

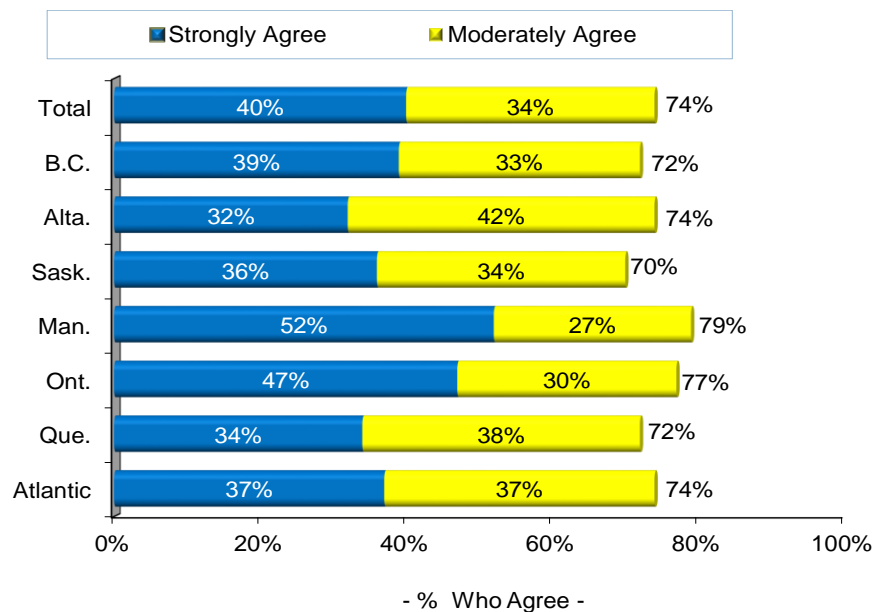
POLL: FIRST NATIONS’ WATER SUBPAR, NEEDS IMMEDIATE FIX

For Immediate Release – October 18, 2016

Winnipeg, MB – Three in four Canadians (74%) agree water infrastructure in many First Nations communities is unacceptable and must be fixed immediately. With more than one hundred First Nations under a boil-water advisory and many others grappling with aging or inadequate treatment systems, a new national poll by Probe Research Inc. suggests significant public support exists for improvements to drinking water on reserves.

Perceived Urgency of Addressing Water Infrastructure Shortfalls in First Nations Communities

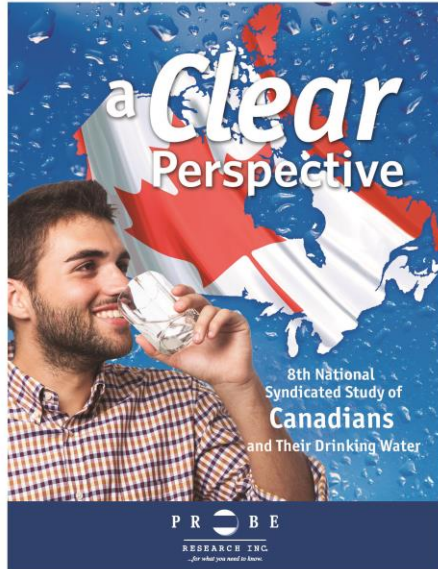
G6. “Would you agree or disagree that the poor condition and low quality of water infrastructure in many First Nations communities in Canada is unacceptable and needs to be addressed immediately? (Is that strongly or moderately agree/disagree?)” (n=2,050)



Frustration with the state of First Nations' water is particularly acute in Manitoba, where a majority (52%) of respondents **strongly agreed** water infrastructure on-reserve is subpar and requires prompt attention. Older Canadians, those aged 55-plus, were also more likely to be troubled by on-reserve water woes, with 81 per cent agreeing the situation is unacceptable and requires a speedy fix.

These findings are part of new research conducted for Probe's bi-annual national syndicated study *A Clear Perspective of Canadians and their Drinking Water*.

Perceived Urgency of Addressing Water Infrastructure Shortfalls in First Nations Communities								
<i>“Would you agree or disagree that the poor condition and low quality of water infrastructure in many First Nations communities in Canada is unacceptable and needs to be addressed immediately? (Is that strongly or moderately agree/disagree?)”</i>								
	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) %
Agree	74	72	74	70	79	77	72	74
Disagree	11	11	14	20	12	10	12	8
Unsure	15	17	12	9	8	14	17	18
Margin of Error (95% certainty)	±2.2%	±6.5%	±5.7%	±7.0%	±7.0%	±4.5%	±4.7%	±7.0%



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 ± 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. To purchase a copy of this research, please contact Mary Lou Mendro, Director of Syndicated Studies, at marylou@probe-research.com.

For more information on this national survey, please contact:

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