

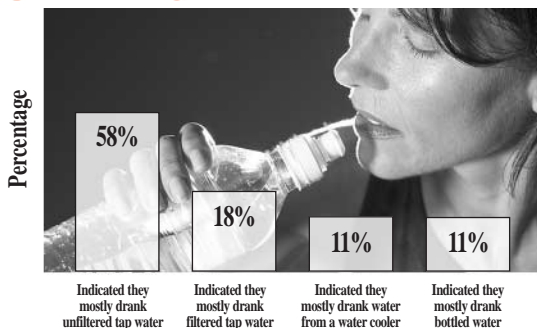


Poll STATION

With Linda Banister

Water is an essential aspect of daily life throughout the world, yet only 2.5 percent of the world's water is freshwater. As Canadians, we are fortunate to have access to roughly nine percent of the world's accessible freshwater, according to the Centre for Research and Information on Canada (CRIC) website. Edmontonians were asked about their use and views on Canadian freshwater.

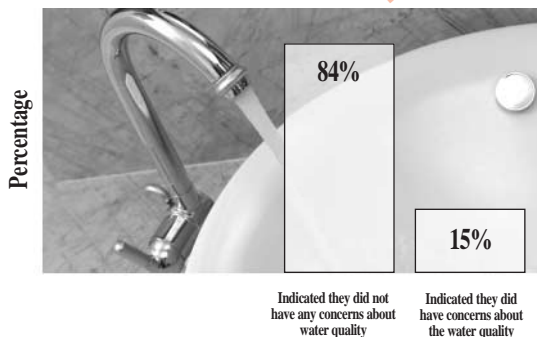
WHAT IS YOUR MAIN SOURCE OF DRINKING WATER AND WHY?



To begin, respondents were asked what their main source of drinking water was. Overall, 58 percent indicated that unfiltered tap water was their main source for drinking, while 18 percent drank filtered tap water. Eleven percent mainly drank water from a cooler, and a further 11 percent preferred bottled water.

There were a number of reasons why respondents did not drink unfiltered water from the tap. While the top reason (21 percent) was merely a preference for bottled water, 18 percent felt there was too much pollution in unfiltered water, while nine percent did not enjoy the amount of minerals in regular tap water. Six percent indicated unfiltered tap water tasted like chlorine, and another six percent were concerned about parasites, bacteria, or disease in their water.

ARE YOU CONCERNED ABOUT THE CITY'S WATER SUPPLY AND QUALITY?



Respondents were asked whether they were concerned about the City's water supply after the North Saskatchewan River flooded last June. Eighty-four percent stated they were not

concerned at all, while 15 percent indicated they did have some concerns regarding the quality of the City's water supply. Respondents were also asked about their views on the City's ability to purify Edmonton's water supply. Overall, 88 percent felt the City did a good job of keeping the water clean, while eight percent did not feel that the City was doing a good job.

NATIONALLY, WHICH SECTOR CONSUMES THE GREATEST AMOUNT OF FRESH WATER?

Switching to a more national perspective, respondents were then asked what sector they felt utilized the largest amount of freshwater in Canada. Of those asked, 16 percent thought the agricultural sector used the most, while seven percent thought the industrial sector used the most freshwater. Interestingly, according to the CRIC, in 1999 thermal power generation constituted 64 percent of all freshwater use in Canada, while manufacturing used 14 percent, municipalities utilized 12 percent, agriculture 12 percent, and mining used one percent of the freshwater supply in Canada.

Finally, respondents were asked whether the Canadian government should implement stricter water use policies in Canada. Three-quarters of respondents felt there is a need for firmer water policy in Canada (particularly regarding water conservation), while 24 percent did not see any need.

The *Poll Station* surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓

Linda Banister is a certified management consultant and the owner of Banister Research and Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at lbanner@edmontonians.com. For further information on the firm visit www.banister.ab.ca.