



# Mesa Water Customer Survey

Presented by  
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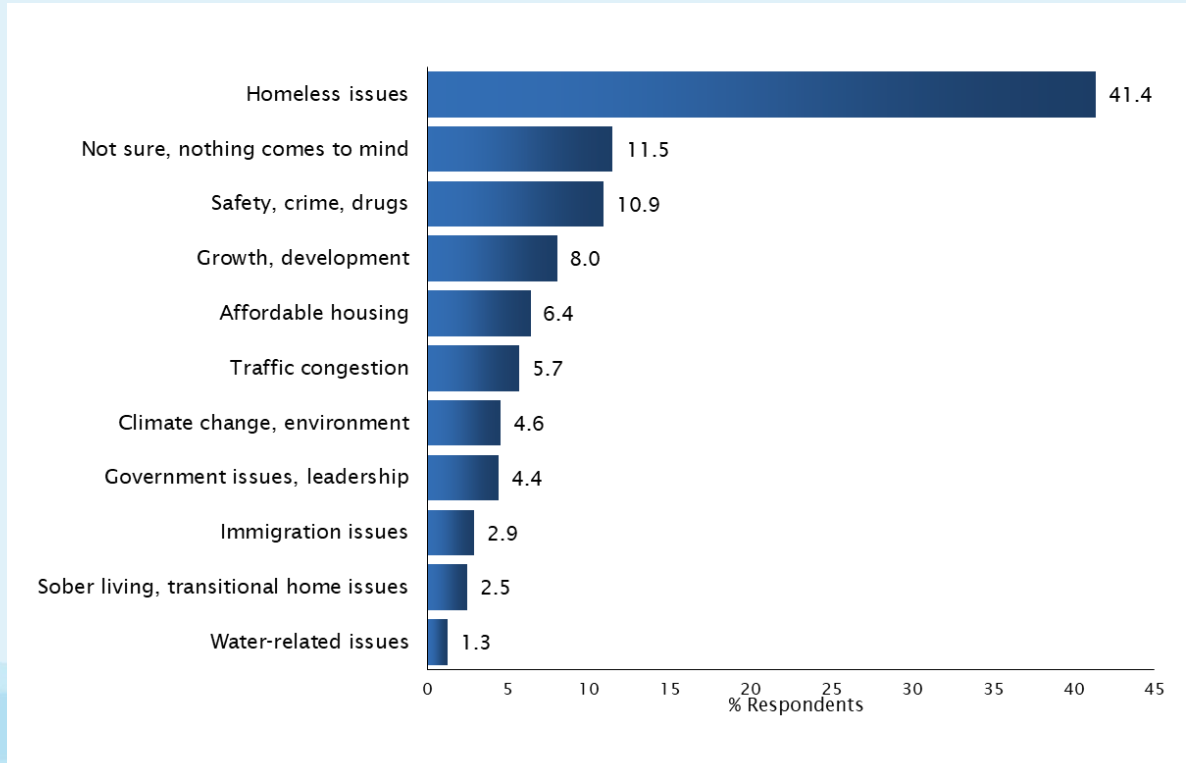


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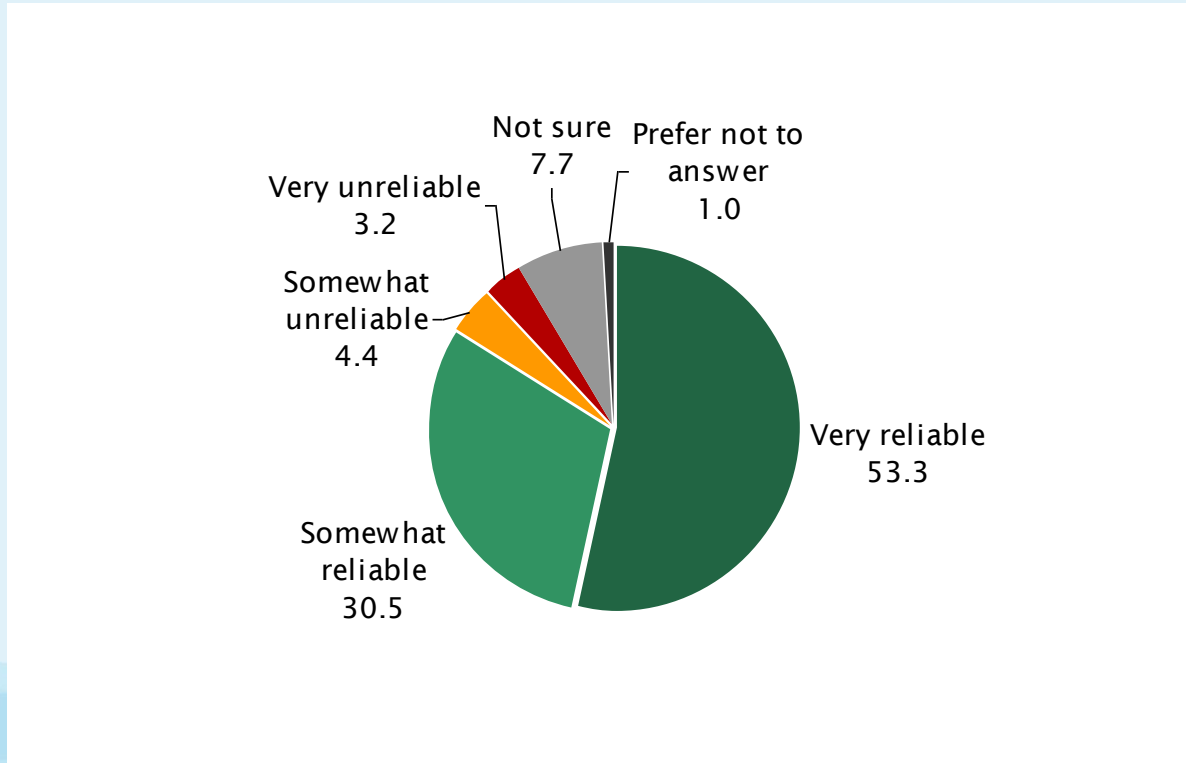
# Methodology of Study

- Conducted November 8<sup>th</sup> to December 3<sup>rd</sup>, 2019
- 804 residential customers in the District's service area
- Oversample for single-family homeowners, balanced evenly across five Divisions
- Mixed-Method approach
  - Recruited via phone and email
  - Data collection via phone and online
  - 16-minute average interview length
  - English & Spanish
- Overall margin of error is  $\pm 3.42\%$

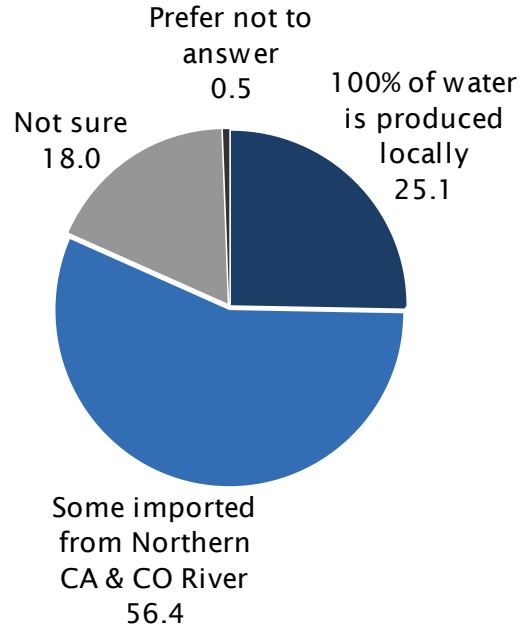
# Most Important Issue Facing Community



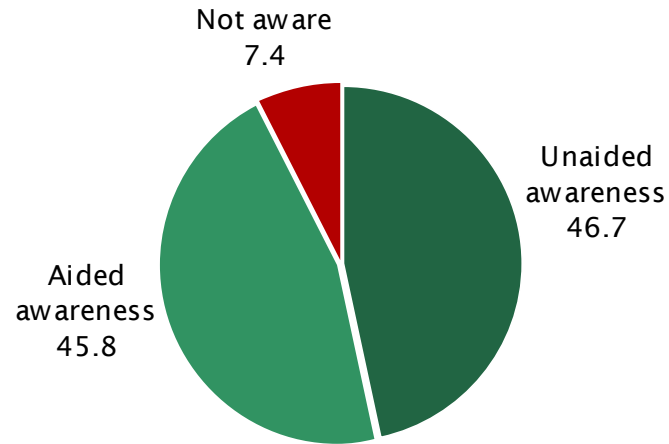
# Perceived Reliability of Water Supply



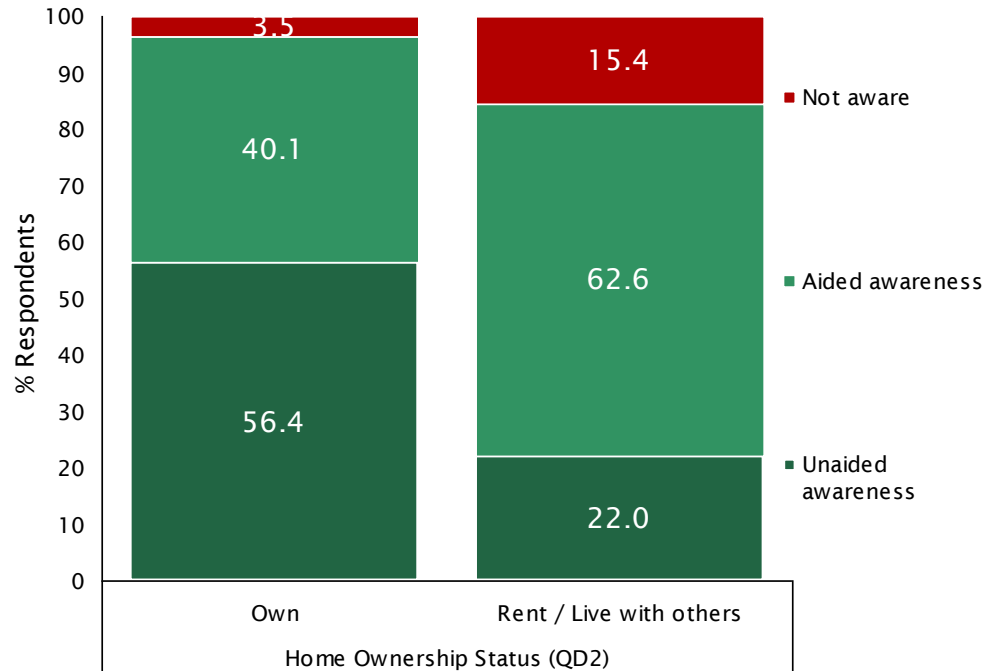
# Knowledge of Water Origin



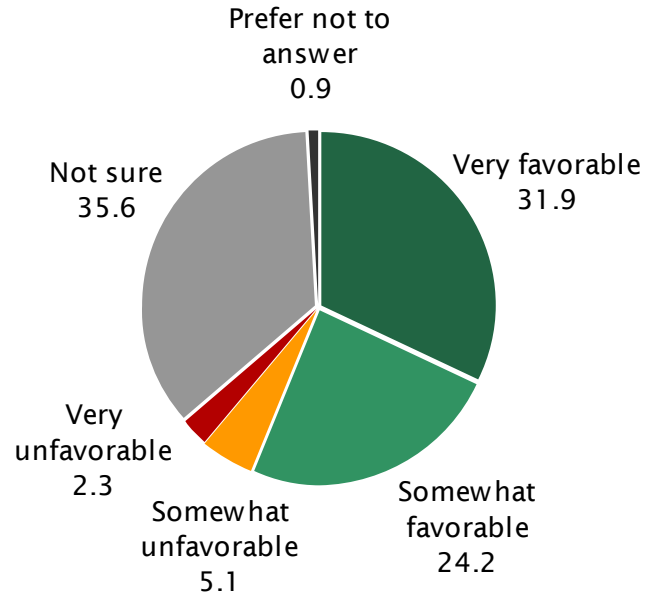
# Aided & Unaided Awareness of Mesa Water



# Awareness of Mesa Water by Own vs Rent

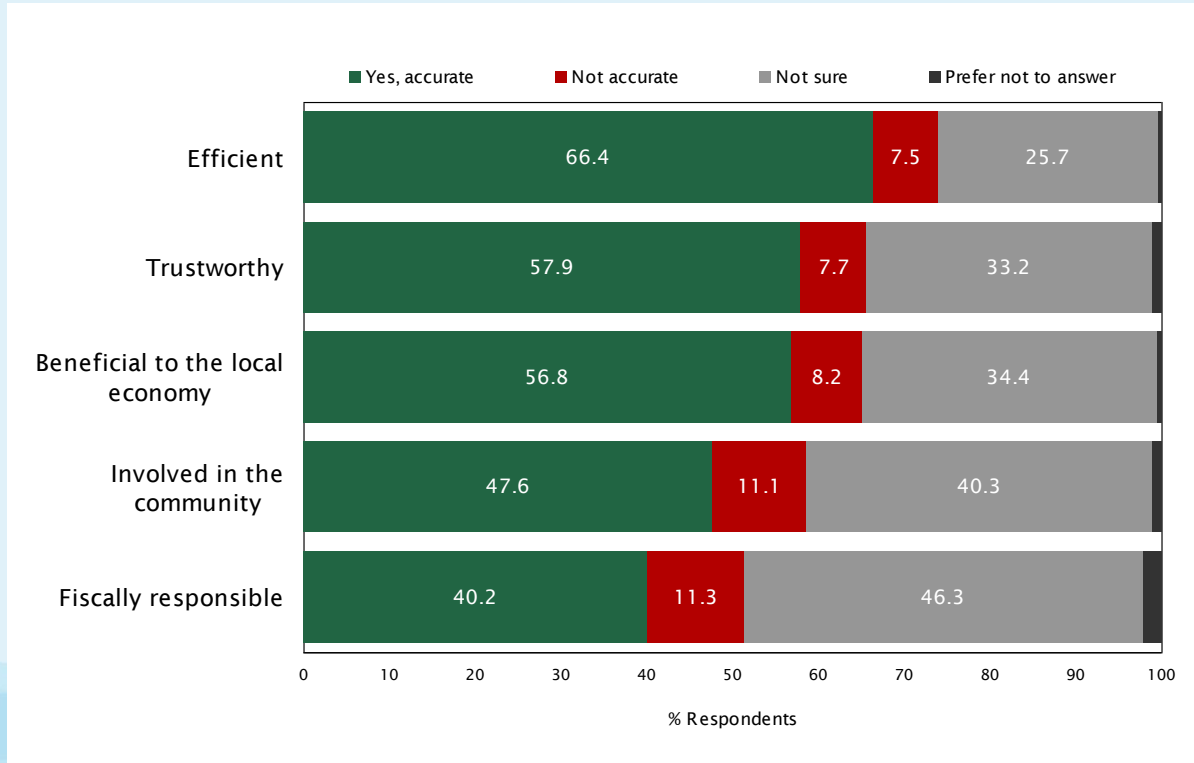


# Opinion of Mesa Water District

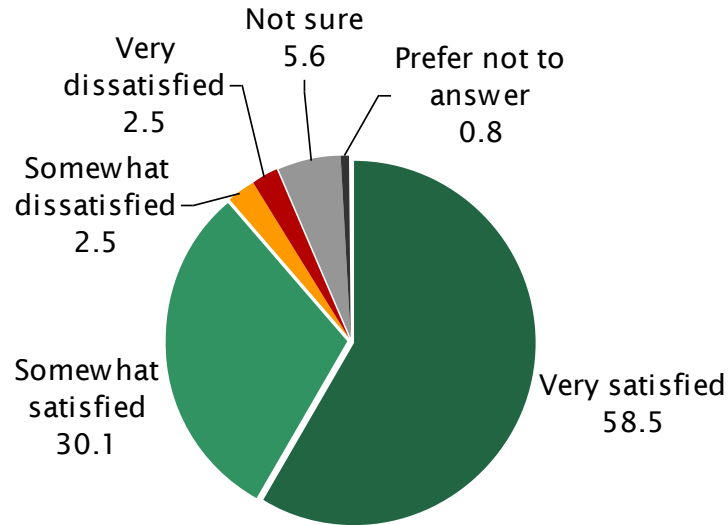




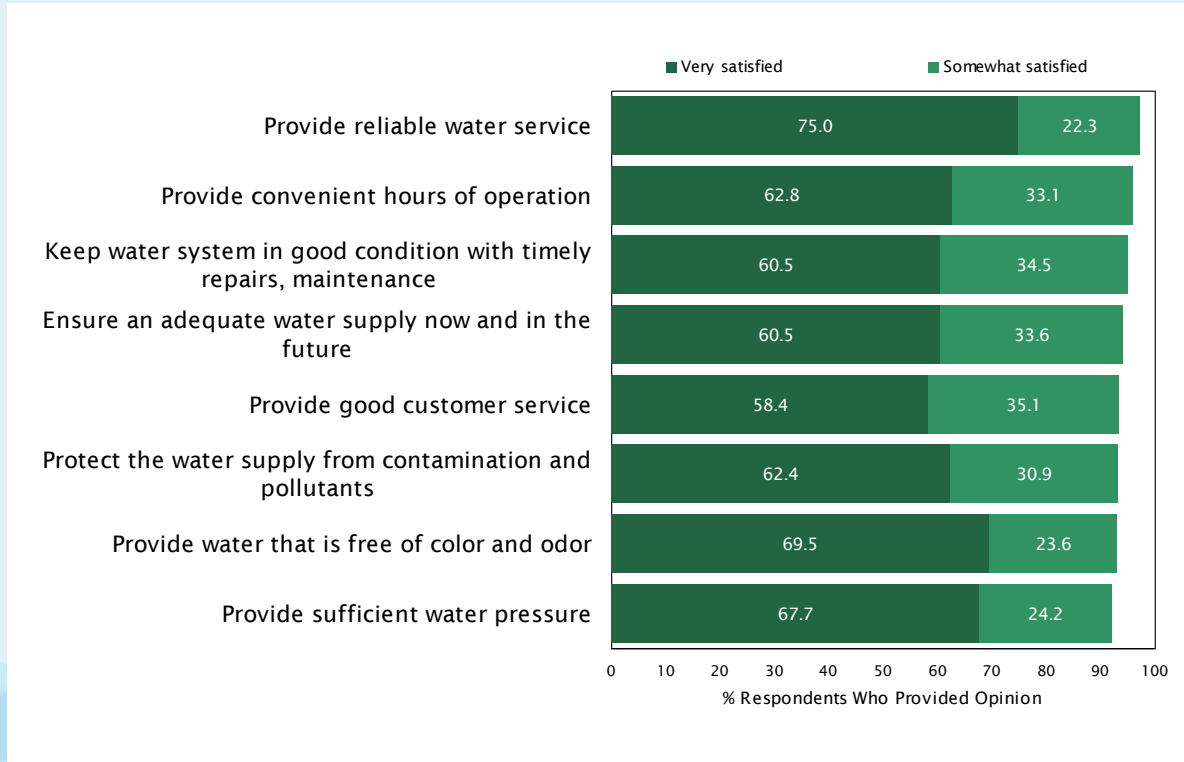
# Statements About Mesa Water District



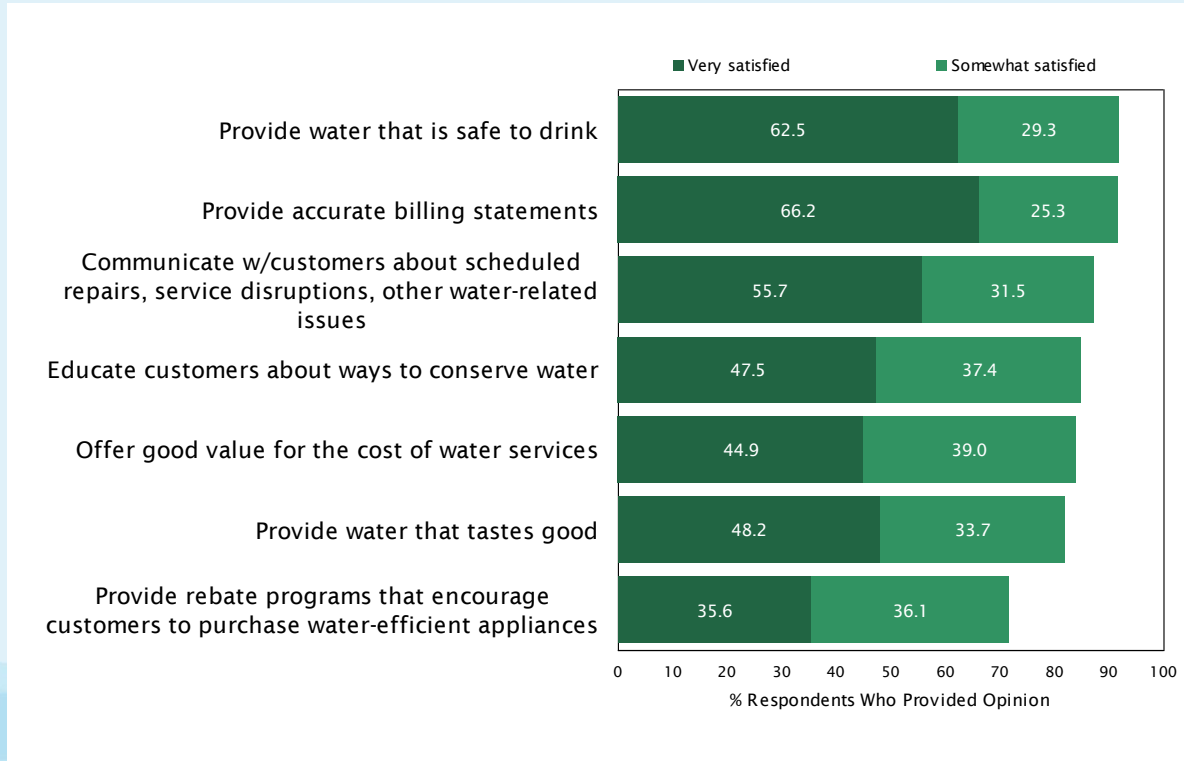
# Overall Satisfaction With Service Provision



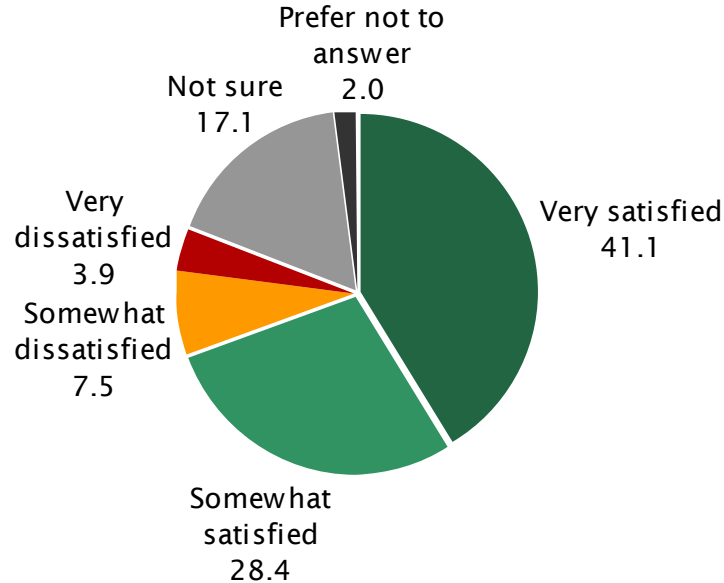
# Satisfaction With Services Tier 1



# Satisfaction With Services Tier 2



# Satisfaction With District's Communication Efforts



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# Key Findings

## **High level of customer satisfaction**

- Approximately 9-in-10 customers are satisfied with their water service
- Satisfaction with specific aspects of service was very high, especially providing reliable service, convenient hours, and maintaining the water system

## **Solid Levels of Awareness of District & Favorable Opinions**

- 93% of customers were aware of Mesa Water prior to taking the survey
- Among those with an opinion, favorable opinions of Mesa Water outnumber unfavorable opinions nearly 8-to-1
- Mesa Water is widely perceived to be efficient, trustworthy and beneficial to the local economy