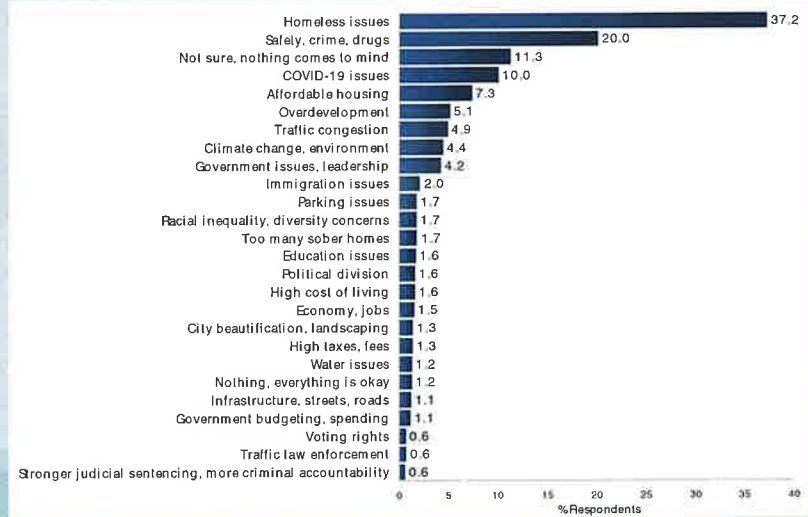


Methodology of Study

- Conducted July 30th to August 1st, 2021
- 810 residential customers in the District's service area
- Oversample for single-family homeowners, balanced evenly across five Divisions
- Mixed-Method approach
 - Recruited via email, text, and phone
 - Data collection via phone and online
 - 16-minute average interview length
 - English & Spanish
- Overall margin of error is $\pm 3.4\%$

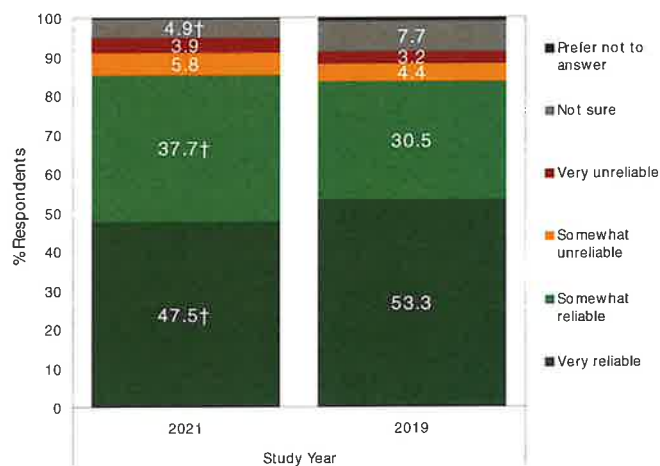
Most Important Issue Facing Community



3 | October 13, 2021



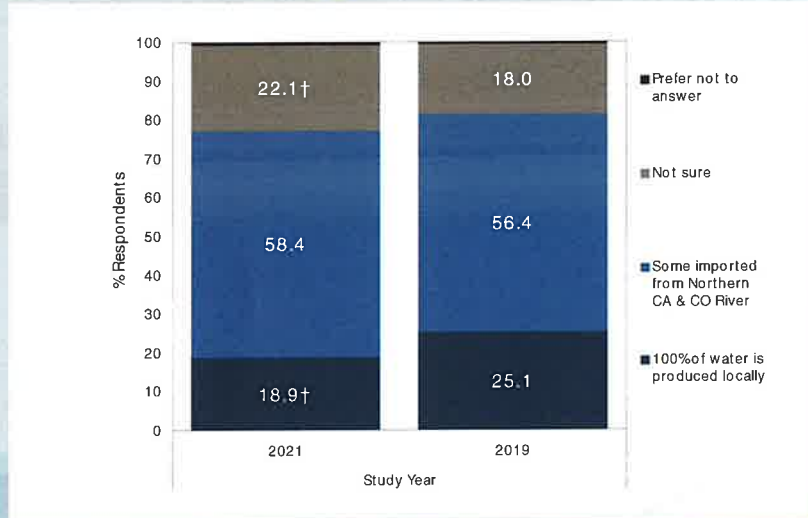
Water Supply Reliability



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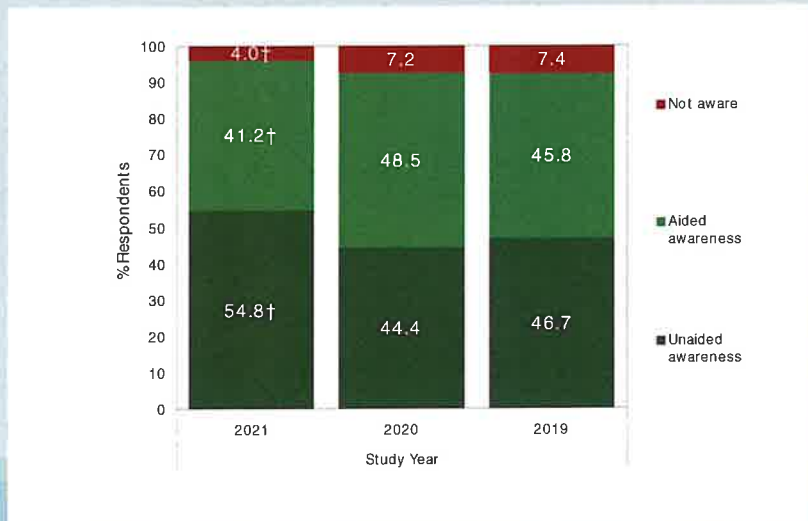
Knowledge of Water Origin



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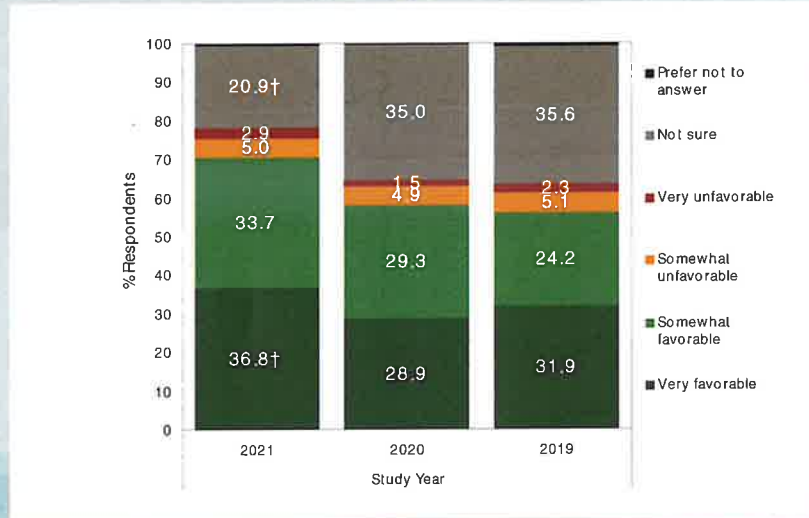
Aided & Unaided Awareness of Mesa Water



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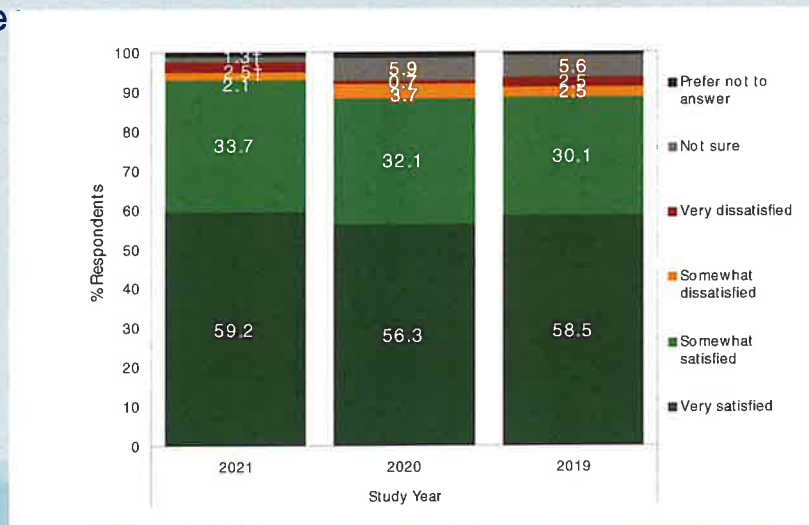
Opinion of Mesa Water District by Study Year



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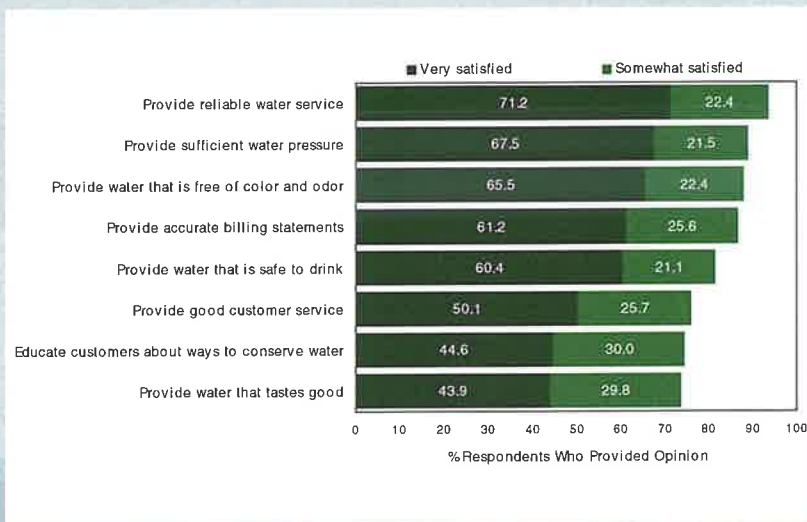
Overall Satisfaction With Service Provision by Study Year



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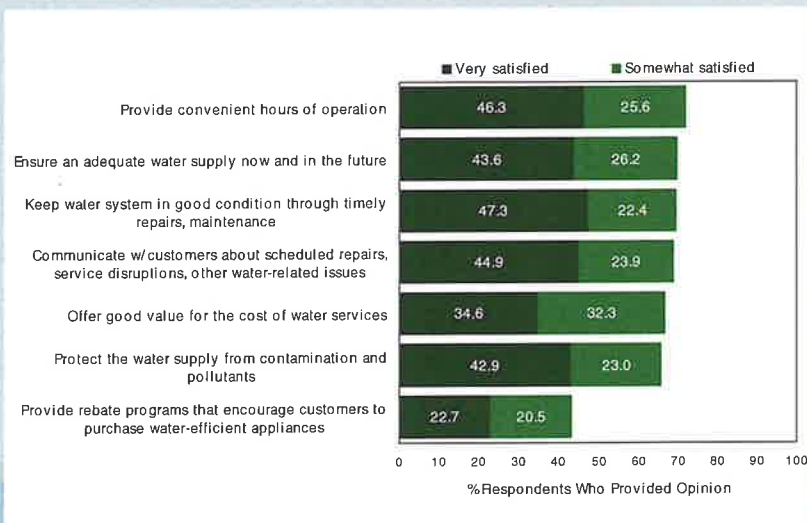
Satisfaction With Services Tier 1



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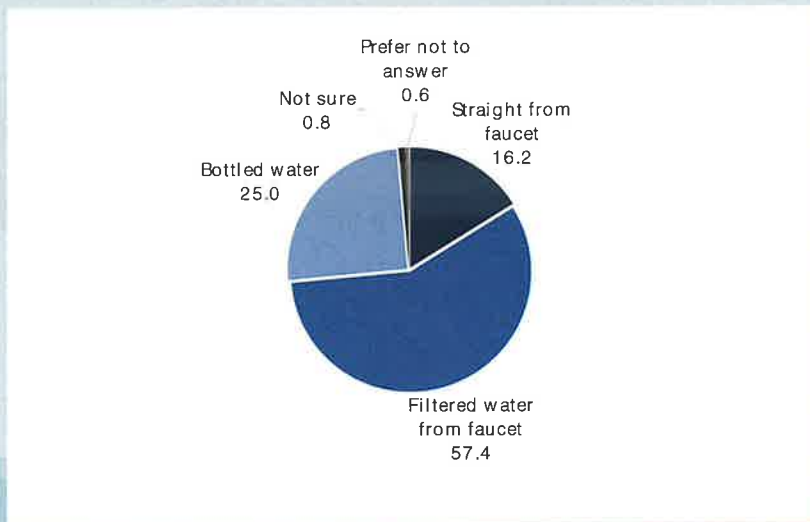
Satisfaction With Services Tier 2



10 | October 13, 2021



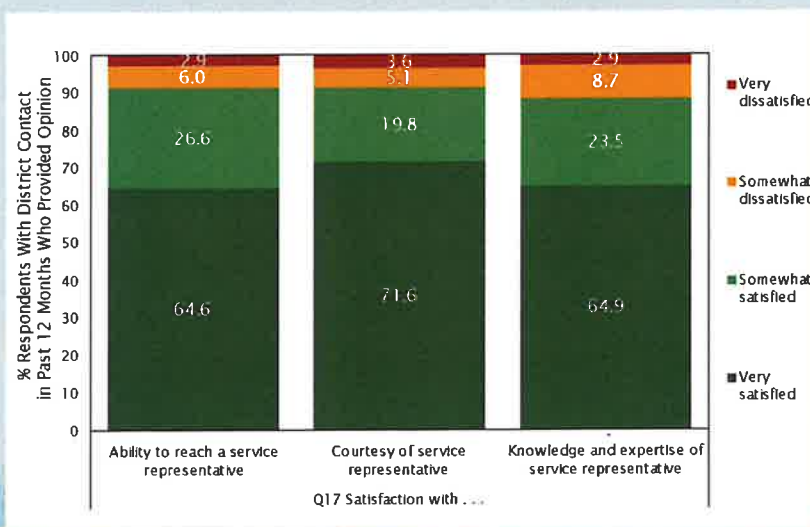
Home Water Source



11 | October 13, 2021



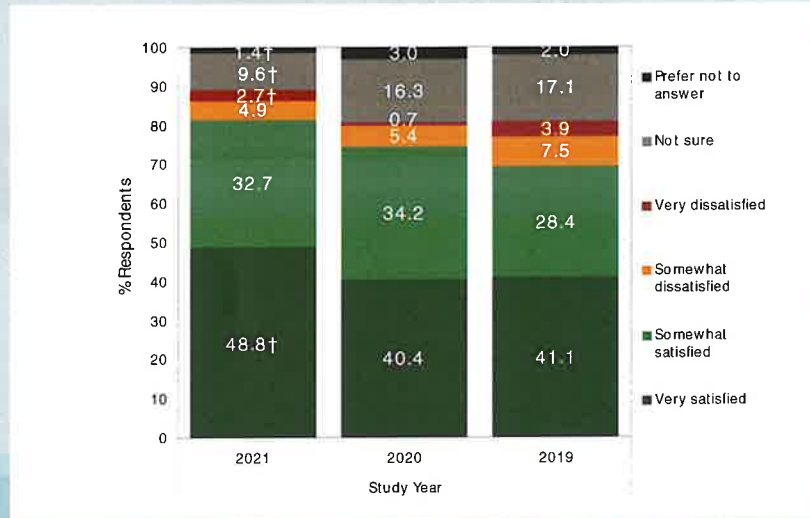
Customer Service Representative



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Satisfaction With Communication Efforts by Study Year



13 | October 13, 2021



Key Findings

High level of customer satisfaction

- 93% of customers are satisfied with their water service
- Satisfaction with specific aspects of service was very high, especially providing reliable service, accurate billing statements, and protecting the water supply from contamination
- Approximately 9-in-10 satisfied with ability to reach a customer service representative, and their courtesy, knowledge and expertise

Growing Levels of Awareness of District & Favorable Opinions

- 96% of customers were aware of Mesa Water prior to taking the survey, and those able to name Mesa Water without prompting increased by 10% in 2021 to 55%.
- Percentage of customers who aren't familiar enough with Mesa Water to form an opinion of the District has shrunk from 36% to 21% in three years
- Among those with an opinion, favorable opinions of Mesa Water outnumber unfavorable opinions 9-to-1, with significant increase in very favorable opinions in 2021

14 | October 13, 2021



Key Findings

Opportunity Areas

- Stay the course
- Improve customer understanding of water origins, especially as CA heads back into prolonged drought conditions
- Expand rebate programs for water-efficient appliances
- Offer good value for the cost of water services
- Improve water taste
- Educate customers about ways to use water efficiently