



Canadians are divided on whether watering lawns is a reasonable use of water.

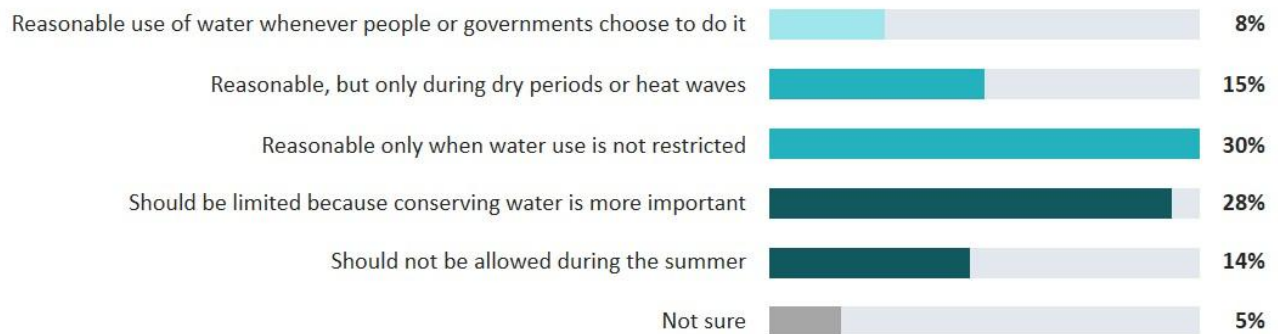
August 7, 2026: A recent national survey asked Canadians about their views on watering lawns, revealing a fairly even divide in opinion. Over four in ten residents believe watering lawns is reasonable in some circumstances, while a similar number believe it should be limited or banned. Only a small minority feel that watering lawns is reasonable regardless of the circumstances.



45% Reasonable under conditions

42% Should be limited or banned

Watering Lawns During Summer



About four in ten Canadians (45%) believe that watering lawns is reasonable under some conditions, such as when there is a heat wave (15%) or when water use is not restricted (30%). Just one in ten (8%) believe that watering lawns is a reasonable use of water whenever people or governments choose to do it. Meanwhile, four in ten (42%) say that lawn watering should be restricted in the summer (14%) or at least limited, in the interest of conserving water (28%).

Quebec residents are more likely than those in other provinces to believe that lawn watering should not be allowed during the summer. Across generations, Boomers are more likely than Millennials and Gen Z residents to prioritize water conservation. Women are also more likely than men to believe conserving water is more important than watering lawns.

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Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between July 17 and 27, 2026 with 1,237 Canadians, 18

years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

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Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The question asked was:

Which statement best reflects your view on watering lawns during the summer?

- *Watering lawns is a reasonable use of water whenever people or governments choose to do it*
- *Watering lawns is reasonable, but only during dry periods or heat waves*
- *Watering lawns is reasonable only when water use is not restricted*
- *Watering lawns should be limited because conserving water is more important*
- *Watering lawns should not be allowed during the summer*
- *Not sure*

QN3 - Which statement best reflects your view on watering lawns during the summer?

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-29 (GEN Z)	30-45 (MILLENNIAL)	46-61 (GEN X)	62+ (BOOMER)	Male	Female
Watering lawns is a reasonable use of water whenever people or governments choose to do it	8%	5%	10%	11%	6%	5%	9%	2%	6%	18%	14%	8%	4%	9%	8%
Watering lawns is reasonable, but only during dry periods or heat waves	15%	9%	18%	17%	12%	18%	21%	17%	14%	29%	23%	14%	9%	14%	16%
Watering lawns is reasonable only when water use is not restricted	30%	31%	33%	34%	20%	35%	45%	30%	36%	27%	26%	29%	34%	36%	24%
Watering lawns should be limited because conserving water is more important	28%	33%	26%	25%	33%	22%	15%	23%	27%	11%	20%	31%	33%	23%	32%
Watering lawns should not be allowed during the summer	14%	17%	7%	9%	26%	13%	6%	18%	14%	8%	10%	15%	16%	13%	15%
Not sure	5%	5%	6%	4%	3%	7%	4%	11%	4%	8%	7%	2%	4%	5%	5%
WEIGHTED SAMPLE SIZE (#)	1237	173	219	477	283	85	20	31	29	129	207	396	505	597	628
UNWEIGHTED SAMPLE SIZE (#)	1237	138	179	396	237	287	66	98	106	179	345	289	424	585	640