

## 3. 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 Overlap formulae used. \* small base

|                                   | Total      | REGION           |                    |                  |                  |                    |                    | HOUSEHOLD INCOME |                |                | HOUSEHOLD  |            |
|-----------------------------------|------------|------------------|--------------------|------------------|------------------|--------------------|--------------------|------------------|----------------|----------------|------------|------------|
|                                   |            | 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             | 2022       | 303              | 171                | 115              | 756              | 568                | 109                | 468              | 717            | 837            | 278        | 1744       |
| Weighted                          | 2022       | 267              | 206                | 131*             | 774              | 493                | 150*               | 478              | 705            | 840            | 330        | 1692       |
| Fresh water                       | 989<br>49% | 118<br>44%       | 81<br>39%          | 75<br>57%<br>ABF | 387<br>50%<br>BF | 277<br>56%<br>ABDF | 51<br>34%          | 219<br>46%       | 338<br>48%     | 432<br>51%     | 170<br>52% | 818<br>48% |
| Forests                           | 396<br>20% | 80<br>30%<br>BCD | 23<br>11%          | 20<br>15%        | 122<br>16%       | 120<br>24%<br>BCD  | 32<br>21%<br>B     | 114<br>24%<br>HI | 129<br>18%     | 153<br>18%     | 62<br>19%  | 334<br>20% |
| Agricultural land/farm land       | 351<br>17% | 35<br>13%        | 39<br>19%          | 27<br>21%        | 156<br>20%<br>AE | 65<br>13%          | 29<br>19%          | 87<br>18%        | 133<br>19%     | 131<br>16%     | 50<br>15%  | 301<br>18% |
| Oil                               | 189<br>9%  | 15<br>6%         | 60<br>29%<br>ACDEF | 6<br>5%          | 77<br>10%<br>AE  | 18<br>4%           | 13<br>9%<br>E      | 32<br>7%         | 70<br>10%      | 87<br>10%<br>G | 33<br>10%  | 155<br>9%  |
| Fisheries                         | 64<br>3%   | 15<br>6%<br>BCDE | 3<br>1%            | 0<br>-           | 18<br>2%         | 8<br>2%            | 21<br>14%<br>ABCDE | 13<br>3%         | 24<br>3%       | 27<br>3%       | 10<br>3%   | 54<br>3%   |
| Base metals (i.e. copper, nickel) | 25<br>1%   | 4<br>2%          | 0<br>-             | 3<br>2%          | 10<br>1%         | 4<br>1%            | 4<br>3%<br>B       | 7<br>1%          | 9<br>1%        | 9<br>1%        | 2<br>1%    | 23<br>1%   |
| Coal                              | 9<br>0%    | 0<br>-           | 2<br>1%            | 0<br>-           | 6<br>1%          | 1<br>0%            | 0<br>-             | 6<br>1%<br>HI    | 2<br>0%        | 1<br>0%        | 3<br>1%    | 6<br>0%    |

**4.1. (The quality of Canada's fresh water supply) How concerned are you about the declining state of following?**

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

|                                         | Total       | REGION     |            |            |            |            |            | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------------|----------------|------------|------------|-------------|
|                                         |             | 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                   | 2022        | 303        | 171        | 115        | 756        | 568        | 109        | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267        | 206        | 131*       | 774        | 493        | 150*       | 478              | 705            | 840        | 330        | 1692        |
| Very concerned                          | 938<br>46%  | 123<br>46% | 81<br>39%  | 66<br>50%  | 383<br>49% | 226<br>46% | 59<br>39%  | 233<br>49%       | 335<br>48%     | 370<br>44% | 164<br>50% | 774<br>46%  |
| Somewhat concerned                      | 776<br>38%  | 106<br>40% | 97<br>47%  | 49<br>37%  | 265<br>34% | 194<br>39% | 66<br>44%  | 167<br>35%       | 269<br>38%     | 341<br>41% | 115<br>35% | 661<br>39%  |
| Not very concerned                      | 266<br>13%  | 31<br>11%  | 24<br>12%  | 17<br>13%  | 106<br>14% | 64<br>13%  | 24<br>16%  | 67<br>14%        | 85<br>12%      | 114<br>14% | 44<br>13%  | 222<br>13%  |
| Not at all concerned                    | 42<br>2%    | 7<br>3%    | 4<br>2%    | 0<br>-     | 21<br>3%   | 10<br>2%   | 1<br>0%    | 11<br>2%         | 15<br>2%       | 16<br>2%   | 7<br>2%    | 35<br>2%    |
| Summary                                 |             |            |            |            |            |            |            |                  |                |            |            |             |
| Top2Box (Very/Somewhat concerned)       | 1714<br>85% | 229<br>86% | 178<br>86% | 115<br>87% | 648<br>84% | 420<br>85% | 125<br>83% | 399<br>84%       | 605<br>86%     | 710<br>85% | 280<br>85% | 1435<br>85% |
| Low2Box (Not very/Not at all concerned) | 308<br>15%  | 38<br>14%  | 28<br>14%  | 17<br>13%  | 127<br>16% | 74<br>15%  | 25<br>17%  | 78<br>16%        | 100<br>14%     | 129<br>15% | 50<br>15%  | 257<br>15%  |

**4.2. (The availability of Canada's fresh water supply) How concerned are you about the declining state of following?**

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

|                                         | REGION      |            |            |            |            |            |            | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------------|----------------|------------|------------|-------------|
|                                         | 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                   | 2022        | 303        | 171        | 115        | 756        | 568        | 109        | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267        | 206        | 131*       | 774        | 493        | 150*       | 478              | 705            | 840        | 330        | 1692        |
| Very concerned                          | 893<br>44%  | 117<br>44% | 72<br>35%  | 64<br>49%  | 360<br>47% | 224<br>45% | 55<br>37%  | 218<br>46%       | 319<br>45%     | 356<br>42% | 151<br>46% | 742<br>44%  |
| Somewhat concerned                      | 792<br>39%  | 103<br>39% | 105<br>51% | 45<br>34%  | 288<br>37% | 181<br>37% | 71<br>47%  | 171<br>36%       | 274<br>39%     | 347<br>41% | 126<br>38% | 666<br>39%  |
| Not very concerned                      | 286<br>14%  | 42<br>16%  | 24<br>12%  | 22<br>17%  | 99<br>13%  | 77<br>16%  | 21<br>14%  | 73<br>15%        | 94<br>13%      | 119<br>14% | 45<br>14%  | 241<br>14%  |
| Not at all concerned                    | 50<br>2%    | 5<br>2%    | 5<br>3%    | 0<br>-     | 27<br>3%   | 11<br>2%   | 2<br>2%    | 15<br>3%         | 18<br>3%       | 18<br>2%   | 7<br>2%    | 43<br>3%    |
| Summary                                 |             |            |            |            |            |            |            |                  |                |            |            |             |
| Top2Box (Very/Somewhat concerned)       | 1685<br>83% | 220<br>83% | 177<br>86% | 109<br>83% | 648<br>84% | 405<br>82% | 126<br>84% | 389<br>82%       | 593<br>84%     | 703<br>84% | 277<br>84% | 1408<br>83% |
| Low2Box (Not very/Not at all concerned) | 337<br>17%  | 47<br>17%  | 29<br>14%  | 22<br>17%  | 126<br>16% | 88<br>18%  | 24<br>16%  | 88<br>18%        | 112<br>16%     | 137<br>16% | 53<br>16%  | 284<br>17%  |

**4\_3. (Canada's forests) How concerned are you about the declining state of following?**

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

|                                         |             | REGION             |                   |                |                 |                 |                | HOUSEHOLD INCOME |                 |                 | HOUSEHOLD  |             |
|-----------------------------------------|-------------|--------------------|-------------------|----------------|-----------------|-----------------|----------------|------------------|-----------------|-----------------|------------|-------------|
|                                         | 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                   | 2022        | 303                | 171               | 115            | 756             | 568             | 109            | 468              | 717             | 837             | 278        | 1744        |
| Weighted                                | 2022        | 267                | 206               | 131*           | 774             | 493             | 150*           | 478              | 705             | 840             | 330        | 1692        |
| Very concerned                          | 824<br>41%  | 128<br>48%<br>BCDF | 66<br>32%         | 44<br>34%      | 315<br>41%      | 222<br>45%<br>B | 50<br>33%      | 221<br>46%<br>I  | 286<br>41%      | 318<br>38%      | 136<br>41% | 688<br>41%  |
| Somewhat concerned                      | 923<br>46%  | 117<br>44%         | 112<br>54%<br>ADE | 67<br>51%      | 339<br>44%      | 208<br>42%      | 80<br>53%<br>E | 192<br>40%       | 331<br>47%<br>G | 401<br>48%<br>G | 148<br>45% | 775<br>46%  |
| Not very concerned                      | 233<br>12%  | 17<br>6%           | 24<br>11%         | 20<br>15%<br>A | 97<br>12%<br>A  | 56<br>11%<br>A  | 19<br>13%      | 48<br>10%        | 76<br>11%       | 108<br>13%      | 42<br>13%  | 190<br>11%  |
| Not at all concerned                    | 42<br>2%    | 5<br>2%            | 5<br>2%           | 0<br>-         | 24<br>3%        | 7<br>1%         | 1<br>1%        | 17<br>4%<br>I    | 12<br>2%        | 13<br>2%        | 4<br>1%    | 38<br>2%    |
| Summary                                 |             |                    |                   |                |                 |                 |                |                  |                 |                 |            |             |
| Top2Box (Very/Somewhat concerned)       | 1748<br>86% | 245<br>92%<br>CDE  | 177<br>86%        | 111<br>85%     | 654<br>84%      | 430<br>87%      | 130<br>87%     | 413<br>86%       | 617<br>88%      | 718<br>86%      | 284<br>86% | 1463<br>86% |
| Low2Box (Not very/Not at all concerned) | 274<br>14%  | 22<br>8%           | 29<br>14%         | 20<br>15%<br>A | 121<br>16%<br>A | 63<br>13%<br>A  | 20<br>13%      | 65<br>14%        | 88<br>12%       | 121<br>14%      | 46<br>14%  | 229<br>14%  |

**4\_4. (Canada's coal resources) How concerned are you about the declining state of following?**

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

|                                         |             | REGION     |            |           |            |            |           | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|------------|------------|-------------|
|                                         | 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                   | 2022        | 303        | 171        | 115       | 756        | 568        | 109       | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267        | 206        | 131*      | 774        | 493        | 150*      | 478              | 705            | 840        | 330        | 1692        |
| Very concerned                          | 96<br>5%    | 12<br>4%   | 7<br>3%    | 6<br>5%   | 46<br>6%   | 11<br>2%   | 14<br>9%  | 37<br>8%         | 30<br>4%       | 29<br>3%   | 22<br>7%   | 74<br>4%    |
| Somewhat concerned                      | 598<br>30%  | 90<br>34%  | 74<br>36%  | 50<br>38% | 265<br>34% | 81<br>17%  | 37<br>25% | 129<br>27%       | 223<br>32%     | 246<br>29% | 106<br>32% | 492<br>29%  |
| Not very concerned                      | 998<br>49%  | 135<br>50% | 104<br>50% | 62<br>48% | 366<br>47% | 251<br>51% | 80<br>53% | 215<br>45%       | 332<br>47%     | 451<br>54% | 154<br>47% | 844<br>50%  |
| Not at all concerned                    | 331<br>16%  | 31<br>12%  | 22<br>11%  | 13<br>10% | 97<br>13%  | 151<br>31% | 18<br>12% | 97<br>20%        | 120<br>17%     | 114<br>14% | 48<br>15%  | 283<br>17%  |
| Summary                                 |             |            |            |           |            |            |           |                  |                |            |            |             |
| Top2Box (Very/Somewhat concerned)       | 693<br>34%  | 101<br>38% | 80<br>39%  | 56<br>43% | 311<br>40% | 92<br>19%  | 52<br>34% | 165<br>35%       | 253<br>36%     | 275<br>33% | 128<br>39% | 565<br>33%  |
| Low2Box (Not very/Not at all concerned) | 1329<br>66% | 165<br>62% | 126<br>61% | 75<br>57% | 463<br>60% | 401<br>81% | 98<br>66% | 312<br>65%       | 451<br>64%     | 565<br>67% | 202<br>61% | 1127<br>67% |

**4\_5. (Canada's oil reserves) How concerned are you about the declining state of following?**

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

|                                         |             | REGION          |                 |                |                 |                    |                | HOUSEHOLD INCOME |                 |                 | HOUSEHOLD       |                 |
|-----------------------------------------|-------------|-----------------|-----------------|----------------|-----------------|--------------------|----------------|------------------|-----------------|-----------------|-----------------|-----------------|
|                                         | 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                   | 2022        | 303             | 171             | 115            | 756             | 568                | 109            | 468              | 717             | 837             | 278             | 1744            |
| Weighted                                | 2022        | 267             | 206             | 131*           | 774             | 493                | 150*           | 478              | 705             | 840             | 330             | 1692            |
| Very concerned                          | 276<br>14%  | 34<br>13%<br>E  | 34<br>16%<br>E  | 16<br>12%<br>E | 130<br>17%<br>E | 37<br>8%<br>E      | 25<br>17%<br>E | 62<br>13%<br>E   | 106<br>15%<br>E | 108<br>13%<br>E | 48<br>15%<br>E  | 228<br>13%<br>E |
| Somewhat concerned                      | 913<br>45%  | 135<br>50%<br>E | 100<br>49%<br>E | 63<br>48%<br>E | 387<br>50%<br>E | 163<br>33%<br>E    | 66<br>44%<br>E | 181<br>38%<br>E  | 324<br>46%<br>G | 409<br>49%<br>G | 157<br>48%<br>G | 756<br>45%<br>G |
| Not very concerned                      | 668<br>33%  | 81<br>30%       | 63<br>31%       | 46<br>35%      | 208<br>27%      | 215<br>44%<br>ABD  | 55<br>37%<br>D | 171<br>36%       | 223<br>32%      | 275<br>33%      | 105<br>32%      | 563<br>33%      |
| Not at all concerned                    | 164<br>8%   | 17<br>6%        | 9<br>4%         | 7<br>5%        | 49<br>6%        | 78<br>16%<br>ABCD  | 4<br>2%        | 64<br>13%<br>HI  | 52<br>7%        | 48<br>6%        | 19<br>6%        | 145<br>9%       |
| Summary                                 |             |                 |                 |                |                 |                    |                |                  |                 |                 |                 |                 |
| Top2Box (Very/Somewhat concerned)       | 1189<br>59% | 169<br>63%<br>E | 134<br>65%<br>E | 79<br>60%<br>E | 517<br>67%<br>E | 200<br>41%<br>E    | 91<br>61%<br>E | 243<br>51%<br>E  | 430<br>61%<br>G | 517<br>62%<br>G | 206<br>62%<br>G | 984<br>58%<br>G |
| Low2Box (Not very/Not at all concerned) | 833<br>41%  | 98<br>37%       | 72<br>35%       | 53<br>40%      | 257<br>33%      | 293<br>59%<br>ABCD | 59<br>39%      | 235<br>49%<br>HI | 275<br>39%      | 322<br>38%      | 124<br>38%      | 708<br>42%      |

**4\_6. (Canada's agricultural land/farm land) How concerned are you about the declining state of following?**

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

|                                         |             | REGION          |            |                 |                   |                   |            | HOUSEHOLD INCOME |                 |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|-----------------|------------|-----------------|-------------------|-------------------|------------|------------------|-----------------|------------|------------|-------------|
|                                         | 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                   | 2022        | 303             | 171        | 115             | 756               | 568               | 109        | 468              | 717             | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267             | 206        | 131*            | 774               | 493               | 150*       | 478              | 705             | 840        | 330        | 1692        |
| Very concerned                          | 710<br>35%  | 94<br>35%<br>E  | 65<br>31%  | 43<br>33%       | 328<br>42%<br>ABE | 130<br>26%        | 50<br>33%  | 158<br>33%       | 266<br>38%      | 286<br>34% | 113<br>34% | 597<br>35%  |
| Somewhat concerned                      | 944<br>47%  | 135<br>51%<br>D | 100<br>48% | 68<br>52%       | 327<br>42%        | 240<br>49%        | 74<br>49%  | 214<br>45%       | 325<br>46%      | 405<br>48% | 160<br>48% | 784<br>46%  |
| Not very concerned                      | 312<br>15%  | 35<br>13%       | 35<br>17%  | 18<br>14%       | 93<br>12%         | 109<br>22%        | 22<br>15%  | 83<br>17%        | 97<br>14%       | 132<br>16% | 52<br>16%  | 260<br>15%  |
| Not at all concerned                    | 56<br>3%    | 4<br>1%         | 6<br>3%    | 2<br>1%         | 26<br>3%          | 15<br>3%          | 4<br>2%    | 22<br>5%<br>I    | 17<br>2%        | 16<br>2%   | 5<br>1%    | 51<br>3%    |
| Summary                                 |             |                 |            |                 |                   |                   |            |                  |                 |            |            |             |
| Top2Box (Very/Somewhat concerned)       | 1654<br>82% | 228<br>86%<br>E | 165<br>80% | 111<br>85%<br>E | 655<br>85%<br>E   | 370<br>75%        | 124<br>83% | 372<br>78%       | 591<br>84%<br>G | 691<br>82% | 273<br>83% | 1381<br>82% |
| Low2Box (Not very/Not at all concerned) | 368<br>18%  | 38<br>14%       | 41<br>20%  | 20<br>15%       | 119<br>15%        | 123<br>25%<br>ACD | 26<br>17%  | 105<br>22%<br>H  | 114<br>16%      | 149<br>18% | 57<br>17%  | 311<br>18%  |

**4\_7. (Canada's metals such as copper and nickel) How concerned are you about the declining state of following?**

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

|                                         | Total       | REGION     |            |           |            |            |           | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |            |
|-----------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|------------|------------|------------|
|                                         |             | 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                   | 2022        | 303        | 171        | 115       | 756        | 568        | 109       | 468              | 717            | 837        | 278        | 1744       |
| Weighted                                | 2022        | 267        | 206        | 131*      | 774        | 493        | 150*      | 478              | 705            | 840        | 330        | 1692       |
| Very concerned                          | 103<br>5%   | 10<br>4%   | 5<br>2%    | 5<br>4%   | 59<br>8%   | 10<br>2%   | 14<br>9%  | 31<br>6%         | 35<br>5%       | 37<br>4%   | 15<br>4%   | 88<br>5%   |
| Somewhat concerned                      | 749<br>37%  | 113<br>42% | 87<br>42%  | 53<br>40% | 336<br>43% | 117<br>24% | 44<br>29% | 164<br>34%       | 252<br>36%     | 334<br>40% | 127<br>38% | 622<br>37% |
| Not very concerned                      | 970<br>48%  | 119<br>44% | 98<br>48%  | 69<br>52% | 321<br>41% | 280<br>57% | 83<br>56% | 222<br>47%       | 350<br>50%     | 398<br>47% | 165<br>50% | 805<br>48% |
| Not at all concerned                    | 200<br>10%  | 25<br>9%   | 17<br>8%   | 5<br>4%   | 58<br>7%   | 86<br>18%  | 9<br>6%   | 61<br>13%        | 68<br>10%      | 72<br>9%   | 23<br>7%   | 177<br>10% |
| Summary                                 |             |            |            |           |            |            |           |                  |                |            |            |            |
| Top2Box (Very/Somewhat concerned)       | 852<br>42%  | 124<br>46% | 91<br>44%  | 58<br>44% | 395<br>51% | 127<br>26% | 58<br>38% | 195<br>41%       | 287<br>41%     | 370<br>44% | 142<br>43% | 710<br>42% |
| Low2Box (Not very/Not at all concerned) | 1170<br>58% | 143<br>54% | 115<br>56% | 74<br>56% | 379<br>49% | 367<br>74% | 92<br>62% | 283<br>59%       | 418<br>59%     | 469<br>56% | 188<br>57% | 982<br>58% |



**4.8. (Canada's fisheries/fish stock) How concerned are you about the declining state of following?**

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

|                                         |             | REGION             |                  |                 |                  |                    |                   | HOUSEHOLD INCOME |                 |                 | HOUSEHOLD  |             |
|-----------------------------------------|-------------|--------------------|------------------|-----------------|------------------|--------------------|-------------------|------------------|-----------------|-----------------|------------|-------------|
|                                         | 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                   | 2022        | 303                | 171              | 115             | 756              | 568                | 109               | 468              | 717             | 837             | 278        | 1744        |
| Weighted                                | 2022        | 267                | 206              | 131*            | 774              | 493                | 150*              | 478              | 705             | 840             | 330        | 1692        |
| Very concerned                          | 657<br>32%  | 122<br>46%<br>BCDE | 59<br>29%        | 37<br>28%       | 253<br>33%<br>E  | 119<br>24%         | 68<br>45%<br>BCDE | 153<br>32%       | 233<br>33%      | 271<br>32%      | 103<br>31% | 553<br>33%  |
| Somewhat concerned                      | 941<br>47%  | 109<br>41%         | 93<br>45%        | 70<br>53%<br>A  | 377<br>49%<br>A  | 232<br>47%         | 60<br>40%         | 203<br>43%       | 333<br>47%      | 404<br>48%      | 160<br>49% | 780<br>46%  |
| Not very concerned                      | 350<br>17%  | 31<br>12%          | 48<br>23%<br>AD  | 24<br>18%       | 121<br>16%       | 104<br>21%<br>AD   | 22<br>15%         | 89<br>19%        | 120<br>17%      | 140<br>17%      | 57<br>17%  | 292<br>17%  |
| Not at all concerned                    | 75<br>4%    | 6<br>2%            | 6<br>3%          | 1<br>1%         | 24<br>3%         | 38<br>8%<br>ABCD   | 0<br>-<br>HI      | 32<br>7%         | 19<br>3%        | 24<br>3%        | 9<br>3%    | 66<br>4%    |
| Summary                                 |             |                    |                  |                 |                  |                    |                   |                  |                 |                 |            |             |
| Top2Box (Very/Somewhat concerned)       | 1597<br>79% | 230<br>86%<br>BE   | 152<br>74%       | 107<br>81%<br>E | 630<br>81%<br>BE | 351<br>71%         | 128<br>85%<br>BE  | 356<br>75%       | 566<br>80%<br>G | 675<br>80%<br>G | 264<br>80% | 1334<br>79% |
| Low2Box (Not very/Not at all concerned) | 425<br>21%  | 37<br>14%          | 54<br>26%<br>ADF | 25<br>19%       | 145<br>19%       | 142<br>29%<br>ACDF | 22<br>15%         | 121<br>25%<br>HI | 139<br>20%      | 165<br>20%      | 66<br>20%  | 358<br>21%  |

## 4. (Top2Box (Very/Somewhat concerned) Summary) How concerned are you about the declining state of following?

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

|                                                 | Total       | REGION            |                 |                 |                  |            |                  | HOUSEHOLD INCOME |                 |                 | HOUSEHOLD  |             |
|-------------------------------------------------|-------------|-------------------|-----------------|-----------------|------------------|------------|------------------|------------------|-----------------|-----------------|------------|-------------|
|                                                 |             | 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                           | 2022        | 303               | 171             | 115             | 756              | 568        | 109              | 468              | 717             | 837             | 278        | 1744        |
| Weighted                                        | 2022        | 267               | 206             | 131*            | 774              | 493        | 150*             | 478              | 705             | 840             | 330        | 1692        |
| Canada's forests                                | 1748<br>86% | 245<br>92%<br>CDE | 177<br>86%      | 111<br>85%      | 654<br>84%       | 430<br>87% | 130<br>87%       | 413<br>86%       | 617<br>88%      | 718<br>86%      | 284<br>86% | 1463<br>86% |
| The quality of Canada's fresh water supply      | 1714<br>85% | 229<br>86%        | 178<br>86%      | 115<br>87%      | 648<br>84%       | 420<br>85% | 125<br>83%       | 399<br>84%       | 605<br>86%      | 710<br>85%      | 280<br>85% | 1435<br>85% |
| The availability of Canada's fresh water supply | 1685<br>83% | 220<br>83%        | 177<br>86%      | 109<br>83%      | 648<br>84%       | 405<br>82% | 126<br>84%       | 389<br>82%       | 593<br>84%      | 703<br>84%      | 277<br>84% | 1408<br>83% |
| Canada's agricultural land/farm land            | 1654<br>82% | 228<br>86%<br>E   | 165<br>80%      | 111<br>85%<br>E | 655<br>85%<br>E  | 370<br>75% | 124<br>83%       | 372<br>78%       | 591<br>84%<br>G | 691<br>82%      | 273<br>83% | 1381<br>82% |
| Canada's fisheries/fish stock                   | 1597<br>79% | 230<br>86%<br>BE  | 152<br>74%      | 107<br>81%<br>E | 630<br>81%<br>BE | 351<br>71% | 128<br>85%<br>BE | 356<br>75%       | 566<br>80%<br>G | 675<br>80%<br>G | 264<br>80% | 1334<br>79% |
| Canada's oil reserves                           | 1189<br>59% | 169<br>63%<br>E   | 134<br>65%<br>E | 79<br>60%<br>E  | 517<br>67%<br>E  | 200<br>41% | 91<br>61%<br>E   | 243<br>51%       | 430<br>61%<br>G | 517<br>62%<br>G | 206<br>62% | 984<br>58%  |
| Canada's metals such as copper and nickel       | 852<br>42%  | 124<br>46%<br>E   | 91<br>44%<br>E  | 58<br>44%<br>E  | 395<br>51%<br>EF | 127<br>26% | 58<br>38%<br>E   | 195<br>41%       | 287<br>41%      | 370<br>44%      | 142<br>43% | 710<br>42%  |
| Canada's coal resources                         | 693<br>34%  | 101<br>38%<br>E   | 80<br>39%<br>E  | 56<br>43%<br>E  | 311<br>40%<br>E  | 92<br>19%  | 52<br>34%<br>E   | 165<br>35%       | 253<br>36%      | 275<br>33%      | 128<br>39% | 565<br>33%  |

## 4. (Low2Box (Not very/Not at all concerned) Summary) How concerned are you about the declining state of following?

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

|                                                 | Total       | REGION     |                  |                |                 |                     |                | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-------------------------------------------------|-------------|------------|------------------|----------------|-----------------|---------------------|----------------|------------------|----------------|------------|------------|-------------|
|                                                 |             | 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                           | 2022        | 303        | 171              | 115            | 756             | 568                 | 109            | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                        | 2022        | 267        | 206              | 131*           | 774             | 493                 | 150*           | 478              | 705            | 840        | 330        | 1692        |
| Canada's coal resources                         | 1329<br>66% | 165<br>62% | 126<br>61%       | 75<br>57%      | 463<br>60%      | 401<br>81%<br>ABCDF | 98<br>66%      | 312<br>65%       | 451<br>64%     | 565<br>67% | 202<br>61% | 1127<br>67% |
| Canada's metals such as copper and nickel       | 1170<br>58% | 143<br>54% | 115<br>56%       | 74<br>56%      | 379<br>49%      | 367<br>74%<br>ABCDF | 92<br>62%<br>D | 283<br>59%       | 418<br>59%     | 469<br>56% | 188<br>57% | 982<br>58%  |
| Canada's oil reserves                           | 833<br>41%  | 98<br>37%  | 72<br>35%        | 53<br>40%      | 257<br>33%      | 293<br>59%<br>ABCDF | 59<br>39%      | 235<br>49%<br>HI | 275<br>39%     | 322<br>38% | 124<br>38% | 708<br>42%  |
| Canada's fisheries/fish stock                   | 425<br>21%  | 37<br>14%  | 54<br>26%<br>ADF | 25<br>19%      | 145<br>19%      | 142<br>29%<br>ACDF  | 22<br>15%      | 121<br>25%<br>HI | 139<br>20%     | 165<br>20% | 66<br>20%  | 358<br>21%  |
| Canada's agricultural land/farm land            | 368<br>18%  | 38<br>14%  | 41<br>20%        | 20<br>15%      | 119<br>15%      | 123<br>25%<br>ACD   | 26<br>17%      | 105<br>22%<br>H  | 114<br>16%     | 149<br>18% | 57<br>17%  | 311<br>18%  |
| The availability of Canada's fresh water supply | 337<br>17%  | 47<br>17%  | 29<br>14%        | 22<br>17%      | 126<br>16%      | 88<br>18%           | 24<br>16%      | 88<br>18%        | 112<br>16%     | 137<br>16% | 53<br>16%  | 284<br>17%  |
| The quality of Canada's fresh water supply      | 308<br>15%  | 38<br>14%  | 28<br>14%        | 17<br>13%      | 127<br>16%      | 74<br>15%           | 25<br>17%      | 78<br>16%        | 100<br>14%     | 129<br>15% | 50<br>15%  | 257<br>15%  |
| Canada's forests                                | 274<br>14%  | 22<br>8%   | 29<br>14%        | 20<br>15%<br>A | 121<br>16%<br>A | 63<br>13%<br>A      | 20<br>13%      | 65<br>14%        | 88<br>12%      | 121<br>14% | 46<br>14%  | 229<br>14%  |

## 4b. And, which are you most concerned about?

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

|                                                 | Total      | REGION            |                    |                |                  |                   |                   | HOUSEHOLD INCOME |                 |                 | HOUSEHOLD |            |
|-------------------------------------------------|------------|-------------------|--------------------|----------------|------------------|-------------------|-------------------|------------------|-----------------|-----------------|-----------|------------|
|                                                 |            | 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                           | 2022       | 303               | 171                | 115            | 756              | 568               | 109               | 468              | 717             | 837             | 278       | 1744       |
| Weighted                                        | 2022       | 267               | 206                | 131*           | 774              | 493               | 150*              | 478              | 705             | 840             | 330       | 1692       |
| The availability of Canada's fresh water supply | 535<br>26% | 78<br>29%         | 46<br>22%          | 41<br>31%      | 203<br>26%       | 134<br>27%        | 34<br>23%         | 110<br>23%       | 184<br>26%      | 241<br>29%<br>G | 88<br>27% | 447<br>26% |
| The quality of Canada's fresh water supply      | 457<br>23% | 39<br>15%         | 42<br>20%          | 34<br>26%<br>A | 187<br>24%<br>AF | 131<br>27%<br>AF  | 23<br>15%         | 105<br>22%       | 154<br>22%      | 198<br>24%      | 83<br>25% | 374<br>22% |
| Canada's forests                                | 375<br>19% | 57<br>22%<br>D    | 30<br>14%          | 17<br>13%      | 113<br>15%       | 129<br>26%<br>BCD | 28<br>19%         | 121<br>25%<br>HI | 136<br>19%<br>I | 118<br>14%      | 64<br>19% | 311<br>18% |
| Canada's agricultural land/farm land            | 296<br>15% | 33<br>12%         | 41<br>20%<br>AE    | 19<br>15%      | 139<br>18%<br>AE | 45<br>9%          | 19<br>13%         | 63<br>13%        | 108<br>15%      | 124<br>15%      | 37<br>11% | 259<br>15% |
| Canada's fisheries                              | 133<br>7%  | 34<br>13%<br>BCDE | 5<br>2%            | 5<br>4%        | 37<br>5%         | 21<br>4%          | 30<br>20%<br>BCDE | 23<br>5%         | 53<br>8%        | 57<br>7%        | 18<br>5%  | 115<br>7%  |
| Canada's oil reserves                           | 122<br>6%  | 11<br>4%          | 32<br>16%<br>ACDEF | 7<br>5%        | 45<br>6%         | 19<br>4%          | 8<br>5%           | 23<br>5%         | 43<br>6%        | 57<br>7%        | 25<br>8%  | 97<br>6%   |
| Canada's metals such as copper and nickel       | 14<br>1%   | 3<br>1%           | 0<br>-<br>BDE      | 4<br>3%<br>BDE | 4<br>1%          | 1<br>0%           | 1<br>1%           | 2<br>0%          | 3<br>0%         | 9<br>1%         | 5<br>1%   | 9<br>1%    |
| Canada's coal resources                         | 8<br>0%    | 0<br>-            | 0<br>-             | 0<br>-         | 5<br>1%          | 1<br>0%           | 2<br>1%           | 5<br>1%          | 2<br>0%         | 2<br>0%         | 0<br>-    | 8<br>0%    |
| None of these issues concern me                 | 82<br>4%   | 11<br>4%          | 10<br>5%           | 3<br>2%        | 41<br>5%<br>E    | 12<br>2%          | 4<br>3%           | 26<br>5%         | 22<br>3%        | 34<br>4%        | 10<br>3%  | 72<br>4%   |

**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?**

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

|                                         |             | REGION     |            |            |            |            |            | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------------|----------------|------------|------------|-------------|
|                                         | 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                   | 2022        | 303        | 171        | 115        | 756        | 568        | 109        | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267        | 206        | 131*       | 774        | 493        | 150*       | 478              | 705            | 840        | 330        | 1692        |
| Very confident                          | 335<br>17%  | 47<br>18%  | 37<br>18%  | 22<br>17%  | 130<br>17% | 79<br>16%  | 20<br>13%  | 80<br>17%        | 117<br>17%     | 138<br>16% | 51<br>15%  | 284<br>17%  |
| Somewhat confident                      | 1178<br>58% | 173<br>65% | 133<br>65% | 83<br>63%  | 481<br>62% | 211<br>43% | 96<br>64%  | 254<br>53%       | 400<br>57%     | 524<br>62% | 175<br>53% | 1003<br>59% |
|                                         |             | E          | E          | E          | E          |            | E          |                  |                | GH         |            |             |
| Not very confident                      | 454<br>22%  | 41<br>15%  | 34<br>17%  | 25<br>19%  | 145<br>19% | 177<br>36% | 31<br>20%  | 126<br>26%       | 163<br>23%     | 165<br>20% | 96<br>29%  | 358<br>21%  |
|                                         |             |            |            |            |            | ABCD       |            | I                |                |            | K          |             |
| Not at all confident                    | 56<br>3%    | 5<br>2%    | 2<br>1%    | 1<br>1%    | 18<br>2%   | 26<br>5%   | 3<br>2%    | 18<br>4%         | 25<br>4%       | 13<br>2%   | 9<br>3%    | 47<br>3%    |
|                                         |             |            |            |            |            | ABCD       |            | I                | I              |            |            |             |
| Summary                                 |             |            |            |            |            |            |            |                  |                |            |            |             |
| Top2Box (Very/Somewhat confident)       | 1513<br>75% | 220<br>83% | 170<br>83% | 105<br>80% | 611<br>79% | 290<br>59% | 116<br>77% | 334<br>70%       | 517<br>73%     | 662<br>79% | 225<br>68% | 1287<br>76% |
|                                         |             | E          | E          | E          | E          |            | E          |                  |                | GH         |            | J           |
| Low2Box (Not very/Not at all confident) | 509<br>25%  | 46<br>17%  | 36<br>17%  | 26<br>20%  | 163<br>21% | 204<br>41% | 34<br>23%  | 144<br>30%       | 188<br>27%     | 177<br>21% | 104<br>32% | 405<br>24%  |
|                                         |             |            |            |            |            | ABCD       |            | I                | I              |            | K          |             |

## 6. 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 Overlap formulae used. \* small base

|                                         |             | REGION           |                 |                 |                 |                    |                 | HOUSEHOLD INCOME |                 |                  | HOUSEHOLD      |             |
|-----------------------------------------|-------------|------------------|-----------------|-----------------|-----------------|--------------------|-----------------|------------------|-----------------|------------------|----------------|-------------|
|                                         | 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                   | 2022        | 303              | 171             | 115             | 756             | 568                | 109             | 468              | 717             | 837              | 278            | 1744        |
| Weighted                                | 2022        | 267              | 206             | 131*            | 774             | 493                | 150*            | 478              | 705             | 840              | 330            | 1692        |
| Very confident                          | 525<br>26%  | 88<br>33%<br>BDE | 44<br>21%       | 42<br>32%<br>E  | 199<br>26%      | 110<br>22%         | 43<br>29%       | 126<br>26%       | 179<br>25%      | 220<br>26%       | 77<br>23%      | 448<br>26%  |
| Somewhat confident                      | 1062<br>53% | 142<br>53%       | 118<br>57%<br>E | 69<br>53%       | 413<br>53%      | 234<br>48%         | 85<br>57%       | 230<br>48%       | 354<br>50%      | 478<br>57%<br>GH | 172<br>52%     | 890<br>53%  |
| Not very confident                      | 377<br>19%  | 31<br>11%        | 39<br>19%<br>A  | 19<br>14%       | 142<br>18%<br>A | 127<br>26%<br>ACDF | 20<br>14%       | 101<br>21%<br>I  | 150<br>21%<br>I | 126<br>15%       | 77<br>23%<br>K | 300<br>18%  |
| Not at all confident                    | 58<br>3%    | 7<br>3%          | 6<br>3%         | 2<br>1%         | 22<br>3%        | 22<br>4%           | 1<br>0%         | 21<br>4%<br>I    | 21<br>3%        | 16<br>2%         | 4<br>1%        | 54<br>3%    |
| Summary                                 |             |                  |                 |                 |                 |                    |                 |                  |                 |                  |                |             |
| Top2Box (Very/Somewhat confident)       | 1587<br>78% | 229<br>86%<br>DE | 162<br>79%<br>E | 111<br>85%<br>E | 611<br>79%<br>E | 344<br>70%<br>E    | 129<br>86%<br>E | 355<br>74%       | 533<br>76%      | 698<br>83%<br>GH | 249<br>76%     | 1337<br>79% |
| Low2Box (Not very/Not at all confident) | 435<br>22%  | 37<br>14%        | 44<br>21%       | 20<br>15%       | 163<br>21%<br>A | 149<br>30%<br>ABCD | 21<br>14%       | 122<br>26%<br>I  | 172<br>24%<br>I | 142<br>17%       | 81<br>24%      | 355<br>21%  |

## 7. 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 Overlap formulae used. \* small base

|                                         |             | REGION           |                  |                 |                  |                     |                 | HOUSEHOLD INCOME |                  |                  | HOUSEHOLD       |                  |
|-----------------------------------------|-------------|------------------|------------------|-----------------|------------------|---------------------|-----------------|------------------|------------------|------------------|-----------------|------------------|
|                                         | 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                   | 2022        | 303              | 171              | 115             | 756              | 568                 | 109             | 468              | 717              | 837              | 278             | 1744             |
| Weighted                                | 2022        | 267              | 206              | 131*            | 774              | 493                 | 150*            | 478              | 705              | 840              | 330             | 1692             |
| Very confident                          | 433<br>21%  | 78<br>29%<br>DE  | 58<br>28%<br>E   | 31<br>24%<br>E  | 165<br>21%<br>E  | 68<br>14%<br>E      | 32<br>22%<br>E  | 93<br>19%<br>I   | 150<br>21%<br>I  | 190<br>23%<br>I  | 66<br>20%<br>J  | 367<br>22%<br>K  |
| Somewhat confident                      | 1168<br>58% | 155<br>58%       | 124<br>60%       | 76<br>58%       | 459<br>59%       | 266<br>54%          | 88<br>59%       | 271<br>57%       | 392<br>56%       | 506<br>60%       | 184<br>56%      | 985<br>58%       |
| Not very confident                      | 373<br>18%  | 30<br>11%        | 18<br>9%         | 23<br>17%<br>B  | 133<br>17%<br>AB | 140<br>28%<br>ABCD  | 29<br>20%<br>AB | 96<br>20%<br>I   | 147<br>21%<br>I  | 130<br>15%<br>I  | 74<br>23%<br>J  | 298<br>18%<br>K  |
| Not at all confident                    | 48<br>2%    | 4<br>2%          | 5<br>3%          | 2<br>1%         | 17<br>2%         | 19<br>4%<br>F       | 0<br>-<br>F     | 18<br>4%<br>I    | 16<br>2%<br>I    | 14<br>2%<br>I    | 6<br>2%<br>J    | 42<br>2%<br>K    |
| Summary                                 |             |                  |                  |                 |                  |                     |                 |                  |                  |                  |                 |                  |
| Top2Box (Very/Somewhat confident)       | 1602<br>79% | 233<br>87%<br>DE | 183<br>89%<br>DE | 107<br>81%<br>E | 624<br>81%<br>E  | 334<br>68%<br>E     | 120<br>80%<br>E | 364<br>76%<br>E  | 542<br>77%<br>GH | 696<br>83%<br>GH | 250<br>76%<br>J | 1352<br>80%<br>K |
| Low2Box (Not very/Not at all confident) | 420<br>21%  | 34<br>13%        | 24<br>11%        | 24<br>19%       | 150<br>19%<br>AB | 159<br>32%<br>ABCDF | 29<br>20%       | 114<br>24%<br>I  | 163<br>23%<br>I  | 144<br>17%<br>I  | 80<br>24%<br>J  | 340<br>20%<br>K  |

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

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

|                                         |             | REGION           |                  |                 |                  |                    |                 | HOUSEHOLD INCOME |                 |                  | HOUSEHOLD       |                  |
|-----------------------------------------|-------------|------------------|------------------|-----------------|------------------|--------------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|
|                                         | 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                   | 2022        | 303              | 171              | 115             | 756              | 568                | 109             | 468              | 717             | 837              | 278             | 1744             |
| Weighted                                | 2022        | 267              | 206              | 131*            | 774              | 493                | 150*            | 478              | 705             | 840              | 330             | 1692             |
| Very confident                          | 769<br>38%  | 121<br>45%<br>E  | 100<br>48%<br>E  | 65<br>49%<br>E  | 309<br>40%<br>E  | 107<br>22%<br>E    | 69<br>46%<br>E  | 150<br>31%<br>E  | 261<br>37%<br>E | 359<br>43%<br>GH | 122<br>37%<br>E | 647<br>38%<br>E  |
| Somewhat confident                      | 942<br>47%  | 127<br>48%       | 88<br>43%        | 55<br>42%       | 347<br>45%       | 264<br>54%<br>BCDF | 60<br>40%       | 226<br>47%       | 315<br>45%      | 400<br>48%       | 155<br>47%      | 787<br>46%       |
| Not very confident                      | 258<br>13%  | 14<br>5%         | 17<br>8%         | 12<br>9%        | 98<br>13%<br>A   | 98<br>20%<br>ABCD  | 19<br>12%<br>A  | 82<br>17%<br>I   | 110<br>16%<br>I | 66<br>8%         | 45<br>14%       | 213<br>13%       |
| Not at all confident                    | 54<br>3%    | 5<br>2%          | 2<br>1%          | 0<br>-          | 21<br>3%         | 24<br>5%<br>ABC    | 2<br>1%         | 20<br>4%<br>I    | 19<br>3%<br>I   | 15<br>2%         | 8<br>2%         | 46<br>3%         |
| Summary                                 |             |                  |                  |                 |                  |                    |                 |                  |                 |                  |                 |                  |
| Top2Box (Very/Somewhat confident)       | 1710<br>85% | 248<br>93%<br>DE | 188<br>91%<br>DE | 120<br>91%<br>E | 655<br>85%<br>E  | 371<br>75%<br>E    | 129<br>86%<br>E | 375<br>79%<br>E  | 576<br>82%<br>E | 759<br>90%<br>GH | 277<br>84%<br>E | 1434<br>85%<br>E |
| Low2Box (Not very/Not at all confident) | 312<br>15%  | 19<br>7%         | 19<br>9%         | 12<br>9%        | 119<br>15%<br>AB | 122<br>25%<br>ABCD | 21<br>14%       | 102<br>21%<br>I  | 129<br>18%<br>I | 81<br>10%        | 53<br>16%       | 259<br>15%       |



## 9. 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 Overlap formulae used. \* small base

|                                                                     | REGION     |                  |                |                  |                   |                    |                | HOUSEHOLD INCOME |                |                  | HOUSEHOLD    |            |
|---------------------------------------------------------------------|------------|------------------|----------------|------------------|-------------------|--------------------|----------------|------------------|----------------|------------------|--------------|------------|
|                                                                     | 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                                               | 2022       | 303              | 171            | 115              | 756               | 568                | 109            | 468              | 717            | 837              | 278          | 1744       |
| Weighted                                                            | 2022       | 267              | 206            | 131*             | 774               | 493                | 150*           | 478              | 705            | 840              | 330          | 1692       |
| Tap water (directly from the tap)                                   | 996<br>49% | 152<br>57%<br>CD | 105<br>51%     | 54<br>41%        | 341<br>44%        | 273<br>55%<br>CD   | 71<br>47%      | 255<br>53%<br>I  | 357<br>51%     | 384<br>46%       | 149<br>45%   | 847<br>50% |
| Filtered water (from the tap, but through another filtering system) | 651<br>32% | 80<br>30%<br>E   | 70<br>34%<br>E | 58<br>44%<br>AEF | 304<br>39%<br>AE  | 95<br>19%          | 44<br>29%<br>E | 131<br>27%       | 216<br>31%     | 304<br>36%<br>GH | 105<br>32%   | 546<br>32% |
| Individually-sized bottled water                                    | 323<br>16% | 26<br>10%        | 26<br>13%      | 12<br>9%         | 143<br>19%<br>ACF | 101<br>20%<br>ABCF | 15<br>10%      | 85<br>18%        | 102<br>14%     | 137<br>16%       | 59<br>18%    | 264<br>16% |
| Water from a large-jug cooler                                       | 317<br>16% | 42<br>16%        | 36<br>18%      | 24<br>19%        | 99<br>13%         | 84<br>17%<br>D     | 31<br>20%<br>D | 63<br>13%        | 103<br>15%     | 151<br>18%<br>G  | 63<br>19%    | 254<br>15% |
| Well water                                                          | 34<br>2%   | 3<br>1%          | 6<br>3%<br>E   | 6<br>5%<br>ADE   | 13<br>2%<br>E     | 1<br>0%            | 6<br>4%<br>E   | 9<br>2%          | 17<br>2%       | 9<br>1%          | 8<br>2%      | 26<br>2%   |
| Boiled/ boiled tap water                                            | 7<br>0%    | 1<br>0%          | 0<br>-         | 0<br>-           | 2<br>0%           | 2<br>0%            | 2<br>2%        | 0<br>0%          | 7<br>1%<br>I   | 0<br>-           | 5<br>1%<br>K | 3<br>0%    |
| Distilled water                                                     | 6<br>0%    | 0<br>-           | 0<br>-         | 0<br>-           | 2<br>0%           | 3<br>1%            | 0<br>-         | 2<br>0%          | 4<br>1%        | 0<br>-           | 0<br>-       | 6<br>0%    |
| Other                                                               | 15<br>1%   | 0<br>-           | 0<br>-         | 0<br>-           | 8<br>1%           | 7<br>1%            | 0<br>-         | 1<br>0%          | 4<br>1%        | 9<br>1%          | 2<br>1%      | 13<br>1%   |
| None/ nothing                                                       | 2<br>0     | 0<br>-           | 0<br>-         | 0<br>-           | 2<br>0            | 0<br>-             | 0<br>-         | 0<br>-           | 2<br>0         | 0<br>-           | 0<br>-       | 2<br>0     |
| Don't know                                                          | 1<br>0     | 1<br>0           | 0<br>-         | 0<br>-           | 1<br>0            | 0<br>-             | 0<br>-         | 1<br>0           | 1<br>0         | 0<br>-           | 0<br>-       | 1<br>0     |

**15\_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 Overlap formulae used. \* small base

|                                             | Total      | REGION             |                  |                  |                    |                    |                 | HOUSEHOLD INCOME |                 |                  | HOUSEHOLD       |                 |
|---------------------------------------------|------------|--------------------|------------------|------------------|--------------------|--------------------|-----------------|------------------|-----------------|------------------|-----------------|-----------------|
|                                             |            | 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                       | 2022       | 303                | 171              | 115              | 756                | 568                | 109             | 468              | 717             | 837              | 278             | 1744            |
| Weighted                                    | 2022       | 267                | 206              | 131*             | 774                | 493                | 150*            | 478              | 705             | 840              | 330             | 1692            |
| Yes                                         | 804<br>40% | 87<br>32%<br>E     | 109<br>53%<br>AE | 79<br>60%<br>ADE | 361<br>47%<br>AE   | 98<br>20%          | 71<br>47%<br>AE | 103<br>21%       | 272<br>39%<br>G | 430<br>51%<br>GH | 139<br>42%      | 665<br>39%      |
| No                                          | 593<br>29% | 77<br>29%<br>D     | 48<br>23%        | 26<br>20%        | 133<br>17%         | 264<br>54%<br>ABCD | 45<br>30%<br>D  | 133<br>28%       | 200<br>28%      | 261<br>31%       | 124<br>38%<br>K | 469<br>28%      |
| The fee is included in my rental/condo fees | 624<br>31% | 103<br>39%<br>BCEF | 50<br>24%        | 26<br>20%        | 281<br>36%<br>BCEF | 131<br>27%         | 34<br>23%       | 242<br>51%<br>HI | 233<br>33%<br>I | 149<br>18%       | 66<br>20%       | 558<br>33%<br>J |

**15. 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 Overlap formulae used. \* small base

|                                             | Total | REGION |     |       |         |        |          | HOUSEHOLD INCOME |                |        | HOUSEHOLD |         |
|---------------------------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|--------|-----------|---------|
|                                             |       | 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                       | 2022  | 303    | 171 | 115   | 756     | 568    | 109      | 468              | 717            | 837    | 278       | 1744    |
| Weighted                                    | 2022  | 267    | 206 | 131*  | 774     | 493    | 150*     | 478              | 705            | 840    | 330       | 1692    |
|                                             |       |        |     |       |         |        |          |                  |                |        |           |         |
| Yes                                         | 1492  | 215    | 152 | 98    | 502     | 394    | 130      | 274              | 525            | 692    | 264       | 1228    |
|                                             | 74%   | 81%    | 74% | 75%   | 65%     | 80%    | 87%      | 57%              | 75%            | 82%    | 80%       | 73%     |
|                                             |       | D      | D   |       |         | D      | BCD      |                  | G              | GH     | K         |         |
| No                                          | 209   | 21     | 28  | 21    | 91      | 37     | 11       | 56               | 67             | 86     | 42        | 167     |
|                                             | 10%   | 8%     | 14% | 16%   | 12%     | 7%     | 7%       | 12%              | 10%            | 10%    | 13%       | 10%     |
|                                             |       |        | E   | AEF   | E       |        |          |                  |                |        |           |         |
| The fee is included in my rental/condo fees | 321   | 30     | 26  | 12    | 182     | 62     | 9        | 147              | 112            | 62     | 24        | 297     |
|                                             | 16%   | 11%    | 12% | 9%    | 23%     | 13%    | 6%       | 31%              | 16%            | 7%     | 7%        | 18%     |
|                                             |       |        |     |       | ABCEF   |        |          | HI               | I              |        |           | J       |

**15. (Yes Summary) 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 Overlap formulae used. \* small base

|                            |       | REGION |     |       |         |        |          | HOUSEHOLD INCOME |                |        | HOUSEHOLD |         |
|----------------------------|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|--------|-----------|---------|
|                            | 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      | 2022  | 303    | 171 | 115   | 756     | 568    | 109      | 468              | 717            | 837    | 278       | 1744    |
| Weighted                   | 2022  | 267    | 206 | 131*  | 774     | 493    | 150*     | 478              | 705            | 840    | 330       | 1692    |
|                            |       |        |     |       |         |        |          |                  |                |        |           |         |
| Your household electricity | 1492  | 215    | 152 | 98    | 502     | 394    | 130      | 274              | 525            | 692    | 264       | 1228    |
|                            | 74%   | 81%    | 74% | 75%   | 65%     | 80%    | 87%      | 57%              | 75%            | 82%    | 80%       | 73%     |
|                            |       | D      | D   |       |         | D      | BCD      |                  | G              | GH     | K         |         |
| Your household water       | 804   | 87     | 109 | 79    | 361     | 98     | 71       | 103              | 272            | 430    | 139       | 665     |
|                            | 40%   | 32%    | 53% | 60%   | 47%     | 20%    | 47%      | 21%              | 39%            | 51%    | 42%       | 39%     |
|                            |       | E      | AE  | ADE   | AE      |        | AE       |                  | G              | GH     |           |         |

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

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

|                       | Total       | REGION     |            |           |            |            |           | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |            |
|-----------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|------------|------------|------------|
|                       |             | 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 | 2022        | 303        | 171        | 115       | 756        | 568        | 109       | 468              | 717            | 837        | 278        | 1744       |
| Weighted              | 2022        | 267        | 206        | 131*      | 774        | 493        | 150*      | 478              | 705            | 840        | 330        | 1692       |
| Try very hard         | 607<br>30%  | 75<br>28%  | 54<br>26%  | 40<br>30% | 269<br>35% | 118<br>24% | 50<br>34% | 126<br>26%       | 223<br>32%     | 258<br>31% | 87<br>26%  | 519<br>31% |
| Try reasonably hard   | 1147<br>57% | 152<br>57% | 125<br>60% | 76<br>58% | 391<br>51% | 326<br>66% | 77<br>52% | 277<br>58%       | 393<br>56%     | 477<br>57% | 198<br>60% | 948<br>56% |
| Try a little          | 245<br>12%  | 36<br>14%  | 27<br>13%  | 12<br>9%  | 103<br>13% | 46<br>9%   | 20<br>13% | 66<br>14%        | 80<br>11%      | 99<br>12%  | 43<br>13%  | 202<br>12% |
| Don't try at all      | 23<br>1%    | 4<br>1%    | 0<br>-     | 4<br>3%   | 11<br>1%   | 3<br>1%    | 2<br>1%   | 9<br>2%          | 9<br>1%        | 6<br>1%    | 1<br>0%    | 22<br>1%   |

## 19. Are you aware of any initiatives that your local government is undertaking in order to encourage its citizens to conserve water?

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

|                                     | Total       | REGION             |                  |                 |                   |                    |                   | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-------------------------------------|-------------|--------------------|------------------|-----------------|-------------------|--------------------|-------------------|------------------|----------------|------------|------------|-------------|
|                                     |             | 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               | 2022        | 303                | 171              | 115             | 756               | 568                | 109               | 468              | 717            | 837        | 278        | 1744        |
| Weighted                            | 2022        | 267                | 206              | 131*            | 774               | 493                | 150*              | 478              | 705            | 840        | 330        | 1692        |
| Very aware                          | 120<br>6%   | 26<br>10%<br>E     | 9<br>5%<br>5%    | 7<br>5%         | 55<br>7%<br>E     | 13<br>3%           | 9<br>6%           | 32<br>7%         | 42<br>6%       | 46<br>6%   | 12<br>4%   | 108<br>6%   |
| Somewhat aware                      | 533<br>26%  | 100<br>37%<br>BDEF | 58<br>28%<br>EF  | 43<br>32%<br>EF | 216<br>28%<br>EF  | 93<br>19%          | 23<br>16%         | 121<br>25%       | 189<br>27%     | 223<br>27% | 92<br>28%  | 441<br>26%  |
| Not very aware                      | 761<br>38%  | 73<br>27%          | 58<br>28%        | 35<br>27%       | 285<br>37%<br>ABC | 252<br>51%<br>ABCD | 58<br>39%<br>A    | 192<br>40%       | 259<br>37%     | 310<br>37% | 134<br>41% | 627<br>37%  |
| Not at all aware                    | 608<br>30%  | 68<br>25%          | 82<br>40%<br>ADE | 47<br>36%       | 218<br>28%        | 135<br>27%         | 59<br>40%<br>ADE  | 133<br>28%       | 216<br>31%     | 260<br>31% | 92<br>28%  | 517<br>31%  |
| Summary                             |             |                    |                  |                 |                   |                    |                   |                  |                |            |            |             |
| Top2Box (Very/Somewhat aware)       | 652<br>32%  | 126<br>47%<br>BDEF | 67<br>32%<br>E   | 50<br>38%<br>EF | 272<br>35%<br>EF  | 105<br>21%         | 33<br>22%         | 153<br>32%       | 230<br>33%     | 269<br>32% | 104<br>32% | 548<br>32%  |
| Low2Box (Not very/Not at all aware) | 1370<br>68% | 141<br>53%         | 139<br>68%<br>A  | 82<br>62%       | 503<br>65%<br>A   | 388<br>79%<br>ABCD | 117<br>78%<br>ACD | 325<br>68%       | 475<br>67%     | 570<br>68% | 226<br>68% | 1144<br>68% |

## 20. To what extent do you, personally, try to conserve freshwater in the course of your daily activities involving water use?

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

|                                         |             | REGION     |            |            |            |            |            | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------------|----------------|------------|------------|-------------|
|                                         | 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                   | 2022        | 303        | 171        | 115        | 756        | 568        | 109        | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267        | 206        | 131*       | 774        | 493        | 150*       | 478              | 705            | 840        | 330        | 1692        |
| Try very hard                           | 418<br>21%  | 42<br>16%  | 45<br>22%  | 19<br>14%  | 195<br>25% | 86<br>17%  | 31<br>21%  | 105<br>22%       | 149<br>21%     | 164<br>20% | 51<br>16%  | 367<br>22%  |
|                                         |             |            |            |            | ACE        |            |            |                  |                |            |            | J           |
| Try reasonably hard                     | 1154<br>57% | 151<br>57% | 111<br>54% | 82<br>62%  | 400<br>52% | 330<br>67% | 80<br>54%  | 257<br>54%       | 404<br>57%     | 493<br>59% | 214<br>65% | 940<br>56%  |
|                                         |             |            |            |            | ABDF       |            |            |                  |                |            | K          |             |
| Try a little                            | 400<br>20%  | 63<br>24%  | 44<br>21%  | 29<br>22%  | 154<br>20% | 74<br>15%  | 36<br>24%  | 100<br>21%       | 138<br>20%     | 162<br>19% | 56<br>17%  | 344<br>20%  |
|                                         |             | E          |            |            | E          |            | E          |                  |                |            |            |             |
| Don't try at all                        | 50<br>2%    | 10<br>4%   | 7<br>3%    | 3<br>2%    | 25<br>3%   | 4<br>1%    | 2<br>1%    | 16<br>3%         | 13<br>2%       | 20<br>2%   | 8<br>3%    | 42<br>2%    |
|                                         |             | E          | E          |            | E          |            |            |                  |                |            |            |             |
| Summary                                 |             |            |            |            |            |            |            |                  |                |            |            |             |
| Top2Box (Try very/reasonably hard)      | 1572<br>78% | 194<br>73% | 156<br>76% | 100<br>76% | 595<br>77% | 416<br>84% | 112<br>75% | 362<br>76%       | 553<br>78%     | 657<br>78% | 265<br>80% | 1307<br>77% |
|                                         |             |            |            |            |            | ABDF       |            |                  |                |            |            |             |
| Low2Box (Try a little/Don't try at all) | 450<br>22%  | 73<br>27%  | 51<br>24%  | 31<br>24%  | 179<br>23% | 78<br>16%  | 38<br>25%  | 116<br>24%       | 152<br>22%     | 182<br>22% | 65<br>20%  | 385<br>23%  |
|                                         |             | E          | E          |            | E          |            | E          |                  |                |            |            |             |

## 24. And which of the following have you knowingly done?

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

|                                                                             | REGION     |                  |                 |           |                  |            |           | HOUSEHOLD INCOME |                 |                  | HOUSEHOLD  |            |
|-----------------------------------------------------------------------------|------------|------------------|-----------------|-----------|------------------|------------|-----------|------------------|-----------------|------------------|------------|------------|
|                                                                             | 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                                                       | 2022       | 303              | 171             | 115       | 756              | 568        | 109       | 468              | 717             | 837              | 278        | 1744       |
| Weighted                                                                    | 2022       | 267              | 206             | 131*      | 774              | 493        | 150*      | 478              | 705             | 840              | 330        | 1692       |
| Left the water on while brushing your teeth                                 | 925<br>46% | 129<br>48%       | 95<br>46%       | 53<br>41% | 346<br>45%       | 232<br>47% | 69<br>46% | 191<br>40%       | 338<br>48%<br>G | 396<br>47%<br>G  | 141<br>43% | 784<br>46% |
| Left the water running in the kitchen when washing and rinsing dishes       | 883<br>44% | 114<br>43%       | 99<br>48%       | 52<br>40% | 332<br>43%       | 211<br>43% | 75<br>50% | 219<br>46%       | 305<br>43%      | 359<br>43%       | 130<br>39% | 753<br>44% |
| Allowed soapy water to run down a storm drain                               | 422<br>21% | 71<br>27%<br>EF  | 40<br>19%       | 28<br>22% | 173<br>22%<br>E  | 86<br>18%  | 24<br>16% | 63<br>13%        | 140<br>20%<br>G | 220<br>26%<br>GH | 74<br>22%  | 348<br>21% |
| Hosed down your driveway                                                    | 388<br>19% | 73<br>27%<br>CEF | 48<br>23%<br>EF | 23<br>17% | 167<br>22%<br>EF | 65<br>13%  | 12<br>8%  | 56<br>12%        | 127<br>18%<br>G | 205<br>24%<br>GH | 54<br>16%  | 334<br>20% |
| Used soap or shampoo to bathe in a lake                                     | 319<br>16% | 46<br>17%<br>E   | 27<br>13%       | 20<br>15% | 148<br>19%<br>E  | 59<br>12%  | 19<br>13% | 74<br>15%        | 109<br>15%      | 136<br>16%       | 46<br>14%  | 273<br>16% |
| Left a faucet running in a public place like in a restaurant or coffee shop | 42<br>2%   | 3<br>1%          | 3<br>1%         | 4<br>3%   | 15<br>2%         | 12<br>2%   | 6<br>4%   | 15<br>3%         | 15<br>2%        | 12<br>1%         | 11<br>3%   | 31<br>2%   |
| Watered your lawn when it has just rained, is raining, or about to rain     | 42<br>2%   | 8<br>3%          | 3<br>2%         | 2<br>2%   | 13<br>2%         | 15<br>3%   | 0<br>-    | 13<br>3%         | 17<br>2%        | 13<br>1%         | 10<br>3%   | 31<br>2%   |
| Used a hose to melt snow in the spring                                      | 26<br>1%   | 5<br>2%          | 1<br>0%         | 0<br>-    | 12<br>1%         | 8<br>2%    | 0<br>-    | 5<br>1%          | 11<br>2%        | 10<br>1%         | 5<br>2%    | 21<br>1%   |
| I have not done any of these                                                | 399<br>20% | 43<br>16%        | 33<br>16%       | 30<br>23% | 162<br>21%       | 100<br>20% | 30<br>20% | 118<br>25%<br>I  | 143<br>20%      | 138<br>16%       | 65<br>20%  | 334<br>20% |



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

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

|                                         |             | REGION     |            |            |            |            |            | HOUSEHOLD INCOME |                |            | HOUSEHOLD  |             |
|-----------------------------------------|-------------|------------|------------|------------|------------|------------|------------|------------------|----------------|------------|------------|-------------|
|                                         | 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                   | 2022        | 303        | 171        | 115        | 756        | 568        | 109        | 468              | 717            | 837        | 278        | 1744        |
| Weighted                                | 2022        | 267        | 206        | 131*       | 774        | 493        | 150*       | 478              | 705            | 840        | 330        | 1692        |
| Very concerned                          | 781<br>39%  | 84<br>31%  | 68<br>33%  | 51<br>39%  | 315<br>41% | 225<br>46% | 38<br>25%  | 196<br>41%       | 297<br>42%     | 288<br>34% | 123<br>37% | 659<br>39%  |
| Somewhat concerned                      | 885<br>44%  | 109<br>41% | 97<br>47%  | 52<br>39%  | 355<br>46% | 204<br>41% | 68<br>45%  | 192<br>40%       | 285<br>40%     | 408<br>49% | 158<br>48% | 727<br>43%  |
| Not very concerned                      | 258<br>13%  | 58<br>22%  | 29<br>14%  | 20<br>15%  | 64<br>8%   | 56<br>11%  | 31<br>21%  | 67<br>14%        | 87<br>12%      | 105<br>12% | 32<br>10%  | 226<br>13%  |
| Not at all concerned                    | 98<br>5%    | 16<br>6%   | 12<br>6%   | 8<br>6%    | 40<br>5%   | 9<br>2%    | 12<br>8%   | 23<br>5%         | 36<br>5%       | 39<br>5%   | 17<br>5%   | 81<br>5%    |
| Summary                                 |             |            |            |            |            |            |            |                  |                |            |            |             |
| Top2Box (Very/Somewhat concerned)       | 1666<br>82% | 193<br>72% | 165<br>80% | 103<br>78% | 670<br>87% | 428<br>87% | 106<br>71% | 387<br>81%       | 583<br>83%     | 696<br>83% | 281<br>85% | 1385<br>82% |
| Low2Box (Not very/Not at all concerned) | 356<br>18%  | 74<br>28%  | 41<br>20%  | 28<br>22%  | 104<br>13% | 65<br>13%  | 44<br>29%  | 90<br>19%        | 122<br>17%     | 143<br>17% | 49<br>15%  | 307<br>18%  |

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

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

|                       | Total | REGION |     |       |         |        |          | HOUSEHOLD INCOME |                |        | HOUSEHOLD |         |
|-----------------------|-------|--------|-----|-------|---------|--------|----------|------------------|----------------|--------|-----------|---------|
|                       |       | 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 | 2022  | 303    | 171 | 115   | 756     | 568    | 109      | 468              | 717            | 837    | 278       | 1744    |
| Weighted              | 2022  | 267    | 206 | 131*  | 774     | 493    | 150*     | 478              | 705            | 840    | 330       | 1692    |
|                       |       |        |     |       |         |        |          |                  |                |        |           |         |
| Better                | 204   | 12     | 15  | 6     | 96      | 66     | 9        | 44               | 74             | 86     | 31        | 173     |
|                       | 10%   | 4%     | 7%  | 5%    | 12%     | 13%    | 6%       | 9%               | 10%            | 10%    | 9%        | 10%     |
| Worse                 | 1381  | 180    | 155 | 100   | 487     | 366    | 92       | 328              | 466            | 586    | 227       | 1154    |
|                       | 68%   | 67%    | 75% | 76%   | 63%     | 74%    | 62%      | 69%              | 66%            | 70%    | 69%       | 68%     |
| No change             | 437   | 75     | 36  | 25    | 192     | 61     | 48       | 105              | 165            | 167    | 72        | 365     |
|                       | 22%   | 28%    | 17% | 19%   | 25%     | 12%    | 32%      | 22%              | 23%            | 20%    | 22%       | 22%     |
|                       |       | BE     |     |       | E       |        | BCE      |                  |                |        |           |         |

## 28. What is the original source of the drinking water for where you live?

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

|                            | Total      | REGION            |                     |                  |                     |                    |                    | HOUSEHOLD INCOME |                  |            | HOUSEHOLD       |            |
|----------------------------|------------|-------------------|---------------------|------------------|---------------------|--------------------|--------------------|------------------|------------------|------------|-----------------|------------|
|                            |            | 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      | 2022       | 303               | 171                 | 115              | 756                 | 568                | 109                | 468              | 717              | 837        | 278             | 1744       |
| Weighted                   | 2022       | 267               | 206                 | 131*             | 774                 | 493                | 150*               | 478              | 705              | 840        | 330             | 1692       |
| A nearby fresh-water river | 472<br>23% | 50<br>19%<br>F    | 113<br>55%<br>ACDEF | 24<br>18%<br>F   | 105<br>14%          | 170<br>34%<br>ACDF | 11<br>7%           | 104<br>22%       | 159<br>23%       | 209<br>25% | 72<br>22%       | 400<br>24% |
| A nearby fresh-water lake  | 427<br>21% | 107<br>40%<br>BDE | 18<br>9%            | 56<br>42%<br>BDE | 122<br>16%<br>B     | 73<br>15%<br>B     | 51<br>34%<br>BDE   | 95<br>20%        | 137<br>19%       | 195<br>23% | 58<br>18%       | 369<br>22% |
| One of the great lakes     | 301<br>15% | 2<br>1%           | 0<br>-              | 5<br>4%<br>ABF   | 269<br>35%<br>ABCEF | 25<br>5%<br>ABF    | 0<br>-             | 62<br>13%        | 101<br>14%       | 138<br>16% | 39<br>12%       | 263<br>16% |
| A well                     | 324<br>16% | 35<br>13%         | 32<br>16%           | 27<br>20%        | 107<br>14%          | 68<br>14%          | 55<br>37%<br>ABCDE | 57<br>12%        | 139<br>20%<br>GI | 128<br>15% | 53<br>16%       | 271<br>16% |
| I have no idea             | 497<br>25% | 73<br>27%<br>C    | 43<br>21%           | 20<br>15%        | 172<br>22%          | 157<br>32%<br>BCDF | 32<br>21%          | 159<br>33%<br>HI | 169<br>24%       | 169<br>20% | 108<br>33%<br>K | 389<br>23% |