



# Canadian Online Omni January 10-January 17, 2011

## Water Quality Banner 1

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<a href="#">22</a>	22. It requires a significant amount of energy to treat and pump water to our homes and businesses, and then it takes energy to heat the water in our homes. Thinking about this, please indicate which of the following statements most closely reflects your beliefs:
<a href="#">23</a>	24_6. (The price for water is high enough to ensure it is treated as a valuable resource) Do you agree or disagree with following statements.
<a href="#">24</a>	28. And which of the following have you knowingly done?
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<a href="#">26</a>	30. Do you think that the quality of the water in these lakes is getting:

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[27](#) 32. How much does your household currently pay for water? (excluding the installation of water wells or cost of hooking up to an existing system)

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[28](#) 36. (People should pay for the water they use) Please indicate to what extent you agree or disagree with the following statements:

2. Which of the following do you consider to be Canada's most important natural resource?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Fresh water	1143	539	605	290	464	390	108	433	374	228
	55%	54%	57%	50%	57%	58%	52%	54%	55%	61%
Oil	256	137	118	101	78	77	26	98	82	51
	12%	14%	11%	17%	9%	12%	12%	12%	12%	14%
Forests	267	126	140	99	107	61	27	107	88	44
	13%	13%	13%	17%	13%	9%	13%	13%	13%	12%
Coal	2	2	0	0	1	1	0	1	1	0
	0	0	-	-	0	0	-	0	0	-
Agricultural land/farm land	316	148	168	62	137	116	44	137	106	30
	15%	15%	16%	11%	17%	17%	21%	17%	16%	8%
Base metals (i.e. copper, nickel)	45	30	16	18	14	13	1	15	13	17
	2%	3%	1%	3%	2%	2%	0	2%	2%	5%
Fisheries	37	18	18	6	20	11	5	17	11	5
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

5. Now, thinking specifically about Canada's supply of fresh water, how confident are you that Canada as a whole has enough freshwater to meet our long-term needs?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Very confident	436	280	156	122	161	153	41	160	143	92
	21%	28%	15%	21%	20%	23%	20%	20%	21%	25%
Somewhat confident		B								
	1154	551	603	301	459	394	114	461	376	202
	56%	55%	57%	52%	56%	59%	54%	57%	56%	54%
Not very confident						C				
	423	150	273	136	177	110	52	166	138	68
	20%	15%	26%	24%	22%	16%	25%	21%	20%	18%
Not at all confident			A	E	E					
	53	19	34	17	23	12	3	21	17	12
	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%
<b>Summary</b>										
Top2Box (Very/somewhat confident)	1590	831	759	423	620	547	156	621	519	294
	77%	83%	71%	73%	76%	82%	74%	77%	77%	79%
Low2Box (Not very/not at all confident)		B				CD				
	476	169	307	153	200	122	55	187	154	79
	23%	17%	29%	27%	24%	18%	26%	23%	23%	21%
			A	E	E					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

8. Overall, how confident are you about the safety and quality of Canada's drinking water?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Very confident	592	303	289	179	222	191	54	217	210	111
	29%	30%	27%	31%	27%	29%	26%	27%	31%	30%
Somewhat confident	1175	563	612	312	475	388	119	461	379	216
	57%	56%	57%	54%	58%	58%	57%	57%	56%	58%
Not very confident	270	118	152	76	111	82	36	115	75	43
	13%	12%	14%	13%	14%	12%	17%	14%	11%	12%
Not at all confident	29	16	13	9	12	8	1	15	9	4
	1%	2%	1%	2%	2%	1%	0	2%	1%	1%
<b>Summary</b>										
Top2Box (Very/somewhat confident)	1767	866	901	491	696	579	173	678	589	326
	86%	87%	85%	85%	85%	87%	82%	84%	87%	87%
Low2Box (Not very/not at all confident)	299	134	165	85	124	90	37	130	84	48
	14%	13%	15%	15%	15%	13%	18%	16%	13%	13%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

9. And personally how confident are you about the safety and quality of the water in your home?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Very confident	863	434	430	241	304	319	66	308	317	172
	42%	43%	40%	42%	37%	48%	31%	38%	47%	46%
Somewhat confident	933	453	480	253	403	277	109	375	286	163
	45%	45%	45%	44%	49%	41%	52%	46%	42%	44%
Not very confident	237	102	135	73	99	65	32	112	58	35
	11%	10%	13%	13%	12%	10%	15%	14%	9%	9%
Not at all confident	33	11	22	10	15	8	4	13	13	3
	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%
<b>Summary</b>										
Top2Box (Very/somewhat confident)	1796	887	909	494	707	596	175	683	603	336
	87%	89%	85%	86%	86%	89%	83%	85%	90%	90%
Low2Box (Not very/not at all confident)	270	113	157	83	114	73	36	125	71	38
	13%	11%	15%	14%	14%	11%	17%	15%	10%	10%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

12. In your home, what source of water do you typically drink?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Tap water (directly from the tap)	989	493	496	290	392	307	90	381	318	200
	48%	49%	47%	50%	48%	46%	43%	47%	47%	54%
										F
Filtered water (from the tap, but through another filtering system)	570	292	278	178	201	191	56	189	199	126
	28%	29%	26%	31%	25%	29%	27%	23%	30%	34%
				D					G	G
Individually-sized bottled water	433	205	227	150	171	112	53	184	119	77
	21%	21%	21%	26%	21%	17%	25%	23%	18%	21%
				E	E		H	H		
Water from a large-jug cooler	298	146	152	89	118	91	35	116	106	41
	14%	15%	14%	16%	14%	14%	17%	14%	16%	11%
Filtered water through my refrigerator	150	54	96	52	51	46	14	54	53	30
	7%	5%	9%	9%	6%	7%	7%	7%	8%	8%
			A							
Well water	41	25	16	1	20	21	10	10	15	6
	2%	3%	2%	0	2%	3%	5%	1%	2%	2%
					C	C	GI			
Spring water	10	6	4	0	7	3	2	5	1	2
	0	1%	0	-	1%	0	1%	1%	0	0
Boiled tap water	3	2	1	0	1	1	1	1	1	0
	0	0	0	-	0	0	0	0	0	-
Distilled water	2	2	0	0	0	2	0	0	2	0
	0	0	-	-	-	0	-	-	0	-
No where	1	0	1	0	0	1	0	0	1	0
	0	-	0	-	-	0	-	-	0	-
Other	23	10	12	6	8	9	1	12	8	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_1. (Canadians use more water every day than Americans) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	845	454	391	251	320	274	70	316	285	175
	41%	45%	37%	44%	39%	41%	33%	39%	42%	47%
False		B							F	FG
	1221	545	675	325	500	395	141	493	389	199
	59%	55%	63%	56%	61%	59%	67%	61%	58%	53%
			A				HI	I		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.



13\_2. (Water is an infinite resource) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	375	186	189	107	140	127	53	171	99	52
	18%	19%	18%	19%	17%	19%	25%	21%	15%	14%
False							HI	HI		
	1691	814	877	469	680	542	158	637	575	321
	82%	81%	82%	81%	83%	81%	75%	79%	85%	86%
									FG	FG

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_3. (The drinking water that comes out of your kitchen tap is cleaner than the water that flows into your toilet) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	408	155	254	155	149	105	43	169	115	81
	20%	15%	24%	27%	18%	16%	20%	21%	17%	22%
False			A	DE						
	1658	845	812	421	672	565	168	639	558	293
	80%	85%	76%	73%	82%	84%	80%	79%	83%	78%
		B			C	C				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_4. (45% of the water used in your home is flushed down the toilet) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1575	782	793	442	632	501	163	614	517	282
	76%	78%	74%	77%	77%	75%	77%	76%	77%	75%
False	491	218	273	135	188	168	48	194	157	92
	24%	22%	26%	23%	23%	25%	23%	24%	23%	25%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_5. (50% of municipally-treated water used during the summer months is used for watering lawns and gardens) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1514	733	781	463	585	466	146	588	495	285
	73%	73%	73%	80%	71%	70%	69%	73%	74%	76%
False				DE						
	552	267	285	114	235	203	65	220	178	89
	27%	27%	27%	20%	29%	30%	31%	27%	26%	24%
					C	C				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_6. (Less than 10% of all municipal drinking water is lost because of leaky underground pipes) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1225	567	658	343	493	389	129	522	371	203
	59%	57%	62%	60%	60%	58%	61%	65%	55%	54%
False			A					HI		
	841	433	408	233	327	281	81	286	302	171
	41%	43%	38%	40%	40%	42%	39%	35%	45%	46%
		B							G	G

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_7. (It takes the same amount of energy to treat and pump the water you'd use by showering an extra two minutes than the) Please indicate whether you believe the following to be true or false: all the energy required to power a 60 W light-bulb for 12 hours

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1465	713	752	453	575	438	135	566	476	289
	71%	71%	71%	79%	70%	65%	64%	70%	71%	77%
False				DE	E					FG
	601	287	314	123	245	232	75	242	197	85
	29%	29%	29%	21%	30%	35%	36%	30%	29%	23%
					C	CD	I	I		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_8. (Water from storm drains flows directly into a nearby lake, pond or river without being cleaned or treated) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1347	649	698	352	544	451	139	533	449	226
	65%	65%	65%	61%	66%	67%	66%	66%	67%	60%
False						C				
	719	351	368	224	277	218	72	275	225	148
	35%	35%	35%	39%	34%	33%	34%	34%	33%	40%
				E						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_9. (Canada has more fresh water than any other country in the world) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1746	849	897	474	689	583	176	672	570	328
	84%	85%	84%	82%	84%	87%	84%	83%	85%	88%
False						C				
	320	151	169	103	131	86	34	136	104	46
	16%	15%	16%	18%	16%	13%	16%	17%	15%	12%
				E						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.



13\_10. (The oil sands cause more water pollution than farming/agricultural practices) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1230	557	672	340	499	391	129	503	373	225
	60%	56%	63%	59%	61%	58%	61%	62%	55%	60%
False			A					H		
	836	443	394	237	321	278	82	305	300	149
	40%	44%	37%	41%	39%	42%	39%	38%	45%	40%
		B							G	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13\_11. (Canada has some of the lowest water costs in the industrialized world) Please indicate whether you believe the following to be true or false:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
True	1559	770	789	414	614	531	161	576	527	296
	75%	77%	74%	72%	75%	79%	76%	71%	78%	79%
False						CD			G	G
	507	230	277	163	206	138	50	232	147	78
	25%	23%	26%	28%	25%	21%	24%	29%	22%	21%
				E	E			HI		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

13. [Pass/Fail summary] Please indicate whether you believe the following to be true or false

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Pass	1679	834	844	475	671	532	165	635	565	313
	81%	83%	79%	82%	82%	80%	78%	79%	84%	84%
Fail		B							G	
	387	166	222	101	149	137	45	173	109	61
	19%	17%	21%	18%	18%	20%	22%	21%	16%	16%
Mean score out of 11		A						H		
	6.8	6.9	6.7	6.8	6.8	6.8	6.7	6.6	7	6.8
		B							FG	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

14. What sorts of things or items have you flushed down the toilet?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Leftover food	766	340	426	226	319	221	89	319	260	98
	37%	34%	40%	39%	39%	33%	42%	39%	39%	26%
Dead pets (i.e goldfish)			A	E	E		I	I	I	
	330	151	179	124	137	69	34	127	123	46
Dead pests (i.e spiders, bugs)	16%	15%	17%	22%	17%	10%	16%	16%	18%	12%
				DE	E				I	
Dead rodents (i.e mice)	721	329	392	239	282	200	65	266	262	127
	35%	33%	37%	41%	34%	30%	31%	33%	39%	34%
Baby wipes				DE	E				FG	
	61	38	23	7	31	23	13	26	13	9
Bathroom products such as swabs and/or cotton balls	3%	4%	2%	1%	4%	3%	6%	3%	2%	2%
		B			C	C	HI			
Dental floss	141	71	70	59	54	28	14	44	46	38
	7%	7%	7%	10%	7%	4%	7%	5%	7%	10%
Hair				DE	E					G
	192	109	83	82	63	48	19	88	45	41
Condoms	9%	11%	8%	14%	8%	7%	9%	11%	7%	11%
		B		DE				H		H
Cigarette butts	227	121	105	91	87	49	14	82	80	51
	11%	12%	10%	16%	11%	7%	7%	10%	12%	14%
Women's hygiene products				DE	E				F	F
	775	387	388	270	307	198	70	306	252	146
Other	38%	39%	36%	47%	37%	30%	33%	38%	37%	39%
				DE	E					
Leftover food	204	135	69	94	88	22	18	71	61	53
	10%	14%	6%	16%	11%	3%	9%	9%	9%	14%
Dead rodents (i.e mice)		B		DE	E					GH
	449	234	216	134	211	105	60	199	135	56
Baby wipes	22%	23%	20%	23%	26%	16%	29%	25%	20%	15%
				E	E		HI	HI		
Dead pests (i.e spiders, bugs)	329	46	283	149	135	45	36	122	115	56
	16%	5%	27%	26%	16%	7%	17%	15%	17%	15%
Dead rodents (i.e mice)		A		DE	E					
	136	93	43	54	39	42	12	35	50	39
Baby wipes	7%	9%	4%	9%	5%	6%	6%	4%	7%	11%
		B		D					G	G
Other	577	300	276	92	238	247	67	233	178	98

14. What sorts of things or items have you flushed down the toilet?

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
None of the above	28%	30%	26%	16%	29%	37%	32%	29%	26%	26%
		B			C	CD				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
55 litres	497	278	220	137	203	157	44	208	160	86
	24%	28%	21%	24%	25%	23%	21%	26%	24%	23%
132 litres	603	317	286	186	206	211	55	225	207	116
	29%	32%	27%	32%	25%	31%	26%	28%	31%	31%
226 litres	298	160	138	91	112	96	26	102	107	62
	14%	16%	13%	16%	14%	14%	12%	13%	16%	17%
329 litres	89	47	41	29	37	23	5	27	30	26
	4%	5%	4%	5%	5%	3%	2%	3%	4%	7%
408 litres	43	26	18	13	19	12	7	16	15	6
	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%
Don't Know	536	173	363	121	243	171	73	230	155	78
	26%	17%	34%	21%	30%	26%	35%	28%	23%	21%
			A		C		HI	HI		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

19. To what extent do you, personally, try to conserve electricity in the course of your daily activities involving electricity?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Try very hard	620	286	334	146	266	208	60	248	205	108
	30%	29%	31%	25%	32%	31%	28%	31%	30%	29%
Try reasonably hard	1167	566	601	302	474	390	126	453	383	205
	56%	57%	56%	52%	58%	58%	60%	56%	57%	55%
Try a little	253	126	126	109	76	68	21	99	80	53
	12%	13%	12%	19%	9%	10%	10%	12%	12%	14%
Don't try at all	26	22	4	20	4	3	4	8	6	8
	1%	2%	0	3%	0	0	2%	1%	1%	2%
<b>Summary</b>										
Top2Box (Very hard/hard)	1787	852	935	448	740	598	185	701	588	313
	86%	85%	88%	78%	90%	89%	88%	87%	87%	84%
Low2Box (A little/not at all)	279	148	131	128	80	71	25	107	86	61
	14%	15%	12%	22%	10%	11%	12%	13%	13%	16%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

20. To what extent do you personally try to conserve water?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Try very hard	434	184	250	100	191	143	51	176	145	62
	21%	18%	23%	17%	23%	21%	24%	22%	22%	17%
Try reasonably hard			A		C		I			
	1175	567	608	280	495	399	116	460	393	205
	57%	57%	57%	49%	60%	60%	55%	57%	58%	55%
Try a little					C	C				
	386	200	186	160	114	112	34	151	114	87
	19%	20%	17%	28%	14%	17%	16%	19%	17%	23%
Don't try at all				DE						H
	71	49	21	36	20	15	9	21	21	19
	3%	5%	2%	6%	2%	2%	4%	3%	3%	5%
		B		DE						
<b>Summary</b>										
Top2Box (Very hard/hard)	1609	751	858	380	686	542	167	636	538	267
	78%	75%	81%	66%	84%	81%	80%	79%	80%	72%
Low2Box (A little/not at all)			A		C	C		I	I	
	457	249	208	196	134	127	43	172	136	106
	22%	25%	19%	34%	16%	19%	20%	21%	20%	28%
		B		DE						GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.



22. It requires a significant amount of energy to treat and pump water to our homes and businesses, and then it takes energy to heat the water in our homes. Thinking about this, please indicate which of the following statements most closely reflects your beliefs:

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
When I use water in my home I don't think about the energy required to treat and pump it or the cost of that energy to the city, and ultimately to me, in the form of higher rates and taxes	651	352	299	220	219	212	57	267	194	133
	32%	35%	28%	38%	27%	32%	27%	33%	29%	36%
		B		DE		D				H
When I use water in my home, I think a little about the energy that is required to treat and pump it or the cost of that energy to the city, but I'm only one person and can't really have an impact	594	283	311	186	251	157	64	218	194	118
	29%	28%	29%	32%	31%	23%	31%	27%	29%	32%
				E	E					
When I use water in my home, I think a lot about the energy that it uses and the costs of that energy to the city, so I try to conserve as much as I can to keep my rates and taxes low	821	365	457	170	351	300	89	324	286	123
	40%	36%	43%	30%	43%	45%	42%	40%	42%	33%
			A		C	C	I		I	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.



28. And which of the following have you knowingly done?

	GENDER		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
	A	B	C	D	E	F	G	H	I	
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Hosed down your driveway	345	222	123	60	118	168	33	146	119	48
	17%	22%	12%	10%	14%	25%	16%	18%	18%	13%
		B				CD				
Allowed soapy water to run down a storm drain	387	229	158	139	138	110	34	130	138	85
	19%	23%	15%	24%	17%	16%	16%	16%	20%	23%
		B		DE					G	G
Watered your lawn when it has just rained, is raining, or about to rain	45	29	16	16	16	12	6	17	9	13
	2%	3%	1%	3%	2%	2%	3%	2%	1%	3%
		B								
Left a faucet running in a public place like in a restaurant or coffee shop	47	25	22	24	15	8	9	14	18	7
	2%	2%	2%	4%	2%	1%	4%	2%	3%	2%
				DE						
Left the water running in the kitchen when washing and rinsing dishes	946	471	476	270	373	304	93	376	302	175
	46%	47%	45%	47%	45%	45%	44%	47%	45%	47%
Left the water on while brushing your teeth	975	483	492	246	375	354	90	411	311	163
	47%	48%	46%	43%	46%	53%	43%	51%	46%	44%
						CD		F		
Used a hose to melt snow in the spring	32	26	7	16	8	8	1	13	8	10
	2%	3%	1%	3%	1%	1%	1%	2%	1%	3%
		B		D						
Used soap or shampoo to bathe in a lake	300	159	140	76	129	94	28	110	104	57
	15%	16%	13%	13%	16%	14%	13%	14%	15%	15%
Flushed harmful substances down the toilet that should have been disposed of in another manner	170	77	94	46	63	61	17	62	67	25
	8%	8%	9%	8%	8%	9%	8%	8%	10%	7%
Thrown things into the toilet that should go into the garbage	363	174	190	132	150	81	41	145	124	54
	18%	17%	18%	23%	18%	12%	19%	18%	18%	15%
			E	E						
	371	165	206	107	149	115	44	129	128	70

28. And which of the following have you knowingly done?

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
I have not done any of these	18%	17%	19%	19%	18%	17%	21%	16%	19%	19%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

29. How concerned are you about the quality of water in the lakes in which you swim?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Very concerned	937	386	551	200	407	330	105	383	315	133
	45%	39%	52%	35%	50%	49%	50%	47%	47%	36%
Somewhat concerned			A		C	C	I	I	I	
	874	466	408	281	336	257	87	328	274	185
	42%	47%	38%	49%	41%	38%	41%	41%	41%	50%
Not very concerned		B		DE						GH
	194	110	84	78	53	63	15	71	64	44
	9%	11%	8%	13%	6%	9%	7%	9%	9%	12%
Not at all concerned		B		DE		D				
	62	38	24	18	24	20	4	26	21	11
	3%	4%	2%	3%	3%	3%	2%	3%	3%	3%
		B								
<b>Summary</b>										
Top2Box (Very/somewhat concerned)	1810	852	958	481	743	587	191	711	589	319
	88%	85%	90%	83%	91%	88%	91%	88%	88%	85%
Low2Box (Not very/not at all concerned)			A		C	C				
	256	148	108	96	77	83	19	97	84	55
	12%	15%	10%	17%	9%	12%	9%	12%	12%	15%
		B		DE						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

30. Do you think that the quality of the water in these lakes is getting:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Better	298	180	118	49	135	114	39	121	102	36
	14%	18%	11%	8%	16%	17%	18%	15%	15%	10%
Worse		B			C	C	I	I	I	
	1293	565	728	397	514	383	132	487	424	250
	63%	57%	68%	69%	63%	57%	63%	60%	63%	67%
No change		A	DE	E						
	475	255	220	131	172	172	40	200	148	88
	23%	25%	21%	23%	21%	26%	19%	25%	22%	23%
		B				D				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

32. How much does your household currently pay for water? (excluding the installation of water wells or cost of hooking up to an existing system)

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
I don't pay - I do not use a utility for my water source	311	137	174	52	148	111	38	134	103	36
	15%	14%	16%	9%	18%	17%	18%	17%	15%	10%
I don't pay - it is included in my rent	457	218	239	163	184	110	44	183	154	76
	22%	22%	22%	28%	22%	16%	21%	23%	23%	20%
I pay less than \$100/year	94	64	30	30	34	30	8	30	22	34
	5%	6%	3%	5%	4%	4%	4%	4%	3%	9%
I pay \$100 - \$300/year	256	130	126	47	105	105	25	117	77	37
	12%	13%	12%	8%	13%	16%	12%	14%	11%	10%
I pay \$300 - \$500/year	247	130	117	48	85	114	20	91	81	56
	12%	13%	11%	8%	10%	17%	9%	11%	12%	15%
I pay more than \$500/year	203	91	112	32	93	79	17	77	88	20
	10%	9%	11%	5%	11%	12%	8%	10%	13%	5%
I don't know how much I pay	498	230	268	205	172	121	59	176	149	114
	24%	23%	25%	36%	21%	18%	28%	22%	22%	30%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

36. (People should pay for the water they use) Please indicate to what extent you agree or disagree with the following statements:

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	2066	1022	1044	426	787	853	193	724	915	234
Weighted	2066	1000	1066	576	820	669	211	808	674	374
Strongly agree	668	345	323	172	245	251	58	249	242	120
	32%	35%	30%	30%	30%	38%	27%	31%	36%	32%
Somewhat agree	929	437	492	261	371	296	103	369	299	158
	45%	44%	46%	45%	45%	44%	49%	46%	44%	42%
Somewhat disagree	340	148	193	101	153	86	33	144	94	70
	16%	15%	18%	18%	19%	13%	15%	18%	14%	19%
Strongly disagree	128	70	58	42	50	36	17	46	39	26
	6%	7%	5%	7%	6%	5%	8%	6%	6%	7%
<b>Summary</b>										
Top2Box (Agree)	1597	782	815	433	617	547	161	618	541	278
	77%	78%	76%	75%	75%	82%	77%	76%	80%	74%
Low2Box (Disagree)	469	218	251	143	203	122	49	190	133	96
	23%	22%	24%	25%	25%	18%	23%	24%	20%	26%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.