

North East Regional Water Authority.

2002 Customer Survey
Report.



Steven Taylor and Associates

May 2002

Introduction

This report provides the results and analysis for the 2002 NERWA Customer Survey.

A total of 991 customers were interviewed by ST&A researchers during the month of April 2002.

A minimum sample of 1% for each town was achieved except for the following townships;

- St James
- Walwa



Q1

Results

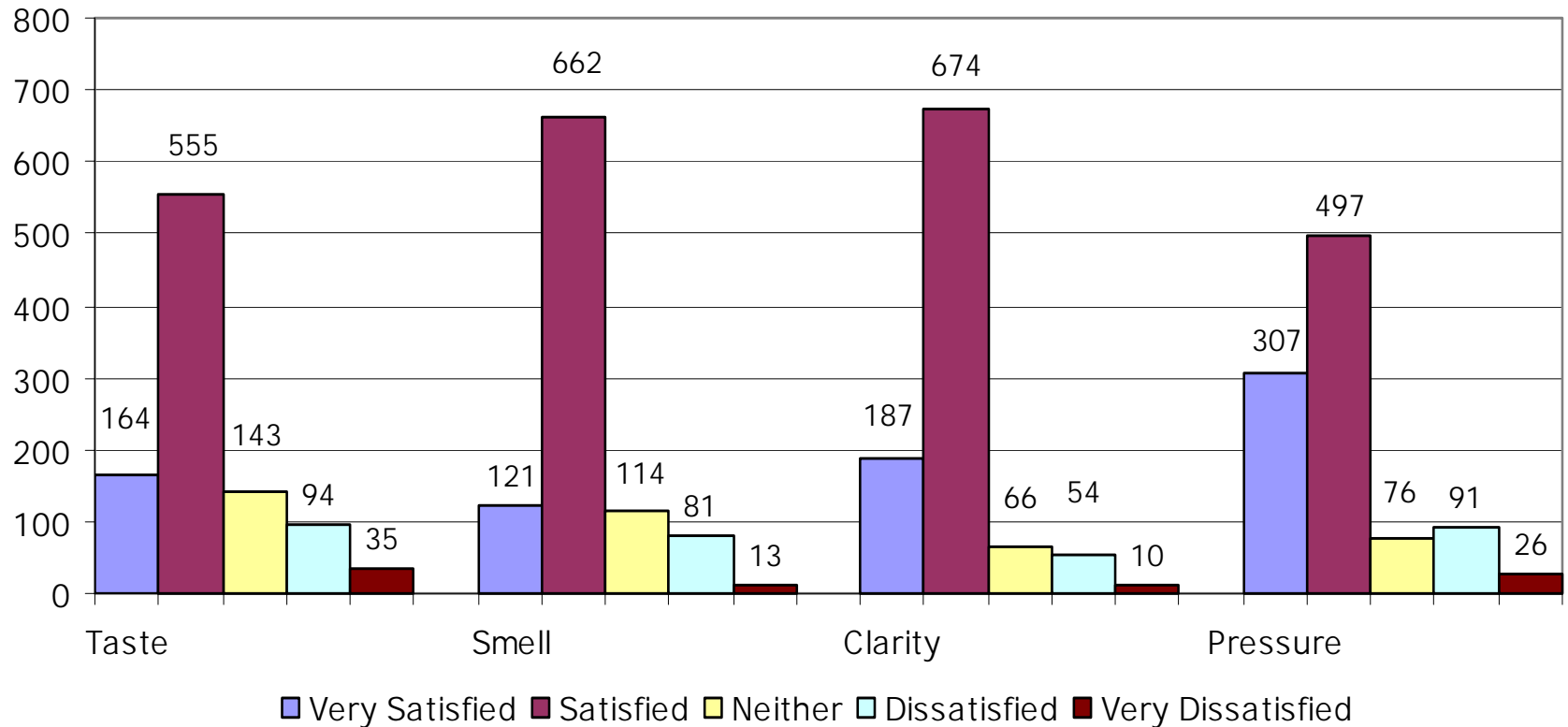
Is there anyone in your household who works for North East Water?

Yes	No
0%	100%

This question was purely for screening purposes. If the market researcher encountered a person who worked for North East Water, the survey was terminated.

Q2a Results

How would you rate your satisfaction with the following characteristics of your water?



Q2a

Analysis

How would you rate your satisfaction with the following characteristics of your water?

2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Taste	17%	56%	14%	9%	4%
Smell	12%	67%	12%	8%	1%
Clarity	19%	68%	7%	5%	1%
Pressure	31%	50%	8%	9%	3%

- Taste remains the main characteristic with the highest level of dissatisfaction, recorded at 13% compared to 2001 at 16%.
- Significant improvements were reported in clarity (19% in 2002 – 14% in 2001) and water pressure in the very satisfied category (31% in 2002 – 20% in 2001).



Q2b

Results

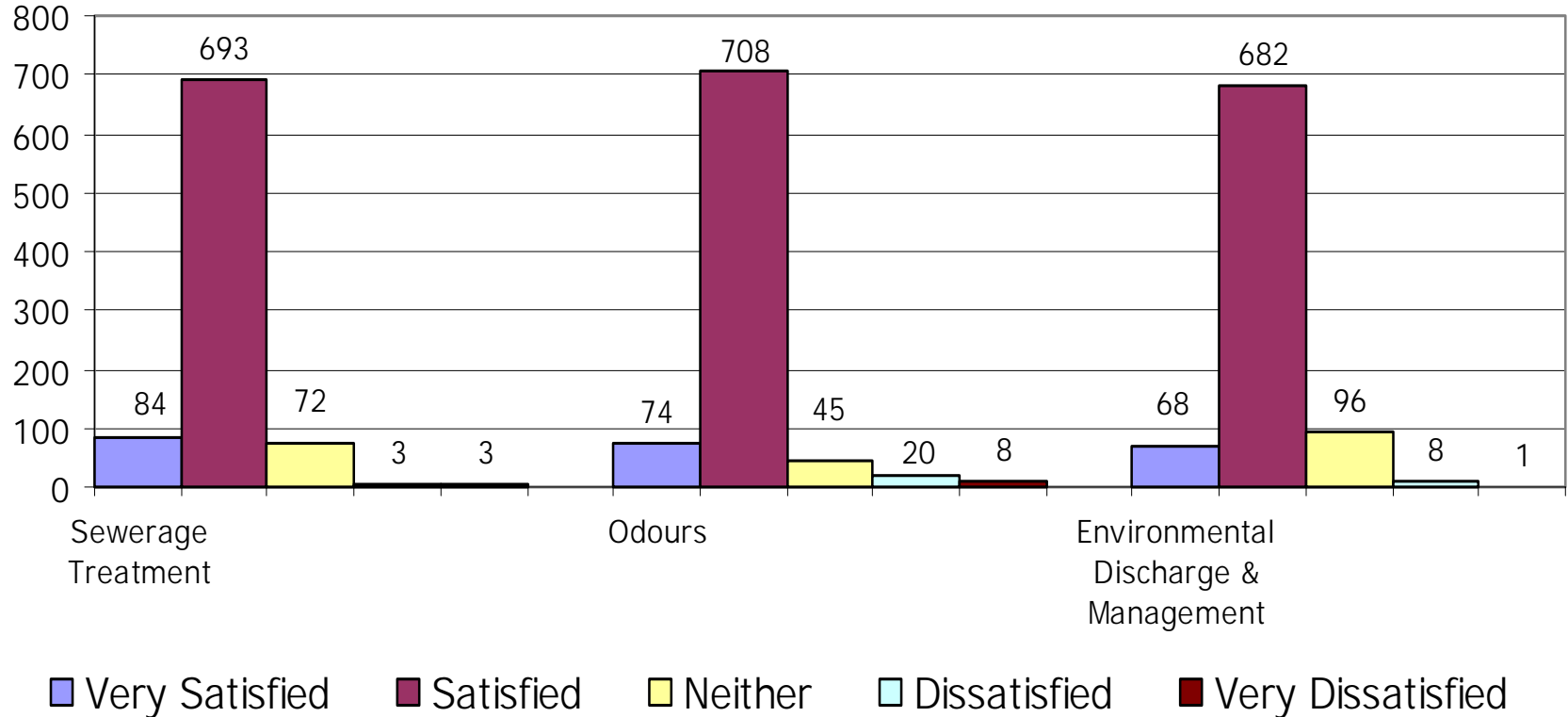
Are you connected to the sewerage system?

Yes	No	Don't Know	Not Sure
86%	9%	3%	2%

- A higher proportion of those surveyed are connected to the sewerage system at 86% compared to 84% for 2001.
- The no response registered 9% compared to 13% in 2001.
- Don't know recorded a total of 5%, compared to 3% in 2001.

Q2c Results

How satisfied are you with the sewerage services provided by North East Water?



Q2c

Analysis

How satisfied are you with the sewerage services provided by North East Water?

2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Sewerage Treatment	10%	81%	8%	0.4%	0.4%
Odours	9%	83%	5%	2%	1%
Environmental Discharge and Management	8%	80%	11%	1%	0.1%

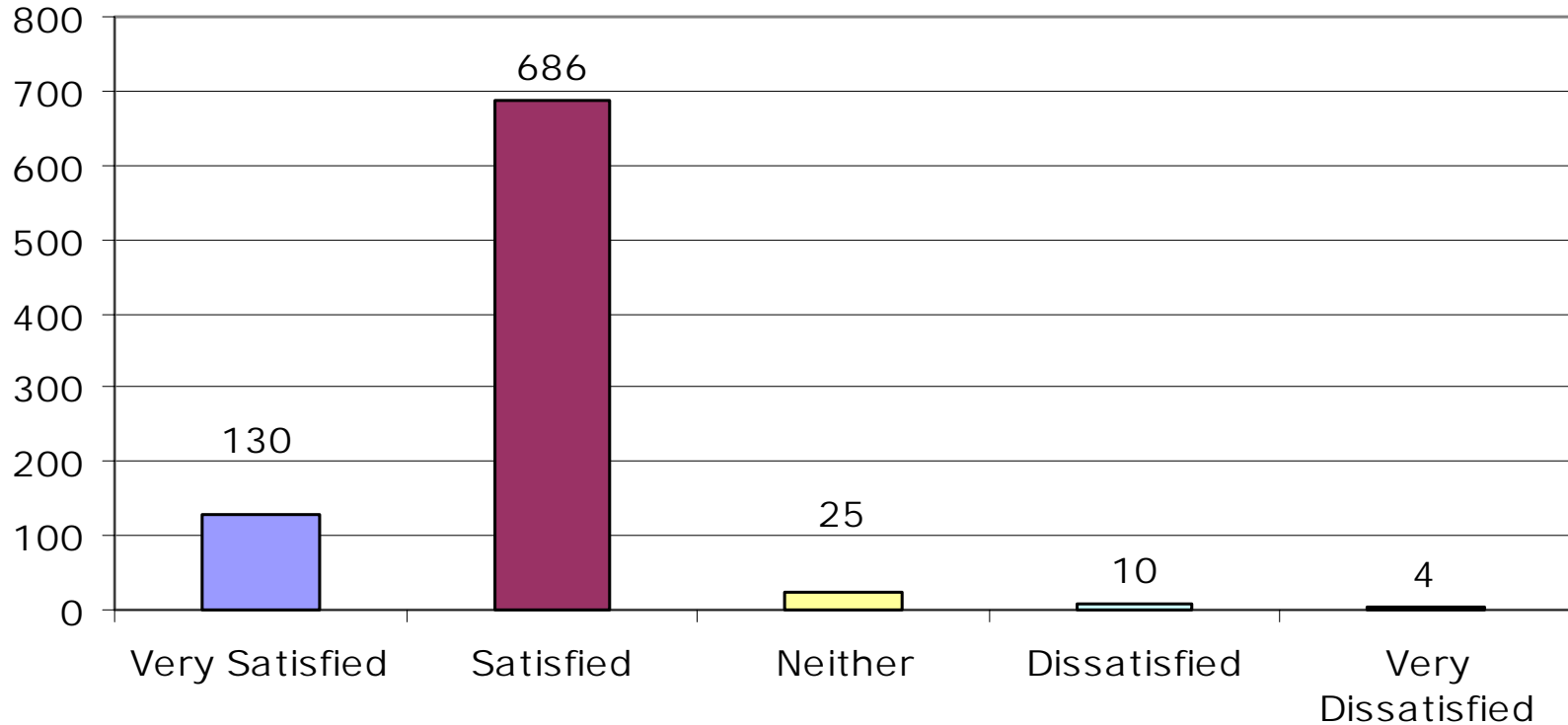
- Strong customer satisfaction levels continue, showing an increase in the very satisfied category overall.
- Dissatisfaction levels continue to be reduced.



Q2d

Results

How satisfied are you with the overall quality of water and sewerage services you receive from North East Water?



Q2d

Analysis

How satisfied are you with the overall quality of water and sewerage services you receive from North East Water?

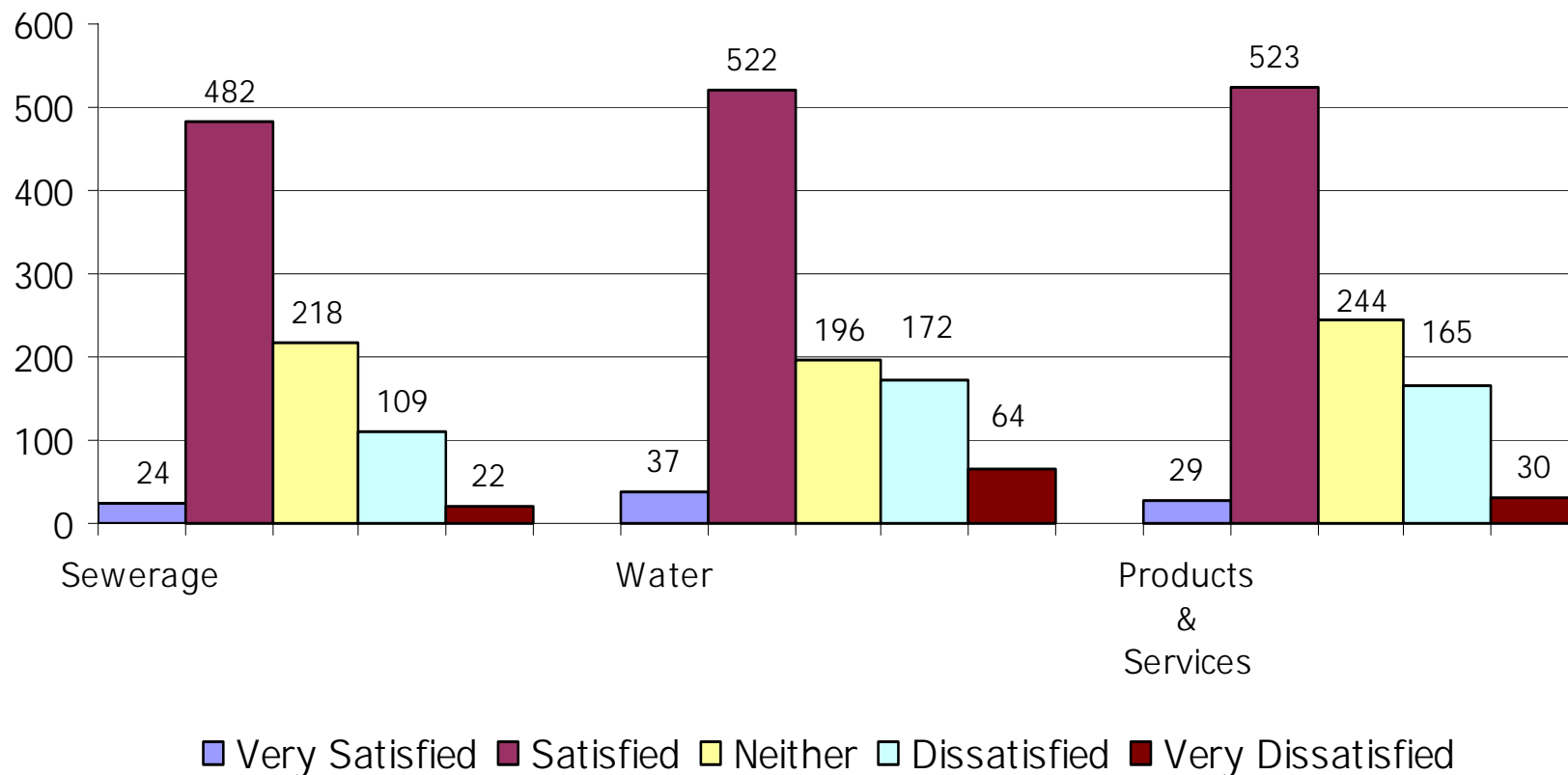
2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Overall Satisfaction	15%	80%	3%	1%	0.5%

- A total satisfaction level of 95% was recorded, compared to 2001 at 93%.
- Customer dissatisfaction levels continue to reduce, with 1.5% recorded in 2002, 2% recorded in 2001, and 4% recorded in year 2000.



Q3_{a,b,c} Results

How satisfied are you with the value for money you receive on the following services:



Q3_{a,b,c} Analysis

How satisfied are you with the value for money you receive on the following services:

2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Sewerage (855)	3%	56%	25%	13%	3%
Water (991)	4%	53%	20%	17%	6%
Products and Services (991)	3%	53%	25%	17%	3%

- Customer satisfaction levels with value for money remain consistent in line with the results over the past 3 years.
- Dissatisfaction levels have reduced with sewerage (16% in 2002 compared to 18% in 2001), but have increased with both water (23% in 2002 compared to 22% in 2001) and products/services (20% in 2002 compared to 19% in 2001).



Q4a

Results

Have you contacted North East Region Water Authority in the last 12 months?

Yes	No
15%	85%

- Of those surveyed, 151 said that they had contacted North East Water in the past 12 months, this amounts to 15%, compared to 177 in 2001, which represented 17% of those surveyed.

Q4b

How did you contact them?

Analysis

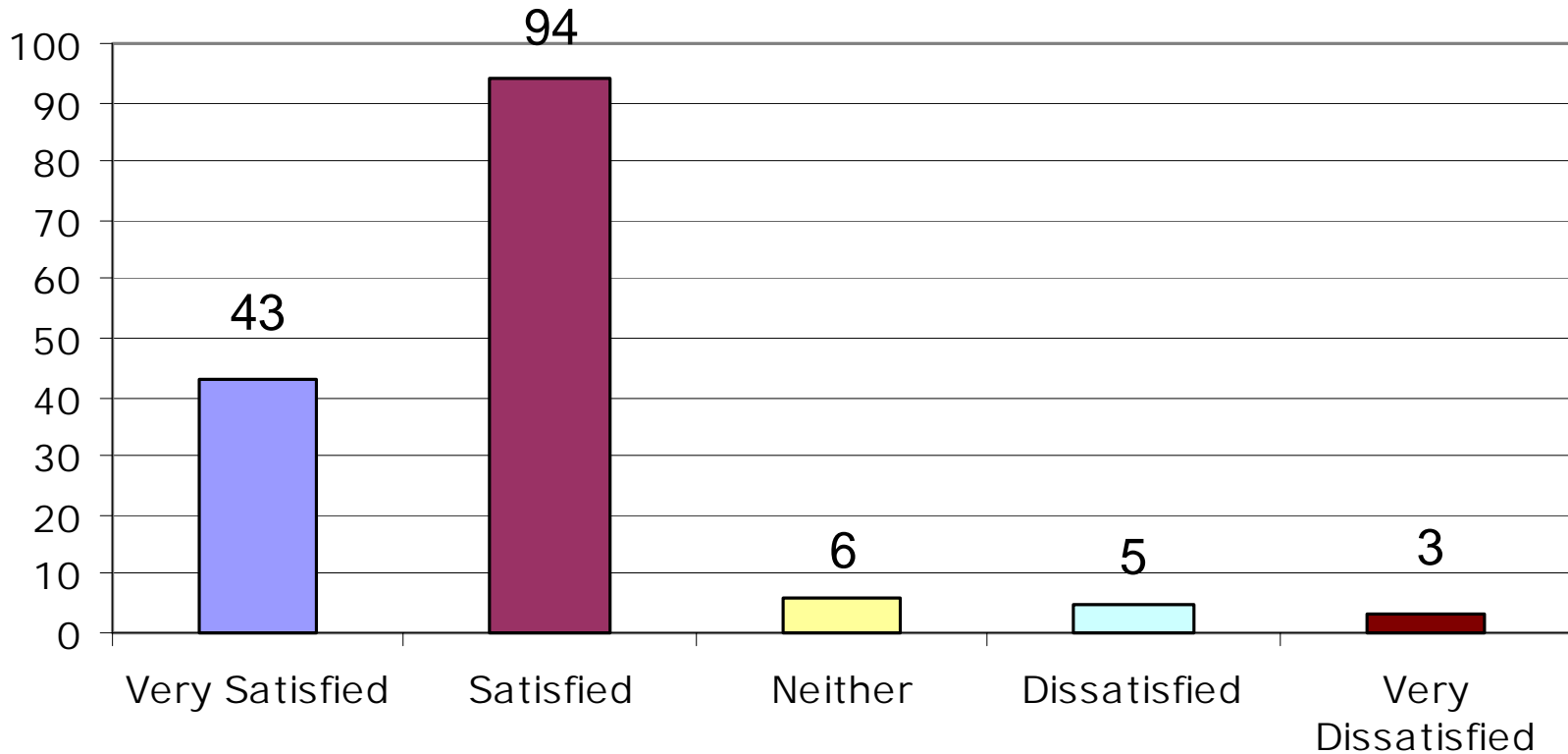
2002 Survey	In Person	Telephone	Letter	Email	Web
Total	18	127	5	0	1
Percentage	12%	84%	3%	0%	1%

- The results show an increase in personal visitation to 12%, compared to 2001 results of 10%.
- Telephone contact has reduced from 89% in year 2001, compared to 84% in 2002.
- Email and Web contact still remains very low.

Q4c

Results

How satisfied are you with ease of access you have to North East Water when you need to contact them?



Q4c

Analysis

How satisfied are you with ease of access you have to North East Water when you need to contact them?

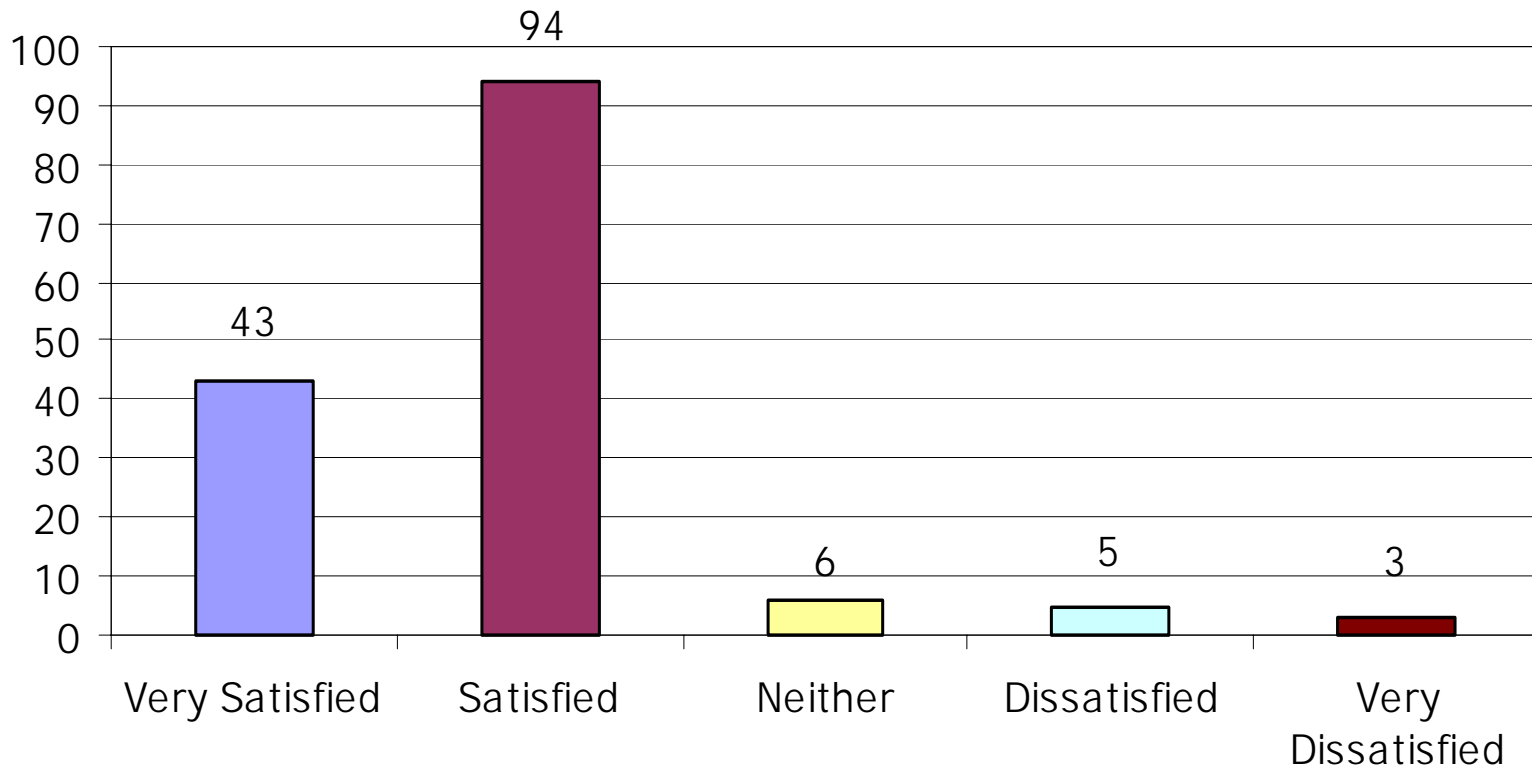
2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Satisfaction with Access	28%	62%	4%	3%	2%

- Customer satisfaction levels with ease of access has had a significant shift to the very satisfied category, recording 28% for 2002 compared to 17% in 2001. This increase was mainly generated out of the satisfied category in 2001.



Q5 Results

When you contacted North East Water, how satisfied were you with the service you received?



Q5

Analysis

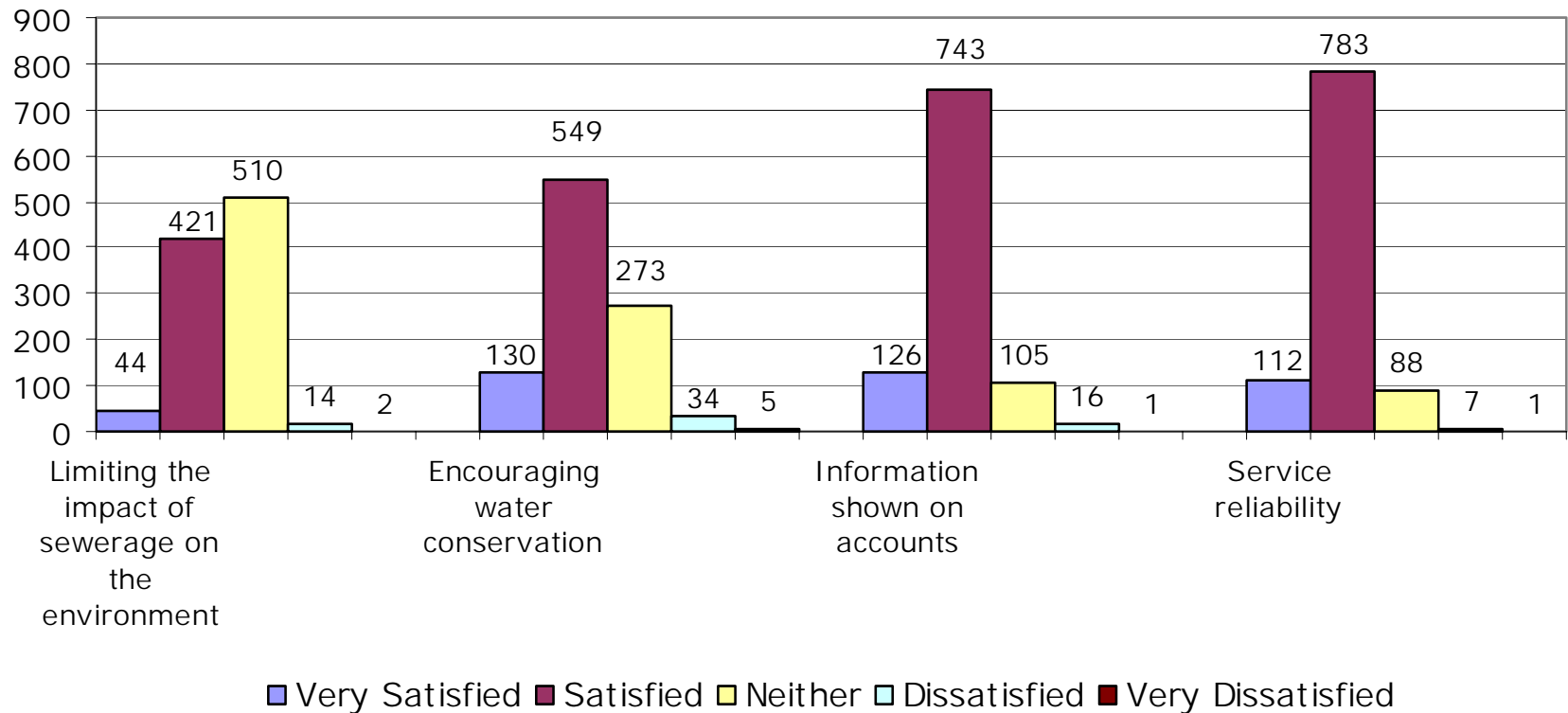
When you contacted North East Water, how satisfied were you with the service you received?

2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Percentage	28%	62%	4%	3%	2%

- A significant increase in customer satisfaction was recorded in 2002 compared to previous years.
- Total dissatisfaction level down to 5% in 2002 compared to 10% in 2001, and 20% for the previous 2 years.

Q6_{a,b,c,d} Results

How satisfied are you with North East Water's performance in the following areas:



Q6_{a,b,c,d} Analysis

How satisfied are you with North East Water's performance in the following areas:

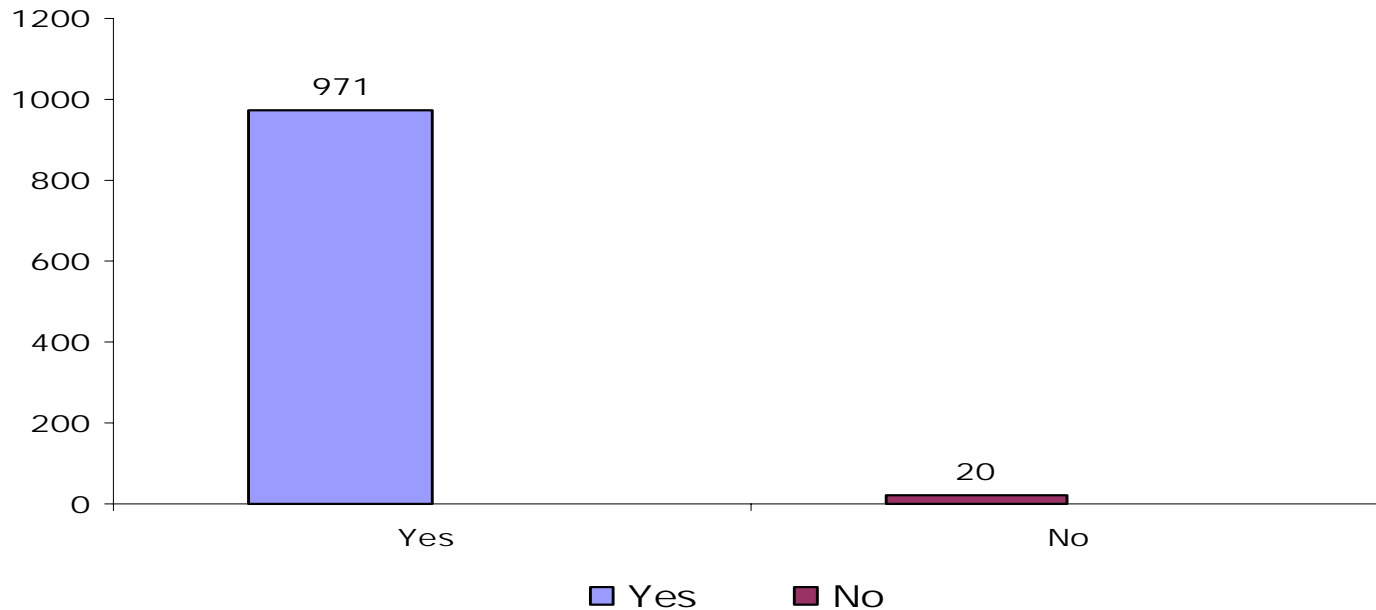
2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Limiting the impact of sewerage on the environment	4%	42%	51%	1%	0.2%
Encouraging water conservation	13%	55%	28%	3%	1%
Information shown on accounts	13%	75%	11%	2%	0.1%
Service reliability	11%	79%	9%	0.7%	0.1%

- The 2002 results indicate a significant shift in the very satisfied response for each category, with a reduction in the dissatisfied response for encouraging water conservation to 4% compared to 10% in 2001 and 23% in 2000.



Q6e Results

Are you happy with the range of payment options available?



Yes = 98%

No = 2%



Q6f

Results

What payment options would you prefer?

The payment options were similar to that of 2001 as follows:

- Credit Card payment
- Direct debit
- Bpay
- Monthly/Quarterly/Yearly
- Prepaid system

Only 20 respondents made comment relating to payment options.

Q7a

Results

Do you recall receiving a newsletter from North East Water?

Yes	No
62%	38%

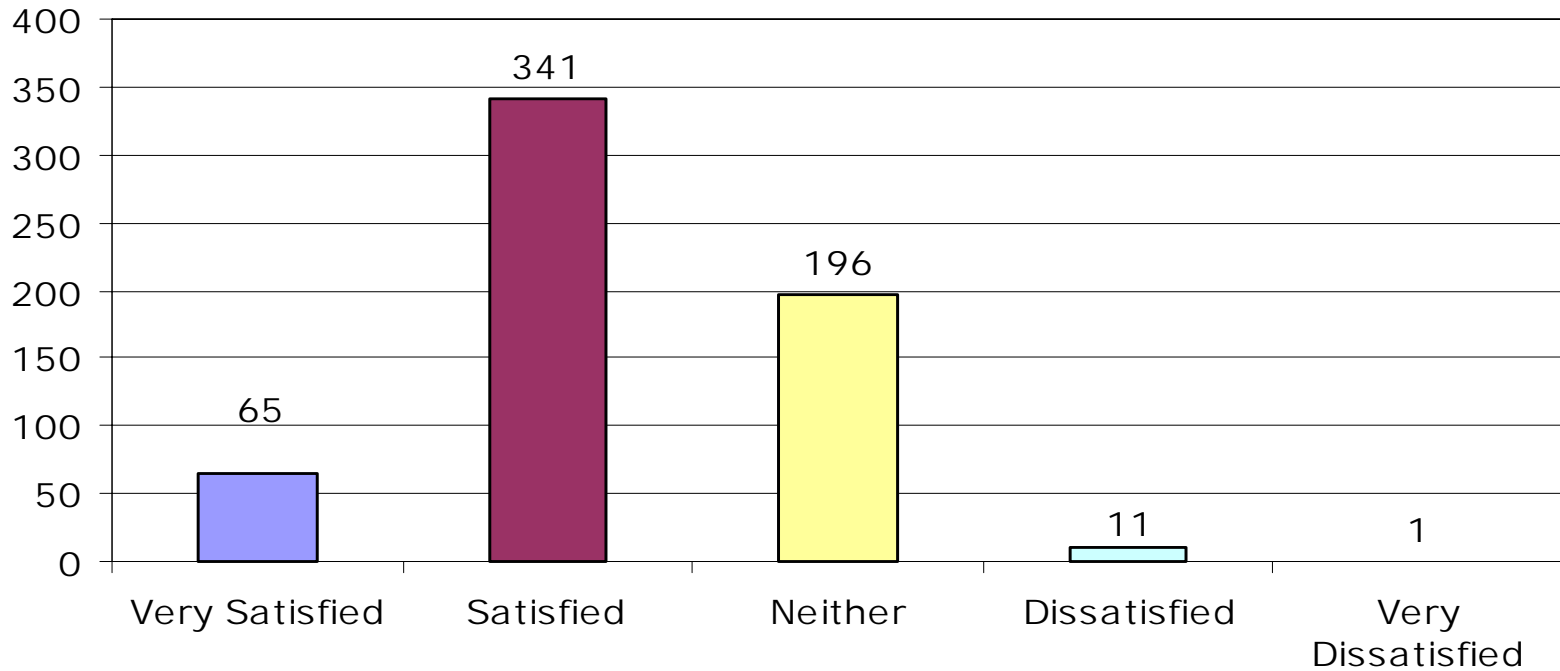
- The 2002 results indicate that less people have recall of receiving the North East Water newsletter.
- 62% of those surveyed recall receiving a newsletter in 2002, compared to 72% in 2001.



Q7b

Results

How satisfied are you with the usefulness of the information provided in the newsletter?



Q7a

Analysis

How satisfied are you with the usefulness of the information provided in the newsletter?

2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Usefulness of Newsletter	11%	56%	32%	2%	0%

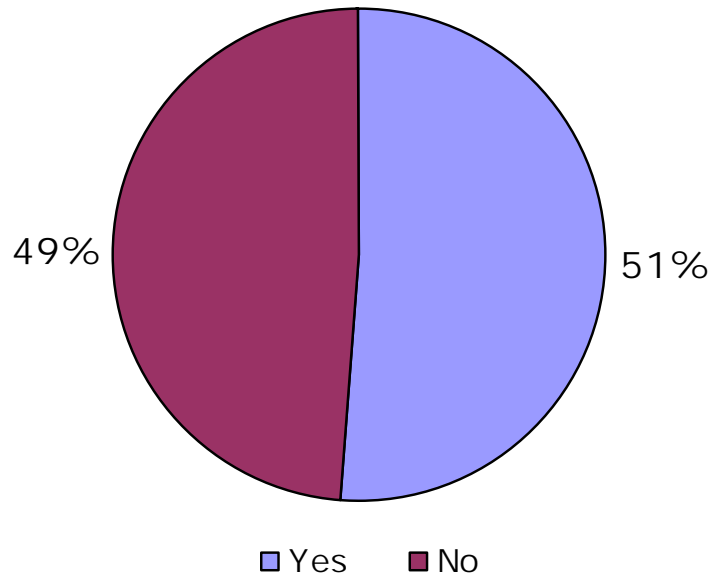
- Of those people that recall receiving the NERWA newsletter, a very satisfied response of 11% was recorded in 2002 compared to 4% in 2001.



Q8a

Results & Analysis

Do you recall seeing or hearing about the "Our Waterways Television Campaign"?



Yes	No
502	489

Q8b

Results

Are you a member of any group that is working to preserve our waterways?

Yes	No
28	963

- Of those people surveyed, only 3% report being part of a committee or team working to preserve our waterways.

Q8c

Results

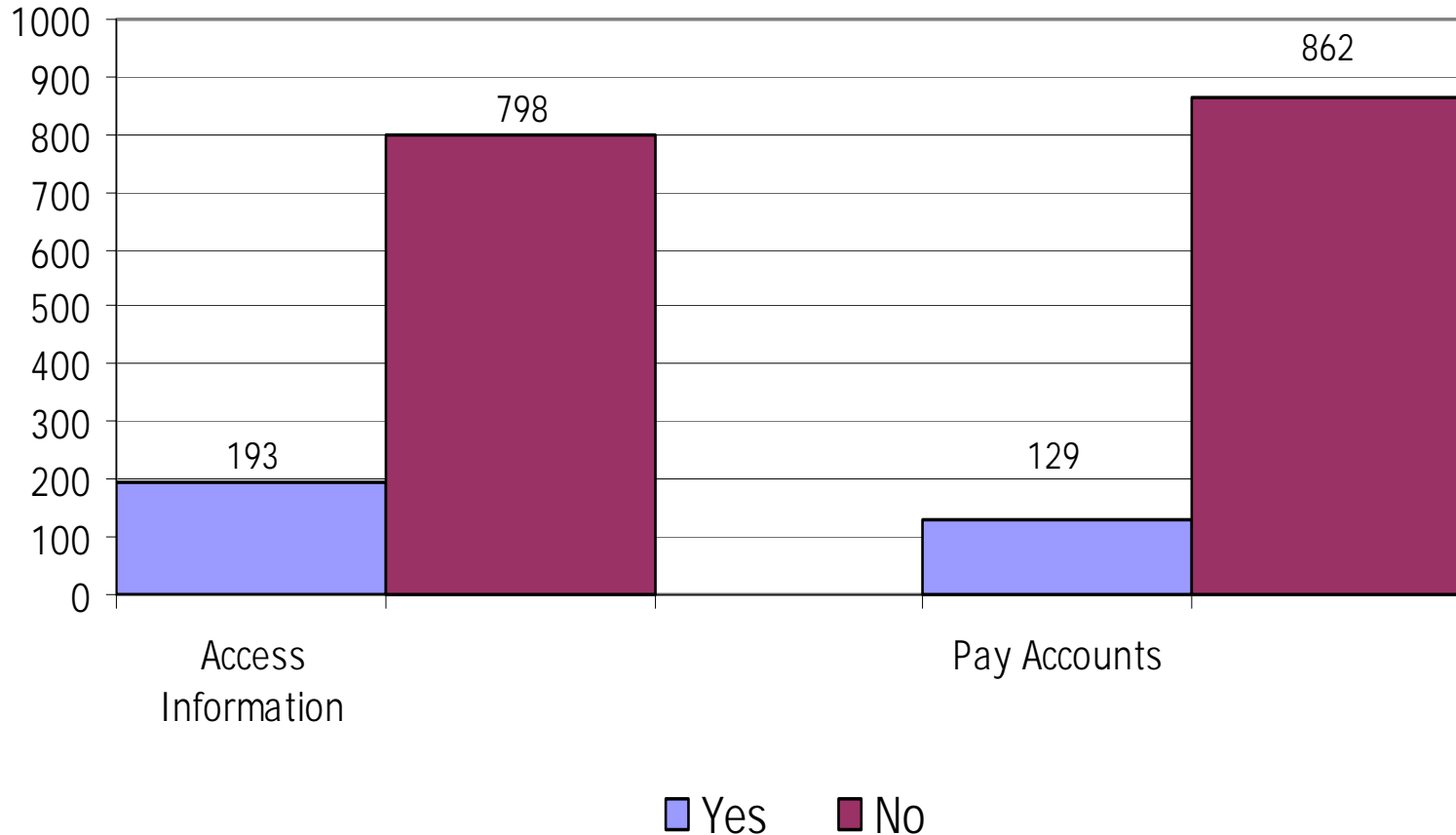
Are you aware of any group in your region working to preserve our waterways?

Yes	No
204	787

- Of those people surveyed, 21% report being aware of people in their region working to preserve our waterways.

Q9_{a,b} Results

Would you use the Internet to access information about North East Water, and pay your account?



Q9_{a,b} Analysis

Would you use the Internet to access information about North East Water, and pay your account?

2002 Survey	Yes	No
Would you use the Internet to access information about NERWA?	19%	81%
Would you use the Internet to pay your account?	13%	87%

- An increase in the yes response was recorded in both categories for year 2002.



Q10_{a,b}

Results

Are you aware of what you should not place down the toilet, sink or drain?

The 2002 survey clearly indicates that there remains a high awareness of what should not be placed down the toilet, sink or drain, with most customers volunteering examples.

The Never Ever campaign conducted in 2001, educated the community in waste water matters, and similar to 2001 a high proportion of customers surveyed repeated the details of the Never Ever campaign.

Please refer to the following main issues summary and to the attached complete comments report.



Q10a

Are you aware of what you should not place down the toilet?

Results

Main Issues:

Toilet	No. of responses
Sanitary products	314
Chemicals/Toxic products	151
Toilet paper only	112
Fats/Oils/Grease	67
Nappies/Baby wipes	60
Hard objects/Solid Items (toys, junk, foreign objects)	55

Please refer to the attached complete list



Q10b

Are you aware of what you should not wash down the sink or drain?

Results

Main Issues:

Drain/Sink	No. of responses
Fats/Oils/Grease	652
Chemicals/Toxic products	127
Paints/Thinners/Turps	100
Food waste/ Scraps/ Peelings	72
Water only	36
Detergents	35

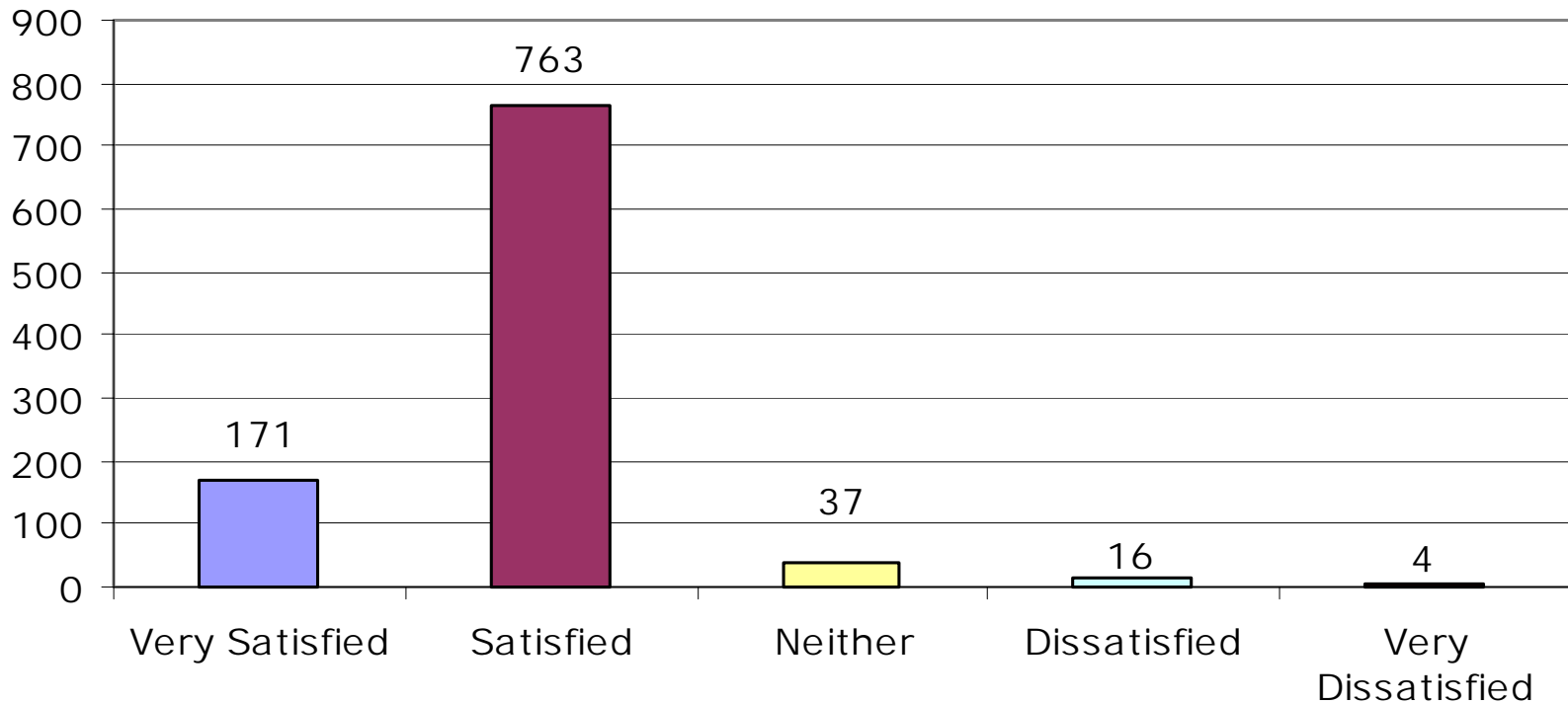
Please refer to the attached complete list



Q11

Results

How satisfied are you with the way North East Water manages all your water and sewerage needs?



Q11

Analysis

How satisfied are you with the way North East Water manages all your water and sewerage needs?

2002 Survey	Very Satisfied	Satisfied	Neither Satisfied or	Dissatisfied	Very Dissatisfied
Overall Performance	17%	77%	4%	2%	0.4%

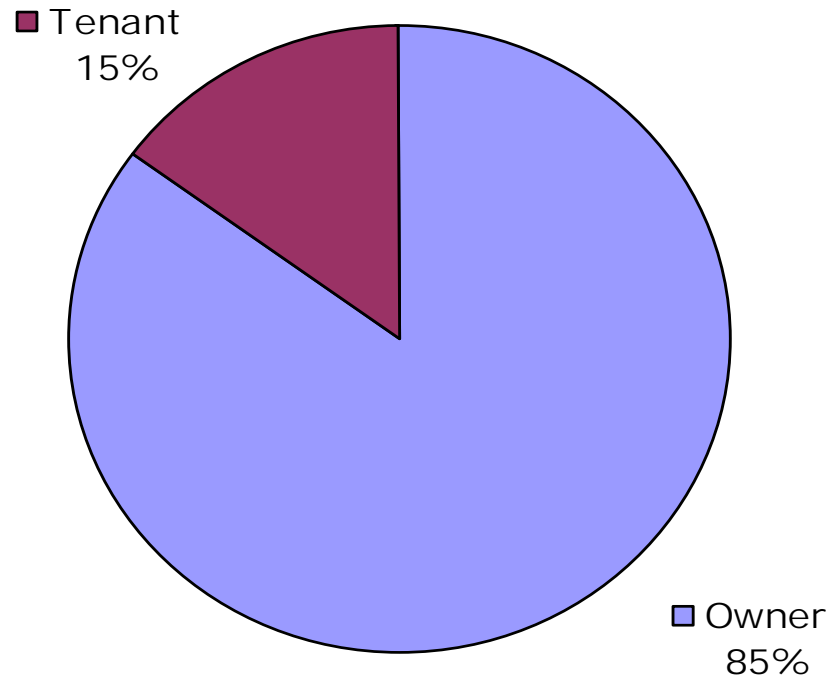
- A high level of overall customer satisfaction was recorded for 2002 at 94%, compared to 2001 at 91%. The very satisfied category reduced in 2002 to 17% from 19% in 2001.
- Also indicating a reduction in dissatisfied and very dissatisfied levels.



Q12a

Demographics

Are you the owner or tenant?



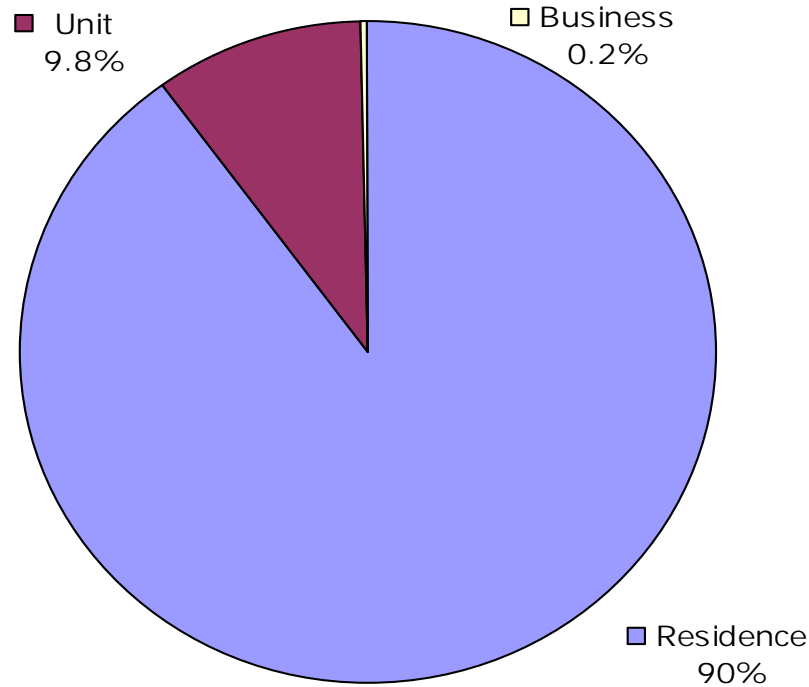
2001 results: Tenants 12%, Owners 88%.



Q12b

Demographics

Is this a Residence or Unit or Business?



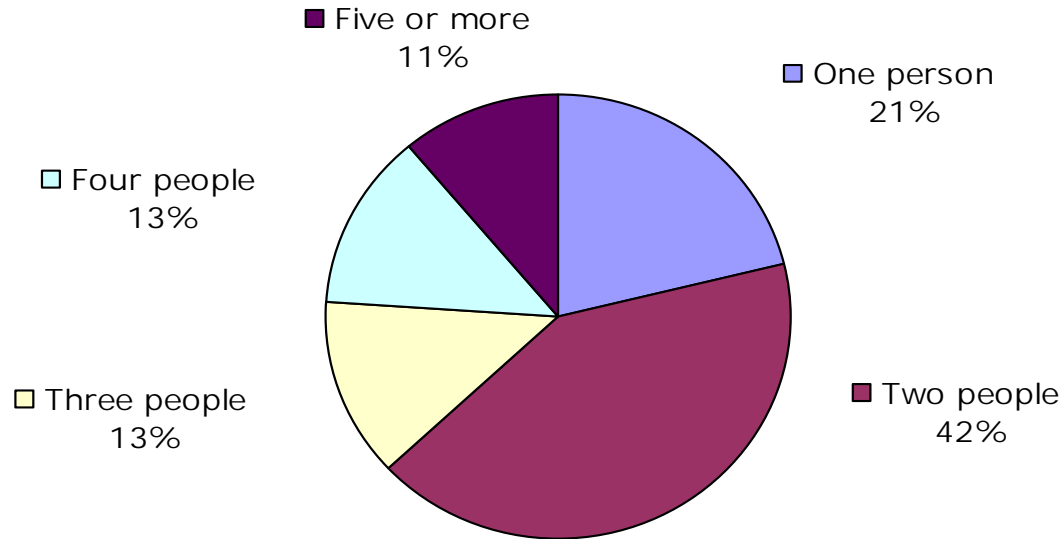
2001 results: Units 8%, Business 1%, Residence 91%.



Q12c

Demographics

The number of people in your household?



2001 results:

One person – 22%

Two people – 42%

Five + people – 9%

Three people – 12%

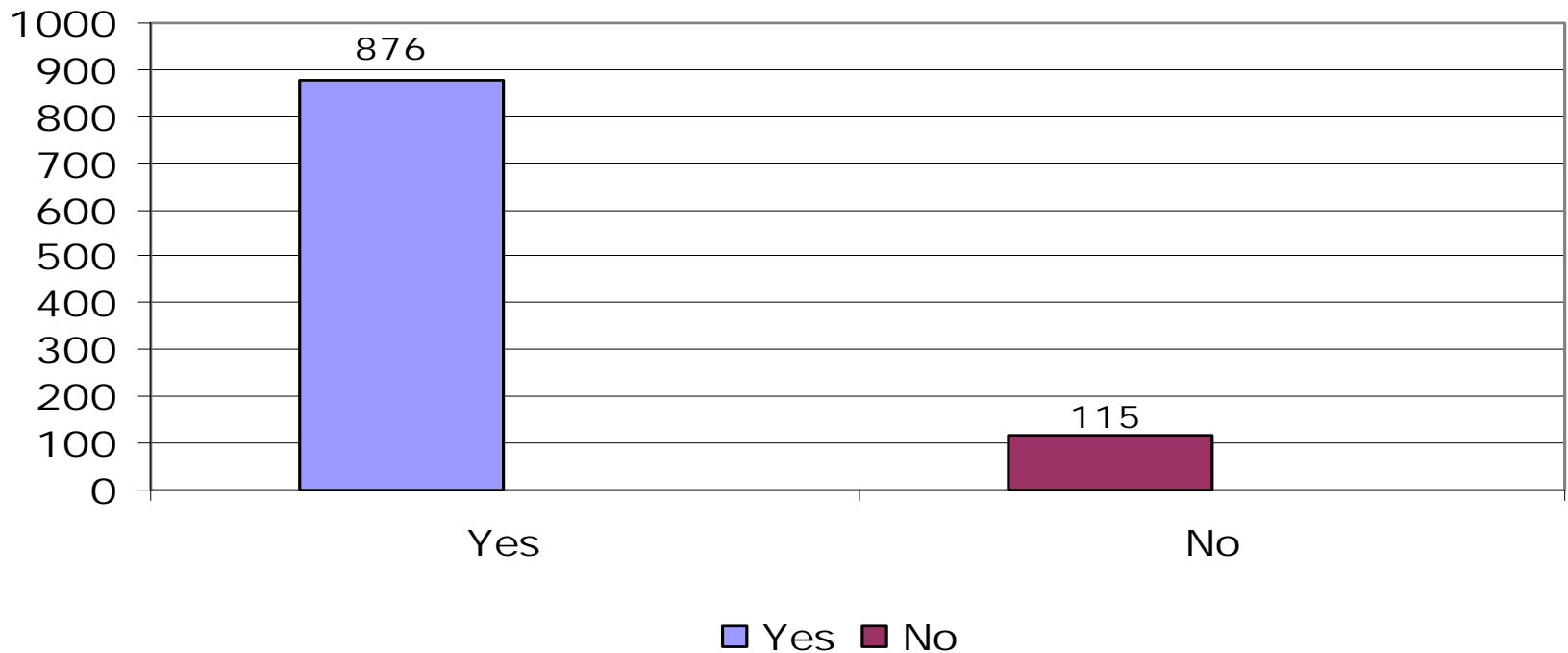
Four people – 15%



Q12d

Demographics

Can we record your details for possible use in future or follow up surveys?



Please refer to the contact list attached



Q13

Results

Would you like a NERWA representative to contact you?

A total of 58 out of 991 respondents requested further information from all areas/regions.

Yes	No
58	933

Total percentages:

Yes	No
6%	94%

Refer to the attached contact list of people wanting to be contacted by NERWA.



Q14a

Analysis

Do you support the fluoridation of the drinking water?

Total Response for Wangaratta and Wodonga

Yes	No
51%	49%

Wangaratta Response
(total 175)

Yes	No
45%	55%

Wodonga Response (total 329)

Yes	No
54%	46%

The overall response from Wangaratta and Wodonga indicates the community is split on this issue and further community consultation would be required.

Q14b

Results

Do you require more information on this issue?

A total of 120 Wangaratta and Wodonga residents surveyed requested further information relating to the introduction of fluoride in our drinking water.

Please refer to the attached contact list



Review

The overall results for 2002 customer survey reflects an increase in overall customer satisfaction from all regions/areas.

I thank NERWA for contracting Stieven Taylor and Associates Pty Ltd as their market research consultants

Bruce Gray

Senior Associate

Stieven Taylor + Associates



Stieven Taylor and Associates