Healthy Water Healthy People

New Brunswickers' concerns and attitudes about fresh water and preparedness for extreme weather events

Conservation Council of New Brunswick
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Executive Summary

New Brunswick is rich in beautiful lakes, rivers and streams. New Brunswickers value this beautiful natural heritage and worry that the health of our water and our people is at risk from too much pollution. At the same time, New Brunswickers do not perceive themselves as big players in water protection and have yet to adequately prepare for climate change related risks like flooding.

This complex picture of our relationship to water emerges from a comprehensive 2016 online survey of 502 residents conducted for the Conservation Council by Corporate Research Associates. The survey was developed using a national survey of attitudes toward fresh water conducted by the Royal Bank of Canada (RBC) in 2016.[1] Organizations reporting national survey results generally combine results for all Maritime provinces in their data analysis is based on small numbers of regional respondents. The Conservation Council, with this survey, corrects for these flaws and establishes a comprehensive provincial baseline on fresh water and emergency preparedness that can credibly be compared to national results.

Topline results

Figures 1 and 2 graphically summarize how New Brunswickers feel about their lakes, rivers and streams. When we asked New Brunswickers to tell us what they love about their favourite lake, river or stream, the most cited word was "clean" followed by "beauty". When we asked New Brunswickers to tell us what worries them about their favourite lake, river or stream, the most cited word was "pollution" and other associated words like "contamination".

It should come as no surprise given this strong desire for clean, healthy water, that a strong majority of survey respondents (over 80% agree/strongly agree) want government to establish stronger rules for industrial water use and to require industry to obtain a licence for water use. In addition, survey respondents believe that companies should pay the full cost of the water they use (75%), should report water use (along with municipalities, 77%), and that decisions about how water should be treated should be based on sound science (76%). As is often the case, however, New Brunswickers do not want consumers to pay the full cost of using water (48% agree/strongly agree) or to be charged for the full cost of water use (26%). These results are not unusual, but do suggest the need for ongoing citizen education about the value of water conservation for households, as well as industry and municipalities.

New Brunswick residents experience boil water orders at a far higher rate than the national average with 44% of survey respondents saying they have experienced a boil water order, compared to national results of 24% in the RBC survey. Seventy-five percent of survey respondents from Saint John (*n* = 69) say they have experienced a boil water order and are more inclined to say they are not very confident about the quality of the water in their home (19%, compared to 11% provincially).

Overall, New Brunswickers say they are moderately confident in the quality of the water in their home (39%), with 21% being very confident, and 25% somewhat confident. It is not surprising given the high exposure to boil water orders and moderate confidence levels, that citizens want governments to invest

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[1] http://www.rbc.com/community-sustainability/_assets-custom/pdf/CWAS-2016-report.pdf

in infrastructure to improve drinking water supplies (92%), water treatment (91%), sewage treatment (86%), and to prevent boil water orders (83%).

Important, but less so compared to water quality related infrastructure, is spending on storm water management (67%) and investments to protect against extreme weather and flooding (71%).

Figure 1. Keep our water clean
Word cloud results to question: What do you love most about your favourite lake, river or stream?

Figure 2. Keep pollution out of our water
Word cloud results to question: What do you worry most about your favourite lake, river or stream?

We also asked respondents, in a closed-ended question, to indicate how concerned they are about the quality of the water in the lakes, rivers or streams they swim in. Thirty-six percent are somewhat concerned, 19% are concerned, and 21% are very concerned, bringing total concern to 76%.

While clean water clearly is a health and natural resource concern for New Brunswickers, there is less awareness of the water-related impacts and risks associated with a changing climate. Seventy-seven percent of respondents believe they are not at risk of flooding or drought, with only 28% believing that their family is likely or very likely at risk of flooding; 36% believe the same about post-tropical storms or hurricanes. When asked if they are worried about a range of extreme weather events, respondents showed low levels of worry, with 21% worried or very worried about floods; 21% about post-tropical storms and hurricanes; 12% drought; and 34% ice and hail storms.

New Brunswickers also show a low level of preparedness for extreme events like flooding (29%); post tropical storms and hurricanes (25%); 15%, droughts; and 35% ice and hail storms. When asked how prepared residents feel to deal with the consequences of extreme events, 25% of respondents feel prepared or very prepared to be displaced from their home; 31% prepared for a loss of drinking water; and 45% a loss of power. Given the recent 2017 ice storm in the Acadien Peninsula leaving many without power, heat and safety for over 10 days, these results are a concern.

To understand whether there was a relation between location and flood risk awareness and preparedness, we plotted postal code results on existing flood risk and projections for flood risk by 2050. As can be seen in Figures 3, 4, and 5 the summary results hold, with the vast majority of survey respondents not aware of current or future flood risk or feeling prepared.

The Conservation Council believes survey results underscore the need for government leadership both on cleaning up, and preventing, pollution being released into our precious waterways and on investing in infrastructure and preparedness to protect citizens and communities from the risks of extreme weather resulting from climate change. Figure 4 shows a concerning level of "very unlikely" to affect my family either currently or in future. Figure 5 shows

Do you currently live in an area you think is vulnerable to flooding?

Current flood risk
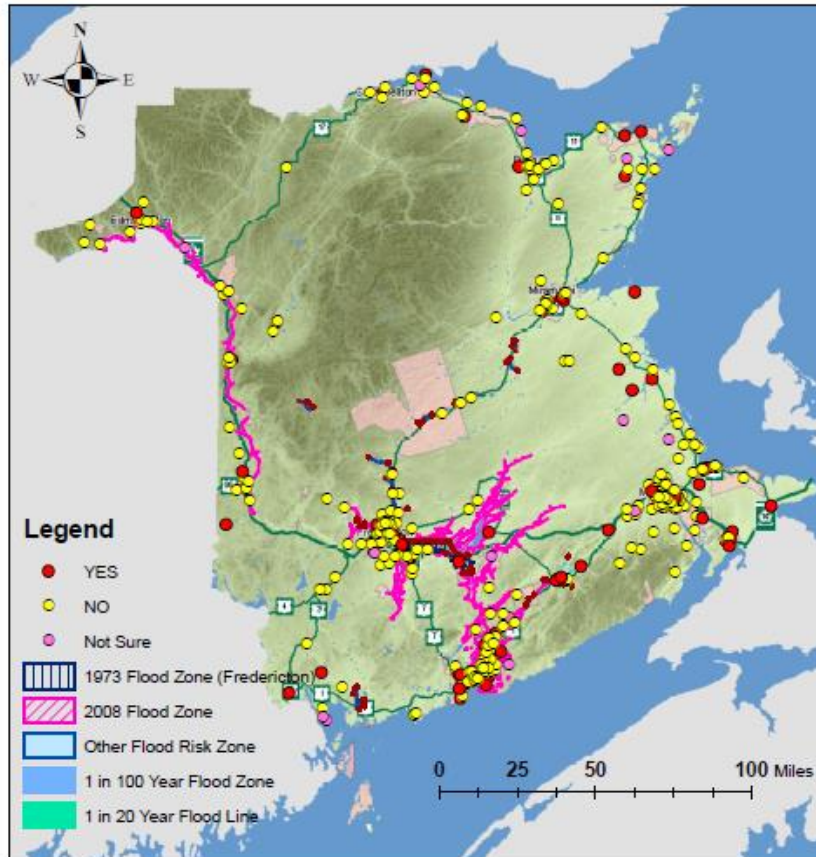
2050 coastal flood risk
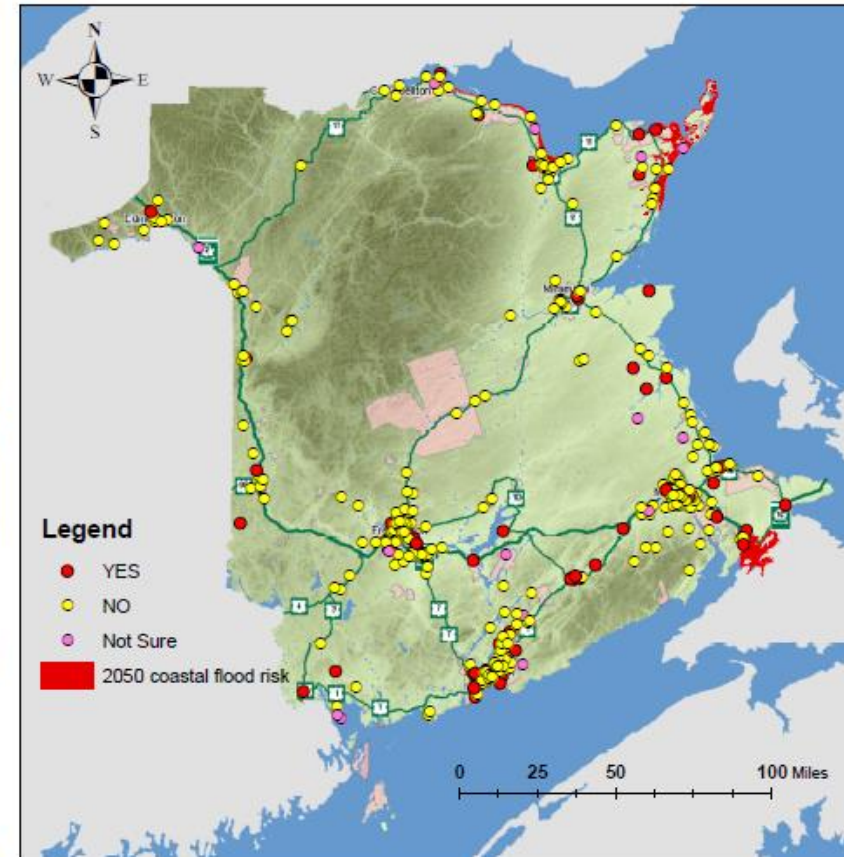
Figure 3. Postal code plots for flood risk awareness
Survey respondents living in existing and future flood prone areas demonstrate a low level of awareness of the potential risks. Future flood risk shows coastal projections only as inland data not yet available.
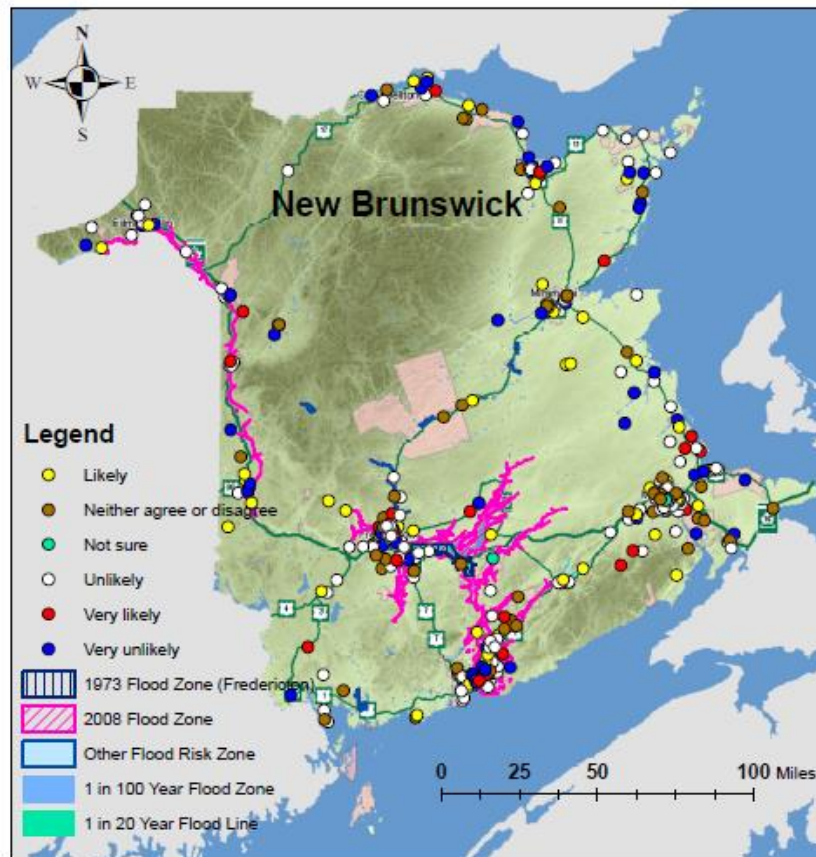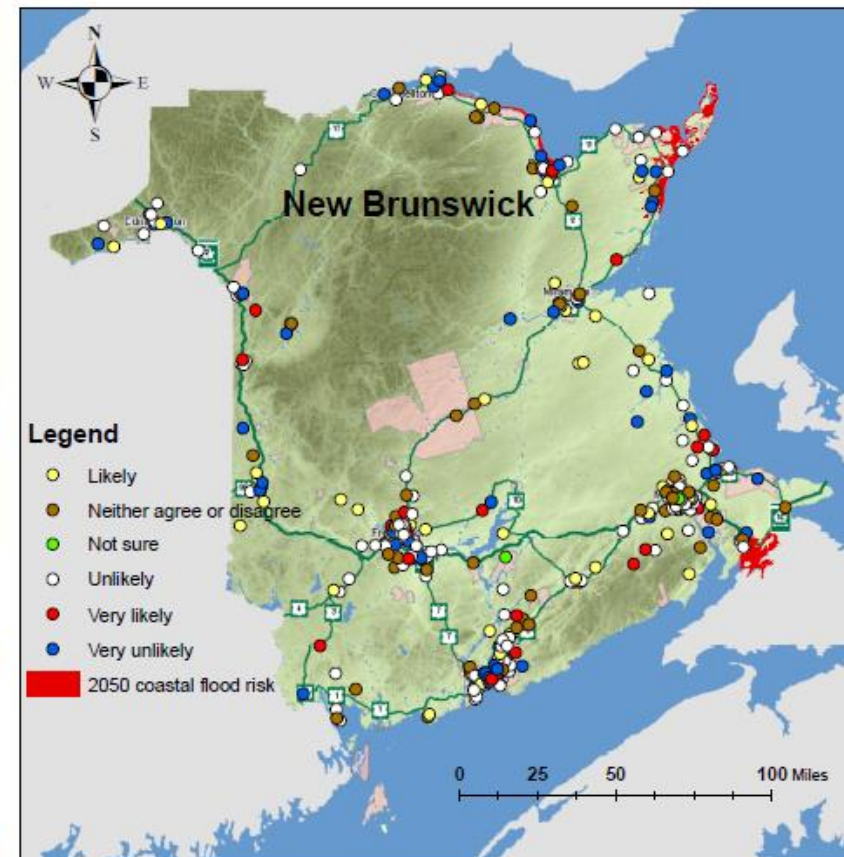
Figure 4. Postal code plots for flood risk to family
Survey respondents living in existing and future flood prone areas demonstrate a low level of awareness of the potential risks to family. Future flood risk shows coastal projections only as inland data not yet available.

How prepared you and your household are to cope with flood?

Current flood risk

2050 coastal flood risk

Legend
- ○ Not at all prepared
- ● Not sure
- ● Prepared
- ● Somewhat prepared
- ● Very prepared
- ▦ 1973 Flood Zone (Fredericton)
- ▨ 2008 Flood Zone
- ▦ Other Flood Risk Zone
- ▦ 1 in 100 Year Flood Zone
- ▦ 1 in 20 Year Flood Line
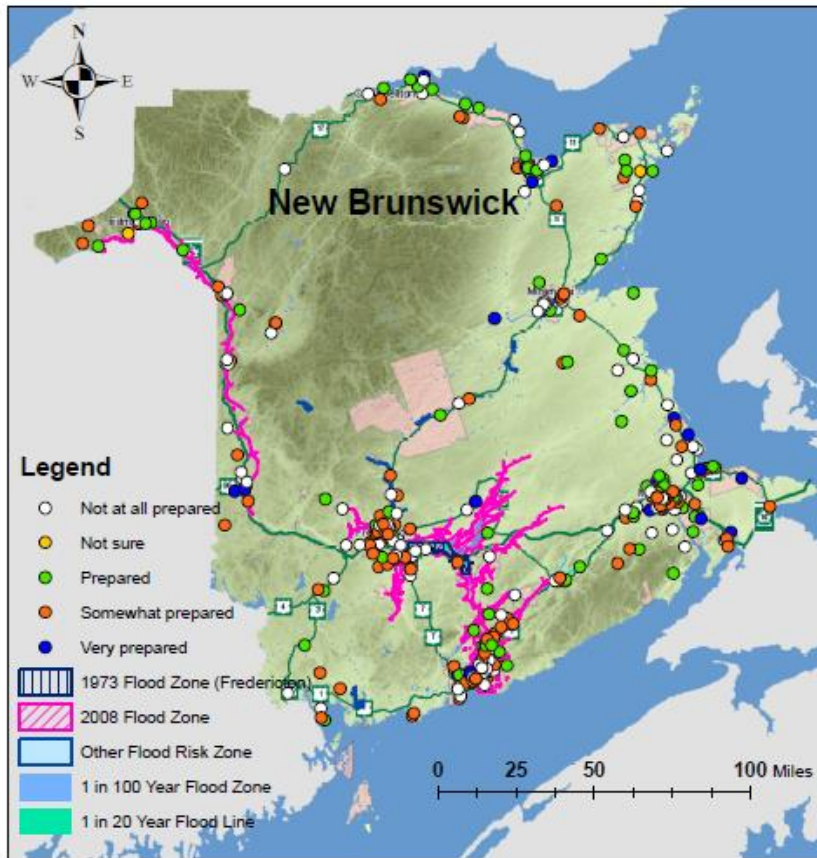
Legend
- ○ Not at all prepared
- ● Not sure
- ● Prepared
- ● Somewhat prepared
- ● Very prepared
- ▮ 2050 coastal flood risk
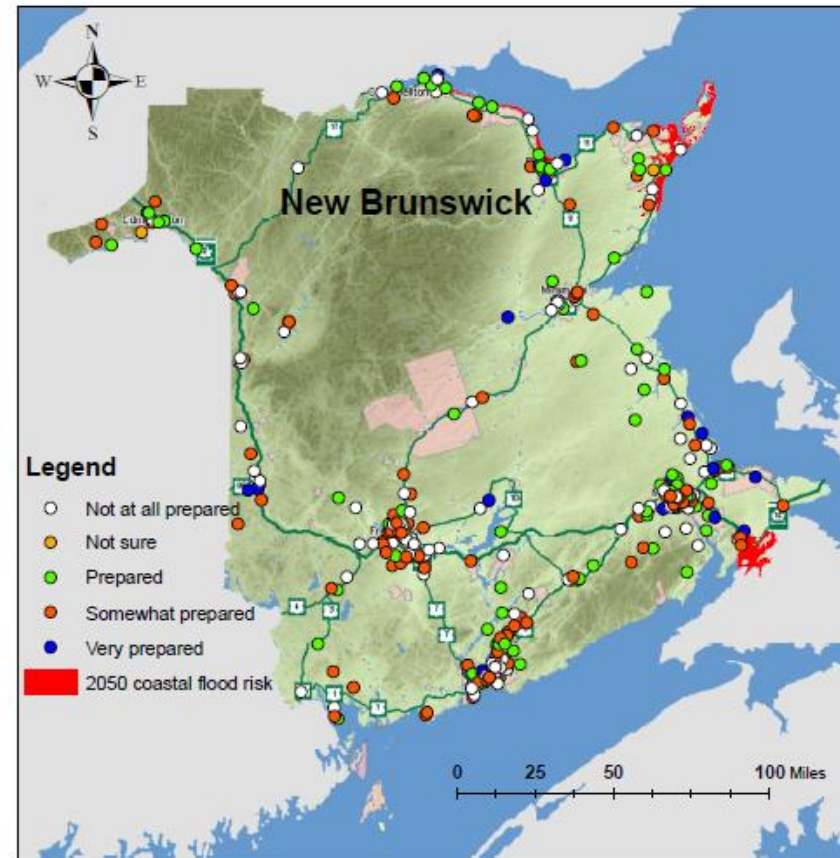
Figure 5. Postal code plots for flood preparedness.
Survey respondents living in existing and future flood prone areas demonstrate a low level of preparedness for current and future flood risk. Future flood risk shows coastal projections only as inland data not yet available.

Introduction

The Conservation Council can tell the story of perspectives on fresh water and extreme weather events based on the results of an online survey conducted in December 2016 by Corporate Research Associates. The survey, based on a national version by Royal Bank of Canada's fresh water project managers, was completed by 502 New Brunswickers who were randomly solicited from New Brunswick participants in a national general population panel of 450,000 Canadians managed by Research Now. Participants in an online panel agree to complete a small number of surveys over a limited period and receive small incentives like coupons for agreeing to participate in the panel. The panel is renewed regularly and solicitations are useful in securing samples that match national or provincial Statistics Canada proportions for gender, age, education, income, language and/or community type. The Conservation Council survey was long at 40 questions. An online survey can be helpful when surveys are long or questions are detailed. As with all surveys, it is important not to overgeneralize results. In this case, our results are valid for all respondents and we can make reasonable claims about how these results reflect the views of New Brunswick residents. We cannot, however, as with national random samples executed by telephone or mail, assign a confidence level.

The Conservation Council believes the results of this survey provide one of the most comprehensive assessments of perspectives on fresh water and preparedness ever conducted in the province. Our objective is to use the results to guide policy recommendations and education of New Brunswickers on the value of water and actions we can take to protect it as well as to prepare for the risks associated with climate change.

Results

Fresh water is an important natural resource, second only to forests for New Brunswickers (Tables 1 and 2, Appendix 1). New Brunswickers also believe, however, that this precious natural resource is under threat from illegal dumping (79% believe this is an important to extremely important threat), and from wasteful industrial use (72%). As shown in Figure 3, there also is a strong belief that governments are mismanaging fresh water supplies (70%).

Women believe more strongly than men (76%, compared to 69%) that fresh water is under threat from wasteful use by industry and 86% of Francophones are concerned about the effects of illegal dumping (compared to 78% of Anglophones). Tables 3 and 4, Appendix 1 summarizes results for this question.

Threats to Canada's fresh water supply: Important to Extremely Important

MISMANAGEMENT BY GOVERNMENT	70%
THE LEGAL RELEASE OF TOXINS	65%
LACK OF KNOWLEDGE OF FRESH WATER	48%
WASTEFUL USE BY AGRICULTURE	40%
INADEQUATE INFRASTRUCTURE	51%
WASTEFUL USE BY INDUSTRIAL COMPANIES	72%
ILLEGAL DUMPING OF TOXINS	79%
GLOBAL WARMING AND CLIMATE CHANGE	52%
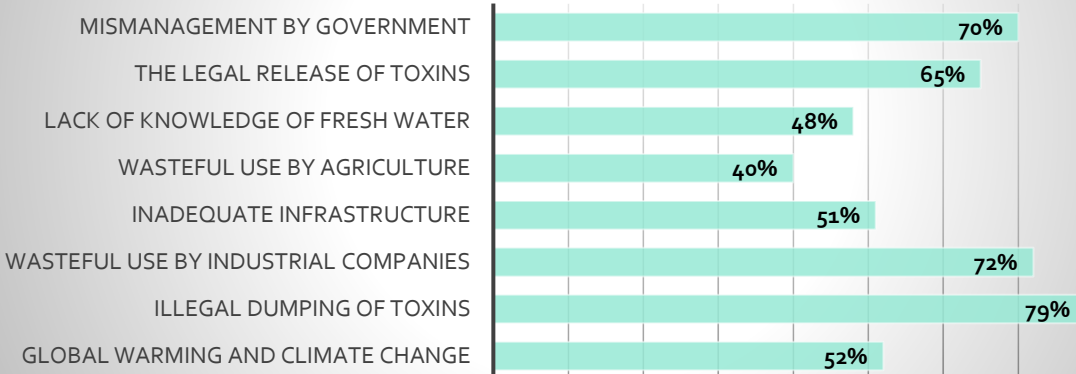
Figure 6. Illegal dumping
Illegal dumping of toxins is considered the greatest threat to New Brunswick's fresh water supply

Stronger government action and controls on industrial use of water and release of toxins is the solution most favoured by New Brunswickers. Figure 4 shows that 82% of survey respondents favour stricter rules controlling industrial water use, and 81% believe companies should have licences controlling water use (See Tables 5 and 6 for summary). Less favoured are consumer facing controls and charges with only 26% supporting charging for household water use and only 48% believing that it is important to extremely important that households pay the full cost of water use.

Older respondents (over age 55) are particularly concerned about protecting fresh water through stricter controls, licences and having industry pay the full cost of water use, compared to the province average results.

New Brunswickers Agree/Strongly agree that...

SHOULD BE GREATER OVERSIGHT OF RURAL WATER...	66%
CONSUMERS SHOULD PAY FULL COST OF WATER USE	48%
COMPANIES SHOULD PAY FULL COST OF WATER USE	75%
SHOULD CHARGE MORE FOR HOUSEHOLD WATER USE	26%
WATER MANAGEMENT DECISIONS SHOULD BE BASED...	76%
SHOULD BE STRICTER RULES FOR INDUSTRY WATER...	82%
COMPANIES SHOULD OBTAIN LICENCES FOR WATER...	81%
INDUSTRY, MUNICIPALITIES SHOULD MONITOR,...	77%

Figure 7. Stricter industrial controls
New Brunswickers want stricter rules and controls on industrial water use

Figure 5 summarizes beliefs about the quality of water in the home (see Tables 7 and 8 for summary). Thirty-six percent of New Brunswickers are not very confident or only somewhat confident in the quality of water in the home; 39% are confident, and 21% very confident. Women are less inclined to be confident in the quality of water in the home, with 34% saying they are confident, compared to men at 45%.

Confident in water quality in the home

Category	Percentage
VERY CONFIDENT	21%
CONFIDENT	39%
SOMEWHAT CONFIDENT	25%
NOT VERY CONFIDENT	11%
NOT AT ALL CONFIDENT	4%
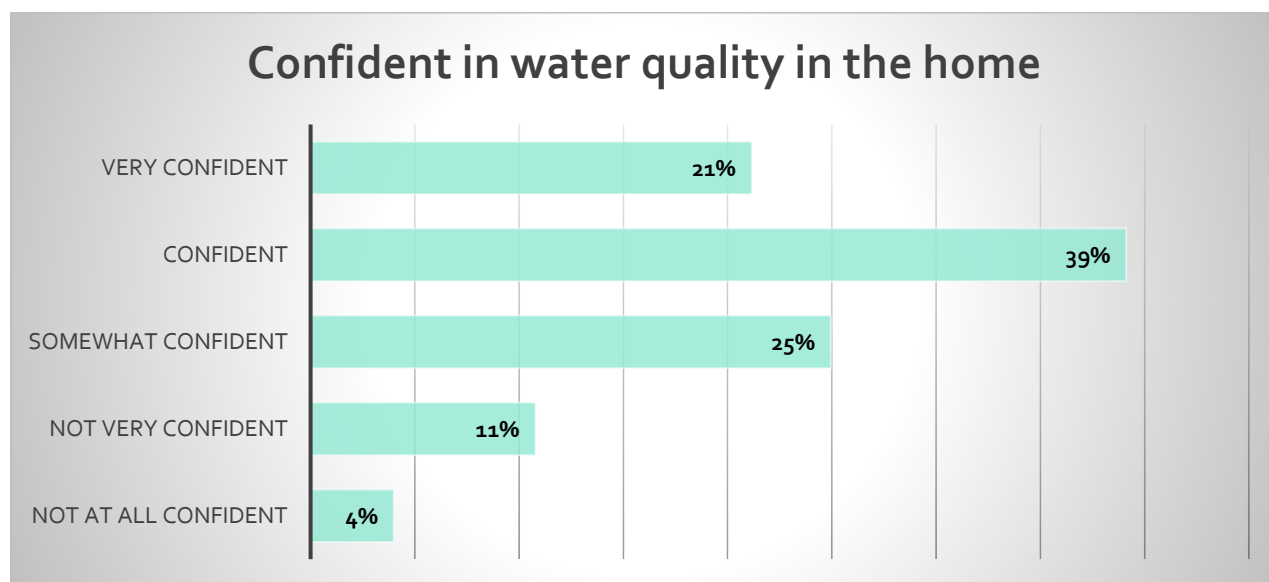
Figure 8. Confident in water quality
Thirty-six percent of New Brunswickers are "not very confident" or only somewhat confident in the quality of water in the home; 39% are confident and 21% "very confiden"t.

The presence of pharmaceuticals and personal care products (like micro beads) are also a concern for survey respondents, with 76% indicating that they are concerned or very concerned about the effects of pharmaceuticals in water on their personal and family health; 75% being concerned or very concerned about the effects on drinking water safety, and 67% concerned or very concerned about the effects on the health of fish and other animals. Results are similar for personal care products residues in water. Older New Brunswickers indicate significantly higher concern about pharmaceuticals and personal care products in water (45 years of age and over) than do younger residents. See Tables 9 to 12, Appendix 1 for summary.

Forty-four percent of New Brunswickers have experienced a boil water order. This is a significant concern for residents and the Conservation Council because these results are double the national average reported in the Royal Bank survey (24% nationally have experienced a boil water order). Saint John respondents report even worse experiences, with 75% indicating they have lived through a boil water order (Tables 13 and 14, Appendix 1).

The solutions to water quality concerns require greater investment in infrastructure, with 92% of respondents wanting believing we need to invest in drinking water supply (Figure 6, Tables 15 and 16, Appendix 1 for summary). Investing in water and sewage treatment systems are not far behind. Spending to improve storm water management and to protect us from extreme events score lower at 70% and 6% respectively.

Important to Extremely Important to Invest in...

Category	Percentage
WATER TREATMENT SYSTEMS	89%
DRINKING WATER SUPPLY	92%
SEWAGE COLLECTION AND TREATMENT	85%
INFRASTRUCTURE TO ELIMINATE BOIL WATER...	82%
NATURAL WATER INFRASTRUCTURE LIKE WETLANDS	76%
INFRASTRUCTURE TO PROTECT AGAINST EXTREME...	70%
STORM WATER MANAGEMENT	65%
REPAIRING LEAKY WATER MAINS	72%
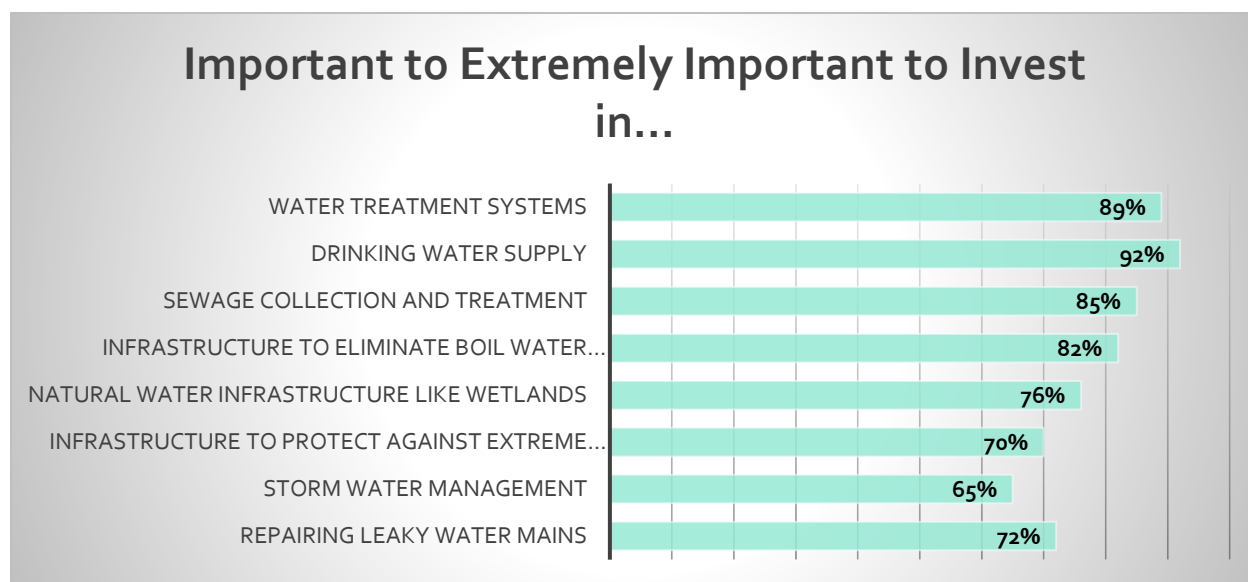
Figure 9. Infrastructure solutions
Investing in drinking water supply infrastructure, followed by water treatment systems, and sewage collection and treatment are priorities for survey respondents

The lower ranking for climate change related preparedness is part of an overall story showing low levels of risk perception. Sixty-six percent of respondents believe they have noticed more media stories about flooding/droughts, as well as downpours and extreme storms (especially older New Brunswickers (Tables 17 and 18, Appendix 1). Fifty-five percent believe they have done more to prepare for flooding (Tables 19 and 20, Appendix 1); only 17% believe they are vulnerable to flooding (Tables 21 and 22, Appendix 1) or to drought (Tables 23 and 24). Perception of flood risk increases to 28% (likely or very likely) when asked about events that might affect you or your family (Figure 7, Tables 26 and 27, Appendix 1).

Women are statistically more likely to believe that extreme events are likely than men especially as it relates to extreme snowstorms, floods, post-tropical storms and ice and hail events. Women are also more worried about these events (Tables 27 and 28, Appendix 1).

Likely/Very Likely to Affect You or Family

- COASTAL EROSION: 28%
- ICE HAIL STORMS: 69%
- DROUGHTS: 19%
- SEVERE THUNDERSTORMS: 54%
- HURRICANES POST-TROPICAL STORMS: 36%
- FLOODS: 28%
- SEVERE SNOWSTORMS: 77%
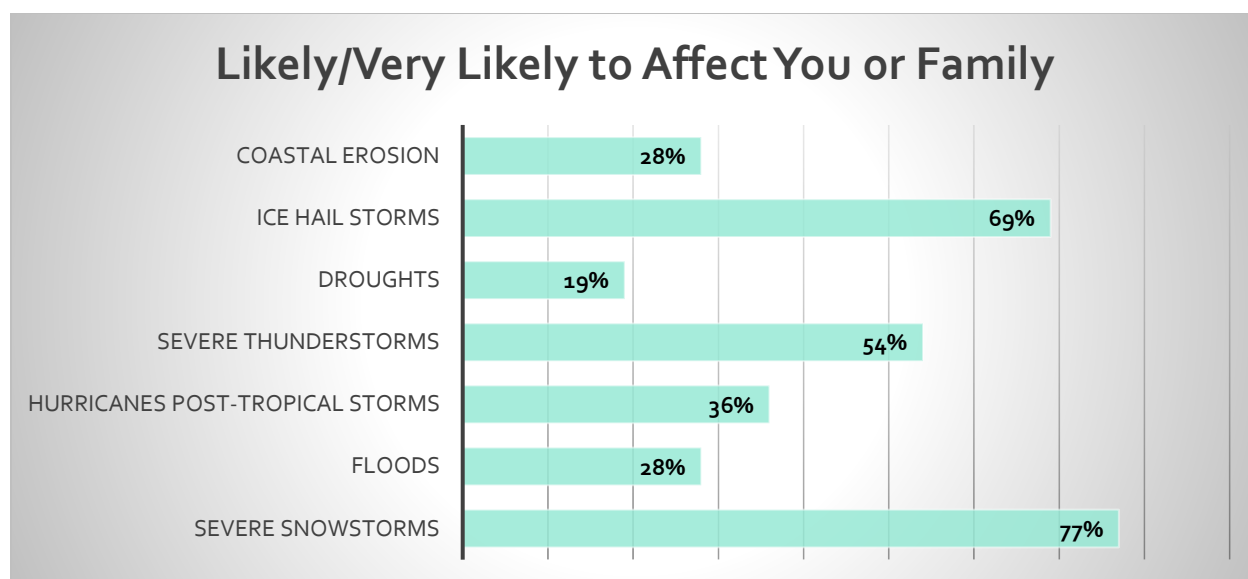
Figure 10. Likelihood of extreme events
Survey respondents believe severe snowstorms and ice and hail events are likely, but are less inclined to believe the same about floods or droughts.

There is a low level of preparedness for extreme events, particularly as it relates to displacement from the home (25% prepared or very prepared) and ability to pay uninsured costs (29%), but more than half of survey respondents believe they have adequate insurance and can handle the personal and family stress resulting from an extreme event. Forty-two percent believe they are prepared or very prepared for a 72-hour emergency. (Figure 8, Tables 31 and 32 and Tables 41, Appendix 1).

New Brunswickers also report having taken actions to prevent damage from flooding, including 44% saying they store basement valuables in plastic containers and 47% saying they have installed a back-flow pump. Only 29%, however, say they have installed a sump pump and only 7.5% have moved their recreation room to a higher level. Only 6.5% have had a flood risk assessment done for their property. Potentially concerning is that 55% indicate they do not plan to have a flood risk assessment done and 40% say they would not move their recreation room to higher ground (Tables 33 to 43).

Potential Impact of Flooding, Prepared/Very Prepared

LOSS OF DRINKING WATER	31%
LOSS OF POWER	45%
DISPLACEMENT FROM HOME/COMMUNITY	25%
ABILITY TO PAY WHAT'S NOT COVERED BY INSURANCE	29%
PHYSICAL DAMAGE TO HOME	45%
HAVING ADEQUATE INSURANCE COVERAGE	59%
ABILITY TO MANAGE PERSONAL STRESS	57%
SAFETY AND SECURITY OF FAMILY	53%
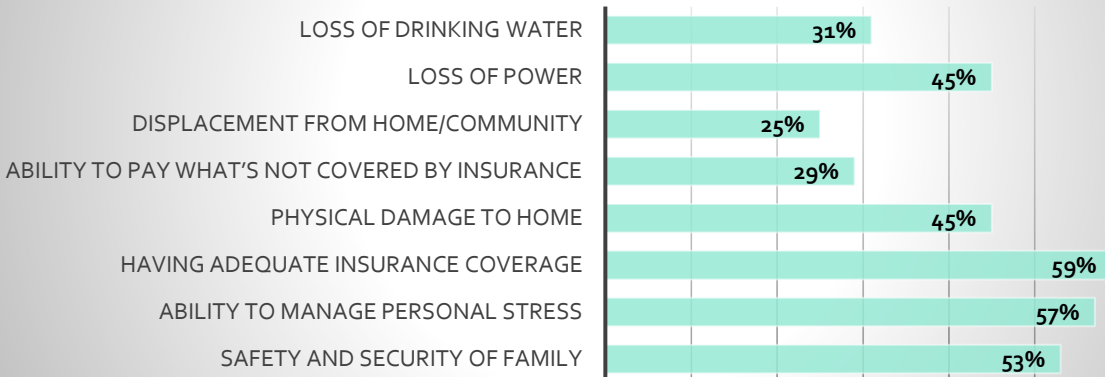
Figure 11. Preparedness flooding
Less than half of survey respondents feel they can cope with the effects of flooding

Attitudes toward water

New Brunswickers like to garden with 69% reporting they have either a food or flower garden. To save water, gardeners water in the morning (73% agree/strongly agree), use mulches (81%), water infrequently (72%), and select drought-resistant plants (64%). Few collect water in a rain barrel (37%).

Few New Brunswickers feel guilty or very guilty about leaving the water running when brushing their teeth (29%) or flushing substances down the toilet that should be disposed of in other ways (13%, See Figures 9 and 10, and Tables 48 to 53, Appendix 1). Other water-related behaviors show even lower levels of moral engagement.

Agree or Stongly Agree that...

I COLLECT WATER IN A RAIN BARREL OR POND TO WATER…	37.0%
I USE PHOSPHOROUS-FREE FERTILIZER IN MY GARDEN	48.0%
I WATER MY PLANTS INFREQUENTLY TO SAVE WATER	72.0%
I USE MULCHES LIKE BARK CHIPS, WOOD SHAVINGS,…	81.0%
I SELECT PLANTS AND FLOWERS FOR MY GARDEN THAT…	64.0%
I TRY TO WATER EARLY IN THE MORNING TO MINIMIZE…	73.0%
I DO NOT WATER MY GARDEN WHEN IT HAS JUST RAINED,…	94.0%
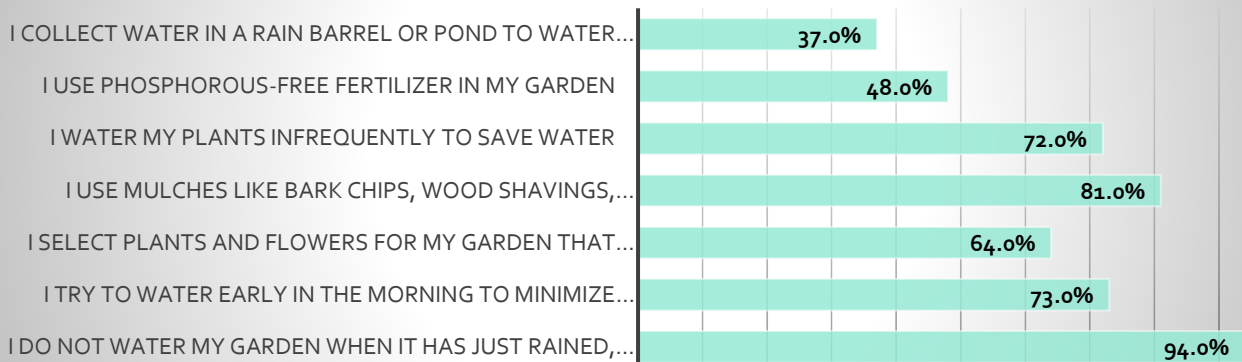
Figure 12. Water conserving habits
Most respondents use mulches and water infrequently, but few opt for rain barrels

Guilty or Very Guilt About...

SHOVELING SNOW FROM YOUR PROPERTY OR SIDEWALK INTO THE STREET	9.0%
FLUSHING THINGS DOWN THE TOILET THAT SHOULD BE DISPOSED OF IN ANOTHER MANNER	13.0%
TAKING MULTIPLE SHOWERS PER DAY	12.0%
LEAVING THE WATER RUNNING WHEN BRUSHING YOUR TEETH OR WASHING THE DISHES	29.0%
WATERING YOUR LAWN WHEN IT HAS JUST RAINED, IS RAINING, ABOUT TO RAIN OR DURING A WATER...	10.0%
ALLOWING OILY WATER TO RUN DOWN A STORM DRAIN	11.0%
HOSING DOWN THE DRIVEWAY OR SIDEWALK	8.0%

Figure 13. Guilt water behaviors
New Brunswickers experience low levels of guilt regarding water use

Federal and provincial government and media are least trusted as sources of information about water quality and safety (Figure 11 and Tables 54 and 55, Appendix 1). When looking for information on water quality and safety, New Brunswickers turn to local governments, water testers, non-government organizations, and regional watershed groups. It is not surprising given who New Brunswickers trust for information that 39% turn to local governments when they want information about water quality at beaches, lakes and rivers (Figure 12 and Tables 56 and 57, Appendix 1).

Trust as Source of Information on Water Quality and Safety

PRESS AND MEDIA	25%
FEDERAL GOVERNMENT	31%
PROVINCIAL GOVERNMENT	34%
LOCAL UTILITY	42%
MUNICIPAL GOVERNMENT, LOCAL SERVICE DISTRICT	45%
THIRD-PARTY WATER QUALITY TESTERS	42%
NON-GOVERNMENT ORGANIZATIONS SUCH AS...	41%
REGIONAL WATERSHED/CONSERVATION...	46%
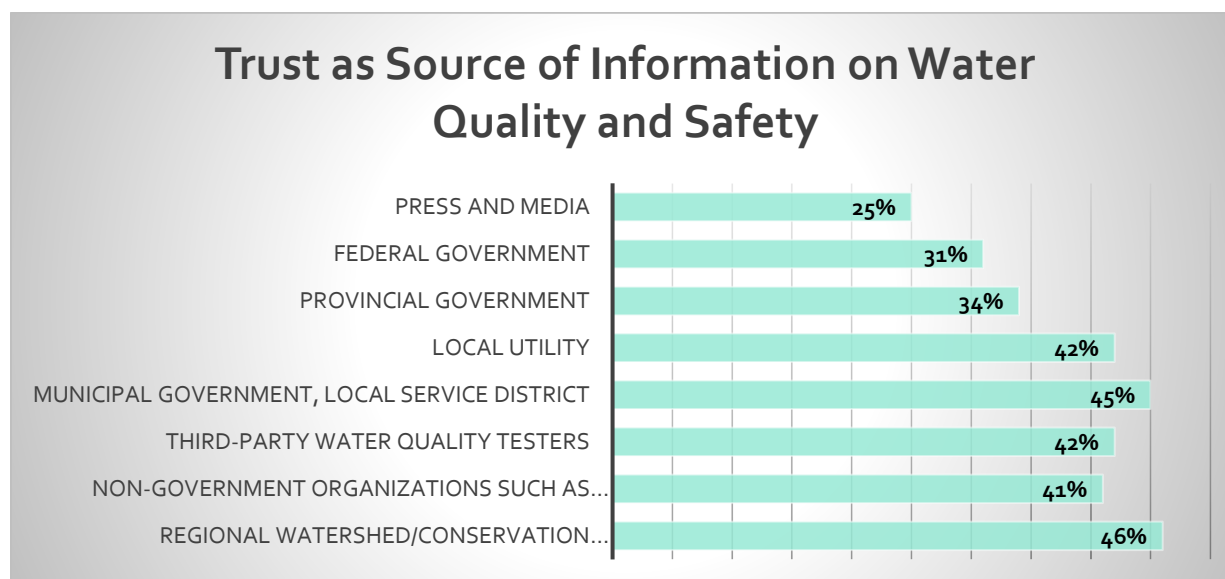
Figure 14. Trusted sources of information
Local governments, water testers, non-government organizations and regional watershed groups are most trusted as sources of information on water quality and safety

Figure 15. Look to for information
Municipal websites are the most important source of information about water quality at beaches, lakes or rivers

Mobile applications are not a tool used by New Brunswickers to get information about water quality at beaches, lakes or rivers. Twenty-four percent of respondents do not check for this type of information. This is not likely a surprise when 49% of survey respondents also report they never swim in New Brunswick lakes, rivers or streams. Twenty-nine percent swim once or twice a year; 17% three to 10 times a year and only 5% more than 10 times a year (Tables 44 and 45). Younger New Brunswickers swim more often than older adults.

Conclusions

New Brunswickers are attached to the province's waterways and are concerned that pollution is hurting the health of our water and people. There is strong support for government action to control industrial pollution, but little support for consumer-facing policies or costs. There is a low level of personal awareness or engagement in water management.

While health related water concerns are high, there is a lower level of awareness and concern about climate change related events and the potential effects on quality of life. There is a low level of overall preparedness for extreme events and lower levels of support for infrastructure spending on managing risks from extreme events, compared to support for water-quality related investments.

The Conservation Council believes that a holistic response is required where actions that improve and protect water quality also are designed to make communities and families more resilient to the effects of extreme weather. Education is required to increase peoples understanding of the risks associated with weak environmental standards and low preparedness for climate change. Infrastructure spending needs to ensure water quality is protected while preparing to also protect communities, homes and families from extreme weather.

Appendix 1

Table 1: Most important natural resource

Demographics	Which of the following do you consider New Brunswick's most important natural resource?									
	Fresh Water	Oil and Gas	Forests	Coal	Agricultural land	Metals	Fisheries	None of the Above	Other	Total Respondents
Total	20%	6%	49%	0%	10%	0%	12%	1%	0%	502
Gender										
Male	20%	8%	51%	0%	9%	0%	10%	2%	0%	247
Female	20%	5%	48%	0%	11%	0%	15%	1%	1%	255
Mother Tongue										
English	20%	6%	49%	0%	11%	0%	11%	2%	0%	459
French	23%	5%	44%	0%	5%	0%	0%	0%	0%	43
Age										
18 to 24	21%	**14%**	28%	3%	17%	0%	14%	3%	0%	29
25 to 34	16%	4%	46%	0%	14%	0%	16%	3%	1%	80
35 to 44	18%	9%	46%	0%	7%	0%	18%	1%	0%	76
45 to 54	22%	3%	50%	0%	13%	1%	10%	1%	0%	115
55 to 64	19%	5%	**60%**	0%	9%	0%	6%	1%	0%	112
65 to 74	21%	9%	51%	0%	4%	0%	12%	1%	1%	76
75+	**36%**	0%	36%	0%	7%	0%	**21%**	0%	0%	14
Education										
Elementary/some high school	**36%**	5%	**27%**	5%	14%	0%	9%	0%	5%	22
High School	23%	4%	45%	0%	13%	0%	12%	3%	1%	112
Some college	26%	13%	**20%**	0%	30%	0%	21%	43%	50%	55
College	15%	5%	55%	0%	7%	0%	16%	2%	0%	114
Some university	18%	9%	50%	0%	6%	0%	16%	2%	0%	38
Undergraduate	20%	7%	55%	0%	9%	0%	9%	0%	0%	88
Trade-Apprentice	23%	4%	42%	0%	23%	0%	4%	4%	0%	26
Graduate	15%	9%	49%	0%	9%	0%	19%	0%	0%	47
Income										

Demographics	Fresh Water	Oil and Gas	Forests	Coal	Agricultural land	Metals	Fisheries	None of the Above	Other	Total Respondents
<$25,000	21%	2%	45%	2%	14%	0%	12%	3%	2%	58
$25,000 to $49,999	23%	4%	42%	0%	14%	0%	13%	2%	1%	113
$50,000 to $74,999	11%	13%	54%	0%	10%	0%	12%	0%	0%	83
$75,000 to $99,999	22%	8%	56%	0%	4%	0%	9%	1%	0%	77
$100,000 to $149,999	20%	3%	48%	0%	9%	0%	17%	2%	0%	23
$150,000 +	13%	13%	43%	0%	9%	4%	17%	0%	0%	84
Prefer not to say	24%	4%	54%	0%	8%	0%	10%	1%	0%	64

Note: Bold indicates significant, $p = <.05$

Table 2: Community: Most important natural resource

Demographics	Which of the following do you consider New Brunswick's most important natural resource?									
	Fresh Water	Oil and Gas	Forests	Coal	Agricultural land	Metals	Fisheries	None of the Above	Other	Total Respondents
Total	20%	6%	49%	0%	10%	0%	12%	1%	0%	501
Moncton	22%	4%	53%	1%	5%	0%	12%	1%	1%	129
Fredericton	18%	10%	58%	0%	5%	1%	8%	0%	0%	73
Saint John	25%	10%	39%	0%	19%	0%	7%	0%	0%	69
Bathurst	8%	0%	25%	0%	8%	0%	50%	8%	0%	12
Oromocto	11%	0%	44%	0%	22%	0%	11%	11%	0%	9
Edmundston	20%	0%	80%	0%	0%	0%	0%	0%	0%	5
Campbellton	25%	0%	50%	0%	25%	0%	0%	0%	0%	4
Other	19%	6%	48%	0%	11%	0%	14%	2%	1%	200

Note: Bold indicates significant, $p = <.05$

Table 3: Threats to fresh water supply

Demographics	Threats to Canada's fresh water supply: Important to Extremely Important								
	Global Warming and Climate Change	Illegal Dumping of Toxins	Wasteful Use by Industrial Companies	Inadequate Infrastructure	Wasteful Use by Agriculture	Lack of Knowledge of Fresh Water	The Legal Release of Toxins	Mismanagement by Government	Total Respondents
Total	52%	79%	72%	51%	40%	48%	65%	70%	502
Gender									
Male	49%	76%	69%	43%	34%	47%	64%	71%	247
Female	49%	81%	**76%**	**58%**	**46%**	50%	66%	69%	255
Language									
English	52%	78%	73%	50%	38%	47%	65%	70%	459
French	56%	**86%**	70%	58%	**58%**	58%	70%	69%	43
Age									
18 to 24	52%	72%	66%	52%	52%	38%	48%	69%	29
25 to 34	64%	73%	70%	46%	39%	44%	60%	70%	80
35 to 44	51%	75%	74%	54%	41%	49%	63%	63%	76
45 to 54	50%	82%	74%	46%	38%	49%	71%	71%	115
55 to 64	54%	86%	**79%**	61%	43%	55%	71%	71%	112
65 to 74	46%	79%	68%	47%	34%	43%	63%	74%	76
75+	43%	57%	50%	43%	43%	57%	43%	71%	14
Education									
Elementary/some high school	55%	68%	68%	46%	46%	55%	64%	59%	22
High School	49%	79%	69%	46%	38%	45%	65%	76%	112
Some college	49%	67%	64%	53%	38%	51%	60%	66%	55
College	54%	85%	78%	60%	40%	47%	67%	73%	114
Some university	42%	74%	71%	42%	47%	55%	74%	71%	38
Undergraduate	53%	78%	75%	44%	39%	47%	59%	66%	88
Trade-Apprentice	73%	85%	81%	58%	46%	58%	69%	65%	26
Graduate	55%	81%	70%	57%	38%	45%	68%	70%	47
Income									

Demographics									
<$25,000	47%	81%	74%	55%	50%	52%	66%	71%	58
$25,000 to $49,999	54%	80%	72%	50%	38%	46%	64%	72%	113
$50,000 to $74,999	55%	71%	71%	52%	43%	49%	63%	65%	83
$75,000 to $99,999	55%	78%	69%	44%	39%	47%	61%	68%	77
$100,000 to $149,999	45%	70%	72%	41%	34%	42%	64%	70%	64
$150,000 +	39%	83%	65%	57%	30%	44%	65%	61%	23
Prefer not to say	58%	88%	79%	61%	41%	55%	73%	77%	84

Note: Bold indicates significant, *p* = <.05

Table 4: Community: Threats to fresh water supply

Demographics	Threats to Canada's fresh water supply: Important to Extremely Important								
	Global Warming and Climate Change	Illegal Dumping of Toxins	Wasteful Use by Industrial Companies	Inadequate Infrastructure	Wasteful Use by Agriculture	Lack of Knowledge of Fresh Water	The Legal Release of Toxins	Mismanagement by Government	Total Respondents
Total	52%	79%	72%	51%	40%	48%	65%	70%	502
Moncton	50%	79%	78%	50%	42%	48%	61%	69%	129
Fredericton	62%	78%	73%	45%	44%	58%	67%	73%	73
Saint John	52%	81%	80%	55%	38%	46%	67%	75%	69
Bathurst	50%	50%	50%	50%	33%	42%	83%	50%	12
Oromocto	44%	67%	56%	67%	56%	33%	56%	56%	9
Edmundston	40%	60%	40%	40%	40%	0%	60%	60%	5
Campbellton	50%	75%	25%	25%	25%	75%	50%	50%	4
Other	51%	80%	70%	48%	39%	48%	66%	71%	200

Note: Bold indicates significant, *p* = <.05

Table 5: Water protection policy

Demographics	Agree and Strongly Agree that…								
	Industry, municipalities should monitor, report water use	Companies should obtain licences for water use	Should be Stricter Rules for Industry Water Use	Water Management Decisions Should be Based on Science	Should Charge More for household water use	Companies Should Pay Full Cost of Water Use	Consumers Should Pay Full Cost of Water Use	Should be Greater Oversight of Rural Water Use	Total Respondents
Total	77%	81%	82%	76%	26%	75%	48%	66%	502
Gender									
Male	80%	83%	81%	80%	27%	77%	53%	72%	247
Female	73%	80%	82%	72%	24%	74%	44%	**60%**	255
Language									
English	77%	82%	82%	76%	24%	75%	48%	65%	459
French	77%	74%	81%	77%	40%	84%	56%	79%	43
Age									
18 to 24	72%	**69%**	**69%**	69%	35%	**69%**	38%	**55%**	29
25 to 34	74%	**70%**	**68%**	79%	26%	**66%**	60%	**53%**	80
35 to 44	76%	78%	82%	76%	22%	72%	63%	63%	76
45 to 54	71%	84%	84%	70%	25%	77%	71%	63%	115
55 to 64	**81%**	86%	86%	80%	21%	77%	71%	**76%**	112
65 to 74	**83%**	**92%**	**92%**	79%	26%	**86%**	63%	**78%**	76
75+	79%	71%	71%	79%	50%	72%	43%	71%	14
Education									
Elementary/some high school	68%	73%	68%	**64%**	32%	68%	46%	59%	22
High School	76%	81%	81%	**68%**	21%	70%	45%	61%	112
Some college	78%	84%	86%	71%	22%	78%	49%	62%	55
College	75%	79%	80%	75%	21%	70%	47%	61%	114
Some university	79%	76%	76%	79%	29%	76%	50%	68%	38
Undergraduate	80%	80%	80%	**85%**	27%	81%	48%	74%	88

Trade-Apprentice	81%	100%	92%	81%	31%	85%	54%	81%	26
Graduate	75%	83%	89%	**89%**	38%	85%	60%	75%	47
Income									
<$25,000	69%	83%	79%	69%	28%	74%	38%	66%	58
$25,000 to $49,999	74%	81%	81%	76%	20%	74%	52%	64%	113
$50,000 to $74,999	78%	71%	77%	76%	25%	71%	43%	64%	83
$75,000 to $99,999	81%	87%	82%	83%	26%	84%	52%	73%	77
$100,000 to $149,999	78%	81%	83%	77%	34%	78%	52%	67%	64
$150,000 +	87%	83%	87%	83%	17%	61%	65%	65%	23
Prefer not to say	76%	85%	85%	73%	27%	75%	45%	66%	84

Note: Bold indicates significant, p = <.05

Table 6: Community: Water protection policy

Demographics	Agree and Strongly Agree that…								
	Industry, municipalities monitor, report water use	Companies should obtain licences for water use	Should be Stricter Rules for Industry Water Use	Water Management Decisions Should be Based on Science	Should Charge More for household water use	Companies Should Pay Full Cost of Water Use	Consumers Should Pay Full Cost of Water Use	Should be Greater Oversight of Rural Water Use	Total Respondents
Total	77%	81%	82%	76%	26%	75%	48%	66%	502
Moncton	76%	80%	82%	78%	23%	78%	46%	69%	129
Fredericton	89%	86%	80%	81%	29%	70%	37%	73%	73
Saint John	80%	86%	87%	80%	23%	83%	55%	75%	69
Bathurst	75%	75%	83%	75%	8%	50%	50%	50%	12
Oromocto	89%	100%	89%	78%	22%	78%	44%	56%	9
Edmundston	80%	60%	80%	60%	20%	60%	40%	60%	5
Campbellton	75%	100%	100%	100%	25%	100%	75%	50%	4
Other	71%	79%	79%	73%	29%	74%	52%	71%	200

Note: Bold indicates significant, p = <.05

Table 7: Confidence in quality of water in the home

Demographics	Confidence in Quality of the Water in the Home					
	Not at all Confident	Not very Confident	Somewhat Confident	Confident	Very Confident	Total
Total	4%	11%	25%	39%	21%	502
Gender						
Male	3%	9%	**21%**	**45%**	22%	247
Female	5%	12%	**29%**	**34%**	20%	255
Language						
English	4%	11%	26%	38%	20%	459
French	0%	7%	16%	**49%**	**28%**	43
Age						
18 to 24	3%	14%	**10%**	**62%**	10%	29
25 to 34	3%	15%	24%	36%	23%	80
35 to 44	**9%**	12%	30%	38%	11%	76
45 to 54	4%	8%	32%	33%	23%	115
55 to 64	3%	13%	22%	41%	21%	112
65 to 74	1%	**5%**	24%	42%	28%	76
75+	**7%**	14%	0%	36%	**43%**	14
Education						
Elementary/some high school	5%	**18%**	18%	32%	27%	22
High School	5%	14%	29%	36%	16%	112
Some college	7%	5%	25%	42%	20%	55
College	4%	11%	23%	40%	22%	114
Some university	5%	11%	29%	32%	24%	38
Undergraduate	1%	9%	22%	48%	20%	88
Trade-Apprentice	0%	12%	**35%**	42%	**12%**	26
Graduate	4%	6%	21%	34%	**34%**	47
Income						

	Not at all Confident	Not very Confident	Somewhat Confident	Confident	Very Confident	Total Respondents
<$25,000	**10%**	16%	33%	**24%**	17%	58
$25,000 to $49,999	4%	11%	25%	40%	20%	113
$50,000 to $74,999	1%	10%	29%	45%	16%	83
$75,000 to $99,999	8%	12%	**12%**	43%	26%	77
$100,000 to $149,999	0%	6%	25%	39%	30%	64
$150,000 +	4%	0%	**43%**	39%	**13%**	23
Prefer not to say	1%	14%	23%	40%	21%	84
Note: Bold indicates significant, p = <.05						

Table 8: Community: Confidence in quality of water in the home

Demographics	Confident in the Quality of Water in the Home					
	Not at all Confident	Not very Confident	Somewhat Confident	Confident	Very Confident	Total Respondents
Total	4%	11%	25%	39%	21%	502
Moncton	4%	13%	26%	42%	16%	129
Fredericton	4%	8%	25%	40%	23%	73
Saint John	**9%**	**19%**	20%	39%	**13%**	69
Bathurst	0%	8%	**42%**	33%	17%	12
Oromocto	0%	11%	0%	**78%**	**11%**	9
Edmundston	0%	**20%**	20%	40%	20%	5
Campbellton	0%	**25%**	25%	**25%**	25%	4
Other	3%	7%	27%	36%	28%	200
Note: Bold indicates significant, p = <.05						

Table 9: Pharmaceuticals in water

Demographics	Pharmaceuticals: Concerned and Very Concerned			
	The health of fish and other animals	Drinking water quality	Your health and your family's health	Respondents Total
Total	67%	75%	76%	502
Gender				
Male	64%	72%	73%	247
Female	**71%**	78%	80%	255
Language				
English	66%	74%	75%	459
French	81%	81%	**86%**	43
Age				
18 to 24	62%	69%	79%	29
25 to 34	65%	69%	70%	80
35 to 44	**59%**	70%	71%	76
45 to 54	64%	**76%**	77%	115
55 to 64	74%	**82%**	**82%**	112
65 to 74	75%	**76%**	79%	76
75+	57%	71%	71%	14
Education				
Elementary/some high school	50%	55%	64%	22
High School	72%	78%	78%	112
Some college	71%	76%	80%	55
College	68%	83%	80%	114
Some university	68%	79%	82%	38
Undergraduate	59%	64%	69%	88
Trade-Apprentice	62%	62%	69%	26
Graduate	72%	80%	79%	47
Income				
<$25,000	72%	72%	78%	58

$25,000 to $49,999	72%	79%	81%	113
$50,000 to $74,999	65%	75%	75%	83
$75,000 to $99,999	68%	74%	79%	77
$100,000 to $149,999	61%	75%	70%	64
$150,000 +	48%	61%	65%	23
Prefer not to say	69%	75%	76%	84

Note: Bold indicates significant, p = <.05

Table 10: Community: Pharmaceuticals in water

Demographics	Pharmaceuticals Concerned and Very Concerned			
	The health of fish and other animals	Drinking water quality	Your health and your family's health	Total Respondents
Total	67.1%	74.9%	76.4%	502
Moncton	69.8%	76.0%	76.7%	129
Fredericton	68.5%	74.0%	76.7%	73
Saint John	71.0%	85.5%	87.0%	69
Bathurst	66.7%	66.7%	66.7%	12
Oromocto	33.3%	55.6%	66.7%	9
Edmundston	80.0%	60.0%	80.0%	5
Campbellton	100.0%	100.0%	75.0%	4
Other	64.0%	72.0%	73.5%	200

Note: Bold indicates significant, p = <.05

Table 11: Personal care products in water

Demographics	Personal Care Products: Concerned and Very Concerned			
	The health of fish and other animals	Drinking water quality	Your health and your family's health	Respondents Total
Total	68%	70%	71%	502
Gender				
Male	67%	70%	71%	247
Female	69%	69%	71%	255
Language				
English	68%	69%	70%	459
French	72%	77%	84%	43
Age				
18 to 24	69%	76%	66%	29
25 to 34	61%	**60%**	**64%**	80
35 to 44	62%	63%	**63%**	76
45 to 54	68%	69%	72%	115
55 to 64	**74%**	**78%**	**81%**	112
65 to 74	**74%**	75%	75%	76
75+	64%	64%	64%	14
Education				
Elementary/some high school	55%	64%	64%	22
High School	74%	71%	73%	112
Some college	73%	73%	75%	55
College	66%	73%	74%	114
Some university	74%	82%	76%	38
Undergraduate	65%	59%	66%	88
Trade-Apprentice	62%	69%	73%	26
Graduate	66%	68%	66%	47
Income				
<$25,000	71%	76%	74%	58

$25,000 to $49,999	74%	73%	75%	113
$50,000 to $74,999	66%	69%	70%	83
$75,000 to $99,999	64%	66%	73%	77
$100,000 to $149,999	64%	64%	63%	64
$150,000 +	61%	70%	74%	23
Prefer not to say	69%	70%	70%	84

Note: Bold indicates significant, p = <.05

Table 12: Community: Personal care products in water

Demographics	Personal Care Products Concerned and Very Concerned			
	The health of fish and other animals	Drinking water quality	Your health and your family's health	Total Respondents
Total	68.1%	69.7%	71.3%	502
Moncton	**76.7%**	70.5%	71.3%	129
Fredericton	64.4%	74.0%	75.3%	73
Saint John	**76.8%**	79.7%	81.2%	69
Bathurst	66.7%	66.7%	75.0%	12
Oromocto	**44.4%**	66.7%	66.7%	9
Edmundston	80.0%	80.0%	80.0%	5
Campbellton	100.0%	75.0%	75.0%	4
Other	61.0%	64.0%	66.0%	200

Note: Bold indicates significant, p = <.05

Table 13: Experienced a boil water order

Demographics	Experienced a Boil Water Order			
	Yes	No	Not Sure	Total Respondents
Total	44%	52%	3%	502
Gender				
Male	41%	56%	3%	247
Female	47%	49%	4%	255
Language				
English	46%	51%	3%	459
French	**26%**	**70%**	5%	43
Age				
18 to 24	52%	41%	7%	29
25 to 34	**55%**	44%	1%	80
35 to 44	51%	45%	4%	76
45 to 54	42%	**53%**	5%	115
55 to 64	**37%**	**61%**	3%	112
65 to 74	**38%**	**61%**	1%	76
75+ *	50%	43%	7%	14
Education				
Elementary/some high school	36%	59%	5%	22
High School	51%	46%	3%	112
Some college	44%	49%	7%	55
College	40%	58%	2%	114
Some university	55%	39%	5%	38
Undergraduate	41%	58%	1%	88
Trade-Apprentice	35%	62%	4%	26
Graduate	47%	47%	6%	47
Income				
<$25,000	45%	47%	9%	58

$25,000 to $49,999	41%	57%	3%	113
$50,000 to $74,999	35%	59%	6%	83
$75,000 to $99,999	51%	48%	1%	77
$100,000 to $149,999	52%	47%	2%	64
$150,000 +	43%	52%	4%	23
Prefer not to say	48%	51%	1%	84

Note: Bold indicates significant, p = <.05

Table 14: Community: Experienced a boil water order

Demographics	Experienced a Boil Water Order			
	Yes	No	Not Sure	Total Respondents
Total	44%	52%	3%	502
Moncton	48%	50%	2%	129
Fredericton	36%	60%	4%	73
Saint John	**75%**	**23%**	1%	69
Bathurst	33%	58%	8%	12
Oromocto	**78%**	**22%**	0%	9
Edmundston	**60%**	**20%**	20%	5
Campbellton	25%	50%	25%	4
Other	**34%**	**63%**	4%	200

Note: Bold indicates significant, p = <.05

Table 15: Infrastructure priorities

Demographics	Importance to Extreme Importance of…								
	Repairing Leaky Water Mains	Storm Water Management	Infrastructure to Protect Against Extreme Weather and Flooding	Natural Water Infrastructure like Wetlands	Infrastructure to Eliminate Boil Water Advisories	Sewage Collection and Treatment	Drinking Water Supply	Water Treatment Systems	Total Respondents
Total	72%	65.3	69.5	75.5	81.7	84.9	91.6	89.4	502
Gender									
Male	72%	63%	66%	74%	81%	85%	91%	89%	247
Female	73%	**68%**	**73%**	77%	83%	85%	**95%**	90%	255
Language									
English	72%	65%	69%	75%	82%	85%	92%	90%	459
French	74%	67%	77%	79%	79%	88%	88%	69%	43
Age									
18 to 24	**55%**	**52%**	69%	**62%**	79%	**69%**	**83%**	**79%**	29
25 to 34	**56%**	**55%**	**59%**	65%	70%	73%	**84%**	84%	80
35 to 44	**63%**	**54%**	**58%**	78%	76%	80%	90%	86%	76
45 to 54	71%	65%	**56%**	78%	79%	84%	94%	90%	115
55 to 64	**85%**	74%	61%	80%	**92%**	**94%**	96%	94%	112
65 to 74	**88%**	79%	76%	82%	**91%**	**96%**	96%	97%	76
75+	71%	71%	**50%**	64%	71%	**86%**	86%	86%	14
Education									
Elementary/some high school	**55%**	46%	59%	59%	64%	73%	73%	73%	22
High School	79%	67%	74%	75%	82%	85%	91%	87%	112
Some college	71%	66%	69%	78%	76%	84%	95%	89%	55
College	75%	69%	71%	73%	83%	84%	92%	90%	114
Some university	68%	63%	74%	79%	90%	87%	92%	92%	38
Undergraduate	71%	64%	63%	77%	77%	83%	94%	93%	88
Trade-Apprentice	**50%**	62%	69%	77%	85%	92%	96%	96%	26
Graduate	79%	68%	70%	81%	92%	92%	89%	92%	47

Income									
<$25,000	71%	62%	69%	71%	81%	79%	85%	81%	58
$25,000 to $49,999	78%	66%	69%	79%	82%	88%	93%	90%	113
$50,000 to $74,999	66%	59%	65%	59%	74%	80%	88%	84%	83
$75,000 to $99,999	78%	73%	74%	83%	86%	78%	94%	92%	77
$100,000 to $149,999	63%	59%	69%	70%	81%	86%	95%	89%	64
$150,000 +	57%	52%	52%	83%	74%	70%	87%	87%	23
Prefer not to say	77%	74%	76%	86%	88%	92%	95%	98%	84

Note: Bold indicates significant, *p* = <.05

Table 16: Community: Infrastructure priorities

Demographics	Threats to Canada's fresh water supply: Important to Extremely Important								
	Repairing Leaky Water Mains	Storm Water Management	Infrastructure to Protect Against Extreme Weather and Flooding	Natural Water Infrastructure like Wetlands	Infrastructure to Eliminate Boil Water Advisories	Sewage Collection and Treatment	Drinking Water Supply	Water Treatment Systems	Total Respondents
Total	73%	67%	71%	77%	83%	86%	92%	91%	502
Moncton	78%	65%	71%	74%	85%	90%	95%	95%	129
Fredericton	75%	48%	69%	81%	86%	85%	95%	92%	73
Saint John	77%	64%	81%	90%	93%	93%	96%	97%	69
Bathurst	67%	33%	58%	67%	67%	83%	92%	83%	12
Oromocto	89%	44%	67%	56%	89%	89%	100%	89%	9
Edmundston	100%	100%	100%	100%	88%	100%	100%	100%	5
Campbellton	75%	75%	75%	100%	100%	100%	100%	75%	4
Other	65%	49%	65%	70%	74%	78%	87%	83%	200

Note: Bold indicates significant, p = <.05

Table 17: Noticed more media coverage

Demographics	Noticed more stories lately: Agree/Strongly Agree			
	Flooding Drought	Water Quality	Downpours and Extreme Storms	Total Respondents
Total	66%	59%	66%	502
Gender				
Male	63%	59%	65%	247
Female	68%	59%	63%	255
Language				
English	67%	60%	65%	459
French	58%	51%	53%	43
Age				
18 to 24	**38%**	52%	**45%**	29
25 to 34	**51%**	54%	**45%**	80
35 to 44	61%	**49%**	59%	76
45 to 54	65%	58%	68%	115
55 to 64	**80%**	**73%**	**75%**	112
65 to 74	**75%**	58%	**83%**	76
75+	**71%**	64%	**71%**	14
Education				
Elementary/some high school	**38%**	**36%**	64%	22
High School	51%	60%	71%	112
Some college	61%	64%	66%	55
College	65%	61%	63%	114
Some university	**80%**	50%	66%	38
Undergraduate	**75%**	59%	60%	88
Trade-Apprentice	71%	65%	73%	26
Graduate	**79%**	62%	66%	47
Income				
<$25,000	62%	57%	67%	58

$25,000 to $49,999	62%	62%	67%	113
$50,000 to $74,999	58%	49%	58%	83
$75,000 to $99,999	65%	60%	68%	77
$100,000 to $149,999	72%	58%	67%	64
$150,000 +	70%	51%	70%	23
Prefer not to say	75%	67%	66%	84

Note: Bold indicates significant, p = <.05

Table 18: Community: Noticed more media coverage

Demographics	Noticed more stories lately: Agree/Strongly Agree			
	Flooding Drought	Water Quality	Downpours and Extreme Storms	Total Respondents
Total	66%	59%	66%	502
Moncton	67%	58%	64%	129
Fredericton	64%	56%	63%	73
Saint John	**67%**	**78%**	68%	69
Bathurst	50%	50%	**50%**	12
Oromocto	78%	11%	56%	9
Edmundston	100%	**60%**	100%	5
Campbellton	75%	**50%**	75%	4
Other	64%	58%	68%	200
Note: Bold indicates significant, p = <.05				

Table 19: Preparedness

Demographics	Agree and Strongly Agree that…						
	Municipalities should levy a storm water surcharge on property owners with large paved surfaces	Municipality/region can cope with a water crisis such as drought/dangerous	I have made more effort to protect my home from flooding	I do not care where storm water goes after it runs off my property	It is okay to shovel snow from a driveway onto a public roadway	If a home is known to be high risk from flooding, sellers should fully disclose the risk	Total Respondents
Total	26%	27%	55%	14%	12%	89%	502
Gender							
Male	29%	26%	47%	18%	**15%**	88%	247
Female	22%	28%	51%	11%	**8%**	89%	255
Language							
English	25%	26%	**49%**	15%	11%	90%	459
French	30%	28%	**71%**	12%	14%	71%	43
Age							
18 to 24	45%	48%	60%	**38%**	24%	**76%**	29
25 to 34	20%	25%	**43%**	1%	15%	83%	80
35 to 44	21%	22%	**39%**	17%	16%	82%	76
45 to 54	27%	17%	51%	7%	9%	87%	115
55 to 64	28%	30%	56%	17%	8%	97%	112
65 to 74	22%	30%	63%	8%	8%	96%	76
75+	36%	43%	**40%**	7%	14%	93%	14
Education							
Elementary/some high school	32%	32%	50%	14%	9%	82%	22
High School	25%	30%	36%	16%	12%	87%	112
Some college	16%	27%	58%	18%	9%	91%	55
College	21%	22%	55%	13%	10%	89%	114
Some university	24%	26%	64%	11%	8%	95%	38
Undergraduate	33%	32%	56%	14%	14%	89%	88
Trade-Apprentice	31%	12%	50%	15%	12%	89%	26
Graduate	32%	26%	49%	13%	19%	89%	47

Income							
<$25,000	24%	24%	36%	12%	17%	79%	58
$25,000 to $49,999	18%	30%	43%	17%	9%	89%	113
$50,000 to $74,999	29%	28%	47%	17%	15%	86%	83
$75,000 to $99,999	29%	23%	65%	13%	9%	90%	77
$100,000 to $149,999	27%	25%	49%	16%	11%	91%	64
$150,000 +	44%	30%	67%	17%	13%	96%	23
Prefer not to say	26%	26%	53%	10%	11%	94%	84

Note: Bold indicates significant, p = <.05

Table 20: Community: Preparedness

Demographics	Agree and Strongly Agree that…						
	Municipalities should levy a storm water surcharge on property owners with large paved surfaces	Municipality/region can cope with a water crisis such as drought/dangerous	I have made more effort to protect my home from flooding	I do not care where storm water goes after it runs off my property	It is okay to shovel snow from a driveway onto a public roadway	If a home is known to be high risk from flooding, sellers should fully disclose the risk	Total Respondents
Total	26%	27%	55%	14%	12%	89%	502
Moncton	24%	36%	55%	16%	12%	91%	129
Fredericton	34%	22%	40%	15%	10%	93%	73
Saint John	28%	23%	56%	7%	**23%**	93%	69
Bathurst	25%	0%	60%	8%	8%	92%	12
Oromocto	11%	**67%**	57%	22%	**22%**	89%	9
Edmundston	20%	40%	100%	20%	0%	100%	5
Campbellton	25%	25%	0%	25%	0%	75%	4
Other	24%	23%	50%	15%	9%	84%	200

Note: Bold indicates significant, p = <.05

Table 21: Vulnerable to flooding

Demographics	Live in an area you think is vulnerable to flooding?			
	Yes	No	Not Sure	Total Respondents
Total	17%	77%	6%	502
Gender				
Male	15%	78%	6%	247
Female	18%	76%	6%	255
Language				
English	46%	51%	3%	459
French	26%	70%	5%	43
Age				
18 to 24	45%	38%	17%	29
25 to 34	15%	79%	6%	80
35 to 44	22%	71%	7%	76
45 to 54	15%	83%	3%	115
55 to 64	13%	82%	4%	112
65 to 74	11%	79%	11%	76
75+	14%	86%	0%	14
Education				
Elementary/some high school	14%	77%	9%	22
High School	13%	81%	5%	112
Some college	15%	80%	5%	55
College	16%	79%	5%	114
Some university	32%	58%	11%	38
Undergraduate	17%	76%	7%	88
Trade-Apprentice	12%	73%	15%	26
Graduate	21%	79%	0%	47
Income				

<$25,000	22%	74%	3%	58
$25,000 to $49,999	16%	79%	5%	113
$50,000 to $74,999	14%	77%	8%	83
$75,000 to $99,999	13%	79%	8%	77
$100,000 to $149,999	16%	80%	5%	64
$150,000 +	13%	87%	0%	23
Prefer not to say	21%	70%	8%	84
Note: Bold indicates significant, p = <.05				

Table 22: Community: Vulnerable to flooding

Demographics	Live in an area you think is vulnerable to flooding?			
	Yes	No	Not Sure	Total Respondents
Total	17%	77%	6%	502
Moncton	9%	83%	9%	129
Fredericton	25%	67%	8%	73
Saint John	19%	80%	1%	69
Bathurst	8%	92%	0%	12
Oromocto	0%	100%	0%	9
Edmundston	20%	80%	0%	5
Campbellton	0%	100%	0%	4
Other	20%	74%	7%	200
Note: Bold indicates significant, p = <.05				

Table 23: Vulnerable to drought

Demographics	Live in an area you think is vulnerable to drought?			
	Yes	No	Not Sure	Total Respondents
Total	17%	77%	6%	502
Gender				
Male	7%	83%	10%	247
Female	11%	72%	18%	255
Language				
English	17%	77%	6%	459
French	9%	84%	7%	43
Age				
18 to 24	14%	72%	14%	29
25 to 34	9%	81%	10%	80
35 to 44	9%	78%	13%	76
45 to 54	6%	81%	13%	115
55 to 64	10%	76%	14%	112
65 to 74	11%	71%	18%	76
75+	7%	79%	14%	14
Education				
Elementary/some high school	23%	64%	14%	22
High School	5%	80%	14%	112
Some college	11%	73%	16%	55
College	11%	78%	11%	114
Some university	8%	79%	13%	38
Undergraduate	5%	83%	13%	88
Trade-Apprentice	4%	77%	19%	26
Graduate	17%	68%	15%	47
Income				

<$25,000	22%	74%	3%	58
$25,000 to $49,999	16%	79%	5%	113
$50,000 to $74,999	14%	77%	8%	83
$75,000 to $99,999	13%	79%	8%	77
$100,000 to $149,999	16%	80%	5%	64
$150,000 +	13%	87%	0%	23
Prefer not to say	21%	70%	8%	84
Note: Bold indicates significant, p = <.05				

Table 24: Community: vulnerable to drought

Demographics	Live in an area you think is vulnerable to drought?			
	Yes	No	Not Sure	Total Respondents
Total	17%	77%	6%	502
Moncton	9%	83%	9%	129
Fredericton	25%	67%	8%	73
Saint John	19%	80%	1%	69
Bathurst	8%	92%	0%	12
Oromocto	0%	100%	0%	9
Edmundston	20%	80%	0%	5
Campbellton	0%	100%	0%	4
Other	20%	74%	7%	200
Note: Bold indicates significant, p = <.05				

Table 25: Extreme weather affect family

Demographics	How likely the following types of events could adversely affect you or your family…? Likely/Very Likely							
	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total Respondents
Total	77%	28%	36%	54%	19%	69%	28%	502
Gender								
Male	**70%**	**24%**	**32%**	49%	15%	**65%**	29%	247
Female	**83%**	**31%**	**38%**	58%	22%	**72%**	26%	255
Language								
English	78%	28%	36%	44%	19%	69%	28%	459
French	70%	17%	33%	49%	16%	66%	26%	43
Age								
18 to 24	79%	35%	31%	38%	7%	72%	45%	29
25 to 34	74%	21%	**29%**	53%	14%	63%	19%	80
35 to 44	78%	30%	32%	54%	12%	68%	22%	76
45 to 54	84%	24%	34%	52%	19%	65%	32%	115
55 to 64	71%	32%	42%	56%	24%	74%	23%	112
65 to 74	79%	29%	38%	58%	26%	71%	26%	76
75+	64%	21%	**50%**	57%	14%	64%	36%	14
Education								
Elementary/some high school	64%	27%	32%	50%	23%	59%	32%	22
High School	78%	25%	38%	53%	15%	69%	23%	112
Some college	78%	33%	31%	58%	24%	64%	36%	55
College	76%	28%	37%	54%	16%	68%	24%	114
Some university	76%	37%	29%	42%	21%	71%	32%	38
Undergraduate	76%	28%	36%	50%	19%	76%	32%	88
Trade-Apprentice	69%	31%	39%	77%	19%	77%	19%	26
Graduate	87%	17%	34%	55%	21%	57%	30%	47
Income								
<$25,000	76%	31%	36%	55%	24%	67%	31%	58

	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total
$25,000 to $49,999	74%	24%	35%	55%	14%	73%	22%	113
$50,000 to $74,999	74%	27%	34%	55%	19%	70%	33%	83
$75,000 to $99,999	81%	21%	36%	56%	22%	73%	27%	77
$100,000 to $149,999	75%	25%	34%	48%	11%	58%	19%	64
$150,000 +	87%	17%	35%	57%	26%	69%	48%	23
Prefer not to say	81%	43%	39%	50%	26%	67%	30%	84

Note: Bold indicates significant, p = <.05

Table 26: Community: Extreme weather affect family

Demographics	How likely the following types of events could adversely affect you or your family…? Likely/Very Likely							
	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total Respondents
Total	77%	28%	36%	54%	19%	69%	28%	502
Moncton	77%	3%	26%	**44%**	19%	63%	23%	129
Fredericton	77%	11%	47%	60%	21%	74%	29%	73
Saint John	86%	10%	46%	49%	17%	71%	**39%**	69
Bathurst	75%	8%	33%	**67%**	17%	**50%**	33%	12
Oromocto	67%	0%	56%	**33%**	11%	67%	0%	9
Edmundston	80%	20%	0%	**80%**	0%	**80%**	20%	5
Campbellton	75%	0%	25%	50%	25%	**50%**	**50%**	4
Other	75%	11%	35%	59%	19%	71%	27%	200

Note: Bold indicates significant, p = <.05

Table 27: Worried extreme weather

Demographics	How worried are you about the following types of events? Worried/Very Worried							
	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total Respondents
Total	41%	21%	21%	22%	12%	34%	21%	502
Gender								
Male	**37%**	**18%**	**18%**	22%	11%	**30%**	19%	247
Female	**41%**	**23%**	**24%**	24%	13%	**38%**	23%	255
Language								
English	41%	21%	21%	22%	11%	34%	20%	459
French	49%	14%	23%	37%	19%	40%	28%	43
Age								
18 to 24	55%	24%	35%	24%	10%	52%	28%	29
25 to 34	44%	25%	28%	20%	10%	31%	18%	80
35 to 44	37%	24%	18%	22%	11%	30%	15%	76
45 to 54	40%	17%	18%	25%	12%	33%	24%	115
55 to 64	45%	19%	21%	25%	13%	35%	22%	112
65 to 74	38%	24%	20%	24%	15%	36%	21%	76
75+	27%	7%	7%	14%	14%	36%	29%	14
Education								
Elementary/some high school	36%	27%	14%	27%	18%	27%	27%	22
High School	41%	22%	23%	19%	11%	35%	24%	112
Some college	42%	24%	24%	26%	20%	40%	27%	55
College	40%	18%	23%	20%	13%	37%	20%	114
Some university	40%	29%	24%	24%	11%	34%	26%	38
Undergraduate	41%	18%	18%	22%	7%	31%	14%	88
Trade-Apprentice	31%	12%	15%	35%	8%	35%	15%	26
Graduate	57%	19%	19%	34%	13%	30%	17%	47
Income								
<$25,000	41%	17%	21%	22%	12%	26%	17%	58

$25,000 to $49,999	49%	22%	21%	22%	13%	43%	23%	113
$50,000 to $74,999	47%	25%	27%	29%	13%	37%	**31%**	83
$75,000 to $99,999	40%	20%	22%	27%	12%	34%	21%	77
$100,000 to $149,999	34%	19%	18%	17%	13%	28%	18%	64
$150,000 +	22%	13%	19%	30%	8%	39%	**11%**	23
Prefer not to say	38%	21%	17%	19%	9%	29%	22%	84
Note: Bold indicates significant, p = <.05								

Table 28: Community: worried extreme weather

Demographics	How worried are you about the following types of events? Worried/Very Worried							
	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total Respondents
Total	41%	21%	21%	22%	12%	34%	21%	502
Moncton	39%	20%	16%	23%	12%	34%	18%	129
Fredericton	53%	27%	**29%**	22%	10%	38%	23%	73
Saint John	38%	16%	17%	**12%**	7%	29%	25%	69
Bathurst	33%	17%	**42%**	**50%**	25%	25%	17%	12
Oromocto	11%	0%	**11%**	0%	0%	11%	11%	9
Edmundston	60%	20%	0%	**40%**	0%	40%	20%	5
Campbellton	50%	22%	0%	0%	0%	25%	25%	4
Other	42%	11%	24%	28%	15%	37%	22%	200
Note: Bold indicates significant, p = <.05								

Table 29: Prepared to cope extreme weather

Demographics	Prepared to cope with the following types of events? Prepared/Very Prepared							
	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total Respondents
Total	61%	29%	25%	38%	15%	35%	14%	502
Gender								
Male	65%	33%	**29%**	43%	19%	40%	19%	247
Female	57%	24%	**21%**	34%	11%	31%	10%	255
Language								
English	61%	28%	25%	39%	14%	36%	14%	459
French	56%	33%	21%	33%	26%	30%	16%	43
Age								
18 to 24	**48%**	31%	24%	38%	21%	41%	28%	29
25 to 34	54%	**18%**	**14%**	36%	15%	33%	11%	80
35 to 44	57%	21%	21%	37%	8%	29%	9%	76
45 to 54	56%	27%	29%	38%	15%	37%	13%	115
55 to 64	69%	**38%**	30%	41%	16%	38%	16%	112
65 to 74	**72%**	34%	26%	40%	17%	36%	17%	76
75+	**71%**	29%	29%	29%	21%	43%	14%	14
Education								
Elementary/some high school	46%	23%	18%	23%	9%	27%	14%	22
High School	59%	32%	33%	40%	19%	42%	16%	112
Some college	69%	27%	18%	44%	11%	35%	15%	55
College	65%	31%	31%	42%	13%	40%	12%	114
Some university	58%	29%	16%	32%	16%	34%	18%	38
Undergraduate	60%	24%	22%	38%	13%	33%	13%	88
Trade-Apprentice	62%	39%	31%	50%	27%	35%	23%	26
Graduate	57%	21%	13%	26%	15%	19%	11%	47
Income								
<$25,000	**45%**	28%	22%	31%	16%	28%	10%	58

$25,000 to $49,999	58%	30%	25%	39%	11%	40%	12%	113
$50,000 to $74,999	61%	28%	30%	42%	24%	37%	22%	83
$75,000 to $99,999	69%	26%	16%	30%	10%	31%	8%	77
$100,000 to $149,999	66%	30%	44%	48%	17%	48%	13%	64
$150,000 +	61%	31%	25%	41%	14%	37%	19%	23
Prefer not to say	64%	27%	25%	42%	16%	30%	14%	84
Note: Bold indicates significant, p = <.05								

Table 30: Community: Prepared to cope extreme weather

Demographics	Prepared to cope with the following types of events? Prepared/Very Prepared							
	Severe Snowstorms	Floods	Hurricanes post-tropical storms	Severe Thunderstorms	Droughts	Ice Hail Storms	Coastal Erosion	Total Respondents
Total	61%	29%	25%	38%	15%	35%	14%	502
Moncton	64%	24%	21%	36%	12%	36%	12%	129
Fredericton	58%	29%	16%	32%	6%	27%	8%	73
Saint John	55%	29%	26%	38%	15%	38%	20%	69
Bathurst	67%	**42%**	33%	42%	25%	25%	17%	12
Oromocto	78%	**44%**	56%	67%	22%	**56%**	22%	9
Edmundston	80%	**40%**	20%	20%	20%	20%	0%	5
Campbellton	81%	25%	50%	50%	25%	**50%**	25%	4
Other	61%	30%	28%	41%	19%	37%	16%	200
Note: Bold indicates significant, p = <.05								

Table 31: Prepared flooding

Demographics	Potential impact of flooding…Prepared/Very Prepared								
	Safety and Security of Family	Ability to manage personal stress	Having adequate insurance coverage	Physical damage to home	Ability to pay what's not covered by insurance	Displacement from home/community	Loss of power	Loss of drinking water	Total Respondents
Total	53%	57%	59%	45%	29%	25%	45%	31%	502
Gender									
Male	58%	**63%**	62%	51%	33%	28%	43%	32%	247
Female	49%	**51%**	56%	39%	24%	21%	46%	30%	255
Language									
English	53%	61%	28%	25%	39%	14%	36%	14%	459
French	51%	56%	33%	21%	33%	26%	30%	16%	43
Age									
18 to 24	59%	62%	45%	41%	24%	31%	55%	41%	29
25 to 34	54%	51%	48%	38%	25%	30%	43%	24%	80
35 to 44	51%	55%	55%	41%	28%	24%	43%	36%	76
45 to 54	48%	55%	61%	45%	23%	24%	44%	28%	115
55 to 64	53%	61%	57%	48%	32%	21%	47%	33%	112
65 to 74	57%	61%	**78%**	50%	**34%**	22%	45%	34%	76
75+	71%	64%	**71%**	64%	**57%**	36%	36%	21%	14
Education									
Elementary/some high school	41%	50%	50%	50%	**14%**	23%	46%	36%	22
High School	56%	53%	55%	48%	28%	25%	43%	33%	112
Some college	51%	60%	60%	46%	24%	16%	53%	33%	55
College	51%	54%	54%	46%	26%	23%	45%	30%	114
Some university	55%	58%	53%	40%	21%	24%	34%	26%	38
Undergraduate	56%	61%	64%	40%	**39%**	30%	50%	28%	88
Trade-Apprentice	46%	62%	**77%**	50%	31%	31%	46%	35%	26
Graduate	55%	64%	**68%**	45%	36%	28%	38%	32%	47

Income									
<$25,000	40%	45%	**45%**	33%	12%	**14%**	33%	29%	58
$25,000 to $49,999	55%	60%	56%	44%	29%	27%	43%	27%	113
$50,000 to $74,999	52%	54%	63%	43%	23%	24%	47%	33%	83
$75,000 to $99,999	51%	55%	56%	46%	33%	27%	42%	22%	77
$100,000 to $149,999	66%	67%	**75%**	56%	42%	28%	53%	36%	64
$150,000 +	52%	61%	57%	52%	30%	22%	57%	35%	23
Prefer not to say	54%	58%	61%	45%	31%	26%	46%	39%	84

Note: Bold indicates significant, p = <.05

Table 32: Community: Prepared flooding

Demographics	Potential impact of flooding…Prepared/Very Prepared								
	Safety and Security of Family	Ability to manage personal stress	Having adequate insurance coverage	Physical damage to home	Ability to pay what's not covered by insurance	Displacement from home/community	Loss of power	Loss of drinking water	Total Respondents
Total	53%	57%	59%	45%	29%	25%	45%	31%	502
Moncton	**45%**	61%	66%	48%	33%	26%	41%	**12%**	129
Fredericton	55%	63%	55%	37%	25%	25%	38%	**8%**	73
Saint John	55%	51%	57%	33%	22%	20%	44%	**20%**	69
Bathurst	50%	42%	58%	50%	42%	25%	**25%**	**17%**	12
Oromocto	**67%**	67%	89%	78%	33%	44%	**78%**	22%	9
Edmundston	60%	46%	40%	40%	0%	0%	**20%**	0%	5
Campbellton	**75%**	75%	75%	75%	25%	25%	50%	25%	4
Other	56%	56%	56%	48%	30%	26%	51%	**16%**	200

Note: Bold indicates significant, p = <.05

Table 33: Willingness move valuables

Demographics	Taken and/or plan: Store valuables in basement in plastic or waterproof bins		
	Plan to take	Do not plan to take	Total Respondents
Total	13%	23%	502
Gender			
Male	12%	30%	247
Female	15%	16%	255
Language			
English	13%	23%	459
French	18%	24%	43
Age			
18 to 24	40%	40%	29
25 to 34	11%	32%	80
35 to 44	20%	20%	76
45 to 54	12%	14%	115
55 to 64	17%	20%	112
65 to 74	3%	31%	76
75+	0%	40%	14
Education			
Elementary/some high school	13%	**38%**	22
High School	11%	21%	112
Some college	11%	21%	55
College	16%	19%	114
Some university	18%	29%	38
Undergraduate	13%	26%	88
Trade-Apprentice	11%	22%	26
Graduate	15%	23%	47
Income			
<$25,000	25%	29%	58

$25,000 to $49,999	13%	21%	113
$50,000 to $74,999	16%	19%	83
$75,000 to $99,999	17%	24%	77
$100,000 to $149,999	**8%**	**33%**	64
$150,000 +	14%	24%	23
Prefer not to say	**7%**	16%	84

Note: Bold indicates significant, p = <.05

Table 34: Willingness install backflow

Demographics	Taken and/or plan to take: Install or repair a backflow valve in my basement		
	Plan to take	Do not plan to take	Total Respondents
Total	10%	13%	502
Gender			
Male	12%	16%	247
Female	8%	10%	255
Language			
English	10%	12%	459
French	12%	18%	43
Age			
18 to 24	**30%**	10%	29
25 to 34	8%	**21%**	80
35 to 44	11%	**25%**	76
45 to 54	11%	10%	115
55 to 64	10%	8%	112
65 to 74	9%	7%	76
75+	0%	0%	14
Education			
Elementary/some high school	13%	25%	22
High School	7%	9%	112
Some college	8%	5%	55
College	16%	11%	114
Some university	7%	4%	38
Undergraduate	9%	20%	88
Trade-Apprentice	11%	11%	26
Graduate	8%	18%	47
Income			
<$25,000	14%	**21%**	58
$25,000 to $49,999	7%	10%	113

$50,000 to $74,999	13%	15%	83
$75,000 to $99,999	9%	14%	77
$100,000 to $149,999	10%	18%	64
$150,000 +	19%	5%	23
Prefer not to say	5%	5%	84

Note: Bold indicates significant, p = <.05

Table 35: Willingness caulk windows

Demographics	Taken and/or plan to take: Install caulking around windows		
	Plan to take	Do not plan to take	Total Respondents
Total	11%	13%	502
Gender			
Male	13%	14%	247
Female	9%	11%	255
Language			
English	11%	12%	459
French	9%	15%	43
Age			
18 to 24	**30%**	10%	29
25 to 34	9%	15%	80
35 to 44	16%	**27%**	76
45 to 54	14%	3%	115
55 to 64	7%	10%	112
65 to 74	7%	15%	76
75+	0%	20%	14
Education			
Elementary/some high school	6%	19%	22
High School	9%	8%	112
Some college	5%	13%	55
College	15%	10%	114
Some university	18%	14%	38
Undergraduate	10%	19%	88
Trade-Apprentice	6%	6%	26
Graduate	13%	15%	47
Income			
<$25,000	14%	18%	58

$25,000 to $49,999	7%	9%	113
$50,000 to $74,999	13%	9%	83
$75,000 to $99,999	11%	18%	77
$100,000 to $149,999	16%	15%	64
$150,000 +	10%	19%	23
Prefer not to say	7%	8%	84

Note: Bold indicates significant, p = <.05

Table 36: Willingness sump pump

Demographics	Taken and/or plan to take: Install or repair a sump pump		
	Plan to take	Do not plan to take	Total Respondents
Total	7%	25%	502
Gender			
Male	8%	30%	247
Female	6%	21%	255
Language			
English	7%	25%	459
French	6%	27%	43
Age			
18 to 24	30%	10%	29
25 to 34	8%	28%	80
35 to 44	11%	30%	76
45 to 54	8%	21%	115
55 to 64	2%	27%	112
65 to 74	3%	29%	76
75+	10%	0%	14
Education			
Elementary/some high school	19%	19%	22
High School	7%	21%	112
Some college	5%	21%	55
College	8%	21%	114
Some university	4%	25%	38
Undergraduate	4%	31%	88
Trade-Apprentice	0%	17%	26
Graduate	10%	44%	47
Income			
<$25,000	7%	29%	58

$25,000 to $49,999	7%	15%	113
$50,000 to $74,999	9%	21%	83
$75,000 to $99,999	5%	35%	77
$100,000 to $149,999	5%	36%	64
$150,000 +	14%	29%	23
Prefer not to say	5%	19%	84

Note: Bold indicates significant, p = <.05

Table 37: Willingness water resistant drywall/floor

Demographics	Taken and/or plan to take: Stormproof my basement with water-resistant drywall and special sub-flooring		
	Plan to take	Do not plan to take	Total Respondents
Total	9%	39%	502
Gender			
Male	11%	40%	247
Female	8%	38%	255
Language			
English	9%	39%	459
French	12%	41%	43
Age			
18 to 24	40%	30%	29
25 to 34	11%	43%	80
35 to 44	14%	43%	76
45 to 54	10%	34%	115
55 to 64	5%	36%	112
65 to 74	5%	48%	76
75+	0%	30%	14
Education			
Elementary/some high school	19%	38%	22
High School	5%	40%	112
Some college	8%	24%	55
College	16%	36%	114
Some university	11%	50%	38
Undergraduate	6%	47%	88
Trade-Apprentice	0%	44%	26
Graduate	10%	40%	47
Income			
<$25,000	**18%**	36%	58

$25,000 to $49,999	7%	**29%**	113
$50,000 to $74,999	9%	46%	83
$75,000 to $99,999	9%	43%	77
$100,000 to $149,999	7%	**49%**	64
$150,000 +	14%	38%	23
Prefer not to say	10%	**29%**	84

Note: Bold indicates significant, p = <.05

Table 38: Willingness move recreation room

Demographics	Taken and/or plan to take: Move my recreation room from the basement to a higher level		
	Plan to take	Do not plan to take	Total Respondents
Total	6%	40%	502
Gender			
Male	5%	44%	247
Female	6%	36%	255
Language			
English	5%	39%	459
French	9%	44%	43
Age			
18 to 24	30%	10%	29
25 to 34	11%	34%	80
35 to 44	9%	36%	76
45 to 54	4%	41%	115
55 to 64	1%	42%	112
65 to 74	2%	48%	76
75+	10%	50%	14
Education			
Elementary/some high school	6%	44%	22
High School	3%	36%	112
Some college	8%	34%	55
College	6%	33%	114
Some university	11%	43%	38
Undergraduate	7%	49%	88
Trade-Apprentice	0%	50%	26
Graduate	5%	43%	47
Income			
<$25,000	0%	25%	58

$25,000 to $49,999	6%	28%	113
$50,000 to $74,999	9%	31%	83
$75,000 to $99,999	6%	47%	77
$100,000 to $149,999	7%	59%	64
$150,000 +	5%	43%	23
Prefer not to say	3%	42%	84

Note: Bold indicates significant, p = <.05

Table 39: Willingness apply subsidy

Demographics	Taken and/or plan to take: Apply for a basement flooding subsidy from my local municipality		
	Plan to take	Do not plan to take	Total Respondents
Total	6%	34%	502
Gender			
Male	5%	39%	247
Female	7%	29%	255
Language			
English	6%	34%	459
French	9%	32%	43
Age			
18 to 24	20%	30%	29
25 to 34	8%	62%	80
35 to 44	11%	57%	76
45 to 54	6%	56%	115
55 to 64	4%	48%	112
65 to 74	3%	54%	76
75+	10%	70%	14
Education			
Elementary/some high school	19%	38%	22
High School	3%	33%	112
Some college	8%	29%	55
College	7%	27%	114
Some university	11%	29%	38
Undergraduate	4%	44%	88
Trade-Apprentice	0%	39%	26
Graduate	8%	41%	47
Income			
<$25,000	7%	29%	58

$25,000 to $49,999	10%	32%	113
$50,000 to $74,999	7%	31%	83
$75,000 to $99,999	6%	39%	77
$100,000 to $149,999	7%	44%	64
$150,000 +	0%	43%	23
Prefer not to say	2%	24%	84

Note: Bold indicates significant, p = <.05

Table 40: Willingness conduct risk assessment

Demographics	Taken and/or plan to take: Conduct a flood protection/disaster risk assessment with a drainage specialist		
	Plan to take	Do not plan to take	Total Respondents
Total	6%	55%	502
Gender			
Male	9%	55%	247
Female	4%	54%	255
Language			
English	6%	56%	459
French	9%	38%	43
Age			
18 to 24	48%	60%	29
25 to 34	25%	43%	80
35 to 44	22%	39%	76
45 to 54	17%	51%	115
55 to 64	30%	56%	112
65 to 74	30%	63%	76
75+	43%	40%	14
Education			
Elementary/some high school	13%	63%	22
High School	0%	57%	112
Some college	8%	40%	55
College	12%	51%	114
Some university	11%	50%	38
Undergraduate	6%	60%	88
Trade-Apprentice	6%	44%	26
Graduate	0%	69%	47
Income			
<$25,000	7%	46%	58

$25,000 to $49,999	4%	46%	113
$50,000 to $74,999	**15%**	43%	83
$75,000 to $99,999	3%	53%	77
$100,000 to $149,999	10%	**74%**	64
$150,000 +	5%	**67%**	23
Prefer not to say	0%	60%	84

Note: Bold indicates significant, p = <.05

Table 41 Willingness 72-hour emergency preparedness

Demographics	Taken and/or plan to take: Ensure enough supplies for 72-hour emergency		
	Plan to take	Do not plan to take	Total Respondents
Total	27%	8%	502
Gender			
Male	24%	10%	247
Female	30%	5%	255
Language			
English	28%	7%	459
French	17%	9%	43
Age			
18 to 24	13%	19%	29
25 to 34	28%	4%	80
35 to 44	26%	8%	76
45 to 54	24%	10%	115
55 to 64	25%	0%	112
65 to 74	27%	11%	76
75+	28%	6%	14
Education			
Elementary/some high school	13%	19%	22
High School	28%	4%	112
Some college	26%	8%	55
College	24%	10%	114
Some university	25%	0%	38
Undergraduate	27%	11%	88
Trade-Apprentice	28%	6%	26
Graduate	39%	5%	47
Income			
<$25,000	18%	7%	58

$25,000 to $49,999	40%	4%	113
$50,000 to $74,999	19%	6%	83
$75,000 to $99,999	30%	14%	77
$100,000 to $149,999	30%	10%	64
$150,000 +	14%	5%	23
Prefer not to say	23%	10%	84
Note: Bold indicates significant, p = <.05			

Table 42: Willingness backflow

Demographics	Select the statement that best applies to you.			
	Backflow valve was installed in home when it was built	Do not know if there is backflow valve in the house	Home does not have backflow value and do not plan to install one	Total Respondents
Total	30%	18%	6%	502
Gender				
Male	35.5%	14.5%	9.1%	247
Female	23.9%	21.8%	3.2%	255
Language				
English	28%	19%	6%	459
French	44%	9%	6%	43
Age				
18 to 24	20%	20%	0%	29
25 to 34	26%	15%	4%	80
35 to 44	26%	15%	4%	76
45 to 54	31%	21%	7%	115
55 to 64	31%	19%	5%	112
65 to 74	34%	12%	7%	76
75+	30%	0%	20%	14
Education				
Elementary/some high school	25%	6%	6%	22
High School	25%	14%	8%	112
Some college	34%	21%	0%	55
College	22%	21%	8%	114
Some university	39%	18%	4%	38
Undergraduate	37%	21%	4%	88
Trade-Apprentice	28%	6%	11%	26
Graduate	33%	21%	8%	47

Income				
<$25,000	11%	14%	7%	58
$25,000 to $49,999	34%	12%	4%	113
$50,000 to $74,999	31%	13%	4%	83
$75,000 to $99,999	30%	17%	9%	77
$100,000 to $149,999	31%	28%	3%	64
$150,000 +	43%	19%	10%	23
Prefer not to say	26%	24%	8%	84
Note: Bold indicates significant, p = <.05				

Table 43: Community: Willingness backflow

Demographics		Select the statement that best applies to you.			
		Backflow valve was installed in home when it was built	Do not know if there is backflow valve in the house	Home does not have backflow value and do not plan to install one	Total Respondents
Total		30%	18%	6%	502
Moncton		41%	16%	3%	129
Fredericton		25%	28%	6%	73
Saint John		27%	22%	11%	69
Bathurst		10%	20%	10%	12
Oromocto		29%	0%	0%	9
Edmundston		33%	0%	0%	5
Campbellton		25%	25%	0%	4
Other		27%	16%	7%	200
Note: Bold indicates significant, p = <.05					

Table 44: Frequency swim

Demographics	How frequently in a year, if at all, do you swim or bathe in lakes, rivers or streams in New Brunswick?				
	Never	Once or twice a year	Between three and 10 times a year	10 or more times a year	Total Respondents
Total	49%	29%	17%	5%	502
Gender					
Male	47%	31%	18%	4%	247
Female	50%	27%	16%	7%	255
Language					
English	48%	29%	17%	6%	459
French	51%	28%	19%	2%	43
Age					
18 to 24	45%	31%	24%	0%	29
25 to 34	**20%**	**45%**	**26%**	9%	80
35 to 44	46%	30%	17%	7%	76
45 to 54	53%	28%	10%	9%	115
55 to 64	56%	24%	17%	3%	112
65 to 74	**63%**	21%	14%	1%	76
75+	**57%**	21%	14%	7%	14
Education					
Elementary/some high school	**59%**	23%	9%	9%	22
High School	**62%**	21%	14%	3%	112
Some college	53%	31%	15%	2%	55
College	38%	33%	19%	10%	114
Some university	39%	39%	13%	8%	38
Undergraduate	48%	28%	22%	2%	88
Trade-Apprentice	50%	31%	19%	0%	26
Graduate	43%	30%	17%	11%	47
Income					
<$25,000	62%	16%	17%	5%	58

$25,000 to $49,999	46%	32%	18%	4%	113
$50,000 to $74,999	49%	28%	18%	5%	83
$75,000 to $99,999	53%	29%	13%	5%	77
$100,000 to $149,999	39%	36%	19%	6%	64
$150,000 +	39%	35%	13%	13%	23
Prefer not to say	48%	30%	18%	5%	84
Note: Bold indicates significant, p = <.05					

Table 45: Frequency swim

Demographics	How frequently in a year, if at all, do you swim or bathe in lakes, rivers or streams in New Brunswick?				
	Never	Once or twice a year	Between three and 10 times a year	10 or more times a year	Total Respondents
Total	49%	29%	17%	5%	502
Moncton	60%	26%	11%	2%	129
Fredericton	40%	36%	16%	8%	73
Saint John	43%	29%	17%	10%	69
Bathurst	50%	33%	17%	0%	12
Oromocto	33%	33%	22%	11%	9
Edmundston	40%	0%	40%	20%	5
Campbellton	50%	50%	0%	0%	4
Other	47%	29%	21%	5%	200
Note: Bold indicates significant, p = <.05					

Table 46: Water quality lakes, rivers, streams concerned

Demographics	How concerned are you about the quality of water in the lakes, rivers and streams in which you swim?					
	Not at all concerned	Not very concerned	Somewhat concerned	Concerned	Very concerned	Total Respondents
Total	6.6%	17.1%	35.7%	19.4%	21.3%	502
Gender						
Male	3.8%	16.9%	37.7%	18.5%	23.1%	247
Female	9.4%	17.2%	33.6%	20.3%	19.5%	255
Language						
English	7%	17%	36%	19%	20%	459
French	5%	14%	29%	19%	33%	43
Age						
18 to 24	6%	19%	31%	25%	19%	29
25 to 34	**14%**	23%	33%	16%	14%	80
35 to 44	2%	**7%**	**51%**	27%	12%	76
45 to 54	6%	17%	28%	26%	24%	115
55 to 64	2%	10%	41%	12%	35%	112
65 to 74	4%	**29%**	32%	14%	21%	76
75+	**17%**	17%	**17%**	17%	**33%**	14
Education						
Elementary/some high school	33%	0%	22%	11%	33%	22
High School	0%	19%	28%	23%	30%	112
Some college	12%	12%	35%	23%	19%	55
College	7%	21%	39%	23%	10%	114
Some university	4%	13%	26%	22%	35%	38
Undergraduate	7%	24%	39%	15%	15%	88
Trade-Apprentice	8%	15%	31%	15%	31%	26
Graduate	4%	7%	48%	11%	30%	47
Income						

<$25,000	9%	18%	14%	32%	27%	58
$25,000 to $49,999	9%	18%	14%	32%	27%	113
$50,000 to $74,999	5%	24%	31%	24%	17%	83
$75,000 to $99,999	8%	8%	47%	14%	22%	77
$100,000 to $149,999	8%	21%	44%	15%	13%	64
$150,000 +	0%	0%	43%	29%	29%	23
Prefer not to say	7%	25%	34%	11%	23%	84

Note: Bold indicates significant, p = <.05

Table 47: Community: water quality lakes, rivers, streams concerned

Demographics	How concerned are you about the quality of water in the lakes, rivers and streams in which you swim?					
	Not at all concerned	Not very concerned	Somewhat concerned	Concerned	Very concerned	Total Respondents
Total	7%	17%	36%	19%	21%	502
Moncton	7%	14%	34%	25%	20%	129
Fredericton	0%	23%	28%	26%	23%	73
Saint John	0%	17%	50%	17%	17%	69
Bathurst	0%	17%	50%	17%	17%	12
Oromocto	17%	0%	33%	50%	0%	9
Edmundston	0%	0%	0%	67%	33%	5
Campbellton	0%	0%	50%	50%	0%	4
Other	10%	18%	36%	15%	21%	200

Note: Bold indicates significant, p = <.05

Table 48: Have garden/flower beds

Demographics	Do you have a garden or flowerbeds on your property?			
	Yes	No	Not sure	Total Respondents
Total	69%	31%	0%	502
Gender				
Male	67%	32%	1%	247
Female	71%	29%	0%	255
Language				
English	69%	31%	0%	459
French	72%	26%	2%	43
Age				
18 to 24	**48%**	**48%**	3%	29
25 to 34	64%	36%	0%	80
35 to 44	67%	33%	0%	76
45 to 54	70%	29%	1%	115
55 to 64	71%	29%	0%	112
65 to 74	75%	25%	0%	76
75+	**86%**	**14%**	0%	14
Education				
Elementary/some high school	**45%**	**50%**	5%	22
High School	60%	40%	0%	112
Some college	69%	31%	0%	55
College	70%	29%	1%	114
Some university	70%	30%	0%	38
Undergraduate	70%	30%	0%	88
Trade-Apprentice	**81%**	**19%**	0%	26
Graduate	**79%**	**21%**	0%	47
Income				

	Yes	No	Not Sure	Total Respondents
<$25,000	**41%**	**57%**	2%	58
$25,000 to $49,999	65%	35%	0%	113
$50,000 to $74,999	72%	27%	1%	83
$75,000 to $99,999	73%	27%	0%	77
$100,000 to $149,999	80%	20%	0%	64
$150,000 +	83%	**17%**	0%	23
Prefer not to say	74%	26%	0%	84
Note: Bold indicates significant, p = <.05				

Table 49: Community: Have garden/flower beds

Demographics	Do you have a garden or flowerbeds on your property?			
	Yes	No	Not Sure	Total Respondents
Total	69%	31%	0%	502
Moncton	68%	30%	2%	129
Fredericton	67%	33%	0%	73
Saint John	62%	38%	0%	69
Bathurst	75%	25%	0%	12
Oromocto	78%	22%	0%	9
Edmundston	60%	40%	0%	5
Campbellton	100%	0%	0%	4
Other	71%	29%	0%	200
Note: Bold indicates significant, p = <.05				

Table 50: Water conservation behaviours

Demographics	Agree/Strongly Agree							
	I do not water my garden when it has just rained, is raining or about to rain or during a water ban/drought	I try to water early in the morning to minimize evaporation	I select plants and flowers for my garden that do not need to be watered frequently	I use mulches like bark chips, wood shavings, grass clippings or pine needles to conserve moisture	I water my plants infrequently to save water	I use phosphorous-free fertilizer in my garden	I collect water in a rain barrel or pond to water my garden	Total Respondents
Total	94.0%	73.0%	64.0%	81.0%	72.0%	48.0%	37.0%	502
Gender								
Male	93.0%	77.0%	68.0%	75.0%	72.0%	45.0%	48.0%	247
Female	94.0%	70.0%	66.0%	78.0%	72.0%	46.0%	41.0%	255
Language								
English	93%	72%	67%	78%	73%	46%	40%	459
French	100%	81%	61%	78%	64%	55%	41%	43
Age								
18 to 24	79%	**64%**	79%	71%	64%	57%	36%	29
25 to 34	96%	65%	61%	78%	65%	35%	45%	80
35 to 44	90%	67%	63%	77%	73%	43%	45%	76
45 to 54	95%	74%	74%	83%	79%	48%	46%	115
55 to 64	98%	79%	65%	79%	71%	46%	39%	112
65 to 74	93%	**83%**	58%	74%	74%	54%	32%	76
75+	83%	67%	83%	67%	58%	47%	25%	14
Education								
Elementary/some high school	70%	50%	70%	**70%**	60%	30%	40%	22
High School	93%	77%	63%	76%	75%	37%	43%	112
Some college	97%	74%	68%	**68%**	71%	42%	37%	55
College	94%	70%	63%	78%	63%	45%	49%	114
Some university	97%	61%	71%	81%	81%	58%	48%	38
Undergraduate	90%	79%	68%	84%	81%	57%	39%	88
Trade-Apprentice	95%	81%	67%	**71%**	57%	38%	24%	26
Graduate	100%	76%	70%	84%	78%	51%	27%	47

Income								
<$25,000	88%	63%	67%	71%	63%	33%	33%	58
$25,000 to $49,999	92%	68%	69%	**69%**	69%	45%	41%	113
$50,000 to $74,999	95%	80%	63%	77%	72%	53%	52%	83
$75,000 to $99,999	95%	73%	61%	80%	80%	39%	38%	77
$100,000 to $149,999	96%	78%	65%	90%	73%	51%	45%	64
$150,000 +	95%	53%	58%	90%	63%	37%	5%	23
Prefer not to say	94%	81%	74%	76%	74%	52%	42%	84
Note: Bold indicates significant, p = <.05								

Table 51: Community: water conservation behaviours

Demographics	Agree/Strongly Agree							
	I do not water my garden when it has just rained, is raining or about to rain or during a water ban/drought	I try to water early in the morning to minimize evaporation	I select plants and flowers for my garden that do not need to be watered frequently	I use mulches like bark chips, wood shavings, grass clippings or pine needles to conserve moisture	I water my plants infrequently to save water	I use phosphorous-free fertilizer in my garden	I collect water in a rain barrel or pond to water my garden	Total Respondents
Total	94%	73%	64%	81%	72%	48%	37%	502
Moncton	97%	81%	74%	77%	75%	46%	32%	129
Fredericton	96%	65%	55%	84%	76%	43%	39%	73
Saint John	91%	71%	63%	72%	72%	56%	26%	69
Bathurst	100%	44%	67%	89%	62%	**11%**	22%	12
Oromocto	86%	71%	86%	100%	86%	57%	**71%**	9
Edmundston	100%	67%	100%	100%	67%	**33%**	33%	5
Campbellton	100%	75%	25%	50%	50%	**75%**	50%	4
Other	92%	74%	66%	76%	69%	47%	51%	200

Table 52: Water behaviors guilt

Demographics	Guilty/Very Guilty							
	Hosing down the driveway or sidewalk	Allowing oily water to run down a storm drain	Watering your lawn when it has just rained, is raining, about to rain or during a water ban/drought	Leaving the water running when brushing your teeth or washing the dishes	Taking multiple showers per day	Flushing things down the toilet that should be disposed of in another manner	Shoveling snow from your property or sidewalk into the street	Total Respondents
Total	8.0%	11.0%	10.0%	29.0%	12.0%	13.0%	9.0%	502
Gender								
Male	**10.0%**	11.0%	9.0%	24.0%	10.0%	13.0%	**10.0%**	247
Female	**7.0%**	11.0%	10.0%	34.0%	15.0%	12.0%	**8.0%**	255
Language								
English	7%	10%	9%	29%	13%	13%	9%	459
French	16%	16%	16%	30%	18%	14%	19%	43
Age								
18 to 24	21%	10%	14%	28%	17%	17%	17%	29
25 to 34	9%	11%	9%	34%	20%	19%	10%	80
35 to 44	12%	12%	12%	22%	11%	11%	9%	76
45 to 54	6%	10%	5%	31%	11%	8%	5%	115
55 to 64	6%	9%	13%	30%	11%	15%	12%	112
65 to 74	7%	12%	7%	28%	8%	9%	8%	76
75+	7%	21%	21%	29%	14%	14%	7%	14
Education								
Elementary/some high school	5%	18%	9%	23%	5%	5%	9%	22
High School	8%	11%	12%	30%	5%	10%	5%	112
Some college	7%	9%	9%	22%	16%	9%	6%	55
College	9%	8%	7%	29%	15%	10%	8%	114
Some university	8%	13%	13%	37%	11%	21%	8%	38
Undergraduate	7%	10%	8%	25%	14%	15%	11%	88
Trade-Apprentice	4%	4%	12%	35%	12%	12%	12%	26
Graduate	17%	19%	13%	38%	21%	23%	21%	47

Income								
<$25,000	3%	14%	7%	24%	5%	7%	7%	58
$25,000 to $49,999	7%	13%	11%	32%	13%	11%	9%	113
$50,000 to $74,999	10%	7%	7%	36%	12%	11%	10%	83
$75,000 to $99,999	16%	20%	17%	36%	21%	22%	17%	77
$100,000 to $149,999	8%	6%	13%	27%	16%	20%	8%	64
$150,000 +	9%	9%	17%	18%	9%	13%	13%	23
Prefer not to say	6%	5%	2%	26%	7%	6%	4%	84
Note: Bold indicates significant, p = <.05								

Table 53: Community: water behaviors guilt

Demographics	Guilty/Very Guilty							
	Hosing down the driveway or sidewalk	Allowing oily water to run down a storm drain	Watering your lawn when it has just rained, is raining, about to rain or during a water ban/drought	Leaving the water running when brushing your teeth or washing the dishes	Taking multiple showers per day	Flushing things down the toilet that should be disposed of in another manner	Shoveling snow from your property or sidewalk into the street	Total Respondents
Total	8%	11%	10%	29%	12%	13%	9%	502
Moncton	11%	12%	10%	31%	12%	12%	10%	129
Fredericton	10%	10%	12%	36%	16%	18%	10%	73
Saint John	6%	9%	10%	20%	10%	12%	7%	69
Bathurst	0%	8%	0%	17%	0%	8%	8%	12
Oromocto	0%	11%	11%	22%	0%	0%	0%	9
Edmundston	20%	20%	20%	40%	20%	20%	20%	5
Campbellton	0%	0%	0%	50%	0%	0%	0%	4
Other	8%	11%	9%	29%	14%	13%	10%	200

*

Table 54:Trust sSource of information water

Demographics	Provide you with information about water quality and safety in New Brunswick? Trust/Strongly Trust								
	Regional watershed/conservation groups/authority	Non-government organizations such as environmental and social advocacy groups	Third-party water quality testers	Municipal government, local service district	Local utility	Provincial government	Federal government	Press and media	Total Respondents
Total	46%	41%	42%	45%	42%	34%	31%	25%	502
Gender									
Male	43%	**37%**	40%	45%	46%	35%	31%	24%	247
Female	49%	**46%**	44%	45%	38%	34%	31%	26%	255
Language									
English	**45%**	42%	42%	**44%**	**41%**	**32%**	**29%**	24%	459
French	**61%**	39%	42%	**54%**	**56%**	**52%**	**49%**	35%	43
Age									
18 to 24	38%	52%	52%	41%	48%	31%	31%	41%	29
25 to 34	51%	50%	53%	41%	**34%**	31%	30%	23%	80
35 to 44	42%	41%	45%	41%	**34%**	36%	34%	21%	76
45 to 54	43%	39%	41%	48%	44%	34%	27%	27%	115
55 to 64	56%	42%	41%	46%	46%	35%	29%	28%	112
65 to 74	37%	37%	29%	47%	47%	36%	34%	17%	76
75+	43%	14%	21%	43%	50%	36%	50%	21%	14
Education									
Elementary/some high school	32%	23%	27%	23%	27%	23%	14%	27%	22
High School	45%	37%	37%	46%	49%	35%	33%	30%	112
Some college	40%	38%	38%	40%	33%	35%	29%	26%	55
College	43%	41%	40%	42%	34%	30%	28%	24%	114
Some university	42%	37%	47%	40%	50%	34%	34%	13%	38
Undergraduate	57%	50%	53%	51%	46%	34%	32%	19%	88
Trade-Apprentice	46%	42%	35%	54%	50%	42%	31%	15%	26
Graduate	51%	53%	45%	51%	47%	43%	38%	36%	47
Income									

<$25,000	40%	35%	33%	38%	**31%**	28%	22%	22%	58
$25,000 to $49,999	52%	44%	47%	52%	44%	41%	36%	28%	113
$50,000 to $74,999	31%	35%	41%	34%	**33%**	25%	24%	22%	83
$75,000 to $99,999	53%	47%	48%	46%	51%	34%	34%	25%	77
$100,000 to $149,999	56%	44%	47%	48%	47%	39%	34%	25%	64
$150,000 +	39%	39%	48%	48%	48%	44%	30%	22%	23
Prefer not to say	43%	43%	30%	46%	44%	32%	31%	25%	84
Note: Bold indicates significant, p = <.05									

Table 55: Community: trust source of information water

Demographics	Provide you with information about water quality and safety in New Brunswick? Trust/Strongly Trust								
	Regional watershed/conservation groups/authority	Non-government organizations such as environmental and social advocacy groups	Third-party water quality testers	Municipal government, local service district	Local utility	Provincial government	Federal government	Press and media	Total Respondents
Total	46%	41%	42%	45%	42%	34%	31%	25%	502
Moncton	48%	47%	50%	44%	42%	40%	29%	29%	129
Fredericton	56%	53%	51%	43%	29%	25%	19%	19%	73
Saint John	45%	41%	48%	48%	36%	35%	28%	28%	69
Bathurst	50%	33%	50%	58%	33%	17%	33%	33%	12
Oromocto	56%	33%	56%	44%	56%	56%	44%	44%	9
Edmundston	60%	20%	60%	60%	4%	20%	40%	40%	5
Campbellton	50%	75%	75%	25%	25%	25%	50%	50%	4
Other	40%	35%	36%	38%	30%	26%	21%	21%	200

Table 56: Source of information water quality beaches, lakes or rivers

Demographics	Where would you look to find information about water quality for beaches, lakes or rivers?										
	Municipality website	At the beach/lake/river	Local television news	I don't check recreational water quality in my area	Local newspapers	Regional watershed organization/conservation authority	Environmental non-government organization website	Local radio	Mobile application	Not sure	Total Respondents
Total	39%	14%	6%	24%	1%	3%	2%	1%	0%	9%	502
Gender											
Male	40.8%	12.7%	8.2%	22.9%	1.6%	2.9%	3.3%	.8%	0.0%	6.9%	247
Female	38.2%	15.0%	4.3%	25.2%	.8%	2.4%	1.6%	1.6%	.4%	10.6%	255
Language											
English	39%	14%	6%	25%	1%	2%	2%	1%	0%	9%	459
French	47%	14%	5%	19%	2%	5%	7%	0%	0%	2%	43
Age											
18 to 24	48.3%	17.2%	3.4%	10.3%	10.3%	3.4%	0.0%	0.0%	0.0%	6.9%	29
25 to 34	40.5%	17.7%	5.1%	22.8%	2.5%	0.0%	0.0%	3.8%	0.0%	7.6%	80
35 to 44	46.7%	12.0%	2.7%	18.7%	0.0%	1.3%	4.0%	0.0%	0.0%	14.7%	76
45 to 54	42.6%	11.3%	5.2%	23.5%	0.0%	.9%	3.5%	.9%	.9%	11.3%	115
55 to 64	34.2%	9.9%	9.0%	33.3%	0.0%	2.7%	3.6%	.9%	0.0%	6.3%	112
65 to 74	32.9%	19.7%	7.9%	21.1%	1.3%	9.2%	1.3%	1.3%	0.0%	5.3%	76
75+	28.6%	14.3%	14.3%	35.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	14
Education											
Elementary/some high school	**23%**	18%	5%	27%	0%	0%	0%	0%	0%	27%	22
High School	31%	15%	9%	30%	1%	2%	3%	1%	0%	8%	112
Some college	31%	9%	7%	33%	2%	7%	2%	2%	0%	7%	55
College	38%	11%	7%	22%	3%	4%	3%	3%	1%	9%	114
Some university	45%	**24%**	3%	21%	0%	0%	3%	0%	0%	5%	38
Undergraduate	**52%**	13%	6%	17%	1%	0%	2%	1%	0%	8%	88
Trade-Apprentice	27%	19%	4%	31%	0%	4%	4%	0%	0%	12%	26
Graduate	**62%**	13%	2%	13%	0%	2%	2%	0%	0%	6%	47

Income	Municipality website	At the beach/lake/river	Local television news	I don't check recreational water quality in my area	Local newspapers	Regional watershed organization/conservation authority	Environmental non-government organization website	Local radio	Mobile application	Not sure	Total Respondents
<$25,000	31%	16%	5%	34%	2%	0%	5%	0%	0%	7%	58
$25,000 to $49,999	31%	11%	9%	33%	1%	5%	2%	1%	0%	8%	113
$50,000 to $74,999	45%	13%	5%	23%	2%	2%	1%	0%	1%	7%	83
$75,000 to $99,999	45%	9%	7%	20%	1%	3%	3%	3%	0%	11%	77
$100,000 to $149,999	39%	17%	4%	22%	0%	0%	0%	4%	0%	13%	64
$150,000 +	48%	14%	6%	18%	0%	4%	2%	0%	0%	8%	23
Prefer not to say	39%	22%	5%	14%	2%	2%	3%	3%	0%	11%	84

Note: Bold indicates significant, p = <.05

Table 57: Community: source of information beaches, lakes or rivers

Demographics	Where would you look to find information about water quality for beaches, lakes or rivers?										
	Municipality website	At the beach/lake/river	Local television news	I don't check recreational water quality in my area	Local newspapers	Regional watershed organization/conservation authority	Environmental non-government organization website	Local radio	Mobile application	Not sure	Total Respondents
Total	39%	14%	6%	24%	1%	3%	2%	1%	0%	9%	502
Moncton	42%	16%	5%	22%	2%	2%	3%	1%	0%	6%	129
Fredericton	44%	16%	7%	19%	1%	0%	1%	1%	0%	10%	73
Saint John	55%	13%	7%	16%	0%	1%	1%	0%	0%	6%	69
Bathurst	17%	17%	0%	25%	0%	8%	8%	8%	0%	17%	12
Oromocto	33%	11%	22%	33%	0%	0%	0%	0%	0%	0%	9
Edmundston	40%	20%	0%	40%	0%	0%	0%	0%	0%	0%	5
Campbellton	25%	0%	0%	75%	0%	0%	0%	0%	0%	0%	4
Other	33%	12%	6%	28%	1%	4%	3%	2%	1%	12%	200

Appendix 2

1. In what province or territory do you reside?

<div style="background-color:#fce9c8; padding:10px;">

Drop down list of provinces/territory

</div>

TERMINATE IF NOT IN NEW BRUNSWICK

2. Your gender.

1- Male	2- Female
○	○

3. Your age.

	Select one only
1- 18 to 24	○
2- 25 to 34	○
3- 35 to 44	○
4- 45 to 54	○
5- 55 to 64	○
6- 65 to 74	○
7- 75 or older	○

4. Do you own or rent your home?

    1 Own home
    2 Rent
    8 Other

5. What is your main source of household water?**[ALLOW ONE CODE ONLY]**

    1 Private well
    2 Municipal water supply
    3 Not sure

6. Which of the following do you consider New Brunswick's most important natural resource?
ROTATE, ALLOW ONE RESPONSE ONLY.

    1 Fresh water
    2 Oil and gas
    3 Forests
    4 Coal
    5 Agricultural land/farm land
    6 Base metals (copper, tungsten)
    7 Fisheries
    9 Other **[Specify:_____]**
    8 None of the above

7. Please rate the following on a scale of 1 to 10, where 1 is no threat at all to Canada's fresh water supply, and 10 is an extreme threat to Canada's fresh water supply.

	1 – No threat at all	2	3	4	5-	6	7	8	9	10 – extreme threat
Global warming and climate change	O	O	O	O	O	O	O	O	O	O
Illegal dumping of toxins	O	O	O	O	O	O	O	O	O	O
Wasteful use by industrial companies	O	O	O	O	O	O	O	O	O	O
Inadequate infrastructure (leaking pipes, etc.)	O	O	O	O	O	O	O	O	O	O
Wasteful use by agriculture	O	O	O	O	O	O	O	O	O	O
Lack of knowledge of fresh water in New Brunswick	O	O	O	O	O	O	O	O	O	O
The legal release of toxins	O	O	O	O	O	O	O	O	O	O
Mismanagement by government (failing to enforce or regulate)	O	O	O	O	O	O	O	O	O	O

8. The following are ideas for how New Brunswick could protect and manage fresh water better. Please indicate whether your agree or disagree with each of the following ideas:

	1 - Strongly Disagree	2 - Disagree	3 - Neither agree nor disagree	4 - Agree	5- Strongly agree	8- Not sure
a. We should require industry and municipalities to monitor and report all water use	O	O	O	O	O	O
b. Commercial enterprises should have to obtain licenses for groundwater use	O	O	O	O	O	O
c. We should develop stricter rules and standards to manage water use by industry and municipalities	O	O	O	O	O	O
d. Water management decisions should be better informed by science	O	O	O	O	O	O
e. We should charge more for household water use to encourage conservation	O	O	O	O	O	O
f. Commercial enterprises should pay the full costs of delivering and treating all of the water they use	O	O	O	O	O	O
g. Water costs for consumers should include the full costs of water delivery, sewage and treatment	O	O	O	O	O	O

h. We should require greater oversight of rural water use, including septic beds and wells	○	○	○	○	○	○

9. How confident are you in the quality of the tap water in your home?

    1   not at all confident
    2   not very confident
    3   somewhat confident
    4   confident
    5   very confident

10. **[ONLY SHOW IF NOT VERY OR NOT AT ALL CONFIDENT IN Q.9]** Why do you say you are "not very" or "not at all" confident about the quality of tap water in your home? **VERBATIM BOX**

11. Have you ever experienced living in an area in New Brunswick under a boil-water advisory? **ALLOW ONE RESPONSE ONLY**

    1   Yes
    2   No
    3   Not sure

12. Have you heard or seen any information or news about pharmaceuticals such as antidepressants, antibiotics, pain killers and birth control found in water systems in New Brunswick and/or Canada and around the world? **ALLOW ONE RESPONSE ONLY**

    1   Yes
    2   No
    3   Not sure

13. Have you heard or seen any information or news about ingredients in personal care products such as shampoos, toothpastes, makeup and soaps being found in water systems in New Brunswick and/or Canada and around the world? **ALLOW ONE RESPONSE ONLY**

    1   Yes
    2   No
    3   Not sure

14. How concerned, if at all, are you that <u>pharmaceuticals found in water bodies</u> might be adversely affecting....?

    a.   The health of fish and other animals
    b.   Drinking water quality
    c.   Your health and your family's health

    1   Not at all concerned
    2   Not very concerned
    3   Somewhat concerned
    4   Concerned
    5   Very concerned

15. How concerned are you, if at all, are you that <u>ingredients from personal care products found in water bodies</u> might be adversely affecting...?

    a.   The health of fish and other animals
    b.   Drinking water quality
    c.   Your health and your family's health

	1		Not at all concerned
	2		Not very concerned
	3		Somewhat concerned
	4		Concerned
	5		Very concerned

16. To what extent do you agree or disagree with the following statements:

	1 - Strongly Disagree	2 - Disagree	3 - Neither agree nor disagree	4 - Agree	5- Strongly agree	8 - Not sure
a. I sometimes flush medications down the toilet	○	○	○	○	○	○
b. I take expired medications back to pharmacies for disposal	○	○	○	○	○	○
c. I sometimes pour oil or other toxic substances down the drain	○	○	○	○	○	○
d. I go out of my way to buy products that do not harm water	○	○	○	○	○	○

17. Please rate the following water infrastructure areas on a scale of 1 to 10, where 1 is not at all important, and 10 is critically important, in terms of what should be a priority for government funding.

	1 – Not at all important	2	3	4	5-	6	7	8	9	10 – critically important	Not Sure
a. Repairing leaky water mains	○	○	○	○	○	○	○	○	○	○	○
b. Storm water management	○	○	○	○	○	○	○	○	○	○	○
c. Infrastructure to protect against extreme weather and flooding	○	○	○	○	○	○	○	○	○	○	○
d. Natural water infrastructure like wetlands	○	○	○	○	○	○	○	○	○	○	○
e. upgrading/repairing infrastructure to eliminate boil water advisories	○	○	○	○	○	○	○	○	○	○	○
f. Sewage collection and treatment	○	○	○	○	○	○	○	○	○	○	○
g. Drinking water supply	○	○	○	○	○	○	○	○	○	○	○
h. Water treatment systems	○	○	○	○	○	○	○	○	○	○	○

17i. Are there any other areas you believe should be a priority for government funding in terms of water infrastructure? **VERBATIM BOX**

97   No other areas

18. Please indicate how much you agree or disagree with each of the following statements

	1 - Strongly Disagree	2 - Disagree	3 - Neither agree nor disagree	4 - Agree	5- Strongly agree	8 - Not sure
a. Have noticed more stories about flooding/drought in the news recently	O	O	O	O	O	O
b. Have noticed more stories about water quality in the news	O	O	O	O	O	O
c. Have noticed more stories about downpours, extreme storms	O	O	O	O	O	O
d. Municipalities should levy a storm water surcharge on property owners with large paved surfaces	O	O	O	O	O	O
e. My municipality/region can cope with a water crisis such as drought/dangerous pollution	O	O	O	O	O	O
f. [ONLY SHOW IF OWN HOME] I have made more effort to protect my home from flooding	O	O	O	O	O	O
g. I do not care where storm water goes after it runs off my property	O	O	O	O	O	O
h. It is okay to shovel snow from a driveway onto a public roadway	O	O	O	O	O	O
i. If a home is known to be high risk from flooding, sellers should fully disclose the risk to buyers when selling the property?	O	O	O	O	O	O

19. Do you currently live in an area you think is vulnerable to flooding?
    1   Yes
    2   No
    3   Not sure

20. Do you currently live in an area that you think is vulnerable to drought?
    1   Yes
    2   No
    3   Not sure

21. Please answer the following questions about how likely the following types of events could adversely affect you or your family?

	1 – Very unlikely	2 - Unlikely	3 - Neither agree nor disagree	4 - Likely	5- Very likely	8 - Not sure
a. Severe snowstorms	O	O	O	O	O	O
b. Floods	O	O	O	O	O	O
c. Hurricanes, post-tropical storms	O	O	O	O	O	O
d. Severe thunderstorms	O	O	O	O	O	O
e. Droughts	O	O	O	O	O	O
f. Ice/hail storms	O	O	O	O	O	O
g. Coastal erosion	O	O	O	O	O	O

22. Please answer the following questions about <u>how worried</u> you are about the following types of events?

	1 – Not at all worried	2 – Somewhat worried	3 - Neither agree nor disagree	4 - Worried	5- Very worried	8 - Not sure
a. Severe snowstorms	O	O	O	O	O	O
b. Floods	O	O	O	O	O	O
c. Hurricanes, post-tropical storms	O	O	O	O	O	O
d. Severe thunderstorms	O	O	O	O	O	O
e. Droughts	O	O	O	O	O	O
f. Ice/hail storms	O	O	O	O	O	O
g. Coastal erosion	O	O	O	O	O	O

23. Please answer the following questions about <u>how prepared</u> you and your household are to cope with the following types of events?

	1 – Not at all prepared	2 – Somewhat prepared	3 - prepared	4- very prepared	8 - Not sure
a. Severe snowstorms	O	O	O	O	O
b. Floods	O	O	O	O	O
c. Hurricanes, post-tropical storms	O	O	O	O	O
d. Severe thunderstorms	O	O	O	O	O
e. Droughts	O	O	O	O	O
f. Ice/hail storms	O	O	O	O	O
g. Coastal erosion	O	O	O	O	O

24. How prepared do you feel you are to deal with each of the following potential impacts of flooding?

	1 – Not at all prepared	2 – Somewhat prepared	3 - prepared	4- very prepared	8 - Not sure
a. Safety and security of family	O	O	O	O	O
b. Ability to manage personal stress	O	O	O	O	O
c. Having adequate insurance coverage	O	O	O	O	O
d. Physical damage to home	O	O	O	O	O

	1 – Taken	2 – Plant to take	3 – Do not plan to take	7 – Not applicable	8 - Not sure
e. Ability to pay what's not covered by insurance	○	○	○	○	○
f. Displacement from home/community	○	○	○	○	○
g. Loss of power	○	○	○	○	○
h. Loss of drinking water	○	○	○	○	○

25. [ONLY SHOW IF OWN HOME] Which of the following preventative measures have you taken and/or plan to take to help prevent water damage OUTSIDE your home?

	1 – Taken	2 – Plant to take	3 – Do not plan to take	7 – Not applicable	8 - Not sure
a. Maintain eaves troughs and downspouts	○	○	○	○	○
b. Clear snow from roofs/around basement windows	○	○	○	○	○
c. Install downspout extensions and splash pads	○	○	○	○	○
d. Keep storm sewer grates clear	○	○	○	○	○
e. Landscaping such as grading	○	○	○	○	○
f. Install window wells and window well covers	○	○	○	○	○
g. Replace paved surfaces with water-permeable materials	○	○	○	○	○

26. [ONLY SHOW IF OWN HOME] Which of the following preventative measures have you taken and/or plan to take to help prevent water damage INSIDE your home?

	1 – Taken	2 – Plant to take	3 – Do not plan to take	7 – Not applicable	8 - Not sure
a. Store valuables in basement in plastic or waterproof bins	○	○	○	○	○
b. Install or repair a backflow valve in my basement	○	○	○	○	○
c. Install caulking around windows	○	○	○	○	○
d. Install or repair a sump pump	○	○	○	○	○
e. Stormproof my basement with water-resistant drywall and special sub-flooring	○	○	○	○	○
f. Move my recreation room from the basement to a higher level	○	○	○	○	○
g. Apply for a basement flooding subsidy from my local municipality	○	○	○	○	○
h. Conduct a flood protection/disaster risk assessment with a drainage specialist	○	○	○	○	○

	1	2	3	4	5
i. Ensure our family has enough supplies to manage for at least a 72-hour emergency	○	○	○	○	○

27. **[ONLY SHOW IF OWN HOME]** Backflow valves help to prevent sewer drains from backing up and overflowing, and this eliminates sewer backflow as a potential source of basement flooding. From the list below, please select the statement that best applies to you. **SELECT ONE ONLY**

      1   Backflow valve was installed in home when it was built
      2   Do not know if there is backflow valve in the house
      3   Home does not have backflow value and do not plan to install one
      4   Have not heard of backflow valve before
      5   You or someone in your household installed a backflow valve in home
      6   Previous owner of home installed backflow value in home after it was built
      7   Home does not have a backflow value but we do plan to install one
      8   Does not apply to my home (not on sewer system)
      9   Not sure

28. How frequently in a year, if at all, do you swim or bathe in lakes, rivers or streams in New Brunswick?
      1   Never
      2   Once or twice a year
      3   Between three and 10 times a year
      4   10 or more times a year

29. DO NOT SHOW IF NEVER IN Q.28 How concerned are you about the quality of water in the lakes, rivers and streams in which you swim?

      1   Not at all concerned
      2   Not very concerned
      3   Somewhat concerned
      4   Concerned
      5   Very concerned
      8   Not sure

30. Do you have a garden or flowerbeds on your property?
      1   Yes
      2   No
      8   Not sure

31. **[DO NOT SHOW IF NO OR NOT SURE IN Q.30]** To what extent do you agree or disagree with the following statements about your garden.

	1 – Strongly Disagree	2 – Disagree	3 – Agree	7 – Strongly agree	8 - Not sure
a. I do not water my garden when it has just rained, is raining or about to rain or during a water ban/drought	○	○	○	○	○
b. I try to water early in the morning to minimize evaporation	○	○	○	○	○
c. I select plants and flowers for my garden that do not need to be watered frequently	○	○	○	○	○

	1	2	3	4	5
d. I use mulches like bark chips, wood shavings, grass clippings or pine needles to conserve moisture	○	○	○	○	○
e. I water my plants infrequently to save water	○	○	○	○	○
f. I use phosphorous-free fertilizer in my garden	○	○	○	○	○
g. I collect water in a rain barrel or pond to water my garden	○	○	○	○	○

32. Which of the following activities, if any, do you feel guilty about doing?

	1 – Not at all guilty	2 – Somewhat guilty	3 – Guilty	4 – Very guilty	8 - Not sure
a. Hosing down the driveway or sidewalk	○	○	○	○	○
b. Allowing oily water to run down a storm drain	○	○	○	○	○
c. Watering your lawn when it has just rained, is raining, about to rain or during a water ban/drought	○	○	○	○	○
d. Leaving the water running when brushing your teeth or washing the dishes	○	○	○	○	○
e. Taking multiple showers per day	○	○	○	○	○
f. Flushing things down the toilet that should be disposed of in another manner	○	○	○	○	○
g. Shoveling snow from your property or sidewalk into the street	○	○	○	○	○

33. How much do you trust each of the following to provide you with information about water quality and safety in New Brunswick?

	1 – Strongly Distrust	2 – Distrust	3 – Neither distrust nor trust	4 – Trust	5 – Strongly Trust	8 - Not sure
a. Regional watershed/conservation groups/authority	○	○	○	○	○	○
b. Non-government organizations such as environmental and social advocacy groups	○	○	○	○	○	○
c. Third-party water quality testers	○	○	○	○	○	○

d. Municipal government, local service district	O	O	O	O	O	O
e. Local utility	O	O	O	O	O	O
f. Provincial government	O	O	O	O	O	O
g. Federal government	O	O	O	O	O	O
h. Press and media	O	O	O	O	O	O

34. Are there any other organizations you would turn to for information about water quality and safety in New Brunswick? **VERBATIM BOX**

   97   No other organizations

35. Where would you look to find information about water quality for beaches, lakes or rivers? (check all that apply)

   1   Municipality website
   2   At the beach/lake/river
   3   Local television news
   4   I don't check recreational water quality in my area
   5   Local newspapers
   6   Regional watershed organization/conservation authority
   7   Environmental non-government organization website
   8   Local radio
   9   Mobile application
   99   Other **[SPECIFY:_____]**
   97   Not sure
   98   I don't check recreational water quality in my area

36. In a sentence or two describe <u>what you love</u> most about your favourite lake, river or stream? **VERBATIM BOX**

   98   Not sure

37. In a sentence or two describe <u>what you worry</u> about most about your favourite lake, river or stream? **VERBATIM BOX**

   98   Not sure

   And now a few questions to help us analyze the results of this survey.

38. Please indicate your <u>highest</u> level of education attained.

	Select one only
1- Elementary/ some high school	O
2- High school graduate/ GED	O
3- Some college	O
4- College graduate	O
7- Trade-apprenticeship	O
5- Some university	O
6- Undergraduate completed	O
8- Graduate degree	O

39. Please indicate your total household income before taxes last year.

	Select one only
1- less than $25,000	O
2- $25,000 to $49,999	O

3- $50,000 to $74,999	○
4- $75,000 to $99,999	○
5- $100,000 to $149,999	○
6 – $150,000 or more	○
Prefer not to answer	○

40. What is your six digit postal code?

___ ___