

CANADIANS AND BULK-WATER EXPORTS

**For Immediate Release – October 4, 2016**

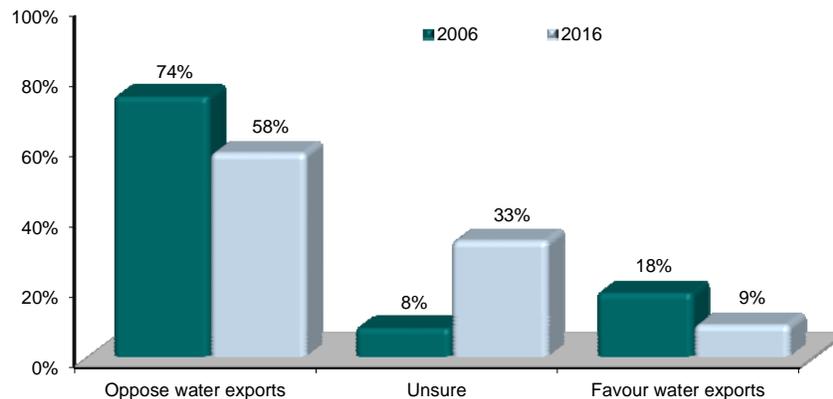
Winnipeg, Manitoba – Canadians’ longstanding opposition to selling large-volume water supplies into the U.S. is drying up as citizens move into a more reflective mindset. Today, nearly six-in-ten adults coast-to-coast would prefer Canada hold off on bulk water exports to the U.S. although this figure is down by fully sixteen percentage points since Probe Research last explored this topic a decade ago. This research was conducted as part of Probe’s bi-annual national syndicated study *A Clear Perspective of Canadians and their Drinking Water*.

RESISTANCE EVAPORATING

With just fewer than six-in-ten (58%) Canadian adults now opposing bulk water exports to the U.S.A., this figure is well below the three-quarters (74%) of the population who were opposed earlier in 2006. Interestingly, the number of Canadians who expressed unqualified support for these types of water transfers is also down considerably (to 9% from 18% in 2006) while the proportion who are now uncertain on this issue has quadrupled during this time (33% are now unsure compared to only 8% in 2006).

 **Resistance to Water Exports Steadily Evaporating**

*“There’s been a lot of talk lately about whether or not Canada should be exporting its water to the United States. Some people think that our water is so abundant and that pure water is in such high demand south of the border that Canada could see great economic benefits by selling our surplus water to the U.S. Others feel that we should be holding off on water exports to the U.S. because if we start exporting our water there, before long the U.S. will be demanding so much that we will ultimately lose control over our water resources. Which of these two views most closely resembles the way you feel about this issue?” (n=2,050)*



Base: All respondents

Resistance to these water exports showed little variation across regions although women (61% vs. 55% among men), older Canadians (64% over 55 years) and homeowners (62% vs. 50% among renters) were among those most vociferously opposed to large-scale water sales into the U.S.

### Canadians' Attitudes Toward Drinking Water Exports to the U.S.

*"There's been a lot of talk lately about whether or not Canada should be exporting its water to the United States. Some people think that our water is so abundant and that pure water is in such high demand south of the border that Canada could see great economic benefits by selling our surplus water to the U.S. Others feel that we should be holding off on water exports to the U.S. because if we start exporting our water there, before long the U.S. will be demanding so much that we will ultimately lose control over our water resources. Which of these two views most closely resembles the way you feel about this issue?"*

	Canada (n=2,050) %	B.C. (n=270) %	Alberta (n=224) %	Sask. (n=64) %	Man. (n=74) %	Ontario (n=790) %	Quebec (n=486) %	Atlantic (n=143) %
Canada would benefit by exporting water	9	12	12	7	13	7	11	9
Canada should hold off	58	61	57	64	58	58	56	59
(Unsure)	33	27	31	28	29	35	33	32
Margin of Error (95% certainty)	±2.2%	±6.5%	±5.7%	±7.0%	±7.0%	±4.5%	±4.7%	±7.0%

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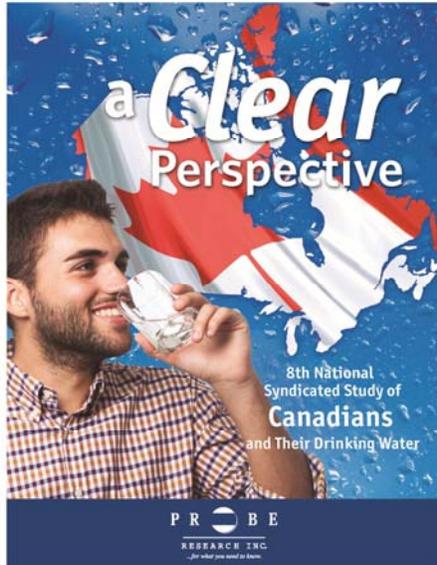
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## A CLEAR PERSPECTIVE

### *Background and Methodology*

Probe Research Inc. has conducted this biannual analysis of Canadians' attitudes and behaviours on a wide range of drinking water issues. Entitled *A Clear Perspective of Canadians and their Drinking Water (2016)*, this comprehensive research study details Canadians' views on key drinking water issues including public confidence in drinking water supplies, evolving patterns of tap and bottled water consumption and awareness of drinking water sources and systems.

The study was conducted online among a stratified sampling of 2,050 Canadian adults (18 years and over) from coast-to-coast between July 22nd and August 12th, 2016. Disproportionate regional sampling was used to facilitate a more accurate examination of the research results in less-populated regions of the country. The results have been subsequently weighted to obtain national results that conform to the actual population distribution according to the most recent census data available. This robust sample size allows for a thorough examination of variations in attitudes and behaviours among sub-segments of the populace based on key characteristics of respondents such as age, gender, income, education, region, size of community and more with a high degree of accuracy.

As an online survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 2,050 adults would have a margin of error of  $\pm 2.16$  percentage points, 19 times out of 20. Minor statistical weighting was conducted to ensure that the sample of respondents closely reflects known demographic characteristics of the entire Canadian adult population. Data analysis was conducted in-house with SPSS 13 and other packaged and custom software.