Ongoing access to clean, safe water is critical to our economy, health, and way of life. Although we live in different parts of the country, Canadians are united in our dependence on water and the infrastructure that connects, protects, and supports it.

WE RELY ON WATER
The average Canadian uses about 251 litres of water and generates about 668 litres of wastewater per person, per day.

WE ALSO VALUE WATER
Canadians believe that fresh water is our country’s most valuable natural resource and is an important part of our national identity. Most recognize that an abundant supply is very important to our economy.

BUT SAFE AND CLEAN WATER ISN’T FREE
The current cost of replacing our drinking water pipes is $207 billion. Wastewater pipes are another $234 billion and stormwater pipe replacement will cost $134 billion.

83% of Canadians rank drinking water as a high priority for government funding—second only to hospitals—compared to 76% for wastewater treatment and 57% for stormwater management.

Investing just $1 in today’s water, wastewater & stormwater infrastructure can help prevent $6–$10 in future costs.

WE KNOW HOW IMPORTANT THIS IS
83% of Canadians rank drinking water as a high priority for government funding—second only to hospitals—compared to 76% for wastewater treatment and 57% for stormwater management.

OUR SYSTEMS ARE AGING
Average age is 60–130 years old.

150,000 km of drinking water pipes
150,000 km of wastewater pipes

WE KNOW WHAT NEEDS TO BE DONE
70% of Canadians believe in full cost pricing — transport, delivery & treatment of drinking water and wastewater.

AND WE KNOW WHAT NEEDS TO BE DONE

DID YOU KNOW?
The National Hockey League created the NHL Green Initiative to improve hockey’s environmental impact & help reduce its water footprint — 30 member arenas use more than 321 million gallons of water per year! The Gallons for Goals program restores 1,000 gallons/3785 litres of water to a critically dewatered North American river for each goal scored during the regular season.

*Content was developed with support from the Canadian Water and Wastewater Association.