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75 Per Cent of Canadians Make Only Modest or No Effort to Conserve Water, Says Recent National Survey

Almost half the country feels their water usage decisions won't make a difference

TORONTO, ONTARIO--(Marketwired - Oct. 7, 2015) - Canada enjoys one of the world's largest supplies of fresh water and, accordingly to a recent national Leger survey, we seem to think it's endless as 75 per cent of Canadians either make little, no or moderate efforts to conserve this critical natural resource.

The survey, conducted for the Canadian Institute of Plumbing and Heating, highlights several significant opinions about water use, including:

- 45 per cent of Canadians feel their impact on water use doesn't make a difference
- 27 per cent, including most younger Canadians, "have other things to worry about" than conservation
- Just under 1 in 5 (19 per cent) simply don't want to change their habits
- Almost half of Canadians (47 per cent) cut back usage only to save money
- 14 per cent feel Canada has "more than enough water"
- 58 per cent of us consider water reduction to somehow manage the environment
- 28 per cent are motivated to protect wildlife (younger Canadians leading the way - 38 per cent vs. 22 per cent of 35+)
- 15 per cent of Canadians aren't aware of technologies to save water
- 26 per cent of Canadians think behavioural change is the best way to conserve water
- 25 per cent of Canadians think government incentives (financial or otherwise) would add motivation

Within the notable range of responses, 85 per cent of Canadians report using some form of water-saving technology, with high-efficiency washing machines, low flush/dual flush toilets, and low-flow shower heads being the most common. However, among Canadians who do not use water-saving technology, nearly half (46 per cent) say it is because the technology options are too expensive, not realizing that there are many affordable options.

"While a significant number of Canadians seem to be making an effort to conserve our water resources, it's clear there is much more to be done to increase the awareness and

importance of this issue," says Ralph Suppa, President and General Manager at the Canadian Institute of Plumbing and Heating. "We all need to consider our routines and water use priorities."

On a regional level:

- British Columbia residents (66 per cent) are most likely to be motivated by protecting the environment
- Atlantic Canadians are the least likely to say they generally try not to be wasteful (65 per cent vs. 82% across the rest of Canada)
- Quebec residents are least likely to conserve water because Canada's supplies are limited (25 per cent vs. 35 per cent across the rest of the country)

About Canadian Institute of Plumbing and Heating

Founded in Montreal in 1933, the [CIPH](#) is a not -for-profit trade association that is committed to providing members with the tools for success in today's competitive environment. More than 260 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents, and allied companies who manufacture and distribute plumbing, heating, hydronic, industrial, waterworks, and other mechanical products.

CIPH wholesalers operate more than 700 warehouses and showrooms across Canada. Total industry sales exceed \$6 billion annually and CIPH members have more than 20,000 employees from coast to coast.