Australian Water Recycling
Centre of Excellence

National Demonstration, Education and Engagement Program

Stream 3 Products Evaluation Report

A report of a study funded by the
Australian Water Recycling Centre of Excellence

New Water ReSources, November 2014

Stream 3 Products Evaluation Report

This report has been prepared as part of the National Demonstration, Education and Engagement Program (NDEEP). This Program has developed a suite of high quality, evidence-based information, tools and engagement strategies that can be used by the water industry when considering water recycling for drinking purposes. The products are fully integrated and can be used at different phases of project development commencing at "just thinking about water recycling for drinking water purposes as an option" to "nearly implemented".

Project Leader

Linda Macpherson
New Water ReSources
17482 S Garden Lane
Oregon City, OR 97045 USA

Telephone: +1 503 720 0082

Contact: Linda Macpherson, Managing Member, New Water ReSources linda@newwaterresources.com

About the Australian Water Recycling Centre of Excellence

The mission of the Australian Water Recycling Centre of Excellence is to enhance management and use of water recycling through industry partnerships, build capacity and capability within the recycled water industry, and promote water recycling as a socially, environmentally and economically sustainable option for future water security.

The Australian Government has provided $20 million to the Centre through its National Urban Water and Desalination Plan to support applied research and development projects which meet water recycling challenges for Australia's irrigation, urban development, food processing, heavy industry and water utility sectors. This funding has levered an additional $40 million investment from more than 80 private and public organisations, in Australia and overseas.

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National Demonstration, Education and Engagement Program (NDEEP)

Stream 3
Products Evaluation Report

Prepared for the

Australian Water Recycling Centre of Excellence

Prepared by

Stephen Johnson, Ph.D. (Principal Author) and Linda Macpherson

November 2014

Principal Team members

The following members of the NDEEP Stream 3 team contributed to the products and this Stream 3 Products Evaluation Report.

Dr Helen Stratton/Griffith University (Deputy Stream Lead/Australian Liaison)

Peter Swanson/Global Vision & Associates (Video Direction and Production)

Dr Kristin Alford/Bridge8 (Animation producer and writer)

James Hudson/Bridge8 (Animation Director, writer and narrator)

Thurston Roberts (Graphic Design)

Kirk Nash (Visual Process Animation)

Dr Steve Johnson (survey research lead)

Dr Victoria Ross (survey research)

Executive Summary

As part of the National Demonstration, Education and Engagement Program (NDEEP) project, we surveyed 400 people each in Brisbane, Sydney, Melbourne and Perth to better understand Australians' attitudes toward water use and reuse and to gauge the effectiveness of educational videos in increasing people's knowledge of water, the water cycle and water reuse.

Participants in this voluntary, online survey were members of a geographically and demographically diverse consumer panel who responded to a randomly generated invitation. Respondents were asked a series of questions about water use and reuse, shown 10 minutes of excerpts from educational videos and then asked a final set of questions, some of which were identical to the questions asked before the video was shown (thus enabling a before/after comparison of the effect of seeing the video). A small control group also took part in the survey.

More than half of survey respondents (54%) started out being generally supportive of water reuse. Yet even a small amount of information (i.e., 10 minutes of video) had the effect of raising support for augmenting drinking water with used water to 78%. Additionally, for roughly half the respondents watching the video increased their trust in water reuse technology and their water utility. After seeing the video, 80% of respondents said it was either 'likely' or 'very likely' that they would be willing to drink reused water if conventional water supply sources were unavailable or extremely expensive.

The survey demonstrates that residents of Australia's four largest cities are concerned about water, have some knowledge of water reuse and are willing to consider water reuse as a source of future drinking water. Also evident was that even a small amount of education can make people feel more knowledgeable about water issues, improve public understanding of the water cycle and increase support for water reuse.

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1. Introduction

As part of the National Demonstration, Education and Engagement Program (NDEEP) project, we conducted surveys of 400 respondents in each of Australia's four largest cities: Brisbane, Sydney, Melbourne and Perth. These four cities represent 49% of the population of Australia. Survey respondents were (1) asked a series of questions about their use of water and their attitudes toward water reuse, (2) shown 10 minutes of excerpts from a set of educational videos about water reuse and the water cycle[1] and (3) asked some of the same questions about water reuse that they had answered previously, as well as additional questions specific to the educational videos. In addition, a small control group of 50 respondents from each city was asked only the preliminary questions about water use and attitudes toward water reuse. Demographics were collected on all respondents.

When looking at the results of this survey it is important to keep in mind the margin of error. For each of the four cities, the margin of error is + 4.9%, at a confidence level of 95%, for any variable with a close to 50/50 proportional split. If the proportional split is more extreme, the margin of error is smaller. For example, if the proportional split were 90/10, the margin of error would be +2.9%. Because of these margins of error, when comparing among the four Australian cities it is important to realize that, if the differences in results are smaller than the margin of error bar for each city's individual estimate, there is a high chance that the results do not represent a true difference and therefore are not statistically significant. This generally means that estimates between any two cities that are less than 10% different from each other probably do not represent a real difference between the cities.

2. Survey Results

2.1 Source of Drinking Water

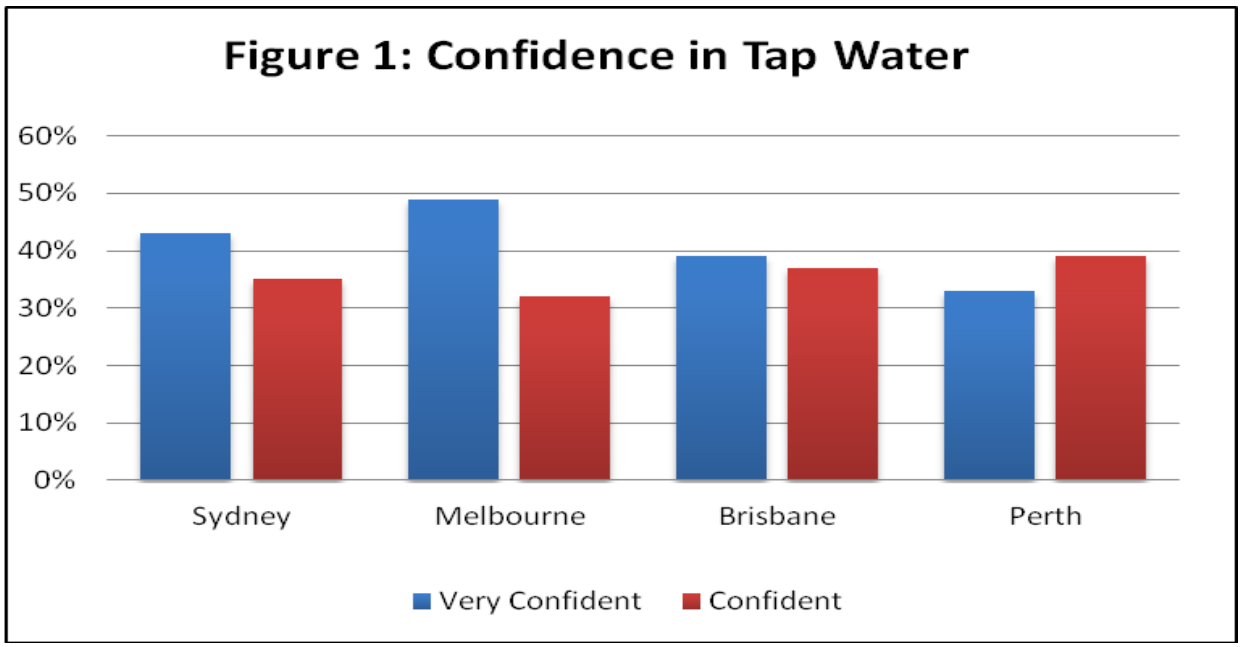
Australians primarily drink tap water (68%) or filtered tap water (23%). There is some variation among the four large cities; however, the only significant difference is with Melbourne, where 81% of people drink the tap water directly and 12% drink filtered tap water.

Somewhat surprisingly, in Brisbane, Melbourne and Perth only 5% to 6% of people drink bottled water, while in Sydney 9% drink bottled water. Effectively, almost no one drinks rain water or bore water.

2.2 Confidence in Tap Water

In general, residents of the four large Australian cities have high confidence that their tap water is safe to drink. The percentage of respondents who were either 'very confident' or 'confident' that their tap water is safe ranged from 71% in Perth to 81% in Melbourne (Figure 1). Just as importantly, a complete lack of confidence in the safety of the tap water was reported by only 5% of respondents in Perth, 4% in Brisbane, 3% in Sydney and 1% in Melbourne. The only significant differences on this issue are between Perth and Melbourne, but even in the case of Perth, the vast majority of respondents are confident that the tap water is safe to drink.

[1] The video referred to in this report consisted of excerpts from 30 different videos and 13 animations.



In addition, when demographic are examined, men tend to be more confident in tap water than women (81% vs. 73%), and confidence goes up with increasing age.

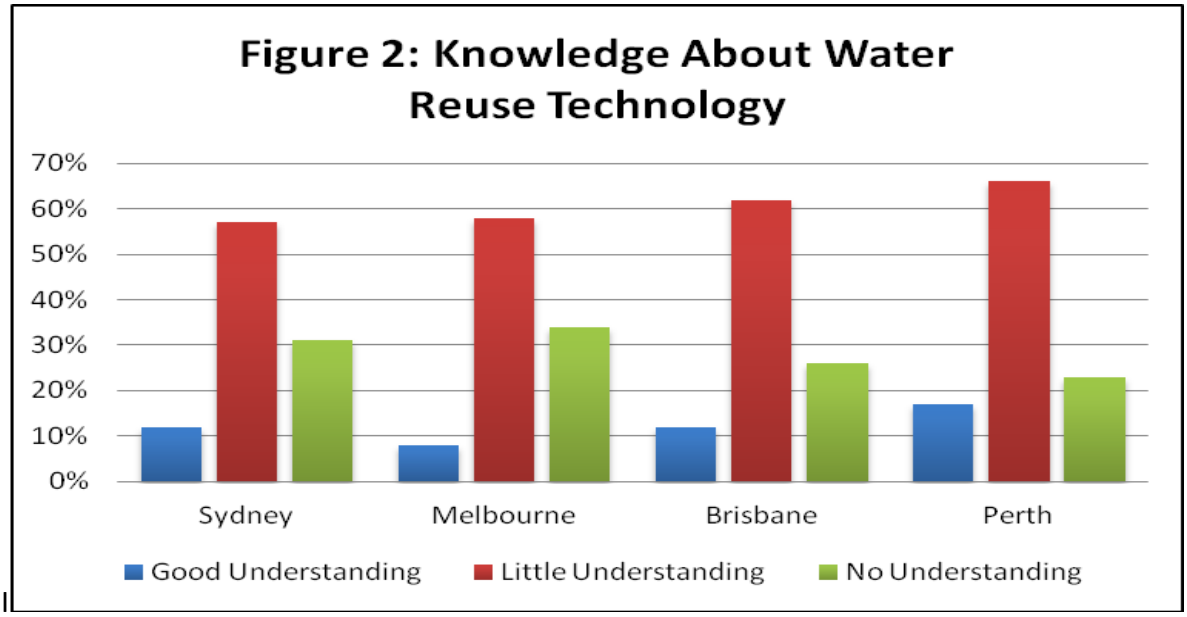
2.3 Who Do You Trust for Information about Your Drinking Water?

Respondents were asked to pick their most trusted source of information about the safety of their drinking water from a list of eight possible sources. The majority of respondents, 66%, picked either state and federal authorities or their own water utility. In Sydney, Melbourne and Brisbane, respondents most commonly picked state and federal authorities, followed by their local utility. In Perth the opposite was true: 40% of respondents picked the water utility and 25% picked state and local authorities. The only other choice picked by any significant number of people was medical authorities, who were the most trusted source of information for 10% of respondents in Sydney and 14% to 15% in Melbourne, Brisbane and Perth.

2.4 Knowledge about Technologies for Water Reuse and the Value of More Information

In order to have some way to judge the effect of differences in prior knowledge about water reuse technology, we asked respondents for a simple self-assessment of their level of understanding. Respondents were asked if they thought they had a 'good understanding', 'a little understanding' or 'no understanding' about the technologies and practices related to augmenting drinking water with purified recycled water.

Across all four cities, 12% of respondents said they had a 'good understanding' and 59% said they had 'a little understanding', while the remaining 29% claimed to have 'no understanding' (totals not shown on Figure 2). The only important variation among cities was in the percentage of respondents who said they had a 'good understanding'. In Melbourne only 8% said they had a 'good understanding', while in Perth twice as many people (17%) made the same claim. In both Sydney and Brisbane, 12% claimed a 'good understanding' (Figure 2).



There was substantial demographic variation in responses to this question, with men much more likely than women to claim a 'good understanding' (18% vs. 8%). Additionally, those under age 30 were generally twice as likely to claim a 'good understanding' as any age group over 30. The highest claim for possessing a 'good understanding' came from those with only a primary school education (33%).

In general, respondents who previously said they were 'very confident' in the safety of their tap water were more likely than average (17%) to claim a 'good understanding' about the technologies and practices related to augmenting drinking water. Only a small percentages of respondents who had a low level of confidence in the safety of their drinking water claimed a 'good understanding'. However, among respondents who have a 'complete lack of confidence' in the safety of their drinking water, 12% claimed a 'good understanding' of water reuse technology.

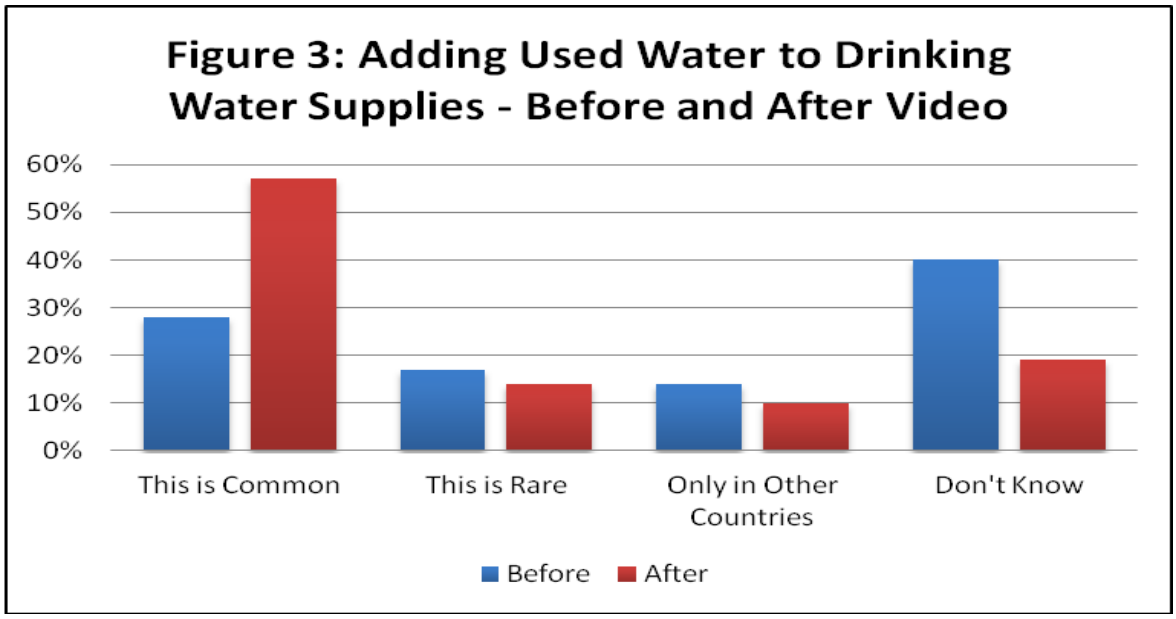
Respondents were also asked how helpful 'more information about the safety and cost of alternative water supply schemes, such as drinking water reuse' would be to them. Almost all respondents, 88%, thought that more information would either be 'somewhat helpful' or 'very helpful'. These levels of support for the usefulness of more information did not vary significantly from city to city. Levels of support also did not vary by age or gender. There was a slightly lower level of support among those respondents with only a primary school education.

2.5 How Common Is it to Draw Drinking Water from Discharges of Previously Used Water?

Respondents were then asked three comparison questions designed to test attitudes and knowledge about water sources and water reuse. These questions were asked both before and after respondents viewed the educational video clips. First, respondents were asked how common they thought it was that drinking water supplies were drawn from water sources that had previously received discharges of used water from upstream communities, including agricultural and industrial uses.

Forty percent of respondents across all four cities said they did not know how common it was to draw used water into the drinking system. Another 28% of respondents thought this type of water reuse was common, 17% thought this use was rare and 14% thought it occurred in other parts of the world but not in Australia (Figure 3). Respondents in Brisbane and Perth were more likely to think this was a common practice (35% of respondents) than were respondents in Sydney (24%) or Melbourne (22%). A relatively high percentage of Melbourne respondents, 22%, also thought this practice happened only outside of Australia. All other responses were the same between the cities.

After viewing the video clips, the responses to this question when asked a second time were dramatically different (see Figure 3). Prior to the video 40% of respondents had no answer to this question. After the video this percentage dropped to 19%, while the number of respondents who thought water reuse for drinking was common surged to 57%. In effect, the information in the video led to a 50% drop in the number of people who did not have an answer to this question and a doubling of those who thought the practice was common.



This result was uniform across all four cities and had the effect of bringing the four cities closer to a uniform opinion. Although the idea that water reuse for drinking supplies was a common practice remained more prevalent in Brisbane and Melbourne, the other two cities moved closer to this attitude, particularly in Sydney, where the difference between it and Brisbane and Melbourne was only 5%—well within the margin of error of the two estimates. Just as importantly, in all four cities, 50% or more of all respondents now think water reuse for drinking is a common practice.

2.6 Water Source vs. Water Quality

The second question in this series asked respondents to choose which was more important, the 'source of your drinking water' or the 'quality of the water as it comes from your tap'. There was very little difference of opinion on this question. Before viewing the video, 84% of respondents thought the quality of the water was what was important, and only 12% thought it was the source of the drinking

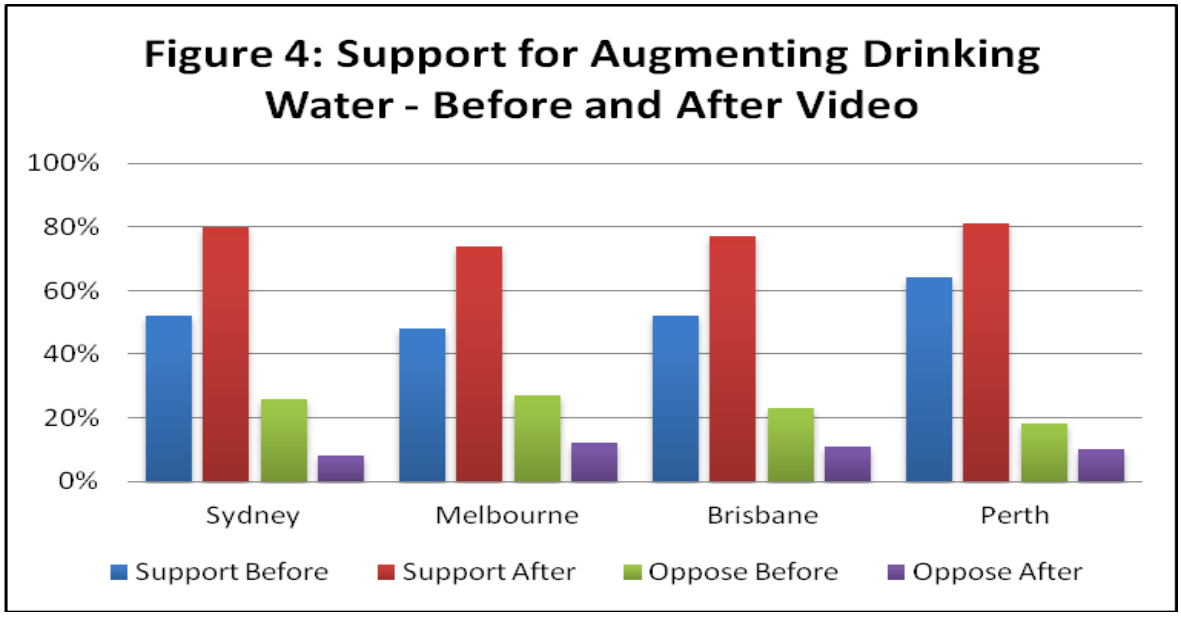
water. After seeing the video these numbers changes slightly, with 86% of respondents thinking that quality was the important attribute and 11% still thinking that source was more important. The opinions in all four cities were essentially identical, both before and after the video.

Although the effect of the video was very small, it was in the direction of making respondents more aware of the importance of water quality over water source. The reason the effect was so small was that, even without the video, most respondents already held this opinion. In effect there was little opportunity for the prevalance of that attitude to increase because it already was so commonly held.

2.7 Support for Augmenting Drinking Water with Highly Treated Purified Used Water

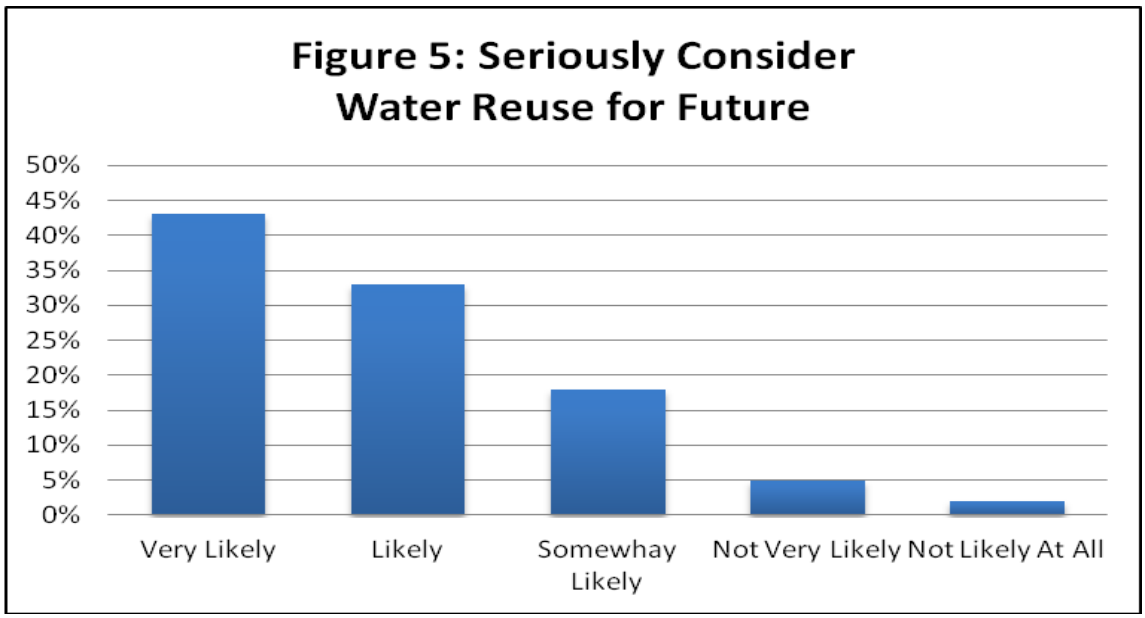
In the third before-and-after question, respondents were asked for their level of support for augmenting drinking with purified water taken from used water sources. Before the video clips, support across all cities for augmenting drinking water was 54%, opposition was 24% and an additional 23% did not know or had no opinion (totals not shown on Figure 4). Among supporters, only a small percentage, 26%, were strong supporters; similarly, only a small percentage of the opposition was strongly opposed. Among Australian cities, there was some variance on opinion on this topic, with support strongest in Perth (at 64%) and weakest in Melbourne (at 48%). Opposition in Perth was only 16%, while in Melbourne it was 27% (Figure 4).

After the video clips, support across all four cities climbed to 78% and opposition fell to 10%. In addition, the percentage of respondents who had no opinion or did not know fell almost in half, to 12%. Among the four cities, support rose to an almost uniform level, with Perth and Sydney at 81% and 80%, respectively, Brisbane at 77% and Melbourne at 74% (Figure 4). In addition, strong support rose in all four cities to the point where about one-third of all supporters were now in strong support.



The effect of the video was to raise support for augmenting drinking water across all four cities and to bring all four cities up to almost the same level of support.

At the end of the survey a similar question was asked about water reuse. Respondents were asked how likely it would be that they would seriously consider water reuse if, in the future, conventional water supplies were either unavailable or extremely expensive. Only 7% of respondents said that it would be either 'not very likely' or 'not likely at all' that they would consider using recycled water for drinking under these circumstances (Figure 5). All other respondents gave some degree of likeliness to their willingness to consider using recycled water for drinking, with 43% saying it was 'very likely'.

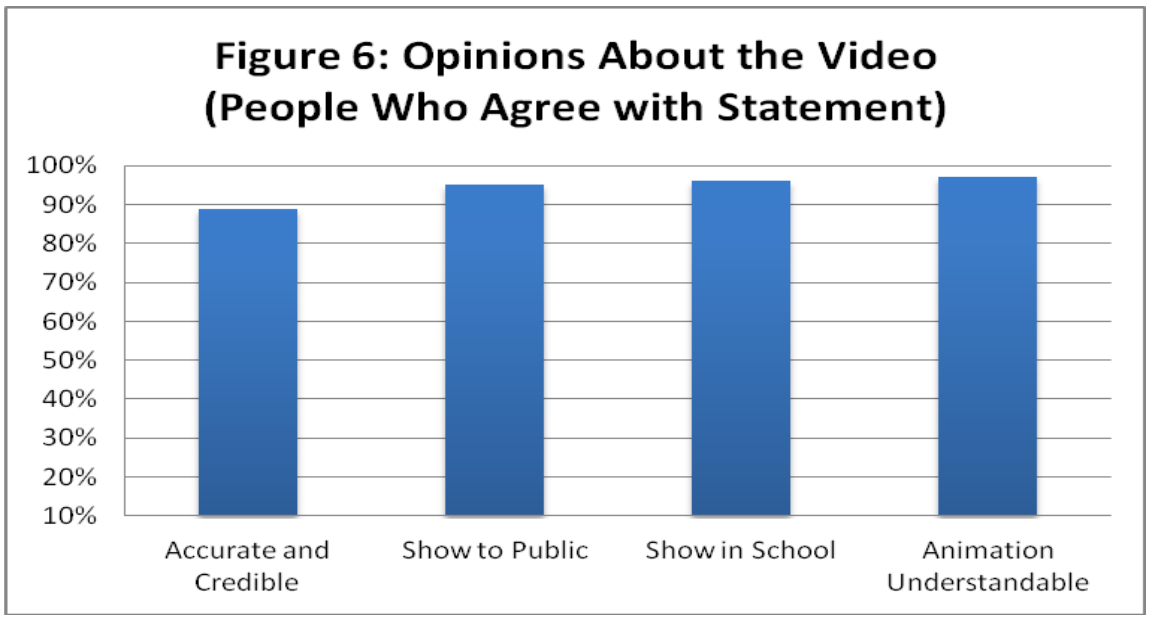


2.8 Opinions about the Quality and Utility of the Video Clip

After seeing the video, respondents were asked several questions about the quality of the video and ways in which the video might be used. First, respondents were asked how accurate and credible they thought the video was. Most respondents thought the video was either 'very accurate and credible' (44%) or 'mostly accurate and credible' (45%). Another 11% thought the video was 'accurate and credible on a few points', and less than 1% thought the video was mostly or completely inaccurate. Neither city of residence nor demographic factors had any effect on the distribution of these opinions.

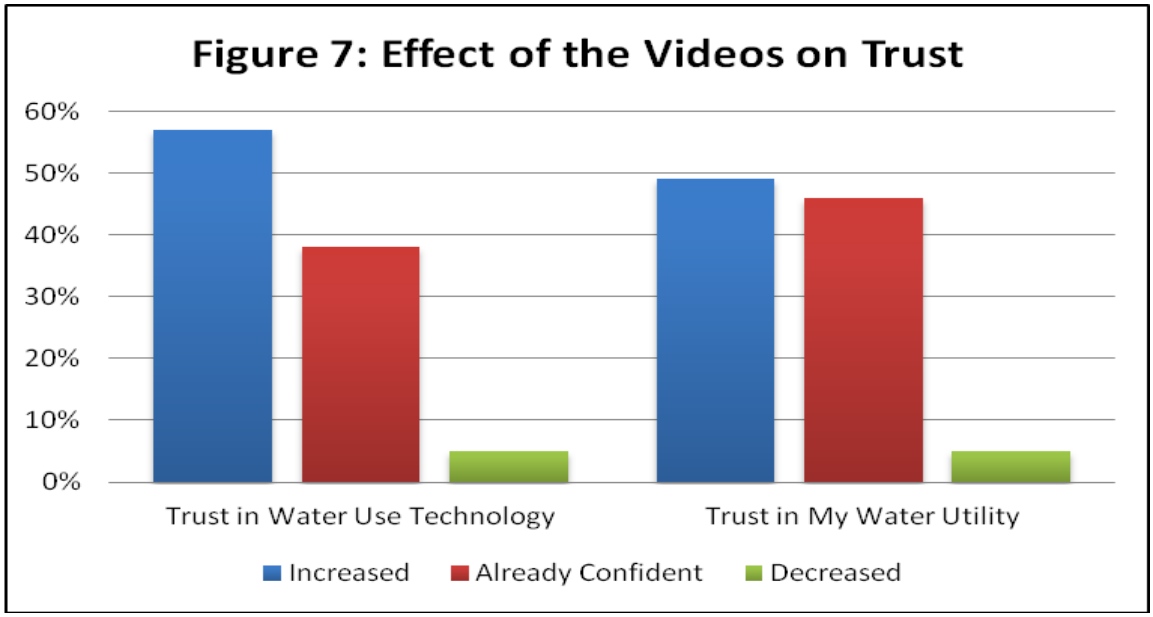
Respondents were also asked whether they thought the water cycle video should be shown to the general public and in schools. Ninety-five percent of respondents thought it should be shown to the general public, and 96% thought it should be shown in schools (Figure 6).

The final question about the quality of the video was whether respondents thought the animation on water sustainability was simple enough to understand. Virtually all respondents, 97%, thought the animation was simple enough to understand (see Figure 6).



2.9 Effect of the Video on Trust

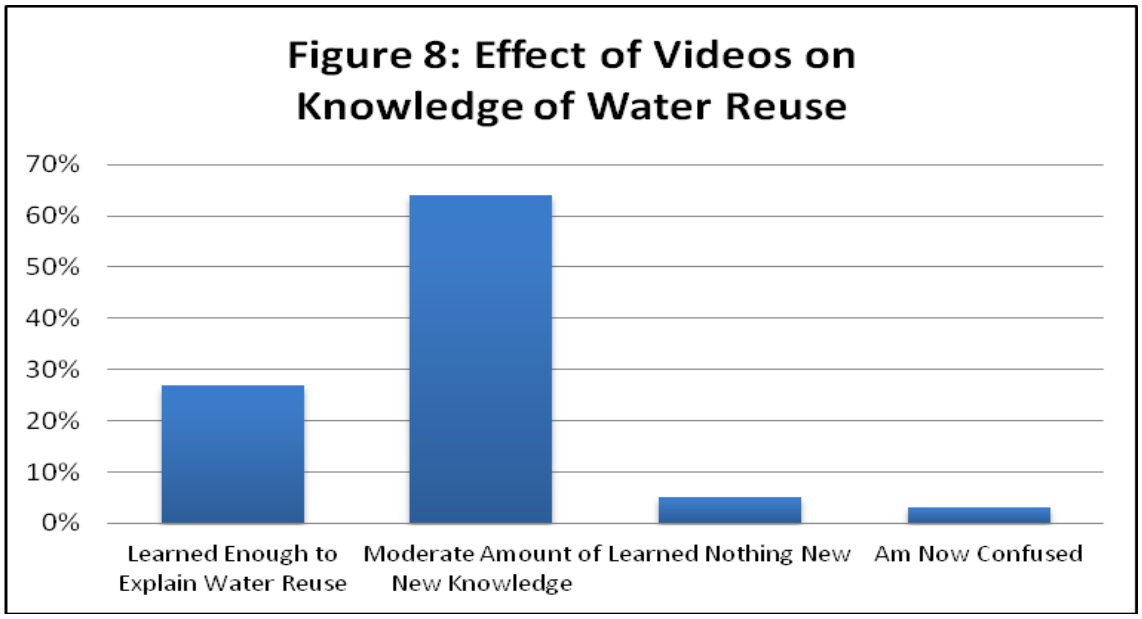
Respondents were asked two questions about whether watching the video changed their level of trust in water reuse technologies and in their own water utility. On the issue of trust in water reuse technology, 57% of all respondents said that their level of trust increased, while 38% said it did not change because they already were confident in water reuse technology. Only 5% said their level of trust decreased (Figure 7). The only difference among the four cities was between Melbourne and Perth; the level of trust increased more in Melbourne than in Perth. However, this was offset by the higher numbers of people in Perth who already trusted the technology. For both cities, the combination of existing trust and an increased level of trust were equal. After seeing the video, the total level of trust in water reuse technology was the same in all four cities.



On the issue of trust in their water utility, after seeing the video clip, 49% of respondents claimed to have more trust in their water utility, while 46% said that their trust did not increase because they already trusted their utility (Figure 7). Results on this question were identical in all four cities.

2.10 Effect of the Video on Knowledge and Interest

Respondents were asked eight questions about how the experience of watching the video clips affected their knowledge of water reuse and their interest in learning about water quality and treatment. First, they were asked how much more knowledge and understanding they now have about water reuse technology. Most respondents, 64%, reported that they now have a moderate amount of additional knowledge and understanding (Figure 8). A total of 27% reported that they have even more knowledge and now feel that they have sufficient knowledge and understanding to explain water use technology. On this question, respondents from all four cities reported close to the same levels of knowledge.

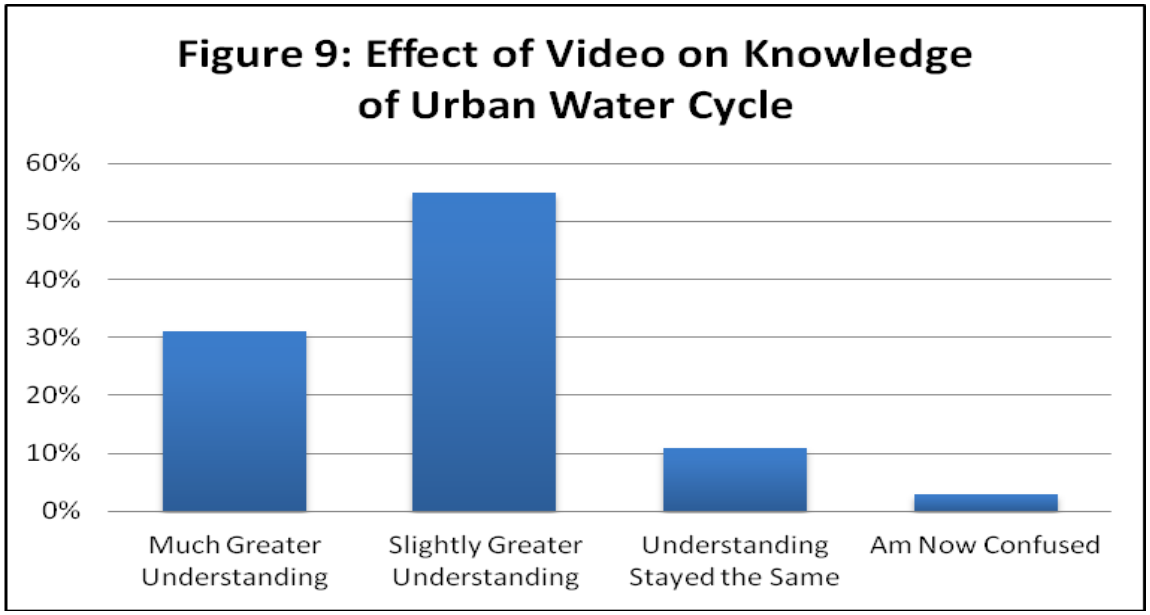


This result can be roughly compared with the self assessment question on knowledge of water reuse technology asked before presentation of the video; on this question, only 12% of respondents said they had a good understanding of the technology at that point (see Figure 2).

The second question in this series asked respondents whether viewing the video clips made them aware that they need to know more about drinking water quality and recycled water in order to have an informed opinion. Across all cities, 67% of respondents said they thought they needed to know more, while the remaining 33% said they thought they now knew enough to have an informed opinion. Respondents in Perth were the most likely to think they now know enough to have an informed opinion (40%), while only 26% of respondents in Melbourne and 28% of respondents in Sydney felt that way. (Perth has, of course, suffered through years of severe water shortages, and Water Corporation has initiated an education and engagement program that includes a demonstration visitor centre.)

The third question in this series asked about the portion of the video concerned with the water cycle explorer and what effect watching this had on respondents' desire to learn more about water quality and treatment. The majority of all respondents, 55%, said their desire to learn more went up, and 42% said it stayed the same. Almost no one, 3%, said their interest went down. There was no difference between respondents from the four cities, or among demographic segments.

The fourth question in this series concerned the portion of the video related to the urban water cycle and asked whether that video segment increased their understanding of what is put into water and what is taken out as part of water use and treatment. The majority of respondents, 55%, said that they have a slightly greater understanding after seeing the video, and 31% said they have a much greater understanding (Figure 9). A total of 11% said that their understanding remained the same. It is worth noting that this is almost the same as the percentage of respondents, 12%, who had previously said they already had a good understanding of water reuse.



All four cities had the same response breakdown to this question. The only demographic variable that influenced any answers was education: a total of 46% of those with only a primary school education said that they now have a much greater understanding.

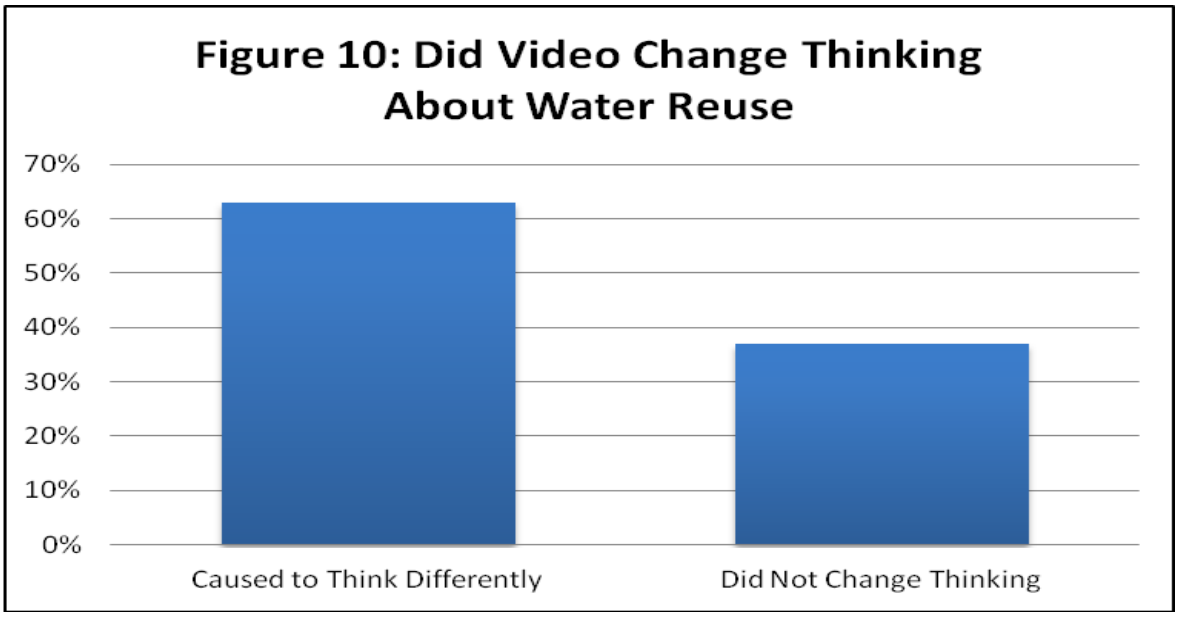
The next two questions in this series concerned the map of the world's water use. Respondents first were asked whether the map gave the impression that water recycling for drinking was a normal worldwide practice that has been used safely for decades. Eighty-five percent of respondents thought that the world water map did give such an impression. Here, too, the only variation in response was among those respondents with only a primary school education, all of whom felt the world water map gave the impression that water recycling for drinking was a normal worldwide practice.

The second question about the world water map asked how likely it would be that the map would influence their conversations about water reuse if they had access to it and its frequently asked questions. Most respondents, 54%, thought it would be either 'likely' or 'very likely' that access to the map would influence their conversations. A total of 32% thought that access to the map would be

'somewhat likely' to influence their conversations. The remaining 14% of respondents thought that access to the map would be likely to have little to no influence on their conversations. Once again, the only variation in responses to this question was from those respondents with only a primary school education; a total of 75% of them felt the world water map would be 'likely' or 'very likely' to influence their conversations.

The next question asked how likely it would be that the respondent would recommend the Think & Drink animations on social media if there were a discussion about water reuse in their community. Similarly to the previous question about the world water map, 48% of respondents thought they would be either 'likely' or 'very likely' to recommend the Think & Drink animations on social media, while 22% would be 'somewhat likely'. There are no city of residence or demographic variations in the answers to this question, except among the elderly, who claimed a slightly higher likelihood of recommending Think & Drink on social media.

The survey finished with a final very general 'yes or no' question about whether the information in the video caused respondents to think differently about water reuse for drinking. Respondents split almost two to one on this question. A total of 63% of respondents said the video did cause them to think differently, while 37% said the video did not change their thinking (Figure 10).



This response actually should be taken to indicate that the video had a strong effect on changing thinking, particularly in light of the previous finding in the survey that 54% of respondents were supportive of augmenting drinking water with reused water at the beginning of the survey and before watching the video clips. In addition, 12% of respondents said that they had good knowledge on this issue prior to taking the survey. With these results in mind, the fact that almost two-thirds of respondents said the video changed their thinking is very positive.

Conclusion

There are several important conclusions that can be drawn from this survey:

Australians in the four cities we surveyed are generally supportive of water reuse (i.e., 54% stated that they support it). Most of them drink tap water, either straight from the tap or with home filtering. They are open to learning more about water reuse.

The differences in respondents' support for water reuse generally did not vary much among the four cities. The greatest difference in support was between Perth and Melbourne, but even this difference was not large.

A small amount of information (i.e., 10 minutes of video) had the effect of raising support for augmenting drinking water with used water from 54% to 78% and reducing opposition from 24% to 10%. Once survey respondents had seen the video, the level of support among respondents in the four different cities was essentially the same.

After seeing the video, trust in water reuse technology increased for 54% of respondents, and trust in their utility increased for 49% of respondents. Considering that many respondents already trusted the technology and their utility, the total level of trust after the video is very high.

After seeing the video, 80% of respondents said it was either 'likely' or 'very likely' that they would be willing to drink reused water if there were a serious need to do so.

By all measures, the survey showed that residents of the four largest Australian cities are concerned about water, have some knowledge of water reuse and are willing to consider water reuse as a source of future drinking water. The survey also shows that even a small amount of education can make people feel more knowledgeable about water issues, improve public understanding of the water cycle and increase support for water reuse.

APPENDIX A: SURVEY METHODOLOGY AND SAMPLE

The NDEEP survey was designed to elicit opinions and attitudes related to water reuse in the four largest cities of Australia. The format was to ask respondents a series of questions on water use and water reuse, show respondents 10 minutes of video excerpts from three different educational products, and ask a final set of questions about water reuse. Some of the final questions were identical to the questions asked prior to the video, enabling a before/after comparison of the effect of seeing the video excerpt on attitudes toward water reuse. In addition, a small control survey was also completed in each of the four cities. In the control surveys, respondents received the same questions asked prior to the video in the larger survey plus one additional question about water reuse asked at the end of the larger survey.

In order to have adequate accuracy, the research collected at least 400 completed surveys in each of the four cities and 50 control surveys. These sample sizes were picked to provide a reasonable, and very commonly used, limit on the survey error ($\pm$4.9% at the 95% confidence level) for the larger surveys, and to give a large enough set of control surveys to be reasonably sure that some form of respondent bias was not in play for the large surveys.

The NDEEP four-city survey had a format requirement, embedded video, that mandated an Internet or other form of electronic data collection. However, there is no method that allows for a true random sample of all personal email addresses in Australia. Consequently, it was necessary to use a commercially available email sample. The authors had encountered this problem during previous work in Australia, and investigation at that time led us to what we think is the highest quality Australian email panel source, Quality Online Research, located in Pymble NSW.

The sample for the NDEEP four-city survey was drawn from a consumer panel created by QOR. The QOR panel is created from the First Direct Solutions Australian Lifestyle Survey, a division of Australia Post. Participants on the panel are recruited by random invitation across Australia, with most invitations (70%+) done offline by means of the post. The panel is used exclusively for research and is constantly compared to Census data to make sure that the panel represents Australia on demographics in the proper proportions. Panel members are also screened to help ensure the accuracy of their personal information. All members must have a verified email address, phone number, physical address and name. The panel is actively managed and has an attrition rate of approximately 5% a year. In addition, panel members can leave the panel at any time, and members who do not participate at least once a year are replaced. The panel currently has 45,000 members. Panel members are allowed to participate in a maximum of six surveys per year. Panel members are not allowed to do a survey on a topic they have previously been surveyed on for at least 3 months.

Members are invited to a survey on the basis of the geographic and/or demographic requirements of each survey. Survey invitations are generic and do not include any information on the topic or the sponsor. Each invitation informs potential respondents on the length of the survey, the end date of the survey, any incentive, and of the fact that they can opt out of the survey. Participants in the NDEEP survey were paid $4.00 for taking the survey.

The only general requirement for participation in the NDEEP survey was residence in one of the four cities under investigation. QOR was tasked with collecting the data from a random sample of their respondents in those four cities, with the requirement that the participants closely match the Australian Census on age, gender and income. Invitations to participate in the NDEEP survey were

randomly sent to panel members in each of the four cities; assignment to the large survey or the control survey was also random.

For the NDEEP survey, 11,260 invitations were sent for the large survey and 1,613 invitations were sent for the control survey. Thirty-three percent of panel members opened their invitations, and 64% of those started the survey. Eighty percent of respondents who started the survey finished, but 3% were removed for quality control reasons (typically too much missing data to make their survey useful), leaving a completion rate of 77%. A more accurate measure of response rate would be 47%, the percent of those who opened their invitation and in the end completed the survey.

The one question left unanswered by this information is the issue of how representative this survey is of the population in the four cities. The main criteria for true representativeness is that all respondents in the target geography have an equal chance of being surveyed. In the case of the QOR Consumer Panel, the foundation on which it rests is the Australian Post survey, which uses all personal postal addresses in Australia. Although this method will miss some populations, such as homeless people or people who live in remote areas without an address, it is at least as good as alternative methods, such as random generation of telephone numbers. From this point forward there is bound to be selection bias among those who choose to participate and those who do not. This is also true for other sample generation methods. In order to attempt to mitigate these forms of bias, the sample is proportioned during random selection of any invitation to mimic the Australian population on key demographic variables such as age, gender and education.

In the end, it is our belief that the use of this sample is the best possible source for a survey that has the requirement that respondents view video and that the survey produce a result consistent with good science.

APPENDIX B: SURVEY CONTROL GROUP

In addition to the main experimental surveys of the four major cities, we also conducted a small control survey of 50 respondents from each of the same four cities. Respondents were randomly assigned to either the experimental or the control group condition. These control group respondents were given the same pre-video questions as the experimental survey group. The pre-video questions contained three questions that were asked both before and after the video in the experimental condition. In addition, the control group was asked the demographics, and one of the post-video questions. The goal of the control group was to primarily act as a check on the experimental group by making sure that respondents who were not subjected to the experimental condition (the video) held the same position on the questions, particularly the before and after questions, as respondents who did receive the video. In addition, we asked the control group one post-video question that was not asked of the experimental group prior to the video.

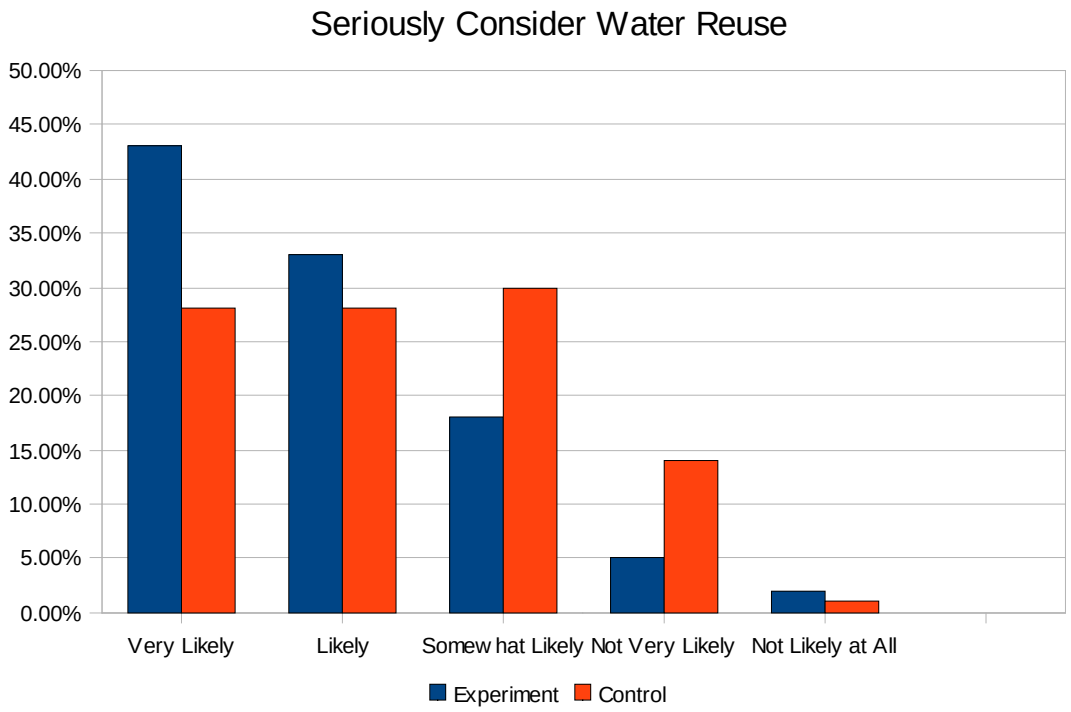
When the data were examined, the control group as a whole answered the pre-video questions almost exactly the same as the experimental group. For example, when asked about their level of support for augmenting drinking water supplies with highly treated used water, the breakdown of "strong support, support, opposition, strong opposition and no opinion" is exactly the same to within 1 percentage point for each of the five possible responses. A similar result occurs for all of the pre-video questions.

When the control group and the experimental group both have the same response levels to the before and after questions, in the condition where the experimental group has not yet seen the video, the control group shows it is reasonable to assume that the changes between the before and after responses of the experimental group are real.

On the one question that was asked of the control group, but only asked as a post-video experience for the experimental group (i.e., how likely they would be to seriously consider water reuse as a sustainable option in the advent of a serious water shortage), the control group answers were far less supportive than those of the experimental group that had seen the video. Only 28% of the control group said they would be "very likely" to consider water reuse, compared to 43% for the experimental group. Similarly, 14% of the control group said they would "not be very likely" to consider reused water, compared to only 5% of those who had seen the video.

By measuring how likely it is that respondents would consider water reuse, under the condition of a serious water shortage, in the control group and then in the experimental group after they have seen the video, we have an independent experiment on the power of the video. See the following figure.

With this design (post test only control group), we now have a second measure, outside of those described in the report of the experimental large sample survey, of how powerful the video is in changing attitudes toward water reuse.


Seriously Consider Water Reuse
50.00%
45.00%
40.00%
35.00%
30.00%
25.00%
20.00%
15.00%
10.00%
5.00%
0.00%
Very Likely
Likely
Somew hat Likely
Not Very Likely
Not Likely at All
Experiment
Control

APPENDIX C: SURVEY QUESTIONS

In this century, drinking water shortages are likely to be an extremely serious issue. This survey is part of a research program funded by the federal government, aimed at assessing the merits of water reuse for drinking water. The results will help the water industry design meaningful education programs related to water. Thank you in advance for helping with this critical research.

After a few questions we will direct you to a short video containing brief excerpts from educational products on the water cycle and water reuse. After you have viewed the video we will ask you another series of questions.

It should take about 20 minutes, and all answers are confidential. None of your answers will be identified with you, and your email address will not be used for any other purpose.

1. What is your primary drinking water source?
    a. Tap water (go to Question #3)
    b. Filtered tap water from a home device
    c. Bottled water
    d. Rain water tank
    e. Bore water/well water (go to Question #3)
    f. Other – please specify
2. Why is regular tap water not your primary drinking water source?
    a. I like the taste of filtered or bottled water better.
    b. I don't think tap water is as safe as filtered or bottled water.
    c. Bottled water is more convenient.
    d. Bottled water costs a lot more than tap water so it must be better for me.
    e. I like cold water and my refrigerator's dispenser includes a filter.
    f. Other – please specify.
3. How confident are you that tap water that meets the Australian Drinking Water Guidelines is safe to drink?
    a. Very confident
    b. Confident
    c. Moderately confident
    d. Only slightly confident
    e. Not confident at all
4. Who is your most trusted source of information about the safety of your drinking water?
    a. My drinking water utility
    b. State or federal regulatory authorities
    c. University professors
    d. Medical authorities
    e. Articles in the newspaper
    f. Friends and family
    g. The Internet
5. How helpful would more information about the safety and cost of alternative water supply

schemes, such as drinking water reuse, be to you?

a. Not helpful
b. Somewhat helpful
c. Very helpful

6. How common do you think it is that drinking water supplies are drawn from water supplies that have received discharges of cleaned, used water from upstream communities, from industries or from agriculture?
    a. This is a very common practice.
    b. This rarely occurs.
    c. This happens in other parts of the world but not in Australia.
    d. I don't know.
7. Which is more important to you: the source of your drinking water or the quality of the water as it comes from your tap?
    a. The source
    b. The quality
    c. I don't know
8. Do you support augmenting drinking water supplies with highly treated purified water that came from used water?
    a. Strongly support
    b. Support
    c. Oppose
    d. Strongly oppose
    e. Don't know/no opinion
9. How much do you know about technologies and practices related to augmenting drinking water supplies with purified recycled water?
    a. I have a good understanding.
    b. I have little understanding.
    c. I have no understanding.

Now we are going to show you a video about water use and reuse. This video comprises small segments of educational/informational products. Some of the products are short and designed to be shared on social media, while others are designed for community presentations, to be placed on websites or used in schools. The information could provide content for community presentations or exhibits such as in visitor centres.

None of the products is shown in its entirety. The video contains selections of three basic products: (1) an overview of the water cycle, (2) a map of the world that looks at needs, benefits and fundamentals of water reuse as it is used in different parts of the world, and (3) animations to stimulate thinking about using water.

[**summary video link here]**

10. How accurate and credible do you think the information presented is?
    a. Very accurate and credible
    b. Mostly accurate and credible
    c. Accurate and credible on a few points
    d. Mostly inaccurate and lacked credibility
    e. Completely inaccurate and lacking in credibility

11. How common do you think it is that drinking water supplies are drawn from water supplies that have received discharges of cleaned, used water from upstream communities, from industries or from agriculture?
    a. This is very common practice.
    b. This rarely occurs.
    c. This happens in other parts of the world but not in Australia.
    d. I don't know.

12. Which is more important to you: the source of your drinking water or its quality?
    a. Source
    b. Quality
    c. I don't know

13. Do you support augmenting drinking water supplies with highly treated purified water that came from used water?
    a. Strongly support
    b. Support
    c. Oppose
    d. Strongly oppose
    e. Don't know

14. Having seen the video of the three educational products, how much more knowledge and understanding do you have of water reuse for drinking?
    a. I now have sufficient knowledge and understanding to be able to explain it.
    b. I have a moderate amount of additional knowledge and understanding.
    c. I have no more knowledge and understanding.
    d. I have become confused.

15. Did the information in the video change your level of trust in drinking water reuse technology?
    a. No, it did not change my level of trust because I was already confident about it.
    b. My level of trust increased.
    c. My level of trust decreased.

16. Did the information in the video change your level of trust in your water utility?
    a. No, it did not change my level of trust because I was already confident in my water utility.
    b. My level of trust increased.
    c. My level of trust decreased.

17. Did the video make you aware that you need to know more about drinking water quality and purified recycled water in order to have an informed opinion?
    a. Yes, I need to know more.
    b. No, I already know enough.
18. After seeing a segment on the overview of the water cycle, did your desire to learn more about water, its quality and treatment go up, down or stay the same?
    a. My interest went up.
    b. My interest went down.
    c. My interest stayed the same.
19. Did what you see in the video about the urban water cycle provide you with more understanding about what we put into water and how we take it out again?
    a. Yes, I have a much greater understanding.
    b. Yes, I have a slightly greater understanding.
    c. No, my understanding stayed the same.
    d. No, I am now confused.
20. Do you think the water cycle video should be shown to the general public?
    a. Yes
    b. No
21. Do you think the information in the water cycle video should be shown in schools?
    a. Yes
    b. No
22. The map of the world's water use gives a brief introduction to water reuse for drinking that occurs around the world. Did it give the impression that water recycling for drinking is a normal, worldwide practice that has been safely undertaken for decades?
    a. Yes
    b. No
23. If you had access to the world water use map, including frequently asked questions with expert answers, how likely is it that it would influence your conversation about the reuse that occurs around the world?
    a. Very likely
    b. Likely
    c. Somewhat likely
    d. Not very likely
    e. Not likely at all
24. Was the animation on water sustainability simple enough to understand?
    a. Yes
    b. No

25. If there was a discussion in your community about water reuse, how likely would you be to recommend the short "Water: Think & Drink" animations to your friends on social media (Facebook, Twitter, etc.)?
    a. Very likely
    b. Likely
    c. Somewhat likely
    d. Not very likely
    e. Not likely at all
    f. I have no involvement with social media
26. Did the information provided in the video cause you to think differently about water reuse for drinking than you did before?
    a. Yes
    b. No
27. How likely is it that you would seriously consider water reuse as a sustainable option for the future if conventional water supply sources were unavailable or extremely expensive?
    a. Very likely
    b. Likely
    c. Somewhat likely
    d. Not very likely
    e. Not likely at all

We would like to finish the survey with a few questions about yourself. Again, these are for statistical purposes only and your individual answers will not be used any other way.

28. In what year were you born?
29. What is the highest level of education you have completed?
    a. All or some of primary school
    b. All or some of secondary school
    c. Trade or technical qualification/diploma
    d. University – undergraduate degree
    e. University – postgraduate degree
30. Are you male or female?
    a. Male
    b. Female

Thank you for taking the time to answer these research questions. They will help us to understand the community's water management preferences.

Appendix D: 2014 NDEEP Survey Topline Results

***Topline results include the text of each question, the response categories, and the number and percent of responses in each category.*
***The "ALL" category refers to all four cities combined – Sydney, Melbourne, Brisbane and Perth.*

In this century, drinking water shortages are likely to be an extremely serious issue. This survey is part of a research program funded by the federal government, aimed at assessing the merits of water reuse for drinking water. The results will help the water industry design meaningful education programs related to water. Thank you in advance for helping with this critical research.

After a few questions we will direct you to a short video containing brief excerpts from educational products on the water cycle and water reuse. After you have viewed the video we will ask you another series of questions.

It should take about 20 minutes, and all answers are confidential. None of your answers will be identified with you, and your email address will not be used for any other purpose.

QUESTION 1
What is your primary drinking water source? (tap water, filtered tap water from a home device, bottled water, rain water tank, bore/well water)

	ALL		SYD		MEL		BRI		PER	
TAP WATER	1147	68%	291	685	342	81%	273	63%	241	60%
FILTERED TAP	385	23%	93	22%	51	12%	122	28%	119	30%
BOTTLED	108	6%	39	9%	23	5%	25	6%	21	5%
RAIN TANK	34	2%	0	0	6	1%	10	2%	18	5%
BORE/WELL	7	0	5	1%	1	0	0	0	1	0
OTHER	0	0	2	0.5%	0	0	4	1%	2	0.5%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 2
Why is regular tap water not your primary drinking water source? (like taste of filtered or bottled water better, don't think tap water is as safe as filtered or bottled water, bottled water more convenient, bottled water costs a lot more than tap water so it must be better for me, I like cold water and my refrigerator's dispenser includes a filter)

	ALL		SYD		MEL		BRI		PER	
LIKE FILTERED/BOTTLED	244	46%	62	46%	32	40%	75	47%	75	47%
TAP WATER NOT SAFE	147	28%	45	34%	20	25%	39	24%	43	27%
BOTTLED MORE CONVENIENT	29	5%	9	7%	9	11%	7	4%	4	3%
BOTTLE BETTER FOR ME	1	0	0	0	0	0	1	0.5%	0	0
COLD WATER FROM FRIDGE	51	10%	6	5%	7	9%	20	12%	18	11%
OTHER	63	12%	12	9%	12	15%	19	12%	20	13%
TOTAL	535	100%	134	100%	80	100%	161	100%	160	100%

QUESTION 3

How confident are you that tap water that meets the Australian Drinking Water Guidelines is safe to drink?

	ALL		SYD		MEL		BRI		PER	
VERY CONFIDENT	687	41%	183	43%	206	49%	167	39%	131	33%
CONFIDENT	602	36%	149	35%	137	32%	160	37%	156	39%
MODERATELY	269	16%	69	16%	58	14%	70	16%	72	18%
SLIGHTLY	76	5%	15	4%	16	4%	22	5%	23	6%
NOT AT ALL	55	3%	14	3%	6	1%	15	4%	20	5%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 4

Who is your most trusted source of information about the safety of your drinking water?

	ALL		SYD		MEL		BRI		PER	
DRINKING WATER UTILITY	513	30%	134	31%	105	25%	114	26%	160	40%
REGULATORY AUTHORITY	608	36%	168	39%	174	41%	164	38%	102	25%
UNIVERSITY PROFESSORS	71	4%	16	4%	14	3%	20	5%	21	5%
MEDICAL AUTHORITY	225	13%	43	10%	58	14%	64	15%	60	15%
NEWSPAPER ARTICLES	77	5%	20	5%	24	6%	16	4%	17	4%
FRIENDS/FAMILY	86	5%	24	6%	22	5%	27	6%	13	3%
INTERNET	109	6%	25	6%	26	6%	29	7%	29	7%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 5

How helpful would more information about the safety and cost of alternative water supply schemes, such as drinking water reuse, be to you?

	ALL		SYD		MEL		BRI		PER	
NOT HELPFUL	198	12%	47	11%	43	10%	65	15%	43	11%
SOMEWHAT	1014	60%	257	60%	261	62%	263	61%	233	58%
VERY HELPFUL	477	28%	126	29%	119	28%	106	24%	126	31%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 6

How common do you think it is that drinking water supplies are drawn from water supplies that have received discharges of cleaned, used water from upstream communities, from industries or from agriculture? (very common practice, rarely occurs, happens in other parts of the world but not in Australia, don't know)

	ALL		SYD		MEL		BRI		PER	
VERY COMMON	485	29%	104	24%	91	22%	150	35%	140	35%
RARELY OCCURS	280	17%	90	21%	63	15%	63	15%	64	16%
OTHER AREAS NOT AUSTRALIA	247	15%	60	14%	92	22%	47	11%	48	12%
DON'T KNOW	677	40%	176	41%	177	42%	174	40%	150	37%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 7

Which is more important to you: the source of your drinking water or the quality of the water as it comes from your tap?

	ALL		SYD		MEL		BRI		PER	
SOURCE	196	12%	53	12%	59	14%	43	10%	41	10%
QUALITY	1420	84%	360	84%	341	81%	374	86%	345	86%
DON'T KNOW	73	4%	17	4%	23	5%	17	4%	16	4%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 8

Do you support augmenting drinking water supplies with highly treated purified water that came from used water?

	ALL		SYD		MEL		BRI		PER	
STRONG SUPPORT	248	15%	70	16%	41	10%	64	15%	73	18%
SUPPORT	658	39%	153	36%	159	38%	162	37%	184	46%
OPPOSE	283	17%	81	19%	86	20%	68	16%	48	12%
STRONG OPPOSE	117	7%	32	7%	30	7%	32	7%	23	6%
DON'T KNOW	383	23%	94	22%	107	25%	108	25%	74	18%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 9

How much do you know about technologies and practices related to augmenting drinking water supplies with purified recycled water?

	ALL		SYD		MEL		BRI		PER	
GOOD UNDERSTAND	207	12%	53	12%	34	8%	52	12%	68	17%
LITTLE UNDERSTAND	1000	59%	243	57%	247	58%	270	62%	240	60%
NO UNDERSTANDING	482	29%	134	31%	142	34%	112	26%	94	23%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

Now we are going to show you a video about water use and reuse. This video comprises small segments of educational/informational products. Some of the products are short and designed to be shared on social media, while others are designed for community presentations, to be placed on websites or used in schools. The information could provide content for community presentations or exhibits such as in visitor centres. None of the products is shown in its entirety. The video contains selections of three basic products: (1) an overview of the water cycle, (2) a map of the world that looks at needs, benefits and fundamentals of water reuse as it is used in different parts of the world, and (3) animations to stimulate thinking about using water.

QUESTION 10

How accurate and credible do you think the information presented is? (very accurate and credible, mostly accurate and credible, accurate and credible on a few points, mostly inaccurate and lacked credibility, completely inaccurate and lacking in credibility)

	ALL		SYD		MEL		BRI		PER	
VERY ACCURATE	742	44%	183	43%	177	42%	197	45%	185	46%
MOSTLY ACCURATE	755	45%	189	44%	204	48%	187	43%	175	44%
ACCURATE POINTS	178	11%	53	12%	38	9%	45	10%	42	10%
MOSTLY INACCURATE	9	0.5%	4	1%	2	0.5%	3	1%	0	0
COMPLETE INACCURATE	5	0	1	0	2	0.5%	2	0.5%	0	0
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 11

How common do you think it is that drinking water supplies are drawn from water supplies that have received discharges of cleaned, used water from upstream communities, from industries or from agriculture? (very common practice, rarely occurs, happens in other parts of the world but not in Australia, don't know)

	ALL		SYD		MEL		BRI		PER	
VERY COMMON	962	57%	241	56%	211	50%	264	61%	246	61%
RARELY OCCURS	237	14%	73	17%	76	18%	46	11%	42	10%
OTHER AREAS NOT AUSTRALIA	166	10%	38	9%	55	13%	33	8%	40	10%
DON'T KNOW	324	19%	78	18%	81	19%	91	21%	74	18%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 12

Which is more important to you: the source of your drinking water or its quality?

	ALL		SYD		MEL		BRI		PER	
SOURCE	183	11%	48	11%	55	13%	42	10%	38	10%
QUALITY	1449	86%	365	85%	351	83%	378	87%	355	88%
DON'T KNOW	57	3%	17	4%	17	4%	14	3%	9	2%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 13

Do you support augmenting drinking water supplies with highly treated purified water that came from

used water?

	ALL		SYD		MEL		BRI		PER	
STRONG SUPPORT	449	27%	112	26%	97	23%	112	26%	128	32%
SUPPORT	866	51%	230	54%	215	51%	222	51%	199	50%
OPPOSE	126	7%	26	6%	38	9%	36	8%	26	7%
STRONG OPPOSE	46	3%	9	2%	12	3%	12	3%	13	3%
DON'T KNOW	202	12%	53	12%	61	14%	52	12%	36	9%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 14

Having seen the video of the three educational products, how much more knowledge and understanding do you have of water reuse for drinking? (now have sufficient knowledge and understanding to be able to explain it, have a moderate amount of additional knowledge and understanding, have no more knowledge and understanding, have become confused)

	ALL		SYD		MEL		BRI		PER	
KNOWLEDGE TO EXPLAIN	463	27%	122	28%	110	26%	106	24%	125	31%
MODERATE KNOWLEDGE	1081	64%	267	62%	278	66%	285	66%	251	62%
NO MORE KNOWLEDGE	91	5%	27	6%	19	5%	27	6%	18	5%
NOW CONFUSED	54	3%	14	3%	16	4%	16	4%	8	2%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 15

Did the information in the video change your level of trust in drinking water reuse technology? (no – it did not change my level of trust because I was already confident about it, level of trust increased, level of trust decreased)

	ALL		SYD		MEL		BRI		PER	
ALREADY CONFIDENT	640	38%	155	36%	143	34%	176	41%	166	41%
TRUST INCREASED	968	57%	261	61%	258	61%	236	54%	213	53%
TRUST DECREASED	81	5%	14	3%	22	5%	22	5%	23	6%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 16

Did the information in the video change your level of trust in your water utility? (no – it did not change my level of trust because I was already confident in my water utility, level of trust increased, level of trust decreased)

	ALL		SYD		MEL		BRI		PER	
ALREADY CONFIDENT	832	49%	213	50%	205	49%	222	51%	192	48%
TRUST INCREASED	775	46%	207	48%	197	47%	186	43%	185	46%
TRUST DECREASED	82	5%	10	2%	21	5%	26	6%	25	6%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 17

Did the video make you aware that you need to know more about drinking water quality and purified recycled water in order to have an informed opinion?

	ALL		SYD		MEL		BRI		PER	
YES NEED INFO	1132	67%	310	72%	315	75%	267	62%	240	60%
NO INFO NEEDED	557	33%	120	28%	108	25%	167	39%	162	40%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 18

After seeing a segment on the overview of the water cycle, did your desire to learn more about water, its quality and treatment go up, down or stay the same?

	ALL		SYD		MEL		BRI		PER	
INTEREST UP	931	55%	235	55%	248	59%	225	52%	223	56%
INTEREST DOWN	43	3%	11	3%	10	2%	11	3%	11	3%
INTEREST SAME	715	42%	184	43%	165	39%	198	46%	168	42%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 19

Did what you see in the video about the urban water cycle provide you with more understanding about what we put into water and how we take it out again? (yes – I have a much greater understanding, yes – I have a slightly greater understanding, no – my understanding stayed the same, no – I am now confused)

	ALL		SYD		MEL		BRI		PER	
MUCH GREAT UNDERSTAND	531	31%	135	31%	125	30%	133	31%	138	34%
SLIGHT GREAT UNDERSTAND	928	55%	242	56%	250	59%	225	52%	211	53%
STAYED SAME	194	11%	46	11%	39	9%	59	14%	50	12%
NOW CONFUSED	36	2%	7	2%	9	2%	17	4%	3	1%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 20

Do you think the water cycle video should be shown to the general public?

	ALL		SYD		MEL		BRI		PER	
YES	1610	95%	416	97%	405	96%	405	93%	384	96%
NO	70	5%	14	3%	18	4%	29	7%	18	4%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 21

Do you think the information in the water cycle video should be shown in schools?

	ALL		SYD		MEL		BRI		PER	
YES	1629	96%	418	97%	406	96%	417	96%	388	97%
NO	60	4%	12	3%	17	4%	17	4%	14	3%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 22

The map of the world's water use gives a brief introduction to water reuse for drinking that occurs around the world. Did it give the impression that water recycling for drinking is a normal, worldwide practice that has been safely undertaken for decades?

	ALL		SYD		MEL		BRI		PER	
YES	1444	85%	369	86%	358	85%	364	84%	353	88%
NO	245	15%	61	14%	65	15%	70	16%	49	12%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 23

If you had access to the world water use map, including frequently asked questions with expert answers, how likely is it that it would influence your conversation about the reuse that occurs around the world?

	ALL		SYD		MEL		BRI		PER	
VERY LIKELY	291	17%	75	17%	71	17%	74	17%	71	18%
LIKELY	625	37%	159	37%	152	36%	153	35%	161	40%
SOMEWHAT LIKELY	545	32%	144	34%	145	34%	133	31%	123	31%
NOT VERY LIKELY	183	11%	44	10%	42	10%	58	13%	39	10%
NOT LIKELY AT ALL	45	3%	8	2%	13	3%	16	4%	8	2%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 24

Was the animation on water sustainability simple enough to understand?

	ALL		SYD		MEL		BRI		PER	
YES	1634	97%	417	97%	410	97%	417	96%	390	97%
NO	55	3%	13	3%	13	3%	17	4%	12	3%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 25

If there was a discussion in your community about water reuse, how likely would you be to recommend the short "Water: Think & Drink" animations to your friends on social media (Facebook, Twitter, etc.)?

	ALL		SYD		MEL		BRI		PER	
VERY LIKELY	387	23%	98	23%	100	24%	93	21%	96	24%
LIKELY	448	27%	118	27%	115	27%	114	26%	101	25%
SOMEWHAT LIKELY	370	22%	93	22%	93	22%	94	22%	90	22%
NOT VERY LIKELY	158	9%	45	11%	40	10%	39	9%	34	9%
NOT LIKELY AT ALL	65	4%	11	3%	17	4%	18	4%	19	5%
NO SOCIAL MEDIA	261	15%	65	15%	58	14%	76	18%	62	15%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 26

Did the information provided in the video cause you to think differently about water reuse for drinking than you did before?

	ALL		SYD		MEL		BRI		PER	
YES	1069	63%	292	68%	284	67%	245	57%	248	62%
NO	620	37%	138	32%	139	33%	189	44%	154	38%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 27

How likely is it that you would seriously consider water reuse as a sustainable option for the future if conventional water supply sources were unavailable or extremely expensive?

	ALL		SYD		MEL		BRI		PER	
VERY LIKELY	719	43%	179	42%	149	35%	199	46%	192	48%
LIKELY	556	33%	155	36%	157	37%	129	30%	115	29%
SOMEWHAT LIKELY	299	18%	74	17%	86	20%	73	17%	66	16%
NOT VERY LIKELY	84	5%	18	4%	24	6%	25	6%	17	4%
NOT LIKELY AT ALL	31	2%	4	1%	7	2%	8	2%	12	3%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

We would like to finish the survey with a few questions about yourself. Again, these are for statistical purposes only and your individual answers will not be used any other way.

In what year were you born?

	ALL		SYD		MEL		BRI		PER	
18---24 YEARS	50	3%	16	4%	15	4%	8	2%	11	3%
25---29 YEARS	85	5%	26	6%	19	5%	27	6%	13	3%
30---39 YEARS	291	17%	82	19%	80	19%	63	15%	66	16%
40---49 YEARS	276	16%	73	17%	68	16%	59	14%	76	19%
50---59 YEARS	385	23%	105	24%	95	23%	103	24%	82	20%
60---69 YEARS	382	23%	80	19%	93	22%	105	24%	104	26%
70 YEARS OR MORE	220	13%	48	11%	53	13%	69	16%	50	12%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 29

What is the highest level of education you have completed? (all or some primary school, all or some secondary school, trade or technical qualification/diploma, university – undergraduate degree, university – postgraduate degree)

	ALL		SYD		MEL		BRI		PER	
PRIMARY SCHOOL	24	1%	8	2%	6	1%	5	1%	5	1%
SECONDARY SCHOOL	502	30%	109	25%	123	29%	146	34%	124	31%
TRADE OR TECHNICAL	518	31%	136	32%	116	27%	139	32%	127	32%
UNIVERSITY UNDERGRAD	412	24%	103	24%	127	30%	87	20%	95	24%
UNIVERSITY POSTGRADUATE	233	14%	74	17%	51	12%	57	13%	51	13%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

QUESTION 30

Are you male or female?

	ALL		SYD		MEL		BRI		PER	
MALE	755	45%	207	48%	190	45%	188	43%	170	42%
FEMALE	934	55%	223	52%	233	55%	246	57%	232	58%
TOTAL	1689	100%	430	100%	423	100%	434	100%	402	100%

Thank you for taking the time to answer these research questions. They will help us to understand the community's water management preferences.