



Mesa Water District Customer Survey

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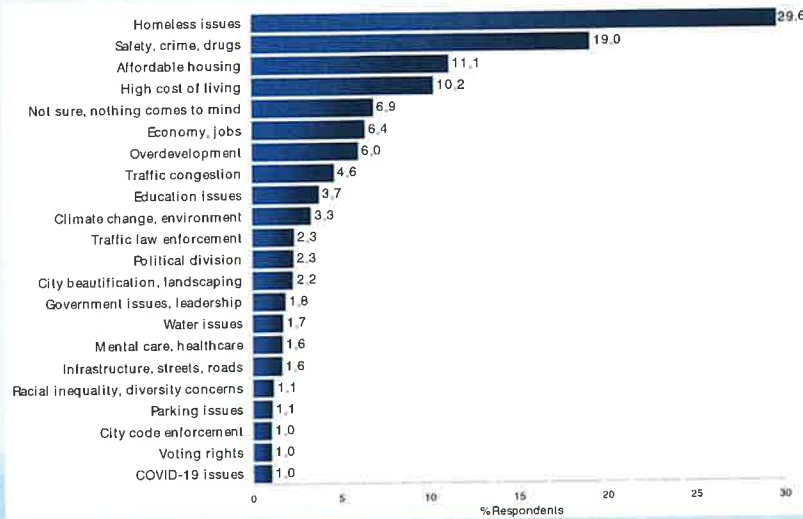


Methodology of Study

- Conducted July 25 to August 22, 2022
- 800 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 $\pm 3.4\%$



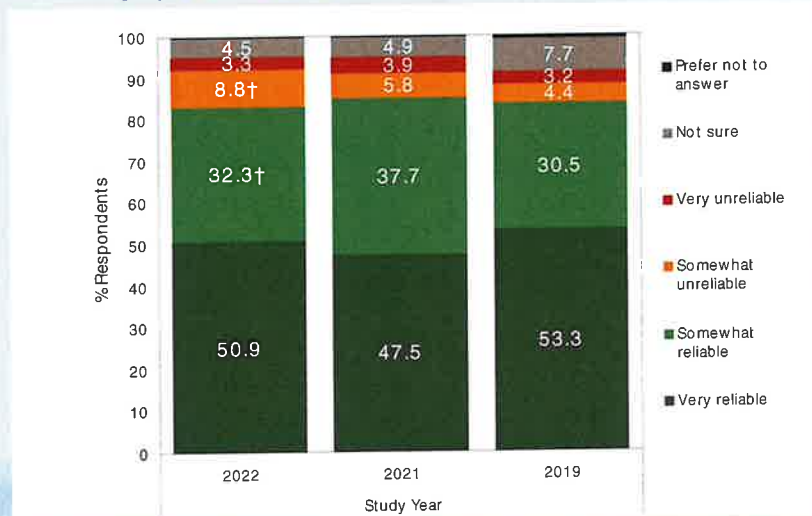
Most Important Issue Facing Community



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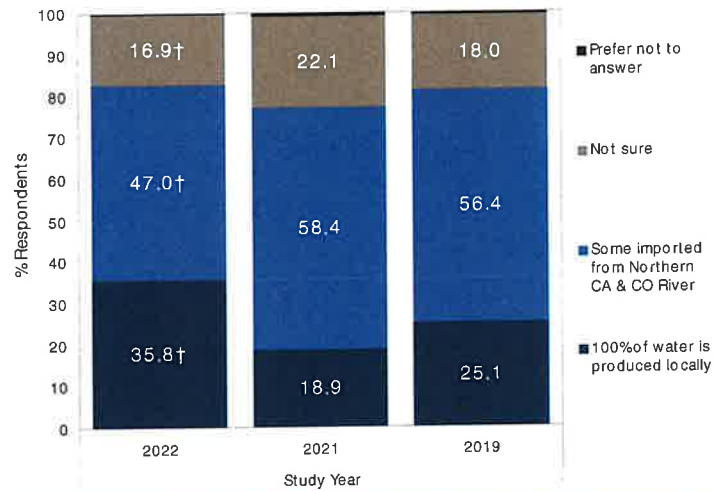
Water Supply Reliability by Study Year



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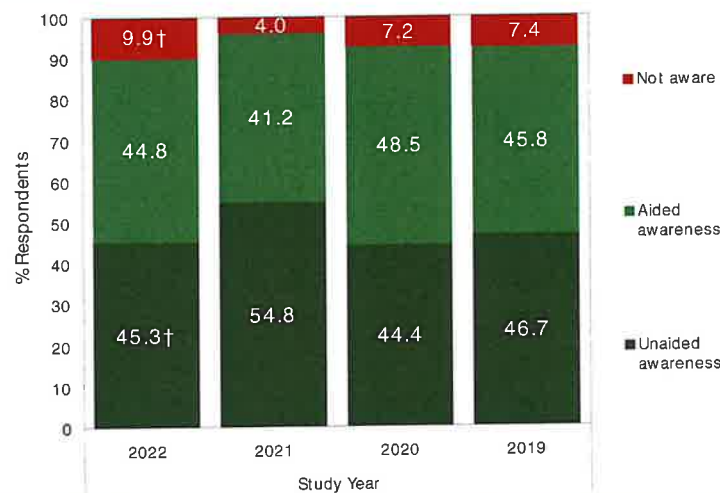
Knowledge of Water Origin by Study Year



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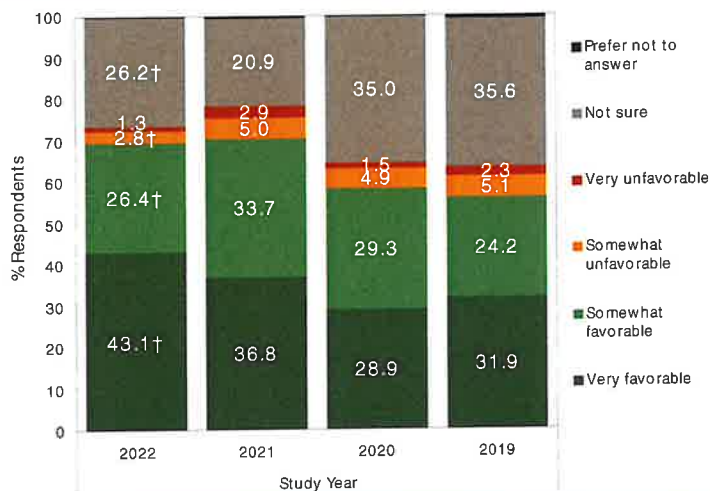
Awareness of Mesa Water by Study Year



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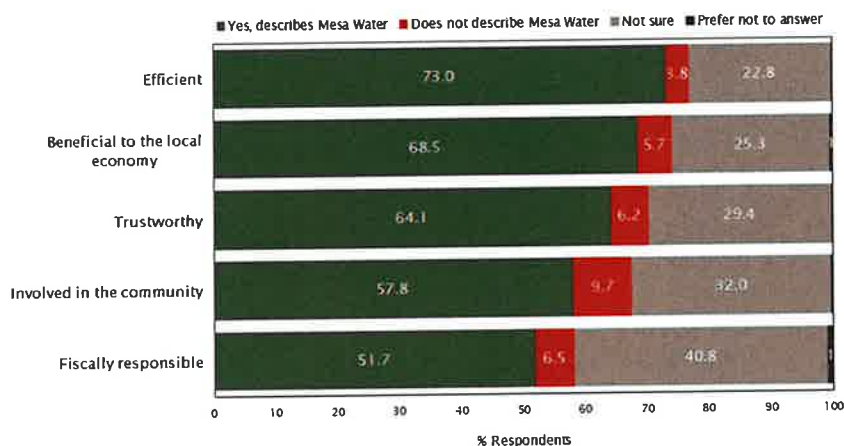
Opinion of Mesa Water District by Study Year



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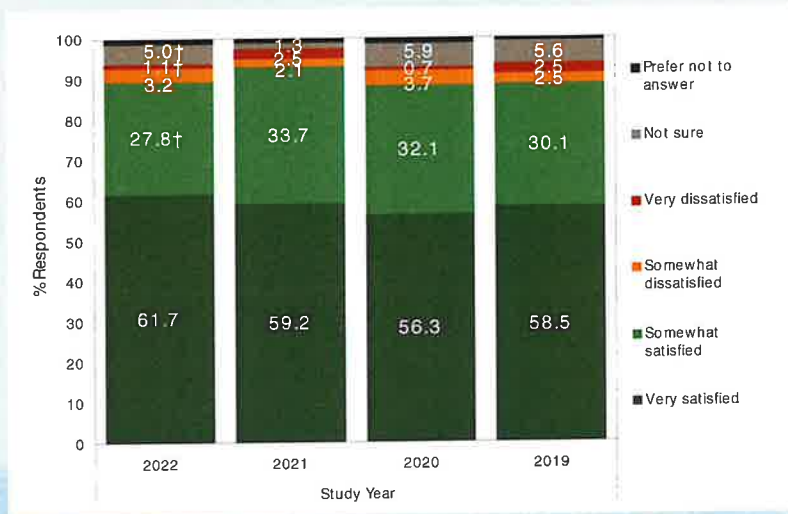
Descriptors for Mesa Water



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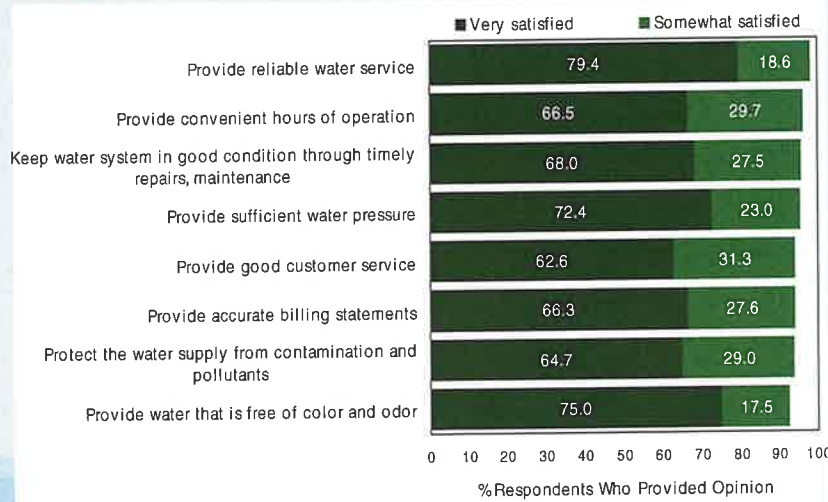
Overall Satisfaction With Service Provision by Study Year



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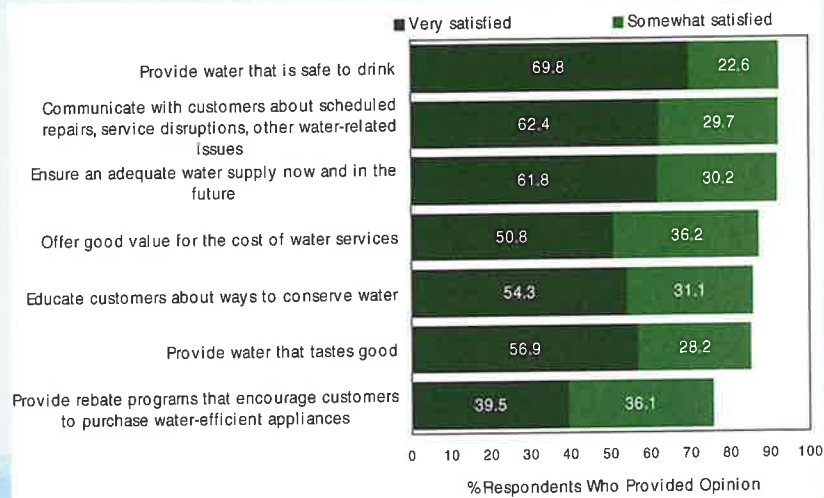
Satisfaction With Services Tier 1



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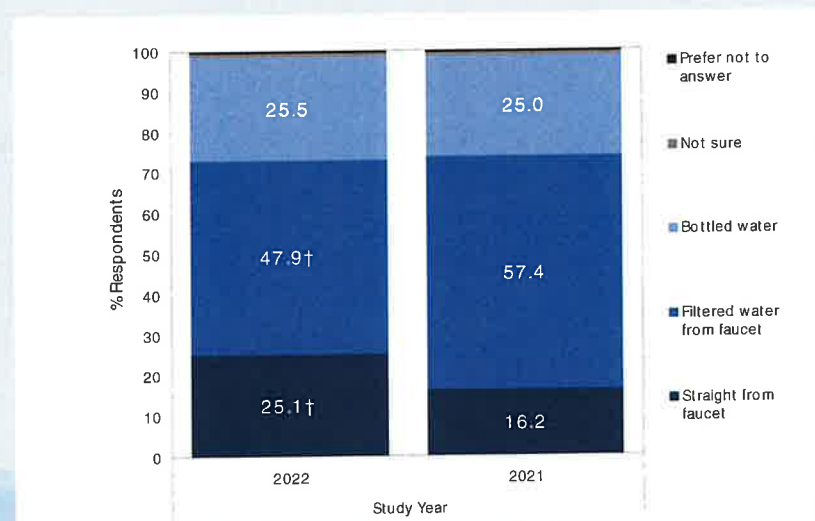
Satisfaction With Services Tier 2



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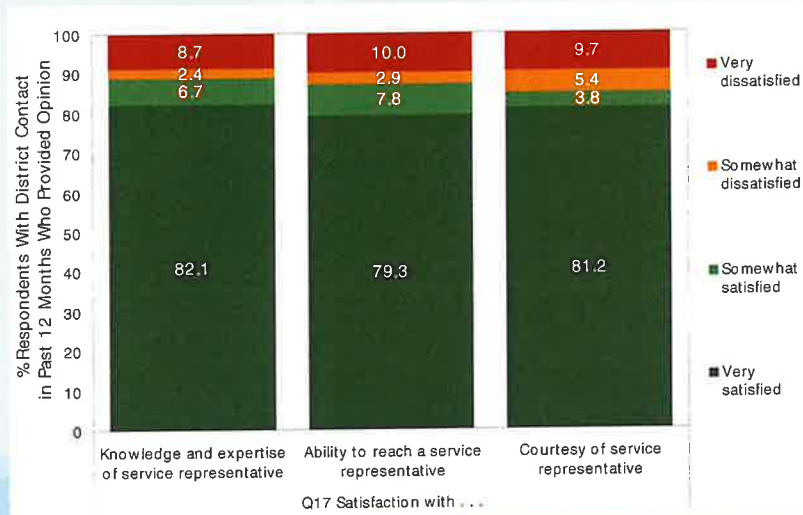
Home Water Source by Study Year



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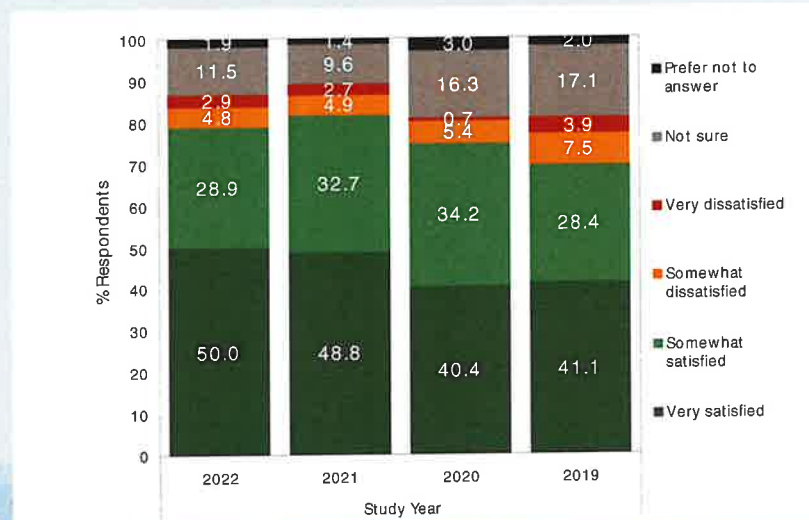
Customer Service Representative



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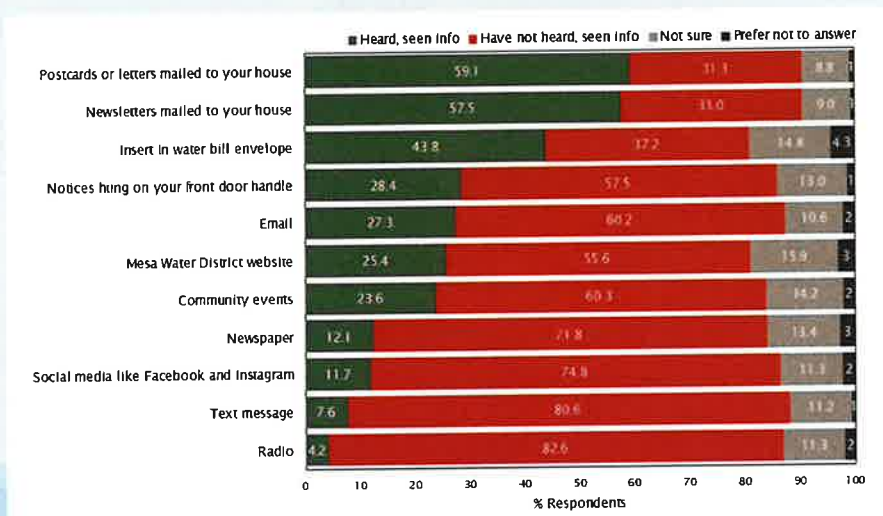
Satisfaction With Communication Efforts by Study Year



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Recall of Mesa Water Information by Channel



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Key Findings

High level of customer satisfaction

- 90% of customers are satisfied with their water service
- Satisfaction with specific aspects of service was very high, especially providing reliable service, providing convenient hours of operation, keeping water system in good condition, providing sufficient water pressure, and providing good customer service
- Approximately 9-in-10 satisfied with ability to reach a customer service representative and their courtesy, knowledge and expertise

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Key Findings

High Awareness of District & Favorable Opinions

- 90% of customers were aware of Mesa Water prior to taking the survey
- Percentage of customers who aren't familiar enough with Mesa Water to form an opinion of the District has shrunk from 36% to 26% in four years
- Among those with an opinion, favorable opinions of Mesa Water outnumber unfavorable opinions 17-to-1
- Over the past two years, significant increases in percentage who view Mesa Water as efficient, beneficial to community, involved in the community, and fiscally responsible
- Knowledge that all water is sourced locally increased 17% in past year, and these customers are more likely to hold favorable opinions of Mesa Water

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Key Findings

Opportunity Areas

- Stay the course
- Continue to 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

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