

q1_4. (The long-term supply and quality of Canada's fresh water) Below 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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P - Q/R

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
The long-term supply and quality of Canada's fresh water																			
(4) Very concerned	965 45%	145 51% E	106 48% E	62 44%	386 47% E	187 35%	79 49% E	236 39%	382 44%	347 50% G	429 41%	535 48% J	184 55% MNOP	238 46%	226 44%	156 40%	161 40%	174 49%	791 44%
(3) Somewhat concerned	859 40%	99 35%	82 37%	58 41%	324 39%	234 44% A	62 39%	242 40%	336 39%	281 40%	417 40%	442 40%	102 30%	205 40% L	205 40% L	175 45% L	171 43% L	134 38%	725 40%
(2) Not very concerned	280 13%	36 13%	26 12%	15 10%	99 12%	91 17% DF	13 8%	101 17% I	116 14% I	63 9%	158 15% K	122 11%	41 12%	60 12%	69 13%	49 13%	61 15%	41 12%	239 13%
(1) Not at all concerned	61 3%	5 2%	7 3%	7 5%	20 2%	16 3%	7 4%	25 4% I	25 3%	11 2%	44 4% K	17 2%	10 3%	15 3%	13 3%	13 3%	10 3%	8 2%	53 3%
Concerned (Top 2 Box)	1824 84%	245 86%	188 85%	120 85%	710 86% E	421 80%	141 88%	478 79%	718 84%	628 90% GH	846 81%	978 88% J	287 85%	443 85%	431 84%	331 84%	332 82%	308 86%	1515 84%
Not Concerned (Bottom 2 Box)	341 16%	41 14%	33 15%	21 15%	119 14%	107 20% D	19 12%	126 21% I	142 17% I	73 10%	202 19% K	139 13%	51 15%	76 15%	82 16%	62 16%	71 18%	50 14%	292 16%
Mean	3.3	3.3 E	3.3 E	3.2	3.3 E	3.1	3.3 E	3.1	3.3 G	3.4 GH	3.2	3.3 J	3.4 OP	3.3	3.3	3.2	3.2	3.3	3.2
Standard Deviation	0.79	0.77	0.79	0.82	0.77	0.8	0.8	0.84	0.8	0.71	0.84	0.73	0.81	0.78	0.78	0.78	0.78	0.77	0.79
Standard Error	0.02	0.04	0.06	0.07	0.03	0.03	0.07	0.04	0.03	0.03	0.03	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q1_8. (Stability of the financial markets) Below 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/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P - Q/R

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Stability of the financial markets																			
(4) Very concerned	969 45%	144 50% E	109 49% E	56 40%	429 52% CE	166 31%	66 41%	235 39%	360 42%	374 53% GH	432 41%	536 48% J	140 41%	219 42%	225 44%	185 47%	201 50% LM	163 46%	806 45%
(3) Somewhat concerned	868 40%	115 40%	92 42%	66 47%	315 38%	215 41%	65 41%	252 42%	353 41%	262 37%	441 42%	427 38%	126 37%	214 41%	212 41%	155 40%	161 40%	135 38%	733 41%
(2) Not very concerned	273 13%	25 9%	18 8%	15 11%	67 8%	127 24% ABCD	20 13%	95 16% I	117 14%	61 9%	139 13%	134 12%	61 18% OP	74 14% P	67 13% P	39 10%	33 8%	52 15%	220 12%
(1) Not at all concerned	56 3%	3 1%	2 1%	4 3%	18 2%	21 4% AB	9 5% AB	22 4% I	29 3%	5 1%	35 3% K	21 2%	11 3%	12 2%	10 2%	15 4%	8 2%	8 2%	48 3%
Concerned (Top 2 Box)	1837 85%	258 90% EF	201 91% EF	122 86% E	744 90% EF	381 72%	132 82% E	487 81%	714 83%	636 91% GH	874 83%	963 86%	266 79%	433 83%	437 85% L	340 86% L	362 90% LM	298 83%	1538 85%
Not Concerned (Bottom 2 Box)	328 15%	28 10%	20 9%	19 14%	85 10% ABCD	148 28% ABD	29 18% ABD	117 19% I	146 17% I	66 9%	174 17%	154 14%	72 21% NOP	86 17% P	76 15%	53 14%	41 10%	60 17%	268 15%
Mean	3.3	3.4 EF	3.4 EF	3.2 E	3.4 CEF	3	3.2 E	3.2	3.2	3.4 GH	3.2	3.3 J	3.2	3.2	3.3	3.3	3.4 LM	3.3	3.3
Standard Deviation	0.78	0.69	0.67	0.75	0.73	0.84	0.85	0.82	0.8	0.68	0.8	0.75	0.84	0.78	0.76	0.8	0.72	0.79	0.78
Standard Error	0.02	0.04	0.05	0.06	0.03	0.03	0.08	0.03	0.03	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q4. Which of the following would you consider to be Canada's most important natural resource?

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Fresh water	1154 53%	141 49%	107 48%	79 56%	419 51%	339 64% ABDF	69 43%	284 47%	451 52%	419 60% GH	595 57% K	559 50%	176 52%	279 54%	243 47%	213 54%	242 60% N	192 54%	962 53%
Oil	179 8%	14 5%	47 21% ACDEF	12 9% E	75 9% AE	15 3%	16 10% E	66 11% HI	64 7%	49 7%	97 9%	82 7%	28 8%	39 8%	47 9%	34 9%	31 8%	30 8%	149 8%
Forests	424 20%	83 29% BCD	25 12%	13 9%	147 18% C	119 23% BCD	36 23% BC	129 21%	177 21%	117 17%	180 17%	243 22% J	67 20%	103 20%	113 22%	68 17%	73 18%	60 17%	363 20%
Coal	6 0%	1 0%	2 1%	0 -	3 0%	0 -	0 -	6 1% HI	1 0%	0 -	5 1%	1 0%	2 1%	1 0%	1 0%	1 0%	1 0%	1 0%	5 0%
Agricultural land/farm land	307 14%	36 13% E	37 17% E	32 22% AE	134 16% E	38 7%	30 19% E	77 13%	133 16%	96 14%	117 11%	189 17% J	47 14%	74 14%	80 16% P	65 17% P	40 10%	63 18%	244 14%
Base metals (i.e. copper, nickel)	47 2%	1 0%	1 0%	1 1%	33 4% ABE	9 2%	1 1%	25 4% HI	12 2%	10 1%	28 3%	19 2%	4 1%	12 2%	17 3% O	3 1%	10 2%	3 1%	43 2%
Fisheries	49 2%	10 4%	2 1%	4 3%	17 2%	7 1%	8 5% E	17 3%	21 3%	11 2%	25 2%	24 2%	13 4%	10 2%	11 2%	9 2%	6 2%	10 3%	40 2%

q6. 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?

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

Province								Age			Gender		Income							
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban	
	A	B	C	D	E	F	G	H	I		J	K	L	M	N	O	P	Q	R	
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796	
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807	
(4) Very confident	319 15% E	46 16% E	23 11%	20 15%	145 18% BE	56 11%	27 17%	96 16%	114 13%	109 16%	227 22% K	91 8%	53 16%	59 11%	62 12%	64 16%	82 20% MN	38 11%	281 16% Q	
(3) Somewhat confident	1182 55% E	162 57% E	126 57% E	88 62% E	467 56% E	249 47%	90 56%	309 51%	470 55%	404 58% G	576 55%	606 54%	171 51%	283 55%	301 59% L	217 55%	210 52%	204 57%	978 54%	
(2) Not very confident	594 27%	66 23%	59 27%	27 20%	201 24%	200 38% ABCDF	41 25%	175 29%	249 29%	169 24%	215 21%	378 34% J	92 27%	163 32%	137 27%	98 25%	103 26%	105 29%	489 27%	
(1) Not at all confident	71 3%	11 4%	13 6% D	5 4%	16 2%	22 4% D	3 2%	25 4%	26 3%	20 3%	29 3%	42 4%	21 6% MNP	14 3%	13 3%	14 4%	8 2%	12 3%	59 3%	
Confident (Top 2 Box)	1501 69%	208 73% E	149 68% E	108 77% E	612 74% E	306 58%	117 73% E	404 67%	584 68%	512 73% G	803 77% K	697 62%	224 66%	341 66%	363 71%	281 72%	292 72%	242 68%	1259 70%	
Not Confident (Bottom 2 Box)	664 31%	77 27%	72 33%	33 23%	217 26%	222 42% ABCDF	43 27%	200 33% I	275 32%	189 27%	245 23%	420 38% J	114 34%	177 34%	150 29%	112 29%	111 28%	117 33%	548 30%	
Mean	2.8	2.9 E	2.7	2.9 E	2.9 BE	2.6	2.9 E	2.8	2.8	2.9	3 K	2.7	2.8	2.7	2.8	2.8	2.9 LMN	2.7	2.8	
Standard Deviation	0.72	0.73	0.73	0.69	0.7	0.73	0.69	0.75	0.71	0.7	0.73	0.68	0.79	0.69	0.67	0.73	0.73	0.68	0.72	
Standard Error	0.02	0.04	0.05	0.06	0.02	0.03	0.06	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02	

q7. And focusing specifically on your region of Canada, how confident are you that it has enough freshwater to meet your region's long-term needs?

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

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Very confident	481 22%	81 29% BE	30 14%	35 25% B	199 24% BE	94 18%	41 26% B	132 22%	172 20%	176 25% H	308 29% K	173 16%	60 18%	101 19%	107 21%	100 25% L	113 28% LMN	78 22%	403 22%
(3) Somewhat confident	1127 52%	150 52%	117 53%	81 58%	433 52%	266 50%	80 50%	315 52%	447 52%	364 52%	528 50%	599 54%	173 51%	286 55%	267 52%	206 52%	195 48%	178 50%	949 53%
(2) Not very confident	494 23%	46 16%	59 27% AC	21 15%	180 22%	152 29% ACD	37 23%	133 22%	217 25% I	143 20%	188 18%	306 27% J	88 26% O	119 23%	125 24%	74 19%	89 22%	86 24%	409 23%
(1) Not at all confident	63 3%	9 3%	15 7% DEF	3 2%	18 2%	16 3%	2 1%	23 4%	23 3%	18 3%	24 2%	39 4%	17 5% P	13 3%	14 3%	13 3%	6 2%	17 5%	47 3%
Confident (Top 2 Box)	1608 74%	231 81% BE	147 67%	117 83% BE	632 76% BE	360 68%	121 76%	448 74%	619 72%	541 77% H	836 80% K	772 69%	233 69%	386 75%	375 73%	306 78% L	308 77% L	256 72%	1352 75%
Not Confident (Bottom 2 Box)	557 26%	55 19%	74 33% ACD	24 17%	197 24%	168 32% ACD	39 24%	156 26%	240 28% I	161 23%	212 20%	345 31% J	104 31% OP	132 26%	139 27%	87 22%	95 24%	102 29%	455 25%
Mean	2.9	3.1 BE	2.7	3.1 BE	3 BE	2.8	3 BE	2.9	2.9	3 H	3.1 K	2.8	2.8	2.9	2.9	3 L	3 LMN	2.9	2.9
Standard Deviation	0.75	0.76	0.78	0.7	0.74	0.75	0.73	0.77	0.74	0.75	0.75	0.73	0.78	0.72	0.74	0.76	0.75	0.79	0.74
Standard Error	0.02	0.04	0.06	0.06	0.03	0.03	0.07	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q8. Overall, how confident are you about the safety and quality of Canada's drinking water?

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

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Very confident	357 17%	61 21% E	42 19% E	26 18% E	169 20% E	31 6% E	28 18% E	123 20% H	127 15% I	108 15% I	209 20% K	148 13% K	63 19% L	84 16% M	69 13% N	68 17% O	74 18% P	44 12% Q	314 17% Q
(3) Somewhat confident	1195 55%	174 61% E	123 56% E	86 61% E	468 57% E	253 48% E	91 57% E	331 55% E	480 56% E	384 55% E	577 55% E	618 55% E	164 49% L	290 56% L	291 57% L	231 59% L	220 55% L	184 51% L	1011 56% L
(2) Not very confident	539 25%	46 16% E	43 19% E	27 19% E	165 20% E	220 42% E	38 24% E	130 22% E	224 26% E	184 26% E	228 22% E	311 28% J	95 28% O	134 26% O	135 26% O	76 19% O	99 25% P	120 34% R	418 23% R
(1) Not at all confident	74 3%	5 2% A	13 6% A	2 2% A	27 3% A	23 4% A	3 2% A	20 3% A	28 3% A	26 4% A	33 3% A	41 4% A	15 5% A	11 2% A	19 4% A	19 5% A	10 3% A	10 3% A	64 4% A
Confident (Top 2 Box)	1552 72%	235 82% E	165 75% E	111 79% E	637 77% E	284 54% E	119 74% E	454 75% E	607 71% E	492 70% E	787 75% K	765 69% K	227 67% L	374 72% L	360 70% L	298 76% L	294 73% L	228 64% L	1325 73% Q
Not Confident (Bottom 2 Box)	613 28%	51 18% E	55 25% E	29 21% E	192 23% E	244 46% E	41 26% E	150 25% E	253 29% E	210 30% E	261 25% J	352 32% J	110 33% O	145 28% O	153 30% O	95 24% O	109 27% O	130 36% R	482 27% R
Mean	2.8	3 E	2.9 E	3 E	2.9 E	2.6 E	2.9 E	2.9 H	2.8	2.8	2.9 K	2.8	2.8	2.9	2.8	2.9	2.9	2.7	2.9 Q
Standard Deviation	0.73	0.67	0.78	0.66	0.73	0.67	0.7	0.74	0.71	0.73	0.73	0.71	0.78	0.7	0.71	0.74	0.72	0.71	0.73
Standard Error	0.02	0.04	0.06	0.06	0.03	0.03	0.06	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q11. In your home, what source of water do you typically drink?

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Tap water (directly from the tap)	878 41%	129 45% DF	91 41%	49 35%	285 34%	272 52% BCDF	51 32%	241 40%	361 42%	276 39%	460 44% K	418 37%	149 44%	221 43%	200 39%	144 37%	163 41%	128 36%	750 42%
Filtered water (from the tap, but through another filtering system)	587 27%	83 29% E	62 28% E	41 29% E	274 33% E	70 13% E	57 36% E	188 31% H	196 23%	203 29% H	258 25% J	329 30%	77 23%	139 27%	132 26%	114 29%	125 31% L	85 24%	502 28%
Individually-sized bottled water	253 12%	26 9%	16 7%	9 6%	127 15% ABC	62 12%	13 8%	78 13%	107 13%	67 10%	126 12%	127 11%	41 12%	64 12%	61 12%	48 12%	39 10%	27 8%	226 13% Q
Water from a large-jug cooler	377 17%	36 13%	42 19%	39 28% AD	122 15%	103 20% AD	34 21% A	85 14%	164 19% G	128 18%	169 16%	209 19%	55 16%	77 15%	97 19%	78 20%	70 17%	92 26% R	286 16%
Boiled water	8 0%	3 1%	1 0%	1 1%	2 0%	1 0%	0 -	5 1% H	1 0%	3 0%	4 0%	4 0%	2 1%	4 1%	2 1%	0 -	0 -	2 1%	6 0%
Well/ spring water	54 3%	4 1%	6 3%	1 1%	16 2%	19 4%	8 5%	11 2%	23 3%	20 3%	26 3%	27 2%	12 4% P	12 2%	20 4% P	7 2%	4 1%	24 7% R	30 2%
Fridge filter	7 0%	1 1%	2 1%	0 -	3 0%	1 0%	0 -	0 -	5 1%	3 0%	1 0%	6 1%	0 -	2 0%	2 0%	1 0%	3 1%	0 -	7 0%
Distilled water	4 0%	1 0%	0 -	0 -	3 0%	0 -	0 -	0 -	1 0%	3 0%	3 0%	1 0%	0 -	3 1%	0 -	1 0%	0 -	0 -	4 0%
None	1 0%	1 0%	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	1 0%
Other	1 0%	0 -	1 0%	0 -	1 0%	0 -	0 -	0 -	1 0%	1 0%	0 -	1 0%	0 -	1 0%	0 -	0 -	0 -	1 0%	1 0%

q12. 1. (Canada is at risk of fresh water supply shortages) Do you agree or disagree with following statements.

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Strongly agree	406 19%	56 20% E	61 27% CEF	21 15%	174 21% E	68 13%	26 16%	113 19%	157 18%	135 19%	169 16%	237 21% J	80 24% NO	107 21%	83 16%	63 16%	72 18%	72 20%	334 19%
(3) Somewhat agree	1023 47%	146 51%	106 48%	74 53%	373 45%	232 44%	91 57% DE	284 47%	405 47%	335 48%	436 42%	587 53% J	168 50%	243 47%	249 49%	189 48%	173 43%	183 51%	839 47%
(2) Somewhat disagree	630 29%	73 26%	46 21%	38 27%	242 29% B	194 37% ABDF	37 23%	180 30%	247 29%	202 29%	364 35% K	266 24%	80 24%	148 29%	150 29%	116 30%	134 33% L	92 26%	537 30%
(1) Strongly disagree	107 5%	11 4%	8 4%	8 6%	40 5%	33 6%	7 4%	27 5%	51 6%	29 4%	79 8% K	28 3%	8 2%	20 4%	30 6% L	25 6% L	24 6% L	11 3%	96 5%
Agree (Top 2 Box)	1428 66%	202 71% E	167 75% DE	95 68% E	547 66% E	301 57%	117 73% E	397 66%	562 65%	470 67%	605 58%	823 74% J	249 74% NOP	350 68%	332 65%	252 64%	245 61%	255 71% R	1173 65%
Disagree (Bottom 2 Box)	737 34%	84 30%	54 25%	46 32%	282 34% B	227 43% ABCDF	43 27%	207 34%	298 35%	232 33%	443 42% K	294 26%	88 26%	168 33%	181 35% L	141 36% L	158 39% L	103 29%	634 35% Q
Mean	2.8	2.9 E	3 CDE	2.8	2.8 E	2.6	2.9 E	2.8	2.8	2.8	2.7	2.9 J	3 NOP	2.8	2.8	2.7	2.7	2.9 R	2.8
Standard Deviation	0.8	0.77	0.79	0.77	0.82	0.79	0.73	0.79	0.81	0.79	0.84	0.74	0.76	0.79	0.79	0.8	0.82	0.75	0.8
Standard Error	0.02	0.04	0.06	0.07	0.03	0.03	0.07	0.03	0.03	0.03	0.03	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q12. 4. (There is a growing fresh water crisis on the planet.) Do you agree or disagree with following statements.

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

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Strongly agree	937 43%	132 46% E	112 51% E	56 40% E	363 44% E	194 37% E	81 51% E	226 37% E	361 42% E	351 50% GH	461 44% E	476 43% E	142 42% E	220 42% E	215 42% E	167 43% E	193 48% E	158 44% E	779 43% E
(3) Somewhat agree	994 46%	124 43% E	92 42% E	70 50% E	382 46% E	257 49% E	69 43% E	287 48% E	414 48% E	293 42% E	471 45% E	523 47% E	155 46% E	245 47% E	231 45% E	181 46% E	182 45% E	157 44% E	837 46% E
(2) Somewhat disagree	198 9%	28 10% F	12 5% F	11 8% F	72 9% F	73 14% BDF	3 2% E	81 13% HI	70 8% E	47 7% E	96 9% E	102 9% E	35 10% P	49 10% P	54 11% P	38 10% P	22 5% E	39 11% E	159 9% E
(1) Strongly disagree	36 2%	3 1% E	5 3% E	4 3% E	13 2% E	4 1% E	6 4% E	11 2% E	15 2% E	10 1% E	20 2% E	16 1% E	6 2% E	5 1% E	13 3% E	7 2% E	5 1% E	4 1% E	32 2% E
Agree (Top 2 Box)	1931 89%	255 89% E	204 92% E	126 89% E	745 90% E	451 85% E	151 94% E	512 85% E	775 90% G	644 92% G	932 89% E	999 89% E	297 88% E	465 90% E	446 87% E	348 89% E	376 93% LNO	315 88% E	1616 89% E
Disagree (Bottom 2 Box)	234 11%	31 11% E	17 8% E	15 11% E	85 10% E	77 15% BDF	10 6% E	92 15% HI	85 10% E	57 8% E	116 11% E	118 11% E	41 12% P	54 10% E	67 13% P	45 12% P	27 7% E	43 12% E	191 11% E
Mean	3.3	3.3 E	3.4 E	3.3 E	3.3 E	3.2 E	3.4 E	3.2 E	3.3 G	3.4 GH	3.3 E	3.3 E	3.3 E	3.3 E	3.3 E	3.3 E	3.4 LN	3.3 E	3.3 E
Standard Deviation	0.7	0.69	0.7	0.72	0.7	0.7	0.73	0.73	0.69	0.68	0.71	0.69	0.72	0.68	0.75	0.71	0.65	0.71	0.7
Standard Error	0.02	0.04	0.05	0.06	0.02	0.03	0.07	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.03	0.04	0.02

q12. 5. (Without good conservation habits, Canada will have a fresh water shortage in the future.) Do you agree or disagree with following statements.

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

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Strongly agree	724 33%	107 37% CE	100 45% CDE	37 26%	301 36% CE	122 23% E	58 36%	194 32%	292 34%	238 34%	305 29%	419 38% J	127 38%	181 35%	162 32%	133 34%	121 30%	125 35%	599 33%
(3) Somewhat agree	1086 50%	137 48%	102 46%	74 53%	392 47%	304 58% ABD	77 48%	305 51%	434 51%	347 50%	537 51%	549 49%	159 47%	256 49%	270 53%	200 51%	201 50%	179 50%	907 50%
(2) Somewhat disagree	284 13%	32 11%	13 6%	26 18% B	104 13% B	94 19% ABDF	16 10%	85 14%	109 13%	91 13%	158 15% K	126 11%	40 12%	64 12%	62 12%	50 13%	69 17%	52 14%	233 13%
(1) Strongly disagree	71 3%	10 4%	6 3%	4 3%	32 4% E	9 2%	9 6% E	21 3%	25 3%	25 4%	48 5% K	23 2%	11 3%	18 4%	18 4%	10 3%	12 3%	3 1%	68 4% Q
Agree (Top 2 Box)	1810 84%	244 85%	202 91% CDE	111 79%	693 84%	426 81%	135 84%	499 83%	726 85%	585 84%	842 80%	968 87% J	286 85%	437 84%	432 84%	333 85%	322 80%	304 85%	1506 83%
Disagree (Bottom 2 Box)	355 16%	42 15%	19 9%	30 21% B	136 17% B	103 19% B	25 16%	105 18%	133 16%	116 17%	206 20% K	149 13%	51 15%	82 16%	81 16%	60 15%	81 20%	54 15%	301 17%
Mean	3.1	3.2 E	3.3 CDEF	3	3.2 E	3	3.1	3.1	3.2	3.1	3	3.2 J	3.2	3.2	3.1	3.2	3.1	3.2	3.1
Standard Deviation	0.76	0.77	0.71	0.75	0.79	0.69	0.82	0.77	0.75	0.77	0.79	0.72	0.77	0.77	0.75	0.74	0.77	0.7	0.77
Standard Error	0.02	0.04	0.05	0.06	0.03	0.03	0.07	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q12. 6. (I don't generally drink tap water at home because I worry about the quality of the water.) Do you agree or disagree with following statements.

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Strongly agree	366 17%	34 12%	43 20%	16 11%	177 21%	56 11%	39 24%	107 18%	151 18%	108 15%	156 15%	210 19%	79 24%	88 17%	85 17%	56 14%	58 14%	65 18%	300 17%
(3) Somewhat agree	439 20%	64 23%	49 22%	27 19%	163 20%	112 21%	24 15%	152 25%	163 19%	124 18%	227 22%	212 19%	74 22%	113 22%	91 18%	79 20%	82 20%	61 17%	378 21%
(2) Somewhat disagree	602 28%	80 28%	59 27%	42 30%	233 28%	162 31%	26 16%	138 23%	248 29%	216 31%	299 29%	303 27%	87 26%	139 27%	155 30%	120 31%	100 25%	90 25%	512 28%
(1) Strongly disagree	758 35%	108 38%	69 31%	56 40%	256 31%	198 37%	71 44%	207 34%	298 35%	253 36%	366 35%	392 35%	97 29%	179 34%	181 35%	139 35%	163 40%	141 40%	617 34%
Agree (Top 2 Box)	805 37%	99 35%	92 42%	43 30%	340 41%	168 32%	63 40%	259 43%	314 37%	232 33%	383 37%	422 38%	154 46%	201 39%	176 34%	134 34%	140 35%	127 35%	678 38%
Disagree (Bottom 2 Box)	1360 63%	187 66%	129 58%	98 70%	489 59%	360 68%	97 60%	345 57%	546 64%	469 67%	665 63%	695 62%	183 54%	318 61%	337 66%	259 66%	263 65%	231 65%	1128 63%
Mean	2.2	2.1	2.3 CE	2	2.3 ACE	2	2.2	2.3	2.2	2.1	2.2	2.2	2.4 MNOP	2.2	2.2	2.1	2.1	2.1	2.2
Standard Deviation	1.09	1.04	1.11	1.02	1.12	1.01	1.24	1.11	1.1	1.07	1.06	1.12	1.14	1.09	1.08	1.05	1.08	1.13	1.08
Standard Error	0.02	0.06	0.08	0.09	0.04	0.04	0.11	0.05	0.03	0.04	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.06	0.03

q13. 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 - Q/R

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Global warming and climate change	173 8%	28 10%	16 7%	11 8%	54 7%	45 9%	20 12% D	52 9%	79 9%	42 6%	86 8%	87 8%	40 12% NOP	42 8%	37 7%	27 7%	27 7%	18 5%	155 9%
Inadequate infrastructure (leaking pipes etc.)	66 3%	5 2%	8 4%	2 2%	23 3%	22 4%	5 3%	18 3%	21 3%	27 4%	38 4%	28 3%	9 3%	16 3%	14 3%	12 3%	15 4%	9 3%	56 3%
Mass exports of water to the United States	373 17%	61 22% EF	37 17%	34 24% EF	151 18% E	69 13%	20 12%	72 12%	152 18% G	148 21% G	207 20% K	166 15%	48 14%	83 16%	98 19%	70 18%	75 19%	72 20%	301 17%
Wasteful use by individual consumers	127 6%	18 6%	11 5%	6 4%	35 4%	55 10% BCDF	3 2%	51 9% HI	42 5%	34 5%	60 6%	67 6%	22 7%	30 6%	38 7%	19 5%	18 5%	20 6%	107 6%
Wasteful use by agriculture	19 1%	1 1%	4 2%	4 3%	6 1%	5 1%	0 -	10 2% I	7 1%	2 0%	8 1%	11 1%	3 1%	6 1%	6 1%	1 0%	3 1%	2 1%	17 1%
Wasteful use by industrial companies	169 8%	16 5%	25 12% A	12 8%	63 8%	42 8%	12 7%	47 8%	55 6%	68 10% H	71 7%	98 9%	24 7%	44 9%	34 7%	32 8%	35 9%	33 9%	136 8%
Illegal dumping of toxins	254 12%	35 12% B	14 6%	10 7%	111 13% B	72 14% B	12 7%	84 14%	98 11%	72 10%	110 11%	144 13%	46 14%	66 13%	58 11%	41 11%	42 11%	35 10%	219 12%
The legal release of toxins	155 7%	18 6%	16 7%	7 5%	63 8%	34 6%	17 11%	53 9%	61 7%	41 6%	78 7%	77 7%	25 7%	33 6%	33 7%	35 9%	29 7%	29 8%	126 7%
Run-off of pollutants from land to water	415 19%	58 20%	42 19%	32 23%	156 19%	85 16%	41 26% E	120 20%	175 20%	120 17%	193 18%	222 20%	58 17%	108 21%	102 20%	85 22%	63 16%	65 18%	350 19%
Mismanagement of water by municipal, provincial and federal governments	251 12%	28 10%	27 12%	12 9%	90 11%	84 16% ADF	9 6%	49 8%	112 13% G	90 13% G	127 12%	124 11%	43 13%	46 9%	52 10%	48 12%	62 15% MN	46 13%	205 11%
Lack of knowledge about Canada's freshwater	164 8%	18 6% E	20 9% E	11 8% E	79 10% E	16 3%	20 12% E	48 8%	57 7%	58 8%	69 7%	94 9%	20 6%	44 9%	41 8%	23 6%	35 9%	29 8%	135 7%

q17. If you had to guess, what do you think is the total amount of water you personally use in an average day including drinking, showering, bathing, toilet flushing, laundry, dish washing etc

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
1 to 24 litres	321 15%	38 13%	30 14%	14 10%	137 17%	74 14%	27 17%	122 20% HI	119 14%	80 11%	182 17% K	140 13%	68 20% MOP	74 14%	82 16%	49 13%	49 12%	39 11%	283 16% Q
25 to 49 litres	240 11%	29 10%	29 13% F	15 11%	97 12% F	62 12% F	6 4%	76 13%	94 11%	70 10%	144 14% K	96 9%	23 7% L	59 11% L	62 12% L	52 13% L	44 11%	34 9%	206 11%
50 to 74 litres	207 10%	20 7%	20 9%	16 12%	83 10%	59 11%	8 5%	56 9%	79 9%	72 10%	112 11%	95 9%	16 5% L	55 11% LO	64 13% LO	28 7%	44 11% L	34 10%	173 10%
75 to 99 litres	70 3%	10 4%	4 2%	4 3%	25 3%	19 4%	8 5%	21 4%	25 3%	24 3%	38 4%	32 3%	15 4% M	8 1%	14 3%	11 3%	23 6% M	10 3%	60 3%
100 litres or more	499 23%	68 24%	51 23%	36 25%	171 21%	134 25%	38 24%	132 22%	198 23%	168 24%	303 29% K	195 18%	68 20%	109 21%	101 20%	101 26%	120 30% LMN	103 29% R	395 22%
Don't Know	828 38%	119 42% E	86 39%	56 40%	315 38%	179 34%	73 46% E	196 32%	344 40% G	288 41% G	269 26% J	559 50% J	149 44% P	215 41% P	190 37% P	152 39% P	123 31% MN	139 39%	689 38%
Mean	65.6	69.1	69	72.7	60.8	72.1	52.3	68.1	63.4	66.2	78 K	54.1	68.1	57.3	56.8	73.3	78 MN	75.1	63.7
Standard Deviation	133.96	156.25	137.64	134.15	129.16	139.07	83.35	146.85	132.22	124.24	136.07	130.97	154.73	125.11	111.96	150.46	134.07	150.06	130.5
Standard Error	2.88	9.08	9.78	11.5	4.57	5.62	7.49	6.19	4.17	5.09	4.13	3.99	8.25	5.47	4.9	7.59	6.92	7.81	3.08

q18. In fact, Canadians on average use 329 liters of water per person, each day. This is twice the amount used by Europeans who enjoy a similar standard of living. How concerned are you about Canadians' water usage?

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Very concerned	881 41%	129 45% CE	90 41%	45 32%	369 44% CE	183 35%	65 40%	264 44% I	365 42% I	253 36%	381 36%	500 45% J	155 46%	214 41%	202 39%	152 39%	158 39%	158 44%	723 40%
(3) Somewhat concerned	1058 49%	136 48%	107 49%	81 57% D	374 45%	286 54% D	74 46%	283 47%	409 48%	366 52%	522 50%	536 48%	149 44%	251 48%	268 52% L	198 50%	193 48%	169 47%	888 49%
(2) Not very concerned	195 9%	16 6%	20 9%	13 10%	76 9%	56 11% A	13 8%	51 9%	68 8%	75 11%	124 12% K	71 6%	29 9%	46 9%	38 7%	33 8%	49 12% N	27 8%	168 9%
(1) Not at all concerned	31 1%	4 1%	3 2%	1 1%	11 1%	3 1%	9 5% ADE	6 1%	18 2%	8 1%	21 2%	10 1%	5 1%	8 2%	5 1%	11 3%	4 1%	4 1%	28 2%
Confident (Top 2 Box)	1939 90%	265 93%	198 90%	126 89%	743 90%	468 89%	139 87%	547 91%	773 90%	618 88%	903 86%	1036 93% J	304 90%	465 90%	470 92% P	350 89%	350 87%	328 92%	1611 89%
Not Confident (Bottom 2 Box)	226 11%	20 7%	23 11%	15 11%	86 10%	60 11%	22 14%	57 10%	86 10%	83 12%	145 14% K	81 7%	34 10%	54 10%	43 8%	43 11%	53 13% N	30 9%	196 11%
Mean	3.3	3.4 CE	3.3	3.2	3.3 E	3.2	3.2	3.3 I	3.3	3.2	3.2	3.4 J	3.3	3.3	3.3	3.2	3.3	3.3	3.3
Standard Deviation	0.69	0.66	0.69	0.65	0.69	0.65	0.81	0.67	0.7	0.68	0.72	0.64	0.69	0.69	0.65	0.72	0.7	0.66	0.69
Standard Error	0.01	0.04	0.05	0.06	0.02	0.03	0.07	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.03	0.02

q18c. Do you have a water meter?

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

	Total	Province						Age			Gender		Income						Rural	Urban
		British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more			
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796	
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807	
Yes	853	66	130	101	459	53	44	184	343	327	417	437	108	177	178	190	200	107	746	
	39%	23%	59%	72%	55%	10%	28%	30%	40%	47%	40%	39%	32%	34%	35%	48%	50%	30%	41%	
		E	AEF	ABDEF	AEF		E		G	GH						LMN	LMN		Q	
No	1126	183	63	36	287	455	103	307	465	354	563	563	196	282	301	170	178	229	897	
	52%	64%	29%	26%	35%	86%	64%	51%	54%	51%	54%	50%	58%	54%	59%	43%	44%	64%	50%	
		BCD				ABCDF	BCD						OP	OP	OP			R		
DK	185	37	28	4	84	20	13	114	52	20	68	118	34	60	33	33	25	22	163	
	9%	13%	13%	3%	10%	4%	8%	19%	6%	3%	7%	11%	10%	12%	7%	9%	6%	6%	9%	
		CE	CE		CE			HI	I			J		NP						

q19_1. (Your household water) Do you know how much you pay for the following each month?

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

	Province							Age			Gender		Income					Rural	Urban
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q		
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Yes	870	83	130	88	421	88	61	160	350	360	427	444	101	162	209	190	209	167	703
	40%	29%	59%	63%	51%	17%	38%	27%	41%	51%	41%	40%	30%	31%	41%	48%	52%	47%	39%
	E	AEF	ADEF	AEF	AEF	E	E	G	GH	GH	K	K	L	LM	LMN	LMN	R	R	
No	736	113	35	25	190	312	60	239	291	205	342	394	95	170	186	136	150	135	601
	34%	40%	16%	18%	23%	59%	37%	40%	34%	29%	33%	35%	28%	33%	36%	35%	37%	38%	33%
	BCD	BCD	BCD	BCD	BCD	ABCDF	BCD	HI	HI	I	J	J	L	L	L	L	L	L	
The fee is included in my rental/condo fees	559	89	56	28	218	128	40	204	219	136	279	280	141	186	119	67	45	56	503
	26%	31%	25%	20%	26%	24%	25%	34%	25%	19%	27%	25%	42%	36%	23%	17%	11%	16%	28%
	CE	CE	CE	CE	CE	CE	CE	HI	I	I	J	J	NOP	NOP	OP	P	P	P	Q

q19_2. (Your household electricity) Do you know how much you pay for the following each month?

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Yes	1586 73%	209 73%	161 73%	110 78% D	549 66%	433 82% ABD	123 77% D	364 60%	634 74% G	588 84% GH	754 72%	831 74%	212 63%	356 69%	393 77% LM	312 79% LM	314 78% LM	296 83% R	1290 71%
No	293 14%	48 17% E	31 14%	19 13%	126 15% E	51 10%	20 12%	121 20% HI	113 13% I	60 9%	138 13%	155 14%	46 14%	69 13%	64 13%	50 13%	65 16%	28 8%	266 15% Q
The fee is included in my rental/condo fees	286 13%	29 10%	29 13%	12 9%	154 19% ACE	44 8%	18 11%	119 20% HI	113 13% I	54 8%	156 15% K	130 12%	80 24% NOP	95 18% NOP	55 11% P	32 8%	24 6%	34 10%	251 14% Q

q20. Do you consciously put more effort into reducing your energy consumption (electricity) or your water consumption?

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Energy	606 28%	88 31% E	53 24%	41 29% E	281 34% BE	90 17%	53 33% E	199 33% HI	237 28%	170 24%	303 29%	304 27%	86 26%	143 28%	153 30%	117 30%	107 27%	112 31%	494 27%
Water	69 3%	8 3%	4 2%	2 2%	30 4%	14 3%	10 6%	38 6% HI	16 2%	15 2%	46 4% K	23 2%	18 5% N	14 3%	8 2%	10 3%	19 5% N	9 3%	60 3%
Both equally	1399 65%	183 64% F	155 70% DF	90 64%	486 59%	403 76% ACDF	81 51%	335 56%	571 66% G	493 70% G	642 61%	757 68% J	219 65%	338 65%	328 64%	253 64%	261 65%	225 63%	1175 65%
Neither	90 4%	6 2%	9 4%	7 5%	32 4%	21 4%	16 10% ADE	32 5%	35 4%	23 3%	57 5% K	34 3%	14 4%	24 5%	24 5%	12 3%	17 4%	13 4%	78 4%

q21. Which do you think uses more water?
Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P - Q/R

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
Bath	1202 56%	162 57% F	109 49%	76 54%	451 54%	333 63% BDF	71 44%	284 47%	482 56% G	437 62% GH	594 57%	608 54%	158 47%	286 55% L	302 59% L	227 58% L	230 57% L	209 58%	993 55%
10 minute shower	963 45%	124 44%	112 51% E	65 46%	378 46% E	195 37%	89 56% AE	321 53% HI	378 44% I	265 38%	454 43%	510 46%	179 53% MNOP	233 45%	211 41%	166 42%	173 43%	149 42%	814 45%

q26. 1. (Corporations, businesses and industry are making reasonable efforts to conserve Canada's fresh water supplies.) Do you agree or disagree with following statements.

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

	Total	Province						Age			Gender		Income					Rural	Urban
		British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more		
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Strongly agree	71 3%	12 4% CE	8 4% C	0 - -	34 4% CE	8 2% -	10 6% CE	41 7% HI	17 2% -	13 2% -	50 5% K	21 2% -	23 7% MNO	13 2% -	13 3% -	7 2% -	15 4% -	7 2% -	64 4% -
(3) Somewhat agree	575 27%	102 36% DE	59 27% E	47 34% E	226 27% E	85 16% ABDF	56 35% E	155 26% -	213 25% -	207 30% -	282 27% -	294 26% -	104 31% P	160 31% P	127 25% -	105 27% P	80 20% -	88 25% -	487 27% -
(2) Somewhat disagree	1111 51%	126 44% -	107 49% -	72 51% -	431 52% A	306 58% ABDF	70 44% -	301 50% -	458 53% -	353 50% -	521 50% -	590 53% -	150 45% -	266 51% -	269 53% L	204 52% -	222 55% L	193 54% -	919 51% -
(1) Strongly disagree	408 19%	47 16% -	46 21% -	21 15% -	139 17% -	130 25% ACDF	25 15% -	107 18% -	173 20% -	128 18% -	195 19% -	212 19% -	60 18% -	80 16% -	104 20% -	77 20% -	86 21% M	71 20% -	337 19% -
Agree (Top 2 Box)	646 30%	113 40% DE	68 31% E	47 34% E	260 31% E	92 18% ABCD	65 41% E	197 33% H	229 27% -	220 31% -	332 32% -	314 28% -	127 38% NOP	172 33% P	140 27% -	112 29% -	95 24% -	95 26% -	552 31% -
Disagree (Bottom 2 Box)	1519 70%	172 60% -	153 69% -	93 66% -	569 69% A	436 83% ABCD	95 59% -	407 67% G	630 73% -	481 69% -	716 68% -	803 72% -	210 62% -	346 67% -	373 73% L	281 72% L	308 76% LM	264 74% -	1255 70% -
Mean	2.1	2.3 E	2.1 E	2.2 E	2.2 E	1.9	2.3 E	2.2 H	2.1	2.1	2.2	2.1	2.3 NOP	2.2 NP	2.1	2.1	2.1	2.1	2.2
Standard Deviation	0.75	0.78	0.78	0.68	0.75	0.68	0.8	0.81	0.72	0.73	0.78	0.72	0.83	0.72	0.74	0.72	0.75	0.72	0.76
Standard Error	0.02	0.05	0.06	0.06	0.03	0.03	0.07	0.03	0.02	0.03	0.02	0.02	0.04	0.03	0.03	0.04	0.04	0.04	0.02

q26_3. (I, personally, am making reasonable efforts to conserve freshwater.) Do you agree or disagree with following statements.

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Strongly agree	671 31%	97 34% E	83 38% E	43 31%	254 31%	140 27%	54 34%	140 23%	261 30%	269 38% GH	305 29%	366 33%	132 39% NP	170 33% P	137 27%	131 33% P	101 25%	122 34%	549 30%
(3) Somewhat agree	1188 55%	157 55%	115 52%	75 53%	448 54%	314 60%	79 49%	328 54%	488 57%	371 53%	568 54%	620 56%	174 52%	273 53%	300 59%	207 53%	234 58%	197 55%	991 55%
(2) Somewhat disagree	272 13%	25 9%	18 8%	20 14%	119 14% AB	69 13%	20 12%	123 20% HI	99 12% I	50 7%	147 14%	125 11%	28 8%	68 13% L	67 13%	49 13%	59 15% L	36 10%	236 13%
(1) Strongly disagree	34 2%	6 2%	4 2%	3 2%	8 1%	5 1%	7 5% DE	13 2%	11 1%	10 2%	28 3% K	6 1%	3 1%	7 1%	9 2%	6 2%	9 2%	3 1%	31 2%
Agree (Top 2 Box)	1859 86%	254 89%	199 90%	118 84%	702 85%	454 86%	133 83%	469 78%	749 87% G	641 91% GH	873 83%	986 88% J	306 91% MNP	443 85%	437 85%	338 86%	335 83%	319 89%	1540 85%
Disagree (Bottom 2 Box)	306 14%	31 11%	22 10%	23 16%	128 15%	74 14%	27 17%	135 22% HI	110 13% I	61 9%	175 17% K	131 12%	31 9%	76 15% L	76 15% L	55 14%	68 17% L	39 11%	267 15%
Mean	3.2	3.2	3.3 E	3.1	3.1	3.1	3.1	3	3.2 G	3.3 GH	3.1	3.2 J	3.3 MNOP	3.2 P	3.1	3.2 P	3.1	3.2	3.1
Standard Deviation	0.69	0.69	0.69	0.72	0.69	0.65	0.79	0.72	0.67	0.66	0.73	0.65	0.65	0.7	0.68	0.7	0.69	0.66	0.69
Standard Error	0.01	0.04	0.05	0.06	0.02	0.03	0.07	0.03	0.02	0.03	0.02	0.02	0.03	0.03	0.03	0.04	0.04	0.03	0.02

q27. Thinking about water conservation, how important is it to you, personally, to conserve freshwater on an ongoing basis?

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

	Province							Age			Gender		Income						
	Total	British Columbia	Alberta	Prairies	Ontario	Quebec	Atlantic	18 to 34 years old	35 to 55 years old	Older than 55 years old	Male	Female	under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000 or more	Rural	Urban
	A	B	C	D	E	F		G	H	I	J	K	L	M	N	O	P	Q	R
Base: All Respondents	2165	296	198	136	799	612	124	563	1007	595	1086	1079	352	523	522	393	375	369	1796
Weighted	2165	286	221	141	829	528	160	604	860	701	1048	1117	337	519	513	393	403	358	1807
(4) Very important	1243 57%	164 57%	128 58%	66 47%	455 55%	338 64% CD	91 57%	297 49%	506 59%	440 63% G	553 53%	690 62% J	212 63% OP	303 59%	298 58%	213 54%	217 54%	220 61%	1024 57%
(3) Somewhat important	816 38%	114 40%	78 35%	70 50% BDEF	327 39% E	174 33%	54 34%	267 44% HI	315 37%	235 34%	414 40%	402 36%	111 33%	195 38%	191 37%	158 40%	160 40%	126 35%	691 38%
(2) Not very important	84 4%	6 2%	12 5%	4 3%	40 5%	15 3%	7 5%	34 6% I	29 3%	21 3%	64 6% K	20 2%	8 2%	17 3%	21 4%	15 4%	24 6% L	11 3%	74 4%
(1) Not at all important	21 1%	2 1%	3 1%	1 1%	7 1%	1 0%	7 5% ADE	6 1%	9 1%	6 1%	16 2% K	5 0%	6 2%	4 1%	3 1%	7 2%	1 0%	2 1%	19 1%
Important (Top 2 Box)	2060 95%	278 97% F	207 94%	136 97%	782 94%	512 97% DF	145 91%	564 93%	821 96%	675 96% G	968 92%	1092 98% J	324 96%	498 96%	489 95%	371 95%	378 94%	345 96%	1715 95%
Not Important (Bottom 2 Box)	105 5%	8 3%	14 7%	5 3%	47 6% E	16 3%	15 9% AE	41 7% I	38 4%	26 4%	80 8% K	25 2%	14 4%	21 4%	24 5%	22 6%	25 6%	13 4%	92 5%
Mean	3.5	3.5	3.5	3.4	3.5	3.6 BCDF	3.4	3.4	3.5 G	3.6 G	3.4	3.6 J	3.6	3.5	3.5	3.5	3.5	3.6	3.5
Standard Deviation	0.62	0.58	0.66	0.58	0.63	0.55	0.79	0.65	0.62	0.59	0.68	0.55	0.63	0.6	0.61	0.65	0.62	0.58	0.63
Standard Error	0.01	0.03	0.05	0.05	0.02	0.02	0.07	0.03	0.02	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.01