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Austin water some of the cleanest in the U.S.

Austin Business Journal

Who says bottled water is best?

Austin has some of the cleanest tap water in the nation, according to a new report from **Forbes.com**. **The city's H2O actually comes in as the second best among metropolitan areas, right behind Des Moines, Iowa and just ahead of Sioux Falls, S.D.**

Amid the national drive for increased sustainability and greener living, the bottled water industry is facing pushback. Recent media reports show consumers are increasingly looking to their faucet in lieu of the plastic bottle for hydration. But just how clean is the tap?

To come with this latest ranking, the list lovers at Forbes.com examined individual consumer confidence reports in the **University of Cincinnati**'s 2006 "United States Drinking Water Quality Study Report." The rankings were based on cloudiness of water or turbidity, bacteria, haloacetic acids and lead.

According to Forbes.com, the Austin-San Marcos region showed some the lowest levels of lead, turbidity and haloacetic acid.

Making bottles to meet Americans' demand for bottled water each year requires the equivalent of more than 17 million barrels of oil -- enough fuel for more than 1 million cars for a year, according to Think Outside the Bottle, a campaign of the Corporate Accountability International. And each year, more than 4 million pounds of PET plastic bottles end up in landfills or as roadside litter.

Courtesy of JB Goodwin