



MESA WATER DISTRICT CUSTOMER SURVEY

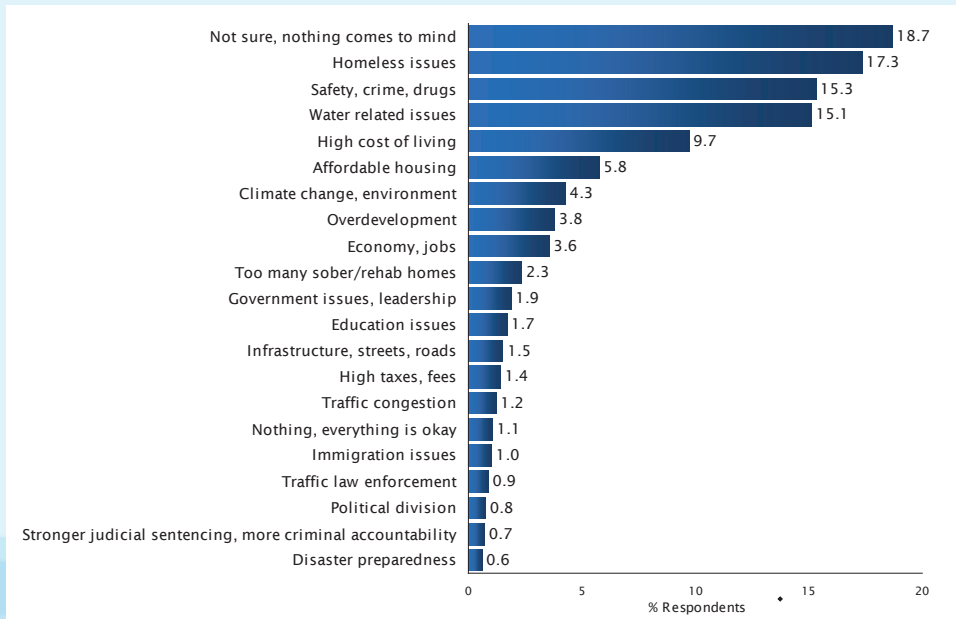
November 8, 2023



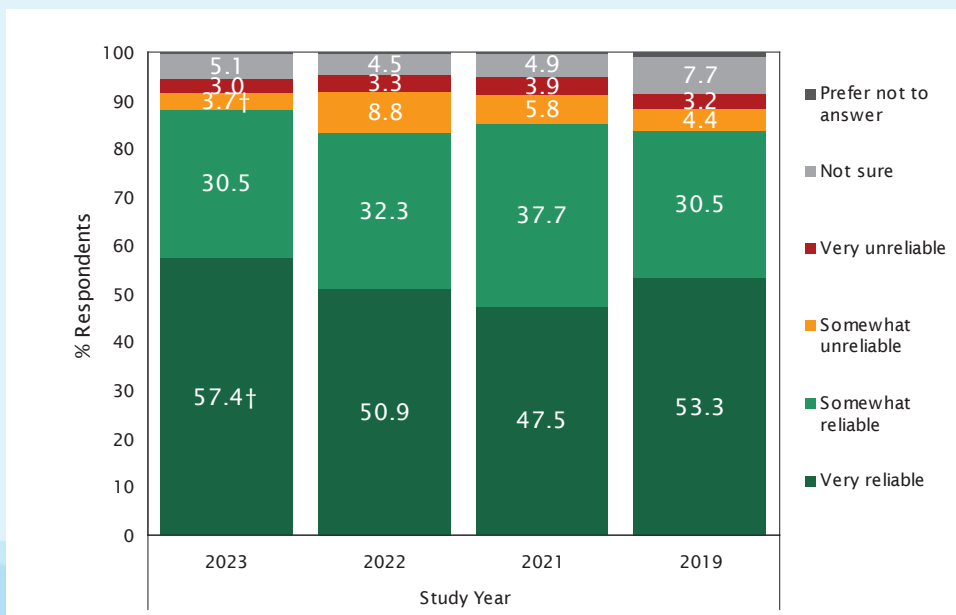
Methodology of Study

- Conducted August 22 to September 6, 2023
- 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 $\pm 3.4\%$

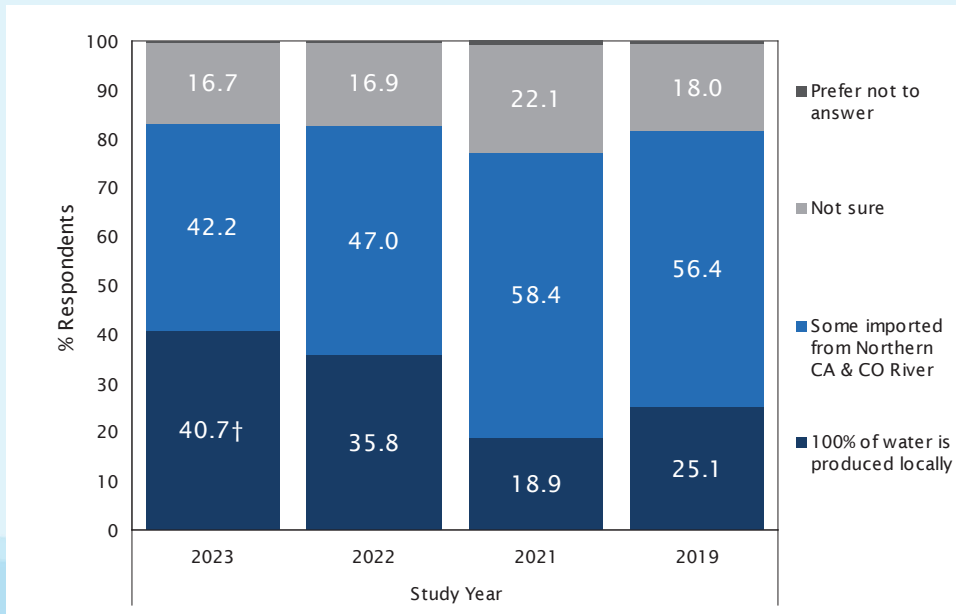
Most Important Issue Facing Community



Water Supply Reliability by Study Year



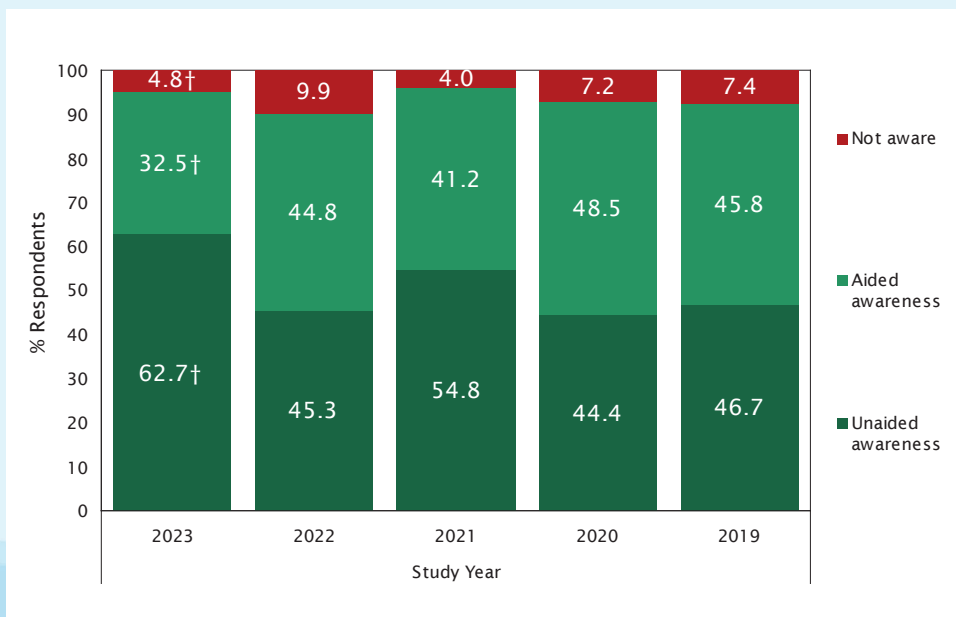
Knowledge of Water Origin by Study Year



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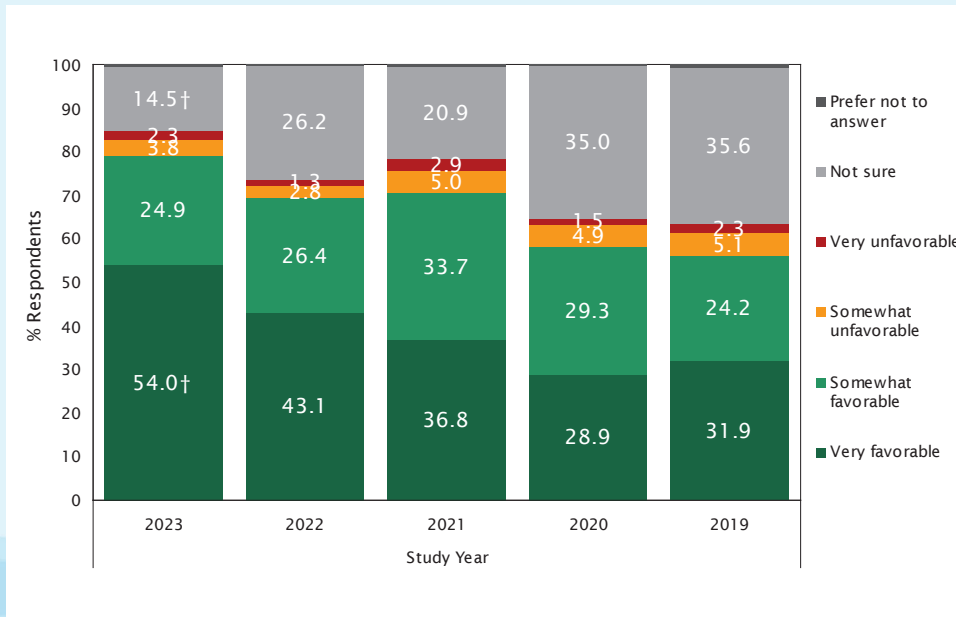
Awareness of Mesa Water by Study Year



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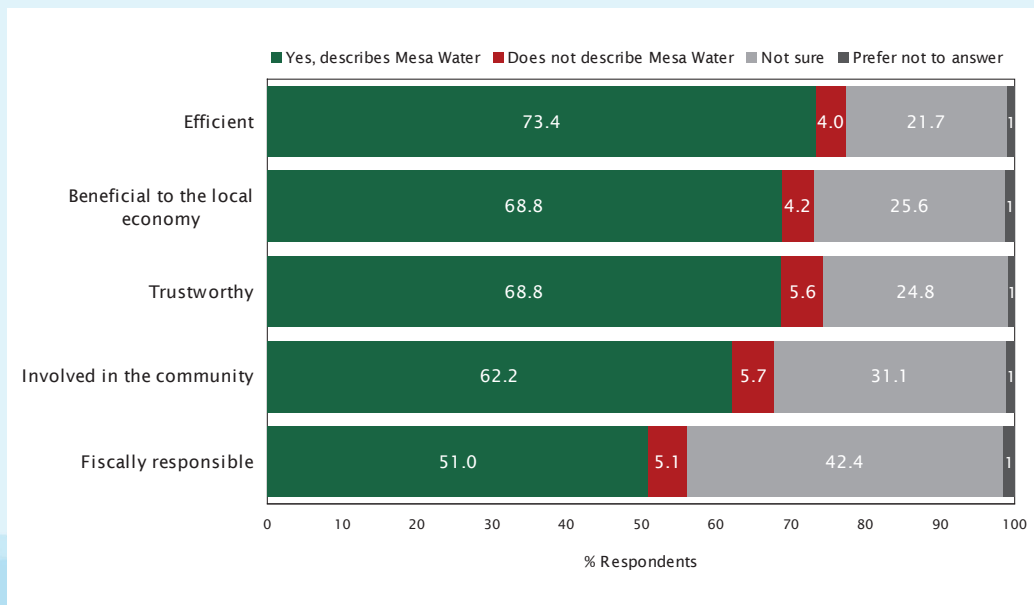
Opinion of Mesa Water District by Study Year



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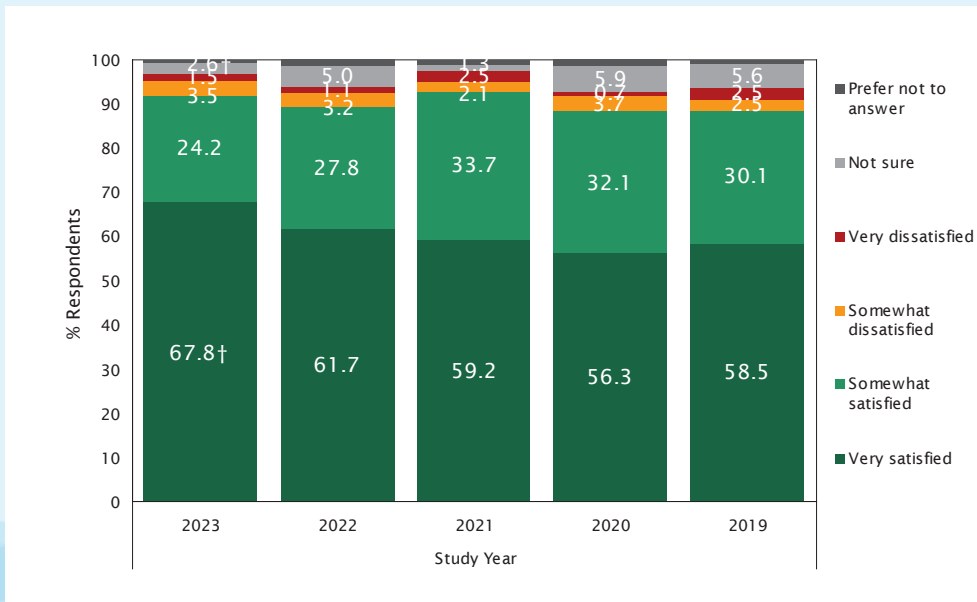
Descriptors for Mesa Water



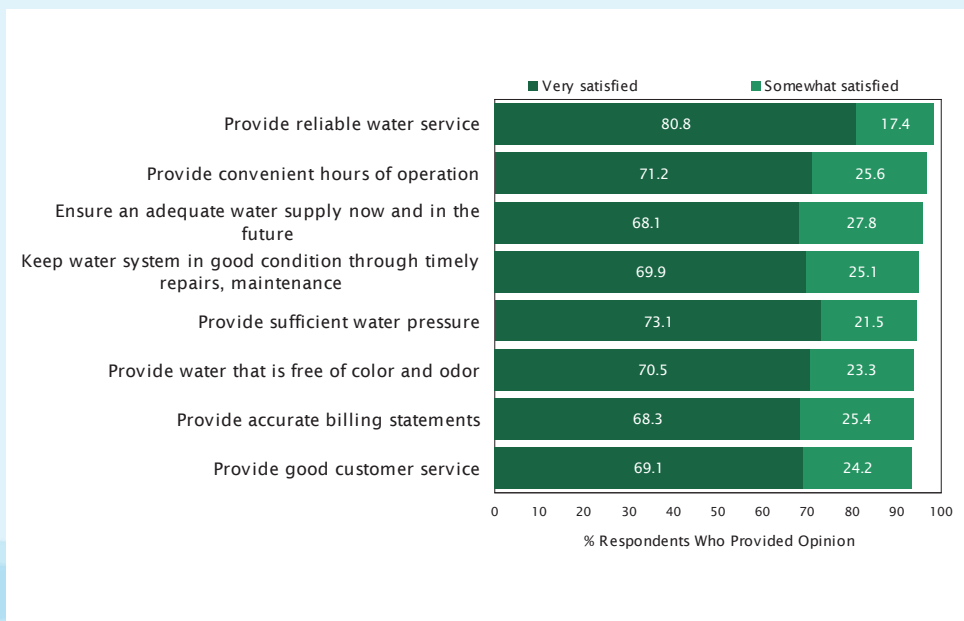
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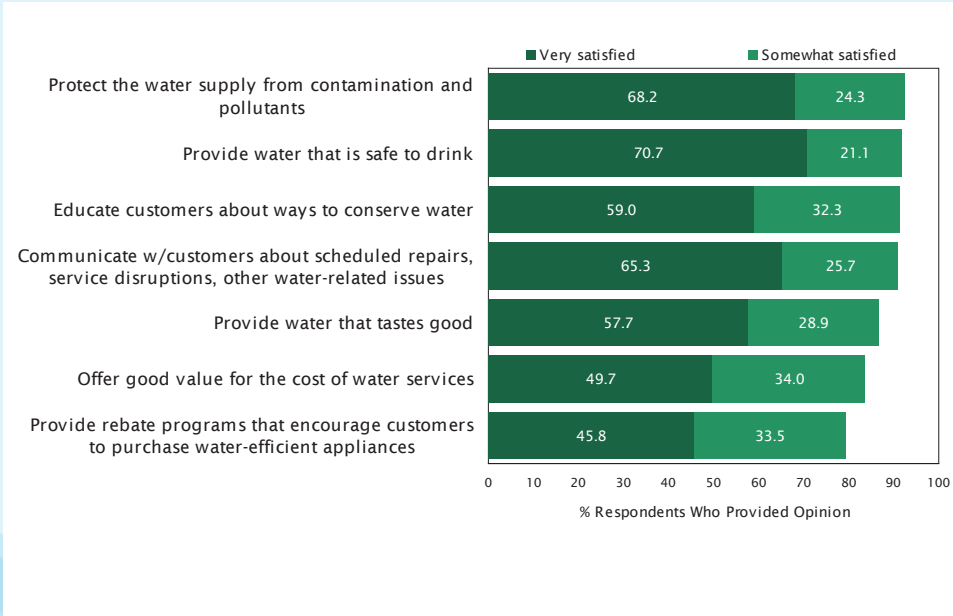
Overall Satisfaction With Service Provision by Study Year



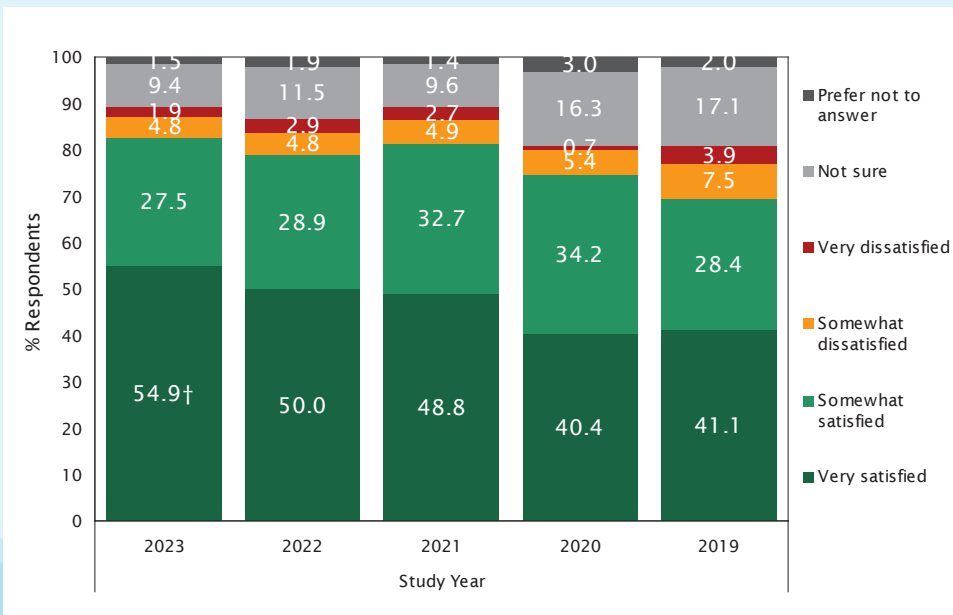
Satisfaction With Services Tier 1



Satisfaction With Services Tier 2



Satisfaction With Communication Efforts by Study Year



Key Findings

Customer Satisfaction is High and Increasing

- 92% of customers are satisfied with their water service, with significant increase in *very* satisfied customers (68%) in past year
- Satisfaction with most specific aspects of service remains very high (90%+), especially providing reliable service, convenient hours of operation, a reliable water supply, keeping system in good condition, providing sufficient water pressure, and providing good customer service
- Satisfaction with District communications increased significantly

Key Findings

High Awareness of District & Favorable Opinions

- 95% 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 15% in five years
- 79% of customers have a favorable opinion of Mesa Water, while just 6% have an unfavorable opinion
- Over the past few years, significant increases in percentage who view Mesa Water as efficient, beneficial to economy, involved in the community, and fiscally responsible
- Knowledge that all water is sourced locally increased 22% in past two years, and these customers are more likely to hold favorable opinions of Mesa Water

Key Findings

Opportunity Areas

- Stay the course
- Continue to improve customer understanding of water origins
- Highlight rebate programs
- Offer good value for the cost of water services