TYPICAL SOURCE OF DRINKING WATER IN A CANADIAN HOME

48% Tap water
27% Filtered tap water
9% Individually-sized water bottles
11% Large jug/cooler

4/10 Respondents regularly ordered tap water over bottled water in restaurants.

Canadians believe fresh water is Canada’s most important natural resource (with the exception of Albertans who ranked fresh water second after oil).

TOP FIVE THINGS THAT UPSET CANADIANS THE MOST ABOUT WATER USAGE

48% Watering the lawns when it just rained or is about to rain
29% Flushing items down the toilet that should be disposed in another manner
24% Hosing down the driveway
19% Leaking a faucet running in a public place
18% Using soap or shampoo to bathe in a lake

TOP FIVE THINGS CANADIANS ADMIT THEY HAVE KNOWINGLY DONE THEMSELVES

44% Left the water running in the kitchen when washing and rinsing dishes
42% Left the water running while brushing their teeth
18% Allowed soapy water to run down a storm drain
14% Flushed items down the toilet that should be disposed in another manner
12% Hosed down the driveway

CANADIANS BELIEVE WATER INFRASTRUCTURE IS IN GOOD CONDITION AND DON’T REALIZE THE NEED FOR INVESTMENT

88% are confident in the safety and quality of Canada’s drinking water.

More than 80% feel there is no need for major and immediate investment in their community’s drinking water/wastewater facilities, which they believe to be in good condition.

$88 billion is needed in investment to upgrade infrastructure.

80% more than 78% believe Canada’s drinking water infrastructure is in good condition and don’t realize the need for investment.

$88 billion is needed in investment to upgrade infrastructure.

Canadians are confident in fresh water as a lasting resource but don’t understand the potential impact inconsistent infrastructure maintenance can have on the supply, quality and cost of water.

Billions