

DROUGHT-WEARY CALIFORNIANS ARE READY FOR RECYCLED WATER*

Residents eager for long-term solutions to water scarcity

76%

of survey respondents believe recycled water **should be used** as a long-term solution, regardless of drought.

87%

of respondents **SUPPORT** using recycled water as an additional source of water.



41%

SOMEWHAT WILLING

42%

VERY WILLING

83%

are **willing to use** recycled water in their everyday lives.

Californians believe that recycled water should be used as a

LONG-TERM SOLUTION

for a water-secure future – regardless of potential rainfall from El Niño.



NEARLY 90%

of Californians believe the state should **continue to invest** in recycled water for drinking water even if El Niño brings the expected rainfall.

12%

Only 12% will be less concerned about conserving water if El Niño brings the expected rainfall.

EDUCATION

is a **key component** in securing support for recycled water across the state.

89%

of California residents are **more willing** to use recycled water after learning about the treatment process.

LABELS MATTER:

Referring to reused water as “**purified water**” garners stronger support for its use as an additional local water supply than “**recycled water**” or “**reclaimed water**.”



89%

of Californians agree that the drought has made them **more supportive** of

RECYCLED WATER.



Californians are **READY** for recycled water. The state has the opportunity to **LEAD** the US in accelerating the use and acceptance of recycled water.

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Let's Solve Water

*These results are based on an online survey by research firm Edelman Intelligence of approximately 3,000 randomly selected California voters from January 14-30, 2016. The survey was commissioned by Xylem Inc. and has +/-3.1 percent margin of error.