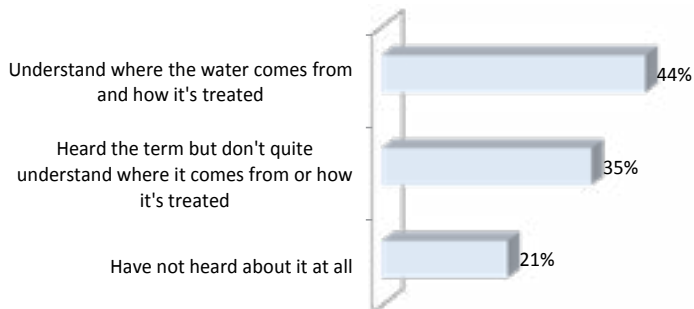
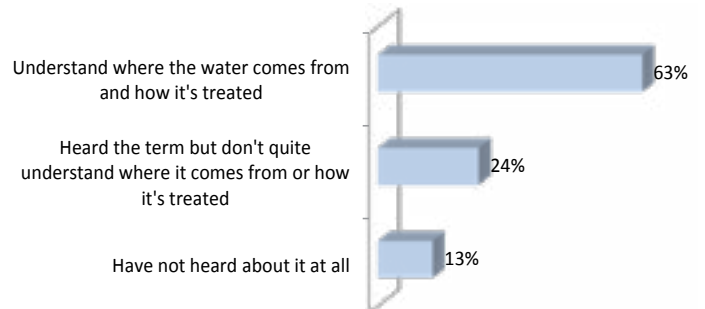
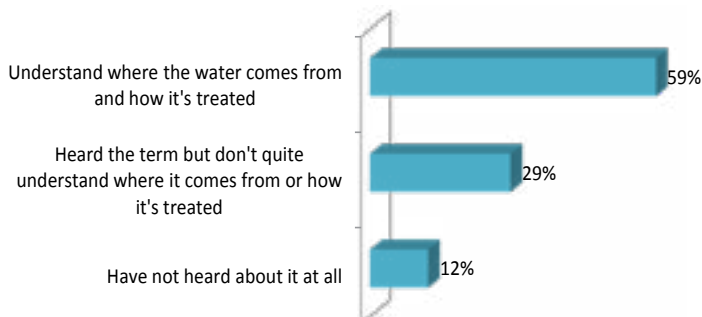
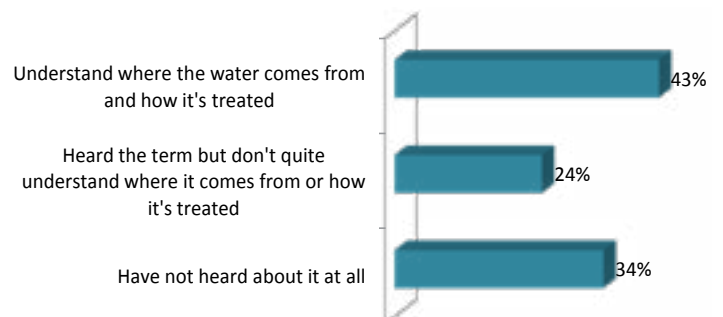
Pinellas



Polk



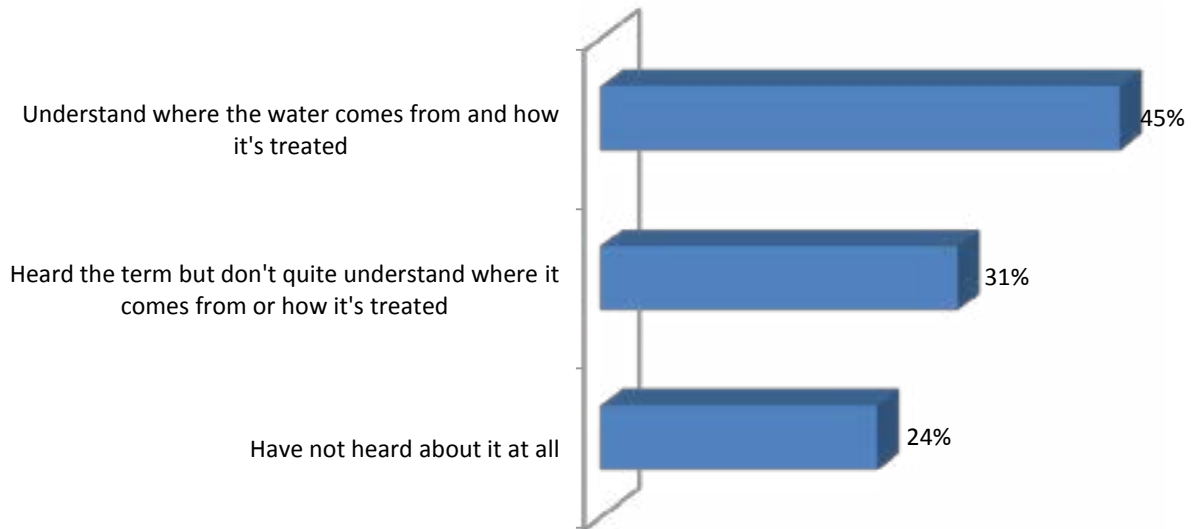
* 751 Responses

*What do you know about reclaimed water?****Total****Hillsborough****Pasco****Pinellas****Polk**

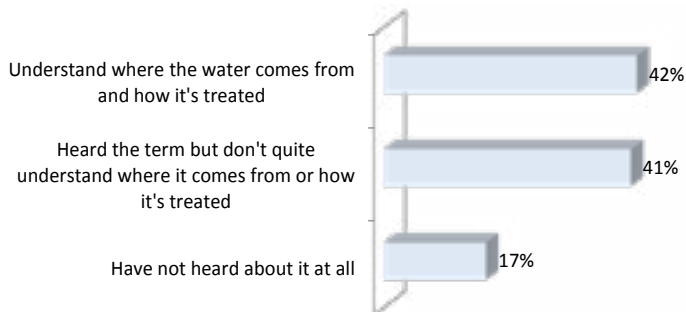
* 751 Responses

What do you know about recycled water?*

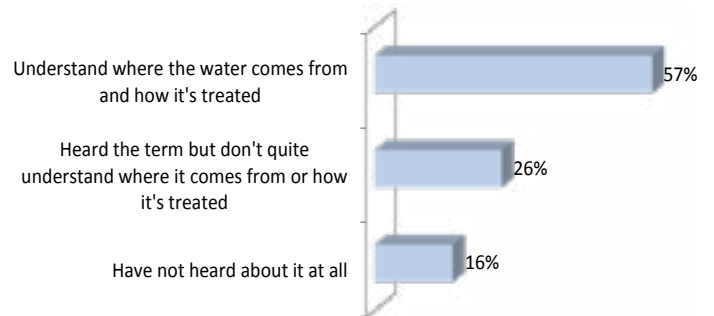
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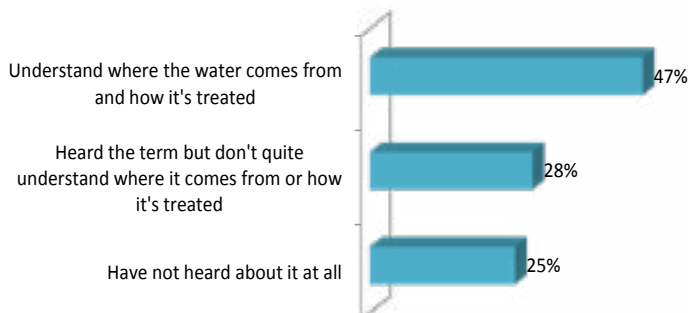
Hillsborough



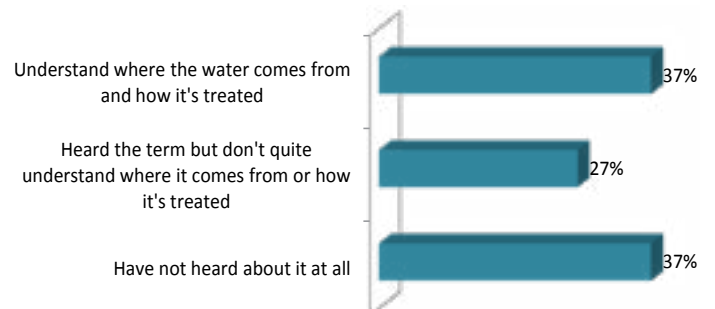
Pasco



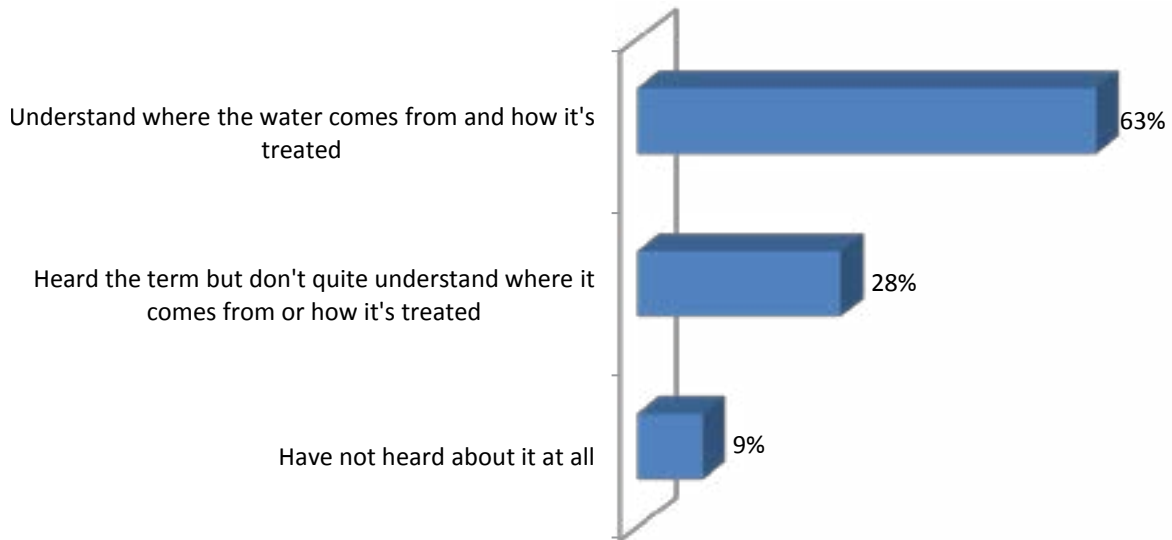
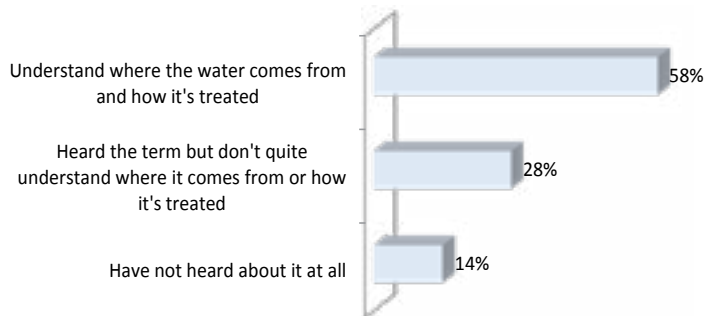
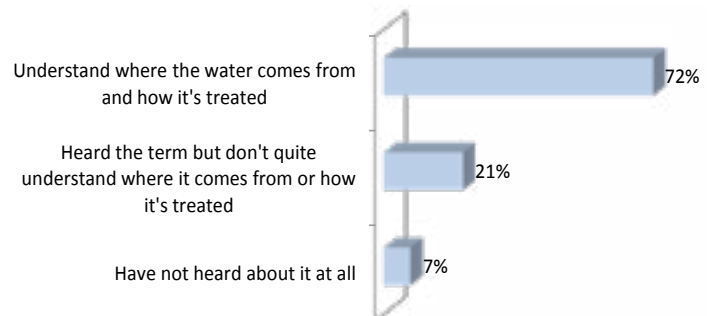
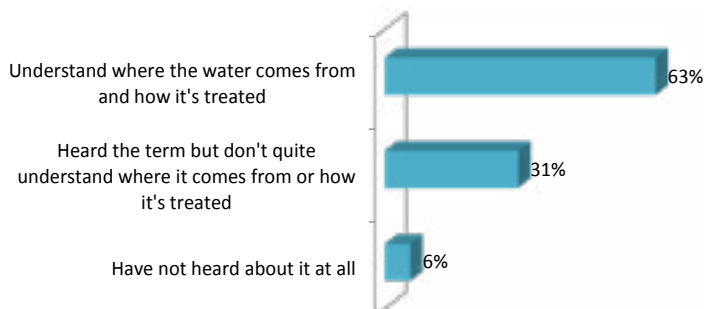
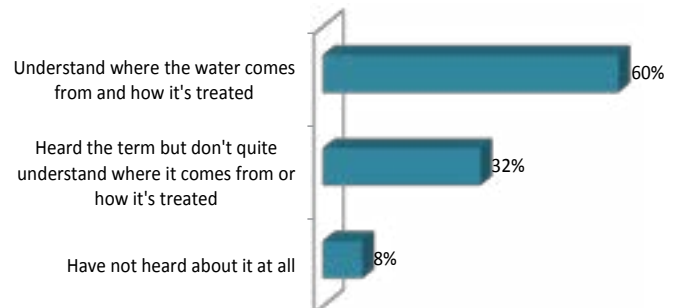
Pinellas



Polk



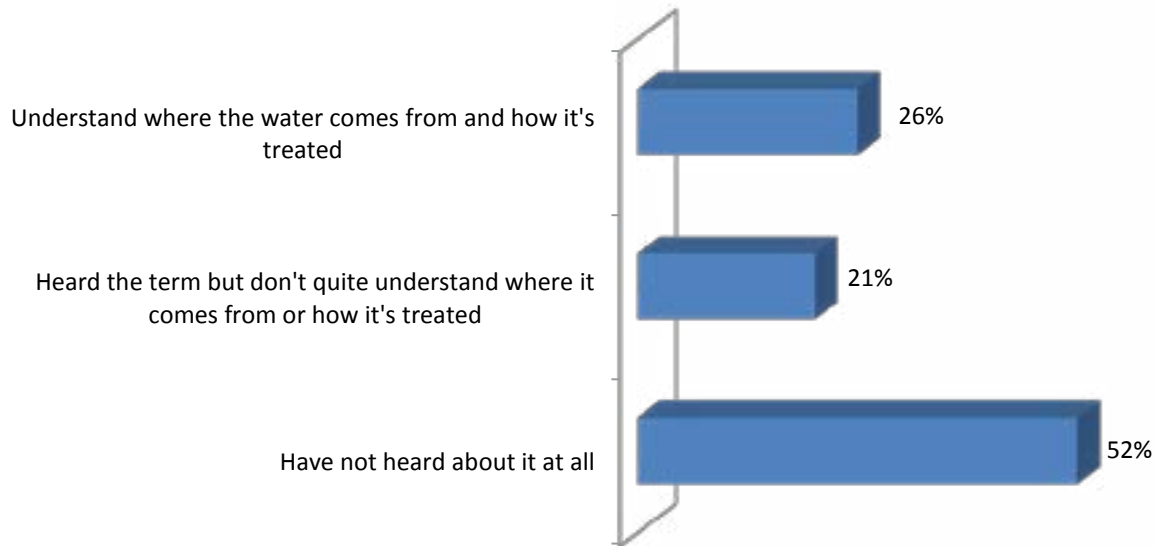
* 751 Responses

*What do you know about purified water?****Total****Hillsborough****Pasco****Pinellas****Polk**

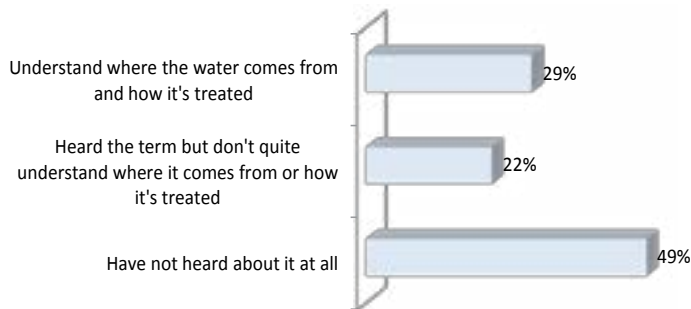
* 751 Responses

What do you know about certified safe recycled water?*

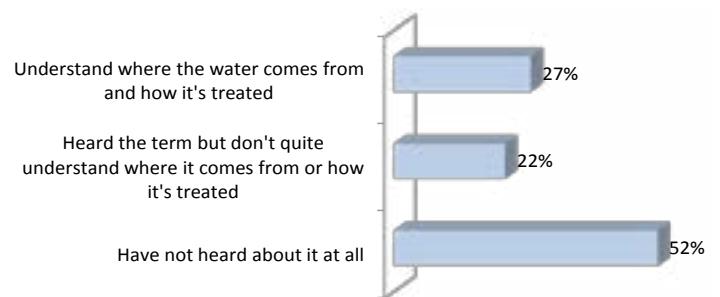
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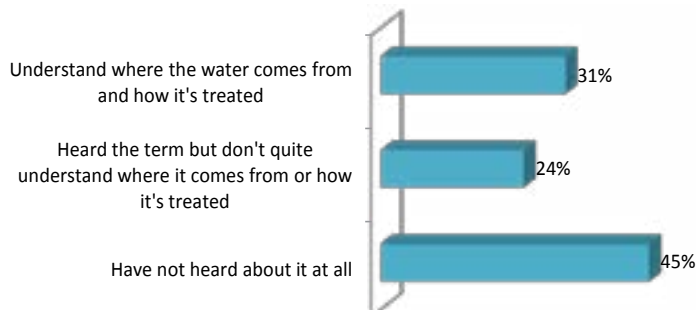
Hillsborough



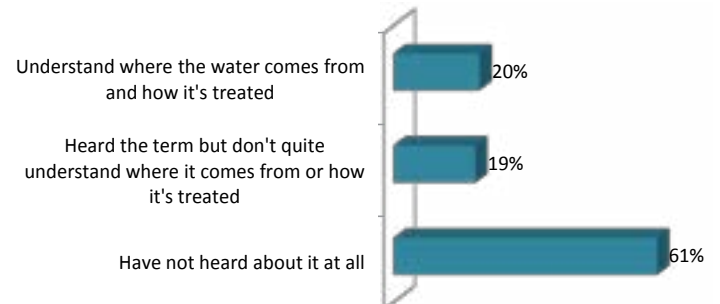
Pasco



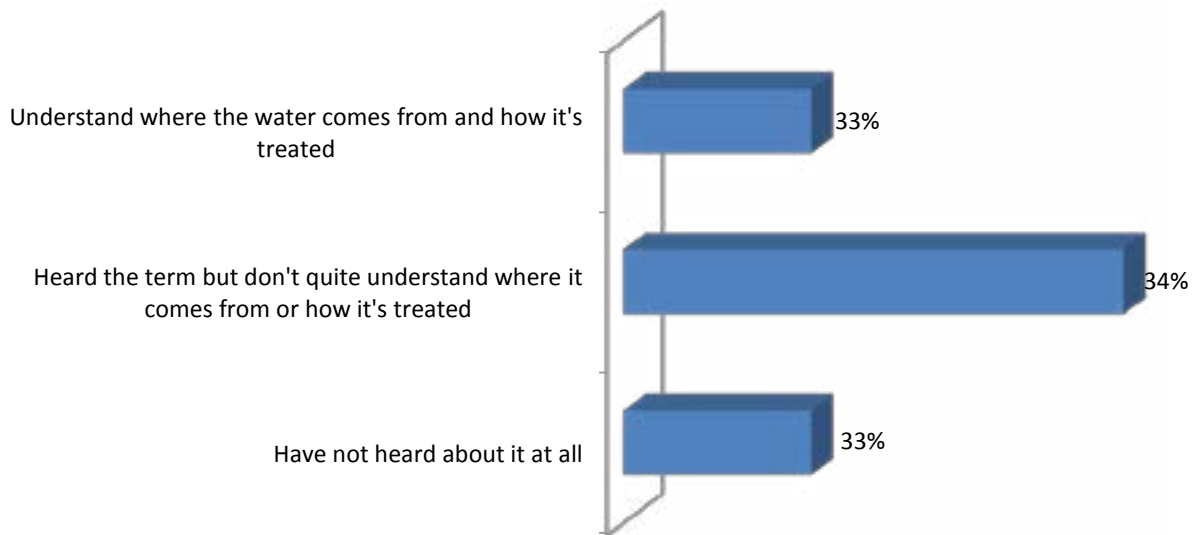
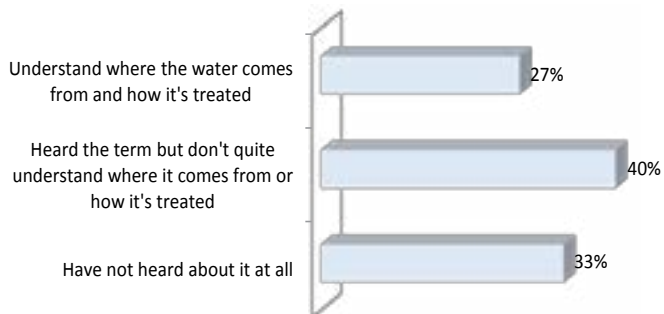
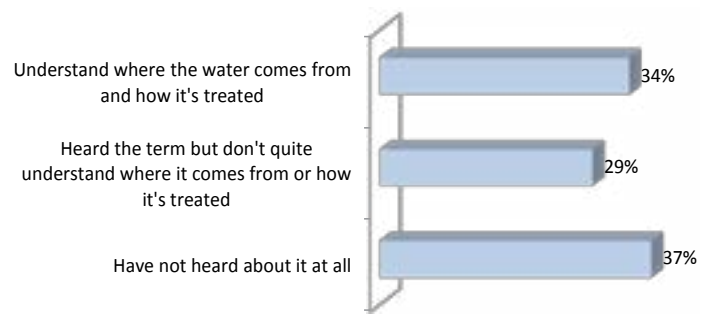
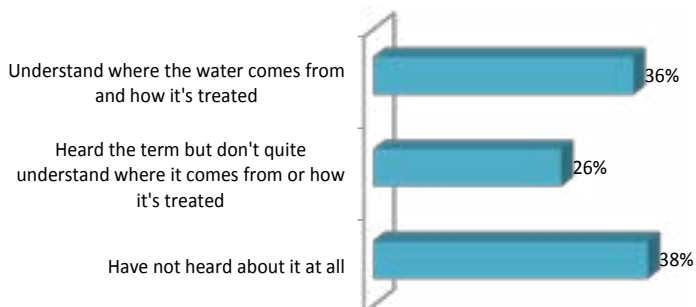
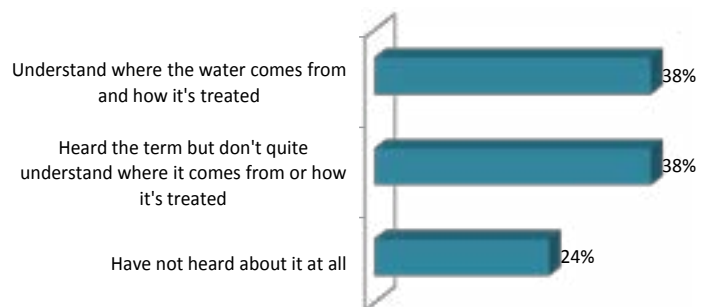
Pinellas



Polk



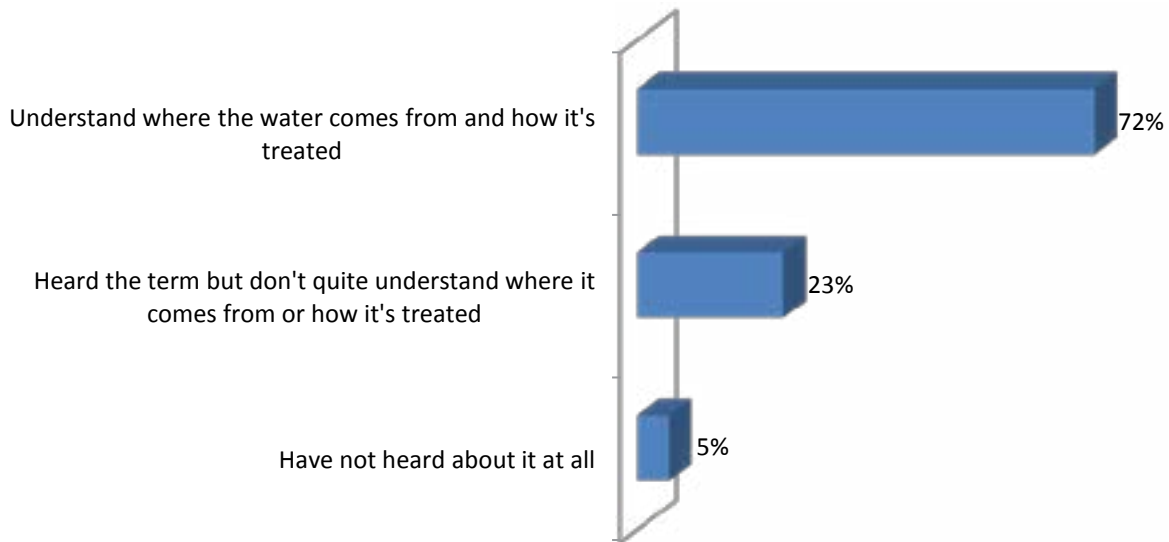
* 751 Responses

*What do you know about highly treated waste water?****Total****Hillsborough****Pasco****Pinellas****Polk**

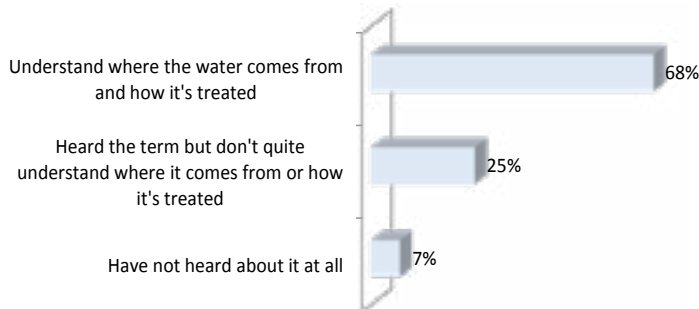
* 751 Responses

*What do you know about drinking water?**

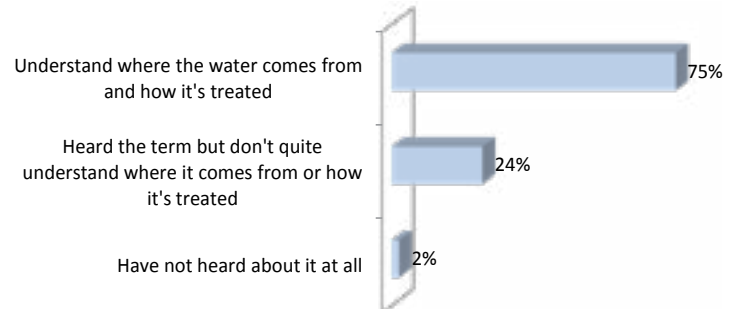
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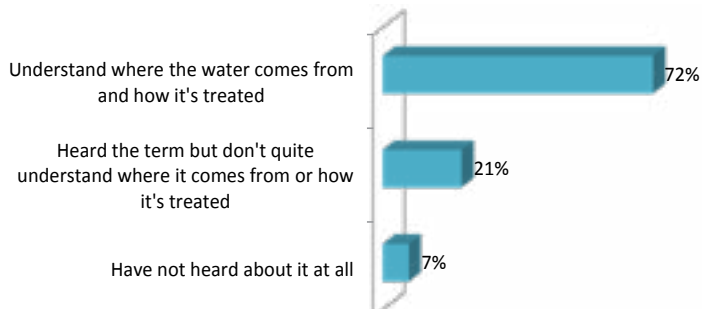
Hillsborough



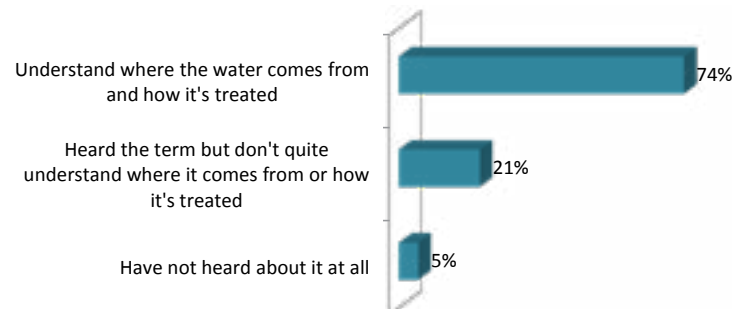
Pasco



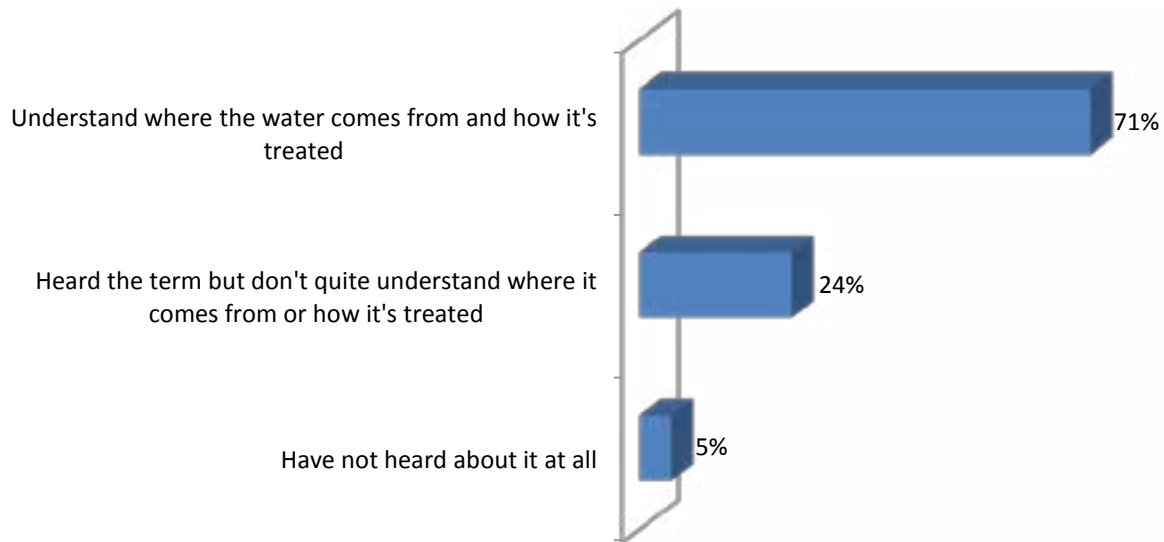
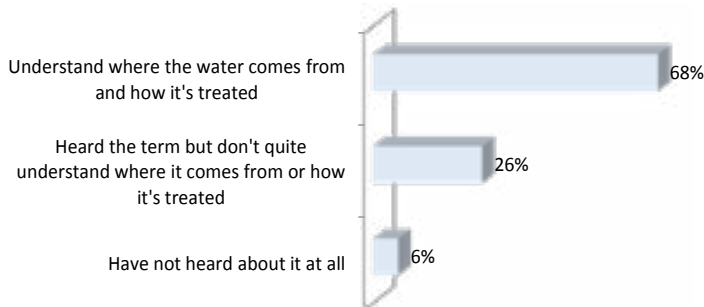
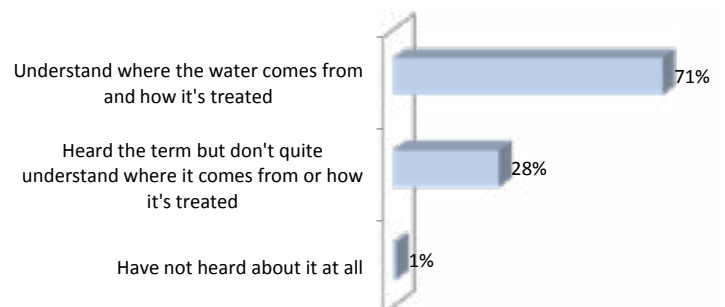
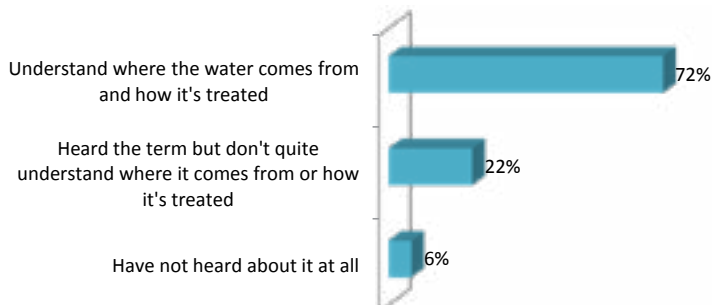
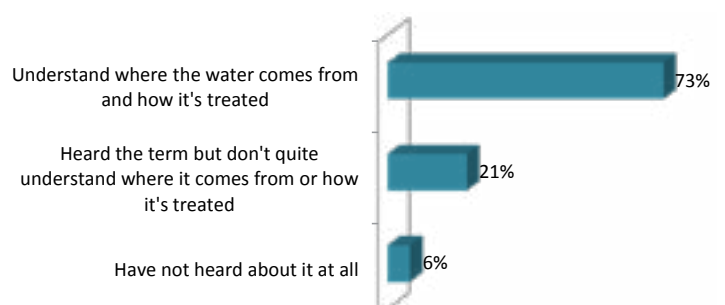
Pinellas



Polk



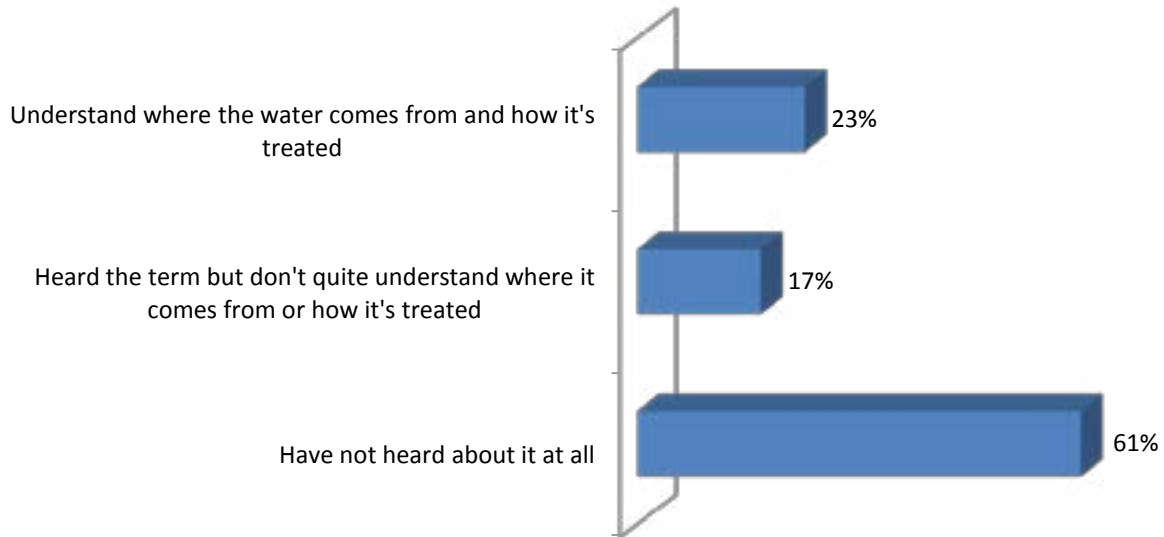
* 807 Responses

*What do you know about tap water?****Total****Hillsborough****Pasco****Pinellas****Polk**

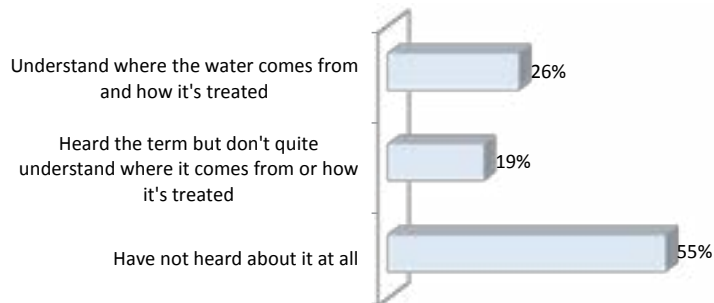
* 807 Responses

What do you know about grey water?*

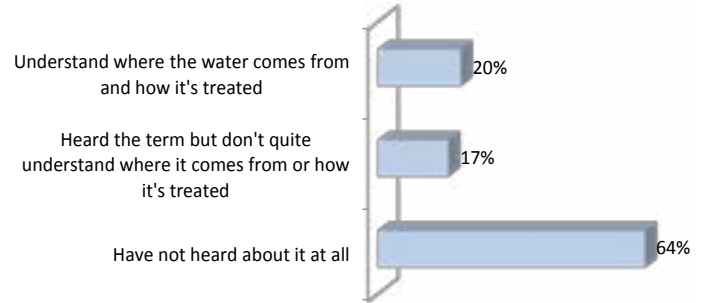
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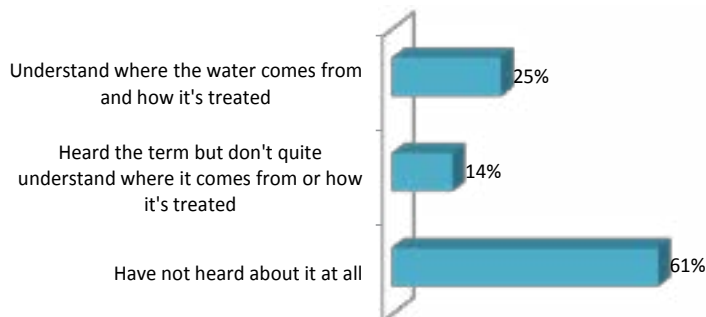
Hillsborough



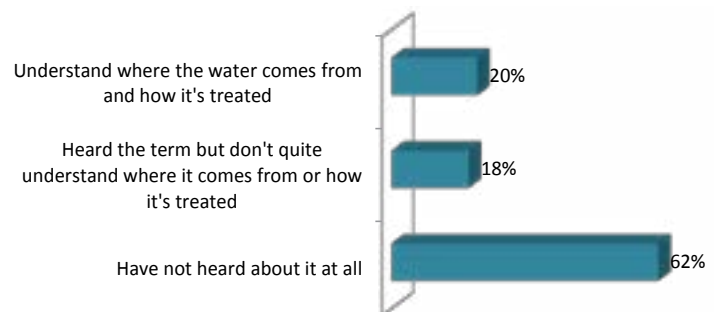
Pasco



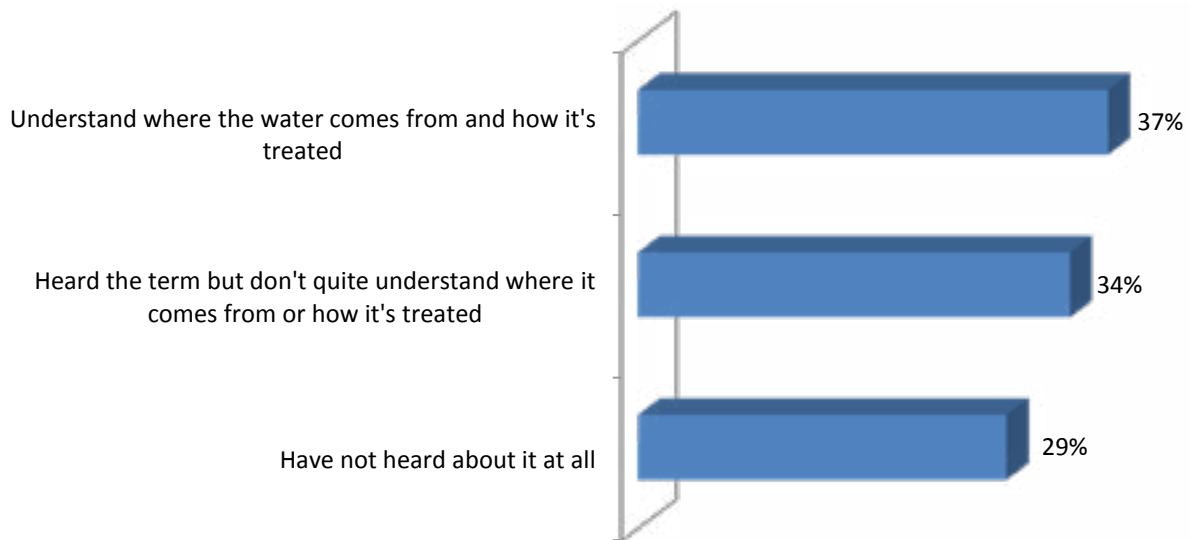
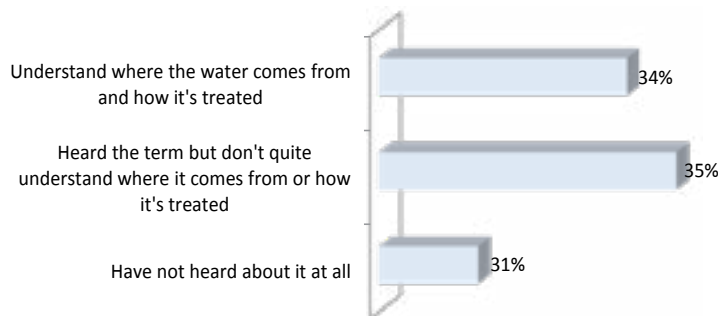
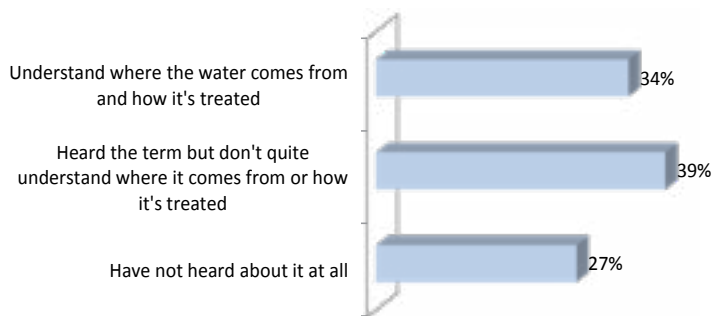
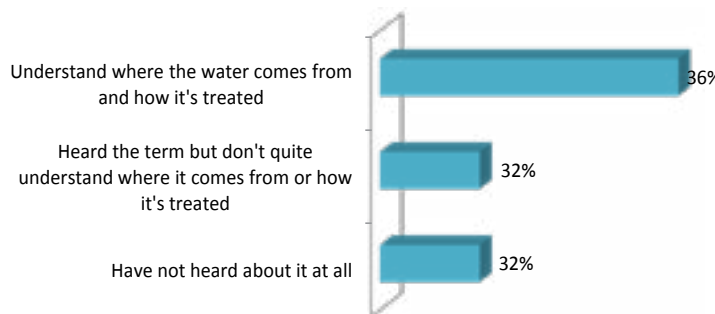
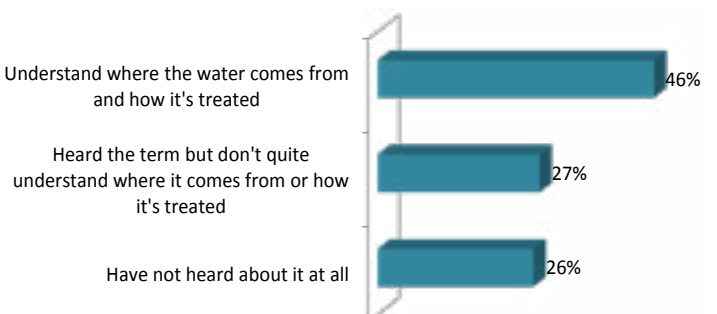
Pinellas



Polk



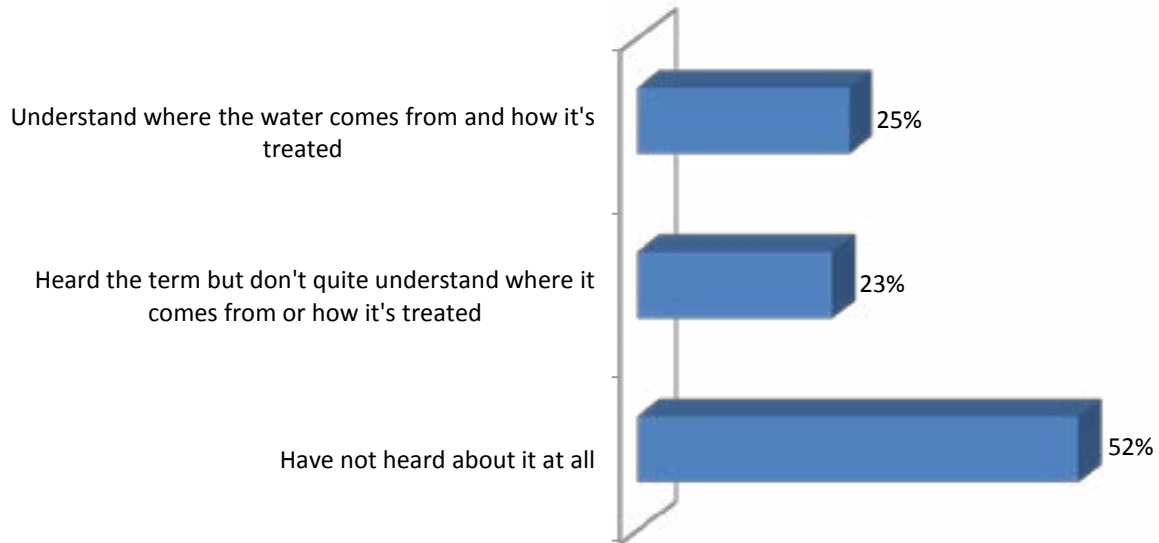
* 807 Responses

*What do you know about reused water?****Total****Hillsborough****Pasco****Pinellas****Polk**

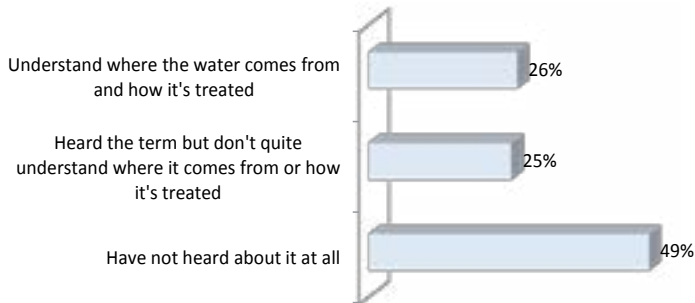
* 807 Responses

*What do you know about highly processed water?**

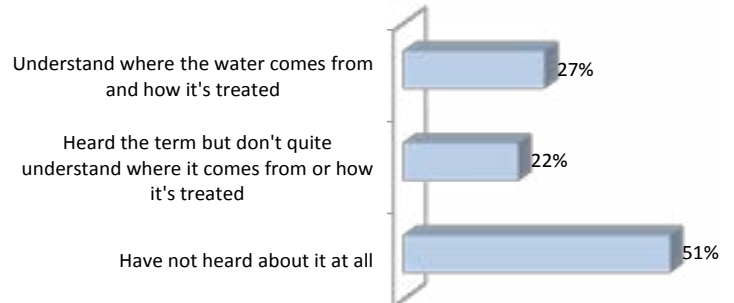
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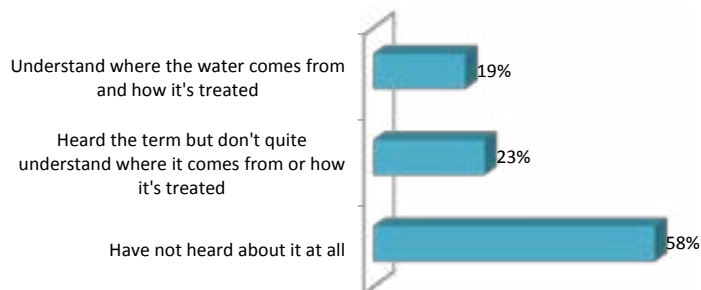
Hillsborough



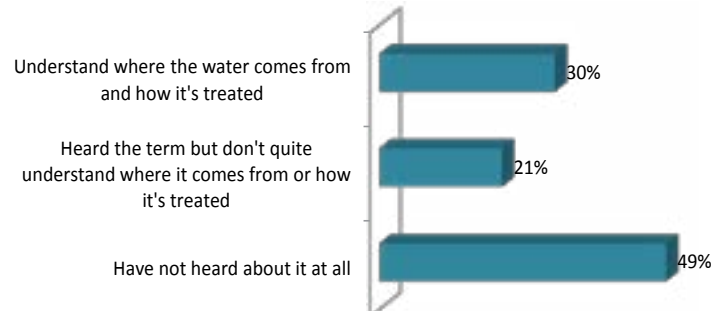
Pasco



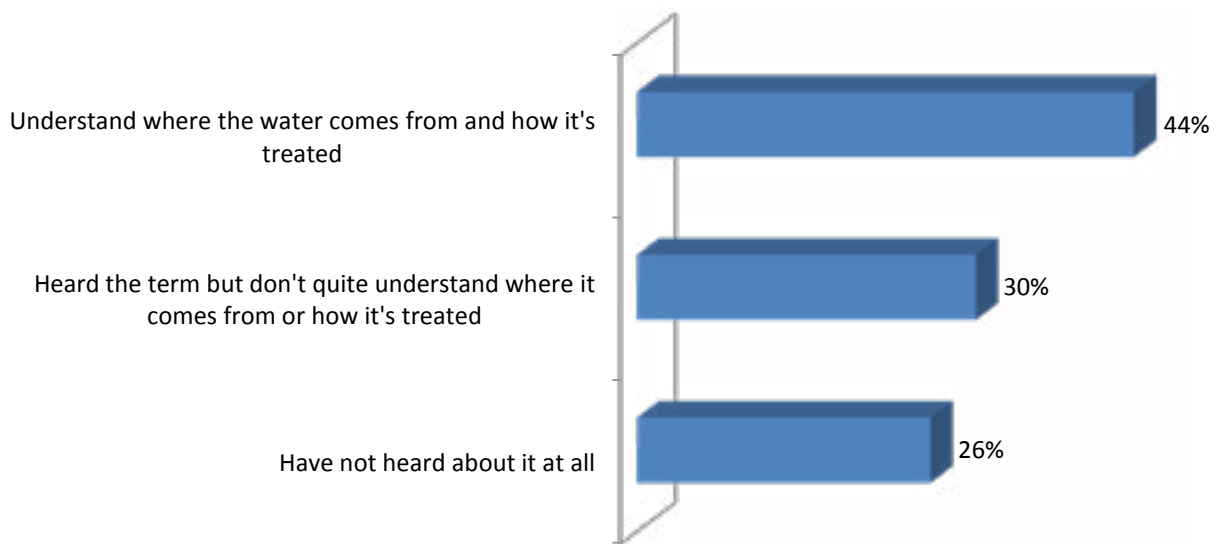
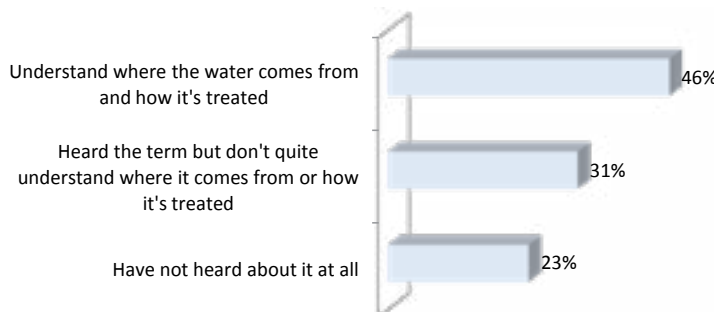
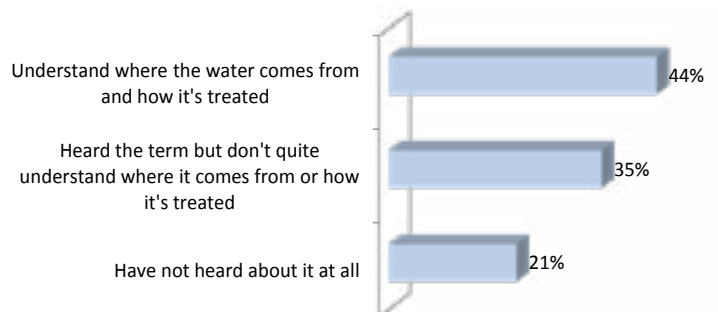
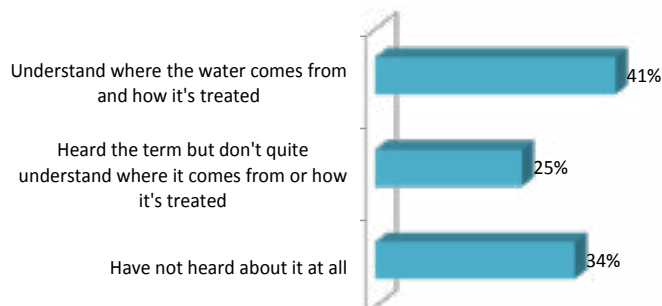
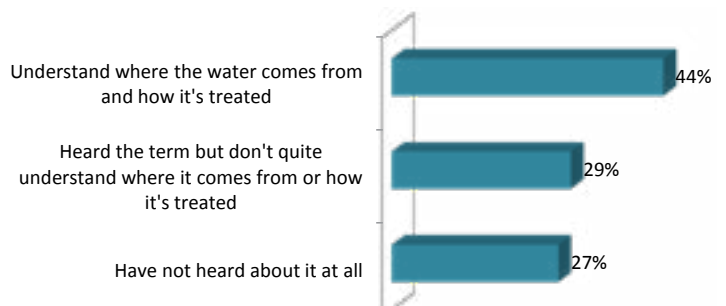
Pinellas



Polk



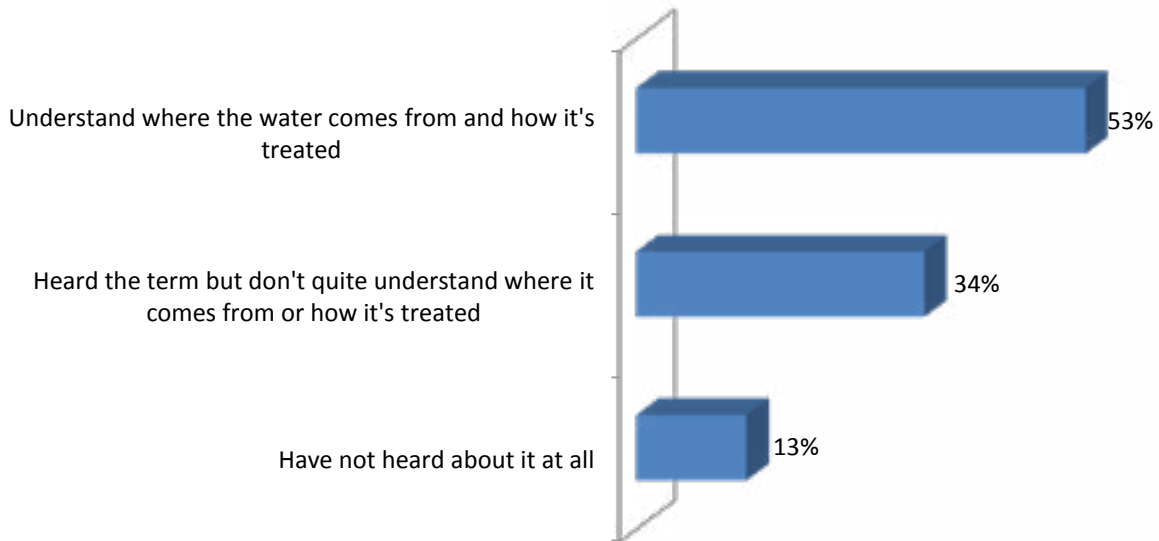
* 807 Responses

*What do you know about highly purified water?****Total****Hillsborough****Pasco****Pinellas****Polk**

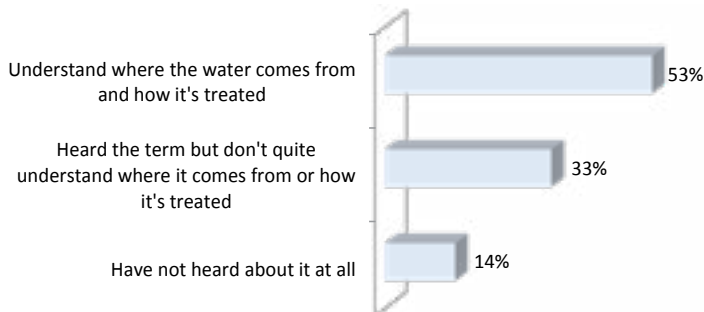
* 807 Responses

What do you know about treated water?*

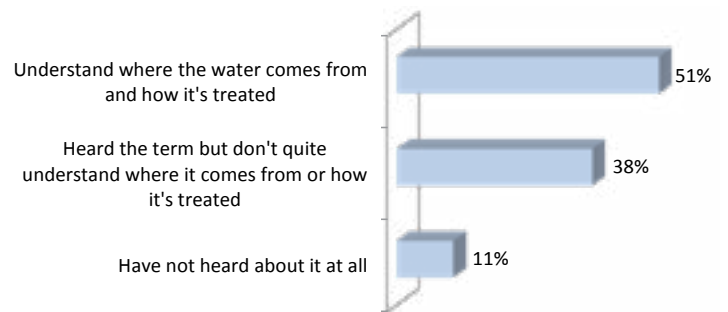
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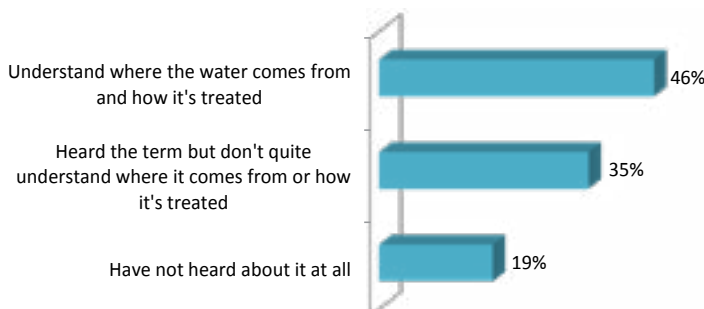
Hillsborough



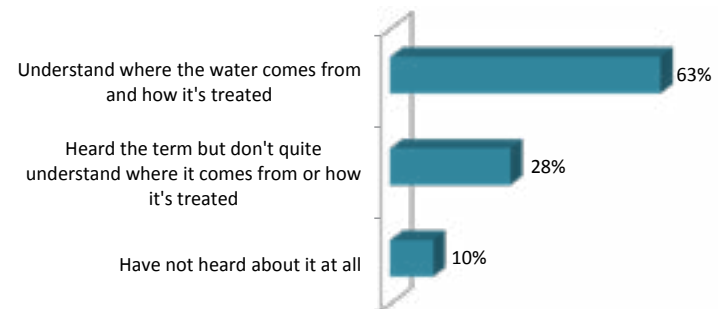
Pasco



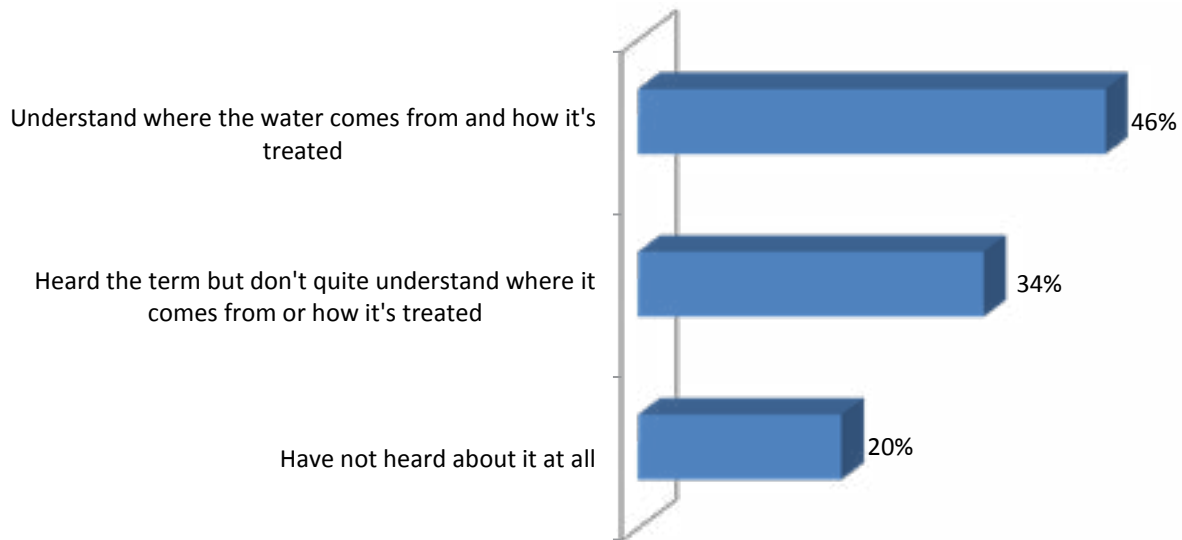
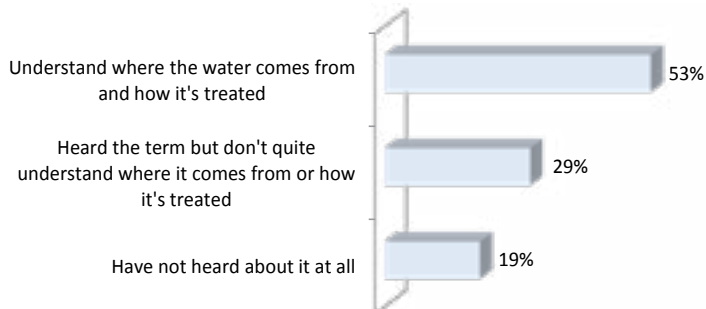
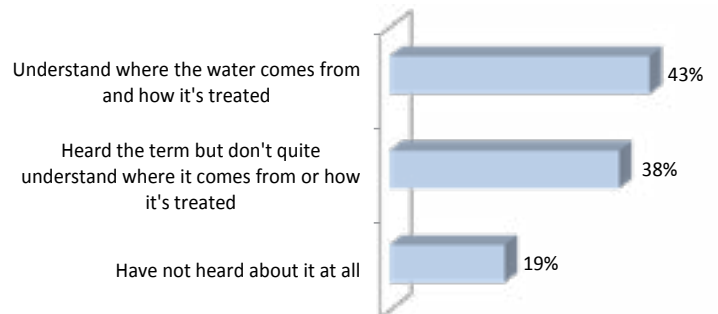
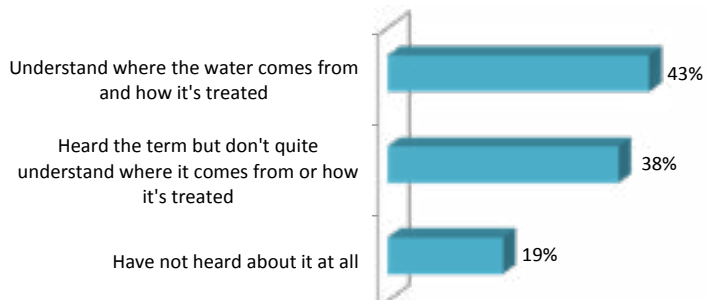
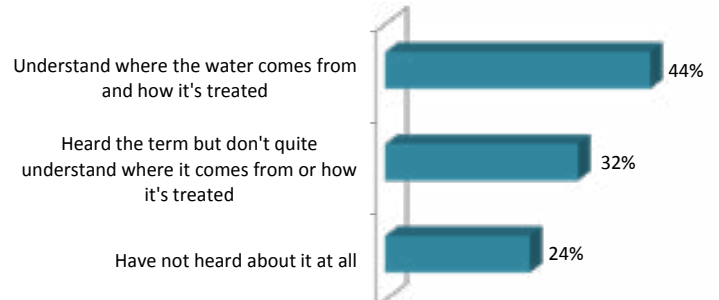
Pinellas



Polk



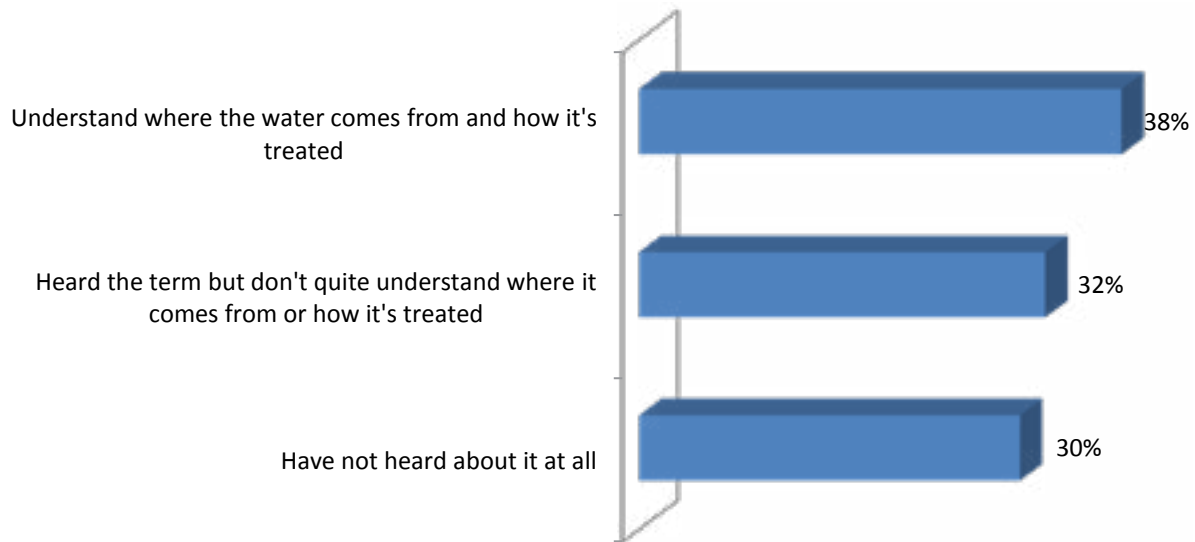
* 807 Responses

*What do you know about recycled waste water?****Total****Hillsborough****Pasco****Pinellas****Polk**

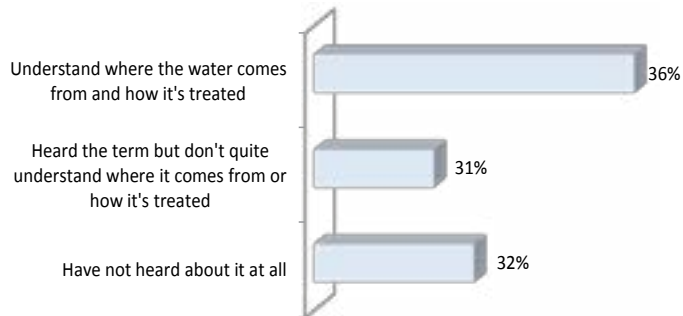
* 807 Responses

What do you know about purified recycled water?*

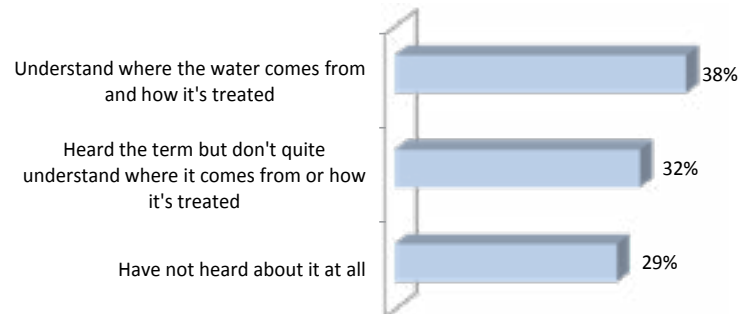
Total



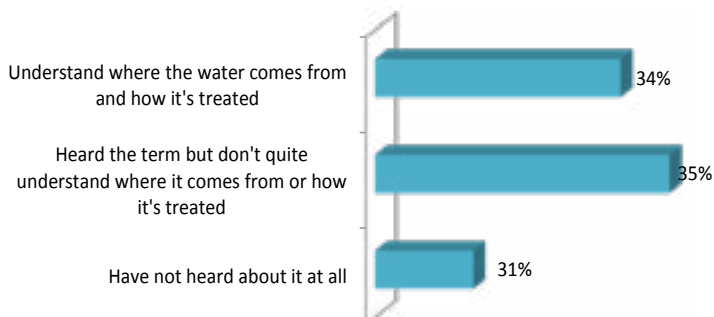
Hillsborough



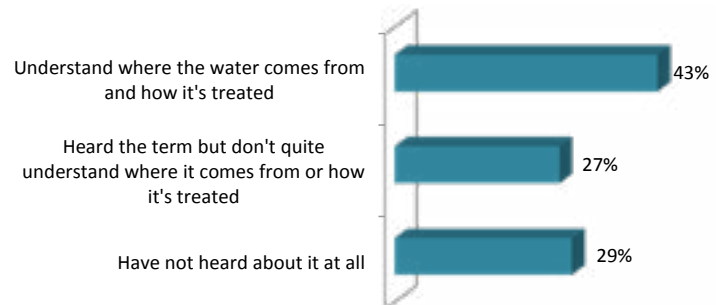
Pasco



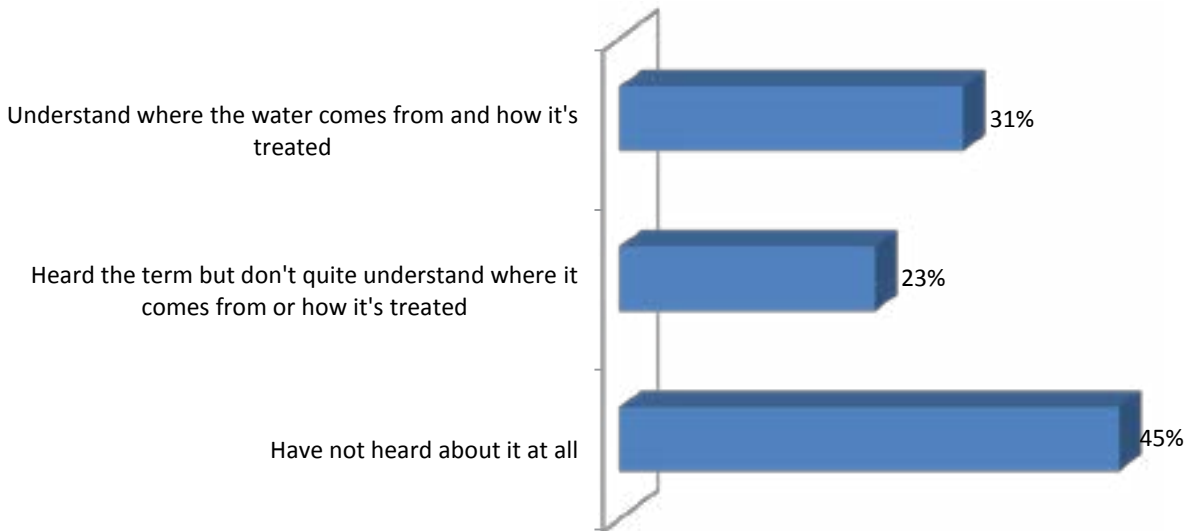
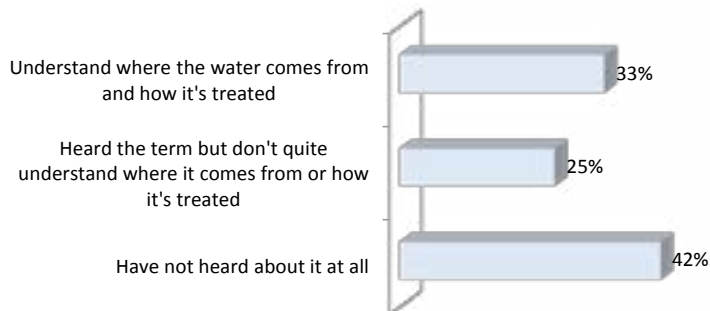
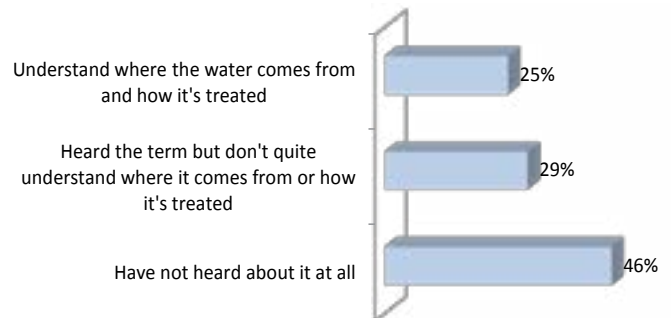
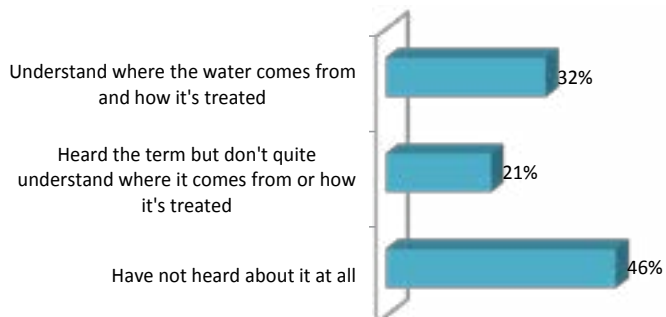
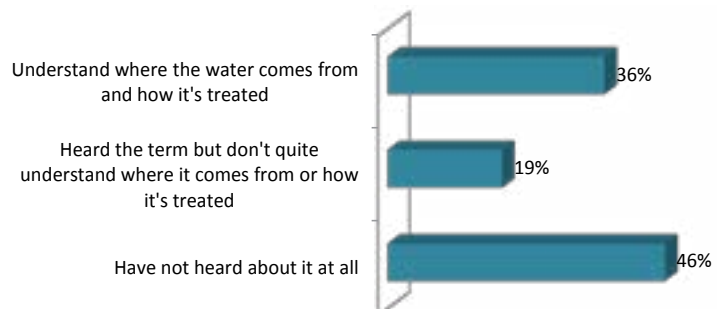
Pinellas



Polk



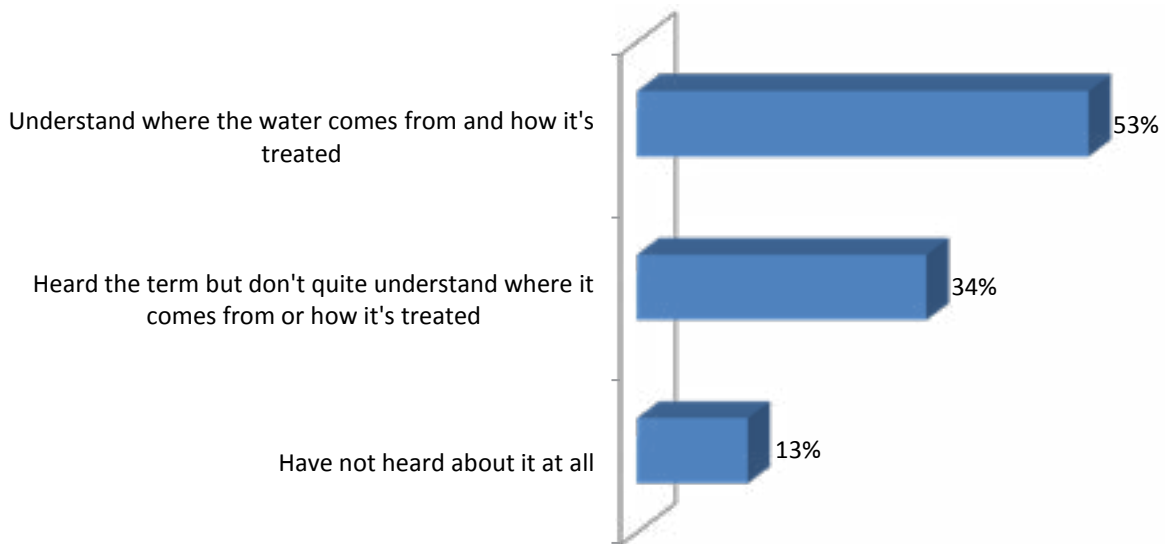
* 807 Responses

*What do you know about toilet to tap water?****Total****Hillsborough****Pasco****Pinellas****Polk**

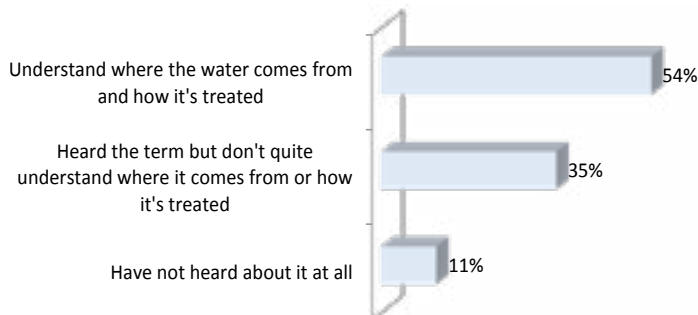
* 807 Responses

What do you know about sewage water?*

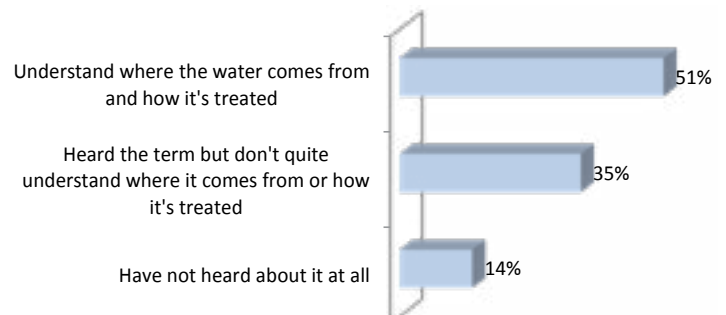
Total



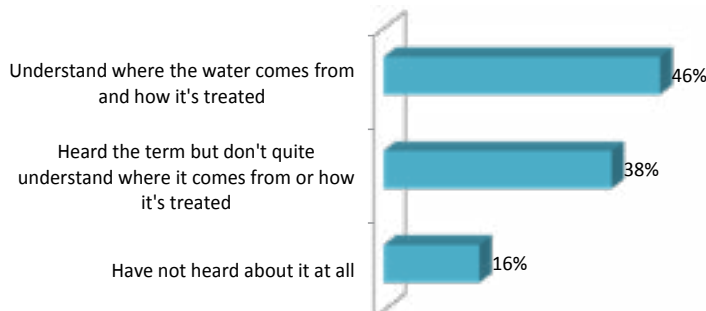
Hillsborough



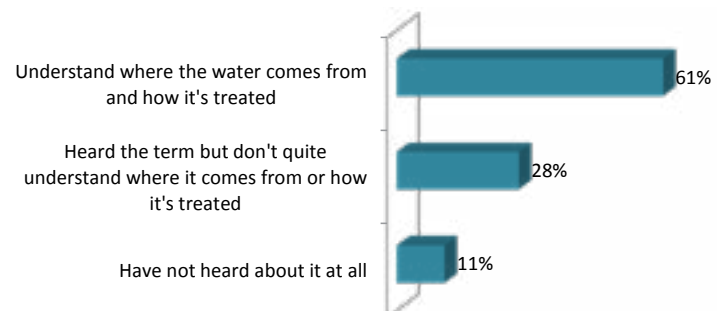
Pasco



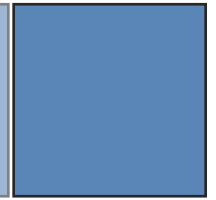
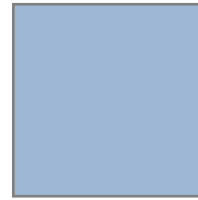
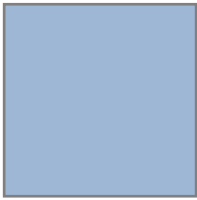
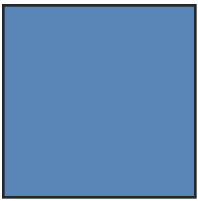
Pinellas



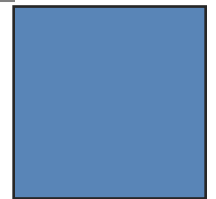
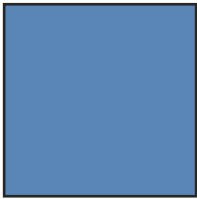
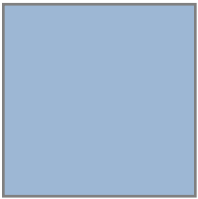
Polk



* 807 Responses



EVALUATIVE COMPONENT OF WATER TERMS



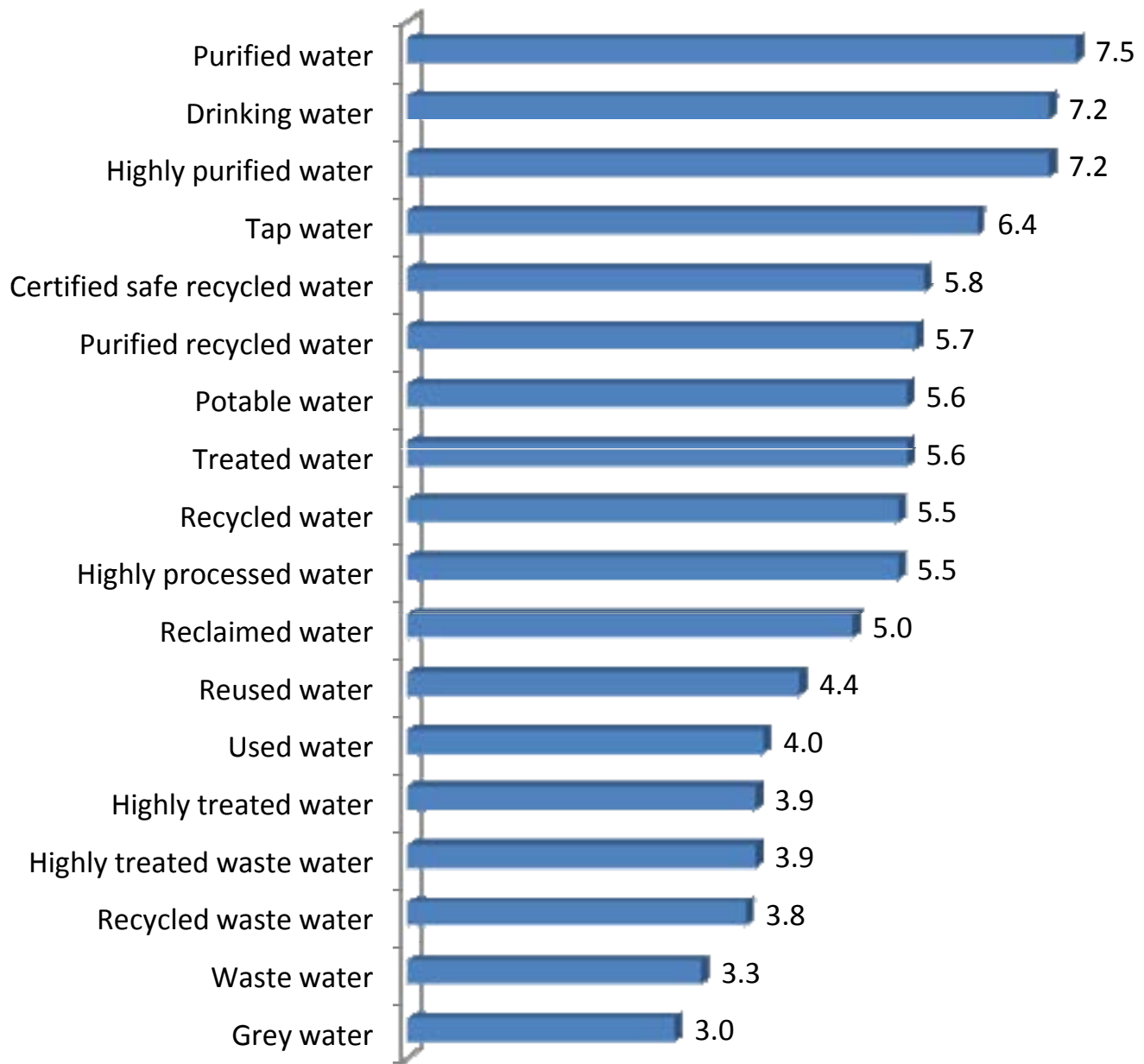
Evaluative Component of Water Terms

When asked to rate water terms using a 10-point scale, where 10 conveys an extremely positive image and 1 conveys an extremely negative image, the following terms have an average rating of at least 7 or higher: purified water (7.5), drinking water (7.2), and highly purified water (7.2). Tap water was fourth with a rating of 6.4. Ratings of purified water are consistent across counties, with average ratings landing within one-tenth of a point to the overall average. Drinking water is rated highest among residents in Pinellas (7.5) and Polk counties (7.5) and lowest in Pasco County (6.9). Terms with the lowest image scores are grey water (3.0) and waste water (3.3).

One in three residents (32%) agrees that having someone they trust assure them that their water is safe is more important than being given all of the facts. This belief is strongest among residents in Polk County (36%) and lowest in Hillsborough County (27%).

Six in ten residents (59%) are disgusted by the idea of drinking water after it has gone through a waste water treatment plant and then through a drinking water treatment plant. This belief is highest among residents in Pasco County (65%) and lowest in Hillsborough County (53%).

Average perception of different recycled water terms/***



* Using a scale from 1 to 10, where 10 conveys an extremely positive image and 1 conveys an extremely negative image

** Total sample

*Average perception of different recycled water terms**

	Total	Hillsborough	Pasco	Pinellas	Polk
Purified water**	7.5	7.4	7.5	7.6	7.4
Drinking water***	7.2	7.0	6.9	7.5	7.5
Highly purified water***	7.2	7.2	6.7	7.4	7.4
Tap water***	6.4	6.0	6.1	6.7	6.6
Certified safe recycled water**	5.8	5.7	5.3	5.5	6.6
Purified recycled water***	5.7	5.8	5.4	5.9	6.0
Potable water**	5.6	5.3	5.3	5.5	6.1
Treated water***	5.6	5.3	5.2	6.2	5.8
Recycled water**	5.5	5.3	4.9	5.5	6.1
Highly processed water***	5.5	5.3	5.1	5.8	5.7
Reclaimed water**	5.0	4.9	4.6	5.3	5.1
Reused water***	4.4	4.5	3.9	4.8	4.5
Used water**	4.0	3.9	3.7	3.7	4.6
Highly treated water**	3.9	4.0	3.6	4.1	4.1
Highly treated waste water**	3.9	3.9	3.6	4.1	4.1
Recycled waste water***	3.8	3.9	3.4	4.0	3.8
Waste water**	3.3	3.4	3.2	3.4	3.3
Grey water***	3.0	2.9	2.7	3.3	3.2

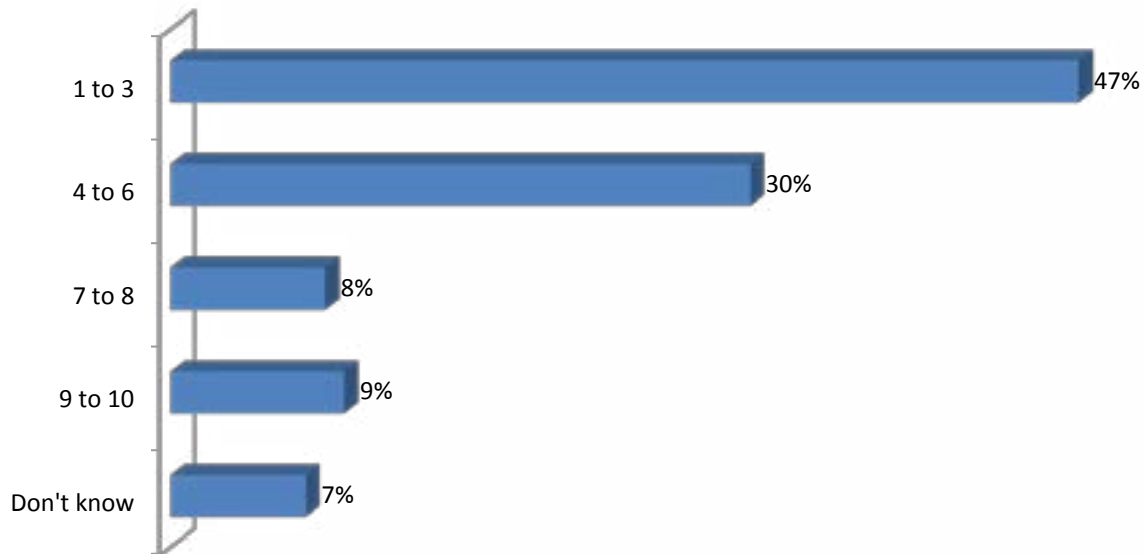
* Using a scale from 1 to 10, where 10 conveys an extremely positive image and 1 conveys an extremely negative image.

** 747 responses: Because of length of questionnaire, not all questions were asked to all respondents.

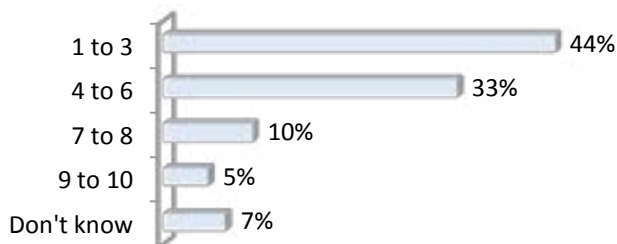
*** 807 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Perception of the term “used water”/***

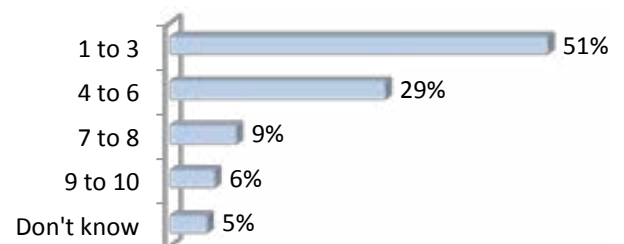
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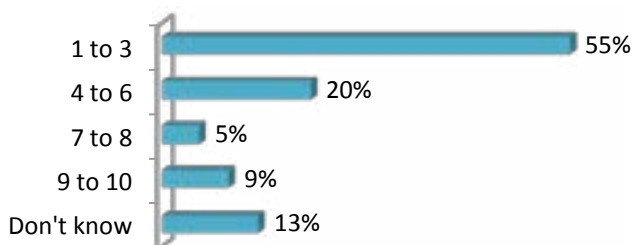
Hillsborough



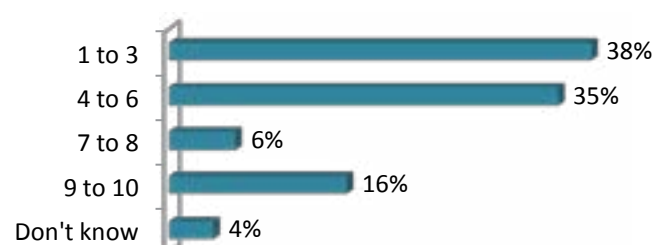
Pasco



Pinellas

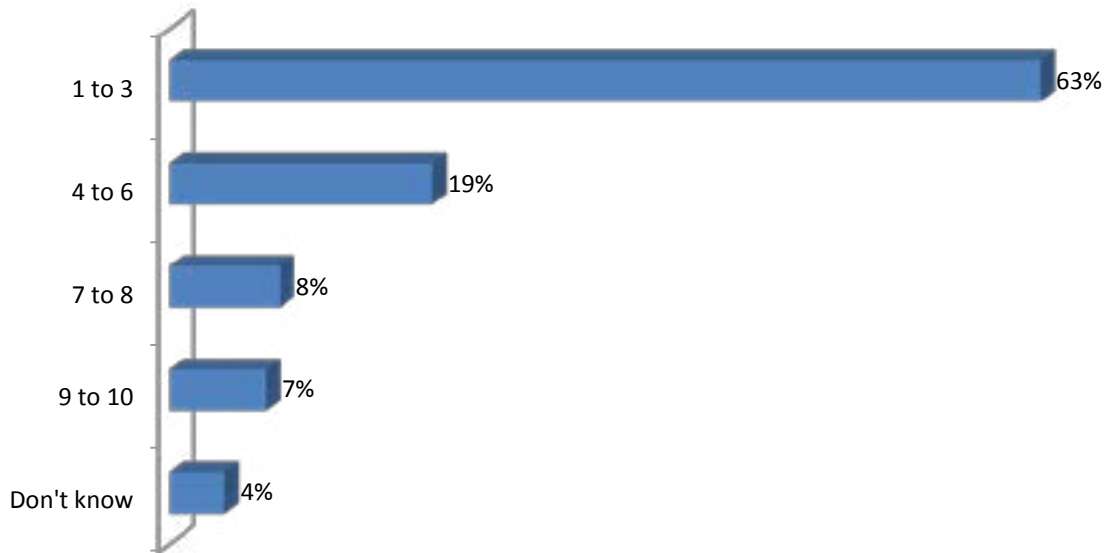
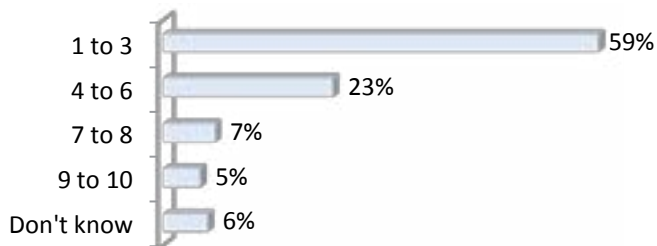
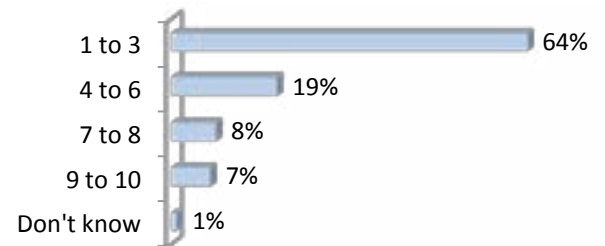
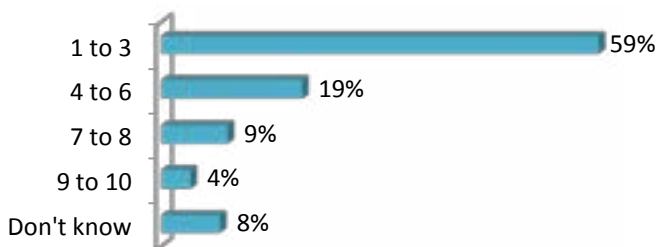
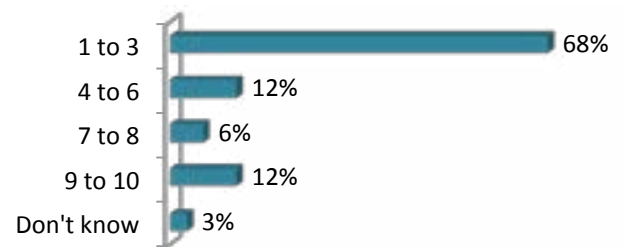


Polk



* Using a scale from 1 to 10, where 10 conveys an extremely positive image and 1 conveys an extremely negative image.
 1 to 3 means mostly negative; 4 to 6 means neutral; 7 to 8 means positive; and 9 to 10 means very positive.

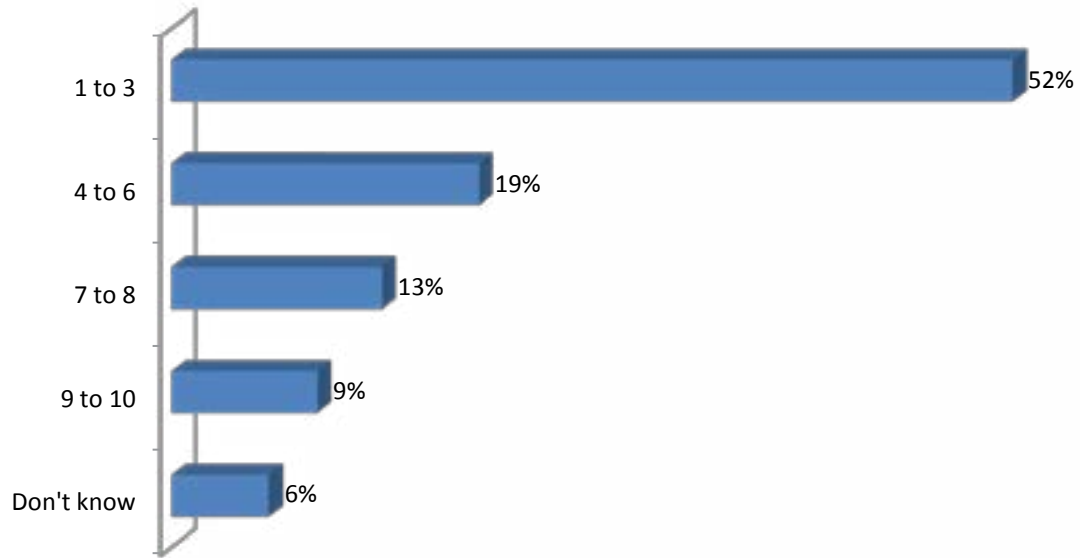
** 747 Responses

*Perception of the term “waste water”****Total****Hillsborough****Pasco****Pinellas****Polk**

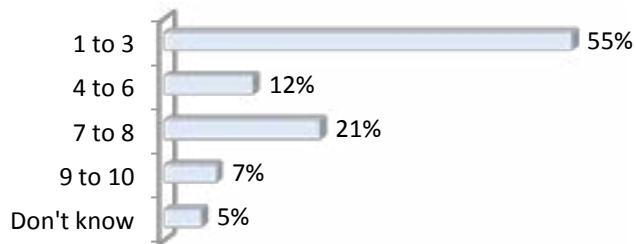
* 747 Responses

*Perception of the term “highly treated water”**

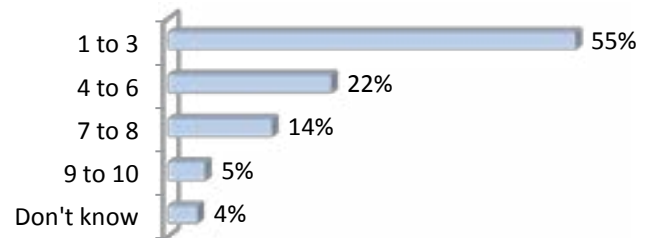
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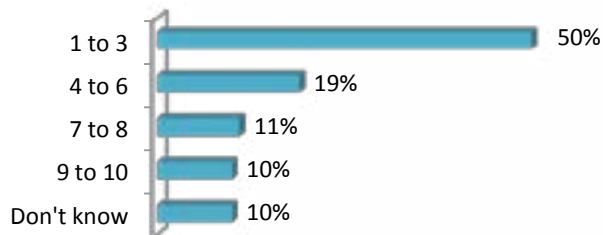
Hillsborough



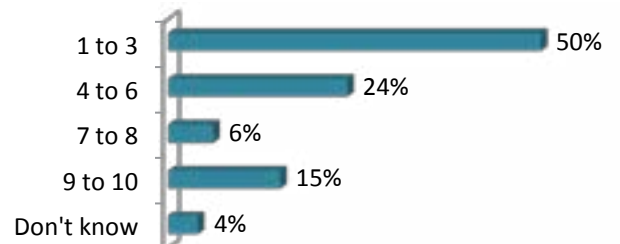
Pasco



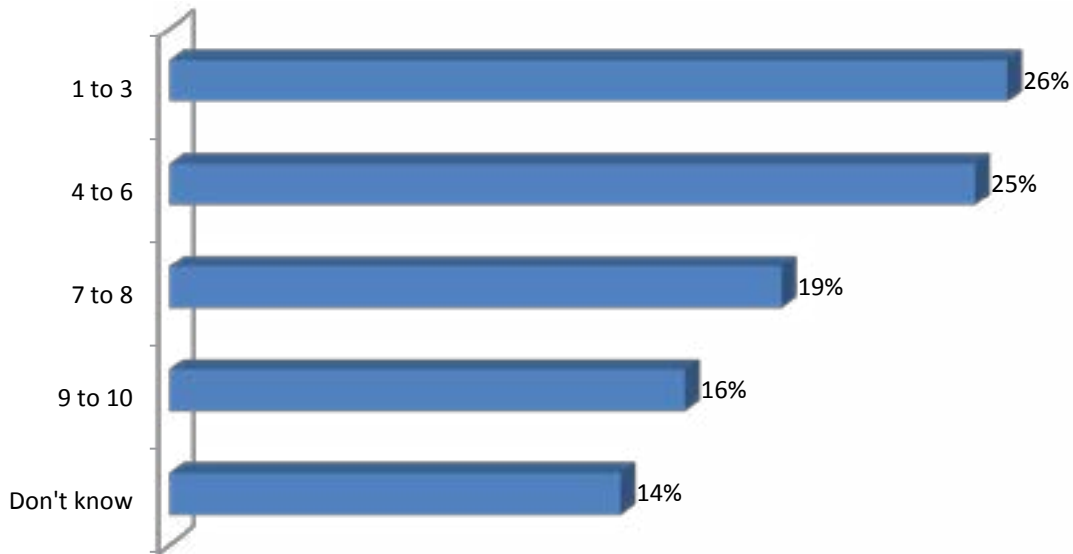
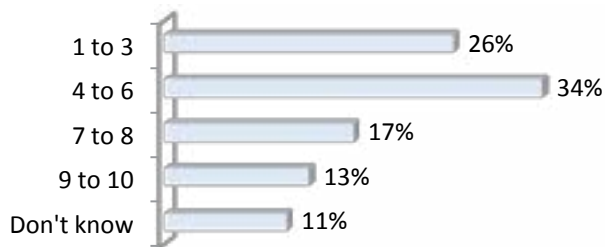
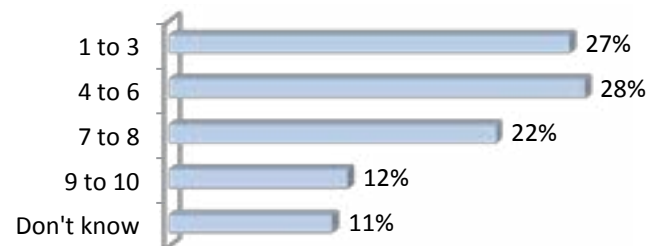
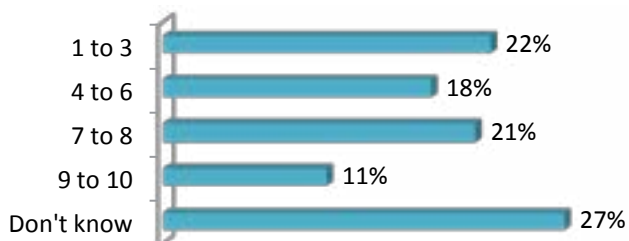
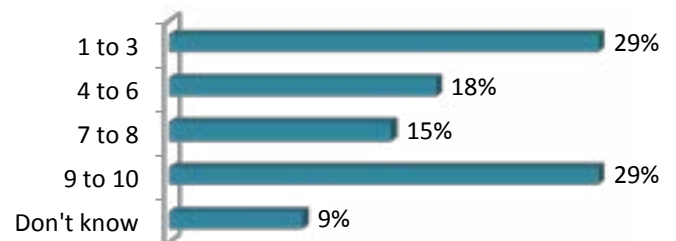
Pinellas



Polk



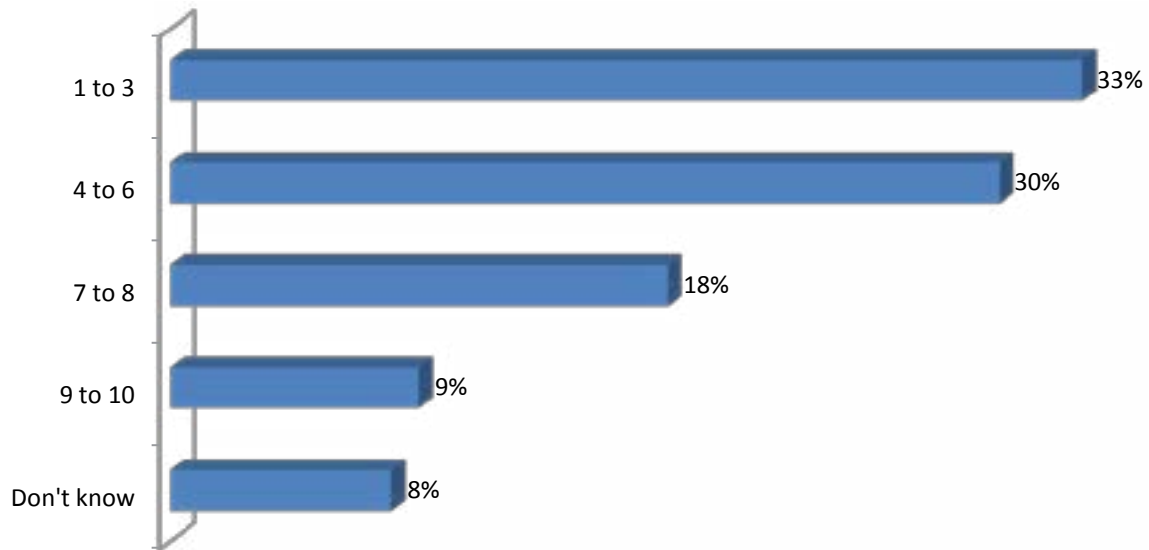
* 747 Responses

*Perception of the term “potable water”****Total****Hillsborough****Pasco****Pinellas****Polk**

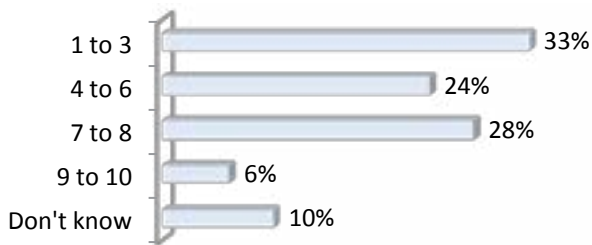
* 747 Responses

*Perception of the term “reclaimed water”**

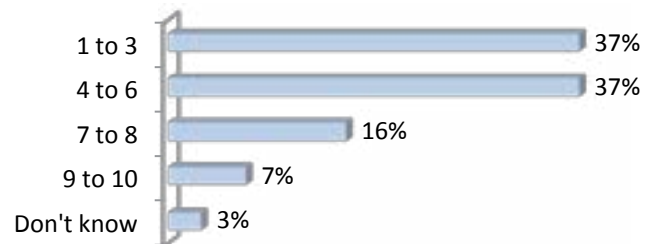
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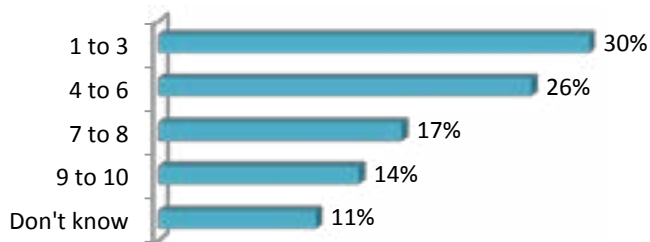
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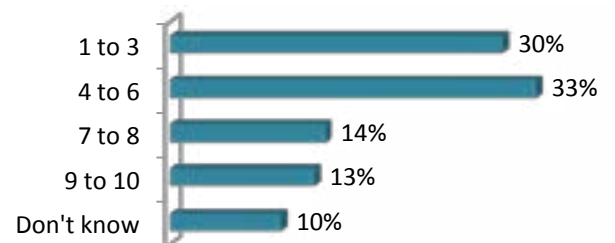
Pasco



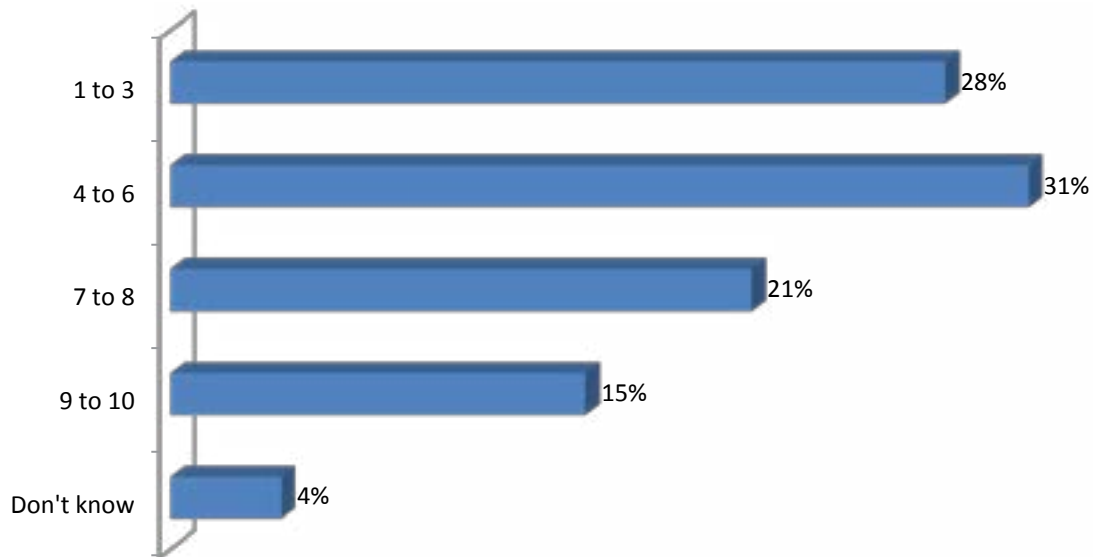
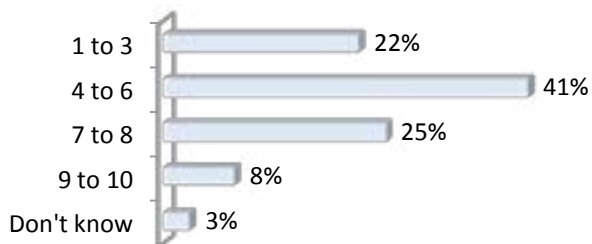
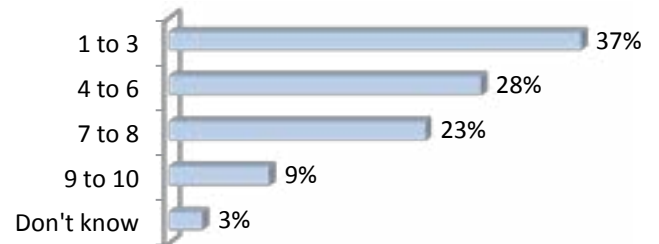
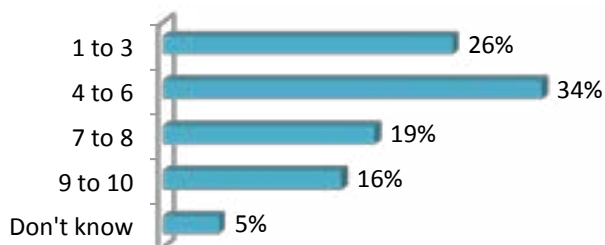
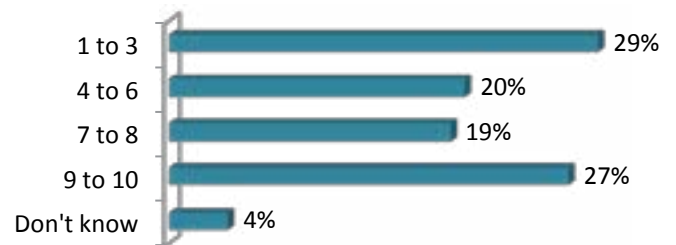
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Polk



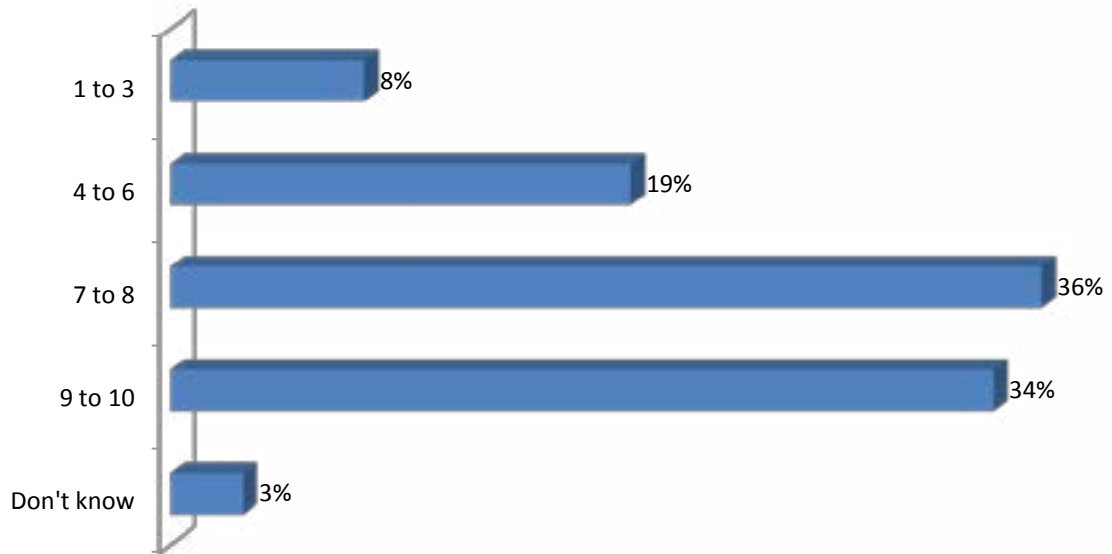
* 747 Responses

*Perception of the term “recycled water”****Total****Hillsborough****Pasco****Pinellas****Polk**

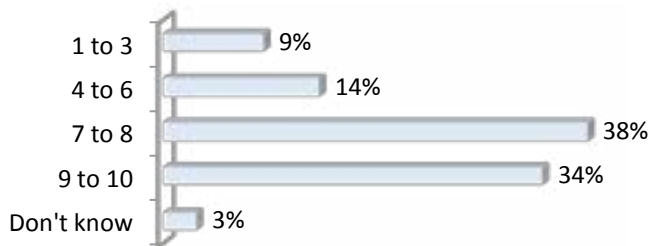
* 747 Responses

*Perception of the term “purified water”**

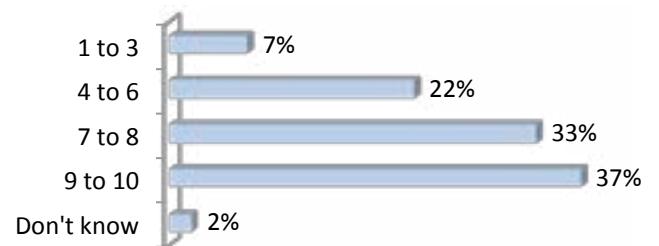
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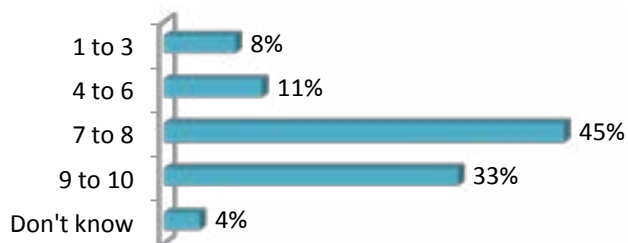
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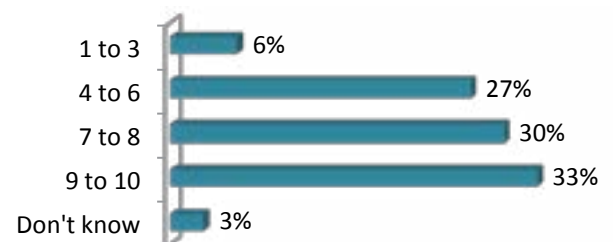
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Pinellas



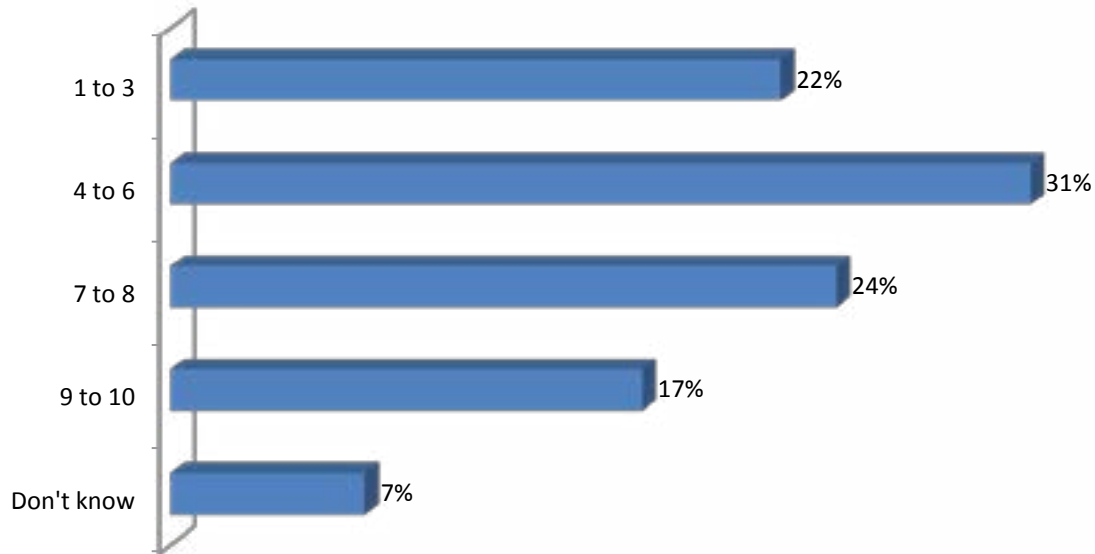
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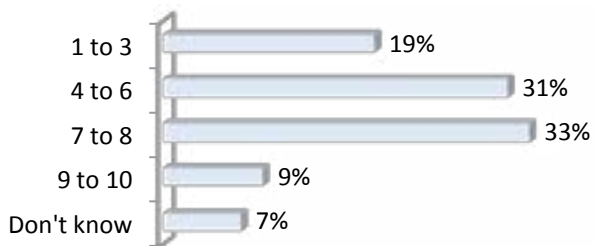
* 747 Responses

*Perception of the term “certified safe recycled water”**

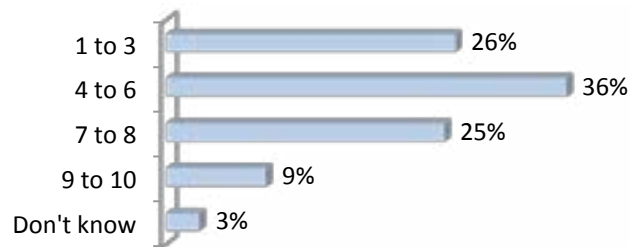
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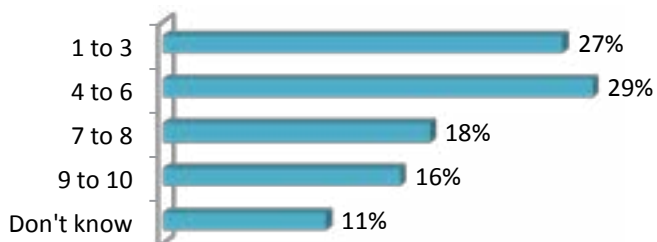
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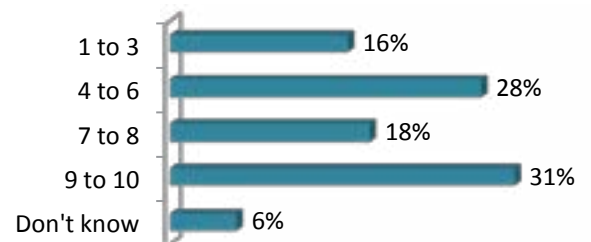
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Pinellas



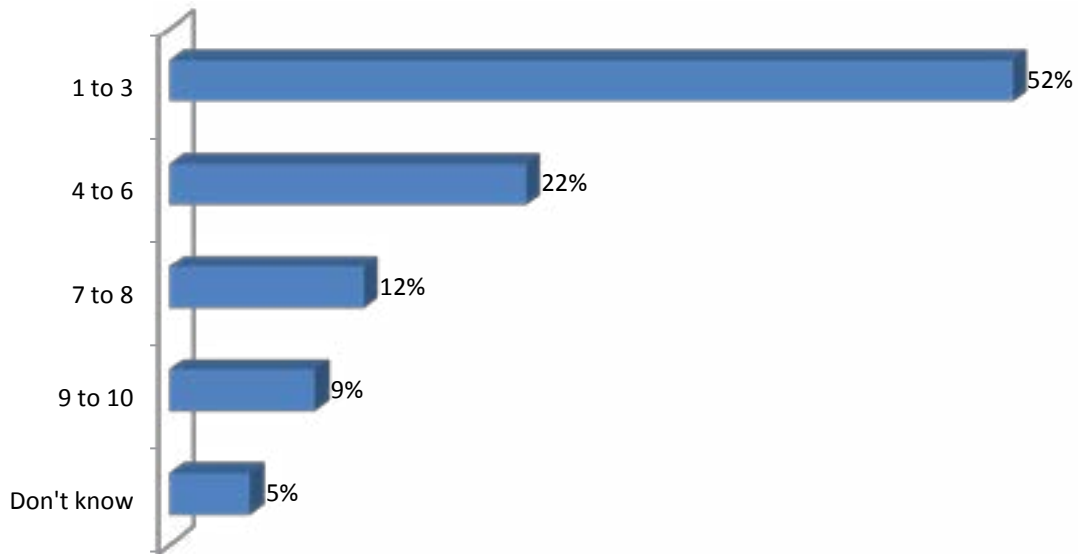
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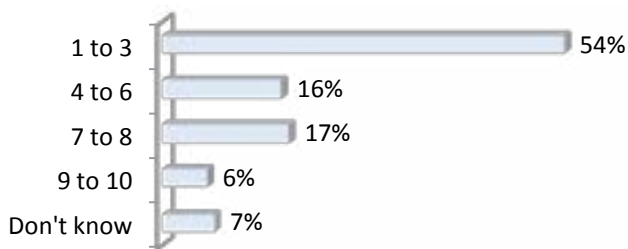
* 747 Responses

*Perception of the term “highly treated waste water”**

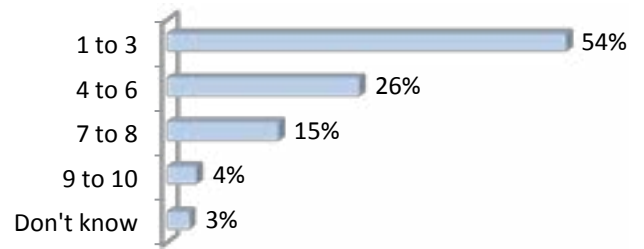
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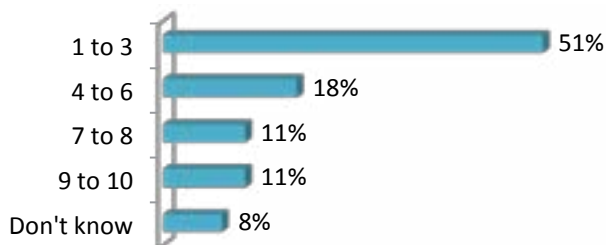
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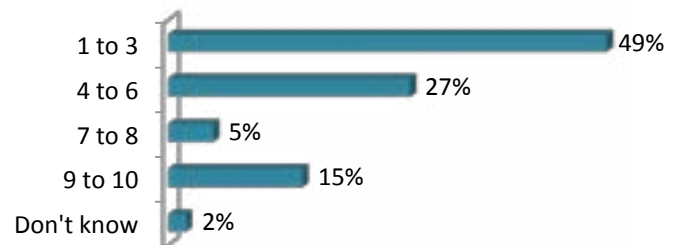
Pasco



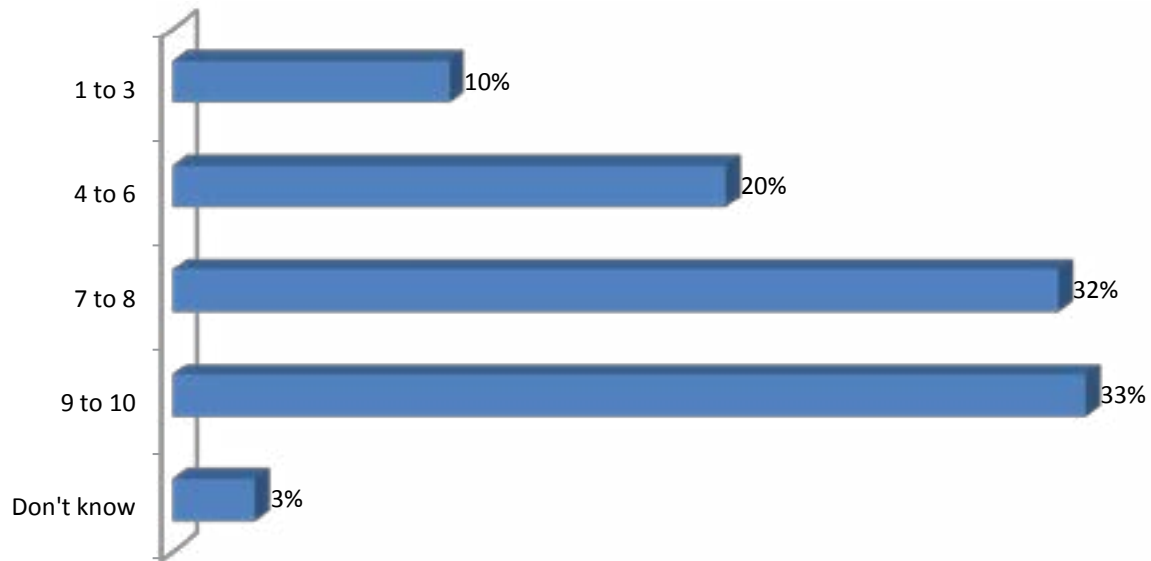
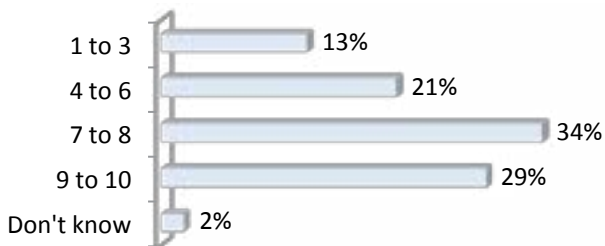
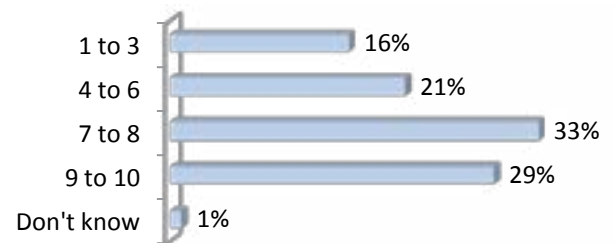
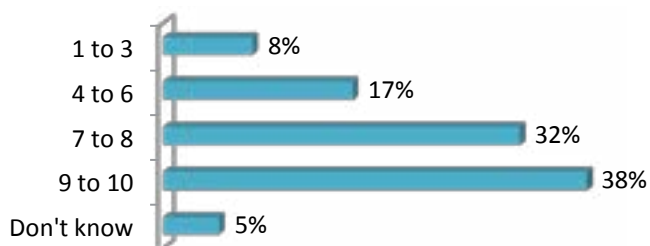
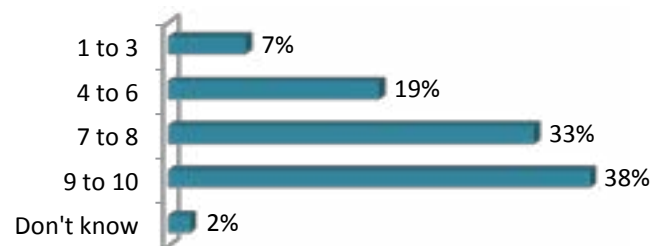
Pinellas



Polk



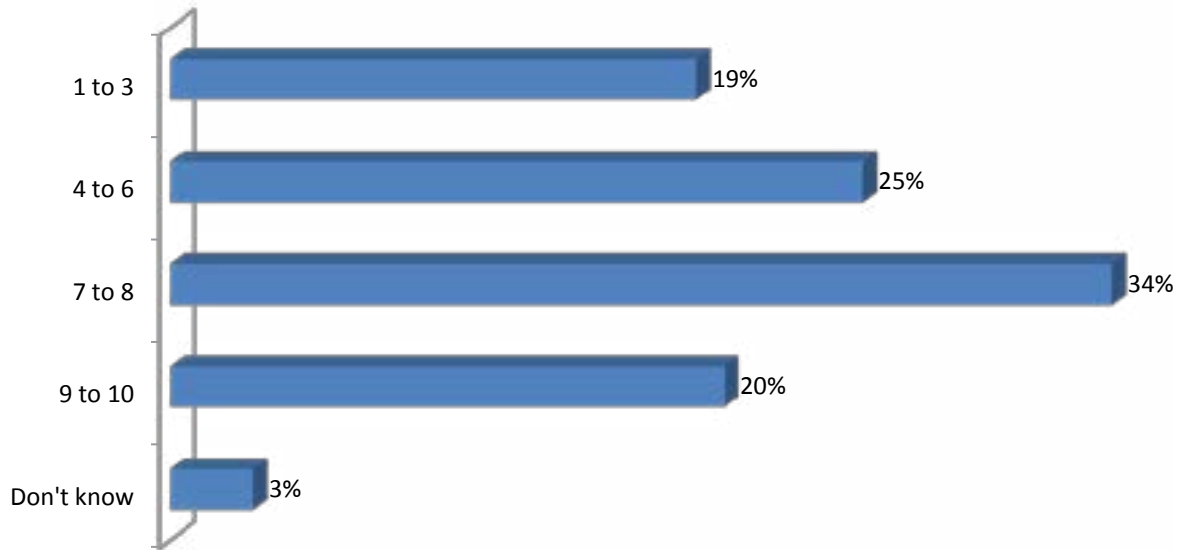
* 747 Responses

*Perception of the term “drinking water”****Total****Hillsborough****Pasco****Pinellas****Polk**

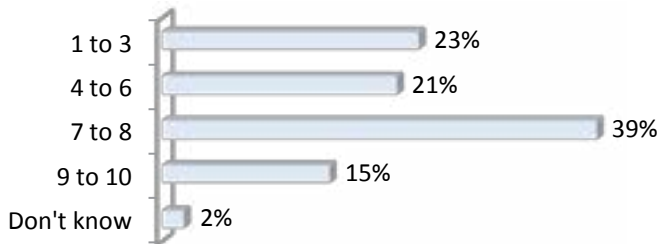
* 807 Responses

*Perception of the term “tap water”**

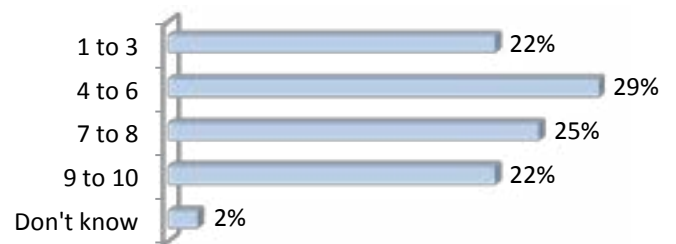
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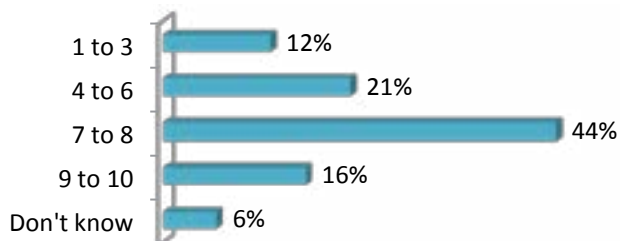
Hillsborough



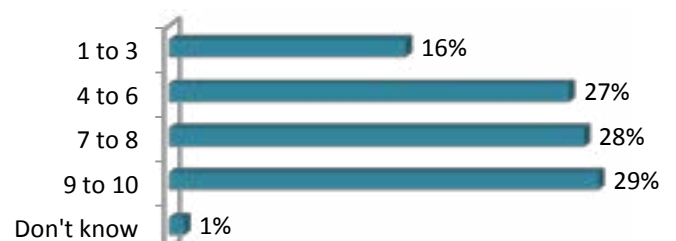
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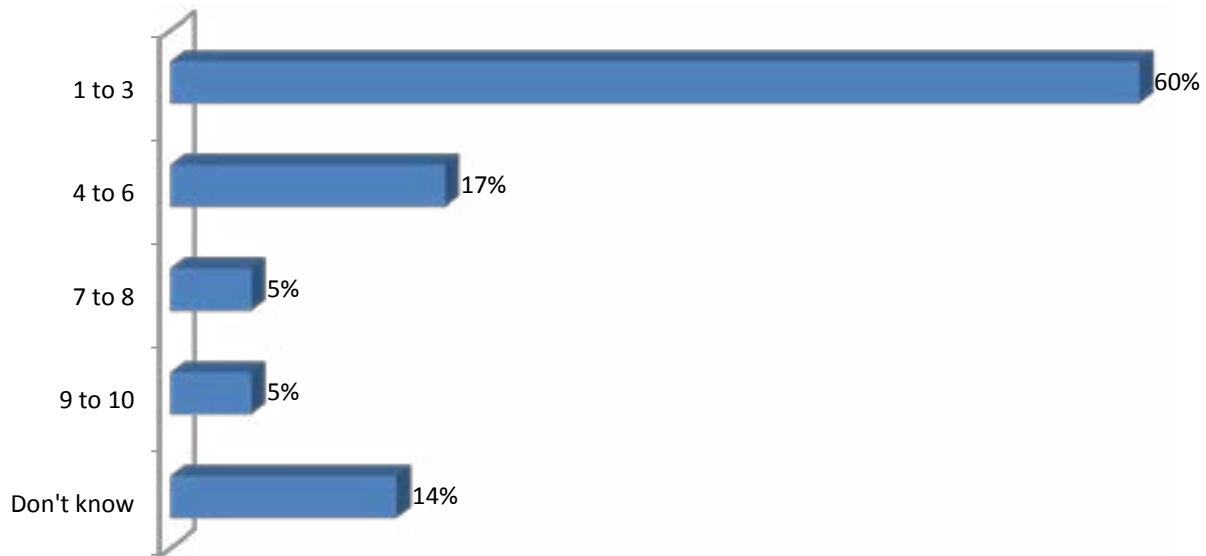
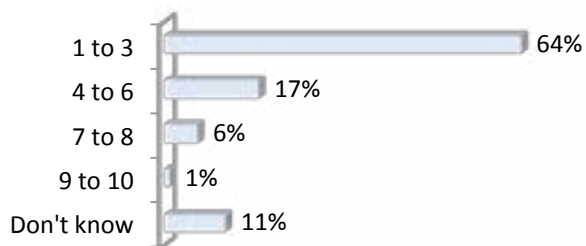
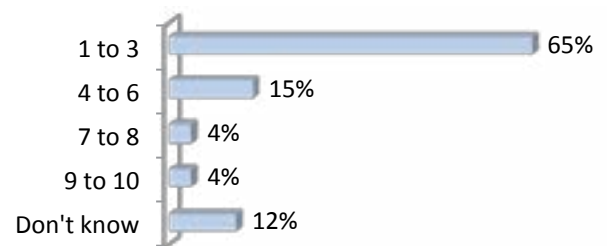
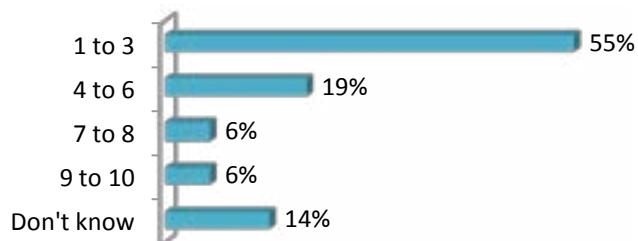
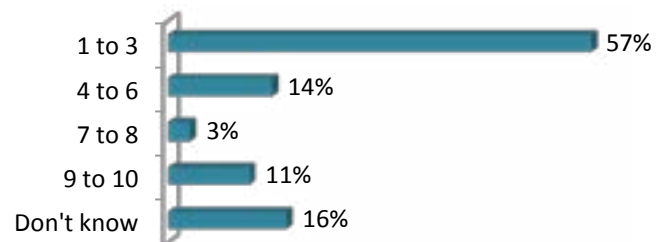
Pinellas



Polk



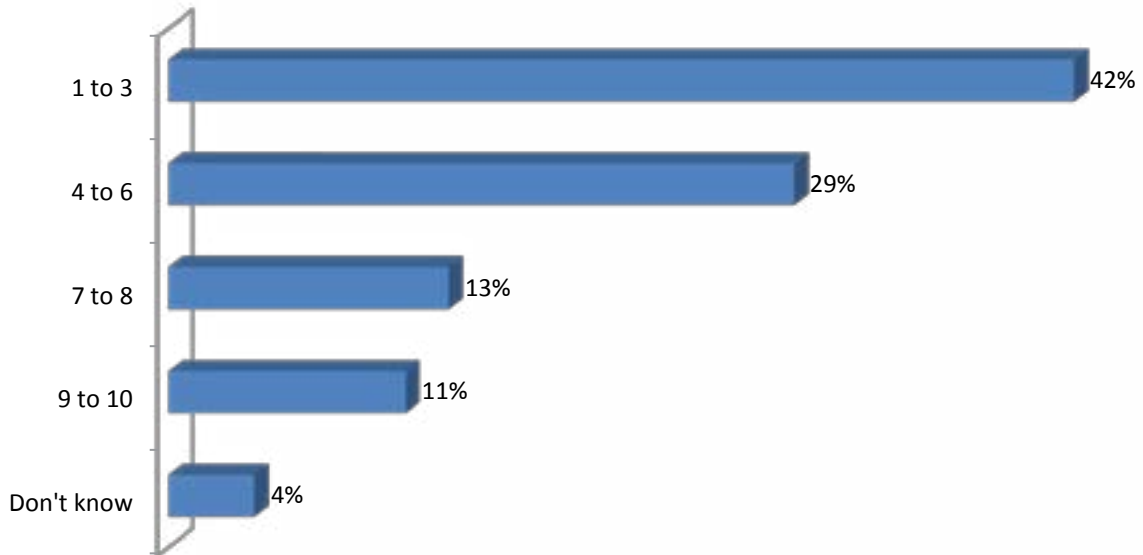
* 807 Responses

*Perception of the term “grey water”****Total****Hillsborough****Pasco****Pinellas****Polk**

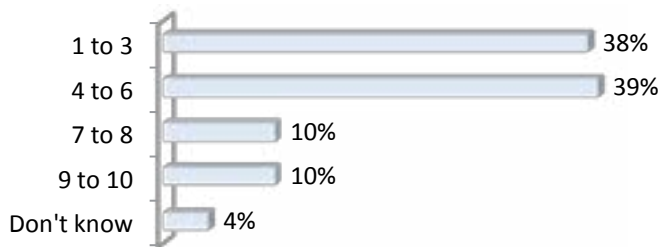
* 807 Responses

*Perception of the term “reused water”**

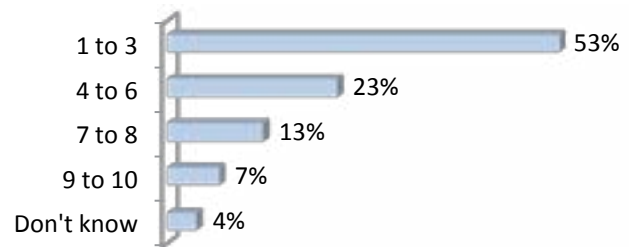
Total



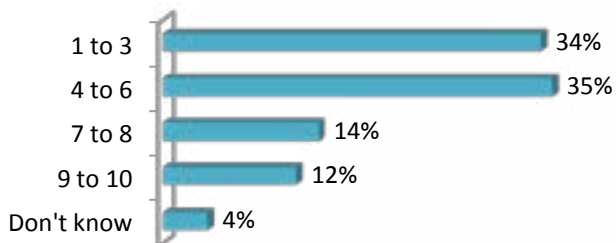
Hillsborough



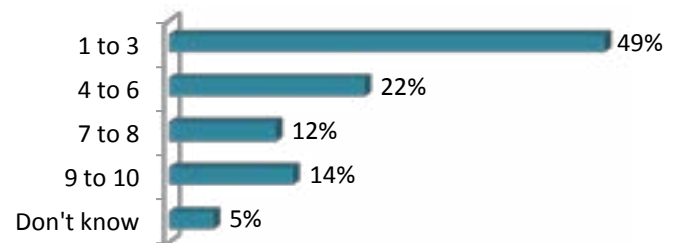
Pasco



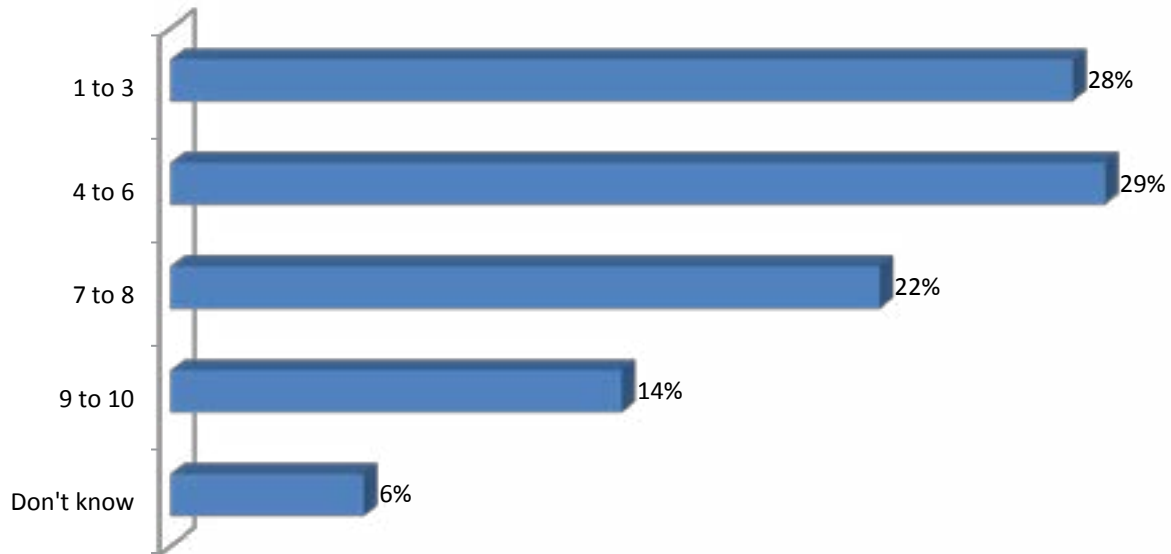
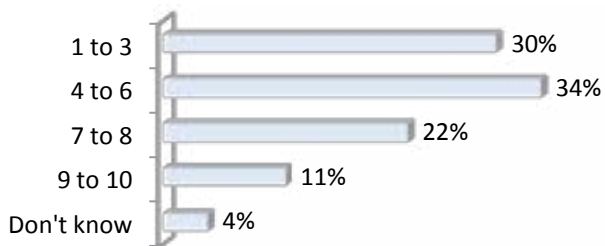
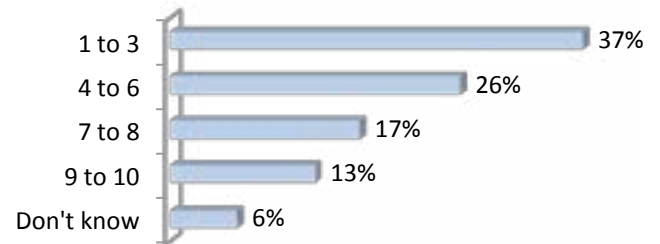
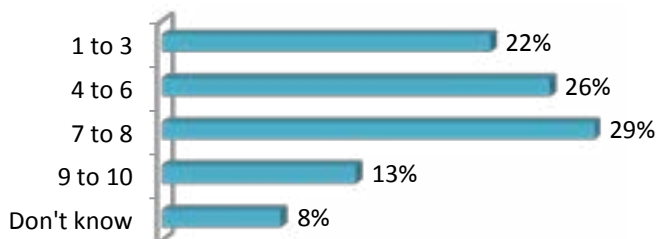
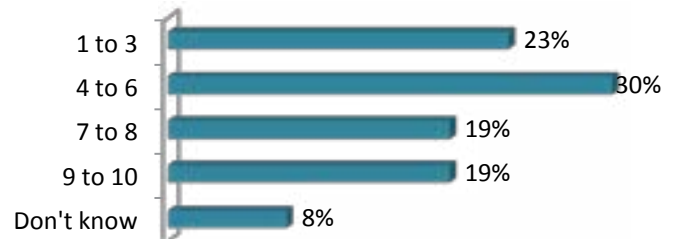
Pinellas



Polk



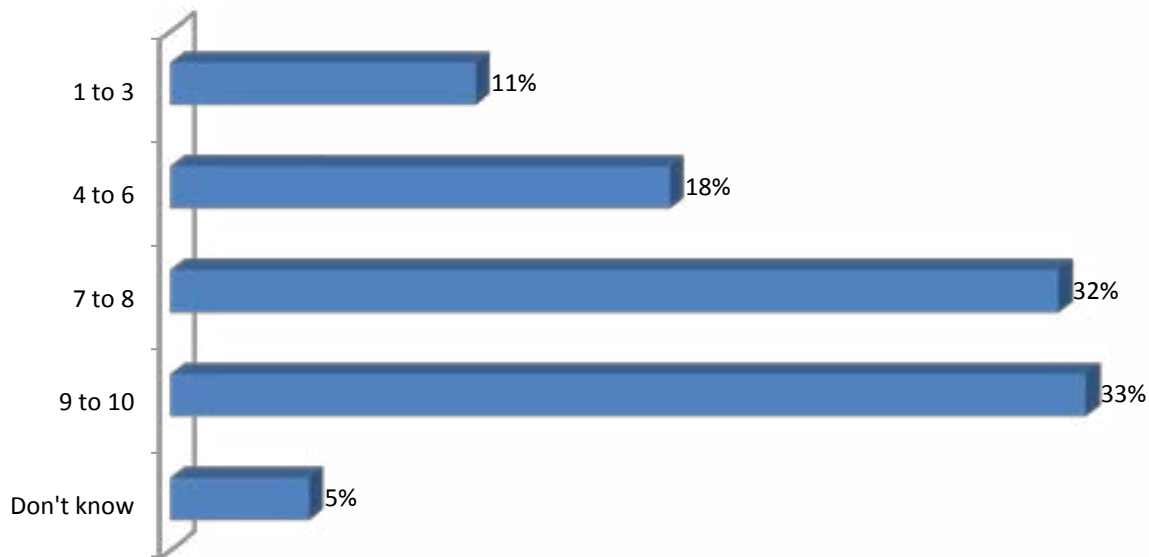
* 807 Responses

*Perception of the term “highly processed water”****Total****Hillsborough****Pasco****Pinellas****Polk**

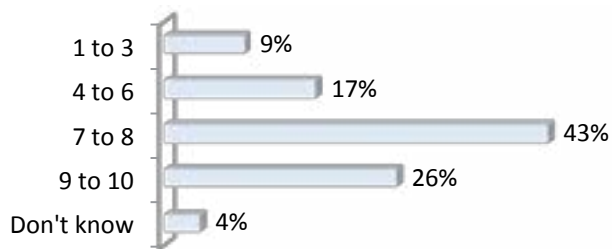
* 807 Responses

*Perception of the term “highly purified water”**

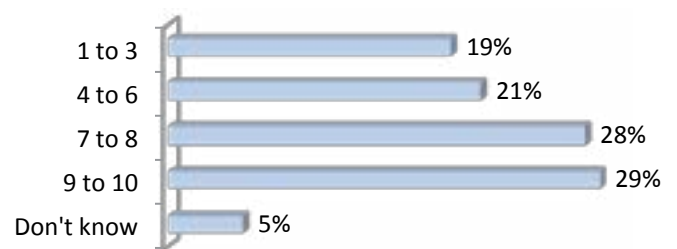
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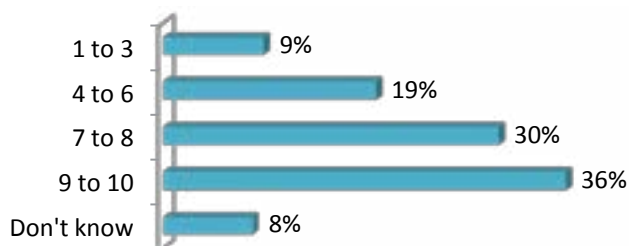
Hillsborough



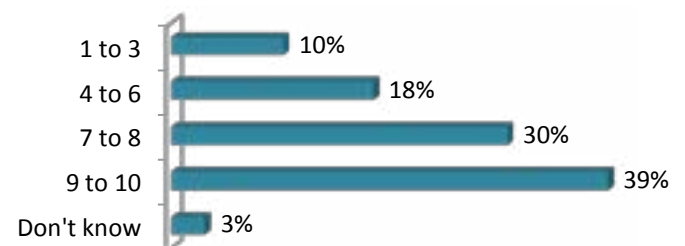
Pasco



Pinellas



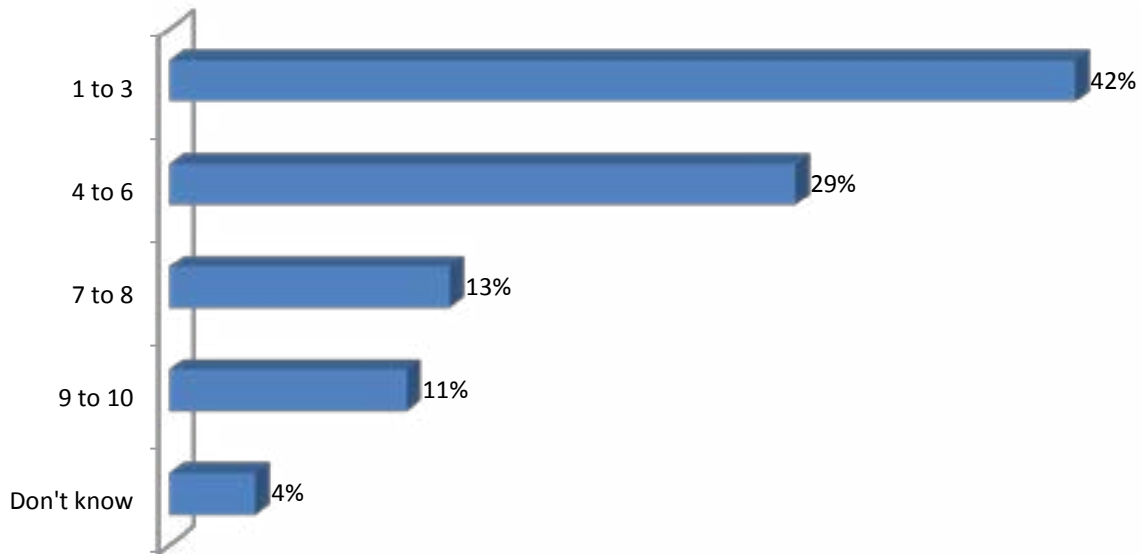
Polk



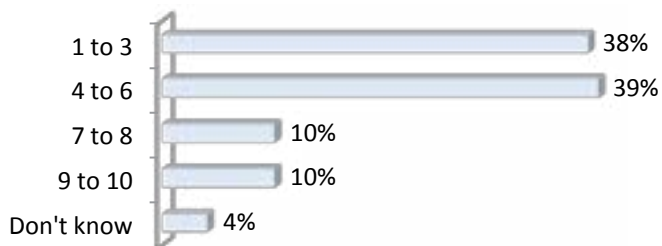
* 807 Responses

*Perception of the term “treated water”**

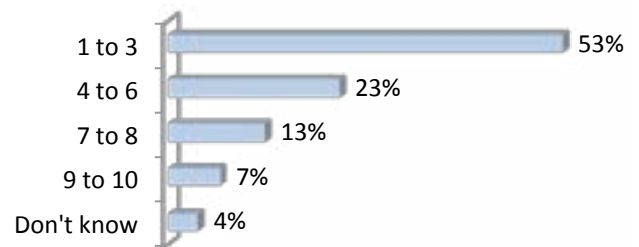
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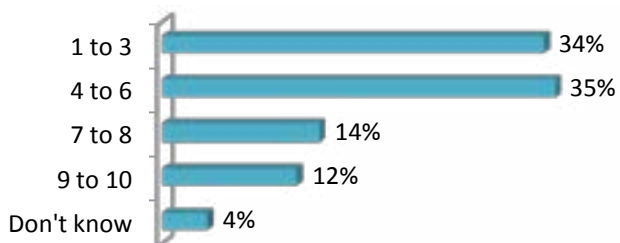
Hillsborough



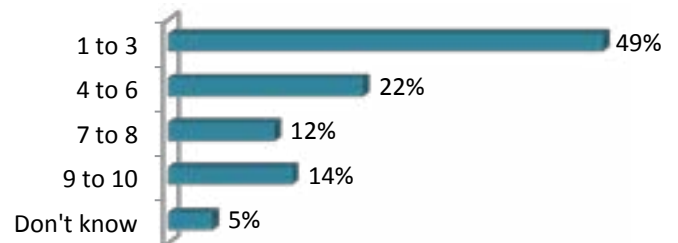
Pasco



Pinellas



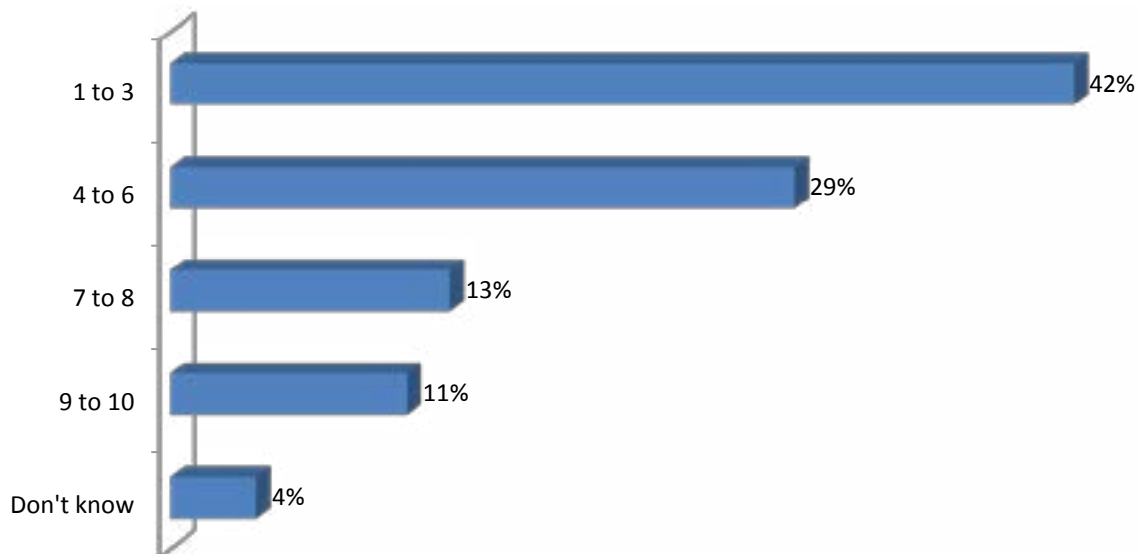
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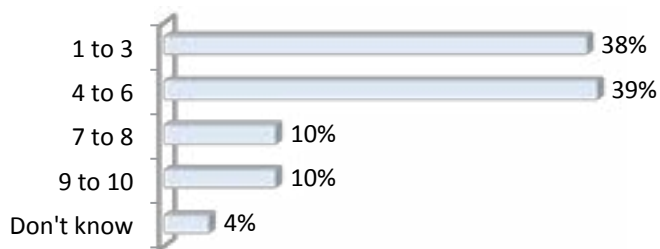
* 807 Responses

*Perception of the term “recycled waste water”**

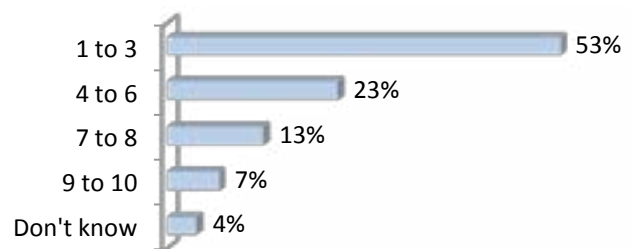
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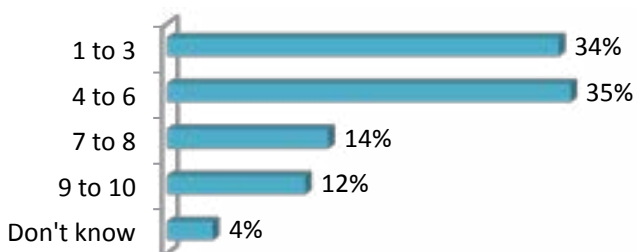
Hillsborough



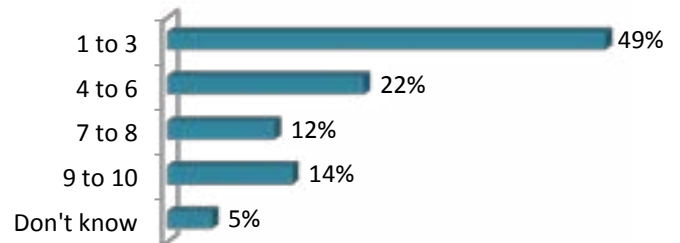
Pasco



Pinellas



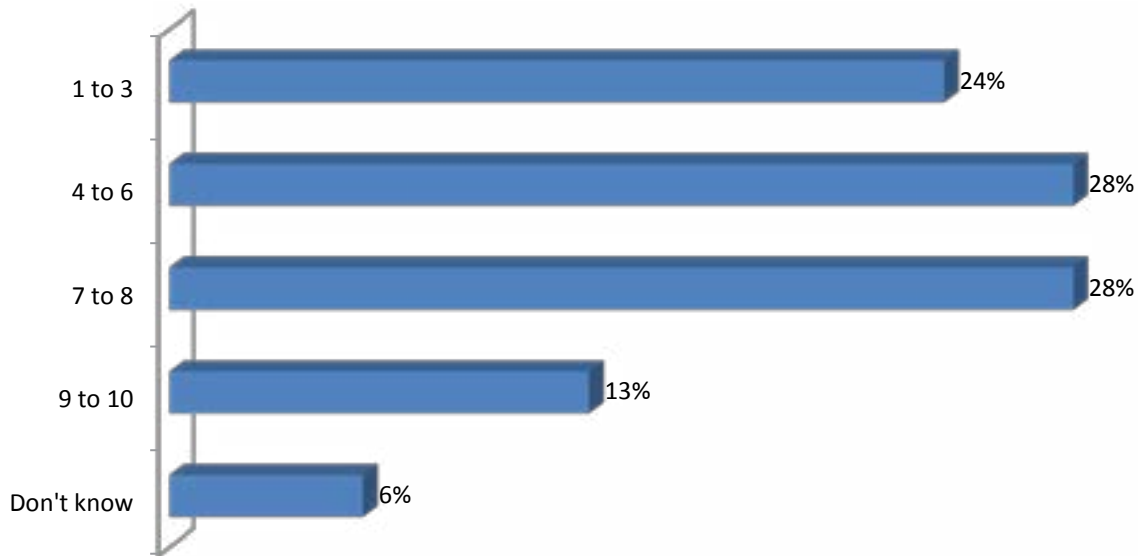
Polk



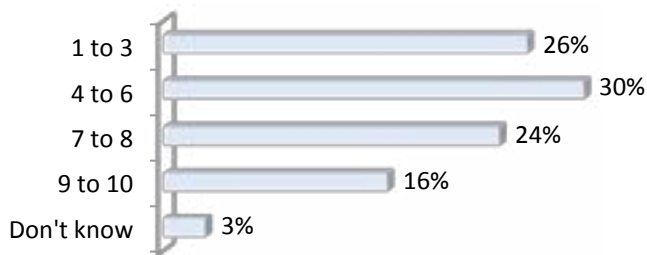
* 807 Responses

*Perception of the term “purified recycled water”**

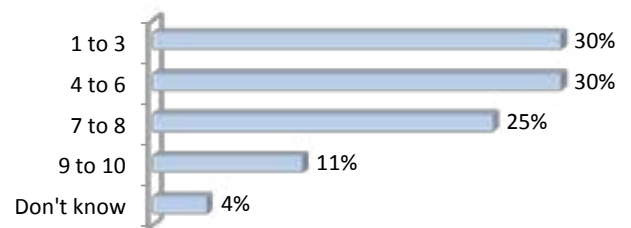
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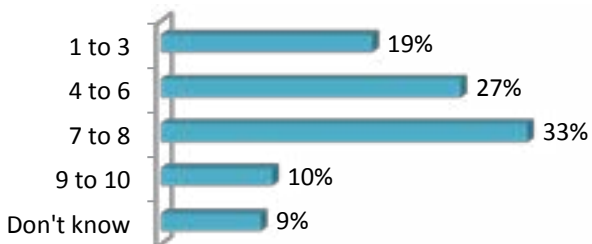
Hillsborough



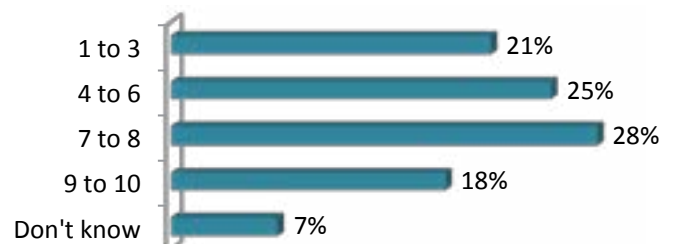
Pasco



Pinellas



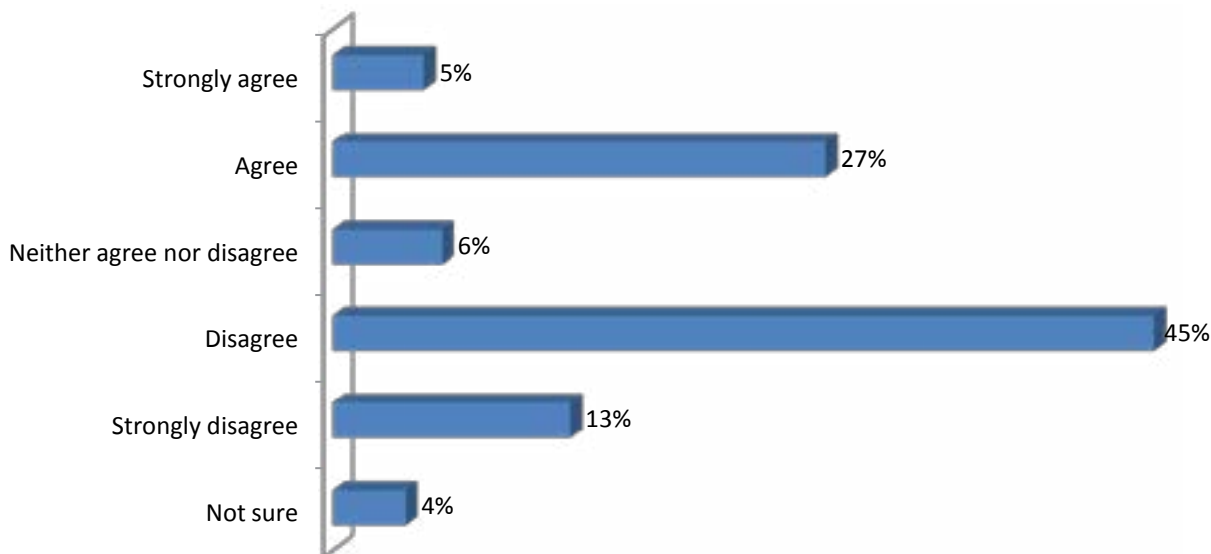
Polk



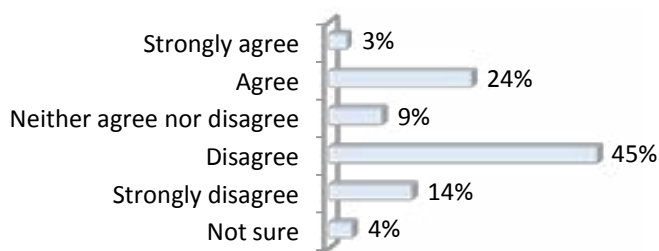
* 807 Responses

Being assured by someone I trust that my water is safe is more important than being given all the facts.

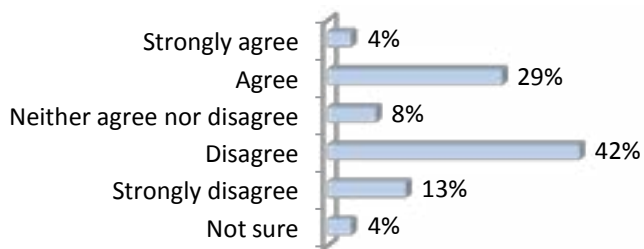
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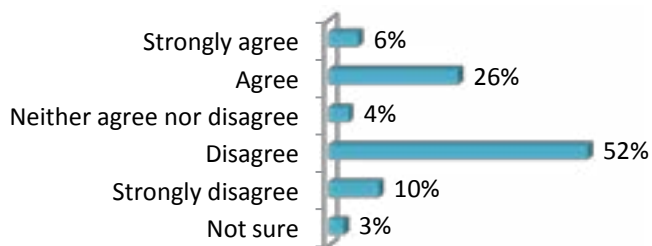
Hillsborough



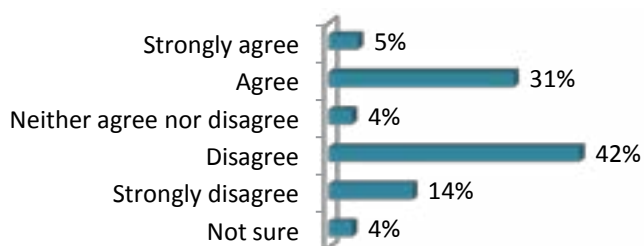
Pasco



Pinellas

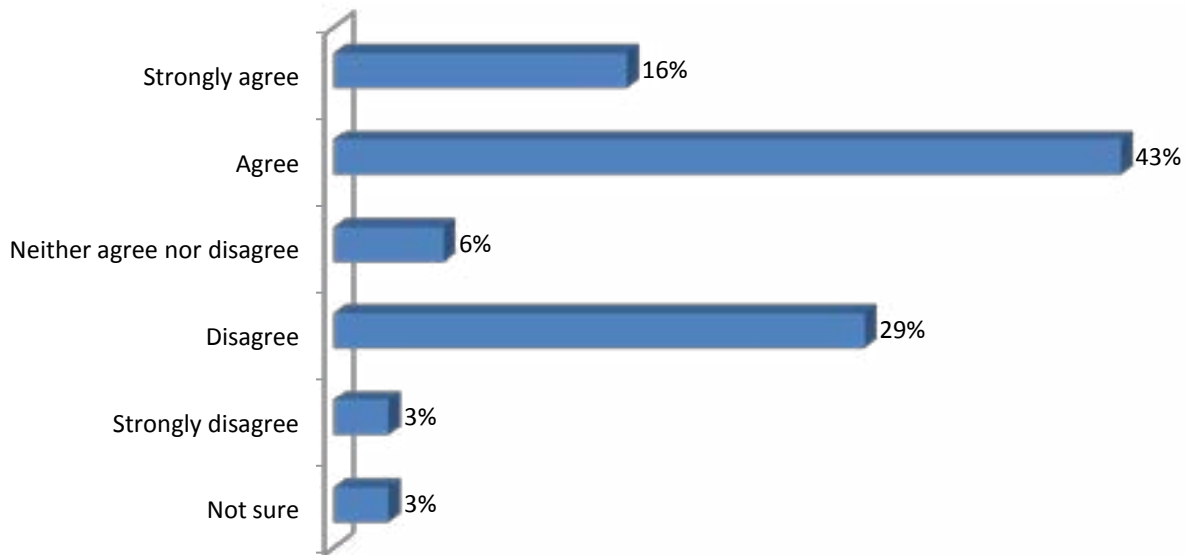


Polk

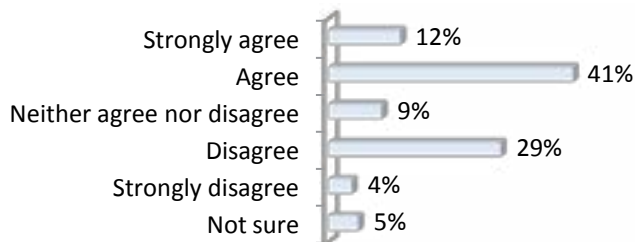


The whole idea of drinking water after it has gone through a wastewater treatment plant and then through a drinking water treatment plant just sounds disgusting to me.

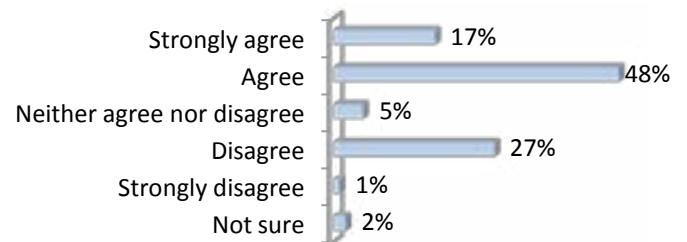
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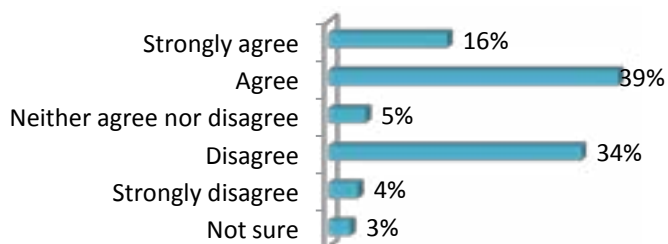
Hillsborough



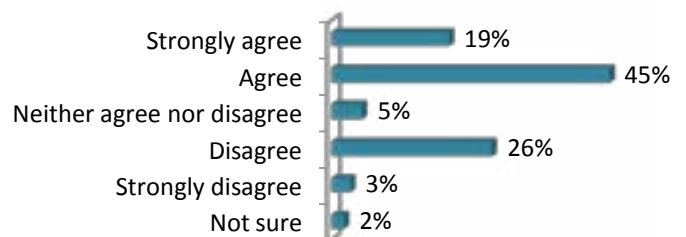
Pasco

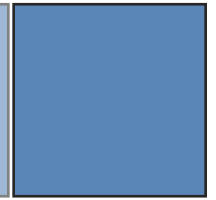
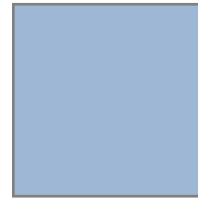
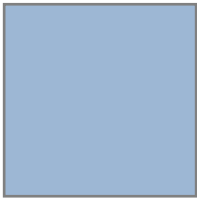
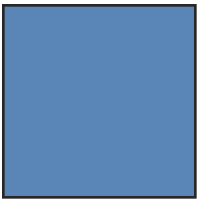


Pinellas

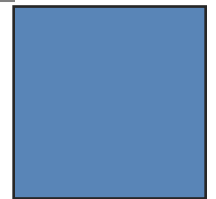
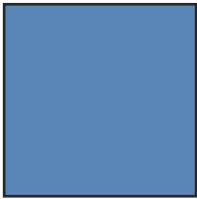
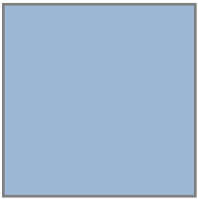


Polk





WILLINGNESS TO DRINK REUSED WATER



Willingness to Drink Reused Water

Terms for reused water that scored highly in terms of image (acceptability) were paired with sources of information that scored highly in terms of credibility when presenting information about water quality. Residents were asked whether or not they would be willing to drink reused water if it was certified safe and pure by each of the sources of information listed below.

The three reused water terms were:

- Purified recycled water
- Certified safe recycled water
- Highly purified water

Sources of information were:

- Florida Department of Health
- Florida Department of Environmental Protection
- Scientists at the National Academy of Sciences
- Florida universities
- Local water utility company

The percentage of residents who are willing to drink reused water ranges from a low of 46% (purified recycled water presented by a Florida university spokesperson) to a high of 71% (highly purified water presented by a Florida Department of Health spokesperson). Overall, highly purified water scores higher than certified safe recycled water and purified recycled water. Additionally, the Florida Department of Health, the Florida Department of Environmental Protection, and scientists at the National Academy of sciences rate higher than the local water utility company and Florida universities as sources of information.

The highest rated combinations of reused water terms and information sources by county are as follows:

- Hillsborough County: purified recycled water presented by a Florida Department of Health spokesperson (68% of residents willing to drink this type of reused water)
- Pasco County: purified recycled water presented by a Florida Department of Environmental Protection spokesperson (68% of residents willing to drink this type of reused water)
- Pinellas County: highly purified water presented by a Florida Department of Health or Florida Department of Environmental Protection spokesperson (69% of residents willing to drink this type of reused water)
- Polk County: highly purified water presented by a Florida Department of Health spokesperson (85% of residents willing to drink this type of reused water)

*Willingness to drink **purified recycled** water if it was certified by:**

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Florida Department of Environmental Protection	22%	18%	60%	22%	14%	64%	22%	10%	68%
Florida Department of Health	24%	17%	59%	22%	10%	68%	22%	22%	56%
Scientists at the National Academy of Sciences	21%	21%	58%	20%	14%	66%	16%	29%	55%
Local water utility company	29%	20%	51%	27%	14%	59%	25%	27%	48%
Florida universities	27%	26%	46%	29%	22%	49%	25%	27%	48%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Florida Department of Environmental Protection	26%	20%	55%	17%	30%	53%
Florida Department of Health	31%	16%	52%	21%	19%	61%
Scientists at the National Academy of Sciences	21%	22%	56%	27%	17%	56%
Local water utility company	27%	29%	44%	28%	26%	46%
Florida universities	27%	29%	44%	28%	26%	46%

* 491 responses: Because of length of questionnaire, not all questions were asked to all respondents.

*Willingness to drink **certified safe recycled** water if it was certified by:**

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Florida Department of Health	25%	16%	60%	23%	9%	67%	30%	17%	53%
Florida Department of Environmental Protection	28%	15%	57%	25%	10%	65%	36%	15%	49%
Scientists at the National Academy of Sciences	32%	14%	54%	41%	10%	48%	29%	17%	54%
Local water utility company	32%	18%	51%	33%	18%	49%	39%	20%	42%
Florida universities	32%	18%	50%	33%	14%	53%	36%	15%	48%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Florida Department of Health	20%	21%	59%	26%	15%	59%
Florida Department of Environmental Protection	21%	22%	56%	28%	14%	58%
Scientists at the National Academy of Sciences	22%	20%	58%	32%	9%	59%
Local water utility company	24%	18%	59%	30%	14%	56%
Florida universities	23%	30%	47%	34%	16%	50%

* 541 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Willingness to drink **highly purified** water if it was certified by:*

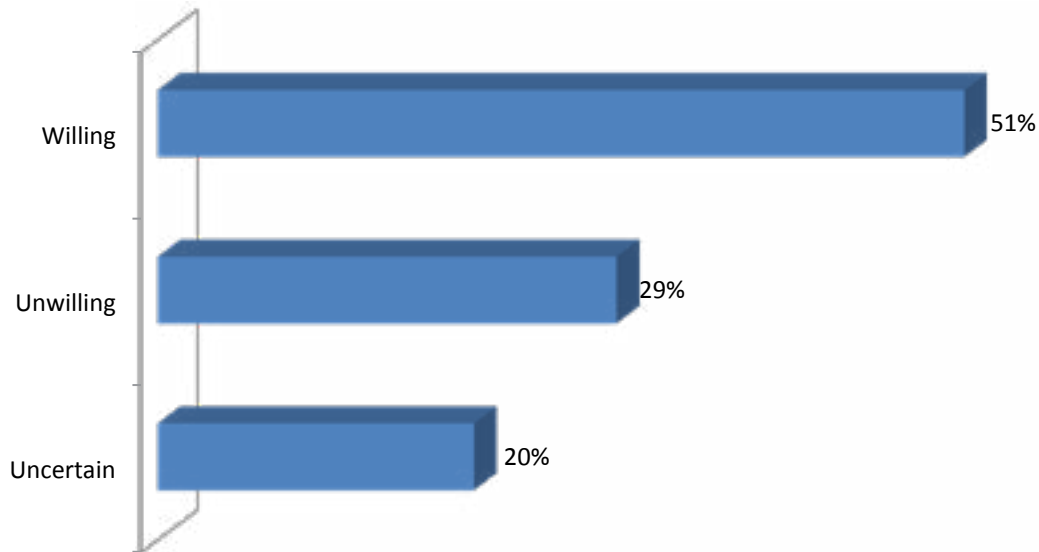
	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Florida Department of Health	15%	13%	71%	22%	16%	62%	20%	17%	62%
Florida Department of Environmental Protection	19%	13%	67%	26%	15%	59%	20%	19%	61%
Scientists at the National Academy of Sciences	16%	18%	66%	19%	22%	60%	18%	25%	58%
Florida universities	19%	16%	64%	23%	15%	61%	21%	24%	55%
Local water utility company	29%	20%	51%	27%	14%	59%	35%	22%	43%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Florida Department of Health	15%	16%	69%	8%	7%	85%
Florida Department of Environmental Protection	19%	13%	69%	13%	10%	78%
Scientists at the National Academy of Sciences	17%	18%	66%	12%	12%	76%
Florida universities	18%	18%	64%	16%	11%	73%
Local water utility company	28%	24%	48%	24%	21%	56%

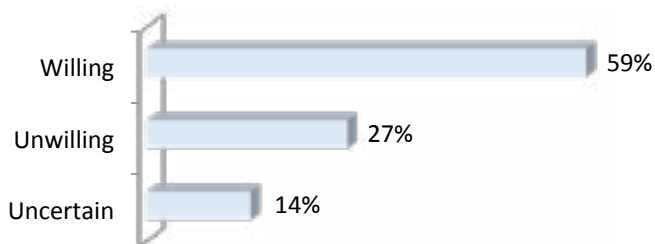
* 509 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Willingness to drink **purified recycled** water if it was certified safe & pure by your local water utility company*

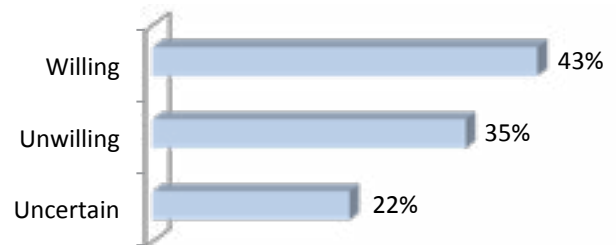
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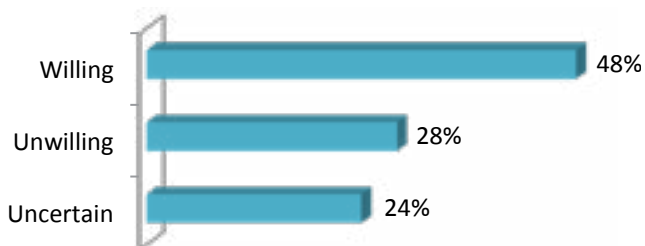
Hillsborough



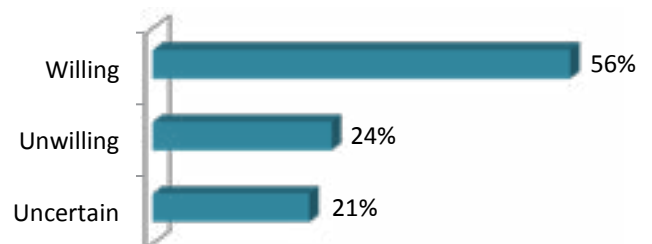
Pasco



Pinellas



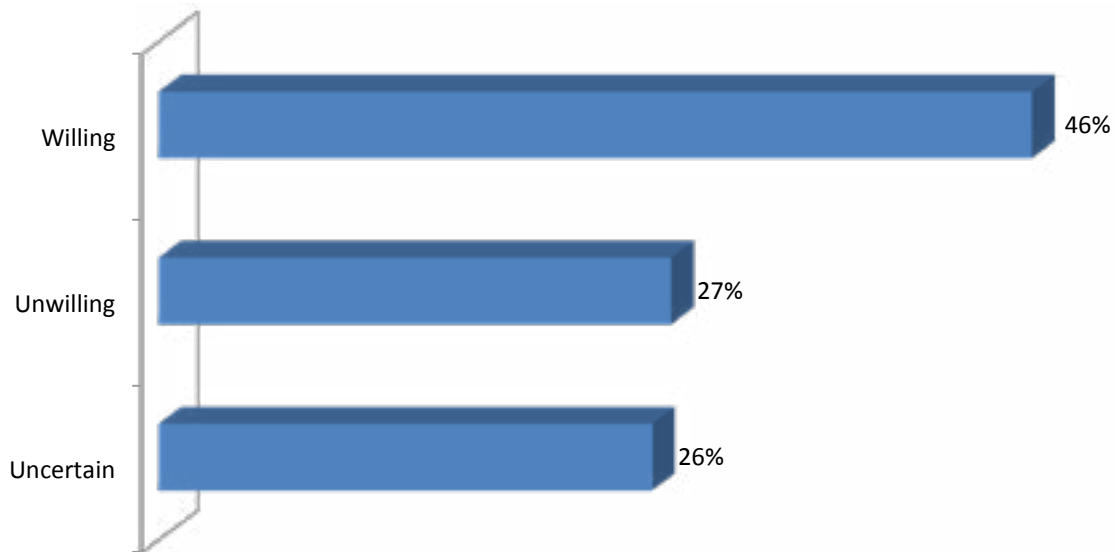
Polk



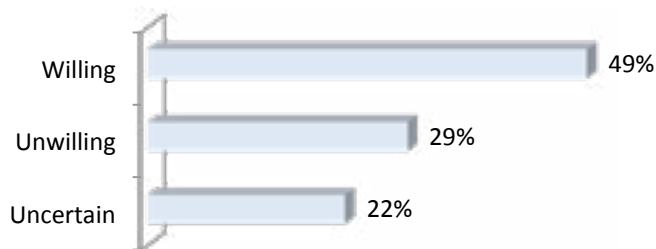
* 491 Responses

Willingness to drink **purified recycled** water if it was certified safe & pure by Florida universities*

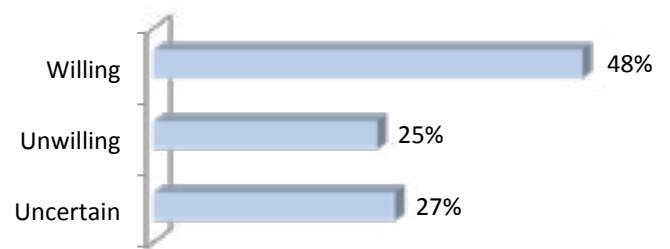
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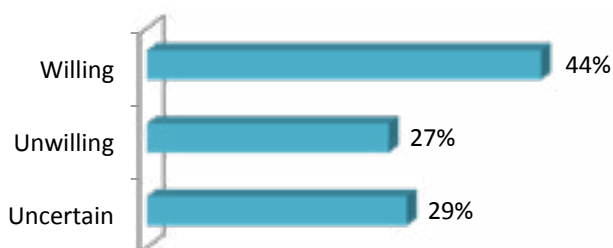
Hillsborough



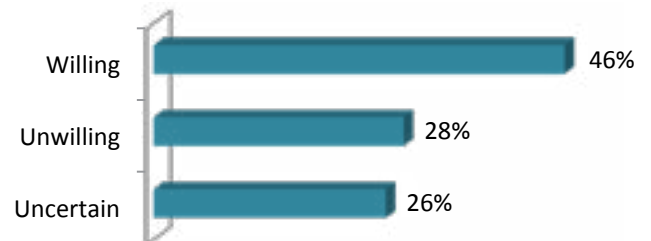
Pasco



Pinellas



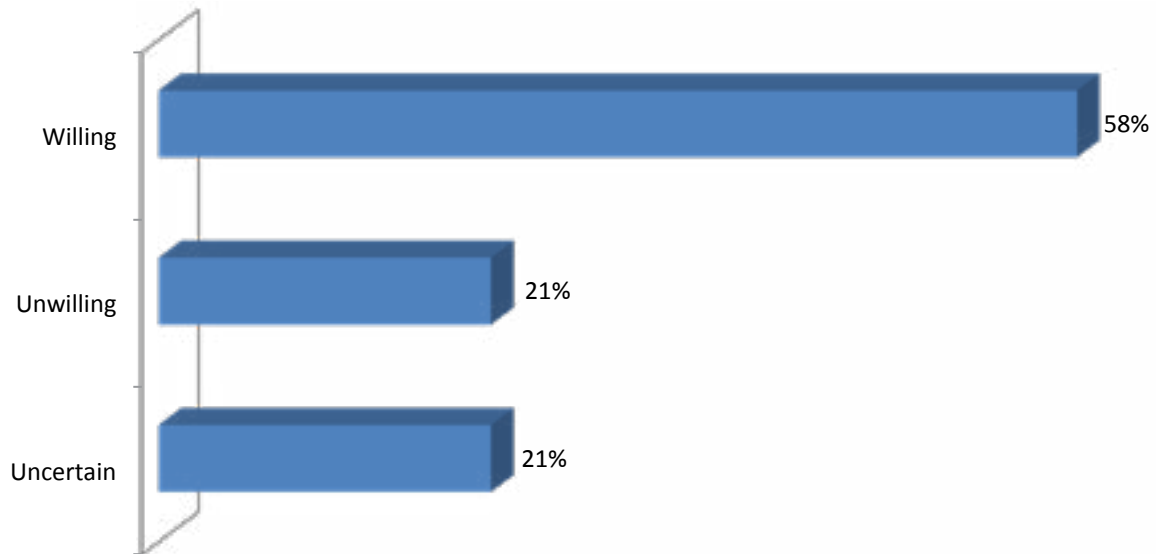
Polk



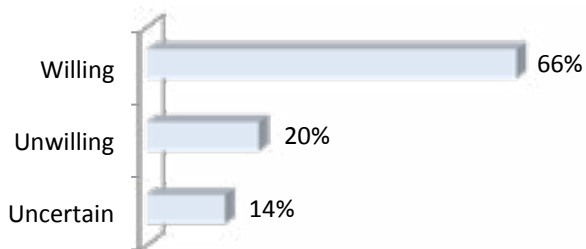
* 491 Responses

Willingness to drink **purified recycled** water if it was certified safe & pure by scientists at the National Academy of Sciences*

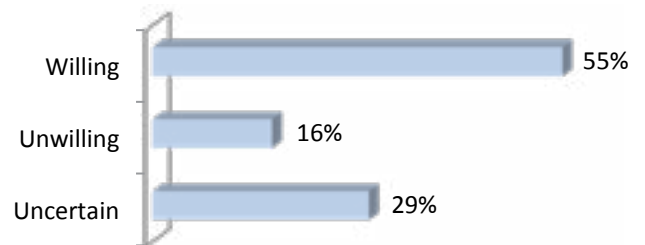
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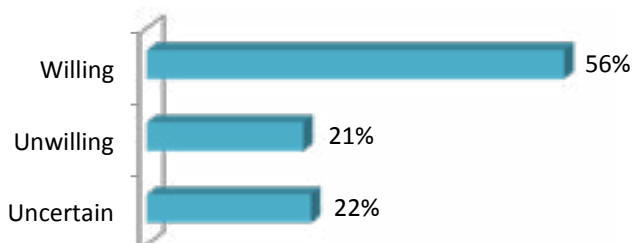
Hillsborough



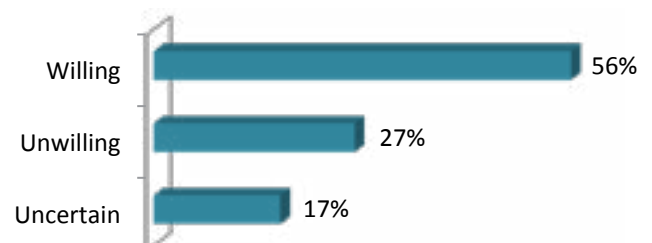
Pasco



Pinellas



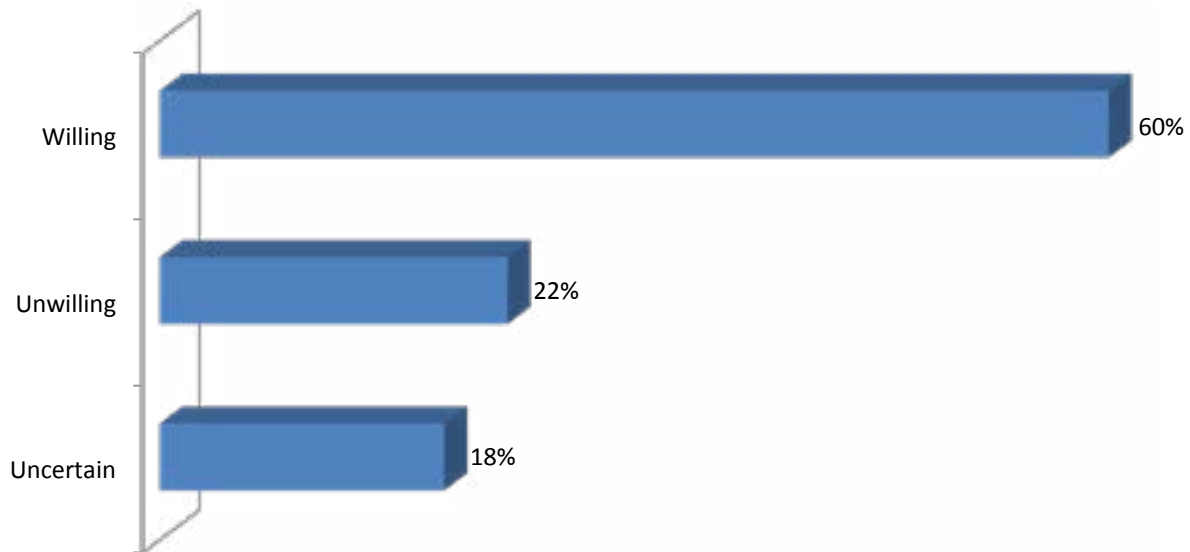
Polk



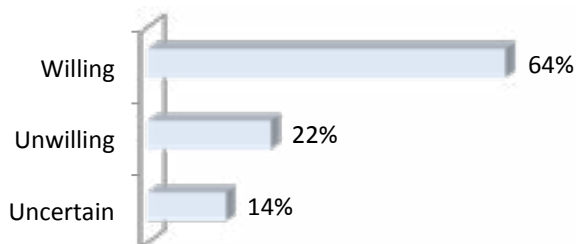
* 491 Responses

Willingness to drink **purified recycled** water if it was certified safe & pure by the Florida Department of Environmental Protection*

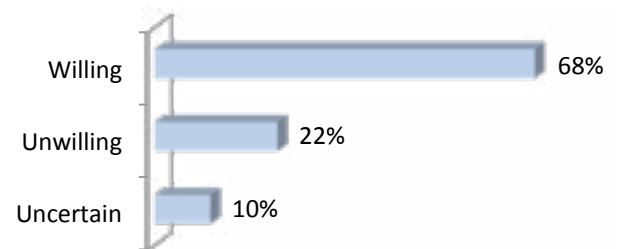
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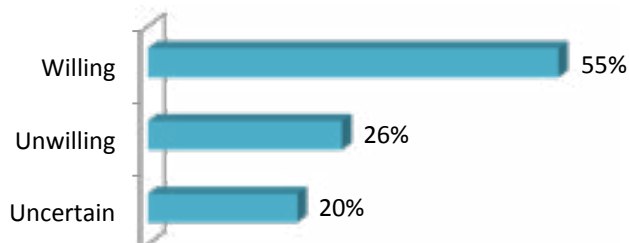
Hillsborough



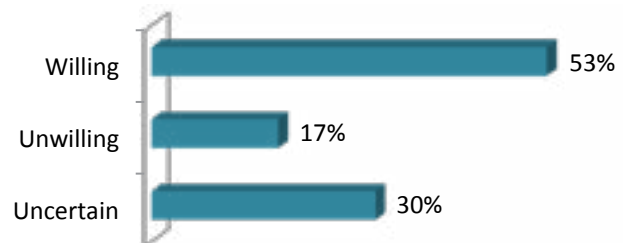
Pasco



Pinellas



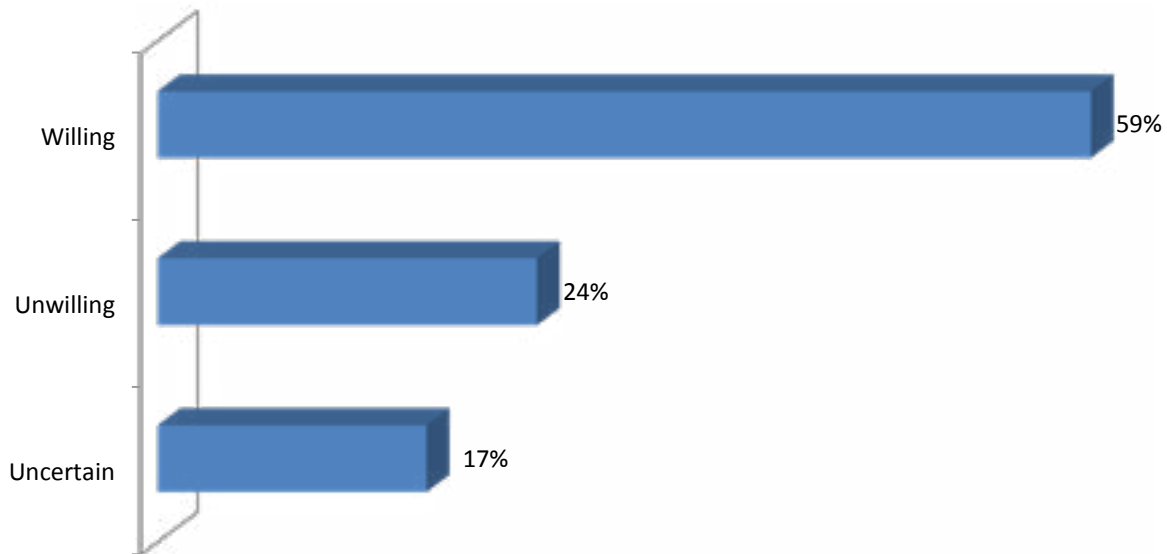
Polk



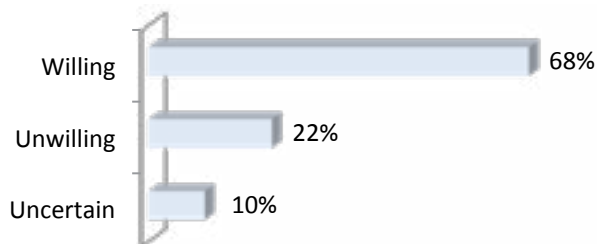
* 491 Responses

Willingness to drink **purified recycled** water if it was certified safe & pure by the Florida Department of Health*

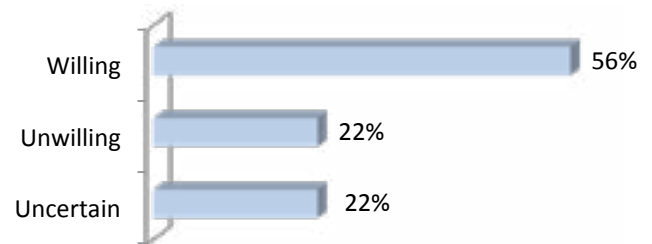
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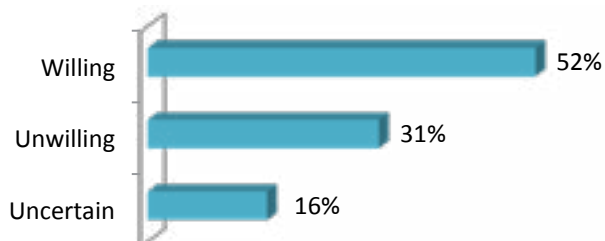
Hillsborough



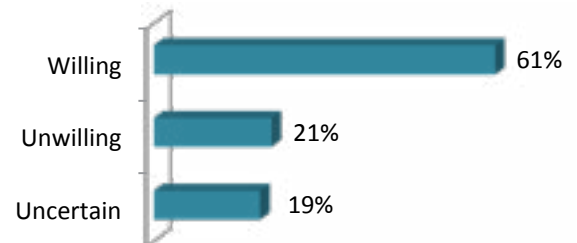
Pasco



Pinellas



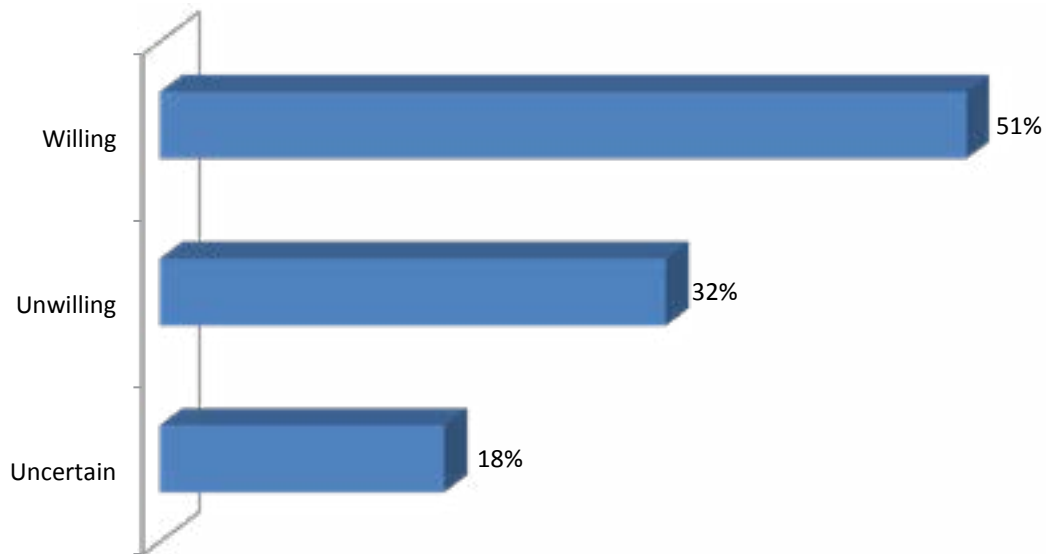
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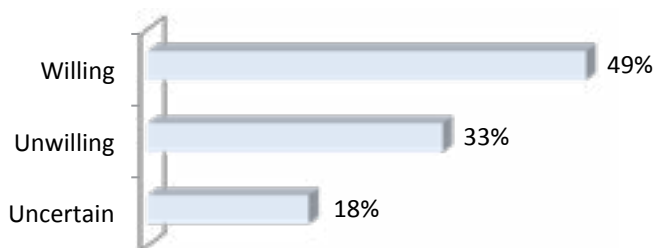
* 491 Responses

Willingness to drink **certified safe recycled** water if it was certified safe & pure by your local water utility company*

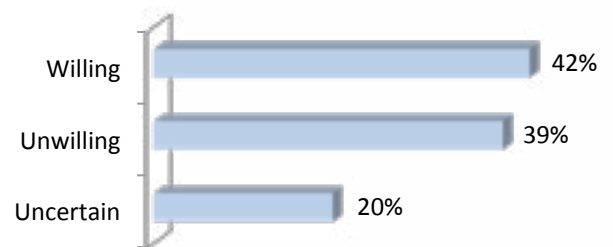
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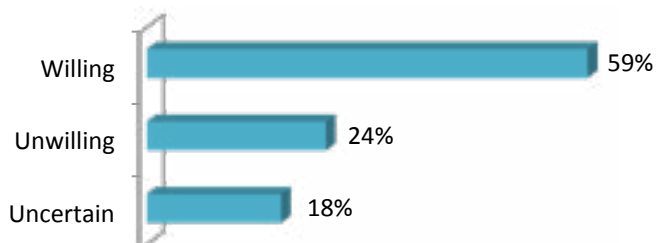
Hillsborough



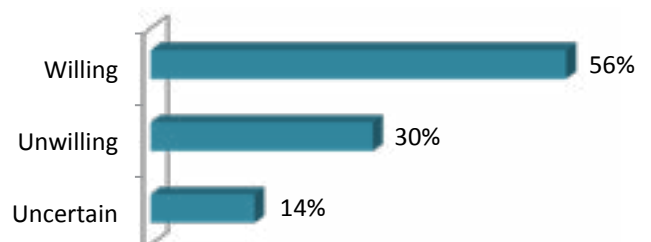
Pasco



Pinellas



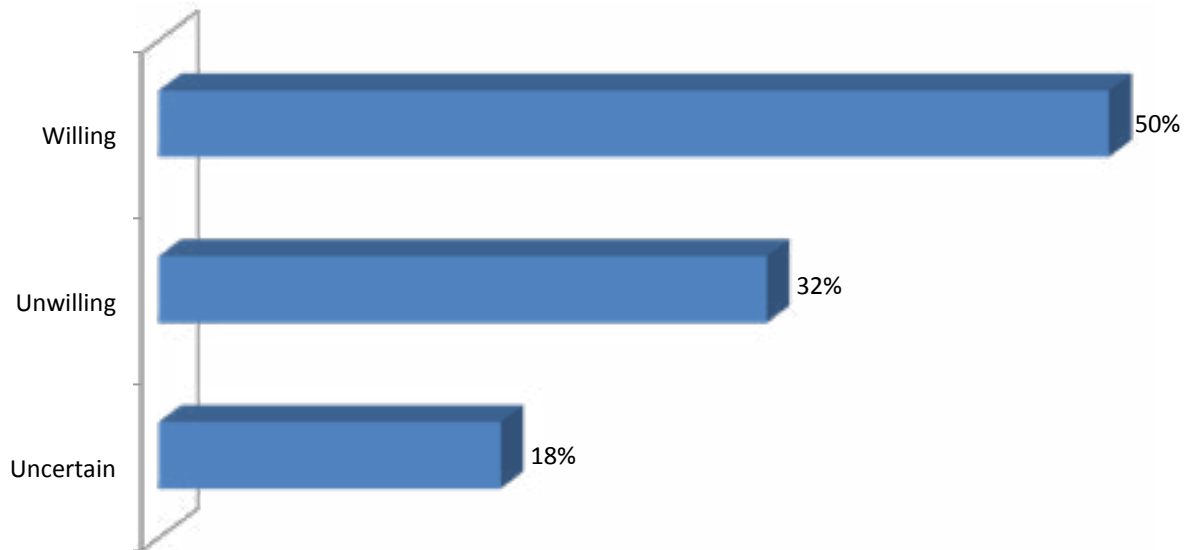
Polk



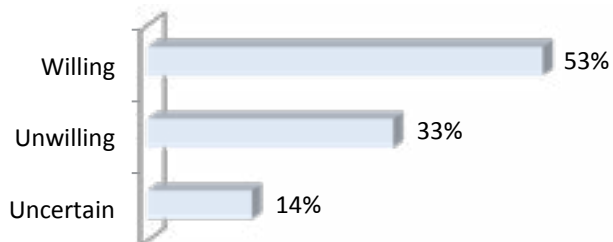
* 541 Responses

Willingness to drink ***certified safe recycled*** water if it was certified safe & pure by Florida universities*

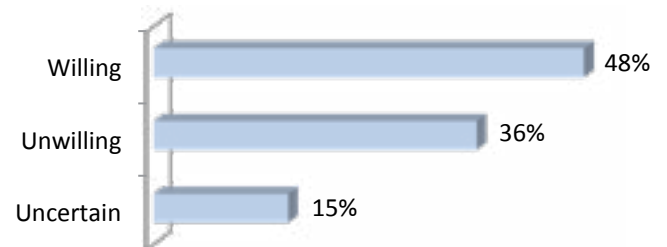
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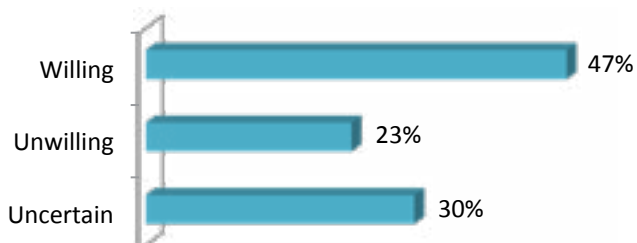
Hillsborough



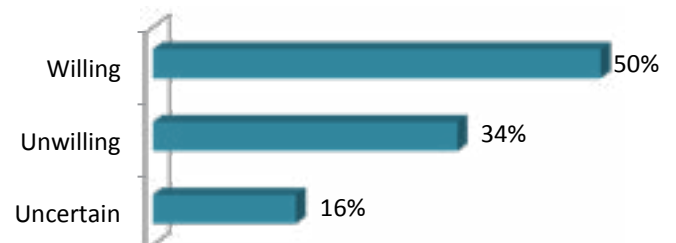
Pasco



Pinellas



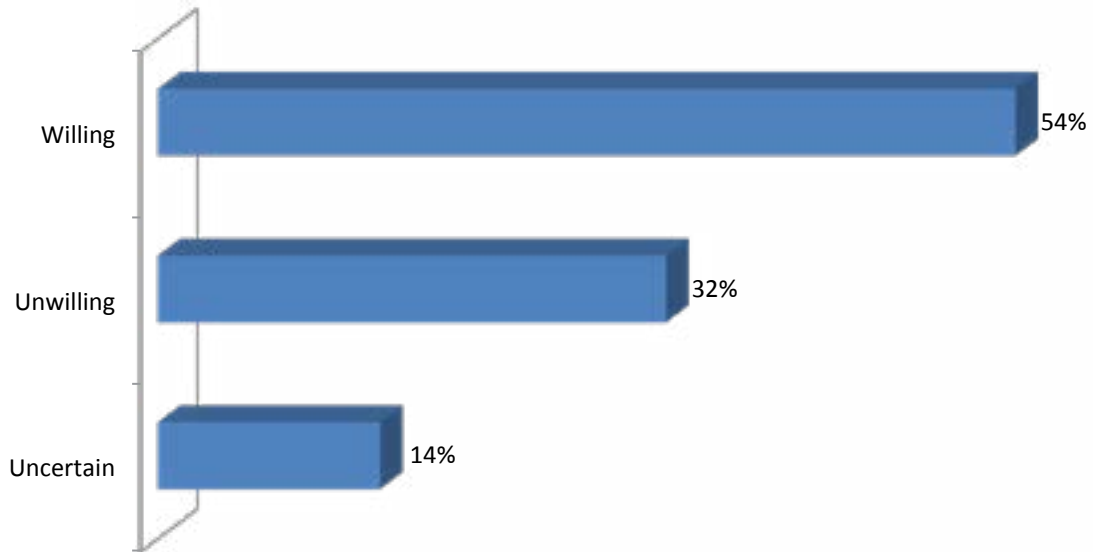
Polk



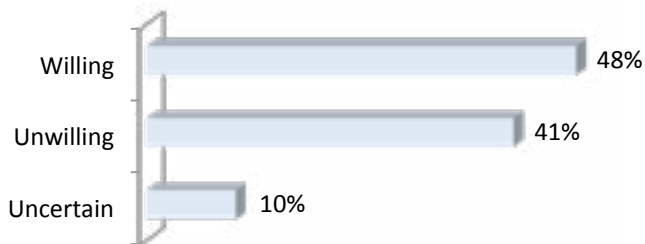
* 541 Responses

Willingness to drink **certified safe recycled** water if it was certified safe & pure by Scientists at the National Academy of Sciences*

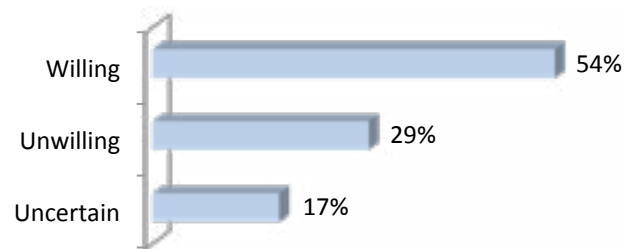
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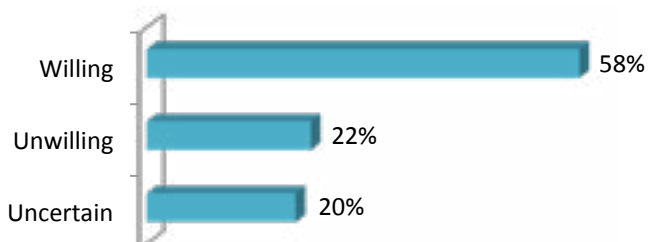
Hillsborough



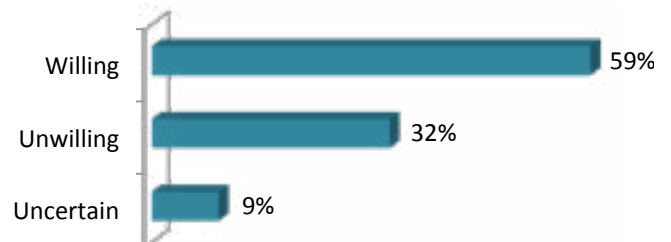
Pasco



Pinellas



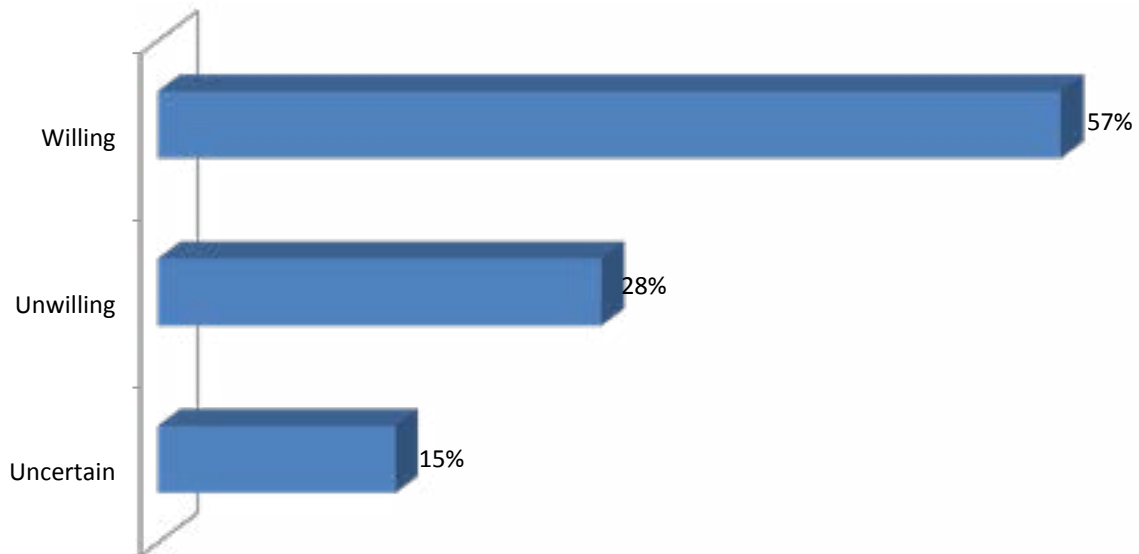
Polk



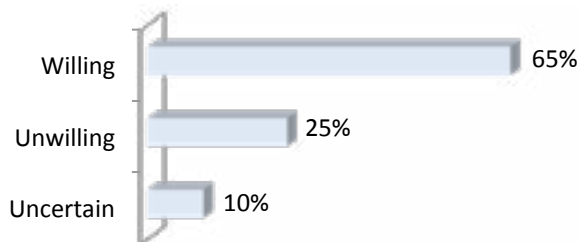
* 541 Responses

Willingness to drink **certified safe recycled** water if it was certified safe & pure by the Florida Department of Environmental Protection*

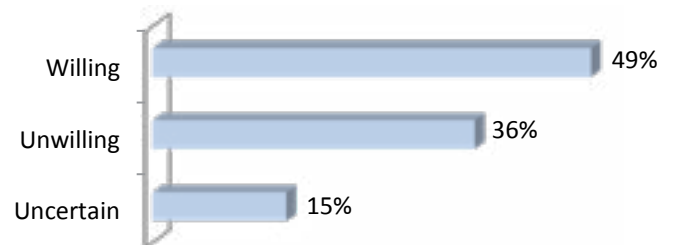
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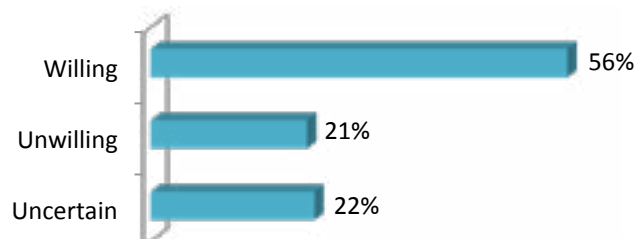
Hillsborough



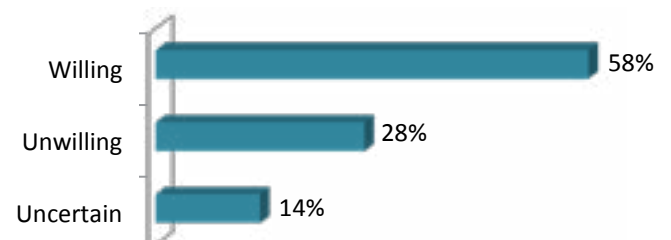
Pasco



Pinellas



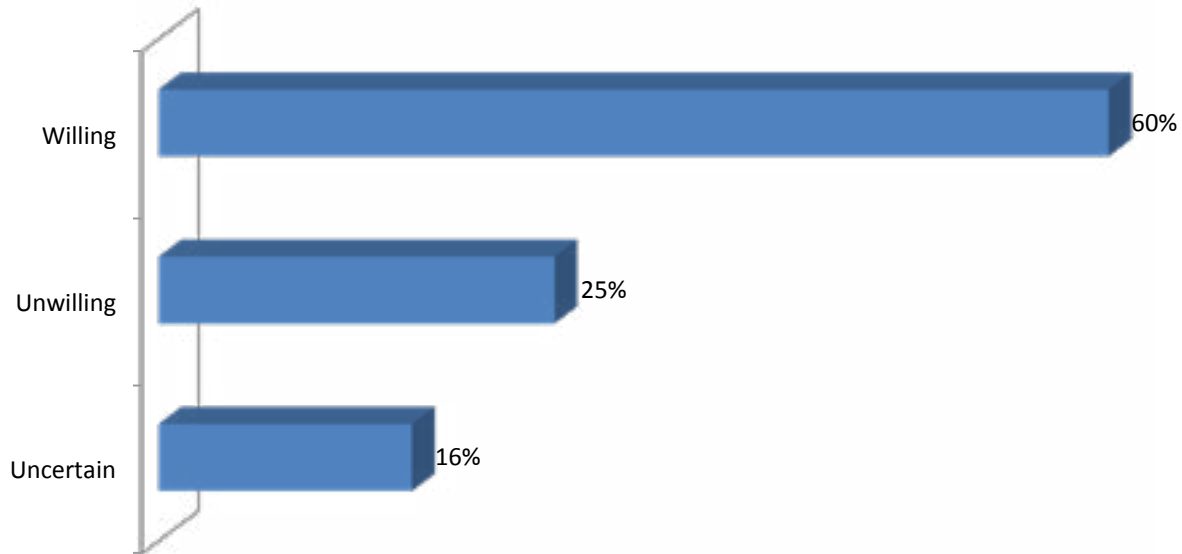
Polk



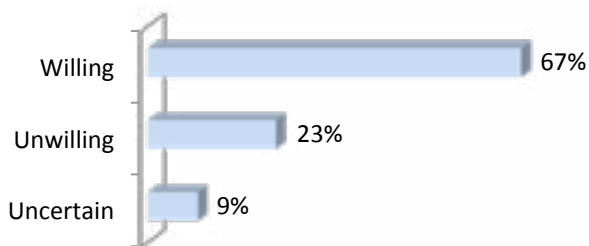
* 541 Responses

Willingness to drink ***certified safe recycled*** water if it was certified safe & pure by the Florida Department of Health*

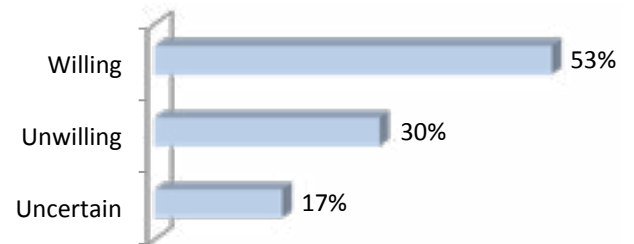
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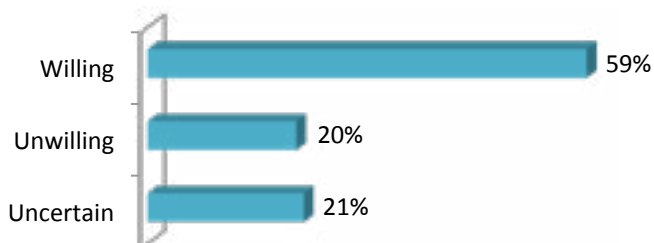
Hillsborough



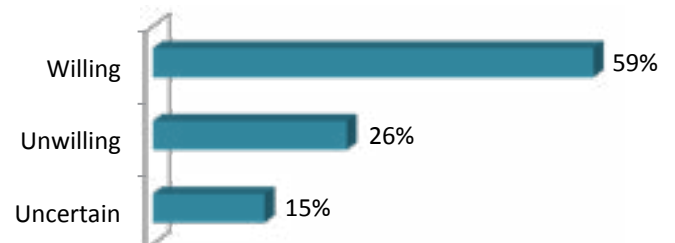
Pasco



Pinellas



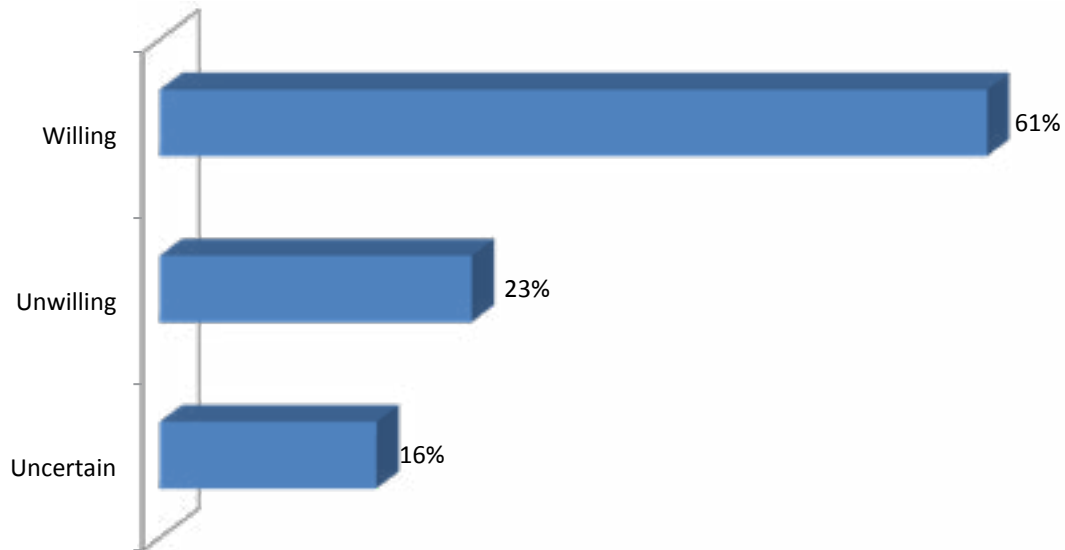
Polk



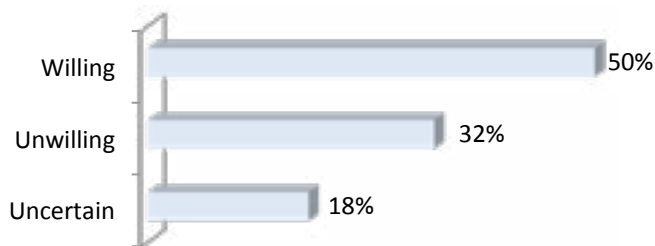
* 541 Responses

Willingness to drink **highly purified** water if it was certified safe & pure by your local water utility company*

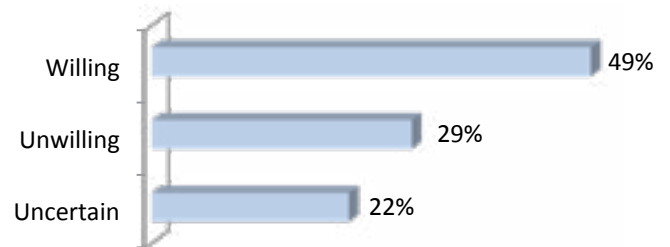
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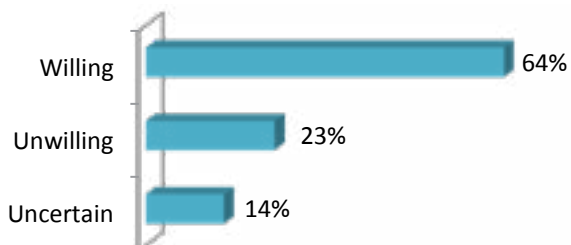
Hillsborough



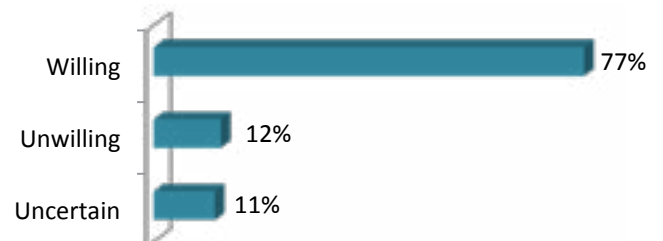
Pasco



Pinellas



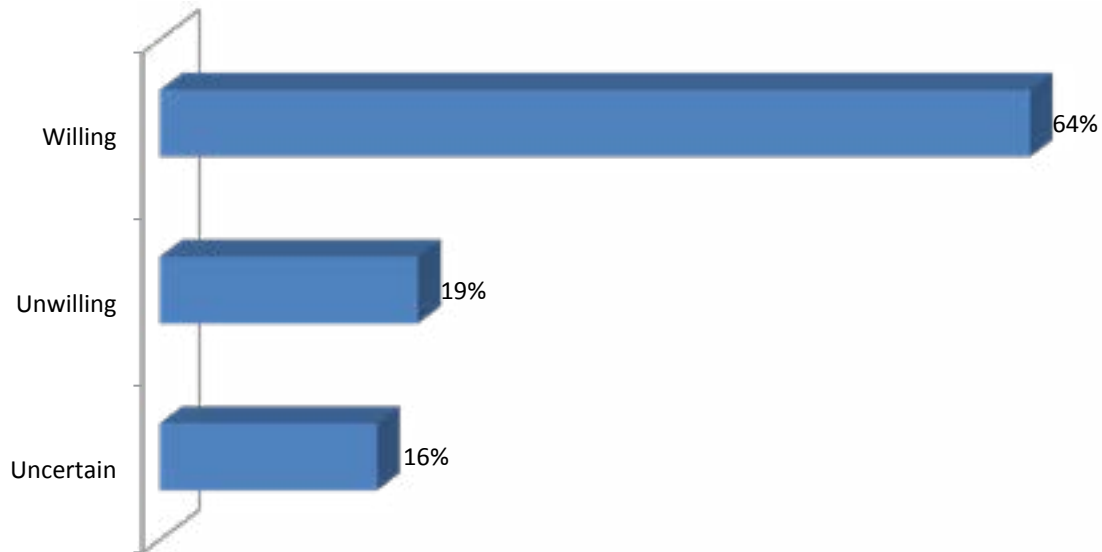
Polk



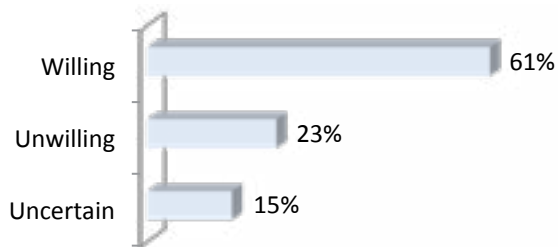
* 509 Responses

Willingness to drink **highly purified** water if it was certified safe & pure by Florida universities*

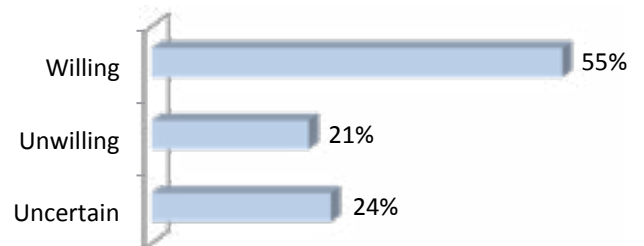
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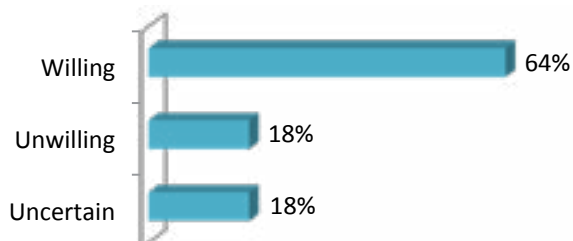
Hillsborough



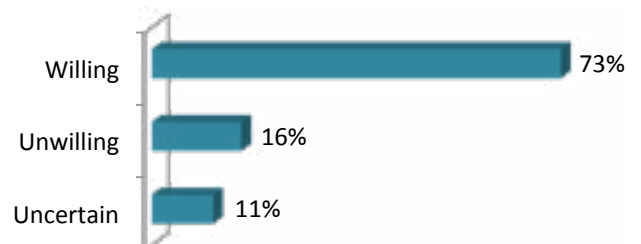
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Pinellas



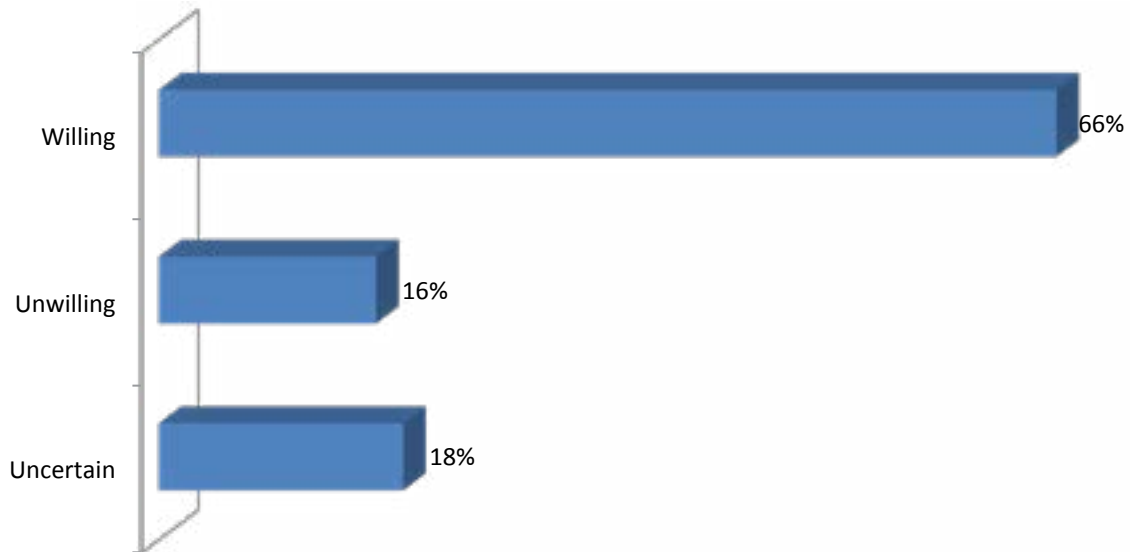
Polk



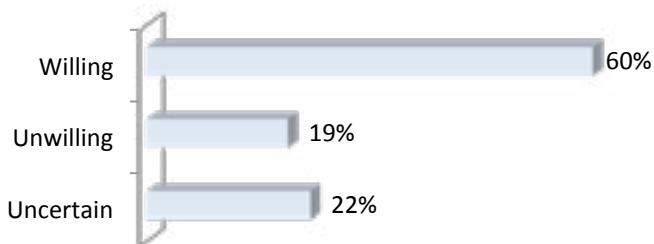
* 509 Responses

Willingness to drink **highly purified** water if it was certified safe & pure by Scientists at the National Academy of Sciences*

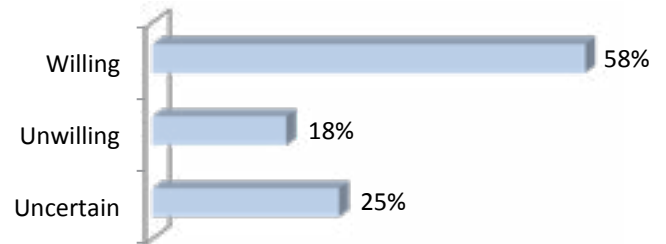
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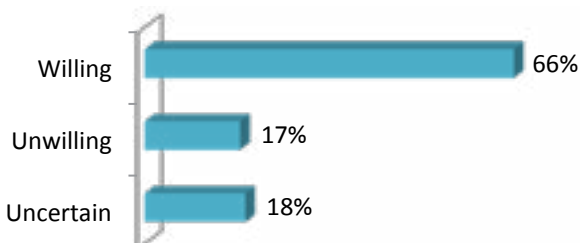
Hillsborough



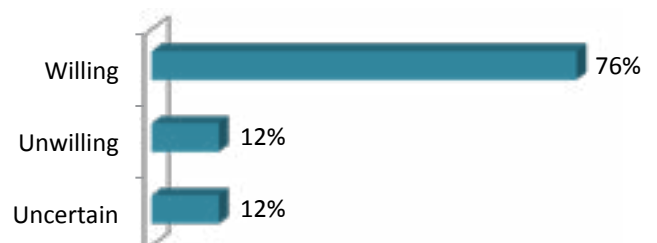
Pasco



Pinellas



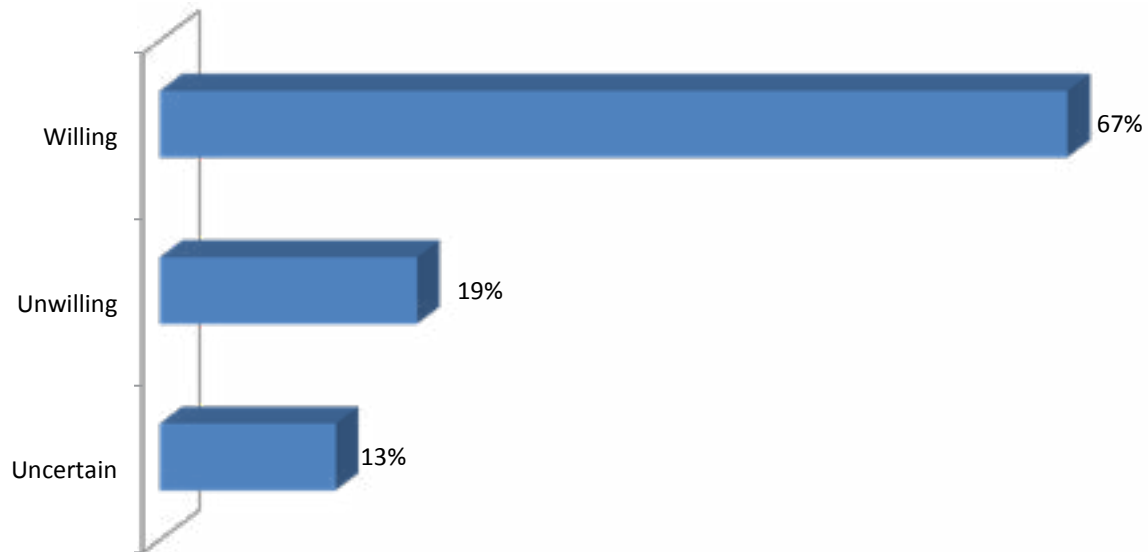
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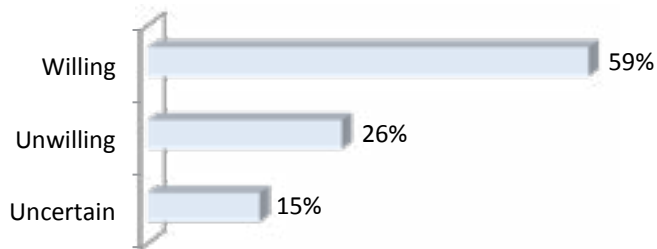
* 509 Responses

Willingness to drink **highly purified** water if it was certified safe & pure by the Florida Department of Environmental Protection*

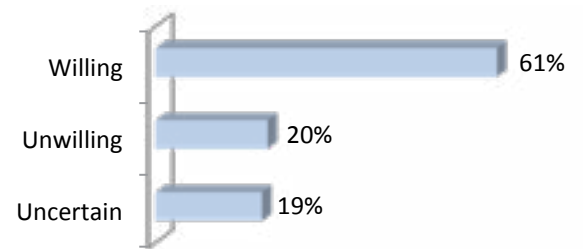
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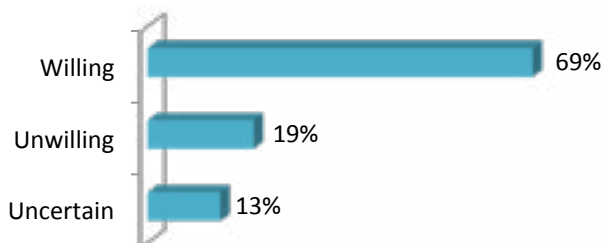
Hillsborough



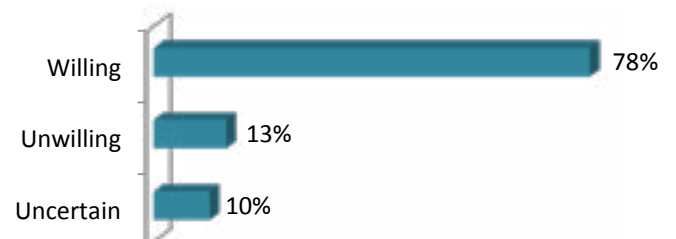
Pasco



Pinellas



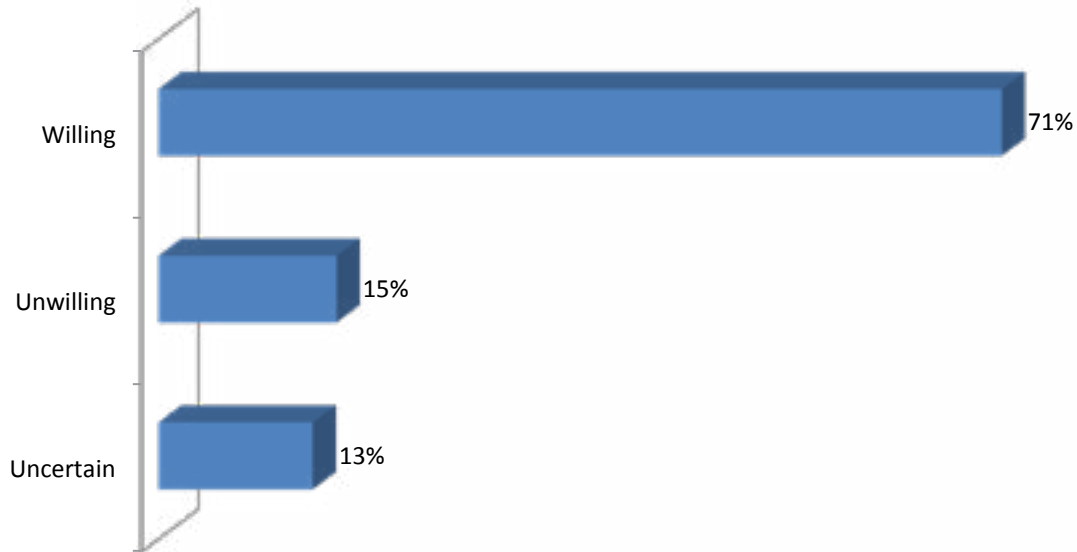
Polk



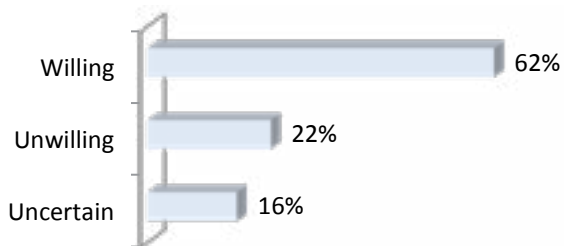
* 509 Responses

Willingness to drink **highly purified water** if it was certified safe & pure by the Florida Department of Health*

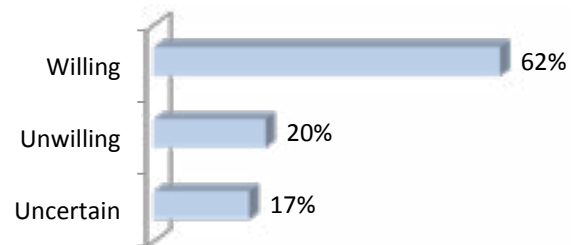
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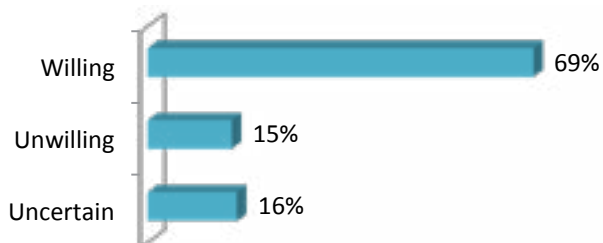
Hillsborough



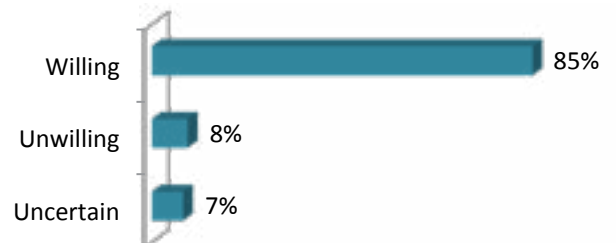
Pasco



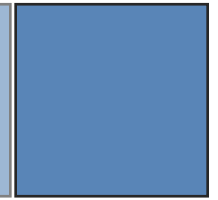
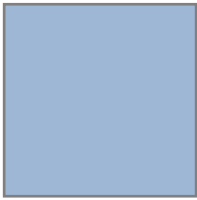
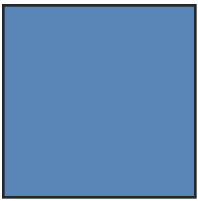
Pinellas



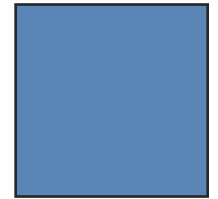
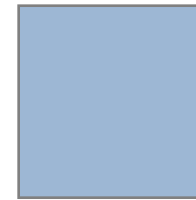
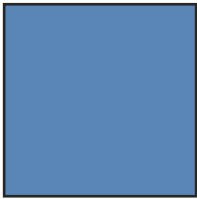
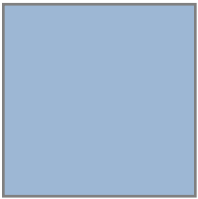
Polk



* 509 Responses



WILLINGNESS TO USE RECYCLED WATER
FOR SEVEN USES



Willingness to Use Recycled Water for Seven Uses

Residents were asked if they would use recycled water, that had been certified safe and pure by either the Florida Department of Environmental Protection or scientists at the National Academy of Sciences for seven different uses, ranging from watering the lawn to drinking it.

If certified safe and pure, residents are most willing to use recycled water for watering their lawn (88% to 89% depending on the source of information). Willingness to use recycled water for watering lawns is highest among residents in Polk County (90% to 93%, depending on the source of information).

Fewer than half of residents (39% to 47%, depending on the source of information) are willing to drink recycled water. Willingness to use recycled water for drinking is highest among residents in Polk County (52% to 53%, depending on the source of information).

*Willingness to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to:**

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	5%	8%	88%	5%	8%	87%	2%	9%	89%
Water vegetables	11%	10%	79%	13%	9%	78%	9%	13%	78%
Take a shower or bath	18%	12%	71%	21%	11%	68%	19%	16%	66%
Cook pasta	29%	15%	56%	32%	13%	55%	29%	17%	54%
Pets to drink	29%	17%	54%	31%	15%	54%	30%	24%	45%
Add to existing water supplies	37%	20%	43%	43%	15%	42%	33%	30%	37%
Drink	39%	21%	39%	38%	22%	40%	44%	29%	27%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	5%	11%	83%	7%	3%	90%
Water vegetables	19%	12%	69%	6%	6%	87%
Take a shower or bath	24%	11%	65%	8%	8%	84%
Cook pasta	37%	14%	49%	18%	16%	66%
Pets to drink	35%	19%	46%	20%	10%	70%
Add to existing water supplies	40%	21%	39%	31%	15%	55%
Drink	46%	18%	35%	30%	16%	53%

* 751 responses: Because of length of questionnaire, not all questions were asked to all respondents.

*Willingness to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences to:**

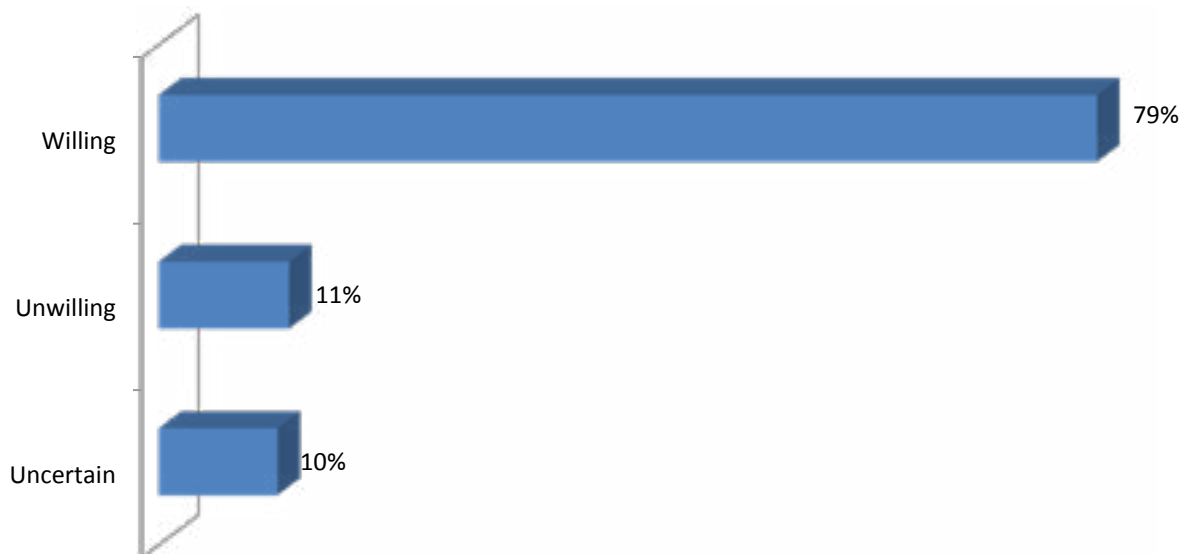
	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	7%	5%	89%	8%	7%	86%	8%	4%	87%
Water vegetables	13%	10%	77%	13%	10%	77%	19%	8%	73%
Take a shower or bath	19%	11%	70%	19%	11%	70%	22%	8%	70%
Pets to drink	27%	14%	59%	27%	15%	58%	34%	10%	56%
Cook pasta	33%	14%	53%	37%	17%	46%	35%	7%	57%
Drink	37%	16%	47%	35%	19%	46%	48%	12%	41%
Add to existing water supplies	33%	20%	46%	33%	23%	44%	39%	15%	47%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	7%	4%	89%	3%	4%	93%
Water vegetables	10%	11%	78%	9%	10%	81%
Take a shower or bath	14%	13%	73%	21%	11%	68%
Pets to drink	21%	18%	61%	25%	14%	61%
Cook pasta	23%	22%	54%	37%	10%	54%
Drink	31%	20%	49%	36%	12%	52%
Add to existing water supplies	28%	29%	42%	35%	14%	51%

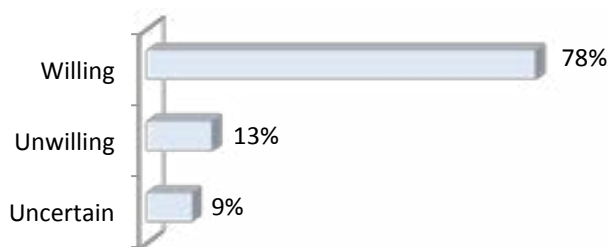
* 806 responses: Because of length of questionnaire, not all questions were asked to all respondents.

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to water vegetables in your garden?**

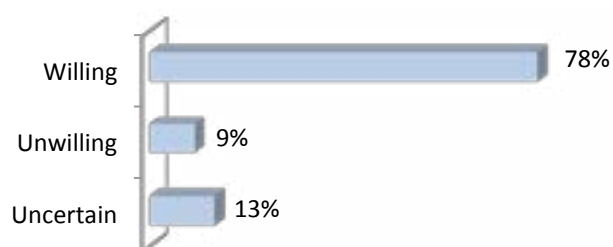
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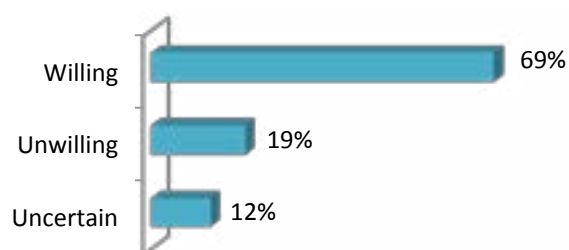
Hillsborough



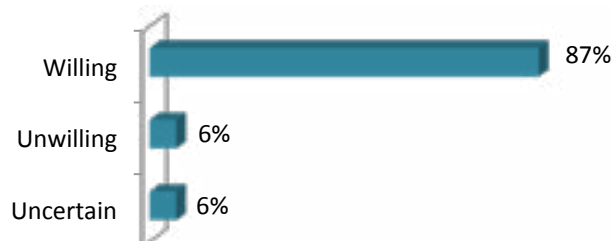
Pasco



Pinellas



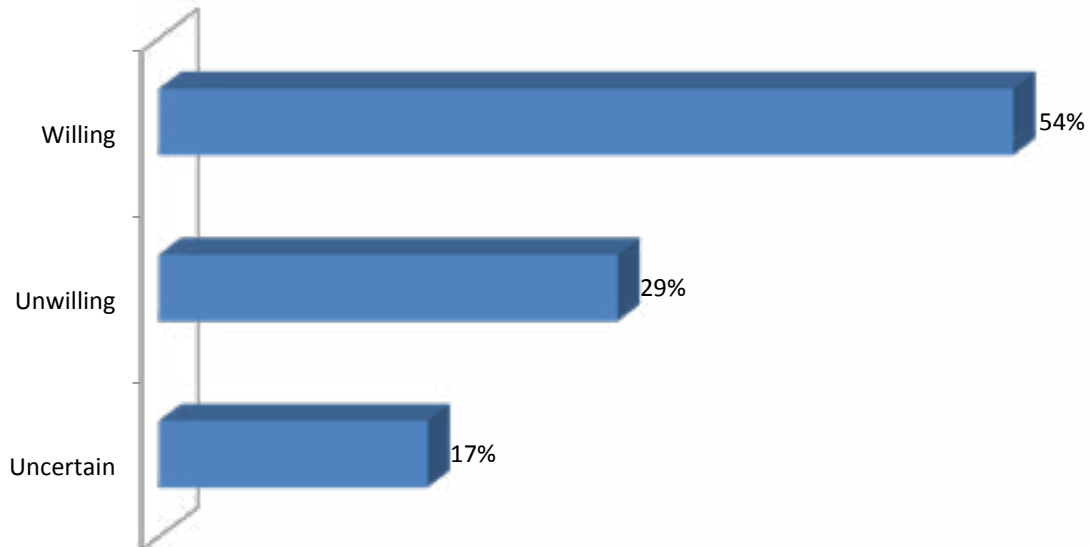
Polk



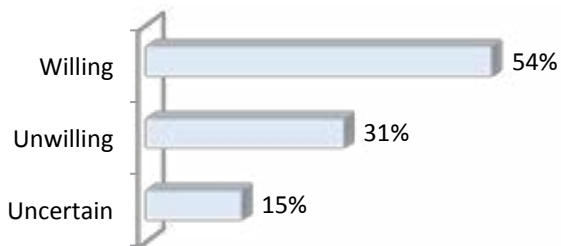
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection for your pets to drink?**

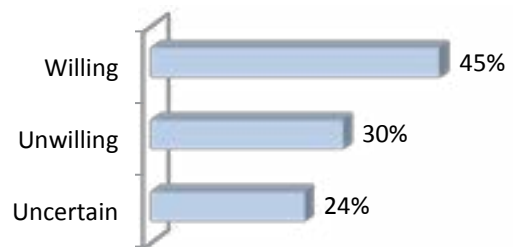
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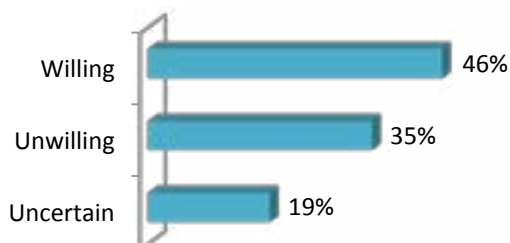
Hillsborough



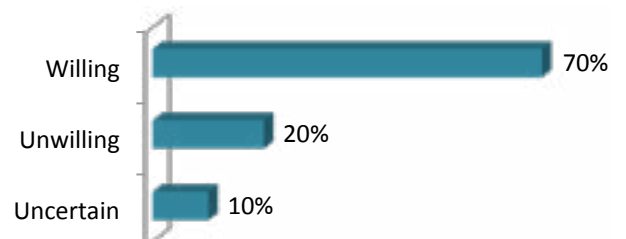
Pasco



Pinellas



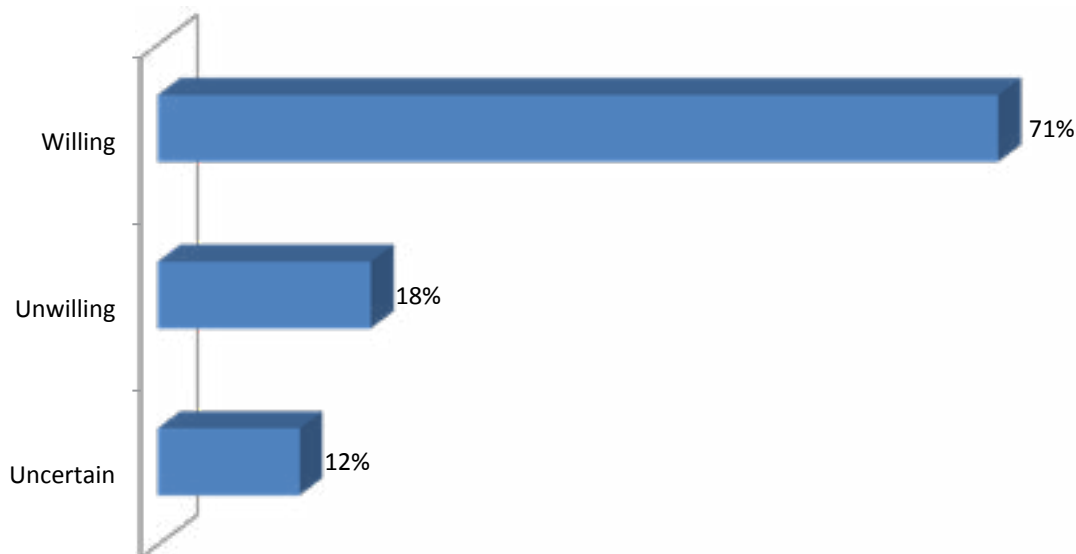
Polk



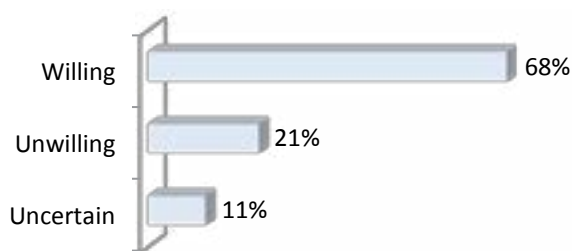
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to take a shower or bath?**

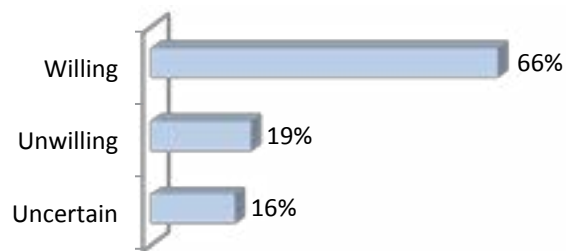
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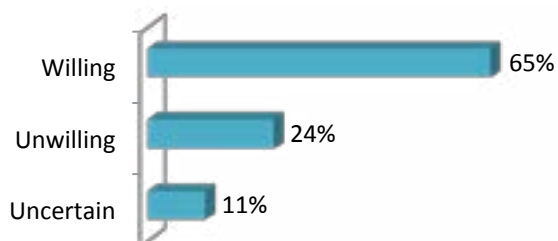
Hillsborough



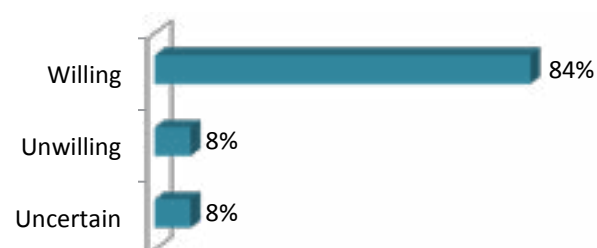
Pasco



Pinellas



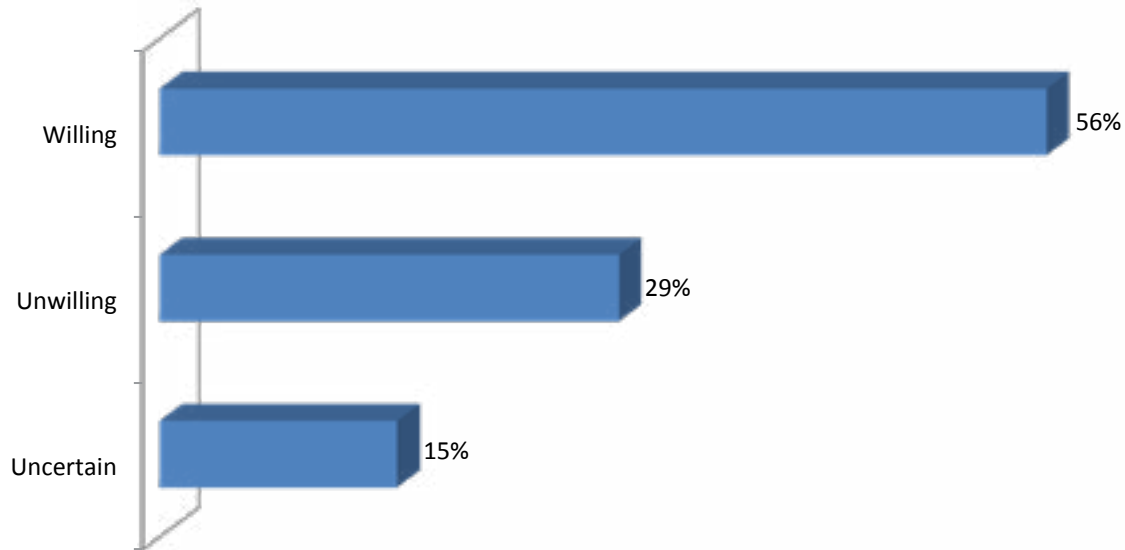
Polk



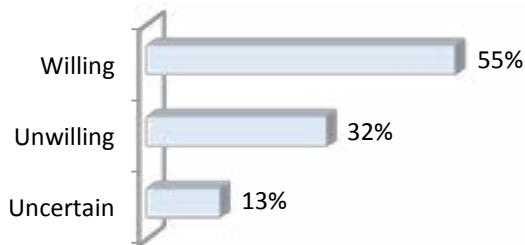
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to cook pasta?**

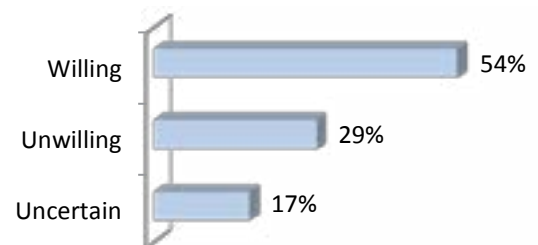
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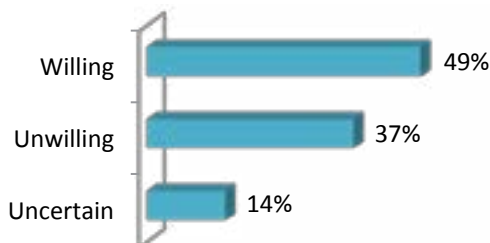
Hillsborough



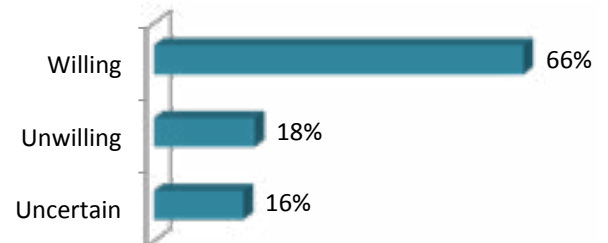
Pasco



Pinellas



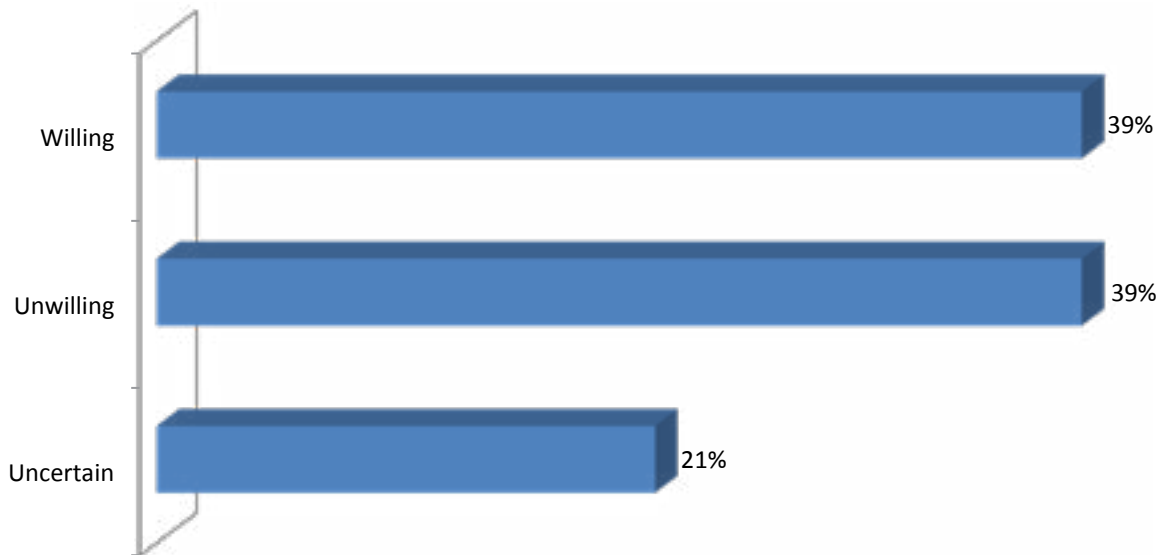
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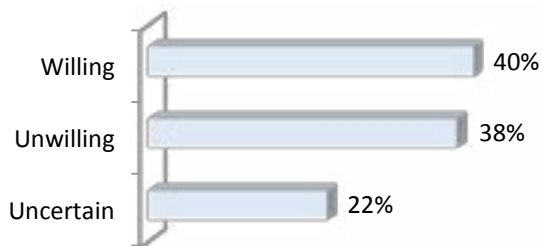
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to drink?**

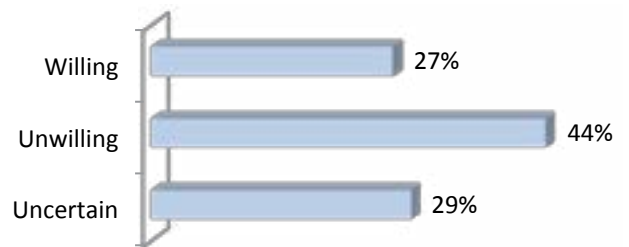
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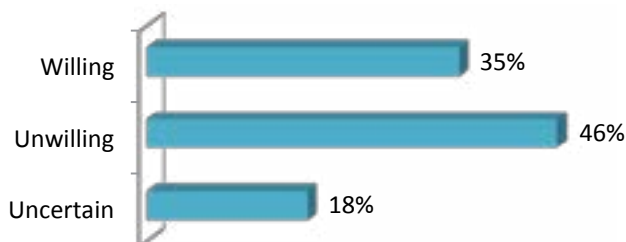
Hillsborough



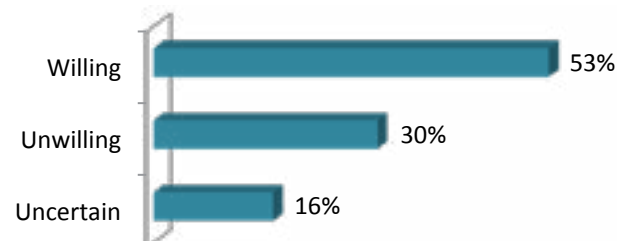
Pasco



Pinellas



Polk



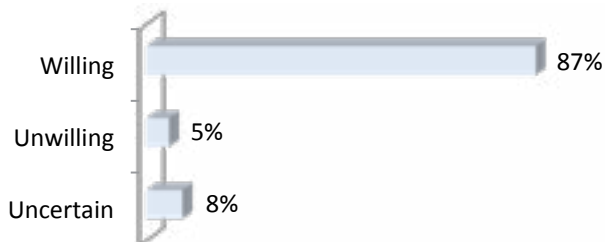
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to water your lawn?**

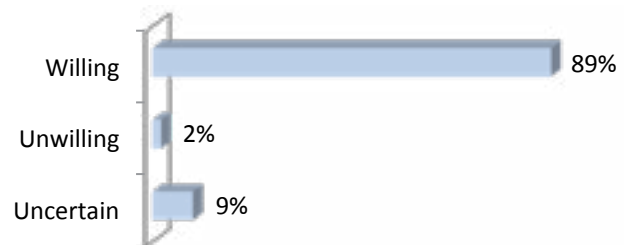
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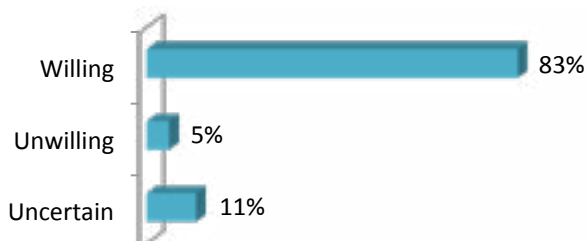
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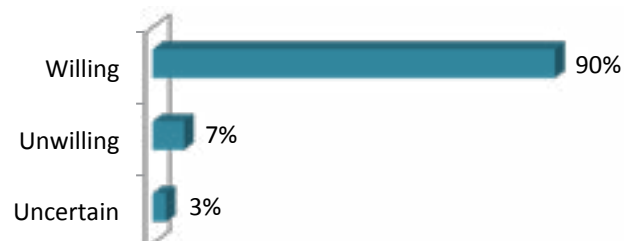
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Pinellas



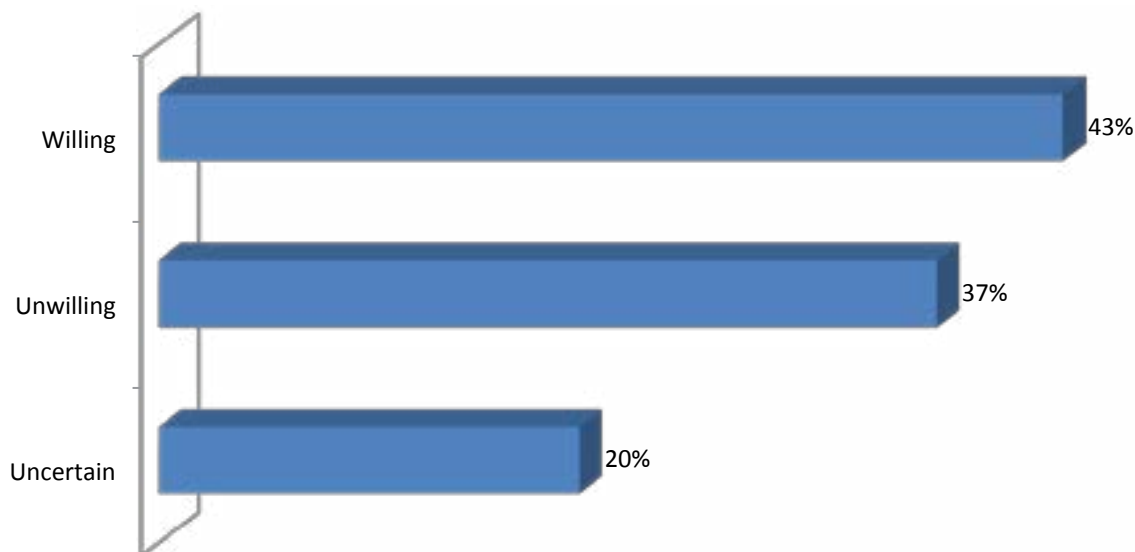
Polk



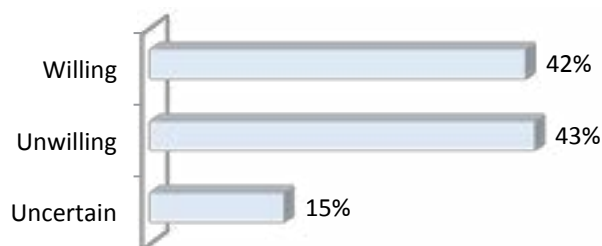
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection to add to existing drinking water supplies?**

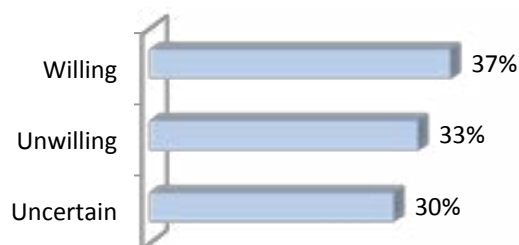
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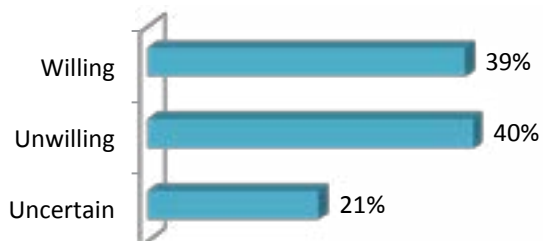
Hillsborough



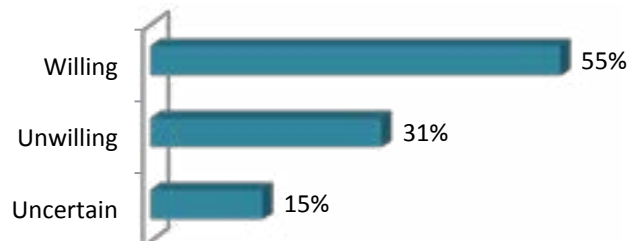
Pasco



Pinellas



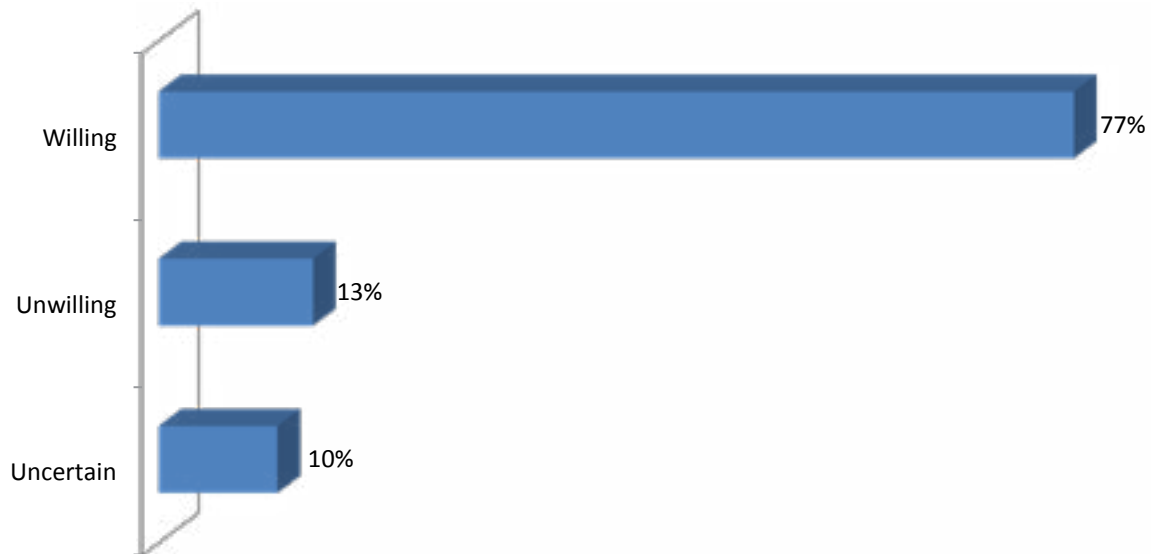
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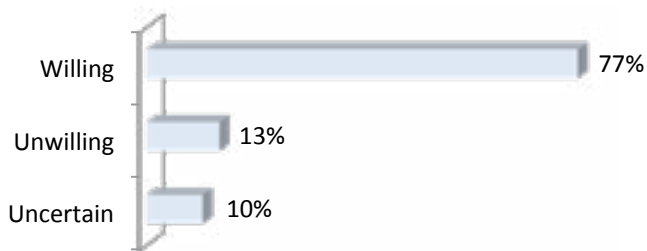
* 751 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science to water vegetables in your garden?**

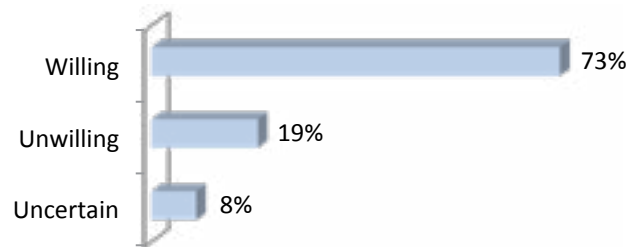
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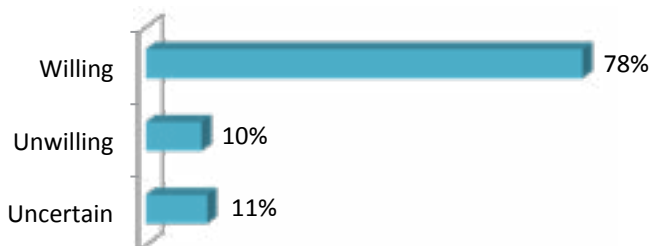
Hillsborough



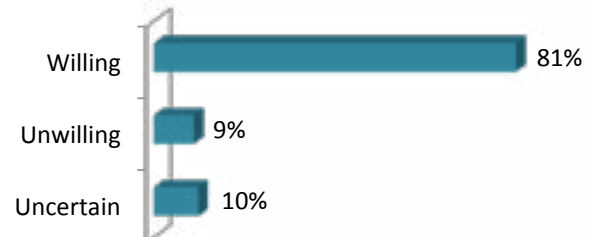
Pasco



Pinellas



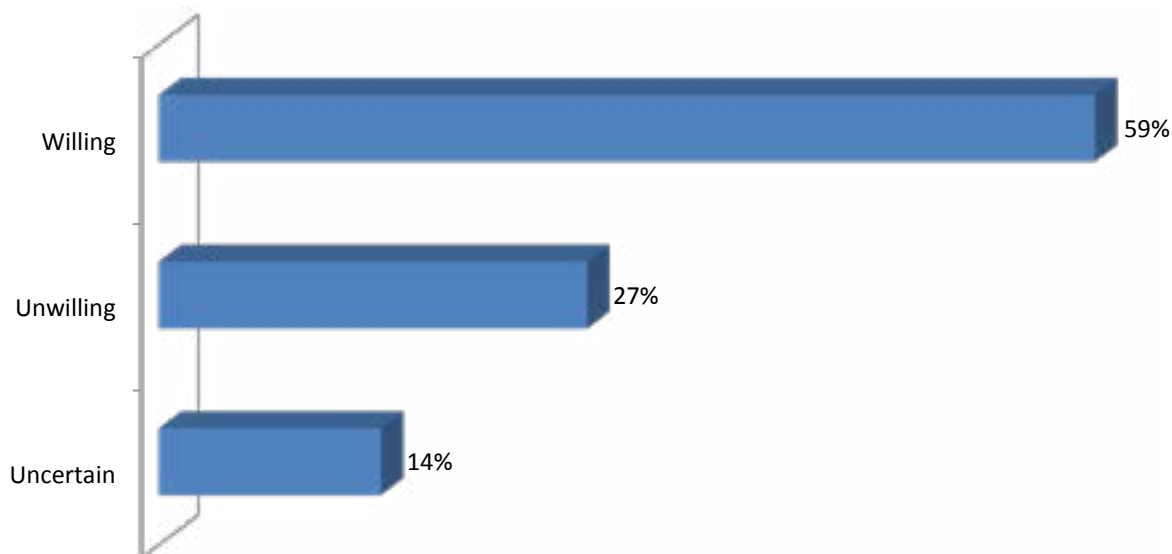
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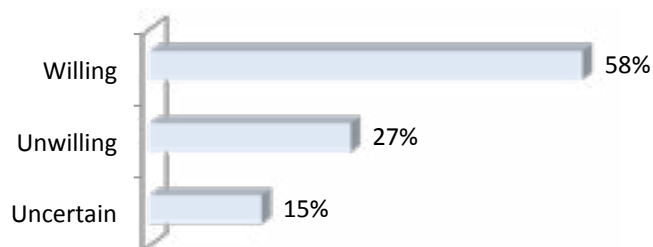
* 806 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science for your pets to drink?**

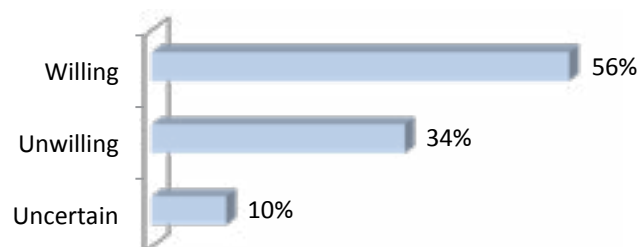
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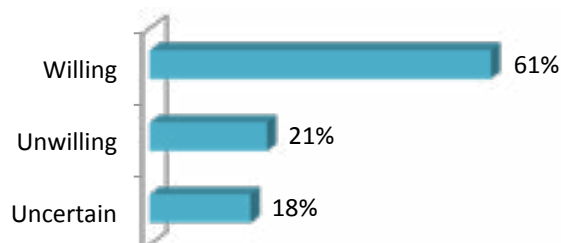
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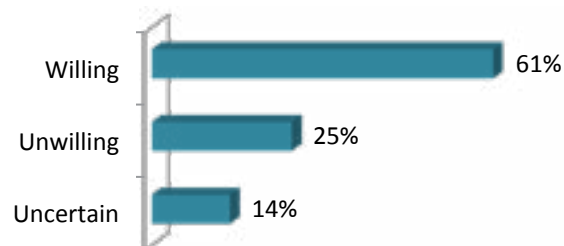
Pasco



Pinellas



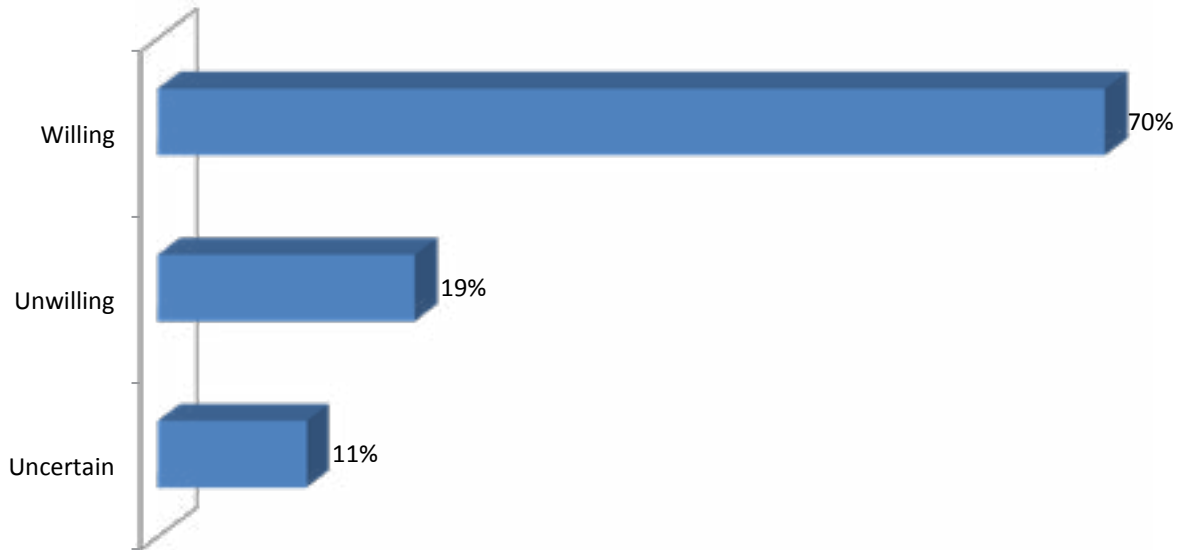
Polk



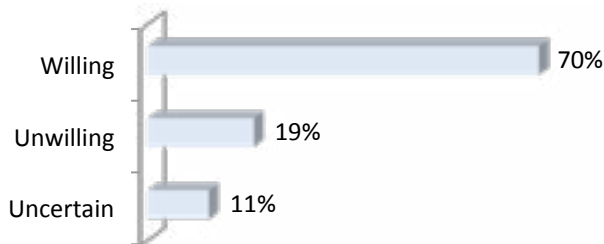
* 806 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science to take a shower or bath?**

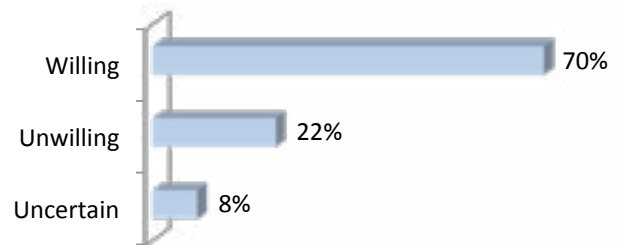
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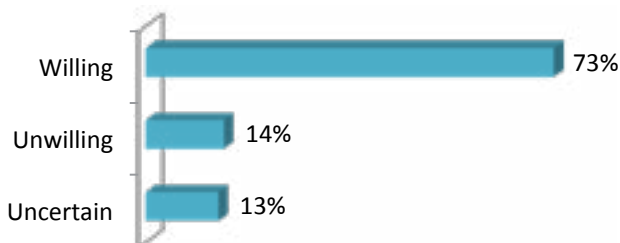
Hillsborough



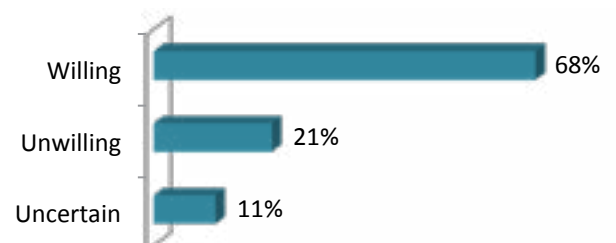
Pasco



Pinellas



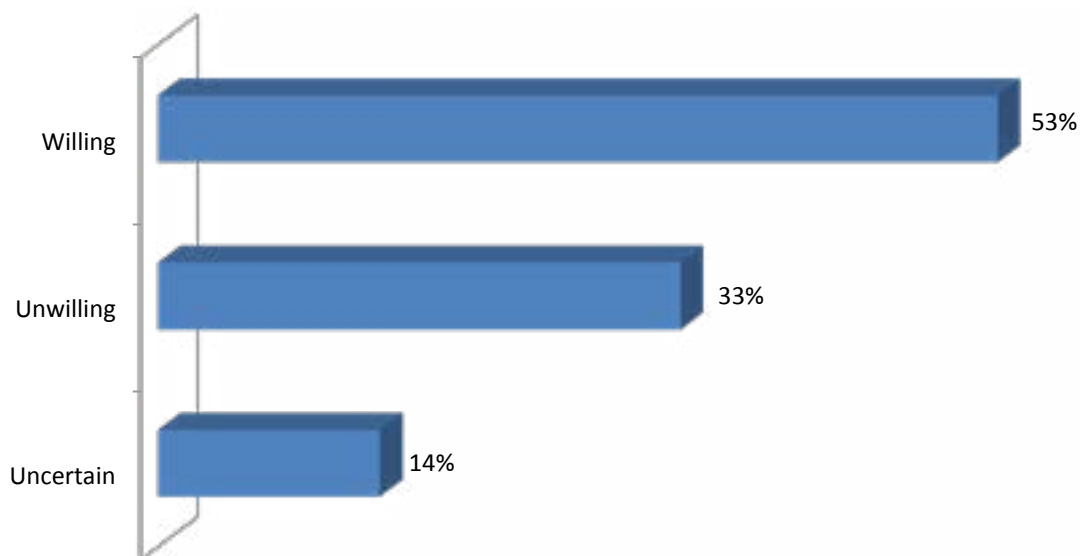
Polk



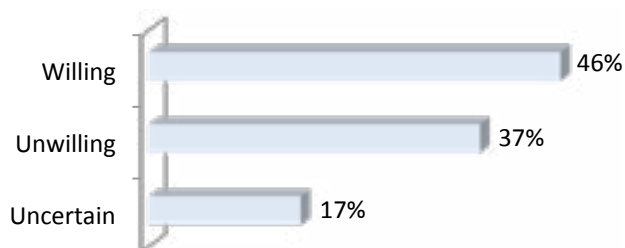
* 806 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science to cook pasta?**

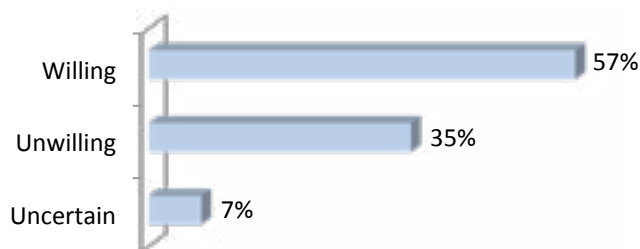
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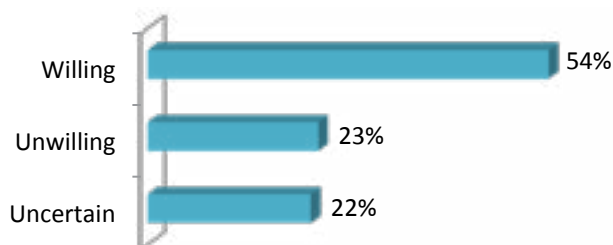
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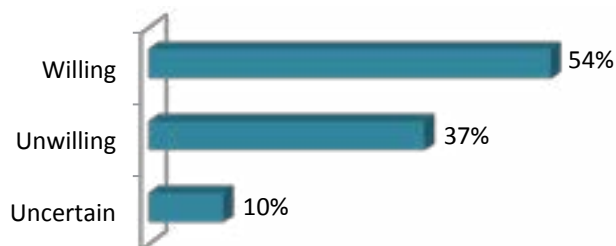
Pasco



Pinellas



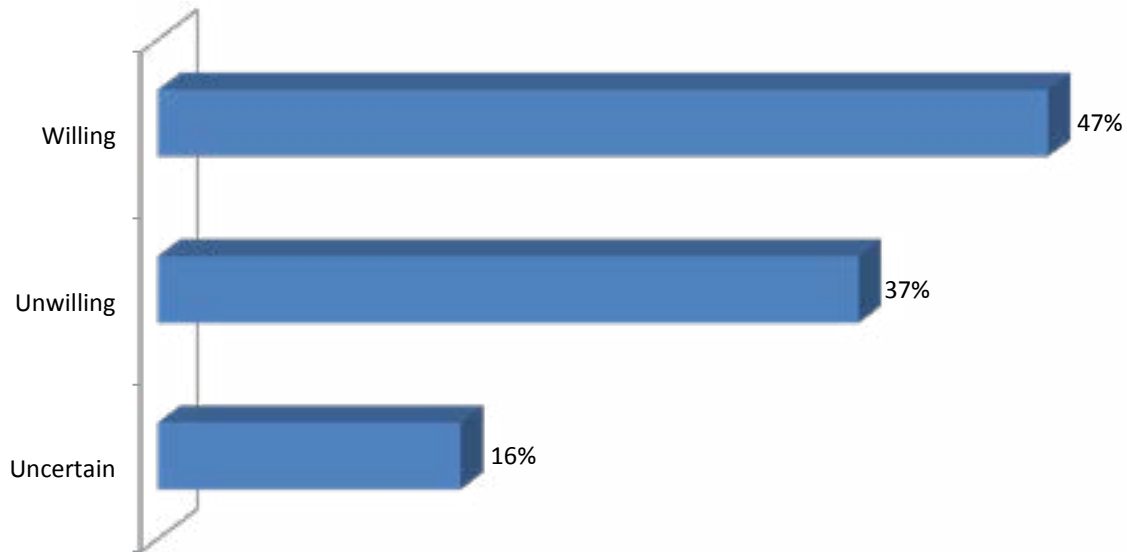
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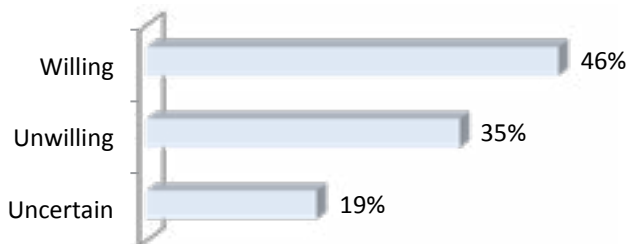
* 806 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science to drink?**

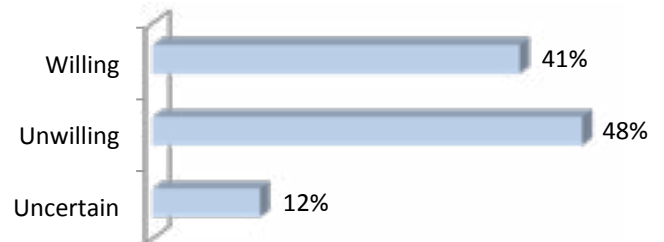
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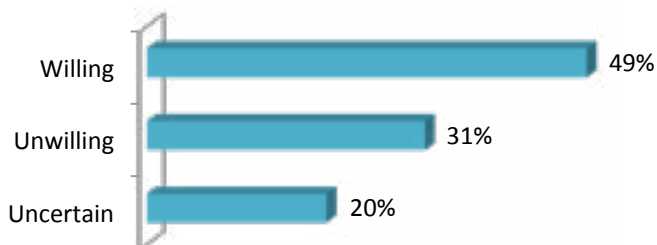
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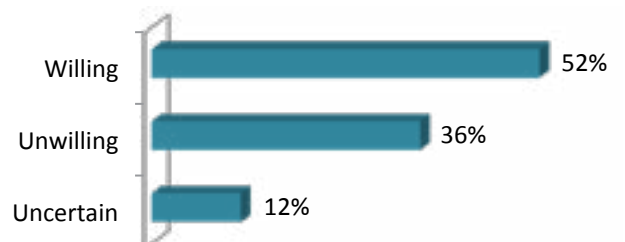
Pasco



Pinellas



Polk



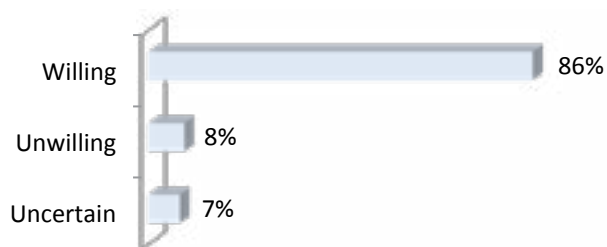
* 806 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science to water your lawn?**

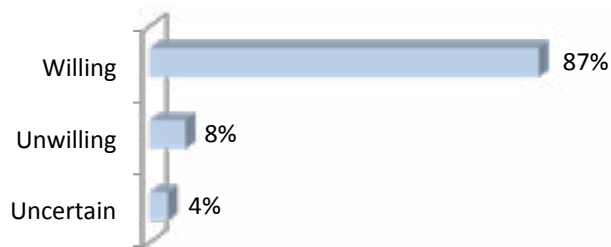
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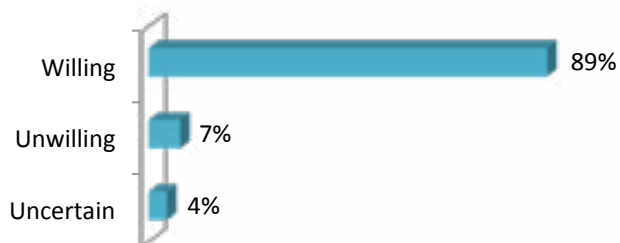
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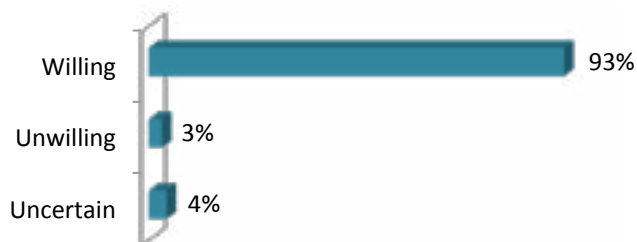
Pasco



Pinellas



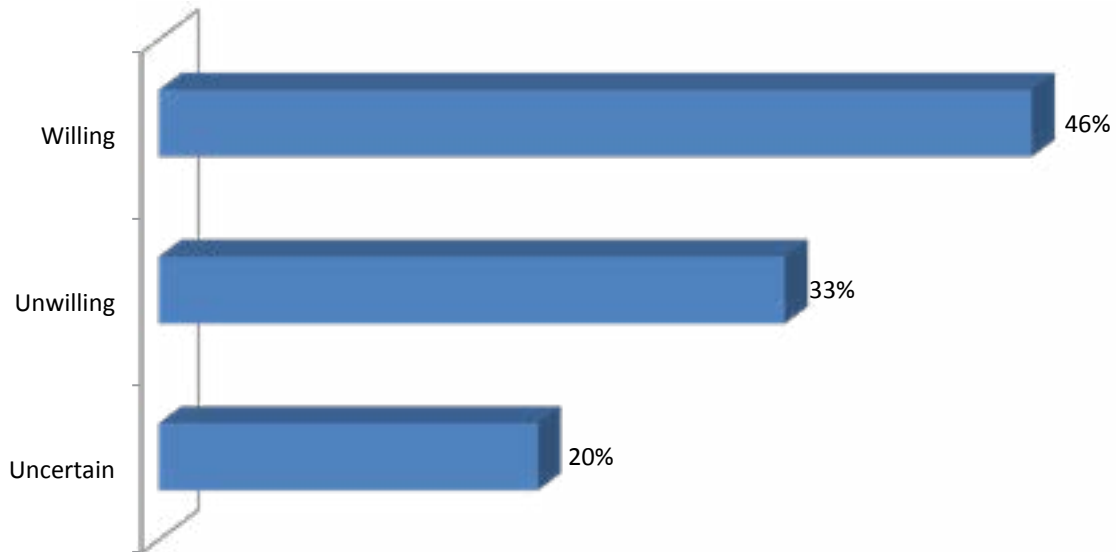
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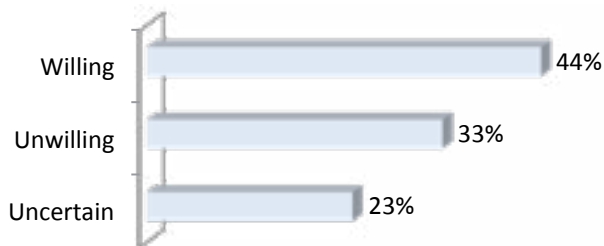
* 806 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Science to add to existing drinking water supplies?**

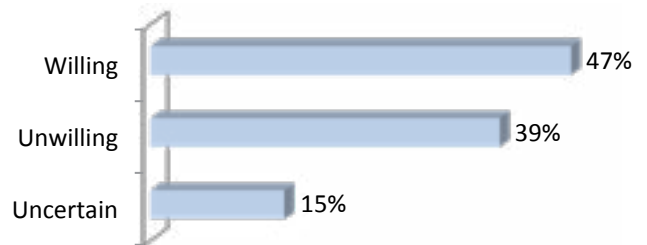
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Hillsborough



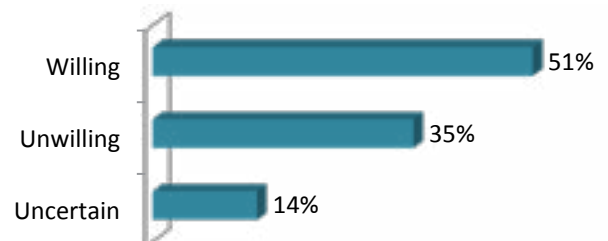
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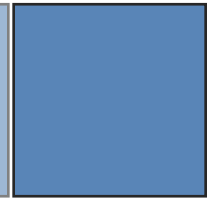
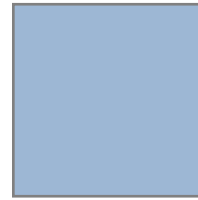
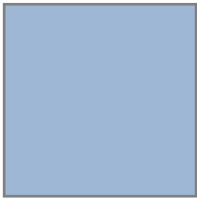
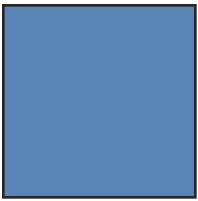
Pinellas



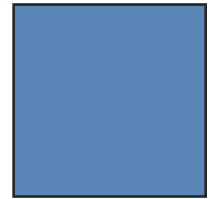
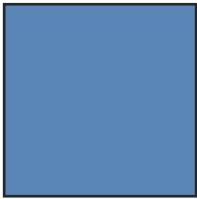
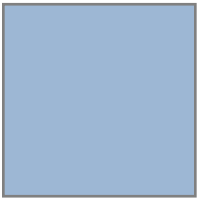
Polk



* 806 Responses



WILLINGNESS TO USE RECYCLED WATER
IN FIVE SCENARIOS



Willingness to Use Recycled Water in Five Scenarios

Residents were presented with five different scenarios for how recycled water could be treated and introduced into public consumption. In each of these scenarios, residents were asked if they would be willing to use recycled water for the following six uses:

- Water their lawns
- Water their vegetables
- Take a shower or bath
- Give to their pets to drink
- Cook pasta with it
- Drink

The five scenarios presented to residents in the study were as follows:

1. **Astronaut scenario**

Astronauts in space live in a closed loop system regarding water. They drink fresh water that is then recycled through their waste. This waste water is then purified and again consumed by the astronauts. If used water were purified for you in the same way it is purified for astronauts would you be willing to use it?

2. **Upstream discharge scenario**

Water comes from rivers, lakes, reservoirs and the aquifer. It is then treated for our drinking consumption, bathroom use, irrigation of farms, etc. This water travels through our sewer systems to a waste water treatment plant and is treated. Then it travels to a drinking water treatment plant where it is treated further. Then we use it again for drinking, bathroom use, irrigation of farms, etc. If used water were treated in this fashion, would you be willing to use it?

3. **Blended reservoir scenario**

Water that we have used for drinking, bathroom use, irrigation of farms, etc. is treated at a waste water treatment plant. Then it is further treated at a drinking water treatment plant. This water is put into our reservoirs, the aquifer and lakes to add to the water supply. Then water is taken from these reservoirs, the aquifer and lakes and treated at a drinking water treatment plant again. If used water were treated in this fashion, would you be willing to use it?

4. **Current practice scenario**

The air we breathe is recycled. It has been inside other people's lungs, inside animals, and around some of the grossest places on earth. Yet, we breathe in air without thinking about where it has been. Water we drink has been on and around the earth since day one. Someone else drank it or used it to go to the bathroom or it was in a cow trough at some point. Yet, it returns to our rivers, lakes, and aquifer. We treat it and then drink it again. If water were treated in this fashion, would you be willing to use it?

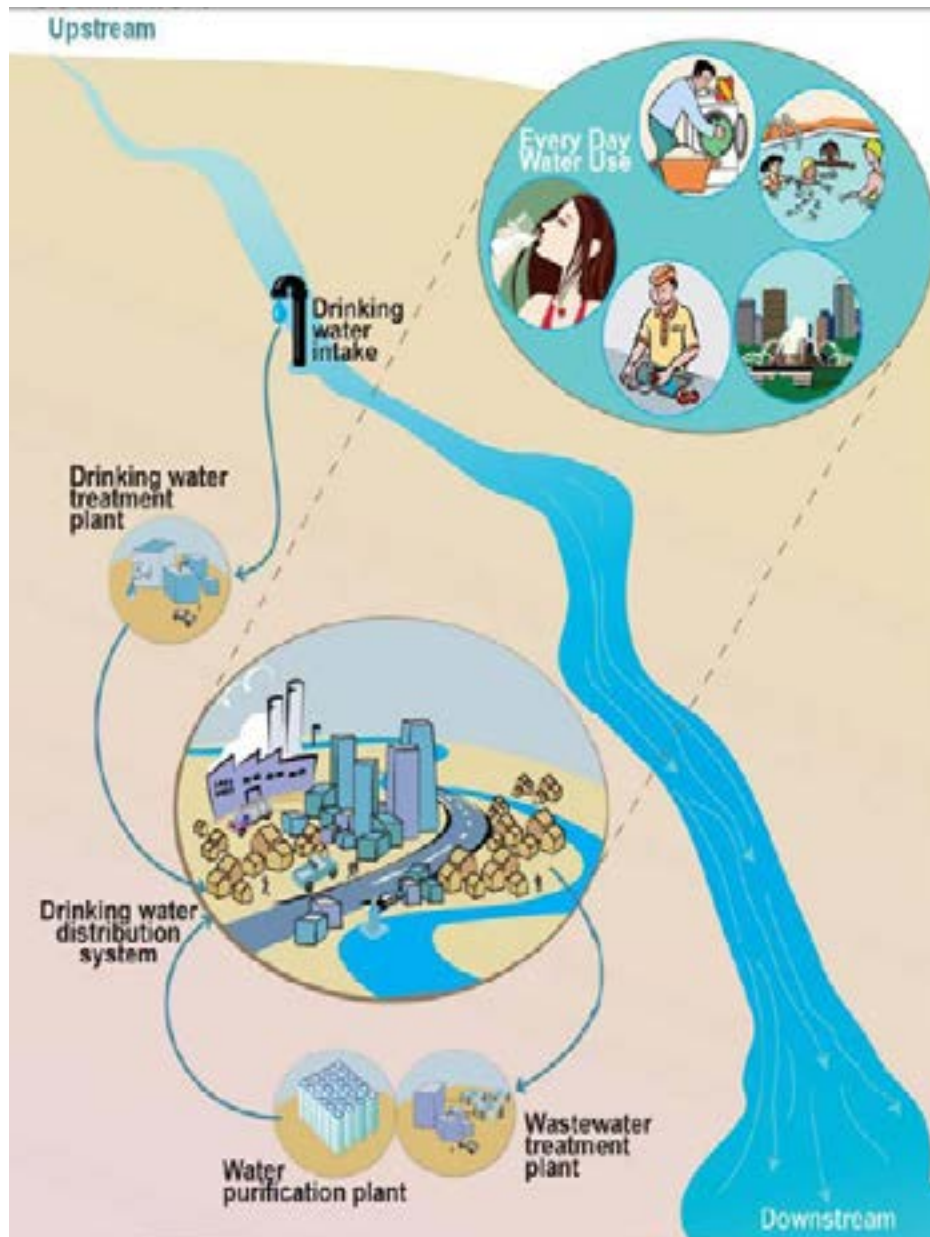
5. **Price discount**

Let's say that recycled water from your local water treatment plant has been certified as safe and pure by scientists at the National Academy of Sciences (or the Florida Department of Environmental Protection) and cost 20% less. That is to say that your water utility bill would go down 20%. Would you be willing to use it?

Presenting a brief story about how water is already recycled in current practice is the most effective way of positioning recycled water. Significantly more residents (55%) claim they will drink recycled water if it is treated in this fashion. Preference for positioning reused water in this fashion is highest among residents in Polk County (72%) and lowest in Pasco County (45%).

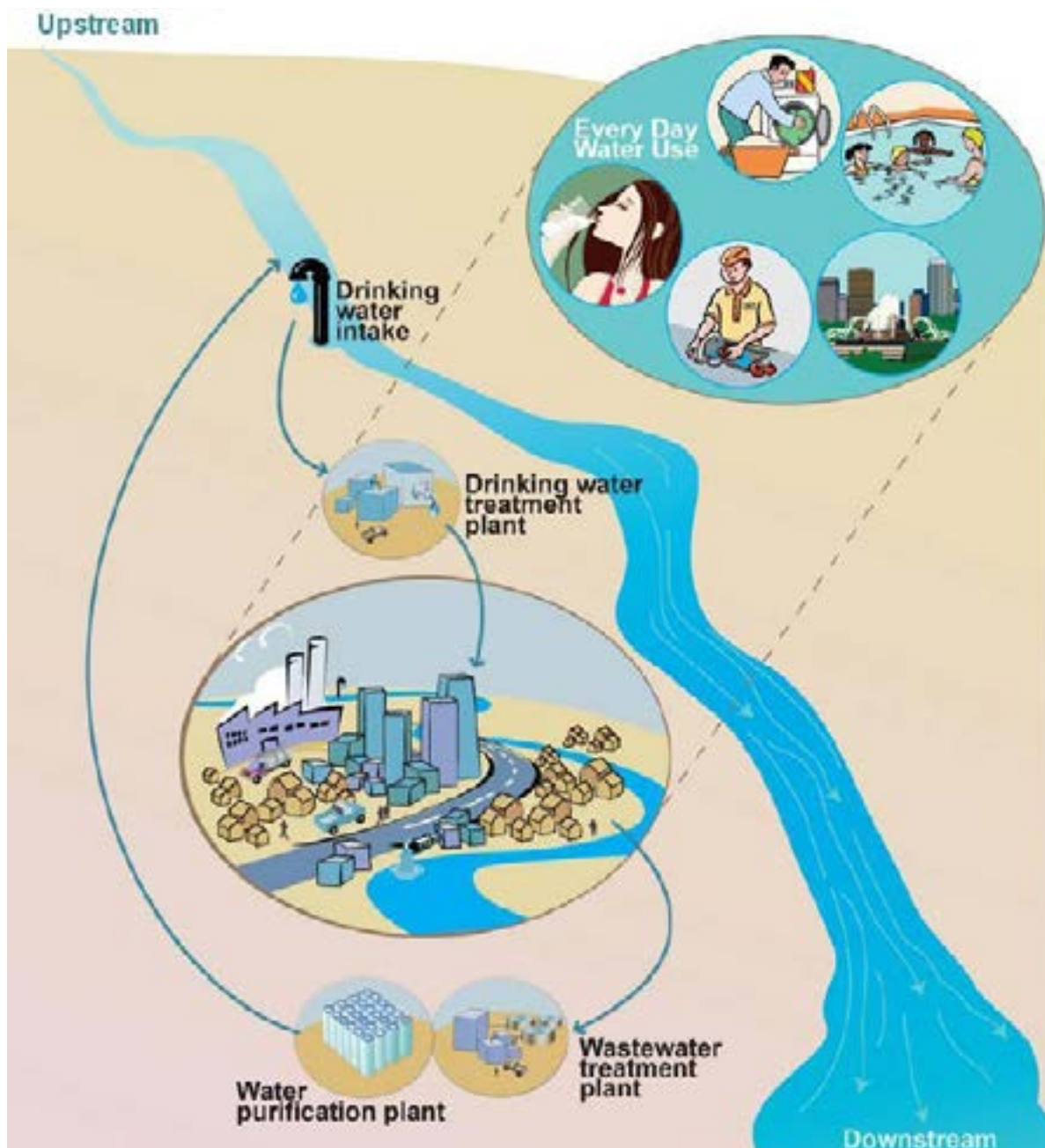
The current practice scenario produced the highest use percentages for all other uses except taking a shower or bath, in which case the blended reservoir scenario has the highest rate of acceptance. Willingness to use recycled water given the current practice scenario is highest in Hillsborough and Pasco counties, and lowest in Pinellas County.

“Real-life” depiction of astronaut scenario¹



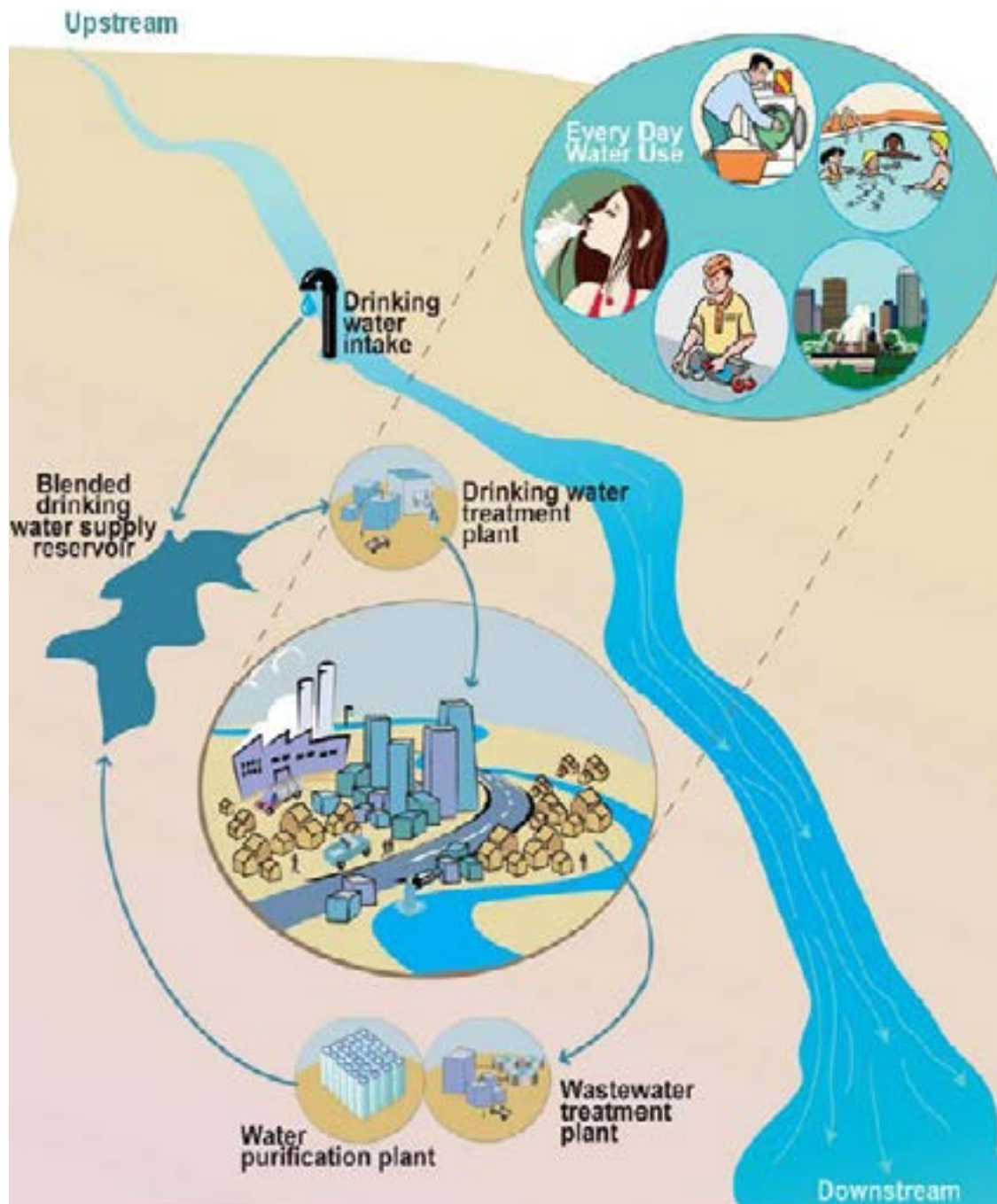
¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (WaterReuse Foundation, 2012) 5.

Depiction of upstream discharge scenario¹



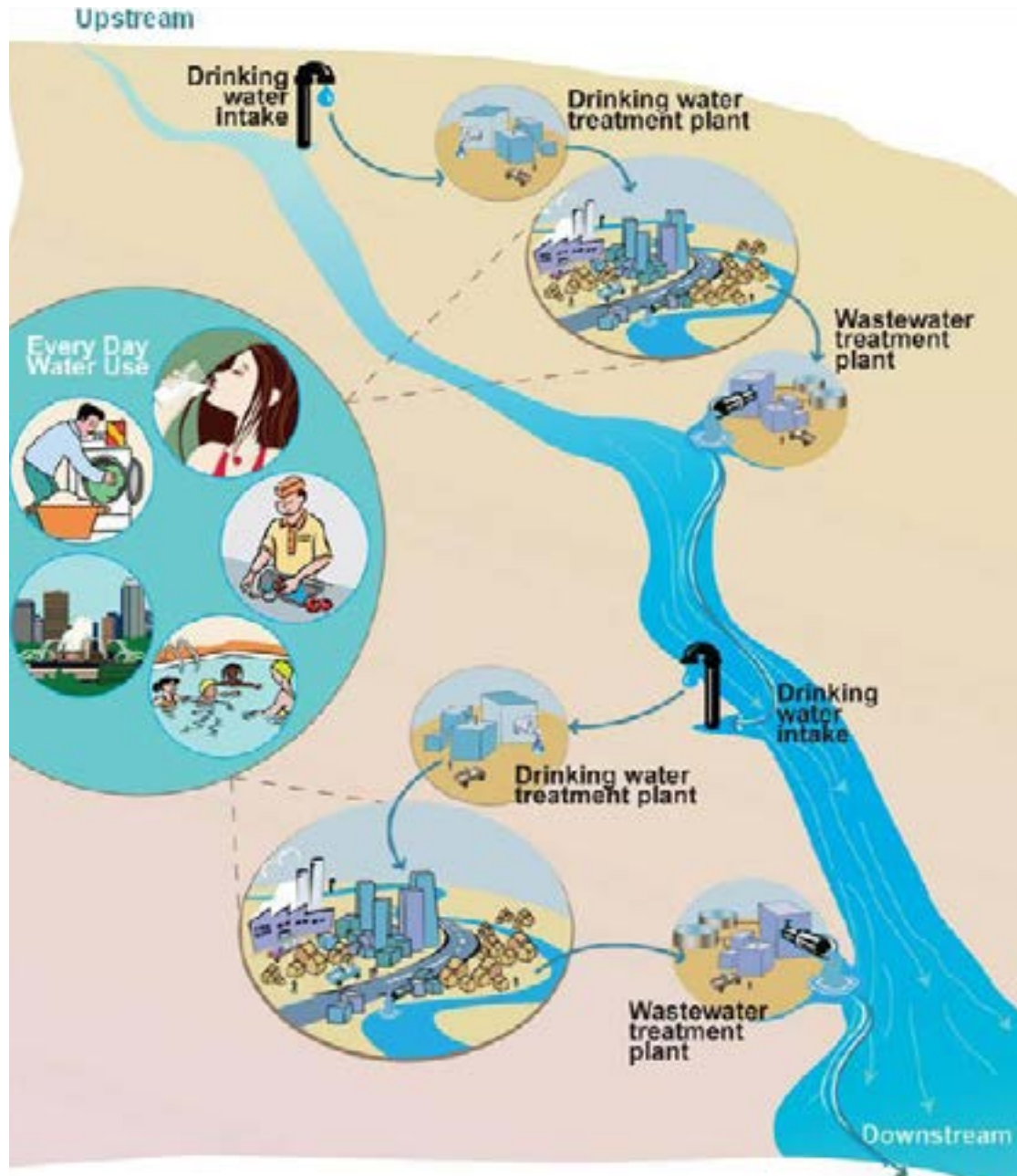
¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (WaterReuse Foundation, 2012) 4.

Depiction of blended reservoir scenario¹



¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (Water Reuse Foundation, 2012) 3.

Depiction of current practice scenario¹



¹ Macpherson & Snyder. *Downstream: Research to Shift Community Attitudes on Water Reuse*. (Water Reuse Foundation, 2012) 2.

Price Discount Scenario A

*Let's say that recycled water from your local water treatment plant has been certified safe and pure by the Florida Department of Environmental Protection. Let's say that this water is 20% less expensive. That is, your utility bill for water will go down 20% if you use this water. Are you willing to use this water?**

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	13%	4%	83%	12%	8%	80%	12%	3%	86%
Water vegetables	21%	5%	74%	13%	7%	81%	20%	6%	73%
Take a shower or bath	26%	11%	63%	26%	11%	62%	26%	17%	57%
Pets to drink	35%	11%	54%	29%	6%	65%	34%	23%	44%
Cook pasta	36%	11%	53%	36%	9%	56%	31%	26%	43%
Drink	47%	16%	38%	44%	11%	44%	48%	30%	22%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	18%	4%	77%	11%	0%	89%
Water vegetables	35%	4%	61%	15%	0%	85%
Take a shower or bath	31%	9%	60%	17%	2%	80%
Pets to drink	53%	6%	40%	20%	7%	74%
Cook pasta	57%	2%	40%	17%	2%	80%
Drink	66%	8%	26%	22%	8%	69%

* 141 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Price Discount Scenario B

*Let's say that recycled water from your local water treatment plant has been certified safe and pure by scientists at the National Academy of Sciences. Let's say that this water is 20% less expensive. That is, your utility bill for water will go down 20% if you use this water. Are you willing to use this water?**

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	9%	7%	84%	8%	9%	82%	14%	13%	73%
Water vegetables	15%	8%	77%	19%	5%	77%	17%	18%	66%
Take a shower or bath	20%	10%	70%	10%	10%	80%	21%	13%	66%
Pets to drink	27%	13%	60%	23%	8%	69%	32%	18%	50%
Cook pasta	38%	10%	52%	53%	10%	37%	29%	15%	57%
Drink	37%	19%	43%	39%	10%	51%	28%	21%	51%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	10%	3%	87%	4%	6%	91%
Water vegetables	12%	6%	82%	13%	6%	81%
Take a shower or bath	24%	9%	67%	24%	8%	67%
Pets to drink	23%	10%	67%	33%	16%	51%
Cook pasta	27%	6%	68%	45%	11%	44%
Drink	32%	37%	31%	50%	6%	43%

* 169 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Astronaut Scenario

Astronauts in space live in a closed loop system regarding water. They drink fresh water that is then recycled through their waste. This waste water is then purified and again consumed by the astronauts. If used water were purified for you in the same way it is purified for astronauts would you be willing to use it?

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	12%	6%	82%	9%	3%	88%	11%	7%	82%
Water vegetables	20%	11%	69%	18%	11%	71%	19%	9%	73%
Take a shower or bath	26%	10%	64%	29%	10%	61%	23%	9%	68%
Pets to drink	30%	15%	55%	30%	18%	51%	34%	11%	55%
Cook pasta	39%	14%	48%	34%	12%	55%	44%	14%	42%
Drink	45%	18%	37%	42%	19%	40%	48%	20%	32%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	17%	6%	76%	9%	6%	85%
Water vegetables	29%	13%	58%	14%	11%	75%
Take a shower or bath	34%	10%	56%	19%	12%	69%
Pets to drink	38%	15%	47%	17%	18%	66%
Cook pasta	44%	19%	37%	30%	11%	60%
Drink	57%	15%	28%	32%	17%	50%

* 338 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Upstream Discharge Scenario

*Water comes from rivers, lakes, reservoirs and the aquifer. It is then treated for our drinking consumption, bathroom use, irrigation of farms, etc. This water travels through our sewer systems to a waste water treatment plant and is treated. Then it travels to a drinking water treatment plant where it is treated further. Then we use it again for drinking, bathroom use, irrigation of farms, etc. If used water were treated in this fashion, would you be willing to use it? **

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	11%	11%	78%	10%	17%	72%	20%	7%	73%
Water vegetables	28%	14%	59%	29%	20%	51%	33%	10%	57%
Take a shower or bath	27%	14%	59%	31%	12%	57%	32%	13%	55%
Cook pasta	41%	13%	47%	35%	10%	54%	38%	11%	51%
Pets to drink	41%	14%	45%	51%	13%	35%	43%	12%	45%
Drink	53%	15%	32%	64%	13%	23%	60%	16%	24%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	12%	12%	76%	1%	7%	91%
Water vegetables	28%	14%	58%	21%	9%	71%
Take a shower or bath	26%	13%	61%	20%	18%	62%
Cook pasta	43%	17%	40%	49%	12%	40%
Pets to drink	38%	16%	46%	29%	16%	56%
Drink	44%	18%	38%	44%	14%	42%

* 333 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Blended Reservoir Scenario

*Water that we have used for drinking, bathroom use, irrigation of farms, etc. is treated at a waste water treatment plant. Then it is further treated at a drinking water treatment plant. This water is put into our reservoirs, the aquifer and lakes to add to the water supply. Then water is taken from these reservoirs, the aquifer and lakes and treated at a drinking water treatment plant again. If used water were treated in this fashion, would you be willing to use it?**

	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	6%	8%	85%	7%	6%	87%	7%	13%	80%
Water vegetables	12%	15%	73%	12%	9%	79%	13%	20%	67%
Take a shower or bath	12%	15%	73%	15%	9%	76%	9%	25%	66%
Pets to drink	26%	17%	58%	35%	12%	53%	22%	31%	47%
Cook pasta	27%	21%	52%	24%	18%	58%	23%	33%	44%
Drink	38%	24%	38%	42%	20%	38%	29%	36%	35%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	11%	9%	80%	1%	6%	93%
Water vegetables	11%	12%	77%	11%	21%	68%
Take a shower or bath	15%	13%	72%	9%	14%	76%
Pets to drink	27%	13%	60%	19%	13%	68%
Cook pasta	25%	21%	54%	33%	15%	51%
Drink	38%	21%	40%	40%	21%	39%

* 299 responses: Because of length of questionnaire, not all questions were asked to all respondents.

Current Practice Scenario

*The air we breathe is recycled. It has been inside other people's lungs, inside animals, and around some of the grossest places on earth. Yet, we breathe in air without thinking about where it has been. Water we drink has been on and around the earth since day 1. Someone else drank it or used it to go to the bathroom or it was in a cow trough at some point. Yet, it returns to our rivers, lakes, and aquifer. We treat it and then drink it again. If water were treated in this fashion, would you be willing to use it?**

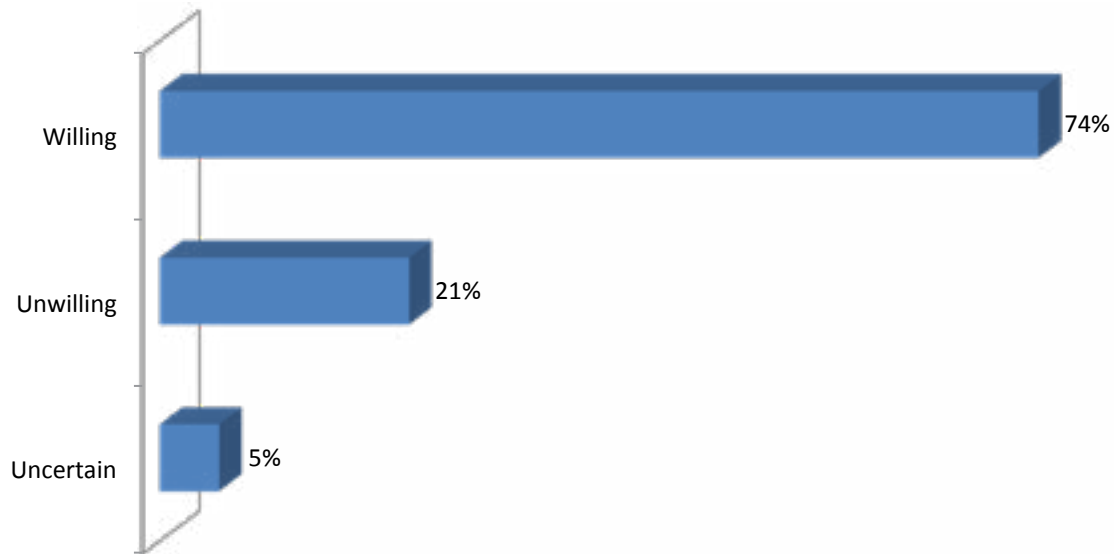
	Total			Hillsborough			Pasco		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	5%	7%	87%	2%	6%	92%	5%	1%	94%
Water vegetables	13%	8%	78%	17%	5%	78%	15%	5%	80%
Take a shower or bath	24%	9%	68%	19%	7%	74%	36%	5%	60%
Pets to drink	20%	16%	65%	18%	16%	67%	20%	22%	58%
Cook pasta	21%	17%	62%	27%	12%	61%	14%	25%	61%
Drink	32%	14%	55%	29%	14%	57%	44%	12%	45%

	Pinellas			Polk		
	Unwilling	Uncertain	Willing	Unwilling	Uncertain	Willing
Water lawn	10%	15%	74%	5%	10%	86%
Water vegetables	11%	19%	70%	9%	6%	84%
Take a shower or bath	21%	12%	66%	15%	12%	73%
Pets to drink	26%	14%	60%	15%	10%	75%
Cook pasta	23%	18%	59%	24%	10%	67%
Drink	32%	20%	48%	17%	11%	72%

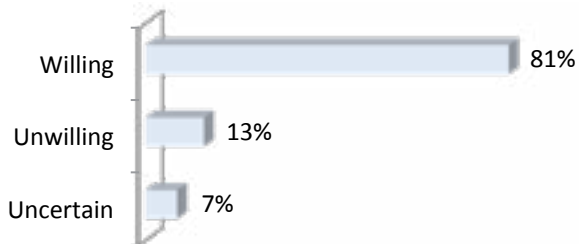
* 265 responses: Because of length of questionnaire, not all questions were asked to all respondents.

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection and 20% less expensive to water your vegetables?**

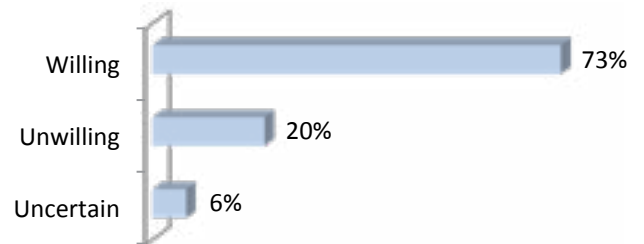
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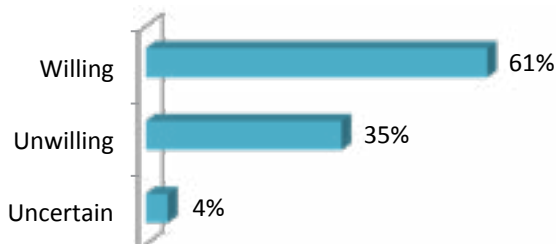
Hillsborough



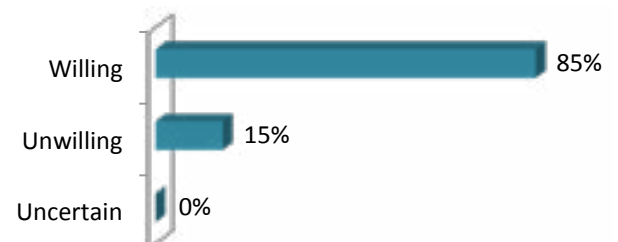
Pasco



Pinellas



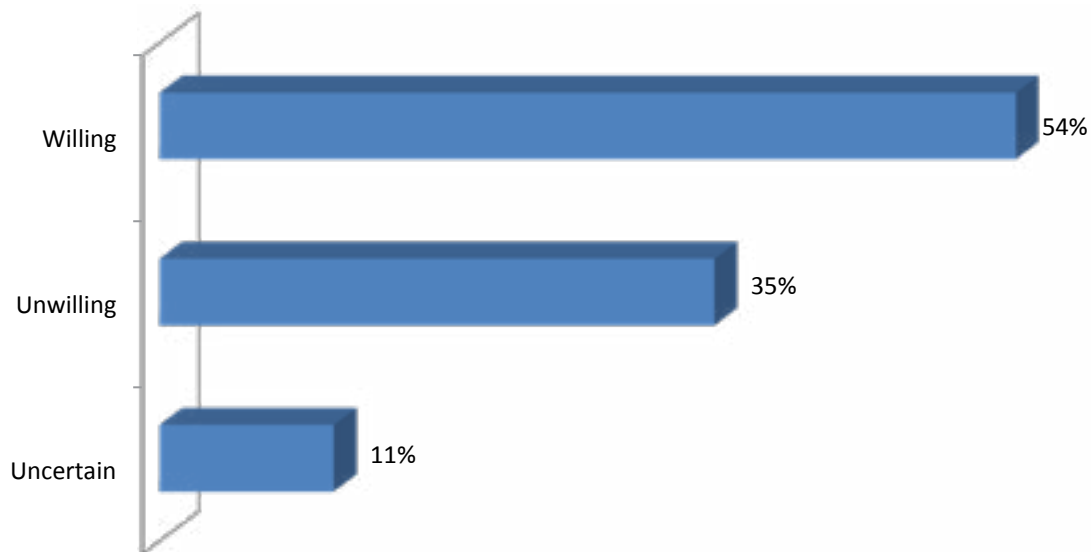
Polk



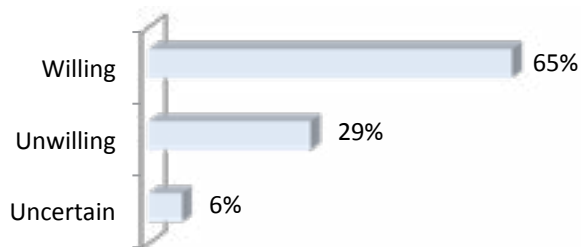
* 141 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection and 20% less expensive for your pets to drink?**

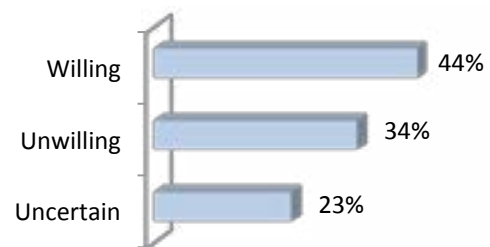
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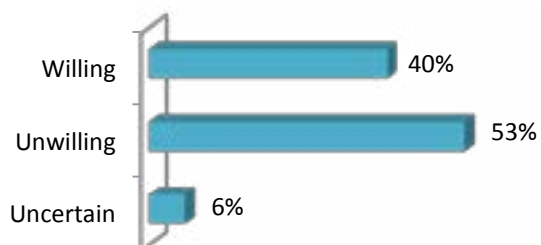
Hillsborough



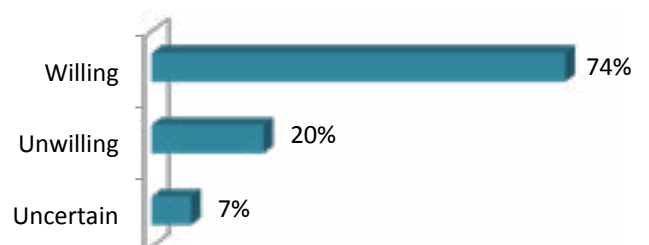
Pasco



Pinellas



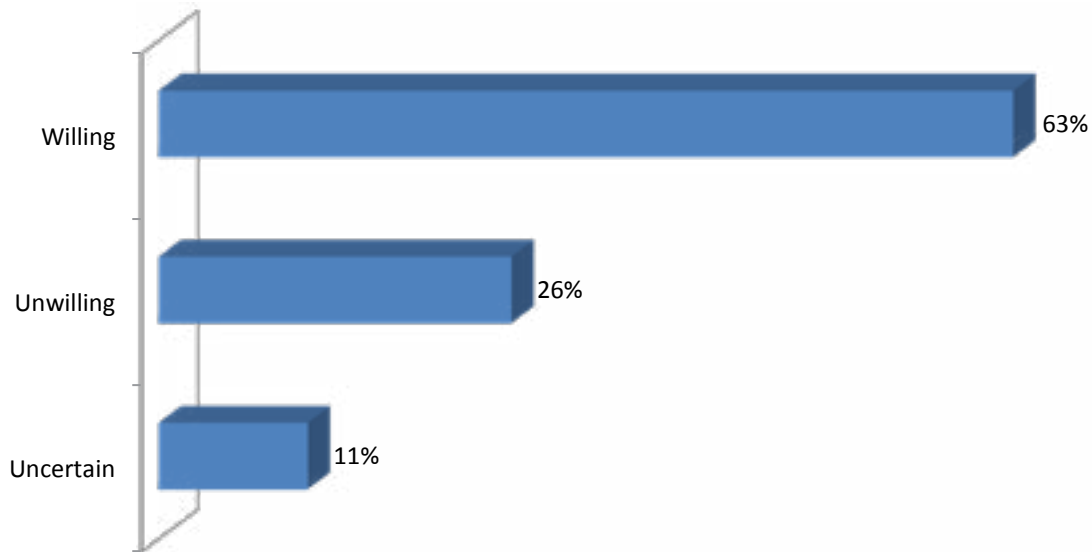
Polk



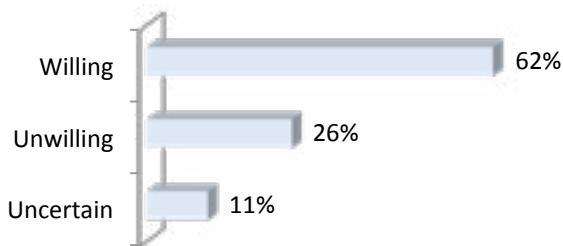
* 141 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection and 20% less expensive to take a shower or bath?**

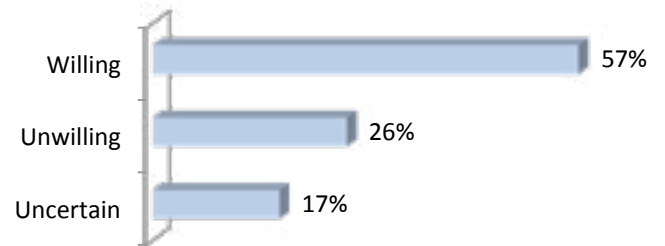
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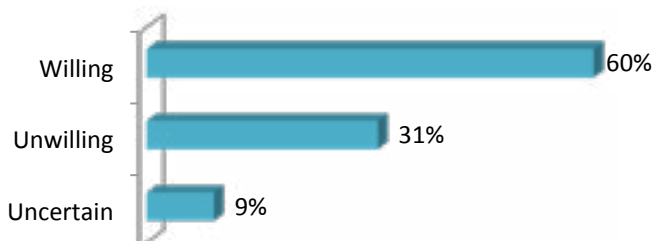
Hillsborough



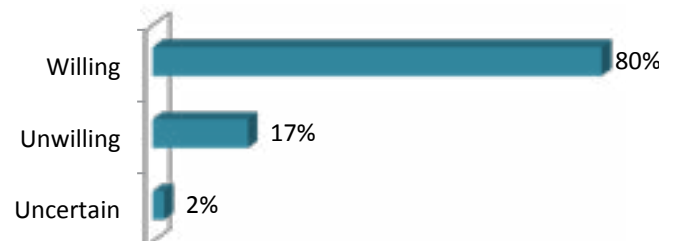
Pasco



Pinellas



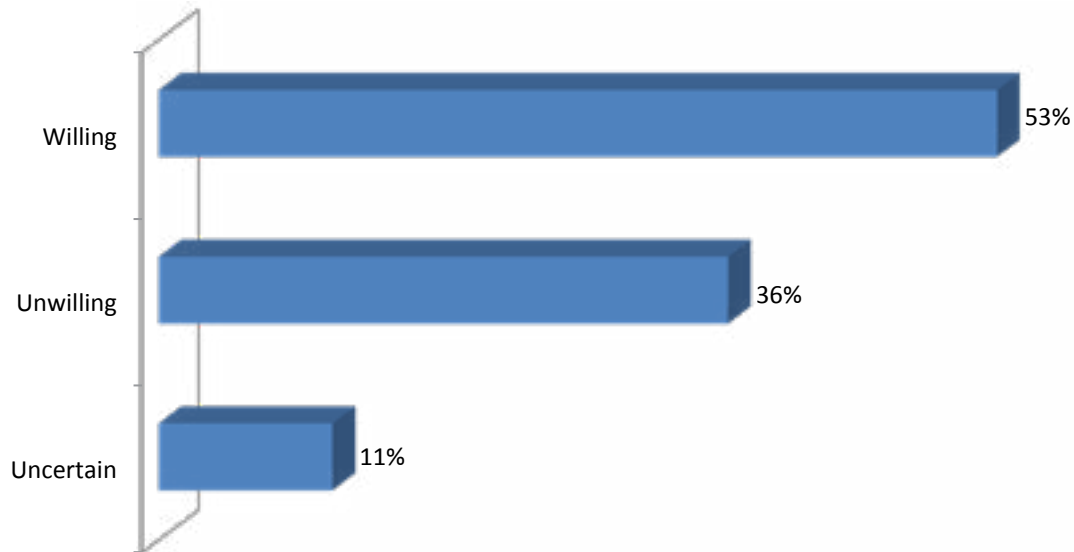
Polk



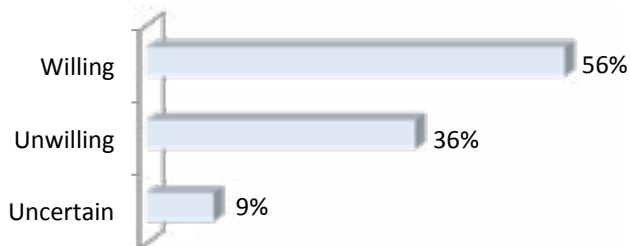
* 141 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection and 20% less expensive to cook pasta?**

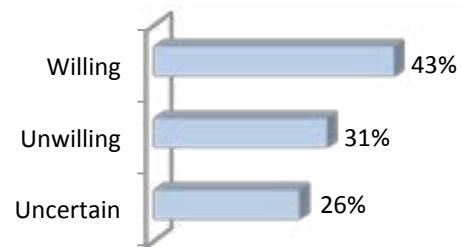
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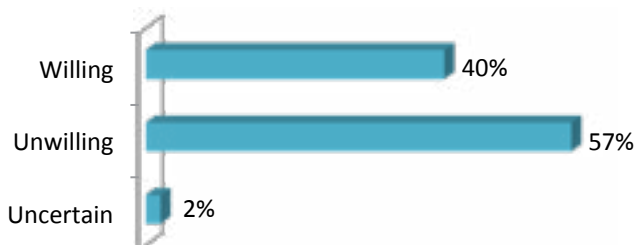
Hillsborough



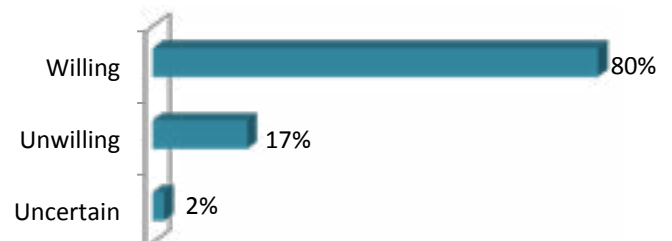
Pasco



Pinellas



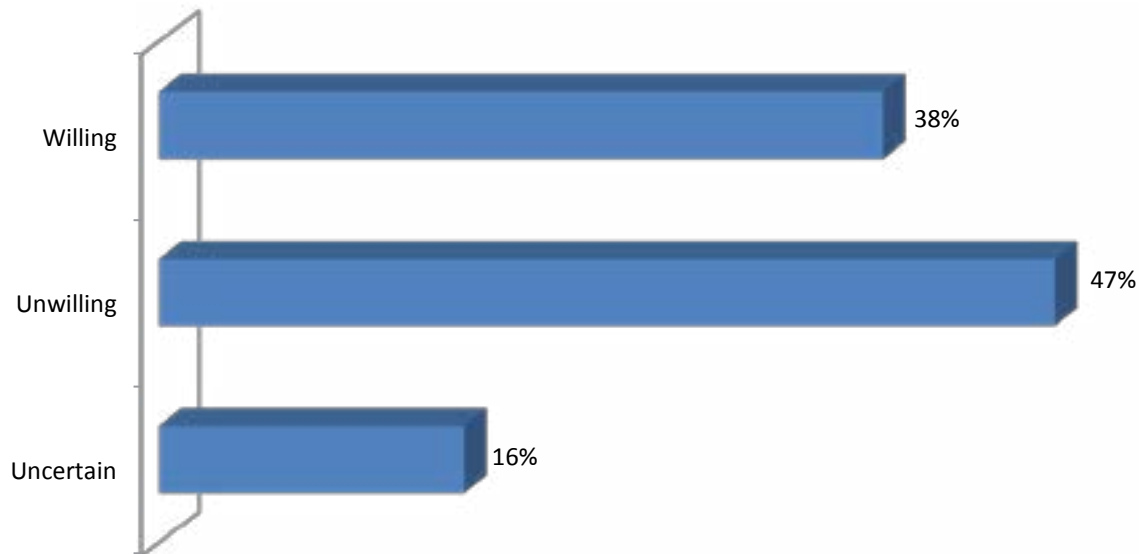
Polk



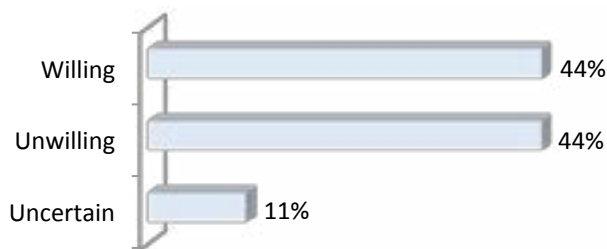
* 141 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection and 20% less expensive to drink?**

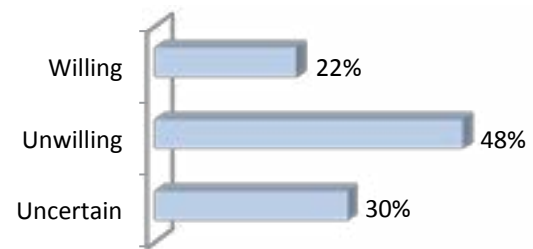
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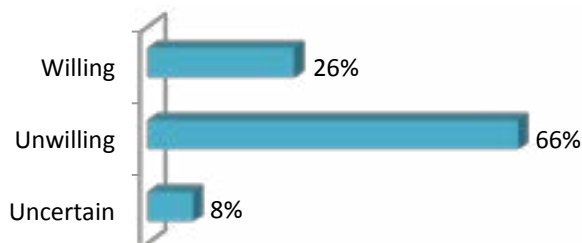
Hillsborough



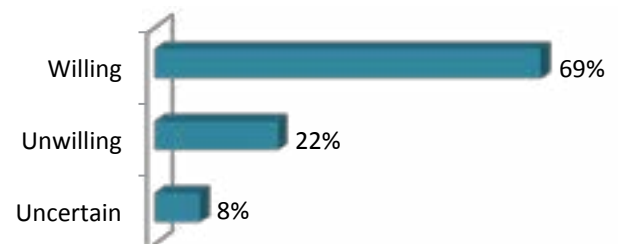
Pasco



Pinellas



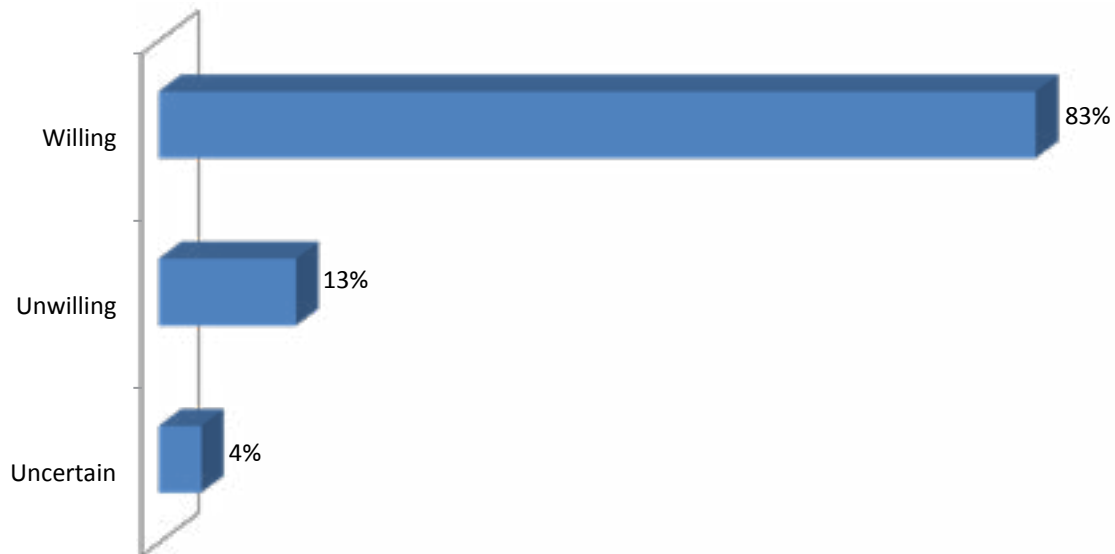
Polk



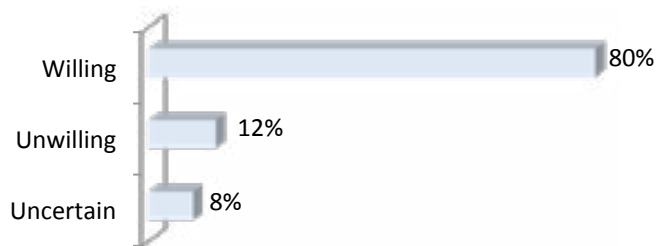
* 141 Responses

*Would you be willing to use recycled water that was certified safe and pure by the Florida Department of Environmental Protection and 20% less expensive to water your lawn?**

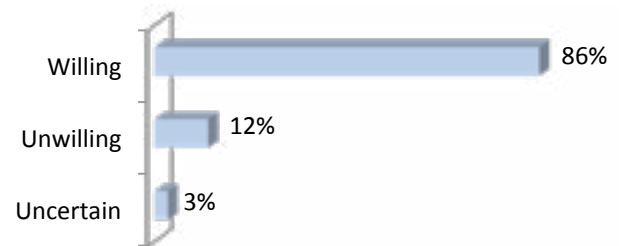
Total



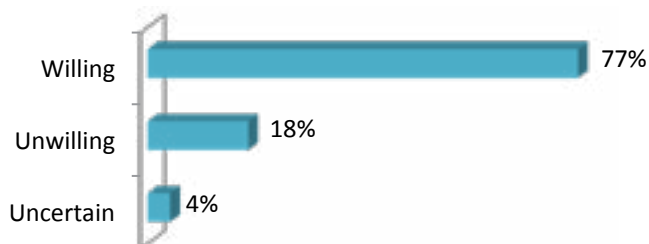
Hillsborough



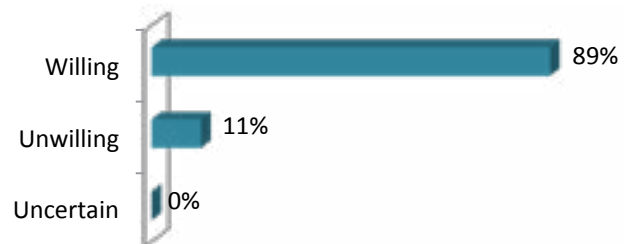
Pasco



Pinellas



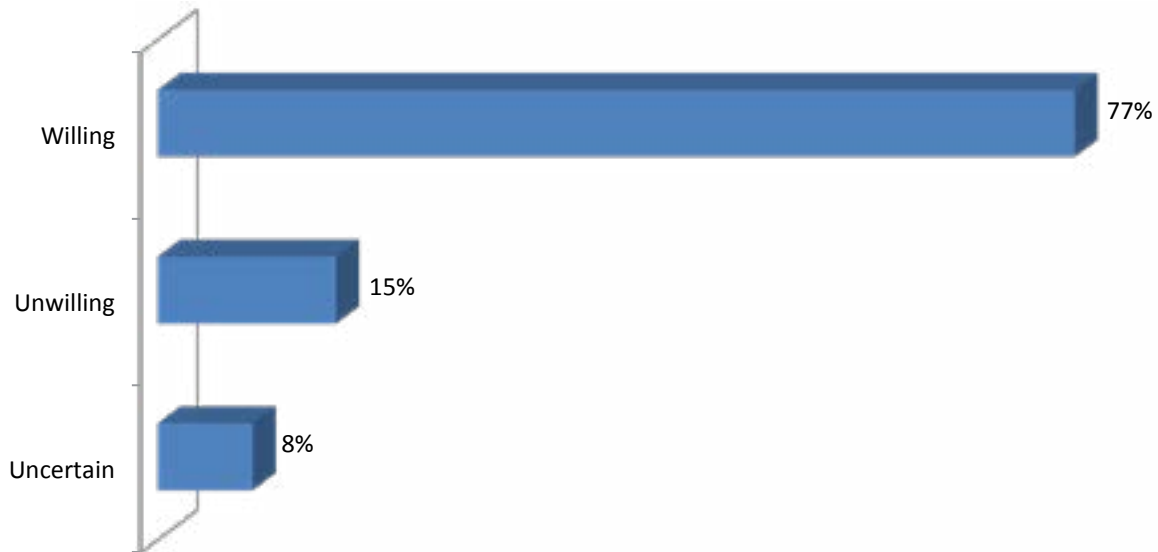
Polk



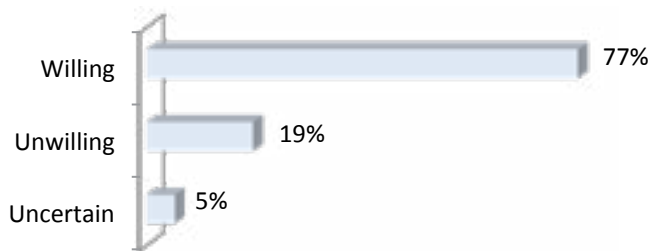
* 141 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences and 20% less expensive to water vegetables in your garden?**

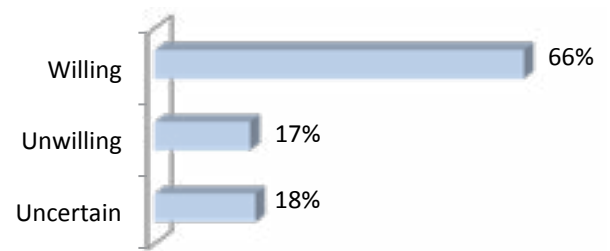
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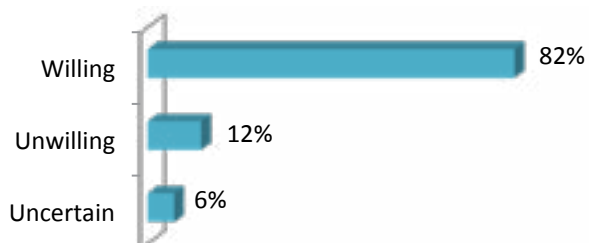
Hillsborough



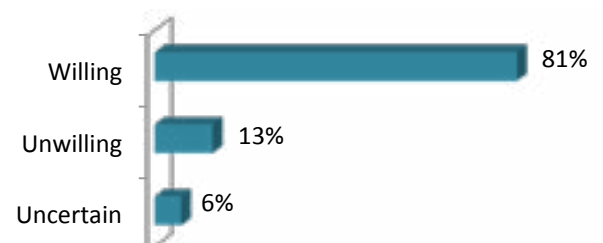
Pasco



Pinellas



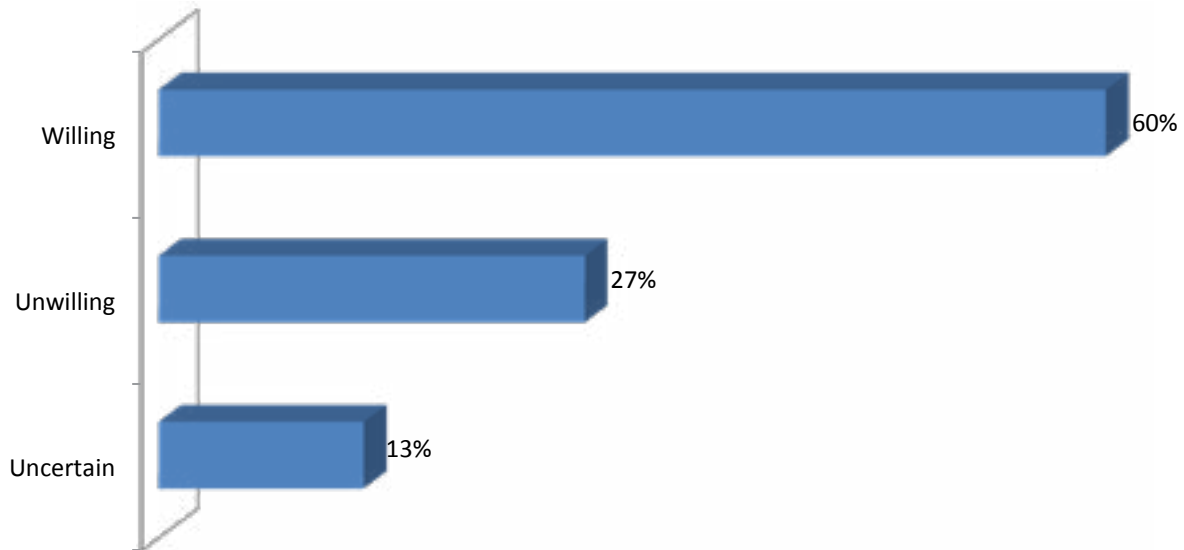
Polk



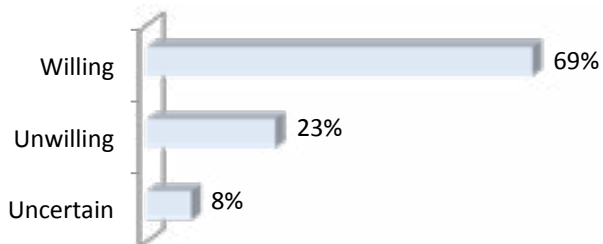
* 169 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences and 20% less expensive for your pets to drink?**

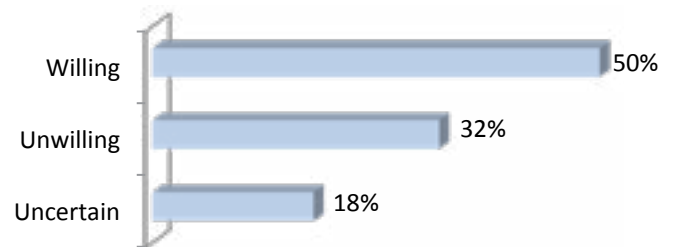
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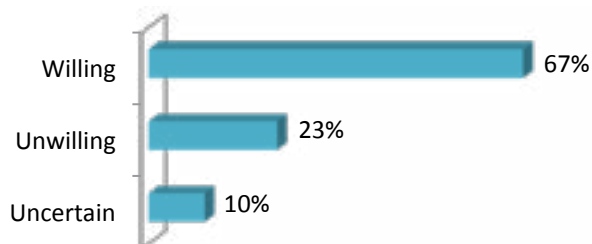
Hillsborough



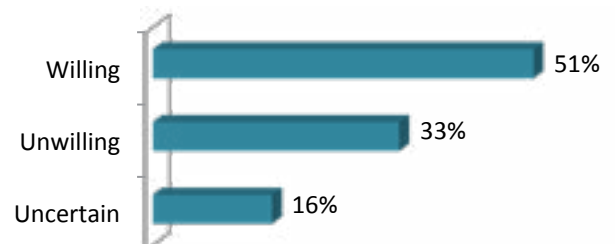
Pasco



Pinellas



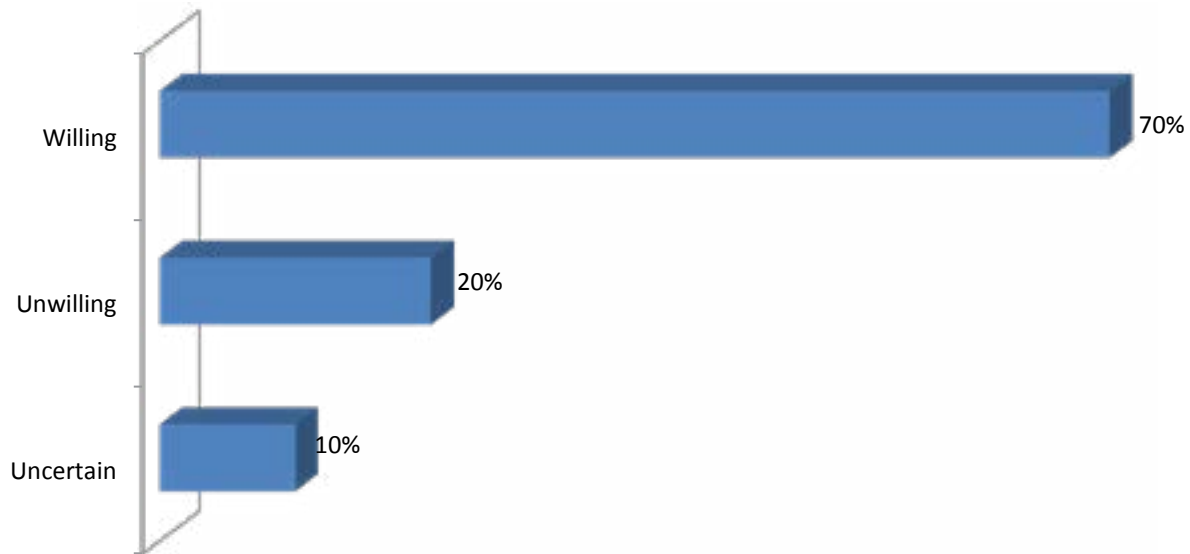
Polk



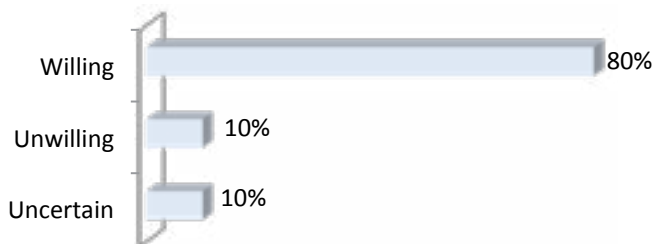
* 169 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences and 20% less expensive to take a shower or bath?**

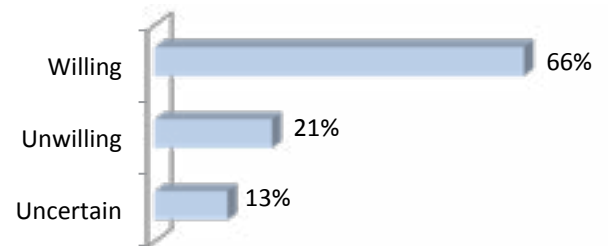
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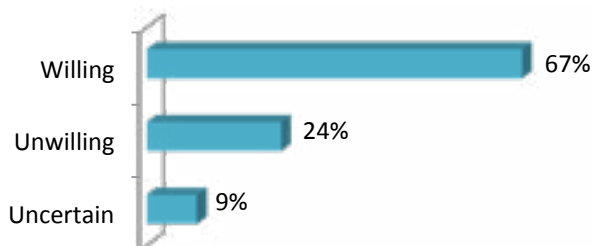
Hillsborough



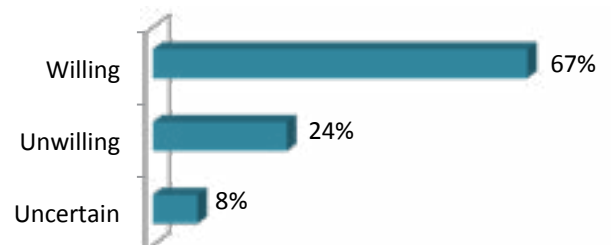
Pasco



Pinellas



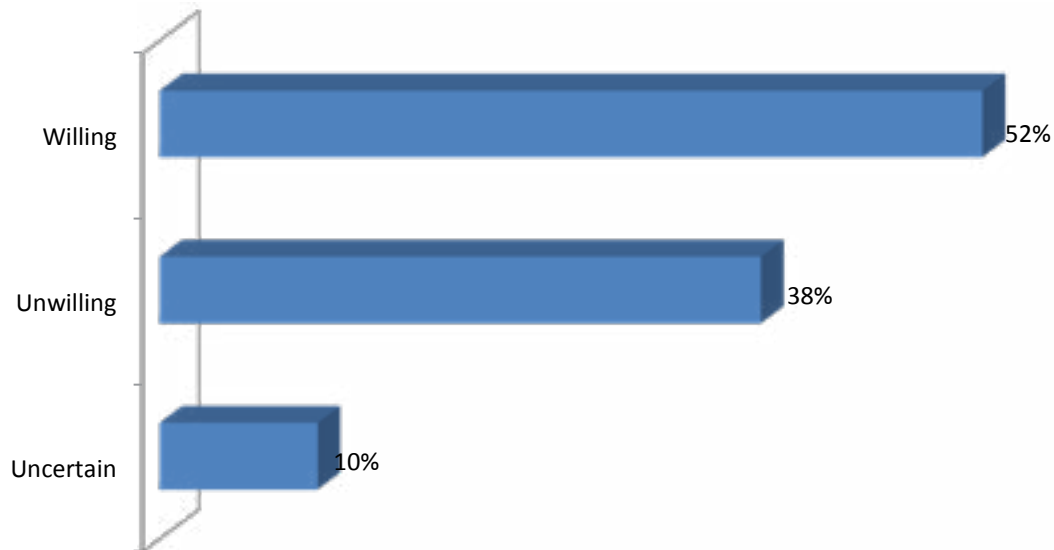
Polk



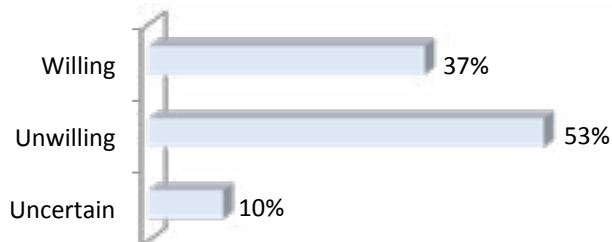
* 169 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences and 20% less expensive to cook pasta?**

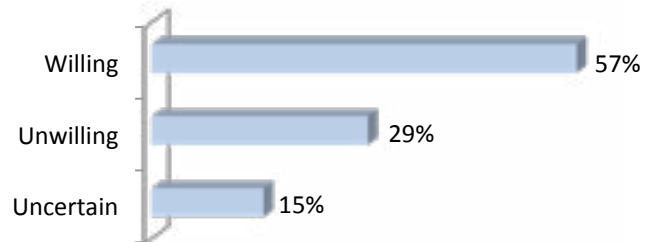
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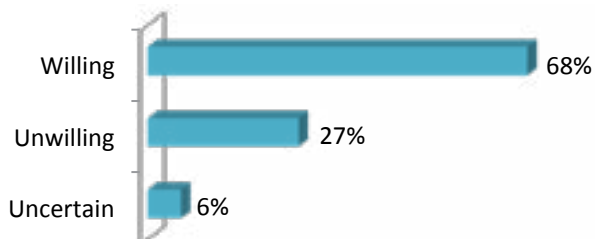
Hillsborough



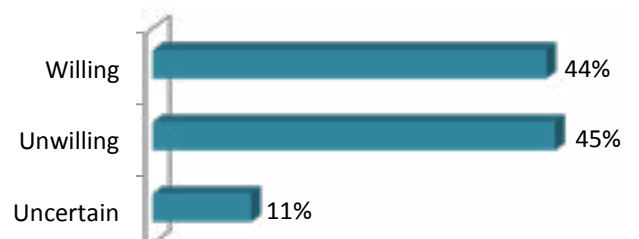
Pasco



Pinellas



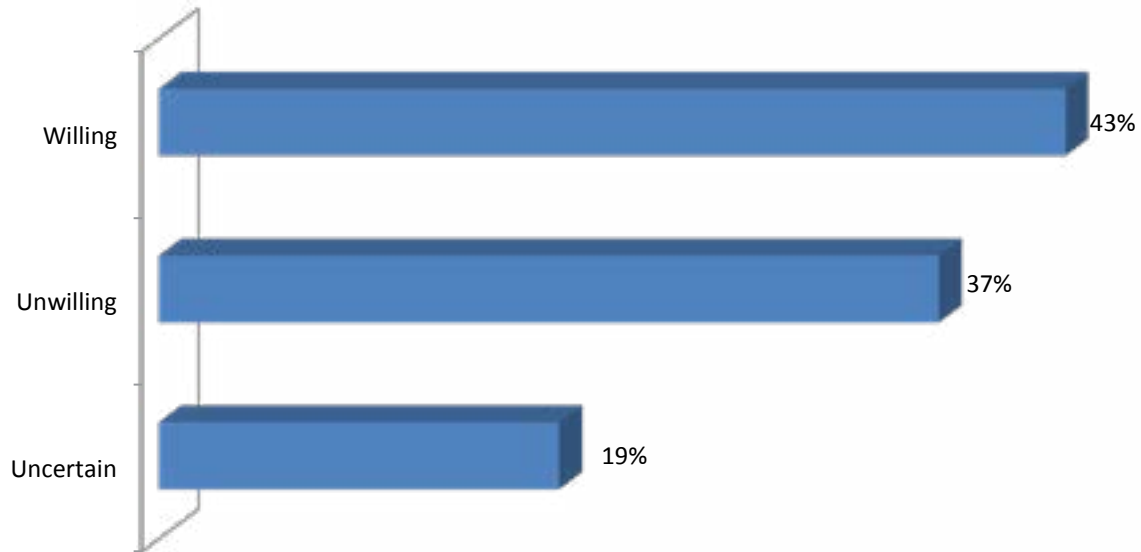
Polk



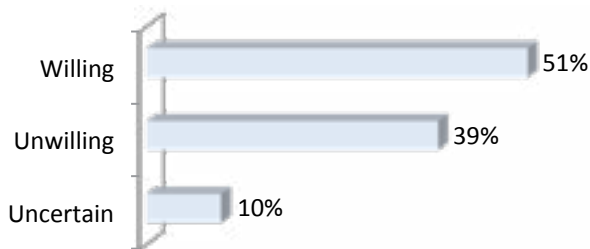
* 169 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences and 20% less expensive to drink?**

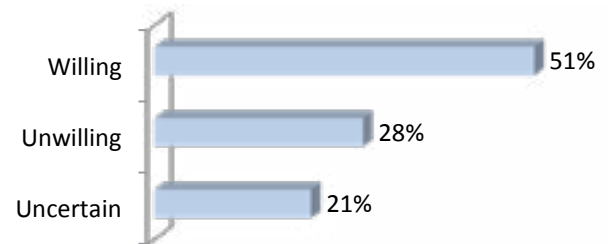
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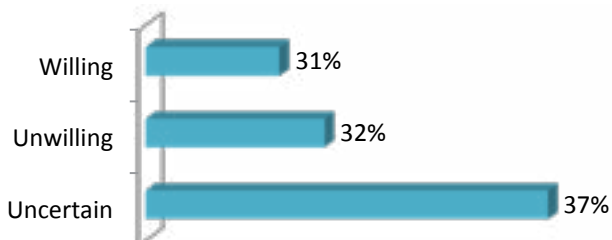
Hillsborough



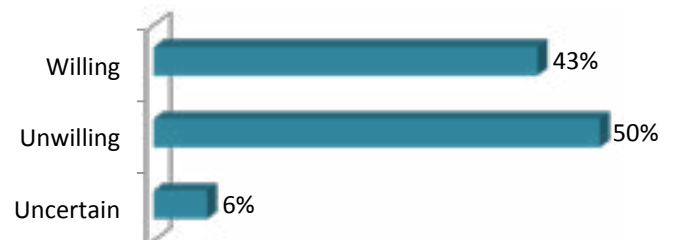
Pasco



Pinellas



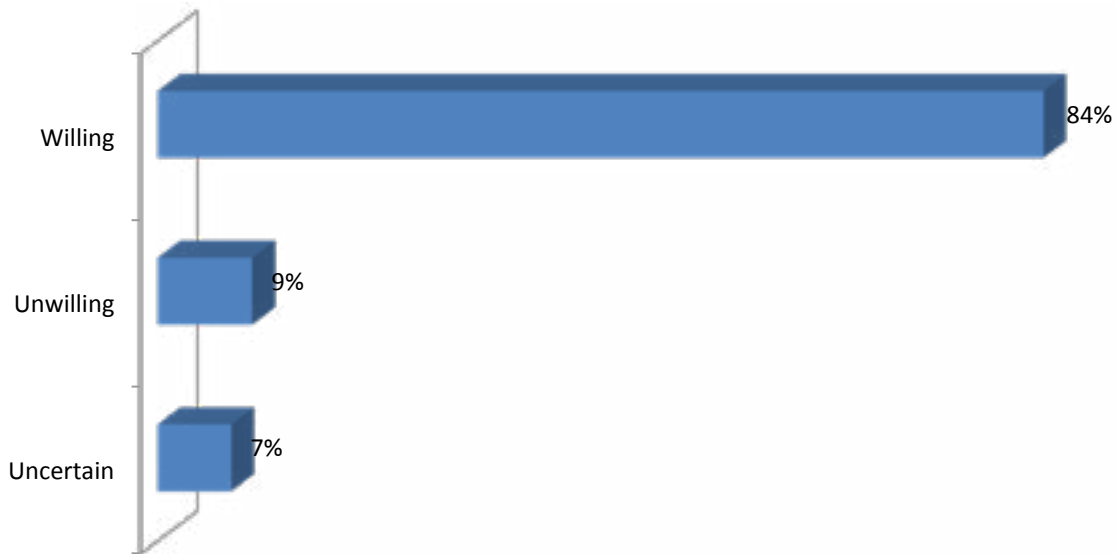
Polk



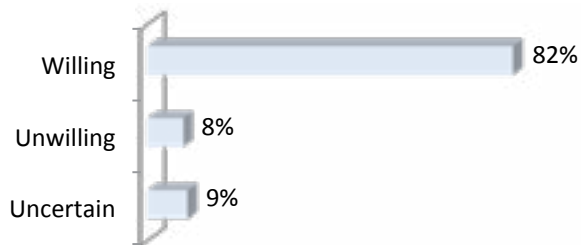
* 169 Responses

*Would you be willing to use recycled water that was certified safe and pure by scientists at the National Academy of Sciences and 20% less expensive to water your lawn?**

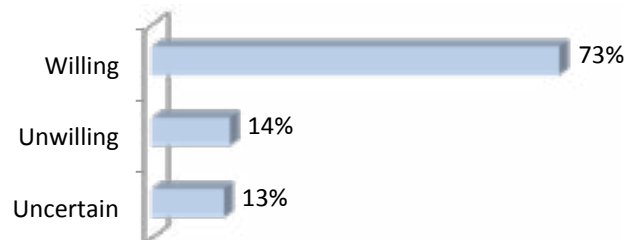
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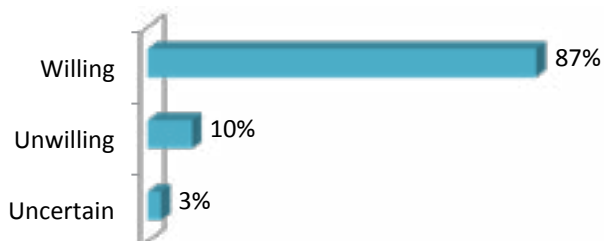
Hillsborough



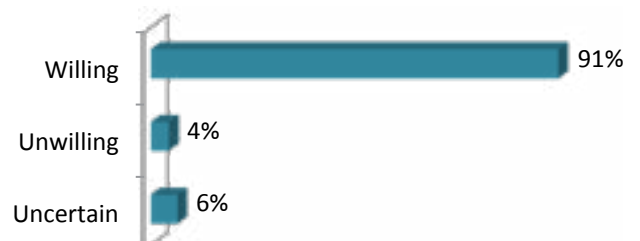
Pasco



Pinellas



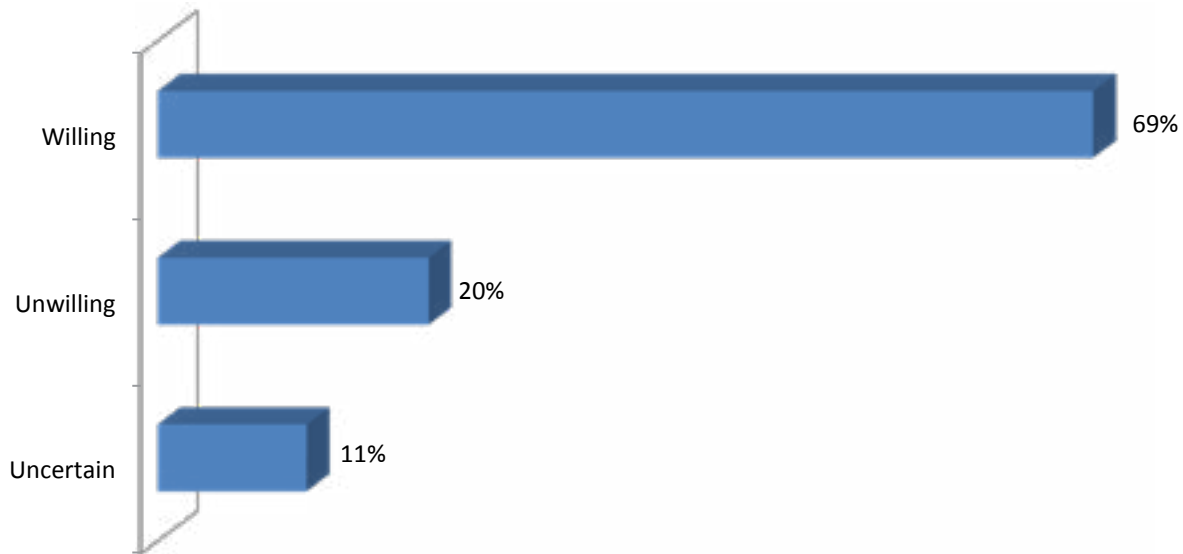
Polk



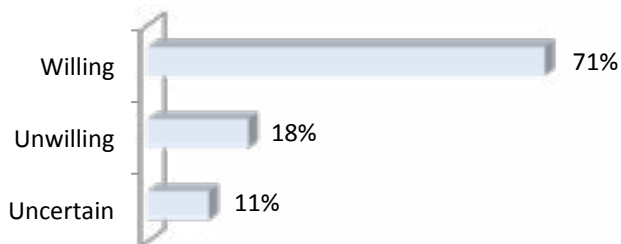
* 169 Responses

*If used water were purified for you in the same way it is purified for astronauts, would you be willing to use it to water vegetables in your garden?**

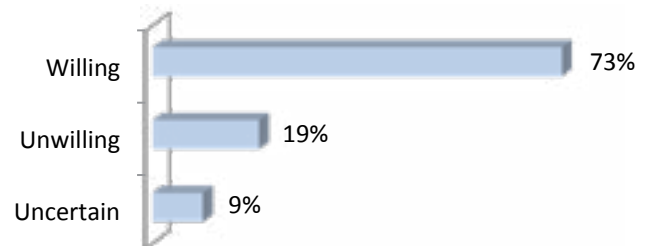
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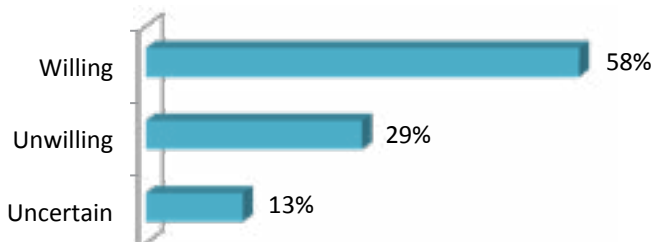
Hillsborough



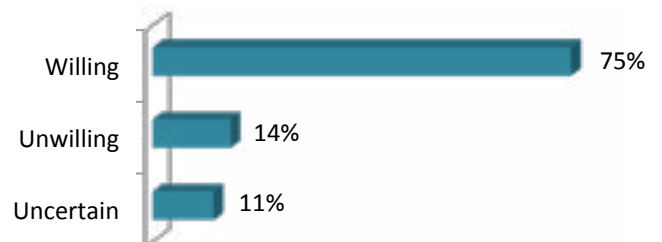
Pasco



Pinellas



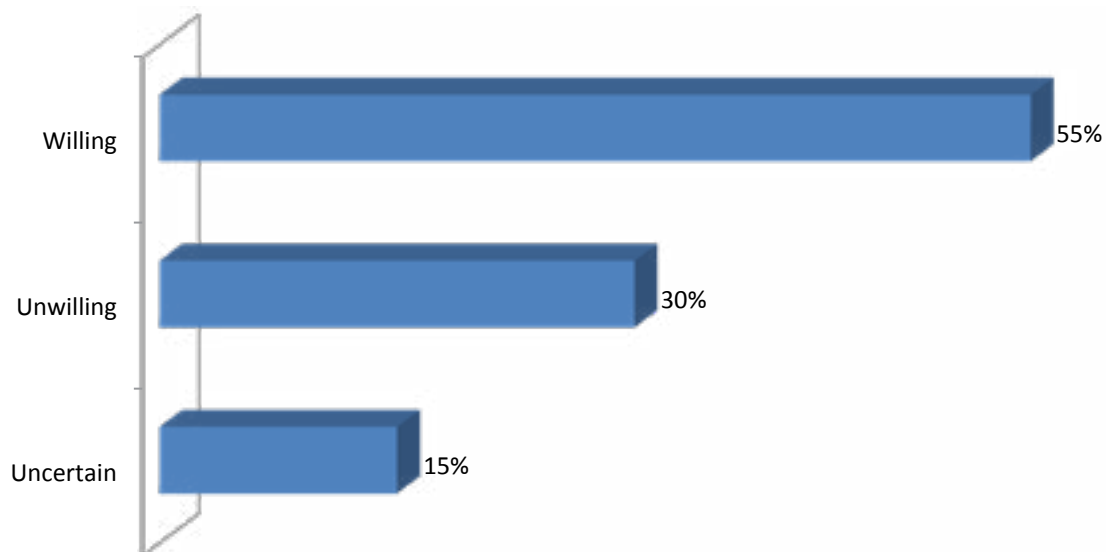
Polk



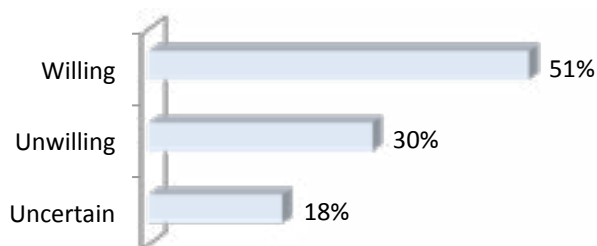
* 338 Responses

*If used water were purified for you in the same way it is purified for astronauts, would you be willing to use for your pets to drink?**

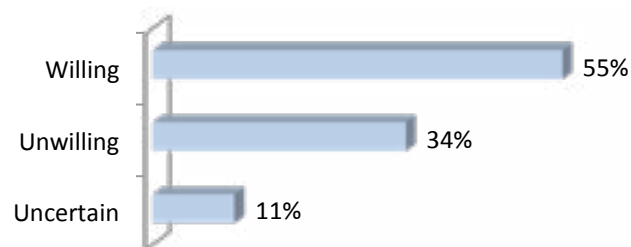
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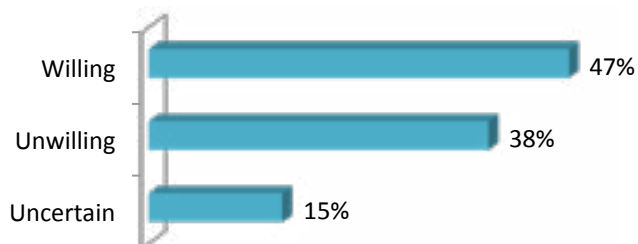
Hillsborough



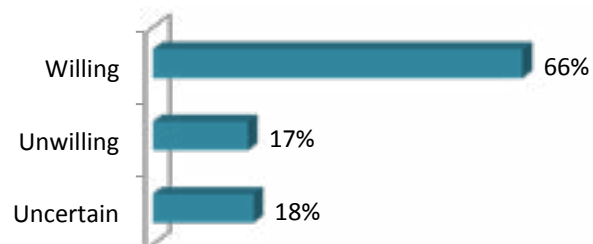
Pasco



Pinellas



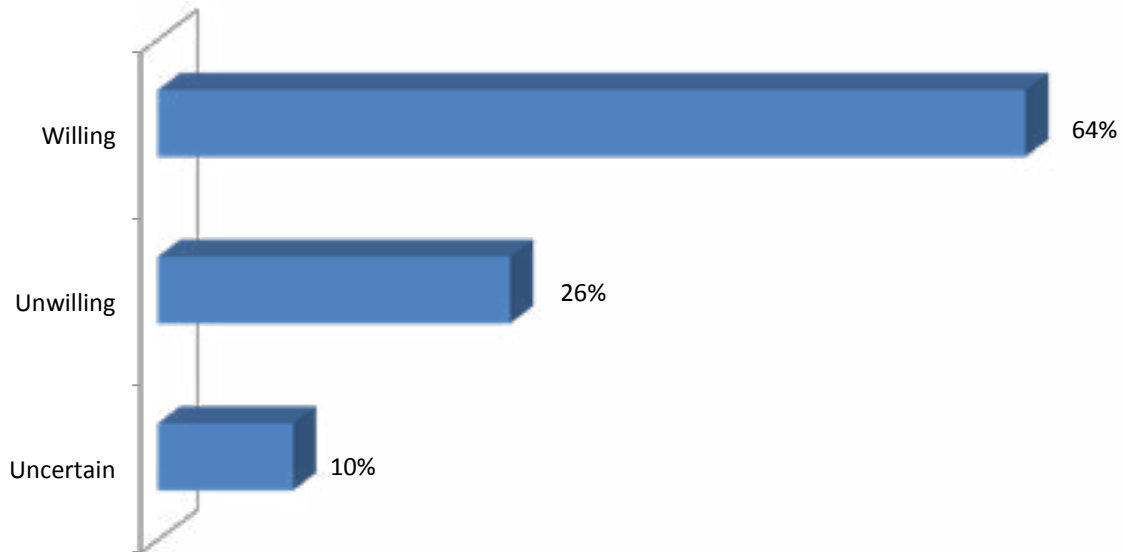
Polk



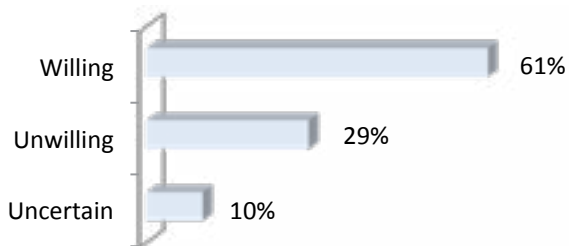
* 338 Responses

*If used water were purified for you in the same way it is purified for astronauts, would you be willing to use it to take a shower or bath?**

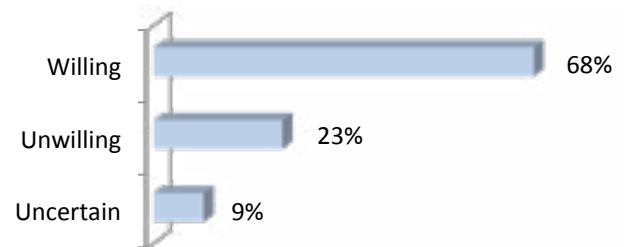
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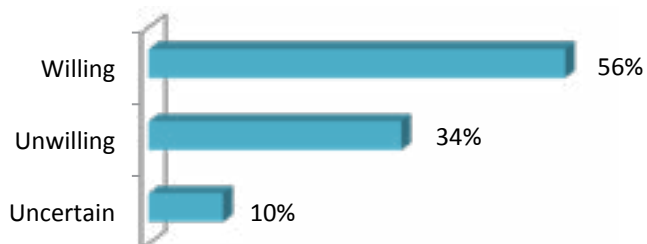
Hillsborough



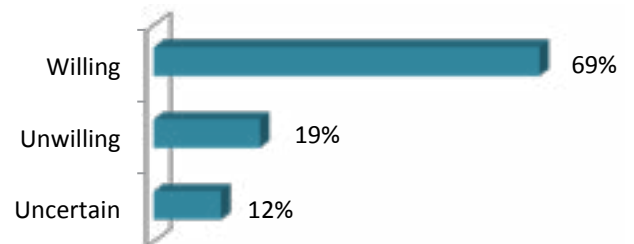
Pasco



Pinellas



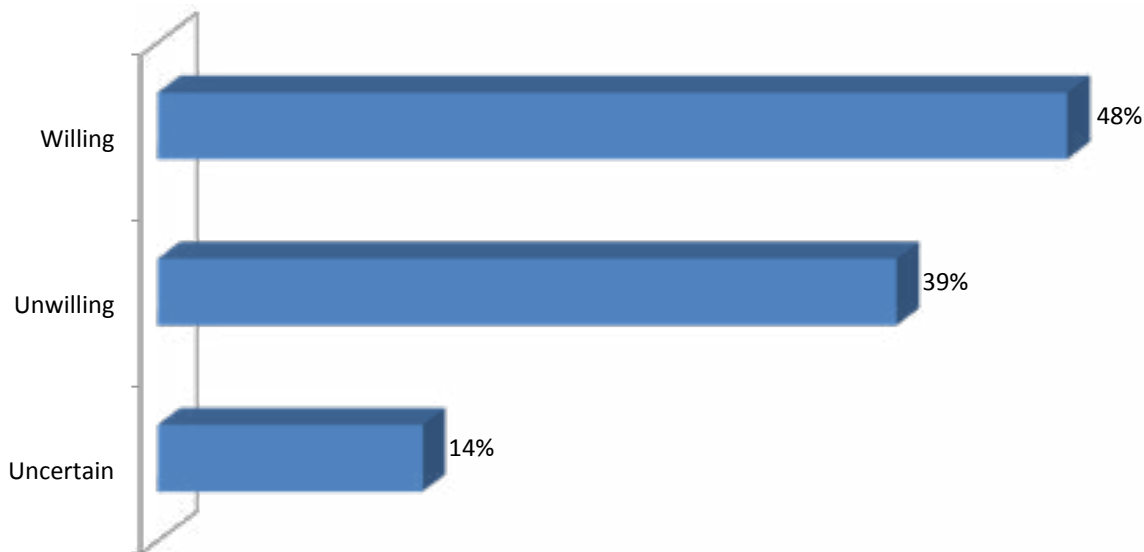
Polk



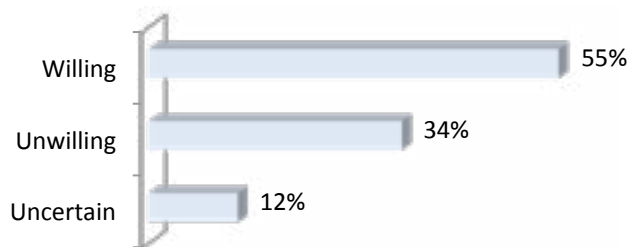
* 338 Responses

*If used water were purified for you in the same way it is purified for astronauts, would you be willing to use it to cook pasta?**

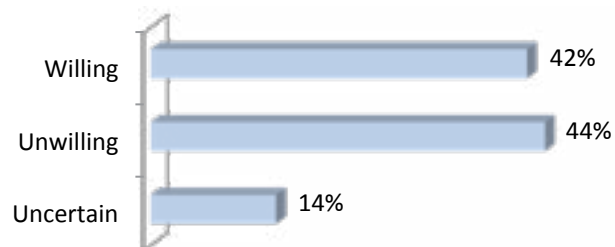
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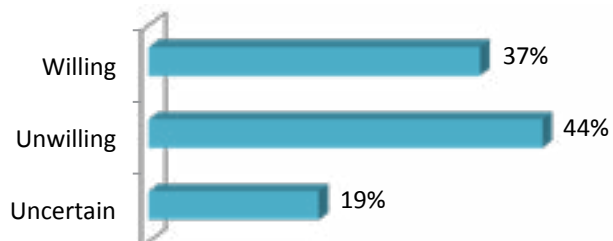
Hillsborough



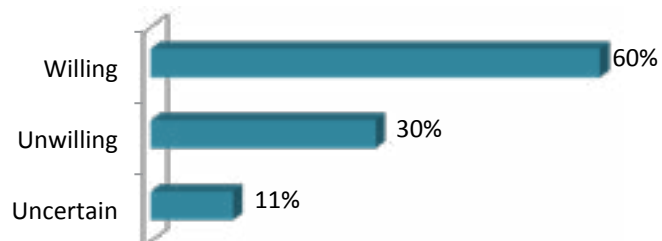
Pasco



Pinellas



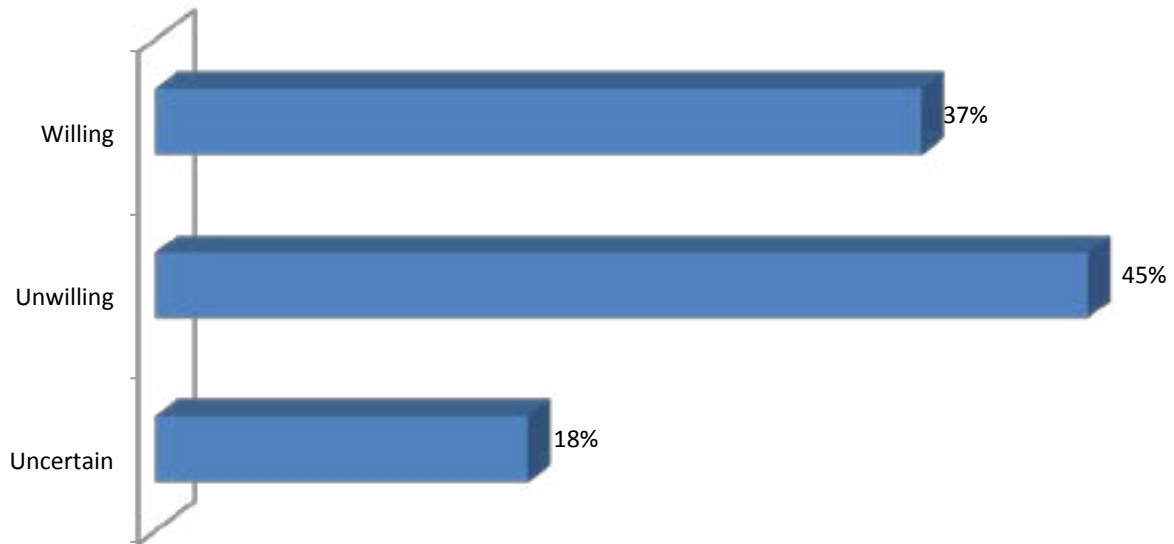
Polk



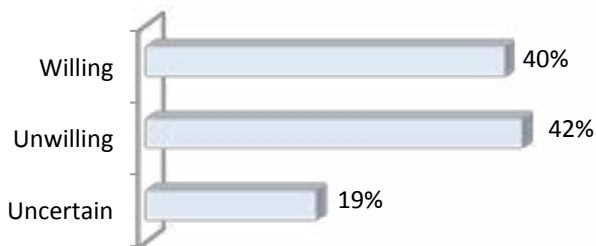
* 338 Responses

*If used water were purified for you in the same way it is purified for astronauts, would you be willing to use it to drink?**

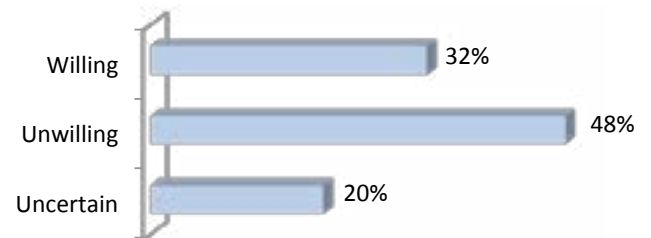
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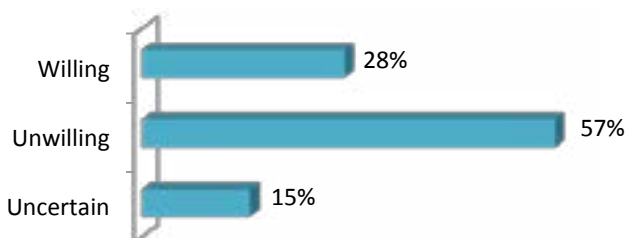
Hillsborough



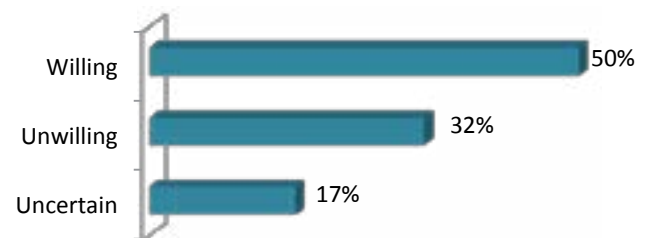
Pasco



Pinellas



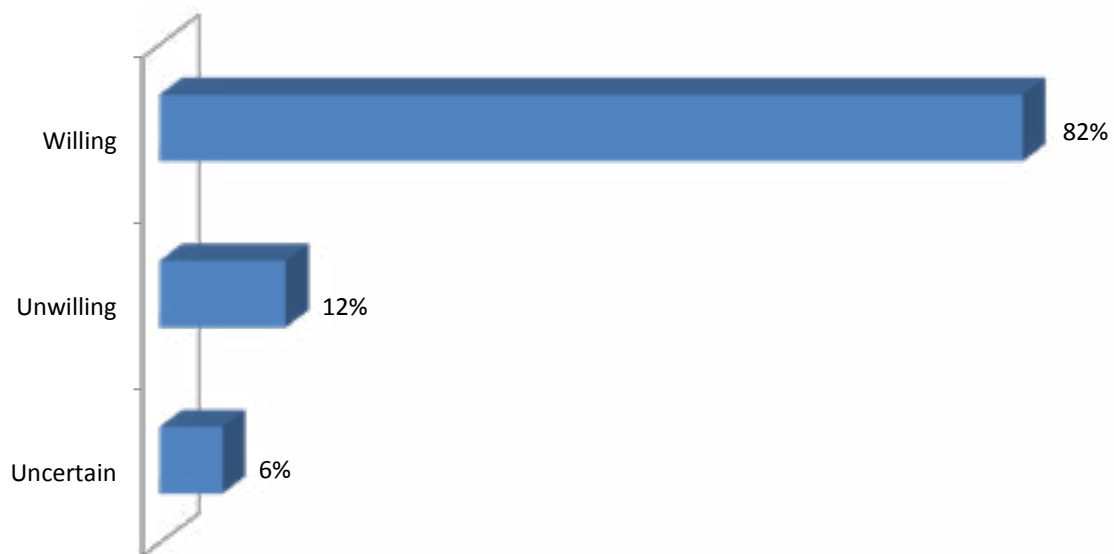
Polk



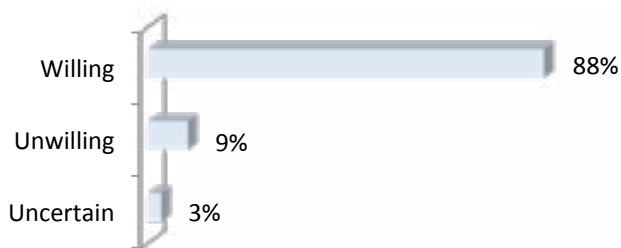
* 338 Responses

*If used water were purified for you in the same way it is purified for astronauts, would you be willing to use it to water your lawn?**

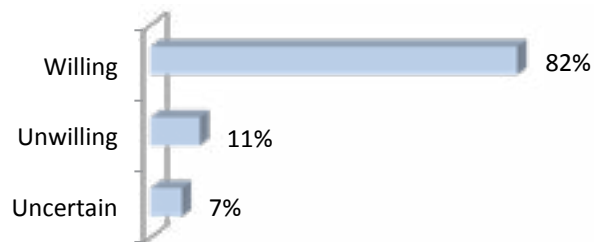
Total



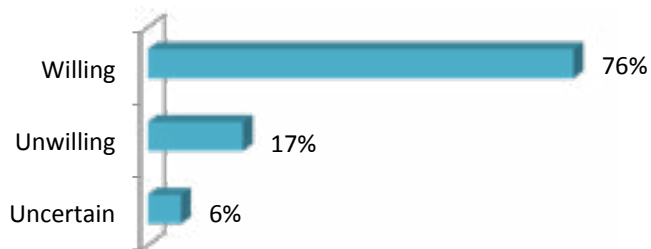
Hillsborough



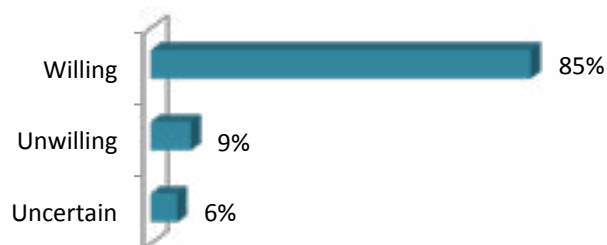
Pasco



Pinellas



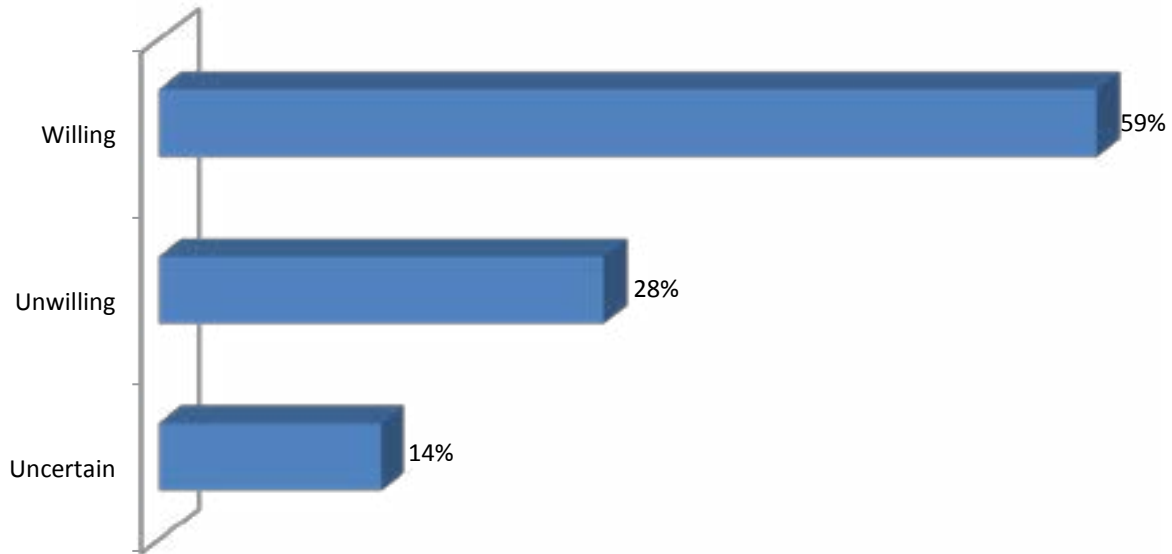
Polk



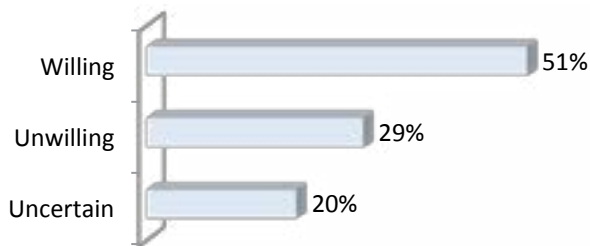
* 338 Responses

*If used water were purified for you in the same way as in the upstream discharge scenario, would you be willing to use it to water vegetables in your garden?**

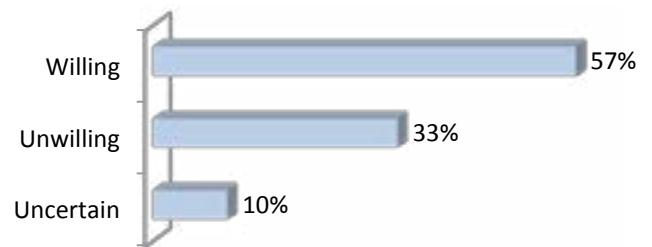
Total



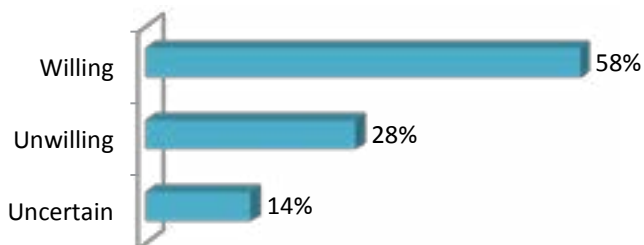
Hillsborough



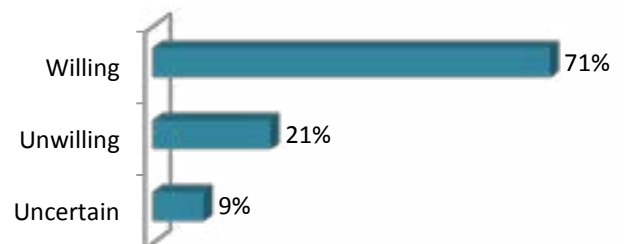
Pasco



Pinellas



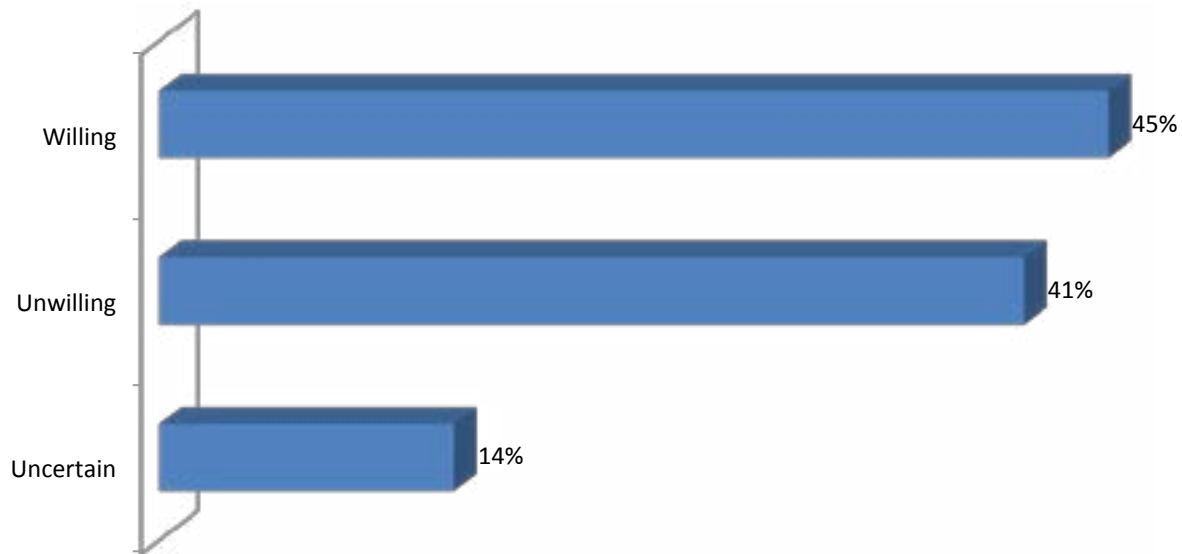
Polk



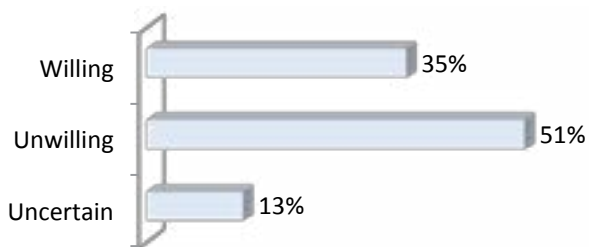
* 333 Responses

*If used water were purified for you in the same way as in the upstream discharge scenario, would you be willing to use it for your pets to drink?**

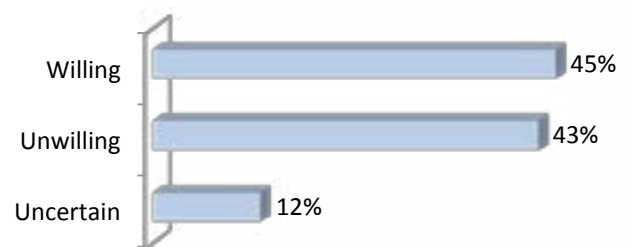
Total



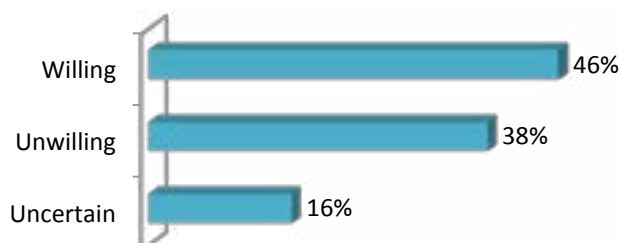
Hillsborough



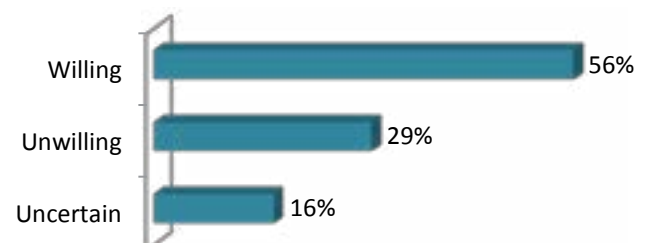
Pasco



Pinellas



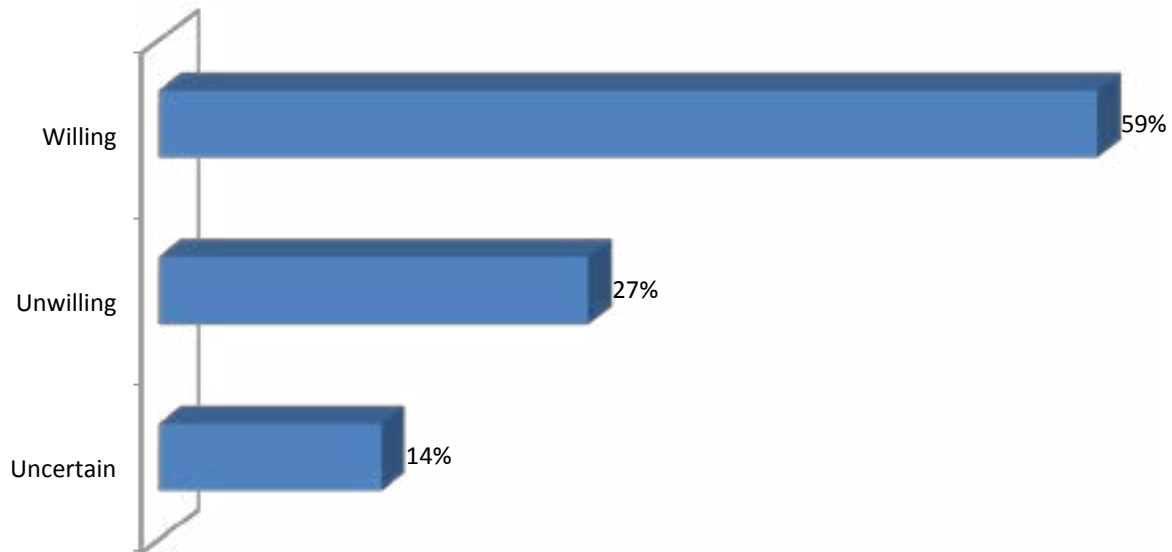
Polk



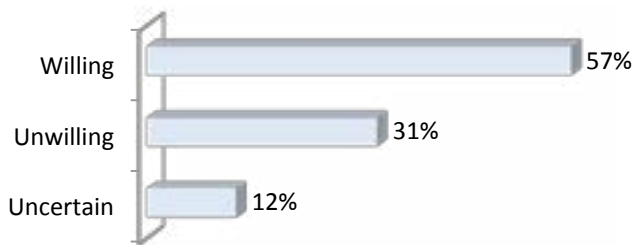
* 333 Responses

*If used water were purified for you in the same way as in the upstream discharge scenario, would you be willing to use it to take a shower or a bath?**

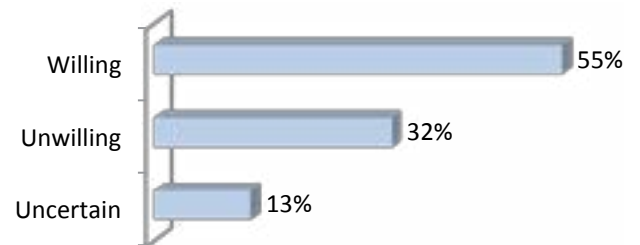
Total



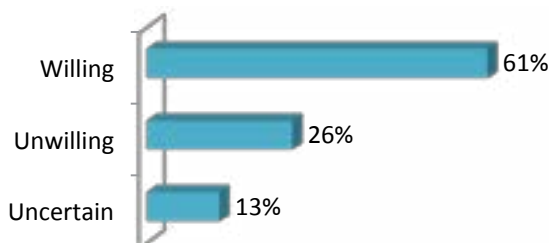
Hillsborough



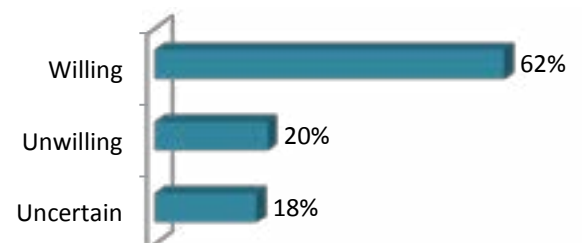
Pasco



Pinellas



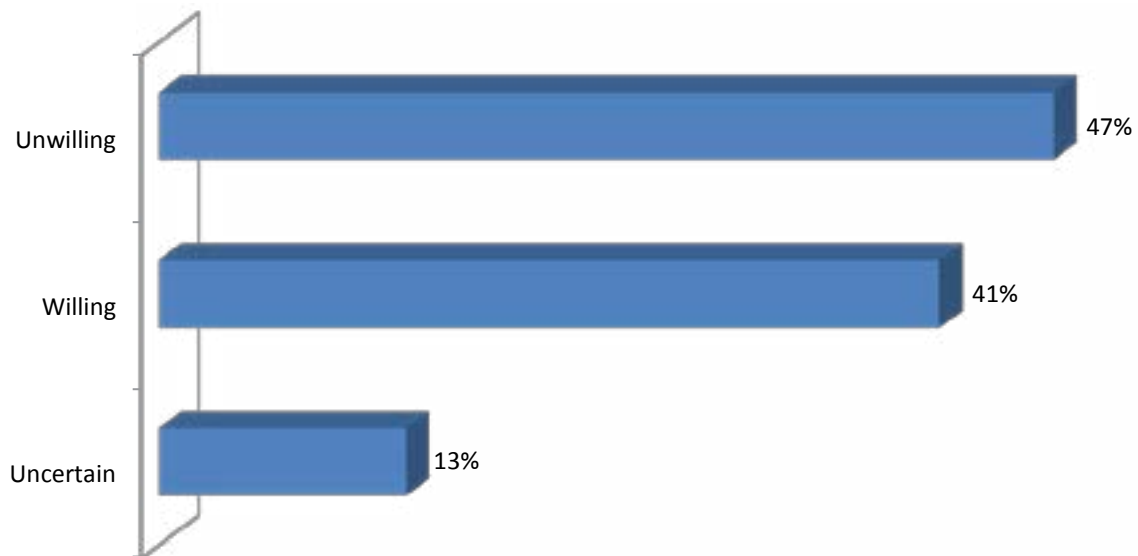
Polk



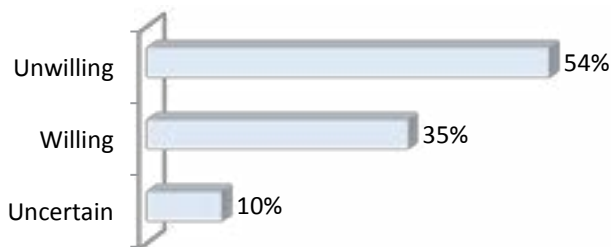
* 333 Responses

*If used water were purified for you in the same way as in the upstream discharge scenario, would you be willing to use it to cook pasta?**

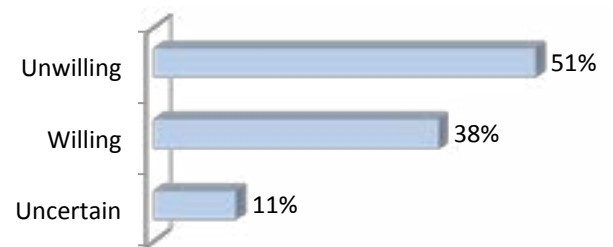
Total



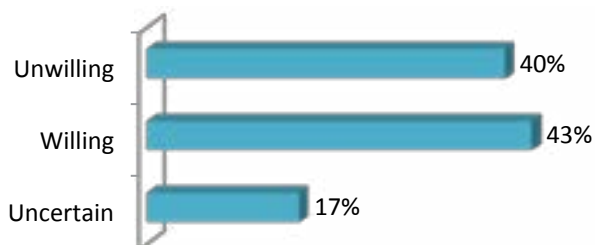
Hillsborough



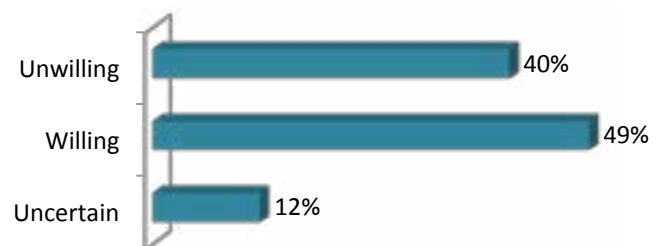
Pasco



Pinellas



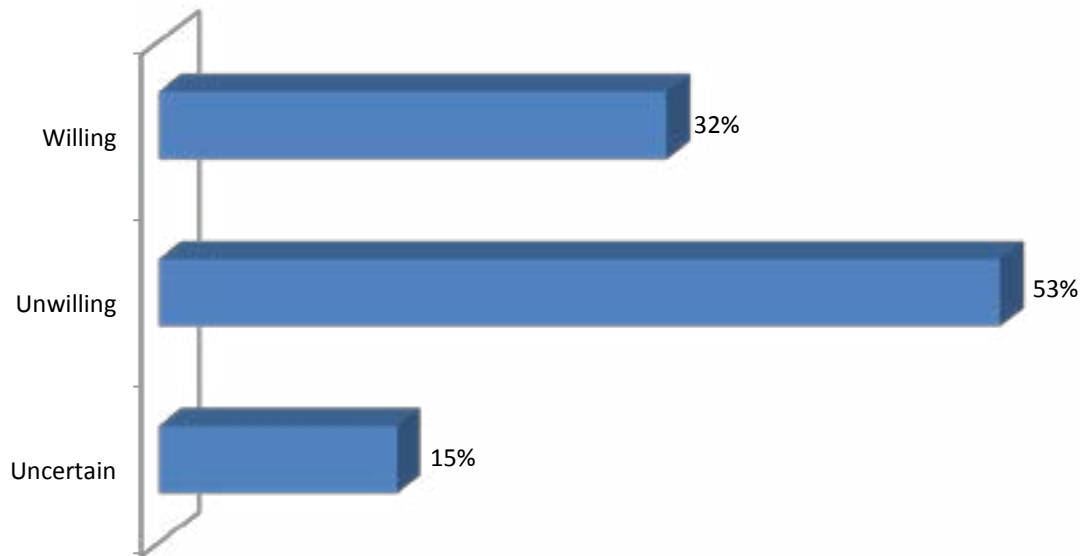
Polk



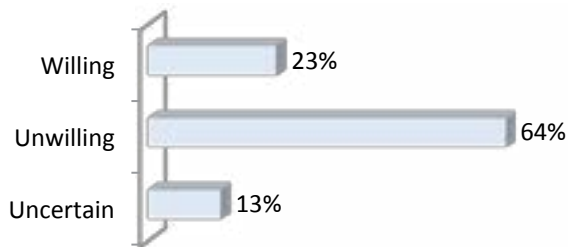
* 333 Responses

*If used water were purified for you in the same way as in the upstream discharge scenario, would you be willing to use it to drink?**

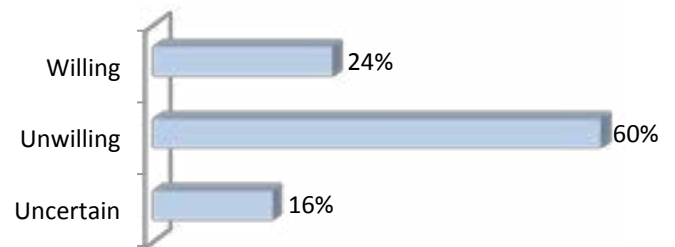
Total



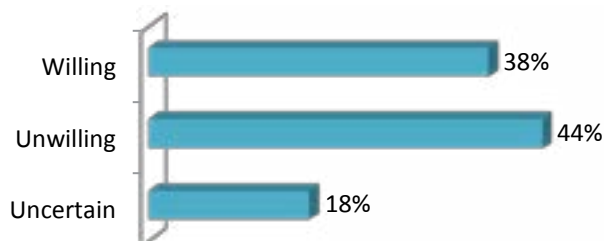
Hillsborough



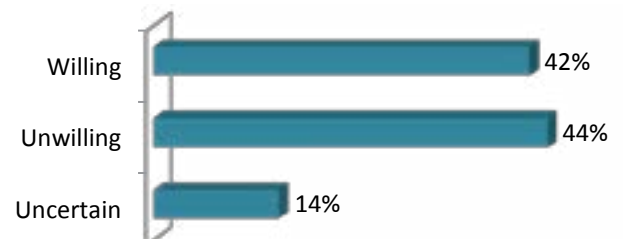
Pasco



Pinellas



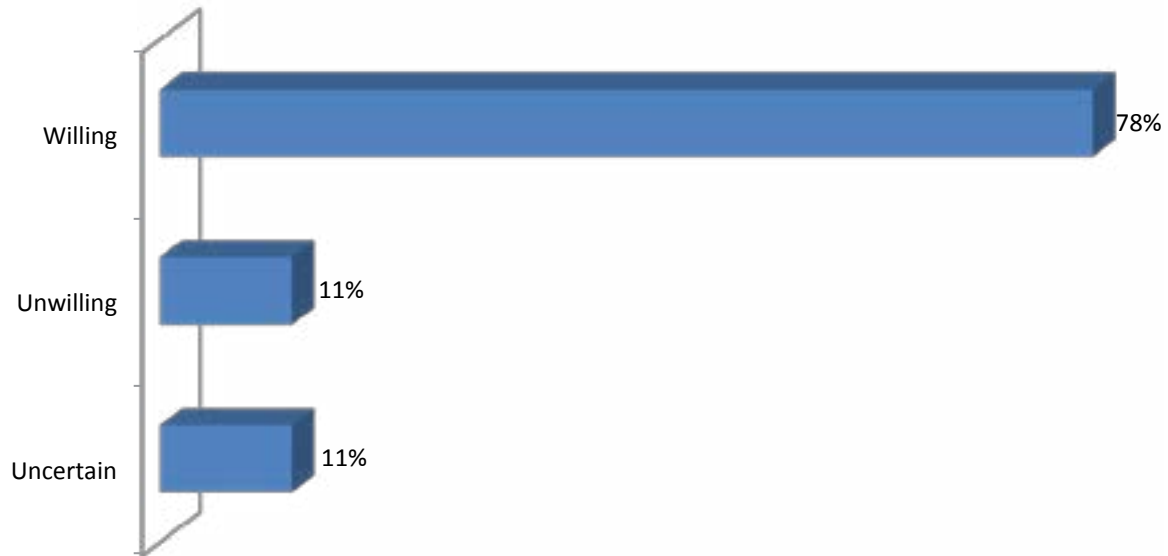
Polk



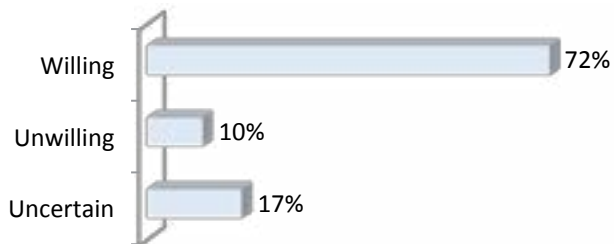
* 333 Responses

*If used water were purified for you in the same way as in the upstream discharge scenario, would you be willing to use it to water your lawn?**

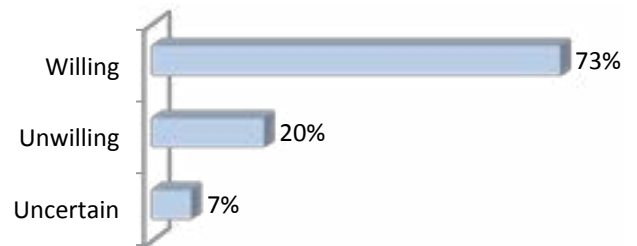
Total



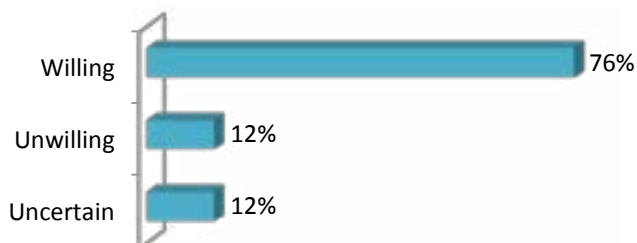
Hillsborough



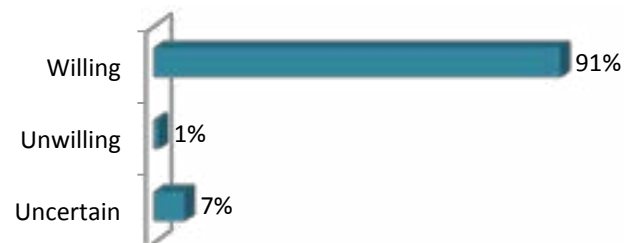
Pasco



Pinellas



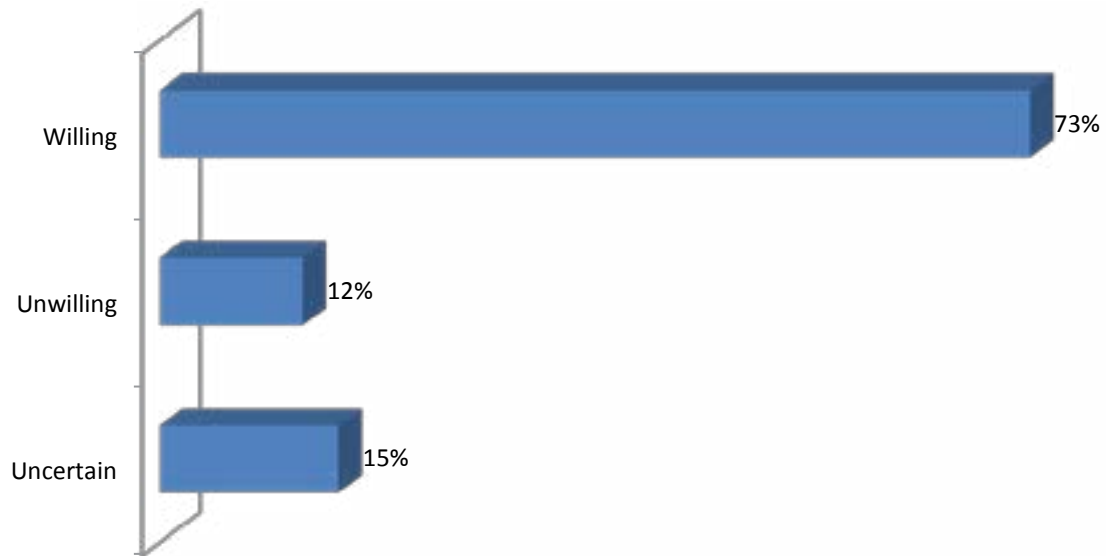
Polk



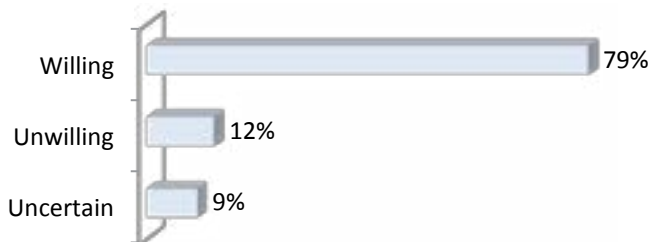
* 333 Responses

*If used water were purified for you in the same way as in the blended reservoir scenario, would you be willing to use it to water vegetables in your garden?**

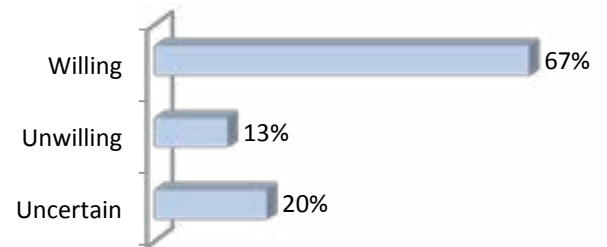
Total



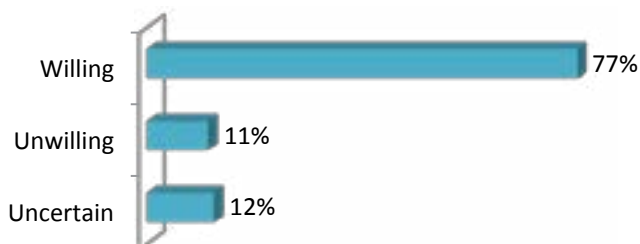
Hillsborough



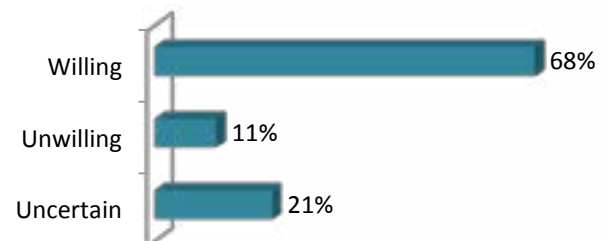
Pasco



Pinellas



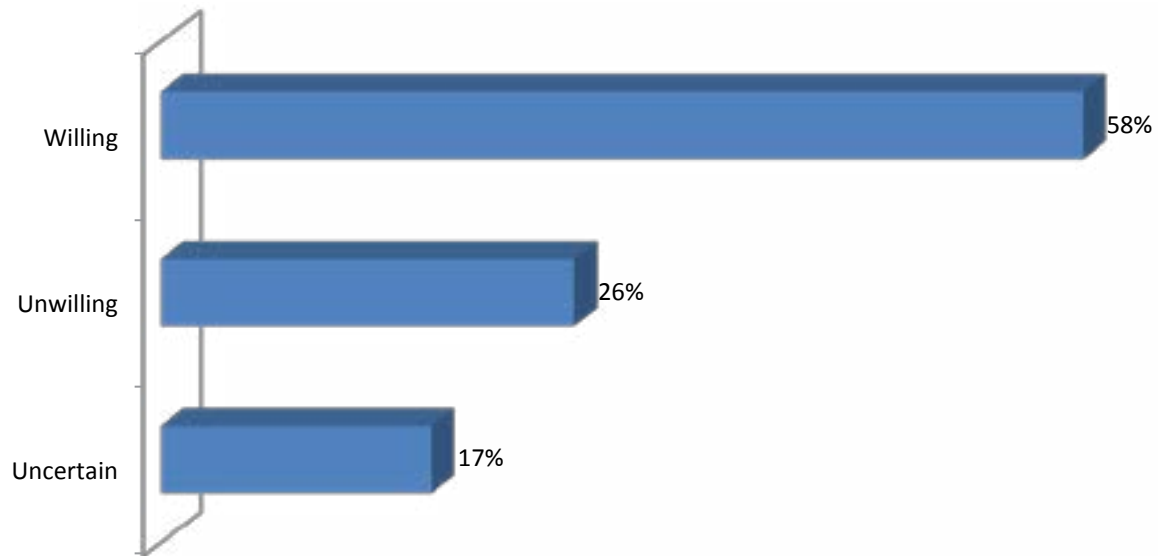
Polk



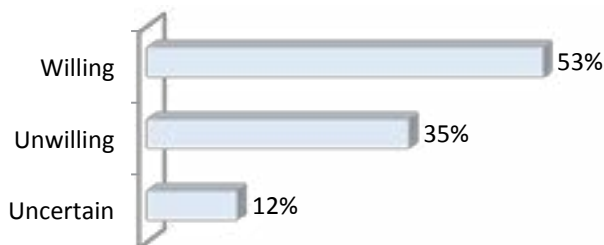
* 299 Responses

*If used water were purified for you in the same way as in the blended reservoir scenario, would you be willing to use it for your pets to drink?**

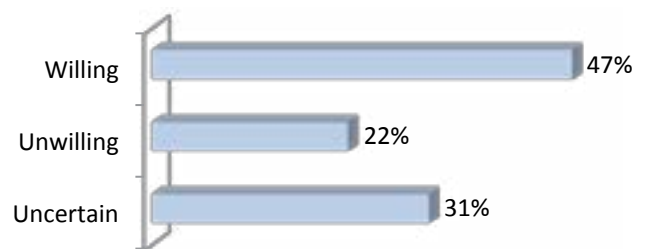
Total



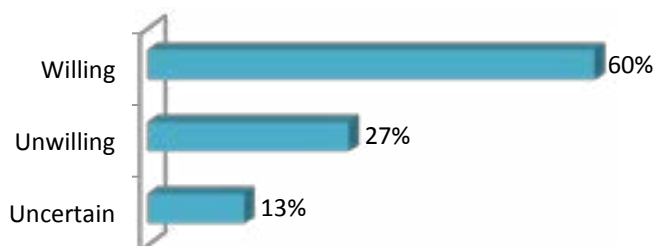
Hillsborough



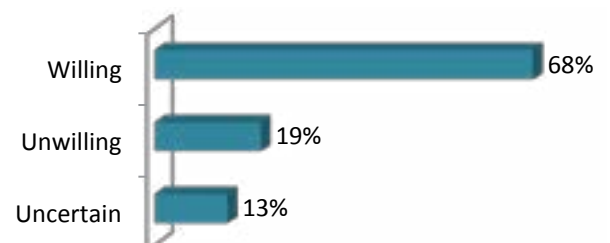
Pasco



Pinellas



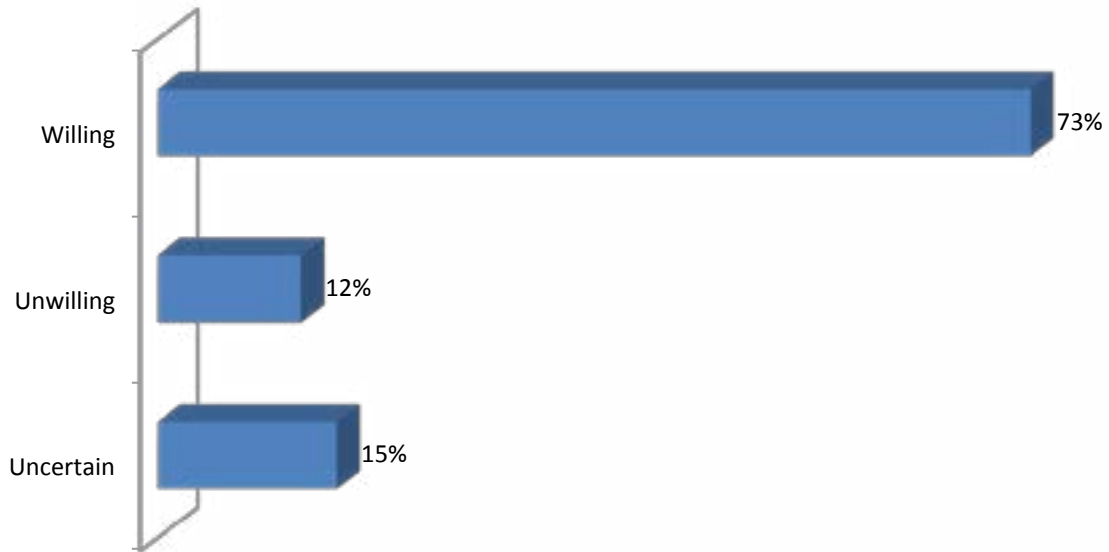
Polk



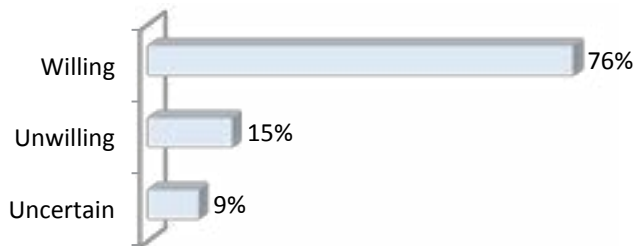
* 299 Responses

*If used water were purified for you in the same way as in the blended reservoir scenario, would you be willing to use it to take a shower or bath?**

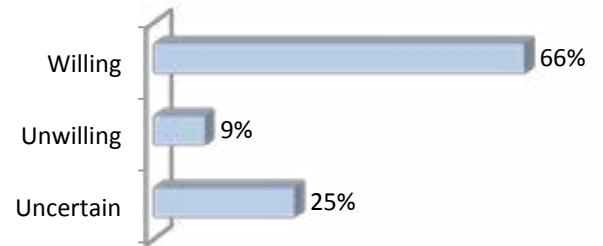
Total



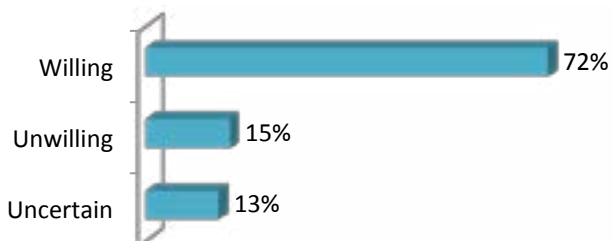
Hillsborough



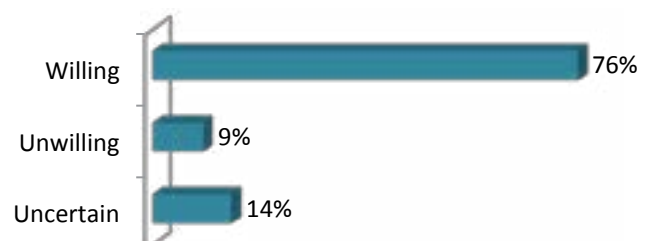
Pasco



Pinellas



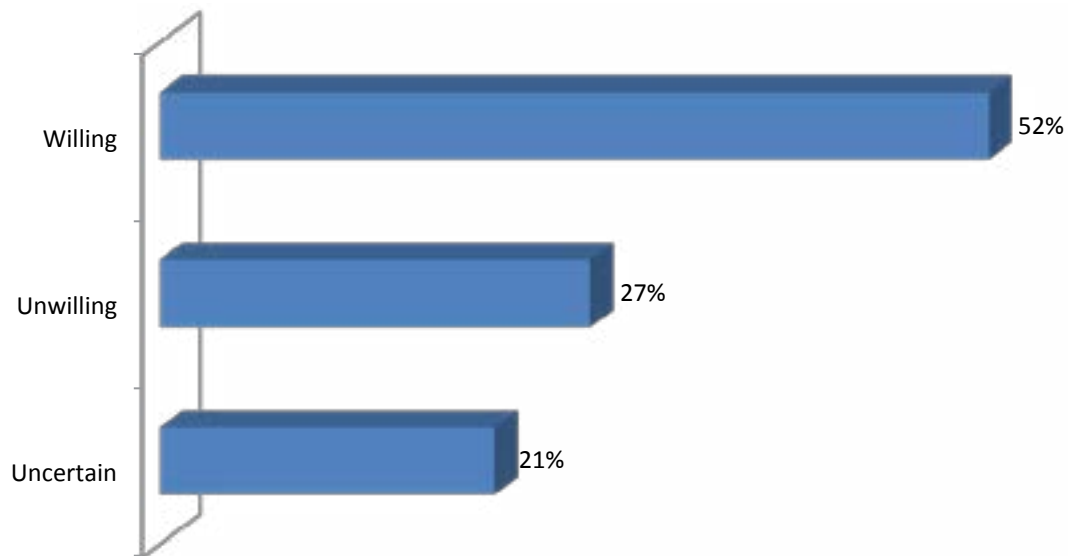
Polk



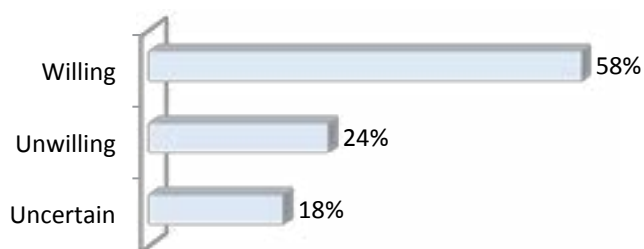
* 299 Responses

*If used water were purified for you in the same way as in the blended reservoir scenario, would you be willing to use it to cook pasta?**

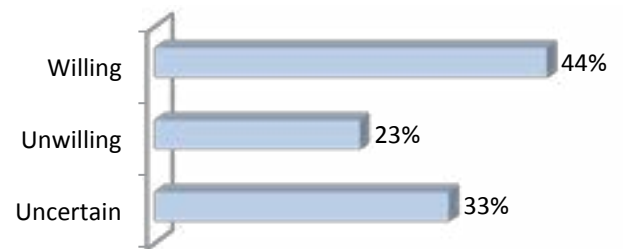
Total



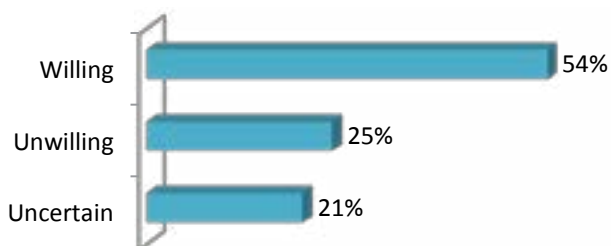
Hillsborough



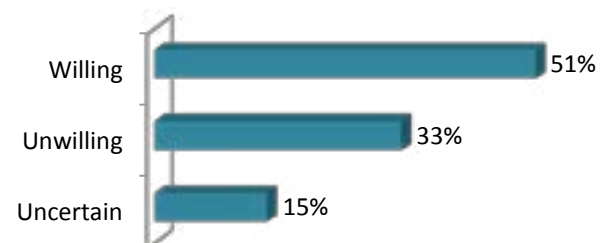
Pasco



Pinellas



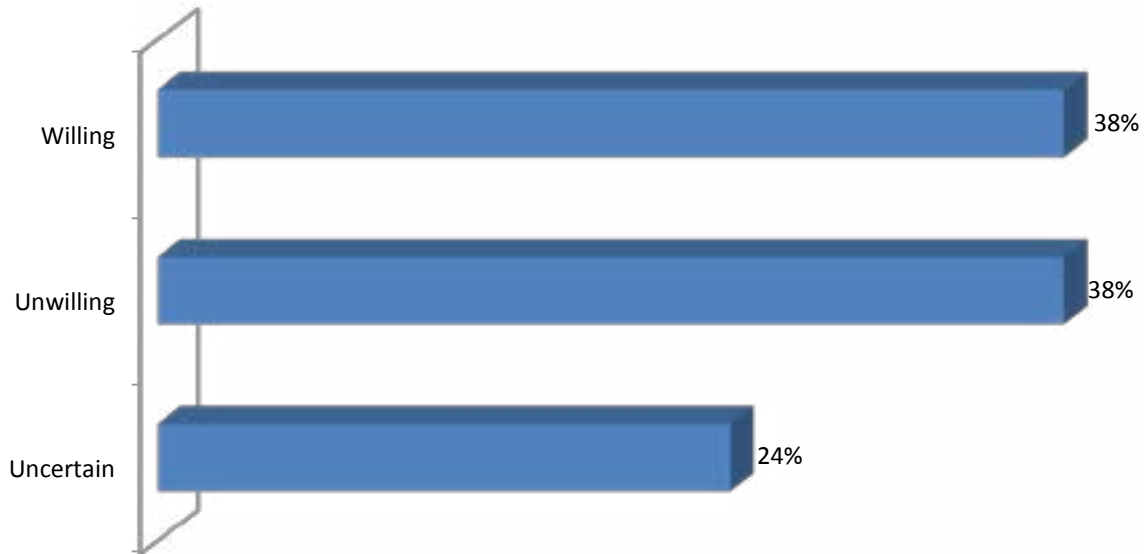
Polk



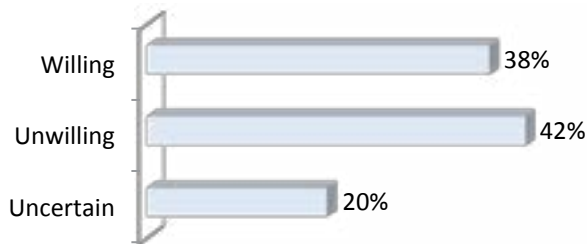
* 299 Responses

*If used water were purified for you in the same way as in the blended reservoir scenario, would you be willing to use it to drink?**

Total



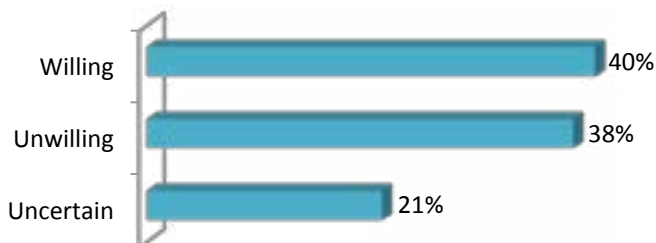
Hillsborough



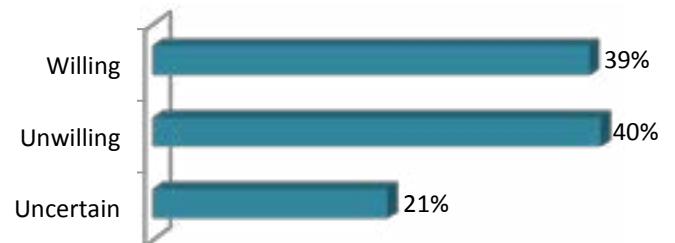
Pasco



Pinellas



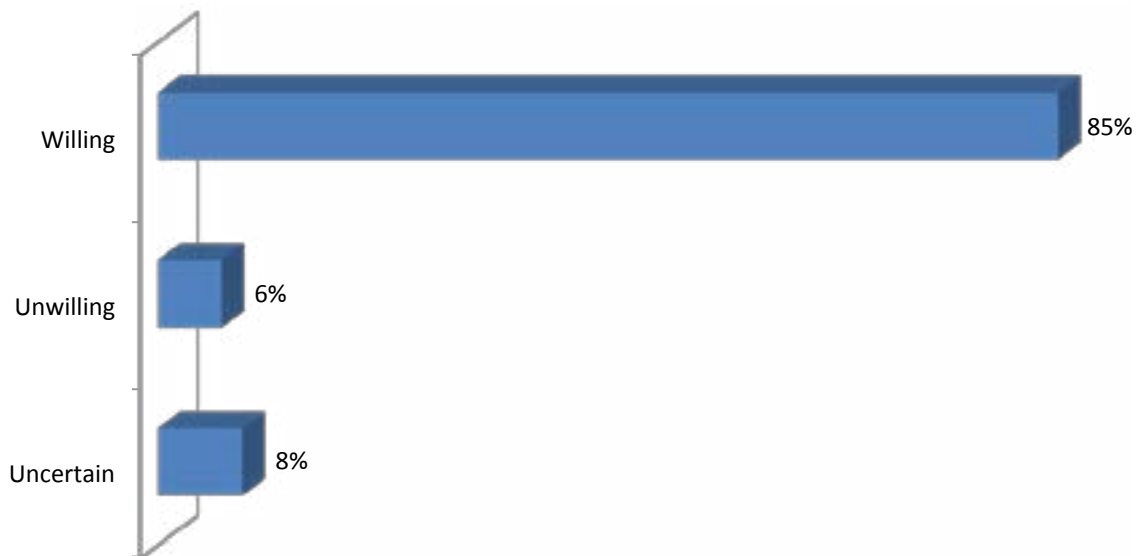
Polk



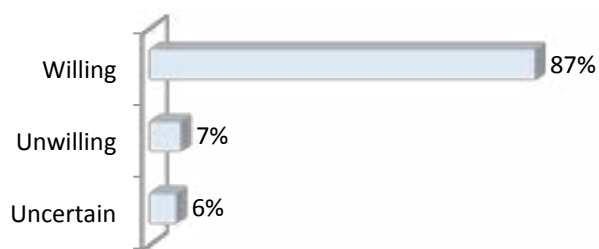
* 299 Responses

*If used water were purified for you in the same way as in the blended reservoir scenario, would you be willing to use it to water your lawn?**

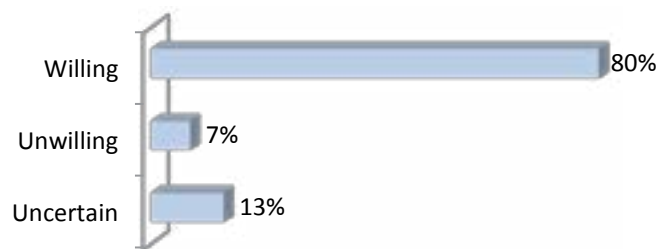
Total



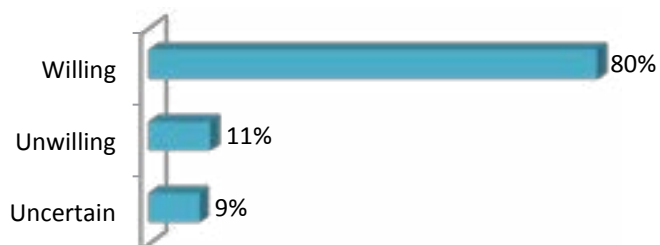
Hillsborough



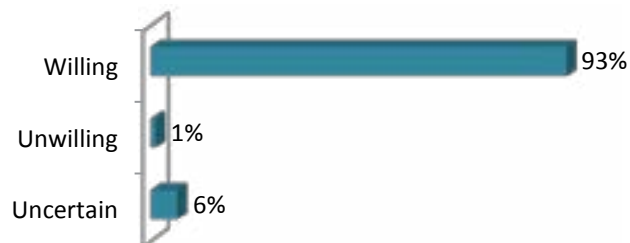
Pasco



Pinellas



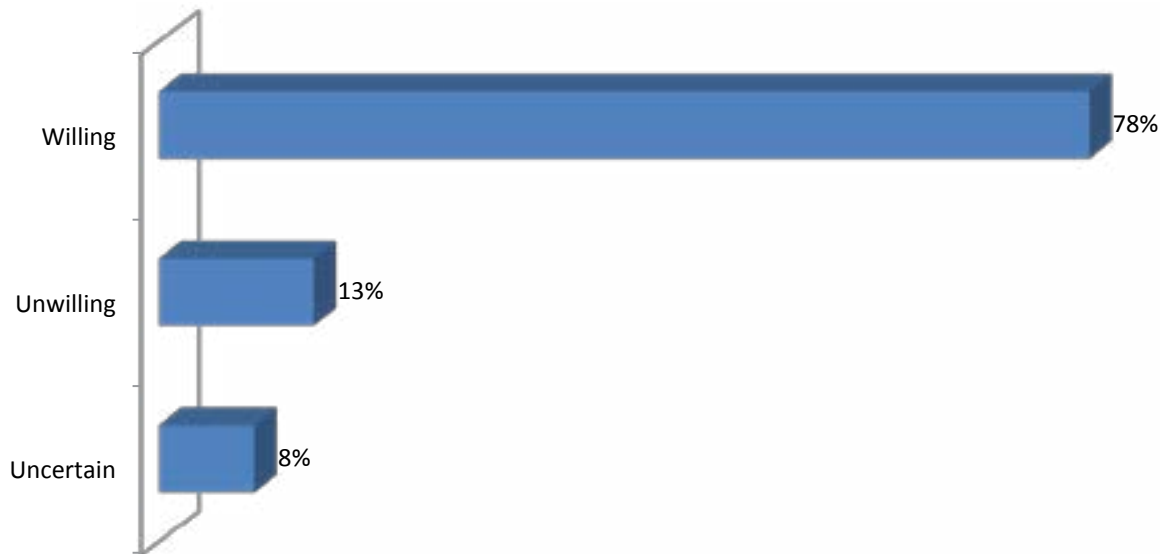
Polk



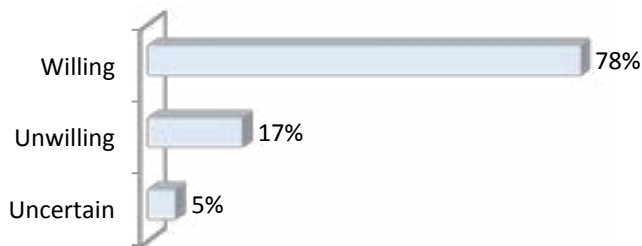
* 299 Responses

*If used water were purified for you in the same way as in the current practice scenario, would you be willing to use it to water vegetables in your garden?**

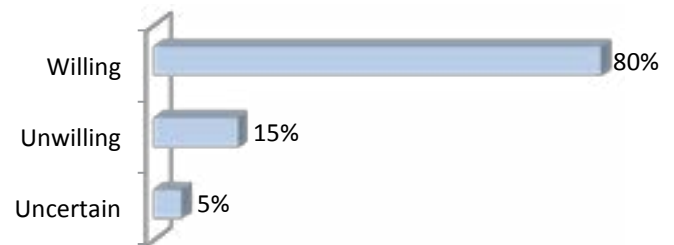
Total



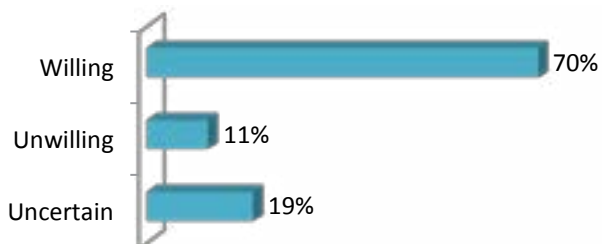
Hillsborough



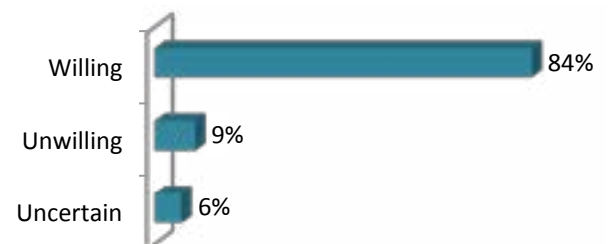
Pasco



Pinellas



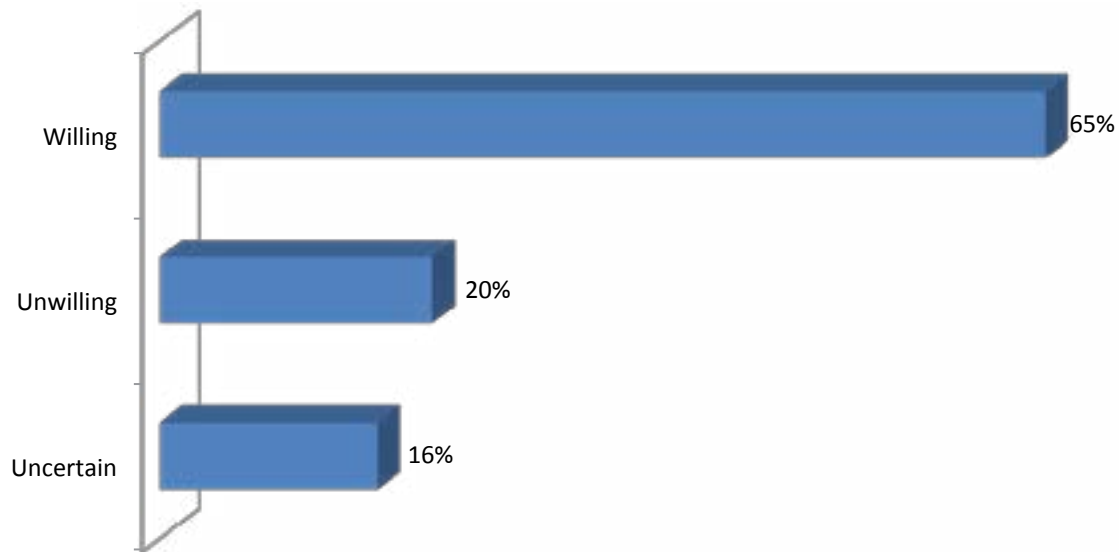
Polk



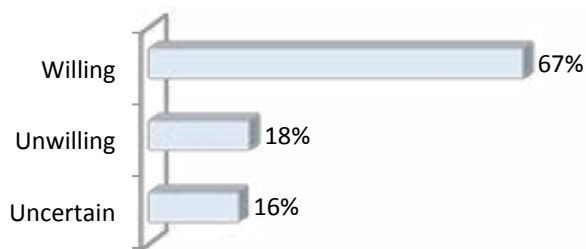
* 265 Responses

*If used water were purified for you in the same way as in the current practice scenario, would you be willing to use it for your pets to drink?**

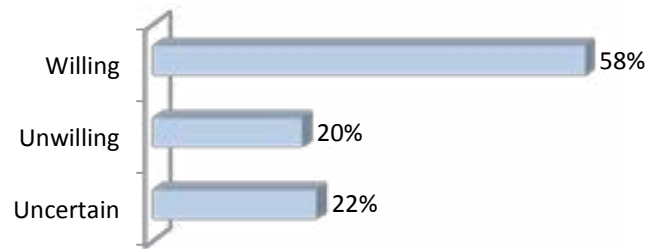
Total



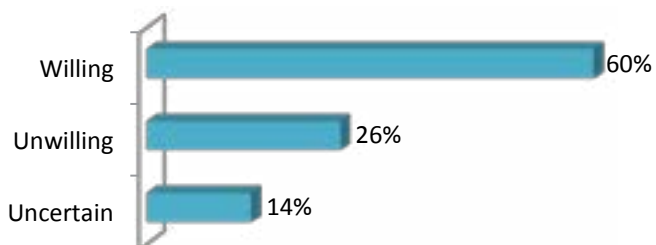
Hillsborough



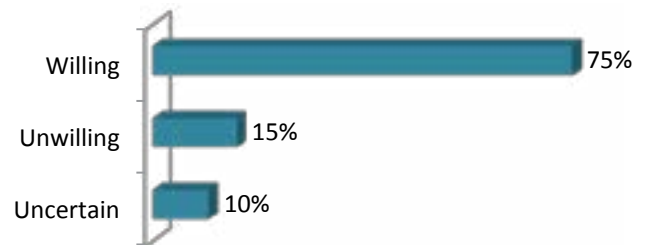
Pasco



Pinellas



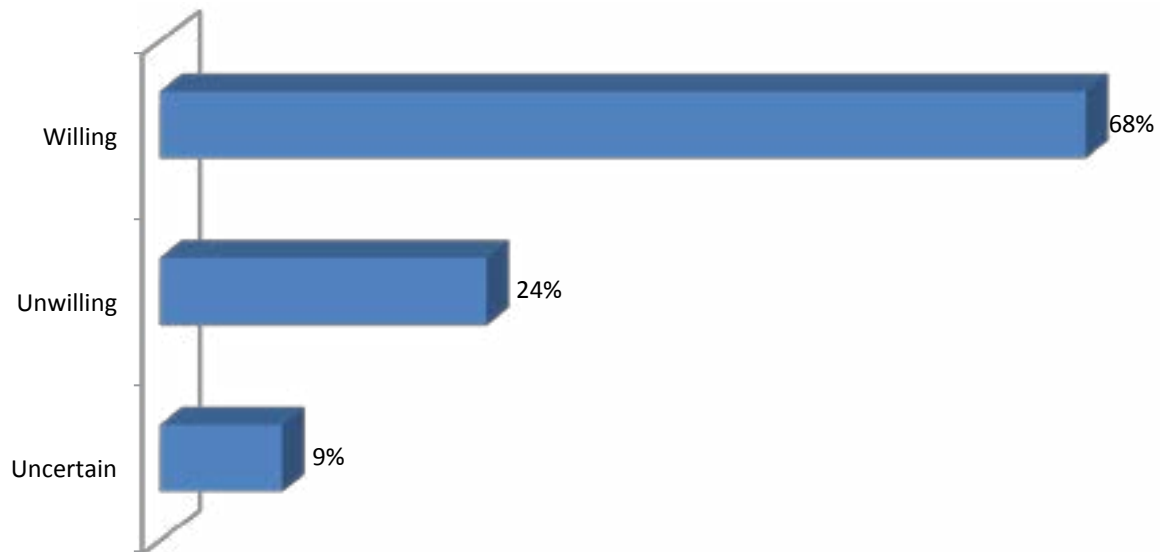
Polk



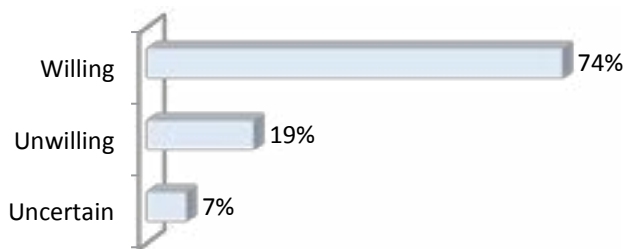
* 265 Responses

*If used water were purified for you in the same way as in the current practice scenario, would you be willing to use it to take a shower or bath?**

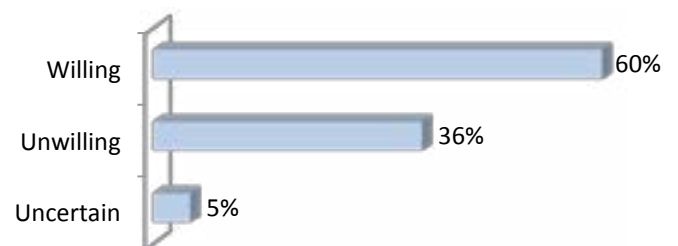
Total



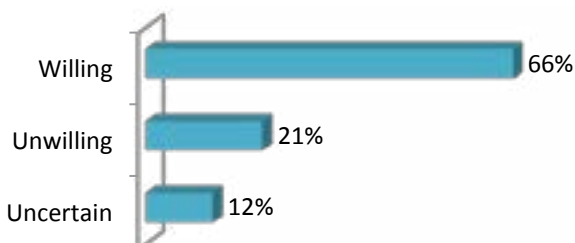
Hillsborough



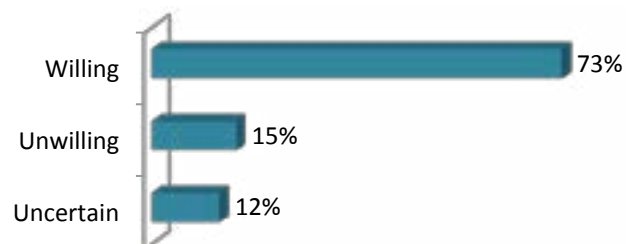
Pasco



Pinellas



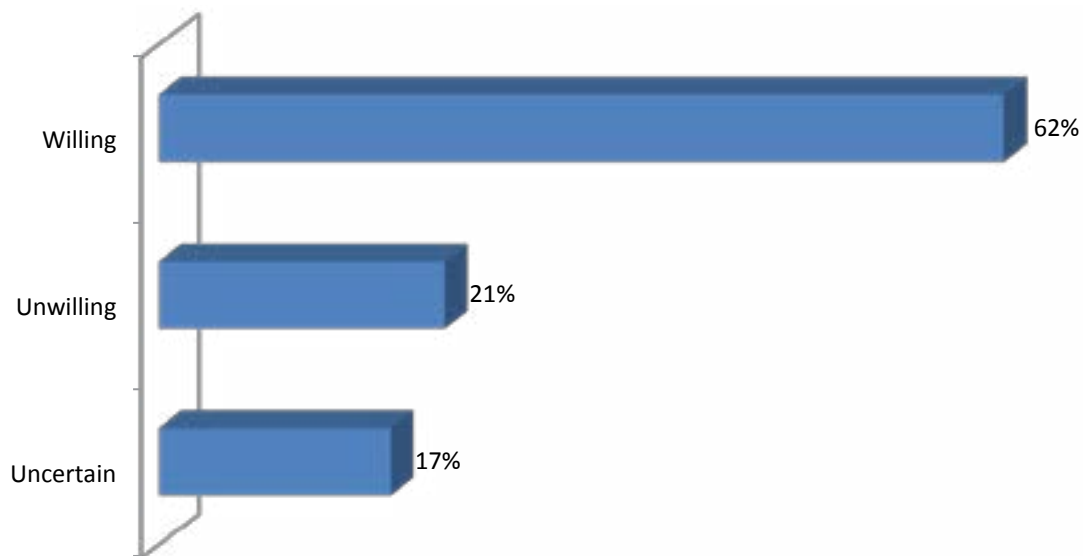
Polk



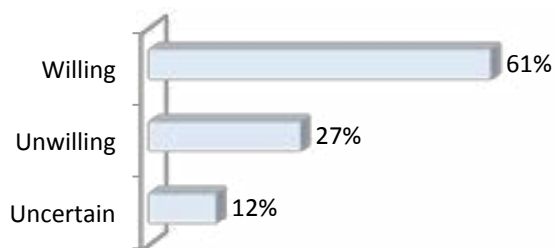
* 265 Responses

*If used water were purified for you in the same way as in the current practice scenario, would you be willing to use it to cook pasta?**

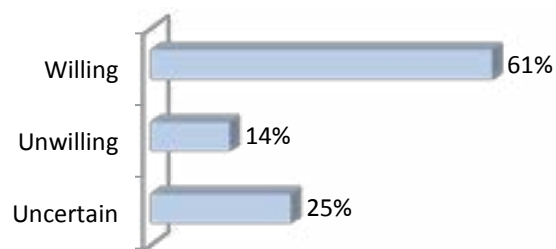
Total



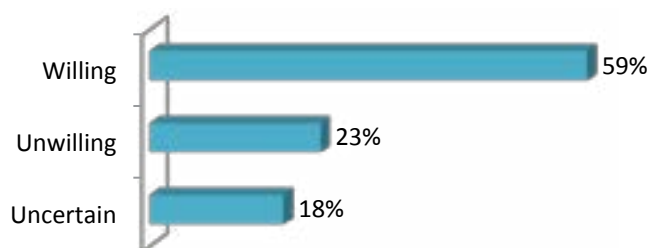
Hillsborough



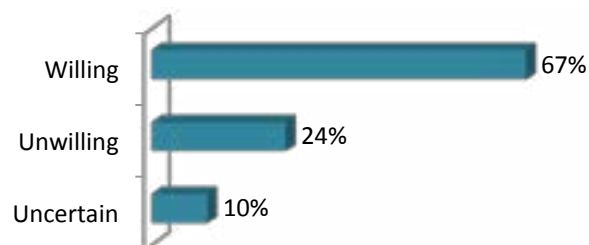
Pasco



Pinellas



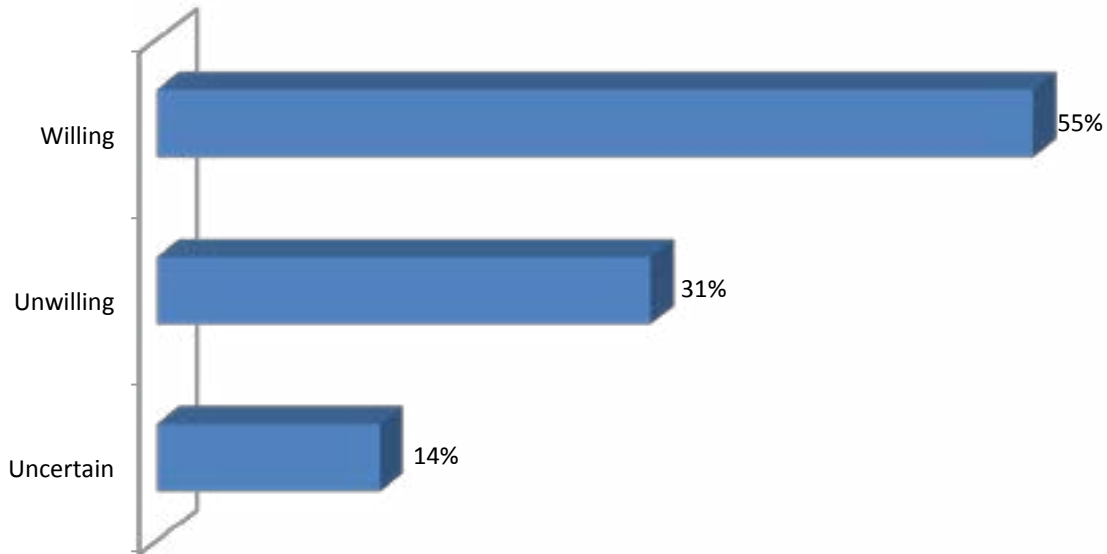
Polk



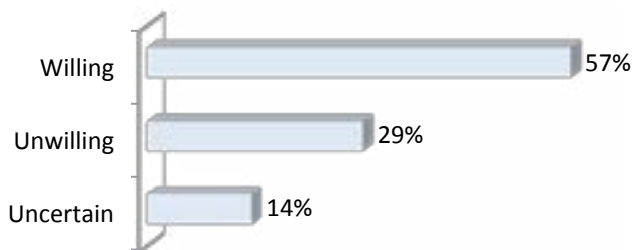
* 265 Responses

*If used water were purified for you in the same way as in the current practice scenario, would you be willing to use it to drink?**

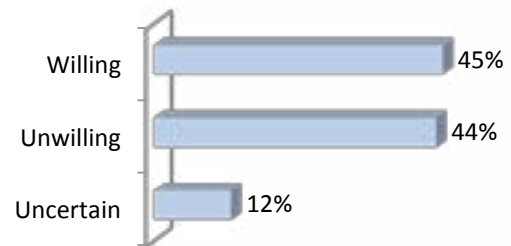
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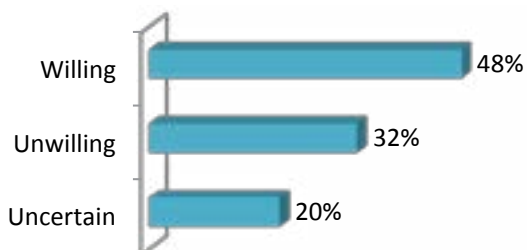
Hillsborough



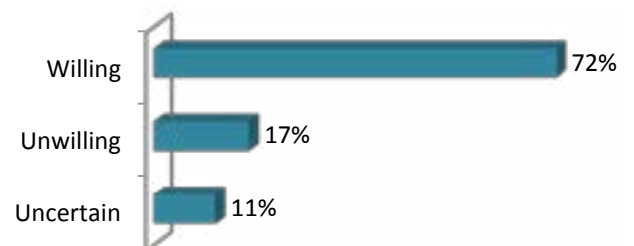
Pasco



Pinellas



Polk



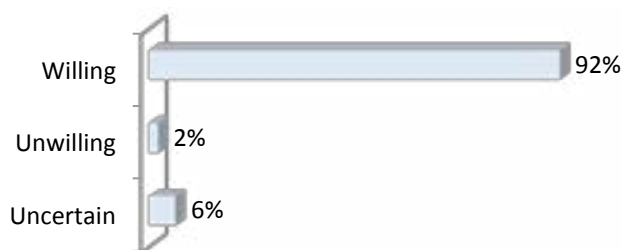
* 265 Responses

*If used water were purified for you in the same way as in the current practice scenario, would you be willing to use it to water your lawn?**

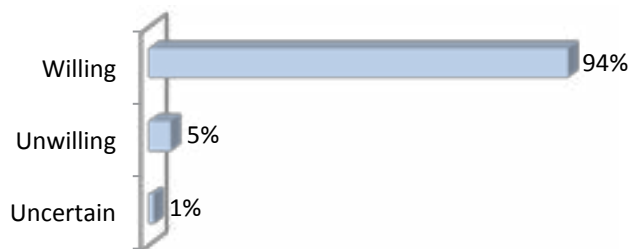
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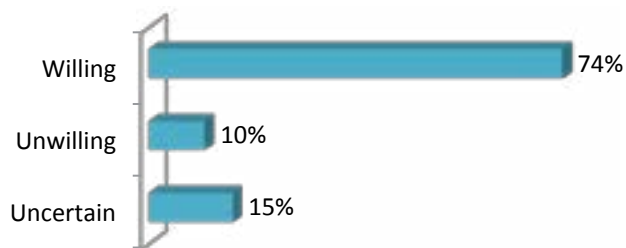
Hillsborough



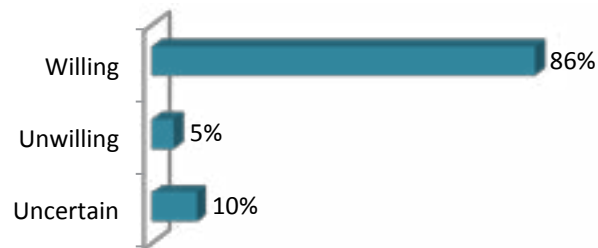
Pasco



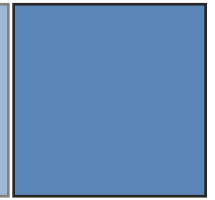
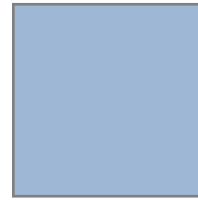
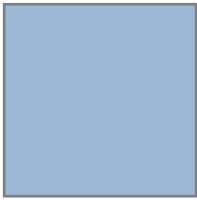
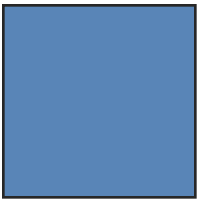
Pinellas



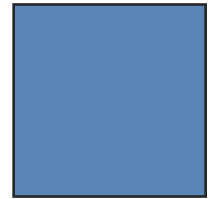
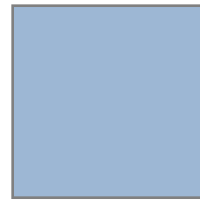
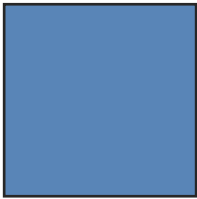
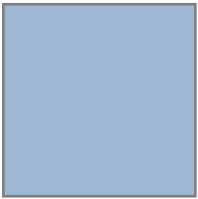
Polk



* 265 Responses



ADVANTAGES AND DISADVANTAGES OF
RECYCLED WATER



Advantages & Disadvantages of Recycled Water

The three terms for recycled water that were most acceptable to residents were used to examine the advantages and disadvantages of recycled water. These three terms were:

- Purified recycled water
- Certified safe recycled water
- Highly purified water

A plurality of residents (26%) believes that using recycled water presents no advantages to them. This belief is highest in Pasco (27%), Pinellas (27%), and Polk counties (27%) and lowest in Hillsborough County (20%).

Nearly one in five residents (18%) states that ensuring a continuing supply of water and saving the environment are two advantages of using recycled water. The belief that ensuring a continuing water supply is an advantage of recycled water is stable across counties. The belief that saving the environment is an advantage of recycled water is highest among residents in Hillsborough County (20%) and lowest in Pasco County (14%).

Just over one in ten residents thinks saving money (12%) and having safer/healthier water (11%) are advantages of using recycled water. The belief that saving money is an advantage of recycled water is stable across counties. The belief that having safer/healthier water is an advantage of recycled water is highest in Polk County (14%) and lowest in Pinellas County (8%).

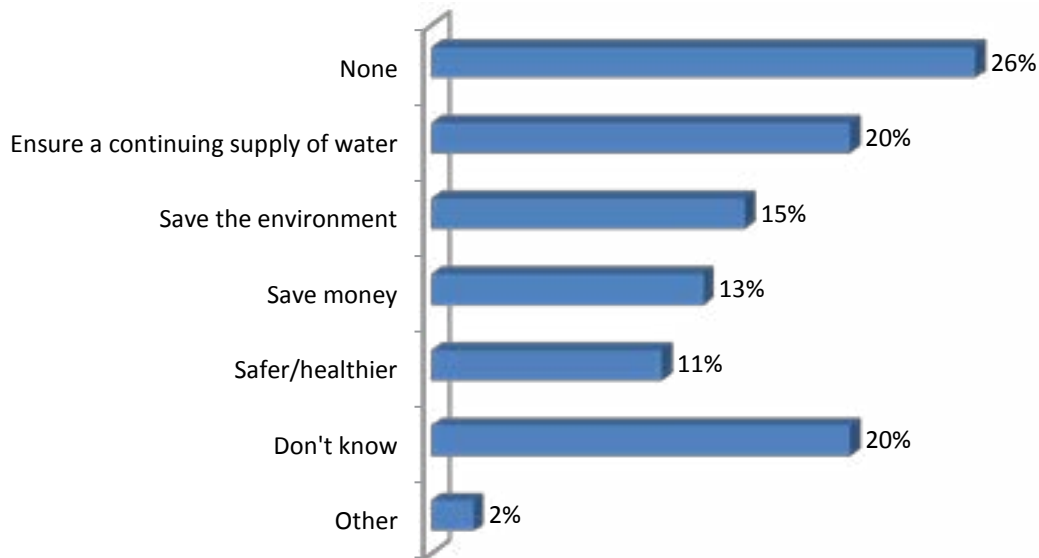
A plurality of residents (36%) believes there are no disadvantages to using recycled water. This belief is highest among residents in Polk County (41%) and lowest in Hillsborough County (30%).

Two in ten residents (19%) think using recycled water would “expose them to something bad.” This belief is highest among residents in Polk County (22%) and lowest in Pasco County (17%). One in six residents (16%) is more specific about what “bad” means and expresses concerns about getting sick or being exposed to bacteria. This belief is highest among residents in Hillsborough County (19%) and lowest in Polk County (11%).

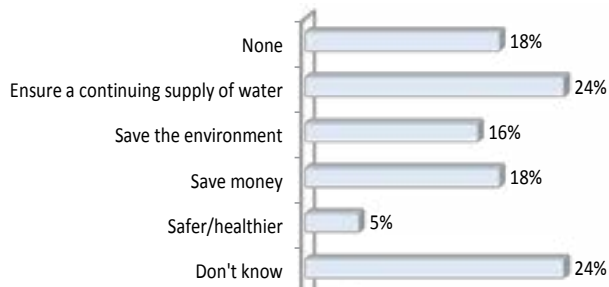
Only 6% of residents mention bad taste and only 4% list odor as potential problems of using recycled water. The belief that bad taste and odor are potential problems of using recycled water is highest among residents in Pinellas County (8%).

What are the advantages to you in using ***purified recycled*** water?*

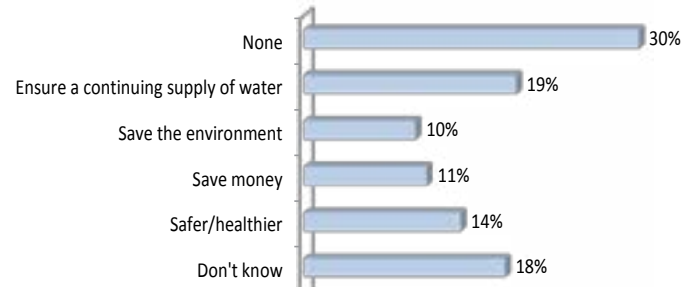
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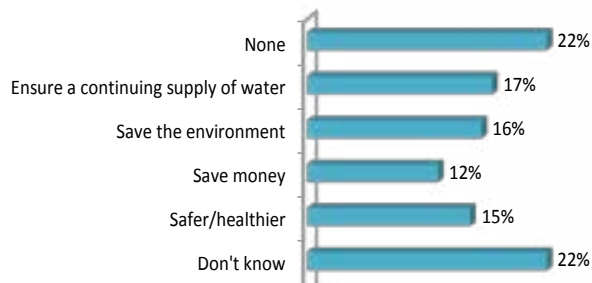
Hillsborough



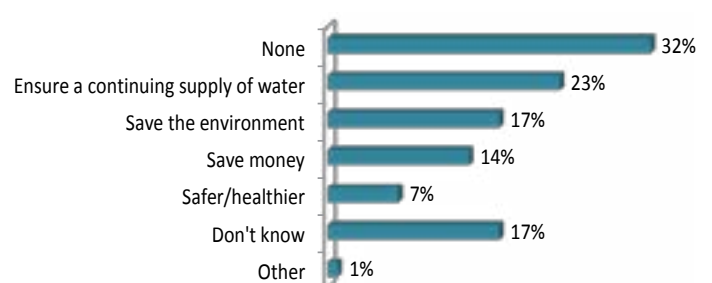
Pasco



Pinellas



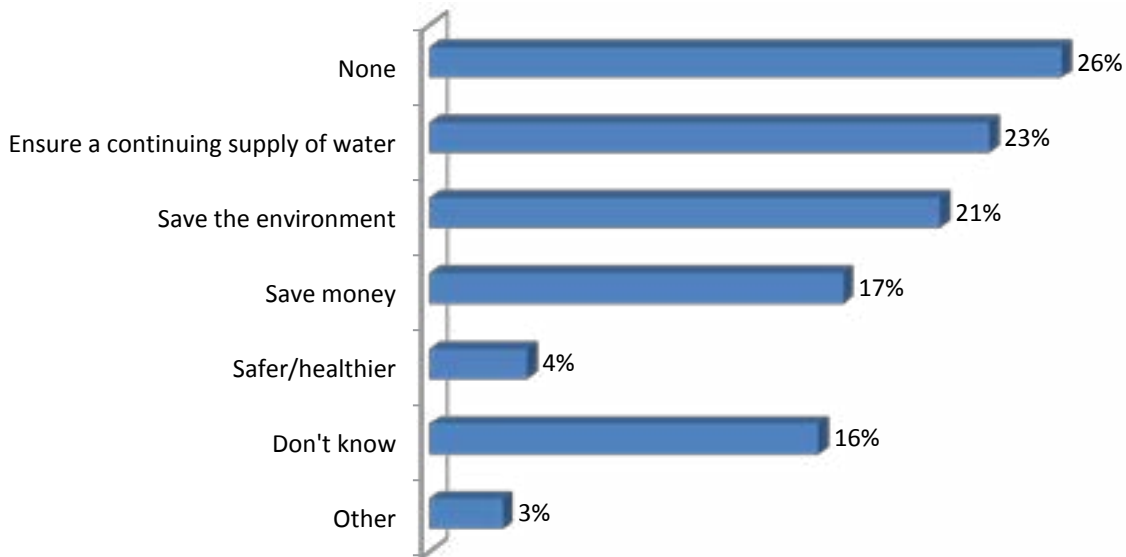
Polk



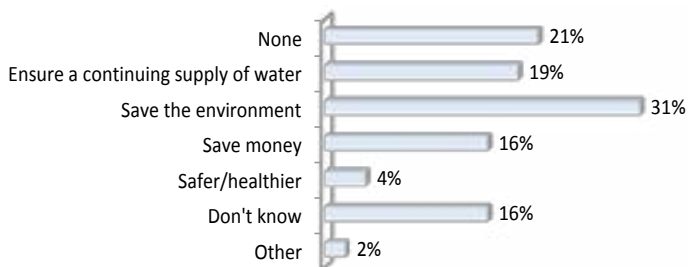
* 487 Responses

What are the advantages to you in using ***certified safe recycled water***?*

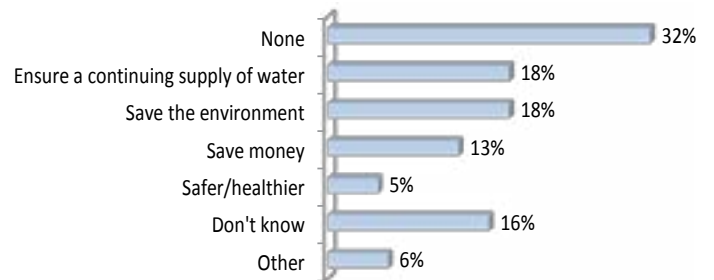
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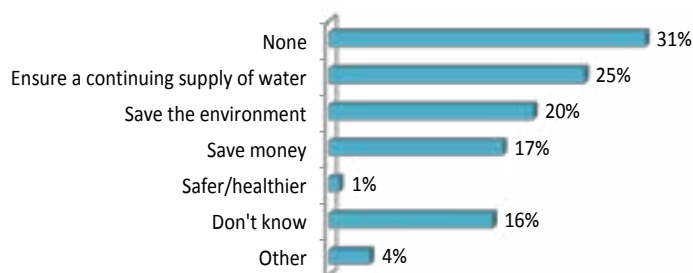
Hillsborough



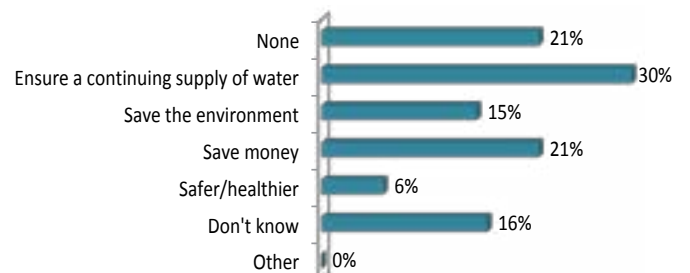
Pasco



Pinellas



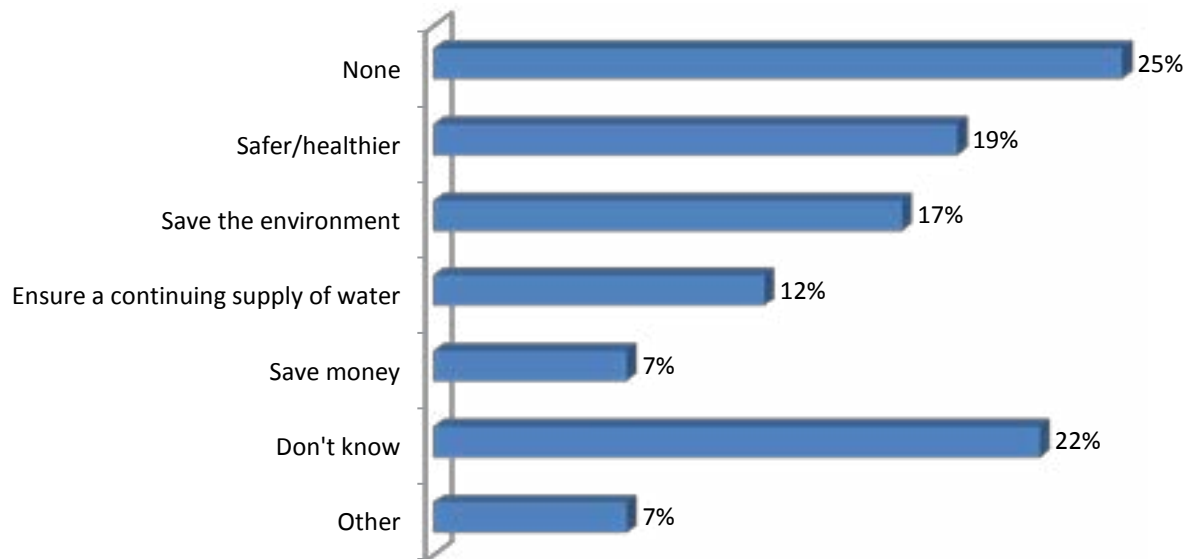
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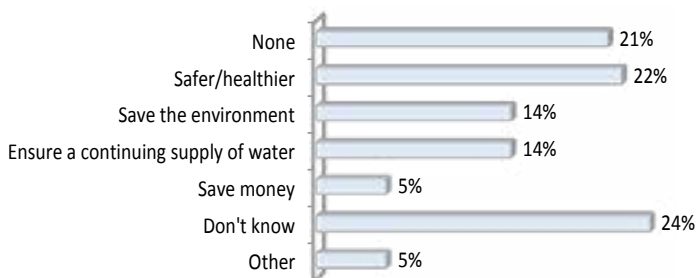
* 540 Responses

What are the advantages to you in using **highly purified recycled water**?*

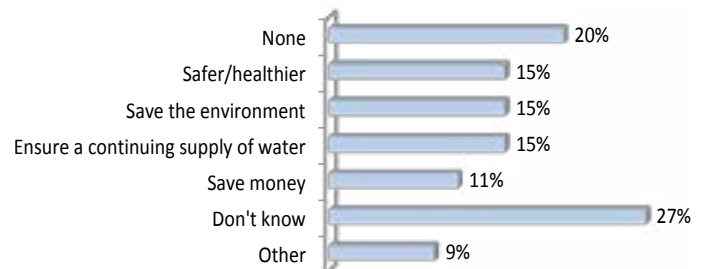
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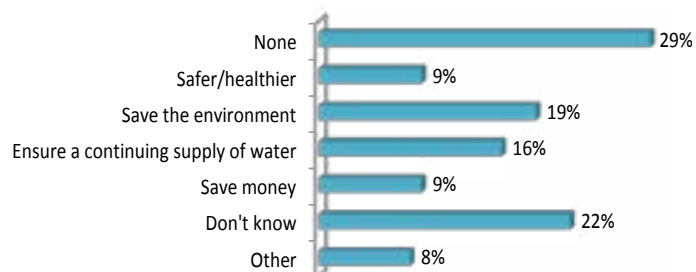
Hillsborough



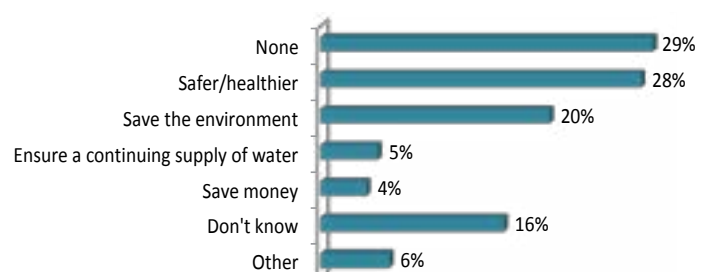
Pasco



Pinellas



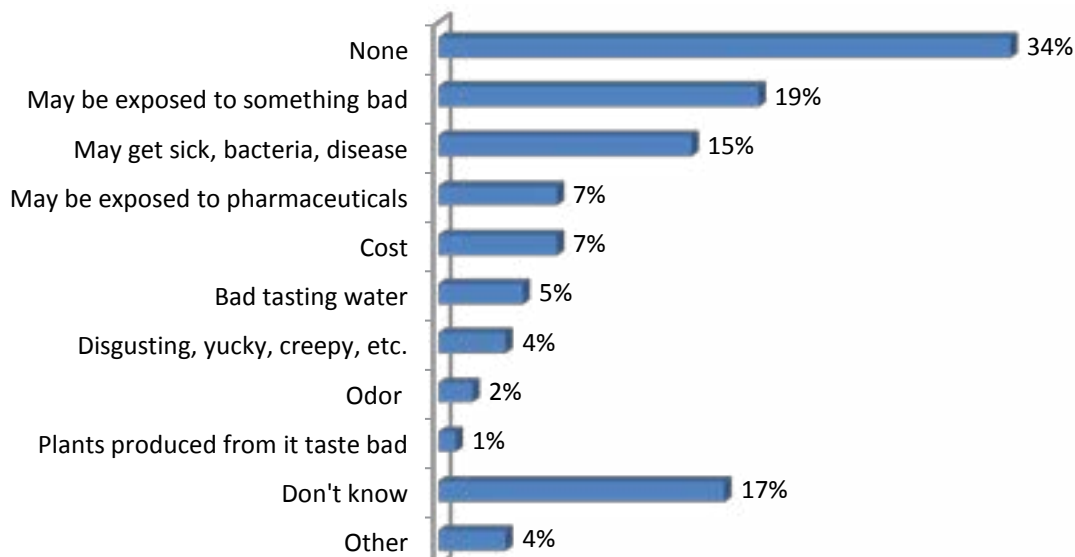
Polk



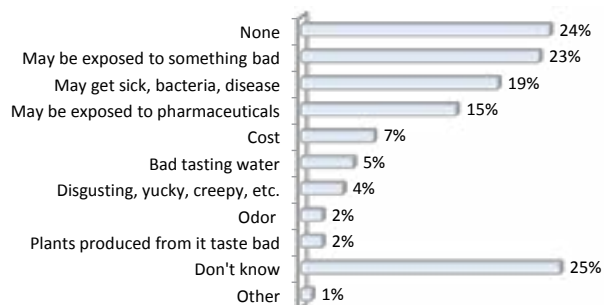
* 505 Responses

What are the disadvantages to you in using **purified recycled water**?*

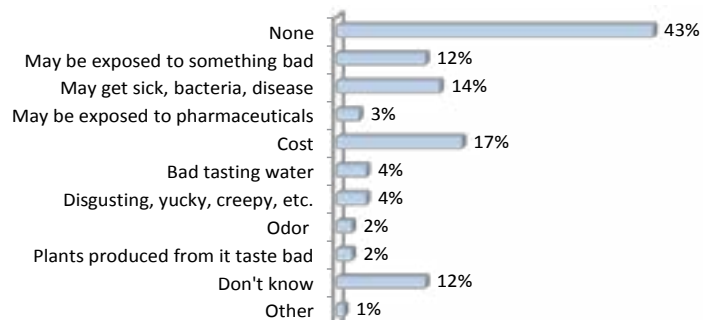
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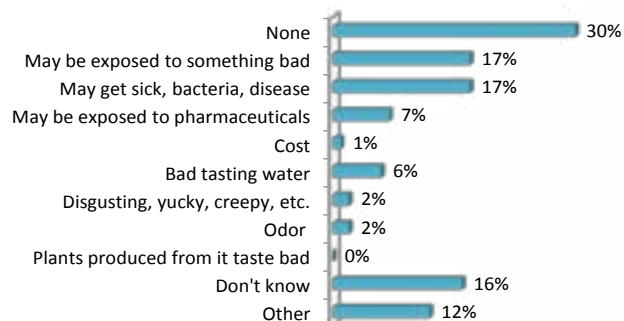
Hillsborough



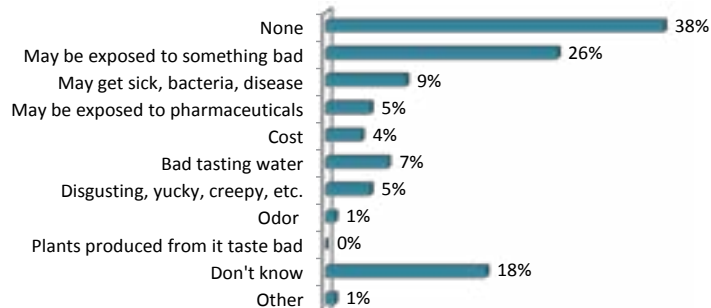
Pasco



Pinellas



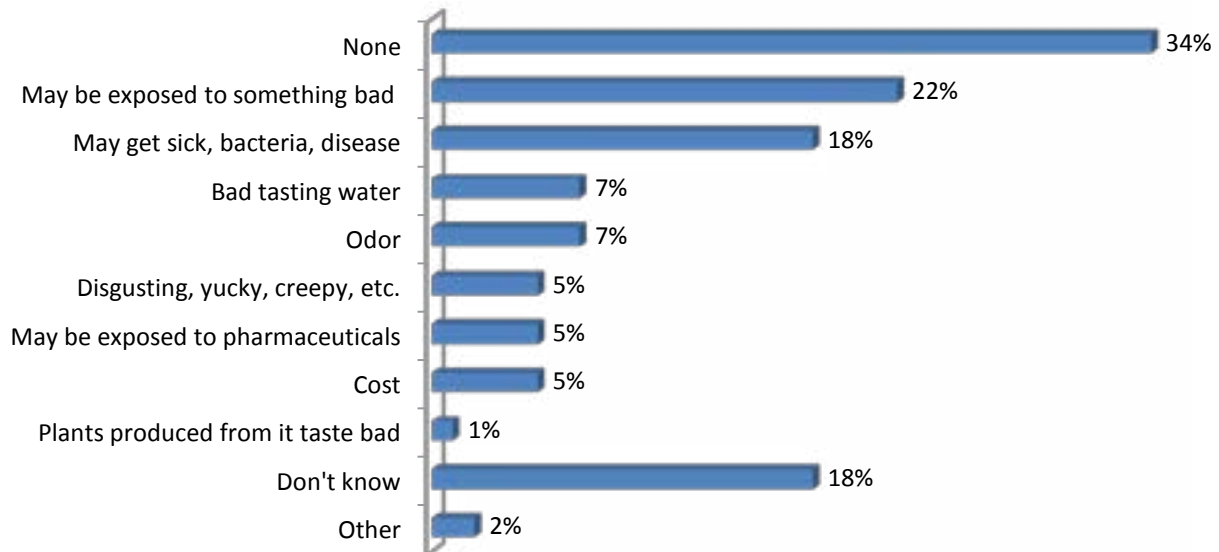
Polk



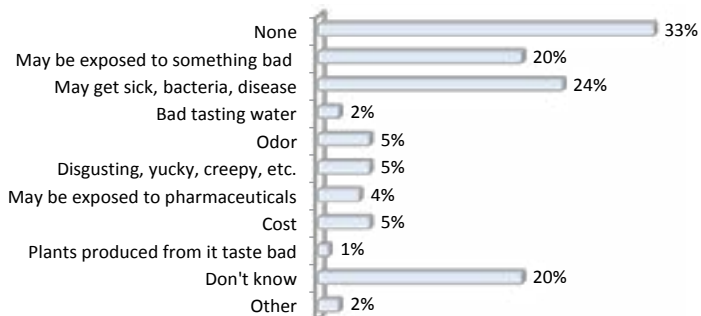
* 487 Responses

What are the disadvantages to you in using ***certified safe recycled water***?*

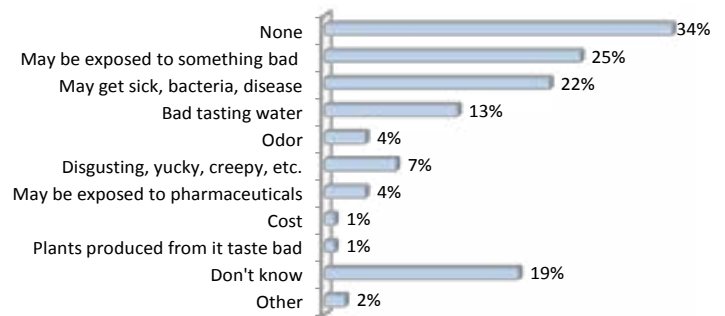
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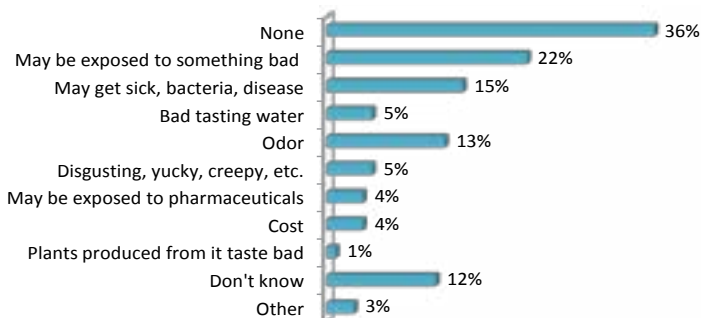
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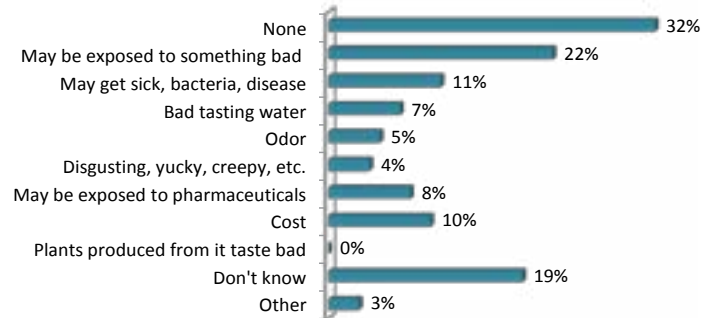
Pasco



Pinellas



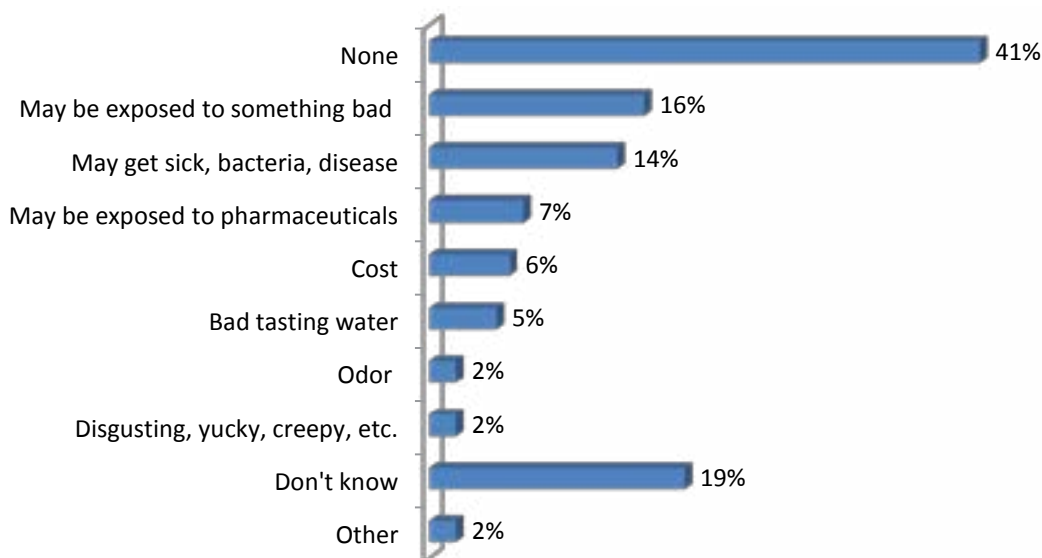
Polk



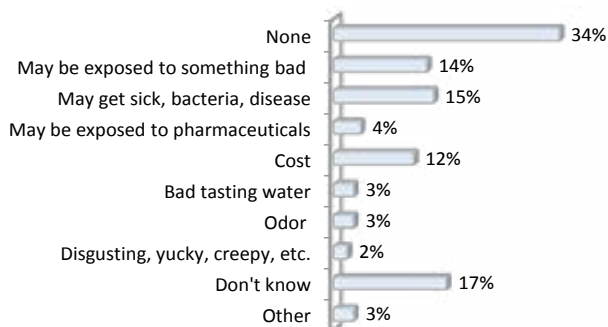
* 540 Responses

What are the disadvantages to you in using **highly purified recycled water**?*

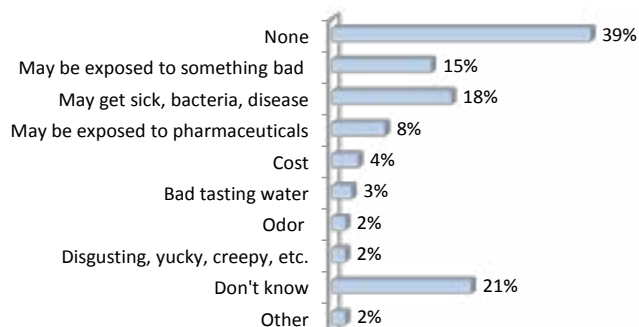
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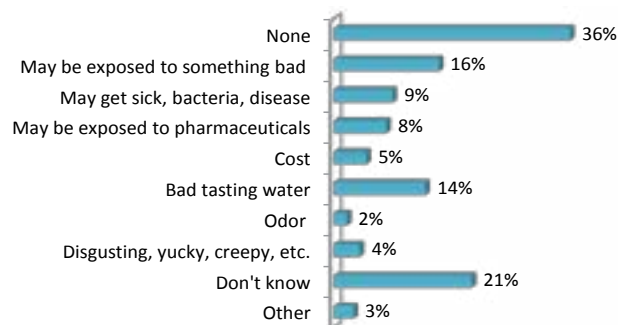
Hillsborough



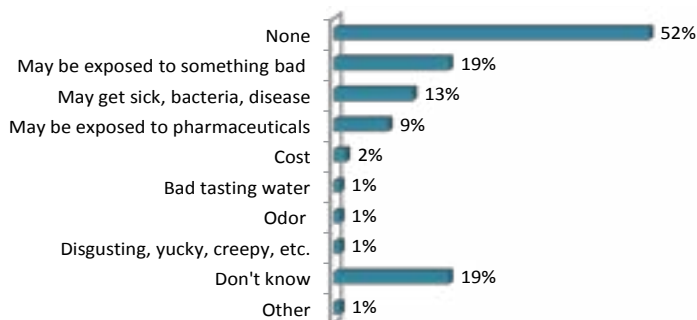
Pasco



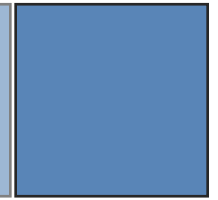
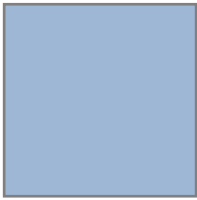
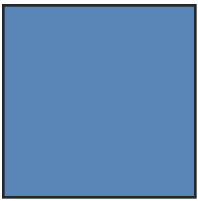
Pinellas



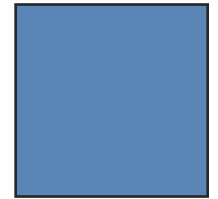
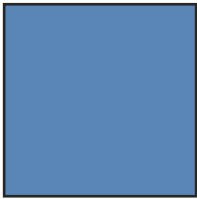
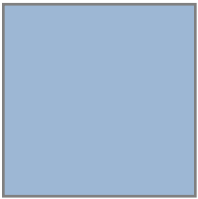
Polk



* 505 Responses



CURRENT WATER SOURCES & ATTITUDES



Current Water Sources & Attitudes

Six in ten residents in the study (62%) drink tap water. Incidence of drinking tap water is highest among residents in Pasco and Pinellas counties (65%), and lowest in Hillsborough County (56%).

Six in ten residents in the study (61%) have a filter on their tap or a filtration system in their home. This practice is highest among residents in Pasco County (70%) and lowest in Pinellas County (54%).

Over eight out of ten residents (84%) drink bottled water; of those who drink tap and bottled water, more consume water that comes from the tap. The percentage of residents who drink bottled water is highest among residents in Hillsborough County (88%) and lowest in Pinellas County (81%). More than half of Polk County residents (54%) who drink tap and bottled water consume more tap water.

One in ten residents (9%) believes that their drinking water already contains reclaimed water. This belief is highest among residents in Hillsborough County (12%) and lowest in Pinellas County (6%).

About one in four residents (23%) agrees that highly treated reclaimed water is as pure as water from the aquifer. This belief is highest among residents in Polk County (34%) and lowest in Pasco County (16%).

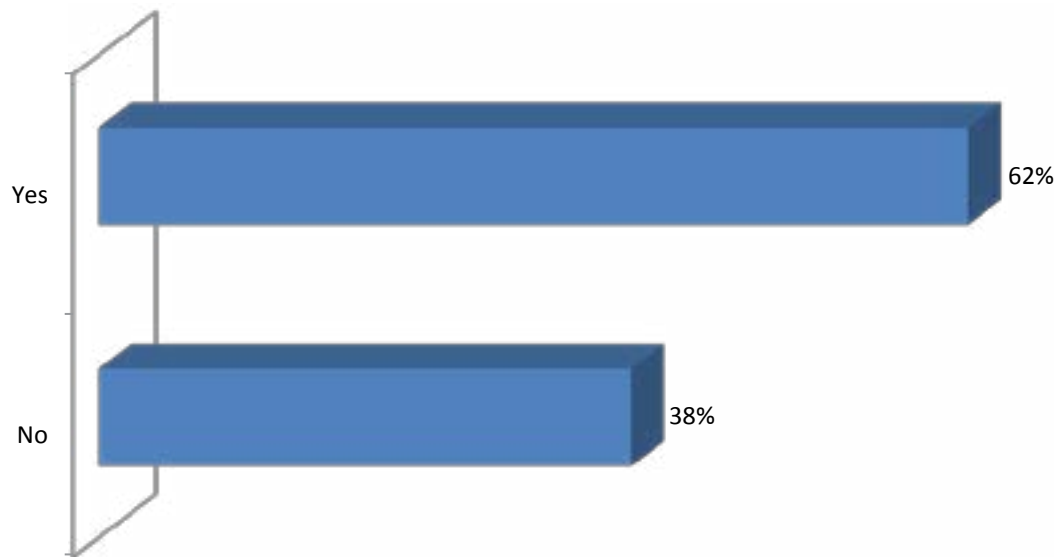
Just over two out of ten residents (22%) say they water their lawns with reclaimed water. This practice is most common among residents in Pasco and Pinellas counties (26%) and lowest in Polk County (14%).

Eighty-five percent (85%) of residents get their water from a utility company and 20% get it from a well (some get it from both sources). The percentage of residents getting their water from a utility company is highest in Pinellas County (93%). More than one in four residents in Pasco (27%) and Polk counties (26%) uses a well.

Over half of residents (53%) who have wells use them for purposes other than watering their lawns. More than six in ten residents in Pasco (63%), Polk (62%), and Hillsborough counties (60%) use their well water for purposes other than watering their lawns, while only one in six residents of Pinellas County (16%) uses well water for other purposes.

Do you drink tap water?

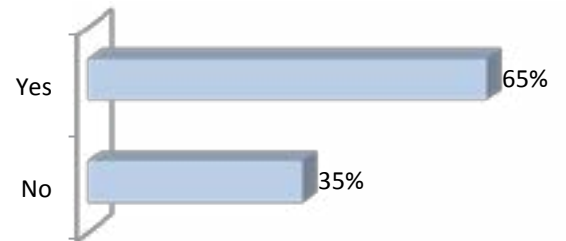
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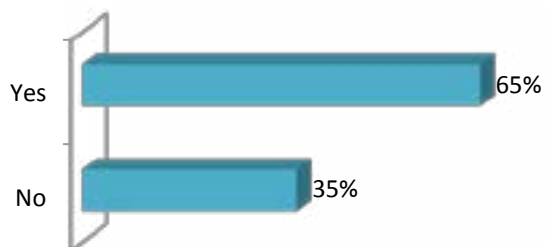
Hillsborough



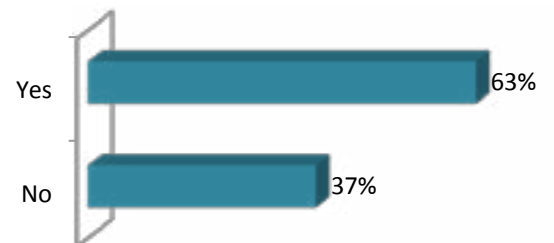
Pasco



Pinellas

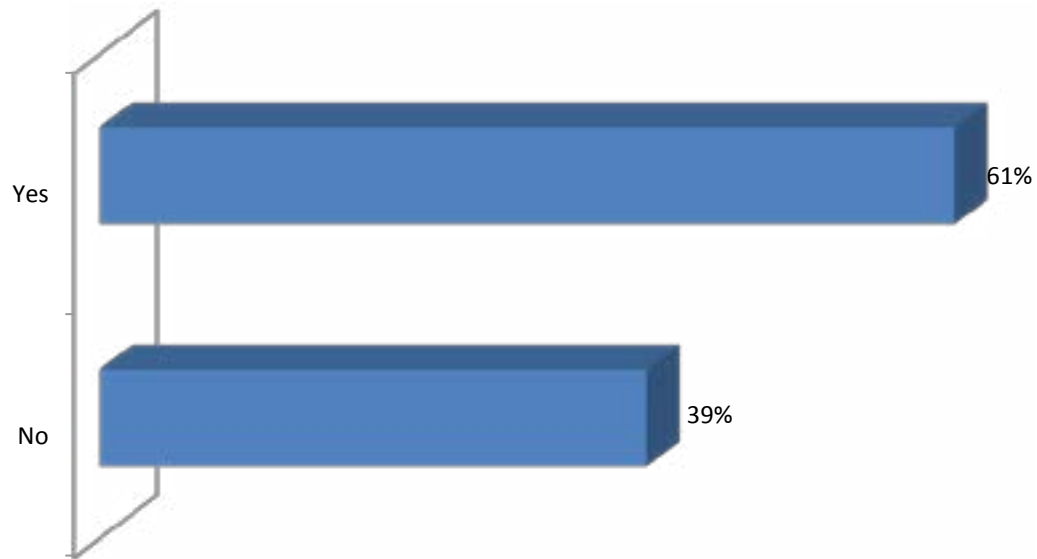


Polk

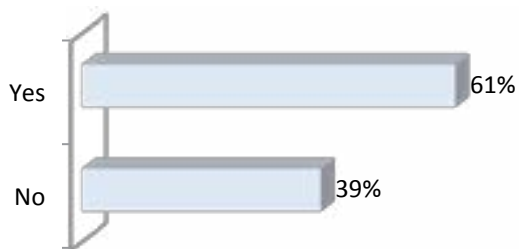


*Do you have a filter on your kitchen water faucet or a home filtration system?**

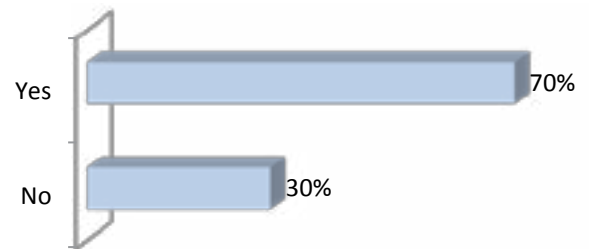
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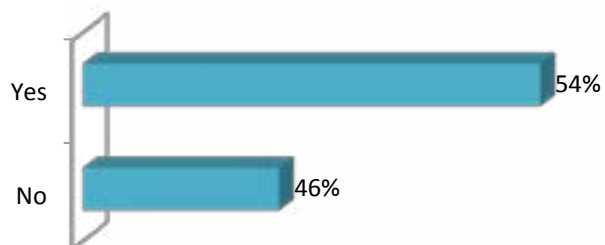
Hillsborough



Pasco



Pinellas



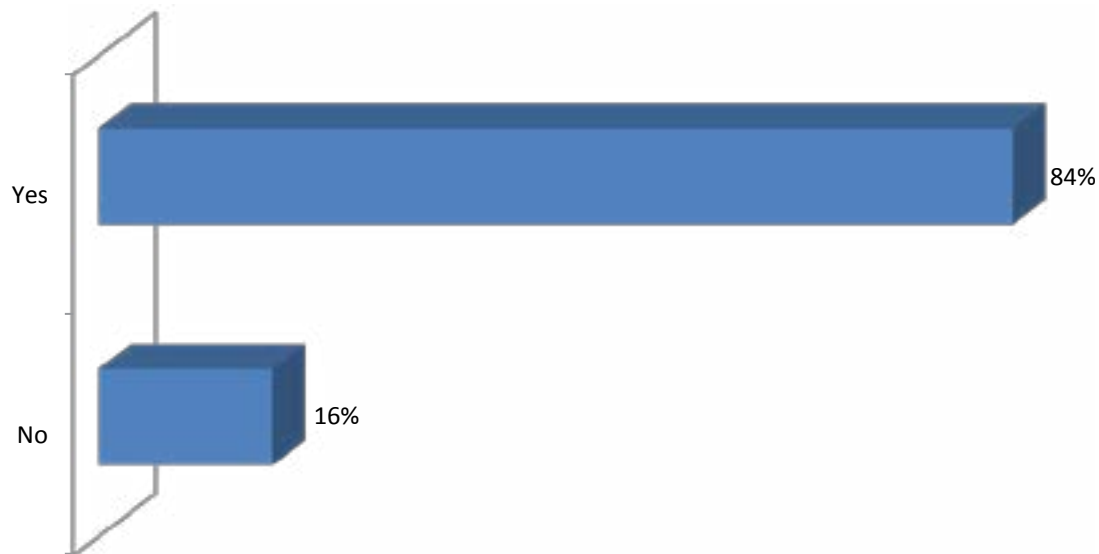
Polk



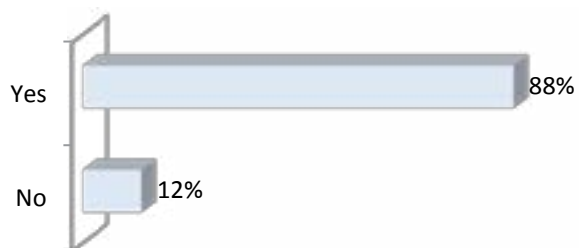
* 1,014 Responses

Do you drink bottled water?

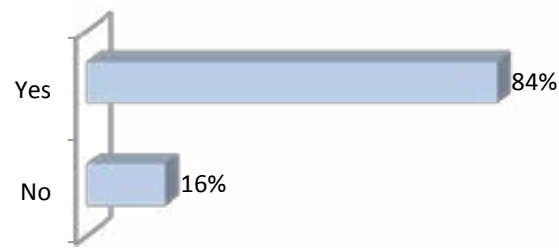
Total



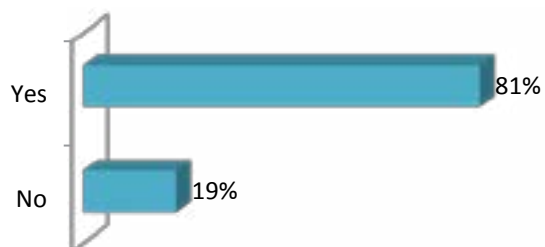
Hillsborough



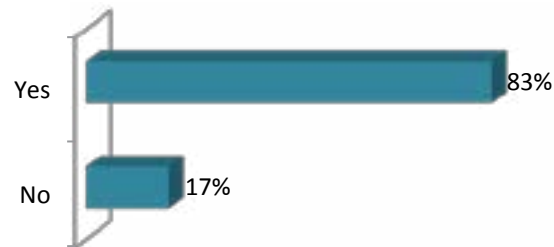
Pasco



Pinellas

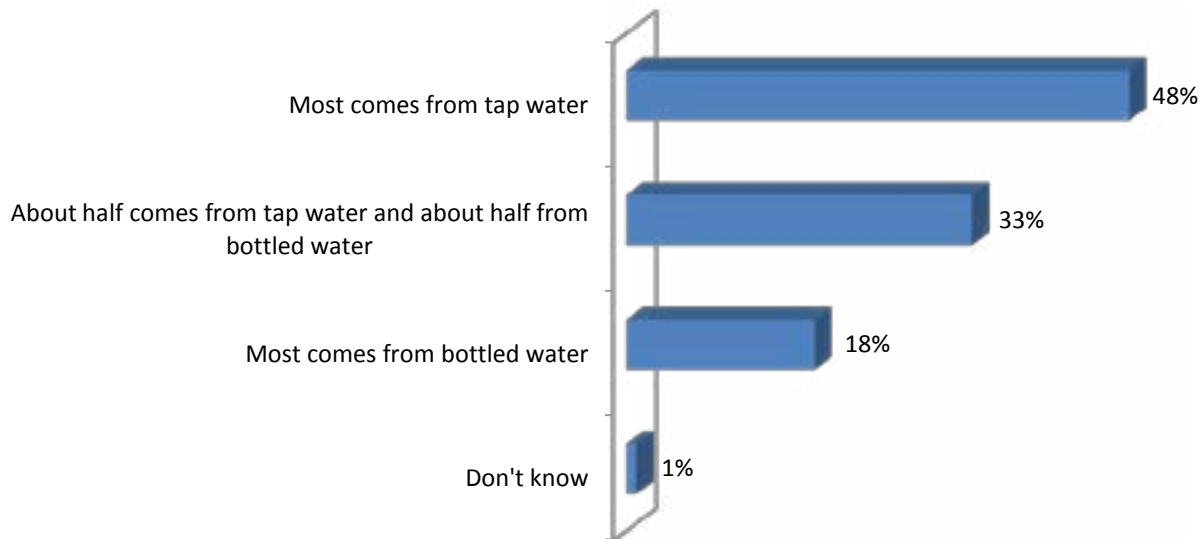


Polk

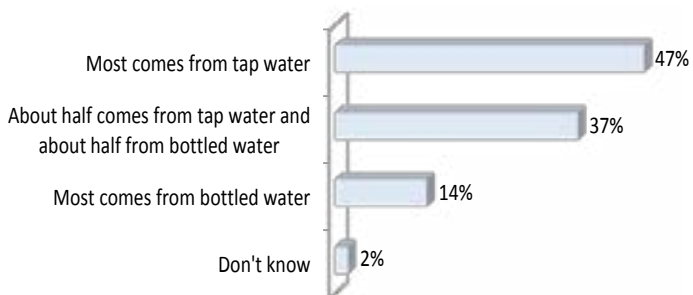


*Of all the water you drink, would you say:**

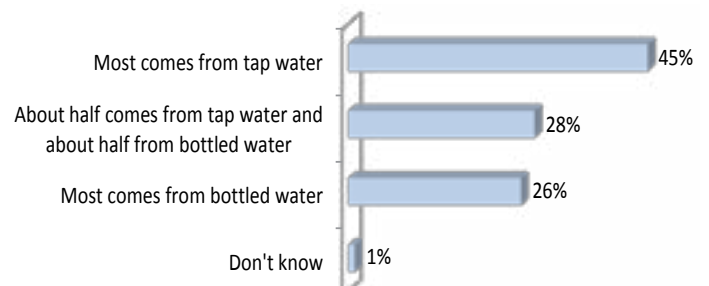
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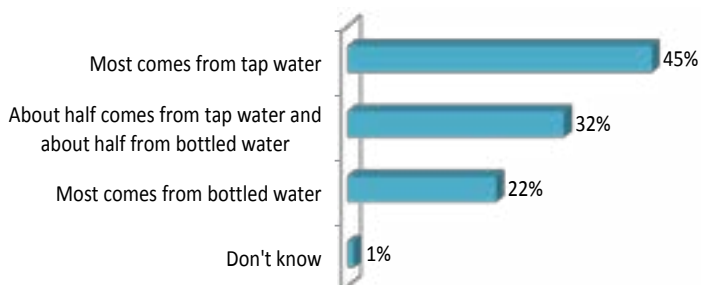
Hillsborough



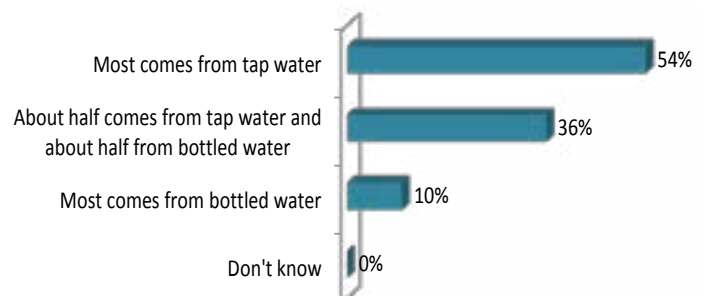
Pasco



Pinellas



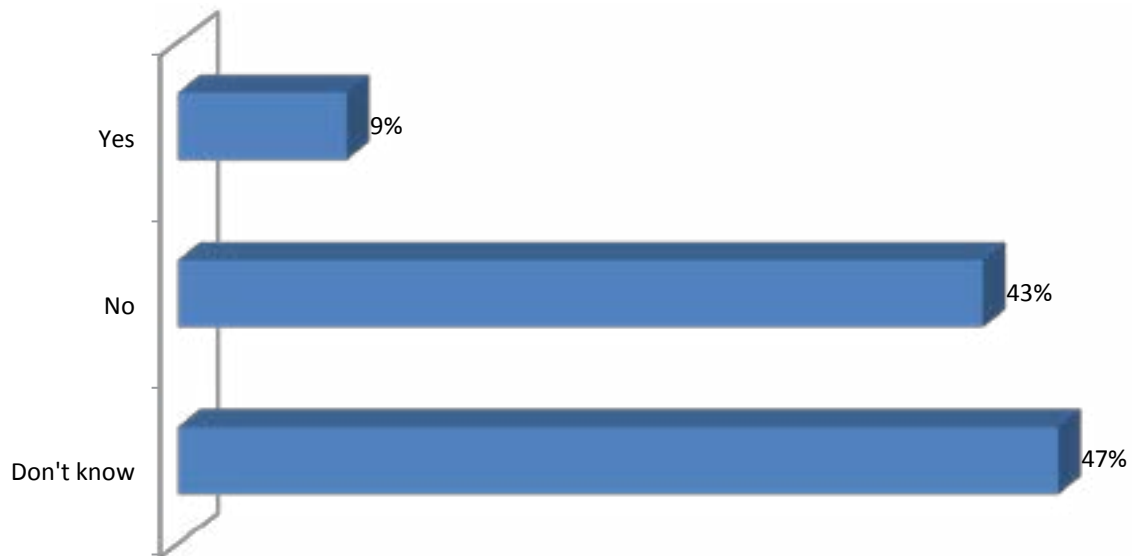
Polk



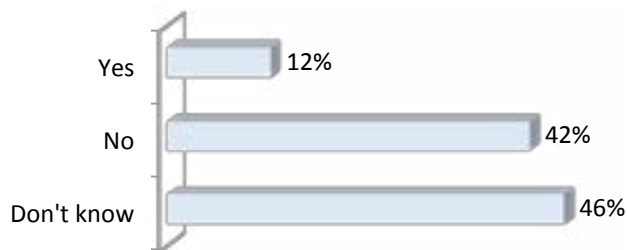
* 744 Responses

Does your drinking water already contain reclaimed water?

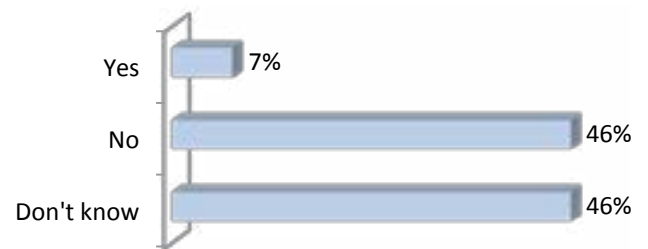
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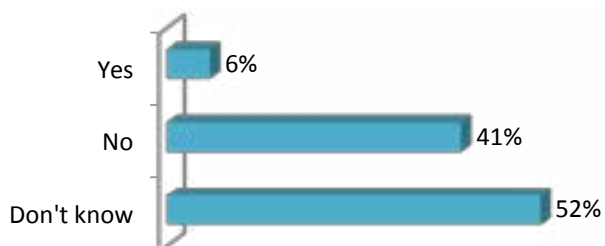
Hillsborough



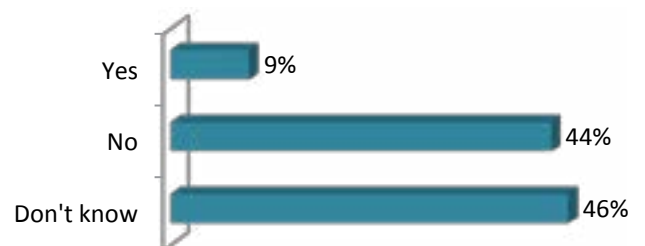
Pasco



Pinellas

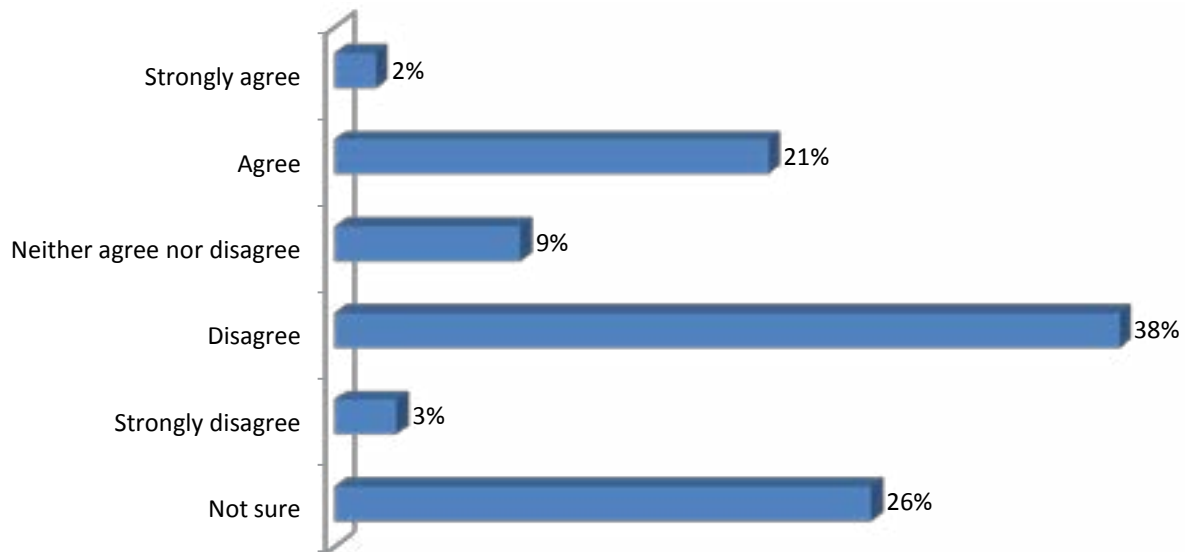


Polk

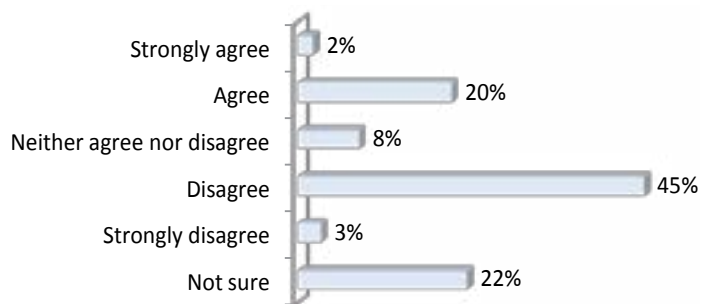


Reclaimed water that has been highly treated is as pure as water from the aquifer.

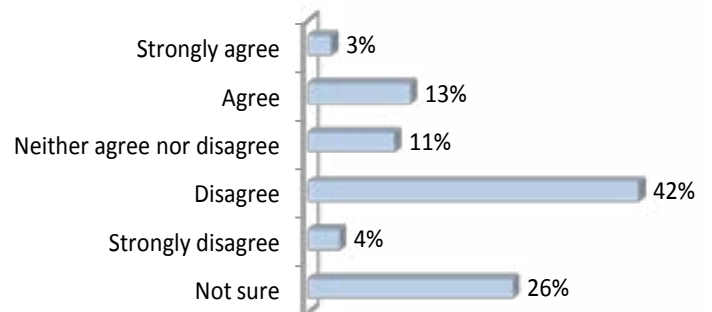
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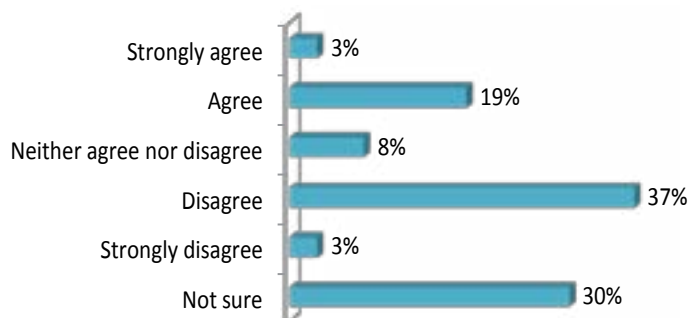
Hillsborough



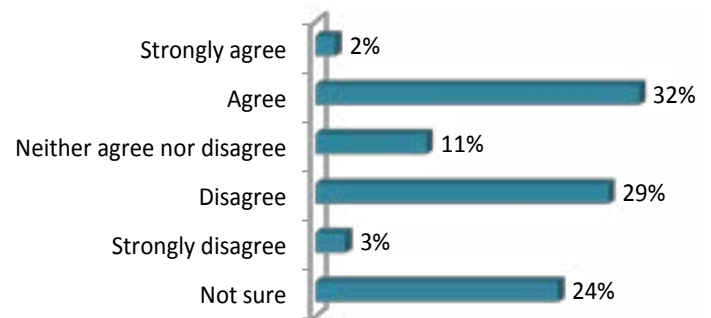
Pasco



Pinellas

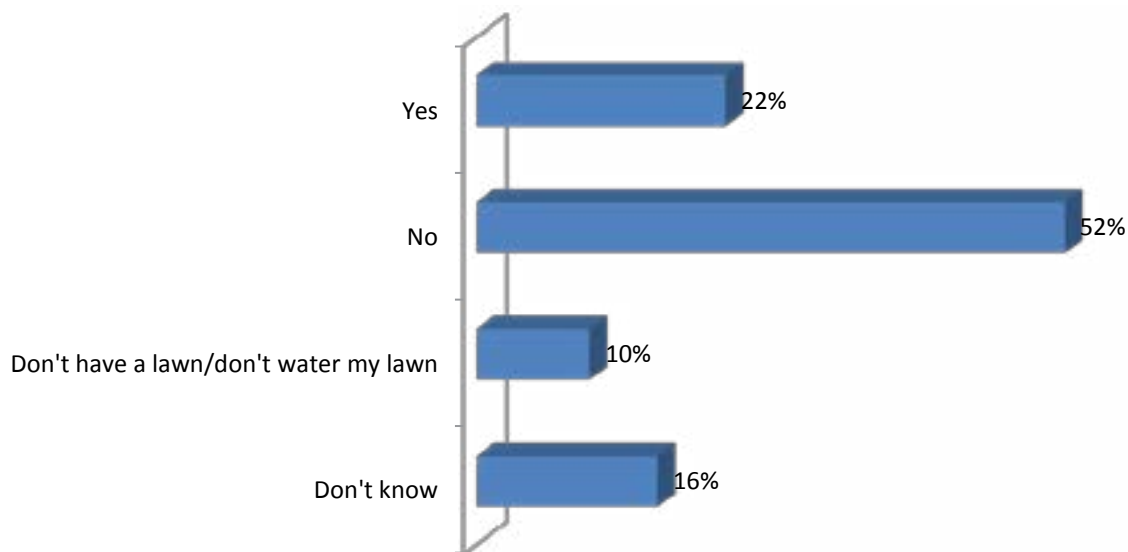


Polk

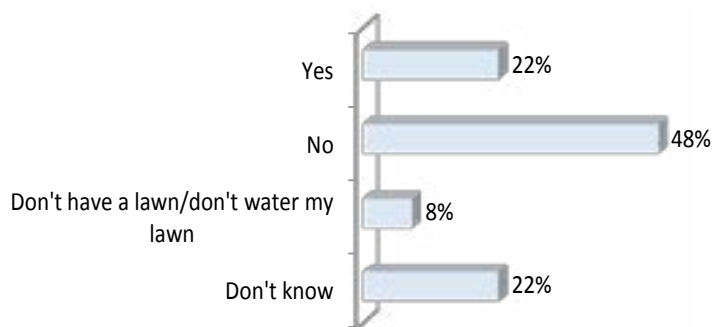


Do you use reclaimed water to water your lawn?

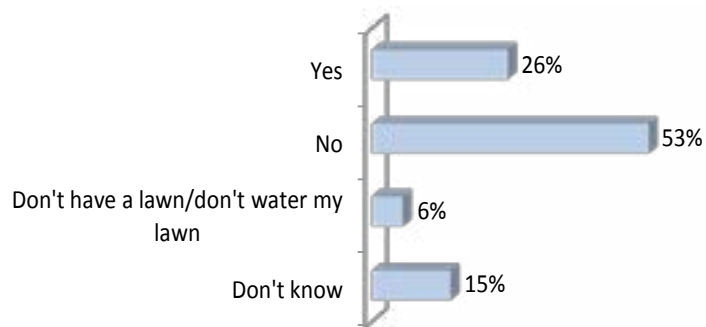
Total



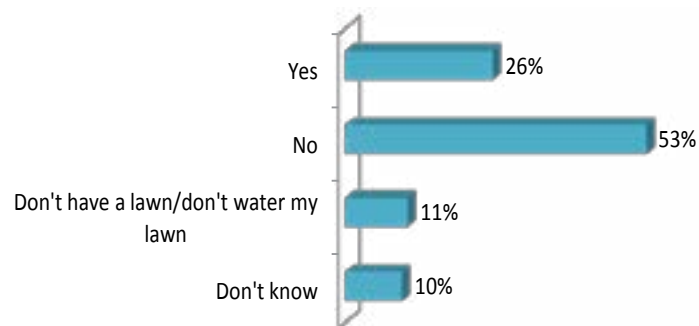
Hillsborough



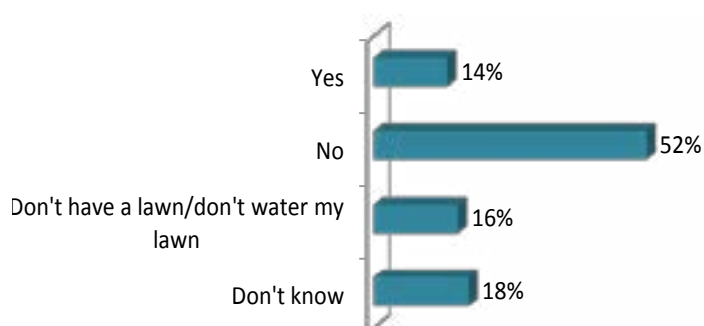
Pasco



Pinellas

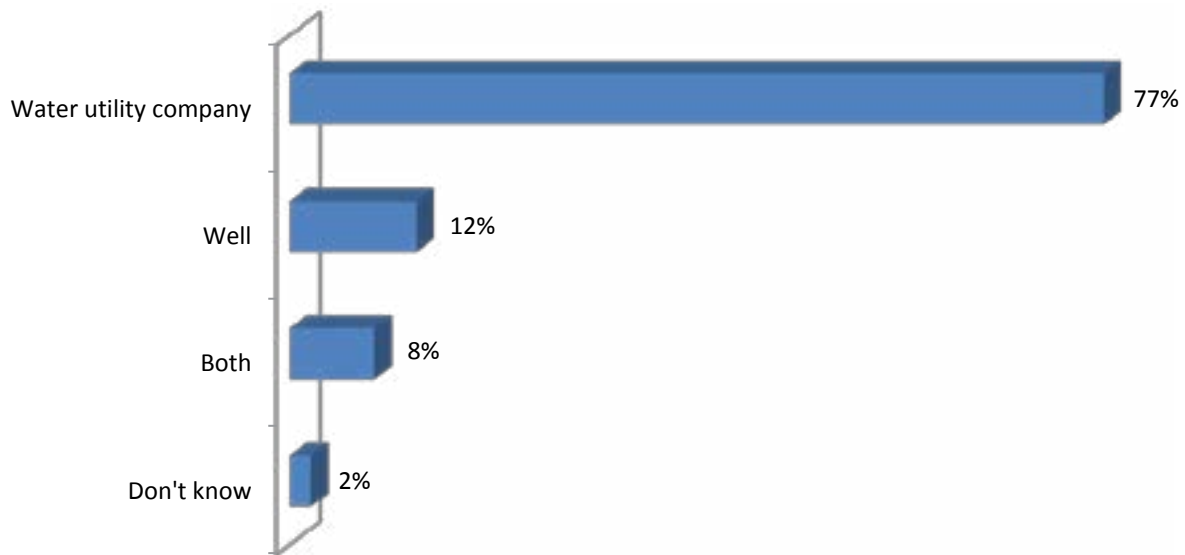


Polk

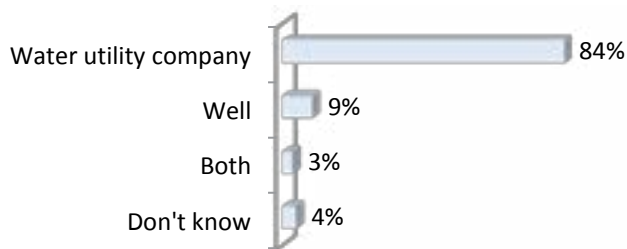


Do you get your water from a well or from a water utility company, or from both?

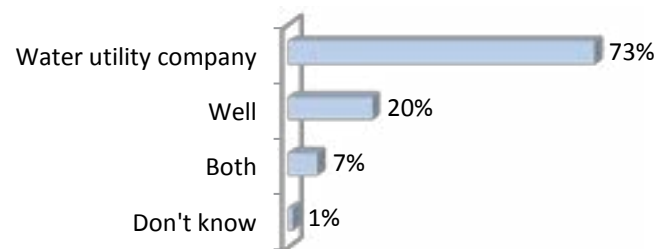
Total



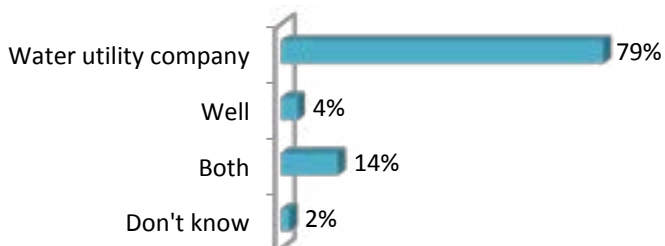
Hillsborough



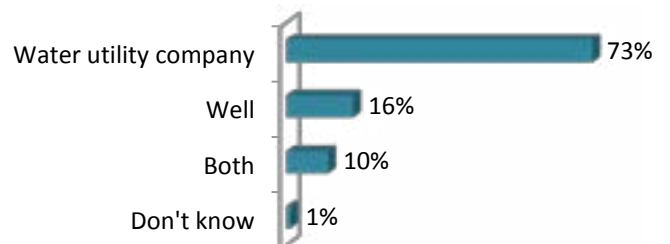
Pasco



Pinellas

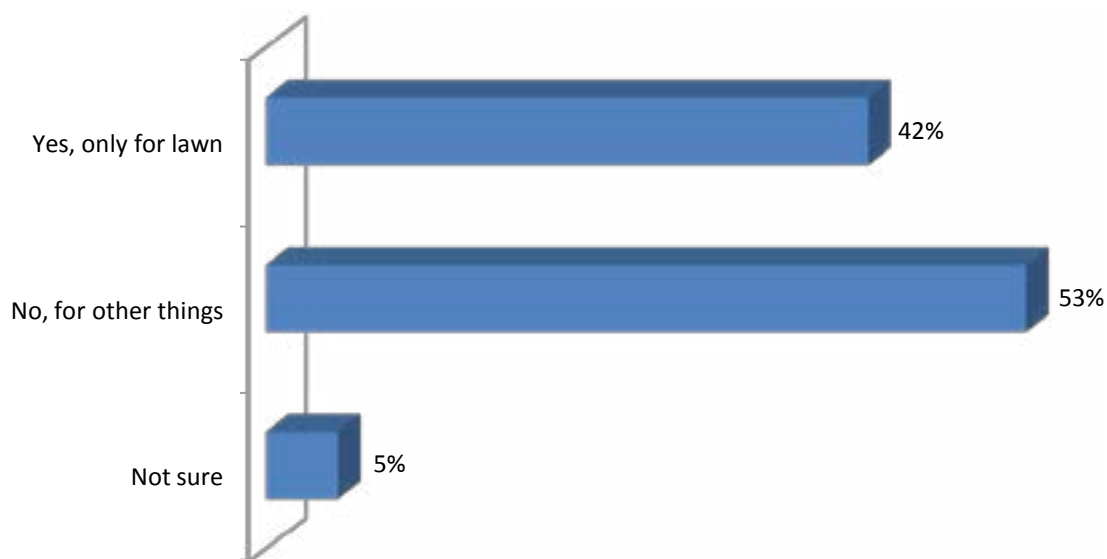


Polk

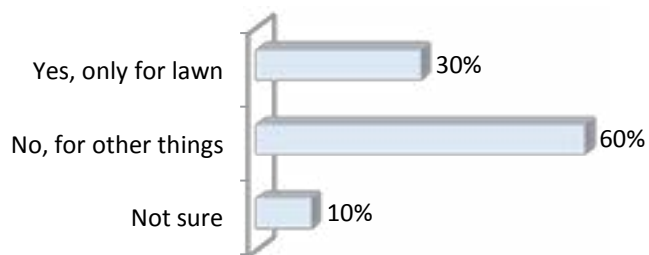


*Do you use your well water only for watering your lawn?**

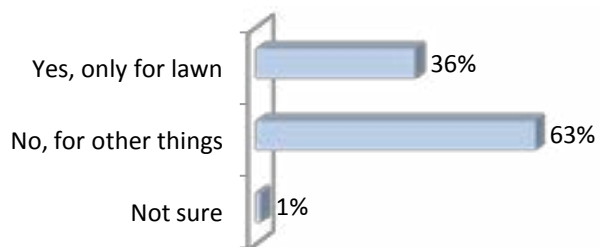
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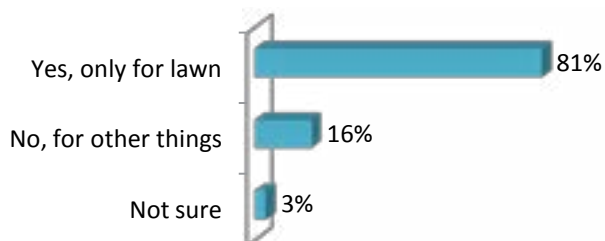
Hillsborough



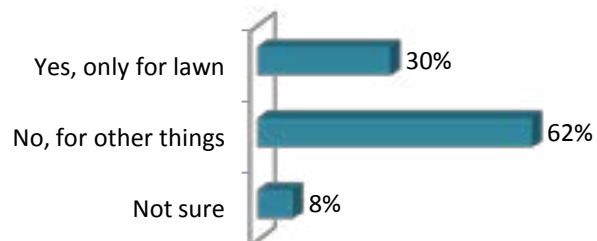
Pasco



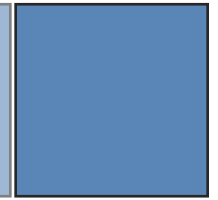
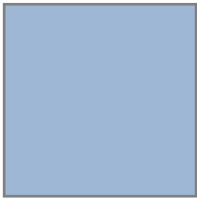
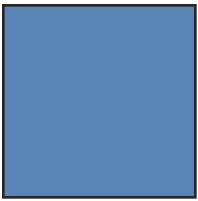
Pinellas



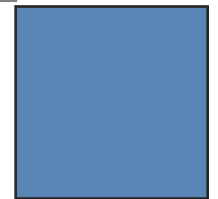
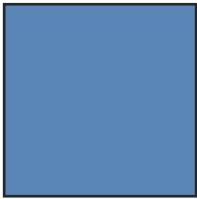
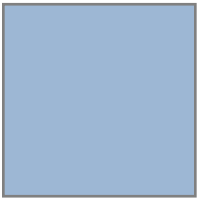
Polk



* 362 Responses



DEMOGRAPHICS



Demographics

The typical resident has lived in their current area for 16 years. Pinellas County residents typically have lived in the area for 19 years.

Nearly all residents in all counties live in the area year round.

The typical resident is 48 years old.

Seven in ten residents (69%) are white. The percentage of white residents is highest in Pasco County (79%). The percentage of Latino/Hispanic (24%) and black residents (18%) is highest in Hillsborough County.

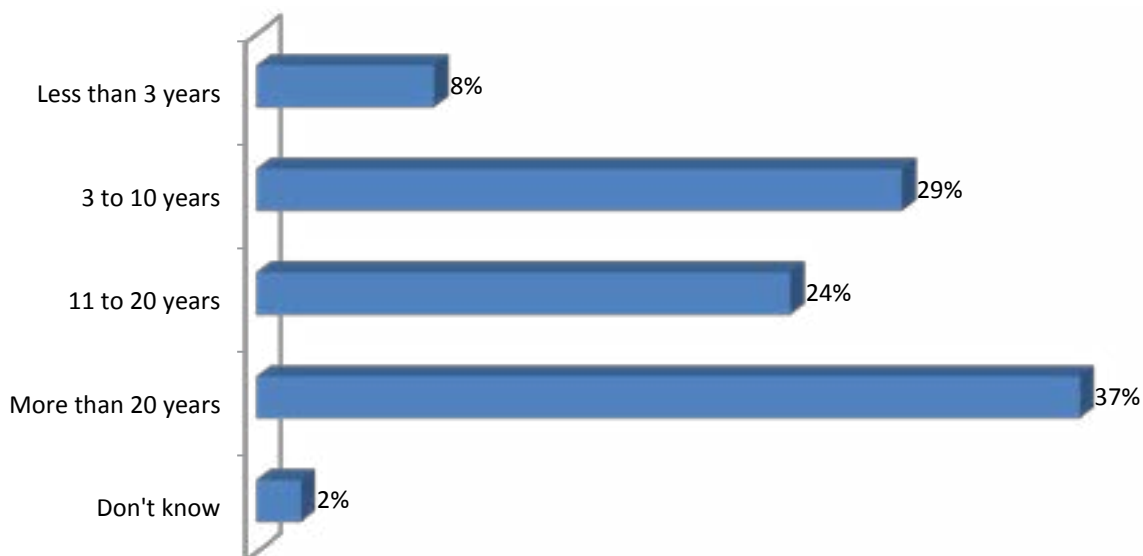
The typical resident has completed some college. The percentage of residents with college degrees is highest among residents in Hillsborough County (53%).

The typical household has an income of \$52,000. The typical income was highest among residents in Hillsborough County and lowest among residents in Polk County.

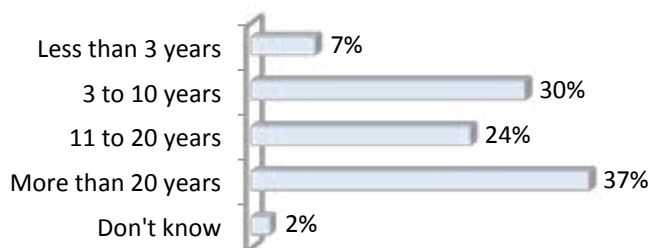
Equal percentages of males and females in all counties participated in this study, and participants are equally dispersed among the counties represented in this study (Hillsborough, Pasco, Pinellas and Polk).

About how many years have you lived in this area?

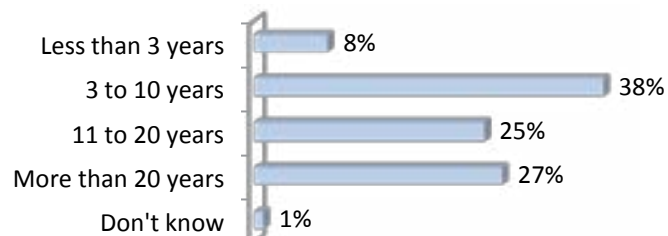
Total



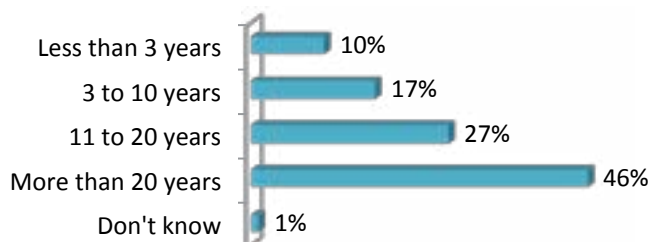
Hillsborough



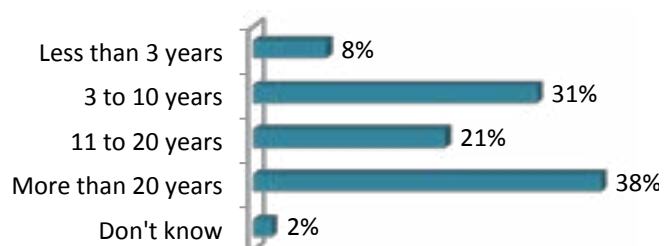
Pasco



Pinellas



Polk



Do you live in this area year-round?

Total



Hillsborough



Pasco



Pinellas

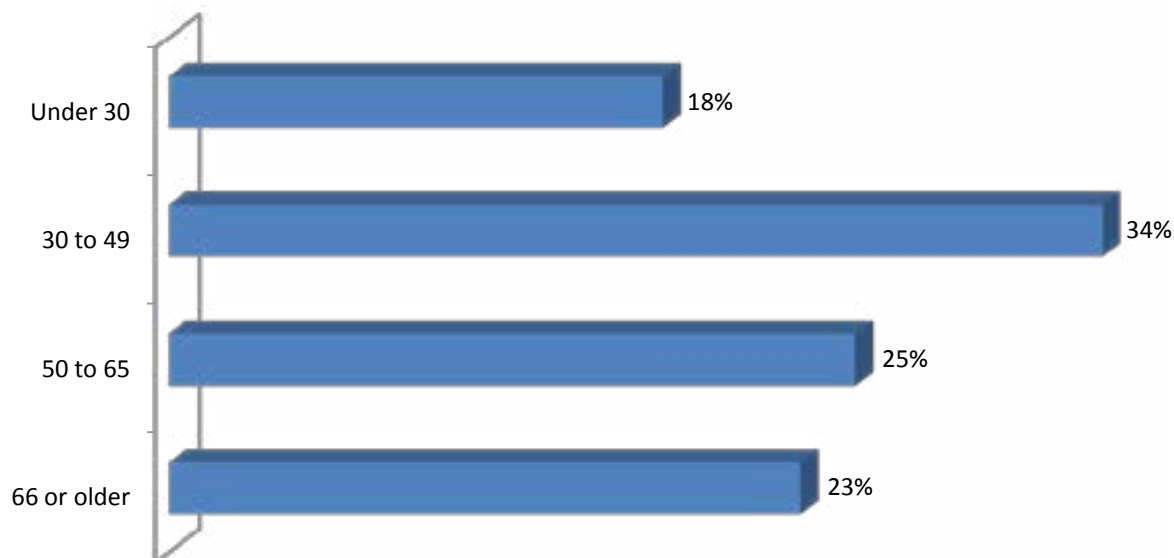


Polk

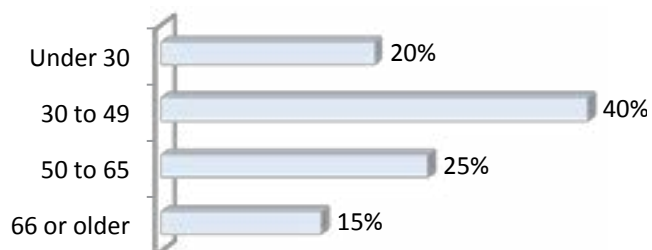


Which category best reflects your age?

Total



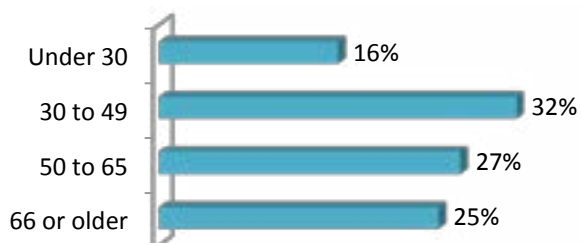
Hillsborough



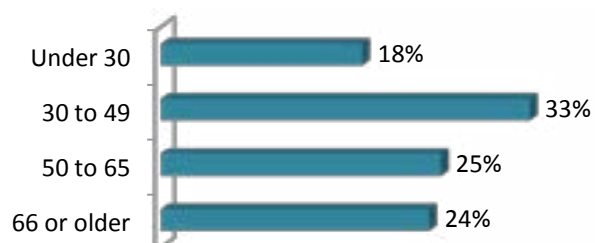
Pasco



Pinellas

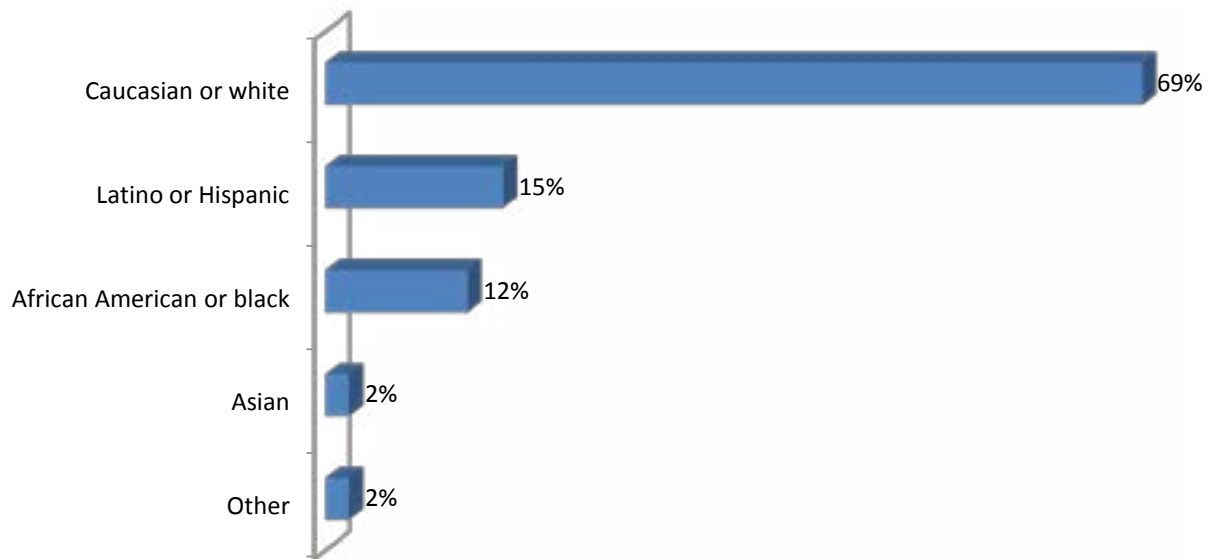


Polk

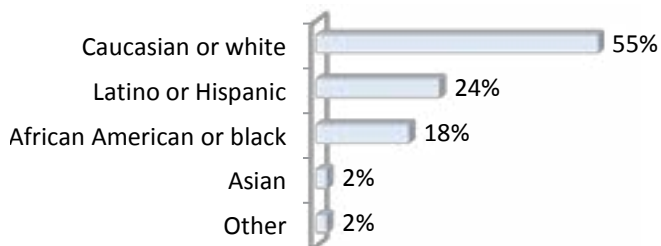


Which race or ethnicity best describes you?

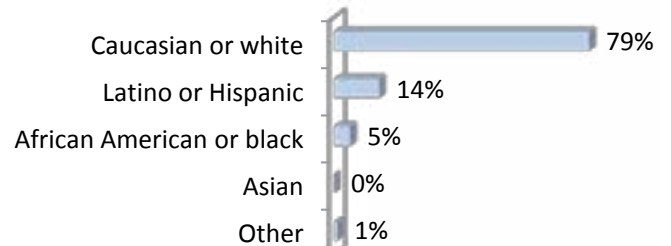
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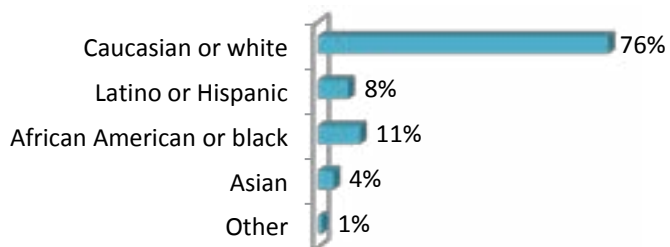
Hillsborough



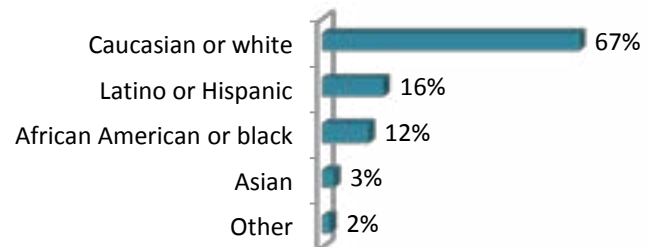
Pasco



Pinellas

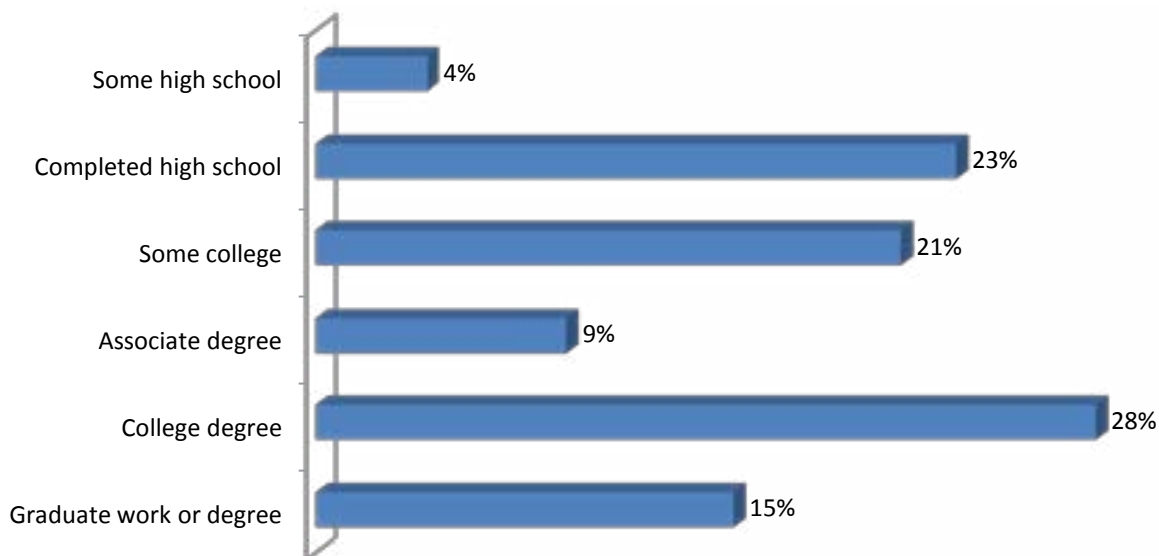


Polk

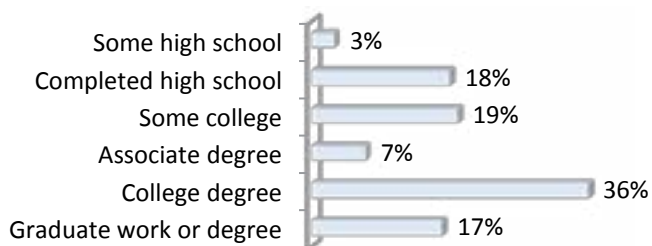


Which of the following best represents your highest level of formal education?

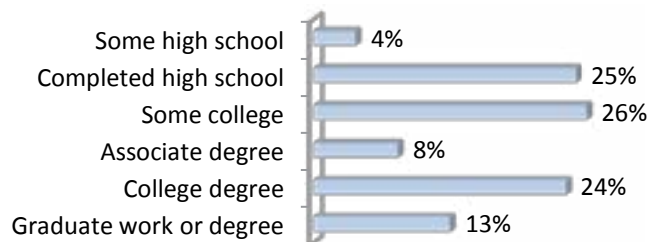
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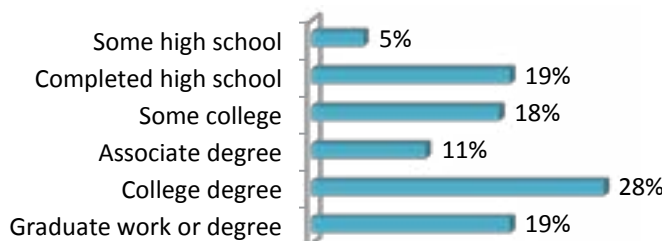
Hillsborough



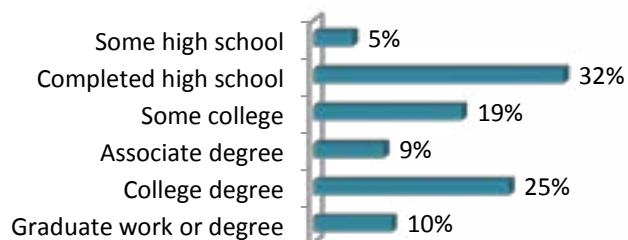
Pasco



Pinellas

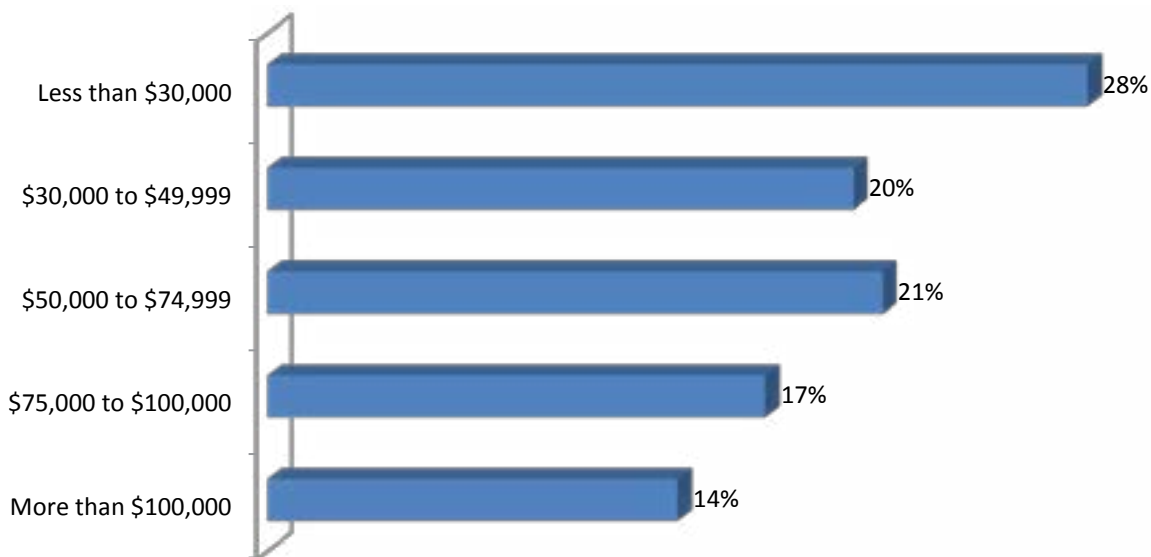


Polk

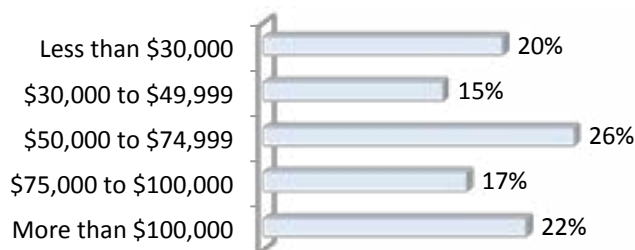


Which category best reflects your total annual household income from all sources?

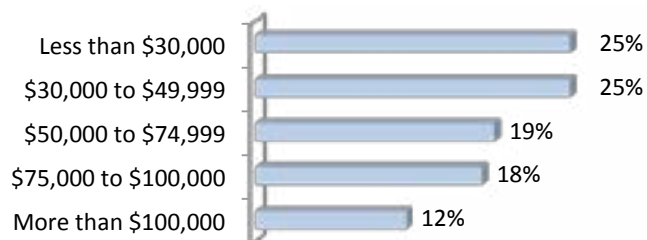
Total



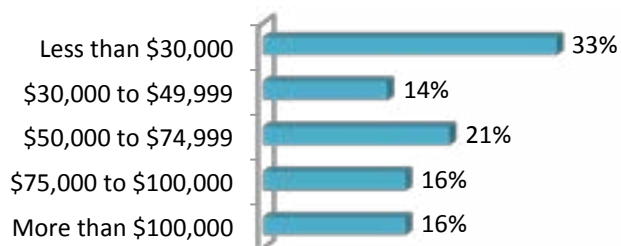
Hillsborough



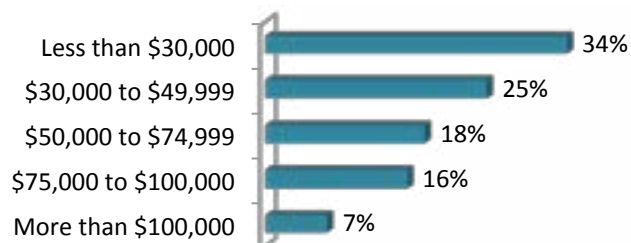
Pasco



Pinellas



Polk



What is your gender?

Total



Hillsborough



Pasco



Pinellas



Polk

