

# WATER SECURITY AGENCY

2017

Drinking Water Study

May 2017



Report Compiled by

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# Background and Methodology

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## Background

In May 2017, the Saskatchewan Water Security Agency contracted Inshtrix Research Inc. to conduct a brief survey regarding public perceptions of drinking water in Saskatchewan. Similar studies have been annually since 2013.

## Methodology

Data were collected between May 9<sup>th</sup> and May 11<sup>th</sup>, 2017 using Inshtrix Research's SaskWatch™ Panel, an online panel consisting of more than 15,000 Saskatchewan residents. In total, 800 respondents completed the survey. Quotas were set to ensure that respondents matched the demographics of Saskatchewan residents. Specific quotas and response rates can be found below:

Data Collection Summary		
A. Complete	800	21.8%
B. Incomplete	1204	32.8%
C. Screened Out	1	<0.1%
D. Quota Full	180	4.9%
E. Interviews Not Started	1490	40.5%
F. Total	3675	100.0%
<b>Response Rate = (A/(F-D-C))</b>		<b>23%</b>

Quotas	Region	
<b>North</b>	156	19.5%
<b>Regina</b>	156	19.5%
<b>Saskatoon</b>	176	22.0%
<b>South</b>	312	39.0%
<b>Total</b>	<b>800</b>	100.0%

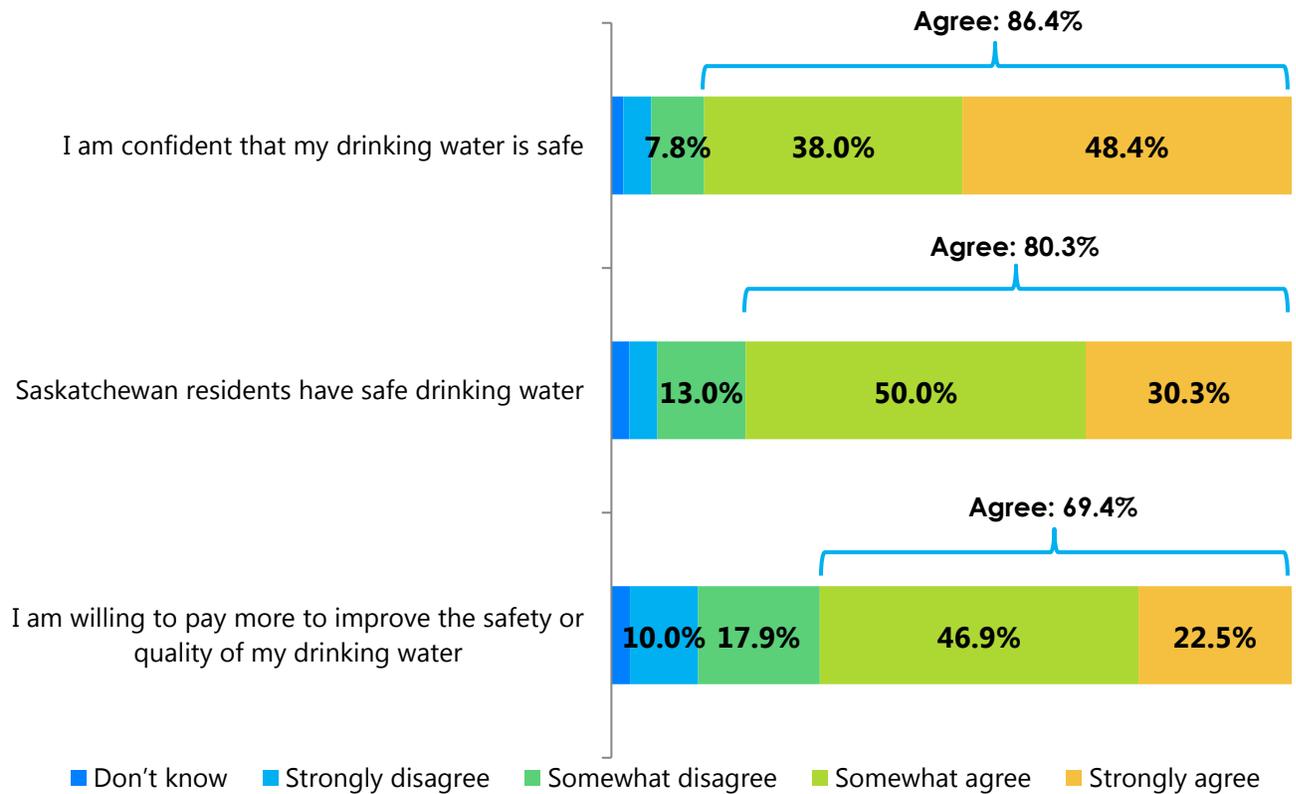
Quotas	Male		Female		Total	
<b>18-34</b>	122	15.3%	119	14.9%	241	30.1%
<b>35-54</b>	137	17.1%	141	17.6%	278	34.8%
<b>55+</b>	130	16.3%	151	18.9%	281	35.1%
<b>Total</b>	389	48.6%	411	51.4%	800	100.0%

# Study Results

## DRINKING WATER

### Current Assessment of Drinking Water

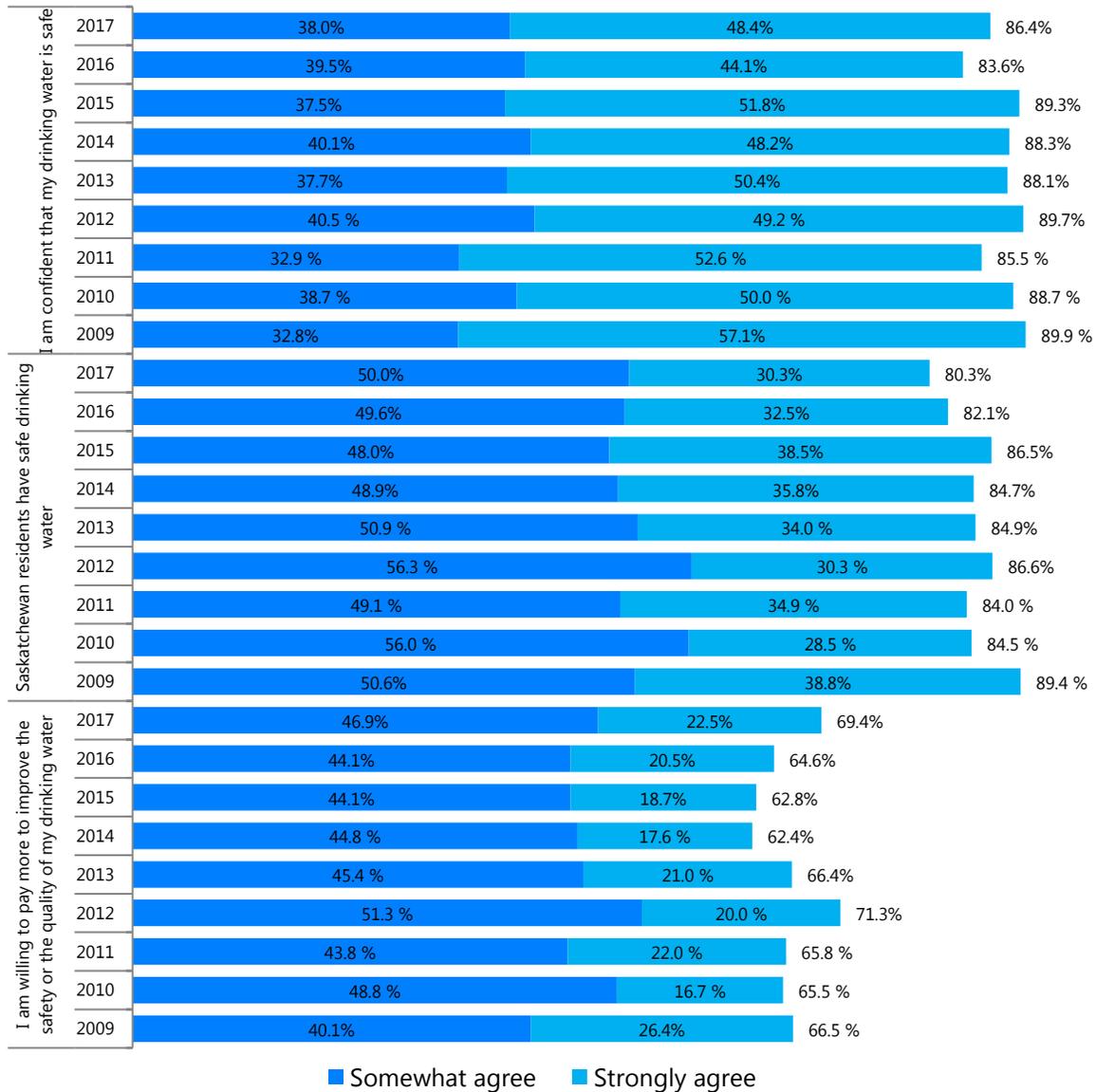
More than eight in ten are confident that their drinking water is safe and roughly eight in ten feel that drinking water for all Saskatchewan residents is safe. A strong majority say they are willing to pay more to improve the safety of their drinking water.



Q1. For each of the following statements, please indicate your level of agreement. Base: All respondents, n=800.

## Drinking Water Assessments over Time

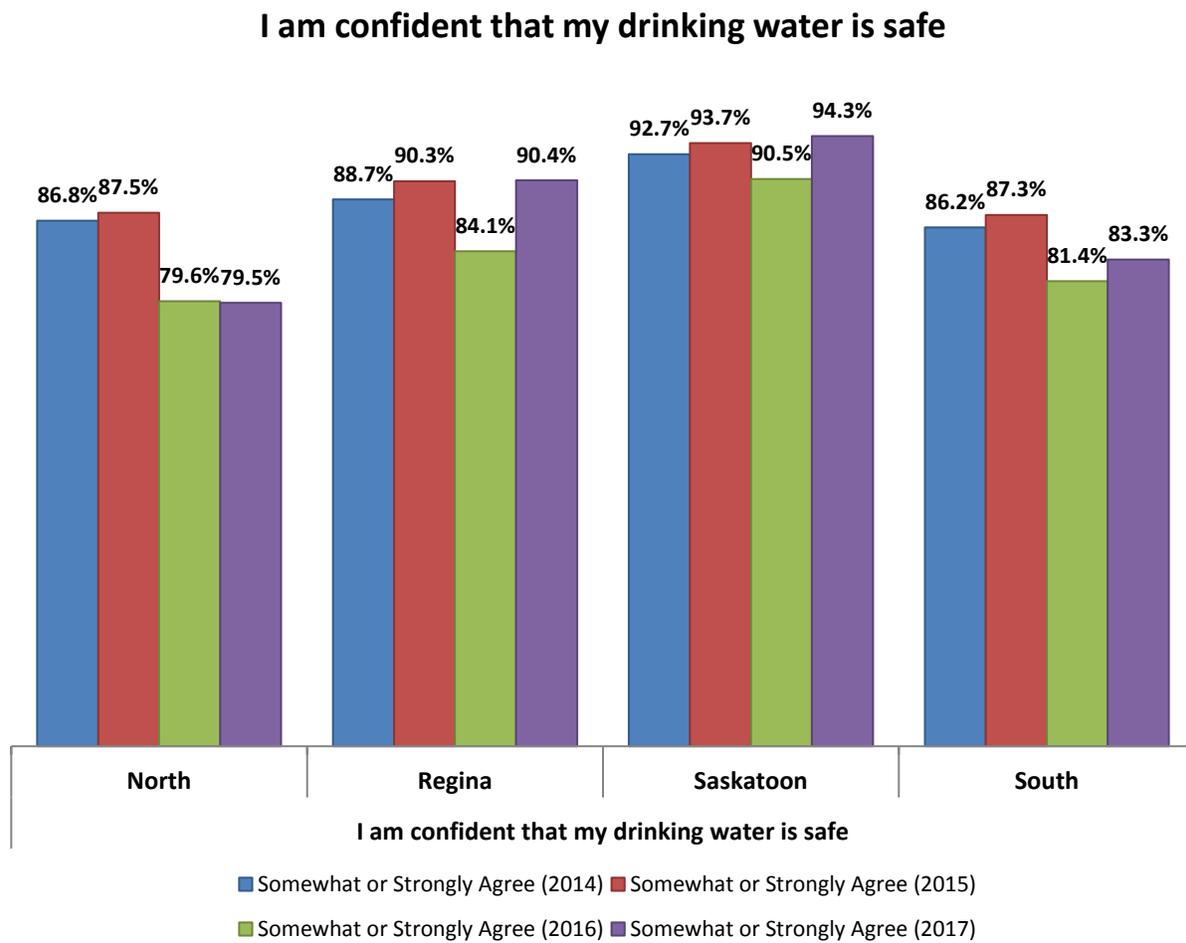
Trended results for willingness to pay more for safe drinking water has increased somewhat this year, along with confidence that one's drinking water is safe. The proportion that feel drinking water for all Saskatchewan residents is safe remains lower than in years past.



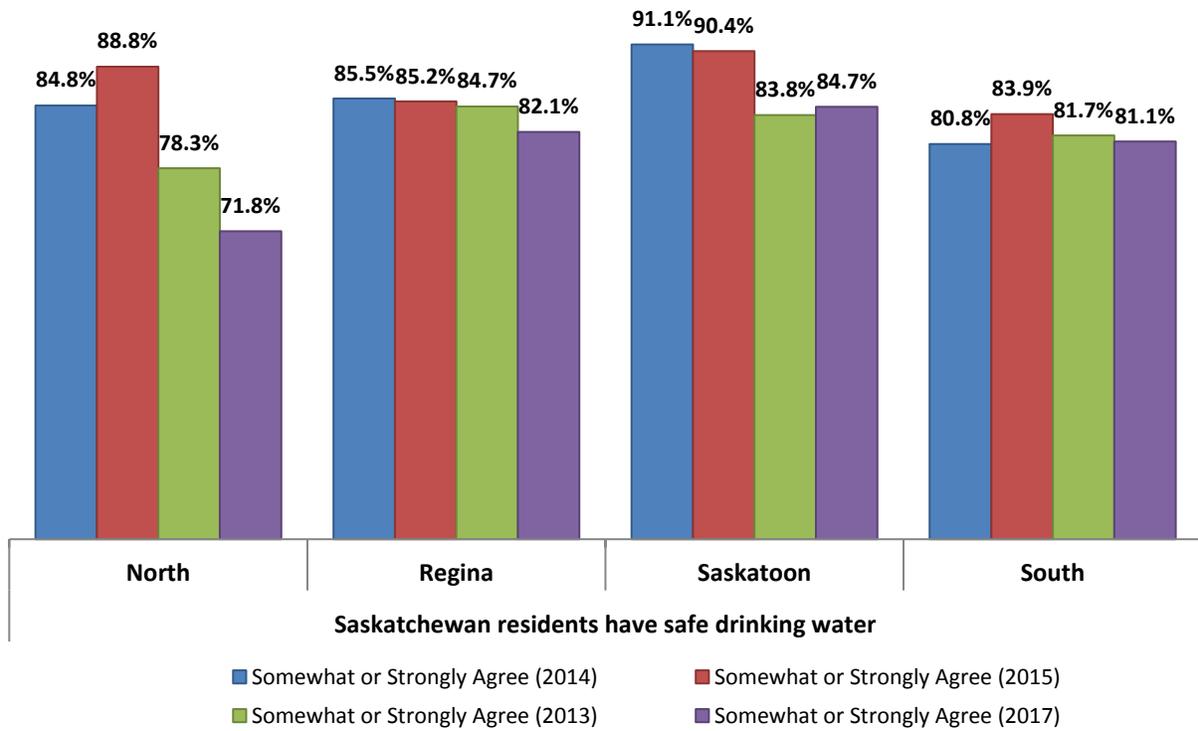
Q1. For each of the following statements, please indicate your level of agreement. Base: All respondents, n=800 (2017), n=805 (2016), n=807 (2015), n=801 (2014), n=801 (2013), n=600 (2012), n=601 (2011), n=600 (2010), n=665 (2009).

## Drinking Water Assessments by Region

Below are results breaking down the three statements by geographic regions and trended from 2014 to 2017. The statement "I am confident that my drinking water is safe" shows the lowest agreement in North (79.5%) with a proportion similar to last year (79.6%). The proportion increased above 2016 levels for all other regions. The statement "Saskatchewan residents have safe drinking water" increased slightly for Saskatoon residents. However, agreement decreased across all other regions, with the most significant drop by 6.5 percentage points between 2016 and 2017 for respondents living in Northern Saskatchewan.

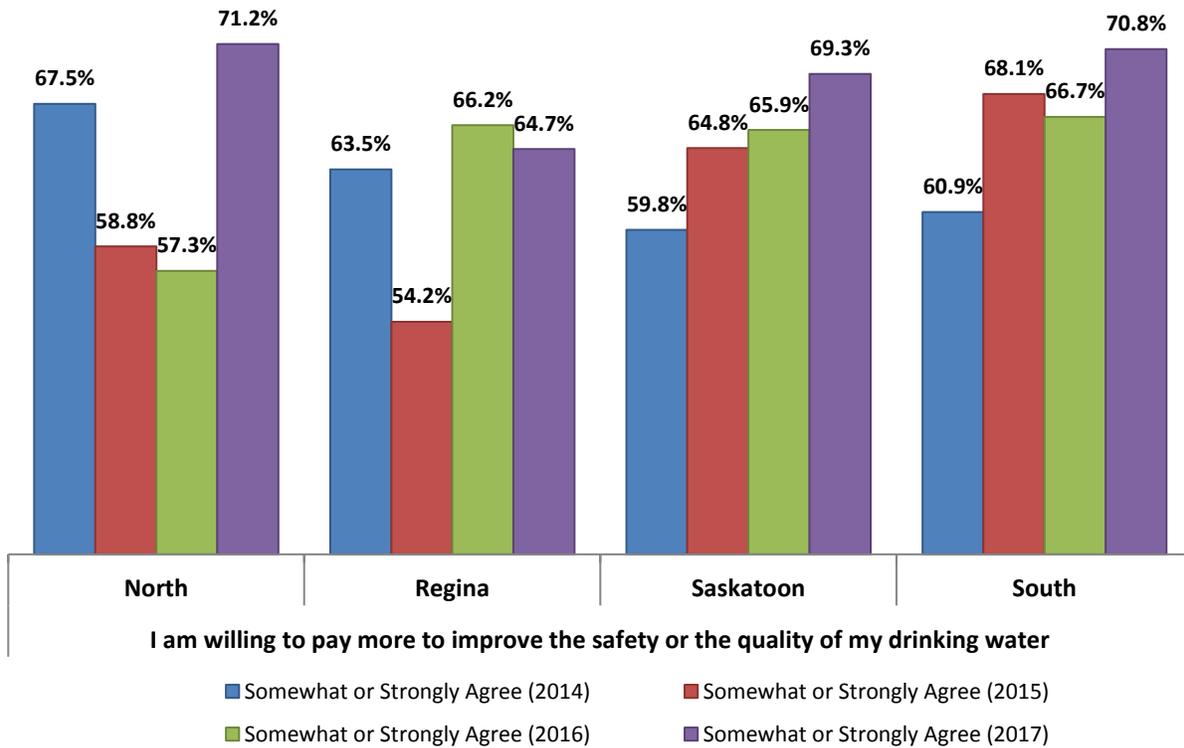


## Saskatchewan residents have safe drinking water



For the third statement, "I am willing to pay more to improve the safety or quality of my drinking water," agreement ratings increased to their highest levels since 2014, except in Regina where agreement ratings hold relatively steady.

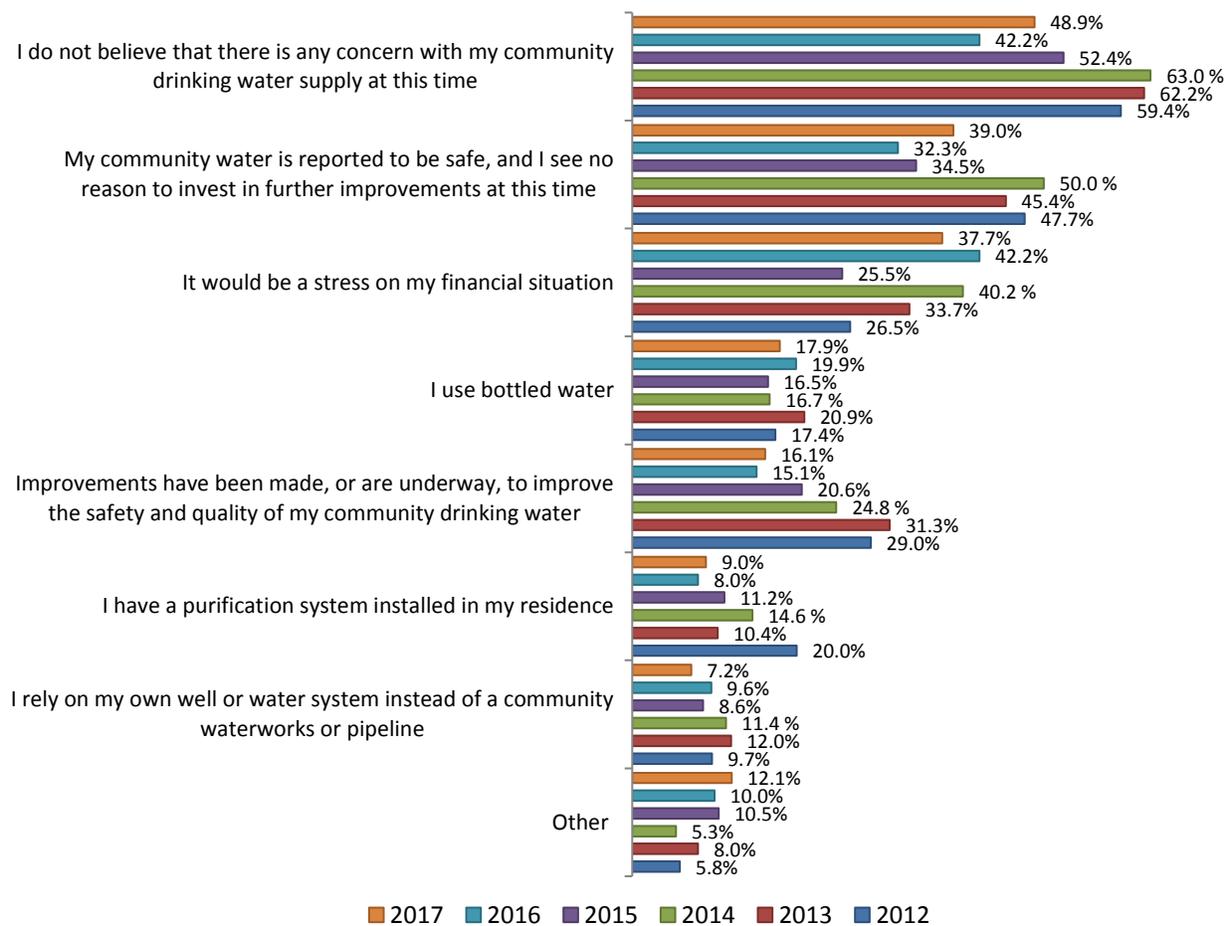
### I am willing to pay more to improve the safety or quality of my drinking water



## Resistance to Increased Payment

Respondents that either somewhat or strongly disagreed with the statement “I am willing to pay more to improve the safety or quality of my drinking water” were asked to choose reasons why they disagreed with this statement. The two primary reasons mentioned by respondents are: “I do not believe that there is any concern with my community drinking water supply at this time” and “My community water is reported to be safe, I see no reason to invest in further improvements at this time.” Proportions of respondents choosing each of these statements recorded equal increases of 6.7 percentage points between 2016 and 2017.

**Reasons not willing to pay more to improve the safety or quality of drinking water**



Q2. Which of the following reasons reflect why you are not willing to pay more to improve the safety or quality of your drinking water? Base: All respondents who either somewhat or strongly disagreed with the statement “I am willing to pay more to improve the safety or the quality of my drinking water”, n = 223 (2017), n=251 (2016), n=267 (2015), n=246 (2014), n=249 (2013), n=155 (2012). Multiple responses possible.