

NATIONAL SURVEY SHOWS CANADIANS REJECT SHIPPING WATER TO PARCHED AMERICA

For Immediate Release – July 28, 2006

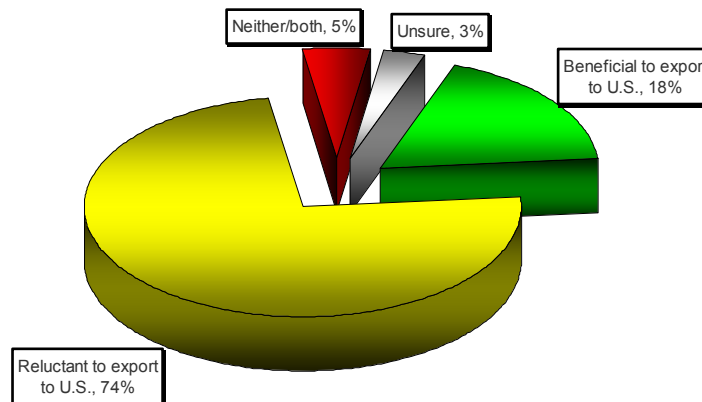
Winnipeg, Manitoba – Despite vast untapped reserves of potable water and the promise of economic gain, Canadians remain remarkably resistant to the notion that they should begin exporting their surplus drinking water to the U.S.A. These findings emerged from a national telephone survey of Canadian adults taken by Probe Research, Inc. between May 23rd and June 17th, 2006 among a random and representative sampling of 2,106 Canadian adults. This research was conducted as part of Probe’s third national syndicated drinking water survey, on behalf of subscribers from both government and private-sector organizations.

WATER SCARCITY IN U.S.A. NOT OUR PROBLEM

Three-quarters of Canadians surveyed coast-to-coast (74%) insist that Canada should not begin selling its surplus bulk water supplies to the U.S. because: “...before long the U.S. will be demanding so much of our water that we will ultimately lose control over our water resources”.

Canadians’ Attitudes Towards Drinking Water Exports to the U.S.

Q.F2. “There’s been a lot of talk lately about whether or not Canada should be exporting its water to the U.S. 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=2,106)



This position was shared by broad majorities in all regions and across all socio-demographic groups although women (78% opposed vs. 70% opposed among men), older respondents (78% opposed among those over 55 years of age), Manitobans (80% opposed vs. 69% of Albertans) and those who now drink only bottled water in their homes (80% opposed) were most likely to insist that Canadian water should not be exported in bulk to the U.S.A. Fewer than one in five Canadians (18%), on the other hand, agreed that it would be in Canada's interest to begin shipping water to the United States because: "...our water is so abundant and 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.". Men were the only population subgroup where more than one in five respondents endorsed these water exports (22% vs. 14% among women).

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

"There has 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=2,106) %	B.C. (n=240) %	Alberta (n=304) %	Sask. (n=202) %	Man. (n=200) %	Ontario (n=500) %	Quebec (n=460) %	Atlantic (n=200) %
Canada would benefit by exporting water	18	18	18	20	15	18	16	18
Canada should hold off	74	73	69	76	80	74	75	77
(Neither/Both)	5	7	8	2	4	3	7	2
(Unsure)	3	2	5	2	1	5	2	3
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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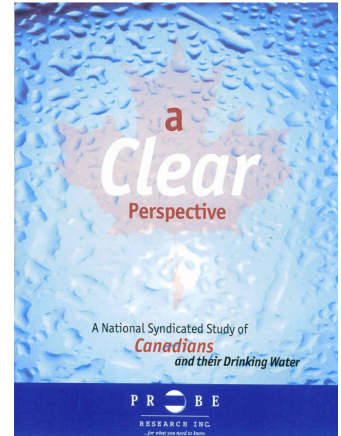
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A CLEAR PERSPECTIVE

BACKGROUND AND METHODOLOGY

Probe Research Inc. has conducted its third national analysis of Canadians' attitudes and behaviours on a wide range of drinking water issues. Entitled *A Clear Perspective of Canadians and their Drinking Water (2006)*, 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 research report also tracks the degree of public support for various drinking water-related policies and practices. In addition, several new areas of enquiry are explored this year such as Canadians' efforts to conserve water and their views on the export of bulk water from Canada to the United States.



Probe Research Inc. contacted a random and representative sample of 2,106 (adult 18+) residents across Canada by telephone between May 23rd and June 17th, 2006. With a sample of 2,106, one can be 95 percent certain of an accuracy rate within ± 2.2 percent (19 times out of 20) of what it would have been had the entire population of Canada been interviewed. The margin of error is higher when looking at particular sub-populations or when examining the survey results on a regional or sub-regional basis. Disproportionate sampling was applied in some regions; however, results have been statistically weighted by region to represent the entire Canadian adult population according to the most recent Statistics Canada population distributions.

The survey instrument was designed by Probe Research Inc. in close consultation with its syndicate members and was administered among adult respondents from across the country.