

# 2014 RBC Canadian Water Attitudes Study



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# A note from RBC

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

We soon learned that many Canadians take water for granted. So in 2008, we started polling them about their attitudes towards water—to see if the serious water issues around the world and emerging ones at home were having an impact on how we use and think about this precious resource, and if our grants were making a difference. Since then, we've provided over \$38 million in grants to more than 650 watershed protection organizations around the world.

In 2013, we decided to focus on helping protect water in urbanized areas, supporting projects such as the use of green infrastructure for stormwater management. And this new focus is reflected in many of the questions we asked through the 2014 RBC Canadian Water Attitudes Study.

I am pleased to provide the full results of our seventh annual poll, which is full of interesting information. Most notably, we found that Canadians are increasingly anxious about the effects of extreme weather—no surprise after “the year of the urban flood” in 2013. But we were surprised to see an almost blithe lack of awareness or concern amongst Canadians about the health of municipal infrastructure intended to cope with stormwater—a finding that is almost unchanged from last year. And even though the evidence of climate change is all around them, and many Canadians had first-hand experience with flooding last year, they are taking surprisingly little action to protect their homes and properties from the impacts of extreme weather events.

New this year, we also conducted a short, pulse survey of water experts to guide the questions we asked in this year's study, and to see how the attitudes of regular Canadians stacked up against the experts. Findings from the pulse survey are incorporated through this report where applicable, and in the appendix.

As in past years, we are making the full results of this poll freely available, with the hope that our findings will help inform and defend the work of NGOs, academics, governments and other interested parties. You are welcome to refer to, reprint or redistribute this information. We only ask that you attribute the source as the “2014 RBC Canadian Water Attitudes Study.”

I sincerely hope you find this information useful and that it will foster a healthy conversation about the value and vulnerability of water in Canada.

Lynn Patterson,  
Director, Corporate Responsibility  
RBC

# Methodology

- Sample of 2,074 Canadian adults from GMI's consumer panel participated in an online survey between January 24<sup>th</sup>, 2014 - February 12<sup>th</sup>, 2014.
- 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 includes a minimum of 200 respondents in each of Calgary, Halifax, Montreal, Vancouver, and Winnipeg, and a minimum of 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 ( $n=2,074$ ) would be plus or minus 2.2 percent 19 times out of 20.
- The water expert pulse poll was conducted online, anonymously, from October 28 to November 10, 2013. The contacts invited to participate in the pulse poll were provided by both GlobeScan (drawing on existing resources and supplemented by desk research) and by RBC. Contacts were screened to ensure familiarity with urban water issues in Canada. In total, 134 completed surveys were collected from water experts in Canada.

## Note to readers

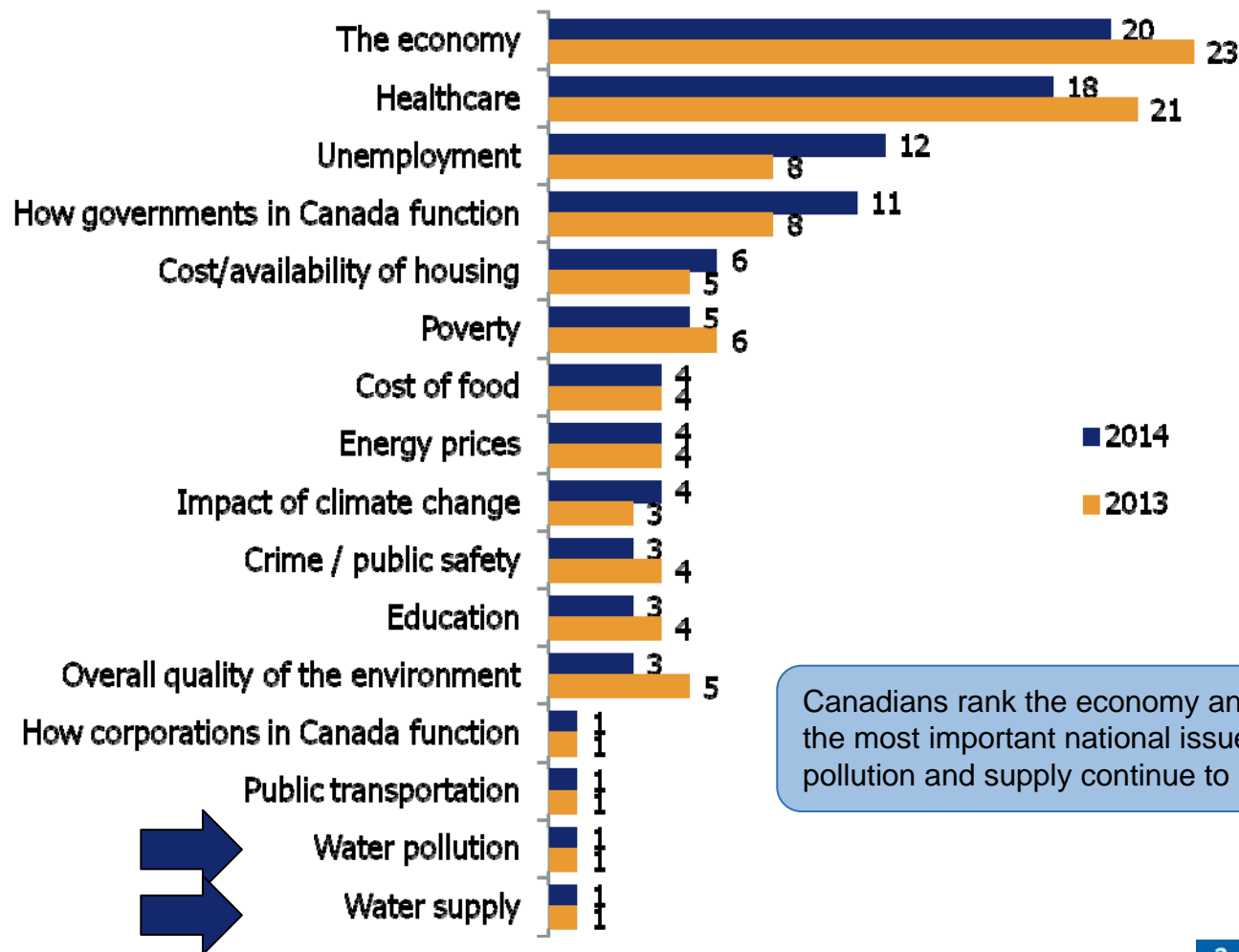
- All figures in the charts and tables in this report are expressed in percentages, unless otherwise indicated. Total percentages may not add to 100 because of rounding.
- "DK/NA" means that the respondent did not know the answer or that no answer was provided (Don't know / No answer).
- Question wording is provided at 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 percentage points 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.



## General Context

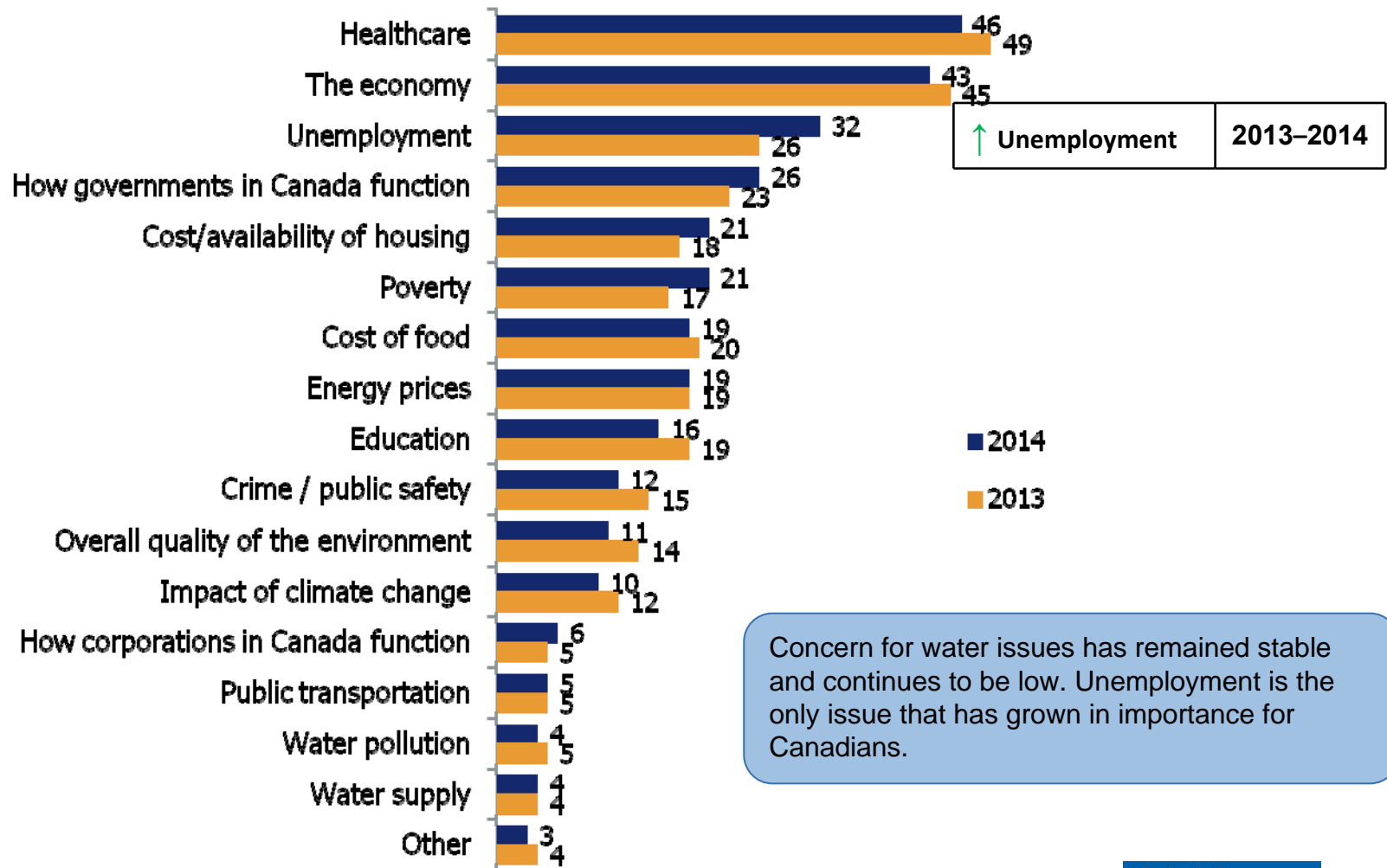
# Most Important Issues Facing Canada, Top Mention, Trends: 2013–2014



2014  $n=2,074$ , 2013  $n=2,282$

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.

# Most Important Issues Facing Canada, Total Mentions, Trends: 2013–2014



2014  $n=2,074$ , 2013  $n=2,282$

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.

# Most Important Issues Facing Canada, 2014—Demographics (1 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Healthcare	49	47	46	37	55	48	51	51	50	36	56	50	32	44	62	44	47	45	51	41
The economy	48	44	38	43	43	37	50	43	42	42	41	43	34	46	48	48	39	43	41	44
Unemployment	25	21	20	44	29	28	27	21	23	42	30	25	40	31	26	30	35	33	31	30
How governments in Canada function	23	28	34	21	31	23	22	25	28	21	25	20	25	24	30	27	24	23	24	34
The cost of food	16	19	16	20	17	29	12	15	20	18	14	18	24	18	16	17	21	18	18	24
Energy prices	13	15	8	23	16	34	11	16	8	18	10	28	12	22	22	22	16	16	21	25
Education	21	23	15	13	17	13	19	23	10	15	19	13	22	16	9	16	16	17	17	12
The cost and/or availability of housing	31	27	24	24	11	13	36	34	18	30	13	17	28	20	15	18	24	25	21	10
Poverty	13	18	15	22	27	21	12	19	21	20	29	21	20	25	17	19	23	19	21	26

2014  $n=2,074$

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.



## Most Important Issues Facing Canada, 2014—Demographics (2 of 2)

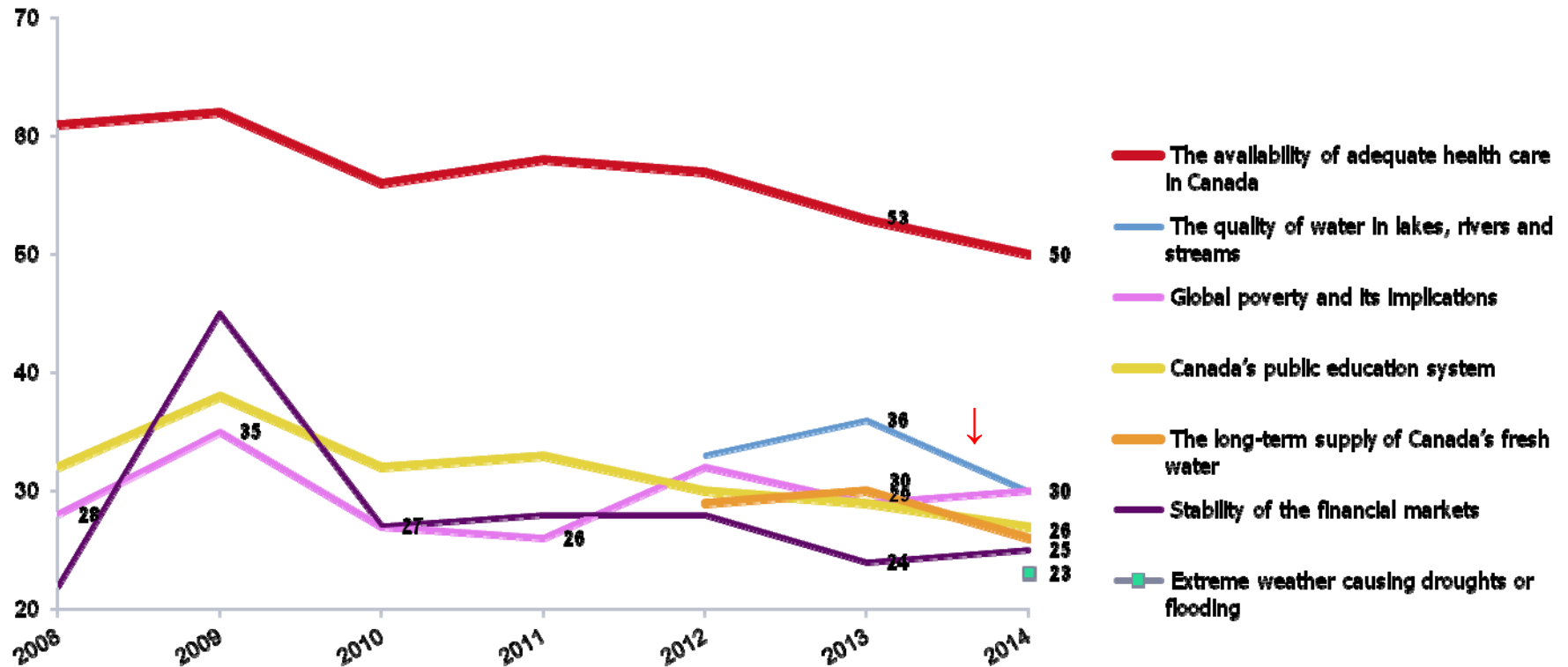
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	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Crime and public safety	16	16	22	11	6	12	18	10	25	12	8	12	12	11	13	12	11	12	11	11
Overall quality of the environment	17	12	15	8	12	7	14	11	14	9	16	13	16	10	8	10	12	13	10	8
The impact of climate change	10	8	10	10	11	13	9	9	15	11	13	17	11	8	12	9	11	12	9	6
How corporations in Canada function	5	6	11	6	5	5	5	8	5	6	6	4	7	5	6	7	5	6	5	6
Public transportation	6	4	3	7	5	2	7	4	2	11	4	1	5	7	3	6	5	7	4	3
Water supply	3	4	9	5	1	5	2	5	6	5	1	7	4	4	4	5	3	3	5	7
Water pollution	1	2	3	2	8	5	2	3	6	2	6	4	3	5	2	4	3	3	4	5
Other	2	4	6	2	4	2	2	2	5	2	6	1	2	3	4	4	2	2	3	6

2014  $n=2,074$

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.

# Degree of Concern for Various National Issues, Trends

## “Very Concerned,” 2008–2014



While concern for most issues has remained stable, Canadians' concern for water quality in lakes, rivers and streams has decreased.

2014  $n=2,074$ , 2013  $n=2,282$ , 2012  $n=2,428$ , 2011  $n=2,066$ , 2010  $n=2,022$ , 2009  $n=2,165$ , 2008  $n=2,309$

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.

# Degree of Concern for Various National Issues

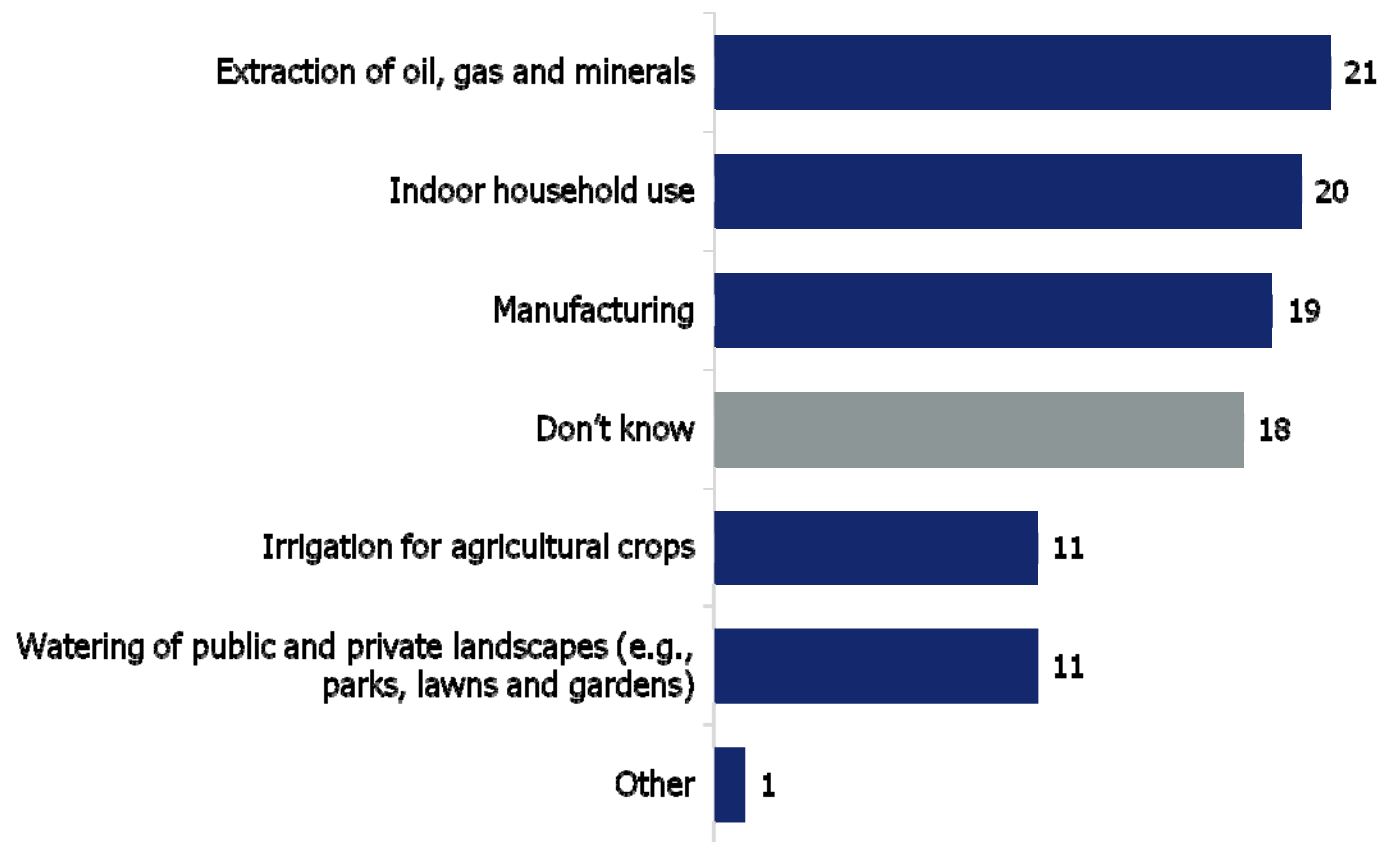
## “Very Concerned” and “Somewhat Concerned,” Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
The availability of adequate health care in Canada	92	83	90	87	91	90	93	89	88	85	91	91	81	90	94	87	90	88	89	89
The quality of water in lakes, rivers and streams	79	74	85	79	78	76	76	78	89	81	75	80	73	79	83	74	82	79	79	76
Global poverty and its implications	74	72	73	80	84	79	77	70	74	78	86	78	81	77	80	74	83	78	81	79
The long-term supply of Canada's fresh water	77	72	77	70	59	74	77	74	80	73	64	72	66	68	74	66	72	72	72	60
Stability of the financial markets	78	70	75	79	64	77	83	78	78	82	67	78	72	74	76	74	74	77	70	70
Canada's public education system	78	73	80	71	74	75	78	78	75	75	73	79	79	74	68	72	76	74	75	73
Extreme weather caused by droughts or flooding	70	69	71	68	66	69	70	73	73	68	68	70	65	69	71	64	73	68	70	68

2014 n=2,074

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.

## Perceived Biggest Water Consumption Uses per Year, 2014



Who uses the most water? The correct answer is agriculture, but more than 20% of Canadians think households use the most inside their homes.

2014  $n=2,074$

Thinking about the various uses of water, which of the following do you believe uses the most water in an average year in Canada?

# Perceived Biggest Water Consumption Uses per Year—Demographics, 2014

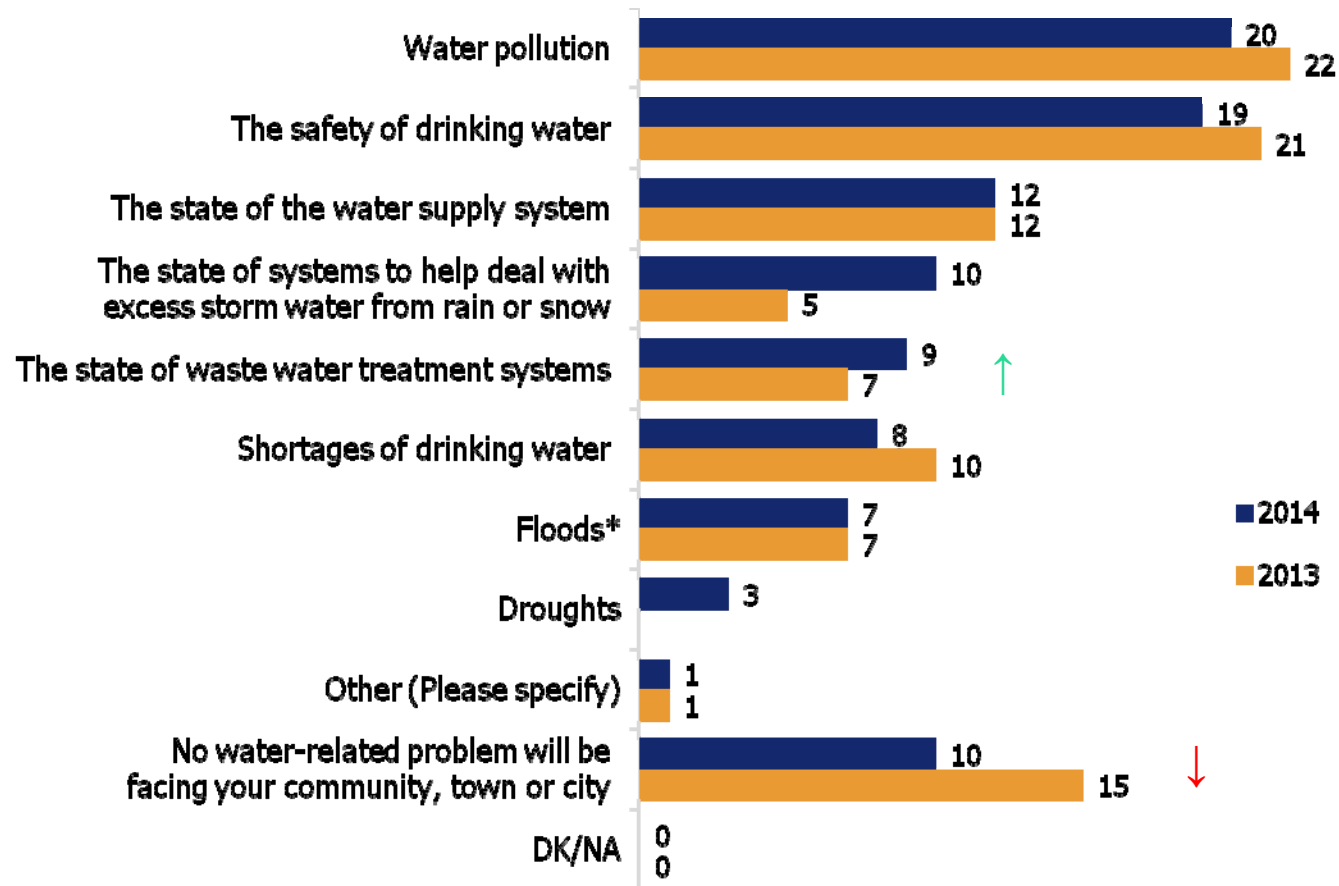
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Irrigation for agricultural crops	13	12	9	12	9	9	12	14	8	14	11	11	16	9	8	11	11	12	11	9
Manufacturing	13	15	24	15	27	16	13	14	21	15	23	14	16	21	19	20	17	17	20	22
Extraction of oil, gas and minerals	21	27	25	19	19	23	19	21	19	18	23	23	19	22	23	23	19	22	19	22
Watering of public and private landscapes (e.g., parks, lawns and gardens)	12	9	6	10	14	10	12	11	9	9	14	4	9	13	9	10	11	10	10	12
Indoor household use	25	20	16	23	16	19	29	25	19	26	16	21	23	20	18	20	21	22	22	14
Other	0	1	0	0	2	0	0	1	0	0	1	0	1	1	1	1	1	0	1	1
Don't know	15	17	19	20	14	23	14	15	23	18	13	27	17	15	22	15	21	17	17	19

2014 *n*=2,074

Thinking about the various uses of water, which of the following do you believe uses the most water in an average year in Canada?



# Greatest Water-Related Problems Facing Community Ten Years from now, Trends: 2013–2014



Canadians are increasingly anxious about water issues in the next 10 years, and particularly about stormwater management.

\*Wording in 2013 was "Flooding caused by extreme weather"

2014 n=2,074, 2013 n=2,282

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

# Greatest Water-Related Problems Ten Years from now—Demographics, 2014

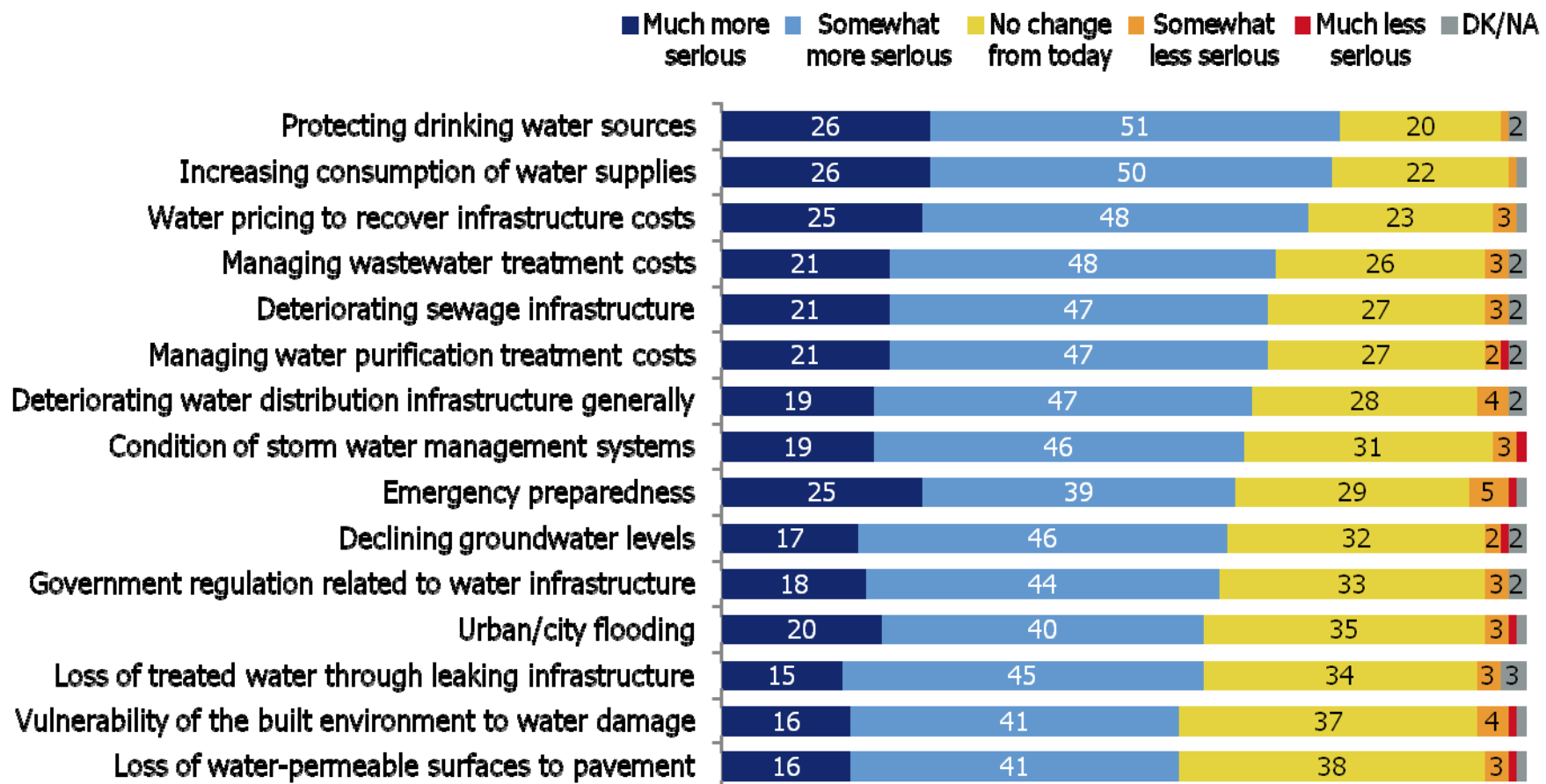
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Water pollution	36	25	28	39	42	31	38	23	28	41	39	30	44	34	32	34	38	37	39	32
Safety of drinking water	39	33	42	38	36	41	38	28	48	37	35	43	36	38	39	36	39	36	43	38
No water-related problem will be facing your community, town or city	7	12	9	10	9	15	8	6	4	7	8	5	12	10	7	10	10	7	8	21
State of the water supply system	33	21	22	21	27	22	31	23	26	19	31	28	15	26	31	25	23	26	22	19
Shortages of drinking water	17	19	15	15	19	16	18	21	12	15	18	16	17	17	16	18	16	17	19	14
State of waste water treatment systems	26	22	18	21	28	27	25	22	27	25	29	37	22	23	25	27	21	27	22	15
Floods	12	27	22	11	10	7	11	35	28	12	10	8	14	13	13	14	13	15	11	11
Droughts	6	8	14	4	7	4	5	8	1	3	10	2	7	5	7	7	5	4	7	11
State of systems to help deal with excess storm water from rain/snow	16	21	17	30	11	23	18	26	22	34	11	27	21	22	21	18	24	24	18	16
Other	1	0	0	1	1	0	1	0	1	1	2	0	1	1	1	1	1	1	1	0
DK/NA	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

2014 n=2,074

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

# Perceived Seriousness of Future Issues Facing Urban Communities

## General Public, 2014



Canadians are pessimistic that urban water issues will be resolved in the next decade—a small minority expects the issues to become less serious.

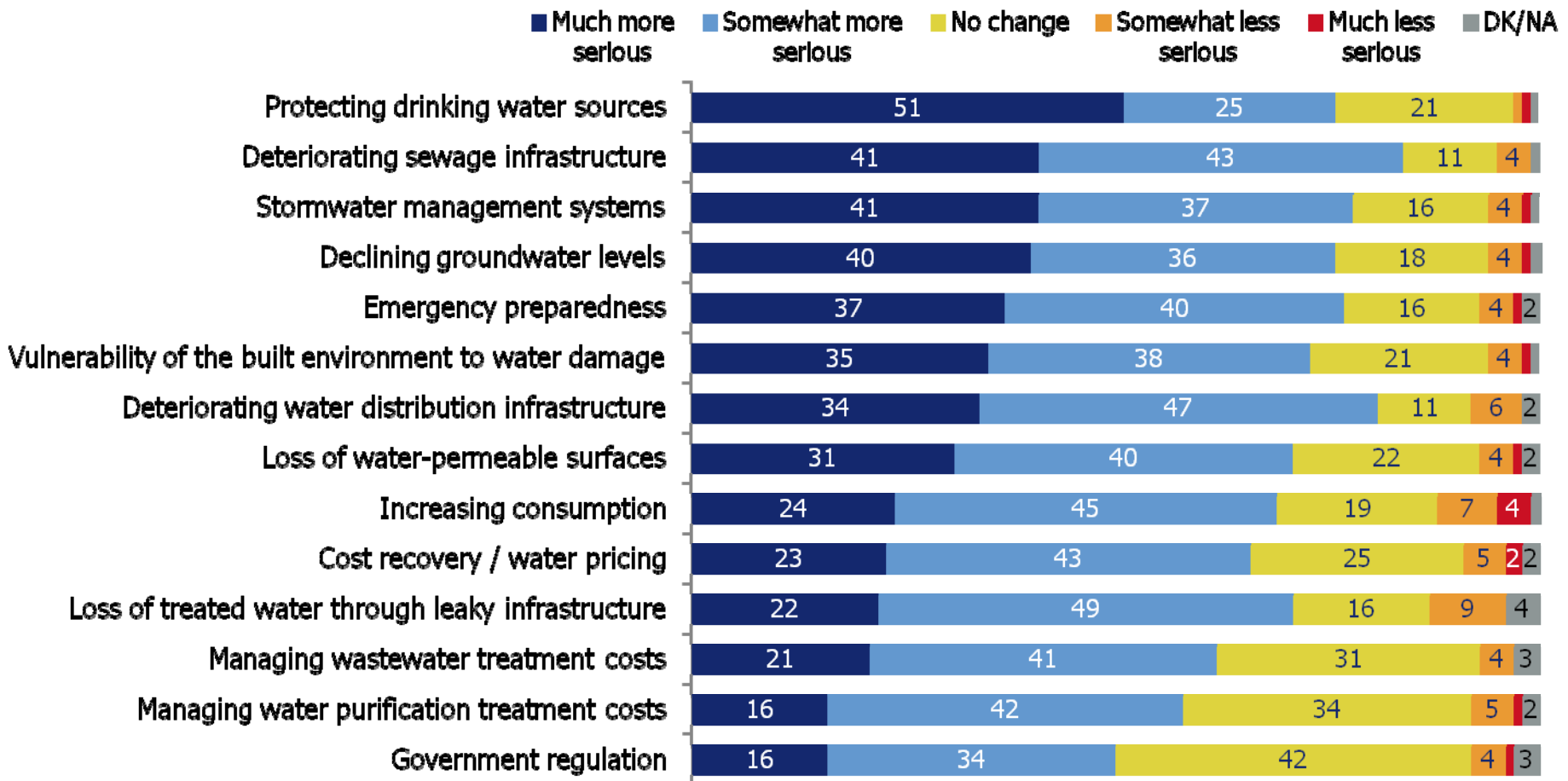
2014 *n*=2,074

Ten years from now, do you think that each of the following issues facing urban communities and municipalities in Canada will have become less serious or more serious?



# Perceived Seriousness of Future Issues Facing Urban Communities

## All Experts, 2013



Experts do not expect the seriousness of issues to change much in 10 years. The top three most serious current issues are the same three that are expected to be the most serious in ten years.

2013 n=134

Ten years from now, do you think that each of the following issues facing urban communities and municipalities in Canada will have become less serious or more serious?

# Perceived Future Seriousness of Issues Facing Urban Communities

## *“Much More” and “Somewhat More” Serious, Demographics, 2014 (1 of 2)*

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Declining groundwater levels	68	65	63	64	62	60	68	67	60	61	63	59	61	61	71	61	66	63	63	65
Protecting drinking water sources	81	71	87	73	80	84	79	72	85	72	80	80	75	77	81	74	81	75	78	82
Increasing consumption of water supplies	81	71	76	74	79	77	81	73	77	72	76	76	73	75	81	75	77	74	75	84
Loss of treated water through leaking infrastructure	58	47	52	61	70	60	59	50	68	60	69	66	52	63	65	58	62	61	64	55
Deteriorating water distribution infrastructure generally	65	54	70	67	73	61	62	60	74	66	71	65	61	66	72	67	66	67	66	66
Deteriorating sewage infrastructure	69	62	76	69	69	64	70	63	75	68	69	67	63	70	72	67	69	68	69	67
Managing water purification treatment costs	69	56	68	68	73	72	71	59	74	68	70	71	63	70	72	66	71	69	72	63
Managing wastewater treatment costs	69	60	69	71	72	73	72	56	75	68	72	74	65	71	73	67	72	69	73	68

2014  $n=2,074$

Ten years from now, do you think that each of the following issues facing urban communities and municipalities in Canada will have become less serious or more serious?

## Perceived Future Seriousness of Issues Facing Urban Communities

### *“Much More” and “Somewhat More” Serious, Demographics, 2014 (2 of 2)*

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100,000)	Mid-size towns/cities	Rural (<1000)
Condition of storm water management systems	58	57	66	67	66	70	58	61	71	69	64	80	62	67	64	61	68	65	61	69
Emergency preparedness	65	57	60	65	66	70	66	67	63	69	69	70	61	67	65	62	67	65	65	61
Loss of water-permeable surfaces to pavement	55	51	56	58	59	63	51	55	56	59	55	61	54	58	59	54	61	56	57	62
Vulnerability of the built environment to water damage	53	51	57	57	61	62	57	54	57	62	62	65	57	59	56	53	61	58	57	56
Water pricing to recover infrastructure costs	70	64	73	76	72	78	71	62	71	73	70	81	64	74	82	69	77	73	74	73
Government regulation related to water infrastructure	61	55	63	64	63	66	62	53	60	64	61	70	56	62	70	58	66	62	63	62
Urban/city flooding	57	63	55	62	60	60	56	67	64	65	57	57	56	62	63	56	64	61	59	61

2014  $n=2,074$

Ten years from now, do you think that each of the following issues facing urban communities and municipalities in Canada will have become less serious or more serious?

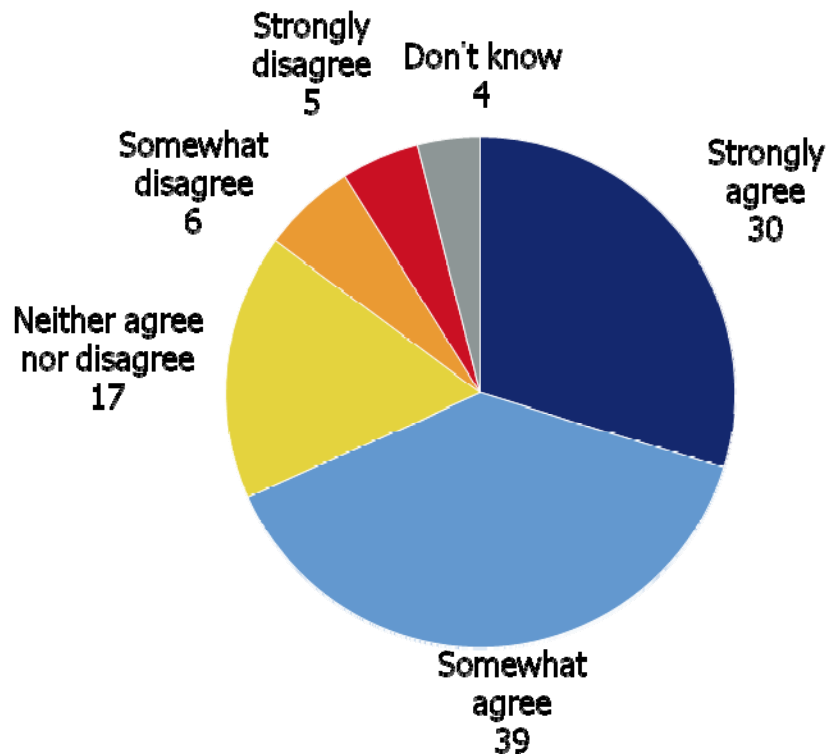


## Extreme Weather Concern

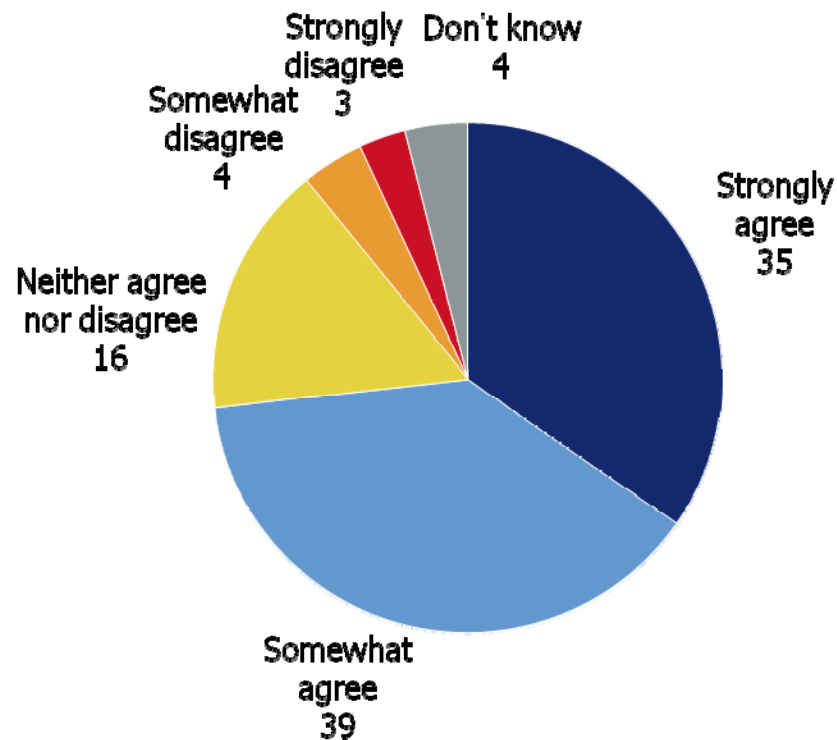
# Perceptions on Extreme Weather Events

## "Agree" vs "Disagree," 2014

**Climate change has resulted in an increase in extreme weather events in Canada**



**Extreme weather events in Canada will become more commonplace in the future**



Most Canadians agree that climate change is causing more extreme weather. Three-quarters expect extreme weather to increase in Canada.

2014  $n=2,074$

To what extent do you agree or disagree with each of the following statements?

# Perceptions on Extreme Weather Events

## *“Strongly Agree” and “Somewhat Agree,” Demographics, 2014*

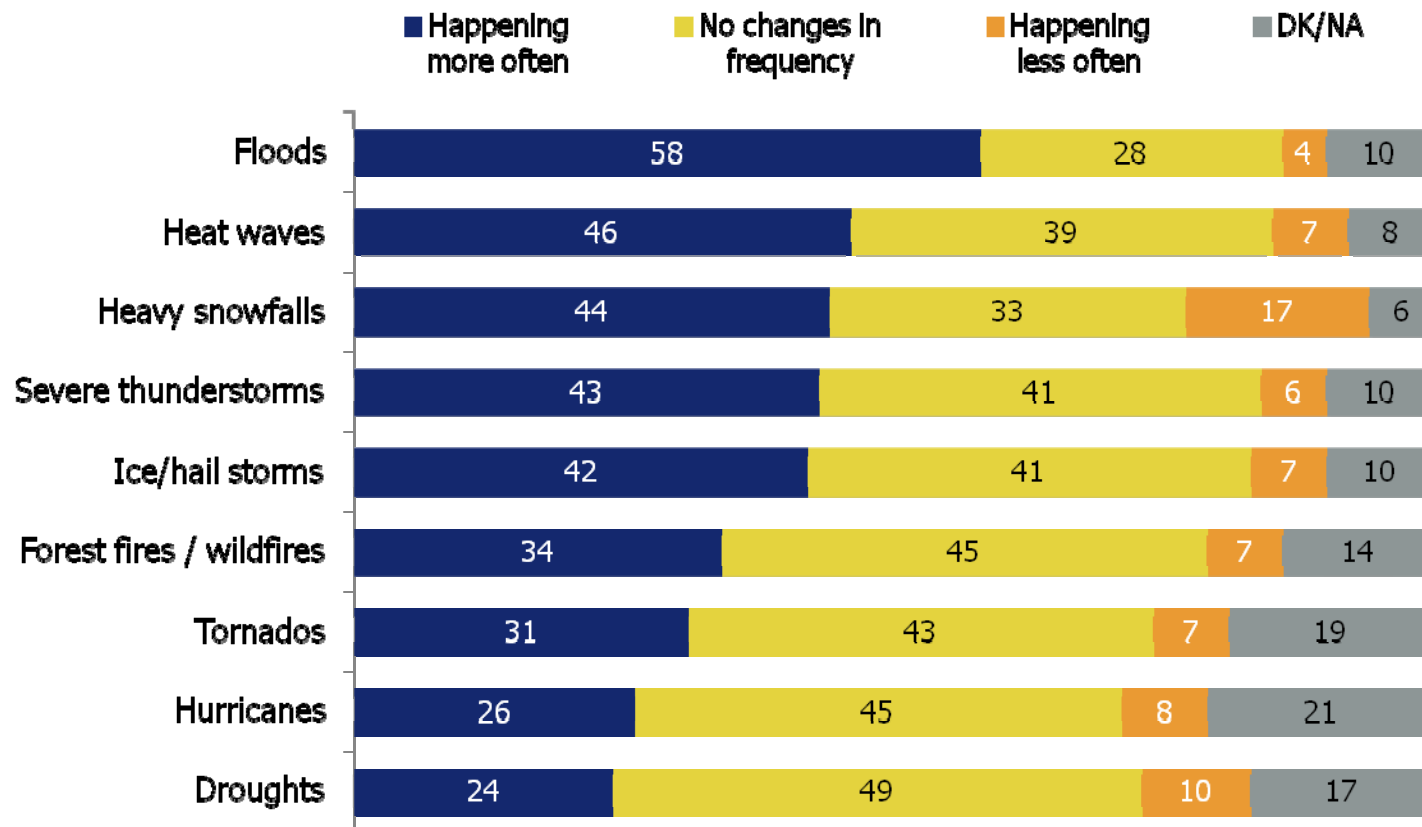
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
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Climate change has resulted in an increase in extreme weather events in Canada	68	56	64	71	73	70	69	61	71	76	73	71	73	67	68	63	74	71	67	65
Extreme weather events in Canada will become more commonplace in the future	72	62	69	74	80	73	73	69	74	77	78	75	73	74	73	70	76	74	74	71

2014 n=2,074

To what extent do you agree or disagree with each of the following statements?



# Perceived Change in Frequency of Weather Events Compared to Ten Years Ago – 2014



More than any other type of weather event, Canadians think the number of floods are increasing. Fewer than half say the same about droughts.

2014  $n=2,074$

Compared to 10 years ago, do you feel that the following events have been happening any more or less often in Canada?

# Perceived Change in Frequency of Weather Events Compared to Ten Years Ago – Demographics 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Heat waves	44	26	36	52	48	46	44	28	34	52	58	45	49	46	41	43	48	46	45	43
Heavy snowfalls	42	49	53	52	26	45	44	47	65	49	25	47	45	42	45	39	48	44	41	47
Tornados	20	26	43	28	39	34	19	22	37	26	37	29	20	37	36	32	31	28	35	38
Floods	55	68	59	56	56	60	53	75	63	57	54	55	51	63	59	52	64	58	55	61
Forest fires / wildfires	40	38	32	29	37	35	38	35	33	29	40	32	32	35	35	31	37	33	37	35
Severe thunderstorms	31	37	40	43	51	40	33	34	39	38	47	31	36	46	45	42	43	38	44	55
Hurricanes	18	15	25	24	34	37	20	16	24	20	31	39	21	30	26	25	27	23	32	29
Droughts	28	20	21	24	25	24	26	16	23	21	21	18	22	27	20	23	25	21	25	30
Ice/hail storms	37	39	37	47	42	37	37	42	37	48	36	37	37	45	42	39	45	41	43	43

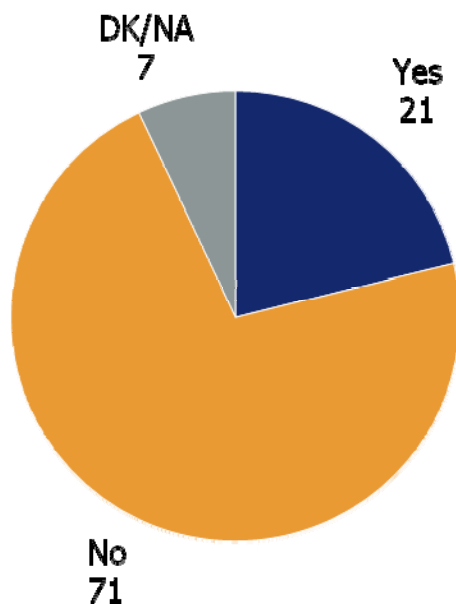
2014 n=2,074

Compared to 10 years ago, do you feel that the following events have been happening any more or less often in Canada?

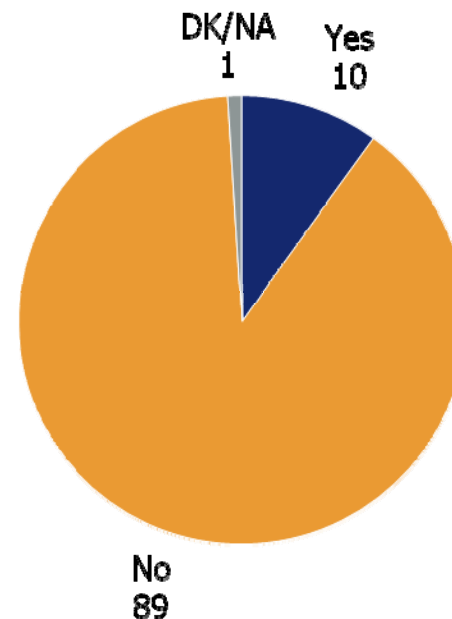


## Personal Experience with Flooding, 2014

**Live in an area that you think is vulnerable to flooding?**



**Personally affected by flooding in last 12 months?**



In 2013, 10% of Canadians were personally affected by flooding; 20% think they live in a flood-prone area.

2014  $n=2,074$

Do you currently live in an area that you think is vulnerable to flooding?

Several Canadian cities, towns and communities experienced some kind of flooding in 2013. Have you personally been affected by flooding in the last 12 months?

# Personal Experience with Flooding

## "Yes" Demographics, 2014

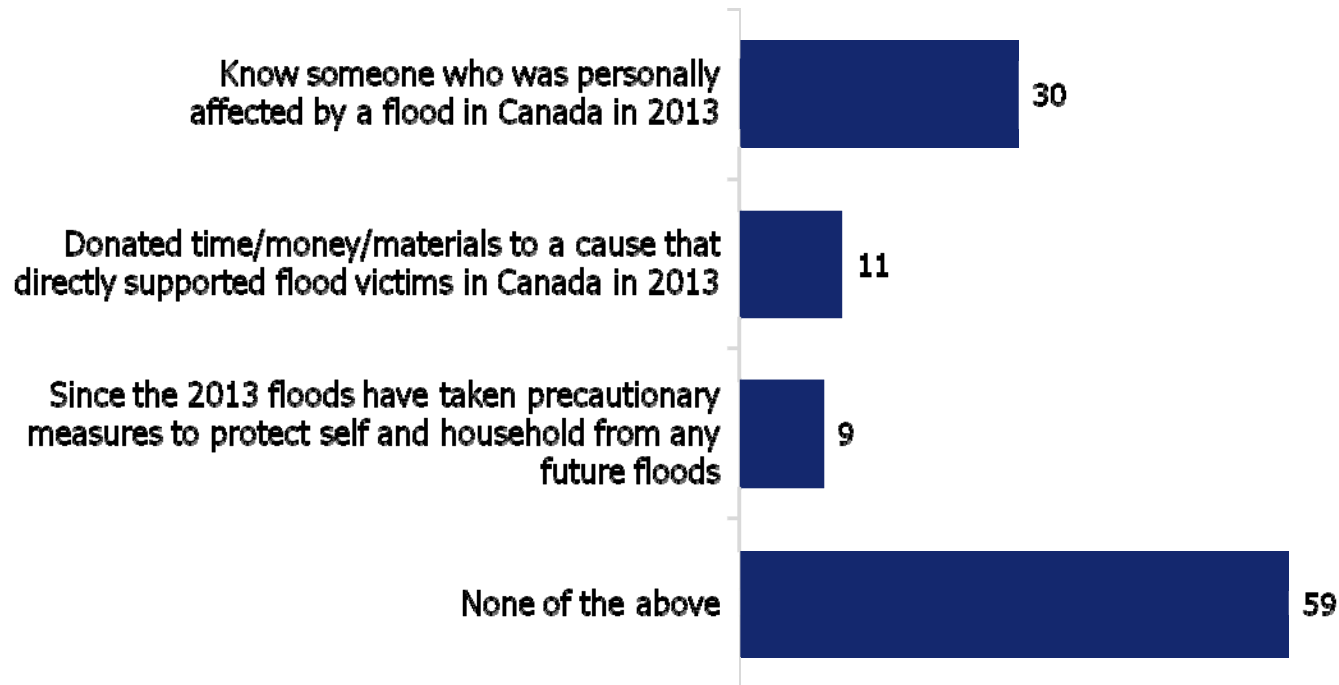
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	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Live in an area that you think is vulnerable to flooding	24	29	39	22	12	16	21	37	54	23	15	12	28	20	16	22	21	22	22	19
Personally affected by flooding in last 12 months	4	22	10	15	4	4	4	34	4	20	6	3	14	11	6	12	9	13	7	6

2014  $n=2,074$

Do you currently live in an area that you think is vulnerable to flooding?

Several Canadian cities, towns and communities experienced some kind of flooding in 2013. Have you personally been affected by flooding in the last 12 months?

## Experience with / Actions Taken in Response to Flooding, 2014



Besides the 10% of Canadians personally affected by flooding, 30% know someone affected by flooding in 2013.

2014  $n=2,074$

Which of the following, if any, apply to you in relation to the 2013 floods in some Canadian cities, towns and communities?

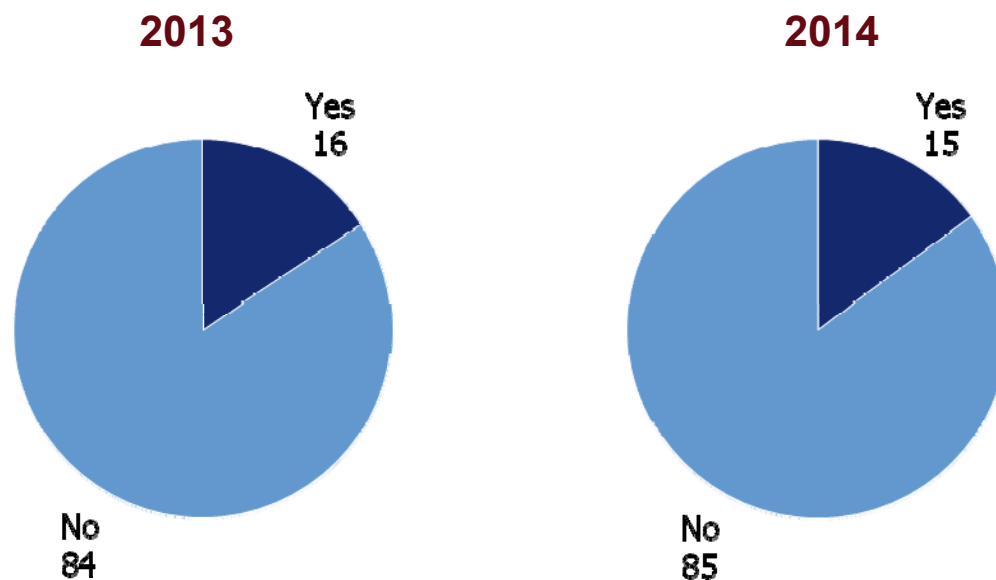
# Experience with / Actions Taken in Response to Flooding—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Know someone who was personally affected by a flood in Canada in 2013	25	55	36	33	14	31	26	65	29	40	15	25	35	31	23	29	31	34	23	25
Donated time/money/materials to a cause that directly supported flood victims in Canada in 2013	8	33	12	9	6	10	9	40	9	9	8	11	14	10	10	13	10	12	12	8
Since the 2013 floods have taken precautionary measures to protect self and household from any future floods	6	10	12	11	7	8	4	12	9	13	7	5	12	8	7	10	8	8	11	9
None of the above	65	30	55	56	76	62	65	18	61	49	74	65	51	60	67	60	59	55	64	66

2014  $n=2,074$

Which of the following, if any, apply to you in relation to the 2013 floods in some Canadian cities, towns and communities?

# Experience of Water-Related Damage, Trends: 2013–2014



Despite 2013 flooding events in several cities, Canadians don't report more water-related damage to their home over last year.

2014	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Yes	13	14	14	20	10	10	15	12	11	21	10	10	23	13	8	13	17	14	14	17
No	87	85	85	80	90	90	85	88	88	79	90	89	77	87	92	87	83	86	86	83

2014  $n = 2,074$ , 2013  $n = 2,282$

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

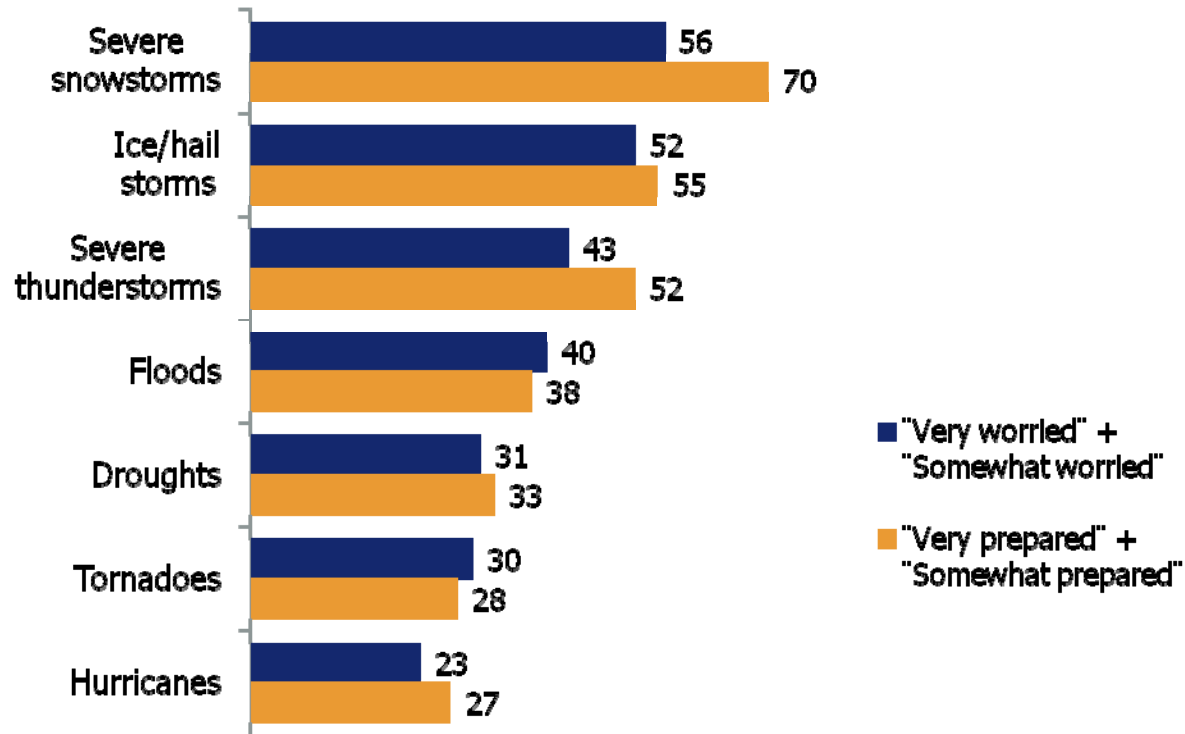
# Type of Water-Related Damage Experience—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Roof leaks	38	29	29	25	19	67	38	19	33	31	26	45	20	38	32	33	26	29	40	18
Water escape/overflow in kitchen/bathroom	20	12	12	33	18	13	20	12	4	17	27	29	38	16	3	25	24	16	28	42
Broken/burst pipes	42	32	20	32	23	8	45	16	29	29	32	14	31	28	25	26	32	29	20	38
Sewer back up	16	7	39	27	32	9	16	3	20	21	23	11	33	15	20	24	24	16	27	41
Appliance malfunction	26	23	3	29	11	7	29	37	9	13	14	15	36	8	11	24	20	17	9	46
Flood water running through door/window	15	19	31	29	31	9	15	11	24	36	29	13	32	19	24	21	29	25	22	32
None of the above	8	23	20	12	8	14	6	22	14	13	13	21	6	17	23	10	14	15	15	4

\*All respondents experienced water damage in past 2 years at home, 2014  $n=272$

What water related damage have you experienced?

# Worry about Adverse Weather Events and Perceived Preparedness to Cope 2014



While flooding causes Canadians less concern than events like snow, ice or hail storms, less than 40% of Canadians are prepared for flooding.

2014  $n=2,074$

Please indicate how worried you feel about each of the following types of events adversely affecting you or your family. Then, please indicate how prepared you feel to cope with the adverse results of each of the following types of events.



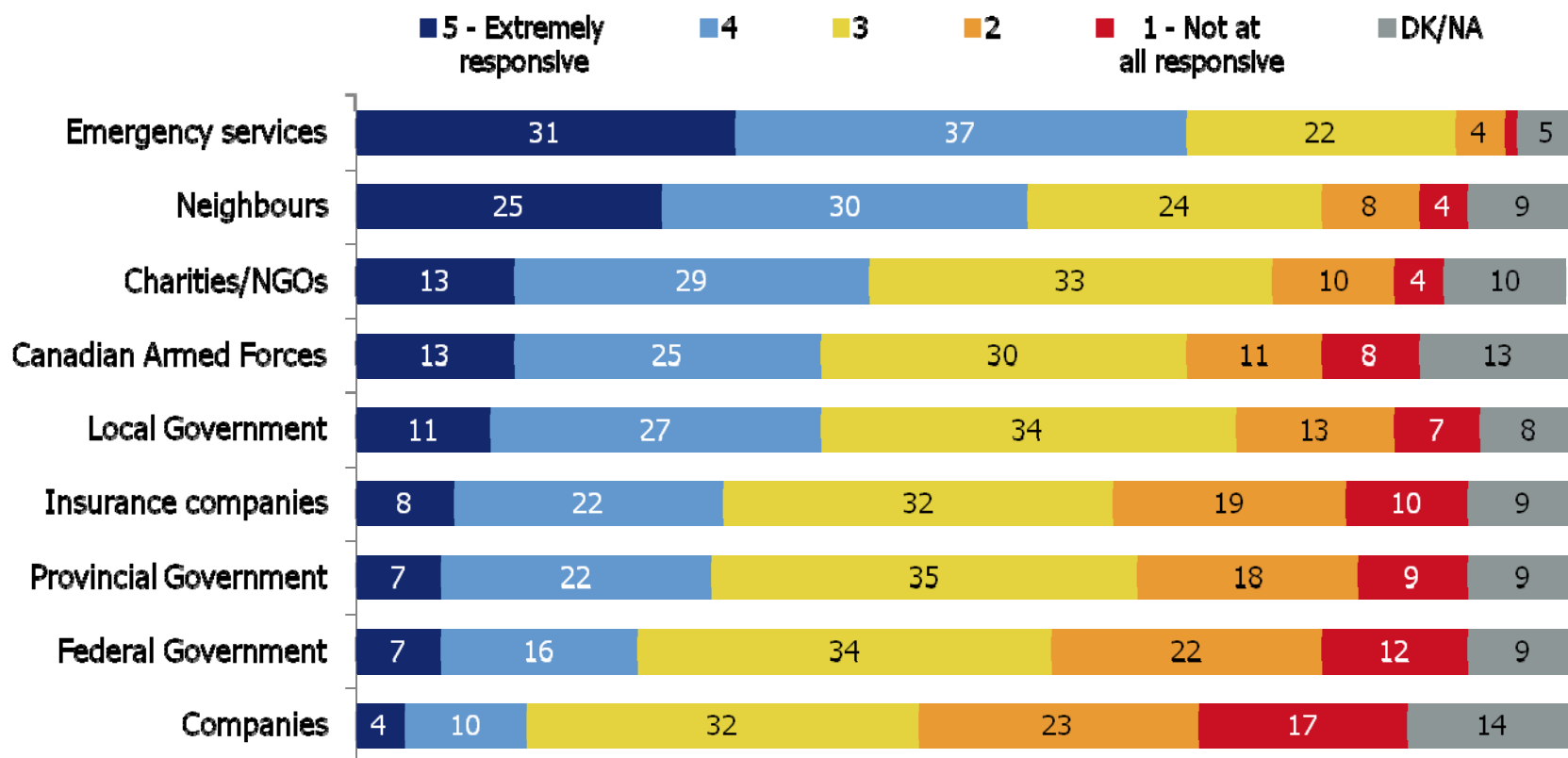
# Worry about Adverse Weather Events and Perceived Preparedness to Cope “Very” and “Somewhat” Worried/Prepared, Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
<b>How worried?</b>																				
Severe snowstorms	29	56	65	67	44	63	30	65	68	65	47	69	59	56	52	50	61	55	55	58
Floods	37	45	44	48	32	24	39	62	58	54	38	24	47	41	32	37	43	45	39	27
Tornadoes	9	33	42	40	27	15	11	27	31	36	26	10	31	29	32	28	33	25	34	41
Severe thunderstorms	29	48	49	48	40	33	31	49	48	49	42	37	37	45	46	40	45	42	45	43
Hurricanes	13	10	5	27	24	53	14	12	8	30	26	64	22	24	24	21	25	23	26	23
Droughts	28	38	43	33	27	21	28	37	28	31	26	18	31	32	30	31	31	28	32	40
Ice/hail storms	24	56	52	62	46	59	26	62	49	67	50	57	52	54	50	50	55	53	52	51
<b>How prepared?</b>																				
Severe snowstorms	45	77	76	73	63	91	39	74	78	69	60	89	71	67	74	70	69	66	75	77
Floods	31	50	48	41	28	39	29	56	58	39	30	32	37	39	40	40	37	38	39	37
Tornadoes	14	38	44	32	20	18	10	32	34	25	17	18	24	30	27	29	26	23	29	40
Severe thunderstorms	38	64	54	60	38	60	34	58	59	57	37	55	52	51	54	54	51	51	53	56
Hurricanes	18	25	14	30	18	60	14	23	18	26	18	68	20	28	32	30	23	24	27	33
Droughts	30	37	39	37	23	34	24	32	41	35	24	25	30	35	33	37	29	31	34	36
Ice/hail storms	36	54	45	60	52	73	32	52	56	58	51	68	53	53	58	55	54	52	58	58

Please indicate how worried you feel about each of the following types of events adversely affecting you or your family. Then, please indicate how prepared you feel to cope with the adverse results of each of the following types of events.



# Perceived Responsiveness of Organizations in Case of Extreme Weather Events, 2014



Canadians expect that police / fire departments and neighbours would provide the most support in an extreme weather event.

2014  $n=2,074$

How responsive do you think each of the following types of organizations would be to you if you and/or your family were adversely affected by extreme weather events, including flooding? Please use a scale of 1 to 5, where 1 means 'not at all responsive' and 5 means 'extremely responsive.'

# Perceived Responsiveness of Organizations in Case of Extreme Weather Events

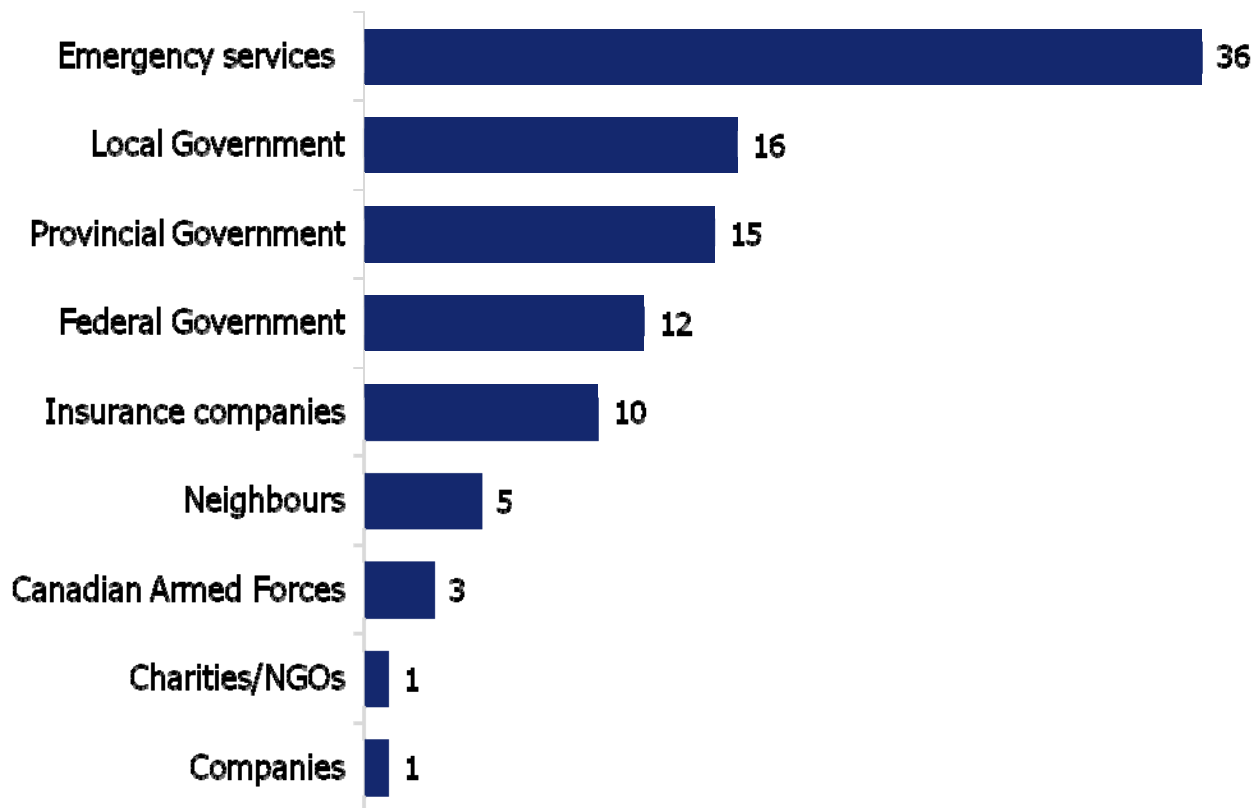
## *“Extremely Responsive” and “Responsive”, Demographics, 2014*

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Companies	14	20	11	13	14	10	12	26	13	14	11	12	16	14	10	14	13	13	14	15
Local Government	39	46	33	34	42	28	39	56	29	36	36	25	37	37	38	39	36	38	38	35
Provincial Government	33	36	34	24	33	27	37	41	32	28	35	27	31	29	29	32	27	32	28	22
Federal Government	25	23	19	23	23	19	28	26	26	29	26	20	22	25	19	24	21	25	22	16
Neighbours	50	64	58	52	54	65	46	61	49	47	49	62	52	53	62	51	59	50	55	70
Charities/NGOs	39	47	36	35	51	48	40	48	40	37	53	53	45	43	38	40	45	43	46	36
Insurance companies	22	21	27	29	36	34	23	20	29	29	32	43	28	28	32	27	31	28	33	30
Canadian Armed Forces	33	46	42	36	40	41	34	49	50	36	44	46	35	38	43	37	40	41	41	28
Emergency services	63	69	66	68	69	68	65	70	64	68	68	73	68	65	72	65	70	69	67	64

2014  $n=2,074$

How responsive do you think each of the following types of organizations would be to you if you and/or your family were adversely affected by extreme weather events, including flooding? Please use a scale of 1 to 5, where 1 means ‘not at all responsive’ and 5 means ‘extremely responsive.’

## Organization with Most Important Role in Providing Assistance in Case of Weather Extreme Event, Top Mention, 2014

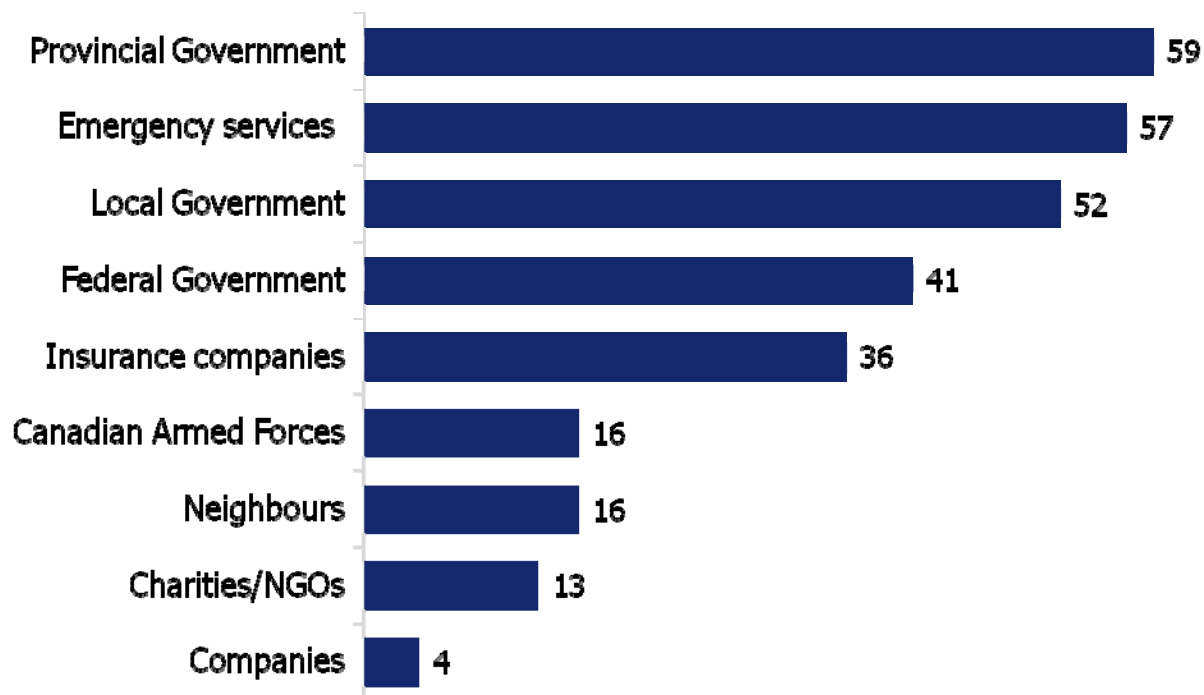


Canadians think emergency services have the greatest obligation to support Canadians during extreme weather events.

2014  $n=2,074$

Which of the following organizations do you think **should** play the most important role in providing assistance when your community is adversely affected by extreme weather events, including flooding?

## Organization with Most Important Role in Providing Assistance in Case of Weather Extreme Event, Total Mentions, 2014



2014  $n=2,074$

Which of the following organizations do you think **should** play the most important role in providing assistance when your community is adversely affected by extreme weather events, including flooding?

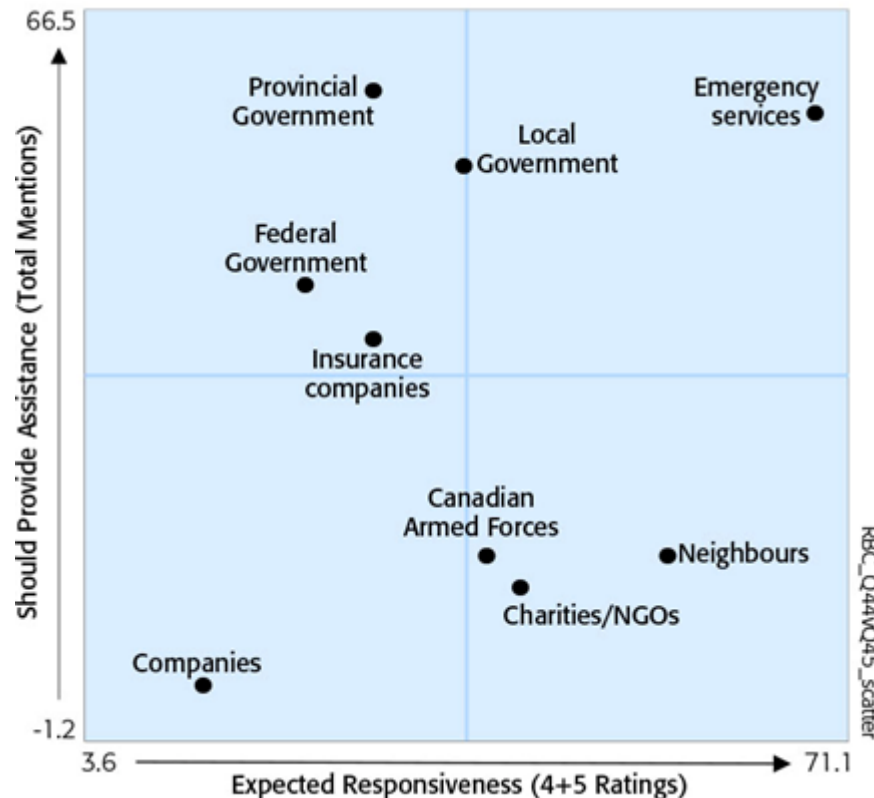
# Organization with Most Important Role in Providing Assistance in Case of Weather Extreme Event—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Companies	0	2	0	2	1	0	1	1	0	1	1	0	1	0	2	1	1	1	0	2
Local Government	17	20	10	19	13	12	19	21	14	22	12	16	15	16	18	18	14	19	17	6
Provincial Government	18	12	18	12	19	11	15	12	18	11	19	8	14	16	12	16	14	14	14	18
Federal Government	13	10	17	12	12	12	15	13	22	13	15	18	13	13	10	13	12	14	10	10
Neighbours	4	8	11	4	4	1	4	3	3	3	3	1	5	5	4	6	4	3	4	10
Charities/NGOs	1	0	1	1	3	1	1	0	1	2	4	2	2	1	1	1	2	2	2	0
Insurance companies	6	11	13	8	12	19	6	10	12	7	9	8	10	10	12	11	10	8	12	15
Canadian Armed Forces	4	2	7	1	7	2	3	2	5	1	8	3	5	3	2	3	3	3	4	2
Emergency services	37	35	24	41	30	40	35	37	25	39	29	43	35	36	37	31	41	36	35	36

2014  $n=2,074$

Which of the following organizations do you think **should** play the most important role in providing assistance when your community is adversely affected by extreme weather events, including flooding?

# Responsiveness vs. Perceived Responsibility in Providing Assistance By Type of Organization, 2014



Neighbours are widely expected to be responsive in an extreme weather event, even though Canadians don't think it's their responsibility.

2014  $n=2,074$

How responsive do you think each of the following types of organizations would be to you if you and/or your family were adversely affected by extreme weather events, including flooding? Please use a scale of 1 to 5, where 1 means 'not at all responsive' and 5 means 'extremely responsive.'

Which of the following organizations do you think **should** play the most important role in providing assistance when your community is adversely affected by extreme weather events, including flooding?

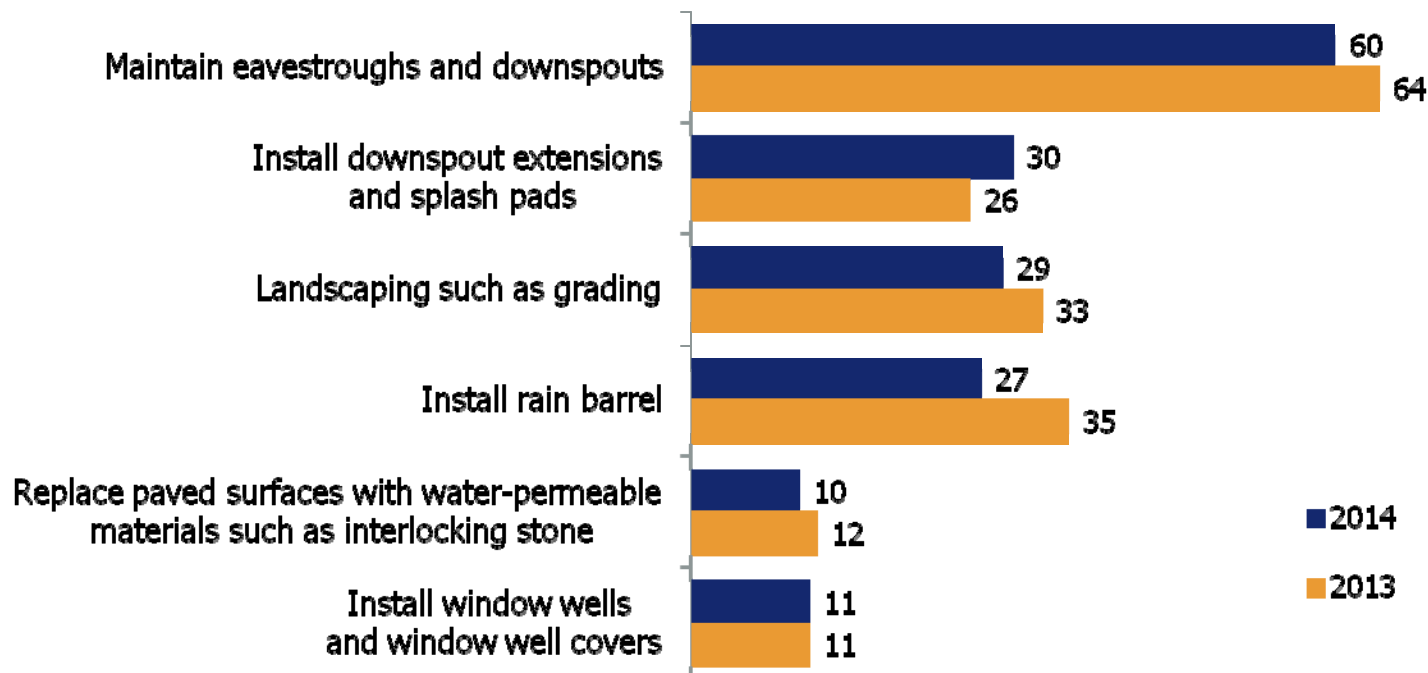




## **Extreme Weather Preparedness at Home**

# Measures Planned to Take in Coming Year to Prevent Water Damage

## Trends: 2013–2014



Most Canadian homeowners plan to at least maintain eavestroughs/downspouts this year to help prevent water damage to their homes.

\*All respondents living in houses 2014  $n=1,365$ , 2013  $n=1,554$

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



# Measures Plan to Take in Coming Year to Prevent Water Damage – Demographics, 2014

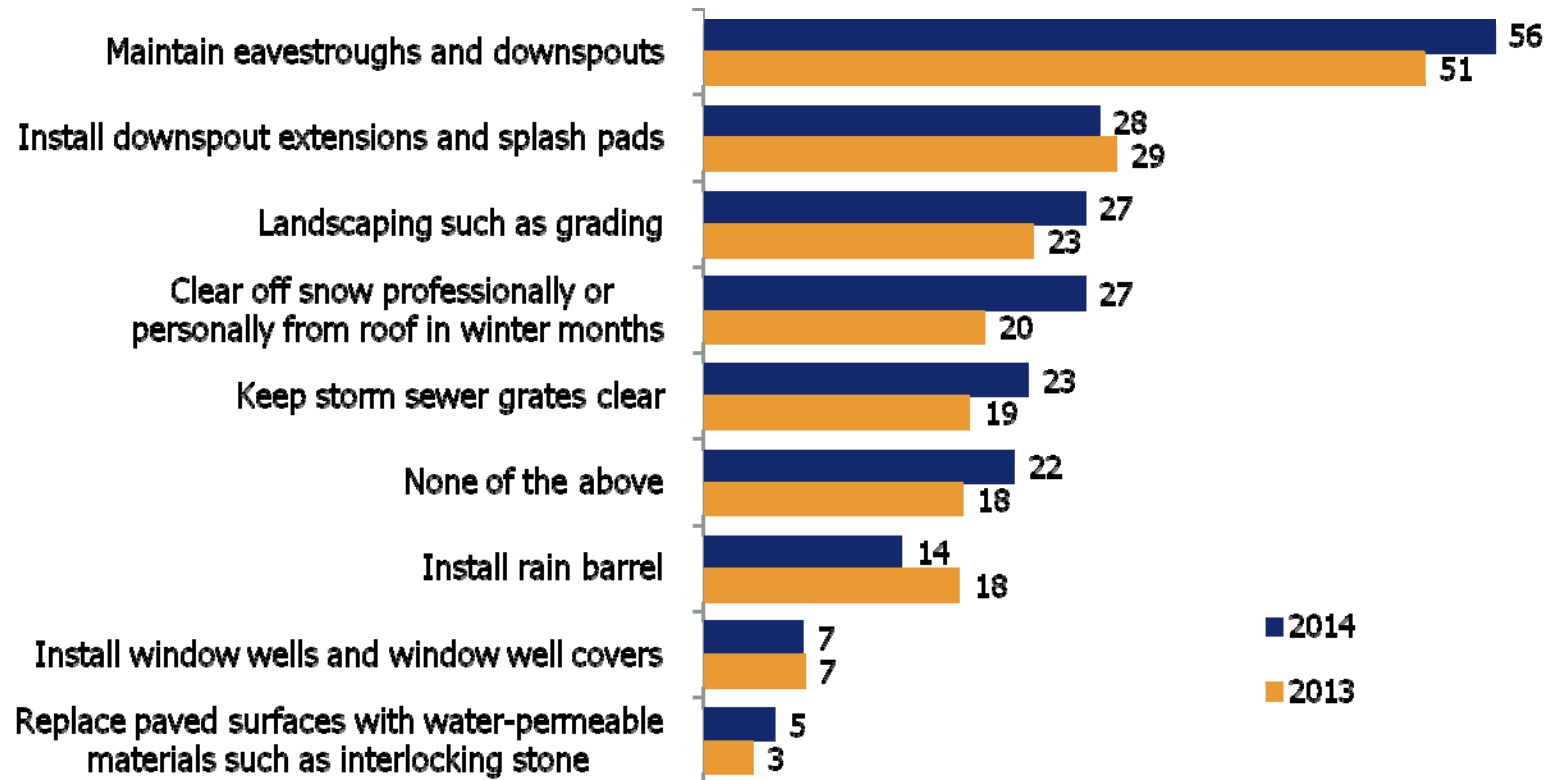
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Maintain eavestroughs and downspouts	54	66	78	63	43	62	47	66	79	55	37	65	52	58	68	56	63	56	61	65
Install rain barrel	17	36	36	31	17	22	14	39	28	27	16	26	27	26	28	25	28	24	27	31
Landscaping such as grading	19	25	31	32	29	34	17	24	41	31	25	37	25	33	27	29	30	27	31	31
Install downspout extensions and splash pads	21	33	42	30	28	27	18	40	33	35	27	24	26	33	30	30	30	29	35	27
Replace paved surfaces with water-permeable materials such as interlocking stone	6	9	10	14	10	6	8	9	15	22	16	8	16	11	4	11	10	12	15	3
Install window wells and window well covers	4	11	11	18	7	5	4	11	15	24	10	7	15	13	5	11	12	13	14	5

\*All respondents living in houses 2014  $n=1,365$

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

# Preventative Measures Taken to Prevent Water Damage Outside of Home

## Trends: 2013–2014



The top preventative measure Canadians take to prevent water damage to their homes is once again eavestrough and downspout maintenance.

\*All respondents living in a house, 2014  $n=1,365$ , 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.

# Preventative Measures Taken to Prevent Water Damage Outside of Home – Demographics, 2014 (1 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	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	55	58	68	60	39	67	49	56	68	50	36	71	42	57	71	55	57	54	57	61
Install downspout extensions and splash pads	17	32	31	30	20	34	15	36	40	28	23	32	19	27	36	27	28	28	33	21
Landscaping such as grading	19	22	40	26	25	35	20	22	40	21	12	46	16	30	35	24	30	21	26	40
Clear off snow professionally or personally from roof in winter months	21	17	31	22	39	31	20	12	22	16	26	20	30	26	24	24	30	17	30	43

\*All respondents living in a house, 2014  $n=1,365$

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.

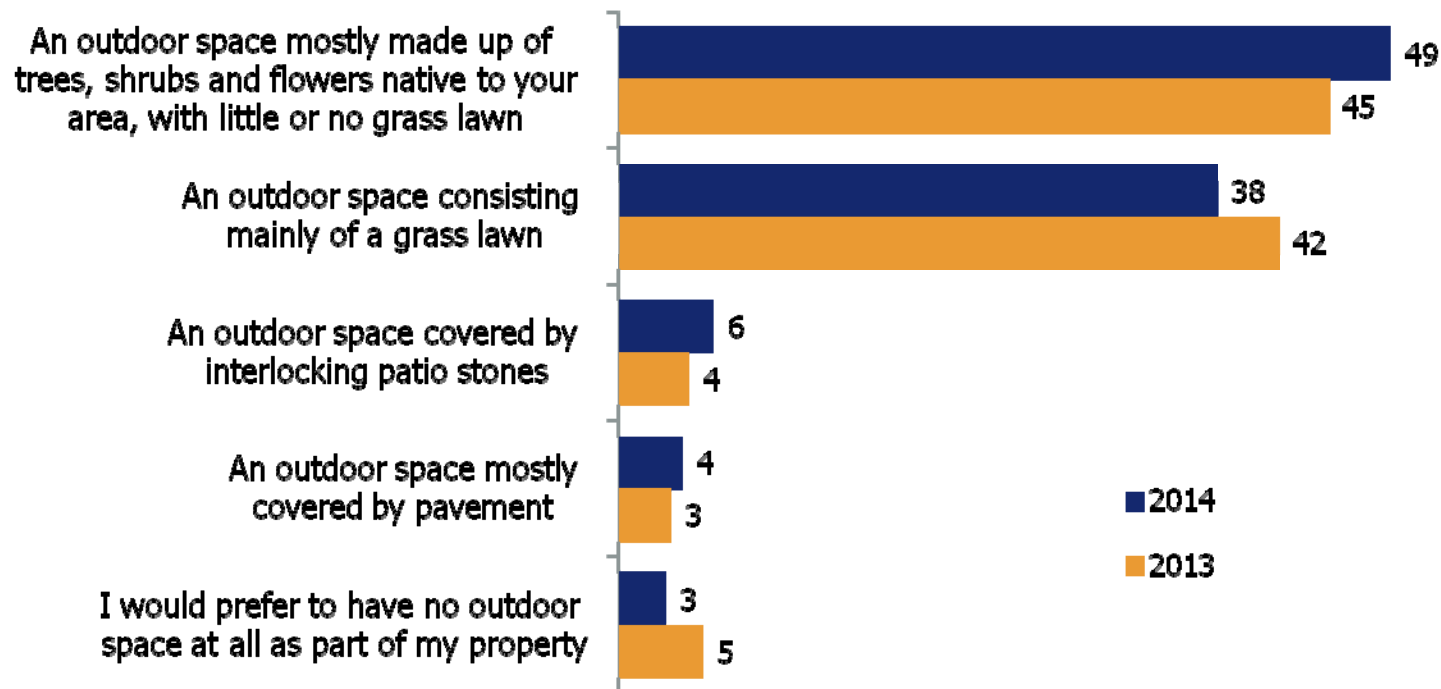
## Preventative Measures Taken to Prevent Water Damage Outside of Home – Demographics, 2014 (2 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Keep storm sewer grates clear	38	21	14	28	15	22	43	26	17	38	15	26	24	24	22	26	21	29	24	11
Install rain barrel	3	20	24	16	8	11	2	21	12	11	6	15	14	11	18	13	14	12	12	19
Install window wells and window well covers	1	8	9	10	6	4	1	11	13	12	11	3	7	9	5	7	7	8	9	2
Replace paved surfaces with water-permeable materials	6	2	5	5	5	4	7	2	6	8	9	3	6	4	4	4	5	6	6	1
None of the above	26	20	13	20	31	17	30	21	13	23	39	13	32	20	14	23	21	25	19	17

\*All respondents living in a house, 2014  $n=1,365$

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.

## Preferred Outdoor Space around Ideal Home, Trends: 2013–2014



Canadians' interest in having lawns outside their home has declined slightly compared to last year.

Note: Question wording modified in 2014

2014  $n=2,074$ , 2013  $n=2,282$

Around your ideal home, which one of the following outdoor spaces would you most want to have?

# Preferred Outdoor Space around Ideal Home—Demographics, 2014

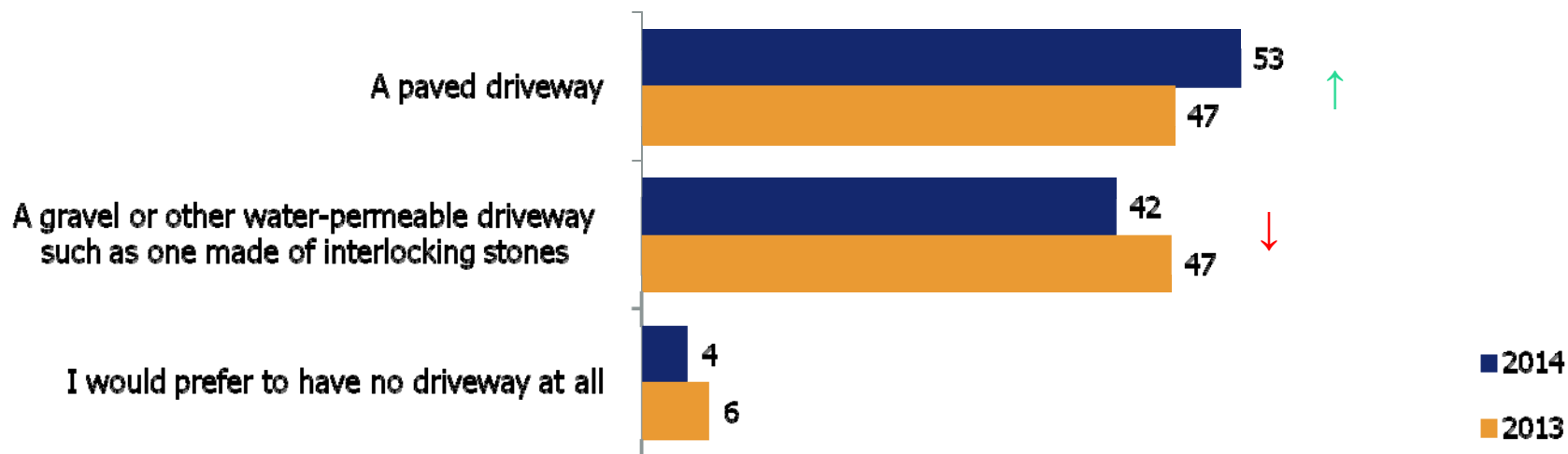
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
An outdoor space mostly made up of trees, shrubs and flowers native to your area, with little or no grass lawn	50	47	50	41	59	54	45	42	43	38	59	53	34	52	60	50	47	46	48	56
An outdoor space consisting mainly of a grass lawn	35	38	42	42	31	36	36	40	44	41	29	38	49	35	29	36	39	37	39	39
I would prefer to have no outdoor space at all as part of my property	5	4	1	3	4	1	5	4	2	3	6	2	4	3	4	4	2	4	3	1
An outdoor space covered by interlocking patio stones	5	6	5	10	3	5	6	8	6	12	3	5	9	6	5	6	7	8	5	2
An outdoor space mostly covered by pavement	4	4	2	4	3	4	6	7	4	6	3	1	4	4	2	3	4	4	4	2

2014 *n*= 2,074

Around your ideal home, which one of the following outdoor spaces would you most want to have?



## Preferred Type of Driveway around Ideal Home, Trends: 2013–2014



Canadians' interest in having a paved driveway outside their home has increased, while interest in water-permeable driveways has decreased slightly.

2014  $n=2,074$

Thinking again of the ideal home for you, which one of the following types of driveways would you most want to have?

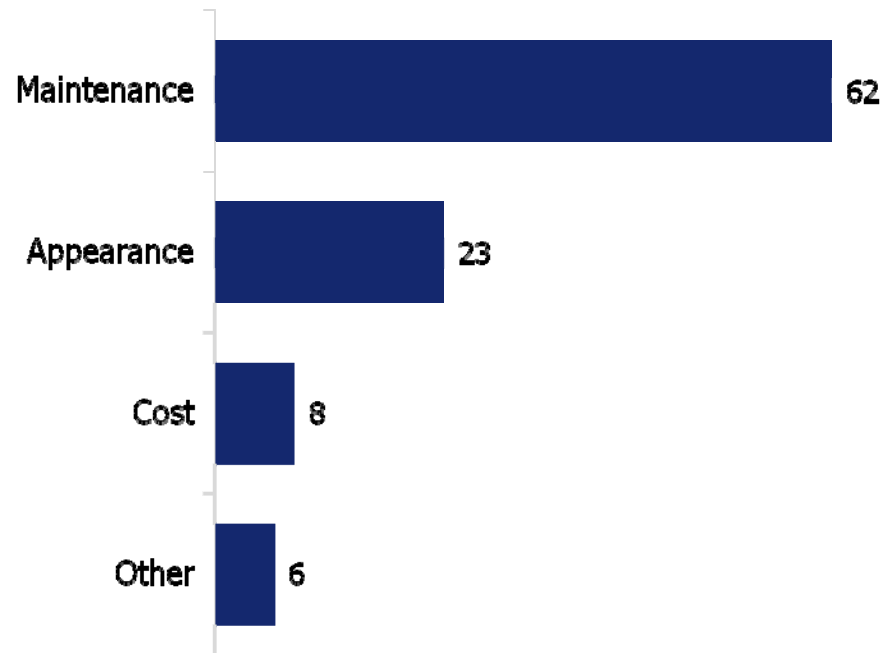
## Preferred Type of Driveway around Ideal Home—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
A paved driveway	48	56	56	56	46	57	50	58	54	51	45	60	57	50	52	53	52	54	53	49
A gravel or other water-permeable driveway such as one made of interlocking stones	41	36	41	40	49	42	37	33	41	43	49	38	37	44	44	41	43	39	42	50
I would prefer to have no driveway at all	9	6	2	4	5	1	11	9	4	5	6	1	5	5	3	5	4	6	4	0

2014  $n=2,074$

Thinking again of the ideal home for you, which one of the following types of driveways would you most want to have?

## Reason for Preferring Paved Outdoor Spaces / Driveways



Maintenance is by far Canadians' top reason for preferring paved outdoor surfaces for their home.

\*All respondents who prefer paved surfaces in front yard or driveway 2014  $n=1,173$   
Please indicate why you prefer paved outdoor spaces or driveways over other surfaces.

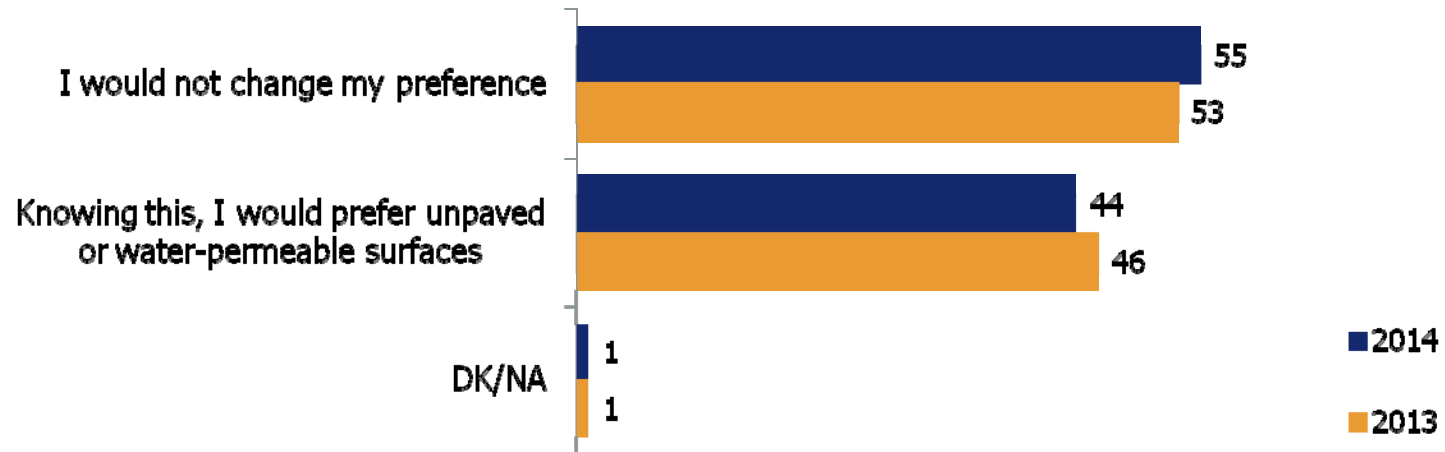
## Reason for Preferring Paved Outdoor Spaces / Driveways – Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Cost	8	3	4	11	9	3	10	4	7	11	11	6	13	8	2	8	8	9	8	4
Appearance	26	30	15	22	21	26	28	20	17	25	27	24	32	19	18	26	20	25	24	17
Maintenance	60	60	68	60	69	60	58	71	70	60	59	64	47	68	72	60	65	61	64	63
Other	4	7	12	7	2	11	3	5	5	3	3	6	8	4	7	6	7	4	4	16

\*All respondents who prefer paved surfaces in front yard or driveway 2014  $n=1,173$

Please indicate why you prefer paved outdoor spaces or driveways over other surfaces.

## Preferences for Front Yard / Driveway Surfaces after Knowing Water Management Benefits of Unpaved Surfaces – Trends: 2013–2014



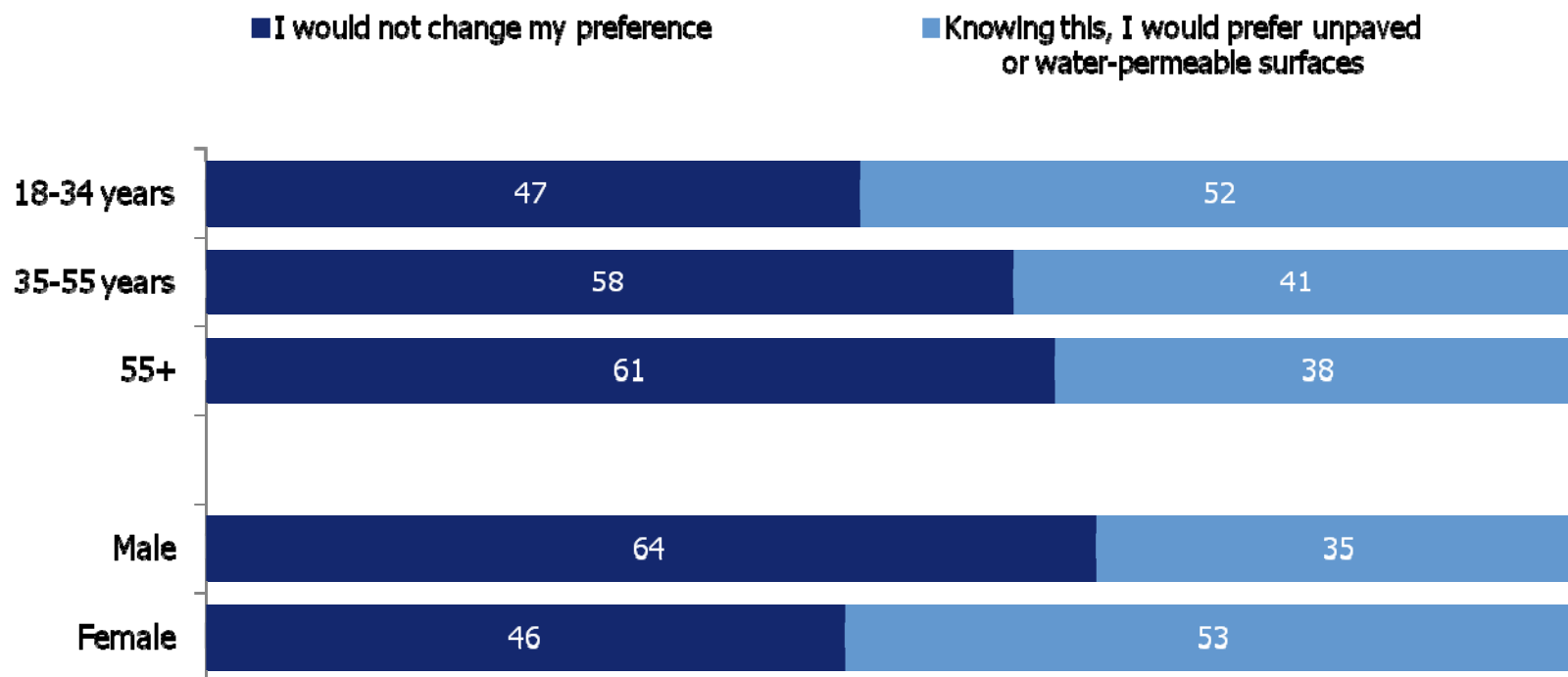
Most Canadians who prefer paved driveways wouldn't change their preference, even if they know the benefits of switching to an unpaved surface.

Note: Question modified slightly in 2014

\*All respondents who prefer paved surfaces in front yard or driveway 2014  $n=1,173$ , 2013  $n=1,122$

If you knew that unpaved surfaces allow excess rainwater and melted snow to seep slowly into the ground, and help reduce flooding from stormwater runoff, would that change your outdoor space and/or driveway surface preference?

## Preferences for Front Yard / Driveway Surfaces after Knowing Water Management Benefits of Unpaved Surfaces – Demographics, 2014 (1 of 2)



Similar to 2013 results, older Canadians and males are less likely to switch to an unpaved driveway.

\*All respondents who prefer paved surfaces in front yard or driveway 2014  $n=1,173$

If you knew that unpaved surfaces allow excess rainwater and melted snow to seep slowly into the ground, and help reduce flooding from stormwater runoff, would that change your outdoor space and/or driveway surface preference?



# Preferences for Front Yard / Driveway Surfaces after Knowing Water Management Benefits of Unpaved Surfaces – Demographics, 2014 (1 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	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	40	41	37	43	56	39	40	38	38	49	53	35	52	41	38	35	53	43	45	47
I would not change my preference	59	59	60	57	44	60	58	61	61	50	47	65	47	58	61	64	46	56	55	52

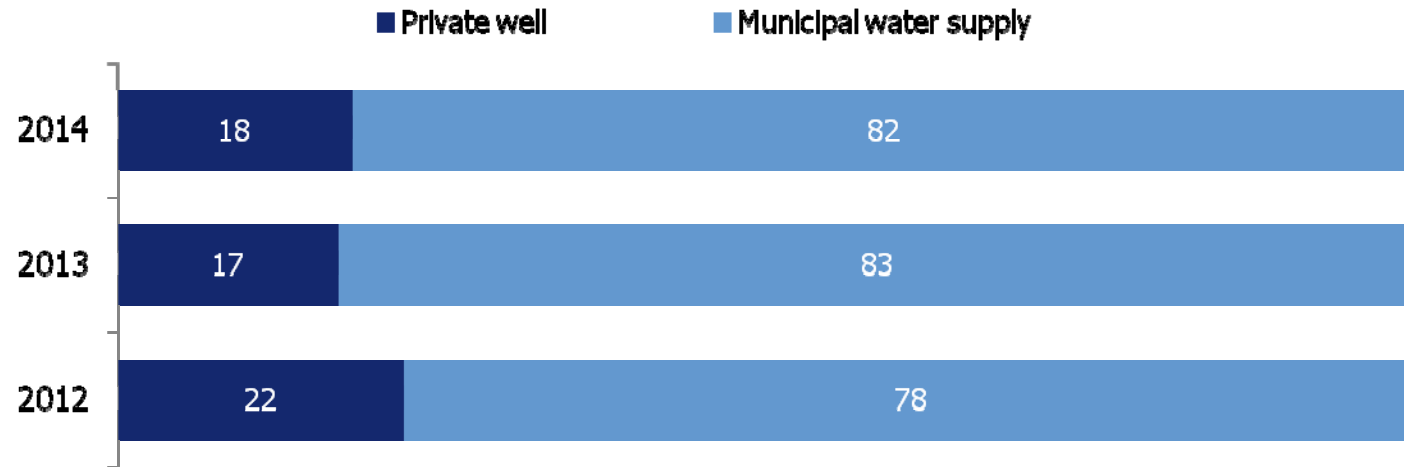
\*All respondents who prefer paved surfaces in front yard or driveway 2014  $n=1,173$

If you knew that unpaved surfaces allow excess rainwater and melted snow to seep slowly into the ground, and help reduce flooding from stormwater runoff, would that change your outdoor space and/or driveway surface preference?



## How My Town or City Manages Water Issues

# Main Source of Household Water, Trends: 2012–2014



Most Canadians rely on a municipality for their water supply.

2014  $n=2,074$ , 2013  $n=2,282$ , 2012  $n=2,428$

What is your main source of household water?

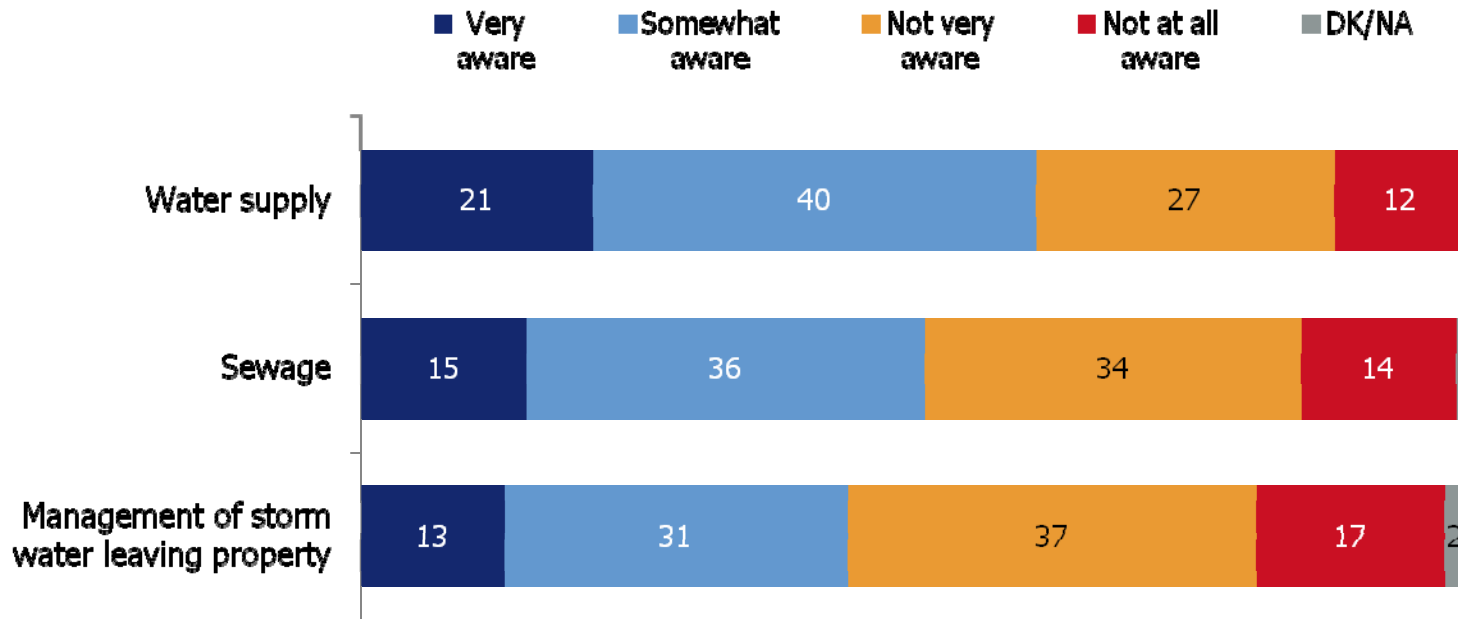
# Main Source of Household Water—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Municipal water supply	94	81	79	84	87	49	99	94	95	99	95	74	85	83	76	85	79	98	87	30
Private well	6	18	21	16	13	51	1	5	5	1	5	26	15	17	24	15	21	2	13	70

2014 *n*=2,074

What is your main source of household water?

# Awareness of Condition of Systems Servicing Home



Most Canadians aren't aware of the condition of stormwater management systems servicing their home. Nearly 20% aren't at all aware.

\*Those who use municipal water supply, 2014  $n=1,869$

You indicated that your main source of household water is the municipal water supply. How aware would you say you are of the condition of the following systems servicing your home?

# Awareness of Condition of Systems Servicing Home

## “Very Aware” and “Somewhat Aware,” Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Water supply	63	58	78	60	55	71	65	59	72	60	55	70	53	60	70	69	52	59	64	68
Sewage	55	53	69	51	38	65	55	55	60	52	36	62	42	49	64	58	43	49	55	52
Management of storm water leaving property	43	51	56	43	34	63	44	54	57	41	28	59	35	46	51	52	35	42	46	52

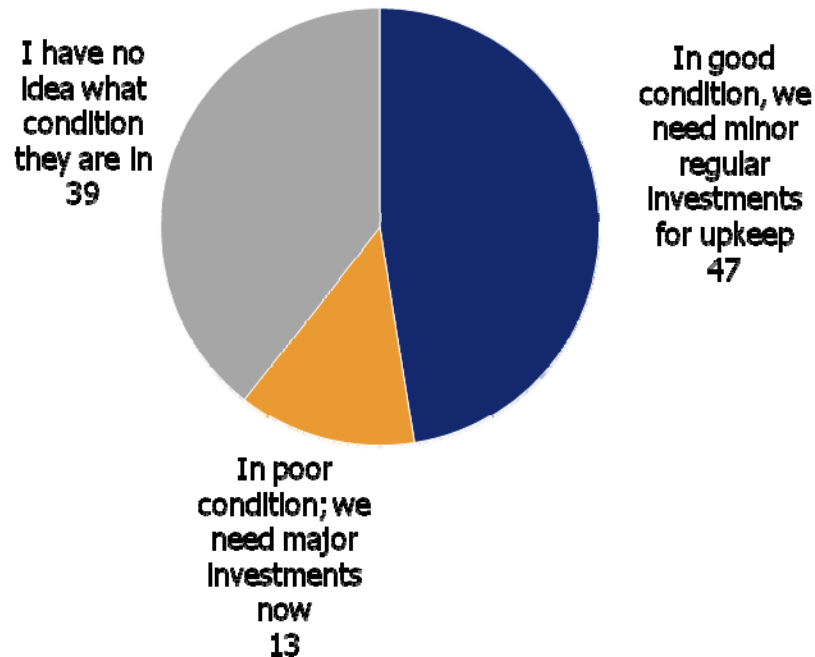
\*Those who use municipal water supply, 2014  $n=1,869$

You indicated that your main source of household water is the municipal water supply. How aware would you say you are of the condition of the following systems servicing your home?

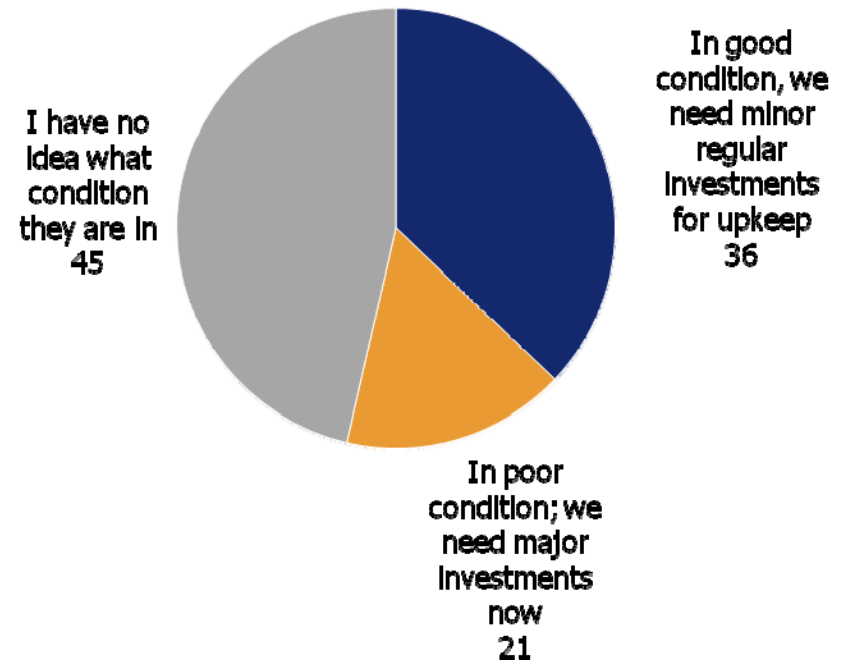


# Opinions about Water Treatment, Delivery and Stormwater Management Systems – 2014

**The water treatment and delivery systems in your community**



**The storm water management systems in your community**



Few Canadians think our water systems require major investment. But, 40% admit to having no knowledge of the condition of our water systems.

\*Those who use municipal water supply, 2014  $n=1,869$

Which one of the following is closest to your own opinion about...

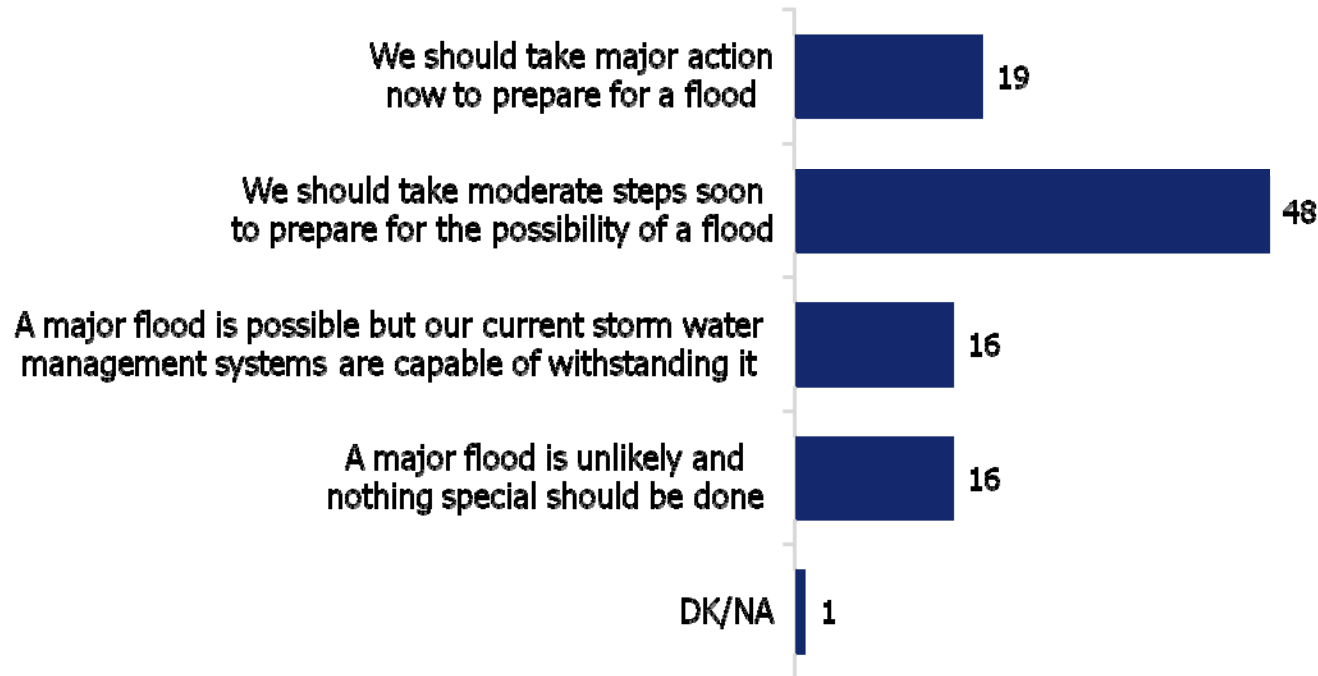
# Opinions about Water Treatment, Delivery and Stormwater Management Systems – Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
<b>The water treatment and delivery systems in your community</b>																				
In good condition — we need minor regular investments for upkeep	56	59	48	45	40	49	56	60	37	42	27	48	44	45	54	53	41	44	51	63
In poor condition — we need major investments now	9	3	26	10	19	19	10	3	32	12	26	19	10	14	14	15	11	15	9	6
I have no idea what condition they are in	35	37	25	45	38	32	34	35	30	47	44	32	45	40	31	31	47	40	38	32
<b>The stormwater management systems in your community</b>																				
In good condition — we need minor regular investments for upkeep	44	48	31	35	30	41	44	48	31	33	21	38	33	36	39	43	30	34	41	40
In poor condition — we need major investments now	12	10	30	17	17	18	11	9	33	19	19	22	12	18	18	19	14	18	11	13
I have no idea what condition they are in	43	39	39	47	50	39	43	39	36	47	57	37	52	43	41	37	54	45	46	43

\*Those who use municipal water supply, 2014 n=1,869

Which one of the following is closest to your own opinion about...

## Preferred Approach to Managing Excess Stormwater, 2014



Two-thirds of Canadians think that action is needed to prepare municipal stormwater management systems for flooding.

2014  $n=2,074$

Excessive rainfall or snowmelt can cause floods such as those that overwhelmed municipal stormwater management systems in Calgary, Toronto and other regions in 2013. Which one of the following best describes the approach you think your community, town or city should take with respect to the capacity of its systems to manage excess stormwater?

# Preferred Approach to Managing Excess Stormwater—Demographics, 2014

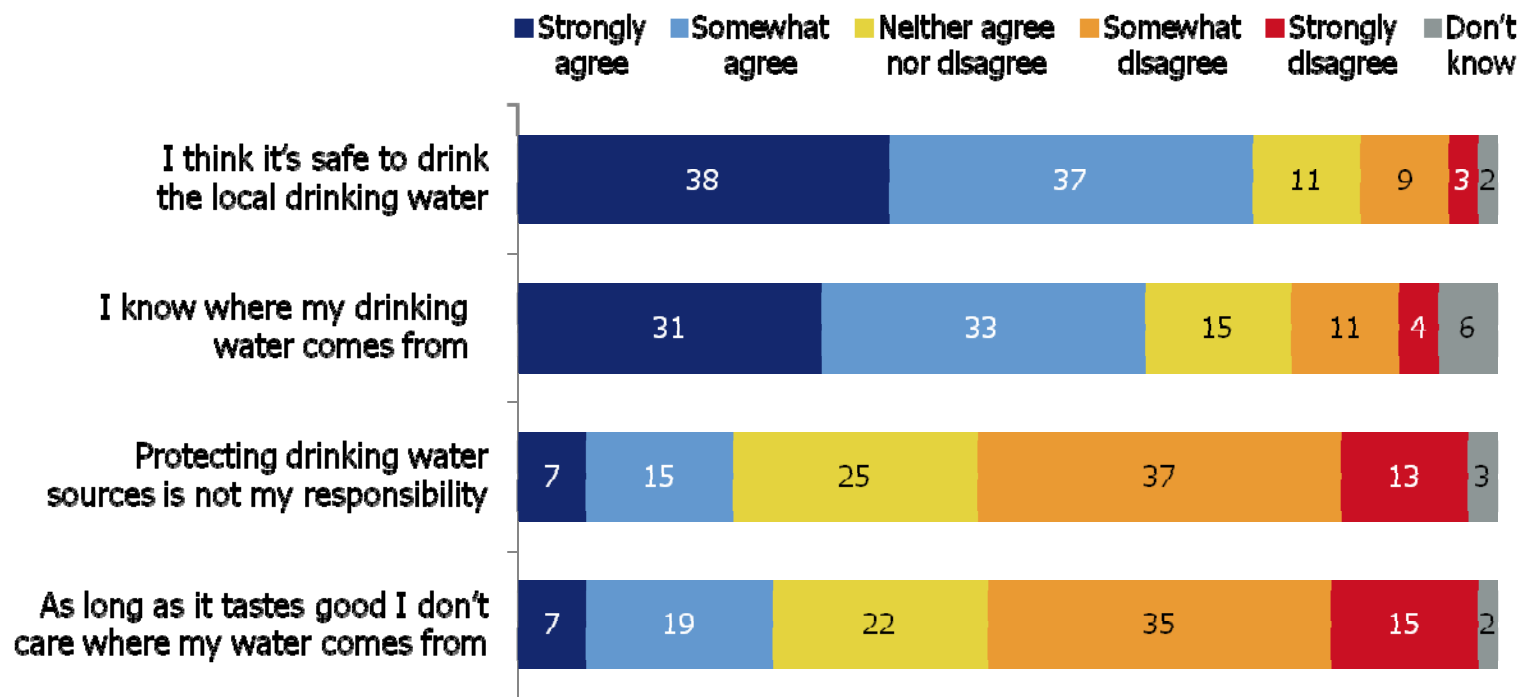
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
We should take major action now to prepare for a flood	15	31	17	19	19	10	14	41	27	25	22	13	12	23	23	18	20	24	18	6
We should take moderate steps soon to prepare for the possibility of a flood	56	47	49	55	34	51	56	45	39	57	41	53	53	45	47	45	51	52	46	38
A major flood is possible but our current storm water management systems are capable of withstanding it	13	10	16	16	20	13	15	9	31	12	17	16	19	15	13	17	14	15	17	16
A major flood is unlikely and nothing special should be done	14	11	19	9	27	25	13	5	2	5	19	17	16	16	17	19	14	8	18	40

2014  $n=2,074$

Excessive rainfall or snowmelt can cause floods such as those that overwhelmed municipal stormwater management systems in Calgary, Toronto and other regions in 2013. Which one of the following best describes the approach you think your community, town or city should take with respect to the capacity of its systems to manage excess stormwater?

# Opinions on Local Drinking Water Sources

## "Agree" vs "Disagree," 2014



More than 10% of Canadians express concern about the safety of local drinking water. At least 50% feel somewhat responsibility for helping to protect drinking water sources.

2014  $n=2,074$

Based on your knowledge about your local drinking water sources, would you agree or disagree with the following statements?

# Opinions on Local Drinking Water Sources

## “Strongly Agree” and “Somewhat Agree,” Demographics, 2014

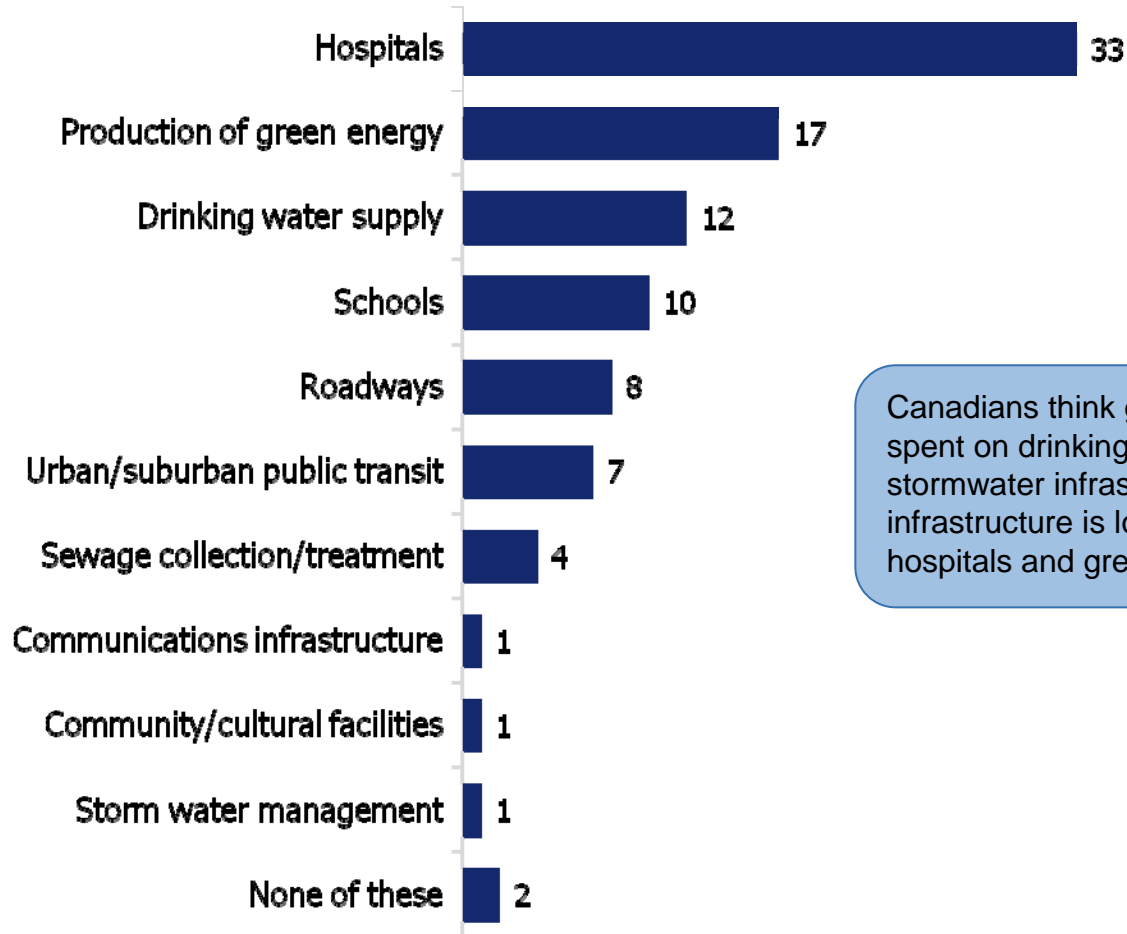
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
I know where my drinking water comes from	67	68	79	61	54	79	64	67	74	56	51	71	55	61	77	68	60	59	61	80
I think it's safe to drink the local drinking water	78	80	79	73	72	73	78	85	73	73	71	74	71	74	79	79	71	76	72	74
As long as it tastes good I don't care where my water comes from	23	26	25	27	26	22	25	24	24	36	28	24	27	26	23	32	19	28	24	18
Protecting drinking water sources is not my responsibility	21	22	23	26	18	15	21	23	22	29	21	24	25	21	20	27	17	24	25	14

2014 n=2,074

Based on your knowledge about your local drinking water sources, would you agree or disagree with the following statements?



# Highest Priority Infrastructure Area for Government Funding, 2014



Canadians think government funding should be spent on drinking water supply, rather than stormwater infrastructure. All water-related infrastructure is lower priority than spending on hospitals and green energy.

2014  $n=2,074$

Which one, if any, of the following infrastructure areas should be the highest priority for government funding in Canada? Please select one.

# Highest Priority Infrastructure Area for Government Funding— Demographics, 2014

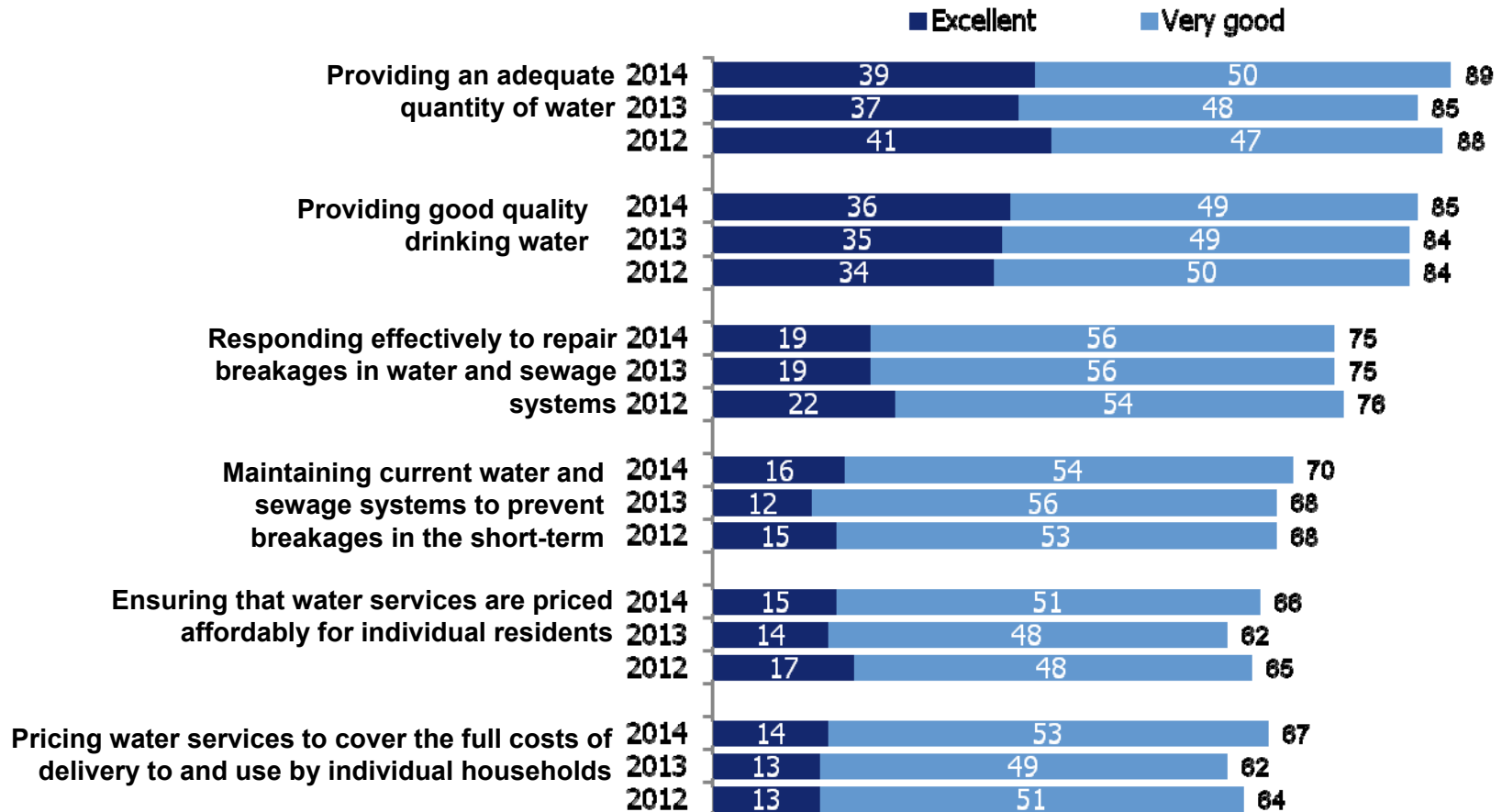
	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Communications infrastructure	1	1	3	1	0	1	2	1	2	1	0	0	1	1	0	1	1	1	1	1
Hospitals	32	36	33	29	39	33	32	36	26	27	34	34	25	34	40	32	35	29	37	40
Schools	14	15	5	9	9	10	11	14	6	7	8	11	15	10	5	11	9	10	9	11
Community/cultural facilities	0	0	0	2	1	1	0	0	0	2	2	0	2	1	0	1	1	1	0	1
Production of green energy	21	13	17	15	15	28	21	14	14	15	16	28	22	16	13	13	20	17	14	19
Urban/suburban public transit	7	4	3	11	4	2	9	5	1	17	3	5	8	6	6	9	5	9	5	2
Roadways	3	7	14	8	12	4	3	5	19	8	16	4	6	8	11	9	7	9	9	4
Drinking water supply	14	14	16	13	9	11	14	14	18	12	9	9	10	13	13	12	12	12	12	11
Storm water management	1	1	2	1	1	0	0	0	4	1	1	0	1	1	1	1	1	1	2	0
Sewage collection/treatment	3	3	3	4	4	3	4	4	5	4	5	3	3	3	5	5	3	4	5	3

2014 n=2,074

Which one, if any, of the following infrastructure areas should be the highest priority for government funding in Canada? Please select one.

# Performance Ratings of Municipality by Type of Area

## Part 1, Trends: 2012–2014



Municipalities are thought to be doing as well, or slightly better on water treatment and delivery compared to last year.

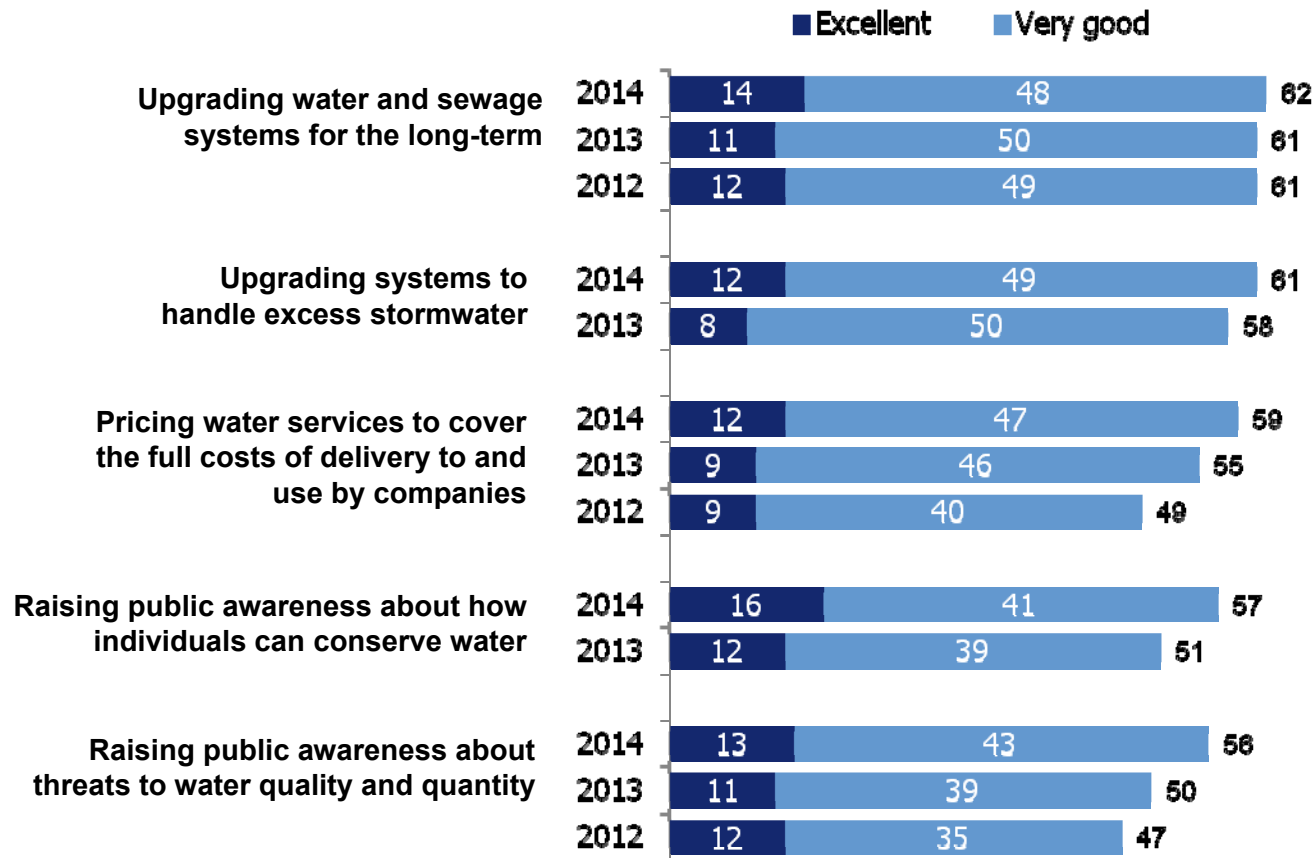
Note: Slightly modified in 2014

\*Those who use municipal water supply, 2014  $n=1,869$ , 2013  $n=1,951$ , 2012  $n=1,827$

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

# Performance Ratings of Municipality by Type of Area

## Part 2, Trends: 2012–2014



Note: slightly modified in 2014

\*Those who use municipal water supply, 2014  $n=1,869$ , 2013  $n=1,951$ , 2012  $n=1,827$

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

# Performance Ratings of Municipality by Type of Area

## *“Excellent,” by Demographics, 2014 (1 of 2)*

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Providing an adequate quantity of water	39	41	40	32	45	45	40	38	33	33	44	42	39	36	42	40	38	37	39	54
Providing good quality drinking water	38	46	29	31	38	42	37	47	22	33	31	42	34	32	43	37	34	35	36	40
Responding effectively to repair breakages in water and sewage systems	17	20	22	15	21	28	16	19	11	14	17	27	16	18	24	20	17	17	21	27
Maintaining current water and sewage systems to prevent breakages in the short-term	15	15	9	14	19	23	15	15	5	16	16	17	17	13	17	16	15	14	18	21
Ensuring that water services are priced affordably for individual residents	16	12	11	10	26	16	17	13	9	11	21	6	15	17	13	15	15	14	14	34
Pricing water services to cover the full costs of delivery to and use by individual households	11	12	15	12	20	16	12	11	6	13	15	14	15	13	15	16	12	12	18	24

\*Those who use municipal water supply, 2014  $n=1,869$

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

# Performance Ratings of Municipality by Type of Area

## *“Excellent,” by Demographics, 2014 (2 of 2)*

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Upgrading water and sewage systems for the long-term	13	14	11	11	18	15	13	15	4	11	12	12	13	13	15	16	12	11	15	36
Upgrading systems to handle excess storm water	13	13	7	12	13	12	13	13	5	13	8	11	14	11	11	14	10	11	13	20
Pricing water services to cover the full costs of delivery to and use by companies	9	12	15	11	14	10	9	12	6	12	10	9	15	11	10	12	12	10	13	28
Raising public awareness of how individuals can conserve water	16	18	9	13	19	23	14	19	7	15	18	19	14	15	19	16	15	16	19	6
Raising public awareness about threats to water quality and quantity	11	12	8	9	22	15	11	12	3	11	23	12	12	13	15	14	12	13	15	11

\*Those who use municipal water supply, 2014  $n=1,869$

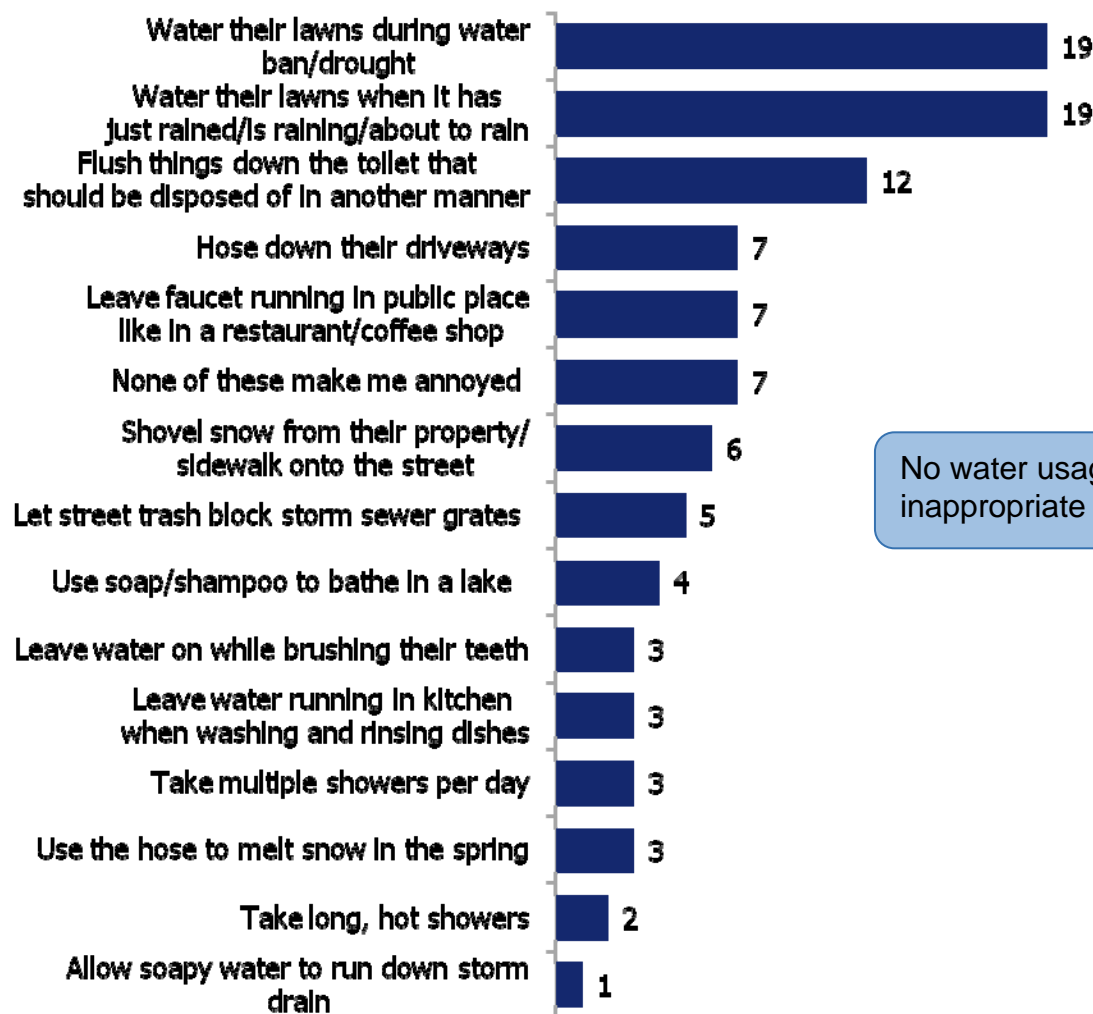
How would you rate the performance of your municipality in each of the following areas related to the treatment and delivery of water?





## Fun Facts

# Top-of-Mind Most Annoying Water Usage-Related Activities, “When People...,” 2014



No water usage activity annoys Canadians more than inappropriate lawn watering.

All respondents, 2014  $n=2,074$

Which of the following activities, if any, annoys you the most? When people. . .

# Top-of-Mind Most Annoying Water Usage-Related Activities, “When People...,” Demographics, 2014 (1 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Hose down their driveways	5	4	3	4	14	5	3	3	3	5	12	6	5	9	5	6	7	6	10	6
Allow soapy water to run down storm drain	2	2	0	1	1	0	1	3	0	1	1	0	1	1	1	1	1	1	1	0
Water their lawns when it has just rained/is raining/about to rain	20	21	20	18	19	14	21	21	12	13	18	16	18	19	18	16	21	18	15	26
Water their lawns during water ban/drought	23	21	16	17	18	22	24	21	13	17	16	20	16	17	25	18	20	19	18	20
Leave faucet running in public place like in a restaurant/coffee shop	6	7	5	7	5	11	6	6	9	7	7	10	8	8	3	6	7	6	8	7
Leave water running in kitchen when washing and rinsing dishes	3	3	3	2	5	5	4	4	5	3	3	4	5	4	1	3	4	4	2	5
Leave water on while brushing their teeth	3	3	4	3	3	2	3	4	5	3	3	4	5	3	1	2	3	3	5	1

2014 n= 2,074

Which of the following activities, if any, annoys you the most? When people. . .

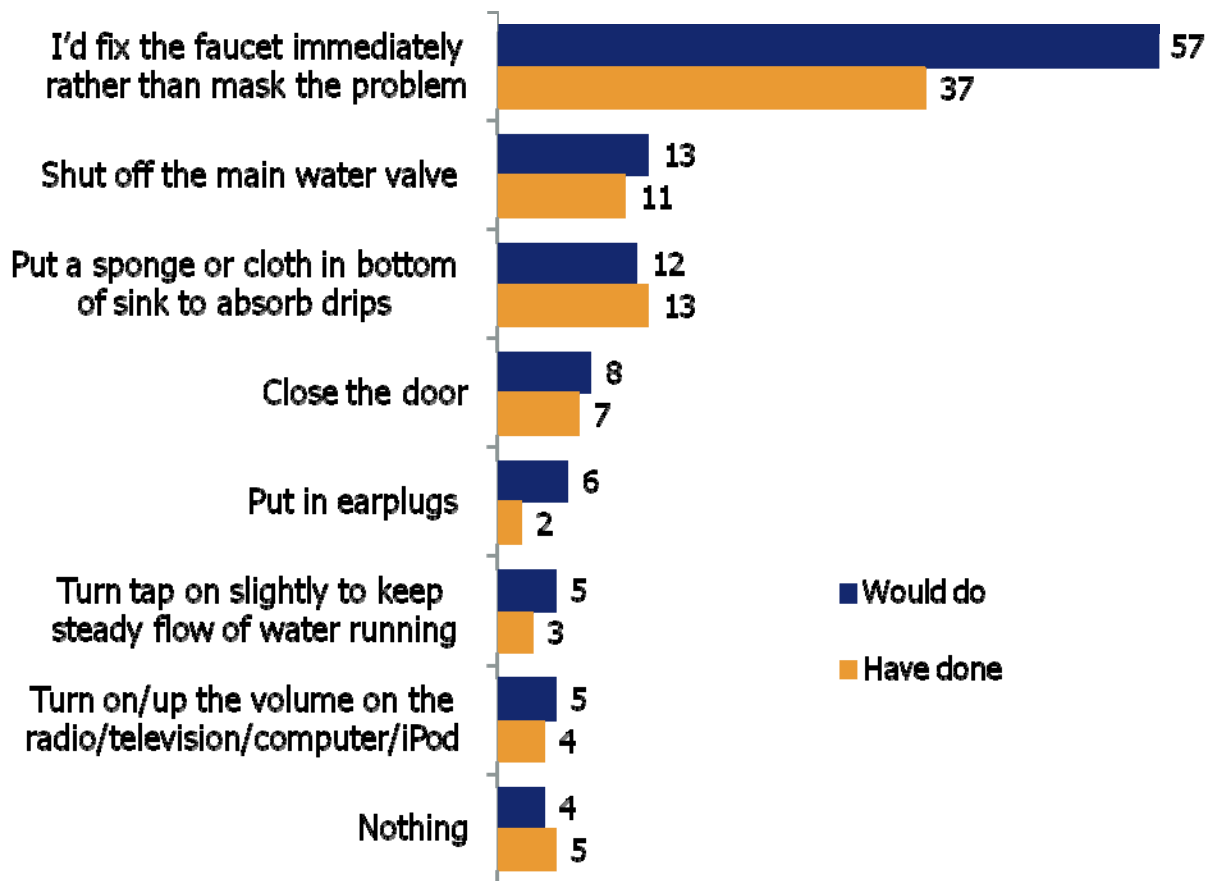
# Top-of-Mind Most Annoying Water Usage-Related Activities, “When People...,” Demographics, 2014 (2 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Take long, hot showers	2	2	5	1	1	3	3	2	3	1	1	2	2	1	3	2	2	2	2	2
Take multiple showers per day	3	3	5	3	2	2	4	5	3	4	2	1	4	3	2	3	3	3	3	3
Use the hose to melt snow in the spring	2	2	2	2	8	1	2	3	3	1	8	1	4	3	2	4	2	3	5	0
Use soap/shampoo to bathe in a lake	7	3	4	5	1	4	6	3	6	4	1	3	4	3	4	3	4	4	5	3
Flush things down the toilet that should be disposed of in another manner	7	11	11	15	11	12	7	9	17	15	11	15	9	11	17	12	12	12	11	14
Shovel snow from their property/sidewalk onto the street	3	5	5	9	4	9	3	7	7	7	5	7	5	6	8	7	6	7	6	4
Let street trash block storm sewer grates	8	6	6	6	3	5	7	7	7	7	5	5	5	6	5	7	4	6	4	4
None of these make me annoyed	6	6	11	7	6	5	7	3	6	11	7	6	10	6	5	9	5	8	6	4

2014 n= 2,074

Which of the following activities, if any, annoys you the most? When people. . .

## Actions Respondents “Would Do” / “Have Done” to Mask Sound of Leaky Faucet, 2014



While Canadians say they are likely to fix a leaky faucet immediately, far fewer actually do.

2014  $n=2,074$

Say you had a leaky faucet dripping into the bathroom or kitchen sink that you had not repaired, what would you do / have you done to mask the dripping sound?



# Actions Respondents “Would Do” to Mask Sound of Leaky Faucet— Demographics, 2014 (1 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Put a sponge or cloth in bottom of sink to absorb drips	12	17	9	13	11	6	13	17	10	18	12	7	17	11	7	12	12	13	12	9
Turn tap on slightly to keep steady flow of water running	7	4	2	9	3	2	8	6	2	12	4	3	7	5	3	7	4	7	6	0
Shut off the main water valve	14	13	12	15	9	13	17	16	15	20	11	12	16	13	9	14	12	15	12	7
Put in earplugs	6	7	1	9	3	1	8	10	2	12	4	2	8	6	3	7	4	7	5	2
Close the door	9	10	4	11	7	1	10	8	9	15	9	3	11	8	4	8	8	11	7	2
Turn on/up the volume on the radio/television/computer/iPod	6	5	2	9	1	1	7	7	4	13	2	2	8	5	2	6	4	7	5	0
Nothing	6	5	2	4	3	1	6	3	3	4	4	2	5	3	2	4	3	4	5	1
I'd fix the faucet immediately rather than mask the problem	58	52	57	57	56	63	54	55	54	49	54	63	51	57	63	56	59	54	56	68

2014 n=2,074

Say you had a leaky faucet dripping into the bathroom or kitchen sink that you had not repaired, what would you do / have you done to mask the dripping sound?



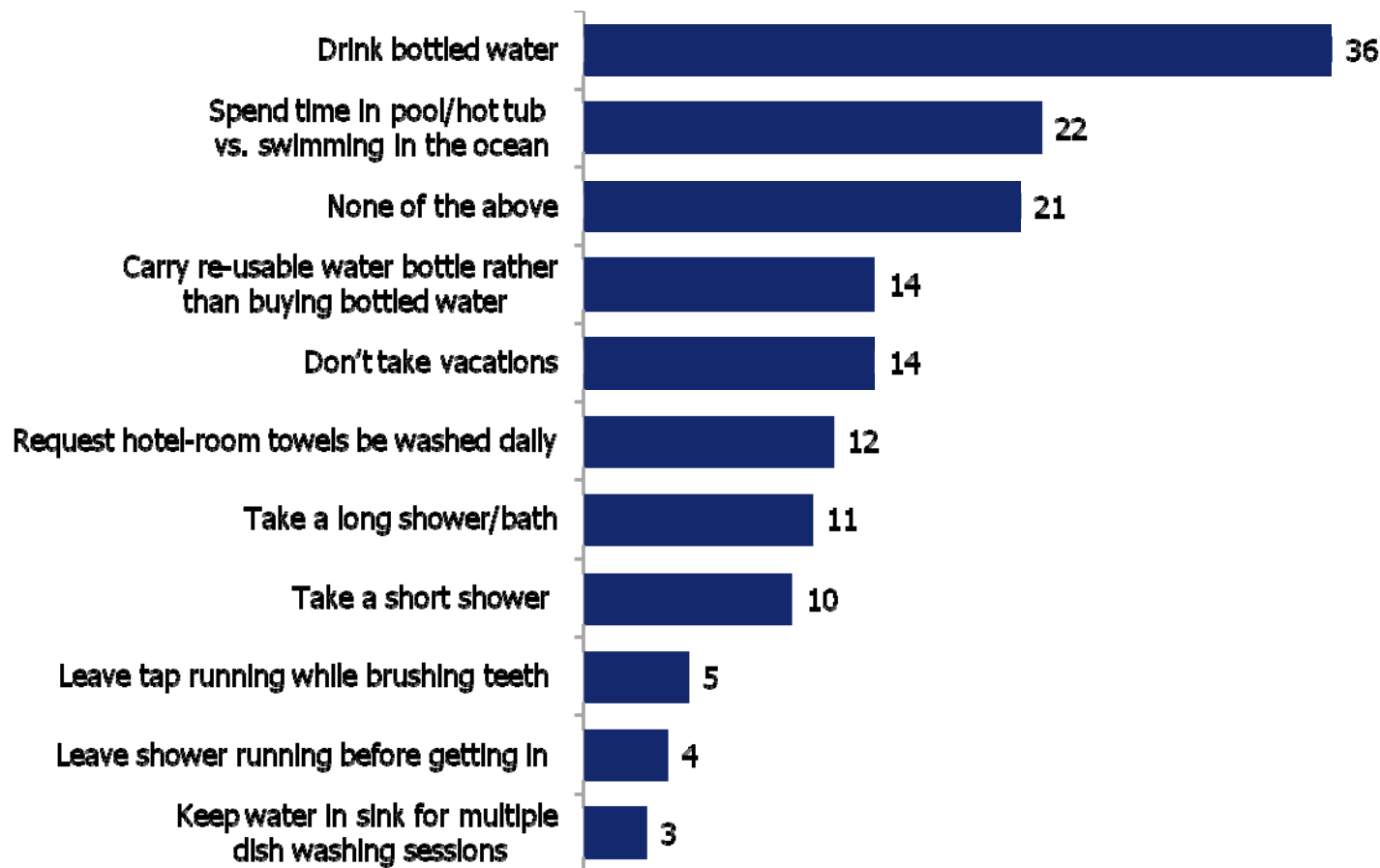
## Actions Respondents “Have Done” to Mask Sound of Leaky Faucet— Demographics, 2014 (2 of 2)

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Put a sponge or cloth in bottom of sink to absorb drips	13	11	15	15	12	10	11	11	12	15	14	13	12	14	13	14	12	12	11	18
Turn tap on slightly to keep steady flow of water running	3	2	2	4	2	0	4	3	1	6	2	0	3	3	2	3	2	4	1	0
Shut off the main water valve	12	9	10	12	9	8	13	11	12	12	12	6	12	11	8	11	10	11	9	10
Put in earplugs	3	2	0	3	2	0	3	3	1	5	2	0	3	2	1	2	2	3	2	0
Close the door	6	5	9	10	5	2	7	7	6	12	7	3	11	6	4	7	7	8	6	5
Turn on/up the volume on the radio/television/computer/iPod	5	5	1	6	2	1	5	7	1	6	3	1	7	3	2	4	4	5	3	4
Nothing	9	3	3	5	5	2	10	3	4	5	5	1	7	5	2	5	4	6	4	1
I'd fix the faucet immediately rather than mask the problem	36	43	38	39	30	43	34	39	37	34	26	46	24	40	48	38	36	37	36	41

2014 n=2,074

Say you had a leaky faucet dripping into the bathroom or kitchen sink that you had not repaired, what would you do / have you done to mask the dripping sound?

## Changes in Water Use While on Vacation, 2014



Other than buying more bottled water, Canadians' water use habits do not tend to be any worse while on vacation.

2014  $n=2,074$

Thinking of how you use water... Which, if any, of the following do you do while on vacation but don't usually do at home?

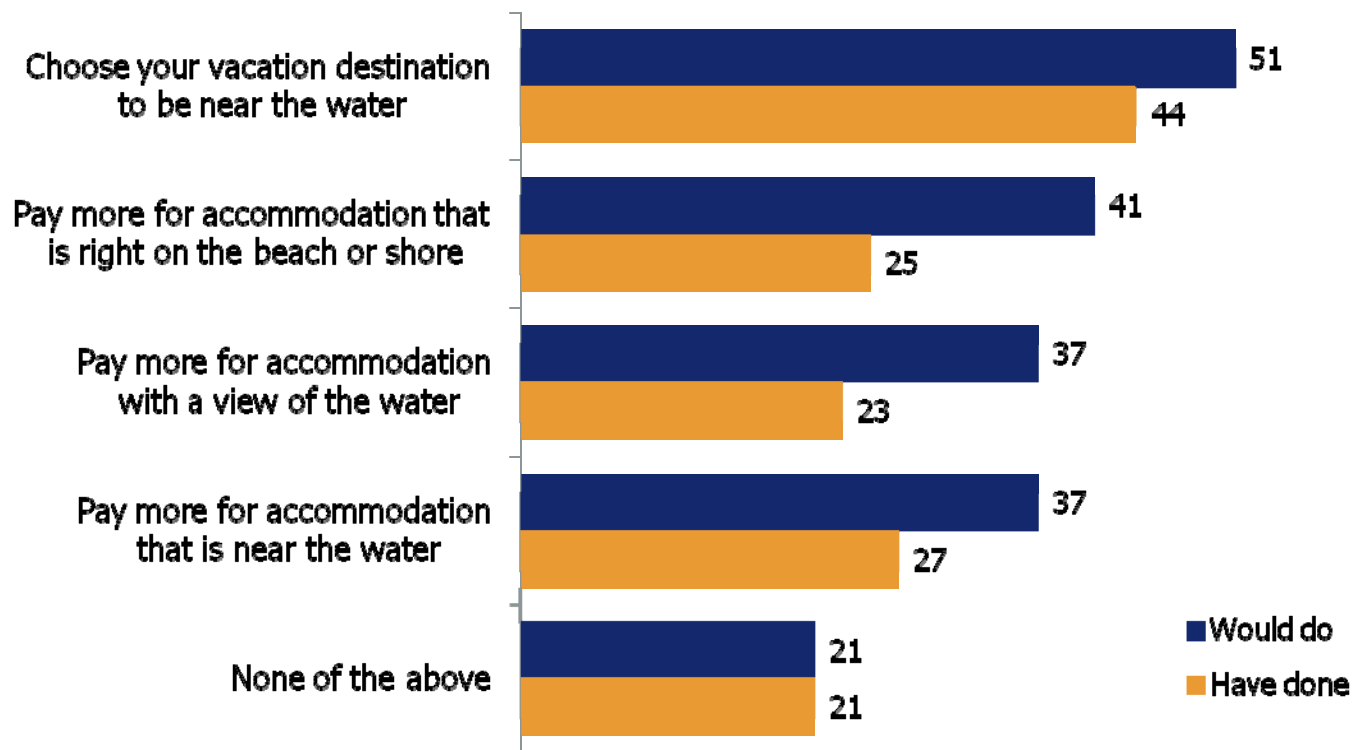
# Changes in Water Use While on Vacation—Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
Take a long shower/bath	9	16	8	13	7	9	10	14	14	15	9	14	13	12	7	12	10	11	13	8
Take a short shower	9	9	9	7	16	6	11	8	8	9	14	7	9	9	12	12	7	10	8	9
Drink bottled water	36	42	39	32	37	44	38	41	38	33	34	42	35	41	32	35	37	36	35	38
Spend time in pool/hot tub vs. swimming in the ocean	18	29	18	23	19	24	19	29	22	23	21	28	24	22	18	21	23	21	23	24
Leave tap running while brushing teeth	5	3	5	5	7	3	6	4	4	6	10	5	5	6	5	5	5	5	5	5
Leave shower running before getting in	3	4	5	5	3	3	4	3	7	6	5	4	5	3	4	5	3	4	6	1
Carry re-usable water bottle rather than buying bottled water	13	13	13	12	20	11	13	13	19	15	22	14	12	13	18	13	15	15	14	10
Keep water in sink for multiple dish washing sessions	2	1	1	4	3	1	3	1	1	4	4	1	4	3	1	3	2	3	3	2
Request hotel-room towels be washed daily	11	12	9	15	12	9	12	16	15	17	13	7	15	13	9	12	12	14	11	8
None of the above	25	18	20	24	19	19	26	21	20	25	19	22	20	20	26	22	20	23	22	16
Don't take vacations	14	9	17	15	12	19	10	5	15	10	14	14	13	13	16	13	15	13	15	17

2014 *n*=2,074

Thinking of how you use water... Which, if any, of the following do you do while on vacation but don't usually do at home?

## Choice / Paying Premium to be Close to Water on Vacation, 2014



Over half of Canadians would (and have) made vacation decisions based on proximity to water.

2014  $n=2,074$

Thinking of vacations you may take or have taken, which of the following would you do / have you done?

# Choice / Paying Premium to be Close to Water on Vacation— Demographics, 2014

	REGION						CITY						AGE			GENDER		COMMUNITY SIZE		
	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	Vancouver	Calgary	Winnipeg	Toronto	Montreal	Halifax	18 to 34 years	35 to 55 years	>55 years	Male	Female	Urban (>100 000)	Mid-size towns/cities	Rural (<1000)
<b>Would do</b>																				
Choose your vacation destination to be near the water	49	55	38	55	52	45	49	55	43	54	55	48	62	55	34	53	50	51	49	54
Pay more for accommodation with a view of the water	36	41	35	40	31	34	37	39	34	40	42	36	45	36	28	39	34	37	40	33
Pay more for accommodation that is near the water	40	41	34	38	32	37	43	39	31	40	38	42	42	40	27	40	34	38	39	32
Pay more for accommodation that is right on the beach or shore	44	46	37	44	36	38	43	47	36	41	46	44	51	42	29	42	40	42	43	36
None of the above	23	17	34	20	20	21	21	15	29	16	17	19	18	19	28	19	23	19	23	26
<b>Have done</b>																				
Choose your vacation destination to be near the water	45	48	36	43	43	53	51	51	44	47	47	50	39	46	48	44	45	49	41	34
Pay more for accommodation with a view of the water	30	23	16	24	23	21	34	27	21	27	25	28	17	25	29	27	20	27	23	13
Pay more for accommodation that is near the water	29	30	18	29	22	26	34	38	25	31	25	32	22	28	29	29	24	30	25	20
Pay more for accommodation that is right on the beach or shore	28	23	18	28	20	27	34	27	23	31	21	35	18	26	29	26	23	27	25	17
None of the above	23	17	34	20	20	21	21	15	29	16	17	19	18	19	28	19	23	19	23	26

2014 n=2,074

Thinking of vacations you may take or have taken, which of the following would you do / have you done?

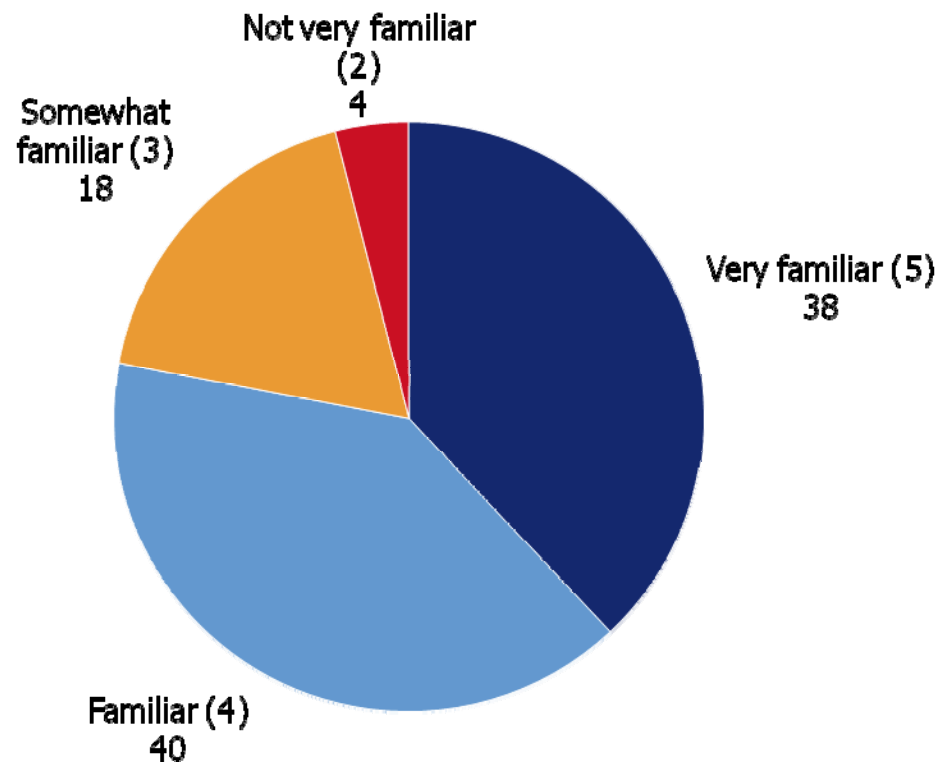


## **APPENDIX: Water Issues Experts—Pulse Poll Results**



## Familiarity with Water Issues in Canada

All Experts, 2013

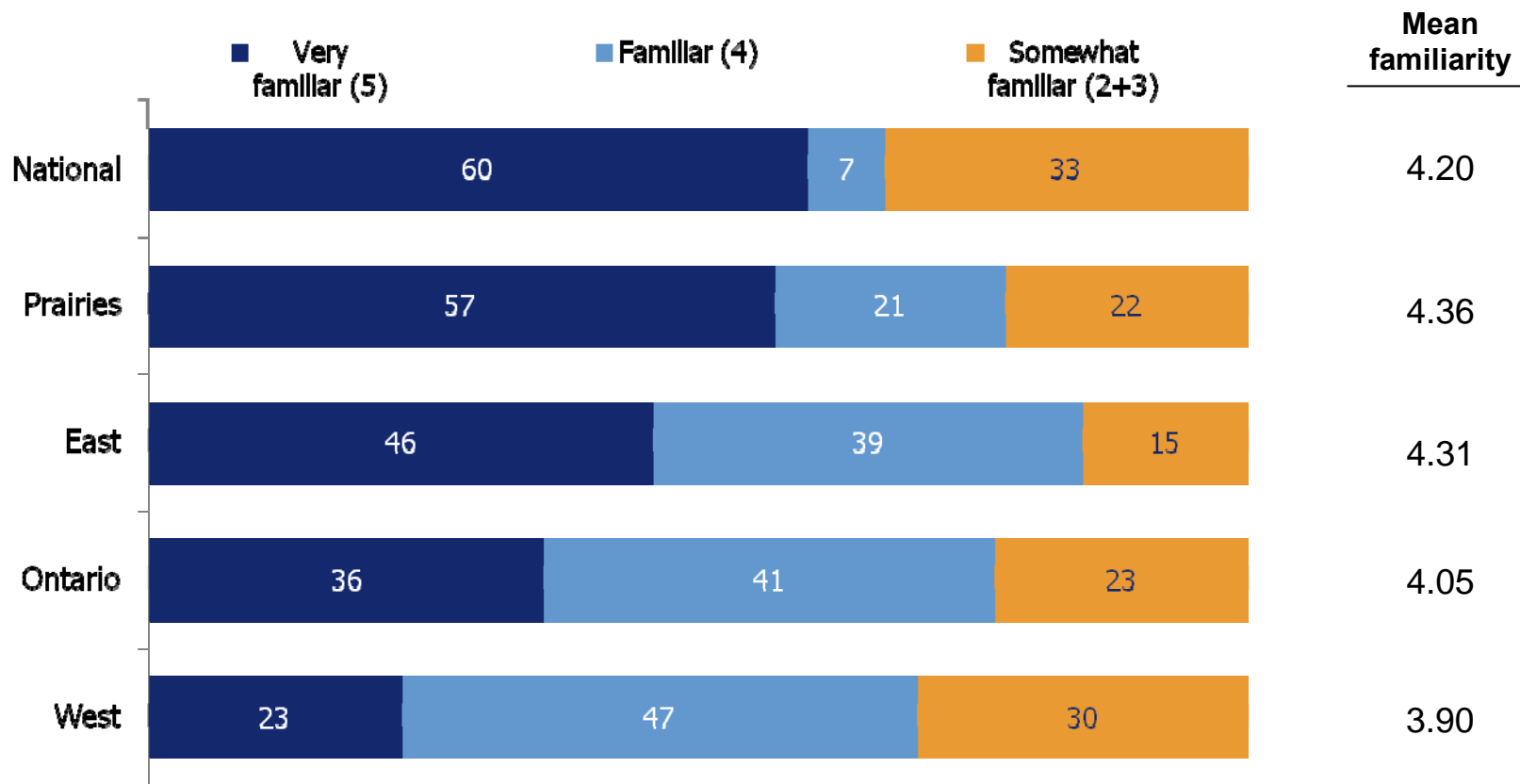


A strong majority of respondents (78%) are familiar with water issues in Canada, rating their familiarity 4 or 5 out of 5.

Overall, how familiar are you with water issues in Canada?

# Familiarity with Water Issues in Canada

## By Region of Focus for Work, 2013

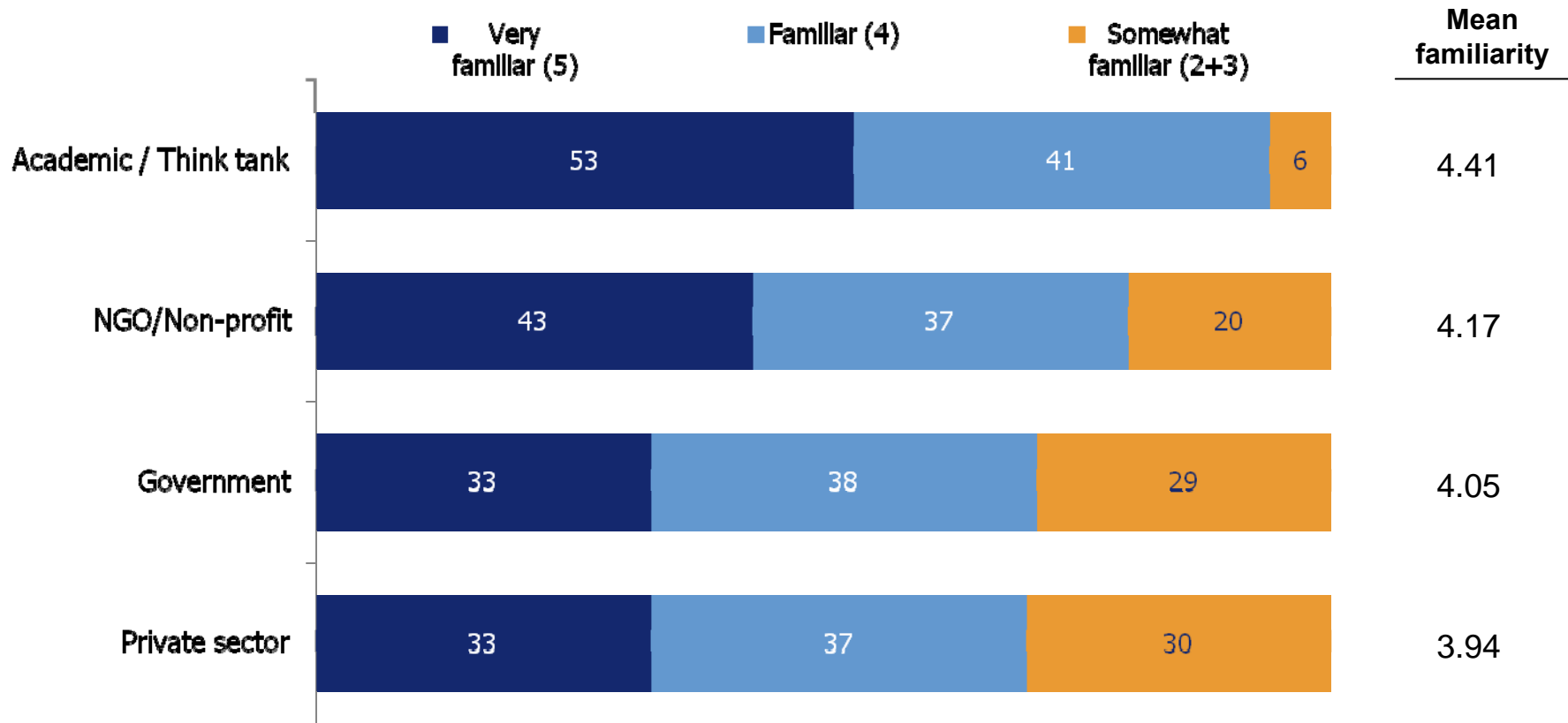


Experts from the Prairies express the highest level of familiarity with water issues, while those in the West are least familiar.

Overall, how familiar are you with water issues in Canada? Note: Quebec and Northern Canada are not shown due to small sample sizes.

# Familiarity with Water Issues in Canada

## By Sector, 2013

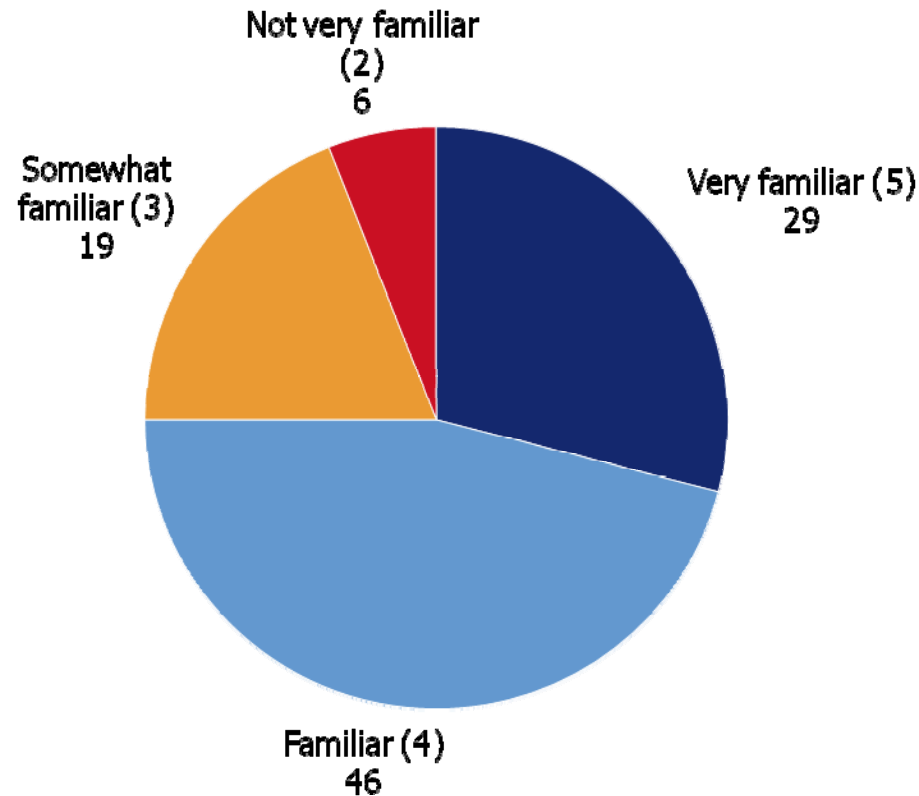


By sector, it is academics / think tanks who are most familiar with water issues in Canada, while those in the private sector are least familiar.

Overall, how familiar are you with water issues in Canada? Note: Media and Trade unions / Industry associations are not shown due to small sample sizes.

# Familiarity with Water Issues in Urban Areas in Canada

All Experts, 2013

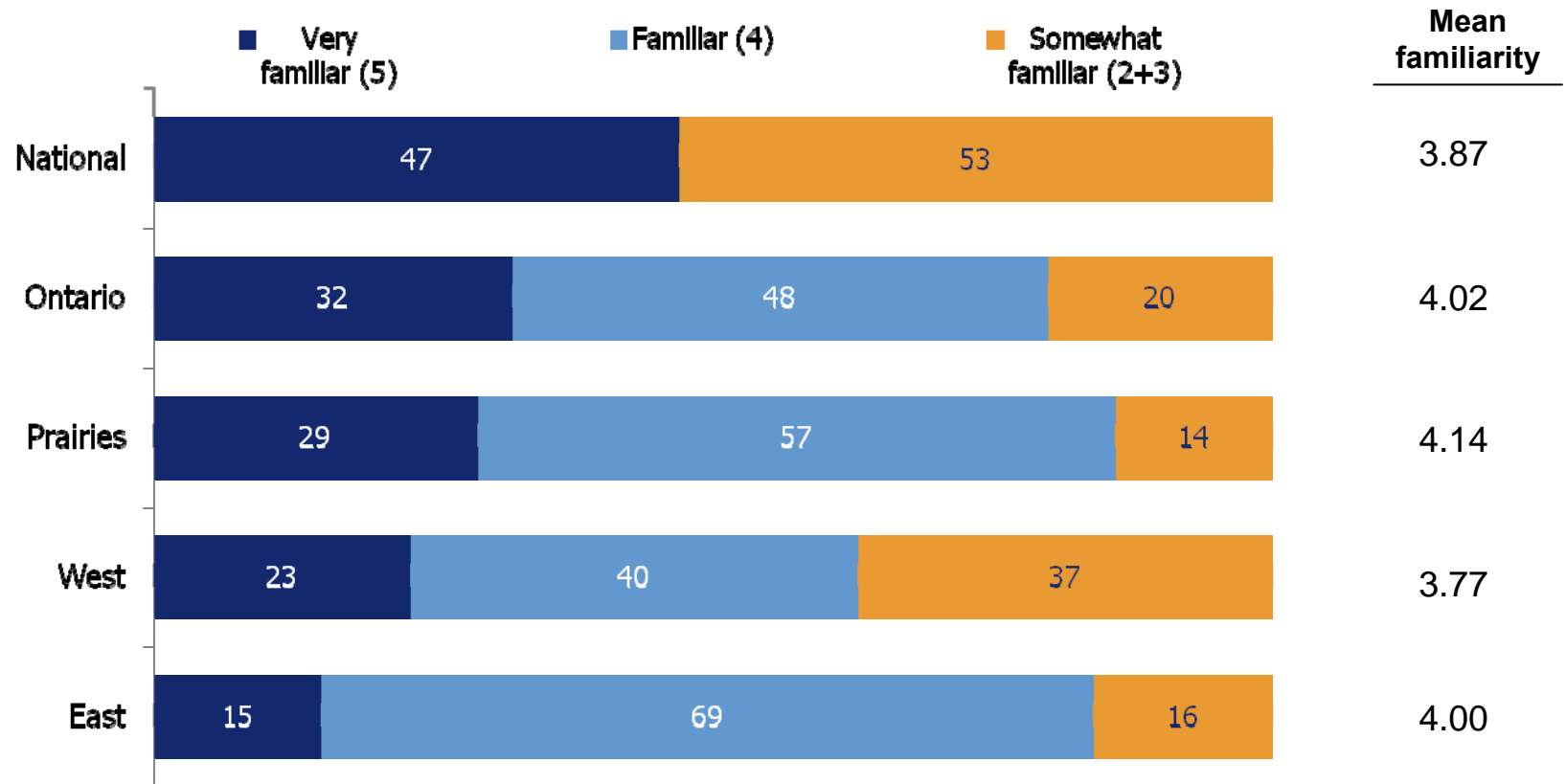


Experts' familiarity with water issues in urban areas specifically is slightly less than with water issues overall, but it is still strong, with 75 percent rating their familiarity 4 or 5 out of 5.

How familiar are you with water issues specifically related to urban communities and municipalities in Canada?  
Note: Respondents who answered "not at all familiar" were screened out of the survey.

# Familiarity with Water Issues in Urban Areas in Canada

## By Region of Focus for Work, 2013

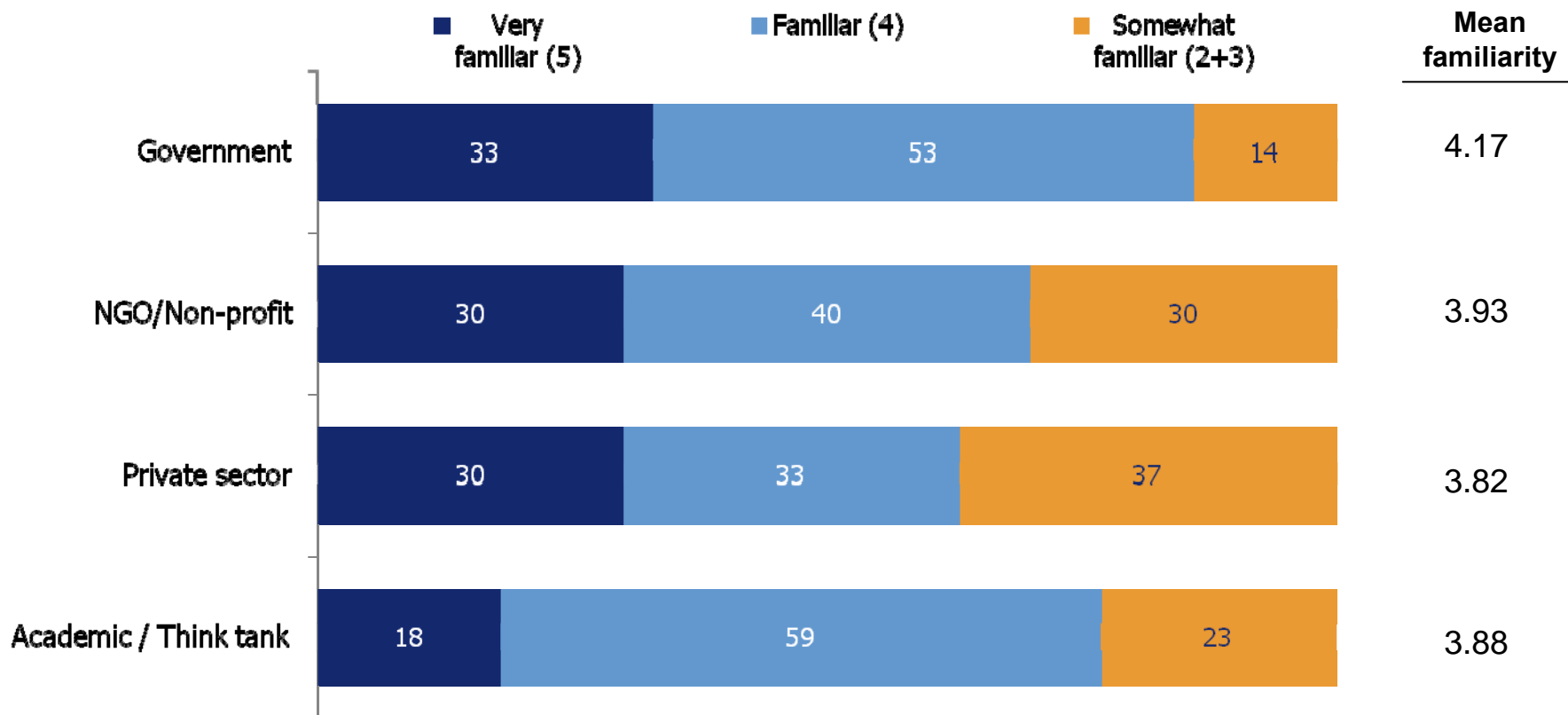


Experts in the West are the least familiar with urban water issues in Canada.

How familiar are you with water issues specifically related to urban communities and municipalities in Canada?  
Note: Respondents who answered “not at all familiar” were screened out of the survey. Quebec and Northern Canada are not shown due to small sample sizes.

# Familiarity with Water Issues in Urban Areas in Canada

## By Sector, 2013



Government respondents express the highest level of familiarity with water issues in urban areas specifically.

How familiar are you with water issues specifically related to urban communities and municipalities in Canada?  
Note: Respondents who answered “not at all familiar” were screened out of the survey. Media and Trade unions / Industry associations are not shown due to small sample sizes.



# Urban Water Issue Importance “Index”

All Experts, 2013

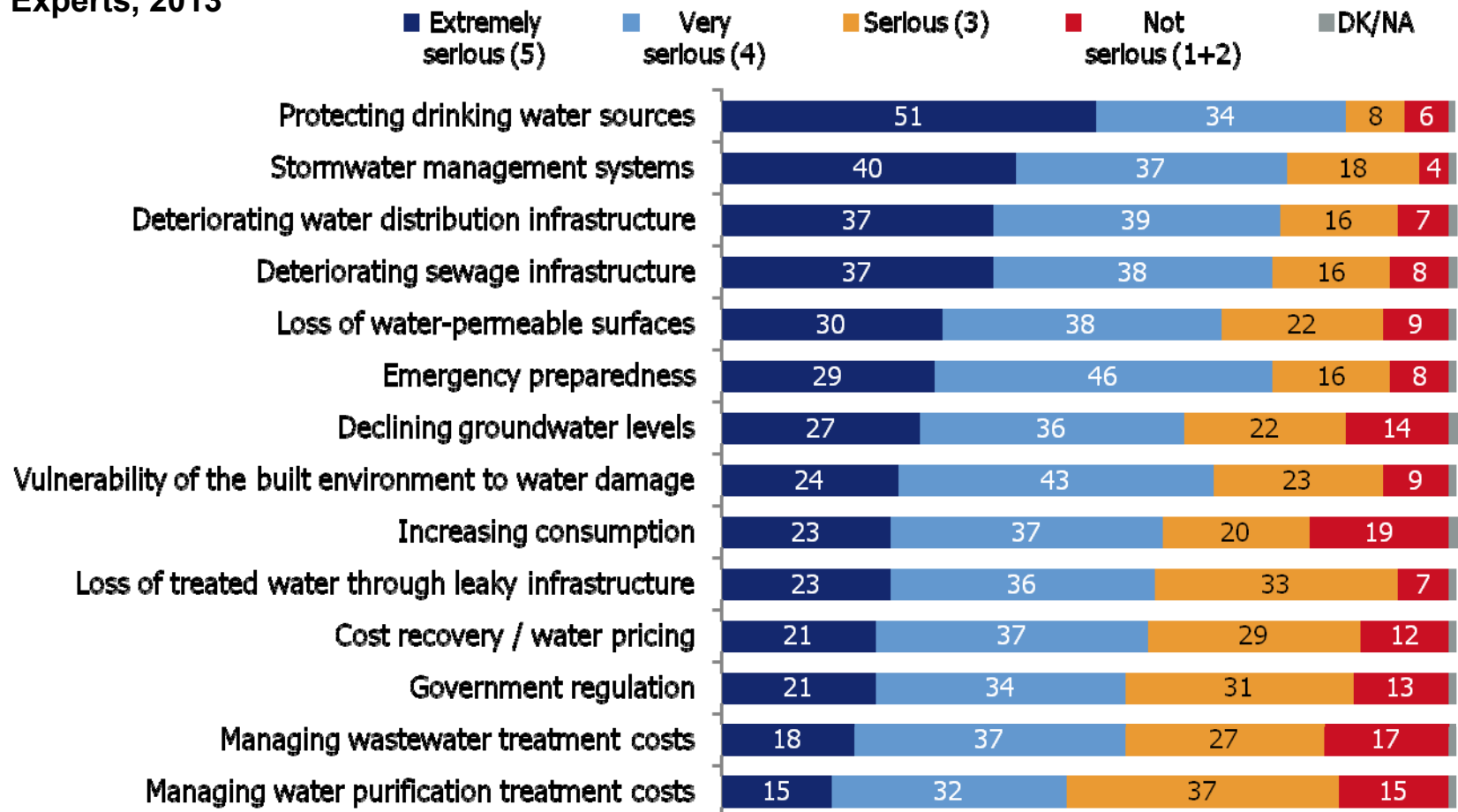
Issue	Importance “Index” Score (Out of 15)
Protecting drinking water sources	13.07
Emergency preparedness	12.38
Deteriorating sewage infrastructure	12.29
Stormwater management systems	12.26
Deteriorating water distribution infrastructure	12.12
Vulnerability of the built environment to water	12.06
Declining groundwater levels	11.92
Loss of water-permeable surfaces	11.85
Cost recovery / water pricing	11.40
Increasing consumption	11.40
Loss of treated water	11.31
Government regulation	11.06
Managing wastewater treatment costs	10.98
Managing water purification costs	10.58

The “index” scores shown on the left represent the sum of three responses, averaged across all respondents:

- Current seriousness of the issue
- Expected seriousness of the issue in ten years
- Importance of better engaging Canadians on the issue

# Seriousness of Specific Issues in Urban Communities in Respondent's Region

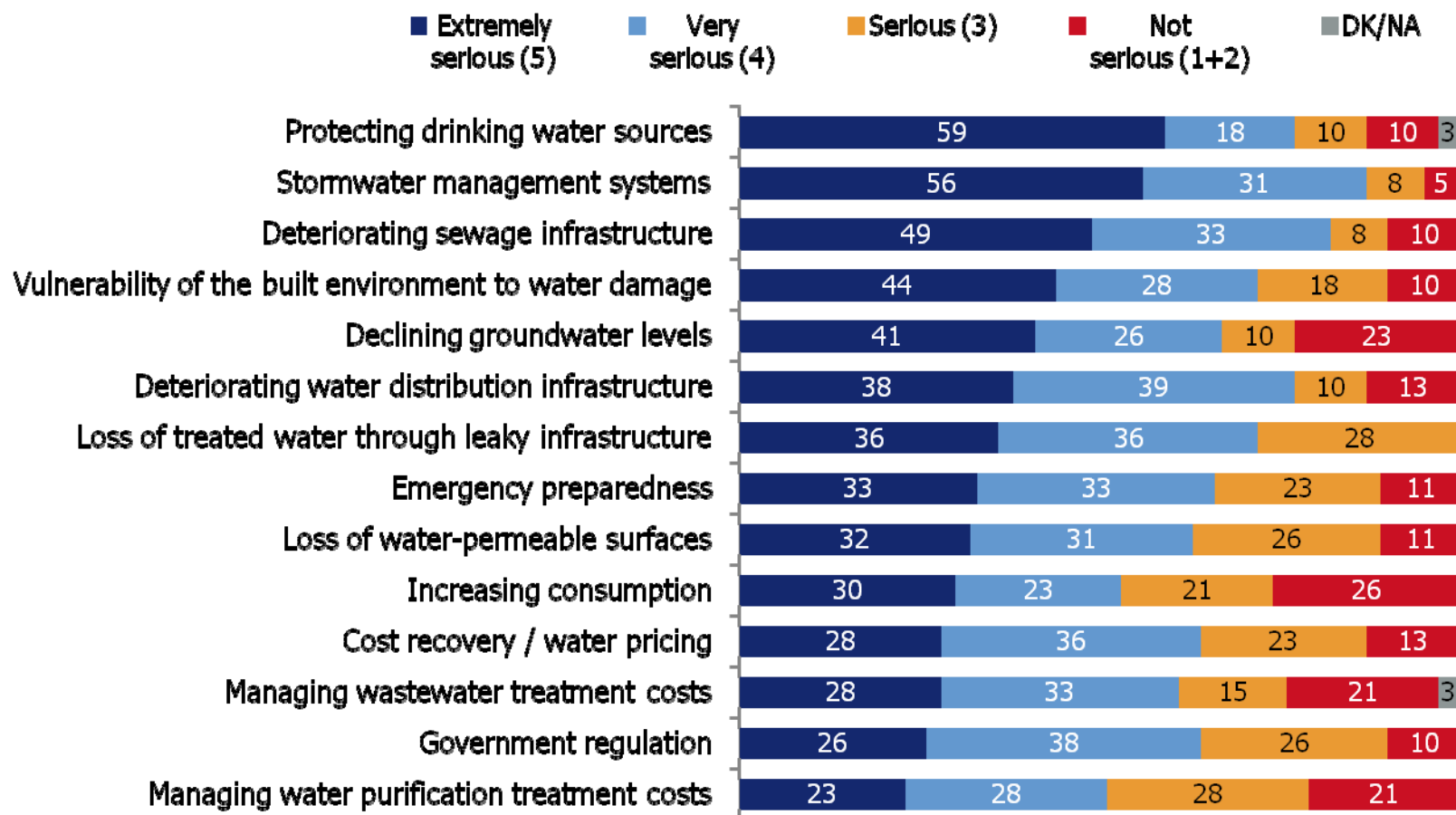
All Experts, 2013



Each issue is considered to be serious (4 or 5 out of 5) by about half of experts or more. Protecting drinking water sources is considered to be the most serious of the 14 issues.

# Seriousness of Specific Issues in Urban Communities in Respondent's Region

## Experts Who Are "Very Familiar" with Urban Water Issues, 2013




How serious do you think each of the following issues is today in the urban community or communities that are in your region or in regions that are the focus of your work?

# Seriousness of Specific Issues in Urban Communities in Respondent's Region

Extremely and Very Serious (4+5), All Experts, By Region of Focus for Work, 2013

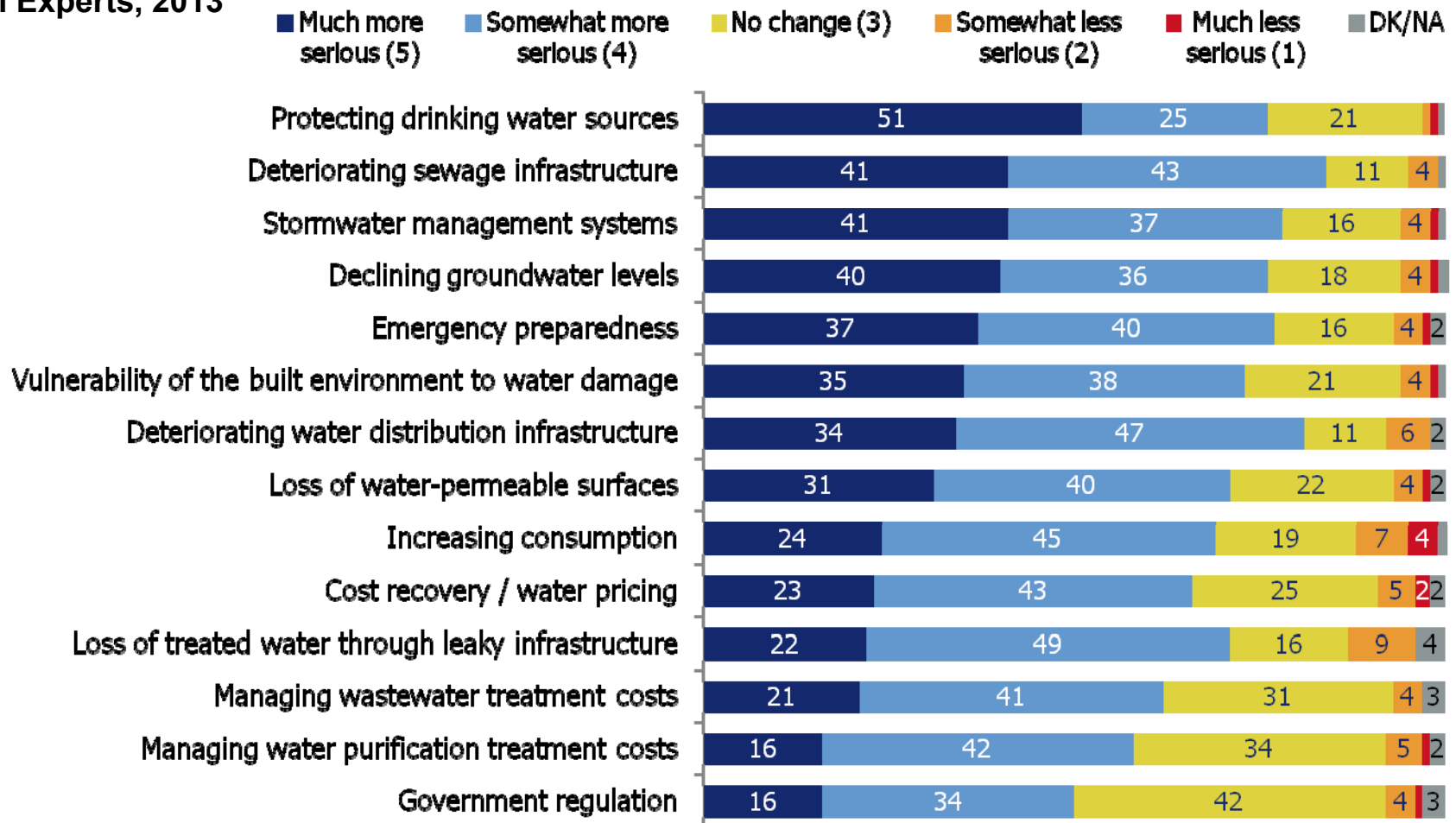
	ALL	West	Prairies	Ontario	East
Protecting drinking water sources	85	83	93	89	54
Stormwater management systems	77	60	50	89	77
Deteriorating water distribution infrastructure	75	70	64	82	69
Deteriorating sewage infrastructure	75	63	57	89	77
Emergency preparedness	75	77	100	68	69
Loss of water-permeable surfaces	68	67	64	77	62
Vulnerability of built environment to water damage	67	57	71	75	54
Declining groundwater levels	63	73	64	57	31
Increasing consumption	60	70	64	59	38
Loss of treated water through leaky infrastructure	59	53	50	61	46
Cost recovery / water pricing	58	57	57	64	54
Managing wastewater treatment costs	55	53	57	50	54
Government regulation	55	50	57	45	62
Managing water purification treatment costs	47	57	57	39	23

 = Highest seriousness of any region

How serious do you think each of the following issues is today in the urban community or communities that are in your region or in regions that are the focus of your work?

# Expected Seriousness of Specific Issues in Urban Communities in Ten Years

All Experts, 2013

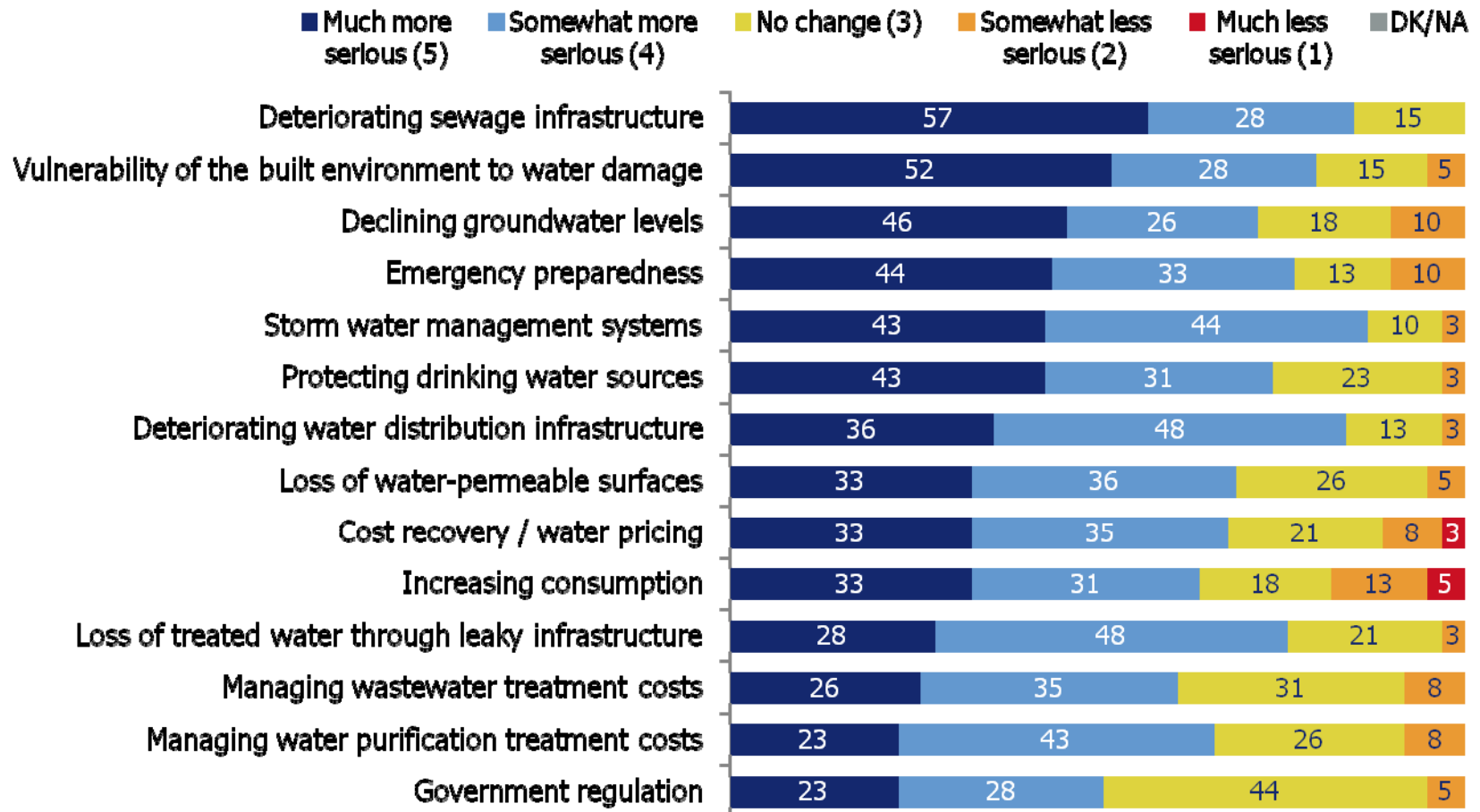


Experts do not expect the seriousness of issues to change much in 10 years. The top three most currently serious issues are the same three that are expected to be the most serious in ten years.

Ten years from now, do you think that each of these same issues facing urban communities and municipalities will have become less serious or more serious?

# Expected Seriousness of Specific Issues in Urban Communities in Ten Years

## Experts Who Are “Very Familiar” with Urban Water Issues, 2013

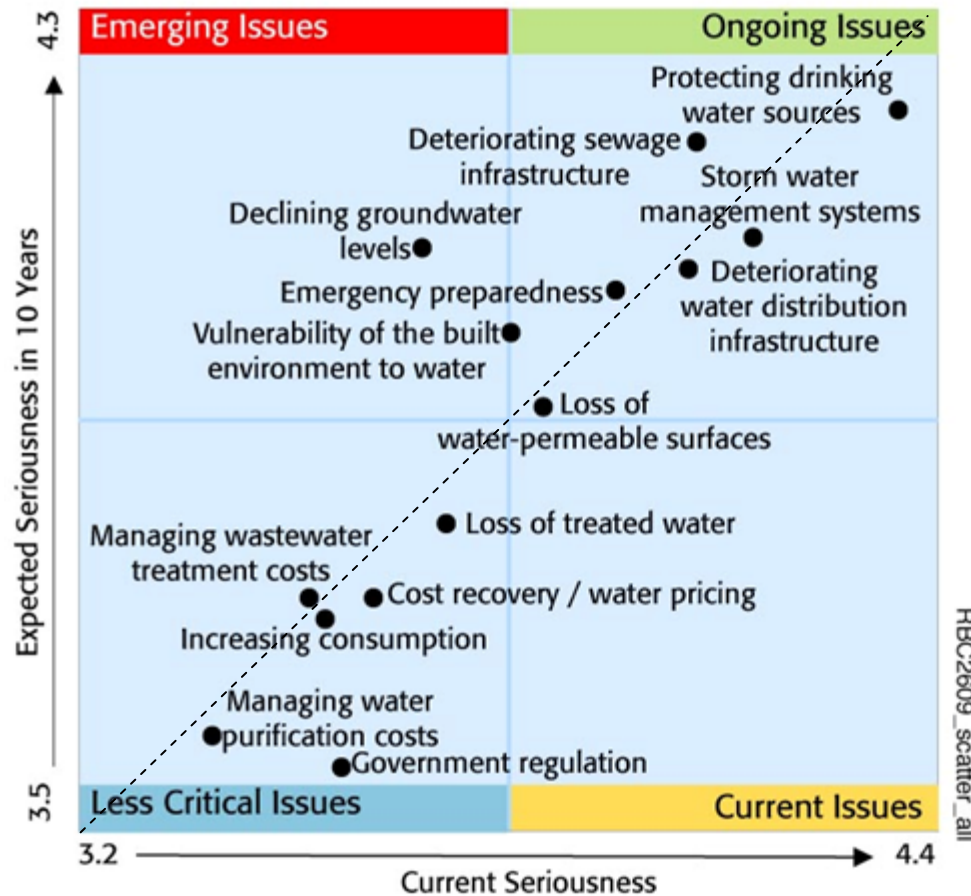


Ten years from now, do you think that each of these same issues facing urban communities and municipalities will have become less serious or more serious?



# Current Versus Expected Future Seriousness of Specific Issues in Urban Communities

All Experts, 2013



Most issues are expected to be as serious in ten years as they are today, suggesting that these are long-term challenges. Declining groundwater levels and deteriorating sewage infrastructure are both expected to become even more serious problems in the next ten years compared to today.

How serious do you think each of the following issues is today in the urban community or communities that are in your region or in regions that are the focus of your work?

Ten years from now, do you think that each of these same issues facing urban communities and municipalities will have become less serious or more serious?

# Most Urgent Water-Related Issue Facing Canadian Urban Communities

## Unprompted, 2013

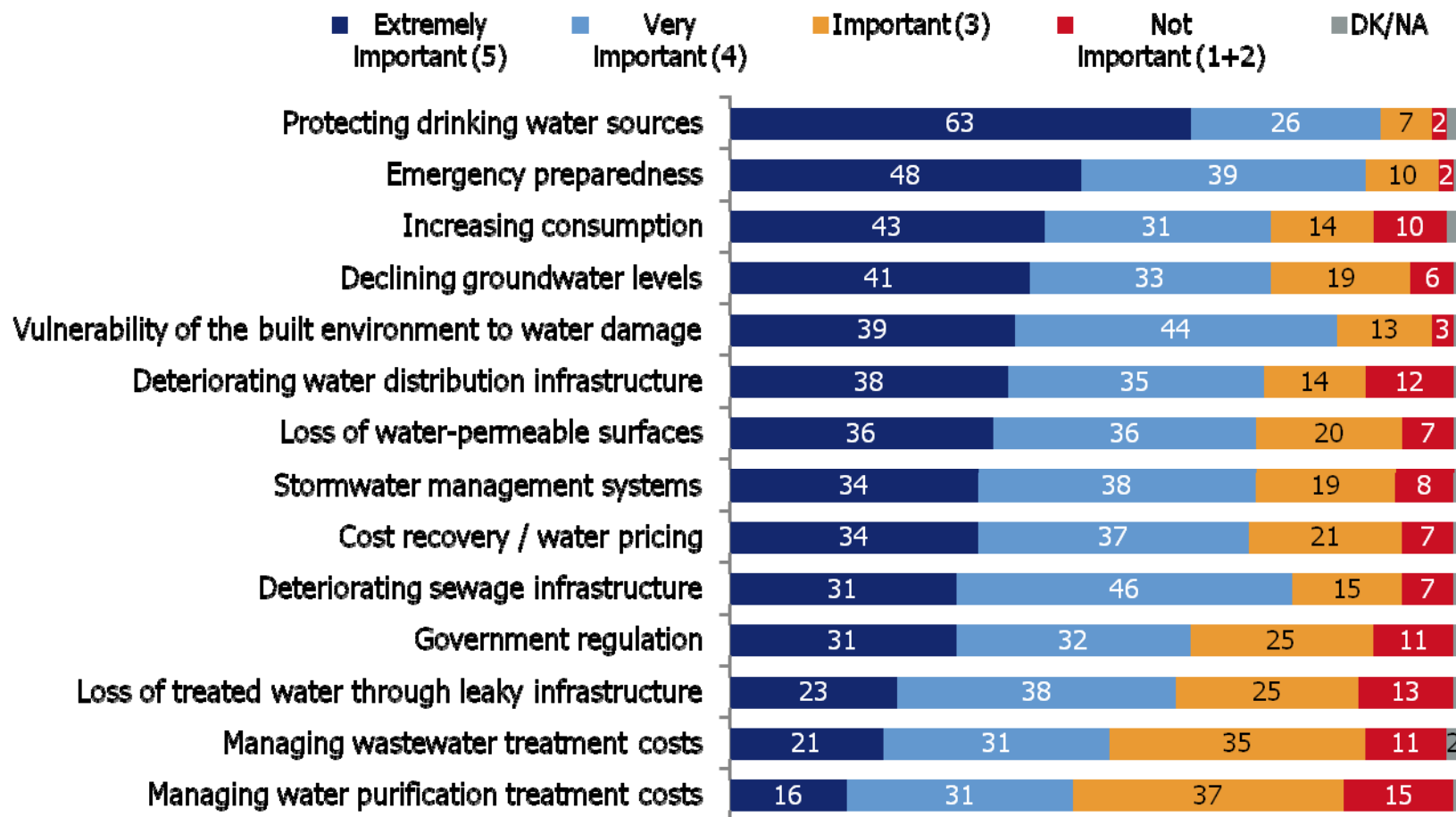
- When asked in an open-ended way, experts tend to mention one of the following areas as the most urgent water issue in urban areas in Canada:

Issue	Verbatim quotes
Aging infrastructure, cost of infrastructure renewal	<ul style="list-style-type: none"> <li>“Aging and outmoded infrastructure” (Academic)</li> <li>“Infrastructure renewal costs” (Water utility)</li> <li>“Costly upgrades to water infrastructure to meet growing population and water demand” (Government)</li> </ul>
Ensuring adequate supply / conservation	<ul style="list-style-type: none"> <li>“Limited fresh water availability” (Government)</li> <li>“Growing population/demand” (Government)</li> <li>“Supply issues—quality and quantity of source water” (Private sector)</li> </ul>
Stormwater management	<ul style="list-style-type: none"> <li>“Poor stormwater control” (Private sector)</li> <li>“Stormwater runoff (contamination and erosion)” (NGO/Non-profit)</li> <li>“Urban runoff control” (Academic )</li> </ul>
Climate change (extreme weather, water supply imbalance)	<ul style="list-style-type: none"> <li>“Extreme events (flooding/droughts) and their impacts on food, energy, and infrastructure” (NGO/Non-profit)</li> <li>“Flooding (climate change)” (NGO/Non-profit)</li> <li>“Water quantity related to climate change” (Other)</li> </ul>
Water pollution/quality (toxins, pharmaceuticals, algae)	<ul style="list-style-type: none"> <li>“The toxic products we put in our water (via cosmetics, etc.)” (NGO/Non-profit)</li> <li>“Cleaning up legacy pollution” (Academic)</li> <li>“Blue green algae” (NGO/Non-profit)</li> </ul>

What do you think are the most urgent water-related issues facing Canadian urban communities and municipalities, including your own, over the next five years? Please enter up to two responses.

# Importance for Canadians to Become More Engaged on Specific Urban Water Issues

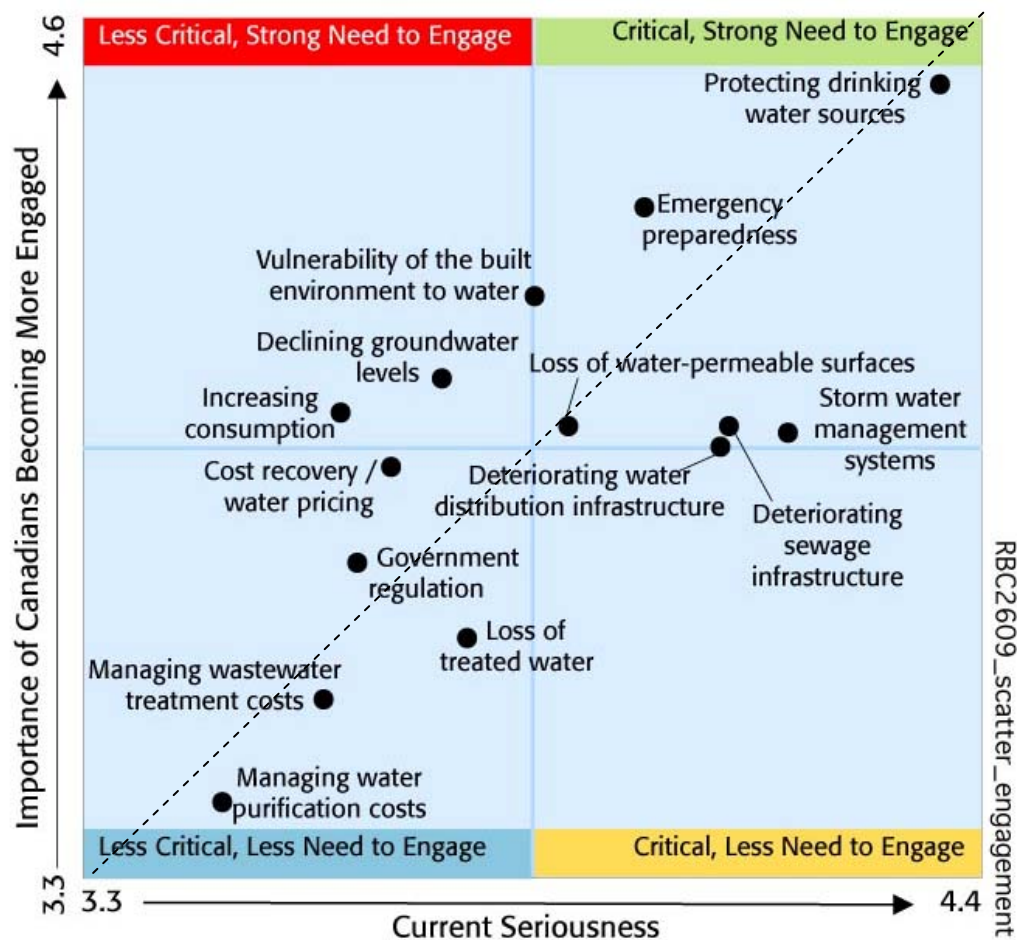
All Experts, 2013



Not only is the protection of drinking water sources perceived to be—and expected to remain—the most serious urban water issue in Canada, it is also the issue on which experts feel that it is most critical to better engage Canadians.

# Current Seriousness of Issues versus Importance of Canadians Becoming More Engaged

All Experts, 2013



Protecting drinking water sources and emergency preparedness are the two most serious issues on which it is also felt to be important to better engage Canadians. Despite their seriousness, experts feel that it is relatively less important to better engage the public when it comes to water infrastructure issues.

How serious do you think each of the following issues is today in the urban community or communities that are in your region or in regions that are the focus of your work?

How important do you think it is for Canadians to become more engaged on each of these urban water issues?

# Urban Water Issues for Which In-Depth Public Opinion Research Would be Most Useful

## All Experts, Unprompted, 2013

- The topics suggested by experts for public opinion research varied widely, but the following are some of the more popular themes expressed:
  - **Water pricing:** willingness to pay, value of water, reaction to pricing reforms
  - **Water literacy:** understanding/awareness of water issues, levels of concern, access to information, how to increase awareness, sense of costs
  - **Encouraging conservation:** how water is used, barriers to conservation, best approaches to encouraging conservation
  - **Water infrastructure:** awareness of condition, stormwater infrastructure issues
  - **Climate change:** preparedness, understanding of links to water
  - **Water quality:** Perceptions of safety, water source protection issues

“Residential, commercial, and industrial consumption rates and costs”  
(Academic)

“Infrastructure renewal cost sharing”  
(Private sector)

“What people think of the value of water, wasting it, and the solutions?”  
(NGO/Non-profit)

“Emergency preparedness”  
(Government)

“How safe is safe?”  
(Private sector)

“Solicit ideas from the general public on how to protect water sources/watersheds” (Government)

“Climate change impacts on water”  
(Government)

“Water conservation practices like rainwater harvesting” (Private sector)

“What water use reduction measures have the greatest impact and value?”  
(Government)