



# Canadian Online Omni January 10-January 17, 2011

## Water Quality Banner 2

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<a href="#">5</a>	12. In your home, what source of water do you typically drink?
<a href="#">6</a>	13_1. (Canadians use more water every day than Americans) Please indicate whether you believe the following to be true or false:
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<a href="#">10</a>	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:
<a href="#">11</a>	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:
<a href="#">12</a>	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
<a href="#">13</a>	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:
<a href="#">14</a>	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:
<a href="#">15</a>	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:
<a href="#">16</a>	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:
<a href="#">17</a>	13. [Pass/Fail summary] Please indicate whether you believe the following to be true or false
<a href="#">18</a>	14. What sorts of things or items have you flushed down the toilet?
<a href="#">19</a>	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
<a href="#">20</a>	19. To what extent do you, personally, try to conserve electricity in the course of your daily activities involving electricity?
<a href="#">21</a>	20. To what extent do you personally try to conserve water?
<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?
<a href="#">25</a>	29. How concerned are you about the quality of water in the lakes in which you swim?
<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:

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Fresh water	1143	149	91	72	433	316	82	210	356	577	237	906
	55%	55%	43%	53%	55%	63%	54%	49%	55%	59%	52%	56%
Oil	256	28	78	9	93	32	17	52	69	135	55	201
	12%	10%	37%	6%	12%	6%	11%	12%	11%	14%	12%	12%
Forests	267	58	8	8	87	87	17	80	89	97	76	191
	13%	21%	4%	6%	11%	17%	11%	19%	14%	10%	17%	12%
Coal	2	1	0	1	0	0	0	0	1	1	0	2
	0	0	-	1%	-	-	-	-	0	0	-	0
Agricultural land/farm land	316	26	32	40	135	56	26	67	119	130	68	248
	15%	10%	15%	30%	17%	11%	17%	16%	18%	13%	15%	15%
Base metals (i.e. copper, nickel)	45	6	1	3	30	4	1	12	9	24	13	32
	2%	2%	1%	3%	4%	1%	1%	3%	1%	2%	3%	2%
Fisheries	37	6	1	1	13	8	9	8	9	20	8	28
	2%	2%	0	1%	2%	2%	6%	2%	1%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Very confident	436	72	40	31	172	86	35	90	156	190	87	350
	21%	26%	19%	23%	22%	17%	23%	21%	24%	19%	19%	22%
Somewhat confident	1154	157	128	84	465	232	89	220	346	588	253	901
	56%	58%	61%	62%	59%	46%	58%	51%	53%	60%	55%	56%
Not very confident	423	42	39	15	144	155	28	108	133	183	105	318
	20%	15%	18%	11%	18%	31%	18%	25%	20%	19%	23%	20%
Not at all confident	53	1	4	5	11	30	1	13	17	23	12	40
	3%	1%	2%	4%	1%	6%	0	3%	3%	2%	3%	2%
<b>Summary</b>				A		ABDF						
Top2Box (Very/somewhat confident)	1590	229	168	114	637	318	124	310	502	778	340	1250
	77%	84%	80%	85%	80%	63%	81%	72%	77%	79%	74%	78%
Low2Box (Not very/not at all confident)	476	44	43	20	155	186	29	120	150	206	118	358
	23%	16%	20%	15%	20%	37%	19%	28%	23%	21%	26%	22%
						ABCDF		I				

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION																										
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids																									
		A	B	C	D	E	F	G	H	I	J	K																									
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657																									
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609																									
Very confident	592	86	79	39	256	96	36	127	191	273	132	460																									
	29%	32%	38%	29%	32%	19%	24%	30%	29%	28%	29%	29%																									
Somewhat confident	1175	164	115	83	462	253	98	226	358	591	250	926																									
	57%	60%	54%	62%	58%	50%	64%	53%	55%	60%	55%	58%																									
Not very confident	270	22	15	12	67	136	17	73	89	108	74	196																									
	13%	8%	7%	9%	8%	27%	11%	17%	14%	11%	16%	12%																									
Not at all confident	29	1	2	0	6	19	1	3	14	12	2	27																									
	1%	0	1%	-	1%	4%	1%	1%	2%	1%	0	2%																									
<b>Summary</b>																																					
Top2Box (Very/somewhat confident)	1767	250	194	122	718	349	134	353	549	865	381	1386																									
	86%	92%	92%	91%	91%	69%	88%	82%	84%	88%	83%	86%																									
Low2Box (Not very/not at all confident)	299	23	17	12	73	155	18	77	103	120	76	223																									
	14%	8%	8%	9%	9%	31%	12%	18%	16%	12%	17%	14%																									
<table border="0" style="width:100%; border:none;"> <tr> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> <td style="width:10%;"></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>ABCDF</td> <td></td> <td>I</td> <td></td> <td></td> <td></td> <td></td> </tr> </table>																															ABCDF		I				
						ABCDF		I																													

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Very confident	863	135	99	61	367	136	64	155	258	450	168	695
	42%	50%	47%	45%	46%	27%	42%	36%	40%	46%	37%	43%
Somewhat confident	933	111	87	62	345	259	69	201	308	424	215	719
	45%	41%	41%	46%	44%	51%	45%	47%	47%	43%	47%	45%
Not very confident	237	24	21	9	66	98	19	68	74	95	64	173
	11%	9%	10%	7%	8%	19%	13%	16%	11%	10%	14%	11%
Not at all confident	33	2	4	2	12	12	1	6	12	15	11	22
	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%
<b>Summary</b>												
Top2Box (Very/somewhat confident)	1796	247	186	123	713	395	132	356	566	874	383	1414
	87%	90%	88%	92%	90%	78%	87%	83%	87%	89%	84%	88%
Low2Box (Not very/not at all confident)	270	26	24	11	78	109	20	74	86	110	75	195
	13%	10%	12%	8%	10%	22%	13%	17%	13%	11%	16%	12%
						ABCDF		I			K	

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Tap water (directly from the tap)	989	135	106	67	324	270	85	229	313	448	214	775
	48%	50%	50%	50%	41%	54%	56%	53%	48%	46%	47%	48%
Filtered water (from the tap, but through another filtering system)	570	83	62	36	257	97	35	113	174	283	119	451
	28%	30%	29%	27%	32%	19%	23%	26%	27%	29%	26%	28%
Individually-sized bottled water	433	32	41	25	197	118	20	86	136	211	104	329
	21%	12%	20%	19%	25%	23%	13%	20%	21%	21%	23%	20%
Water from a large-jug cooler	298	44	34	28	107	70	15	57	98	143	88	210
	14%	16%	16%	21%	14%	14%	10%	13%	15%	15%	19%	13%
Filtered water through my refrigerator	150	20	19	6	74	20	10	18	45	86	40	110
	7%	7%	9%	5%	9%	4%	7%	4%	7%	9%	9%	7%
Well water	41	6	2	1	12	15	6	6	14	21	10	32
	2%	2%	1%	1%	2%	3%	4%	2%	2%	2%	2%	2%
Spring water	10	2	1	0	3	4	1	3	7	1	3	7
	0	1%	1%	-	0	1%	1%	1%	1%	0	1%	0
Boiled tap water	3	1	0	0	1	0	0	0	2	1	0	3
	0	1%	-	-	0	-	-	-	0	0	-	0
Distilled water	2	0	0	0	2	0	0	0	1	1	0	2
	0	-	-	-	0	-	-	-	0	0	-	0
No where	1	0	0	0	0	1	0	0	0	1	0	1
	0	-	-	-	-	0	-	-	-	0	-	0
Other	23	2	2	2	6	11	0	4	9	10	1	21
	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	0	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	845	104	68	54	303	242	73	170	259	416	196	649
	41%	38%	32%	40%	38%	48%	48%	40%	40%	42%	43%	40%
False						ABD	BD					
	1221	168	143	80	488	262	80	260	392	569	261	960
	59%	62%	68%	60%	62%	52%	52%	60%	60%	58%	57%	60%
		E	EF		EF							

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



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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	375	55	39	31	158	50	42	99	109	167	75	300
	18%	20%	19%	23%	20%	10%	27%	23%	17%	17%	16%	19%
False		E	E	E	E		DE	HI				
	1691	218	172	104	633	454	111	331	543	817	383	1309
	82%	80%	81%	77%	80%	90%	73%	77%	83%	83%	84%	81%
					F	ABCDF			G	G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	408	54	35	29	164	100	27	107	143	158	73	335
	20%	20%	17%	22%	21%	20%	17%	25%	22%	16%	16%	21%
False	1658	219	175	105	628	404	126	323	509	826	384	1274
	80%	80%	83%	78%	79%	80%	83%	75%	78%	84%	84%	79%
										GH	K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1575	205	164	107	615	358	127	342	492	741	368	1207
	76%	75%	78%	80%	78%	71%	83%	80%	75%	75%	80%	75%
False					E		E				K	
	491	68	47	27	176	146	26	87	160	244	90	401
	24%	25%	22%	20%	22%	29%	17%	20%	25%	25%	20%	25%
					DF							J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1514	215	168	97	574	348	112	333	487	694	348	1165
	73%	79%	80%	72%	73%	69%	73%	77%	75%	71%	76%	72%
False		E	DE					I				
	552	58	42	37	217	156	41	97	165	290	109	443
	27%	21%	20%	28%	27%	31%	27%	23%	25%	29%	24%	28%
					B	AB				G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1225	155	131	77	457	312	94	271	389	565	272	953
	59%	57%	62%	57%	58%	62%	62%	63%	60%	57%	59%	59%
False	841	118	80	58	335	192	59	159	263	419	185	656
	41%	43%	38%	43%	42%	38%	38%	37%	40%	43%	41%	41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1465	201	149	84	552	370	110	297	454	714	336	1129
	71%	74%	71%	62%	70%	73%	72%	69%	70%	73%	74%	70%
False		C				C						
	601	72	62	51	239	134	43	133	198	270	121	480
	29%	26%	29%	38%	30%	27%	28%	31%	30%	27%	26%	30%
				AE								

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1347	193	134	94	535	279	112	279	424	644	289	1058
	65%	71%	64%	70%	68%	55%	73%	65%	65%	65%	63%	66%
False		E		E	E		E					
	719	80	77	40	256	225	41	151	228	340	168	551
	35%	29%	36%	30%	32%	45%	27%	35%	35%	35%	37%	34%
						ACDF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1746	231	173	109	676	425	131	339	546	860	374	1372
	84%	85%	82%	82%	85%	84%	86%	79%	84%	87%	82%	85%
False	320	41	38	25	115	79	22	91	106	124	83	237
	16%	15%	18%	18%	15%	16%	14%	21%	16%	13%	18%	15%
								I	I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1230	165	95	83	440	342	105	278	401	550	285	945
	60%	60%	45%	61%	56%	68%	69%	65%	62%	56%	62%	59%
False		B		B	B	ABD	BD	I	I			
	836	108	115	52	351	163	48	152	251	434	172	664
	40%	40%	55%	39%	44%	32%	31%	35%	38%	44%	38%	41%
		E	ACDEF		EF					GH		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
True	1559	231	142	105	537	424	119	318	488	753	338	1221
	75%	85%	67%	78%	68%	84%	78%	74%	75%	77%	74%	76%
False		BD		BD		BD	BD					
	507	41	69	29	254	80	34	112	164	231	119	388
	25%	15%	33%	22%	32%	16%	22%	26%	25%	23%	26%	24%
			ACEF		ACEF							

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Pass	1679	224	176	106	650	403	119	337	524	817	381	1298
	81%	82%	83%	79%	82%	80%	78%	78%	80%	83%	83%	81%
Fail	387	48	35	28	141	101	33	93	128	167	76	311
	19%	18%	17%	21%	18%	20%	22%	22%	20%	17%	17%	19%
Mean score out of 11	6.8	7	7	6.8	6.8	6.6	6.7	6.7	6.8	6.8	6.9	6.8
		DEF	E									

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Leftover food	766	110	103	45	263	197	48	166	264	336	192	574
	37%	40%	49%	33%	33%	39%	32%	39%	40%	34%	42%	36%
Dead pets (i.e goldfish)	330	42	51	20	143	49	24	67	116	147	106	224
	16%	16%	24%	15%	18%	10%	15%	16%	18%	15%	23%	14%
Dead pests (i.e spiders, bugs)	721	118	88	55	307	93	60	144	218	359	181	540
	35%	43%	42%	41%	39%	18%	39%	34%	33%	36%	39%	34%
Dead rodents (i.e mice)	61	8	5	7	28	8	5	15	27	19	11	50
	3%	3%	2%	5%	4%	2%	3%	3%	4%	2%	2%	3%
Baby wipes	141	16	21	8	66	23	7	17	39	85	54	87
	7%	6%	10%	6%	8%	5%	5%	4%	6%	9%	12%	5%
Bathroom products such as swabs and/or cotton balls	192	31	29	6	77	38	11	41	58	93	42	151
	9%	11%	14%	5%	10%	8%	7%	10%	9%	9%	9%	9%
Dental floss	227	52	29	8	77	51	10	39	78	110	45	181
	11%	19%	14%	6%	10%	10%	7%	9%	12%	11%	10%	11%
Hair	775	105	98	46	310	157	59	156	253	366	197	578
	38%	38%	47%	34%	39%	31%	39%	36%	39%	37%	43%	36%
Condoms	204	38	32	17	75	32	9	36	63	104	58	146
	10%	14%	15%	13%	9%	6%	6%	8%	10%	11%	13%	9%
Cigarette butts	449	43	68	32	155	109	42	123	143	183	108	341
	22%	16%	32%	24%	20%	22%	28%	29%	22%	19%	24%	21%
Women's hygiene products	329	48	55	11	134	54	26	61	109	159	101	228
	16%	17%	26%	8%	17%	11%	17%	14%	17%	16%	22%	14%
Other	136	22	11	16	53	26	7	32	44	60	29	107
	7%	8%	5%	12%	7%	5%	5%	7%	7%	6%	6%	7%
None of the above	577	72	36	36	220	177	36	124	169	284	98	479
	28%	27%	17%	27%	28%	35%	24%	29%	26%	29%	21%	30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
55 litres	497	69	53	27	179	132	37	124	157	216	93	405
	24%	25%	25%	20%	23%	26%	24%	29%	24%	22%	20%	25%
132 litres	603	85	72	43	246	121	37	106	205	292	120	483
	29%	31%	34%	32%	31%	24%	24%	25%	31%	30%	26%	30%
226 litres	298	34	34	18	115	65	32	51	85	162	83	215
	14%	12%	16%	13%	15%	13%	21%	12%	13%	16%	18%	13%
329 litres	89	13	6	4	29	26	10	13	26	50	30	59
	4%	5%	3%	3%	4%	5%	7%	3%	4%	5%	7%	4%
408 litres	43	7	6	4	9	12	5	8	10	26	12	31
	2%	3%	3%	3%	1%	2%	3%	2%	1%	3%	3%	2%
Don't Know	536	65	40	39	213	147	32	128	169	239	120	416
	26%	24%	19%	29%	27%	29%	21%	30%	26%	24%	26%	26%
				B	B	B		I				

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Try very hard	620	87	57	26	288	118	44	140	197	283	131	489
	30%	32%	27%	19%	36%	23%	29%	33%	30%	29%	29%	30%
Try reasonably hard	1167	145	125	76	403	332	86	248	352	567	276	891
	56%	53%	59%	56%	51%	66%	56%	58%	54%	58%	60%	55%
Try a little	253	40	26	28	90	48	21	36	95	122	45	208
	12%	15%	12%	21%	11%	9%	14%	8%	15%	12%	10%	13%
Don't try at all	26	1	3	5	11	6	1	6	8	12	5	21
	1%	0	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%
Summary												
Top2Box (Very hard/hard)	1787	232	182	101	690	450	131	388	549	850	407	1380
	86%	85%	86%	75%	87%	89%	85%	90%	84%	86%	89%	86%
Low2Box (A little/not at all)	279	40	29	33	101	54	22	42	103	134	50	229
	14%	15%	14%	25%	13%	11%	15%	10%	16%	14%	11%	14%
Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used.												

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION																											
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids																										
		A	B	C	D	E	F	G	H	I	J	K																										
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657																										
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609																										
Try very hard	434	62	40	17	191	89	35	116	136	182	81	353																										
	21%	23%	19%	13%	24%	18%	23%	27%	21%	18%	18%	22%																										
Try reasonably hard	1175	143	119	68	420	344	81	230	375	569	287	888																										
	57%	53%	56%	50%	53%	68%	53%	54%	58%	58%	63%	55%																										
Try a little	386	59	48	43	148	61	27	68	115	204	78	308																										
	19%	22%	23%	32%	19%	12%	18%	16%	18%	21%	17%	19%																										
Don't try at all	71	8	5	7	32	10	9	16	25	29	11	60																										
	3%	3%	2%	5%	4%	2%	6%	4%	4%	3%	2%	4%																										
<b>Summary</b>																																						
Top2Box (Very hard/hard)	1609	205	158	85	612	433	117	346	511	751	368	1241																										
	78%	75%	75%	63%	77%	86%	76%	81%	78%	76%	81%	77%																										
Low2Box (A little/not at all)	457	68	52	50	180	71	36	84	141	233	89	368																										
	22%	25%	25%	37%	23%	14%	24%	19%	22%	24%	19%	23%																										
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		C	C		C	ABCDF	C																															
		E	E	ABDEF	E		E																															

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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:

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
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	92	71	45	237	144	62	120	212	319	134	517
	32%	34%	34%	34%	30%	29%	41%	28%	32%	32%	29%	32%
							DE					
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	72	58	40	211	182	30	136	177	281	149	445
	29%	27%	27%	30%	27%	36%	20%	32%	27%	29%	33%	28%
						ABDF						
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	108	82	49	343	178	61	174	263	384	174	647
	40%	40%	39%	36%	43%	35%	40%	40%	40%	39%	38%	40%
					E							

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



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.

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Strongly agree	472	51	52	20	186	128	36	114	147	211	94	378
	23%	19%	24%	15%	23%	25%	24%	26%	23%	21%	21%	24%
Somewhat agree	975	131	103	82	378	214	68	204	311	460	224	751
	47%	48%	49%	61%	48%	42%	45%	47%	48%	47%	49%	47%
Somewhat disagree	491	66	43	32	192	116	42	87	151	253	115	376
	24%	24%	21%	24%	24%	23%	28%	20%	23%	26%	25%	23%
Strongly disagree	128	25	13	1	36	46	6	26	42	60	24	104
	6%	9%	6%	1%	5%	9%	4%	6%	6%	6%	5%	6%
<b>Summary</b>												
Top2Box (Agree)	1447	182	154	101	563	342	104	318	458	671	318	1129
	70%	67%	73%	75%	71%	68%	68%	74%	70%	68%	70%	70%
Low2Box (Disagree)	619	90	56	33	228	163	49	112	194	313	139	479
	30%	33%	27%	25%	29%	32%	32%	26%	30%	32%	30%	30%
										G		

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	A	B	C	D	E	F	G	H	I	J	K	
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Hosed down your driveway	345	57	43	26	137	66	17	41	97	208	64	282
	17%	21%	20%	19%	17%	13%	11%	10%	15%	21%	14%	18%
		EF	EF		E				G	GH		
Allowed soapy water to run down a storm drain	387	67	39	26	157	74	24	52	122	213	101	285
	19%	24%	19%	19%	20%	15%	16%	12%	19%	22%	22%	18%
		EF			E				G	G		
Watered your lawn when it has just rained, is raining, or about to rain	45	8	7	6	12	7	5	8	19	19	10	35
	2%	3%	3%	4%	2%	1%	3%	2%	3%	2%	2%	2%
				E								
Left a faucet running in a public place like in a restaurant or coffee shop	47	6	3	6	12	13	7	12	22	13	13	34
	2%	2%	1%	4%	2%	3%	4%	3%	3%	1%	3%	2%
				D			D		I			
Left the water running in the kitchen when washing and rinsing dishes	946	139	97	60	354	213	85	181	298	468	217	730
	46%	51%	46%	45%	45%	42%	55%	42%	46%	48%	47%	45%
		E					DE					
Left the water on while brushing your teeth	975	131	99	66	371	222	85	191	319	464	200	775
	47%	48%	47%	49%	47%	44%	56%	44%	49%	47%	44%	48%
							E					
Used a hose to melt snow in the spring	32	4	2	5	14	7	1	4	8	21	10	22
	2%	1%	1%	4%	2%	1%	1%	1%	1%	2%	2%	1%
Used soap or shampoo to bathe in a lake	300	41	33	18	116	67	25	66	77	157	86	214
	15%	15%	16%	13%	15%	13%	16%	15%	12%	16%	19%	13%
										H	K	
Flushed harmful substances down the toilet that should have been disposed of in another manner	170	24	20	16	62	29	19	31	56	83	31	139
	8%	9%	9%	12%	8%	6%	12%	7%	9%	8%	7%	9%
				E			E					
Thrown things into the toilet that should go into the garbage	363	46	38	20	129	107	24	78	120	165	104	259
	18%	17%	18%	15%	16%	21%	16%	18%	18%	17%	23%	16%
						D				K		
I have not done any of these	371	46	39	21	144	100	21	103	107	161	71	300
	18%	17%	19%	16%	18%	20%	14%	24%	16%	16%	16%	19%
								HI				

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Very concerned	937	103	79	56	365	258	76	210	303	423	201	736
	45%	38%	38%	42%	46%	51%	50%	49%	47%	43%	44%	46%
Somewhat concerned	874	128	97	59	336	196	59	178	260	436	206	668
	42%	47%	46%	44%	42%	39%	38%	41%	40%	44%	45%	42%
Not very concerned	194	31	30	17	67	37	11	29	67	97	39	155
	9%	11%	14%	13%	9%	7%	7%	7%	10%	10%	9%	10%
Not at all concerned	62	11	5	2	23	13	8	12	22	27	11	51
	3%	4%	2%	2%	3%	3%	5%	3%	3%	3%	2%	3%
<b>Summary</b>												
Top2Box (Very/somewhat concerned)	1810	231	176	114	701	454	134	388	563	859	407	1404
	88%	85%	83%	85%	89%	90%	88%	90%	86%	87%	89%	87%
Low2Box (Not very/not at all concerned)	256	42	35	20	90	50	18	42	89	125	50	205
	12%	15%	17%	15%	11%	10%	12%	10%	14%	13%	11%	13%

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

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Better	298	23	10	7	141	92	25	67	91	140	56	242
	14%	9%	5%	6%	18%	18%	16%	15%	14%	14%	12%	15%
Worse					ABC	ABC	ABC					
	1293	170	146	103	456	333	86	273	413	607	297	997
	63%	62%	69%	77%	58%	66%	56%	64%	63%	62%	65%	62%
No change			DF	ADEF		DF						
	475	79	55	23	195	79	42	90	147	238	105	370
	23%	29%	26%	17%	25%	16%	28%	21%	23%	24%	23%	23%
		CE	E		E		E					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
I don't pay - I do not use a utility for my water source	311	27	16	16	88	106	60	72	101	139	61	250
	15%	10%	7%	12%	11%	21%	39%	17%	15%	14%	13%	16%
						ABCD	ABCDE					
I don't pay - it is included in my rent	457	71	30	19	178	136	23	165	173	120	102	356
	22%	26%	14%	14%	23%	27%	15%	38%	26%	12%	22%	22%
		BCF			BF	BCF		HI	I			
I pay less than \$100/year	94	13	11	0	18	47	5	16	35	43	21	72
	5%	5%	5%	-	2%	9%	3%	4%	5%	4%	5%	5%
		CD	CD			ACDF						
I pay \$100 - \$300/year	256	52	32	15	84	50	24	31	76	149	52	205
	12%	19%	15%	11%	11%	10%	16%	7%	12%	15%	11%	13%
		DE					E		G	G		
I pay \$300 - \$500/year	247	27	33	28	132	8	19	29	55	163	51	196
	12%	10%	16%	21%	17%	2%	12%	7%	8%	17%	11%	12%
		E	E	AE	AE		E			GH		
I pay more than \$500/year	203	12	35	32	111	3	10	27	49	127	48	155
	10%	4%	17%	24%	14%	1%	7%	6%	8%	13%	11%	10%
		E	AEF	ADEF	AEF		E			GH		
I don't know how much I pay	498	72	55	24	180	155	12	91	162	244	123	375
	24%	26%	26%	18%	23%	31%	8%	21%	25%	25%	27%	23%
		F	F	F	F	CDF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K 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	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	2066	286	202	118	768	525	167	425	662	979	409	1657
Weighted	2066	273	211	134	791	504	153	430	652	984	457	1609
Strongly agree	668	87	85	61	319	86	30	112	200	356	115	553
	32%	32%	40%	45%	40%	17%	19%	26%	31%	36%	25%	34%
Somewhat agree	929	125	95	58	331	246	74	199	295	436	233	695
	45%	46%	45%	43%	42%	49%	48%	46%	45%	44%	51%	43%
Somewhat disagree	340	44	24	12	101	124	35	88	121	131	84	256
	16%	16%	12%	9%	13%	25%	23%	20%	19%	13%	18%	16%
Strongly disagree	128	16	6	4	40	48	15	31	36	61	24	104
	6%	6%	3%	3%	5%	9%	9%	7%	5%	6%	5%	6%
<b>Summary</b>												
Top2Box (Agree)	1597	212	180	119	650	332	103	311	495	792	349	1249
	77%	78%	86%	89%	82%	66%	68%	72%	76%	80%	76%	78%
Low2Box (Disagree)	469	60	30	15	141	172	49	119	157	193	109	360
	23%	22%	14%	11%	18%	34%	32%	28%	24%	20%	24%	22%

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