**ZW005: Drinking Water Behavior Survey**

This recommendation calls on iSEE to administer a campus-wide survey to gain a better understanding of drinking water behavior at the University of Illinois at Urbana-Champaign, and to use the resulting information to assist in the development of a campaign to reduce bottled water consumption on campus. Recommendation ZW005 is connected to iCAP goals 5.2: Reduce the total campus waste going to landfills from 5,049 tons in FY19 to 4,544 tons or less in FY24 (at least a 10% decrease).

The following questions should be asked with responses available via a Likert scale (Strongly Disagree: 1 – Strongly Agree: 5).

**Personal Preference**

* + Bottled water is my primary source of drinkable water
	+ I don’t like the taste of tap water as much as bottled water
	+ I feel guilty throwing away plastic bottles after only using them once
	+ I can filter tap water myself to make it easier to drink

**Convenience**

* + I don’t have access to filtered tap water on campus
	+ There aren’t enough convenient places to refill a reusable water bottle on campus
	+ Reusable water bottles are easy to lose or forget at home
	+ I prefer bottled water because it is easier to keep cold
	+ Bottled water is more convenient because it is available in many places on campus
	+ I prefer bottled water because it is easier to take on the go
	+ Cleaning a reusable water bottle requires too much time and effort
	+ Reusable water bottles are too big to fit in a car cup holder
	+ I don’t have to go to the store to purchase bottled water regularly
	+ Reusable water bottles are easy to refill throughout the day
	+ Recycling single use bottles takes too much time and/or effort
	+ A reusable water bottle is convenient because I can always have it with me

**Cost**

* + Bottled water is much more expensive than tap water

**Health**

* + Bottled water is safer to drink than municipal tap water
	+ I worry about using a reusable water bottle since it could transfer harmful chemicals (such as BPA)
	+ I don’t trust our local government to ensure the safety and quality of tap water
	+ I feel that tap water in general is unsafe to drink
	+ I could get sick from germs growing in a reusable water bottle if I don’t keep it clean
	+ I feel that tap water on campus is unsafe to drink
	+ I don’t trust the administration for accurate and timely information about the safety of tap water on campus
	+ Municipal tap water is more regulated, and therefore safer to drink, than bottled water
	+ I worry about drinking bottled water because the plastic can transfer harmful chemicals to the water inside
	+ Municipal tap water has the benefits of added fluoride, while bottled water does not
	+ Filtering tap water makes it safer to drink
	+ Bottled water is safer than filtered tap water

**Environmental**

* + I am reducing my personal contribution to global climate change
	+ I’m helping to make our campus more sustainable
	+ Consumption of bottled water damages the environment
	+ My personal impact on the environment is insubstantial by using bottled water
	+ There is minimal harm to the environment if I recycle the bottled water after use

**Social**

* + It is more fashionable to carry a reusable water bottle than bottled water
	+ By using a reusable water bottle, I motivate others to do the same

**Purdue University Study**

Purdue University conducted a drinking water survey in 2011 and published the results in *Environmental Management* (Saylor et al, 2011). This study invited a random sample of 2,045 Purdue University students, staff, and faculty to respond and received 677 responses. It is notable that the survey was part of a mixed-methods study which included a quantitative survey and qualitative interviews. Key findings of the study were that women drink a disproportionately higher quantity of bottled water compared to men and that undergraduate students drink more bottled water than graduate students, staff, and faculty. Barriers to consumption of tap water identified in the study include a perceived risk of tap water contrasted with safety in bottled water, as well as convenience of bottled water (Saylor et al, 2011).

**Next Steps**

* Incentive for participants
* Create survey on WebTools
* Determine outreach methods
	+ Massmail?
	+ Eweek/inews/gradlinks
	+ Social media
* Campus Sustainability Month drinking water taste test

**Introduction Questions**

* What is your role on campus?
	+ First-year
	+ Second-year
	+ Third-year
	+ Fourth-year
	+ Fifth-year +
	+ Graduate student
	+ Staff
	+ Faculty
* How do you identify?
	+ Male
	+ Female
	+ Non-binary
	+ I prefer not to answer