

# Understanding Public Awareness and Decision-Making on Using Water Treatment Devices

*An independent, online survey of households across the United States*

## Top 5 Emerging Contaminants that the Public is Aware of



1. Pesticides/herbicides
2. Pharmaceuticals
3. Microplastics
4. Personal care products
5. PFAS

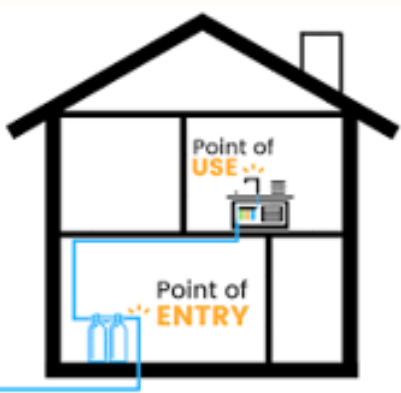


**20% Unaware of Any** emerging contaminants included in the survey



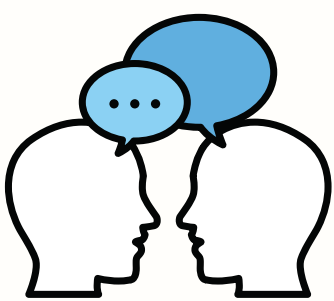
## Top 5 Sources of Awareness

1. Internet/websites
2. Local news TV channel
3. Local government announcements
4. Social media
5. Local newspaper



## Likelihood of Using Water Treatment

- Already use POU/POE (15%)
- Very likely/likely (30%)
- Unsure (33%)
- Not likely/very unlikely (22%)



## Increase Public Motivation for POU/POE

Communicate credible, 3rd party information through local channels, Facebook, and your company's website

Dive into the data at [wqrf.org/completed-studies](http://wqrf.org/completed-studies)

Silva, M., & Mahmud, S. (2022). Emerging Contaminants Consumer Study. Unpublished manuscript. University of Wisconsin System.