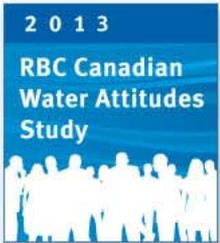




2013

RBC Canadian Water Attitudes Study



RBC
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A note from RBC

In 2007, RBC launched the RBC Blue Water Project, a 10-year, \$50 million commitment to helping protect the world's freshwater resources.

The very next year, we started polling Canadians about their attitudes towards water—to see if things like climate change, flooding, droughts, pollution and the fiscal burden on municipalities to treat and deliver water are having an impact on how we use and think about water.

We track and monitor some key trends annually, but we also venture off into uncharted territory every year, adding new questions that probe Canadians for their opinions on current topics that we think will be useful to our community partners, governments and others interested in water. In late 2012, to mark its half-way point, the RBC Blue Water Project began to focus on initiatives that help protect and preserve water in towns, cities and urbanized areas. That's why you'll see a new theme of 'urban water issues' in the 2013 poll.

Each year, we freely share the full results of the RBC Canadian Water Attitudes Study, in the hope that others can use its findings to create conversation, justify budgets, sway public opinion and help protect Canada's water.

I hope you find the results from the 2013 RBC Canadian Water Attitudes Study useful, and I encourage you to disseminate it widely. You are welcome to refer to, reprint or redistribute all or parts of the information in this document, and I only ask that you attribute the source as the "RBC 2013 Canadian Water Attitudes Study."

Please visit rbc.com/bluewater for an archive of the RBC Canadian Water Attitude Study results since 2008.

Lynn Patterson
Director, Corporate Responsibility , RBC

Since 2007, RBC has pledged over C\$36 million to more than 500 charitable organizations in Canada and around the world that protect watersheds and promote access to clean drinking water, with an additional \$6 million pledged to universities for water programs.

Methodology

- Sample of 2,282 Canadian adults from GMI's Canadian panel participated in an online survey between January 23rd, 2013 – February 11th, 2013.
- Weighting was employed to balance demographics, to ensure that the sample's composition reflects the adult population according to Canadian Census data, and to provide results intended to approximate the sample universe. Results were weighted by gender, age, region, and community size. The sample include a minimum of 200 respondents in each of Vancouver, Calgary and Montreal, and 300 in Toronto.
- Respondents for this survey were selected from among those who have volunteered to participate in GMI's online surveys and polls. The data have been weighted to reflect the demographic composition of the Canadian population. Because the sample is based on those who initially self-selected for participation rather than a probability sample, sampling error cannot be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error. The margin of error for a strict probability sample for a sample of this size (n=2,282) would be plus or minus 2.0 percent 19 times out of 20.

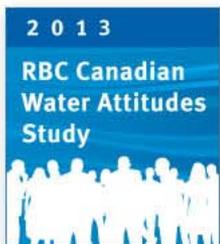
Note to readers

- All figures in the charts and tables in this report are expressed in percentages, unless otherwise indicated. Total percentages may not add to 100 because of rounding.
- "DK/NA" means that the respondent did not know the answer or that no answer was provided (Don't know / No answer).
- Question wording is provided in the bottom of each page
- Where data are available, we provide tracking information from previous years using trend charts and tables.
- As a general rule of thumb differences of +/- 5% between years are considered to be significant differences. These differences are marked with red and green arrows throughout this report.

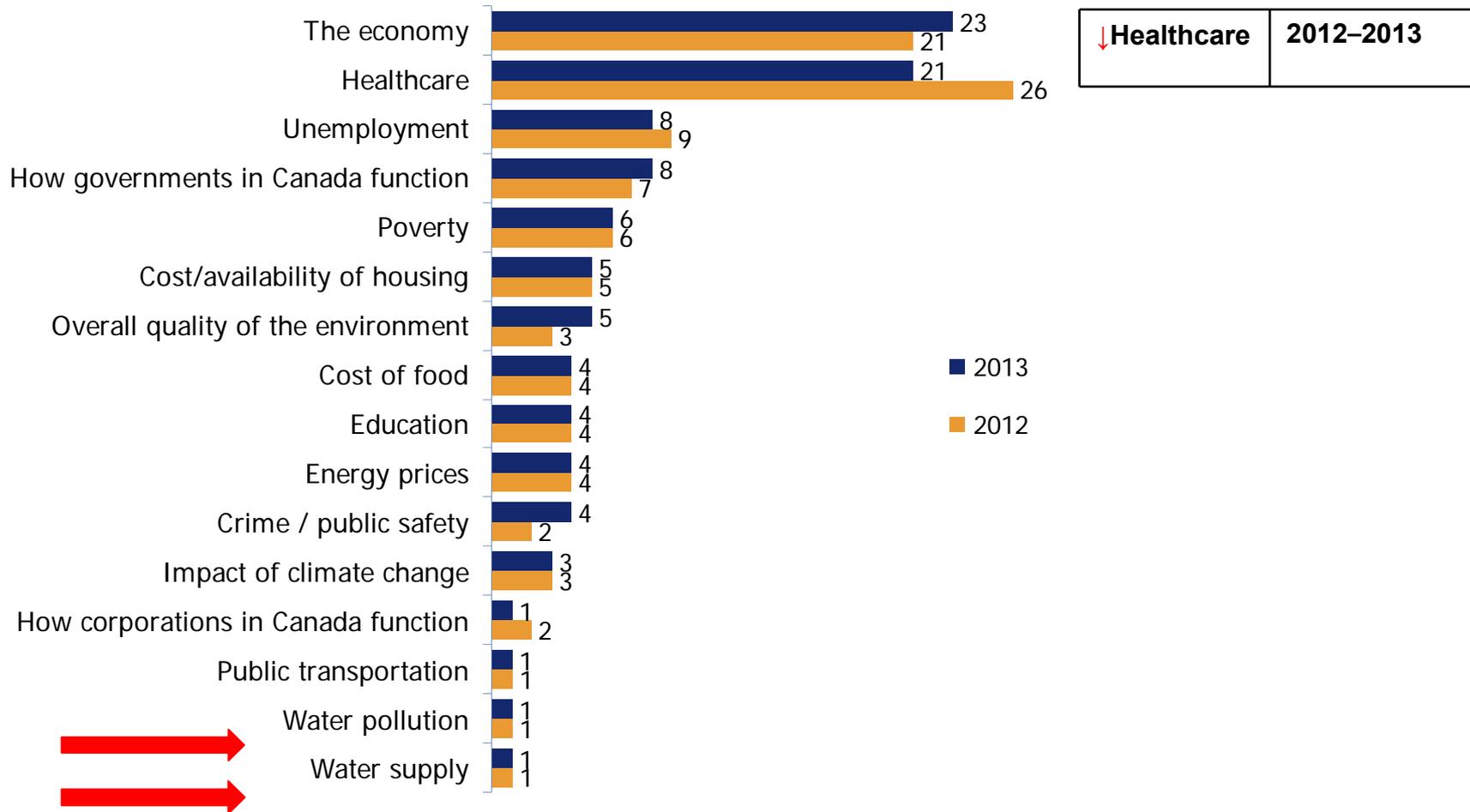
GlobeScan Incorporated subscribes to the standards of the World Association of Opinion and Marketing Research Professionals (ESOMAR). ESOMAR sets minimum disclosure standards for studies that are released to the public or the media. The purpose is to maintain the integrity of market research by avoiding misleading interpretations. If you are considering the dissemination of the findings, please consult with us regarding the form and content of publication. ESOMAR standards require us to correct any misinterpretation.

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General Context



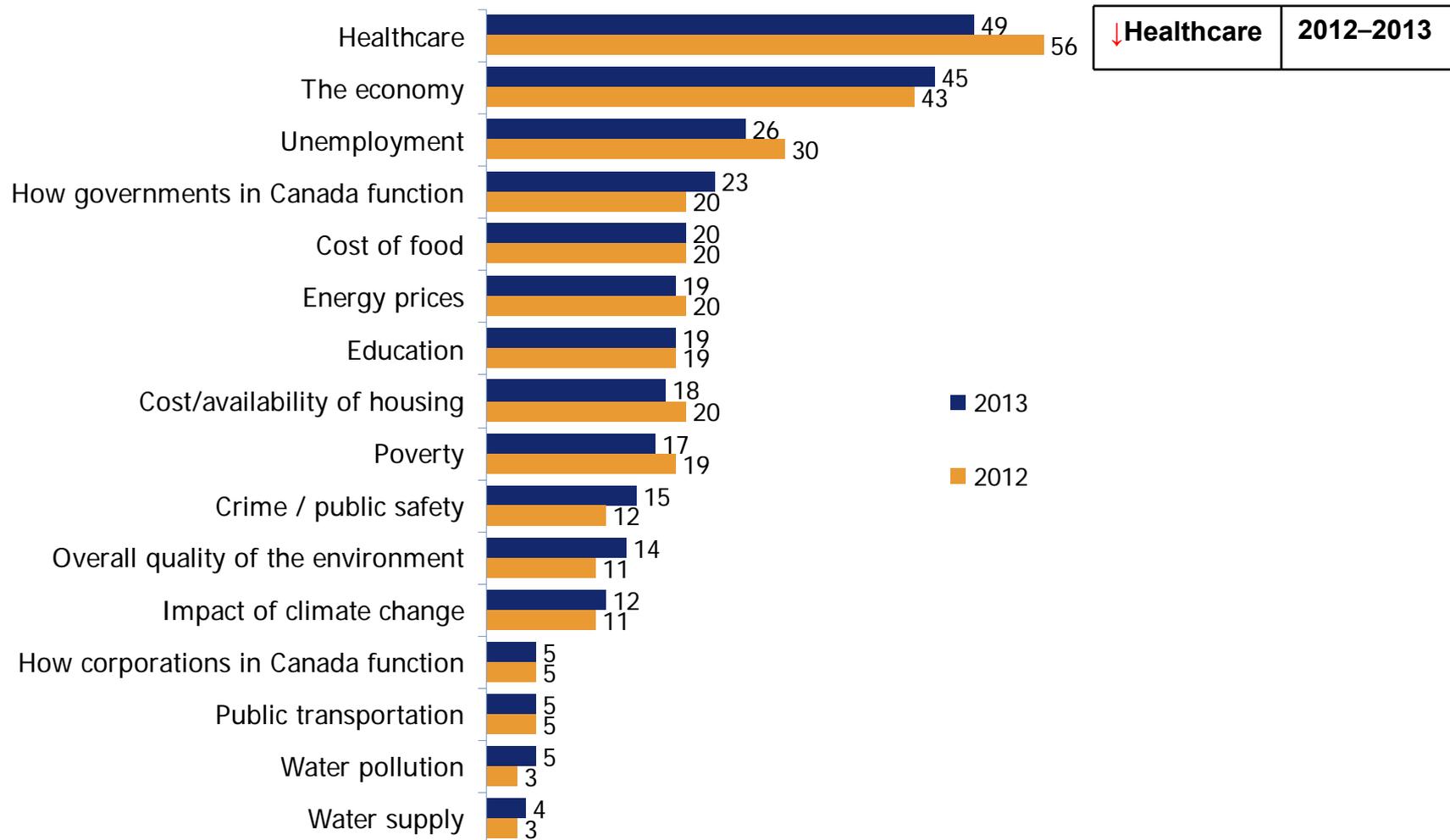
Canadians rank the economy as the most important national issue. Water pollution and supply are not considered top priorities



2013 n=2,282, 2012 n=2428

6 What do you think are the three most important issues facing Canada? Please select up to three from the list below, in order of importance.

Canadians consider water issues much less important compared to issues such as healthcare, the economy, and unemployment



2013 n=2,282, 2012 n=2428

What do you think are the three most important issues facing Canada?

Demographics, 2013 (1 of 2)

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<1000)
Healthcare	52	52	56	42	53	59	51	47	37	50	37	50	60	45	53	45	51	61
The economy	43	47	43	47	43	41	38	43	45	46	38	44	53	47	42	46	44	43
Unemployment	25	14	17	33	21	33	25	17	37	22	27	31	18	24	28	28	28	18
How governments in Canada function	25	25	19	21	26	19	22	23	20	25	20	22	26	24	22	23	20	27
The cost of food	21	20	19	18	20	23	18	22	14	17	18	20	20	19	20	17	22	24
Energy prices	12	18	12	21	19	27	11	20	13	14	14	19	23	21	17	15	21	28
Education	19	24	15	16	23	15	20	24	19	29	23	20	13	18	19	20	21	15
The cost and/or availability of housing	28	21	23	19	10	17	33	27	23	15	23	19	12	18	19	22	14	12
Poverty	14	18	17	18	16	21	14	16	18	14	18	17	16	15	19	16	20	16

2013 $n=2282$, 2012 $n=2428$

What do you think are the three most important issues facing Canada? Please select up to three from the list below, in order of importance.

Demographics, 2013 (2 of 2)

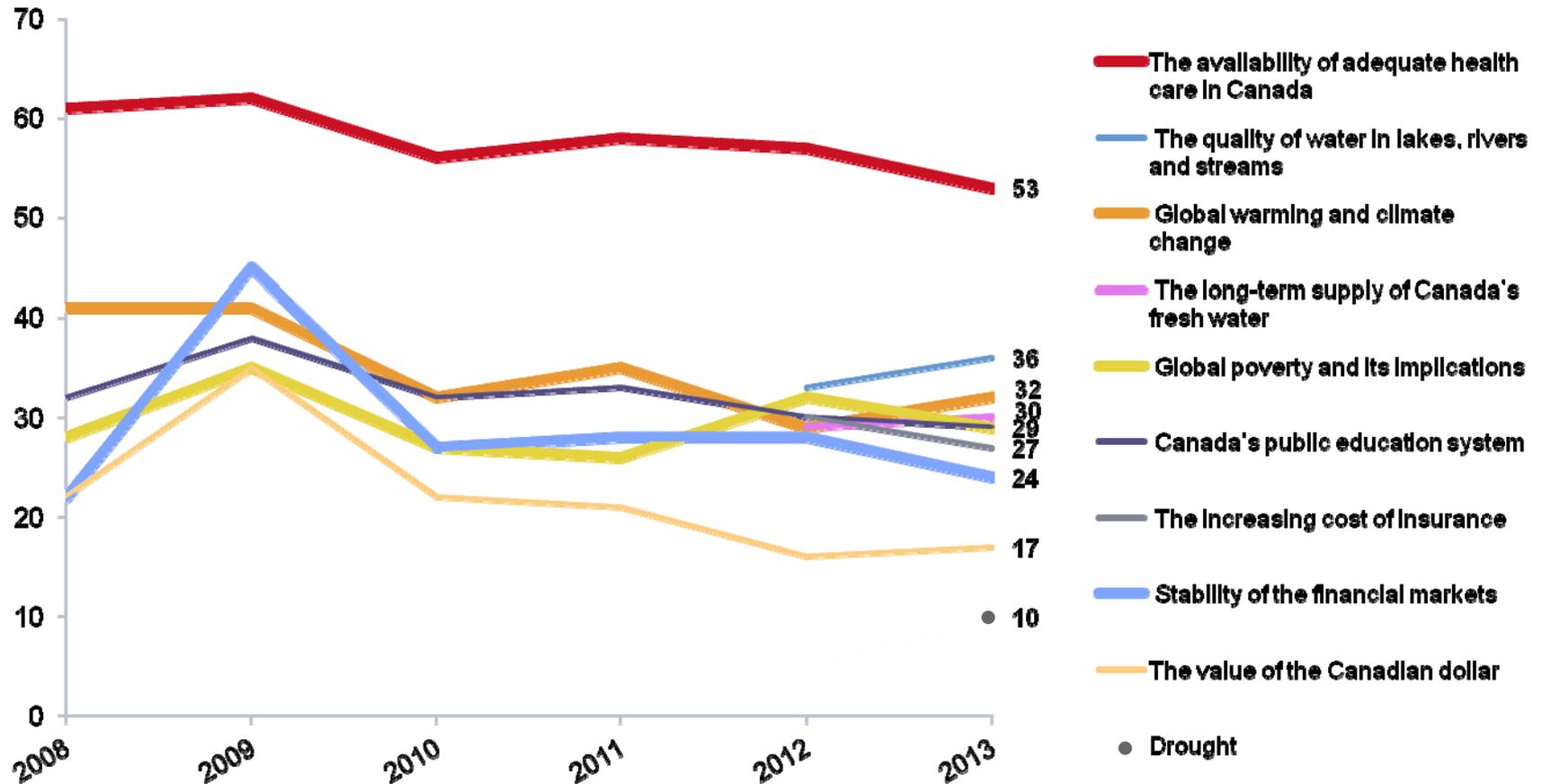
	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Crime and public safety	14	18	39	12	12	12	15	18	15	10	14	15	14	14	15	14	14	17
Overall quality of the environment	13	12	12	15	14	10	15	11	16	15	19	10	13	13	14	15	13	11
The impact of climate change	12	7	9	12	16	11	14	8	13	16	12	12	13	13	11	14	11	9
How corporations in Canada function	5	4	4	6	5	1	5	4	5	4	7	4	3	5	4	5	4	5
Public transportation	3	5	0	10	2	1	4	8	18	3	9	5	3	7	4	8	2	1
Water supply	4	6	3	4	4	2	5	4	2	4	5	3	4	3	4	4	4	4
Water pollution	4	5	5	4	8	4	4	3	2	8	8	4	4	6	4	4	7	4
Other	5	3	7	3	4	4	5	3	2	4	4	3	4	4	3	3	3	6

2013 $n=2,282$, 2012 $n=2428$

What do you think are the three most important issues facing Canada? Please select up to three from the list below, in order of importance.

When prompted, Canadians show slightly increased concern about water quality and the long-term supply of fresh water

“Very Concerned,” 2008–2013



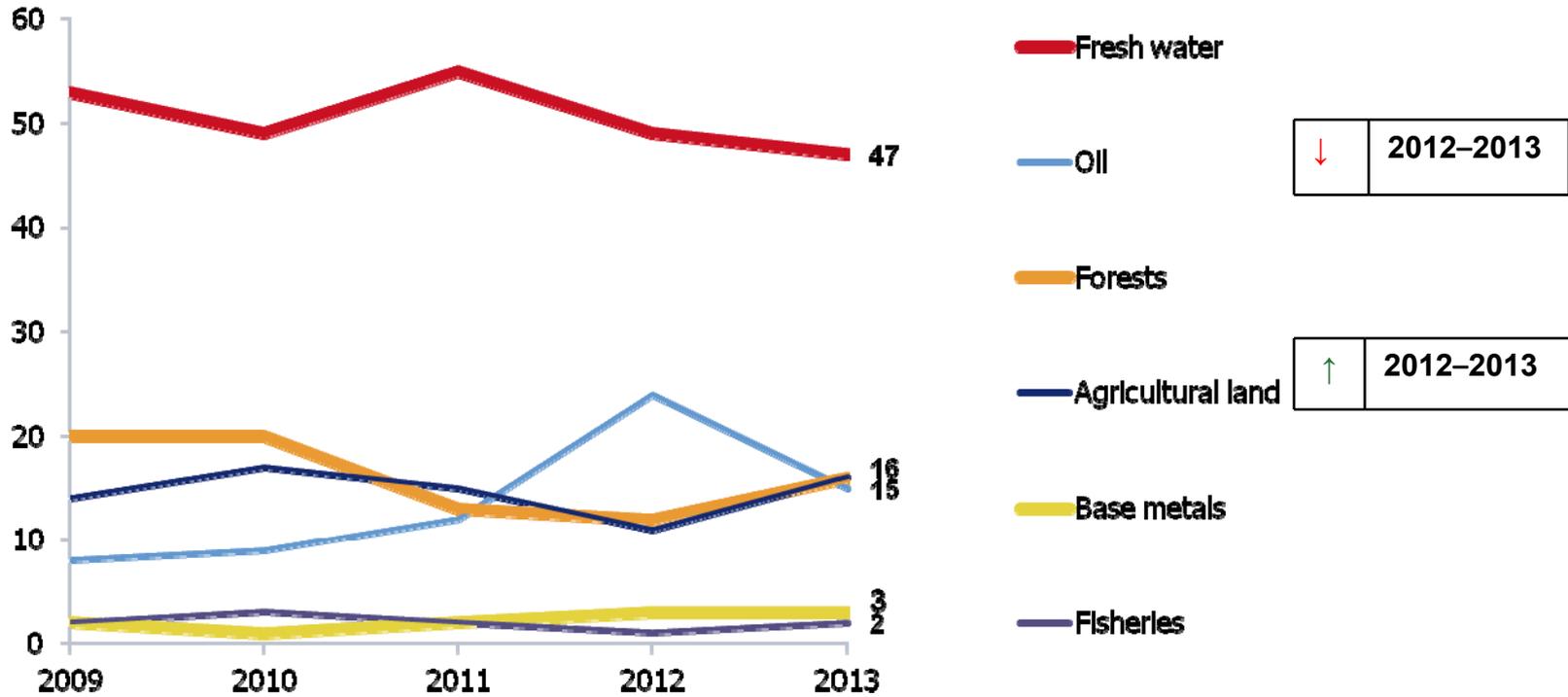
2013 n=2,282, 2012 n=2428, 2011 n=2066, 2010 n=2022, 2009 n=2165, 2008 n=2309

“Very Concerned” and “Somewhat Concerned,” by Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/	Rural (<1000)
The availability of adequate health care in Canada	93	87	91	88	90	92	92	90	85	90	85	90	93	87	92	89	90	92
The quality of water in lakes, rivers and streams	79	83	87	86	83	84	78	82	84	82	81	83	88	80	88	83	83	88
Global warming and climate change	76	65	59	81	80	77	78	67	83	85	78	77	76	72	81	77	77	75
Global poverty and its implications	78	69	74	78	80	83	80	72	80	82	80	76	78	71	84	78	78	77
The long-term supply of Canada’s fresh water	71	78	77	76	72	78	69	75	75	75	75	73	77	70	79	75	75	76
Stability of the financial markets	80	79	77	79	72	75	79	82	81	73	74	77	80	74	80	78	75	77
Canada’s public education system	81	76	75	77	73	78	83	75	78	74	82	78	69	72	80	77	77	74
The increasing cost of insurance	77	79	78	80	65	81	77	79	75	67	74	75	78	73	78	73	74	84
The value of the Canadian dollar	63	63	60	64	60	60	62	64	65	62	63	62	62	59	65	62	65	60

2013 n=2282

Although fresh water remains Canada's most important natural resource, there has been a slight decline since 2011



2013=2282; 2012 n=2428; 2011 n=2066; 2010 n=2022; 2009 n=2165

Which of the following do you consider to be Canada's most important natural resource? Please select only one.

Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
Fresh water	43	38	47	49	49	45	41	34	45	55	45	43	54	46	47	46	46	50
Forests	27	7	7	12	23	14	28	9	14	17	21	17	9	14	17	16	20	11
Agricultural land	12	12	26	18	14	22	10	11	16	14	13	18	18	16	17	15	17	21
Oil	11	41	15	15	8	12	14	43	18	7	14	17	14	16	14	17	12	15
Base metals	3	1	3	4	4	1	3	2	5	6	4	3	3	5	2	4	2	1
Fisheries	3	0	0	1	1	6	3	0	2	1	2	2	1	2	2	2	2	1
Coal	1	0	1	0	0	1	1	0	0	1	1	0	0	1	0	0	1	1

2013 n=2,282

Which of the following do you consider to be Canada's most important natural resource? Please select only one.

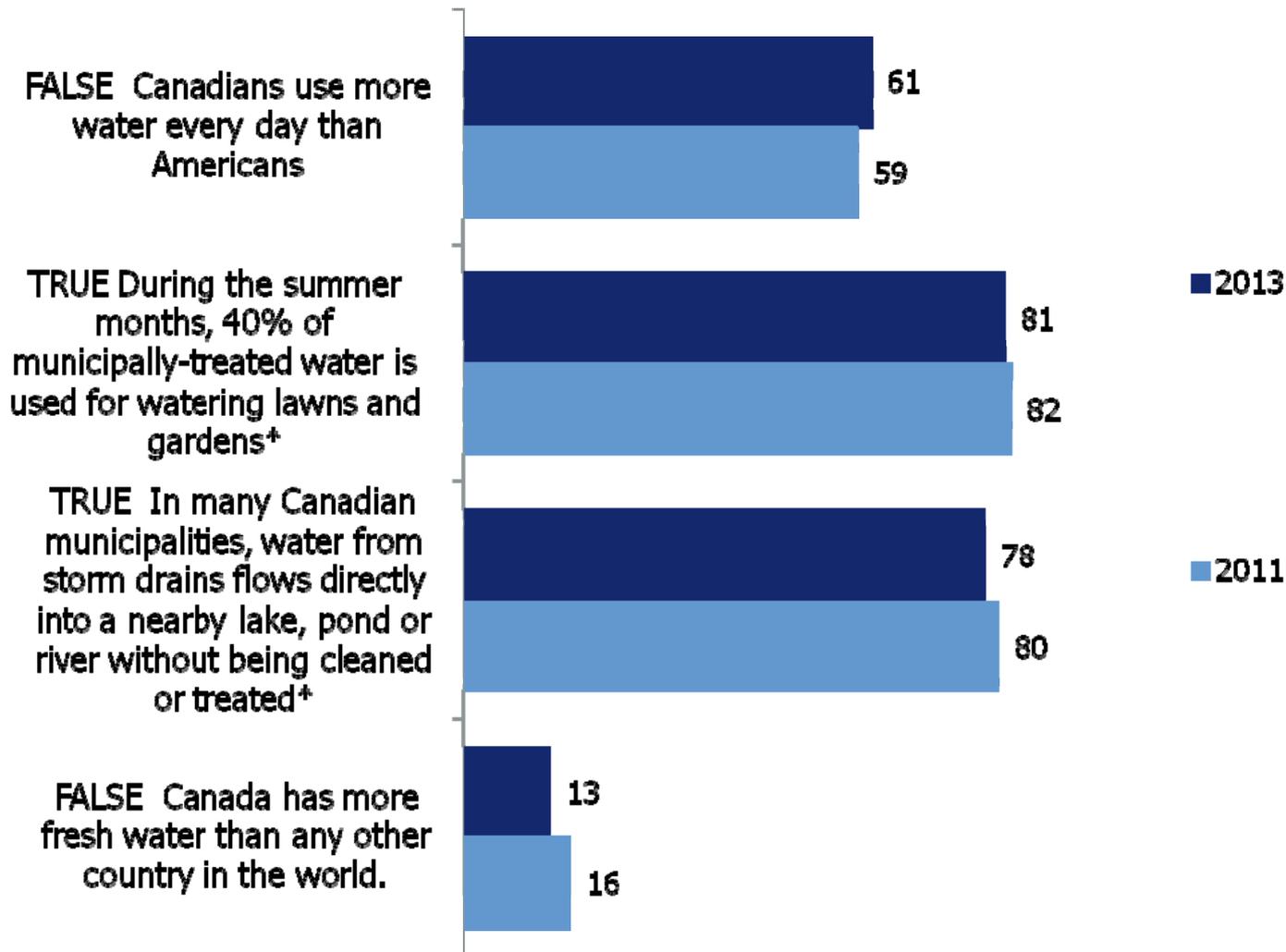
Alberta is the only region in Canada that does not rank fresh water as Canada's most important natural resource

	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic
Fresh water	43	38	47	49	49	45
Forests	27	7	7	12	23	14
Agricultural land	12	12	26	18	14	22
Oil	11	41	15	15	8	12
Base metals	3	1	3	4	4	1
Fisheries	3	0	0	1	1	1
Coal	1	0	1	0	0	1

2013 $n=2,282$

14 Which of the following do you consider to be Canada's most important natural resource? Please select only one.

Water views



2013 *n*=2,282

Please indicate whether you believe the following to be true or false:

Demographics, 2013 (1 of 2)

		REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
		British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100)	Mid-size towns/	Rural (<1000)
Canadians use more water every day than Americans	True	39	29	32	35	49	34	41	28	34	46	31	37	47	42	35	36	45	36
Canadians use more water every day than Americans	False	60	70	68	64	50	66	57	71	64	53	68	62	52	57	65	63	53	63
During the summer months, 40% of municipally-treated water is used for watering lawns and gardens	True	78	82	86	83	77	82	75	83	83	79	81	82	80	80	83	81	81	81
During the summer months, 40% of municipally-treated water is used for watering lawns and gardens	False	21	18	13	16	21	18	23	16	16	21	18	17	20	20	17	18	18	19

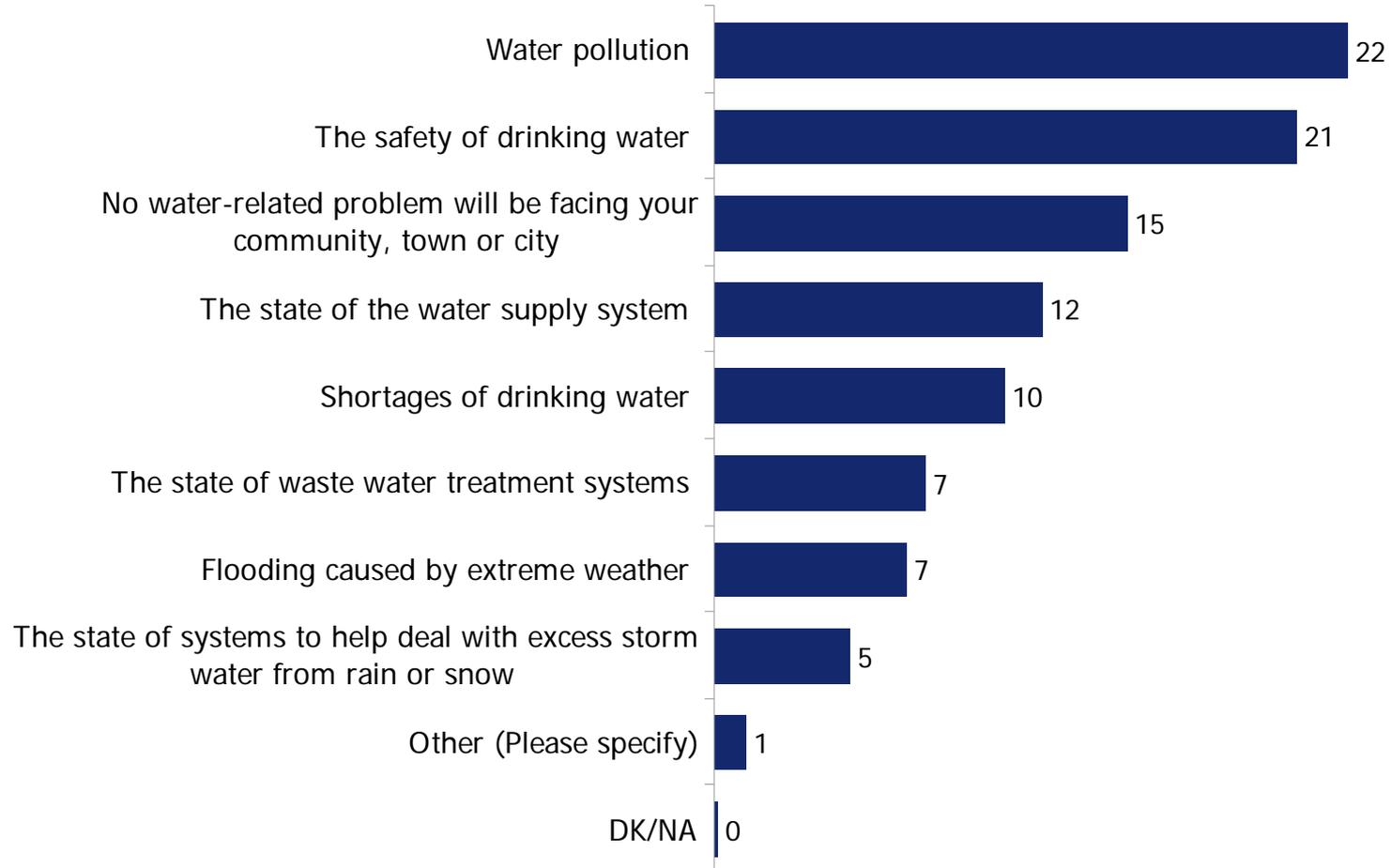
 Correct Answer

Demographics, 2013 (2 of 2)

		REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
		British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100)	Mid-size towns/	Rural (<1000)
In many Canadian municipalities, water from storm drains flows directly into a nearby lake, pond or river without being cleaned or treated.	True	77	74	84	78	77	85	73	74	76	77	76	75	84	81	76	76	79	84
In many Canadian municipalities, water from storm drains flows directly into a nearby lake, pond or river without being cleaned or treated.	False	23	25	15	21	22	15	27	25	24	22	23	24	16	19	24	24	19	16
Canada has more fresh water than any other country in the world.	True	86	83	88	87	83	95	87	83	85	84	81	86	91	87	85	85	84	90
Canada has more fresh water than any other country in the world	False	13	16	12	11	16	5	12	17	14	14	16	13	9	12	14	13	14	9

 Correct Answer

Water pollution and safety of drinking water are expected to be the greatest water-related issues ten years from now



2013 n=2282

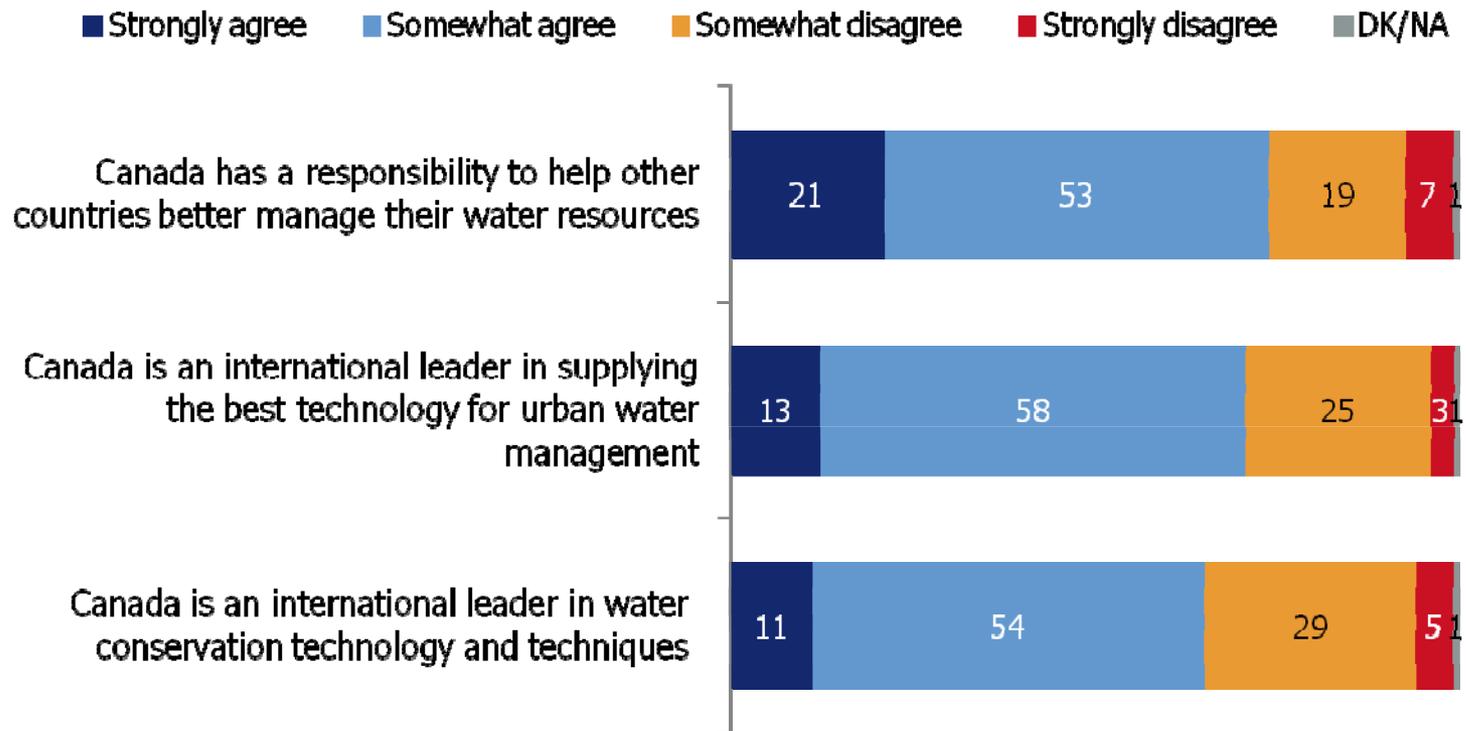
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities	Rural (<1000)
Water pollution	23	15	21	21	28	19	27	12	22	28	31	19	18	21	24	23	26	16
The safety of drinking water	17	17	23	22	21	22	14	18	21	18	19	21	21	20	21	19	21	26
No water-related problem will be facing your community, town or city	15	21	10	13	15	13	16	20	11	11	12	15	16	15	14	13	15	19
The state of the water supply system	11	14	13	10	11	15	12	15	10	16	7	11	17	14	10	12	10	13
Shortages of drinking water	10	17	6	11	7	10	9	16	10	7	11	11	9	10	11	10	10	12
The state of waste water treatment systems	10	7	8	8	7	4	7	9	9	8	6	8	8	7	8	9	7	4
Flooding caused by extreme weather	9	2	13	5	7	12	9	3	7	8	8	6	6	7	6	7	8	7
The state of systems to help deal with excess storm water from rain or snow (storm water management systems)	3	3	6	7	3	3	5	4	9	4	5	6	3	4	5	6	4	2
Other	1	2	2	1	0	2	1	2	1	0	0	1	2	1	1	1	0	3
DK/NA	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0

2013 n=2282

19 Ten years from now, which one of the following do you think will be the greatest water-related problem facing your community, town or city?

Canadians believe Canada is a leader in water management and should help other countries better manage their water resources



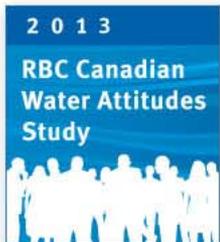
2013 *n*=2282

20 Please indicate whether you agree or disagree with each of the following statements.

Total Agree, by Demographics, 2013

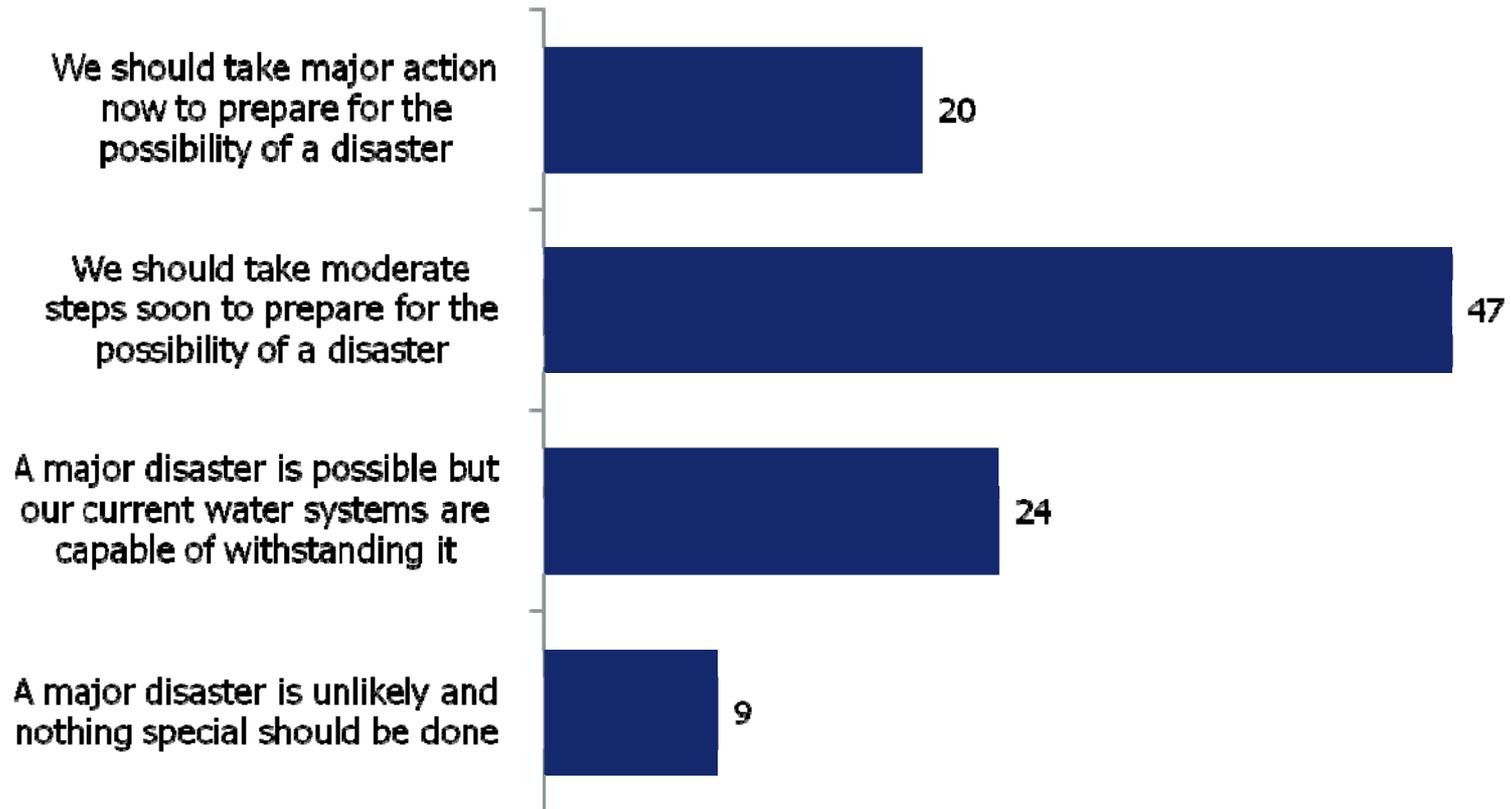
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Canada has a responsibility to help other countries better manage their water resources	71	72	77	75	77	75	75	72	77	79	75	72	76	73	76	76	74	69
Canada is an international leader in supplying the best technology for urban water management	71	75	70	70	73	73	76	75	72	76	71	73	69	69	73	72	69	70
Canada is an international leader in water conservation technology and techniques	62	70	70	64	66	67	65	72	66	65	65	69	61	63	68	65	67	66

Extreme Weather



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Nine out of 10 Canadians think a major disaster is possible in their community, town or city



2013 *n*=2282

Major disasters like Hurricane Sandy in the fall of 2012 can adversely affect the supply of safe drinking water. Which one of the following approaches do you think your community, town or city should take to prepare for the possibility of a major disaster affecting drinking water supplies?

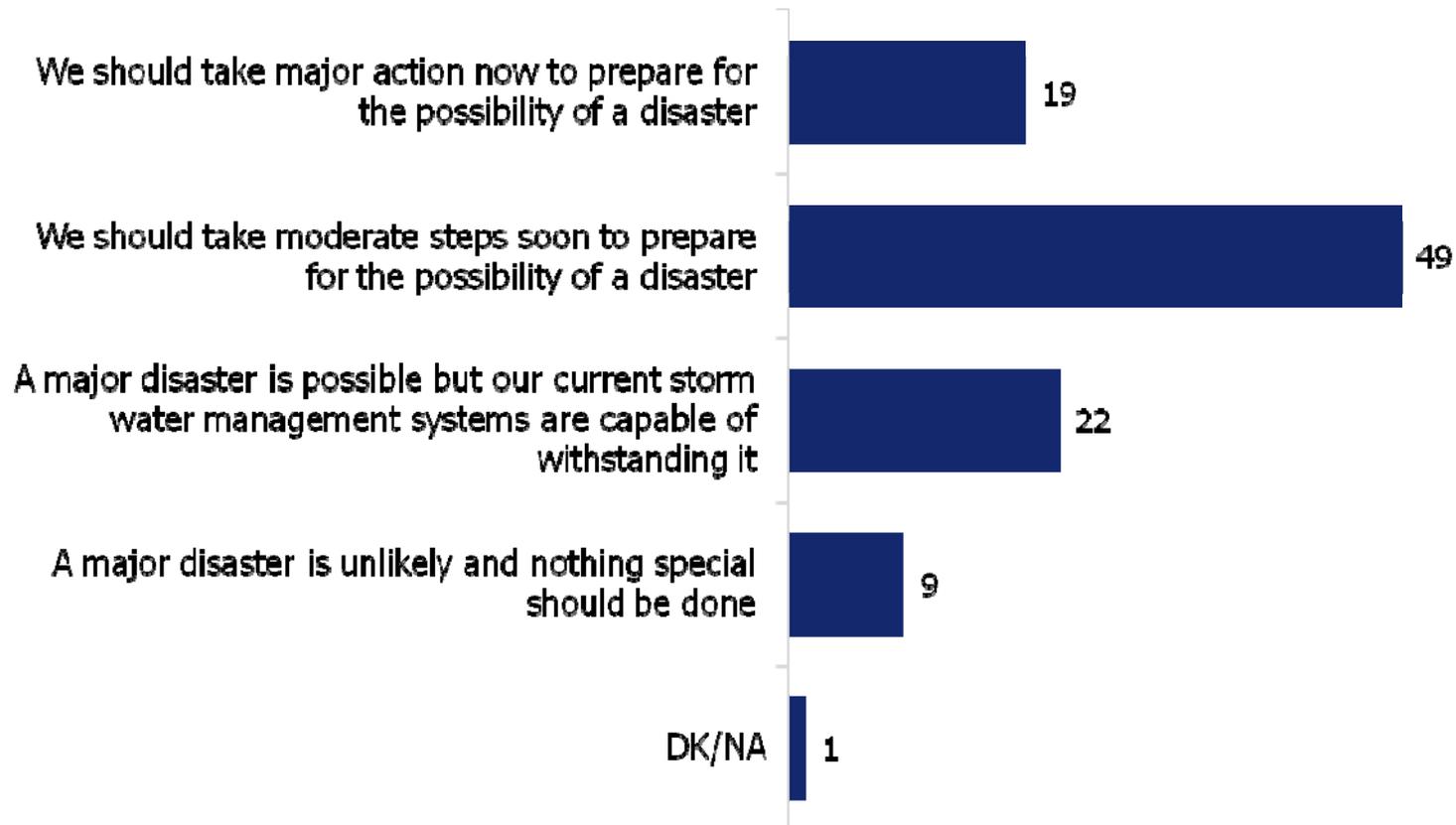
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/ cities	Rural (<10,000)
A major disaster is unlikely and nothing special should be done	5	15	16	7	11	5	5	14	6	8	12	8	7	11	7	7	9	15
A major disaster is possible but our current water systems are capable of withstanding it	19	24	28	21	29	23	18	25	22	26	29	22	21	27	21	22	25	26
We should take moderate steps soon to prepare for the possibility of a disaster	51	45	42	50	43	48	52	45	50	46	46	50	45	45	49	50	45	42
We should take major action now to prepare for the possibility of a disaster	24	15	15	21	17	23	25	16	22	20	12	20	26	17	22	21	20	16

2013 n=2282

Major disasters like Hurricane Sandy in the fall of 2012 can adversely affect the supply of safe drinking water. Which one of the following approaches do you think your community, town or city should take to prepare for the possibility of a major disaster affecting drinking water supplies?

Few are aware of the consequences if excess water caused by rain and snow storms is not managed properly



2013 $n=2282$

Major disasters like Hurricane Sandy can also cause flooding by overwhelming municipal storm water management systems. Which one of the following approaches do you think your community, town or city should take to prepare for the possibility of a major disaster affecting storm water management systems?

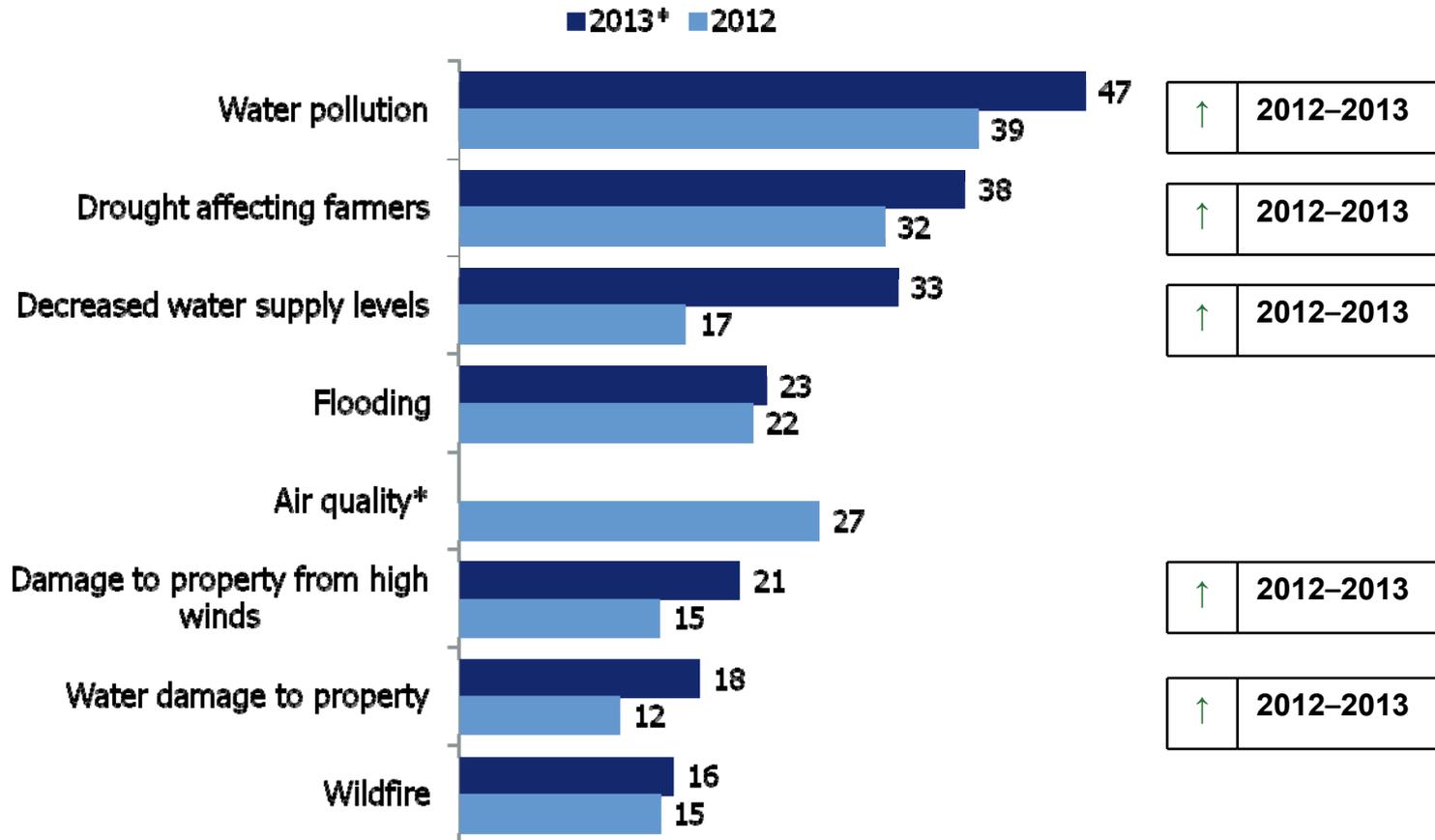
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<1000)
A major disaster is unlikely and nothing special should be done	6	14	15	7	11	5	3	12	5	6	10	9	9	12	6	7	9	17
A major disaster is possible but our current storm water management systems are capable of withstanding it	20	26	26	18	25	23	23	22	18	23	27	19	20	25	18	19	24	26
We should take moderate steps soon to prepare for the possibility of a disaster	52	44	41	54	44	49	52	47	55	52	48	50	48	46	52	53	45	42
We should take major action now to prepare for the possibility of a disaster	22	14	16	20	17	22	21	16	21	18	13	21	22	16	21	20	21	14

2013 n=2282

Major disasters like Hurricane Sandy can also cause flooding by overwhelming municipal storm water management systems. Which one of the following approaches do you think your community, town or city should take to prepare for the possibility of a major disaster affecting storm water management systems?

In 2013, decreased water supply in an extreme weather event became a growing concern for Canadians



2013 n=2,282.

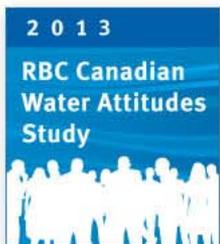
When you think of the increasing frequency and severity of extreme weather events, which two of the following most concern you?

Canadians in the Prairies are most concerned about droughts resulting from extreme weather. Canadians in other regions are more concerned about water pollution.

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities (25,000-100,000)	Rural (<10,000)
Water pollution	43	44	32	47	58	42	49	43	51	59	55	46	43	48	47	50	49	38
Drought affecting farmers	35	42	45	45	26	29	27	43	38	27	27	39	47	37	38	38	37	38
Decreased water supply levels	30	39	23	33	33	34	29	40	32	30	33	33	32	32	33	32	31	36
Flooding	26	15	37	21	25	21	30	17	28	30	29	23	17	24	22	26	22	16
Damage to property from high winds	15	23	19	22	17	37	11	19	20	15	16	21	26	20	22	16	23	32
Water damage to property	15	12	24	17	21	21	19	12	22	25	20	20	14	19	17	20	17	13
Wildfire	31	19	16	11	16	13	28	21	7	13	16	17	16	15	17	14	15	22

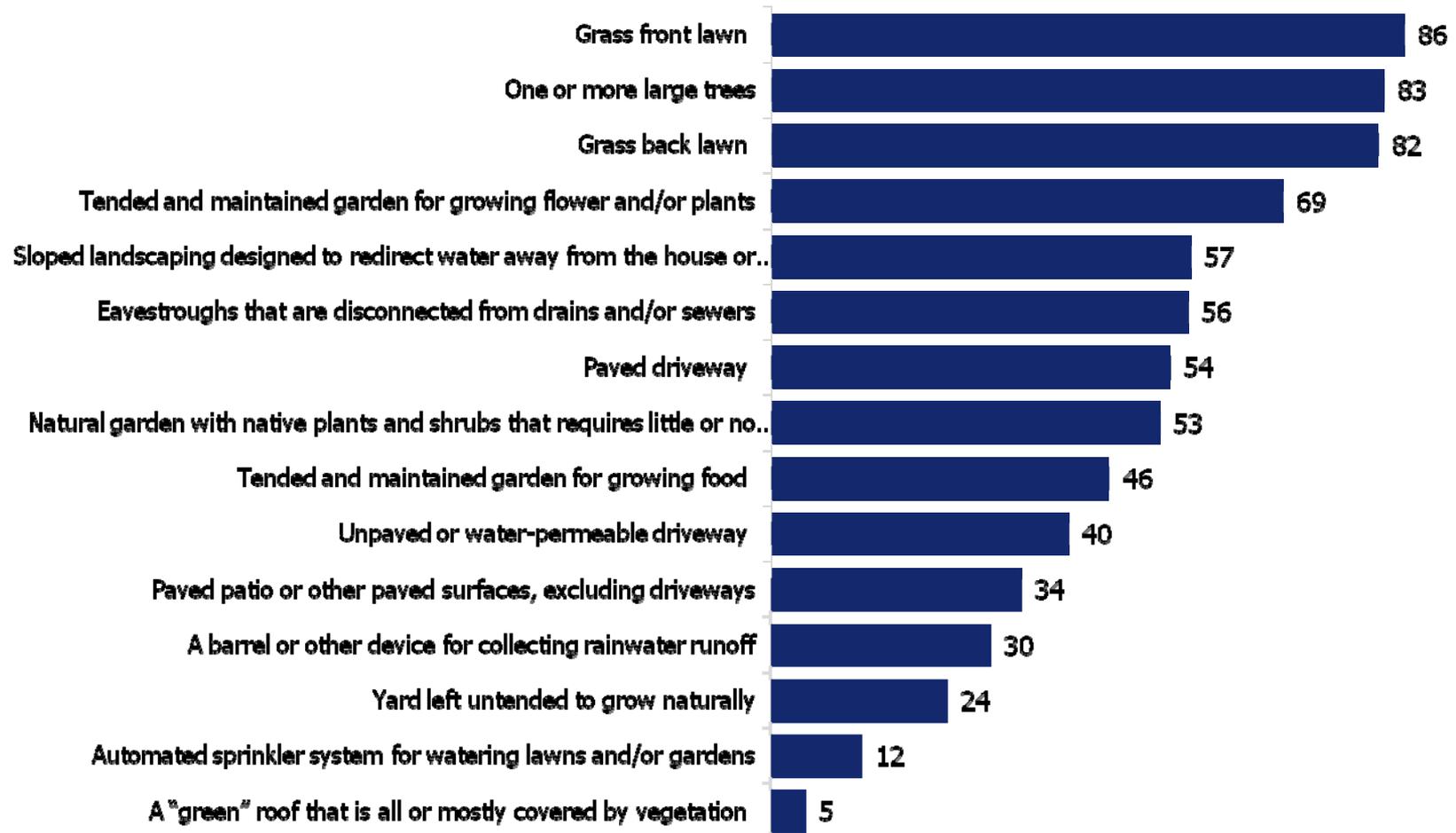
2013 n=2282

House & Home: Outdoor Water Behaviour



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Canadians are most likely to have grass front and back lawns and one or more trees outside their home



“Yes,” By Demographics, 2013

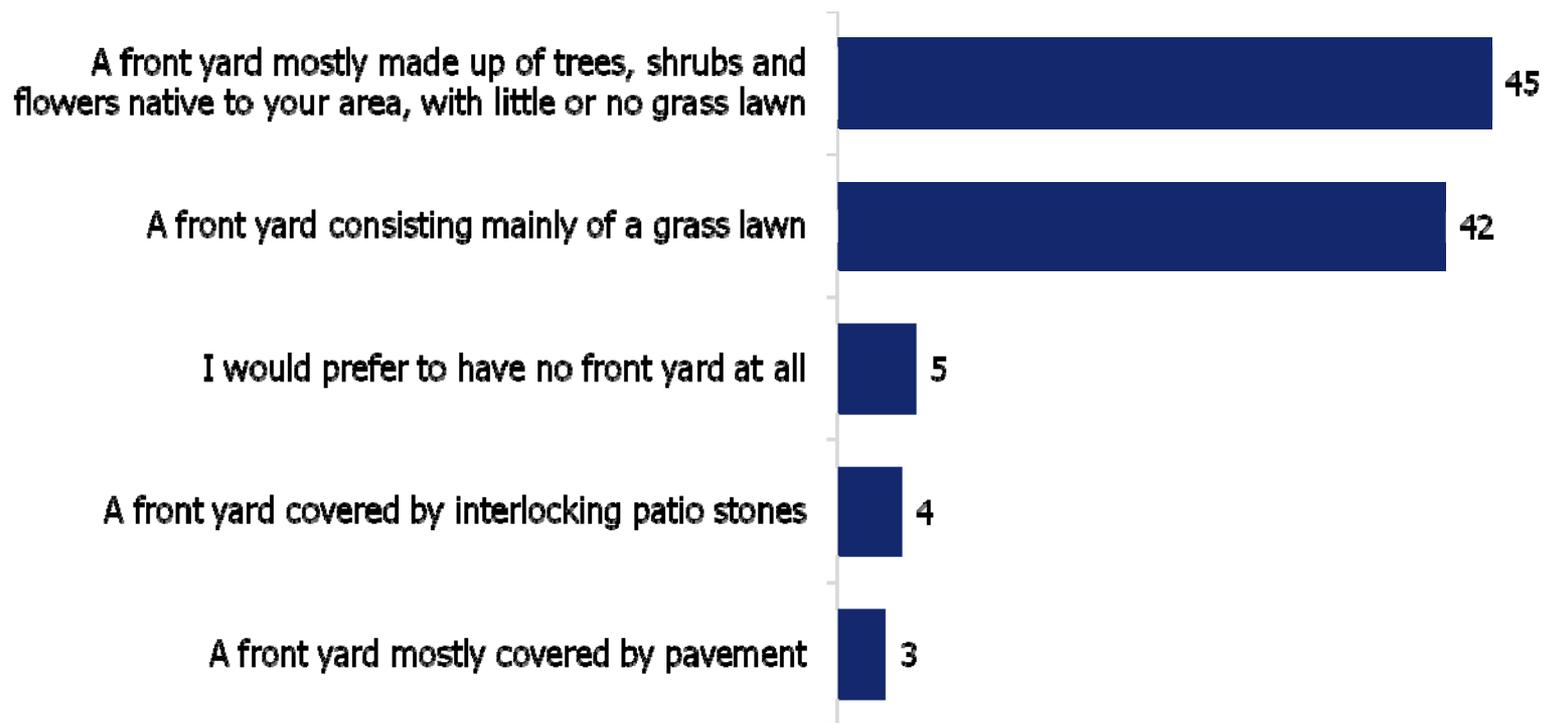
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	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
Grass front lawn	80	90	92	86	81	93	83	89	76	81	84	87	85	84	87	83	88	90
One or more large trees	78	81	89	83	80	92	74	75	76	78	80	79	91	82	84	79	80	93
Grass back lawn	82	86	89	81	77	88	82	83	74	76	80	83	83	81	83	78	85	87
Tended and maintained garden for growing flower and/or plants	74	69	76	70	63	69	71	68	70	66	66	69	73	67	71	68	69	72
Sloped landscaping designed to redirect water away from the house or towards vegetation	50	73	67	57	45	62	45	68	43	40	43	57	69	58	56	51	57	68
Eaves troughs that are disconnected from drains and/or sewers	42	61	78	62	41	62	36	55	55	32	52	54	63	61	53	53	54	66
Paved driveway (e.g., asphalt or cement)	68	47	39	56	58	40	77	57	68	66	55	57	49	56	52	69	57	22
Natural garden with native plants and shrubs that requires little or no watering	53	46	39	54	53	63	53	45	49	47	52	52	54	49	55	46	54	65
Tended and maintained garden for growing food	52	47	58	42	45	41	50	31	40	42	48	42	48	43	48	40	48	54
Unpaved or water-permeable driveway (e.g., gravel or interlocking brick)	29	39	58	40	33	58	19	24	28	31	38	40	42	36	44	24	39	72

2013 n=1554

“Yes,” By Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/ cities	Rural (<1000)
Paved patio or other paved surfaces, excluding driveways	47	35	30	35	37	10	54	39	41	41	36	34	32	33	34	43	34	17
A barrel or other device for collecting rainwater runoff	23	42	44	30	26	20	21	34	25	18	28	29	33	26	33	26	28	39
Yard left untended to grow naturally	18	12	18	25	31	28	17	13	24	31	26	25	21	24	23	21	24	29
Automated sprinkler system for watering lawns and/or gardens	20	14	9	12	14	1	12	17	17	19	16	12	10	14	11	15	14	6
A “green” roof that is all or mostly covered by vegetation	3	3	3	4	10	1	4	5	6	12	7	5	2	6	4	6	6	2

Canadians are generally split between preferring a front lawn of plants and shrubs versus a grass lawn



2013 $n=2282$

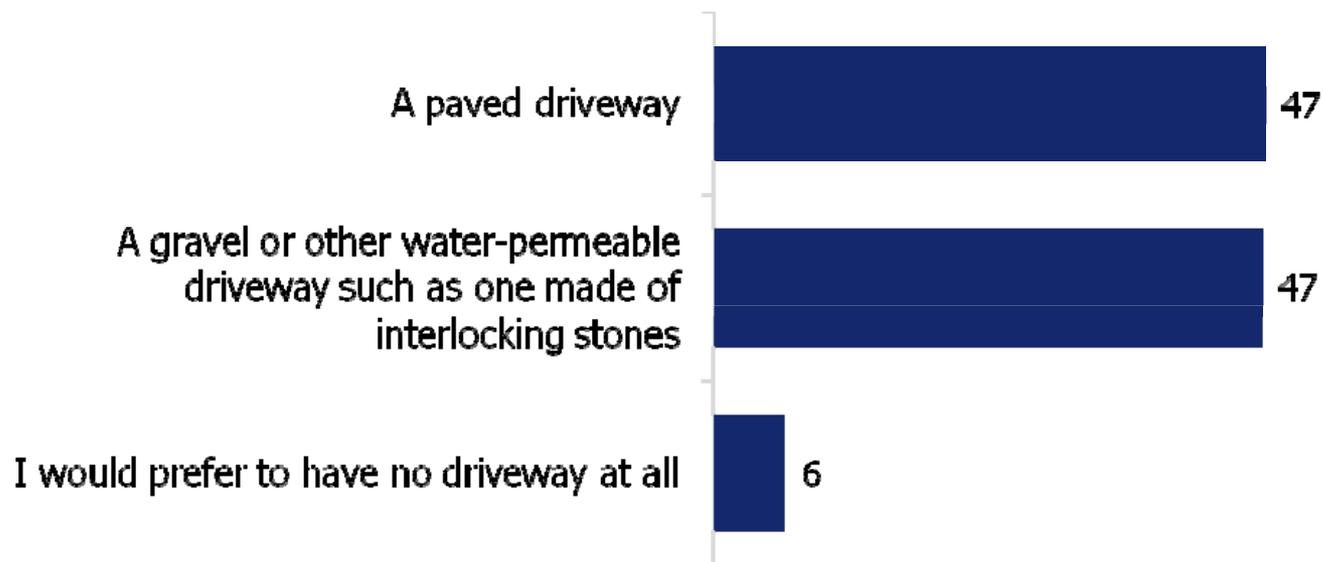
“Yes,” By Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/	Rural (<1000)
A front yard mostly made up of trees, shrubs and flowers native to your area, with little or no grass lawn	48	44	36	45	49	39	44	44	42	44	38	42	56	44	46	43	48	49
A front yard consisting mainly of a grass lawn	41	43	57	42	33	58	40	42	38	38	44	44	37	43	41	41	41	45
I would prefer to have no front yard at all	5	7	2	5	7	2	6	6	7	6	6	6	4	5	5	7	4	3
A front yard covered by interlocking patio stones	4	3	3	6	5	1	6	3	9	6	7	4	2	5	4	6	3	1
A front yard mostly covered by pavement	3	3	2	3	5	1	4	4	4	6	5	3	1	4	3	4	4	2

2013 *n*=2282

34 Thinking of the ideal home for you, which one of the following types of front yards would be most important for you to have?

Canadians are split between preferring a paved driveway and a water-permeable driveway



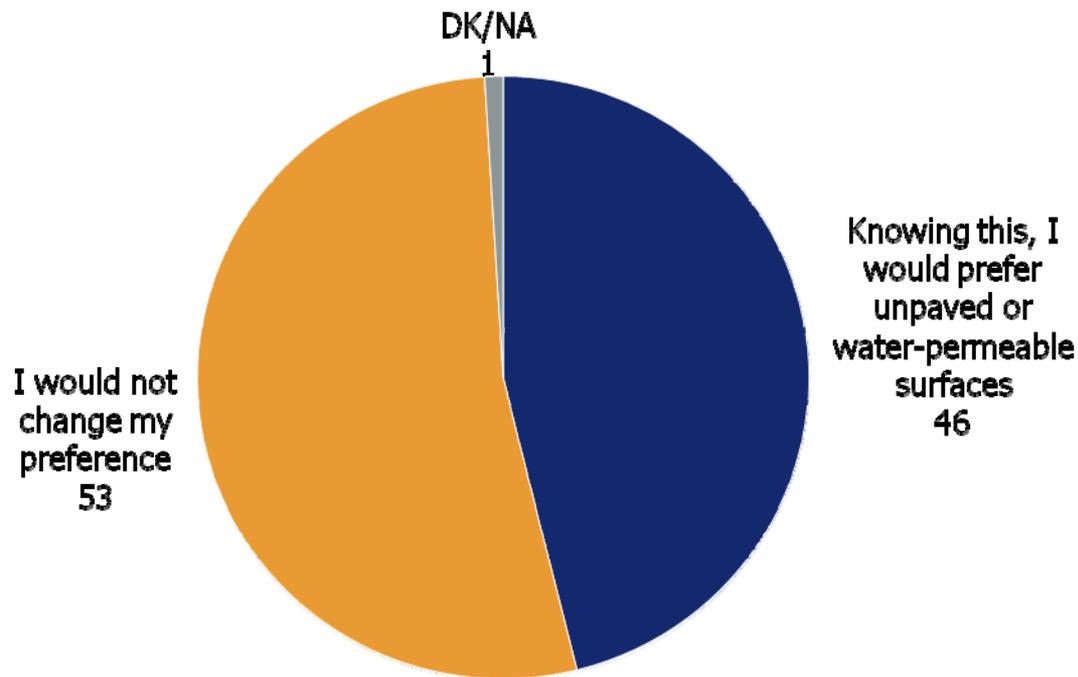
2013 $n=2282$

“Yes,” By Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<10,000)
A paved driveway	49	48	50	43	51	51	52	52	45	51	53	46	43	50	45	49	51	38
A gravel or other water-permeable driveway such as one made of interlocking stones	43	43	47	53	41	48	35	36	49	41	41	48	52	44	50	43	46	60
I would prefer to have no driveway at all	9	9	3	4	8	1	13	12	6	8	6	6	5	7	5	8	4	2

2013 *n*=2282

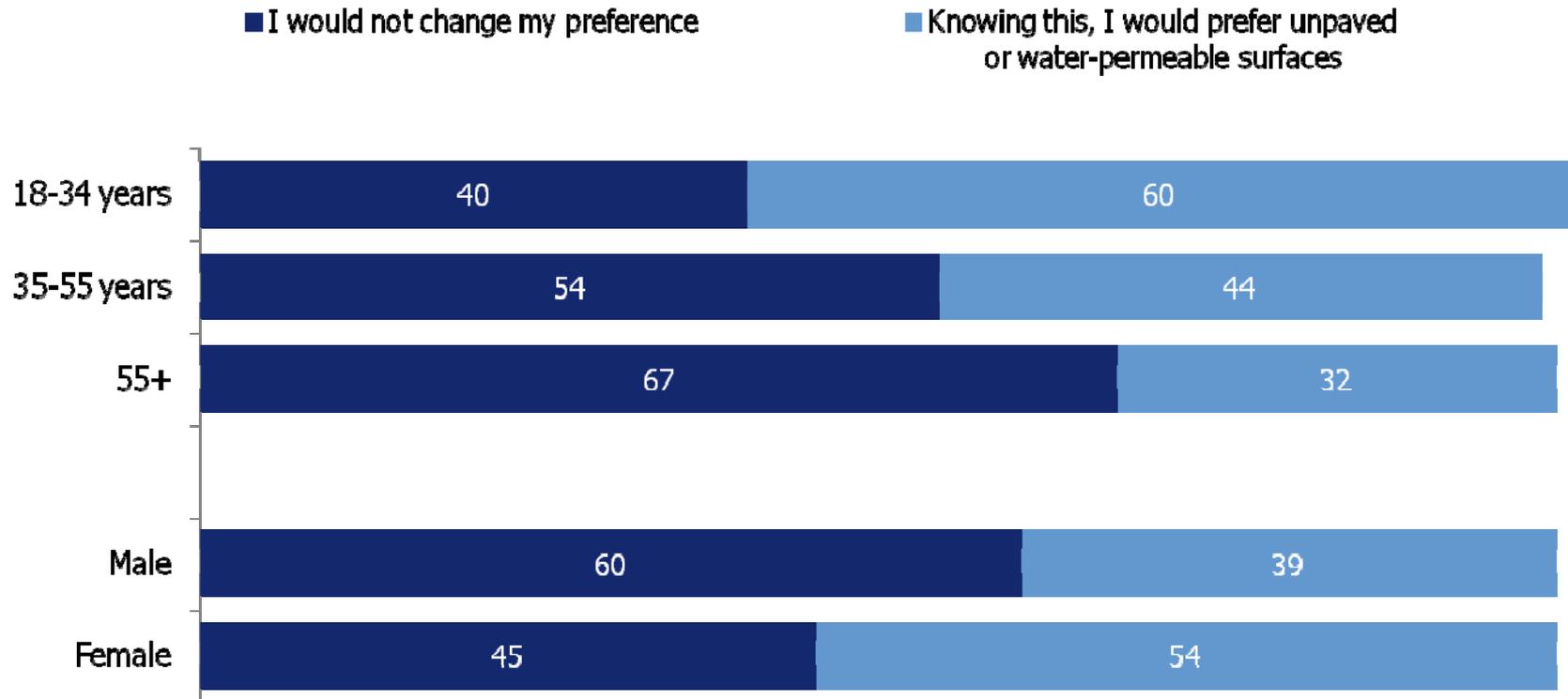
Canadians are divided about their preference for unpaved surfaces, even when they know about the benefits they provide



2013 $n=1122$

If you knew that unpaved surfaces were the best for our water supply and treatment systems because they allow rainwater and melted snow to seep slowly into the ground, would that change your preference for these different types of front yards and/or driveways?

By Age and Gender, 2013



2013 $n=1122$

If you knew that unpaved surfaces were the best for our water supply and treatment systems because they allow rainwater and melted snow to seep slowly into the ground, would that change your preference for these different types of front yards and/or driveways?

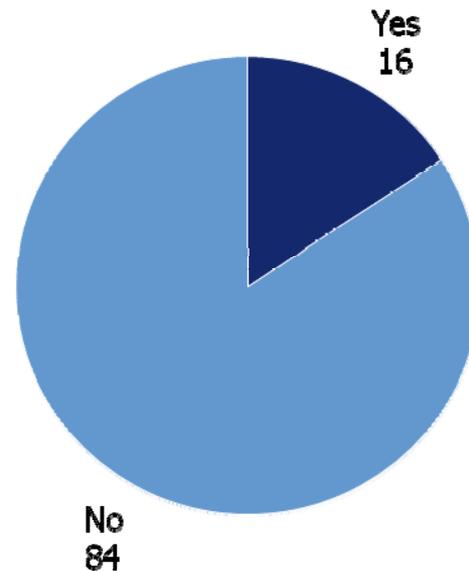
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<1000)
Knowing this, I would prefer unpaved or water-permeable surfaces	44	40	43	52	42	48	50	46	58	51	60	44	32	39	54	47	43	48
I would not change my preference	55	60	57	47	57	49	49	54	40	48	40	54	67	60	45	52	57	51

2013 n=1122

If you knew that unpaved surfaces were the best for our water supply and treatment systems because they allow rainwater and melted snow to seep slowly into the ground, would that change your preference for these different types of front yards and/or driveways?

Majority of Canadians have not experienced water-related damage in their home in the last two years

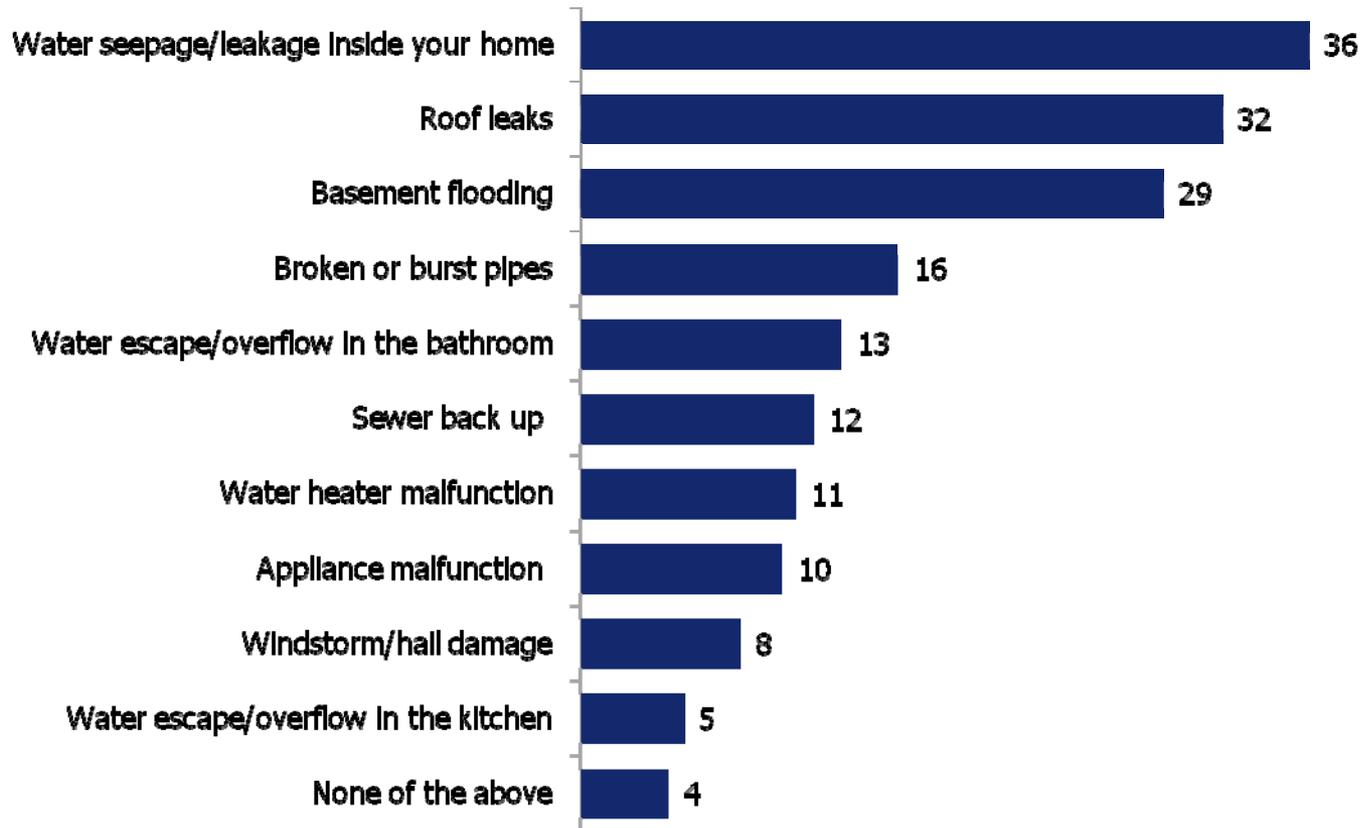


	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Yes	15	17	18	17	13	13	16	14	20	17	20	16	11	14	17	16	16	14
No	85	83	82	83	87	87	84	86	80	83	80	84	89	86	83	84	84	86

2013 n=2282

40 In the past 2 years, have you experienced any water related damage to your home?

Most common water related damage experiences by Canadians include: water leakage inside homes, water leaks and basement flooding



2013 *n*=369

What water related damage have you experienced? Please select all that apply.

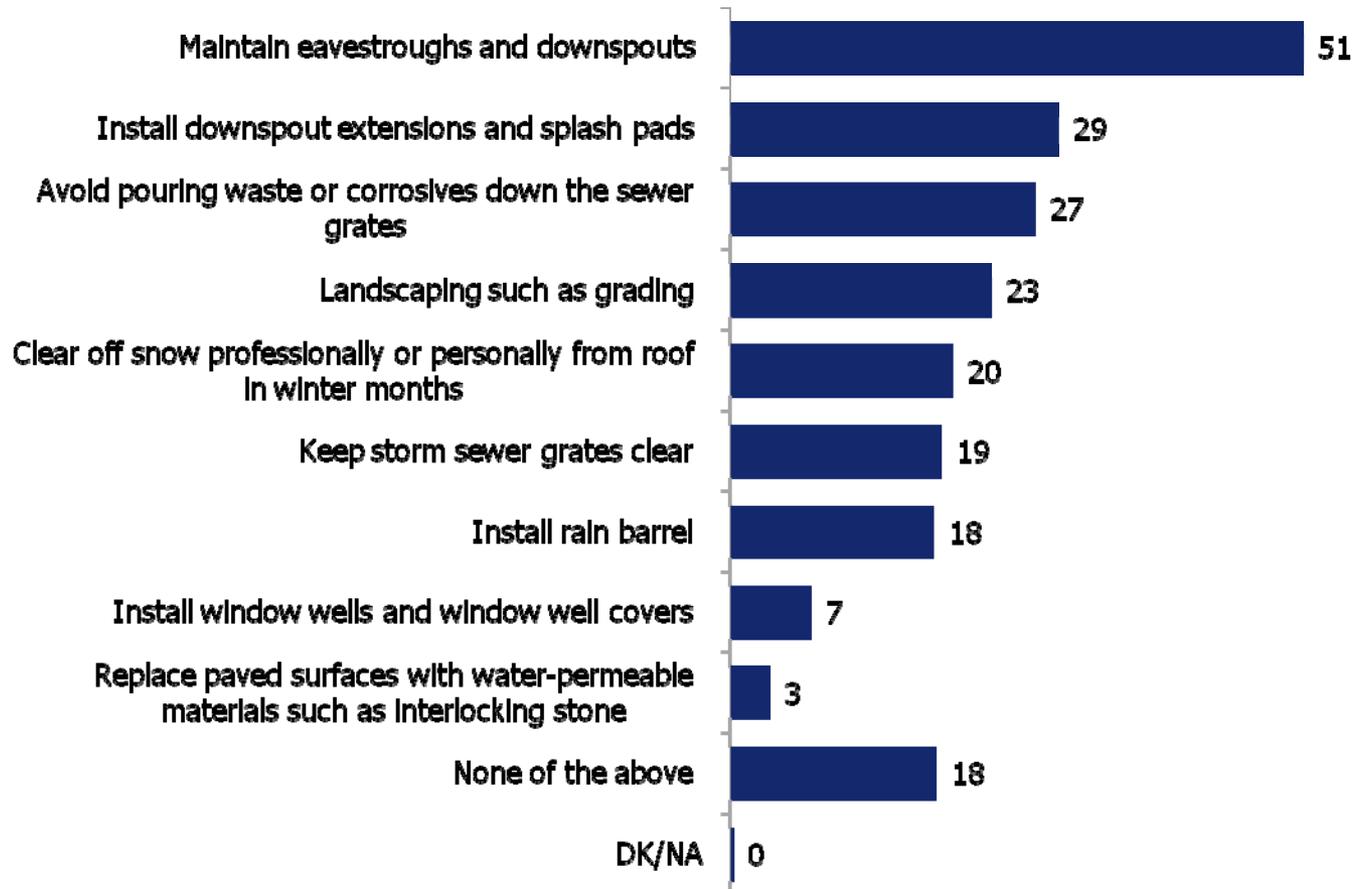
By Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/ cities (25,000-100,000)	Rural (<1000)
Water seepage/leakage inside your home	25	28	48	43	34	26	18	15	39	24	30	45	31	33	39	36	34	40
Roof leaks	48	33	21	33	21	43	51	19	35	17	31	34	30	32	32	31	31	39
Basement flooding	17	21	39	29	36	39	17	12	23	38	34	27	25	25	32	26	30	37
Broken or burst pipes	31	17	15	13	14	14	30	20	16	17	16	17	14	14	18	20	13	5
Water escape/overflow in the bathroom	16	13	0	13	18	8	23	13	14	26	15	15	7	14	12	17	9	6
Sewer back up	11	6	23	11	13	7	18	8	13	22	14	11	9	13	11	13	10	9
Water heater malfunction	8	10	14	12	12	0	13	2	15	18	17	7	8	9	12	12	6	12
Appliance malfunction	15	12	10	9	10	8	13	13	12	10	13	7	10	9	11	11	13	2
Windstorm/hail damage	7	16	16	7	4	6	9	24	7	5	9	7	8	10	7	8	10	6
Water escape/overflow in the kitchen	4	5	4	6	6	0	6	7	7	8	8	5	0	8	3	7	5	0
None of the above	8	6	0	4	4	4	6	3	5	2	3	6	5	4	5	5	6	0

2013 n=369

42 What water related damage have you experienced? Please select all that apply.

Top measures taken by Canadians to prevent water damage outside of the home include maintaining eavestroughs and downspouts



2013 *n*=1,554

What are the top preventative measures you take or have taken to help prevent water damage OUTSIDE of your home? Please select up to three.

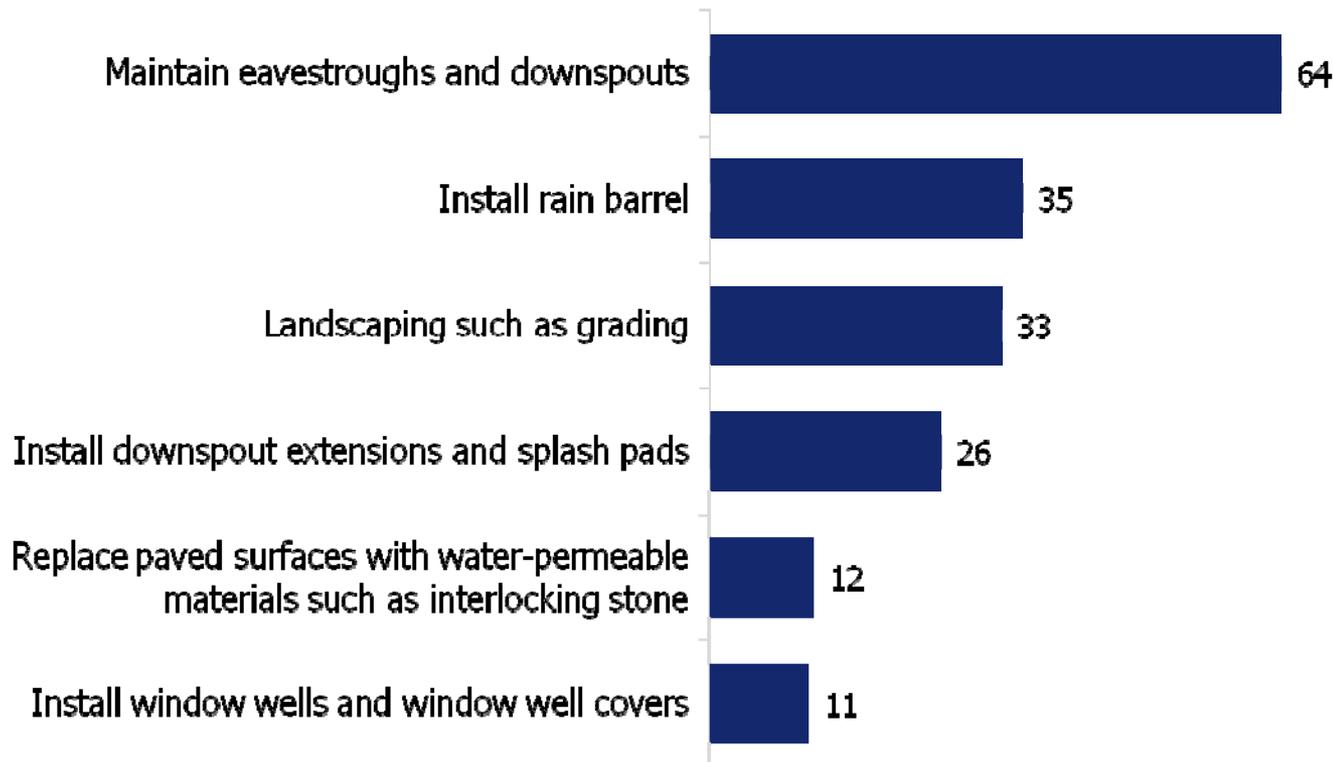
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/	Rural (<1000)
Maintain eavestroughs and downspouts	48	59	66	56	31	58	43	58	46	28	38	50	64	48	54	49	51	54
Install downspout extensions and splash pads	18	32	31	32	26	33	19	32	29	22	22	27	38	30	29	29	30	29
Avoid pouring waste or corrosives down the sewer grates	37	28	23	28	22	29	41	32	32	15	28	24	30	27	28	32	27	19
Landscaping such as grading	22	30	37	22	14	31	19	27	18	11	15	25	28	24	23	22	22	27
Clear off snow professionally or personally from roof in winter months	15	13	19	16	29	29	9	9	16	22	24	18	19	17	22	15	22	26
Keep storm sewer grates clear	26	19	16	22	13	12	31	22	30	16	19	20	17	20	18	24	18	9
Install rain barrel	11	25	26	21	14	10	8	24	16	10	16	17	21	18	18	16	17	23
Install window wells and window well covers	4	6	6	9	8	4	7	9	13	10	9	8	4	6	8	9	8	2
Replace paved surfaces with water-permeable materials	3	2	6	3	5	3	4	4	4	8	4	4	2	3	4	4	5	1
None of the above	22	16	10	15	27	15	24	15	16	31	23	19	13	20	17	17	18	21

2013 n=1,554

What are the top preventative measures you take or have taken to help prevent water damage OUTSIDE of your home? Please select up to three.

Most Canadians plan to maintain eavestroughs and downspouts in the coming year to prevent water damage



2013 *n*=1554

Which of the following preventative measures to help prevent water damage OUTSIDE of your home do you plan to take in the coming year?

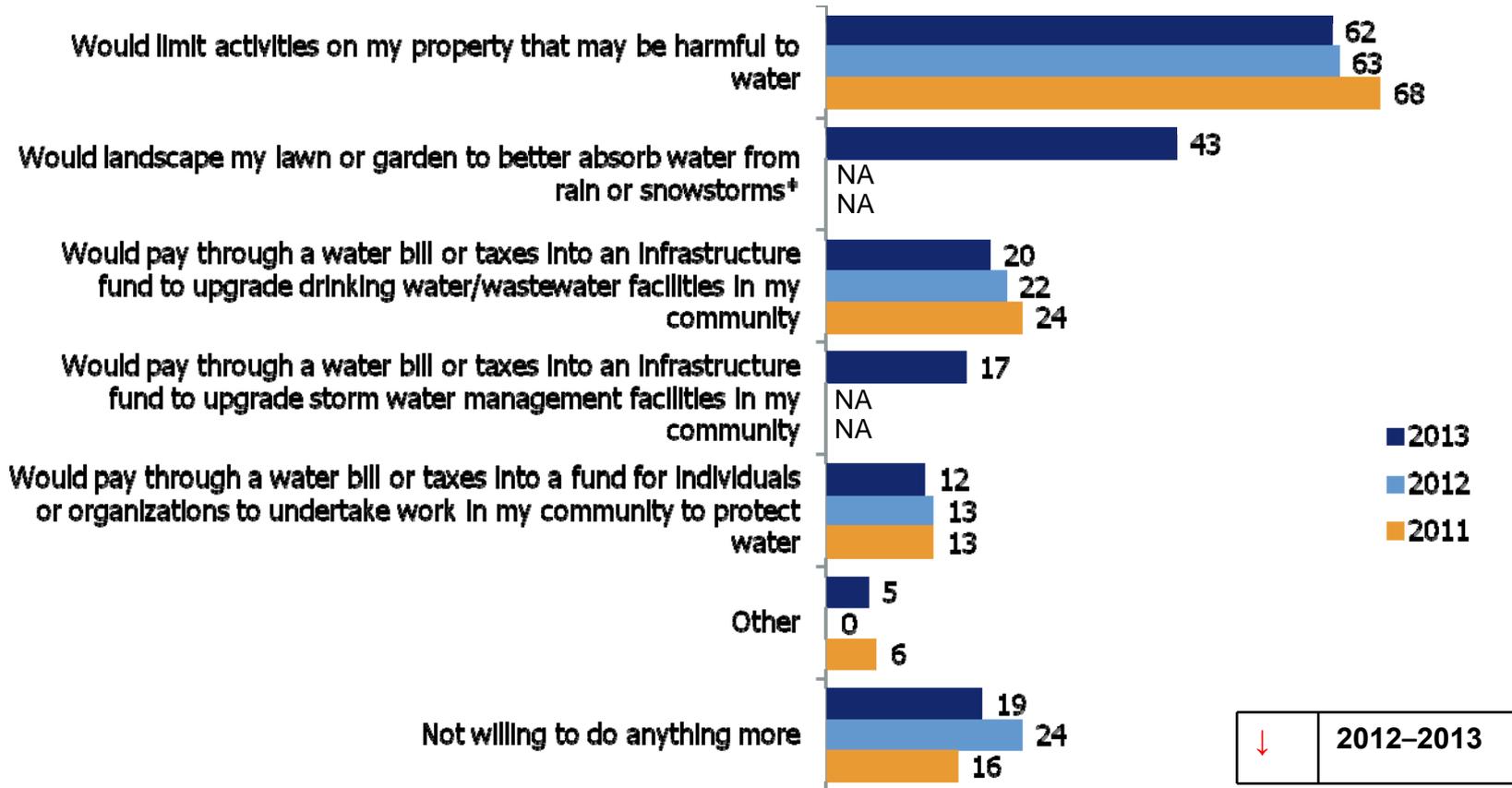
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/ cities	Rural (<1000)
Maintain eavestroughs and downspouts	63	73	73	67	49	65	60	65	63	44	53	65	72	61	67	61	63	72
Install rain barrel	27	45	38	35	33	35	24	38	32	33	33	41	29	33	37	38	43	30
Landscaping such as grading	32	36	35	34	30	28	37	35	37	26	34	35	29	32	33	33	28	37
Install downspout extensions and splash pads	18	34	24	28	21	26	14	30	32	20	23	28	26	25	27	25	27	27
Replace paved surfaces with water-permeable materials such as interlocking stone	10	11	8	12	16	8	15	16	20	22	19	13	4	12	11	12	5	13
Install window wells and window well covers	10	13	13	11	13	6	15	17	17	18	17	12	5	12	11	12	5	13

2013 n=1554

46 Which of the following preventative measures to help prevent water damage outside of your home do you plan to take in the coming year?

Most Canadians are willing to limit activities harmful to water on their property, and more than 40% are willing to landscape their lawn or garden to ensure safe drinking water



2013 n=2282, 2012 n=2428, 2011 n=2066 *New in 2013

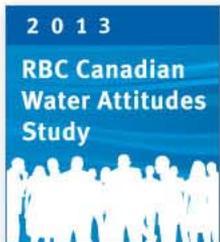
Total Mentions, by Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (< 10,000)
Would limit activities on my property that may be harmful to water	62	63	63	65	55	72	62	65	64	60	66	62	59	58	67	63	59	63
Would landscape my lawn or garden to better absorb water from rain or snowstorms	46	46	52	43	36	50	48	43	40	38	43	45	40	38	48	41	43	49
Would pay through a water bill or taxes into an infrastructure fund to upgrade drinking water/wastewater facilities in my community	23	21	24	21	16	19	25	23	23	16	21	20	19	21	19	23	17	14
Would pay through a water bill or taxes into an infrastructure fund to upgrade storm water management facilities in my community	15	15	17	19	16	10	15	16	22	18	17	16	18	18	15	20	13	9
Would pay through a water bill or taxes into a fund for individuals or organizations to undertake work in my community to protect water	13	13	8	12	12	8	15	13	15	12	16	11	9	12	12	14	11	6
Other	5	2	4	5	7	2	6	3	4	4	4	6	4	4	5	5	6	3
Not willing to do anything more	18	22	19	16	21	18	17	20	18	22	16	18	22	23	14	17	18	22

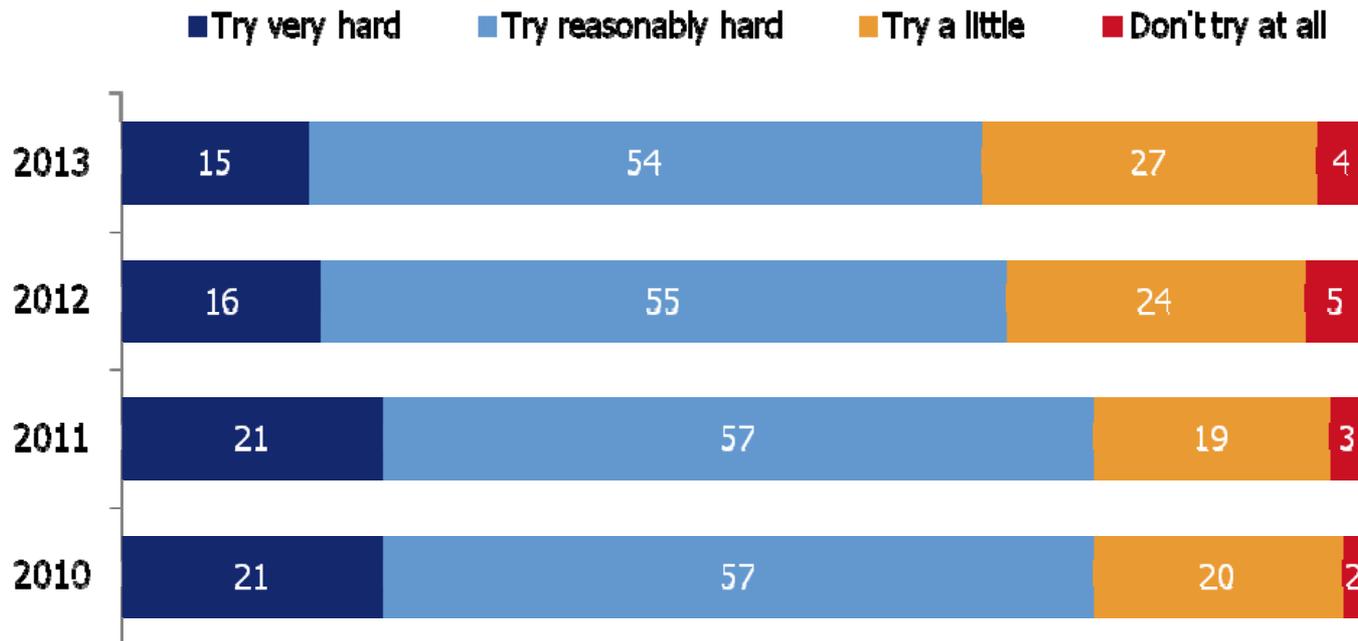
2013 n=2282

48 What would you be willing to undertake – beyond what you currently do – to ensure safe drinking water and/or wastewater disposal for your home?

Efficiency & Conservation Behaviour Inside the Home

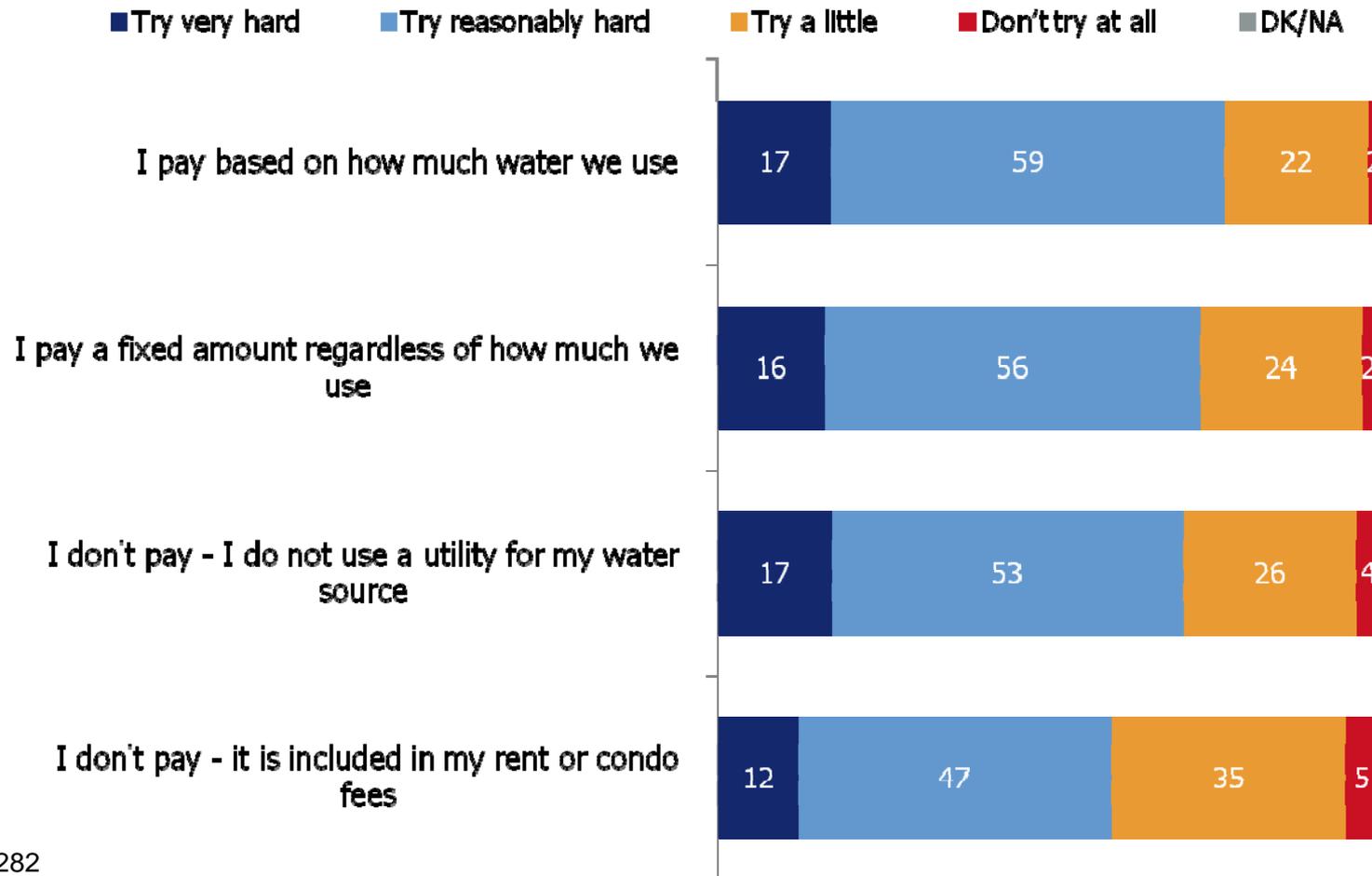


Consistent with previous years, about half of Canadians report they try reasonably hard to conserve water



2013 *n*=2282, 2012 *n*=2428, 2011 *n*=2066, 2010 *n*=2022

Canadians that receive water bills based on their consumption are more likely to conserve water



2013 *n*=2282

To what extent do you personally try to conserve water?

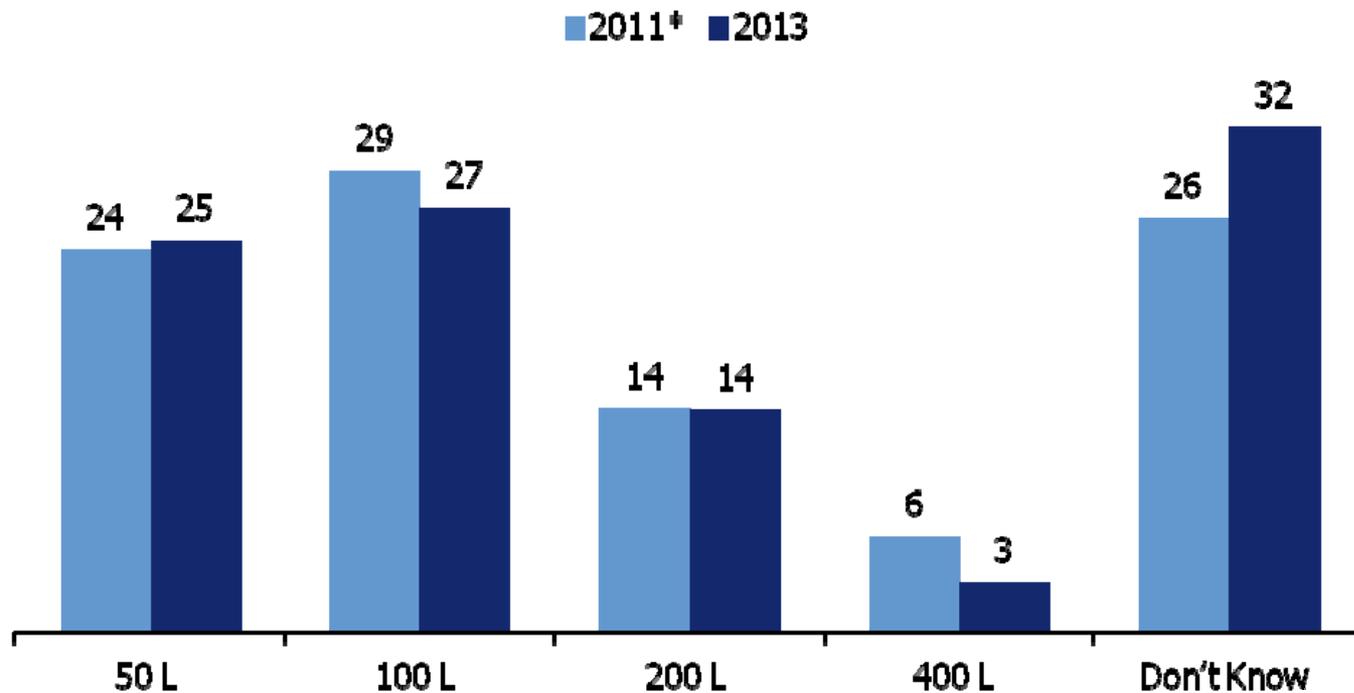
How, if at all, does your household currently pay for water (excluding the installation of water wells or cost of hooking up to an existing system)?

Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities (10,000-100,000)	Rural (<10,000)
Try very hard	11	19	13	17	11	21	13	15	15	14	12	15	18	13	17	14	14	21
Try reasonably hard	55	49	60	50	60	54	53	50	46	55	51	54	56	53	55	51	56	59
Try a little	31	28	25	29	24	31	32	31	35	28	34	27	22	29	26	31	27	17
Don't try at all	2	4	3	4	4	4	1	4	4	3	3	4	3	5	2	4	4	3

2013 *n*=2282

Majority of Canadians believe they use less than 200 litres of water in an average day



2013 *n*=2,282

If you had to guess, what do you think is the total amount of water you personally use in an average day including drinking, bathing, toilet flushing, laundry, dish washing and outdoor use etc.?

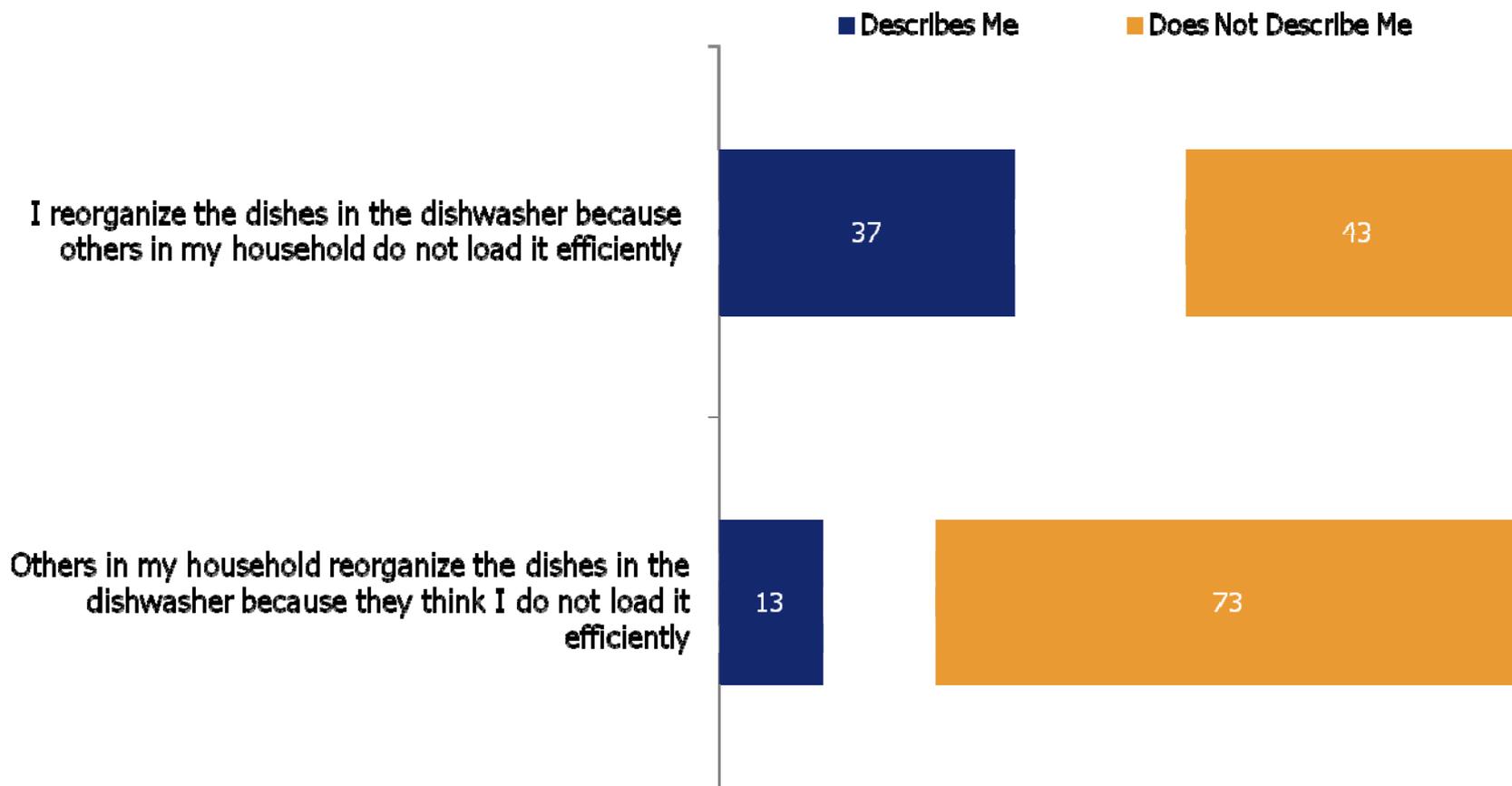
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
50 L	21	23	27	25	24	32	18	23	22	21	24	25	25	29	21	22	24	34
100 L	26	27	30	28	24	26	30	29	33	27	31	24	25	30	23	29	25	22
200 L	15	16	12	14	13	14	15	16	13	14	14	15	12	15	13	14	16	11
400 L	4	2	1	3	3	3	5	3	4	2	4	3	2	3	3	3	4	3

2013 $n=2,282$

If you had to guess, what do you think is the total amount of water you personally use in an average day including drinking, bathing, toilet flushing, laundry, dish washing and outdoor use etc.?

Just over a third of Canadians reorganize the dishes in their dishwasher because others in household do not load it efficiently



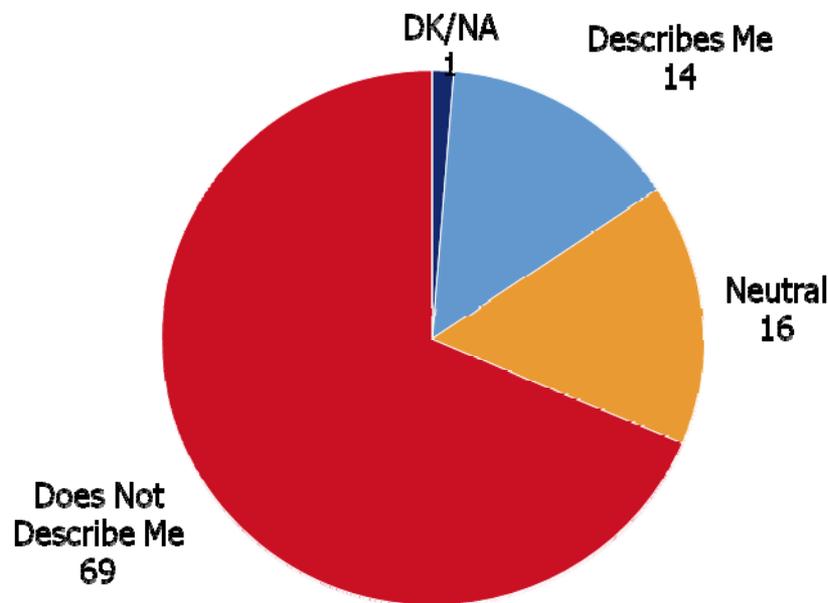
2013 $n=2282$

Thinking about things that are important to you, how well does each of the following phrases describe you? Please use the 5-point scale provided where 1 means "completely describes me" and 5 means "does not describe me at all."

Canadians do not feel cheap if they order tap water instead of bottled water in restaurants

“I feel others will think I am cheap if I order tap water instead of bottled water in restaurants”

2013



2013 $n=2282$

Thinking about things that are important to you, how well does each of the following phrases describe you? Please use the 5-point scale provided where 1 means “completely describes me” and 5 means “does not describe me at all.” I feel others will think I am cheap if I order tap water instead of bottled water in restaurants

Demographics, 2013 (1 of 2)

Describes Me	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/	Rural (<1000)
I always recycle	79	73	70	78	76	74	77	72	76	71	68	75	85	72	80	75	77	79
As a society, I believe we need to consume a lot less to improve the environment for future generations	60	57	61	64	60	67	60	56	63	62	62	60	64	57	66	62	60	63
I encourage others not to waste resources like water	54	54	52	57	62	57	52	52	53	59	59	56	57	52	62	55	58	63
I feel a sense of responsibility to society	54	46	45	57	53	54	57	44	60	55	54	53	54	51	57	57	52	46
I avoid products that I think are harmful to the environment	55	46	48	54	51	55	54	45	52	52	45	52	60	48	56	51	52	56
I always choose products that are better for the environment than their alternatives	40	36	37	39	44	40	41	33	40	44	40	40	41	36	44	39	41	41

2013 n=2282

Thinking about things that are important to you, how well does each of the following phrases describe you? Please use the 5-point scale provided where 1 means “completely describes me” and 5 means “does not describe me at all.”

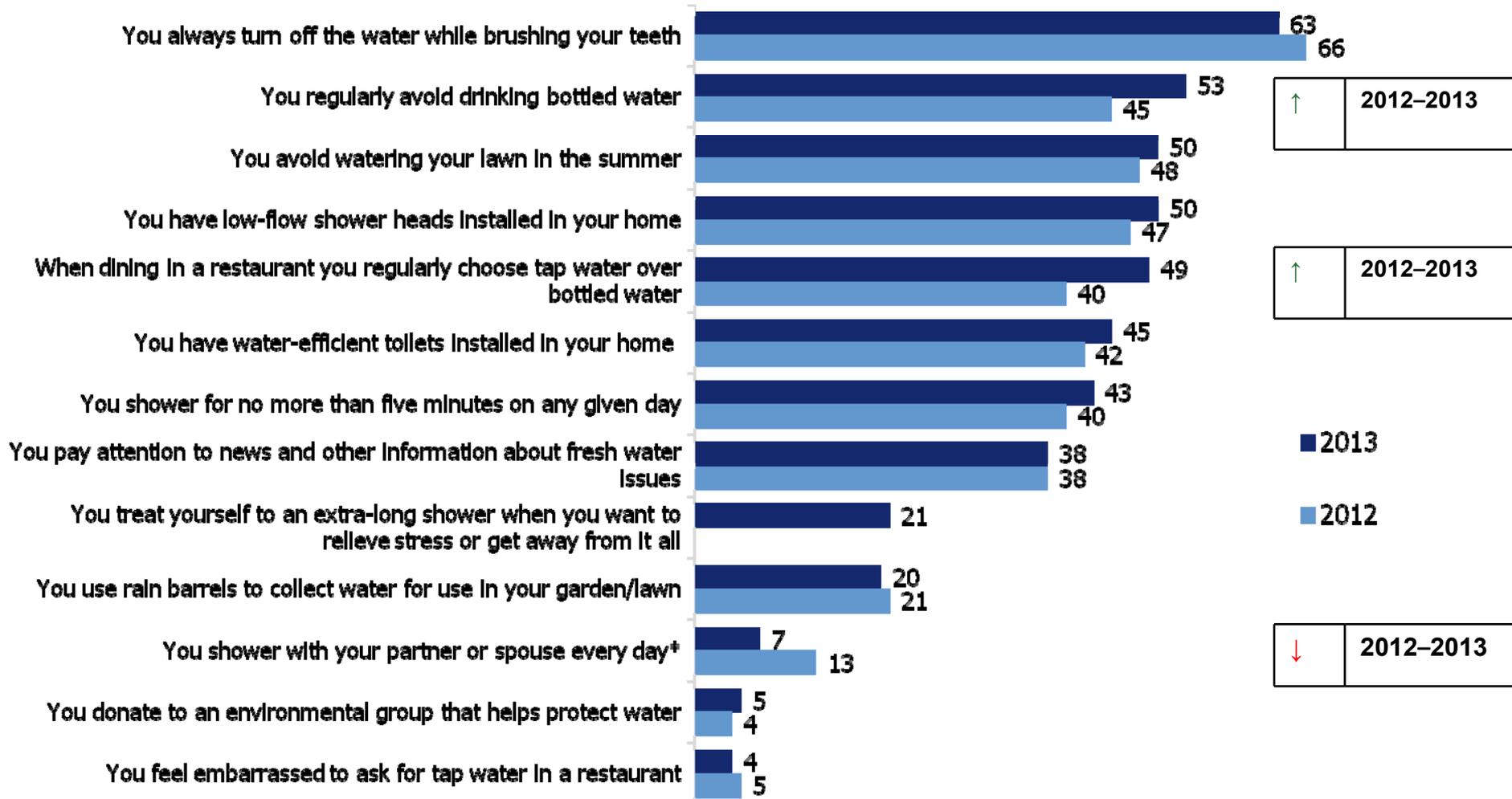
Demographics, 2013 (2 of 2)

Describes Me	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/	Rural (<1000)
I reorganize the dishes in the dishwasher because others in my household do not load it efficiently	37	39	36	37	35	36	35	38	35	34	41	38	31	30	43	36	39	35
I often encourage others to buy from companies that are socially and environmentally responsible	33	29	23	32	32	33	36	30	36	33	36	31	28	29	33	33	32	26
I feel guilty about my own negative impact on the environment	26	26	26	32	31	31	34	26	36	34	45	28	19	24	35	32	29	26
I believe that the depletion of natural resources is such a big problem that there is very little individuals can do about it	27	22	17	29	31	23	32	21	29	33	29	25	29	30	25	28	30	23
I believe new technology will solve most of our environmental challenges	23	27	21	28	27	22	26	25	28	31	32	23	25	29	23	27	26	22
When I am concerned about an environmental or social issue, I write letters, blogs or make phone calls about it	16	13	13	15	17	8	18	12	18	20	23	12	10	16	14	17	14	9
I feel others will think I am cheap if I order tap water instead of bottled water in restaurants	11	10	10	14	21	13	13	11	17	20	21	13	10	16	13	15	15	12
Others in my household reorganize the dishes in the dishwasher because they think I do not load it efficiently.	10	8	11	15	13	13	12	8	15	17	20	11	9	15	11	13	15	9

2013 *n*=2282

Thinking about things that are important to you, how well does each of the following phrases describe you? Please use the 5-point scale provided where 1 means “completely describes me” and 5 means “does not describe me at all.”

While many Canadians regularly engage in “water-friendly” behaviours, they are less likely to use rain barrels, or donate to environmental groups



2013 *n*=2282, 2012 *n*=2428

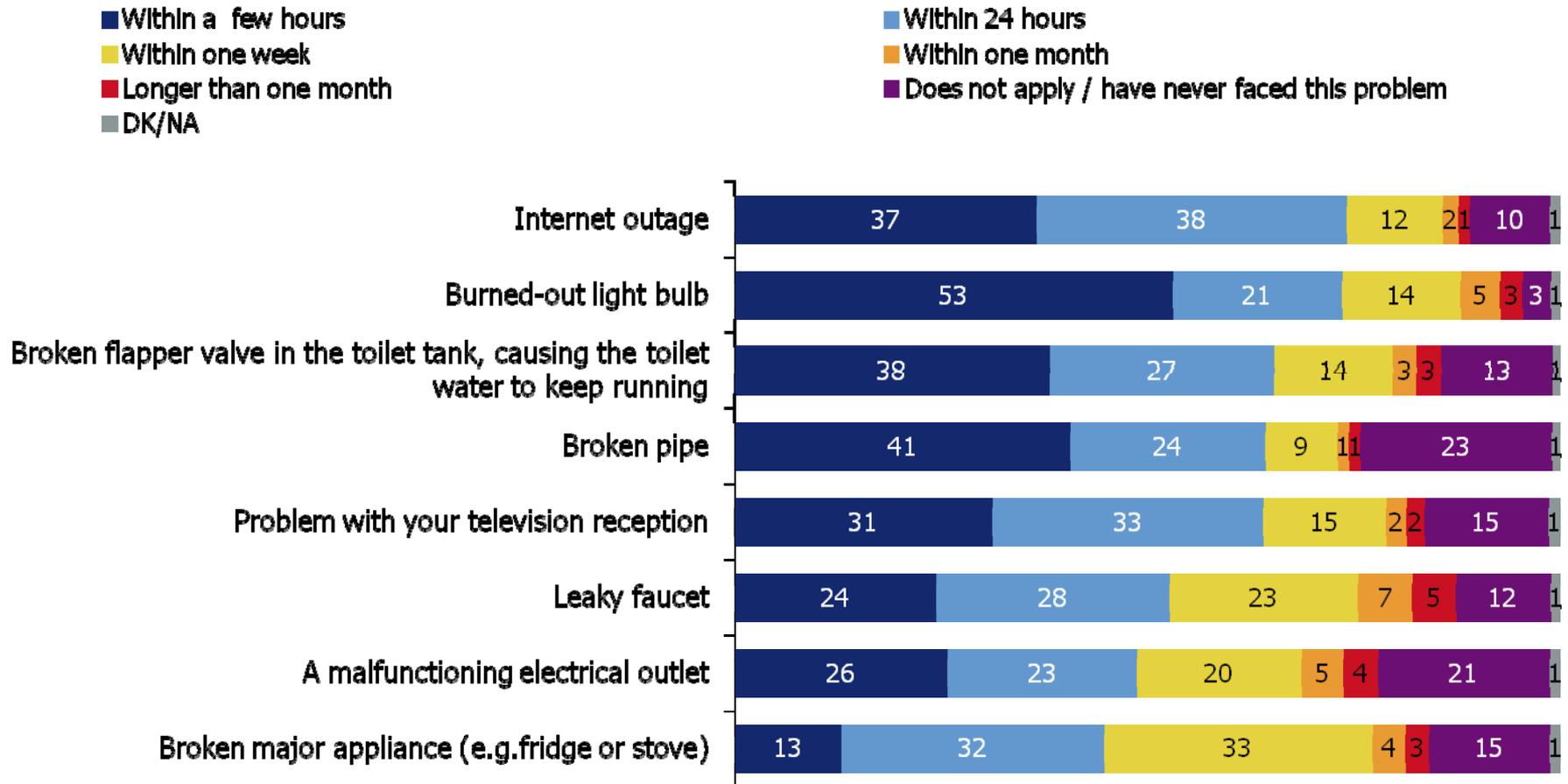
Total Mentions, by Demographics, 2013 (1 of 2)

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Praines	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
You always turn off the water while brushing your teeth	61	67	69	63	56	71	62	66	61	55	66	62	60	57	68	62	62	64
You regularly avoid drinking bottled water	56	50	54	54	48	60	54	55	54	43	49	49	61	51	55	53	48	58
You avoid watering your lawn in the summer	46	39	53	51	49	70	43	34	36	38	44	51	54	44	56	41	54	73
You have low-flow shower heads installed in your home	47	48	57	49	48	57	45	43	40	44	31	53	63	50	50	47	50	58
When dining in a restaurant you regularly choose tap water over bottled water	57	51	57	48	43	43	59	51	52	51	50	46	51	44	53	52	43	44
You have water-efficient toilets installed in your home	43	52	54	49	35	49	40	50	44	28	35	45	56	43	47	44	45	50
You shower for no more than five minutes on any given day	45	46	46	42	37	53	43	46	37	35	23	41	64	45	41	40	41	53

Total Mentions, by Demographics, 2013 (2 of 2)

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Praines	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
You pay attention to news and other information about fresh water issues	39	41	36	41	34	36	37	42	39	37	33	35	47	38	38	39	37	38
You treat yourself to an extra-long shower when you want to relieve stress or get away from it all	24	23	21	25	14	15	25	21	26	19	37	18	10	21	21	23	20	17
You use rain barrels to collect water for use in your garden/lawn	13	31	36	18	18	16	11	25	11	8	17	19	25	17	23	14	21	37
You often shower with your partner or spouse every day	5	10	5	7	8	9	4	10	6	7	14	5	4	7	8	6	9	9
You donate to an environmental group that helps protect water	5	4	5	6	6	2	5	4	8	8	7	5	4	5	5	6	5	3
You feel embarrassed to ask for tap water in a restaurant	3	3	3	5	5	4	3	6	7	4	7	4	1	3	5	4	4	4

Internet outage and burned-out light bulbs are fixed more immediately than a leaky faucet or broken pipe



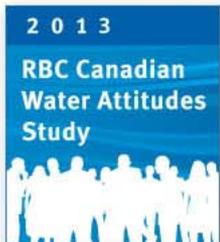
2013 n=2282

Household Problems Fixed Within 24 Hours

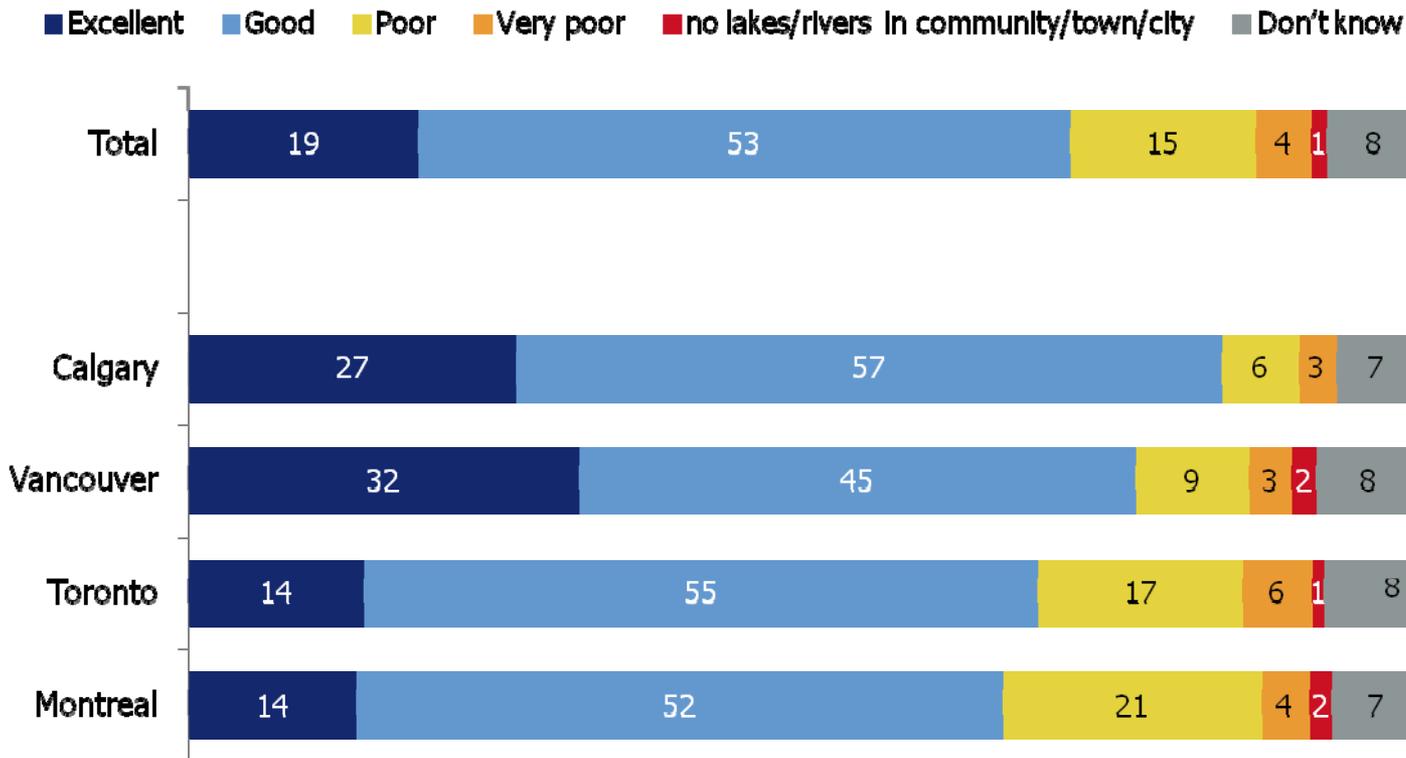
	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<10,000)
Internet outage	78	74	76	77	66	79	75	73	76	70	70	72	81	75	74	74	71	77
Burned-out light bulb	70	73	77	77	66	85	65	68	73	70	64	70	87	74	74	71	71	85
Broken flapper valve in the toilet tank, causing the toilet water to keep running	65	66	73	67	56	79	60	66	62	56	58	61	78	64	66	62	65	78
Broken pipe	63	68	74	66	54	78	60	68	61	61	53	64	76	67	62	62	64	73
Problem with your television reception	67	61	69	66	58	70	62	59	65	59	54	63	75	65	63	61	63	73
Leaky faucet	50	57	51	54	46	67	46	54	49	46	45	49	65	53	53	48	51	68
Malfunctioning electrical socket	49	52	52	48	45	60	44	47	44	46	39	44	65	51	46	45	51	59
Broken major appliance (e.g. fridge or stove)	41	44	40	45	46	53	39	42	43	42	39	42	55	44	45	42	48	48

2013 n=2282

Urban Waterways



Most Canadians believe the quality of water in freshwater lakes and rivers in their area is good



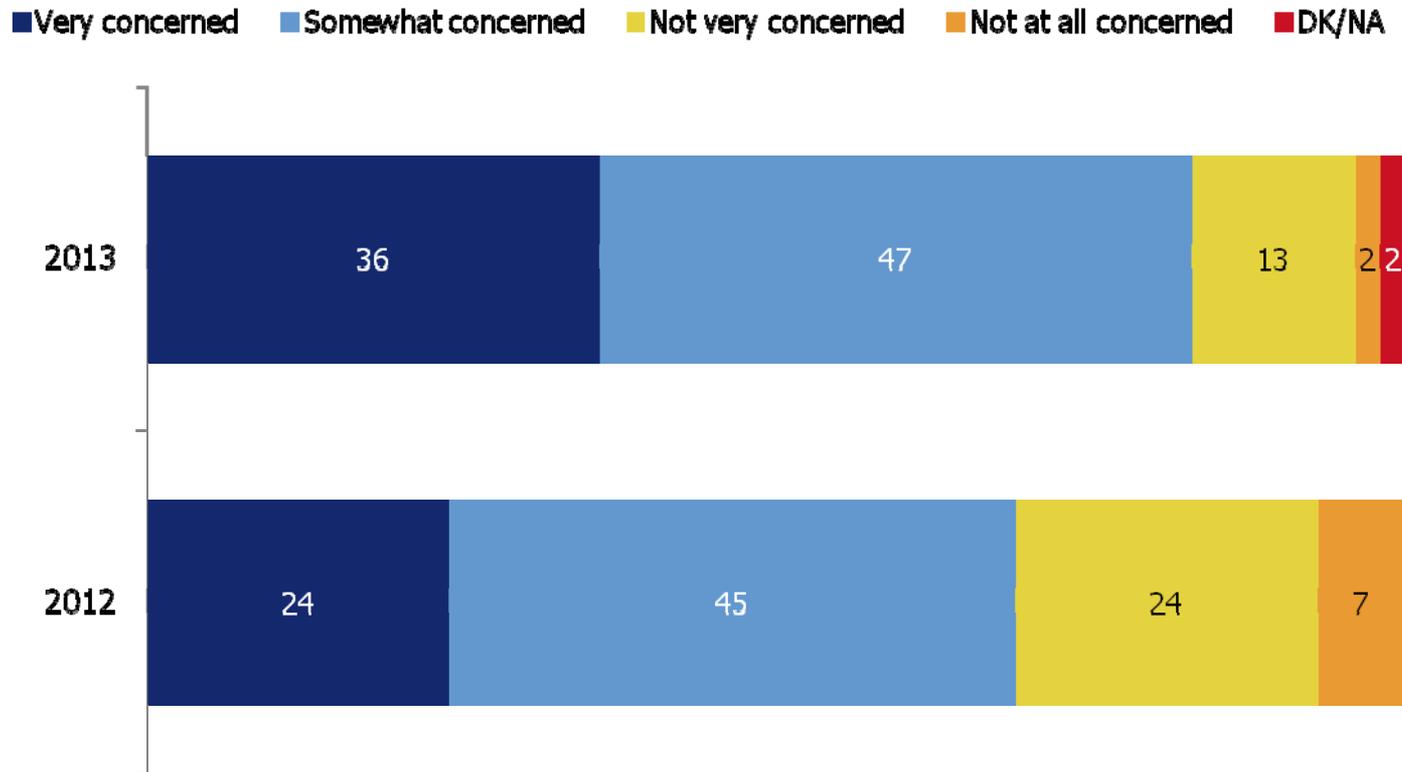
2013 n=2282

Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<10,000)
Good/Excellent	81	77	67	72	69	89	77	84	69	66	67	75	79	77	71	71	78	78
Poor/Very poor	10	13	22	20	23	6	13	9	22	25	22	18	13	15	20	20	15	12

2013 n=2282

Over three-quarters of Canadians express concern about the water quality in lakes, rivers, and streams



2013, n=2282

Below is a list of issues that you might be concerned about. For each, please indicate the degree to which you are concerned or not concerned. The quality of water in lakes, rivers and streams.

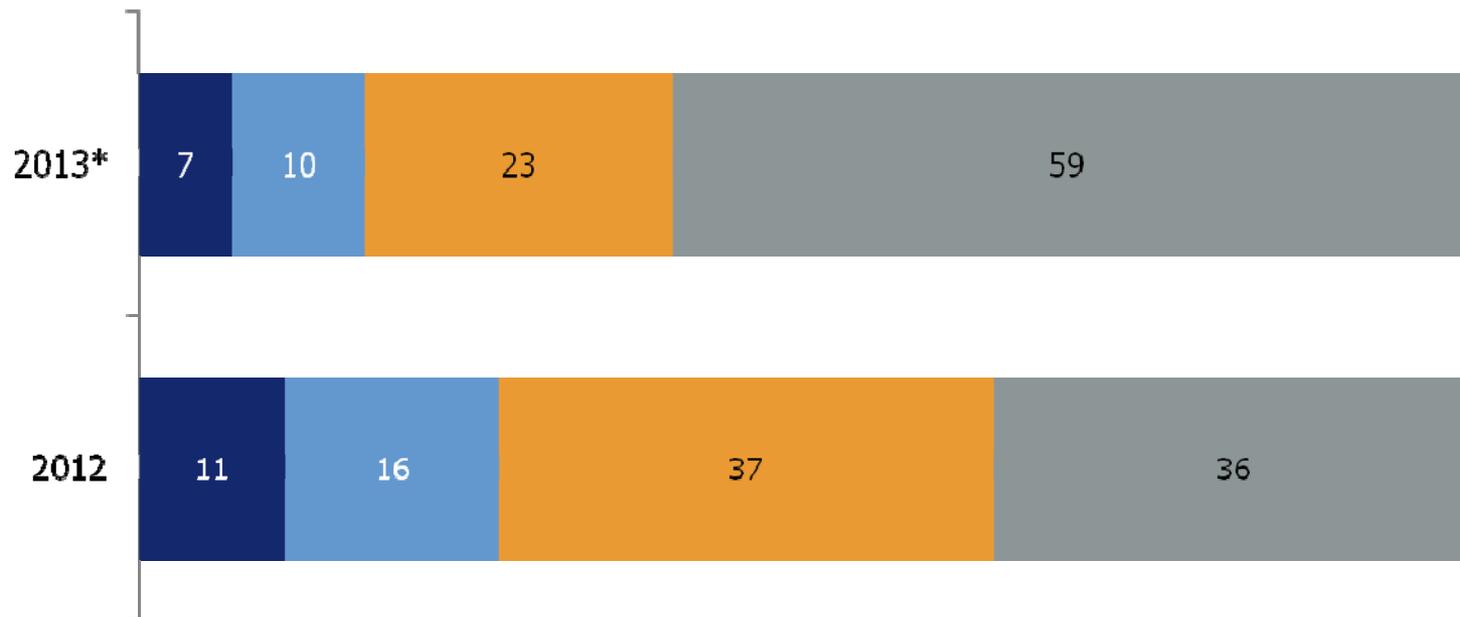
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/ cities	Rural (<10,000)
Very concerned	30	34	33	38	37	33	29	31	34	35	33	34	40	34	38	35	36	39
Somewhat concerned	48	48	53	47	44	51	48	51	49	46	47	48	47	45	50	47	45	49
Not very concerned	17	14	13	12	14	13	18	14	15	13	15	14	10	17	10	14	15	9
Not at all concerned	3	3	0	2	4	3	4	4	1	4	3	3	2	3	2	3	2	2

2013 n= 2282

Over half of Canadians with lakes and rivers in their community never swim in them

■ Ten times or more per year ■ Between three and ten times per year ■ Once or twice per year ■ Never



2013, *n*= 2236; 2012 *n*=2428

How frequently in a year, if at all, do you swim in the freshwater lakes or rivers located within your community, town or city?

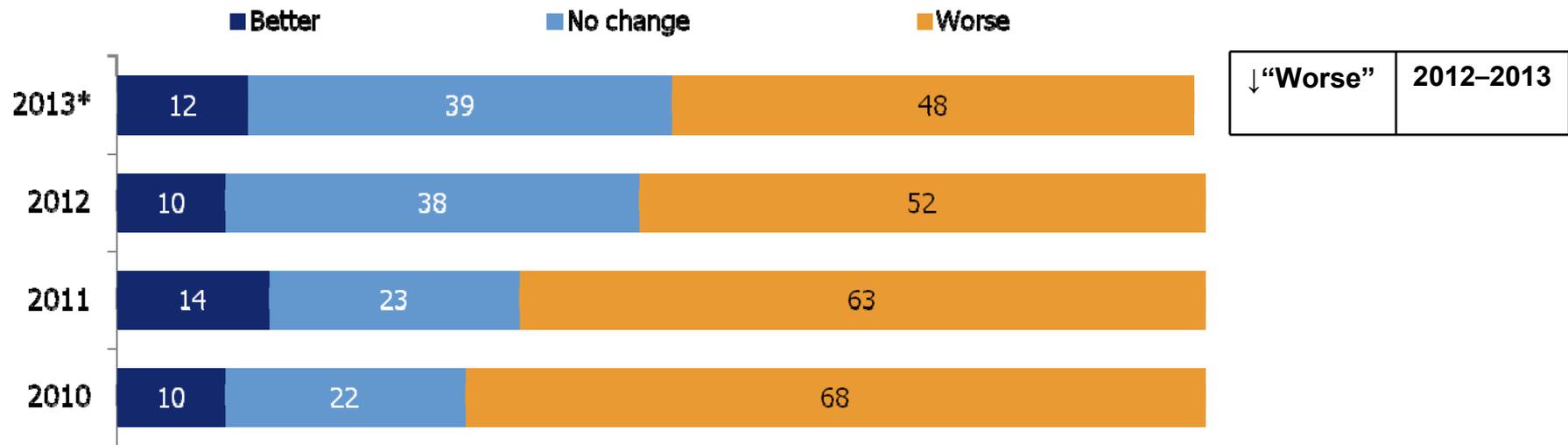
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/ cities (10,000-100,000)	Rural (<10,000)
Never	48	69	60	58	60	62	51	70	63	62	50	56	72	61	57	62	54	56
Once or twice per year	30	20	29	23	23	20	31	18	22	25	26	26	18	23	24	24	25	20
Between three and ten times per year	13	8	9	11	11	9	13	8	10	9	15	12	4	9	12	9	13	12
Ten times or more	9	3	3	8	6	10	5	4	4	3	10	5	6	7	7	5	9	12

2013 n= 2236

How frequently in a year, if at all, do you swim in the freshwater lakes or rivers located within your community, town or city?

While almost half of Canadians think the quality of water in lakes and rivers is worsening, the proportion has decreased steadily since 2010



n=2282, 2012 *n*=2428, 2011 *n*=2066, 2010 *n*=2022.

Do you think that the quality of the water in these lakes and rivers is getting:

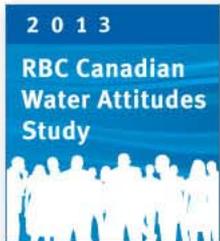
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities (10,000-100,000)	Rural (<10,000)
Better	6	5	3	13	22	11	6	5	14	18	9	12	16	15	10	12	17	10
No change	49	47	33	35	35	51	46	48	34	34	35	40	42	41	37	39	39	41
Worse	45	47	64	52	43	39	47	46	52	48	56	48	41	43	53	49	45	49

All respondents 2013 $n=2282$

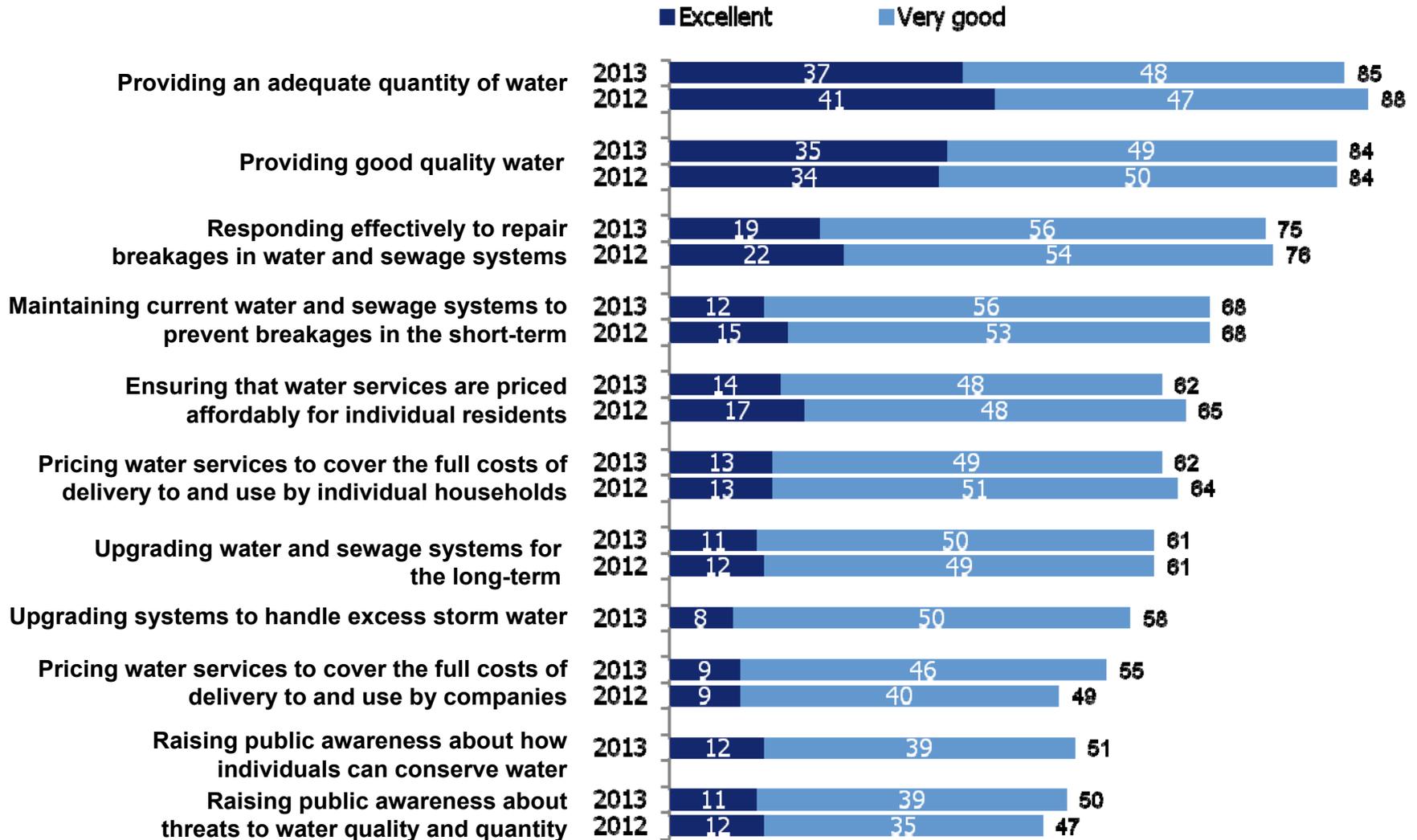


Municipal Water Systems & Pricing



RBC
Blue Water
Project™

Canadians rated their municipality's performance related to water treatment and delivery



2013, n=1951

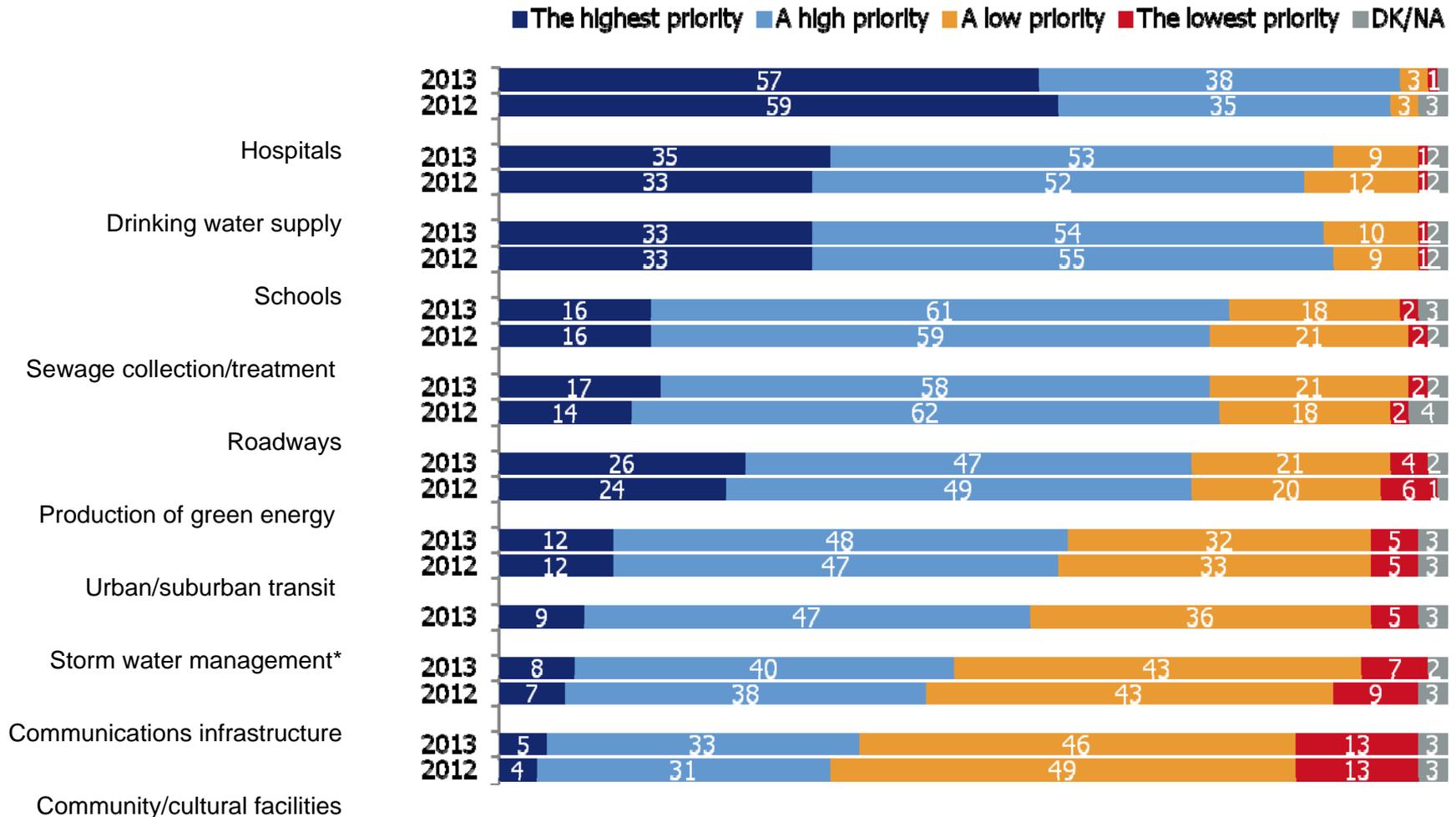
“Excellent”, by Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/	Rural (<10,000)
Providing an adequate quantity of water	87	86	87	87	85	88	88	87	89	86	87	84	90	86	87	88	87	80
Providing good quality water	86	84	85	85	85	84	87	84	86	86	85	82	88	85	84	86	85	73
Responding effectively to repair breakages in water and sewage systems	81	77	70	77	76	77	80	80	77	74	77	73	83	78	76	77	80	72
Maintaining current water and sewage systems to prevent breakages in the short-term	74	72	63	68	73	67	77	71	69	65	74	67	72	72	68	68	76	74
Ensuring that water services are priced affordably for individual residents	63	60	57	58	74	54	64	59	62	68	68	59	63	63	62	62	67	59
Pricing water services to cover the full costs of delivery to and use by individual households	65	64	62	59	66	59	65	64	59	62	65	58	68	63	62	62	67	60
Upgrading water and sewage systems for the long-term	65	65	60	61	60	59	67	64	60	51	63	59	66	62	62	60	66	67
Upgrading systems to handle excess storm water	67	60	59	58	56	61	72	60	58	49	58	56	64	60	57	57	64	62
Pricing water services to cover the full costs of delivery to and use by companies	59	53	55	57	54	54	62	54	59	49	60	52	57	55	56	54	60	59
Raising public awareness of how individuals can conserve water	56	50	51	50	53	42	56	57	48	46	50	49	56	55	48	50	59	43
Raising public awareness about threats to water quality and quantity	56	47	51	47	56	48	54	50	46	50	49	48	57	55	47	48	62	44

2013 *n*=1951

75 How would you rate the performance of your municipality in each of the following areas related to the treatment and delivery of water?

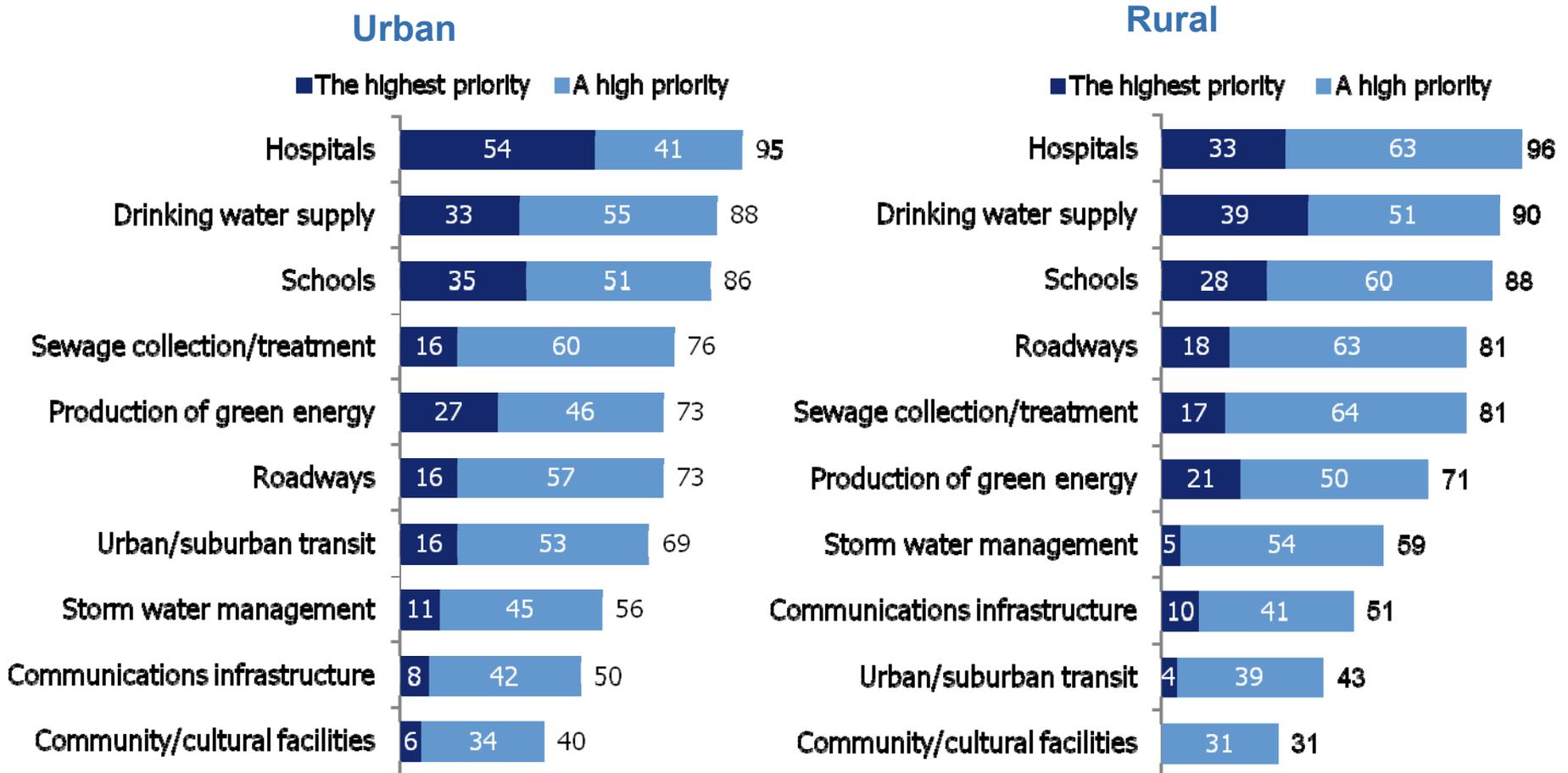
Canadians think drinking water supply is a high-priority area for government funding; Storm water management is low on the agenda



2013 n=2282, 2012 n=2428. *New in 2013

All levels of government in Canada need to make decisions about how best to use our tax dollars. To what extent, if at all, do you think each of the following infrastructure areas should be a priority for government funding in Canada?

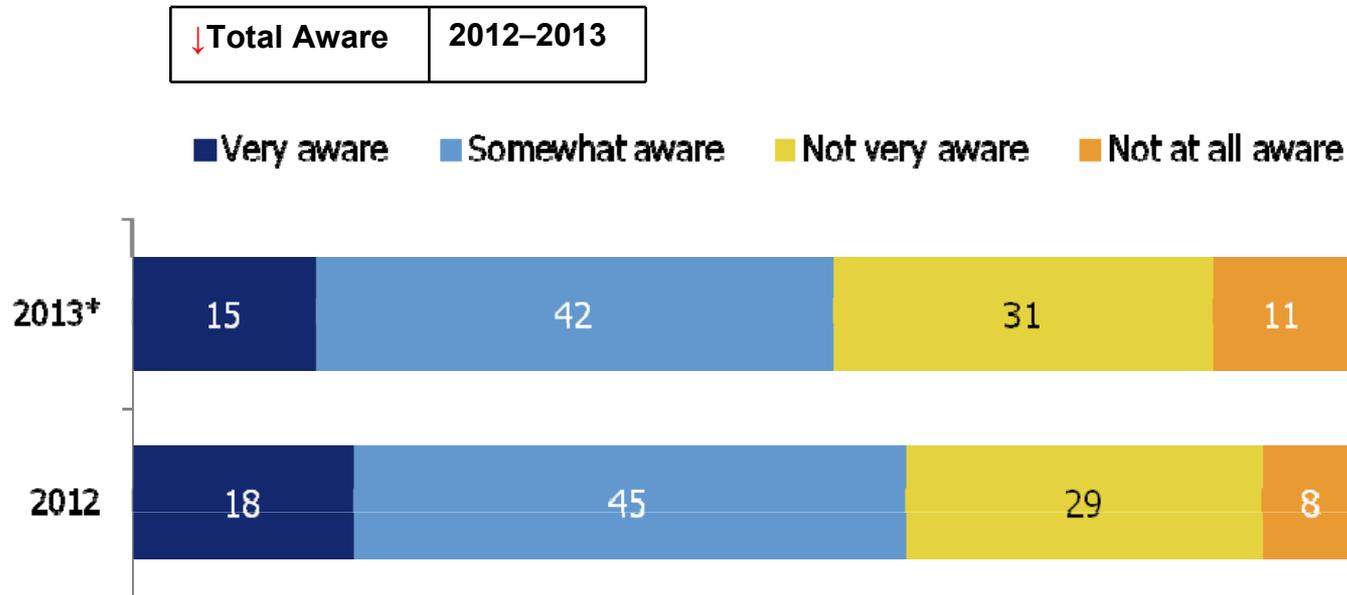
Urban and rural Canadians agree drinking water supply should be a priority for government funding, rather than storm water management



2013, Urban n=1000, Rural n=382)

All levels of government in Canada need to make decisions about how best to use our tax dollars. To what extent, if at all, do you think each of the following infrastructure areas should be a priority for government funding in Canada?

Fewer Canadians using municipal water are aware of the condition of the water and sewage infrastructure servicing their homes



2013, n=1951

How aware would you say you are of the condition of the water supply, sewage and storm water systems servicing your home?

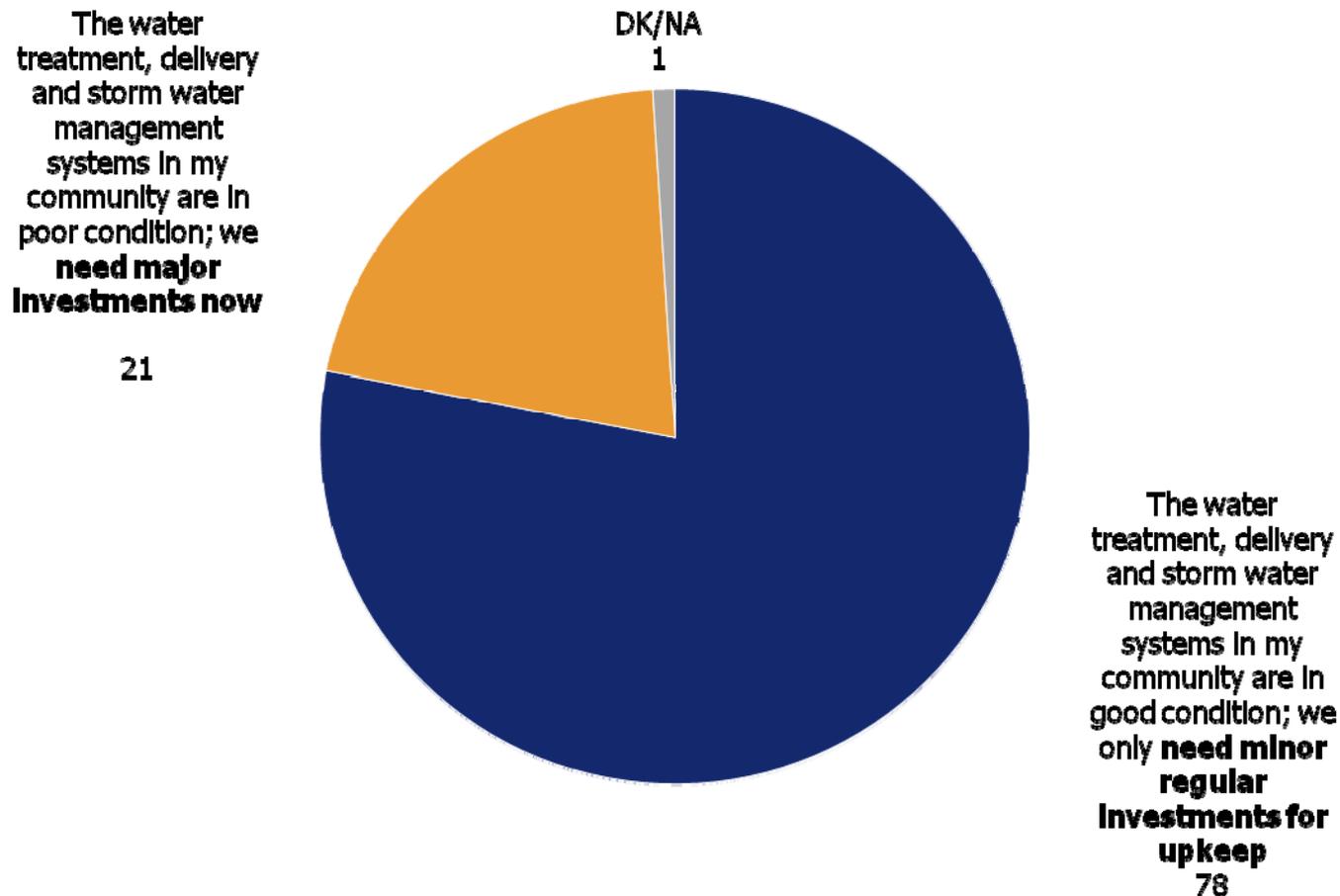
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities	Rural (<10,000)
Very aware	17	15	18	14	14	22	13	14	10	14	7	16	23	18	12	11	18	35
Somewhat aware	43	45	49	40	41	50	42	44	40	36	37	41	51	47	38	41	47	46
Not very aware	27	31	24	36	31	21	31	34	38	34	39	33	20	25	38	35	26	15
Not at all aware	13	9	9	10	13	7	13	8	11	15	16	10	7	10	12	12	10	3

2013 n=1951

How aware would you say you are of the condition of the water supply, sewage and storm water systems servicing your home?

Canadians who use municipal water do not see a need for immediate investment in water treatment, delivery and storm water management systems



2013, n=1951

Which one of the following is closest to your own opinion?

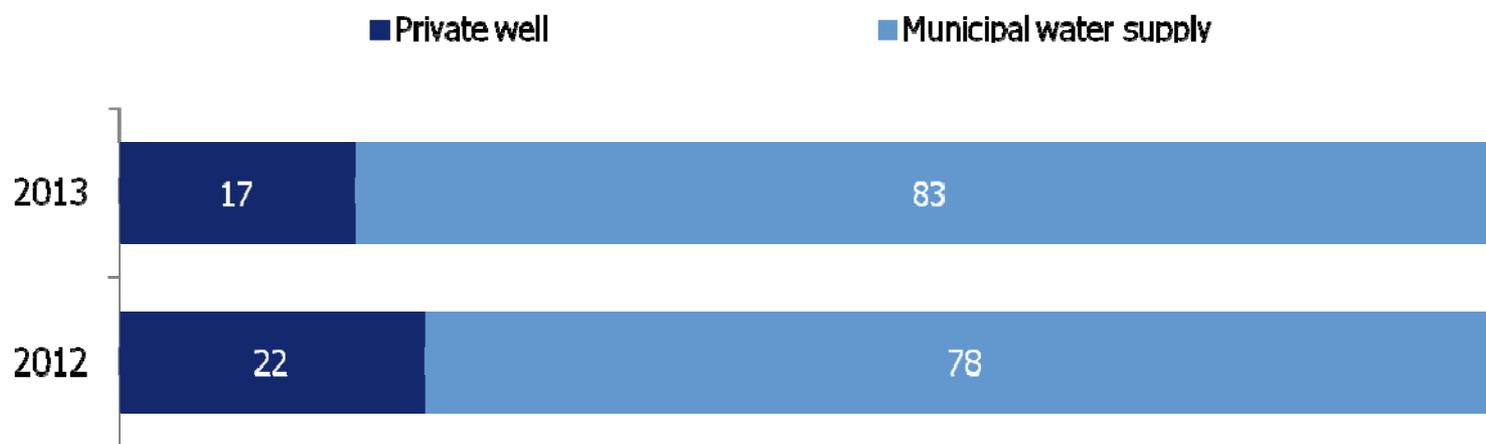
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities	Rural (<10,000)
The water treatment, delivery and storm water management systems in my community are in good condition; we only need minor regular investments for upkeep	86	85	72	77	74	71	87	87	76	70	81	75	79	77	79	77	80	82
The water treatment, delivery and storm water management systems in my community are in poor condition; we need major investments now	13	14	27	21	24	27	12	12	23	30	17	23	20	22	19	22	18	18

2013 n=1951

81 Which one of the following is closest to your own opinion?

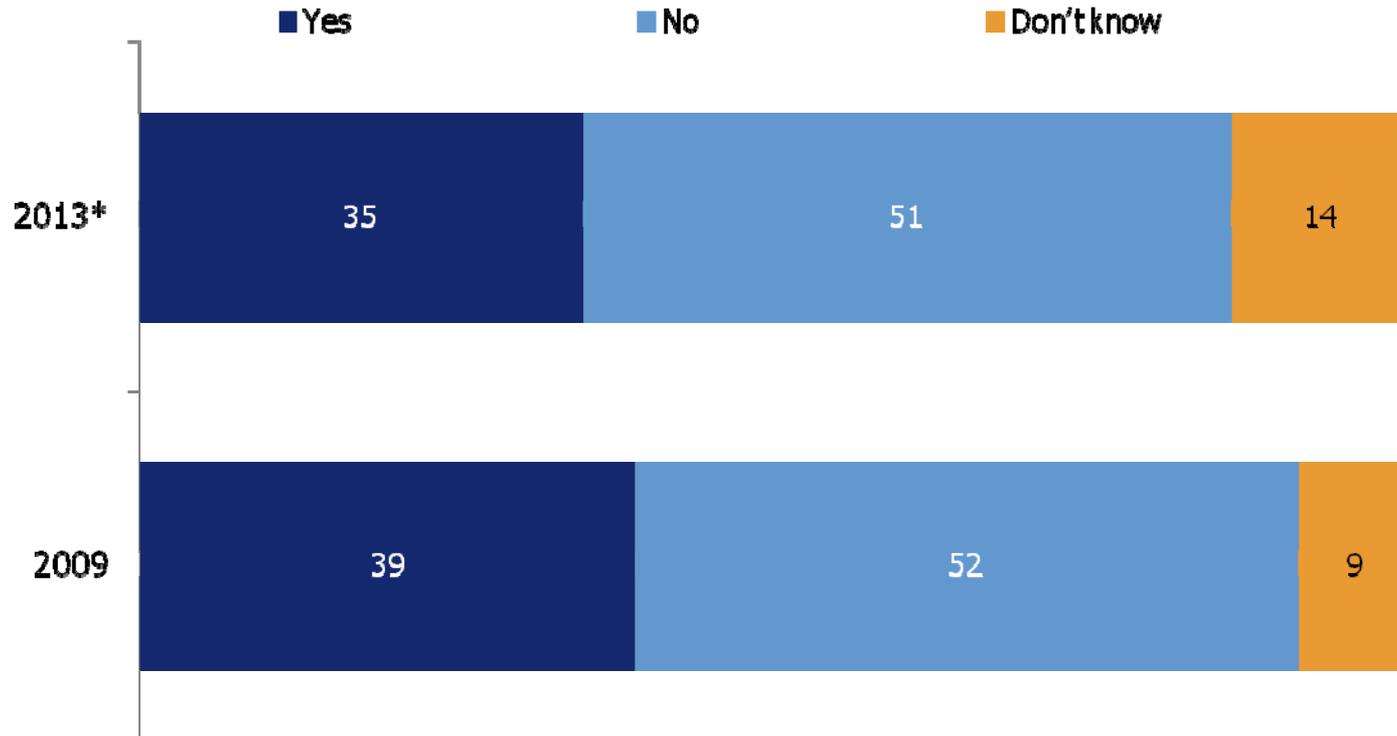
Main sources of household water, 2012–2013



	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities	Rural (<10,000)
Municipal water supply	92	87	82	83	86	48	97	96	98	92	87	86	75	85	80	96	80	43
Private well	8	13	18	17	14	52	3	4	2	8	13	14	25	15	20	4	20	57

2013 $n=2,282$, 2102 $n=2428$

Just over one third of Canadians have a water meter



2013 *n*=2,282

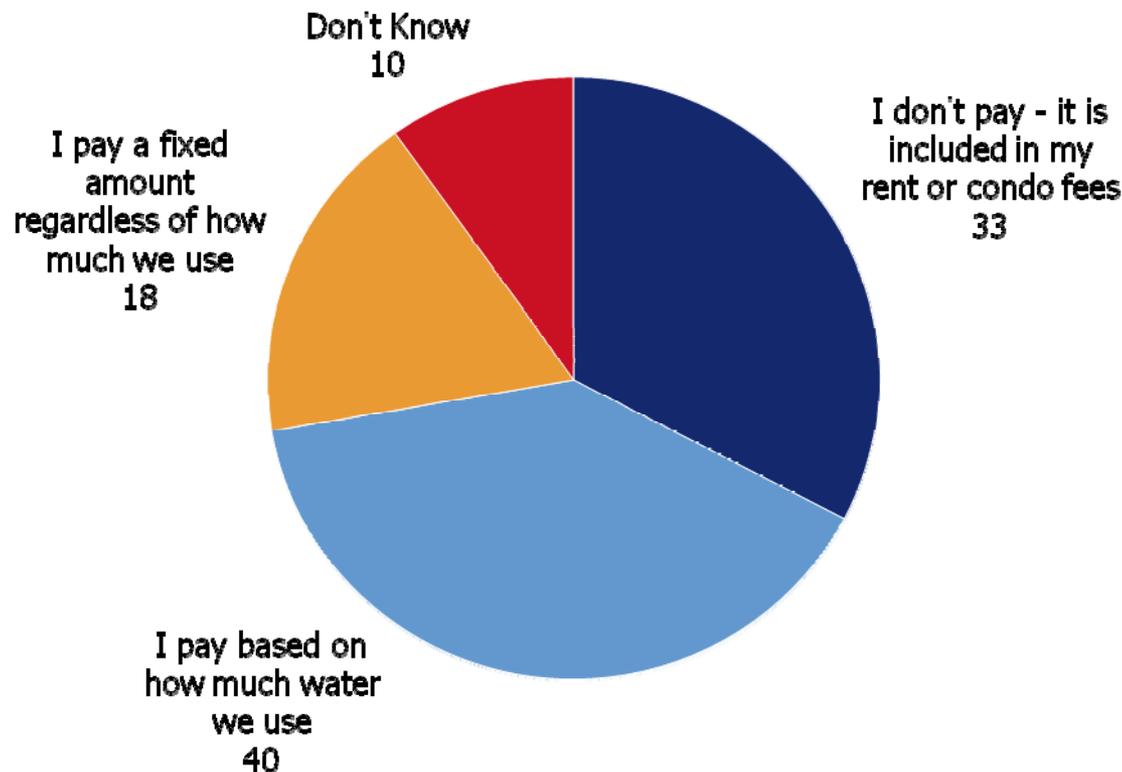
Do you have a water meter at your residence?

Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
Yes	25	55	57	45	14	18	23	59	50	17	32	38	33	37	33	39	32	24
No	51	29	32	40	76	72	48	22	31	69	42	50	61	52	50	42	56	72
Don't know	24	16	11	15	9	10	28	19	19	14	26	13	5	12	17	18	12	4

2013 $n=2,282$

Of households that pay for water, most do so based on water usage



2013 $n=2282$

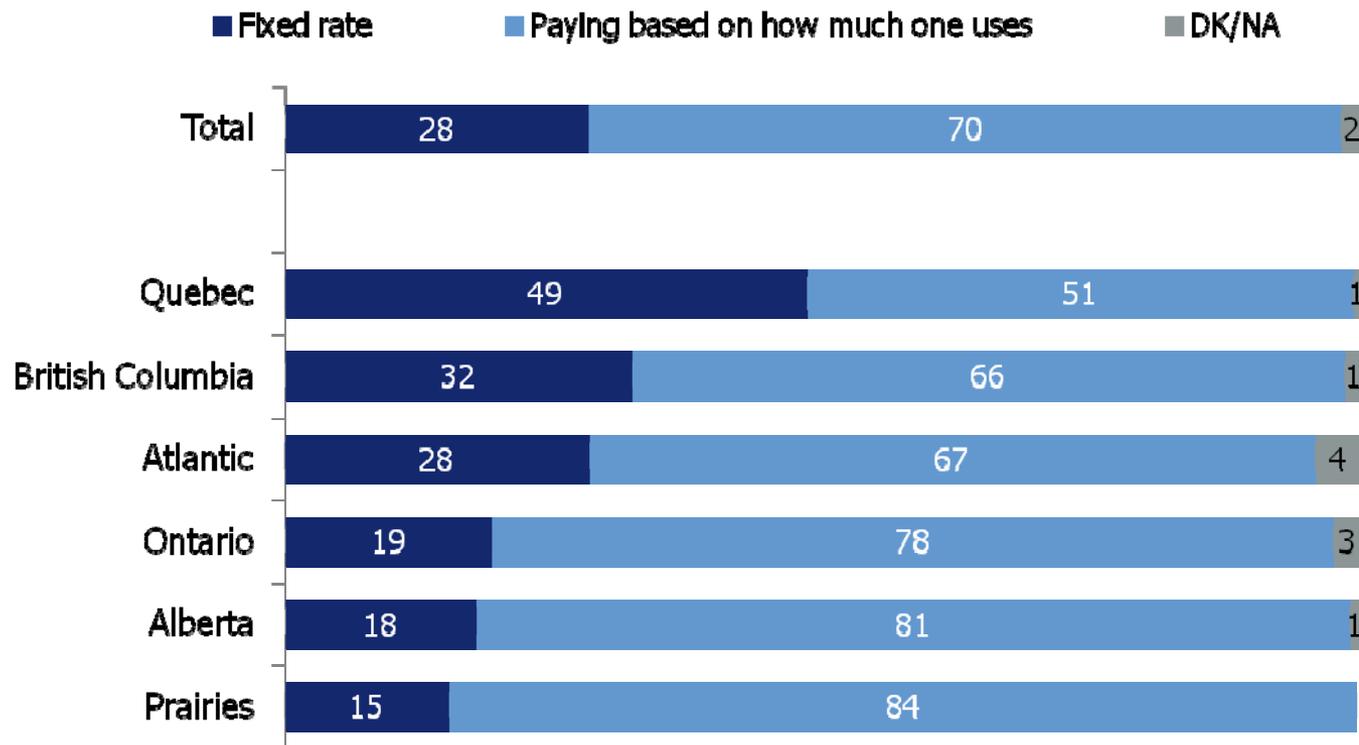
How, if at all, does your household currently pay for water (excluding the installation of water wells or cost of hooking up to an existing system)?

Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (< 10,000)
I don't pay - I do not use a utility for my water source	11	12	17	16	23	48	6	3	2	16	14	17	26	18	20	7	21	53
I don't pay - it is included in my rent or condo fees	35	24	19	29	25	15	38	31	41	29	32	28	20	27	26	35	21	6
I pay based on how much water we use	22	54	53	40	12	16	20	58	39	13	29	33	32	33	31	35	29	23
I pay a fixed amount regardless of how much we use	23	6	7	8	25	16	24	4	7	27	10	14	18	16	13	13	20	13

2013 $n=2282$

Most Canadians think household water charges should be based on usage rather than a fixed rate; Quebec is split on this



2013 *n*=2282

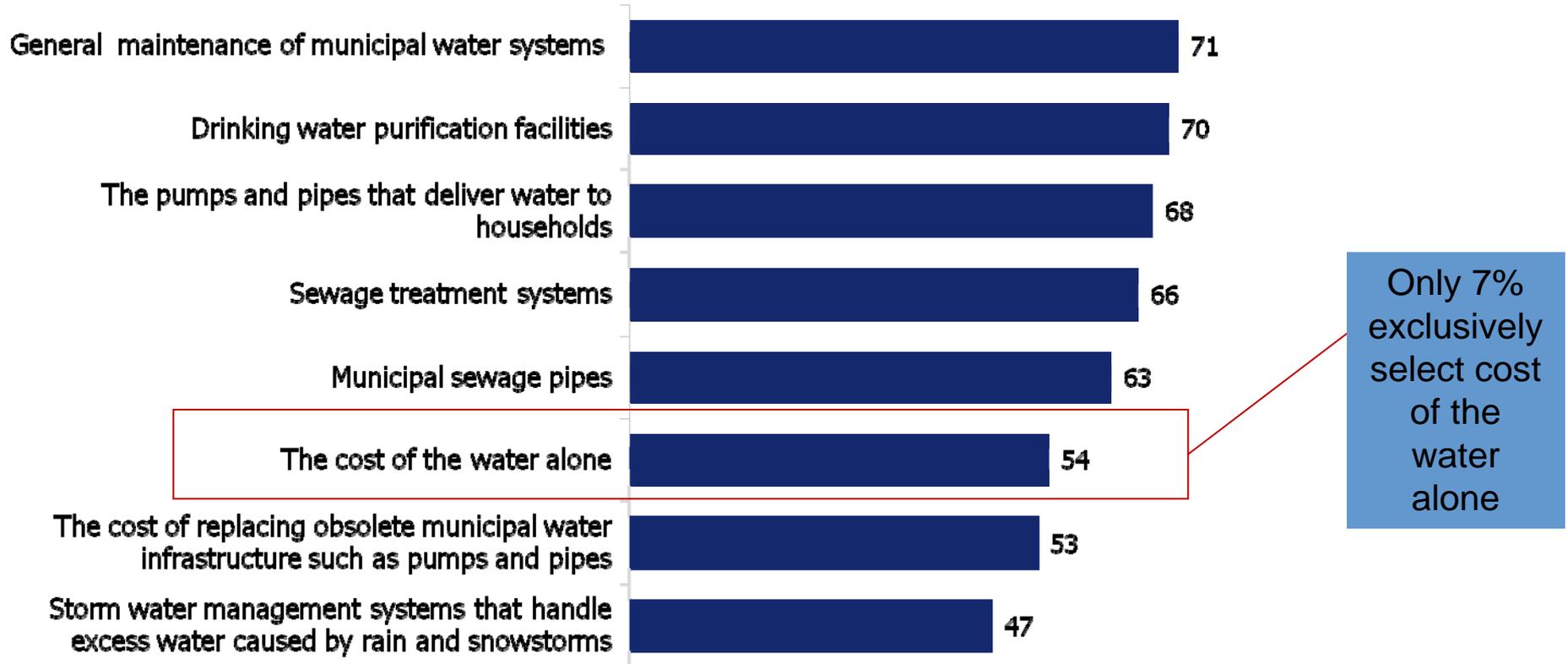
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100,000)	Mid-size towns/cities	Rural (<1000)
Fixed rate	32	18	15	19	49	28	37	17	21	46	31	28	26	31	26	29	35	20
Paying based on how much one uses	66	81	84	78	51	67	63	83	78	53	69	71	70	67	73	71	64	75

2013 $n=2282$

Some Canadian households pay a fixed rate for their household water through taxes. Others pay based on how much water they use. Which one of these two approaches do you think is best?

What do Canadians think their water bills cover?



2013 *n*=1122

Many Canadians think their bills only cover the cost of water

	REGION							CITY				AGE			GENDER		COMMUNITY SIZE		
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
Cost of the Water Alone ONLY	7	7	7	5	7	12	0	6	8	9	14	8	8	5	6	9	8	5	7

2013 n=1122

90 Which of the following do you think is included in the amount that your household pays for water? Please select all that apply.

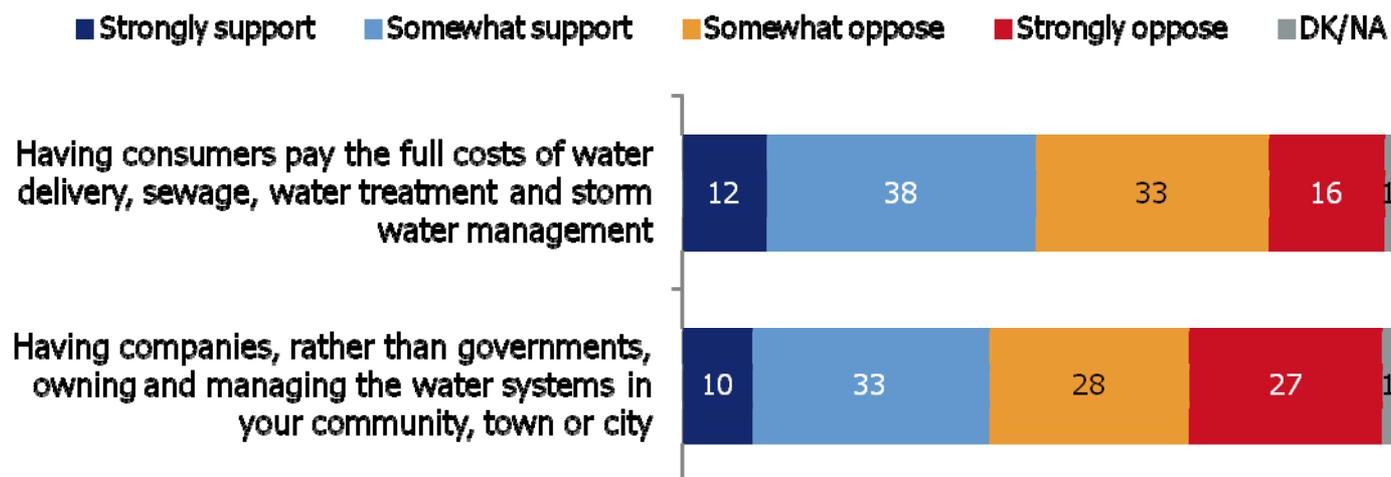
Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (> 100 000)	Mid-size towns/cities	Rural (<1000)
General maintenance of municipal water systems	72	78	81	71	59	88	66	73	65	53	57	75	76	71	72	68	75	77
Drinking water purification facilities	70	76	75	70	63	71	64	75	70	62	62	68	78	72	68	68	73	74
The pumps and pipes that deliver water to households	70	71	69	71	57	72	67	69	66	56	59	68	74	70	66	68	65	69
Sewage treatment systems	60	76	72	70	55	58	60	74	67	60	60	69	67	67	65	69	67	51
Municipal sewage pipes	59	70	61	64	57	70	63	62	63	59	54	65	66	66	59	63	64	56
The cost of the water alone	49	57	55	58	50	51	53	60	64	55	67	55	44	52	57	59	52	41
The cost of replacing obsolete municipal water infrastructure such as pumps and pipes	52	52	57	54	47	68	45	51	45	45	36	57	60	54	52	51	54	60
Storm water management systems that handle excess water caused by rain and snowstorms	50	58	49	47	36	48	45	55	43	36	37	51	50	46	48	49	47	41

2013 n=1122

Which of the following do you think is included in the amount that your household pays for water? Please select all that apply.

Most Canadians are opposed to privatizing water systems. Most are also in favour of consumers paying full costs of water management



RBC13_Q37_support_water_management_Canada_1

2013 *n*=2282

Demographics, 2013

	REGION						CITY				AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Toronto	Montreal	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities	Rural (<1000)
Support: Having consumers pay the full costs of water delivery, sewage, water treatment and storm water management	52	42	52	53	51	46	49	44	51	50	42	51	58	56	45	50	50	51
Oppose: Having consumers pay the full costs of water delivery, sewage, water treatment and storm water management	48	58	48	47	49	54	51	56	49	50	58	49	42	44	55	50	50	49
Support: Having companies, rather than governments, owning and managing the water systems in your community, town or city	36	41	35	47	47	45	38	42	46	45	49	46	36	40	47	44	48	41
Oppose: Having companies, rather than governments, owning and managing the water systems in your community, town or city	64	59	65	53	53	55	62	58	54	55	51	54	64	60	53	56	52	59

2013 n=2282

93 Would you support or oppose each of the following?