

## TAPS EXPECTED TO KEEP FLOWING, BUT AMERICANS BRACE FOR HIGHER WATER BILLS

*One-Third (36%) Expect 'Substantial' Increases To Their Water Bill*

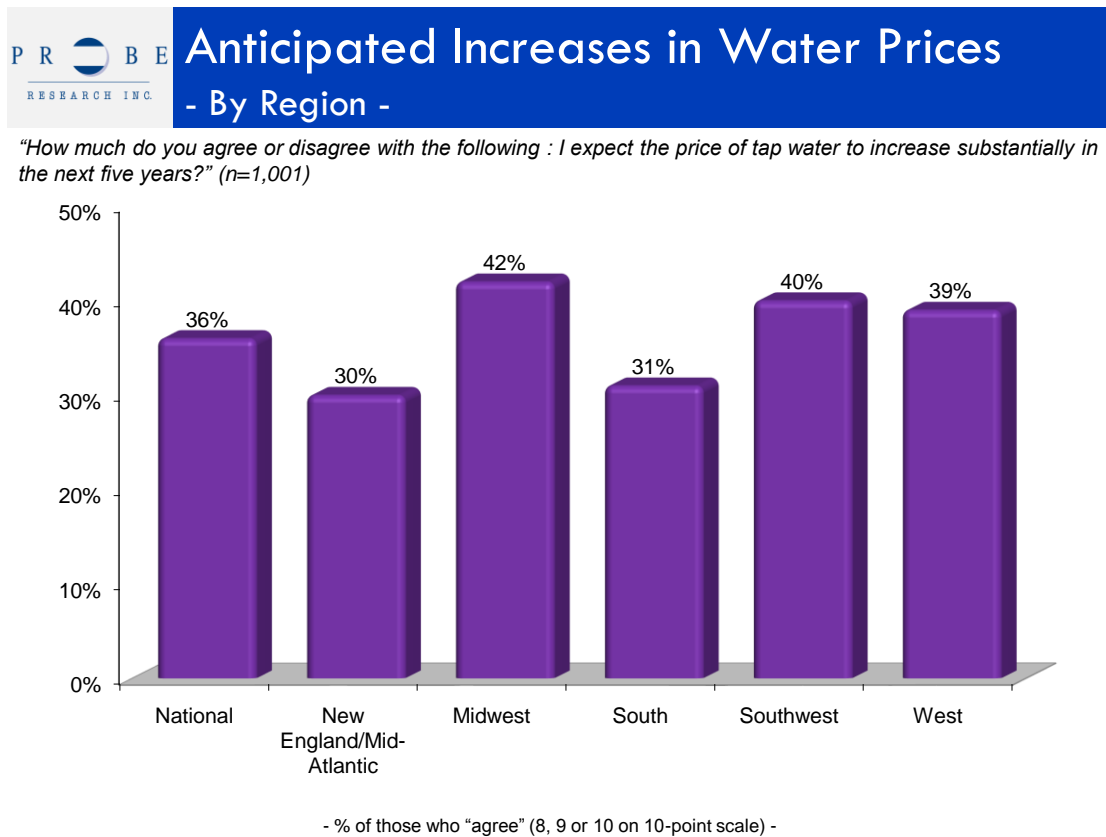
### FOR IMMEDIATE RELEASE

**Winnipeg, Canada** – Although most Americans are confident that water will continue to flow from their taps in the coming years, a significant proportion expect that ordinary activities like turning on their faucet, washing their dishes or taking a shower will hit them much harder in the wallet in the years to come.

A new study by Probe Research Inc. of a random and representative sample of 1,001 American adults finds that one-third of those surveyed (36%) expect to see “substantial” increases on their water bills in the next five years. The proportion of the adult population that expects to pay much more for their water is twice the proportion that does not expect to pay significantly more for their household water (18%). The remaining roughly one-half of respondents (46%) were not certain how much they would be paying for their household water five years down the road.

“Like oil, water is a vital resource that citizens rely on so much in their day-to-day lives. People appear to be bracing for a major impact on their personal financial situation if water prices increase substantially in the next five years,” stated Mary Lou Mendro, Probe Research director of syndicated studies.

Concern about price increases is slightly more pronounced in the more parched South (42%) and Southwest (40%), while residents of New England and the Mid-Atlantic states are among those least likely to expect major increases to their water bill (31% and 30% respectively agree that there will be substantial increases in the amount they pay for water in the next five years).



Other notable findings include:

- Men are slightly more likely than women to dispute the likelihood that water prices will increase by a substantial amount (22%, versus 14% of women)
- Those with lower household incomes are slightly more likely to expect to pay more for their household water in the next five years (44% of those earning less than \$40,000/year believe this, versus 35% of those earning \$40,000-\$74,999/year and 34% of those earning more than \$75,000/year).

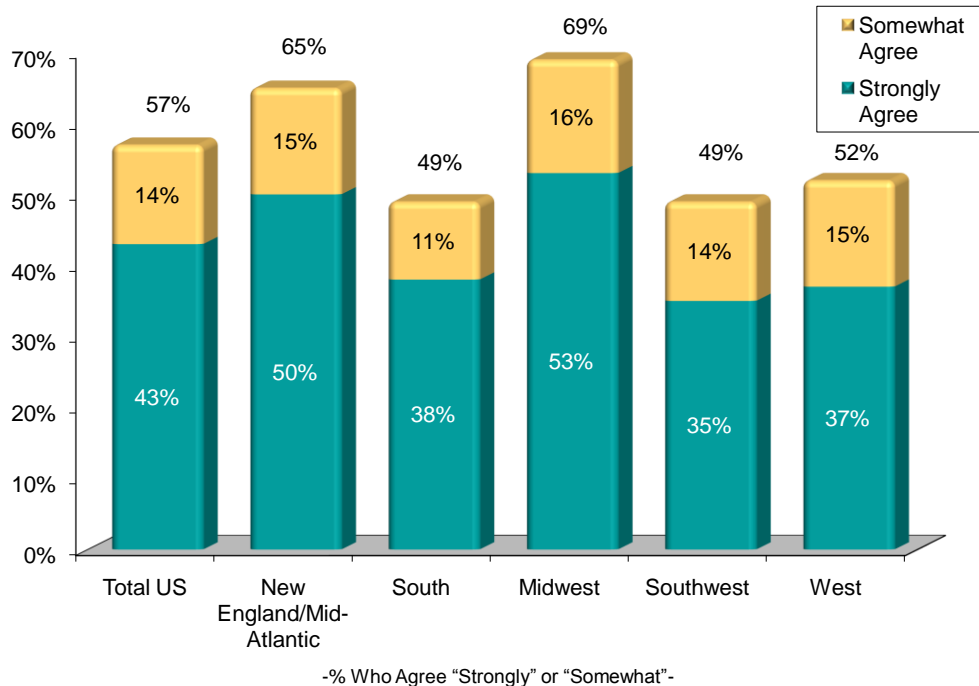
## *Majority Remain Confident Drinking Water Will Be Available*

Approximately one-half of adults (57%) feel certain that drinking water will continue to be available over the course of the next decade, with 43 percent expressing strong confidence that there will be adequate supplies of drinking water in the future. This contrasts with one in five Americans (21%) who do not feel there will be adequate future supplies of drinking water (including 12% of adults who were in strong disagreement with the notion that they continue to have access to drinking water.

As the graph below indicates, those living in the Midwest and the Northeastern states (69% and 65% respectively) are among those most likely to express confidence in the availability of drinking water in the future. Once again, those living in the hotter and drier Southwest and the South (49% respectively) are among those least likely to expect an abundant supply of drinking water in their respective regions within the next decade.

### **PRBE** Confidence in Future Drinking Water Supplies RESEARCH INC. - By Region -

*"I am confident there will be abundance drinking water for the next 10 years." (n=1001)*



Other notable variations include:

- Men are slightly more likely than women to be optimistic about the availability of future water supplies (61% versus 54% respectively).
- Younger adults express lower levels of optimism than older adults that there will be adequate drinking water supplies in the future (51% of those aged 18-34 years agree there will be enough drinking water, versus 62% each of those aged 35-54 years and those aged 55 years and over).

*Based in Winnipeg, Canada, Probe Research Inc. ([www.probe-research.com](http://www.probe-research.com)) is a full-service market research firm that conducts surveys of citizens throughout the world on water-related issues. The results of this survey are taken from the fourth edition of the syndicated study titled *A Clear Perspective: Americans and their Water*. For this most recent survey, Probe Research Inc. interviewed a random and representative sampling of 1,001 American households (18 years and over) by telephone between December 10<sup>th</sup>, 2009 and January 7<sup>th</sup>, 2010. With a sample of 1,001, one can be certain of an accuracy rate of  $\pm 3.10$  percent (19 times out of 20) of what it would have been had the entire adult population of the United States been interviewed. The margin of error is higher when looking at particular sub-populations or when examining the survey results on a regional basis. Disproportionate regional sampling was undertaken in order to allow for statistically reliable data analysis in each of the five U.S. regions. These regional samplings were set at 200 for each region. Each region was then statistically weighted to conform with the actual population distribution of each region in the context of the total adult population of the United States according to the most recent national census. Random digit dialing was also employed to ensure that all American adults would have an equal opportunity to participate in this Probe Research Inc. survey.*

For more information on this survey, please contact:

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