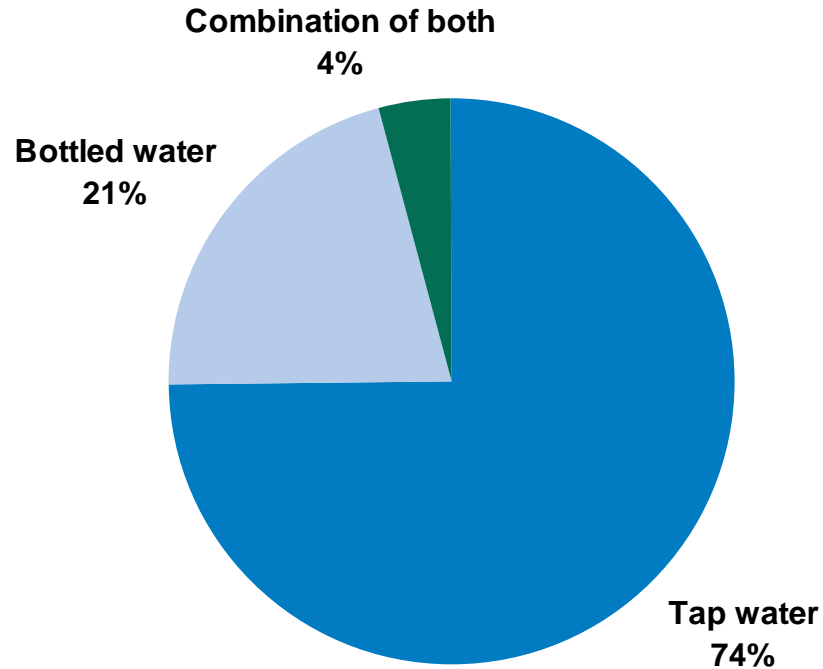


Type of Drinking Water Consumed Most Often

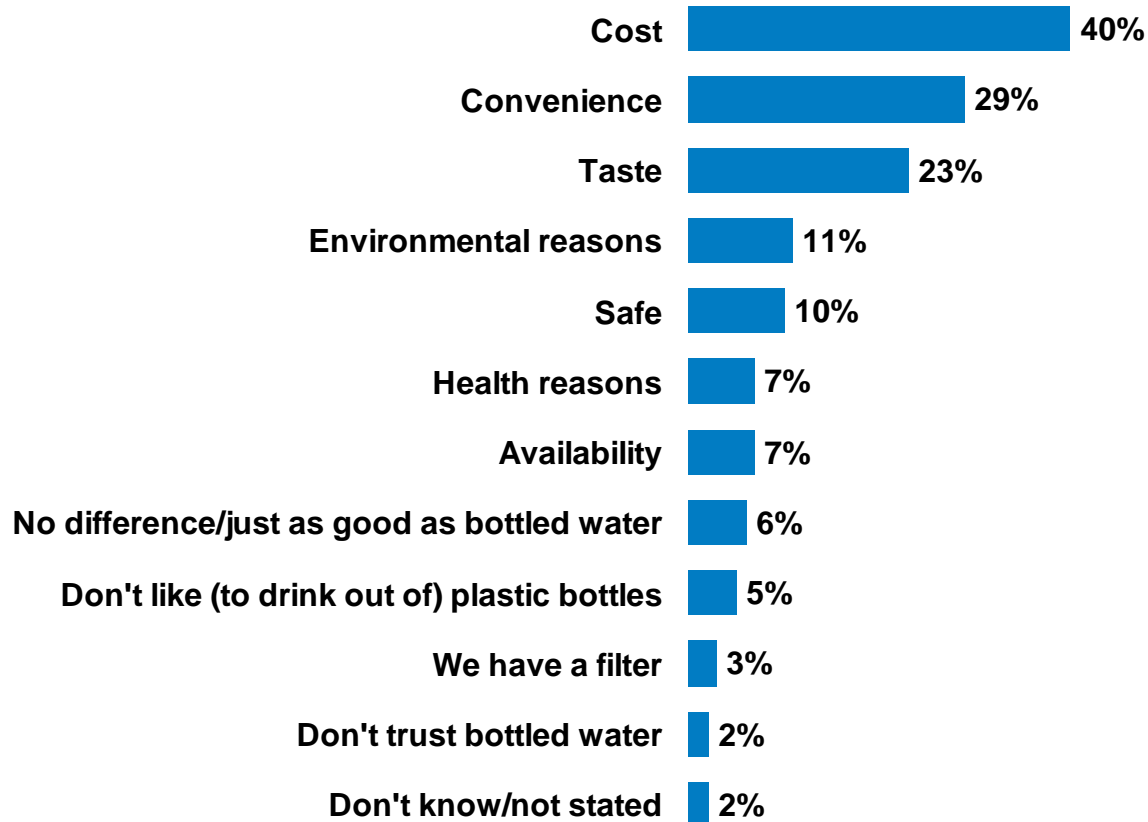
Q2. What type of drinking water do you personally consume most often? Please think about all the water that you drink in a typical day, whether that be at home, at work, or anywhere else.



Base: All respondents (n=800)

Reasons for Drinking Tap Water

Q3. What is the main reason why you usually drink tap water over bottled water? Any other reasons?



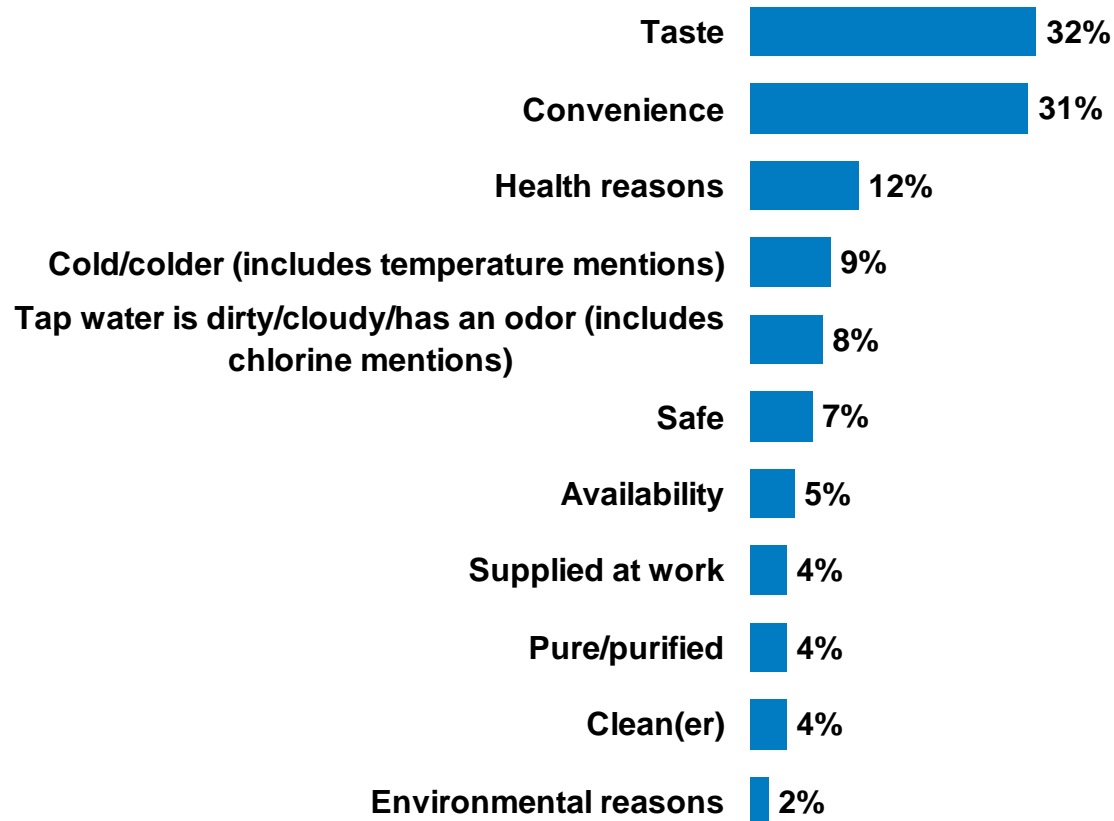
Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: Usually drink tap water (n=607)

Reasons for Drinking Bottled Water

Q4. What is the main reason why you usually drink bottled water over tap water? Any other reasons?



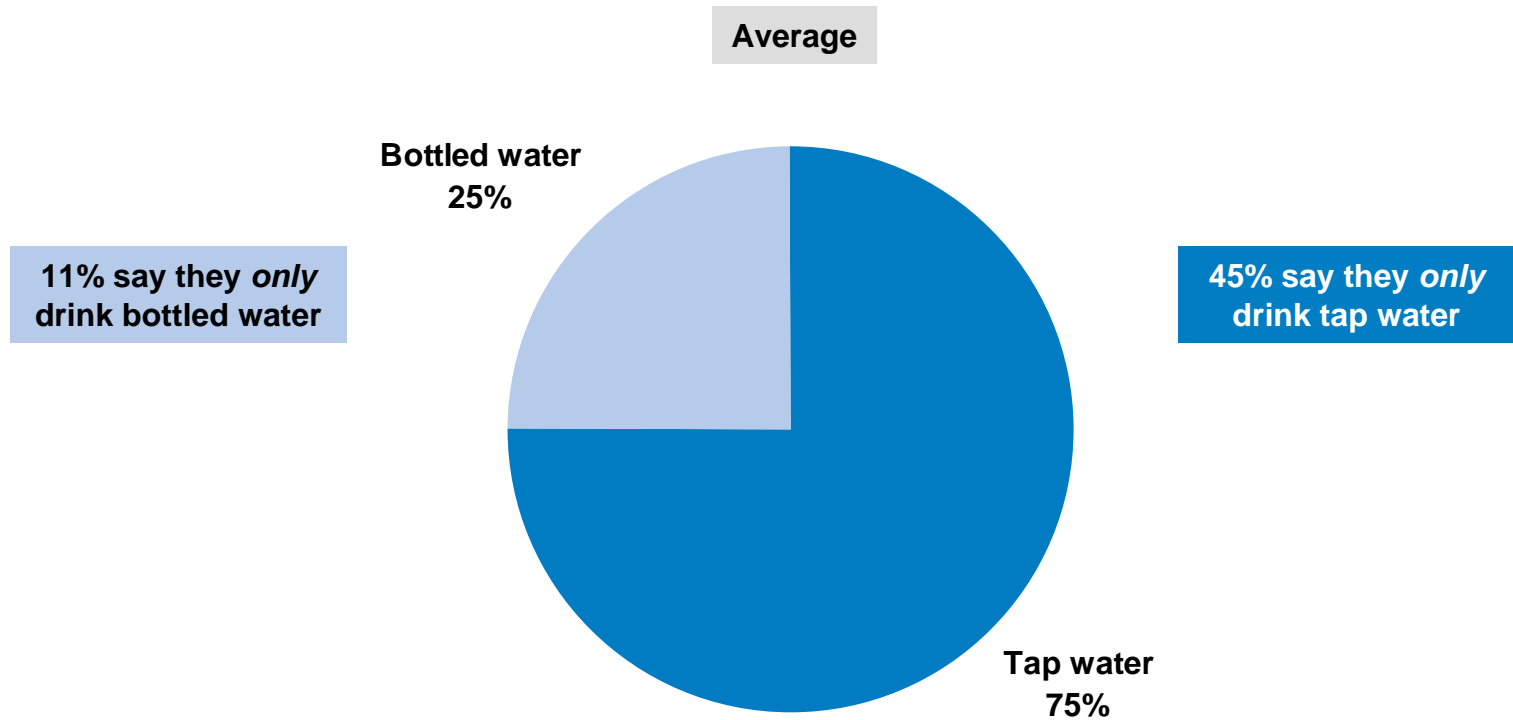
Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: Usually drink bottled water (n=162)

Percentage of Tap Water Versus Bottled Water

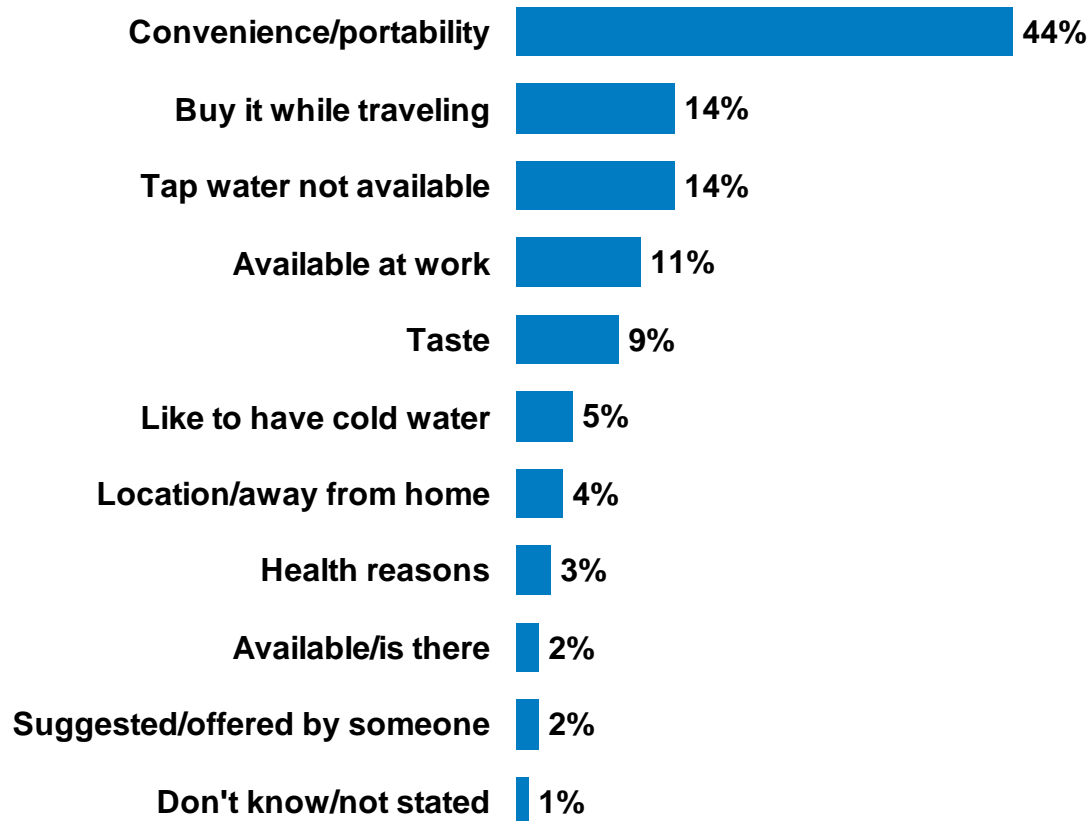
Q5. In a typical day, approximately what percentage of the water you drink is ...? And what percentage is...?



Base: All respondents (n=800)

Reasons Why Tap Water Drinkers Occasionally Drink Bottled Water

Q6. What is the main reason why you sometimes drink bottled water instead of tap water? Any other reasons?



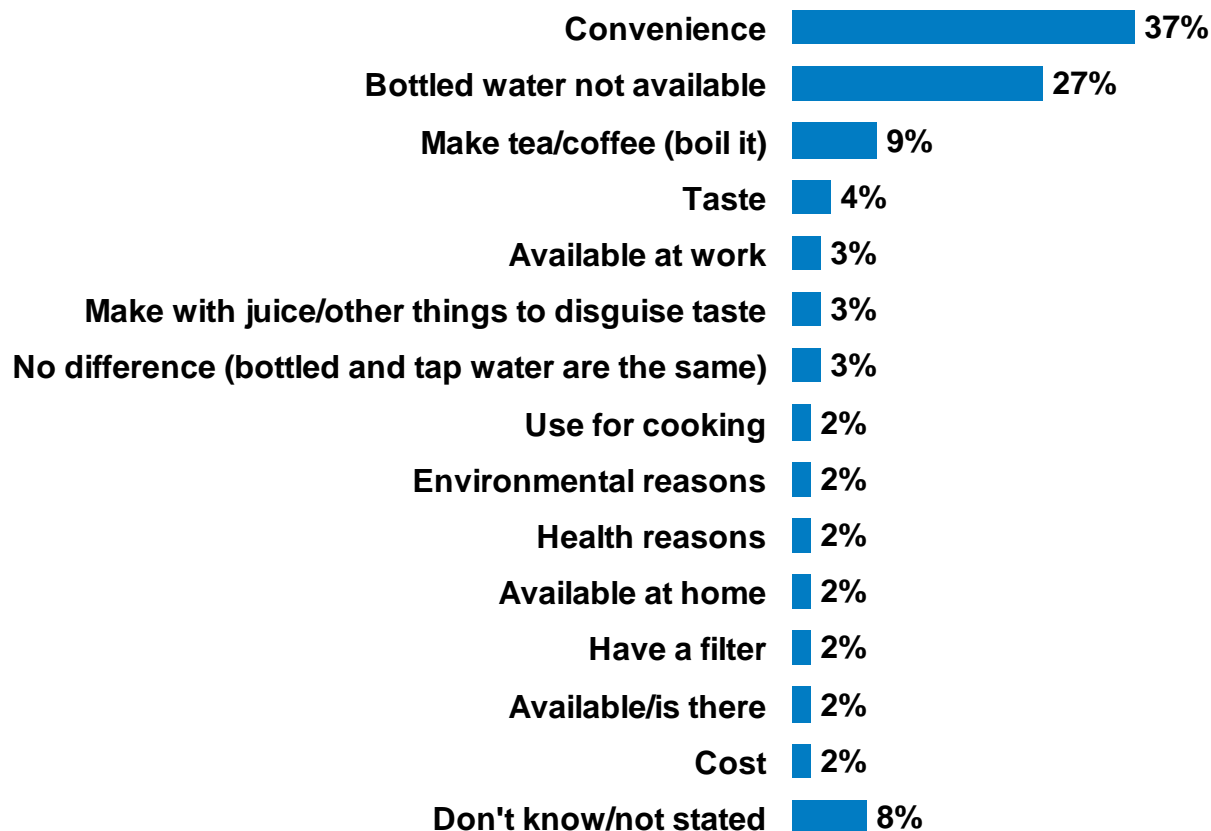
Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: Usually drink tap water but also sometimes drink bottled water (n=212)

Reasons Why Bottled Water Drinkers Occasionally Drink Tap Water

Q7. What is the main reason why you sometimes drink tap water instead of bottled water? Any other reasons?



Multiple mentions accepted.

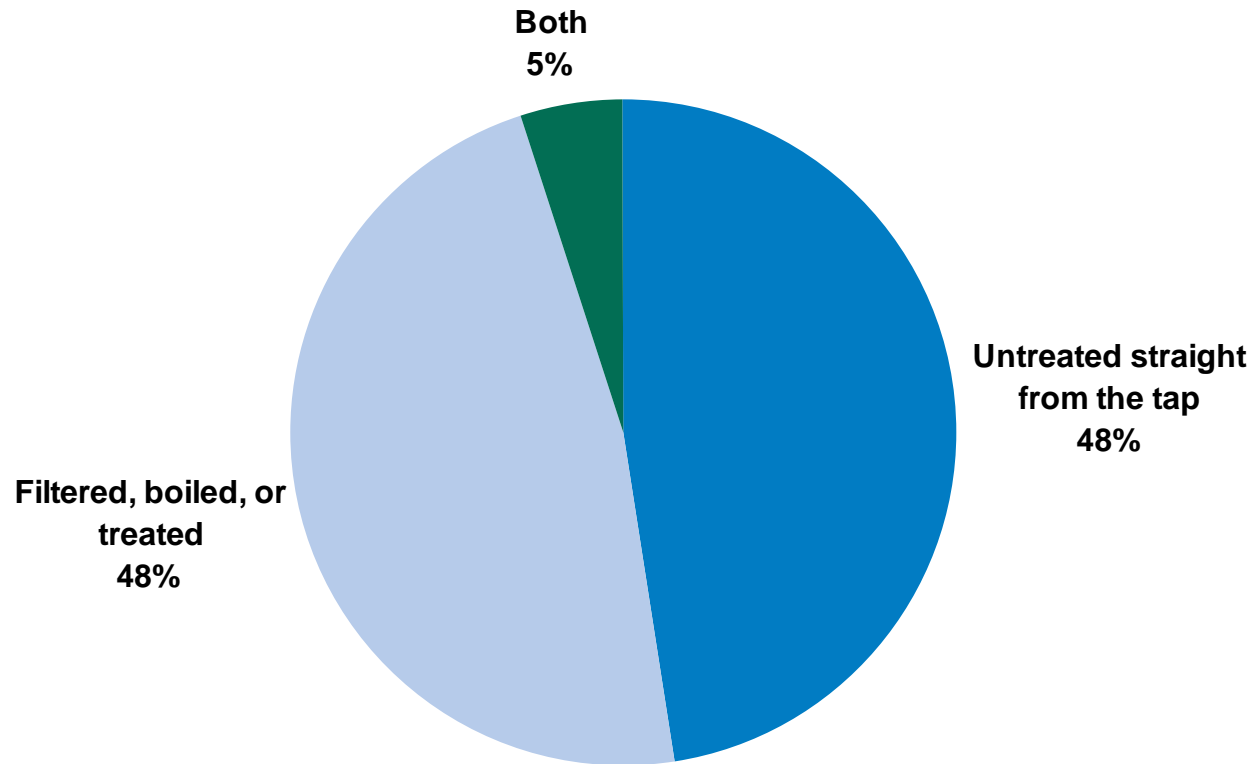
Only mentions of 2% or more are shown.

Base: Usually drink bottled water but also sometimes drink tap water (n=88*)

*Caution small sample size, interpret with caution.

Treatment of Tap Water

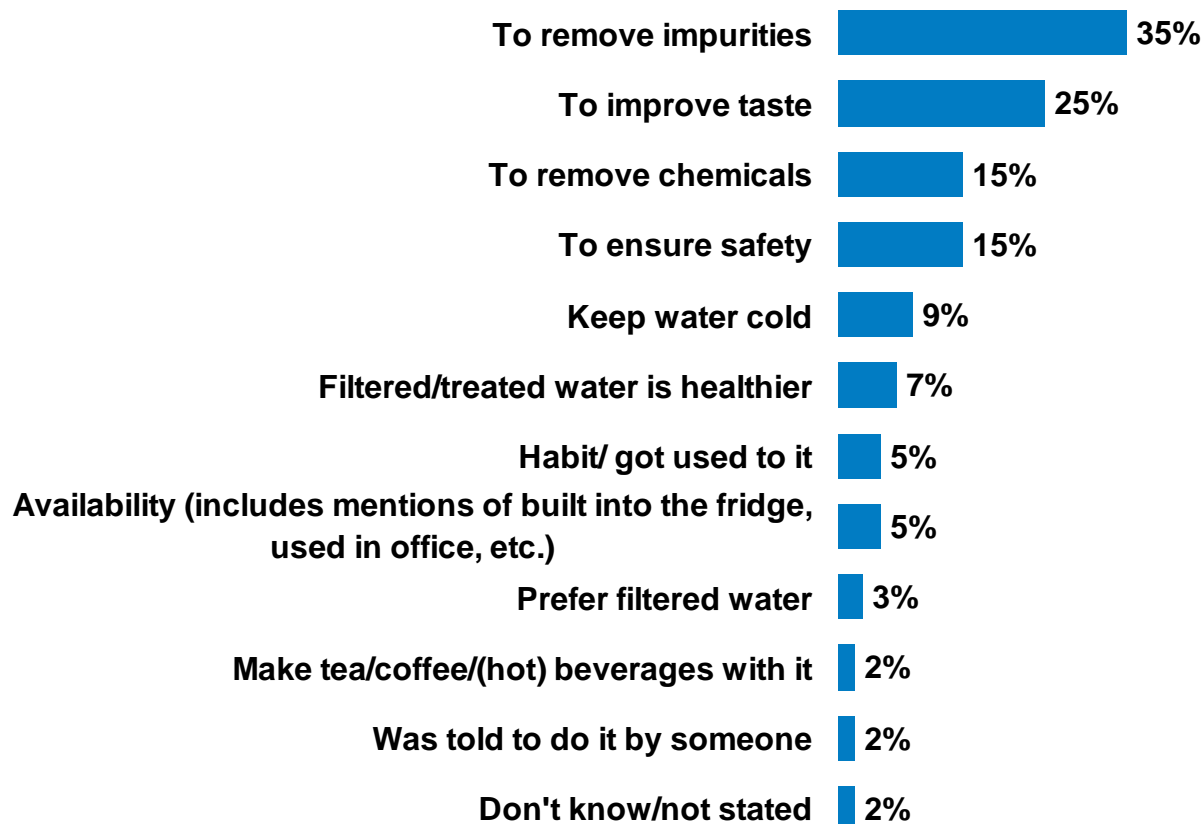
Q8. When drinking tap water, do you usually drink it straight from the tap or do you usually filter, boil, or treat it in some way?



Base: Tap water drinkers (e.g., at least 1% of the water they drink in a typical day is tap water) (n=716)

Reasons For Treating Tap Water

Q9. Why do you usually filter, boil, or treat tap water in some way before drinking it? Any other reasons?



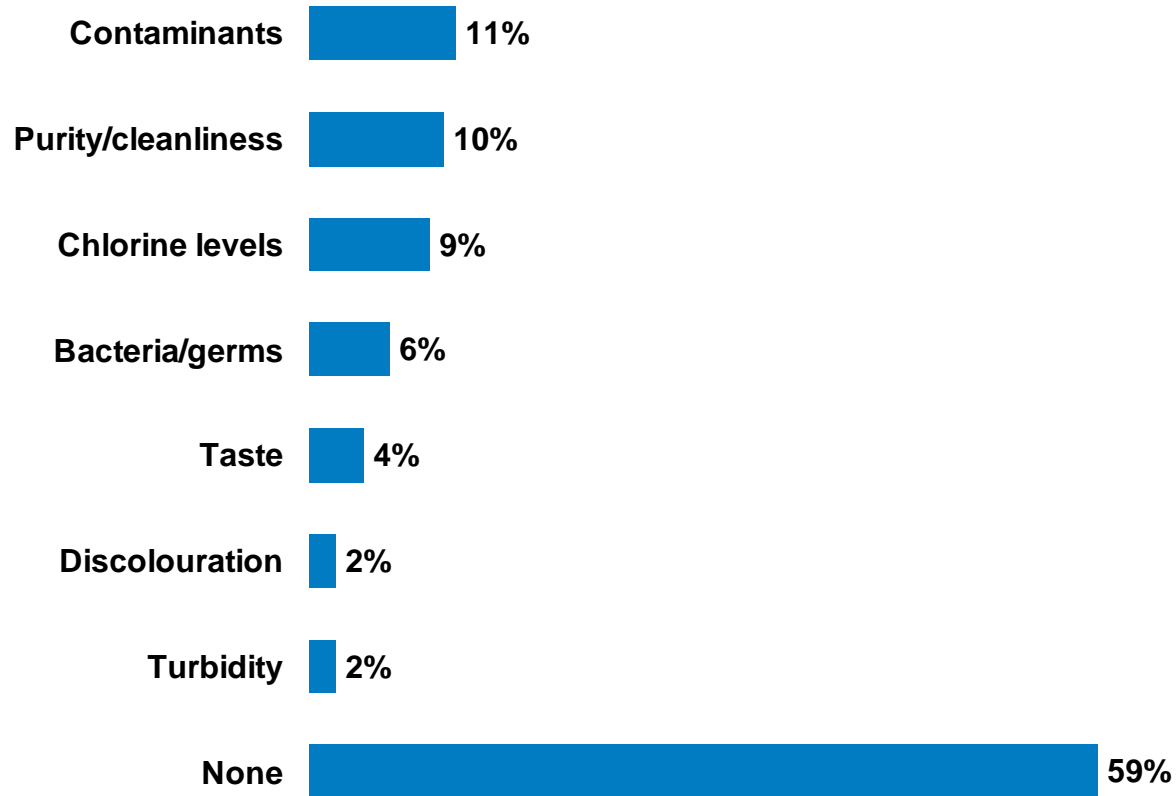
Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: Filter, boil, or treat tap water before drinking (n=332)

Concerns About Drinking Tap Water

Q11. What, if any, concerns do you have about drinking tap water? Any others?



Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: All respondents (n=800)

Concerns About Drinking Tap Water

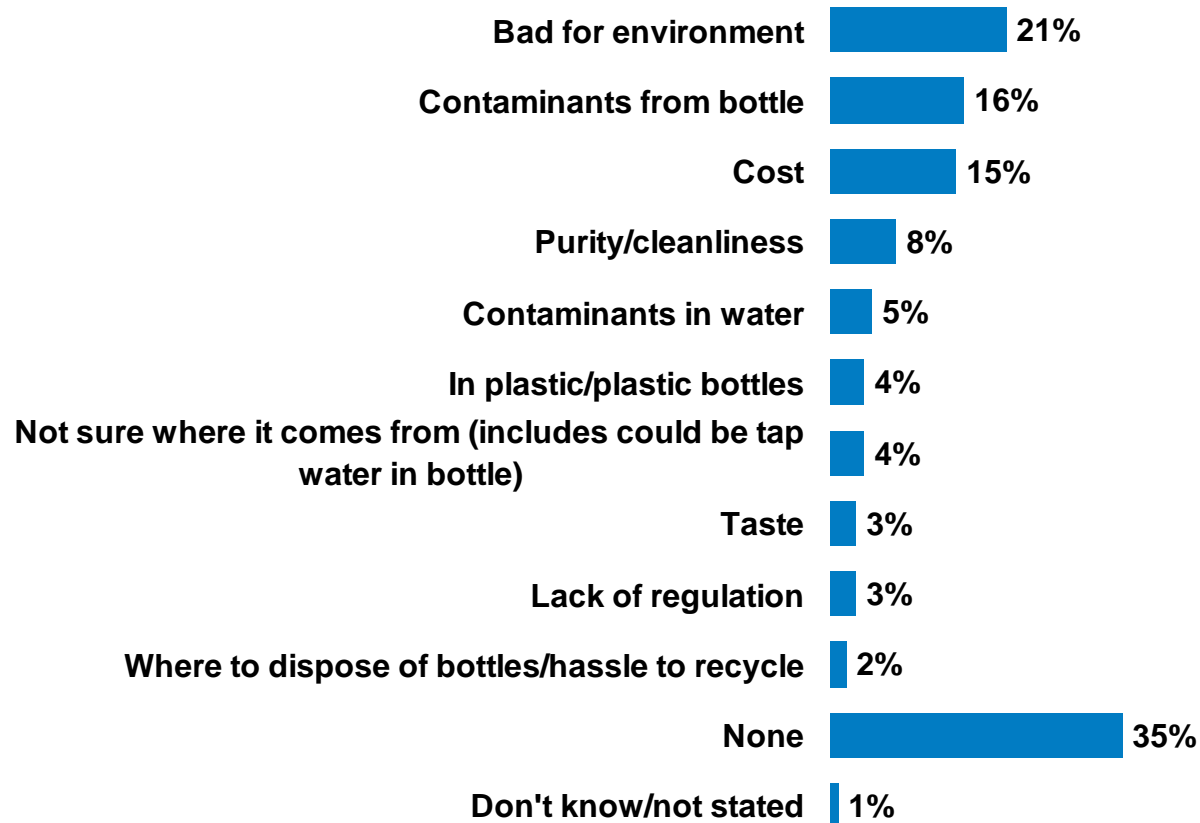
Q11. What, if any, concerns do you have about drinking tap water? Any others?

	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Contaminants	11%	8%	17%
Purity/cleanliness	10%	7%	19%
Chlorine levels	9%	8%	14%
Bacteria/germs	6%	4%	11%
Taste	4%	3%	8%
Discolouration	2%	2%	5%
Turbidity	2%	2%	1%
None	59%	68%	33%

 = Significant difference

Concerns About Drinking Bottled Water

Q12. What, if any, concerns do you have about drinking bottled water? Any others?



Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: All respondents (n=800)

Concerns About Drinking Bottled Water

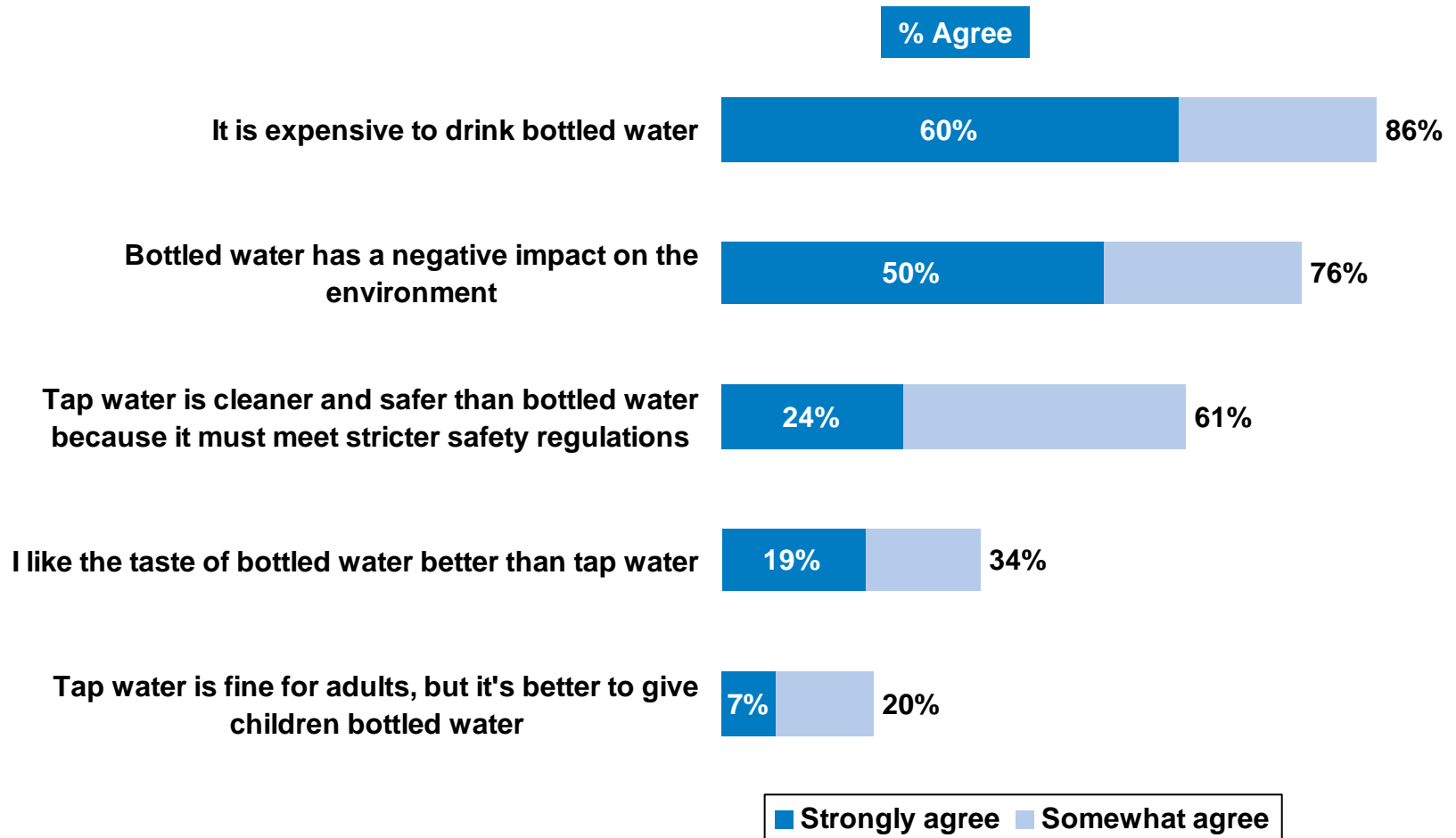
Q12. What, if any, concerns do you have about drinking bottled water? Any others?

	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Bad for environment	21%	24%	10%
Contaminants from bottle	16%	17%	15%
Cost	15%	18%	4%
Purity/cleanliness	8%	8%	8%
Contaminants in water	5%	6%	3%
In plastic/plastic bottles	4%	5%	3%
Not sure where it comes from (includes could be tap water in bottle)	4%	4%	3%
Taste	3%	3%	1%
Lack of regulation	3%	3%	<1%
Where to dispose of bottles/hassle to recycle	2%	3%	1%
None	35%	29%	53%
Don't know/not stated	1%	1%	0%

 = Significant difference

Agreement with Statements About Drinking Water

Q13. Please tell me the extent to which you agree or disagree with the following statements about drinking water.



Base: All respondents (n=800)

Agreement with Statements About Drinking Water

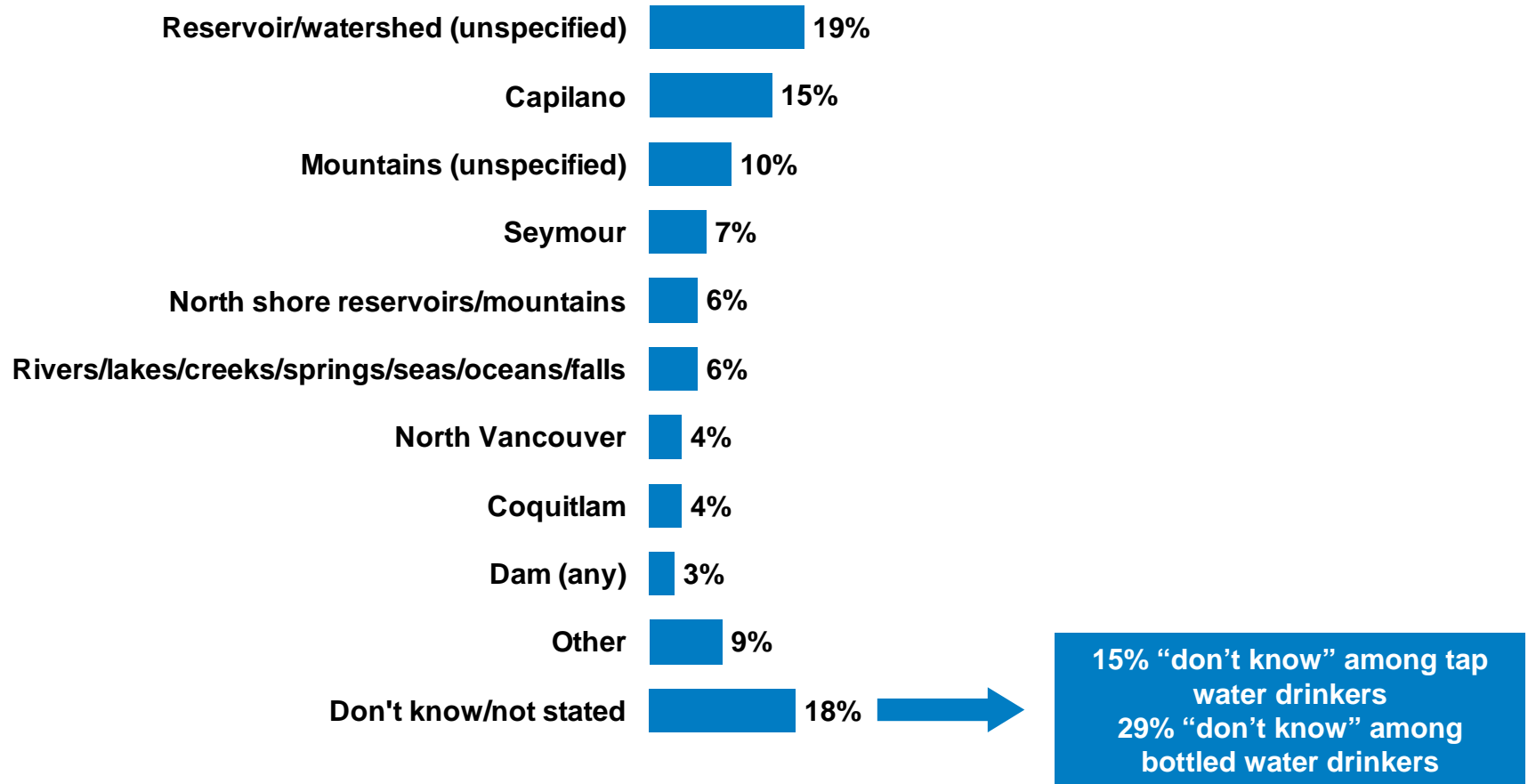
Q13. Please tell me the extent to which you agree or disagree with the following statements about drinking water.

	% Agree		
	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
It is expensive to drink bottled water	86%	92%	65%
Bottled water has a negative impact on the environment	76%	81%	57%
Tap water is cleaner and safer than bottled water because it must meet stricter safety regulations	61%	69%	38%
I like the taste of bottled water better than tap water	34%	19%	81%
Tap water is fine for adults, but it's better to give children bottled water	20%	14%	33%

 = Significant difference

Source of Metro Vancouver's Tap Water

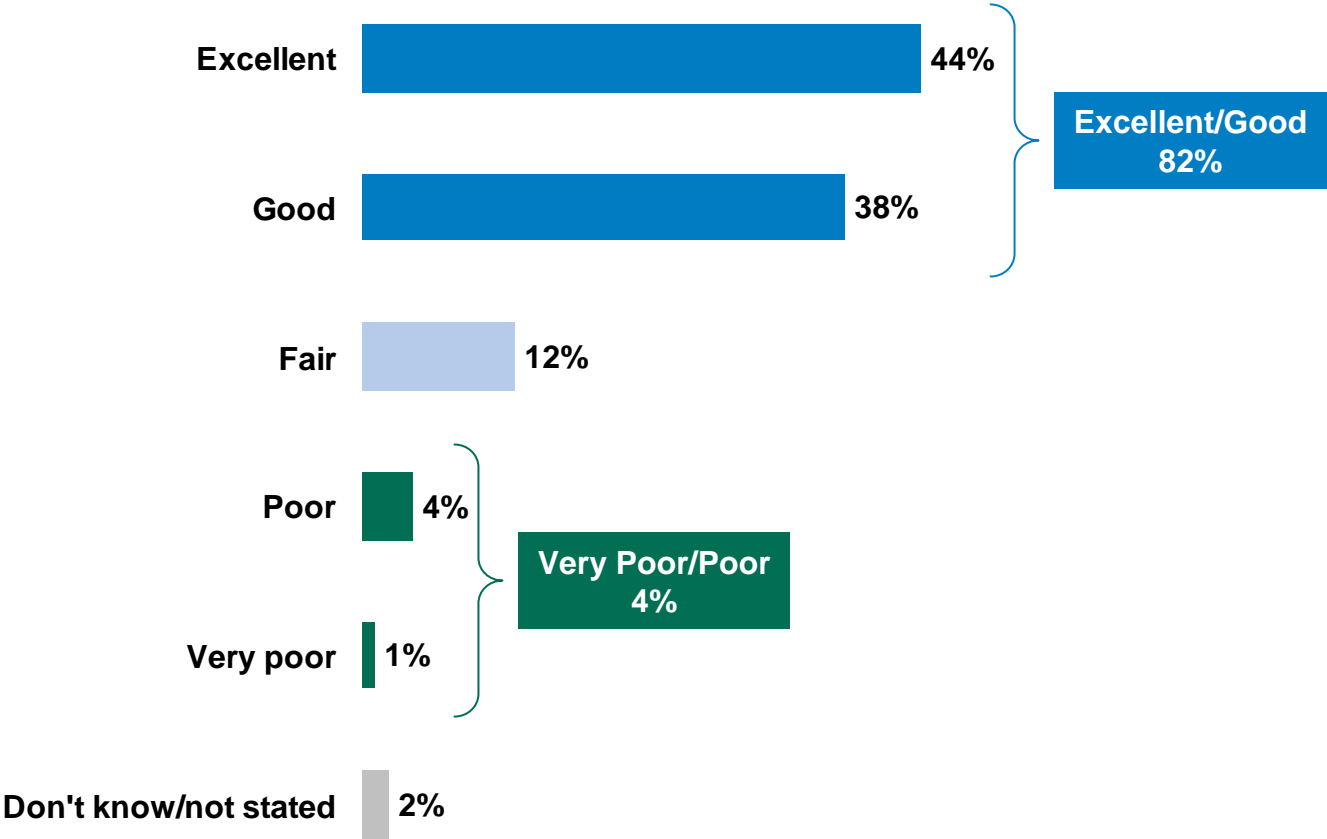
Q14. To the best of your knowledge, where does Metro Vancouver get its tap water?
That is, what is the source of Metro Vancouver's tap water?



Base: All respondents (n=800)

Overall Quality of Metro Vancouver's Tap Water

Q15. How would you rate the overall quality of Metro Vancouver's tap water? Would you say ...?



Base: All respondents (n=800)

Overall Quality of Metro Vancouver's Tap Water

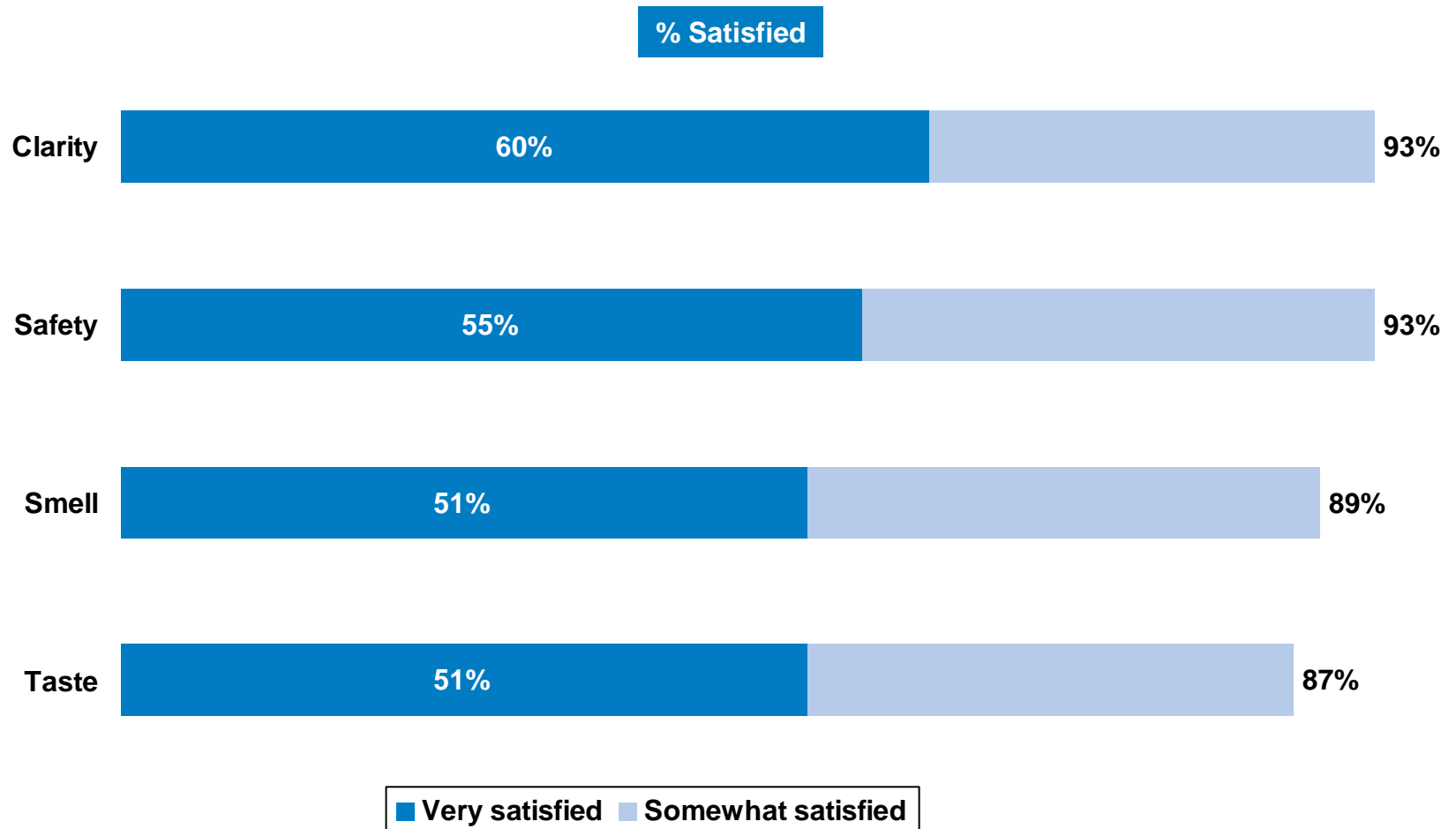
Q15. How would you rate the overall quality of Metro Vancouver's tap water? Would you say ...?

	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Excellent	44%	52%	20%
Good	38%	38%	35%
Fair	12%	6%	29%
Poor	4%	2%	8%
Very poor	1%	0%	2%
Don't know/not stated	2%	1%	6%
Excellent/Good	82%	91%	55%
Very poor/Poor	4%	2%	10%

 = Significant difference

Satisfaction with Specific Aspects of Metro Vancouver's Tap Water

Q17. How satisfied are you with each of the following aspects of Metro Vancouver's tap water?



Base: All respondents (n=800)

Satisfaction with Specific Aspects of Metro Vancouver's Tap Water

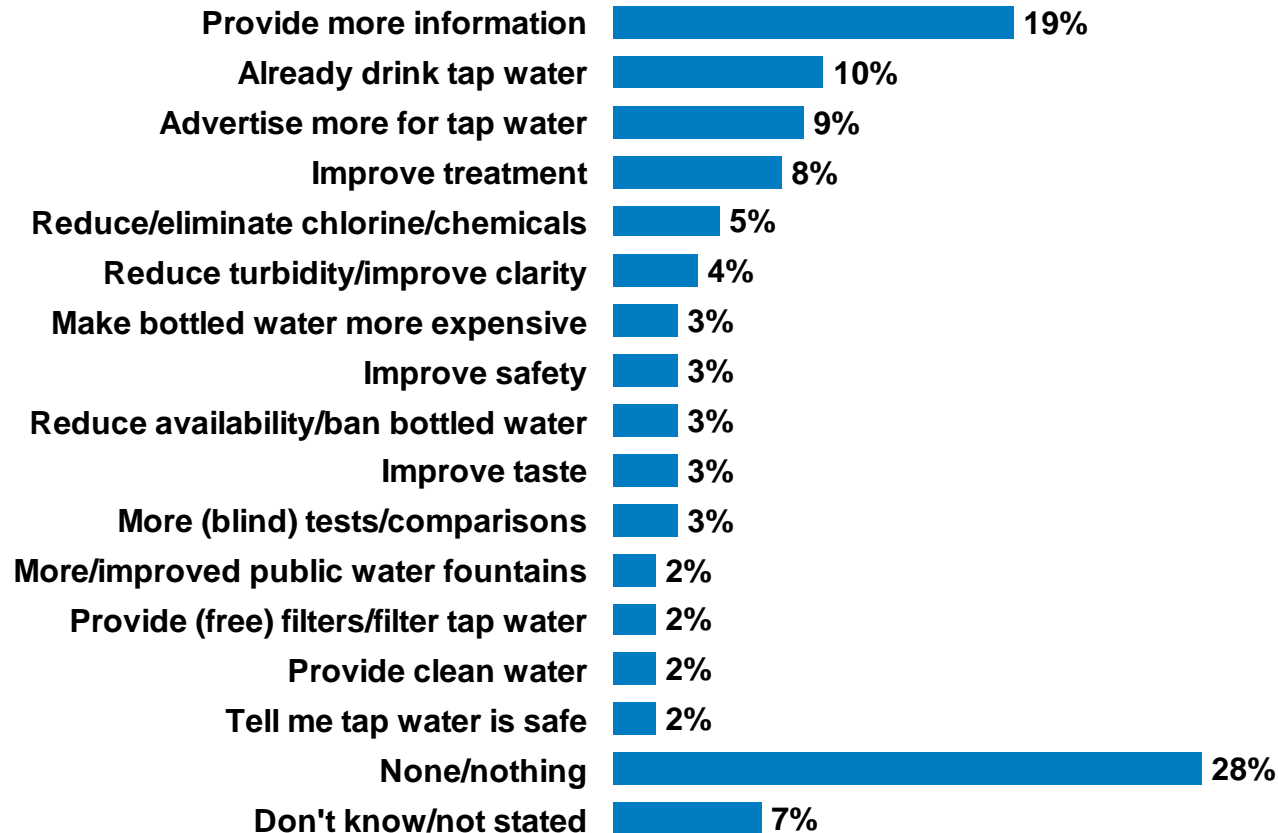
Q17. How satisfied are you with each of the following aspects of Metro Vancouver's tap water?

	% Satisfied		
	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Clarity	93%	97%	77%
Safety	93%	96%	81%
Smell	89%	94%	70%
Taste	87%	96%	57%

 = Significant difference

Suggestions for Encouraging Residents to Drink More Tap Water

Q18. What, if anything, could Metro Vancouver do to encourage you to drink more tap water instead of bottled water? Anything else?



Multiple mentions accepted.

Only mentions of 2% or more are shown.

Base: All respondents (n=800)

Suggestions for Encouraging Residents to Drink More Tap Water

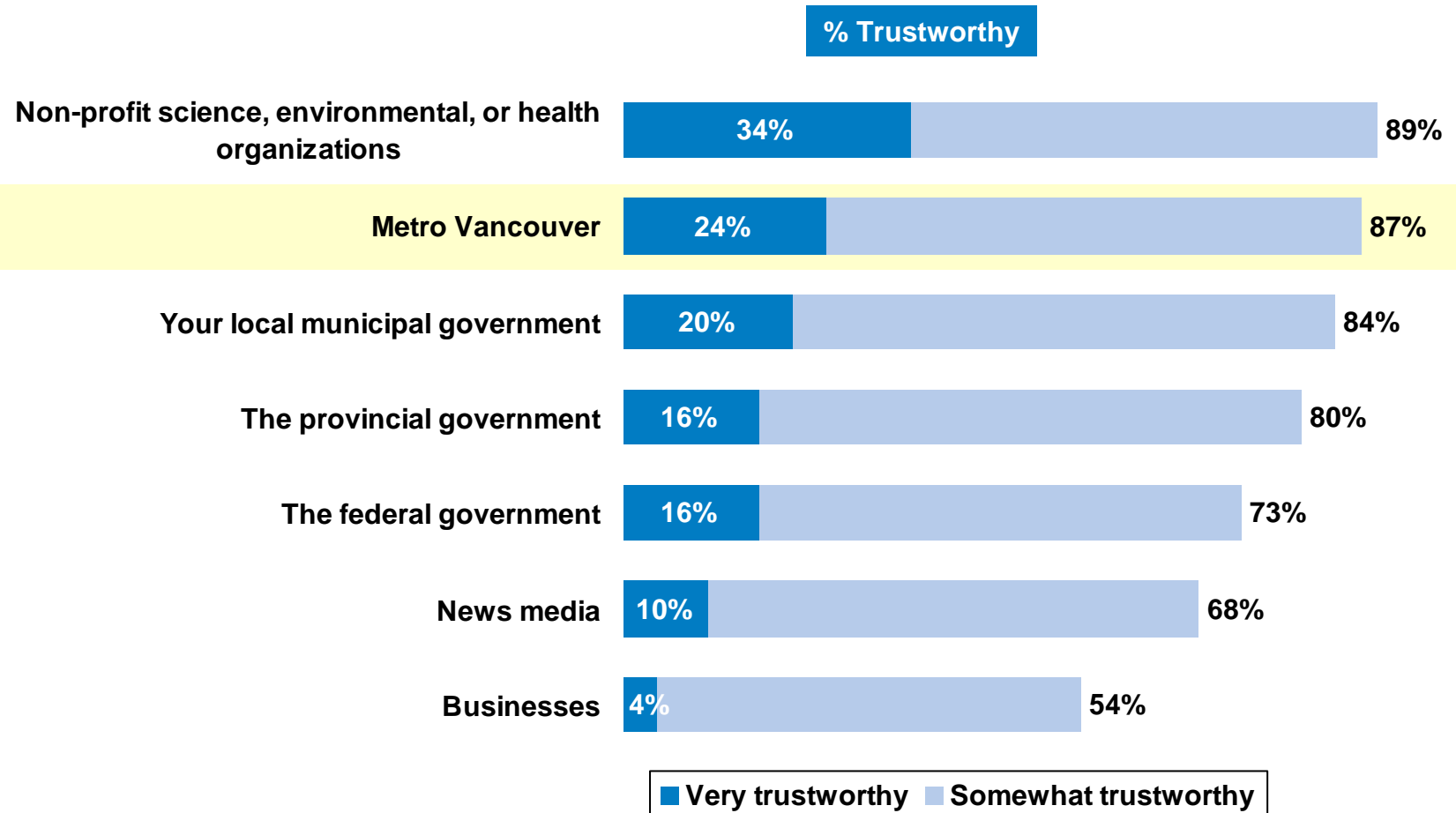
Q18. What, if anything, could Metro Vancouver do to encourage you to drink more tap water instead of bottled water? Anything else?

	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Provide more information	19%	20%	14%
Already drink tap water	10%	13%	2%
Advertise more for tap water	9%	11%	5%
Improve treatment	8%	5%	17%
Reduce/eliminate chlorine/chemicals	5%	3%	9%
Reduce turbidity/improve clarity	4%	3%	9%
Make bottled water more expensive	3%	4%	1%
Improve safety	3%	2%	6%
Reduce availability/ban bottled water	3%	3%	2%
Improve taste	3%	1%	9%
More (blind) tests/comparisons	3%	3%	2%
More/improved public water fountains	2%	2%	2%
Provide (free) filters/filter tap water	2%	2%	2%
Provide clean water	2%	1%	5%
Tell me tap water is safe	2%	2%	3%
None/nothing	28%	30%	23%
Don't know/not stated	7%	6%	10%

 = Significant difference

Trustworthy Information Sources

Q19. I'm going to read a list of different sources of information about drinking water, including both tap water and bottled water. For each one, please tell me if you consider this to be a trustworthy or untrustworthy source of information.



Base: All respondents (n=800)

Trustworthy Information Sources

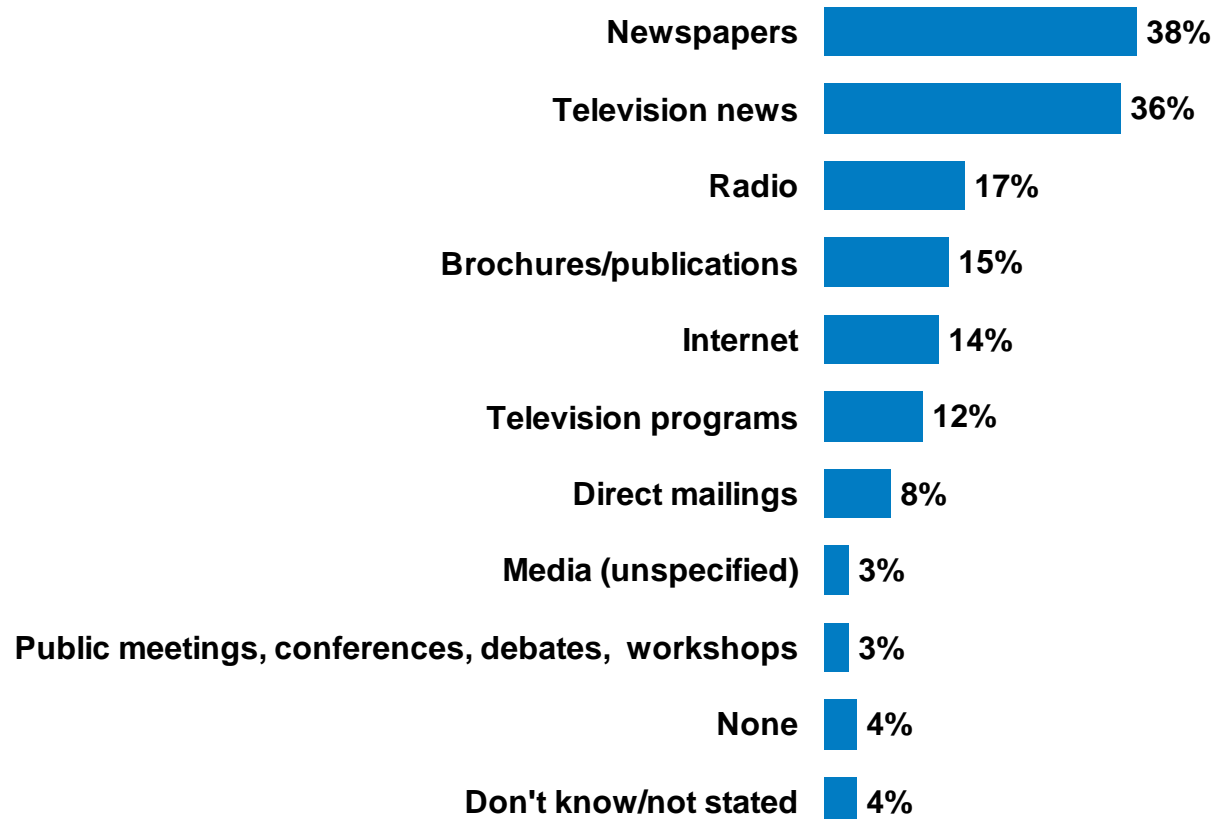
Q19. I'm going to read a list of different sources of information about drinking water, including both tap water and bottled water. For each one, please tell me if you consider this to be a trustworthy or untrustworthy source of information.

	% Trustworthy		
	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Non-profit science, environmental, or health organizations	89%	90%	86%
Metro Vancouver	87%	90%	80%
Your local municipal government	84%	88%	71%
The provincial government	80%	82%	73%
The federal government	73%	75%	69%
News media	68%	71%	60%
Businesses	54%	53%	58%

 = Significant difference

Preferred Communication Channels

Q21. What is the best way for Metro Vancouver to communicate with you about the region's drinking water supply? Any others?



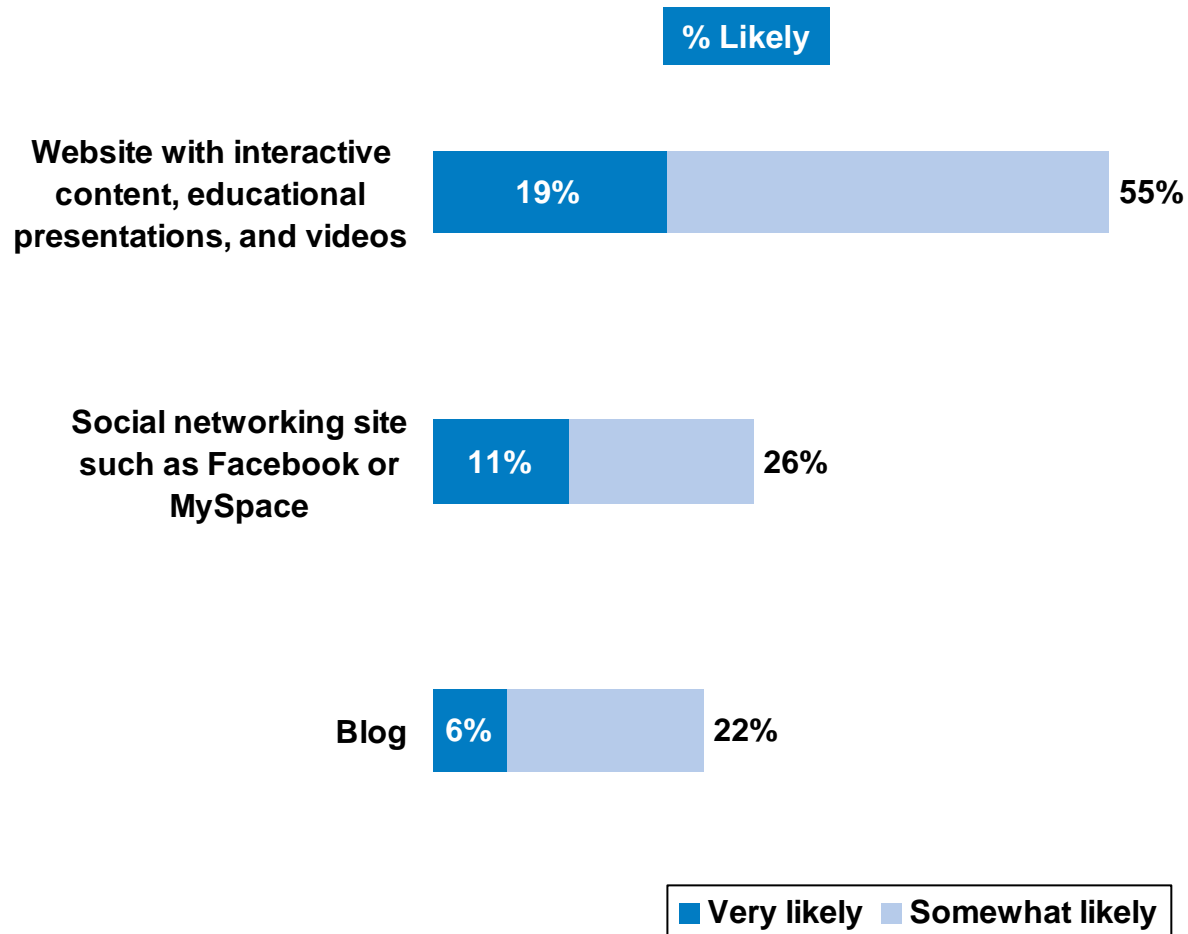
Multiple mentions accepted.

Only mentions of 3% or more are shown.

Base: All respondents (n=800)

Likelihood of Visiting Various Online Information Sources

Q22. How likely would you be to visit a ... to learn more about Metro Vancouver's drinking water supply?



Base: All respondents (n=800)

Likelihood of Visiting Various Online Information Sources

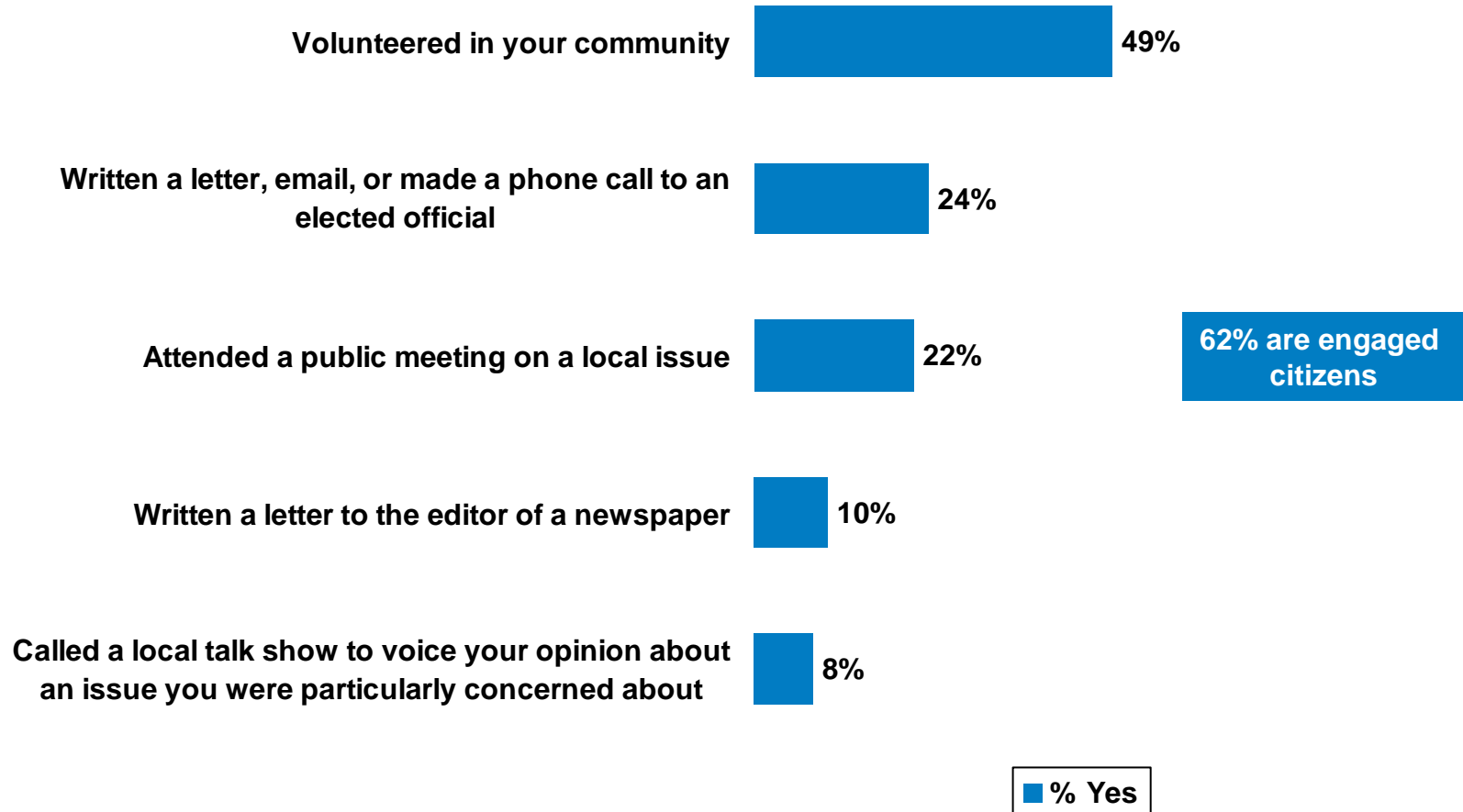
Q22. How likely would you be to visit a ... to learn more about Metro Vancouver's drinking water supply?

	% Likely		
	Total (n=800)	Tap Water Drinkers (n=607)	Bottled Water Drinkers (n=162)
Website with interactive content, educational presentations, and videos	55%	55%	55%
Social networking site such as Facebook or MySpace	26%	22%	40%
Blog	22%	22%	16%

 = Significant difference

Citizen Engagement

Q25. In the past twelve months, have you ...?



Base: All respondents (n=800)

Demographics

	All Respondents (n=800)
Gender:	
Male	48%
Female	52%
Age:	
18 to 24	9%
25 to 34	20%
35 to 44	20%
45 to 54	21%
55 to 64	14%
65 or older	15%
<i>Mean</i>	46 years
Education:	
High school or less	20%
Postsecondary	34%
University degree	45%
Household Income:	
Under \$60,000	34%
\$60,000 to just under \$120,000	37%
\$120,000 or more	13%

Demographics (cont'd)

	All Respondents (n=800)
Community:	
Vancouver/Burnaby/New Westminster	42%
North Shore	8%
Northeast	13%
South of Fraser	37%
Number of Years Residing in Metro Vancouver:	
0 to 20	43%
21 to 40	37%
41 or more	20%
<i>Mean</i>	<i>27 years</i>
Birth Place:	
Born in Canada	65%
Moved here from someplace else	35%
Language First Spoken:	
English	69%
Other	31%