

2012

RBC Canadian Water Attitudes Study

CANADIANS BELIEVE WATER INFRASTRUCTURE IS IN GOOD CONDITION AND DON'T REALIZE THE NEED FOR INVESTMENT

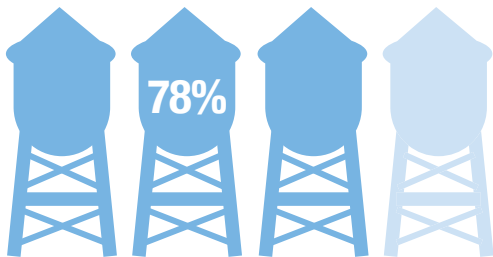
88% ARE CONFIDENT IN THE SAFETY AND QUALITY OF CANADA'S DRINKING WATER

MORE THAN 80%

feel there is no need for major and immediate investment in their community's drinking water/wastewater facilities, which they believe to be in good condition.

\$88 BILLION

IS NEEDED IN INVESTMENT TO UPGRADE INFRASTRUCTURE

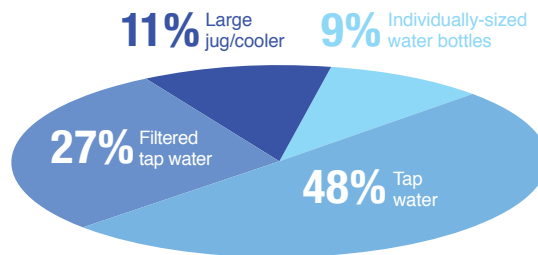


More than three-quarters of respondents stated their main source of water comes from the municipal water supply. However, one-third of Canadians who use municipal water are not very aware of the condition of the water and sewage infrastructure serving their own home.



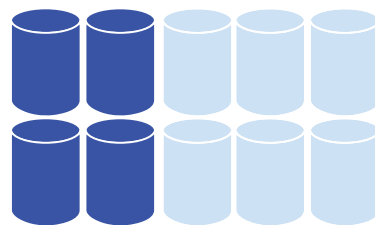
49% believe fresh water is Canada's most important natural resource (with the exception of Albertans who ranked fresh water second after oil).

TYPICAL SOURCE OF DRINKING WATER IN A CANADIAN HOME



4/10

Respondents regularly ordered tap water over bottled water in restaurants



TOP FIVE THINGS THAT UPSET CANADIANS THE MOST ABOUT WATER USAGE

- 48%** Watering the lawns when it just rained or is about to rain
- 29%** Flushing items down the toilet that should be disposed in another manner
- 24%** Hosing down the driveway
- 19%** Leaving a faucet running in a public place
- 18%** Using soap or shampoo to bathe in a lake



TOP FIVE THINGS CANADIANS ADMIT THEY HAVE KNOWINGLY DONE THEMSELVES

- 44%** Left the water running in the kitchen when washing and rinsing dishes
- 42%** Left the water running while brushing their teeth
- 18%** Allowed soapy water to run down a storm drain
- 14%** Flushed items down the toilet that should be disposed in another manner
- 12%** Hosed down the driveway



Canadians are confident in fresh water as a lasting resource but don't understand the potential impact inconsistent infrastructure maintenance can have on the supply, quality and cost of water.

