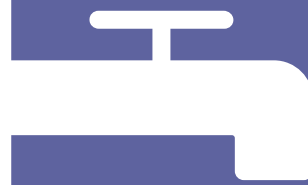


Californians ready to ramp up recycled water use*

Statewide study reveals strong support for long-term solutions to water scarcity

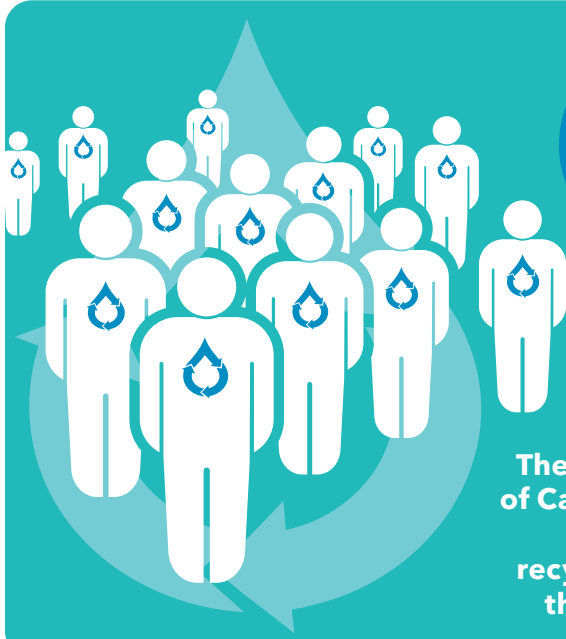
90
PERCENT

of Californians are concerned about future water shortages



72
PERCENT

support using recycled water as an additional water supply, regardless of water shortages



87
PERCENT

The vast majority of Californians are willing to use recycled water in their daily lives

Californians support the use of recycled water including **new policies and education to accelerate mainstream adoption**



Nearly 9 in 10 Californians support **financial incentives for using recycled water at home**

87
PERCENT

Californians are **more inclined to use recycled water after learning about the treatment process**



*In Fall 2015, Xylem commissioned an online public opinion survey of 3,004 randomly selected California residents. Building on the findings from the inaugural survey, the Fall 2017 study continued to track California residents' perceptions of using "Recycled Water" and their understanding of the technology used to treat it, surveying 1,000 randomly selected California residents. The 2017 survey results deliver ± 3.1 percent at the 95 percent confidence level. Both surveys were conducted by Edelman Intelligence.

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