

Q1: What is the most important thing to spend your tax dollars on?	# of Respondents	Healthcare	Education	Water	Infrastructure	Security	Roads and Highways	Welfare
British Columbia	129	37.30%	31.80%	7.20%	10.10%	6.50%	3.70%	3.40%
Prairies	129	44%	24%	4.80%	10.50%	5.50%	6.60%	4.50%
Ontario	289	45.20%	24.10%	5.80%	10.50%	4.40%	6.20%	3.80%
Quebec	97	32.10%	35.30%	8.30%	10.30%	7.80%	3.60%	2.60%
Atlantic	67	52.30%	21.70%	7.00%	7.20%	2.70%	7.60%	1.50%
North	3	40.00%	0	0	0	60.00%	0	0
Q2: What is the most undervalued public industry in Canada?	# of Respondents	Education	Waste Management	Public Transit	Emergency Workers	Water and Wastewater Operators	Electricity	
British Columbia	126	45.00%	8.10%	9.40%	16.80%	14.50%	6.20%	
Prairies	137	32.50%	17.40%	17.70%	11.60%	15.10%	5.60%	
Ontario	266	21.70%	16.60%	20.20%	14.40%	15.80%	11.30%	
Quebec	101	30.00%	14.40%	12.60%	15.50%	16.80%	10.80%	
Atlantic	67	32.10%	10.20%	14.60%	14.00%	16.00%	13.10%	
North	3	62.70%	37.30%	0	0	0	0	
Q3: What is the first thing you check when viewing a new house/condo/apartment?	# of Respondents	Finishes	Neighbours	Windows	AC/Heating	Water Pressure	Light Switches	N/A
British Columbia	110	13.10%	19.80%	16.20%	6.40%	8.80%	1.60%	34.10%
Prairies	148	20.40%	18.00%	13.10%	6.10%	7.70%	8.90%	25.60%
Ontario	266	19.10%	22.10%	15.80%	6.50%	4.00%	3.80%	28.80%
Quebec	91	17.10%	15.60%	20.40%	12.80%	5.60%	2.80%	25.70%
Atlantic	69	12.10%	13.50%	30.70%	8.20%	3.20%	4.60%	27.80%
North	6	17.30%	0	29.20%	0	0	0	53.50%
Q4: What was your dream job as a child?	# of Respondents	Teacher	Astronaut	Doctor	Police Officer	Firefighter	Water Operator	Other
British Columbia	138	20.40%	14.80%	16.40%	7.70%	7.30%	10.70%	22.7% (Highest: Pilot 1.4%)
Prairies	130	21.10%	14.80%	12.20%	18.60%	6.60%	4.50%	22.3% (Highest: Vet 2.0%)
Ontario	248	20.90%	16.70%	19.10%	9.80%	8.70%	6.20%	18.6% (Highest: Lawyer 2.4%)
Quebec	108	20.00%	18.60%	15.10%	15.10%	5.60%	5.70%	17.9% (Highest: Lawyer 3.4%)
Atlantic	71	15.80%	16.50%	9.20%	12.70%	7.30%	8.90%	29.5% (Highest: Vet 4.7%)
North	7	36.80%	11.90%	0	51.30%	0	0	0
Q5: When prepping for a natural disaster, what is the most important item?	# of Respondents	Water	Food	Communication	Money	Batteries	Lighting Sources	
British Columbia	134	67.50%	16.40%	11.00%	3.10%	0.50%	1.50%	
Prairies	141	60.20%	21.50%	10.40%	2.50%	2.90%	2.50%	
Ontario	255	61.20%	15.30%	11.90%	3.50%	6.30%	1.80%	
Quebec	110	60.20%	22.30%	10.10%	2.80%	1.70%	2.80%	
Atlantic	70	69.70%	19.50%	4.70%	2.80%	1.10%	2.20%	
North	6	63.10%	21.80%	0	15.10%	0	0	

Key Findings of the Survey (Regional):									
Quebec leads the country in water concerns:									
More Quebec respondents believe their tax dollars should be spent on water first (8.3%) in comparison to any other region (7.2% British Columbia, 5.8% Ontario, 4.8% prairies)									
16.8% of Quebec respondents think their water operation industry is undervalued against other utilities, followed by 15.8% in Ontario, 15.1% in the Prairies and 14.5% in BC .									
Atlantic Canadians secure water first in an emergency:									
More than any other province/region, a majority of Canadians in Atlantic Canada (69.7%) think water is the most important item when prepping for a natural disaster									
Ontarians are most concerned with handsome homes:									
22.1% of Ontario respondents would rather scope out their new neighbours or the finishes in a new home (19.1%) than check the water/water pressure (4.0%) in the potential home.									
The Prairies don't covet careers in water:									
Canadians living in the prairies had the least desire (4.5%) to become a water operator when they grow up compared to other Canadian regions.									