

# 2019 YEAR-END POLL

**Global News**

Research Report  
December 2019

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**Global  
NEWS**



# Methodology



These are findings of an Ipsos poll conducted on behalf of Global News.

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A sample of 1,002 Canadians aged 18 years and over was interviewed on the Ipsos I-Say Panel from December 3-5, 2019.

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Weighting was employed to ensure that the sample's composition reflects the overall population according to latest census information.

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The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadians been polled.

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A photograph of two clear, faceted glasses filled with water, placed on a wooden table. The glass in the foreground is in sharp focus, while the one in the background is blurred. A semi-transparent white banner with a thin yellow underline is positioned across the middle of the image, containing the text 'TAINTED WATER'.

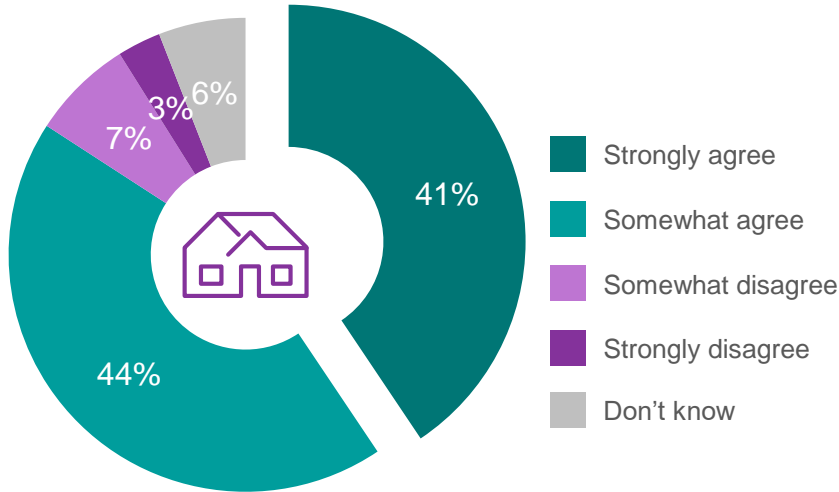
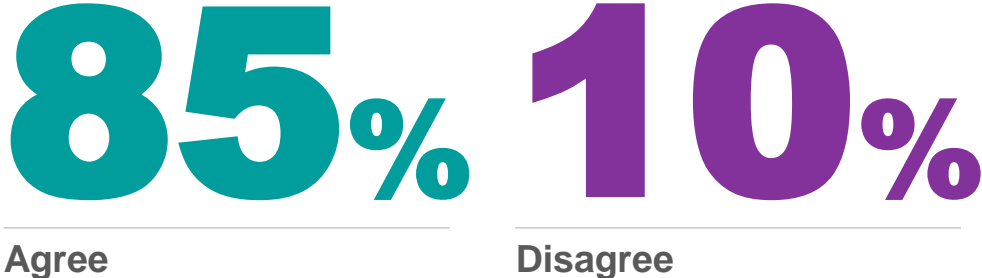
# TAINTED WATER

# Community Access to Safe, Clean Drinking Water

Most Canadians (85%) agree their community has access to safe, clean drinking water, rising to 96% of those living in Saskatchewan and Manitoba. One in ten (10%) take the opposite view. Disagreement does not differ significantly by region.



**Saskatchewan/Manitoba**  
Agree: 96%



**My community has access to safe, clean drinking water**

To what extent do you agree or disagree with the following statements? [My community has access to safe, clean drinking water]  
Base: All respondents (n=1002)

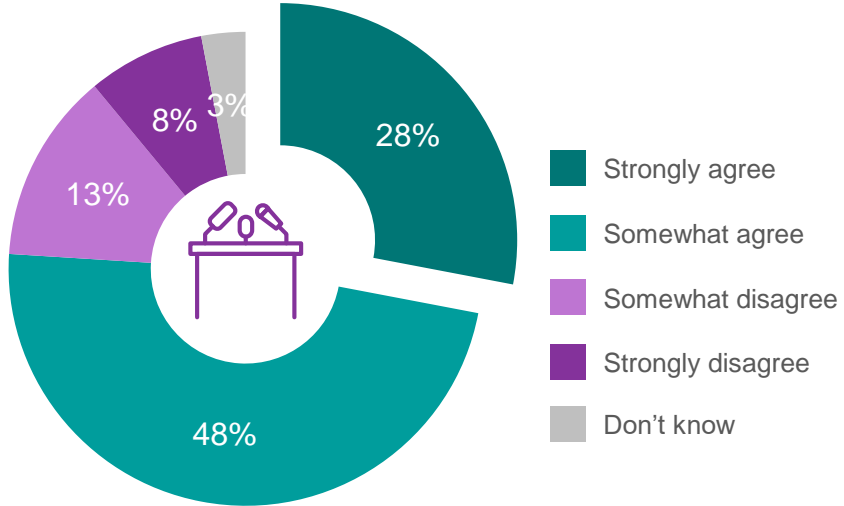
# Trust in Municipality to Keep Residents Informed

While three in four Canadians (76%) trust their municipality to keep them informed about the quality of their drinking water, one in four either don't trust their municipality (21%) or aren't sure (3%). British Columbians are less likely to express trust in their municipality to keep them informed.

76% 21%

Agree

Disagree



**British Columbia**  
Disagree: 28%

## Trust in municipality to keep me informed about the quality of my drinking water

To what extent do you agree or disagree with the following statements? [I trust my municipality to keep me informed about the quality of my drinking water]  
Base: All respondents (n=1002)

# Use of a Filter for Drinking Water in the Home

When it comes to using a filter for the drinking water in their home, Canadians are split down the middle, with half saying they use a filter (48%) and half (49%) saying they don't. Quebecers are the least likely to be using a filter for their drinking water.



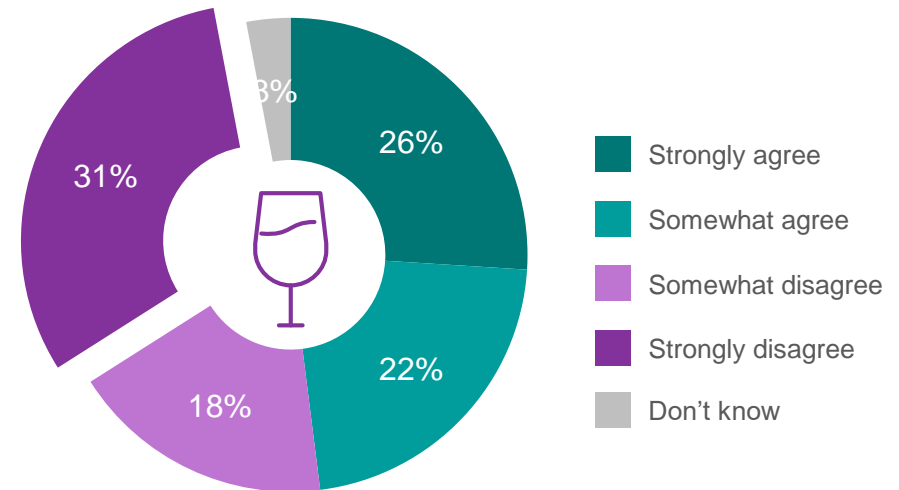
**Quebec**  
Disagree: 62%

48%

Agree

49%

Disagree



**I use a filter for the drinking water in my home**

To what extent do you agree or disagree with the following statements? [I use a filter for the drinking water in my home]  
Base: All respondents (n=1002)

# Testing the Quality of Drinking Water in the Home

Few Canadians (29%) have taken the step of testing the quality of the drinking water in their home. Those living in Atlantic Canada and the Prairies are more likely to claim that they have done so.



## Atlantic Canada

Agree: 43%

## Saskatchewan/Manitoba

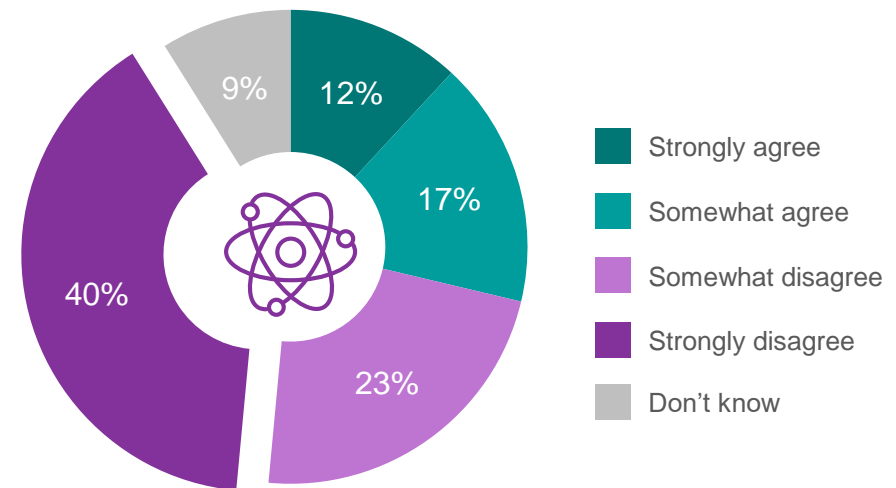
Agree: 40%

29%

Agree

63%

Disagree



**I have tested the quality of drinking water in my home**

To what extent do you agree or disagree with the following statements? [I have tested the quality of drinking water in my home]  
Base: All respondents (n=1002)

# Your Ipsos Team

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