

q1\_4. (The long-term supply of fresh water) Here is a list of issues that you might be concerned about. For each, please tell me the degree to which you are or are not concerned:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N - O/P

	Total
Base: All Respondents	2309
Weighted	2309
Very concerned	985 43%
Somewhat concerned	939 41%
Not very concerned	342 15%
Not at all concerned	42 2%
Top2Box	1924 83%
Low2Box	385 17%

# National PR Unilever RBC Go Blue Survey 2008 (60-2119-18)

## Detailed tables

q2. Now, thinking about Canada's supply of water, how confident are you that Canada in general has enough freshwater to meet our long-term needs?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N - O/P

	Total	AGE			REGION					
		18-34	35-54	55+	BC	ALB	SAN/MAN	ONT	QUE	ATL
		C	D	E	F	G	H	I	J	K
Base: All Respondents	2309	515	1231	563	318	221	258	739	532	241
Weighted	2309	644	917	748	305	236	150	884	563	171
Very confident	569 25%	123 19%	231 25%	215 29%	89 29%	61 26%	51 34%	224 25%	95 17%	49 29%
			C	C	J	J	IJ	J		J
Somewhat confident	1287 56%	375 58%	496 54%	416 56%	172 57%	140 59%	82 55%	512 58%	290 51%	91 53%
								J		
Not very confident	414 18%	138 21%	172 19%	103 14%	41 13%	30 13%	17 12%	134 15%	164 29%	28 16%
		E	E						FGHIK	
Not at all confident	39 2%	8 1%	17 2%	14 2%	3 1%	4 2%	0 -	14 2%	14 3%	3 1%
								H		
Top2Box	1857 80%	498 77%	728 79%	630 84%	261 86%	201 86%	133 88%	736 83%	384 68%	141 82%
				CD	J	J	J	J		J
Low2Box	452 20%	146 23%	189 21%	118 16%	43 14%	34 14%	17 12%	148 17%	179 32%	30 18%
		E	E						FGHIK	

q4. Do you believe that climate change will impact Canada's supply of clean freshwater?

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

	Total
Base: All Respondents	2309
Weighted	2309
Yes	1741 75%
No	568 25%

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

	Total
Base: All Respondents	2309
Weighted	2309
Poor quality/ water has a bad taste or smell	106 5%
Shortage of water supply	52 2%
Chlorine in water/ high chlorine levels	44 2%
I do not drink tap water/ buy or drink bottled water	43 2%
Lake/ river water levels are low	42 2%
Water restrictions/ bans	40 2%
Water contains (more) chemicals	33 1%
Boil water advisories	26 1%
Price/ cost	25 1%
Cloudy/ murky water	20 1%
Blue-green algae	14 1%
Other	135 6%
None/ nothing	1778 77%
Dk/ns	43 2%

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N - O/P

## Detailed tables

	Total
Base: All Respondents	2309
Weighted	2309
Very important	1640 71%
Somewhat important	609 26%
Not very important	52 2%
Not at all important	9 0
Top2Box	2248 97%
Low2Box	61 3%

q8. And based on what you have seen, read or heard, how well do you think Canada's freshwater resources are protected by laws and regulations?

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

	Total
Base: All Respondents	2309
Weighted	2309
Very well protected	132 6%
Moderately protected	999 43%
Not very well protected	869 38%
Not protected at all	179 8%
Dk/Ns	129 6%
Top2Box	1132 49%
Low2Box	1048 45%

q10. And who do you think should be responsible or accountable for the management of clean, freshwater in Canada?

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

	Total
Base: All Respondents	2309
Weighted	2309
Federal government	1882 81%
Provincial government	1665 72%
Municipal government	1387 60%
International Joint Commissions	473 20%
Non-governmental organizations	584 25%
Consumers	902 39%
Corporations	785 34%
None of the above	33 1%

**q11. What do you think is the biggest threat to Canada's freshwater supply?**

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

	Total
Base: All Respondents	2309
Weighted	2309
Global warming and climate change	240 10%
Inadequate infrastructure (leaking pipes etc.)	88 4%
Mass removal of water to the United States	645 28%
Overuse by individual consumers	127 6%
Overuse by agriculture	23 1%
Overuse by industrial companies	195 8%
Illegal dumping of toxins	355 15%
The legal release of toxins	164 7%
Run-off of pollutants from land to water	434 19%
None of the above	38 2%



q12\_2. (The right to withdraw and use water should not be owned, bought or sold) Some people say that freshwater should be treated like any other commodity and that the right to use it can be bought and sold just like wheat or sugar. Other people say that the rights to freshwater should not be owned, bought or sold by any person or corporation. For each statement below, please tell me the degree to which you agree or disagree:

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

	Total	AGE		
		18-34	35-54	55+
		C	D	E
Base: All Respondents	2309	515	1231	563
Weighted	2309	644	917	748
Strongly agree	1005 44%	248 39%	366 40%	391 52% CD
Somewhat agree	747 32%	233 36% E	311 34% E	203 27%
Somewhat disagree	391 17%	126 20% E	170 19% E	95 13%
Strongly disagree	167 7%	37 6%	70 8%	60 8%
Top2Box	1752 76%	482 75%	677 74%	593 79% D
Low2Box	557 24%	163 25%	240 26% E	155 21%

q12\_3. (If no price is put on water, then people will waste it) Some people say that freshwater should be treated like any other commodity and that the right to use it can be bought and sold just like wheat or sugar. Other people say that the rights to freshwater should not be owned, bought or sold by any person or corporation. For each statement below, please tell me the degree to which you agree or disagree:

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

	Total
Base: All Respondents	2309
Weighted	2309
Strongly agree	635 28%
Somewhat agree	1029 45%
Somewhat disagree	431 19%
Strongly disagree	214 9%
Top2Box	1665 72%
Low2Box	644 28%

q12\_4. (Access to water is a human right) Some people say that freshwater should be treated like any other commodity and that the right to use it can be bought and sold just like wheat or sugar. Other people say that the rights to freshwater should not be owned, bought or sold by any person or corporation. For each statement below, please tell me the degree to which you agree or disagree:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I/J/K - L/M/N - O/P

	Total	GENDER	
		Male	Female
		A	B
Base: All Respondents	2309	1033	1276
Weighted	2309	1118	1191
Strongly agree	1673 72%	777 70%	896 75% A
Somewhat agree	526 23%	272 24%	254 21%
Somewhat disagree	86 4%	52 5% B	33 3%
Strongly disagree	25 1%	17 1%	8 1%
Top2Box	2198 95%	1049 94%	1150 97% A
Low2Box	111 5%	69 6% B	42 3%