

WATER SECURITY AGENCY

2016

Drinking Water Study

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insightrix®

Report Compiled by
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Background and Methodology

Background

In May 2016, The Saskatchewan Water Security Agency contracted Inshtrix Research Inc. to conduct a brief follow-up to the Ministry of the Environment Drinking Water survey. A similar follow-up was conducted in 2013, 2014, and 2015. In order to complete the follow-up research, Inshtrix utilized its SaskWatch Research™ online panel to ask two questions related to drinking water in Saskatchewan. These questions were kept the same as those asked in the 2013 Drinking Water Survey in order for results to be compared and trended with the results of previous studies.

Methodology

Data was collected between May 10th and May 13th, 2016 using Inshtrix Research's SaskWatch™ Panel, an online panel of over 15,000 Saskatchewan residents. In total, 805 respondents completed the survey. Additionally, 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	805	34.0%
B. Incomplete	411	6.7%
C. Screened Out	3	0.1%
D. Quota Full	195	9.2%
E. Interviews Not Started	1703	50.0%
F. Total	3117	100.0%
Response Rate = (A/(F-D-C))		25%

To make the study representative of the population of Saskatchewan, quotas were set to match the demographics of Saskatchewan residents:

Quotas	Region	
North	157	19.5%
Regina	157	19.5%
Saskatoon	179	22.2%
South	312	38.8%
Total	805	100.0%

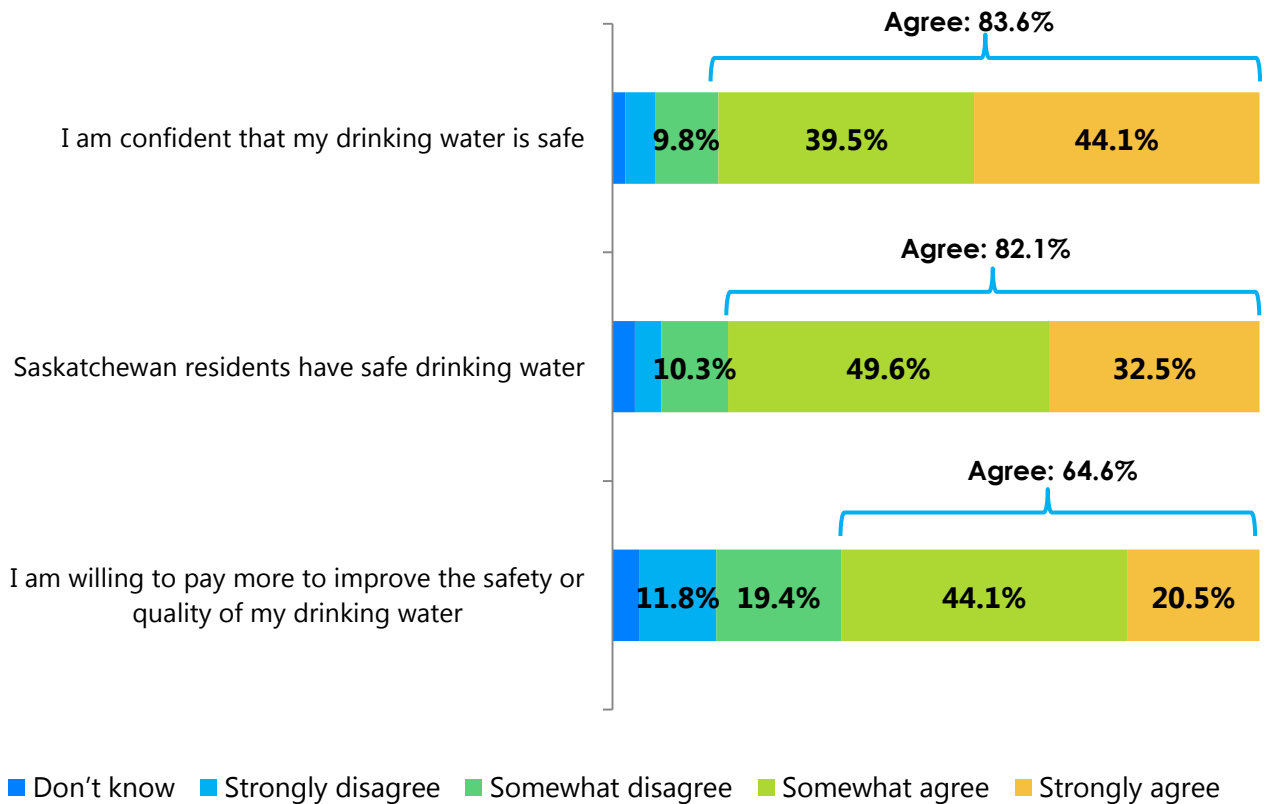
Quotas	Male		Female		Total	
18-34	119	14.7%	117	14.5%	236	29.2%
35-54	141	17.5%	144	17.8%	285	35.3%
55+	135	16.7%	151	18.7%	286	35.4%
Total	395	48.9%	412	51.1%	807	100.0%

Study Results

DRINKING WATER

Current Assessment of Drinking Water

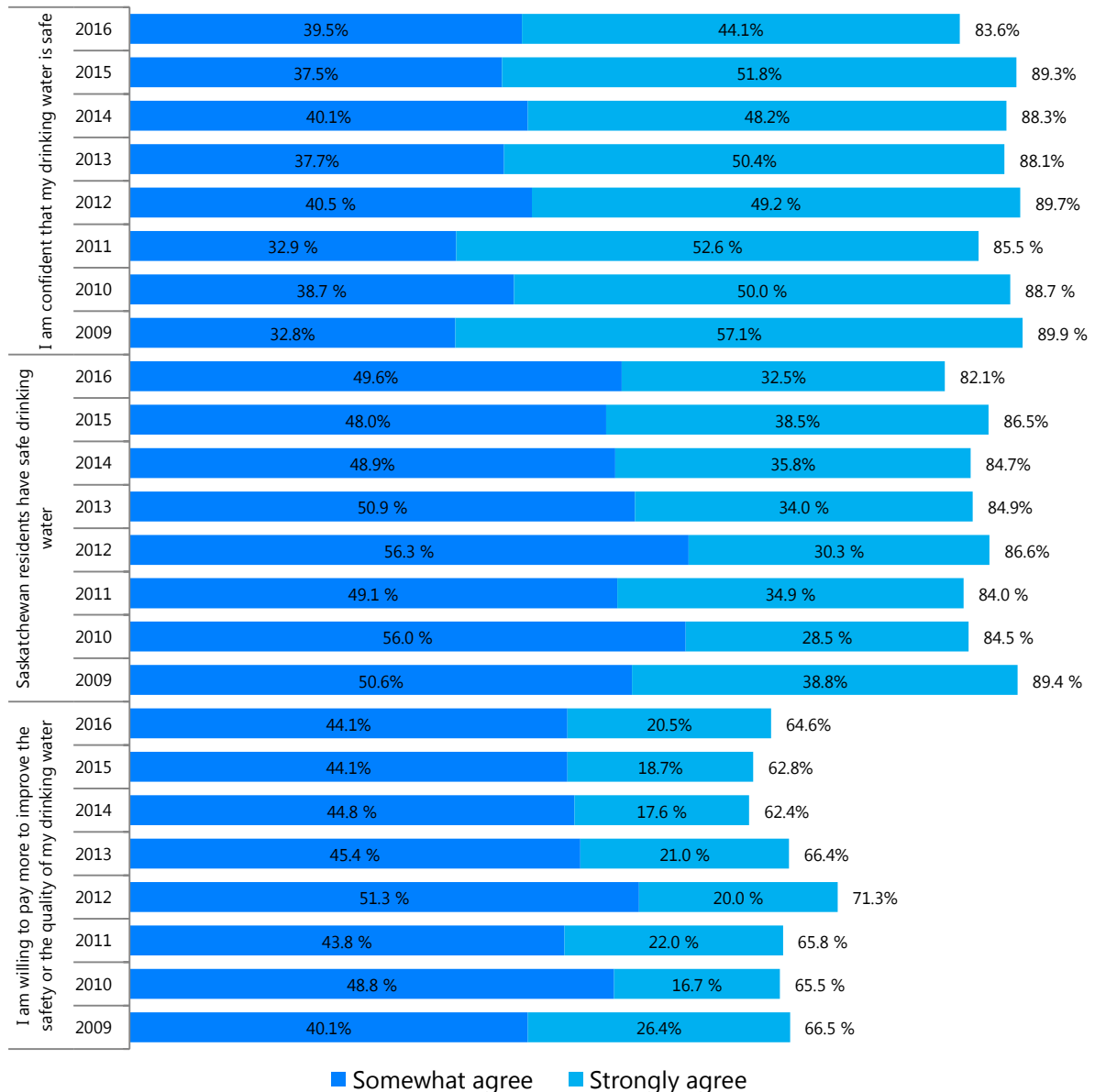
Overall, more than 65% of respondents agree with all three statements about drinking water. Agreement is highest with the statement “I am confident that my drinking water is safe”, with more than eight in ten respondents (83.6%) agreeing either somewhat or strongly.



Q1. For each of the following statements, please indicate your level of agreement. Base: All respondents, n=805.

Drinking Water Assessments over Time

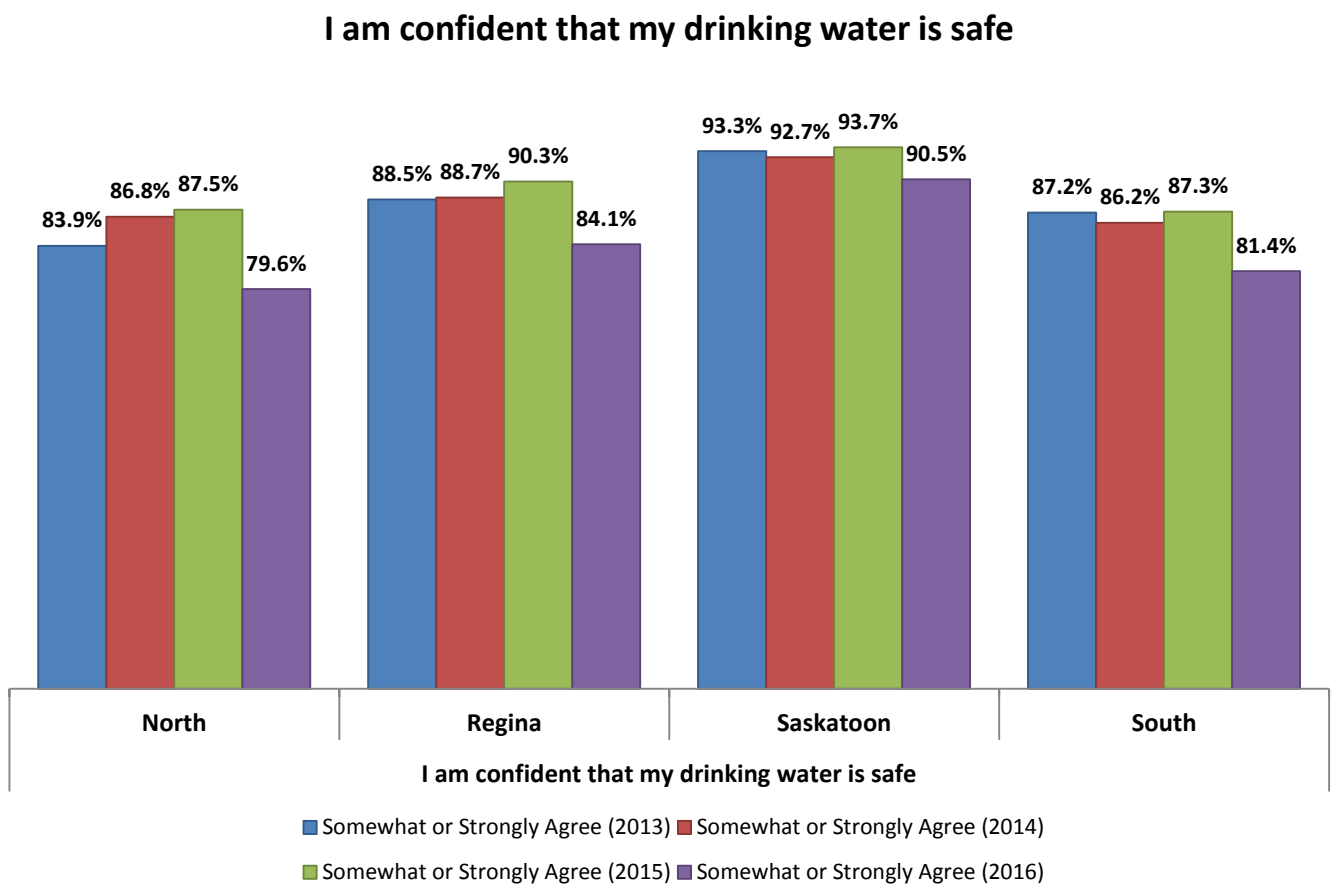
Agreement with both the statements about drinking water “I am willing to pay more to improve the safety or quality of my drinking water” and “Saskatchewan residents have safe drinking water” have decreased compared to last year and are at their lowest points since 2009. In addition, more and more respondents agree with the statement that “I am willing to pay more to improve the safety or quality of my drinking water”, which increased by 1.8 percentage points compared to last year (2015).



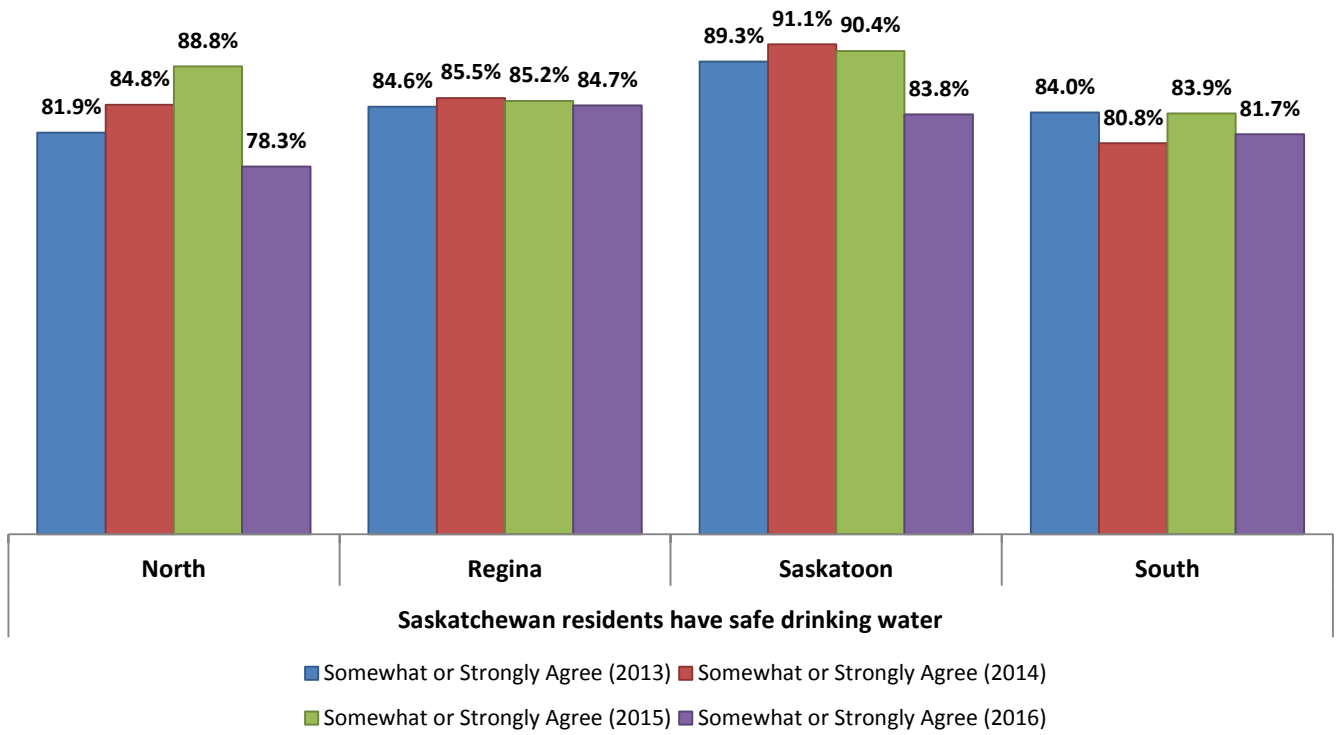
Q1. For each of the following statements, please indicate your level of agreement. Base: All respondents, n=805 (2016), n=807 (2015), n=801 (2014), n=801 (2013), n=600 (2012), n=601 (2011), n=600 (2010), n=665 (2009).

Drinking Water Assessments by Region

Below are results breaking down the three statements regarding the assessment of Saskatchewan drinking water divided by geographic regions and trended from 2013 to 2016. The statement "I am confident that my drinking water is safe" shows decreased proportions across all regions, with the lowest in North (79.6%). The statement "Saskatchewan residents have safe drinking water" also decreased across all regions, with the most significant drop by 10.5 percentage points between 2015 and 2016 for respondents living in Northern Saskatchewan.

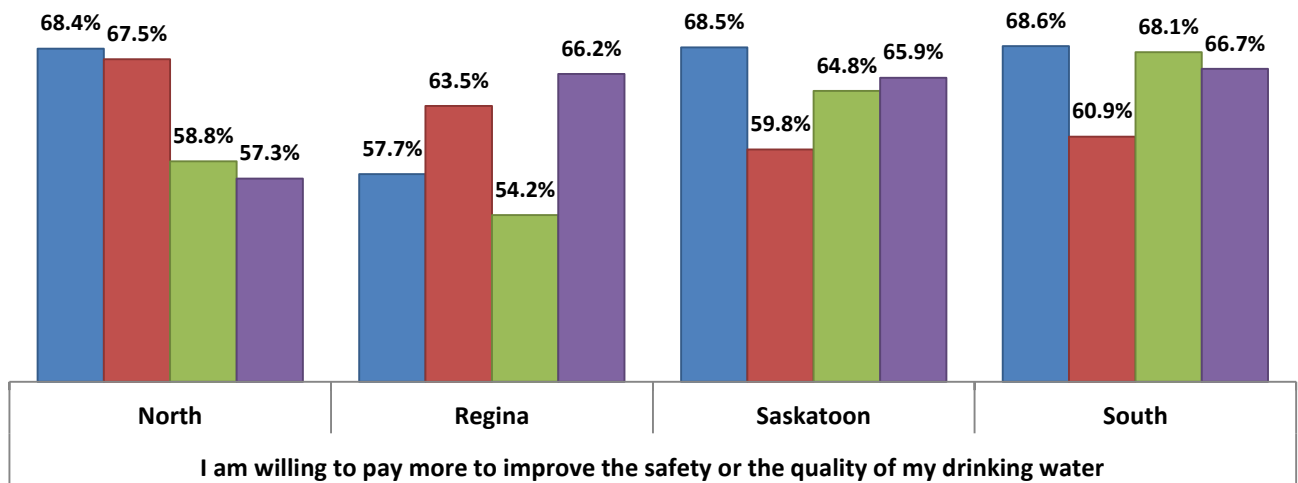


Saskatchewan residents have safe drinking water



For the third statement, "I am willing to pay more to improve the safety or quality of my drinking water," agreement ratings increased between 2015 and 2016 by 12 percentage points in Regina and by 1.1 percentage points for Saskatoon. Agreement ratings decreased in Northern Saskatchewan (1.5 percentage points) and in Southern Saskatchewan (0.4 percentage points) between 2015 and 2016.

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

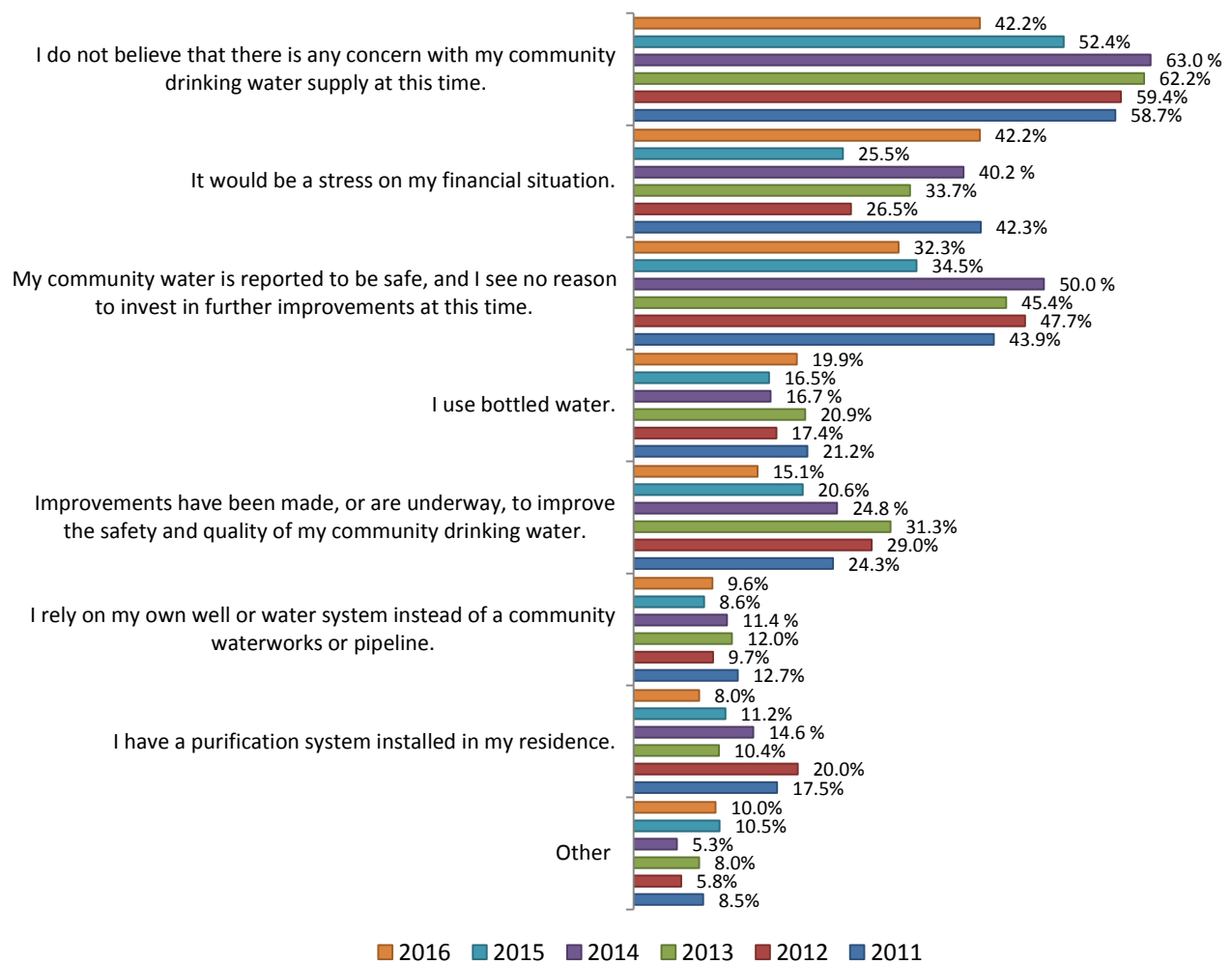


■ Somewhat or Strongly Agree (2013) ■ Somewhat or Strongly Agree (2014)
 ■ Somewhat or Strongly Agree (2015) ■ Somewhat or Strongly Agree (2016)

Resistance to Increased Payment

Those 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: “do not believe that there is any concern with my community drinking water supply at this time” and “It would be a stress on my financial situation.” Proportions of respondents choosing the statement “It would be a stress on my financial situation” has increased significantly by 16.7 percentage points between 2015 and 2016.

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=251 (2016), n=267 (2015), n=246 (2014), n=249 (2013), n=155 (2012), n=189 (2011). Multiple responses possible.