

Accessible water

TORONTO, March 21, 2024—A [Maru Public Opinion](#) survey conducted for the [One Drop Foundation](#) finds that while the vast majority (87%) of Canadians agree Canada is privileged to access the availability of freshwater resources, only one third (32%) believe that Canadians have equitable access to safe, drinkable water. The survey also found the majority (79%) of Canadians say access to safe, drinkable water will be affected by climate change, and when asked to choose the two stakeholders who should bear the most responsibility in protecting Canada's water resources, governments (86%) rank the highest in cumulative votes, followed by corporations (52%), individuals (50%), civil society organizations (35%).

Majority say Canada is privileged to access the availability of freshwater resources.

Almost nine in 10 (87%) Canadians agree Canada is privileged when it comes to accessing the availability of freshwater resources. A value held almost equally among all socioeconomic, demographic, and geographic groups. This includes similar findings for those who believe that Canada is either extremely (48%) or very (40%) privileged to access available freshwater resources. Just a fraction (13%) disagrees with this perspective.

Most don't believe people in Canada have equitable access to safe, drinkable water.

While the Canadian has about 20% of the planet's freshwater resources and 7% of the world's renewable freshwater, only one third (32%) believe that all people in Canada have equitable access to safe, drinkable water. This contrasts with the majority (57%) who disagree with this proposition, and the remainder (11%) who say they don't know if this is the case.

Canadians who do not believe that all people in Canada have equitable access to safe, drinkable water are most likely to be the oldest (63% versus those who are younger aged 35-54 61%/18-34 45%), women (59% versus men 55%), and those living in Atlantic Canada (64%), followed by those residing in British Columbia (63%), Manitoba/Saskatchewan (62%), Ontario (61%), Alberta (58%), and Québec (45%).

Canadians who believe that all people in Canada have equitable access to safe drinkable water (32%) are most likely to be the youngest (aged 18-34 46% versus those who are older aged 35-54 28%/55+ 25%), men (37% versus women 26%), and those living in Québec (41%), followed by those residing in Manitoba/Saskatchewan (33%), Alberta/Ontario (29%), British Columbia (27%), and Atlantic Canada (26%).

Majority say access to safe, drinkable water will be affected by climate change.

Eight in 10 (79%) Canadians believe it's likely that access to safe, drinkable water will be affected by climate change—with one third (34%) very likely to believe this will become the case. One in five (21%) don't believe this scenario will likely occur (8% very unlikely).

Canadians who do not believe that access to safe, drinkable water will be affected by climate change (21%) are most likely to be those who are middle-aged and older (aged 35+ 24% versus aged 18-34 14%), men (24% versus women 18%), and those living in both Alberta/Atlantic Canada (29%), followed by those residing in Manitoba/Saskatchewan (24%), Québec (18%), and British Columbia (13%).

Governments should bear the most responsibility in protecting Canada's water resources.

When asked to choose the two stakeholders who should bear the most responsibility in protecting Canada's water resources, governments (86%) rank the highest in cumulative votes, followed by corporations (52%), individuals (50%), civil society organizations (35%), and others (3%).

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) on March 5-6, 2024, among a random selection of 1,530 Canadian adults who are [Maru Voice Canada](#) online panelists. The results have been weighted by education, age, gender, and region (and, in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion is a research and insight channel of the [Maru Group](#) and is a proud member of the [Stagwell Marketing Cloud](#). The division has a public polling release specialty for clients and collaborative media partners. A full description of the channel and access to polls released into the public domain can be found at [Maru Public Opinion Canada](#). Maru Public Opinion does not carry out any polling for any political party and follows the Canadian Research and Insights Council (CRIC) standards and disclosure requirements

Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction by Maru Public Opinion.

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