

WATER SECURITY AGENCY

2018

Drinking Water Study

May 2018



Report Compiled by

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Background and Methodology

Background

In May 2018, 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 conducted annually since 2013.

Methodology

Data were collected between May 8 and May 11, 2018 using Inshtrix Research's SaskWatch® Panel, an online panel consisting of more than 18,000 Saskatchewan residents. In total, 801 respondents completed the survey. Quotas were set to ensure that respondents matched the demographics of Saskatchewan residents. Specific demographics and response rates can be found below:

Data Collection Summary		
A. Complete	801	18.1%
B. Screened Out	1	<0.01%
C. Quota Full	168	3.8%
D. Interviews Not Started	2609	59.0%
E. Valid Contacts Invited	4421	100.0%
Response Rate = (A/(F-D-C))		21.9%

Region		
North	157	19.6%
Regina	156	19.5%
Saskatoon	176	22.0%
South	312	39.0%
Total	801	100.0%

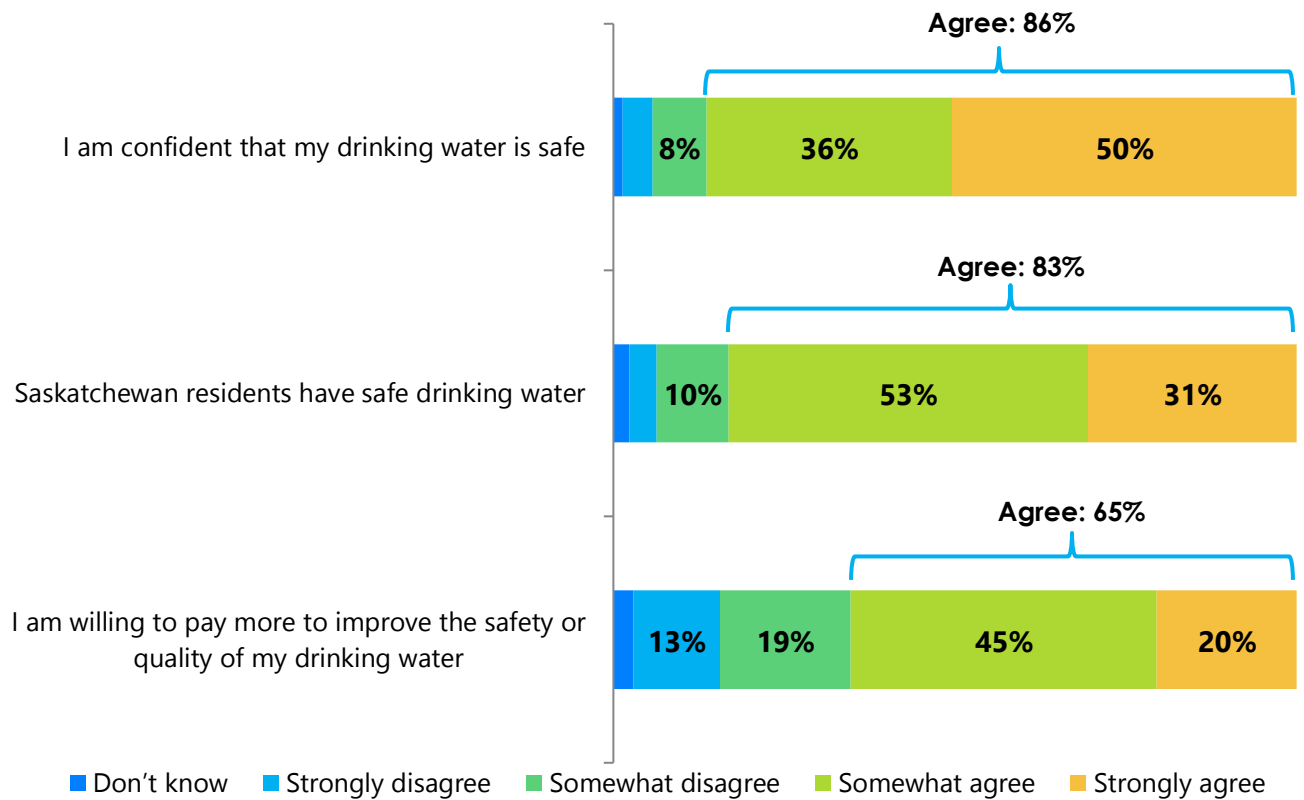
	Male		Female		Other		Total	
18-34	121	15.1%	118	14.7%	1	0.1%	240	30.0%
35-54	131	16.4%	129	16.1%	0	0.0%	260	32.5%
55+	143	17.9%	157	19.6%	1	0.1%	301	37.6%
Total	395	49.3%	404	50.4%	2	0.2%	801	100.0%

Study Results

DRINKING WATER

Current Assessment of Drinking Water

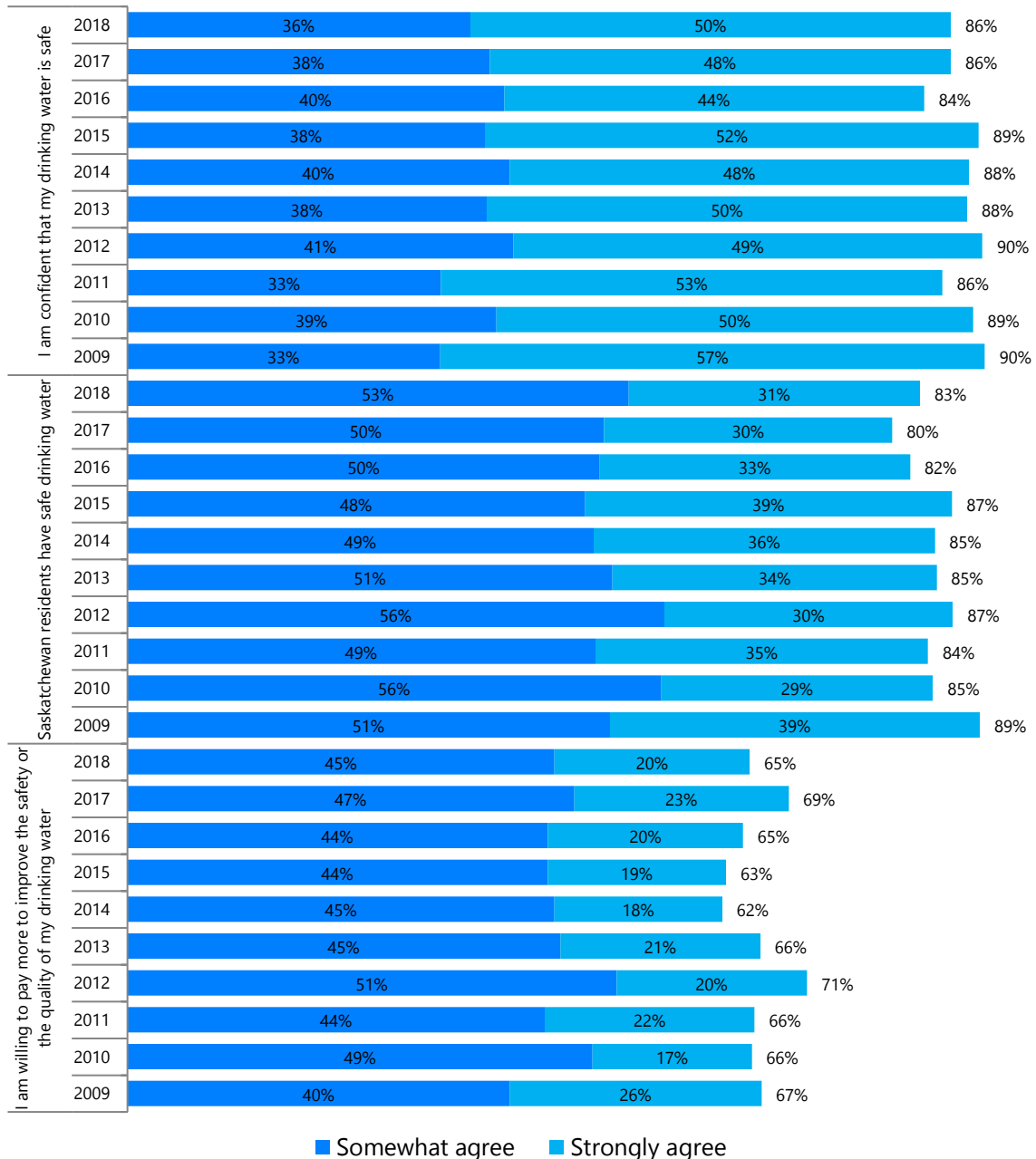
More than eight in ten are confident that their drinking water is safe and another eight in ten feel that drinking water for all Saskatchewan residents is safe. A majority say they are willing to pay more to improve the safety of their drinking water.



A1. For each of the following statements, please indicate your level of agreement. Base: All respondents, n=801.

Drinking Water Assessments over Time

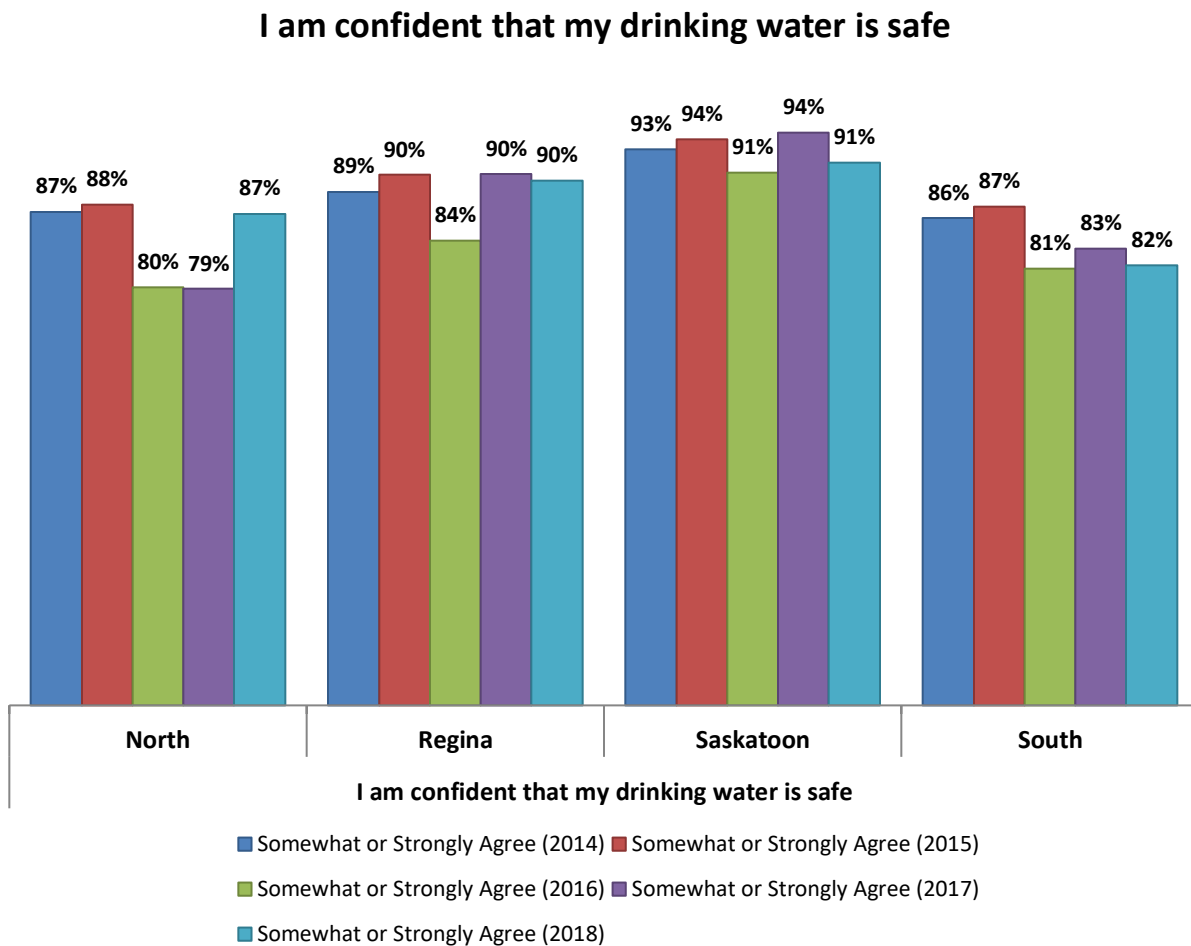
Trended results for willingness to pay more for safe drinking water has decreased somewhat this year, returning to 2016 levels. The proportion that are confident their drinking water is safe and the proportion that feel drinking water for all Saskatchewan residents is safe remains consistent with the past two years.



A1. For each of the following statements, please indicate your level of agreement. Base: All respondents, n=801 (2018), 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).

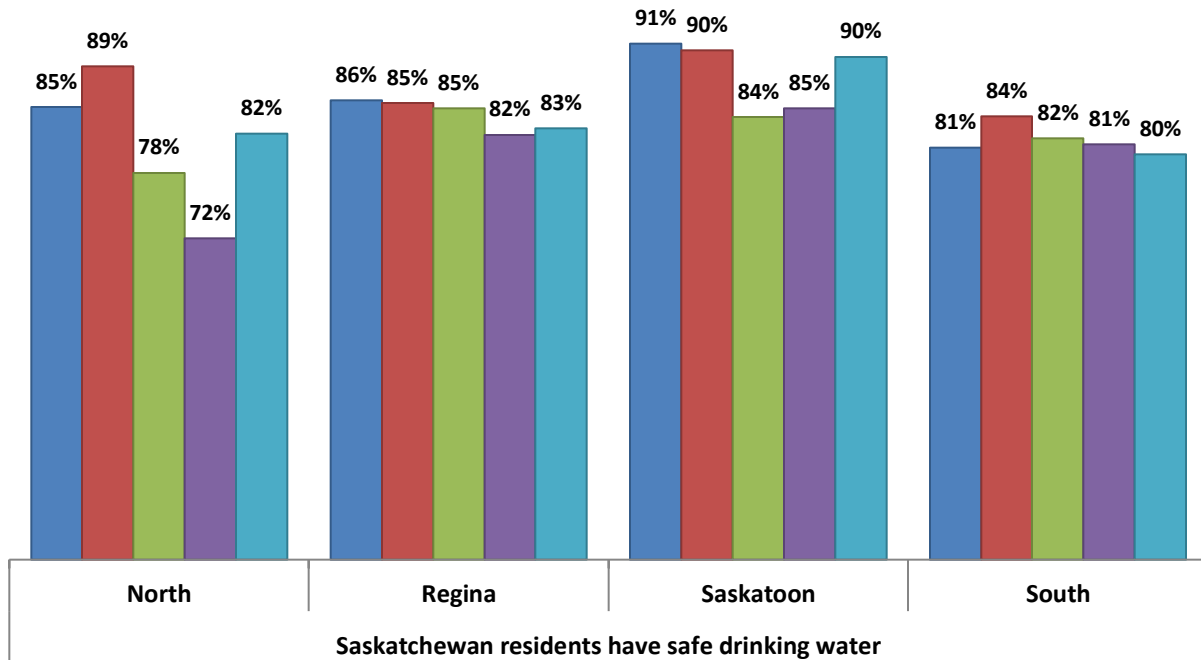
Drinking Water Assessments by Region

Below are results breaking down the three statements by geographic regions and trended from 2014 to 2018. The statement "I am confident that my drinking water is safe" shows the lowest agreement in South (82%) with a proportion similar to last year (83%). The proportion increases in North compared to 2017 levels, while the proportion decreases slightly in Saskatoon and remains the same in Regina.



Agreement with the statement “Saskatchewan residents have safe drinking water” increases for North and Saskatoon residents compared to 2017. Agreement remains similar among Regina and South residents compared to last year.

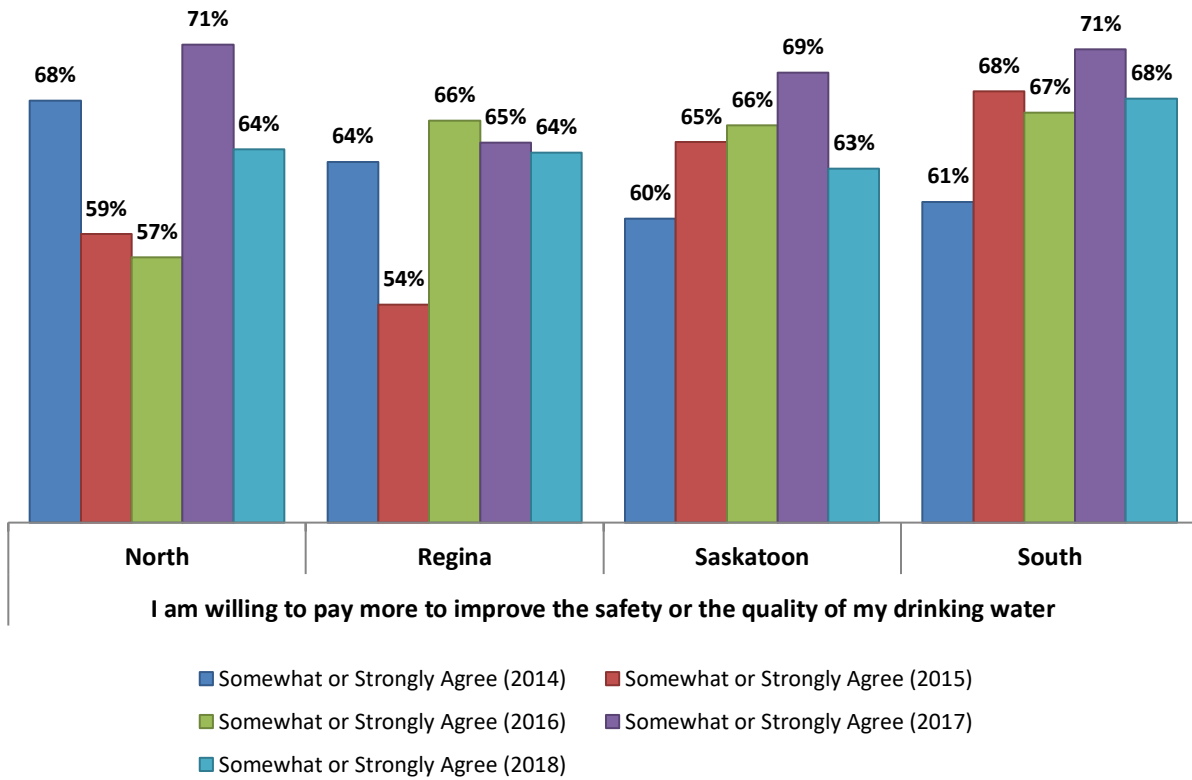
Saskatchewan residents have safe drinking water



- Somewhat or Strongly Agree (2014)
- Somewhat or Strongly Agree (2015)
- Somewhat or Strongly Agree (2013)
- Somewhat or Strongly Agree (2017)
- Somewhat or Strongly Agree (2018)

For the third statement, "I am willing to pay more to improve the safety or quality of my drinking water," agreement ratings decrease in North, Saskatoon, and South, while agreement in Regina remains relatively steady.

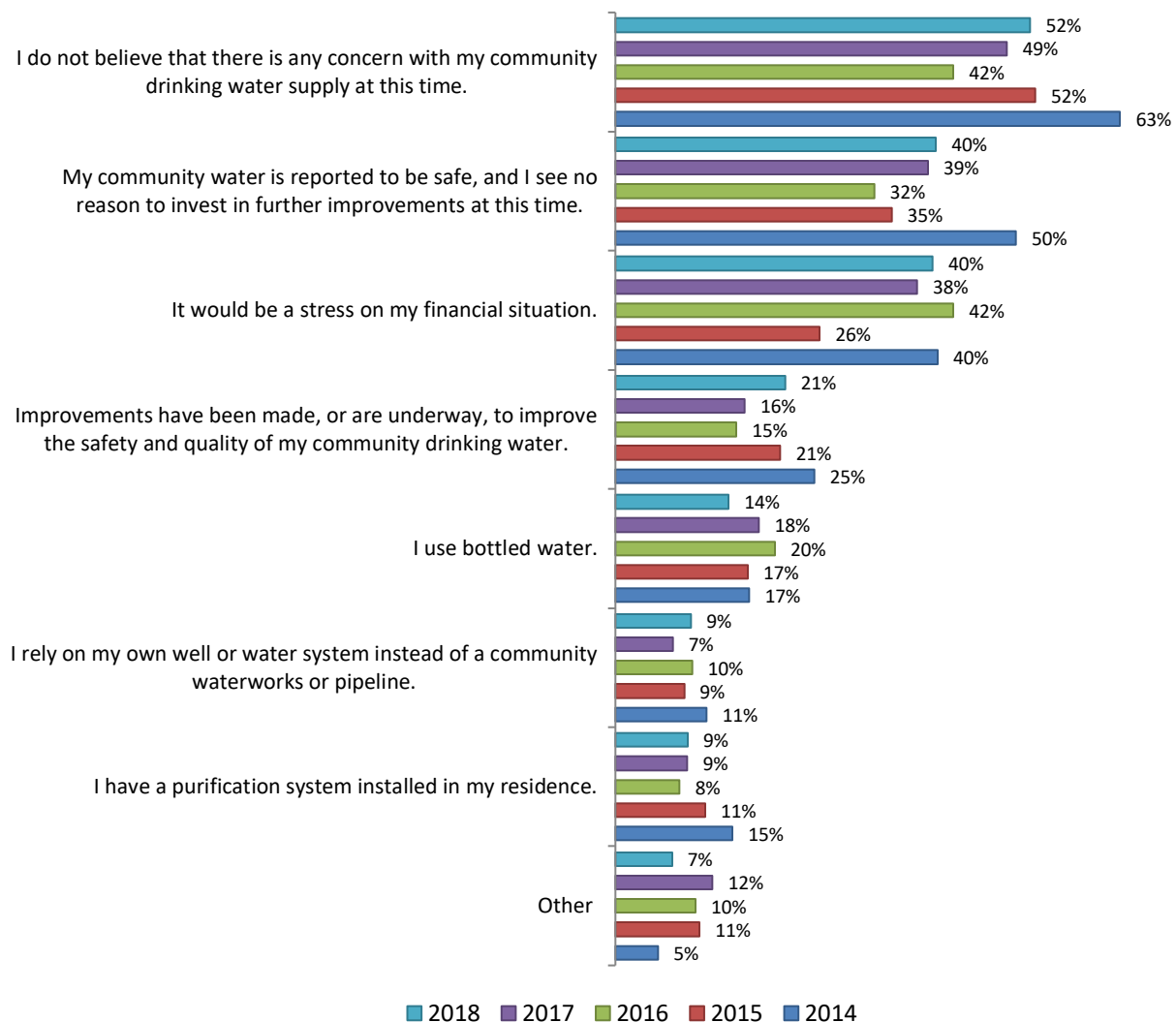
I am willing to pay more to improve the safety or quality of my drinking water



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 remain consistent with 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 = 255 (2018), n = 223 (2017), n=251 (2016), n=267 (2015), n=246 (2014), n=249 (2013), n=155 (2012). Multiple responses possible.